



U.S. Fact Sheet

United States Overview

The Hawai'i Visitors and Convention Bureau (HVCB) is contracted by the HTA for brand marketing management services for the United States major market area. The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. HVCB's COVID-19 recovery plan continues to focus on welcoming back repeat visitors who know the islands and want to *mālama* (take care of) Hawai'i during their visit. In 2021, efforts to educate visitors pre- and post-arrival about Hawai'i's Safe Travels program will continue. HVCB will promote the Mālama Hawai'i campaign, a partnership with visitor industry partners and volunteer organizations that invites visitors to stay in a new way – to take the time to really know the island, form a deeper connection with Hawai'i's culture, travel mindfully and *mālama* Hawai'i.

Year-to-Date May 2021 Quick Facts^{1/}

Visitor Expenditures:	\$3.39 billion
Primary Purpose of Stay:	Pleasure (1,632,994) vs. MCI (19,368)
Average Length of Stay:	9.95 days
First Time Visitors:	27.8%
Repeat Visitors:	72.2%

U.S. Total

U.S. TOTAL (by Air)	2019	2020P*	% Change 2020P vs 2019	2021 Annual Forecast ^{2/}	YTD May 2021P	YTD May 2020P	% change YTD
Visitor Expenditures (\$ Millions)	11,636.2	3,456.8*	NA	7,833.4	3,389.7	2,667.6†	NA
Visitor Days	61,786,807	21,935,014	-64.5%	42,553,079	18,958,543	13,832,184	37.1%
Arrivals	6,871,839	1,982,449	-71.2%	4,403,876	1,904,640	1,435,925	32.6%
Average Daily Census	169,279	59,932	-64.6%	116,265	125,553	91,001	38.0%
Per Person Per Day Spending (\$)	188.3	188.3*	NA	184.1	178.8	197.9†	NA
Per Person Per Trip Spending (\$)	1,693.3	1,894.8*	NA	1,778.7	1,779.7	1,874.4†	NA
Length of Stay (days)	8.99	11.06	23.1%	9.66	9.95	9.63	3.3%

*2020 visitor spending data were only available from January – March, November and December 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions.

^{1/}Year-to-date 2020 visitor spending statistics presented were from January-March 2020 only.

^{2/}Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 1, 2021).

U.S. West

U.S. WEST MMA (by Air)	2019	2020P	% Change 2020P vs 2019	2021 Annual Forecast ^{2/}	YTD May 2021P	YTD May 2020P	% change YTD
Visitor Expenditures (\$ Millions)	6,952.0	2,043.7*	NA	4,850.7	2,271.3	1,511.4†	NA
Visitor Days	39,752,689	13,873,947	-65.1%	28,031,536	12,953,932	8,397,384	54.3%
Arrivals	4,595,319	1,306,388	-71.6%	3,002,696	1,344,101	917,741	46.5%
Average Daily Census	108,911	37,907	-65.2%	76,799	85,788	55,246	55.3%
Per Person Per Day Spending (\$)	174.9	176.5*	NA	173.0	175.3	184.9†	NA
Per Person Per Trip Spending (\$)	1,512.8	1,705.5*	NA	1,615.5	1,689.9	1,662.9†	NA
Length of Stay (days)	8.65	10.62	22.8%	9.34	9.64	9.15	5.3%

*2020 visitor spending data were only available from January – March, November and December 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions.

†Year-to-date 2020 visitor spending statistics presented were from January-March 2020 only.

^{2/}Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 1, 2021).

U.S. East

U.S. EAST MMA (by Air)	2019	2020P	% Change 2020P vs 2019	2021 Annual Forecast ^{2/}	YTD May 2021P	YTD May 2020P	% change YTD
Visitor Expenditures (\$ Millions)	4,684.2	1,413.1*	NA	2,982.6	1,118.4	1,156.3†	NA
Visitor Days	22,034,119	8,061,068	-63.4%	14,521,543	6,004,611	5,434,801	10.5%
Arrivals	2,276,520	676,061	-70.3%	1,401,180	560,540	518,185	8.2%
Average Daily Census	60,367	22,025	-63.5%	39,785	39,766	35,755	11.2%
Per Person Per Day Spending (\$)	212.6	208.2*	NA	205.4	186.3	217.9†	NA
Per Person Per Trip Spending (\$)	2,057.6	2,257.2*	NA	2,128.7	1,995.2	2,248.2†	NA
Length of Stay (days)	9.68	11.92	23.2%	10.36	10.71	10.49	2.1%

*2020 visitor spending data were only available from January – March, November and December 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions.

