



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.

January 2024 Quick Facts^{1/}

Visitor Expenditures:	\$1.35 billion
Primary Purpose of Stay:	Pleasure (425,559) vs. MCI (38,756)
Average Length of Stay:	10.10 days
First Time Visitors:	21.9%
Repeat Visitors:	78.1%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	2023 Annual Forecast*	Jan. 2024P	Jan. 2023P	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,943.2	15,850.5	1,347.2	1,423.3	-5.3%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,275,818	65,928,078	5,540,696	6,056,391	-8.5%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,426,047	7,400,510	548,664	596,637	-8.0%
Average Daily Census	169,279	60,106	167,807	191,552	181,578	180,625	178,732	195,367	-8.5%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	240.6	240.4	243.1	235.0	3.5%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,146.9	2,141.8	2,455.4	2,385.5	2.9%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.92	8.91	10.10	10.15	-0.5%

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 and 2024 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	2023P	2023 Annual Forecast*	Jan. 2024P	Jan. 2023P	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,644.3	9,598.1	768.2	804.4	-4.5%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,552,136	42,342,859	3,322,083	3,628,984	-8.5%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	4,998,895	4,981,513	356,174	383,351	-7.1%
Average Daily Census	108,911	38,038	112,055	124,582	116,581	116,008	107,164	117,064	-8.5%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	226.6	226.7	231.3	221.7	4.3%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,929.3	1,926.7	2,156.9	2,098.4	2.8%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.50	9.33	9.47	-1.5%

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	2023P	2023 Annual Forecast*	Jan. 2024P	Jan. 2023P	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,298.9	6,252.4	579.0	618.9	-6.4%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,683	23,585,219	2,218,613	2,427,407	-8.6%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,152	2,418,997	192,490	213,286	-9.8%
Average Daily Census	60,367	22,068	55,753	66,970	64,996	64,617	71,568	78,303	-8.6%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	265.5	265.1	261.0	255.0	2.4%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,595.2	2,584.7	3,007.8	2,901.6	3.7%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.75	11.53	11.38	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).

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Market Summary

U.S. West

- In January 2024, 356,174 visitors arrived from the U.S. West, down from January 2023 (383,351 visitors, -7.1%), but an increase compared to pre-pandemic January 2019 (317,655 visitors, +12.1%).
- U.S. West visitor spending of \$768.2 million decreased from January 2023 (\$804.4 million, -4.5%), but was much higher than January 2019 (\$556.7 million, +38.0%). Daily spending by U.S. West visitors in January 2024 (\$231 per person) was higher than January 2023 (\$222 per person, +4.3%) and considerably more than January 2019 (\$180 per person, +28.5%).
- In January 2024, 3,431 scheduled flights with 721,480 seats serviced Hawai'i from U.S. West. There were fewer scheduled flights (3,804, -9.8%) and seats (792,662, -9.0%) compared to January 2023. Air capacity (3,331 flights, +3.0% with 668,288 seats, +8.0%) increased compared to January 2019.
- In 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.
- 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.

U.S. East

- In January 2024, arrivals from the U.S. East of 192,490 visitors declined compared to January 2023 (213,286 visitors, -9.8%), but increased from January 2019 (185,253 visitors, +3.9%).
- U.S. East visitor spending of \$579.0 million decreased from January 2023 (\$618.9 million, -6.4%) but was much higher than January 2019 (\$462.9 million, +25.1%). Daily spending by U.S. East visitors in January 2024 (\$261 per person) was up from January 2023 (\$255 per person, +2.4%) and considerably more than January 2019 (\$216 per person, +20.7%).
- In January 2024, 418 scheduled flights with 110,683 seats serviced Hawai'i from U.S. East. There were fewer scheduled flights (487, -14.2%) and seats (137,262, -19.4%) compared to January 2023. Scheduled air capacity (324 flights, +29.0% with 95,344 seats, +16.1%) increased compared to January 2019.
- 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.

