



STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
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VISITOR SPENDING INCREASED IN FEBRUARY 2025

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HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), there were 240,525 total visitors in Hawai'i on any given day (average daily census) in February 2025, which was an increase from February 2024 (236,008 visitors, +1.9%), but fewer than pre-pandemic February 2019 (246,741 visitors, -2.5%). Total spending by all visitors in February 2025 measured in nominal dollars was \$61.7 million per day, up from February 2024 (\$57.1 million per day, +8.0%) and much higher than February 2019 (\$49.6 million per day, +24.4%).

2024 was a leap year and included an extra day in February. To directly compare with February 2025 data, the average daily census was used as a measure of visitor volume and visitor spending and air capacity data were stated on a per day basis, where applicable. Total visitor spending and total visitor arrival are presented in the Glance and Island Highlight tables at the end of this news release.

Among visitors who came by air service in February 2025, the average daily census of 111,573 U.S. West visitors was an increase from February 2024 (108,614 visitors, +2.7%) and February 2019 (96,870 visitors, +15.2%). In February 2025, U.S. West visitors' total spending was \$28.3 million per day, which was more than February 2024 (\$25.1 million per day, +13.1%) and February 2019 (\$17.8 million per day, +58.8%).

In February 2025, the average daily census of 69,151 U.S. East visitors was greater than February 2024 (64,408 visitors, +7.4%) and February 2019 (63,462 visitors, +9.0%). U.S. East visitors' total spending in February 2025 was \$19.3 million per day, higher than February 2024 (\$16.8 million per day, +14.7%) and February 2019 (\$13.3 million per day, +45.1%).

In February 2025, the average daily census of 9,992 visitors from Japan declined compared to February 2024 (11,691 visitors, -14.5%) and February 2019 (24,408 visitors, -59.1%). Total spending by Japanese visitors in February 2025 was \$2.4 million per day, down from February 2024 (\$2.8 million per day, -14.1%) and February 2019 (\$5.9 million per day, -58.8%).

In February 2025, the average daily census of 20,686 Canadian visitors decreased from February 2024 (20,977 visitors, -1.4%) and February 2019 (29,741 visitors, -30.4%). Total spending by Canadian visitors in February 2025 was \$5.0 million per day, higher than February 2024 (\$4.7 million per day, +6.2%), but less than February 2019 (\$5.5 million per day, -8.7%).

In February 2025, the average daily census of 25,841 visitors from all other international markets (including visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines and the Pacific Islands) dropped compared to February 2024 (27,166 visitors, -4.9%) and February 2019 (29,939 visitors, -13.7%).

Among visitors who came to Hawai'i by out-of-state cruise ships, the average daily census in February 2025 of 3,283 visitors was more than February 2024 (3,152 visitors, +4.1%) and February 2019 (2,322 visitors, +41.4%).

In February 2025, there were 4,475 transpacific flights with 994,193 seats that serviced the Hawaiian Islands. This averaged out to 160 flights and 35,507 air seats per day, which was a decrease from February 2024 (161 flights with 36,016 seats per day) and from February 2019 (165 flights with 36,106 seats per day). Fewer flights and seats from Japan, Canada, Korea and Australia to Hawai'i entirely offset growth in air capacity from the U.S. mainland.

Year-to-Date February 2025

In the first two months of 2025, the average daily census of 244,021 total visitors increased from the first two months of 2024 (239,465 visitors, +1.9%) but declined compared to the first two months of 2019 (254,882 visitors, -4.3%). Total visitor spending in the first two months of 2025 was \$61.4 million per day, higher than the first two months of 2024 (\$57.7 million per day, +6.3%) and the first two months of 2019 (\$50.9 million per day, +20.5%).

Other Highlights

U.S. West: In February 2025, 286,800 visitors came from the Pacific region (Alaska, California, Oregon, and Washington) and 84,013 visitors arrived from the Mountain region (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming).

Eight out of 10 U.S. West visitors in February 2025 had been to Hawai'i before (84.7%) while 15.3 percent were first-time visitors. In terms of accommodations, 52.9 percent of U.S. West visitors in February 2025 stayed in hotels, 16.7 percent stayed in condominiums, 12.5 percent stayed in rental homes, 12.4 percent stayed with friends and relatives and 8.3 percent stayed in timeshares.

In the first two months of 2025, the average daily census of 110,406 U.S. West visitors increased compared to the first two months of 2024 (107,865 visitors, +2.4%) and the first two months of 2019 (98,391 visitors, +12.2%). Total visitor spending in the first two months of 2025 was \$27.2 million per day, which was more than the first two months of 2024 (\$24.9 million per day, +9.2%) and the first two months of 2019 (\$17.9 million per day, +52.0%).

U.S. East: In February 2025, the three largest U.S. East regions were East North Central (Illinois, Indiana, Michigan, Ohio and Wisconsin) with 45,269 visitors, South Atlantic (Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C. and West Virginia) with 40,806 visitors, and West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota) with 32,086 visitors. The East North Central and South Atlantic regions reported growth in visitor arrivals compared to February 2024.

