



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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### September 2022 Total Visitor Count Was 95.5 Percent of the 2019 Level

HONOLULU – According to preliminary visitor statistics released by the Department of Business, Economic Development and Tourism (DBEDT), a total of 703,270 visitors arrived in the Hawaiian Islands in September 2022, representing a 95.5 percent recovery from the same month in 2019. These visitors spent \$1.48 billion in September 2022, as measured in nominal dollars, an increase of 18.5 percent compared to the \$1.25 billion reported for September 2019.

In September 2022, 691,794 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 11,476 visitors arrived by cruise ships during the month. In comparison, 718,042 visitors arrived by air (-3.7%) and 18,114 visitors came by cruise ships (-36.6%) in September 2019. The average length of stay by all visitors in September 2022 was 8.9 days, up from 8.4 days (+5.9%) in September 2019. The statewide average daily census<sup>1</sup> was 208,589 visitors in September 2022 compared to 206,169 visitors (+1.2%) in September 2019.

In September 2022, 395,115 visitors arrived from the U.S. West, an increase of 29.2 percent compared to 305,808 visitors in September 2019. U.S. West visitors spent \$779.8 million in September 2022, up 67.3 percent from \$466 million in September 2019. Daily spending by U.S. West visitors in September 2022 (\$236 per person) was much higher compared to September 2019 (\$179 per person, +31.6%).

There were 170,995 visitors from the U.S. East in September 2022, a 28.4 percent growth compared to the 133,185 visitors in September 2019. U.S. East visitors spent \$423.1 million in September 2022, up 46.5 percent from \$288.9 million in September 2019. Daily spending by U.S. East visitors in September 2022 (\$254 per person) increased in comparison to September 2019 (\$229 per person, +11.3%).

There were 24,092 visitors from Japan in September 2022 compared to 143,928 visitors (-83.3%) in September 2019. Visitors from Japan spent \$42.5 million in September 2022 compared to \$196.5 million (-78.4%) in September 2019. Daily spending by Japanese visitors in

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<sup>1</sup> Average daily census measures the number of visitors present on any given day.

September 2022 (\$233 per person) was slightly higher compared to September 2019 (\$231 per person, +0.9%).

In September 2022, 20,960 visitors arrived from Canada compared to 21,928 visitors (-4.4%) in September 2019. Visitors from Canada spent \$47.5 million in September 2022, compared to \$40.5 million (+17.2%) in September 2019. Daily spending by Canadian visitors in September 2022 (\$200 per person) increased significantly compared to September 2019 (\$159 per person, +26.1%).

In September 2022, there were 80,632 visitors from All Other International Markets, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, Philippines and the Pacific Islands. In comparison, there were 113,192 visitors (-28.8%) from All Other International Markets in September 2019.

In September 2022, a total of 4,501 trans-Pacific flights with 957,031 seats serviced the Hawaiian Islands, compared to 4,533 flights (-0.7%) with 1,012,883 (-5.5%) in September 2019.

Through the first nine months of 2022, total visitor spending was \$14.35 billion, up 7.9 percent from \$13.3 billion in the first nine months of 2019. A total of 6,888,439 visitors arrived in the first nine months of 2022 which was a decrease compared to the first nine months of 2019 at 7,828,965 visitors (-12%).

## Other Highlights

**U.S. West:** In September 2022, 316,193 visitors arrived from the Pacific region and 78,838 visitors came from the Mountain region. Most of the U.S. West visitors in September 2022 have been to Hawai'i before (76.1%) while 23.9 percent were first-time visitors. In terms of accommodations, 52.3 percent of the U.S. West visitors in September 2022 stayed in hotels, 17.6 percent stayed in condominiums, 12 percent stayed in rental homes, 10.5 percent stayed in timeshares, and 10.3 percent stayed with friends and relatives.

Through the first nine months of 2022 there were 4,013,518 visitors from the U.S. West compared to 3,447,548 visitors (+16.4%) in the first nine months of 2019.

U.S. West visitors spent \$7.54 billion in the first nine months of 2022 compared to \$5.15 billion (+46.4%) in the first nine months of 2019.

The average daily visitor spending in the first nine months of 2022 was \$219 per person, up considerably from \$174 per person (+26.4%) in the first nine months of 2019. Lodging, food and beverage, transportation, shopping, and entertainment and recreation expenses by U.S. West visitors were all higher compared to the first nine months of 2019.

**U.S. East:** In September 2022, South Atlantic (43,483 visitors), West South Central (37,523 visitors) and East North Central (31,313 visitors) were the three largest regions in terms of visitor arrivals. Over half of U.S. East visitors in September 2022 have been to Hawai'i before (51.3%) while 48.7 percent were first time visitors. In terms of lodging, 61 percent of the U.S. East visitors in September 2022 stayed in hotels, 13.8 percent stayed in condominiums, 11.3 percent stayed in rental homes, 10.3 percent stayed with friends and relatives, and 8.1 percent stayed in timeshares.

Through the first nine months of 2022, 1,902,070 visitors arrived from the U.S. East, compared to 1,762,702 visitors (+7.9%) in the first nine months of 2019. U.S. East visitors spent \$4.68 billion in the first nine months of 2022 compared to \$3.59 billion (+30.5%) in the first nine months of 2019.

