



HTA FACT SHEET

(Feb. 10, 2016)

Tourism's Benefits to Hawai'i's Economy

- Tourism is the largest single source of private capital into Hawai'i's economy.
- In 2015, there was an average of 214,469 visitors per day in the Hawaiian Islands.
- Hawai'i visitors spent on average more than \$41 million per day in 2015.
- Hawai'i tourism supported 170,000 jobs in 2015, highest of any industry.

2015: A Banner Year for Hawai'i Tourism

- Last year produced record totals for Hawai'i tourism:
 - ❖ 8.65 million visitor arrivals. (*Projected 8.8 million for 2016: +1.6%*)
 - ❖ \$15.2 billion visitor expenditures. (*Projected \$15.9 billion for 2016: +3.5%*)
 - ❖ 11.9 airline seats serving Hawai'i.
 - ❖ \$25.2 billion in sales for the State's economy.
 - ❖ \$1.6 billion in State tax revenue.

New Vision for the Hawai'i Tourism Authority (HTA)

- George D. Szigeti, President & CEO (Appointed May 28, 2015)
- Randy Baldemor, Chief Operating Officer (Appointed June 9, 2015)
- Results of HTA's restructuring in 2015:
 - ❖ **Lower Costs:** Reduced admin costs by \$1.3 million (5% to 3.5%).
 - ❖ **Greater Efficiency:** Streamlined and consolidated operations.
 - ❖ **Improved Accountability:** Stronger controls and measurements in place.
 - ❖ **Detailed Budgeting:** Very precise in how HTA is utilizing State funds.
 - ❖ **Better Transparency:** Open communication with public and private stakeholders.
 - ❖ **Staff Empowerment:** Revitalized the office culture, empowered staff to lead.
 - ❖ **Encouraging Innovation:** Adapting to changing visitor needs and technology.

HTA's Community Impact

- HTA supported festivals and events vital to communities statewide in 2015:
 - ❖ Hawaiian culture and heritage: **33 programs.**
 - ❖ Hawai'i's natural resources: **32 programs.**
 - ❖ Community festivals, events and projects: **89 programs.**
 - ❖ Native Hawaiian festivals, major festivals and sports events: **21 programs.**

"It takes a team to live the dream" – George D. Szigeti