



# 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 December 2023 Quick Facts<sup>1/</sup>

Visitor Expenditures:	\$15.94 billion
Primary Purpose of Stay:	Pleasure (6,101,653) vs. MCI (284,944)
Average Length of Stay:	8.92 days
First Time Visitors:	26.5%
Repeat Visitors:	73.5%

## U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023 Annual Forecast*	YTD Dec. 2023P	YTD Dec. 2022	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,850.5	15,943.2	16,250.3	-1.9%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	65,928,078	66,275,818	69,916,446	-5.2%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,400,510	7,426,047	7,746,478	-4.1%
Average Daily Census	169,279	60,106	167,807	191,552	180,625	181,578	191,552	-5.2%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	240.4	240.6	232.4	3.5%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,141.8	2,146.9	2,097.8	2.3%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.91	8.92	9.03	-1.1%

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).

<sup>1/</sup> 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 Dec. 2023P	YTD Dec. 2022	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,598.1	9,644.3	10,086.9	-4.4%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,342,859	42,552,136	45,472,465	-6.4%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	4,981,513	4,998,895	5,277,349	-5.3%
Average Daily Census	108,911	38,038	112,055	124,582	116,008	116,581	124,582	-6.4%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	226.7	226.6	221.8	2.2%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,926.7	1,929.3	1,911.4	0.9%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.50	8.51	8.62	-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 Dec. 2023P	YTD Dec. 2022	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,252.4	6,298.9	6,163.4	2.2%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,585,219	23,723,683	24,443,981	-2.9%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,418,997	2,427,152	2,469,128	-1.7%
Average Daily Census	60,367	22,068	55,753	66,970	64,617	64,996	66,970	-2.9%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	265.1	265.5	252.1	5.3%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,584.7	2,595.2	2,496.2	4.0%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.75	9.77	9.90	-1.3%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

\*Dept. of Business, Economic Development & Tourism (DBEDT) 2023 annual forecast (Quarter 4, 2023).

## Contact Information

**Hawai'i Tourism Authority:** 'Iwalani Kūali'i Kaho'ohanohano, Senior Brand Manager  
 Tel: (808) 973-2271  
[iwalani@gohta.net](mailto:iwalani@gohta.net)

**Hawai'i Tourism United States:** Jay Talwar, Senior Vice President & Chief Marketing Officer  
 Hawai'i Visitors & Convention Bureau  
 2270 Kalākaua Avenue, Suite 801  
 Honolulu, Hawai'i 96815  
 Telephone: (808) 924-0220  
[jtalwar@hvcb.org](mailto:jtalwar@hvcb.org)

## Market Summary

---

### U.S. West

- For all of 2023, there were 4,998,895 visitors from the U.S. West, compared to 5,277,349 visitors (-5.3%) in 2022 and 4,595,319 visitors (+8.8%) in 2019, prior to the COVID-19 pandemic.
- U.S. West visitors spent \$9.64 billion in 2023, compared to \$10.09 billion (-4.4%) in 2022 and \$6.95 billion (+38.7%) in 2019. The average daily visitor spending in 2023 was \$227 per person, a moderate increase from \$222 per person (+2.2%) in 2022, but up significantly from \$175 per person (+29.6%) in 2019.
- There were 45,706 scheduled flights with 9,438,011 seats from the U.S. West in 2023, compared to 48,899 flights (-6.5%) with 9,813,512 seats (-3.8%) in 2022, and 42,760 flights (+6.9%) with 8,564,295 seats (+10.2%) in 2019.
- In 2022, there were 5,277,349 visitors from the U.S. West compared to 4,473,588 visitors in 2021, 1,311,176 visitors in 2020 and 4,595,319 visitors in 2019. Total visitor spending was \$10.09 billion in 2022 compared to \$7.99 billion in 2021 and \$6.95 billion (+45.1%) in 2019.
- In 2022, there were 48,899 scheduled flights with 9,813,512 seats from the U.S. West. In 2021, there were 45,246 scheduled flights with 8,989,207 seats, more than doubled 2020 levels. Air service from routes that were suspended or scaled back in 2020 due to the pandemic resumed by early 2021. New service from Ontario, California (began in March 2021) and Santa Ana, California (began in May 2021) also contributed to the growth in air capacity between 2021 and 2020. There were 42,760 flights with 8,564,295 seats in 2019.

