



STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
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VISITOR INDUSTRY GROWS AGAIN IN APRIL 2025

FOR IMMEDIATE RELEASE

May 29, 2025

HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), total visitor arrivals and total visitor spending in April 2025 increased compared to the same month last year. There were 833,219 visitors to the Hawaiian Islands in April 2025, up 7.9 percent from April 2024. Total visitor spending measured in nominal dollars was \$1.69 billion, which was growth of 9.4 percent from April 2024. When compared to pre-pandemic 2019 levels, April 2025 total visitor arrivals represent a 98.1 percent recovery from April 2019 and total visitor spending was higher than April 2019 (\$1.32 billion, +28.3%).

In April 2025, 810,276 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 22,943 visitors came via out-of-state cruise ships. In comparison, 740,720 visitors (+9.4%) arrived by air and 31,695 visitors (-27.6%) came by cruise ships in April 2024, and 824,610 visitors (-1.7%) arrived by air and 24,787 visitors (-7.4%) came by cruise ships in April 2019. The average length of stay by all visitors in April 2025 was 8.36 days, compared to 8.28 days (+1.1%) in April 2024 and 8.25 days (+1.4%) in April 2019. The statewide average daily census¹ was 232,323

¹ Average daily census measures the number of visitors present on any given day.

visitors in April 2025, compared to 213,080 visitors (+9.0%) in April 2024 and 233,616 visitors (-0.6%) in April 2019.

In April 2025, 457,248 visitors arrived from the U.S. West, which was an increase compared to April 2024 (400,070 visitors, +14.3%) and April 2019 (388,573 visitors, +17.7%). U.S. West visitor spending of \$855.0 million rose from April 2024 (\$765.2 million, +11.7%), and was much higher than April 2019 (\$547.0 million, +56.3%). Daily spending by U.S. West visitors in April 2025 (\$234 per person) decreased slightly from April 2024 (\$236 per person, -0.8%) but was up considerably from April 2019 (\$171 per person, +36.7%).

In April 2025, arrivals from the U.S. East of 180,383 visitors increased from April 2024 (176,339 visitors, +2.3%) and April 2019 (159,115 visitors, +13.4%). U.S. East visitor spending of \$449.1 million rose from April 2024 (\$436.8 million, +2.8%) and was significantly more than April 2019 (\$286.8 million, +56.6%). Daily spending by U.S. East visitors in April 2025 (\$277 per person) increased from April 2024 (\$273 per person, +1.4%) and was much more than April 2019 (\$200 per person, +38.4%).

There were 52,358 visitors from Japan in April 2025, an increase from April 2024 (50,626 visitors, +3.4%) but continued to be much lower than April 2019 (119,487 visitors, -56.2%). Visitors from Japan spent \$77.4 million in April 2025, compared to \$75.1 million (+3.0%) in April 2024 and \$164.0 million (-52.8%) in April 2019. Daily spending by Japanese visitors in April 2025 (\$245 per person) was higher than April 2024 (\$238 per person, +3.2%) and April 2019 (\$234 per person, +5.0%).

In April 2025, 36,381 visitors arrived from Canada, down from April 2024 (38,936 visitors, -6.6%) and April 2019 (56,749 visitors, -35.9%). Visitors from Canada spent \$91.0 million in April 2025 compared to \$88.3 million (+3.0%) in April 2024 and \$100.2 million (-9.2%) in April 2019. Daily spending by Canadian visitors in April 2025 (\$224 per person) increased from April 2024 (\$221 per person, +1.6%) and was much higher than April 2019 (\$154 per person, +45.8%).

There were 83,905 visitors from all other international markets in April 2025, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, and the Pacific Islands. In comparison, there were 74,749 visitors (+12.2%) from all other international markets in April 2024 and 100,686 visitors (-16.7%) in April 2019.

In April 2025, a total of 4,885 transpacific flights with 1,085,113 seats serviced the Hawaiian Islands. Total air capacity was similar to April 2024 (4,890 flights, -0.1% with 1,080,344 seats +0.4%) but less than April 2019 (5,031 flights, -2.9% with 1,112,200 seats, -2.4%).

Year-to-Date 2025

A total of 3,288,966 visitors arrived in the first four months of 2025, up 3.2 percent from 3,186,223 visitors in the first four months of 2024. Total arrivals decreased 2.6 percent when compared to 3,376,675 visitors in the first four months of 2019.

In the first four months of 2025, total visitor spending was \$7.30 billion, an increase compared to the first four months of 2024 (\$6.82 billion, +7.2%) and the first four months of 2019 (\$5.81 billion, +25.7%).

Other Highlights

U.S. West: In April 2025, 373,984 visitors (+17.0%) arrived from the Pacific region and 83,120 visitors (+3.7%) came from the Mountain region. Strong growth from the Pacific region was led by more visitors from California (+20.7%), particularly from Los Angeles (+29.2%), Sacramento (+55.6%), San Francisco (+12.6%), San Diego (+7.3%) and San Jose (+8.5%) areas. A shift in the Easter holiday schedule to the third week of April in 2025 versus late March in 2024 contributed to some of the growth in California visitors.

Most U.S. West visitors in April 2025 had been to Hawai'i before (81.8%) while 18.2 percent were first-time visitors. In terms of accommodations, 56.2 percent of U.S. West visitors in April 2025 stayed in hotels, 15.5 percent stayed in condominiums, 11.3 percent stayed in rental homes, 10.7 percent stayed with friends and relatives and 9.2 percent stayed in timeshares.

In the first four months of 2025, there were 1,654,930 visitors from the U.S. West, compared to 1,562,256 visitors (+5.9%) in the first four months of 2024 and 1,417,512 visitors (+16.7%) in the first four months of 2019.

