

LIHUE AIRPORT

KAUAI, HAWAII

LIH FACT SHEET



LIHUE AIRPORT

Nicknamed the “Garden Island,” Kauai’s stunning natural beauty includes the rugged Na Pali Coast and the massive Waimea Canyon, known as “The Grand Canyon of the Pacific.” LIH Airport (LIH) is Kauai’s primary airport and entry point, serving more than 3.6 Million passengers with 130,000+ takeoffs and landings each year.



AIRLINES



KEY ORINATION CITIES (DOMESTIC)

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OAKLAND • SAN JOSE • PHOENIX • DENVER

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THE KAUAI TRAVELER

Kauai 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.

KAUAI VISITOR KEY ARRIVAL STATISTICS

- Annual Arriving Visitor Passengers: 1,345,265 (2022)
- 74% are "Repeat Visitors"
- 91% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)

KAUAI VISITOR KEY DEMOGRAPHICS

- Visitor Spending increase by 55.4% in 2022
- Kauai Luxury accommodations \$400+/night
- Average age of party head: 47 yrs
- Average party size: 2.2 persons



FREQUENT TRAVELING KAUAI RESIDENTS

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

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