



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 2023 Quick Facts^{1/}

Visitor Expenditures:	\$4.10 billion
Primary Purpose of Stay:	Pleasure (1,548,893) vs. MCI (92,336)
Average Length of Stay:	9.19 days
First Time Visitors:	25.4%
Repeat Visitors:	74.6%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	2023 Annual Forecast*	YTD Mar. 2023P	YTD Mar. 2022P	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,166.1	15,913.9	4,102.9	3,712.7	10.5%
Visitor Days	61,786,807	21,998,856	61,249,728	70,044,466	65,577,785	17,362,782	16,349,230	6.2%
Arrivals	6,871,839	1,987,326	6,468,899	7,760,131	7,235,320	1,888,463	1,760,017	7.3%
Average Daily Census	169,279	60,106	167,807	191,903	179,665	192,920	181,658	6.2%
Per Person Per Day Spending (\$)	188.3	NA	201.1	230.8	242.7	236.3	227.1	4.1%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,083.2	2,199.5	2,172.6	2,109.5	3.0%
Length of Stay (days)	8.99	11.07	9.47	9.03	9.06	9.19	9.29	-1.0%

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) 2023 annual forecast (Quarter 1, 2023).

^{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	2023 Annual Forecast*	YTD Mar. 2023P	YTD Mar. 2022P	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,052.9	9,715.3	2,382.7	2,239.3	6.4%
Visitor Days	39,752,689	13,921,800	40,900,008	45,558,089	41,931,662	10,674,174	10,150,927	5.2%
Arrivals	4,595,319	1,311,176	4,473,588	5,286,825	4,858,825	1,226,548	1,156,009	6.1%
Average Daily Census	108,911	38,038	112,055	124,817	114,881	118,602	112,788	5.2%
Per Person Per Day Spending (\$)	174.9	NA	195.5	220.7	231.7	223.2	220.6	1.2%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,901.5	1,999.5	1,942.6	1,937.1	0.3%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.63	8.70	8.78	-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) 2023 annual forecast (Quarter 1, 2023).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	2023 Annual Forecast*	YTD Mar. 2023P	YTD Mar. 2022P	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,113.2	6,198.6	1,720.3	1,473.4	16.8%
Visitor Days	22,034,119	8,077,056	20,349,720	24,486,377	23,646,123	6,688,608	6,198,303	7.9%
Arrivals	2,276,520	676,150	1,995,311	2,473,306	2,376,495	661,915	604,008	9.6%
Average Daily Census	60,367	22,068	55,753	67,086	64,784	74,318	68,870	7.9%
Per Person Per Day Spending (\$)	212.6	NA	212.5	249.7	262.1	257.2	237.7	8.2%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,471.7	2,608.3	2,598.9	2,439.4	6.5%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.95	10.10	10.26	-1.5%

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) 2023 annual forecast (Quarter 1, 2023).

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Market Summary

U.S. West

- In the first quarter of 2023, there were 1,226,548 visitors from the U.S. West, compared to 1,156,009 visitors (+6.1%) in the first quarter of 2022, and 1,028,938 visitors (+19.2%) in the first quarter of 2019, prior to the COVID-19 pandemic.
- U.S. West visitors spent \$2.38 billion in the first quarter of 2023, compared to \$2.24 billion (+6.4%) in the first quarter of 2022, and \$1.63 billion (+45.8%) in the first quarter of 2019. The average daily visitor spending in the first quarter of 2023 was \$223 per person, a slight increase from \$221 per person (+1.2%) in the first quarter of 2022, but up considerably from \$180 per person (+24.3%) in the first quarter of 2019.
- There were 11,282 scheduled flights with 2,353,792 seats from the U.S. West in the first quarter of 2023, compared to 12,375 flights (-8.8%) with 2,468,737 seats (-4.7%) in the first quarter of 2022 and 9,873 flights (+14.3%) with 1,980,931 seats (+18.8%) in the first quarter of 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

