



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 July 2023 Quick Facts^{1/}

Visitor Expenditures:	\$10.11 billion
Primary Purpose of Stay:	Pleasure (3,897,366) vs. MCI (181,530)
Average Length of Stay:	8.96 days
First Time Visitors:	27.1%
Repeat Visitors:	72.9%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023 Annual Forecast*	YTD July 2023P	YTD July 2022	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	10,106.1	9,704.5	4.1%	10,106.1
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	41,863,151	42,260,828	-0.9%	41,863,151
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	4,673,438	4,657,568	0.3%	4,673,438
Average Daily Census	169,279	60,106	167,807	191,552	197,468	199,344	-0.9%	197,468
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	241.4	229.6	5.1%	241.4
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,162.4	2,083.6	3.8%	2,162.4
Length of Stay (days)	8.99	11.07	9.47	9.03	8.96	9.07	-1.3%	8.96

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 2, 2023).

^{1/} 2023 visitor data are preliminary. 2019 – 2022 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	2022	2023 Annual Forecast*	YTD July 2023P	YTD July 2022	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,699.9	6,051.7	5,932.6	2.0%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,961,283	26,537,119	27,197,013	-2.4%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,030,595	3,110,046	3,146,396	-1.2%
Average Daily Census	108,911	38,038	112,055	124,582	117,702	125,175	128,288	-2.4%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.8	228.0	218.1	4.5%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,928.2	1,945.8	1,885.5	3.2%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.54	8.53	8.64	-1.3%

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 2, 2023).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023 Annual Forecast*	YTD July 2023P	YTD July 2022	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,178.7	4,054.4	3,771.9	7.5%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,815,676	15,326,032	15,063,815	1.7%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,408,056	1,563,393	1,511,172	3.5%
Average Daily Census	60,367	22,068	55,753	66,970	65,248	72,293	71,056	1.7%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	259.4	264.5	250.4	5.7%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,565.9	2,593.3	2,496.0	3.9%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.89	9.80	9.97	-1.7%

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 2, 2023).

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Market Summary

U.S. West

- In the first seven months of 2023, there were 3,110,046 visitors from the U.S. West, compared to 3,146,396 visitors (-1.2%) in the first seven months of 2022 and 2,720,989 visitors (+14.3%) in the first seven months of 2019, prior to the COVID-19 pandemic.
- U.S. West visitors spent \$6.05 billion in the first seven months of 2023, compared to \$5.93 billion (+2.0%) in the first seven months of 2022 and \$4.11 billion (+47.4%) in the first seven months of 2019. The average daily visitor spending in the first seven months of 2023 was \$228 per person, a moderate increase from \$218 per person (+4.5%) in the first seven months of 2022, but up considerably from \$174 per person (+31.2%) in the first seven months of 2019.
- There were 27,469 scheduled flights with 5,677,118 seats from the U.S. West in the first seven months of 2023, compared to 29,785 flights (-7.8%) with 5,928,880 seats (-4.2%) in the first seven months of 2022, and 24,924 flights (+10.2%) with 4,998,109 seats (+13.6%) in the first seven months of 2019.
- In 2022, there were 5,277,349 visitors from the U.S. West compared to 4,595,319 visitors (+14.8%) in 2019. U.S. West visitors spent \$10.09 billion in 2022 compared to \$6.95 billion (+45.1%) in 2019. The average daily visitor spending in 2022 was \$222 per person, up considerably from \$175 per person (+26.8%) in 2019.
- In 2022, there were 48,899 scheduled flights with 9,813,512 seats from the U.S. West compared to 42,760 flights (+14.4%) with 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 seven months of 2023, 1,563,393 visitors arrived from the U.S. East, compared to 1,511,172 (+3.5%) in the first seven months of 2022 and 1,429,858 visitors (+9.3%) in the first seven months of 2019.
- U.S. East visitors spent \$4.05 billion in the first seven months of 2023, compared to \$3.77 billion (+7.5%) in the first seven months of 2022 and \$2.92 billion (+38.9%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2023 increased to \$265 per person, compared to \$250 per person (+5.7%) in the first seven months of 2022 and \$210 per person (+26.1%) in the first seven months of 2019.
- There were 2,803 scheduled flights with 774,195 seats from the U.S. East in the first seven months of 2023, compared to 2,692 flights (+4.1%) with 741,790 seats (+4.4%) in the first seven months of 2022, and 2,515 flights (+11.5%) with 721,876 seats (+7.2%) in the first seven months of 2019.