Daily visitor spending in the first nine months of 2022 rose to \$249 per person compared to \$211 per person (+17.9%) in the first nine months of 2019. Spending on lodging, food and beverage, transportation, shopping, and entertainment and recreation all increased compared to the first nine months of 2019.

**Japan:** Of the 24,092 visitors in September 2022, 23,435 arrived on international flights and 657 came on domestic flights. Effective September 7, 2022, travelers returning to Japan were no longer required to have PCR tests for reentry, on the condition that they were vaccinated three times. Japan continued to cap daily entrants at 50,000 arrivals in September. Most of the Japanese visitors in September 2022 were repeat visitors (76.9%) while 23.1 percent were first-time visitors to the islands. In terms of lodging, 64.4 percent of the visitors in September 2022 stayed in hotels, 20 percent stayed in condominiums, 17.9 percent stayed in timeshares and 2 percent stayed with friends and relatives.

Through the first nine months of 2022 there were 110,534 visitors from Japan compared to 1,173,477 visitors (-90.6%) in the first nine months of 2019. Visitors from Japan spent \$225 million in the first nine months of 2022 compared to \$1.65 billion (-86.4%) in the first nine months of 2019.

Daily visitor spending in the first nine months of 2022 decreased to \$231 per person from \$237 per person (-2.7%) in the first nine months of 2019. Visitors from Japan spent more on lodging, food and beverage, and transportation, but less on shopping, and entertainment and recreation compared to the first nine months of 2019.

**Canada:** Of the 20,960 visitors in September 2022, 13,897 visitors arrived via direct air service from Canada and 7,063 visitors came on domestic flights. Over half of Canadian visitors in September 2022 were repeat visitors (53.4%) while 46.6 percent were first-timers to Hawai'i. In terms of lodging, 56.4 percent of Canadian visitors in September 2022 stayed in hotels, 23.1 percent stayed in condominiums, 11.5 percent stayed in rental homes, 8.1 percent stayed in timeshares and 6 percent stayed with friends and relatives.

Through the first nine months of 2022 there were 265,250 visitors from Canada compared to 393,074 visitors (-32.5%) in the first nine months of 2019. Visitors from Canada spent \$608.9 million in the first nine months of 2022, compared to \$790.6 million (-23%) in the first nine months of 2019.

Daily visitor spending in the first nine months of 2022 rose to \$185 per person from \$166 per person (+11.4%) in the first nine months of 2019. Lodging, transportation, food and beverage, shopping, and entertainment and recreation expenses all increased compared to the first nine months of 2019.

## **Island Highlights**

**O'ahu:** There were 385,525 visitors to O'ahu in September 2022 compared to 458,588 visitors (-15.9%) in September 2019. Visitor spending was \$680.1 million compared to \$607.3 million (+12%) in September 2019. The average daily census on O'ahu was 90,476 visitors in September 2022 compared to 101,093 visitors (-10.5%) in September 2019.

Through the first nine months of 2022, there were 3,594,425 visitors to O'ahu compared to 4,657,880 visitors (-22.8%) in the first nine months of 2019. For the first nine months of 2022, total visitor spending was \$6.30 billion (+3.1%) compared to \$6.11 billion in the first nine months of 2019.

**Maui:** There were 218,468 visitors to Maui in September 2022 compared to 210,108 visitors (+4%) in September 2019. Visitor spending was \$415.3 million compared to \$339.7 million

(+22.3%) in September 2019. The average daily census on Maui was 55,720 visitors in September 2022 up from the 52,053 visitors (+7%) in September 2019.

Through the first nine months of 2022, there were 2,194,814 visitors to Maui compared to 2,314,113 visitors (-5.2%) in the first nine months of 2019. For the first nine months of 2022, total visitor spending was \$4.27 billion compared to \$3.86 billion (+10.6%) in the first nine months of 2019.

**Kaua'i:** There were 105,145 visitors to Kaua'i in September 2022 compared to 93,501 visitors (+12.5%) in September 2019. Visitor spending was \$170.7 million compared to \$132 million (+29.3%) in September 2019. The average daily census on Kaua'i was 26,136 visitors in September 2022, up from 21,967 visitors (+19%) in September 2019.

Through the first nine months of 2022, there were 1,008,065 visitors to Kaua'i compared to 1,039,227 visitors (-3%) in the first nine months of 2019. For the first nine months of 2022, total visitor spending was \$1.66 billion compared to \$1.46 billion (+13.7%) in the first nine months of 2019.

**Hawai'i Island:** There were 118,078 visitors to Hawai'i Island in September 2022 compared to 112,138 visitors (+5.3%) in September 2019. Visitor spending was \$192.8 million compared to \$145.9 million (+32.1%) in September 2019. The average daily census on Hawai'i Island was 33,142 visitors in September 2022 compared to 26,750 visitors (+23.9%) in September 2019.

Through the first nine months of 2022, there were 1,247,765 visitors to Hawai'i Island, compared to 1,323,943 visitors (-5.8%) in the first nine months of 2019. For the first nine months of 2022, total visitor spending was \$1.98 billion compared to \$1.72 billion (+15.2%) in the first nine months of 2019.

