



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) 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-arrival through messages that resonates with them throughout their stay. HTUSA will promote the Kuleana and Mālama Hawai'i campaigns, working 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. These efforts can be seen in messaging throughout Hawai'i's airports for how to visit responsibly and respectfully, and even on Social Media platforms and navigation apps, like Waze, for new reservation systems at some of our frequented destinations on-island.

Year-to-Date September 2024 Quick Facts^{1/}

Visitor Expenditures:	\$11.93 billion
Primary Purpose of Stay:	Pleasure (4,507,400) vs. MCI (232,179)
Average Length of Stay:	8.79 days
First Time Visitors:	25.8%
Repeat Visitors:	74.2%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Sep. 2024P	YTD Sep. 2023	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,794.7	11,934.0	12,191.5	-2.1%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,673,205	48,570,600	51,004,451	-4.8%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,268,850	5,523,201	5,732,363	-3.6%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	176,703	177,265	186,829	-5.1%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	244.2	245.7	239.0	2.8%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,172.9	2,160.7	2,126.8	1.6%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.90	8.79	8.90	-1.2%

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) 2024 annual forecast (Quarter 3, 2024).

^{1/} 2024P visitor data are preliminary. 2019 – 2023 visitor data are the final numbers and reflect updated airfare statistics from DIO 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	2024 Annual Forecast*	YTD Sep. 2024P	YTD Sep. 2023	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,606.9	7,262.1	7,308.5	-0.6%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	41,385,615	31,134,868	32,463,933	-4.1%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,880,379	3,720,251	3,832,439	-2.9%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	113,075	113,631	118,916	-4.4%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	232.1	233.2	225.1	3.6%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,968.5	1,952.1	1,907.0	2.4%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.48	8.37	8.47	-1.2%

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) 2024 annual forecast (Quarter 3, 2024).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Sep. 2024P	YTD Sep. 2023	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,187.8	4,671.9	4,883.0	-4.3%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	23,287,590	17,435,732	18,540,517	-6.0%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,388,471	1,802,950	1,899,924	-5.1%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	63,627	63,634	67,914	-6.3%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	265.7	267.9	263.4	1.7%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,590.7	2,591.3	2,570.1	0.8%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.75	9.67	9.76	-0.9%

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) 2024 annual forecast (Quarter 3, 2024).

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Market Summary

U.S. West

- In the first nine months of 2024, there were 3,720,251 visitors from the U.S. West, compared to 3,832,439 visitors (-2.9%) in the first nine months of 2023 and 3,447,548 visitors (+7.9%) in the first nine months of pre-pandemic 2019. U.S. West visitors spent \$7.26 billion in the first nine months of 2024, compared to \$7.31 billion (-0.6%) in the first nine months of 2023 and \$5.15 billion (+41.0%) in the first nine months of 2019. The average daily visitor spending in the first nine months of 2024 was \$233 per person, higher than the first nine months of 2023 (\$225 per person, +3.6%) and up considerably from the first nine months of 2019 (\$174 per person, +34.4%).
- In the first nine months of 2024, 33,981 scheduled flights with 7,065,838 seats serviced Hawai'i from U.S. West. In the first nine months of 2023, there were 34,946 scheduled flights (-2.8%) with 7,217,148 seats (-2.1%). In the first nine months of 2019 there were 31,974 scheduled flights (+6.3%) with 6,413,400 seats (+10.2%).
- In 2023, there were 5,000,099 visitors from the U.S. West, compared to 5,277,349 visitors (-5.3%) in 2022 and 4,595,319 visitors (+8.8%) in 2019.
- U.S. West visitors spent \$9.59 billion in 2023, compared to \$10.09 billion (-4.9%) in 2022 and \$6.95 billion (+38.0%) in 2019. The average daily visitor spending in 2023 was \$225 per person, a moderate increase from \$222 per person (+1.6%) in 2022, but up significantly from \$175 per person (+28.9%) in 2019.
- There were 45,706 scheduled flights with 9,438,011 seats from the U.S. West in 2023, compared to 48,899 flights (-6.5%) with 9,813,512 seats (-3.8%) in 2022, and 42,760 flights (+6.9%) with 8,564,295 seats (+10.2%) in 2019.