Six out of 10 U.S. East visitors in February 2025 had been to Hawai'i before (63.6%) while 36.4 percent were first-time visitors. In terms of lodging, 60.3 percent of U.S. East visitors in February 2025 stayed in hotels, 12.7 percent stayed with friends and relatives, 12.4 percent stayed in condominiums, 11.4 percent stayed in rental homes and 7.9 percent stayed in timeshares.

In the first two months of 2025, the average daily census of 71,438 U.S. East visitors was up compared to the first two months of 2024 (68,107 visitors, +4.9%) and the first two months of 2019 (66,408 visitors, +7.6%). Total visitor spending in the first two months of 2025 was \$19.3 million per day, higher than the first two months of 2024 (\$17.8 million per day, +8.9%) and the first two months of 2019 (\$14.1 million per day, +36.7%).

Japan: Of the 48,032 visitors in February 2025, 47,606 visitors arrived on international flights and 426 visitors came on domestic flights. Two out of three Japanese visitors in February 2025 were repeat visitors (67.6%) while 32.4 percent were first-time visitors to the islands. In terms of lodging, 81.1 percent of Japanese visitors in February 2025 stayed in hotels, 12.8 percent stayed in condominiums, 6.8 percent stayed in timeshares and 1.5 percent stayed with friends and relatives.

In the first two months of 2025, the average daily census of 10,430 visitors from Japan decreased compared to the first two months of 2024 (11,131 visitors, -6.3%) and the first two months of 2019 (23,844 visitors, -56.3%). Total visitor spending in the first two months of 2025

was \$2.6 million per day, down from the first two months of 2024 (\$2.7 million per day, -4.3%) and from the first two months of 2019 (\$5.7 million per day, -55.3%).

Canada: Of the 48,651 visitors in February 2025, 41,069 visitors arrived via direct air service from Canada and 7,582 visitors came on domestic flights. Seven out of 10 Canadian visitors in February 2025 had been to Hawai'i before (69.9%), while 30.1 percent were first-time visitors. In terms of lodging, 53.5 percent of Canadian visitors in February 2025 stayed in hotels, 24.5 percent stayed in condominiums, 11.0 percent stayed in rental homes, 10.3 percent stayed in timeshares and 5.9 percent stayed with friends and relatives.

In the first two months of 2025, the average daily census of 21,126 visitors from Canada declined compared to the first two months of 2024 (21,667 visitors, -2.5%) and the first two months of 2019 (30,908 visitors, -31.7%). Total visitor spending in the first two months of 2025 was \$4.9 million per day, similar to the first two months of 2024 (\$4.9 million per day, +1.1%) but decreased compared to the first two months of 2019 (\$5.4 million per day, -9.0%).

Island Highlights

O'ahu: In February 2025, the average daily census of 109,211 visitors on O'ahu declined compared to February 2024 (111,355 visitors, -1.9%) and was similar to February 2019 (109,506 visitors, -0.3%). Total visitor spending on O'ahu was \$24.1 million per day in February 2025, higher than February 2024 (\$23.5 million per day, +2.6%) and February 2019 (\$21.7 million per day, +10.8%).

In the first two months of 2025, the average daily census was 110,660 visitors, down from the first two months of 2024 (112,049 visitors, -1.2%) and from the first two months of 2019 (113,137 visitors, -2.2%). In the first two months of 2025, total visitor spending of \$24.6 million per day was more than the first two months of 2024 (\$23.6 million per day, +4.2%) and the first two months of 2019 (\$22.2 million per day, +10.8%).

Maui: Nineteen months after the August 8, 2023, wildfires, the average daily census on Maui was 58,885 visitors in February 2025. This was an increase compared to February 2024 (51,976 visitors, +13.3%), but fewer than February 2019 (67,040 visitors, -12.2%). In February 2025, total visitor spending on Maui was \$19.1 million per day, up from February 2024 (\$15.3 million per day, +24.8%) and February 2019 (\$14.8 million per day, +29.2%).

In the first two months of 2025, the average daily census was 58,303 visitors, an increase from the first two months of 2024 (52,700 visitors, +10.6%), but less than the first two months of 2019 (68,519 visitors, -14.9%). Total visitor spending was \$18.0 million per day in the first two months of 2025, which was greater than the first two months of 2024 (\$15.8 million per day, +14.4%) and the first two months of 2019 (\$15.0 million per day, +20.0%).

Kaua'i: The average daily census on Kaua'i of 28,431 visitors in February 2025 was similar to February 2024 (28,421 visitors, +0.0%) and up slightly from February 2019 (28,271 visitors, +0.6%). In February 2025, total visitor spending on Kaua'i was \$8.2 million per day, which was higher than in February 2024 (\$8.1 million per day, +1.1%) and February 2019 (\$5.5 million per day, +49.5%).

In the first two months of 2025, the average daily census was 28,526 visitors, which was less than the first two months of 2024 (28,676 visitors, -0.5%) and the first two months of 2019 (29,066 visitors, -1.9%). Total visitor spending was \$8.3 million per day in the first two months of 2025, up from the first two months of 2024 (\$8.0 million per day, +3.1%) and the first two months of 2019 (\$ 5.6 million per day, +48.2%).

