



U.S. Fact Sheet

United States Overview

The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. The Hawai'i Tourism United States' (HTUSA's) continued focus on COVID-19 and Maui Wildfire recovery efforts includes welcoming visitors who want to give back to Hawai'i during their visit, with an emphasis on providing education pre-arrival through messages that resonate with them throughout their stay. HTUSA did so with "The People. The Place. The Hawaiian Islands" campaign and 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.

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

Visitor Expenditures:	\$15.78 billion
Primary Purpose of Stay:	Pleasure (5,989,825) vs. MCI (291,855)
Average Length of Stay:	8.80 days
First Time Visitors:	25.%,
Repeat Visitors:	74.9%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Dec. 2024P	YTD Dec. 2023	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,761.7	15,779.9	15,821.7	-0.3%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,266,296	64,565,873	66,288,269	-2.6%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,289,482	7,333,120	7,427,242	-1.3%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	175,591	176,409	181,612	-2.9%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	245.3	244.4	238.7	2.4%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,162.3	2,151.9	2,130.2	1.0%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.82	8.80	8.93	-1.3%

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

*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 4, 2024).

^{1/} 2024P visitor data are preliminary. 2019 – 2023 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Dec. 2024P	YTD Dec. 2023	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,654.7	9,671.8	9,592.7	0.8%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	41,350,674	41,749,317	42,564,352	-1.9%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,922,522	4,970,901	5,000,099	-0.6%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	112,980	114,069	116,615	-2.2%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	233.5	231.7	225.4	2.8%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,961.3	1,945.7	1,918.5	1.4%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.40	8.40	8.51	-1.3%

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

*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 4, 2024).

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Dec. 2024P	YTD Dec. 2023	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,107.0	6,108.1	6,229.0	-1.9%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	22,915,622	22,816,556	23,723,917	-3.8%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,366,960	2,362,218	2,427,144	-2.7%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	62,611	62,340	64,997	-4.1%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	266.5	267.7	262.6	2.0%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,580.1	2,585.7	2,566.4	0.8%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.68	9.66	9.77	-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 4, 2024).

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Market Summary

U.S. West

- In calendar year 2024, there were 4,970,901 visitors from the U.S. West, compared to 5,000,099 visitors (-0.6%) in 2023 and 4,595,319 visitors (+8.2%) in pre-pandemic 2019. U.S. West visitors spent \$9.67 billion in 2024, compared to \$9.59 billion (+0.8%) in 2023 and \$6.95 billion (+39.1%) in 2019. The average daily visitor spending in 2024 was \$232 per person, higher than 2023 (\$225 per person, +2.8%) and up significantly from 2019 (\$175 per person, +32.5%).
- In 2024, 45,049 scheduled flights with 9,365,338 seats serviced Hawai'i from U.S. West. In 2023, there were 45,706 scheduled flights (-1.4%) with 9,438,011 seats (-0.8%). In 2019 there were 42,760 scheduled flights (+5.4%) with 8,564,295 seats (+9.4%).
- 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 2024, 2,362,218 visitors arrived from the U.S. East, compared to 2,427,144 visitors (-2.7%) in 2023 and 2,276,520 visitors (+3.8%) in 2019. U.S. East visitors spent \$6.11 billion in 2024, compared to \$6.23 billion (-1.9%) in 2023 and \$4.68 billion (+30.4%) in 2019. Daily visitor spending in 2024 (\$268 per person) increased from 2023 (\$263 per person, +2.0%) and was much higher than 2019 (\$213 per person, +25.9%).
- In 2024, 4,448 scheduled flights with 1,192,854 seats serviced Hawai'i from U.S. East. In 2023, there were 4,498 scheduled flights (-1.1%) with 1,225,721 seats (-2.7%). In 2019 there were 4,129 scheduled flights (+7.7%) with 1,182,495 seats (+0.9%).
- For 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

