

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 half a Million passengers and 30,000+ takeoffs and landings each year.



AIRLINES



KEY ORIGINATION REGIONS

U.S. WEST • U.S. EAST • JAPAN • OTHER ASIA • OCEANIA • CANADA • EUROPE

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

- Hilo Airport Annual Arriving Visitor Passengers: 509,762 (2022)
 - 70% are "Repeat Visitors"
 - 85% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)
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BIG ISLAND VISITOR KEY DEMOGRAPHICS

- Visitor Spending increased by 45.6% in 2022
- Hawaii Island Luxury accommodations \$400+/night
- Average age of party head: 47 yrs
- Average party size: 2.1 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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