



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- and post-arrival. HTUSA will promote the Mālama Hawai'i campaign, a partnership with visitor industry partners and volunteer organizations that invites 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 also 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 October 2022 Quick Facts^{1/}

Visitor Expenditures:	\$13.43 billion
Primary Purpose of Stay:	Pleasure (5,515,475) vs. MCI (219,994)
Average Length of Stay:	9.00 days
First Time Visitors:	28.5%
Repeat Visitors:	71.5%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022 Annual Forecast*	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,236.3	13,431.8	9,714.2	38.3%
Visitor Days	61,786,807	21,998,856	61,249,728	71,234,186	58,516,793	49,517,916	18.2%
Arrivals	6,871,839	1,987,326	6,468,899	7,850,503	6,502,129	5,226,189	24.4%
Average Daily Census	169,279	60,106	167,807	195,162	192,489	162,888	18.2%
Per Person Per Day Spending (\$)	188.3	NA	201.1	227.9	229.5	196.2	17.0%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,068.2	2,065.8	1,858.8	11.1%
Length of Stay (days)	8.99	11.07	9.47	9.07	9.00	9.47	-5.0%

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) 2022 annual forecast (Quarter 3, 2022).

^{1/} 2022 visitor data are preliminary. 2021, 2020 and 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIIO 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 Annual Forecast*	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	9,946.1	8,321.4	6,329.7	31.5%
Visitor Days	39,752,689	13,921,800	40,900,008	45,934,614	37,970,356	33,127,939	14.6%
Arrivals	4,595,319	1,311,176	4,473,588	5,312,878	4,423,609	3,616,404	22.3%
Average Daily Census	108,911	38,038	112,055	125,848	124,902	108,973	14.6%
Per Person Per Day Spending (\$)	174.9	NA	195.5	216.5	219.2	191.1	14.7%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,872.1	1,881.1	1,750.3	7.5%
Length of Stay (days)	8.65	10.62	9.14	8.65	8.58	9.16	-6.3%

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) 2022 annual forecast (Quarter 3, 2022).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022 Annual Forecast*	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,290.2	5,110.4	3,384.5	51.0%
Visitor Days	22,034,119	8,077,056	20,349,720	25,299,572	20,546,436	16,389,977	25.4%
Arrivals	2,276,520	676,150	1,995,311	2,537,626	2,078,520	1,609,785	29.1%
Average Daily Census	60,367	22,068	55,753	69,314	67,587	53,914	25.4%
Per Person Per Day Spending (\$)	212.6	NA	212.5	248.6	248.7	206.5	20.4%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,478.8	2,458.7	2,102.5	16.9%
Length of Stay (days)	9.68	11.95	10.20	9.97	9.89	10.18	-2.9%

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) 2022 annual forecast (Quarter 3, 2022).

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Market Summary

Prior to the pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or had a negative COVID pre-travel test. The Safe Travels program ended on March 26, 2022. In October 2022, there were no travel restrictions for passengers arriving to Hawai'i on domestic direct flights from the U.S. Mainland, or for passengers arriving on direct international flights.

U.S. West

- Through the first ten months of 2022 there were 4,423,609 visitors from the U.S. West compared to 3,801,555 visitors (+16.4%) in the first ten months of 2019.
- U.S. West visitors spent \$8.32 billion in the first ten months of 2022 compared to \$5.69 billion (+46.2%) in the first 10 months of 2019.
- There were 41,367 scheduled flights with 8,251,452 seats in the first ten months of 2022, compared to 35,394 flights (+16.9%) with 7,098,353 seats (+16.2%) in the first ten months of 2019.
- For all of 2021, there were 4,473,588 visitors from the U.S. West compared to 1,311,176 visitors (+241.2%) in 2020, and 4,595,319 visitors (-2.6%) in 2019.
- Total visitor spending in 2021 was \$7.99 billion, an increase of 15.0 percent from \$6.95 billion in 2019. Comparative annual 2020 spending data was not available.
- In 2021, there were 45,246 scheduled flights with 8,989,207 seats from the U.S. West. In comparison, there were 18,601 flights with 3,772,048 seats in 2020, and 42,760 flights with 8,564,295 seats in 2019.

