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TOTAL VISITOR ARRIVALS AND VISITOR SPENDING DECLINED FOR THE THIRD STRAIGHT MONTH COMPARED TO 2022

HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), both visitor arrivals and visitor spending declined for the third straight month compared to 2022, as Hawai'i's visitor industry continued to feel the impact of the August Lahaina wildfires. A total of 734,582 visitors came in October 2023, down 3.2 percent from October 2022. When compared to pre-pandemic 2019, this represents a 92.3 percent recovery in total visitor arrivals from October 2019. As measured in nominal dollars, total visitor spending was \$1.51 billion in October 2023, a decrease from October 2022 (\$1.54 billion, -2.0%), but higher than October 2019 (\$1.33 billion, +13.8%).

In October 2023, 700,293 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 34,290 visitors came via 17 out-of-state cruise ships. In comparison, 727,400 visitors (-3.7%) arrived by air and 31,208 visitors (+9.9%) came by cruise ships in October 2022, and 775,675 visitors (-9.7%) arrived by air and 20,516 visitors (+67.1%) came by cruise ships in October 2019. The average length of stay by all visitors in October 2023 was 8.49 days, compared to 9.00 days (-5.7%) in October 2022 and 8.38 days (+1.4%) in October 2019. The statewide average daily census¹ was 201,171 visitors in October 2023, compared to 220,230 visitors (-8.7%) in October 2022 and 215,125 visitors (-6.5%) in October 2019.

In October 2023, 362,258 visitors arrived from the U.S. West, down from October 2022 (410,724 visitors, -11.8%), but an increase compared to October 2019 (354,007 visitors, +2.3%). U.S. West visitor spending of \$699.3 million declined from October 2022 (\$778.2 million, -10.1%) but was higher than October 2019 (\$538.7 million, +29.8%). Daily spending by U.S. West visitors in October 2023 (\$225 per person) was moderately higher than October 2022 (\$218 per person, +3.3%) but was considerably more than October 2019 (\$178 per person, +27.0%).

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

In October 2023, arrivals from the U.S. East of 164,992 visitors declined compared to October 2022 (177,002 visitors, -6.8%) but increased from October 2019 (148,075 visitors, +11.4%). U.S. East visitor spending of \$426.6 million was slightly lower than October 2022 (\$428.6 million, -0.5%) but was much higher than October 2019 (\$301.2 million, +41.6%). Daily spending by U.S. East visitors in October 2023 (\$274 per person) was more than October 2022 (\$251 per person, +9.2%) and October 2019 (\$219 per person, +25.2%).

There were 60,044 visitors from Japan in October 2023, which was an increase compared to October 2022 (24,171 visitors, +148.4%) but was much lower than October 2019 (134,557 visitors, -55.4%). Visitors from Japan spent \$90.5 million in October 2023, compared to \$41.4 million (+118.9%) in October 2022 and \$195.7 million (-53.7%) in October 2019. Daily spending by Japanese visitors in October 2023 (\$242 per person) was more than October 2022 (\$231 per person, +5.1%) but was less than October 2019 (\$250 per person, -3.0%).

There were 25,381 visitors from Canada in October 2023, which was a decrease compared to October 2022 (33,550 visitors, -24.4%) and October 2019 (32,250 visitors, -21.3%). Visitors from Canada spent \$68.0 million in October 2023, compared to \$74.1 million (-8.2%) in October 2022 and \$63.0 million (+7.9%) in October 2019. Daily spending by Canadian visitors in October 2023 (\$227 per person) was more than October 2022 (\$199 per person, +14.0%) and October 2019 (\$167 per person, +36.0%).

There were 87,618 visitors from all other international markets in October 2023, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, and the Pacific Islands. In comparison, there were 81,952 visitors (+6.9%) from all other international markets in October 2022 and 106,786 visitors (-17.9%) in October 2019.

In October 2023, a total of 4,600 transpacific flights with 1,015,687 seats serviced the Hawaiian Islands, compared to 4,572 flights (+0.6%) with 974,071 seats (+4.3%) in October 2022 and 4,807 flights (-4.3%) with 1,063,333 seats (-4.5%) in October 2019.

Year-to-Date 2023

In the first 10 months of 2023, total visitor spending was \$17.29 billion, up from \$16.15 billion (+7.1%) in the first 10 months of 2022 and from \$14.63 billion (+18.2%) in the first 10 months of 2019.

A total of 8,052,455 visitors arrived to the state in the first 10 months of 2023, an increase of 5.5 percent from 7,633,208 visitors in the first 10 months of 2022. Total arrivals declined 6.6 percent when compared to 8,625,156 visitors in the first 10 months of 2019.

Other Highlights

U.S. West: In October 2023, 275,224 visitors arrived from the Pacific region, down 11.8 percent from October 2022. There were fewer visitors from California (198,567, -14.5%), Washington (47,822, -5.3%) and Oregon (21,151, -9.0%), which offset growth in arrivals from Alaska (7,684, +32.1%). Arrivals from the Mountain region (86,912 visitors, -11.9%) also declined compared to October 2022.

Most U.S. West visitors in October 2023 had been to Hawai'i before (80.9%) while 19.1 percent were first-time visitors. In terms of accommodations, 50.9 percent of U.S. West visitors in October 2023 stayed in hotels, 16.6 percent stayed in condominiums, 12.6 percent stayed with friends and relatives, 12.0 percent stayed in rental homes and 10.1 percent stayed in timeshares.

In the first 10 months of 2023, there were 4,193,917 visitors from the U.S. West, compared to 4,419,404 visitors (-5.1%) in the first 10 months of 2022 and 3,801,555 visitors (+10.3%) in the first 10 months of 2019.

U.S. West visitors spent \$8.06 billion in the first 10 months of 2023, compared to \$8.35 billion (-3.4%) in the first 10 months of 2022 and \$5.69 billion (+41.6%) in the first 10 months of 2019. The average daily visitor spending in the first 10 months of 2023 was \$227 per person, a moderate increase from \$220 per person (+3.0%) in the first 10 months of 2022 but up considerably from \$174 per person (+30.4%) in the first 10 months of 2019.

