



# 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 June 2024 Quick Facts<sup>1/</sup>

Visitor Expenditures:	\$7.98 billion
Primary Purpose of Stay:	Pleasure (2,945,839) vs. MCI (178,895)
Average Length of Stay:	8.92 days
First Time Visitors:	25.1%
Repeat Visitors:	74.9%

## U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD June 2024P	YTD June 2023P	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,943.2	15,666.3	7,983.1	8,505.5	-6.1%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,275,818	64,059,129	32,480,823	35,155,275	-7.6%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,426,047	7,176,948	3,643,030	3,924,906	-7.2%
Average Daily Census	169,279	60,106	167,807	191,552	181,578	175,025	178,466	194,228	-8.1%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	240.6	244.6	245.8	241.9	1.6%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,146.9	2,182.9	2,191.3	2,167.1	1.1%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.92	8.93	8.92	8.96	-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) 2024 annual forecast (Quarter 2, 2024).

<sup>1/</sup> 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	2024 Annual Forecast*	YTD June 2024P	YTD June 2023P	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,644.3	9,533.5	4,794.0	5,079.5	-5.6%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,552,136	40,916,237	20,549,966	22,252,442	-7.7%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	4,998,895	4,825,028	2,424,266	2,611,016	-7.2%
Average Daily Census	108,911	38,038	112,055	124,582	116,581	111,793	112,912	122,942	-8.2%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	226.6	233.0	233.3	228.3	2.2%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,929.3	1,975.8	1,977.5	1,945.4	1.6%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.48	8.48	8.52	-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) 2024 annual forecast (Quarter 2, 2024).

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD June 2024P	YTD June 2023P	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,298.9	6,132.9	3,189.1	3,426.0	-6.9%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,683	23,142,892	11,930,857	12,902,833	-7.5%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,152	2,351,920	1,218,764	1,313,890	-7.2%
Average Daily Census	60,367	22,068	55,753	66,970	64,996	63,232	65,554	71,286	-8.0%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	265.5	265.0	267.3	265.5	0.7%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,595.2	2,607.6	2,616.7	2,607.5	0.4%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.84	9.79	9.82	-0.3%

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) 2024 annual forecast (Quarter 1, 2024).

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## Market Summary

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### U.S. West

- In the first half of 2024, there were 2,424,266 visitors from the U.S. West, compared to 2,611,016 visitors (-7.2%) in the first half of 2023 and 2,258,313 visitors (+7.3%) in the first half of pre-pandemic 2019. U.S. West visitors spent \$4.79 billion in the first half of 2024, compared to \$5.08 billion (-5.6%) in the first half of 2023 and \$3.44 billion (+39.5%) in the first half of 2019. The average daily visitor spending in the first half of 2024 was \$233 per person, higher than the first half of 2023 (\$228 per person, +2.2%) and up considerably from the first half of 2019 (\$176 per person, +32.9%).
- In the first half of 2024, 22,276 scheduled flights with 4,646,183 seats serviced Hawai'i from U.S. West. In the first half of 2023, there were 23,201 scheduled flights (-4.0%) with 4,790,894 seats (-3.0%). In the first half of 2019 there were 20,830 scheduled flights (+6.9%) with 4,177,896 seats (+11.2%).
- 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 the first half of 2024, 1,218,764 visitors arrived from the U.S. East, compared to 1,313,890 visitors (-7.2%) in the first half of 2023 and 1,186,360 visitors (+2.7%) in the first half of 2019. U.S. East visitors spent \$3.19 billion in the first half of 2024, compared to \$3.43 billion (-6.9%) in the first half of 2023 and \$2.41 billion (+32.4%) in the first half of 2019. Daily visitor spending in the first half of 2024 of \$267 per person was up slightly from the first half of 2023 (\$266 per person, +0.7%) and much higher than the first half of 2019 (\$208 per person, +28.2%).
- In the first half of 2024, 2,306 scheduled flights with 613,651 seats serviced Hawai'i from U.S. East. In the first half of 2023, there were 2,432 scheduled flights (-5.2%) with 674,064 seats (-9.0%). In the first half of 2019 there were 2,071 scheduled flights (+11.3%) with 596,457 seats (+2.9%).
- 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

