



## DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

### RESEARCH AND ECONOMIC ANALYSIS DIVISION

**JOSH GREEN, M.D.**  
GOVERNOR

**CHRIS J. SADAYASU**  
DIRECTOR

**DR. EUGENE TIAN**  
CHIEF STATE ECONOMIST

#### FOR IMMEDIATE RELEASE

February 28, 2023

### VISITOR INDUSTRY CONTINUED RECOVERY IN JANUARY 2023

HONOLULU – According to preliminary visitor statistics released by the Department of Business, Economic Development and Tourism (DBEDT), a total of 791,781 visitors arrived in the Hawaiian Islands in January 2023, up 37.9 percent from January 2022. When compared to 2019, the benchmark year prior to the COVID-19 pandemic, this represents a 96.8 percent recovery in total visitor arrivals from January 2019. As measured in nominal dollars, these visitors spent \$1.89 billion in January 2023, compared to \$1.40 billion (+35.5%) in January 2022 and \$1.62 billion (+17.2%) January 2019.

In January 2023, 775,132 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 16,648 visitors arrived by cruise ships during the month. In January 2022, 567,179 visitors arrived by air (+36.7%) and 7,004 visitors came by cruise ships (+137.7%). In January 2019, 805,567 visitors arrived by air (-3.8%) and 12,033 visitors came by cruise ships (+38.4%). The average length of stay by all visitors in January 2023 was 10.16 days, compared to 10.91 days (-6.9%) in January 2022 and 9.94 days (+2.2%) in January 2019. The statewide average daily census<sup>1</sup> was 259,514 visitors in January 2023, compared to 202,071 visitors (+28.4%) in January 2022 and 262,235 visitors (-1.0%) in January 2019.

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. 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 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

---

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

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 32,305 visitors from Japan in January 2023, compared to 2,850 visitors (+1,033.6%) in January 2022 and 120,418 visitors (-73.2%) in January 2019. Visitors from Japan spent \$58.1 million in January 2023, compared to \$11.6 million (+401.1%) in January 2022 and \$173.4 million (-66.5%) in January 2019. Daily spending by Japanese visitors in January 2023 (\$237 per person) increased compared to January 2022 (\$216 per person, +9.7%), but was slightly lower than January 2019 (\$240 per person, -1.0%).

In January 2023, 56,501 visitors arrived from Canada, compared to 23,551 visitors (+139.9%) in January 2022 and 69,687 visitors (-18.9%) in January 2019. Visitors from Canada spent \$154.4 million in January 2023, compared to \$69.5 million (+122.2%) in January 2022 and \$165.4 million (-6.7%) in January 2019. Daily spending by Canadian visitors in January 2023 (\$206 per person) increased significantly, compared to January 2022 (\$178 per person, +15.3%) and January 2019 (\$167 per person, +23.3%).

In January 2023, there were 89,689 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 30,318 visitors (+195.8%) from All Other International Markets in January 2022 and 112,554 visitors (-20.3%) in January 2019.

In January 2023, a total of 5,335 trans-Pacific flights with 1,182,832 seats serviced the Hawaiian Islands. This was an increase compared to 4,943 flights (+7.9%) with 1,036,920 seats (+4.1%) in January 2022, and from 5,158 flights (+3.4%) with 1,134,182 (+4.3%) in January 2019.

## Other Highlights

**U.S. West:** In January 2023, 292,640 visitors arrived from the Pacific region and 90,317 visitors came from the Mountain region. Most of the U.S. West visitors in January 2023 have been to Hawai'i before (82.7%) while 17.3 percent were first-time visitors. In terms of accommodations, 49.7 percent of the U.S. West visitors in January 2023 stayed in hotels, 18.3 percent stayed in condominiums, 13.8 percent stayed with friends and relatives, 12.3 percent stayed in rental homes and 8.6 percent stayed in timeshares.

**U.S. East:** In January 2023, East North Central (48,807 visitors), South Atlantic (43,395 visitors) and West North Central (38,127 visitors) were the three largest regions in terms of visitor arrivals. Six out of ten U.S. East visitors in January 2023 have been to Hawai'i before (63.9%) while 36.1 percent were first time visitors. In terms of lodging, 56.9 percent of the U.S. East visitors in January 2023 stayed in hotels, 14.8 percent stayed in condominiums, 13.4 percent stayed with friends and relatives, 11.4 percent stayed in rental homes and 8.7 percent stayed in timeshares.

**Japan:** Of the 32,305 visitors in January 2023, 31,765 arrived on international flights and 540 came on domestic flights. Most of the Japanese visitors in January 2023 were repeat visitors (82.4%) while 17.6 percent were first-time visitors to the islands. In terms of lodging, 67.3 percent of the visitors in January 2023 stayed in hotels, 23.7 percent stayed in condominiums, 10.4 percent stayed in timeshares and 2.7 percent stayed with friends and relatives.

**Canada:** Of the 56,501 visitors in January 2023, 50,374 visitors arrived via direct air service from Canada and 6,127 visitors came on domestic flights. Seven out of ten Canadian visitors in January 2023 were repeat visitors (68.7%) while 31.3 percent were first timers to Hawai'i. In terms of lodging, 49.4 percent of Canadian visitors in January 2023 stayed in hotels, 29.0

percent stayed in condominiums, 9.8 percent stayed in timeshares, 9.7 percent stayed in rental homes and 5.7 percent stayed with friends and relatives.

