



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM

RESEARCH AND ECONOMIC ANALYSIS DIVISION

JOSH GREEN, M.D.
GOVERNOR

JAMES KUNANE TOKIOKA
DIRECTOR

DR. EUGENE TIAN
CHIEF STATE ECONOMIST

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VISITOR RECOVERY CONTINUED THROUGH JULY 2023

Note: As Hawai'i continues to navigate the recovery and relief efforts on Maui, the Department of Business, Economic Development and Tourism understands the need to provide the public with statistics, research, and other important information it has come to expect and rely on.

HONOLULU, HI – According to preliminary visitor statistics released by the Department of Business, Economic Development and Tourism (DBEDT), a total of 932,713 visitors arrived in the Hawaiian Islands in July 2023, an increase of 1.5 percent from July 2022. When compared to 2019, the benchmark year prior to the COVID-19 pandemic, this represents a 93.7 percent recovery in total visitor arrivals from July 2019. As measured in nominal dollars, total visitors in July 2023 spent \$2.05 billion, which was higher than \$1.99 billion (+2.8%) in July 2022 and \$1.70 billion (+20.7%) in July 2019.

In July 2023, 929,386 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 3,327 visitors came via a single cruise ship. July is typically a slow month for out-of-state cruise ships to the islands and there were no visitor arrivals by cruise ships in 2022 or in 2019. There were 918,616 visitors who arrived by air (+1.2%) in July 2022 and 995,210 visitors who arrived by air (-6.6%) in July 2019. The average length of stay by all visitors in July 2023 was 9.06 days, compared to 9.39 days (-3.5%) in July 2022 and 8.92 days (+1.6%) in July 2019. The statewide average daily census¹ was 272,622 visitors in July 2023, compared to 278,257 visitors (-2.0%) in July 2022 and 286,419 visitors (-4.8%) in July 2019.

In July 2023, 499,029 visitors arrived from the U.S. West, which was down from July 2022 (528,123 visitors, -5.5%) but an increase compared to July 2019 (462,676 visitors, +7.9%). U.S. West visitor spending of \$972.1 million in July 2023 was slightly lower than July 2022 (\$981.4 million, -0.9%) but much higher than July 2019 (\$669.8 million, +45.1%). Daily spending by U.S. West visitors in July 2023 (\$227 per person) was up moderately from July 2022 (\$212 per person, +6.8%) but was considerably more than July 2019 (\$165 per person, +37.3%).

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

There were 249,503 visitors from the U.S. East in July 2023, comparable to July 2022 (248,988 visitors, +0.2%) but higher than July 2019 (243,498 visitors, +2.5%). U.S. East visitor spending of \$628.4 million in July 2023 declined from \$651.3 million (-3.5%) in July 2022 but increased compared to \$510.7 million (+23.1%) in July 2019. Daily spending by U.S. East visitors in July 2023 (\$259 per person) was down in comparison to July 2022 (\$263 per person, -1.5%) but was higher than July 2019 (\$216 per person, +19.8%).

There were 52,885 visitors from Japan in July 2023, compared to 18,928 visitors (+179.4%) in July 2022 and 134,587 visitors (-60.7%) in July 2019. Visitors from Japan spent \$83.2 million in July 2023, compared to \$36.0 million (+131.1%) in July 2022 and \$186.5 million (-55.4%) in July 2019. Daily spending by Japanese visitors in July 2023 (\$243 per person) increased compared to July 2022 (\$238 per person, +1.8%) and July 2019 (\$234 per person, +3.9%).

In July 2023, 27,056 visitors arrived from Canada, compared to 26,684 visitors (+1.4%) in July 2022 and 26,939 visitors (+0.4%) in July 2019. This was the second consecutive month where visitor arrivals from Canada exceeded 2019 levels. Visitors from Canada spent \$68.2 million in July 2023, compared to \$59.2 million (+15.3%) in July 2022 and \$50.1 million (+36.3%) in July 2019. Daily spending by Canadian visitors in July 2023 (\$229 per person) increased significantly compared to July 2022 (\$189 per person, +21.4%) and July 2019 (\$158 per person, +45.0%).

There were 100,912 visitors from all other international markets in July 2023, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, and the Pacific Islands. In comparison, there were 95,894 visitors (+5.2%) from all other international markets in July 2022 and 127,510 visitors (-20.9%) in July 2019.

In July 2023, a total of 5,350 trans-Pacific flights with 1,175,655 seats serviced the Hawaiian Islands, compared to 5,439 flights (-1.6%) with 1,159,031 seats (+1.4%) in July 2022 and 5,681 flights (-5.8%) with 1,254,165 seats (-6.3%) in July 2019.

Year-to-Date 2023

In the first seven months of 2023, total visitor spending was \$12.83 billion, up from \$11.35 billion (+13.0%) in the first seven months of 2022 and from \$10.55 billion (+21.6%) in the first seven months of 2019.

A total of 5,897,424 visitors arrived in the first seven months of 2023, an increase of 10.4 percent from 5,341,149 visitors in the first seven months of 2022. Total arrivals declined 4.4 percent when compared to 6,166,392 visitors in the first seven months of 2019.

Other Highlights

U.S. West: In July 2023, 409,307 visitors arrived from the Pacific region, down 6.2 percent from July 2022. There were fewer visitors from California (337,092, -7.6%) and Oregon (20,965, -4.7%), which offset growth in arrivals from Washington (47,438, +0.5%) and Alaska (3,812, +54.9%). Arrivals from the Mountain region (89,557 visitors, -2.0%) also declined compared to July 2022.

