



O'AHU OVERVIEW

VISITOR STATISTICS

	2025P YTD*	2024RP YTD*	YTD % change	2024RP	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	3,143.6	2,816.4	11.6%	9,146.2	8,890.9	8,693.7	5,708.7	NA	8,139.8
VISITOR ARRIVALS	1,901,982	1,873,896	1.5%	5,839,232	5,613,409	4,858,170	3,326,622	1,506,316	6,154,248
PPPD SPENDING (\$)	232.0	211.3	9.8%	222.1	219.5	240.4	212.2	NA	194.6
AVERAGE DAILY CENSUS	112,926	110,138	2.5%	112,523	110,992	99,092	73,693	35,054	114,596

P = Preliminary data.

*year-to-date through April.

P= 2024P and 2025P visitor data are preliminary. RP=March and April 2024 data were revised.

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 COVID19 restrictions.

Source: Department of Business, Economic Development and Tourism

AIR LIFT

HONOLULU	2025P YTD	2024RP YTD*	YTD % change	2024RP	2023	2022	2021	2020	2019
DOMESTIC SEATS	2,015,442	1,942,260	3.8%	6,019,935	5,773,928	5,552,643	5,121,525	2,484,927	5,025,269
INTERNATIONAL SEATS	802,833	865,035	-7.2%	2,472,981	2,158,642	1,357,915	369,576	885,195	3,390,162
TOTAL SEATS	2,818,275	2,807,295	0.4%	8,492,916	7,932,570	6,910,558	5,491,101	3,370,122	8,415,431
DOMESTIC FLIGHTS	8,635	8,436	2.4%	26,269	24,943	24,180	22,767	10,822	26,466
INTERNATIONAL FLIGHTS	3,010	3,152	-4.5%	8,916	7,927	5,147	1,381	3,182	12,867
TOTAL FLIGHTS	11,645	11,588	0.5%	35,185	32,870	29,327	24,148	14,004	39,333

Source: DIO Mi schedules

*year-to-date through April.

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	2025P YTD	2024P YTD	YTD % change	2024P	2023	2022	2021	2020	2019
OCCUPANCY	78.8%	79.4%	-0.7%	79.8%	79.4%	75.4%	55.6%	39.2%	84.1%
AVERAGE DAILY RATE	\$284.17	\$281.45	1.0%	\$284.66	\$281.45	\$267.77	\$225.31	\$215.65	\$240.92
REVENUE PER AVAILABLE ROOM	\$223.81	\$223.58	0.1%	\$227.20	\$223.58	\$201.79	\$125.19	\$84.46	\$202.69

Source: STR, Inc.

*year-to-date through April.

VACATION RENTAL PERFORMANCE

O'ahu	2025P YTD	2024P YTD	YTD % change	2024P	2023	2022	2021	2020	2019
UNIT SUPPLY	843,881	867,533	-2.7%	2,675,463	2,526,816	2,119,204	1,760,930	1,688,693	3,153,310
UNIT OCCUPANCY	59.5%	58.7%	1.5%	57.2%	58.1%	65.2%	63.9%	42.4%	74.9%
UNIT AVERAGE DAILY RATE	\$290.53	\$260.62	11.5%	\$265.40	\$241.13	\$221.97	\$196.83	\$183.88	\$234.85

Source: Transparent Intelligence, Inc.

*year-to-date through April.