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VISITOR ARRIVALS AND VISITOR SPENDING DECREASED IN APRIL 2024

HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), total visitor arrivals and total visitor spending in April 2024 decreased compared to April 2023. There were 753,551 visitors to the Hawaiian Islands in April 2024, down 8.9 percent from the same month last year. Total visitor spending measured in nominal dollars was \$1.51 billion, which was a 12.6 percent drop from April 2023. When compared to pre-pandemic 2019 levels, April 2024 total visitor arrivals represent an 88.7 percent recovery from April 2019 and total visitor spending was higher than April 2019 (\$1.32 billion, +14.3%).

In April 2024, 721,855 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 31,695 visitors came via out-of-state cruise ships. In comparison, 806,209 visitors (-10.5%) arrived by air and 21,328 visitors (+48.6%) came by cruise ships in April 2023, and 824,610 visitors (-12.5%) arrived by air and 24,787 visitors (+27.9%) came by cruise ships in April 2019. The average length of stay by all visitors in April 2024 was 8.27 days, compared to 8.58 days (-3.6%) in April 2023 and 8.25 days (+0.3%) in April 2019. The statewide average daily census¹ was 207,827 visitors in April 2024, compared to 236,661 visitors (-12.2%) in April 2023 and 233,616 visitors (-11.0%) in April 2019.

In April 2024, 390,111 visitors arrived from the U.S. West, a decrease from April 2023 (465,116 visitors, -16.1%), but up slightly from April 2019 (388,573 visitors, +0.4%). U.S. West visitor spending of \$746.1 million declined from April 2023 (\$874.4 million, -14.7%), but was much higher than April 2019 (\$547.0 million, +36.4%). Daily spending by U.S. West visitors in April 2024 (\$236 per person) increased compared to April 2023 (\$233 per person, +1.3%) and was considerably more than April 2019 (\$171 per person, +37.7%).

¹ Average daily census measures the number of visitors present on any given day.

In April 2024, arrivals from the U.S. East of 171,931 visitors declined compared to April 2023 (186,695 visitors, -7.9%), but increased from April 2019 (159,115 visitors, +8.1%). U.S. East visitor spending of \$425.9 million decreased from April 2023 (\$473.2 million, -10.0%), but was much higher than April 2019 (\$286.8 million, +48.5%). Daily spending by U.S. East visitors in April 2024 (\$273 per person) was slightly less than April 2023 (\$278 per person, -1.8%), but was significantly more than April 2019 (\$200 per person, +36.5%).

There were 49,024 visitors from Japan in April 2024, which was up considerably from April 2023 (34,358 visitors, +42.7%), but continued to be much lower than April 2019 (119,487 visitors, -59.0%). Visitors from Japan spent \$72.7 million in April 2024, compared to \$57.3 million (+26.8%) in April 2023 and \$164.0 million (-55.7%) in April 2019. Daily spending by Japanese visitors in April 2024 (\$238 per person) was higher than April 2023 (\$235 per person, +1.0%) and April 2019 (\$234 per person, +1.7%).

In April 2024, 37,950 visitors arrived from Canada, a decrease compared to April 2023 (39,333 visitors, -3.5%) and April 2019 (56,749 visitors, -33.1%). Visitors from Canada spent \$86.1 million in April 2024, down from April 2023 (\$96.3 million, -10.7%) and April 2019 (\$100.2 million, -14.1%). Daily spending by Canadian visitors in April 2024 (\$221 per person) increased from April 2023 (\$217 per person, +1.8%) and was much higher than April 2019 (\$154 per person, +43.5%).

There were 72,839 visitors from all other international markets in April 2024, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, and the Pacific Islands. In comparison, there were 80,708 visitors (-9.7%) from all other international markets in April 2023 and 100,686 visitors (-27.7%) in April 2019.

In April 2024, a total of 4,890 transpacific flights with 1,080,344 seats serviced the Hawaiian Islands, a decrease from 5,021 flights (-2.6%) with 1,085,788 seats (-0.5%) in April 2023, and 5,031 flights (-2.8%) with 1,112,200 seats (-2.9%) in April 2019.

Year-to-Date 2024

A total of 3,145,047 visitors arrived in the first four months of 2024, which was a 3.9 percent drop from 3,273,869 visitors in the first four months of 2023. Total arrivals decreased 6.9 percent when compared to 3,376,675 visitors in the first four months of 2019.

In the first four months of 2024, total visitor spending was \$6.73 billion, down from \$7.09 billion (-5.1%) in the first four months of 2023, but higher than \$5.81 billion (+15.8%) in the first four months of 2019.

Other Highlights

U.S. West: In April 2024, 311,958 visitors arrived from the Pacific region and 78,007 visitors came from the Mountain region. Most U.S. West visitors in April 2024 had been to Hawai'i before (81.3%) while 18.7 percent were first-time visitors. In terms of accommodations, 53.6 percent of U.S. West visitors in April 2024 stayed in hotels, 15.3 percent stayed in condominiums, 11.6 percent stayed with friends and relatives, 11.6 percent stayed in rental homes and 9.7 percent stayed in timeshares.

In the first four months of 2024, there were 1,541,246 visitors from the U.S. West, compared to 1,691,663 visitors (-8.9%) in the first four months of 2023 and 1,417,512 visitors (+8.7%) in the first four months of 2019.

U.S. West visitors spent \$3.04 billion in the first four months of 2024, compared to \$3.26 billion (-6.6%) in the first four months of 2023 and \$2.18 billion (+39.4%) in the first four months of

2019. The average daily visitor spending in the first four months of 2024 was \$232 per person, higher than the first four months of 2023 (\$226 per person, +2.9%) and up considerably from the first four months of 2019 (\$178 per person, +31.0%).