## Island Highlights

**O'ahu:** There were 435,833 visitors to O'ahu in January 2023, compared to 277,228 visitors (+57.2%) in January 2022 and 488,441 visitors (-10.8%) in January 2019. Visitor spending was \$751.2 million in January 2023, compared to \$566.7 million (+32.5%) in January 2022 and \$700.2 million (+7.3%) in January 2019. The average daily census on O'ahu was 112,552 visitors in January 2023, compared to 78,394 visitors (+43.6%) in January 2022 and 116,417 visitors (-3.3%) in January 2019.

**Maui:** There were 228,743 visitors to Maui in January 2023, compared to 183,278 visitors (+24.8%) in January 2022 and 233,422 visitors (-2.0%) in January 2019. Visitor spending was \$625.2 million in January 2023, compared to \$424.5 million in January 2022 (+47.3%) and \$474.2 million (+31.8%) in January 2019. The average daily census on Maui was 67,892 visitors in January 2023, compared to 57,743 visitors (+17.6%) in January 2022 and 69,854 visitors (-2.8%) in January 2019.

**Kaua'i:** There were 106,980 visitors to Kaua'i in January 2023, compared to 84,828 visitors (+26.1%) in January 2022 and 106,142 visitors (+0.8%) in January 2019. Visitor spending was \$234.6 million in January 2023, compared to \$161.1 million in January 2022 (+45.6%) and \$176.5 million (+32.9%) in January 2019. The average daily census on Kaua'i was 29,372 visitors in January 2023, compared to 25,554 visitors (+14.9%) in January 2022 and 29,784 visitors (-1.4%) in January 2019.

**Hawai'i Island:** There were 148,376 visitors to Hawai'i Island in January 2023, compared to 110,697 visitors (+34.0%) in January 2022 and 147,402 visitors (+0.7%) in January 2019. Visitor spending was \$260.1 million in January 2023, compared to \$235.6 million (+10.4%) in January 2022 and \$253.3 million (+2.7%) in January 2019. The average daily census on Hawai'i Island was 45,404 visitors in January 2023, compared to 37,823 visitors (+20.0%) in January 2022 and 42,548 visitors (+6.7%) in January 2019.

## Flights and Air Seats to Hawai'i

**U.S. West:** 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.

There was no growth in scheduled seats (-0.1%) between January 2023 and January 2022. Increased service from Anchorage (14,541, +45.9%), Denver (36,959, +19.4%), Las Vegas (53,135 +2.9%), Ontario (5,859, +3.3%), Portland (33,183, +19.4%), Salt Lake City (15,717, +5.0%), San Francisco (96,532, +5.5%), San Jose (52,387, +33.8%), and Seattle (110,843, +9.2%) was offset by reduced service from Long Beach (17,143, -24.0%), Los Angeles (209,604, -7.3%), Oakland (50,127, -4.3%), Phoenix (55,298, -7.0%), Sacramento (19,813, -24.4%), San Diego (41,424, -17.3%) and Santa Ana (504, -86.2%).

Scheduled seats in January 2023 rose 21.7 percent compared to January 2019. There was reduced service from Portland (33,183, -19.8%), and San Francisco (96,532, -10.0%) and no service from Bellingham (-3,657 seats). Offsetting these reductions was increased service from Anchorage (14,541 seats, +43.5%), Denver (36,959, +34.4%), Las Vegas (53,135, +134.0%), Long Beach (17,143, +192.6%), Los Angeles (209,604, +3.3%), Oakland (50,127, +61.4%), Phoenix (55,298 +39.5%), Sacramento (19,813, +24.7%), Salt Lake City (15,717, +17.9%), San Diego (41,424, +37.1%), San Jose (52,387, +103.4%), and Seattle (110,843, +21.9%).

Additionally, there were scheduled seats from Ontario (+5,859 seats) and Santa Ana (+504 seats) in January 2023. These routes were not in service in January 2019.

**U.S. East:** 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 (+45.8%) in January 2019.

Scheduled air seats in January 2023 rose 27.5 percent compared to January 2022. There was reduced service from Dallas (34,848 seats, -2.4%) and Minneapolis (7,006, -22.9%) and no service from Charlotte (-546 seats) and Orlando (-3,892 seats) compared to January 2022. Offsetting these reductions was increased service from Atlanta (19,251, +113.0%), Austin (3,892, +7.7%), Chicago (16,962, +5.6%), Houston (11,284, +36.3%), New York JFK (15,780, +95.7%), and Newark (8,717, +6.3%). Additionally, there were scheduled seats from Detroit (+10,509 seats) in January 2023, while this route was not in service in January 2022.

Scheduled seats in January 2023 increased 45.8 percent compared to January 2019. There was reduced service from Chicago (16,962 seats, -13.9%) compared to January 2019. Offsetting this reduction was increased service from Atlanta (19,251, +99.1%), Dallas (34,848, +18.2%), Minneapolis (7,006, +4.0%), New York JFK (15,780, +73.2%), Newark (8,717, +17.2%) and Washington D.C. (5,760, +199.1%). There were also scheduled seats from Austin (+3,892 seats), Boston (+5,004 seats) and Detroit (+10,509 seats) in January 2023, while these routes were not in service in January 2019.

