



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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TOURISM RECOVERY WAS STEADY IN FEBRUARY 2023

HONOLULU – According to preliminary visitor statistics released by the Department of Business, Economic Development and Tourism (DBEDT), a total of 753,750 visitors arrived in the Hawaiian Islands in February 2023, an increase of 19.5 percent from February 2022. When compared to 2019, the benchmark year prior to the COVID-19 pandemic, this represents a 96.5 percent recovery in total visitor arrivals from February 2019. As measured in nominal dollars, these visitors spent \$1.64 billion in February 2023, up from \$1.31 billion (+25.0%) in February 2022 and \$1.39 billion (+18.0%) in February 2019.

In February 2023, 733,640 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 20,110 visitors arrived by cruise ships during the month. In February 2022, 623,691 visitors arrived by air (+17.6%) and 6,956 visitors came by cruise ships (+189.1%). In February 2019, 764,513 visitors arrived by air (-4.0%) and 16,315 visitors came by cruise ships (+23.3%). The average length of stay by all visitors in February 2023 was 9.07 days, compared to 9.37 days (-3.2%) in February 2022 and 8.85 days (+2.5%) in February 2019. The statewide average daily census¹ was 244,227 visitors in February 2023, compared to 211,147 visitors (+15.7%) in February 2022 and 246,741 visitors (-1.0%) in February 2019.

In February 2023, 378,902 visitors arrived from the U.S. West, compared to 376,761 (+0.6%) in February 2022 and 312,235 visitors (+21.4%) in February 2019. U.S. West visitors spent \$739.7 million in February 2023, compared to \$728.3 million (+1.6%) in February 2022 and \$499.7 million (+48.0%) in February 2019. Daily spending by U.S. West visitors in February 2023 (\$229 per person) was up slightly from February 2022 (\$227 per person, +0.8%), but was much higher compared to February 2019 (\$184 per person, +24.1%).

There were 203,163 visitors from the U.S. East in February 2023, compared to 186,758 visitors (+8.8%) in February 2022 and 176,777 visitors (+14.9%) in February 2019. U.S. East visitors spent \$524.1 million in February 2023, compared to \$437.1 million (+19.9%) in February 2022

¹ Average daily census measures the number of visitors present on any given day.

and \$371.6 million (+41.0%) in February 2019. Daily spending by U.S. East visitors in February 2023 (\$260 per person) increased in comparison to February 2022 (\$234 per person, +11.1%) and February 2019 (\$209 per person, +24.2%).

There were 26,650 visitors from Japan in February 2023, compared to 2,181 visitors (+1,122.0%) in February 2022 and 120,653 visitors (-77.9%) in February 2019. Visitors from Japan spent \$43.7 million in February 2023, compared to \$8.1 million (+441.6%) in February 2022 and \$165.5 million (-73.6%) in February 2019. Daily spending by Japanese visitors in February 2023 (\$237 per person) increased compared to February 2022 (\$202 per person, +17.5%), but was lower than February 2019 (\$242 per person, -2.3%).

In February 2023, 54,860 visitors arrived from Canada, compared to 29,046 visitors (+88.9%) in February 2022 and 66,590 visitors (-17.6%) in February 2019. Visitors from Canada spent \$147.2 million in February 2023, compared to \$78.7 million (+87.1%) in February 2022 and \$153.0 million (-3.8%) in February 2019. Daily spending by Canadian visitors in February 2023 (\$227 per person) increased significantly, compared to February 2022 (\$178 per person, +27.3%), and February 2019 (\$184 per person, +23.5%).

In February 2023, there were 70,065 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 28,945 visitors (+142.1%) from All Other International Markets in February 2022 and 88,258 visitors (-20.6%) in February 2019.

In February 2023, a total of 4,654 trans-Pacific flights with 1,029,278 seats servicing the Hawaiian Islands. This was an increase compared to 4,484 flights (+3.8%) with 938,360 seats (+9.7%) in February 2022, and from 4,611 flights (+0.9%) with 1,010,961 (+1.8%) in February 2019.

Year-to-Date 2023

In the first two months of 2023, total visitor spending was \$3.53 billion, up significantly from \$2.71 billion (+30.5%) in the first two months of 2022, and from \$3.01 billion (+17.6%) in the first two months of 2019.

A total of 1,545,531 visitors arrived in the first two months of 2023, which was a 28.3 percent increase from 1,204,830 visitors in the first two months of 2022. Total arrivals were down 3.3 percent when compared to 1,598,428 visitors in the first two months of 2019.

Other Highlights

U.S. West: In February 2023, 296,111 visitors arrived from the Pacific region and 82,465 visitors came from the Mountain region. Most of the U.S. West visitors in February 2023 have been to Hawai'i before (82.2%), while 17.8 percent were first-time visitors. In terms of accommodations, 51.3 percent of the U.S. West visitors in February 2023 stayed in hotels, 17.4 percent stayed in condominiums, 13.7 percent stayed with friends and relatives, 12.3 percent stayed in rental homes and 8.2 percent stayed in timeshares.

In the first two months of 2023, there were 762,253 visitors from the U.S. West, compared to 703,257 visitors (+8.4%) in the first two months of 2022, and 629,890 visitors (+21.0%) in the first two months of 2019.

U.S. West visitors spent \$1.54 billion in the first two months of 2023, compared to \$1.43 billion (+7.7%) in the first two months of 2022, and \$1.06 billion (+46.2%) in the first two months of 2019. The average daily visitor spending in the first two months of 2023 was \$225 per person,

similar to \$224 per person (+0.5%) in the first two months of 2022, but up considerably from \$182 per person (+23.6%) in the first two months of 2019.