- Real gross domestic product (GDP) in the third quarter of 2024 increased at an annual rate of 3.1 percent. This was due to increases in consumer spending, exports, business investment, and federal government spending.
- The Conference Board Consumer Confidence Index declined by 8.1 points in December 2024 to 104.7 (1985=100). The Present Situation Index—based on consumers’ assessment of current business and labor market conditions—fell 1.2 points to 140.2. The Expectations Index—based on consumers’ short-term outlook for income, business, and labor market conditions—tumbled 12.6 points to 81.1, just above the threshold of 80, which usually signals a recession ahead. The cutoff date for preliminary results was Dec. 16, 2024. December’s fall in confidence was led by consumers over 35 years old; consumers under 35 became more confident. The decline was concentrated in consumers with household earnings between \$25K and \$100K, while consumers at the bottom and top of the income range reported only limited changes in confidence. On a six-month moving average basis, consumers aged under 35 and those earning over \$100K remained the most confident.
- Future Partners checked in on the use of artificial intelligence in travel planning amongst American travelers. Awareness of artificial intelligence tools such as ChatGPT, Google Gemini, or Microsoft Copilot has increased significantly over the last several months, with more than three-quarters of American travelers (76.4%) saying they had heard of such tools before, up 21.3 points since May 2024. Now 15.1 percent of American travelers say they have (deliberately) used an AI tool to plan a trip in the past 12 months, up 3.8 points compared to May 2024. Such usage was most frequently reported by Gen Z travelers (32.1%), followed by Millennial travelers (22.3%), while fewer than one in 10 Baby Boomer travelers (6.6%) said they have used an AI tool for travel planning in the last year. Importantly, most Gen Z travelers surveyed (57.9%) said they are interested in using AI for travel inspiration and planning, followed by nearly half of Millennial travelers (48.9%). However, fewer than a third of Gen X travelers (31.2%) and only a quarter of Baby Boomer travelers (24.3%) said the same. Notably, the perceived trustworthiness of AI-generated content has not made any gains since the spring, with a statistically identical 17.3 percent of American travelers saying they would trust travel-related content that has been labeled as generated by AI.
- HTA Airline Seat Capacity Outlook for January-March 2025 was updated on Dec. 30, 2024. The forecast for domestic scheduled nonstop air seats to Hawai’i during this period will be up 4.3 percent compared to the same period in 2024/25. This projection is based on flights appearing in Diio Mi. An increase in seats is expected from the U.S. West (+2.4%) with a large increase from the U.S. East (+17.3%). The growth in the East is due to the new Delta HNL-BOS flight which started in November 2024 and the resumption of seasonal Delta service from ATL-OGG, ORD-KOA, ORD-OGG, and additional frequencies to existing markets.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
O’ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	3,958,331	3,922,673	0.9%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	2,024,638	2,119,667	-4.5%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	1,995,996	2,091,413	-4.6%
Moloka’i	42,603	12,231	24,316	34,943	22,705	22,002	22,705	-3.1%
Lāna’i	59,810	14,527	45,369	55,776	38,299	35,931	38,299	-6.2%
Kaua’i	1,135,672	280,457	785,082	1,207,346	1,248,478	1,209,375	1,248,478	-3.1%
Island of Hawai’i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	1,419,684	1,471,531	-3.5%

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	2,502,523	2,447,883	2.2%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	1,327,650	1,372,048	-3.2%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	1,308,828	1,354,275	-3.4%
Moloka'i	25,823	7,423	15,779	22,077	13,156	12,889	13,156	-2.0%
Lāna'i	31,672	7,968	26,221	31,446	20,760	20,266	20,760	-2.4%
Kaua'i	730,725	179,451	540,578	810,540	810,602	784,736	810,602	-3.2%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	900,099	933,650	-3.6%

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	1,455,808	1,474,790	-1.3%
Maui County	847,188	233,393	693,244	876,274	747,619	696,988	747,619	-6.8%
Maui	832,911	228,925	681,140	861,746	737,139	687,168	737,139	-6.8%
Moloka'i	16,780	4,808	8,536	12,867	9,549	9,113	9,549	-4.6%
Lāna'i	28,138	6,559	19,148	24,331	17,539	15,665	17,539	-10.7%
Kaua'i	404,948	101,006	244,504	396,806	437,876	424,639	437,876	-3.0%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	519,586	537,882	-3.4%