Hawai'i Island: In February 2025, the average daily census on Hawai'i Island was 39,704 visitors, similar to February 2024 (39,636 visitors, +0.2%) and higher than February 2019 (37,883 visitors, +4.8%). In February 2025, total visitor spending on Hawai'i Island was \$9.6 million per day, an increase compared to February 2024 (\$9.4 million per day, +2.5%) and February 2019 (\$6.9 million per day, +40.5%).

In the first two months of 2025, the average daily census was 42,538 visitors, which was greater than the first two months of 2024 (41,566 visitors, +2.3%) and the first two months of 2019 (40,334 visitors, +5.5%). Total visitor spending was \$9.8 million per day in the first two months of 2025, more than the first two months of 2024 (\$9.5 million per day, +2.3%) and the first two months of 2019 (\$7.6 million per day, +29.1%).

Flights and Air Seats to Hawai'i

Domestic Flights

In February 2025, an average of 130 nonstop flights with 28,114 seats per day serviced Hawai'i from the U.S. mainland. Domestic air capacity increased compared to February 2024 (129 flights, +0.8% with 27,712 seats, +1.5% per day) and February 2019 (117 flights, +11.6% with 24,458 seats, +14.9% per day).

U.S. West: In February 2025, an average of 115 flights with 24,069 seats per day were from U.S. West, similar to February 2024 (115 flights, 0.0% with 23,999 seats, +0.3% per day). Air capacity was greater than February 2019 (105 flights, +9.5% with 21,118 seats, +14.0% per day).

U.S. East: There was an average of 15 flights with 3,988 seats per day from U.S. East in February 2025, compared to 13 flights (+9.2%) and 3,576 seats (+11.5%) per day in February 2024. There was significant growth in air capacity compared to February 2019 (11 flights, +36.7% with 3,145 seats, +26.8% per day).

International Flights

In February 2025, there were an average of 29 nonstop flights with 7,393 seats per day to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and many Pacific Islands. International air capacity decreased compared to February 2024 (32 flights, -8.0% with 8,305 seats, -11.0% per day) and continued to be much less than February 2019 (48 flights, -38.5% with 11,648 seats, -36.5% per day).

Japan: In February 2025, an average of 12 scheduled flights with 3,288 seats per day were from Japan, operated by All Nippon, Delta, Hawaiian and Japan Airlines. Direct service from Zipair, the low-cost carrier and subsidiary of Japan Airlines, remains suspended through March 15, 2025. Air capacity declined compared to February 2024 (13 flights, -9.7% with 3,787 seats, -13.2% per day) and remained below February 2019 levels (23 flights, -48.3% with 5,649 seats, -41.8% per day).

Canada: In February 2025, an average of 10 scheduled flights with 1,744 seats per day were from Canada. Air capacity decreased from February 2024 (11 flights, -8.3% with 1,954 seats, -10.7% per day) and February 2019 (13 flights, -26.4% with 2,344 seats, -25.6%).

Oceania¹:

- **Australia:** In February 2025, there were 54 scheduled flights with 15,168 seats from Melbourne and Sydney. There were 59 flights with 17,941 seats from Melbourne and Sydney in February 2024. Air capacity remained below the February 2019 level (85 flights with 26,860 seats) with service from Brisbane, Melbourne and Sydney.
- **New Zealand:** In February 2025, there were 23 scheduled flights with 6,469 seats from Auckland. There were 23 flights with 6,682 seats in February 2024 and 26 flights with 7,670 seats in February 2019.

Other Asia¹:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020. In comparison, there were 41 scheduled flights with 11,087 seats with service from Beijing, Hangzhou and Shanghai in February 2019.
- **Korea:** There were 67 scheduled flights with 20,410 seats from Seoul in February 2025. There were 85 flights with 25,973 seats in February 2024 and 92 flights with 30,362 seats in February 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were eight scheduled flights with 2,448 seats in February 2019.

Other Markets¹:

- **Guam:** There were 28 scheduled flights with 9,800 seats from Guam in February 2025. There were 29 flights with 10,150 seats in February 2024 and 28 flights with 10,192 seats in February 2019.
- **Philippines:** There were 20 scheduled flights with 6,180 seats from Manila in February 2025. There were 21 flights with 6,489 seats in February 2024 and 20 flights with 5,360 seats in February 2019.
- **Samoa:** There were four scheduled flights with 668 seats from Apia in February 2025. There were four flights with 680 seats in February 2024 and four flights with 656 seats in February 2019.

¹ Air capacity data for Oceania, Other Asia and Other markets are not daily averages, but represent flights and seat counts for the month of February.

- **Rarotonga:** There were four scheduled flights with 756 seats in February 2025 and in February 2024. There was no direct air service from the Cook Islands in February 2019.
- **Kiribati:** There were four scheduled flights with 668 seats in February 2025. There was no direct air service from Christmas Island in February 2024, and four flights with 488 seats in February 2019.
- **Marshall Islands:** There was one flight with 166 seats in February 2025. There was no direct service from Majuro in February 2024 and 16 flights with 2,656 seats in February 2019.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in February 2025. There were eight flights with 1,360 seats in February 2024 and four flights with 656 seats in February 2019.
- **American Samoa:** There were 12 scheduled flights with 3,336 seats from Pago Pago in February 2025. There were eight flights with 2,224 seats in February 2024 and eight flights with 2,224 seats in February 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in February 2025, in February 2024 and in February 2019.