Market Conditions

- Real gross domestic product (GDP) increased at an annual rate of 3.3 percent in the fourth quarter of 2023. In the third quarter, real GDP increased 4.9 percent. The increase in real GDP reflected increases in consumer spending, exports, state and local government spending, nonresidential fixed investment, federal government spending, private inventory investment, and residential fixed investment.
- In January 2024, the unemployment rate was 3.7 percent for the third month in a row, and the number of unemployed people was little changed at 6.1 million. The unemployment rate has been below 4 percent for 2 years running, the best such record since the 1960s.
- The Conference Board Consumer Confidence Index rose in January to 114.8 (1985=100), up from a revised 108.0 in December. The reading was the highest since December 2021, and marked the third straight monthly increase. The Present Situation Index – based on consumers' assessment of current business and labor market conditions – surged to 161.3 (1985=100) from 147.2 last month. The Expectations Index – based on consumers' short-term outlook for income, business, and labor market conditions – improved to 83.8 (1985=100) in January, up from a revised reading of 81.9 in December.
- Forecasts by the U.S. Travel Association expect \$1.97 billion to be spent on leisure travel in the U.S. in 2024 compared to \$1.85 billion in 2019. Adjusted for inflation, this is 104 percent of 2019 levels.
- The forecast for domestic scheduled nonstop air seats to Hawai'i during February to April 2024 will decrease 4.3 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 (-3.5%) with a more significant decrease in U.S. East (-9.7%). In the aftermath of the wildfires on Maui, this 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	2023P	Jan. 2024P	Jan. 2023P	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,210	290,142	297,597	-2.5%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,127,346	145,970	193,226	-24.5%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,088,387	142,955	189,751	-24.7%
Moloka'i	42,603	12,231	24,316	34,943	32,793	2,840	3,616	-21.5%
Lāna'i	59,810	14,527	45,369	55,776	49,402	3,124	4,462	-30.0%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,247,717	93,504	93,031	0.5%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,469,895	116,533	122,117	-4.6%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,549	178,790	181,078	-1.3%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,376,606	88,077	116,271	-24.2%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,351,946	86,217	113,970	-24.4%
Moloka'i	25,823	7,423	15,779	22,077	19,302	1,610	2,115	-23.9%
Lāna'i	31,672	7,968	26,221	31,446	26,895	1,635	2,440	-33.0%
Kaua'i	730,725	179,451	540,578	810,540	810,038	57,070	56,146	1.6%
Island of Hawai'i	786,520	244,963	763,139	922,666	932,291	71,716	74,418	-3.6%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,661	111,352	116,519	-4.4%
Maui County	847,188	233,393	693,244	876,274	750,740	57,893	76,955	-24.8%
Maui	832,911	228,925	681,140	861,746	736,440	56,738	75,781	-25.1%
Moloka'i	16,780	4,808	8,536	12,867	13,491	1,230	1,501	-18.0%
Lāna'i	28,138	6,559	19,148	24,331	22,507	1,489	2,022	-26.4%
Kaua'i	404,948	101,006	244,504	396,806	437,679	36,435	36,885	-1.2%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,604	44,817	47,699	-6.0%

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
US WEST	2,277,827	2,403,101	2,501,656	2,000,611	9,183,195	2,353,792	2,437,102	2,426,254	2,220,863	9,438,011	-3.2	-1.4	3.1	-9.9	-2.7
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
US WEST	10,913	11,620	12,328	9,452	44,313	11,282	11,919	11,745	10,760	45,706	-3.3	-2.5	5.0	-12.2	-3.0
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
US EAST	328,771	287,371	279,616	287,821	1,183,579	388,562	285,502	270,915	280,742	1,225,721	-15.4	0.7	3.2	2.5	-3.4
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	25,603	20,184	19,872	20,532	86,191	29,832	16,988	14,718	17,050	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
US EAST	1,236	1,084	1,058	1,112	4,490	1,383	1,049	1,002	1,064	4,498	-10.6	3.3	5.6	4.5	-0.2
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	2023P	Jan. 2024P	Jan. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,806	11,676	13,631	-14.3%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,348,681	487,983	522,473	-6.6%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,101,653	425,559	477,630	-10.9%
MCI (Net)	293,659	93,411	91,854	253,640	284,944	38,756	38,523	0.6%
Convention/Conf.	171,970	60,311	41,590	138,892	176,111	29,710	26,412	12.5%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	6,915	8,501	-18.7%
Incentive	59,031	15,943	26,694	57,383	50,909	2,928	4,749	-38.3%

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	2023P	Jan. 2024P	Jan. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,450	5,730	5,910	-3.0%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,329,315	319,939	340,716	-6.1%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,173,987	282,395	313,221	-9.8%
MCI (Net)	154,692	47,904	52,735	135,008	149,397	20,046	18,725	7.1%
Convention/Conf.	91,100	29,902	25,344	76,534	93,704	14,912	12,739	17.1%
Corp. Meetings	42,499	11,246	16,185	36,841	37,651	3,909	4,310	-9.3%
Incentive	25,831	8,146	12,917	25,726	22,542	1,618	2,217	-27.0%

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	2023P	Jan. 2024P	Jan. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,356	5,946	7,721	-23.0%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,366	168,045	181,758	-7.5%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,666	143,164	164,410	-12.9%
MCI (Net)	138,967	45,507	39,120	118,632	135,547	18,710	19,798	-5.5%
Convention/Conf.	80,869	30,409	16,246	62,358	82,408	14,798	13,673	8.2%
Corp. Meetings	29,980	8,866	10,770	29,690	30,065	3,006	4,191	-28.3%
Incentive	33,199	7,797	13,776	31,656	28,367	1,311	2,532	-48.2%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

First Time vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	21.9	24.0	-2.2
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	78.1	76.0	2.2

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	15.7	17.3	-1.6
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	84.3	82.7	1.6

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	33.2	36.1	-2.9
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	66.8	63.9	2.9

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,849.42	156.28	165.10	-5.3%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,118.74	89.12	93.31	-4.5%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	730.68	67.16	71.79	-6.4%

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