- Total employment increased by 206,000 in June 2024, and the unemployment rate changed little at 4.1 percent, according to the U.S. Bureau of Labor Statistics. Employment continued to trend up in several industries, led by health care, government, social assistance, construction, and leisure.
- The Conference Board Consumer Confidence Index dipped in June 2024 to 100.4 (1985=100), from 101.3 in May 2024. The Present Situation Index—based on consumers’ assessment of current business and labor market conditions—increased to 141.5 (1985=100) from 140.8 last month. However, the Expectations Index—based on consumers’ short-term outlook for income, business, and labor market conditions—fell to 73.0 (1985=100) in June 2024, from 74.9 in May 2024. The Expectations Index has been below 80 (the threshold which usually signals a recession ahead) for five consecutive months..
- According to the McKinsey Travel Logistics and Infrastructure report, younger generations are prioritizing experiences over possessions. Fifty-two percent of Gen Zers in the survey say they splurge on experiences, compared with only 29 percent of baby boomers. Gen Z travelers will try to save money on flights, local transportation, shopping, and food before they look to trim their spending on experiences. Even terminology used by younger generations to describe travel is experience oriented: “Never stop exploring” is tagged to nearly 30 million posts on Instagram.
- HTA Airline Seat Capacity Outlook for June-August 2024 was updated on June 26, 2024. The forecast for domestic scheduled nonstop air seats to Hawai’i during this period will be flat at 0.3 percent compared to the same period in 2023. This projection is based on flights appearing in Diio Mi. A slight decrease in seats is expected from U.S. West (-0.1%) with an increase from the U.S. East (3.1%).

## Distribution by Island

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
O’ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,210	1,977,170	1,992,263	-0.8%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,127,346	980,839	1,284,193	-23.6%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,088,387	965,449	1,263,933	-23.6%
Moloka’i	42,603	12,231	24,316	34,943	32,793	12,543	18,605	-32.6%
Lāna’i	59,810	14,527	45,369	55,776	49,402	17,993	28,437	-36.7%
Kaua’i	1,135,672	280,457	785,082	1,207,346	1,247,717	605,540	619,064	-2.2%
Island of Hawai’i	1,251,171	379,153	1,137,156	1,437,755	1,469,895	723,097	747,610	-3.3%

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
O’ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,549	1,229,659	1,224,978	0.4%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,376,606	627,746	818,156	-23.3%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,351,946	617,744	805,204	-23.3%
Moloka’i	25,823	7,423	15,779	22,077	19,302	7,374	10,885	-32.3%
Lāna’i	31,672	7,968	26,221	31,446	26,895	9,861	15,310	-35.6%
Kaua’i	730,725	179,451	540,578	810,540	810,038	383,175	395,930	-3.2%
Island of Hawai’i	786,520	244,963	763,139	922,666	932,291	449,256	466,994	-3.8%

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,661	747,510	767,285	-2.6%
Maui County	847,188	233,393	693,244	876,274	750,740	353,093	466,037	-24.2%
Maui	832,911	228,925	681,140	861,746	736,440	347,705	458,728	-24.2%
Moloka'i	16,780	4,808	8,536	12,867	13,491	5,169	7,721	-33.0%
Lāna'i	28,138	6,559	19,148	24,331	22,507	8,131	13,127	-38.1%
Kaua'i	404,948	101,006	244,504	396,806	437,679	222,366	223,135	-0.3%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,604	273,840	280,616	-2.4%