Most U.S. West visitors in July 2023 had been to Hawai'i before (80.0%) while 20.0 percent were first-time visitors. In terms of accommodations, 52.2 percent of the U.S. West visitors in July 2023 stayed in hotels, 16.9 percent stayed in condominiums, 12.3 percent stayed in rental homes, 11.6 percent stayed with friends and relatives, and 11.0 percent stayed in timeshares.

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.

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.

U.S. East: In July 2023, there were fewer arrivals from the South Atlantic (60,948 visitors, -1.8%), Mid Atlantic (33,332 visitors, -5.4%), and New England (12,937 visitors, -3.7%) regions, which offset growth in arrivals from the West South Central (63,859 visitors, +0.8%), East North Central (41,359 visitors, +1.1%), West North Central (23,864 visitors, +7.3%), and East South Central (13,109 visitors, +11.9%) regions.

More than half of U.S. East visitors in July 2023 had been to Hawai'i before (57.6%) while 42.4 percent were first-time visitors. In terms of lodging, 60.1 percent of the U.S. East visitors in July 2023 stayed in hotels, 14.1 percent stayed in condominiums, 12.6 percent stayed in rental homes, 11.6 percent stayed with friends and relatives, and 7.9 percent stayed in timeshares.

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.

Japan: Of the 52,885 visitors in July 2023, 52,027 arrived on international flights and 858 came on domestic flights. Seven out of 10 Japanese visitors in July 2023 were repeat visitors (72.4%) while 27.6 percent were first-time visitors to the islands. In terms of lodging, 74.1 percent of the visitors in July 2023 stayed in hotels, 15.0 percent stayed in condominiums, 12.1 percent stayed in timeshares, and 1.8 percent stayed with friends and relatives.

In the first seven months of 2023, there were 267,131 visitors from Japan, compared to 48,799 visitors (+447.4%) in the first seven months of 2022 and 868,821 visitors (-69.3%) in the first seven months of 2019.

Visitors from Japan spent \$427.5 million in the first seven months of 2023, compared to \$107.7 million (+297.0%) in the first seven months of 2022 and \$1.22 billion (-64.9%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2023 was \$238 per person, compared to \$236 per person (+0.6%) in the first seven months of 2022 and \$240 per person (-0.8%) in the first seven months of 2019.

Canada: Of the 27,056 visitors in July 2023, 18,874 visitors arrived via direct air service from Canada and 8,182 visitors came on domestic flights. More than half of Canadian visitors in July 2023 were first-time visitors (54.7%) while 45.3 percent have been to Hawai'i before. In terms of lodging, 55.4 percent of Canadian visitors in July 2023 stayed in hotels, 33.9 percent stayed in condominiums, 15.5 percent stayed in rental homes, 6.1 percent stayed with friends and relatives, and 5.8 percent stayed in timeshares.

In the first seven months of 2023, there were 284,544 visitors from Canada, compared to 221,718 visitors (+28.3%) in the first seven months of 2022 and 342,474 visitors (-16.9%) in the first seven months of 2019.

Visitors from Canada spent \$726.2 million in the first seven months of 2023, compared to \$512.7 million (+41.6%) in the first seven months of 2022 and \$692.9 million (+4.8%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2023 increased to \$217 per person, from \$183 per person (+18.6%) in the first seven months of 2022 and \$165 per person (+31.2%) in the first seven months of 2019.

Island Highlights

O'ahu: There were 528,585 visitors to O'ahu in July 2023, compared to 490,033 visitors (+7.9%) in July 2022 and 598,986 visitors (-11.8%) in July 2019. Visitor spending was \$870.7 million in July 2023 compared to \$841.9 million (+3.4%) in July 2022 and \$749.4 million (+16.2%) in July 2019. The average daily census on O'ahu was 124,494 visitors in July 2023, compared to 120,520 visitors (+3.3%) in July 2022 and 135,456 visitors (-8.1%) in July 2019.

In the first seven months of 2023, there were 3,271,555 visitors to O'ahu, compared to 2,746,810 visitors (+19.1%) in the first seven months of 2022 and 3,624,222 visitors (-9.7%) in the first seven months of 2019. For the first seven months of 2023, total visitor spending was \$5.28 billion, up from \$4.90 billion (+7.7%) in the first seven months of 2022 and \$4.77 billion (+10.5%) in the first seven months of 2019.

Maui: There were 293,681 visitors to Maui in July 2023, compared to 305,862 visitors (-4.0%) in July 2022 and 307,834 visitors (-4.6%) in July 2019. Visitor spending was \$623.4 million in July 2023, compared to \$607.6 million in July 2022 (+2.6%) and \$506.0 million (+23.2%) in July 2019. The average daily census on Maui was 72,221 visitors in July 2023, compared to 77,965 visitors (-7.4%) in July 2022 and 76,577 visitors (-5.7%) in July 2019.

In the first seven months of 2023, there were 1,779,438 visitors to Maui, compared to 1,713,343 visitors (+3.9%) in the first seven months of 2022 and 1,830,367 visitors (-2.8%) in the first seven months of 2019. For the first seven months of 2023, total visitor spending was \$4.10 billion, compared to \$3.44 billion (+19.1%) in the first seven months of 2022 and \$3.11 billion (+31.6%) in the first seven months of 2019.

Kaua'i: There were 139,771 visitors to Kaua'i in July 2023, compared to 138,882 visitors (+0.6%) in July 2022 and 139,157 visitors (+0.4%) in July 2019. Visitor spending was \$264.5 million in July 2023, compared to \$245.5 million in July 2022 (+7.7%) and \$201.3 million (+31.4%) in July 2019. The average daily census on Kaua'i was 32,998 visitors in July 2023, compared to 34,981 visitors (-5.7%) in July 2022 and 33,336 visitors (-1.0%) in July 2019.

