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VISITOR ARRIVALS AND VISITOR SPENDING CONTINUED TO DECLINE IN MARCH 2024

HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), total visitor arrivals and total visitor spending in March 2024 declined in comparison to March 2023. There were 855,537 visitors to the Hawaiian Islands in March 2024, down 5.0 percent from a year ago. Total visitor spending measured in nominal dollars was \$1.76 billion, which was a drop of 4.2 percent compared to March 2023. When compared to pre-pandemic 2019 levels, March 2024 total visitor arrivals represent a 92.1 percent recovery from March 2019 and total visitor spending was higher than March 2019 (\$1.49 billion, +18.2%).

In March 2024, 843,519 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 12,018 visitors came via out-of-state cruise ships. In comparison, 892,239 visitors (-5.5%) arrived by air and 8,561 visitors (+40.4%) came by cruise ships in March 2023, and 917,026 visitors (-8.0%) arrived by air and 11,824 visitors (+1.6%) came by cruise ships in March 2019. The average length of stay by all visitors in March 2024 was 8.49 days, compared to 8.69 days (-2.3%) in March 2023 and 8.36 days (+1.5%) in March 2019. The statewide average daily census¹ was 234,306 visitors in March 2024, compared to 252,633 visitors (-7.3%) in March 2023 and 250,528 visitors (-6.5%) in March 2019.

In March 2024, 421,731 visitors arrived from the U.S. West, down from March 2023 (464,295 visitors, -9.2%), but an increase compared to March 2019 (399,049 visitors, +5.7%). U.S. West visitor spending of \$801.1 million decreased from March 2023 (\$838.5 million, -4.5%), but was much higher than March 2019 (\$578.1 million, +38.6%). Daily spending by U.S. West visitors in March 2024 (\$232 per person) increased compared to March 2023 (\$220 per person, +5.4%) and was considerably more than March 2019 (\$176 per person, +32.1%).

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

In March 2024, arrivals from the U.S. East of 223,494 visitors declined compared to March 2023 (245,466 visitors, -9.0%) and from March 2019 (225,648 visitors, -1.0%). U.S. East visitor spending of \$526.5 million decreased from March 2023 (\$577.3 million, -8.8%), but was significantly higher than in March 2019 (\$404.5 million, +30.2%). Daily spending by U.S. East visitors in March 2024 (\$261 per person) was up from March 2023 (\$257 per person, +1.3%) and was considerably more than in March 2019 (\$201 per person, +29.5%).

There were 62,912 visitors from Japan in March 2024, which was up significantly compared to March 2023 (40,039 visitors, +57.1%), but still much lower than March 2019 (133,858 visitors, -53.0%). Visitors from Japan spent \$92.1 million in March 2024, compared to \$61.3 million (+50.2%) in March 2023 and \$185.2 million (-50.2%) in March 2019. Daily spending by Japanese visitors in March 2024 (\$238 per person) was more than March 2023 (\$232 per person, +2.5%) and was unchanged from March 2019 (\$238 per person, 0.0%).

In March 2024, 59,101 visitors arrived from Canada, a decrease in comparison to March 2023 (64,377 visitors, -8.2%) and March 2019 (76,913 visitors, -23.2%). Visitors from Canada spent \$139.0 million in March 2024, which was a significant drop from March 2023 (\$162.4 million, -14.4%) and down slightly from March 2019 (\$139.8 million, -0.6%). Daily spending by Canadian visitors in March 2024 (\$210 per person) declined from March 2023 (\$213 per person, -1.6%), but was much higher than March 2019 (\$158 per person, +33.2%).

There were 76,281 visitors from all other international markets in March 2024, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, and the Pacific Islands. In comparison, there were 78,062 visitors (-2.3%) from all other international markets in March 2023 and 81,558 visitors (-6.5%) in March 2019.

In March 2024, a total of 5,316 transpacific flights with 1,181,869 seats serviced the Hawaiian Islands, down from 5,438 flights (-2.2%) with 1,200,084 seats (-1.5%) in March 2023, and 5,445 flights (-2.4%) with 1,192,137 seats (-0.9%) in March 2019.

Year-to-Date 2024

A total of 2,391,496 visitors arrived in the first quarter of 2024, a decrease of 2.2 percent from 2,446,331 visitors in the first quarter of 2023. Total arrivals declined 5.4 percent when compared to 2,527,277 visitors in the first quarter of 2019.

In the first quarter of 2024, total visitor spending was \$5.22 billion, down from \$5.37 billion (-2.7%) in the first quarter of 2023, but higher than \$4.49 billion (+16.3%) in the first quarter of 2019.

Other Highlights

U.S. West: In March 2024, 315,678 visitors arrived from the Pacific region and 105,832 visitors came from the Mountain region. Most U.S. West visitors in March 2024 had been to Hawai'i before (83.0%) while 17.0 percent were first-time visitors. In terms of accommodations, 52.2 percent of U.S. West visitors in March 2024 stayed in hotels, 16.1 percent stayed in condominiums, 12.7 percent stayed with friends and relatives, 12.1 percent stayed in rental homes and 9.6 percent stayed in timeshares.

In the first quarter of 2024, there were 1,151,135 visitors from the U.S. West, compared to 1,226,548 visitors (-6.1%) in the first quarter of 2023 and 1,028,938 visitors (+11.9%) in the first quarter of 2019.

