



## U.S. Fact Sheet

### United States Overview

The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. The Hawai'i Tourism United States' (HTUSA's) continued focus on Maui Wildfire recovery efforts includes welcoming visitors who want to give back to Hawai'i during their visit, with an emphasis on providing education pre-arrival through messages that resonate with them throughout their stay. HTUSA did so with "The People. The Place. The Hawaiian Islands" campaign and works with visitor industry partners to encourage visitors to stay in a regenerative way – to take the time to really know the islands, form a deeper connection with Hawai'i's culture and people, and travel while giving back mindfully.

### Year-to-Date April 2025 Quick Facts<sup>1/</sup>

Visitor Expenditures:	\$5.60 billion
Primary Purpose of Stay:	Pleasure (2,031,007) vs. MCI (137,219)
Average Length of Stay:	8.81 days
First Time Visitors:	23.9%
Repeat Visitors:	76.1%

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	2025 Annual Forecast*	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,844.7	15,761.7	5,601.5	5,124.8	9.3%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,830,155	64,266,296	21,846,868	21,016,377	4.0%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,364,395	7,289,482	2,479,980	2,350,388	5.5%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	177,132	176,072	182,057	173,689	4.8%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	244.4	245.3	256.4	243.8	5.1%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,151.5	2,162.3	2,258.7	2,180.4	3.6%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.80	8.82	8.81	8.94	-1.5%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

\*Dept. of Business, Economic Development & Tourism (DBEDT) 2025 annual forecast (Quarter 1, 2025).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

<sup>1/</sup> 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.

## U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	2025 Annual Forecast*	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,711.9	9,826.0	3,391.6	3,082.0	10.0%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	41,920,704	41,299,871	13,863,733	13,258,527	4.6%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,991,912	4,928,386	1,654,930	1,562,256	5.9%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	114,537	113,150	115,531	109,575	5.4%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	231.7	237.9	244.6	232.5	5.2%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,945.5	1,993.8	2,049.4	1,972.8	3.9%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.40	8.38	8.38	8.49	-1.3%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	2025 Annual Forecast*	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,132.8	6,297.5	2,209.9	2,042.8	8.2%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	22,909,451	23,199,203	7,983,135	7,757,850	2.9%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,372,483	2,411,560	825,050	788,131	4.7%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	62,594	63,559	66,526	64,114	3.8%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	267.7	271.5	276.8	263.3	5.1%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,585.0	2,611.4	2,678.5	2,591.9	3.3%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.66	9.62	9.68	9.84	-1.7%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

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## Market Summary

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### U.S. West

- 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%).
- There were 14,407 scheduled flights with 3,003,590 seats from U.S. West in the first four months of 2025. Air capacity increased compared to the first four months of 2024 (14,250 flights, +1.1% with 2,979,025 seats, +0.8%) and the first four months of 2019 (13,287 flights, +8.4% with 2,666,749 seats, +12.6%).
- In 2024, there were 4,991,912 visitors from the U.S. West, compared to 5,000,099 visitors in 2023 and 4,595,319 visitors in pre-pandemic 2019. U.S. West visitors spent \$9.71 billion in 2024, compared to \$9.59 billion in 2023 and \$6.95 billion in 2019. The average daily visitor spending in 2024 was \$232 per person, higher than 2023 (\$225 per person) and up significantly from 2019 (\$175 per person).
- In 2024, 45,049 scheduled flights with 9,365,338 seats serviced Hawai'i from U.S. West. In 2023, there were 45,706 scheduled flights with 9,438,011 seats. In 2019 there were 42,760 scheduled flights with 8,564,295 seats.

