

TOTAL VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2023P	2022P	% CHANGE	2023P	2022P	% CHANGE
TOTAL VISITORS	806,209	809,612	-0.4	3,207,221	2,786,198	15.1
On Domestic Flights	692,932	740,243	-6.4	2,696,035	2,580,560	4.5
On International Flights	113,277	69,369	63.3	511,186	205,638	148.6
VISITOR DAYS	6,995,534	7,061,930	-0.9	29,496,957	26,193,026	12.6
AVERAGE DAILY CENSUS	233,184	235,398	-0.9	245,808	218,275	12.6
TOTAL AIR SEATS	1,085,186	1,085,948	-0.1	4,469,284	4,223,132	5.8
TOTAL LOAD FACTOR (%)	87.6	85.8	2.1	85.8	78.1	9.9
ISLANDS VISITED						
O'ahu	454,287	416,285	9.1	1,789,417	1,406,493	27.2
O'ahu only	361,455	338,598	6.8	1,419,406	1,137,516	24.8
O'ahu one day or less	20,408	15,322	33.2	78,523	47,768	64.4
Kaua'i	118,156	115,578	2.2	448,247	395,379	13.4
Kaua'i only	73,541	79,810	-7.9	275,216	270,749	1.6
Kaua'i one day or less	9,042	5,135	76.1	34,613	13,301	160.2
Maui County	247,768	259,428	-4.5	985,644	887,181	11.1
Maui	243,245	254,398	-4.4	969,214	870,445	11.3
Maui only	171,030	191,983	-10.9	682,950	657,265	3.9
Maui one day or less	11,442	7,308	56.6	45,274	21,647	109.1
Moloka'i*	3,884	3,693	5.2	15,875	13,186	20.4
Moloka'i only*	610	733	-16.8	2,817	2,853	-1.2
Moloka'i one day or less*	1,817	1,561	16.4	6,298	4,396	43.3
Lāna'i*	6,040	6,684	-9.6	22,994	20,712	11.0
Lāna'i only*	1,254	2,069	-39.4	4,452	5,806	-23.3
Lāna'i one day or less*	3,237	2,449	32.2	11,258	7,748	45.3
Hawai'i Island	138,448	140,302	-1.3	585,441	515,333	13.6
Kona side	122,847	124,099	-1.0	513,696	454,797	13.0
Hilo side	43,363	41,033	5.7	190,354	140,971	35.0
Hawai'i Island only	84,540	95,570	-11.5	358,691	356,361	0.7
Hawai'i Island one day or less	8,108	4,641	74.7	27,335	15,598	75.2
Any Neighbor Island	444,754	471,014	-5.6	1,787,815	1,648,682	8.4
NI only	351,922	393,327	-10.5	1,417,804	1,379,705	2.8
O'ahu & NI	92,832	77,687	19.5	370,011	268,977	37.6
Any one island only	692,429	708,764	-2.3	2,743,532	2,430,549	12.9
Multiple Islands	113,780	100,848	12.8	463,689	355,649	30.4
Avg. Islands Visited	1.20	1.16	3.3	1.19	1.16	3.3
Average Length of Stay in Hawai'i	8.68	8.72	-0.5	9.20	9.40	-2.2
ACCOMMODATIONS						
Plan to stay in Hotel	470,449	459,786	2.3	1,818,548	1,501,103	21.1
Hotel only	410,636	403,251	1.8	1,582,404	1,306,539	21.1
Plan to stay in Condo	126,787	138,844	-8.7	524,758	516,575	1.6