In the first seven months of 2023, there were 833,388 visitors to Kaua'i, compared to 786,972 visitors (+5.9%) in the first seven months of 2022 and 825,696 visitors (+0.9%) in the first seven months of 2019. For the first seven months of 2023, total visitor spending was \$1.60 billion, compared to \$1.32 billion (+20.9%) in the first seven months of 2022 and \$1.17 billion (+37.0%) in the first seven months of 2019.

Hawai'i Island: There were 171,957 visitors to Hawai'i Island in July 2023, compared to 170,504 visitors (+0.9%) in July 2022 and 173,899 visitors (-1.1%) in July 2019. Visitor spending was \$263.0 million in July 2023, compared to \$276.7 million (-5.0%) in July 2022 and \$221.3 million (+18.8%) in July 2019. The average daily census on Hawai'i Island was 40,990 visitors in July 2023, compared to 43,377 visitors (-5.5%) in July 2022 and 39,439 visitors (+3.9%) in July 2019.

In the first seven months of 2023, there were 1,052,443 visitors to Hawai'i Island, compared to 973,507 visitors (+8.1%) in the first seven months of 2022 and 1,054,260 visitors (-0.2%) in the first seven months of 2019. For the first seven months of 2023, total visitor spending was \$1.70

billion, compared to \$1.57 billion (+8.2%) in the first seven months of 2022 and \$1.38 billion (+23.3%) in the first seven months of 2019.

Flights and Air Seats to Hawai'i

U.S. West: In July 2023, there were 4,268 scheduled flights with 886,224 seats from U.S. West.

Scheduled air capacity (4,526 flights, -5.7% with 914,997 seats, -3.1%) declined compared to July 2022. There were additional seats from Denver (38,558, +18.6%), Las Vegas (62,773, +5.3%), Portland (30,653, +25.2%), San Diego (46,621, +4.6%), Seattle (109,499, +9.0%), and service from Anchorage (+5,328 seats) in July 2023 which was not operating in July 2022. These increases were entirely offset by reduced seats from Los Angeles (240,442, -8.2%), Oakland (51,341, -7.4%), Phoenix (43,772, -20.6%), Sacramento (25,152, -12.6%), Salt Lake City (6,541, -18.2%), San Francisco (135,259, -8.6%), San Jose (62,600, -2.8%), and no service from Santa Ana (-3,906 seats) compared to July 2022.

Scheduled air capacity (4,094 flights, +4.3% with 820,213 seats, +8.0%) increased compared to July 2019. There were reduced seats from Los Angeles (240,442, -14.6%), Oakland (51,341, -7.1%), Phoenix (43,772, -2.9%), and San Francisco (135,259, -5.5%). Offsetting these reductions were additional seats from Anchorage (5,328, +8.1%), Denver (38,558, +16.7%), Las Vegas (62,773, +165.6%), Long Beach (21,826, +272.5%), Portland (30,653, +1.5%), Sacramento (25,152, +32.8%), Salt Lake City (6,541, +6.0%), San Diego (46,621, +36.3%), San Jose (62,600, +43.1%), and Seattle (109,499, +15.9%). There was also service from Ontario (+5,859 seats) in July 2023 which was not operating in July 2019.

U.S. East: In July 2023, there were 371 scheduled flights with 100,131 seats from U.S. East.

Scheduled air capacity (426 flights, -12.9% with 117,525 seats, -14.8%) decreased compared to July 2022. There were additional seats from Atlanta (8,814, +1.3%), Austin (4,726, +30.8%), Boston (6,116, +29.4%), Houston (11,284, +12.3%), Minneapolis (6,541, +2.5%), New York JFK (12,915, +49.9%), and service from Detroit (+4,906 seats) in July 2023 which was not operating in July 2022. These increases were offset by reduced seats from Chicago (16,419, -14.3%), Dallas (25,149, -23.5%), Newark (2,079, -82.8%), Washington D.C. (1,182, -84.1%), and no service from Orlando (-3,892 seats) compared to July 2022.

Scheduled air capacity (444 flights, -16.4% with 125,419 seats, -20.2%) declined compared to July 2019. There were additional seats from Atlanta (8,814, +15.6%), Minneapolis (6,541, +2.3%), New York JFK (12,915, +49.9%), and service from Austin (+4,726 seats) which was not operating in July 2019. These increases were offset by reduced seats from Boston (6,116, -15.4%), Chicago (16,419, -27.2%), Dallas (25,149, -40.6%), Newark (2,079, -72.1%), and Washington, D.C. (1,182, -83.2%).

Japan: In July 2023, there were 308 scheduled flights with 86,390 seats from Japan.

Scheduled air capacity (126 flights, +144.4% with 31,884 seats, +171.0%) more than doubled compared to July 2022. There were additional seats from Osaka (11,357, +564.5%), Haneda (31,062, +111.6%), and Narita (36,800, +137.4%) to Honolulu. Service resumed from Fukuoka (+3,892 seats) and Nagoya (+1,886 seats) to Honolulu in July 2023, which was not operating in July 2022. Additionally, seven scheduled flights with 1,393 seats operated from Narita to Kona in July 2023. There was no direct service from Japan to Kona in July 2022.

Scheduled air capacity was half the volume of July 2019 (622 flights, -50.5% with 165,392 seats, -47.8%). There were additional seats from Haneda to Honolulu (31,062, +46.2%) and service from Fukuoka to Honolulu (+3,892 seats) which was not operating in July 2019. These increases were offset by reduced seats from Nagoya (1,886, -86.9%), Osaka (11,357, -62.9%), and Narita (36,800, -57.1%) to Honolulu, and no service from Sapporo (-3,614 seats) to

Honolulu compared to July 2019. There were seven flights with 1,393 seats from Narita to Kona in July 2023, compared to 44 flights (-84.1%) with 9,783 seats (-85.8%) from Haneda and Narita to Kona in July 2019.