U.S. East: In February 2023, East North Central (46,803 visitors), South Atlantic (39,780 visitors), and West North Central (33,649 visitors) were the three largest regions in terms of visitor arrivals. Six out of ten U.S. East visitors in February 2023 have been to Hawai'i before (61.2%), while 38.8 percent were first-time visitors. In terms of lodging, 58.1 percent of the U.S. East visitors in February 2023 stayed in hotels, 14.1 percent stayed with friends and relatives, 13.9 percent stayed in condominiums, 11.3 percent stayed in rental homes, and 8.4 percent stayed in timeshares.

In the first two months of 2023, 416,449 visitors arrived from the U.S. East, compared to 370,722 (+12.3%) in the first two months of 2022, and 362,029 visitors (+15.0%) in the first two months of 2019.

U.S. East visitors spent \$1.14 billion in the first two months of 2023, compared to \$966.5 million (+18.3%) in the first two months of 2022, and \$834.5 million (+37.0%) in the first two months of 2019. Daily visitor spending in the first two months of 2023 increased to \$257 per person, compared to \$238 per person (+8.0%) in the first two months of 2022, and \$213 per person (+20.7%) in the first two months of 2019.

Japan: Of the 26,650 visitors in February 2023, 26,183 arrived on international flights and 467 came on domestic flights. Three out of four Japanese visitors in February 2023 were repeat visitors (74.5%) while 25.5 percent were first-time visitors to the islands. In terms of lodging, 71.6 percent of the visitors in February 2023 stayed in hotels, 16.5 percent stayed in condominiums, 11.4 percent stayed in timeshares, and 3.2 percent stayed with friends and relatives.

In the first two months of 2023, there were 58,955 visitors from Japan, compared to 5,031 visitors (+1,071.9%) in the first two months of 2022, and 241,071 visitors (-75.5%) in the first two months of 2019.

Visitors from Japan spent \$101.9 million in the first two months of 2023, compared to \$19.7 million (+417.7%) in the first two months of 2022, and \$338.9 million (-69.9%) in the first two months of 2019. Daily visitor spending in the first two months of 2023 increased to \$237 per person, compared to \$210 per person (+12.9%) in the first two months of 2022, and \$241 per person (-1.6%) in the first two months of 2019.

Canada: Of the 54,860 visitors in February 2023, 47,499 visitors arrived via direct air service from Canada and 7,361 visitors came on domestic flights. Seven out of ten Canadian visitors in February 2023 were repeat visitors (69.7%) while 30.3 percent were first-timers to Hawai'i. In terms of lodging, 52.9 percent of Canadian visitors in February 2023 stayed in hotels, 24.7 percent stayed in condominiums, 10.0 percent stayed in rental homes, 9.7 percent stayed in timeshares, and 6.0 percent stayed with friends and relatives.

In the first two months of 2023, there were 111,361 visitors from Canada, compared to 52,597 visitors (+111.7%) in the first two months of 2022, and 136,277 visitors (-18.3%) in the first two months of 2019.

Visitors from Canada spent \$301.6 million in the first two months of 2023, compared to \$148.2 million (+103.5%) in the first two months of 2022, and \$318.5 million (-5.3%) in the first two months of 2019. Daily visitor spending in the first two months of 2023 increased to \$216 per person, from \$178 per person (+20.9%) in the first two months of 2022, and \$175 per person (+23.5%) in the first two months of 2019.

Island Highlights

O'ahu: There were 411,903 visitors to O'ahu in February 2023, compared to 308,705 visitors (+33.4%) in February 2022 and 454,687 visitors (-9.4%) in February 2019. Visitor spending was \$626.6 million in February 2023, compared to \$540.1 million (+16.0%) in February 2022, and \$609.0 million (+2.9%) in February 2019. The average daily census on O'ahu was 105,534 visitors in February 2023, compared to 82,507 visitors (+27.9%) in February 2022, and 109,506 visitors (-3.6%) in February 2019.

In the first two months of 2023, there were 847,737 visitors to O'ahu, compared to 585,933 visitors (+44.7%) in the first two months of 2022, and 943,127 visitors (-10.1%) in the first two months of 2019. For the first two months of 2023, total visitor spending was \$1.38 billion, up from \$1.11 billion (+24.5%) in the first two months of 2022, and \$1.31 billion (+5.2%) in the first two months of 2019.

Maui: There were 220,741 visitors to Maui in February 2023, compared to 193,232 visitors (+14.2%) in February 2022, and 221,603 visitors (-0.4%) in February 2019. Visitor spending was \$540.1 million in February 2023, compared to \$402.8 million in February 2022 (+34.1%), and \$413.2 million (+30.7%) in February 2019. The average daily census on Maui was 66,332 visitors in February 2023, compared to 61,218 visitors (+8.4%) in February 2022, and 67,040 visitors (-1.1%) in February 2019.

In the first two months of 2023, there were 449,484 visitors to Maui, compared to 376,510 visitors (+19.4%) in the first two months of 2022, and 455,025 visitors (-1.2%) in the first two months of 2019. For the first two months of 2023, total visitor spending was \$1.17 billion, compared to \$827.2 million (+40.9%) in the first two months of 2022, and \$887.4 million (+31.3%) in the first two months of 2019.

Kaua'i: There were 100,525 visitors to Kaua'i in February 2023, compared to 88,428 visitors (+13.7%) in February 2022, and 104,445 visitors (-3.8%) in February 2019. Visitor spending was \$203.8 million in February 2023, compared to \$149.3 million in February 2022 (+36.5%), and \$152.8 million (+33.4%) in February 2019. The average daily census on Kaua'i was 27,473 visitors in February 2023, compared to 25,932 visitors (+5.9%) in February 2022, and 28,271 visitors (-2.8%) in February 2019.