### U.S. East

- 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%).
- In the first four months of 2025, 1,810 scheduled flights with 490,389 seats operated from U.S. East. Air capacity increased compared to the first four months of 2024 (1,597 flights, +13.3% with 422,170 seats, +16.2%) and the first four months of 2019 (1,345 flights, +34.6% with 390,389 seats, +25.6%).
- In 2024, 2,372,483 visitors arrived from the U.S. East, compared to 2,427,144 visitors in 2023 and 2,276,520 visitors in 2019. U.S. East visitors spent \$6.13 billion in 2024, compared to \$6.23 billion in 2023 and \$4.68 billion in 2019. Daily visitor spending in 2024 (\$268 per person) increased from 2023 (\$263 per person) and was much higher than 2019 (\$213 per person)
- In 2024, 4,448 scheduled flights with 1,192,854 seats serviced Hawai'i from U.S. East. In 2023, there were 4,498 scheduled flights with 1,225,721 seats. In 2019 there were 4,129 scheduled flights with 1,182,495 seats .

## Market Conditions

- In April 2025, the U.S. economy added 177,000 jobs surpassing expectations. The unemployment rate held at 4.2 percent, and wage growth was modest at 0.2 percent. These figures came just after the Trump administration enacted steep tariffs, yet job growth marked its 52nd consecutive month. However, consumer sentiment weakened notably. The Conference Board's Consumer Confidence Index dropped to 86.0, with the Expectations Index plunging to 54.4, the lowest since 2011 indicating growing concerns about the economic outlook.
- The latest U.S. Travel Association April overview indicates that while Americans still have a strong desire to travel, the domestic travel market shows early signs of a potential slowdown. After a slight increase in air travel in early 2025, activity flattened in March 2025 and dipped in early April 2025. The hotel sector remains steady, and consumer spending continues to rise, but overall sentiment is cooling. Despite minimal inflation in the travel sector and a stable job market, emerging booking trends suggest a disconnect between Americans' enthusiasm for travel and actual demand, warranting close monitoring of potential softening in domestic travel.
- Envision's consumer research reveals that the travel industry is undergoing significant transformation, with travelers seeking unique, immersive experiences and prioritizing sustainability. As travelers demand extraordinary accommodations, off-the-beaten-path destinations, and eco-conscious options, destination marketers must promote authentic, less crowded experiences. The traveler demographic is diversifying, with new segments like Gen Alpha and solo travelers, requiring personalized marketing strategies supported by AI.
- The HTA Airline Seat Capacity Outlook for May-July 2025, updated on May 5, forecasts a 1.6 percent decrease in domestic scheduled nonstop air seats to Hawai'i compared to the same period in 2024. The projection, based on Diio Mi data, shows nearly flat growth from the U.S. West (-0.3%) and a significant decline from the U.S. East (-13.4%). The decrease in East Coast capacity is attributed to the cancellation of the AUS-HNL route and reductions in seats from DTW-HNL and IAH-HNL..

## Distribution by Island

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	3,975,202	1,304,274	1,258,677	3.6%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	2,031,371	718,200	628,601	14.3%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	2,002,617	709,072	618,159	14.7%
Molokai	42,603	12,231	24,316	34,943	22,705	22,074	7,174	8,680	-17.3%
Lāna'i	59,810	14,527	45,369	55,776	38,299	36,063	11,790	11,795	0.0%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,248,478	1,216,807	401,777	389,391	3.2%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	1,425,132	486,334	477,531	1.8%

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	2,513,085	821,903	784,072	4.8%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	1,331,841	456,796	398,437	14.6%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	1,312,944	450,922	391,554	15.2%
Moloka'i	25,823	7,423	15,779	22,077	13,156	12,932	4,093	5,148	-20.5%
Lāna'i	31,672	7,968	26,221	31,446	20,760	20,340	6,317	6,552	-3.6%
Kaua'i	730,725	179,451	540,578	810,540	810,602	789,788	249,823	245,600	1.7%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	903,508	301,064	301,633	-0.2%

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	1,462,118	482,371	474,605	1.6%
Maui County	847,188	233,393	693,244	876,274	747,619	699,530	261,404	230,164	13.6%
Maui	832,911	228,925	681,140	861,746	737,139	689,674	258,150	226,605	13.9%
Moloka'i	16,780	4,808	8,536	12,867	9,549	9,141	3,081	3,532	-12.8%
Lāna'i	28,138	6,559	19,148	24,331	17,539	15,723	5,473	5,243	4.4%
Kaua'i	404,948	101,006	244,504	396,806	437,876	427,019	151,955	143,791	5.7%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	521,624	185,269	175,898	5.3%

