



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's) continued focus on Maui Wildfire recovery efforts includes welcoming visitors who want to give back to Hawai'i during their visit, with an emphasis on providing education pre-arrival through messages that resonate with them throughout their stay. HTUSA did so with "The People. The Place. The Hawaiian Islands" campaign and works 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.

January 2025 Quick Facts^{1/}

Visitor Expenditures:	\$1.41 billion
Primary Purpose of Stay:	Pleasure (456,006) vs. MCI (41,452)
Average Length of Stay:	9.85 days
First Time Visitors:	22.3%
Repeat Visitors:	77.7%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,779.9	1,413.8	1,347.2	4.9%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,565,873	5,668,516	5,540,696	2.3%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,333,120	575,641	548,664	4.9%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	176,409	182,855	178,732	2.3%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	244.4	249.4	243.1	2.6%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,151.9	2,456.1	2,455.4	0.0%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.80	9.85	10.10	-2.5%

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.

^{1/} 2024P and 2025P 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	2024P	Jan. 2025P	Jan. 2024P	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,671.8	812.0	768.2	5.7%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	41,749,317	3,389,906	3,322,083	2.0%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,970,901	368,123	356,174	3.4%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	114,069	109,352	107,164	2.0%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	231.7	239.5	231.3	3.6%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,945.7	2,205.8	2,156.9	2.3%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.40	9.21	9.33	-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.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,108.1	601.8	579.0	3.9%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	22,816,556	2,278,610	2,218,613	2.7%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,362,218	207,519	192,490	7.8%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	62,340	73,504	71,568	2.7%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	267.7	264.1	261.0	1.2%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,585.7	2,900.0	3,007.8	-3.6%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.66	10.98	11.53	-4.7%

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.

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Market Summary

U.S. West

- In January 2025, 368,123 visitors arrived from the U.S. West, an increase from January 2024 (356,174 visitors, +3.4%) and from pre-pandemic January 2019 (317,655 visitors, +15.9%). U.S. West visitor spending of \$812.0 million grew compared to January 2024 (\$768.2 million, +5.7%) and was much higher than January 2019 (\$556.7 million, +45.9%). Daily spending by U.S. West visitors in January 2025 (\$240 per person) increased compared to January 2024 (\$231 per person, +3.6%) and was significantly more than January 2019 (\$180 per person, +33.1%).
- There were 3,649 scheduled flights with 764,965 seats from U.S. West in January 2025. Air capacity increased compared to January 2024 (3,440 flights, +6.1% with 723,386 seats, +5.7%). There was increased air capacity compared to January 2019 (3,331 flights, +9.5% with 668,288 seats, +14.5%).
- In calendar year 2024, there were 4,970,901 visitors from the U.S. West, compared to 5,000,099 visitors (-0.6%) in 2023 and 4,595,319 visitors (+8.2%) in pre-pandemic 2019. U.S. West visitors spent \$9.67 billion in 2024, compared to \$9.59 billion (+0.8%) in 2023 and \$6.95 billion (+39.1%) in 2019. The average daily visitor spending in 2024 was \$232 per person, higher than 2023 (\$225 per person, +2.8%) and up significantly from 2019 (\$175 per person, +32.5%).
- In 2024, 45,049 scheduled flights with 9,365,338 seats serviced Hawai'i from U.S. West. In 2023, there were 45,706 scheduled flights (-1.4%) with 9,438,011 seats (-0.8%). In 2019 there were 42,760 scheduled flights (+5.4%) with 8,564,295 seats (+9.4%).

