



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM



# 2023 Annual Visitor Research Report

## **ABOUT THIS REPORT**

The 2023 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2023 and a comparison with 2022 visitor data. Included in this report are characteristics data from visitors who came to Hawai'i by air service or by cruise ship. Visitor statistics are categorized by Hawai'i's Major Market Areas (MMA), by select countries, purpose of trip, accommodation type and by island. Statistics about visitor room inventory, hotel occupancy, room rates and air seat capacity are also included.

2023 statistics presented in this report reflect immigration data from the U.S. Department of Commerce National Travel and Tourism Office (NTTO), updated statistics on flights and air seats from the Cirium Dii Mi (DIIO) airline database, and final Air Traffic Summary reports received from airlines.

This report was produced by the Tourism Research Branch staff of the Department of Business, Economic Development and Tourism (DBEDT) Research and Economic Analysis Division (READ) headed by Jennifer Chun, Tourism Research Director, with Micah 'Ākau, Minh-Chau Chun, Yvonne Lam, Lawrence Liu, Lindsay Sanborn, Jaycie Tanaka and Tourism Research Intern Marissa Lum.

STR Inc. provided hotel occupancy and room rate statistics.

Cover photo: Scenic view of the mountains above Waihe'e River, Waihe'e Coastal Dunes and Wetlands Refuge, Wailuku Maui. Credit: Hawai'i Tourism Authority/Heather Goodman.

For more information on the content of this report, please email: [DBEDT.research@hawaii.gov](mailto:DBEDT.research@hawaii.gov)

## TABLE OF CONTENTS

<b>SUMMARY OF 2023 VISITORS TO HAWAII</b> .....	<b>1</b>
ALL VISITORS (BY AIR AND BY CRUISE SHIPS).....	2
VISITORS (ARRIVALS BY AIR).....	2
U.S. WEST .....	3
U.S. EAST .....	4
JAPAN.....	4
CANADA .....	5
EUROPE .....	5
OCEANIA.....	7
OTHER ASIA.....	9
LATIN AMERICA.....	11
AIR VISITORS BY ISLANDS .....	12
O‘AHU .....	12
MAUI.....	13
MOLOKA‘I.....	14
LĀNA‘I.....	14
KAUA‘I.....	14
HAWAII ISLAND .....	15
CRUISE VISITORS .....	16
INFLATION ADJUSTED TOTAL VISITOR SPENDING.....	168
TOTAL AIR CAPACITY TO HAWAII.....	19
<b>ANNUAL VISITOR RESEARCH REPORT TABLES .....</b>	<b>21</b>
<b>APPENDIX A .....</b>	<b>166</b>
DEFINITIONS .....	167
SOURCES OF DATA FOR VISITOR STATISTICS.....	170
<b>APPENDIX B .....</b>	<b>172</b>
DOMESTIC IN-FLIGHT SURVEY .....	173
INTERNATIONAL SURVEY .....	175
ISLAND SURVEY .....	177
CRUISE SURVEY.....	179

## LIST OF FIGURES

Figure 1. Visitor Arrivals by Air from Four Largest Markets: 2014 - 2023 .....	3
Figure 2. Europe MMA, United Kingdom and Germany Visitor Arrivals by Air: 2014 - 2023.....	6
Figure 3. Oceania MMA Visitor Arrivals by Air: 2014 - 2023 .....	7
Figure 4. Other Asia MMA, China, Korea, Taiwan Visitor Arrivals by Air: 2014 - 2023.....	9
Figure 5. Latin America MMA Visitor Arrivals by Air: 2014 - 2023.....	11
Figure 6. O‘ahu Air Visitor Arrivals by Selected MMA: 2014 - 2023 .....	12
Figure 7. Maui Air Visitor Arrivals by Selected MMA: 2014 - 2023 .....	13
Figure 8. Kaua‘i Air Visitor Arrivals by Selected MMA: 2014 - 2023.....	14
Figure 9. Hawai‘i Island Air Visitor Arrivals by Selected MMA: 2014 - 2023.....	15
Figure 10. Total Cruise Visitors to Hawai‘i: 2014 - 2023.....	17
Figure 11. Inflation Adjusted Total Visitor Spending: 2009 - 2023 .....	18
Figure 12. Total Air Seats Operated to Hawai‘i by Port of Entry: 2014 - 2023.....	19

## LIST OF TABLES

Table 1. Summary of Visitor Statistics: 2023 vs. 2022 .....	22
Table 2. 2023 Monthly Market Highlights .....	25
Table 3. 2023 Monthly Island Highlights.....	27
Table 4. Summary of Air Visitor Characteristics: 2023 vs. 2022 .....	28
Table 5. Summary of Air Visitor Characteristics, Percentage of Total: 2023 vs. 2022.....	30
Table 6. Air Visitor Days by Island: 2023 vs. 2022.....	32
Table 7. Air Visitor Days by Month: 2023 vs. 2022 .....	32
Table 8. Average Daily Census by Island (Arrivals by Air): 2023 vs. 2022.....	33
Table 9. Average Daily Census by Month (Arrivals by Air): 2023 vs. 2022.....	33
Table 10. Visitors Staying Overnight or Longer (Arrivals by Air): 1963-2023.....	34
Table 11. 2023 Air Visitor Days by Month and MMA .....	35
Table 12. Air Visitor Days by Month and MMA, Percent change 2023 vs. 2022.....	37
Table 13. 2023 Air Visitor Arrivals by Month and MMA .....	39
Table 14. Air Visitor Arrivals by Month and MMA, Percent change 2023 vs. 2022.....	41
Table 15. U.S. West MMA Air Visitor Characteristics: 2023 vs. 2022.....	43
Table 16. 2023 Domestic U.S. West MMA Air Visitor Arrivals by Month and State .....	45
Table 17. U.S. East MMA Air Visitor Characteristics: 2023 vs. 2022.....	46
Table 18. 2023 Domestic U.S. East MMA Air Visitor Arrivals by Month and State .....	48
Table 19. Domestic U.S. Air Visitor Arrivals by State: 2014 - 2023 .....	49
Table 20. 2023 Domestic U.S. Air Visitor Characteristics by State .....	50
Table 21. Market Penetration for Top U.S. CBSA (Arrivals by Air): 2023 vs. 2022.....	51
Table 22. Japan MMA Air Visitor Characteristics: 2023 vs. 2022 .....	52
Table 23. 2023 International Japan MMA Air Visitor Characteristics by Region.....	54
Table 24. Canada MMA Air Visitor Characteristics: 2023 vs. 2022.....	55
Table 25. 2023 Canada MMA Air Visitor Characteristics by Province .....	57
Table 26. Europe MMA Air Visitor Characteristics: 2023 vs. 2022.....	59
Table 27. United Kingdom Air Visitor Characteristics: 2023 vs. 2022.....	61
Table 28. Germany Air Visitor Characteristics: 2023 vs. 2022 .....	63
Table 29. Oceania MMA Air Visitor Characteristics: 2023 vs. 2022.....	65



Table 30. Australia Air Visitor Characteristics: 2023 vs. 2022 .....	67
Table 31. New Zealand Air Visitor Characteristics: 2023 vs. 2022 .....	69
Table 32. Other Asia MMA Air Visitor Characteristics: 2023 vs. 2022.....	71
Table 33. Korea Air Visitor Characteristics: 2023 vs. 2022.....	73
Table 34. China Air Visitor Characteristics: 2023 vs. 2022 .....	75
Table 35. Taiwan Air Visitor Characteristics: 2023 vs. 2022.....	77
Table 36. Latin America MMA Air Visitor Characteristics: 2023 vs. 2022.....	79
Table 37. Other MMA Air Visitor Characteristics: 2023 vs. 2022 .....	81
Table 38. 2023 Air Visitor Age and Gender Distribution by MMA .....	83
Table 39. Honeymoon Air Visitor Characteristics: 2023 vs. 2022 .....	84
Table 40. Get Married Air Visitor Characteristics: 2023 vs. 2022.....	85
Table 41. Meetings, Conventions, and Incentives Air Visitor Characteristics: 2023 vs. 2022 .....	86
Table 42. Visit Friends and Relatives Air Visitor Characteristics: 2023 vs. 2022.....	87
Table 43. Family Air Visitors Characteristics: 2023 vs. 2022 .....	88
Table 44. Hotel-Only Air Visitor Characteristics: 2023 vs. 2022 .....	89
Table 45. Condo-Only Air Visitor Characteristics: 2023 vs. 2022 .....	90
Table 46. Timeshare-Only Air Visitor Characteristics: 2023 vs. 2022.....	91
Table 47. Rental House-Only Air Visitor Characteristics: 2023 vs. 2022.....	92
Table 48. Bed and Breakfast-Only Air Visitor Characteristics: 2023 vs. 2022 .....	93
Table 49. First-Time Air Visitor Characteristics: 2023 vs. 2022.....	94
Table 50. Repeat Air Visitor Characteristics: 2023 vs. 2022.....	95
Table 51. Air Visitor Arrivals by Island and Month: 2023 vs. 2022.....	96
Table 52. 2023 Average Daily Census by Island and Month (Arrivals by Air).....	99
Table 53. 2023 Domestic U.S. Air Visitor Arrivals by Island and Top CBSA .....	100
Table 54. Domestic U.S. Air Visitors by Island & Top CBSA, Percent change 2023 vs. 2022.....	101
Table 55. 2023 Domestic U.S. Air Visitor Arrivals by Island and State .....	102
Table 56. Domestic U.S. Air Visitors by Island and State, Percent change 2023 vs. 2022.....	103
Table 57. 2023 Domestic U.S. Air Visitor Length of Stay by Island and State.....	104
Table 58. O‘ahu Air Visitor Characteristics: 2023 vs. 2022.....	105
Table 59. Maui County Air Visitor Characteristics: 2023 vs. 2022.....	107
Table 60. Maui Island Air Visitor Characteristics: 2023 vs. 2022.....	109
Table 61. Moloka‘i Air Visitor Characteristics: 2023 vs. 2022 .....	111
Table 62. Lāna‘i Air Visitor Characteristics: 2023 vs. 2022 .....	113
Table 63. Kaua‘i Air Visitor Characteristics: 2023 vs. 2022 .....	115
Table 64. Hawai‘i Island Air Visitor Characteristics: 2023 vs. 2022.....	117
Table 65. Hilo Air Visitor Characteristics: 2023 vs. 2022.....	119
Table 66. Kona Air Visitor Characteristics: 2023 vs. 2022.....	121
Table 67. 2023 Air Visitor Days by Island and MMA .....	123
Table 68. Air Visitor Days by Island and MMA, Percent change 2023 vs. 2022.....	125
Table 69. 2023 Air Visitor Arrivals by Island and MMA.....	127
Table 70. Air Visitor Arrivals by Island and MMA, Percent change 2023 vs. 2022 .....	129
Table 71: Total Visitor Expenditures by Category: 2023 vs. 2022 (Air, Cruise & Sup. Business)...	131
Table 72. Total Air Visitor Personal Daily Spending: 2023 vs. 2022.....	132
Table 73. U.S. Total MMA Air Visitor Personal Daily Spending: 2023 vs. 2022.....	133
Table 74. U.S. West MMA Air Visitor Personal Daily Spending: 2023 vs. 2022.....	134
Table 75. U.S. East MMA Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	135
Table 76. Japan MMA Air Visitor Personal Daily Spending: 2023 vs. 2022.....	136
Table 77. Canada MMA Air Visitor Personal Daily Spending: 2023 vs. 2022.....	137

Table 78. Europe MMA Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	138
Table 79. Oceania MMA Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	139
Table 80. Other Asia MMA Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	140
Table 81. Latin America MMA Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	141
Table 82. Other MMA Air Visitor Personal Daily Spending: 2023 vs. 2022.....	142
Table 83. China Air Visitor Personal Daily Spending: 2023 vs. 2022.....	143
Table 84. Korea Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	144
Table 85. Taiwan Air Visitor Personal Daily Spending: 2023 vs. 2022 .....	145
Table 86. Australia Air Visitor Personal Daily Spending: 2023 vs. 2022.....	146
Table 87. New Zealand Air Visitor Personal Daily Spending: 2023 vs. 2022.....	147
Table 88. 2023 Air Visitor Personal Daily Spending by Island.....	148
Table 89. Air Visitor Personal Daily Spending by Island, Percent change 2023 vs. 2022 .....	149
Table 90. Air Visitor Personal Daily Spending by MMA and Trip Characteristics: 2023 vs. 2022.	150
Table 91. 2023 Meeting, Convention, and Incentive Air Visitor Characteristics and Spending.....	151
Table 92. 2023 Cruise Ship Visitors .....	152
Table 93. Cruise Ship Visitors, Percent change 2023 vs. 2022 .....	152
Table 94. 2023 Total Cruise Ship Passengers by MMA .....	153
Table 95. Cruise Visitor Personal Daily Spending – All Cruise Visitors .....	154
Table 96. Total Air Seats Operated to Hawai‘i: 2023 vs. 2022 .....	155
Table 97. Domestic Air Seats Operated to Hawai‘i: 2023 vs. 2022.....	155
Table 98. International Air Seats Operated to Hawai‘i: 2023 vs. 2022.....	156
Table 99. Total Flights Operated to Hawai‘i: 2023 vs. 2022.....	157
Table 100. Domestic Flights Operated to Hawai‘i: 2023 vs. 2022 .....	157
Table 101. International Flights Operated to Hawai‘i: 2023 vs. 2022.....	158
Table 102. State Hotel Performance: 2023 vs. 2022.....	159
Table 103. O‘ahu Hotel Performance: 2023 vs. 2022 .....	159
Table 104. Maui County Hotel Performance: 2023 vs. 2022 .....	160
Table 105. Kaua‘i Hotel Performance: 2023 vs. 2022.....	160
Table 106. Hawai‘i Island Hotel Performance: 2023 vs. 2022 .....	161
Table 107. Visitor Plant Inventory – Existing Inventory by Island and Property: 2023 vs. 2022...	162
Table 108. Visitor Plant Inventory – Existing Inventory by Island and Unit: 2023 vs. 2022 .....	163
Table 109. Visitor Plant Inventory – Class of Units by Island: 2023 vs. 2022 .....	164
Table 110. Visitor Plant Inventory – Available Units by County: 1968-2023 .....	165

# SUMMARY OF 2023 VISITORS TO HAWAI‘I

---

## ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

A total of 9,657,607 visitors arrived to the Hawaiian Islands in calendar year 2023, which was an increase of 4.6 percent from 9,233,983 visitors in 2022. Total visitor expenditures in 2023 measured in nominal dollar was \$20.87 billion (+5.4%) compared to \$19.80 billion in 2022.

Growth in the first seven months of 2023 offset declines in visitor arrivals and total visitor spending in the five months following the August 8, 2023 wildfires that destroyed Historic Lahaina Town and heavily damaged Upper Kula, Upper Makawao and Olinda areas on Maui.

For all of 2023, there were 9,499,995 visitors (+4.0%) who came by air service and 157,612 visitors (+65.4%) who came by cruise ships. In 2022, 9,138,674 visitors came by air and 95,309 visitors arrived by cruise ships.

## VISITORS (ARRIVALS BY AIR)

In 2023, a total of 9,499,995 visitors arrived by air service, up 4.0 percent from 9,138,674 visitors in the previous year. The average length of stay was 9.02 days (-2.7%) compared to 9.27 days by visitors in 2022. The average daily census was 234,724 visitors (+1.1%) present on any given day in 2023, compared to 232,154 in 2022 (Table 1).

Spending by air visitors to the islands increased to \$20.66 billion (+5.1%) in 2023. The average daily spending was \$241 per person (+4.0%) compared to \$232 per person in 2022 (Table 1).

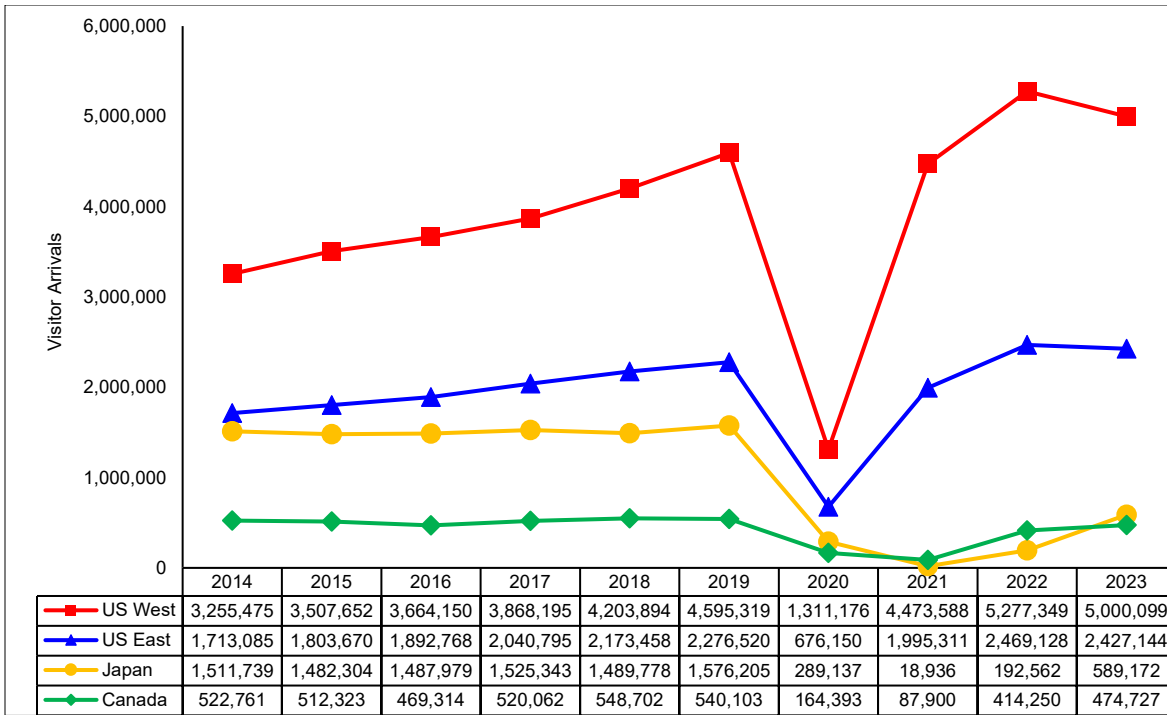
Lodging, the largest spending category by all visitors to Hawai'i, increased to \$9.64 billion (+5.5%) in 2023. Food and beverage, the second largest category, rose to \$4.38 billion (+8.8%). Shopping at \$2.12 billion (+7.0%) was the third largest expense category in 2023, followed by transportation at \$1.96 billion (-10.9%) and entertainment and recreation at \$1.88 billion (+2.3%). Supplemental business spending in 2023 was \$132.0 million (+31.0%) compared to \$100.8 million in the previous year. These are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e., costs of space and equipment rentals, transportation, etc.) that were not included in personal spending (Table 71).

In 2023, arrivals from the U.S. West (5,000,099 visitors, -5.3%) and U.S. East (2,427,144 visitors, -1.7%) declined while arrivals from Japan (589,172 visitors, +206.0%), Canada (474,727 visitors, +14.6%), Oceania (236,127 visitors, +26.6%), Other Asia (214,609 visitors, +56.1%), Europe (117,241 visitors, +2.8%) and Latin America (28,121 visitors, +35.5%) were higher compared to 2022 (Table 1).

In 2023, arrivals increased on O'ahu (5,613,409 visitors, +15.5%), Hawai'i Island (1,779,063 visitors, +6.7%) and Kaua'i (1,418,688 visitors, +5.4%), but declined on Maui (2,495,038 visitors, -14.6%), Lāna'i (53,870 visitors, -20.8%) and Moloka'i (33,224 visitors, -23.3%) compared to the previous year (Table 1).

There were 59,785 trans-Pacific flights (-0.7%) with 13,122,041 seats (+2.9%) to Hawai'i in 2023 compared to 60,231 flights with 12,752,692 seats in 2022. Growth in air seats to Honolulu (7,932,570, +14.8%) and Kona (1,390,182, +2.4%) entirely offset reduction in seats to Kahului (2,819,178, -14.3%), Līhu'e (978,949, -14.6%) and Hilo (1,162, -97.6%) (Tables 96-101).

**Figure 1. Visitor Arrivals by Air from Four Largest Markets  
2014 - 2023**



## U.S. WEST

In 2023, air capacity from U.S West (45,706 scheduled flights, -6.5% with 9,438,011 scheduled seats, -3.8%) decreased compared to 2022 (48,899 flights with 9,813,512 seats) (Tables 97 & 100).

- Visitors from U.S. West spent \$9.59 billion (-4.9%) and \$225 per person per day (+1.6%) in 2023, compared to \$10.09 billion and \$222 per person per day in 2022 (Table 1).
- Arrivals dropped to 5,000,099 visitors (-5.3%) compared to 5,277,349 visitors in 2022. Visitor days declined 6.4 percent compared to the previous year (Figure 1, Table 15).
- The average length of stay by U.S. West visitors was 8.51 days (-1.2%) compared to 8.62 days in 2022.
- The majority of the U.S. West visitors in 2023 have been to Hawai'i before (80.7%) while 19.3 percent were first-time visitors.
- O'ahu hosted 49.0 percent of U.S. West visitors in 2023, 27.1 percent went to Maui, 18.7 percent went to Hawai'i Island and 16.2 percent went to Kaua'i. Visitor arrivals increased slightly on Hawai'i Island (+1.2%) and O'ahu (+0.9%), was unchanged on Kaua'i (0.0%), but declined on Maui (-18.2%) compared to 2022.
- Over half (51.7%) of U.S. West visitors in 2023 stayed in hotels, 16.7 percent stayed in condominiums, 12.7 percent stayed with friends/relatives, 12.1 percent stayed in rental homes and 9.6 percent stayed in timeshares.
- Eight out of ten visitors in 2023 came to vacation (81.4%), 11.8 percent came to visit friends/relatives, 3.0 percent came for meetings, conventions, and incentives (MCI) and 2.1 percent came to honeymoon.

- Arrivals from California, the largest single state contributor, decreased 8.7 percent to 2,901,458 visitors in 2023. There were also fewer visitors from Oregon (283,499, -2.3%), Arizona (265,581, -4.8%), Colorado (234,931, -5.4%), Utah (207,089, -3.0%) and Nevada (166,668, -2.0%), which offset growth in arrivals from Washington (658,072, +1.5%) (Table 19).

## U.S. EAST

In 2023, air capacity from U.S. East (4,498 scheduled flights, -1.5% with 1,225,721 scheduled seats, -2.9%) declined from the previous year (4,565 flights with 1,262,967 seats) (Tables 97 & 100).

- Visitors from U.S. East spent \$6.23 billion (+1.1%) and \$263 per person per day (+4.1%) in 2023, compared to \$6.16 billion and \$252 per person per day in 2022 (Table 1).
- Arrivals declined to 2,427,144 visitors (-1.7%) compared to 2,469,128 visitors in 2022. Visitor days were down 2.9 percent from the previous year (Figure 1, Table 17).
- The average length of stay by U.S. East visitors was 9.77 days (-1.3%) compared to 9.90 days in 2022.
- Over half of U.S. East visitors in 2023 have been to Hawai'i before (58.6%) while 41.4 percent were first-time visitors.
- Six out of ten U.S. East visitors in 2023 went to O'ahu (60.8%), 30.4 percent visited Maui, 22.2 percent visited Hawai'i Island and 18.0 percent visited Kaua'i. Visitor arrivals increased on Kaua'i (+10.4%), O'ahu (+4.8%) and Hawai'i Island (+4.4%), but declined on Maui (-14.5%) in comparison to 2022.
- The majority of U.S. East visitors in 2023 came to vacation (76.0%), 12.4 percent came to visit friends/relatives, 5.6 percent came for MCI purposes and 3.5 percent came to honeymoon.
- Over half of U.S. East visitors in 2023 stayed in hotels (59.4%), while some visitors stayed in condominiums (12.9%), with friends/relatives (12.8%), in rental homes (11.6%) and in timeshares (7.9%).
- Texas (416,571 visitors, -2.4%), Florida (170,030, 0.0%), Illinois (164,824, -5.2%) and New York (152,875, -6.6%) were the four largest U.S. East states in terms of visitor arrivals in 2023 (Table 19).

## JAPAN

In 2023, air capacity from Japan (3,823 scheduled flights, +98.3% with 1,063,623 scheduled seats, +122.0%) doubled compared to the previous year (1,928 flights with 479,146 seats). Service resumed from Fukuoka to Honolulu (+29,190 seats) and there were more scheduled seats from Nagoya (25,308 , +326.7%), Osaka (135,053, +138.5%), Haneda (415,974, +122.4%) and Narita (447,955, +100.5%) to Honolulu. Air capacity to Kona (47 flights, +51.6% with 10,143 seats, +64.4%) also increased compared to 2022 (Tables 98 & 101).

- Visitors from Japan spent \$930.3 million (+158.8%) and \$241 per person per day (+2.3%) in 2023, compared to \$359.4 million and \$235 per person per day in 2022 (Table 1).
- Arrivals increased to 589,172 visitors (+206.0%) compared to 192,562 visitors in 2022. Visitor days were up 153.1 percent from the previous year (Figure 1, Table 22).
- The average length of stay by Japanese visitors was 6.56 days (-17.3%) compared to 7.93 days in 2022.
- Three out of four Japanese visitors in 2023 were repeat visitors (74.0%) while 26.0 percent were first-time visitors to the islands.



- Nearly all Japanese visitors went to O‘ahu (97.4%), 7.6 percent visited Hawai‘i Island, 1.9 percent visited Maui and 1.0 percent visited Kaua‘i. Visitor arrivals increased on O‘ahu (+207.4%), Hawai‘i Island (+188.6%), Maui (+110.5%) and Kaua‘i (+98.9%) compared to 2022.
- Seven out of ten Japanese visitors in 2023 stayed in hotels (72.1%), 16.6 percent stayed in condominiums, 13.0 percent stayed in timeshares and 1.9 percent stayed with friends/relatives.
- Seven out of ten Japanese visitors in 2023 came to vacation (73.4%), 13.1 percent came to honeymoon, 7.0 percent came for MCI purposes and 2.6 percent came to visit friends/relatives.

## CANADA

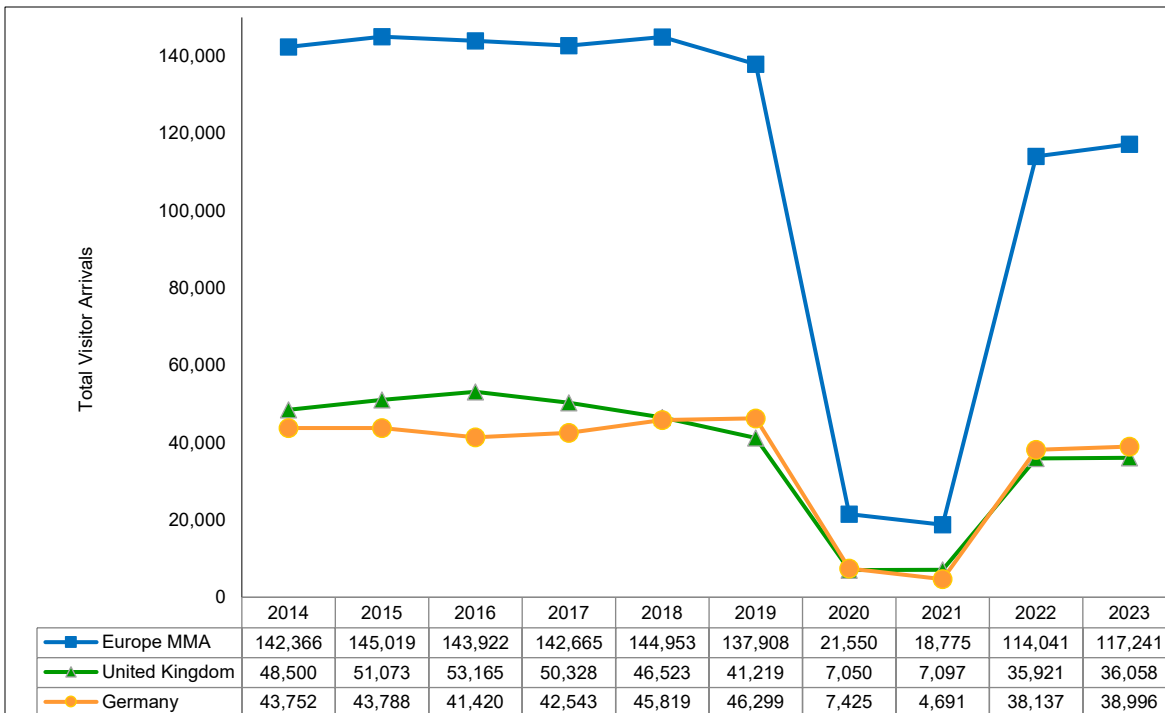
In 2023, there were more scheduled flights (2,566, +3.8%) but fewer scheduled seats (466,196, -4.3%) from Canada compared to the previous year (2,473 flights with 487,215 seats). Direct air capacity to Kahului decreased (-32,093 scheduled seats) compared to 2022. There were planned reductions for 2023. There were also canceled flights in the aftermath of the August wildfires (Tables 98 & 101).

- Visitors from Canada spent \$1.23 billion (+27.9%) and \$220 per person per day (+16.1%) in 2023, compared to \$962.1 million and \$190 per person per day in 2022 (Table 1).
- Arrivals increased to 474,727 visitors (+14.6%) and visitor days grew 10.2 percent compared to 2022 (Figure 1, Table 24).
- The average length of stay by Canadian visitors in 2023 was 11.77 days (-3.9%) compared to 12.24 days in the previous year.
- Eight out of ten Canadian visitors (81.5%) in 2023 flew direct from international ports while the rest arrived on flights from the U.S. mainland.
- The majority of Canadian visitors in 2023 were repeat visitors (63.2%) while 36.8 percent were first-timers to Hawai‘i.
- More than half of Canadian visitors in 2023 went to O‘ahu (51.5%), 45.4 percent visited Maui, 18.6 percent visited Hawai‘i Island and 11.9 percent visited Kaua‘i. Visitor arrivals increased on Kaua‘i (+32.2%), Hawai‘i Island (+30.5%), O‘ahu (+22.2%) and Maui (+3.7%) compared to 2022.
- Over half of Canadian visitors in 2023 stayed in hotels (51.3%), 27.3 percent stayed in condominiums, 11.3 percent stayed in rental homes, 8.8 percent stayed in timeshares and 6.1 percent stayed with friends/relatives.
- Most Canadian visitors in 2023 came to vacation (89.8%), 4.4 percent came for MCI purposes, 4.3 percent came to visit friends/relatives and 2.3 percent came to honeymoon.

## EUROPE

- Visitors from Europe spent \$369.0 million (+20.6%) and \$243 per person per day (+26.6%) compared to \$306.0 million and \$192 per person in 2022 (Table 1). Arrivals increased to 117,241 visitors (+2.8%) in 2023. However, visitor days were down 4.8 percent from 2022 due to a shorter average length of stay (12.94 days, -7.4%). The majority of European visitors (79.7%) came on domestic flights. Visitors from Germany comprised 33.3 percent of the Europe MMA in 2023, followed by visitors from the United Kingdom (30.8%), France (15.5%), Switzerland (12.1%) and Italy (8.4%) (Tables 13 & 26).

**Figure 2. Europe MMA, United Kingdom, and Germany  
Visitor Arrivals by Air: 2014 - 2023**



### Visitors from Germany

- Arrivals from Germany increased to 38,996 visitors (+2.3%) in 2023 (Figure 2, Tables 13 & 14).
- These visitors stayed an average of 14.71 days (-7.4%) compared to 15.88 days in 2022 (Table 28).
- The majority of German visitors in 2023 were first-timers (68.9%) while 31.1 percent have been to Hawai'i before.
- Eight out of ten German visitors in 2023 went to O'ahu (79.2%), 37.6 percent went to Maui, 34.7 percent went to Hawai'i Island and 27.9 percent went to Kaua'i. Visitor arrivals increased on O'ahu (+11.4%), but declined on Maui (-19.5%), Hawai'i Island (-12.1%) and Kaua'i (-6.0%) compared to 2022.
- Six out of ten German visitors in 2023 stayed in hotels (62.5%). Some visitors stayed in rental homes (15.3%), in condominiums (10.9%), with friends/relatives (10.0%), in hostels (7.7%), in bed and breakfast properties (4.8%) and in timeshares (1.2%).
- Most German visitors in 2023 came to vacation (80.4%), 9.2 percent came to visit friends/relatives, 6.2 percent came to honeymoon and 5.3 percent came for MCI purposes.

### Visitors from United Kingdom

- Arrivals from the United Kingdom (UK) rose slightly to 36,058 (+0.4%) in 2023 (Figure 2, Tables 13 & 14).
- The average length of stay by UK visitors was 10.25 days (-3.5%) compared to 10.62 days in 2022 (Table 27).
- Two out of three UK visitors in 2023 were repeat visitors (63.7%) while 36.3 percent were first-timers to the islands.
- The majority of UK arrivals in 2023 visited O'ahu (76.8%), 26.9 percent visited Maui, 23.7 percent visited Hawai'i Island and 13.5 percent visited Kaua'i. Visitor arrivals increased on O'ahu (+12.1%), but declined on Maui (-16.9%), Hawai'i Island (-6.2%) and Kaua'i (-0.5%) compared to 2022.

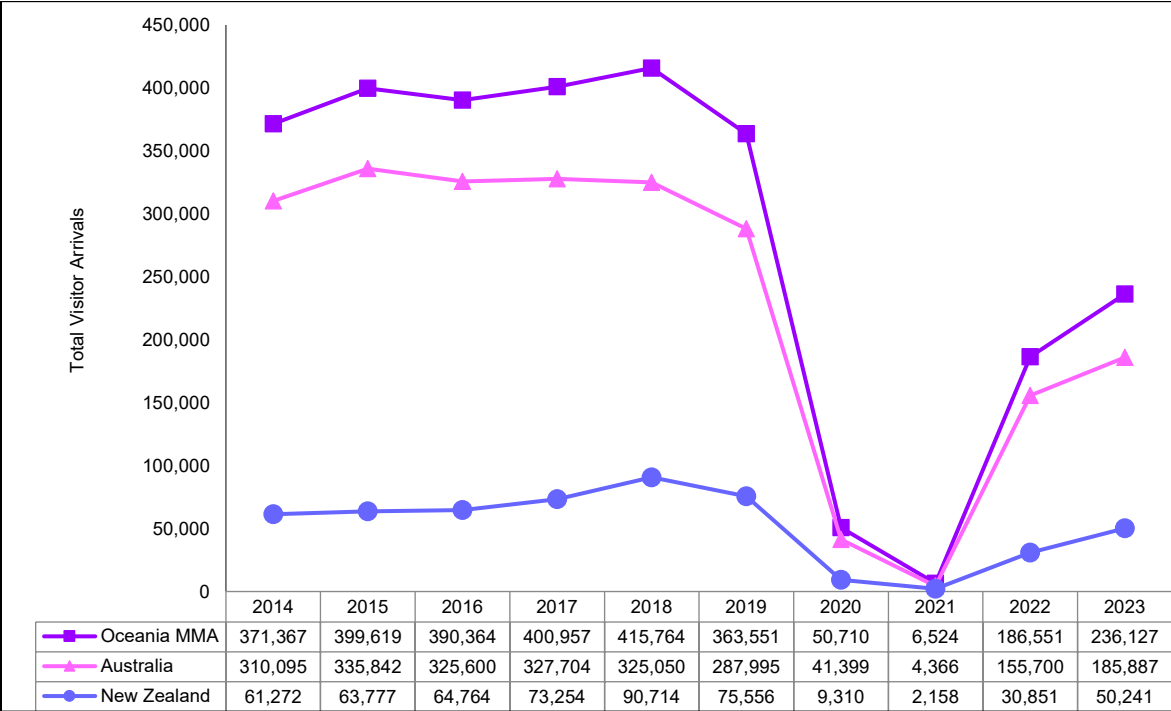
- Seven out of ten UK visitors stayed in hotels (71.1%). Some visitors stayed in rental homes (11.0%), with friends/relatives (10.1%), in condominiums (9.3%) and in timeshares (3.3%).
- Eight out of ten UK visitors in 2023 came to vacation (77.7%), 9.6 percent came to visit friends/relatives, 6.1 percent came for MCI purposes and 0.9 percent came to honeymoon.

### OCEANIA

In 2023, air capacity from Melbourne and Sydney, Australia (787 scheduled flights, +19.2% with 237,995 seats, +19.8%) increased compared to 2022 (660 flights with 198,737 seats). Air capacity from Auckland, New Zealand (316 scheduled flights, +100.0% with 91,190 seats, +102.2%) doubled compared to 2022 (158 flights with 45,088 seats) (Tables 98 & 101).

Visitors from Oceania spent \$631.2 million (+22.1%) and \$296 per person per day (+3.8%) in 2023 compared to \$516.8 million and \$285 per person in 2022 (Table 1). Arrivals (236,127 visitors, +26.6%) and visitor days (+17.6%) from Oceania increased compared to 2022 (Table 29). Visitors from Australia accounted for 78.7 percent of all visitors from Oceania in 2023, while 21.3 percent were from New Zealand (Table 13).

**Figure 3. Oceania MMA  
Visitor Arrivals by Air: 2014 - 2023**



## Visitors from Australia

- Visitors from Australia spent \$302 per person per day (+3.3%) in 2023 compared to \$292 per person per day in 2022 (Table 86).
- Arrivals from Australia rose to 185,887 visitors (+19.4%) in 2023 compared to 155,700 visitors in the previous year (Figure 3, Table 30).
- Visitors from Australia stayed an average of 9.00 days (-7.6%) compared to 9.74 days in 2022.
- Over half of Australian visitors in 2023 have been to the islands before (57.2%) while 42.8 percent were first-time visitors.
- Nearly all Australian visitors in 2023 went to O‘ahu (98.9%) while 11.1 percent went to Hawai‘i Island, 10.6 percent went to Maui and 8.1 percent went to Kaua‘i. Visitor arrivals increased on Kaua‘i (+54.7%), Hawai‘i Island (+31.0%) and O‘ahu (+20.0%), but declined on Maui (-12.0%) compared to 2022.
- Most Australian visitors in 2023 stayed in hotels (89.9%), 6.4 percent stayed in condominiums, 3.6 percent stayed in rental homes, 2.6 percent stayed with friends/relatives and 2.2 percent stayed in timeshares.
- Australian visitors primarily came to vacation (88.4%), 3.1 percent came to honeymoon, 3.1 percent came to visit friends/relatives and 2.4 percent came for MCI purposes.

## Visitors from New Zealand

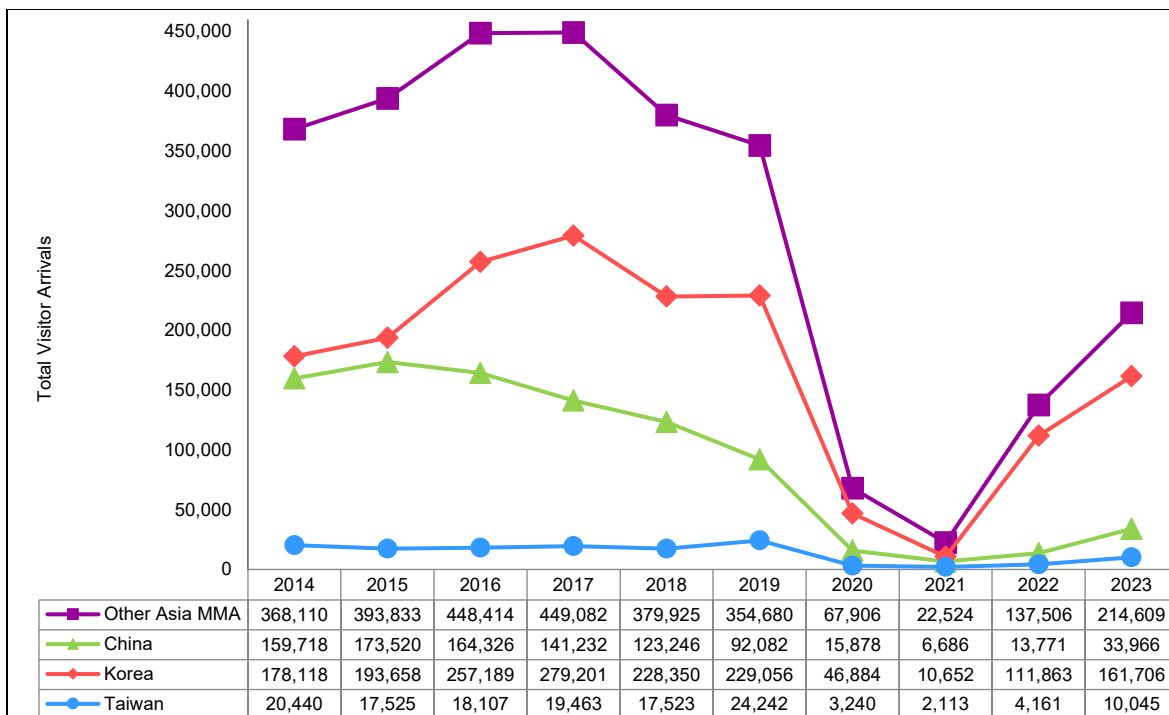
- Visitors from New Zealand spent \$281 per person per day (+11.4%) in 2023 compared to \$252 per person per day in 2022 (Table 87).
- Arrivals from New Zealand increased to 50,241 visitors (+62.8%) compared to 30,851 visitors in 2022 (Figure 3, Table 31).
- Visitors from New Zealand in 2023 stayed an average of 9.20 days (-5.1%) compared to 9.70 days in the prior year.
- More than half of New Zealand visitors in 2023 were repeat visitors (57.1%) while 42.9 percent were first-timers to the islands.
- Nearly all New Zealand visitors in 2023 went to O‘ahu (97.0%), 10.4 percent went to Hawai‘i Island, 10.0 percent went to Maui and 4.6 percent went to Kaua‘i. Visitor arrivals increased on Hawai‘i Island (+70.8%), O‘ahu (+67.0%), Kaua‘i (+42.7%) and Maui (+28.5%) compared to 2022.
- The majority of New Zealand visitors in 2023 stayed in hotels (78.1%), 12.6 percent stayed in condominiums, 6.6 percent stayed in rental homes, 6.2 percent stayed with friends/relatives and 2.9 percent stayed in timeshares.
- Most New Zealand visitors came to vacation (86.9%), 6.6 percent came to visit friends/relatives, 3.2 percent came for MCI purposes and 1.7 percent came to honeymoon.

## OTHER ASIA

In 2023, air capacity from Seoul, Korea (906 scheduled flights, +31.5% with 278,670 seats, +28.3%) increased compared to 2022 (689 flights with 217,245 seats). Direct air service from Taipei, Taiwan remained suspended since April 2020. There have been no direct flights from China since air service from Shanghai ended in February 2020 (Tables 98 & 101).

Visitors from Other Asia spent \$579.3 million (+55.8%) and \$317 per person per day (+3.4%) in 2023 compared to \$371.9 million and \$307 per person in 2022 (Table 1). Arrivals (214,609 visitors, +56.1%) and visitor days (+50.7%) from Other Asia increased compared to 2022 (Table 32). Visitors from Korea comprised 75.3 percent of Other Asia MMA in 2023, followed by visitors from China (15.8%), Taiwan (4.7%), Singapore (2.1%) and Hong Kong (2.0%) (Table 13).

**Figure 4. Other Asia MMA, China, Korea and Taiwan  
Visitor Arrivals by Air: 2014 – 2023**



### Visitors from Korea

- Visitors from Korea spent \$316 per person per day (+7.7%) in 2023 compared to \$293 per person per day in 2022 (Table 84).
- Arrivals from Korea rose to 161,706 visitors (+44.6%) in 2023 compared to 111,863 visitors in the previous year (Figure 4, Table 33).
- Korean visitors stayed an average of 8.43 days (-2.6%) compared to 8.65 days in 2022.
- Seven out of ten Korean visitors in 2023 were first-time visitors (71.9%) while 28.1 percent have been to Hawai'i before.
- Nearly all Korean visitors in 2023 went to O'ahu (98.8%), 16.6 percent went to Hawai'i Island, 6.5 percent went to Maui and 2.8 percent went to Kaua'i. Visitor arrivals increased on Kaua'i (+98.1%), Hawai'i Island (+76.2%) and O'ahu (+45.9%), but declined on Maui (-4.0%) compared to 2022.
- Most Korean visitors in 2023 stayed in hotels (89.4%), while some stayed in rental homes (7.3%), in condominiums (6.4%) and with friends/relatives (3.1%).

- Six out of ten Korean visitors in 2023 came to vacation (61.8%), 31.7 percent came to honeymoon, 3.1 percent came for MCI purposes, 1.8 percent came to get married and 1.8 percent came to visit friends/relatives.

### **Visitors from China**

- Visitors from China spent \$353 per person per day (+3.4%) in 2023 compared to \$341 per person per day in 2022 (Table 83).
- There were 33,966 visitors (+146.6%) from China in 2023 compared to 13,711 visitors in the previous year (Figure 4, Table 34).
- The average length of stay was 8.46 days (+0.4%) compared to 8.43 days in 2022.
- The majority of Chinese visitors in 2023 were first-timers (63.9%) while 36.1 percent were repeat visitors to Hawai'i.
- Nearly all Chinese visitors in 2023 went to O'ahu (93.4%), 29.6 percent went to Hawai'i Island, 15.4 percent went to Maui and 7.8 percent went to Kaua'i. Visitor arrivals increased on Kaua'i (+192.6%), O'ahu (+170.9%), Hawai'i Island (+142.8%) and Maui (+81.1%) compared to 2022.
- Most Chinese visitors stayed in hotels (84.9%). Some visitors stayed in rental homes (7.5%), condominiums (6.8%) and with friends/relatives (5.8%).
- Most Chinese visitors came to vacation (79.8%), 8.6 percent came for MCI purposes, 7.2 percent came to honeymoon and 3.9 percent came to visit friends/relatives.

### **Visitors from Taiwan**

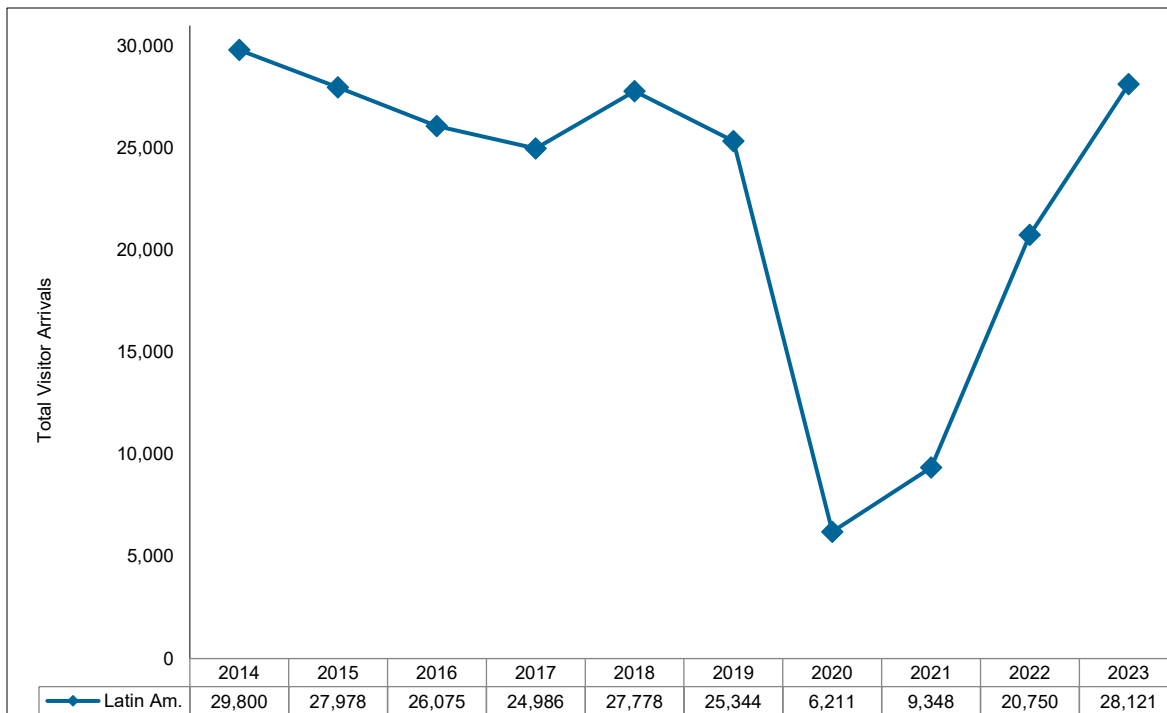
- Visitors from Taiwan spent \$265 per person per day (+7.5%) in 2023 compared to \$247 per person per day in 2022 (Table 85).
- There were 10,045 visitors (+141.4%) from Taiwan in 2023 compared to 4,161 visitors in the prior year (Figure 4, Table 35).
- The average length of stay was 10.01 days (-10.2%) compared to 11.15 days in 2022.
- More than half of the visitors in 2023 were first-time visitors (59.6%) while 40.4 percent have been to Hawai'i before.
- Nearly all Taiwanese visitors in 2023 went to O'ahu (96.1%), 18.9 percent went to Hawai'i Island, 12.5 percent went to Maui and 4.4 percent went to Kaua'i. Visitor arrivals increased on Hawai'i Island (+177.2%), O'ahu (+157.5%), Maui (+107.5%) and Kaua'i (+75.7%) compared to 2022.
- The majority of Taiwanese visitors in 2023 stayed in hotels (73.9%) while others stayed with friends/relatives (12.7%), in rental homes (6.2%), condominiums (3.5%), bed and breakfast properties (3.4%) and timeshares (2.7%).
- Over half of Taiwanese visitors in 2023 came to vacation (52.7%), 14.9 percent came to honeymoon, 14.5 percent came to visit friends/relatives and 11.8 percent came for MCI purposes.



## LATIN AMERICA

Visitors from Latin America spent \$94.4 million (+59.3%) and \$313 per person per day (+25.9%) in 2023 compared to \$59.3 million and \$249 per person per day in the prior year (Table 1). Arrivals (28,121 visitors, +35.5%) and visitor days (+26.5%) increased compared to 2022 (Figure 5, Table 36). The average length of stay was 10.71 days (-6.6%) compared to 11.47 days in the previous year.

**Figure 5. Latin America MMA  
Visitor Arrivals by Air: 2014 – 2023**



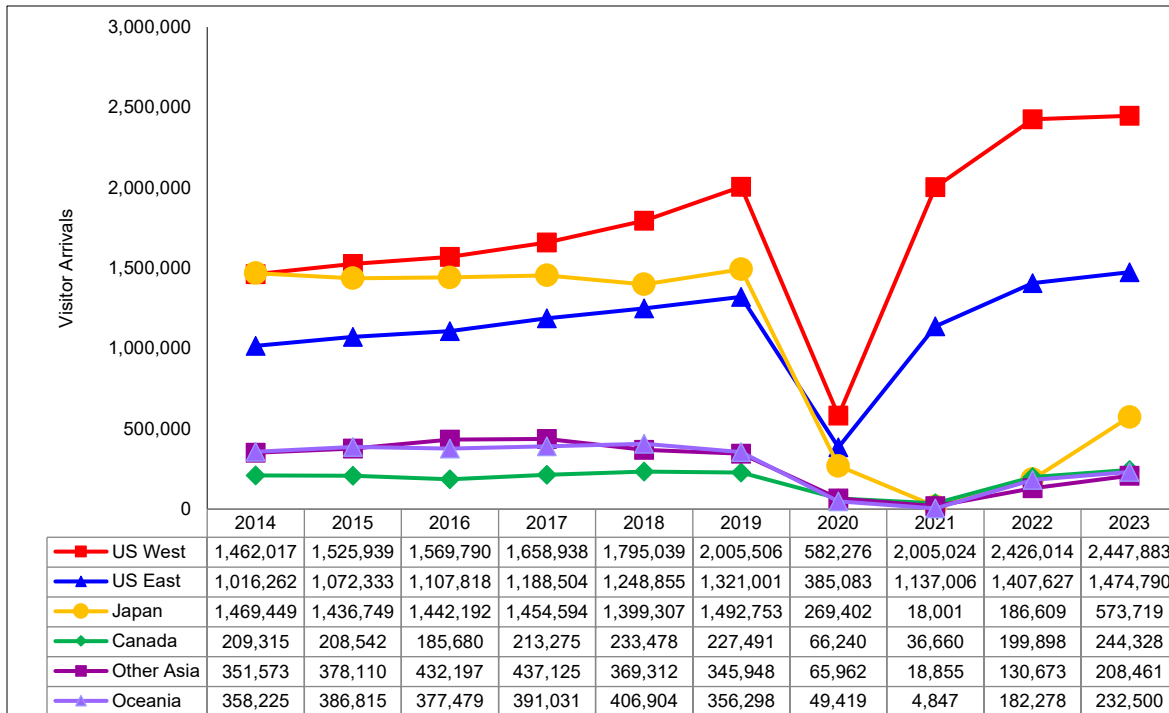
- Visitors from Mexico comprised 51.6 percent of the Latin America MMA in 2023, followed by visitors from Brazil (29.2%) and Argentina (19.3%) (Table 13).
- The majority of the visitors from Latin America in 2023 were first-timers (66.4%) while 33.6 percent were repeat visitors (Table 36).
- Three out of four visitors from Latin America went to O‘ahu (73.0%), 31.0 percent went to Maui, 21.9 percent went to Hawai‘i Island and 12.7 percent went to Kaua‘i. Visitor arrivals increased on Kaua‘i (+61.1%), O‘ahu (+42.6%), Hawai‘i Island (+30.6%) and Maui (+24.9%) compared to 2022.
- The majority of Latin America visitors stayed in hotels (62.4%), 12.5 percent stayed in rental homes, 11.4 percent stayed with friends/relatives and 8.6 percent stayed in condominiums.

## AIR VISITORS BY ISLAND

In 2023, visitor arrivals increased on O‘ahu (+15.5%), Hawai‘i Island (+6.7%) and Kaua‘i (+5.4%), but declined on Maui (-14.6%), Lāna‘i (-20.8%) and Moloka‘i (-23.3%) compared to 2022. There were 1,407,018 visitors (+2.4%) who went to multiple islands compared to 1,374,525 visitors in 2022 (Table 4).

### O‘AHU

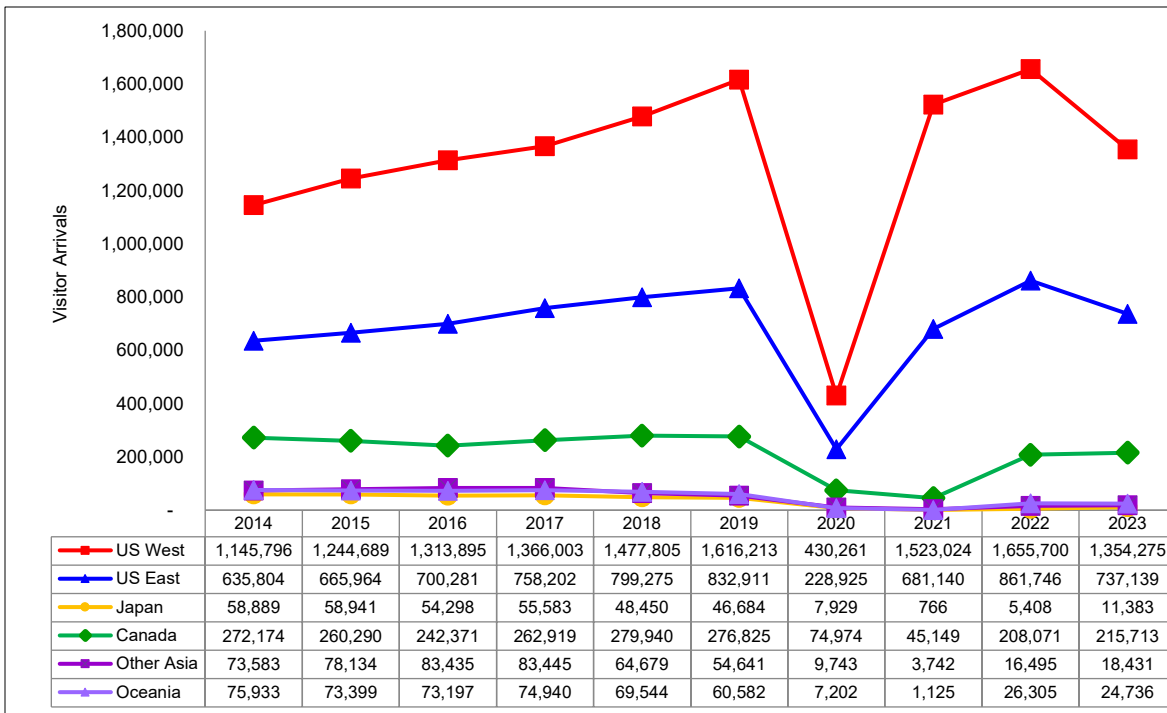
**Figure 6. O‘ahu Air Visitor Arrivals by Selected MMA  
2014 – 2023**



- In 2023, total spending by visitors on O‘ahu was \$8.89 billion (+2.3%) and daily spending was \$219 per person (-8.7%). In comparison, total visitor spending on O‘ahu was \$8.69 billion and daily spending was \$240 per person in 2022 (Table 1).
- Arrivals by air to O‘ahu in 2023 increased to 5,613,409 visitors (+15.5%) and visitor days rose 12.0 percent (Tables 1 & 58).
- The average daily census was 110,992 visitors (+12.0%) in 2023 compared to 99,092 visitors in the previous year (Table 8).
- Repeat visitors comprised 63.5 percent of O‘ahu visitors in 2023 while 36.5 percent were first-time visitors (Table 58).
- The majority of visitors who went to O‘ahu in 2023 stayed in hotels (69.7%) while in the state, 12.2 percent stayed with friends/relatives, 9.2 percent stayed in condominiums, 7.2 percent stayed in rental homes and 5.6 percent stayed in timeshares.
- The majority of O‘ahu visitors came to the state for a vacation (75.6%), 12.2 percent came to visit friends/relatives, 4.7 percent came to honeymoon and 4.2 percent came for meetings, conventions, and incentives (MCI).

# MAUI

**Figure 7. Maui Air Visitor Arrivals by Selected MMA  
2014 – 2023**



- For the calendar year 2023, total spending by visitors on Maui was \$5.80 billion (-0.5%) and daily spending was \$287 per person (+17.5%). In comparison, total visitor spending on Maui was \$5.82 billion and daily spending was \$244 per person in 2022 (Table 1).
- Arrivals by air to Maui declined to 2,495,038 visitors (-14.6%) in 2023 and visitor days were down 15.3 percent from the previous year (Tables 1 & 60).
- Visitor arrivals and visitor spending declined by double digits in the five months following the August 8, 2023, wildfires.
- The average daily census was 55,300 visitors (-15.3%) compared to 65,287 visitors in 2022 (Table 8).
- Repeat visitors comprised 70.9 percent of Maui visitors in 2023 while 29.1 percent were first-time visitors (Table 60).
- Nearly half of visitors who went to Maui in 2023 stayed in hotels (48.1%) while in the state, 27.4 percent stayed in condominiums, 11.5 percent stayed in rental homes, 10.5 percent stayed in timeshares and 8.1 percent stayed with friends/relatives.
- The majority of Maui visitors in 2023 came to the state for a vacation (85.4%), 7.0 percent came to visit friends/relatives, 4.2 percent came for MCI purposes and 3.4 percent came to honeymoon.

## MOLOKA‘I

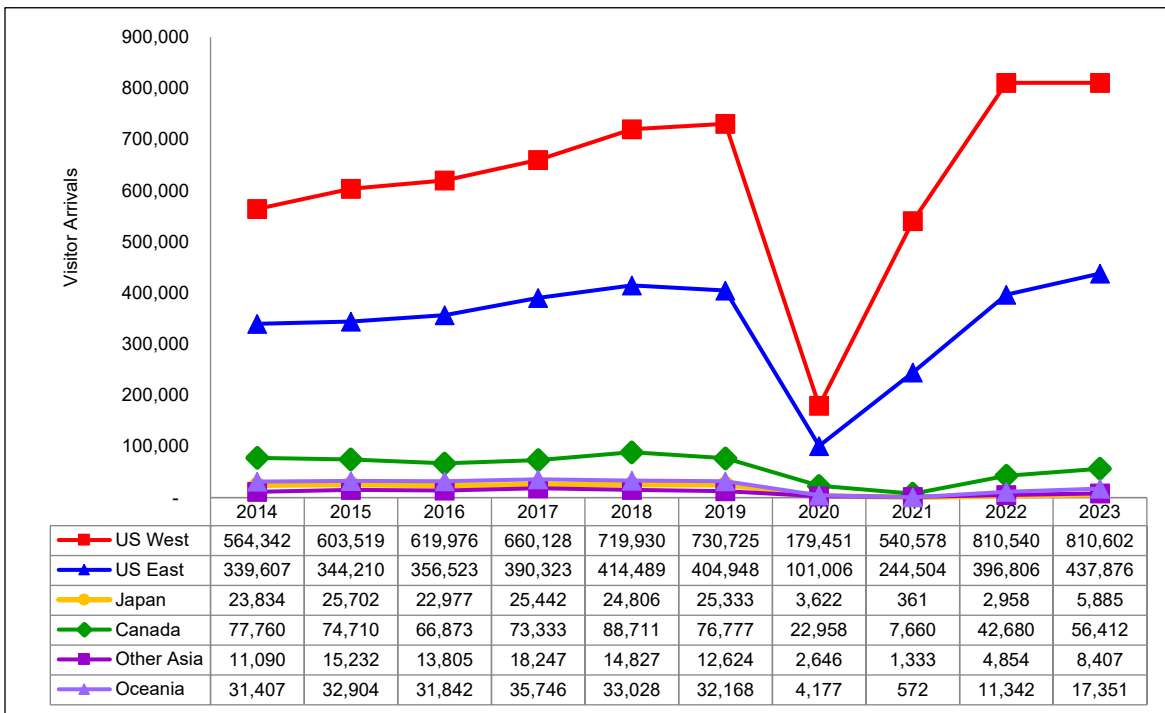
- In 2023, total spending by visitors on Moloka‘i was \$34.1 million (-13.0%) and daily spending was \$188 per person (+23.2%). In comparison, total visitor spending on Moloka‘i was \$39.2 million and daily spending was \$153 per person in 2022 (Table 1).
- Arrivals to Moloka‘i dropped to 33,224 visitors (-23.3%) in 2023 and visitor days declined 29.4 percent from the previous year (Tables 1 & 61).
- The average daily census was 496 visitors (-29.4%) compared to 703 visitors in 2022 (Table 8).
- Repeat visitors comprised 59.8 percent of Moloka‘i visitors in 2023 while 40.2 percent were first-time visitors (Table 61).

## LĀNA‘I

- In 2023, total spending by visitors on Lāna‘i was \$120.8 million (-19.9%) and daily spending was \$626 per person (+16.1%). In comparison, total visitor spending on Lāna‘i was \$150.8 million and daily spending was \$540 per person in 2022 (Table 1).
- Arrivals to Lāna‘i decreased to 53,870 visitors (-20.8%) in 2023 and visitor days were down 31.0 percent from the previous year (Tables 1 & 62).
- The average daily census was 529 visitors (-31.0%) compared to 766 visitors in 2022 (Table 8).
- Repeat visitors comprised 59.1 percent of Lāna‘i visitors in 2023 while 40.9 percent were first-time visitors (Table 62).

## KAUA‘I

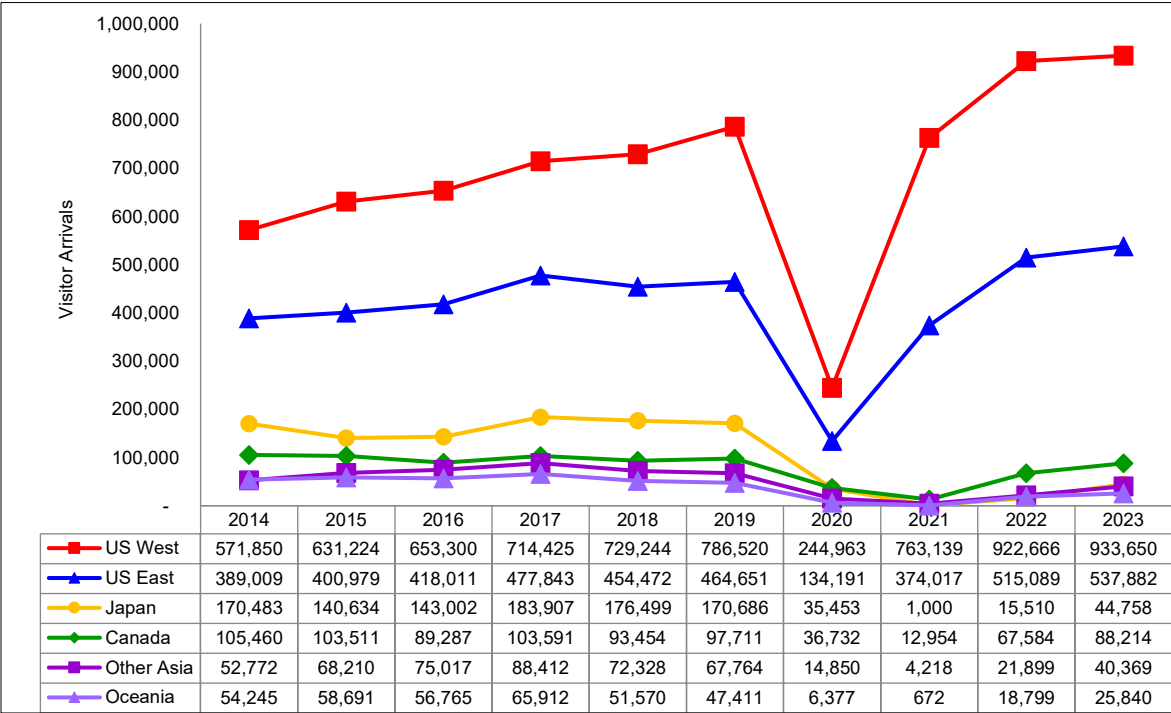
**Figure 8. Kaua‘i Air Visitor Arrivals by Selected MMA  
2014 – 2023**



- In 2023, total spending by visitors on Kauaʻi was \$2.79 billion (+25.5%) and daily spending was \$264 per person (+23.8%). In comparison, total visitor spending on Kauaʻi was \$2.23 billion and daily spending was \$213 per person in 2022 (Table 1).
- Arrivals by air to Kauaʻi increased to 1,418,688 visitors (+5.4%) in 2023 and visitor days rose 1.4 percent compared to the previous year (Tables 1 & 63).
- The average daily census was 29,002 visitors (+1.4%) compared to 28,604 visitors in 2022 (Table 8).
- Repeat visitors comprised 72.8 percent of Kauaʻi visitors in 2023 while 27.2 percent were first-time visitors (Table 63).
- Nearly half of those who visited Kauaʻi stayed in hotels (48.7%) while in the state. Some stayed in condominiums (18.1%), rental homes (17.9%), timeshares (14.7%) and with friends/relatives (7.8%).
- Most of the visitors were in the state for a vacation (86.7%), 6.9 percent visited friends/relatives, 4.0 percent came to honeymoon, and 3.2 percent came for MCI purposes.

**HAWAIʻI ISLAND**

**Figure 9. Hawaiʻi Island Air Visitor Arrivals by Selected MMA 2014 – 2023**



- In 2023, total spending by visitors on Hawaiʻi Island was \$3.03 billion (+11.3%) and daily spending was \$216 per person (+9.2%). In comparison, total visitor spending on Hawaiʻi Island was \$2.72 billion and daily spending was \$198 per person in 2022 (Table 1).
- Arrivals by air to Hawaiʻi Island increased to 1,779,063 visitors (+6.7%) in 2023 and visitor days grew 1.9 percent from the previous year (Tables 1 & 64).
- The average daily census was 38,405 visitors (+1.9%) compared to 37,701 visitors in 2022 (Table 8).

- Repeat visitors comprised 69.1 percent of Hawai'i Island visitors in 2023 while 30.9 percent were first-time visitors (Table 64).
- Half of Hawai'i Island visitors in 2023 stayed in hotels (50.1%) while in the state. Some visitors stayed in rental homes (18.6%), condominiums (15.5%), with friends/relatives (12.8%) and in timeshares (9.8%).
- The majority of the visitors came to the state for a vacation (82.2%), 10.9 percent came to visit friends/relatives, 4.3 percent came for MCI purposes and 3.3 percent came to honeymoon.

## **CRUISE VISITORS**

In 2023, 157,612 visitors (+65.4%) entered Hawai'i via 74 trips (+42.3%) from out-of-state cruise ships. Spending by these visitors was \$71.5 million (+57.0%). Another 126,331 visitors came by air to board the Hawai'i home-ported cruise ship *Pride of America*. Additionally, 6,881 visitors flew into Honolulu to board turnaround tours, which occurred when visitors, who arrived on out-of-state ships, toured the islands and then departed Hawai'i by air. After the first group of cruise visitors left, a new group of visitors flew into Honolulu to embark on these ships, toured the islands, then most of them remained on these ships to visit the next port (Tables 1, 92 & 93).

There were 290,824 total cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships) in 2023 and total spending by all cruise visitors was \$603.6 million (Table 95).

In 2022, Hawai'i's cruise industry was still ramping up after being out of service from mid-March 2020 through December 2021 due to the COVID-19 pandemic. There were 95,309 visitors who came via 52 trips from out-of-state cruise ships and spending by these visitors was \$45.5 million. There were 52,626 visitors who came by air to board the *Pride of America* and another 9,183 visitors who flew into Honolulu to board turnaround tours on out-of-state cruise ships. In 2022, total spending by all cruise visitors was \$307.0 million.

### **Cruise Visitors Characteristics**

There were 294,824 total cruise passengers in 2023, comprising 290,824 visitors (98.6%) and 4,000 Hawai'i residents (1.4%) (Table 94).

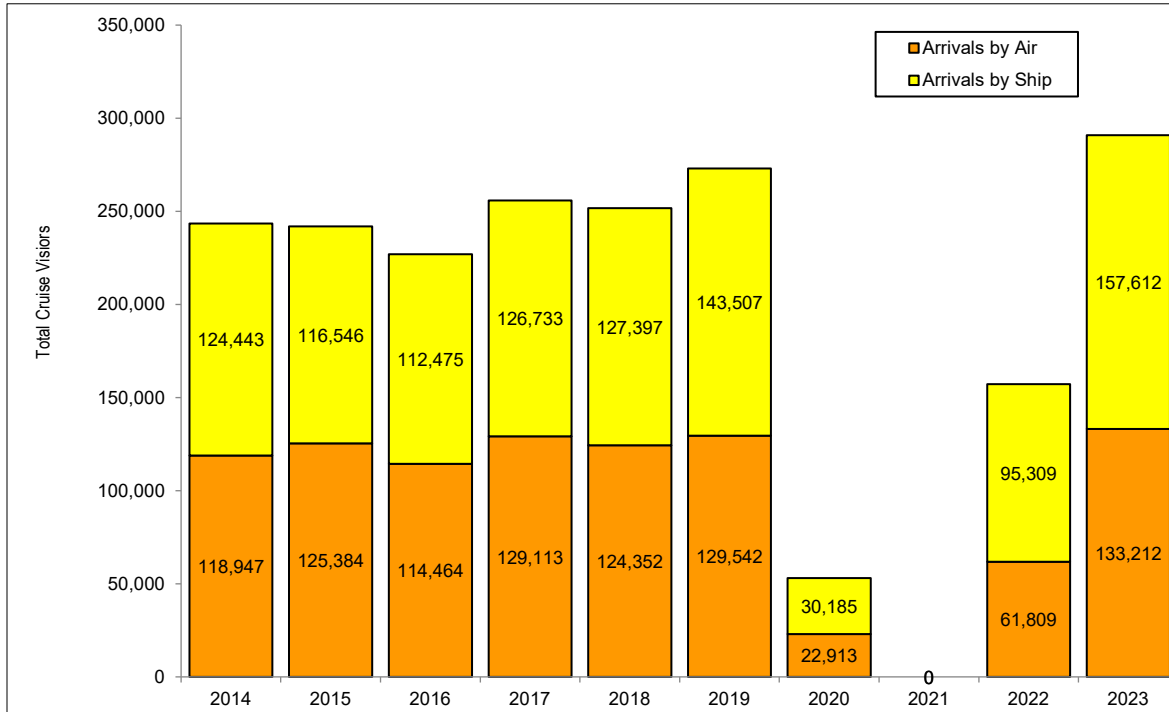
- By the nature of the cruise routes, most cruise visitors went to the four largest islands. In 2023, all cruise visitors went to O'ahu, 92.8 percent visited Hawai'i Island and 77.1 percent visited Kaua'i.
- The share of cruise visitors who went to Maui in 2023 dropped to 76.4 percent from 92.2 percent in 2022. After the August 8 wildfires, the *Pride of America*, which usually spends two days in Kahului Harbor on each seven-day interisland tour; canceled Kahului and added one more day in Hilo and one more day in Nāwiliwili to each tour in the last three weeks of August. The *Pride of America* resumed visits to Kahului Harbor in September 2023. Out-of-state cruise ships originally scheduled to visit Lāhainā Harbor were redirected to other Hawai'i ports for the rest of 2023.
- In addition to their cruise itinerary, 6,085 visitors in 2023 went to Lāna'i and 3,779 visitors went to Moloka'i.
- In 2023, the largest group of cruise visitors was from the U.S. East (42.1% of total cruise visitors), followed by U.S. West (27.4%), Canada (10.5%), Oceania (9.8%), Europe (4.6%) and other markets (5.5%).
- More than half (57.4%) of cruise visitors in 2023 had been to the islands before while 42.6 percent came for the first time. There were more first-timers among European (76.6%) and U.S. East



(53.6%) cruise visitors. In contrast, repeat visitors comprised a larger percentage of cruise visitors from U.S. West (82.7%), Oceania (61.4%) and Canada (55.8%).

- The average length of stay by all cruise visitors in 2023 was 7.27 days. They spent an average of 5.19 days aboard ship touring the islands and 0.98 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.10 days in Hawai'i before their cruise.
- Half (49.9%) of the cruise visitors in 2023 stayed in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (3.6%), timeshares (3.2%) and staying with friends/relatives (2.5%).

**Figure 10. Total Cruise Visitors to Hawai'i: 2014 – 2023**



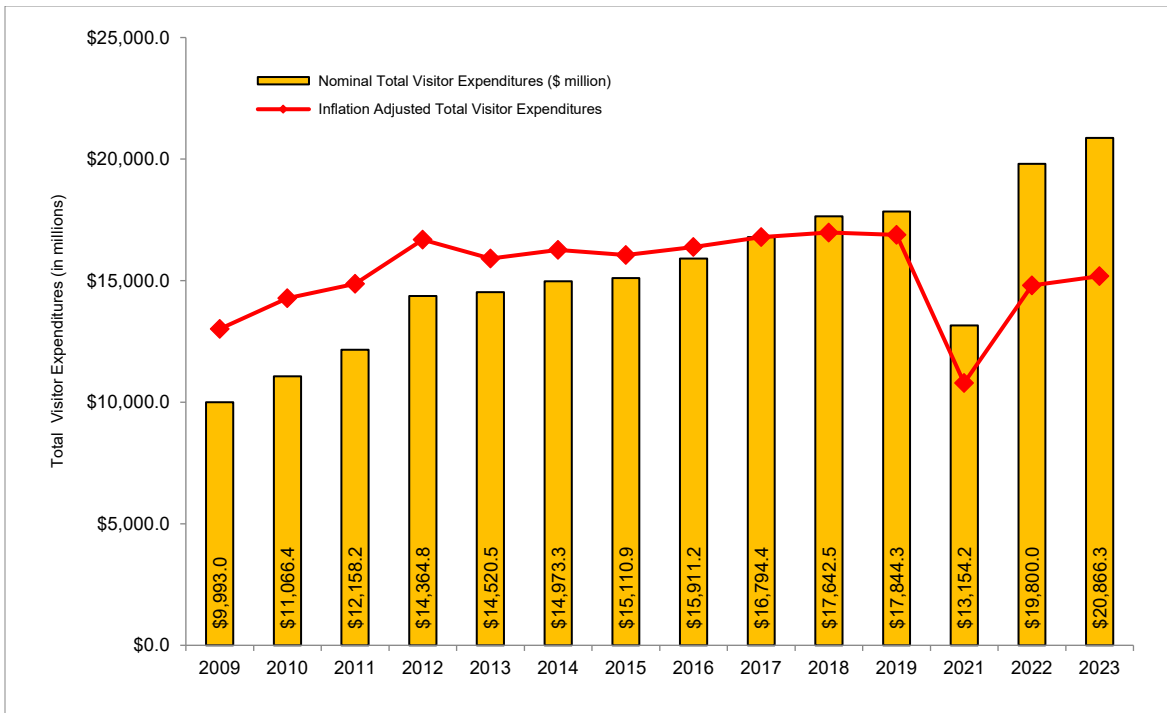
### Cruise Visitors by Market

- In 2023, there were 122,523 total cruise visitors from the U.S. East who spent \$372.5 million. Their average length of stay was 8.36 days, of which 5.95 days were spent on ship and 0.89 days post-cruise (Table 94).
- There were 79,791 total cruise visitors from the U.S. West who spent \$118.6 million in 2023. These visitors stayed an average of 6.56 days. Their average length of cruise was 4.74 days and they also spent 1.08 days on shore post-cruise.
- Canada was the third largest cruise market in 2023, with 30,464 total cruise visitors who spent \$45.3 million. The average length of stay was 6.87 days, of which 4.78 days were spent on ship and 1.19 days were spent after cruise.
- There were 28,516 total cruise visitors from Oceania in 2023 who spent \$22.9 million. Their average length of stay was 5.77 days. They spent 4.03 days on ship and 0.90 days on shore after their cruise was over.
- There were 13,520 total cruise visitors from Europe who spent \$15.0 million in 2023. European cruise visitors stayed 5.71 days in 2023. They spent 4.35 days on ship and 0.68 days in Hawai'i post-cruise.

# INFLATION ADJUSTED VISITOR SPENDING

When adjusted for inflation using the Hawai'i Tourism Price Index, total visitor spending rose 2.6 percent compared to 2022 (Figure 11).

**Figure 11. Total Visitor Expenditures  
2009 - 2023<sup>1</sup>**



Inflation Adjusted total Visitor Expenditures for 2009 – 2023, using DBEDT Hawai'i Tourism Price Index (2017=100) (<https://dbedt.hawaii.gov/visitor/tourism-price-index/>)

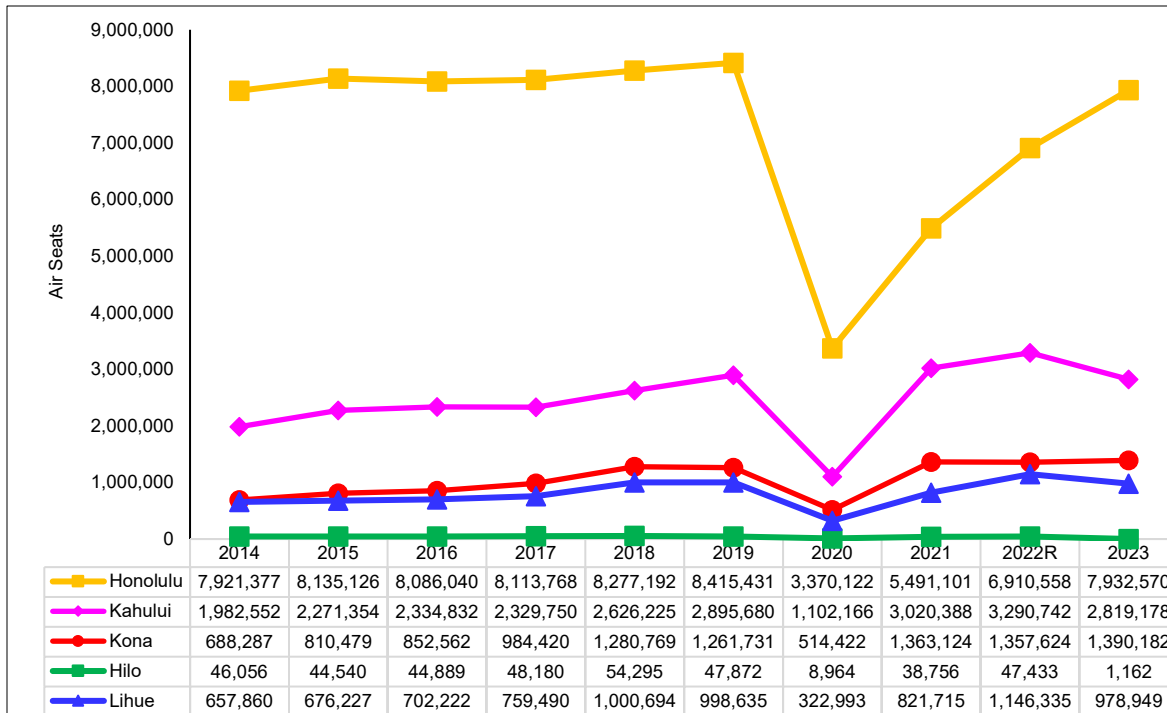
To construct a Hawai'i tourism price index, DBEDT collects prices of about 150 goods and services that represent typical spending of Hawai'i visitors. Combining the locally-collected data with other published price data, the Hawai'i tourism price index is calculated for total visitor spending and five major spending categories: "Food and beverage," "Entertainment & Recreation," "Transportation," "Shopping," and "Lodging." Monthly spending patterns of visitors from the Hawai'i visitor expenditure survey are used to calculate aggregation weights for the indexes.

<sup>1</sup> Comparative annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, the Departure Survey could not be conducted between April through October 2020 and fielding for visitor spending was limited. Visitor spending statistics for months in 2020 for which data are available are presented in Tables 2 and 3 of the 2020 Annual Visitor Research Report, posted on The DBEDT website: <https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf>

## TOTAL AIR CAPACITY TO HAWAI'I

In 2023, a total of 59,785 transpacific flights (-0.7%) with 13,122,041 seats (+2.9%) serviced the Hawaiian Islands compared to 60,231 flights with 12,752,692 seats in 2022 (Tables 96 - 101).

**Figure 12. Total Air Seats Operated to Hawai'i by Port of Entry 2014-2023**



- Air capacity to Honolulu increased to 32,870 flights (+12.1%) with 7,932,570 seats (+14.8%) in 2023 compared to 29,327 flights with 6,910,558 seats in 2022. Domestic air capacity rose 4.0 percent from 2022 to 5,773,928 seats. There were fewer seats from Chicago, Dallas, Long Beach, Los Angeles, Minneapolis, Newark, Oakland, Ontario, Phoenix, Salt Lake City, San Francisco, Santa Ana, Washington D.C, and discontinued service from Charlotte and Orlando. These reductions were entirely offset by growth in seats from Anchorage, Atlanta, Austin, Boston, Denver, Detroit, Houston, Las Vegas, New York JFK, Portland, Sacramento, San Diego, San Jose, Seattle, and seats from Everett that did not operate in 2022.
- International air capacity to Honolulu rose 59.0 percent from 2022 to 2,158,642 seats, with increased service from Japan (1,053,480 seats, +122.7%), Oceania (329,185 seats, +35.0%), Korea (278,670 seats, +28.3%), Canada (209,538 seats, +6.4%) and Other markets (275,620 seats, +26.2%).
- There were significant reductions in air capacity to Kahului in the five months following the August 8 wildfires. For all of 2023, flights (14,039, -15.8%) and air seats (2,819,178, -14.3%) decreased in comparison to 2022. Domestic air capacity declined 14.3 percent to 2,625,759 seats. Growth in seats from Anchorage, Atlanta and Las Vegas were entirely offset by reduced service from Chicago, Dallas, Denver, Long Beach, Los Angeles, Newark, Oakland, Phoenix, Sacramento, Salt Lake City, San Diego, San Francisco and San Jose. Air capacity from Canada to Kahului dropped 14.2 percent from 2022 to 193,419 seats.

- There were fewer total flights (7,320, -1.6%) but more total air seats (1,390,182, +2.4%) to Kona compared to 2022. Domestic air capacity increased 1.7 percent to 1,334,210 seats. Reduced scheduled seats from Chicago, Los Angeles, Oakland, Phoenix, San Diego, San Francisco and discontinued service from Dallas and Sacramento were entirely offset by growth in seats from Anchorage, Denver, Las Vegas, Portland, San Jose and Seattle. International air capacity to Kona increased 23.3 percent to 55,972 seats with added service from Japan (47 flights, +51.6% with 10,143 seats, +64.4%) and from Canada (259 flights, +14.1% with 44,621 seats, +13.8%) compared to 2022.
- Air service to Lihū'e decreased to 5,549 flights (-14.9%) and 978,949 seats (-14.6%) in 2023. Domestic air capacity declined 14.3 percent from 2022 to 960,331 seats. Growth in scheduled seats from Denver and Las Vegas was entirely offset by reduction in service from Los Angeles, Oakland, Phoenix, Portland, San Diego, San Francisco, San Jose and Seattle. Air capacity from Canada dropped 27.2 percent from 2022 to 18,618 seats.
- Air capacity to Hilo was reduced to only seven flights for the year (-97.4%) with 1,162 seats (-97.6%) in 2023, as direct service from Los Angeles ended on January 7, 2023.