Canada: Air service from Canada to Hawai'i is seasonal, with July through September typically being slower months. Only direct flights from Vancouver to Honolulu and from Vancouver to Kahului operated during this period. In July 2023, there were 124 scheduled flights with 21,266 seats from Vancouver, unchanged from July 2022. There were 93 flights (+33.3%) with 17,370 seats (+22.4%) in July 2019.

Oceania:

- **Australia:** In July 2023, there were 66 scheduled flights with 20,039 seats from Melbourne and Sydney compared to 65 flights (+1.5%) with 19,647 seats (+2.0%) in July 2022. Air capacity remained below the July 2019 level (110 scheduled flights, -40.0% with 34,980 seats, -42.7%) with service from Brisbane, Melbourne, and Sydney.
- **New Zealand:** There were 34 scheduled flights with 9,899 seats from Auckland in July 2023, compared to 25 flights (+36.0%) with 6,941 seats (+42.6%) in July 2022 and 50 flights (-32.0%) with 14,434 seats (-31.4%) in July 2019.

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 39 scheduled flights with 10,673 seats with service from Beijing and Shanghai in July 2019.
- **Korea:** There were 76 scheduled flights with 22,051 seats from Seoul in July 2023, compared to 77 flights (-1.3%) with 24,656 seats (-10.6%) in July 2022 and 82 flights (-7.3%) with 26,325 seats (-16.2%) in July 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were 13 scheduled flights with 3,978 seats in July 2019.

Other Markets:

- **Guam:** There were 31 scheduled flights with 10,850 seats from Guam in July 2023 and in July 2022, compared to 31 flights (0.0%) with 11,284 seats (-3.8%) in July 2019.
- **Philippines:** There were 22 scheduled flights with 6,798 seats from Manila in July 2023, compared to 19 flights (+15.8%) with 5,871 seats (+15.8%) in July 2022 and 21 flights (+4.8%) with 6,489 seats (+4.8%) in July 2019.
- **Samoa:** There were four scheduled flights with 680 seats in July 2023. There was no direct service from Apia in July 2022. There were four flights (0.0%) with 656 seats (+3.7%) in July 2019.
- **Kiribati:** There were four scheduled flights with 680 seats in July 2023. There was no direct air service from Christmas Island in July 2022. There were five flights (-20.0%) with 652 seats (+4.3%) in July 2019.
- **Marshall Islands:** There was one scheduled flight with 166 seats from Majuro in July 2023 and in July 2022. There were 18 flights (-94.4%) with 2,988 seats (-94.4%) in July 2019.
- **Fiji:** There were five scheduled flights with 850 seats in July 2023. There was no direct service from Nadi in July 2022. There were four flights (+25.0%) with 656 seats (+29.6%) in July 2019.
- **American Samoa:** There were 13 scheduled flights with 3,614 seats from Pago Pago in July 2023, compared to eight flights (+62.5%) with 2,224 seats (+62.5%) and 14 flights (-7.1%) with 3,892 seats (-7.1%) in July 2019.
- **French Polynesia:** There were five scheduled flights with 1,390 seats from Papeete in July 2023 and in July 2022, compared to seven flights (-28.6%) with 1,946 seats (-28.6%) in July 2019.

In the first seven months of 2023, there were 35,674 trans-Pacific flights with 7,824,685 seats, compared to 35,728 flights (-0.2%) with 7,471,133 seats (+4.7%) in the first seven months of 2022 and 36,410 flights (-2.0%) with 8,004,342 seats (-2.2%) in the first seven months of 2019.

Cruise Ship Visitors

The months of June through August are typically a slower period for out-of-state cruise ships entering Hawai'i. In July 2023, 3,327 visitors came to Hawai'i aboard a single out-of-state cruise ship. Another 13,007 visitors came by air service to board the Hawai'i home-ported cruise ship Pride of America.

In July 2022, no out-of-state cruise ships came to the islands. The Pride of America continued to slowly ramp up operation after resuming inter-island sails in April 2022. In July 2022, this ship was operating at 50-60 percent of its capacity and carried a total of 5,350 visitors.

No out-of-state cruise ships came in July 2019 while 10,184 visitors came by air to board the Pride of America.

For the first seven months of 2023, 84,285 visitors entered Hawai'i via 38 out-of-state cruise ships. There were 1,852 visitors who flew into Honolulu to board a turnaround tour on an out-of-state cruise ship and another 73,868 visitors came by air to board the Pride of America.

For the first seven months of 2022, 29,144 visitors entered Hawai'i via 21 out-of-state cruise ships. There were 4,981 visitors who came by air to board turnaround tours on out-of-state cruise ships and another 18,432 visitors came by air to board the Pride of America.

In the first seven months of 2019, 77,036 visitors came to Hawai'i by way of 37 out-of-state cruise ships and 74,421 visitors flew to Hawai'i and boarded the Pride of America.

Final 2022 Statistics: The 2022 visitor data presented in this news release are the final numbers and reflect updated immigration statistics from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO), updated air seat statistics from the Diio Mi airline database (DIIO), and final reports from airlines. These statistics are published in the DBEDT 2022 Annual Visitor Research Report, which is posted on the DBEDT website: dbedt.hawaii.gov/visitor/visitor-research/

Statement by DBEDT Director James Kunane Tokioka:

July 2023 marked the 29th consecutive month with year-over-year growth in visitor arrivals. Year-to-date through July, total visitor arrivals recovered to 95.6 percent of the 2019 level for the same period. During the same period last year, the recovery rate was 86.8 percent.

With the tragedy in Lahaina, 88 transpacific flights were cancelled in August 2023 and the daily domestic passenger count to Maui decreased 70 percent since August 9. There will be a significant impact on tourism starting in August.