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	2,299,500	9,365,338	2,353,792	2,437,102	2,426,254	2,220,863	9,438,011	-5.5	-0.6	-0.3	3.5	-0.8
Anchorage	31,140	18,063	14,875	19,240	83,318	40,241	15,550	16,072	21,794	93,657	-22.6	16.2	-7.4	-11.7	-11.0
Denver	130,108	131,968	118,452	120,220	500,748	106,379	106,717	90,938	102,352	406,386	22.3	23.7	30.3	17.5	23.2
Everett	15,035	8,366		2,314	25,715	0	0		7,972	7,972	NA	NA		-71.0	222.6
Las Vegas	156,005	180,193	170,569	157,349	664,116	156,529	178,363	169,010	158,057	661,959	-0.3	1.0	0.9	-0.4	0.3
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	546,366	2,312,558	594,273	629,791	642,556	547,674	2,414,294	-12.3	-3.1	-1.2	-0.2	-4.2
Oakland	139,920	137,696	141,318	133,782	552,716	145,796	151,933	141,893	127,813	567,435	-4.0	-9.4	-0.4	4.7	-2.6
Ontario	17,010	17,199	17,199	17,199	68,607	17,010	16,821	17,388	17,010	68,229	0.0	2.2	-1.1	1.1	0.6
Phoenix	167,759	147,768	136,331	141,441	593,299	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	92,303	351,993	96,978	90,814	86,620	88,064	362,476	-5.3	-15.7	5.4	4.8	-2.9
Sacramento	62,491	72,169	77,245	76,414	288,319	61,149	72,963	70,161	59,537	263,810	2.2	-1.1	10.1	28.3	9.3
Salt Lake City	40,191	30,737	37,426	56,916	165,270	40,050	18,583	19,457	22,679	100,769	0.4	65.4	92.4	151.0	64.0
San Diego	111,846	148,530	148,362	142,989	551,727	114,201	129,906	133,769	128,923	506,799	-2.1	14.3	10.9	10.9	8.9
San Francisco	282,510	318,759	330,008	300,429	1,231,706	305,290	336,544	349,418	299,544	1,290,796	-7.5	-5.3	-5.6	0.3	-4.6
San Jose	104,744	114,459	111,905	98,511	429,619	154,720	179,983	174,513	128,427	637,643	-32.3	-36.4	-35.9	-23.3	-32.6
Santa Ana	0				0	1,008				1,008	-100.0				-100.0
Seattle	314,165	358,451	337,612	343,151	1,353,379	310,768	309,296	324,992	318,951	1,264,007	1.1	15.9	3.9	7.6	7.1

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	11,068	45,049	11,282	11,919	11,745	10,760	45,706	-5.8	-2.3	-0.3	2.9	-1.4
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	400	1,699	371	403	365	385	1,524	13.7	12.9	15.6	3.9	11.5
Everett	85	47		13	145	0	0		45	45	NA	NA		-71.1	222.2
Las Vegas	743	846	783	730	3,102	740	871	813	749	3,173	0.4	-2.9	-3.7	-2.5	-2.2
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	2,493	10,560	2,740	2,976	3,006	2,539	11,261	-13.5	-6.8	-2.8	-1.8	-6.2
Oakland	768	757	765	721	3,011	798	804	752	687	3,041	-3.8	-5.8	1.7	4.9	-1.0
Ontario	90	91	91	91	363	90	89	92	90	361	0.0	2.2	-1.1	1.1	0.6
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	463	1,762	503	464	431	444	1,842	-7.2	-19.0	5.8	4.3	-4.3
Sacramento	297	368	416	387	1,468	290	357	340	284	1,271	2.4	3.1	22.4	36.3	15.5
Salt Lake City	181	144	181	268	774	165	88	92	104	449	9.7	63.6	96.7	157.7	72.4
San Diego	582	795	787	758	2,922	616	708	707	683	2,714	-5.5	12.3	11.3	11.0	7.7
San Francisco	1,200	1,349	1,401	1,310	5,260	1,263	1,398	1,399	1,240	5,300	-5.0	-3.5	0.1	5.6	-0.8
San Jose	587	641	627	549	2,404	878	1,019	982	721	3,600	-33.1	-37.1	-36.2	-23.9	-33.2
Santa Ana	0				0	8				8	-100.0				-100.0
Seattle	1,624	1,886	1,809	1,814	7,133	1,594	1,631	1,703	1,699	6,627	1.9	15.6	6.2	6.8	7.6

