



U.S. Fact Sheet

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 visitors who want to *mālama* (take care of) Hawai'i during their visit, with an emphasis on providing education pre- and post-arrival. 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 March 2022 Quick Facts^{1/}

Visitor Expenditures:	\$3.71 billion
Primary Purpose of Stay:	Pleasure (1,481,441) vs. MCI (70,420)
Average Length of Stay:	9.29 days
First Time Visitors:	26.7%
Repeat Visitors:	73.3%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021P	2022 Annual Forecast*	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,227.0	13,988.8	3,712.7	1,486.5	149.8%
Visitor Days	61,786,807	21,998,856	61,217,787	69,490,874	16,349,230	8,872,874	84.3%
Arrivals	6,871,839	1,987,326	6,465,360	7,666,485	1,760,017	820,847	114.4%
Average Daily Census	169,279	60,106	167,720	190,386	181,658	98,587	84.3%
Per Person Per Day Spending (\$)	188.3	NA	199.7	201.3	227.1	167.5	35.6%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,891.1	1,824.7	2,109.5	1,810.9	16.5%
Length of Stay (days)	8.99	11.07	9.47	9.06	9.29	10.81	-14.1%

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) 2022 annual forecast (Quarter 1, 2022).

^{1/} 2022 and 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

U.S. WEST MMA (by Air)	2019	2020	2021P	2021 Annual Forecast ^{1/}	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,933.3	8,781.5	2,239.3	982.6	127.9%
Visitor Days	39,752,689	13,921,800	40,904,390	45,239,109	10,150,927	5,963,340	70.2%
Arrivals	4,595,319	1,311,176	4,474,027	5,183,426	1,156,009	572,998	101.7%
Average Daily Census	108,911	38,038	112,067	123,943	112,788	66,259	70.2%
Per Person Per Day Spending (\$)	174.9	NA	193.9	194.1	220.6	164.8	33.9%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,773.2	1,694.1	1,937.1	1,714.9	13.0%
Length of Stay (days)	8.65	10.62	9.14	8.73	8.78	10.41	-15.6%

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.
^{1/}Dept. of Business, Economic Development & Tourism (DBEDT) 2022 annual forecast (Quarter 1, 2022).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021P	2021 Annual Forecast ^{1/}	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,293.7	5,207.4	1,473.4	503.8	192.5%
Visitor Days	22,034,119	8,077,056	20,313,397	24,251,765	6,198,303	2,909,534	113.0%
Arrivals	2,276,520	676,150	1,991,333	2,483,059	604,008	247,849	143.7%
Average Daily Census	60,367	22,068	55,653	66,443	68,870	32,328	113.0%
Per Person Per Day Spending (\$)	212.6	NA	211.4	214.7	237.7	173.2	37.3%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,156.2	2,097.2	2,439.4	2,032.7	20.0%
Length of Stay (days)	9.68	11.95	10.20	9.77	10.26	11.74	-12.6%

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.
^{1/}Dept. of Business, Economic Development & Tourism (DBEDT) 2022 annual forecast (Quarter 1, 2022).

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Market Summary

Prior to the global COVID-19 pandemic and Hawai'i's quarantine requirements for travelers, the State of Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. Due to concerns about the rapid surge of COVID cases worldwide and the limitations of Hawai'i's health care system, on March 17, 2020 Hawai'i Gov. David Ige asked visitors to postpone their trips for at least 30 days. The counties also began issuing stay-at-home orders. On March 26, 2020, the state implemented a 14-day mandatory travel quarantine. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. This continued until mid-October 2020, when the state initiated the Safe Travels program, which allowed trans-Pacific travelers to bypass the quarantine if they had a valid negative test for COVID-19.

Through March 25, 2022, domestic passengers could bypass the State's mandatory five-day self-quarantine if they were up-to-date on their vaccination or with a negative COVID-19 pre-travel test result from a Trusted Testing Partner through the Safe Travels program. The Safe Travels Program ended on March 25, 2022, and domestic pre-travel requirements ceased as of March 26, 2022. Passengers arriving on direct international flights were subjected to federal U.S. entry requirements which included proof of an up-to-date vaccination document and negative COVID-19 test result taken within one day of travel, or documentation of having recovered from COVID-19 in the past 90 days, prior to their flight.

