



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 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 works 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 June 2025 Quick Facts^{1/}

Visitor Expenditures:	\$8.63 billion
Primary Purpose of Stay:	Pleasure (3,131,448) vs. MCI (180,987)
Average Length of Stay:	8.80 days
First Time Visitors:	25.0%
Repeat Visitors:	75.0%

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	2025 Annual Forecast*	YTD June 2025P	YTD June 2024RP	% Change
Visitor Expenditures (\$ Millions)	11,636.2	NA	12,317.9	16,250.3	15,821.7	15,844.7	16,080.1	8,625.2	8,047.9	7.2%
Visitor Days	61,786,807	21,998,856	61,249,728	69,916,446	66,288,269	64,830,155	64,558,540	33,475,820	32,745,105	2.2%
Arrivals	6,871,839	1,987,326	6,468,899	7,746,478	7,427,242	7,364,395	7,348,686	3,804,109	3,674,305	3.5%
Average Daily Census	169,279	60,106	167,807	191,552	181,612	177,132	176,873	184,949	179,918	2.8%
Per Person Per Day Spending (\$)	188.3	NA	201.1	232.4	238.7	244.4	249.1	257.7	245.8	4.8%
Per Person Per Trip Spending (\$)	1,693.3	NA	1,904.2	2,097.8	2,130.2	2,151.5	2,188.2	2,267.3	2,190.3	3.5%
Length of Stay (days)	8.99	11.07	9.47	9.03	8.93	8.80	8.79	8.80	8.91	-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) 2025 annual forecast (Quarter 2, 2025).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

^{1/} 2024P and 2025P 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	2024RP	2025 Annual Forecast*	YTD June 2025P	YTD June 2024RP	% Change
Visitor Expenditures (\$ Millions)	6,952.0	NA	7,994.4	10,086.9	9,592.7	9,711.9	9,818.0	5,231.8	4,834.1	8.2%
Visitor Days	39,752,689	13,921,800	40,900,008	45,472,465	42,564,352	41,920,704	41,466,268	21,389,371	20,721,354	3.2%
Arrivals	4,595,319	1,311,176	4,473,588	5,277,349	5,000,099	4,991,912	4,948,242	2,549,189	2,445,276	4.2%
Average Daily Census	108,911	38,038	112,055	124,582	116,615	114,537	113,606	118,173	113,854	3.8%
Per Person Per Day Spending (\$)	174.9	NA	195.5	221.8	225.4	231.7	236.8	244.6	233.3	4.8%
Per Person Per Trip Spending (\$)	1,512.8	NA	1,787.0	1,911.4	1,918.5	1,945.5	1,984.1	2,052.4	1,976.9	3.8%
Length of Stay (days)	8.65	10.62	9.14	8.62	8.51	8.40	8.38	8.39	8.47	-1.0%

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) 2025 annual forecast (Quarter 2, 2025).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	2025 Annual Forecast*	YTD June 2025P	YTD June 2024RP	% Change
Visitor Expenditures (\$ Millions)	4,684.2	NA	4,323.5	6,163.4	6,229.0	6,132.8	6,262.1	3,393.3	3,213.8	5.6%
Visitor Days	22,034,119	8,077,056	20,349,720	24,443,981	23,723,917	22,909,451	23,092,272	12,086,450	12,023,752	0.5%
Arrivals	2,276,520	676,150	1,995,311	2,469,128	2,427,144	2,372,483	2,400,444	1,254,920	1,229,028	2.1%
Average Daily Census	60,367	22,068	55,753	66,970	64,997	62,594	63,266	66,776	66,065	1.1%
Per Person Per Day Spending (\$)	212.6	NA	212.5	252.1	262.6	267.7	271.2	280.8	267.3	5.0%
Per Person Per Trip Spending (\$)	2,057.6	NA	2,166.8	2,496.2	2,566.4	2,585.0	2,608.7	2,704.0	2,614.9	3.4%
Length of Stay (days)	9.68	11.95	10.20	9.90	9.77	9.66	9.62	9.63	9.78	-1.6%

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.

*Dept. of Business, Economic Development & Tourism (DBEDT) 2025 annual forecast (Quarter 2, 2025).