U.S. West visitors spent \$3.39 billion in the first four months of 2025, compared to \$3.08 billion (+10.0%) in the first four months of 2024 and \$2.18 billion (+55.5%) in the first four months of 2019. The average daily visitor spending in the first four months of 2025 was \$245 per person, higher than the first four months of 2024 (\$232 per person, +5.2%) and up considerably from the first four months of 2019 (\$177 per person, +37.8%).

U.S. East: In April 2025, the three largest U.S. East regions were the South Atlantic (47,071 visitors, +10.6%), East North Central (32,344 visitors, +1.6%) and Mid-Atlantic (30,602 visitors, +21.5%) regions. More than half of U.S. East visitors in April 2025 had been to Hawai'i before (56.2%) while 43.8 percent were first-time visitors. In terms of lodging, 63.7 percent of U.S. East visitors in April 2025 stayed in hotels, 11.4 percent stayed with friends and relatives, 11.0 percent stayed in rental homes, 10.8 percent stayed in condominiums and 7.4 percent stayed in timeshares.

In the first four months of 2025, 825,050 visitors arrived from the U.S. East, compared to 788,131 visitors (+4.7%) in the first four months of 2024 and 746,793 visitors (+10.5%) in the first four months of 2019.

U.S. East visitors spent \$2.21 billion in the first four months of 2025, compared to \$2.04 billion (+8.2%) in the first four months of 2024 and \$1.53 billion (+44.8%) in the first four months of 2019. Daily visitor spending in the first four months of 2025 of \$277 per person was up from the first four months of 2024 (\$263 per person, +5.1%) and much higher than the first four months of 2019 (\$207 per person, +33.6%).

Japan: Contributing to the 3.4 percent growth in visitor arrivals in April 2025 was the start of Golden Week, a string of four holidays that occurs from April 29 through May 5 each year. The combination of holidays and weekends creates a longer-than-normal

vacation period. This year, visitors traveling to the Hawaiian Islands for Golden Week began arriving on April 28.

Of the 52,358 visitors in April 2025, 51,886 visitors arrived on international flights and 472 came on domestic flights. Seven out of 10 Japanese visitors in April 2025 were repeat visitors (72.1%) while 27.9 percent were first-time visitors to the islands. In terms of lodging, 80.2 percent of Japanese visitors in April 2025 stayed in hotels, 13.7 percent stayed in condominiums, 7.4 percent stayed in timeshares and 2.0 percent stayed with friends and relatives.

In the first four months of 2025, there were 216,290 visitors from Japan, compared to 223,894 visitors (-3.4%) in the first four months of 2024 and 494,416 visitors (-56.3%) in the first four months of 2019.

Visitors from Japan spent \$320.6 million in the first four months of 2025, compared to \$330.7 million (-3.0%) in the first four months of 2024 and \$688.1 million (-53.4%) in the first four months of 2019. Daily visitor spending in the first four months of 2025 (\$247 per person) increased compared to the first four months of 2024 (\$239 per person, +3.0%) and the first four months of 2019 (\$238 per person, +3.4%).

Canada: Of the 36,381 visitors in April 2025, 31,272 visitors arrived via direct air service from Canada and 5,109 visitors came on domestic flights. Six out of 10 Canadian visitors in April 2025 had been to Hawai'i before (60.3%) while 39.7 percent were first-time visitors. In terms of lodging, 55.4 percent of Canadian visitors in April 2025 stayed in hotels, 22.5 percent stayed in condominiums, 11.1 percent stayed in rental homes, 7.1 percent stayed in timeshares and 6.7 percent stayed with friends and relatives.

In the first four months of 2025, there were 192,986 visitors from Canada, compared to 205,702 visitors (-6.2%) in the first four months of 2024 and 269,939 visitors (-28.5%) in the first four months of 2019.

Visitors from Canada spent \$514.6 million in the first four months of 2025, compared to \$522.6 million (-1.5%) in the first four months of 2024 and \$558.4 million (-7.8%) in the first four months of 2019. Daily visitor spending in the first four months of 2025 of \$228 per person was higher compared to the first four months of 2024 (\$220 per person, +4.0%) and the first four months of 2019 (\$166 per person, +37.4%).

Island Highlights

O'ahu: There were 487,904 visitors to O'ahu in April 2025, up from April 2024 (453,428 visitors, +7.6%) and similar to April 2019 (487,367 visitors, +0.1%). Visitor spending was \$758.8 million in April 2025, compared to \$628.4 million (+20.8%) in April 2024 and \$613.3 million (+23.7%) in April 2019. The average daily census on O'ahu was 113,246 visitors in April 2025, compared to 101,586 visitors (+11.5%) in April 2024 and 109,204 visitors (+3.7%) in April 2019.

In the first four months of 2025, there were 1,901,982 visitors to O'ahu, compared to 1,873,896 visitors (+1.5%) in the first four months of 2024 and 1,954,398 visitors (-2.7%) in the first four months of 2019. For the first four months of 2025, total visitor spending was \$3.14 billion, higher than the first four months of 2024 (\$2.82 billion, +11.6%) and the first four months of 2019 (\$2.60 billion, +21.1%).

Maui: Twenty-one months after the August 8, 2023, wildfires, there were 207,522 visitors to Maui in April 2025, compared to 177,226 visitors (+17.1%) in April 2024 and 247,984 visitors (-16.3%) in April 2019. Visitor spending was \$442.0 million in April 2025, compared to \$396.0 million (+11.6%) in April 2024 and \$398.6 million (+10.9%) in April 2019. The average daily census on Maui was 51,804 visitors in April 2025, compared to 45,436 visitors (+14.0%) in April 2024 and 63,280 visitors (-18.1%) in April 2019.

