

United States Overview

The Hawai'i Tourism Authority contracted the Hawai'i Visitors and Convention Bureau (HVCB) for brand marketing management services for the United States major market area. 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) COVID-19 recovery plan continues to focus on welcoming back repeat visitors who know the islands and want to *mālama* (take care of) Hawai'i during their visit. In 2021, efforts to educate visitors pre- and post-arrival about Hawai'i's Safe Travels program will continue. HTUSA will promote the Mālama Hawai'i campaign, a partnership with visitor industry partners and volunteer organizations that invites visitors to stay in a new way – to take the time to really know the island, form a deeper connection with Hawai'i's culture, travel mindfully and *mālama* Hawai'i.

Year-to-Date September 2021 Quick Facts^{1/}

Visitor Expenditures: \$8.63 billion

Primary Purpose of Stay: Pleasure (4,090,007) vs. MCI (53,012)

Average Length of Stay: 9.52 days First Time Visitors: 30.1% Repeat Visitors: 69.9%

U.S. Total

| | | | % | | | | |
|------------------------------------|------------|------------|--------|-------------|------------|------------|--------|
| | | | Change | | | | |
| | | | 2020 | | | | % |
| | | | VS | 2021 Annual | YTD Sep. | YTD Sep. | Change |
| U.S. TOTAL (by Air) | 2019 | 2020 | 2019 | Forecast1/ | 2021 | 2020 | YTD |
| | | | | | | | |
| Visitor Expenditures (\$ Millions) | 11,636.2 | NA | NA | 11,614.9 | 8,628.7 | NA | NA |
| Visitor Days | 61,786,807 | 21,998,856 | -64.4% | 60,949,419 | 44,776,016 | 15,965,417 | 180.5% |
| Arrivals | 6,871,839 | 1,987,326 | -71.1% | 6,557,214 | 4,701,879 | 1,512,714 | 210.8% |
| Average Daily Census | 169,279 | 60,106 | -64.5% | 166,985 | 164,015 | 58,268 | 181.5% |
| Per Person Per Day Spending (\$) | 188.3 | NA | NA | 190.6 | 192.7 | NA | NA |
| Per Person Per Trip Spending (\$) | 1,693.3 | NA | NA | 1,771.3 | 1,835.2 | NA | NA |
| Length of Stay (days) | 8.99 | 11.07 | 23.1% | 9.30 | 9.52 | 10.55 | -9.8% |

NA=Annual 2020 visitor spending statistics and comparative year-to-date 2020 statistics were not available. Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020.
*Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 3, 2021).

^{1/ 2021} visitor data are preliminary. 2020 and 2019 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

| | | | % Change 2020 vs | 2021 Annual | YTD Sep. | YTD Sep. | % Change |
|------------------------------------|------------|------------|------------------------|-------------------------|------------|-----------|-------------|
| U.S. WEST MMA (by Air) | 2019 | 2020* | 2019 | Forecast ^{1//} | 2021 | 2020 | YTD |
| | | | | | | | |
| Visitor Expenditures (\$ Millions) | 6,952.0 | NA | NA | 7,520.6 | 5,615.0 | NA | NA |
| Visitor Days | 39,752,689 | 13,921,800 | -65.0% | 40,718,941 | 29,920,311 | 9,699,962 | 208.5% |
| Arrivals | 4,595,319 | 1,311,176 | -71.5% | 4,530,046 | 3,252,387 | 967,996 | 236.0% |
| Average Daily Census | 108,911 | 38,038 | -65.1% | 111,559 | 109,598 | 35,401 | 209.6% |
| Per Person Per Day Spending (\$) | 174.9 | NA | NA | 184.7 | 187.7 | NA | NA |
| Per Person Per Trip Spending (\$) | 1,512.8 | NA | NA | 1,660.1 | 1,726.4 | NA | NA |
| Length of Stay (days) | 8.65 | 10.62 | 22.7% | 8.99 | 9.20 | 10.02 | -8.2% |

NA=Annual 2020 visitor spending statistics and comparative year-to-date 2020 statistics were not available. Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020.