### U.S. East

- For all of 2023, 2,427,152 visitors arrived from the U.S. East, compared to 2,469,128 visitors (-1.7%) in 2022 and 2,276,520 visitors (+6.6%) in 2019.
- U.S. East visitors spent \$6.30 billion in 2023, compared to \$6.16 billion (+2.2%) in 2022 and \$4.68 billion (+34.5%) in 2019. Daily visitor spending in 2023 increased to \$266 per person, compared to \$252 per person (+5.3%) in 2022 and \$213 per person (+24.9%) in 2019.
- There were 4,498 scheduled flights with 1,225,721 seats from the U.S. East in 2023, compared to 4,565 flights (-1.5%) with 1,262,967 seats (-2.9%) in 2022, and 4,129 flights (+8.9%) with 1,182,495 seats (+3.7%) in 2019.
- In 2022, there were 2,469,128 visitors from the U.S. East compared to 1,995,311 visitors in 2021, 676,150 visitors in 2020 and 2,276,520 visitors in 2019. Total visitor spending was \$6.16 billion in 2022 compared to \$4.32 billion in 2021 and \$4.68 billion (+45.1%) in 2019.
- In 2022, there were 4,565 scheduled flights with 1,262,967 seats from the U.S. East. In 2021, there were 4,696 scheduled flights with 1,249,514 seats, significantly more than in 2020. Air service from routes that were suspended due to the pandemic restarted in 2021. In addition, there were new service from Austin, Texas (began in April 2021), Charlotte North Carolina (began in May 2021), and Orlando Florida (began in March 2021). 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 4.9 percent in the third quarter of 2023, according to the Bureau of Economic Analysis. In the second quarter of 2023, real GDP increased 2.1 percent. The growth in real GDP reflected increases in consumer spending, private inventory investment, exports, state and local government spending, federal government spending, residential fixed investment, and nonresidential fixed investment.
- The Conference Board Consumer Confidence Index increased in December 2023 to 110.7 (1985=100), up from 101.0 in November 2023. The Present Situation Index – based on consumers’ assessment of current business and labor market conditions – rose to 148.5 (1985=100) from 136.5 last month. The Expectations Index – based on consumers’ short-term outlook for income, business, and labor market conditions – leaped to 85.6 (1985=100) in December 2023, up from 77.4 in November. This sharp increase brings expectations back to the levels of optimism last seen in July 2023.
- Driven by the popularity of international destinations, the average number of annual leisure trips per traveler grew by 4 percent from November 2022 to October 2023. During the same period, international travel has grown by about 10 percent. The survey results also show strong growth for leisure travel next year. In 2024, the vast majority of leisure travelers plan to travel the same or more, with people under 35 most likely to increase their activity. When it comes to the business of leisure trips that they have planned for next year, travelers over age 55 will be visiting Europe and the United Kingdom, while those under age 35 are more interested in Mexico and Central and South America. Both groups also express a strong preference for destinations in the Caribbean and Hawai‘i. In addition, the survey found significant differences in travel preferences across age groups. Analysis of Internova booking data found that while older travelers are more likely to book premium seats and luxury hotels, young travelers will often fly economy to their destination and splurge on luxury hotels.
- The forecast for domestic scheduled nonstop air seats to Hawai‘i during January – March 2024 will increase 5.0 percent compared to the same period in 2023. This projection is based on flights appearing in Diio Mi. A small decrease in flights is expected from U.S. West (-3.2%) with a more significant decrease in U.S. East (-15.4%). 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 Dec. 2023P	YTD Dec. 2022	% Change
O‘ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,210	3,833,641	2.3%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,127,346	2,559,232	-16.9%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,088,387	2,517,446	-17.0%
Molokai	42,603	12,231	24,316	34,943	32,793	34,943	-6.2%
Lāna‘i	59,810	14,527	45,369	55,776	49,402	55,776	-11.4%
Kaua‘i	1,135,672	280,457	785,082	1,207,346	1,247,717	1,207,346	3.3%
Island of Hawai‘i	1,251,171	379,153	1,137,156	1,437,755	1,469,895	1,437,755	2.2%

## U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,549	2,426,014	0.9%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,376,606	1,682,959	-18.2%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,351,946	1,655,700	-18.3%
Molokai	25,823	7,423	15,779	22,077	19,302	22,077	-12.6%
Lāna'i	31,672	7,968	26,221	31,446	26,895	31,446	-14.5%
Kauai	730,725	179,451	540,578	810,540	810,038	810,540	-0.1%
Island of Hawai'i	786,520	244,963	763,139	922,666	932,291	922,666	1.0%