Source: DBEDT analysis from Diio Mi flight schedules as of January 15, 2025, 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	304,194	1,192,854	388,562	285,502	270,915	280,742	1,225,721	-16.1	0.8	1.5	8.4	-2.7
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	10,564	45,314	10,842	12,232	12,788	10,842	46,704	-10.3	2.3	-2.2	-2.6	-3.0
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	40,926	155,685	47,352	42,864	37,200	33,723	161,139	1.5	-20.0	-12.9	21.4	-3.4
Dallas	68,136	57,291	60,381	62,931	248,739	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	20,142	84,173	29,832	16,988	14,718	17,050	78,588	-14.2	21.1	21.3	18.1	7.1
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	23,664	82,496	19,764	19,410	19,447	19,289	77,910	-0.1	1.3	0.0	22.7	5.9
New York JFK	46,356	44,954	43,658	39,703	174,671	43,565	39,027	38,477	41,646	162,715	6.4	15.2	13.5	-4.7	7.3
Newark	20,957	3,003	0	7,495	31,455	24,046	19,461	2,541	20,431	66,479	-12.8	-84.6	-100.0	-63.3	-52.7
Washington D.C.	15,015	5,544	3,003	5,313	28,875	14,880	3,120	3,261	6,468	27,729	0.9	77.7	-7.9	-17.9	4.1

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	1,115	4,448	1,383	1,049	1,002	1,064	4,498	-11.4	3.0	2.5	4.8	-1.1
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	38	163	39	44	46	39	168	-10.3	2.3	-2.2	-2.6	-3.0
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	132	520	164	148	125	111	548	3.7	-23.6	-16.0	18.9	-5.1
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	75	336	88	67	66	77	298	3.4	35.8	19.7	-2.6	12.8
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	90	362	89	90	92	89	360	2.2	1.1	-2.2	1.1	0.6
New York JFK	180	182	176	158	696	172	155	154	162	643	4.7	17.4	14.3	-2.5	8.2
Newark	91	13	0	33	137	104	82	11	89	286	-12.5	-84.1	-100.0	-62.9	-52.1
Washington D.C.	65	24	13	23	125	62	13	14	28	117	4.8	84.6	-7.1	-17.9	6.8

Source: DBEDT analysis from Dilo Mi flight schedules as of January 15, 2025, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
Group vs True Independent (Net)								
Group Tour	143,078	NA	79,289	147,663	157,796	150,355	157,796	-4.7%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	6,312,715	6,349,793	-0.6%
Leisure vs Business								
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	5,989,825	6,102,921	-1.9%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	291,855	284,964	2.4%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	185,765	176,132	5.5%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	66,897	67,717	-1.2%
Incentive	59,031	15,943	26,694	57,383	50,903	48,632	50,903	-4.5%

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 Dec. 2024P	YTD Dec. 2023	% Change
Group vs True Independent (Net)								
Group Tour	67,037	NA	43,863	73,688	78,455	78,174	78,455	-0.4%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	4,320,305	4,330,416	-0.2%
Leisure vs Business								
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	4,132,185	4,175,148	-1.0%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	156,962	149,411	5.1%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	102,239	93,707	9.1%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	37,363	37,661	-0.8%
Incentive	25,831	8,146	12,917	25,726	22,539	21,459	22,539	-4.8%

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. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
Group vs True Independent (Net)								
Group Tour	76,041	NA	35,426	73,975	79,340	72,181	79,340	-9.0%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	1,992,411	2,019,377	-1.3%
Leisure vs Business								
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,857,641	1,927,773	-3.6%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	134,893	135,553	-0.5%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	83,526	82,424	1.3%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	29,534	30,056	-1.7%
Incentive	33,199	7,797	13,776	31,656	28,364	27,172	28,364	-4.2%

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.

First Time vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.1	26.5	-1.5
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.9	73.5	1.5

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.2	19.3	-1.2
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.8	80.7	1.2

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	39.6	41.4	-1.8
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.4	58.6	1.8

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,830.47	1,835.32	-0.3%

^{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 Dec. 2024P	YTD Dec. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,112.76	1,121.93	1,112.76	0.8%

^{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 Dec. 2024P	YTD Dec. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	722.56	708.54	722.56	-1.9%

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