1/Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 3, 2021).

U.S. East

| <u> </u> | | | | | | | |
|------------------------------------|------------|-----------|--------------------------------|---|------------------|------------------|--------------------|
| U.S. EAST MMA (by Air) | 2019 | 2020* | % Change 2020 vs 2019 | 2021 Annual Forecast ¹ // | YTD Sep. 2021 | YTD Sep. 2020 | % Change YTD |
| Visitor Expenditures (\$ Millions) | 4,684.2 | NA | NA | 4,094.4 | 3,013.6 | NA | NA |
| Visitor Days | 22,034,119 | 8,077,056 | -63.3% | 20,230,478 | 14,855,705 | 6,265,455 | 137.1% |
| Arrivals | 2,276,520 | 676,150 | -70.3% | 2,027,168 | 1,449,492 | 544,718 | 166.1% |
| Average Daily Census | 60,367 | 22,068 | -63.4% | 55,426 | 54,417 | 22,867 | 138.0% |
| Per Person Per Day Spending (\$) | 212.6 | NA | NA | 202.4 | 202.9 | NA | NA |
| Per Person Per Trip Spending (\$) | 2,057.6 | NA | NA | 2,019.8 | 2,079.1 | NA | NA |
| Length of Stay (days) | 9.68 | 11.95 | 23.4% | 9.98 | 10.25 | 11.50 | -10.9% |

NA=Annual 2020 visitor spending statistics and comparative year-to-date 2020 statistics were not available. Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020.

1/Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 3, 2021).

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Market Summary

In September 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. On August 23, 2021, Hawai'i Governor David Ige urged travelers to curtail non-essential travel until the end of October 2021 due to a surge in Delta variant cases that has overburdened the state's health care facilities and resources. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

U.S. West

- Through the first nine months of 2021, there were 3,252,387 visitors from the U.S. West compared to 967,996 visitors (+236.0%) in the first nine months of 2020, versus 3,447,548 visitors (-5.7%) in the first nine months of 2019.
- For the first nine months of 2021, total visitor spending was \$5.62 billion, a 9.0 percent increase from \$5.15 billion in the first nine months of 2019. Comparative 2020 spending data was not available.
- Through the first nine months of 2021, there were 32,491 scheduled flights with 6,445,488 seats from the U.S. West. In comparison, there were 13,230 flights with 2,700,408 seats in the first nine months of 2020, versus 31,974 flights with 6,413,400 seats in the first nine months of 2019.
- Comparing the first nine months of 2021 vs. the first nine months of 2020, there was increased air service from Denver (268,350 seats, +185.9%), Las Vegas (233,881, +236.2%), Long Beach (166,509 +912.6%), Los Angeles (1,769,847 +122.1%), Oakland (396,193, +81.4%), Phoenix (407,116, +274.6%), Portland (236,020, +86.8%), Sacramento (199,013, +137.1%), Salt Lake City (116,904, +185.0%), San Diego (378,777, +278.6%), San Francisco (869,711, +77.8%), San Jose (463,088, +301.9%) and Seattle (842,933, +104.8%); and new service from Ontario (33,453 seats) and Santa Ana (18,522).
- For all of 2020, arrivals decreased 71.5 percent to 1,311,176 visitors. Visitor days dropped 65.0 percent. The average daily census was 38,038 visitors, down 65.1 percent compared to 2019.
- Scheduled air seats for 2020 fell 56.0 percent compared to the previous year.
- In 2019, the U.S. West market reported a 5.5 percent gain in visitor spending to \$6.95 billion. Visitor arrivals (+9.3% to 4,595,319 visitors) and visitor days (+6.1%) increased but daily visitors spending was down slightly (-0.5% to \$175 per person) compared to 2018. The average daily census was 108,911 visitors in 2019, an increase of 6.1 percent compared to 2018.
- In 2019, scheduled air seats from U.S. West grew 5.5 percent compared to 2018.