- In the first quarter of 2023, 661,915 visitors arrived from the U.S. East, compared to 604,008 (+9.6%) in the first quarter of 2022, and 587,678 visitors (+12.6%) in the first quarter of 2019.
- U.S. East visitors spent \$1.72 billion in the first quarter of 2023, compared to \$1.47 billion (+16.8%) in the first quarter of 2022, and \$1.24 billion (+38.8%) in the first quarter of 2019. Daily visitor spending in the first quarter of 2023 increased to \$257 per person, compared to \$238 per person (+8.2%) in the first quarter of 2022, and \$209 per person (+23.1%) in the first quarter of 2019.
- There were 1,383 scheduled flights with 388,562 seats from the U.S. East in first quarter of 2023, compared to 1,193 flights (+15.9%) with 324,177 seats (+19.9%) in first quarter of 2022 and 1,027 flights (+34.7%) with 298,648 seats (+30.1%) in first quarter of 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) is likely to slow in the first quarter of 2023 as the most volatile drivers of growth revert to trend after outsized positive contributions in the last quarter of 2022.
- The Conference Board Consumer Confidence Index increased slightly in March 2023. The Index now stands at 104.2 (1985=100), up from 103.4 in February. The Present Situation Index based on consumers' assessment of current business and labor market conditions decreased to 151.1 from 153.0 last month. The Expectations Index, based on consumers' short-term outlook for income, business, and labor market conditions grew to 73.0 from 70.4, in February.
- Destination Analysts reports leisure travel demand does not appear to be abating with America's excitement to travel at record highs and more than half (55%) planning to prioritize leisure travel spending.
- The forecast for domestic scheduled nonstop air seats to Hawai'i during April-June 2023 will decrease 2.8 percent compared to the same period in 2022. This projection is based on flights appearing in Diio Mi. A decreased in flights is expected from U.S. West (-2.7%). The decrease in U.S. East (-3.3%) is a result of some frequency reductions, most specifically on American from DFW-OGG, United from ORD-OGG/KOA, and EWR-OGG.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
O'ahu	3,326,507	967,359	3,142,030	3,836,289	953,873	861,871	10.7%
Maui County	2,488,629	672,005	2,239,395	2,562,915	609,716	554,383	10.0%
Maui	2,449,124	659,185	2,204,165	2,521,070	599,312	543,574	10.3%
Moloka'i	42,603	12,231	24,316	35,010	9,698	8,192	18.4%
Lāna'i	59,810	14,527	45,369	55,855	13,973	12,397	12.7%
Kaua'i	1,135,672	280,457	785,082	1,207,081	290,462	256,384	13.3%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,447,168	370,867	336,865	10.1%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
O'ahu	2,005,506	582,276	2,005,024	2,427,618	580,428	537,261	8.0%
Maui County	1,641,441	438,612	1,546,151	1,685,388	373,030	346,369	7.7%
Maui	1,616,213	430,261	1,523,024	1,658,091	366,383	339,299	8.0%
Moloka'i	25,823	7,423	15,779	22,110	5,627	5,386	4.5%
Lāna'i	31,672	7,968	26,221	31,493	7,423	6,880	7.9%
Kaua'i	730,725	179,451	540,578	810,380	179,415	166,098	8.0%
Island of Hawai'i	786,520	244,963	763,139	929,087	229,422	213,489	7.5%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
O'ahu	1,321,001	385,083	1,137,006	1,408,671	373,445	324,610	15.0%
Maui County	847,188	233,393	693,244	877,527	236,686	208,014	13.8%
Maui	832,911	228,925	681,140	862,979	232,929	204,275	14.0%
Moloka'i	16,780	4,808	8,536	12,899	4,071	2,806	45.1%
Lāna'i	28,138	6,559	19,148	24,363	6,550	5,517	18.7%
Kaua'i	404,948	101,006	244,504	396,701	111,047	90,286	23.0%
Island of Hawai'i	464,651	134,191	374,017	518,081	141,445	123,376	14.6%