**Japan:** In January 2023, there were 287 scheduled flights with 76,511 seats from Japan. Air capacity was much greater compared to January 2022 (78 flights, +267.9%, with 16,033 seats, +377.2%) but remained below January 2019 (696 flights, -58.8%, and 174,100 seats, -56.1%).

Scheduled air seats rose 377.2 percent compared to January 2022. There was increased service from Osaka (9,959, +662.0%), Haneda (31,464, +458.3%) and Narita (33,310, +266.4%). Service resumed from Nagoya to Honolulu (+1,778 seats) and from Narita to Kona (796 seats) in January 2023, while these routes were not operating in January 2022.

The number of scheduled seats in January 2023 was half the volume of January 2019. There was reduced service from Nagoya (1,778, -86.1%), Osaka (9,959, -78.4%) and Narita (33,310, -59.0%), and there was no service from Fukuoka (-5,424 seats) and Sapporo (-3,614 seats) compared to January 2019.

**Canada:** In January 2023, there were 358 scheduled flights with 66,556 seats from Canada. Air capacity increased from January 2022 (266 flights, +34.6%, with 60,041 seats +10.9%) but declined compared to January 2019 (403 flights, -11.2% with 72,049 seats, -7.6%).

Scheduled seats rose 10.9 percent compared to January 2022. Reduced service from Calgary (12,633, -22.0%) was offset by increased service from Edmonton (1,740, +42.9%), Toronto (3,278, +22.2%) and Vancouver (48,905, +25.2%).

Scheduled seats declined 7.6 percent compared to January 2019. There was increased service from Calgary (12,633, +11.4%) and Toronto (3,278, +425.3%) which was offset by reduced service from Edmonton (1,740, -26.2%) and Vancouver (48,905, -15.3%).

#### **Oceania:**

- **Australia:** In January 2023, there were 78 scheduled flights with 23,508 seats with service from Melbourne and Sydney. This doubled the air capacity in January 2022 (39 flights, with 11,165 seats, +110.6%) with service from only Sydney. Seat capacity continued to decrease compared to January 2019 (103 scheduled flights, -24.3%, with 32,521 seats, -27.7%) with service from Brisbane, Melbourne and Sydney.

- **New Zealand:** In January 2023, there were 30 scheduled flights with 8,724 seats from Auckland. Service from Auckland to Hawai'i was suspended in January 2022. In January 2019, there were 41 flights (-26.8%) with 12,112 seats (-28.0%).

#### 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 40 scheduled flights with 10,935 seats with service from Beijing, Hangzhou and Shanghai in January 2019.
- **Korea:** There were 84 scheduled flights with 26,879 seats from Seoul in January 2023, compared to 34 flights (+147.1%) with 11,071 seats (+142.8%) in January 2022, and 102 flights (-17.6%) with 33,610 seats (-20.0%) in January 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were nine scheduled flights with 2,754 seats in January 2019.

#### Other Markets:

- **Guam:** There were 31 scheduled flights with 10,850 seats from Guam in January 2023, compared to 29 flights (+6.9%) and 10,150 seats (+6.9%) in January 2022, and 31 flights (+0%) with 11,284 seats (-3.8%) in January 2019.
- **Philippines:** There were 22 scheduled flights with 6,798 seats from Manila in January 2023, compared to seven flights (+214.3%) with 2,163 seats (+214.3%) in January 2022, and 22 flights (+0%) with 5,896 seats (+15.3%) in January 2019.
- **Samoa:** There were four scheduled flights with 680 seats in January 2023. There was no direct service from Apia in January 2022. There were four flights (+0%) with 668 seats (+1.8%) in January 2019.
- **Kiribati:** There was no direct air service from Christmas Island in January 2023 and in January 2022. There were five flights with 610 seats in January 2019.
- **Marshall Islands:** There were nine scheduled flights with 1,494 seats from Majuro in January 2023. There was no direct service in Majuro in January 2022. There were 17 flights (-47.1%) with 2,822 seats (-47.1%) in January 2019.
- **Fiji:** There were 10 scheduled flights with 1,700 seats in January 2023. There was no direct service from Nadi in January 2022. There were four flights (+150.0%) with 668 seats (+154.5%) in January 2019.
- **American Samoa:** There were 11 scheduled flights with 3,058 seats from Pago Pago in January 2023, compared to one flight (+1,000.0%) with 278 seats (+1,000.0%) in January 2022, and 11 flights (+0%) with 3,058 seats (+0%) in January 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in January 2023, compared to five flights (-20.0%) with 1,390 seats (-20.0%) in January 2022, and six flights (-33.3%) with 1,668 seats (-33.3%) in January 2019.

#### Cruise Ship Visitors

In January 2023, 16,648 visitors came to the islands aboard eight out-of-state cruise ships. Another 8,962 visitors flew to the state to board the Hawai'i home-ported cruise ship, Pride of America.

Hawai'i's cruise industry restarted with limited capacity in January 2022, after having no activities since April 2020 due to the pandemic. In January 2022, 7,004 visitors came aboard seven out-of-state cruise ships. Due to social distancing protocol and requirements for isolation cabins, these ships were operating at 40 to 70 percent of capacity. The Pride of America continued to suspend interisland cruises during the month.