U.S. East

- Through the first ten months of 2022, 2,078,520 visitors arrived from the U.S. East, compared to 1,910,777 visitors (+8.8%) in the first ten months of 2019.
- U.S. East visitors spent \$5.11 billion in the first ten months of 2022 compared to \$3.89 billion (+31.4%) in the first ten months of 2019.
- There were 3,716 scheduled flights with 1,026,433 seats in the first ten months of 2022, compared to 3,442 flights (+8.0%) with 985,888 seats (+4.1%) in the first ten months of 2019.
- In 2021, there were 1,995,311 visitors from the U.S. East compared to 676,150 visitors (+195.1%) in 2020, and 2,276,520 visitors (-12.4%) in 2019.
- Total visitor spending in 2021 was \$4.32 billion, a decrease of 7.7 percent from \$4.68 billion in 2019.

- In 2021, there were 4,696 scheduled flights with 1,249,514 seats from the U.S. East. In comparison, there were 1,775 flights with 487,874 seats in 2020, and 4,129 flights with 1,182,495 seats in 2019.

Market Conditions

- Real gross domestic product (GDP) price index, the broadest measure of prices in the economy, rose by +4.1 percent for the third quarter 2022, substantially slower than the +9.0 percent increase in the second quarter 2022.
- The Conference Board Consumer Confidence Index decreased in October 2022, after back-to-back monthly gains. The Index now stands at 102.5 (1985=100), down from 107.8 in September. The Present Situation Index fell sharply, suggesting economic growth slowed to start in Quarter 4. Consumers' expectations regarding the short-term outlook remained dismal. The Expectations Index is still lingering below a reading of 80 - suggesting recession risks appear to be rising.
- A Wholesale Partner is seeing 2022 as their strongest year since 1999 (bookings for all destinations).
 - Caribbean, Mexico and U.S. (minus Hawai'i) have shown the biggest increases versus 2019.
 - They are still taking short-term bookings for Q4 2022, but it has slowed down. Still have considerable availability for Festive in all destinations including Hawai'i.
 - For pacing for 2023, Caribbean is their number one destination. Hawai'i is number two and Mexico is number three.
 - For 2023, they are anticipating the most growth in Europe and Cruises versus 2019.
 - They are very concerned about the sustainability of the high room rates in Hawai'i and are uncertain about how much of their Hawai'i business may have shifted to other destinations.
- Another Wholesale Partner is seeing some slight pickup for the remainder of 2022, but Festive remains down.
 - For 2023, ADRs remain high on the neighbor islands when compared to other sun destinations and all-inclusive resorts.
 - Both Quarter 1 and Quarter 2 2023 are down vs 2022 for all Islands. O'ahu has not had the same kind of rate increases as the neighbor islands and while still down for 2023, it is not down as much as Maui and Hawai'i Island.
- An Airline Wholesaler – For the past month, pace for Quarter 4 for room nights has improved and they are trending above 2019.
 - While Quarter 3 was flat year over three years, Quarter will end in the +double digits. With HNL (very strong pace) and LIH performing best; OGG and KOA are down in the double digits for Q4 (about -15%). Revenue is strongly outperforming 2019 for all islands.
 - Comparing 2023 vs 2022: overall trends to Hawai'i are improving. Room nights are still behind (about -30%) but it is an improvement from two months ago and moving in the right direction. Revenue is also down year over year but not as bad due to strong ADRs.
 - Advance booking window is averaging 5+ months.
 - January and February 2023 room night production is looking good with January down -10 percent and February is flat. March 2023 and beyond is slow coming in though, especially when compared against the 2021 shopping behavior for travel in 2022.

- The 2023 ADR is up +20 percent year over year on top of a 2022 ADR that was already up +35 percent year over three years (on average).
- According to the latest Longwoods International tracking study of American travelers, as the pandemic recedes, it is full speed ahead for holiday travel planning. Despite decades-high inflation, rising gas prices and a feared resurgence of pandemic variants, etc., intent to travel is still unwavering as 92 percent of American travelers indicate plans to travel in the next six months. Fifty-seven percent of American travelers say they have no plans to work remotely away from home in the next 12-24 months (down 3 points from this past summer). Despite all the news of new subvariant surges and risks, a survey-low 14 percent indicate that fear of COVID-19 will greatly impact their decision to travel in the next six months, but 39 percent still say they are altering their plans in some form or fashion due to the virus.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
O'ahu	3,326,507	967,359	3,142,030	3,199,345	2,530,398	26.4%
Maui County	2,488,629	672,005	2,239,395	2,153,088	1,839,993	17.0%
Maui	2,449,124	659,185	2,204,165	2,118,339	1,812,228	16.9%
Moloka'i	42,603	12,231	24,316	28,826	19,007	51.7%
Lāna'i	59,810	14,527	45,369	46,937	36,595	28.3%
Kaua'i	1,135,672	280,457	785,082	1,010,742	606,639	66.6%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,212,468	903,119	34.3%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
O'ahu	2,005,506	582,276	2,005,024	2,022,882	1,613,398	25.4%
Maui County	1,641,441	438,612	1,546,151	1,415,517	1,276,839	10.9%
Maui	1,616,213	430,261	1,523,024	1,392,883	1,258,578	10.7%
Moloka'i	25,823	7,423	15,779	18,260	12,185	49.9%
Lāna'i	31,672	7,968	26,221	26,424	21,274	24.2%
Kaua'i	730,725	179,451	540,578	676,299	417,994	61.8%
Island of Hawai'i	786,520	244,963	763,139	775,857	606,858	27.8%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
O'ahu	1,321,001	385,083	1,137,006	1,176,464	917,000	28.3%
Maui County	847,188	233,393	693,244	737,571	563,154	31.0%
Maui	832,911	228,925	681,140	725,456	553,650	31.0%
Moloka'i	16,780	4,808	8,536	10,566	6,822	54.9%
Lāna'i	28,138	6,559	19,148	20,513	15,321	33.9%
Kaua'i	404,948	101,006	244,504	334,443	188,644	77.3%
Island of Hawai'i	464,651	134,191	374,017	436,611	296,262	47.4%