U.S. East

- In the first nine months of 2024, 1,802,950 visitors arrived from the U.S. East, compared to 1,899,924 visitors (-5.1%) in the first nine months of 2023 and 1,762,702 visitors (+2.3%) in the first nine months of 2019. U.S. East visitors spent \$4.67 billion in the first nine months of 2024, compared to \$4.88 billion (-4.3%) in the first nine months of 2023 and \$3.59 billion (+30.2%) in the first nine months of 2019. Daily visitor spending in the first nine months of 2024 of \$268 per person, increased from the first nine months of 2023 (\$263 per person, +1.7%) and was much higher than the first nine months of 2019 (\$211 per person, +27.2%).
- In the first nine months of 2024, 3,333 scheduled flights with 888,660 seats serviced Hawai'i from U.S. East. In the first nine months of 2023, there were 3,434 scheduled flights (-2.9%) with 944,979 seats (-6.0%). In the first nine months of 2019 there were 3,179 scheduled flights (+4.8%) with 909,856 seats (-2.3%).
- For all of 2023, 2,427,144 visitors arrived from the U.S. East, compared to 2,469,128 visitors (-1.7%) in 2022 and 2,276,520 visitors (+6.6%) in 2019.
- U.S. East visitors spent \$6.23 billion in 2023, compared to \$6.16 billion (+1.1%) in 2022 and \$4.68 billion (+33.0%) in 2019. Daily visitor spending in 2023 increased to \$263 per person, compared to \$252 per person (+4.1%) in 2022 and \$213 per person (+23.5%) in 2019.
- There were 4,498 scheduled flights with 1,225,721 seats from the U.S. East in 2023, compared to 4,565 flights (-1.5%) with 1,262,967 seats (-2.9%) in 2022, and 4,129 flights (+8.9%) with 1,182,495 seats (+3.7%) in 2019.

Market Conditions

- The U.S. economy remains positive. Consumer spending keeps coming in stronger than expected and is forecasted to rise 2.4 percent in 2024, slightly more than the 2.2 percent increase recorded last year.
- The Conference Board Consumer Confidence Index fell in September 2024 to 98.7 (1985=100), from 105.6 in August 2024. The Present Situation Index—based on consumers' assessment of current business and labor market conditions—fell by 10.3 points to 124.3. The Expectations Index—based on consumers' short-term outlook for income, business, and labor market conditions—declined by 4.6 points to 81.7, but remained above 80. (A reading below the threshold of 80 usually signals a recession ahead.) The cutoff date for the preliminary results was September 17, 2024.
- According to Future Partners, American travelers close out a monster 2024 Summer travel season with a healthy financial outlook, record anticipated travel budgets, trips planned for Fall, a strong attraction to international destinations, a keen eye on destination safety, and longer trip-planning windows. The financial outlook among American travelers has held steady year-to-date, with the share of those who said that their household is better off compared to a year ago at 31.8 percent this month (down just 1.1 points from last month). Trip planning windows have lengthened in 2024 relative to 2023, when they were at a three-year low. Right now, 11.5 percent of American travelers report they would begin planning a week-long vacation, a week longer than one year ago. Interestingly for travel marketers, nearly one-third said they always (8.5%) or often (23.7%) adjust their travel dates or destinations to take advantage of better deals or lower costs.
- HTA Airline Seat Capacity Outlook for October-December 2024 was updated on Oct. 3. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will be up 4.7 percent compared to the same period in 2023. This projection is based on flights appearing in Diio Mi. An increase in seats is expected from U.S. West (+4.1%) with a small decrease from the U.S. East (-9.3%). The growth in the East is due to the new Delta HNL-BOS flight starting in November.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	2,997,759	2,995,152	0.1%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	1,506,525	1,709,637	-11.9%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	1,484,731	1,687,869	-12.0%
Moloka'i	42,603	12,231	24,316	34,943	22,705	17,488	17,760	-1.5%
Lāna'i	59,810	14,527	45,369	55,776	38,299	27,107	30,989	-12.5%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,248,478	918,533	954,705	-3.8%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	1,067,500	1,117,902	-4.5%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	1,884,449	1,855,952	1.5%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	981,521	1,093,415	-10.2%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	967,244	1,079,822	-10.4%
Moloka'i	25,823	7,423	15,779	22,077	13,156	10,284	10,155	1.3%
Lāna'i	31,672	7,968	26,221	31,446	20,760	15,156	16,613	-8.8%
Kaua'i	730,725	179,451	540,578	810,540	810,602	591,045	614,145	-3.8%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	669,868	700,450	-4.4%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	1,113,309	1,139,200	-2.3%
Maui County	847,188	233,393	693,244	876,274	747,619	525,005	616,222	-14.8%
Maui	832,911	228,925	681,140	861,746	737,139	517,487	608,047	-14.9%
Moloka'i	16,780	4,808	8,536	12,867	9,549	7,204	7,605	-5.3%
Lāna'i	28,138	6,559	19,148	24,331	17,539	11,951	14,376	-16.9%
Kaua'i	404,948	101,006	244,504	396,806	437,876	327,488	340,560	-3.8%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	397,632	417,452	-4.7%

