



# U.S. Fact Sheet

## United States Overview

The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. The Hawai'i Tourism United States (HTUSA) COVID-19 recovery plan continues to focus on welcoming visitors who want to *mālama* (take care of) Hawai'i during their visit, with an emphasis on providing education pre-arrival through messages that resonates with them throughout their stay. HTUSA will promote the Kuleana and Mālama Hawai'i campaigns, working with visitor industry partners to encourage visitors to stay in a regenerative way – to take the time to really know the islands, form a deeper connection with Hawai'i's culture and people, and travel while giving back mindfully. These efforts can be seen in messaging throughout Hawai'i's airports for how to visit responsibly and respectfully, and even on Social Media platforms and navigation apps, like Waze, for new reservation systems at some of our frequented destinations on-island.

## Year-to-Date March 2024 Quick Facts<sup>1/</sup>

Visitor Expenditures:	\$3.89 billion
Primary Purpose of Stay:	Pleasure (1,413,316) vs. MCI (94,201)
Average Length of Stay:	9.12 days
First Time Visitors:	23.0%
Repeat Visitors:	77.0%

## U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,943.2	15,543.1	3,888.0	4,102.9	-5.2%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,275,818	63,320,734	16,032,179	17,362,782	-7.7%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,426,047	7,108,894	1,757,071	1,888,463	-7.0%
Average Daily Census	169,279	60,106	167,807	191,552	181,578	173,007	176,178	192,920	-8.7%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	240.6	245.5	242.5	236.3	2.6%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,146.9	2,186.4	2,212.8	2,172.6	1.8%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.92	8.91	9.12	9.19	-0.8%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

\*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 1, 2024).

<sup>1/</sup> 2023 and 2024 visitor data are preliminary. 2019 – 2022 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

## U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,644.3	9,362.9	2,295.8	2,382.7	-3.6%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,552,136	40,500,602	9,926,537	10,674,174	-7.0%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	4,998,895	4,764,777	1,151,135	1,226,548	-6.1%
Average Daily Census	108,911	38,038	112,055	124,582	116,581	110,657	109,083	118,602	-8.0%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	226.6	231.2	231.3	223.2	3.6%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,929.3	1,965.0	1,994.4	1,942.6	2.7%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.50	8.62	8.70	-0.9%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

\*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 1, 2024).

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,298.9	6,180.2	1,592.2	1,720.3	-7.4%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,683	22,820,132	6,105,643	6,688,608	-8.7%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,152	2,344,117	605,936	661,915	-8.5%
Average Daily Census	60,367	22,068	55,753	66,970	64,996	62,350	67,095	74,318	-9.7%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	265.5	270.8	260.8	257.2	1.4%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,595.2	2,636.5	2,627.7	2,598.9	1.1%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.74	10.08	10.10	-0.3%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

\*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 1, 2024).

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## Market Summary

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### U.S. West

- 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.
- In the first quarter of 2024, 10,626 scheduled flights with 2,223,559 seats serviced Hawai'i from U.S. West. In the first quarter of 2023, there were 11,282 scheduled flights (-5.8%) with 2,353,792 seats (-5.5%). In the first quarter of 2019 there were 9,873 scheduled flights (+7.6%) with 1,980,931 seats (+12.2%).
- In 2023, there were 4,998,895 visitors from the U.S. West, compared to 5,277,349 visitors (-5.3%) in 2022 and 4,595,319 visitors (+8.8%) in 2019.
- U.S. West visitors spent \$9.64 billion in 2023, compared to \$10.09 billion (-4.4%) in 2022 and \$6.95 billion (+38.7%) in 2019. The average daily visitor spending in 2023 was \$227 per person, a moderate increase from \$222 per person (+2.2%) in 2022, but up significantly from \$175 per person (+29.6%) in 2019.
- There were 45,706 scheduled flights with 9,438,011 seats from the U.S. West in 2023, compared to 48,899 flights (-6.5%) with 9,813,512 seats (-3.8%) in 2022, and 42,760 flights (+6.9%) with 8,564,295 seats (+10.2%) in 2019.

### U.S. East

- 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.
- In the first quarter of 2024, 1,226 scheduled flights with 326,001 seats serviced Hawai'i from U.S. East. In the first quarter of 2023, there were 1,383 scheduled flights (-11.4%) with 388,562 seats (-16.1%). In the first quarter of 2019 there were 1,027 scheduled flights (+19.4%) with 298,648 seats (+9.2%).
- For all of 2023, 2,427,152 visitors arrived from the U.S. East, compared to 2,469,128 visitors (-1.7%) in 2022 and 2,276,520 visitors (+6.6%) in 2019.
- U.S. East visitors spent \$6.30 billion in 2023, compared to \$6.16 billion (+2.2%) in 2022 and \$4.68 billion (+34.5%) in 2019. Daily visitor spending in 2023 increased to \$266 per person, compared to \$252 per person (+5.3%) in 2022 and \$213 per person (+24.9%) in 2019.
- There were 4,498 scheduled flights with 1,225,721 seats from the U.S. East in 2023, compared to 4,565 flights (-1.5%) with 1,262,967 seats (-2.9%) in 2022, and 4,129 flights (+8.9%) with 1,182,495 seats (+3.7%) in 2019.

