



## O'AHU OVERVIEW

### VISITOR STATISTICS

|                                   | 2024P YTD* | 2023 YTD* | YTD % change | 2023      | 2022      | 2021      | 2020      | 2019      |
|-----------------------------------|------------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
| <b>TOTAL EXPENDITURES (\$mil)</b> | 9,110.1    | 8,890.9   | 2.5%         | 8,890.9   | 8,693.7   | 5,708.7   | NA        | 8,139.8   |
| <b>VISITOR ARRIVALS</b>           | 5,814,176  | 5,613,409 | 3.6%         | 5,613,409 | 4,858,170 | 3,326,622 | 1,506,316 | 6,154,248 |
| <b>PPPD SPENDING (\$)</b>         | 222.1      | 219.5     | 1.2%         | 219.5     | 240.4     | 212.2     | NA        | 194.6     |
| <b>AVERAGE DAILY CENSUS</b>       | 112,057    | 110,992   | 1.0%         | 110,992   | 99,092    | 73,693    | 35,054    | 114,596   |

P = Preliminary data.

\* year-to-date through December.

Note: 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.

NA= Annual 2020 visitor spending statistics were not available, as there was no Departure Survey held between April through October 2020 due to COVID19 restrictions.

Source: Department of Business, Economic Development and Tourism

### AIR LIFT

|                              | 2024P YTD* | 2023 YTD* | YTD % change | 2023      | 2022      | 2021      | 2020      | 2019      |
|------------------------------|------------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
| <b>HONOLULU</b>              |            |           |              |           |           |           |           |           |
| <b>DOMESTIC SEATS</b>        | 6,019,935  | 5,773,928 | 4.3%         | 5,773,928 | 5,552,643 | 5,121,525 | 2,484,927 | 5,025,269 |
| <b>INTERNATIONAL SEATS</b>   | 2,472,981  | 2,158,642 | 14.6%        | 2,158,642 | 1,357,915 | 369,576   | 885,195   | 3,390,162 |
| <b>TOTAL SEATS</b>           | 8,492,916  | 7,932,570 | 7.1%         | 7,932,570 | 6,910,558 | 5,491,101 | 3,370,122 | 8,415,431 |
| <b>DOMESTIC FLIGHTS</b>      | 26,269     | 24,943    | 5.3%         | 24,943    | 24,180    | 22,767    | 10,822    | 26,466    |
| <b>INTERNATIONAL FLIGHTS</b> | 8,916      | 7,927     | 12.5%        | 7,927     | 5,147     | 1,381     | 3,182     | 12,867    |
| <b>TOTAL FLIGHTS</b>         | 35,185     | 32,870    | 7.0%         | 32,870    | 29,327    | 24,148    | 14,004    | 39,333    |

Source: DIO Mii schedules

\* year-to-date through December.

### TRANSIENT ACCOMMODATIONS TAX (TAT) TO CITY & COUNTY OF HONOLULU

|                     | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 |
|---------------------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>TAT (\$mill)</b> | 45.4    | 45.4    | 45.4    | 45.4    | 45.4    | 0       | 0       | 0       |

### HOTEL PERFORMANCE

| O'ahu                             | 2024P YTD* | 2023 YTD* | YTD % change | 2023     | 2022     | 2021     | 2020     | 2019     |
|-----------------------------------|------------|-----------|--------------|----------|----------|----------|----------|----------|
| <b>OCCUPANCY</b>                  | 79.8%      | 79.7%     | 0.2%         | 79.7%    | 75.4%    | 55.6%    | 39.2%    | 84.1%    |
| <b>AVERAGE DAILY RATE</b>         | \$284.66   | \$281.48  | 1.1%         | \$281.48 | \$267.77 | \$225.31 | \$215.65 | \$240.92 |
| <b>REVENUE PER AVAILABLE ROOM</b> | \$227.20   | \$224.24  | 1.3%         | \$224.24 | \$201.79 | \$125.19 | \$84.46  | \$202.69 |

Source: STR, Inc.

\* year-to-date through December.

### VACATION RENTAL PERFORMANCE

| O'ahu                          | 2024P YTD* | 2023 YTD* | YTD % change | 2023      | 2022      | 2021      | 2020      | 2019      |
|--------------------------------|------------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
| <b>UNIT SUPPLY</b>             | 2,675,463  | 2,526,816 | 5.9%         | 2,526,816 | 2,119,204 | 1,760,930 | 1,688,693 | 3,153,310 |
| <b>UNIT OCCUPANCY</b>          | 57.2%      | 58.1%     | -1.6%        | 58.1%     | 65.2%     | 63.9%     | 42.4%     | 74.9%     |
| <b>UNIT AVERAGE DAILY RATE</b> | \$265.40   | \$241.13  | 10.1%        | \$241.13  | \$221.97  | \$196.83  | \$183.88  | \$234.85  |

Source: Transparent Intelligence, Inc.