Airlift: Scheduled Seats and Flights

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	2,223,559	2,422,624	2,419,655	2,311,546	9,377,384	2,353,792	2,437,102	2,426,254	2,220,863	9,438,011	-5.5	-0.6	-0.3	4.1	-0.6
Anchorage	31,140	18,063	14,875	19,221	83,299	40,241	15,550	16,072	21,794	93,657	-22.6	16.2	-7.4	-11.8	-11.1
Denver	130,108	131,968	118,452	121,124	501,652	106,379	106,717	90,938	102,352	406,386	22.3	23.7	30.3	18.3	23.4
Everett	15,035	8,366		2,295	25,696	0	0		7,972	7,972	NA	NA		-71.2	222.3
Las Vegas	156,005	180,193	170,569	158,238	665,005	156,529	178,363	169,010	158,057	661,959	-0.3	1.0	0.9	0.1	0.5
Long Beach	37,793	51,331	52,248	50,876	192,248	51,919	59,836	60,739	45,234	217,728	-27.2	-14.2	-14.0	12.5	-11.7
Los Angeles	520,993	610,368	634,831	549,655	2,315,847	594,273	629,791	642,556	547,674	2,414,294	-12.3	-3.1	-1.2	0.4	-4.1
Oakland	139,920	137,696	141,318	134,726	553,660	145,796	151,933	141,893	127,813	567,435	-4.0	-9.4	-0.4	5.4	-2.4
Ontario	17,010	17,199	17,199	17,388	68,796	17,010	16,821	17,388	17,010	68,229	0.0	2.2	-1.1	2.2	0.8
Phoenix	167,759	147,768	136,331	141,462	593,320	157,481	140,002	128,728	146,832	573,043	6.5	5.5	5.9	-3.7	3.5
Portland	91,849	76,567	91,274	92,481	352,171	96,978	90,814	86,620	88,064	362,476	-5.3	-15.7	5.4	5.0	-2.8
Sacramento	62,491	72,169	77,245	75,223	287,128	61,149	72,963	70,161	59,537	263,810	2.2	-1.1	10.1	26.3	8.8
Salt Lake City	40,191	30,737	37,426	57,381	165,735	40,050	18,583	19,457	22,679	100,769	0.4	65.4	92.4	153.0	64.5
San Diego	111,846	148,530	148,362	144,215	552,953	114,201	129,906	133,769	128,923	506,799	-2.1	14.3	10.9	11.9	9.1
San Francisco	282,510	318,759	330,008	302,338	1,233,615	305,290	336,544	349,418	299,544	1,290,796	-7.5	-5.3	-5.6	0.9	-4.4
San Jose	104,744	114,459	111,905	99,050	430,158	154,720	179,983	174,513	128,427	637,643	-32.3	-36.4	-35.9	-22.9	-32.5
Santa Ana	0				0	1,008				1,008	-100.0				-100.0
Seattle	314,165	358,451	337,612	345,873	1,356,101	310,768	309,296	324,992	318,951	1,264,007	1.1	15.9	3.9	8.4	7.3