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## Airlift: Scheduled Seats and Flights

Scheduled seats	2025					2024					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US WEST</b>	<b>2,257,351</b>	<b>2,374,430</b>	<b>2,402,879</b>	<b>2,349,166</b>	<b>9,383,826</b>	<b>2,223,559</b>	<b>2,422,624</b>	<b>2,419,655</b>	<b>2,299,500</b>	<b>9,365,338</b>	<b>1.5</b>	<b>-2.0</b>	<b>-0.7</b>	<b>2.2</b>	<b>0.2</b>
Anchorage	37,351	16,103	15,865	22,477	91,796	31,140	18,063	14,875	19,240	83,318	19.9	-10.9	6.7	16.8	10.2
Denver	128,924	151,400	131,268	124,268	535,860	130,108	131,968	118,452	120,220	500,748	-0.9	14.7	10.8	3.4	7.0
Everett	15,823	3,738		2,366	21,927	15,035	8,366		2,314	25,715	5.2	-55.3		2.2	-14.7
Las Vegas	165,941	189,895	196,867	202,992	755,695	156,005	180,193	170,569	157,349	664,116	6.4	5.4	15.4	29.0	13.8
Long Beach	50,092	50,498	50,876	50,876	202,342	37,793	51,331	52,248	50,876	192,248	32.5	-1.6	-2.6	0.0	5.3
Los Angeles	512,203	589,625	603,133	526,190	2,231,151	520,993	610,368	634,831	546,366	2,312,558	-1.7	-3.4	-5.0	-3.7	-3.5
Oakland	118,781	103,994	96,117	100,464	419,356	139,920	137,696	141,318	133,782	552,716	-15.1	-24.5	-32.0	-24.9	-24.1
Ontario	16,821	17,179	15,960	15,548	65,508	17,010	17,199	17,199	17,199	68,607	-1.1	-0.1	-7.2	-9.6	-4.5
Phoenix	148,199	148,037	142,448	138,136	576,820	167,759	147,768	136,331	141,441	593,299	-11.7	0.2	4.5	-2.3	-2.8
Portland	96,488	89,494	99,349	102,797	388,128	91,849	76,567	91,274	92,303	351,993	5.1	16.9	8.8	11.4	10.3
Sacramento	82,944	100,121	98,677	96,927	378,669	62,491	72,169	77,245	76,414	288,319	32.7	38.7	27.7	26.8	31.3
Salt Lake City	71,660	42,471	37,260	68,646	220,037	40,191	30,737	37,426	56,916	165,270	78.3	38.2	-0.4	20.6	33.1
San Diego	120,279	138,071	145,646	146,653	550,649	111,846	148,530	148,362	142,989	551,727	7.5	-7.0	-1.8	2.6	-0.2
San Francisco	257,081	304,738	329,297	308,679	1,199,795	282,510	318,759	330,008	300,429	1,231,706	-9.0	-4.4	-0.2	2.7	-2.6
San Jose	88,042	75,182	76,184	73,079	312,487	104,744	114,459	111,905	98,511	429,619	-15.9	-34.3	-31.9	-25.8	-27.3
Seattle	346,722	353,884	363,932	369,068	1,433,606	314,165	358,451	337,612	343,151	1,353,379	10.4	-1.3	7.8	7.6	5.9