Airlift: Scheduled Seats and Flights

Scheduled seats	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	2,468,737	2,545,146	2,519,703	2,336,844	9,870,430	1,509,348	2,163,031	2,773,109	2,543,719	8,989,207	63.6	17.7	-9.1	-8.1	9.8
Anchorage	29,271	10,815	0	8,833	48,919	19,716	13,833	11,702	24,980	70,231	48.5	-21.8	-100.0	-64.6	-30.3
Denver	94,617	81,399	92,664	101,920	370,600	52,767	95,755	119,828	101,625	369,975	79.3	-15.0	-22.7	0.3	0.2
Las Vegas	147,663	144,026	170,104	148,230	610,023	42,256	57,249	134,376	130,246	364,127	249.4	151.6	26.6	13.8	67.5
Long Beach	65,331	65,681	61,698	50,876	243,586	24,766	64,470	77,273	63,364	229,873	163.8	1.9	-20.2	-19.7	6.0
Los Angeles	668,218	698,005	701,008	630,317	2,697,548	371,317	594,918	803,612	710,296	2,480,143	80.0	17.3	-12.8	-11.3	8.8
Oakland	154,952	160,601	155,568	148,764	619,885	109,650	129,029	157,514	144,165	540,358	41.3	24.5	-1.2	3.2	14.7
Ontario	16,821	17,199	17,199	17,388	68,607	2,079	13,986	17,388	17,199	50,652	709.1	23.0	-1.1	1.1	35.4
Phoenix	173,150	162,392	151,485	153,045	640,072	90,147	144,673	172,296	171,235	578,351	92.1	12.2	-12.1	-10.6	10.7
Portland	92,407	92,394	72,359	77,647	334,807	71,639	85,864	78,517	84,853	320,873	29.0	7.6	-7.8	-8.5	4.3
Sacramento	78,066	88,011	73,599	57,616	297,292	61,405	64,339	73,269	72,326	271,339	27.1	36.8	0.5	-20.3	9.6
Salt Lake City	45,969	28,848	22,621	25,007	122,445	38,908	44,565	33,431	27,259	144,163	18.1	-35.3	-32.3	-8.3	-15.1
San Diego	156,957	154,184	129,243	126,710	567,094	73,957	116,653	188,167	167,044	545,821	112.2	32.2	-31.3	-24.1	3.9
San Francisco	310,947	362,941	390,776	330,693	1,395,357	205,670	282,002	382,039	340,793	1,210,504	51.2	28.7	2.3	-3.0	15.3
San Jose	132,756	177,480	183,111	166,298	659,645	126,936	150,880	185,192	164,354	627,362	4.6	17.6	-1.1	1.2	5.1
Santa Ana	11,088	11,340	8,820	1,764	33,012	0	6,930	11,592	11,214	29,736	NA	63.6	-23.9	-84.3	11.0
Seattle	290,524	289,830	289,448	291,736	1,161,538	218,135	297,885	326,913	312,766	1,155,699	33.2	-2.7	-11.5	-6.7	0.5

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of September 22, 2022 subject to change.