Airlift: Scheduled Seats and Flights

Scheduled seats	2023					2022					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	2,371,542	2,476,018	2,530,584	2,174,528	9,552,672	2,468,737	2,545,146	2,511,865	2,287,764	9,813,512	-3.9	-2.7	0.7	-4.9	-2.7
Anchorage	40,400	15,728	15,616	23,379	95,123	29,271	10,815	0	8,876	48,962	38.0	45.4	NA	163.4	94.3
Denver	106,912	107,757	111,280	101,179	427,128	94,617	81,399	92,495	101,582	370,093	13.0	32.4	20.3	-0.4	15.4
Las Vegas	156,907	179,747	174,944	107,774	619,372	147,663	144,026	169,915	148,061	609,665	6.3	24.8	3.0	-27.2	1.6
Long Beach	52,850	61,712	62,426	40,901	217,889	65,331	65,681	61,131	49,203	241,346	-19.1	-6.0	2.1	-16.9	-9.7
Los Angeles	599,382	639,807	673,695	606,382	2,519,266	668,218	698,005	699,267	617,925	2,683,415	-10.3	-8.3	-3.7	-1.9	-6.1
Oakland	146,802	155,246	154,816	88,914	545,778	154,952	160,601	155,393	145,705	616,651	-5.3	-3.3	-0.4	-39.0	-11.5
Ontario	17,010	17,199	17,388	17,388	68,985	16,821	17,199	17,199	17,388	68,607	1.1	0.0	1.1	0.0	0.6
Phoenix	157,656	140,786	134,216	125,830	558,488	173,150	162,392	151,485	151,715	638,742	-8.9	-13.3	-11.4	-17.1	-12.6
Portland	97,515	91,683	89,348	89,135	367,681	92,407	92,394	72,170	76,425	333,396	5.5	-0.8	23.8	16.6	10.3
Sacramento	61,338	74,347	71,628	45,276	252,589	78,066	88,011	72,754	57,403	296,234	-21.4	-15.5	-1.5	-21.1	-14.7
Salt Lake City	40,823	19,216	19,862	24,408	104,309	45,969	28,848	22,621	23,767	121,205	-11.2	-33.4	-12.2	2.7	-13.9
San Diego	116,298	130,909	134,576	111,332	493,115	156,957	154,184	129,243	122,953	563,337	-25.9	-15.1	4.1	-9.5	-12.5
San Francisco	307,327	342,074	362,459	353,490	1,365,350	310,947	362,941	390,053	324,659	1,388,600	-1.2	-5.7	-7.1	8.9	-1.7
San Jose	154,321	182,789	178,103	115,641	630,854	132,756	177,480	182,555	162,118	654,909	16.2	3.0	-2.4	-28.7	-3.7
Santa Ana	1,008	0	0	0	1,008	11,088	11,340	8,442	1,764	32,634	-90.9	-100.0	-100.0	-100.0	-96.9
Seattle	314,993	317,018	330,227	323,499	1,285,737	290,524	289,830	287,142	278,220	1,145,716	8.4	9.4	15.0	16.3	12.2

Scheduled flights	2023					2022					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	11,367	12,114	12,305	10,661	46,447	12,375	12,884	12,480	11,160	48,899	-8.1	-6.0	-1.4	-4.5	-5.0
Anchorage	237	89	92	137	555	178	63	0	52	293	33.1	41.3	NA	163.5	89.4
Denver	373	408	430	376	1,587	444	360	365	383	1,552	-16.0	13.3	17.8	-1.8	2.3
Las Vegas	742	878	844	469	2,933	696	678	825	696	2,895	6.6	29.5	2.3	-32.6	1.3
Long Beach	288	340	342	219	1,189	359	361	335	267	1,322	-19.8	-5.8	2.1	-18.0	-10.1
Los Angeles	2,762	3,025	3,173	2,868	11,828	3,227	3,412	3,396	2,912	12,947	-14.4	-11.3	-6.6	-1.5	-8.6
Oakland	803	819	828	486	2,936	864	895	863	811	3,433	-7.1	-8.5	-4.1	-40.1	-14.5
Ontario	90	91	92	92	365	89	91	91	92	363	1.1	0.0	1.1	0.0	0.6
Phoenix	708	697	666	611	2,682	837	815	754	731	3,137	-15.4	-14.5	-11.7	-16.4	-14.5
Portland	506	469	460	505	1,940	506	481	369	411	1,767	0.0	-2.5	24.7	22.9	9.8
Sacramento	291	364	360	244	1,259	386	428	347	277	1,438	-24.6	-15.0	3.7	-11.9	-12.4
Salt Lake City	168	91	92	108	459	159	123	92	102	476	5.7	-26.0	0.0	5.9	-3.6
San Diego	629	714	718	588	2,649	860	848	708	669	3,085	-26.9	-15.8	1.4	-12.1	-14.1
San Francisco	1,272	1,423	1,463	1,569	5,727	1,446	1,713	1,724	1,367	6,250	-12.0	-16.9	-15.1	14.8	-8.4
San Jose	875	1,035	1,004	655	3,569	753	1,018	1,044	927	3,742	16.2	1.7	-3.8	-29.3	-4.6
Santa Ana	8	0	0	0	8	88	90	67	14	259	-90.9	-100.0	-100.0	-100.0	-96.9
Seattle	1,615	1,671	1,741	1,734	6,761	1,483	1,508	1,500	1,449	5,940	8.9	10.8	16.1	19.7	13.8