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US WEST</b>	<b>10,842</b>	<b>11,342</b>	<b>11,591</b>	<b>11,236</b>	<b>45,011</b>	<b>10,626</b>	<b>11,650</b>	<b>11,705</b>	<b>11,068</b>	<b>45,049</b>	<b>2.0</b>	<b>-2.6</b>	<b>-1.0</b>	<b>1.5</b>	<b>-0.1</b>
Anchorage	214	91	92	133	530	179	105	92	113	489	19.6	-13.3	0.0	17.7	8.4
Denver	411	465	435	423	1,734	422	455	422	400	1,699	-2.6	2.2	3.1	5.8	2.1
Everett	89	21		14	124	85	47		13	145	4.7	-55.3		7.7	-14.5
Las Vegas	778	908	905	936	3,527	743	846	783	730	3,102	4.7	7.3	15.6	28.2	13.7
Long Beach	272	274	276	276	1,098	207	279	284	276	1,046	31.4	-1.8	-2.8	0.0	5.0
Los Angeles	2,321	2,705	2,816	2,394	10,236	2,371	2,775	2,921	2,493	10,560	-2.1	-2.5	-3.6	-4.0	-3.1
Oakland	644	545	529	552	2,270	768	757	765	721	3,011	-16.1	-28.0	-30.8	-23.4	-24.6
Ontario	89	92	92	92	365	90	91	91	91	363	-1.1	1.1	1.1	1.1	0.6
Phoenix	715	735	708	686	2,844	823	736	670	682	2,911	-13.1	-0.1	5.7	0.6	-2.3
Portland	497	474	539	541	2,051	467	376	456	463	1,762	6.4	26.1	18.2	16.8	16.4
Sacramento	412	504	495	485	1,896	297	368	416	387	1,468	38.7	37.0	19.0	25.3	29.2
Salt Lake City	340	208	184	330	1,062	181	144	181	268	774	87.8	44.4	1.7	23.1	37.2
San Diego	630	741	777	783	2,931	582	795	787	758	2,922	8.2	-6.8	-1.3	3.3	0.3
San Francisco	1,108	1,338	1,476	1,330	5,252	1,200	1,349	1,401	1,310	5,260	-7.7	-0.8	5.4	1.5	-0.2
San Jose	489	422	428	409	1,748	587	641	627	549	2,404	-16.7	-34.2	-31.7	-25.5	-27.3
Seattle	1,833	1,819	1,839	1,852	7,343	1,624	1,886	1,809	1,814	7,133	12.9	-3.6	1.7	2.1	2.9

Source: DBEDT analysis from Diio Mi seat and flight schedules as of April 24, 2025, subject to change.

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US EAST</b>	<b>377,624</b>	<b>282,395</b>	<b>250,016</b>	<b>329,263</b>	<b>1,239,298</b>	<b>326,001</b>	<b>287,650</b>	<b>275,009</b>	<b>304,194</b>	<b>1,192,854</b>	<b>15.8</b>	<b>-1.8</b>	<b>-9.1</b>	<b>8.2</b>	<b>3.9</b>
Atlanta	40,716	28,470	25,944	44,544	139,674	25,662	25,662	25,944	34,800	112,068	58.7	10.9	0.0	28.0	24.6
Austin	5,282	0	0	0	5,282	9,730	12,510	12,510	10,564	45,314	-45.7	-100.0	-100.0	-100.0	-88.3
Boston	30,824	23,740	16,680	14,456	85,700	13,622	16,124	16,124	25,168	71,038	126.3	47.2	3.4	-42.6	20.6
Chicago	69,972	40,365	32,415	52,545	195,297	48,060	34,284	32,415	40,926	155,685	45.6	17.7	0.0	28.4	25.4
Dallas	76,239	57,450	50,232	82,641	266,562	68,136	57,291	60,381	62,931	248,739	11.9	0.3	-16.8	31.3	7.2
Detroit	20,172	19,656	19,872	21,822	81,522	25,603	20,574	17,854	20,142	84,173	-21.2	-4.5	11.3	8.3	-3.1
Houston	32,396	36,400	34,944	33,488	137,228	33,124	48,048	43,680	33,488	158,340	-2.2	-24.2	-20.0	0.0	-13.3
Minneapolis	25,248	19,656	19,872	23,568	88,344	19,736	19,656	19,440	23,664	82,496	27.9	0.0	2.2	-0.4	7.1
New York JFK	40,572	46,494	47,054	42,801	176,921	46,356	44,954	43,658	39,703	174,671	-12.5	3.4	7.8	7.8	1.3
Newark	18,185	3,927		7,623	29,735	20,957	3,003		7,495	31,455	-13.2	30.8		1.7	-5.5
Washington D.C.	18,018	6,237	3,003	5,775	33,033	15,015	5,544	3,003	5,313	28,875	20.0	12.5	0.0	8.7	14.4