U.S. East: In October 2023, there were fewer arrivals from the South Atlantic (41,412 visitors, -2.6%), West South Central (33,241 visitors, -7.6%), East North Central (31,491 visitors, -8.9%), Mid Atlantic (21,646 visitors, -4.8%), West North Central (17,701 visitors, -9.3%), East South Central (9,826 visitors, -9.7%) and New England (9,590, -10.8%) regions compared to October 2022.

More than half of U.S. East visitors in October 2023 had been to Hawai'i before (57.3%) while 42.7 percent were first-time visitors. In terms of lodging, 61.1 percent of the U.S. East visitors in October 2023 stayed in hotels, 12.5 percent stayed with friends and relatives, 11.3 percent stayed in condominiums, 10.8 percent stayed in rental homes and 7.3 percent stayed in timeshares.

In the first 10 months of 2023, 2,065,195 visitors arrived from the U.S. East, compared to 2,076,420 visitors (-0.5%) in the first 10 months of 2022 and 1,910,777 visitors (+8.1%) in the first 10 months of 2019.

U.S. East visitors spent \$5.33 billion in the first 10 months of 2023, compared to \$5.15 billion (+3.5%) in the first 10 months of 2022 and \$3.89 billion (+37.0%) in the first 10 months of 2019. Daily visitor spending in the first 10 months of 2023 increased to \$265 per person, compared to \$251 per person (+5.6%) in the first 10 months of 2022 and \$211 per person (+25.4%) in the first 10 months of 2019.

Japan: Of the 60,044 visitors in October 2023, 59,328 arrived on international flights and 716 came on domestic flights. Two out of three Japanese visitors in October 2023 were repeat visitors (66.8%) while 33.2 percent were first-time visitors to the islands. In terms of lodging, 76.6 percent of the Japanese visitors in October 2023 stayed in hotels, 13.7 percent stayed in condominiums, 11.1 percent stayed in timeshares and 1.4 percent stayed with friends and relatives.

In the first 10 months of 2023, there were 442,681 visitors from Japan, compared to 131,453 visitors (+236.8%) in the first 10 months of 2022 and 1,308,034 visitors (-66.2%) in the first 10 months of 2019.

Visitors from Japan spent \$699.0 million in the first 10 months of 2023, compared to \$258.4 million (+170.5%) in the first 10 months of 2022 and \$1.85 billion (-62.2%) in the first 10 months of 2019. Daily visitor spending in the first 10 months of 2023 was \$238 per person, slightly higher than the first 10 months of 2022 (\$235 per person, +0.9%) and similar to the first 10 months of 2019 (\$238 per person, -0.3%).

Canada: Of the 25,381 visitors in October 2023, 17,084 visitors arrived via direct air service from Canada and 8,297 visitors came on domestic flights. Six out of 10 Canadian visitors in October 2023 had been to Hawai'i before (62.7%) while 37.3 percent were first-time visitors. In terms of lodging, 51.3 percent of Canadian visitors in October 2023 stayed in hotels, 28.4 percent stayed in condominiums, 9.1 percent stayed in rental homes, 9.1 percent stayed in timeshares and 7.6 percent stayed with friends and relatives.

In the first 10 months of 2023, there were 350,095 visitors from Canada, compared to 306,094 visitors (+14.4%) in the first 10 months of 2022 and 425,324 visitors (-17.7%) in the first 10 months of 2019.

Visitors from Canada spent \$895.8 million in the first 10 months of 2023, compared to \$699.9 million (+28.0%) in the first 10 months of 2022 and \$853.6 million (+4.9%) in the first 10 months of 2019. Daily visitor spending in the first 10 months of 2023 increased to \$219 per person, from \$187 per person (+17.4%) in the first 10 months of 2022 and \$166 per person (+32.1%) in the first 10 months of 2019.

Island Highlights

O'ahu: There were 448,096 visitors to O'ahu in October 2023, compared to 390,603 visitors (+14.7%) in October 2022 and 469,339 visitors (-4.5%) in October 2019. Visitor spending was \$673.3 million in October 2023, compared to \$668.4 million (+0.7%) in October 2022 and \$603.8 million (+11.5%) in October 2019. The average daily census on O'ahu was 99,496 visitors in October 2023, compared to 90,397 visitors (+10.1%) in October 2022 and 97,715 visitors (+1.8%) in October 2019.

In the first 10 months of 2023, there were 4,660,562 visitors to O'ahu, compared to 3,979,656 visitors (+17.1%) in the first 10 months of 2022 and 5,127,219 visitors (-9.1%) in the first 10 months of 2019. For the first 10 months of 2023, total visitor spending was \$7.47 billion, up from \$7.08 billion (+5.5%) in the first 10 months of 2022 and \$6.72 billion (+11.3%) in the first 10 months of 2019.

Maui: Six weeks after the wildfires, a phased reopening of West Maui to visitors began on October 8, 2023. Historic Lahaina Town and the surrounding areas remained closed out of respect for the residents and for continuing relief efforts. In October 2023, there were 132,909 visitors on Maui, down significantly compared to October 2022 (230,512 visitors, -42.3%) and October 2019 (238,043 visitors, -44.2%). Visitor spending was \$326.2 million in October 2023, much lower than October 2022 (\$435.9 million, -25.2%) and October 2019 (\$379.8 million, -14.1%). The average daily census on Maui was 35,526 visitors in October 2023, compared to 59,372 visitors (-40.2%) in October 2022 and 59,620 visitors (-40.4%) in October 2019.

In the first 10 months of 2023, there were 2,118,827 visitors to Maui, compared to 2,429,699 visitors (-12.8%) in the first 10 months of 2022 and 2,552,155 visitors (-17.0%) in the first 10 months of 2019. For the first 10 months of 2023, total visitor spending was \$4.87 billion, compared to \$4.79 billion (+1.8%) in the first 10 months of 2022 and \$4.24 billion (+15.0%) in the first 10 months of 2019.