U.S. East

- Through the first nine months of 2021, there were 1,449,492 visitors from the U.S. East compared to 544,718 visitors (+166.1%) in the first nine months of 2020, versus 1,762,702 visitors (-17.8%) in the first nine months of 2019.
- For the first nine months of 2021, total visitor spending was \$3.01 billion, a decrease of 16.0 percent from \$3.59 billion in the first nine months of 2019.
- Through the first nine months of 2021, there were 3,465 scheduled flights with 912,872 seats from the U.S. East. In comparison, there were 1,323 flights with 372,468 seats in the first nine months of 2020, versus 3,179 flights with 909,856 seats in the first nine months of 2019.
- Comparing the first nine months of 2021 vs. the first nine months of 2020, increased service from Atlanta (64,752 seats, +163.8%), Boston (33,360, +96.7%) Chicago (183,604 +120.2%), Dallas (319,281, +125.8%), Houston (61,244, +86.2%), Minneapolis (50,136 +171.6%); New York JFK (52,542, +111.1%), Newark (47,568 +125.2%) and Washington D.C. (27,132, +284.2%) and new service from Austin (16,124), Charlotte (37,947) and Orlando (19,182); offset suspended flights from Detroit.
- For all of 2020, arrivals declined 70.3 percent to 676,150 visitors. Visitor days fell 63.3 percent. The average daily census was 22,068 visitors, a decrease of 63.4 percent compared to 2019.
- Scheduled air seats in 2020 declined 58.7 percent compared to the previous year.
- In 2019, spending by U.S. East visitors rose 3.4 percent to \$4.68 billion. Visitor arrivals rose(+4.7% to 2,276,520 visitors), visitor days increased (+2.2%) and daily visitor spending was higher (+1.2% to \$213 per person) compared to 2018. The average daily census was 60,367 visitors in 2019, a 2.2 percent growth compared to 2018.
- In 2019, scheduled air seats from U.S. East rose 7.6 percent compared to 2018.

Market Conditions

- The unemployment rate fell to 4.8 percent in September 2021 with the economy adding 194,000 jobs.
- The Conference Board Consumer Confidence Index declined again in September 2021. The
 Index now stands at 109.3 (1985=100), down from 115.2 in August. The Present Situation
 Index based on consumers' assessment of current business and labor market conditions fell to
 143.4 from 148.9 last month. The Expectations Index based on consumers' short-term outlook
 for income, business and labor market conditions fell to 86.6, from 92.8 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for October December 2021 will increase by 24.4 percent as compared with the same time period in 2019. The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue for both the U.S. West (+23.9%) and U.S. East (+28.8%). The situation is being monitored and the forecast adjusted accordingly.
- Wholesale partners have seen a slowdown in bookings and cancellations for the 4th quarter of 2021. Most bookings coming in are for 2022 with some concerns about the additional island taxes being implemented. Airlines are still experiencing cancellations but are seeing improvements for November 2021 and beyond. There is optimism that 2022 travel to Hawai'i will remain positive.

- U.S. states including California, Washington, Texas, Florida, Illinois and New York had no statewide travel restrictions during September 2021.
- Los Angeles leaders have voted to enact one of the nation's strictest vaccine mandates. The
 sweeping measure requires the shots for everyone entering bars, restaurants, nail salons,
 gyms, and a Lakers game. The City Council voted 11-2 in favor of the ordinance that will
 require proof of full vaccination by November 4. On October 1, California Governor Gavin
 Newsome announced that all California students and school staff will be required to get
 vaccinated as early as January 2022.
- There are 25 states (including New York, Maine, Rhode Island, and Delaware) that require vaccination for employees of various categories. Of those, 21 specify requirements for healthcare workers, and the majority of those states require vaccination or regular testing of unvaccinated employees. Six states have taken a "vaccinate or terminate" approach, only permitting healthcare workers to be unvaccinated if they have a valid religious or medical exemption as defined for by the EEOC. Nine states have passed laws that ban employers from mandating vaccines for workers; three more states are expected to enact such bans in the near future.

