



HAWAII COUNTY OVERVIEW

VISITOR STATISTICS

	2025P YTD*	2024RP YTD*	% change	2024RP	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	1,096.0	1,120.8	-2.2%	3,234.7	3,029.0	2,722.6	1,837.2	NA	2,315.9
VISITOR ARRIVALS	594,619	582,741	2.0%	1,735,946	1,779,063	1,667,633	1,183,458	493,817	1,763,904
PPP SPENDING (\$)	231.7	237.7	-2.5%	239.8	216.1	197.8	167.6	NA	178.4
AVERAGE DAILY CENSUS	39,418	38,965	1.2%	36,851	38,405	37,701	30,041	13,641	35,556

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 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	2025P YTD*	2024P YTD*	% change	2024P	2023	2022	2021	2020	2019
DOMESTIC SEATS	408,926	409,453	-0.1%	1,276,877	1,334,210	1,312,247	1,351,496	475,736	1,105,209
INTERNATIONAL SEATS	24,970	33,408	-25.3%	52,619	55,972	45,377	11,628	38,686	156,522
TOTAL SEATS	433,896	442,861	-2.0%	1,329,496	1,390,182	1,357,624	1,363,124	514,422	1,261,731
DOMESTIC FLIGHTS	2,096	2,081	0.7%	6,489	7,008	7,181	7,232	2,641	6,374
INTERNATIONAL FLIGHTS	145	181	-19.9%	290	312	258	67	187	752
TOTAL FLIGHTS	2,241	2,262	-0.9%	6,779	7,320	7,439	7,299	2,828	7,126

HILO	2025P YTD*	2024P YTD*	% change	2024P	2023	2022	2021	2020	2019
DOMESTIC SEATS	0	0	NA	0.0%	1,162	47,433	38,756	8,964	47,872
INTERNATIONAL SEATS	0	0	NA	0.0%	0	0	0	0	0
TOTAL SEATS	0	0	NA	0.0%	1,162	47,433	38,756	8,964	47,872
DOMESTIC FLIGHTS	0	0	NA	0.0%	7	270	220	54	285
INTERNATIONAL FLIGHTS	0	0	NA	0.0%	0	0	0	0	0
TOTAL FLIGHTS	0	0	NA	0.0%	7	270	220	54	284

Source: DIIo Mii schedules

*year-to-date through April.

TRANSIENT ACCOMMODATIONS TAX (TAT) TO HAWAII 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

HAWAII COUNTY	2025P YTD*	2024P YTD*	% change	2024P	2023	2022	2021	2020	2019
OCCUPANCY	75.4%	68.7%	6.7%	67.0%	68.7%	74.9%	61.1%	39.7%	77.0%
AVERAGE DAILY RATE	\$454.80	\$455.17	-0.1%	\$428.08	\$455.17	\$400.10	\$348.08	\$248.94	\$265.44
REVENUE PER AVAILABLE ROOM	\$342.94	\$312.87	9.6%	\$286.71	\$312.87	\$299.71	\$212.62	\$98.77	\$204.50

Source: STR, Inc.

*year-to-date through April.

VACATION RENTAL PERFORMANCE

HAWAII COUNTY	2025P YTD*	2024P YTD*	% change	2024P	2023	2022	2021	2020	2019
UNIT SUPPLY	746,763	765,961	-2.5%	2,451,218	2,289,010	1,803,375	1,521,271	1,365,716	2,359,867
UNIT OCCUPANCY	54.4%	53.3%	2.0%	46.6%	50.2%	61.6%	67.4%	44.6%	66.3%
UNIT AVERAGE DAILY RATE	\$297.21	\$264.12	12.5%	\$261.60	\$238.62	\$241.90	\$209.14	\$187.71	\$235.96

Source: Transparent Intelligence, Inc.