In January 2019, 12,033 visitors arrived on seven out-of-state cruise ships; and another 9,358 visitors came by air to board the Pride of America.

**Statement by DBEDT Director Chris J. Sadayasu:**

The tourism industry had a good start in 2023 with nearly a 97 percent recovery in arrivals. International visitors by air in January 2023 accounted for 23 percent of the total visitors by air – the highest since the start of the pandemic. January 2023 was the second-best month for arrivals from Japan and Canada for 34 months. The same was true for cruise ship arrivals during the month.

With the recovery of tourism, especially international tourism, those businesses that rely on international visitors will experience a better year in 2023, although full recovery may take a few years.

# # #

**Media Contacts:**

Laci Goshi  
Department of Business, Economic Development & Tourism  
(808) 587-9006  
[lacianne.a.goshi@hawaii.gov](mailto:lacianne.a.goshi@hawaii.gov)

Jennifer Chun  
Director of Tourism Research  
Department of Business, Economic Development & Tourism  
(808) 973-9446  
[Jennifer.e.chun@hawaii.gov](mailto:Jennifer.e.chun@hawaii.gov)

**JANUARY 2023 ARRIVALS AT A GLANCE**

TOTAL EXPENDITURES in \$mil.)	2023P	2022P	% change	2023P YTD	2022P YTD	% change
<b>TOTAL EXPENDITURES in \$mil.)</b>	<b>1,894.7</b>	<b>1,398.1</b>	<b>35.5</b>	<b>1,894.7</b>	<b>1,398.1</b>	<b>35.5</b>
Total by air	1,887.9	1,396.0	35.2	1,887.9	1,396.0	35.2
U.S. Total	1,423.3	1,234.9	15.3	1,423.3	1,234.9	15.3
U.S. West	804.4	705.6	14.0	804.4	705.6	14.0
U.S. East	618.9	529.4	16.9	618.9	529.4	16.9
Japan	58.1	11.6	401.1	58.1	11.6	401.1
Canada	154.4	69.5	122.2	154.4	69.5	122.2
All Others	252.1	80.0	215.0	252.1	80.0	215.0
Visitor arrivals by cruise ships	6.8	2.0	233.5	6.8	2.0	233.5
<b>TOTAL VISITOR DAYS</b>	<b>8,044,944</b>	<b>6,264,201</b>	<b>28.4</b>	<b>8,044,944</b>	<b>6,264,201</b>	<b>28.4</b>
Total by air	7,969,798	6,234,373	27.8	7,969,798	6,234,373	27.8
U.S. Total	6,056,391	5,385,613	12.5	6,056,391	5,385,613	12.5
U.S. West	3,628,984	3,193,796	13.6	3,628,984	3,193,796	13.6
U.S. East	2,427,407	2,191,818	10.7	2,427,407	2,191,818	10.7
Japan	245,127	53,641	357.0	245,127	53,641	357.0
Canada	750,117	389,407	92.6	750,117	389,407	92.6
All Others	918,163	405,712	126.3	918,163	405,712	126.3
Visitor arrivals by cruise ships	75,146	29,828	151.9	75,146	29,828	151.9
<b>VISITOR ARRIVALS</b>	<b>791,781</b>	<b>574,183</b>	<b>37.9</b>	<b>791,781</b>	<b>574,183</b>	<b>37.9</b>