# ANNUAL VISITOR RESEARCH REPORT TABLES

---

Table 1. Summary of Visitor Statistics: 2023 vs. 2022

EXPENDITURE CATEGORY	2023	2022	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>20,866.3</b>	<b>19,800.0</b>	5.4
Visitor arrivals by air	20,662.8	19,653.6	5.1
Visitor arrivals by cruise ships	71.5	45.5	57.0
Supplemental business (all MMAs)	132.0	100.8	31.0
<b>MMA (Air &amp; Ship)</b>			
	2023	2022	(%) Change
<b>TOTAL PERSONAL EXPENDITURES (\$mil.)</b>	<b>20,734.3</b>	<b>19,699.1</b>	<b>5.3</b>
Visitor arrivals by air	20,662.8	19,653.6	5.1
U.S. Total	15,821.7	16,250.3	-2.6
U.S. West	9,592.7	10,086.9	-4.9
U.S. East	6,229.0	6,163.4	1.1
Japan	930.3	359.4	158.8
Canada	1,230.3	962.1	27.9
Europe	369.0	306.0	20.6
Oceania	631.2	516.8	22.1
Other Asia	579.3	371.9	55.8
Latin America	94.4	59.3	59.3
Other	1,006.6	827.8	21.6
Visitor arrivals by cruise ships	71.5	45.5	57.0
<b>TOTAL VISITOR DAYS</b>	<b>86,426,013</b>	<b>85,239,792</b>	<b>1.4</b>
Visitor arrivals by air	85,674,126	84,736,187	1.1
U.S. Total	66,288,269	69,916,446	-5.2
U.S. West	42,564,352	45,472,465	-6.4
U.S. East	23,723,917	24,443,981	-2.9
Japan	3,864,472	1,526,608	153.1
Canada	5,585,244	5,069,619	10.2
Europe	1,517,015	1,592,705	-4.8
Oceania	2,135,047	1,815,212	17.6
Other Asia	1,828,030	1,213,166	50.7
Latin America	301,263	238,081	26.5
Other	4,154,785	3,364,349	23.5
Visitor arrivals by cruise ships	751,888	503,605	49.3
<b>VISITOR ARRIVALS</b>	<b>9,657,607</b>	<b>9,233,983</b>	<b>4.6</b>
Visitor arrivals by air	9,499,995	9,138,674	4.0
U.S. Total	7,427,242	7,746,478	-4.1
U.S. West	5,000,099	5,277,349	-5.3
U.S. East	2,427,144	2,469,128	-1.7
Japan	589,172	192,562	206.0
Canada	474,727	414,250	14.6
Europe	117,241	114,041	2.8
Oceania	236,127	186,551	26.6
Other Asia	214,609	137,506	56.1
Latin America	28,121	20,750	35.5
Other	412,755	326,536	26.4
Visitor arrivals by cruise ships	157,612	95,309	65.4
<b>AVERAGE DAILY CENSUS</b>	<b>236,784</b>	<b>233,534</b>	<b>1.4</b>
Visitor arrivals by air	234,724	232,154	1.1
U.S. Total	181,612	191,552	-5.2
U.S. West	116,615	124,582	-6.4
U.S. East	64,997	66,970	-2.9
Japan	10,588	4,182	153.1
Canada	15,302	13,889	10.2
Europe	4,156	4,364	-4.8
Oceania	5,849	4,973	17.6
Other Asia	5,008	3,324	50.7
Latin America	825	652	26.5
Other	11,383	9,217	23.5
Visitor arrivals by cruise ships	2,060	1,380	49.3



**Table 1. Summary of Visitor Statistics: 2023 vs. 2022 (continued)**

MMA (Air & Ship)	2023	2022	(%) Change
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>8.95</b>	<b>9.23</b>	<b>-3.1</b>
<b>Visitor arrivals of stay by air</b>	9.02	9.27	-2.7
U.S. Total	8.93	9.03	-1.1
U.S. West	8.51	8.62	-1.2
U.S. East	9.77	9.90	-1.3
Japan	6.56	7.93	-17.3
Canada	11.77	12.24	-3.9
Europe	12.94	13.97	-7.4
Oceania	9.04	9.73	-7.1
Other Asia	8.52	8.82	-3.5
Latin America	10.71	11.47	-6.6
Other	10.07	10.30	-2.3
<b>Visitor arrivals of stay by cruise ships</b>	4.77	5.28	-9.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>239.9</b>	<b>231.1</b>	<b>3.8</b>
<b>Visitor arrivals by air</b>	241.2	231.9	4.0
U.S. Total	238.7	232.4	2.7
U.S. West	225.4	221.8	1.6
U.S. East	262.6	252.1	4.1
Japan	240.7	235.4	2.3
Canada	220.3	189.8	16.1
Europe	243.2	192.1	26.6
Oceania	295.6	284.7	3.8
Other Asia	316.9	306.6	3.4
Latin America	313.5	249.0	25.9
Other	242.3	246.1	-1.5
<b>Visitor arrivals by cruise ships</b>	95.1	90.4	5.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,146.9</b>	<b>2,133.3</b>	<b>0.6</b>
<b>Visitor arrivals by air</b>	2,175.0	2,150.6	1.1
U.S. Total	2,130.2	2,097.8	1.5
U.S. West	1,918.5	1,911.4	0.4
U.S. East	2,566.4	2,496.2	2.8
Japan	1,578.9	1,866.4	-15.4
Canada	2,591.6	2,322.4	11.6
Europe	3,147.0	2,683.4	17.3
Oceania	2,673.2	2,770.4	-3.5
Other Asia	2,699.3	2,704.7	-0.2
Latin America	3,358.4	2,857.1	17.5
Other	2,438.8	2,535.2	-3.8
<b>Visitor arrivals by cruise ships</b>	453.5	477.7	-5.1

**Table 1: Summary of Visitor Statistics: 2023 vs. 2022 (continued)**

ISLAND (Air & Ship)	2023	2022	(%) Change
<b>TOTAL EXPENDITURES (\$mil, AIR + SHIP)</b>	<b>20,734.3</b>	<b>19,699.1</b>	<b>5.3</b>
Total by air	20,662.8	19,653.6	5.1
O'ahu	8,890.9	8,693.7	2.3
Maui	5,795.2	5,822.0	-0.5
Moloka'i	34.1	39.2	-13.0
Lāna'i	120.8	150.8	-19.9
Kaua'i	2,792.8	2,225.3	25.5
Hawai'i Island	3,029.0	2,722.6	11.3
<b>Visitor arrivals by cruise ships</b>	<b>71.5</b>	<b>45.5</b>	<b>57.0</b>
<b>TOTAL VISITOR DAYS</b>	<b>86,426,013</b>	<b>85,239,792</b>	<b>1.4</b>
Total by air	85,674,126	84,736,187	1.1
O'ahu	40,511,989	36,168,745	12.0
Maui	20,184,625	23,829,806	-15.3
Moloka'i	181,192	256,637	-29.4
Lāna'i	192,903	279,500	-31.0
Kaua'i	10,585,553	10,440,522	1.4
Hawai'i Island	14,017,863	13,760,976	1.9
<b>Visitor arrivals by cruise ships</b>	<b>751,888</b>	<b>503,605</b>	<b>49.3</b>
<b>VISITOR ARRIVALS</b>	<b>9,657,607</b>	<b>9,233,983</b>	<b>4.6</b>
Total by air	9,499,995	9,138,674	4.0
O'ahu	5,613,409	4,858,170	15.5
Maui	2,495,038	2,921,159	-14.6
Moloka'i	33,224	43,317	-23.3
Lāna'i	53,870	68,016	-20.8
Kaua'i	1,418,688	1,345,564	5.4
Hawai'i Island	1,779,063	1,667,633	6.7
<b>Visitor arrivals by cruise ships</b>	<b>157,612</b>	<b>95,309</b>	<b>65.4</b>
<b>AVERAGE DAILY CENSUS</b>	<b>236,784</b>	<b>233,534</b>	<b>1.4</b>
Total by air	234,724	232,154	1.1
O'ahu	110,992	99,092	12.0
Maui	55,300	65,287	-15.3
Moloka'i	496	703	-29.4
Lāna'i	529	766	-31.0
Kaua'i	29,002	28,604	1.4
Hawai'i Island	38,405	37,701	1.9
<b>Visitor arrivals by cruise ships</b>	<b>2,060</b>	<b>1,380</b>	<b>49.3</b>
<b>AVERAGE LENGTH OF STAY</b>	<b>8.95</b>	<b>9.23</b>	<b>-3.1</b>
Total by air	9.02	9.27	-2.7
O'ahu	7.22	7.44	-3.1
Maui	8.09	8.16	-0.8
Moloka'i	5.45	5.92	-8.0
Lāna'i	3.58	4.11	-12.9
Kaua'i	7.46	7.76	-3.8
Hawai'i Island	7.88	8.25	-4.5
<b>Visitor arrivals by cruise ships</b>	<b>4.77</b>	<b>5.28</b>	<b>-9.7</b>
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>239.9</b>	<b>231.1</b>	<b>3.8</b>
<b>Total by air</b>	<b>241.2</b>	<b>231.9</b>	<b>4.0</b>
O'ahu	219.5	240.4	-8.7
Maui	287.1	244.3	17.5
Moloka'i	188.3	152.8	23.2
Lāna'i	626.2	539.5	16.1
Kaua'i	263.8	213.1	23.8
Hawai'i Island	216.1	197.8	9.2
<b>Visitor arrivals by cruise ships</b>	<b>95.1</b>	<b>90.4</b>	<b>5.2</b>
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,146.9</b>	<b>2,133.3</b>	<b>0.6</b>
<b>Total by air</b>	<b>2,175.0</b>	<b>2,150.6</b>	<b>1.1</b>
O'ahu	1,583.9	1,789.5	-11.5
Maui	2,322.7	1,993.0	16.5
Moloka'i	1,026.9	905.4	13.4
Lāna'i	2,242.3	2,216.9	1.1
Kaua'i	1,968.6	1,653.8	19.0
Hawai'i Island	1,702.6	1,632.6	4.3
<b>Visitor arrivals by cruise ships</b>	<b>453.5</b>	<b>477.7</b>	<b>-5.1</b>

Table 2. 2023 Monthly Market Highlights

MMA (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>TOTAL EXPENDITURES (\$mil.)<sup>1/</sup></b>	<b>1,903.4</b>	<b>1,647.9</b>	<b>1,838.0</b>	<b>1,764.8</b>	<b>1,656.6</b>	<b>2,012.8</b>	<b>2,014.8</b>	<b>1,547.4</b>	<b>1,385.7</b>	<b>1,492.0</b>	<b>1,519.4</b>	<b>1,951.4</b>	<b>20,734.3</b>
Total by air	1,896.4	1,639.1	1,834.5	1,754.6	1,649.9	2,011.2	2,012.5	1,546.0	1,381.9	1,477.9	1,514.1	1,944.9	20,662.8
U.S. Total	1,425.8	1,288.7	1,407.8	1,371.1	1,344.5	1,685.9	1,563.9	1,114.9	1,008.9	1,099.7	1,116.7	1,413.9	15,821.7
U.S. West	814.8	753.4	837.5	885.0	787.4	1,014.1	932.3	679.6	604.5	686.4	741.5	856.3	9,592.7
U.S. East	611.0	515.3	570.3	486.1	557.1	671.8	631.6	435.3	404.5	413.3	375.2	557.6	6,229.0
Japan	41.3	48.2	60.2	51.2	59.5	68.6	78.3	123.4	101.3	87.6	96.4	114.3	930.3
Canada	160.9	153.8	170.7	100.0	54.9	47.7	71.5	57.9	48.1	70.0	136.2	188.6	1,230.3
Europe	21.8	21.8	37.3	28.9	22.9	45.3	40.3	40.3	40.3	34.2	18.8	18.8	369.0
Oceania	57.9	29.3	38.1	53.2	55.0	58.3	56.3	51.9	70.9	64.7	40.7	55.1	631.2
Other Asia	64.1	43.7	34.4	37.7	43.4	44.2	60.3	50.2	56.0	45.2	42.0	58.0	579.3
Latin America	9.1	3.9	6.3	6.6	5.8	6.9	12.7	9.4	6.7	7.7	4.4	14.9	94.4
Other MMA	115.6	69.7	95.4	97.4	57.8	76.7	121.4	93.1	49.7	68.8	59.0	102.1	1,006.6
Visitor arrivals by cruise ships	7.0	8.8	3.6	10.2	6.7	1.6	2.4	1.5	3.8	14.2	5.3	6.6	71.5
<b>TOTAL VISITOR DAYS</b>	<b>8,082,631</b>	<b>6,843,168</b>	<b>7,855,285</b>	<b>7,119,974</b>	<b>6,943,250</b>	<b>8,065,716</b>	<b>8,464,568</b>	<b>6,683,184</b>	<b>5,649,565</b>	<b>6,263,719</b>	<b>6,413,863</b>	<b>8,058,090</b>	<b>86,426,013</b>
Total by air	8,006,254	6,751,891	7,818,258	7,013,493	6,872,630	8,050,041	8,442,787	6,648,025	5,611,584	6,111,348	6,360,322	7,985,490	85,674,126
U.S. Total	6,052,858	5,254,570	6,050,473	5,454,883	5,617,556	6,721,807	6,712,038	4,958,756	4,181,510	4,659,429	4,680,558	5,943,831	66,288,269
U.S. West	3,626,362	3,237,097	3,808,423	3,753,341	3,555,030	4,272,265	4,289,008	3,213,882	2,708,535	3,102,007	3,208,463	3,789,948	42,564,352
U.S. East	2,426,506	2,017,472	2,242,050	1,701,542	2,062,526	2,449,542	2,423,030	1,744,874	1,472,975	1,557,422	1,472,095	2,153,883	23,723,917
Japan	174,754	201,024	256,844	215,554	244,348	290,733	326,386	527,576	417,414	364,829	310,040	461,267	3,864,472
Canada	785,001	683,167	801,155	463,852	255,549	210,453	312,494	257,544	203,639	310,040	604,411	697,937	5,585,244
Europe	93,798	77,973	97,351	122,856	117,630	97,602	200,367	213,256	160,165	139,453	89,427	107,136	1,517,015
Oceania	197,989	106,345	126,716	183,471	185,062	198,463	194,105	174,191	232,670	213,492	136,558	185,986	2,135,047
Other Asia	209,645	147,458	115,733	122,185	136,152	136,822	184,879	162,832	170,306	132,786	130,183	179,049	1,828,030
Latin America	28,490	19,490	20,195	28,296	22,584	20,858	33,770	24,744	23,767	21,271	15,369	42,429	301,263
Other MMA	465,718	261,864	349,791	422,396	293,750	373,303	478,748	329,124	222,113	270,049	320,073	367,854	4,154,785
Visitor arrivals by cruise ships	74,377	91,277	40,027	106,481	76,202	15,675	21,781	15,158	37,981	152,370	53,541	72,600	751,888
<b>VISITOR ARRIVALS</b>	<b>792,516</b>	<b>753,905</b>	<b>901,290</b>	<b>828,227</b>	<b>801,571</b>	<b>889,591</b>	<b>935,139</b>	<b>769,713</b>	<b>656,288</b>	<b>734,642</b>	<b>732,278</b>	<b>862,448</b>	<b>9,657,607</b>
Total by air	775,813	733,764	892,737	806,931	790,494	886,344	930,204	766,573	648,145	700,390	721,342	847,257	9,499,995
U.S. Total	596,276	582,234	709,200	651,959	649,837	734,793	749,050	575,930	483,085	527,164	533,334	634,381	7,427,242
U.S. West	383,027	379,163	463,929	465,273	431,944	487,490	499,561	392,704	329,347	362,239	380,613	424,808	5,000,099
U.S. East	213,249	203,071	245,271	186,686	217,893	247,303	249,489	183,226	153,737	164,925	162,721	209,574	2,427,144
Japan	22,995	28,997	38,810	30,399	37,030	46,592	50,310	77,090	64,580	58,605	63,416	70,348	589,172
Canada	59,242	57,763	67,744	40,964	24,241	20,443	27,790	23,382	18,647	26,374	50,252	57,885	474,727
Europe	6,374	6,680	7,420	10,233	9,802	7,417	14,824	16,481	11,995	11,176	7,061	7,777	117,241
Oceania	22,890	12,012	13,661	20,144	20,833	21,780	21,524	19,438	24,765	24,304	15,383	19,395	236,127
Other Asia	22,392	16,543	12,370	15,447	17,362	17,497	20,352	17,441	20,191	16,772	16,471	21,770	214,609
Latin America	2,232	2,047	2,025	2,650	2,261	1,895	3,216	2,555	2,305	2,256	1,701	2,977	28,121
Other MMA	43,412	27,489	41,508	35,133	29,127	35,927	43,139	34,257	22,577	33,739	33,724	32,724	412,755
Visitor arrivals by cruise ships	16,703	20,140	8,553	21,296	11,077	3,247	4,935	3,140	8,143	34,251	10,936	15,191	157,612
<b>AVERAGE DAILY CENSUS</b>	<b>260,730</b>	<b>235,971</b>	<b>253,492</b>	<b>237,332</b>	<b>223,976</b>	<b>268,857</b>	<b>273,051</b>	<b>214,941</b>	<b>188,319</b>	<b>202,055</b>	<b>213,795</b>	<b>259,938</b>	<b>236,784</b>
Total by air	258,331	232,824	252,202	233,783	221,698	268,335	272,348	214,452	187,053	197,140	212,011	257,596	234,724
U.S. Total	195,253	181,192	195,177	181,829	181,211	224,060	216,517	159,960	139,384	150,304	156,019	191,736	181,612
U.S. West	116,979	111,624	122,852	125,111	114,678	142,409	138,355	103,674	90,285	100,065	106,949	122,256	116,615
U.S. East	78,274	69,568	72,324	56,718	66,533	81,651	78,162	56,286	49,099	50,239	49,070	69,480	64,997
Japan	5,637	6,932	8,285	7,185	7,882	9,691	10,529	17,019	13,914	11,769	12,791	14,880	10,588
Canada	25,323	23,557	25,844	15,462	8,244	7,015	10,080	8,308	6,788	10,001	20,147	22,514	15,302
Europe	3,026	2,689	3,140	4,095	3,795	3,253	6,463	6,879	5,339	4,498	2,981	3,456	4,156
Oceania	6,387	3,667	4,088	6,116	5,970	6,615	6,261	5,619	7,756	6,887	4,552	6,000	5,849
Other Asia	6,763	5,085	3,733	4,073	4,392	4,561	5,964	5,253	5,677	4,283	4,339	5,776	5,008
Latin America	919	672	651	943	729	695	1,089	798	792	686	512	1,369	825
Other MMA	15,023	9,030	11,284	14,080	9,476	12,443	15,443	10,617	7,404	8,711	10,669	11,866	11,383
Visitor arrivals by cruise ships	2,399	3,147	1,291	3,549	2,278	522	703	489	1,266	4,915	1,785	2,342	2,060

1/ Excluding Supplemental business expenditures

Table 2. 2023 Monthly Market Highlights (Continued)

MMA (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>AVERAGE LENGTH OF STAY</b>	<b>10.20</b>	<b>9.08</b>	<b>8.72</b>	<b>8.60</b>	<b>8.66</b>	<b>9.07</b>	<b>9.05</b>	<b>8.66</b>	<b>8.61</b>	<b>8.53</b>	<b>8.76</b>	<b>9.34</b>	<b>8.95</b>
Total by air	10.32	9.20	8.76	8.69	8.69	9.08	9.08	8.67	8.66	8.73	8.82	9.43	9.02
U.S. Total	10.15	9.02	8.53	8.37	8.64	9.15	8.96	8.61	8.66	8.84	8.78	9.37	8.93
U.S. West	9.47	8.54	8.21	8.07	8.23	8.76	8.62	8.18	8.22	8.56	8.43	9.32	8.51
U.S. East	11.38	9.93	9.14	9.11	9.47	9.91	9.71	9.52	9.58	9.64	10.28	10.28	9.77
Japan	7.60	6.93	6.62	7.09	6.60	6.24	6.49	6.84	6.46	6.23	6.05	6.56	6.56
Canada	13.25	11.83	11.83	11.32	10.54	10.29	11.24	11.01	10.92	11.76	12.03	12.06	11.77
Europe	14.72	11.67	13.12	12.01	12.00	13.16	13.52	12.94	13.35	12.48	12.67	13.78	12.94
Oceania	8.65	8.85	9.28	9.11	8.88	9.11	9.02	8.96	9.40	8.78	8.88	9.59	9.04
Other Asia	9.36	8.91	9.36	7.91	7.84	7.82	9.08	9.34	8.43	7.92	7.90	8.22	8.52
Latin America	12.77	9.52	9.97	10.68	9.99	11.00	10.50	9.68	10.31	9.43	9.04	14.25	10.71
Other MMA	10.73	9.53	8.43	12.02	10.09	11.39	11.10	9.84	9.84	8.00	9.49	11.24	10.07
Visitor arrivals by cruise ships	4.45	4.53	4.68	5.00	6.38	4.83	4.41	4.83	4.66	4.45	4.90	4.78	4.77
<b>PER PERSON PER DAY SPENDING (\$)¹</b>	<b>235.5</b>	<b>240.8</b>	<b>233.9</b>	<b>247.9</b>	<b>238.6</b>	<b>249.5</b>	<b>238.0</b>	<b>232.2</b>	<b>245.3</b>	<b>238.2</b>	<b>236.9</b>	<b>242.2</b>	<b>239.9</b>
Total by air	236.8	242.8	234.6	250.2	240.1	249.8	238.4	232.5	246.3	241.8	238.1	243.6	241.2
U.S. Total	235.6	241.4	232.7	251.4	239.3	250.8	233.0	224.8	241.3	236.0	238.6	237.9	238.7
U.S. West	224.7	232.7	219.9	235.8	221.5	237.4	217.4	211.5	223.2	221.3	231.1	225.9	225.4
U.S. East	251.8	255.4	254.4	285.7	270.1	274.3	260.7	249.5	274.6	265.4	254.9	258.9	262.6
Japan	236.3	239.6	234.3	237.6	243.6	235.9	239.9	234.0	242.7	240.2	245.2	247.7	240.7
Canada	205.0	225.1	213.1	215.7	214.9	226.5	228.7	224.7	236.1	225.7	225.4	227.3	220.3
Europe	231.6	280.2	220.3	304.0	246.0	234.5	240.6	212.4	251.9	245.2	210.0	261.0	243.2
Oceania	292.3	275.1	301.0	297.1	297.1	293.7	289.8	297.7	304.5	302.9	298.0	296.3	295.6
Other Asia	305.8	296.4	297.5	308.7	318.7	323.3	326.1	308.1	329.1	340.5	322.5	324.0	316.9
Latin America	320.7	201.6	313.9	332.3	255.8	331.4	376.6	378.6	280.7	363.0	283.2	352.2	313.5
Other MMA	248.1	266.0	272.7	230.5	196.9	205.5	253.8	282.8	223.9	254.7	184.4	277.5	242.3
Visitor arrivals by cruise ships	93.8	96.5	89.5	95.4	95.4	99.9	108.8	97.1	99.4	93.1	98.9	90.3	95.1
<b>PER PERSON PER TRIP SPENDING (\$)¹</b>	<b>2,401.7</b>	<b>2,185.8</b>	<b>2,039.4</b>	<b>2,130.8</b>	<b>2,066.7</b>	<b>2,262.6</b>	<b>2,154.6</b>	<b>2,010.4</b>	<b>2,111.4</b>	<b>2,031.0</b>	<b>2,074.9</b>	<b>2,262.7</b>	<b>2,146.9</b>
Total by air	2,444.4	2,233.8	2,054.9	2,174.4	2,087.1	2,269.1	2,163.5	2,016.7	2,132.1	2,110.0	2,099.0	2,295.5	2,175.0
U.S. Total	2,391.2	2,179.0	1,985.1	2,103.1	2,069.0	2,294.4	2,087.8	1,935.8	2,088.5	2,086.0	2,093.7	2,228.7	2,130.2
U.S. West	2,127.2	1,986.9	1,805.3	1,902.1	1,823.0	2,080.2	1,866.2	1,730.6	1,835.3	1,894.9	1,948.2	2,015.7	1,918.5
U.S. East	2,865.4	2,537.8	2,325.1	2,604.0	2,556.6	2,716.6	2,531.4	2,375.7	2,630.8	2,505.8	2,456.6	2,660.4	2,566.4
Japan	1,795.6	1,660.9	1,550.9	1,684.7	1,607.3	1,472.0	1,566.6	1,601.1	1,568.6	1,495.2	1,519.8	1,624.2	1,578.9
Canada	2,716.0	2,662.7	2,519.9	2,442.2	2,265.1	2,332.2	2,571.7	2,475.3	2,577.9	2,653.0	2,710.7	2,740.6	2,591.6
Europe	3,407.3	3,270.6	2,890.5	3,649.5	2,951.8	3,085.8	3,251.8	2,748.0	3,363.6	3,060.0	2,659.6	3,595.1	3,147.0
Oceania	2,528.3	2,436.0	2,791.9	2,641.8	2,639.4	2,676.3	2,613.6	2,668.2	2,861.0	2,660.6	2,645.6	2,841.7	2,673.2
Other Asia	2,862.5	2,641.8	2,783.5	2,441.5	2,499.2	2,527.8	2,962.8	2,775.5	2,775.3	2,695.8	2,549.3	2,664.7	2,699.3
Latin America	4,093.8	1,920.1	3,129.3	2,480.5	2,554.6	3,646.9	3,954.7	3,666.3	2,894.3	3,421.7	2,559.0	5,020.2	3,358.4
Other MMA	2,662.0	2,533.9	2,288.3	2,771.8	1,985.7	2,135.3	2,813.6	2,716.8	2,202.8	2,039.0	1,750.2	3,119.9	2,438.8
Visitor arrivals by cruise ships	417.7	437.2	419.0	476.8	607.9	482.3	480.0	468.8	463.7	414.4	484.1	431.5	453.5

1/Excluding Supplemental business expenditures

Table 3. 2023 Monthly Island Highlights

ISLAND (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>TOTAL EXPENDITURES (\$mil.)<sup>1/</sup></b>	<b>1,903.4</b>	<b>1,647.9</b>	<b>1,838.0</b>	<b>1,764.8</b>	<b>1,656.6</b>	<b>2,012.8</b>	<b>2,014.8</b>	<b>1,547.4</b>	<b>1,385.7</b>	<b>1,492.0</b>	<b>1,519.4</b>	<b>1,951.4</b>	<b>20,734.3</b>
Total by air	1,896.4	1,639.1	1,834.5	1,754.6	1,649.9	2,011.2	2,012.5	1,546.0	1,381.9	1,477.9	1,514.1	1,944.9	20,662.8
Oahu	740.6	626.8	732.6	735.7	688.9	888.9	842.6	813.5	682.9	646.5	648.0	871.7	8,890.9
Maui	653.2	548.9	631.0	567.0	527.6	619.7	622.2	242.3	203.9	332.9	378.2	468.4	5,795.2
Molokai	3.6	2.0	4.0	2.4	2.4	2.4	3.8	2.0	1.4	1.4	4.4	3.5	34.1
Lānaʻi	7.5	11.5	16.5	9.0	8.2	9.5	16.5	6.0	4.8	5.6	8.5	17.2	120.8
Kauaʻi	230.1	205.8	210.7	216.4	206.8	254.4	262.6	234.7	236.7	242.5	277.1	279.8	2,792.8
Hawaiʻi Island	261.4	244.1	239.7	224.1	213.8	266.3	264.9	247.4	252.1	248.3	259.8	307.0	3,029.0
Visitor arrivals by cruise ships	70	88	36	10.2	6.7	1.8	2.4	1.5	3.8	14.2	5.3	6.6	71.5
<b>TOTAL VISITOR DAYS</b>	<b>8,062,631</b>	<b>6,843,168</b>	<b>7,858,285</b>	<b>7,119,974</b>	<b>6,943,250</b>	<b>8,065,716</b>	<b>8,464,858</b>	<b>6,663,184</b>	<b>5,649,856</b>	<b>6,263,719</b>	<b>6,473,863</b>	<b>8,058,930</b>	<b>86,426,013</b>
Total by air	8,008,254	6,751,891	7,818,258	7,013,993	6,872,630	8,050,041	8,442,787	6,648,025	5,611,584	6,111,348	6,360,322	7,985,490	85,674,126
Oahu	3,497,558	2,849,328	3,428,143	3,247,495	3,216,043	3,628,285	3,825,971	3,628,444	3,020,288	3,090,604	3,086,638	3,893,193	40,511,989
Maui	2,135,193	1,874,075	2,210,375	1,870,440	1,813,618	2,173,451	2,275,169	896,743	708,559	1,115,352	1,370,060	1,741,592	20,184,625
Molokai	24,507	15,718	18,699	12,059	11,430	15,396	14,536	13,471	8,462	11,209	18,577	17,128	181,192
Lānaʻi	16,334	16,615	21,203	16,171	16,617	16,538	19,124	13,881	12,132	12,472	12,825	18,991	192,903
Kauaʻi	916,636	774,525	897,552	841,002	826,253	979,810	1,025,093	944,676	841,705	826,962	780,018	931,322	10,585,553
Hawaiʻi Island	1,418,026	1,121,631	1,242,285	1,026,327	988,671	1,236,662	1,282,985	1,150,810	1,020,439	1,054,749	1,092,203	1,383,264	14,017,863
Visitor arrivals by cruise ships	74,377	91,277	40,027	106,481	70,620	15,675	21,781	15,158	37,961	152,370	53,541	72,600	751,866
<b>VISITOR ARRIVALS</b>	<b>792,516</b>	<b>753,905</b>	<b>901,290</b>	<b>828,227</b>	<b>801,571</b>	<b>889,591</b>	<b>935,739</b>	<b>769,713</b>	<b>656,288</b>	<b>734,642</b>	<b>732,278</b>	<b>862,448</b>	<b>9,657,607</b>
Total by air	775,813	733,764	892,737	806,931	790,494	886,544	930,204	766,573	648,145	700,390	721,342	847,257	9,499,995
Oahu	434,905	410,096	485,504	453,976	452,045	500,886	527,811	507,521	438,743	447,842	439,969	514,109	5,613,409
Maui	231,644	220,988	279,014	245,080	241,293	278,654	297,082	113,771	93,027	134,493	162,470	197,520	2,495,038
Molokai	3,030	2,346	3,197	2,716	2,552	2,960	3,988	2,101	1,932	2,145	3,566	2,691	33,224
Lānaʻi	4,356	3,932	5,113	5,156	5,113	4,808	6,246	4,476	3,223	2,950	4,358	4,128	53,870
Kauaʻi	107,747	100,544	121,682	118,668	114,853	130,780	139,863	129,853	116,660	110,443	106,806	120,780	1,418,688
Hawaiʻi Island	149,430	137,108	161,193	139,118	137,017	160,446	173,686	154,739	130,464	134,686	136,282	164,875	1,779,063
Visitor arrivals by cruise ships	16,703	20,140	8,553	11,077	11,077	3,247	4,935	3,140	8,143	34,251	10,936	15,191	157,612
<b>AVERAGE DAILY CENSUS</b>	<b>260,730</b>	<b>235,974</b>	<b>253,493</b>	<b>237,332</b>	<b>223,976</b>	<b>268,857</b>	<b>273,051</b>	<b>214,942</b>	<b>188,319</b>	<b>202,055</b>	<b>213,795</b>	<b>259,938</b>	<b>236,784</b>
Total by air	258,331	232,824	252,202	233,783	221,698	266,335	272,348	214,452	187,053	197,140	212,011	257,596	234,724
Oahu	112,824	105,333	110,585	108,250	103,743	120,943	123,418	117,047	100,676	99,979	102,888	125,587	110,992
Maui	68,877	66,931	71,302	62,348	58,504	72,448	73,393	28,297	23,619	35,979	45,669	56,180	55,300
Molokai	791	561	603	402	369	513	469	435	282	362	619	553	496
Lānaʻi	527	593	684	539	536	511	617	448	404	402	428	613	529
Kauaʻi	29,569	27,862	28,953	28,033	26,653	32,860	33,068	30,473	28,057	26,876	26,001	30,043	29,002
Hawaiʻi Island	45,743	40,058	40,074	34,211	31,893	41,219	41,384	37,123	34,015	34,024	36,407	44,621	38,405
Visitor arrivals by cruise ships	2,399	3,147	1,291	3,549	2,278	522	703	489	1,266	4,915	1,785	2,342	2,060
<b>AVERAGE LENGTH OF STAY</b>	<b>10.20</b>	<b>9.08</b>	<b>8.72</b>	<b>8.60</b>	<b>8.66</b>	<b>9.07</b>	<b>9.05</b>	<b>8.66</b>	<b>8.61</b>	<b>8.53</b>	<b>8.76</b>	<b>9.34</b>	<b>8.95</b>
Total by air	10.32	9.20	8.76	8.69	8.69	9.08	9.08	8.67	8.66	8.73	8.82	9.43	9.02
Oahu	8.04	7.19	7.06	7.15	7.11	7.24	7.25	7.15	6.88	6.90	7.02	7.57	7.22
Maui	9.22	8.48	7.92	7.63	7.52	7.80	7.66	7.88	7.62	8.29	8.43	8.82	8.09
Molokai	8.09	6.70	5.85	4.44	4.48	5.20	3.65	6.41	4.38	5.23	5.21	6.36	5.45
Lānaʻi	3.75	4.23	4.14	3.14	3.25	3.44	3.06	3.10	3.76	4.23	2.94	4.60	3.58
Kauaʻi	8.51	7.70	7.36	7.09	7.19	7.49	7.79	7.33	7.22	7.49	7.30	7.71	7.46
Hawaiʻi Island	9.49	8.18	7.71	7.38	7.22	7.71	7.39	7.44	7.82	7.83	8.01	8.39	7.88
Visitor arrivals by cruise ships	4.45	4.53	4.68	5.00	6.38	4.83	4.41	4.83	4.66	4.45	4.90	4.78	4.77
<b>PER PERSON PER DAY SPENDING (\$)<sup>1/</sup></b>	<b>235.5</b>	<b>240.8</b>	<b>233.9</b>	<b>247.9</b>	<b>238.6</b>	<b>249.5</b>	<b>238.0</b>	<b>232.2</b>	<b>245.3</b>	<b>238.2</b>	<b>236.9</b>	<b>242.2</b>	<b>239.9</b>
Total by air	236.8	242.8	234.6	250.2	240.1	249.8	238.4	232.5	246.3	241.8	238.1	243.6	241.2
Oahu	211.7	212.5	213.7	226.6	214.9	236.7	220.2	224.2	226.1	209.2	209.9	223.9	219.5
Maui	305.9	292.9	285.5	303.1	290.9	285.1	273.5	270.2	287.8	288.5	276.1	288.9	287.1
Molokai	148.6	128.8	216.0	194.9	211.3	153.7	288.3	150.2	170.7	189.2	237.6	205.7	188.3
Lānaʻi	461.7	689.7	777.6	554.3	491.9	576.0	863.4	434.3	388.8	447.1	663.1	904.8	626.2
Kauaʻi	251.0	265.7	234.8	257.3	259.6	284.4	286.1	248.4	281.2	293.2	275.8	268.6	263.8
Hawaiʻi Island	184.4	217.6	192.9	184.4	184.4	215.4	206.5	215.0	247.1	235.4	237.9	221.9	216.1
Visitor arrivals by cruise ships	93.8	96.5	89.5	95.4	95.4	99.9	108.8	97.1	99.4	93.1	98.9	90.3	95.1
<b>PER PERSON PER TRIP SPENDING (\$)<sup>1/</sup></b>	<b>2,401.7</b>	<b>2,185.8</b>	<b>2,039.4</b>	<b>2,130.8</b>	<b>2,066.7</b>	<b>2,262.6</b>	<b>2,154.6</b>	<b>2,010.4</b>	<b>2,111.4</b>	<b>2,031.0</b>	<b>2,074.9</b>	<b>2,262.7</b>	<b>2,146.9</b>
Total by air	2,444.4	2,233.8	2,054.9	2,174.4	2,087.1	2,269.1	2,163.5	2,016.7	2,132.1	2,110.0	2,099.0	2,295.5	2,175.0
Oahu	1,702.8	1,528.5	1,508.9	1,620.7	1,528.8	1,714.8	1,596.4	1,602.9	1,566.6	1,443.6	1,472.8	1,695.5	1,563.9
Maui	2,819.6	2,483.9	2,261.5	2,313.5	2,186.7	2,223.8	2,094.3	2,129.6	2,192.1	2,475.1	2,327.9	2,371.3	2,322.7
Molokai	1,201.8	863.1	1,263.5	865.5	946.1	799.6	941.7	963.3	747.5	988.9	1,237.9	1,308.9	1,026.9
Lānaʻi	1,731.4	2,914.8	3,216.8	1,738.3	1,598.6	1,981.3	2,643.5	1,346.8	1,501.0	1,890.3	1,951.5	4,162.7	2,242.3
Kauaʻi	2,135.2	2,046.5	1,731.5	1,823.7	1,800.2	1,945.2	1,877.3	1,807.3	2,028.7	2,014.5	2,014.5	2,294.6	1,968.6
Hawaiʻi Island	1,749.4	1,780.3	1,486.8	1,611.2	1,560.4	1,660.0	1,525.0	1,599.1	1,932.4	1,843.1	1,906.6	1,861.8	1,702.6
Visitor arrivals by cruise ships	417.7	437.2	419.0	476.8	607.9	482.3	480.0	468.8	463.7	414.4	484.1	431.5	453.5

1/ Excluding Supplemental business expenditures

**Table 4. Summary of Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	9,499,995	9,138,674	4.0	7,942,159	8,233,186	-3.5	1,557,836	905,488	72.0
VISITOR DAYS	85,674,126	84,736,187	1.1	71,637,671	75,263,260	-4.8	14,036,455	9,472,927	48.2
AVERAGE DAILY CENSUS	234,724	232,154	1.1	196,268	206,201	-4.8	38,456	25,953	48.2
<b>ISLANDS VISITED</b>									
O'ahu	5,613,409	4,858,170	15.5	4,277,855	4,142,306	3.3	1,335,553	715,864	86.6
O'ahu only	4,457,473	3,780,422	17.9	3,358,239	3,230,641	3.9	1,099,234	549,781	99.9
O'ahu one day or less	234,063	186,023	25.8	216,496	175,260	23.5	17,567	10,763	63.2
Kaua'i	1,418,688	1,345,564	5.4	1,333,743	1,285,230	3.8	84,945	60,333	40.8
Kaua'i only	856,794	856,771	0.0	841,984	844,795	-0.3	14,809	11,977	23.7
Kaua'i one day or less	99,645	66,691	49.4	79,131	56,419	40.3	20,514	10,272	99.7
Maui County	2,531,196	2,969,395	-14.8	2,253,722	2,717,808	-17.1	277,475	251,587	10.3
Maui	2,495,038	2,921,159	-14.6	2,223,473	2,672,710	-16.8	271,565	248,449	9.3
Maui only	1,708,416	2,071,618	-17.5	1,565,776	1,934,236	-19.0	142,640	137,382	3.8
Maui one day or less	117,260	94,057	24.7	92,258	80,931	14.0	25,002	13,126	90.5
Moloka'i *	33,224	43,317	-23.3	24,878	38,818	-35.9	8,346	4,498	85.5
Moloka'i only*	5,387	7,869	-31.5	5,203	7,788	-33.2	184	81	127.4
Moloka'i one day or less*	15,845	16,446	-3.7	9,690	14,057	-31.1	6,155	2,389	157.7
Lāna'i *	53,870	68,016	-20.8	40,958	60,374	-32.2	12,912	7,643	68.9
Lāna'i only*	9,489	15,044	-36.9	9,114	14,329	-36.4	375	715	-47.5
Lāna'i one day or less*	30,271	30,193	0.3	19,521	24,609	-20.7	10,750	5,584	92.5
Hawai'i Island	1,779,063	1,667,633	6.7	1,590,304	1,556,623	2.2	188,759	111,010	70.0
Kona side	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4
Hilo side	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
Hawai'i Island only	1,055,418	1,032,425	2.2	1,008,019	1,009,038	-0.1	47,399	23,386	102.7
Hawai'i Island one day or less	79,198	63,302	25.1	57,981	53,894	7.6	21,216	9,408	125.5
Any Neighbor Island	5,042,522	5,358,252	-5.9	4,583,920	5,002,545	-8.4	458,602	355,707	28.9
NI only	3,886,471	4,280,504	-9.2	3,664,304	4,090,880	-10.4	222,167	189,624	17.2
O'ahu & NI	1,156,051	1,077,748	7.3	919,616	911,665	0.9	236,434	166,083	42.4
Any one island only	8,092,977	7,764,149	4.2	6,788,335	7,040,827	-3.6	1,304,642	723,322	80.4
Multiple Islands	1,407,018	1,374,525	2.4	1,153,824	1,192,359	-3.2	253,194	182,166	39.0
Avg. Islands Visited	1.20	1.19	0.5	1.20	1.18	0.9	1.22	1.27	-3.7
Average Length of Stay in Hawai'i	9.02	9.27	-2.7	9.02	9.14	-1.3	9.01	10.46	-13.9
O'ahu	7.22	7.44	-3.1	7.14	7.29	-2.1	7.48	8.36	-10.6
Maui	8.09	8.16	-0.8	8.01	8.05	-0.5	8.76	9.35	-6.3
Moloka'i	5.45	5.92	-8.0	6.42	6.25	2.9	2.56	3.15	-18.9
Lāna'i	3.58	4.11	-12.9	4.19	4.31	-2.9	1.66	2.51	-33.9
Kaua'i	7.46	7.76	-3.8	7.58	7.83	-3.1	5.52	6.28	-12.0
Hawai'i Island	7.88	8.25	-4.5	8.09	8.36	-3.2	6.14	6.79	-9.6
Hilo	4.44	5.01	-11.5	4.74	5.17	-8.5	2.57	3.45	-25.5
Kona	7.29	7.68	-5.0	7.46	7.78	-4.1	5.86	6.27	-6.6
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	5,449,538	5,059,338	7.7	4,350,556	4,465,322	-2.6	1,098,982	594,015	85.0
Hotel only	4,739,142	4,373,971	8.3	3,756,677	3,865,426	-2.8	982,465	508,544	93.2
Plan to stay in Condo	1,467,733	1,593,857	-7.9	1,206,389	1,412,942	-14.6	261,343	180,915	44.5
Condo only	1,181,757	1,283,267	-7.9	979,198	1,144,935	-14.5	202,559	138,333	46.4
Plan to stay in Timeshare	812,802	813,284	-0.1	694,241	741,430	-6.4	118,561	71,854	65.0
Timeshare only	658,745	654,568	0.6	560,876	599,038	-6.4	97,869	55,530	76.2
Cruise Ship	137,761	61,800	122.9	125,714	57,697	117.9	12,047	4,103	193.6
Friends/Relatives	1,066,306	998,733	6.8	1,003,153	954,590	5.1	63,153	44,143	43.1
Bed & Breakfast	92,357	97,127	-4.9	78,437	88,361	-11.2	13,919	8,766	58.8
Rental House	1,019,882	1,067,979	-4.5	940,846	1,009,355	-6.8	79,037	58,624	34.8
Hostel	70,973	68,003	4.4	54,697	51,630	5.9	16,276	16,373	-0.6

**Table 4. Summary of Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	61,369	64,789	-5.3	50,524	53,919	-6.3	10,845	10,871	-0.2
Private Room in Private Home**	102,989	101,239	1.7	80,492	83,087	-3.1	22,497	18,153	23.9
Shared Room/Space in Private Home**	36,024	30,431	18.4	28,480	27,670	2.9	7,544	2,761	173.3
Other Accommodations	179,318	168,707	6.3	170,699	157,939	8.1	8,619	10,768	-20.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	7,882,634	7,748,223	1.7	6,529,252	6,950,545	-6.1	1,353,382	797,678	69.7
Honeymoon/Get Married	410,638	412,928	-0.6	252,743	308,652	-18.1	157,894	104,276	51.4
Honeymoon	361,093	361,154	0.0	210,504	261,316	-19.4	150,589	99,838	50.8
Get Married	67,508	70,469	-4.2	53,054	61,008	-13.0	14,453	9,460	52.8
Pleasure/Vacation	7,526,024	7,394,645	1.8	6,320,241	6,695,504	-5.6	1,205,783	699,141	72.5
Mtgs/Conventions/Incentive	401,207	316,247	26.9	310,697	274,454	13.2	90,511	41,793	116.6
Conventions	221,112	166,444	32.8	191,605	149,581	28.1	29,507	16,863	75.0
Corporate Meetings	81,517	83,151	-2.0	73,270	71,785	2.1	8,247	11,366	-27.4
Incentive	110,318	79,345	39.0	56,592	63,143	-10.4	53,726	16,201	231.6
Other Business	251,525	222,295	13.1	243,517	217,108	12.2	8,009	5,187	54.4
Visit Friends/Rel.	999,953	945,207	5.8	938,931	902,592	4.0	61,022	42,615	43.2
Gov't/Military	125,315	100,606	24.6	108,396	91,803	18.1	16,919	8,803	92.2
Attend School	20,742	20,882	-0.7	17,486	17,764	-1.6	3,255	3,118	4.4
Sport Events	94,593	75,508	25.3	66,572	64,779	2.8	28,021	10,729	161.2
Other	357,044	283,829	25.8	282,007	244,218	15.5	75,037	39,611	89.4
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	30.1	30.0	0.1	27.8	29.0	-1.2	41.8	39.0	2.7
% Repeaters ***	69.9	70.0	-0.1	72.2	71.0	1.2	58.2	61.0	-2.7
Average # of Trips	5.55	5.47	1.5	5.83	5.60	4.2	4.12	4.31	-4.4
Group Tour	296,867	202,537	46.6	177,438	165,190	7.4	119,429	37,347	219.8
Non-Group	9,203,128	8,936,137	3.0	7,764,721	8,067,996	-3.8	1,438,407	868,141	65.7
Package Trip	1,547,898	1,380,841	12.1	1,102,466	1,182,680	-6.8	445,432	198,161	124.8
No Package	7,952,097	7,757,833	2.5	6,839,693	7,050,506	-3.0	1,112,404	707,327	57.3
Net True Independent	7,825,746	7,668,636	2.0	6,754,809	6,974,375	-3.1	1,070,937	694,261	54.3
Ave. Age	46	45	1.1	46	45	1.1	45	44	1.9
Ave. Party Size	2.24	2.22	0.8	2.19	2.21	-0.9	2.54	2.36	7.6

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 5. Summary of Air Visitor Characteristics  
Percentage of Total: 2023 vs. 2022**

	TOTAL		DOMESTIC		INTERNATIONAL	
	2023	2022	2023	2022	2023	2022
VISITOR ARRIVALS	9,499,995	9,138,674	7,942,159	8,233,186	1,557,836	905,488
VISITOR DAYS	85,674,126	84,736,187	71,637,671	75,263,260	14,036,455	9,472,927
AVERAGE DAILY CENSUS	234,724	232,154	196,268	206,201	38,456	25,953
<b>ISLANDS VISITED</b>						
O'ahu	59.1%	53.2%	53.9%	50.3%	85.7%	79.1%
O'ahu only	46.9%	41.4%	42.3%	39.2%	70.6%	60.7%
O'ahu one day or less	2.5%	2.0%	2.7%	2.1%	1.1%	1.2%
Kaua'i	14.9%	14.7%	16.8%	15.6%	5.5%	6.7%
Kaua'i only	9.0%	9.4%	10.6%	10.3%	1.0%	1.3%
Kaua'i one day or less	1.0%	0.7%	1.0%	0.7%	1.3%	1.1%
Maui County	26.6%	32.5%	28.4%	33.0%	17.8%	27.8%
Maui	26.3%	32.0%	28.0%	32.5%	17.4%	27.4%
Maui only	18.0%	22.7%	19.7%	23.5%	9.2%	15.2%
Maui one day or less	1.2%	1.0%	1.2%	1.0%	1.6%	1.4%
Moloka'i *	0.3%	0.5%	0.3%	0.5%	0.5%	0.5%
Moloka'i only*	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Moloka'i one day or less*	0.2%	0.2%	0.1%	0.2%	0.4%	0.3%
Lāna'i *	0.6%	0.7%	0.5%	0.7%	0.8%	0.8%
Lāna'i only*	0.1%	0.2%	0.1%	0.2%	0.0%	0.1%
Lāna'i one day or less*	0.3%	0.3%	0.2%	0.3%	0.7%	0.6%
Hawai'i Island	18.7%	18.2%	20.0%	18.9%	12.1%	12.3%
Kona side	16.5%	16.0%	17.7%	16.6%	10.4%	10.4%
Hilo side	6.1%	5.6%	6.3%	5.6%	5.2%	5.2%
Hawai'i Island only	11.1%	11.3%	12.7%	12.3%	3.0%	2.6%
Hawai'i Island one day or less	0.8%	0.7%	0.7%	0.7%	1.4%	1.0%
Any Neighbor Island	53.1%	58.6%	57.7%	60.8%	29.4%	39.3%
NI only	40.9%	46.8%	46.1%	49.7%	14.3%	20.9%
O'ahu & NI	12.2%	11.8%	11.6%	11.1%	15.2%	18.3%
Any one island only	85.2%	85.0%	85.5%	85.5%	83.7%	79.9%
Multiple Islands	14.8%	15.0%	14.5%	14.5%	16.3%	20.1%
Avg. Islands Visited	1.20	1.24	1.20	1.24	1.22	1.23
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	57.4%	55.4%	54.8%	54.2%	70.5%	65.6%
Hotel only	49.9%	47.9%	47.3%	46.9%	63.1%	56.2%
Plan to stay in Condo	15.4%	17.4%	15.2%	17.2%	16.8%	20.0%
Condo only	12.4%	14.0%	12.3%	13.9%	13.0%	15.3%
Plan to stay in Timeshare	8.6%	8.9%	8.7%	9.0%	7.6%	7.9%
Timeshare only	6.9%	7.2%	7.1%	7.3%	6.3%	6.1%
Cruise Ship	1.5%	0.7%	1.6%	0.7%	0.8%	0.5%
Friends/Relatives	11.2%	10.9%	12.6%	11.6%	4.1%	4.9%
Bed & Breakfast	1.0%	1.1%	1.0%	1.1%	0.9%	1.0%
Rental House	10.7%	11.7%	11.8%	12.3%	5.1%	6.5%
Hostel	0.7%	0.7%	0.7%	0.6%	1.0%	1.8%



**Table 5. Summary of Air Visitor Characteristics  
Percentage of Total: 2023 vs. 2022 (continued)**

	TOTAL		DOMESTIC		INTERNATIONAL	
	2023	2022	2023	2022	2023	2022
Camp Site, Beach	0.6%	0.7%	0.6%	0.7%	0.7%	1.2%
Private Room in Private Home**	1.1%	1.1%	1.0%	1.0%	1.4%	2.0%
Shared Room/Space in Private Home**	0.4%	0.3%	0.4%	0.3%	0.5%	0.3%
Other Accommodations	1.9%	1.8%	2.1%	1.9%	0.6%	1.2%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	83.0%	84.8%	82.2%	84.4%	86.9%	88.1%
Honeymoon/Get Married	4.3%	4.5%	3.2%	3.7%	10.1%	11.5%
Honeymoon	3.8%	4.0%	2.7%	3.2%	9.7%	11.0%
Get Married	0.7%	0.8%	0.7%	0.7%	0.9%	1.0%
Pleasure/Vacation	79.2%	80.9%	79.6%	81.3%	77.4%	77.2%
Mtgs/Conventions/Incentive	4.2%	3.5%	3.9%	3.3%	5.8%	4.6%
Conventions	2.3%	1.8%	2.4%	1.8%	1.9%	1.9%
Corporate Meetings	0.9%	0.9%	0.9%	0.9%	0.5%	1.3%
Incentive	1.2%	0.9%	0.7%	0.8%	3.4%	1.8%
Other Business	2.6%	2.4%	3.1%	2.6%	0.5%	0.6%
Visit Friends/Rel.	10.5%	10.3%	11.8%	11.0%	3.9%	4.7%
Govt/Military	1.3%	1.1%	1.4%	1.1%	1.1%	1.0%
Attend School	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
Sport Events	1.0%	0.8%	0.8%	0.8%	1.8%	1.2%
Other	3.8%	3.1%	3.6%	3.0%	4.8%	4.4%
<b>VISIT STATUS/TRAVEL METHOD</b>						
% First Timers	0.3	30.0	0.3	29.0	0.4	39.0
% Repeaters	0.7	70.0	0.7	71.0	0.6	61.0
Average # of Trips	5.55	5.47	5.83	5.60	4.12	4.31
Group Tour	3.1%	2.2%	2.2%	2.0%	7.7%	4.1%
Non-Group	96.9%	97.8%	97.8%	98.0%	92.3%	95.9%
Package Trip	16.3%	15.1%	13.9%	14.4%	28.6%	21.9%
No Package	83.7%	84.9%	86.1%	85.6%	71.4%	78.1%
Net True Independent	82.4%	83.9%	85.1%	84.7%	68.7%	76.7%
Ave. Age	46	45	46	45	45	44
Ave. Party Size	2.24	2.22	2.19	2.21	2.54	2.36

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 6. Air Visitor Days by Island: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
TOTAL STATE	85,674,126	84,736,187	1.1	71,637,671	75,263,260	-4.8	14,036,455	9,472,927	48.2
O'AHU	40,511,989	36,168,745	12.0	30,526,751	30,184,967	1.1	9,985,239	5,983,778	66.9
MAUI COUNTY	20,558,720	24,365,944	-15.6	18,136,380	22,009,858	-17.6	2,422,340	2,356,086	2.8
MAUI	20,184,625	23,829,806	-15.3	17,805,060	21,507,089	-17.2	2,379,565	2,322,717	2.4
MOLOKA'I	181,192	256,637	-29.4	159,840	242,448	-34.1	21,352	14,190	50.5
LĀNA'I	192,903	279,500	-31.0	171,480	260,321	-34.1	21,423	19,179	11.7
KAUA'I	10,585,553	10,440,522	1.4	10,116,302	10,061,679	0.5	469,251	378,844	23.9
HAWAII ISLAND	14,017,863	13,760,976	1.9	12,858,238	13,006,757	-1.1	1,159,625	754,220	53.8
HILO	2,584,686	2,566,547	0.7	2,378,023	2,403,892	-1.1	206,663	162,655	27.1
KONA	11,433,177	11,194,429	2.1	10,480,215	10,602,864	-1.2	952,962	591,565	61.1

**Table 7. Air Visitor Days by Month: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
JANUARY	8,008,254	6,223,436	28.7	6,526,860	5,696,512	14.6	1,481,394	526,923	181.1
FEBRUARY	6,751,891	5,771,453	17.0	5,616,241	5,253,786	6.9	1,135,651	517,667	119.4
MARCH	7,818,258	7,046,878	10.9	6,448,766	6,237,065	3.4	1,369,492	809,814	69.1
APRIL	7,013,493	7,067,889	-0.8	5,860,328	6,332,771	-7.5	1,153,166	735,119	56.9
MAY	6,872,630	6,874,589	0.0	6,045,556	6,361,577	-5.0	827,075	513,011	61.2
JUNE	8,050,041	7,953,216	1.2	7,098,020	7,403,154	-4.1	952,022	550,062	73.1
JULY	8,442,787	8,625,980	-2.1	7,311,227	7,711,113	-5.2	1,131,560	914,868	23.7
AUGUST	6,648,025	7,499,145	-11.3	5,523,985	6,572,345	-16.0	1,124,040	926,800	21.3
SEPTEMBER	5,611,584	6,221,490	-9.8	4,642,286	5,525,363	-16.0	969,298	696,127	39.2
OCTOBER	6,111,348	6,662,968	-8.3	5,124,762	5,790,509	-11.5	986,586	872,459	13.1
NOVEMBER	6,360,322	6,556,043	-3.0	5,033,333	5,501,410	-8.5	1,326,989	1,054,633	25.8
DECEMBER	7,985,490	8,233,099	-3.0	6,406,308	6,877,654	-6.9	1,579,183	1,355,444	16.5
<b>TOTAL</b>	<b>85,674,126</b>	<b>84,736,187</b>	<b>1.1</b>	<b>71,637,671</b>	<b>75,263,260</b>	<b>-4.8</b>	<b>14,036,455</b>	<b>9,472,927</b>	<b>48.2</b>

**Table 8. Average Daily Census by Island (Arrivals by Air): 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
TOTAL STATE	234,724	232,154	1.1	196,268	206,201	-4.8	38,456	25,953	48.2
O'AHU	110,992	99,092	12.0	83,635	82,699	1.1	27,357	16,394	66.9
MAUI COUNTY	56,325	66,756	-15.6	49,689	60,301	-17.6	6,637	6,455	2.8
MAUI	55,300	65,287	-15.3	48,781	58,924	-17.2	6,519	6,364	2.4
MOLOKA'I	496	703	-29.4	438	664	-34.1	58	39	50.5
LĀNA'I	529	766	-31.0	470	713	-34.1	59	53	11.7
KAUA'I	29,002	28,604	1.4	27,716	27,566	0.5	1,286	1,038	23.9
HAWAII ISLAND	38,405	37,701	1.9	35,228	35,635	-1.1	3,177	2,066	53.8
HILO	7,081	7,032	0.7	6,515	6,586	-1.1	566	446	27.1
KONA	31,324	30,670	2.1	28,713	29,049	-1.2	2,611	1,621	61.1

**Table 9. Average Daily Census by Month (Arrivals by Air): 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
JANUARY	258,331	200,756	28.7	210,544	183,758	14.6	47,787	16,998	181.1
FEBRUARY	241,139	206,123	17.0	200,580	187,635	6.9	40,559	18,488	119.4
MARCH	252,202	227,319	10.9	208,025	201,196	3.4	44,177	26,123	69.1
APRIL	233,783	235,596	-0.8	195,344	211,092	-7.5	38,439	24,504	56.9
MAY	221,698	221,761	0.0	195,018	205,212	-5.0	26,680	16,549	61.2
JUNE	268,335	265,107	1.2	236,601	246,772	-4.1	31,734	18,335	73.1
JULY	272,348	278,257	-2.1	235,846	248,746	-5.2	36,502	29,512	23.7
AUGUST	214,452	241,908	-11.3	178,193	212,011	-16.0	36,259	29,897	21.3
SEPTEMBER	187,053	207,383	-9.8	154,743	184,179	-16.0	32,310	23,204	39.2
OCTOBER	197,140	214,934	-8.3	165,315	186,791	-11.5	31,825	28,144	13.1
NOVEMBER	212,011	218,535	-3.0	167,778	183,380	-8.5	44,233	35,154	25.8
DECEMBER	257,596	265,584	-3.0	206,655	221,860	-6.9	50,941	43,724	16.5
<b>TOTAL</b>	<b>234,724</b>	<b>232,154</b>	<b>1.1</b>	<b>196,268</b>	<b>206,201</b>	<b>-4.8</b>	<b>38,456</b>	<b>25,953</b>	<b>48.2</b>

**Table 10. Visitors Staying Overnight or Longer (Arrivals by Air): 1963 – 2023**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1963	428,690	18.5	287,405	24.3	141,286	8.3
1964	563,412	31.4	419,280	45.9	144,132	2.0
1965	686,314	21.8	539,211	28.6	147,103	2.1
1966	834,732	21.6	629,564	16.8	205,168	39.5
1967	1,124,012	34.7	828,849	31.7	295,163	43.9
1968	1,313,706	16.9	952,821	15.0	360,885	22.3
1969	1,526,074	16.2	1,121,714	17.7	404,360	12.0
1970	1,745,904	14.4	1,273,639	13.5	472,265	16.8
1971	1,817,941	4.1	1,363,081	7.0	454,860	-3.7
1972	2,233,627	22.9	1,682,285	23.4	551,342	21.2
1973	2,622,376	17.4	1,942,714	15.5	679,662	23.3
1974	2,804,394	6.9	2,036,203	4.8	768,191	13.0
1975	2,818,082	0.5	2,028,068	-0.4	790,014	2.8
1976	3,213,249	14.0	2,327,399	14.8	885,850	12.1
1977	3,413,095	6.2	2,508,472	7.8	904,623	2.1
1978	3,676,967	7.7	2,766,012	10.3	910,955	0.7
1979	3,966,192	7.9	2,888,521	4.4	1,077,671	18.3
1980	3,928,789	-0.9	2,793,101	-3.3	1,135,688	5.4
1981	3,928,906	0.0	2,778,566	-0.5	1,150,340	1.3
1982	4,227,733	7.6	3,072,543	10.6	1,155,189	0.4
1983	4,356,317	3.0	3,219,219	4.8	1,137,098	-1.6
1984	4,827,884	10.8	3,499,419	8.7	1,328,466	16.8
1985	4,843,414	0.3	3,522,126	0.6	1,321,288	-0.5
1986	5,569,067	15.0	4,063,928	15.4	1,505,138	13.9
1987	5,770,585	3.6	4,040,204	-0.6	1,730,381	15.0
1988	6,101,483	5.7	4,041,878	0.0	2,059,605	19.0
1989	6,488,422	6.3	4,339,507	7.4	2,148,915	4.3
1990	6,723,531	3.6	4,315,161	-0.6	2,408,370	12.1
1991	6,518,460	-3.1	4,068,508	-5.7	2,449,952	1.7
1992	6,473,669	-0.7	3,791,945	-6.8	2,681,724	9.5
1993	6,070,995	-6.2	3,570,059	-5.9	2,500,936	-6.7
1994	6,364,674	4.8	3,813,279	6.8	2,551,395	2.0
1995	6,546,759	2.9	3,743,474	-1.8	2,803,285	9.9
1996	6,723,141	2.7	3,794,113	1.4	2,929,028	4.5
1997	6,761,135	0.6	3,890,798	2.5	2,870,337	-2.0
1998	6,595,790	-2.4	4,014,140	3.2	2,581,650	-10.1
1999	6,741,037	2.2	4,255,621	6.0	2,485,416	-3.7
2000	6,948,595	3.1	4,446,936	4.5	2,501,659	0.7
2001	6,303,791	-9.3	4,224,321	-5.0	2,079,470	-16.9
2002	6,389,058	1.4	4,358,850	3.2	2,030,208	-2.4
2003	6,380,439	-0.1	4,531,289	4.0	1,849,150	-8.9
2004	6,912,094	8.3	4,892,960	8.0	2,019,134	9.2
2005	7,416,574	7.3	5,313,281	8.6	2,103,293	4.2
2006	7,528,106	1.5	5,550,125	4.5	1,977,981	-6.0
2007	7,496,820	-0.4	5,582,530	0.6	1,914,290	-3.2
2008	6,713,436	-10.4	4,901,893	-12.2	1,811,543	-5.4
2009	6,420,448	-4.4	4,672,001	-4.7	1,748,447	-3.5
2010	6,916,894	7.7	4,957,352	6.1	1,959,542	12.1
2011	7,174,397	3.7	5,127,291	3.4	2,047,106	4.5
2012	7,867,143	9.7	5,403,025	5.4	2,464,118	20.4
2013	8,003,474	1.7	5,405,300	0.0	2,598,174	5.4
2014	8,196,342	2.4	5,486,059	1.5	2,710,283	4.3
2015	8,563,018	4.5	5,782,140	5.4	2,780,878	2.6
2016	8,821,802	3.0	5,968,779	3.2	2,853,023	2.6
2017	9,277,613	5.2	6,239,748	4.5	3,037,865	6.5
2018	9,761,448	5.2	6,736,736	8.0	3,024,712	-0.4
2019	10,243,165	4.9	7,253,806	7.7	2,989,359	-1.2
2020	2,678,073	-73.9	2,065,689	-71.5	612,384	-79.5
2021	6,777,760	153.1	6,656,779	222.3	120,981	-80.2
2022	9,138,674	34.8	8,233,186	23.7	905,488	648.5
2023	9,499,995	4.0	7,942,159	-3.5	1,557,836	72.0

Table 11. 2023 Air Visitor Days by Month and MMA

2023	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL	3,626,352	2,426,506	174,754	785,001	23,980	11,160	37,834	5,517	15,308	93,798	159,103	38,886	197,989				
Jan	3,237,097	2,017,472	201,024	683,167	19,548	10,801	32,808	3,805	11,011	77,973	88,792	17,553	106,345				
Feb	3,808,423	2,242,050	256,844	801,155	26,189	10,611	41,444	5,257	13,850	97,351	103,677	23,040	126,716				
Mar	3,753,341	1,701,542	215,554	463,852	38,357	13,727	44,084	6,111	20,577	122,856	139,058	44,413	183,471				
Apr	3,555,030	2,062,526	244,348	255,549	35,237	13,652	45,839	5,055	17,847	117,630	143,707	41,355	185,062				
May	4,272,265	2,449,542	290,733	210,453	26,479	15,869	32,831	6,890	15,535	97,602	153,196	45,267	198,463				
Jun	4,289,008	2,423,030	326,386	312,494	42,421	32,239	65,422	12,917	47,367	200,367	137,900	56,205	194,105				
Jul	3,213,882	1,744,874	527,576	257,545	42,846	37,383	77,115	37,531	18,381	213,256	128,833	45,358	174,191				
Aug	2,708,535	1,472,975	417,414	203,639	36,801	21,370	66,340	9,984	25,670	160,165	182,538	50,131	232,670				
Sep	3,102,007	1,557,422	364,829	310,040	33,134	21,359	55,448	8,164	21,348	139,453	176,104	37,388	213,492				
Oct	3,208,463	1,472,095	383,743	604,411	18,859	13,844	36,898	5,240	14,587	89,427	108,443	28,116	136,558				
Nov	3,789,948	2,153,883	461,267	697,937	25,766	21,093	37,517	7,261	15,499	107,136	151,372	34,614	185,986				
Dec	42,564,352	23,723,917	3,864,472	5,585,244	369,617	223,107	573,578	113,732	236,981	1,517,015	1,672,722	462,326	2,135,047				
TOTAL	3,625,479	2,425,747	4,815	91,219	20,453	8,147	32,549	4,729	14,376	80,253	33,809	9,015	42,824				
Jan	3,235,708	2,016,732	3,198	85,781	15,111	8,590	28,736	3,326	10,087	65,849	9,765	3,910	13,675				
Feb	3,807,608	2,241,506	5,455	91,811	21,519	8,200	34,118	4,746	12,516	81,099	9,999	4,295	14,294				
Mar	3,750,903	1,700,661	3,279	75,657	32,189	10,627	36,297	5,292	17,959	102,365	18,448	6,328	24,776				
Apr	3,554,532	2,062,406	5,730	83,643	29,465	9,383	37,330	4,536	15,368	96,081	16,477	5,396	21,873				
May	4,271,877	2,449,350	5,682	42,702	19,006	7,435	25,744	5,750	13,567	71,502	17,323	5,048	22,371				
Jun	4,288,507	2,422,921	6,853	93,614	37,704	25,040	55,021	11,558	36,193	165,517	22,742	8,545	31,288				
Jul	3,213,468	1,744,737	6,788	102,306	37,590	27,809	69,219	33,989	15,531	184,138	15,961	6,637	22,598				
Aug	2,708,168	1,471,785	5,594	72,220	32,351	14,587	57,184	8,561	21,003	133,685	27,483	9,975	37,458				
Sep	3,101,802	1,557,290	4,994	100,362	27,370	14,218	48,523	7,184	19,368	116,663	24,742	8,086	32,828				
Oct	3,207,447	1,470,962	4,340	87,674	14,983	7,469	30,015	4,303	13,007	69,778	12,631	4,381	17,012				
Nov	3,789,194	2,151,943	4,914	78,298	21,249	9,547	33,051	6,039	14,136	84,023	15,811	4,962	20,773				
Dec	42,554,694	23,716,041	61,643	1,005,284	308,990	151,052	487,787	100,013	203,111	1,250,953	225,192	76,578	301,770				
TOTAL	873	759	169,939	693,783	3,527	3,013	5,285	788	932	13,545	125,294	29,871	155,165				
Jan	1,390	740	197,825	597,386	4,437	2,211	4,073	479	925	12,124	79,027	13,643	92,670				
Feb	815	544	251,389	709,344	4,670	2,411	7,325	511	1,334	16,252	93,677	18,745	112,422				
Mar	2,438	881	212,275	388,195	6,168	3,100	7,786	819	2,618	20,491	120,610	38,085	158,695				
Apr	498	120	238,618	171,906	5,773	4,269	8,509	519	2,479	21,549	127,230	35,959	163,189				
May	388	192	285,051	167,751	7,473	8,433	7,087	1,139	1,968	26,100	135,873	40,219	176,092				
Jun	501	109	319,533	218,880	4,717	7,199	10,401	1,359	11,174	34,851	115,157	47,660	162,817				
Jul	414	137	520,788	153,240	5,256	9,574	7,896	3,542	2,850	29,117	112,873	38,721	151,594				
Aug	367	1,191	411,820	131,419	4,451	6,784	9,156	1,422	4,667	26,480	155,055	40,157	195,212				
Sep	205	132	359,834	209,678	5,764	7,141	6,925	980	1,980	22,790	151,362	29,301	180,664				
Oct	1,016	1,132	379,403	516,737	3,876	6,375	6,883	936	1,580	19,649	95,812	23,734	119,546				
Nov	755	1,940	456,353	619,640	4,517	11,546	4,466	1,222	1,363	23,113	135,560	29,652	165,213				
Dec	9,658	7,876	3,802,829	4,579,959	60,627	72,055	85,791	13,718	33,870	266,061	1,447,530	385,747	1,833,278				
TOTAL																	

Table 11. 2023 Air Visitor Days by Month and MMA (continued)

2023	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
TOTAL	23,420	4,439	168,796	1,965	11,025	209,645	7,857	11,846	8,787	28,490	465,718	8,008,254				
Jan	6,795	1,639	133,133	2,372	3,519	147,458	5,563	7,855	6,083	19,490	261,864	6,751,891				
Feb	25,250	2,687	77,103	2,538	8,156	115,733	8,967	5,731	8,597	20,195	349,791	7,818,258				
Mar	12,033	3,085	97,188	3,504	6,375	122,185	4,991	7,005	16,299	28,296	422,396	7,013,493				
Apr	18,605	3,439	103,790	3,560	6,758	136,152	5,820	7,130	9,634	22,584	293,750	6,872,630				
May	19,079	4,114	101,530	3,980	8,119	136,822	4,113	5,774	10,971	20,858	373,303	8,050,041				
Jun	35,139	6,013	123,305	3,152	17,270	184,879	7,328	8,133	18,310	33,770	478,748	8,442,787				
Jul	43,978	3,888	101,744	2,338	10,884	162,832	3,836	7,254	13,653	24,744	329,125	6,648,025				
Aug	31,114	3,014	126,601	2,382	7,195	170,306	3,795	8,506	11,466	23,767	222,113	5,611,584				
Sep	15,736	2,110	103,667	2,444	8,829	132,786	3,852	8,663	8,756	21,271	270,049	6,111,348				
Oct	19,921	2,232	97,981	2,857	7,191	130,183	2,444	4,921	8,004	15,369	320,073	6,360,322				
Nov	36,393	3,764	127,561	6,106	5,226	179,049	13,311	13,556	15,562	42,429	367,854	7,985,490				
Dec	287,464	40,424	1,362,397	37,198	100,546	1,828,030	68,766	96,375	136,122	301,263	4,154,785	85,674,126				
<b>DOMESTIC</b>	9,500	1,983	7,837	778	1,289	21,387	7,614	11,560	8,146	27,321	207,815	6,526,860				
Jan	3,054	1,365	4,023	887	566	9,895	5,375	7,214	5,676	18,265	167,138	5,616,241				
Feb	8,059	1,885	4,249	1,085	1,124	16,403	5,709	5,218	7,171	18,099	172,491	6,448,766				
Mar	4,639	1,604	3,540	1,110	1,088	11,981	4,527	6,359	12,847	23,733	166,972	5,860,328				
Apr	10,487	2,067	5,035	1,237	1,217	20,043	5,750	6,632	9,192	21,574	179,676	6,045,556				
May	8,982	2,475	5,273	1,148	1,256	19,134	3,363	4,794	9,500	17,656	197,745	7,098,020				
Jun	10,140	2,877	5,369	1,002	1,335	20,724	6,668	7,525	16,229	30,422	251,381	7,311,227				
Jul	7,212	2,070	4,887	864	993	16,025	3,528	6,648	11,973	22,149	211,775	5,523,985				
Aug	4,914	1,439	4,955	734	1,442	13,485	3,707	8,022	10,789	22,519	177,372	4,642,286				
Sep	4,637	1,402	3,541	659	847	11,085	3,581	8,095	8,170	19,846	179,891	5,124,762				
Oct	7,042	1,648	3,910	529	1,392	14,522	2,384	4,181	7,549	14,114	147,485	5,033,333				
Nov	16,340	2,315	5,106	1,414	1,205	26,380	13,152	12,758	14,574	40,485	210,299	6,406,308				
Dec	95,006	23,130	57,724	11,447	13,755	201,063	65,358	89,007	121,817	276,182	2,270,040	71,637,671				
<b>INTERNATIONAL</b>	13,920	2,456	160,959	1,187	9,735	188,258	242	286	640	1,169	257,903	1,481,394				
Jan	3,741	274	129,109	1,485	2,953	137,563	178	640	407	1,225	94,726	1,135,651				
Feb	17,191	802	72,854	1,452	7,031	99,331	168	513	1,426	2,096	177,300	1,369,492				
Mar	7,394	1,481	93,649	2,394	5,287	110,204	464	646	3,453	4,563	255,424	1,153,166				
Apr	8,119	1,372	98,755	2,323	5,541	116,109	70	498	442	1,010	114,074	827,075				
May	10,097	1,639	96,256	2,832	6,863	117,688	750	981	1,471	3,202	175,558	952,022				
Jun	25,000	3,136	117,936	2,150	15,934	164,155	660	607	2,081	3,348	227,367	1,131,560				
Jul	36,766	1,818	96,857	1,474	9,892	146,807	308	607	1,680	2,595	117,350	1,124,040				
Aug	26,200	1,575	121,646	1,648	5,752	156,821	88	484	676	1,248	44,741	969,298				
Sep	11,099	708	100,126	1,785	7,982	121,700	271	568	586	1,425	90,158	986,586				
Oct	12,879	584	94,071	2,328	5,799	115,661	60	740	455	1,255	172,589	1,326,989				
Nov	20,052	1,449	122,455	4,692	4,021	152,669	158	798	988	1,944	157,556	1,579,183				
Dec	192,458	17,295	1,304,673	25,751	86,791	1,626,967	3,407	7,368	14,306	25,081	1,884,745	14,036,455				

**Table 12. Air Visitor Days by Month and MMA**  
**Percent change 2023 vs. 2022**

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>																
Jan	13.5	10.7	550.1	100.6	51.1	16.3	34.7	76.1	8.7	32.6	244.4	770.9	290.8			
Feb	3.0	9.9	799.6	52.1	25.8	20.2	16.1	14.2	-6.3	14.9	261.6	521.1	288.4			
Mar	1.1	4.5	512.9	16.4	30.6	22.7	26.9	88.2	6.3	26.2	59.9	347.1	81.0			
Apr	-10.8	-2.7	220.5	-7.0	19.7	9.0	-3.5	44.1	0.7	6.9	13.5	697.8	43.2			
May	-6.3	-3.0	308.7	-7.7	-1.5	-7.1	-9.6	-20.3	0.6	-6.1	26.2	342.5	50.2			
Jun	-4.4	-3.7	237.2	15.1	7.7	21.0	-1.6	-11.2	-14.5	0.6	5.1	357.8	27.5			
Jul	-7.1	-2.0	116.2	-0.4	-16.0	-17.7	-8.1	-22.5	5.0	-10.0	-12.4	20.5	-4.9			
Aug	-16.7	-16.4	106.2	-22.0	-21.7	18.7	-19.2	-17.2	-23.6	-15.1	-15.3	3.4	-11.1			
Sep	-18.1	-11.4	101.6	-16.7	-20.2	6.8	-23.9	-23.5	-10.2	-17.9	-2.5	10.5	0.0			
Oct	-13.0	-8.9	103.5	-16.7	-14.4	-43.5	-10.1	-10.0	-26.9	-21.0	-5.9	-19.8	-8.7			
Nov	-8.9	-6.4	113.5	5.5	-10.8	41.9	3.3	33.7	-12.3	2.6	-23.1	-21.7	-22.8			
Dec	-5.8	-8.3	85.0	-6.8	-3.2	0.3	4.9	-7.8	-3.5	-0.2	-12.6	-20.4	-14.2			
<b>TOTAL</b>	<b>-6.4</b>	<b>-2.9</b>	<b>153.1</b>	<b>10.2</b>	<b>-3.2</b>	<b>-1.7</b>	<b>-5.3</b>	<b>-7.9</b>	<b>-7.0</b>	<b>-4.8</b>	<b>10.3</b>	<b>54.5</b>	<b>17.6</b>			
<b>DOMESTIC</b>																
Jan	13.6	10.7	56.5	178.3	33.7	5.9	19.5	52.7	2.7	19.2	371.6	136.3	289.9			
Feb	3.0	9.9	-11.3	163.3	0.9	10.7	5.0	8.7	-11.9	1.9	206.4	49.8	135.9			
Mar	1.1	4.5	84.4	75.3	10.4	23.3	7.3	102.6	2.2	11.8	120.8	37.1	86.6			
Apr	-10.9	-2.7	-14.3	76.5	8.4	13.4	-9.0	34.1	-3.2	0.9	124.0	105.5	119.0			
May	-6.3	-3.0	37.1	-1.7	-11.9	-14.9	-13.7	-22.9	-6.4	-12.7	83.4	54.6	75.4			
Jun	-4.4	-3.7	52.8	-4.5	-10.6	-14.1	-4.2	-18.3	-7.8	-9.0	78.2	3.8	53.4			
Jul	-7.1	-2.0	21.3	1.9	-14.2	-20.7	-3.5	-24.8	-1.6	-10.4	35.6	50.0	39.3			
Aug	-16.6	-16.4	-17.9	-9.1	-22.2	-2.7	-16.2	-19.9	-18.0	-16.6	28.6	17.8	25.2			
Sep	-18.1	-11.5	17.4	-18.3	-26.5	-12.7	-24.5	-32.1	-24.8	-24.5	25.6	65.4	34.2			
Oct	-13.0	-8.9	52.5	-9.9	-22.1	-15.3	-6.9	-16.6	-21.6	-15.1	11.9	30.9	16.1			
Nov	-8.9	-6.4	20.4	-23.8	-21.7	-5.3	-10.2	16.7	-13.8	-11.9	-8.3	6.8	-4.8			
Dec	-5.8	-8.4	-8.6	-35.0	-11.3	-1.0	-0.5	-15.8	-4.6	-5.4	-10.6	-5.8	-9.5			
<b>TOTAL</b>	<b>-6.4</b>	<b>-3.0</b>	<b>17.9</b>	<b>8.1</b>	<b>-11.4</b>	<b>-7.0</b>	<b>-8.1</b>	<b>-13.2</b>	<b>-10.0</b>	<b>-9.5</b>	<b>53.8</b>	<b>42.1</b>	<b>50.6</b>			
<b>INTERNATIONAL</b>																
Jan	-30.9	60.8	613.9	93.5	518.8	58.2	532.2	2,089.2	1,143.2	296.0	221.0	4,495.5	291.0			
Feb	177.5	4.7	955.5	43.4	675.7	80.5	361.9	76.2	202.2	272.3	269.8	6,216.3	329.3			
Mar	-58.4	-47.1	545.5	11.6	728.0	20.8	772.1	13.6	70.4	250.7	55.3	828.1	80.4			
Apr	107.4	-23.7	234.7	-14.8	165.1	-3.9	34.3	175.8	38.9	51.4	5.5	1,431.2	35.9			
May	170.9	146.8	329.1	-10.4	147.7	16.4	14.6	12.4	89.0	41.8	21.3	514.1	47.3			
Jun	-74.6	-33.7	245.5	21.5	125.4	89.4	9.4	57.0	-43.0	41.7	-0.1	700.7	24.9			
Jul	-67.5	95.2	119.9	-1.4	-27.8	-5.3	-26.7	3.8	34.2	-8.2	-18.1	16.4	-10.3			
Aug	-81.5	-75.3	110.3	-28.7	-18.1	228.0	-38.7	21.2	-44.5	-3.8	-19.2	1.3	-14.8			
Sep	-68.0	207.1	103.6	-15.8	112.1	105.6	-20.1	222.5	594.6	47.3	-6.3	2.0	-4.7			
Oct	-82.5	-73.7	104.4	-19.6	62.1	-66.0	-27.5	115.4	-56.0	-41.7	-8.3	-27.5	-12.1			
Nov	26.4	157.3	115.4	12.9	94.6	240.9	203.3	300.1	2.6	148.6	-24.7	-25.4	-24.9			
Dec	-3.8	222.0	87.1	-1.5	70.3	1.4	75.8	73.6	9.2	24.7	-12.9	-22.4	-14.7			
<b>TOTAL</b>	<b>-32.4</b>	<b>26.2</b>	<b>157.9</b>	<b>10.6</b>	<b>84.1</b>	<b>11.6</b>	<b>14.2</b>	<b>65.1</b>	<b>15.8</b>	<b>26.6</b>	<b>5.7</b>	<b>57.3</b>	<b>13.5</b>			

Table 12. Air Visitor Days by Month and MMA (continued)  
Percent change 2023 vs. 2022

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHERASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL					
<b>TOTAL</b>	241.7	57.2	455.9	-45.7	710.6	365.6	41.6	37.8	65.8	46.5	99.3	28.7					
Jan	126.3	-24.0	575.4	31.9	312.9	435.8	37.3	74.4	12.3	39.6	42.2	17.0					
Feb	114.6	-40.8	162.4	15.2	429.3	134.1	51.1	20.1	58.9	43.6	81.7	10.9					
Mar	85.4	-5.6	101.5	50.3	100.7	92.4	13.5	40.3	60.6	44.8	94.3	-0.8					
Apr	81.5	35.3	15.4	9.6	140.4	25.2	28.2	38.9	11.4	23.3	20.6	0.0					
May	70.6	-2.5	11.2	-9.6	175.9	20.0	15.2	28.7	65.3	42.0	28.9	1.2					
Jun	269.2	8.0	5.4	30.5	133.6	30.3	39.6	-0.6	68.5	39.0	0.4	-2.1					
Jul	289.6	1.7	-15.7	-20.2	72.6	12.3	-29.6	33.6	52.1	24.6	-7.6	-11.3					
Aug	264.9	-8.8	30.6	-6.4	99.9	48.2	-24.7	19.5	23.6	10.9	-5.4	-9.8					
Sep	192.7	-30.6	-7.9	-27.2	109.7	3.3	0.9	21.9	-7.7	4.2	-3.0	-8.3					
Oct	129.8	-17.0	8.1	-42.3	88.9	17.6	-39.5	-9.0	18.5	-5.1	0.0	-3.0					
Nov	57.4	-26.3	5.7	-7.1	-37.8	9.3	-2.3	24.9	36.7	18.3	9.0	-3.0					
Dec	147.7	-6.2	40.9	-7.9	116.7	50.7	8.8	25.9	38.5	26.5	23.5	1.1					
<b>DOMESTIC</b>																	
Jan	43.4	-27.7	112.5	-42.6	17.8	37.9	39.2	35.3	55.3	41.8	26.9	14.6					
Feb	10.7	-35.5	38.1	-46.4	-8.9	-1.7	34.7	60.7	5.4	31.7	15.0	6.9					
Mar	-27.2	-57.6	1.9	-43.0	-11.9	-28.3	49.2	12.7	34.8	31.4	11.9	3.4					
Apr	-19.3	-48.2	-24.1	-43.7	-40.7	-30.8	4.1	30.7	28.2	23.4	-7.6	-7.5					
May	10.7	-8.1	-13.1	-53.6	-46.5	-10.7	27.3	31.7	7.5	19.2	-5.7	-5.0					
Jun	-2.4	-31.6	-42.5	-62.8	-35.4	-29.2	-1.3	10.6	45.5	23.7	-5.3	-4.1					
Jul	32.0	-32.1	-18.3	-20.6	-34.8	-4.9	30.4	-6.6	56.9	29.4	-7.2	-5.2					
Aug	-6.5	-23.6	-16.1	-16.0	-43.8	-15.8	-34.6	41.7	37.9	18.0	-9.1	-16.0					
Sep	-27.3	-34.5	1.2	-43.6	-14.1	-19.9	-24.9	15.0	18.8	7.3	-19.3	-16.0					
Oct	38.7	-32.2	-1.9	-60.7	-25.2	-6.3	-5.0	18.2	-10.6	0.4	-12.8	-11.5					
Nov	1.7	-28.4	-9.7	-35.5	58.8	-4.8	-39.8	-18.9	23.3	-7.4	-9.9	-8.5					
Dec	-3.6	-24.5	-11.2	-31.2	-27.7	-10.5	-2.7	25.9	35.5	17.7	3.0	-6.9					
<b>TOTAL</b>	0.8	-33.6	-6.0	-44.9	-24.5	-12.4	5.0	20.7	28.0	19.5	-3.1	-4.8					
<b>INTERNATIONAL</b>																	
Jan	5,952.2	2,970.2	503.3	-47.6	3,571.8	537.7	214.9	483.7	1,064.3	545.8	268.7	181.1					
Feb	1,429.0	585.7	668.6	931.3	1,178.4	687.9	222.9	3,901.8	1,257.8	1,113.1	144.2	119.4					
Mar	2,369.9	791.4	189.0	385.7	2,563.3	274.0	181.3	256.1	1,466.9	620.3	361.8	69.1					
Apr	894.2	746.5	115.0	565.0	294.0	138.6	866.7	412.7	2,564.1	1,402.8	595.6	56.9					
May	945.2	370.6	17.4	299.2	932.8	34.5	191.7	398.3	342.1	351.1	115.6	61.2					
Jun	410.4	173.2	17.2	115.4	587.0	35.3	354.5	545.1	1,262.4	653.4	117.4	73.1					
Jul	1,260.4	136.1	6.8	86.4	198.1	36.7	388.9	401.8	301.4	332.3	10.6	23.7					
Aug	929.1	62.9	-15.7	-22.4	117.8	16.5	492.3	-18.0	471.4	138.9	-4.8	21.3					
Sep	1,379.7	41.8	32.1	32.6	199.7	59.9	-18.5	236.1	245.0	178.6	198.2	39.2					
Oct	445.7	-27.2	-8.1	6.2	159.4	4.3	465.5	119.3	71.8	119.9	25.0	13.1					
Nov	638.9	51.8	9.0	-43.6	97.9	21.2	-25.0	196.0	-27.8	30.7	10.5	25.8					
Dec	225.2	-29.1	6.6	3.8	-40.3	13.6	58.4	10.8	56.8	34.1	18.3	16.5					
<b>TOTAL</b>	783.1	110.1	44.0	31.4	207.8	65.4	259.4	161.2	358.1	263.9	84.3	48.2					



Table 13. 2023 Air Visitor Arrivals by Month and MMA

2023	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL	383,027	213,249	22,995	59,242	2,247	962	2,086	397	683	6,374	18,689	4,200	22,890				
Jan	379,163	203,071	28,997	57,763	1,972	1,155	2,517	361	675	6,680	10,025	1,987	12,012				
Feb	463,929	245,271	38,810	67,744	2,663	923	2,684	395	755	7,420	11,163	2,498	13,661				
Mar	465,273	186,686	30,399	40,964	3,931	1,418	3,158	530	1,197	10,233	15,510	4,633	20,144				
Apr	431,944	217,893	37,030	24,241	3,540	1,421	3,258	481	1,101	9,802	16,347	4,486	20,833				
May	487,490	247,303	46,592	20,443	2,515	1,038	2,258	615	992	7,417	16,722	5,057	21,790				
Jun	499,561	249,489	50,310	27,790	3,885	2,540	4,373	1,028	2,999	14,824	15,587	5,936	21,524				
Jul	392,704	183,226	77,090	23,382	4,295	2,843	4,892	3,270	1,181	16,481	14,512	4,925	19,438				
Aug	329,347	153,737	64,580	18,647	3,749	1,407	4,557	889	1,393	11,995	19,308	5,457	24,765				
Sep	362,239	164,925	58,605	26,374	3,160	1,733	4,111	736	1,436	11,176	19,993	4,311	24,304				
Oct	380,613	152,721	63,416	50,252	1,809	1,205	2,707	509	831	7,061	12,144	3,238	15,383				
Nov	424,808	209,574	70,348	57,885	2,292	1,581	2,395	613	896	7,777	15,886	3,509	19,395				
Dec	5,000,099	2,427,144	589,172	474,727	36,058	18,225	38,996	9,823	14,139	117,241	185,887	50,241	236,127				
TOTAL	382,889	213,174	540	6,139	1,794	569	1,784	331	576	5,053	5,350	1,150	6,501				
DOMESTIC	378,963	202,941	467	7,365	1,508	753	2,155	318	583	5,317	1,695	495	2,190				
Jan	463,782	245,203	764	8,552	2,031	632	2,148	336	648	5,795	1,543	566	2,109				
Feb	465,062	186,551	469	7,561	3,200	871	2,537	439	999	8,045	2,876	874	3,751				
Mar	431,863	217,873	729	8,393	3,003	876	2,672	422	940	7,914	2,561	665	3,226				
Apr	487,419	247,277	816	3,734	1,904	488	1,704	503	762	5,360	2,539	703	3,243				
May	499,483	249,473	858	8,180	3,342	1,702	3,564	877	2,227	11,711	3,725	1,221	4,947				
Jun	392,641	183,207	1,017	9,718	3,638	2,181	4,295	2,956	974	14,044	2,600	931	3,532				
Jul	329,291	153,558	864	6,193	3,233	974	3,903	764	1,115	9,989	3,905	1,328	5,233				
Aug	362,200	164,905	716	8,297	2,718	1,141	3,409	638	1,250	9,156	4,048	1,145	5,193				
Sep	380,436	152,548	617	7,409	1,410	612	2,166	402	727	5,317	2,089	615	2,705				
Oct	424,654	209,280	713	6,342	1,750	679	1,947	519	798	5,693	2,465	611	3,076				
Nov	4,998,684	2,425,989	8,570	87,883	29,531	11,477	32,284	8,504	11,599	93,395	35,397	10,308	45,704				
Dec	138	75	22,455	53,103	453	393	302	66	107	1,321	13,339	3,050	16,389				
INTERNATIONAL	200	130	28,530	50,398	464	402	362	43	92	1,363	8,330	1,492	9,822				
Jan	147	68	38,046	59,192	632	291	536	59	107	1,625	9,620	1,932	11,552				
Feb	211	135	29,930	33,403	731	547	621	91	198	2,188	12,634	3,759	16,393				
Mar	81	20	36,301	15,848	537	545	586	59	161	1,888	13,786	3,821	17,607				
Apr	71	26	45,776	16,709	611	550	554	112	230	2,057	14,183	4,354	18,537				
May	78	16	49,452	19,610	543	838	809	151	772	3,113	11,862	4,715	16,577				
Jun	63	19	76,073	13,664	657	662	597	314	207	2,437	11,912	3,994	15,906				
Jul	56	179	63,716	12,454	516	433	654	125	278	2,006	15,403	4,129	19,532				
Aug	39	20	57,889	18,077	442	592	702	98	186	2,020	15,945	3,166	19,111				
Sep	177	173	62,799	42,843	399	593	541	107	104	1,744	10,055	2,623	12,678				
Oct	154	294	69,635	51,543	542	902	448	94	98	2,084	13,421	2,898	16,319				
Nov	1,415	1,155	580,602	386,844	6,527	6,748	6,712	1,319	2,540	23,846	150,490	39,933	190,423				
Dec	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL	TOTAL				