Scheduled flights	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	12,375	12,884	12,520	11,426	49,205	7,586	10,980	13,925	12,755	45,246	63.1	17.3	-10.1	-10.4	8.7
Anchorage	178	63	0	54	295	124	87	73	154	438	43.5	-27.6	-100.0	-64.9	-32.6
Denver	444	360	366	385	1,555	232	429	512	461	1,634	91.4	-16.1	-28.5	-16.5	-4.8
Las Vegas	696	678	826	699	2,899	152	230	624	595	1,601	357.9	194.8	32.4	17.5	81.1
Long Beach	359	361	338	276	1,334	134	354	427	348	1,263	167.9	2.0	-20.8	-20.7	5.6
Los Angeles	3,227	3,412	3,404	2,964	13,007	1,752	2,889	3,894	3,432	11,967	84.2	18.1	-12.6	-13.6	8.7
Oakland	864	895	864	828	3,451	613	718	878	803	3,012	40.9	24.7	-1.6	3.1	14.6
Ontario	89	91	91	92	363	11	74	92	91	268	709.1	23.0	-1.1	1.1	35.4
Phoenix	837	815	754	738	3,144	418	681	835	830	2,764	100.2	19.7	-9.7	-11.1	13.7
Portland	506	481	370	433	1,790	412	494	446	487	1,839	22.8	-2.6	-17.0	-11.1	-2.7
Sacramento	386	428	351	284	1,449	336	340	358	354	1,388	14.9	25.9	-2.0	-19.8	4.4
Salt Lake City	159	123	92	107	481	157	174	141	103	575	1.3	-29.3	-34.8	3.9	-16.3
San Diego	860	848	708	690	3,106	411	654	1,051	921	3,037	109.2	29.7	-32.6	-25.1	2.3
San Francisco	1,446	1,713	1,728	1,396	6,283	934	1,338	1,712	1,511	5,495	54.8	28.0	0.9	-7.6	14.3
San Jose	753	1,018	1,047	949	3,767	729	874	1,065	947	3,615	3.3	16.5	-1.7	0.2	4.2
Santa Ana	88	90	70	14	262	0	55	92	89	236	63.6	-23.9	-84.3	11.0	11.0
Seattle	1,483	1,508	1,511	1,517	6,019	1,171	1,589	1,725	1,629	6,114	26.6	-5.1	-12.4	-6.9	-1.6

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of September 22, 2022 subject to change.

Scheduled seats	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	324,177	300,088	313,983	330,602	1,268,850	200,235	311,750	400,887	336,642	1,249,514	61.9	-3.7	-21.7	-1.8	1.5
Atlanta	25,281	23,253	23,323	40,037	111,894	15,886	22,203	26,663	23,861	88,613	59.1	4.7	-12.5	67.8	26.3
Austin	11,120	10,564	10,286	10,842	42,812	0	6,672	9,452	8,062	24,186	NA	58.3	8.8	34.5	77.0
Boston	14,456	14,734	14,178	14,734	58,102	6,950	9,730	16,680	16,680	50,040	108.0	51.4	-15.0	-11.7	16.1
Charlotte	546	0	0	0	546	0	12831	25116	23751	61698	NA	-100.0	-100.0	-100.0	-99.1
Chicago	51,047	55,414	54,165	50,568	211,194	37,735	63,428	82,441	46,671	230,275	35.3	-12.6	-34.3	8.3	-8.3
Dallas	98,625	92,709	87,000	93,654	371,988	97,135	102,464	119,682	118,196	437,477	1.5	-9.5	-27.3	-20.8	-15.0
Detroit	0	0	0	9718	9,718	0	0	0	0	0	0	0	0	NA	NA
Houston	24,564	26,670	31,892	33,488	116,614	15,194	21,210	24,840	24,840	86,084	61.7	25.7	28.4	34.8	35.5
Minneapolis	26,370	17,527	17,554	17,176	78,627	13,994	21,199	14,943	10,255	60,391	88.4	-17.3	17.5	67.5	30.2
New York JFK	24,464	25,298	25,576	29,146	104,484	10,008	18,348	24,186	23,630	76,172	144.4	37.9	5.7	23.3	37.2
Newark	27,038	17,521	29,669	26,199	100,427	1,665	15,953	29,950	25,754	73,322	1523.9	9.8	-0.9	1.7	37.0
Orlando	11,120	10,842	8,340	0	30,302	1,668	8,340	9,174	8,618	27,800	566.7	30.0	-9.1	-100.0	9.0
Washington D.C.	9,546	5,556	12,000	5,040	32,142	0	9,372	17,760	6,324	33,456	NA	-40.7	-32.4	-20.3	-3.9

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of September 22, 2022 subject to change.