In the first four months of 2025, there were 845,475 visitors to Maui, compared to 745,009 visitors (+13.5%) in the first four months of 2024 and 974,943 visitors (-13.3%) in the first four months of 2019. For the first four months of 2025, total visitor spending was \$2.04 billion, an increase from the first four months of 2024 (\$1.82 billion, +12.0%) and the first four months of 2019 (\$1.73 billion, +18.1%).

Kaua'i: There were 119,308 visitors to Kaua'i in April 2025, compared to 109,822 visitors (+8.6%) in April 2024 and 106,181 visitors (+12.4%) in April 2019. Visitor spending was \$222.7 million in April 2025, compared to \$234.0 million (-4.9%) in April 2024 and \$135.8 million (+64.0%) in April 2019. The average daily census on Kaua'i was 28,295 visitors in April 2025, compared to 26,195 visitors (+8.0%) in April 2024 and 25,330 visitors (+11.7%) in April 2019.

In the first four months of 2025, there were 460,171 visitors to Kaua'i, compared to 444,194 visitors (+3.6%) in the first four months of 2024 and 439,643 visitors (+4.7%) in the first four months of 2019. For the first four months of 2025, total visitor spending was \$942.3 million, down from the first four months of 2024 (\$959.7 million, -1.8%), but much higher than the first four months of 2019 (\$617.7 million, +52.5%).

Hawai'i Island: There were 137,478 visitors to Hawai'i Island in April 2025, compared to 135,911 visitors (+1.2%) in April 2024 and 130,224 visitors (+5.6%) in April 2019. Visitor spending was \$247.2 million in April 2025, compared to \$258.9 million (-4.5%) in April 2024 and \$149.1 million (+65.8%) in April 2019. The average daily census on Hawai'i Island was 34,728 visitors in April 2025, compared to 33,570 visitors (+3.4%) in April 2024 and 30,444 visitors (+14.1%) in April 2019.

In the first four months of 2025, there were 594,619 visitors to Hawai'i Island, compared to 582,741 visitors (+2.0%) in the first four months of 2024 and 577,101 visitors (+3.0%) in the first four months of 2019. For the first four months of 2025, total visitor spending was \$1.10 billion, a decrease compared to the first four months of 2024 (\$1.12 billion, -2.2%) but considerably more than the first four months of 2019 (\$795.5 million, +37.8%).

Flights and Air Seats to Hawai'i

Domestic Flights

In April 2025, 4,012 nonstop domestic flights with 863,115 seats serviced Hawai'i from the continental U.S. Domestic air capacity was similar to April 2024 (4,027 flights, -0.4% with 857,159 seats, +0.7%) and greater than April 2019 (3,740 flights, +7.3% with 783,210 seats, +10.2%).

U.S. West: In April 2025, 3,565 scheduled flights with 746,239 seats serviced Hawai'i from U.S. West.

Air capacity decreased compared to April 2024 (3,624 flights, -1.6% with 755,466 seats, -1.2%). There were added scheduled seats from Denver, Las Vegas, Portland, Sacramento, Salt Lake City and Seattle. These increases were entirely offset by reduced service from Everett, Los Angeles, Oakland, Phoenix, San Francisco and San Jose, as well as discontinued service from Ontario, California.

Air capacity increased compared to April 2019 (3,414 flights, +4.4% with 685,818 seats, +8.8%). There were fewer scheduled seats from Anchorage, Los Angeles, Oakland, Portland, San Francisco and San Jose, and discontinued service from Bellingham, Washington. Offsetting these decreases were added scheduled seats from Denver, Las Vegas, Long Beach, Phoenix, Sacramento, Salt Lake City, San Diego and Seattle. There was also service from Everett, Washington in April 2025, which was not operating in April 2019.

U.S. East: In April 2025, 424 scheduled flights with 112,765 seats operated to Hawai'i from U.S. East.

Air capacity increased compared to April 2024 (371 flights, +14.3% with 96,169 seats, +17.3%). Reduced seats from Detroit and discontinued service from Austin, Texas were entirely offset by added scheduled seats from Atlanta, Boston, Chicago, Dallas, Newark and Washington, D.C.

There was growth in air capacity compared to April 2019 (318 flights, +33.3% with 91,741 seats, +22.9%). Reduction in scheduled seats from Dallas and Newark were offset by increased seats from Atlanta, Boston, Minneapolis, New York JFK and Washington, D.C., as well as service from Detroit in April 2025 which did not operate in April 2019.

International Flights

In April 2025, there were 873 nonstop flights with 221,998 seats to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and many Pacific Islands. There were more international flights (863, +1.2%) but slightly fewer seats (223,185, -0.5%) when compared to April 2024. International air capacity was significantly less than April 2019 (1,291 flights, -32.4% with 328,990 seats, -32.5%).

Japan: In April 2025, there were 393 scheduled flights with 110,945 seats from Japan.

There were more flights (375, +4.8%) and about the same number of seats (111,198, -0.2%) compared to April 2024. Added scheduled seats from Haneda and Nagoya were offset by fewer seats from Narita and Osaka.

Direct air service remained below April 2019 levels (634 flights, -38.0% with 158,756 seats, -30.1%). There were added scheduled seats from Haneda to Honolulu which were offset by reduced seats from Fukuoka, Nagoya, Osaka and Narita to Honolulu, and no service from Sapporo to Honolulu compared to April 2019. There was no direct air service from Japan to Kona in April 2025, compared to 42 flights with 9,306 seats from Haneda and Narita to Kona in April 2019.

Canada: There were 224 scheduled flights with 38,611 seats from Canada in April 2025.