Table 13. 2023 Air Visitor Arrivals by Month and MMA (continued)

2023	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
TOTAL	2,413	449	18,015	386	1,129	22,392	581	853	798	2,232	43,412	775,813				
Jan	938	207	14,750	251	397	16,543	598	740	709	2,047	27,489	733,764				
Feb	2,021	322	9,005	304	718	12,370	559	489	977	2,025	41,508	892,737				
Mar	1,994	335	12,013	389	716	15,447	416	556	1,678	2,650	35,133	806,931				
Apr	2,864	358	12,936	525	678	17,362	517	659	1,085	2,261	29,127	790,494				
May	2,845	400	12,731	499	1,023	17,497	329	440	1,126	1,895	35,927	886,344				
Jun	3,898	616	14,150	338	1,350	20,352	561	814	1,841	3,216	43,139	930,204				
Jul	4,601	361	11,388	285	805	17,441	385	744	1,426	2,555	34,257	766,573				
Aug	3,405	292	15,466	288	740	20,191	348	743	1,215	2,305	22,577	648,145				
Sep	1,935	290	13,209	285	1,053	16,772	359	815	1,082	2,256	33,739	700,390				
Oct	2,465	263	12,601	348	795	16,471	272	500	929	1,701	33,724	721,342				
Nov	4,587	454	15,442	646	641	21,770	496	847	1,634	2,977	32,724	847,257				
Dec	33,966	4,346	161,706	4,545	10,045	214,609	5,420	8,200	14,501	28,121	412,755	9,499,995				
<b>DOMESTIC</b>																
Jan	1,153	212	834	112	160	2,471	543	801	689	2,033	18,001	636,801				
Feb	415	143	544	116	93	1,311	574	686	662	1,922	16,993	617,468				
Mar	1,179	214	503	145	158	2,199	538	418	830	1,786	19,171	749,360				
Apr	629	195	454	137	117	1,532	387	480	1,331	2,198	17,941	693,112				
May	1,487	235	719	179	171	2,792	503	594	1,012	2,109	19,970	694,870				
Jun	1,119	251	682	145	153	2,349	304	362	918	1,584	20,111	771,893				
Jul	1,100	342	604	111	171	2,328	531	731	1,637	2,899	25,215	805,093				
Aug	975	217	628	96	134	2,051	363	674	1,186	2,223	20,759	629,191				
Sep	704	151	527	82	146	1,610	337	677	1,136	2,149	18,209	527,097				
Oct	622	172	501	90	132	1,517	334	744	1,018	2,096	19,098	573,178				
Nov	1,034	178	508	67	167	1,953	242	426	838	1,506	15,948	568,439				
Dec	2,092	247	667	163	136	3,305	478	714	1,504	2,696	19,898	675,656				
TOTAL	12,509	2,556	7,171	1,444	1,738	25,419	5,133	7,307	12,762	25,202	231,313	7,942,159				
<b>INTERNATIONAL</b>																
Jan	1,260	237	17,181	274	969	19,921	38	52	109	199	25,411	139,012				
Feb	523	64	14,206	135	304	15,232	24	54	47	125	10,496	116,296				
Mar	842	108	8,502	159	560	10,171	21	71	147	239	22,337	143,377				
Apr	1,365	140	11,559	252	599	13,915	29	76	347	452	17,192	113,819				
May	1,377	123	12,217	346	507	14,570	14	65	73	152	9,157	95,624				
Jun	1,726	149	12,049	354	870	15,148	25	78	208	311	15,816	114,451				
Jul	2,798	274	13,546	227	1,179	18,024	30	83	204	317	17,924	125,111				
Aug	3,626	144	10,760	189	671	15,390	22	70	240	332	13,498	137,382				
Sep	2,701	141	14,939	206	594	18,581	11	66	79	156	4,368	121,048				
Oct	1,313	118	12,708	195	921	15,255	25	71	64	160	14,641	127,212				
Nov	1,431	85	12,093	281	628	14,518	30	74	91	195	17,776	152,903				
Dec	2,495	207	14,775	483	505	18,465	18	133	130	281	12,826	171,601				
TOTAL	21,457	1,790	154,535	3,101	8,307	189,190	287	893	1,739	2,919	181,442	1,557,836				

Table 14. Air Visitor Arrivals by Month and MMA  
Percent change 2023 vs. 2022

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>																
Jan	17.3	15.9	1,447.7	149.6	89.0	41.6	63.0	51.2	29.5	61.9	326.3	1,510.0	392.8			
Feb	2.5	10.6	2,206.7	95.7	31.2	43.7	32.8	39.0	10.7	31.7	328.0	578.8	355.9			
Mar	1.9	4.8	1,096.7	21.4	33.5	33.2	31.7	64.7	25.8	33.3	71.4	412.6	95.2			
Apr	-9.6	-1.2	344.6	-6.7	23.4	26.3	12.4	45.2	1.1	18.1	22.6	637.4	51.7			
May	-4.8	-1.9	450.0	-6.1	-3.4	10.0	-9.2	-6.4	7.9	-2.8	36.0	419.6	61.8			
Jun	-2.1	-0.9	351.7	25.7	8.7	10.8	-6.6	0.9	6.1	2.8	11.7	476.6	37.4			
Jul	-5.4	0.2	165.8	4.1	-12.6	-10.6	-3.0	-10.2	15.6	-4.5	-3.4	18.1	1.7			
Aug	-15.9	-15.7	147.5	-18.4	-14.6	2.8	-10.4	-9.5	-13.9	-9.7	-5.8	5.5	-3.2			
Sep	-16.7	-10.1	136.3	-15.8	-12.9	-2.9	-13.8	-7.8	-8.1	-11.3	0.2	13.9	2.9			
Oct	-11.8	-6.8	142.5	-21.4	-18.5	-3.8	-1.7	-6.0	-7.8	-8.4	4.1	-10.7	1.1			
Nov	-7.3	-7.1	144.2	7.4	-11.7	24.3	14.5	51.7	-0.6	7.7	-16.5	-10.1	-15.3			
Dec	-5.0	-8.2	100.2	-5.6	-3.1	27.6	3.9	-1.1	-3.6	4.3	-12.9	-22.4	-14.8			
<b>TOTAL</b>	-5.3	-1.7	206.0	14.6	0.4	9.8	2.3	1.2	3.4	2.8	19.4	62.8	26.6			
<b>DOMESTIC</b>																
Jan	17.3	15.9	107.9	225.7	58.5	29.0	48.2	29.0	12.4	42.5	392.1	418.4	396.5			
Feb	2.5	10.5	65.0	214.8	3.9	19.7	21.1	31.0	-1.7	13.2	256.6	81.5	192.8			
Mar	2.0	4.8	106.5	81.3	9.6	19.3	11.2	72.5	13.4	14.0	121.9	88.5	111.8			
Apr	-9.6	-1.2	10.3	93.0	10.0	21.1	-1.1	32.2	-3.9	6.3	122.2	169.6	131.7			
May	-4.9	-1.9	48.3	3.2	-9.9	-7.3	-13.8	-5.8	0.1	-9.7	79.7	72.6	78.2			
Jun	-2.1	-0.9	77.3	-1.3	-7.6	-13.7	-10.4	-7.5	-2.8	-8.4	76.4	82.2	77.7			
Jul	-5.4	0.2	43.8	8.2	-14.8	-22.4	-2.0	-17.9	5.6	-9.4	38.6	65.3	44.3			
Aug	-15.9	-15.7	8.5	-6.7	-20.0	-7.2	-11.2	-12.8	-18.5	-13.9	27.1	16.1	24.0			
Sep	-16.6	-10.2	31.4	-12.3	-18.1	-17.8	-18.1	-16.5	-20.5	-18.2	25.8	62.6	33.5			
Oct	-11.8	-6.8	57.9	-7.3	-21.2	-16.9	-6.4	-11.2	-9.9	-13.4	18.7	29.0	20.8			
Nov	-7.3	-7.1	16.3	-21.7	-21.7	2.8	-0.6	29.8	-6.9	-6.2	-5.4	31.6	1.0			
Dec	-5.0	-8.3	-3.6	-32.8	-13.7	-0.4	-5.1	-9.8	-7.6	-8.2	-9.9	6.3	-7.1			
<b>TOTAL</b>	-5.2	-1.7	38.1	13.2	-8.9	-6.0	-3.9	-5.5	-4.8	-6.0	56.5	66.8	58.7			
<b>INTERNATIONAL</b>																
Jan	86.5	102.7	1,731.6	143.1	694.7	65.1	297.4	1,000.0	613.3	237.0	304.6	7,720.5	391.3			
Feb	212.5	154.9	2,829.2	85.4	792.3	129.7	212.1	152.9	441.2	261.5	346.2	7,360.0	420.5			
Mar	-24.2	-30.6	1,224.3	15.9	348.2	78.5	410.5	31.1	269.0	236.4	65.4	933.2	92.4			
Apr	34.4	70.9	366.8	-16.5	163.9	35.7	153.5	175.8	36.6	98.4	11.2	1,136.5	40.5			
May	145.5	150.0	481.7	-10.3	61.3	57.5	19.8	-10.6	96.3	43.5	30.2	699.4	59.1			
Jun	-65.0	-45.8	364.5	33.9	139.6	48.2	7.4	69.7	52.3	51.4	4.8	786.8	32.2			
Jul	-68.7	77.8	169.8	2.5	4.6	29.5	-7.2	96.1	59.5	19.8	-11.8	10.0	-6.6			
Aug	-77.0	-67.8	151.8	-25.1	34.9	58.8	-4.9	41.4	17.6	26.3	-10.8	3.3	-7.7			
Sep	-67.6	397.2	138.9	-17.5	45.8	64.0	25.5	155.1	148.2	54.3	-4.8	3.8	-3.1			
Oct	-76.2	-69.7	144.1	-26.5	3.0	38.0	30.2	50.8	9.4	23.8	0.9	-19.6	-3.2			
Nov	48.7	203.5	146.9	14.7	60.2	58.6	194.0	311.5	89.1	96.4	-18.5	-16.3	-18.1			
Dec	-8.3	151.3	102.4	-0.7	60.8	61.9	76.4	113.6	50.8	65.8	-13.4	-26.6	-16.1			
<b>TOTAL</b>	-24.4	73.7	211.6	14.9	87.0	53.9	47.7	84.2	69.2	62.9	13.1	61.9	20.7			

Table 14. Air Visitor Arrivals by Month and MMA (continued)  
Percent change 2023 vs. 2022

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
<b>TOTAL</b>																
Jan	188.9	126.5	829.4	146.3	745.1	586.4	31.8	113.4	53.9	64.2	138.2	36.8				
Feb	142.9	1.1	1,049.0	56.3	680.3	680.3	54.2	91.4	28.7	54.2	55.5	19.7				
Mar	22.6	-10.0	343.8	29.5	253.6	176.5	50.7	36.8	69.5	55.2	85.7	13.2				
Apr	191.0	17.8	111.3	77.7	226.6	117.8	18.8	11.5	48.7	34.0	46.3	-0.3				
May	129.0	31.4	10.6	33.1	129.0	24.8	33.5	21.8	22.9	24.8	10.3	2.2				
Jun	128.8	15.5	18.6	31.6	249.4	34.7	9.6	32.9	79.7	50.6	21.2	5.4				
Jul	254.3	32.8	8.7	24.4	206.9	33.1	17.1	16.8	57.8	37.3	3.8	1.3				
Aug	264.1	-12.5	-5.8	1.8	66.5	20.1	-20.0	86.0	51.2	40.1	10.7	-7.6				
Sep	288.9	-1.3	24.4	15.3	76.7	41.4	-21.1	24.4	30.5	17.1	-0.5	-6.4				
Oct	193.2	-12.0	-8.1	-1.2	136.8	4.2	-2.5	31.1	9.1	13.9	22.1	-3.7				
Nov	138.0	-11.6	6.2	-0.1	83.4	17.8	2.3	25.6	27.0	21.9	8.1	0.3				
Dec	64.6	-15.9	5.0	-10.9	-9.9	11.8	11.7	37.3	43.2	35.2	-4.3	-1.3				
<b>TOTAL</b>	146.6	8.6	44.6	22.5	141.4	56.1	14.9	40.3	42.3	35.5	26.4	4.0				
<b>DOMESTIC</b>																
Jan	46.1	16.3	144.4	-16.7	53.1	59.2	25.2	103.9	35.7	52.4	34.1	19.3				
Feb	17.2	-27.3	84.6	-24.8	48.1	23.3	50.0	79.2	21.2	46.5	16.9	6.8				
Mar	-24.5	-37.1	16.7	-31.5	-0.9	-18.7	47.9	22.4	47.6	40.9	13.1	3.9				
Apr	6.9	-24.8	3.9	-21.2	-25.9	-5.2	13.1	0.5	19.9	13.9	-8.9	-6.4				
May	30.1	-6.2	4.4	-39.8	-22.9	7.3	31.9	14.0	18.0	19.8	0.0	-3.4				
Jun	4.0	-18.1	-3.7	-44.9	-15.8	-7.3	5.1	16.0	50.8	30.9	-1.6	-1.5				
Jul	28.0	-10.9	-12.3	-25.4	-2.2	3.2	13.0	8.3	43.7	26.9	-7.0	-3.4				
Aug	14.8	-32.1	-29.7	-12.7	-32.3	-13.5	-22.4	85.7	31.6	28.3	-8.0	-15.1				
Sep	3.0	-35.9	-0.5	-40.2	-16.3	-8.5	-21.4	18.1	23.8	12.0	-11.8	-14.2				
Oct	43.3	-30.8	4.9	-32.0	-7.6	5.7	-7.3	27.3	6.0	10.0	-8.1	-9.9				
Nov	31.4	-19.3	8.5	-36.3	17.9	13.4	-6.1	14.2	25.3	15.9	-4.2	-7.2				
Dec	1.2	-23.3	10.2	-50.9	-33.3	-6.4	10.1	25.5	39.5	29.5	3.2	-6.2				
<b>TOTAL</b>	11.8	-21.7	9.3	-34.4	-9.7	1.1	11.3	31.3	29.5	25.8	-0.3	-3.5				
<b>INTERNATIONAL</b>																
Jan	2,639.1	1,381.3	975.8	1,145.5	3,241.4	1,065.0	442.9	642.9	890.9	696.0	429.7	315.6				
Feb	1,534.4	700.0	1,336.4	2,150.0	1,281.8	1,341.1	380.0	1,250.0	840.0	792.9	234.8	234.8				
Mar	867.8	500.0	432.0	591.3	1,172.7	474.6	200.0	343.8	950.0	545.9	313.3	111.0				
Apr	1,307.2	460.0	120.2	460.0	882.0	154.1	262.5	261.9	1,827.8	861.7	298.0	64.3				
May	1,175.0	459.1	10.9	256.7	585.1	28.8	133.3	225.0	192.0	198.0	42.5	76.7				
Jun	927.4	272.5	20.2	205.2	683.8	44.8	127.3	310.5	1,055.6	547.9	71.6	98.4				
Jul	1,061.0	242.5	9.9	84.6	344.9	38.3	233.3	277.3	655.6	446.6	24.1	46.2				
Aug	775.8	54.8	-3.9	11.2	135.4	26.6	69.2	89.2	471.4	260.9	61.0	55.1				
Sep	1,306.8	135.0	25.5	82.3	143.4	48.5	-8.3	175.0	464.3	212.0	112.3	55.1				
Oct	481.0	45.7	-8.6	25.0	205.0	4.0	212.5	91.9	106.5	110.5	113.6	39.0				
Nov	474.7	10.4	6.1	15.6	115.1	18.4	275.0	196.0	44.4	103.1	22.2	43.9				
Dec	247.5	-5.0	4.7	22.9	-0.4	15.8	80.0	177.1	106.3	132.2	-14.1	24.1				
<b>TOTAL</b>	732.3	142.5	46.8	105.8	271.5	68.4	176.0	218.9	425.4	308.3	91.9	72.0				

**Table 15. U.S. West MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	5,000,099	5,277,349	-5.3	4,998,684	5,275,477	-5.2	1,415	1,872	-24.4
VISITOR DAYS	42,564,352	45,472,465	-6.4	42,554,694	45,458,174	-6.4	9,658	14,291	-32.4
AVERAGE DAILY CENSUS	116,615	124,582	-6.4	116,588	124,543	-6.4	26	39	-32.4
<b>ISLANDS VISITED</b>									
O'ahu	2,447,883	2,426,014	0.9	2,446,542	2,424,331	0.9	1,341	1,683	-20.3
O'ahu only	2,083,222	2,054,597	1.4	2,082,056	2,053,265	1.4	1,166	1,333	-12.5
O'ahu one day or less	87,497	76,027	15.1	87,440	75,950	15.1	56	77	-26.4
Kaua'i	810,602	810,540	0.0	810,527	810,367	0.0	75	173	-56.3
Kaua'i only	616,762	629,349	-2.0	616,754	629,315	-2.0	8	34	-75.7
Kaua'i one day or less	28,679	22,552	27.2	28,656	22,552	27.1	22	0	NA
Maui County	1,372,048	1,682,959	-18.5	1,371,902	1,682,639	-18.5	146	320	-54.2
Maui	1,354,275	1,655,700	-18.2	1,354,128	1,655,380	-18.2	146	320	-54.2
Maui only	1,102,994	1,367,288	-19.3	1,102,961	1,367,132	-19.3	33	155	-79.0
Maui one day or less	38,363	36,139	6.2	38,305	36,021	6.3	58	119	-51.1
Moloka'i *	13,156	22,077	-40.4	13,156	22,077	-40.4	0	0	NA
Moloka'i only*	3,738	5,721	-34.7	3,738	5,721	-34.7	0	0	NA
Moloka'i one day or less*	4,146	6,931	-40.2	4,146	6,931	-40.2	0	0	NA
Lāna'i *	20,760	31,446	-34.0	20,754	31,440	-34.0	5	5	0.7
Lāna'i only*	5,712	8,887	-35.7	5,712	8,887	-35.7	0	0	NA
Lāna'i one day or less*	9,320	12,854	-27.5	9,315	12,848	-27.5	5	5	0.7
Hawai'i Island	933,650	922,666	1.2	933,532	922,567	1.2	118	99	18.9
Kona side	834,782	821,226	1.7	834,700	821,146	1.7	82	80	2.5
Hilo side	255,823	246,287	3.9	255,755	246,209	3.9	67	78	-13.5
Hawai'i Island only	709,800	704,323	0.8	709,773	704,323	0.8	27	0	NA
Hawai'i Island one day or less	25,518	24,923	2.4	25,509	24,904	2.4	9	20	-55.0
Any Neighbor Island	2,916,876	3,222,752	-9.5	2,916,628	3,222,213	-9.5	249	539	-53.9
NI only	2,552,216	2,851,335	-10.5	2,552,141	2,851,146	-10.5	74	189	-60.7
O'ahu & NI	364,661	371,417	-1.8	364,486	371,067	-1.8	175	350	-50.2
Any one island only	4,522,228	4,770,164	-5.2	4,520,994	4,768,642	-5.2	1,234	1,522	-18.9
Multiple Islands	477,871	507,185	-5.8	477,690	506,835	-5.8	181	350	-48.3
Avg. Islands Visited	1.12	1.11	0.4	1.12	1.11	0.4	1.19	1.22	-2.2
Average Length of Stay in Hawai'i	8.51	8.62	-1.2	8.51	8.62	-1.2	6.83	7.63	-10.6
O'ahu	7.05	7.17	-1.8	7.05	7.17	-1.8	5.73	6.43	-11.0
Maui	8.08	8.07	0.0	8.08	8.07	0.0	5.37	5.26	2.1
Moloka'i	7.03	6.88	2.2	7.03	6.88	2.2	0.00	0.00	NA
Lāna'i	4.27	4.34	-1.6	4.27	4.34	-1.6	1.00	1.00	0.0
Kaua'i	7.96	8.10	-1.7	7.96	8.10	-1.7	4.43	7.29	-39.2
Hawai'i Island	8.30	8.51	-2.5	8.30	8.51	-2.5	7.26	5.21	39.4
Hilo	5.02	5.32	-5.6	5.02	5.32	-5.6	3.86	2.64	46.2
Kona	7.74	7.96	-2.8	7.74	7.96	-2.8	7.28	3.89	87.0
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	2,586,180	2,710,181	-4.6	2,585,196	2,708,741	-4.6	984	1,440	-31.6
Hotel only	2,291,673	2,396,652	-4.4	2,290,797	2,395,422	-4.4	876	1,230	-28.8
Plan to stay in Condo	833,214	980,001	-15.0	833,070	979,790	-15.0	143	211	-32.0
Condo only	703,525	826,615	-14.9	703,412	826,488	-14.9	113	127	-11.3
Plan to stay in Timeshare	477,558	512,786	-6.9	477,462	512,699	-6.9	96	87	10.2
Timeshare only	396,382	424,684	-6.7	396,319	424,605	-6.7	63	79	-20.7
Cruise Ship	32,502	13,255	145.2	32,497	13,228	145.7	5	27	-80.6
Friends/Relatives	636,030	611,933	3.9	635,903	611,826	3.9	128	107	19.1
Bed & Breakfast	44,671	50,050	-10.7	44,653	50,050	-10.8	18	0	NA
Rental House	602,660	648,321	-7.0	602,544	648,195	-7.0	116	126	-8.4
Hostel	26,433	25,526	3.6	26,420	25,491	3.6	13	35	-62.4

**Table 15. U.S. West MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	%CHANGE	2023	2022	%CHANGE	2023	2022	%CHANGE
Camp Site, Beach	28,364	30,548	-7.1	28,363	30,512	-7.0	1	36	-96.8
Private Room in Private Home**	49,103	50,874	-3.5	49,061	50,842	-3.5	42	32	29.6
Shared Room/Space in Private Home**	16,774	16,157	3.8	16,774	16,157	3.8	0	0	NA
Other Accommodations	103,108	97,307	6.0	103,092	97,297	6.0	16	10	68.6
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	4,175,148	4,521,560	-7.7	4,174,051	4,520,348	-7.7	1,096	1,213	-9.6
Honeymoon/Get Married	131,695	156,255	-15.7	131,653	156,190	-15.7	43	64	-33.8
Honeymoon	105,454	126,627	-16.7	105,431	126,593	-16.7	23	34	-32.1
Get Married	31,515	36,310	-13.2	31,495	36,279	-13.2	20	30	-35.8
Pleasure/Vacation	4,068,178	4,395,400	-7.4	4,067,110	4,394,244	-7.4	1,068	1,156	-7.6
Mtgs/Conventions/Incentive	149,411	135,008	10.7	149,348	134,866	10.7	63	142	-55.6
Conventions	93,707	76,534	22.4	93,674	76,524	22.4	34	9	259.6
Corporate Meetings	37,661	36,841	2.2	37,644	36,825	2.2	17	16	4.8
Incentive	22,539	25,726	-12.4	22,512	25,610	-12.1	27	117	-76.6
Other Business	150,030	136,098	10.2	150,026	136,045	10.3	4	53	-93.2
Visit Friends/Rel.	589,585	574,282	2.7	589,450	574,078	2.7	135	204	-33.8
Govt/Military	44,416	38,110	16.5	44,401	38,072	16.6	15	39	-60.1
Attend School	10,031	9,654	3.9	10,031	9,654	3.9	0	0	NA
Sport Events	41,490	33,983	22.1	41,470	33,981	22.0	20	2	847.7
Other	169,544	147,888	14.6	169,339	147,558	14.8	204	330	-38.1
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	19.3	20.7	-1.4	19.3	20.7	-1.4	21.6	24.6	-3.1
% Repeaters ***	80.7	79.3	1.4	80.7	79.3	1.4	78.4	75.4	3.1
Average # of Trips	6.84	6.54	4.7	6.85	6.54	4.7	6.41	6.76	-5.1
Group Tour	78,455	73,688	6.5	78,430	73,586	6.6	26	102	-74.6
Non-Group	4,921,643	5,203,662	-5.4	4,920,254	5,201,892	-5.4	1,389	1,770	-21.5
Package Trip	624,923	694,071	-10.0	624,758	693,884	-10.0	165	187	-11.8
No Package	4,375,175	4,583,278	-4.5	4,373,925	4,581,593	-4.5	1,250	1,685	-25.8
Net True Independent	4,330,416	4,542,501	-4.7	4,329,187	4,540,834	-4.7	1,229	1,667	-26.3
Ave. Age	46	45	0.9	46	45	0.9	45	44	0.0
Ave. Party Size	2.27	2.29	-0.8	2.27	2.29	-0.8	2.39	2.08	14.7

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 16. 2023 Domestic U.S. West MMA Air Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC COAST</b>	<b>292,480</b>	<b>296,431</b>	<b>340,678</b>	<b>381,589</b>	<b>328,789</b>	<b>387,424</b>	<b>409,851</b>	<b>328,625</b>	<b>260,800</b>	<b>275,224</b>	<b>304,404</b>	<b>339,238</b>	<b>3,945,533</b>
Alaska	16,770	14,254	12,814	6,578	6,203	4,235	3,812	3,955	4,035	7,684	9,637	12,526	102,504
California	190,404	190,215	237,449	280,902	249,008	315,766	337,581	250,850	200,419	198,568	216,777	233,718	2,901,458
Oregon	27,840	24,943	32,077	22,723	23,298	22,161	20,986	22,132	17,100	21,150	23,597	25,492	283,499
Washington	57,466	67,019	58,336	71,386	50,280	45,282	47,472	51,888	39,245	47,822	54,393	67,502	658,072
<b>MOUNTAIN</b>	<b>90,409</b>	<b>82,532</b>	<b>123,104</b>	<b>83,473</b>	<b>103,074</b>	<b>99,995</b>	<b>89,632</b>	<b>64,016</b>	<b>68,492</b>	<b>86,976</b>	<b>76,031</b>	<b>85,416</b>	<b>1,053,150</b>
Arizona	18,164	16,846	27,484	19,074	29,484	28,870	26,449	16,981	20,939	25,488	16,884	18,917	265,581
Colorado	19,538	19,158	31,051	17,457	22,644	22,648	20,205	13,352	13,436	18,191	17,210	20,040	234,931
Idaho	9,614	8,762	11,979	6,343	7,085	6,858	5,175	4,728	4,954	6,445	7,832	7,644	87,418
Montana	4,737	4,319	6,342	2,900	2,457	2,348	1,597	1,628	1,397	2,390	2,669	3,290	36,075
Nevada	12,164	11,107	18,308	13,811	16,051	16,926	16,783	11,170	12,234	12,422	12,104	13,587	166,668
New Mexico	3,137	2,803	4,655	3,015	4,743	4,362	4,377	2,776	3,295	2,808	2,941	3,521	42,434
Utah	21,794	18,367	21,041	19,909	19,625	16,834	14,347	12,728	11,695	18,377	15,333	17,039	207,089
Wyoming	1,261	1,170	2,243	963	984	1,150	699	653	542	854	1,058	1,377	12,954
<b>TOTAL U.S. WEST</b>	<b>382,889</b>	<b>378,963</b>	<b>463,782</b>	<b>465,062</b>	<b>431,863</b>	<b>487,419</b>	<b>499,483</b>	<b>392,641</b>	<b>329,291</b>	<b>362,200</b>	<b>380,436</b>	<b>424,654</b>	<b>4,998,684</b>

**Table 17. U.S. East MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	2,427,144	2,469,128	-1.7	2,425,989	2,468,463	-1.7	1,155	665	73.7
VISITOR DAYS	23,723,917	24,443,981	-2.9	23,716,041	24,437,739	-3.0	7,876	6,241	26.2
AVERAGE DAILY CENSUS	64,997	66,970	-2.9	64,975	66,953	-3.0	22	17	26.2
<b>ISLANDS VISITED</b>									
O'ahu	1,474,790	1,407,627	4.8	1,473,681	1,406,987	4.7	1,109	640	73.4
O'ahu only	1,023,415	968,443	5.7	1,022,550	967,945	5.6	864	498	73.4
O'ahu one day or less	111,472	86,090	29.5	111,418	86,079	29.4	54	11	392.4
Kaua'i	437,876	396,806	10.4	437,756	396,779	10.3	121	26	361.3
Kaua'i only	194,092	186,581	4.0	194,082	186,581	4.0	10	0	NA
Kaua'i one day or less	43,639	28,541	52.9	43,615	28,535	52.8	25	6	336.0
Maui County	747,619	876,274	-14.7	747,498	876,171	-14.7	121	102	19.0
Maui	737,139	861,746	-14.5	737,017	861,646	-14.5	121	100	21.7
Maui only	400,723	492,685	-18.7	400,709	492,664	-18.7	14	21	-31.8
Maui one day or less	45,941	38,198	20.3	45,901	38,177	20.2	40	21	92.8
Moloka'i *	9,549	12,867	-25.8	9,537	12,863	-25.9	12	3	265.4
Moloka'i only*	1,187	1,713	-30.7	1,187	1,713	-30.7	0	0	NA
Moloka'i one day or less*	4,839	5,788	-16.4	4,834	5,785	-16.4	4	3	27.1
Lāna'i *	17,539	24,331	-27.9	17,534	24,325	-27.9	5	6	-12.0
Lāna'i only*	2,949	4,572	-35.5	2,949	4,572	-35.5	0	0	NA
Lāna'i one day or less*	8,977	9,957	-9.8	8,972	9,952	-9.8	5	6	-12.0
Hawai'i Island	537,882	515,089	4.4	537,735	515,040	4.4	147	49	198.7
Kona side	467,561	440,705	6.1	467,449	440,667	6.1	112	38	194.5
Hilo side	202,248	176,974	14.3	202,166	176,955	14.2	82	19	333.8
Hawai'i Island only	248,017	251,005	-1.2	247,996	251,001	-1.2	21	5	343.0
Hawai'i Island one day or less	27,130	24,848	9.2	27,113	24,835	9.2	16	13	26.1
Any Neighbor Island	1,403,729	1,500,685	-6.5	1,403,439	1,500,519	-6.5	291	167	74.4
NI only	952,354	1,061,501	-10.3	952,308	1,061,476	-10.3	46	25	80.3
O'ahu & NI	451,376	439,184	2.8	451,131	439,042	2.8	245	141	73.4
Any one island only	1,870,384	1,905,000	-1.8	1,869,474	1,904,476	-1.8	910	524	73.6
Multiple Islands	556,760	564,129	-1.3	556,514	563,987	-1.3	245	141	73.8
Avg. Islands Visited	1.32	1.30	1.6	1.32	1.30	1.6	1.31	1.24	5.9
Average Length of Stay in Hawai'i	9.77	9.90	-1.3	9.78	9.90	-1.3	6.82	9.39	-27.3
O'ahu	7.24	7.41	-2.2	7.25	7.41	-2.1	5.19	8.01	-35.2
Maui	7.85	7.94	-1.1	7.85	7.94	-1.1	3.92	5.25	-25.2
Moloka'i	5.64	5.34	5.7	5.65	5.34	5.7	4.26	1.00	326.1
Lāna'i	3.98	4.07	-2.2	3.98	4.07	-2.2	1.00	1.00	0.0
Kaua'i	6.96	7.38	-5.7	6.96	7.38	-5.7	4.43	4.79	-7.6
Hawai'i Island	7.59	7.93	-4.3	7.59	7.93	-4.3	7.19	9.45	-23.9
Hilo	4.32	4.93	-12.2	4.32	4.93	-12.2	3.56	6.17	-42.2
Kona	6.86	7.29	-5.9	6.86	7.28	-5.9	6.83	9.16	-25.5
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	1,442,102	1,456,860	-1.0	1,441,226	1,456,341	-1.0	876	518	69.0
Hotel only	1,192,581	1,218,365	-2.1	1,191,801	1,217,928	-2.1	780	437	78.4
Plan to stay in Condo	313,657	367,222	-14.6	313,557	367,153	-14.6	100	69	45.6
Condo only	231,185	269,641	-14.3	231,112	269,612	-14.3	73	30	145.1
Plan to stay in Timeshare	191,613	202,787	-5.5	191,557	202,753	-5.5	56	33	68.2
Timeshare only	144,750	154,147	-6.1	144,702	154,122	-6.1	48	25	91.3
Cruise Ship	80,374	37,998	111.5	80,349	37,998	111.5	26	0	NA
Friends/Relatives	311,586	291,595	6.9	311,511	291,527	6.9	75	68	10.3
Bed & Breakfast	25,040	28,782	-13.0	25,009	28,779	-13.1	31	3	1,012.3
Rental House	280,660	302,455	-7.2	280,601	302,387	-7.2	58	68	-14.0
Hostel	15,280	14,180	7.8	15,270	14,176	7.7	10	4	160.9



**Table 17. U.S. East MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	14,983	15,643	-4.2	14,982	15,641	-4.2	1	2	-54.3
Private Room in Private Home**	22,814	23,427	-2.6	22,782	23,417	-2.7	32	10	209.6
Shared Room/Space in Private Home**	8,648	8,579	0.8	8,647	8,577	0.8	1	2	-64.0
Other Accommodations	53,701	48,924	9.8	53,694	48,923	9.8	8	1	1,387.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,927,773	2,022,404	-4.7	1,926,857	2,021,937	-4.7	916	467	96.1
Honeymoon/Get Married	97,700	123,358	-20.8	97,640	123,309	-20.8	60	49	22.9
Honeymoon	84,311	108,396	-22.2	84,260	108,366	-22.2	52	29	75.0
Get Married	18,211	20,915	-12.9	18,201	20,895	-12.9	10	20	-50.0
Pleasure/Vacation	1,845,329	1,918,160	-3.8	1,844,472	1,917,722	-3.8	857	438	95.8
Mtgs/Conventions/Incentive	135,553	118,632	14.3	135,504	118,591	14.3	48	41	18.7
Conventions	82,424	62,358	32.2	82,404	62,354	32.2	20	4	444.4
Corporate Meetings	30,056	29,690	1.2	30,043	29,675	1.2	13	15	-10.5
Incentive	28,364	31,656	-10.4	28,346	31,634	-10.4	18	22	-19.5
Other Business	81,184	70,550	15.1	81,165	70,516	15.1	19	34	-44.3
Visit Friends/Rel.	299,913	283,632	5.7	299,825	283,555	5.7	87	77	13.4
Govt/Military	58,498	48,585	20.4	58,461	48,563	20.4	36	22	66.1
Attend School	5,034	5,123	-1.7	5,025	5,123	-1.9	9	0	NA
Sport Events	19,224	21,031	-8.6	19,224	21,024	-8.6	0	7	-100.0
Other	92,957	80,309	15.7	92,868	80,223	15.8	89	86	4.2
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	41.4	43.1	-1.7	41.4	43.1	-1.7	45.1	39.9	5.3
% Repeaters ***	58.6	56.9	1.7	58.6	56.9	1.7	54.9	60.1	-5.3
Average # of Trips	4.12	3.90	5.6	4.12	3.90	5.7	3.82	6.87	-44.4
Group Tour	79,340	73,975	7.3	79,335	73,946	7.3	5	29	-82.6
Non-Group	2,347,804	2,395,153	-2.0	2,346,654	2,394,517	-2.0	1,150	636	80.8
Package Trip	375,572	392,765	-4.4	375,512	392,693	-4.4	59	72	-17.2
No Package	2,051,572	2,076,364	-1.2	2,050,477	2,075,770	-1.2	1,096	593	84.7
Net True Independent	2,019,377	2,048,013	-1.4	2,018,282	2,047,437	-1.4	1,094	576	90.0
Ave. Age	47	46	1.5	47	46	1.5	49	44	11.0
Ave. Party Size	2.07	2.08	-0.8	2.07	2.08	-0.8	2.28	1.85	22.8

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 18. 2023 Domestic U.S. East MMA Air Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>38,186</b>	<b>33,670</b>	<b>42,207</b>	<b>19,996</b>	<b>22,575</b>	<b>22,778</b>	<b>23,873</b>	<b>15,704</b>	<b>14,680</b>	<b>17,701</b>	<b>18,573</b>	<b>25,893</b>	<b>295,837</b>
Iowa	4,910	4,380	4,957	2,046	2,124	2,921	2,837	1,834	1,689	1,836	1,977	3,026	34,538
Kansas	3,610	3,199	4,268	2,351	3,960	3,382	4,199	2,326	2,356	2,399	3,499	3,114	38,663
Minnesota	16,566	14,170	19,239	7,244	5,225	5,422	4,486	4,641	3,819	5,949	5,828	8,965	101,555
Missouri	6,715	5,845	7,279	4,802	7,088	7,269	8,286	4,804	4,514	4,729	4,177	5,497	71,004
Nebraska	3,331	2,946	3,274	2,027	2,623	2,389	2,855	1,255	1,473	1,659	1,523	2,732	28,085
N. Dakota	1,327	1,367	1,645	614	619	540	557	328	329	520	629	1,250	9,727
S. Dakota	1,728	1,763	1,545	912	936	853	653	516	501	608	939	1,310	12,265
<b>W.S. CENTRAL</b>	<b>32,677</b>	<b>31,019</b>	<b>48,376</b>	<b>32,110</b>	<b>53,564</b>	<b>62,512</b>	<b>63,883</b>	<b>38,491</b>	<b>33,987</b>	<b>33,240</b>	<b>31,991</b>	<b>41,150</b>	<b>503,001</b>
Arkansas	1,685	1,389	2,238	1,269	2,120	2,610	2,154	1,339	1,536	1,464	1,161	1,594	19,583
Louisiana	1,506	1,657	1,768	2,419	3,198	3,474	3,080	1,596	1,728	1,791	1,514	1,868	24,641
Oklahoma	3,003	2,620	3,519	2,890	4,797	4,549	4,596	2,649	2,644	2,936	2,634	3,335	37,739
Texas	26,483	25,354	40,851	25,532	43,450	51,879	54,053	32,908	28,078	27,049	26,682	34,253	426,845
<b>E.N. CENTRAL</b>	<b>48,854</b>	<b>46,826</b>	<b>55,872</b>	<b>34,756</b>	<b>37,066</b>	<b>44,575</b>	<b>41,378</b>	<b>29,134</b>	<b>28,160</b>	<b>31,490</b>	<b>30,877</b>	<b>45,029</b>	<b>474,016</b>
Illinois	16,579	14,455	18,352	11,183	12,891	15,739	16,338	10,941	9,669	9,996	10,912	17,768	164,824
Indiana	5,214	5,128	6,901	4,036	4,947	6,163	5,506	2,786	3,754	5,134	4,137	5,264	58,969
Michigan	9,460	11,027	11,751	6,870	6,455	6,936	5,899	5,396	5,024	5,848	5,369	8,819	88,854
Ohio	7,746	7,475	8,753	7,227	8,803	10,903	9,230	5,736	6,154	6,382	5,903	7,359	91,670
Wisconsin	9,855	8,741	10,115	5,439	3,970	4,834	4,405	4,275	3,559	4,130	4,557	5,820	69,699
<b>E.S. CENTRAL</b>	<b>9,781</b>	<b>8,663</b>	<b>11,942</b>	<b>8,958</b>	<b>14,090</b>	<b>16,244</b>	<b>13,117</b>	<b>7,506</b>	<b>9,807</b>	<b>9,826</b>	<b>7,464</b>	<b>10,394</b>	<b>127,810</b>
Alabama	1,964	1,893	2,756	1,944	3,360	3,520	3,083	1,873	2,142	2,056	1,780	2,429	28,801
Kentucky	2,204	2,042	2,193	2,289	2,764	3,589	2,763	1,478	2,326	2,077	1,558	2,105	27,389
Mississippi	902	606	1,072	756	1,488	1,625	1,193	671	891	844	727	797	11,573
Tennessee	4,711	4,141	5,921	3,969	6,478	7,511	6,078	3,483	4,447	4,849	3,398	5,062	60,046
<b>NEW ENGLAND</b>	<b>13,296</b>	<b>15,448</b>	<b>12,371</b>	<b>14,943</b>	<b>10,846</b>	<b>11,848</b>	<b>12,936</b>	<b>12,599</b>	<b>8,220</b>	<b>9,590</b>	<b>8,278</b>	<b>11,070</b>	<b>141,445</b>
Connecticut	2,381	2,513	2,244	2,904	2,106	2,634	3,047	2,862	1,550	1,882	1,597	2,048	27,769
Maine	1,324	1,484	1,200	1,258	909	703	675	618	630	795	751	833	11,181
Massachusetts	6,811	8,001	6,348	7,799	5,713	6,420	7,075	7,245	4,283	4,825	4,123	6,251	74,894
New Hampshire	1,251	1,654	1,203	1,557	1,010	985	982	836	898	992	802	836	13,006
Rhode Island	830	767	793	707	655	660	687	731	493	641	529	678	8,172
Vermont	698	1,029	583	717	452	446	470	308	366	456	476	424	6,425
<b>MID ATLANTIC</b>	<b>26,960</b>	<b>27,507</b>	<b>26,188</b>	<b>28,204</b>	<b>25,016</b>	<b>27,427</b>	<b>33,338</b>	<b>35,303</b>	<b>19,159</b>	<b>21,646</b>	<b>18,732</b>	<b>27,005</b>	<b>316,485</b>
New Jersey	6,212	5,712	6,001	7,864	6,025	6,866	9,025	10,351	4,608	5,119	5,097	6,300	79,180
New York	13,685	15,003	12,548	13,536	11,676	10,760	15,136	17,729	9,106	10,569	8,965	14,163	152,875
Pennsylvania	7,063	6,792	7,639	6,805	7,315	9,801	9,177	7,224	5,445	5,958	4,670	6,542	84,431
<b>S. ATLANTIC</b>	<b>43,420</b>	<b>39,788</b>	<b>48,246</b>	<b>47,584</b>	<b>54,715</b>	<b>61,893</b>	<b>60,948</b>	<b>44,470</b>	<b>39,546</b>	<b>41,412</b>	<b>36,634</b>	<b>48,738</b>	<b>567,395</b>
Delaware	787	529	581	796	598	710	703	643	478	501	449	517	7,292
Washington, D.C.	1,118	1,076	974	1,039	1,061	843	1,123	1,380	758	843	831	1,454	12,499
Florida	12,502	11,402	15,638	12,966	17,867	18,978	19,106	12,470	12,198	12,736	11,261	12,907	170,030
Georgia	5,903	6,358	6,715	7,845	10,562	11,167	9,600	5,388	7,091	6,612	5,687	8,481	91,411
Maryland	5,633	4,783	5,691	5,509	5,150	6,418	6,901	7,325	4,336	4,679	4,367	5,301	66,093
N. Carolina	5,904	5,420	6,436	7,222	6,872	8,270	8,006	5,852	4,984	5,841	4,743	6,346	75,905
S. Carolina	2,755	2,321	2,770	2,990	3,247	4,001	3,677	2,366	2,465	2,527	2,050	2,839	34,009
Virginia	8,269	7,373	8,783	8,634	8,658	10,520	11,075	8,508	6,704	7,131	6,866	10,402	102,922
West Virginia	549	524	658	585	700	987	759	538	521	542	381	491	7,234
<b>TOTAL U.S. EAST</b>	<b>213,174</b>	<b>202,941</b>	<b>245,203</b>	<b>186,551</b>	<b>217,873</b>	<b>247,277</b>	<b>249,473</b>	<b>183,207</b>	<b>153,558</b>	<b>164,905</b>	<b>152,548</b>	<b>209,280</b>	<b>2,425,989</b>

**Table 19. Domestic U.S. Air Visitor Arrivals by State: 2014 – 2023**

	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014
<b>Pacific Coast</b>	<b>3,945,533</b>	<b>4,196,819</b>	<b>3,537,051</b>	<b>1,000,558</b>	<b>3,641,257</b>	<b>3,305,395</b>	<b>3,037,050</b>	<b>2,910,610</b>	<b>2,769,433</b>	<b>2,567,685</b>
Alaska	102,504	81,472	76,286	42,574	93,249	88,336	80,950	81,644	79,812	74,718
California	2,901,458	3,177,044	2,657,296	655,937	2,637,893	2,357,641	2,176,869	2,095,908	1,987,085	1,829,346
Oregon	283,499	290,274	238,626	88,907	281,280	265,168	238,825	223,210	212,730	200,957
Washington	658,072	648,029	564,843	213,140	628,836	594,250	540,406	509,849	489,806	462,664
<b>Mountain</b>	<b>1,053,150</b>	<b>1,078,658</b>	<b>934,648</b>	<b>287,155</b>	<b>876,739</b>	<b>790,520</b>	<b>709,491</b>	<b>666,614</b>	<b>641,004</b>	<b>588,873</b>
Arizona	265,581	279,055	244,282	65,780	220,549	195,487	179,898	175,945	166,966	160,896
Colorado	234,931	248,260	211,407	63,123	205,036	189,349	168,368	154,498	148,652	136,930
Idaho	87,418	79,981	66,519	25,129	70,826	61,826	54,234	49,040	46,744	44,441
Montana	36,075	32,900	23,192	13,981	32,365	30,128	27,177	26,037	25,633	24,869
Nevada	166,668	170,024	143,697	42,050	128,742	110,222	103,167	99,633	95,280	89,330
New Mexico	42,434	43,024	32,104	8,962	34,054	29,282	27,007	25,700	25,200	24,485
Utah	207,089	213,467	203,771	64,086	173,552	162,937	139,634	126,416	122,793	97,991
Wyoming	12,954	11,947	9,675	4,044	11,615	11,289	10,007	9,344	9,734	9,932
<b>West North Central</b>	<b>295,837</b>	<b>288,734</b>	<b>211,863</b>	<b>108,208</b>	<b>268,161</b>	<b>249,916</b>	<b>229,046</b>	<b>213,548</b>	<b>203,733</b>	<b>197,983</b>
Iowa	34,538	33,355	24,124	14,037	30,848	31,336	27,678	25,266	25,489	25,595
Kansas	38,663	37,494	28,978	10,814	32,666	28,407	27,135	25,007	24,891	23,981
Minnesota	101,555	103,932	74,314	47,525	102,222	95,876	87,168	81,029	75,412	71,516
Missouri	71,004	68,449	52,744	18,117	59,424	53,585	49,858	46,433	44,378	42,698
Nebraska	28,085	26,314	18,910	8,818	23,312	21,888	20,071	19,122	17,375	16,663
N. Dakota	9,727	8,455	5,577	4,361	9,541	8,672	7,962	8,041	8,149	9,305
S. Dakota	12,265	10,734	7,215	4,537	10,148	10,151	9,175	8,650	8,040	8,225
<b>West South Central</b>	<b>503,001</b>	<b>508,808</b>	<b>437,758</b>	<b>114,390</b>	<b>410,553</b>	<b>379,496</b>	<b>343,731</b>	<b>323,807</b>	<b>314,922</b>	<b>297,274</b>
Arkansas	20,558	19,583	15,979	4,225	17,435	16,362	15,080	14,120	13,168	12,606
Louisiana	25,700	24,641	21,270	5,787	22,066	21,190	19,159	18,227	18,876	17,980
Oklahoma	40,173	37,739	33,069	9,436	34,490	32,172	28,746	27,554	26,847	26,046
Texas	416,571	426,845	367,441	94,943	336,563	309,772	280,746	263,905	256,030	240,642
<b>East North Central</b>	<b>474,016</b>	<b>481,841</b>	<b>382,281</b>	<b>139,144</b>	<b>433,157</b>	<b>416,127</b>	<b>383,938</b>	<b>366,129</b>	<b>349,602</b>	<b>333,644</b>
Illinois	164,824	173,777	151,620	48,764	157,541	147,915	140,814	136,783	133,442	125,188
Indiana	58,969	57,140	43,509	14,787	50,724	48,685	44,257	41,097	39,851	38,805
Michigan	88,854	92,278	69,395	28,243	82,689	80,578	73,507	67,845	64,979	60,928
Ohio	91,670	90,950	68,696	23,412	82,682	82,028	73,164	69,642	65,863	64,387
Wisconsin	69,699	67,696	49,061	23,938	59,520	56,920	52,195	50,762	45,467	44,335
<b>East South Central</b>	<b>127,810</b>	<b>123,240</b>	<b>93,455</b>	<b>27,801</b>	<b>105,630</b>	<b>99,243</b>	<b>90,676</b>	<b>84,941</b>	<b>78,607</b>	<b>73,722</b>
Alabama	28,801	27,096	20,178	6,278	24,139	23,702	21,454	21,021	18,419	17,568
Kentucky	27,389	27,717	21,557	6,610	24,316	22,985	21,036	19,431	18,519	17,750
Mississippi	11,573	11,773	8,903	2,740	10,387	9,379	8,765	8,433	8,177	7,777
Tennessee	60,046	56,654	42,817	12,173	46,788	43,177	39,421	36,055	33,492	30,627
<b>New England</b>	<b>141,445</b>	<b>151,826</b>	<b>121,804</b>	<b>42,200</b>	<b>134,780</b>	<b>126,858</b>	<b>122,254</b>	<b>115,114</b>	<b>106,903</b>	<b>104,931</b>
Connecticut	27,769	30,488	25,503	7,471	27,816	27,633	26,834	26,756	24,539	24,399
Maine	11,181	11,382	7,172	3,514	9,696	9,183	8,586	8,123	7,605	7,409
Massachusetts	74,894	81,311	69,111	22,434	72,311	65,648	63,727	58,487	53,975	52,921
New Hampshire	13,006	13,905	8,989	4,481	11,972	11,241	10,998	10,142	9,543	9,349
Rhode Island	8,172	8,367	6,795	2,114	7,169	7,289	6,772	6,361	6,057	6,051
Vermont	6,425	6,373	4,234	2,185	5,815	5,864	5,337	5,245	5,185	4,802
<b>Mid Atlantic</b>	<b>316,485</b>	<b>340,700</b>	<b>280,854</b>	<b>87,773</b>	<b>315,396</b>	<b>303,217</b>	<b>298,499</b>	<b>281,153</b>	<b>266,373</b>	<b>259,092</b>
New Jersey	79,180	91,118	76,112	20,276	81,214	78,247	76,591	72,318	70,002	68,938
New York	152,875	163,751	140,479	46,188	154,937	147,288	147,617	137,307	126,932	123,451
Pennsylvania	84,431	85,831	64,263	21,309	79,245	77,682	74,292	71,528	69,438	66,703
<b>South Atlantic</b>	<b>567,395</b>	<b>573,314</b>	<b>465,196</b>	<b>133,824</b>	<b>499,796</b>	<b>480,432</b>	<b>444,207</b>	<b>413,054</b>	<b>386,641</b>	<b>364,654</b>
Delaware	7,292	7,612	5,481	1,898	6,513	6,337	5,970	5,269	5,670	5,069
Washington, D.C.	12,499	12,797	11,284	3,478	12,974	12,187	11,246	10,571	9,871	9,253
Florida	170,030	170,021	147,049	39,975	138,005	130,990	123,552	114,345	107,362	99,315
Georgia	91,411	92,825	76,952	19,755	77,996	74,899	70,431	65,628	59,702	56,531
Maryland	66,093	68,918	52,316	15,636	63,520	60,301	55,278	50,995	48,906	46,598
N. Carolina	75,905	76,247	63,123	17,743	65,429	64,800	57,778	52,078	48,519	45,697
S. Carolina	34,009	32,668	25,419	7,832	28,110	27,480	24,320	22,743	20,931	20,199
Virginia	102,922	105,935	78,952	25,840	100,434	96,913	89,878	85,562	80,040	76,639
West Virginia	7,234	6,290	4,620	1,668	6,815	6,525	5,753	5,863	5,640	5,353
<b>United States</b>	<b>7,424,672</b>	<b>7,743,941</b>	<b>6,464,911</b>	<b>1,941,053</b>	<b>6,685,468</b>	<b>6,151,203</b>	<b>5,658,893</b>	<b>5,374,969</b>	<b>5,117,218</b>	<b>4,787,858</b>

Note: Sums may not add up to total due to rounding.

**Table 20. 2023 Domestic U.S. Air Visitor Characteristics by State**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	% ISLES VISITED	AVERAGE # OF TRIPS
<b>PACIFIC COAST</b>	3,945,533	8.35	32,945,491	96.1	53.2	18.9	75.5	22.8	4.4	3.2	1.10	7.06
Alaska	102,504	10.49	1,075,010	96.5	51.7	14.1	62.3	34.8	5.6	3.1	1.11	8.20
California	2,901,458	7.99	23,171,599	96.1	51.1	19.8	79.4	19.0	4.3	3.1	1.11	6.90
Oregon	283,499	9.25	2,621,375	96.1	64.4	16.7	59.4	38.1	5.4	3.7	1.10	7.29
Washington	658,072	9.24	6,077,506	96.2	58.0	17.0	65.2	32.8	4.4	3.5	1.10	7.48
<b>MOUNTAIN</b>	1,053,150	9.12	9,609,203	93.6	56.9	26.0	73.2	24.0	6.9	4.4	1.16	6.03
Arizona	265,581	8.88	2,358,549	93.5	54.8	28.3	76.6	21.0	6.6	4.7	1.17	5.77
Colorado	234,931	9.44	2,218,266	91.9	62.0	27.1	71.9	25.2	7.1	4.3	1.18	5.81
Idaho	87,418	9.43	824,311	94.8	64.3	22.8	63.1	34.0	6.4	4.2	1.12	6.04
Montana	36,075	10.39	374,733	94.1	68.2	26.1	60.2	36.0	8.4	5.1	1.14	5.73
Nevada	166,668	8.71	1,451,773	94.6	47.1	24.1	78.4	19.4	5.4	4.2	1.15	7.06
New Mexico	42,434	9.15	388,125	92.8	54.1	34.6	76.0	21.2	8.2	4.5	1.17	4.96
Utah	207,089	8.99	1,860,845	94.6	56.6	22.6	72.1	24.7	7.8	4.3	1.15	6.11
Wyoming	12,954	10.24	132,600	92.1	60.6	30.9	68.5	28.2	6.6	5.2	1.17	5.25
<b>WEST NORTH CENTRAL</b>	295,837	9.87	2,920,815	86.8	53.5	41.3	74.4	22.0	10.6	5.4	1.28	4.27
Iowa	34,538	10.07	347,937	84.8	52.1	43.8	74.1	22.0	10.7	6.0	1.31	4.03
Kansas	38,663	9.49	366,878	87.7	51.8	40.7	76.0	20.7	9.3	4.8	1.27	4.29
Minnesota	101,555	10.32	1,048,276	87.1	58.8	37.8	72.4	23.7	12.0	5.1	1.27	4.53
Missouri	71,004	9.50	674,290	86.3	49.1	44.8	74.5	22.3	8.9	5.8	1.30	4.02
Nebraska	28,085	9.40	264,007	87.9	52.5	42.2	77.1	19.7	10.4	5.1	1.25	4.16
North Dakota	9,727	9.67	94,041	87.8	48.1	43.3	79.9	16.6	11.8	5.3	1.26	4.21
South Dakota	12,265	10.22	125,385	87.2	52.2	41.2	75.4	21.1	12.2	5.6	1.29	4.37
<b>WEST SOUTH CENTRAL</b>	503,001	9.00	4,526,069	88.7	44.3	42.2	81.0	16.4	7.5	5.0	1.25	4.38
Arkansas	20,558	9.55	196,395	87.7	44.6	46.8	76.9	19.2	9.5	6.0	1.28	4.16
Louisiana	25,700	9.24	237,515	85.5	36.4	53.7	82.4	14.7	10.3	5.6	1.33	3.49
Oklahoma	40,173	9.44	379,217	89.2	47.9	42.4	76.4	20.5	8.3	5.7	1.24	4.32
Texas	416,571	8.91	3,712,942	88.9	44.5	41.3	81.6	16.0	7.1	4.8	1.24	4.45
<b>EAST NORTH CENTRAL</b>	474,016	10.04	4,758,148	83.3	48.8	45.9	77.4	19.3	9.2	6.0	1.34	3.98
Illinois	164,824	9.68	1,596,234	85.8	49.9	41.5	80.3	17.2	8.2	5.1	1.30	4.32
Indiana	58,969	9.87	581,882	83.5	46.2	48.4	76.3	20.2	9.4	6.2	1.36	3.81
Michigan	88,854	10.55	937,078	81.3	49.0	48.3	75.1	21.0	9.5	7.1	1.38	3.81
Ohio	91,670	10.05	921,023	81.1	44.7	50.2	78.9	17.6	9.1	6.5	1.39	3.65
Wisconsin	69,699	10.36	721,931	83.1	53.6	45.5	72.4	23.5	10.8	6.2	1.34	3.99
<b>EAST SOUTH CENTRAL</b>	127,810	9.62	1,229,907	85.2	39.2	48.6	81.2	15.6	9.5	5.8	1.34	3.92
Alabama	28,801	9.71	279,665	85.5	33.5	50.2	83.3	14.0	10.0	5.3	1.33	3.89
Kentucky	27,389	9.69	265,371	83.7	40.3	48.9	79.0	17.5	9.0	6.5	1.36	3.76
Mississippi	11,573	9.32	107,832	86.9	32.8	54.4	83.1	14.4	10.3	5.2	1.30	3.31
Tennessee	60,046	9.61	577,038	85.3	42.6	46.5	80.7	15.8	9.2	5.9	1.34	4.12
<b>NEW ENGLAND</b>	141,445	10.71	1,514,318	81.5	41.4	46.2	82.0	14.3	9.9	6.9	1.37	4.28
Connecticut	27,769	10.49	291,199	80.2	40.1	48.2	84.3	12.3	10.0	6.7	1.40	4.09
Maine	11,181	11.36	126,974	87.4	44.5	40.6	77.0	19.1	9.6	5.9	1.28	4.94
Massachusetts	74,894	10.58	792,266	80.4	40.6	47.1	82.7	13.4	10.0	7.3	1.38	4.15
New Hampshire	13,006	11.16	145,144	81.9	42.9	47.1	79.2	16.8	9.5	6.7	1.39	4.28
Rhode Island	8,172	10.57	86,338	83.5	37.0	44.0	84.0	13.1	9.1	6.5	1.35	4.35
Vermont	6,425	11.27	72,397	86.7	53.7	37.2	72.7	22.8	10.5	5.6	1.30	5.35
<b>MIDDLE ATLANTIC</b>	316,485	10.05	3,180,769	80.3	38.2	50.8	85.1	11.6	9.1	7.0	1.40	3.72
New Jersey	79,180	9.92	785,568	79.5	37.6	50.5	86.6	10.6	8.7	7.0	1.41	3.64
New York	152,875	9.97	1,524,247	81.2	36.4	50.4	86.0	10.8	8.4	7.0	1.38	3.83
Pennsylvania	84,431	10.32	870,955	79.5	41.7	51.8	82.0	14.2	10.9	7.1	1.41	3.59
<b>SOUTH ATLANTIC</b>	567,395	9.85	5,586,016	84.8	36.2	46.8	85.3	11.7	10.0	5.3	1.35	4.17
Delaware	7,292	10.42	75,951	82.6	37.4	49.3	84.2	13.0	8.5	4.9	1.38	3.69
Washington D.C.	12,499	9.30	116,260	85.5	38.5	41.9	85.9	10.3	11.5	5.6	1.30	4.69
Florida	170,030	10.06	1,709,879	83.5	38.1	47.6	85.1	11.8	9.8	5.5	1.39	4.21
Georgia	91,411	9.35	854,352	85.5	36.7	50.6	84.8	12.4	9.6	5.2	1.32	3.70
Maryland	66,093	9.71	641,787	85.7	33.2	44.5	86.4	11.0	9.7	4.8	1.32	4.30
North Carolina	75,905	9.89	750,393	83.7	39.5	49.5	83.5	13.0	10.7	6.2	1.35	3.81
South Carolina	34,009	10.30	350,420	84.5	37.8	49.9	83.1	13.5	9.8	6.1	1.36	3.94
Virginia	102,922	9.86	1,014,478	86.9	31.0	40.7	87.6	9.6	10.4	4.6	1.31	4.78
West Virginia	7,234	10.02	72,496	84.0	37.3	53.5	81.5	13.8	12.1	6.5	1.37	3.62

Note: Sums may not add up to total due to rounding.

**Table 21. Market Penetration for Top U.S. CBSA (Arrivals by Air): 2023 vs. 2022**

RANK	METRO AREA	2023	2022	% CHANGE	Population (1000) <sup>1</sup>	Est. 2023 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	858,538	955,186	-10.1	12,799	67.1
2	San Francisco-Oakland-Fremont CA	602,697	680,583	-11.4	4,567	132.0
3	Seattle-Tacoma-Bellevue WA	427,112	426,786	0.1	4,045	105.6
4	San Diego-Chula Vista-Carlsbad CA	289,733	313,570	-7.6	3,270	88.6
5	San Jose-Sunnyvale-Santa Clara CA	271,757	300,099	-9.4	1,946	139.7
6	Portland-Vancouver-Hillsboro OR-WA	218,441	224,413	-2.7	2,508	87.1
7	Phoenix-Mesa-Chandler AZ	206,491	219,611	-6.0	5,070	40.7
8	Sacramento--Roseville-Folsom CA	205,053	219,376	-6.5	2,421	84.7
9	Riverside-San Bernardino-Ontario CA	198,862	212,342	-6.3	4,688	42.4
10	New York-Newark-Jersey City NY-NJ	174,599	194,627	-10.3	19,498	9.0
11	Dallas-Fort Worth-Arlington TX	141,019	146,885	-4.0	8,100	17.4
12	Chicago-Naperville-Elgin IL-IN	139,811	151,118	-7.5	9,263	15.1
13	Denver-Aurora-Centennial CO	135,368	146,578	-7.6	3,005	45.0
14	Las Vegas-Henderson-North Las Vegas NV	121,592	125,332	-3.0	2,337	52.0
15	Washington-Arlington-Alexandria DC-VA-MD-WV	102,006	108,038	-5.6	6,305	16.2
16	Houston-Pasadena-The Woodlands TX	97,058	102,723	-5.5	7,510	12.9
17	Minneapolis-St Paul-Bloomington MN-WI	76,682	81,213	-5.6	3,712	20.7
18	Salt Lake City-Murray UT	75,892	81,261	-6.6	1,268	59.9
19	Anchorage AK	68,309	52,101	31.1	401	170.2
20	Atlanta-Sandy Springs-Roswell GA	66,998	69,628	-3.8	6,307	10.6
21	Austin-Round Rock-San Marcos TX	63,843	66,349	-3.8	2,473	25.8
22	Boston-Cambridge-Newton MA-NH	60,364	66,331	-9.0	4,919	12.3
23	Oxnard-Thousand Oaks-Ventura CA	60,168	65,654	-8.4	830	72.5
24	Provo-Orem-Lehi UT	50,310	51,235	-1.8	732	68.7
25	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	49,060	51,979	-5.6	6,246	7.9
26	Boise City ID	44,684	42,326	5.6	825	54.2
27	Stockton-Lodi CA	44,662	47,725	-6.4	801	55.8
28	Santa Rosa-Petaluma CA	44,065	45,125	-2.3	482	91.5
29	San Antonio-New Braunfels TX	42,390	42,371	0.0	2,704	15.7
30	Detroit-Warren-Dearborn MI	41,332	44,267	-6.6	4,342	9.5
31	Kansas City MO-KS	39,187	40,015	-2.1	2,221	17.6
32	Miami-Fort Lauderdale-West Palm Beach FL	39,163	41,354	-5.3	6,183	6.3
32	Ogden UT	39,054	42,564	-8.2	658	59.3
34	Vallejo CA	38,629	41,893	-7.8	449	86.0
35	St Louis MO-IL	38,018	37,959	0.2	2,797	13.6
36	Fresno CA	36,451	32,229	13.1	1,180	30.9
37	Reno NV	34,547	32,918	4.9	565	61.2
38	Spokane-Spokane Valley WA	33,715	32,161	4.8	600	56.2
39	Baltimore-Columbia-Towson MD	30,979	32,185	-3.7	2,834	10.9
40	Tucson AZ	30,147	30,927	-2.5	1,063	28.4
41	Santa Cruz-Watsonville CA	28,902	30,825	-6.2	262	110.5
42	Tampa-St Petersburg-Clearwater FL	28,277	28,587	-1.1	3,343	8.5
43	Nashville-Davidson--Murfreesboro--Franklin TN	27,695	26,456	4.7	2,103	13.2
44	Colorado Springs CO	27,573	26,891	2.5	769	35.9
45	Santa Maria-Santa Barbara CA	26,192	27,027	-3.1	441	59.4
46	Orlando-Kissimmee-Sanford FL	25,869	26,533	-2.5	2,818	9.2
47	Albuquerque, NM	24,772	25,697	-3.6	922	26.9
48	Indianapolis-Carmel-Greenwood IN	24,509	24,648	-0.6	2,138	11.5
49	Modesto CA	23,571	24,130	-2.3	551	42.7
50	Bremerton-Silverdale-Port Orchard WA	22,956	22,780	0.8	278	82.7
51	Salem OR	22,677	23,019	-1.5	437	51.9
52	Cincinnati OH-KY-IN	21,561	21,782	-1.0	2,271	9.5
53	Olympia-Lacey-Tumwater WA	21,443	20,828	3.0	299	71.7
54	Bend OR	20,507	18,049	13.6	261	78.6
55	Milwaukee-Waukesha WI	20,357	20,882	-2.5	1,560	13.0
56	Virginia Beach-Chesapeake-Norfolk VA-NC	20,246	20,546	-1.5	1,787	11.3
57	Eugene-Springfield OR	19,679	19,799	-0.6	381	51.6
58	Boulder CO	18,982	21,197	-10.5	327	58.1
59	Omaha NE-IA	17,363	16,057	8.1	984	17.6
60	Bellingham WA	16,292	15,914	2.4	232	70.2

<sup>1</sup> Based on 2023 population estimates

Source: Department of Business, Economic Development and Tourism, and U.S. Bureau of the Census

**Table 22. Japan MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	589,172	192,562	206.0	8,570	6,205	38.1	580,602	186,357	211.6
VISITOR DAYS	3,864,472	1,526,608	153.1	61,643	52,303	17.9	3,802,829	1,474,305	157.9
AVERAGE DAILY CENSUS	10,588	4,182	153.1	169	143	17.9	10,419	4,039	157.9
<b>ISLANDS VISITED</b>									
O'ahu	573,719	186,609	207.4	7,390	5,157	43.3	566,329	181,452	212.1
O'ahu only	531,126	170,035	212.4	6,688	4,431	50.9	524,438	165,605	216.7
O'ahu one day or less	2,591	1,002	158.5	162	142	13.6	2,429	860	182.5
Kaua'i	5,885	2,958	98.9	487	496	-1.7	5,397	2,462	119.2
Kaua'i only	712	876	-18.7	231	235	-1.6	481	641	-24.9
Kaua'i one day or less	2,738	977	180.2	73	87	-15.2	2,665	891	199.2
Maui County	11,927	5,710	108.9	810	820	-1.2	11,116	4,890	127.3
Maui	11,383	5,408	110.5	788	808	-2.5	10,595	4,600	130.3
Maui only	1,896	1,253	51.3	452	409	10.5	1,445	844	71.1
Maui one day or less	3,681	1,157	218.1	92	82	11.3	3,589	1,075	233.9
Moloka'i *	587	179	228.3	15	35	-57.6	572	144	296.9
Moloka'i only*	0	8	-100.0	0	2	-100.0	0	6	-100.0
Moloka'i one day or less*	447	147	203.7	3	22	-84.5	444	125	254.0
Lāna'i *	489	301	62.6	19	25	-24.5	470	276	70.4
Lāna'i only*	43	57	-25.5	4	0	NA	38	57	-33.3
Lāna'i one day or less*	298	179	66.5	7	12	-45.0	291	167	74.5
Hawai'i Island	44,758	15,510	188.6	839	686	22.4	43,918	14,824	226.8
Kona side	35,883	13,001	176.0	691	569	21.3	35,192	12,432	183.1
Hilo side	13,015	4,112	216.5	300	220	36.1	12,715	3,891	226.8
Hawai'i Island only	12,330	3,489	253.4	404	352	14.7	11,926	3,137	280.2
Hawai'i Island one day or less	7,863	1,879	318.4	36	63	-43.8	7,827	1,816	331.1
Any Neighbor Island	58,046	22,527	157.7	1,882	1,775	6.1	56,164	20,752	170.6
NI only	15,453	5,954	159.6	1,180	1,048	12.6	14,273	4,905	191.0
O'ahu & NI	42,593	16,573	157.0	702	726	-3.3	41,891	15,847	164.3
Any one island only	546,108	175,719	210.8	7,779	5,429	43.3	538,328	170,290	216.1
Multiple Islands	43,065	16,843	155.7	791	777	1.8	42,274	16,067	163.1
Avg. Islands Visited	1.08	1.10	-1.3	1.11	1.16	-4.2	1.08	1.09	-1.2
Average Length of Stay in Hawai'i	6.56	7.93	-17.3	7.19	8.43	-14.7	6.55	7.91	-17.2
O'ahu	6.27	7.45	-15.9	6.23	7.05	-11.7	6.27	7.46	-16.0
Maui	4.00	5.22	-23.3	6.79	7.69	-11.7	3.79	4.79	-20.7
Moloka'i	2.53	3.01	-15.9	6.22	5.13	21.3	2.44	2.50	-2.6
Lāna'i	4.04	2.28	77.4	4.04	4.82	-16.2	4.04	2.05	97.1
Kaua'i	3.11	6.02	-48.3	7.07	7.27	-2.7	2.75	5.77	-52.3
Hawai'i Island	4.49	5.75	-21.8	7.94	8.49	-6.5	4.43	5.62	-21.2
Hilo	2.39	4.62	-48.4	6.68	6.33	5.5	2.28	4.53	-49.5
Kona	4.74	5.39	-12.1	6.74	7.77	-13.2	4.70	5.28	-11.1
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	425,071	122,286	247.6	5,873	4,056	44.8	419,198	118,230	254.6
Hotel only	401,954	111,375	260.9	5,429	3,684	47.4	396,526	107,692	268.2
Plan to stay in Condo	97,893	40,163	143.7	1,023	864	18.5	96,870	39,300	146.5
Condo only	81,684	32,116	154.3	834	655	27.2	80,850	31,461	157.0
Plan to stay in Timeshare	76,358	31,620	141.5	302	236	28.0	76,056	31,384	142.3
Timeshare only	66,322	26,754	147.9	236	164	43.7	66,087	26,590	148.5
Cruise Ship	620	131	374.9	43	34	25.5	578	97	497.4
Friends/Relatives	11,147	7,106	56.9	904	719	25.7	10,243	6,387	60.4
Bed & Breakfast	613	362	69.2	48	72	-34.2	565	290	95.1
Rental House	1,751	1,383	26.6	402	391	2.8	1,349	992	36.0
Hostel	702	406	73.0	169	93	81.8	533	313	70.4

**Table 22. Japan MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	303	173	75.1	44	33	34.2	259	140	84.6
Private Room in Private Home**	1,484	973	52.4	87	92	-5.9	1,397	881	58.5
Shared Room/Space in Private Home**	631	415	51.8	47	53	-11.8	584	363	61.1
Other Accommodations	1,754	1,854	-5.4	218	175	24.7	1,537	1,679	-8.5
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	505,037	158,823	218.0	6,586	4,708	39.9	498,450	154,115	223.4
Honeymoon/Get Married	80,310	24,099	233.2	489	302	61.9	79,820	23,797	235.4
Honeymoon	77,102	22,759	238.8	437	271	61.6	76,665	22,488	240.9
Get Married	8,585	4,103	109.2	59	48	23.3	8,526	4,055	110.3
Pleasure/Vacation	432,260	137,601	214.1	6,164	4,461	38.2	426,097	133,140	220.0
Mtgs/Conventions/Incentive	41,150	8,542	381.7	351	280	25.4	40,799	8,262	393.8
Conventions	4,790	2,214	116.4	128	97	31.4	4,663	2,117	120.3
Corporate Meetings	1,911	981	94.7	152	159	-4.1	1,758	822	113.8
Incentive	34,969	5,712	512.2	82	56	45.7	34,887	5,656	516.8
Other Business	3,002	2,031	47.8	309	288	7.3	2,692	1,743	54.5
Visit Friends/Rel.	15,563	9,630	61.6	1,005	725	38.6	14,557	8,905	63.5
Govt/Military	544	483	12.6	82	104	-21.6	462	379	22.0
Attend School	2,165	1,645	31.6	53	52	1.8	2,112	1,593	32.6
Sport Events	13,414	7,069	89.8	72	60	18.9	13,342	7,009	90.4
Other	39,323	16,076	144.6	540	390	38.5	38,784	15,687	147.2
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	26.0	21.4	4.6	24.9	24.1	0.8	26.0	21.3	4.7
% Repeaters ***	74.0	78.6	-4.6	75.1	75.9	-0.8	74.0	78.7	-4.7
Average # of Trips	6.27	7.56	-17.1	6.37	6.62	-3.9	6.27	7.59	-17.5
Group Tour	73,690	12,941	469.4	345	223	54.7	73,345	12,718	476.7
Non-Group	515,482	179,621	187.0	8,225	5,982	37.5	507,257	173,639	192.1
Package Trip	220,007	42,873	413.2	1,264	838	50.9	218,743	42,035	420.4
No Package	369,165	149,690	146.6	7,306	5,367	36.1	361,859	144,322	150.7
Net True Independent	339,436	143,576	136.4	7,141	5,248	36.1	332,295	138,328	140.2
Ave. Age	47	48	-0.8	43	42	4.4	47	48	-1.1
Ave. Party Size	2.56	2.28	12.4	1.69	1.74	-2.5	2.58	2.30	12.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 23. 2023 International Japan MMA Air Visitor Characteristics by Region**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	103,518	134,098	16,590	251,453	19,449	8,779	25,988	17,985	2,741
<b>PARTY SIZE</b>									
One	3,460	4,651	731	12,289	957	444	1,067	546	229
Two	46,812	58,338	7,482	108,242	8,528	4,204	10,786	8,630	986
Three or more	53,246	71,109	8,378	130,923	9,963	4,131	14,134	8,810	1,526
Avg Party Size	2.61	2.64	2.54	2.52	2.60	2.48	2.66	2.61	2.58
<b>VISIT STATUS</b>									
First-Time	27,657	30,316	5,132	49,454	7,527	3,093	8,603	5,066	1,093
Repeat	75,861	103,782	11,458	201,999	11,922	5,686	17,385	12,919	1,648
Average # of Trips	6.17	6.68	5.38	7.41	4.66	4.85	5.32	6.58	4.05
<b>TRAVEL METHOD</b>									
Group Tour	14,584	16,022	4,339	25,712	4,063	1,512	4,546	1,926	641
Package	42,567	47,446	8,516	88,523	9,041	4,506	10,403	6,768	974
Group Tour & Pkg	8,799	9,596	2,818	14,513	2,322	1,069	2,962	1,259	443
True Independent	55,361	80,072	6,726	151,267	8,799	3,889	14,071	10,533	1,579
<b>ISLANDS VISITED</b>									
O'ahu	101,516	131,448	16,258	243,729	18,981	8,630	25,719	17,468	2,581
Maui County	1,779	3,134	206	4,591	635	156	410	93	112
...Maui	1,692	3,008	178	4,317	629	156	410	93	112
...Moloka'i *	110	55	33	322	16	0	24	0	12
...Lāna'i *	81	108	19	231	6	0	7	18	0
Kaua'i	622	1,363	61	2,472	461	37	183	200	0
Hawai'i Island	6,396	10,592	844	20,096	1,676	890	1,839	1,252	334
...Hilo	1,770	3,580	278	5,321	601	406	551	104	104
...Kona	5,109	7,932	641	16,700	1,237	692	1,473	1,145	264
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.26	6.38	6.05	6.42	5.79	6.09	6.03	6.54	6.84
Maui (days)	4.15	3.57	5.50	3.74	3.79	4.46	4.38	2.32	2.15
Moloka'i (days)	6.54	1.00	5.00	1.38	1.00	0.00	1.00	0.00	2.00
Lāna'i (days)	3.12	1.43	39.00	3.67	5.00	0.00	1.00	1.00	0.00
Kaua'i (days)	2.40	2.81	2.06	2.94	2.12	3.23	1.86	2.81	0.00
Hawai'i Island (days)	4.44	4.47	4.88	4.85	4.52	3.44	3.65	4.61	3.50
...Hilo (days)	2.26	2.14	2.33	2.62	3.41	1.39	1.76	4.26	2.08
...Kona (days)	4.73	4.96	5.37	4.96	4.46	3.58	3.85	4.59	3.58
Statewide (days)	6.51	6.73	6.31	6.72	6.24	6.44	6.31	6.73	6.98
<b>ACCOMMODATIONS</b>									
Hotel	76,587	93,949	13,579	178,980	15,541	7,080	19,182	12,187	2,113
...Hotel Only	72,661	88,638	13,109	168,376	15,110	6,886	18,533	11,295	1,917
Condo	15,598	22,960	1,982	44,643	2,444	1,257	3,969	3,528	490
...Condo Only	12,599	19,354	1,742	37,171	2,139	1,100	3,500	2,842	404
Timeshare	14,248	19,884	1,190	32,433	1,623	548	3,198	2,861	71
...Timeshare Only	12,479	17,384	971	28,187	1,380	471	2,721	2,424	71
Rental House	129	222	86	823	37	0	20	32	0
...Rental House Only	20	88	82	498	7	0	20	30	0
Hostel	82	88	10	318	19	17	0	0	0
Camping	56	12	0	168	0	0	23	0	0
Private Room in Private Home**	356	218	0	704	49	7	21	0	42
Shared Room Space in Private Home **	117	95	20	289	19	36	0	7	0
Bed & Breakfast	94	116	0	266	62	27	0	0	0
Cruise Ship	34	194	0	311	30	0	7	0	0
Friends or Relatives	1,117	2,263	452	5,056	272	160	454	227	242
Other accommodation	176	319	0	697	157	0	44	121	23
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	88,282	115,749	12,805	220,429	15,246	7,451	21,020	15,387	2,081
.....Vacation	72,361	100,401	10,161	193,718	11,511	5,887	17,247	12,974	1,836
.....Honeymoon	17,371	15,812	3,002	27,340	4,243	1,633	4,204	2,688	371
.....Getting Married	1,460	2,182	255	3,395	263	43	539	368	21
MC&I (Net)	8,627	8,370	2,795	13,118	2,865	899	2,868	1,068	188
.....Convention/Conf.	724	1,081	249	1,557	451	214	299	74	15
.....Corp. Meetings	277	207	0	903	38	35	159	139	0
.....Incentive	7,782	7,094	2,535	10,841	2,401	678	2,525	858	173
Other Business	465	274	105	1,461	72	75	47	137	57
Visit Friends/Relatives	2,163	2,855	475	6,775	551	231	965	299	243
Government/Military	0	10	0	169	107	0	176	0	0
Attend School	216	235	161	997	165	161	54	84	38
Sport Events	1,805	3,380	443	5,870	351	119	837	538	0
other purpose	7,776	9,275	962	14,510	1,714	598	2,320	1,304	325
Average Age	53	55	52	53	53	53	55	55	50

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.