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
<b>US EAST</b>	<b>1,386</b>	<b>1,047</b>	<b>918</b>	<b>1,236</b>	<b>4,587</b>	<b>1,226</b>	<b>1,080</b>	<b>1,027</b>	<b>1,115</b>	<b>4,448</b>	<b>13.1</b>	<b>-3.1</b>	<b>-10.6</b>	<b>10.9</b>	<b>3.1</b>
Atlanta	161	104	92	161	518	91	91	92	133	407	76.9	14.3	0.0	21.1	27.3
Austin	19	0	0	0	19	35	45	45	38	163	-45.7	-100.0	-100.0	-100.0	-88.3
Boston	110	89	60	52	311	49	58	58	90	255	124.5	53.4	3.4	-42.2	22.0
Chicago	229	130	105	186	650	170	113	105	132	520	34.7	15.0	0.0	40.9	25.0
Dallas	297	216	184	340	1,037	272	240	249	251	1,012	9.2	-10.0	-26.1	35.5	2.5
Detroit	72	91	92	83	338	91	91	79	75	336	-20.9	0.0	16.5	10.7	0.6
Houston	89	100	96	92	377	91	132	120	92	435	-2.2	-24.2	-20.0	0.0	-13.3
Minneapolis	90	91	92	92	365	91	91	90	90	362	-1.1	0.0	2.2	2.2	0.8
New York JFK	162	182	184	172	700	180	182	176	158	696	-10.0	0.0	4.5	8.9	0.6
Newark	79	17		33	129	91	13		33	137	-13.2	30.8		0.0	-5.8
Washington D.C.	78	27	13	25	143	65	24	13	23	125	20.0	12.5	0.0	8.7	14.4

Source: DBEDT analysis from Diio Mi seat and flight schedules as of April 24, 2025, subject to change.

## Group vs. True Independent; Leisure vs. Business

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
Group vs True Independent (Net)									
Group Tour	143,078	NA	79,289	147,663	157,796	151,128	56,323	57,811	-2.6%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	6,339,604	2,152,257	2,039,980	5.5%
Leisure vs Business									
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	6,015,565	2,031,007	1,891,145	7.4%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	293,252	137,219	129,170	6.2%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	186,529	92,870	78,106	18.9%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	67,247	27,677	29,776	-7.1%
Incentive	59,031	15,943	26,694	57,383	50,903	48,978	20,723	26,296	-21.2%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
Group vs True Independent (Net)									
Group Tour	67,037	NA	43,863	73,688	78,455	78,557	26,972	28,012	-3.7%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	4,338,648	1,456,137	1,376,423	5.8%
Leisure vs Business									
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	4,132,185	1,379,982	1,283,965	7.5%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	157,660	66,903	65,417	2.3%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	102,644	44,425	40,750	9.0%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	37,542	14,977	15,821	-5.3%
Incentive	25,831	8,146	12,917	25,726	22,539	21,597	9,292	10,817	-14.1%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.



## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
Group vs True Independent (Net)									
Group Tour	76,041	NA	35,426	73,975	79,340	72,571	29,351	29,799	-1.5%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	2,000,957	696,120	663,557	4.9%
Leisure vs Business									
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,865,750	651,025	607,181	7.2%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	135,591	70,317	63,752	10.3%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	83,885	48,445	37,356	29.7%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	29,704	12,700	13,955	-9.0%
Incentive	33,199	7,797	13,776	31,656	28,364	27,381	11,431	15,479	-26.2%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## First Time vs. Repeat Visitors

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.1	23.9	23.8	0.1
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.9	76.1	76.2	-0.1

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

### U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.2	16.9	16.9	0.0
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.8	83.1	83.1	0.0

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

### U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	39.6	37.8	37.5	0.3
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.4	62.2	62.5	-0.3

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## Tax Revenue

### U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,837.99	649.77	594.47	9.3%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	811.48	NA	933.16	1,170.08	1,112.76	1,126.58	393.43	357.51	10.0%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

## U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD Apr. 2025P	YTD Apr. 2024RP	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	546.77	NA	504.66	714.95	722.56	711.41	256.35	236.96	8.2%

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.