Condo only	103,396	113,759	-9.1	424,474	421,402	0.7
Plan to stay in Timeshare	70,250	69,946	0.4	265,064	244,910	8.2
Timeshare only	57,894	57,054	1.5	213,583	198,430	7.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2023P	2022P	% CHANGE	2023P	2022P	% CHANGE
ACCOMMODATIONS in continued)						
Cruise Ship	14,824	4,893	203.0	45,061	6,052	644.6
Friends/Relatives	80,851	81,660	-1.0	362,097	319,688	13.3
Bed & Breakfast	7,024	8,045	-12.7	32,347	30,601	5.7
Rental House	83,472	91,873	-9.1	344,171	329,281	4.5
Hostel	5,137	4,755	8.0	24,224	21,393	13.2
Camp Site, Beach	4,918	5,352	-8.1	23,264	19,784	17.6
Private Room in Private Home**	7,590	8,516	-10.9	36,829	30,608	20.3
Shared Room/Space in Private Home**	2,188	2,384	-8.2	14,142	8,543	65.5
Other	13,954	14,782	-5.6	56,913	44,362	28.3
PURPOSE OF TRIP						
Pleasure (Net)	682,537	696,529	-2.0	2,676,377	2,363,476	13.2
Honeymoon/Get Married	33,126	29,038	14.1	115,199	86,184	33.7
Honeymoon	28,944	24,920	16.1	98,947	73,094	35.4
Get Married	5,729	5,558	3.1	21,808	17,382	25.5
Pleasure/Vacation	653,840	672,514	-2.8	2,577,720	2,293,517	12.4
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	35,353	30,411	16.3	158,431	111,696	41.8
Conventions	16,378	13,285	23.3	85,745	59,827	43.3
Corporate Meetings	9,640	9,447	2.0	35,674	28,054	27.2
Incentive	10,565	9,042	16.8	41,990	28,638	46.6
Other Business						
Other Business	21,237	19,938	6.5	90,516	68,206	32.7
Visit Friends/Rel.	74,945	76,494	-2.0	322,146	299,456	7.6
Gov't/Military	9,629	8,322	15.7	37,189	30,269	22.9
Attend School	1,105	1,196	-7.7	5,910	6,190	-4.5
Sport Events	5,824	3,727	56.3	28,242	14,449	95.5
Other	26,516	21,955	20.8	105,665	65,278	61.9
TRAVEL STATUS						
% First Timers ***	31.0	27.9	3.1	29.1	27.5	1.5
% Repeaters ***	69.0	72.1	-3.1	70.9	72.5	-1.5
Average # of Trips	5	6	-2.8	6	6	-1.5
Group Tour						
Group Tour	24,143	17,325	39.4	101,532	56,970	78.2
Non-Group						
Non-Group	782,066	792,287	-1.3	3,105,688	2,729,227	13.8
Package Trip						
Package Trip	131,201	119,023	10.2	484,966	366,352	32.4
No Package						
No Package	675,008	690,589	-2.3	2,722,255	2,419,845	12.5
Net True Independent						
Net True Independent	665,815	682,017	-2.4	2,683,600	2,394,593	12.1
Ave. Age						
Ave. Age	46	45	1.1	46	46	1.5
Ave. Party Size						
Ave. Party Size	2.2	2.3	-1.9	2.2	2.1	1.4

