



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

Visitor Expenditures:	\$10.86 billion
Primary Purpose of Stay:	Pleasure (4,084,033) vs. MCI (210,590)
Average Length of Stay:	8.83 days
First Time Visitors:	25.5%
Repeat Visitors:	74.5%

## U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Aug. 2024P	YTD Aug. 2023	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,794.7	10,861.6	11,182.6	-2.9%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,673,205	44,170,850	46,822,940	-5.7%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,268,850	5,003,214	5,249,278	-4.7%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	176,703	181,028	192,687	-6.1%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	244.2	245.9	238.8	3.0%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,172.9	2,170.9	2,130.3	1.9%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.90	8.83	8.92	-1.0%

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 3, 2024).

<sup>1/</sup> 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 Aug. 2024P	YTD Aug. 2023	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,606.9	6,598.6	6,704.1	-1.6%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	41,385,615	28,228,265	29,755,398	-5.1%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,880,379	3,360,563	3,503,091	-4.1%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	113,075	115,690	122,450	-5.5%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	232.1	233.8	225.3	3.8%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,968.5	1,963.5	1,913.8	2.6%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.48	8.40	8.49	-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) 2024 annual forecast (Quarter 3, 2024).

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Aug. 2024P	YTD Aug. 2023	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,187.8	4,263.0	4,478.5	-4.8%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	23,287,590	15,942,585	17,067,542	-6.6%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,388,471	1,642,651	1,746,187	-5.9%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	63,627	65,338	70,237	-7.0%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	265.7	267.4	262.4	1.9%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,590.7	2,595.2	2,564.7	1.2%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.75	9.71	9.77	-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 3, 2024).

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## Market Summary

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### U.S. West

- In the first eight months of 2024, there were 3,360,563 visitors from the U.S. West, compared to 3,503,091 visitors (-4.1%) in the first eight months of 2023 and 3,141,739 visitors (+7.0%) in the first eight months of pre-pandemic 2019. U.S. West visitors spent \$6.60 billion in the first eight months of 2024, compared to \$6.70 billion (-1.6%) in the first eight months of 2023 and \$4.69 billion (+40.8%) in the first eight months of 2019. The average daily visitor spending in the first eight months of 2024 was \$234 per person, higher than the first eight months of 2023 (\$225 per person, +3.8%) and up considerably from the first eight months of 2019 (\$173 per person, +35.1%).
- In the first eight months of 2024, 30,524 scheduled flights with 6,353,810 seats serviced Hawai'i from U.S. West. In the first eight months of 2023, there were 31,540 scheduled flights (-3.2%) with 6,515,682 seats (-2.5%). In the first eight months of 2019 there were 28,819 scheduled flights (+5.9%) with 5,777,523 seats (+10.0%).
- 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 eight months of 2024, 1,642,651 visitors arrived from the U.S. East, compared to 1,746,187 visitors (-5.9%) in the first eight months of 2023 and 1,629,517 visitors (+0.8%) in the first eight months of 2019. U.S. East visitors spent \$4.26 billion in the first eight months of 2024, compared to \$4.48 billion (-4.8%) in the first eight months of 2023 and \$3.30 billion (+29.2%) in the first eight months of 2019. Daily visitor spending in the first eight months of 2024 of \$267 per person, increased from the first eight months of 2023 (\$262 per person, +1.9%) and was much higher than the first eight months of 2019 (\$209 per person, +27.8%).
- In the first eight months of 2024, 3,035 scheduled flights with 808,468 seats serviced Hawai'i from U.S. East. In the first eight months of 2023, there were 3,141 scheduled flights (-3.4%) with 865,717 seats (-6.6%). In the first eight months of 2019 there were 2,913 scheduled flights (+4.2%) with 833,877 seats (-3.0%).
- 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 142,000 jobs in August, the U.S. Bureau of Labor Statistics reported. The unemployment rate increased to 4.3 percent in August.
- Despite financial market volatility and softer economic data, economic momentum remains positive and the U.S. is moving forward at a moderate pace. It is expected that GDP growth will average 2.4 percent for the remainder of 2024.
- The Conference Board Consumer Confidence Index rose in August 2024 to 103.3 (1985=100) from 101.9 in July 2024. The Present Situation Index—based on consumers’ assessment of current business and labor market conditions—improved to 134.4 from 133.1 in July 2024. The Expectations Index—based on consumers’ short-term outlook for income, business, and labor market conditions—also improved in August 2024 to 82.5. The Expectations Index for July 2024 was 81.1, August marked the second consecutive month that the Index is above 80. (A reading below the threshold of 80 usually signals a recession ahead.).
- Multi-island bookings account for 21 percent, which is above average over the last couple of years.
- Destination insights:
  - Demand for Hawai’i continues to be soft, some of which continues to be the impact of the Maui fires – hesitation of the traveler out of respect for the people and their loss, and mixed messaging from the government whether tourists are welcome or not and when they should return.
  - Hawai’i continues to be one of the highest priced destinations to travel to.
  - Length of stay is down slightly.
  - Travelers are buying more within their means vs. buying up as we have seen in the last few years.
  - Observed some capacity reductions across various air carriers.
- Despite a significant decline in the rate of inflation in the U.S. the past couple of years, according to the latest Longwoods International tracking study of American travelers, 57 percent of them report that inflation is still impacting their decision to travel in the next six months. And the percentage of travelers who say that inflation will greatly impact their travel decisions in the next six months jumped from 24 percent in July to 30 percent in August, the highest level in 2024.
- HTA Airline Seat Capacity Outlook for September-November 2024 was updated on Sept. 3rd. The forecast for domestic scheduled nonstop air seats to Hawai’i during this period will be up 1.8 percent compared to the same period in 2023. This projection is based on flights appearing in Diio Mi. An increase in seats is expected from U.S. West (+2.1%) with a small decrease from the U.S. East (-0.6%).