†Year-to-date 2020 visitor spending statistics presented were from January-March 2020 only.

^{2/}Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 1, 2021).

Contact Information

Hawai'i Tourism Authority: Laci Goshi, Market Manager
 Tel: (808) 973-2268
laci@gohta.net

Hawai'i Tourism United States: Jay Talwar, Senior Vice President & Chief Marketing Officer
 Hawai'i Visitors & Convention Bureau
 2270 Kalākaua Avenue, Suite 801
 Honolulu, Hawai'i 96815
 Telephone: (808) 924-0220
italwar@hvcb.org

Market Summary

In May 2021, the State's Safe Travels program was still underway, with most passengers arriving from out-of-state able to bypass the 10-day self-quarantine with a valid negative COVID-19 prior to departure. The counties of Hawai'i, Kaua'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in May. The CDC enforced restrictions on cruise ships through a "Conditional Sail Order."

In terms of travel restrictions in May 2021, California issued a travel advisory that recommended caution and suggested self-quarantines for unvaccinated Californians returning to the state. In Oregon, returning residents, were still advised to self-quarantine for 14 days after arrival, except for asymptomatic travelers who had received a complete dosage of the COVID-19 vaccine and it had been 14 days since their final dose. In Washington, returning residents who were fully vaccinated with an FDA-authorized vaccine were not required to get tested before or after travel unless required by the destination, and did not need to self-quarantine. Unvaccinated travelers were recommended to get tested before and after traveling. In New York, there was no quarantine or testing requirements for asymptomatic domestic travelers. Unvaccinated returning residents were recommended to get tested three to five days after arrival in New York and consider non-mandated self-quarantine (for seven days if tested within three to five days, otherwise for ten days).

U.S. West

- Through the first five months of 2021, there were 1,344,101 visitors from the U.S. West compared to 917,741 visitors (+46.5%) in year-to-date 2020, versus 1,805,355 visitors (-25.5%) in year-to-date 2019.
- For the first five months of 2021, total visitor spending was \$2.27 billion, down 17.3 percent from \$2.75 billion in year-to-date 2019. Comparative year-to-date May 2020 spending data was not available.
- Through the first five months of 2021, there were 14,357 scheduled flights with 2,836,598 seats from the U.S. West. In comparison, there were 10,784 flights with 2,185,115 seats in year-to-date 2020, versus 16,914 flights with 3,393,809 seats in year-to-date May 2019.
- Comparing year-to-date 2021 vs. year-to-date 2020, increased air service from Denver (108,719, +33.9%) Long Beach (67,382 +309.8%), Los Angeles (725,779, +17.2%), Oakland (188,358, +7.4%), Phoenix (182,637, +78.4%), Portland (131,318, +18.5%), Sacramento (103,118, +42.1%), Salt Lake City (68,862, +67.9%), San Diego (141,103, +76.9%), San Francisco (374,516, +1.4%), San Jose (220,599, +91.5%) and Seattle (412,870, +36.3%); and new service from Ontario (10,773 seats) and Santa Ana (3,276) offset reduced air service from Las Vegas (68,032, -2.2%).
- For all of 2020, arrivals decreased 71.6 percent to 1,306,388 visitors. Visitor days dropped 65.1 percent. The average daily census showed 37,907 visitors per day, down 65.2 percent compared to 2019.
- Scheduled air seats for 2020 fell 56.0 percent compared to the previous year.
- In 2019, the U.S. West market reported a 5.5 percent gain in visitor spending to \$6.95 billion. Visitor arrivals (+9.3% to 4,595,319 visitors) and visitor days (+6.1%) increased but daily visitors spending was down slightly (-0.5% to \$175 per person) compared to 2018. The

average daily census showed 108,911 visitors per day in 2019, an increase of 6.1 percent compared to 2018.