## Market Conditions

- Better-than-expected workforce and productivity gains are behind the US economy's continued vigor. A combination of productivity growth of 2.7 percent and the addition of 3.5 million people to the workforce more than offset the effects of Fed monetary policy tightening in 2023.
- The Conference Board Consumer Confidence Index remained unchanged at 104.7 in March 2024 from 104.8 in February 2024 (1985=100). The Present Situation Index – based on consumers' assessment of current business and labor market conditions – increased to 151.0 (1985=100) in March 2024 from 147.6 in February 2024. The Expectations Index – based on consumers' short-term outlook for income, business, and labor market conditions – fell to 73.8 (1985=100) in March 2024 from 76.3 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i during April – June 2024 will increase 1.0 percent compared to the same period in 2023. This projection is based on flights appearing in Diio Mi. A slight increase in flights is expected from US West (+1.0%) and a similar increase from the US East (+1.1%).

## Distribution by Island

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,210	933,742	953,873	-2.1%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,127,346	471,241	609,716	-22.7%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,088,387	462,654	599,312	-22.8%
Moloka'i	42,603	12,231	24,316	34,943	32,793	7,331	9,698	-24.4%
Lāna'i	59,810	14,527	45,369	55,776	49,402	9,451	13,973	-32.4%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,247,717	289,469	290,462	-0.3%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,469,895	362,147	370,867	-2.4%

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,549	574,543	580,428	-1.0%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,376,606	293,964	373,030	-21.2%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,351,946	288,368	366,383	-21.3%
Moloka'i	25,823	7,423	15,779	22,077	19,302	4,330	5,627	-23.0%
Lāna'i	31,672	7,968	26,221	31,446	26,895	5,198	7,423	-30.0%
Kaua'i	730,725	179,451	540,578	810,540	810,038	178,554	179,415	-0.5%
Island of Hawai'i	786,520	244,963	763,139	922,666	932,291	225,748	229,422	-1.6%

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,661	359,199	373,445	-3.8%
Maui County	847,188	233,393	693,244	876,274	750,740	177,277	236,686	-25.1%
Maui	832,911	228,925	681,140	861,746	736,440	174,286	232,929	-25.2%
Moloka'i	16,780	4,808	8,536	12,867	13,491	3,001	4,071	-26.3%
Lāna'i	28,138	6,559	19,148	24,331	22,507	4,252	6,550	-35.1%
Kaua'i	404,948	101,006	244,504	396,806	437,679	110,915	111,047	-0.1%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,604	136,399	141,445	-3.6%

# Airlift: Scheduled Seats and Flights

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US WEST</b>	31,140	15,571	14,856	19,323	80,890	40,241	15,550	16,072	21,794	93,657	-22.6	0.1	-7.6	-11.3	-13.6
Anchorage	130,108	133,400	120,800	120,020	504,328	106,379	106,717	90,938	102,352	406,386	22.3	25.0	32.8	17.3	24.1
Denver	15,035	8,010		6,840	29,885	0	0		7,972	7,972	NA	NA		-14.2	274.9
Everett	156,005	181,580	169,323	154,346	661,254	156,529	178,363	169,010	158,057	661,959	-0.3	1.8	0.2	-2.3	-0.1
Las Vegas	37,793	51,898	52,626	50,876	193,193	51,919	59,836	60,739	45,234	217,728	-27.2	-13.3	-13.4	12.5	-11.3
Long Beach	520,993	611,458	647,771	571,612	2,351,834	594,273	629,791	642,556	547,674	2,414,294	-12.3	-2.9	0.8	4.4	-2.6
Los Angeles	139,920	139,433	150,455	148,589	578,397	145,796	151,933	141,893	127,813	567,435	-4.0	-8.2	6.0	16.3	1.9
Oakland	17,010	17,199	17,388	17,388	68,985	17,010	16,821	17,388	17,010	68,229	0.0	2.2	0.0	2.2	1.1
Ontario	167,759	148,544	138,053	139,639	593,995	157,481	140,002	128,728	146,832	573,043	6.5	6.1	7.2	-4.9	3.7
Phoenix	91,849	74,316	92,035	91,114	349,314	96,978	90,814	86,620	88,064	362,476	-5.3	-18.2	6.3	3.5	-3.6
Portland	62,491	72,622	77,189	74,914	287,216	61,149	72,963	70,161	59,537	263,810	2.2	-0.5	10.0	25.8	8.9
Sacramento	40,191	30,737	38,180	60,822	169,930	40,050	18,583	19,457	22,679	100,769	0.4	65.4	96.2	168.2	68.6
Salt Lake City	111,846	140,045	149,058	138,725	539,674	114,201	129,906	133,769	128,923	506,799	-2.1	7.8	11.4	7.6	6.5
San Diego	282,510	317,175	332,783	312,287	1,244,755	305,290	336,544	349,418	299,544	1,290,796	-7.5	-5.8	-4.8	4.3	-3.6
San Francisco	104,744	109,808	115,283	121,900	451,735	154,720	179,983	174,513	128,427	637,643	-32.3	-39.0	-33.9	-5.1	-29.2
San Jose	0	0	0	0	0	0	1,008			1,008	-100.0				-100.0
Santa Ana	314,165	331,289	340,187	346,286	1,331,927	310,768	309,296	324,992	318,951	1,264,007	1.1	7.1	4.7	8.6	5.4
Seattle	31,140	15,571	14,856	19,323	80,890	40,241	15,550	16,072	21,794	93,657	-22.6	0.1	-7.6	-11.3	-13.6