While we are requesting that visitors avoid West Maui (including Lahaina, Nāpili, Kā'anapali, and Kapalua) at this time, we encourage visitors to travel to the rest of Maui (including Kahului, Wailuku, Kihei, Wailea, Mākena, Paia and Hāna) and other Hawaiian Islands and support our local economy and the well-being of Maui and its recovery.

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Media Contacts:

Laci Goshi
Department of Business, Economic Development & Tourism
(808) 518-5480
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

July 2023 ARRIVALS AT A GLANCE

	2023P	2022	% change	2023P YTD	2022 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	2,046.2	1,991.1	2.8	12,828.8	11,351.3	13.0
Total by air	2,044.7	1,991.1	2.7	12,790.8	11,337.0	12.8
U.S. Total	1,600.6	1,632.6	-2.0	10,106.1	9,704.5	4.1
U.S. West	972.1	981.4	-0.9	6,051.7	5,932.6	2.0
U.S. East	628.4	651.3	-3.5	4,054.4	3,771.9	7.5
Japan	83.2	36.0	131.1	427.5	107.7	297.0
Canada	68.2	59.2	15.3	726.2	512.7	41.6
All Others	292.7	263.3	11.2	1,531.0	1,012.1	51.3
Visitor arrivals by cruise ships	1.5	0.0	NA	38.0	14.2	167.0
TOTAL VISITOR DAYS	8,451,291	8,625,980	-2.0	53,313,260	49,722,083	7.2
Total by air	8,435,235	8,625,980	-2.2	52,898,037	49,563,442	6.7
U.S. Total	6,707,876	7,091,705	-5.4	41,863,151	42,260,828	-0.9
U.S. West	4,284,677	4,618,276	-7.2	26,537,119	27,197,013	-2.4
U.S. East	2,423,198	2,473,430	-2.0	15,326,032	15,063,815	1.7
Japan	342,795	150,984	127.0	1,797,709	455,370	294.8
Canada	298,079	313,844	-5.0	3,344,972	2,800,714	19.4
All Others	1,086,486	1,069,447	1.6	5,892,205	4,046,530	45.6
Visitor arrivals by cruise ships	16,056	0	NA	415,223	158,641	161.7
VISITOR ARRIVALS	932,713	918,616	1.5	5,897,424	5,341,149	10.4
Total by air	929,386	918,616	1.2	5,813,139	5,312,005	9.4
U.S. Total	748,532	777,111	-3.7	4,673,438	4,657,568	0.3
U.S. West	499,029	528,123	-5.5	3,110,046	3,146,396	-1.2
U.S. East	249,503	248,988	0.2	1,563,393	1,511,172	3.5
Japan	52,885	18,928	179.4	267,131	48,799	447.4
Canada	27,056	26,684	1.4	284,544	221,718	28.3
All Others	100,912	95,894	5.2	588,026	383,920	53.2
Visitor arrivals by cruise ships	3,327	0	NA	84,285	29,144	189.2
AVERAGE DAILY CENSUS	272,622	278,257	-2.0	251,478	234,538	7.2
Total by air	272,104	278,257	-2.2	249,519	233,790	6.7
U.S. Total	216,383	228,765	-5.4	197,468	199,344	-0.9
U.S. West	138,215	148,977	-7.2	125,175	128,288	-2.4
U.S. East	78,168	79,788	-2.0	72,293	71,056	1.7
Japan	11,058	4,870	127.0	8,480	2,148	294.8
Canada	9,615	10,124	-5.0	15,778	13,211	19.4
All Others	35,048	34,498	1.6	27,793	19,087	45.6
Visitor arrivals by cruise ships	518	0	NA	1,959	748	161.7
AVERAGE LENGTH OF STAY	9.06	9.39	-3.5	9.04	9.31	-2.9
Total by air	9.08	9.39	-3.3	9.10	9.33	-2.5
U.S. Total	8.96	9.13	-1.8	8.96	9.07	-1.3
U.S. West	8.59	8.74	-1.8	8.53	8.64	-1.3
U.S. East	9.71	9.93	-2.2	9.80	9.97	-1.7
Japan	6.48	7.98	-18.7	6.73	9.33	-27.9
Canada	11.02	11.76	-6.3	11.76	12.63	-6.9
All Others	10.77	11.15	-3.5	10.02	10.54	-4.9
Visitor arrivals by cruise ships	4.83	0.00	NA	4.93	5.44	-9.5
PER PERSON PER DAY SPENDING (\$)	242.1	230.8	4.9	240.6	228.3	5.4
Total by air	242.4	230.8	5.0	241.8	228.7	5.7
U.S. Total	238.6	230.2	3.6	241.4	229.6	5.1
U.S. West	226.9	212.5	6.8	228.0	218.1	4.5
U.S. East	259.3	263.3	-1.5	264.5	250.4	5.7
Japan	242.8	238.5	1.8	237.8	236.5	0.6
Canada	228.9	188.5	21.4	217.1	183.1	18.6
All Others	269.4	246.2	9.4	259.8	250.1	3.9
Visitor arrivals by cruise ships	93.2	0.0	NA	91.6	89.8	2.0
PER PERSON PER TRIP SPENDING (\$)	2,193.8	2,167.5	1.2	2,175.3	2,125.2	2.4
Total by air	2,200.1	2,167.5	1.5	2,200.3	2,134.2	3.1
U.S. Total	2,138.3	2,100.9	1.8	2,162.4	2,083.6	3.8
U.S. West	1,948.1	1,858.2	4.8	1,945.8	1,885.5	3.2
U.S. East	2,518.7	2,615.7	-3.7	2,593.3	2,496.0	3.9
Japan	1,573.8	1,902.4	-17.3	1,600.3	2,206.6	-27.5
Canada	2,521.6	2,217.1	13.7	2,552.1	2,312.5	10.4
All Others	2,900.4	2,745.7	5.6	2,603.7	2,636.3	-1.2
Visitor arrivals by cruise ships	449.9	0.0	NA	451.3	488.8	-7.7

P=Preliminary data.