Total by air	775,132	567,179	36.7	775,132	567,179	36.7
U.S. Total	596,637	510,460	16.9	596,637	510,460	16.9
U.S. West	383,351	326,496	17.4	383,351	326,496	17.4
U.S. East	213,286	183,964	15.9	213,286	183,964	15.9
Japan	32,305	2,850	1,033.6	32,305	2,850	1,033.6
Canada	56,501	23,551	139.9	56,501	23,551	139.9
All Others	89,689	30,318	195.8	89,689	30,318	195.8
Visitor arrivals by cruise ships	16,648	7,004	137.7	16,648	7,004	137.7
<b>AVERAGE DAILY CENSUS</b>	<b>259,514</b>	<b>202,071</b>	<b>28.4</b>	<b>259,514</b>	<b>202,071</b>	<b>28.4</b>
Total by air	257,090	201,109	27.8	257,090	201,109	27.8
U.S. Total	195,367	173,729	12.5	195,367	173,729	12.5
U.S. West	117,064	103,026	13.6	117,064	103,026	13.6
U.S. East	78,303	70,704	10.7	78,303	70,704	10.7
Japan	7,907	1,730	357.0	7,907	1,730	357.0
Canada	24,197	12,562	92.6	24,197	12,562	92.6
All Others	29,618	13,087	126.3	29,618	13,087	126.3
Visitor arrivals by cruise ships	2,424	962	151.9	2,424	962	151.9
<b>AVERAGE LENGTH OF STAY</b>	<b>10.16</b>	<b>10.91</b>	<b>-6.9</b>	<b>10.16</b>	<b>10.91</b>	<b>-6.9</b>
Total by air	10.28	10.99	-6.5	10.28	10.99	-6.5
U.S. Total	10.15	10.55	-3.8	10.15	10.55	-3.8
U.S. West	9.47	9.78	-3.2	9.47	9.78	-3.2
U.S. East	11.38	11.91	-4.5	11.38	11.91	-4.5
Japan	7.59	18.82	-59.7	7.59	18.82	-59.7
Canada	13.28	16.53	-19.7	13.28	16.53	-19.7
All Others	10.24	13.38	-23.5	10.24	13.38	-23.5
Visitor arrivals by cruise ships	4.51	4.26	6.0	4.51	4.26	6.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>235.5</b>	<b>223.2</b>	<b>5.5</b>	<b>235.5</b>	<b>223.2</b>	<b>5.5</b>
Total by air	236.9	223.9	5.8	236.9	223.9	5.8
U.S. Total	235.0	229.3	2.5	235.0	229.3	2.5
U.S. West	221.7	220.9	0.3	221.7	220.9	0.3
U.S. East	255.0	241.5	5.6	255.0	241.5	5.6
Japan	237.1	216.3	9.7	237.1	216.3	9.7
Canada	205.9	178.5	15.3	205.9	178.5	15.3
All Others	274.5	197.2	39.2	274.5	197.2	39.2
Visitor arrivals by cruise ships	90.6	68.4	32.4	90.6	68.4	32.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,393.0</b>	<b>2,434.9</b>	<b>-1.7</b>	<b>2,393.0</b>	<b>2,434.9</b>	<b>-1.7</b>
Total by air	2,435.6	2,461.3	-1.0	2,435.6	2,461.3	-1.0
U.S. Total	2,385.5	2,419.2	-1.4	2,385.5	2,419.2	-1.4
U.S. West	2,098.4	2,161.0	-2.9	2,098.4	2,161.0	-2.9
U.S. East	2,901.6	2,877.5	0.8	2,901.6	2,877.5	0.8
Japan	1,799.4	4,070.5	-55.8	1,799.4	4,070.5	-55.8
Canada	2,733.1	2,950.9	-7.4	2,733.1	2,950.9	-7.4
All Others	2,810.5	2,639.2	6.5	2,810.5	2,639.2	6.5
Visitor arrivals by cruise ships	409.0	291.5	40.3	409.0	291.5	40.3