## 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>2,223,559</b>	<b>2,429,642</b>	<b>2,439,508</b>	<b>2,314,954</b>	<b>9,407,663</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>-5.5</b>	<b>-0.3</b>	<b>0.5</b>	<b>4.2</b>	<b>-0.3</b>
Anchorage	31,140	18,063	14,875	19,203	83,281	40,241	15,550	16,072	21,794	93,657	-22.6	16.2	-7.4	-11.9	-11.1
Denver	130,108	132,508	120,800	120,020	503,436	106,379	106,717	90,938	102,352	406,386	22.3	24.2	32.8	17.3	23.9
Everett	15,035	8,366		2,223	25,624	0	0		7,972	7,972				-72.1	221.4
Las Vegas	156,005	180,471	171,547	158,238	666,261	156,529	178,363	169,010	158,057	661,959	-0.3	1.2	1.5	0.1	0.6
Long Beach	37,793	51,520	52,626	50,876	192,815	51,919	59,836	60,739	45,234	217,728	-27.2	-13.9	-13.4	12.5	-11.4
Los Angeles	520,993	612,362	640,555	553,171	2,327,081	594,273	629,791	642,556	547,674	2,414,294	-12.3	-2.8	-0.3	1.0	-3.6
Oakland	139,920	138,688	142,438	141,014	562,060	145,796	151,933	141,893	127,813	567,435	-4.0	-8.7	0.4	10.3	-0.9
Ontario	17,010	17,199	17,388	17,388	68,985	17,010	16,821	17,388	17,010	68,229	0.0	2.2	0.0	2.2	1.1
Phoenix	167,759	147,768	137,269	143,009	595,805	157,481	140,002	128,728	146,832	573,043	6.5	5.5	6.6	-2.6	4.0
Portland	91,849	76,934	91,819	91,948	352,550	96,978	90,814	86,620	88,064	362,476	-5.3	-15.3	6.0	4.4	-2.7
Sacramento	62,491	72,344	77,545	72,464	284,844	61,149	72,963	70,161	59,537	263,810	2.2	-0.8	10.5	21.7	8.0
Salt Lake City	40,191	30,737	37,890	58,907	167,725	40,050	18,583	19,457	22,679	100,769	0.4	65.4	94.7	159.7	66.4
San Diego	111,846	149,075	149,325	143,764	554,010	114,201	129,906	133,769	128,923	506,799	-2.1	14.8	11.6	11.5	9.3
San Francisco	282,510	319,226	332,783	298,713	1,233,232	305,290	336,544	349,418	299,544	1,290,796	-7.5	-5.1	-4.8	-0.3	-4.5
San Jose	104,744	114,648	112,461	100,569	432,422	154,720	179,983	174,513	128,427	637,643	-32.3	-36.3	-35.6	-21.7	-32.2
Santa Ana	0				0	1,008				1,008	-100.0				-100.0
Seattle	314,165	359,733	340,187	343,447	1,357,532	310,768	309,296	324,992	318,951	1,264,007	1.1	16.3	4.7	7.7	7.4