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US WEST</b>	10,626	11,402	11,909	11,546	45,483	11,282	11,919	11,745	10,760	45,706	-5.8	-4.3	1.4	7.3	-0.5
Anchorage	179	91	92	113	475	236	88	92	125	541	-24.2	3.4	0.0	-9.6	-12.2
Denver	422	461	430	401	1,714	371	403	365	385	1,524	13.7	14.4	17.8	4.2	12.5
Everett	85	45		40	170	0	0		45	45	NA	NA		-11.1	277.8
Las Vegas	743	852	780	721	3,096	740	871	813	749	3,173	0.4	-2.2	-4.1	-3.7	-2.4
Long Beach	207	282	286	276	1,051	283	330	333	246	1,192	-26.9	-14.5	-14.1	12.2	-11.8
Los Angeles	2,371	2,776	2,987	2,632	10,766	2,740	2,976	3,006	2,539	11,261	-13.5	-6.7	-0.6	3.7	-4.4
Oakland	768	765	828	827	3,188	798	804	752	687	3,041	-3.8	-4.9	10.1	20.4	4.8
Ontario	90	91	92	92	365	90	89	92	90	361	0.0	2.2	0.0	2.2	1.1
Phoenix	823	738	679	669	2,909	707	693	638	719	2,757	16.4	6.5	6.4	-7.0	5.5
Portland	467	363	460	466	1,756	503	464	431	444	1,842	-7.2	-21.8	6.7	5.0	-4.7
Sacramento	297	370	419	406	1,492	290	357	340	284	1,271	2.4	3.6	23.2	43.0	17.4
Salt Lake City	181	144	184	296	805	165	88	92	104	449	9.7	63.6	100.0	184.6	79.3
San Diego	582	745	792	743	2,862	616	708	707	683	2,714	-5.5	5.2	12.0	8.8	5.5
San Francisco	1,200	1,336	1,412	1,325	5,273	1,263	1,398	1,399	1,240	5,300	-5.0	-4.4	0.9	6.9	-0.5
San Jose	587	614	646	688	2,535	878	1,019	982	721	3,600	-33.1	-39.7	-34.2	-4.6	-29.6
Santa Ana	0	0	0	0	0	8				8	-100.0				-100.0
Seattle	1,624	1,729	1,822	1,851	7,026	1,594	1,631	1,703	1,699	6,627	1.9	6.0	7.0	8.9	6.0

Source: DBEDT analysis from Diio Mi flight schedules as of April 19, 2024, subject to change.

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US EAST</b>	326,001	288,755	279,146	323,952	1,217,854	388,562	285,502	270,915	280,742	1,225,721	-16.1	1.1	3.0	15.4	-0.6
Atlanta	25,662	25,662	25,944	34,800	112,068	53,013	25,611	26,016	24,053	128,693	-51.6	0.2	-0.3	44.7	-12.9
Austin	9,730	12,510	12,510	10,842	45,592	10,842	12,232	12,788	10,842	46,704	-10.3	2.3	-2.2	0.0	-2.4
Boston	13,622	16,124	16,124	23,590	69,460	14,734	15,568	16,958	13,622	60,882	-7.5	3.6	-4.9	73.2	14.1
Chicago	48,060	34,284	32,415	38,004	152,763	47,352	42,864	37,200	33,723	161,139	1.5	-20.0	-12.9	12.7	-5.2
Dallas	68,136	58,032	58,266	76,986	261,420	98,502	58,461	66,021	60,858	283,842	-30.8	-0.7	-11.7	26.5	-7.9
Detroit	25,603	20,574	20,792	20,132	87,101	29,832	16,988	14,718	17,050	78,588	-14.2	21.1	41.3	18.1	10.8
Houston	33,124	48,412	44,772	33,488	159,796	32,032	32,760	33,488	32,760	131,040	3.4	47.8	33.7	2.2	21.9
Minneapolis	19,736	19,656	19,872	19,872	79,136	19,764	19,410	19,447	19,289	77,910	-0.1	1.3	2.2	3.0	1.6
New York JFK	46,356	44,954	45,448	45,448	182,206	43,565	39,027	38,477	41,646	162,715	6.4	15.2	18.1	9.1	12.0
Newark	20,957	3,003	0	15,246	39,206	24,046	19,461	2,541	20,431	66,479	-12.8	-84.6	-100.0	-25.4	-41.0
Washington D.C.	15,015	5,544	3,003	5,544	29,106	14,880	3,120	3,261	6,468	27,729	0.9	77.7	-7.9	-14.3	5.0