P=Preliminary data.

**JANUARY 2023 ARRIVALS AT A GLANCE (2023 vs. 2019)**

TOTAL EXPENDITURES in \$mil.)	2023P	2019	% change	2023PYTD	2019 YTD	% change
<b>TOTAL EXPENDITURES in \$mil.)</b>	<b>1,894.7</b>	<b>1,617.0</b>	<b>17.2</b>	<b>1,894.7</b>	<b>1,617.0</b>	<b>17.2</b>
Total by air	1,887.9	1,612.9	17.1	1,887.9	1,612.9	17.1
U.S. Total	1,423.3	1,019.6	39.6	1,423.3	1,019.6	39.6
U.S. West	804.4	556.7	44.5	804.4	556.7	44.5
U.S. East	618.9	462.9	33.7	618.9	462.9	33.7
Japan	58.1	173.4	-66.5	58.1	173.4	-66.5
Canada	154.4	165.4	-6.7	154.4	165.4	-6.7
All Others	252.1	254.5	-1.0	252.1	254.5	-1.0
Visitor arrivals by cruise ships	6.8	4.1	66.6	6.8	4.1	66.6
<b>TOTAL VISITOR DAYS</b>	<b>8,044,944</b>	<b>8,129,294</b>	<b>-1.0</b>	<b>8,044,944</b>	<b>8,129,294</b>	<b>-1.0</b>
Total by air	7,969,798	8,076,194	-1.3	7,969,798	8,076,194	-1.3
U.S. Total	6,056,391	5,233,816	15.7	6,056,391	5,233,816	15.7
U.S. West	3,628,984	3,092,709	17.3	3,628,984	3,092,709	17.3
U.S. East	2,427,407	2,141,107	13.4	2,427,407	2,141,107	13.4
Japan	245,127	723,353	-66.1	245,127	723,353	-66.1
Canada	750,117	990,828	-24.3	750,117	990,828	-24.3
All Others	918,163	1,128,197	-18.6	918,163	1,128,197	-18.6
Visitor arrivals by cruise ships	75,146	53,100	41.5	75,146	53,100	41.5
<b>VISITOR ARRIVALS</b>	<b>791,781</b>	<b>817,600</b>	<b>-3.2</b>	<b>791,781</b>	<b>817,600</b>	<b>-3.2</b>
Total by air	775,132	805,567	-3.8	775,132	805,567	-3.8
U.S. Total	596,637	502,908	18.6	596,637	502,908	18.6
U.S. West	383,351	317,655	20.7	383,351	317,655	20.7
U.S. East	213,286	185,253	15.1	213,286	185,253	15.1
Japan	32,305	120,418	-73.2	32,305	120,418	-73.2
Canada	56,501	69,687	-18.9	56,501	69,687	-18.9
All Others	89,689	112,554	-20.3	89,689	112,554	-20.3
Visitor arrivals by cruise ships	16,648	12,033	38.4	16,648	12,033	38.4
<b>AVERAGE DAILY CENSUS</b>	<b>259,514</b>	<b>262,235</b>	<b>-1.0</b>	<b>259,514</b>	<b>262,235</b>	<b>-1.0</b>
Total by air	257,090	260,522	-1.3	257,090	260,522	-1.3
U.S. Total	195,367	168,833	15.7	195,367	168,833	15.7
U.S. West	117,064	99,765	17.3	117,064	99,765	17.3
U.S. East	78,303	69,068	13.4	78,303	69,068	13.4
Japan	7,907	23,334	-66.1	7,907	23,334	-66.1
Canada	24,197	31,962	-24.3	24,197	31,962	-24.3
All Others	29,618	36,393	-18.6	29,618	36,393	-18.6
Visitor arrivals by cruise ships	2,424	1,713	41.5	2,424	1,713	41.5
<b>AVERAGE LENGTH OF STAY</b>	<b>10.16</b>	<b>9.94</b>	<b>2.2</b>	<b>10.16</b>	<b>9.94</b>	<b>2.2</b>
Total by air	10.28	10.03	2.6	10.28	10.03	2.6
U.S. Total	10.15	10.41	-2.5	10.15	10.41	-2.5
U.S. West	9.47	9.74	-2.8	9.47	9.74	-2.8
U.S. East	11.38	11.56	-1.5	11.38	11.56	-1.5
Japan	7.59	6.01	26.3	7.59	6.01	26.3
Canada	13.28	14.22	-6.6	13.28	14.22	-6.6
All Others	10.24	10.02	2.1	10.24	10.02	2.1
Visitor arrivals by cruise ships	4.51	4.41	2.3	4.51	4.41	2.3
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>235.5</b>	<b>198.9</b>	<b>18.4</b>	<b>235.5</b>	<b>198.9</b>	<b>18.4</b>
Total by air	236.9	199.7	18.6	236.9	199.7	18.6
U.S. Total	235.0	194.8	20.6	235.0	194.8	20.6
U.S. West	221.7	180.0	23.2	221.7	180.0	23.2
U.S. East	255.0	216.2	17.9	255.0	216.2	17.9
Japan	237.1	239.7	-1.0	237.1	239.7	-1.0
Canada	205.9	167.0	23.3	205.9	167.0	23.3
All Others	274.5	225.6	21.7	274.5	225.6	21.7
Visitor arrivals by cruise ships	90.6	77.0	17.7	90.6	77.0	17.7
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,393.0</b>	<b>1,977.7</b>	<b>21.0</b>	<b>2,393.0</b>	<b>1,977.7</b>	<b>21.0</b>
Total by air	2,435.6	2,002.2	21.6	2,435.6	2,002.2	21.6
U.S. Total	2,385.5	2,027.3	17.7	2,385.5	2,027.3	17.7
U.S. West	2,098.4	1,752.4	19.7	2,098.4	1,752.4	19.7
U.S. East	2,901.6	2,498.6	16.1	2,901.6	2,498.6	16.1
Japan	1,799.4	1,439.6	25.0	1,799.4	1,439.6	25.0
Canada	2,733.1	2,374.1	15.1	2,733.1	2,374.1	15.1
All Others	2,810.5	2,261.3	24.3	2,810.5	2,261.3	24.3
Visitor arrivals by cruise ships	409.0	339.7	20.4	409.0	339.7	20.4

P=Preliminary data.