In the first two months of 2023, there were 207,505 visitors to Kaua'i, compared to 173,256 visitors (+19.8%) in the first two months of 2022, and 210,587 visitors (-1.5%) in the first two months of 2019. For the first two months of 2023, total visitor spending was \$438.4 million, compared to \$310.4 million (+41.2%) in the first two months of 2022, and \$329.4 million (+33.1%) in the first two months of 2019.

Hawai'i Island: There were 137,444 visitors to Hawai'i Island in February 2023, compared to 122,480 visitors (+12.2%) in February 2022, and 138,387 visitors (-0.7%) in February 2019. Visitor spending was \$244.1 million in February 2023, compared to \$199.1 million (+22.6%) in February 2022, and \$192.3 million (+26.9%) in February 2019. The average daily census on Hawai'i Island was 39,845 visitors in February 2023, compared to 38,781 visitors (+2.7%) in February 2022, and 37,883 visitors (+5.2%) in February 2019.

In the first two months of 2023, there were 285,821 visitors to Hawai'i Island, compared to 233,177 visitors (+22.6%) in the first two months of 2022, and 285,789 visitors (0.0%) in the first two months of 2019. For the first two months of 2023, total visitor spending was \$504.2 million, compared to \$434.7 million (+16.0%) in the first two months of 2022, and \$445.7 million (+13.1%) in the first two months of 2019.

Flights and Air Seats to Hawai'i

U.S. West: There were 3,425 scheduled flights with 711,405 seats from the U.S. West in February 2023, compared to 3,720 flights (-7.9%) with 743,701 seats (-4.3%) in February 2022, and 2,949 flights (+16.1%) with 591,313 seats (+20.3%) in February 2019.

The number of scheduled seats from the U.S. West dropped 4.3 percent between February 2023 and February 2022. Increased service from Anchorage (14,166, +56.5%), Denver (31,135, +12.0%), Las Vegas (47,132 +3.9%), Portland (29,812, +1.4%), San Jose (44,603, +31.9%), and Seattle (94,898, +8.4%) was entirely offset by reduced service from Long Beach (15,295, -24.3%), Los Angeles (178,234, -12.3%), Oakland (44,723, -4.5%), Phoenix (48,948, -5.2%), Sacramento (17,976, -20.8%), Salt Lake City (11,987, -11.1%), San Diego (35,933, -21.8%), San Francisco (90,767, -7.3%) and Santa Ana (504, -85.7%).

Scheduled seats in February 2023 rose 20.3 percent compared to February 2019. There was reduced service from Portland (29,812, -20.4) and San Francisco (90,767, -7.3%) and no service from Bellingham (-3,180 seats). Offsetting these reductions, was increased service from Anchorage (14,166 seats, +47.3%), Denver (31,135, +24.0%), Las Vegas (47,132, +135.5%), Long Beach (15,295, +189.0%), Los Angeles (178,234, +0.7%), Oakland (44,723, +68.6%), Phoenix (48,948 +44.0%), Sacramento (17,976, +25.2%), Salt Lake City (11,987, +1.4%), San Diego (35,933, +35.9%), San Jose (44,603, +104.8%) and Seattle (94,898, +17.4%). Additionally, there were scheduled seats from Ontario (+5,292 seats) and Santa Ana (+504 seats) in February 2023. These routes were not in service in February 2019.

U.S. East: There were 434 scheduled flights with 122,538 seats from the U.S. East in February 2023, significantly higher compared to 357 flights (+21.6%) with 96,880 seats (+26.5%) in February 2022, and 300 flights (+44.7%) with 88,051 seats (+39.2%) in February 2019.

Scheduled air seats in February 2023 rose 26.5 percent compared to February 2022. There was reduced service from Minneapolis (6,092, -25.7%) and Newark (7,388, -13.7%) and no service from Orlando (-3,058 seats) compared to February 2022. Offsetting these reductions, was increased service from Atlanta (17,388, +111.9%), Boston (5,004, +12.5%), Chicago (15,036, +10.9%), Dallas (30,156, +0.8%), Houston (10,192, +31.9%), New York JFK (13,932, +79.0%) and Washington D.C. (4,800, +103.9%). Additionally, there were scheduled seats from Detroit (+9,492 seats) in February 2023, while this route was not in service in February 2022.

Scheduled seats in February 2023 increased 39.2 percent compared to February 2019. There was reduced service from Chicago (15,036 seats, -27.9%) compared to February 2019. Offsetting this reduction was increased service from Atlanta (17,388, +111.9%), Dallas (30,156, +9.4%), Minneapolis (6,092, +4.0%), New York JFK (13,932, +79.0%), Newark (7,388, +9.9%) and Washington D.C. (4,800, +460.7%). There were also scheduled seats from Austin (+3,058 seats), Boston (+5,004 seats) and Detroit (+9,492 seats) in February 2023, while these routes were not in service in February 2019.

Japan: In February 2023, there were 238 scheduled flights with 64,554 seats from Japan. Air capacity was much greater compared to February 2022 (76 flights, +213.2%, with 17,979 seats, +259.1%), but remained below February 2019 (632 flights, -62.3% and 158,160 seats, -59.2%).

Scheduled air seats rose 259.1 percent compared to February 2022. There was increased service from Osaka (8,302, +646.6%), Haneda (26,304, +487.3%) and Narita (29,152, +135.3%). Service resumed from Nagoya to Honolulu (+796 seats) in February 2023, while this route was not operating in February 2022. There was no direct service from Japan to Kona in February 2023 or in February 2022.

The number of scheduled seats in February 2023 was less than half the volume of February 2019. There was reduced service from Nagoya (796, -92.9%), Osaka (8,302, -80.3%) and Narita (29,152, -60.2%) and there was no service from Fukuoka (-4,520 seats) and Sapporo (-4,726 seats) compared to February 2019. There were 40 scheduled flights and 8,908 seats from Japan to Kona in February 2019.

