



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 July 2024 Quick Facts^{1/}

Visitor Expenditures:	\$9.60 billion
Primary Purpose of Stay:	Pleasure (3,556,457) vs. MCI (194,050)
Average Length of Stay:	8.90 days
First Time Visitors:	25.3%
Repeat Visitors:	74.7%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD July 2024P	YTD July 2023	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,666.3	9,599.0	10,067.7	-4.7%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,059,129	38,947,809	41,864,184	-7.0%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,176,948	4,377,897	4,673,348	-6.3%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	175,025	182,854	197,473	-7.4%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	244.6	246.5	240.5	2.5%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,182.9	2,192.6	2,154.3	1.8%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.93	8.90	8.96	-0.7%

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).

^{1/} 2024P visitor data are preliminary. 2019 – 2023 visitor data are the final numbers and reflect updated airfare statistics from DIO 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	2024 Annual Forecast*	YTD July 2024P	YTD July 2023	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,533.5	5,804.8	6,024.5	-3.6%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	40,916,237	24,777,567	26,541,516	-6.6%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,825,028	2,927,644	3,110,387	-5.9%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	111,793	116,327	125,196	-7.1%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	233.0	234.3	227.0	3.2%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,975.8	1,982.7	1,936.9	2.4%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.48	8.46	8.53	-0.8%

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	2023	2024 Annual Forecast*	YTD July 2024P	YTD July 2023	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,132.9	3,794.2	4,043.2	-6.2%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	23,142,892	14,170,242	15,322,668	-7.5%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,351,920	1,450,253	1,562,961	-7.2%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	63,232	66,527	72,277	-8.0%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	265.0	267.8	263.9	1.5%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,607.6	2,616.3	2,586.9	1.1%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.84	9.77	9.80	-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

U.S. West

- In the first seven months of 2024, there were 2,927,644 visitors from the U.S. West, compared to 3,110,387 visitors (-5.9%) in the first seven months of 2023 and 2,720,989 visitors (+7.6%) in the first seven months of pre-pandemic 2019. U.S. West visitors spent \$5.80 billion in the first seven months of 2024, compared to \$6.02 billion (-3.6%) in the first seven months of 2023 and \$4.11 billion (+41.4%) in the first seven months of 2019. The average daily visitor spending in the first seven months of 2024 was \$234 per person, higher than the first seven months of 2023 (\$227 per person, +3.2%) and up considerably from the first seven months of 2019 (\$174 per person, +34.8%).
- In the first seven months of 2024, 26,591 scheduled flights with 5,538,372 seats serviced Hawai'i from U.S. West. In the first seven months of 2023, there were 27,469 scheduled flights (-3.2%) with 5,677,118 seats (-2.4%). In the first seven months of 2019 there were 24,924 scheduled flights (+6.7%) with 4,998,109 seats (+10.8%).
- In 2023, there were 5,000,099 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 \$9.59 billion in 2023, compared to \$10.09 billion (-4.9%) in 2022 and \$6.95 billion (+38.0%) in 2019. The average daily visitor spending in 2023 was \$225 per person, a moderate increase from \$222 per person (+1.6%) in 2022, but up significantly from \$175 per person (+28.9%) 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 seven months of 2024, 1,450,253 visitors arrived from the U.S. East, compared to 1,562,961 visitors (-7.2%) in the first seven months of 2023 and 1,429,858 visitors (+1.4%) in the first seven months of 2019. U.S. East visitors spent \$3.79 billion in the first seven months of 2024, compared to \$4.04 billion (-6.2%) in the first seven months of 2023 and \$2.92 billion (+29.9%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2024 of \$268 per person, increased from the first seven months of 2023 (\$264 per person, +1.5%) and was much higher than the first seven months of 2019 (\$210 per person, +27.6%).
- In the first seven months of 2024, 2,689 scheduled flights with 716,853 seats serviced Hawai'i from U.S. East. In the first seven months of 2023, there were 2,803 scheduled flights (-4.1%) with 774,195 seats (-7.4%). In the first seven months of 2019 there were 2,515 scheduled flights (+6.9%) with 721,876 seats (-0.7%).
- For all of 2023, 2,427,144 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 \$6.23 billion in 2023, compared to \$6.16 billion (+1.1%) in 2022 and \$4.68 billion (+33.0%) in 2019. Daily visitor spending in 2023 increased to \$263 per person, compared to \$252 per person (+4.1%) in 2022 and \$213 per person (+23.5%) 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