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

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Market Summary

U.S. West

- In the first half of 2025, there were 2,549,189 visitors from the U.S. West, compared to 2,445,276 visitors (+4.2%) in the first half of 2024 and 2,258,313 visitors (+12.9%) in the first half of pre-pandemic 2019. U.S. West visitors spent \$5.23 billion in the first half of 2025, compared to \$4.83 billion (+8.2%) in the first half of 2024 and \$3.44 billion (+52.2%) in the first half of 2019. The average daily visitor spending in the first half of 2025 was \$245 per person, higher than the first half of 2024 (\$233 per person, +4.8%) and up considerably from the first half of 2019 (\$176 per person, +39.3%).
- There were 22,111 scheduled flights with 4,616,744 seats from U.S. West in the first half of 2025. Air capacity increased compared to the first half of 2024 (21,928 flights, +0.8% with 4,585,322 seats, +0.7%) and the first half of 2019 (20,830 flights, +6.1% with 4,177,896 seats, +10.5%).
- In 2024, there were 4,991,912 visitors from the U.S. West, compared to 5,000,099 visitors in 2023 and 4,595,319 visitors in pre-pandemic 2019. U.S. West visitors spent \$9.71 billion in 2024, compared to \$9.59 billion in 2023 and \$6.95 billion in 2019. The average daily visitor spending in 2024 was \$232 per person, higher than 2023 (\$225 per person) and up significantly from 2019 (\$175 per person).
- 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 with 9,438,011 seats. In 2019 there were 42,760 scheduled flights with 8,564,295 seats.

U.S. East

- In the first half of 2025, 1,254,920 visitors arrived from the U.S. East, compared to 1,229,028 visitors (+2.1%) in the first half of 2024 and 1,186,360 visitors (+5.8%) in the first half of 2019. U.S. East visitors spent \$3.39 billion in the first half of 2025, compared to \$3.21 billion (+5.6%) in the first half of 2024 and \$2.41 billion (+40.8%) in the first half of 2019. Daily visitor spending in the first half of 2025 of \$281 per person increased from the first half of 2024 (\$267 per person, +5.0%) and much higher than the first half of 2019 (\$208 per person, +34.7%).
- In the first half of 2025, 2,406 scheduled flights with 652,675 seats operated from U.S. East. Air capacity increased compared to the first half of 2024 (2,306 flights, +4.3% with 613,651 seats, +6.4%) and the first half of 2019 (2,071 flights, +16.2% with 596,457 seats, +9.4%).
- In 2024, 2,372,483 visitors arrived from the U.S. East, compared to 2,427,144 visitors in 2023 and 2,276,520 visitors in 2019. U.S. East visitors spent \$6.13 billion in 2024, compared to \$6.23 billion in 2023 and \$4.68 billion in 2019. Daily visitor spending in 2024 (\$268 per person) increased from 2023 (\$263 per person) and was much higher than 2019 (\$213 per person).
- 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 with 1,225,721 seats. In 2019 there were 4,129 scheduled flights with 1,182,495 seats .

Market Conditions (Updated Quarterly)