Air capacity declined compared to April 2024 (255 flights, -12.2% with 44,857 seats, -13.9%) due to reduced scheduled seats from Vancouver and Edmonton.

Air capacity was down compared to April 2019 (280 flights, -20.0% with 58,428 seats, -33.9%) as a result of fewer scheduled seats from Calgary, Vancouver, Edmonton and discontinued service from Toronto.

Oceania:

- **Australia:** In April 2025, there were 67 scheduled flights with 19,169 seats from Melbourne and Sydney, an increase from 63 flights (+6.3%) with 17,829 seats (+7.5%) from Melbourne and Sydney in April 2024. Air capacity remained below the April 2019 level (98 flights, -31.6% with 30,944 seats, -38.1%) with service from Brisbane, Melbourne, and Sydney.
- **New Zealand:** There were 13 scheduled flights with 3,602 seats from Auckland in April 2025, down from April 2024 (14 flights, -7.1% with 4,123 seats, -12.6%) and from April 2019 (41 flights, -68.3% with 11,890 seats, -69.7%).

Other Asia:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020. In comparison, there were 38 scheduled flights with 10,409 seats with service from Beijing and Shanghai in April 2019.
- **Korea:** There were 72 scheduled flights with 21,889 seats from Seoul in April 2025, compared to 72 flights (0.0%) with 20,864 seats (+5.0%) in April 2024 and 73 flights (-1.4%) with 22,951 seats (-4.6%) in April 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were eight scheduled flights with 2,448 seats in April 2019.

Other Markets:

- **Guam:** There were 30 scheduled flights with 10,500 seats from Guam in April 2025 and also in April 2024, and 30 flights (0.0%) with 10,920 seats (-3.8%) in April 2019.
- **Philippines:** There were 21 scheduled flights with 6,489 seats from Manila in April 2025 and also in April 2024, and 21 flights (0.0%) with 6,079 seats (+6.7%) in April 2019.
- **Samoa:** There were four scheduled flights with 668 seats from Apia in April 2025, compared to four flights (0.0%) and 680 seats (-1.8%) in April 2024 and four flights (0.0%) with 656 seats (+1.8%) in April 2019.
- **Rarotonga:** There were four scheduled flights with 756 seats in April 2025 and also in April 2024. There was no direct air service from the Cook Islands in April 2019.
- **Kiribati:** There were five scheduled flights with 835 seats to Christmas Island in April 2025 compared to four flights (+25.0%) with 680 seats (+22.8%) in April 2024 and four flights (0.0%) with 572 seats (+46.0%) in April 2019.

- **Marshall Islands:** There were 17 flights with 2,822 seats in April 2025. There was no direct service to Majuro in April 2024. There were 17 flights (0.0%) with 2,782 seats (+1.4%) in April 2019.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in April 2025 and also in April 2024, and four flights (0.0%) with 656 seats (+3.7%) in April 2019.
- **American Samoa:** There were 13 scheduled flights with 3,614 seats from Pago Pago in April 2025, compared to nine flights (+44.4%) with 2,502 seats (+44.4%) in April 2024 and nine flights (+44.4%) with 2,502 seats (+44.4%) in April 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in April 2025, in April 2024 and also in April 2019.

In the first four months of 2025, there were 19,835 transpacific flights with 4,400,457 seats, compared to 19,774 flights (+0.3%) with 4,408,643 seats (-0.2%) in the first four months of 2024 and 20,183 flights (-1.7%) with 4,438,885 seats (-0.9%) in the first four months of 2019.

Cruise Ship Visitors

In April 2025, 22,943 visitors came to the islands via 11 trips from out-of-state ships. Another 10,126 visitors flew to the state to board the Hawai'i home-ported cruise ship Pride of America.

In April 2024, 31,695 visitors (-27.6%) came to the islands via 15 trips from out-of-state ships. One of these ships had a turnaround trip, with visitors that arrived on that out-of-state cruise ship departing by air after touring the islands. After the first group of cruise visitors left, a new group of visitors flew into Honolulu to board that ship, toured the islands, then most of them remained with the ship to visit the next out-of-state port. There were 1,858 visitors who flew into Honolulu for the turnaround trip. Another 9,314 visitors (+8.7%) flew to the state to board the Pride of America.

In April 2019, 24,787 visitors (-7.4%) arrived aboard 10 trips from out-of-state cruise ships. There were 2,557 visitors who flew into Honolulu for a turnaround trip on an out-of-state cruise ship. Another 9,342 visitors (+8.4%) came by air to board the Pride of America.

In the first four months of 2025, 75,840 visitors came to Hawai'i via 40 trips aboard out-of-state cruise ships. Another 40,254 visitors flew to Hawai'i and boarded the Pride of America.

In the first four months of 2024, 81,329 visitors came to Hawai'i via 46 trips aboard out-of-state cruise ships. There were 1,858 visitors who flew into Honolulu to board a turnaround tour on an out-of-state cruise ship. Another 39,934 visitors (+0.8%) came by air to board the Pride of America.

In the first four months of 2019, 64,959 visitors (+25.2%) came to Hawai'i by way of 31 trips on out-of-state cruise ships. There were 2,557 visitors who flew into Honolulu to board a turnaround tour from an out-of-state cruise ship. Another 39,683 visitors (+1.4%) came by air and boarded Pride of America.

Statement by DBEDT Director James Kunane Tokioka

April was a solid month for the visitor industry. The industry has performed well during the first four months of 2025, mainly driven by continued growth in the U.S. markets (U.S. West and U.S. East). U.S. arrivals grew by 5.5 percent, offsetting the decline in arrivals from international markets.