Kaua'i: There were 109,337 visitors to Kaua'i in October 2023, compared to 109,324 visitors (+0.0%) in October 2022 and 102,662 visitors (+6.5%) in October 2019. Visitor spending was \$233.2 million in October 2023, compared to \$174.0 million in October 2022 (+34.1%) and \$141.9 million (+64.3%) in October 2019. The average daily census on Kaua'i was 26,469 visitors in October 2023, compared to 26,439 visitors (+0.1%) in October 2022 and 23,338 visitors (+13.4%) in October 2019.

In the first 10 months of 2023, there were 1,189,658 visitors to Kaua'i, compared to 1,121,603 visitors (+6.1%) in the first 10 months of 2022 and 1,141,889 visitors (+4.2%) in the first 10 months of 2019. For the first 10 months of 2023, total visitor spending was \$2.28 billion, compared to \$1.86 billion (+22.5%) in the first 10 months of 2022 and \$1.60 billion (+42.8%) in the first 10 months of 2019.

Hawai'i Island: There were 133,081 visitors to Hawai'i Island in October 2023, compared to 141,537 visitors (-6.0%) in October 2022 and 130,336 visitors (+2.1%) in October 2019. Visitor spending was \$246.1 million in October 2023, compared to \$227.9 million (+8.0%) in October 2022 and \$177.0 million (+39.1%) in October 2019. The average daily census on Hawai'i Island was 33,752 visitors in October 2023, compared to 37,299 visitors (-9.5%) in October 2022 and 30,048 visitors (+12.3%) in October 2019.

In the first 10 months of 2023, there were 1,467,919 visitors to Hawai'i Island, compared to 1,381,179 visitors (+6.3%) in the first 10 months of 2022 and 1,454,279 visitors (+0.9%) in the first 10 months of 2019. For the first 10 months of 2023, total visitor spending was \$2.44 billion, compared to \$2.23 billion (+9.5%) in the first 10 months of 2022 and \$1.89 billion (+29.1%) in the first 10 months of 2019.

Flights and Air Seats to Hawai'i

U.S. West: In October 2023, there were 3,533 scheduled flights with 730,237 seats from U.S. West.

Statewide, there were fewer scheduled flights, (3,628 flights, -2.6%) with slightly more seats (725,704 seats, +0.6%) compared to October 2022. Direct air service from U.S. West to Kahului was significantly reduced (-288 flights, -27.4%; -47,281 seats, -23.8%) compared to last October.

Statewide, there were fewer scheduled seats from Denver (25,872, -5.0%), Long Beach (14,889, -12.2%), Los Angeles (183,641, -6.0%), Oakland (38,844, -21.4%), Ontario (5,670, -3.2%), Salt Lake City (6,144, -12.3%), San Jose (47,929, -11.7%), and no service from Santa Ana (-630 seats) compared to October 2022. These reductions were offset by additional seats from Las Vegas (55,622, +12.3%), Phoenix (43,886, +1.6%), Portland (29,686, +21.0%), San Diego (42,914, +3.0%), San Francisco (103,049, +2.0%), Seattle (107,063, +20.0%), and service from Anchorage (+5,404 seats) in October 2023 which was not operating in October 2022.

Scheduled air capacity (3,420 flights, +3.3% with 684,953 seats, +6.6%) increased compared to October 2019. There were fewer seats from Denver (25,872, -21.7%), Los Angeles (183,641, -8.3%), Oakland (38,844, -24.4%), Sacramento (19,624, -3.6%) and San Francisco (103,049, -17.3%). Offsetting these reductions were additional seats from Anchorage (5,404, +9.6%), Las Vegas (55,622, +135.4%), Long Beach (14,889, +154.1%), Phoenix (43,886, +15.7%), Portland (29,686, +9.7%), Salt Lake City (6,144, +10.9%), San Diego (42,914, +47.5%), San Jose (47,929, +34.4%) and Seattle (107,063, +25.0%). There was also service from Ontario (+5,670 seats) in October 2023 which was not operating in October 2019.

U.S. East: In October 2023, there were 325 scheduled flights with 86,930 seats from U.S. East.

Statewide, there were about the same number of scheduled flights (323 flights, +0.6%) with fewer seats (89,492, -2.9%) compared to October 2022. Direct air service from U.S. East to Kahului was down (-24 flights, -43.6%; -7,395 seats, -50.5%) compared to October a year ago.

Statewide, there were additional seats from Atlanta (8,742, +20.9%), Minneapolis (6,139, +23.5%), New York JFK (13,384, +55.3%), and service from Detroit (+4,659 seats) and Washington D.C. (+924 seats) in October 2023 which was not operating in October 2022. These increases were entirely offset by reduced seats from Chicago (9,858, -41.3%), Dallas (16,392, -33.8%) and Newark (6,930, -3.8%).

Scheduled air capacity (263 flights, +23.6% with 76,032 seats, +14.3%) increased compared to October 2019. There were reduced seats from Boston (5,004, -14.3%), Chicago (9,858,

-22.6%), Dallas (16,392, -28.8%) and Newark (6,930, -6.9%). Offsetting these reductions were additional seats from Atlanta (8,742, +39.9%), New York JFK (13,384, +55.3%), Washington D.C. (924, +7.9%), and service from Austin (+3,614 seats), Detroit (+4,659 seats) and Minneapolis (+6,139 seats) which was not operating in October 2019.

Japan: In October 2023, there were 350 scheduled flights with 99,863 seats from Japan.

Scheduled air capacity (230 flights, +52.2% with 58,472 seats, +70.8%) was much greater compared to October 2022. There were additional flights and seats from Nagoya (2,683, +237.1%), Osaka (12,947, +56.0%), Haneda (38,752, +48.5%) and Narita (41,589, +78.6%) to Honolulu. There was direct service from Fukuoka (+3,614 seats) to Honolulu in October 2023, which was not operating in October 2022. Direct service from Haneda to Kona was resumed on October 29, 2023 (1 flight with 278 seats). There was no direct service from Japan to Kona in October 2022.