In the first two months of 2025, an average of 161 daily flights with 35,883 daily air seats serviced the Hawaiian Islands, compared to 159 average daily flights with 35,774 seats in the first two months of 2024 and 166 average daily flights with 36,358 seats in the first two months of 2019.

Cruise Ship Visitors

In February 2025, 19,987 visitors came to the islands aboard nine trips from out-of-state ships. Another 9,169 visitors flew to the state to board the Hawai'i home-ported ship Pride of America.

In February 2024, 19,780 visitors (+1.0%) came to the islands aboard 12 trips from out-of-state ships. Another 9,426 visitors (-2.7%) flew to the state to board the Pride of America.

In February 2019, 16,315 visitors (+22.5%) came to the islands aboard eight trips on out-of-state cruise ships and another 9,046 visitors (+1.4%) came by air to board the Pride of America.

In the first two months of 2025, 39,015 visitors came to Hawai'i via 21 trips aboard out-of-state cruise ships and 18,381 visitors flew to Hawai'i and boarded the Pride of America.

In the first two months of 2024, 37,616 visitors (+3.7%) came to Hawai'i via 26 trips aboard out-of-state cruise ships and 18,627 visitors (-1.3%) flew to Hawai'i and boarded the Pride of America.

In the first two months of 2019, 28,348 visitors (+37.6%) came to Hawai'i aboard 15 trips from out-of-state cruise ships and 18,404 visitors (-0.1%) flew to Hawai'i and boarded the Pride of America.

Statement by DBEDT Director James Kunane Tokioka

For February 2025, average daily visitor spending at \$256.40 per visitor was the highest level historically in nominal terms. Though the inflation rate is not available for February, it is likely that the visitor spending is an increase (6% in nominal terms) after adjusting for inflation (January 2025 Honolulu consumer inflation was 4.1%).

As for Canadian visitor arrivals, DBEDT will continue to closely monitor this market. Canada and Hawai'i have a longstanding relationship and we are cautiously optimistic that although Canadian travel to the continental U.S. may decrease, it may not mean that Hawai'i visits will decrease in the same manner. At this time, we do not see flight cancelations from Air Canada or WestJet.

It is encouraging to see that the number of visitors from the continental U.S. increased this February at 1.2 percent higher than last February even though last year was a leap year. Compared with pre-pandemic February 2019, U.S. visitor arrivals increased by 16.6 percent. It is expected that the U.S. East market will perform better this year.

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FEBRUARY 2025 ARRIVALS AT A GLANCE