We expect a modest slowdown in tourism during the summer season caused by uncertainties in the political and economic environment both nationally and internationally. We believe the situation will be temporary and anticipate the state's tourism industry to rebound in 2026.

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APRIL 2025 ARRIVALS AT A GLANCE

	2025P	2024RP	% change	2025P YTD	2024RP YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,690.6	1,544.6	9.4	7,304.3	6,815.9	7.2
Total by air	1,680.0	1,526.4	10.1	7,268.8	6,772.9	7.3
U.S. Total	1,304.1	1,202.0	8.5	5,601.5	5,124.8	9.3
U.S. West	855.0	765.2	11.7	3,391.6	3,082.0	10.0
U.S. East	449.1	436.8	2.8	2,209.9	2,042.8	8.2
Japan	77.4	75.1	3.0	320.6	330.7	-3.0
Canada	91.0	88.3	3.0	514.6	522.6	-1.5
All Others	207.5	161.1	28.9	832.0	794.9	4.7
Visitor arrivals by cruise ships	10.6	18.2	-41.7	35.5	43.0	-17.5
TOTAL VISITOR DAYS	6,969,680	6,392,409	9.0	28,990,392	28,214,915	2.7
Total by air	6,866,376	6,222,412	10.3	28,650,409	27,810,882	3.0
U.S. Total	5,271,613	4,840,758	8.9	21,846,868	21,016,377	4.0
U.S. West	3,649,504	3,241,463	12.6	13,863,733	13,258,527	4.6
U.S. East	1,622,109	1,599,295	1.4	7,983,135	7,757,850	2.9
Japan	315,197	315,785	-0.2	1,300,492	1,382,256	-5.9
Canada	406,054	400,346	1.4	2,254,875	2,380,518	-5.3
All Others	873,512	665,524	31.3	3,248,175	3,031,732	7.1
Visitor arrivals by cruise ships	103,305	169,997	-39.2	339,982	404,032	-15.9
VISITOR ARRIVALS	833,219	772,415	7.9	3,288,966	3,186,223	3.2
Total by air	810,276	740,720	9.4	3,213,126	3,104,894	3.5
U.S. Total	637,632	576,408	10.6	2,479,980	2,350,388	5.5
U.S. West	457,248	400,070	14.3	1,654,930	1,562,256	5.9
U.S. East	180,383	176,339	2.3	825,050	788,131	4.7
Japan	52,358	50,626	3.4	216,290	223,894	-3.4
Canada	36,381	38,936	-6.6	192,986	205,702	-6.2
All Others	83,905	74,749	12.2	323,870	324,910	-0.3
Visitor arrivals by cruise ships	22,943	31,695	-27.6	75,840	81,329	-6.7
AVERAGE DAILY CENSUS	232,323	213,080	9.0	241,587	233,181	3.6
Total by air	228,879	207,414	10.3	238,753	229,842	3.9
U.S. Total	175,720	161,359	8.9	182,057	173,689	4.8
U.S. West	121,650	108,049	12.6	115,531	109,575	5.4
U.S. East	54,070	53,310	1.4	66,526	64,114	3.8
Japan	10,507	10,526	-0.2	10,837	11,424	-5.1
Canada	13,535	13,345	1.4	18,791	19,674	-4.5
All Others	29,117	22,184	31.3	27,068	25,056	8.0
Visitor arrivals by cruise ships	3,443	5,667	-39.2	2,833	3,339	-15.2
AVERAGE LENGTH OF STAY	8.36	8.28	1.1	8.81	8.86	-0.5
Total by air	8.47	8.40	0.9	8.92	8.96	-0.5
U.S. Total	8.27	8.40	-1.6	8.81	8.94	-1.5
U.S. West	7.98	8.10	-1.5	8.38	8.49	-1.3
U.S. East	8.99	9.07	-0.8	9.68	9.84	-1.7
Japan	6.02	6.24	-3.5	6.01	6.17	-2.6
Canada	11.16	10.28	8.5	11.68	11.57	1.0
All Others	10.41	8.90	16.9	10.03	9.33	7.5
Visitor arrivals by cruise ships	4.50	5.36	-16.0	4.48	4.97	-9.8
PER PERSON PER DAY SPENDING (\$)	242.6	241.6	0.4	252.0	241.6	4.3
Total by air	244.7	245.3	-0.3	253.7	243.5	4.2
U.S. Total	247.4	248.3	-0.4	256.4	243.8	5.1
U.S. West	234.3	236.1	-0.8	244.6	232.5	5.2
U.S. East	276.8	273.1	1.4	276.8	263.3	5.1
Japan	245.5	237.8	3.2	246.5	239.3	3.0
Canada	224.1	220.5	1.6	228.2	219.5	4.0
All Others	237.6	242.0	-1.8	256.2	262.2	-2.3
Visitor arrivals by cruise ships	102.9	107.3	-4.1	104.4	106.5	-1.9
PER PERSON PER TRIP SPENDING (\$)	2,029.0	1,999.8	1.5	2,220.9	2,139.2	3.8
Total by air	2,073.3	2,060.7	0.6	2,262.2	2,181.4	3.7
U.S. Total	2,045.2	2,085.3	-1.9	2,258.7	2,180.4	3.6
U.S. West	1,869.9	1,912.7	-2.2	2,049.4	1,972.8	3.9
U.S. East	2,489.4	2,476.9	0.5	2,678.5	2,591.9	3.3
Japan	1,477.7	1,483.0	-0.4	1,482.4	1,477.1	0.4
Canada	2,500.7	2,267.5	10.3	2,666.7	2,540.3	5.0
All Others	2,473.5	2,154.7	14.8	2,569.1	2,446.4	5.0
Visitor arrivals by cruise ships	463.5	575.7	-19.5	468.0	528.9	-11.5

P=Preliminary data.