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,661	1,407,627	4.8%
Maui County	847,188	233,393	693,244	876,274	750,740	876,274	-14.3%
Maui	832,911	228,925	681,140	861,746	736,440	861,746	-14.5%
Molokai	16,780	4,808	8,536	12,867	13,491	12,867	4.9%
Lāna'i	28,138	6,559	19,148	24,331	22,507	24,331	-7.5%
Kauai	404,948	101,006	244,504	396,806	437,679	396,806	10.3%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,604	515,089	4.4%

## Airlift: Scheduled Seats and Flights

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US WEST</b>	<b>2,277,827</b>	<b>2,403,101</b>	<b>2,501,656</b>	<b>2,000,611</b>	<b>9,183,195</b>	<b>2,353,792</b>	<b>2,437,102</b>	<b>2,426,254</b>	<b>2,220,863</b>	<b>9,438,011</b>	<b>-3.2</b>	<b>-1.4</b>	<b>3.1</b>	<b>-9.9</b>	<b>-2.7</b>
Anchorage	34,109	15,610	15,732	14,877	80,328	40,241	15,550	16,072	21,794	93,657	-15.2	0.4	-2.1	-31.7	-14.2
Denver	131,000	138,268	126,876	120,020	516,164	106,379	106,717	90,938	102,352	406,386	23.1	29.6	39.5	17.3	27.0
Everett	16,103	8,010		13,509	37,622	0	0		7,972	7,972	NA	NA		69.5	371.9
Las Vegas	156,925	178,287	163,538	91,346	590,096	156,529	178,363	169,010	158,057	661,959	0.3	0.0	-3.2	-42.2	-10.9
Long Beach	37,982	51,898	52,626	35,126	177,632	51,919	59,836	60,739	45,234	217,728	-26.8	-13.3	-13.4	-22.3	-18.4
Los Angeles	526,671	621,608	678,498	566,647	2,393,424	594,273	629,791	642,556	547,674	2,414,294	-11.4	-1.3	5.6	3.5	-0.9
Oakland	143,024	136,941	148,764	54,264	482,993	145,796	151,933	141,893	127,813	567,435	-1.9	-9.9	4.8	-57.5	-14.9
Ontario	17,199	17,199	17,388	17,388	69,174	17,010	16,821	17,388	17,010	68,229	1.1	2.2	0.0	2.2	1.4
Phoenix	167,759	153,269	143,672	111,104	575,804	157,481	140,002	128,728	146,832	573,043	6.5	9.5	11.6	-24.3	0.5
Portland	97,211	73,876	90,160	84,127	345,374	96,978	90,814	86,620	88,064	362,476	0.2	-18.7	4.1	-4.5	-4.7
Sacramento	63,147	78,848	83,255	52,514	277,764	61,149	72,963	70,161	59,537	263,810	3.3	8.1	18.7	-11.8	5.3
Salt Lake City	40,417	30,442	38,180	38,180	147,219	40,050	18,583	19,457	22,679	100,769	0.9	63.8	96.2	68.3	46.1
San Diego	119,781	135,539	139,486	96,752	491,558	114,201	129,906	133,769	128,923	506,799	4.9	4.3	4.3	-25.0	-3.0
San Francisco	288,500	317,365	329,523	307,295	1,242,683	305,290	336,544	349,418	299,544	1,290,796	-5.5	-5.7	-5.7	2.6	-3.7
San Jose	107,611	117,987	133,484	83,349	442,431	154,720	179,983	174,513	128,427	637,643	-30.4	-34.4	-23.5	-35.1	-30.6
Santa Ana	0				0	1,008				1,008	-100.0				-100.0
Seattle	330,388	327,954	340,474	314,113	1,312,929	310,768	309,296	324,992	318,951	1,264,007	6.3	6.0	4.8	-1.5	3.9

