



HAWAI'I COUNTY OVERVIEW

VISITOR STATISTICS

	January 2025P	January 2024P	% change	2024P	2023	2022	2021	2020
TOTAL EXPENDITURES (\$mil)	305.4	299.4	2.0%	3,222.2	3,029.0	2,722.6	1,837.2	NA
VISITOR ARRIVALS	158,141	143,033	10.6%	1,729,027	1,779,063	1,667,633	1,183,458	493,817
PPPD SPENDING (\$)	218.4	222.7	-1.9%	239.8	216.1	197.8	167.6	NA
AVERAGE DAILY CENSUS	45,097	43,371	4.0%	36,712	38,405	37,701	30,041	13,641

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 DIIO 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 fielding between April through October 2020 due to COVID19 restrictions.

Source: Department of Business, Economic Development and Tourism

AIR LIFT

KONA	January 2025P	January 2024P	% change	2024P	2023	2022	2021	2020
DOMESTIC SEATS	111,328	100,089	11.2%	1,276,877	1,334,210	1,312,247	1,351,496	475,736
INTERNATIONAL SEATS	6,194	9,275	-33.2%	52,619	55,972	45,377	11,628	38,686
TOTAL SEATS	117,522	109,364	7.5%	1,329,496	1,390,182	1,357,624	1,363,124	514,422
DOMESTIC FLIGHTS	548	509	7.7%	6,489	7,008	7,181	7,232	2,641
INTERNATIONAL FLIGHTS	36	51	-29.4%	290	312	258	67	187
TOTAL FLIGHTS	584	560	4.3%	6,779	7,320	7,439	7,299	2,828

HILO	January 2025P	January 2024P	% change	2024P	2023	2022	2021	2020
DOMESTIC SEATS	0	0	NA	0.0%	1,162	47,433	38,756	8,964
INTERNATIONAL SEATS	0	0	NA	0.0%	0	0	0	0
TOTAL SEATS	0	0	NA	0.0%	1,162	47,433	38,756	8,964
DOMESTIC FLIGHTS	0	0	NA	0.0%	7	270	220	54
INTERNATIONAL FLIGHTS	0	0	NA	0.0%	0	0	0	0
TOTAL FLIGHTS	0	0	NA	0.0%	7	270	220	54

Source: DiiO Mii schedules

TRANSIENT ACCOMMODATIONS TAX (TAT) TO HAWAI'I COUNTY

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
TAT (\$mill)	19.2	19.2	19.2	19.2	19.2	0	0	0

HOTEL PERFORMANCE

HAWAI'I COUNTY	January 2025P	January 2024P	% change	2024P	2023	2022	2021	2020
OCCUPANCY	77.4%	69.6%	7.8%	67.0%	69.6%	74.9%	61.1%	39.7%
AVERAGE DAILY RATE	\$458.04	\$454.66	0.7%	\$428.08	\$454.66	\$400.10	\$348.08	\$248.94
REVENUE PER AVAILABLE ROOM	\$354.75	\$316.45	12.1%	\$286.71	\$316.45	\$299.71	\$212.62	\$98.77

Source: STR, Inc.

VACATION RENTAL PERFORMANCE

HAWAI'I COUNTY	January 2025P	January 2024P	% change	2024P	2023	2022	2021	2020
UNIT SUPPLY	181,885	185,861	-2.1%	2,451,218	2,289,010	1,803,375	1,521,271	1,365,716
UNIT OCCUPANCY	59.2%	58.7%	0.5%	46.6%	50.2%	61.6%	67.4%	44.6%
UNIT AVERAGE DAILY RATE	\$297.85	\$263.52	13.0%	\$261.60	\$238.62	\$241.90	\$209.14	\$187.71

Source: Transparent Intelligence, Inc.

2019
2,315.9
1,763,904
178.4
35,556

2019
1,105,209
156,522
1,261,731
6,374
752
7,126

2019
47,872
0
47,872
285
0
284

2019
77.0%
\$265.44
\$204.50

2019
2,359,867
66.3%
\$235.96