Source: DBEDT analysis from Diio Mi flight schedules as of March 21, 2023, subject to change.

Scheduled seats	2023					2022					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	392,168	290,239	295,590	320,279	1,298,276	324,177	300,088	312,676	326,026	1,262,967	21.0	-3.3	-5.5	-1.8	2.8
Atlanta	53,634	26,175	25,944	38,600	144,353	25,281	23,253	23,097	38,513	110,144	112.2	12.6	12.3	0.2	31.1
Austin	11,120	12,232	13,066	10,842	47,260	11,120	10,564	10,286	10,842	42,812	0.0	15.8	27.0	0.0	10.4
Boston	14,734	15,568	16,680	14,456	61,438	14,456	14,734	14,178	14,734	58,102	1.9	5.7	17.6	-1.9	5.7
Charlotte	0				0	546				546	-100.0				-100.0
Chicago	48,231	42,864	40,434	43,593	175,122	51,047	55,414	54,165	50,364	210,990	-5.5	-22.6	-25.4	-13.4	-17.0
Dallas	98,502	58,968	66,456	68,634	292,560	98,625	92,709	86,145	91,956	369,435	-0.1	-36.4	-22.9	-25.4	-20.8
Detroit	30510	16988	14718	21590	83,806	0	0	0	9453	9,453	NA	NA	NA	128.4	786.6
Houston	32,760	33,124	33,488	33,488	132,860	24,564	26,670	31,892	33,488	116,614	33.4	24.2	5.0	0.0	13.9
Minneapolis	19,764	19,621	19,862	20,566	79,813	26,370	17,527	17,328	17,176	78,401	-25.1	11.9	14.6	19.7	1.8
New York JFK	43,987	39,238	39,502	43,310	166,037	24,464	25,298	25,576	28,741	104,079	79.8	55.1	54.4	50.7	59.5
Newark	24,046	22,341	22,080	22,080	90,547	27,038	17,521	29,669	25,719	99,947	-11.1	27.5	-25.6	-14.1	-9.4
Orlando	0	0	0		0	11,120	10,842	8,340		30,302	-100.0	-100.0	-100.0		-100.0
Washington D.C.	14,880	3,120	3,360	3,120	24,480	9,546	5,556	12,000	5,040	32,142	55.9	-43.8	-72.0	-38.1	-23.8