- In April 2025, the U.S. economy added 177,000 jobs surpassing expectations. The unemployment rate held at 4.2 percent, and wage growth was modest at 0.2 percent. These figures came just after the Trump administration enacted steep tariffs, yet job growth marked its 52nd consecutive month. However, consumer sentiment weakened notably. The Conference Board's Consumer Confidence Index dropped to 86.0, with the Expectations Index plunging to 54.4, the lowest since 2011 indicating growing concerns about the economic outlook.
- The latest U.S. Travel Association April overview indicates that while Americans still have a strong desire to travel, the domestic travel market shows early signs of a potential slowdown. After a slight increase in air travel in early 2025, activity flattened in March 2025 and dipped in early April 2025. The hotel sector remains steady, and consumer spending continues to rise, but overall sentiment is cooling. Despite minimal inflation in the travel sector and a stable job market, emerging booking trends suggest a disconnect between Americans' enthusiasm for travel and actual demand, warranting close monitoring of potential softening in domestic travel.
- Envision's consumer research reveals that the travel industry is undergoing significant transformation, with travelers seeking unique, immersive experiences and prioritizing sustainability. As travelers demand extraordinary accommodations, off-the-beaten-path destinations, and eco-conscious options, destination marketers must promote authentic, less crowded experiences. The traveler demographic is diversifying, with new segments like Gen Alpha and solo travelers, requiring personalized marketing strategies supported by AI.
- The HTA Airline Seat Capacity Outlook for May-July 2025, updated on May 5, forecasts a 1.6 percent decrease in domestic scheduled nonstop air seats to Hawai'i compared to the same period in 2024. The projection, based on Diio Mi data, shows nearly flat growth from the U.S. West (-0.3%) and a significant decline from the U.S. East (-13.4%). The decrease in East Coast capacity is attributed to the cancellation of the AUS-HNL route and reductions in seats from DTW-HNL and IAH-HNL.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
O'ahu	3,326,507	967,359	3,142,030	3,833,641	3,922,673	3,975,202	2,021,244	1,994,041	1.4%
Maui County	2,488,629	672,005	2,239,395	2,559,232	2,119,667	2,031,371	1,099,576	987,573	11.3%
Maui	2,449,124	659,185	2,204,165	2,517,446	2,091,413	2,002,617	1,085,895	972,071	11.7%
Molokai	42,603	12,231	24,316	34,943	22,705	22,074	10,545	12,615	-16.4%
Lāna'i	59,810	14,527	45,369	55,776	38,299	36,063	18,116	18,125	0.0%
Kaua'i	1,135,672	280,457	785,082	1,207,346	1,248,478	1,216,807	627,420	612,972	2.4%
Island of Hawai'i	1,251,171	379,153	1,137,156	1,437,755	1,471,531	1,425,132	731,672	728,544	0.4%

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
O'ahu	2,005,506	582,276	2,005,024	2,426,014	2,447,883	2,513,085	1,274,512	1,240,222	2.8%
Maui County	1,641,441	438,612	1,546,151	1,682,959	1,372,048	1,331,841	707,511	631,937	12.0%
Maui	1,616,213	430,261	1,523,024	1,655,700	1,354,275	1,312,944	698,650	621,859	12.3%
Moloka'i	25,823	7,423	15,779	22,077	13,156	12,932	6,069	7,417	-18.2%
Lāna'i	31,672	7,968	26,221	31,446	20,760	20,340	9,833	9,936	-1.0%
Kaua'i	730,725	179,451	540,578	810,540	810,602	789,788	395,854	388,226	2.0%
Island of Hawai'i	786,520	244,963	763,139	922,666	933,650	903,508	450,899	452,666	-0.4%

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
O'ahu	1,321,001	385,083	1,137,006	1,407,627	1,474,790	1,462,118	746,732	753,820	-0.9%
Maui County	847,188	233,393	693,244	876,274	747,619	699,530	392,065	355,635	10.2%
Maui	832,911	228,925	681,140	861,746	737,139	689,674	387,245	350,211	10.6%
Moloka'i	16,780	4,808	8,536	12,867	9,549	9,141	4,476	5,198	-13.9%
Lāna'i	28,138	6,559	19,148	24,331	17,539	15,723	8,284	8,189	1.2%
Kaua'i	404,948	101,006	244,504	396,806	437,876	427,019	231,566	224,745	3.0%
Island of Hawai'i	464,651	134,191	374,017	515,089	537,882	521,624	280,773	275,879	1.8%

