



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.

January 2023 Quick Facts^{1/}

Visitor Expenditures:	\$1.42 billion
Primary Purpose of Stay:	Pleasure (477,630) vs. MCI (38,523)
Average Length of Stay:	10.15 days
First Time Visitors:	24.0%
Repeat Visitors:	76.0%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	2022 Annual Forecast*	Jan. 2023P	Jan. 2022P	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,166.1	16,236.3	1,423.3	1,234.9	15.3%
Visitor Days	61,786,807	21,998,856	61,249,728	70,044,466	71,234,186	6,056,391	5,385,613	12.5%
Arrivals	6,871,839	1,987,326	6,468,899	7,760,131	7,850,503	596,637	510,460	16.9%
Average Daily Census	169,279	60,106	167,807	191,903	195,162	195,367	173,729	12.5%
Per Person Per Day Spending (\$)	188.3	NA	201.1	230.8	227.9	235.0	229.3	2.5%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,083.2	2,068.2	2,385.5	2,419.2	-1.4%
Length of Stay (days)	8.99	11.07	9.47	9.03	9.07	10.15	10.55	-3.8%

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) 2022 annual forecast (Quarter 3, 2022).

^{1/} 2023 and 2022 visitor data are preliminary. 2021, 2020 and 2019 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	2022P	2022 Annual Forecast*	Jan. 2023P	Jan. 2022P	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,052.9	9,946.1	804.4	705.6	14.0%
Visitor Days	39,752,689	13,921,800	40,900,008	45,558,089	45,934,614	3,628,984	3,193,796	13.6%
Arrivals	4,595,319	1,311,176	4,473,588	5,286,825	5,312,878	383,351	326,496	17.4%
Average Daily Census	108,911	38,038	112,055	124,817	125,848	117,064	103,026	13.6%
Per Person Per Day Spending (\$)	174.9	NA	195.5	220.7	216.5	221.7	220.9	0.3%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,901.5	1,872.1	2,098.4	2,161.0	-2.9%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.65	9.47	9.78	-3.2%

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	2022P	2022 Annual Forecast*	Jan. 2023P	Jan. 2022P	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,113.2	6,290.2	618.9	529.4	16.9%
Visitor Days	22,034,119	8,077,056	20,349,720	24,486,377	25,299,572	2,427,407	2,191,818	10.7%
Arrivals	2,276,520	676,150	1,995,311	2,473,306	2,537,626	213,286	183,964	15.9%
Average Daily Census	60,367	22,068	55,753	67,086	69,314	78,303	70,704	10.7%
Per Person Per Day Spending (\$)	212.6	NA	212.5	249.7	248.6	255.0	241.5	5.6%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,471.7	2,478.8	2,901.6	2,877.5	0.8%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.97	11.38	11.91	-4.5%

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

U.S. West

- In January 2023, 383,351 visitors arrived from the U.S. West, compared to 326,496 (+17.4%) in January 2022, and 317,655 visitors (+20.7%) in January 2019, prior to the COVID-19 global pandemic. U.S. West visitors spent \$804.4 million in January 2023, compared to \$705.6 million (+14.0%) in January 2022 and \$556.7 million (+44.5%) in January 2019. Daily spending by U.S. West visitors in January 2023 (\$222 per person) was similar to January 2022 (\$221 per person, +0.3%), but was much higher than January 2019 (\$180 per person, +23.2%).
- There were 3,903 scheduled flights with 813,069 seats from the U.S. West in January 2023, compared to 4,078 flights (-4.3%) with 813,519 seats (-0.1%) in January 2022 and 3,331 flights (+17.2%) with 668,288 seats (+21.7%) in January 2019.
- In 2022, there were 5,286,825 visitors from the U.S. West compared to 4,595,319 visitors (+15.0%) in 2019. U.S. West visitors spent \$10.05 billion in 2022 compared to \$6.95 billion (+44.6%) in 2019. The average daily visitor spending in 2022 was \$221 per person, up considerably from \$175 per person (+26.2%) in 2019.
- In 2022, there were 48,899 scheduled flights and 9,813,512 seats from the U.S. West compared to 42,760 flights (+14.4%) and 8,564,295 seats (+14.6%) in 2019.
- In 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