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

NA = Not applicable

Source: Department of Business, Economic Development & Tourism

TABLE 2. VISITORS ON DOMESTIC FLIGHTS

	APRIL			YEAR-TO-DATE		
	2023P	2022P	% CHANGE	2023P	2022P	% CHANGE

VISITORS	692,932	740,243	-6.4	2,696,035	2,580,560	4.5
VISITOR DAYS	5,858,395	6,332,771	-7.5	24,446,218	23,595,903	3.6
AVERAGE DAILY CENSUS	195,280	211,092	-7.5	203,718	196,633	3.6
AIR SEATS	890,966	952,134	-6.4	3,636,901	3,747,160	-2.9
LOAD FACTOR (%)	89.0	88.3	0.8	87.0	80.8	7.7
ISLANDS VISITED						
O'ahu	357,676	368,752	-3.0	1,385,864	1,279,775	8.3
O'ahu only	282,259	299,380	-5.7	1,089,047	1,035,926	5.1
O'ahu one day or less	19,328	14,138	36.7	72,417	45,384	59.6
Kaua'i	110,621	111,485	-0.8	417,375	379,012	10.1
Kaua'i only	72,690	78,143	-7.0	266,415	262,724	1.4
Kaua'i one day or less	7,935	4,609	72.2	27,661	11,491	140.7
Maui County	224,935	237,988	-5.5	868,381	815,452	6.5
Maui	221,491	233,881	-5.3	853,887	799,944	6.7
Maui only	159,652	177,874	-10.2	613,786	606,121	1.3
Maui one day or less	10,009	6,373	57.1	34,399	18,710	83.8
Moloka'i*	3,245	3,417	-5.0	13,734	12,283	11.8
Moloka'i only*	566	721	-21.5	2,725	2,790	-2.3
Moloka'i one day or less*	1,264	1,332	-5.1	4,837	3,822	26.5
Lāna'i*	4,889	5,562	-12.1	19,811	18,662	6.2
Lāna'i only*	1,165	1,393	-16.4	4,249	5,033	-15.6
Lāna'i one day or less*	2,229	2,066	7.9	8,782	6,812	28.9
Hawai'i Island	127,116	132,592	-4.1	521,162	488,823	6.6
Kona side	113,015	117,181	-3.6	458,148	430,751	6.4
Hilo side	39,220	38,585	1.6	164,682	133,937	23.0
Hawai'i Island only	81,654	91,683	-10.9	337,051	342,193	-1.5
Hawai'i Island one day or less	6,810	4,227	61.1	20,908	14,266	46.6
Any Neighbor Island	410,673	440,863	-6.8	1,606,988	1,544,634	4.0
NI only	335,256	371,491	-9.8	1,310,171	1,300,785	0.7
O'ahu & NI	75,417	69,372	8.7	296,817	243,849	21.7
Any one island only	597,987	649,194	-7.9	2,313,272	2,254,789	2.6
Multiple Islands	94,945	91,049	4.3	382,763	325,771	17.5
Avg. Islands Visited	1.19	1.16	3.0	1.19	1.15	3.2
Average Length of Stay in Hawai'i	8.45	8.55	-1.2	9.07	9.14	-0.8
ACCOMMODATIONS						
Plan to stay in Hotel	390,980	415,954	-6.0	1,472,316	1,386,511	6.2
Hotel only	340,304	363,523	-6.4	1,271,446	1,211,018	5.0
Plan to stay in Condo	107,079	124,592	-14.1	432,345	463,879	-6.8
Condo only	88,709	101,717	-12.8	350,954	379,419	-7.5
Plan to stay in Timeshare	62,487	65,501	-4.6	228,110	227,190	0.4
Timeshare only	51,639	53,441	-3.4	183,452	185,124	-0.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 2. VISITORS ON DOMESTIC FLIGHTS in CONT.)

	APRIL			YEAR-TO-DATE		
	2023P	2022P	% CHANGE	2023P	2022P	% CHANGE
ACCOMMODATIONS in continued)						
Cruise Ship	14,085	4,823	192.0	41,440	5,876	605.3