U.S. West

- Through the first quarter of 2022, there were 1,156,009 visitors from the U.S. West, compared to 1,028,938 visitors (+12.3%) in the first quarter of 2019.
- U.S. West visitors spent \$2.24 billion in the first quarter of 2022, compared to \$1.63 billion (+37.0%) in the first quarter of 2019.
- There were 12,375 scheduled flights with 2,468,737 seats in the first quarter of 2022, compared to 9,873 flights with 1,980,931 seats in the first quarter of 2019.
- For all of 2021, there were 4,474,027 visitors from the U.S. West compared to 1,311,176 visitors (+241.2%) in 2020, and 4,595,319 visitors (-2.6%) in 2019.
- Total visitor spending in 2021 was \$7.93 billion, an increase of 14.1 percent from \$6.95 billion in 2019. Comparative annual 2020 spending data was not available.
- In 2021, there were 45,246 scheduled flights with 8,989,207 seats from the U.S. West. In comparison, there were 18,601 flights with 3,772,048 seats in 2020, and 42,760 flights with 8,564,295 seats in 2019.

U.S. East

- Through the first quarter of 2022, 604,008 visitors arrived from the U.S. East, compared to 587,678 visitors (+2.8%) in the first quarter of 2019.
- U.S. East visitors spent \$1.47 billion in the first quarter of 2022, compared to \$1.24 billion (+18.9%) in the first quarter of 2019.

- There were 1,193 scheduled flights with 324,177 seats in the first quarter of 2022, compared to 1,027 flights with 298,648 seats in the first quarter of 2019.
- In 2021, there were 1,991,333 visitors from the U.S. East compared to 676,150 visitors (+194.5%) in 2020, and 2,276,520 visitors (-12.5%) in 2019.
- Total visitor spending in 2021 was \$4.29 billion, a decrease of 8.3 percent from \$4.68 billion in 2019.
- In 2021, there were 4,696 scheduled flights with 1,249,514 seats from the U.S. East. In comparison, there were 1,775 flights with 487,874 seats in 2020, and 4,129 flights with 1,182,495 seats in 2019.

Market Conditions

- Job growth was solid in March 2022 and the unemployment rate fell more than expected to 3.6 percent.
- The Conference Board Consumer Confidence Index rebounded slightly in March 2022. The Index now stands at 107.2 (1985=100) up from 105.7 in February 2022.
- The Present Situation Index based on consumers' assessment of current business and labor market conditions rose to 153.0 from 143.0 last month. The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions declined to 76.6 from 80.8 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for April-June 2022 will increase by +21.5 percent as compared with the same time period in 2021. The projection is based on flights appearing in Diiio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue for both the U.S. West (+24.0%) and U.S. East (+4.4%). The situation is being monitored and the forecast adjusted accordingly.
- According to MMGY Travel Intelligence, 73 percent of American travelers intend to take a vacation in the next six months, up significantly from 62 percent one year ago. It is anticipated that 2022 will be a year of continued growth for the travel industry, although inflation and the recent increase in gas prices may alter spending slightly.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
O'ahu	3,326,507	967,359	3,140,053	861,871	375,511	129.5%
Maui County	2,488,629	672,005	2,236,665	554,383	326,812	69.6%
Maui	2,449,124	659,185	2,201,447	543,574	322,495	68.6%
Moloka'i	42,603	12,231	24,296	8,192	3,370	143.1%
Lāna'i	59,810	14,527	45,291	12,397	4,986	148.6%
Kaua'i	1,135,672	280,457	784,869	256,384	25,676	898.5%
Island of Hawai'i	1,251,171	379,153	1,137,813	336,865	159,565	111.1%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
O'ahu	2,005,506	582,276	2,005,091	537,261	240,617	123.3%
Maui County	1,641,441	438,612	1,545,958	346,369	236,075	46.7%
Maui	1,616,213	430,261	1,522,838	339,299	233,167	45.5%
Moloka'i	25,823	7,423	15,779	5,386	2,255	138.8%
Lāna'i	31,672	7,968	26,188	6,880	3,075	123.7%
Kaua'i	730,725	179,451	540,417	166,098	16,205	925.0%
Island of Hawai'i	786,520	244,963	763,792	213,489	113,834	87.5%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
O'ahu	1,321,001	385,083	1,134,962	324,610	134,894	140.6%
Maui County	847,188	233,393	690,707	208,014	90,736	129.3%
Maui	832,911	228,925	678,608	204,275	89,328	128.7%
Moloka'i	16,780	4,808	8,517	2,806	1,115	151.7%
Lāna'i	28,138	6,559	19,103	5,517	1,911	188.7%
Kaua'i	404,948	101,006	244,451	90,286	9,471	853.3%
Island of Hawai'i	464,651	134,191	374,021	123,376	45,732	169.8%