U.S. West visitors spent \$2.30 billion in the first quarter of 2024 compared to \$2.38 billion (-3.6%) in the first quarter of 2023 and \$1.63 billion (+40.5%) in the first quarter of 2019. The average daily visitor spending in the first quarter of 2024 was \$231 per person, higher than the first quarter of 2023 (\$223 per person, +3.6%) and up considerably from the first quarter of 2019 (\$180 per person, +28.8%).

U.S. East: In March 2024, the three largest U.S. East regions were the East North Central (50,983 visitors), South Atlantic (47,637 visitors) and West South Central (41,105 visitors). Six out of 10 U.S. East visitors in March 2024 had been to Hawai'i before (62.3%) while 37.7 percent were first-time visitors. In terms of lodging, 59.8 percent of U.S. East visitors in March 2024 stayed in hotels, 12.8 percent stayed with friends and relatives, 12.2 percent stayed in condominiums, 11.5 percent stayed in rental homes and 8.3 percent stayed in timeshares.

In the first quarter of 2024, 605,936 visitors arrived from U.S. East, compared to 661,915 visitors (-8.5%) in the first quarter of 2023 and 587,678 visitors (+3.1%) in the first quarter of 2019.

U.S. East visitors spent \$1.59 billion in the first quarter of 2024, compared to \$1.72 billion (-7.4%) in the first quarter of 2023 and \$1.24 billion (+28.5%) in the first quarter of 2019. Daily visitor spending in the first quarter of 2024 of \$261 per person was higher than the first quarter of 2023 (\$257 per person, +1.4%) and the first quarter of 2019 (\$209 per person, +24.8%).

Japan: Of the 62,912 visitors in March 2024, 62,161 visitors arrived on international flights and 751 came on domestic flights. Seven out of 10 Japanese visitors in March 2024 were repeat visitors (72.9%) while 27.1 percent were first-time visitors to the islands. In terms of lodging, 74.1 percent of Japanese visitors in March 2024 stayed in hotels, 16.7 percent stayed in condominiums, 9.0 percent stayed in timeshares and 2.0 percent stayed with friends and relatives.

In the first quarter of 2024, there were 171,539 visitors from Japan, compared to 98,994 visitors (+73.3%) in the first quarter of 2023 and 374,929 visitors (-54.2%) in the first quarter of 2019.

Visitors from Japan spent \$253.0 million in the first quarter of 2024, compared to \$163.2 million (+55.0%) in the first quarter of 2023 and \$524.1 million (-51.7%) in the first quarter of 2019. Daily visitor spending in the first quarter of 2024 (\$240 per person) increased compared to the first quarter of 2023 (\$235 per person, +2.0%) and was similar to the first quarter of 2019 (\$240 per person, 0.0%).

Canada: Of the 59,101 visitors in March 2024, 51,276 visitors arrived via direct air service from Canada and 7,825 visitors came on domestic flights. Seven out of 10 Canadian visitors in March 2024 had been to Hawai'i before (71.5%) while 28.5 percent were first-time visitors. In terms of lodging, 50.7 percent of Canadian visitors in March 2024 stayed in hotels, 24.6 percent stayed in condominiums, 11.6 percent stayed in rental homes, 11.4 percent stayed in timeshares and 6.4 percent stayed with friends and relatives.

In the first quarter of 2024, there were 165,151 visitors from Canada, compared to 175,738 visitors (-6.0%) in the first quarter of 2023 and 213,190 visitors (-22.5%) in the first quarter of 2019.

Visitors from Canada spent \$430.5 million in the first quarter of 2024, compared to \$464.1 million (-7.2%) in the first quarter of 2023 and \$458.3 million (-6.1%) in the first quarter of 2019. Daily visitor spending in the first quarter of 2024 of \$219 per person was higher compared to the first quarter of 2023 (\$215 per person, +2.1%) and the first quarter of 2019 (\$169 per person, +29.8%).

Island Highlights

O'ahu: There were 502,933 visitors to O'ahu in March 2024, compared to 487,393 visitors (+3.2%) in March 2023 and 523,904 visitors (-4.0%) in March 2019. Visitor spending was \$753.0 million in March 2024, compared to \$731.4 million (+3.0%) in March 2023 and \$672.9 million (+11.9%) in March 2019. The average daily census on O'ahu was 111,760 visitors in March 2024, compared to 110,626 visitors (+1.0%) in March 2023 and 111,696 visitors (+0.1%) in March 2019.

In the first quarter of 2024, there were 1,407,154 visitors to O'ahu, compared to 1,335,130 visitors (+5.4%) in the first quarter of 2023 and 1,467,031 visitors (-4.1%) in the first quarter of 2019. For the first quarter of 2024, total visitor spending was \$2.17 billion, an increase from \$2.11 billion (+2.8%) in the first quarter of 2023 and \$1.98 billion (+9.4%) in the first quarter of 2019.

Maui: There were 206,049 visitors to Maui in March 2024, down significantly compared to 276,485 visitors (-25.5%) in March 2023 and 271,934 visitors (-24.2%) in March 2019. Visitor spending was \$469.4 million in March 2024, compared to \$619.9 million (-24.3%) in March 2023 and \$443.3 million (+5.9%) in March 2019. The average daily census on Maui was 53,708 visitors in March 2024, compared to 70,111 visitors (-23.4%) in March 2023 and 69,349 visitors (-22.6%) in March 2019.

In the first quarter of 2024, there were 562,354 visitors to Maui, compared to 725,969 visitors (-22.5%) in the first quarter of 2023 and 726,959 visitors (-22.6%) in the first quarter of 2019. For the first quarter of 2024, total visitor spending was \$1.42 billion, compared to \$1.79 billion (-20.7%) in the first quarter of 2023 and \$1.33 billion (+6.4%) in the first quarter of 2019.

