

HILO INTERNATIONAL AIRPORT BIG ISLAND, HAWAII

ITO FACT SHEET



HILO INTERNATIONAL AIRPORT

The oldest city in the Hawaiian Islands, Hilo is the gateway to Hawaii Volcano National Park as well as stunning waterfalls and countless scenic drives. Hilo International Airport (ITO) serves the east side of the Big Island with more than 1.3 Million passengers and 81,000+ takeoffs and landings each year.



AIRLINES



KEY ORINATION CITIES (DOMESTIC)

LOS ANGELES • HONOLULU • KAHULUI

KEY ORINATION REGIONS (INTERNATIONAL)

CANADA • JAPAN • KOREA • EUROPE • AUSTRALIA • CHINA



THE BIG ISLAND TRAVELER

Big Island travelers can be broken into two primary categories: Visitors and Frequent Traveling Residents. Both categories represent highly sought-after audience groups: affluent, well-educated, with robust and predictable spending habits.

BIG ISLAND VISITOR KEY ARRIVAL STATISTICS

- Annual Arriving Visitor Passengers: 1,503,547
- 66% are "Repeat Visitors", averaging 5.17 total trips to the Big Island
- 86% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)

BIG ISLAND VISITOR KEY DEMOGRAPHICS

- 60% earn more than \$100,000/year
- 57.1% stay in deluxe and luxury accommodations \$250+/night
- Average age of party head: 48.6 yrs
- Average party size: 2.12 persons



FREQUENT TRAVELING BIG ISLAND RESIDENTS

Frequent Traveling Big Island Residents are typically one of the following categories:

- Local business travelers/executives
- Part-time Big Island residents with 2nd/3rd home on the Big Island
- Affluent Big Island residents making frequent leisure trips