Distribution by Island

U.S. Total

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|---------------------|-----------|---------|--------------|-----------|----------|----------|
| U.S. TOTAL (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| O'ahu | 3,326,507 | 967,359 | -70.9% | 2,289,060 | 755,029 | 203.2% |
| Maui County | 2,488,629 | 672,005 | -73.0% | 1,653,696 | 498,349 | 231.8% |
| Maui | 2,449,124 | 659,185 | -73.1% | 1,629,091 | 488,104 | 233.8% |
| Moloka'i | 42,603 | 12,231 | -71.3% | 17,072 | 10,241 | 66.7% |
| Lāna'i | 59,810 | 14,527 | -75.7% | 32,270 | 11,857 | 172.2% |
| Kaua'i | 1,135,672 | 280,457 | -75.3% | 524,574 | 238,061 | 120.4% |
| Island of Hawai'i | 1,251,171 | 379,153 | -69.7% | 813,464 | 294,953 | 175.8% |

U.S. West

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|------------------------|-----------|---------|--------------|-----------|----------|----------|
| U.S. WEST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| O'ahu | 2,005,506 | 582,276 | -71.0% | 1,458,370 | 443,983 | 228.5% |
| Maui County | 1,641,441 | 438,612 | -73.3% | 1,150,232 | 308,683 | 272.6% |
| Maui | 1,616,213 | 430,261 | -73.4% | 1,134,047 | 302,084 | 275.4% |
| Moloka'i | 25,823 | 7,423 | -71.3% | 10,954 | 6,098 | 79.6% |
| Lāna'i | 31,672 | 7,968 | -74.8% | 18,808 | 6,323 | 197.5% |
| Kaua'i | 730,725 | 179,451 | -75.4% | 360,916 | 145,967 | 147.3% |
| Island of Hawai'i | 786,520 | 244,963 | -68.9% | 546,370 | 183,140 | 198.3% |

U.S. East

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|------------------------|-----------|---------|--------------|----------|----------|----------|
| U.S. EAST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| O'ahu | 1,321,001 | 385,083 | -70.8% | 830,690 | 311,046 | 167.1% |
| Maui County | 847,188 | 233,393 | -72.5% | 503,464 | 189,667 | 165.4% |
| Maui | 832,911 | 228,925 | -72.5% | 495,044 | 186,020 | 166.1% |
| Moloka'i | 16,780 | 4,808 | -71.3% | 6,118 | 4,143 | 47.7% |
| Lāna'i | 28,138 | 6,559 | -76.7% | 13,462 | 5,534 | 143.3% |
| Kaua'i | 404,948 | 101,006 | -75.1% | 163,658 | 92,094 | 77.7% |
| Island of Hawai'i | 464,651 | 134,191 | -71.1% | 267,094 | 111,813 | 138.9% |