Kaua'i: There were 116,437 visitors to Kaua'i in March 2024, compared to 122,585 visitors (-5.0%) in March 2023 and 122,876 visitors (-5.2%) in March 2019. Visitor spending was \$238.1 million in March 2024, compared to \$222.5 million (+7.0%) in March 2023 and \$152.6 million (+56.1%) in March 2019. The average daily census on Kaua'i was 27,988 visitors in March 2024, compared to 29,003 visitors (-3.5%) in March 2023 and 28,844 visitors (-3.0%) in March 2019.

In the first quarter of 2024, there were 331,311 visitors to Kaua'i, compared to 330,090 visitors (+0.4%) in the first quarter of 2023 and 333,462 visitors (-0.6%) in the first quarter of 2019. For the first quarter of 2024, total visitor spending was \$719.4 million, compared to \$660.9 million (+8.8%) in the first quarter of 2023 and \$481.9 million (+49.3%) in the first quarter of 2019.

Hawai'i Island: There were 154,400 visitors to Hawai'i Island in March 2024, compared to 161,172 visitors (-4.2%) in March 2023 and 161,087 visitors (-4.2%) in March 2019. Visitor spending was \$282.1 million in March 2024, compared to \$236.9 million (+19.1%) in March 2023 and \$200.7 million (+40.5%) in March 2019. The average daily census on Hawai'i Island was 38,121 visitors in March 2024, compared to 39,862 visitors (-4.4%) in March 2023 and 37,520 visitors (+1.6%) in March 2019.

In the first quarter of 2024, there were 442,621 visitors to Hawai'i Island, compared to 446,993 visitors (-1.0%) in the first quarter of 2023 and 446,877 visitors (-1.0%) in the first quarter of 2019. For the first quarter of 2024, total visitor spending was \$854.2 million, compared to \$741.1 million (+15.3%) in the first quarter of 2023 and \$646.4 million (+32.2%) in the first quarter of 2019.

Flights and Air Seats to Hawai'i

U.S. West: In March 2024, 3,850 scheduled flights with 804,198 seats serviced Hawai'i from U.S. West.

Air capacity declined in comparison to March 2023 (4,053 flights, -5.0% with 849,725 seats, -5.4%). There were added scheduled seats from Denver, Las Vegas, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, Seattle and direct air service from Everett Washington in March 2024 which did not operate in March 2023. These increases were entirely offset by reduced service from Anchorage, Long Beach, Los Angeles, Oakland, San Francisco and San Jose.

Air capacity increased compared to March 2019 (3,593 flights, +7.2% with 721,330 seats, +11.5%). There were fewer scheduled seats from Los Angeles, Portland, Salt Lake City, San Francisco and discontinued service from Bellingham, Washington. Offsetting these decreases were added scheduled seats from Anchorage, Denver, Las Vegas, Long Beach, Oakland, Phoenix, Sacramento, San Diego, San Jose and Seattle. There was also service from Everett, Washington and Ontario, California in March 2024, which was not operating in March 2019.

U.S. East: In March 2024, 418 scheduled flights with 111,319 seats operated to Hawai'i from U.S. East.

Air capacity decreased compared to March 2023 (462 flights, -9.5% with 128,762 seats, -13.5%). Added scheduled seats from Chicago, Houston, Minneapolis, New York JFK and Washington, D.C., were entirely offset by reduced service from Atlanta, Austin, Dallas, Detroit and Newark.

There were more flights (403 flights, +3.7%) but fewer scheduled seats (115,253 seats, -3.4%) compared to March 2019. Growth in scheduled seats from New York JFK, Washington, D.C., and service from Austin, Boston and Detroit in March 2024 which did not operate in March 2019, were entirely offset by reduced seats from Atlanta, Chicago, Dallas, Minneapolis and Newark.

Japan: In March 2024, there were 424 scheduled flights with 123,751 seats from Japan.

Air capacity was much greater compared to March 2023 (297 flights, +42.8% with 76,473 seats, +61.8%). There were added scheduled seats from Nagoya, Osaka, Haneda and Narita to Honolulu, and seats from Fukuoka to Honolulu which were not in service in March 2023. There were 13 scheduled flights with 3,614 seats from Haneda to Kona in March 2024 compared to seven flights with 1,393 seats from Narita to Kona a year ago.

Direct air service remained below March 2019 levels (694 flights, -38.9% with 173,638 seats, -28.7%). There were added scheduled seats from Haneda to Honolulu which were offset by reduced seats from Fukuoka, Nagoya, Osaka and Narita to Honolulu, and no service from Sapporo to Honolulu compared to March 2019. There were only 13 flights with 3,614 seats from Haneda to Kona in March 2024, compared to 45 flights with 10,061 seats from Haneda and Narita to Kona in March 2019.

Canada: There were 342 scheduled flights with 63,166 seats from Canada in March 2024.

Air capacity decreased compared to March 2023 (368 flights, -7.1% with 68,685 seats, -8.0%). Increased service from Edmonton and Toronto was entirely offset by reduced service from Calgary and Vancouver.

Air capacity was also down compared to March 2019 (397 flights, -13.9% with 73,668 seats, -14.3%). Growth in scheduled seats from Edmonton and Toronto was offset by decreased seats from Calgary and Vancouver.