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>10,626</b>	<b>11,683</b>	<b>11,801</b>	<b>11,231</b>	<b>45,341</b>	<b>11,282</b>	<b>11,919</b>	<b>11,745</b>	<b>10,760</b>	<b>45,706</b>	<b>-5.8</b>	<b>-2.0</b>	<b>0.5</b>	<b>4.4</b>	<b>-0.8</b>
Anchorage	179	105	92	112	488	236	88	92	125	541	-24.2	19.3	0.0	-10.4	-9.8
Denver	422	457	430	401	1,710	371	403	365	385	1,524	13.7	13.4	17.8	4.2	12.2
Everett	85	47		13	145	0	0		45	45				-71.1	222.2
Las Vegas	743	847	788	735	3,113	740	871	813	749	3,173	0.4	-2.8	-3.1	-1.9	-1.9
Long Beach	207	280	286	276	1,049	283	330	333	246	1,192	-26.9	-15.2	-14.1	12.2	-12.0
Los Angeles	2,371	2,784	2,949	2,535	10,639	2,740	2,976	3,006	2,539	11,261	-13.5	-6.5	-1.9	-0.2	-5.5
Oakland	768	762	771	771	3,072	798	804	752	687	3,041	-3.8	-5.2	2.5	12.2	1.0
Ontario	90	91	92	92	365	90	89	92	90	361	0.0	2.2	0.0	2.2	1.1
Phoenix	823	736	675	695	2,929	707	693	638	719	2,757	16.4	6.2	5.8	-3.3	6.2
Portland	467	378	459	464	1,768	503	464	431	444	1,842	-7.2	-18.5	6.5	4.5	-4.0
Sacramento	297	369	419	392	1,477	290	357	340	284	1,271	2.4	3.4	23.2	38.0	16.2
Salt Lake City	181	144	184	286	795	165	88	92	104	449	9.7	63.6	100.0	175.0	77.1
San Diego	582	798	792	765	2,937	616	708	707	683	2,714	-5.5	12.7	12.0	12.0	8.2
San Francisco	1,200	1,351	1,412	1,308	5,271	1,263	1,398	1,399	1,240	5,300	-5.0	-3.4	0.9	5.5	-0.5
San Jose	587	642	630	563	2,422	878	1,019	982	721	3,600	-33.1	-37.0	-35.8	-21.9	-32.7
Santa Ana	0				0	8				8	-100.0				-100.0
Seattle	1,624	1,892	1,822	1,823	7,161	1,594	1,631	1,703	1,699	6,627	1.9	16.0	7.0	7.3	8.1

Source: DBEDT analysis from Diio Mi flight schedules as of June 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>326,001</b>	<b>287,650</b>	<b>276,062</b>	<b>303,655</b>	<b>1,193,368</b>	<b>388,562</b>	<b>285,502</b>	<b>270,915</b>	<b>280,742</b>	<b>1,225,721</b>	<b>-16.1</b>	<b>0.8</b>	<b>1.9</b>	<b>8.2</b>	<b>-2.6</b>
Atlanta	25,662	25,662	25,944	34,800	112,068	53,013	25,611	26,016	24,053	128,693	-51.6	0.2	-0.3	44.7	-12.9
Austin	9,730	12,510	12,510	10,842	45,592	10,842	12,232	12,788	10,842	46,704	-10.3	2.3	-2.2	0.0	-2.4
Boston	13,622	16,124	16,124	26,296	72,166	14,734	15,568	16,958	13,622	60,882	-7.5	3.6	-4.9	93.0	18.5
Chicago	48,060	34,284	32,415	36,549	151,308	47,352	42,864	37,200	33,723	161,139	1.5	-20.0	-12.9	8.4	-6.1
Dallas	68,136	57,291	59,406	60,840	245,673	98,502	58,461	66,021	60,858	283,842	-30.8	-2.0	-10.0	0.0	-13.4
Detroit	25603	20574	18296	22906	87,379	29832	16988	14718	17050	78,588	-14.2	21.1	24.3	34.3	11.2
Houston	33,124	48,048	44,772	33,488	159,432	32,032	32,760	33,488	32,760	131,040	3.4	46.7	33.7	2.2	21.7
Minneapolis	19,736	19,656	19,656	24,228	83,276	19,764	19,410	19,447	19,289	77,910	-0.1	1.3	1.1	25.6	6.9
New York JFK	46,356	44,954	43,936	40,436	175,682	43,565	39,027	38,477	41,646	162,715	6.4	15.2	14.2	-2.9	8.0
Newark	20,957	3,003	0	7,726	31,686	24,046	19,461	2,541	20,431	66,479	-12.8	-84.6	-100.0	-62.2	-52.3
Washington D.C.	15,015	5,544	3,003	5,544	29,106	14,880	3,120	3,261	6,468	27,729	0.9	77.7	-7.9	-14.3	5.0