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US EAST</b>	1,226	1,084	1,053	1,273	4,636	1,383	1,049	1,002	1,064	4,498	-11.4	3.3	5.1	19.6	3.1
Atlanta	91	91	92	133	407	170	89	92	86	437	-46.5	2.2	0.0	54.7	-6.9
Austin	35	45	45	39	164	39	44	46	39	168	-10.3	2.3	-2.2	0.0	-2.4
Boston	49	58	58	94	259	53	56	61	49	219	-7.5	3.6	-4.9	91.8	18.3
Chicago	170	113	105	128	516	164	148	125	111	548	3.7	-23.6	-16.0	15.3	-5.8
Dallas	272	243	249	329	1,093	354	215	249	244	1,062	-23.2	13.0	0.0	34.8	2.9
Detroit	91	91	92	92	366	88	67	66	77	298	3.4	35.8	39.4	19.5	22.8
Houston	91	133	123	92	439	88	90	92	90	360	3.4	47.8	33.7	2.2	21.9
Minneapolis	91	91	92	92	366	89	90	92	89	360	2.2	1.1	0.0	3.4	1.7
New York JFK	180	182	184	184	730	172	155	154	162	643	4.7	17.4	19.5	13.6	13.5
Newark	91	13	0	66	170	104	82	11	89	286	-12.5	-84.1	-100.0	-25.8	-40.6
Washington D.C.	65	24	13	24	126	62	13	14	28	117	4.8	84.6	-7.1	-14.3	7.7

Source: DBEDT analysis from Diio Mi flight schedules as of April 19, 2024, subject to change.

## Group vs. True Independent; Leisure vs. Business

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,806	40,831	46,944	-13.0%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,348,681	1,537,121	1,631,154	-5.8%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,101,653	1,413,316	1,548,893	-8.8%
MCI (Net)	293,659	93,411	91,854	253,640	284,944	94,201	92,336	2.0%
Convention/Conf.	171,970	60,311	41,590	138,892	176,111	61,100	56,456	8.2%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	21,150	22,150	-4.5%
Incentive	59,031	15,943	26,694	57,383	50,909	15,074	16,828	-10.4%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,450	19,539	20,911	-6.6%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,329,315	1,020,139	1,078,954	-5.5%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,173,987	943,479	1,022,591	-7.7%
MCI (Net)	154,692	47,904	52,735	135,008	149,397	48,695	45,749	6.4%
Convention/Conf.	91,100	29,902	25,344	76,534	93,704	31,267	28,142	11.1%
Corp. Meetings	42,499	11,246	16,185	36,841	37,651	11,620	11,553	0.6%
Incentive	25,831	8,146	12,917	25,726	22,542	7,086	7,530	-5.9%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,356	21,292	26,033	-18.2%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,366	516,982	552,200	-6.4%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,666	469,838	526,302	-10.7%
MCI (Net)	138,967	45,507	39,120	118,632	135,547	45,505	46,588	-2.3%
Convention/Conf.	80,869	30,409	16,246	62,358	82,408	29,833	28,314	5.4%
Corp. Meetings	29,980	8,866	10,770	29,690	30,065	9,531	10,597	-10.1%
Incentive	33,199	7,797	13,776	31,656	28,367	7,988	9,298	-14.1%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

## First Time vs. Repeat Visitors

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	23.0	25.4	-2.4
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	77.0	74.6	2.4

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	16.3	18.4	-2.1
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	83.7	81.6	2.1

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## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	35.8	38.5	-2.6
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	64.2	61.5	2.6

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

## Tax Revenue

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	1,358.25	NA	1,437.81	1,885.03	1,849.42	451.01	475.94	-5.2%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).00

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	811.48	NA	933.16	1,170.08	1,118.74	266.31	276.39	-3.6%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	546.77	NA	504.66	714.95	730.68	184.69	199.55	-7.4%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).