

Hawaii

Destination One-Pager

The Pacific's most regulated luxury market: Maui's post-fire reset, Oahu's volume, Kauai's quiet — and a visitor economy debating its own limits.

9.64M

visitors in 2025 (−0.6% YoY; spend \$21.75B, +5.7%)

TOP SOURCE MARKETS

U.S. West		5.01M
U.S. East		2.41M
Japan		732K (+3.3%)
Canada		394K (−11.6%)

Source: Hawaii DBEDT — <https://dbedt.hawaii.gov/>

Full destination coverage: <https://travelintelligenceoffice.com/hawaii/>