Oceania:

- **Australia:** In March 2024, there were 60 scheduled flights with 18,006 seats from Melbourne and Sydney, compared to 62 flights (-3.2%) with 18,680 seats (-3.6%) from Melbourne and Sydney in March 2023. Air capacity remained below the March 2019 level (86 flights, -30.2% with 26,820 seats, -32.9% with service from Brisbane, Melbourne, and Sydney).
- **New Zealand:** There were 27 scheduled flights with 7,815 seats from Auckland in March 2024, compared to 25 flights (+8.0%) with 7,157 seats (+9.2%) in March 2023 and 34 flights (-20.6%) with 9,962 seats (-21.6%) in March 2019.

Other Asia:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early March 2020. In comparison, there were 41 scheduled flights with 11,202 seats with service from Beijing and Shanghai in March 2019.
- **Korea:** There were 80 scheduled flights with 23,265 seats from Seoul in March 2024, compared to 75 flights (+6.7%) with 24,163 seats (-3.7%) in March 2023 and 77 flights (+3.9%) with 24,245 seats (-4.0%) in March 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were nine scheduled flights with 2,754 seats in March 2019.

Other Markets:

- **Guam:** There were 31 scheduled flights with 10,850 seats from Guam in March 2024 and in March 2023 compared to 32 flights (-3.1%) with 11,648 seats (-6.9%) in March 2019.
- **Philippines:** There were 23 scheduled flights with 7,107 seats from Manila in March 2024, compared to 22 flights (+4.5%) with 6,798 seats (+4.5%) in March 2023 and 23 flights (0.0%) with 6,164 seats (+15.3%) in March 2019.
- **Samoa:** There were four scheduled flights with 680 seats from Apia in March 2024, compared to five flights (-20.0%) with 850 seats (-20.0%) in March 2023 and five flights (-20.0%) with 826 seats (-17.7%) in March 2019.
- **Rarotonga:** There were four scheduled flights with 756 seats in March 2024. There was no direct air service from the Cook Islands in March 2023 or in March 2019.
- **Kiribati:** There was no direct air service from Christmas Island in March 2024 or March 2023. There were four flights with 488 seats in March 2019.
- **Marshall Islands:** There was one scheduled flight with 166 seats in March 2024. There was no direct service to Majuro in March 2023. There were 18 flights (-94.4%) with 2,988 seats (-94.4%) in March 2019.
- **Fiji:** There were nine scheduled flights with 1,530 seats from Nadi in March 2024, compared to eight flights (+12.5%) with 1,360 seats (+12.5%) in March 2023 and five flights (+80.0%) with 826 seats (+85.2%) in March 2019.
- **American Samoa:** There were eight scheduled flights with 2,224 seats from Pago Pago in March 2024, compared to nine flights (-11.1%) with 2,502 seats (-11.1%) in March 2023 and eight flights (0.0%) with 2,224 seats (0.0%) in March 2019.
- **French Polynesia:** There were five scheduled flights with 1,390 seats from Papeete in March 2024, compared to four flights (+25.0%) with 1,112 seats (+25.0%) in March 2023 and five flights (0.0%) with 1,390 seats (0.0%) in March 2019.

In the first quarter of 2024, there were 14,884 transpacific flights with 3,328,299 seats, compared to 15,308 flights (-2.8%) with 3,385,818 seats (-1.7%) in the first quarter of 2023 and 15,214 flights (-2.2%) with 3,337,280 seats (-0.3%) in the first quarter of 2019.

Cruise Ship Visitors

In March 2024, 12,018 visitors came to the islands aboard five tours from out-of-state ships. Another 11,993 visitors flew to the state to board the Hawai'i home-ported ship Pride of America.

In March 2023, 8,561 visitors (+40.4%) arrived via three tours from out-of-state cruise ships. Another 9,826 visitors (+22.1%) flew to the state to board the Pride of America.

In March 2019, 11,824 visitors (+1.6%) arrived via six tours from out-of-state cruise ships; another 11,937 visitors (+0.5%) came by air to board the Pride of America.

In the first quarter of 2024, 49,633 visitors came to Hawai'i via 31 tours aboard out-of-state cruise ships and 30,620 visitors flew to Hawai'i and boarded the Pride of America. In the first quarter of 2023, 45,320 visitors (+9.5%) came via 20 tours on out-of-state cruise ships and 28,351 visitors (+8.0%) flew to Hawai'i and boarded the Pride of America. In the first quarter of 2019, 40,172 visitors (+23.6%) came via 21 tours on out-of-state cruise ships and 30,341 visitors (+0.9%) flew to Hawai'i and boarded the Pride of America.

Statement by DBEDT Director James Kunane Tokioka

U.S. visitor arrivals in March 2024 were the highest since August 2023 and 3.3 percent higher than the arrivals of March 2019. The total visitor arrivals to Maui at 206,049 in March 2024 were the highest since the Maui wildfires. More than 75 percent of the Maui visitor industry recovered as of March 2024 when compared with pre-wildfire figures.

The recovery from the Japanese market this March, compared with the same month in 2019, was 47 percent which is the third highest since the COVID-19 pandemic.

We are pleased to see that the cruise industry continued to grow in March 2024 with arrivals aboard out-of-state cruise ships increasing 23.6 percent during the first quarter of this year.