- There were 213,286 visitors from the U.S. East in January 2023, compared to 183,964 visitors (+15.9%) in January 2022 and 185,253 visitors (+15.1%) in January 2019. U.S. East visitors spent \$618.9 million in January 2023, compared to \$529.4 million (+16.9%) in January 2022 and \$462.9 million (+33.7%) in January 2019. Daily spending by U.S. East visitors in January 2023 (\$255 per person) increased in comparison to January 2022 (\$242 per person, +5.6%) and January 2019 (\$216 per person, +17.9%).
- There were 494 scheduled flights with 139,013 seats from the U.S. East in January 2023, significantly higher compared to 398 flights (+24.1%) with 109,066 seats (+27.5%) in January 2022, and 324 flights (+52.5%) with 95,344 seats (+45.1%) in January 2019.
- In 2022, 2,473,306 visitors arrived from the U.S. East, compared to 2,276,520 visitors (+8.6%) in 2019. U.S. East visitors spent \$6.11 billion in 2022 compared to \$4.68 billion (+30.5%) in 2019. Daily visitor spending in 2022 rose to \$250 per person compared to \$213 per person (+17.4%) in 2019.
- In 2022, there were 4,565 scheduled flights and 1,262,967 seats from the U.S. East compared to 4,129 flights (+10.6%) and 1,182,495 seats (+6.8%) in 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 increased at an annual rate of +2.9 percent in the fourth quarter of 2022, after increasing +3.2 percent in the third quarter. The increase in the fourth quarter primarily reflected increases in inventory investment and consumer spending that were partly offset by a decrease in housing investment.
- The Conference Board Consumer Confidence Index decreased in January 2023, following an upwardly revised increase in December 2022. The Index now stands at 107.1 (1985=100), down from 109.0 in December. The Present Situation Index based on consumers' assessment of current business and labor market conditions increased to 105.9 from 147.4 last month. The Expectations Index, based on consumers' short-term outlook for income, business and labor market conditions fell to 77.8 from 83.4, partially reversing its December gain.
- Despite Hawai'i's high hotel prices, bookings continue to come in. Hawai'i is still in the top three markets, but Mexico, Caribbean, Europe, and cruising have seen the highest increases in booking activity.
- According to the latest U.S. Travel Association Monthly Update, despite slowing inflation and a strong labor market, the U.S. economy is still expected to decelerate in 2023. A mild recession is likely beginning in Quarter 2 2023 as a result of the Federal Reserve's aggressive policy tightening and deteriorating financial market conditions. Longwoods reports travelers continue to seek work-life balance as important and feel a need to set boundaries during "bleisure" trips, despite a five point drop since last summer in those who strongly agree they are less likely to work during their next leisure trip and those likely to include leisure activities on business trips.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
O'ahu	3,326,507	967,359	3,142,030	3,836,289	297,597	242,709	22.6%
Maui County	2,488,629	672,005	2,239,395	2,562,915	193,226	168,244	14.8%
Maui	2,449,124	659,185	2,204,165	2,521,070	189,751	165,133	14.9%
Moloka'i	42,603	12,231	24,316	35,010	3,616	2,427	49.0%
Lāna'i	59,810	14,527	45,369	55,855	4,462	3,479	28.3%
Kaua'i	1,135,672	280,457	785,082	1,207,081	93,031	77,019	20.8%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,447,168	122,117	100,916	21.0%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
O'ahu	2,005,506	582,276	2,005,024	2,427,618	181,078	147,666	22.6%
Maui County	1,641,441	438,612	1,546,151	1,685,388	116,271	102,022	14.0%
Maui	1,616,213	430,261	1,523,024	1,658,091	113,970	100,064	13.9%
Moloka'i	25,823	7,423	15,779	22,110	2,115	1,531	38.1%
Lāna'i	31,672	7,968	26,221	31,493	2,440	1,848	32.0%
Kaua'i	730,725	179,451	540,578	810,380	56,146	47,659	17.8%
Island of Hawai'i	786,520	244,963	763,139	929,087	74,418	61,941	20.1%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
O'ahu	1,321,001	385,083	1,137,006	1,408,671	116,519	95,042	22.6%
Maui County	847,188	233,393	693,244	877,527	76,955	66,222	16.2%
Maui	832,911	228,925	681,140	862,979	75,781	65,069	16.5%
Moloka'i	16,780	4,808	8,536	12,899	1,501	895	67.7%
Lāna'i	28,138	6,559	19,148	24,363	2,022	1,631	24.0%
Kaua'i	404,948	101,006	244,504	396,701	36,885	29,359	25.6%
Island of Hawai'i	464,651	134,191	374,017	518,081	47,699	38,975	22.4%