U.S. East

- In January 2025, 207,519 visitors arrived from the U.S. East, up from January 2024 (192,490 visitors, +7.8%) and from January 2019 (185,253 visitors, +12.0%). U.S. East visitor spending of \$601.8 million increased from January 2024 (\$579.0 million, +3.9%) and January 2019 (\$462.9 million, +30.0%). Daily spending by U.S. East visitors in January 2025 (\$264 per person) was higher than January 2024 (\$261 per person, +1.2%) and January 2019 (\$216 per person, +22.2%).
- In January 2025, 450 scheduled flights with 122,323 seats operated from U.S. East. Air capacity increased (419 flights, +7.4% with 110,965, +10.2%) compared to January 2024. There was growth in air capacity from January 2019 (324 flights, +38.9% with 95,344 seats, +28.3%).
- In 2024, 2,362,218 visitors arrived from the U.S. East, compared to 2,427,144 visitors (-2.7%) in 2023 and 2,276,520 visitors (+3.8%) in 2019. U.S. East visitors spent \$6.11 billion in 2024, compared to \$6.23 billion (-1.9%) in 2023 and \$4.68 billion (+30.4%) in 2019. Daily visitor spending in 2024 (\$268 per person) increased from 2023 (\$263 per person, +2.0%) and was much higher than 2019 (\$213 per person, +25.9%).
- In 2024, 4,448 scheduled flights with 1,192,854 seats serviced Hawai'i from U.S. East. In 2023, there were 4,498 scheduled flights (-1.1%) with 1,225,721 seats (-2.7%). In 2019 there were 4,129 scheduled flights (+7.7%) with 1,182,495 seats (+0.9%).

Market Conditions

- Uncertainty reigns as President Donald Trump settles in. The flurry of executive orders and policy statements, especially at Senate confirmation hearings for Mr. Trump's nominees, have clarified a few issues. The rest of Mr. Trump's promised actions and their potential impacts, however, remain uncertain. Against this backdrop, it is understandable that the current range of forecasts for U.S. economic growth in 2025 is unusually wide—from 1.5 percent to 2.7 percent. In fact, the U.S. Chamber of Commerce has argued that a 2025 growth rate of more than 3 percent is likely. Likewise, expected growth in labor productivity has ranged from 1.5 percent to 3 percent in 2025. By emphasizing certain lines of policy actions and developments, it is possible to present plausible scenarios for either slow or strong growth prospects.
- The Conference Board Consumer Confidence Index declined by 5.4 points in January 2025, to 104.1 (1985=100). The reading for December 2024 was revised by 4.8 points to 109.5 but was still down 3.3 points from the previous month. The Present Situation Index—based on consumers' assessment of current business and labor market conditions—fell sharply in January 2025, dropping 9.7 points to 134.3. The Expectations Index—based on consumers' short-term outlook for income, business, and labor market conditions—fell 2.6 points to 83.9, but remained above the threshold of 80 that usually signals a recession ahead. The cutoff date for preliminary results was Jan. 20, 2025.
- HTA Airline Seat Capacity Outlook for February-April 2025 was updated on Feb 4. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will be up 2.4 percent compared to the same period in 2024/25. This projection is based on flights appearing in Diio Mi. An increase in seats is expected from U.S. West (+1.4%) with a large increase from the U.S. East (+19.2%). The growth in the East is due to the new Delta HNL-BOS flight starting in November and resumption of seasonal Delta service from ATL-OGG, ORD-KOA, ORD-OGG, and additional frequencies to existing markets.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	3,958,331	297,602	290,142	2.6%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	2,024,638	165,806	145,970	13.6%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	1,995,996	163,498	142,955	14.4%
Moloka'i	42,603	12,231	24,316	34,943	22,705	22,002	1,997	2,840	-29.7%
Lāna'i	59,810	14,527	45,369	55,776	38,299	35,931	2,610	3,124	-16.5%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,248,478	1,209,375	94,836	93,504	1.4%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	1,419,684	123,930	116,533	6.3%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	2,502,523	180,206	178,790	0.8%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	1,327,650	100,476	88,077	14.1%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	1,308,828	99,047	86,217	14.9%
Moloka'i	25,823	7,423	15,779	22,077	13,156	12,889	1,125	1,610	-30.1%
Lāna'i	31,672	7,968	26,221	31,446	20,760	20,266	1,306	1,635	-20.1%
Kaua'i	730,725	179,451	540,578	810,540	810,602	784,736	54,943	57,070	-3.7%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	900,099	73,533	71,716	2.5%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	1,455,808	117,396	111,352	5.4%
Maui County	847,188	233,393	693,244	876,274	747,619	696,988	65,330	57,893	12.8%
Maui	832,911	228,925	681,140	861,746	737,139	687,168	64,450	56,738	13.6%
Moloka'i	16,780	4,808	8,536	12,867	9,549	9,113	872	1,230	-29.1%
Lāna'i	28,138	6,559	19,148	24,331	17,539	15,665	1,304	1,489	-12.4%
Kaua'i	404,948	101,006	244,504	396,806	437,876	424,639	39,893	36,435	9.5%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	519,586	50,398	44,817	12.5%