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MARCH 2024 ARRIVALS AT A GLANCE

	2024P	2023P	% change	2024P YTD	2023P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,759.8	1,837.2	-4.2	5,224.8	5,369.6	-2.7
Total by air	1,753.5	1,833.6	-4.4	5,200.0	5,350.0	-2.8
U.S. Total	1,327.6	1,415.8	-6.2	3,888.0	4,102.9	-5.2
U.S. West	801.1	838.5	-4.5	2,295.8	2,382.7	-3.6
U.S. East	526.5	577.3	-8.8	1,592.2	1,720.3	-7.4
Japan	92.1	61.3	50.2	253.0	163.2	55.0
Canada	139.0	162.4	-14.4	430.5	464.1	-7.2
All Others	194.7	194.0	0.4	628.5	619.8	1.4
Visitor arrivals by cruise ships	6.3	3.6	74.6	24.8	19.6	26.3
TOTAL VISITOR DAYS	7,263,489	7,831,610	-7.3	21,631,409	22,714,914	-4.8
Total by air	7,206,128	7,790,730	-7.5	21,397,374	22,501,423	-4.9
U.S. Total	5,473,844	6,054,371	-9.6	16,032,179	17,362,782	-7.7
U.S. West	3,454,647	3,810,701	-9.3	9,926,537	10,674,174	-7.0
U.S. East	2,019,197	2,243,671	-10.0	6,105,643	6,688,608	-8.7
Japan	387,433	264,419	46.5	1,055,321	694,241	52.0
Canada	662,040	761,109	-13.0	1,962,072	2,159,828	-9.2
All Others	682,810	710,831	-3.9	2,347,802	2,284,572	2.8
Visitor arrivals by cruise ships	57,362	40,881	40.3	234,035	213,492	9.6
VISITOR ARRIVALS	855,537	900,800	-5.0	2,391,496	2,446,331	-2.2
Total by air	843,519	892,239	-5.5	2,341,863	2,401,012	-2.5
U.S. Total	645,225	709,761	-9.1	1,757,071	1,888,463	-7.0
U.S. West	421,731	464,295	-9.2	1,151,135	1,226,548	-6.1
U.S. East	223,494	245,466	-9.0	605,936	661,915	-8.5
Japan	62,912	40,039	57.1	171,539	98,994	73.3
Canada	59,101	64,377	-8.2	165,151	175,738	-6.0
All Others	76,281	78,062	-2.3	248,101	237,816	4.3
Visitor arrivals by cruise ships	12,018	8,561	40.4	49,633	45,320	9.5
AVERAGE DAILY CENSUS	234,306	252,633	-7.3	237,708	252,388	-5.8
Total by air	232,456	251,314	-7.5	235,136	250,016	-6.0
U.S. Total	176,576	195,302	-9.6	176,178	192,920	-8.7
U.S. West	111,440	122,926	-9.3	109,083	118,602	-8.0
U.S. East	65,135	72,376	-10.0	67,095	74,318	-9.7
Japan	12,498	8,530	46.5	11,597	7,714	50.3
Canada	21,356	24,552	-13.0	21,561	23,998	-10.2
All Others	22,026	22,930	-3.9	25,800	25,384	1.6
Visitor arrivals by cruise ships	1,850	1,319	40.3	2,572	2,372	8.4
AVERAGE LENGTH OF STAY	8.49	8.69	-2.3	9.05	9.29	-2.6
Total by air	8.54	8.73	-2.2	9.14	9.37	-2.5
U.S. Total	8.48	8.53	-0.5	9.12	9.19	-0.8
U.S. West	8.19	8.21	-0.2	8.62	8.70	-0.9
U.S. East	9.03	9.14	-1.2	10.08	10.10	-0.3
Japan	6.16	6.60	-6.7	6.15	7.01	-12.3
Canada	11.20	11.82	-5.3	11.88	12.29	-3.3
All Others	8.95	9.11	-1.7	9.46	9.61	-1.5
Visitor arrivals by cruise ships	4.77	4.78	0.0	4.72	4.71	0.1
PER PERSON PER DAY SPENDING (\$)	242.3	234.6	3.3	241.5	236.4	2.2
Total by air	243.3	235.4	3.4	243.0	237.8	2.2
U.S. Total	242.5	233.9	3.7	242.5	236.3	2.6
U.S. West	231.9	220.0	5.4	231.3	223.2	3.6
U.S. East	260.7	257.3	1.3	260.8	257.2	1.4
Japan	237.8	231.9	2.5	239.7	235.1	2.0
Canada	210.0	213.4	-1.6	219.4	214.9	2.1
All Others	285.2	272.9	4.5	267.7	271.3	-1.3
Visitor arrivals by cruise ships	109.3	87.9	24.4	105.8	91.9	15.2
PER PERSON PER TRIP SPENDING (\$)	2,056.9	2,039.5	0.9	2,184.7	2,195.0	-0.5
Total by air	2,078.8	2,055.0	1.2	2,220.5	2,228.2	-0.3
U.S. Total	2,057.6	1,994.8	3.1	2,212.8	2,172.6	1.8
U.S. West	1,899.6	1,806.0	5.2	1,994.4	1,942.6	2.7
U.S. East	2,355.7	2,351.9	0.2	2,627.7	2,598.9	1.1
Japan	1,464.6	1,531.7	-4.4	1,474.7	1,648.4	-10.5
Canada	2,352.1	2,523.1	-6.8	2,606.5	2,640.7	-1.3
All Others	2,552.7	2,484.9	2.7	2,533.4	2,606.4	-2.8
Visitor arrivals by cruise ships	521.8	419.5	24.4	499.0	432.8	15.3

P=Preliminary data.