Airlift: Scheduled Seats

| | | | 2021 | | | | | 2020 | | | | | %CHANGE | | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|-----------|-----------|-------|---------|---------|--------|--------|
| | Q1 | Q2 | Q3 | Q4 | Annual | Q1 | Q2 | Q3 | Q4 | Annual | Q1 | Q2 | Q3 | Q4 | Annual |
| US WEST | 1,509,348 | 2,163,031 | 2,860,044 | 2,664,628 | 9,197,051 | 2,022,576 | 253,873 | 423,959 | 1,071,640 | 3,772,048 | -25.4 | 752.0 | 574.6 | 148.6 | 143.8 |
| Anchorage | 19,716 | 13,833 | 11,702 | 26,233 | 71,484 | 29,256 | 0 | 0 | 8,745 | 38,001 | -32.6 | NA | NA | 200.0 | 88.1 |
| Denver | 52,767 | 95,755 | 128,252 | 108,238 | 385,012 | 80,667 | 507 | 12,702 | 57,320 | 151,196 | -34.6 | 18786.6 | 909.7 | 88.8 | 154.6 |
| Las Vegas | 42,256 | 57,249 | 138,649 | 136,454 | 374,608 | 69,576 | 0 | 0 | 20,082 | 89,658 | -39.3 | NA | NA | 579.5 | 317.8 |
| Long Beach | 24,766 | 64,470 | 78,876 | 66,976 | 235,088 | 16,443 | 0 | 0 | 3,024 | 19,467 | 50.6 | NA | NA | 2114.8 | 1107.6 |
| Los Angeles | 371,317 | 594,918 | 825,750 | 740,794 | 2,532,779 | 556,146 | 99,818 | 140,956 | 267,284 | 1,064,204 | -33.2 | 496.0 | 485.8 | 177.2 | 138.0 |
| Oakland | 109,650 | 129,029 | 161,042 | 151,214 | 550,935 | 153,858 | 32,375 | 32,200 | 83,225 | 301,658 | -28.7 | 298.5 | 400.1 | 81.7 | 82.6 |
| Ontario | 2,079 | 13,986 | 17,388 | 17,388 | 50,841 | 0 | 0 | 0 | 0 | 0 | NA | NA | NA | NA | NA |
| Phoenix | 90,147 | 144,673 | 175,712 | 177,786 | 588,318 | 102,399 | 0 | 6,272 | 69,507 | 178,178 | -12.0 | NA | 2701.5 | 155.8 | 230.2 |
| Portland | 71,639 | 85,864 | 82,464 | 89,021 | 328,988 | 110,849 | 0 | 15,498 | 31,260 | 157,607 | -35.4 | NA | 432.1 | 184.8 | 108.7 |
| Sacramento | 61,405 | 64,339 | 75,164 | 77,614 | 278,522 | 71,883 | 700 | 11,340 | 38,269 | 122,192 | -14.6 | 9091.3 | 562.8 | 102.8 | 127.9 |
| Salt Lake City | 38,908 | 44,565 | 34,367 | 27,937 | 145,777 | 41,020 | 0 | 0 | 11,526 | 52,546 | -5.1 | NA | NA | 142.4 | 177.4 |
| San Diego | 73,957 | 116,653 | 193,768 | 175,381 | 559,759 | 79,758 | 0 | 20,282 | 56,904 | 156,944 | -7.3 | NA | 855.4 | 208.2 | 256.7 |
| San Francisco | 205,670 | 282,002 | 400,052 | 355,852 | 1,243,576 | 332,865 | 55,630 | 100,571 | 166,902 | 655,968 | -38.2 | 406.9 | 297.8 | 113.2 | 89.6 |
| San Jose | 126,936 | 150,880 | 188,017 | 172,027 | 637,860 | 114,667 | 525 | 0 | 77,245 | 192,437 | 10.7 | 28639.0 | NA | 122.7 | 231.5 |
| Santa Ana | | 6,930 | 11,592 | 11,592 | 30,114 | | 0 | 0 | 0 | 0 | • | NA | NA | NA | NA |
| Seattle | 218,135 | 297,885 | 337,249 | 330,121 | 1,183,390 | 263,189 | 64,318 | 84,138 | 180,347 | 591,992 | -17.1 | 363.1 | 300.8 | 83.0 | 99.9 |

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of October 20, 2021, subject to change.