**Table 24. Canada MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	474,727	414,250	14.6	87,883	77,656	13.2	386,844	336,594	14.9
VISITOR DAYS	5,585,244	5,069,619	10.2	1,005,284	930,025	8.1	4,579,959	4,139,594	10.6
AVERAGE DAILY CENSUS	15,302	13,889	10.2	2,754	2,548	8.1	12,548	11,341	10.6
<b>ISLANDS VISITED</b>									
O'ahu	244,328	199,898	22.2	50,409	37,131	35.8	193,919	162,767	19.1
O'ahu only	167,673	136,217	23.1	33,096	23,710	39.6	134,577	112,507	19.6
O'ahu one day or less	10,016	7,326	36.7	4,072	1,979	105.8	5,944	5,348	11.2
Kaua'i	56,412	42,680	32.2	17,070	13,892	22.9	39,343	28,788	36.7
Kaua'i only	21,611	16,642	29.9	7,806	6,762	15.4	13,805	9,881	39.7
Kaua'i one day or less	6,932	5,331	30.0	1,725	1,180	46.2	5,207	4,151	25.4
Maui County	216,895	209,765	3.4	24,983	28,061	-11.0	191,912	181,704	5.6
Maui	215,713	208,071	3.7	24,657	27,626	-10.7	191,057	180,445	5.9
Maui only	143,189	145,304	-1.5	11,666	15,330	-23.9	131,524	129,974	1.2
Maui one day or less	8,253	7,102	16.2	2,008	1,368	46.8	6,244	5,733	8.9
Moloka'i *	2,582	2,259	14.3	298	389	-23.4	2,284	1,870	22.1
Moloka'i only*	213	109	95.2	59	34	71.5	154	75	106.1
Moloka'i one day or less*	1,638	1,274	28.6	113	165	-31.3	1,525	1,109	37.5
Lāna'i *	3,688	5,680	-35.1	455	688	-33.9	3,232	4,992	-35.2
Lāna'i only*	366	419	-12.7	80	153	-47.7	286	266	7.4
Lāna'i one day or less*	2,722	4,075	-33.2	235	285	-17.6	2,487	3,789	-34.4
Hawai'i Island	88,214	67,584	30.5	26,509	22,921	15.7	61,705	44,663	38.2
Kona side	80,957	61,893	30.8	24,149	20,686	16.7	56,808	41,207	37.9
Hilo side	26,634	21,206	25.6	8,678	6,800	27.6	17,956	14,406	24.6
Hawai'i Island only	46,282	32,402	42.8	14,157	13,773	2.8	32,125	18,628	72.5
Hawai'i Island one day or less	4,542	3,628	25.2	1,608	874	84.1	2,934	2,754	6.5
Any Neighbor Island	307,054	278,033	10.4	54,786	53,945	1.6	252,267	224,087	12.6
NI only	230,398	214,352	7.5	37,474	40,525	-7.5	192,925	173,827	11.0
O'ahu & NI	76,655	63,681	20.4	17,313	13,420	29.0	59,342	50,261	18.1
Any one island only	379,333	331,093	14.6	66,863	59,763	11.9	312,470	271,330	15.2
Multiple Islands	95,394	83,157	14.7	21,020	17,893	17.5	74,374	65,264	14.0
Avg. Islands Visited	1.29	1.27	1.3	1.36	1.32	2.8	1.27	1.26	1.0
Average Length of Stay in Hawai'i	11.77	12.24	-3.9	11.44	11.98	-4.5	11.84	12.30	-3.7
O'ahu	8.33	9.04	-7.9	7.44	7.76	-4.1	8.56	9.34	-8.4
Maui	10.32	10.79	-4.3	9.15	9.74	-6.0	10.48	10.95	-4.4
Moloka'i	4.58	5.04	-9.3	8.92	9.68	-7.8	4.01	4.08	-1.7
Lāna'i	2.62	2.55	2.7	3.94	4.64	-15.1	2.43	2.26	7.6
Kaua'i	8.05	8.09	-0.4	8.40	8.77	-4.2	7.90	7.76	1.9
Hawai'i Island	9.62	9.55	0.7	9.69	10.65	-9.0	9.58	8.98	6.7
Hilo	4.05	4.21	-3.9	4.24	4.73	-10.2	3.95	3.97	-0.4
Kona	9.15	8.98	1.8	9.11	10.25	-11.1	9.16	8.35	9.8
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	243,761	205,288	18.7	48,241	39,819	21.2	195,520	165,469	18.2
Hotel only	195,038	160,170	21.8	37,058	30,390	21.9	157,980	129,780	21.7
Plan to stay in Condo	129,812	128,104	1.3	17,337	18,525	-6.4	112,475	109,578	2.6
Condo only	105,600	102,523	3.0	13,093	14,091	-7.1	92,506	88,432	4.6
Plan to stay in Timeshare	41,641	39,671	5.0	7,159	7,420	-3.5	34,482	32,251	6.9
Timeshare only	32,325	30,331	6.6	5,624	5,712	-1.5	26,701	24,619	8.5
Cruise Ship	7,894	3,887	103.1	4,729	2,214	113.6	3,165	1,673	89.1
Friends/Relatives	29,051	21,212	37.0	6,329	5,261	20.3	22,722	15,951	42.4
Bed & Breakfast	5,660	4,636	22.1	1,248	1,180	5.8	4,412	3,456	27.7
Rental House	53,445	47,623	12.2	11,544	11,287	2.3	41,901	36,336	15.3
Hostel	8,467	5,832	45.2	1,808	1,281	41.1	6,659	4,551	46.3

**Table 24. Canada MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	7,652	7,074	8.2	1,429	1,246	14.7	6,222	5,828	6.8
Private Room in Private Home**	9,362	9,374	-0.1	999	908	10.0	8,363	8,466	-1.2
Shared Room/Space in Private Home**	1,566	1,167	34.3	373	289	29.1	1,193	877	36.0
Other Accommodations	7,431	5,317	39.7	2,448	1,928	27.0	4,983	3,389	47.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	436,231	386,503	12.9	78,882	70,764	11.5	357,349	315,739	13.2
Honeymoon/Get Married	12,119	15,546	-22.0	2,955	3,641	-18.8	9,163	11,905	-23.0
Honeymoon	10,723	14,112	-24.0	2,655	3,287	-19.2	8,068	10,825	-25.5
Get Married	1,675	2,024	-17.2	419	498	-15.8	1,256	1,526	-17.7
Pleasure/Vacation	426,106	372,953	14.3	76,526	67,787	12.9	349,580	305,167	14.6
Mtgs/Conventions/Incentive	20,698	14,822	39.6	4,642	2,915	59.2	16,057	11,907	34.9
Conventions	13,665	6,654	105.4	3,321	1,520	118.4	10,345	5,134	101.5
Corporate Meetings	2,724	5,265	-48.3	671	683	-1.8	2,053	4,582	-55.2
Incentive	4,818	3,308	45.7	784	843	-7.0	4,035	2,465	63.7
Other Business	3,148	2,677	17.6	1,052	850	23.7	2,096	1,827	14.7
Visit Friends/Rel.	20,633	15,433	33.7	5,053	4,206	20.1	15,580	11,226	38.8
Gov't/Military	418	489	-14.4	249	322	-22.9	170	166	2.1
Attend School	399	210	90.2	173	151	14.8	226	59	282.6
Sport Events	3,147	2,773	13.5	957	996	-4.0	2,190	1,777	23.3
Other	11,768	9,492	24.0	2,039	1,339	52.3	9,729	8,153	19.3
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	36.8	32.2	4.6	45.0	41.3	3.7	35.0	30.1	4.9
% Repeaters ***	63.2	67.8	-4.6	55.0	58.7	-3.7	65.0	69.9	-4.9
Average # of Trips	3.58	4.41	-18.9	3.95	4.18	-5.6	3.50	4.47	-21.7
Group Tour	8,975	5,226	71.7	2,577	1,991	29.5	6,398	3,235	97.8
Non-Group	465,752	409,024	13.9	85,306	75,665	12.7	380,446	333,359	14.1
Package Trip	81,646	67,366	21.2	16,674	12,892	29.3	64,971	54,475	19.3
No Package	393,081	346,883	13.3	71,208	64,764	10.0	321,873	282,119	14.1
Net True Independent	389,480	344,925	12.9	70,220	64,057	9.6	319,260	280,868	13.7
Ave. Age	48	47	1.3	46	46	1.4	48	47	1.3
Ave. Party Size	2.34	2.38	-1.6	2.07	2.09	-0.8	2.42	2.46	-1.9

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 25. 2023 Canada MMA Air Visitor Characteristics by Province

CANADABY PROVINCE	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
<b>Visitor Counts</b>	474,727	62,164	200,848	11,482	2,895	1,310	511	4,208	131,232	968	45,941	9,968	3,200
<b>PARTY SIZE</b>													
One	47,605	5,724	16,989	977	344	152	89	492	15,884	159	5,755	885	156
Two	197,046	24,440	79,428	5,092	1,520	744	288	2,336	57,242	460	19,778	4,532	1,184
Three or more	230,076	32,000	104,432	5,413	1,032	414	134	1,379	58,106	349	20,407	4,551	1,860
Avg Party Size	2.42	2.50	2.50	2.48	2.26	2.11	1.86	2.12	2.29	2.01	2.30	2.39	2.91
<b>VISIT STATUS</b>													
First-Time	175,066	16,825	46,768	5,084	1,314	695	127	1,575	67,435	468	30,983	3,202	589
Repeat	299,661	45,339	154,080	6,398	1,582	615	384	2,632	63,797	500	14,968	6,765	2,612
Average # of Trips	3.58	4.22	4.42	3.38	2.91	2.16	3.54	2.82	2.58	2.86	1.90	4.11	5.44
<b>TRAVEL METHOD</b>													
Group Tour	8,975	770	2,054	132	85	23	2	92	4,069	63	1,550	78	56
Package	81,646	8,213	35,859	1,876	330	356	10	256	25,277	113	7,143	1,536	678
Group Tour & Pkg	5,374	389	1,075	72	28	11	0	47	2,556	6	1,079	57	55
True Independent	389,480	53,567	164,015	9,545	2,508	942	498	3,906	104,443	798	38,326	8,410	2,521
<b>ISLANDS VISITED</b>													
Oahu	244,328	23,725	111,445	6,793	1,379	778	228	2,458	62,586	528	28,486	3,893	2,029
Mauai County	216,895	30,548	74,388	4,777	1,569	487	246	2,656	69,379	474	25,804	5,363	1,203
...Maui	215,713	30,400	73,783	4,776	1,569	485	218	2,654	69,114	474	25,674	5,362	1,203
...Molokai *	2,582	361	858	0	2	0	27	231	804	0	221	78	0
...Lānaʻi *	3,688	514	923	36	8	2	2	353	1,339	9	436	66	0
Kauaʻi	56,412	7,056	15,907	1,045	503	130	19	949	18,881	84	10,270	1,420	149
Hawaiʻi Island	88,214	11,240	27,070	1,147	726	325	117	1,067	31,060	164	13,500	1,541	259
...Hilo	26,634	2,045	6,442	266	237	28	14	528	9,785	24	6,920	283	63
...Kona	80,957	10,770	25,367	1,096	580	324	117	1,014	27,767	161	12,023	1,487	252
<b>LENGTH OF STAY</b>													
Oahu (days)	8.33	9.17	8.90	10.24	7.20	7.79	10.97	7.81	7.06	6.57	6.91	12.95	9.84
Mauai (days)	10.32	12.02	11.45	11.71	8.93	7.25	14.00	8.78	9.17	7.96	7.79	11.89	14.72
Molokai (days)	4.58	2.34	5.86	0.00	1.00	0.00	6.00	1.00	4.20	0.00	9.35	1.23	0.00
Lānaʻi (days)	2.62	4.26	3.15	2.21	1.00	5.00	1.00	1.08	2.16	1.00	2.32	2.26	0.00
Kauaʻi (days)	8.05	9.77	9.95	10.88	7.46	7.04	5.16	3.92	6.74	11.16	6.22	10.63	9.72
Hawaiʻi Island (days)	9.62	11.63	10.86	10.55	11.25	8.42	10.31	6.77	8.60	12.83	7.62	13.33	8.91
...Hilo (days)	4.05	5.15	4.31	3.67	5.14	1.20	9.83	1.93	4.08	1.19	3.61	4.06	3.78
...Kona (days)	9.15	11.16	10.49	10.16	11.99	8.34	9.14	6.12	8.18	12.92	6.48	13.03	8.20
Statewide (days)	11.77	12.65	11.43	12.97	12.40	10.10	13.75	12.85	11.25	10.63	12.34	15.06	12.93

Table 25. 2023 Canada MMA Air Visitor Characteristics by Province (continued)

CANADA BY PROVINCE	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
<b>ACCOMMODATIONS</b>													
Hotel	243,761	24,422	103,547	5,495	1,274	843	130	1,705	76,757	509	24,247	3,446	1,387
...Hotel Only	195,038	18,752	89,539	4,659	831	677	100	1,031	60,078	444	15,099	2,593	1,235
Condo	129,812	22,194	57,760	3,785	992	354	218	1,698	25,353	242	12,136	4,168	911
...Condo Only	105,600	19,819	50,613	3,261	549	300	197	907	18,337	193	7,207	3,356	861
Timeshare	41,641	6,658	18,015	1,021	478	56	91	296	11,775	22	1,642	1,205	383
...Timeshare Only	32,325	5,230	14,525	827	267	5	91	221	8,952	14	1,001	863	328
Rental House	53,445	7,919	14,984	743	344	121	64	851	17,784	156	8,773	1,532	174
Hostel	8,467	562	1,122	222	79	18	8	56	2,439	17	3,892	47	6
Camp Site	7,652	330	2,178	14	74	2	2	320	1,804	0	2,871	21	35
Private Room in Private Home**	9,362	1,110	3,454	244	123	16	0	25	2,065	56	1,883	100	285
Shared Room Space in Private Home**	1,566	243	520	2	8	0	0	58	339	0	374	21	0
Bed & Breakfast	5,660	382	2,138	56	51	8	10	72	1,973	14	879	51	25
Cruise Ship	7,894	516	1,700	53	108	34	4	117	3,773	23	1543	23	2
Friends or Relatives	29,051	4,692	12,218	743	158	49	22	277	7,805	32	2,251	639	163
Other Accommodation	7,431	965	2,751	165	79	32	22	51	2,257	2	1,003	100	4
<b>PURPOSE OF TRIP</b>													
Pleasure (Net)	436,231	57,964	186,311	10,813	2,562	1,139	487	3,813	117,353	858	42,714	9,084	3,143
....Vacation	426,106	56,992	183,466	10,479	2,499	1,113	485	3,783	112,706	836	41,728	8,877	3,143
.....Honeymoon	10,723	1,021	2,913	370	64	15	2	59	4,838	22	1,162	255	0
.....Get Married	1,675	211	605	115	2	10	0	45	578	0	108	0	0
MC&I (Net)	20,698	1,980	4,807	420	362	100	2	274	9,441	90	2,799	398	3
....Convention/Conf.	13,665	1,430	3,159	374	261	99	2	219	5,958	63	1,822	276	2
.....Corp. Meetings	2,724	209	539	80	42	0	0	6	1,180	27	629	10	1
.....Incentive	4,818	375	1,236	7	97	2	2	49	2,523	0	414	113	0
Other Business	3,148	360	720	15	75	14	0	39	1,557	26	307	23	12
Visit Friends/Relatives	20,633	3,060	8,829	362	179	47	19	191	6,002	42	1,366	475	60
Government/Military	418	19	67	5	13	2	0	26	262	0	24	0	0
Attend School	399	73	175	7	0	1	0	0	66	0	59	19	0
Sport Events	3,147	281	1,551	9	3	49	0	7	978	6	212	48	1
Other purpose	11,768	1,832	5,809	249	43	17	24	110	2,991	63	415	192	25
Average Age	47	48	48	47	47	53	56	49	47	49	42	50	52

\* Sample sizes for Molokai and Lana'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 26. Europe MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	117,241	114,041	2.8	93,395	99,405	-6.0	23,846	14,636	62.9
VISITOR DAYS	1,517,015	1,592,705	-4.8	1,250,953	1,382,514	-9.5	266,061	210,191	26.6
AVERAGE DAILY CENSUS	4,156	4,364	-4.8	3,427	3,788	-9.5	729	576	26.6
<b>ISLANDS VISITED</b>									
O'ahu	92,772	82,748	12.1	70,701	69,923	1.1	22,071	12,825	72.1
O'ahu only	48,939	39,659	23.4	36,436	33,385	9.1	12,504	6,273	99.3
O'ahu one day or less	3,502	2,781	25.9	2,971	2,704	9.9	531	77	591.3
Kaua'i	28,113	27,333	2.9	23,948	23,890	0.2	4,165	3,443	21.0
Kaua'i only	3,208	3,188	0.6	3,088	3,188	-3.1	120	0	NA
Kaua'i one day or less	1,515	1,641	-7.7	1,258	1,259	-0.1	257	382	-32.6
Maui County	39,712	47,654	-16.7	32,353	42,507	-23.9	7,358	5,147	43.0
Maui	38,675	46,788	-17.3	31,904	41,641	-23.4	6,771	5,147	31.6
Maui only	8,842	11,855	-25.4	8,268	10,641	-22.3	574	1,214	-52.7
Maui one day or less	1,704	1,937	-12.1	1,451	1,500	-3.3	253	437	-42.1
Moloka'i *	1,164	1,641	-29.1	699	1,464	-52.2	465	177	163.1
Moloka'i only*	26	46	-44.0	26	46	-44.0	0	0	NA
Moloka'i one day or less*	179	397	-54.9	150	397	-62.2	29	0	NA
Lāna'i *	1,846	1,247	48.0	573	1,247	-54.0	1,273	0	NA
Lāna'i only*	103	184	-44.1	51	184	-72.2	52	0	NA
Lāna'i one day or less*	1,503	464	224.2	289	464	-37.6	1,214	0	NA
Hawai'i Island	36,665	39,477	-7.1	31,019	34,833	-10.9	5,646	4,644	21.6
Kona side	30,744	32,382	-5.1	25,938	29,241	-11.3	4,805	3,141	53.0
Hilo side	18,345	17,755	3.3	13,939	14,364	-3.0	4,406	3,391	29.9
Hawai'i Island only	7,137	9,561	-25.3	6,963	9,318	-25.3	174	243	-28.1
Hawai'i Island one day or less	989	845	17.1	856	801	6.8	134	44	204.5
Any Neighbor Island	68,302	74,382	-8.2	56,960	66,019	-13.7	11,342	8,363	35.6
NI only	24,469	31,293	-21.8	22,694	29,481	-23.0	1,775	1,811	-2.0
O'ahu & NI	43,833	43,089	1.7	34,266	36,538	-6.2	9,567	6,551	46.0
Any one island only	68,371	64,492	6.0	54,832	56,762	-3.4	13,539	7,730	75.2
Multiple Islands	48,871	49,548	-1.4	38,564	42,642	-9.6	10,307	6,906	49.2
Avg. Islands Visited	1.70	1.75	-2.7	1.70	1.74	-2.3	1.70	1.79	-5.2
Average Length of Stay in Hawai'i	12.94	13.97	-7.4	13.39	13.91	-3.7	11.16	14.36	-22.3
O'ahu	7.84	8.19	-4.2	7.95	8.16	-2.6	7.48	8.33	-10.1
Maui	7.72	8.11	-4.7	8.08	8.11	-0.3	6.04	8.11	-25.6
Moloka'i	4.79	4.53	5.7	5.14	4.67	10.0	4.26	3.35	27.1
Lāna'i	2.11	4.10	-48.5	3.45	4.10	-15.7	1.51	0.00	NA
Kaua'i	6.41	6.21	3.1	6.63	6.46	2.5	5.16	4.49	14.8
Hawai'i Island	8.22	8.96	-8.2	8.60	8.84	-2.7	6.13	9.82	-37.6
Hilo	4.82	6.11	-21.1	5.35	5.43	-1.4	3.14	9.01	-65.1
Kona	6.93	7.57	-8.5	7.41	7.87	-5.8	4.32	4.79	-9.8
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	77,395	73,734	5.0	62,165	66,548	-6.6	15,230	7,186	111.9
Hotel only	58,177	55,322	5.2	47,239	51,146	-7.6	10,938	4,175	162.0
Plan to stay in Condo	11,053	13,398	-17.5	8,293	10,248	-19.1	2,760	3,151	-12.4
Condo only	6,274	7,897	-20.5	4,751	5,800	-18.1	1,523	2,097	-27.4
Plan to stay in Timeshare	2,031	2,095	-3.0	1,779	1,946	-8.6	252	149	69.2
Timeshare only	1,188	1,388	-14.4	1,188	1,388	-14.4	0	0	NA
Cruise Ship	2,371	1,499	58.1	2,203	1,359	62.1	168	140	19.9
Friends/Relatives	11,157	10,774	3.5	9,032	8,692	3.9	2,124	2,082	2.0
Bed & Breakfast	4,438	5,051	-12.1	3,572	4,164	-14.2	866	887	-2.3
Rental House	16,737	16,327	2.5	13,746	14,537	-5.4	2,990	1,790	67.0
Hostel	6,523	7,694	-15.2	4,990	5,327	-6.3	1,533	2,367	-35.2

**Table 26. Europe MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	4,061	4,096	-0.9	2,502	3,134	-20.2	1,559	962	62.1
Private Room in Private Home**	5,614	4,662	20.4	3,032	3,430	-11.6	2,582	1,233	109.5
Shared Room/Space in Private Home**	1,148	1,165	-1.5	914	1,011	-9.6	234	155	51.5
Other Accommodations	3,599	3,232	11.4	3,467	2,997	15.7	132	235	-43.9
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	100,817	97,416	3.5	79,384	84,799	-6.4	21,433	12,617	69.9
Honeymoon/Get Married	8,498	11,545	-26.4	7,066	10,365	-31.8	1,432	1,180	21.3
Honeymoon	7,754	10,980	-29.4	6,505	9,800	-33.6	1,249	1,180	5.9
Get Married	959	892	7.5	776	892	-13.0	183	0	NA
Pleasure/Vacation	93,759	87,487	7.2	73,502	75,862	-3.1	20,257	11,624	74.3
Mtgs/Conventions/Incentive	6,102	5,493	11.1	5,516	5,133	7.5	587	360	63.0
Conventions	3,438	2,697	27.5	3,071	2,507	22.5	367	190	93.2
Corporate Meetings	1,289	1,202	7.2	1,219	1,147	6.3	70	55	27.2
Incentive	1,645	1,810	-9.1	1,495	1,695	-11.8	149	115	30.1
Other Business	1,690	1,341	26.0	1,610	1,341	20.1	80	0	NA
Visit Friends/Rel.	9,792	9,781	0.1	8,042	7,644	5.2	1,750	2,138	-18.1
Gov't/Military	715	590	21.2	686	590	16.3	29	0	NA
Attend School	833	1,275	-34.6	833	1,178	-29.3	0	97	-100.0
Sport Events	1,664	3,568	-53.4	1,469	3,466	-57.6	195	102	90.7
Other	3,130	2,512	24.6	2,292	2,228	2.8	838	283	195.8
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	68.4	70.0	-1.6	67.9	69.3	-1.4	70.3	74.6	-4.3
% Repeaters ***	31.6	30.0	1.6	32.1	30.7	1.4	29.7	25.4	4.3
Average # of Trips	2.40	2.34	2.4	2.50	2.35	6.3	2.01	2.29	-12.3
Group Tour	4,888	4,892	-0.1	4,464	4,753	-6.1	424	139	205.1
Non-Group	112,353	109,148	2.9	88,932	94,652	-6.0	23,422	14,497	61.6
Package Trip	27,526	28,456	-3.3	22,725	25,974	-12.5	4,801	2,482	93.4
No Package	89,715	85,585	4.8	70,670	73,431	-3.8	19,045	12,154	56.7
Net True Independent	87,815	83,739	4.9	68,893	71,585	-3.8	18,922	12,154	55.7
Ave. Age	43	42	3.0	44	42	2.4	43	40	7.1
Ave. Party Size	1.93	1.92	0.7	1.91	1.92	-0.8	2.04	1.90	7.4

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 27. United Kingdom Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	36,058	35,921	0.4	29,531	32,431	-8.9	6,527	3,490	87.0
VISITOR DAYS	369,617	381,649	-3.2	308,990	348,718	-11.4	60,627	32,931	84.1
AVERAGE DAILY CENSUS	1,013	1,046	-3.2	847	955	-11.4	166	90	84.1
<b>ISLANDS VISITED</b>									
O'ahu	27,677	24,691	12.1	21,495	21,703	-1.0	6,183	2,988	106.9
O'ahu only	18,338	15,942	15.0	14,246	13,710	3.9	4,092	2,232	83.3
O'ahu one day or less	1,338	1,056	26.8	1,233	1,030	19.6	106	25	317.6
Kaua'i	4,883	4,908	-0.5	4,532	4,673	-3.0	351	235	49.6
Kaua'i only	1,284	1,372	-6.4	1,284	1,372	-6.4	0	0	NA
Kaua'i one day or less	535	594	-10.0	506	467	8.3	29	127	-77.2
Maui County	9,835	12,003	-18.1	8,146	11,158	-27.0	1,689	845	99.9
Maui	9,693	11,671	-16.9	8,055	10,826	-25.6	1,637	845	93.8
Maui only	3,522	4,840	-27.2	3,293	4,338	-24.1	228	502	-54.5
Maui one day or less	653	745	-12.3	624	618	1.0	29	127	-77.2
Moloka'i *	104	234	-55.7	75	234	-68.1	29	0	NA
Moloka'i only *	10	22	-57.0	10	22	-57.0	0	0	NA
Moloka'i one day or less *	71	94	-24.3	42	94	-55.2	29	0	NA
Lāna'i *	239	415	-42.4	159	415	-61.8	81	0	NA
Lāna'i only *	70	96	-26.8	19	96	-80.5	52	0	NA
Lāna'i one day or less *	109	106	2.3	80	106	-24.9	29	0	NA
Hawai'i Island	8,534	9,098	-6.2	7,568	8,558	-11.6	965	540	78.8
Kona side	7,461	8,005	-6.8	6,514	7,465	-12.7	948	540	75.6
Hilo side	3,333	2,991	11.5	2,748	2,696	1.9	586	294	99.0
Hawai'i Island only	2,510	3,393	-26.0	2,510	3,393	-26.0	0	0	NA
Hawai'i Island one day or less	345	359	-4.0	345	315	9.4	0	44	-100.0
Any Neighbor Island	17,720	19,979	-11.3	15,285	18,721	-18.4	2,435	1,258	93.6
NI only	8,381	11,230	-25.4	8,037	10,728	-25.1	344	502	-31.4
O'ahu & NI	9,339	8,749	6.8	7,249	7,993	-9.3	2,091	756	176.6
Any one island only	25,734	25,666	0.3	21,362	22,932	-6.8	4,372	2,734	59.9
Multiple Islands	10,324	10,255	0.7	8,169	9,499	-14.0	2,155	756	185.1
Avg. Islands Visited	1.42	1.42	-0.2	1.42	1.43	-0.9	1.42	1.32	7.3
Average Length of Stay in Hawai'i	10.25	10.62	-3.5	10.46	10.75	-2.7	9.29	9.44	-1.6
O'ahu	7.26	7.41	-1.9	7.32	7.39	-1.0	7.05	7.49	-5.8
Maui	7.21	7.71	-6.5	7.46	7.75	-3.7	5.96	7.22	-17.5
Moloka'i	3.47	4.58	-24.3	4.43	4.58	-3.3	1.00	0.00	NA
Lāna'i	4.94	4.64	6.6	3.04	4.64	-34.3	8.68	0.00	NA
Kaua'i	6.60	6.52	1.2	6.71	6.68	0.4	5.16	3.34	54.3
Hawai'i Island	7.62	8.12	-6.1	7.97	8.20	-2.8	4.88	6.80	-28.2
Hilo	4.16	4.54	-8.3	4.83	4.89	-1.3	1.03	1.31	-21.2
Kona	6.85	7.53	-9.0	7.22	7.64	-5.4	4.34	6.09	-28.8
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	25,650	25,031	2.5	20,709	22,989	-9.9	4,941	2,042	142.0
Hotel only	20,882	20,820	0.3	17,056	19,615	-13.0	3,827	1,205	217.7
Plan to stay in Condo	3,370	4,006	-15.9	2,613	3,332	-21.6	758	674	12.5
Condo only	2,132	2,852	-25.3	1,795	2,222	-19.2	336	630	-46.6
Plan to stay in Timeshare	1,204	1,219	-1.3	952	1,086	-12.4	252	133	89.5
Timeshare only	676	836	-19.1	676	836	-19.1	0	0	NA
Cruise Ship	1,331	937	42.0	1,331	848	56.9	0	89	-100.0
Friends/Relatives	3,632	3,369	7.8	3,072	2,917	5.3	560	452	23.8
Bed & Breakfast	487	580	-15.9	429	447	-4.0	58	133	-56.2
Rental House	3,952	3,903	1.2	3,322	3,559	-6.7	629	344	82.9
Hostel	934	1,125	-16.9	654	711	-8.1	281	413	-32.1

**Table 27. United Kingdom Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	471	509	-7.4	290	276	5.1	181	233	-22.3
Private Room in Private Home**	543	440	23.4	283	355	-20.3	260	85	206.6
Shared Room/Space in Private Home**	104	97	7.5	104	97	7.5	0	0	NA
Other Accommodations	516	379	36.1	516	379	36.1	0	0	NA
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	30,012	29,974	0.1	24,389	27,335	-10.8	5,622	2,639	113.0
Honeymoon/Get Married	2,499	3,392	-26.3	2,033	3,132	-35.1	466	260	79.3
Honeymoon	2,132	3,188	-33.1	1,849	2,928	-36.8	283	260	9.0
Get Married	425	297	43.2	243	297	-18.3	183	0	NA
Pleasure/Vacation	28,011	26,889	4.2	22,637	24,510	-7.6	5,374	2,379	125.9
Mtgs/Conventions/Incentive	2,200	2,023	8.7	1,895	1,972	-3.9	304	51	501.9
Conventions	1,276	931	37.0	1,086	931	16.7	190	0	NA
Corporate Meetings	398	463	-14.0	398	463	-14.0	0	0	NA
Incentive	613	736	-16.7	499	686	-27.3	115	51	126.6
Other Business	763	592	28.8	726	592	22.7	37	0	NA
Visit Friends/Rel.	3,446	3,373	2.2	2,880	2,750	4.7	567	622	-8.9
Gov't/Military	319	251	27.3	319	251	27.3	0	0	NA
Attend School	46	42	10.7	46	42	10.7	0	0	NA
Sport Events	545	897	-39.3	461	795	-42.0	84	102	-18.1
Other	1,117	777	43.8	718	701	2.5	399	76	425.7
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	63.7	65.0	-1.2	62.3	64.0	-1.7	70.0	73.5	-3.5
% Repeaters ***	36.3	35.0	1.2	37.7	36.0	1.7	30.0	26.5	3.5
Average # of Trips	2.78	2.67	4.0	2.97	2.71	9.5	1.92	2.29	-16.2
Group Tour	1,511	1,413	7.0	1,250	1,274	-1.8	261	139	87.6
Non-Group	34,547	34,509	0.1	28,281	31,158	-9.2	6,266	3,351	87.0
Package Trip	11,157	11,380	-2.0	9,226	10,835	-14.8	1,931	545	
No Package	24,902	24,541	1.5	20,305	21,596	-6.0	4,596	2,945	56.1
Net True Independent	24,488	24,092	1.6	19,891	21,147	-5.9	4,596	2,945	56.1
Ave. Age	47	45	4.3	47	46	2.6	48	41	16.2
Ave. Party Size	1.96	2.00	-2.0	1.95	2.01	-3.4	2.05	1.91	7.3

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.



**Table 28. Germany Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	38,996	38,137	2.3	32,284	33,592	-3.9	6,712	4,545	47.7
VISITOR DAYS	573,578	605,725	-5.3	487,787	530,582	-8.1	85,791	75,143	14.2
AVERAGE DAILY CENSUS	1,571	1,660	-5.3	1,336	1,454	-8.1	235	206	14.2
<b>ISLANDS VISITED</b>									
O'ahu	30,887	27,724	11.4	24,553	23,833	3.0	6,334	3,891	62.8
O'ahu only	14,386	10,682	34.7	10,980	9,386	17.0	3,406	1,297	162.7
O'ahu one day or less	830	923	-10.1	797	872	-8.5	33	52	-36.6
Kaua'i	10,897	11,594	-6.0	9,865	9,982	-1.2	1,032	1,611	-35.9
Kaua'i only	927	888	4.3	898	888	1.1	29	0	NA
Kaua'i one day or less	451	551	-18.2	413	377	9.5	38	174	-78.2
Maui County	14,852	18,452	-19.5	12,276	15,959	-23.1	2,576	2,493	3.3
Maui	14,664	18,221	-19.5	12,088	15,727	-23.1	2,576	2,493	3.3
Maui only	2,617	3,310	-20.9	2,492	2,906	-14.2	125	403	-69.0
Maui one day or less	596	645	-7.6	480	497	-3.4	116	148	-21.8
Moloka'i *	527	724	-27.2	302	647	-53.2	224	77	191.3
Moloka'i only*	9	12	-30.0	9	12	-30.0	0	0	NA
Moloka'i one day or less*	41	147	-72.1	41	147	-72.1	0	0	NA
Lāna'i *	182	374	-51.3	182	374	-51.3	0	0	NA
Lāna'i only*	14	28	-48.0	14	28	-48.0	0	0	NA
Lāna'i one day or less*	91	183	-50.1	91	183	-50.1	0	0	NA
Hawai'i Island	13,521	15,387	-12.1	12,108	13,831	-12.5	1,414	1,556	-9.1
Kona side	10,909	12,849	-15.1	9,940	11,382	-12.7	970	1,467	-33.9
Hilo side	6,674	7,099	-6.0	5,636	6,050	-6.8	1,038	1,049	-1.1
Hawai'i Island only	2,458	3,245	-24.3	2,458	3,245	-24.3	0	0	NA
Hawai'i Island one day or less	414	274	50.9	280	274	2.1	134	0	NA
Any Neighbor Island	24,610	27,455	-10.4	21,304	24,206	-12.0	3,306	3,248	1.8
NI only	8,109	10,412	-22.1	7,731	9,758	-20.8	378	654	-42.2
O'ahu & NI	16,501	17,042	-3.2	13,573	14,448	-6.1	2,928	2,594	12.9
Any one island only	20,526	18,165	13.0	16,851	16,465	2.3	3,675	1,700	116.2
Multiple Islands	18,470	19,972	-7.5	15,433	17,127	-9.9	3,037	2,845	6.7
Avg. Islands Visited	1.81	1.94	-6.6	1.83	1.92	-4.5	1.73	2.12	-18.6
Average Length of Stay in Hawai'i	14.71	15.88	-7.4	15.11	15.80	-4.3	12.78	16.53	-22.7
O'ahu	8.45	8.58	-1.6	8.43	8.43	0.0	8.53	9.53	-10.5
Maui	7.94	8.27	-4.1	8.27	8.20	0.9	6.36	8.74	-27.3
Moloka'i	5.15	4.82	6.8	5.26	4.92	7.0	5.00	4.00	25.0
Lāna'i	3.56	3.99	-10.7	3.56	3.99	-10.7	0.00	0.00	NA
Kaua'i	6.61	6.21	6.6	6.78	6.54	3.7	5.03	4.16	20.8
Hawai'i Island	8.93	9.10	-1.8	9.23	9.46	-2.4	6.42	5.96	7.8
Hilo	5.69	5.32	6.9	5.92	5.77	2.5	4.45	2.71	64.1
Kona	7.59	7.96	-4.6	7.88	8.42	-6.4	4.60	4.38	5.1
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	24,359	23,934	1.8	20,254	21,307	-4.9	4,105	2,627	56.3
Hotel only	17,034	16,406	3.8	14,457	14,842	-2.6	2,578	1,565	64.8
Plan to stay in Condo	4,232	4,710	-10.1	2,976	3,651	-18.5	1,256	1,060	18.5
Condo only	2,292	2,388	-4.0	1,581	1,865	-15.2	712	523	36.2
Plan to stay in Timeshare	451	434	3.8	451	434	3.8	0	0	NA
Timeshare only	284	254	11.7	284	254	11.7	0	0	NA
Cruise Ship	714	437	63.5	546	385	41.7	168	52	225.6
Friends/Relatives	3,908	3,298	18.5	3,101	2,990	3.7	807	308	162.0
Bed & Breakfast	1,855	2,154	-13.9	1,580	1,910	-17.3	275	244	12.6
Rental House	5,986	5,728	4.5	5,163	5,445	-5.2	823	283	191.2
Hostel	2,992	3,345	-10.6	2,425	2,628	-7.7	567	717	-20.9

**Table 28. Germany Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	1,736	1,991	-12.8	1,283	1,503	-14.7	454	488	-7.0
Private Room in Private Home**	2,190	2,420	-9.5	1,580	1,753	-9.9	610	667	-8.6
Shared Room/Space in Private Home**	488	573	-14.7	443	496	-10.6	45	77	-41.4
Other Accommodations	1,669	1,509	10.6	1,653	1,509	9.5	16	0	NA
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	33,450	33,268	0.5	27,694	28,864	-4.1	5,756	4,404	30.7
Honeymoon/Get Married	2,650	3,419	-22.5	2,272	3,027	-24.9	378	392	-3.6
Honeymoon	2,414	3,233	-25.3	2,036	2,841	-28.3	378	392	-3.6
Get Married	348	361	-3.6	348	361	-3.6	0	0	NA
Pleasure/Vacation	31,365	30,758	2.0	25,949	26,559	-2.3	5,416	4,200	29.0
Mtgs/Conventions/Incentive	2,070	1,627	27.2	1,876	1,563	20.0	194	64	202.0
Conventions	1,106	734	50.7	1,005	734	36.9	101	0	NA
Corporate Meetings	413	280	47.7	343	280	22.7	70	0	NA
Incentive	626	670	-6.5	603	606	-0.4	23	64	-64.1
Other Business	446	321	38.6	402	321	25.1	43	0	NA
Visit Friends/Rel.	3,588	3,051	17.6	2,785	2,707	2.9	803	345	132.8
Gov't/Military	172	160	7.4	143	160	-10.7	29	0	NA
Attend School	286	393	-27.3	286	393	-27.3	0	0	NA
Sport Events	510	1,380	-63.0	510	1,380	-63.0	0	0	NA
Other	1,303	860	51.5	946	860	10.0	357	0	NA
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	68.9	70.5	-1.6	69.1	70.9	-1.7	67.8	67.9	0.0
% Repeaters ***	31.1	29.5	1.6	30.9	29.1	1.7	32.2	32.1	0.0
Average # of Trips	2.24	2.27	-1.0	2.28	2.16	5.3	2.07	3.01	-31.3
Group Tour	1,789	1,776	0.7	1,666	1,776	-6.2	123	0	NA
Non-Group	37,207	36,361	2.3	30,618	31,816	-3.8	6,589	4,545	45.0
Package Trip	7,537	8,653	-12.9	6,699	7,319	-8.5	838	1,334	-37.2
No Package	31,459	29,484	6.7	25,585	26,272	-2.6	5,874	3,211	82.9
Net True Independent	30,561	28,732	6.4	24,810	25,520	-2.8	5,752	3,211	79.1
Ave. Age	42	41	3.7	43	41	2.7	42	38	10.7
Ave. Party Size	1.91	1.85	3.1	1.86	1.85	0.6	2.15	1.83	17.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 29. Oceania MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	236,127	186,551	26.6	45,704	28,790	58.7	190,423	157,761	20.7
VISITOR DAYS	2,135,047	1,815,212	17.6	301,770	200,357	50.6	1,833,278	1,614,855	13.5
AVERAGE DAILY CENSUS	5,849	4,973	17.6	827	549	50.6	5,023	4,424	13.5
<b>ISLANDS VISITED</b>									
O'ahu	232,500	182,278	27.6	42,713	25,855	65.2	189,787	156,423	21.3
O'ahu only	187,582	142,520	31.6	38,592	22,730	69.8	148,991	119,790	24.4
O'ahu one day or less	3,369	2,592	30.0	1,006	679	48.1	2,363	1,913	23.5
Kaua'i	17,351	11,342	53.0	1,942	1,615	20.3	15,409	9,728	58.4
Kaua'i only	793	751	5.6	643	621	3.6	150	130	15.0
Kaua'i one day or less	5,729	2,887	98.4	277	278	-0.3	5,451	2,609	108.9
Maui County	25,261	26,986	-6.4	3,371	3,104	8.6	21,890	23,883	-8.3
Maui	24,736	26,305	-6.0	3,316	3,008	10.3	21,420	23,298	-8.1
Maui only	1,495	1,601	-6.6	1,259	1,248	0.9	236	354	-33.2
Maui one day or less	7,347	4,084	79.9	372	230	61.9	6,975	3,854	81.0
Moloka'i *	1,863	1,391	34.0	53	71	-24.6	1,809	1,320	37.1
Moloka'i only*	3	1	218.2	3	1	218.2	0	0	NA
Moloka'i one day or less*	1,633	1,085	50.5	25	24	2.9	1,608	1,061	51.5
Lāna'i *	2,391	1,895	26.2	74	105	-29.5	2,317	1,790	29.4
Lāna'i only*	3	37	-90.9	3	17	-80.4	0	20	-100.0
Lāna'i one day or less*	2,028	1,570	29.2	53	30	75.7	1,976	1,540	28.3
Hawai'i Island	25,840	18,799	37.5	2,904	2,131	36.3	22,937	16,669	37.6
Kona side	22,241	15,614	42.4	2,419	1,755	37.8	19,822	13,860	43.0
Hilo side	14,527	8,977	61.8	1,045	662	57.9	13,483	8,315	62.1
Hawai'i Island only	1,128	1,459	-22.7	878	771	13.9	251	688	-63.6
Hawai'i Island one day or less	3,851	2,327	65.5	190	127	49.9	3,660	2,200	66.3
Any Neighbor Island	48,545	44,031	10.3	7,113	6,060	17.4	41,432	37,971	9.1
NI only	3,628	4,273	-15.1	2,991	2,936	1.9	636	1,338	-52.4
O'ahu & NI	44,917	39,758	13.0	4,121	3,124	31.9	40,796	36,633	11.4
Any one island only	191,005	146,369	30.5	41,378	25,388	63.0	149,627	120,982	23.7
Multiple Islands	45,122	40,182	12.3	4,326	3,403	27.1	40,796	36,779	10.9
Avg. Islands Visited	1.29	1.30	-0.5	1.12	1.14	-2.0	1.33	1.33	0.4
Average Length of Stay in Hawai'i	9.04	9.73	-7.1	6.60	6.96	-5.1	9.63	10.24	-5.9
O'ahu	7.95	8.47	-6.0	5.75	5.74	0.2	8.45	8.92	-5.2
Maui	4.27	4.92	-13.2	6.67	7.71	-13.5	3.90	4.56	-14.4
Moloka'i	1.34	1.62	-17.0	3.82	4.47	-14.6	1.27	1.47	-13.4
Lāna'i	1.29	1.72	-25.3	2.46	4.46	-44.8	1.25	1.56	-20.0
Kaua'i	3.81	4.47	-14.8	6.80	7.15	-4.8	3.43	4.03	-14.7
Hawai'i Island	4.19	4.61	-9.0	6.99	7.68	-9.1	3.84	4.21	-8.9
Hilo	1.98	2.32	-14.6	4.58	5.32	-13.9	1.78	2.08	-14.5
Kona	3.58	4.21	-15.1	6.41	7.32	-12.5	3.23	3.82	-15.4
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	206,340	162,394	27.1	38,467	23,209	65.7	167,873	139,185	20.6
Hotel only	184,820	145,922	26.7	36,653	21,985	66.7	148,166	123,937	19.5
Plan to stay in Condo	18,263	14,815	23.3	2,230	1,725	29.2	16,033	13,089	22.5
Condo only	10,565	8,630	22.4	1,770	1,307	35.4	8,795	7,323	20.1
Plan to stay in Timeshare	5,465	5,155	6.0	656	557	17.8	4,810	4,598	4.6
Timeshare only	3,123	3,203	-2.5	461	410	12.5	2,662	2,793	-4.7
Cruise Ship	5,782	2,172	166.2	395	106	272.3	5,387	2,066	160.7
Friends/Relatives	7,907	6,223	27.1	2,124	1,899	11.9	5,782	4,324	33.7
Bed & Breakfast	1,720	2,013	-14.6	330	278	18.7	1,390	1,735	-19.9
Rental House	9,947	7,360	35.1	1,840	1,507	22.1	8,107	5,853	38.5
Hostel	1,889	1,893	-0.2	855	447	91.3	1,034	1,446	-28.5

**Table 29. Oceania MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	486	809	-39.9	199	125	58.5	287	683	-58.0
Private Room in Private Home**	2,518	2,558	-1.6	184	127	44.4	2,334	2,430	-4.0
Shared Room/Space in Private Home**	306	316	-3.2	66	71	-6.8	240	245	-2.2
Other Accommodations	1,297	559	131.9	624	372	68.0	673	188	258.7
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	214,545	170,983	25.5	40,841	24,739	65.1	173,704	146,245	18.8
Honeymoon/Get Married	7,112	8,888	-20.0	1,263	1,122	12.5	5,849	7,765	-24.7
Honeymoon	6,532	8,397	-22.2	1,155	1,000	15.4	5,377	7,397	-27.3
Get Married	951	595	59.7	118	147	-19.5	833	449	85.6
Pleasure/Vacation	207,938	162,920	27.6	39,763	23,787	67.2	168,175	139,133	20.9
Mtgs/Conventions/Incentive	6,015	5,394	11.5	595	470	26.5	5,421	4,924	10.1
Conventions	2,758	2,118	30.2	367	232	58.4	2,390	1,886	26.8
Corporate Meetings	2,161	2,312	-6.5	128	150	-15.0	2,033	2,162	-5.9
Incentive	1,171	1,117	4.8	108	122	-11.4	1,063	995	6.8
Other Business	918	906	1.3	556	413	34.4	363	493	-26.4
Visit Friends/Rel.	9,161	7,834	16.9	2,219	1,915	15.9	6,942	5,919	17.3
Gov't/Military	612	925	-33.8	256	226	13.6	356	700	-49.1
Attend School	31	98	-68.3	21	39	-45.4	10	60	-83.3
Sport Events	3,841	1,141	236.5	213	190	12.0	3,628	952	281.3
Other	11,937	7,524	58.7	2,201	1,798	22.4	9,735	5,725	70.0
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	42.8	36.7	6.1	36.0	31.4	4.6	44.4	37.7	6.7
% Repeaters ***	57.2	63.3	-6.1	64.0	68.6	-4.6	55.6	62.3	-6.7
Average # of Trips	2.77	3.30	-16.1	3.33	3.87	-14.0	2.63	3.19	-17.6
Group Tour	5,364	2,670	100.9	868	372	133.5	4,496	2,298	95.6
Non-Group	230,763	183,881	25.5	44,836	28,419	57.8	185,927	155,463	19.6
Package Trip	65,325	46,917	39.2	11,025	5,645	95.3	54,301	41,273	31.6
No Package	170,802	139,634	22.3	34,680	23,146	49.8	136,122	116,488	16.9
Net True Independent	168,918	138,997	21.5	34,253	22,954	49.2	134,665	116,042	16.0
Ave. Age	47	45	4.8	46	44	3.6	48	45	5.1
Ave. Party Size	2.65	2.45	8.2	2.20	1.98	11.3	2.78	2.56	8.8

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 30. Australia Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	185,887	155,700	19.4	35,397	22,611	56.5	150,490	133,089	13.1
VISITOR DAYS	1,672,722	1,516,040	10.3	225,192	146,454	53.8	1,447,530	1,369,586	5.7
AVERAGE DAILY CENSUS	4,583	4,154	10.3	617	401	53.8	3,966	3,752	5.7
ISLANDS VISITED									
O'ahu	183,790	153,116	20.0	33,822	21,246	59.2	149,968	131,870	13.7
O'ahu only	147,722	118,919	24.2	30,698	18,934	62.1	117,024	99,985	17.0
O'ahu one day or less	2,470	2,325	6.2	768	571	34.6	1,701	1,754	-3.0
Kaua'i	15,028	9,715	54.7	1,235	834	48.1	13,793	8,881	55.3
Kaua'i only	432	375	15.2	304	245	24.2	128	130	-1.5
Kaua'i one day or less	5,126	2,590	97.9	155	87	78.4	4,971	2,503	98.6
Maui County	20,173	22,903	-11.9	2,298	1,923	19.5	17,874	20,981	-14.8
Maui	19,735	22,414	-12.0	2,258	1,856	21.6	17,477	20,557	-15.0
Maui only	877	973	-9.9	688	619	11.0	189	354	-46.5
Maui one day or less	6,240	3,615	72.6	293	148	98.2	5,947	3,467	71.5
Moloka'i *	1,593	1,098	45.0	29	35	-16.6	1,563	1,063	47.0
Moloka'i only*	3	0	NA	3	0	NA	0	0	NA
Moloka'i one day or less*	1,424	876	62.6	19	15	24.7	1,405	860	63.3
Lāna'i *	2,095	1,599	31.0	58	75	-21.9	2,036	1,524	33.6
Lāna'i only*	3	31	-89.0	3	11	-68.8	0	20	-100.0
Lāna'i one day or less*	1,806	1,291	39.8	46	17	170.4	1,760	1,274	38.1
Hawai'i Island	20,635	15,753	31.0	1,984	1,378	43.9	18,652	14,374	29.8
Kona side	17,968	12,986	38.4	1,659	1,133	46.4	16,309	11,853	37.6
Hilo side	11,964	7,752	54.3	735	428	71.8	11,229	7,324	53.3
Hawai'i Island only	688	975	-29.4	483	397	21.6	205	578	-64.6
Hawai'i Island one day or less	3,077	1,975	55.8	144	85	68.3	2,933	1,890	55.2
Any Neighbor Island	38,164	36,781	3.8	4,699	3,677	27.8	33,466	33,104	1.1
NI only	2,097	2,584	-18.9	1,575	1,365	15.4	522	1,219	-57.2
O'ahu & NI	36,067	34,197	5.5	3,124	2,312	35.1	32,944	31,885	3.3
Any one island only	149,725	121,273	23.5	32,179	20,207	59.3	117,546	101,066	16.3
Multiple Islands	36,161	34,428	5.0	3,217	2,405	33.8	32,944	32,023	2.9
Avg. Islands Visited	1.31	1.31	-0.1	1.11	1.12	-1.0	1.35	1.34	0.9
Average Length of Stay in Hawai'i	9.00	9.74	-7.6	6.36	6.48	-1.8	9.62	10.29	-6.5
O'ahu	7.91	8.47	-6.6	5.63	5.51	2.1	8.42	8.94	-5.8
Maui	4.06	4.71	-13.7	6.34	7.39	-14.3	3.77	4.47	-15.6
Moloka'i	1.25	1.36	-8.6	3.27	3.31	-1.2	1.21	1.30	-7.0
Lāna'i	1.20	1.80	-33.6	1.85	4.65	-60.3	1.18	1.66	-29.1
Kaua'i	3.58	4.17	-14.2	6.09	6.55	-6.9	3.35	3.95	-15.1
Hawai'i Island	3.93	4.38	-10.3	6.48	7.07	-8.5	3.66	4.12	-11.3
Hilo	1.81	2.21	-18.1	4.11	4.70	-12.7	1.66	2.07	-19.6
Kona	3.30	3.99	-17.2	5.92	6.83	-13.3	3.04	3.72	-18.4
ACCOMMODATIONS									
Plan to stay in Hotel	167,100	138,741	20.4	30,884	19,389	59.3	136,215	119,352	14.1
Hotel only	150,940	125,385	20.4	29,546	18,500	59.7	121,394	106,885	13.6
Plan to stay in Condo	11,920	10,916	9.2	1,367	1,001	36.6	10,553	9,915	6.4
Condo only	6,320	5,969	5.9	1,045	722	44.7	5,275	5,246	0.5
Plan to stay in Timeshare	4,010	4,021	-0.3	405	282	43.6	3,604	3,739	-3.6
Timeshare only	2,227	2,584	-13.8	293	193	52.1	1,934	2,392	-19.1
Cruise Ship	5,287	2,082	153.9	336	91	271.1	4,951	1,992	148.6
Friends/Relatives	4,780	3,703	29.1	1,186	1,048	13.2	3,594	2,655	35.4
Bed & Breakfast	1,220	1,501	-18.7	221	194	13.9	999	1,307	-23.5
Rental House	6,616	5,507	20.2	1,187	929	27.8	5,429	4,578	18.6
Hostel	1,422	1,690	-15.9	671	352	90.6	751	1,338	-43.9

**Table 30. Australia Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	351	648	-45.8	143	80	79.6	208	568	-63.4
Private Room in Private Home**	1,300	2,090	-37.8	124	90	37.8	1,176	2,000	-41.2
Shared Room/Space in Private Home**	81	227	-64.4	38	45	-16.1	43	183	-76.3
Other Accommodations	706	424	66.6	442	266	66.2	264	158	67.2
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	170,123	143,912	18.2	32,049	19,864	61.3	138,074	124,048	11.3
Honeymoon/Get Married	6,165	7,925	-22.2	1,047	945	10.8	5,118	6,980	-26.7
Honeymoon	5,699	7,525	-24.3	965	857	12.5	4,734	6,667	-29.0
Get Married	809	496	63.0	90	103	-12.8	719	393	83.0
Pleasure/Vacation	164,278	136,640	20.2	31,143	19,058	63.4	133,135	117,582	13.2
Mtgs/Conventions/Incentive	4,429	3,930	12.7	396	299	32.4	4,033	3,631	11.1
Conventions	2,172	1,718	26.4	258	162	59.3	1,914	1,557	23.0
Corporate Meetings	1,499	1,653	-9.3	82	82	-0.7	1,417	1,570	-9.7
Incentive	795	683	16.4	62	73	-15.5	734	610	20.3
Other Business	551	508	8.5	327	232	41.0	224	276	-18.9
Visit Friends/Rel.	5,829	5,294	10.1	1,279	1,110	15.2	4,550	4,183	8.8
Govt/Military	465	807	-42.3	184	164	12.7	281	644	-56.3
Attend School	19	29	-34.0	9	15	-41.0	10	14	-26.3
Sport Events	2,702	1,038	160.4	153	132	15.9	2,550	906	181.4
Other	10,257	6,493	58.0	1,728	1,441	20.0	8,529	5,052	68.8
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	42.8	36.7	6.1	36.1	32.1	4.0	44.3	37.5	6.8
% Repeaters ***	57.2	63.3	-6.1	63.9	67.9	-4.0	55.7	62.5	-6.8
Average # of Trips	2.73	3.23	-15.4	3.15	3.52	-10.4	2.63	3.18	-17.2
Group Tour	4,097	1,961	108.9	603	267	126.2	3,494	1,695	
Non-Group	181,789	153,739	18.2	34,793	22,345	55.7	146,996	131,394	11.9
Package Trip	54,864	41,216	33.1	8,661	4,779	81.2	46,203	36,436	26.8
No Package	131,023	114,485	14.4	26,735	17,832	49.9	104,287	96,653	7.9
Net True Independent	129,629	114,016	13.7	26,454	17,699	49.5	103,176	96,317	7.1
Ave. Age	47	45	4.4	46	44	3.1	47	45	4.8
Ave. Party Size	2.63	2.44	8.0	2.20	1.99	10.7	2.76	2.53	8.9

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 31. New Zealand Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	50,241	30,851	62.8	10,308	6,179	66.8	39,933	24,672	61.9
VISITOR DAYS	462,326	299,172	54.5	76,578	53,903	42.1	385,747	245,269	57.3
AVERAGE DAILY CENSUS	1,267	820	54.5	210	148	42.1	1,057	672	57.3
<b>ISLANDS VISITED</b>									
O'ahu	48,710	29,162	67.0	8,891	4,608	92.9	39,818	24,553	62.2
O'ahu only	39,860	23,601	68.9	7,894	3,796	108.0	31,966	19,805	61.4
O'ahu one day or less	899	266	237.4	237	108	119.3	662	158	318.1
Kaua'i	2,323	1,628	42.7	707	781	-9.5	1,616	847	90.8
Kaua'i only	361	376	-4.0	340	376	-9.7	22	0	NA
Kaua'i one day or less	603	297	102.7	122	191	-36.1	481	106	352.5
Maui County	5,088	4,083	24.6	1,073	1,181	-9.1	4,016	2,902	38.4
Maui	5,001	3,891	28.5	1,058	1,151	-8.1	3,942	2,740	43.9
Maui only	619	628	-1.6	572	628	-9.1	47	0	NA
Maui one day or less	1,108	469	136.0	79	82	-3.5	1,028	387	165.5
Moloka'i *	270	292	-7.4	24	36	-32.4	246	256	-3.9
Moloka'i only*	0	1	-100.0	0	1	-100.0	0	0	NA
Moloka'i one day or less*	209	210	-0.3	6	9	-35.6	203	201	1.2
Lāna'i *	296	296	0.0	16	30	-48.2	281	266	5.5
Lāna'i only*	0	6	-100.0	0	6	-100.0	0	0	NA
Lāna'i one day or less*	223	279	-20.1	7	13	-48.1	216	266	-18.7
Hawai'i Island	5,205	3,047	70.8	920	752	22.3	4,285	2,294	86.8
Kona side	4,273	2,628	62.6	760	622	22.2	3,513	2,006	75.1
Hilo side	2,563	1,224	109.3	309	234	32.4	2,254	991	127.5
Hawai'i Island only	440	484	-9.0	394	373	5.6	46	111	-58.2
Hawai'i Island one day or less	774	352	119.8	46	41	12.0	727	311	134.1
Any Neighbor Island	10,381	7,250	43.2	2,414	2,383	1.3	7,967	4,867	63.7
NI only	1,531	1,689	-9.4	1,416	1,571	-9.8	115	119	-3.2
O'ahu & NI	8,850	5,561	59.1	998	813	22.8	7,852	4,748	65.4
Any one island only	41,280	25,097	64.5	9,199	5,181	77.5	32,081	19,916	61.1
Multiple Islands	8,961	5,754	55.7	1,109	998	11.1	7,852	4,756	65.1
Avg. Islands Visited	1.23	1.24	-0.9	1.13	1.19	-5.4	1.26	1.25	0.2
Average Length of Stay in Hawai'i	9.20	9.70	-5.1	7.43	8.72	-14.8	9.66	9.94	-2.8
O'ahu	8.13	8.45	-3.8	6.24	6.82	-8.5	8.55	8.76	-2.3
Maui	5.09	6.11	-16.7	7.37	8.23	-10.4	4.47	5.22	-14.2
Moloka'i	1.90	2.57	-26.0	4.47	5.60	-20.1	1.65	2.15	-23.2
Lāna'i	1.93	1.31	47.9	4.73	3.99	18.4	1.78	1.00	77.6
Kaua'i	5.34	6.27	-14.9	8.05	7.79	3.3	4.15	4.88	-14.9
Hawai'i Island	5.25	5.79	-9.3	8.09	8.80	-8.0	4.64	4.80	-3.4
Hilo	2.79	3.02	-7.6	5.71	6.44	-11.4	2.39	2.21	8.0
Kona	4.72	5.31	-11.0	7.48	8.23	-9.1	4.13	4.40	-6.2
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	39,240	23,653	65.9	7,582	3,820	98.5	31,657	19,833	59.6
Hotel only	33,880	20,537	65.0	7,107	3,485	103.9	26,772	17,052	57.0
Plan to stay in Condo	6,343	3,899	62.7	863	725	19.1	5,480	3,174	72.6
Condo only	4,245	2,662	59.5	724	585	23.9	3,521	2,077	69.5
Plan to stay in Timeshare	1,456	1,134	28.4	251	275	-8.7	1,205	859	40.3
Timeshare only	896	618	44.9	168	217	-22.6	728	401	81.5
Cruise Ship	495	90	450.1	59	15	279.7	437	75	485.4
Friends/Relatives	3,127	2,520	24.1	939	851	10.3	2,188	1,670	31.1
Bed & Breakfast	500	512	-2.4	109	84	29.7	391	428	-8.7
Rental House	3,330	1,854	79.7	653	579	12.8	2,678	1,275	110.0
Hostel	467	202	130.8	184	95	94.0	283	107	163.3

**Table 31. New Zealand Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	135	161	-16.3	55	46	21.6	79	115	-31.3
Private Room in Private Home**	1,218	468	160.3	60	37	60.5	1,158	431	168.9
Shared Room/Space in Private Home**	225	88	154.3	28	26	9.5	197	63	214.3
Other Accommodations	592	136	335.8	183	106	72.4	409	30	1,269.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	44,422	27,072	64.1	8,792	4,875	80.4	35,630	22,197	60.5
Honeymoon/Get Married	947	963	-1.7	216	178	21.5	731	785	-6.9
Honeymoon	833	873	-4.6	190	143	33.0	643	730	-11.9
Get Married	142	99	43.3	28	43	-35.5	114	56	104.6
Pleasure/Vacation	43,660	26,280	66.1	8,619	4,730	82.2	35,040	21,550	62.6
Mtgs/Conventions/Incentive	1,586	1,464	8.4	199	171	16.1	1,387	1,293	7.3
Conventions	586	399	46.7	110	70	56.2	476	329	44.7
Corporate Meetings	662	659	0.4	46	68	-32.4	616	592	4.1
Incentive	375	434	-13.5	46	49	-5.3	329	385	-14.5
Other Business	367	398	-7.8	229	182	25.9	138	216	-36.0
Visit Friends/Rel.	3,332	2,541	31.2	940	805	16.8	2,392	1,736	37.8
Govt/Military	147	118	24.2	72	62	16.0	75	56	33.3
Attend School	12	70	-82.4	12	24	-48.2	0	46	-100.0
Sport Events	1,138	103	1,001.3	60	58	3.2	1,078	45	2,283.8
Other	1,680	1,031	62.9	473	358	32.3	1,207	673	79.2
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	42.9	36.7	6.2	35.7	29.0	6.7	44.7	38.6	6.1
% Repeaters ***	57.1	63.3	-6.2	64.3	71.0	-6.7	55.3	61.4	-6.1
Average # of Trips	2.89	3.63	-20.4	3.93	5.15	-23.7	2.62	3.25	-19.3
Group Tour	1,267	709	78.7	265	105	152.2	1,002	604	65.9
Non-Group	48,974	30,142	62.5	10,043	6,074	65.3	38,931	24,068	61.8
Package Trip	10,462	5,702	83.5	2,363	865	173.1	8,098	4,836	67.4
No Package	39,779	25,149	58.2	7,944	5,314	49.5	31,835	19,836	60.5
Net True Independent	39,289	24,981	57.3	7,799	5,255	48.4	31,489	19,726	59.6
Ave. Age	48	45	6.1	48	45	5.1	48	46	6.2
Ave. Party Size	2.71	2.50	8.5	2.22	1.95	13.5	2.87	2.68	7.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.



**Table 32. Other Asia MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	214,609	137,506	56.1	25,419	25,147	1.1	189,190	112,359	68.4
VISITOR DAYS	1,828,030	1,213,166	50.7	201,063	229,487	-12.4	1,626,967	983,679	65.4
AVERAGE DAILY CENSUS	5,008	3,324	50.7	551	629	-12.4	4,457	2,695	65.4
<b>ISLANDS VISITED</b>									
O'ahu	208,461	130,673	59.5	20,943	19,619	6.8	187,517	111,055	68.9
O'ahu only	153,371	98,359	55.9	15,811	13,928	13.5	137,560	84,431	62.9
O'ahu one day or less	3,010	2,219	35.6	1,487	1,416	5.0	1,523	804	89.5
Kaua'i	8,407	4,854	73.2	1,924	1,980	-2.8	6,483	2,874	125.5
Kaua'i only	945	840	12.5	710	752	-5.6	236	88	166.8
Kaua'i one day or less	2,830	1,265	123.7	277	298	-7.1	2,554	968	163.9
Maui County	19,058	16,811	13.4	3,661	5,301	-30.9	15,397	11,510	33.8
Maui	18,431	16,495	11.7	3,545	5,121	-30.8	14,886	11,374	30.9
Maui only	2,181	2,596	-16.0	1,565	2,084	-24.9	616	512	20.3
Maui one day or less	2,195	1,475	48.8	360	343	4.9	1,836	1,132	62.2
Moloka'i *	444	299	48.5	66	162	-59.2	378	137	176.1
Moloka'i only*	39	33	16.8	9	33	-73.2	30	0	NA
Moloka'i one day or less*	174	168	3.4	25	78	-67.9	149	90	66.0
Lāna'i *	635	415	53.0	151	214	-29.2	484	201	140.5
Lāna'i only*	18	36	-50.3	18	36	-50.3	0	0	NA
Lāna'i one day or less*	246	167	46.8	26	91	-71.1	219	76	188.0
Hawai'i Island	40,369	21,899	84.3	5,485	5,740	-4.4	34,884	16,159	115.9
Kona side	33,037	17,620	87.5	4,563	4,690	-2.7	28,474	12,930	120.2
Hilo side	19,682	10,135	94.2	2,292	2,294	-0.1	17,389	7,841	121.8
Hawai'i Island only	2,473	2,450	0.9	1,791	1,941	-7.7	683	509	34.1
Hawai'i Island one day or less	5,541	2,709	104.6	349	312	11.7	5,192	2,396	116.7
Any Neighbor Island	61,238	39,147	56.4	9,608	11,219	-14.4	51,630	27,928	84.9
NI only	6,148	6,833	-10.0	4,475	5,528	-19.0	1,673	1,304	28.3
O'ahu & NI	55,090	32,314	70.5	5,133	5,691	-9.8	49,957	26,624	87.6
Any one island only	159,027	104,315	52.4	19,903	18,774	6.0	139,124	85,541	62.6
Multiple Islands	55,581	33,192	67.5	5,516	6,373	-13.5	50,066	26,818	86.7
Avg. Islands Visited	1.29	1.27	1.5	1.26	1.31	-3.2	1.29	1.26	2.5
Average Length of Stay in Hawai'i	8.52	8.82	-3.5	7.91	9.13	-13.3	8.60	8.75	-1.8
O'ahu	7.25	7.62	-4.9	6.18	7.01	-11.9	7.37	7.73	-4.7
Maui	5.14	4.54	13.2	6.20	6.69	-7.4	4.89	3.58	36.8
Moloka'i	3.81	3.41	11.6	4.04	3.24	24.9	3.76	3.61	4.2
Lāna'i	2.66	2.67	-0.7	3.57	3.16	13.2	2.37	2.16	9.6
Kaua'i	4.05	4.46	-9.0	6.32	6.74	-6.2	3.38	2.88	17.3
Hawai'i Island	4.57	5.40	-15.3	6.69	7.51	-10.9	4.24	4.65	-8.9
Hilo	2.24	2.88	-22.2	3.97	4.85	-18.1	2.02	2.31	-12.7
Kona	4.25	5.05	-15.9	6.05	6.81	-11.3	3.96	4.41	-10.2
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	186,595	119,300	56.4	18,870	18,569	1.6	167,725	100,731	66.5
Hotel only	168,172	109,424	53.7	17,242	16,690	3.3	150,929	92,734	62.8
Plan to stay in Condo	13,987	9,393	48.9	1,425	1,858	-23.3	12,563	7,535	66.7
Condo only	7,435	5,353	38.9	993	1,312	-24.3	6,442	4,042	59.4
Plan to stay in Timeshare	1,344	943	42.5	484	570	-15.1	860	373	130.6
Timeshare only	838	506	65.6	367	409	-10.4	472	97	386.1
Cruise Ship	595	201	196.4	240	138	74.5	355	63	462.0
Friends/Relatives	9,209	5,886	56.5	2,209	2,110	4.7	7,000	3,776	85.4
Bed & Breakfast	2,925	1,279	128.7	470	504	-6.7	2,455	775	216.9
Rental House	15,758	7,888	99.8	2,132	2,315	-7.9	13,626	5,573	144.5
Hostel	1,532	584	162.5	462	354	30.4	1,070	229	366.8

**Table 32. Other Asia MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	391	651	-39.9	272	276	-1.7	120	374	-68.0
Private Room in Private Home**	2,990	2,279	31.2	455	481	-5.3	2,535	1,798	41.0
Shared Room/Space in Private Home**	808	673	20.0	226	229	-1.3	582	445	30.9
Other Accommodations	823	610	34.9	583	502	16.2	240	108	121.9
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	194,600	125,850	54.6	21,048	20,883	0.8	173,552	104,967	65.3
Honeymoon/Get Married	57,433	57,015	0.7	1,660	1,643	1.0	55,773	55,372	0.7
Honeymoon	55,661	55,264	0.7	1,454	1,487	-2.2	54,207	53,778	0.8
Get Married	3,069	3,552	-13.6	249	209	19.2	2,820	3,343	-15.6
Pleasure/Vacation	138,235	69,441	99.1	19,617	19,478	0.7	118,618	49,963	137.4
Mtgs/Conventions/Incentive	9,962	5,424	83.7	1,508	1,322	14.1	8,453	4,102	106.1
Conventions	5,670	2,469	129.7	857	641	33.9	4,812	1,828	163.3
Corporate Meetings	1,096	387	183.3	257	271	-5.0	839	116	623.3
Incentive	3,243	2,685	20.8	441	462	-4.7	2,802	2,223	26.1
Other Business	1,528	900	69.8	510	596	-14.4	1,018	304	235.0
Visit Friends/Rel.	6,740	4,978	35.4	2,128	1,988	7.1	4,613	2,990	54.3
Govt/Military	680	518	31.3	227	340	-33.3	453	177	155.4
Attend School	899	263	241.7	138	123	12.0	761	140	443.7
Sport Events	1,058	377	181.1	178	153	16.0	881	223	294.6
Other	5,791	2,380	143.3	927	851	8.9	4,864	1,529	218.0
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	69.3	71.2	-1.9	53.5	53.6	-0.2	71.4	75.1	-3.7
% Repeaters ***	30.7	28.8	1.9	46.5	46.4	0.2	28.6	24.9	3.7
Average # of Trips	1.92	1.90	1.3	3.08	3.17	-2.9	1.77	1.61	9.6
Group Tour	21,826	11,883	83.7	1,493	1,391	7.3	20,333	10,492	93.8
Non-Group	192,783	125,623	53.5	23,925	23,756	0.7	168,857	101,867	65.8
Package Trip	59,203	41,906	41.3	5,323	5,038	5.7	53,880	36,869	46.1
No Package	155,406	95,600	62.6	20,096	20,110	-0.1	135,310	75,490	79.2
Net True Independent	148,676	92,729	60.3	19,456	19,537	-0.4	129,221	73,192	76.6
Ave. Age	38	36	6.1	36	36	1.6	38	36	6.4
Ave. Party Size	2.50	2.21	12.8	1.90	1.91	-0.3	2.60	2.29	13.5

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 33. Korea Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	161,706	111,863	44.6	7,171	6,563	9.3	154,535	105,300	46.8
VISITOR DAYS	1,362,397	967,259	40.9	57,724	61,393	-6.0	1,304,673	905,866	44.0
AVERAGE DAILY CENSUS	3,733	2,650	40.9	158	168	-6.0	3,574	2,482	44.0
<b>ISLANDS VISITED</b>									
O'ahu	159,755	109,509	45.9	6,189	5,398	14.6	153,566	104,110	47.5
O'ahu only	122,731	85,429	43.7	5,355	4,503	18.9	117,376	80,926	45.0
O'ahu one day or less	476	943	-49.5	217	220	-1.8	260	723	-64.1
Kaua'i	4,538	2,291	98.1	433	326	32.7	4,105	1,964	108.9
Kaua'i only	430	238	81.0	194	149	30.2	236	88	166.8
Kaua'i one day or less	2,536	929	173.1	51	45	13.3	2,485	883	181.3
Maui County	10,933	11,035	-0.9	777	1,010	-23.0	10,156	10,025	1.3
Maui	10,518	10,953	-4.0	761	991	-23.3	9,757	9,961	-2.0
Maui only	397	880	-54.9	327	463	-29.4	70	417	-83.2
Maui one day or less	1,190	1,112	7.1	78	84	-6.7	1,112	1,028	8.2
Moloka'i *	284	152	87.2	19	30	-38.0	265	121	118.7
Moloka'i only*	32	3	883.0	2	3	-34.4	30	0	NA
Moloka'i one day or less*	151	103	47.2	2	13	-82.7	149	90	66.0
Lāna'i *	528	173	206.1	45	28	59.6	484	145	234.6
Lāna'i only*	1	2	-45.4	1	2	-45.4	0	0	NA
Lāna'i one day or less*	221	94	136.4	2	18	-87.3	219	76	188.0
Hawai'i Island	26,866	15,244	76.2	928	923	0.5	25,938	14,320	81.1
Kona side	21,537	12,362	74.2	806	822	-1.9	20,730	11,540	79.6
Hilo side	12,913	7,111	81.6	337	254	32.4	12,576	6,857	83.4
Hawai'i Island only	943	941	0.1	391	452	-13.4	552	490	12.6
Hawai'i Island one day or less	4,220	2,415	74.7	69	42	64.2	4,151	2,373	74.9
Any Neighbor Island	38,975	26,434	47.4	1,816	2,060	-11.8	37,159	24,374	52.5
NI only	1,951	2,354	-17.1	983	1,164	-15.6	969	1,190	-18.6
O'ahu & NI	37,024	24,080	53.8	834	896	-6.9	36,190	23,184	56.1
Any one island only	124,534	87,493	42.3	6,270	5,572	12.5	118,263	81,921	44.4
Multiple Islands	37,173	24,370	52.5	901	991	-9.1	36,272	23,379	55.1
Avg. Islands Visited	1.25	1.24	1.3	1.17	1.17	-0.5	1.26	1.24	1.3
Average Length of Stay in Hawai'i	8.43	8.65	-2.6	8.05	9.35	-14.0	8.44	8.60	-1.9
O'ahu	7.41	7.70	-3.7	6.72	7.69	-12.6	7.44	7.70	-3.3
Maui	4.29	3.65	17.6	6.79	7.01	-3.0	4.10	3.32	23.5
Moloka'i	3.66	2.23	64.1	6.34	6.08	4.2	3.47	1.26	175.1
Lāna'i	2.38	1.97	21.2	2.53	2.65	-4.4	2.37	1.83	29.2
Kaua'i	3.16	3.30	-4.3	6.79	7.85	-13.5	2.77	2.54	9.1
Hawai'i Island	4.32	5.00	-13.6	8.41	10.95	-23.2	4.17	4.62	-9.6
Hilo	2.04	2.21	-7.8	4.08	4.79	-14.9	1.98	2.11	-6.2
Kona	4.17	4.90	-14.9	7.98	10.82	-26.2	4.02	4.47	-10.2
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	144,593	100,709	43.6	4,970	4,515	10.1	139,623	96,194	45.1
Hotel only	131,223	93,104	40.9	4,561	4,098	11.3	126,662	89,007	42.3
Plan to stay in Condo	10,371	7,023	47.7	538	554	-2.9	9,833	6,469	52.0
Condo only	5,252	3,699	42.0	399	438	-8.8	4,853	3,261	48.8
Plan to stay in Timeshare	535	516	3.8	168	173	-3.0	367	342	7.3
Timeshare only	227	205	10.4	115	139	-17.3	112	66	68.7
Cruise Ship	430	98	337.3	75	35	113.4	355	63	462.0
Friends/Relatives	4,961	3,807	30.3	742	683	8.7	4,219	3,124	35.0
Bed & Breakfast	1,522	601	153.1	52	61	-14.5	1,470	540	172.1
Rental House	11,743	5,448	115.6	684	575	19.0	11,059	4,873	126.9
Hostel	605	336	80.3	165	137	20.3	441	199	121.6

**Table 33. Korea Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	64	237	-73.2	31	37	-15.5	32	200	-83.8
Private Room in Private Home**	1,526	1,264	20.7	99	85	17.0	1,427	1,179	21.0
Shared Room/Space in Private Home**	583	417	39.7	63	72	-11.5	520	346	50.3
Other Accommodations	262	255	2.4	183	176	4.0	78	79	-1.1
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	152,060	104,308	45.8	5,713	5,122	11.5	146,346	99,186	47.5
Honeymoon/Get Married	52,795	55,330	-4.6	711	590	20.6	52,084	54,741	-4.9
Honeymoon	51,187	53,706	-4.7	636	560	13.7	50,550	53,147	-4.9
Get Married	2,868	3,379	-15.1	80	36	122.9	2,788	3,343	-16.6
Pleasure/Vacation	99,905	49,402	102.2	5,060	4,588	10.3	94,845	44,813	111.6
Mtgs/Conventions/Incentive	5,029	3,915	28.5	300	282	6.6	4,729	3,634	30.1
Conventions	2,607	1,600	62.9	137	125	9.8	2,470	1,475	67.4
Corporate Meetings	262	97	168.4	53	65	-18.5	208	32	550.4
Incentive	2,168	2,242	-3.3	118	100	17.5	2,051	2,142	-4.3
Other Business	890	394	125.6	164	182	-10.2	726	212	242.1
Visit Friends/Rel.	2,864	2,830	1.2	743	742	0.1	2,122	2,088	1.6
Govt/Military	315	163	92.9	117	114	2.4	198	49	302.5
Attend School	576	179	221.6	38	39	-3.4	538	140	284.3
Sport Events	553	154	259.6	53	43	22.2	500	110	352.4
Other	2,923	1,775	64.7	341	309	10.4	2,582	1,466	76.1
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	71.9	74.8	-2.8	46.9	46.3	0.7	73.1	76.5	-3.4
% Repeaters ***	28.1	25.2	2.8	53.1	53.7	-0.7	26.9	23.5	3.4
Average # of Trips	1.69	1.67	1.3	3.53	3.74	-5.4	1.60	1.54	4.3
Group Tour	18,958	10,494	80.6	417	503	-17.1	18,541	9,992	85.6
Non-Group	142,749	101,368	40.8	6,754	6,060	11.5	135,994	95,308	42.7
Package Trip	44,352	36,222	22.4	1,091	1,059	3.0	43,261	35,163	23.0
No Package	117,355	75,641	55.1	6,080	5,503	10.5	111,274	70,137	58.7
Net True Independent	111,919	73,398	52.5	5,904	5,349	10.4	106,015	68,049	55.8
Ave. Age	38	36	6.3	42	42	0.1	38	36	6.8
Ave. Party Size	2.64	2.29	15.4	1.97	1.98	-0.3	2.68	2.31	16.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 34. China Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	33,966	13,771	146.6	12,509	11,193	11.8	21,457	2,578	732.3
VISITOR DAYS	287,464	116,043	147.7	95,006	94,250	0.8	192,458	21,794	783.1
AVERAGE DAILY CENSUS	788	318	147.7	260	258	0.8	527	60	783.1
<b>ISLANDS VISITED</b>									
O'ahu	31,728	11,711	170.9	10,727	9,189	16.7	21,001	2,522	732.9
O'ahu only	18,175	6,880	164.2	7,281	5,778	26.0	10,894	1,102	888.2
O'ahu one day or less	2,307	930	148.0	1,059	901	17.5	1,247	29	4,263.9
Kaua'i	2,664	911	192.6	881	708	24.5	1,783	203	778.6
Kaua'i only	227	206	10.3	227	206	10.3	0	0	NA
Kaua'i one day or less	163	78	108.4	103	78	31.8	60	0	NA
Maui County	5,358	3,023	77.3	1,686	2,382	-29.2	3,672	640	473.5
Maui	5,232	2,889	81.1	1,601	2,306	-30.6	3,631	584	522.1
Maui only	962	772	24.6	506	715	-29.3	456	57	707.2
Maui one day or less	777	230	237.7	211	167	26.6	566	63	791.9
Moloka'i *	78	86	-9.0	38	86	-56.4	41	0	NA
Moloka'i only*	7	8	-13.9	7	8	-13.9	0	0	NA
Moloka'i one day or less*	15	53	-70.9	15	53	-70.9	0	0	NA
Lāna'i *	75	157	-52.4	75	101	-25.6	0	57	-100.0
Lāna'i only*	11	9	31.1	11	9	31.1	0	0	NA
Lāna'i one day or less*	11	34	-67.4	11	34	-67.4	0	0	NA
Hawai'i Island	10,071	4,148	142.8	3,487	3,263	6.9	6,583	885	643.6
Kona side	8,504	3,230	163.3	2,838	2,565	10.6	5,667	665	752.7
Hilo side	4,842	1,885	156.9	1,588	1,505	5.5	3,254	380	757.1
Hawai'i Island only	849	743	14.2	849	743	14.2	0	0	NA
Hawai'i Island one day or less	1,149	197	484.3	228	197	15.9	921	0	NA
Any Neighbor Island	15,791	6,891	129.2	5,228	5,415	-3.5	10,563	1,476	615.8
NI only	2,238	2,060	8.6	1,782	2,004	-11.1	456	57	707.2
O'ahu & NI	13,553	4,830	180.6	3,447	3,411	1.0	10,106	1,419	612.2
Any one island only	20,231	8,618	134.8	8,881	7,459	19.1	11,351	1,159	879.4
Multiple Islands	13,734	5,153	166.5	3,628	3,734	-2.8	10,106	1,419	612.2
Avg. Islands Visited	1.47	1.45	1.5	1.34	1.40	-3.9	1.54	1.65	-6.6
Average Length of Stay in Hawai'i	8.46	8.43	0.4	7.60	8.42	-9.8	8.97	8.45	6.1
O'ahu	5.86	6.13	-4.4	5.56	6.13	-9.3	6.01	6.13	-1.9
Maui	6.90	5.42	27.3	5.54	5.92	-6.5	7.50	3.45	117.3
Moloka'i	5.35	1.97	171.7	3.56	1.97	80.6	7.00	0.00	NA
Lāna'i	3.98	3.15	26.5	3.98	3.23	23.2	0.00	3.00	-100.0
Kaua'i	4.97	4.91	1.3	5.83	5.46	6.7	4.55	2.98	52.6
Hawai'i Island	5.11	5.65	-9.5	6.01	6.10	-1.5	4.64	4.00	16.0
Hilo	2.72	4.09	-33.5	3.94	4.28	-7.9	2.12	3.32	-36.0
Kona	4.51	4.87	-7.5	5.17	5.24	-1.4	4.17	3.44	21.5
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	28,851	11,574	149.3	10,294	9,349	10.1	18,557	2,225	734.0
Hotel only	25,311	10,509	140.9	9,470	8,479	11.7	15,841	2,030	680.4
Plan to stay in Condo	2,297	578	297.5	420	514	-18.3	1,877	63	2,857.7
Condo only	1,146	397	188.5	278	342	-18.8	868	55	1,476.8
Plan to stay in Timeshare	198	90	119.7	137	90	52.1	61	0	NA
Timeshare only	107	40	168.1	107	40	168.1	0	0	NA
Cruise Ship	92	55	65.5	92	55	65.5	0	0	NA
Friends/Relatives	1,961	502	290.5	658	494	33.2	1,303	8	15,409.7
Bed & Breakfast	926	283	226.9	216	262	-17.6	710	21	3,229.2
Rental House	2,558	1,189	115.1	911	965	-5.6	1,647	224	635.5
Hostel	576	120	381.0	155	106	46.5	421	14	2,889.7

**Table 34. China Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	239	158	51.3	151	158	-4.2	88	0	NA
Private Room in Private Home**	570	411	38.8	225	229	-1.5	345	182	89.5
Shared Room/Space in Private Home**	87	138	-37.3	87	89	-2.7	0	49	-100.0
Other Accommodations	276	181	52.8	215	181	19.2	61	0	NA
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	29,386	12,745	130.6	10,933	10,200	7.2	18,453	2,545	625.2
Honeymoon/Get Married	2,533	881	187.5	671	668	0.3	1,862	213	776.1
Honeymoon	2,448	831	194.6	586	618	-5.3	1,862	213	776.1
Get Married	118	77	53.8	118	77	53.8	0	0	NA
Pleasure/Vacation	27,090	11,969	126.3	10,379	9,637	7.7	16,711	2,332	616.5
Mtgs/Conventions/Incentive	2,909	488	496.0	772	455	69.8	2,137	33	6,306.3
Conventions	1,921	317	505.7	506	292	73.2	1,415	25	5,568.9
Corporate Meetings	598	41	1,347.3	66	41	60.3	532	0	NA
Incentive	400	154	158.9	209	146	43.5	190	8	2,163.9
Other Business	371	145	155.1	162	145	11.5	209	0	NA
Visit Friends/Rel.	1,341	418	221.1	590	418	41.3	751	0	NA
Govt/Military	29	164	-82.5	29	36	-20.9	0	128	-100.0
Attend School	99	34	187.9	38	34	10.4	61	0	NA
Sport Events	315	18	1,611.3	38	18	105.7	277	0	NA
Other	1,408	183	669.8	365	183	99.3	1,044	0	NA
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	63.9	63.7	0.2	62.1	66.0	-3.9	65.0	53.8	11.2
% Repeaters ***	36.1	36.3	-0.2	37.9	34.0	3.9	35.0	46.2	-11.2
Average # of Trips	2.41	2.00	20.8	2.09	1.85	13.3	2.60	2.64	-1.6
Group Tour	2,058	773	166.1	809	571	41.7	1,249	202	516.9
Non-Group	31,908	12,998	145.5	11,700	10,622	10.1	20,208	2,376	750.7
Package Trip	11,712	3,294	255.5	3,252	2,623	24.0	8,460	671	1,160.0
No Package	22,253	10,477	112.4	9,257	8,570	8.0	12,997	1,907	581.7
Net True Independent	21,297	10,078	111.3	8,923	8,299	7.5	12,373	1,779	595.7
Ave. Age	34	30	15.8	32	30	6.6	36	30	21.6
Ave. Party Size	2.13	1.92	10.9	1.86	1.82	2.2	2.33	2.53	-8.0

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 35. Taiwan Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	10,045	4,161	141.4	1,738	1,925	-9.7	8,307	2,236	271.5
VISITOR DAYS	100,546	46,406	116.7	13,755	18,213	-24.5	86,791	28,193	207.8
AVERAGE DAILY CENSUS	275	127	116.7	38	50	-24.5	238	77	207.8
ISLANDS VISITED									
O'ahu	9,650	3,747	157.5	1,400	1,511	-7.3	8,250	2,236	269.0
O'ahu only	6,799	2,703	151.5	1,121	1,184	-5.4	5,678	1,519	273.8
O'ahu one day or less	75	86	-12.6	75	86	-12.6	0	0	NA
Kaua'i	438	249	75.7	104	116	-10.4	335	134	150.2
Kaua'i only	47	54	-12.1	47	54	-12.1	0	0	NA
Kaua'i one day or less	12	56	-77.9	12	12	2.6	0	44	-100.0
Maui County	1,335	621	114.9	257	314	-18.1	1,078	308	250.4
Maui	1,255	605	107.5	249	297	-16.3	1,006	308	227.2
Maui only	124	128	-3.0	124	128	-3.0	0	0	NA
Maui one day or less	148	36	312.2	12	26	-53.6	136	10	1,300.0
Moloka'i *	71	13	448.8	0	13	-100.0	71	0	NA
Moloka'i only*	0	6	-100.0	0	6	-100.0	0	0	NA
Moloka'i one day or less*	0	4	-100.0	0	4	-100.0	0	0	NA
Lāna'i *	10	14	-27.5	10	14	-27.5	0	0	NA
Lāna'i only*	1	0	NA	1	0	NA	0	0	NA
Lāna'i one day or less*	2	10	-76.6	2	10	-76.6	0	0	NA
Hawai'i Island	1,894	683	177.2	342	396	-13.8	1,552	287	441.2
Kona side	1,611	585	175.3	298	321	-7.2	1,313	264	397.1
Hilo side	1,044	213	389.0	128	136	-6.0	916	77	1,086.1
Hawai'i Island only	206	197	4.4	149	197	-24.5	57	0	NA
Hawai'i Island one day or less	115	28	313.6	17	28	-39.5	98	0	NA
Any Neighbor Island	3,246	1,458	122.7	617	741	-16.7	2,629	717	266.6
NI only	395	414	-4.6	338	414	-18.4	57	0	NA
O'ahu & NI	2,851	1,044	173.2	279	327	-14.5	2,572	717	258.7
Any one island only	7,177	3,087	132.5	1,442	1,568	-8.1	5,735	1,519	277.6
Multiple Islands	2,868	1,074	167.1	296	357	-17.0	2,572	717	258.7
Avg. Islands Visited	1.33	1.28	3.9	1.21	1.22	-0.7	1.35	1.33	1.8
Average Length of Stay in Hawai'i	10.01	11.15	-10.2	7.91	9.46	-16.4	10.45	12.61	-17.1
O'ahu	8.90	9.59	-7.2	6.73	7.98	-15.7	9.27	10.68	-13.2
Maui	3.74	6.91	-45.9	6.19	6.31	-1.8	3.13	7.50	-58.2
Moloka'i	3.00	6.07	-50.6	0.00	6.07	-100.0	3.00	0.00	NA
Lāna'i	4.79	2.55	88.0	4.79	2.55	88.0	0.00	0.00	NA
Kaua'i	4.59	4.16	10.3	5.28	5.83	-9.4	4.38	2.72	61.0
Hawai'i Island	4.07	7.51	-45.8	6.43	8.81	-27.0	3.55	5.72	-37.9
Hilo	2.62	5.14	-49.0	3.93	6.46	-39.1	2.44	2.81	-13.2
Kona	3.09	6.90	-55.3	5.68	8.14	-30.2	2.50	5.39	-53.7
ACCOMMODATIONS									
Plan to stay in Hotel	7,421	2,558	190.1	1,244	1,344	-7.4	6,177	1,214	408.6
Hotel only	6,677	2,023	230.0	1,108	1,206	-8.1	5,569	817	581.5
Plan to stay in Condo	354	612	-42.2	93	130	-28.7	261	482	-45.8
Condo only	203	390	-47.9	39	64	-39.6	164	326	-49.5
Plan to stay in Timeshare	269	43	524.5	30	43	-30.5	239	0	NA
Timeshare only	190	28	571.6	23	28	-17.2	166	0	NA
Cruise Ship	19	10	82.2	19	10	82.2	0	0	NA
Friends/Relatives	1,273	548	132.5	168	188	-10.4	1,105	360	207.1
Bed & Breakfast	344	298	15.4	110	84	29.9	234	213	9.7
Rental House	623	329	89.6	94	156	-40.1	530	173	207.1
Hostel	238	77	210.4	74	60	22.5	164	16	908.7

**Table 35. Taiwan Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	58	170	-65.8	58	36	62.6	0	134	-100.0
Private Room in Private Home**	425	222	91.7	63	27	133.7	363	195	86.0
Shared Room/Space in Private Home**	102	50	103.2	40	36	11.5	62	14	332.7
Other Accommodations	145	45	222.7	69	45	53.8	76	0	NA
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	6,827	3,037	124.8	1,366	1,491	-8.4	5,461	1,547	253.1
Honeymoon/Get Married	1,545	328	370.9	113	143	-20.7	1,432	185	673.0
Honeymoon	1,496	296	405.3	96	111	-12.9	1,400	185	655.5
Get Married	49	40	24.0	17	40	-57.6	33	0	NA
Pleasure/Vacation	5,298	2,724	94.5	1,269	1,363	-6.9	4,029	1,361	196.0
Mtgs/Conventions/Incentive	1,181	457	158.1	141	126	12.2	1,039	332	213.4
Conventions	591	325	82.0	97	76	27.1	495	249	98.8
Corporate Meetings	54	55	-2.2	28	25	10.2	26	30	-12.7
Incentive	542	78	598.3	23	25	-5.1	519	53	880.8
Other Business	55	147	-62.9	55	94	-41.9	0	53	-100.0
Visit Friends/Rel.	1,452	629	130.6	189	149	26.7	1,263	481	162.8
Govt/Military	105	93	12.6	44	93	-52.7	61	0	NA
Attend School	195	19	953.5	33	19	76.4	162	0	NA
Sport Events	32	21	48.7	32	21	48.7	0	0	NA
Other	893	63	1,328.0	82	51	60.7	811	12	6,941.5
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	59.6	48.4	11.2	52.7	47.2	5.5	61.0	49.8	11.2
% Repeaters ***	40.4	51.6	-11.2	47.3	52.8	-5.5	39.0	50.2	-11.2
Average # of Trips	2.41	3.44	-29.8	3.41	3.96	-13.8	2.20	2.96	-25.6
Group Tour	537	400	34.3	123	160	-22.9	414	240	72.4
Non-Group	9,508	3,761	152.8	1,615	1,765	-8.5	7,893	1,996	295.5
Package Trip	2,009	1,023	96.4	317	445	-28.8	1,692	578	192.9
No Package	8,036	3,138	156.1	1,421	1,480	-4.0	6,615	1,658	298.9
Net True Independent	7,830	2,990	161.9	1,342	1,394	-3.7	6,488	1,596	306.6
Ave. Age	42	40	3.7	39	39	0.4	42	41	2.1
Ave. Party Size	2.18	1.93	13.2	1.78	1.92	-7.1	2.29	1.94	18.3

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.