Canada: In February 2023, there were 325 scheduled flights with 60,446 seats from Canada. Air capacity increased from February 2022 (244 flights, +33.2%, with 53,996 seats +11.9%), but declined compared to February 2019 (367 flights, -11.4% with 65,625 seats, -7.9%).

Scheduled seats rose 11.9 percent compared to February 2022. Reduced service from Calgary (11,852, -16.6%) was offset by increased service from Edmonton (1,392, +60.0%) and Vancouver (43,924, +23.2%).

Scheduled seats declined 7.9 percent compared to February 2019. There was increased service from Calgary (11,852, +10.5%) and Toronto (3,278, +688.0%) which was entirely offset by reduced service from Edmonton (1,392, -33.6%) and Vancouver (43,924, -16.2%).

Oceania:

- **Australia:** In February 2023, there were 52 scheduled flights with 15,558 seats with service from Melbourne and Sydney. This tripled the air capacity in February 2022 (16 flights, with 4,448 seats, +249.8%) with service from only Sydney. Seat capacity remained below the February 2019 level (85 scheduled flights, -38.8%, with 26,860 seats, -42.1%) with service from Brisbane, Melbourne and Sydney.
- **New Zealand:** In February 2023, there were 22 scheduled flights with 6,353 seats from Auckland. Service from Auckland to Hawai'i was suspended in February 2022. In February 2019, there were 26 flights (-15.4%) with 7,670 seats (-17.2%).

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 41 scheduled flights with 11,087 seats with service from Beijing, Hangzhou and Shanghai in February 2019.
- **Korea:** There were 76 scheduled flights with 24,312 seats from Seoul in February 2023, compared to 28 flights (+171.4%) with 7,283 seats (+233.8%) in February 2022, and 92 flights (-17.4%) with 30,362 seats (-19.9%) in February 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were eight scheduled flights with 2,448 seats in February 2019.

Other Markets:

- **Guam:** There were 28 scheduled flights with 9,800 seats from Guam in February 2023 and in February 2022. In February 2019 there were 28 flights (0.0%) with 10,192 seats (-3.8%).
- **Philippines:** There were 20 scheduled flights with 6,180 seats from Manila in February 2023, compared to seven flights (+185.7%) with 2,163 seats (+185.7%) in February 2022, and 20 flights (0.0%) with 5,360 seats (+15.3%) in February 2019.
- **Samoa:** There were four scheduled flights with 680 seats in February 2023. There was no direct service from Apia in February 2022. There were four flights (0.0%) with 656 seats (+3.7%) in February 2019.
- **Kiribati:** There was no direct air service from Christmas Island in February 2023 and in February 2022. There were four flights with 488 seats in February 2019.
- **Marshall Islands:** There were two scheduled flights with 332 seats from Majuro in February 2023. There was no direct service in Majuro in February 2022. There were 16 flights (-87.5%) with 2,656 seats (-87.5%) in February 2019.

- **Fiji:** There were eight scheduled flights with 1,360 seats in February 2023. There was no direct service from Nadi in February 2022. There were four flights (+100.0%) with 656 seats (+107.3%) in February 2019.
- **American Samoa:** There were eight scheduled flights with 2,224 seats from Pago Pago in February 2023, compared to one flight (+700.0%) with 278 seats (+700.0%) in February 2022, and eight flights (0.0%) with 2,224 seats (0.0%) in February 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in February 2023, as well as in February 2022 and in February 2019.

In the first two months of 2023, there were 9,857 trans-Pacific flights and 2,184,616 seats, compared to 9,427 flights (+4.6%) and 1,975,280 seats (+10.6%) in the first two months of 2022, and 9,769 flights (+0.9%) and 2,145,143 seats (+1.8%) in the first two months of 2019.

Cruise Ship Visitors

In February 2023, 20,110 visitors came to the islands aboard nine out-of-state cruise ships. Another 9,563 visitors flew to the state to board the Hawai'i home-ported cruise ship, Pride of America.

In February 2022, 6,956 visitors (+189.1%) came aboard four out-of-state cruise ships. The Pride of America continued to suspend interisland cruises in February 2022.

In February 2019, 16,315 visitors (+23.3%) arrived on eight out-of-state cruise ships (+12.5%); and another 9,046 visitors (+5.7%) came by air to board the Pride of America.

In the first two months of 2023, 36,759 visitors came to Hawai'i by way of 17 out-of-state cruise ships and 18,525 visitors flew to Hawai'i and boarded the Pride of America. In the first two months of 2022, 13,960 visitors entered the state via 11 out-of-state cruise ships. In the first two months of 2019, 28,348 visitors came to Hawai'i aboard 15 out-of-state cruise ships and 18,404 visitors flew to Hawai'i and boarded the Pride of America.

Statement by DBEDT Director Chris J. Sadayasu:

“The overall visitor count recovered 96.7 percent during the first two months of 2023 as compared with the same period in 2019, and the recovery rate has been over 90 percent every month during the past six months. International visitor counts have been between 50 and 60 percent of the 2019 levels during the last five months.”

“As currently scheduled, the number of flights from the U.S. mainland will reduce by 2,279 in 2023, but flights from international markets will increase by 3,445 with a net increase of 1,166. A slowdown in arrivals from the U.S. mainland, and an increase in international arrivals is expected in 2023. Tourism on O'ahu will see better improvement in 2023 due to the preferences of foreign visitors, especially Japanese visitors. Visitor statistics showed that 42.9 percent of O'ahu visitors were foreign visitors, while foreigners accounted for 14.8 percent in Maui County, 11.6 percent in Kaua'i County, and 22.8 percent in Hawai'i County in 2019.”