July 2023 ARRIVALS AT A GLANCE (2023 VS. 2019)

	2023P	2019	% change	2023P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	2,046.2	1,695.2	20.7	12,828.8	10,553.0	21.6
Total by air	2,044.7	1,695.2	20.6	12,790.8	10,524.0	21.5
U.S. Total	1,600.6	1,180.5	35.6	10,106.1	7,026.5	43.8
U.S. West	972.1	669.8	45.1	6,051.7	4,106.5	47.4
U.S. East	628.4	510.7	23.1	4,054.4	2,919.9	38.9
Japan	83.2	186.5	-55.4	427.5	1,218.9	-64.9
Canada	68.2	50.1	36.3	726.2	692.9	4.8
All Others	292.7	278.2	5.2	1,531.0	1,585.7	-3.4
Visitor arrivals by cruise ships	1.5	0.0	NA	38.0	29.0	31.3
TOTAL VISITOR DAYS	8,451,291	8,878,983	-4.8	53,313,260	54,121,582	-1.5
Total by air	8,435,235	8,878,983	-5.0	52,898,037	53,770,763	-1.6
U.S. Total	6,707,876	6,414,386	4.6	41,863,151	37,548,277	11.5
U.S. West	4,284,677	4,054,571	5.7	26,537,119	23,629,088	12.3
U.S. East	2,423,198	2,359,815	2.7	15,326,032	13,919,189	10.1
Japan	342,795	797,943	-57.0	1,797,709	5,083,982	-64.6
Canada	298,079	317,007	-6.0	3,344,972	4,188,907	-20.1
All Others	1,086,486	1,349,646	-19.5	5,892,205	6,949,597	-15.2
Visitor arrivals by cruise ships	16,056	0	NA	415,223	350,820	18.4
VISITOR ARRIVALS	932,713	995,210	-6.3	5,897,424	6,166,392	-4.4
Total by air	929,386	995,210	-6.6	5,813,139	6,089,357	-4.5
U.S. Total	748,532	706,174	6.0	4,673,438	4,150,848	12.6
U.S. West	499,029	462,676	7.9	3,110,046	2,720,989	14.3
U.S. East	249,503	243,498	2.5	1,563,393	1,429,858	9.3
Japan	52,885	134,587	-60.7	267,131	868,821	-69.3
Canada	27,056	26,939	0.4	284,544	342,474	-16.9
All Others	100,912	127,510	-20.9	588,026	727,213	-19.1
Visitor arrivals by cruise ships	3,327	0	NA	84,285	77,036	9.4
AVERAGE DAILY CENSUS	272,622	286,419	-4.8	251,478	255,290	-1.5
Total by air	272,104	286,419	-5.0	249,519	253,636	-1.6
U.S. Total	216,383	206,916	4.6	197,468	177,115	11.5
U.S. West	138,215	130,793	5.7	125,175	111,458	12.3
U.S. East	78,168	76,123	2.7	72,293	65,657	10.1
Japan	11,058	25,740	-57.0	8,480	23,981	-64.6
Canada	9,615	10,226	-6.0	15,778	19,759	-20.1
All Others	35,048	43,537	-19.5	27,793	32,781	-15.2
Visitor arrivals by cruise ships	518	0	NA	1,959	1,655	18.4
AVERAGE LENGTH OF STAY	9.06	8.92	1.6	9.04	8.78	3.0
Total by air	9.08	8.92	1.7	9.10	8.83	3.1
U.S. Total	8.96	9.08	-1.3	8.96	9.05	-1.0
U.S. West	8.59	8.76	-2.0	8.53	8.68	-1.7
U.S. East	9.71	9.69	0.2	9.80	9.73	0.7
Japan	6.48	5.93	9.3	6.73	5.85	15.0
Canada	11.02	11.77	-6.4	11.76	12.23	-3.9
All Others	10.77	10.58	1.7	10.02	9.56	4.9
Visitor arrivals by cruise ships	4.83	0.00	NA	4.93	4.55	8.2
PER PERSON PER DAY SPENDING (\$)	242.1	190.9	26.8	240.6	195.0	23.4
Total by air	242.4	190.9	27.0	241.8	195.7	23.5
U.S. Total	238.6	184.0	29.7	241.4	187.1	29.0
U.S. West	226.9	165.2	37.3	228.0	173.8	31.2
U.S. East	259.3	216.4	19.8	264.5	209.8	26.1
Japan	242.8	233.7	3.9	237.8	239.8	-0.8
Canada	228.9	157.9	45.0	217.1	165.4	31.2
All Others	269.4	206.1	30.7	259.8	228.2	13.9
Visitor arrivals by cruise ships	93.2	0.0	NA	91.6	82.6	11.0
PER PERSON PER TRIP SPENDING (\$)	2,193.8	1,703.4	28.8	2,175.3	1,711.4	27.1
Total by air	2,200.1	1,703.4	29.2	2,200.3	1,728.3	27.3
U.S. Total	2,138.3	1,671.7	27.9	2,162.4	1,692.8	27.7
U.S. West	1,948.1	1,447.7	34.6	1,945.8	1,509.2	28.9
U.S. East	2,518.7	2,097.3	20.1	2,593.3	2,042.1	27.0
Japan	1,573.8	1,385.5	13.6	1,600.3	1,403.0	14.1
Canada	2,521.6	1,858.1	35.7	2,552.1	2,023.2	26.1
All Others	2,900.4	2,181.6	32.9	2,603.7	2,180.5	19.4
Visitor arrivals by cruise ships	449.9	0.0	NA	451.3	376.0	20.0

P=Preliminary data.