Airlift: Scheduled Seats and Flights

Scheduled seats	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	2,468,737	2,596,172	2,622,767	2,306,670	9,994,346	1,509,348	2,163,031	2,773,109	2,543,719	8,989,207	63.6	20.0	-5.4	-9.3	11.2
Anchorage	29,271	10,815	0	16,218	56,304	19,716	13,833	11,702	24,980	70,231	48.5	-21.8	-100.0	-35.1	-19.8
Denver	94,617	88,694	98,072	110,006	391,389	52,767	95,755	119,828	101,625	369,975	79.3	-7.4	-18.2	8.2	5.8
Las Vegas	147,663	144,026	171,124	108,196	571,009	42,256	57,249	134,376	130,246	364,127	249.4	151.6	27.3	-16.9	56.8
Long Beach	65,331	66,248	62,601	41,076	235,256	24,766	64,470	77,273	63,364	229,873	163.8	2.8	-19.0	-35.2	2.3
Los Angeles	668,218	711,128	745,673	661,393	2,786,412	371,317	594,918	803,612	710,296	2,480,143	80.0	19.5	-7.2	-6.9	12.3
Oakland	154,952	161,532	161,616	89,964	568,064	109,650	129,029	157,514	144,165	540,358	41.3	25.2	2.6	-37.6	5.1
Ontario	16,821	17,199	17,388	17,388	68,796	2,079	13,986	17,388	17,199	50,652	709.1	23.0	0.0	1.1	35.8
Phoenix	173,150	163,897	156,952	150,374	644,373	90,147	144,673	172,296	171,235	578,351	92.1	13.3	-8.9	-12.2	11.4
Portland	92,407	93,246	66,665	105,209	357,527	71,639	85,864	78,517	84,853	320,873	29.0	8.6	-15.1	24.0	11.4
Sacramento	78,066	86,247	67,199	41,076	272,588	61,405	64,339	73,269	72,326	271,339	27.1	34.1	-8.3	-43.2	0.5
Salt Lake City	45,969	29,928	20,522	24,182	120,601	38,908	44,565	33,431	27,259	144,163	18.1	-32.8	-38.6	-11.3	-16.3
San Diego	156,957	156,490	134,588	121,262	569,297	73,957	116,653	188,167	167,044	545,821	112.2	34.2	-28.5	-27.4	4.3
San Francisco	310,947	374,742	423,634	375,254	1,484,577	205,670	282,002	382,039	340,793	1,210,504	51.2	32.9	10.9	10.1	22.6
San Jose	132,756	179,205	187,356	128,284	627,601	126,936	150,880	185,192	164,354	627,362	4.6	18.8	1.2	-21.9	0.0
Santa Ana	11,088	11,466	8,820	3,528	34,902	0	6,930	11,592	11,214	29,736	NA	65.5	-23.9	-68.5	17.4
Seattle	290,524	301,309	300,557	313,260	1,205,650	218,135	297,885	326,913	312,766	1,155,699	33.2	1.1	-8.1	0.2	4.3

Source: HTA/DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of April 26, 2022 subject to change.