- In 2022, 2,469,128 visitors arrived from the U.S. East, compared to 2,276,520 visitors (+8.5%) in 2019. U.S. East visitors spent \$6.16 billion in 2022 compared to \$4.68 billion (+31.6%) in 2019. Daily visitor spending in 2022 rose to \$252 per person compared to \$213 per person (+18.6%) in 2019.
- In 2022, there were 4,565 scheduled flights with 1,262,967 seats from the U.S. East compared to 4,129 flights (+10.6%) with 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

- In Quarter 2, 2023, gross domestic product (GDP) grew at a 2.4 percent annual rate adjusted for inflation, well above the 2.0 percent that many economists had expected. Growth was driven by increases in consumer spending (+1.6 percent), business investment (+4.9 percent), and government outlays (+2.6 percent). Drops in exports and new home construction offset these gains, or growth would have been stronger.
- The Conference Board Consumer Confidence Index improved again in July 2023. The Index now stands at 117.0 (1985=100), significantly up from 110.1 in June. The Present situation Index based on consumers' assessment of current business and labor market conditions rose to 160.0 in July 2023 from 155.3 last month. The Expectations Index, based on consumers' short-term outlook for income, business, and labor market conditions rose to 88.3 from 80.0 in June 2023. Consumer confidence rose in July 2023 to its highest level since July 2021, reflecting pops in both current conditions and expectations, according to The Conference Board.
- Domestic leisure travel is expected to remain strong, but with normalized rates of growth (around 2%) in 2023 and 2024. Volume is expected to grow faster year-over-year than inflation-adjusted spending in 2024 and beyond.
- The forecast for domestic scheduled nonstop air seats to Hawai'i during August-October 2023 will increase 3.2 percent compared to the same period in 2022. This projection is based on flights appearing in Diio Mi airline database. A small increase in flights is expected from U.S. West (+4.2%). The decrease in U.S. East (-4.7%) is a result of some frequency reductions, most specifically on American from DFW-OGG, United from EWR-HNL, ORD-OGG/KOA, EWR-OGG, and IAD-HNL.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	2,367,919	2,290,863	3.4%
Maui County	2,488,629	672,005	2,239,395	2,559,232	1,539,267	1,536,930	0.2%
Maui	2,449,124	659,185	2,204,165	2,517,446	1,515,545	1,511,602	0.3%
Moloka'i	42,603	12,231	24,316	34,943	21,858	20,558	6.3%
Lāna'i	59,810	14,527	45,369	55,776	33,394	32,919	1.4%
Kaua'i	1,135,672	280,457	785,082	1,207,346	742,349	717,668	3.4%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	889,757	864,491	2.9%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	1,453,244	1,441,338	0.8%
Maui County	1,641,441	438,612	1,546,151	1,682,959	982,759	998,403	-1.6%
Maui	1,616,213	430,261	1,523,024	1,655,700	967,735	981,851	-1.4%
Moloka'i	25,823	7,423	15,779	22,077	12,629	13,140	-3.9%
Lāna'i	31,672	7,968	26,221	31,446	17,956	18,454	-2.7%
Kaua'i	730,725	179,451	540,578	810,540	475,466	477,299	-0.4%
Island of Hawai'i	786,520	244,963	763,139	922,666	553,893	552,800	0.2%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	914,675	849,525	7.7%
Maui County	847,188	233,393	693,244	876,274	556,508	538,527	3.3%
Maui	832,911	228,925	681,140	861,746	547,809	529,751	3.4%
Moloka'i	16,780	4,808	8,536	12,867	9,229	7,418	24.4%
Lāna'i	28,138	6,559	19,148	24,331	15,438	14,466	6.7%
Kaua'i	404,948	101,006	244,504	396,806	266,883	240,369	11.0%
Island of Hawai'i	464,651	134,191	374,017	515,089	335,864	311,691	7.8%