MARCH 2024 ISLAND HIGHLIGHTS

	2024P	2023P	% change	2024P YTD	2023P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,759.8	1,837.2	-4.2	5,224.8	5,369.6	-2.7
Total by air	1,753.5	1,833.6	-4.4	5,200.0	5,350.0	-2.8
O'ahu	753.0	731.4	3.0	2,168.1	2,109.1	2.8
Maui	469.4	619.9	-24.3	1,416.3	1,785.2	-20.7
Moloka'i	2.3	5.8	-59.7	11.5	13.0	-11.7
Lāna'i	8.7	17.2	-49.5	30.5	40.7	-25.1
Kaua'i	238.1	222.5	7.0	719.4	660.9	8.8
Hawai'i Island	282.1	236.9	19.1	854.2	741.1	15.3
Visitor arrivals by cruise ships	6.3	3.6	74.6	24.8	19.6	26.3
TOTAL VISITOR DAYS	7,263,489	7,831,610	-7.3	21,631,409	22,714,914	-4.8
Total by air	7,206,128	7,790,730	-7.5	21,397,374	22,501,423	-4.9
O'ahu	3,464,558	3,429,420	1.0	10,187,469	9,873,470	3.2
Maui	1,664,944	2,173,438	-23.4	4,826,943	6,135,391	-21.3
Moloka'i	13,793	25,775	-46.5	71,432	83,147	-14.1
Lāna'i	13,434	27,269	-50.7	47,636	71,621	-33.5
Kaua'i	867,640	899,107	-3.5	2,588,200	2,578,888	0.4
Hawai'i Island	1,181,759	1,235,721	-4.4	3,675,694	3,758,906	-2.2
Visitor arrivals by cruise ships	57,362	40,881	40.3	234,035	213,492	9.6
VISITOR ARRIVALS	855,537	900,800	-5.0	2,391,496	2,446,331	-2.2
Total by air	843,519	892,239	-5.5	2,341,863	2,401,012	-2.5
O'ahu	502,933	487,393	3.2	1,407,154	1,335,130	5.4
Maui	206,049	276,485	-25.5	562,354	725,969	-22.5
Moloka'i	2,681	4,401	-39.1	10,048	11,990	-16.2
Lāna'i	3,396	6,426	-47.2	11,273	16,954	-33.5
Kaua'i	116,437	122,585	-5.0	331,311	330,090	0.4
Hawai'i Island	154,400	161,172	-4.2	442,621	446,993	-1.0
Visitor arrivals by cruise ships	12,018	8,561	40.4	49,633	45,320	9.5
AVERAGE DAILY CENSUS	234,306	252,633	-7.3	237,708	252,388	-5.8
Total by air	232,456	251,314	-7.5	235,136	250,016	-6.0
O'ahu	111,760	110,626	1.0	111,950	109,705	2.0
Maui	53,708	70,111	-23.4	53,043	68,171	-22.2
Moloka'i	445	831	-46.5	785	924	-15.0
Lāna'i	433	880	-50.7	523	796	-34.2
Kaua'i	27,988	29,003	-3.5	28,442	28,654	-0.7
Hawai'i Island	38,121	39,862	-4.4	40,392	41,766	-3.3
Visitor arrivals by cruise ships	1,850	1,319	40.3	2,572	2,372	8.4
AVERAGE LENGTH OF STAY	8.49	8.69	-2.3	9.05	9.29	-2.6
Total by air	8.54	8.73	-2.2	9.14	9.37	-2.5
O'ahu	6.89	7.04	-2.1	7.24	7.40	-2.1
Maui	8.08	7.86	2.8	8.58	8.45	1.6
Moloka'i	5.14	5.86	-12.1	7.11	6.93	2.5
Lāna'i	3.96	4.24	-6.8	4.23	4.22	0.0
Kaua'i	7.45	7.33	1.6	7.81	7.81	0.0
Hawai'i Island	7.65	7.67	-0.2	8.30	8.41	-1.2
Visitor arrivals by cruise ships	4.77	4.78	0.0	4.72	4.71	0.1
PER PERSON PER DAY SPENDING (\$)	242.3	234.6	3.3	241.5	236.4	2.2
Total by air	243.3	235.4	3.4	243.0	237.8	2.2
O'ahu	217.3	213.3	1.9	212.8	213.6	-0.4
Maui	281.9	285.2	-1.2	293.4	291.0	0.8
Moloka'i	168.0	223.2	-24.7	160.9	156.5	2.8
Lāna'i	645.2	629.8	2.4	639.6	568.2	12.6
Kaua'i	274.4	247.4	10.9	277.9	256.3	8.5
Hawai'i Island	238.7	191.7	24.5	232.4	197.2	17.9
Visitor arrivals by cruise ships	109.3	87.9	24.4	105.8	91.9	15.2
PER PERSON PER TRIP SPENDING (\$)	2,056.9	2,039.5	0.9	2,184.7	2,195.0	-0.5
Total by air	2,078.8	2,055.0	1.2	2,220.5	2,228.2	-0.3
O'ahu	1,497.2	1,500.6	-0.2	1,540.8	1,579.7	-2.5
Maui	2,277.9	2,242.0	1.6	2,518.5	2,459.0	2.4
Moloka'i	864.6	1,306.8	-33.8	1,143.5	1,085.3	5.4
Lāna'i	2,552.6	2,672.9	-4.5	2,702.7	2,400.5	12.6
Kaua'i	2,044.8	1,814.9	12.7	2,171.3	2,002.2	8.4
Hawai'i Island	1,826.8	1,470.0	24.3	1,930.0	1,658.0	16.4
Visitor arrivals by cruise ships	521.8	419.5	24.4	499.0	432.8	15.3

P=Preliminary data.