Scheduled flights	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,193	1,073	1,132	1,188	4,586	790	1,206	1,469	1,231	4,696	51.0	-11.0	-22.9	-3.5	-2.3
Atlanta	90	91	92	135	408	67	82	91	82	322	34.3	11.0	1.1	64.6	26.7
Austin	40	38	37	39	154	0	24	34	29	87	NA	58.3	8.8	34.5	77.0
Boston	52	53	51	53	209	25	35	60	60	180	108.0	51.4	-15.0	-11.7	16.1
Charlotte	2	0	0	0	2	0	47	92	87	226	NA	-100.0	-100.0	-100.0	-99.1
Chicago	188	174	187	176	725	163	266	287	166	882	15.3	-34.6	-34.8	6.0	-17.8
Dallas	347	329	312	333	1,321	355	372	430	425	1,582	-2.3	-11.6	-27.4	-21.6	-16.5
Detroit	0	0	0	43	43	0	0	0	0	0	0	0	0	NA	NA
Houston	89	91	91	92	363	71	91	90	90	342	25.4	0.0	1.1	2.2	6.1
Minneapolis	90	67	67	76	300	59	78	51	35	223	52.5	-14.1	31.4	117.1	34.5
New York JFK	88	91	92	107	378	36	66	87	85	274	144.4	37.9	5.7	25.9	38.0
Newark	123	77	123	113	436	8	75	140	114	337	1437.5	2.7	-12.1	-0.9	29.4
Orlando	40	39	30	0	109	6	30	33	31	100	566.7	30.0	-9.1	-100.0	9.0
Washington D.C.	44	23	50	21	138	0	40	74	27	141	NA	-42.5	-32.4	-22.2	-2.1

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of September 22, 2022 subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
Group vs True Independent (Net)						
Group Tour	143,078	NA	79,289	124,404	59,137	110.4%
True Independent (Net)	5,674,869	NA	5,535,997	5,516,941	4,460,739	23.7%
Leisure vs Business						
Pleasure (Net)	5,720,309	1,526,068	5,581,810	5,515,475	4,532,500	21.7%
MCI (Net)	293,659	93,411	91,854	219,994	69,095	218.4%
Convention/Conf.	171,970	60,311	41,590	118,893	30,335	291.9%
Corp. Meetings	72,478	20,111	26,955	56,707	20,209	180.6%
Incentive	59,031	15,943	26,694	52,760	21,066	150.4%

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	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
Group vs True Independent (Net)						
Group Tour	67,037	NA	43,863	62,219	34,055	82.7%
True Independent (Net)	3,836,896	NA	3,856,005	3,798,328	3,108,903	22.2%
Leisure vs Business						
Pleasure (Net)	3,885,753	1,022,954	3,903,665	3,804,856	3,170,398	20.0%
MCI (Net)	154,692	47,904	52,735	116,322	39,786	192.4%
Convention/Conf.	91,100	29,902	25,344	65,640	18,251	259.7%
Corp. Meetings	42,499	11,246	16,185	31,169	12,370	152.0%
Incentive	25,831	8,146	12,917	23,211	10,486	121.4%

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. East

U.S. EAST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
Group vs True Independent (Net)						
Group Tour	76,041	NA	35,426	62,184	25,082	147.9%
True Independent (Net)	1,837,972	NA	1,679,991	1,718,613	1,351,835	27.1%
Leisure vs Business						
Pleasure (Net)	1,834,556	503,113	1,678,144	1,710,619	1,362,102	25.6%
MCI (Net)	138,967	45,507	39,120	103,673	29,309	253.7%
Convention/Conf.	80,869	30,409	16,246	53,253	12,084	340.7%
Corp. Meetings	29,980	8,866	10,770	25,538	7,839	225.8%
Incentive	33,199	7,797	13,776	29,549	10,580	179.3%

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	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
First Time Visitors (%)	26.7	NA	29.1	28.5	30.1	-1.6
Repeat Visitors (%)	73.3	NA	70.9	71.5	69.9	1.6

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
First Time Visitors (%)	19.4	NA	21.5	21.3	22.2	-1.0
Repeat Visitors (%)	80.6	NA	78.5	78.7	77.8	1.0

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U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
First Time Visitors (%)	41.5	NA	46.2	43.8	47.7	-3.9
Repeat Visitors (%)	58.5	NA	53.8	56.2	52.3	3.9

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,558.09	1,133.90	37.4%

^{2/}State government tax revenue generated (direct, indirect, and induced).

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	965.28	738.84	30.6%

^{2/}State government tax revenue generated (direct, indirect, and induced).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	YTD Oct. 2022P	YTD Oct. 2021	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	592.81	395.06	50.1%

^{2/}State government tax revenue generated (direct, indirect, and induced).