U.S. East: In April 2024, the three largest U.S. East regions were the South Atlantic (41,520 visitors), West South Central (31,818 visitors) and East North Central (31,006 visitors) regions. More than half of U.S. East visitors in April 2024 had been to Hawai'i before (56.8%) while 43.2 percent were first-time visitors. In terms of lodging, 62.9 percent of U.S. East visitors in April 2024 stayed in hotels, 12.0 percent stayed with friends and relatives, 10.2 percent stayed in condominiums, 9.8 percent stayed in rental homes and 7.6 percent stayed in timeshares.

In the first four months of 2024, 777,867 visitors arrived from the U.S. East, compared to 848,610 visitors (-8.3%) in the first four months of 2023 and 746,793 visitors (+4.2%) in the first four months of 2019.

U.S. East visitors spent \$2.02 billion in the first four months of 2024, compared to \$2.19 billion (-8.0%) in the first four months of 2023 and \$1.53 billion (+32.3%) in the first four months of 2019. Daily visitor spending in the first four months of 2024 of \$263 per person was up slightly from the first four months of 2023 (\$261 per person, +0.7%) and much higher the first four months of 2019 (\$207 per person, +27.0%).

Japan: Of the 49,024 visitors in April 2024, 48,618 visitors arrived on international flights and 406 came on domestic flights. Seven out of 10 Japanese visitors in April 2024 were repeat visitors (71.5%) while 28.5 percent were first-time visitors to the islands. In terms of lodging, 77.8 percent of Japanese visitors in April 2024 stayed in hotels, 14.1 percent stayed in condominiums, 9.9 percent stayed in timeshares and 1.8 percent stayed with friends and relatives.

In the first four months of 2024, there were 220,563 visitors from Japan, compared to 133,352 visitors (+65.4%) in the first four months of 2023 and 494,416 visitors (-55.4%) in the first four months of 2019.

Visitors from Japan spent \$325.7 million in the first four months of 2024, compared to \$220.5 million (+47.7%) in the first four months of 2023 and \$688.1 million (-52.7%) in the first four months of 2019. Daily visitor spending in the first four months of 2024 (\$239 per person) increased slightly compared to the first four months of 2023 (\$235 per person, +1.8%) and the first four months of 2019 (\$238 per person, +0.4%).

Canada: Of the 37,950 visitors in April 2024, 30,708 visitors arrived via direct air service from Canada and 7,242 visitors came on domestic flights. More than half of Canadian visitors in April 2024 had been to Hawai'i before (58.3%) while 41.7 percent were first-time visitors. In terms of lodging, 51.8 percent of Canadian visitors in April 2024 stayed in hotels, 25.0 percent stayed in condominiums, 10.2 percent stayed in rental homes, 9.5 percent stayed in timeshares and 6.5 percent stayed with friends and relatives.

In the first four months of 2024, there were 203,101 visitors from Canada, compared to 215,071 visitors (-5.6%) in the first four months of 2023 and 269,939 visitors (-24.8%) in the first four months of 2019.

Visitors from Canada spent \$516.5 million in the first four months of 2024, compared to \$560.4 million (-7.8%) in the first four months of 2023 and \$558.4 million (-7.5%) in the first four months of 2019. Daily visitor spending in the first four months of 2024 of \$220 per person was higher compared to the first four months of 2023 (\$215 per person, +2.1%) and the first four months of 2019 (\$166 per person, +32.2%).

Island Highlights

O'ahu: There were 441,685 visitors to O'ahu in April 2024, down from 454,287 visitors (-2.8%) in April 2023 and 487,367 visitors (-9.4%) in April 2019. Visitor spending was \$612.2 million in April 2024, compared to \$723.7 million (-15.4%) in April 2023 and \$613.3 million (-0.2%) in April 2019. The average daily census on O'ahu was 98,954 visitors in April 2024, compared to 108,235 visitors (-8.6%) in April 2023 and 109,204 visitors (-9.4%) in April 2019.

In the first four months of 2024, there were 1,848,839 visitors to O'ahu, compared to 1,789,417 visitors (+3.3%) in the first four months of 2023 and 1,954,398 visitors (-5.4%) in the first four months of 2019. For the first four months of 2024, total visitor spending was \$2.78 billion, down from \$2.83 billion (-1.9%) in the first four months of 2023, but higher than \$2.60 billion (+7.1%) in the first four months of 2019.

Maui: There were 174,582 visitors to Maui in April 2024, a significant decrease from 243,245 visitors (-28.2%) in April 2023 and 247,984 visitors (-29.6%) in April 2019. Visitor spending was \$390.5 million in April 2024, compared to \$544.8 million (-28.3%) in April 2023 and \$398.6 million (-2.0%) in April 2019. The average daily census on Maui was 44,804 visitors in April 2024, compared to 61,735 visitors (-27.4%) in April 2023 and 63,280 visitors (-29.2%) in April 2019.

In the first four months of 2024, there were 736,936 visitors to Maui, compared to 969,214 visitors (-24.0%) in the first four months of 2023 and 974,943 visitors (-24.4%) in the first four months of 2019. For the first four months of 2024, total visitor spending was \$1.81 billion, compared to \$2.33 billion (-22.5%) in the first four months of 2023 and \$1.73 billion (+4.5%) in the first four months of 2019.