- In 2019, scheduled air seats from U.S. West grew 5.5 percent compared to 2018.

U.S. East

- Through the first five months of 2021, there were 560,540 visitors from the U.S. East compared to 518,185 visitors (+8.2%) in year-to-date 2020, versus 946,137 visitors (-40.8%) in year-to-date 2019.
- For the first five months of 2021, total visitor spending was \$1.12 billion, a decrease of 41.7 percent from \$1.92 billion in year-to-date 2019.
- Through the first five months of 2021, there were 1,502 scheduled flights with 380,421 seats from the U.S. East. In comparison, there were 1,169 flights with 332,835 seats in year-to-date 2020, versus 1,669 flights with 482,124 seats in year-to-date May 2019.
- Comparing year-to-date 2021 vs. year-to-date 2020, increased service from Atlanta (29,726, +21.1%), Dallas (160,795, +46.9%), Minneapolis (26,830, +45.3%); and new service from Austin (3,336), Charlotte (6,006) and Orlando (6,394); offset suspended flights from Detroit and reduced air service from Boston (13,066, -23.0%), Chicago (74,859, -1.1%), Houston (28,248, -14.1%), New York (JFK) (20,294, -18.5%), and Newark (8,299, -60.7%).
- For all of 2020, arrivals declined 70.3 percent to 676,061 visitors. Visitor days fell 63.4 percent. The average daily census showed 22,025 visitors per day, a decrease of 63.5 percent compared to 2019.
- Scheduled air seats in 2020 declined 58.7 percent compared to the previous year.
- In 2019, spending by U.S. East visitors rose 3.4 percent to \$4.68 billion. Visitor arrivals rose(+4.7% to 2,276,520 visitors), visitor days increased (+2.2%) and daily visitor spending was higher (+1.2% to \$213 per person) compared to 2018. The average daily census showed 60,367 visitors per day in 2019, a 2.2 percent growth compared to 2018.
- In 2019, scheduled air seats from U.S. East rose 7.6 percent compared to 2018.

Market Conditions

- The number of positive forces acting on the U.S. economy is unprecedented with fiscal stimulus, monetary policy, state re-openings and vaccine distribution all playing a role. The unemployment rate for May fell to 5.8 percent as hiring picked up and some states announced they will roll back federal unemployment benefits.
- The Conference Board Consumer Confidence Index held steady in May 2021 following a gain in April. The Index now stands at 117.2 (1985=100), down marginally from 117.5 in April.
- The Present Situation Index based on consumers' assessment of current business and labor market conditions increased from 131.9 to 144.3. The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions fell to 99.1 in May, down from 107.9 last month.
- Major U.S. wholesalers' focus continues to be Hawai'i's safety and protocol guide, travel insurance/protection, and travel advisor educational messaging.

- Wholesale partners are seeing positive trends and increased demand in week-over-week bookings. All are seeing sustained strength and the largest total booking pace since pre-pandemic levels. Bookings have been stronger for autumn than Hawai'i typically sees and especially strong into the winter holidays.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for June - August 2021 will increase by +702.1 percent as compared with the same time period of 2020 (April 2020 was the first month of the 14-day quarantine and the immediate reduction of flights). The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue in all major market areas including U.S. West (+649.7%) and U.S. East (+1,394.3%). The situation is being monitored and the forecast adjusted accordingly.
- Starting from June 15, all restrictions in California except those for conventions of more than 5,000 attendees were lifted.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2019	2020P	% Change 2020P vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
O'ahu	3,326,507	963,021	-71.1%	890,493	700,496	27.1%
Maui County	2,488,629	671,779	-73.0%	717,821	489,403	46.7%
Maui	2,449,124	658,972	-73.1%	707,755	479,612	47.6%
Moloka'i	42,603	12,210	-71.3%	7,073	9,741	-27.4%
Lāna'i	59,810	14,517	-75.7%	12,454	11,566	7.7%
Kaua'i	1,135,672	280,866	-75.3%	137,978	233,894	-41.0%
Island of Hawai'i	1,251,171	379,096	-69.7%	340,911	282,489	20.7%