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US WEST</b>	<b>10,913</b>	<b>11,620</b>	<b>12,328</b>	<b>9,452</b>	<b>44,313</b>	<b>11,282</b>	<b>11,919</b>	<b>11,745</b>	<b>10,760</b>	<b>45,706</b>	<b>-3.3</b>	<b>-2.5</b>	<b>5.0</b>	<b>-12.2</b>	<b>-3.0</b>
Anchorage	196	91	92	87	466	236	88	92	125	541	-16.9	3.4	0.0	-30.4	-13.9
Denver	426	494	472	401	1,793	371	403	365	385	1,524	14.8	22.6	29.3	4.2	17.7
Everett	91	45		79	215	0	0		45	45	NA	NA		75.6	377.8
Las Vegas	747	852	780	361	2,740	740	871	813	749	3,173	0.9	-2.2	-4.1	-51.8	-13.6
Long Beach	208	282	286	186	962	283	330	333	246	1,192	-26.5	-14.5	-14.1	-24.4	-19.3
Los Angeles	2,397	2,861	3,193	2,610	11,061	2,740	2,976	3,006	2,539	11,261	-12.5	-3.9	6.2	2.8	-1.8
Oakland	784	765	828	288	2,665	798	804	752	687	3,041	-1.8	-4.9	10.1	-58.1	-12.4
Ontario	91	91	92	92	366	90	89	92	90	361	1.1	2.2	0.0	2.2	1.4
Phoenix	823	765	714	516	2,818	707	693	638	719	2,757	16.4	10.4	11.9	-28.2	2.2
Portland	496	363	460	425	1,744	503	464	431	444	1,842	-1.4	-21.8	6.7	-4.3	-5.3
Sacramento	300	401	444	278	1,423	290	357	340	284	1,271	3.4	12.3	30.6	-2.1	12.0
Salt Lake City	182	144	184	184	694	165	88	92	104	449	10.3	63.6	100.0	76.9	54.6
San Diego	626	745	786	504	2,661	616	708	707	683	2,714	1.6	5.2	11.2	-26.2	-2.0
San Francisco	1,230	1,340	1,411	1,299	5,280	1,263	1,398	1,399	1,240	5,300	-2.6	-4.1	0.9	4.8	-0.4
San Jose	603	664	760	471	2,498	878	1,019	982	721	3,600	-31.3	-34.8	-22.6	-34.7	-30.6
Santa Ana	0				0	8				8	-100.0				-100.0
Seattle	1,713	1,717	1,826	1,671	6,927	1,594	1,631	1,703	1,699	6,627	7.5	5.3	7.2	-1.6	4.5

Source: DBEDT analysis from Diio Mi flight schedules as of January 25, 2024, subject to change.

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US EAST</b>	<b>328,771</b>	<b>287,371</b>	<b>279,616</b>	<b>287,821</b>	<b>1,183,579</b>	<b>388,562</b>	<b>285,502</b>	<b>270,915</b>	<b>280,742</b>	<b>1,225,721</b>	<b>-15.4</b>	<b>0.7</b>	<b>3.2</b>	<b>2.5</b>	<b>-3.4</b>
Atlanta	25,662	25,662	25,944	22,248	99,516	53,013	25,611	26,016	24,053	128,693	-51.6	0.2	-0.3	-7.5	-22.7
Austin	10,286	12,510	13,900	10,842	47,538	10,842	12,232	12,788	10,842	46,704	-5.1	2.3	8.7	0.0	1.8
Boston	14,456	16,124	16,124	14,734	61,438	14,734	15,568	16,958	13,622	60,882	-1.9	3.6	-4.9	8.2	0.9
Chicago	48,378	34,284	32,415	38,004	153,081	47,352	42,864	37,200	33,723	161,139	2.2	-20.0	-12.9	12.7	-5.0
Dallas	68,136	56,862	58,266	61,203	244,467	98,502	58,461	66,021	60,858	283,842	-30.8	-2.7	-11.7	0.6	-13.9
Detroit	25603	20184	19872	20532	86,191	29832	16988	14718	17050	78,588	-14.2	18.8	35.0	20.4	9.7
Houston	33,124	48,412	44,772	33,488	159,796	32,032	32,760	33,488	32,760	131,040	3.4	47.8	33.7	2.2	21.9
Minneapolis	19,736	19,656	19,872	19,872	79,136	19,764	19,410	19,447	19,289	77,910	-0.1	1.3	2.2	3.0	1.6
New York JFK	46,956	45,130	45,448	46,108	183,642	43,565	39,027	38,477	41,646	162,715	7.8	15.6	18.1	10.7	12.9
Newark	21,188	3,003	0	15,246	39,437	24,046	19,461	2,541	20,431	66,479	-11.9	-84.6	-100.0	-25.4	-40.7
Washington D.C.	15,246	5,544	3,003	5,544	29,337	14,880	3,120	3,261	6,468	27,729	2.5	77.7	-7.9	-14.3	5.8