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	2,511,865	2,324,151	9,849,899	1,509,348	2,163,031	2,773,109	2,543,719	8,989,207	63.6	17.7	-9.4	-8.6	9.6
Anchorage	29,271	10,815	0	9,194	49,280	19,716	13,833	11,702	24,980	70,231	48.5	-21.8	-100.0	-63.2	-29.8
Denver	94,617	81,399	92,495	101,751	370,262	52,767	95,755	119,828	101,625	369,975	79.3	-15.0	-22.8	0.1	0.1
Las Vegas	147,663	144,026	169,915	149,156	610,760	42,256	57,249	134,376	130,246	364,127	249.4	151.6	26.4	14.5	67.7
Long Beach	65,331	65,681	61,131	49,931	242,074	24,766	64,470	77,273	63,364	229,873	163.8	1.9	-20.9	-21.2	5.3
Los Angeles	668,218	698,005	699,267	625,669	2,691,159	371,317	594,918	803,612	710,296	2,480,143	80.0	17.3	-13.0	-11.9	8.5
Oakland	154,952	160,601	155,393	147,672	618,618	109,650	129,029	157,514	144,165	540,358	41.3	24.5	-1.3	2.4	14.5
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	152,086	639,113	90,147	144,673	172,296	171,235	578,351	92.1	12.2	-12.1	-11.2	10.5
Portland	92,407	92,394	72,170	79,049	336,020	71,639	85,864	78,517	84,853	320,873	29.0	7.6	-8.1	-6.8	4.7
Sacramento	78,066	88,011	72,754	58,306	297,137	61,405	64,339	73,269	72,326	271,339	27.1	36.8	-0.7	-19.4	9.5
Salt Lake City	45,969	28,848	22,621	24,781	122,219	38,908	44,565	33,431	27,259	144,163	18.1	-35.3	-32.3	-9.1	-15.2
San Diego	156,957	154,184	129,243	125,889	566,273	73,957	116,653	188,167	167,044	545,821	112.2	32.2	-31.3	-24.6	3.7
San Francisco	310,947	362,941	390,053	328,326	1,392,267	205,670	282,002	382,039	340,793	1,210,504	51.2	28.7	2.1	-3.7	15.0
San Jose	132,756	177,480	182,555	165,104	657,895	126,936	150,880	185,192	164,354	627,362	4.6	17.6	-1.4	0.5	4.9
Santa Ana	11,088	11,340	8,442	1,764	32,634	0	6,930	11,592	11,214	29736.0	NA	63.6	-27.2	-84.3	9.7
Seattle	290,524	289,830	287,142	288,085	1,155,581	218,135	297,885	326,913	312,766	1155699.0	33.2	-2.7	-12.2	-7.9	0.0

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of December 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	12,480	11,347	49,086	7,586	10,980	13,925	12,755	45,246	63.1	17.3	-10.4	-11.0	8.5
Anchorage	178	63	0	54	295	124	87	73	154	438	43.5	-27.6	-100.0	-64.9	-32.6
Denver	444	360	365	384	1,553	232	429	512	461	1,634	91.4	-16.1	-28.7	-16.7	-5.0
Las Vegas	696	678	825	701	2,900	152	230	624	595	1,601	357.9	194.8	32.2	17.8	81.1
Long Beach	359	361	335	271	1,326	134	354	427	348	1,263	167.9	2.0	-21.5	-22.1	5.0
Los Angeles	3,227	3,412	3,396	2,949	12,984	1,752	2,889	3,894	3,432	11,967	84.2	18.1	-12.8	-14.1	8.5
Oakland	864	895	863	822	3,444	613	718	878	803	3,012	40.9	24.7	-1.7	2.4	14.3
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	733	3,139	418	681	835	830	2,764	100.2	19.7	-9.7	-11.7	13.6
Portland	506	481	369	426	1,782	412	494	446	487	1,839	22.8	-2.6	-17.3	-12.5	-3.1
Sacramento	386	428	347	282	1,443	336	340	358	354	1,388	14.9	25.9	-3.1	-20.3	4.0
Salt Lake City	159	123	92	106	480	157	174	141	103	575	1.3	-29.3	-34.8	2.9	-16.5
San Diego	860	848	708	686	3,102	411	654	1,051	921	3,037	109.2	29.7	-32.6	-25.5	2.1
San Francisco	1,446	1,713	1,724	1,384	6,267	934	1,338	1,712	1,511	5,495	54.8	28.0	0.7	-8.4	14.0
San Jose	753	1,018	1,044	944	3,759	729	874	1,065	947	3,615	3.3	16.5	-2.0	-0.3	4.0
Santa Ana	88	90	67	14	259	0	55	92	89	236	NA	63.6	-27.2	-84.3	9.7
Seattle	1,483	1,508	1,500	1,499	5,990	1,171	1,589	1,725	1,629	6,114	26.6	-5.1	-13.0	-8.0	-2.0