**Table 36. Latin America MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	28,121	20,750	35.5	25,202	20,035	25.8	2,919	715	308.3
VISITOR DAYS	301,263	238,081	26.5	276,182	231,189	19.5	25,081	6,892	263.9
AVERAGE DAILY CENSUS	825	652	26.5	757	633	19.5	69	19	263.9
<b>ISLANDS VISITED</b>									
O'ahu	20,530	14,393	42.6	18,371	13,714	34.0	2,159	679	218.0
O'ahu only	13,753	9,499	44.8	12,368	9,032	36.9	1,385	467	196.7
O'ahu one day or less	1,271	763	66.5	1,177	763	54.2	94	0	NA
Kaua'i	3,576	2,219	61.1	3,229	2,138	51.0	348	81	329.1
Kaua'i only	901	775	16.3	901	771	16.9	0	4	-100.0
Kaua'i one day or less	542	275	97.1	456	238	91.8	86	37	131.7
Maui County	8,972	7,100	26.4	7,899	6,927	14.0	1,072	172	522.8
Maui	8,713	6,974	24.9	7,822	6,802	15.0	891	172	417.3
Maui only	3,621	2,996	20.9	3,275	2,991	9.5	346	5	6,820.2
Maui one day or less	646	446	45.0	585	371	57.7	62	75	-17.9
Moloka'i *	127	127	-0.3	127	127	-0.3	0	0	NA
Moloka'i only*	12	6	88.8	12	6	88.8	0	0	NA
Moloka'i one day or less*	81	63	30.1	81	63	30.1	0	0	NA
Lāna'i *	466	206	125.8	126	206	-38.8	339	0	NA
Lāna'i only*	19	40	-53.1	19	40	-53.1	0	0	NA
Lāna'i one day or less*	396	70	465.4	56	70	-19.8	339	0	NA
Hawai'i Island	6,160	4,715	30.6	5,437	4,626	17.5	723	89	712.4
Kona side	5,468	4,059	34.7	4,771	4,001	19.2	696	58	1,100.7
Hilo side	2,723	1,494	82.3	2,003	1,426	40.4	720	68	959.5
Hawai'i Island only	2,225	1,993	11.6	2,019	1,966	2.7	206	27	664.4
Hawai'i Island one day or less	359	213	68.7	330	213	54.9	29	0	NA
Any Neighbor Island	14,368	11,251	27.7	12,834	11,003	16.6	1,534	248	518.0
NI only	7,591	6,357	19.4	6,831	6,321	8.1	760	36	2,010.1
O'ahu & NI	6,777	4,895	38.5	6,003	4,683	28.2	774	212	264.9
Any one island only	20,531	15,309	34.1	18,594	14,807	25.6	1,937	503	285.3
Multiple Islands	7,590	5,441	39.5	6,608	5,228	26.4	982	212	362.6
Avg. Islands Visited	1.41	1.38	2.0	1.39	1.38	1.1	1.53	1.43	7.0
Average Length of Stay in Hawai'i	10.71	11.47	-6.6	10.96	11.54	-5.0	8.59	9.64	-10.9
O'ahu	7.37	7.76	-5.0	7.50	7.74	-3.2	6.25	8.01	-21.9
Maui	8.55	9.54	-10.4	8.83	9.70	-9.0	6.11	3.02	102.4
Moloka'i	3.71	2.80	32.6	3.71	2.80	32.6	0.00	0.00	NA
Lāna'i	2.08	6.39	-67.5	4.97	6.39	-22.2	1.00	0.00	NA
Kaua'i	6.17	7.15	-13.7	6.21	7.33	-15.2	5.76	2.38	141.7
Hawai'i Island	8.45	8.99	-6.0	8.87	9.00	-1.4	5.24	8.35	-37.2
Hilo	4.19	5.16	-18.9	4.94	5.16	-4.2	2.10	5.26	-60.1
Kona	7.43	8.54	-13.0	8.04	8.57	-6.2	3.27	6.64	-50.7
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	17,550	12,883	36.2	15,869	12,481	27.1	1,681	401	318.9
Hotel only	15,195	11,442	32.8	13,783	11,091	24.3	1,412	350	303.1
Plan to stay in Condo	2,422	1,803	34.3	2,023	1,746	15.8	400	57	601.3
Condo only	1,769	1,255	40.9	1,482	1,214	22.0	287	41	604.1
Plan to stay in Timeshare	665	368	80.8	425	368	15.7	240	0	NA
Timeshare only	437	243	79.5	308	243	26.6	129	0	NA
Cruise Ship	1,035	395	162.0	1,035	358	189.1	0	37	-100.0
Friends/Relatives	3,193	2,797	14.1	2,958	2,688	10.0	234	109	115.5
Bed & Breakfast	313	209	49.8	244	209	16.6	69	0	NA
Rental House	3,527	2,537	39.0	3,141	2,443	28.5	386	93	314.0
Hostel	964	834	15.6	879	827	6.3	85	7	1,116.4

**Table 36. Latin America MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	408	246	65.9	336	246	36.6	72	0	NA
Private Room in Private Home**	749	520	44.0	596	405	47.0	153	115	33.3
Shared Room/Space in Private Home**	178	173	3.1	178	173	3.1	0	0	NA
Other Accommodations	640	407	57.2	640	407	57.2	0	0	NA
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	23,466	17,187	36.5	20,886	16,605	25.8	2,580	582	343.2
Honeymoon/Get Married	1,281	1,244	3.0	1,179	1,166	1.1	103	78	31.5
Honeymoon	1,151	1,088	5.8	1,067	1,046	1.9	84	41	103.6
Get Married	157	219	-28.1	138	182	-23.8	19	37	-48.8
Pleasure/Vacation	22,320	16,095	38.7	19,839	15,591	27.2	2,481	504	392.2
Mtgs/Conventions/Incentive	1,693	1,289	31.3	1,616	1,289	25.3	77	0	NA
Conventions	895	568	57.7	837	568	47.4	58	0	NA
Corporate Meetings	438	411	6.6	438	411	6.6	0	0	NA
Incentive	429	359	19.5	411	359	14.4	18	0	NA
Other Business	483	328	47.3	479	328	46.4	3	0	NA
Visit Friends/Rel.	2,281	1,818	25.5	2,134	1,744	22.3	147	74	99.3
Govt/Military	121	63	91.3	121	63	91.3	0	0	NA
Attend School	134	93	43.7	134	93	43.7	0	0	NA
Sport Events	547	669	-18.2	493	621	-20.7	55	48	14.1
Other	905	551	64.1	823	541	52.2	82	11	659.6
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	66.4	66.1	0.3	67.0	66.6	0.4	61.4	52.5	8.9
% Repeaters ***	33.6	33.9	-0.3	33.0	33.4	-0.4	38.6	47.5	-8.9
Average # of Trips	2.40	2.42	-1.1	2.32	2.38	-2.6	3.04	3.54	-14.1
Group Tour	1,798	1,335	34.6	1,721	1,298	32.5	77	37	108.4
Non-Group	26,323	19,415	35.6	23,481	18,737	25.3	2,842	678	319.2
Package Trip	6,794	5,021	35.3	5,907	4,904	20.4	887	117	657.0
No Package	21,327	15,729	35.6	19,296	15,131	27.5	2,032	598	239.9
Net True Independent	20,691	15,213	36.0	18,659	14,652	27.3	2,032	561	262.3
Ave. Age	42	42	0.2	42	42	0.4	40	38	5.6
Ave. Party Size	2.06	1.99	3.6	2.05	1.99	2.9	2.20	2.01	9.3

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 37. Other MMA Air Visitor Characteristics: 2023 vs. 2022**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
VISITOR ARRIVALS	412,755	326,536	26.4	231,313	232,007	-0.3	181,442	94,529	91.9
VISITOR DAYS	4,154,785	3,364,349	23.5	2,270,040	2,341,471	-3.1	1,884,745	1,022,878	84.3
AVERAGE DAILY CENSUS	11,383	9,217	23.5	6,219	6,415	-3.1	5,164	2,802	84.3
<b>ISLANDS VISITED</b>									
O'ahu	318,426	227,929	39.7	147,105	139,589	5.4	171,320	88,341	93.9
O'ahu only	248,392	161,092	54.2	110,643	102,215	8.2	137,749	58,877	134.0
O'ahu one day or less	11,335	7,223	56.9	6,764	5,548	21.9	4,572	1,674	173.1
Kaua'i	50,465	46,830	7.8	36,861	34,072	8.2	13,604	12,758	6.6
Kaua'i only	17,769	17,770	0.0	17,769	16,571	7.2	0	1,199	-100.0
Kaua'i one day or less	7,040	3,222	118.5	2,793	1,993	40.2	4,247	1,229	245.6
Maui County	89,705	96,137	-6.7	61,245	72,278	-15.3	28,460	23,859	19.3
Maui	85,974	93,672	-8.2	60,296	70,678	-14.7	25,678	22,993	11.7
Maui only	43,474	46,040	-5.6	35,621	41,737	-14.7	7,853	4,303	82.5
Maui one day or less	9,131	3,519	159.4	3,185	2,839	12.2	5,946	681	773.7
Moloka'i *	3,753	2,478	51.4	928	1,630	-43.1	2,825	848	233.2
Moloka'i only*	168	230	-27.0	168	230	-27.0	0	0	NA
Moloka'i one day or less*	2,708	592	357.7	311	592	-47.3	2,396	0	NA
Lāna'i *	6,057	2,496	142.7	1,271	2,123	-40.2	4,786	372	1,185.1
Lāna'i only*	277	811	-65.9	277	439	-36.9	0	372	-100.0
Lāna'i one day or less*	4,780	857	458.0	568	857	-33.7	4,212	0	NA
Hawai'i Island	65,526	61,894	5.9	46,844	48,080	-2.6	18,682	13,813	35.2
Kona side	56,973	51,526	10.6	40,282	40,912	-1.5	16,691	10,614	57.3
Hilo side	29,708	24,945	19.1	16,015	15,776	1.5	13,693	9,170	49.3
Hawai'i Island only	26,026	25,743	1.1	24,040	25,594	-6.1	1,986	149	1,233.3
Hawai'i Island one day or less	3,405	1,930	76.5	1,991	1,765	12.8	1,414	164	760.5
Any Neighbor Island	164,363	165,444	-0.7	120,670	129,792	-7.0	43,693	35,652	22.6
NI only	94,330	98,606	-4.3	84,208	92,418	-8.9	10,122	6,188	63.6
O'ahu & NI	70,034	66,837	4.8	36,462	37,374	-2.4	33,571	29,463	13.9
Any one island only	336,106	251,687	33.5	188,518	186,786	0.9	147,588	64,901	127.4
Multiple Islands	76,650	74,849	2.4	42,796	45,221	-5.4	33,854	29,628	14.3
Avg. Islands Visited	1.28	1.33	-3.6	1.27	1.28	-0.7	1.31	1.47	-11.3
Average Length of Stay in Hawai'i	10.07	10.30	-2.3	9.81	10.09	-2.8	10.39	10.82	-4.0
O'ahu	8.52	7.96	7.0	7.57	7.77	-2.6	9.33	8.25	13.1
Maui	7.14	7.46	-4.3	7.96	8.02	-0.7	5.22	5.77	-9.6
Moloka'i	3.01	5.30	-43.1	6.75	6.10	10.6	1.79	3.74	-52.3
Lāna'i	2.19	7.28	-69.8	6.24	6.62	-5.7	1.12	11.00	-89.8
Kaua'i	6.12	6.94	-11.9	7.17	7.28	-1.5	3.25	6.02	-46.0
Hawai'i Island	7.56	8.00	-5.6	8.49	8.70	-2.4	5.23	5.58	-6.4
Hilo	3.86	4.43	-12.7	5.19	5.65	-8.2	2.31	2.31	0.0
Kona	6.68	7.47	-10.6	7.80	8.04	-2.9	3.96	5.27	-24.9
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	264,544	196,413	34.7	134,649	135,558	-0.7	129,895	60,855	113.5
Hotel only	231,532	165,299	40.1	116,674	117,091	-0.4	114,858	48,208	138.3
Plan to stay in Condo	47,431	38,958	21.7	27,432	31,032	-11.6	19,998	7,926	152.3
Condo only	33,720	29,237	15.3	21,752	24,456	-11.1	11,969	4,781	150.3
Plan to stay in Timeshare	16,127	17,859	-9.7	14,418	14,881	-3.1	1,709	2,979	-42.6
Timeshare only	13,381	13,312	0.5	11,671	11,985	-2.6	1,709	1,328	28.7
Cruise Ship	6,588	2,262	191.2	4,224	2,262	86.7	2,364	0	NA
Friends/Relatives	47,026	41,206	14.1	32,181	29,867	7.7	14,845	11,339	30.9
Bed & Breakfast	6,976	4,746	47.0	2,863	3,124	-8.3	4,113	1,621	153.7
Rental House	35,399	34,085	3.9	24,897	26,293	-5.3	10,503	7,791	34.8
Hostel	9,184	11,055	-16.9	3,845	3,634	5.8	5,339	7,422	-28.1

**Table 37. Other MMA Air Visitor Characteristics: 2023 vs. 2022 (continued)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Camp Site, Beach	4,721	5,550	-14.9	2,398	2,705	-11.4	2,323	2,844	-18.3
Private Room in Private Home**	8,356	6,572	27.1	3,297	3,385	-2.6	5,059	3,187	58.7
Shared Room/Space in Private Home**	5,966	1,786	234.0	1,256	1,112	13.0	4,710	674	598.9
Other Accommodations	6,964	10,497	-33.7	5,933	5,339	11.1	1,031	5,158	-80.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	305,017	247,496	23.2	180,716	185,763	-2.7	124,302	61,733	101.4
Honeymoon/Get Married	14,490	14,978	-3.3	8,839	10,912	-19.0	5,652	4,065	39.0
Honeymoon	12,406	13,531	-8.3	7,541	9,466	-20.3	4,864	4,065	19.7
Get Married	2,386	1,859	28.3	1,598	1,859	-14.0	787	0	NA
Pleasure/Vacation	291,900	234,589	24.4	173,250	176,572	-1.9	118,650	58,017	104.5
Mtgs/Conventions/Incentive	30,624	21,643	41.5	11,618	9,587	21.2	19,006	12,055	57.7
Conventions	13,764	10,834	27.0	6,947	5,138	35.2	6,817	5,696	19.7
Corporate Meetings	4,181	6,063	-31.0	2,718	2,465	10.3	1,463	3,598	-59.3
Incentive	13,140	6,971	88.5	2,413	2,362	2.2	10,727	4,610	132.7
Other Business	9,543	7,464	27.9	7,809	6,731	16.0	1,734	733	136.5
Visit Friends/Rel.	46,284	37,818	22.4	29,075	26,737	8.7	17,210	11,082	55.3
Govt/Military	19,311	10,844	78.1	3,913	3,523	11.1	15,398	7,321	110.3
Attend School	1,215	2,520	-51.8	1,077	1,351	-20.2	138	1,170	-88.2
Sport Events	10,208	4,897	108.5	2,498	4,287	-41.7	7,711	610	1,164.9
Other	21,690	17,097	26.9	10,979	9,290	18.2	10,711	7,807	37.2
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	52.1	46.0	6.1	38.7	40.3	-1.6	69.2	59.8	9.4
% Repeaters ***	47.9	54.0	-6.1	61.3	59.7	1.6	30.8	40.2	-9.4
Average # of Trips	4.14	4.24	-2.2	5.17	4.92	5.2	2.83	2.57	10.3
Group Tour	22,531	15,926	41.5	8,206	7,630	7.5	14,325	8,297	72.7
Non-Group	390,225	310,609	25.6	223,108	224,377	-0.6	167,117	86,232	93.8
Package Trip	86,902	61,466	41.4	39,277	40,813	-3.8	47,625	20,653	130.6
No Package	325,854	265,070	22.9	192,037	191,194	0.4	133,817	73,876	81.1
Net True Independent	320,938	258,944	23.9	188,718	188,070	0.3	132,220	70,873	86.6
Ave. Age	43	43	-0.7	46	45	0.9	41	40	1.9
Ave. Party Size	2.22	2.07	7.4	2.05	2.07	-1.1	2.49	2.07	20.5

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 38. 2023 Air Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.9	6.9	14.1	4.8	5.1	10.1	4.0	4.1	8.2	5.1	4.3	9.5	3.6	3.9	8.0
13-17	3.2	3.6	7.0	3.1	3.7	7.1	1.5	1.6	3.2	2.7	3.5	6.3	2.7	3.1	6.3
18-24	4.0	5.0	9.3	4.2	5.4	9.9	2.3	4.3	6.7	3.1	4.7	7.9	4.8	7.1	12.4
25-40	11.3	13.4	25.0	11.3	12.9	24.4	11.9	15.5	27.4	10.4	13.4	24.0	14.8	16.6	31.9
41-59	12.0	13.6	25.8	12.8	14.4	27.4	11.7	16.1	27.8	13.3	15.5	28.9	13.0	14.1	27.3
>60	8.8	9.9	18.9	9.9	10.9	21.0	12.2	14.4	26.7	11.2	12.0	23.4	7.3	6.7	14.1
<b>Total</b>	<b>46.1</b>	<b>52.4</b>	<b>100.0</b>	<b>46.2</b>	<b>52.3</b>	<b>100.0</b>	<b>43.5</b>	<b>56.1</b>	<b>100.0</b>	<b>45.9</b>	<b>53.5</b>	<b>100.0</b>	<b>46.2</b>	<b>51.5</b>	<b>100.0</b>
<b>Visitors</b>	<b>2,306,427</b>	<b>2,620,286</b>	<b>73,385</b>	<b>1,121,240</b>	<b>1,269,077</b>	<b>36,826</b>	<b>256,006</b>	<b>330,279</b>	<b>2,886</b>	<b>589,172</b>	<b>217,847</b>	<b>474,727</b>	<b>54,110</b>	<b>60,410</b>	<b>117,241</b>

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.8	4.8	9.7	4.4	4.3	8.8	3.8	4.5	8.6	4.2	4.5	9.0	5.7	5.8	11.8
13-17	3.4	3.9	7.4	1.6	1.5	3.1	2.4	3.2	5.9	2.6	2.7	5.5	3.0	3.4	6.5
18-24	3.5	5.7	9.4	2.1	3.9	6.2	4.9	6.4	11.5	4.0	5.6	10.0	3.8	5.1	9.2
25-40	8.1	11.0	19.2	22.1	27.5	49.7	15.7	17.8	33.7	14.8	17.8	33.1	11.7	14.0	26.0
41-59	14.1	18.4	32.5	10.8	12.5	23.4	13.5	14.5	28.2	13.5	14.1	27.7	12.3	14.2	26.7
>60	9.9	11.8	21.8	3.8	4.9	8.8	5.7	6.1	12.1	7.4	7.0	14.7	9.2	10.3	19.7
<b>Total</b>	<b>43.8</b>	<b>55.5</b>	<b>100.0</b>	<b>44.8</b>	<b>54.8</b>	<b>100.0</b>	<b>46.1</b>	<b>52.5</b>	<b>100.0</b>	<b>46.6</b>	<b>51.7</b>	<b>100.0</b>	<b>45.8</b>	<b>52.8</b>	<b>100.0</b>
<b>Visitors</b>	<b>103,339</b>	<b>131,121</b>	<b>1,667</b>	<b>86,214</b>	<b>117,504</b>	<b>891</b>	<b>12,960</b>	<b>14,759</b>	<b>402</b>	<b>192,297</b>	<b>213,392</b>	<b>412,765</b>	<b>4,355,465</b>	<b>5,016,523</b>	<b>128,007</b>

**Table 39. Honeymoon Air Visitor Characteristics: 2023 vs. 2022**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	2,925,331	3,177,749	-7.9	1,843,524	2,359,485	-21.9	1,081,807	818,264	32.2
Total Visitors	361,093	361,154	0.0	210,504	261,316	-19.4	150,589	99,838	50.8
<b>PARTY SIZE</b>									
One	13,539	15,538	-12.9	12,593	14,530	-13.3	947	1,008	-6.1
Two	297,128	298,630	-0.5	163,504	207,684	-21.3	133,624	90,946	46.9
Three or more	50,426	46,986	7.3	34,408	39,102	-12.0	16,018	7,884	103.2
Avg Party Size	2.06	2.04	1.0	2.05	2.04	0.5	2.08	2.05	1.5
<b>VISIT STATUS</b>									
First-Time	237,028	236,676	0.1	120,910	156,699	-22.8	116,118	79,977	45.2
Repeat	124,065	124,478	-0.3	89,595	104,617	-14.4	34,470	19,860	73.6
Average # of Trips	2.35	2.31	1.6	2.78	2.59	7.3	1.75	1.59	10.0
<b>TRAVEL METHOD</b>									
Group Tour	8,820	9,004	-2.0	3,720	4,506	-17.4	5,099	4,498	13.4
Package	122,980	101,749	20.9	45,960	59,524	-22.8	77,019	42,225	82.4
Group Tour & Pkg	5,744	5,926	-3.1	1,643	1,909	-13.9	4,101	4,018	2.1
True Independent	235,038	256,327	-8.3	162,467	199,195	-18.4	72,571	57,132	27.0
<b>ISLANDS VISITED</b>									
O'ahu	264,883	232,600	13.9	119,245	137,629	-13.4	145,638	94,971	53.4
Maui County	85,484	132,278	-35.4	70,862	114,874	-38.3	14,621	17,405	-16.0
Maui	83,765	130,520	-35.8	69,746	113,288	-38.4	14,019	17,232	-18.6
Moloka'i *	1,050	1,771	-40.7	852	1,598	-46.7	198	173	14.3
Lāna'i *	2,607	3,936	-33.7	1,993	3,435	-42.0	614	501	22.7
Kaua'i	56,602	60,621	-6.6	51,902	56,926	-8.8	4,700	3,695	27.2
Hawai'i Island	57,891	58,380	-0.8	43,059	47,588	-9.5	14,832	10,793	37.4
Hilo	21,901	22,954	-4.6	16,324	17,733	-7.9	5,577	5,221	6.8
Kona	50,413	49,227	2.4	37,803	41,141	-8.1	12,610	8,086	55.9
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.25	6.35	-1.6	6.03	6.05	-0.4	6.43	6.78	-5.2
Maui (days)	6.68	6.99	-4.4	6.97	7.21	-3.4	5.25	5.49	-4.3
Moloka'i (days)	4.09	3.96	3.3	4.14	4.29	-3.4	3.89	1.00	289.2
Lāna'i (days)	4.00	3.38	18.4	4.79	3.65	31.4	1.43	1.54	-6.8
Kaua'i (days)	6.34	6.40	-1.1	6.59	6.51	1.3	3.51	4.82	-27.1
Hawai'i Island (days)	5.81	6.51	-10.7	6.58	6.71	-1.9	3.57	5.62	-36.5
Hilo (days)	3.23	4.56	-29.1	3.71	4.08	-9.0	1.83	6.20	-70.5
Kona (days)	5.26	5.59	-5.8	5.89	6.00	-1.9	3.39	3.50	-3.1
Statewide (days)	8.10	8.80	-7.9	8.76	9.03	-3.0	7.18	8.20	-12.3
<b>ACCOMMODATIONS</b>									
Hotel	296,766	285,323	4.0	154,582	191,655	-19.3	142,185	93,668	51.8
Hotel Only	267,062	249,757	6.9	132,235	163,063	-18.9	134,827	86,694	55.5
Condo	31,518	39,424	-20.1	23,425	33,437	-29.9	8,093	5,987	35.2
Condo Only	21,019	26,047	-19.3	16,168	22,948	-29.5	4,851	3,099	56.5
Timeshare	13,306	15,343	-13.3	11,492	13,998	-17.9	1,814	1,345	34.9
Timeshare Only	9,764	10,702	-8.8	8,498	9,966	-14.7	1,266	736	71.9
Rental House	26,165	33,522	-21.9	22,908	30,178	-24.1	3,257	3,345	-2.6
Hostel	2,010	1,823	10.3	1,451	1,644	-11.8	560	178	213.8
Camp Site	2,574	3,448	-25.3	2,410	2,906	-17.1	165	542	-69.6
Private Room in Private Home**	3,728	4,520	-17.5	2,890	3,486	-17.1	838	1,034	-18.9
Shared Room/Space in Private Home**	1,015	782	29.8	759	686	10.7	256	97	164.8
Bed & Breakfast	5,361	7,937	-32.4	4,761	6,895	-30.9	600	1,042	-42.4
Cruise Ship	4,165	2,346	77.5	3,777	2,036	85.5	388	311	24.9
Friends or Relatives	8,652	9,595	-9.8	8,045	8,975	-10.4	607	619	-2.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	361,093	361,154	0.0	210,504	261,316	-19.4	150,589	99,838	50.8
Vacation	39,348	43,517	-9.6	30,394	38,542	-21.1	8,955	4,975	80.0
Honeymoon	361,093	361,154	0.0	210,504	261,316	-19.4	150,589	99,838	50.8
Getting Married	17,963	18,695	-3.9	10,815	13,673	-20.9	7,148	5,022	42.3
MC&I (Net)	2,226	2,358	-5.6	1,820	1,927	-5.6	407	431	-5.5
Convention/Conf.	1,171	1,137	3.0	1,099	1,025	7.2	72	112	-35.4
Corp. Meetings	815	1,055	-22.7	627	752	-16.6	189	303	-37.7
Incentive	867	803	8.0	666	670	-0.6	202	133	51.6
Other Business	1,180	1,170	0.9	1,139	1,104	3.2	41	65	-37.7
Visit Friends/Relatives	5,506	6,151	-10.5	4,950	5,487	-9.8	557	664	-16.2
Government/Military	512	445	15.1	390	387	0.7	123	58	110.3
Attend School	203	291	-30.3	203	233	-12.7	0	58	-100.0
Sport Events	811	635	27.7	536	561	-4.4	274	74	272.0
Other Purpose	4,596	3,423	34.3	2,651	2,632	0.7	1,945	791	145.9
Average Age	34	34	-0.1	36	35	1.9	33	32	0.3

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 40. Get Married Air Visitor Characteristics: 2023 vs. 2022**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	604,157	654,313	-7.7	498,235	574,473	-13.3	105,921	79,840	32.7
Total Visitors	67,508	70,469	-4.2	53,054	61,008	-13.0	14,453	9,460	52.8
<b>PARTY SIZE</b>									
One	5,352	5,949	-10.0	5,202	5,771	-9.8	150	179	-16.1
Two	32,484	34,040	-4.6	23,604	27,062	-12.8	8,880	6,978	27.3
Three or more	29,671	30,479	-2.7	24,248	28,176	-13.9	5,424	2,303	135.5
Avg Party Size	2.37	2.36	0.4	2.36	2.38	-1.0	2.42	2.23	8.5
<b>VISIT STATUS</b>									
First-Time	27,254	28,418	-4.1	18,686	22,992	-18.7	8,568	5,426	57.9
Repeat	40,254	42,051	-4.3	34,369	38,016	-9.6	5,885	4,034	45.9
Average # of Trips	4.27	4.25	0.4	4.69	4.50	4.3	2.72	2.68	1.7
<b>TRAVEL METHOD</b>									
Group Tour	1,847	1,848	-0.1	1,139	1,248	-8.8	708	600	18.0
Package	13,504	12,941	4.4	7,038	8,820	-20.2	6,466	4,121	56.9
Group Tour & Pkg	879	891	-1.4	428	498	-13.9	451	393	14.5
True Independent	53,036	56,571	-6.2	45,306	51,438	-11.9	7,730	5,133	50.6
<b>ISLANDS VISITED</b>									
O'ahu	43,025	40,397	6.5	29,328	31,656	-7.4	13,698	8,742	56.7
Maui County	17,220	23,335	-26.2	15,925	21,917	-27.3	1,295	1,418	-8.7
Maui	16,942	22,937	-26.1	15,671	21,518	-27.2	1,271	1,418	-10.4
Moloka'i *	308	342	-10.0	308	342	-10.0	0	0	NA
Lāna'i *	481	673	-28.6	448	673	-33.5	33	0	NA
Kaua'i	10,594	11,828	-10.4	10,217	11,409	-10.4	377	418	-9.9
Hawai'i Island	10,782	11,382	-5.3	9,943	10,180	-2.3	839	1,202	-30.2
Hilo	3,364	3,597	-6.5	3,070	3,076	-0.2	294	520	-43.5
Kona	9,566	10,042	-4.7	8,809	9,043	-2.6	758	998	-24.1
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.06	7.14	-1.2	7.26	7.22	0.5	6.63	6.86	-3.4
Maui (days)	7.99	7.90	1.1	7.98	7.90	1.0	8.03	7.89	1.8
Moloka'i (days)	6.79	6.22	9.1	6.79	6.22	9.1	0.00	0.00	NA
Lāna'i (days)	4.25	4.67	-9.0	4.40	4.67	-5.7	2.13	0.00	NA
Kaua'i (days)	7.49	7.80	-4.0	7.57	7.79	-2.8	5.15	7.95	-35.3
Hawai'i Island (days)	7.59	7.65	-0.8	7.94	8.03	-1.1	3.48	4.46	-22.0
Hilo (days)	4.16	4.53	-8.1	4.41	4.85	-9.1	1.54	2.61	-41.0
Kona (days)	7.09	7.05	0.6	7.42	7.39	0.5	3.25	4.01	-18.9
Statewide (days)	8.95	9.29	-3.6	9.39	9.42	-0.3	7.33	8.44	-13.2
<b>ACCOMMODATIONS</b>									
Hotel	44,125	44,747	-1.4	31,198	36,233	-13.9	12,927	8,515	51.8
Hotel Only	37,581	37,148	1.2	25,440	29,465	-13.7	12,140	7,683	58.0
Condo	9,557	11,825	-19.2	8,397	10,897	-22.9	1,160	928	24.9
Condo Only	6,862	8,475	-19.0	6,124	7,992	-23.4	738	483	52.8
Timeshare	3,542	3,419	3.6	2,973	3,185	-6.6	569	234	142.8
Timeshare Only	2335.1	2332.7	0.1	2026.5	2165.2	-6.4	308.6	167.5	84.2
Rental House	10,016	11,684	-14.3	9,526	11,292	-15.6	490	392	25.1
Hostel	526	651	-19.2	526	606	-13.2	0	45	-100.0
Camp Site	649	606	7.1	596	574	3.8	53	31	68.6
Private Room in Private Home**	961	979	-1.9	875	776	12.8	85	203	-58.0
Shared Room/Space in Private Home**	447	314	42.5	385	297	29.9	62	17	257.1
Bed & Breakfast	1,134	1,297	-12.6	1,108	1,269	-12.7	26	28	-7.5
Cruise Ship	621	437	42.1	615	437	40.6	7	0	NA
Friends or Relatives	5,092	4,825	5.5	4,959	4,728	4.9	133	97	36.5
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	67,508	70,469	-4.2	53,054	61,008	-13.0	14,453	9,460	52.8
Vacation	20,747	22,655	-8.4	17,930	21,078	-14.9	2,817	1,578	78.6
Honeymoon	17,963	18,695	-3.9	10,815	13,673	-20.9	7,148	5,022	42.3
Getting Married	67,508	70,469	-4.2	53,054	61,008	-13.0	14,453	9,460	52.8
MC&I (Net)	1,116	1,027	8.7	1,075	1,006	6.8	41	21	97.0
Convention/Conf.	712	538	32.5	706	538	31.4	6	0	NA
Corp. Meetings	522	436	19.7	487	436	11.7	35	0	NA
Incentive	454	459	-1.2	448	438	2.1	6	21	-71.2
Other Business	694	581	19.5	646	581	11.2	48	0	NA
Visit Friends/Relatives	4,272	3,690	15.8	3,338	3,539	-5.7	934	151	518.1
Government/Military	462	258	79.4	398	258	54.7	64	0	NA
Attend School	263	187	40.7	263	187	40.7	0	0	NA
Sport Events	371	340	9.2	325	340	-4.2	46	0	NA
Other Purpose	2,709	1,827	48.3	1,215	1,158	4.9	1,494	669	123.3
Average Age	39	39	1.8	40	40	1.2	38	35	9.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 41. Meetings, Conventions, and Incentives Air Visitor Characteristics: 2023 vs. 2022**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	3,080,639	2,492,535	23.6	2,430,149	2,166,256	12.2	650,490	326,279	99.4
Total Visitors	401,207	316,247	26.9	310,697	274,454	13.2	90,511	41,793	116.6
<b>PARTY SIZE</b>									
One	88,598	75,147	17.9	78,614	68,146	15.4	9,984	7,001	42.6
Two	161,040	138,766	16.1	131,902	121,920	8.2	29,138	16,846	73.0
Three or more	151,569	102,335	48.1	100,180	84,389	18.7	51,388	17,946	186.3
Avg Party Size	1.96	1.87	4.9	1.84	1.83	0.3	2.53	2.13	18.6
<b>VISIT STATUS</b>									
First-Time	135,315	102,173	32.4	93,074	81,007	14.9	42,240	21,166	99.6
Repeat	265,892	214,075	24.2	217,622	193,447	12.5	48,270	20,627	134.0
Average # of Trips	4.71	4.91	-4.1	5.17	5.21	-0.6	3.10	2.92	6.1
<b>TRAVEL METHOD</b>									
Group Tour	79,195	47,766	65.8	33,320	35,044	-4.9	45,875	12,722	260.6
Package	96,719	75,161	28.7	57,301	60,132	-4.7	39,419	15,029	162.3
Group Tour & Pkg	49,331	30,820	60.1	19,279	22,189	-13.1	30,052	8,631	248.2
True Independent	274,624	224,141	22.5	239,355	201,467	18.8	35,269	22,673	55.6
<b>ISLANDS VISITED</b>									
O'ahu	234,761	147,925	58.7	162,117	114,489	41.6	72,644	33,436	117.3
Maui County	107,499	108,577	-1.0	89,860	99,214	-9.4	17,638	9,363	88.4
Maui	105,090	105,685	-0.6	88,177	96,526	-8.6	16,913	9,159	84.7
Moloka'i *	856	1,092	-21.6	777	1,067	-27.3	80	24	227.7
Lāna'i *	2,972	4,319	-31.2	2,170	3,977	-45.4	802	342	134.4
Kaua'i	44,877	37,483	19.7	41,395	35,169	17.7	3,482	2,314	50.5
Hawai'i Island	76,952	73,143	5.2	65,920	66,228	-0.5	11,032	6,915	59.5
Hilo	17,350	14,024	23.7	13,828	11,643	18.8	3,522	2,381	47.9
Kona	69,688	66,103	5.4	60,040	60,704	-1.1	9,648	5,399	78.7
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.26	6.25	0.3	6.30	6.23	1.1	6.19	6.31	-1.9
Maui (days)	7.07	7.12	-0.6	7.12	7.12	0.1	6.82	7.17	-4.9
Moloka'i (days)	6.01	4.53	32.7	6.49	4.61	40.8	1.35	1.00	34.6
Lāna'i (days)	4.32	4.65	-7.1	5.33	4.78	11.5	1.59	3.16	-49.7
Kaua'i (days)	6.79	6.99	-2.9	6.92	7.16	-3.4	5.19	4.41	17.9
Hawai'i Island (days)	7.07	7.23	-2.2	7.25	7.41	-2.1	5.98	5.55	7.7
Hilo (days)	4.05	4.39	-7.7	4.33	4.63	-6.5	2.97	3.20	-7.3
Kona (days)	6.80	7.07	-3.9	6.97	7.19	-3.2	5.75	5.70	1.0
Statewide (days)	7.68	7.88	-2.6	7.82	7.89	-0.9	7.19	7.81	-7.9
<b>ACCOMMODATIONS</b>									
Hotel	352,584	276,590	27.5	269,939	240,223	12.4	82,646	36,367	127.3
Hotel Only	322,977	249,953	29.2	245,262	217,436	12.8	77,715	32,517	139.0
Condo	25,659	23,868	7.5	19,619	18,986	3.3	6,040	4,882	23.7
Condo Only	15,355	13,330	15.2	11,190	10,664	4.9	4,165	2,666	56.3
Timeshare	8,554	7,611	12.4	7,569	6,678	13.3	984	933	5.5
Timeshare Only	5,149	4,749	8.4	4,579	3,943	16.1	570	806	-29.3
Rental House	21,480	18,085	18.8	18,929	16,687	13.4	2,551	1,398	82.5
Hostel	2,888	2,693	7.2	2,422	2,108	14.9	466	585	-20.3
Camp Site	2,234	1,891	18.1	1,884	1,631	15.5	350	260	34.7
Private Room in Private Home**	3,494	2,293	52.4	2,377	1,648	44.2	1,117	645	73.3
Shared Room/Space in Private Home**	1,355	911	48.7	1,285	843	52.5	71	69	2.8
Bed & Breakfast	3,466	2,876	20.5	2,659	2,524	5.3	807	351	129.8
Cruise Ship	2,387	845	182.5	1,966	777	153.0	421	68	520.5
Friends or Relatives	11,109	8,540	30.1	10,116	8,067	25.4	993	473	109.8
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	118,847	102,206	16.3	100,041	88,562	13.0	18,806	13,644	37.8
Vacation	117,214	100,629	16.5	98,745	87,275	13.1	18,469	13,354	38.3
Honeymoon	2,226	2,358	-5.6	1,820	1,927	-5.6	407	431	-5.5
Getting Married	1,116	1,027	8.7	1,075	1,006	6.8	41	21	97.0
MC&I (Net)	401,207	316,247	26.9	310,697	274,454	13.2	90,511	41,793	116.6
Convention/Conf.	221,112	166,444	32.8	191,605	149,581	28.1	29,507	16,863	75.0
Corp. Meetings	81,517	83,151	-2.0	73,270	71,785	2.1	8,247	11,366	-27.4
Incentive	110,318	79,345	39.0	56,592	63,143	-10.4	53,726	16,201	231.6
Other Business	7,614	6,572	15.9	7,309	6,203	17.8	306	369	-17.2
Visit Friends/Relatives	8,356	6,223	34.3	7,580	5,753	31.8	776	470	65.2
Government/Military	5,124	2,539	101.8	2,943	2,173	35.4	2,181	366	495.6
Attend School	515	441	17.0	503	376	33.8	12	64	-81.3
Sport Events	1,088	979	11.0	951	791	20.1	137	188	-27.2
Other Purpose	2,919	2,671	9.3	2,038	1,524	33.7	881	1,147	-23.2
Average Age	45	46	-0.4	46	46	0.4	44	44	-0.5

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.



**Table 42. Visit Friends and Relatives Air Visitor Characteristics: 2023 vs. 2022**

VISITING FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	10,796,863	10,436,889	3.4	9,930,506	9,778,804	1.6	866,357	658,085	31.6
Total Visitors	999,953	945,207	5.8	938,931	902,592	4.0	61,022	42,615	43.2
<b>PARTY SIZE</b>									
One	265,498	255,009	4.1	252,651	245,966	2.7	12,847	9,044	42.1
Two	356,482	331,016	7.7	333,610	316,300	5.5	22,872	14,716	55.4
Three or more	377,972	359,182	5.2	352,669	340,326	3.6	25,303	18,855	34.2
Avg Party Size	1.86	1.85	0.3	1.85	1.84	0.4	1.99	1.99	0.1
<b>VISIT STATUS</b>									
First-Time	178,963	175,549	1.9	159,120	163,562	-2.7	19,844	11,987	65.5
Repeat	820,989	769,658	6.7	779,811	739,030	5.5	41,179	30,628	34.4
Average # of Trips	8.53	8.37	1.9	8.74	8.49	2.9	5.24	5.72	-8.4
<b>TRAVEL METHOD</b>									
Group Tour	8,546	6,782	26.0	7,728	6,268	23.3	818	514	59.2
Package	49,787	47,137	5.6	43,715	43,463	0.6	6,072	3,674	65.2
Group Tour & Pkg	2,482	1,774	39.9	1,944	1,595	21.9	538	178	201.6
True Independent	944,101	893,062	5.7	889,431	854,457	4.1	54,670	38,605	41.6
<b>ISLANDS VISITED</b>									
O'ahu	682,228	627,651	8.7	630,066	593,108	6.2	52,162	34,543	51.0
Maui County	178,767	185,599	-3.7	168,150	175,732	-4.3	10,616	9,867	7.6
Maui	174,123	178,649	-2.5	163,691	169,420	-3.4	10,432	9,229	13.0
Moloka'i *	4,853	6,661	-27.1	4,415	5,962	-25.9	438	699	-37.4
Lāna'i *	4,112	5,772	-28.8	3,625	5,457	-33.6	487	315	54.7
Kaua'i	97,360	96,678	0.7	93,860	91,398	2.7	3,500	5,280	-33.7
Hawai'i Island	194,649	183,916	5.8	185,946	178,365	4.2	8,704	5,551	56.8
Hilo	80,883	75,685	6.9	76,368	72,982	4.6	4,515	2,703	67.0
Kona	150,884	141,568	6.6	144,026	137,025	5.1	6,858	4,544	50.9
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.17	9.36	-2.0	8.90	9.15	-2.7	12.47	13.06	-4.5
Maui (days)	9.48	9.56	-0.8	9.43	9.51	-0.8	10.26	10.37	-1.0
Moloka'i (days)	7.96	8.03	-0.8	8.48	8.30	2.2	2.72	5.70	-52.2
Lāna'i (days)	5.21	5.33	-2.3	5.58	5.41	3.1	2.40	3.86	-37.9
Kaua'i (days)	9.15	9.35	-2.1	9.21	9.34	-1.4	7.74	9.49	-18.4
Hawai'i Island (days)	9.94	10.14	-2.0	9.98	10.14	-1.6	9.13	10.10	-9.6
Hilo (days)	7.54	7.98	-5.6	7.63	8.02	-4.9	5.91	6.80	-13.1
Kona (days)	8.79	8.91	-1.4	8.84	8.93	-1.0	7.70	8.29	-7.2
Statewide (days)	10.80	11.04	-2.2	10.58	10.83	-2.4	14.20	15.44	-8.1
<b>ACCOMMODATIONS</b>									
Hotel	268,512	246,722	8.8	244,967	233,291	5.0	23,545	13,430	75.3
Hotel Only	178,523	158,129	12.9	162,818	151,063	7.8	15,704	7,066	122.3
Condo	86,065	89,097	-3.4	77,498	82,893	-6.5	8,567	6,205	38.1
Condo Only	57,087	57,506	-0.7	51,470	54,099	-4.9	5,617	3,408	64.8
Timeshare	34,440	34,522	-0.2	31,803	32,263	-1.4	2,638	2,259	16.8
Timeshare Only	20,638	19,787	4.3	19,084	19,033	0.3	1,554	755	106.0
Rental House	73,802	74,781	-1.3	70,380	71,902	-2.1	3,422	2,878	18.9
Hostel	5,318	4,669	13.9	5,121	4,451	15.1	196	219	-10.3
Camp Site	6,905	7,086	-2.6	6,616	6,749	-2.0	290	337	-14.2
Private Room in Private Home**	17,342	17,612	-1.5	16,408	16,024	2.4	934	1,588	-41.2
Shared Room/Space in Private Home**	5,991	5,383	11.3	5,789	5,169	12.0	202	215	-5.9
Bed & Breakfast	8,916	8,847	0.8	7,954	8,060	-1.3	962	787	22.3
Cruise Ship	2,797	1,360	105.6	2,624	1,337	96.2	173	23	649.0
Friends or Relatives	629,050	596,674	5.4	597,988	572,143	4.5	31,062	24,530	26.6
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	295,415	287,614	2.7	275,131	275,386	-0.1	20,284	12,227	65.9
Vacation	291,287	284,541	2.4	272,128	272,442	-0.1	19,160	12,100	58.3
Honeymoon	5,506	6,151	-10.5	4,950	5,487	-9.8	557	664	-16.2
Getting Married	4,272	3,690	15.8	3,338	3,539	-5.7	934	151	518.1
MC&I (Net)	8,356	6,223	34.3	7,580	5,753	31.8	776	470	65.2
Convention/Conf.	5,058	3,674	37.7	4,882	3,508	39.2	177	166	6.4
Corp. Meetings	2,984	1,989	50.0	2,434	1,627	49.6	550	362	51.7
Incentive	1,057	1,188	-11.0	1,006	1,129	-10.9	50	58	-14.4
Other Business	15,970	14,404	10.9	15,738	14,159	11.2	231	244	-5.3
Visit Friends/Relatives	999,953	945,207	5.8	938,931	902,592	4.0	61,022	42,615	43.2
Government/Military	4,537	3,256	39.4	3,379	3,176	6.4	1,158	80	1,354.4
Attend School	1,489	2,072	-28.1	1,446	1,416	2.1	43	656	-93.4
Sport Events	3,972	3,416	16.3	3,661	3,303	10.8	311	113	174.9
Other Purpose	22,241	18,002	23.5	20,158	17,160	17.5	2,083	842	147.3
Average Age	46	45	1.5	45	45	1.2	48	47	3.6

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 43. Family Air Visitor Characteristics: 2023 vs. 2022**

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	22,074,044	22,355,153	-1.3	18,264,732	20,343,171	-10.2	3,809,312	2,011,982	89.3
Total Visitors	2,576,575	2,543,358	1.3	2,147,450	2,354,386	-8.8	429,125	188,972	127.1
<b>PARTY SIZE</b>									
One	0	0	NA	0	0	NA	0	0	NA
Two	121,160	123,474	-1.9	107,946	115,422	-6.5	13,214	8,052	64.1
Three or more	2,455,415	2,419,884	1.5	2,039,504	2,238,964	-8.9	415,911	180,920	129.9
Avg Party Size	2.91	2.90	0.1	2.90	2.90	-0.1	2.93	2.91	0.8
<b>VISIT STATUS</b>									
First-Time	697,473	659,902	5.7	532,858	601,660	-11.4	164,615	58,242	182.6
Repeat	1,879,102	1,883,456	-0.2	1,614,592	1,752,726	-7.9	264,510	130,730	102.3
Average # of Trips	5.27	5.30	-0.5	5.57	5.38	3.5	3.80	4.33	-12.1
<b>TRAVEL METHOD</b>									
Group Tour	63,414	36,315	74.6	34,484	32,316	6.7	28,930	4,000	623.3
Package	433,072	411,787	5.2	329,979	377,098	-12.5	103,093	34,689	197.2
Group Tour & Pkg	33,322	17,514	90.3	15,704	15,152	3.6	17,618	2,362	645.8
True Independent	2,113,411	2,112,770	0.0	1,798,691	1,960,125	-8.2	314,720	152,645	106.2
<b>ISLANDS VISITED</b>									
O'ahu	1,509,738	1,306,043	15.6	1,108,048	1,140,548	-2.8	401,690	165,495	142.7
Maui County	688,206	829,265	-17.0	633,207	787,375	-19.6	55,000	41,890	31.3
Maui	681,123	820,874	-17.0	628,221	779,808	-19.4	52,903	41,065	28.8
Moloka'i *	5,784	8,450	-31.6	4,428	7,665	-42.2	1,356	785	72.6
Lāna'i *	11,066	12,634	-12.4	7,891	11,791	-33.1	3,175	843	276.5
Kaua'i	342,577	352,086	-2.7	329,442	342,490	-3.8	13,135	9,596	36.9
Hawai'i Island	443,141	435,427	1.8	397,154	416,466	-4.6	45,988	18,961	142.5
Hilo	133,247	123,201	8.2	111,498	113,919	-2.1	21,749	9,282	134.3
Kona	399,284	390,212	2.3	359,789	373,604	-3.7	39,496	16,608	137.8
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.21	7.33	-1.7	6.98	7.09	-1.7	7.85	8.99	-12.7
Maui (days)	7.71	7.89	-2.3	7.75	7.87	-1.5	7.19	8.28	-13.1
Moloka'i (days)	5.27	5.16	2.0	5.76	5.28	9.2	3.64	4.02	-9.5
Lāna'i (days)	2.86	3.60	-20.5	3.49	3.76	-7.4	1.30	1.28	1.3
Kaua'i (days)	7.52	7.87	-4.4	7.66	7.87	-2.7	4.12	7.83	-47.4
Hawai'i Island (days)	7.45	7.90	-5.7	7.78	8.01	-2.9	4.63	5.55	-16.5
Hilo (days)	4.03	4.50	-10.6	4.39	4.66	-5.7	2.14	2.55	-16.0
Kona (days)	6.93	7.40	-6.3	7.23	7.51	-3.8	4.21	4.91	-14.2
Statewide (days)	8.57	8.79	-2.5	8.51	8.64	-1.6	8.88	10.65	-16.6
<b>ACCOMMODATIONS</b>									
Hotel	1,551,124	1,467,984	5.7	1,241,500	1,341,688	-7.5	309,624	126,295	145.2
Hotel Only	1,358,919	1,283,377	5.9	1,087,596	1,176,192	-7.5	271,323	107,185	153.1
Condo	435,914	478,004	-8.8	356,626	437,246	-18.4	79,287	40,759	94.5
Condo Only	347,543	388,045	-10.4	291,403	356,737	-18.3	56,139	31,309	79.3
Timeshare	216,653	217,604	-0.4	182,391	202,366	-9.9	34,262	15,239	124.8
Timeshare Only	173,480	173,718	-0.1	145,696	162,395	-10.3	27,785	11,323	145.4
Rental House	319,679	340,779	-6.2	297,652	327,161	-9.0	22,028	13,618	61.8
Hostel	5,190	5,434	-4.5	4,581	5,064	-9.5	609	370	64.6
Camp Site	8,145	8,651	-5.8	7,040	8,100	-13.1	1,105	551	100.6
Private Room in Private Home**	15,716	15,921	-1.3	12,438	13,671	-9.0	3,278	2,250	45.7
Shared Room/Space in Private Home**	8,394	4,489	87.0	3,877	4,263	-9.1	4,517	226	1,897.1
Bed & Breakfast	16,174	15,200	6.4	12,907	14,367	-10.2	3,267	833	292.1
Cruise Ship	20,416	8,902	129.3	18,328	8,608	112.9	2,089	294	609.5
Friends or Relatives	199,706	198,509	0.6	185,148	189,080	-2.1	14,559	9,429	54.4
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,326,865	2,326,418	0.0	1,940,418	2,156,126	-10.0	386,447	170,292	126.9
Vacation	2,309,788	2,309,555	0.0	1,927,723	2,141,014	-10.0	382,066	168,541	126.7
Honeymoon	14,871	14,104	5.4	10,012	12,260	-18.3	4,860	1,844	163.6
Getting Married	13,733	15,049	-8.7	11,632	14,440	-19.4	2,100	609	245.0
MC&I (Net)	69,590	49,251	41.3	52,139	45,408	14.8	17,451	3,843	354.1
Convention/Conf.	40,106	30,829	30.1	35,914	29,556	21.5	4,193	1,273	229.4
Corp. Meetings	11,369	10,048	13.2	9,515	9,090	4.7	1,854	958	93.6
Incentive	20,087	9,959	101.7	8,536	8,336	2.4	11,551	1,623	611.9
Other Business	26,101	24,257	7.6	25,030	23,907	4.7	1,071	350	206.2
Visit Friends/Relatives	204,203	204,871	-0.3	187,016	193,408	-3.3	17,187	11,463	49.9
Government/Military	10,277	7,533	36.4	7,076	6,304	12.3	3,200	1,229	160.4
Attend School	3,526	3,602	-2.1	2,304	2,623	-12.2	1,222	979	24.8
Sport Events	24,881	14,270	74.4	13,513	12,774	5.8	11,368	1,496	659.9
Other Purpose	67,897	55,600	22.1	53,743	49,599	8.4	14,154	6,001	135.9
Average Age	44	44	0.5	44	44	0.2	45	45	0.2

Family visitors were visitors who came with children 17 years old and under.

\* Sample sizes for Moloka'i and Lāna'i are relatively small. \*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 44. Hotel-Only Air Visitor Characteristics: 2023 vs. 2022**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	35,301,235	33,670,067	4.8	28,105,346	29,424,104	-4.5	7,195,889	4,245,963	69.5
Total Visitors	4,739,142	4,373,971	8.3	3,756,677	3,865,426	-2.8	982,465	508,544	93.2
<b>PARTY SIZE</b>									
One	607,105	584,828	3.8	562,515	551,914	1.9	44,590	32,914	35.5
Two	1,771,958	1,650,108	7.4	1,351,686	1,400,782	-3.5	420,272	249,326	68.6
Three or more	2,360,079	2,139,034	10.3	1,842,476	1,912,730	-3.7	517,602	226,304	128.7
Avg Party Size	2.29	2.26	1.2	2.22	2.25	-1.0	2.59	2.39	8.3
<b>VISIT STATUS</b>									
First-Time	1,700,140	1,574,322	8.0	1,236,704	1,342,667	-7.9	463,436	231,655	100.1
Repeat	3,039,002	2,799,649	8.5	2,519,973	2,522,759	-0.1	519,029	276,890	87.4
Average # of Trips	4.53	4.45	1.8	4.81	4.57	5.3	3.42	3.50	-2.2
<b>TRAVEL METHOD</b>									
Group Tour	216,631	148,181	46.2	114,830	115,563	-0.6	101,801	32,618	212.1
Package	1,195,856	1,062,496	12.6	804,653	897,710	-10.4	391,203	164,786	137.4
Group Tour & Pkg	135,949	92,845	46.4	65,804	70,059	-6.1	70,145	22,786	207.8
True Independent	3,462,604	3,256,139	6.3	2,902,998	2,922,213	-0.7	559,607	333,926	67.6
<b>ISLANDS VISITED</b>									
O'ahu	3,414,815	2,907,614	17.4	2,494,500	2,443,829	2.1	920,316	463,784	98.4
Maui County	926,523	1,128,020	-17.9	831,948	1,049,079	-20.7	94,575	78,941	19.8
Maui	909,275	1,105,674	-17.8	818,476	1,028,467	-20.4	90,799	77,207	17.6
Moloka'i *	8,216	12,661	-35.1	5,533	10,907	-49.3	2,684	1,754	53.0
Lāna'i *	24,781	33,153	-25.3	19,039	29,795	-36.1	5,742	3,359	71.0
Kaua'i	469,751	441,401	6.4	440,294	423,472	4.0	29,456	17,929	64.3
Hawai'i Island	611,538	585,013	4.5	532,890	538,844	-1.1	78,648	46,169	70.3
Hilo	162,980	154,200	5.7	130,296	134,162	-2.9	32,683	20,039	63.1
Kona	533,870	509,754	4.7	470,478	472,739	-0.5	63,392	37,015	71.3
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.49	6.64	-2.2	6.41	6.48	-1.2	6.72	7.46	-10.0
Maui (days)	6.76	6.82	-1.0	6.84	6.87	-0.5	6.03	6.15	-1.9
Moloka'i (days)	3.04	3.17	-4.3	3.64	3.42	6.5	1.79	1.65	8.5
Lāna'i (days)	3.74	4.35	-14.2	4.41	4.49	-1.6	1.48	3.16	-53.0
Kaua'i (days)	6.45	6.51	-0.8	6.63	6.60	0.4	3.88	4.29	-9.7
Hawai'i Island (days)	6.27	6.43	-2.4	6.57	6.58	-0.1	4.28	4.74	-9.6
Hilo (days)	3.54	3.91	-9.6	3.93	4.05	-2.8	1.97	3.03	-35.0
Kona (days)	6.11	6.20	-1.5	6.35	6.35	0.0	4.30	4.27	0.7
Statewide (days)	7.45	7.70	-3.2	7.48	7.61	-1.7	7.32	8.35	-12.3
<b>ACCOMMODATIONS</b>									
...Hotel Only	4,739,142	4,373,971	8.3	3,756,677	3,865,426	-2.8	982,465	508,544	93.2
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,979,669	3,774,729	5.4	3,136,575	3,323,124	-5.6	843,093	451,605	86.7
Vacation	3,716,451	3,529,741	5.3	3,006,196	3,164,471	-5.0	710,255	365,269	94.4
Honeymoon	267,062	249,757	6.9	132,235	163,063	-18.9	134,827	86,694	55.5
Getting Married	37,581	37,148	1.2	25,440	29,465	-13.7	12,140	7,683	58.0
MC&I (Net)	322,977	249,953	29.2	245,262	217,436	12.8	77,715	32,517	139.0
Convention/Conf.	172,055	126,517	36.0	148,127	114,215	29.7	23,928	12,302	94.5
Corp. Meetings	65,399	66,658	-1.9	59,168	58,087	1.9	6,230	8,571	-27.3
Incentive	94,779	66,786	41.9	46,347	53,156	-12.8	48,432	13,631	255.3
Other Business	155,189	133,261	16.5	149,338	130,967	14.0	5,851	2,294	155.1
Visit Friends/Relatives	178,523	158,129	12.9	162,818	151,063	7.8	15,704	7,066	122.3
Government/Military	100,291	78,047	28.5	87,314	72,558	20.3	12,977	5,489	136.4
Attend School	7,036	6,488	8.4	5,696	5,662	0.6	1,339	826	62.1
Sport Events	55,977	42,682	31.1	40,147	35,594	12.8	15,830	7,088	123.3
Other Purpose	191,222	141,373	35.3	136,068	117,310	16.0	55,154	24,063	129.2
Avg of Age	44	44	1.2	45	44	1.1	44	43	3.0

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

**Table 45. Condo-Only Air Visitor Characteristics: 2023 vs. 2022**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	12,229,705	13,364,052	-8.5	9,895,838	11,538,324	-14.2	2,333,867	1,825,728	27.8
Total Visitors	1,181,757	1,283,267	-7.9	979,198	1,144,935	-14.5	202,559	138,333	46.4
<b>PARTY SIZE</b>									
One	111,720	127,768	-12.6	100,881	117,747	-14.3	10,839	10,021	8.2
Two	439,890	478,440	-8.1	366,574	426,160	-14.0	73,316	52,280	40.2
Three or more	630,147	677,059	-6.9	511,743	601,028	-14.9	118,404	76,031	55.7
Avg Party Size	2.44	2.42	0.9	2.40	2.40	0.0	2.66	2.55	4.4
<b>VISIT STATUS</b>									
First-Time	220,679	257,411	-14.3	177,045	228,497	-22.5	43,635	28,914	50.9
Repeat	961,078	1,025,856	-6.3	802,153	916,437	-12.5	158,925	109,419	45.2
Average # of Trips	7.03	6.70	4.9	7.21	6.75	6.9	6.15	6.35	-3.2
<b>TRAVEL METHOD</b>									
Group Tour	15,398	9,033	70.5	7,266	7,934	-8.4	8,132	1,099	639.8
Package	99,291	102,500	-3.1	77,619	92,145	-15.8	21,672	10,355	109.3
Group Tour & Pkg	5,700	2,206	158.4	1,591	1,958	-18.8	4,109	247	1561.8
True Independent	1,072,768	1,173,940	-8.6	895,904	1,046,815	-14.4	176,864	127,125	39.1
<b>ISLANDS VISITED</b>									
O'ahu	356,802	313,847	13.7	231,386	248,594	-6.9	125,416	65,253	92.2
Maui County	556,212	696,459	-20.1	480,521	622,802	-22.8	75,691	73,657	2.8
Maui	552,478	690,575	-20.0	477,145	617,068	-22.7	75,333	73,507	2.5
Moloka'i *	5,929	7,392	-19.8	3,810	6,798	-44.0	2,119	594	256.5
Lāna'i *	7,127	8,544	-16.6	4,759	7,090	-32.9	2,368	1,454	62.9
Kaua'i	185,263	197,548	-6.2	176,272	190,347	-7.4	8,991	7,201	24.9
Hawai'i Island	188,517	184,805	2.0	166,869	173,283	-3.7	21,647	11,522	87.9
Hilo	30,762	29,587	4.0	25,400	27,311	-7.0	5,361	2,276	135.5
Kona	179,101	175,364	2.1	159,186	164,580	-3.3	19,914	10,783	84.7
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.96	9.31	-3.7	8.86	8.96	-1.2	9.16	10.62	-13.8
Maui (days)	9.80	9.68	1.2	9.42	9.30	1.3	12.18	12.87	-5.4
Moloka'i (days)	7.08	8.69	-18.6	9.81	9.03	8.7	2.16	4.78	-54.9
Lāna'i (days)	2.42	2.93	-17.3	2.95	3.24	-9.1	1.37	1.41	-2.9
Kaua'i (days)	9.11	9.09	0.2	9.15	9.09	0.7	8.37	9.29	-9.9
Hawai'i Island (days)	9.93	10.12	-1.9	10.11	10.13	-0.2	8.53	9.96	-14.4
Hilo (days)	4.03	4.26	-5.4	4.39	4.31	2.0	2.31	3.68	-37.2
Kona (days)	9.76	9.95	-1.9	9.90	9.95	-0.6	8.65	9.87	-12.3
Statewide (days)	10.35	10.41	-0.6	10.11	10.08	0.3	11.52	13.20	-12.7
<b>ACCOMMODATIONS</b>									
...Condo Only	1,181,757	1,283,267	-7.9	979,198	1,144,935	-14.5	202,559	138,333	46.4
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,091,711	1,199,948	-9.0	904,019	1,070,823	-15.6	187,692	129,124	45.4
Vacation	1,070,211	1,173,304	-8.8	887,010	1,047,034	-15.3	183,200	126,270	45.1
Honeymoon	21,019	26,047	-19.3	16,168	22,948	-29.5	4,851	3,099	56.5
Getting Married	6,862	8,475	-19.0	6,124	7,992	-23.4	738	483	52.8
MC&I (Net)	15,355	13,330	15.2	11,190	10,664	4.9	4,165	2,666	56.3
Convention/Conf.	8,775	8,195	7.1	7,854	7,340	7.0	921	855	7.7
Corp. Meetings	3,315	2,995	10.7	2,412	2,308	4.5	903	688	31.2
Incentive	3,540	2,359	50.1	1,192	1,236	-3.6	2,348	1,123	109.1
Other Business	21,965	21,271	3.3	21,412	20,723	3.3	552	548	0.8
Visit Friends/Relatives	57,087	57,506	-0.7	51,470	54,099	-4.9	5,617	3,408	64.8
Government/Military	4,769	2,808	69.8	2,277	2,399	-5.1	2,492	408	510.2
Attend School	1,736	1,451	19.6	1,329	1,142	16.3	408	310	31.7
Sport Events	9,265	8,356	10.9	6,293	6,959	-9.6	2,971	1,396	112.8
Other Purpose	31,025	29,437	5.4	25,087	24,439	2.7	5,938	4,998	18.8
Avg of Age	50	49	1.8	50	49	1.9	51	51	-1.0

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

**Table 46. Timeshare-Only Air Visitor Characteristics: 2023 vs. 2022**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	6,270,456	6,336,916	-1.0	5,350,270	5,718,179	-6.4	920,185	618,737	48.7
Total Visitors	658,745	654,568	0.6	560,876	599,038	-6.4	97,869	55,530	76.2
<b>PARTY SIZE</b>									
One	54,195	57,487	-5.7	51,095	54,835	-6.8	3,100	2,653	16.9
Two	278,408	280,144	-0.6	236,540	254,244	-7.0	41,868	25,900	61.6
Three or more	326,142	316,936	2.9	273,241	289,959	-5.8	52,901	26,977	96.1
Avg Party Size	2.42	2.38	1.5	2.38	2.38	0.3	2.65	2.47	7.4
<b>VISIT STATUS</b>									
First-Time	83,308	89,337	-6.7	74,061	83,248	-11.0	9,247	6,089	51.9
Repeat	575,437	565,231	1.8	486,815	515,790	-5.6	88,622	49,441	79.2
Average # of Trips	8.42	8.14	3.6	8.40	8.13	3.3	8.57	8.22	4.3
<b>TRAVEL METHOD</b>									
Group Tour	4,572	3,453	32.4	3,095	3,068	0.9	1,477	385	283.7
Package	38,552	37,856	1.8	32,748	35,181	-6.9	5,804	2,675	116.9
Group Tour & Pkg	838	643	30.4	597	554	7.8	241	89	171.5
True Independent	616,460	613,903	0.4	525,630	561,344	-6.4	90,830	52,559	72.8
<b>ISLANDS VISITED</b>									
O'ahu	231,354	204,345	13.2	154,813	164,776	-6.0	76,541	39,569	93.4
Maui County	206,935	243,072	-14.9	193,193	229,278	-15.7	13,742	13,794	-0.4
Maui	205,413	240,791	-14.7	191,814	227,076	-15.5	13,599	13,715	-0.8
Moloka'i *	797	1,595	-50.0	713	1,510	-52.8	84	84	0.1
Lāna'i *	2,415	3,569	-32.3	2,101	3,221	-34.8	314	348	-9.9
Kaua'i	162,903	158,085	3.0	157,481	153,714	2.5	5,423	4,371	24.0
Hawai'i Island	131,339	123,629	6.2	117,001	116,603	0.3	14,338	7,025	104.1
Hilo	18,550	17,369	6.8	16,322	16,107	1.3	2,228	1,263	76.5
Kona	125,348	118,444	5.8	112,024	111,726	0.3	13,324	6,718	98.3
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.61	7.76	-1.9	7.43	7.44	-0.2	7.99	9.09	-12.1
Maui (days)	9.23	9.19	0.5	9.11	9.05	0.7	10.94	11.58	-5.5
Moloka'i (days)	4.43	4.76	-6.8	4.27	4.93	-13.5	5.84	1.65	254.4
Lāna'i (days)	3.25	3.51	-7.4	3.48	3.59	-3.2	1.72	2.75	-37.4
Kaua'i (days)	9.10	9.14	-0.3	9.10	9.14	-0.3	9.10	9.14	-0.4
Hawai'i Island (days)	8.51	8.69	-2.0	8.62	8.70	-0.9	7.62	8.43	-9.6
Hilo (days)	3.26	3.55	-8.0	3.41	3.47	-1.8	2.21	4.56	-51.6
Kona (days)	8.44	8.55	-1.3	8.51	8.58	-0.9	7.83	7.96	-1.6
Statewide (days)	9.52	9.68	-1.7	9.54	9.55	-0.1	9.40	11.14	-15.6
<b>ACCOMMODATIONS</b>									
...Timeshare Only	658,745	654,568	0.6	560,876	599,038	-6.4	97,869	55,530	76.2
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	634,921	633,201	0.3	539,964	579,884	-6.9	94,957	53,318	78.1
Vacation	625,544	623,053	0.4	531,754	570,446	-6.8	93,789	52,607	78.3
Honeymoon	9,764	10,702	-8.8	8,498	9,966	-14.7	1,266	736	71.9
Getting Married	2,335	2,333	0.1	2,027	2,165	-6.4	309	168	84.2
MC&I (Net)	5,149	4,749	8.4	4,579	3,943	16.1	570	806	-29.3
Convention/Conf.	2,698	2,305	17.0	2,538	2,110	20.3	160	195	-17.9
Corp. Meetings	1,220	1,412	-13.6	1,193	1,071	11.4	27	341	-92.1
Incentive	1,366	1,094	24.9	983	824	19.3	383	270	41.7
Other Business	4,169	3,798	9.8	4,005	3,759	6.5	164	39	317.2
Visit Friends/Relatives	20,638	19,787	4.3	19,084	19,033	0.3	1,554	755	106.0
Government/Military	301	441	-31.9	291	441	-34.0	9	0	NA
Attend School	332	406	-18.2	245	371	-33.8	87	36	145.0
Sport Events	2,447	1,860	31.6	1,502	1,366	9.9	945	493	91.5
Other Purpose	11,803	10,278	14.8	10,045	9,070	10.8	1,758	1,208	45.5
Average Age	53	53	1.1	53	53	0.9	55	55	0.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 47. Rental House-Only Air Visitor Characteristics: 2023 vs. 2022

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	7,327,087	7,698,255	-4.8	6,769,089	7,234,287	-6.4	557,997	463,968	20.3
Total Visitors	758,925	792,243	-4.2	715,099	758,690	-5.7	43,826	33,553	30.6
<b>PARTY SIZE</b>									
One	90,824	98,540	-7.8	87,109	95,045	-8.3	3,715	3,493	6.4
Two	236,254	248,254	-4.8	221,710	237,990	-6.8	14,544	10,266	41.7
Three or more	431,847	445,449	-3.1	406,280	425,656	-4.6	25,567	19,793	29.2
Avg Party Size	2.46	2.42	1.3	2.45	2.42	1.1	2.59	2.47	5.0
<b>VISIT STATUS</b>									
First-Time	230,055	242,188	-5.0	207,401	229,665	-9.7	22,654	12,523	80.9
Repeat	528,870	550,054	-3.9	507,698	529,025	-4.0	21,172	21,029	0.7
Average # of Trips	4.66	4.52	3.1	4.79	4.58	4.7	2.51	3.24	-22.4
<b>TRAVEL METHOD</b>									
Group Tour	9,050	7,378	22.7	8,089	7,108	13.8	961	270	256.4
Package	38,877	39,488	-1.5	36,067	37,278	-3.2	2,811	2,210	27.2
Group Tour & Pkg	1,709	1,717	-0.5	1,655	1,589	4.2	53	128	-58.3
True Independent	712,707	747,095	-4.6	672,599	715,893	-6.0	40,108	31,201	28.5
<b>ISLANDS VISITED</b>									
O'ahu	257,260	245,391	4.8	233,888	230,324	1.5	23,372	15,067	55.1
Maui County	199,847	241,360	-17.2	182,685	224,974	-18.8	17,162	16,385	4.7
Maui	196,964	237,721	-17.1	180,424	221,847	-18.7	16,541	15,874	4.2
Moloka'i *	2,225	3,547	-37.3	1,882	2,936	-35.9	343	611	-43.9
Lāna'i *	2,907	4,077	-28.7	2,488	3,969	-37.3	419	108	285.9
Kaua'i	178,541	179,778	-0.7	172,877	175,535	-1.5	5,664	4,243	33.5
Hawai'i Island	218,673	221,160	-1.1	208,392	214,600	-2.9	10,282	6,561	56.7
Hilo	62,406	62,615	-0.3	59,279	60,444	-1.9	3,126	2,171	44.0
Kona	194,401	196,022	-0.8	185,187	190,371	-2.7	9,214	5,651	63.1
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.80	9.06	-2.9	8.66	8.79	-1.4	10.15	13.28	-23.6
Maui (days)	8.15	8.10	0.7	8.00	7.94	0.7	9.84	10.27	-4.2
Moloka'i (days)	5.61	5.53	1.6	6.30	5.66	11.2	1.84	4.87	-62.1
Lāna'i (days)	5.33	4.18	27.5	5.13	4.24	20.9	6.48	1.78	263.2
Kaua'i (days)	8.32	8.32	0.0	8.32	8.33	-0.1	8.42	8.15	3.3
Hawai'i Island (days)	8.90	9.12	-2.4	8.82	9.10	-3.1	10.41	9.61	8.3
Hilo (days)	5.92	5.95	-0.6	5.93	5.99	-1.0	5.70	4.82	18.3
Kona (days)	8.11	8.39	-3.4	8.03	8.36	-4.0	9.68	9.30	4.0
Statewide (days)	9.65	9.72	-0.6	9.47	9.54	-0.7	12.73	13.83	-7.9
<b>ACCOMMODATIONS</b>									
Rental House	758,925	792,243	-4.2	715,099	758,690	-5.7	43,826	33,553	30.6
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	686,649	722,568	-5.0	646,114	693,905	-6.9	40,536	28,663	41.4
Vacation	670,126	703,259	-4.7	630,568	675,161	-6.6	39,559	28,099	40.8
Honeymoon	14,739	17,733	-16.9	13,603	16,905	-19.5	1,136	828	37.2
Getting Married	6,815	7,687	-11.4	6,663	7,613	-12.5	152	75	103.8
MC&I (Net)	10,694	8,571	24.8	9,585	8,064	18.9	1,110	507	119.0
Convention/Conf.	7,206	5,563	29.5	6,699	5,297	26.5	507	266	90.7
Corp. Meetings	2,087	2,041	2.3	1,862	1,836	1.4	225	205	9.9
Incentive	1,583	1,152	37.4	1,205	1,092	10.4	377	60	525.9
Other Business	15,628	13,344	17.1	15,311	13,015	17.6	317	329	-3.7
Visit Friends/Relatives	45,975	45,397	1.3	43,944	43,824	0.3	2,031	1,573	29.1
Government/Military	1,894	1,528	23.9	1,618	1,494	8.3	275	35	692.5
Attend School	1,619	1,538	5.3	1,517	1,426	6.4	102	112	-9.1
Sport Events	7,148	8,471	-15.6	6,253	8,409	-25.6	895	63	1330.3
Other Purpose	23,616	24,664	-4.3	22,487	21,307	5.5	1,129	3,357	-66.4
Average Age	43	43	1.0	43	43	1.1	42	42	-0.2

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

**Table 48. Bed and Breakfast-Only Air Visitor Characteristics: 2023 vs. 2022**

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	406,914	408,275	-0.3	357,136	386,154	-7.5	49,778	22,121	125.0
Total Visitors	46,409	46,584	-0.4	41,567	44,509	-6.6	4,842	2,075	133.4
<b>PARTY SIZE</b>									
One	7,770	8,058	-3.6	7,266	7,721	-5.9	504	336	49.8
Two	19,584	20,778	-5.7	17,966	19,608	-8.4	1,618	1,170	38.3
Three or more	19,055	17,749	7.4	16,335	17,180	-4.9	2,720	569	378.2
Avg Party Size	2.09	2.05	1.9	2.06	2.05	0.3	2.42	1.95	24.0
<b>VISIT STATUS</b>									
First-Time	18,645	18,934	-1.5	15,608	17,895	-12.8	3,037	1,038	192.5
Repeat	27,764	27,650	0.4	25,959	26,614	-2.5	1,805	1,036	74.2
Average # of Trips	3.79	3.67	3.1	3.99	3.71	7.5	2.06	2.84	-27.5
<b>TRAVEL METHOD</b>									
Group Tour	700	472	48.3	581	456	27.3	119	15	676.6
Package	3,101	3,215	-3.6	2,829	2,964	-4.6	272	252	8.0
Group Tour & Pkg	251	136	84.9	158	131	21.0	93	5	1773.4
True Independent	42,860	43,032	-0.4	38,316	41,220	-7.0	4,545	1,813	150.7
<b>ISLANDS VISITED</b>									
O'ahu	20,378	17,556	16.1	16,801	16,390	2.5	3,577	1,166	206.6
Maui County	12,741	15,891	-19.8	11,790	15,159	-22.2	950	732	29.9
Maui	12,623	15,648	-19.3	11,673	14,947	-21.9	950	701	35.6
Moloka'i *	181	254	-28.6	181	228	-20.6	0	26	-100.0
Lāna'i *	124	283	-56.1	124	251	-50.6	0	32	-100.0
Kaua'i	7,485	6,664	12.3	6,152	6,531	-5.8	1,333	133	902.1
Hawai'i Island	15,073	13,865	8.7	13,332	13,244	0.7	1,741	621	180.2
Hilo	5,748	5,871	-2.1	5,454	5,576	-2.2	294	294	0.0
Kona	12,874	11,419	12.7	11,188	11,042	1.3	1,686	378	346.5
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.99	7.30	-4.2	7.00	7.18	-2.4	6.94	9.00	-22.9
Maui (days)	7.31	7.31	0.0	7.26	7.26	-0.1	8.01	8.25	-2.9
Moloka'i (days)	6.68	6.43	3.9	6.68	5.47	22.2	0.00	15.00	-100.0
Lāna'i (days)	2.35	3.01	-21.9	2.35	3.26	-28.0	0.00	1.00	-100.0
Kaua'i (days)	6.70	7.30	-8.2	7.21	7.35	-1.9	4.34	4.80	-9.5
Hawai'i Island (days)	7.99	8.26	-3.3	8.17	8.29	-1.5	6.64	7.70	-13.8
Hilo (days)	5.76	5.40	6.7	5.84	5.45	7.1	4.36	4.44	-2.0
Kona (days)	6.78	7.26	-6.5	6.89	7.19	-4.2	6.09	9.20	-33.8
Statewide (days)	8.77	8.76	0.0	8.59	8.68	-1.0	10.28	10.66	-3.6
<b>ACCOMMODATIONS</b>									
Bed & Breakfast	46,409	46,584	-0.4	41,567	44,509	-6.6	4,842	2,075	133.4
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	40,457	41,116	-1.6	35,758	39,326	-9.1	4,700	1,789	162.6
Vacation	38,580	38,625	-0.1	33,960	36,972	-8.1	4,619	1,654	179.4
Honeymoon	1,891	2,557	-26.1	1,783	2,422	-26.4	108	136	-20.5
Getting Married	504	515	-2.1	489	515	-4.9	15	0	NA
MC&I (Net)	982	694	41.5	890	648	37.3	92	46	99.9
Convention/Conf.	743	541	37.3	650	495	31.4	92	46	99.9
Corp. Meetings	155	74	110.9	155	74	110.9	0	0	NA
Incentive	98	88	12.0	98	88	12.0	0	0	NA
Other Business	1,101	897	22.7	1,093	875	24.9	8	22	-63.1
Visit Friends/Relatives	3,760	3,646	3.1	3,684	3,462	6.4	77	183	-58.3
Government/Military	101	139	-27.7	101	139	-27.7	0	0	NA
Attend School	108	97	11.3	65	97	-33.2	43	0	NA
Sport Events	369	409	-9.8	366	392	-6.5	2	17	-86.1
Other Purpose	1,671	1,679	-0.5	1,635	1,632	0.1	36	47	-22.8
Average Age	43	43	2.0	43	42	3.0	43	50	-13.6

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

**Table 49. First-Time Air Visitor Characteristics: 2023 vs. 2022**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	24,541,095	23,830,973	3.0	18,908,531	20,545,730	-8.0	5,632,564	3,285,243	71.5
Total Visitors	2,861,855	2,740,902	4.4	2,210,997	2,387,464	-7.4	650,858	353,438	84.2
<b>PARTY SIZE</b>									
One	401,633	415,733	-3.4	362,896	383,616	-5.4	38,737	32,117	20.6
Two	1,142,540	1,109,970	2.9	854,964	925,992	-7.7	287,576	183,978	56.3
Three or more	1,317,681	1,215,199	8.4	993,137	1,077,855	-7.9	324,545	137,343	136.3
Avg Party Size	2.22	2.17	2.3	2.14	2.15	-0.6	2.51	2.25	11.5
<b>VISIT STATUS</b>									
First-Time	2,861,855	2,740,902	4.4	2,210,997	2,387,464	-7.4	650,858	353,438	84.2
Average # of Trips	1.00	1.00	0.0	1.00	1.00	0.0	1.00	1.00	0.0
<b>TRAVEL METHOD</b>									
Group Tour	141,863	103,267	37.4	85,511	80,258	6.5	56,352	23,009	144.9
Package	699,697	621,333	12.6	475,442	517,854	-8.2	224,255	103,479	116.7
Group Tour & Pkg	90,310	66,222	36.4	51,894	49,720	4.4	38,416	16,502	132.8
True Independent	2,110,605	2,082,516	1.3	1,701,939	1,839,072	-7.5	408,666	243,444	67.9
<b>ISLANDS VISITED</b>									
O'ahu	2,049,077	1,786,266	14.7	1,466,216	1,487,633	-1.4	582,860	298,633	95.2
Maui County	736,250	876,419	-16.0	615,891	779,809	-21.0	120,359	96,610	24.6
Maui	724,977	864,259	-16.1	608,874	768,951	-20.8	116,103	95,308	21.8
Moloka'i *	13,357	15,056	-11.3	8,138	13,049	-37.6	5,219	2,007	160.0
Lāna'i *	22,013	22,959	-4.1	13,142	19,740	-33.4	8,872	3,220	175.6
Kaua'i	386,483	349,881	10.5	344,938	325,220	6.1	41,545	24,662	68.5
Hawai'i Island	548,953	496,999	10.5	460,126	445,832	3.2	88,827	51,167	73.6
Hilo	233,043	192,767	20.9	185,188	165,853	11.7	47,855	26,914	77.8
Kona	474,653	419,631	13.1	399,700	378,564	5.6	74,953	41,067	82.5
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.72	6.76	-0.6	6.49	6.63	-2.1	7.28	7.40	-1.6
Maui (days)	6.77	6.94	-2.5	6.82	6.95	-2.0	6.50	6.85	-5.1
Moloka'i (days)	3.01	3.64	-17.2	3.67	3.86	-4.9	1.98	2.20	-10.0
Lāna'i (days)	2.45	3.50	-30.0	3.14	3.62	-13.1	1.42	2.77	-48.8
Kaua'i (days)	5.79	6.25	-7.4	5.98	6.35	-5.9	4.19	4.84	-13.5
Hawai'i Island (days)	6.45	6.91	-6.7	6.74	7.05	-4.5	4.94	5.66	-12.8
Hilo (days)	3.53	4.28	-17.5	3.83	4.43	-13.5	2.35	3.33	-29.5
Kona (days)	5.73	6.22	-8.0	5.98	6.37	-6.0	4.35	4.87	-10.7
Statewide (days)	8.58	8.69	-1.4	8.55	8.61	-0.6	8.65	9.30	-6.9
<b>ACCOMMODATIONS</b>									
Hotel	1,957,389	1,808,438	8.2	1,437,367	1,537,626	-6.5	520,022	270,811	92.0
Hotel Only	1,700,140	1,574,322	8.0	1,236,704	1,342,667	-7.9	463,436	231,655	100.1
Condo	302,360	342,504	-11.7	234,757	299,949	-21.7	67,603	42,555	58.9
Condo Only	220,679	257,411	-14.3	177,045	228,497	-22.5	43,635	28,914	50.9
Timeshare	108,860	115,740	-5.9	95,757	106,434	-10.0	13,103	9,306	40.8
Timeshare Only	83,308	89,337	-6.7	74,061	83,248	-11.0	9,247	6,089	51.9
Rental House	328,013	342,285	-4.2	283,642	315,251	-10.0	44,370	27,034	64.1
Hostel	42,755	41,506	3.0	29,333	28,102	4.4	13,423	13,405	0.1
Camp Site	28,872	32,012	-9.8	21,954	24,343	-9.8	6,917	7,669	-9.8
Private Room in Private Home**	38,988	38,420	1.5	24,973	27,037	-7.6	14,015	11,382	23.1
Shared Room/Space in Private Home**	16,678	11,811	41.2	10,576	10,844	-2.5	6,103	966	531.4
Bed & Breakfast	41,544	43,102	-3.6	31,636	37,460	-15.5	9,908	5,642	75.6
Cruise Ship	79,872	34,883	129.0	72,728	32,911	121.0	7,144	1,972	262.3
Friends or Relatives	203,533	198,171	2.7	182,195	185,399	-1.7	21,337	12,773	67.1
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,460,285	2,407,294	2.2	1,901,480	2,093,860	-9.2	558,806	313,434	78.3
Vacation	2,230,972	2,179,991	2.3	1,786,830	1,946,201	-8.2	444,143	233,790	90.0
Honeymoon	237,028	236,676	0.1	120,910	156,699	-22.8	116,118	79,977	45.2
Getting Married	27,254	28,418	-4.1	18,686	22,992	-18.7	8,568	5,426	57.9
MC&I (Net)	135,315	102,173	32.4	93,074	81,007	14.9	42,240	21,166	99.6
Convention/Conf.	71,211	49,238	44.6	57,413	40,800	40.7	13,798	8,438	63.5
Corp. Meetings	21,766	24,851	-12.4	18,554	19,743	-6.0	3,212	5,108	-37.1
Incentive	46,278	32,325	43.2	20,746	23,797	-12.8	25,531	8,529	199.4
Other Business	49,857	43,692	14.1	46,157	41,775	10.5	3,701	1,918	93.0
Visit Friends/Relatives	178,963	175,549	1.9	159,120	163,562	-2.7	19,844	11,987	65.5
Government/Military	40,601	26,253	54.7	27,830	24,627	13.0	12,771	1,627	685.2
Attend School	6,838	7,536	-9.3	5,243	5,835	-10.1	1,595	1,701	-6.2
Sport Events	31,714	23,764	33.5	18,916	21,775	-13.1	12,798	1,989	543.3
Other Purpose	123,073	98,476	25.0	90,444	82,446	9.7	32,629	16,030	103.6
Average Age	41	40	1.7	42	41	2.1	40	38	3.1

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.