Kaua'i: There were 104,654 visitors to Kaua'i in April 2024, compared to 118,156 visitors (-11.4%) in April 2023 and 106,181 visitors (-1.4%) in April 2019. Visitor spending was \$222.0 million in April 2024, compared to \$211.9 million (+4.8%) in April 2023 and \$135.8 million (+63.5%) in April 2019. The average daily census on Kaua'i was 24,849 visitors in April 2024, compared to 27,892 visitors (-10.9%) in April 2023 and 25,330 visitors (-1.9%) in April 2019.

In the first four months of 2024, there were 435,964 visitors to Kaua'i, compared to 448,247 visitors (-2.7%) in the first four months of 2023 and 439,643 visitors (-0.8%) in the first four months of 2019. For the first four months of 2024, total visitor spending was \$941.4 million, compared to \$872.8 million (+7.9%) in the first four months of 2023 and \$617.7 million (+52.4%) in the first four months of 2019.

Hawai'i Island: There were 133,200 visitors to Hawai'i Island in April 2024, compared to 138,448 visitors (-3.8%) in April 2023 and 130,224 visitors (+2.3%) in April 2019. Visitor spending was \$254.1 million in April 2024, compared to \$217.5 million (+16.8%) in April 2023 and \$149.1 million (+70.4%) in April 2019. The average daily census on Hawai'i Island was 32,942 visitors in April 2024, compared to 34,033 visitors (-3.2%) in April 2023 and 30,444 visitors (+8.2%) in April 2019.

In the first four months of 2024, there were 575,821 visitors to Hawai'i Island, compared to 585,441 visitors (-1.6%) in the first four months of 2023 and 577,101 visitors (-0.2%) in the first four months of 2019. For the first four months of 2024, total visitor spending was \$1.11 billion, compared to \$958.6 million (+15.6%) in the first four months of 2023 and \$795.5 million (+39.3%) in the first four months of 2019.

Flights and Air Seats to Hawai'i

U.S. West: In April 2024, 3,624 scheduled flights with 755,466 seats serviced Hawai'i from U.S. West.

Air capacity decreased compared to April 2023 (3,898 flights, -7.0% with 794,029 seats, -4.9%). There were added scheduled seats from Anchorage, Denver, Phoenix, Salt Lake City, San Diego, Seattle and direct air service from Everett, Washington in April 2024 which did not operate in April 2023. These increases were entirely offset by reduced service from Las Vegas, Long Beach, Los Angeles, Oakland, Portland, Sacramento, San Francisco and San Jose.

Air capacity increased compared to April 2019 (3,414 flights, +6.2% with 685,818 seats, +10.2%). There were fewer scheduled seats from Anchorage, Los Angeles, Oakland, Portland, San Francisco and discontinued service from Bellingham, Washington. Offsetting these decreases were added scheduled seats from Denver, Las Vegas, Long Beach, Phoenix, Sacramento, Salt Lake City, San Diego, San Jose and Seattle. There was also service from Everett, Washington and Ontario, California in April 2024, which was not operating in April 2019.

U.S. East: In April 2024, 371 scheduled flights with 96,169 seats operated to Hawai'i from U.S. East.

Air capacity increased compared to April 2023 (346 flights, +7.2% with 95,603 seats, +0.6%). Reduced service from Atlanta, Chicago, Detroit, Houston, Minneapolis and Newark were entirely offset by added scheduled seats from Austin, Dallas, New York JFK and Washington, D.C.

There was growth in air capacity compared to April 2019 (318 flights, +16.7% with 91,741 seats, +4.8%). Reduction in scheduled seats from Boston, Chicago, Dallas, Houston and Newark were offset by increased seats from Atlanta, Minneapolis, New York JFK, Washington, D.C., and service from Austin and Detroit in April 2024 which did not operate in April 2019.

Japan: In April 2024, there were 375 scheduled flights with 111,198 seats from Japan.

Air capacity was much greater compared to April 2023 (279 flights, +34.4% with 75,108 seats, +48.1%). There were added scheduled seats from Fukuoka, Nagoya, Osaka, Haneda and Narita to Honolulu. There was no direct service from Japan to Kona in April 2024 compared to two flights with 398 seats from Narita to Kona in the same month last year.

Direct air service remained below April 2019 levels (634 flights, -40.9% with 158,756 seats, -30.0%). There were added scheduled seats from Haneda to Honolulu which were offset by reduced seats from Fukuoka, Nagoya, Osaka and Narita to Honolulu, and no service from Sapporo to Honolulu compared to April 2019. There was no direct air service from Japan to Kona in April 2024, compared to 42 flights with 9,306 seats from Haneda and Narita to Kona in April 2019.

Canada: There were 255 scheduled flights with 44,857 seats from Canada in April 2024.

Air capacity increased compared to April 2023 (237 flights, +7.6% with 43,900 seats, +2.2%). Reduced service from Calgary and discontinued service from Toronto was entirely offset by growth in scheduled seats from Edmonton and Vancouver.

Air capacity was down compared to April 2019 (280 flights, -8.9% with 58,428 seats, -23.2%). Growth in scheduled seats from Edmonton was entirely offset by decreased seats from Calgary, Vancouver and discontinued service from Toronto.

Oceania:

- **Australia:** In April 2024, there were 63 scheduled flights with 17,829 seats from Melbourne and Sydney, a decrease from 72 flights (-12.5%) with 21,631 seats (-17.6%) from Melbourne and Sydney in April 2023. Air capacity remained below the April 2019 level (98 flights, -35.7% with 30,944 seats, -42.4%) with service from Brisbane, Melbourne, and Sydney.
- **New Zealand:** There were 14 scheduled flights with 4,123 seats from Auckland in April 2024, down from 26 flights (-46.2%) with 7,540 seats (-45.3%) in April 2023 and 41 flights (-65.9%) with 11,890 seats (-65.3%) in April 2019.

