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

KOA
FACT SHEET

HAWAI'I
AIRPORT ADVERTISING

ELLISON ONIZUKA 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. Ellison Onizuka Kona International Airport at Keahole (KOA) is the Big Island's primary airport, serving over 4.1 Million passengers with 66,000+ takeoffs and landings each year.

AIRLINES

HAWAIIAN AIRLINES.   Southwest   UNITED

Alaska.   American Airlines   DELTA   WESTJET

MOKULELE AIRLINES   AIR CANADA   JAL JAPAN AIRLINES

KEY ORIGINATION CITIES (DOMESTIC)

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

KEY ORIGINATION REGIONS (INTERNATIONAL)

CANADA • JAPAN • KOREA • EUROPE • AUSTRALIA • CHINA

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KAHULUI AIRPORT • ELLISON ONIZUKA KONA INTERNATIONAL AIRPORT AT KEAHOLE • LIHU'E AIRPORT • HILO INTERNATIONAL AIRPORT

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KOA
DEMOGRAPHICS

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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

- Kona Airport Annual Arriving Visitor Passengers: 1,465,157 (2022)
- 70% are "Repeat Visitors"
- 85% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)

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