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

Airlift: Scheduled Seats and Flights

Scheduled seats	2025					2024					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	2,257,351	2,359,393	2,392,788	2,386,373	9,395,905	2,223,559	2,361,763	2,419,655	2,299,500	9,304,477	1.5	-0.1	-1.1	3.8	1.0
Anchorage	37,351	16,103	16,091	24,174	93,719	31,140	15,571	14,875	19,240	80,826	19.9	3.4	8.2	25.6	16.0
Denver	128,924	150,308	131,268	130,844	541,344	130,108	131,968	118,452	120,220	500,748	-0.9	13.9	10.8	8.8	8.1
Everett	15,823	3,738		2,366	21,927	15,035	7,832		2,314	25,181	5.2	-52.3		2.2	-12.9
Las Vegas	165,941	189,617	196,589	199,378	751,525	156,005	180,193	170,569	157,349	664,116	6.4	5.2	15.3	26.7	13.2
Long Beach	50,092	50,498	50,876	50,876	202,342	37,793	51,331	52,248	50,876	192,248	32.5	-1.6	-2.6	0.0	5.3
Los Angeles	512,203	588,370	605,518	535,345	2,241,436	520,993	607,520	634,831	546,366	2,309,710	-1.7	-3.2	-4.6	-2.0	-3.0
Oakland	118,781	103,994	96,117	100,464	419,356	139,920	137,696	141,318	133,782	552,716	-15.1	-24.5	-32.0	-24.9	-24.1
Ontario	16,821	11,320	16,319	16,007	60,467	17,010	17,199	17,199	17,199	68,607	-1.1	-34.2	-5.1	-6.9	-11.9
Phoenix	148,199	142,157	142,448	142,093	574,897	167,759	147,768	136,331	141,441	593,299	-11.7	-3.8	4.5	0.5	-3.1
Portland	96,488	88,362	95,795	103,633	384,278	91,849	73,026	91,274	92,303	348,452	5.1	21.0	5.0	12.3	10.3
Sacramento	82,944	100,121	98,677	96,927	378,669	62,491	72,169	77,245	76,414	288,319	32.7	38.7	27.7	26.8	31.3
Salt Lake City	71,660	42,277	37,260	67,877	219,074	40,191	30,737	37,426	56,916	165,270	78.3	37.5	-0.4	19.3	32.6
San Diego	120,279	137,456	143,162	145,836	546,733	111,846	139,044	148,362	142,989	542,241	7.5	-1.1	-3.5	2.0	0.8
San Francisco	257,081	303,939	327,023	325,915	1,213,958	282,510	314,188	330,008	300,429	1,227,135	-9.0	-3.3	-0.9	8.5	-1.1
San Jose	88,042	76,409	76,004	72,594	313,049	104,744	109,430	111,905	98,511	424,590	-15.9	-30.2	-32.1	-26.3	-26.3
Seattle	346,722	354,724	359,641	372,044	1,433,131	314,165	326,091	337,612	343,151	1,321,019	10.4	8.8	6.5	8.4	8.5

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	10,842	11,269	11,526	11,350	44,987	10,626	11,302	11,705	11,068	44,701	2.0	-0.3	-1.5	2.5	0.6
Anchorage	214	91	92	141	538	179	91	92	113	475	19.6	0.0	0.0	24.8	13.3
Denver	411	462	435	439	1,747	422	455	422	400	1,699	-2.6	1.5	3.1	9.8	2.8
Everett	89	21		14	124	85	44		13	142	4.7	-52.3		7.7	-12.7
Las Vegas	778	907	904	923	3,512	743	846	783	730	3,102	4.7	7.2	15.5	26.4	13.2
Long Beach	272	274	276	276	1,098	207	279	284	276	1,046	31.4	-1.8	-2.8	0.0	5.0
Los Angeles	2,321	2,699	2,816	2,438	10,274	2,371	2,759	2,921	2,493	10,544	-2.1	-2.2	-3.6	-2.2	-2.6
Oakland	644	545	529	552	2,270	768	757	765	721	3,011	-16.1	-28.0	-30.8	-23.4	-24.6
Ontario	89	61	92	92	334	90	91	91	91	363	-1.1	-33.0	1.1	1.1	-8.0
Phoenix	715	705	708	693	2,821	823	736	670	682	2,911	-13.1	-4.2	5.7	1.6	-3.1
Portland	497	467	521	539	2,024	467	356	456	463	1,742	6.4	31.2	14.3	16.4	16.2
Sacramento	412	504	495	485	1,896	297	368	416	387	1,468	38.7	37.0	19.0	25.3	29.2
Salt Lake City	340	207	184	326	1,057	181	144	181	268	774	87.8	43.8	1.7	21.6	36.6
San Diego	630	738	766	777	2,911	582	740	787	758	2,867	8.2	-0.3	-2.7	2.5	1.5
San Francisco	1,108	1,334	1,465	1,406	5,313	1,200	1,323	1,401	1,310	5,234	-7.7	0.8	4.6	7.3	1.5
San Jose	489	429	428	407	1,753	587	612	627	549	2,375	-16.7	-29.9	-31.7	-25.9	-26.2
Seattle	1,833	1,825	1,815	1,842	7,315	1,624	1,701	1,809	1,814	6,948	12.9	7.3	0.3	1.5	5.3