Scheduled flights	2023					2022					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,395	1,068	1,102	1,175	4,740	1,193	1,073	1,127	1,172	4,565	16.9	-0.5	-2.2	0.3	3.8
Atlanta	172	91	92	148	503	90	91	91	130	402	91.1	0.0	1.1	13.8	25.1
Austin	40	44	47	39	170	40	38	37	39	154	0.0	15.8	27.0	0.0	10.4
Boston	53	56	60	52	221	52	53	51	53	209	1.9	5.7	17.6	-1.9	5.7
Charlotte	0				0	2				2	-100.0				-100.0
Chicago	167	148	138	151	604	188	174	187	174	723	-11.2	-14.9	-26.2	-13.2	-16.5
Dallas	354	217	251	241	1,063	347	329	309	327	1,312	2.0	-34.0	-18.8	-26.3	-19.0
Detroit	90	67	66	82	305	0	0	0	42	42	NA	NA	NA	95.2	626.2
Houston	90	91	92	92	365	89	91	91	92	363	1.1	0.0	1.1	0.0	0.6
Minneapolis	89	91	92	91	363	90	67	66	76	299	-1.1	35.8	39.4	19.7	21.4
New York JFK	174	156	158	174	662	88	91	92	107	378	97.7	71.4	71.7	62.6	75.1
Newark	104	94	92	92	382	123	77	123	111	434	-15.4	22.1	-25.2	-17.1	-12.0
Orlando	0	0	0		0	40	39	30		109	-100.0	-100.0	-100.0		-100.0
Washington D.C.	62	13	14	13	102	44	23	50	21	138	40.9	-43.5	-72.0	-38.1	-26.1

Source: DBEDT analysis from Diio Mi flight schedules as of March 21, 2023, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
U.S. TOTAL (by Air)							
Group vs True Independent (Net)							
Group Tour	143,078	NA	79,289	148,008	46,944	34,620	35.6%
True Independent (Net)	5,674,869	NA	5,535,997	6,602,451	1,631,154	1,530,251	6.6%
Leisure vs Business							
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,555,515	1,548,893	1,481,441	4.6%
MCI (Net)	293,659	93,411	91,854	254,310	92,336	70,420	31.1%
Convention/Conf.	171,970	60,311	41,590	139,145	56,456	41,595	35.7%
Corp. Meetings	72,478	20,111	26,955	66,719	22,150	15,681	41.3%
Incentive	59,031	15,943	26,694	57,639	16,828	15,617	7.8%

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

	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
U.S. WEST MMA (by Air)							
Group vs True Independent (Net)							
Group Tour	67,037	NA	43,863	73,810	20,911	15,201	37.6%
True Independent (Net)	3,836,896	NA	3,856,005	4,550,938	1,078,954	1,019,414	5.8%
Leisure vs Business							
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,529,778	1,022,591	986,236	3.7%
MCI (Net)	154,692	47,904	52,735	135,336	45,749	34,508	32.6%
Convention/Conf.	91,100	29,902	25,344	76,671	28,142	20,682	36.1%
Corp. Meetings	42,499	11,246	16,185	36,944	11,553	8,449	36.7%
Incentive	25,831	8,146	12,917	25,827	7,530	6,429	17.1%

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.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
Group vs True Independent (Net)							
Group Tour	76,041	NA	35,426	74,198	26,033	19,418	34.1%
True Independent (Net)	1,837,972	NA	1,679,991	2,051,513	552,200	510,837	8.1%
Leisure vs Business							
Pleasure (Net)	1,834,556	503,113	1,678,144	2,025,737	526,302	495,206	6.3%
MCI (Net)	138,967	45,507	39,120	118,973	46,588	35,912	29.7%
Convention/Conf.	80,869	30,409	16,246	62,475	28,314	20,913	35.4%
Corp. Meetings	29,980	8,866	10,770	29,776	10,597	7,232	46.5%
Incentive	33,199	7,797	13,776	31,812	9,298	9,188	1.2%

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	YTD Mar. 2023P	YTD Mar. 2022P	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	25.4	26.7	-1.3
Repeat Visitors (%)	73.3	NA	70.9	72.2	74.6	73.3	1.3

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	18.4	19.9	-1.5
Repeat Visitors (%)	80.6	NA	78.5	79.3	81.6	80.1	1.5

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
First Time Visitors (%)	41.5	NA	46.2	43.0	38.5	39.8	-1.4
Repeat Visitors (%)	58.5	NA	53.8	57.0	61.5	60.2	1.4

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,875.27	475.94	433.37	9.8%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,166.14	276.39	261.38	5.7%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022P	YTD Mar. 2023P	YTD Mar. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	709.13	199.55	171.99	16.0%

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