



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 November 2023 Quick Facts^{1/}

Visitor Expenditures:	\$14.52 billion
Primary Purpose of Stay:	Pleasure (5,585,096) vs. MCI (273,624)
Average Length of Stay:	8.88 days
First Time Visitors:	27.0%
Repeat Visitors:	73.0%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023 Annual Forecast*	YTD Nov. 2023P	YTD Nov. 2022	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,850.5	14,519.4	14,703.5	-1.3%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	65,928,078	60,339,926	63,543,074	-5.0%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,400,510	6,792,510	7,070,795	-3.9%
Average Daily Census	169,279	60,106	167,807	191,552	180,625	180,658	190,249	-5.0%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	240.4	240.6	231.4	4.0%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,141.8	2,137.6	2,079.5	2.8%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.91	8.88	8.99	-1.2%

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 4, 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 Nov. 2023P	YTD Nov. 2022	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,598.1	8,793.7	9,160.6	-4.0%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,342,859	38,767,016	41,447,788	-6.5%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	4,981,513	4,574,590	4,830,023	-5.3%
Average Daily Census	108,911	38,038	112,055	124,582	116,008	116,069	124,095	-6.5%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	226.7	226.8	221.0	2.6%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,926.7	1,922.3	1,896.6	1.4%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.50	8.47	8.58	-1.2%

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 4, 2023).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023 Annual Forecast*	YTD Nov. 2023P	YTD Nov. 2022	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,252.4	5,725.7	5,542.9	3.3%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,585,219	21,572,911	22,095,286	-2.4%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,418,997	2,217,921	2,240,772	-1.0%
Average Daily Census	60,367	22,068	55,753	66,970	64,617	64,590	66,154	-2.4%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	265.1	265.4	250.9	5.8%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,584.7	2,581.6	2,473.7	4.4%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.75	9.73	9.86	-1.4%

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 4, 2023).

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Market Summary

U.S. West

- In the first 11 months of 2023, there were 4,574,590 visitors from the U.S. West, compared to 4,830,023 visitors (-5.3%) in the first 11 months of 2022 and 4,176,799 visitors (+9.5%) in the first 11 months of 2019, prior to the COVID-19 pandemic.
- U.S. West visitors spent \$8.80 billion in the first 11 months of 2023, compared to \$9.16 billion (-4.0%) in the first 11 months of 2022 and \$6.25 billion (+40.6%) in the first 11 months of 2019. The average daily visitor spending in the first 11 months of 2023 was \$227 per person, a moderate increase from \$221 per person (+2.6%) in the first 11 months of 2022 but up considerably from \$174 per person (+30.1%) in the first 11 months of 2019.
- There were 41,959 scheduled flights with 8,667,216 seats from the U.S. West in the first 11 months of 2023, compared to 44,981 flights (-6.7%) with 8,990,091 seats (-3.6%) in the first 11 months of 2022, and 38,843 flights (+8.0%) with 7,783,245 seats (+11.4%) in the first 11 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 11 months of 2023, 2,217,921 visitors arrived from the U.S. East, compared to 2,240,772 visitors (-1.0%) in the first 11 months of 2022 and 2,061,163 visitors (+7.6%) in the first 11 months of 2019.
- U.S. East visitors spent \$5.73 billion in the first 11 months of 2023, compared to \$5.54 billion (+3.3%) in the first 11 months of 2022 and \$4.20 billion (+36.5%) in the first 11 months of 2019. Daily visitor spending in the first 11 months of 2023 increased to \$265 per person, compared to \$251 per person (+5.8%) in the first 11 months of 2022 and \$212 per person (+25.2%) in the first 11 months of 2019.
- There were 4,121 scheduled flights with 1,127,574 seats from the U.S. East in the first 11 months of 2023, compared to 4,090 flights (+0.8%) with 1,132,891 seats (-0.5%) in the first 11 months of 2022, and 3,716 flights (+10.9%) with 1,065,284 seats (+5.8%) in the first 11 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