Source: DBEDT analysis from Diio Mi seat and flight schedules as of July 24, 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	377,624	275,051	244,619	311,016	1,208,310	326,001	287,650	275,009	304,194	1,192,854	15.8	-4.4	-11.1	2.2	1.3
Atlanta	40,716	28,470	25,944	41,724	136,854	25,662	25,662	25,944	34,800	112,068	58.7	10.9	0.0	19.9	22.1
Austin	5,282	0	0	0	5,282	9,730	12,510	12,510	10,564	45,314	-45.7	-100.0	-100.0	-100.0	-88.3
Boston	30,824	17,902	16,680	14,456	79,862	13,622	16,124	16,124	25,168	71,038	126.3	11.0	3.4	-42.6	12.4
Chicago	69,972	39,879	32,415	52,545	194,811	48,060	34,284	32,415	40,926	155,685	45.6	16.3	0.0	28.4	25.1
Dallas	76,239	57,450	49,803	80,079	263,571	68,136	57,291	60,381	62,931	248,739	11.9	0.3	-17.5	27.2	6.0
Detroit	20,172	19,447	16,848	12,810	69,277	25,603	20,574	17,854	20,142	84,173	-21.2	-5.5	-5.6	-36.4	-17.7
Houston	32,396	36,036	34,944	33,488	136,864	33,124	48,048	43,680	33,488	158,340	-2.2	-25.0	-20.0	0.0	-13.6
Minneapolis	25,248	19,440	19,872	24,294	88,854	19,736	19,656	19,440	23,664	82,496	27.9	-1.1	2.2	2.7	7.7
New York JFK	40,572	46,494	45,110	37,888	170,064	46,356	44,954	43,658	39,703	174,671	-12.5	3.4	3.3	-4.6	-2.6
Newark	18,185	3,927		7,957	30,069	20,957	3,003		7,495	31,455	-13.2	30.8		6.2	-4.4
Washington D.C.	18,018	6,006	3,003	5,775	32,802	15,015	5,544	3,003	5,313	28,875	20.0	8.3	0.0	8.7	13.6

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	1,386	1,020	895	1,150	4,451	1,226	1,080	1,027	1,115	4,448	13.1	-5.6	-12.9	3.1	0.1
Atlanta	161	104	92	151	508	91	91	92	133	407	76.9	14.3	0.0	13.5	24.8
Austin	19	0	0	0	19	35	45	45	38	163	-45.7	-100.0	-100.0	-100.0	-88.3
Boston	110	68	60	52	290	49	58	58	90	255	124.5	17.2	3.4	-42.2	13.7
Chicago	229	128	105	186	648	170	113	105	132	520	34.7	13.3	0.0	40.9	24.6
Dallas	297	216	184	320	1,017	272	240	249	251	1,012	9.2	-10.0	-26.1	27.5	0.5
Detroit	72	90	78	48	288	91	91	79	75	336	-20.9	-1.1	-1.3	-36.0	-14.3
Houston	89	99	96	92	376	91	132	120	92	435	-2.2	-25.0	-20.0	0.0	-13.6
Minneapolis	90	90	92	92	364	91	91	90	90	362	-1.1	-1.1	2.2	2.2	0.6
New York JFK	162	182	175	149	668	180	182	176	158	696	-10.0	0.0	-0.6	-5.7	-4.0
Newark	79	17		35	131	91	13		33	137	-13.2	30.8		6.1	-4.4
Washington D.C.	78	26	13	25	142	65	24	13	23	125	20.0	8.3	0.0	8.7	13.6