Scheduled air capacity remained below October 2019 levels (620 flights, -43.5% with 166,311 seats, -40.0%). There were additional seats from Haneda to Honolulu (38,752, +82.4%) and service from Fukuoka to Honolulu (+3,614 seats) which was not operating in October 2019. These increases were offset by reduced seats from Nagoya (2,683, -77.9%), Osaka (12,947, -62.0%) and Narita (41,589, -51.3%) to Honolulu, and no service from Sapporo (-3,614 seats) to Honolulu compared to October 2019. There was one flight with 278 seats from Haneda to Kona in October 2023, compared to 44 flights with 9,783 seats from Haneda and Narita to Kona in October 2019.

Canada: There were 114 scheduled flights with 19,601 seats from Canada in October 2023.

Statewide, scheduled air capacity (153 flights, -25.5% with 26,197 seats, -25.2%) decreased compared to October 2022. Direct air service from Canada to Kahului was reduced by nearly half (-37 flights, -48.7%; -6,278 seats, -48.3%) compared to last October.

Statewide, there was about the same number of scheduled flights (112 flights, +1.8%) with fewer seats (21,383, -8.3%) compared to October 2019.

Oceania:

- **Australia:** In October 2023, there were 68 scheduled flights with 20,614 seats from Melbourne and Sydney compared to 69 flights (-1.4%) with 20,949 seats (-1.6%) in October 2022. Air capacity remained below the October 2019 level (111 scheduled flights, -38.7% with 33,535 seats, -38.5%) with service from Brisbane, and Sydney.
- **New Zealand:** There were 26 scheduled flights with 7,435 seats from Auckland in October 2023, compared to 26 flights (0.0%) with 7,459 seats (-0.3%) in October 2022 and 37 flights (-29.7%) with 10,570 seats (-29.7%) in October 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 26 scheduled flights with 7,592 seats with service from Shanghai in October 2019.
- **Korea:** There were 76 scheduled flights with 22,276 seats from Seoul in October 2023, compared to 77 flights (-1.3%) with 24,724 seats (-9.9%) in October 2022 and 85 flights (-10.6%) with 26,501 seats (-15.9%) in October 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were 13 scheduled flights with 3,978 seats in October 2019.

Other Markets:

- **Guam:** There were 30 scheduled flights with 10,500 seats from Guam in October 2023, compared to 31 flights (-3.2%) with 10,850 seats (-3.2%) in October 2022 and 31 flights (-3.2%) with 11,284 seats (-6.9%) in October 2019.
- **Philippines:** There were 20 scheduled flights with 6,180 seats from Manila in October 2023, compared to 17 flights (+17.6%) with 5,253 seats (+17.6%) in October 2022 and 18 flights (+11.1%) with 5,562 seats (+11.1%) in October 2019.
- **Samoa:** There were four scheduled flights with 680 seats in October 2023. There was no direct service from Apia in October 2022. In October 2019, there were four flights (0.0%) with 530 seats (+28.3%).
- **Rarotonga:** There were five scheduled flights with 945 seats in October 2023. There was no direct air service from Cook Islands in October 2022 and in October 2019.
- **Kiribati:** There was no direct air service from Christmas Island in October 2023 and October 2022. There were five flights with 610 seats in October 2019.
- **Marshall Islands:** There was no direct service from Majuro in October 2023. There were two flights with 332 seats in October 2022 and 17 flights with 2,822 seats in October 2019.
- **Fiji:** There were seven scheduled flights with 1,190 seats in October 2023. There was no direct service from Nadi in October 2022. There were four flights (+75.0%) with 656 seats (+81.4%) in October 2019.
- **American Samoa:** There were nine scheduled flights with 2,502 seats from Pago Pago in October 2023, compared to eight flights (+12.5%) with 2,224 seats (+12.5%) and nine flights (0.0%) with 2,502 seats (0.0%) in October 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in October 2023, compared to five flights (-20.0%) with 1,390 seats (-20.0%) in October 2022 and eight flights (-50.0%) with 2,224 seats (-50.0%) in October 2019.

In the first 10 months of 2023, there were 49,688 transpacific flights with 10,942,679 seats, compared to 50,151 flights (-0.9%) with 10,544,341 seats (+3.8%) in the first 10 months of 2022 and 51,219 flights (-2.7%) with 11,293,484 seats (-3.1%) in the first 10 months of 2019.

Cruise Ship Visitors

October is typically the busiest month for out-of-state cruise ships in Hawai'i. In October 2023, 34,290 visitors came via 17 out-of-state cruise ships. One ship had a turnaround tour, with visitors that arrived on that ship departing by air after touring the Hawaiian Islands. After the first group of cruise visitors left, a new group of visitors flew into Honolulu to board that ship, toured the islands, then most of them remained with the ship to visit the next out-of-state port.

In addition to the 1,145 visitors that flew into Honolulu for the turnaround tour, another 9,482 visitors flew to the state to board the Hawai'i home-ported cruise ship Pride of America in October 2023.

In October 2022, 31,208 visitors came to the islands aboard 16 out-of-state cruise ships. Two ships had turnaround tours. In addition to the 2,783 visitors that flew into Honolulu for turnaround tours on out-of-state cruise ships, another 7,890 visitors flew to the state to board the Pride of America in October 2022.

In October 2019, 20,516 visitors arrived on 10 out-of-state cruise ships, 2,804 visitors flew into Honolulu for turnaround tours, and another 8,983 visitors came by air to board the Pride of America.

For the first 10 months of 2023, 129,895 visitors entered Hawai'i via 60 out-of-state cruise ships. There were 4,171 visitors who flew into Honolulu to board a turnaround tour on out-of-state cruise ships and another 105,389 visitors came by air to board the Pride of America.