	2025P	2024P	% change	2025P YTD	2024P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,726.9	1,655.8	4.3	3,621.4	3,465.0	4.5
Total by air	1,716.9	1,645.7	4.3	3,603.0	3,446.5	4.5
U.S. Total	1,332.6	1,213.2	9.8	2,746.4	2,560.4	7.3
U.S. West	793.5	726.5	9.2	1,605.5	1,494.7	7.4
U.S. East	539.1	486.7	10.7	1,140.9	1,065.7	7.1
Japan	68.1	82.0	-16.9	151.4	160.8	-5.9
Canada	139.7	136.2	2.6	289.7	291.5	-0.6
All Others	176.5	214.3	-17.6	415.6	433.8	-4.2
Visitor arrivals by cruise ships	10.0	10.1	-1.3	18.3	18.5	-0.9
TOTAL VISITOR DAYS	6,734,699	6,844,228	-1.6	14,397,243	14,367,920	0.2
Total by air	6,642,778	6,752,815	-1.6	14,222,801	14,191,246	0.2
U.S. Total	5,060,257	5,017,640	0.8	10,728,773	10,558,336	1.6
U.S. West	3,124,031	3,149,807	-0.8	6,513,937	6,471,890	0.6
U.S. East	1,936,226	1,867,833	3.7	4,214,836	4,086,446	3.1
Japan	279,774	339,041	-17.5	615,368	667,887	-7.9
Canada	579,211	608,324	-4.8	1,246,407	1,300,031	-4.1
All Others	723,535	787,811	-8.2	1,632,253	1,664,992	-2.0
Visitor arrivals by cruise ships	91,921	91,413	0.6	174,442	176,674	-1.3
VISITOR ARRIVALS	759,679	772,480	-1.7	1,551,855	1,535,959	1.0
Total by air	739,692	752,700	-1.7	1,512,841	1,498,344	1.0
U.S. Total	569,974	563,183	1.2	1,145,616	1,111,846	3.0
U.S. West	370,989	373,230	-0.6	739,111	729,404	1.3
U.S. East	198,985	189,952	4.8	406,504	382,442	6.3
Japan	48,032	55,716	-13.8	102,328	108,627	-5.8
Canada	48,651	52,048	-6.5	102,984	106,050	-2.9
All Others	73,036	81,753	-10.7	161,913	171,820	-5.8
Visitor arrivals by cruise ships	19,987	19,780	1.0	39,015	37,616	3.7
AVERAGE DAILY CENSUS	240,525	236,008	1.9	244,021	239,465	1.9
Total by air	237,242	232,856	1.9	241,064	236,521	1.9
U.S. Total	180,723	173,022	4.5	181,844	175,972	3.3
U.S. West	111,573	108,614	2.7	110,406	107,865	2.4
U.S. East	69,151	64,408	7.4	71,438	68,107	4.9
Japan	9,992	11,691	-14.5	10,430	11,131	-6.3
Canada	20,686	20,977	-1.4	21,126	21,667	-2.5
All Others	25,841	27,166	-4.9	27,665	27,750	-0.3
Visitor arrivals by cruise ships	3,283	3,152	4.1	2,957	2,945	0.4
AVERAGE LENGTH OF STAY	8.87	8.86	0.1	9.28	9.35	-0.8
Total by air	8.98	8.97	0.1	9.40	9.47	-0.7
U.S. Total	8.88	8.91	-0.4	9.37	9.50	-1.4
U.S. West	8.42	8.44	-0.2	8.81	8.87	-0.7
U.S. East	9.73	9.83	-1.0	10.37	10.69	-3.0
Japan	5.82	6.09	-4.3	6.01	6.15	-2.2
Canada	11.91	11.69	1.9	12.10	12.26	-1.3
All Others	9.91	9.64	2.8	10.08	9.69	4.0
Visitor arrivals by cruise ships	4.60	4.62	-0.5	4.47	4.70	-4.8
PER PERSON PER DAY SPENDING (\$)	256.4	241.9	6.0	251.5	241.2	4.3
Total by air	258.5	243.7	6.1	253.3	242.9	4.3
U.S. Total	263.3	241.8	8.9	256.0	242.5	5.6
U.S. West	254.0	230.6	10.1	246.5	231.0	6.7
U.S. East	278.4	260.6	6.8	270.7	260.8	3.8
Japan	243.5	241.9	0.7	246.0	240.8	2.1
Canada	241.2	223.9	7.7	232.4	224.2	3.7
All Others	243.9	272.0	-10.3	254.6	260.6	-2.3
Visitor arrivals by cruise ships	108.7	110.7	-1.9	105.1	104.7	0.4
PER PERSON PER TRIP SPENDING (\$)	2,273.1	2,143.5	6.0	2,333.6	2,255.9	3.4
Total by air	2,321.1	2,186.4	6.2	2,381.6	2,300.2	3.5
U.S. Total	2,337.9	2,154.2	8.5	2,397.3	2,302.8	4.1
U.S. West	2,138.9	1,946.4	9.9	2,172.2	2,049.2	6.0
U.S. East	2,709.0	2,562.4	5.7	2,806.5	2,786.6	0.7
Japan	1,418.3	1,471.9	-3.6	1,479.1	1,480.6	-0.1
Canada	2,871.5	2,616.5	9.7	2,813.0	2,748.2	2.4
All Others	2,416.3	2,621.3	-7.8	2,566.9	2,524.8	1.7
Visitor arrivals by cruise ships	499.7	511.8	-2.4	470.0	491.6	-4.4

P=Preliminary data.