July 2023 ISLAND HIGHLIGHTS

	2023P	2022	% change	2023P YTD	2022 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	2,046.2	1,991.1	2.8	12,828.8	11,351.3	13.0
Total by air	2,044.7	1,991.1	2.7	12,790.8	11,337.0	12.8
O'ahu	870.7	841.9	3.4	5,276.5	4,900.7	7.7
Maui	623.4	607.6	2.6	4,096.6	3,439.1	19.1
Moloka'i	5.3	3.2	67.2	28.2	22.4	26.0
Lāna'i	18.0	16.3	10.2	96.0	85.2	12.7
Kaua'i	264.5	245.5	7.7	1,595.7	1,320.1	20.9
Haw aii Island	263.0	276.7	-5.0	1,697.7	1,569.5	8.2
Visitor arrivals by cruise ships	1.5	0.0	NA	38.0	14.2	167.0
TOTAL VISITOR DAYS	8,451,291	8,625,980	-2.0	53,313,260	49,722,083	7.2
Total by air	8,435,235	8,625,980	-2.2	52,898,037	49,563,442	6.7
O'ahu	3,859,327	3,736,110	3.3	23,892,041	20,719,798	15.3
Maui	2,238,850	2,416,929	-7.4	14,188,072	14,154,688	0.2
Moloka'i	19,670	20,045	-1.9	156,482	143,228	9.3
Lāna'i	23,747	23,796	-0.2	160,705	165,969	-3.2
Kaua'i	1,022,950	1,084,424	-5.7	6,241,186	6,269,856	-0.5
Haw aii Island	1,270,692	1,344,675	-5.5	8,259,552	8,109,904	1.8
Visitor arrivals by cruise ships	16,056	0	NA	415,223	158,641	161.7
VISITOR ARRIVALS	932,713	918,616	1.5	5,897,424	5,341,149	10.4
Total by air	929,386	918,616	1.2	5,813,139	5,312,005	9.4
O'ahu	528,585	490,033	7.9	3,271,555	2,746,810	19.1
Maui	293,681	305,862	-4.0	1,779,438	1,713,343	3.9
Moloka'i	5,185	4,072	27.3	28,270	23,932	18.1
Lāna'i	7,204	6,173	16.7	42,541	38,347	10.9
Kaua'i	139,771	138,882	0.6	833,388	786,972	5.9
Haw aii Island	171,957	170,504	0.9	1,052,443	973,507	8.1
Visitor arrivals by cruise ships	3,327	0	NA	84,285	29,144	189.2
AVERAGE DAILY CENSUS	272,622	278,257	-2.0	251,478	234,538	7.2
Total by air	272,104	278,257	-2.2	249,519	233,790	6.7
O'ahu	124,494	120,520	3.3	112,698	97,735	15.3
Maui	72,221	77,965	-7.4	66,925	66,767	0.2
Moloka'i	635	647	-1.9	738	676	9.3
Lāna'i	766	768	-0.2	758	783	-3.2
Kaua'i	32,998	34,981	-5.7	29,440	29,575	-0.5
Haw aii Island	40,990	43,377	-5.5	38,960	38,254	1.8
Visitor arrivals by cruise ships	518	0	NA	1,959	748	161.7
AVERAGE LENGTH OF STAY	9.06	9.39	-3.5	9.04	9.31	-2.9
Total by air	9.08	9.39	-3.3	9.10	9.33	-2.5
O'ahu	7.30	7.62	-4.2	7.30	7.54	-3.2
Maui	7.62	7.90	-3.5	7.97	8.26	-3.5
Moloka'i	3.79	4.92	-22.9	5.54	5.98	-7.5
Lāna'i	3.30	3.86	-14.5	3.78	4.33	-12.7
Kaua'i	7.32	7.81	-6.3	7.49	7.97	-6.0
Haw aii Island	7.39	7.89	-6.3	7.85	8.33	-5.8
Visitor arrivals by cruise ships	4.83	0.00	NA	4.93	5.44	-9.5
PER PERSON PER DAY SPENDING (\$)	242.1	230.8	4.9	240.6	228.3	5.4
Total by air	242.4	230.8	5.0	241.8	228.7	5.7
O'ahu	225.6	225.3	0.1	220.8	236.5	-6.6
Maui	278.4	251.4	10.8	288.7	243.0	18.8
Moloka'i	267.9	157.2	70.4	180.4	156.4	15.3
Lāna'i	757.5	685.9	10.4	597.6	513.3	16.4
Kaua'i	258.5	226.4	14.2	255.7	210.5	21.4
Haw aii Island	207.0	205.8	0.6	205.5	193.5	6.2
Visitor arrivals by cruise ships	93.2	0.0	NA	91.6	89.8	2.0
PER PERSON PER TRIP SPENDING (\$)	2,193.8	2,167.5	1.2	2,175.3	2,125.2	2.4
Total by air	2,200.1	2,167.5	1.5	2,200.3	2,134.2	3.1
O'ahu	1,647.1	1,718.0	-4.1	1,612.9	1,784.1	-9.6
Maui	2,122.6	1,986.4	6.9	2,302.2	2,007.3	14.7
Moloka'i	1,016.3	774.0	31.3	998.4	936.0	6.7
Lāna'i	2,497.0	2,644.1	-5.6	2,257.5	2,221.7	1.6
Kaua'i	1,892.0	1,767.9	7.0	1,914.7	1,677.4	14.1
Haw aii Island	1,529.3	1,622.7	-5.8	1,613.1	1,612.2	0.1
Visitor arrivals by cruise ships	449.9	0.0	NA	451.3	488.8	-7.7

P=Preliminary data.