Other Asia:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020. In comparison, there were 38 scheduled flights with 10,409 seats with service from Beijing and Shanghai in April 2019.
- **Korea:** There were 72 scheduled flights with 20,864 seats from Seoul in April 2024, compared to 73 flights (-1.4%) with 23,506 seats (-11.2%) in April 2023 and 73 flights (-1.4%) with 22,951 seats (-9.1%) in April 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were eight scheduled flights with 2,448 seats in April 2019.

Other Markets:

- **Guam:** There were 30 scheduled flights with 10,500 seats from Guam in April 2024 and also in April 2023, and 30 flights (0.0%) with 10,920 seats (-3.8%) in April 2019.
- **Philippines:** There were 21 scheduled flights with 6,489 seats from Manila in April 2024 and also in April 2023, and 21 flights (0.0%) with 6,079 seats (+6.7%) in April 2019.
- **Samoa:** There were four scheduled flights with 680 seats from Apia in April 2024 and also in April 2023, and four flights (0.0%) with 656 seats (+3.7%) in April 2019.
- **Rarotonga:** There were four scheduled flights with 756 seats in April 2024. There was no direct air service from the Cook Islands in April 2023 or in April 2019.
- **Kiribati:** There were four scheduled flights with 680 seats in April 2024. There was no direct air service from Christmas Island in April 2023. There were four flights (0.0%) with 572 seats (+18.9%) in April 2019.
- **Marshall Islands:** There was no direct service to Majuro in April 2024 or in April 2023. There were 17 flights with 2,782 seats in April 2019.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in April 2024, compared to nine flights (-55.6%) with 1,530 seats (-55.6%) in April 2023 and four flights (0.0%) with 656 seats (+3.7%) in April 2019.
- **American Samoa:** There were nine scheduled flights with 2,502 seats from Pago Pago in April 2024, compared to seven flights (+28.6%) with 1,946 seats (+28.6%) in April 2023 and nine flights (0.0%) with 2,502 seats (0.0%) in April 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in April 2024, compared to five flights (-20.0%) with 1,390 seats (-20.0%) in April 2023 and four flights (0.0%) with 1,112 seats (0.0%) in April 2019.

In the first four months of 2024, there were 19,774 transpacific flights with 4,408,643 seats, compared to 20,329 flights (-2.7%) with 4,471,606 seats (-1.4%) in the first four months of 2023 and 20,245 flights (-2.3%) with 4,449,480 seats (-0.9%) in the first four months of 2019.

Cruise Ship Visitors

In April 2024, 31,695 visitors came to the islands aboard 15 tours from out-of-state ships, three more than last year and five more than 2019. One of these ships had a turnaround tour, with visitors that arrived on that out-of-state cruise ship departing by air after touring the islands. After the first group of cruise visitors left, a new group of visitors flew into Honolulu to board that ship, toured the islands, then most of them remained with the ship to visit the next out-of-state port. In addition to the 1,858 visitors that flew into Honolulu for the turnaround tour, another 9,314 visitors flew to the state to board the Hawai'i home-ported cruise ship Pride of America.

In April 2023, 21,328 visitors (+48.6%) came to the islands aboard 12 tours from out-of-state cruise ships. There were 1,852 visitors who flew into Honolulu for a turnaround tour of one of these ships. Another 12,227 visitors flew to the state to board the Pride of America.

In April 2019, 24,787 visitors (+27.9%) arrived aboard 10 tours from out-of-state cruise ships, 2,557 visitors flew into Honolulu for a turnaround tour, and another 9,342 visitors came by air to board the Pride of America.

In the first four months of 2024, 81,329 visitors came to Hawai'i via 46 tours aboard out-of-state cruise ships. There were 1,858 visitors who flew into Honolulu to board the turnaround tour on an out-of-state cruise ship and another 39,934 visitors came by air to board the Pride of America.

For the first four months of 2023, 66,648 visitors (+22.0%) entered Hawai'i via 32 tours aboard out-of-state cruise ships. There were 1,852 visitors who flew into Honolulu to board the turnaround tour on an out-of-state cruise ship and another 40,578 visitors came by air to board the Pride of America.

In the first four months of 2019, 64,959 visitors (+2.6%) came to Hawai'i by way of 31 tours on out-of-state cruise ships. There were 2,557 visitors who flew into Honolulu to board a turnaround tour from an out-of-state cruise ship and 39,683 visitors came by air and boarded the Pride of America.

Statement by DBEDT Director James Kunane Tokioka

Overall travel to the Hawaiian Islands was soft for April with total visitors by air decreasing 10.5 percent from April 2023. This is the first month that arrivals to O'ahu decreased since March 2021. The decrease was partially due to Easter falling on March 31, which pushed spring break travel into March instead of April. Easter 2023 was on April 9, which affected the year-over-year performance. In reviewing a forecast provided by Jerry Gibson of the Hawai'i Hotel Alliance, spring bookings are not picking up as indicated by previous estimates.

The cruise market performed well in April with visitors who came via out-of-state cruise ships registering the second highest monthly arrival on record. This market typically has less impact on the destination than visitors who travel by air as cruise travelers often participate in group tour activities versus exploring the islands individually and renting cars.

With the Hawai'i Tourism Authority's Mākaukau Maui campaign and targeted efforts showcasing Maui's readiness to welcome visitors, DBEDT is committed to supporting the state and Maui's economic recovery.