| | | | 2021 | | | | | 2020 | | | | | %CHANGE | | |
|-----------------|---------|---------|---------|---------|-----------|---------|-------|--------|---------|---------|--------|--------|---------|--------|--------|
| | Q1 | Q2 | Q3 | Q4 | Annual | Q1 | Q2 | Q3 | Q4 | Annual | Q1 | Q2 | Q3 | Q4 | Annual |
| US EAST | 200,235 | 311,750 | 410,667 | 351,437 | 1,274,089 | 330,695 | 8,458 | 33,315 | 115,406 | 487,874 | -39.5 | 3585.9 | 1132.7 | 204.5 | 161.2 |
| Atlanta | 15,886 | 22,203 | 26,956 | 24,319 | 89,364 | 24,542 | 0 | 0 | 3,164 | 27,706 | -35.3 | NA | NA | 668.6 | 222.5 |
| Austin | | 6,672 | 9,452 | 8,340 | 24,464 | | 0 | 0 | 0 | 0 | | NA | NA | NA | NA |
| Boston | 6,950 | 9,730 | 17,236 | 17,514 | 51,430 | 16,958 | 0 | 0 | 1,112 | 18,070 | -59.0 | NA | NA | 1475.0 | 184.6 |
| Charlotte | | 12,831 | 25,116 | 24,570 | 62,517 | | 0 | 0 | 0 | 0 | | NA | NA | NA | NA |
| Chicago | 37,735 | 63,428 | 84,670 | 49,694 | 235,527 | 74,438 | 1,284 | 7,665 | 30,568 | 113,955 | -49.3 | 4839.9 | 1004.6 | 62.6 | 106.7 |
| Dallas | 97,135 | 102,464 | 122,653 | 125,759 | 448,011 | 109,434 | 6,318 | 25,650 | 64,488 | 205,890 | -11.2 | 1521.8 | 378.2 | 95.0 | 117.6 |
| Detroit | 0 | | | | 0 | 1758 | | | | 1758 | -100.0 | | | | -100.0 |
| Houston | 15,194 | 21,210 | 25,392 | 25,392 | 87,188 | 32,032 | 856 | 0 | 8,988 | 41,876 | -52.6 | NA | NA | 182.5 | 108.2 |
| Minneapolis | 13,994 | 21,199 | 14,943 | 10,548 | 60,684 | 18,459 | 0 | 0 | 2,486 | 20,945 | -24.2 | NA | NA | 324.3 | 189.7 |
| New York JFK | 10,008 | 18,348 | 24,464 | 24,186 | 77,006 | 24,892 | 0 | 0 | 1,390 | 26,282 | -59.8 | NA | NA | 1640.0 | 193.0 |
| Newark | 1,665 | 15,953 | 30,931 | 26,589 | 75,138 | 21,120 | 0 | 0 | 3,210 | 24,330 | -92.1 | NA | NA | 728.3 | 208.8 |
| Orlando | 1,668 | 8,340 | 9,174 | 8,618 | 27,800 | 0 | 0 | 0 | 0 | 0 | NA | NA | NA | NA | NA |
| Washington D.C. | 0 | 9,372 | 19,680 | 5,908 | 34,960 | 7062 | 0 | 0 | 0 | 7,062 | -100.0 | NA | NA | NA | 395.0 |

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of October 20, 2021, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|---------------------------------|-----------|-----------|--------------|-----------|-----------|----------|
| U.S. TOTAL (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| Group vs True Independent (Net) | | | | | | |
| Group tour | 143,078 | NA | NA | 51,281 | NA | NA |
| True Independent (Net) | 5,674,869 | NA | NA | 4,011,073 | NA | NA |
| Leisure vs business | | | | | | |
| Pleasure (Net) | 5,720,309 | 1,526,068 | -73.3% | 4,090,007 | 1,167,321 | 250.4% |
| MCI (Net) | 293,659 | 93,411 | -68.2% | 53,012 | 90,635 | -41.5% |
| Convention/Conf. | 171,970 | 60,311 | -64.9% | 22,693 | 59,265 | -61.7% |
| Corp. Meetings | 72,478 | 20,111 | -72.3% | 15,889 | 19,087 | -16.8% |
| Incentive | 59,031 | 15,943 | -73.0% | 16,361 | 15,173 | 7.8% |

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.

U.S. West

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|---------------------------------|-----------|-----------|--------------|-----------|----------|----------|
| U.S. WEST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| Group vs True Independent (Net) | | | | | | |
| Group tour | 67,037 | NA | NA | 29,670 | NA | NA |
| True Independent (Net) | 3,836,896 | NA | NA | 2,792,579 | NA | NA |
| Leisure vs business | | | | | | |
| Pleasure (Net) | 3,885,753 | 1,020,345 | -73.7% | 2,859,823 | 757,814 | 277.4% |
| MCI (Net) | 154,692 | 47,963 | -69.0% | 30,341 | 45,846 | -33.8% |
| Convention/Conf. | 91,100 | 29,958 | -67.1% | 13,562 | 29,136 | -53.5% |
| Corp. Meetings | 42,499 | 11,252 | -73.5% | 9,755 | 10,503 | -7.1% |
| Incentive | 25,831 | 8,142 | -68.5% | 8,028 | 7,559 | 6.2% |

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.