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

	2024P	2019	% change	2024P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,759.8	1,488.9	18.2	5,224.8	4,494.0	16.3
Total by air	1,753.5	1,484.9	18.1	5,200.0	4,481.1	16.0
U.S. Total	1,327.6	982.6	35.1	3,888.0	2,873.4	35.3
U.S. West	801.1	578.1	38.6	2,295.8	1,634.4	40.5
U.S. East	526.5	404.5	30.2	1,592.2	1,239.0	28.5
Japan	92.1	185.2	-50.2	253.0	524.1	-51.7
Canada	139.0	139.8	-0.6	430.5	458.3	-6.1
All Others	194.7	177.4	9.8	628.5	625.3	0.5
Visitor arrivals by cruise ships	6.3	4.0	55.1	24.8	12.9	91.8
TOTAL VISITOR DAYS	7,263,489	7,766,370	-6.5	21,631,409	22,804,420	-5.1
Total by air	7,206,128	7,716,825	-6.6	21,397,374	22,636,773	-5.5
U.S. Total	5,473,844	5,303,252	3.2	16,032,179	15,026,373	6.7
U.S. West	3,454,647	3,293,738	4.9	9,926,537	9,098,812	9.1
U.S. East	2,019,197	2,009,515	0.5	6,105,643	5,927,561	3.0
Japan	387,433	778,887	-50.3	1,055,321	2,185,655	-51.7
Canada	662,040	886,726	-25.3	1,962,072	2,710,297	-27.6
All Others	682,810	747,959	-8.7	2,347,802	2,714,448	-13.5
Visitor arrivals by cruise ships	57,362	49,545	15.8	234,035	167,647	39.6
VISITOR ARRIVALS	855,537	928,849	-7.9	2,391,496	2,527,277	-5.4
Total by air	843,519	917,026	-8.0	2,341,863	2,487,105	-5.8
U.S. Total	645,225	624,697	3.3	1,757,071	1,616,616	8.7
U.S. West	421,731	399,049	5.7	1,151,135	1,028,938	11.9
U.S. East	223,494	225,648	-1.0	605,936	587,678	3.1
Japan	62,912	133,858	-53.0	171,539	374,929	-54.2
Canada	59,101	76,913	-23.2	165,151	213,190	-22.5
All Others	76,281	81,558	-6.5	248,101	282,370	-12.1
Visitor arrivals by cruise ships	12,018	11,824	1.6	49,633	40,172	23.6
AVERAGE DAILY CENSUS	234,306	250,528	-6.5	237,708	253,382	-6.2
Total by air	232,456	248,930	-6.6	235,136	251,520	-6.5
U.S. Total	176,576	171,073	3.2	176,178	166,960	5.5
U.S. West	111,440	106,250	4.9	109,083	101,098	7.9
U.S. East	65,135	64,823	0.5	67,095	65,862	1.9
Japan	12,498	25,125	-50.3	11,597	24,285	-52.2
Canada	21,356	28,604	-25.3	21,561	30,114	-28.4
All Others	22,026	24,128	-8.7	25,800	30,161	-14.5
Visitor arrivals by cruise ships	1,850	1,598	15.8	2,572	1,863	38.1
AVERAGE LENGTH OF STAY	8.49	8.36	1.5	9.05	9.02	0.2
Total by air	8.54	8.42	1.5	9.14	9.10	0.4
U.S. Total	8.48	8.49	-0.1	9.12	9.29	-1.8
U.S. West	8.19	8.25	-0.8	8.62	8.84	-2.5
U.S. East	9.03	8.91	1.5	10.08	10.09	-0.1
Japan	6.16	5.82	5.8	6.15	5.83	5.5
Canada	11.20	11.53	-2.8	11.88	12.71	-6.5
All Others	8.95	9.17	-2.4	9.46	9.61	-1.6
Visitor arrivals by cruise ships	4.77	4.19	13.9	4.72	4.17	13.0
PER PERSON PER DAY SPENDING (\$)	242.3	191.7	26.4	241.5	197.1	22.6
Total by air	243.3	192.4	26.5	243.0	198.0	22.8
U.S. Total	242.5	185.3	30.9	242.5	191.2	26.8
U.S. West	231.9	175.5	32.1	231.3	179.6	28.8
U.S. East	260.7	201.3	29.5	260.8	209.0	24.8
Japan	237.8	237.8	0.0	239.7	239.8	0.0
Canada	210.0	157.7	33.2	219.4	169.1	29.8
All Others	285.2	237.1	20.3	267.7	230.4	16.2
Visitor arrivals by cruise ships	109.3	81.6	33.9	105.8	77.0	37.4
PER PERSON PER TRIP SPENDING (\$)	2,056.9	1,603.0	28.3	2,184.7	1,778.2	22.9
Total by air	2,078.8	1,619.3	28.4	2,220.5	1,801.7	23.2
U.S. Total	2,057.6	1,572.9	30.8	2,212.8	1,777.4	24.5
U.S. West	1,899.6	1,448.6	31.1	1,994.4	1,588.5	25.6
U.S. East	2,355.7	1,792.6	31.4	2,627.7	2,108.2	24.6
Japan	1,464.6	1,383.6	5.9	1,474.7	1,397.8	5.5
Canada	2,352.1	1,817.6	29.4	2,606.5	2,149.6	21.3
All Others	2,552.7	2,174.5	17.4	2,533.4	2,214.6	14.4
Visitor arrivals by cruise ships	521.8	342.0	52.6	499.0	321.5	55.2

P=Preliminary data.

