

# 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 2.8 Million passengers with 132,000+ takeoffs and landings each year.



### AIRLINES



### KEY ORINATION CITIES (DOMESTIC)

LOS ANGELES • SAN FRANCISCO • SEATTLE • SAN DIEGO • OAKLAND •  
SAN JOSE • PHOENIX • DENVER

### KEY ORINATION REGIONS (INTERNATIONAL)

CANADA • JAPAN • KOREA • EUROPE • AUSTRALIA • CHINA



## 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.

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## KAUAI VISITOR KEY ARRIVAL STATISTICS

- Annual Arriving Visitor Passengers: 1,166,043
  - 70% are "Repeat Visitors", averaging 5.3 total trips to Kauai
  - 90% primary purpose of trip is for "Pleasure" (Vacation, Honeymoon or Getting Married)
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## KAUAI VISITOR KEY DEMOGRAPHICS

- 63.6% stay in Kauai deluxe and luxury accommodations \$250+/night
  - Average age of party head: 49.2 yrs
  - Average party size: 2.12 persons
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## 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
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