RP = March and April 2024 Preliminary data were revised.

APRIL 2025 ISLAND HIGHLIGHTS

	2025P	2024RP	% change	2025P YTD	2024RP YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,690.6	1,544.6	9.4	7,304.3	6,815.9	7.2
Total by air	1,680.0	1,526.4	10.1	7,268.8	6,772.9	7.3
O'ahu	758.8	628.4	20.8	3,143.6	2,816.4	11.6
Maui	442.0	396.0	11.6	2,042.8	1,824.7	12.0
Moloka'i	2.1	1.4	51.0	11.4	12.9	-12.1
Lāna'i	7.2	7.7	-7.0	32.8	38.4	-14.5
Kaua'i	222.7	234.0	-4.9	942.3	959.7	-1.8
Hawai'i Island	247.2	258.9	-4.5	1,096.0	1,120.8	-2.2
Visitor arrivals by cruise ships	10.6	18.2	-41.7	35.5	43.0	-17.5
TOTAL VISITOR DAYS	6,969,680	6,392,409	9.0	28,990,392	28,214,915	2.7
Total by air	6,866,376	6,222,412	10.3	28,650,409	27,810,882	3.0
O'ahu	3,397,375	3,047,586	11.5	13,551,088	13,326,716	1.7
Maui	1,554,119	1,363,085	14.0	6,825,774	6,233,952	9.5
Moloka'i	11,655	7,721	51.0	58,340	79,517	-26.6
Lāna'i	12,513	11,054	13.2	54,749	59,043	-7.3
Kaua'i	848,862	785,857	8.0	3,430,274	3,396,874	1.0
Hawai'i Island	1,041,851	1,007,109	3.4	4,730,185	4,714,782	0.3
Visitor arrivals by cruise ships	103,305	169,997	-39.2	339,982	404,032	-15.9
VISITOR ARRIVALS	833,219	772,415	7.9	3,288,966	3,186,223	3.2
Total by air	810,276	740,720	9.4	3,213,126	3,104,894	3.5
O'ahu	487,904	453,428	7.6	1,901,982	1,873,896	1.5
Maui	207,522	177,226	17.1	845,475	745,009	13.5
Moloka'i	2,419	1,671	44.8	9,765	11,790	-17.2
Lāna'i	3,692	2,842	29.9	15,332	14,205	7.9
Kaua'i	119,308	109,822	8.6	460,171	444,194	3.6
Hawai'i Island	137,478	135,911	1.2	594,619	582,741	2.0
Visitor arrivals by cruise ships	22,943	31,695	-27.6	75,840	81,329	-6.7
AVERAGE DAILY CENSUS	232,323	213,080	9.0	241,587	233,181	3.6
Total by air	228,879	207,414	10.3	238,753	229,842	3.9
O'ahu	113,246	101,586	11.5	112,926	110,138	2.5
Maui	51,804	45,436	14.0	56,881	51,520	10.4
Moloka'i	388	257	51.0	486	657	-26.0
Lāna'i	417	368	13.2	456	488	-6.5
Kaua'i	28,295	26,195	8.0	28,586	28,073	1.8
Hawai'i Island	34,728	33,570	3.4	39,418	38,965	1.2
Visitor arrivals by cruise ships	3,443	5,667	-39.2	2,833	3,339	-15.2
AVERAGE LENGTH OF STAY	8.36	8.28	1.1	8.81	8.86	-0.5
Total by air	8.47	8.40	0.9	8.92	8.96	-0.5
O'ahu	6.96	6.72	3.6	7.12	7.11	0.2
Maui	7.49	7.69	-2.6	8.07	8.37	-3.5
Moloka'i	4.82	4.62	4.3	5.97	6.74	-11.4
Lāna'i	3.39	3.89	-12.9	3.57	4.16	-14.1
Kaua'i	7.11	7.16	-0.6	7.45	7.65	-2.5
Hawai'i Island	7.58	7.41	2.3	7.95	8.09	-1.7
Visitor arrivals by cruise ships	4.50	5.36	-16.0	4.48	4.97	-9.8
PER PERSON PER DAY SPENDING (\$)	242.6	241.6	0.4	252.0	241.6	4.3
Total by air	244.7	245.3	-0.3	253.7	243.5	4.2
O'ahu	223.4	206.2	8.3	232.0	211.3	9.8
Maui	284.4	290.5	-2.1	299.3	292.7	2.2
Moloka'i	180.5	180.5	0.0	194.9	162.8	19.7
Lāna'i	575.3	700.4	-17.9	600.0	651.0	-7.8
Kaua'i	262.3	297.8	-11.9	274.7	282.5	-2.8
Hawai'i Island	237.3	257.0	-7.7	231.7	237.7	-2.5
Visitor arrivals by cruise ships	102.9	107.3	-4.1	104.4	106.5	-1.9
PER PERSON PER TRIP SPENDING (\$)	2,029.0	1,999.8	1.5	2,220.9	2,139.2	3.8
Total by air	2,073.3	2,060.7	0.6	2,262.2	2,181.4	3.7
O'ahu	1,555.3	1,385.8	12.2	1,652.8	1,503.0	10.0
Maui	2,129.7	2,234.4	-4.7	2,416.2	2,449.2	-1.3
Moloka'i	869.7	834.0	4.3	1,164.6	1,097.9	6.1
Lāna'i	1,949.9	2,723.9	-28.4	2,142.5	2,706.0	-20.8
Kaua'i	1,866.4	2,131.1	-12.4	2,047.7	2,160.5	-5.2
Hawai'i Island	1,798.1	1,904.7	-5.6	1,843.2	1,923.2	-4.2
Visitor arrivals by cruise ships	463.5	575.7	-19.5	468.0	528.9	-11.5

P=Preliminary data.

