

**KONA INTERNATIONAL AIRPORT  
AT KEAHOLE  
BIG ISLAND, HAWAII**

**KOA**  
FACT SHEET



**KONA INTERNATIONAL AIRPORT**

Home of the Ironman World Championship triathlon, Kona is known as the dry and sunny side of the Big Island boasting black sand beaches and world famous coffee. Kona International Airport at Keahole (KOA) is the Big Island's primary airport, serving over 3 Million passengers with 135,000+ takeoffs and landings each year.



**AIRLINES**



**KEY ORINATION CITIES (DOMESTIC)**

LOS ANGELES • SAN FRANCISCO • SEATTLE • SAN JOSE • OAKLAND • PORTLAND • DENVER • CHICAGO • PHOENIX

**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.

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## 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)
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## 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
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