**Table 50. Repeat Air Visitor Characteristics: 2023 vs. 2022**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
Total Visitor Days	61,133,031	60,905,092	0.4	52,729,140	54,717,530	-3.6	8,403,891	6,187,562	35.8
Total Visitors	6,638,140	6,397,772	3.8	5,731,162	5,845,722	-2.0	906,978	552,050	64.3
<b>PARTY SIZE</b>									
One	944,853	913,608	3.4	889,478	869,232	2.3	55,375	44,376	24.8
Two	2,405,802	2,317,696	3.8	2,053,470	2,093,682	-1.9	352,332	224,014	57.3
Three or more	3,287,485	3,166,468	3.8	2,788,214	2,882,808	-3.3	499,271	283,660	76.0
Avg Party Size	2.25	2.25	0.1	2.21	2.23	-1.0	2.57	2.44	5.2
<b>VISIT STATUS</b>									
Repeat	6,638,140	6,397,772	3.8	5,731,162	5,845,722	-2.0	906,978	552,050	64.3
Average # of Trips	7.51	7.39	1.7	7.70	7.48	3.0	6.35	6.42	-1.1
<b>TRAVEL METHOD</b>									
Group Tour	155,005	99,270	56.1	91,928	84,932	8.2	63,077	14,338	339.9
Package	848,201	759,508	11.7	627,024	664,826	-5.7	221,177	94,682	133.6
Group Tour & Pkg	80,207	47,118	70.2	40,659	39,339	3.4	39,548	7,779	408.4
True Independent	5,715,141	5,586,100	2.3	5,052,870	5,135,303	-1.6	662,271	450,797	46.9
<b>ISLANDS VISITED</b>									
O'ahu	3,564,448	3,071,884	16.0	2,811,639	2,654,673	5.9	752,809	417,211	80.4
Maui County	1,794,946	2,092,976	-14.2	1,637,831	1,937,999	-15.5	157,115	154,977	1.4
Maui	1,770,061	2,056,900	-13.9	1,614,599	1,903,759	-15.2	155,462	153,142	1.5
Moloka'i *	19,867	28,261	-29.7	16,740	25,769	-35.0	3,127	2,492	25.5
Lāna'i *	31,857	45,057	-29.3	27,816	40,634	-31.5	4,041	4,423	-8.7
Kaua'i	1,032,205	995,682	3.7	988,805	960,011	3.0	43,400	35,672	21.7
Hawai'i Island	1,230,110	1,170,634	5.1	1,130,178	1,110,791	1.7	99,932	59,843	67.0
Hilo	349,661	319,118	9.6	317,005	298,853	6.1	32,656	20,264	61.2
Kona	1,092,992	1,038,395	5.3	1,005,263	985,102	2.0	87,729	53,292	64.6
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.50	7.84	-4.3	7.47	7.65	-2.4	7.63	9.05	-15.7
Maui (days)	8.63	8.67	-0.4	8.46	8.49	-0.4	10.45	10.90	-4.1
Moloka'i (days)	7.10	7.14	-0.7	7.76	7.46	4.1	3.52	3.92	-10.3
Lāna'i (days)	4.36	4.42	-1.3	4.68	4.65	0.7	2.19	2.32	-5.6
Kaua'i (days)	8.09	8.29	-2.4	8.15	8.33	-2.2	6.80	7.27	-6.5
Hawai'i Island (days)	8.52	8.82	-3.4	8.63	8.88	-2.8	7.21	7.76	-7.1
Hilo (days)	5.04	5.46	-7.7	5.26	5.59	-5.8	2.89	3.60	-19.9
Kona (days)	7.97	8.27	-3.5	8.05	8.32	-3.2	7.14	7.35	-2.8
Statewide (days)	9.21	9.52	-3.3	9.20	9.36	-1.7	9.27	11.21	-17.3
<b>ACCOMMODATIONS</b>									
Hotel	3,492,149	3,250,880	7.4	2,913,190	2,927,696	-0.5	578,959	323,184	79.1
Hotel Only	3,039,002	2,799,628	8.6	2,519,973	2,522,759	-0.1	519,029	276,869	87.5
Condo	1,165,372	1,251,353	-6.9	971,632	1,112,993	-12.7	193,740	138,360	40.0
Condo Only	961,078	1,025,856	-6.3	802,153	916,437	-12.5	158,925	109,419	45.2
Timeshare	703,942	697,544	0.9	598,484	634,996	-5.7	105,458	62,549	68.6
Timeshare Only	575,437	565,231	1.8	486,815	515,790	-5.6	88,622	49,441	79.2
Rental House	691,870	725,694	-4.7	657,204	694,104	-5.3	34,666	31,590	9.7
Hostel	28,218	26,497	6.5	25,365	23,528	7.8	2,854	2,968	-3.9
Camp Site	32,497	32,777	-0.9	28,570	29,575	-3.4	3,928	3,202	22.7
Private Room in Private Home**	64,001	62,820	1.9	55,518	56,050	-0.9	8,483	6,770	25.3
Shared Room/Space in Private Home**	19,346	18,620	3.9	17,904	16,826	6.4	1,441	1,794	-19.7
Bed & Breakfast	50,813	54,025	-5.9	46,801	50,900	-8.1	4,012	3,125	28.4
Cruise Ship	57,889	26,917	115.1	52,986	24,785	113.8	4,903	2,131	130.0
Friends or Relatives	862,773	800,562	7.8	820,957	769,191	6.7	41,816	31,371	33.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,422,348	5,340,908	1.5	4,627,772	4,856,685	-4.7	794,576	484,224	64.1
Vacation	5,295,052	5,214,634	1.5	4,533,411	4,749,303	-4.5	761,641	465,331	63.7
Honeymoon	124,065	124,478	-0.3	89,595	104,617	-14.4	34,470	19,860	73.6
Getting Married	40,254	42,051	-4.3	34,369	38,016	-9.6	5,885	4,034	45.9
MC&I (Net)	265,892	214,075	24.2	217,622	193,447	12.5	48,270	20,627	134.0
Convention/Conf.	149,901	117,206	27.9	134,192	108,781	23.4	15,709	8,425	86.4
Corp. Meetings	59,751	58,301	2.5	54,716	52,043	5.1	5,035	6,258	-19.6
Incentive	64,040	47,019	36.2	35,845	39,347	-8.9	28,195	7,673	267.5
Other Business	201,668	178,603	12.9	197,360	175,333	12.6	4,308	3,269	31.8
Visit Friends/Relatives	820,989	769,658	6.7	779,811	739,030	5.5	41,179	30,628	34.4
Government/Military	84,714	74,353	13.9	80,566	67,177	19.9	4,148	7,177	-42.2
Attend School	13,903	13,346	4.2	12,243	11,929	2.6	1,660	1,418	17.1
Sport Events	62,880	51,743	21.5	47,656	43,004	10.8	15,224	8,739	74.2
Other Purpose	233,972	185,354	26.2	191,564	161,772	18.4	42,408	23,581	79.8
Average Age	48	47	1.1	48	47	0.6	50	49	2.3

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 51. Air Visitor Arrivals by Island and Month: 2023 vs. 2022**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	775,813	567,101	36.8	636,801	533,656	19.3	139,012	33,445	315.6
FEB	733,764	613,085	19.7	617,468	578,346	6.8	116,296	34,739	234.8
MAR	892,737	788,910	13.2	749,360	720,957	3.9	143,377	67,953	111.0
APR	806,931	809,498	-0.3	693,112	740,243	-6.4	113,819	69,255	64.3
MAY	790,494	773,685	2.2	694,870	719,555	-3.4	95,624	54,130	76.7
JUN	886,344	841,108	5.4	771,893	783,418	-1.5	114,451	57,690	98.4
JUL	930,204	918,616	1.3	805,093	833,020	-3.4	125,111	85,596	46.2
AUG	766,573	829,772	-7.6	629,191	741,185	-15.1	137,382	88,587	55.1
SEP	648,145	692,205	-6.4	527,097	614,154	-14.2	121,048	78,051	55.1
OCT	700,390	727,400	-3.7	573,178	635,882	-9.9	127,212	91,518	39.0
NOV	721,342	719,022	0.3	568,439	612,793	-7.2	152,903	106,229	43.9
DEC	847,257	858,269	-1.3	675,656	719,974	-6.2	171,601	138,295	24.1
TOTAL	9,499,995	9,138,674	4.0	7,942,159	8,233,186	-3.5	1,557,836	905,488	72.0
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	434,905	276,821	57.1	325,373	257,530	26.3	109,533	19,291	467.8
FEB	410,096	307,865	33.2	321,251	287,634	11.7	88,845	20,231	339.2
MAR	485,504	403,530	20.3	382,209	365,234	4.6	103,295	38,296	169.7
APR	453,976	415,997	9.1	357,890	368,752	-2.9	96,086	47,245	103.4
MAY	452,045	415,219	8.9	365,720	368,996	-0.9	86,325	46,223	86.8
JUN	500,886	437,344	14.5	397,653	385,348	3.2	103,233	51,996	98.5
JUL	527,811	490,033	7.7	415,221	416,118	-0.2	112,590	73,916	52.3
AUG	507,521	457,271	11.0	378,184	379,139	-0.3	129,336	78,132	65.5
SEP	438,743	384,972	14.0	322,949	315,070	2.5	115,794	69,902	65.7
OCT	447,842	390,603	14.7	329,454	312,437	5.4	118,389	78,166	51.5
NOV	439,969	393,203	11.9	313,321	308,943	1.4	126,648	84,261	50.3
DEC	514,109	485,311	5.9	368,630	377,104	-2.2	145,479	108,206	34.4
TOTAL	5,613,409	4,858,170	15.5	4,277,855	4,142,306	3.3	1,335,553	715,864	86.6
KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	107,747	85,067	26.7	98,405	80,369	22.4	9,342	4,698	98.9
FEB	100,544	88,093	14.1	94,128	84,956	10.8	6,416	3,137	104.5
MAR	121,692	109,856	10.8	114,532	104,977	9.1	7,160	4,880	46.7
APR	118,668	115,881	2.4	110,723	111,485	-0.7	7,944	4,396	80.7
MAY	114,853	115,587	-0.6	111,323	113,060	-1.5	3,530	2,527	39.7
JUN	130,780	133,606	-2.1	125,769	129,127	-2.6	5,011	4,479	11.9
JUL	139,863	138,882	0.7	132,795	133,126	-0.2	7,068	5,756	22.8
AUG	129,853	120,808	7.5	122,854	115,039	6.8	6,999	5,769	21.3
SEP	116,660	104,499	11.6	109,202	101,522	7.6	7,458	2,976	150.6
OCT	110,443	109,324	1.0	104,550	105,440	-0.8	5,892	3,884	51.7
NOV	106,806	101,783	4.9	96,671	94,496	2.3	10,135	7,287	39.1
DEC	120,780	122,177	-1.1	112,791	111,632	1.0	7,989	10,545	-24.2
TOTAL	1,418,688	1,345,564	5.4	1,333,743	1,285,230	3.8	84,945	60,333	40.8

**Table 51. Air Visitor Arrivals by Island and Month: 2023 vs. 2022 (continued)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	234,630	186,816	25.6	202,718	175,032	15.8	31,912	11,784	170.8
FEB	223,606	197,055	13.5	195,981	183,818	6.6	27,625	13,237	108.7
MAR	282,035	244,631	15.3	242,010	218,304	10.9	40,026	26,327	52.0
APR	248,666	260,175	-4.4	224,099	237,988	-5.8	24,567	22,188	10.7
MAY	244,298	251,362	-2.8	226,362	237,645	-4.7	17,936	13,717	30.8
JUN	281,464	291,870	-3.6	259,694	277,423	-6.4	21,770	14,447	50.7
JUL	300,128	310,008	-3.2	273,916	287,543	-4.7	26,212	22,466	16.7
AUG	118,201	270,340	-56.3	105,329	248,641	-57.6	12,872	21,699	-40.7
SEP	95,831	223,037	-57.0	86,501	207,464	-58.3	9,330	15,572	-40.1
OCT	136,928	234,335	-41.6	123,234	210,134	-41.4	13,694	24,201	-43.4
NOV	164,941	233,907	-29.5	138,782	201,583	-31.2	26,159	32,324	-19.1
DEC	200,468	265,858	-24.6	175,097	232,233	-24.6	25,371	33,625	-24.5
<b>TOTAL</b>	<b>2,531,196</b>	<b>2,969,395</b>	<b>-14.8</b>	<b>2,253,722</b>	<b>2,717,808</b>	<b>-17.1</b>	<b>277,475</b>	<b>251,587</b>	<b>10.3</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	231,644	183,436	26.3	200,110	171,760	16.5	31,534	11,676	170.1
FEB	220,988	193,149	14.4	193,535	180,009	7.5	27,453	13,139	108.9
MAR	279,014	240,257	16.1	239,301	213,996	11.8	39,713	26,260	51.2
APR	245,080	255,433	-4.1	221,660	233,881	-5.2	23,420	21,553	8.7
MAY	241,293	247,329	-2.4	223,863	233,759	-4.2	17,430	13,570	28.4
JUN	278,654	287,878	-3.2	257,015	273,715	-6.1	21,639	14,162	52.8
JUL	297,082	305,862	-2.9	271,092	283,604	-4.4	25,990	22,258	16.8
AUG	113,771	266,176	-57.3	102,768	245,041	-58.1	11,003	21,136	-47.9
SEP	93,027	219,667	-57.7	84,005	204,270	-58.9	9,022	15,396	-41.4
OCT	134,493	230,512	-41.7	120,936	206,552	-41.5	13,558	23,960	-43.4
NOV	162,470	230,380	-29.5	136,671	198,139	-31.0	25,799	32,241	-20.0
DEC	197,520	261,080	-24.3	172,516	227,983	-24.3	25,004	33,097	-24.5
<b>TOTAL</b>	<b>2,495,038</b>	<b>2,921,159</b>	<b>-14.6</b>	<b>2,223,473</b>	<b>2,672,710</b>	<b>-16.8</b>	<b>271,565</b>	<b>248,449</b>	<b>9.3</b>
MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	3,030	2,863	5.8	2,630	2,636	-0.2	400	227	76.5
FEB	2,346	3,213	-27.0	2,060	2,939	-29.9	286	274	4.4
MAR	3,197	3,374	-5.3	2,420	3,266	-25.9	776	109	614.0
APR	2,716	3,699	-26.6	2,121	3,417	-37.9	595	282	111.1
MAY	2,552	3,160	-19.2	2,170	3,037	-28.5	382	122	212.2
JUN	2,960	3,551	-16.6	2,451	3,477	-29.5	510	74	588.7
JUL	3,988	4,072	-2.1	2,577	3,749	-31.3	1,411	323	336.4
AUG	2,101	4,167	-49.6	1,689	3,471	-51.3	412	696	-40.8
SEP	1,932	3,377	-42.8	1,283	3,027	-57.6	649	350	85.4
OCT	2,145	3,508	-38.9	1,686	3,023	-44.2	459	485	-5.3
NOV	3,566	3,998	-10.8	1,698	3,140	-45.9	1,868	858	117.7
DEC	2,691	4,335	-37.9	2,094	3,636	-42.4	597	698	-14.5
<b>TOTAL</b>	<b>33,224</b>	<b>43,317</b>	<b>-23.3</b>	<b>24,878</b>	<b>38,818</b>	<b>-35.9</b>	<b>8,346</b>	<b>4,498</b>	<b>85.5</b>
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	4,356	3,876	12.4	3,588	3,686	-2.6	767	190	304.3
FEB	3,932	4,769	-17.6	3,479	4,322	-19.5	453	448	1.2
MAR	5,125	5,369	-4.5	4,268	5,075	-15.9	858	294	191.5
APR	5,156	6,403	-19.5	3,813	5,562	-31.5	1,343	841	59.8
MAY	5,113	5,682	-10.0	3,998	5,265	-24.1	1,115	418	166.9
JUN	4,808	6,075	-20.9	4,364	5,642	-22.7	444	433	2.6
JUL	6,246	6,173	1.2	4,378	5,692	-23.1	1,869	481	288.5
AUG	4,476	5,615	-20.3	2,652	5,404	-50.9	1,824	210	766.7
SEP	3,223	5,684	-43.3	2,518	4,863	-48.2	705	821	-14.1
OCT	2,950	6,302	-53.2	2,478	5,171	-52.1	472	1,131	-58.2
NOV	4,358	5,781	-24.6	2,327	4,637	-49.8	2,030	1,144	77.4
DEC	4,128	6,288	-34.4	3,097	5,056	-38.8	1,031	1,231	-16.3
<b>TOTAL</b>	<b>53,870</b>	<b>68,016</b>	<b>-20.8</b>	<b>40,958</b>	<b>60,374</b>	<b>-32.2</b>	<b>12,912</b>	<b>7,643</b>	<b>68.9</b>

**Table 51. Air Visitor Arrivals by Island and Month: 2023 vs. 2022 (continued)**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	149,430	110,665	35.0	130,243	106,050	22.8	19,186	4,615	315.7
FEB	137,108	112,219	22.2	121,158	107,599	12.6	15,950	4,620	245.3
MAR	161,193	142,117	13.4	143,226	132,242	8.3	17,967	9,875	81.9
APR	139,118	140,563	-1.0	127,321	132,592	-4.0	11,797	7,971	48.0
MAY	137,017	139,986	-2.1	127,949	133,693	-4.3	9,068	6,292	44.1
JUN	160,446	157,453	1.9	149,558	149,870	-0.2	10,888	7,584	43.6
JUL	173,696	170,504	1.9	155,629	161,779	-3.8	18,067	8,726	107.1
AUG	154,739	146,973	5.3	136,617	136,800	-0.1	18,123	10,173	78.1
SEP	130,464	119,161	9.5	115,091	111,469	3.2	15,373	7,692	99.9
OCT	134,696	141,537	-4.8	122,134	132,000	-7.5	12,562	9,538	31.7
NOV	136,282	127,597	6.8	115,292	113,144	1.9	20,990	14,453	45.2
DEC	164,875	158,856	3.8	146,086	139,385	4.8	18,789	19,471	-3.5
TOTAL	1,779,063	1,667,633	6.7	1,590,304	1,556,623	2.2	188,759	111,010	70.0
HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	50,252	29,052	73.0	41,769	27,821	50.1	8,484	1,231	588.9
FEB	46,161	30,953	49.1	39,792	29,590	34.5	6,370	1,363	367.3
MAR	49,884	38,091	31.0	43,984	35,897	22.5	5,901	2,194	168.9
APR	43,897	40,989	7.1	39,254	38,585	1.7	4,643	2,404	93.2
MAY	45,001	45,285	-0.6	40,768	41,672	-2.2	4,233	3,613	17.2
JUN	52,965	50,278	5.3	47,305	45,225	4.6	5,659	5,053	12.0
JUL	59,614	53,303	11.8	48,715	48,247	1.0	10,900	5,056	115.6
AUG	50,125	45,264	10.7	42,311	41,953	0.9	7,814	3,310	136.0
SEP	45,505	38,174	19.2	38,325	35,234	8.8	7,179	2,939	144.3
OCT	42,952	44,048	-2.5	37,650	39,295	-4.2	5,302	4,753	11.5
NOV	42,952	41,596	3.3	34,691	35,081	-1.1	8,261	6,515	26.8
DEC	53,396	54,852	-2.7	47,630	46,106	3.3	5,766	8,746	-34.1
TOTAL	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
JAN	130,361	97,209	34.1	113,451	93,065	21.9	16,911	4,144	308.1
FEB	119,438	98,735	21.0	105,465	94,504	11.6	13,973	4,231	230.3
MAR	142,335	125,171	13.7	126,767	116,128	9.2	15,568	9,043	72.1
APR	123,402	124,337	-0.8	113,213	117,181	-3.4	10,189	7,157	42.4
MAY	120,778	122,682	-1.6	113,298	117,189	-3.3	7,480	5,493	36.2
JUN	141,382	137,286	3.0	132,248	131,843	0.3	9,135	5,443	67.8
JUL	153,261	149,493	2.5	138,230	142,299	-2.9	15,031	7,195	108.9
AUG	137,365	129,246	6.3	121,995	120,027	1.6	15,370	9,219	66.7
SEP	114,785	103,578	10.8	101,805	96,959	5.0	12,980	6,619	96.1
OCT	118,232	123,428	-4.2	107,611	115,846	-7.1	10,621	7,582	40.1
NOV	121,006	111,005	9.0	102,615	98,219	4.5	18,390	12,786	43.8
DEC	145,301	135,854	7.0	128,266	120,407	6.5	17,035	15,448	10.3
TOTAL	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4

Note: Sums may not add up to total due to rounding.

Table 52. 2023 Average Daily Census by Island and Month (Arrivals by Air)

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	112,824	105,333	110,585	108,250	103,743	120,943	123,418	117,047	100,676	99,697	102,888	125,587	110,992
Maui County	70,195	68,086	72,590	63,289	59,409	73,513	74,478	29,810	24,305	36,743	46,715	57,346	56,325
....Maui	68,877	66,931	71,302	62,348	58,504	72,448	73,393	28,927	23,619	35,979	45,669	56,180	55,300
....Molokai 'i	791	561	603	402	369	513	469	435	282	362	619	553	496
....Lāna'i	527	593	684	539	536	551	617	448	404	402	428	613	529
Kaua'i	29,569	27,662	28,953	28,033	26,653	32,660	33,068	30,473	28,057	26,676	26,001	30,043	29,002
Hawai'i Island	45,743	40,058	40,074	34,211	31,893	41,219	41,384	37,123	34,015	34,024	36,407	44,621	38,405
....Hilo	8,191	7,550	7,064	6,243	6,183	7,826	7,828	7,146	6,279	6,274	6,094	8,282	7,081
....Kona	37,552	32,508	33,010	27,968	25,709	33,393	33,556	29,977	27,736	27,750	30,312	36,339	31,324
<b>TOTAL DOM and INTL</b>	<b>258,331</b>	<b>241,139</b>	<b>252,202</b>	<b>233,783</b>	<b>221,698</b>	<b>268,335</b>	<b>272,348</b>	<b>214,452</b>	<b>187,053</b>	<b>197,140</b>	<b>212,011</b>	<b>257,596</b>	<b>234,724</b>
<b>DOMESTIC</b>													
O'ahu	83,471	80,474	83,908	80,646	82,525	96,580	95,893	87,257	74,086	74,465	73,816	89,887	83,635
Maui County	59,448	58,375	61,000	56,212	55,431	68,626	68,760	27,139	22,096	32,906	38,166	48,506	49,689
....Maui	58,222	57,345	59,897	55,390	54,592	67,616	67,823	26,424	21,479	32,182	37,302	47,498	48,781
....Molokai 'i	738	502	500	361	352	477	391	333	240	340	528	494	438
....Lāna'i	488	528	603	461	487	533	545	382	377	384	337	514	470
Kaua'i	27,084	25,861	27,280	26,607	26,293	32,020	32,250	29,734	27,009	25,861	24,209	28,170	27,716
Hawai'i Island	40,541	35,869	35,836	31,879	30,769	39,374	38,944	34,063	31,552	32,083	31,586	40,093	35,228
....Hilo	7,491	6,918	6,336	5,748	5,872	7,369	7,137	6,568	5,617	5,902	5,473	7,731	6,515
....Kona	33,050	28,952	29,500	26,131	24,897	32,005	31,806	27,495	25,935	26,181	26,113	32,362	28,713
<b>TOTAL DOMESTIC</b>	<b>210,544</b>	<b>200,580</b>	<b>208,025</b>	<b>195,344</b>	<b>195,018</b>	<b>236,601</b>	<b>235,846</b>	<b>178,193</b>	<b>154,743</b>	<b>165,315</b>	<b>167,778</b>	<b>206,655</b>	<b>196,268</b>
<b>INTERNATIONAL</b>													
O'ahu	29,353	24,859	26,677	27,604	21,218	24,363	27,526	29,790	26,590	25,232	29,071	35,700	27,357
Maui County	10,747	9,711	11,589	7,077	3,977	4,887	5,719	2,671	2,209	3,837	8,549	8,840	6,637
....Maui	10,655	9,586	11,405	6,958	3,912	4,832	5,569	2,503	2,140	3,797	8,366	8,683	6,519
....Molokai 'i	53	59	103	41	16	36	78	101	42	22	92	59	58
....Lāna'i	39	65	81	78	49	18	71	66	27	19	91	98	59
Kaua'i	2,485	1,800	1,673	1,426	361	640	818	739	1,048	816	1,792	1,873	1,286
Hawai'i Island	5,202	4,189	4,238	2,332	1,123	1,845	2,440	3,050	2,463	1,941	4,821	4,529	3,177
....Hilo	700	632	728	495	312	457	691	578	662	372	622	551	566
....Kona	4,502	3,556	3,510	1,837	812	1,388	1,749	2,482	1,801	1,569	4,199	3,977	2,611
<b>TOTAL INTL</b>	<b>47,787</b>	<b>40,559</b>	<b>44,177</b>	<b>38,439</b>	<b>26,680</b>	<b>31,734</b>	<b>36,502</b>	<b>36,259</b>	<b>32,310</b>	<b>31,825</b>	<b>44,233</b>	<b>50,941</b>	<b>38,456</b>

**Table 53. 2023 Doestic U.S. Air Visitor Arrivals by Island and Top CBSA\***

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Anchorage AK	68,309	37,108	16,196	15,771	586	147	5,137	17,456	4,023	16,102
Atlanta-Sandy Springs-Roswell GA	66,998	43,735	18,829	18,528	271	526	10,701	14,685	5,328	12,862
Austin-Round Rock TX	63,843	34,595	19,695	19,429	222	463	11,594	12,665	4,324	11,072
Bakersfield CA	21,604	12,269	5,520	5,454	54	85	2,840	3,235	1,013	2,814
Baltimore-Columbia-Towson MD	30,979	21,895	7,534	7,425	92	186	4,780	6,372	2,426	5,474
Bellingham WA	16,292	5,331	5,240	5,184	56	53	2,771	4,416	1,125	4,039
Boise City ID	44,684	17,472	13,654	13,504	129	236	9,585	9,240	2,462	8,380
Boston-Cambridge-Newton MA-NH	60,364	38,583	18,257	17,979	172	425	11,815	14,361	5,398	12,191
Bremerton-Silverdale WA	22,956	11,268	5,823	5,723	82	78	3,299	4,947	1,377	4,360
Charlotte-Concord-Gastonia NC-SC	22,431	13,699	7,273	7,184	96	219	4,192	5,650	2,113	4,920
Chicago-Naperville-Elgin IL-IN-WI	139,811	75,494	49,914	49,187	468	1,138	25,128	28,380	9,236	25,079
Cincinnati OH-KY-IN	21,561	12,835	7,439	7,347	87	127	4,503	5,399	2,119	4,723
Cleveland-Elyria OH	17,485	10,266	6,051	5,977	83	105	3,385	4,303	1,660	3,782
Colorado Springs CO	27,573	15,313	7,132	7,012	80	144	4,865	5,222	1,645	4,572
Dallas-Fort Worth-Arlington TX	141,019	76,826	45,766	45,159	395	1,022	24,496	26,768	9,004	23,724
Denver-Aurora-Lakewood CO	135,368	57,296	43,117	42,605	377	749	29,094	29,377	8,407	26,255
Detroit-Warren-Dearborn MI	41,332	24,130	15,146	14,964	138	311	8,390	9,505	3,593	8,227
Eugene OR	19,679	6,963	6,222	6,137	76	59	3,709	5,006	1,403	4,516
Fresno CA	36,451	18,267	10,639	10,551	83	133	5,258	5,970	1,776	5,251
Houston-The Woodlands-Sugar Land TX	97,058	60,297	28,300	27,888	287	691	14,707	18,857	6,760	16,540
Indianapolis-Carmel-Anderson IN	24,509	13,853	8,761	8,655	95	195	5,066	5,409	2,139	4,668
Kansas City MO-KS	39,187	20,115	13,162	13,019	160	270	7,679	7,859	2,562	7,019
Las Vegas-Henderson-Paradise NV	121,592	75,089	30,887	30,374	381	624	15,236	18,518	6,530	15,499
Los Angeles-Long Beach-Anaheim CA	858,538	472,740	220,643	217,530	1,433	3,963	125,567	132,028	34,510	117,504
Miami-Fort Lauderdale-West Palm Beach FL	39,163	25,812	12,985	12,791	143	440	7,147	9,821	3,959	8,695
Minneapolis-St. Paul-Bloomington MN-WI	76,682	35,383	28,572	28,346	244	463	15,782	17,123	5,503	15,301
Modesto CA	23,571	11,768	6,883	6,817	56	93	3,411	3,668	1,044	3,161
New York-Newark-Jersey City NY-NJ-PA	174,599	117,973	50,802	49,819	636	1,442	31,287	40,403	14,555	35,093
Ogden-Clearfield UT	39,054	18,073	10,044	9,936	107	125	9,650	6,811	1,849	6,200
Olympia-Tumwater WA	21,443	10,015	5,823	5,747	89	52	3,120	4,624	1,319	4,120
Orlando-Kissimmee-Sanford FL	25,869	17,883	7,108	7,009	99	160	4,303	5,603	2,291	4,795
Oxnard-Thousand Oaks-Ventura CA	60,168	27,568	17,551	17,337	124	248	11,295	10,444	2,651	9,429
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	49,060	30,649	15,712	15,490	172	407	9,672	11,958	4,624	10,421
Phoenix-Mesa-Scottsdale AZ	206,491	100,878	63,245	62,542	501	1,016	39,034	36,631	11,289	32,242
Pittsburgh PA	18,638	11,351	6,584	6,496	99	135	3,533	4,735	1,825	4,128
Portland-Vancouver-Hillsboro OR-WA	218,441	90,768	65,233	64,391	740	801	32,010	50,451	13,065	45,556
Provo-Orem UT	50,310	26,297	11,511	11,330	140	205	11,340	8,061	2,519	7,141
Reno NV	34,547	13,632	10,492	10,357	99	141	6,655	7,821	1,893	7,090
Riverside-San Bernardino-Ontario CA	198,862	112,919	49,528	48,965	429	815	28,465	30,274	8,868	26,330
Sacramento--Roseville--Arden-Arcade CA	205,053	97,803	61,849	61,366	432	764	33,575	33,298	9,190	29,233
Salem OR	22,677	9,131	6,836	6,736	79	99	3,431	5,503	1,486	4,986
Salinas CA	22,815	10,865	5,873	5,788	57	93	3,784	4,302	1,162	3,815
Salt Lake City UT	75,892	34,655	21,160	20,879	192	331	18,258	12,707	3,939	11,269
San Antonio-New Braunfels TX	42,390	28,298	10,041	9,864	141	248	5,734	7,417	2,843	6,229
San Diego-Carlsbad CA	289,733	150,133	70,067	69,158	589	1,059	51,419	49,596	14,329	43,835
San Francisco-Oakland-Hayward CA	602,697	299,942	161,700	159,786	1,201	2,343	90,263	108,033	27,617	97,238
San Jose-Sunnyvale-Santa Clara CA	271,757	145,437	68,836	68,265	409	859	36,140	47,775	13,354	43,484
San Luis Obispo-Paso Robles-Arroyo Grande CA	19,894	6,776	6,268	6,196	64	97	4,903	4,139	1,141	3,758
Santa Cruz-Watsonville CA	28,902	10,114	8,438	8,312	119	121	6,780	6,224	1,701	5,615
Santa Maria-Santa Barbara CA	26,192	10,920	7,305	7,150	62	223	5,743	5,071	1,244	4,560
Santa Rosa CA	44,065	15,769	14,694	14,525	101	188	9,145	8,453	2,154	7,588
Seattle-Tacoma-Bellevue WA	427,112	199,067	118,839	117,362	1,163	1,519	57,566	93,155	23,709	84,653
Spokane-Spokane Valley WA	33,715	12,918	11,039	10,863	159	190	5,715	7,583	1,904	6,971
St. Louis MO-IL	38,018	21,291	13,028	12,878	164	247	7,441	8,527	3,309	7,528
Stockton-Lodi CA	44,662	25,638	11,496	11,337	130	151	5,397	6,447	1,899	5,615
Tampa-St. Petersburg-Clearwater FL	28,277	18,318	8,409	8,312	105	187	5,271	6,501	2,842	5,635
Tucson AZ	30,147	14,890	7,870	7,740	84	141	5,989	6,482	2,139	5,735
Vallejo-Fairfield CA	38,629	21,829	9,684	9,566	104	141	5,334	5,444	1,627	4,756
Virginia Beach-Norfolk-Newport News VA-NC	20,246	16,110	3,364	3,294	63	110	2,598	3,194	1,359	2,624
Washington-Arlington-Alexandria DC-VA-MD-WV	102,006	72,202	24,139	23,783	368	534	15,024	21,306	7,712	18,171

\*CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting  
Source: DBEDT and U.S. Bureau of the Census

**Table 54. Domestic U.S. Air Visitor Arrivals by Island and Top CBSA\*  
Percent change 2023 vs. 2022**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI'	HAWAII' ISLAND	HILO	KONA
Anchorage AK	31.1	42.8	16.0	17.4	-7.2	-47.0	11.5	34.8	44.8	34.6
Atlanta-Sandy Springs-Roswell GA	-3.8	0.6	-15.7	-15.3	-23.9	-25.6	8.5	3.8	12.3	6.2
Austin-Round Rock TX	-3.8	2.8	-15.8	-15.9	-10.5	-6.4	3.3	2.3	5.5	3.7
Bakersfield CA	-5.2	3.2	-18.0	-17.7	-32.5	-38.2	-1.4	-6.3	-9.0	-2.0
Baltimore-Columbia-Towson MD	-3.7	5.0	-25.8	-25.8	-27.8	-41.6	-4.0	-2.0	-0.6	-1.6
Bellingham WA	2.4	13.0	-11.7	-11.2	-29.3	-39.8	-1.6	17.1	19.6	17.6
Boise City ID	5.6	13.9	-8.8	-8.5	-21.1	-8.7	10.4	12.9	13.8	13.8
Boston-Cambridge-Newton MA-NH	-9.0	-0.5	-26.4	-26.3	-36.8	-41.3	-4.3	-7.3	-1.6	-6.7
Bremerton-Silverdale WA	0.8	7.6	-11.7	-11.7	-14.5	-45.1	-4.5	10.3	17.5	8.0
Charlotte-Concord-Gastonia NC-SC	-3.9	2.4	-16.2	-16.3	-18.6	4.3	11.7	6.3	13.0	8.7
Chicago-Naperville-Elgin IL-IN-WI	-7.5	0.5	-19.3	-19.2	-31.9	-26.8	8.5	-6.1	5.8	-5.8
Cincinnati OH-KY-IN	-1.0	10.6	-15.7	-15.6	-45.2	-39.0	12.3	3.6	21.5	4.4
Cleveland-Elyria OH	-4.0	5.1	-19.3	-19.3	3.3	-38.0	5.3	2.3	10.0	6.0
Colorado Springs CO	2.5	11.2	-11.1	-10.8	-47.8	-19.8	8.5	1.8	-1.1	3.2
Dallas-Fort Worth-Arlington TX	-4.0	0.3	-16.1	-15.9	-43.8	-29.0	14.2	3.7	18.3	4.6
Denver-Aurora-Lakewood CO	-7.6	2.2	-18.8	-18.5	-46.0	-26.0	-1.8	-7.5	-8.6	-6.1
Detroit-Warren-Dearborn MI	-6.6	3.6	-17.5	-17.2	-29.4	-23.7	4.2	4.3	25.7	3.2
Eugene OR	-0.6	9.7	-11.8	-11.0	-45.8	-59.7	2.2	3.4	8.1	4.1
Fresno CA	13.1	18.5	-2.1	-1.5	-34.5	-39.2	26.2	20.4	22.7	21.5
Houston-The Woodlands-Sugar Land TX	-5.5	-0.6	-15.9	-15.7	-41.2	-23.7	6.0	-1.6	2.8	1.8
Indianapolis-Carmel-Anderson IN	-0.6	7.3	-10.9	-10.2	-35.9	-27.2	16.1	8.9	26.9	10.1
Kansas City MO-KS	-2.1	4.2	-12.7	-12.4	-16.6	-21.4	10.8	3.2	7.9	4.9
Las Vegas-Henderson-Paradise NV	-3.0	1.2	-13.9	-13.7	-29.5	-27.1	9.7	1.9	10.5	2.7
Los Angeles-Long Beach-Anaheim CA	-10.1	-4.8	-22.8	-22.7	-51.0	-33.0	-1.7	-8.2	-11.2	-6.5
Miami-Fort Lauderdale-West Palm Beach FL	-5.3	-1.7	-11.7	-11.0	-47.3	-27.6	9.8	9.2	26.4	12.0
Minneapolis-St. Paul-Bloomington MN-WI	-5.6	-4.4	-10.4	-9.9	-30.2	-32.0	8.0	-2.4	6.0	-0.9
Modesto CA	-2.3	2.4	-13.6	-13.5	-31.6	-11.8	14.5	6.8	21.1	1.3
New York-Newark-Jersey City NY-NJ-PA	-10.3	-1.7	-32.4	-32.5	-32.0	-40.3	-1.4	-4.4	3.8	-2.4
Ogden-Clearfield UT	-8.2	-7.9	-18.7	-18.0	-44.8	-47.9	-4.6	9.8	-0.6	12.8
Olympia-Tumwater WA	3.0	10.1	-11.7	-11.3	-15.2	-46.7	4.7	11.6	14.5	12.3
Orlando-Kissimmee-Sanford FL	-2.5	0.6	-12.6	-12.4	-28.1	-35.8	4.8	-3.4	7.0	-2.5
Oxnard-Thousand Oaks-Ventura CA	-8.4	-0.8	-21.8	-21.8	-38.5	-38.4	-0.2	-4.2	-4.4	-2.9
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	-5.6	1.9	-22.0	-22.1	-33.5	-20.7	3.9	2.2	12.3	3.8
Phoenix-Mesa-Scottsdale AZ	-6.0	-0.1	-18.3	-18.0	-47.2	-29.7	6.5	1.0	12.0	1.4
Pittsburgh PA	1.3	9.1	-8.7	-8.8	5.5	-24.9	18.2	1.6	8.3	2.8
Portland-Vancouver-Hillsboro OR-WA	-2.7	7.4	-16.4	-16.1	-32.0	-38.1	-11.0	11.0	11.8	11.9
Provo-Orem UT	-1.8	-0.7	-12.7	-12.5	-17.0	-16.6	7.7	12.3	14.8	12.0
Reno NV	4.9	10.9	-10.8	-10.8	-27.1	-38.3	21.8	9.7	17.0	10.5
Riverside-San Bernardino-Ontario CA	-6.3	-1.8	-18.8	-18.5	-42.7	-32.5	3.7	-1.4	0.4	0.1
Sacramento--Roseville--Arden-Arcade CA	-6.5	-0.5	-20.8	-20.5	-46.0	-33.8	4.0	1.9	4.3	1.6
Salem OR	-1.5	7.3	-17.3	-17.1	-40.2	-11.3	-1.8	15.2	24.7	14.9
Salinas CA	-3.2	1.0	-15.2	-15.1	-49.9	-21.8	3.2	0.0	6.6	-1.1
Salt Lake City UT	-6.6	-4.0	-17.5	-17.3	-38.5	-39.6	2.2	1.2	12.7	0.8
San Antonio-New Braunfels TX	0.0	5.1	-15.3	-14.9	-45.2	-43.0	6.9	11.3	26.2	9.7
San Diego-Carlsbad CA	-7.6	-1.0	-23.9	-23.8	-47.3	-33.6	-1.8	0.0	0.9	0.2
San Francisco-Oakland-Hayward CA	-11.4	-6.1	-23.4	-23.1	-45.4	-40.3	-6.6	-8.7	-4.9	-9.2
San Jose-Sunnyvale-Santa Clara CA	-9.4	-1.7	-25.0	-24.6	-55.2	-43.6	-6.7	-5.9	-4.1	-6.3
San Luis Obispo-Paso Robles-Arroyo Grande CA	-6.1	1.6	-15.9	-15.5	-45.5	-40.4	2.4	-4.9	-6.4	-2.0
Santa Cruz-Watsonville CA	-6.2	3.8	-16.3	-15.9	-30.6	-32.6	-7.8	-0.7	-4.2	0.7
Santa Maria-Santa Barbara CA	-3.1	6.8	-17.7	-17.9	-33.8	-6.1	-0.6	-2.7	-7.9	-0.5
Santa Rosa CA	-2.3	6.8	-15.1	-14.8	-45.9	-35.5	11.6	-1.6	-1.4	-1.3
Seattle-Tacoma-Belleue WA	0.1	11.5	-18.1	-17.8	-42.4	-33.0	-4.4	11.9	19.3	11.2
Spokane-Spokane Valley WA	4.8	13.9	-5.9	-5.9	-29.5	-4.9	7.9	11.5	14.0	11.9
St. Louis MO-IL	0.2	9.7	-10.2	-9.7	-23.0	-38.2	10.4	4.7	20.7	6.5
Stockton-Lodi CA	-6.4	-4.6	-17.4	-17.3	-21.9	-34.3	4.2	9.6	30.7	6.0
Tampa-St. Petersburg-Clearwater FL	-1.1	3.3	-14.4	-13.7	-45.0	-43.4	11.9	-0.2	14.7	2.5
Tucson AZ	-2.5	4.4	-20.5	-20.4	-44.9	-41.2	9.6	4.3	13.5	5.0
Vallejo-Fairfield CA	-7.8	-4.9	-18.8	-18.8	-35.4	-28.6	3.1	-3.5	6.9	-4.0
Virginia Beach-Norfolk-Newport News VA-NC	-1.5	0.8	-18.5	-18.2	-35.7	-28.7	21.4	2.5	9.3	4.1
Washington-Arlington-Alexandria DC-VA-MD-WV	-5.6	-0.6	-22.2	-21.9	-27.4	-37.2	-2.0	-3.3	-4.6	-1.5

\*CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting  
Source DBEDT and U.S. Bureau of the Census

**Table 55. 2023 Domestic U.S. Air Visitor Arrivals by Island and State**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	28,801	19,993	7,257	7,112	140	188	4,641	6,099	2,651	5,157
Alaska	102,504	53,004	23,871	23,190	903	216	8,662	28,232	7,058	25,938
Arizona	265,581	129,668	78,910	77,933	694	1,346	50,812	49,242	15,485	43,267
Arkansas	20,558	12,119	6,039	5,989	91	95	3,403	4,566	1,745	3,933
California	2,901,458	1,496,315	769,859	760,647	5,774	11,777	448,949	485,282	131,443	432,172
Colorado	234,931	99,208	73,762	72,788	754	1,320	51,848	51,418	15,194	45,686
Connecticut	27,769	17,821	8,652	8,537	129	217	5,298	6,869	2,581	5,849
Delaware	7,292	4,830	2,053	2,030	33	34	1,429	1,709	684	1,491
Florida	170,030	111,916	50,894	50,104	785	1,437	31,299	40,691	16,890	35,430
Georgia	91,411	60,830	25,015	24,624	379	706	14,291	19,986	7,533	17,401
Idaho	87,418	34,034	26,504	26,152	308	458	18,823	18,376	4,994	16,734
Illinois	164,824	90,089	58,251	57,397	631	1,360	30,441	34,046	11,580	30,031
Indiana	58,969	34,266	20,397	20,159	237	422	11,514	13,305	5,406	11,469
Iowa	34,538	18,081	12,417	12,267	140	191	7,022	7,622	2,918	6,605
Kansas	38,663	20,351	13,107	12,974	162	280	7,662	7,713	2,778	6,899
Kentucky	27,389	17,356	8,589	8,462	148	216	4,777	6,329	2,544	5,530
Louisiana	25,700	17,040	7,344	7,181	180	251	4,139	5,315	2,239	4,638
Maine	11,181	6,636	2,855	2,784	63	100	2,119	2,591	1,018	2,191
Maryland	66,093	46,271	16,219	15,989	222	367	10,126	13,997	5,353	11,968
Massachusetts	74,894	47,829	22,866	22,516	213	535	14,596	17,934	6,918	15,157
Michigan	88,854	49,412	32,273	31,910	316	608	18,632	21,338	8,168	18,520
Minnesota	101,555	47,137	36,794	36,484	325	583	21,089	23,297	7,491	20,772
Mississippi	11,573	8,052	3,009	2,973	57	71	1,506	2,396	1,059	2,076
Missouri	71,004	39,084	23,557	23,255	333	489	13,409	15,476	5,702	13,681
Montana	36,075	12,849	11,505	11,265	277	175	7,578	8,870	2,360	8,056
Nebraska	28,085	14,456	9,313	9,236	86	141	5,154	6,058	1,912	5,454
Nevada	166,668	93,136	44,526	43,844	520	812	23,995	28,717	9,093	24,685
New Hampshire	13,006	8,028	3,961	3,903	91	129	2,667	3,222	1,289	2,682
New Jersey	79,180	52,522	24,847	24,518	312	513	14,682	18,822	6,924	16,544
New Mexico	42,434	21,003	10,806	10,641	134	216	8,660	9,115	2,939	8,008
New York	152,875	103,112	43,523	42,641	606	1,354	27,393	35,838	13,527	30,718
North Carolina	75,905	48,625	21,871	21,523	314	586	13,270	18,210	7,099	15,615
North Dakota	9,727	5,405	3,014	3,000	39	66	1,773	1,983	649	1,753
Ohio	91,670	54,531	31,460	31,088	432	613	18,093	22,615	8,952	19,713
Oklahoma	40,173	22,302	12,354	12,182	148	309	7,137	7,793	2,813	6,804
Oregon	283,499	109,732	86,367	85,200	1,024	1,086	46,146	68,723	17,957	62,157
Pennsylvania	84,431	52,583	27,610	27,244	342	668	16,434	22,170	8,885	19,280
Rhode Island	8,172	5,455	2,238	2,179	34	78	1,514	1,775	712	1,507
South Carolina	34,009	22,416	9,548	9,374	161	340	5,987	7,928	3,203	6,897
South Dakota	12,265	6,401	3,968	3,922	44	62	2,520	2,927	1,075	2,567
Tennessee	60,046	36,864	18,180	17,999	222	341	11,120	13,692	5,523	11,851
Texas	416,571	245,626	122,499	120,721	1,318	2,930	67,627	79,334	28,038	69,371
Utah	207,089	97,404	54,587	53,799	607	901	49,540	35,163	10,677	31,381
Vermont	6,425	3,324	1,892	1,848	32	49	1,368	1,720	647	1,491
Virginia	102,922	74,299	23,451	23,124	357	548	15,231	20,885	7,868	17,724
Washington	658,072	294,600	187,677	185,210	2,097	2,369	92,978	146,919	37,532	133,557
Washington, D.C.	12,499	8,184	3,056	2,975	65	97	2,153	2,755	974	2,333
West Virginia	7,234	4,791	2,093	2,055	45	79	1,177	1,751	743	1,525
Wisconsin	69,699	35,643	25,028	24,737	307	483	15,063	16,974	6,073	14,822
Wyoming	12,954	5,588	3,528	3,460	64	78	2,536	3,476	1,023	3,059



**Table 56. Domestic U.S. Air Visitor Arrivals by Island and State  
Percent change 2023 vs. 2022**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	6.3	11.0	-5.7	-5.5	-10.9	-44.9	16.6	16.0	28.5	18.7
Alaska	25.8	34.8	12.2	13.8	-18.5	-49.2	5.8	33.5	43.0	34.0
Arizona	-4.8	1.1	-18.1	-17.8	-45.2	-29.0	7.3	2.5	12.2	3.0
Arkansas	5.0	13.2	-12.6	-12.3	6.0	-48.3	15.3	18.1	27.7	20.1
California	-8.7	-3.0	-21.7	-21.5	-46.3	-35.8	-1.4	-4.9	-3.6	-4.6
Colorado	-5.4	4.9	-16.4	-16.1	-43.7	-25.2	0.7	-6.6	-7.8	-5.5
Connecticut	-8.9	0.7	-27.3	-26.9	-10.9	-47.9	-1.7	-2.6	6.2	-0.8
Delaware	-4.2	2.6	-22.1	-21.5	-18.4	-59.2	14.1	1.1	9.8	2.9
Florida	0.0	3.6	-9.7	-9.4	-20.7	-27.1	13.7	6.9	18.6	9.9
Georgia	-1.5	2.7	-13.2	-12.7	-23.8	-26.3	11.9	7.4	16.5	10.1
Idaho	9.3	15.4	-3.4	-3.0	-18.4	-17.6	14.7	16.2	22.4	17.5
Illinois	-5.2	2.9	-17.2	-17.1	-26.1	-22.5	11.9	-2.8	11.3	-2.3
Indiana	3.2	11.9	-5.4	-4.8	-36.9	-21.7	15.9	14.9	32.8	15.7
Iowa	3.5	11.6	-4.4	-4.2	-19.3	-45.5	23.2	7.5	19.5	9.7
Kansas	3.1	11.4	-7.5	-7.1	-11.7	-9.8	13.7	5.3	16.0	7.1
Kentucky	-1.2	5.9	-11.5	-11.6	-18.0	-7.8	8.1	7.0	21.6	10.6
Louisiana	4.3	8.4	-4.4	-4.8	7.6	-6.2	23.9	16.9	27.7	19.9
Maine	-1.8	6.3	-20.2	-20.5	-16.2	-5.4	3.7	-5.9	-1.4	-5.1
Maryland	-4.1	3.2	-22.0	-21.6	-36.9	-41.1	-1.7	-0.8	1.4	0.4
Massachusetts	-7.9	0.5	-24.5	-24.4	-43.9	-37.9	-3.4	-5.1	0.8	-5.0
Michigan	-3.7	5.5	-13.2	-12.8	-34.5	-30.3	7.1	6.5	23.8	6.6
Minnesota	-2.3	-0.2	-9.2	-8.7	-29.0	-32.9	14.4	0.8	9.6	2.5
Mississippi	-1.7	2.6	-10.6	-10.4	-2.0	-7.8	7.4	10.1	26.3	18.3
Missouri	3.7	12.1	-5.8	-5.5	-12.3	-23.5	13.4	9.6	21.0	11.8
Montana	9.6	19.5	0.3	0.4	-8.1	-28.6	8.1	12.2	15.7	11.8
Nebraska	6.7	17.5	-9.5	-9.5	-22.3	-21.1	19.6	16.9	21.5	20.4
Nevada	-2.0	2.1	-13.4	-13.3	-29.3	-29.3	11.7	3.0	10.4	3.9
New Hampshire	-6.5	1.7	-17.0	-16.6	57.6	-11.1	3.4	-3.0	7.6	-1.8
New Jersey	-13.1	-5.5	-34.0	-34.0	-33.7	-49.6	-2.3	-7.2	0.8	-4.9
New Mexico	-1.4	4.5	-16.0	-15.5	-46.6	-29.3	5.0	7.5	14.3	8.4
New York	-6.6	2.2	-26.6	-26.6	-27.8	-31.3	2.0	-1.1	8.3	0.6
North Carolina	-0.4	7.6	-14.7	-14.4	-33.2	-29.1	6.9	4.3	14.3	5.2
North Dakota	15.0	28.6	0.3	3.1	-46.8	-19.5	34.6	25.9	34.5	25.8
Ohio	0.8	10.1	-11.1	-11.1	-10.9	-25.5	14.3	8.3	23.3	9.9
Oklahoma	6.4	8.9	-3.6	-3.6	-16.7	-18.3	21.4	17.5	22.0	19.2
Oregon	-2.3	7.3	-14.9	-14.5	-37.3	-37.6	-8.2	9.3	11.7	9.9
Pennsylvania	-1.6	6.5	-16.5	-16.5	-26.9	-19.2	10.2	6.0	15.2	7.5
Rhode Island	-2.3	2.4	-16.0	-16.7	-34.1	-7.9	7.9	4.0	9.3	5.4
South Carolina	4.1	12.0	-11.8	-11.8	-10.8	15.7	18.2	12.7	19.4	16.3
South Dakota	14.3	25.0	3.1	2.9	-24.2	-15.0	33.1	29.8	36.9	36.6
Tennessee	6.0	11.5	-3.6	-2.7	-21.7	-44.0	23.3	16.6	31.3	17.1
Texas	-2.4	2.6	-14.7	-14.5	-36.4	-24.0	10.7	5.0	13.2	7.0
Utah	-3.0	-1.5	-13.3	-13.0	-27.5	-30.3	5.3	9.6	15.2	10.3
Vermont	0.8	10.6	-14.4	-14.4	-9.3	-21.8	6.7	7.5	5.0	14.0
Virginia	-2.8	1.7	-18.3	-17.9	-30.3	-32.2	4.4	-0.7	2.1	1.0
Washington	1.5	12.5	-15.3	-15.1	-37.7	-33.7	-2.4	13.0	19.3	12.8
Washington, D.C.	-2.3	1.8	-18.6	-19.3	43.8	-34.5	3.4	-0.4	1.5	-1.5
West Virginia	15.0	23.1	4.0	3.7	70.1	23.7	36.2	25.1	40.8	26.0
Wisconsin	3.0	11.3	-4.9	-4.7	-25.8	-22.3	18.7	4.2	11.4	4.5
Wyoming	8.4	15.2	-10.8	-10.2	-37.5	-52.7	13.6	16.4	12.7	16.2

**Table 57. 2023 Domestic U.S. Air Visitor Length of Stay (in days) by Island and State**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	9.71	7.58	7.14	4.74	5.93	6.82	7.19	4.04	6.43
Alaska	10.49	7.90	10.18	10.98	5.47	9.67	11.52	6.82	10.68
Arizona	8.88	7.20	7.98	6.41	6.10	7.85	7.96	4.70	7.38
Arkansas	9.55	7.34	8.06	4.37	3.12	6.88	7.69	4.32	7.01
California	7.99	6.77	7.62	5.58	4.14	7.64	7.69	4.76	7.19
Colorado	9.44	7.21	8.52	6.65	4.00	8.28	8.61	4.95	8.04
Connecticut	10.49	7.42	7.99	2.99	3.66	7.15	7.51	4.49	6.84
Delaware	10.42	7.66	8.06	1.76	3.01	7.20	7.09	4.23	6.19
Florida	10.06	7.39	7.55	5.88	4.28	6.44	7.18	3.92	6.38
Georgia	9.35	7.22	7.27	3.82	3.31	6.27	7.15	4.39	6.31
Idaho	9.43	7.70	8.69	8.87	4.00	8.58	9.20	5.38	8.49
Illinois	9.68	6.99	8.31	5.29	3.95	7.20	7.68	4.29	7.05
Indiana	9.87	6.99	7.98	9.12	5.44	6.83	7.41	3.89	6.76
Iowa	10.07	7.18	8.32	5.94	4.71	7.56	8.03	4.82	7.13
Kansas	9.49	7.18	7.99	2.72	2.72	7.22	7.85	4.31	7.04
Kentucky	9.69	7.07	7.55	4.11	3.53	6.31	7.46	4.20	6.61
Louisiana	9.24	7.12	7.32	5.15	4.87	6.02	6.86	3.84	6.01
Maine	11.36	8.98	8.65	4.97	5.64	8.52	9.42	6.77	8.00
Maryland	9.71	7.53	7.54	5.29	3.22	6.82	7.23	4.27	6.55
Massachusetts	10.58	7.45	8.30	5.52	4.02	7.26	7.78	4.61	7.10
Michigan	10.55	7.13	8.46	6.88	4.06	7.36	8.13	4.53	7.37
Minnesota	10.32	7.21	8.90	9.02	3.78	8.26	8.77	4.82	8.10
Mississippi	9.32	7.24	7.19	2.40	4.05	6.20	7.66	4.55	6.52
Missouri	9.50	7.01	7.91	5.09	3.68	7.03	7.67	4.05	6.98
Montana	10.39	8.04	9.42	11.43	5.56	9.09	10.41	6.29	9.62
Nebraska	9.40	7.10	7.99	4.52	2.57	7.26	8.16	4.12	7.62
Nevada	8.71	7.29	7.95	5.93	3.86	7.64	8.16	5.44	7.49
New Hampshire	11.16	7.82	8.56	3.68	3.23	7.68	8.61	5.76	7.57
New Jersey	9.92	7.06	7.47	4.49	3.92	6.45	7.09	4.06	6.36
New Mexico	9.15	7.37	8.03	4.64	4.03	8.08	8.38	5.35	7.58
New York	9.97	7.17	7.62	6.22	4.46	6.70	7.43	4.38	6.74
North Carolina	9.89	7.44	7.57	5.81	4.04	6.57	7.39	4.20	6.71
North Dakota	9.67	6.78	8.42	6.24	3.00	8.01	8.83	4.65	8.27
Ohio	10.05	7.11	7.79	6.93	3.37	6.67	7.30	4.06	6.54
Oklahoma	9.44	7.50	7.86	7.23	4.89	7.28	7.90	4.54	7.18
Oregon	9.25	7.50	8.93	8.41	4.19	8.61	9.12	5.55	8.48
Pennsylvania	10.32	7.21	7.74	5.35	3.21	6.56	7.63	4.26	6.82
Rhode Island	10.57	8.08	7.84	4.23	4.03	7.15	7.83	4.49	7.10
South Carolina	10.30	7.89	7.59	4.29	3.63	6.57	7.71	3.91	7.05
South Dakota	10.22	7.27	8.58	4.19	2.14	7.33	9.03	4.88	8.25
Tennessee	9.61	7.31	7.43	3.60	3.12	6.65	7.16	3.79	6.51
Texas	8.91	7.05	7.53	5.89	4.04	6.93	7.38	4.35	6.69
Utah	8.99	7.59	8.04	6.18	3.65	8.03	8.09	4.88	7.41
Vermont	11.27	8.40	8.90	11.48	9.82	8.81	8.78	4.83	8.03
Virginia	9.86	7.75	7.54	5.45	4.61	6.86	7.44	4.70	6.69
Washington	9.24	7.57	9.03	8.62	4.30	8.72	9.09	5.23	8.53
Washington D.C.	9.30	7.09	7.34	3.89	3.97	7.06	7.46	4.70	6.84
West Virginia	10.02	7.39	7.92	3.98	2.45	6.00	7.65	3.93	6.87
Wisconsin	10.36	7.08	8.47	7.14	3.53	7.60	8.34	4.83	7.58
Wyoming	10.24	8.01	8.90	12.77	3.75	8.59	9.83	6.16	9.11

Table 58. O'ahu Air Visitor Characteristics: 2023 vs. 2022

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	40,511,989	36,168,745	12.0	30,526,751	30,184,967	1.1	9,985,239	5,983,778	66.9
Total Visitors	5,613,409	4,858,170	15.5	4,277,855	4,142,306	3.3	1,335,553	715,864	86.6
AVERAGE DAILY CENSUS	110,992	99,092	12.0	83,635	82,699	1.1	27,357	16,394	66.9
TOTAL AIR SEATS	7,932,570	6,910,186	14.8	5,773,928	5,552,271	4.0	2,158,642	1,357,915	59.0
<b>ISLANDS VISITED</b>									
O'ahu	5,613,409	4,858,170	15.5	4,277,855	4,142,306	3.3	1,335,553	715,864	86.6
O'ahu only	4,457,473	3,780,422	17.9	3,358,239	3,230,641	3.9	1,099,234	549,781	99.9
Kaua'i	408,193	322,545	26.6	347,641	281,141	23.7	60,552	41,404	46.2
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	610,196	628,665	-2.9	491,190	530,378	-7.4	119,006	98,287	21.1
Maui	593,957	610,902	-2.8	479,864	514,856	-6.8	114,093	96,046	18.8
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	20,355	21,045	-3.3	12,814	17,499	-26.8	7,541	3,546	112.7
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	26,376	25,054	5.3	15,477	20,490	-24.5	10,900	4,564	138.8
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	573,331	465,847	23.1	440,762	386,562	14.0	132,569	79,286	67.2
Kona side	468,930	367,686	27.5	358,963	302,842	18.5	109,967	64,844	69.6
Hilo side	290,232	215,650	34.6	219,315	175,662	24.9	70,917	39,988	77.3
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	1,155,935	1,077,748	7.3	919,616	911,665	0.9	236,319	166,083	42.3
NI only									
O'ahu & NI	1,155,935	1,077,748	7.3	919,616	911,665	0.9	236,319	166,083	42.3
Any one island only	4,457,473	3,780,422	17.9	3,358,239	3,230,641	3.9	1,099,234	549,781	99.9
Multiple Islands	1,155,935	1,077,748	7.3	919,616	911,665	0.9	236,319	166,083	42.3
Avg. Islands Visited	1.29	1.30	-0.7	1.30	1.29	0.7	1.24	1.31	-5.3
Average Length of Stay on O'ahu	7.22	7.44	-3.1	7.14	7.29	-2.1	7.48	8.36	-10.6
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	3,912,990	3,347,995	16.9	2,889,462	2,810,630	2.8	1,023,528	537,365	90.5
Hotel only	3,414,815	2,907,614	17.4	2,494,500	2,443,829	2.1	920,316	463,784	98.4
Plan to stay in Condo	517,282	470,413	10.0	342,269	372,017	-8.0	175,014	98,396	77.9
Condo only	356,802	313,847	13.7	231,386	248,594	-6.9	125,416	65,253	92.2
Plan to stay in Timeshare	312,156	284,413	9.8	219,218	231,371	-5.3	92,939	53,042	75.2
Timeshare only	231,354	204,345	13.2	154,813	164,776	-6.0	76,541	39,569	93.4
Cruise Ship	127,916	57,178	123.7	116,077	53,085	118.7	11,839	4,093	189.3
Friends/Relatives	682,639	617,761	10.5	632,511	585,038	8.1	50,127	32,722	53.2
Bed & Breakfast	46,652	43,733	6.7	35,752	37,048	-3.5	10,900	6,685	63.1
Rental House	405,009	390,802	3.6	353,179	357,279	-1.1	51,830	33,522	54.6
Hostel	50,056	45,140	10.9	37,268	31,699	17.6	12,788	13,441	-4.9
Camp Site, Beach	29,179	29,567	-1.3	21,962	22,643	-3.0	7,217	6,924	4.2
Private Room in Private Home**	56,528	51,419	9.9	37,007	37,003	0.0	19,521	14,416	35.4
Shared Room/Space in Private Home**	20,885	15,802	32.2	14,066	13,458	4.5	6,819	2,344	190.9
Other	96,734	87,640	10.4	92,132	79,791	15.5	4,602	7,850	-41.4

**Table 58. O‘ahu Air Visitor Characteristics: 2023 vs. 2022 (continued)**

O‘AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	4,500,506	3,957,199	13.7	3,344,143	3,330,881	0.4	1,156,363	626,318	84.6
Honeymoon/Get Married	294,747	261,032	12.9	142,416	162,088	-12.1	152,331	98,944	54.0
Honeymoon	264,883	232,600	13.9	119,245	137,629	-13.4	145,638	94,971	53.4
Get Married	43,025	40,397	6.5	29,328	31,656	-7.4	13,698	8,742	56.7
Pleasure/Vacation	4,241,394	3,730,951	13.7	3,227,858	3,198,802	0.9	1,013,537	532,149	90.5
Mtgs/Conventions/Incentive	234,761	147,925	58.7	162,117	114,489	41.6	72,644	33,436	117.3
Conventions	129,332	76,322	69.5	106,294	64,131	65.7	23,038	12,192	89.0
Corporate Meetings	47,350	45,607	3.8	41,080	35,474	15.8	6,270	10,133	-38.1
Incentive	63,621	31,959	99.1	19,594	18,485	6.0	44,027	13,474	226.8
Other Business	166,983	142,379	17.3	160,537	138,783	15.7	6,446	3,595	79.3
Visit Friends/Rel.	682,228	627,651	8.7	630,066	593,108	6.2	52,162	34,543	51.0
Govt/Military	114,581	92,820	23.4	97,738	84,108	16.2	16,843	8,712	93.3
Attend School	16,612	16,758	-0.9	13,494	13,692	-1.4	3,117	3,066	1.7
Sport Events	74,306	48,557	53.0	47,295	38,257	23.6	27,012	10,301	162.2
Other	251,848	184,936	36.2	181,173	151,337	19.7	70,676	33,599	110.3
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	36.5	36.8	-0.3	34.3	35.9	-1.6	43.6	41.7	1.9
% Repeaters ***	63.5	63.2	0.3	65.7	64.1	1.6	56.4	58.3	-1.9
Average # of Trips	4.95	4.89	1.4	5.20	4.99	4.3	4.15	4.30	-3.6
Group Tour	225,327	130,175	73.1	117,740	97,475	20.8	107,587	32,700	229.0
Non-Group	5,388,082	4,727,995	14.0	4,160,115	4,044,830	2.9	1,227,967	683,164	79.7
Package Trip	1,112,466	883,158	26.0	699,989	706,963	-1.0	412,477	176,195	134.1
No Package	4,500,943	3,975,011	13.2	3,577,866	3,435,343	4.1	923,077	539,669	71.0
Net True Independent	4,410,246	3,921,599	12.5	3,525,584	3,393,066	3.9	884,662	528,534	67.4
Ave. Age of Party Head	45	44	1.9	45	44	1.5	45	44	2.9
Ave. Party Size	2.21	2.16	2.0	2.11	2.13	-1.0	2.58	2.37	9.2

\* Sample sizes for Moloka‘i and Lāna‘i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 59. Maui County Air Visitor Characteristics: 2023 vs. 2022**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	20,558,720	24,365,944	-15.6	18,136,380	22,009,858	-17.6	2,422,340	2,356,086	2.8
Total Visitors	2,531,196	2,969,395	-14.8	2,253,722	2,717,808	-17.1	277,475	251,587	10.3
AVERAGE DAILY CENSUS	56,325	66,756	-15.6	49,689	60,301	-17.6	6,637	6,455	2.8
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	610,196	628,665	-2.9	491,190	530,378	-7.4	119,006	98,287	21.1
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	278,616	255,447	9.1	240,187	226,568	6.0	38,429	28,878	33.1
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,531,196	2,969,395	-14.8	2,253,722	2,717,808	-17.1	277,475	251,587	10.3
Maui	2,495,038	2,921,159	-14.6	2,223,473	2,672,710	-16.8	271,565	248,449	9.3
Maui only	1,708,416	2,071,618	-17.5	1,565,776	1,934,236	-19.0	142,640	137,382	3.8
Moloka'i *	33,224	43,317	-23.3	24,878	38,818	-35.9	8,346	4,498	85.5
Moloka'i only*	5,387	7,869	-31.5	5,203	7,788	-33.2	184	81	127.4
Lāna'i *	53,870	68,016	-20.8	40,958	60,374	-32.2	12,912	7,643	68.9
Lāna'i only*	9,489	15,044	-36.9	9,114	14,329	-36.4	375	715	-47.5
Hawai'i Island	310,394	291,331	6.5	264,726	256,813	3.1	45,668	34,518	32.3
Kona side	269,897	242,916	11.1	229,225	213,720	7.3	40,672	29,195	39.3
Hilo side	175,994	138,044	27.5	145,627	115,919	25.6	30,367	22,125	37.3
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,531,196	2,969,395	-14.8	2,253,722	2,717,808	-17.1	277,475	251,587	10.3
NI only									
O'ahu & NI	610,196	628,665	-2.9	491,190	530,378	-7.4	119,006	98,287	21.1
Any one island only	1,723,407	2,094,531	-17.7	1,580,092	1,956,352	-19.2	143,315	138,178	3.7
Multiple Islands	807,789	874,864	-7.7	673,630	761,455	-11.5	134,160	113,408	18.3
Avg. Islands Visited	1.49	1.42	5.4	1.46	1.39	4.7	1.79	1.68	6.5
Average Length of Stay on Maui County	8.12	8.21	-1.0	8.05	8.10	-0.6	8.73	9.36	-6.8
ACCOMMODATIONS									
Plan to stay in Hotel	1,220,928	1,434,981	-14.9	1,081,122	1,316,803	-17.9	139,806	118,177	18.3
Hotel only	926,523	1,128,020	-17.9	831,948	1,049,079	-20.7	94,575	78,941	19.8
Plan to stay in Condo	689,443	861,104	-19.9	588,930	765,839	-23.1	100,513	95,265	5.5
Condo only	556,212	696,459	-20.1	480,521	622,802	-22.8	75,691	73,657	2.8
Plan to stay in Timeshare	263,861	310,614	-15.1	245,100	291,364	-15.9	18,761	19,250	-2.5
Timeshare only	206,935	243,072	-14.9	193,193	229,278	-15.7	13,742	13,794	-0.4
Cruise Ship	107,216	48,692	120.2	97,541	44,935	117.1	9,674	3,757	157.5
Friends/Relatives	207,749	214,548	-3.2	194,484	201,545	-3.5	13,265	13,003	2.0
Bed & Breakfast	29,536	39,702	-25.6	25,663	34,590	-25.8	3,872	5,113	-24.3
Rental House	291,993	353,590	-17.4	260,860	324,902	-19.7	31,133	28,688	8.5
Hostel	25,238	28,899	-12.7	18,644	22,344	-16.6	6,594	6,555	0.6
Camp Site, Beach	24,841	29,843	-16.8	18,884	23,123	-18.3	5,958	6,720	-11.3
Private Room in Private Home**	25,743	31,519	-18.3	20,020	24,696	-18.9	5,723	6,823	-16.1
Shared Room/Space in Private Home**	7,481	8,492	-11.9	6,766	7,531	-10.2	716	961	-25.6
Other	46,686	50,853	-8.2	43,021	45,911	-6.3	3,665	4,943	-25.8

**Table 59. Maui County Air Visitor Characteristics: 2023 vs. 2022 (continued)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,241,812	2,688,565	-16.6	1,989,680	2,456,699	-19.0	252,132	231,866	8.7
Honeymoon/Get Married	98,448	148,946	-33.9	82,861	130,736	-36.6	15,587	18,210	-14.4
Honeymoon	85,484	132,278	-35.4	70,862	114,874	-38.3	14,621	17,405	-16.0
Get Married	17,220	23,335	-26.2	15,925	21,917	-27.3	1,295	1,418	-8.7
Pleasure/Vacation	2,157,778	2,560,730	-15.7	1,920,200	2,345,923	-18.1	237,578	214,807	10.6
Mtgs/Conventions/Incentive	107,499	108,577	-1.0	89,860	99,214	-9.4	17,638	9,363	88.4
Conventions	53,885	54,423	-1.0	47,610	48,830	-2.5	6,275	5,593	12.2
Corporate Meetings	23,899	26,392	-9.4	21,757	24,648	-11.7	2,143	1,744	22.9
Incentive	34,086	32,598	4.6	24,623	30,291	-18.7	9,463	2,307	310.2
Other Business	56,492	53,905	4.8	55,144	52,643	4.8	1,348	1,262	6.8
Visit Friends/Rel.	178,767	185,599	-3.7	168,150	175,732	-4.3	10,616	9,867	7.6
Govt/Military	8,504	5,199	63.6	8,372	5,195	61.2	133	5	2822.9
Attend School	1,726	2,170	-20.4	1,453	2,049	-29.1	273	121	126.6
Sport Events	9,704	12,208	-20.5	7,780	11,539	-32.6	1,924	669	187.7
Other	69,873	69,729	0.2	64,360	60,952	5.6	5,513	8,777	-37.2
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	29.1	29.5	-0.4	27.3	28.7	-1.4	43.4	38.4	5.0
% Repeaters ***	70.9	70.5	0.4	72.7	71.3	1.4	56.6	61.6	-5.0
Average # of Trips	5.65	5.45	3.6	5.93	5.59	6.1	3.35	3.92	-14.7
Group Tour	76,573	68,972	11.0	62,593	63,648	-1.7	13,980	5,324	162.6
Non-Group	2,454,624	2,900,423	-15.4	2,191,129	2,654,160	-17.4	263,495	246,263	7.0
Package Trip	373,219	427,784	-12.8	322,497	388,821	-17.1	50,722	38,962	30.2
No Package	2,157,977	2,541,611	-15.1	1,931,225	2,328,986	-17.1	226,752	212,624	6.6
Net True Independent	2,128,832	2,513,935	-15.3	1,905,418	2,303,275	-17.3	223,415	210,660	6.1
Ave. Age of Party Head	47	46	2.0	47	46	2.1	47	47	0.7
Ave. Party Size	2.32	2.32	0.2	2.30	2.31	-0.2	2.45	2.38	2.9

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 60. Maui Island Air Visitor Characteristics: 2023 vs. 2022**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	20,184,625	23,829,806	-15.3	17,805,060	21,507,089	-17.2	2,379,565	2,322,717	2.4
Total Visitors	2,495,038	2,921,159	-14.6	2,223,473	2,672,710	-16.8	271,565	248,449	9.3
AVERAGE DAILY CENSUS	55,300	65,287	-15.3	48,781	58,924	-17.2	6,519	6,364	2.4
TOTAL AIR SEATS	2,819,178	3,290,742	-14.3	2,625,759	3,065,230	-14.3	193,419	225,512	-14.2
<b>ISLANDS VISITED</b>									
O'ahu	593,957	610,902	-2.8	479,864	514,856	-6.8	114,093	96,046	18.8
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	272,074	249,407	9.1	235,791	220,978	6.7	36,283	28,429	27.6
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,495,038	2,921,159	-14.6	2,223,473	2,672,710	-16.8	271,565	248,449	9.3
Maui	2,495,038	2,921,159	-14.6	2,223,473	2,672,710	-16.8	271,565	248,449	9.3
Maui only	1,708,416	2,071,618	-17.5	1,565,776	1,934,236	-19.0	142,640	137,382	3.8
Moloka'i *	19,748	24,939	-20.8	13,175	21,607	-39.0	6,573	3,332	97.2
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	30,626	37,303	-17.9	21,991	31,753	-30.7	8,634	5,550	55.6
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	305,083	283,398	7.7	260,109	249,542	4.2	44,974	33,856	32.8
Kona side	265,374	236,119	12.4	225,341	207,549	8.6	40,033	28,570	40.1
Hilo side	173,657	135,395	28.3	143,900	113,523	26.8	29,757	21,872	36.1
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,495,038	2,921,159	-14.6	2,223,473	2,672,710	-16.8	271,565	248,449	9.3
NI only									
O'ahu & NI	594,072	610,902	-2.8	479,864	514,856	-6.8	114,208	96,046	18.9
Any one island only	1,708,416	2,071,618	-17.5	1,565,776	1,934,236	-19.0	142,640	137,382	3.8
Multiple Islands	786,622	849,541	-7.4	657,697	738,474	-10.9	128,925	111,067	16.1
Avg. Islands Visited	1.49	1.41	5.4	1.45	1.39	4.8	1.78	1.67	6.1
Average Length of Stay on Maui	8.09	8.16	-0.8	8.01	8.05	-0.5	8.76	9.35	-6.3
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	1,199,929	1,408,057	-14.8	1,064,294	1,291,806	-17.6	135,635	116,250	16.7
Hotel only	909,275	1,105,674	-17.8	818,476	1,028,467	-20.4	90,799	77,207	17.6
Plan to stay in Condo	684,041	853,000	-19.8	584,103	758,005	-22.9	99,939	94,995	5.2
Condo only	552,478	690,575	-20.0	477,145	617,068	-22.7	75,333	73,507	2.5
Plan to stay in Timeshare	261,832	307,562	-14.9	243,229	288,404	-15.7	18,603	19,158	-2.9
Timeshare only	205,413	240,791	-14.7	191,814	227,076	-15.5	13,599	13,715	-0.8
Cruise Ship	106,769	48,365	120.8	97,118	44,696	117.3	9,652	3,669	163.1
Friends/Relatives	201,865	206,949	-2.5	188,988	194,091	-2.6	12,877	12,858	0.1
Bed & Breakfast	29,165	39,052	-25.3	25,308	33,996	-25.6	3,857	5,056	-23.7
Rental House	287,582	348,109	-17.4	257,353	320,100	-19.6	30,229	28,010	7.9
Hostel	24,834	28,610	-13.2	18,388	22,057	-16.6	6,446	6,552	-1.6
Camp Site, Beach	24,467	29,555	-17.2	18,661	22,835	-18.3	5,806	6,720	-13.6
Private Room in Private Home**	25,224	30,544	-17.4	19,543	23,892	-18.2	5,680	6,652	-14.6
Shared Room/Space in Private Home**	7,306	8,269	-11.6	6,606	7,310	-9.6	701	959	-26.9
Other	45,808	49,527	-7.5	42,198	44,584	-5.4	3,610	4,943	-27.0

**Table 60. Maui Island Air Visitor Characteristics: 2023 vs. 2022 (continued)**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,213,668	2,651,148	-16.5	1,966,525	2,421,609	-18.8	247,143	229,538	7.7
Honeymoon/Get Married	96,543	146,895	-34.3	81,557	128,858	-36.7	14,985	18,037	-16.9
Honeymoon	83,765	130,520	-35.8	69,746	113,288	-38.4	14,019	17,232	-18.6
Get Married	16,942	22,937	-26.1	15,671	21,518	-27.2	1,271	1,418	-10.4
Pleasure/Vacation	2,131,310	2,525,071	-15.6	1,898,119	2,312,419	-17.9	233,191	212,652	9.7
Mtgs/Conventions/Incentive	105,090	105,685	-0.6	88,177	96,526	-8.6	16,913	9,159	84.7
Conventions	52,836	53,786	-1.8	47,121	48,227	-2.3	5,714	5,559	2.8
Corporate Meetings	23,355	25,412	-8.1	21,218	23,769	-10.7	2,137	1,643	30.1
Incentive	33,223	31,102	6.8	23,919	28,915	-17.3	9,304	2,187	325.3
Other Business	54,950	51,445	6.8	53,608	50,301	6.6	1,342	1,144	17.3
Visit Friends/Rel.	174,123	178,649	-2.5	163,691	169,420	-3.4	10,432	9,229	13.0
Govt/Military	8,222	4,951	66.1	8,090	4,947	63.5	133	5	2822.9
Attend School	1,537	2,081	-26.1	1,402	1,960	-28.5	135	121	12.3
Sport Events	8,986	11,935	-24.7	7,491	11,285	-33.6	1,494	649	130.1
Other	68,200	67,904	0.4	62,819	59,162	6.2	5,381	8,742	-38.4
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	29.1	29.6	-0.5	27.4	28.8	-1.4	42.8	38.4	4.4
% Repeaters ***	70.9	70.4	0.5	72.6	71.2	1.4	57.2	61.6	-4.4
Average # of Trips	5.64	5.43	3.8	5.92	5.57	6.2	3.35	3.91	-14.3
Group Tour	75,626	67,322	12.3	61,717	62,052	-0.5	13,908	5,271	163.9
Non-Group	2,419,412	2,853,837	-15.2	2,161,756	2,610,658	-17.2	257,657	243,179	6.0
Package Trip	368,987	421,673	-12.5	319,204	383,412	-16.7	49,783	38,262	30.1
No Package	2,126,051	2,499,486	-14.9	1,904,269	2,289,298	-16.8	221,782	210,188	5.5
Net True Independent	2,097,399	2,472,539	-15.2	1,878,906	2,264,290	-17.0	218,493	208,249	4.9
Ave. Age of Party Head	47	46	2.1	47	46	2.2	47	47	1.0
Ave. Party Size	2.32	2.32	0.1	2.31	2.32	-0.3	2.45	2.38	2.9

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.



**Table 61. Moloka'i Air Visitor Characteristics: 2023 vs. 2022**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	181,192	256,637	-29.4	159,840	242,448	-34.1	21,352	14,190	50.5
Total Visitors	33,224	43,317	-23.3	24,878	38,818	-35.9	8,346	4,498	85.5
AVERAGE DAILY CENSUS	496	703	-29.4	438	664	-34.1	58	39	50.5
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	20,355	21,045	-3.3	12,814	17,499	-26.8	7,541	3,546	112.7
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	12,108	10,314	17.4	6,623	8,431	-21.4	5,485	1,883	191.3
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	33,224	43,317	-23.3	24,878	38,818	-35.9	8,346	4,498	85.5
Maui	19,748	24,939	-20.8	13,175	21,607	-39.0	6,573	3,332	97.2
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	33,224	43,317	-23.3	24,878	38,818	-35.9	8,346	4,498	85.5
Moloka'i only*	5,387	7,869	-31.5	5,203	7,788	-33.2	184	81	127.4
Lāna'i *	9,479	8,154	16.2	4,991	6,813	-26.7	4,488	1,341	234.6
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	13,245	13,144	0.8	8,286	11,008	-24.7	4,960	2,136	132.2
Kona side	12,139	11,576	4.9	7,354	9,560	-23.1	4,785	2,015	137.4
Hilo side	10,722	8,779	22.1	6,056	7,009	-13.6	4,665	1,771	163.5
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	33,224	43,317	-23.3	24,878	38,818	-35.9	8,346	4,498	85.5
NI only									
O'ahu & NI	20,355	21,045	-3.3	12,814	17,499	-26.8	7,541	3,546	112.7
Any one island only	5,387	7,869	-31.5	5,203	7,788	-33.2	184	81	127.4
Multiple Islands	27,837	35,448	-21.5	19,675	31,030	-36.6	8,162	4,418	84.8
Avg. Islands Visited	3.26	2.79	16.6	2.84	2.68	6.0	4.48	3.72	20.4
Average Length of Stay on Moloka'i	5.45	5.92	-8.0	6.42	6.25	2.9	2.56	3.15	-18.9
ACCOMMODATIONS									
Plan to stay in Hotel	15,201	20,812	-27.0	10,895	17,952	-39.3	4,306	2,860	50.6
Hotel only	8,216	12,661	-35.1	5,533	10,907	-49.3	2,684	1,754	53.0
Plan to stay in Condo	8,731	11,421	-23.5	5,932	10,398	-43.0	2,799	1,023	173.7
Condo only	5,929	7,392	-19.8	3,810	6,798	-44.0	2,119	594	256.5
Plan to stay in Timeshare	1,589	2,752	-42.3	1,397	2,614	-46.6	193	138	39.3
Timeshare only	797	1,595	-50.0	713	1,510	-52.8	84	84	0.1
Cruise Ship	3,854	2,179	76.9	2,793	1,663	67.9	1,061	516	105.7
Friends/Relatives	5,809	7,265	-20.0	5,274	7,092	-25.6	536	172	211.1
Bed & Breakfast	813	1,275	-36.3	763	1,136	-32.8	49	139	-64.4
Rental House	4,194	6,408	-34.6	3,504	5,492	-36.2	690	916	-24.7
Hostel	686	819	-16.3	513	799	-35.8	172	20	778.3
Camp Site, Beach	1,081	887	21.8	530	809	-34.5	551	79	600.1
Private Room in Private Home**	927	1,025	-9.5	657	960	-31.6	271	65	319.4
Shared Room/Space in Private Home**	258	394	-34.6	220	378	-41.8	37	16	135.0
Other	1,308	1,558	-16.1	976	1,549	-37.0	332	9	3558.9

**Table 61. Moloka'i Air Visitor Characteristics: 2023 vs. 2022 (continued)**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	26,912	35,138	-23.4	19,185	31,285	-38.7	7,727	3,853	100.5
Honeymoon/Get Married	1,253	1,998	-37.3	1,055	1,824	-42.2	198	173	14.3
Honeymoon	1,050	1,771	-40.7	852	1,598	-46.7	198	173	14.3
Get Married	308	342	-10.0	308	342	-10.0	0	0	NA
Pleasure/Vacation	25,957	33,509	-22.5	18,428	29,829	-38.2	7,529	3,680	104.6
Mtgs/Conventions/Incentive	856	1,092	-21.6	777	1,067	-27.3	80	24	227.7
Conventions	374	561	-33.4	359	561	-36.1	15	0	NA
Corporate Meetings	246	331	-25.8	246	307	-19.9	0	24	-100.0
Incentive	290	299	-2.9	225	299	-24.6	65	0	NA
Other Business	1,271	1,837	-30.9	1,262	1,808	-30.2	9	29	-70.7
Visit Friends/Rel.	4,853	6,661	-27.1	4,415	5,962	-25.9	438	699	-37.4
Govt/Military	327	503	-35.1	327	503	-35.1	0	0	NA
Attend School	225	226	-0.4	87	226	-61.4	138	0	NA
Sport Events	717	423	69.3	310	390	-20.6	407	33	1121.4
Other	1,918	1,876	2.3	1,597	1,871	-14.6	321	4	7156.2
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	40.2	34.8	5.4	32.7	33.6	-0.9	62.5	44.6	17.9
% Repeaters ***	59.8	65.2	-5.4	67.3	66.4	0.9	37.5	55.4	-17.9
Average # of Trips	5.34	5.91	-9.7	6.12	6.00	2.0	3.01	5.13	-41.3
Group Tour	1,739	1,612	7.9	1,370	1,547	-11.4	369	65	466.3
Non-Group	31,485	41,705	-24.5	23,509	37,272	-36.9	7,976	4,433	79.9
Package Trip	5,655	6,370	-11.2	3,625	5,341	-32.1	2,030	1,029	97.2
No Package	27,569	36,946	-25.4	21,253	33,477	-36.5	6,316	3,469	82.1
Net True Independent	26,771	36,153	-25.9	20,633	32,738	-37.0	6,139	3,415	79.8
Ave. Age of Party Head	49	49	1.2	49	49	0.5	51	51	0.3
Ave. Party Size	2.07	2.01	2.5	1.97	2.01	-2.0	2.43	2.10	15.9

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 62. Lānaʻi Air Visitor Characteristics: 2023 vs. 2022

LĀNAʻI	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	192,903	279,500	-31.0	171,480	260,321	-34.1	21,423	19,179	11.7
Total Visitors	53,870	68,016	-20.8	40,958	60,374	-32.2	12,912	7,643	68.9
AVERAGE DAILY CENSUS	529	766	-31.0	470	713	-34.1	59	53	11.7
TOTAL AIR SEATS									
ISLANDS VISITED									
Oʻahu	26,376	25,054	5.3	15,477	20,490	-24.5	10,900	4,564	138.8
Oʻahu only	0	0	NA	0	0	NA	0	0	NA
Kauaʻi	17,979	14,311	25.6	9,920	12,030	-17.5	8,059	2,281	253.3
Kauaʻi only	0	0	NA	0	0	NA	0	0	NA
Maui County	53,870	68,016	-20.8	40,958	60,374	-32.2	12,912	7,643	68.9
Maui	30,626	37,303	-17.9	21,991	31,753	-30.7	8,634	5,550	55.6
Maui only	0	0	NA	0	0	NA	0	0	NA
Molokaʻi *	9,479	8,154	16.2	4,991	6,813	-26.7	4,488	1,341	234.6
Molokaʻi only *	0	0	NA	0	0	NA	0	0	NA
Lānaʻi *	53,870	68,016	-20.8	40,958	60,374	-32.2	12,912	7,643	68.9
Lānaʻi only *	9,489	15,044	-36.9	9,114	14,329	-36.4	375	715	-47.5
Hawaiʻi Island	16,707	16,576	0.8	10,229	14,047	-27.2	6,477	2,529	156.1
Kona side	15,568	14,950	4.1	9,318	12,554	-25.8	6,250	2,397	160.7
Hilo side	12,627	9,547	32.3	6,590	7,625	-13.6	6,037	1,922	214.1
Hawaiʻi Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	53,870	68,016	-20.8	40,958	60,374	-32.2	12,912	7,643	68.9
NI only									
Oʻahu & NI	26,376	25,054	5.3	15,477	20,490	-24.5	10,900	4,564	138.8
Any one island only	9,489	15,044	-36.9	9,114	14,329	-36.4	375	715	-47.5
Multiple Islands	44,381	52,972	-16.2	31,844	46,045	-30.8	12,537	6,927	81.0
Avg. Islands Visited	2.88	2.49	15.5	2.53	2.41	4.9	3.99	3.13	27.4
Average Length of Stay on Lānaʻi	3.58	4.11	-12.9	4.19	4.31	-2.9	1.66	2.51	-33.9
ACCOMMODATIONS									
Plan to stay in Hotel	33,103	41,837	-20.9	24,875	37,046	-32.9	8,228	4,791	71.7
Hotel only	24,781	33,153	-25.3	19,039	29,795	-36.1	5,742	3,359	71.0
Plan to stay in Condo	9,704	12,246	-20.8	6,496	9,945	-34.7	3,208	2,301	39.4
Condo only	7,127	8,544	-16.6	4,759	7,090	-32.9	2,368	1,454	62.9
Plan to stay in Timeshare	3,180	5,083	-37.4	2,822	4,614	-38.9	358	468	-23.6
Timeshare only	2,415	3,569	-32.3	2,101	3,221	-34.8	314	348	-9.9
Cruise Ship	5,080	2,635	92.8	3,409	1,848	84.5	1,671	788	112.2
Friends/Relatives	4,868	6,763	-28.0	4,360	6,547	-33.4	509	216	135.2
Bed & Breakfast	675	1,019	-33.7	441	940	-53.1	234	79	196.9
Rental House	5,037	7,092	-29.0	4,079	6,644	-38.6	958	448	113.7
Hostel	610	692	-11.8	414	682	-39.2	196	10	1871.8
Camp Site, Beach	1,076	807	33.3	484	761	-36.4	593	46	1176.5
Private Room in Private Home**	739	1,149	-35.7	516	853	-39.5	223	296	-24.8
Shared Room/Space in Private Home**	218	354	-38.6	188	336	-44.2	30	18	65.0
Other	1,358	1,425	-4.7	982	1,355	-27.5	376	70	432.8

**Table 62. Lānaʻi Air Visitor Characteristics: 2023 vs. 2022 (continued)**

LĀNAʻI	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	45,626	57,642	-20.8	34,072	50,474	-32.5	11,555	7,168	61.2
Honeymoon/Get Married	2,911	4,357	-33.2	2,287	3,856	-40.7	624	501	24.5
Honeymoon	2,607	3,936	-33.7	1,993	3,435	-42.0	614	501	22.7
Get Married	481	673	-28.6	448	673	-33.5	33	0	NA
Pleasure/Vacation	43,167	53,983	-20.0	32,216	47,233	-31.8	10,952	6,751	62.2
Mtgs/Conventions/Incentive	2,972	4,319	-31.2	2,170	3,977	-45.4	802	342	134.4
Conventions	1,108	1,029	7.7	556	930	-40.2	552	99	457.3
Corporate Meetings	707	1,439	-50.9	665	1,279	-48.0	42	160	-73.9
Incentive	1,285	2,233	-42.4	1,071	2,100	-49.0	215	133	61.1
Other Business	1,880	2,633	-28.6	1,833	2,532	-27.6	46	101	-54.3
Visit Friends/Rel.	4,112	5,772	-28.8	3,625	5,457	-33.6	487	315	54.7
Govt/Military	314	452	-30.6	314	452	-30.6	0	0	NA
Attend School	106	170	-37.5	106	170	-37.5	0	0	NA
Sport Events	235	380	-38.2	212	380	-44.3	23	0	NA
Other	2,308	2,366	-2.5	1,800	2,212	-18.6	508	155	228.6
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	40.9	33.8	7.1	32.1	32.7	-0.6	68.7	42.1	26.6
% Repeaters ***	59.1	66.2	-7.1	67.9	67.3	0.6	31.3	57.9	-26.6
Average # of Trips	4.61	5.19	-11.2	5.31	5.30	0.4	2.38	4.35	-45.3
Group Tour	2,431	3,174	-23.4	1,945	3,086	-37.0	486	88	450.2
Non-Group	51,439	64,842	-20.7	39,013	57,288	-31.9	12,426	7,554	64.5
Package Trip	10,326	11,218	-8.0	6,582	9,530	-30.9	3,744	1,688	121.9
No Package	43,544	56,798	-23.3	34,376	50,843	-32.4	9,168	5,955	53.9
Net True Independent	42,623	55,539	-23.3	33,658	49,645	-32.2	8,965	5,894	52.1
Ave. Age of Party Head	48	48	1.0	47	47	0.1	51	51	-1.3
Ave. Party Size	2.20	2.09	5.4	2.08	2.06	1.0	2.71	2.36	14.9

\* Sample sizes for Molokaʻi and Lānaʻi are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 63. Kaua'i Air Visitor Characteristics: 2023 vs. 2022**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	10,585,553	10,440,522	1.4	10,116,302	10,061,679	0.5	469,251	378,844	23.9
Total Visitors	1,418,688	1,345,564	5.4	1,333,743	1,285,230	3.8	84,945	60,333	40.8
AVERAGE DAILY CENSUS	29,002	28,604	1.4	27,716	27,566	0.5	1,286	1,038	23.9
TOTAL AIR SEATS	978,949	1,146,335	-14.6	960,331	1,120,757	-14.3	18,618	25,578	-27.2
<b>ISLANDS VISITED</b>									
O'ahu	408,193	322,545	26.6	347,641	281,141	23.7	60,552	41,404	46.2
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	1,418,688	1,345,564	5.4	1,333,743	1,285,230	3.8	84,945	60,333	40.8
Kaua'i only	856,794	856,771	0.0	841,984	844,795	-0.3	14,809	11,977	23.7
Maui County	278,616	255,447	9.1	240,187	226,568	6.0	38,429	28,878	33.1
Maui	272,074	249,407	9.1	235,791	220,978	6.7	36,283	28,429	27.6
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	12,108	10,314	17.4	6,623	8,431	-21.4	5,485	1,883	191.3
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	17,979	14,311	25.6	9,920	12,030	-17.5	8,059	2,281	253.3
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	243,135	178,562	36.2	212,502	160,629	32.3	30,633	17,933	70.8
Kona side	214,483	150,683	42.3	186,871	135,129	38.3	27,611	15,554	77.5
Hilo side	152,504	96,510	58.0	129,668	83,494	55.3	22,835	13,015	75.4
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	1,418,688	1,345,564	5.4	1,333,743	1,285,230	3.8	84,945	60,333	40.8
NI only	408,193	322,545	26.6	347,641	281,141	23.7	60,552	41,404	46.2
O'ahu & NI	856,794	856,771	0.0	841,984	844,795	-0.3	14,809	11,977	23.7
Any one island only	561,894	488,792	15.0	491,759	440,436	11.7	70,135	48,357	45.0
Multiple Islands	1.67	1.58	6.1	1.61	1.53	5.1	2.66	2.52	5.4
Avg. Islands Visited	7.46	7.76	-3.8	7.58	7.83	-3.1	5.52	6.28	-12.0
Average Length of Stay on Kaua'i									
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	690,293	629,489	9.7	637,433	594,182	7.3	52,860	35,307	49.7
Hotel only	469,751	441,401	6.4	440,294	423,472	4.0	29,456	17,929	64.3
Plan to stay in Condo	257,087	275,298	-6.6	240,099	261,547	-8.2	16,988	13,751	23.5
Condo only	185,263	197,548	-6.2	176,272	190,347	-7.4	8,991	7,201	24.9
Plan to stay in Timeshare	209,163	204,772	2.1	200,966	196,886	2.1	8,197	7,887	3.9
Timeshare only	162,903	158,085	3.0	157,481	153,714	2.5	5,423	4,371	24.0
Cruise Ship	98,387	43,265	127.4	88,734	39,938	122.2	9,654	3,327	190.2
Friends/Relatives	110,126	108,171	1.8	106,020	103,248	2.7	4,107	4,922	-16.6
Bed & Breakfast	19,478	21,185	-8.1	16,563	18,372	-9.9	2,915	2,813	3.6
Rental House	254,186	258,462	-1.7	241,701	249,128	-3.0	12,485	9,334	33.8
Hostel	10,376	10,572	-1.9	8,336	8,180	1.9	2,040	2,392	-14.7
Camp Site, Beach	21,716	20,667	5.1	17,485	16,402	6.6	4,232	4,265	-0.8
Private Room in Private Home**	16,986	16,627	2.2	14,643	14,403	1.7	2,343	2,225	5.3
Shared Room/Space in Private Home**	5,564	4,792	16.1	4,912	4,462	10.1	652	330	97.7
Other	27,571	25,731	7.2	26,669	24,940	6.9	902	791	14.1

**Table 63. Kaua'i Air Visitor Characteristics: 2023 vs. 2022 (continued)**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,285,507	1,223,265	5.1	1,206,618	1,169,149	3.2	78,888	54,116	45.8
Honeymoon/Get Married	64,010	68,649	-6.8	59,066	64,729	-8.7	4,944	3,921	26.1
Honeymoon	56,602	60,621	-6.6	51,902	56,926	-8.8	4,700	3,695	27.2
Get Married	10,594	11,828	-10.4	10,217	11,409	-10.4	377	418	-9.9
Pleasure/Vacation	1,230,653	1,164,743	5.7	1,156,358	1,114,334	3.8	74,295	50,408	47.4
Mtgs/Conventions/Incentive	44,877	37,483	19.7	41,395	35,169	17.7	3,482	2,314	50.5
Conventions	28,848	23,920	20.6	26,231	22,217	18.1	2,617	1,703	53.6
Corporate Meetings	8,516	7,977	6.8	8,166	7,609	7.3	350	368	-4.7
Incentive	9,089	6,737	34.9	8,544	6,494	31.6	545	243	124.6
Other Business	26,957	24,042	12.1	26,497	23,513	12.7	460	529	-13.0
Visit Friends/Rel.	97,360	96,678	0.7	93,860	91,398	2.7	3,500	5,280	-33.7
Govt/Military	5,552	5,475	1.4	5,464	5,399	1.2	87	76	15.8
Attend School	1,121	1,247	-10.1	1,100	1,092	0.8	20	155	-86.9
Sport Events	5,024	4,969	1.1	4,794	4,591	4.4	230	378	-39.1
Other	36,803	32,304	13.9	34,635	29,158	18.8	2,168	3,146	-31.1
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	27.2	26.0	4.8	25.9	25.3	2.2	48.9	40.9	19.7
% Repeaters ***	72.8	74.0	-1.7	74.1	74.7	-0.7	51.1	59.1	-13.6
Average # of Trips	5.63	5.64	-0.3	5.80	5.74	1.0	3.02	3.62	-16.7
Group Tour	41,243	31,423	31.2	37,668	28,921	30.2	3,574	2,502	42.8
Non-Group	1,377,445	1,314,140	4.8	1,296,075	1,256,309	3.2	81,370	57,831	40.7
Package Trip	204,242	169,124	20.8	185,024	157,909	17.2	19,218	11,216	
No Package	1,214,446	1,176,439	3.2	1,148,719	1,127,322	1.9	65,727	49,117	33.8
Net True Independent	1,199,145	1,162,984	3.1	1,134,282	1,115,349	1.7	64,864	47,635	36.2
Ave. Age of Party Head	48	47	1.9	48	47	1.6	49	45	8.3
Ave. Party Size	2.27	2.26	0.4	2.26	2.26	0.0	2.42	2.26	7.0

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

**Table 64. Hawai'i Island Air Visitor Characteristics: 2023 vs. 2022**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	14,017,863	13,760,976	1.9	12,858,238	13,006,757	-1.1	1,159,625	754,220	53.8
Total Visitors	1,779,063	1,667,633	6.7	1,590,304	1,556,623	2.2	188,759	111,010	70.0
AVERAGE DAILY CENSUS	38,405	37,701	1.9	35,228	35,635	-1.1	3,177	2,066	53.8
TOTAL AIR SEATS	1,391,344	1,405,057	-1.0	1,335,372	1,359,680	-1.8	55,972	45,377	23.3
<b>ISLANDS VISITED</b>									
O'ahu	573,331	465,847	23.1	440,762	386,562	14.0	132,569	79,286	67.2
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	243,135	178,562	36.2	212,502	160,629	32.3	30,633	17,933	70.8
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	310,394	291,331	6.5	264,726	256,813	3.1	45,668	34,518	32.3
Maui	305,083	283,398	7.7	260,109	249,542	4.2	44,974	33,856	32.8
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	13,245	13,144	0.8	8,286	11,008	-24.7	4,960	2,136	132.2
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	16,707	16,576	0.8	10,229	14,047	-27.2	6,477	2,529	156.1
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,779,063	1,667,633	6.7	1,590,304	1,556,623	2.2	188,759	111,010	70.0
Kona side	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4
Hilo side	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
Hawai'i Island only	1,055,418	1,032,425	2.2	1,008,019	1,009,038	-0.1	47,399	23,386	102.7
Any Neighbor Island	1,779,063	1,667,633	6.7	1,590,304	1,556,623	2.2	188,759	111,010	70.0
NI only									
O'ahu & NI	573,331	465,847	23.1	440,762	386,562	14.0	132,569	79,286	67.2
Any one island only	1,055,418	1,032,425	2.2	1,008,019	1,009,038	-0.1	47,399	23,386	102.7
Multiple Islands	723,645	635,208	13.9	582,285	547,585	6.3	141,360	87,624	61.3
Avg. Islands Visited	1.65	1.57	4.6	1.59	1.53	3.8	2.16	2.22	-2.7
Average Length of Stay on Hawai'i Island	7.88	8.25	-4.5	8.09	8.36	-3.2	6.14	6.79	-9.6
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	891,821	823,932	8.2	770,548	750,887	2.6	121,273	73,045	66.0
Hotel only	611,538	585,013	4.5	532,890	538,844	-1.1	78,648	46,169	70.3
Plan to stay in Condo	274,898	276,340	-0.5	236,799	253,790	-6.7	38,099	22,551	68.9
Condo only	188,517	184,805	2.0	166,869	173,283	-3.7	21,647	11,522	87.9
Plan to stay in Timeshare	174,095	167,202	4.1	155,208	157,080	-1.2	18,887	10,123	86.6
Timeshare only	131,339	123,629	6.2	117,001	116,603	0.3	14,338	7,025	104.1
Cruise Ship	106,521	46,550	128.8	96,295	43,143	123.2	10,225	3,407	200.1
Friends/Relatives	226,896	212,104	7.0	217,654	206,682	5.3	9,241	5,422	70.4
Bed & Breakfast	41,036	42,800	-4.1	34,852	38,372	-9.2	6,184	4,428	39.7
Rental House	330,594	336,198	-1.7	306,353	317,707	-3.6	24,241	18,491	31.1
Hostel	17,628	16,977	3.8	14,543	14,225	2.2	3,086	2,752	12.1
Camp Site, Beach	17,616	18,069	-2.5	14,735	15,116	-2.5	2,881	2,953	-2.4
Private Room in Private Home**	38,614	36,024	7.2	30,613	31,222	-2.0	8,001	4,802	66.6
Shared Room/Space in Private Home**	11,669	10,287	13.4	9,739	9,463	2.9	1,930	824	134.2
Other	45,347	42,147	7.6	43,437	40,539	7.1	1,910	1,607	18.8

**Table 64. Hawai'i Island Air Visitor Characteristics: 2023 vs. 2022 (continued)**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,517,185	1,420,668	6.8	1,345,392	1,320,044	1.9	171,793	100,624	70.7
Honeymoon/Get Married	65,678	66,326	-1.0	50,520	54,884	-8.0	15,158	11,442	32.5
Honeymoon	57,891	58,380	-0.8	43,059	47,588	-9.5	14,832	10,793	37.4
Get Married	10,782	11,382	-5.3	9,943	10,180	-2.3	839	1,202	-30.2
Pleasure/Vacation	1,461,794	1,365,581	7.0	1,304,189	1,275,758	2.2	157,604	89,823	75.5
Mtgs/Conventions/Incentive	76,952	73,143	5.2	65,920	66,228	-0.5	11,032	6,915	59.5
Conventions	47,360	39,320	20.4	41,670	36,575	13.9	5,690	2,744	107.3
Corporate Meetings	14,385	16,385	-12.2	13,383	14,947	-10.5	1,002	1,439	-30.4
Incentive	17,400	20,587	-15.5	12,958	17,198	-24.7	4,443	3,389	31.1
Other Business	48,228	44,087	9.4	47,351	43,346	9.2	877	741	18.4
Visit Friends/Rel.	194,649	183,916	5.8	185,946	178,365	4.2	8,704	5,551	56.8
Govt/Military	6,576	5,533	18.8	6,459	5,507	17.3	117	26	349.7
Attend School	4,688	4,465	5.0	4,243	4,292	-1.1	445	174	156.0
Sport Events	19,322	23,621	-18.2	17,106	22,997	-25.6	2,215	624	255.3
Other	53,397	44,956	18.8	48,455	42,165	14.9	4,943	2,791	77.1
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	30.9	29.8	1.1	28.9	28.6	0.3	47.1	46.1	1.0
% Repeaters ***	69.1	70.2	-1.1	71.1	71.4	-0.3	52.9	53.9	-1.0
Average # of Trips	5.59	5.63	-0.8	5.83	5.77	1.0	3.56	3.66	-2.8
Group Tour	67,875	53,436	27.0	56,097	48,535	15.6	11,777	4,900	140.3
Non-Group	1,711,188	1,614,197	6.0	1,534,206	1,508,088	1.7	176,982	106,109	66.8
Package Trip	254,148	223,276	13.8	216,205	203,214	6.4	37,943	20,062	89.1
No Package	1,524,915	1,444,357	5.6	1,374,099	1,353,409	1.5	150,816	90,948	65.8
Net True Independent	1,498,454	1,423,456	5.3	1,351,424	1,333,784	1.3	147,030	89,672	64.0
Ave. Age of Party Head	48	47	1.2	48	47	1.1	47	45	3.7
Ave. Party Size	2.20	2.19	0.7	2.17	2.18	-0.2	2.48	2.29	8.2

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.