For the first 10 months of 2022, 71,825 visitors entered Hawai'i via 42 out-of-state cruise ships. There were 7,766 visitors who flew into Honolulu to board turnaround tours on out-of-state cruise ships and another 35,943 visitors came by air to board the Pride of America.

In the first 10 months of 2019, 115,666 visitors came to Hawai'i by way of 54 out-of-state cruise ships. There were 5,361 visitors who flew into Honolulu to board turnaround tours on out-of-state cruise ships and 101,352 visitors came by air to board the Pride of America.

Statement by DBEDT Director James Kunane Tokioka:

The effects of the Maui wildfires continued into October, impacting both visitor arrivals and spending for the third consecutive month. As areas in West Maui reopened, Maui tourism showed signs of a slow recovery.

Visitor arrivals from Japan had a 44.6 percent recovery rate in October 2023. This marks the highest recovery rate since April 2020 for this market. During my recent visit to Japan with Governor Josh Green, it was humbling to see the sympathy expressed by Japanese officials regarding the Maui wildfires. We are optimistic that the Japanese market will lead the tourism recovery in the future months.

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October 2023 ARRIVALS AT A GLANCE

	2023P	2022	% change	2023P YTD	2022 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,507.6	1,539.0	-2.0	17,294.5	16,154.3	7.1
Total by air	1,493.4	1,523.7	-2.0	17,237.0	16,118.0	6.9
U.S. Total	1,125.9	1,206.8	-6.7	13,388.7	13,496.8	-0.8
U.S. West	699.3	778.2	-10.1	8,060.0	8,347.1	-3.4
U.S. East	426.6	428.6	-0.5	5,328.7	5,149.8	3.5
Japan	90.5	41.4	118.9	699.0	258.4	170.5
Canada	68.0	74.1	-8.2	895.8	699.9	28.0
All Others	209.0	201.4	3.8	2,253.5	1,662.9	35.5
Visitor arrivals by cruise ships	14.1	15.3	-7.9	57.5	36.3	58.4
TOTAL VISITOR DAYS	6,236,286	6,827,124	-8.7	71,868,040	70,336,924	2.2
Total by air	6,088,037	6,662,968	-8.6	71,248,397	69,947,045	1.9
U.S. Total	4,659,889	5,273,845	-11.6	55,657,974	58,450,458	-4.8
U.S. West	3,101,985	3,564,783	-13.0	35,557,376	37,927,411	-6.2
U.S. East	1,557,903	1,709,062	-8.8	20,100,597	20,523,047	-2.1
Japan	373,612	179,277	108.4	2,942,906	1,097,586	168.1
Canada	299,681	372,119	-19.5	4,085,734	3,747,661	9.0
All Others	754,856	837,727	-9.9	8,561,783	6,651,340	28.7
Visitor arrivals by cruise ships	148,249	164,156	-9.7	619,644	389,879	58.9
VISITOR ARRIVALS	734,582	758,608	-3.2	8,052,455	7,633,208	5.5
Total by air	700,293	727,400	-3.7	7,922,560	7,561,382	4.8
U.S. Total	527,250	587,727	-10.3	6,259,113	6,495,824	-3.6
U.S. West	362,258	410,724	-11.8	4,193,917	4,419,404	-5.1
U.S. East	164,992	177,002	-6.8	2,065,195	2,076,420	-0.5
Japan	60,044	24,171	148.4	442,681	131,453	236.8
Canada	25,381	33,550	-24.4	350,095	306,094	14.4
All Others	87,618	81,952	6.9	870,671	628,011	38.6
Visitor arrivals by cruise ships	34,290	31,208	9.9	129,895	71,825	80.8
AVERAGE DAILY CENSUS	201,171	220,230	-8.7	236,408	231,371	2.2
Total by air	196,388	214,934	-8.6	234,370	230,089	1.9
U.S. Total	150,319	170,124	-11.6	183,085	192,271	-4.8
U.S. West	100,064	114,993	-13.0	116,965	124,761	-6.2
U.S. East	50,255	55,131	-8.8	66,120	67,510	-2.1
Japan	12,052	5,783	108.4	9,681	3,610	168.1
Canada	9,667	12,004	-19.5	13,440	12,328	9.0
All Others	24,350	27,023	-9.9	28,164	21,879	28.7
Visitor arrivals by cruise ships	4,782	5,295	-9.7	2,038	1,282	58.9
AVERAGE LENGTH OF STAY	8.49	9.00	-5.7	8.92	9.21	-3.1
Total by air	8.69	9.16	-5.1	8.99	9.25	-2.8
U.S. Total	8.84	8.97	-1.5	8.89	9.00	-1.2
U.S. West	8.56	8.68	-1.3	8.48	8.58	-1.2
U.S. East	9.44	9.66	-2.2	9.73	9.88	-1.5
Japan	6.22	7.42	-16.1	6.65	8.35	-20.4
Canada	11.81	11.09	6.5	11.67	12.24	-4.7
All Others	8.62	10.22	-15.7	9.83	10.59	-7.2
Visitor arrivals by cruise ships	4.32	5.26	-17.8	4.77	5.43	-12.1
PER PERSON PER DAY SPENDING (\$)	241.7	225.4	7.2	240.6	229.7	4.8
Total by air	245.3	228.7	7.3	241.9	230.4	5.0
U.S. Total	241.6	228.8	5.6	240.6	230.9	4.2
U.S. West	225.4	218.3	3.3	226.7	220.1	3.0
U.S. East	273.8	250.8	9.2	265.1	250.9	5.6
Japan	242.3	230.7	5.1	237.5	235.4	0.9
Canada	226.8	199.0	14.0	219.3	186.8	17.4
All Others	276.9	240.5	15.1	263.2	250.0	5.3
Visitor arrivals by cruise ships	95.3	93.5	1.9	92.8	93.2	-0.4
PER PERSON PER TRIP SPENDING (\$)	2,052.3	2,028.8	1.2	2,147.7	2,116.3	1.5
Total by air	2,132.6	2,094.7	1.8	2,175.7	2,131.6	2.1
U.S. Total	2,135.5	2,053.4	4.0	2,139.1	2,077.8	3.0
U.S. West	1,930.5	1,894.8	1.9	1,921.8	1,888.7	1.8
U.S. East	2,585.4	2,421.4	6.8	2,580.2	2,480.1	4.0
Japan	1,507.7	1,710.8	-11.9	1,579.1	1,965.6	-19.7
Canada	2,678.4	2,207.6	21.3	2,558.7	2,286.5	11.9
All Others	2,385.5	2,458.0	-3.0	2,588.2	2,647.9	-2.3
Visitor arrivals by cruise ships	412.0	491.7	-16.2	442.8	505.8	-12.4

P=Preliminary data.