- Real gross domestic product (GDP) increased at an annual rate of 5.2 percent in the third quarter of 2023. In the second quarter of 2023, real GDP rose 2.1 percent. The growth in the third quarter primarily reflected increases in consumer spending and inventory investment.
- The Conference Board Consumer Confidence Index in November 2023 increased to 102.0 (1985=100), from 99.1 in October 2023. The *Present Situation Index*—based on consumers' assessment of current business and labor market conditions—decreased slightly to 138.2 (1985=100), from 138.6. The *Expectations Index*—based on consumers' short-term outlook for income, business, and labor market conditions—rose to 77.8 (1985=100) in November 2023, up from 72.7 in October 2023.
- The COVID-19 pandemic has critically impacted the travel industry, with restrictions, lockdowns, and safety concerns leading to a drastic decline in travel worldwide in the last three years. As we navigate the road to recovery, the U.S. Travel Association has provided an optimistic outlook for the future of domestic leisure travel in the United States. According to their research, it is expected that domestic leisure travel will return to pre-pandemic trends by 2024.
- The forecast for domestic scheduled nonstop air seats to Hawai'i during the November 2023 – January 2024 period will decrease 4.5 percent compared to the same period in 2023 and 2024, respectively. This projection is based on flights appearing in Diio Mi. A small decrease in flights is expected from U.S. West (-2.3%) with a more significant decrease in U.S. East (-17.5%). In the aftermath of the wildfires on Maui, amplifies the immediate reduction in non-stop transpacific seats directly into OGG.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,581,856	3,485,250	2.8%
Maui County	2,488,629	672,005	2,239,395	2,559,232	1,962,237	2,341,174	-16.2%
Maui	2,449,124	659,185	2,204,165	2,517,446	1,926,549	2,303,274	-16.4%
Moloka'i	42,603	12,231	24,316	34,943	30,090	31,625	-4.9%
Lāna'i	59,810	14,527	45,369	55,776	45,801	51,141	-10.4%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,141,698	1,102,160	3.6%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,333,277	1,307,851	1.9%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,236,057	2,211,754	1.1%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,268,406	1,545,787	-17.9%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,245,845	1,521,005	-18.1%
Moloka'i	25,823	7,423	15,779	22,077	17,662	20,032	-11.8%
Lāna'i	31,672	7,968	26,221	31,446	24,819	28,859	-14.0%
Kaua'i	730,725	179,451	540,578	810,540	741,686	741,576	0.0%
Island of Hawai'i	786,520	244,963	763,139	922,666	844,863	841,250	0.4%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,345,799	1,273,496	5.7%
Maui County	847,188	233,393	693,244	876,274	693,831	795,386	-12.8%
Maui	832,911	228,925	681,140	861,746	680,703	782,269	-13.0%
Moloka'i	16,780	4,808	8,536	12,867	12,428	11,593	7.2%
Lāna'i	28,138	6,559	19,148	24,331	20,982	22,282	-5.8%
Kaua'i	404,948	101,006	244,504	396,806	400,012	360,584	10.9%
Island of Hawai'i	464,651	134,191	374,017	515,089	488,414	466,601	4.7%

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	2,426,254	2,266,690	9,483,838	2,468,737	2,545,146	2,511,865	2,287,764	9,813,512	-4.7	-4.2	-3.4	-0.9	-3.4
Anchorage	40,241	15,550	16,072	21,953	93,816	29,271	10,815	0	8,876	48,962	37.5	43.8	NA	147.3	91.6
Denver	106,379	106,717	90,938	103,972	408,006	94,617	81,399	92,495	101,582	370,093	12.4	31.1	-1.7	2.4	10.2
Everett				7,972	7,972									NA	NA
Las Vegas	156,529	178,363	169,010	161,754	665,656	147,663	144,026	169,915	148,061	609,665	6.0	23.8	-0.5	9.2	9.2
Long Beach	51,919	59,836	60,739	45,598	218,092	65,331	65,681	61,131	49,203	241,346	-20.5	-8.9	-0.6	-7.3	-9.6
Los Angeles	594,273	629,791	642,556	559,705	2,426,325	668,218	698,005	699,267	617,925	2,683,415	-11.1	-9.8	-8.1	-9.4	-9.6
Oakland	145,796	151,933	141,893	129,917	569,539	154,952	160,601	155,393	145,705	616,651	-5.9	-5.4	-8.7	-10.8	-7.6
Ontario	17,010	16,821	17,388	17,199	68,418	16,821	17,199	17,199	17,388	68,607	1.1	-2.2	1.1	-1.1	-0.3
Phoenix	157,481	140,002	128,728	149,192	575,403	173,150	162,392	151,485	151,715	638,742	-9.0	-13.8	-15.0	-1.7	-9.9
Portland	96,978	90,814	86,620	89,543	363,955	92,407	92,394	72,170	76,425	333,396	4.9	-1.7	20.0	17.2	9.2
Sacramento	61,149	72,963	70,161	61,761	266,034	78,066	88,011	72,754	57,403	296,234	-21.7	-17.1	-3.6	7.6	-10.2
Salt Lake City	40,050	18,583	19,457	23,206	101,296	45,969	28,848	22,621	23,767	121,205	-12.9	-35.6	-14.0	-2.4	-16.4
San Diego	114,201	129,906	133,769	128,813	506,689	156,957	154,184	129,243	122,953	563,337	-27.2	-15.7	3.5	4.8	-10.1
San Francisco	305,290	336,544	349,418	307,925	1,299,177	310,947	362,941	390,053	324,659	1,388,600	-1.8	-7.3	-10.4	-5.2	-6.4
San Jose	154,720	179,983	174,513	129,361	638,577	132,756	177,480	182,555	162,118	654,909	16.5	1.4	-4.4	-20.2	-2.5
Santa Ana	1,008				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	324,992	328,819	1,273,875	290,524	289,830	287,142	278,220	1,145,716	7.0	6.7	13.2	18.2	11.2