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APRIL 2024 ARRIVALS AT A GLANCE

	2024P	2023P	% change	2024P YTD	2023P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,506.0	1,723.0	-12.6	6,730.7	7,092.7	-5.1
Total by air	1,487.7	1,713.6	-13.2	6,687.7	7,063.6	-5.3
U.S. Total	1,172.0	1,347.7	-13.0	5,060.0	5,450.6	-7.2
U.S. West	746.1	874.4	-14.7	3,041.9	3,257.1	-6.6
U.S. East	425.9	473.2	-10.0	2,018.0	2,193.5	-8.0
Japan	72.7	57.3	26.8	325.7	220.5	47.7
Canada	86.1	96.3	-10.7	516.5	560.4	-7.8
All Others	157.0	212.2	-26.0	785.5	832.1	-5.6
Visitor arrivals by cruise ships	18.2	9.5	93.0	43.0	29.1	48.0
TOTAL VISITOR DAYS	6,234,824	7,099,842	-12.2	27,866,233	29,814,756	-6.5
Total by air	6,064,827	6,995,534	-13.3	27,462,201	29,496,957	-6.9
U.S. Total	4,719,916	5,453,177	-13.4	20,752,095	22,815,959	-9.0
U.S. West	3,160,603	3,751,681	-15.8	13,087,140	14,425,855	-9.3
U.S. East	1,559,313	1,701,495	-8.4	7,664,955	8,390,103	-8.6
Japan	305,800	243,665	25.5	1,361,120	937,906	45.1
Canada	390,340	444,770	-12.2	2,352,411	2,604,598	-9.7
All Others	648,772	853,922	-24.0	2,996,574	3,138,494	-4.5
Visitor arrivals by cruise ships	169,997	104,308	63.0	404,032	317,799	27.1
VISITOR ARRIVALS	753,551	827,537	-8.9	3,145,047	3,273,869	-3.9
Total by air	721,855	806,209	-10.5	3,063,718	3,207,221	-4.5
U.S. Total	562,041	651,810	-13.8	2,319,113	2,540,273	-8.7
U.S. West	390,111	465,116	-16.1	1,541,246	1,691,663	-8.9
U.S. East	171,931	186,695	-7.9	777,867	848,610	-8.3
Japan	49,024	34,358	42.7	220,563	133,352	65.4
Canada	37,950	39,333	-3.5	203,101	215,071	-5.6
All Others	72,839	80,708	-9.7	320,941	318,524	0.8
Visitor arrivals by cruise ships	31,695	21,328	48.6	81,329	66,648	22.0
AVERAGE DAILY CENSUS	207,827	236,661	-12.2	230,299	248,456	-7.3
Total by air	202,161	233,184	-13.3	226,960	245,808	-7.7
U.S. Total	157,331	181,773	-13.4	171,505	190,133	-9.8
U.S. West	105,353	125,056	-15.8	108,158	120,215	-10.0
U.S. East	51,977	56,717	-8.4	63,347	69,918	-9.4
Japan	10,193	8,122	25.5	11,249	7,816	43.9
Canada	13,011	14,826	-12.2	19,441	21,705	-10.4
All Others	21,626	28,464	-24.0	24,765	26,154	-5.3
Visitor arrivals by cruise ships	5,667	3,477	63.0	3,339	2,648	26.1
AVERAGE LENGTH OF STAY	8.27	8.58	-3.6	8.86	9.11	-2.7
Total by air	8.40	8.68	-3.2	8.96	9.20	-2.5
U.S. Total	8.40	8.37	0.4	8.95	8.98	-0.4
U.S. West	8.10	8.07	0.4	8.49	8.53	-0.4
U.S. East	9.07	9.11	-0.5	9.85	9.89	-0.3
Japan	6.24	7.09	-12.0	6.17	7.03	-12.3
Canada	10.29	11.31	-9.0	11.58	12.11	-4.4
All Others	8.91	10.58	-15.8	9.34	9.85	-5.2
Visitor arrivals by cruise ships	5.36	4.89	9.7	4.97	4.77	4.2
PER PERSON PER DAY SPENDING (\$)	241.5	242.7	-0.5	241.5	237.9	1.5
Total by air	245.3	245.0	0.1	243.5	239.5	1.7
U.S. Total	248.3	247.1	0.5	243.8	238.9	2.1
U.S. West	236.1	233.1	1.3	232.4	225.8	2.9
U.S. East	273.1	278.1	-1.8	263.3	261.4	0.7
Japan	237.8	235.3	1.0	239.3	235.1	1.8
Canada	220.5	216.6	1.8	219.6	215.2	2.1
All Others	242.0	248.5	-2.6	262.1	265.1	-1.1
Visitor arrivals by cruise ships	107.3	90.6	18.4	106.5	91.5	16.4
PER PERSON PER TRIP SPENDING (\$)	1,998.5	2,082.1	-4.0	2,140.1	2,166.4	-1.2
Total by air	2,061.0	2,125.5	-3.0	2,182.9	2,202.4	-0.9
U.S. Total	2,085.2	2,067.6	0.9	2,181.9	2,145.7	1.7
U.S. West	1,912.6	1,880.0	1.7	1,973.7	1,925.4	2.5
U.S. East	2,476.9	2,534.8	-2.3	2,594.3	2,584.8	0.4
Japan	1,483.0	1,669.0	-11.1	1,476.6	1,653.7	-10.7
Canada	2,268.3	2,449.5	-7.4	2,543.3	2,605.7	-2.4
All Others	2,155.2	2,629.3	-18.0	2,447.6	2,612.2	-6.3
Visitor arrivals by cruise ships	575.7	443.3	29.9	528.9	436.1	21.3

P=Preliminary data.