### **Flights and Air Seats to Hawai'i**

**U.S. West:** There were 3,636 scheduled flights with 728,565 seats in September 2022 compared to 3,155 flights with 635,877 seats in September 2019.

There was reduced service from Denver (26,936 seats, -15.8%), Oakland (48,335, -2.9%), and San Francisco (106,586, -6.8%); and there was no service from Anchorage (-4,770 seats) compared to September 2019. Offsetting these reductions was increased service from Las Vegas (49,637, +131.9%), Long Beach (16,898, +198%), Los Angeles (196,396, +3.5%), Phoenix (43,536, +27%), Portland (24,389, +14.3%), Sacramento (19,465, +1.9%), Salt Lake City (6,780, +40.4%), San Diego (39,774, +41.3%), San Jose (53,800, +65.5%), and Seattle (89,733, +15.2%). Recently added service from Ontario, California (+5,670 seats, started March 2021) and Santa Ana (+630, started June 2021) also contributed to the growth in flights and seats in September 2022 compared to September 2019.

**U.S. East:** There were 300 scheduled flights with 83,271 seats in September 2022 compared to 266 flights with 75,979 seats in September 2019.

There was reduced service from Atlanta (6,554, -4.5%), Boston (4,726 seats, -26.1%), Chicago (19,233, -13%), and Washington D.C. (480, -62.6%). Offsetting these reductions was increased service from Charlotte (16,228, +31.1%) and Newark (7,380, +2.5%). There was service from Minneapolis (+5,240) in September 2022, while service from this route was suspended in September 2019. Recently added service from Austin, Texas (+3,336, started April 2021) and Orlando, Florida (+834, started March 2021) also contributed to the growth.

**Japan:** There were 236 scheduled flights with 59,088 seats from Japan to Honolulu and Kona in September 2022 compared to 641 scheduled flights with 171,968 seats in September 2019.

There was increased service from Tokyo-Haneda (24,892, +3.5%); reduced service from Nagoya (995 seats, -92.6%), Osaka (8,779 seats, -73.9%), and Tokyo-Narita (24,422, -74.9%); and no service from Sapporo (-3,614) compared to September 2019.

**Canada:** There were 106 scheduled flights with 18,144 seats from Canada to Honolulu and Kahului in September 2022 compared to 82 scheduled flights with 15,438 seats in September 2019. Only flights from Vancouver to Honolulu and from Vancouver to Kahului operated in September 2022 and in September 2019.

#### **Oceania:**

- **Australia:** There were 58 scheduled flights with 17,340 seats from Melbourne (2,345 seats) and Sydney (14,995) in September 2022. In September 2019, there were 114 scheduled flights with 34,789 seats with service from Brisbane (4,170 seats), Melbourne (5,695) and Sydney (24,924).
- **New Zealand:** There were 26 scheduled flights with 7,270 seats from Auckland in September 2022, compared to 39 scheduled flights with 10,914 seats in September 2019.

#### **Other Asia:**

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020. In comparison, there were 25 scheduled flights with 7,300 seats from Shanghai in September 2019.
- **Korea:** There were 71 scheduled flights with 22,858 seats from Seoul in September 2022 compared to 83 flights with 25,772 seats in September 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were 13 scheduled flights with 3,978 seats in September 2019.

#### **Other Markets:**

- **Guam:** There were 30 scheduled flights with 10,500 seats from Guam in September 2022 compared to 30 flights with 10,920 seats in September 2019.
- **Philippines:** There were 13 scheduled flights with 4,017 seats from Manila in September 2022 compared to 17 flights with 5,253 seats in September 2019.
- **Samoa:** There were five scheduled flights with 850 seats from Apia in September 2022 compared to four flights with 578 seats in September 2019.
- **Kiribati:** Direct air service from Christmas Island continued to be suspended in September 2022. There were four flights with 488 seats in September 2019.
- **Marshall Islands:** There was no direct service from Majuro in September 2022 compared to 18 flights with 2,988 seats in September 2019.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in September 2022 compared to five flights with 826 seats in September 2019.
- **American Samoa:** There were nine scheduled flights with 2,502 seats from Pago Pago in September 2022 and nine flights with 2,502 seats in September 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in September 2022 with four flights with 1,112 seats in September 2019.

In the first nine months of 2022, there were 45,579 trans-Pacific flights and 9,570,270 seats compared to 46,412 flights and 10,230,151 seats in the first nine months of 2019.

#### **Cruise Ship Visitors**

In September 2022, 11,476 visitors came to the islands aboard five out-of-state cruise ships. Another 5,200 visitors flew to the state to board the Hawai'i home-ported cruise ship, Pride of America.

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

For the first nine months of 2022, 40,658 visitors entered Hawai'i via 26 out-of-state cruise ships. There were 4,983 visitors who came by air to board turnaround tours on out-of-state cruise ships and another 28,034 visitors came by air to board the Pride of America.

In the first nine months of 2019, 95,149 visitors came to Hawai'i by way of 44 out-of-state cruise ships and 94,927 visitors flew to Hawai'i and boarded the Pride of America.

**Statement by DBEDT Director Mike McCartney:**

Japan expects an increase in both in-bound and out-bound travel with new (less restrictive) COVID protocols for travelers. Hawai'i anticipates an end of year pick up in Japanese travelers as well as international travel overall which should help end 2022 on a high note and provide momentum going into 2023.