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	11,745	10,962	45,908	12,375	12,884	12,480	11,160	48,899	-8.8	-7.5	-5.9	-1.8	-6.1
Anchorage	236	88	92	126	542	178	63	0	52	293	32.6	39.7	NA	142.3	85.0
Denver	371	403	365	391	1,530	444	360	365	383	1,552	-16.4	11.9	0.0	2.1	-1.4
Everett				45	45									NA	NA
Las Vegas	740	871	813	764	3,188	696	678	825	696	2,895	6.3	28.5	-1.5	9.8	10.1
Long Beach	283	330	333	248	1,194	359	361	335	267	1,322	-21.2	-8.6	-0.6	-7.1	-9.7
Los Angeles	2,740	2,976	3,006	2,592	11,314	3,227	3,412	3,396	2,912	12,947	-15.1	-12.8	-11.5	-11.0	-12.6
Oakland	798	804	752	696	3,050	864	895	863	811	3,433	-7.6	-10.2	-12.9	-14.2	-11.2
Ontario	90	89	92	91	362	89	91	91	92	363	1.1	-2.2	1.1	-1.1	-0.3
Phoenix	707	693	638	730	2,768	837	815	754	731	3,137	-15.5	-15.0	-15.4	-0.1	-11.8
Portland	503	464	431	450	1,848	506	481	369	411	1,767	-0.6	-3.5	16.8	9.5	4.6
Sacramento	290	357	340	292	1,279	386	428	347	277	1,438	-24.9	-16.6	-2.0	5.4	-11.1
Salt Lake City	165	88	92	106	451	159	123	92	102	476	3.8	-28.5	0.0	3.9	-5.3
San Diego	616	708	707	679	2,710	860	848	708	669	3,085	-28.4	-16.5	-0.1	1.5	-12.2
San Francisco	1,263	1,398	1,399	1,277	5,337	1,446	1,713	1,724	1,367	6,250	-12.7	-18.4	-18.9	-6.6	-14.6
San Jose	878	1,019	982	726	3,605	753	1,018	1,044	927	3,742	16.6	0.1	-5.9	-21.7	-3.7
Santa Ana	8				8	88	90	67	14	259	-90.9	-100.0	-100.0	-100.0	-96.9
Seattle	1,594	1,631	1,703	1,749	6,677	1,483	1,508	1,500	1,449	5,940	7.5	8.2	13.5	20.7	12.4