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	10,626	11,650	11,705	11,143	45,124	11,282	11,919	11,745	10,760	45,706	-5.8	-2.3	-0.3	3.6	-1.3
Anchorage	179	105	92	113	489	236	88	92	125	541	-24.2	19.3	0.0	-9.6	-9.6
Denver	422	455	422	403	1,702	371	403	365	385	1,524	13.7	12.9	15.6	4.7	11.7
Everett	85	47		13	145	0	0		45	45	NA	NA		-71.1	222.2
Las Vegas	743	846	783	735	3,107	740	871	813	749	3,173	0.4	-2.9	-3.7	-1.9	-2.1
Long Beach	207	279	284	276	1,046	283	330	333	246	1,192	-26.9	-15.5	-14.7	12.2	-12.2
Los Angeles	2,371	2,775	2,921	2,506	10,573	2,740	2,976	3,006	2,539	11,261	-13.5	-6.8	-2.8	-1.3	-6.1
Oakland	768	757	765	731	3,021	798	804	752	687	3,041	-3.8	-5.8	1.7	6.4	-0.7
Ontario	90	91	91	92	364	90	89	92	90	361	0.0	2.2	-1.1	2.2	0.8
Phoenix	823	736	670	682	2,911	707	693	638	719	2,757	16.4	6.2	5.0	-5.1	5.6
Portland	467	376	456	464	1,763	503	464	431	444	1,842	-7.2	-19.0	5.8	4.5	-4.3
Sacramento	297	368	416	392	1,473	290	357	340	284	1,271	2.4	3.1	22.4	38.0	15.9
Salt Lake City	181	144	181	271	777	165	88	92	104	449	9.7	63.6	96.7	160.6	73.1
San Diego	582	795	787	765	2,929	616	708	707	683	2,714	-5.5	12.3	11.3	12.0	7.9
San Francisco	1,200	1,349	1,401	1,320	5,270	1,263	1,398	1,399	1,240	5,300	-5.0	-3.5	0.1	6.5	-0.6
San Jose	587	641	627	552	2,407	878	1,019	982	721	3,600	-33.1	-37.1	-36.2	-23.4	-33.1
Santa Ana	0				0	8				8	-100.0				-100.0
Seattle	1,624	1,886	1,809	1,828	7,147	1,594	1,631	1,703	1,699	6,627	1.9	15.6	6.2	7.6	7.8

Source: DBEDT analysis from Diio Mi flight schedules as of October 22, 2024, subject to change.

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	326,001	287,650	275,009	306,837	1,195,497	388,562	285,502	270,915	280,742	1,225,721	-16.1	0.8	1.5	9.3	-2.5
Atlanta	25,662	25,662	25,944	34,800	112,068	53,013	25,611	26,016	24,053	128,693	-51.6	0.2	-0.3	44.7	-12.9
Austin	9,730	12,510	12,510	10,842	45,592	10,842	12,232	12,788	10,842	46,704	-10.3	2.3	-2.2	0.0	-2.4
Boston	13,622	16,124	16,124	25,168	71,038	14,734	15,568	16,958	13,622	60,882	-7.5	3.6	-4.9	84.8	16.7
Chicago	48,060	34,284	32,415	41,169	155,928	47,352	42,864	37,200	33,723	161,139	1.5	-20.0	-12.9	22.1	-3.2
Dallas	68,136	57,291	60,381	62,907	248,715	98,502	58,461	66,021	60,858	283,842	-30.8	-2.0	-8.5	3.4	-12.4
Detroit	25,603	20,574	17,854	20,706	84,737	29,832	16,988	14,718	17,050	78,588	-14.2	21.1	21.3	21.4	7.8
Houston	33,124	48,048	43,680	33,488	158,340	32,032	32,760	33,488	32,760	131,040	3.4	46.7	30.4	2.2	20.8
Minneapolis	19,736	19,656	19,440	24,228	83,060	19,764	19,410	19,447	19,289	77,910	-0.1	1.3	0.0	25.6	6.6
New York JFK	46,356	44,954	43,658	40,259	175,227	43,565	39,027	38,477	41,646	162,715	6.4	15.2	13.5	-3.3	7.7
Newark	20,957	3,003	0	7,726	31,686	24,046	19,461	2,541	20,431	66,479	-12.8	-84.6	-100.0	-62.2	-52.3
Washington D.C.	15,015	5,544	3,003	5,544	29,106	14,880	3,120	3,261	6,468	27,729	0.9	77.7	-7.9	-14.3	5.0