U.S. East

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|---------------------------------|-----------|---------|--------------|-----------|----------|----------|
| U.S. EAST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| Group vs True Independent (Net) | | | | | | |
| Group tour | 76,041 | NA | NA | 21,611 | NA | NA |
| True Independent (Net) | 1,837,972 | NA | NA | 1,218,494 | NA | NA |
| Leisure vs business | | | | | | |
| Pleasure (Net) | 1,834,556 | 503,113 | -72.6% | 1,230,184 | 409,507 | 200.4% |
| MCI (Net) | 138,967 | 45,507 | -67.3% | 22,671 | 44,789 | -49.4% |
| Convention/Conf. | 80,869 | 30,409 | -62.4% | 9,132 | 30,130 | -69.7% |
| Corp. Meetings | 29,980 | 8,866 | -70.4% | 6,135 | 8,584 | -28.5% |
| Incentive | 33,199 | 7,797 | -76.5% | 8,333 | 7,614 | 9.4% |

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.

First Timers vs. Repeat Visitors

U.S. Total

| U.S. TOTAL (by Air) | 2019 | 2020 | % Change 2020 vs 2019 | YTD Sep. 2021 | YTD Sep. 2020 | % Change YTD |
|---------------------|------|------|--------------------------|------------------|------------------|-----------------|
| 1st timers (%) | 26.7 | NA | NA | 30.1 | NA | NA |
| Repeaters (%) | 73.3 | NA | NA | 69.9 | NA | NA |

U.S. West

| U.S. WEST MMA (by Air) | 2019 | 2020 | % Change 2020 vs 2019 | YTD Sep. 2021 | YTD Sep. 2020 | % Change YTD |
|------------------------|------|------|--------------------------|------------------|------------------|-----------------|
| 1st timers (%) | 19.4 | NA | NA | 22.2 | NA | NA |
| Repeaters (%) | 80.6 | NA | NA | 77.8 | NA | NA |

U.S. East

| 0.0. 2.0. | | | | | | | | |
|------------------------|------|------|--------------|----------|----------|----------|--|--|
| | | | % Change | YTD Sep. | YTD Sep. | % Change | | |
| U.S. EAST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD | | |
| 1st timers (%) | 41.5 | NA | NA | 47.7 | NA | NA | | |
| Repeaters (%) | 58.5 | NA | NA | 52.3 | NA | NA | | |

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.

Tax Revenue

U.S. Total

| U.S. TOTAL (by Air) | 2019 | 2020 | % Change 2020 vs 2019 | YTD Sep. 2021 | YTD Sep. 2020 | % Change YTD |
|--|----------|------|--------------------------|------------------|------------------|-----------------|
| State tax revenue generated (\$ Millions) 2/ | 1,358.25 | NA | NA | 1,007.19 | NA | NA |

^{2/}State government tax revenue generated (direct, indirect, and induced).

U.S. West

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|--|--------|------|--------------|----------|----------|----------|
| U.S. WEST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| State tax revenue generated (\$ Millions) 2/ | 811.48 | NA | NA | 655.42 | NA | NA |

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

U.S. East

| | | | % Change | YTD Sep. | YTD Sep. | % Change |
|--|--------|------|--------------|----------|----------|----------|
| U.S. EAST MMA (by Air) | 2019 | 2020 | 2020 vs 2019 | 2021 | 2020 | YTD |
| State tax revenue generated (\$ Millions) 2/ | 546.77 | NA | NA | 351.77 | NA | NA |

²¹State government tax revenue generated (direct, indirect, and induced).