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FEBRUARY 2023 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES in \$mil.)	2023P	2022P	% change	2023P YTD	2022P YTD	% change
TOTAL EXPENDITURES in \$mil.)	1,637.8	1,309.8	25.0	3,532.5	2,707.8	30.5
Total by air	1,628.5	1,307.3	24.6	3,516.5	2,703.4	30.1
U.S. Total	1,263.8	1,165.4	8.4	2,687.1	2,400.3	11.9
U.S. West	739.7	728.3	1.6	1,544.1	1,433.8	7.7
U.S. East	524.1	437.1	19.9	1,142.9	966.5	18.3
Japan	43.7	8.1	441.6	101.9	19.7	417.7
Canada	147.2	78.7	87.1	301.6	148.2	103.5
All Others	173.8	55.2	215.1	425.9	135.2	215.1
Visitor arrivals by cruise ships	9.2	2.4	277.9	16.0	4.5	257.7
TOTAL VISITOR DAYS	6,838,360	5,912,106	15.7	14,883,304	12,176,308	22.2
Total by air	6,740,895	5,879,105	14.7	14,710,693	12,113,478	21.4
U.S. Total	5,252,020	5,077,911	3.4	11,308,411	10,463,524	8.1
U.S. West	3,234,489	3,208,622	0.8	6,863,473	6,402,418	7.2
U.S. East	2,017,530	1,869,288	7.9	4,444,937	4,061,106	9.5
Japan	184,696	40,059	361.1	429,822	93,700	358.7
Canada	648,601	441,512	46.9	1,398,719	830,919	68.3
All Others	655,579	319,623	105.1	1,573,741	725,335	117.0
Visitor arrivals by cruise ships	97,465	33,002	195.3	172,611	62,830	174.7
VISITOR ARRIVALS	753,750	630,647	19.5	1,545,531	1,204,830	28.3
Total by air	733,640	623,691	17.6	1,508,772	1,190,870	26.7
U.S. Total	582,065	563,519	3.3	1,178,701	1,073,979	9.8
U.S. West	378,902	376,761	0.6	762,253	703,257	8.4
U.S. East	203,163	186,758	8.8	416,449	370,722	12.3
Japan	26,650	2,181	1,122.0	58,955	5,031	1,071.9
Canada	54,860	29,046	88.9	111,361	52,597	111.7
All Others	70,065	28,945	142.1	159,754	59,263	169.6
Visitor arrivals by cruise ships	20,110	6,956	189.1	36,759	13,960	163.3
AVERAGE DAILY CENSUS	244,227	211,147	15.7	252,259	206,378	22.2
Total by air	240,746	209,968	14.7	249,334	205,313	21.4
U.S. Total	187,572	181,354	3.4	191,668	177,348	8.1
U.S. West	115,517	114,594	0.8	116,330	108,516	7.2
U.S. East	72,055	66,760	7.9	75,338	68,832	9.5
Japan	6,596	1,431	361.1	7,285	1,588	358.7
Canada	23,164	15,768	46.9	23,707	14,083	68.3
All Others	23,414	11,415	105.1	26,674	12,294	117.0
Visitor arrivals by cruise ships	3,481	1,179	195.3	2,926	1,065	174.7
AVERAGE LENGTH OF STAY	9.07	9.37	-3.2	9.63	10.11	-4.7
Total by air	9.19	9.43	-2.5	9.75	10.17	-4.1
U.S. Total	9.02	9.01	0.1	9.59	9.74	-1.5
U.S. West	8.54	8.52	0.2	9.00	9.10	-1.1
U.S. East	9.93	10.01	-0.8	10.67	10.95	-2.6
Japan	6.93	18.37	-62.3	7.29	18.63	-60.9
Canada	11.82	15.20	-22.2	12.56	15.80	-20.5
All Others	9.36	11.04	-15.3	9.85	12.24	-19.5
Visitor arrivals by cruise ships	4.85	4.74	2.2	4.70	4.50	4.3
PER PERSON PER DAY SPENDING (\$)	239.5	221.5	8.1	237.3	222.4	6.7
Total by air	241.6	222.4	8.6	239.0	223.2	7.1
U.S. Total	240.6	229.5	4.8	237.6	229.4	3.6
U.S. West	228.7	227.0	0.8	225.0	224.0	0.5
U.S. East	259.8	233.8	11.1	257.1	238.0	8.0
Japan	236.7	201.5	17.5	237.0	210.0	12.9
Canada	227.0	178.2	27.3	215.7	178.3	20.9
All Others	265.1	172.6	53.6	270.6	186.4	45.2
Visitor arrivals by cruise ships	94.5	73.9	27.9	92.8	71.3	30.2
PER PERSON PER TRIP SPENDING (\$)	2,172.8	2,076.9	4.6	2,285.6	2,247.5	1.7
Total by air	2,219.8	2,096.1	5.9	2,330.7	2,270.1	2.7
U.S. Total	2,171.2	2,068.1	5.0	2,279.7	2,235.0	2.0
U.S. West	1,952.3	1,933.0	1.0	2,025.8	2,038.9	-0.6
U.S. East	2,579.6	2,340.6	10.2	2,744.5	2,607.0	5.3
Japan	1,640.7	3,701.9	-55.7	1,727.7	3,910.8	-55.8
Canada	2,683.4	2,709.3	-1.0	2,708.6	2,817.5	-3.9
All Others	2,480.6	1,905.7	30.2	2,665.8	2,280.9	16.9
Visitor arrivals by cruise ships	458.1	350.5	30.7	435.9	320.9	35.8

P=Preliminary data.

