

KAHULUI AIRPORT

MAUI, HAWAII

OGG

FACT SHEET



KAHULUI AIRPORT

Maui has been voted "The Best Island in the United States" for more than 20 years in a row, by Conde Nast Traveler. Kahului Airport (OGG) is Maui's primary airport and entry point, serving more than 6.6 Million passengers with 134,000+ takeoffs and landings each year.



AIRLINES



KEY ORIGINATION CITIES (DOMESTIC)

LOS ANGELES • SAN FRANCISCO • SEATTLE • SAN DIEGO • PORTLAND • CHICAGO • NEW YORK • SAN JOSE • SACRAMENTO • OAKLAND • DALLAS/FORT WORTH • SALT LAKE CITY

KEY ORIGINATION REGIONS (INTERNATIONAL)

CANADA • JAPAN • KOREA • EUROPE • AUSTRALIA • CHINA



THE MAUI TRAVELER

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

MAUI VISITOR KEY ARRIVAL STATISTICS

- Total Arriving Passengers: 2,271,354
 - 70% are "Repeat Visitors", averaging 5.32 total trips to Maui
 - 90% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)
-

MAUI VISITOR KEY DEMOGRAPHICS

- 17.3% earn more than \$250,000/year
 - 64.5% earn more than \$100,000/year
 - 47.4% stay in Maui luxury accommodations \$500+/night
 - Average age of party head: 47.5 yrs
 - Average party size: 2.18 persons
-



FREQUENT TRAVELING MAUI RESIDENTS

Frequent Traveling Maui Residents are typically one of the following categories:

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