



For Immediate Release: May 26, 2016

Statement by George D. Szigeti, President and CEO, Hawai'i Tourism Authority

RE: Hawai'i's Visitor Statistics Results for April 2016

HONOLULU – George D. Szigeti, president and CEO of the Hawai'i Tourism Authority (HTA), issued the following statement regarding Hawai'i's visitor statistics for April 2016.

“Hawai'i attracted its most visitors ever in April, primarily due to a convergence of two events that fell in our favor. The rescheduling of some cruises to arrive in April brought in an influx of visitors that would not have occurred otherwise, and we realized a spike in visitors from Japan the last week of April for the start of the Golden Week holidays.

“For the first time in nearly two years, monthly visitor arrivals from our largest market, the U.S. West, did not surpass the previous year's total in April. Arrivals from our second largest market, the U.S. East, also came in behind last year's total for the first time in six months. Fortunately, these results were offset by the strong showing from our other international markets, which doesn't include Japan or Canada.

“The visitor statistics year-to-date show that Hawai'i remains ahead of last year's record-setting pace for both arrivals and expenditures. This is encouraging news for our tourism industry and conveys the enduring appeal of the Hawai'i brand to travelers worldwide.”

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