FEBRUARY 2025 ISLAND HIGHLIGHTS

	2025P	2024P	% change	2025P YTD	2024P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,726.9	1,655.8	4.3	3,621.4	3,465.0	4.5
Total by air	1,716.9	1,645.7	4.3	3,603.0	3,446.5	4.5
O'ahu	674.8	681.1	-0.9	1,450.6	1,415.1	2.5
Maui	533.7	443.1	20.5	1,064.8	946.9	12.5
Moloka'i	2.6	3.6	-25.7	6.7	9.2	-26.5
Lāna'i	7.2	11.1	-35.2	17.5	21.8	-19.9
Kaua'i	228.4	234.0	-2.4	488.0	481.3	1.4
Hawai'i Island	270.1	272.8	-1.0	575.5	572.2	0.6
Visitor arrivals by cruise ships	10.0	10.1	-1.3	18.3	18.5	-0.9
TOTAL VISITOR DAYS	6,734,699	6,844,228	-1.6	14,397,243	14,367,920	0.2
Total by air	6,642,778	6,752,815	-1.6	14,222,801	14,191,246	0.2
O'ahu	3,057,921	3,229,302	-5.3	6,528,925	6,722,911	-2.9
Maui	1,648,780	1,507,299	9.4	3,439,888	3,162,000	8.8
Moloka'i	14,178	24,098	-41.2	33,399	57,638	-42.1
Lāna'i	14,120	18,471	-23.6	27,840	34,202	-18.6
Kaua'i	796,060	824,202	-3.4	1,683,034	1,720,560	-2.2
Hawai'i Island	1,111,720	1,149,443	-3.3	2,509,715	2,493,935	0.6
Visitor arrivals by cruise ships	91,921	91,413	0.6	174,442	176,674	-1.3
VISITOR ARRIVALS	759,679	772,480	-1.7	1,551,855	1,535,959	1.0
Total by air	739,692	752,700	-1.7	1,512,841	1,498,344	1.0
O'ahu	431,444	453,719	-4.9	888,051	904,222	-1.8
Maui	199,845	181,301	10.2	402,583	356,305	13.0
Moloka'i	2,329	3,571	-34.8	5,172	7,367	-29.8
Lāna'i	4,212	4,173	0.9	7,735	7,877	-1.8
Kaua'i	106,016	108,825	-2.6	217,308	214,873	1.1
Hawai'i Island	141,235	145,188	-2.7	299,375	288,221	3.9
Visitor arrivals by cruise ships	19,987	19,780	1.0	39,015	37,616	3.7
AVERAGE DAILY CENSUS	240,525	236,008	1.9	244,021	239,465	1.9
Total by air	237,242	232,856	1.9	241,064	236,521	1.9
O'ahu	109,211	111,355	-1.9	110,660	112,049	-1.2
Maui	58,885	51,976	13.3	58,303	52,700	10.6
Moloka'i	506	831	-39.1	566	961	-41.1
Lāna'i	504	637	-20.8	472	570	-17.2
Kaua'i	28,431	28,421	0.0	28,526	28,676	-0.5
Hawai'i Island	39,704	39,636	0.2	42,538	41,566	2.3
Visitor arrivals by cruise ships	3,283	3,152	4.1	2,957	2,945	0.4
AVERAGE LENGTH OF STAY	8.87	8.86	0.1	9.28	9.35	-0.8
Total by air	8.98	8.97	0.1	9.40	9.47	-0.7
O'ahu	7.09	7.12	-0.4	7.35	7.44	-1.1
Maui	8.25	8.31	-0.8	8.54	8.87	-3.7
Moloka'i	6.09	6.75	-9.8	6.46	7.82	-17.5
Lāna'i	3.35	4.43	-24.3	3.60	4.34	-17.1
Kaua'i	7.51	7.57	-0.9	7.74	8.01	-3.3
Hawai'i Island	7.87	7.92	-0.6	8.38	8.65	-3.1
Visitor arrivals by cruise ships	4.60	4.62	-0.5	4.47	4.70	-4.8
PER PERSON PER DAY SPENDING (\$)	256.4	241.9	6.0	251.5	241.2	4.3
Total by air	258.5	243.7	6.1	253.3	242.9	4.3
O'ahu	220.7	210.9	4.6	222.2	210.5	5.5
Maui	323.7	294.0	10.1	309.6	299.5	3.4
Moloka'i	186.5	147.7	26.3	201.7	159.1	26.8
Lāna'i	508.5	600.3	-15.3	627.3	637.4	-1.6
Kaua'i	287.0	283.9	1.1	289.9	279.7	3.6
Hawai'i Island	243.0	237.3	2.4	229.3	229.4	-0.1
Visitor arrivals by cruise ships	108.7	110.7	-1.9	105.1	104.7	0.4
PER PERSON PER TRIP SPENDING (\$)	2,273.1	2,143.5	6.0	2,333.6	2,255.9	3.4
Total by air	2,321.1	2,186.4	6.2	2,381.6	2,300.2	3.5
O'ahu	1,563.9	1,501.2	4.2	1,633.4	1,565.0	4.4
Maui	2,670.8	2,444.1	9.3	2,645.0	2,657.6	-0.5
Moloka'i	1,135.3	996.6	13.9	1,302.7	1,245.0	4.6
Lāna'i	1,704.4	2,657.2	-35.9	2,257.7	2,767.4	-18.4
Kaua'i	2,154.8	2,150.3	0.2	2,245.5	2,239.9	0.2
Hawai'i Island	1,912.5	1,879.0	1.8	1,922.3	1,985.2	-3.2
Visitor arrivals by cruise ships	499.7	511.8	-2.4	470.0	491.6	-4.4

P=Preliminary data.

FEBRUARY 2025P ARRIVALS AT A GLANCE (2025 vs. 2019)