Friends/Relatives	75,960	78,817	-3.6	340,317	306,462	11.0
Bed & Breakfast	6,449	7,458	-13.5	28,193	29,009	-2.8
Rental House	75,761	86,035	-11.9	314,125	311,096	1.0
Hostel	4,381	4,172	5.0	19,609	16,522	18.7
Camp Site, Beach	4,410	4,645	-5.1	20,295	18,063	12.4
Private Room in Private Home**	6,045	7,170	-15.7	27,410	25,721	6.6
Shared Room/Space in Private Home**	2,089	2,287	-8.7	9,816	7,722	27.1
Other	13,297	13,736	-3.2	53,897	42,180	27.8
PURPOSE OF TRIP						
Pleasure (Net)	582,720	635,283	-8.3	2,225,332	2,182,265	2.0
Honeymoon/Get Married	21,593	23,556	-8.3	74,057	75,799	-2.3
Honeymoon	18,020	19,590	-8.0	60,948	63,204	-3.6
Get Married	4,656	5,097	-8.7	16,874	16,356	3.2
Pleasure/Vacation	565,008	616,175	-8.3	2,165,269	2,121,801	2.0
Mtgs/Conventions/Incentive						
Conventions	28,307	27,520	2.9	127,998	102,231	25.2
Corporate Meetings	14,357	12,274	17.0	74,689	55,750	34.0
Incentive	7,115	8,119	-12.4	31,007	24,897	24.5
Other Business	7,981	8,443	-5.5	26,862	25,565	5.1
Other Business						
Visit Friends/Rel.	20,702	19,586	5.7	87,268	66,125	32.0
Gov't/Military	69,745	72,531	-3.8	299,767	286,889	4.5
Attend School	8,401	6,938	21.1	35,515	27,793	27.8
Sport Events	950	1,113	-14.6	4,938	5,424	-8.9
Other	4,433	3,361	31.9	21,057	13,519	55.8
	22,046	20,288	8.7	84,939	60,529	40.3
TRAVEL STATUS						
% First Timers ***	28.3	27.4	1.0	26.9	27.4	-0.5
% Repeaters ***	71.7	72.6	-1.0	73.1	72.6	0.5
Average # of Trips	5.7	5.7	0.4	5.9	5.7	2.7
Group Tour						
Group Tour	16,966	14,706	15.4	68,998	52,485	31.5
Non-Group	675,966	725,537	-6.8	2,627,037	2,528,075	3.9
Package Trip						
Package Trip	104,234	108,710	-4.1	362,816	336,663	7.8
No Package	588,698	631,533	-6.8	2,333,219	2,243,896	4.0
Net True Independent	581,522	624,597	-6.9	2,304,133	2,221,129	3.7
Ave. Age	46	46	1.0	46	46	1.8
Ave. Party Size	2.2	2.3	-2.9	2.1	2.1	-0.3

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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NA = Not applicable

Source: Department of Business, Economic Development & Tourism

TABLE 3. VISITORS ON INTERNATIONAL FLIGHTS

	APRIL			YEAR-TO-DATE		
	2023P	2022P	% CHANGE	2023P	2022P	% CHANGE
VISITORS	113,277	69,369	63.3	511,186	205,638	148.6
VISITOR DAYS	1,137,139	729,159	56.0	5,050,739	2,597,123	94.5
AVERAGE DAILY CENSUS	37,905	24,305	56.0	42,089	21,643	94.5
AIR SEATS	194,220	133,814	45.1	832,383	475,972	74.9
LOAD FACTOR (%)	80.8	67.7	19.4	80.7	56.9	41.8
ISLANDS VISITED						

O'ahu	96,611	47,533	103.3	403,553	126,718	218.5
O'ahu only	79,196	39,218	101.9	330,359	101,590	225.2
O'ahu one day or less	1,080	1,184	-8.8	6,106	2,384	156.1
Kaua'i	7,535	4,093	84.1	30,872	16,366	88.6
Kaua'i only	851	1,667	-49.0	8,801	8,024	9.7
Kaua'i one day or less	1,106	526	110.4	6,953	1,810	284.1
Maui County	22,833	21,440	6.5	117,264	71,728	63.5
Maui	21,754	20,517	6.0	115,327	70,501	63.6
Maui only	11,377	14,109	-19.4	69,163	51,144	35.2
Maui one day or less	1,433	935	53.2	10,875	2,937	270.3
Moloka'i*	639	277	131.1	2,140	903	137.0
Moloka'i only*	43	12	267.0	92	62	48.2
Moloka'i one day or less*	553	229	141.7	1,461	573	154.7
Lāna'i*	1,152	1,122	2.6	3,183	2,050	55.3
Lāna'i only*	89	676	-86.8	204	772	-73.6
Lāna'i one day or less*	1,008	383	163.3	2,475	936	164.5
Hawai'i Island	11,332	7,710	47.0	64,279	26,510	142.5
Kona side	9,832	6,918	42.1	55,548	24,046	131.0
Hilo side	4,143	2,447	69.3	25,672	7,034	265.0
Hawai'i Island only	2,886	3,887	-25.8	21,641	14,168	52.7
Hawai'i Island one day or less	1,298	415	213.0	6,427	1,332	382.6
Any Neighbor Island	34,081	30,151	13.0	180,827	104,048	73.8
NI only	16,666	21,836	-23.7	107,633	78,920	36.4
O'ahu & NI	17,415	8,315	109.4	73,194	25,128	191.3
Any one island only	94,442	59,570	58.5	430,260	175,760	144.8
Multiple Islands	18,835	9,799	92.2	80,926	29,878	170.9
Avg. Islands Visited	1.23	1.17	4.8	1.21	1.18	2.5
Average Length of Stay in Hawai'i	10.04	10.51	-4.5	9.88	12.63	-21.8
ACCOMMODATIONS						
Plan to stay in Hotel	79,469	43,832	81.3	346,232	114,593	202.1
Hotel only	70,333	39,728	77.0	310,958	95,521	225.5
Plan to stay in Condo	19,707	14,252	38.3	92,413	52,696	75.4
Condo only	14,688	12,043	22.0	73,520	41,984	75.1
Plan to stay in Timeshare	7,763	4,445	74.6	36,954	17,720	108.5
Timeshare only	6,254	3,613	73.1	30,130	13,306	126.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Change represents absolute change in rates rather than percentage change in rate.