APRIL 2024 ISLAND HIGHLIGHTS

	2024P	2023P	% change	2024P YTD	2023P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,506.0	1,723.0	-12.6	6,730.7	7,092.7	-5.1
Total by air	1,487.7	1,713.6	-13.2	6,687.7	7,063.6	-5.3
O'ahu	612.2	723.7	-15.4	2,780.3	2,832.8	-1.9
Maui	390.5	544.8	-28.3	1,806.8	2,329.9	-22.5
Moloka'i	1.4	3.6	-61.6	12.9	16.6	-22.4
Lāna'i	7.5	12.2	-38.0	38.0	52.9	-28.1
Kaua'i	222.0	211.9	4.8	941.4	872.8	7.9
Hawai'i Island	254.1	217.5	16.8	1,108.3	958.6	15.6
Visitor arrivals by cruise ships	18.2	9.5	93.0	43.0	29.1	48.0
TOTAL VISITOR DAYS	6,234,824	7,099,842	-12.2	27,866,233	29,814,756	-6.5
Total by air	6,064,827	6,995,534	-13.3	27,462,201	29,496,957	-6.9
O'ahu	2,968,629	3,247,063	-8.6	13,156,098	13,120,534	0.3
Maui	1,344,126	1,852,063	-27.4	6,171,069	7,987,453	-22.7
Moloka'i	7,564	17,994	-58.0	78,995	101,141	-21.9
Lāna'i	10,768	20,654	-47.9	58,404	92,275	-36.7
Kaua'i	745,477	836,770	-10.9	3,333,677	3,415,657	-2.4
Hawai'i Island	988,264	1,020,991	-3.2	4,663,958	4,779,896	-2.4
Visitor arrivals by cruise ships	169,997	104,308	63.0	404,032	317,799	27.1
VISITOR ARRIVALS	753,551	827,537	-8.9	3,145,047	3,273,869	-3.9
Total by air	721,855	806,209	-10.5	3,063,718	3,207,221	-4.5
O'ahu	441,685	454,287	-2.8	1,848,839	1,789,417	3.3
Maui	174,582	243,245	-28.2	736,936	969,214	-24.0
Moloka'i	1,635	3,884	-57.9	11,683	15,875	-26.4
Lāna'i	2,773	6,040	-54.1	14,046	22,994	-38.9
Kaua'i	104,654	118,156	-11.4	435,964	448,247	-2.7
Hawai'i Island	133,200	138,448	-3.8	575,821	585,441	-1.6
Visitor arrivals by cruise ships	31,695	21,328	48.6	81,329	66,648	22.0
AVERAGE DAILY CENSUS	207,827	236,661	-12.2	230,299	248,456	-7.3
Total by air	202,161	233,184	-13.3	226,960	245,808	-7.7
O'ahu	98,954	108,235	-8.6	108,728	109,338	-0.6
Maui	44,804	61,735	-27.4	51,001	66,562	-23.4
Moloka'i	252	600	-58.0	653	843	-22.5
Lāna'i	359	688	-47.9	483	769	-37.2
Kaua'i	24,849	27,892	-10.9	27,551	28,464	-3.2
Hawai'i Island	32,942	34,033	-3.2	38,545	39,832	-3.2
Visitor arrivals by cruise ships	5,667	3,477	63.0	3,339	2,648	26.1
AVERAGE LENGTH OF STAY	8.27	8.58	-3.6	8.86	9.11	-2.7
Total by air	8.40	8.68	-3.2	8.96	9.20	-2.5
O'ahu	6.72	7.15	-6.0	7.12	7.33	-3.0
Maui	7.70	7.61	1.1	8.37	8.24	1.6
Moloka'i	4.63	4.63	-0.1	6.76	6.37	6.1
Lāna'i	3.88	3.42	13.5	4.16	4.01	3.6
Kaua'i	7.12	7.08	0.6	7.65	7.62	0.3
Hawai'i Island	7.42	7.37	0.6	8.10	8.16	-0.8
Visitor arrivals by cruise ships	5.36	4.89	9.7	4.97	4.77	4.2
PER PERSON PER DAY SPENDING (\$)	241.5	242.7	-0.5	241.5	237.9	1.5
Total by air	245.3	245.0	0.1	243.5	239.5	1.7
O'ahu	206.2	222.9	-7.5	211.3	215.9	-2.1
Maui	290.6	294.1	-1.2	292.8	291.7	0.4
Moloka'i	180.5	197.6	-8.7	162.7	163.8	-0.7
Lāna'i	700.5	589.1	18.9	650.8	572.9	13.6
Kaua'i	297.9	253.2	17.6	282.4	255.5	10.5
Hawai'i Island	257.1	213.0	20.7	237.6	200.5	18.5
Visitor arrivals by cruise ships	107.3	90.6	18.4	106.5	91.5	16.4
PER PERSON PER TRIP SPENDING (\$)	1,998.5	2,082.1	-4.0	2,140.1	2,166.4	-1.2
Total by air	2,061.0	2,125.5	-3.0	2,182.9	2,202.4	-0.9
O'ahu	1,386.0	1,593.1	-13.0	1,503.8	1,583.1	-5.0
Maui	2,237.0	2,239.6	-0.1	2,451.8	2,403.9	2.0
Moloka'i	835.3	915.6	-8.8	1,100.4	1,043.7	5.4
Lāna'i	2,719.7	2,014.2	35.0	2,706.1	2,299.0	17.7
Kaua'i	2,121.7	1,793.4	18.3	2,159.4	1,947.1	10.9
Hawai'i Island	1,907.4	1,570.8	21.4	1,924.7	1,637.4	17.5
Visitor arrivals by cruise ships	575.7	443.3	29.9	528.9	436.1	21.3

P=Preliminary data.