October 2023 ISLAND HIGHLIGHTS

	2023P	2022	% change	2023P YTD	2022 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,507.6	1,539.0	-2.0	17,294.5	16,154.3	7.1
Total by air	1,493.4	1,523.7	-2.0	17,237.0	16,118.0	6.9
O'ahu	673.3	668.4	0.7	7,473.5	7,081.6	5.5
Maui	326.2	435.9	-25.2	4,872.7	4,787.2	1.8
Moloka'i	3.4	4.0	-14.9	36.7	30.8	19.2
Lāna'i	11.2	13.5	-17.0	128.4	123.2	4.2
Kaua'i	233.2	174.0	34.1	2,282.4	1,863.6	22.5
Hawai'i Island	246.1	227.9	8.0	2,443.3	2,231.6	9.5
Visitor arrivals by cruise ships	14.1	15.3	-7.9	57.5	36.3	58.4
TOTAL VISITOR DAYS	6,236,286	6,827,124	-8.7	71,868,040	70,336,924	2.2
Total by air	6,088,037	6,662,968	-8.6	71,248,397	69,947,045	1.9
O'ahu	3,084,376	2,802,303	10.1	33,612,023	29,669,144	13.3
Maui	1,101,309	1,840,537	-40.2	16,887,168	19,714,092	-14.3
Moloka'i	17,993	19,906	-9.6	207,328	198,929	4.2
Lāna'i	17,520	24,348	-28.0	213,827	230,219	-7.1
Kaua'i	820,540	819,597	0.1	8,840,250	8,755,858	1.0
Hawai'i Island	1,046,300	1,156,276	-9.5	11,487,801	11,378,803	1.0
Visitor arrivals by cruise ships	148,249	164,156	-9.7	619,644	389,879	58.9
VISITOR ARRIVALS	734,582	758,608	-3.2	8,052,455	7,633,208	5.5
Total by air	700,293	727,400	-3.7	7,922,560	7,561,382	4.8
O'ahu	448,096	390,603	14.7	4,660,562	3,979,656	17.1
Maui	132,909	230,512	-42.3	2,118,827	2,429,699	-12.8
Moloka'i	2,901	3,508	-17.3	37,164	34,984	6.2
Lāna'i	3,855	6,302	-38.8	57,914	55,947	3.5
Kaua'i	109,337	109,324	0.0	1,189,658	1,121,603	6.1
Hawai'i Island	133,081	141,537	-6.0	1,467,919	1,381,179	6.3
Visitor arrivals by cruise ships	34,290	31,208	9.9	129,895	71,825	80.8
AVERAGE DAILY CENSUS	201,171	220,230	-8.7	236,408	231,371	2.2
Total by air	196,388	214,934	-8.6	234,370	230,089	1.9
O'ahu	99,496	90,397	10.1	110,566	97,596	13.3
Maui	35,526	59,372	-40.2	55,550	64,849	-14.3
Moloka'i	580	642	-9.6	682	654	4.2
Lāna'i	565	785	-28.0	703	757	-7.1
Kaua'i	26,469	26,439	0.1	29,080	28,802	1.0
Hawai'i Island	33,752	37,299	-9.5	37,789	37,430	1.0
Visitor arrivals by cruise ships	4,782	5,295	-9.7	2,038	1,282	58.9
AVERAGE LENGTH OF STAY	8.49	9.00	-5.7	8.92	9.21	-3.1
Total by air	8.69	9.16	-5.1	8.99	9.25	-2.8
O'ahu	6.88	7.17	-4.1	7.21	7.46	-3.3
Maui	8.29	7.98	3.8	7.97	8.11	-1.8
Moloka'i	6.20	5.67	9.3	5.58	5.69	-1.9
Lāna'i	4.54	3.86	17.6	3.69	4.11	-10.3
Kaua'i	7.50	7.50	0.1	7.43	7.81	-4.8
Hawai'i Island	7.86	8.17	-3.8	7.83	8.24	-5.0
Visitor arrivals by cruise ships	4.32	5.26	-17.8	4.77	5.43	-12.1
PER PERSON PER DAY SPENDING (\$)	241.7	225.4	7.2	240.6	229.7	4.8
Total by air	245.3	228.7	7.3	241.9	230.4	5.0
O'ahu	218.3	238.5	-8.5	222.3	238.7	-6.8
Maui	296.2	236.8	25.1	288.5	242.8	18.8
Moloka'i	191.2	203.1	-5.9	177.1	154.9	14.4
Lāna'i	638.3	553.6	15.3	600.3	535.1	12.2
Kaua'i	284.2	212.2	33.9	258.2	212.8	21.3
Hawai'i Island	235.2	197.1	19.3	212.7	196.1	8.4
Visitor arrivals by cruise ships	95.3	93.5	1.9	92.8	93.2	-0.4
PER PERSON PER TRIP SPENDING (\$)	2,052.3	2,028.8	1.2	2,147.7	2,116.3	1.5
Total by air	2,132.6	2,094.7	1.8	2,175.7	2,131.6	2.1
O'ahu	1,502.5	1,711.3	-12.2	1,603.6	1,779.5	-9.9
Maui	2,454.1	1,890.8	29.8	2,299.7	1,970.3	16.7
Moloka'i	1,185.6	1,152.6	2.9	988.2	880.8	12.2
Lāna'i	2,900.8	2,139.1	35.6	2,216.5	2,202.0	0.7
Kaua'i	2,133.0	1,591.2	34.0	1,918.6	1,661.5	15.5
Hawai'i Island	1,849.5	1,610.3	14.9	1,664.5	1,615.7	3.0
Visitor arrivals by cruise ships	412.0	491.7	-16.2	442.8	505.8	-12.4

P=Preliminary data.