	2025P	2019	% change	2025P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,726.9	1,388.1	24.4	3,621.4	3,005.0	20.5
Total by air	1,716.9	1,383.3	24.1	3,603.0	2,996.2	20.3
U.S. Total	1,332.6	871.3	52.9	2,746.4	1,890.8	45.2
U.S. West	793.5	499.7	58.8	1,605.5	1,056.4	52.0
U.S. East	539.1	371.6	45.1	1,140.9	834.5	36.7
Japan	68.1	165.5	-58.8	151.4	338.9	-55.3
Canada	139.7	153.0	-8.7	289.7	318.5	-9.0
All Others	176.5	193.5	-8.8	415.6	448.0	-7.2
Visitor arrivals by cruise ships	10.0	4.8	108.8	18.3	8.9	106.7
TOTAL VISITOR DAYS	6,734,699	6,908,757	-2.5	14,397,243	15,038,051	-4.3
Total by air	6,642,778	6,843,755	-2.9	14,222,801	14,919,948	-4.7
U.S. Total	5,060,257	4,489,304	12.7	10,728,773	9,723,120	10.3
U.S. West	3,124,031	2,712,365	15.2	6,513,937	5,805,074	12.2
U.S. East	1,936,226	1,776,939	9.0	4,214,836	3,918,046	7.6
Japan	279,774	683,416	-59.1	615,368	1,406,768	-56.3
Canada	579,211	832,744	-30.4	1,246,407	1,823,571	-31.7
All Others	723,535	838,291	-13.7	1,632,253	1,966,488	-17.0
Visitor arrivals by cruise ships	91,921	65,002	41.4	174,442	118,102	47.7
VISITOR ARRIVALS	759,679	780,827	-2.7	1,551,855	1,598,428	-2.9
Total by air	739,692	764,513	-3.2	1,512,841	1,570,080	-3.6
U.S. Total	569,974	489,011	16.6	1,145,616	991,919	15.5
U.S. West	370,989	312,235	18.8	739,111	629,890	17.3
U.S. East	198,985	176,777	12.6	406,504	362,029	12.3
Japan	48,032	120,653	-60.2	102,328	241,071	-57.6
Canada	48,651	66,590	-26.9	102,984	136,277	-24.4
All Others	73,036	88,258	-17.2	161,913	200,812	-19.4
Visitor arrivals by cruise ships	19,987	16,315	22.5	39,015	28,348	37.6
AVERAGE DAILY CENSUS	240,525	246,741	-2.5	244,021	254,882	-4.3
Total by air	237,242	244,420	-2.9	241,064	252,880	-4.7
U.S. Total	180,723	160,332	12.7	181,844	164,799	10.3
U.S. West	111,573	96,870	15.2	110,406	98,391	12.2
U.S. East	69,151	63,462	9.0	71,438	66,408	7.6
Japan	9,992	24,408	-59.1	10,430	23,844	-56.3
Canada	20,686	29,741	-30.4	21,126	30,908	-31.7
All Others	25,841	29,939	-13.7	27,665	33,330	-17.0
Visitor arrivals by cruise ships	3,283	2,322	41.4	2,957	2,002	47.7
AVERAGE LENGTH OF STAY	8.87	8.85	0.2	9.28	9.41	-1.4
Total by air	8.98	8.95	0.3	9.40	9.50	-1.1
U.S. Total	8.88	9.18	-3.3	9.37	9.80	-4.5
U.S. West	8.42	8.69	-3.1	8.81	9.22	-4.4
U.S. East	9.73	10.05	-3.2	10.37	10.82	-4.2
Japan	5.82	5.66	2.8	6.01	5.84	3.1
Canada	11.91	12.51	-4.8	12.10	13.38	-9.6
All Others	9.91	9.50	4.3	10.08	9.79	2.9
Visitor arrivals by cruise ships	4.60	3.98	15.4	4.47	4.17	7.3
PER PERSON PER DAY SPENDING (\$)	256.4	200.9	27.6	251.5	199.8	25.9
Total by air	258.5	202.1	27.9	253.3	200.8	26.1
U.S. Total	263.3	194.1	35.7	256.0	194.5	31.6
U.S. West	254.0	184.2	37.9	246.5	182.0	35.4
U.S. East	278.4	209.1	33.1	270.7	213.0	27.1
Japan	243.5	242.2	0.5	246.0	240.9	2.1
Canada	241.2	183.8	31.2	232.4	174.6	33.1
All Others	243.9	230.8	5.7	254.6	227.8	11.8
Visitor arrivals by cruise ships	108.7	73.6	47.7	105.1	75.1	39.9
PER PERSON PER TRIP SPENDING (\$)	2,273.1	1,777.7	27.9	2,333.6	1,880.0	24.1
Total by air	2,321.1	1,809.4	28.3	2,381.6	1,908.3	24.8
U.S. Total	2,337.9	1,781.7	31.2	2,397.3	1,906.2	25.8
U.S. West	2,138.9	1,600.4	33.7	2,172.2	1,677.1	29.5
U.S. East	2,709.0	2,102.0	28.9	2,806.5	2,305.0	21.8
Japan	1,418.3	1,371.9	3.4	1,479.1	1,405.7	5.2
Canada	2,871.5	2,298.1	25.0	2,813.0	2,337.0	20.4
All Others	2,416.3	2,192.0	10.2	2,566.9	2,230.8	15.1
Visitor arrivals by cruise ships	499.7	293.1	70.5	470.0	312.9	50.2

P=Preliminary data.