U.S. West

U.S. WEST MMA (by Air)	2019	2020P	% Change 2020P vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
O'ahu	2,005,506	578,019	-71.2%	575,668	409,590	40.5%
Maui County	1,641,441	438,390	-73.3%	521,976	302,359	72.6%
Maui	1,616,213	430,048	-73.4%	515,135	296,075	74.0%
Moloka'i	25,823	7,408	-71.3%	4,718	5,793	-18.6%
Lāna'i	31,672	7,962	-74.9%	7,745	6,144	26.1%
Kaua'i	730,725	179,734	-75.4%	95,243	143,029	-33.4%
Island of Hawai'i	786,520	244,973	-68.9%	242,469	174,634	38.8%

U.S. East

U.S. EAST MMA (by Air)	2019	2020P	% Change 2020P vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
O'ahu	1,321,001	385,002	-70.9%	314,825	290,906	8.2%
Maui County	847,188	233,389	-72.5%	195,844	187,044	4.7%
Maui	832,911	228,924	-72.5%	192,620	183,537	4.9%
Moloka'i	16,780	4,802	-71.4%	2,355	3,948	-40.3%
Lāna'i	28,138	6,554	-76.7%	4,709	5,422	-13.2%
Kaua'i	404,948	101,132	-75.0%	42,735	90,864	-53.0%
Island of Hawai'i	464,651	134,123	-71.1%	98,442	107,855	-8.7%

Airlift

	2021					2020					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US WEST	1,555,212	2,267,959	2,875,569	2,472,195	9,170,935	2,022,576	253,873	423,959	1,071,640	3,772,048	-23.1	793.3	578.3	130.7	143.1
Anchorage	19,875	14,469	16,536	29,256	80,136	29,256	0	0	8,745	38,001	-32.1	NA	NA	234.5	110.9
Denver	55,187	100,294	129,536	113,792	398,809	80,667	507	12,702	57,320	151,196	-31.6	19,681.9	919.8	98.5	163.8
Las Vegas	43,090	61,735	134,691	94,614	334,130	69,576	0	0	20,082	89,658	-38.1	NA	NA	371.1	272.7
Long Beach	25,683	66,948	78,876	47,376	218,883	16,443	0	0	3,024	19,467	56.2	NA	NA	1,466.7	1,024.4
Los Angeles	382,753	628,324	832,944	748,026	2,592,047	556,146	99,818	140,956	267,284	1,064,204	-31.2	529.5	490.9	179.9	143.6
Oakland	112,548	135,875	160,664	89,964	499,051	153,858	32,375	32,200	83,225	301,658	-26.8	319.7	399.0	8.1	65.4
Ontario	2,079	14,364	17,388	17,388	51,219	0	0	0	0	0	NA	NA	NA	NA	NA
Phoenix	91,993	148,561	178,533	157,764	576,851	102,399	0	6,272	69,507	178,178	-10.2	NA	2,746.5	127.0	223.7
Portland	75,665	87,900	85,071	109,664	358,300	110,849	0	15,498	31,260	157,607	-31.7	NA	448.9	250.8	127.3
Sacramento	64,464	68,829	71,070	47,376	251,739	71,883	700	11,340	38,269	122,192	-10.3	9,732.7	526.7	23.8	106.0
Salt Lake City	41,050	46,512	42,790	41,584	171,936	41,020	0	0	11,526	52,546	0.1	NA	NA	260.8	227.2
San Diego	74,971	122,721	196,829	139,276	533,797	79,758	0	20,282	56,904	156,944	-6.0	NA	870.5	144.8	240.1
San Francisco	211,029	294,586	377,899	348,343	1,231,857	332,865	55,630	100,571	166,902	655,968	-36.6	429.5	275.8	108.7	87.8
San Jose	130,016	156,784	192,553	134,584	613,937	114,667	525	0	77,245	192,437	13.4	29,763.6	NA	74.2	219.0
Santa Ana	0	7,056	11,592	11,592	30,240	0	0	0	0	0	NA	NA	NA	NA	NA
Seattle	224,809	313,001	348,597	341,596	1,228,003	263,189	64,318	84,138	180,347	591,992	-14.6	386.6	314.3	89.4	107.4

Source: HTA analysis based on scheduled Seats from Diio Mi flight schedules as of May 25, 2021, subject to change.