October 2023 ARRIVALS AT A GLANCE (2023 vs. 2019)

	2023P	2019	% change	2023P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,507.6	1,325.1	13.8	17,294.5	14,627.2	18.2
Total by air	1,493.4	1,317.0	13.4	17,237.0	14,579.2	18.2
U.S. Total	1,125.9	839.9	34.0	13,388.7	9,579.7	39.8
U.S. West	699.3	538.7	29.8	8,060.0	5,690.6	41.6
U.S. East	426.6	301.2	41.6	5,328.7	3,889.1	37.0
Japan	90.5	195.7	-53.7	699.0	1,848.1	-62.2
Canada	68.0	63.0	7.9	895.8	853.6	4.9
All Others	209.0	218.4	-4.3	2,253.5	2,297.8	-1.9
Visitor arrivals by cruise ships	14.1	8.1	73.4	57.5	48.0	19.8
TOTAL VISITOR DAYS	6,236,286	6,668,887	-6.5	71,868,040	74,815,934	-3.9
Total by air	6,088,037	6,577,024	-7.4	71,248,397	74,277,794	-4.1
U.S. Total	4,659,889	4,411,181	5.6	55,657,974	51,128,629	8.9
U.S. West	3,101,985	3,034,446	2.2	35,557,376	32,725,817	8.7
U.S. East	1,557,903	1,376,734	13.2	20,100,597	18,402,812	9.2
Japan	373,612	783,053	-52.3	2,942,906	7,754,528	-62.0
Canada	299,681	377,719	-20.7	4,085,734	5,142,680	-20.6
All Others	754,856	1,005,072	-24.9	8,561,783	10,251,958	-16.5
Visitor arrivals by cruise ships	148,249	91,863	61.4	619,644	538,140	15.1
VISITOR ARRIVALS	734,582	796,191	-7.7	8,052,455	8,625,156	-6.6
Total by air	700,293	775,675	-9.7	7,922,560	8,509,490	-6.9
U.S. Total	527,250	502,082	5.0	6,259,113	5,712,332	9.6
U.S. West	362,258	354,007	2.3	4,193,917	3,801,555	10.3
U.S. East	164,992	148,075	11.4	2,065,195	1,910,777	8.1
Japan	60,044	134,557	-55.4	442,681	1,308,034	-66.2
Canada	25,381	32,250	-21.3	350,095	425,324	-17.7
All Others	87,618	106,786	-17.9	870,671	1,063,800	-18.2
Visitor arrivals by cruise ships	34,290	20,516	67.1	129,895	115,666	12.3
AVERAGE DAILY CENSUS	201,171	215,125	-6.5	236,408	246,105	-3.9
Total by air	196,388	212,162	-7.4	234,370	244,335	-4.1
U.S. Total	150,319	142,296	5.6	183,085	168,186	8.9
U.S. West	100,064	97,885	2.2	116,965	107,651	8.7
U.S. East	50,255	44,411	13.2	66,120	60,536	9.2
Japan	12,052	25,260	-52.3	9,681	25,508	-62.0
Canada	9,667	12,184	-20.7	13,440	16,917	-20.6
All Others	24,350	32,422	-24.9	28,164	33,724	-16.5
Visitor arrivals by cruise ships	4,782	2,963	61.4	2,038	1,770	15.1
AVERAGE LENGTH OF STAY	8.49	8.38	1.4	8.92	8.67	2.9
Total by air	8.69	8.48	2.5	8.99	8.73	3.0
U.S. Total	8.84	8.79	0.6	8.89	8.95	-0.7
U.S. West	8.56	8.57	-0.1	8.48	8.61	-1.5
U.S. East	9.44	9.30	1.6	9.73	9.63	1.1
Japan	6.22	5.82	6.9	6.65	5.93	12.1
Canada	11.81	11.71	0.8	11.67	12.09	-3.5
All Others	8.62	9.41	-8.5	9.83	9.64	2.0
Visitor arrivals by cruise ships	4.32	4.48	-3.4	4.77	4.65	2.5
PER PERSON PER DAY SPENDING (\$)	241.7	198.7	21.7	240.6	195.5	23.1
Total by air	245.3	200.2	22.5	241.9	196.3	23.3
U.S. Total	241.6	190.4	26.9	240.6	187.4	28.4
U.S. West	225.4	177.5	27.0	226.7	173.9	30.4
U.S. East	273.8	218.8	25.2	265.1	211.3	25.4
Japan	242.3	249.9	-3.0	237.5	238.3	-0.3
Canada	226.8	166.8	36.0	219.3	166.0	32.1
All Others	276.9	217.3	27.4	263.2	224.1	17.4
Visitor arrivals by cruise ships	95.3	88.7	7.4	92.8	89.2	4.1
PER PERSON PER TRIP SPENDING (\$)	2,052.3	1,664.3	23.3	2,147.7	1,695.9	26.6
Total by air	2,132.6	1,697.8	25.6	2,175.7	1,713.3	27.0
U.S. Total	2,135.5	1,672.9	27.7	2,139.1	1,677.0	27.6
U.S. West	1,930.5	1,521.8	26.9	1,921.8	1,496.9	28.4
U.S. East	2,585.4	2,034.1	27.1	2,580.2	2,035.4	26.8
Japan	1,507.7	1,454.2	3.7	1,579.1	1,412.8	11.8
Canada	2,678.4	1,953.5	37.1	2,558.7	2,007.0	27.5
All Others	2,385.5	2,045.0	16.7	2,588.2	2,160.0	19.8
Visitor arrivals by cruise ships	412.0	397.1	3.7	442.8	415.0	6.7

P=Preliminary data.