## Distribution by Island

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
O’ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	2,715,290	2,705,763	0.4%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	1,361,506	1,630,577	-16.5%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	1,341,562	1,611,099	-16.7%
Molokai	42,603	12,231	24,316	34,943	22,705	16,263	16,662	-2.4%
Lāna’i	59,810	14,527	45,369	55,776	38,299	24,491	28,673	-14.6%
Kaua’i	1,135,672	280,457	785,082	1,207,346	1,248,478	830,492	854,411	-2.8%
Island of Hawai’i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	973,680	1,013,896	-4.0%

## U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	1,702,153	1,670,258	1.9%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	883,200	1,042,719	-15.3%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	870,260	1,030,622	-15.6%
Moloka'i	25,823	7,423	15,779	22,077	13,156	9,583	9,449	1.4%
Lāna'i	31,672	7,968	26,221	31,446	20,760	13,555	15,288	-11.3%
Kaua'i	730,725	179,451	540,578	810,540	810,602	532,655	548,945	-3.0%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	609,542	633,584	-3.8%

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	1,013,137	1,035,505	-2.2%
Maui County	847,188	233,393	693,244	876,274	747,619	478,306	587,858	-18.6%
Maui	832,911	228,925	681,140	861,746	737,139	471,301	580,478	-18.8%
Moloka'i	16,780	4,808	8,536	12,867	9,549	6,680	7,213	-7.4%
Lāna'i	28,138	6,559	19,148	24,331	17,539	10,936	13,385	-18.3%
Kaua'i	404,948	101,006	244,504	396,806	437,876	297,837	305,466	-2.5%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	364,139	380,313	-4.3%

## 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>2,436,174</b>	<b>2,311,540</b>	<b>9,400,915</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>0.4</b>	<b>4.1</b>	<b>-0.4</b>
Anchorage	31,140	18,063	14,875	19,221	83,299	40,241	15,550	16,072	21,794	93,657	-22.6	16.2	-7.4	-11.8	-11.1
Denver	130,108	132,508	120,624	121,124	504,364	106,379	106,717	90,938	102,352	406,386	22.3	24.2	32.6	18.3	24.1
Everett	15,035	8,366		2,295	25,696	0	0		7,972	7,972	NA	NA		-71.2	222.3
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	639,046	549,241	2,321,642	594,273	629,791	642,556	547,674	2,414,294	-12.3	-2.8	-0.5	0.3	-3.8
Oakland	139,920	138,688	142,249	134,548	555,405	145,796	151,933	141,893	127,813	567,435	-4.0	-8.7	0.3	5.3	-2.1
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	137,073	141,462	594,062	157,481	140,002	128,728	146,832	573,043	6.5	5.5	6.5	-3.7	3.7
Portland	91,849	76,934	91,641	92,481	352,905	96,978	90,814	86,620	88,064	362,476	-5.3	-15.3	5.8	5.0	-2.6
Sacramento	62,491	72,344	77,434	74,600	286,869	61,149	72,963	70,161	59,537	263,810	2.2	-0.8	10.4	25.3	8.7
Salt Lake City	40,191	30,737	38,094	58,245	167,267	40,050	18,583	19,457	22,679	100,769	0.4	65.4	95.8	156.8	66.0
San Diego	111,846	149,075	148,888	144,253	554,062	114,201	129,906	133,769	128,923	506,799	-2.1	14.8	11.3	11.9	9.3
San Francisco	282,510	319,226	332,419	302,249	1,236,404	305,290	336,544	349,418	299,544	1,290,796	-7.5	-5.1	-4.9	0.9	-4.2
San Jose	104,744	114,648	112,272	99,050	430,714	154,720	179,983	174,513	128,427	637,643	-32.3	-36.3	-35.7	-22.9	-32.5
Santa Ana	0				0	1,008				1,008	-100.0				-100.0
Seattle	314,165	359,733	339,998	346,269	1,360,165	310,768	309,296	324,992	318,951	1,264,007	1.1	16.3	4.6	8.6	7.6

