



O'AHU OVERVIEW

VISITOR STATISTICS

	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	775.8	734.0	5.7%	9,110.1	8,890.9	8,693.7	5,708.7	NA	8,139.8
VISITOR ARRIVALS	456,607	450,503	1.4%	5,814,176	5,613,409	4,858,170	3,326,622	1,506,316	6,154,248
PPPD SPENDING (\$)	223.5	210.1	6.4%	222.1	219.5	240.4	212.2	NA	194.6
AVERAGE DAILY CENSUS	111,968	112,697	-0.6%	112,057	110,992	99,092	73,693	35,054	114,596

P = Preliminary data.

Note: 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.

NA= Annual 2020 visitor spending statistics were not available, as there was no Departure Survey held between April through October 2020 due to COVID-19 restrictions.

Source: Department of Business, Economic Development and Tourism

AIR LIFT

HONOLULU	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
DOMESTIC SEATS	507,193	473,619	7.1%	6,019,935	5,773,928	5,552,643	5,121,525	2,484,927	5,025,269
INTERNATIONAL SEATS	208,790	229,961	-9.2%	2,472,981	2,158,642	1,357,915	369,576	885,195	3,390,162
TOTAL SEATS	715,983	703,580	1.8%	8,492,916	7,932,570	6,910,558	5,491,101	3,370,122	8,415,431
DOMESTIC FLIGHTS	2,175	2,032	7.0%	26,269	24,943	24,180	22,767	10,822	26,466
INTERNATIONAL FLIGHTS	773	830	-6.9%	8,916	7,927	5,147	1,381	3,182	12,867
TOTAL FLIGHTS	2,948	2,862	3.0%	35,185	32,870	29,327	24,148	14,004	39,333

Source: DIO Mi schedules

TRANSIENT ACCOMMODATIONS TAX (TAT) TO CITY & COUNTY OF HONOLULU

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
TAT (\$mill)	45.4	45.4	45.4	45.4	45.4	0	0	0

HOTEL PERFORMANCE

O'ahu	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
OCCUPANCY	77.8%	79.0%	-1.2%	79.8%	79.0%	75.4%	55.6%	39.2%	84.1%
AVERAGE DAILY RATE	\$291.73	\$283.93	2.7%	\$284.66	\$283.93	\$267.77	\$225.31	\$215.65	\$240.92
REVENUE PER AVAILABLE ROOM	\$226.90	\$224.34	1.1%	\$227.20	\$224.34	\$201.79	\$125.19	\$84.46	\$202.69

Source: STR, Inc.

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VACATION RENTAL PERFORMANCE

O'ahu	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
UNIT SUPPLY	204,459	209,173	-2.3%	2,675,463	2,526,816	2,119,204	1,760,930	1,688,693	3,153,310
UNIT OCCUPANCY	60.5%	60.3%	0.3%	57.2%	58.1%	65.2%	63.9%	42.4%	74.9%
UNIT AVERAGE DAILY RATE	\$295.60	\$262.91	12.4%	\$265.40	\$241.13	\$221.97	\$196.83	\$183.88	\$234.85

Source: Transparent Intelligence, Inc.