MARCH 2024 ISLAND HIGHLIGHTS (2024 vs. 2019)

	2024P	2019	% change	2024P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,759.8	1,488.9	18.2	5,224.8	4,494.0	16.3
Total by air	1,753.5	1,484.9	18.1	5,200.0	4,481.1	16.0
O'ahu	753.0	672.9	11.9	2,168.1	1,982.1	9.4
Maui	469.4	443.3	5.9	1,416.3	1,330.7	6.4
Moloka'i	2.3	3.7	-37.1	11.5	9.8	17.3
Lāna'i	8.7	11.7	-25.9	30.5	30.1	1.1
Kaua'i	238.1	152.6	56.1	719.4	481.9	49.3
Hawai'i Island	282.1	200.7	40.5	854.2	646.4	32.2
Visitor arrivals by cruise ships	6.3	4.0	55.1	24.8	12.9	91.8
TOTAL VISITOR DAYS	7,263,489	7,766,370	-6.5	21,631,409	22,804,420	-5.1
Total by air	7,206,128	7,716,825	-6.6	21,397,374	22,636,773	-5.5
O'ahu	3,464,558	3,462,580	0.1	10,187,469	10,137,690	0.5
Maui	1,664,944	2,149,826	-22.6	4,826,943	6,192,425	-22.1
Moloka'i	13,793	22,674	-39.2	71,432	86,957	-17.9
Lāna'i	13,434	24,464	-45.1	47,636	67,779	-29.7
Kaua'i	867,640	894,171	-3.0	2,588,200	2,609,089	-0.8
Hawai'i Island	1,181,759	1,163,110	1.6	3,675,694	3,542,833	3.8
Visitor arrivals by cruise ships	57,362	49,545	15.8	234,035	167,647	39.6
VISITOR ARRIVALS	855,537	928,849	-7.9	2,391,496	2,527,277	-5.4
Total by air	843,519	917,026	-8.0	2,341,863	2,487,105	-5.8
O'ahu	502,933	523,904	-4.0	1,407,154	1,467,031	-4.1
Maui	206,049	271,934	-24.2	562,354	726,959	-22.6
Moloka'i	2,681	4,948	-45.8	10,048	16,057	-37.4
Lāna'i	3,396	8,964	-62.1	11,273	21,597	-47.8
Kaua'i	116,437	122,876	-5.2	331,311	333,462	-0.6
Hawai'i Island	154,400	161,087	-4.2	442,621	446,877	-1.0
Visitor arrivals by cruise ships	12,018	11,824	1.6	49,633	40,172	23.6
AVERAGE DAILY CENSUS	234,306	250,528	-6.5	237,708	253,382	-6.2
Total by air	232,456	248,930	-6.6	235,136	251,520	-6.5
O'ahu	111,760	111,696	0.1	111,950	112,641	-0.6
Maui	53,708	69,349	-22.6	53,043	68,805	-22.9
Moloka'i	445	731	-39.2	785	966	-18.8
Lāna'i	433	789	-45.1	523	753	-30.5
Kaua'i	27,988	28,844	-3.0	28,442	28,990	-1.9
Hawai'i Island	38,121	37,520	1.6	40,392	39,365	2.6
Visitor arrivals by cruise ships	1,850	1,598	15.8	2,572	1,863	38.1
AVERAGE LENGTH OF STAY	8.49	8.36	1.5	9.05	9.02	0.2
Total by air	8.54	8.42	1.5	9.14	9.10	0.4
O'ahu	6.89	6.61	4.2	7.24	6.91	4.8
Maui	8.08	7.91	2.2	8.58	8.52	0.8
Moloka'i	5.14	4.58	12.3	7.11	5.42	31.3
Lāna'i	3.96	2.73	45.0	4.23	3.14	34.6
Kaua'i	7.45	7.28	2.4	7.81	7.82	-0.2
Hawai'i Island	7.65	7.22	6.0	8.30	7.93	4.7
Visitor arrivals by cruise ships	4.77	4.19	13.9	4.72	4.17	13.0
PER PERSON PER DAY SPENDING (\$)	242.3	191.7	26.4	241.5	197.1	22.6
Total by air	243.3	192.4	26.5	243.0	198.0	22.8
O'ahu	217.3	194.3	11.8	212.8	195.5	8.9
Maui	281.9	206.2	36.7	293.4	214.9	36.5
Moloka'i	168.0	162.5	3.4	160.9	112.6	42.8
Lāna'i	645.2	478.3	34.9	639.6	444.7	43.8
Kaua'i	274.4	170.6	60.8	277.9	184.7	50.5
Hawai'i Island	238.7	172.6	38.3	232.4	182.5	27.4
Visitor arrivals by cruise ships	109.3	81.6	33.9	105.8	77.0	37.4
PER PERSON PER TRIP SPENDING (\$)	2,056.9	1,603.0	28.3	2,184.7	1,778.2	22.9
Total by air	2,078.8	1,619.3	28.4	2,220.5	1,801.7	23.2
O'ahu	1,497.2	1,284.5	16.6	1,540.8	1,351.1	14.0
Maui	2,277.9	1,630.1	39.7	2,518.5	1,830.5	37.6
Moloka'i	864.6	744.4	16.1	1,143.5	610.0	87.5
Lāna'i	2,552.6	1,305.2	95.6	2,702.7	1,395.6	93.7
Kaua'i	2,044.8	1,241.7	64.7	2,171.3	1,445.2	50.2
Hawai'i Island	1,826.8	1,246.2	46.6	1,930.0	1,446.5	33.4
Visitor arrivals by cruise ships	521.8	342.0	52.6	499.0	321.5	55.2

P=Preliminary data.