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>11,783</b>	<b>11,146</b>	<b>45,238</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>0.3</b>	<b>3.6</b>	<b>-1.0</b>
Anchorage	179	105	92	113	489	236	88	92	125	541	-24.2	19.3	0.0	-9.6	-9.6
Denver	422	457	429	403	1,711	371	403	365	385	1,524	13.7	13.4	17.5	4.7	12.3
Everett	85	47		13	145	0	0		45	45	NA	NA		-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	2,942	2,505	10,602	2,740	2,976	3,006	2,539	11,261	-13.5	-6.5	-2.1	-1.3	-5.9
Oakland	768	762	770	731	3,031	798	804	752	687	3,041	-3.8	-5.2	2.4	6.4	-0.3
Ontario	90	91	92	92	365	90	89	92	90	361	0.0	2.2	0.0	2.2	1.1
Phoenix	823	736	674	682	2,915	707	693	638	719	2,757	16.4	6.2	5.6	-5.1	5.7
Portland	467	378	458	464	1,767	503	464	431	444	1,842	-7.2	-18.5	6.3	4.5	-4.1
Sacramento	297	369	417	392	1,475	290	357	340	284	1,271	2.4	3.4	22.6	38.0	16.1
Salt Lake City	181	144	184	275	784	165	88	92	104	449	9.7	63.6	100.0	164.4	74.6
San Diego	582	798	790	765	2,935	616	708	707	683	2,714	-5.5	12.7	11.7	12.0	8.1
San Francisco	1,200	1,351	1,411	1,320	5,282	1,263	1,398	1,399	1,240	5,300	-5.0	-3.4	0.9	6.5	-0.3
San Jose	587	642	629	552	2,410	878	1,019	982	721	3,600	-33.1	-37.0	-35.9	-23.4	-33.1
Santa Ana	0				0	8				8	-100.0				-100.0
Seattle	1,624	1,892	1,821	1,828	7,165	1,594	1,631	1,703	1,699	6,627	1.9	16.0	6.9	7.6	8.1

Source: DBEDT analysis from Diiro Mi flight schedules as of September 17, 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>276,769</b>	<b>309,093</b>	<b>1,199,513</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>2.2</b>	<b>10.1</b>	<b>-2.1</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	41,169	155,928	47,352	42,864	37,200	33,723	161,139	1.5	-20.0	-12.9	22.1	-3.2
Dallas	68,136	57,291	60,381	62,907	248,715	98,502	58,461	66,021	60,858	283,842	-30.8	-2.0	-8.5	3.4	-12.4
Detroit	25603	20574	18306	21834	86,317	29832	16988	14718	17050	78,588	-14.2	21.1	24.4	28.1	9.8
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	43,658	40,259	175,227	43,565	39,027	38,477	41,646	162,715	6.4	15.2	13.5	-3.3	7.7
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>1,033</b>	<b>1,133</b>	<b>4,472</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>3.1</b>	<b>6.5</b>	<b>-0.6</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	133	521	164	148	125	111	548	3.7	-23.6	-16.0	19.8	-4.9
Dallas	272	240	249	251	1,012	354	215	249	244	1,062	-23.2	11.6	0.0	2.9	-4.7
Detroit	91	91	81	81	344	88	67	66	77	298	3.4	35.8	22.7	5.2	15.4
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	176	160	698	172	155	154	162	643	4.7	17.4	14.3	-1.2	8.6
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 September 17, 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 Aug. 2024P	YTD Aug. 2023	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,796	108,107	113,798	-5.0%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	4,289,822	4,457,438	-3.8%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	4,084,033	4,368,248	-6.5%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	210,590	190,626	10.5%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	129,770	107,906	20.3%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	47,898	48,037	-0.3%
Incentive	59,031	15,943	26,694	57,383	50,903	40,257	41,724	-3.5%

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 Aug. 2024P	YTD Aug. 2023	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,455	55,786	55,753	0.1%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	2,909,824	3,014,307	-3.5%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	2,791,395	2,959,433	-5.7%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	109,386	97,217	12.5%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	69,705	56,556	23.2%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	25,495	25,948	-1.7%
Incentive	25,831	8,146	12,917	25,726	22,539	17,151	17,919	-4.3%

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. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,340	52,321	58,046	-9.9%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	1,379,999	1,443,131	-4.4%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,292,638	1,408,815	-8.2%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	101,205	93,409	8.3%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	60,065	51,350	17.0%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	22,403	22,089	1.4%
Incentive	33,199	7,797	13,776	31,656	28,364	23,107	23,805	-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.

## First Time vs. Repeat Visitors

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.5	27.2	-1.7
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.5	72.8	1.7

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.5	19.9	-1.4
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.5	80.1	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	39.9	42.0	-2.1
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.1	58.0	2.1

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.

## Tax Revenue

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,259.94	1,297.18	-2.9%

<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	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	811.48	NA	933.16	1,170.08	1,112.76	765.44	777.67	-1.6%

<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	2023	YTD Aug. 2024P	YTD Aug. 2023	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	546.77	NA	504.66	714.95	722.56	494.51	519.51	-4.8%

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