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	2,353,792	2,437,102	2,477,761	2,356,972	9,625,627	2,468,737	2,545,146	2,511,865	2,287,764	9,813,512	-4.7	-4.2	-1.4	3.0	-1.9
Anchorage	40,241	15,550	16,072	22,805	94,668	29,271	10,815	0	8,876	48,962	37.5	43.8		156.9	93.3
Denver	106,379	106,717	91,276	104,676	409,048	94,617	81,399	92,495	101,582	370,093	12.4	31.1	-1.3	3.0	10.5
Everett				8,010	8,010				0	0				NA	NA
Las Vegas	156,529	178,363	169,374	149,620	653,886	147,663	144,026	169,915	148,061	609,665	6.0	23.8	-0.3	1.1	7.3
Long Beach	51,919	59,836	61,495	50,876	224,126	65,331	65,681	61,131	49,203	241,346	-20.5	-8.9	0.6	3.4	-7.1
Los Angeles	594,273	629,791	656,854	592,855	2,473,773	668,218	698,005	699,267	617,925	2,683,415	-11.1	-9.8	-6.1	-4.1	-7.8
Oakland	145,796	151,933	150,159	137,782	585,670	154,952	160,601	155,393	145,705	616,651	-5.9	-5.4	-3.4	-5.4	-5.0
Ontario	17,010	16,821	17,388	17,388	68,607	16,821	17,199	17,199	17,388	68,607	1.1	-2.2	1.1	0.0	0.0
Phoenix	157,481	140,002	129,904	149,192	576,579	173,150	162,392	151,485	151,715	638,742	-9.0	-13.8	-14.2	-1.7	-9.7
Portland	96,978	90,814	91,448	90,174	369,414	92,407	92,394	72,170	76,425	333,396	4.9	-1.7	26.7	18.0	10.8
Sacramento	61,149	72,963	73,589	63,919	271,620	78,066	88,011	72,754	57,403	296,234	-21.7	-17.1	1.1	11.4	-8.3
Salt Lake City	40,050	18,583	19,457	23,777	101,867	45,969	28,848	22,621	23,767	121,205	-12.9	-35.6	-14.0	0.0	-16.0
San Diego	114,201	129,906	135,509	132,448	512,064	156,957	154,184	129,243	122,953	563,337	-27.2	-15.7	4.8	7.7	-9.1
San Francisco	305,290	336,544	354,869	326,007	1,322,710	310,947	362,941	390,053	324,659	1,388,600	-1.8	-7.3	-9.0	0.4	-4.7
San Jose	154,220	179,983	176,322	143,122	654,147	132,756	177,480	182,555	162,118	654,909	16.5	1.4	-3.4	-11.7	-0.1
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	310,768	309,296	334,045	344,321	1,298,430	290,524	289,830	287,142	278,220	1,145,716	7.0	6.7	16.3	23.8	13.3