Scheduled flights	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	12,375	13,078	13,010	11,401	49,864	7,586	10,980	13,925	12,755	45,246	63.1	19.1	-6.6	-10.6	10.2
Anchorage	178	63	0	102	343	124	87	73	154	438	43.5	-27.6	-100.0	-33.8	-21.7
Denver	444	364	368	419	1,595	232	429	512	461	1,634	91.4	-15.2	-28.1	-9.1	-2.4
Las Vegas	696	678	831	472	2,677	152	230	624	595	1,601	357.9	194.8	33.2	-20.7	67.2
Long Beach	359	364	343	220	1,286	134	354	427	348	1,263	167.9	2.8	-19.7	-36.8	1.8
Los Angeles	3,227	3,467	3,545	3,196	13,435	1,752	2,889	3,894	3,432	11,967	84.2	20.0	-9.0	-6.9	12.3
Oakland	864	900	896	492	3,152	613	718	878	803	3,012	40.9	25.3	2.1	-38.7	4.6
Ontario	89	91	92	92	364	11	74	92	91	268	709.1	23.0	0.0	1.1	35.8
Phoenix	837	823	782	721	3,163	418	681	835	830	2,764	100.2	20.9	-6.3	-13.1	14.4
Portland	506	486	374	602	1,968	412	494	446	487	1,839	22.8	-1.6	-16.1	23.6	7.0
Sacramento	386	432	353	220	1,391	336	340	358	354	1,388	14.9	27.1	-1.4	-37.9	0.2
Salt Lake City	159	128	92	107	486	157	174	141	103	575	1.3	-26.4	-34.8	3.9	-15.5
San Diego	860	862	736	668	3,126	411	654	1,051	921	3,037	109.2	31.8	-30.0	-27.5	2.9
San Francisco	1,446	1,731	1,870	1,651	6,698	934	1,338	1,712	1,511	5,495	54.8	29.4	9.2	9.3	21.9
San Jose	753	1,028	1,079	732	3,592	729	874	1,065	947	3,615	3.3	17.6	1.3	-22.7	-0.6
Santa Ana	88	91	70	28	277	0	55	92	89	236	65.5	-23.9	-68.5	17.4	
Seattle	1,483	1,570	1,579	1,679	6,311	1,171	1,589	1,725	1,629	6,114	26.6	-1.2	-8.5	3.1	3.2

Source: HTA/DBEDT analysis based on scheduled flights from Diio Mi flight schedules as of April 26, 2022 subject to change.

Scheduled seats	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	324,177	321,554	330,670	351,214	1,327,615	200,235	311,750	400,887	336,642	1,249,514	61.9	3.1	-17.5	4.3	6.3
Atlanta	25,281	23,253	20,792	37,545	106,871	15,886	22,203	26,663	23,861	88,613	59.1	4.7	-22.0	57.3	20.6
Austin	11,120	10,842	10,842	10,842	43,646	0	6,672	9,452	8,062	24,186	NA	62.5	14.7	34.5	80.5
Boston	14,456	14,734	14,456	14,734	58,380	6,950	9,730	16,680	16,680	50,040	108.0	51.4	-13.3	-11.7	16.7
Charlotte	546	0	0	0	546	0	12831	25116	23751	61698	NA	-100.0	-100.0	-100.0	-99.1
Chicago	51,047	57,068	59,877	54,645	222,637	37,735	63,428	82,441	46,671	230,275	35.3	-10.0	-27.4	17.1	-3.3
Dallas	98,625	93,279	89,568	96,675	378,147	97,135	102,464	119,682	118,196	437,477	1.5	-9.0	-25.2	-18.2	-13.6
Detroit				12,599	12,599					0				NA	NA
Houston	24,564	29,358	33,488	33,488	120,898	15,194	21,210	24,840	24,840	86,084	61.7	38.4	34.8	34.8	40.4
Minneapolis	26,370	17,527	15,142	17,402	76,441	13,994	21,199	14,943	10,255	60,391	88.4	-17.3	1.3	69.7	26.6
New York JFK	24,464	25,298	25,576	28,966	104,304	10,008	18,348	24,186	23,630	76,172	144.4	37.9	5.7	22.6	36.9
Newark	27,038	29,033	33,009	26,756	115,836	1,665	15,953	29,950	25,754	73,322	1523.9	82.0	10.2	3.9	58.0
Orlando	11,120	10,842	11,120	10,842	43,924	1,668	8,340	9,174	8,618	27,800	566.7	30.0	21.2	25.8	58.0
Washington D.C.	9,546	10,320	16,800	6,720	43,386	0	9,372	17,760	6,324	33,456		10.1	-5.4	6.3	29.7

Source: DBEDT analysis based on scheduled Seats from Diao Mi flight schedules as of January 14, 2022 subject to change.