**Table 65. Hilo Air Visitor Characteristics: 2023 vs. 2022**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	2,584,686	2,566,547	0.7	2,378,023	2,403,892	-1.1	206,663	162,655	27.1
Total Visitors	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
AVERAGE DAILY CENSUS	7,081	7,032	0.7	6,515	6,586	-1.1	566	446	27.1
TOTAL AIR SEATS	1,162	47,433	-97.6	1,162	47,433	-97.6	0	0	NA
<b>ISLANDS VISITED</b>									
O'ahu	290,232	215,650	34.6	219,315	175,662	24.9	70,917	39,988	77.3
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	152,504	96,510	58.0	129,668	83,494	55.3	22,835	13,015	75.4
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	175,994	138,044	27.5	145,627	115,919	25.6	30,367	22,125	37.3
Maui	173,657	135,395	28.3	143,900	113,523	26.8	29,757	21,872	36.1
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	10,722	8,779	22.1	6,056	7,009	-13.6	4,665	1,771	163.5
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	12,627	9,547	32.3	6,590	7,625	-13.6	6,037	1,922	214.1
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
Kona side	371,286	302,278	22.8	316,852	271,750	16.6	54,434	30,528	78.3
Hilo side	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
Hawai'i Island only	247,683	246,155	0.6	240,273	242,178	-0.8	7,410	3,978	86.3
Any Neighbor Island	582,704	511,884	13.8	502,193	464,706	8.1	80,511	47,178	70.7
NI only									
O'ahu & NI	290,232	215,650	34.6	219,315	175,662	24.9	70,917	39,988	77.3
Any one island only	247,683	246,155	0.6	240,273	242,178	-0.8	7,410	3,978	86.3
Multiple Islands	335,021	265,729	26.1	261,920	222,529	17.7	73,101	43,200	69.2
Avg. Islands Visited	2.10	1.91	9.8	2.01	1.83	9.4	2.67	2.67	0.1
Average Length of Stay in Hilo	4.44	5.01	-11.5	4.74	5.17	-8.5	2.57	3.45	-25.5
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	319,814	275,174	16.2	261,263	239,868	8.9	58,551	35,306	65.8
Hotel only	162,980	154,200	5.7	130,296	134,162	-2.9	32,683	20,039	63.1
Plan to stay in Condo	64,687	65,948	-1.9	52,441	58,819	-10.8	12,247	7,129	71.8
Condo only	30,762	29,587	4.0	25,400	27,311	-7.0	5,361	2,276	135.5
Plan to stay in Timeshare	31,560	30,196	4.5	27,388	27,642	-0.9	4,172	2,555	63.3
Timeshare only	18,550	17,369	6.8	16,322	16,107	1.3	2,228	1,263	76.5
Cruise Ship	97,221	43,067	125.7	87,688	39,714	120.8	9,534	3,353	184.4
Friends/Relatives	89,507	83,451	7.3	84,977	80,883	5.1	4,530	2,567	76.4
Bed & Breakfast	21,821	24,281	-10.1	18,469	20,860	-11.5	3,352	3,422	-2.0
Rental House	117,913	118,959	-0.9	105,732	110,362	-4.2	12,181	8,597	41.7
Hostel	9,301	9,244	0.6	7,145	7,341	-2.7	2,156	1,903	13.3
Camp Site, Beach	9,853	10,522	-6.4	7,597	8,029	-5.4	2,257	2,493	-9.5
Private Room in Private Home**	17,239	16,066	7.3	12,112	13,027	-7.0	5,128	3,039	68.8
Shared Room/Space in Private Home**	5,468	4,653	17.5	3,944	3,976	-0.8	1,524	677	125.3
Other	17,350	16,058	8.0	16,687	15,623	6.8	663	435	52.4

**Table 65. Hilo Air Visitor Characteristics: 2023 vs. 2022 (continued)**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	491,649	428,476	14.7	417,419	386,125	8.1	74,230	42,350	75.3
Honeymoon/Get Married	24,066	25,219	-4.6	18,439	19,677	-6.3	5,627	5,542	1.5
Honeymoon	21,901	22,954	-4.6	16,324	17,733	-7.9	5,577	5,221	6.8
Get Married	3,364	3,597	-6.5	3,070	3,076	-0.2	294	520	-43.5
Pleasure/Vacation	471,836	407,615	15.8	402,889	370,427	8.8	68,947	37,187	85.4
Mtgs/Conventions/Incentive	17,350	14,024	23.7	13,828	11,643	18.8	3,522	2,381	47.9
Conventions	10,930	7,609	43.6	9,009	7,117	26.6	1,921	492	290.3
Corporate Meetings	3,152	3,014	4.6	2,824	2,651	6.5	327	362	-9.7
Incentive	3,643	3,868	-5.8	2,340	2,314	1.1	1,303	1,554	-16.1
Other Business	17,183	15,325	12.1	16,920	15,057	12.4	263	269	-2.2
Visit Friends/Rel.	80,883	75,685	6.9	76,368	72,982	4.6	4,515	2,703	67.0
Govt/Military	3,197	2,843	12.4	3,150	2,829	11.3	48	15	225.6
Attend School	1,727	1,792	-3.6	1,568	1,728	-9.2	159	65	146.2
Sport Events	5,136	4,605	11.5	4,237	4,395	-3.6	899	210	327.4
Other	20,076	16,886	18.9	18,469	15,724	17.5	1,607	1,162	38.3
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	40.0	37.7	2.3	36.9	35.7	1.2	59.4	57.0	2.4
% Repeaters ***	60.0	62.3	-2.3	63.1	64.3	-1.2	40.6	43.0	-2.4
Average # of Trips	4.44	4.62	-3.8	4.71	4.77	-1.2	2.77	3.10	-10.9
Group Tour	32,795	20,881	57.1	27,470	18,424	49.1	5,324	2,457	116.7
Non-Group	549,909	491,003	12.0	474,723	446,282	6.4	75,186	44,721	68.1
Package Trip	107,760	79,086	36.3	88,977	67,952	30.9	18,782	11,134	68.7
No Package	474,944	432,798	9.7	413,215	396,754	4.1	61,729	36,044	71.3
Net True Independent	463,505	425,610	8.9	403,641	389,910	3.5	59,864	35,700	67.7
Ave. Age of Party Head	48	46	3.1	48	47	2.8	47	44	7.2
Ave. Party Size	2.23	2.22	0.6	2.20	2.21	-0.3	2.49	2.31	7.4

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 66. Kona Air Visitor Characteristics: 2023 vs. 2022

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
Total Visitor Days	11,433,177	11,194,429	2.1	10,480,215	10,602,864	-1.2	952,962	591,565	61.1
Total Visitors	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4
AVERAGE DAILY CENSUS	31,324	30,670	2.1	28,713	29,049	-1.2	2,611	1,621	61.1
TOTAL AIR SEATS	1,390,182	1,357,624	2.4	1,334,210	1,312,247	1.7	55,972	45,377	23.3
<b>ISLANDS VISITED</b>									
O'ahu	468,930	367,686	27.5	358,963	302,842	18.5	109,967	64,844	69.6
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	214,483	150,683	42.3	186,871	135,129	38.3	27,611	15,554	77.5
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	269,897	242,916	11.1	229,225	213,720	7.3	40,672	29,195	39.3
Maui	265,374	236,119	12.4	225,341	207,549	8.6	40,033	28,570	40.1
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	12,139	11,576	4.9	7,354	9,560	-23.1	4,785	2,015	137.4
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	15,568	14,950	4.1	9,318	12,554	-25.8	6,250	2,397	160.7
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4
Kona side	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4
Hilo side	371,286	302,278	22.8	316,852	271,750	16.6	54,434	30,528	78.3
Hawai'i Island only	968,913	945,097	2.5	924,240	923,265	0.1	44,673	21,833	104.6
Any Neighbor Island	1,567,646	1,458,026	7.5	1,404,964	1,363,667	3.0	162,682	94,359	72.4
NI only									
O'ahu & NI	468,930	367,686	27.5	358,963	302,842	18.5	109,967	64,844	69.6
Any one island only	968,913	945,097	2.5	924,240	923,265	0.1	44,673	21,833	104.6
Multiple Islands	598,733	512,928	16.7	480,724	440,402	9.2	118,009	72,526	62.7
Avg. Islands Visited	1.62	1.54	5.7	1.56	1.49	4.8	2.16	2.20	-1.9
Average Length of Stay in Kona	7.29	7.68	-5.0	7.46	7.78	-4.1	5.86	6.27	-6.6
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	782,387	715,626	9.3	680,399	654,933	3.9	101,988	60,692	68.0
Hotel only	533,870	509,754	4.7	470,478	472,739	-0.5	63,392	37,015	71.3
Plan to stay in Condo	257,769	256,626	0.4	222,318	236,221	-5.9	35,451	20,405	73.7
Condo only	179,101	175,364	2.1	159,186	164,580	-3.3	19,914	10,783	84.7
Plan to stay in Timeshare	164,478	158,344	3.9	147,216	148,699	-1.0	17,262	9,645	79.0
Timeshare only	125,348	118,444	5.8	112,024	111,726	0.3	13,324	6,718	98.3
Cruise Ship	99,024	41,050	141.2	89,316	37,987	135.1	9,708	3,062	217.0
Friends/Relatives	177,251	164,027	8.1	170,432	159,826	6.6	6,819	4,201	62.3
Bed & Breakfast	35,297	36,200	-2.5	29,546	32,376	-8.7	5,751	3,823	50.4
Rental House	291,725	294,001	-0.8	270,048	278,253	-2.9	21,676	15,748	37.6
Hostel	14,451	13,571	6.5	11,888	11,232	5.8	2,564	2,339	9.6
Camp Site, Beach	15,046	15,282	-1.5	12,336	12,514	-1.4	2,710	2,767	-2.1
Private Room in Private Home**	33,031	30,231	9.3	26,158	26,133	0.1	6,874	4,098	67.7
Shared Room/Space in Private Home**	9,577	8,489	12.8	8,151	7,945	2.6	1,426	544	161.9
Other	38,165	34,883	9.4	36,469	33,418	9.1	1,696	1,465	15.8

**Table 66. Kona Air Visitor Characteristics: 2023 vs. 2022 (continued)**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2023	2022	% CHANGE	2023	2022	% CHANGE	2023	2022	% CHANGE
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,359,143	1,262,996	7.6	1,210,499	1,176,256	2.9	148,644	86,740	71.4
Honeymoon/Get Married	57,378	56,254	2.0	44,442	47,630	-6.7	12,936	8,624	50.0
Honeymoon	50,413	49,227	2.4	37,803	41,141	-8.1	12,610	8,086	55.9
Get Married	9,566	10,042	-4.7	8,809	9,043	-2.6	758	998	-24.1
Pleasure/Vacation	1,310,693	1,216,540	7.7	1,174,216	1,137,868	3.2	136,477	78,672	73.5
Mtgs/Conventions/Incentive	69,688	66,103	5.4	60,040	60,704	-1.1	9,648	5,399	78.7
Conventions	43,052	35,954	19.7	37,935	33,298	13.9	5,117	2,656	92.6
Corporate Meetings	12,814	14,928	-14.2	11,986	13,520	-11.3	828	1,408	-41.2
Incentive	15,858	18,151	-12.6	12,066	16,158	-25.3	3,793	1,992	90.4
Other Business	38,651	35,078	10.2	37,996	34,456	10.3	655	622	5.2
Visit Friends/Rel.	150,884	141,568	6.6	144,026	137,025	5.1	6,858	4,544	50.9
Govt/Military	4,555	3,698	23.2	4,470	3,687	21.2	85	11	640.6
Attend School	3,701	3,496	5.9	3,337	3,379	-1.2	364	117	211.5
Sport Events	16,261	21,107	-23.0	14,497	20,636	-29.7	1,764	471	274.8
Other	44,202	36,438	21.3	40,110	34,187	17.3	4,092	2,251	81.8
<b>VISIT STATUS/TRAVEL METHOD</b>									
% First Timers ***	30.3	28.8	1.5	28.4	27.8	0.7	46.1	43.5	2.6
% Repeaters ***	69.7	71.2	-1.5	71.6	72.2	-0.7	53.9	56.5	-2.6
Average # of Trips	5.62	5.70	-1.4	5.85	5.83	0.3	3.59	3.75	-4.3
Group Tour	58,477	45,709	27.9	49,523	42,288	17.1	8,953	3,421	161.7
Non-Group	1,509,169	1,412,317	6.9	1,355,440	1,321,378	2.6	153,728	90,938	69.0
Package Trip	224,362	195,642	14.7	193,908	179,125	8.3	30,454	16,517	84.4
No Package	1,343,284	1,262,384	6.4	1,211,056	1,184,542	2.2	132,228	77,842	69.9
Net True Independent	1,320,535	1,244,256	6.1	1,191,254	1,167,532	2.0	129,281	76,723	68.5
Ave. Age of Party Head	48	47	1.0	48	47	1.1	47	46	2.3
Ave. Party Size	2.16	2.13	1.4	2.11	2.12	-0.3	2.53	2.27	11.6

\* Sample sizes for Moloka'i and Lāna'i are relatively small.

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

\*\*\* Change represents absolute change in rates rather than percentage change in rate.

Table 67. 2023 Air Visitor Days by Island and MMA

2023	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	US EAST	JAPAN	CANADA	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA-LIA	NEW ZEALAND	TOTAL OCEANIA		
<b>TOTAL</b>	17,246,130	10,684,376	3,596,058	10,684,376	3,596,058	2,034,072	2,034,072	201,005	118,757	260,962	56,395	90,100	727,219	1,453,279	396,068	1,849,347		
O'ahu	10,936,177	5,788,094	45,542	5,788,094	45,542	2,226,998	2,226,998	69,850	34,785	116,364	24,211	53,539	298,749	80,192	25,446	105,638		
Maui	92,464	53,890	1,487	53,890	1,487	11,817	11,817	360	521	2,714	127	1,851	5,572	1,986	515	2,501		
Moloka'i	88,609	69,746	1,976	69,746	1,976	9,647	9,647	1,183	176	649	569	1,324	3,901	2,504	573	3,077		
Lāna'i	6,455,215	3,046,552	18,294	3,046,552	18,294	454,356	454,356	32,203	24,616	72,084	14,689	36,585	180,177	53,741	12,397	66,138		
Kaua'i	7,745,757	4,081,260	20,115	4,081,260	20,115	848,354	848,354	65,016	44,252	120,806	17,741	53,583	301,397	81,019	27,327	108,346		
Hawai'i Island	1,283,758	874,459	31,047	874,459	31,047	107,820	107,820	13,868	14,518	37,974	5,391	16,712	88,462	21,656	7,143	28,799		
...Hilo	6,461,999	3,206,800	170,068	3,206,800	170,068	740,534	740,534	51,147	29,734	82,832	12,350	36,871	212,935	59,363	20,185	79,547		
...Kona	42,564,352	23,723,917	3,864,472	23,723,917	3,864,472	5,585,244	5,585,244	369,617	223,107	573,578	113,732	236,981	1,517,015	1,672,722	462,326	2,135,047		
<b>STATE</b>	17,238,453	10,678,621	46,013	10,678,621	46,013	374,918	374,918	157,390	68,940	206,938	49,866	78,909	562,043	190,311	55,456	245,767		
O'ahu	10,935,391	5,787,619	5,352	5,787,619	5,352	22,558	22,558	60,095	28,524	99,989	22,028	47,225	257,861	14,308	7,805	22,113		
Maui	92,464	53,838	91	53,838	91	2,657	2,657	331	521	1,592	72	1,076	3,591	96	108	204		
Moloka'i	88,604	69,741	75	69,741	75	1,794	1,794	483	176	649	237	436	1,981	108	74	182		
Lāna'i	6,454,881	3,046,018	3,448	3,046,018	3,448	143,382	143,382	30,391	18,051	66,892	12,625	30,728	158,688	7,525	5,690	13,214		
Kaua'i	7,744,901	4,080,205	6,663	4,080,205	6,663	256,948	256,948	60,300	34,840	111,727	15,185	44,738	266,789	12,845	7,445	20,290		
Hawai'i Island	1,283,498	874,169	2,006	874,169	2,006	36,831	36,831	13,265	10,954	33,355	4,405	12,640	74,619	3,018	1,765	4,783		
...Hilo	6,461,402	3,206,037	4,657	3,206,037	4,657	220,118	220,118	47,035	23,886	78,372	10,780	32,098	192,169	9,826	5,680	15,506		
...Kona	42,554,694	23,716,041	61,643	23,716,041	61,643	1,005,284	1,005,284	308,990	151,052	487,787	100,013	203,111	1,250,953	225,192	76,578	301,770		
<b>STATE</b>	7,677	5,755	3,550,045	5,755	3,550,045	1,659,155	1,659,155	43,615	49,817	54,024	6,528	11,190	165,175	1,262,968	340,612	1,603,580		
O'ahu	786	476	40,190	476	40,190	2,001,412	2,001,412	9,755	6,261	16,375	2,183	6,314	40,888	65,884	17,642	83,525		
Maui	0	51	1,396	51	1,396	9,160	9,160	29	0	1,122	55	776	1,981	1,890	406	2,297		
Moloka'i	5	5	1,901	5	1,901	7,853	7,853	700	0	0	332	887	1,920	2,397	498	2,895		
Lāna'i	334	534	14,845	534	14,845	310,974	310,974	1,812	6,565	5,191	2,064	5,857	21,489	46,217	6,707	52,924		
Kaua'i	856	1,054	194,453	1,054	194,453	591,406	591,406	4,716	9,412	9,079	2,556	8,845	34,608	68,175	19,882	88,057		
Hawai'i Island	260	291	29,042	291	29,042	70,989	70,989	603	3,564	4,619	985	4,071	13,843	18,638	5,378	24,016		
...Hilo	596	764	165,411	764	165,411	520,417	520,417	4,113	5,848	4,460	1,571	4,774	20,765	49,537	14,505	64,041		
...Kona	9,658	7,876	3,802,829	7,876	3,802,829	4,579,959	4,579,959	60,627	72,055	85,791	13,718	33,870	266,061	1,447,530	385,747	1,833,278		
<b>STATE</b>																		

Table 67. 2023 Air Visitor Days by Island and MMA (continued)

2023	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	MMA	TOTAL				
<b>TOTAL</b>																	
O'ahu	185,878	27,640	1,184,552	27,386	85,866	1,511,321	28,699	53,234	69,313	151,246	2,712,219		40,511,989				
Maui	36,106	5,243	45,151	3,621	4,698	94,818	28,898	18,255	27,336	74,489	614,120		20,184,625				
Molokai	420	8	1,040	5	214	1,688	90	185	196	470	11,303		181,192				
Lāna'i	298	62	1,259	20	48	1,687	101	143	723	967	13,294		192,903				
Kaua'i	13,251	2,952	14,326	1,539	2,013	34,081	3,960	6,498	11,607	22,065	308,674		10,585,553				
Hawai'i Island	51,510	4,519	116,070	4,628	7,707	184,434	7,018	18,060	26,948	52,026	495,175		14,017,863				
...Hilo	13,174	1,100	26,308	864	2,734	44,180	1,194	2,919	7,290	11,403	114,758		2,584,686				
...Kona	38,337	3,419	89,761	3,764	4,973	140,254	5,824	15,141	19,657	40,623	380,417		11,433,177				
STATE	287,464	40,424	1,362,397	37,198	100,546	1,828,030	68,766	96,375	136,122	301,263	4,154,785		85,674,126				
<b>DOMESTIC</b>																	
O'ahu	59,630	12,968	41,572	5,836	9,420	129,427	28,105	48,796	60,842	137,743	1,113,765		30,526,751				
Maui	8,865	3,870	5,168	2,822	1,543	21,969	26,683	16,737	25,624	69,044	480,127		17,805,060				
Molokai	134	8	120	5	0	267	90	185	196	470	6,258		159,840				
Lāna'i	298	62	113	20	48	541	42	85	502	628	7,934		171,480				
Kaua'i	5,137	2,501	2,942	1,035	548	12,162	3,576	6,075	10,412	20,063	264,446		10,116,302				
Hawai'i Island	20,941	3,721	7,810	2,029	2,196	36,697	6,862	17,130	24,242	48,234	397,511		12,858,238				
...Hilo	6,261	635	1,374	325	504	9,099	1,146	2,570	6,174	9,890	83,127		2,378,023				
...Kona	14,680	3,085	6,436	1,704	1,693	27,597	5,716	14,561	18,067	38,344	314,384		10,480,215				
STATE	95,006	23,130	57,724	11,447	13,755	201,063	65,358	89,007	121,817	276,182	2,270,040		71,637,671				
<b>INTERNATIONAL</b>																	
O'ahu	126,248	14,671	1,142,980	21,550	76,446	1,381,895	594	4,438	8,472	13,503	1,598,454		9,985,239				
Maui	27,241	1,373	39,983	1,098	3,155	72,850	2,215	1,518	1,712	5,445	133,993		2,379,565				
Molokai	286	0	920	0	214	1,421	0	0	0	0	5,045		21,352				
Lāna'i	0	0	1,145	0	0	1,145	60	59	221	339	5,360		21,423				
Kaua'i	8,114	452	11,384	504	1,466	21,920	384	423	1,195	2,002	44,229		469,251				
Hawai'i Island	30,569	799	108,260	2,599	5,511	147,737	156	930	2,706	3,791	97,664		1,159,625				
...Hilo	6,912	465	24,934	539	2,231	35,081	47	350	1,116	1,513	31,631		206,663				
...Kona	23,657	334	83,326	2,060	3,280	112,657	108	580	1,590	2,279	66,033		952,962				
STATE	192,458	17,295	1,304,673	25,751	86,791	1,626,967	3,407	7,368	14,306	25,081	1,884,745		14,036,455				

Table 68. Air Visitor Days by Island and MMA  
Percent change 2023 vs. 2022

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	US WEST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA		
<b>TOTAL</b>	-0.9	2.5	158.7	-15.4	61.3	-0.8	12.5	9.9	17.2	9.6	7.5	-12.3	7.4	12.1	60.7	19.9	
Oahu	-18.2	-15.4	61.3	-21.6	176.2	3.7	-66.5	-22.3	-22.3	-63.8	0.2	-25.0	-24.1	7.1	-18.3		
Maui	-39.1	-29.5	188.5	-1.7	4.0	31.6	0.7	30.1	0.2	20.2	5.2	6.1	-13.0	47.9	-5.8		
Molokai	-35.0	0.0	125.6	-1.3	0.0	31.5	-12.0	-35.3	-13.7	-0.3	0.0	-14.8	17.4	54.9	25.1		
Lana'i	-1.7	0.3	63.3	-2.0	0.3	20.7	2.2	-59.3	0.5	19.5	-1.7	-18.5	26.4	93.4	38.2		
Kauai	-1.3	-0.1	142.5	-1.2	-0.1	33.2	-15.2	-9.0	-19.0	-7.0	0.8	-13.1	14.5	44.7	20.9		
Hawaii Island	-2.0	-2.9	153.1	-6.4	-2.9	10.2	-3.2	-1.7	-5.3	-7.9	-7.0	-4.8	10.3	54.5	17.6		
...Hilo	-1.2																
...Kona	-6.4																
STATE	-0.9	2.5	26.5	-15.4	13.9	-16.1	30.2	-1.9	-3.7	3.0	3.3	-11.6	-1.5	62.6	76.6	65.5	
<b>DOMESTIC</b>	-18.2	-21.7	-48.6	-39.1	-29.5	-36.7	-43.9	-74.9	-70.7	-56.5	-51.2	-28.4	-61.3	-17.6	-46.0	-35.6	
Oahu	-35.0	4.0	-4.3	17.7	17.7	17.7	17.7	-2.6	10.0	2.5	8.4	2.7	2.8	-69.0	-38.6	-61.1	
Maui	-1.7	0.0	14.5	-1.3	0.0	5.2	-14.1	-14.4	-14.4	-13.2	-8.5	-13.4	31.7	12.5	14.5	23.9	
Molokai	-2.0	0.3	43.7	-2.0	0.3	14.6	0.6	-2.3	-4.5	-2.0	-10.9	-4.3	49.9	17.3	36.0	36.0	
Lana'i	-1.2	-0.1	5.2	-1.2	-0.1	3.8	-17.5	-19.0	-18.2	-17.1	-7.5	-16.5	27.0	11.0	20.6	20.6	
Kauai	-6.4	-3.0	17.9	-6.4	-3.0	8.1	-11.4	-7.0	-8.1	-13.2	-10.0	-9.5	53.8	42.1	50.6	50.6	
Hawaii Island	-29.1	12.4	162.2	-29.1	12.4	9.2	94.9	67.7	45.7	56.6	-16.8	54.7	7.1	58.4	15.0	15.0	
...Hilo	-53.3	-9.0	82.6	-53.3	-9.0	1.3	60.0	33.7	-24.9	-32.4	5.8	-2.1	-28.3	23.4	-21.3	-21.3	
...Kona	NA	1,456.8	286.7	NA	1,456.8	20.0	NA	NA	264.2	87.8	204.2	234.5	36.7	-26.2	18.8	18.8	
STATE	0.7	-12.0	235.8	0.7	-12.0	-30.3	NA	NA	NA	NA	NA	NA	-5.3	87.4	3.5	3.5	
<b>INTERNATIONAL</b>	-73.4	326.4	4.6	-73.4	326.4	39.3	130.8	160.4	-22.6	256.2	20.1	38.9	31.8	62.5	35.1	35.1	
Oahu	65.7	127.2	133.4	65.7	127.2	47.4	28.4	-66.0	-2.0	740.7	88.7	-24.1	15.1	80.4	25.3	25.3	
Maui	26.4	150.7	64.9	26.4	150.7	24.1	56.8	-85.4	62.3	5,695.8	44.4	-54.7	23.2	145.7	38.7	38.7	
Molokai	91.7	119.4	151.8	91.7	119.4	51.3	25.1	83.8	-30.5	447.2	155.3	38.0	12.3	64.3	21.0	21.0	
Lana'i	-32.4	26.2	157.9	-32.4	26.2	10.6	84.1	11.6	14.2	65.1	15.8	26.6	5.7	57.3	13.5	13.5	
Kauai																	
Hawaii Island																	
...Hilo																	
...Kona																	
STATE																	

NA = Not applicable.

**Table 68. Air Visitor Days by Island and MMA (continued)**  
**Percent change 2023 vs. 2022**

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	MMA	TOTAL			
<b>TOTAL</b>																	
O'ahu	158.9	22.5	40.6	18.0	138.9	51.7	51.7	24.2	29.0	46.6	35.5	49.5		12.0			
Maui	130.5	-33.9	12.9	-49.6	12.3	26.5	26.5	-0.5	23.2	20.7	12.0	-12.2		-15.3			
Moloka'i	147.4	-98.0	207.2	-57.0	171.3	65.7	65.7	-38.9	130.6	51.9	32.1	-13.9		-29.4			
Lāna'i	-39.7	-15.1	270.9	-88.2	36.3	51.9	51.9	-45.4	-39.6	-19.3	-26.6	-26.8		-31.0			
Kaua'i	196.3	-41.4	89.5	-56.4	93.8	57.5	57.5	46.5	49.9	31.5	39.1	-5.0		1.4			
Hawai'i Island	119.7	-36.0	52.2	-26.2	50.2	56.1	56.1	-12.4	13.9	45.4	22.7	0.0		1.9			
...Hilo	70.9	-52.8	67.4	-63.8	149.4	51.1	51.1	-11.4	-9.9	133.5	47.9	4.0		0.7			
...Kona	143.6	-27.8	48.3	-3.1	23.2	57.7	57.7	-12.6	20.1	27.6	17.1	-1.2		2.1			
STATE	147.7	-6.2	40.9	-7.9	116.7	50.7	50.7	8.8	25.9	36.5	26.5	23.5		1.1			
<b>DOMESTIC</b>																	
O'ahu	5.9	-25.4	0.1	-43.4	-21.9	-5.9	-5.9	24.4	24.1	37.4	29.7	2.7		1.1			
Maui	-35.1	-46.8	-25.6	-44.1	-17.8	-35.9	-35.9	-7.2	13.8	13.6	4.6	-15.2		-17.2			
Moloka'i	-21.3	-89.2	-35.4	-57.0	-100.0	-49.1	-49.1	-38.9	130.6	51.9	32.1	-37.1		-34.1			
Lāna'i	-8.4	-15.1	52.6	-88.2	36.3	-19.8	-19.8	-77.5	-64.3	-44.0	-52.4	-43.6		-34.1			
Kaua'i	32.9	-41.2	14.8	-48.1	-18.8	-8.9	-8.9	37.3	41.9	18.5	28.0	6.6		0.5			
Hawai'i Island	5.2	-35.7	-22.8	-46.5	-37.1	-14.8	-14.8	-14.0	13.2	30.8	15.8	-4.9		-1.1			
...Hilo	-2.9	-65.1	12.7	-57.1	-42.7	-18.2	-18.2	-13.3	-11.6	97.8	34.5	-6.8		-1.1			
...Kona	9.1	-22.2	-27.6	-43.8	-35.2	-13.6	-13.6	-14.2	19.1	17.3	11.8	-4.4		-1.2			
STATE	0.8	-33.6	-6.0	-44.9	-24.5	-12.4	-12.4	5.0	20.7	28.0	19.5	-3.1		-4.8			
<b>INTERNATIONAL</b>																	
O'ahu	716.7	184.0	42.6	67.0	220.1	60.9	60.9	13.5	129.0	184.8	148.4	119.3		66.9			
Maui	1,251.5	108.9	21.0	-58.9	36.8	79.0	79.0	631.0	1,267.8	1,515.4	947.2	1.0		2.4			
Moloka'i	NA	-100.0	501.6	NA	NA	187.6	187.6	NA	NA	NA	NA	58.9		50.5			
Lāna'i	-100.0	NA	332.2	NA	NA	163.6	163.6	NA	NA	NA	NA	30.8		11.7			
Kaua'i	1,241.0	-42.6	127.9	-67.2	302.8	164.5	164.5	291.6	698.2	2,744.6	937.0	-42.4		23.9			
Hawai'i Island	762.3	-37.6	63.7	4.8	235.8	96.8	96.8	548.7	29.3	NA	410.3	26.6		53.8			
...Hilo	448.3	-8.5	72.0	-66.9	929.5	93.7	93.7	97.7	4.7	NA	322.6	49.3		27.1			
...Kona	935.6	-56.8	61.4	141.7	130.3	97.7	97.7	NA	50.7	NA	491.8	18.0		61.1			
STATE	783.1	110.1	44.0	31.4	207.8	65.4	65.4	259.4	161.2	358.1	263.9	84.3		48.2			

NA = Not applicable.



Table 69. 2023 Air Visitor Arrivals by Island and MMA

2023	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	U.S. WEST MMA	US EAST	U.S. EAST MMA	JAPAN	JAPAN MMA	CANADA	CANADA MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA
<b>TOTAL</b>	2,447,883	1,474,790	1,474,790	1,474,790	573,719	573,719	244,328	244,328	27,677	15,623	30,887	7,845	10,740	92,772	183,790	48,710	232,500
O'ahu	1,354,275	737,139	737,139	737,139	11,383	11,383	215,713	215,713	9,693	4,276	14,664	3,482	6,561	38,675	19,735	5,001	24,736
Maui	13,156	9,549	9,549	9,549	587	587	2,582	2,582	65	65	527	49	420	1,164	1,593	270	1,863
Moloka'i	20,754	17,534	17,534	17,534	489	489	3,688	3,688	239	60	182	391	973	1,846	2,095	296	2,391
Lāna'i	810,602	437,876	437,876	437,876	5,885	5,885	56,412	56,412	4,883	4,116	10,897	2,642	5,574	28,113	15,028	2,323	17,351
Kaua'i	933,650	537,882	537,882	537,882	44,758	44,758	88,214	88,214	8,534	5,354	13,521	2,883	6,374	36,665	20,635	5,205	25,840
Hawai'i Island	255,823	202,248	202,248	202,248	13,015	13,015	26,634	26,634	3,333	2,758	6,674	1,643	3,937	18,345	11,964	2,563	14,527
...Hilo	834,782	467,561	467,561	467,561	35,883	35,883	80,957	80,957	7,461	4,326	10,909	2,497	5,551	30,744	17,968	4,273	22,241
...Kona	5,000,099	2,427,144	2,427,144	2,427,144	589,172	589,172	474,727	474,727	36,058	18,225	38,996	9,823	14,139	117,241	185,887	50,241	236,127
<b>DOMESTIC</b>	2,446,542	1,473,681	1,473,681	1,473,681	7,390	7,390	50,409	50,409	21,495	9,019	24,553	6,755	8,879	70,701	33,822	8,891	42,713
O'ahu	1,354,128	737,017	737,017	737,017	788	788	24,657	24,657	8,055	3,486	12,088	2,976	5,298	31,904	2,258	1,058	3,316
Maui	13,156	9,537	9,537	9,537	15	15	298	298	75	65	302	27	231	699	29	24	53
Moloka'i	20,754	17,534	17,534	17,534	19	19	455	455	159	60	182	59	113	573	58	16	74
Lāna'i	810,527	437,756	437,756	437,756	487	487	17,070	17,070	4,532	2,962	9,865	2,210	4,379	23,948	1,235	707	1,942
Kaua'i	933,532	537,735	537,735	537,735	839	839	26,509	26,509	7,568	4,115	12,108	2,340	4,888	31,019	1,984	920	2,904
Hawai'i Island	255,755	202,166	202,166	202,166	300	300	8,678	8,678	2,748	1,959	5,636	1,132	2,464	13,939	735	309	1,045
...Hilo	834,700	467,449	467,449	467,449	691	691	24,149	24,149	6,514	3,450	9,940	1,954	4,081	25,938	1,659	760	2,419
...Kona	4,998,684	2,425,989	2,425,989	2,425,989	8,570	8,570	87,883	87,883	29,531	11,477	32,284	8,504	11,599	93,395	35,397	10,308	45,704
<b>INTERNATIONAL</b>	1,341	1,109	1,109	1,109	566,329	566,329	193,919	193,919	6,183	6,604	6,334	1,090	1,861	22,071	149,968	39,818	189,787
O'ahu	146	121	121	121	10,595	10,595	191,057	191,057	1,637	790	2,576	505	1,262	6,771	17,477	3,942	21,420
Maui	0	12	12	12	572	572	2,284	2,284	29	0	224	22	190	465	1,563	246	1,809
Moloka'i	5	5	5	5	470	470	3,232	3,232	81	0	0	332	860	1,273	2,036	281	2,317
Lāna'i	75	121	121	121	5,397	5,397	39,343	39,343	351	1,154	1,032	433	1,195	4,165	13,793	1,616	15,409
Kaua'i	118	147	147	147	43,918	43,918	61,705	61,705	965	1,239	1,414	542	1,486	5,646	18,652	4,285	22,937
Hawai'i Island	67	82	82	82	12,715	12,715	17,956	17,956	586	798	1,038	511	1,473	4,406	11,229	2,254	13,483
...Hilo	82	112	112	112	35,192	35,192	56,808	56,808	948	876	970	542	1,470	4,805	16,309	3,513	19,822
...Kona	1,415	1,155	1,155	1,155	580,602	580,602	386,844	386,844	6,527	6,748	6,712	1,319	2,540	23,846	150,490	39,933	190,423

Table 69. 2023 Air Visitor Arrivals by Island and MMA (continued)

2023	OTHER ASIA MMA										LATIN AMERICA MMA			OTHER MMA		TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	MMA	TOTAL			
<b>TOTAL</b>	31,728	3,379	159,755	3,948	9,650	208,461	3,628	6,502	10,400	20,530	318,426	318,426	5,613,409			
Oahu	5,232	744	10,518	682	1,255	18,431	2,369	2,310	4,034	8,713	85,974	85,974	2,495,038			
Maui	78	4	284	5	71	444	22	45	60	127	3,753	3,753	33,224			
Molokai	75	15	528	7	10	635	80	86	299	466	6,057	6,057	53,870			
Lana'i	2,664	441	4,538	325	438	8,407	614	994	1,969	3,576	50,465	50,465	1,418,688			
Kaua'i	10,071	628	26,866	911	1,894	40,369	694	1,725	3,741	6,160	65,526	65,526	1,779,063			
Hawai'i Island	4,842	279	12,913	604	1,044	19,682	247	718	1,758	2,723	29,708	29,708	582,704			
...Hilo	8,504	509	21,537	876	1,611	33,037	609	1,551	3,308	5,468	56,973	56,973	1,567,646			
...Kona	33,966	4,346	161,706	4,545	10,045	214,609	5,420	8,200	14,501	28,121	412,755	412,755	9,499,995			
<b>STATE</b>	10,727	1,658	6,189	970	1,400	20,943	3,513	5,812	9,045	18,371	147,105	147,105	4,277,855			
<b>DOMESTIC</b>	1,601	546	761	389	249	3,545	2,170	1,975	3,678	7,822	60,296	60,296	2,223,473			
Oahu	38	4	19	5	0	66	22	45	60	127	928	928	24,878			
Maui	75	15	45	7	10	151	20	28	78	126	1,271	1,271	40,958			
Molokai	881	339	433	167	104	1,924	544	927	1,757	3,229	36,861	36,861	1,333,743			
Lana'i	3,487	455	928	273	342	5,485	666	1,562	3,209	5,437	46,844	46,844	1,590,304			
Kaua'i	1,588	149	337	91	128	2,292	221	555	1,227	2,003	16,015	16,015	502,193			
Hawai'i Island	2,838	383	806	238	298	4,563	581	1,387	2,803	4,771	40,282	40,282	1,404,964			
...Hilo	12,509	2,556	7,171	1,444	1,738	25,419	5,133	7,307	12,762	25,202	231,313	231,313	7,942,159			
...Kona	21,001	1,721	153,566	2,979	8,250	187,517	115	690	1,355	2,159	171,320	171,320	1,335,553			
<b>STATE</b>	3,631	198	9,757	293	1,006	14,886	199	335	357	891	25,678	25,678	271,565			
Oahu	41	0	265	0	71	378	0	0	0	0	2,825	2,825	8,346			
Maui	0	0	484	0	0	484	60	59	221	339	4,786	4,786	12,912			
Molokai	1,783	103	4,105	158	335	6,483	69	67	212	348	13,604	13,604	84,945			
Lana'i	6,583	173	25,938	638	1,552	34,884	28	163	532	723	18,682	18,682	188,759			
Kaua'i	3,254	130	12,576	513	916	17,389	25	163	532	720	13,693	13,693	80,511			
Hawai'i Island	5,667	126	20,730	638	1,313	28,474	28	163	505	696	16,691	16,691	162,682			
...Hilo	21,457	1,790	154,535	3,101	8,307	189,190	287	893	1,739	2,919	181,442	181,442	1,557,836			
...Kona																

**Table 70. Air Visitor Arrival by Island and MMA**  
**Percent change 2023 vs. 2022**

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA	
<b>TOTAL</b>																
O'ahu	0.9	4.8	207.4	22.2	12.1	20.0	11.4	12.3	4.0	12.1	20.0	67.0	27.6			
Maui	-18.2	-14.5	110.5	3.7	-16.9	-9.2	-33.2	-5.9	-17.3	-12.0	28.5	-6.0				
Molokai'i	-40.4	-25.8	228.3	14.3	-55.7	-52.5	-27.2	-60.6	-0.6	-29.1	45.0	-7.4	34.0			
Lāna'i	-34.0	-27.9	62.6	-35.1	-42.4	-56.9	-51.3	176.6	450.4	48.0	31.0	0.0	26.2			
Kaua'i	0.0	10.4	98.9	32.2	-0.5	31.3	-6.0	14.0	3.6	2.9	54.7	42.7	53.0			
Hawaii'i Island	1.2	4.4	188.6	30.5	-6.2	-14.9	-12.1	14.5	3.1	-7.1	31.0	70.8	37.5			
...Hilo	3.9	14.3	216.5	25.6	11.5	-13.2	-6.0	48.7	16.4	3.3	54.3	109.3	61.8			
...Kona	1.7	6.1	176.0	30.8	-6.8	-3.5	-15.1	16.3	13.3	-5.1	38.4	62.6	42.4			
STATE	-5.3	-1.7	206.0	14.6	0.4	9.8	2.3	1.2	3.4	2.8	19.4	62.8	26.6			
<b>DOMESTIC</b>																
O'ahu	0.9	4.7	43.3	35.8	-1.0	0.2	3.0	4.3	-0.3	1.1	59.2	92.9	65.2			
Maui	-18.2	-14.5	-2.5	-10.7	-25.6	-13.2	-23.1	-38.5	-15.0	-23.4	21.6	-8.1	10.3			
Molokai'i	-40.4	-25.9	-57.6	-23.4	-68.1	-52.5	-53.2	-75.4	-31.7	-52.2	-16.6	-32.4	-24.6			
Lāna'i	-34.0	-27.9	-24.5	-33.9	-61.8	-56.9	-51.3	-58.1	-36.0	-54.0	-21.9	-48.2	-29.5			
Kaua'i	0.0	10.3	-1.7	22.9	-3.0	14.4	-1.2	1.1	-1.8	0.2	48.1	-9.5	20.3			
Hawaii'i Island	1.2	4.4	22.4	15.7	-11.6	-10.9	-12.5	-5.6	-8.6	-10.9	43.9	22.3	36.3			
...Hilo	3.9	14.2	36.1	27.6	1.9	2.2	-6.8	4.0	-5.7	-3.0	71.8	32.4	57.9			
...Kona	1.7	6.1	21.3	16.7	-12.7	-10.5	-12.7	-7.3	-7.9	-11.3	46.4	22.2	37.8			
STATE	-5.2	-1.7	38.1	13.2	-8.9	-6.0	-3.9	-5.5	-4.8	-6.0	56.5	66.8	58.7			
<b>INTERNATIONAL</b>																
O'ahu	-20.3	73.4	212.1	19.1	106.9	64.4	62.8	114.1	31.2	72.1	13.7	62.2	21.3			
Maui	-54.2	21.7	130.3	5.9	93.8	13.3	3.3	34.0	71.9	31.6	-15.0	43.9	-8.1			
Molokai'i	NA	265.4	296.9	22.1	NA	NA	191.3	50.2	122.9	163.1	47.0	-3.9	37.1			
Lāna'i	0.7	-12.0	70.4	-35.2	NA	NA	NA	NA	NA	NA	33.6	5.5	29.4			
Kaua'i	-56.3	361.3	119.2	36.7	49.6	111.7	-35.9	227.9	29.9	21.0	55.3	90.8	58.4			
Hawaii'i Island	18.9	198.7	196.3	38.2	78.8	-26.1	-9.1	1,290.1	78.4	21.6	29.8	86.8	37.6			
...Hilo	-13.5	333.8	226.8	24.6	99.0	-36.7	-1.1	2,908.7	91.6	29.9	53.3	127.5	62.1			
...Kona	2.5	194.5	183.1	37.9	75.6	39.3	-33.9	1,290.1	215.3	53.0	37.6	75.1	43.0			
STATE	-24.4	73.7	211.6	14.9	87.0	53.9	47.7	84.2	69.2	62.9	13.1	61.9	20.7			

NA = Not applicable.

**Table 70. Air Visitor Arrival by Island and MMA (continued)**  
**Percent change 2023 vs. 2022**

% change	OTHER ASIA MMA							LATIN AMERICA MMA			OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA		
<b>TOTAL</b>												
Oahu	170.9	22.6	45.9	33.8	157.5	59.5	16.0	50.8	49.5	42.6	39.7	15.5
Maui	81.1	-29.4	-4.0	-31.4	107.5	11.7	7.9	36.9	30.5	24.9	-8.2	-14.6
Moloka'i	-9.0	-90.0	87.2	-13.9	448.8	48.5	-33.0	43.5	-5.4	-0.3	51.4	-23.3
Lāna'i	-52.4	-46.6	206.1	-84.6	-27.5	53.0	102.9	60.8	164.7	125.8	142.7	-20.8
Kaua'i	192.6	-41.1	98.1	-50.3	75.7	73.2	34.0	45.5	82.6	61.1	7.8	5.4
Hawai'i Island	142.8	-28.7	76.2	-3.4	177.2	84.3	-16.0	22.5	50.8	30.6	5.9	6.7
...Hilo	156.9	-39.7	81.6	30.3	389.0	94.2	-12.4	66.8	124.9	82.3	19.1	13.8
...Kona	163.3	-33.9	74.2	30.3	175.3	87.5	-12.0	26.9	54.2	34.7	10.6	7.5
<b>STATE</b>	146.6	8.6	44.6	22.5	141.4	56.1	14.9	40.3	42.3	35.5	26.4	4.0
<b>DOMESTIC</b>												
Oahu	16.7	-19.4	14.6	-33.8	-7.3	6.8	15.8	43.3	36.6	34.0	5.4	3.3
Maui	-30.6	-40.9	-23.3	-35.6	-16.3	-30.8	1.5	22.4	20.6	15.0	-14.7	-16.8
Moloka'i	-56.4	-84.0	-38.0	-13.9	-100.0	-59.2	-33.0	43.5	-5.4	-0.3	-43.1	-35.9
Lāna'i	-25.6	-46.6	59.6	-84.6	-27.5	-29.2	-48.1	-48.4	-30.9	-38.8	-40.2	-32.2
Kaua'i	24.5	-39.2	32.7	-38.7	-10.4	-2.8	26.0	44.4	65.1	51.0	8.2	3.8
Hawai'i Island	6.9	-28.7	0.5	-47.4	-13.8	-4.4	-18.8	17.8	29.3	17.5	-2.6	2.2
...Hilo	5.5	-38.7	32.4	-41.8	-6.0	-0.1	-19.7	50.5	56.9	40.4	1.5	8.1
...Kona	10.6	-27.4	-1.9	-47.5	-7.2	-2.7	-16.1	19.1	30.7	19.2	-1.5	3.0
<b>STATE</b>	11.8	-21.7	9.3	-34.4	-9.7	1.1	11.3	31.3	29.5	25.8	-0.3	-3.5
<b>INTERNATIONAL</b>												
Oahu	732.9	146.1	47.5	100.2	269.0	68.9	23.4	170.6	309.3	218.0	93.9	86.6
Maui	522.1	51.1	-2.0	-25.0	227.2	30.9	249.1	352.9	765.9	417.3	11.7	9.3
Moloka'i	NA	-100.0	118.7	NA	NA	176.1	NA	NA	NA	NA	233.2	85.5
Lāna'i	-100.0	NA	234.6	NA	NA	140.5	NA	NA	NA	NA	1,185.1	68.9
Kaua'i	778.6	-46.7	108.9	-58.6	150.2	125.5	166.7	62.3	1,412.2	329.1	6.6	40.8
Hawai'i Island	643.6	-28.7	81.1	50.5	441.2	115.9	367.7	96.9	NA	712.4	35.2	70.0
...Hilo	757.1	-40.7	83.4	66.9	1,086.1	121.8	324.0	163.6	NA	959.5	49.3	70.7
...Kona	752.7	-48.1	79.6	191.8	397.1	120.2	NA	181.8	NA	1,100.7	57.3	72.4
<b>STATE</b>	732.3	142.5	46.8	105.8	271.5	68.4	176.0	218.9	425.4	308.3	91.9	72.0

NA = Not applicable.

**Table 71. Total Visitor Expenditures by Category: 2023 vs. 2022**  
**(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>20,866.3</b>	<b>19,800.0</b>	<b>5.4</b>
<b>Total Food and beverage</b>	<b>4,383.6</b>	<b>4,029.5</b>	<b>8.8</b>
Restaurant food	2,873.2	2,617.6	9.8
Dinner shows and cruises	475.9	450.6	5.6
Groceries and snacks	1,035.6	961.3	7.7
<b>Entertainment &amp; Recreation</b>	<b>1,880.6</b>	<b>1,837.6</b>	<b>2.3</b>
<b>Total Transportation</b>	<b>1,956.1</b>	<b>2,195.6</b>	<b>-10.9</b>
Interisland airfare	153.4	142.5	7.7
Ground transportation	183.4	150.9	21.6
Rental vehicles	1,484.9	1,751.3	-15.2
Gasoline, parking, etc.	134.3	151.0	-11.0
<b>Total Shopping</b>	<b>2,121.1</b>	<b>1,982.0</b>	<b>7.0</b>
Fashion and clothing	855.3	784.1	9.1
Jewelry and watches	242.3	229.2	5.7
Cosmetics, perfume	59.8	56.6	5.8
Leather goods	190.5	210.5	-9.5
Hawai'i food products	338.8	292.8	15.7
Souvenirs	434.3	408.7	6.3
<b>Lodging</b>	<b>9,639.2</b>	<b>9,138.3</b>	<b>5.5</b>
<b>All other expenses 1/</b>	<b>753.7</b>	<b>516.2</b>	<b>46.0</b>
<b>Supplemental business</b>	<b>132.0</b>	<b>100.8</b>	<b>31.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

**Table 72. Total Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>241.2</b>	<b>231.9</b>	<b>4.0</b>
<b>Total Food and beverage</b>	<b>51.0</b>	<b>47.2</b>	<b>8.1</b>
Restaurant food	33.4	30.7	9.0
Dinner shows and cruises	5.5	5.3	3.6
Groceries and snacks	12.1	11.2	7.7
<b>Entertainment &amp; Recreation</b>	<b>21.7</b>	<b>21.6</b>	<b>0.6</b>
Attractions/entertainment	6.4	5.8	10.7
Recreation	7.6	8.3	-8.2
Other activities & tours	7.7	7.4	3.4
<b>Total Transportation</b>	<b>22.7</b>	<b>25.8</b>	<b>-11.9</b>
Interisland airfare	1.8	1.7	2.2
Ground transportation	2.1	1.8	18.7
Rental vehicles	17.3	20.6	-15.8
Gasoline, parking, etc.	1.6	1.8	-11.1
<b>Total Shopping</b>	<b>24.6</b>	<b>23.8</b>	<b>3.3</b>
Fashion and clothing	9.9	9.3	6.4
Jewelry and watches	2.8	2.8	1.2
Cosmetics, perfume	0.7	0.7	-5.3
Leather goods	2.2	2.8	-19.5
Hawai'i food products	3.9	3.4	13.9
Souvenirs	5.0	4.8	5.2
<b>Lodging</b>	<b>112.4</b>	<b>107.4</b>	<b>4.6</b>
<b>All other expenses 1/</b>	<b>8.8</b>	<b>6.2</b>	<b>42.3</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 73. U.S. Total MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>238.7</b>	<b>232.4</b>	<b>2.7</b>
<b>Total Food and beverage</b>	<b>49.2</b>	<b>46.5</b>	<b>5.8</b>
Restaurant food	31.8	30.1	5.7
Dinner shows and cruises	5.9	5.6	5.7
Groceries and snacks	11.5	10.8	6.0
<b>Entertainment &amp; Recreation</b>	<b>22.0</b>	<b>21.7</b>	<b>1.2</b>
Attractions/entertainment	5.9	5.6	5.0
Recreation	8.1	8.5	-4.3
Other activities & tours	8.0	7.6	4.4
<b>Total Transportation</b>	<b>23.0</b>	<b>25.8</b>	<b>-11.0</b>
Interisland airfare	1.7	1.6	8.1
Ground transportation	1.5	1.4	5.4
Rental vehicles	18.3	21.2	-13.8
Gasoline, parking, etc.	1.5	1.6	-6.6
<b>Total Shopping</b>	<b>22.1</b>	<b>22.0</b>	<b>0.3</b>
Fashion and clothing	8.3	8.2	1.6
Jewelry and watches	2.9	2.9	-0.9
Cosmetics, perfume	0.6	0.5	15.3
Leather goods	1.6	2.3	-28.6
Hawai'i food products	3.6	3.4	8.2
Souvenirs	5.1	4.8	5.3
<b>Lodging</b>	<b>113.5</b>	<b>110.2</b>	<b>3.0</b>
<b>All other expenses 1/</b>	<b>9.0</b>	<b>6.2</b>	<b>44.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 74. U.S. West MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>225.4</b>	<b>221.8</b>	<b>1.6</b>
<b>Total Food and beverage</b>	<b>47.8</b>	<b>45.2</b>	<b>5.8</b>
Restaurant food	30.3	28.6	5.9
Dinner shows and cruises	5.3	5.3	1.1
Groceries and snacks	12.2	11.3	7.4
<b>Entertainment &amp; Recreation</b>	<b>19.2</b>	<b>19.3</b>	<b>-0.2</b>
Attractions/entertainment	4.9	4.9	-0.5
Recreation	7.5	8.0	-6.0
Other activities & tours	6.9	6.4	7.0
<b>Total Transportation</b>	<b>22.2</b>	<b>25.0</b>	<b>-11.1</b>
Interisland airfare	1.2	1.1	2.4
Ground transportation	1.3	1.3	3.6
Rental vehicles	18.3	21.0	-13.0
Gasoline, parking, etc.	1.4	1.5	-6.4
<b>Total Shopping</b>	<b>21.7</b>	<b>21.9</b>	<b>-0.8</b>
Fashion and clothing	8.2	8.2	0.2
Jewelry and watches	2.8	2.7	2.0
Cosmetics, perfume	0.5	0.5	7.9
Leather goods	1.8	2.6	-31.4
Hawai'i food products	3.8	3.5	9.2
Souvenirs	4.6	4.4	4.6
<b>Lodging</b>	<b>108.8</b>	<b>106.0</b>	<b>2.7</b>
<b>All other expenses 1/</b>	<b>5.6</b>	<b>4.5</b>	<b>23.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures



**Table 75. U.S. East MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>262.6</b>	<b>252.1</b>	<b>4.1</b>
<b>Total Food and beverage</b>	<b>51.6</b>	<b>48.9</b>	<b>5.6</b>
Restaurant food	34.5	33.0	4.8
Dinner shows and cruises	6.9	6.1	13.0
Groceries and snacks	10.2	9.8	3.8
<b>Entertainment &amp; Recreation</b>	<b>26.9</b>	<b>26.3</b>	<b>2.3</b>
Attractions/entertainment	7.8	7.0	10.7
Recreation	9.3	9.5	-2.0
Other activities & tours	9.8	9.8	0.5
<b>Total Transportation</b>	<b>24.3</b>	<b>27.3</b>	<b>-11.0</b>
Interisland airfare	2.8	2.5	10.8
Ground transportation	1.6	1.5	8.0
Rental vehicles	18.3	21.6	-15.1
Gasoline, parking, etc.	1.5	1.7	-7.1
<b>Total Shopping</b>	<b>22.8</b>	<b>22.3</b>	<b>2.2</b>
Fashion and clothing	8.5	8.1	4.9
Jewelry and watches	3.1	3.3	-5.8
Cosmetics, perfume	0.6	0.5	26.6
Leather goods	1.4	1.7	-19.1
Hawai'i food products	3.3	3.1	7.0
Souvenirs	5.9	5.6	4.9
<b>Lodging</b>	<b>121.9</b>	<b>117.9</b>	<b>3.4</b>
<b>All other expenses 1/</b>	<b>15.0</b>	<b>9.4</b>	<b>59.3</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 76. Japan MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>240.7</b>	<b>235.4</b>	<b>2.3</b>
<b>Total Food and beverage</b>	<b>59.5</b>	<b>57.4</b>	<b>3.6</b>
Restaurant food	43.4	39.9	8.8
Dinner shows and cruises	3.7	3.3	13.4
Groceries and snacks	12.4	14.2	-13.0
<b>Entertainment &amp; Recreation</b>	<b>17.4</b>	<b>15.7</b>	<b>10.9</b>
Attractions/entertainment	4.7	4.4	5.3
Recreation	5.0	5.6	-11.3
Other activities & tours	7.7	5.6	37.7
<b>Total Transportation</b>	<b>13.8</b>	<b>16.5</b>	<b>-16.0</b>
Interisland airfare	1.0	1.2	-12.1
Ground transportation	6.2	5.7	8.8
Rental vehicles	5.8	8.5	-31.1
Gasoline, parking, etc.	0.8	1.2	-31.8
<b>Total Shopping</b>	<b>50.2</b>	<b>49.8</b>	<b>0.8</b>
Fashion and clothing	16.4	17.5	-6.2
Jewelry and watches	3.4	3.7	-7.5
Cosmetics, perfume	1.8	2.2	-15.8
Leather goods	8.2	9.0	-8.3
Hawai'i food products	13.8	11.8	17.2
Souvenirs	6.5	6.1	8.0
<b>Lodging</b>	<b>91.1</b>	<b>89.0</b>	<b>2.3</b>
<b>All other expenses 1/</b>	<b>8.7</b>	<b>7.0</b>	<b>24.7</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 77. Canada MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>220.3</b>	<b>189.8</b>	<b>16.1</b>
<b>Total Food and beverage</b>	<b>45.8</b>	<b>40.0</b>	<b>14.4</b>
Restaurant food	26.4	23.1	14.5
Dinner shows and cruises	3.8	2.7	44.9
Groceries and snacks	15.5	14.3	8.6
<b>Entertainment &amp; Recreation</b>	<b>15.8</b>	<b>13.7</b>	<b>15.6</b>
Attractions/entertainment	4.9	4.0	23.3
Recreation	6.0	5.9	0.2
Other activities & tours	4.9	4.3	14.8
<b>Total Transportation</b>	<b>22.5</b>	<b>23.5</b>	<b>-4.4</b>
Interisland airfare	1.2	1.1	16.6
Ground transportation	1.6	1.4	9.1
Rental vehicles	17.9	19.2	-6.5
Gasoline, parking, etc.	1.8	1.8	-3.1
<b>Total Shopping</b>	<b>16.1</b>	<b>14.6</b>	<b>10.2</b>
Fashion and clothing	8.6	7.7	10.7
Jewelry and watches	1.4	0.9	50.9
Cosmetics, perfume	0.3	0.2	75.6
Leather goods	0.5	0.6	-12.1
Hawai'i food products	2.1	2.3	-10.5
Souvenirs	3.2	2.8	13.2
<b>Lodging</b>	<b>113.6</b>	<b>94.3</b>	<b>20.5</b>
<b>All other expenses 1/</b>	<b>6.5</b>	<b>3.6</b>	<b>78.3</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 78. Europe MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>243.2</b>	<b>192.1</b>	<b>26.6</b>
<b>Total Food and beverage</b>	<b>54.0</b>	<b>39.9</b>	<b>35.2</b>
Restaurant food	38.7	24.0	61.2
Dinner shows and cruises	4.0	5.9	-31.2
Groceries and snacks	11.2	10.0	11.7
<b>Entertainment &amp; Recreation</b>	<b>22.2</b>	<b>22.6</b>	<b>-1.8</b>
Attractions/entertainment	7.9	2.6	205.4
Recreation	3.8	6.8	-44.1
Other activities & tours	10.5	9.1	15.7
<b>Total Transportation</b>	<b>31.4</b>	<b>27.2</b>	<b>15.4</b>
Interisland airfare	2.9	1.9	50.9
Ground transportation	6.9	3.6	92.0
Rental vehicles	18.4	17.0	8.3
Gasoline, parking, etc.	3.2	4.7	-31.8
<b>Total Shopping</b>	<b>18.0</b>	<b>11.5</b>	<b>56.8</b>
Fashion and clothing	7.1	6.7	5.7
Jewelry and watches	1.0	0.2	411.8
Cosmetics, perfume	0.1	0.3	-67.2
Leather goods	5.6	0.1	5,184.4
Hawai'i food products	1.8	1.7	7.7
Souvenirs	2.4	2.5	-4.4
<b>Lodging</b>	<b>108.4</b>	<b>87.5</b>	<b>23.9</b>
<b>All other expenses 1/</b>	<b>9.2</b>	<b>3.4</b>	<b>173.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 79. Oceania MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>295.6</b>	<b>284.7</b>	<b>3.8</b>
<b>Total Food and beverage</b>	<b>67.2</b>	<b>64.6</b>	<b>4.0</b>
Restaurant food	47.8	47.3	1.1
Dinner shows and cruises	6.1	5.0	21.3
Groceries and snacks	13.3	12.3	7.8
<b>Entertainment &amp; Recreation</b>	<b>28.1</b>	<b>26.4</b>	<b>6.7</b>
Attractions/entertainment	13.1	11.3	15.9
Recreation	5.8	6.1	-4.3
Other activities & tours	9.2	9.0	2.6
<b>Total Transportation</b>	<b>19.1</b>	<b>20.4</b>	<b>-6.8</b>
Interisland airfare	2.3	2.2	4.6
Ground transportation	6.1	5.5	12.1
Rental vehicles	9.7	11.6	-16.4
Gasoline, parking, etc.	0.9	1.2	-21.2
<b>Total Shopping</b>	<b>45.7</b>	<b>49.9</b>	<b>-8.3</b>
Fashion and clothing	30.4	32.5	-6.5
Jewelry and watches	2.9	3.3	-13.7
Cosmetics, perfume	2.4	2.6	-10.9
Leather goods	3.0	4.4	-33.1
Hawai'i food products	2.2	2.1	4.3
Souvenirs	4.9	4.8	2.3
<b>Lodging</b>	<b>123.3</b>	<b>114.8</b>	<b>7.3</b>
<b>All other expenses 1/</b>	<b>12.3</b>	<b>8.6</b>	<b>43.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 80. Other Asia MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>316.9</b>	<b>306.6</b>	<b>3.4</b>
<b>Total Food and beverage</b>	<b>73.6</b>	<b>59.8</b>	<b>23.0</b>
Restaurant food	57.4	47.5	20.7
Dinner shows and cruises	3.7	4.1	-8.5
Groceries and snacks	12.5	8.3	52.1
<b>Entertainment &amp; Recreation</b>	<b>34.1</b>	<b>30.6</b>	<b>11.6</b>
Attractions/entertainment	14.9	17.9	-16.9
Recreation	14.0	10.3	36.1
Other activities & tours	5.2	2.3	122.6
<b>Total Transportation</b>	<b>27.4</b>	<b>29.9</b>	<b>-8.2</b>
Interisland airfare	4.0	8.0	-50.1
Ground transportation	3.4	3.4	-0.2
Rental vehicles	18.5	17.2	7.4
Gasoline, parking, etc.	1.6	1.2	25.3
<b>Total Shopping</b>	<b>52.5</b>	<b>88.4</b>	<b>-40.6</b>
Fashion and clothing	23.3	28.3	-17.6
Jewelry and watches	1.9	8.4	-77.6
Cosmetics, perfume	1.1	6.7	-83.3
Leather goods	12.3	31.8	-61.2
Hawai'i food products	5.0	7.3	-31.5
Souvenirs	8.9	5.9	50.7
<b>Lodging</b>	<b>126.5</b>	<b>92.0</b>	<b>37.5</b>
<b>All other expenses 1/</b>	<b>2.8</b>	<b>5.9</b>	<b>-52.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 81. Latin America MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>313.5</b>	<b>249.0</b>	<b>25.9</b>
<b>Total Food and beverage</b>	<b>59.2</b>	<b>47.4</b>	<b>24.7</b>
Restaurant food	35.8	29.2	22.4
Dinner shows and cruises	15.4	8.5	81.2
Groceries and snacks	11.5	9.7	18.9
<b>Entertainment &amp; Recreation</b>	<b>36.6</b>	<b>24.2</b>	<b>51.2</b>
Attractions/entertainment	19.2	11.2	71.6
Recreation	4.2	8.9	-52.7
Other activities & tours	13.2	4.1	222.2
<b>Total Transportation</b>	<b>35.7</b>	<b>30.3</b>	<b>17.8</b>
Interisland airfare	6.5	7.5	-14.0
Ground transportation	7.4	2.8	167.4
Rental vehicles	20.5	18.7	9.6
Gasoline, parking, etc.	1.3	1.3	1.8
<b>Total Shopping</b>	<b>55.7</b>	<b>30.9</b>	<b>80.4</b>
Fashion and clothing	25.8	15.1	71.0
Jewelry and watches	9.8	2.9	244.0
Cosmetics, perfume	4.4	0.9	370.0
Leather goods	3.9	0.4	767.9
Hawai'i food products	3.4	3.3	4.6
Souvenirs	7.9	8.3	-4.6
<b>Lodging</b>	<b>111.2</b>	<b>99.0</b>	<b>12.4</b>
<b>All other expenses 1/</b>	<b>15.1</b>	<b>17.2</b>	<b>-12.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 82. Other MMA Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>242.3</b>	<b>246.1</b>	<b>-1.5</b>
<b>Total Food and beverage</b>	<b>59.6</b>	<b>57.6</b>	<b>3.5</b>
Restaurant food	39.3	37.3	5.5
Dinner shows and cruises	4.0	5.7	-29.5
Groceries and snacks	16.3	14.6	11.3
<b>Entertainment &amp; Recreation</b>	<b>20.0</b>	<b>27.3</b>	<b>-26.8</b>
Attractions/entertainment	10.2	6.9	47.6
Recreation	3.6	9.9	-63.9
Other activities & tours	6.2	9.9	-37.3
<b>Total Transportation</b>	<b>23.2</b>	<b>34.2</b>	<b>-32.2</b>
Interisland airfare	1.7	2.4	-32.3
Ground transportation	4.5	5.0	-10.7
Rental vehicles	13.7	21.7	-36.8
Gasoline, parking, etc.	3.3	5.0	-33.9
<b>Total Shopping</b>	<b>28.2</b>	<b>29.8</b>	<b>-5.4</b>
Fashion and clothing	14.4	13.2	9.7
Jewelry and watches	3.1	0.7	332.3
Cosmetics, perfume	1.1	2.9	-61.8
Leather goods	2.2	3.4	-36.4
Hawai'i food products	2.7	3.0	-9.4
Souvenirs	4.5	6.5	-30.0
<b>Lodging</b>	<b>102.7</b>	<b>90.2</b>	<b>13.8</b>
<b>All other expenses 1/</b>	<b>8.7</b>	<b>7.1</b>	<b>23.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures



**Table 83. China Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>353.0</b>	<b>341.3</b>	<b>3.4</b>
<b>Total Food and beverage</b>	<b>64.5</b>	<b>52.8</b>	<b>22.1</b>
Restaurant food	45.2	42.9	5.4
Dinner shows and cruises	2.0	3.3	-41.0
Groceries and snacks	2.9	6.6	-56.0
<b>Entertainment &amp; Recreation</b>	<b>41.0</b>	<b>35.9</b>	<b>14.3</b>
Attractions/entertainment	9.9	22.6	-56.2
Recreation	2.4	10.3	-77.1
Other activities & tours	8.6	2.9	192.3
<b>Total Transportation</b>	<b>49.4</b>	<b>37.5</b>	<b>31.5</b>
Interisland airfare	8.2	13.7	-40.3
Ground transportation	3.2	4.9	-33.8
Rental vehicles	24.7	17.2	43.5
Gasoline, parking, etc.	4.1	1.7	143.1
<b>Total Shopping</b>	<b>63.1</b>	<b>109.8</b>	<b>-42.5</b>
Fashion and clothing	26.3	39.9	-34.1
Jewelry and watches	0.5	20.3	-97.3
Cosmetics, perfume	2.3	14.5	-83.9
Leather goods	8.3	24.6	-66.2
Hawai'i food products	8.0	6.3	27.3
Souvenirs	7.0	4.2	65.7
<b>Lodging</b>	<b>131.8</b>	<b>96.9</b>	<b>36.1</b>
<b>All other expenses 1/</b>	<b>3.1</b>	<b>8.4</b>	<b>-63.1</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 84. Korea Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>315.8</b>	<b>293.1</b>	<b>7.7</b>
<b>Total Food and beverage</b>	<b>74.2</b>	<b>72.9</b>	<b>1.9</b>
Restaurant food	57.8	56.4	2.5
Dinner shows and cruises	3.5	2.9	19.3
Groceries and snacks	12.9	13.5	-4.5
<b>Entertainment &amp; Recreation</b>	<b>34.2</b>	<b>28.6</b>	<b>19.5</b>
Attractions/entertainment	14.5	10.6	37.0
Recreation	14.8	13.1	13.6
Other activities & tours	4.9	5.0	-2.3
<b>Total Transportation</b>	<b>25.9</b>	<b>27.0</b>	<b>-4.1</b>
Interisland airfare	3.6	2.8	25.4
Ground transportation	3.4	3.2	4.6
Rental vehicles	17.6	19.5	-9.9
Gasoline, parking, etc.	1.4	1.9	-23.9
<b>Total Shopping</b>	<b>51.9</b>	<b>51.8</b>	<b>0.3</b>
Fashion and clothing	22.4	22.0	2.1
Jewelry and watches	1.9	1.0	98.4
Cosmetics, perfume	1.1	1.6	-34.5
Leather goods	12.8	13.7	-6.6
Hawai'i food products	4.9	5.3	-7.2
Souvenirs	8.8	8.2	7.3
<b>Lodging</b>	<b>126.8</b>	<b>110.1</b>	<b>15.2</b>
<b>All other expenses 1/</b>	<b>2.8</b>	<b>2.8</b>	<b>0.7</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 85. Taiwan Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>265.4</b>	<b>246.9</b>	<b>7.5</b>
<b>Total Food and beverage</b>	<b>52.3</b>	<b>50.5</b>	<b>3.5</b>
Restaurant food	20.0	38.1	-47.5
Dinner shows and cruises	10.3	4.5	130.3
Groceries and snacks	9.9	8.0	23.9
<b>Entertainment &amp; Recreation</b>	<b>23.6</b>	<b>23.1</b>	<b>2.3</b>
Attractions/entertainment	5.4	13.8	-60.4
Recreation	6.3	7.6	-16.2
Other activities & tours	8.2	1.7	369.5
<b>Total Transportation</b>	<b>28.7</b>	<b>27.7</b>	<b>3.4</b>
Interisland airfare	3.3	7.7	-57.0
Ground transportation	3.5	3.8	-8.0
Rental vehicles	19.7	14.9	31.8
Gasoline, parking, etc.	1.3	1.3	4.5
<b>Total Shopping</b>	<b>41.3</b>	<b>62.7</b>	<b>-34.1</b>
Fashion and clothing	15.7	27.8	-43.6
Jewelry and watches	1.4	3.7	-61.1
Cosmetics, perfume	1.8	4.4	-59.7
Leather goods	3.2	10.6	-70.0
Hawai'i food products	9.4	9.9	-4.9
Souvenirs	2.1	6.3	-65.9
<b>Lodging</b>	<b>118.2</b>	<b>75.3</b>	<b>57.0</b>
<b>All other expenses 1/</b>	<b>1.3</b>	<b>7.6</b>	<b>-83.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 86. Australia Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>301.8</b>	<b>292.1</b>	<b>3.3</b>
<b>Total Food and beverage</b>	<b>70.5</b>	<b>66.0</b>	<b>6.8</b>
Restaurant food	51.5	48.7	5.7
Dinner shows and cruises	6.7	5.3	25.9
Groceries and snacks	12.3	12.0	2.8
<b>Entertainment &amp; Recreation</b>	<b>29.4</b>	<b>27.9</b>	<b>5.2</b>
Attractions/entertainment	13.8	12.0	14.8
Recreation	5.4	6.2	-12.7
Other activities & tours	10.1	9.7	4.8
<b>Total Transportation</b>	<b>19.3</b>	<b>21.2</b>	<b>-8.6</b>
Interisland airfare	2.4	2.4	2.7
Ground transportation	6.3	5.6	12.8
Rental vehicles	9.7	11.9	-18.8
Gasoline, parking, etc.	0.9	1.2	-29.2
<b>Total Shopping</b>	<b>43.7</b>	<b>49.1</b>	<b>-11.0</b>
Fashion and clothing	27.3	30.9	-11.9
Jewelry and watches	3.0	3.6	-16.4
Cosmetics, perfume	2.5	2.6	-3.3
Leather goods	2.9	4.7	-38.4
Hawai'i food products	2.2	2.1	6.5
Souvenirs	5.8	5.2	11.3
<b>Lodging</b>	<b>126.3</b>	<b>118.8</b>	<b>6.3</b>
<b>All other expenses 1/</b>	<b>12.6</b>	<b>9.2</b>	<b>36.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 87. New Zealand Air Visitor Personal Daily Spending: 2023 vs. 2022  
by Category in Dollars**

<b>Expenditure Type</b>	<b>2023</b>	<b>2022</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>280.6</b>	<b>251.9</b>	<b>11.4</b>
<b>Total Food and beverage</b>	<b>60.4</b>	<b>57.2</b>	<b>5.6</b>
Restaurant food	40.7	40.7	0.0
Dinner shows and cruises	5.3	3.5	52.7
Groceries and snacks	14.4	13.0	10.7
<b>Entertainment &amp; Recreation</b>	<b>26.1</b>	<b>20.6</b>	<b>26.2</b>
Attractions/entertainment	11.5	9.1	26.7
Recreation	6.5	5.6	15.5
Other activities & tours	8.0	5.9	35.7
<b>Total Transportation</b>	<b>18.1</b>	<b>17.3</b>	<b>4.8</b>
Interisland airfare	1.9	1.9	-0.3
Ground transportation	5.6	4.7	19.3
Rental vehicles	9.5	9.7	-1.3
Gasoline, parking, etc.	1.0	1.0	5.0
<b>Total Shopping</b>	<b>49.0</b>	<b>54.2</b>	<b>-9.6</b>
Fashion and clothing	35.7	39.7	-10.2
Jewelry and watches	2.4	2.7	-8.4
Cosmetics, perfume	2.2	3.0	-24.4
Leather goods	2.5	3.2	-23.3
Hawai'i food products	2.3	2.1	10.9
Souvenirs	3.8	3.5	9.1
<b>Lodging</b>	<b>117.1</b>	<b>96.4</b>	<b>21.4</b>
<b>All other expenses 1/</b>	<b>9.9</b>	<b>6.2</b>	<b>61.3</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 88. 2023 Air Visitor Personal Daily Spending by Island: 2023 vs. 2022  
by Category in Dollars**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>219.4</b>	<b>287.1</b>	<b>188.3</b>	<b>626.1</b>	<b>263.8</b>	<b>216.1</b>
<b>Total Food and beverage</b>	<b>45.9</b>	<b>55.9</b>	<b>21.1</b>	<b>111.5</b>	<b>50.7</b>	<b>45.7</b>
Restaurant food	29.9	34.6	8.7	87.7	32.2	30.0
Dinner shows and cruises	6.3	7.2	1	3	5.3	3.4
Groceries and snacks	9.7	14.0	11.8	20.8	13.2	12.3
<b>Entertainment &amp; Recreation</b>	<b>21.8</b>	<b>23.7</b>	<b>10.2</b>	<b>75.8</b>	<b>24.7</b>	<b>19.9</b>
<b>Total Transportation</b>	<b>17.5</b>	<b>26.0</b>	<b>34.3</b>	<b>40.6</b>	<b>28.9</b>	<b>29.7</b>
Interisland airfare	1.3	1.6	7.2	16.5	2.3	3.6
Ground transportation	2.6	1.1	0.6	3.3	0.9	1.0
Rental vehicles	12.3	21.8	26.1	20.0	24.7	23.0
Gasoline, parking, etc.	1.3	1.5	0.5	0.9	1.1	2.1
<b>Total Shopping</b>	<b>27.9</b>	<b>21.1</b>	<b>26.6</b>	<b>40.7</b>	<b>17.7</b>	<b>17.0</b>
Fashion and clothing	9.4	8.6	5.7	16.6	7.1	5.8
Jewelry and watches	2.9	2.9	17.1	11	3.2	1.9
Cosmetics, perfume	1.1	0.3	0.0	0	0.2	0.3
Leather goods	5.6	1.5	0	0	0.2	0.2
Hawai'i food products	3.7	2.8	1.3	5.6	3.0	4.5
Souvenirs	5.3	5.1	2.4	6.9	4.0	4.3
<b>Lodging</b>	<b>97.9</b>	<b>151.1</b>	<b>91.2</b>	<b>316.2</b>	<b>133.1</b>	<b>96.0</b>
<b>All other expenses 1/</b>	<b>8.5</b>	<b>9.2</b>	<b>4.8</b>	<b>41.3</b>	<b>8.6</b>	<b>7.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 89. Air Visitor Personal Daily Spending by Island by Category**  
**Percent change 2023 vs. 2022**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>-8.7</b>	<b>17.5</b>	<b>23.2</b>	<b>16.1</b>	<b>23.8</b>	<b>9.2</b>
<b>Total Food and beverage</b>	<b>-8.7</b>	<b>21.0</b>	<b>-3.9</b>	<b>-13.3</b>	<b>21.3</b>	<b>13.2</b>
Restaurant food	-10.7	18.0	57.2	-15.5	24.4	17.0
Dinner shows and cruises	-0.2	23.6	NA	NA	-1.1	25.4
Groceries and snacks	-7.7	27.6	-28.3	-16.6	24.9	2.4
<b>Entertainment &amp; Recreation</b>	<b>-8.9</b>	<b>17.5</b>	<b>80.2</b>	<b>117.2</b>	<b>13.1</b>	<b>4.9</b>
<b>Total Transportation</b>	<b>-17.9</b>	<b>-1.8</b>	<b>10.6</b>	<b>-14.3</b>	<b>-3.6</b>	<b>-0.1</b>
Interisland airfare	46.9	5.2	10.6	219.9	-16.2	26.0
Ground transportation	1.9	13.2	-2.5	100.8	-9.9	12.3
Rental vehicles	-24.0	-3.5	12.2	-44.7	-1.8	-3.9
Gasoline, parking, etc.	-23.9	7.0	-30.7	-80.8	-9.4	2.2
<b>Total Shopping</b>	<b>-13.8</b>	<b>18.6</b>	<b>295.9</b>	<b>90.9</b>	<b>31.4</b>	<b>12.3</b>
Fashion and clothing	-19.7	17.5	217.3	1.4	21.2	12.6
Jewelry and watches	-16.3	17.1	2,403.1	NA	55.3	17.8
Cosmetics, perfume	2.2	11.6	-59.6	NA	120.5	21.4
Leather goods	-3.9	32.8	NA	NA	77.7	28.4
Hawai'i food products	-10.3	18.8	-54.9	1,408.8	18.1	9.6
Souvenirs	-15.9	17.7	106.8	49.9	43.4	11.5
<b>Lodging</b>	<b>-6.9</b>	<b>18.1</b>	<b>10.5</b>	<b>7.0</b>	<b>31.7</b>	<b>8.3</b>
<b>All other expenses 1/</b>	<b>15.1</b>	<b>62.3</b>	<b>-1.1</b>	<b>254.9</b>	<b>76.4</b>	<b>54.5</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures

**Table 90. Air Visitor Personal Daily Spending by MMA and Trip Characteristics: 2023 vs 2022**

Expenditure Type	Total*		U.S. West		U.S. East		Japan		Canada	
	2023	2022	2023	2022	2023	2022	2023	2022	2023	2022
<b>ALL VISITORS</b>	<b>241.2</b>	<b>231.9</b>	<b>225.4</b>	<b>221.8</b>	<b>262.6</b>	<b>252.1</b>	<b>240.5</b>	<b>235.4</b>	<b>220.3</b>	<b>189.8</b>
Group tour status:										
Organized group tour	275.1	293.4	252.9	262.7	344.1	276.0	257.6	271.7	276.3	219.5
Individually arranged	238.5	198.7	224.0	221.0	250.0	248.7	242.8	233.0	215.6	187.9
Arrived on package tour:										
Yes	299.4	235.3	217.7	223.2	243.5	252.7	294.3	293.9	250.9	208.8
No	233.2	196.4	225.1	221.0	253.6	248.5	216.1	218.8	210.1	184.3
Accommodations:										
Hotel	265.9	226.4	268.4	267.3	301.3	294.2	276.4	274.3	252.3	215.2
Condo	246.5	206.7	245.2	235.1	271.9	270.5	202.9	206.0	223.7	201.7
Guests of friends and relatives	177.4	85.1	105.3	99.3	107.3	109.3	123.8	141.2	105.0	98.5
Timeshare	179.3	144.6	168.3	220.8	195.2	189.2	146.4	153.7	151.9	139.0
Rental House	253.8	201.6	234.2	218.0	255.5	240.4	150.1	179.5	208.3	171.9
Previous visits:										
First trip	247.8	233.9	229.6	226.5	270.3	266.9	281.2	274.5	231.9	215.0
Repeat visitors	235.1	187.5	221.3	218.4	231.5	229.2	234.6	225.7	215.1	179.8
Purpose of trip:										
Pleasure	238.4	199.9	228.5	226.8	253.9	253.7	229.3	223.1	215.7	188.1
Business, meetings, Conventions, incentive Honeymoon	270.1 313.0	287.7 373.0	284.2 332.3	263.0 311.2	314.5 372.8	290.6 360.7	276.8 332.8	273.4 315.0	323.0 336.8	201.6 252.1



**Table 91. 2023 Meeting, Convention, and Incentive (MCI) Air Visitor Characteristics and Spending**

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON		TOTAL SUPPLEMENTAL BUSINESS SPENDING \$	TOTAL SPENDING \$
					PER DAY PERSONAL SPENDING \$	TOTAL PERSONAL SPENDING \$		
<b>Convention/Conference</b>	<b>214,380</b>							<b>\$609,866,468</b>
Party Size	1.88							
Delegates	114,131	4.00	4.05	8.05	\$286.4	\$263,044,257	\$116,039,103	\$379,083,360
Companions	100,249	4.00	4.05	8.05		\$230,783,108		\$230,783,108
<b>Corporate Meeting</b>	<b>78,975</b>							<b>\$215,690,766</b>
Party Size	1.74							
Delegates	45,455	3.00	4.74	7.74	\$325.8	\$114,683,702	\$15,988,802	\$130,672,504
Companions	33,520	3.00	4.74	7.74		\$85,018,262		\$85,018,262
<b>Incentive</b>	<b>107,853</b>							<b>\$215,913,745</b>
Party Size	2.39							
Delegates	45,050		6.91	6.91	\$302.8	\$94,228,852		\$94,228,852
Companions	62,802		6.91	6.91		\$121,684,893		\$121,684,893
<b>MCI TOTAL</b>						<b>\$909,443,074</b>	<b>\$132,027,905</b>	<b>\$1,041,470,979</b>

**Table 92. 2023 Cruise Ship Visitors**

2023	SHIP ARRIVALS FROM OUT-OF-STATE	ARRIVED BY SHIPS	ARRIVED BY AIR 1/	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	8	16,703	8,962	12	25,665	6.75	173,193
FEBRUARY	9	20,140	9,563	13	29,703	6.38	189,470
MARCH	3	8,553	9,826	7	18,379	7.75	142,384
APRIL	12	21,296	14,079	17	35,375	6.97	246,494
MAY	4	11,077	10,132	8	21,209	8.27	175,466
JUNE	1	3,247	10,152	5	13,399	8.65	115,946
JULY	2	4,935	13,007	7	17,942	8.35	149,898
AUGUST	1	3,140	9,988	5	13,128	8.97	117,770
SEPTEMBER	4	8,143	13,215	9	21,358	8.14	173,899
OCTOBER	17	34,251	10,627	21	44,879	5.95	266,820
NOVEMBER	6	10,936	11,708	10	22,644	7.52	170,284
DECEMBER	7	15,191	11,953	12	27,143	7.14	193,791
<b>TOTAL</b>	<b>74</b>	<b>157,612</b>	<b>133,212</b>	<b>126</b>	<b>290,824</b>	<b>7.27</b>	<b>2,115,415</b>

**Table 93. Cruise Ship Visitors Percent change: 2023 vs. 2022**

	SHIP ARRIVALS FROM OUT-OF-STATE	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	14.3	138.8	NA	71.4	266.9	29.2	374.2
FEBRUARY	125.0	190.4	NA	225.0	328.3	15.7	395.8
MARCH	50.0	166.8	NA	250.0	473.3	57.9	805.2
APRIL	140.0	145.9	218.8	88.9	170.5	-2.9	162.6
MAY	100.0	396.5	20.3	33.3	99.1	-14.2	70.8
JUNE	0.0	190.3	94.3	0.0	111.3	-9.3	91.7
JULY	NA	NA	143.1	40.0	235.4	-23.3	157.2
AUGUST	NA	NA	125.9	25.0	196.9	-13.2	157.5
SEPTEMBER	-20.0	-29.0	154.1	0.0	28.1	12.6	44.3
OCTOBER	6.3	9.8	-0.4	0.0	7.2	-8.5	-2.0
NOVEMBER	20.0	10.8	42.2	11.1	25.1	5.1	31.5
DECEMBER	40.0	11.5	21.1	20.0	15.6	-1.7	13.6
<b>TOTAL</b>	<b>42.3</b>	<b>65.4</b>	<b>115.5</b>	<b>38.5</b>	<b>85.1</b>	<b>-0.1</b>	<b>84.9</b>

Table 94. 2023 Total Cruise Ship Passengers by MMA

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawaii Residents	Total Passengers
<b>Total Passengers</b>	290,824	79,791	122,523	30,464	28,516	13,520	16,010	4,000	294,824
<b>Island Visitation (Number of Passengers)</b>									
Oahu	290,824	79,791	122,523	30,464	28,516	13,520	16,010	4,000	294,824
Kauai	224,126	57,322	105,902	19,673	19,828	8,388	13,013	3,788	227,914
Mauai County	222,677	57,674	104,346	20,374	17,892	9,846	12,545	3,610	226,287
Mauai	222,317	57,562	104,264	20,290	17,892	9,822	12,487	3,610	225,927
Molokai	3,779	1,435	1,368	313	305	116	242	17	3,796
Lana'i	6,085	2,351	1,840	483	795	243	373	17	6,102
Hawaii Island	269,955	76,688	119,116	28,401	18,490	11,979	15,281	3,944	273,899
<b>Purpose of Trip (Number of Passengers)</b>									
Honeymoon	5,345	1,247	2,620	622	127	448	281	32	5,377
Get Married	737	194	334	50	45	80	34	0	737
Attend Wedding	1,038	563	333	72	36	18	16	0	1,038
Convention / Conference	1,697	543	1,021	73	13	0	47	19	1,716
Business	2,081	848	1,066	30	0	0	137	128	2,209
Visit Friends or Relatives	25,286	12,472	9,498	1,679	509	184	944	1,170	26,456
Play Golf	4,146	782	2,459	359	189	161	196	133	4,279
Leisure	253,399	64,696	106,248	27,721	27,618	12,662	14,454	2,633	256,032
<b>Type of Accommodation Before or After Cruise (Number of Passengers)</b>									
Hotel	145,036	28,660	78,866	15,409	10,160	3,986	7,955	24	145,060
Hotel only	129,357	22,390	73,339	13,702	9,061	3,716	7,149	6	129,363
Condo	10,567	4,440	3,597	1,442	540	212	336	14	10,581
Condo only	3,858	1,393	1,356	727	135	96	161	14	3,872
Timeshare	9,442	3,915	3,586	785	509	222	425	17	9,459
Timeshare Only	3,873	1,319	1,853	348	113	49	191	0	3,873
Cruise only	124,111	43,820	35,609	12,582	16,499	8,592	7,009	3,802	127,913
Bed & Breakfast	3,203	909	933	482	236	240	403	0	3,203
Bed & Breakfast only	774	285	241	67	31	94	56	0	774
Friends & relatives	7,281	3,987	2,382	443	219	64	186	83	7,364
Other accommodation	14,023	3,423	4,847	2,081	2,214	712	746	113	14,136
<b>Average Length of Stay (days)</b>									
Total Length of Stay in Hawaii	7.27	6.56	8.36	6.87	5.77	5.71	8.85	6.53	7.26
LOS in Hawaii Before Cruise	1.10	0.74	1.52	0.89	0.85	0.88	1.33	0.00	1.09
LOS in Hawaii During Cruise	5.19	4.74	5.95	4.78	4.03	4.35	6.14	6.53	5.21
LOS in Hawaii After Cruise	0.98	1.08	0.89	1.19	0.90	0.68	1.38	0.00	0.97
<b>Type of Visitors</b>									
First Timers	123,879	13,787	65,640	13,469	10,988	10,362	9,623	1,170	141,136
Repeat Visitors	166,945	66,004	56,883	16,995	17,518	3,158	6,387	2,830	153,688
<b>Expenditures</b>									
Total Expenditures (All cruise visitors, in \$million)	603.6	118.6	372.5	45.3	22.9	15.0	29.3		
Per Person Per Day (All cruise visitors, \$)	285.4	226.6	363.8	216.6	139.2	194.6	249.9		
PPPD (On domestic ships, \$)	404.9	381.4	440.3	424.1	161.4	352.6	366.2		
PPPD (On foreign ships, \$)	95.4	91.5	95.2	90.5	117.5	90.2	99.7		

**Table 95. 2023 Cruise Visitor Personal Daily Spending – All Cruise Visitors in Dollars and Percent Change vs 2022**

Expenditure Type	State	%Change	O'ahu	%Change	Maui	%Change	Kauai	%Change	Hawaii	Island	%Change
<b>Total per person per day spending</b>	<b>295.2</b>	<b>10.0</b>	<b>154.0</b>	<b>-1.0</b>	<b>77.1</b>	<b>-9.6</b>	<b>74.6</b>	<b>12.6</b>	<b>83.1</b>	<b>20.6</b>	
<b>Lodging</b>	<b>24.9</b>	<b>-5.5</b>	<b>48.3</b>	<b>-10.0</b>	<b>12.9</b>	<b>-5.6</b>	<b>11.8</b>	<b>15.8</b>	<b>9.0</b>	<b>16.7</b>	
<b>Food &amp; beverages</b>	<b>18.3</b>	<b>-0.9</b>	<b>29.7</b>	<b>-7.4</b>	<b>10.9</b>	<b>-8.9</b>	<b>9.3</b>	<b>3.3</b>	<b>12.8</b>	<b>35.4</b>	
Restaurant	13.3	4.8	21.2	-3.1	8.5	6.6	6.8	15.0	9.4	36.0	
Dinner shows	2.3	-17.5	4.8	-24.0	0.8	-39.0	1.2	38.6	0.7	8.5	
Groceries/snacks	2.7	-9.7	3.8	-4.4	1.6	-39.6	1.4	-40.3	2.8	41.6	
<b>Entertainment and Recreation</b>	<b>6.3</b>	<b>-2.8</b>	<b>9.7</b>	<b>-12.3</b>	<b>3.7</b>	<b>-14.0</b>	<b>4.3</b>	<b>23.1</b>	<b>4.4</b>	<b>41.1</b>	
<b>Shore Tour</b>	<b>23.8</b>	<b>8.9</b>	<b>19.8</b>	<b>12.2</b>	<b>25.1</b>	<b>2.8</b>	<b>26.9</b>	<b>12.4</b>	<b>26.1</b>	<b>13.1</b>	
<b>Total Transportation</b>	<b>11.3</b>	<b>0.6</b>	<b>16.3</b>	<b>1.0</b>	<b>8.1</b>	<b>-21.0</b>	<b>7.9</b>	<b>8.9</b>	<b>8.4</b>	<b>20.3</b>	
Inter-island airfare	1.5	-24.5	1.7	-8.5	1.2	-29.0	1.4	-35.5	1.2	-35.9	
Ground transportation	4.7	33.6	8.1	34.3	2.5	1.0	2.1	29.5	3.2	65.2	
Rental car/moped	4.5	-10.5	5.7	-20.2	3.8	-24.5	3.8	21.8	3.5	24.4	
Other transportation	0.7	-14.4	0.8	-25.6	0.5	-44.7	0.6	63.9	0.5	52.1	
<b>Total Shopping</b>	<b>19.4</b>	<b>12.9</b>	<b>25.2</b>	<b>18.2</b>	<b>13.7</b>	<b>-14.9</b>	<b>12.0</b>	<b>18.1</b>	<b>19.2</b>	<b>28.5</b>	
Fashion & clothing	7.0	16.7	10.0	25.8	4.9	-23.6	4.3	34.6	5.5	38.2	
Jewelry/watch	2.5	-2.1	3.1	0.2	2.4	3.8	1.9	-24.2	2.1	-0.3	
Cosmetics/perfumes	0.6	55.1	1.0	158.3	0.4	-50.1	0.2	261.6	0.4	38.9	
Leather goods	0.7	41.7	1.3	25.7	0.5	186.6	0.2	144.2	0.4	39.5	
Hawaii food products	3.0	-3.0	3.1	-5.7	1.3	-36.3	1.5	3.9	5.0	21.5	
Souvenirs	5.6	20.4	6.7	20.0	4.3	-3.7	4.0	36.1	5.9	38.7	
<b>All other spending outside ship</b>	<b>3.6</b>	<b>0.9</b>	<b>5.0</b>	<b>33.5</b>	<b>2.6</b>	<b>-41.6</b>	<b>2.3</b>	<b>8.1</b>	<b>3.1</b>	<b>-11.5</b>	
<b>Unallocated and on ship spending 1/</b>	<b>187.5</b>	<b>15.0</b>									

Table 96. Total Air Seats Operated to Hawaii i: 2023 vs. 2022

DepCityName	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE			
	2023	2022R %Chge	2023	2022R %Chge	2023	2022 %Chge	2023	2022R %Chge	2023	2022 %Chge	2023	2022 %Chge		
<b>TOTAL</b>	<b>13,122,041</b>	<b>2.9</b>	<b>7,932,570</b>	<b>6,910,558</b>	<b>14.8</b>	<b>2,819,178</b>	<b>3,290,742</b>	<b>-14.3</b>	<b>1,390,182</b>	<b>1,357,624</b>	<b>2.4</b>	<b>978,949</b>	<b>1,146,335</b>	<b>-14.6</b>
<b>SCHEDULES</b>	<b>13,077,026</b>	<b>2.8</b>	<b>7,901,652</b>	<b>6,892,783</b>	<b>14.6</b>	<b>2,817,311</b>	<b>3,287,123</b>	<b>-14.3</b>	<b>1,378,492</b>	<b>1,350,013</b>	<b>2.1</b>	<b>978,409</b>	<b>1,145,016</b>	<b>-14.6</b>
<b>CHARTERS</b>	<b>45,015</b>	<b>48.4</b>	<b>30,918</b>	<b>17,775</b>	<b>73.9</b>	<b>1,867</b>	<b>3,619</b>	<b>-48.4</b>	<b>11,690</b>	<b>7,611</b>	<b>53.6</b>	<b>540</b>	<b>1,319</b>	<b>-59.1</b>

2022R = Statistics were revised from the 2022 Annual Visitors Research Report to include additional domestic charter information for Kona and Honolulu.  
 Source: Scheduled seats from Dilo MI schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

Table 97. Domestic Air Seats Operated To Hawaii i: 2023 vs. 2022

DepCityName	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE				
	2023	2022R %Chge	2023	2022R %Chge	2023	2022 %Chge	2023	2022R %Chge	2023	2022 %Chge	2023	2022 %Chge			
<b>DOMESTIC</b>	<b>10,695,390</b>	<b>-3.6</b>	<b>5,773,928</b>	<b>5,552,643</b>	<b>4.0</b>	<b>2,625,789</b>	<b>3,065,230</b>	<b>-14.3</b>	<b>1,334,210</b>	<b>1,312,247</b>	<b>1.7</b>	<b>960,331</b>	<b>1,120,757</b>	<b>-14.3</b>	
<b>SCHEDULES</b>	<b>10,663,732</b>	<b>-3.7</b>	<b>5,755,159</b>	<b>5,543,361</b>	<b>3.8</b>	<b>2,623,892</b>	<b>3,061,611</b>	<b>-14.3</b>	<b>1,323,728</b>	<b>1,304,636</b>	<b>1.5</b>	<b>959,791</b>	<b>1,119,438</b>	<b>-14.3</b>	
<b>CHARTERS</b>	<b>31,658</b>	<b>45.0</b>	<b>18,769</b>	<b>9,282</b>	<b>102.2</b>	<b>1,867</b>	<b>3,619</b>	<b>-48.4</b>	<b>10,482</b>	<b>7,611</b>	<b>37.7</b>	<b>540</b>	<b>1,319</b>	<b>-59.1</b>	
<b>US WEST</b>	<b>9,438,011</b>	<b>-3.8</b>	<b>4,721,590</b>	<b>4,579,920</b>	<b>3.1</b>	<b>2,442,360</b>	<b>2,782,144</b>	<b>-12.2</b>	<b>1,313,108</b>	<b>1,284,577</b>	<b>2.2</b>	<b>959,791</b>	<b>1,119,438</b>	<b>-14.3</b>	
Anchorage	93,657	48.962	91.3	62,271	31,830	95.6	15,155	9,063	67.2	16,231	8,069	101.2	62,644	61,178	2.4
Denver	406,386	370.093	9.8	161,988	129,320	25.3	105,249	114,229	-7.9	76,505	65,366	17.0	63,875	51,975	22.9
Everett	7,972	0	NA	7,972	0	NA	NA	NA	NA	NA	NA	NA	63,875	51,975	22.9
Las Vegas	661,959	609.665	8.6	378,851	362,684	4.5	155,358	146,531	6.0	63,875	48,475	31.8	292,483	329,919	-11.3
Long Beach	217,728	241,346	-9.8	128,730	131,943	-2.4	88,998	109,403	-18.7	1,162	47,433	-97.6	112,826	131,929	-14.5
Los Angeles	2,414,294	2,683,415	-10.0	1,258,089	1,259,210	-0.1	534,925	674,078	-20.6	327,635	372,775	-12.1	74,480	86,205	-13.6
Oakland	567,435	616,651	-8.0	213,704	217,343	-1.7	177,205	193,662	-8.5	63,700	73,717	-13.6	7,950	29,415	-73.0
Ontario	68,229	68,607	-0.6	68,229	68,607	-0.6	NA	NA	NA	NA	NA	NA	NA	NA	NA
Phoenix	573,043	638,742	-10.3	289,826	300,630	-3.6	133,473	163,210	-18.2	75,264	88,697	-15.1	42,135	62,913	-33.0
Portland	362,476	333,396	8.7	169,803	153,430	10.7	120,648	120,607	0.0	64,075	29,944	114.0	88,161	117,494	-25.0
Sacramento	263,810	296,234	-10.9	162,037	160,960	0.7	101,773	123,899	-17.9	0	11,375	-100.0	78,801	86,444	-8.8
Salt Lake City	100,769	121,205	-16.9	76,977	90,449	-14.9	23,792	30,756	-22.6	0	21,934	-100.0	136,436	161,966	-15.8
San Diego	506,799	563,337	-10.0	287,263	285,629	0.6	118,881	155,851	-23.7	58,520	58,944	-0.7	42,135	62,913	-33.0
San Francisco	1,290,796	1,388,600	-7.0	663,387	667,789	-0.7	349,809	400,231	-12.6	189,439	203,086	-6.7	88,161	117,494	-25.0
San Jose	637,643	654,909	-2.6	252,656	247,030	2.3	190,027	214,268	-11.3	116,159	107,167	8.4	78,801	86,444	-8.8
Santa Ana	1,008	32,634	-96.9	1,008	32,634	-96.9	NA	NA	NA	NA	NA	NA	NA	NA	NA
Seattle	1,264,007	1,145,716	10.3	538,799	440,432	22.3	327,067	326,356	0.2	261,705	216,962	20.6	136,436	161,966	-15.8
<b>US EAST</b>	<b>1,225,721</b>	<b>1,262,967</b>	<b>-2.9</b>	<b>1,033,569</b>	<b>963,441</b>	<b>7.3</b>	<b>181,532</b>	<b>279,467</b>	<b>15.6</b>	<b>20,059</b>	<b>20,059</b>	<b>0.0</b>			
Atlanta	128,693	110,144	16.8	105,851	96,864	7.1	22,842	11,280	102.5						
Austin	46,704	42,812	9.1	46,704	42,812	9.1									
Boston	60,882	58,102	4.8	60,882	58,102	4.8									
Charlotte	0	546	-100.0	0	546	-100.0									
Chicago	161,139	210,990	-23.6	114,798	115,634	-0.7	35,721	76,116	-53.1	10,620	19,240	-44.8			
Dallas	283,842	369,435	-23.2	164,046	194,748	-15.8	119,796	173,868	-31.1	0	819	-100.0			
Detroit	78,588	9,453	731.4	78,588	9,453	731.4									
Houston	131,040	116,614	12.4	131,040	116,614	12.4									
Minneapolis	77,910	78,401	-0.6	77,910	78,401	-0.6									
New York JFK	162,715	104,079	56.3	162,715	104,079	56.3	3,173	18,203	-82.6						
Newark	66,479	99,947	-33.5	63,306	81,744	-22.6									
Orlando	0	30,302	-100.0	0	30,302	-100.0									
Washington D.C.	27,729	32,142	-13.7	27,729	32,142	-13.7									

2022R = Statistics were revised from the 2022 Annual Visitors Research Report to include additional domestic charter information for Kona and Honolulu.  
 Source: Scheduled seats from Dilo MI schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

Table 98. International Air Seats Operated To Hawaii i: 2023 vs. 2022

DepCityName	STATEWIDE			HONOLULU			KAHALUI			KONA			HILO			LIHUE		
	2023	2022	% Chge	2023	2022	% Chge	2023	2022	% Chge	2023	2022	% Chge	2023	2022	% Chge	2023	2022	% Chge
<b>INTERNATIONAL SCHEDULES</b>	2,426,651	1,654,382	46.7	2,186,642	1,357,915	59.0	193,419	225,512	-14.2	55,972	45,377	23.3	18,618	25,578	-27.2	18,618	25,578	-27.2
<b>CHARTERS</b>	13,357	8,493	57.3	12,149	8,493	43.0	193,419	225,512	-14.2	54,764	45,377	20.7	18,618	25,578	-27.2	18,618	25,578	-27.2
<b>JAPAN</b>	1,063,623	479,146	122.0	1,053,480	472,977	122.7	10,143	6,169	64.4	1,208	0	NA	10,143	6,169	64.4			
Fukuoka	29,190	0	NA	29,190	0	NA												
Nagoya	25,308	5,931	326.7	25,308	5,931	326.7												
Osaka	135,053	56,620	138.5	135,053	56,620	138.5				2,780	0	NA						
Tokyo HND	4,18,754	187,045	123.9	4,15,974	187,045	122.4				7,363	6,169	19.4						
Tokyo NRT	455,318	229,550	98.4	447,955	223,381	100.5												
<b>CANADA</b>	466,196	487,215	-4.3	209,538	196,917	6.4	193,419	225,512	-14.2	44,621	39,208	13.8	18,618	25,578	-27.2			
Calgary	66,472	80,492	-17.4	22,836	27,113	-15.8	38,068	49,203	-22.6	5,568	1,914	190.9						
Edmonton	8,004	5,046	58.6	4,002	2,436	64.3	4,002	2,610	53.3									
Montreal	0	894	-100.0	0	894	-100.0												
Toronto	15,198	21,413	-29.0	10,132	12,814	-20.9	5,066	8,599	-41.1									
Vancouver	376,522	379,370	-0.8	172,568	153,660	12.3	146,283	165,100	-11.4	39,053	37,294	4.7	18,618	23,316	-20.1			
<b>OTHER ASIA</b>	278,670	217,245	28.3	278,670	217,245	28.3												
Seoul	278,670	217,245	28.3	278,670	217,245	28.3												
<b>OCEANIA</b>	329,185	243,825	35.0	329,185	243,825	35.0												
Auckland	91,190	45,088	102.2	91,190	45,088	102.2												
Melbourne	34,170	26,465	29.1	34,170	26,465	29.1												
Sydney	203,825	172,272	18.3	203,825	172,272	18.3												
<b>OTHER</b>	275,620	218,458	26.2	275,620	218,458	26.2												
Apia	7,480	850	780.0	7,480	850	780.0												
Christmas Island	1,190	0	NA	1,190	0	NA												
Cook Islands	5,103	0	NA	5,103	0	NA												
Guam	123,200	127,050	-3.0	123,200	127,050	-3.0												
Majuro	830	1,660	-50.0	830	1,660	-50.0												
Manila	78,177	55,620	40.6	78,177	55,620	40.6												
Nadi	13,770	3,042	352.7	13,770	3,042	352.7												
Pago Pago	31,692	17,292	83.3	31,692	17,292	83.3												
Papeete	14,178	12,944	9.5	14,178	12,944	9.5												

Table 99. Total Flights Operated To Hawaii: 2023 vs. 2022

Dep/City/Name	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2023	2022R	% Chg	2023	2022R	% Chg	2023	2022R	% Chg	2023	2022R	% Chg
<b>TOTAL</b>	59,785	60,231	-0.7	32,870	29,327	12.1	14,039	16,674	-15.8	7	270	-97.4
<b>SCHEDULES</b>	59,536	60,060	-0.9	32,737	29,261	11.9	14,031	16,659	-15.8	7	270	-97.4
<b>CHARTERS</b>	249	171	45.6	133	66	101.5	8	15	-46.7	0	0	0

2022R = Statistics were revised from the 2022 Annual Visitors Research Report to include additional domestic charter information for Kona and Honolulu.  
 Source: Scheduled seats from Dilo MI schedules; charter seats estimated based on reports from State of Hawaii DOT/Airports Division

Table 100. Domestic Flights Operated To Hawaii: 2023 vs. 2022

Dep/City/Name	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2023	2022R	% Chg	2023	2022R	% Chg	2023	2022R	% Chg	2023	2022R	% Chg
<b>DOMESTIC</b>	50,399	53,602	-6.0	24,943	24,180	3.2	12,999	15,597	-16.7	7	270	-97.4
<b>SCHEDULES</b>	50,204	53,464	-6.1	24,858	24,147	2.9	12,991	15,582	-16.6	7	270	-97.4
<b>CHARTERS</b>	195	138	41.3	85	33	157.6	8	15	-46.7	0	0	0
<b>US WEST</b>	45,706	48,899	-6.5	21,098	20,708	1.9	12,293	14,526	-15.4	7	270	-97.4
Anchorage	541	293	84.6	354	188	88.3	94	57	64.9	7	270	-97.4
Denver	1,524	1,552	-1.8	501	411	21.9	295	415	-28.9	0	0	0
Everett	45	0	NA	45	0	NA	0	0	0	0	0	
Las Vegas	3,173	2,895	9.6	1,581	1,512	4.6	862	809	6.6	0	0	
Long Beach	1,192	1,322	-9.8	708	725	-2.3	484	597	-18.9	0	0	
Los Angeles	11,261	12,847	-13.0	5,262	5,455	-3.5	2,679	3,469	-22.8	7	270	-97.4
Oakland	3,041	3,433	-11.4	1,068	1,213	-12.0	985	1,078	-8.6	0	0	
Ontario	361	363	-0.6	361	363	-0.6	361	363	-0.6	0	0	
Phoenix	2,757	3,137	-12.1	1,320	1,411	-6.4	673	818	-17.7	0	0	
Portland	1,842	1,767	4.2	756	719	5.1	674	692	-2.6	0	0	
Sacramento	1,271	1,438	-11.6	718	724	-0.8	553	649	-14.8	0	0	
Salt Lake City	449	476	-5.7	357	360	-0.8	92	116	-20.7	0	0	
San Diego	2,714	3,085	-12.0	1,443	1,446	-0.2	664	895	-25.8	0	0	
San Francisco	5,300	6,250	-15.2	2,498	2,462	1.5	1,496	1,993	-24.9	0	0	
San Jose	3,600	3,742	-3.8	1,412	1,387	1.8	1,066	1,224	-12.9	0	0	
Santa Ana	8	259	-96.9	8	259	-96.9	8	259	-96.9	0	0	
Seattle	6,627	5,940	11.6	2,706	2,073	30.5	1,676	1,714	-2.2	0	0	
<b>US EAST</b>	4,498	4,565	-1.5	3,760	3,439	9.3	698	1,056	-33.9	0	0	
Atlanta	437	402	8.7	356	362	-1.7	81	40	102.5	0	0	
Austin	168	154	9.1	168	154	9.1	168	154	9.1	0	0	
Boston	219	209	4.8	219	209	4.8	219	209	4.8	0	0	
Charlotte	0	2	-100.0	0	2	-100.0	0	2	-100.0	0	0	
Chicago	548	723	-24.2	361	363	-0.6	147	293	-49.8	0	0	
Dallas	1,062	1,312	-19.1	611	695	-12.1	451	614	-26.5	0	0	
Detroit	298	42	609.5	298	42	609.5	298	42	609.5	0	0	
Houston	363	363	-0.8	360	363	-0.8	360	363	-0.8	0	0	
Minneapolis	360	299	20.4	360	299	20.4	360	299	20.4	0	0	
New York JFK	643	378	70.1	643	378	70.1	643	378	70.1	0	0	
Newark	286	434	-34.1	267	325	-17.8	19	109	-82.6	0	0	
Orlando	0	109	-100.0	0	109	-100.0	0	109	-100.0	0	0	
Washington D.C.	117	138	-15.2	117	138	-15.2	117	138	-15.2	0	0	

2022R = Statistics were revised from the 2022 Annual Visitors Research Report to include additional domestic charter information for Kona and Honolulu.  
 Source: Scheduled seats from Dilo MI schedules; charter seats estimated based on reports from State of Hawaii DOT/Airports Division

Table 101. International Flights Operated To Hawaii: 2023 vs. 2022

DepCityName	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUÉ		
	2023	2022	%Chge	2023	2022	%Chge	2023	2022	%Chge	2023	2022	%Chge	2023	2022	%Chge	2023	2022	%Chge
<b>INTERNATIONAL SCHEDULES</b>	2,426,651	1,654,382	46.7	2,158,642	1,357,915	59.0	193,419	225,512	-14.2	55,972	45,377	23.3	18,618	25,578	-27.2	18,618	25,578	-27.2
<b>CHARTERS</b>	2,413,294	1,645,889	46.6	2,146,493	1,349,422	59.1	193,419	225,512	-14.2	54,764	45,377	20.7	18,618	25,578	-27.2	18,618	25,578	-27.2
<b>JAPAN</b>	1,063,623	479,146	122.0	1,053,480	472,977	122.7	10,143	6,169	64.4	1,208	0	NA						
Fukuoka	29,190	0	NA	29,190	0	NA												
Nagoya	25,308	5,931	326.7	25,308	5,931	326.7												
Osaka	135,053	56,620	138.5	135,053	56,620	138.5				2,780	0	NA						
Tokyo HND	418,754	187,045	123.9	415,974	187,045	122.4				7,363	6,169	19.4						
Tokyo NRT	455,318	229,550	98.4	447,955	223,381	100.5												
<b>CANADA</b>	466,196	487,215	-4.3	209,538	196,917	6.4	193,419	225,512	-14.2	44,621	39,208	13.8	18,618	25,578	-27.2			
Calgary	66,472	80,492	-17.4	22,836	27,113	-15.8	38,068	49,203	-22.6	5,568	1,914	190.9	0	2,262	-100.0			
Edmonton	8,004	5,046	58.6	4,002	2,436	64.3	4,002	2,610	53.3									
Montreal	0	894	-100.0	0	894	-100.0												
Toronto	15,198	21,413	-29.0	10,132	12,814	-20.9	5,066	8,599	-41.1									
Vancouver	376,522	379,370	-0.8	172,568	153,660	12.3	146,283	165,100	-11.4	39,053	37,294	4.7	18,618	23,316	-20.1			
<b>OTHER ASIA</b>	278,670	217,245	28.3	278,670	217,245	28.3												
Seoul	278,670	217,245	28.3	278,670	217,245	28.3												
<b>OCEANIA</b>	329,185	243,825	35.0	329,185	243,825	35.0												
Auckland	91,190	45,088	102.2	91,190	45,088	102.2												
Melbourne	34,170	26,465	29.1	34,170	26,465	29.1												
Sydney	203,825	172,272	18.3	203,825	172,272	18.3												
<b>OTHER</b>	275,620	218,458	26.2	275,620	218,458	26.2												
Apia	7,480	850	780.0	7,480	850	780.0												
Christmas Island	1,190	0	NA	1,190	0	NA												
Cook Islands	5,103	0	NA	5,103	0	NA												
Guam	123,200	127,050	-3.0	123,200	127,050	-3.0												
Majuro	830	1,660	-50.0	830	1,660	-50.0												
Manila	78,177	55,620	40.6	78,177	55,620	40.6												
Nadi	13,770	3,042	352.7	13,770	3,042	352.7												
Pago Pago	31,692	17,292	83.3	31,692	17,292	83.3												
Papeete	14,178	12,944	9.5	14,178	12,944	9.5												

Source: Scheduled seats from DIO MII schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division



**Table 102. State Hotel Performance: 2023 vs. 2022**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2023	2022	Absolute Change	2023	2022	% Change	2023	2022	% Change
JANUARY	73.0	64.6	8.4	391.43	348.41	12.3	285.70	225.05	26.9
FEBRUARY	76.3	71.6	4.6	387.39	353.62	9.6	295.54	253.34	16.7
MARCH	76.5	74.8	1.7	386.74	372.04	4.0	295.94	278.26	6.4
APRIL	73.9	75.9	-2.0	376.43	374.46	0.5	278.16	284.36	-2.2
MAY	72.8	73.7	-0.9	347.26	342.10	1.5	252.89	252.21	0.3
JUNE	76.7	75.8	0.9	388.83	396.73	-2.0	298.10	300.65	-0.8
JULY	77.4	81.2	-3.8	409.24	417.67	-2.0	316.66	339.08	-6.6
AUGUST	74.2	77.0	-2.8	370.05	385.99	-4.1	274.60	297.37	-7.7
SEPTEMBER	75.5	73.4	2.0	345.64	335.67	3.0	260.83	246.53	5.8
OCTOBER	74.5	72.2	2.3	347.14	340.37	2.0	258.46	245.67	5.2
NOVEMBER	72.9	70.6	2.3	349.87	352.06	-0.6	255.04	248.70	2.5
DECEMBER	72.2	71.6	0.7	428.46	442.03	-3.1	309.39	316.29	-2.2
<b>TOTAL</b>	<b>74.7</b>	<b>73.6</b>	<b>1.2</b>	<b>377.55</b>	<b>372.86</b>	<b>1.3</b>	<b>282.10</b>	<b>274.27</b>	<b>2.9</b>

Source: STR, Inc.

**Table 103. O'ahu Hotel Hotel Performance: 2023 vs. 2022**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2023	2022	Absolute Change	2023	2022	% Change	2023	2022	% Change
JANUARY	74.4	65.7	8.7	280.49	239.73	17.0	208.76	157.61	32.5
FEBRUARY	78.9	71.5	7.4	266.12	234.42	13.5	209.97	167.57	25.3
MARCH	79.3	74.2	5.1	272.77	242.89	12.3	216.39	180.28	20.0
APRIL	78.5	76.9	1.6	272.04	257.56	5.6	213.56	198.03	7.8
MAY	78.3	75.7	2.5	264.43	245.87	7.5	207.01	186.23	11.2
JUNE	82.9	77.3	5.5	291.48	282.46	3.2	241.50	218.46	10.5
JULY	84.6	86.3	-1.7	306.26	306.91	-0.2	295.15	264.94	-2.2
AUGUST	84.4	81.7	2.8	291.56	284.98	2.3	246.16	232.76	5.8
SEPTEMBER	82.2	77.1	5.1	270.23	257.66	4.9	222.23	198.72	11.8
OCTOBER	79.0	73.6	5.4	270.93	254.02	6.7	214.01	187.02	14.4
NOVEMBER	76.6	72.4	4.2	271.11	259.20	4.6	207.66	187.65	10.7
DECEMBER	75.5	74.8	0.7	320.63	317.70	0.9	242.19	237.76	1.9
<b>TOTAL</b>	<b>79.6</b>	<b>75.6</b>	<b>4.0</b>	<b>281.69</b>	<b>266.56</b>	<b>5.7</b>	<b>224.32</b>	<b>201.61</b>	<b>11.3</b>

Source: STR, Inc.

**Table 104. Maui County Hotel Performance: 2023 vs. 2022**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2023	2022	Absolute Change	2023	2022	% Change	2023	2022	% Change
JANUARY	67.6	59.4	8.2	635.21	571.13	11.2	429.38	339.10	26.6
FEBRUARY	71.0	68.0	3.0	655.19	588.43	11.3	465.29	400.37	16.2
MARCH	70.5	72.2	-1.7	645.61	633.44	1.9	454.93	457.32	-0.5
APRIL	65.4	72.2	-6.8	609.10	608.58	0.1	398.47	439.24	-9.3
MAY	63.3	67.4	-4.1	539.11	548.75	-1.8	341.47	370.13	-7.7
JUNE	67.2	70.8	-3.6	623.00	647.63	-3.8	418.74	458.60	-8.7
JULY	67.4	71.3	-3.9	656.16	691.44	-5.1	442.33	492.87	-10.3
AUGUST	52.2	68.6	-16.4	563.62	616.50	-8.6	294.02	422.63	-30.4
SEPTEMBER	62.7	65.5	-2.8	533.86	520.43	2.6	334.60	340.92	-1.9
OCTOBER	66.5	66.0	0.5	505.96	522.92	-3.2	336.35	344.98	-2.5
NOVEMBER	68.6	65.5	3.1	497.47	551.63	-9.8	341.35	361.29	-5.5
DECEMBER	68.7	64.4	4.3	611.97	721.82	-15.2	420.36	465.08	-9.6
<b>TOTAL</b>	<b>66.1</b>	<b>67.6</b>	<b>-1.6</b>	<b>591.09</b>	<b>603.15</b>	<b>-2.0</b>	<b>390.46</b>	<b>408.00</b>	<b>-4.3</b>

Source: STR, Inc.

**Table 105. Kauaʻi Hotel Performance: 2023 vs. 2022**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2023	2022	Absolute Change	2023	2022	% Change	2023	2022	% Change
JANUARY	74.8	64.8	10.0	419.80	370.61	13.3	314.13	240.17	30.8
FEBRUARY	73.9	75.9	-2.0	418.48	379.27	10.3	309.18	287.87	7.4
MARCH	75.8	79.9	-4.0	403.54	387.64	4.1	306.07	309.57	-1.1
APRIL	75.3	81.7	-6.3	408.45	386.33	5.7	307.70	315.56	-2.5
MAY	74.2	79.0	-4.8	397.41	367.19	8.2	294.78	289.92	1.7
JUNE	74.8	82.4	-7.7	434.13	420.24	3.3	324.70	346.48	-6.3
JULY	73.5	82.3	-8.8	458.72	448.74	2.2	337.21	369.18	-8.7
AUGUST	80.4	78.4	2.1	444.09	417.21	6.4	357.18	326.94	9.2
SEPTEMBER	80.9	76.9	4.0	398.19	362.84	9.7	322.02	279.06	15.4
OCTOBER	76.4	78.3	-1.9	395.76	365.40	8.3	302.20	286.07	5.6
NOVEMBER	68.8	74.5	-5.8	389.54	365.24	6.7	267.82	272.28	-1.6
DECEMBER	67.3	71.9	-4.7	488.90	446.92	9.4	329.02	321.55	2.3
<b>TOTAL</b>	<b>74.6</b>	<b>77.2</b>	<b>-2.6</b>	<b>420.02</b>	<b>393.51</b>	<b>6.7</b>	<b>313.43</b>	<b>303.75</b>	<b>3.2</b>

Source: STR, Inc.

**Table 106. Hawai'i Island Hotel Performance: 2023 vs. 2022**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2023	2022	Absolute Change	2023	2022	% Change	2023	2022	% Change
JANUARY	76.0	69.5	6.5	426.90	416.83	2.4	324.35	289.61	12.0
FEBRUARY	76.8	76.6	0.3	431.57	425.95	1.3	331.54	326.13	1.7
MARCH	76.5	79.0	-2.5	429.81	435.41	-1.3	328.73	343.76	-4.4
APRIL	69.6	75.4	-5.8	429.95	445.92	-3.6	299.38	336.35	-11.0
MAY	66.9	73.9	-7.0	369.89	381.75	-3.1	247.29	282.13	-12.3
JUNE	69.7	74.4	-4.8	410.39	425.31	-3.5	285.96	316.61	-9.7
JULY	68.4	77.9	-9.4	442.29	429.84	2.9	302.59	334.67	-9.6
AUGUST	69.3	72.9	-3.6	435.85	423.79	2.8	302.10	309.05	-2.2
SEPTEMBER	66.4	71.0	-4.6	373.15	344.89	8.2	247.61	244.76	1.2
OCTOBER	68.5	74.3	-5.8	399.14	373.44	6.9	273.31	277.52	-1.5
NOVEMBER	67.6	70.7	-3.1	426.10	390.29	9.2	288.22	275.94	4.5
DECEMBER	67.7	71.2	-3.5	559.99	506.39	10.6	378.98	360.45	5.1
<b>TOTAL</b>	<b>70.2</b>	<b>73.9</b>	<b>-3.7</b>	<b>427.36</b>	<b>415.58</b>	<b>2.8</b>	<b>300.04</b>	<b>307.05</b>	<b>-2.3</b>

Source: STR, Inc.

**Table 107. Visitor Plant Inventory – Existing Inventory  
by Island and Property: 2023 vs. 2022**

ISLAND	TYPE	2023 PROPERTIES	2022 PROPERTIES	CHANGE FROM 2022
HAWAII ISLAND	Apartment/ Hotel	1	1	0
	Bed & Breakfast	44	43	1
	Condominium Hotel	9	12	-3
	Hostel	2	3	-1
	Hotel	28	29	-1
	Vacation Rental Unit	312	264	48
	Timeshare	20	19	1
	Other	4	5	-1
	<b>Total</b>	<b>420</b>	<b>376</b>	<b>44</b>
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	6	6	0
	Condominium Hotel	13	14	-1
	Hostel	0	0	0
	Hotel	15	15	0
	Vacation Rental Unit	363	288	75
	Timeshare	22	20	2
	Other	5	5	0
	<b>Total</b>	<b>424</b>	<b>348</b>	<b>76</b>
MAUI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	74	72	2
	Condominium Hotel	38	44	-6
	Hostel	2	3	-1
	Hotel	27	28	-1
	Vacation Rental Unit	208	195	13
	Timeshare	32	26	6
	Other	2	2	0
	<b>Total</b>	<b>383</b>	<b>370</b>	<b>13</b>
MOLOKA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	12	20	-8
	Timeshare	1	1	0
	Other	0	0	0
	<b>Total</b>	<b>16</b>	<b>24</b>	<b>-8</b>
LĀNA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	3	3	0
	Vacation Rental Unit	2	2	0
	Timeshare	0	0	0
	Other	0	0	0
	<b>Total</b>	<b>5</b>	<b>5</b>	<b>0</b>
O'AHU	Apartment/ Hotel	1	2	-1
	Bed & Breakfast	15	16	-1
	Condominium Hotel	22	23	-1
	Hostel	8	8	0
	Hotel	74	73	1
	Vacation Rental Unit	149	140	9
	Timeshare	21	21	0
	Other	5	5	0
	<b>Total</b>	<b>295</b>	<b>288</b>	<b>7</b>
STATEWIDE	Apartment/ Hotel	2	3	-1
	Bed & Breakfast	140	138	2
	Condominium Hotel	84	95	-11
	Hostel	12	14	-2
	Hotel	147	148	-1
	Vacation Rental Unit	1,046	909	137
	Timeshare	96	87	9
	Other	16	17	-1
	<b>State Total</b>	<b>1,543</b>	<b>1,411</b>	<b>132</b>

Source: DBEDT, 2023 Visitor Plant Inventory report, posted on the DBEDT website:  
[Visitor Statistics](#) | [Visitor Plant Inventory \(hawaii.gov\)](#)

**Table 108. Visitor Plant Inventory – Existing Inventory  
by Island and Unit: 2023 vs. 2022**

ISLAND	TYPE	2023 UNITS	2022 UNITS	CHANGE FROM 2022
HAWAII ISLAND	Apartment/ Hotel	16	24	-8
	Bed & Breakfast	219	207	12
	Condominium Hotel	291	375	-84
	Hostel	51	59	-8
	Hotel	5,735	5,609	126
	Vacation Rental Unit	2,788	2,346	442
	Timeshare	1,971	1,877	94
	Other	48	48	0
	<b>Total</b>	<b>11,119</b>	<b>10,545</b>	<b>574</b>
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	20	20	0
	Condominium Hotel	1,221	1,225	-4
	Hostel	0	0	0
	Hotel	2,841	3,042	-201
	Vacation Rental Unit	2,314	2,088	226
	Timeshare	2,848	2,682	166
	Other	86	86	0
	<b>Total</b>	<b>9,330</b>	<b>9,143</b>	<b>187</b>
MAUI	Apartment/ Hotel	0	15	-15
	Bed & Breakfast	195	221	-26
	Condominium Hotel	3,069	3,501	-432
	Hostel	44	62	-18
	Hotel	7,343	7,372	-29
	Vacation Rental Unit	6,924	6,750	174
	Timeshare	3,652	3,643	9
	Other	40	40	0
	<b>Total</b>	<b>21,267</b>	<b>21,604</b>	<b>-337</b>
MOLOKA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	80	80	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	236	236	0
	Timeshare	7	7	0
	Other	0	0	0
	<b>Total</b>	<b>324</b>	<b>324</b>	<b>0</b>
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	320	320	0
	Vacation Rental Unit	6	6	0
	Timeshare	0	0	0
	Other	0	0	0
	<b>Total</b>	<b>326</b>	<b>326</b>	<b>0</b>
O'AHU	Apartment/ Hotel	32	50	-18
	Bed & Breakfast	55	43	12
	Condominium Hotel	3,789	3,989	-200
	Hostel	197	208	-11
	Hotel	27,022	26,870	152
	Vacation Rental Unit	4,442	3,956	486
	Timeshare	3,753	3,819	-66
	Other	225	225	0
	<b>Total</b>	<b>39,515</b>	<b>39,160</b>	<b>355</b>
STATEWIDE	Apartment/ Hotel	48	89	-41
	Bed & Breakfast	490	492	-2
	Condominium Hotel	8,450	9,170	-720
	Hostel	292	329	-37
	Hotel	43,261	43,213	48
	Vacation Rental Unit	16,701	15,382	1,319
	Timeshare	12,231	12,028	203
	Other	399	399	0
	<b>State Total</b>	<b>81,881</b>	<b>81,102</b>	<b>779</b>

Source: DBEDT, 2023 Visitor Plant Inventory report, posted on the DBEDT website:  
[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](https://www.hawaii.gov/dbedt/data/visitor-statistics/)

**Table 109. Visitor Plant Inventory - Class of Units by Island: 2023 vs. 2022**

ISLAND	CLASS	PERCENT OF TOTAL UNITS <sup>[1]</sup>		
		2023 <sup>[2]</sup>	2022 <sup>[3]</sup>	% CHANGE FROM 2022
HAWAII ISLAND	Budget (Up to \$100)	6.9	7.8	-0.9
	Standard (\$101 to \$250)	21.5	22.0	-0.5
	Deluxe (\$251 to \$500)	30.6	20.6	10.0
	Luxury (Over \$500/Night)	41.0	49.6	-8.6
	Total	100.0	100.0	
KAUAI	Budget (Up to \$100)	1.5	1.6	-0.1
	Standard (\$101 to \$250)	26.7	24.2	2.5
	Deluxe (\$251 to \$500)	25.7	29.1	-3.4
	Luxury (Over \$500/Night)	46.2	45.1	1.1
	Total	100.0	100.0	
MAUI	Budget (Up to \$100)	0.7	0.7	0.0
	Standard (\$101 to \$250)	16.1	15.6	0.5
	Deluxe (\$251 to \$500)	29.0	31.7	-2.7
	Luxury (Over \$500/Night)	54.2	52.0	2.2
	Total	100.0	100.0	
MOLOKA'I	Budget (Up to \$100)	1.1	0.7	0.4
	Standard (\$101 to \$250)	95.8	95.3	0.5
	Deluxe (\$251 to \$500)	3.2	4.0	-0.8
	Luxury (Over \$500/Night)	0.0	0.0	0.0
	Total	100.0	100.0	
LANA'I	Budget (Up to \$100)	0.0	0.0	0.0
	Standard (\$101 to \$250)	1.2	1.2	0.0
	Deluxe (\$251 to \$500)	3.1	29.7	-26.6
	Luxury (Over \$500/Night)	95.7	69.1	26.6
	Total	100.0	100.0	
O'AHU	Budget (Up to \$100)	1.3	1.7	-0.4
	Standard (\$101 to \$250)	24.7	29.1	-4.4
	Deluxe (\$251 to \$500)	36.0	34.1	1.9
	Luxury (Over \$500/Night)	37.9	35.2	2.7
	Total	100.0	100.0	
STATEWIDE	Budget (Up to \$100)	1.9	2.2	-0.3
	Standard (\$101 to \$250)	22.4	24.6	-2.2
	Deluxe (\$251 to \$500)	32.6	31.2	1.4
	Luxury (Over \$500/Night)	43.1	42.0	1.1
	Total	100.0	100.0	

[1] Totals may not sum to 100% due to rounding.

[2] Based on 50,865 units (62.1% of the total units in 2023) for which information on the class of units was available.

[3] Based on 48,431 units (59.7% of the total units in 2022) for which information on the class of units was available.

Source: DBEDT, 2023 Visitor Plant Inventory report, posted on the DBEDT website:

[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](#)

**Table 110. Visitor Plant Inventory - Available Units by County: 1968 – 2023**

YEAR	STATE TOTAL	% CHANGE	HAWAII ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1968	18,657	8.4	2,188	22.2	1,260	13.0	2,043	19.2	13,166	4.5
1969	22,801	22.2	2,480	13.3	1,914	51.9	2,415	18.2	15,992	21.5
1970	26,923	18.1	3,166	27.7	2,565	34.0	2,743	13.6	18,449	15.4
1971	32,289	19.9	3,435	8.5	2,628	2.5	3,695	34.7	22,531	22.1
1972	35,797	10.9	4,241	23.5	2,719	3.5	4,095	10.8	24,742	9.8
1973	36,608	2.3	4,796	13.1	2,629	-3.3	4,075	-0.5	25,108	1.5
1974	38,675	5.6	5,234	9.1	2,868	9.1	5,208	27.8	25,365	1.0
1975	39,632	2.5	5,348	2.2	3,102	8.2	5,830	11.9	25,352	-0.1
1976	42,648	7.6	6,045	13.0	3,520	13.5	7,232	24.0	25,851	2.0
1977	44,986	5.5	5,929	-1.9	3,657	3.9	8,037	11.1	27,363	5.8
1978	47,070	4.6	6,002	1.2	3,786	3.5	8,736	8.7	28,546	4.3
1979	49,832	5.9	6,093	1.5	4,202	11.0	9,472	8.4	30,065	5.3
1980	54,246	8.9	5,889	-3.3	4,322	2.9	9,701	2.4	34,334	14.2
1981	56,769	4.7	6,705	13.9	4,738	9.6	11,359	17.1	33,967	-1.1
1982	57,968	2.1	7,167	6.9	5,147	8.6	12,162	7.1	33,492	-1.4
1983	58,765	1.4	7,469	4.2	4,193	-18.5	12,749	4.8	34,354	2.6
1984	62,448	6.3	7,149	-4.3	5,313	26.7	13,138	3.1	36,848	7.3
1985	65,919	5.6	7,511	5.1	5,656	6.5	14,152	7.7	38,600	4.8
1986	66,308	0.6	7,280	-3.1	5,922	4.7	14,096	-0.4	39,010	1.1
1987	65,318	-1.5	7,328	0.7	5,956	0.6	13,849	-1.8	38,185	-2.1
1988	69,012	5.7	8,823	20.4	7,180	20.6	15,168	9.5	37,841	-0.9
1989	67,734	-1.9	8,161	-7.5	7,398	3.0	15,708	3.6	36,467	-3.6
1990	71,266	5.2	8,952	9.7	7,546	2.0	17,869	13.8	36,899	1.2
1991	72,275	1.4	9,383	4.8	7,567	0.3	18,702	4.7	36,623	-0.7
1992	73,089	1.1	9,170	-2.3	7,778	2.8	19,290	3.1	36,851	0.6
1993	69,502	-4.9	9,140	-0.3	4,631	-40.5	19,127	-0.8	36,604	-0.7
1994	70,463	1.4	9,595	5.0	5,870	26.8	18,804	-1.7	36,194	-1.1
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	-0.2	9,558	-0.4	6,760	15.2	17,824	-5.2	36,146	-0.1
1997	71,025	1.0	9,913	3.7	6,589	-2.5	18,552	4.1	35,971	-0.5
1998	71,480	0.6	9,655	-2.6	6,969	5.8	18,650	0.5	36,206	0.7
1999	71,157	-0.5	9,815	1.7	6,872	-1.4	18,609	-0.2	35,861	-1.0
2000	71,506	0.5	9,774	-0.4	7,159	4.2	18,270	-1.8	36,303	1.2
2001	72,204	1.0	9,944	1.7	7,202	0.6	18,234	-0.2	36,824	1.4
2002	70,783	-2.0	9,297	-6.5	7,037	-2.3	17,992	-1.3	36,457	-1.0
2003	70,579	-0.3	9,478	1.9	7,257	3.1	18,303	1.7	35,541	-2.5
2004	72,176	2.3	9,857	4.0	8,105	11.7	18,445	0.8	35,769	0.6
2005	72,307	0.2	10,940	11.0	8,221	1.4	19,220	4.2	33,926	-5.2
2006	72,274	0.0	10,831	-1.0	8,266	0.5	19,571	1.8	33,606	-0.9
2007	73,220	1.3	11,061	2.1	8,692	5.2	19,879	1.6	33,588	-0.1
2008	74,177	1.3	11,240	1.6	9,203	5.9	19,653	-1.1	34,081	1.5
2009	75,188	1.4	11,541	2.7	9,469	2.9	20,151	2.5	34,027	-0.2
2010	74,988	-0.3	11,479	-0.5	9,344	-1.3	20,383	1.2	33,782	-0.7
2011	77,731	3.7	11,113	-3.2	9,872	5.7	21,745	6.7	35,001	3.6
2012	74,650	-4.0	10,594	-4.7	8,289	-16.0	20,441	-6.0	35,326	0.9
2013	73,959	-0.9	10,903	2.9	8,675	4.7	18,691	-8.6	35,690	1.0
2014	73,716	-0.3	10,666	-2.2	8,492	-2.1	18,694	0.0	35,864	0.5
2015	77,138	4.6	11,085	3.9	8,582	1.1	21,413	14.5	36,058	0.5
2016	79,092	2.5	11,349	2.4	8,444	-1.6	21,899	2.3	37,400	3.7
2017	80,709	2.0	11,286	-0.6	8,821	4.5	21,723	-0.8	38,879	4.0
2018	80,751	0.1	10,811	-4.2	9,022	2.3	21,829	0.5	39,089	0.5
2019	80,554	-0.2	10,505	-2.8	9,036	0.2	21,773	-0.3	39,240	0.4
2020	81,188	0.8	11,123	5.9	9,250	2.4	22,009	1.1	38,806	-1.1
2021	80,555	-0.8	10,615	-4.6	9,160	-1.0	22,022	0.1	38,758	-0.1
2022	81,102	0.7	10,545	-0.7	9,143	-0.2	22,254	1.1	39,160	1.0
2023	81,881	1.0	11,119	5.4	9,330	2.0	21,917	-1.5	39,515	0.9

\* NA = Not Available. HVCB (Hawaii Visitors and Convention Bureau) did not conduct an update survey in 1995.

Source: DBEDT, 2023 Visitor Plant Inventory report, posted on the DBEDT website:

[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](https://www.hawaii.gov/dbedt/files/2023/07/Visitor-Statistics-Visitor-Plant-Inventory-hawaii.gov)

## APPENDIX A

---



## DEFINITIONS

**Airline Passenger Counts:** Passengers arriving in Hawai'i on transpacific flights (both scheduled and chartered) from the U.S., Canada, Japan, Europe, Other Asia, Oceania and Other Pacific regions, as reported in the Air Traffic Summary Report, which airlines submit to the State of Hawai'i, Department of Transportation each month. The report shows passenger counts arriving to the Daniel K. Inouye, Kahului, Ellison Onizuka, Hilo and Lihue airports and includes counts of any in-transit passengers (domestic or international).

**Arrivals by Air:** Visitors who enter Hawai'i via arriving transpacific flights. This data is derived from the Domestic In-flight Survey and International Departure Survey.

**Arrivals by Cruise Ships:** Visitors entering Hawai'i via foreign-flagged cruise ships. This data is derived from monthly reports from the State of Hawai'i Department of Transportation Harbors Division, Hawai'i.PortCall.com, and from the Cruise Visitor Survey.

**Cruise Ships (Arrivals by Air):** An estimate of visitors staying on cruise ships who arrived in Hawai'i via transpacific flights. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and cruise ship passenger counts.

**Cruise Ships, Foreign Flagged:** Ships that are not considered Hawai'i businesses. On-ship spending is not included in the reported visitor expenditures.

**Cruise Ship U.S. Flagged:** The *Pride of America*, which is home-ported in Hawai'i, is considered a Hawai'i business. Visitor expenditures for this ship include both on-ship and on-shore spending.

**Daily Census:** Average number of visitors present in Hawai'i on a single day.

**Domestic:** This category refers to the origin of the transpacific flight to Hawai'i and not the residence of the passenger. Visitors arriving on a transpacific flight from the Continental United States. Total domestic arrivals include U.S. residents and foreign residents who come to Hawai'i on flights from the Continental United States. A foreign resident arriving on flights from the U.S. mainland is counted as a domestic visitor.

**Expenditures:** The U.S. dollar amount spent in Hawai'i attributed to a visitor. This includes direct spending by visitors while in Hawai'i, as well as any prepaid package purchased before arrival. The expenditure data does not include transpacific airfare costs to-and-from Hawai'i, commissions paid to travel agents, or portions of the package in another state or country.

**Expenditures, Total by Island:** Includes on-ship spending on U.S. flagged cruise ships. The expenditures are allocated to each island in proportion to visitor days.

**Per Person Per Day (PPPD) Expenditures, by Island:** The denominator is air and cruise visitor days by island.

**Expenditures, Cruise Visitor:** Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard U.S. flagged cruise ships include on-ship spending because U.S. flagged cruise ships are considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships include only onshore expenditures.

**Group Tour:** Visitors traveling and participating in activities in a group with a tour guide during much of their stay.

**In-transit, International:**

- True Transit: Passengers clearing U.S. Immigration and Customs at Hawai‘i’s major airports and proceeding to another city.
- Bonded transit: Passengers held in a sterile lounge area who re-board an aircraft without being processed by either U.S. Immigration and Customs Enforcement.

**In-Transit, Domestic:**

- U.S. to Foreign: Passengers arriving at Hawai‘i’s major airports from the Continental United States, or the neighbor islands who re-board an aircraft destined for a foreign country (without leaving the airport).
- Neighbor Island to Mainland: Passengers arriving at Daniel K. Inouye International Airport (HNL) from a neighbor island airport who re-board an aircraft destined for the U.S. mainland (without leaving HNL). This excludes passengers doing mileage runs who do not need to go to HNL. A mileage run is a trip for the sole purpose of earning frequent-flier miles; assuming that the fare is cheap enough so that the miles balance out the cost.

**Intended Residents:** Passengers arriving by transpacific flights who are moving to Hawai‘i and seeking long-term residence for at least one year. Students or military members have often classified themselves in this category.

**International:** This category refers to the origin of the transpacific flight to Hawai‘i and not the residence of the passenger. Visitors arriving on transpacific flights from foreign countries and U.S. territories. A U.S. visitor arriving on a transpacific flight from a foreign country is counted as an international visitor.

**Length of Stay:** The average number of days that visitors are present in Hawai‘i, including the day of arrival and day of departure.

**Major Market Areas (MMAs):** Visitors are classified by their place of residence in the U.S. or foreign country in the following geographical areas, as defined by Hawai‘i Tourism Authority (HTA).

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming) States.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore, and Taiwan
8. Latin America – Argentina, Brazil, and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

**Market Penetration:** Number of visitors from a given Metro Area (CBSA) divided by the population of that area and reported as the rate per 1,000 visitors.

**MC&I (Net):** Visitors traveling to Hawai'i for corporate meetings, conventions or incentives, or any combination of these reasons. A visitor selecting two or more sub-categories within the MCI category is counted once. Therefore, the sum of the sub-categories may be larger than the MCI category.

**Package:** Visitors who purchase a package trip that includes airline tickets and accommodations.

**Passengers:** The total number of people on a flight or on a cruise ship, including visitors and Hawai'i residents.

**Pleasure (Net):** Visitors traveling for vacation, honeymoon or to get married, or any combination of these reasons. A visitor selecting two or more sub-categories within the pleasure category is counted once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

**Returning Hawai'i Residents:** Arriving passengers on transpacific flights who are returning Hawai'i residents after traveling out-of-state for various purposes (leisure, business, school, etc.).

**True Independent:** Visitors who are not part of a tour group and did not purchase airline tickets and accommodations as a package.

**Seats, Scheduled:** The total number of scheduled air seats on all transpacific flights to Hawai'i reported by Cirium Diio Mi (DIIO) airline database.

**Seats, Charter:** The number of charter air seats on all flights not reported by DIIO, but reported by the State of Hawai'i monthly.

**Seats, Total:** The total number of all air seats for both scheduled and charter flights to Hawai'i.

**Supplemental Business Expenditures:** Additional business expenditures spent in Hawai'i on conventions and corporate meetings by out-of-state visitors (i.e., costs on space, equipment rentals, transportation, etc.). As of 2012, these figures were calculated using the Destinations International (formerly known as Destination Marketing Associations International) Event Impact Calculator (EIC).

**Visitor:** An out-of-state traveler who stays in Hawai'i for at least one night but less than one year. Visitors arriving by transpacific flights are calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors arriving by cruise ships are calculated by subtracting Hawai'i residents from counts of passengers who came to Hawai'i onboard foreign-flagged cruise ships.

## SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

**Air Traffic Summary Report:** All domestic and international airlines with flights to the Hawaiian Islands are required to complete this report of airline passenger counts and in-transit counts and submit them to the Department of Transportation – Airports Division, by the 10<sup>th</sup> of each month with data for the previous month.

**Summary of International Travel to the United States report:** The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. The National Travel and Tourism Office (NTTO) manages the program. The monthly reports provided counts of international visitors to Hawai‘i by their country of residence. The reports also identified those simply passing through Hawai‘i (in-transit). Canadian and U.S. residents were not included in these counts.

**International Survey:** Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Daniel K. Inouye International Airport on O‘ahu, the Kahului Airport on Maui, the Ellison Onizuka Kona International Airport on the island of Hawai‘i, and the Līhu‘e Airport on Kaua‘i. In 2023, a total of 49,364 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collected information on statewide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription. The International Intercept Survey form is included in Appendix B.

**Safe Travels Program Form (Safe Travels):** Due to the COVID-19 pandemic, this digital platform was launched on Sept. 1, 2021, by the State of Hawai‘i Department of Enterprise Technology Services. Travelers were required to use the Safe Travels app to complete their Profile, Trips, and Health Questionnaire to obtain a QR code. Once the online travel forms were completed, a reminder email was sent notifying the traveler to enter their health information no sooner than 24 hours before departure. The Safe Travels program ended on March 25, 2022.

**Domestic In-Flight Survey:** The domestic survey form is on the reverse side of the Hawai‘i State Department of Agriculture’s mandatory Plants and Animals declaration form. The dual-sided In-flight forms were distributed to passengers on all flights from the Continental United States to Hawai‘i every day of the year. In 2023, there were 4,170,673 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. Some characteristics of respondents were attributed to non-respondents using ascription. The Domestic In-flight Survey form is included in Appendix B.

**Island Survey:** Surveys were conducted at the departure area of the airports on all the islands. In 2023, 30,509 completed survey forms were received from the Daniel K. Inouye International Airport for O‘ahu specific data, 15,043 completed forms were received from Maui, 230 forms from Moloka‘i, 126 forms from Lāna‘i, 7,364 forms from Kaua‘i, 3,399 forms from Hilo, and 7,465 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip,

accommodation, length of stay and expenditures. The Island Visitor Survey form is included in Appendix B.

**Cruise Visitor Survey:** The Cruise Visitor Survey forms are distributed to randomly selected cabins on passenger ships in Hawai'i during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign-flagged ships did not include on-ship spending. In 2023, a total of 13,661 completed forms were processed for cruise visitor information. The Cruise Visitor Survey form is included in Appendix B.

**Cruise Ship Passenger Counts Report:** All cruise ships which entered Honolulu, Hilo, Kona, Lāhainā, Kahului, and Nāwiliwili Harbor reported passenger counts to the Department of Transportation Harbors Division and the Department of Land and Natural Resources. DBEDT obtained monthly cruise ship passenger counts from cruise ship agents and from these harbors. Monthly cruise ship reports are also provided by Hawaii.Portcall.com, a synchronized operating system which simplifies scheduling and billing for ports, pilots, and agents. DBEDT figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

**Visitor Plant Inventory Survey:** The purpose of this survey is to compile an accurate annual assessment of existing and planned visitor accommodations for the State of Hawai'i by island, location, property type (hotel, condo-hotel, bed and breakfast, individual vacation unit, rental house, hostel, timeshare, and apartment-hotel), and class of unit (standard, budget, deluxe, luxury). To access the report online, visit: [dbedt.hawaii.gov/visitor/visitor-plant/](http://dbedt.hawaii.gov/visitor/visitor-plant/)

**Hawai'i Hotel Performance Data:** STR, Inc. is the source of hotel occupancy rate, average daily room rate and revenue per available room data. Hotel performance statistics are posted on the HTA website: [www.hawaiiitourismauthority.org/research/infrastructure-research/](http://www.hawaiiitourismauthority.org/research/infrastructure-research/)

**Air Seat Statistics:** Since 2013, HTA and DBEDT have used airline schedules from Cirium Diio Mi (DIIO) as the source of its data on scheduled air seats. DIIO is an online database of airline industry data used by airlines, airports, and destination marketing organizations across the U.S.

## APPENDIX B

---

# DOMESTIC IN-FLIGHT SURVEY

**SPANISH** Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.  
**TAGALOG** Ang pormularyong ito ay dapat sagutin bago mag-"landing" ang eroplano. Kung hindi niyo babasa ang pormularyong ito, mangyari po lamang na humiling sa "flight attendant" na isang pormularyo sa wikang tagalog.  
**JAPANESE** 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を買って下さい。  
**KOREAN** 착륙하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.  
**CHINESE** 请在下机前填写完毕这份表格。如果看不懂此表, 请向乘务员索取一份中文表格。



## STATE OF HAWAII Department of Agriculture PLANTS AND ANIMALS DECLARATION FORM MANDATORY DECLARATION FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS



ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

**YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM.** Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawai'i is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- |   |  |
|---|--|
| <input type="checkbox"/> Fresh Fruit & Vegetables                 | <input type="checkbox"/> Soil, Growing Media, Sand, etc.                   |
| <input type="checkbox"/> Cut Flowers & Foliage                    | <input type="checkbox"/> Live Seafood (lobsters, clams, oysters, etc.)     |
| <input type="checkbox"/> Rooted Plants & Plant Cuttings, or Algae | <input type="checkbox"/> Cultures of Bacteria, Fungi, Viruses, or Protozoa |
| <input type="checkbox"/> Raw or Propagative Seeds or Bulbs        | <input type="checkbox"/> Insects, Live Fishes, Amphibians, etc.            |

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- |                                |  |
|--------------------------------|--|
| <input type="checkbox"/> Dogs  | <input type="checkbox"/> Reptiles (Turtles, Lizards, Snakes, etc.) |
| <input type="checkbox"/> Cats  | <input type="checkbox"/> Other Animals                             |
| <input type="checkbox"/> Birds |  |

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.  
(Items meeting State requirements will be inspected and released.)

1 \_\_\_\_\_ 3 \_\_\_\_\_  
2 \_\_\_\_\_ 4 \_\_\_\_\_

Origin (State or Country) of above items \_\_\_\_\_

Full Name (Print)			
Home Address			
City		State	Zip
Hawai'i Address or Name of Hotel/Lodging			
Island	Phone No.	No. in Party	
Name of Airline/Ship	Flight No.	Date of Arrival	

Signature \_\_\_\_\_ Date \_\_\_\_\_ 49304

Form Rev. 12-23-2022 Printed in U.S.A.

See Reverse Side







# INTERNATIONAL SURVEY



INT'L

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (●) or print 1 2 clearly. We greatly appreciate your assistance. *Mahalo!*

**Your answers will be kept strictly confidential and will be tabulated for research purposes only.**

**[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]**

1. The total number of people (including myself) covered by this form is:   persons

2. I am a:  
 Visitor to Hawai'i [CONTINUE TO QUESTION 3]  
 Hawai'i resident, to be away for   night(s) [ANSWER QUESTIONS 9 - 13a ONLY]

3. Altogether, I was in the Hawaiian Islands for:  
 A few hours only [STOP HERE]  
  night(s) [CONTINUE TO QUESTION 4]

4. Including this trip, how many times have you visited Hawai'i?   times

5. I came on this trip as a member of an organized tour group:  
 Yes  No

6. I came on a prepaid package trip that included at least airfare and lodging:  
 Yes  No

7. Please mark (●) if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	<input type="radio"/>	<input type="text"/> <input type="text"/>
Maui	<input type="radio"/>	<input type="text"/> <input type="text"/>
Moloka'i	<input type="radio"/>	<input type="text"/> <input type="text"/>
Lana'i	<input type="radio"/>	<input type="text"/> <input type="text"/>
Kona (Big Island of Hawai'i)	<input type="radio"/>	<input type="text"/> <input type="text"/>
Hilo (Big Island of Hawai'i)	<input type="radio"/>	<input type="text"/> <input type="text"/>
Kaua'i	<input type="radio"/>	<input type="text"/> <input type="text"/>

8. Where did you stay while in Hawai'i? (Mark all that apply)

- Hotel
- Condominium
- Rental House
- Timeshare Unit
- Bed & Breakfast
- Cruise Ship
- Friends or Relatives
- Hostel
- Camp site, Beach
- Private Room in Private Home
- Shared Room/Space in Private Home
- Other (please specify) \_\_\_\_\_

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i?  (Internal Use)

9. The primary reason for this trip was: [RESIDENTS - MARK (●) PURPOSE OF THIS TRIP]

- To get married
- Honeymoon
- To attend a wedding
- Pleasure/Vacation
- Convention/Conference
- Corporate meeting
- Incentive/Reward Travel
- Company Trip
- Other Business
- Visit friends or relatives
- Government or military business
- To attend school
- Sports Event/Group (Participant/Spectator)
- School Group
- Event/Concert/Festival (Participant/Spectator)
- Other (please specify) \_\_\_\_\_

10. What is your age?   years old

11. Which best describes your gender identity?  
 Male  Female  Other \_\_\_\_\_

12. Of the people covered by this form (not including yourself), how many were:

Age	Males	Females	Other
<12	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13-17	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18-24	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25-40	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41-59	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60+	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
<b>TOTAL</b>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

13. I am a resident of:

- U.S.A.
- Australia
- Korea
- Mexico
- China
- France
- Germany
- Hong Kong
- Italy
- Canada
- Argentina
- Japan
- Brazil
- New Zealand
- Philippines
- Singapore
- Switzerland
- Taiwan
- United Kingdom
- Other \_\_\_\_\_

13a. Please specify zipcode/postal code:

USA Zipcode:

Canada Postal Code:   -

Other Country Postal Code:

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

YOUR NAME: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

ZIPCODE/ POSTAL CODE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

**DEPARTING HAWAII**

Day:  / Month:  / Year:

Flight No.:

Name of Airline: \_\_\_\_\_

FOR INTERNAL USE ONLY  
Airline Code:

**ARRIVAL IN HAWAII**

Day:  / Month:  / Year:

Flight No.:

Name of Airline: \_\_\_\_\_

FOR INTERNAL USE ONLY  
Airline Code:

CONTINUE ON THE OTHER SIDE 2267489008

# INTERNATIONAL SURVEY (BACK)

**14. On this trip, I first arrived at:**

Honolulu International Airport     Kaua'i Airport

Kona International Airport     Other (please specify) \_\_\_\_\_

Maui Airport

**15. On this trip, did you or any member of your family/party attend any events at the Hawai'i Convention Center?**

Yes     No

**16. Overall, how would you rate this current trip to Hawai'i?**

Excellent                      Above Average    Below Average                      Poor  
 8  7  6  5  4  3  2  1

**17. Would you say this trip to Hawai'i...?**

Exceeded your expectations

Met your expectations

Did not meet your expectations

**18. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?**

Very Likely                       Not Too Likely

Somewhat Likely               Not Likely At All

**19. How likely are you to return to visit Hawai'i in the next five years?**

Very Likely                       Not Too Likely

Somewhat Likely               Not Likely At All

**20. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 20a-20e. IF NOT, please skip to Question 21.**

**20a. How much did the package trip cost?**

(please specify currency)

US \$

name of \_\_\_\_\_

currency \_\_\_\_\_

**20b. What did the package trip include? (Mark all that apply)**

Airfare (to and from Hawai'i)     Lunch/Dinner

Breakfast                               Rental Car

Airfare (inter-island)               Tours/Attractions

Inter-island cruise (not including dinner/sunset cruise)     Lodging (hotel, condo, etc.)

Trip to another state/country

Other (please specify) \_\_\_\_\_

**20c. Name of the package:** \_\_\_\_\_ (Internal Use)

**20d. Number of nights in Hawai'i covered by it:** \_\_\_\_\_ night(s)

**20e. Number of people covered by amount in Q20a above:** \_\_\_\_\_ persons

**21. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)?**

(please specify currency)

US \$

name of \_\_\_\_\_

currency: \_\_\_\_\_



**22. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 20 and 21. Please round to the nearest dollar.) Absolutely no personal information will be shared.**

How many people are you reporting for?  persons (specify total number of people)

<b>22a. Lodging (hotel, condo, B&amp;B, hostel, etc., including tips)..... US\$</b>	\$	\$
<b>22b. Total Food and Beverage..... US\$</b>	\$	\$
In restaurants, bars and other eating places..... US\$	\$	\$
Dinner shows/dinner cruises..... US\$	\$	\$
Groceries/snacks..... US\$	\$	\$
<b>22c. Total Entertainment and Recreation..... US\$</b>	\$	\$
Attractions/entertainment..... US\$	\$	\$
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$	\$	\$
Other activities & tours..... US\$	\$	\$
<b>22d. Total Transportation..... US\$</b>	\$	\$
Inter island airfare..... US\$	\$	\$
Bus, taxi, trolley, rideshare, etc..... US\$	\$	\$
Rental car/Moped/Car share..... US\$	\$	\$
Other expenses (gasoline, parking, etc.)..... US\$	\$	\$
<b>22e. Total Shopping..... US\$</b>	\$	\$
Fashion and clothing..... US\$	\$	\$
Jewelry/watches..... US\$	\$	\$
Cosmetics/perfumes..... US\$	\$	\$
Leather goods (belts, wallets, handbags, etc.)..... US\$	\$	\$
Hawai'i food products to take home (fruits, nuts, coffee etc.)..... US\$	\$	\$
Souvenirs..... US\$	\$	\$
<b>22f. Other Spending</b>	\$	\$
Electronics..... US\$	\$	\$
Health/Wellness..... US\$	\$	\$
Household Items..... US\$	\$	\$
Art and Collectibles..... US\$	\$	\$
Other, please specify below..... US\$	\$	\$
<b>22. TOTAL for Question 22 (22a-22f)..... US\$</b>	\$	\$

0947489001
Mahalo (Thank You)! Please return your completed survey to the interviewer.
Int'l 2023Q1

# ISLAND SURVEY

**Island Survey**

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (●) or print [1 2] clearly. We greatly appreciate your assistance. *Mahalo!*  
**Your answers will be kept strictly confidential and will be tabulated for research purposes only.**

**[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]**  
 Please indicate your departure information:  
 Date: 

		-			-		
--	--	---	--	--	---	--	--

  
 Flight Number: 

--	--	--	--	--	--

DO NOT WRITE IN THESE BOXES  
 Airline: \_\_\_\_\_

1. The total number of people (including myself) covered by this form is: 

--	--

 persons

2. You are a(an):  
 Out-of-state or foreign visitor to this island. **[Proceed to Q3]**  
 Hawai'i resident visiting this island from another island. **[Proceed to Q3]**  
 Resident of this island going on an out-of-island trip, to be away for nights. **[Answer Questions 10-14 Only]**  
 Resident of this island moving to another island/state/country. **[STOP. Please turn in your form]**

3. On this trip, you were on this island for: **[One answer only]**  
 Transit only (did not leave airport). **[STOP. Please turn in your form]**  
 One-day trip and did not stay overnight **[Proceed to Q4]**  
 Stayed at least one night. **[Proceed to Q4]**

4. Please mark if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed <small>(write "0" if day-only trip)</small>		
O'ahu	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
Maui	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
Kaua'i	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
Moloka'i	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
Lana'i	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
Kona <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
Hilo <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
<b>TOTAL NIGHTS ALL ISLANDS</b>		<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		

5a. Including this trip, how many times have you visited **this island**?..... 

--	--

5b. Including this trip, how many times have you visited **Hawai'i**?..... 

--	--

5c. **[IF TWO OR MORE TRIPS TO HAWAII']**  
 What year did you last visit Hawai'i?  
 Specify Year: 

--	--	--	--

6. On this trip, you first arrived at:  
 Honolulu International Airport  
 Kona International Airport  
 Maui Airport  
 Kaua'i Airport  
 Hilo Airport  
 Other (please specify) \_\_\_\_\_

7. You came on this trip as a member of an organized group tour:  
 Yes  No

8. You came on a pre-paid package trip that included at least airfare and lodging:  
 Yes  No

9. Where did you stay at while on **this island**? **[Mark all that apply]**  
 Hotel  
 Condominium  
 Rental House  
 Timeshare Unit  
 Bed & Breakfast  
 Cruise Ship  
 Friends or Relatives  
 Hostel  
 Camp Site, Beach  
 Private Room in Private Home  
 Shared Room/Space in Private Home  
 Other (please specify) \_\_\_\_\_

9a. What is the name of the hotel/condominium you stayed at while on **this island**?  
 \_\_\_\_\_ (Internal Use)

9b. On **this trip**, did you or any member of your family/party attend any events at the Hawai'i Convention Center?  
 Yes  No

10. The **primary** reason for the trip to **this island** was: **[Residents -- Mark Purpose of Trip]**  
 To get married  
 Honeymoon  
 To attend a wedding  
 Pleasure/Vacation  
 Convention/Conference  
 Corporate meeting  
 Incentive/Reward Travel  
 Company Trip  
 Other Business  
 Visit friends or relatives  
 Government or military business  
 To attend school  
 Sports Event/Group (Participant/Spectator)  
 School Group  
 Event/Concert/Festival (Participant/Spectator)  
 Other (please specify) \_\_\_\_\_ (Internal Use)

11. What is your age? 

--	--

 years old

12. What best describes your gender identity?  
 Male  Female  Other \_\_\_\_\_

13. Of the people covered by this form **(NOT including yourself)**, how many are:

Age	Males	Females	Other						
<12	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
13-17	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
18-24	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
25-40	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
41-59	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
60+	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		
<b>TOTAL</b>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px; border: 1px solid black;"></td><td style="width: 20px; height: 20px; border: 1px solid black;"></td></tr></table>		

14. You are a resident of:  
 U.S.A..... 

--	--	--	--

(specify zip code)  
 Argentina (specify zip code)  
 Australia  
 Brazil  
 Canada... 

		-		
--	--	---	--	--

(specify postal code)  
 China (PRC)  
 France  
 Germany  
 Hong Kong  
 Italy  
 Japan... 

		-		
--	--	---	--	--



(specify postal code)  
 Korea  
 Mexico  
 New Zealand  
 Philippines  
 Singapore  
 Switzerland  
 Taiwan  
 United Kingdom  
 Other (please specify) \_\_\_\_\_ (Internal Use)

**CONTINUE TO OTHER SIDE** →

0342315378



# CRUISE SURVEY

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble  or print [1][2] clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. *Mahalo!*

---

**Cruise Start Date:**  
 -  -   
Month Day Year

1. The total number of people (including myself) covered by this form is: (Fill out one form per party/family)  
 persons

2. I am a:  
 Visitor to Hawai'i  
 Resident of Hawai'i

3. Including this trip, I have made:  
 trips to Hawai'i in my lifetime

4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise.....	<input type="text"/>
During this cruise.....	<input type="text"/>
Expect to spend after this cruise.....	<input type="text"/>
<b>TOTAL NIGHTS IN HAWAII</b> <small>(Before, during and after cruise)</small>	<input type="text"/>

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hawai'i Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Excluding the nights spent on this cruise ship, where did you stay in Hawai'i on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="radio"/>	<input type="radio"/>
Condominium	<input type="radio"/>	<input type="radio"/>
Timeshare unit	<input type="radio"/>	<input type="radio"/>
Bed & breakfast	<input type="radio"/>	<input type="radio"/>
Friends or relatives	<input type="radio"/>	<input type="radio"/>
Other, specify:	<input type="radio"/>	<input type="radio"/>
DO NOT WRITE IN THESE BOXES	<input type="text"/>	<input type="text"/>

7. While you were on your cruise, did you purchase any shore tours in Hawai'i?  
 Yes  No

8. What was included in the cruise package you purchased when booking your cruise to Hawai'i? (Please mark (•) all that apply)

Airfare (Inter island)  
 (Number of one-way flights)

Non-cruise lodging  
 (Number of nights)

Meals on shore  
 (Number of meals)

Rental car  
 (Number of days)

None of the above

9. I am a resident of:

U.S.A.  (specify zip code)

Canada  United Kingdom

Japan  Germany

Korea  France

Taiwan  Switzerland

Hong Kong  Australia

Other (specify)  DO NOT WRITE IN THESE BOXES

10. Did you do any of the following on this trip to Hawai'i?

Go on honeymoon

Get married

Attend a wedding

Attend a Convention/Conference

Conduct some business

Visit friends or relatives

Play golf

11. What is your age?  years old

12. Which best describes your gender identity?  
 Male  Female  Other \_\_\_\_\_

13. Of the people covered by this form (including yourself), how many were:

Age	Males	Females	Other
Under 10	<input type="text"/>	<input type="text"/>	<input type="text"/>
10 - 19	<input type="text"/>	<input type="text"/>	<input type="text"/>
20 - 29	<input type="text"/>	<input type="text"/>	<input type="text"/>
30 - 39	<input type="text"/>	<input type="text"/>	<input type="text"/>
40 - 49	<input type="text"/>	<input type="text"/>	<input type="text"/>
50 - 59	<input type="text"/>	<input type="text"/>	<input type="text"/>
60 or more	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>TOTAL</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>

14. Overall, how would you rate this current trip to Hawai'i?

	Excellent	Above Average	Below Average	Poor
	8	7	6	5
	4	3	2	1

15. Would you say this trip to Hawai'i...?  
 Exceeded your expectations  
 Met your expectations  
 Did not meet your expectations

16. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?  
 Very Likely  
 Somewhat Likely  
 Not Too Likely  
 Not Likely At All

17. How likely are you to return to visit Hawai'i in the next five years?  
 Very Likely  
 Somewhat Likely  
 Not Too Likely  
 Not Likely At All

9750051175
CONTINUE TO OTHER SIDE →

## CRUISE SURVEY (BACK)

**FOR ALL PARTS OF QUESTION 18:**  
**DO NOT** include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.

18. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)..... US\$    ,

18.1 Including yourself, how many people does this expenditure cover?

Of this total amount (Q18), how much was spent for:

	O'AHU (IN US\$)		MAUI (Maui/Moloka'i/Lana'i) (IN US\$)		KAUA'I (IN US\$)		HAWAII ISLAND KONA (IN US\$)		HILO (IN US\$)	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18a. Lodging (hotel, condo, B&B, hostel, etc., including tips).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18b. Total Food and Beverage.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
In restaurants, bars and other eating places.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dinner shows/dinner cruises.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Groceries/snacks.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18c. Total Entertainment and Recreation.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18d. Total Shore Tours.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18e. Total Transportation.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Inter island airfare.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bus, taxi, trolley, rideshare, etc.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rental car/Moped/Car share.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other expenses (gasoline, parking, etc.).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18f. Total Shopping.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fashion and clothing.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Jewelry/watches.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cosmetics/perfumes.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Leather goods (belts, wallets, handbags, etc.).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hawai'i food products to take home (fruits, nuts, coffee, etc.).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Souvenirs.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18g. Other Spending										
Electronics.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Health/wellness.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Household items.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Art and collectibles.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Please specify:.....	_____									

Cruise International  
2023Q1

DO NOT WRITE IN THESE BOXES

NAME OF CRUISE SHIP: \_\_\_\_\_

0204051170



# DBEDT

STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM

Research and Economic Analysis Division  
Tourism Research Branch  
250 South Hotel Street, Room 435  
Honolulu, Hawai'i 96813

[dbedt.hawaii.gov/visitor/visitor-research](http://dbedt.hawaii.gov/visitor/visitor-research)