Scheduled flights	2023					2022					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	11,282	11,919	12,011	11,466	46,678	12,375	12,884	12,480	11,160	48,899	-8.8	-7.5	-3.8	2.7	-4.5
Anchorage	236	88	92	131	547	178	63	0	52	293	32.6	39.7		151.9	86.7
Denver	371	403	367	395	1,536	444	360	365	383	1,552	-16.4	11.9	0.5	3.1	-1.0
Everett				45	45				0	0				NA	NA
Las Vegas	740	871	815	704	3,130	696	678	825	696	2,895	6.3	28.5	-1.2	1.1	8.1
Long Beach	283	330	337	276	1,226	359	361	335	267	1,322	-21.2	-8.6	0.6	3.4	-7.3
Los Angeles	2,740	2,976	3,079	2,758	11,553	3,227	3,412	3,396	2,912	12,947	-15.1	-12.8	-9.3	-5.3	-10.8
Oakland	798	804	796	752	3,150	864	895	863	811	3,433	-7.6	-10.2	-7.8	-7.3	-8.2
Ontario	90	89	92	92	363	89	91	91	92	363	1.1	-2.2	1.1	0.0	0.0
Phoenix	707	693	644	730	2,774	837	815	754	731	3,137	-15.5	-15.0	-14.6	-0.1	-11.6
Portland	503	464	458	467	1,892	506	481	369	411	1,767	-0.6	-3.5	24.1	13.6	7.1
Sacramento	290	357	359	319	1,325	386	428	347	277	1,438	-24.9	-16.6	3.5	15.2	-7.9
Salt Lake City	165	88	92	107	452	159	123	92	102	476	3.8	-28.5	0.0	4.9	-5.0
San Diego	616	708	716	699	2,739	860	848	708	669	3,085	-28.4	-16.5	1.1	4.5	-11.2
San Francisco	1,263	1,398	1,421	1,377	5,459	1,446	1,713	1,724	1,367	6,250	-12.7	-18.4	-17.6	0.7	-12.7
San Jose	878	1,019	992	803	3,692	753	1,018	1,044	927	3,742	16.6	0.1	-5.0	-13.4	-1.3
Santa Ana	8	0	0	0	8	88	90	67	14	259	-90.9	-100.0	-100.0	-100.0	-96.9
Seattle	1,594	1,631	1,751	1,811	6,787	1,483	1,508	1,500	1,449	5,940	7.5	8.2	16.7	25.0	14.3

Source: DBEDT analysis from Diio Mi flight schedules as of August 25, 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	388,562	285,502	271,961	325,426	1,271,451	324,177	300,088	312,676	326,026	1,262,967	19.9	-4.9	-13.0	-0.2	0.7
Atlanta	53,013	25,611	26,016	45,384	150,024	25,281	23,253	23,097	38,513	110,144	109.7	10.1	12.6	17.8	36.2
Austin	10,842	12,232	12,788	10,842	46,704	11,120	10,564	10,286	10,842	42,812	-2.5	15.8	24.3	0.0	9.1
Boston	14,734	15,568	16,958	14,456	61,716	14,456	14,734	14,178	14,734	58,102	1.9	5.7	19.6	-1.9	6.2
Charlotte	0				0	546				546	-100.0				-100.0
Chicago	47,352	42,864	37,518	44,943	172,677	51,047	55,414	54,165	50,364	210,990	-7.2	-22.6	-30.7	-10.8	-18.2
Dallas	98,502	58,461	66,255	61,233	284,451	98,625	92,709	86,145	91,956	369,435	-0.1	-36.9	-23.1	-33.4	-23.0
Detroit	29832	16988	14718	18475	80,013	0	0	0	9453	9,453	NA	NA	NA	95.4	746.4
Houston	32,032	32,760	33,488	33,488	131,768	24,564	26,670	31,892	33,488	116,614	30.4	22.8	5.0	0.0	13.0
Minneapolis	19,764	19,410	19,447	23,762	82,383	26,370	17,527	17,328	17,176	78,401	-25.1	10.7	12.2	38.3	5.1
New York JFK	43,565	39,027	38,971	44,622	166,185	24,464	25,298	25,576	28,741	104,079	78.1	54.3	52.4	55.3	59.7
Newark	24,046	19,461	2,541	21,753	67,801	27,038	17,521	29,669	25,719	99,947	-11.1	11.1	-91.4	-15.4	-32.2
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	3,261	6,468	27,729	9,546	5,556	12,000	5,040	32,142	55.9	-43.8	-72.8	28.3	-13.7