FEBRUARY 2025 ISLAND HIGHLIGHTS (2025 vs. 2019)

	2025P	2019	% change	2025P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,726.9	1,388.1	24.4	3,621.4	3,005.0	20.5
Total by air	1,716.9	1,383.3	24.1	3,603.0	2,996.2	20.3
O'ahu	674.8	609.0	10.8	1,450.6	1,309.2	10.8
Maui	533.7	413.2	29.2	1,064.8	887.4	20.0
Moloka'i	2.6	3.3	-19.5	6.7	6.1	10.2
Lāna'i	7.2	12.7	-43.3	17.5	18.4	-5.3
Kaua'i	228.4	152.8	49.5	488.0	329.4	48.2
Hawai'i Island	270.1	192.3	40.5	575.5	445.7	29.1
Visitor arrivals by cruise ships	10.0	4.8	108.8	18.3	8.9	106.7
TOTAL VISITOR DAYS	6,734,699	6,908,757	-2.5	14,397,243	15,038,051	-4.3
Total by air	6,642,778	6,843,755	-2.9	14,222,801	14,919,948	-4.7
O'ahu	3,057,921	3,066,171	-0.3	6,528,925	6,675,110	-2.2
Maui	1,648,780	1,877,114	-12.2	3,439,888	4,042,599	-14.9
Moloka'i	14,178	26,265	-46.0	33,399	64,283	-48.0
Lāna'i	14,120	21,875	-35.5	27,840	43,315	-35.7
Kaua'i	796,060	791,599	0.6	1,683,034	1,714,918	-1.9
Hawai'i Island	1,111,720	1,060,731	4.8	2,509,715	2,379,723	5.5
Visitor arrivals by cruise ships	91,921	65,002	41.4	174,442	118,102	47.7
VISITOR ARRIVALS	759,679	780,827	-2.7	1,551,855	1,598,428	-2.9
Total by air	739,692	764,513	-3.2	1,512,841	1,570,080	-3.6
O'ahu	431,444	454,687	-5.1	888,051	943,127	-5.8
Maui	199,845	221,603	-9.8	402,583	455,025	-11.5
Moloka'i	2,329	5,542	-58.0	5,172	11,109	-53.4
Lāna'i	4,212	6,208	-32.1	7,735	12,633	-38.8
Kaua'i	106,016	104,445	1.5	217,308	210,587	3.2
Hawai'i Island	141,235	138,387	2.1	299,375	285,789	4.8
Visitor arrivals by cruise ships	19,987	16,315	22.5	39,015	28,348	37.6
AVERAGE DAILY CENSUS	240,525	246,741	-2.5	244,021	254,882	-4.3
Total by air	237,242	244,420	-2.9	241,064	252,880	-4.7
O'ahu	109,211	109,506	-0.3	110,660	113,137	-2.2
Maui	58,885	67,040	-12.2	58,303	68,519	-14.9
Moloka'i	506	938	-46.0	566	1,090	-48.0
Lāna'i	504	781	-35.5	472	734	-35.7
Kaua'i	28,431	28,271	0.6	28,526	29,066	-1.9
Hawai'i Island	39,704	37,883	4.8	42,538	40,334	5.5
Visitor arrivals by cruise ships	3,283	2,322	41.4	2,957	2,002	47.7
AVERAGE LENGTH OF STAY	8.87	8.85	0.2	9.28	9.41	-1.4
Total by air	8.98	8.95	0.3	9.40	9.50	-1.1
O'ahu	7.09	6.74	5.1	7.35	7.08	3.9
Maui	8.25	8.47	-2.6	8.54	8.88	-3.8
Moloka'i	6.09	4.74	28.5	6.46	5.79	11.6
Lāna'i	3.35	3.52	-4.9	3.60	3.43	5.0
Kaua'i	7.51	7.58	-0.9	7.74	8.14	-4.9
Hawai'i Island	7.87	7.66	2.7	8.38	8.33	0.7
Visitor arrivals by cruise ships	4.60	3.98	15.4	4.47	4.17	7.3
PER PERSON PER DAY SPENDING (\$)	256.4	200.9	27.6	251.5	199.8	25.9
Total by air	258.5	202.1	27.9	253.3	200.8	26.1
O'ahu	220.7	198.6	11.1	222.2	196.1	13.3
Maui	323.7	220.1	47.1	309.6	219.5	41.0
Moloka'i	186.5	125.1	49.0	201.7	95.1	112.2
Lāna'i	508.5	579.1	-12.2	627.3	425.7	47.3
Kaua'i	287.0	193.0	48.6	289.9	192.1	51.0
Hawai'i Island	243.0	181.3	34.0	229.3	187.3	22.4
Visitor arrivals by cruise ships	108.7	73.6	47.7	105.1	75.1	39.9
PER PERSON PER TRIP SPENDING (\$)	2,273.1	1,777.7	27.9	2,333.6	1,880.0	24.1
Total by air	2,321.1	1,809.4	28.3	2,381.6	1,908.3	24.8
O'ahu	1,563.9	1,339.3	16.8	1,633.4	1,388.1	17.7
Maui	2,670.8	1,864.7	43.2	2,645.0	1,950.3	35.6
Moloka'i	1,135.3	592.8	91.5	1,302.7	550.1	136.8
Lāna'i	1,704.4	2,040.7	-16.5	2,257.7	1,459.8	54.7
Kaua'i	2,154.8	1,463.1	47.3	2,245.5	1,564.0	43.6
Hawai'i Island	1,912.5	1,389.7	37.6	1,922.3	1,559.4	23.3
Visitor arrivals by cruise ships	499.7	293.1	70.5	470.0	312.9	50.2

P=Preliminary data.