July 2023 ISLAND HIGHLIGHTS (2023 VS. 2019)

	2023P	2019	% change	2023P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	2,046.2	1,695.2	20.7	12,828.8	10,553.0	21.6
Total by air	2,044.7	1,695.2	20.6	12,790.8	10,524.0	21.5
O'ahu	870.7	749.4	16.2	5,276.5	4,774.0	10.5
Maui	623.4	506.0	23.2	4,096.6	3,112.8	31.6
Moloka'i	5.3	2.9	81.6	28.2	21.5	31.4
Lāna'i	18.0	14.3	26.2	96.0	73.9	29.9
Kaua'i	264.5	201.3	31.4	1,595.7	1,165.0	37.0
Haw ai'i Island	263.0	221.3	18.8	1,697.7	1,376.8	23.3
Visitor arrivals by cruise ships	1.5	0.0	NA	38.0	29.0	31.3
TOTAL VISITOR DAYS	8,451,291	8,878,983	-4.8	53,313,260	54,121,582	-1.5
Total by air	8,435,235	8,878,983	-5.0	52,898,037	53,770,763	-1.6
O'ahu	3,859,327	4,199,147	-8.1	23,892,041	24,879,137	-4.0
Maui	2,238,850	2,373,873	-5.7	14,188,072	14,616,997	-2.9
Moloka'i	19,670	24,217	-18.8	156,482	170,360	-8.1
Lāna'i	23,747	25,698	-7.6	160,705	158,783	1.2
Kaua'i	1,022,950	1,033,431	-1.0	6,241,186	6,178,662	1.0
Haw ai'i Island	1,270,692	1,222,617	3.9	8,259,552	7,766,825	6.3
Visitor arrivals by cruise ships	16,056	0	NA	415,223	350,820	18.4
VISITOR ARRIVALS	932,713	995,210	-6.3	5,897,424	6,166,392	-4.4
Total by air	929,386	995,210	-6.6	5,813,139	6,089,357	-4.5
O'ahu	528,585	598,986	-11.8	3,271,555	3,624,222	-9.7
Maui	293,681	307,834	-4.6	1,779,438	1,830,367	-2.8
Moloka'i	5,185	6,665	-22.2	28,270	37,902	-25.4
Lāna'i	7,204	9,190	-21.6	42,541	51,783	-17.8
Kaua'i	139,771	139,157	0.4	833,388	825,696	0.9
Haw ai'i Island	171,957	173,899	-1.1	1,052,443	1,054,260	-0.2
Visitor arrivals by cruise ships	3,327	0	NA	84,285	77,036	9.4
AVERAGE DAILY CENSUS	272,622	286,419	-4.8	251,478	255,290	-1.5
Total by air	272,104	286,419	-5.0	249,519	253,636	-1.6
O'ahu	124,494	135,456	-8.1	112,698	117,354	-4.0
Maui	72,221	76,577	-5.7	66,925	68,948	-2.9
Moloka'i	635	781	-18.8	738	804	-8.1
Lāna'i	766	829	-7.6	758	749	1.2
Kaua'i	32,998	33,336	-1.0	29,440	29,145	1.0
Haw ai'i Island	40,990	39,439	3.9	38,960	36,636	6.3
Visitor arrivals by cruise ships	518	0	NA	1,959	1,655	18.4
AVERAGE LENGTH OF STAY	9.06	8.92	1.6	9.04	8.78	3.0
Total by air	9.08	8.92	1.7	9.10	8.83	3.1
O'ahu	7.30	7.01	4.1	7.30	6.86	6.4
Maui	7.62	7.71	-1.1	7.97	7.99	-0.2
Moloka'i	3.79	3.63	4.4	5.54	4.49	23.2
Lāna'i	3.30	2.80	17.9	3.78	3.07	23.2
Kaua'i	7.32	7.43	-1.4	7.49	7.48	0.1
Haw ai'i Island	7.39	7.03	5.1	7.85	7.37	6.5
Visitor arrivals by cruise ships	4.83	0.00	NA	4.93	4.55	8.2
PER PERSON PER DAY SPENDING (\$)	242.1	190.9	26.8	240.6	195.0	23.4
Total by air	242.4	190.9	27.0	241.8	195.7	23.5
O'ahu	225.6	178.5	26.4	220.8	191.9	15.1
Maui	278.4	213.1	30.6	288.7	213.0	35.6
Moloka'i	267.9	119.8	123.5	180.4	126.1	43.1
Lāna'i	757.5	554.6	36.6	597.6	465.6	28.3
Kaua'i	258.5	194.8	32.7	255.7	188.5	35.6
Haw ai'i Island	207.0	181.0	14.3	205.5	177.3	15.9
Visitor arrivals by cruise ships	93.2	0.0	NA	91.6	82.6	11.0
PER PERSON PER TRIP SPENDING (\$)	2,193.8	1,703.4	28.8	2,175.3	1,711.4	27.1
Total by air	2,200.1	1,703.4	29.2	2,200.3	1,728.3	27.3
O'ahu	1,647.1	1,251.1	31.7	1,612.9	1,317.2	22.4
Maui	2,122.6	1,643.7	29.1	2,302.2	1,700.6	35.4
Moloka'i	1,016.3	435.4	133.4	998.4	566.6	76.2
Lāna'i	2,497.0	1,550.8	61.0	2,257.5	1,427.8	58.1
Kaua'i	1,892.0	1,446.8	30.8	1,914.7	1,410.9	35.7
Haw ai'i Island	1,529.3	1,272.8	20.2	1,613.1	1,306.0	23.5
Visitor arrivals by cruise ships	449.9	0.0	NA	451.3	376.0	20.0

P=Preliminary data.