FEBRUARY 2023 ARRIVALS AT A GLANCE (2023 vs 2019)

TOTAL EXPENDITURES in \$mil.)	2023P	2019	% change	2023P YTD	2019 YTD	% change
TOTAL EXPENDITURES in \$mil.)	1,637.8	1,388.1	18.0	3,532.5	3,005.0	17.6
Total by air	1,628.5	1,383.3	17.7	3,516.5	2,996.2	17.4
U.S. Total	1,263.8	871.3	45.1	2,687.1	1,890.8	42.1
U.S. West	739.7	499.7	48.0	1,544.1	1,056.4	46.2
U.S. East	524.1	371.6	41.0	1,142.9	834.5	37.0
Japan	43.7	165.5	-73.6	101.9	338.9	-69.9
Canada	147.2	153.0	-3.8	301.6	318.5	-5.3
All Others	173.8	193.5	-10.2	425.9	448.0	-4.9
Visitor arrivals by cruise ships	9.2	4.8	92.6	16.0	8.9	80.6
TOTAL VISITOR DAYS	6,838,360	6,908,757	-1.0	14,883,304	15,038,051	-1.0
Total by air	6,740,895	6,843,755	-1.5	14,710,693	14,919,948	-1.4
U.S. Total	5,252,020	4,489,304	17.0	11,308,411	9,723,120	16.3
U.S. West	3,234,489	2,712,365	19.2	6,863,473	5,805,074	18.2
U.S. East	2,017,530	1,776,939	13.5	4,444,937	3,918,046	13.4
Japan	184,696	683,416	-73.0	429,822	1,406,768	-69.4
Canada	648,601	832,744	-22.1	1,398,719	1,823,571	-23.3
All Others	655,579	838,291	-21.8	1,573,741	1,966,488	-20.0
Visitor arrivals by cruise ships	97,465	65,002	49.9	172,611	118,102	46.2
VISITOR ARRIVALS	753,750	780,827	-3.5	1,545,531	1,598,428	-3.3
Total by air	733,640	764,513	-4.0	1,508,772	1,570,080	-3.9
U.S. Total	582,065	489,011	19.0	1,178,701	991,919	18.8
U.S. West	378,902	312,235	21.4	762,253	629,890	21.0
U.S. East	203,163	176,777	14.9	416,449	362,029	15.0
Japan	26,650	120,653	-77.9	58,955	241,071	-75.5
Canada	54,860	66,590	-17.6	111,361	136,277	-18.3
All Others	70,065	88,258	-20.6	159,754	200,812	-20.4
Visitor arrivals by cruise ships	20,110	16,315	23.3	36,759	28,348	29.7
AVERAGE DAILY CENSUS	244,227	246,741	-1.0	252,259	254,882	-1.0
Total by air	240,746	244,420	-1.5	249,334	252,880	-1.4
U.S. Total	187,572	160,332	17.0	191,668	164,799	16.3
U.S. West	115,517	96,870	19.2	116,330	98,391	18.2
U.S. East	72,055	63,462	13.5	75,338	66,408	13.4
Japan	6,596	24,408	-73.0	7,285	23,844	-69.4
Canada	23,164	29,741	-22.1	23,707	30,908	-23.3
All Others	23,414	29,939	-21.8	26,674	33,330	-20.0
Visitor arrivals by cruise ships	3,481	2,322	49.9	2,926	2,002	46.2
AVERAGE LENGTH OF STAY	9.07	8.85	2.5	9.63	9.41	2.4
Total by air	9.19	8.95	2.6	9.75	9.50	2.6
U.S. Total	9.02	9.18	-1.7	9.59	9.80	-2.1
U.S. West	8.54	8.69	-1.7	9.00	9.22	-2.3
U.S. East	9.93	10.05	-1.2	10.67	10.82	-1.4
Japan	6.93	5.66	22.4	7.29	5.84	24.9
Canada	11.82	12.51	-5.5	12.56	13.38	-6.1
All Others	9.36	9.50	-1.5	9.85	9.79	0.6
Visitor arrivals by cruise ships	4.85	3.98	21.6	4.70	4.17	12.7
PER PERSON PER DAY SPENDING (\$)	239.5	200.9	19.2	237.3	199.8	18.8
Total by air	241.6	202.1	19.5	239.0	200.8	19.0
U.S. Total	240.6	194.1	24.0	237.6	194.5	22.2
U.S. West	228.7	184.2	24.1	225.0	182.0	23.6
U.S. East	259.8	209.1	24.2	257.1	213.0	20.7
Japan	236.7	242.2	-2.3	237.0	240.9	-1.6
Canada	227.0	183.8	23.5	215.7	174.6	23.5
All Others	265.1	230.8	14.9	270.6	227.8	18.8
Visitor arrivals by cruise ships	94.5	73.6	28.5	92.8	75.1	23.6
PER PERSON PER TRIP SPENDING (\$)	2,172.8	1,777.7	22.2	2,285.6	1,880.0	21.6
Total by air	2,219.8	1,809.4	22.7	2,330.7	1,908.3	22.1
U.S. Total	2,171.2	1,781.7	21.9	2,279.7	1,906.2	19.6
U.S. West	1,952.3	1,600.4	22.0	2,025.8	1,677.1	20.8
U.S. East	2,579.6	2,102.0	22.7	2,744.5	2,305.0	19.1
Japan	1,640.7	1,371.9	19.6	1,727.7	1,405.7	22.9
Canada	2,683.4	2,298.1	16.8	2,708.6	2,337.0	15.9
All Others	2,480.6	2,192.0	13.2	2,665.8	2,230.8	19.5
Visitor arrivals by cruise ships	458.1	293.1	56.3	435.9	312.9	39.3

P=Preliminary data.