- The U.S. labor market added 114,000 jobs in July 2024, much lower than expected compared to the 179,000 jobs added in June 2024, according to the U.S. Bureau of Labor Statistics. The unemployment rate ticked up to 4.3 percent in July 2024 from 4.1 percent in June, the highest level since October 2021, signaling that the labor market is continuing to cool.
- Economic growth held in low gear in the second quarter of 2024 after a slow first quarter. Many Americans received smaller tax refunds this spring after stock market gains in 2023 increased bills for capital gains tax. That weighed on sales of used cars and other durable goods this spring. Housing starts fell in the second quarter, especially multifamily starts.
- The Conference Board Consumer Confidence Index rose in July 2024 to 100.3 (1985=100), from a downwardly revised 97.8 in June. The Present Situation Index—based on consumers’ assessment of current business and labor market conditions—declined to 133.6 from 135.3 last month. The Expectations Index—based on consumers’ short-term outlook for income, business, and labor market conditions—improved in July 2024 to 78.2. This was up from 72.8 in June 2024 but still below 80 (the threshold which usually signals a recession ahead).
- According to data compiled by Travel Age West, the top travel trends across a variety of industry partners as to where visitors are headed for the remainder of the summer and into the fall are as follows.
 - Europe continues to top the charts: According to Google search volume, Naples, Italy, was the most-searched-for destination, up 100 percent from the same time last year. The Spanish Island of Ibiza came in second, with a 97 percent increase year over year. And the third most-searched destination was Edinburgh, Scotland, with interest up 77 percent since this time in 2023.
 - Travel costs are way up: According to the travel insurance industry, travelers are spending an average of \$10,000 on summer trips. That is a seven percent increase over last summer and a 14 percent increase when compared to 2022. Rising vacation costs are being attributed to both higher prices in the travel world (for flights, accommodations, and more) and inflation. The brand looked at thousands of trips planned (and insured) for mid-June to mid-September 2024.
 - Hawai‘i is calling domestic travelers: Hilton.com search data collected over 90 days shows that Hawai‘i is the most searched-for destination by Americans looking to travel this summer for five days or more. Cancun came in second in search volume and was followed by London, Orlando, Fla., and Myrtle Beach, S.C.
- HTA Airline Seat Capacity Outlook for August-October 2024 was updated on August 5th. 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 increase in seats is expected from U.S. West (+0.4%) with a small decrease from the U.S. East (-0.9%).

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
O‘ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	2,373,766	2,367,380	0.3%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	1,188,504	1,534,600	-22.6%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	1,170,678	1,517,448	-22.9%
Molokai	42,603	12,231	24,316	34,943	22,705	14,763	15,183	-2.8%
Lāna‘i	59,810	14,527	45,369	55,776	38,299	21,287	26,239	-18.9%
Kaua‘i	1,135,672	280,457	785,082	1,207,346	1,248,478	727,983	742,573	-2.0%
Island of Hawai‘i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	858,979	890,800	-3.6%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	1,480,387	1,453,122	1.9%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	767,158	979,967	-21.7%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	755,524	969,216	-22.0%
Moloka'i	25,823	7,423	15,779	22,077	13,156	8,753	8,611	1.6%
Lāna'i	31,672	7,968	26,221	31,446	20,760	11,713	13,991	-16.3%
Kaua'i	730,725	179,451	540,578	810,540	810,602	465,274	475,610	-2.2%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	535,817	554,812	-3.4%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	893,379	914,258	-2.3%
Maui County	847,188	233,393	693,244	876,274	747,619	421,346	554,632	-24.0%
Maui	832,911	228,925	681,140	861,746	737,139	415,155	548,232	-24.3%
Moloka'i	16,780	4,808	8,536	12,867	9,549	6,010	6,572	-8.6%
Lāna'i	28,138	6,559	19,148	24,331	17,539	9,575	12,247	-21.8%
Kaua'i	404,948	101,006	244,504	396,806	437,876	262,710	266,963	-1.6%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	323,161	335,988	-3.8%

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	2,223,559	2,429,642	2,439,508	2,314,954	9,407,663	2,353,792	2,437,102	2,426,254	2,220,863	9,438,011	-5.5	-0.3	0.5	4.2	-0.3
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
US WEST	10,626	11,683	11,801	11,231	45,341	11,282	11,919	11,745	10,760	45,706	-5.8	-2.0	0.5	4.4	-0.8
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
US EAST	326,001	287,650	276,062	303,655	1,193,368	388,562	285,502	270,915	280,742	1,225,721	-16.1	0.8	1.9	8.2	-2.6
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
US EAST	1,226	1,080	1,034	1,123	4,463	1,383	1,049	1,002	1,064	4,498	-11.4	3.0	3.2	5.5	-0.8
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	2023	YTD July 2024P	YTD July 2023	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,796	98,234	104,939	-6.4%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	3,756,706	3,969,714	-5.4%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	3,566,457	3,897,517	-8.5%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	194,050	181,521	6.9%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	118,432	103,061	14.9%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	43,786	44,959	-2.6%
Incentive	59,031	15,943	26,694	57,383	50,903	38,783	40,296	-3.8%

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	2023	YTD July 2024P	YTD July 2023	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,455	49,663	50,345	-1.4%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	2,539,555	2,679,997	-5.2%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	2,428,032	2,635,328	-7.9%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	100,425	91,704	9.5%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	63,742	53,620	18.9%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	23,098	24,128	-4.3%
Incentive	25,831	8,146	12,917	25,726	22,539	16,354	17,025	-3.9%

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.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,340	48,572	54,594	-11.0%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	1,217,151	1,289,717	-5.6%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,138,425	1,262,189	-9.8%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	93,625	89,816	4.2%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	54,690	49,441	10.6%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	20,688	20,831	-0.7%
Incentive	33,199	7,797	13,776	31,656	28,364	22,429	23,271	-3.6%

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.

First Time vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.3	27.1	-1.8
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.7	72.9	1.8

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.2	19.7	-1.4
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.8	80.3	1.4

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	39.5	41.7	-2.2
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.5	58.3	2.2

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,113.48	1,167.85	-4.7%

^{2/}State government tax revenue generated (direct, indirect, and induced).00

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,112.76	673.35	698.84	-3.6%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD July 2024P	YTD July 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	722.56	440.13	469.02	-6.2%

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