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of December 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	312,676	329,714	1,266,655	200,235	311,750	400,887	336,642	1,249,514	61.9	-3.7	-22.0	-2.1	1.4
Atlanta	25,281	23,253	23,097	40,037	111,668	15,886	22,203	26,663	23,861	88,613	59.1	4.7	-13.4	67.8	26.0
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	61,698	NA	-100.0	-100.0	-100.0	-99.1
Chicago	51,047	55,414	54,165	50,607	211,233	37,735	63,428	82,441	46,671	230,275	35.3	-12.6	-34.3	8.4	-8.3
Dallas	98,625	92,709	86,145	93,654	371,133	97,135	102,464	119,682	118,196	437,477	1.5	-9.5	-28.0	-20.8	-15.2
Detroit	0	0	0	9676	9,676	0	0	0	0	0	NA	NA	NA	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	17,328	17,176	78,401	13,994	21,199	14,943	10,255	60,391	88.4	-17.3	16.0	67.5	29.8
New York JFK	24,464	25,298	25,576	28,741	104,079	10,008	18,348	24,186	23,630	76,172	144.4	37.9	5.7	21.6	36.6
Newark	27,038	17,521	29,669	25,719	99,947	1,665	15,953	29,950	25,754	73,322	1523.9	9.8	-0.9	-0.1	36.3
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 Diiio Mi flight schedules as of December 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	1,127	1,185	4,578	790	1,206	1,469	1,231	4,696	51.0	-11.0	-23.3	-3.7	-2.5
Atlanta	90	91	91	135	407	67	82	91	82	322	34.3	11.0	0.0	64.6	26.4
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	175	724	163	266	287	166	882	15.3	-34.6	-34.8	5.4	-17.9
Dallas	347	329	309	333	1,318	355	372	430	425	1,582	-2.3	-11.6	-28.1	-21.6	-16.7
Detroit				43	43					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	66	76	299	59	78	51	35	223	52.5	-14.1	29.4	117.1	34.1
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	111	434	8	75	140	114	337	1437.5	2.7	-12.1	-2.6	28.8
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 Diiio Mi flight schedules as of December 22, 2022, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
Group vs True Independent (Net)							
Group Tour	143,078	NA	79,289	148,008	13,631	9,384	45.3%
True Independent (Net)	5,674,869	NA	5,535,997	6,602,451	522,473	449,767	16.2%
Leisure vs Business							
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,555,515	477,630	421,363	13.4%
MCI (Net)	293,659	93,411	91,854	254,310	38,523	26,566	45.0%
Convention/Conf.	171,970	60,311	41,590	139,145	26,412	18,651	41.6%
Corp. Meetings	72,478	20,111	26,955	66,719	8,501	4,885	74.0%
Incentive	59,031	15,943	26,694	57,639	4,749	3,738	27.0%

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	2022P	Jan. 2023P	Jan. 2022P	% Change
Group vs True Independent (Net)							
Group Tour	67,037	NA	43,863	73,810	5,910	4,051	45.9%
True Independent (Net)	3,836,896	NA	3,856,005	4,550,938	340,716	290,895	17.1%
Leisure vs Business							
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,529,778	313,221	274,365	14.2%
MCI (Net)	154,692	47,904	52,735	135,336	18,725	12,184	53.7%
Convention/Conf.	91,100	29,902	25,344	76,671	12,739	8,513	49.6%
Corp. Meetings	42,499	11,246	16,185	36,944	4,310	2,561	68.3%
Incentive	25,831	8,146	12,917	25,827	2,217	1,400	58.3%

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.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
Group vs True Independent (Net)							
Group Tour	76,041	NA	35,426	74,198	7,721	5,333	44.8%
True Independent (Net)	1,837,972	NA	1,679,991	2,051,513	181,758	158,872	14.4%
Leisure vs Business							
Pleasure (Net)	1,834,556	503,113	1,678,144	2,025,737	164,410	146,998	11.8%
MCI (Net)	138,967	45,507	39,120	118,973	19,798	14,382	37.7%
Convention/Conf.	80,869	30,409	16,246	62,475	13,673	10,138	34.9%
Corp. Meetings	29,980	8,866	10,770	29,776	4,191	2,324	80.4%
Incentive	33,199	7,797	13,776	31,812	2,532	2,338	8.3%

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	2022P	Jan. 2023P	Jan. 2022P	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	24.0	26.0	-2.0
Repeat Visitors (%)	73.3	NA	70.9	72.2	76.0	74.0	2.0

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	17.3	19.1	-1.9
Repeat Visitors (%)	80.6	NA	78.5	79.3	82.7	80.9	1.9

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
First Time Visitors (%)	41.5	NA	46.2	43.0	36.1	38.1	-2.1
Repeat Visitors (%)	58.5	NA	53.8	57.0	63.9	61.9	2.1

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,875.27	165.10	144.15	14.5%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,166.14	93.31	82.36	13.3%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	709.13	71.79	61.79	16.2%

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