**JANUARY 2023 ISLAND HIGHLIGHTS**

TOTAL EXPENDITURES in \$(mil.)	2023P	2022P	% change	2023PYTD	2022PYTD	% change
<b>TOTAL EXPENDITURES in \$(mil.)</b>	<b>1,894.7</b>	<b>1,398.1</b>	<b>35.5</b>	<b>1,894.7</b>	<b>1,398.1</b>	<b>35.5</b>
Total by air	1,887.9	1,396.0	35.2	1,887.9	1,396.0	35.2
O'ahu	751.2	566.7	32.5	751.2	566.7	32.5
Maui	625.2	424.5	47.3	625.2	424.5	47.3
Moloka'i	4.5	2.4	92.2	4.5	2.4	92.2
Lāna'i	12.3	5.8	110.8	12.3	5.8	110.8
Kaua'i	234.6	161.1	45.6	234.6	161.1	45.6
Haw aii Island	260.1	235.6	10.4	260.1	235.6	10.4
Visitor arrivals by cruise ships	6.8	2.0	233.5	6.8	2.0	233.5
<b>TOTAL VISITOR DAYS</b>	<b>8,044,944</b>	<b>6,264,201</b>	<b>28.4</b>	<b>8,044,944</b>	<b>6,264,201</b>	<b>28.4</b>
Total by air	7,969,798	6,234,373	27.8	7,969,798	6,234,373	27.8
O'ahu	3,489,098	2,430,200	43.6	3,489,098	2,430,200	43.6
Maui	2,104,649	1,790,038	17.6	2,104,649	1,790,038	17.6
Moloka'i	35,822	27,338	31.0	35,822	27,338	31.0
Lāna'i	22,174	22,134	0.2	22,174	22,134	0.2
Kaua'i	910,543	792,162	14.9	910,543	792,162	14.9
Haw aii Island	1,407,512	1,172,502	20.0	1,407,512	1,172,502	20.0
Visitor arrivals by cruise ships	75,146	29,828	151.9	75,146	29,828	151.9
<b>VISITOR ARRIVALS</b>	<b>791,781</b>	<b>574,183</b>	<b>37.9</b>	<b>791,781</b>	<b>574,183</b>	<b>37.9</b>
Total by air	775,132	567,179	36.7	775,132	567,179	36.7
O'ahu	435,833	277,228	57.2	435,833	277,228	57.2
Maui	228,743	183,278	24.8	228,743	183,278	24.8
Moloka'i	4,334	2,886	50.2	4,334	2,886	50.2
Lāna'i	5,482	3,873	41.6	5,482	3,873	41.6
Kaua'i	106,980	84,828	26.1	106,980	84,828	26.1
Haw aii Island	148,376	110,697	34.0	148,376	110,697	34.0
Visitor arrivals by cruise ships	16,648	7,004	137.7	16,648	7,004	137.7
<b>AVERAGE DAILY CENSUS</b>	<b>259,514</b>	<b>202,071</b>	<b>28.4</b>	<b>259,514</b>	<b>202,071</b>	<b>28.4</b>
Total by air	257,090	201,109	27.8	257,090	201,109	27.8
O'ahu	112,552	78,394	43.6	112,552	78,394	43.6
Maui	67,892	57,743	17.6	67,892	57,743	17.6
Moloka'i	1,156	882	31.0	1,156	882	31.0
Lāna'i	715	714	0.2	715	714	0.2
Kaua'i	29,372	25,554	14.9	29,372	25,554	14.9
Haw aii Island	45,404	37,823	20.0	45,404	37,823	20.0
Visitor arrivals by cruise ships	2,424	962	151.9	2,424	962	151.9
<b>AVERAGE LENGTH OF STAY</b>	<b>10.16</b>	<b>10.91</b>	<b>-6.9</b>	<b>10.16</b>	<b>10.91</b>	<b>-6.9</b>
Total by air	10.28	10.99	-6.5	10.28	10.99	-6.5
O'ahu	8.01	8.77	-8.7	8.01	8.77	-8.7
Maui	9.20	9.77	-5.8	9.20	9.77	-5.8
Moloka'i	8.26	9.47	-12.8	8.26	9.47	-12.8
Lāna'i	4.04	5.72	-29.2	4.04	5.72	-29.2
Kaua'i	8.51	9.34	-8.9	8.51	9.34	-8.9
Haw aii Island	9.49	10.59	-10.4	9.49	10.59	-10.4
Visitor arrivals by cruise ships	4.51	4.26	6.0	4.51	4.26	6.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>235.5</b>	<b>223.2</b>	<b>5.5</b>	<b>235.5</b>	<b>223.2</b>	<b>5.5</b>
Total by air	236.9	223.9	5.8	236.9	223.9	5.8
O'ahu	215.3	233.2	-7.7	215.3	233.2	-7.7
Maui	297.0	237.1	25.3	297.0	237.1	25.3
Moloka'i	126.6	86.3	46.7	126.6	86.3	46.7
Lāna'i	554.5	263.5	110.4	554.5	263.5	110.4
Kaua'i	257.7	203.4	26.7	257.7	203.4	26.7
Haw aii Island	184.8	200.9	-8.0	184.8	200.9	-8.0
Visitor arrivals by cruise ships	90.6	68.4	32.4	90.6	68.4	32.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,393.0</b>	<b>2,434.9</b>	<b>-1.7</b>	<b>2,393.0</b>	<b>2,434.9</b>	<b>-1.7</b>
Total by air	2,435.6	2,461.3	-1.0	2,435.6	2,461.3	-1.0
O'ahu	1,723.5	2,044.1	-15.7	1,723.5	2,044.1	-15.7
Maui	2,733.1	2,315.9	18.0	2,733.1	2,315.9	18.0
Moloka'i	1,046.3	817.6	28.0	1,046.3	817.6	28.0
Lāna'i	2,242.6	1,505.8	48.9	2,242.6	1,505.8	48.9
Kaua'i	2,193.3	1,899.2	15.5	2,193.3	1,899.2	15.5
Haw aii Island	1,753.2	2,128.2	-17.6	1,753.2	2,128.2	-17.6
Visitor arrivals by cruise ships	409.0	291.5	40.3	409.0	291.5	40.3

P=Preliminary data.