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,226	1,080	1,027	1,125	4,458	1,383	1,049	1,002	1,064	4,498	-11.4	3.0	2.5	5.7	-0.9
Atlanta	91	91	92	133	407	170	89	92	86	437	-46.5	2.2	0.0	54.7	-6.9
Austin	35	45	45	39	164	39	44	46	39	168	-10.3	2.3	-2.2	0.0	-2.4
Boston	49	58	58	90	255	53	56	61	49	219	-7.5	3.6	-4.9	83.7	16.4
Chicago	170	113	105	133	521	164	148	125	111	548	3.7	-23.6	-16.0	19.8	-4.9
Dallas	272	240	249	251	1,012	354	215	249	244	1,062	-23.2	11.6	0.0	2.9	-4.7
Detroit	91	91	79	77	338	88	67	66	77	298	3.4	35.8	19.7	0.0	13.4
Houston	91	132	120	92	435	88	90	92	90	360	3.4	46.7	30.4	2.2	20.8
Minneapolis	91	91	90	92	364	89	90	92	89	360	2.2	1.1	-2.2	3.4	1.1
New York JFK	180	182	176	160	698	172	155	154	162	643	4.7	17.4	14.3	-1.2	8.6
Newark	91	13	0	34	138	104	82	11	89	286	-12.5	-84.1	-100.0	-61.8	-51.7
Washington D.C.	65	24	13	24	126	62	13	14	28	117	4.8	84.6	-7.1	-14.3	7.7

Source: DBEDT analysis from Diio MI flight schedules as of October 22, 2024, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,796	118,573	124,193	-4.5%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	4,732,522	4,868,187	-2.8%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	4,507,400	4,754,305	-5.2%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	232,179	211,856	9.6%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	143,860	122,569	17.4%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	53,042	52,629	0.8%
Incentive	59,031	15,943	26,694	57,383	50,903	43,278	44,288	-2.3%

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.

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,455	61,075	61,074	0.0%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	3,219,522	3,299,136	-2.4%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	3,089,613	3,226,654	-4.2%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	121,331	109,244	11.1%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	77,617	65,047	19.3%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	28,531	28,608	-0.3%
Incentive	25,831	8,146	12,917	25,726	22,539	18,465	19,080	-3.2%

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

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,340	57,497	63,118	-8.9%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	1,513,000	1,569,051	-3.6%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,417,787	1,527,650	-7.2%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	110,847	102,612	8.0%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	66,242	57,523	15.2%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	24,511	24,020	2.0%
Incentive	33,199	7,797	13,776	31,656	28,364	24,813	25,208	-1.6%

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 Time vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.8	27.4	-1.7
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.2	72.6	1.7

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.7	20.1	-1.3
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.3	79.9	1.3

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	40.3	42.3	-2.0
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	59.7	57.7	2.0

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	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,384.35	1,414.22	-2.1%

^{2/}State government tax revenue generated (direct, indirect, and induced).00

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,112.76	842.41	847.79	-0.6%

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

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Sep. 2024P	YTD Sep. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	722.56	541.94	566.43	-4.3%

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