RP = March and April 2024 Preliminary data were revised.

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

	2025P	2019	% change	2025P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,690.6	1,318.1	28.3	7,304.3	5,812.1	25.7
Total by air	1,680.0	1,307.9	28.4	7,268.8	5,789.0	25.6
U.S. Total	1,304.1	833.8	56.4	5,601.5	3,707.2	51.1
U.S. West	855.0	547.0	56.3	3,391.6	2,181.5	55.5
U.S. East	449.1	286.8	56.6	2,209.9	1,525.7	44.8
Japan	77.4	164.0	-52.8	320.6	688.1	-53.4
Canada	91.0	100.2	-9.2	514.6	558.4	-7.8
All Others	207.5	210.0	-1.2	832.0	835.3	-0.4
Visitor arrivals by cruise ships	10.6	10.1	4.9	35.5	23.1	53.9
TOTAL VISITOR DAYS	6,969,680	7,008,490	-0.6	28,990,392	29,812,910	-2.8
Total by air	6,866,376	6,885,015	-0.3	28,650,409	29,521,788	-3.0
U.S. Total	5,271,613	4,625,088	14.0	21,846,868	19,651,460	11.2
U.S. West	3,649,504	3,191,328	14.4	13,863,733	12,290,140	12.8
U.S. East	1,622,109	1,433,760	13.1	7,983,135	7,361,321	8.4
Japan	315,197	701,124	-55.0	1,300,492	2,886,779	-55.0
Canada	406,054	651,790	-37.7	2,254,875	3,362,088	-32.9
All Others	873,512	907,012	-3.7	3,248,175	3,621,460	-10.3
Visitor arrivals by cruise ships	103,305	123,475	-16.3	339,982	291,123	16.8
VISITOR ARRIVALS	833,219	849,397	-1.9	3,288,966	3,376,675	-2.6
Total by air	810,276	824,610	-1.7	3,213,126	3,311,715	-3.0
U.S. Total	637,632	547,688	16.4	2,479,980	2,164,304	14.6
U.S. West	457,248	388,573	17.7	1,654,930	1,417,512	16.7
U.S. East	180,383	159,115	13.4	825,050	746,793	10.5
Japan	52,358	119,487	-56.2	216,290	494,416	-56.3
Canada	36,381	56,749	-35.9	192,986	269,939	-28.5
All Others	83,905	100,686	-16.7	323,870	383,056	-15.5
Visitor arrivals by cruise ships	22,943	24,787	-7.4	75,840	64,959	16.7
AVERAGE DAILY CENSUS	232,323	233,616	-0.6	241,587	248,441	-2.8
Total by air	228,879	229,500	-0.3	238,753	246,015	-3.0
U.S. Total	175,720	154,170	14.0	182,057	163,762	11.2
U.S. West	121,650	106,378	14.4	115,531	102,418	12.8
U.S. East	54,070	47,792	13.1	66,526	61,344	8.4
Japan	10,507	23,371	-55.0	10,837	24,056	-55.0
Canada	13,535	21,726	-37.7	18,791	28,017	-32.9
All Others	29,117	30,234	-3.7	27,068	30,179	-10.3
Visitor arrivals by cruise ships	3,443	4,116	-16.3	2,833	2,426	16.8
AVERAGE LENGTH OF STAY	8.36	8.25	1.4	8.81	8.83	-0.2
Total by air	8.47	8.35	1.5	8.92	8.91	0.0
U.S. Total	8.27	8.44	-2.1	8.81	9.08	-3.0
U.S. West	7.98	8.21	-2.8	8.38	8.67	-3.4
U.S. East	8.99	9.01	-0.2	9.68	9.86	-1.8
Japan	6.02	5.87	2.6	6.01	5.84	3.0
Canada	11.16	11.49	-2.8	11.68	12.45	-6.2
All Others	10.41	9.01	15.6	10.03	9.45	6.1
Visitor arrivals by cruise ships	4.50	4.98	-9.6	4.48	4.48	0.0
PER PERSON PER DAY SPENDING (\$)	242.6	188.1	29.0	252.0	195.0	29.2
Total by air	244.7	190.0	28.8	253.7	196.1	29.4
U.S. Total	247.4	180.3	37.2	256.4	188.6	35.9
U.S. West	234.3	171.4	36.7	244.6	177.5	37.8
U.S. East	276.8	200.0	38.4	276.8	207.3	33.6
Japan	245.5	233.9	5.0	246.5	238.3	3.4
Canada	224.1	153.7	45.8	228.2	166.1	37.4
All Others	237.6	231.5	2.6	256.2	230.7	11.1
Visitor arrivals by cruise ships	102.9	82.1	25.4	104.4	79.2	31.8
PER PERSON PER TRIP SPENDING (\$)	2,029.0	1,551.8	30.8	2,220.9	1,721.2	29.0
Total by air	2,073.3	1,586.1	30.7	2,262.2	1,748.0	29.4
U.S. Total	2,045.2	1,522.4	34.3	2,258.7	1,712.9	31.9
U.S. West	1,869.9	1,407.8	32.8	2,049.4	1,538.9	33.2
U.S. East	2,489.4	1,802.3	38.1	2,678.5	2,043.0	31.1
Japan	1,477.7	1,372.3	7.7	1,482.4	1,391.7	6.5
Canada	2,500.7	1,765.2	41.7	2,666.7	2,068.8	28.9
All Others	2,473.5	2,085.6	18.6	2,569.1	2,180.7	17.8
Visitor arrivals by cruise ships	463.5	409.0	13.3	468.0	354.9	31.9

P=Preliminary data.