DBEDT remains positive that Hawai'i will achieve a full recovery by 2025 despite a strong dollar, global inflation and fossil fuel supply chain disruptions due to the Ukraine-Russian War. It's important to note that on average, every visitor in Hawai'i spends about \$2,100 per trip while staying in our islands which adds about \$250 in state tax revenue (per person per trip) not including county tax revenue generation. It is also important to note that every 50 visitors support one job in our state.

As we move closer to full recovery in 2025 we will need a healthy mix of domestic and international travelers who share the values of Mālama Ku'u Home.

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**SEPTEMBER 2022 ARRIVALS AT A GLANCE**

TOTAL EXPENDITURES in \$mil.)	2022P	2021	% change	2022P YTD	2021 YTD	% change
<b>TOTAL EXPENDITURES in \$mil.)</b>	<b>1,476.5</b>	<b>1,048.2</b>	<b>40.9</b>	<b>14,353.7</b>	<b>9,099.8</b>	<b>57.7</b>
Total by air	1,471.7	1,048.2	40.4	14,335.4	9,099.8	57.5
U.S. Total	1,202.9	985.2	22.1	12,227.4	8,666.2	41.1
U.S. West	779.8	650.1	20.0	7,544.4	5,641.6	33.7
U.S. East	423.1	335.2	26.2	4,682.9	3,024.6	54.8
Japan	42.5	5.4	689.0	225.0	45.3	397.0
Canada	47.5	13.4	254.7	608.9	59.0	932.8
All Others	178.7	44.2	304.3	1,274.1	329.4	286.8
Visitor arrivals by cruise ships	4.9	0.0	N/A	18.3	0.0	N/A
<b>TOTAL VISITOR DAYS</b>	<b>6,257,683</b>	<b>4,622,029</b>	<b>35.4</b>	<b>63,582,182</b>	<b>46,832,007</b>	<b>35.8</b>
Total by air	6,199,291	4,622,029	34.1	63,338,375	46,832,007	35.2
U.S. Total	4,970,863	4,336,286	14.6	53,253,954	44,801,799	18.9
U.S. West	3,307,855	2,903,079	13.9	34,411,273	29,915,370	15.0
U.S. East	1,663,009	1,433,207	16.0	18,842,681	14,886,429	26.6
Japan	182,453	22,425	713.6	975,880	208,288	368.5
Canada	236,975	69,715	239.9	3,294,220	331,084	895.0
All Others	808,999	193,603	317.9	5,814,321	1,490,836	290.0
Visitor arrivals by cruise ships	58,392	0	N/A	243,807	0	N/A
<b>VISITOR ARRIVALS</b>	<b>703,270</b>	<b>504,586</b>	<b>39.4</b>	<b>6,888,439</b>	<b>4,860,117</b>	<b>41.7</b>
Total by air	691,794	504,586	37.1	6,842,798	4,860,117	40.8
U.S. Total	566,110	483,249	17.1	5,915,588	4,704,273	25.7
U.S. West	395,115	337,892	16.9	4,013,518	3,251,689	23.4
