

KAHULUI AIRPORT

MAUI, HAWAII

OGG

FACT SHEET



KAHULUI AIRPORT

Maui is in the top 5 for "The Best U.S. Islands: 2022 Readers' Choice Awards" by Conde Nast Traveler. Kahului Airport (OGG) is Maui's primary airport and entry point, serving more than 8.4 Million passengers with 138,000+ 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

PACIFIC
MEDIA
GROUP

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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: 2,910,782 (2022)
- 70% are "Repeat Visitors"
- 91% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)

MAUI VISITOR KEY DEMOGRAPHICS

- Visitor Spending increased 40.7% in 2022
- Maui Luxury accommodations \$600+/night
- Average age of party head: 47yrs
- Average party size: 2.3 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