APRIL 2025 ISLAND HIGHLIGHTS (2025 vs. 2019)

	2025P	2019	% change	2025P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,690.6	1,318.1	28.3	7,304.3	5,812.1	25.7
Total by air	1,680.0	1,307.9	28.4	7,268.8	5,789.0	25.6
O'ahu	758.8	613.3	23.7	3,143.6	2,595.4	21.1
Maui	442.0	398.6	10.9	2,042.8	1,729.3	18.1
Moloka'i	2.1	3.2	-33.9	11.4	13.0	-12.4
Lāna'i	7.2	8.0	-9.5	32.8	38.1	-13.8
Kaua'i	222.7	135.8	64.0	942.3	617.7	52.5
Hawai'i Island	247.2	149.1	65.8	1,096.0	795.5	37.8
Visitor arrivals by cruise ships	10.6	10.1	4.9	35.5	23.1	53.9
TOTAL VISITOR DAYS	6,969,680	7,008,490	-0.6	28,990,392	29,812,910	-2.8
Total by air	6,866,376	6,885,015	-0.3	28,650,409	29,521,788	-3.0
O'ahu	3,397,375	3,276,133	3.7	13,551,088	13,413,823	1.0
Maui	1,554,119	1,898,395	-18.1	6,825,774	8,090,820	-15.6
Moloka'i	11,655	19,003	-38.7	58,340	105,960	-44.9
Lāna'i	12,513	18,282	-31.6	54,749	86,061	-36.4
Kaua'i	848,862	759,896	11.7	3,430,274	3,368,986	1.8
Hawai'i Island	1,041,851	913,305	14.1	4,730,185	4,456,138	6.1
Visitor arrivals by cruise ships	103,305	123,475	-16.3	339,982	291,123	16.8
VISITOR ARRIVALS	833,219	849,397	-1.9	3,288,966	3,376,675	-2.6
Total by air	810,276	824,610	-1.7	3,213,126	3,311,715	-3.0
O'ahu	487,904	487,367	0.1	1,901,982	1,954,398	-2.7
Maui	207,522	247,984	-16.3	845,475	974,943	-13.3
Moloka'i	2,419	4,395	-45.0	9,765	20,453	-52.3
Lāna'i	3,692	5,395	-31.6	15,332	26,993	-43.2
Kaua'i	119,308	106,181	12.4	460,171	439,643	4.7
Hawai'i Island	137,478	130,224	5.6	594,619	577,101	3.0
Visitor arrivals by cruise ships	22,943	24,787	-7.4	75,840	64,959	16.7
AVERAGE DAILY CENSUS	232,323	233,616	-0.6	241,587	248,441	-2.8
Total by air	228,879	229,500	-0.3	238,753	246,015	-3.0
O'ahu	113,246	109,204	3.7	112,926	111,782	1.0
Maui	51,804	63,280	-18.1	56,881	67,423	-15.6
Moloka'i	388	633	-38.7	486	883	-44.9
Lāna'i	417	609	-31.6	456	717	-36.4
Kaua'i	28,295	25,330	11.7	28,586	28,075	1.8
Hawai'i Island	34,728	30,444	14.1	39,418	37,134	6.1
Visitor arrivals by cruise ships	3,443	4,116	-16.3	2,833	2,426	16.8
AVERAGE LENGTH OF STAY	8.36	8.25	1.4	8.81	8.83	-0.2
Total by air	8.47	8.35	1.5	8.92	8.91	0.0
O'ahu	6.96	6.72	3.6	7.12	6.86	3.8
Maui	7.49	7.66	-2.2	8.07	8.30	-2.7
Moloka'i	4.82	4.32	11.4	5.97	5.18	15.3
Lāna'i	3.39	3.39	0.0	3.57	3.19	12.0
Kaua'i	7.11	7.16	-0.6	7.45	7.66	-2.7
Hawai'i Island	7.58	7.01	8.1	7.95	7.72	3.0
Visitor arrivals by cruise ships	4.50	4.98	-9.6	4.48	4.48	0.0
PER PERSON PER DAY SPENDING (\$)	242.6	188.1	29.0	252.0	195.0	29.2
Total by air	244.7	190.0	28.8	253.7	196.1	29.4
O'ahu	223.4	187.2	19.3	232.0	193.5	19.9
Maui	284.4	210.0	35.4	299.3	213.7	40.0
Moloka'i	180.5	167.6	7.7	194.9	122.5	59.1
Lāna'i	575.3	435.1	32.2	600.0	442.7	35.5
Kaua'i	262.3	178.7	46.8	274.7	183.4	49.8
Hawai'i Island	237.3	163.2	45.4	231.7	178.5	29.8
Visitor arrivals by cruise ships	102.9	82.1	25.4	104.4	79.2	31.8
PER PERSON PER TRIP SPENDING (\$)	2,029.0	1,551.8	30.8	2,220.9	1,721.2	29.0
Total by air	2,073.3	1,586.1	30.7	2,262.2	1,748.0	29.4
O'ahu	1,555.3	1,258.4	23.6	1,652.8	1,328.0	24.5
Maui	2,129.7	1,607.4	32.5	2,416.2	1,773.8	36.2
Moloka'i	869.7	724.6	20.0	1,164.6	634.6	83.5
Lāna'i	1,949.9	1,474.3	32.3	2,142.5	1,411.3	51.8
Kaua'i	1,866.4	1,279.0	45.9	2,047.7	1,405.1	45.7
Hawai'i Island	1,798.1	1,144.8	57.1	1,843.2	1,378.4	33.7
Visitor arrivals by cruise ships	463.5	409.0	13.3	468.0	354.9	31.9

P=Preliminary data.