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US EAST</b>	<b>1,236</b>	<b>1,084</b>	<b>1,058</b>	<b>1,112</b>	<b>4,490</b>	<b>1,383</b>	<b>1,049</b>	<b>1,002</b>	<b>1,064</b>	<b>4,498</b>	<b>-10.6</b>	<b>3.3</b>	<b>5.6</b>	<b>4.5</b>	<b>-0.2</b>
Atlanta	91	91	92	92	366	170	89	92	86	437	-46.5	2.2	0.0	7.0	-16.2
Austin	37	45	50	39	171	39	44	46	39	168	-5.1	2.3	8.7	0.0	1.8
Boston	52	58	58	53	221	53	56	61	49	219	-1.9	3.6	-4.9	8.2	0.9
Chicago	171	113	105	128	517	164	148	125	111	548	4.3	-23.6	-16.0	15.3	-5.7
Dallas	272	243	249	250	1,014	354	215	249	244	1,062	-23.2	13.0	0.0	2.5	-4.5
Detroit	91	91	92	92	366	88	67	66	77	298	3.4	35.8	39.4	19.5	22.8
Houston	91	133	123	92	439	88	90	92	90	360	3.4	47.8	33.7	2.2	21.9
Minneapolis	91	91	92	92	366	89	90	92	89	360	2.2	1.1	0.0	3.4	1.7
New York JFK	182	182	184	184	732	172	155	154	162	643	5.8	17.4	19.5	13.6	13.8
Newark	92	13	0	66	171	104	82	11	89	286	-11.5	-84.1	-100.0	-25.8	-40.2
Washington D.C.	66	24	13	24	127	62	13	14	28	117	6.5	84.6	-7.1	-14.3	8.5

Source: DBEDT analysis from Diio Mi flight schedules as of January 25, 2024, subject to change.

## Group vs. True Independent; Leisure vs. Business

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
Group vs True Independent (Net)							
Group Tour	143,078	NA	79,289	147,663	157,806	147,663	6.9%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,348,681	6,590,514	-3.7%
Leisure vs Business							
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,101,653	6,543,964	-6.8%
MCI (Net)	293,659	93,411	91,854	253,640	284,944	253,640	12.3%
Convention/Conf.	171,970	60,311	41,590	138,892	176,111	138,892	26.8%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	66,531	1.8%
Incentive	59,031	15,943	26,694	57,383	50,909	57,383	-11.3%

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 Dec. 2023P	YTD Dec. 2022	% Change
Group vs True Independent (Net)							
Group Tour	67,037	NA	43,863	73,688	78,450	73,688	6.5%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,329,315	4,542,501	-4.7%
Leisure vs Business							
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,173,987	4,521,560	-7.7%
MCI (Net)	154,692	47,904	52,735	135,008	149,397	135,008	10.7%
Convention/Conf.	91,100	29,902	25,344	76,534	93,704	76,534	22.4%
Corp. Meetings	42,499	11,246	16,185	36,841	37,651	36,841	2.2%
Incentive	25,831	8,146	12,917	25,726	22,542	25,726	-12.4%

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 Dec. 2023P	YTD Dec. 2022	% Change
Group vs True Independent (Net)							
Group Tour	76,041	NA	35,426	73,975	79,356	73,975	7.3%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,366	2,048,013	-1.4%
Leisure vs Business							
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,666	2,022,404	-4.7%
MCI (Net)	138,967	45,507	39,120	118,632	135,547	118,632	14.3%
Convention/Conf.	80,869	30,409	16,246	62,358	82,408	62,358	32.2%
Corp. Meetings	29,980	8,866	10,770	29,690	30,065	29,690	1.3%
Incentive	33,199	7,797	13,776	31,656	28,367	31,656	-10.4%

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 Dec. 2023P	YTD Dec. 2022	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	27.8	-1.3
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	72.2	1.3

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	20.7	-1.4
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	79.3	1.4

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	43.1	-1.7
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	56.9	1.7

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 Dec. 2023P	YTD Dec. 2022	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	1,358.25	NA	1,437.81	1,885.03	1,849.42	1,885.03	-1.9%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	811.48	NA	933.16	1,170.08	1,118.74	1,170.08	-4.4%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	YTD Dec. 2023P	YTD Dec. 2022	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	546.77	NA	504.66	714.95	730.68	714.95	2.2%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).