	2021					2020					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
US EAST	208,269	328,804	403,874	377,870	1,318,817	330,695	8,458	33,315	115,406	487,874	-37.0	3,787.5	1,112.3	227.4	170.3
Atlanta	16,136	23,253	23,239	26,956	89,584	24,542	0	0	3,164	27,706	-34.3	NA	NA	752.0	223.3
Austin	0	6,950	9,452	7,228	23,630	0	0	0	0	0	NA	NA	NA	NA	NA
Boston	7,228	10,842	18,070	18,348	54,488	16,958	0	0	1,112	18,070	-57.4	NA	NA	1,550.0	201.5
Charlotte	0	15,288	25,116	25,116	65,520	0	0	0	0	0	NA	NA	NA	NA	NA
Chicago	38,222	65,480	81,087	66,617	251,406	74,438	1,284	7,665	30,568	113,955	-48.7	4,999.7	957.9	117.9	120.6
Dallas	102,892	109,559	124,805	124,083	461,339	109,434	6,318	25,650	64,488	205,890	-6.0	1,634.1	386.6	92.4	124.1
Detroit	0	0	0	0	0	1,758	0	0	0	1,758	NA	NA	NA	NA	NA
Houston	15,622	21,210	25,392	30,848	93,072	32,032	856	0	8,988	41,876	-51.2	2,377.8	NA	243.2	122.3
Minneapolis	13,994	22,078	12,288	9,492	57,852	18,459	0	0	2,486	20,945	-24.2	NA	NA	281.8	176.2
New York JFK	10,842	19,738	25,576	25,576	81,732	24,892	0	0	1,390	26,282	-56.4	NA	NA	1,740.0	211.0
Newark	1,665	16,694	30,333	24,030	72,722	21,120	0	0	3,210	24,330	-92.1	NA	NA	648.6	198.9
Orlando	1,668	8,340	9,174	6,950	26,132	0	0	0	0	0	NA	NA	NA	NA	NA
Washington D.C.	0	9,372	19,342	12,626	41,340	7,062	0	0	0	7,062	NA	NA	NA	NA	485.4

Source: HTA analysis based on scheduled Seats from Diio Mi flight schedules as of May 25, 2021, subject to change.

Group vs. True Independent; Leisure vs. Business

U.S. Total

	2019	2020P ^{3/}	% Change 2020P vs 2019	YTD May 2021P ^{3/}	YTD May 2020P	% change YTD
U.S. TOTAL (by Air)						
Group vs True Independent (Net)						
Group tour	143,078	35,458	-75.2%	15,603	31,981	-51.2%
True Independent (Net)	5,674,869	1,739,480	-69.3%	1,679,526	1,234,062	36.1%
Leisure vs business						
Pleasure (Net)	5,720,309	1,524,070	-73.4%	1,632,994	1,154,714	41.4%
MCI (Net)	293,659	93,466	-68.2%	19,368	90,217	-78.5%
Convention/Conf.	171,970	60,368	-64.9%	8,656	59,227	-85.4%
Corp. Meetings	72,478	20,115	-72.2%	5,664	18,845	-69.9%
Incentive	59,031	15,936	-73.0%	5,575	15,001	-62.8%