U.S. East	170,995	145,357	17.6	1,902,070	1,452,584	30.9
Japan	24,092	1,505	1,501.3	110,534	12,469	786.5
Canada	20,960	4,508	365.0	265,250	18,500	1,333.8
All Others	80,632	15,324	426.2	551,426	124,875	341.6
Visitor arrivals by cruise ships	11,476	0	N/A	45,641	0	N/A
<b>AVERAGE DAILY CENSUS</b>	<b>208,589</b>	<b>154,068</b>	<b>35.4</b>	<b>232,902</b>	<b>171,546</b>	<b>35.8</b>
Total by air	206,643	154,068	34.1	232,009	171,546	35.2
U.S. Total	165,695	144,543	14.6	195,069	164,109	18.9
U.S. West	110,262	96,769	13.9	126,049	109,580	15.0
U.S. East	55,434	47,774	16.0	69,021	54,529	26.6
Japan	6,082	747	713.6	3,575	763	368.5
Canada	7,899	2,324	239.9	12,067	1,213	895.0
All Others	26,967	6,453	317.9	21,298	5,461	290.0
Visitor arrivals by cruise ships	1,946	0	N/A	893	0	N/A
<b>AVERAGE LENGTH OF STAY</b>	<b>8.90</b>	<b>9.16</b>	<b>-2.9</b>	<b>9.23</b>	<b>9.64</b>	<b>-4.2</b>
Total by air	8.96	9.16	-2.2	9.26	9.64	-3.9
U.S. Total	8.78	8.97	-2.1	9.00	9.52	-5.5
U.S. West	8.37	8.59	-2.6	8.57	9.20	-6.8
U.S. East	9.73	9.86	-1.4	9.91	10.25	-3.3
Japan	7.57	14.90	-49.2	8.83	16.70	-47.1
Canada	11.31	15.46	-26.9	12.42	17.90	-30.6
All Others	10.03	12.63	-20.6	10.54	11.94	-11.7
Visitor arrivals by cruise ships	5.09	0.00	N/A	5.34	0.00	N/A
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>236.0</b>	<b>226.8</b>	<b>4.0</b>	<b>225.7</b>	<b>194.3</b>	<b>16.2</b>
Total by air	237.4	226.8	4.7	226.3	194.3	16.5
U.S. Total	242.0	227.2	6.5	229.6	193.4	18.7
U.S. West	235.7	223.9	5.3	219.2	188.6	16.3
U.S. East	254.4	233.9	8.8	248.5	203.2	22.3
Japan	233.1	240.4	-3.0	230.5	217.4	6.1
Canada	200.4	192.0	4.4	184.9	178.1	3.8
All Others	220.9	228.3	-3.2	219.1	220.9	-0.8
Visitor arrivals by cruise ships	83.6	0.0	N/A	74.9	0.0	N/A
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,099.5</b>	<b>2,077.4</b>	<b>1.1</b>	<b>2,083.7</b>	<b>1,872.3</b>	<b>11.3</b>
Total by air	2,127.3	2,077.4	2.4	2,095.0	1,872.3	11.9
U.S. Total	2,124.9	2,038.8	4.2	2,067.0	1,842.2	12.2
U.S. West	1,973.6	1,923.9	2.6	1,879.8	1,735.0	8.3
U.S. East	2,474.4	2,305.9	7.3	2,462.0	2,082.2	18.2
Japan	1,765.6	3,583.4	-50.7	2,035.4	3,630.7	-43.9
Canada	2,265.7	2,969.8	-23.7	2,295.8	3,187.0	-28.0
All Others	2,216.4	2,884.3	-23.2	2,310.6	2,637.5	-12.4
Visitor arrivals by cruise ships	425.3	0.0	N/A	400.3	0.0	N/A