APRIL 2024 ARRIVALS AT A GLANCE (2024 vs. 2019)

	2024P	2019	% change	2024P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,506.0	1,318.1	14.3	6,730.7	5,812.1	15.8
Total by air	1,487.7	1,307.9	13.7	6,687.7	5,789.0	15.5
U.S. Total	1,172.0	833.8	40.6	5,060.0	3,707.2	36.5
U.S. West	746.1	547.0	36.4	3,041.9	2,181.5	39.4
U.S. East	425.9	286.8	48.5	2,018.0	1,525.7	32.3
Japan	72.7	164.0	-55.7	325.7	688.1	-52.7
Canada	86.1	100.2	-14.1	516.5	558.4	-7.5
All Others	157.0	210.0	-25.2	785.5	835.3	-6.0
Visitor arrivals by cruise ships	18.2	10.1	80.0	43.0	23.1	86.6
TOTAL VISITOR DAYS	6,234,824	7,008,490	-11.0	27,866,233	29,812,910	-6.5
Total by air	6,064,827	6,885,015	-11.9	27,462,201	29,521,788	-7.0
U.S. Total	4,719,916	4,625,088	2.1	20,752,095	19,651,460	5.6
U.S. West	3,160,603	3,191,328	-1.0	13,087,140	12,290,140	6.5
U.S. East	1,559,313	1,433,760	8.8	7,664,955	7,361,321	4.1
Japan	305,800	701,124	-56.4	1,361,120	2,886,779	-52.8
Canada	390,340	651,790	-40.1	2,352,411	3,362,088	-30.0
All Others	648,772	907,012	-28.5	2,996,574	3,621,460	-17.3
Visitor arrivals by cruise ships	169,997	123,475	37.7	404,032	291,123	38.8
VISITOR ARRIVALS	753,551	849,397	-11.3	3,145,047	3,376,675	-6.9
Total by air	721,855	824,610	-12.5	3,063,718	3,311,715	-7.5
U.S. Total	562,041	547,688	2.6	2,319,113	2,164,304	7.2
U.S. West	390,111	388,573	0.4	1,541,246	1,417,512	8.7
U.S. East	171,931	159,115	8.1	777,867	746,793	4.2
Japan	49,024	119,487	-59.0	220,563	494,416	-55.4
Canada	37,950	56,749	-33.1	203,101	269,939	-24.8
All Others	72,839	100,686	-27.7	320,941	383,056	-16.2
Visitor arrivals by cruise ships	31,695	24,787	27.9	81,329	64,959	25.2
AVERAGE DAILY CENSUS	207,827	233,616	-11.0	230,299	248,441	-7.3
Total by air	202,161	229,500	-11.9	226,960	246,015	-7.7
U.S. Total	157,331	154,170	2.1	171,505	163,762	4.7
U.S. West	105,353	106,378	-1.0	108,158	102,418	5.6
U.S. East	51,977	47,792	8.8	63,347	61,344	3.3
Japan	10,193	23,371	-56.4	11,249	24,056	-53.2
Canada	13,011	21,726	-40.1	19,441	28,017	-30.6
All Others	21,626	30,234	-28.5	24,765	30,179	-17.9
Visitor arrivals by cruise ships	5,667	4,116	37.7	3,339	2,426	37.6
AVERAGE LENGTH OF STAY	8.27	8.25	0.3	8.86	8.83	0.4
Total by air	8.40	8.35	0.6	8.96	8.91	0.6
U.S. Total	8.40	8.44	-0.6	8.95	9.08	-1.4
U.S. West	8.10	8.21	-1.4	8.49	8.67	-2.1
U.S. East	9.07	9.01	0.7	9.85	9.86	0.0
Japan	6.24	5.87	6.3	6.17	5.84	5.7
Canada	10.29	11.49	-10.4	11.58	12.45	-7.0
All Others	8.91	9.01	-1.1	9.34	9.45	-1.2
Visitor arrivals by cruise ships	5.36	4.98	7.7	4.97	4.48	10.9
PER PERSON PER DAY SPENDING (\$)	241.5	188.1	28.4	241.5	195.0	23.9
Total by air	245.3	190.0	29.1	243.5	196.1	24.2
U.S. Total	248.3	180.3	37.7	243.8	188.6	29.3
U.S. West	236.1	171.4	37.7	232.4	177.5	31.0
U.S. East	273.1	200.0	36.5	263.3	207.3	27.0
Japan	237.8	233.9	1.7	239.3	238.3	0.4
Canada	220.5	153.7	43.5	219.6	166.1	32.2
All Others	242.0	231.5	4.5	262.1	230.7	13.6
Visitor arrivals by cruise ships	107.3	82.1	30.7	106.5	79.2	34.4
PER PERSON PER TRIP SPENDING (\$)	1,998.5	1,551.8	28.8	2,140.1	1,721.2	24.3
Total by air	2,061.0	1,586.1	29.9	2,182.9	1,748.0	24.9
U.S. Total	2,085.2	1,522.4	37.0	2,181.9	1,712.9	27.4
U.S. West	1,912.6	1,407.8	35.9	1,973.7	1,538.9	28.2
U.S. East	2,476.9	1,802.3	37.4	2,594.3	2,043.0	27.0
Japan	1,483.0	1,372.3	8.1	1,476.6	1,391.7	6.1
Canada	2,268.3	1,765.2	28.5	2,543.3	2,068.8	22.9
All Others	2,155.2	2,085.6	3.3	2,447.6	2,180.7	12.2
Visitor arrivals by cruise ships	575.7	409.0	40.7	528.9	354.9	49.0

P=Preliminary data.