Source: DBEDT analysis from Diio Mi seat and flight schedules as of July 24, 2025, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
Group vs True Independent (Net)									
Group Tour	143,078	NA	79,289	147,663	157,796	151,128	83,034	86,528	-4.0%
True Independent (Net)	5,674,869	NA	5,535,997	6,590,514	6,349,793	6,339,604	3,275,062	3,164,291	3.5%
Leisure vs Business									
Pleasure (Net)	5,720,309	1,526,068	5,581,810	6,543,964	6,102,921	6,015,565	3,131,448	2,971,578	5.4%
MCI (Net)	293,659	93,411	91,854	253,640	284,964	293,252	180,987	180,292	0.4%
Convention/Conf.	171,970	60,311	41,590	138,892	176,132	186,529	116,321	109,876	5.9%
Corp. Meetings	72,478	20,111	26,955	66,531	67,717	67,247	38,889	40,028	-2.8%
Incentive	59,031	15,943	26,694	57,383	50,903	48,978	31,373	37,003	-15.2%

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.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
Group vs True Independent (Net)									
Group Tour	67,037	NA	43,863	73,688	78,455	78,557	41,252	43,291	-4.7%
True Independent (Net)	3,836,896	NA	3,856,005	4,542,501	4,330,416	4,338,648	2,223,441	2,133,123	4.2%
Leisure vs Business									
Pleasure (Net)	3,885,753	1,022,954	3,903,665	4,521,560	4,175,148	4,132,185	2,131,597	2,014,750	5.8%
MCI (Net)	154,692	47,904	52,735	135,008	149,411	157,660	89,955	92,544	-2.8%
Convention/Conf.	91,100	29,902	25,344	76,534	93,707	102,644	56,757	58,550	-3.1%
Corp. Meetings	42,499	11,246	16,185	36,841	37,661	37,542	21,435	21,107	1.6%
Incentive	25,831	8,146	12,917	25,726	22,539	21,597	14,249	15,490	-8.0%

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P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
Group vs True Independent (Net)									
Group Tour	76,041	NA	35,426	73,975	79,340	72,571	41,782	43,237	-3.4%
True Independent (Net)	1,837,972	NA	1,679,991	2,048,013	2,019,377	2,000,957	1,051,621	1,031,168	2.0%
Leisure vs Business									
Pleasure (Net)	1,834,556	503,113	1,678,144	2,022,404	1,927,773	1,865,750	999,850	956,828	4.5%
MCI (Net)	138,967	45,507	39,120	118,632	135,553	135,591	91,032	87,748	3.7%
Convention/Conf.	80,869	30,409	16,246	62,358	82,424	83,885	59,565	51,326	16.1%
Corp. Meetings	29,980	8,866	10,770	29,690	30,056	29,704	17,454	18,921	-7.8%
Incentive	33,199	7,797	13,776	31,656	28,364	27,381	17,124	21,513	-20.4%

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.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

First Time vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
First Time Visitors (%)	26.7	NA	29.1	27.8	26.5	25.1	25.0	25.1	-0.2
Repeat Visitors (%)	73.3	NA	70.9	72.2	73.5	74.9	75.0	74.9	0.2

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
First Time Visitors (%)	19.4	NA	21.5	20.7	19.3	18.2	17.8	18.0	-0.2
Repeat Visitors (%)	80.6	NA	78.5	79.3	80.7	81.8	82.2	82.0	0.2

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
First Time Visitors (%)	41.5	NA	46.2	43.1	41.4	39.6	39.5	39.3	0.2
Repeat Visitors (%)	58.5	NA	53.8	56.9	58.6	60.4	60.5	60.7	-0.2

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.

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
State tax revenue generated (\$ Millions) ^{2/}	1,358.25	NA	1,437.81	1,885.03	1,835.32	1,837.99	1,000.52	933.55	7.2%

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

P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. West

U.S. WEST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
State tax revenue generated (\$ Millions) ^{2/}	811.48	NA	933.16	1,170.08	1,112.76	1,126.58	606.89	560.75	8.2%

^{2/}State government tax revenue generated (direct, indirect, and induced).
P=Preliminary data. RP=March and April 2024 preliminary data were revised.

U.S. East

U.S. EAST MMA (by Air)	2019	2020	2021	2022	2023	2024RP	YTD June 2025P	YTD June 2024RP	% Change
State tax revenue generated (\$ Millions) ^{2/}	546.77	NA	504.66	714.95	722.56	711.41	393.63	372.80	5.6%

^{2/}State government tax revenue generated (direct, indirect, and induced).
P=Preliminary data. RP=March and April 2024 preliminary data were revised.