

# 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



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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.

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## 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)
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## 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
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## 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
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