Scheduled flights	2023					2022					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,383	1,049	1,006	1,216	4,654	1,193	1,073	1,127	1,172	4,565	15.9	-2.2	-10.7	3.8	1.9
Atlanta	170	89	92	148	499	90	91	91	130	402	88.9	-2.2	1.1	13.8	24.1
Austin	39	44	46	39	168	40	38	37	39	154	-2.5	15.8	24.3	0.0	9.1
Boston	53	56	61	52	222	52	53	51	53	209	1.9	5.7	19.6	-1.9	6.2
Charlotte	0				0	2				2	-100.0				-100.0
Chicago	164	148	126	151	589	188	174	187	174	723	-12.8	-14.9	-32.6	-13.2	-18.5
Dallas	354	215	250	248	1,067	347	329	309	327	1,312	2.0	-34.7	-19.1	-24.2	-18.7
Detroit	88	67	66	82	303	0	0	0	42	42	NA	NA	NA	95.2	621.4
Houston	88	90	92	92	362	89	91	91	92	363	-1.1	-1.1	1.1	0.0	-0.3
Minneapolis	89	90	92	107	378	90	67	66	76	299	-1.1	34.3	39.4	40.8	26.4
New York JFK	172	155	156	174	657	88	91	92	107	378	95.5	70.3	69.6	62.6	73.8
Newark	104	82	11	95	292	123	77	123	111	434	-15.4	6.5	-91.1	-14.4	-32.7
Orlando	0	0	0		0	40	39	30		109	-100.0	-100.0	-100.0		-100.0
Washington D.C.	62	13	14	28	117	44	23	50	21	138	40.9	-43.5	-72.0	33.3	-15.2

Source: DBEDT analysis from Diio Mi flight schedules as of August 25, 2023, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
U.S. TOTAL (by Air)							
Group vs True Independent (Net)							
Group Tour	143,078	NA	79,289	147,785	104,960	90,556	15.9%
True Independent (Net)	5,674,869	NA	5,535,997	6,598,951	3,969,766	3,959,297	0.3%
Leisure vs Business							
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	3,897,366	3,970,812	-1.8%
MCI (Net)	293,659	93,411	91,854	253,640	181,530	156,972	15.6%
Convention/Conf.	171,970	60,311	41,590	138,892	103,063	82,773	24.5%
Corp. Meetings	72,478	20,111	26,955	66,531	44,962	39,682	13.3%
Incentive	59,031	15,943	26,694	57,383	40,305	40,555	-0.6%

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	2022	YTD July 2023P	YTD July 2022	% Change
Group vs True Independent (Net)							
Group Tour	67,037	NA	43,863	73,810	50,346	44,787	12.4%
True Independent (Net)	3,836,896	NA	3,856,005	4,550,938	2,679,673	2,704,025	-0.9%
Leisure vs Business							
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	2,634,910	2,719,020	-3.1%
MCI (Net)	154,692	47,904	52,735	135,008	91,710	80,151	14.4%
Convention/Conf.	91,100	29,902	25,344	76,534	53,630	43,827	22.4%
Corp. Meetings	42,499	11,246	16,185	36,841	24,123	21,041	14.6%
Incentive	25,831	8,146	12,917	25,726	17,028	17,848	-4.6%

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	2022	YTD July 2023P	YTD July 2022	% Change
Group vs True Independent (Net)							
Group Tour	76,041	NA	35,426	73,975	54,613	45,769	19.3%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	1,290,092	1,255,272	2.8%
Leisure vs Business							
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,262,456	1,251,792	0.9%
MCI (Net)	138,967	45,507	39,120	118,632	89,820	76,821	16.9%
Convention/Conf.	80,869	30,409	16,246	62,358	49,433	38,946	26.9%
Corp. Meetings	29,980	8,866	10,770	29,690	20,839	18,641	11.8%
Incentive	33,199	7,797	13,776	31,656	23,277	22,706	2.5%

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	2022	YTD July 2023P	YTD July 2022	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	27.1	28.0	-0.9
Repeat Visitors (%)	73.3	NA	70.9	72.2	72.9	72.0	0.9

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.7	20.8	-1.1
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.3	79.2	1.1

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.7	42.9	-1.2
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.3	57.1	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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,172.30	1,132.76	3.5%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	701.99	692.49	1.4%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD July 2023P	YTD July 2022	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	470.31	440.27	6.8%

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