Scheduled flights	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,193	1,146	1,196	1,281	4,816	790	1,206	1,469	1,231	4,696	51.0	-5.0	-18.6	4.1	2.6
Atlanta	90	91	92	135	408	67	82	91	82	322	34.3	11.0	1.1	64.6	26.7
Austin	40	39	39	39	157	0	24	34	29	87		62.5	14.7	34.5	80.5
Boston	52	53	52	53	210	25	35	60	60	180	108.0	51.4	-13.3	-11.7	16.7
Charlotte	2	0	0	0	2	0	47	92	87	226		-100.0	-100.0	-100.0	-99.1
Chicago	188	179	189	190	746	163	266	287	166	882	15.3	-32.7	-34.1	14.5	-15.4
Dallas	347	331	320	358	1,356	355	372	430	425	1,582	-2.3	-11.0	-25.6	-15.8	-14.3
Detroit				43	43					0				NA	NA
Houston	89	91	92	92	364	71	91	90	90	342	25.4	0.0	2.2	2.2	6.4
Minneapolis	90	67	67	77	301	59	78	51	35	223	52.5	-14.1	31.4	120.0	35.0
New York JFK	88	91	92	107	378	36	66	87	85	274	144.4	37.9	5.7	25.9	38.0
Newark	123	122	143	120	508	8	75	140	114	337	1437.5	62.7	2.1	5.3	50.7
Orlando	40	39	40	39	158	6	30	33	31	100	566.7	30.0	21.2	25.8	58.0
Washington D.C.	44	43	70	28	185	0	40	74	27	141		7.5	-5.4	3.7	31.2

Source: HTA/DBEDT analysis based on scheduled flights from Diao Mi flight schedules as of April 26, 2022 subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
U.S. TOTAL (by Air)						
Group vs True Independent (Net)						
Group tour	143,078	NA	79,366	34,620	5,682	509.3%
True Independent (Net)	5,674,869	NA	5,532,447	1,530,251	739,625	106.9%
Leisure vs business						
Pleasure (Net)	5,720,309	1,526,068	5,579,859	1,481,441	689,367	114.9%
MCI (Net)	293,659	93,411	92,309	70,420	6,728	946.7%
Convention/Conf.	171,970	60,311	41,964	41,595	2,470	1584.2%
Corp. Meetings	72,478	20,111	26,975	15,681	2,395	554.8%
Incentive	59,031	15,943	26,765	15,617	2,042	664.9%

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

	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
U.S. WEST MMA (by Air)						
Group vs True Independent (Net)						
Group tour	67,037	NA	43,933	15,201	3,607	321.4%
True Independent (Net)	3,836,896	NA	3,855,860	1,019,414	520,406	95.9%
Leisure vs business						
Pleasure (Net)	3,885,753	1,022,954	3,904,723	986,236	487,770	102.2%
MCI (Net)	154,692	47,904	52,974	34,508	4,504	666.1%
Convention/Conf.	91,100	29,902	25,550	20,682	1,638	1162.5%
Corp. Meetings	42,499	11,246	16,183	8,449	1,636	416.5%
Incentive	25,831	8,146	12,960	6,429	1,342	379.1%

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.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
Group vs True Independent (Net)						
Group tour	76,041	NA	35,432	19,418	2,075	835.9%
True Independent (Net)	1,837,972	NA	1,676,586	510,837	219,219	133.0%
Leisure vs business						
Pleasure (Net)	1,834,556	503,113	1,675,136	495,206	201,597	145.6%
MCI (Net)	138,967	45,507	39,335	35,912	2,224	1515.1%
Convention/Conf.	80,869	30,409	16,414	20,913	832	2415.1%
Corp. Meetings	29,980	8,866	10,792	7,232	759	852.9%
Incentive	33,199	7,797	13,804	9,188	700	1212.9%

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	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
1st timers (%)	26.7	NA	29.1	26.7	24.6	2.1
Repeaters (%)	73.3	NA	70.9	73.3	75.4	-2.1

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
1st timers (%)	19.4	NA	21.5	19.9	17.5	2.4
Repeaters (%)	80.6	NA	78.5	80.1	82.5	-2.4

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
1st timers (%)	41.5	NA	46.3	39.8	41.1	-1.2
Repeaters (%)	58.5	NA	53.7	60.2	58.9	1.2

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,427.20	430.68	173.51	148.2%

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

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	926.02	259.76	114.70	126.5%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021P	YTD Mar. 2022P	YTD Mar. 2021P	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	501.18	170.92	58.81	190.6%

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