**JANUARY 2023 ISLAND HIGHLIGHTS (2023 vs. 2019)**

TOTAL EXPENDITURES in \$(mil.)	2023P	2019	% change	2023PYTD	2019 YTD	% change
<b>TOTAL EXPENDITURES in \$(mil.)</b>	<b>1,894.7</b>	<b>1,617.0</b>	<b>17.2</b>	<b>1,894.7</b>	<b>1,617.0</b>	<b>17.2</b>
Total by air	1,887.9	1,612.9	17.1	1,887.9	1,612.9	17.1
O'ahu	751.2	700.2	7.3	751.2	700.2	7.3
Maui	625.2	474.2	31.8	625.2	474.2	31.8
Moloka'i	4.5	2.8	60.5	4.5	2.8	60.5
Lāna'i	12.3	5.8	112.9	12.3	5.8	112.9
Kaua'i	234.6	176.5	32.9	234.6	176.5	32.9
Haw ai'i Island	260.1	253.3	2.7	260.1	253.3	2.7
Visitor arrivals by cruise ships	6.8	4.1	66.6	6.8	4.1	66.6
<b>TOTAL VISITOR DAYS</b>	<b>8,044,944</b>	<b>8,129,294</b>	<b>-1.0</b>	<b>8,044,944</b>	<b>8,129,294</b>	<b>-1.0</b>
Total by air	7,969,798	8,076,194	-1.3	7,969,798	8,076,194	-1.3
O'ahu	3,489,098	3,608,940	-3.3	3,489,098	3,608,940	-3.3
Maui	2,104,649	2,165,484	-2.8	2,104,649	2,165,484	-2.8
Moloka'i	35,822	38,018	-5.8	35,822	38,018	-5.8
Lāna'i	22,174	21,441	3.4	22,174	21,441	3.4
Kaua'i	910,543	923,319	-1.4	910,543	923,319	-1.4
Haw ai'i Island	1,407,512	1,318,992	6.7	1,407,512	1,318,992	6.7
Visitor arrivals by cruise ships	75,146	53,100	41.5	75,146	53,100	41.5
<b>VISITOR ARRIVALS</b>	<b>791,781</b>	<b>817,600</b>	<b>-3.2</b>	<b>791,781</b>	<b>817,600</b>	<b>-3.2</b>
Total by air	775,132	805,567	-3.8	775,132	805,567	-3.8
O'ahu	435,833	488,441	-10.8	435,833	488,441	-10.8
Maui	228,743	233,422	-2.0	228,743	233,422	-2.0
Moloka'i	4,334	5,567	-22.1	4,334	5,567	-22.1
Lāna'i	5,482	6,425	-14.7	5,482	6,425	-14.7
Kaua'i	106,980	106,142	0.8	106,980	106,142	0.8
Haw ai'i Island	148,376	147,402	0.7	148,376	147,402	0.7
Visitor arrivals by cruise ships	16,648	12,033	38.4	16,648	12,033	38.4
<b>AVERAGE DAILY CENSUS</b>	<b>259,514</b>	<b>262,235</b>	<b>-1.0</b>	<b>259,514</b>	<b>262,235</b>	<b>-1.0</b>
Total by air	257,090	260,522	-1.3	257,090	260,522	-1.3
O'ahu	112,552	116,417	-3.3	112,552	116,417	-3.3
Maui	67,892	69,854	-2.8	67,892	69,854	-2.8
Moloka'i	1,156	1,226	-5.8	1,156	1,226	-5.8
Lāna'i	715	692	3.4	715	692	3.4
Kaua'i	29,372	29,784	-1.4	29,372	29,784	-1.4
Haw ai'i Island	45,404	42,548	6.7	45,404	42,548	6.7
Visitor arrivals by cruise ships	2,424	1,713	41.5	2,424	1,713	41.5
<b>AVERAGE LENGTH OF STAY</b>	<b>10.16</b>	<b>9.94</b>	<b>2.2</b>	<b>10.16</b>	<b>9.94</b>	<b>2.2</b>
Total by air	10.28	10.03	2.6	10.28	10.03	2.6
O'ahu	8.01	7.39	8.3	8.01	7.39	8.3
Maui	9.20	9.28	-0.8	9.20	9.28	-0.8
Moloka'i	8.26	6.83	21.0	8.26	6.83	21.0
Lāna'i	4.04	3.34	21.2	4.04	3.34	21.2
Kaua'i	8.51	8.70	-2.2	8.51	8.70	-2.2
Haw ai'i Island	9.49	8.95	6.0	9.49	8.95	6.0
Visitor arrivals by cruise ships	4.51	4.41	2.3	4.51	4.41	2.3
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>235.5</b>	<b>198.9</b>	<b>18.4</b>	<b>235.5</b>	<b>198.9</b>	<b>18.4</b>
Total by air	236.9	199.7	18.6	236.9	199.7	18.6
O'ahu	215.3	194.0	11.0	215.3	194.0	11.0
Maui	297.0	219.0	35.6	297.0	219.0	35.6
Moloka'i	126.6	74.3	70.3	126.6	74.3	70.3
Lāna'i	554.5	269.3	105.9	554.5	269.3	105.9
Kaua'i	257.7	191.2	34.8	257.7	191.2	34.8
Haw ai'i Island	184.8	192.1	-3.8	184.8	192.1	-3.8
Visitor arrivals by cruise ships	90.6	77.0	17.7	90.6	77.0	17.7
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,393.0</b>	<b>1,977.7</b>	<b>21.0</b>	<b>2,393.0</b>	<b>1,977.7</b>	<b>21.0</b>
Total by air	2,435.6	2,002.2	21.6	2,435.6	2,002.2	21.6
O'ahu	1,723.5	1,433.5	20.2	1,723.5	1,433.5	20.2
Maui	2,733.1	2,031.6	34.5	2,733.1	2,031.6	34.5
Moloka'i	1,046.3	507.6	106.1	1,046.3	507.6	106.1
Lāna'i	2,242.6	898.6	149.6	2,242.6	898.6	149.6
Kaua'i	2,193.3	1,663.2	31.9	2,193.3	1,663.2	31.9
Haw ai'i Island	1,753.2	1,718.7	2.0	1,753.2	1,718.7	2.0
Visitor arrivals by cruise ships	409.0	339.7	20.4	409.0	339.7	20.4

P=Preliminary data.