Airlift: Scheduled Seats and Flights

Scheduled seats	2025					2024					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	2,278,453	2,377,339	2,415,441	2,134,215	9,205,448	2,223,559	2,422,624	2,419,655	2,299,500	9,365,338	2.5	-1.9	-0.2	-7.2	-1.7
Anchorage	37,847	15,970	15,732	22,743	92,292	31,140	18,063	14,875	19,240	83,318	21.5	-11.6	5.8	18.2	10.8
Denver	129,828	151,400	138,976	128,968	549,172	130,108	131,968	118,452	120,220	500,748	-0.2	14.7	17.3	7.3	9.7
Everett	16,001	3,738		2,394	22,133	15,035	8,366		2,314	25,715	6.4	-55.3		3.5	-13.9
Las Vegas	166,950	189,895	188,929	130,304	676,078	156,005	180,193	170,569	157,349	664,116	7.0	5.4	10.8	-17.2	1.8
Long Beach	50,470	50,498	50,876	40,376	192,220	37,793	51,331	52,248	50,876	192,248	33.5	-1.6	-2.6	-20.6	0.0
Los Angeles	511,743	588,863	611,105	517,632	2,229,343	520,993	610,368	634,831	546,366	2,312,558	-1.8	-3.5	-3.7	-5.3	-3.6
Oakland	119,887	104,683	100,464	68,964	393,998	139,920	137,696	141,318	133,782	552,716	-14.3	-24.0	-28.9	-48.5	-28.7
Ontario	17,010	17,179	16,376	16,376	66,941	17,010	17,199	17,199	17,199	68,607	0.0	-0.1	-4.8	-4.8	-2.4
Phoenix	148,570	148,037	142,448	114,392	553,447	167,759	147,768	136,331	141,441	593,299	-11.4	0.2	4.5	-19.1	-6.7
Portland	97,650	90,163	98,256	102,549	388,618	91,849	76,567	91,274	92,303	351,993	6.3	17.8	7.6	11.1	10.4
Sacramento	83,878	100,121	98,677	73,127	355,803	62,491	72,169	77,245	76,414	288,319	34.2	38.7	27.7	-4.3	23.4
Salt Lake City	72,065	42,471	37,260	58,212	210,008	40,191	30,737	37,426	56,916	165,270	79.3	38.2	-0.4	2.3	27.1
San Diego	120,616	138,542	147,548	122,723	529,429	111,846	148,530	148,362	142,989	551,727	7.8	-6.7	-0.5	-14.2	-4.0
San Francisco	263,518	306,922	332,058	311,904	1,214,402	282,510	318,759	330,008	300,429	1,231,706	-6.7	-3.7	0.6	3.8	-1.4
San Jose	88,395	75,182	76,004	57,059	296,640	104,744	114,459	111,905	98,511	429,619	-15.6	-34.3	-32.1	-42.1	-31.0
Seattle	354,025	353,675	360,732	366,492	1,434,924	314,165	358,451	337,612	343,151	1,353,379	12.7	-1.3	6.8	6.8	6.0