FEBRUARY 2023 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES in \$(mil.)	2023P	2022P	% change	2023PYTD	2022PYTD	% change
TOTAL EXPENDITURES in \$(mil.)	1,637.8	1,309.8	25.0	3,532.5	2,707.8	30.5
Total by air	1,628.5	1,307.3	24.6	3,516.5	2,703.4	30.1
O'ahu	626.6	540.1	16.0	1,377.8	1,106.8	24.5
Maui	540.1	402.8	34.1	1,165.3	827.2	40.9
Moloka'i	2.7	3.0	-8.4	7.3	5.3	36.1
Lāna'i	11.2	13.0	-13.9	23.5	18.9	24.7
Kaua'i	203.8	149.3	36.5	438.4	310.4	41.2
Haw aii Island	244.1	199.1	22.6	504.2	434.7	16.0
Visitor arrivals by cruise ships	9.2	2.4	277.9	16.0	4.5	257.7
TOTAL VISITOR DAYS	6,838,360	5,912,106	15.7	14,883,304	12,176,308	22.2
Total by air	6,740,895	5,879,105	14.7	14,710,693	12,113,478	21.4
O'ahu	2,954,952	2,310,209	27.9	6,444,051	4,740,409	35.9
Maui	1,857,304	1,714,116	8.4	3,961,952	3,504,154	13.1
Moloka'i	21,550	20,683	4.2	57,372	48,021	19.5
Lāna'i	22,179	22,147	0.1	44,353	44,281	0.2
Kaua'i	769,237	726,085	5.9	1,679,781	1,518,247	10.6
Haw aii Island	1,115,673	1,085,865	2.7	2,523,185	2,258,367	11.7
Visitor arrivals by cruise ships	97,465	33,002	195.3	172,611	62,830	174.7
VISITOR ARRIVALS	753,750	630,647	19.5	1,545,531	1,204,830	28.3
Total by air	733,640	623,691	17.6	1,508,772	1,190,870	26.7
O'ahu	411,903	308,705	33.4	847,737	585,933	44.7
Maui	220,741	193,232	14.2	449,484	376,510	19.4
Moloka'i	3,255	3,240	0.5	7,589	6,125	23.9
Lāna'i	5,046	4,814	4.8	10,528	8,687	21.2
Kaua'i	100,525	88,428	13.7	207,505	173,256	19.8
Haw aii Island	137,444	122,480	12.2	285,821	233,177	22.6
Visitor arrivals by cruise ships	20,110	6,956	189.1	36,759	13,960	163.3
AVERAGE DAILY CENSUS	244,227	211,147	15.7	252,259	206,378	22.2
Total by air	240,746	209,968	14.7	249,334	205,313	21.4
O'ahu	105,534	82,507	27.9	109,221	80,346	35.9
Maui	66,332	61,218	8.4	67,152	59,392	13.1
Moloka'i	770	739	4.2	972	814	19.5
Lāna'i	792	791	0.1	752	751	0.2
Kaua'i	27,473	25,932	5.9	28,471	25,733	10.6
Haw aii Island	39,845	38,781	2.7	42,766	38,277	11.7
Visitor arrivals by cruise ships	3,481	1,179	195.3	2,926	1,065	174.7
AVERAGE LENGTH OF STAY	9.07	9.37	-3.2	9.63	10.11	-4.7
Total by air	9.19	9.43	-2.5	9.75	10.17	-4.1
O'ahu	7.17	7.48	-4.1	7.60	8.09	-6.0
Maui	8.41	8.87	-5.2	8.81	9.31	-5.3
Moloka'i	6.62	6.38	3.7	7.56	7.84	-3.6
Lāna'i	4.40	4.60	-4.5	4.21	5.10	-17.4
Kaua'i	7.65	8.21	-6.8	8.10	8.76	-7.6
Haw aii Island	8.12	8.87	-8.4	8.83	9.69	-8.9
Visitor arrivals by cruise ships	4.85	4.74	2.2	4.70	4.50	4.3
PER PERSON PER DAY SPENDING (\$)	239.5	221.5	8.1	237.3	222.4	6.7
Total by air	241.6	222.4	8.6	239.0	223.2	7.1
O'ahu	212.1	233.8	-9.3	213.8	233.5	-8.4
Maui	290.8	235.0	23.8	294.1	236.1	24.6
Moloka'i	126.5	143.9	-12.1	126.6	111.1	13.9
Lāna'i	506.3	588.8	-14.0	530.4	426.2	24.4
Kaua'i	264.9	205.6	28.8	261.0	204.4	27.7
Haw aii Island	218.8	183.4	19.3	199.8	192.5	3.8
Visitor arrivals by cruise ships	94.5	73.9	27.9	92.8	71.3	30.2
PER PERSON PER TRIP SPENDING (\$)	2,172.8	2,076.9	4.6	2,285.6	2,247.5	1.7
Total by air	2,219.8	2,096.1	5.9	2,330.7	2,270.1	2.7
O'ahu	1,521.3	1,749.6	-13.0	1,625.2	1,888.9	-14.0
Maui	2,446.8	2,084.5	17.4	2,592.5	2,197.1	18.0
Moloka'i	837.5	918.5	-8.8	956.8	870.9	9.9
Lāna'i	2,225.2	2,708.3	-17.8	2,234.2	2,172.3	2.9
Kaua'i	2,027.2	1,688.3	20.1	2,112.8	1,791.6	17.9
Haw aii Island	1,775.8	1,625.9	9.2	1,764.1	1,864.4	-5.4
Visitor arrivals by cruise ships	458.1	350.5	30.7	435.9	320.9	35.8

P=Preliminary data.