APRIL 2024 ISLAND HIGHLIGHTS (2024 vs. 2019)

	2024P	2019	% change	2024P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,506.0	1,318.1	14.3	6,730.7	5,812.1	15.8
Total by air	1,487.7	1,307.9	13.7	6,687.7	5,789.0	15.5
O'ahu	612.2	613.3	-0.2	2,780.3	2,595.4	7.1
Maui	390.5	398.6	-2.0	1,806.8	1,729.3	4.5
Moloka'i	1.4	3.2	-57.1	12.9	13.0	-1.0
Lāna'i	7.5	8.0	-5.2	38.0	38.1	-0.2
Kaua'i	222.0	135.8	63.5	941.4	617.7	52.4
Hawai'i Island	254.1	149.1	70.4	1,108.3	795.5	39.3
Visitor arrivals by cruise ships	18.2	10.1	80.0	43.0	23.1	86.6
TOTAL VISITOR DAYS	6,234,824	7,008,490	-11.0	27,866,233	29,812,910	-6.5
Total by air	6,064,827	6,885,015	-11.9	27,462,201	29,521,788	-7.0
O'ahu	2,968,629	3,276,133	-9.4	13,156,098	13,413,823	-1.9
Maui	1,344,126	1,898,395	-29.2	6,171,069	8,090,820	-23.7
Moloka'i	7,564	19,003	-60.2	78,995	105,960	-25.4
Lāna'i	10,768	18,282	-41.1	58,404	86,061	-32.1
Kaua'i	745,477	759,896	-1.9	3,333,677	3,368,986	-1.0
Hawai'i Island	988,264	913,305	8.2	4,663,958	4,456,138	4.7
Visitor arrivals by cruise ships	169,997	123,475	37.7	404,032	291,123	38.8
VISITOR ARRIVALS	753,551	849,397	-11.3	3,145,047	3,376,675	-6.9
Total by air	721,855	824,610	-12.5	3,063,718	3,311,715	-7.5
O'ahu	441,685	487,367	-9.4	1,848,839	1,954,398	-5.4
Maui	174,582	247,984	-29.6	736,936	974,943	-24.4
Moloka'i	1,635	4,395	-62.8	11,683	20,453	-42.9
Lāna'i	2,773	5,395	-48.6	14,046	26,993	-48.0
Kaua'i	104,654	106,181	-1.4	435,964	439,643	-0.8
Hawai'i Island	133,200	130,224	2.3	575,821	577,101	-0.2
Visitor arrivals by cruise ships	31,695	24,787	27.9	81,329	64,959	25.2
AVERAGE DAILY CENSUS	207,827	233,616	-11.0	230,299	248,441	-7.3
Total by air	202,161	229,500	-11.9	226,960	246,015	-7.7
O'ahu	98,954	109,204	-9.4	108,728	111,782	-2.7
Maui	44,804	63,280	-29.2	51,001	67,423	-24.4
Moloka'i	252	633	-60.2	653	883	-26.1
Lāna'i	359	609	-41.1	483	717	-32.7
Kaua'i	24,849	25,330	-1.9	27,551	28,075	-1.9
Hawai'i Island	32,942	30,444	8.2	38,545	37,134	3.8
Visitor arrivals by cruise ships	5,667	4,116	37.7	3,339	2,426	37.6
AVERAGE LENGTH OF STAY	8.27	8.25	0.3	8.86	8.83	0.4
Total by air	8.40	8.35	0.6	8.96	8.91	0.6
O'ahu	6.72	6.72	0.0	7.12	6.86	3.7
Maui	7.70	7.66	0.6	8.37	8.30	0.9
Moloka'i	4.63	4.32	7.0	6.76	5.18	30.5
Lāna'i	3.88	3.39	14.6	4.16	3.19	30.4
Kaua'i	7.12	7.16	-0.5	7.65	7.66	-0.2
Hawai'i Island	7.42	7.01	5.8	8.10	7.72	4.9
Visitor arrivals by cruise ships	5.36	4.98	7.7	4.97	4.48	10.9
PER PERSON PER DAY SPENDING (\$)	241.5	188.1	28.4	241.5	195.0	23.9
Total by air	245.3	190.0	29.1	243.5	196.1	24.2
O'ahu	206.2	187.2	10.2	211.3	193.5	9.2
Maui	290.6	210.0	38.4	292.8	213.7	37.0
Moloka'i	180.5	167.6	7.7	162.7	122.5	32.9
Lāna'i	700.5	435.1	61.0	650.8	442.7	47.0
Kaua'i	297.9	178.7	66.7	282.4	183.4	54.0
Hawai'i Island	257.1	163.2	57.5	237.6	178.5	33.1
Visitor arrivals by cruise ships	107.3	82.1	30.7	106.5	79.2	34.4
PER PERSON PER TRIP SPENDING (\$)	1,998.5	1,551.8	28.8	2,140.1	1,721.2	24.3
Total by air	2,061.0	1,586.1	29.9	2,182.9	1,748.0	24.9
O'ahu	1,386.0	1,258.4	10.1	1,503.8	1,328.0	13.2
Maui	2,237.0	1,607.4	39.2	2,451.8	1,773.8	38.2
Moloka'i	835.3	724.6	15.3	1,100.4	634.6	73.4
Lāna'i	2,719.7	1,474.3	84.5	2,706.1	1,411.3	91.7
Kaua'i	2,121.7	1,279.0	65.9	2,159.4	1,405.1	53.7
Hawai'i Island	1,907.4	1,144.8	66.6	1,924.7	1,378.4	39.6
Visitor arrivals by cruise ships	575.7	409.0	40.7	528.9	354.9	49.0

P=Preliminary data.