October 2023 ISLAND HIGHLIGHTS (2023 vs. 2019)

	2023P	2019	% change	2023P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,507.6	1,325.1	13.8	17,294.5	14,627.2	18.2
Total by air	1,493.4	1,317.0	13.4	17,237.0	14,579.2	18.2
O'ahu	673.3	603.8	11.5	7,473.5	6,717.1	11.3
Maui	326.2	379.8	-14.1	4,872.7	4,237.0	15.0
Moloka'i	3.4	3.9	-11.6	36.7	28.8	27.5
Lāna'i	11.2	10.6	5.7	128.4	105.6	21.6
Kaua'i	233.2	141.9	64.3	2,282.4	1,597.9	42.8
Hawai'i Island	246.1	177.0	39.1	2,443.3	1,892.8	29.1
Visitor arrivals by cruise ships	14.1	8.1	73.4	57.5	48.0	19.8
TOTAL VISITOR DAYS	6,236,286	6,668,887	-6.5	71,868,040	74,815,934	-3.9
Total by air	6,088,037	6,577,024	-7.4	71,248,397	74,277,794	-4.1
O'ahu	3,084,376	3,029,170	1.8	33,612,023	34,853,464	-3.6
Maui	1,101,309	1,848,214	-40.4	16,887,168	20,027,953	-15.7
Moloka'i	17,993	24,686	-27.1	207,328	227,021	-8.7
Lāna'i	17,520	19,987	-12.3	213,827	220,912	-3.2
Kaua'i	820,540	723,468	13.4	8,840,250	8,393,962	5.3
Hawai'i Island	1,046,300	931,498	12.3	11,487,801	10,554,482	8.8
Visitor arrivals by cruise ships	148,249	91,863	61.4	619,644	538,140	15.1
VISITOR ARRIVALS	734,582	796,191	-7.7	8,052,455	8,625,156	-6.6
Total by air	700,293	775,675	-9.7	7,922,560	8,509,490	-6.9
O'ahu	448,096	469,339	-4.5	4,660,562	5,127,219	-9.1
Maui	132,909	238,043	-44.2	2,118,827	2,552,155	-17.0
Moloka'i	2,901	4,314	-32.8	37,164	52,400	-29.1
Lāna'i	3,855	6,439	-40.1	57,914	71,731	-19.3
Kaua'i	109,337	102,662	6.5	1,189,658	1,141,889	4.2
Hawai'i Island	133,081	130,336	2.1	1,467,919	1,454,279	0.9
Visitor arrivals by cruise ships	34,290	20,516	67.1	129,895	115,666	12.3
AVERAGE DAILY CENSUS	201,171	215,125	-6.5	236,408	246,105	-3.9
Total by air	196,388	212,162	-7.4	234,370	244,335	-4.1
O'ahu	99,496	97,715	1.8	110,566	114,650	-3.6
Maui	35,526	59,620	-40.4	55,550	65,881	-15.7
Moloka'i	580	796	-27.1	682	747	-8.7
Lāna'i	565	645	-12.3	703	727	-3.2
Kaua'i	26,469	23,338	13.4	29,080	27,612	5.3
Hawai'i Island	33,752	30,048	12.3	37,789	34,719	8.8
Visitor arrivals by cruise ships	4,782	2,963	61.4	2,038	1,770	15.1
AVERAGE LENGTH OF STAY	8.49	8.38	1.4	8.92	8.67	2.9
Total by air	8.69	8.48	2.5	8.99	8.73	3.0
O'ahu	6.88	6.45	6.6	7.21	6.80	6.1
Maui	8.29	7.76	6.7	7.97	7.85	1.6
Moloka'i	6.20	5.72	8.4	5.58	4.33	28.8
Lāna'i	4.54	3.10	46.4	3.69	3.08	19.9
Kaua'i	7.50	7.05	6.5	7.43	7.35	1.1
Hawai'i Island	7.86	7.15	10.0	7.83	7.26	7.8
Visitor arrivals by cruise ships	4.32	4.48	-3.4	4.77	4.65	2.5
PER PERSON PER DAY SPENDING (\$)	241.7	198.7	21.7	240.6	195.5	23.1
Total by air	245.3	200.2	22.5	241.9	196.3	23.3
O'ahu	218.3	199.3	9.5	222.3	192.7	15.4
Maui	296.2	205.5	44.1	288.5	211.6	36.4
Moloka'i	191.2	157.6	21.3	177.1	126.9	39.6
Lāna'i	638.3	529.1	20.6	600.3	478.0	25.6
Kaua'i	284.2	196.2	44.9	258.2	190.4	35.6
Hawai'i Island	235.2	190.0	23.8	212.7	179.3	18.6
Visitor arrivals by cruise ships	95.3	88.7	7.4	92.8	89.2	4.1
PER PERSON PER TRIP SPENDING (\$)	2,052.3	1,664.3	23.3	2,147.7	1,695.9	26.6
Total by air	2,132.6	1,697.8	25.6	2,175.7	1,713.3	27.0
O'ahu	1,502.5	1,286.5	16.8	1,603.6	1,310.1	22.4
Maui	2,454.1	1,595.6	53.8	2,299.7	1,660.2	38.5
Moloka'i	1,185.6	901.9	31.5	988.2	549.7	79.8
Lāna'i	2,900.8	1,642.5	76.6	2,216.5	1,472.2	50.6
Kaua'i	2,133.0	1,382.3	54.3	1,918.6	1,399.4	37.1
Hawai'i Island	1,849.5	1,357.9	36.2	1,664.5	1,301.5	27.9
Visitor arrivals by cruise ships	412.0	397.1	3.7	442.8	415.0	6.7

P=Preliminary data.