P=Preliminary data.

**SEPTEMBER 2022 ARRIVALS AT A GLANCE (2022 vs. 2019)**

TOTAL EXPENDITURES in \$mil.)	2022P	2019	% change	2022P YTD	2019 YTD	% change
<b>TOTAL EXPENDITURES in \$mil.)</b>	<b>1,476.5</b>	<b>1,246.3</b>	<b>18.5</b>	<b>14,353.7</b>	<b>13,302.1</b>	<b>7.9</b>
Total by air	1,471.7	1,235.4	19.1	14,335.4	13,262.2	8.1
U.S. Total	1,202.9	754.9	59.3	12,227.4	8,739.8	39.9
U.S. West	779.8	466.0	67.3	7,544.4	5,151.9	46.4
U.S. East	423.1	288.9	46.5	4,682.9	3,587.9	30.5
Japan	42.5	196.5	-78.4	225.0	1,652.4	-86.4
Canada	47.5	40.5	17.2	608.9	790.6	-23.0
All Others	178.7	243.4	-26.6	1,274.1	2,079.4	-38.7
Visitor arrivals by cruise ships	4.9	10.9	-55.2	18.3	39.9	-54.2
<b>TOTAL VISITOR DAYS</b>	<b>6,257,683</b>	<b>6,185,073</b>	<b>1.2</b>	<b>63,582,182</b>	<b>68,147,048</b>	<b>-6.7</b>
Total by air	6,199,291	6,089,616	1.8	63,338,375	67,700,771	-6.4
U.S. Total	4,970,863	3,866,376	28.6	53,253,954	46,717,448	14.0
U.S. West	3,307,855	2,602,158	27.1	34,411,273	29,691,370	15.9
U.S. East	1,663,009	1,264,218	31.5	18,842,681	17,026,078	10.7
Japan	182,453	850,295	-78.5	975,880	6,971,475	-86.0
Canada	236,975	254,953	-7.1	3,294,220	4,764,961	-30.9
All Others	808,999	1,117,992	-27.6	5,814,321	9,246,886	-37.1
Visitor arrivals by cruise ships	58,392	95,457	-38.8	243,807	446,277	-45.4
<b>VISITOR ARRIVALS</b>	<b>703,270</b>	<b>736,155</b>	<b>-4.5</b>	<b>6,888,439</b>	<b>7,828,965</b>	<b>-12.0</b>
Total by air	691,794	718,042	-3.7	6,842,798	7,733,815	-11.5
U.S. Total	566,110	438,993	29.0	5,915,588	5,210,250	13.5
U.S. West	395,115	305,808	29.2	4,013,518	3,447,548	16.4
U.S. East	170,995	133,185	28.4	1,902,070	1,762,702	7.9
Japan	24,092	143,928	-83.3	110,534	1,173,477	-90.6
Canada	20,960	21,928	-4.4	265,250	393,074	-32.5
All Others	80,632	113,192	-28.8	551,426	957,014	-42.4
Visitor arrivals by cruise ships	11,476	18,114	-36.6	45,641	95,150	-52.0
<b>AVERAGE DAILY CENSUS</b>	<b>208,589</b>	<b>206,169</b>	<b>1.2</b>	<b>232,902</b>	<b>249,623</b>	<b>-6.7</b>
Total by air	206,643	202,987	1.8	232,009	247,988	-6.4
U.S. Total	165,695	128,879	28.6	195,069	171,126	14.0
U.S. West	110,262	86,739	27.1	126,049	108,760	15.9
U.S. East	55,434	42,141	31.5	69,021	62,367	10.7
Japan	6,082	28,343	-78.5	3,575	25,537	-86.0
Canada	7,899	8,498	-7.1	12,067	17,454	-30.9
All Others	26,967	37,266	-27.6	21,298	33,871	-37.1
Visitor arrivals by cruise ships	1,946	3,182	-38.8	893	1,635	-45.4
<b>AVERAGE LENGTH OF STAY</b>	<b>8.90</b>	<b>8.40</b>	<b>5.9</b>	<b>9.23</b>	<b>8.70</b>	<b>6.0</b>
Total by air	8.96	8.48	5.7	9.26	8.75	5.7
U.S. Total	8.78	8.81	-0.3	9.00	8.97	0.4
U.S. West	8.37	8.51	-1.6	8.57	8.61	-0.4
U.S. East	9.73	9.49	2.5	9.91	9.66	2.6
Japan	7.57	5.91	28.2	8.83	5.94	48.6
Canada	11.31	11.63	-2.8	12.42	12.12	2.5
All Others	10.03	9.88	1.6	10.54	9.66	9.1
Visitor arrivals by cruise ships	5.09	5.27	-3.4	5.34	4.69	13.9
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>236.0</b>	<b>201.5</b>	<b>17.1</b>	<b>225.7</b>	<b>195.2</b>	<b>15.7</b>
Total by air	237.4	202.9	17.0	226.3	195.9	15.5
U.S. Total	242.0	195.3	23.9	229.6	187.1	22.7
U.S. West	235.7	179.1	31.6	219.2	173.5	26.4
U.S. East	254.4	228.5	11.3	248.5	210.7	17.9
Japan	233.1	231.1	0.9	230.5	237.0	-2.7
Canada	200.4	158.9	26.1	184.9	165.9	11.4
All Others	220.9	217.7	1.5	219.1	224.9	-2.6
Visitor arrivals by cruise ships	83.6	114.1	-26.8	74.9	89.3	-16.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,099.5</b>	<b>1,692.9</b>	<b>24.0</b>	<b>2,083.7</b>	<b>1,699.1</b>	<b>22.6</b>
Total by air	2,127.3	1,720.5	23.6	2,095.0	1,714.8	22.2
U.S. Total	2,124.9	1,719.7	23.6	2,067.0	1,677.4	23.2
U.S. West	1,973.6	1,523.9	29.5	1,879.8	1,494.4	25.8
U.S. East	2,474.4	2,169.2	14.1	2,462.0	2,035.5	21.0
Japan	1,765.6	1,365.4	29.3	2,035.4	1,408.1	44.5
Canada	2,265.7	1,848.0	22.6	2,295.8	2,011.4	14.1
All Others	2,216.4	2,150.4	3.1	2,310.6	2,172.8	6.3
Visitor arrivals by cruise ships	425.3	601.5	-29.3	400.3	418.9	-4.5