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	10,944	11,363	11,669	10,071	44,047	10,626	11,650	11,705	11,068	45,049	3.0	-2.5	-0.3	-9.0	-2.2
Anchorage	217	91	92	133	533	179	105	92	113	489	21.2	-13.3	0.0	17.7	9.0
Denver	414	465	435	423	1,737	422	455	422	400	1,699	-1.9	2.2	3.1	5.8	2.2
Everett	90	21		14	125	85	47		13	145	5.9	-55.3		7.7	-13.8
Las Vegas	782	908	863	528	3,081	743	846	783	730	3,102	5.2	7.3	10.2	-27.7	-0.7
Long Beach	274	274	276	216	1,040	207	279	284	276	1,046	32.4	-1.8	-2.8	-21.7	-0.6
Los Angeles	2,310	2,709	2,868	2,335	10,222	2,371	2,775	2,921	2,493	10,560	-2.6	-2.4	-1.8	-6.3	-3.2
Oakland	650	551	552	372	2,125	768	757	765	721	3,011	-15.4	-27.2	-27.8	-48.4	-29.4
Ontario	90	92	92	92	366	90	91	91	91	363	0.0	1.1	1.1	1.1	0.8
Phoenix	717	735	708	552	2,712	823	736	670	682	2,911	-12.9	-0.1	5.7	-19.1	-6.8
Portland	504	477	552	579	2,112	467	376	456	463	1,762	7.9	26.9	21.1	25.1	19.9
Sacramento	416	504	495	349	1,764	297	368	416	387	1,468	40.1	37.0	19.0	-9.8	20.2
Salt Lake City	342	208	184	281	1,015	181	144	181	268	774	89.0	44.4	1.7	4.9	31.1
San Diego	632	745	792	641	2,810	582	795	787	758	2,922	8.6	-6.3	0.6	-15.4	-3.8
San Francisco	1,145	1,342	1,492	1,387	5,366	1,200	1,349	1,401	1,310	5,260	-4.6	-0.5	6.5	5.9	2.0
San Jose	491	422	428	317	1,658	587	641	627	549	2,404	-16.4	-34.2	-31.7	-42.3	-31.0
Seattle	1,870	1,819	1,840	1,852	7,381	1,624	1,886	1,809	1,814	7,133	15.1	-3.6	1.7	2.1	3.5

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	382,267	281,945	249,532	307,081	1,220,825	326,001	287,650	275,009	304,194	1,192,854	17.3	-2.0	-9.3	0.9	2.3
Atlanta	40,932	28,470	25,944	35,016	130,362	25,662	25,662	25,944	34,800	112,068	59.5	10.9	0.0	0.6	16.3
Austin	7,784	0	0	0	7,784	9,730	12,510	12,510	10,564	45,314	-20.0	-100.0	-100.0	-100.0	-82.8
Boston	31,944	23,740	16,680	26,300	98,664	13,622	16,124	16,124	25,168	71,038	134.5	47.2	3.4	4.5	38.9
Chicago	70,140	39,915	32,415	35,817	178,287	48,060	34,284	32,415	40,926	155,685	45.9	16.4	0.0	-12.5	14.5
Dallas	76,512	57,450	50,232	72,423	256,617	68,136	57,291	60,381	62,931	248,739	12.3	0.3	-16.8	15.1	3.2
Detroit	20,172	19,656	19,872	24,360	84,060	25,603	20,574	17,854	20,142	84,173	-21.2	-4.5	11.3	20.9	-0.1
Houston	32,760	36,400	34,944	33,488	137,592	33,124	48,048	43,680	33,488	158,340	-1.1	-24.2	-20.0	0.0	-13.1
Minneapolis	25,248	19,656	19,872	20,664	85,440	19,736	19,656	19,440	23,664	82,496	27.9	0.0	2.2	-12.7	3.6
New York JFK	40,572	46,494	46,570	45,153	178,789	46,356	44,954	43,658	39,703	174,671	-12.5	3.4	6.7	13.7	2.4
Newark	18,185	3,927		8,085	30,197	20,957	3,003		7,495	31,455	-13.2	30.8		7.9	-4.0
Washington D.C.	18,018	6,237	3,003	5,775	33,033	15,015	5,544	3,003	5,313	28,875	20.0	12.5	0.0	8.7	14.4