Source: DBEDT analysis from Diio Mi flight schedules as of November 22, 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	270,915	290,717	1,235,696	324,177	300,088	312,676	326,026	1,262,967	19.9	-4.9	-13.4	-10.8	-2.2
Atlanta	53,013	25,611	26,016	25,745	130,385	25,281	23,253	23,097	38,513	110,144	109.7	10.1	12.6	-33.2	18.4
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	0	0	0	546	0	0	0	546	-100.0	0	0	0	-100.0
Chicago	47,352	42,864	37,200	34,359	161,775	51,047	55,414	54,165	50,364	210,990	-7.2	-22.6	-31.3	-31.8	-23.3
Dallas	98,502	58,461	66,021	61,662	284,646	98,625	92,709	86,145	91,956	369,435	-0.1	-36.9	-23.4	-32.9	-23.0
Detroit	29,832	16,988	14,718	18,215	79,753	0	0	0	9,453	9,453	NA	NA	NA	92.7	743.7
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	19,505	78,126	26,370	17,527	17,328	17,176	78,401	-25.1	10.7	12.2	13.6	-0.4
New York JFK	43,565	39,027	38,477	44,622	165,691	24,464	25,298	25,576	28,741	104,079	78.1	54.3	50.4	55.3	59.2
Newark	24,046	19,461	2,541	21,355	67,403	27,038	17,521	29,669	25,719	99,947	-11.1	11.1	-91.4	-17.0	-32.6
Orlando	0	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	1,002	1,102	4,536	1,193	1,073	1,127	1,172	4,565	15.9	-2.2	-11.1	-6.0	-0.6
Atlanta	170	89	92	92	443	90	91	91	130	402	88.9	-2.2	1.1	-29.2	10.2
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	125	113	550	188	174	187	174	723	-12.8	-14.9	-33.2	-35.1	-23.9
Dallas	354	215	249	247	1,065	347	329	309	327	1,312	2.0	-34.7	-19.4	-24.5	-18.8
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	90	361	90	67	66	76	299	-1.1	34.3	39.4	18.4	20.7
New York JFK	172	155	154	174	655	88	91	92	107	378	95.5	70.3	67.4	62.6	73.3
Newark	104	82	11	93	290	123	77	123	111	434	-15.4	6.5	-91.1	-16.2	-33.2
Orlando	0	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 November 22, 2023, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
U.S. TOTAL (by Air)							
Group vs True Independent (Net)							
Group Tour	143,078	NA	79,289	147,785	145,738	135,986	7.2%
True Independent (Net)	5,674,869	NA	5,535,997	6,598,951	5,791,517	6,004,882	-3.6%
Leisure vs Business							
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	5,585,096	5,982,691	-6.6%
MCI (Net)	293,659	93,411	91,854	253,640	273,624	241,006	13.5%
Convention/Conf.	171,970	60,311	41,590	138,892	169,628	131,352	29.1%
Corp. Meetings	72,478	20,111	26,955	66,531	64,426	63,069	2.2%
Incentive	59,031	15,943	26,694	57,383	49,001	55,457	-11.6%

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 Nov. 2023P	YTD Nov. 2022	% Change
Group vs True Independent (Net)							
Group Tour	67,037	NA	43,863	73,810	72,402	67,910	6.6%
True Independent (Net)	3,836,896	NA	3,856,005	4,550,938	3,953,565	4,151,738	-4.8%
Leisure vs Business							
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	3,822,853	4,145,106	-7.8%
MCI (Net)	154,692	47,904	52,735	135,008	143,104	128,709	11.2%
Convention/Conf.	91,100	29,902	25,344	76,534	90,109	73,014	23.4%
Corp. Meetings	42,499	11,246	16,185	36,841	35,664	34,877	2.3%
Incentive	25,831	8,146	12,917	25,726	21,669	24,780	-12.6%

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 Nov. 2023P	YTD Nov. 2022	% Change
Group vs True Independent (Net)							
Group Tour	76,041	NA	35,426	73,975	73,336	68,076	7.7%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	1,837,952	1,853,144	-0.8%
Leisure vs Business							
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,762,243	1,837,584	-4.1%
MCI (Net)	138,967	45,507	39,120	118,632	130,519	112,297	16.2%
Convention/Conf.	80,869	30,409	16,246	62,358	79,519	58,339	36.3%
Corp. Meetings	29,980	8,866	10,770	29,690	28,762	28,192	2.0%
Incentive	33,199	7,797	13,776	31,656	27,333	30,677	-10.9%

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 Nov. 2023P	YTD Nov. 2022	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	27.0	28.2	-1.2
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.0	71.8	1.2

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.7	21.0	-1.3
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.3	79.0	1.3

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	42.0	43.6	-1.6
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.0	56.4	1.6

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,684.25	1,716.28	-1.9%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,020.07	1,069.27	-4.6%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD Nov. 2023P	YTD Nov. 2022	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	664.18	647.00	2.7%

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