P=Preliminary data.



**SEPTEMBER 2022 ISLAND HIGHLIGHTS**

TOTAL EXPENDITURES in \$mil.)	2022P	2021	% change	2022PYTD	2021 YTD	% change
<b>TOTAL EXPENDITURES in \$mil.)</b>	<b>1,476.5</b>	<b>1,048.2</b>	<b>40.9</b>	<b>14,353.7</b>	<b>9,099.8</b>	<b>57.7</b>
Total by air	1,471.7	1,048.2	40.4	14,335.4	9,099.8	57.5
O'ahu	680.1	462.5	47.1	6,302.0	3,973.9	58.6
Maui	415.3	314.2	32.2	4,266.3	2,823.5	51.1
Moloka'i	2.0	1.3	59.1	26.5	15.7	68.6
Lāna'i	10.7	8.3	29.8	108.4	73.8	46.9
Kaua'i	170.7	125.8	35.7	1,655.9	962.0	72.1
Haw ai'i Island	192.8	136.2	41.5	1,976.4	1,251.0	58.0
Visitor arrivals by cruise ships	4.9	0.0	N/A	18.3	0.0	N/A
<b>TOTAL VISITOR DAYS</b>	<b>6,257,683</b>	<b>4,622,029</b>	<b>35.4</b>	<b>63,582,182</b>	<b>46,832,007</b>	<b>35.8</b>
Total by air	6,199,291	4,622,029	34.1	63,338,375	46,832,007	35.2
O'ahu	2,714,267	1,835,205	47.9	26,912,051	19,595,799	37.3
Maui	1,671,594	1,402,638	19.2	17,822,118	14,482,878	23.1
Moloka'i	15,526	8,850	75.4	182,306	120,325	51.5
Lāna'i	19,547	16,942	15.4	209,009	165,647	26.2
Kaua'i	784,083	624,954	25.5	7,906,198	4,682,612	68.8
Haw ai'i Island	994,274	733,439	35.6	10,306,693	7,784,745	32.4
Visitor arrivals by cruise ships	58,392	0	N/A	243,807	0	N/A
<b>VISITOR ARRIVALS</b>	<b>703,270</b>	<b>504,586</b>	<b>39.4</b>	<b>6,888,439</b>	<b>4,860,117</b>	<b>41.7</b>
Total by air	691,794	504,586	37.1	6,842,798	4,860,117	40.8
O'ahu	385,525	244,850	57.5	3,594,425	2,388,079	50.5
Maui	218,468	172,762	26.5	2,194,814	1,674,933	31.0
Moloka'i	3,327	1,693	96.6	31,867	17,804	79.0
Lāna'i	5,481	3,915	40.0	49,726	33,504	48.4
Kaua'i	105,145	77,243	36.1	1,008,065	537,860	87.4
Haw ai'i Island	118,078	80,313	47.0	1,247,765	834,713	49.5
Visitor arrivals by cruise ships	11,476	0	N/A	45,641	0	N/A
<b>AVERAGE DAILY CENSUS</b>	<b>208,589</b>	<b>154,068</b>	<b>35.4</b>	<b>232,902</b>	<b>171,546</b>	<b>35.8</b>
Total by air	206,643	154,068	34.1	232,009	171,546	35.2
O'ahu	90,476	61,174	47.9	98,579	71,779	37.3
Maui	55,720	46,755	19.2	65,282	53,051	23.1
Moloka'i	518	295	75.4	668	441	51.5
Lāna'i	652	565	15.4	766	607	26.2
Kaua'i	26,136	20,832	25.5	28,960	17,152	68.8
Haw ai'i Island	33,142	24,448	35.6	37,753	28,516	32.4
Visitor arrivals by cruise ships	1,946	0	N/A	893	0	N/A
<b>AVERAGE LENGTH OF STAY</b>	<b>8.90</b>	<b>9.16</b>	<b>-2.9</b>	<b>9.23</b>	<b>9.64</b>	<b>-4.2</b>
Total by air	8.96	9.16	-2.2	9.26	9.64	-3.9
O'ahu	7.04	7.50	-6.1	7.49	8.21	-8.8
Maui	7.65	8.12	-5.8	8.12	8.65	-6.1
Moloka'i	4.67	5.23	-10.8	5.72	6.76	-15.4
Lāna'i	3.57	4.33	-17.6	4.20	4.94	-15.0
Kaua'i	7.46	8.09	-7.8	7.84	8.71	-9.9
Haw ai'i Island	8.42	9.13	-7.8	8.26	9.33	-11.4
Visitor arrivals by cruise ships	5.09	0.00	N/A	5.34	0.00	N/A
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>236.0</b>	<b>226.8</b>	<b>4.0</b>	<b>225.7</b>	<b>194.3</b>	<b>16.2</b>
Total by air	237.4	226.8	4.7	226.3	194.3	16.5
O'ahu	250.6	252.0	-0.6	234.2	202.8	15.5
Maui	248.5	224.0	10.9	239.4	195.0	22.8
Moloka'i	130.7	144.1	-9.3	145.2	130.4	11.3
Lāna'i	548.5	487.5	12.5	518.6	445.4	16.4
Kaua'i	217.7	201.3	8.1	209.4	205.4	2.0
Haw ai'i Island	193.9	185.7	4.4	191.8	160.7	19.3
Visitor arrivals by cruise ships	83.6	0.0	N/A	74.9	0.0	N/A
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,099.5</b>	<b>2,077.4</b>	<b>1.1</b>	<b>2,083.7</b>	<b>1,872.3</b>	<b>11.3</b>
Total by air	2,127.3	2,077.4	2.4	2,095.0	1,872.3	11.9
O'ahu	1,764.1	1,888.8	-6.6	1,753.3	1,664.1	5.4
Maui	1,901.1	1,818.5	4.5	1,943.8	1,685.7	15.3
Moloka'i	609.7	753.4	-19.1	830.5	881.5	-5.8
Lāna'i	1,956.4	2,110.1	-7.3	2,179.8	2,202.3	-1.0
Kaua'i	1,623.2	1,628.8	-0.3	1,642.6	1,788.5	-8.2
Haw ai'i Island	1,632.9	1,696.3	-3.7	1,583.9	1,498.8	5.7
Visitor arrivals by cruise ships	425.3	0.0	N/A	400.3	0.0	N/A

P=Preliminary data.