FEBRUARY 2023 ISLAND HIGHLIGHTS (2023 vs. 2019)

TOTAL EXPENDITURES in \$(mil.)	2023P	2019	% change	2023PYTD	2019 YTD	% change
TOTAL EXPENDITURES in \$(mil.)	1,637.8	1,388.1	18.0	3,532.5	3,005.0	17.6
Total by air	1,628.5	1,383.3	17.7	3,516.5	2,996.2	17.4
O'ahu	626.6	609.0	2.9	1,377.8	1,309.2	5.2
Maui	540.1	413.2	30.7	1,165.3	887.4	31.3
Moloka'i	2.7	3.3	-17.0	7.3	6.1	18.8
Lāna'i	11.2	12.7	-11.4	23.5	18.4	27.6
Kaua'i	203.8	152.8	33.4	438.4	329.4	33.1
Haw aii Island	244.1	192.3	26.9	504.2	445.7	13.1
Visitor arrivals by cruise ships	9.2	4.8	92.6	16.0	8.9	80.6
TOTAL VISITOR DAYS	6,838,360	6,908,757	-1.0	14,883,304	15,038,051	-1.0
Total by air	6,740,895	6,843,755	-1.5	14,710,693	14,919,948	-1.4
O'ahu	2,954,952	3,066,171	-3.6	6,444,051	6,675,110	-3.5
Maui	1,857,304	1,877,114	-1.1	3,961,952	4,042,599	-2.0
Moloka'i	21,550	26,265	-18.0	57,372	64,283	-10.8
Lāna'i	22,179	21,875	1.4	44,353	43,315	2.4
Kaua'i	769,237	791,599	-2.8	1,679,781	1,714,918	-2.0
Haw aii Island	1,115,673	1,060,731	5.2	2,523,185	2,379,723	6.0
Visitor arrivals by cruise ships	97,465	65,002	49.9	172,611	118,102	46.2
VISITOR ARRIVALS	753,750	780,827	-3.5	1,545,531	1,598,428	-3.3
Total by air	733,640	764,513	-4.0	1,508,772	1,570,080	-3.9
O'ahu	411,903	454,687	-9.4	847,737	943,127	-10.1
Maui	220,741	221,603	-0.4	449,484	455,025	-1.2
Moloka'i	3,255	5,542	-41.3	7,589	11,109	-31.7
Lāna'i	5,046	6,208	-18.7	10,528	12,633	-16.7
Kaua'i	100,525	104,445	-3.8	207,505	210,587	-1.5
Haw aii Island	137,444	138,387	-0.7	285,821	285,789	0.0
Visitor arrivals by cruise ships	20,110	16,315	23.3	36,759	28,348	29.7
AVERAGE DAILY CENSUS	244,227	246,741	-1.0	252,259	254,882	-1.0
Total by air	240,746	244,420	-1.5	249,334	252,880	-1.4
O'ahu	105,534	109,506	-3.6	109,221	113,137	-3.5
Maui	66,332	67,040	-1.1	67,152	68,519	-2.0
Moloka'i	770	938	-18.0	972	1,090	-10.8
Lāna'i	792	781	1.4	752	734	2.4
Kaua'i	27,473	28,271	-2.8	28,471	29,066	-2.0
Haw aii Island	39,845	37,883	5.2	42,766	40,334	6.0
Visitor arrivals by cruise ships	3,481	2,322	49.9	2,926	2,002	46.2
AVERAGE LENGTH OF STAY	9.07	8.85	2.5	9.63	9.41	2.4
Total by air	9.19	8.95	2.6	9.75	9.50	2.6
O'ahu	7.17	6.74	6.4	7.60	7.08	7.4
Maui	8.41	8.47	-0.7	8.81	8.88	-0.8
Moloka'i	6.62	4.74	39.7	7.56	5.79	30.6
Lāna'i	4.40	3.52	24.7	4.21	3.43	22.9
Kaua'i	7.65	7.58	1.0	8.10	8.14	-0.6
Haw aii Island	8.12	7.66	5.9	8.83	8.33	6.0
Visitor arrivals by cruise ships	4.85	3.98	21.6	4.70	4.17	12.7
PER PERSON PER DAY SPENDING (\$)	239.5	200.9	19.2	237.3	199.8	18.8
Total by air	241.6	202.1	19.5	239.0	200.8	19.0
O'ahu	212.1	198.6	6.8	213.8	196.1	9.0
Maui	290.8	220.1	32.1	294.1	219.5	34.0
Moloka'i	126.5	125.1	1.1	126.6	95.1	33.1
Lāna'i	506.3	579.1	-12.6	530.4	425.7	24.6
Kaua'i	264.9	193.0	37.2	261.0	192.1	35.9
Haw aii Island	218.8	181.3	20.7	199.8	187.3	6.7
Visitor arrivals by cruise ships	94.5	73.6	28.5	92.8	75.1	23.6
PER PERSON PER TRIP SPENDING (\$)	2,172.8	1,777.7	22.2	2,285.6	1,880.0	21.6
Total by air	2,219.8	1,809.4	22.7	2,330.7	1,908.3	22.1
O'ahu	1,521.3	1,339.3	13.6	1,625.2	1,388.1	17.1
Maui	2,446.8	1,864.7	31.2	2,592.5	1,950.3	32.9
Moloka'i	837.5	592.8	41.3	956.8	550.1	73.9
Lāna'i	2,225.2	2,040.7	9.0	2,234.2	1,459.8	53.1
Kaua'i	2,027.2	1,463.1	38.6	2,112.8	1,564.0	35.1
Haw aii Island	1,775.8	1,389.7	27.8	1,764.1	1,559.4	13.1
Visitor arrivals by cruise ships	458.1	293.1	56.3	435.9	312.9	39.3

P=Preliminary data.