U.S. West

U.S. WEST MMA (by Air)	2019	2020P ^{3/}	% Change 2020P vs 2019	YTD May 2021P ^{3/}	YTD May 2020P	% change YTD
Group vs True Independent (Net)						
Group tour	67,037	16,140	-75.9%	9,558	13,806	-30.8%
True Independent (Net)	3,836,896	1,164,871	-69.6%	1,194,402	803,659	48.6%
Leisure vs business						
Pleasure (Net)	3,885,753	1,020,345	-73.7%	1,167,785	748,526	56.0%
MCI (Net)	154,692	47,963	-69.0%	11,806	45,594	-74.1%
Convention/Conf.	91,100	29,958	-67.1%	5,225	29,125	-82.1%
Corp. Meetings	42,499	11,252	-73.5%	3,717	10,350	-64.1%
Incentive	25,831	8,142	-68.5%	3,155	7,443	-57.6%

U.S. East

U.S. EAST MMA (by Air)	2019	2020P ^{3/}	% Change 2020P vs 2019	YTD May 2021P ^{3/}	YTD May 2020P	% change YTD
Group vs True Independent (Net)						
Group tour	76,041	19,318	-74.6%	6,046	18,175	-66.7%
True Independent (Net)	1,837,972	574,609	-68.7%	485,124	430,403	12.7%
Leisure vs business						
Pleasure (Net)	1,834,556	503,725	-72.5%	465,209	406,188	14.5%
MCI (Net)	138,967	45,503	-67.3%	7,563	44,622	-83.1%
Convention/Conf.	80,869	30,410	-62.4%	3,431	30,102	-88.6%
Corp. Meetings	29,980	8,863	-70.4%	1,947	8,495	-77.1%
Incentive	33,199	7,794	-76.5%	2,421	7,557	-68.0%

^{3/} Beginning June 2020, certain categories reflect only domestic data (italicized) as international data were not available.

First Timers vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2019	2020P ^{3/}	% Change 2020P vs 2019	YTD May 2021P ^{3/}	YTD May 2020P	% change YTD
1st timers (%)	26.7	23.8	-3.0	27.8	24.5	3.3
Repeaters (%)	73.3	76.2	3.0	72.2	75.5	-3.3

U.S. West

U.S. WEST MMA (by Air)	2019	2020P ^{3/}	% Change 2020P vs 2019	YTD May 2021P ^{3/}	YTD May 2020P	% change YTD
1st timers (%)	19.4	16.9	-2.5	20.3	17.6	2.7
Repeaters (%)	80.6	83.1	2.5	79.7	82.4	-2.7

U.S. East

U.S. EAST MMA (by Air)	2019	2020P ^{3/}	% Change 2020P vs 2019	YTD May 2021P ^{3/}	YTD May 2020P	% change YTD
1st timers (%)	41.5	37.1	-4.5	46.0	36.9	9.1
Repeaters (%)	58.5	62.9	4.5	54.0	63.1	-9.1

^{3/} Beginning June 2020, certain categories reflect only domestic data (italicized) as international data were not available.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2019	2020P	% Change 2020P vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
State tax revenue generated (\$ Millions) ^{4/}	1,358.25	403.50*	NA	395.67	311.38†	NA

^{4/}State government tax revenue generated (direct, indirect, and induced).

*2020 State tax revenue generated were calculated based on available visitor spending data from January – March, November and December 2020 only.

†Tax revenue generated for year-to-date 2020 were calculated based on available spending data from January-March 2020 only.

U.S. West

U.S. WEST MMA (by Air)	2019	2020P	% Change 2020P vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
State tax revenue generated (\$ Millions) ^{4/}	811.48	238.55*	NA	265.12	176.42†	NA

^{4/}State government tax revenue generated (direct, indirect, and induced).

*2020 State tax revenue generated were calculated based on available visitor spending data from January – March, November and December 2020 only.

†Tax revenue generated for year-to-date 2020 were calculated based on available spending data from January-March 2020 only.

U.S. East

U.S. EAST MMA (by Air)	2019	2020P	% Change 2020P vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
State tax revenue generated (\$ Millions) ^{4/}	546.77	164.95*	NA	130.54	134.97†	NA

^{4/}State government tax revenue generated (direct, indirect, and induced).

*2020 State tax revenue generated were calculated based on available visitor spending data from January – March, November and December 2020 only.

†Tax revenue generated for year-to-date 2020 were calculated based on available spending data from January-March 2020 only.