**SEPTEMBER 2022 ISLAND HIGHLIGHTS (2022 vs. 2019)**

TOTAL EXPENDITURES in \$(mil.)	2022P	2019	% change	2022P YTD	2019 YTD	% change
<b>TOTAL EXPENDITURES in \$(mil.)</b>	<b>1,476.5</b>	<b>1,246.3</b>	<b>18.5</b>	<b>14,353.7</b>	<b>13,302.1</b>	<b>7.9</b>
Total by air	1,471.7	1,235.4	19.1	14,335.4	13,262.2	8.1
O'ahu	680.1	607.3	12.0	6,302.0	6,113.3	3.1
Maui	415.3	339.7	22.3	4,266.3	3,857.2	10.6
Moloka'i	2.0	1.7	17.3	26.5	24.9	6.2
Lāna'i	10.7	8.7	23.2	108.4	95.0	14.1
Kaua'i	170.7	132.0	29.3	1,655.9	1,456.0	13.7
Haw ai'i Island	192.8	145.9	32.1	1,976.4	1,715.8	15.2
Visitor arrivals by cruise ships	4.9	10.9	-55.2	18.3	39.9	-54.2
<b>TOTAL VISITOR DAYS</b>	<b>6,257,683</b>	<b>6,185,073</b>	<b>1.2</b>	<b>63,582,182</b>	<b>68,147,048</b>	<b>-6.7</b>
Total by air	6,199,291	6,089,616	1.8	63,338,375	67,700,771	-6.4
O'ahu	2,714,267	3,032,784	-10.5	26,912,051	31,824,294	-15.4
Maui	1,671,594	1,561,585	7.0	17,822,118	18,179,739	-2.0
Moloka'i	15,526	15,750	-1.4	182,306	202,336	-9.9
Lāna'i	19,547	17,985	8.7	209,009	200,925	4.0
Kaua'i	784,083	659,019	19.0	7,906,198	7,670,493	3.1
Haw ai'i Island	994,274	802,494	23.9	10,306,693	9,622,983	7.1
Visitor arrivals by cruise ships	58,392	95,457	-38.8	243,807	446,277	-45.4
<b>VISITOR ARRIVALS</b>	<b>703,270</b>	<b>736,155</b>	<b>-4.5</b>	<b>6,888,439</b>	<b>7,828,965</b>	<b>-12.0</b>
Total by air	691,794	718,042	-3.7	6,842,798	7,733,815	-11.5
O'ahu	385,525	458,588	-15.9	3,594,425	4,657,880	-22.8
Maui	218,468	210,108	4.0	2,194,814	2,314,113	-5.2
Moloka'i	3,327	5,323	-37.5	31,867	48,086	-33.7
Lāna'i	5,481	5,770	-5.0	49,726	65,292	-23.8
Kaua'i	105,145	93,501	12.5	1,008,065	1,039,227	-3.0
Haw ai'i Island	118,078	112,138	5.3	1,247,765	1,323,943	-5.8
Visitor arrivals by cruise ships	11,476	18,114	-36.6	45,641	95,150	-52.0
<b>AVERAGE DAILY CENSUS</b>	<b>208,589</b>	<b>206,169</b>	<b>1.2</b>	<b>232,902</b>	<b>249,623</b>	<b>-6.7</b>
Total by air	206,643	202,987	1.8	232,009	247,988	-6.4
O'ahu	90,476	101,093	-10.5	98,579	116,573	-15.4
Maui	55,720	52,053	7.0	65,282	66,592	-2.0
Moloka'i	518	525	-1.4	668	741	-9.9
Lāna'i	652	599	8.7	766	736	4.0
Kaua'i	26,136	21,967	19.0	28,960	28,097	3.1
Haw ai'i Island	33,142	26,750	23.9	37,753	35,249	7.1
Visitor arrivals by cruise ships	1,946	3,182	-38.8	893	1,635	-45.4
<b>AVERAGE LENGTH OF STAY</b>	<b>8.90</b>	<b>8.40</b>	<b>5.9</b>	<b>9.23</b>	<b>8.70</b>	<b>6.0</b>
Total by air	8.96	8.48	5.7	9.26	8.75	5.7
O'ahu	7.04	6.61	6.5	7.49	6.83	9.6
Maui	7.65	7.43	2.9	8.12	7.86	3.4
Moloka'i	4.67	2.96	57.7	5.72	4.21	36.0
Lāna'i	3.57	3.12	14.4	4.20	3.08	36.6
Kaua'i	7.46	7.05	5.8	7.84	7.38	6.3
Haw ai'i Island	8.42	7.16	17.7	8.26	7.27	13.6
Visitor arrivals by cruise ships	5.09	5.27	-3.4	5.34	4.69	13.9
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>236.0</b>	<b>201.5</b>	<b>17.1</b>	<b>225.7</b>	<b>195.2</b>	<b>15.7</b>
Total by air	237.4	202.9	17.0	226.3	195.9	15.5
O'ahu	250.6	200.2	25.1	234.2	192.1	21.9
Maui	248.5	217.5	14.2	239.4	212.2	12.8
Moloka'i	130.7	109.8	19.0	145.2	123.1	17.9
Lāna'i	548.5	483.8	13.4	518.6	472.9	9.7
Kaua'i	217.7	200.4	8.6	209.4	189.8	10.3
Haw ai'i Island	193.9	181.8	6.7	191.8	178.3	7.5
Visitor arrivals by cruise ships	83.6	114.1	-26.8	74.9	89.3	-16.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,099.5</b>	<b>1,692.9</b>	<b>24.0</b>	<b>2,083.7</b>	<b>1,699.1</b>	<b>22.6</b>
Total by air	2,127.3	1,720.5	23.6	2,095.0	1,714.8	22.2
O'ahu	1,764.1	1,324.3	33.2	1,753.3	1,312.5	33.6
Maui	1,901.1	1,616.7	17.6	1,943.8	1,666.8	16.6
Moloka'i	609.7	324.9	87.7	830.5	518.1	60.3
Lāna'i	1,956.4	1,508.1	29.7	2,179.8	1,455.4	49.8
Kaua'i	1,623.2	1,412.2	14.9	1,642.6	1,401.1	17.2
Haw ai'i Island	1,632.9	1,301.2	25.5	1,583.9	1,296.0	22.2
Visitor arrivals by cruise ships	425.3	601.5	-29.3	400.3	418.9	-4.5

P=Preliminary data.