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,403	1,047	918	1,138	4,506	1,226	1,080	1,027	1,115	4,448	14.4	-3.1	-10.6	2.1	1.3
Atlanta	162	104	92	134	492	91	91	92	133	407	78.0	14.3	0.0	0.8	20.9
Austin	28	0	0	0	28	35	45	45	38	163	-20.0	-100.0	-100.0	-100.0	-82.8
Boston	114	89	60	94	357	49	58	58	90	255	132.7	53.4	3.4	4.4	40.0
Chicago	230	130	105	119	584	170	113	105	132	520	35.3	15.0	0.0	-9.8	12.3
Dallas	298	216	184	271	969	272	240	249	251	1,012	9.6	-10.0	-26.1	8.0	-4.2
Detroit	72	91	92	92	347	91	91	79	75	336	-20.9	0.0	16.5	22.7	3.3
Houston	90	100	96	92	378	91	132	120	92	435	-1.1	-24.2	-20.0	0.0	-13.1
Minneapolis	90	91	92	92	365	91	91	90	90	362	-1.1	0.0	2.2	2.2	0.8
New York JFK	162	182	184	184	712	180	182	176	158	696	-10.0	0.0	4.5	16.5	2.3
Newark	79	17		35	131	91	13		33	137	-13.2	30.8		6.1	-4.4
Washington D.C.	78	27	13	25	143	65	24	13	23	125	20.0	12.5	0.0	8.7	14.4

Source: DBEDT analysis from Diio Mi seat and flight schedules as of February 21, 2025, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
Group vs True Independent (Net)									
Group Tour	143,078	NA	79,289	147,663	157,796	150,355	11,456	11,676	-1.9%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	6,312,715	510,068	487,983	4.5%
Leisure vs Business									
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	5,989,825	456,006	425,559	7.2%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	291,855	41,452	38,756	7.0%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	185,765	32,773	29,710	10.3%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	66,897	6,382	6,915	-7.7%
Incentive	59,031	15,943	26,694	57,383	50,903	48,632	3,170	2,928	8.3%

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	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
Group vs True Independent (Net)									
Group Tour	67,037	NA	43,863	73,688	78,455	78,174	5,320	5,730	-7.2%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	4,320,305	329,359	319,939	2.9%
Leisure vs Business									
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	4,132,185	297,768	282,395	5.4%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	156,962	19,847	20,046	-1.0%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	102,239	14,973	14,912	0.4%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	37,363	3,496	3,909	-10.6%
Incentive	25,831	8,146	12,917	25,726	22,539	21,459	1,750	1,618	8.2%

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.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
Group vs True Independent (Net)									
Group Tour	76,041	NA	35,426	73,975	79,340	72,181	6,136	5,946	3.2%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	1,992,411	180,710	168,045	7.5%
Leisure vs Business									
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,857,641	158,238	143,164	10.5%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	134,893	21,605	18,710	15.5%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	83,526	17,800	14,798	20.3%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	29,534	2,886	3,006	-4.0%
Incentive	33,199	7,797	13,776	31,656	28,364	27,172	1,421	1,311	8.4%

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	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.1	22.3	21.9	0.4
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.9	77.7	78.1	-0.4

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.2	15.9	15.7	0.1
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.8	84.1	84.3	-0.1

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	39.6	33.6	33.2	0.4
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.4	66.4	66.8	-0.4

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,830.47	164.00	156.28	4.9%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,112.76	1,121.93	94.19	89.12	5.7%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024P	Jan. 2025P	Jan. 2024P	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	722.56	708.54	69.81	67.16	3.9%

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