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>1,226</b>	<b>1,080</b>	<b>1,034</b>	<b>1,123</b>	<b>4,463</b>	<b>1,383</b>	<b>1,049</b>	<b>1,002</b>	<b>1,064</b>	<b>4,498</b>	<b>-11.4</b>	<b>3.0</b>	<b>3.2</b>	<b>5.5</b>	<b>-0.8</b>
Atlanta	91	91	92	133	407	170	89	92	86	437	-46.5	2.2	0.0	54.7	-6.9
Austin	35	45	45	39	164	39	44	46	39	168	-10.3	2.3	-2.2	0.0	-2.4
Boston	49	58	58	94	259	53	56	61	49	219	-7.5	3.6	-4.9	91.8	18.3
Chicago	170	113	105	118	506	164	148	125	111	548	3.7	-23.6	-16.0	6.3	-7.7
Dallas	272	240	249	250	1,011	354	215	249	244	1,062	-23.2	11.6	0.0	2.5	-4.8
Detroit	91	91	81	85	348	88	67	66	77	298	3.4	35.8	22.7	10.4	16.8
Houston	91	132	123	92	438	88	90	92	90	360	3.4	46.7	33.7	2.2	21.7
Minneapolis	91	91	91	92	365	89	90	92	89	360	2.2	1.1	-1.1	3.4	1.4
New York JFK	180	182	177	162	701	172	155	154	162	643	4.7	17.4	14.9	0.0	9.0
Newark	91	13	0	34	138	104	82	11	89	286	-12.5	-84.1	-100.0	-61.8	-51.7
Washington D.C.	65	24	13	24	126	62	13	14	28	117	4.8	84.6	-7.1	-14.3	7.7

Source: DBEDT analysis from Diio MI flight schedules as of June 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	YTD June 2024P	YTD June 2023P	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,806	85,755	92,199	-7.0%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,348,681	3,137,402	3,344,988	-6.2%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,101,653	2,945,839	3,254,098	-9.5%
MCI (Net)	293,659	93,411	91,854	253,640	284,944	178,895	159,439	12.2%
Convention/Conf.	171,970	60,311	41,590	138,892	176,111	109,112	88,442	23.4%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	39,678	40,356	-1.7%
Incentive	59,031	15,943	26,694	57,383	50,909	36,656	36,603	0.1%

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	YTD June 2024P	YTD June 2023P	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,450	42,908	43,750	-1.9%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,329,315	2,114,780	2,261,523	-6.5%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,173,987	1,997,119	2,200,820	-9.3%
MCI (Net)	154,692	47,904	52,735	135,008	149,397	91,845	80,484	14.1%
Convention/Conf.	91,100	29,902	25,344	76,534	93,704	58,145	46,178	25.9%
Corp. Meetings	42,499	11,246	16,185	36,841	37,651	20,928	21,467	-2.5%
Incentive	25,831	8,146	12,917	25,726	22,542	15,352	15,567	-1.4%

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	2023P	YTD June 2024P	YTD June 2023P	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,356	42,847	48,450	-11.6%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,366	1,022,622	1,083,465	-5.6%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,666	948,719	1,053,278	-9.9%
MCI (Net)	138,967	45,507	39,120	118,632	135,547	87,050	78,955	10.3%
Convention/Conf.	80,869	30,409	16,246	62,358	82,408	50,967	42,264	20.6%
Corp. Meetings	29,980	8,866	10,770	29,690	30,065	18,750	18,889	-0.7%
Incentive	33,199	7,797	13,776	31,656	28,367	21,304	21,036	1.3%

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.

## First Time vs. Repeat Visitors

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.1	27.0	-1.9
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.9	73.0	1.9

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.0	19.6	-1.6
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	82.0	80.4	1.6

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	39.3	41.6	-2.3
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.7	58.4	2.3

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.

## Tax Revenue

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	1,358.25	NA	1,437.81	1,885.03	1,849.42	926.04	986.64	-6.1%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).00

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023P	YTD June 2024P	YTD June 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	811.48	NA	933.16	1,170.08	1,118.74	556.10	589.22	-5.6%

<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	2023P	YTD June 2024P	YTD June 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	546.77	NA	504.66	714.95	730.68	369.93	397.41	-6.9%

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