TABLE 3. VISITORS ON INTERNATIONAL FLIGHTS in CONT.)

	APRIL			YEAR-TO-DATE		
	2023P	2022P	% CHANGE	2023P	2022P	% CHANGE
ACCOMMODATIONS in continued)						
Cruise Ship	740	70	954.9	3,621	176	1,958.4
Friends/Relatives	4,891	2,843	72.1	21,780	13,225	64.7
Bed & Breakfast	575	588	-2.1	4,154	1,592	160.9
Rental House	7,711	5,838	32.1	30,046	18,185	65.2
Hostel	756	583	29.7	4,615	4,870	-5.2
Camp Site, Beach	508	707	-28.2	2,969	1,720	72.6
Private Room in Private Home**	1,545	1,346	14.8	9,419	4,887	92.8

Shared Room/Space in Private Home**	99	97	2.3	4,326	821	426.9
Other	657	1,046	-37.2	3,016	2,182	38.2
PURPOSE OF TRIP						
Pleasure (Net)	99,816	61,246	63.0	451,045	181,211	148.9
Honeymoon/Get Married	11,534	5,482	110.4	41,142	10,385	296.2
Honeymoon	10,924	5,330	105.0	37,998	9,890	284.2
Get Married	1,073	461	132.9	4,934	1,026	380.7
Pleasure/Vacation	88,832	56,339	57.7	412,451	171,716	140.2
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	7,047	2,891	143.7	30,433	9,465	221.5
Conventions	2,021	1,011	99.8	11,056	4,078	171.1
Corporate Meetings	2,526	1,327	90.3	4,667	3,157	47.8
Incentive	2,583	599	331.5	15,128	3,073	392.2
Other Business						
Other Business	536	352	52.2	3,249	2,081	56.1
Visit Friends/Rel.	5,199	3,964	31.2	22,379	12,567	78.1
Gov't/Military	1,228	1,383	-11.2	1,673	2,476	-32.4
Attend School	155	83	85.7	972	767	26.7
Sport Events	1,390	365	280.7	7,185	930	672.8
Other	4,470	1,667	168.2	20,726	4,749	336.4
TRAVEL STATUS						
% First Timers ***	47.1	33.6	13.5	40.5	29.0	11.5
% Repeaters ***	52.9	66.4	-13.5	59.5	71.0	-11.5
Average # of Trips	3.8	4.6	-18.1	4.1	5.2	-19.9
Group Tour						
Group Tour	7,177	2,619	174.0	32,534	4,485	625.3
Non-Group	106,100	66,750	59.0	478,652	201,153	138.0
Package Trip						
Package Trip	26,967	10,313	161.5	122,150	29,689	311.4
No Package	86,310	59,056	46.1	389,036	175,949	121.1
Net True Independent						
Net True Independent	84,293	57,420	46.8	379,467	173,464	118.8
Ave. Age						
Ave. Age	46	45	1.8	46	45	0.5
Ave. Party Size						
Ave. Party Size	2.4	2.4	2.4	2.5	2.3	8.2

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

NA = Not applicable

Source: Department of Business, Economic Development & Tourism