



For Immediate Release: February 28, 2017
HTA Release (17-06)

Visitor Spending Increased 10.1 Percent to \$1.6 Billion in January 2017

Visitor Arrivals Grew by 4.9 Percent

HONOLULU – Visitors to the Hawaiian Islands in January 2017 spent a total of \$1.6 billion, which was an increase of 10.1 percent compared to January 2016, according to preliminary statistics released today by the Hawaii Tourism Authority (HTA).

Total visitor arrivals to Hawaii rose 4.9 percent to 756,313 visitors in January 2017, with total visitor days¹ also increasing by 3.9 percent year-over-year versus January 2016.

Visitor spending increased from U.S. West (+19.8% to \$544 million), U.S. East (+6.7% to \$433.1 million) and Japan (+26.5% to \$200.4 million), while spending by visitors from All Other International Markets (-4.3% to \$265.7 million) and Canada (-0.6% to \$158.4 million) decreased compared to January 2016.

Statewide average daily spending was higher (+6% to \$208 per person) in January 2017 than January 2016. Visitors spent more per day from U.S. West (+15.2% to \$198 per person), Japan (+14.6% to \$273 per person), Canada (+2.8% to \$172 per person) and U.S. East (+2.6% to \$207 per person), while visitors from All Other International Markets spent less (-7.3% to \$232 per person).

A total of 738,883 visitors (+4.1%) arrived in Hawaii by air in January 2017, while 17,430 visitors (+58.3%) came aboard cruise ships. Arrivals by air increased from U.S. West (+4.5% to 266,780), U.S. East (+6.3% to 172,680), Japan (+6.9% to 123,390) and Canada (+2% to 65,048), while arrivals decreased from All Other International Markets (-1.9% to 110,986).

All of the Hawaiian Islands saw growth in visitor arrivals compared to January 2016. Visitor spending increased on O'ahu, Kaua'i, Moloka'i, Lāna'i, and the island of Hawaii, but decreased on Maui.

The total number of air seats serving Hawaii (+0.2% to 1,024,115) in January 2017 was similar to January 2016. Growth in scheduled seats from U.S. East (+13.4%), Other Asia (+8.7%) and Japan (+8.2%) was partially offset by fewer seats from Oceania (-9.7%), U.S. West (-3.3%) and Canada (-2.7%).

Other Highlights:

U.S. West: Arrivals from the Mountain (+7.5%) and Pacific (+2.2%) regions increased compared to January 2016, with more visitors from Utah (+13.1%), Colorado (+11.4%), Oregon (+11.4%), Arizona (+7.9%), Washington (+2.8%) and California (+1.6%).

U.S. East: Growth in visitor arrivals from the Mid Atlantic (+12.6%), New England (+10.1%), South Atlantic (+5.9%), West North Central (+3.6%) and East North Central (+1.5%) regions offset fewer visitors from the East South Central region (-2.3%).

¹ Aggregate number of days stayed by all visitors.

- **MCI:** The number of visitors who came for meetings, conventions and incentives (MCI) increased (+4.4% to 60,572) in January 2017, driven by strong growth in convention visitors (+17.4% to 40,609). Contributing to this increase was the Society of Critical Care Medicine 46th Congress, which was held at the Hawai'i Convention Center and attracted 5,200 out-of-state delegates.
- **Accommodations:** There was moderate growth in hotel usage by visitors from U.S. West (+2.9%) and U.S. East (+6.2%), while stays in rental homes (U.S. West +21.1%, U.S. East +19.7%) rose substantially compared to January 2016. For visitors from Japan, growth in hotel stays (+2.7%) was also modest, while considerably more visitors stayed in condominiums (+39.1%) and timeshare properties (+19.6%) compared to a year ago.

Highlights from All Other Markets:

In January 2017, spending by visitors from All Other International Markets decreased (-4.3% to \$265.7 million), as a result of fewer arrivals (-1.9% to 110,986 visitors) and lower average daily spending (-7.3% to \$232 per person).

- **Oceania:** Visitor arrivals dropped slightly (-0.7%) in January 2017. Growth in arrivals from New Zealand (+10.5% to 3,946) was offset by fewer visitors from Australia (-2.1% to 27,821).
- **Other Asia:** Visitor arrivals were up 4.6 percent in January 2017 compared to January 2016, with strong increases from China (+9.7% to 14,715) and Taiwan (+32.6% to 2,000). A higher number of available air seats and the Lunar New Year Holiday taking place in January 2017 contributed to the growth in visitors from these markets. Visitor arrivals from Korea (+0.5% to 24,340) were similar to last year.
- **Europe:** Combined visitor arrivals from Europe (United Kingdom, France, Germany, Italy and Switzerland) decreased (-1.8% to 7,833) in January 2017 compared to year ago.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined in January 2017 (-4.5% to 2,692).

Island Highlights:

- **O'ahu:** Visitor arrivals (+3.3%) and visitor days (+3.9%) increased in January 2017 compared to January 2016. Higher daily visitor spending (+8.5% to \$204 per person) also contributed to the growth in visitor spending (+12.7% to \$676.7 million). There were more visitors from Canada (+11.4%), Japan (+6%), U.S. East (+4.2%), and U.S. West (+2.7%).
- **Maui:** Visitor arrivals increased (+1.5%) in January 2017 year-over-year, but a shorter length of stay resulted in no growth in visitor days (+0.3%). Visitors spent less on a daily basis (-3.7% to \$226 per person), resulting in a decline in visitor spending (-3.4% to \$462.3 million). Increased arrivals from U.S. East (+4%) and U.S. West (+1.8%) offset declines from Canada (-5.6%) and Japan (-2.9%).
- **Island of Hawai'i:** Growth in visitor arrivals (+11.1%) and visitor days (+7.7%), combined with higher daily spending (+12.1% to \$195 per person) contributed to a substantial increase in visitor spending (+20.7% to \$262.4 million) in January 2017. Arrivals from Japan rose significantly (+30.6%) in addition to increases from Canada (+13.1%), U.S. West (+9.8%) and U.S. East (+4.9%).
- **Kaua'i:** Increases in visitor arrivals (+4.4%), visitor days (+3.6%) and much higher daily spending (+17.6% to \$211 per person) led to a considerable gain in visitor spending (+21.8% to \$186.5 million) in January 2017 compared to a year ago. The number of visitors from Japan increased

substantially (+26.6% to 2,558). There were also more visitors from U.S. West (+5.9%), U.S. East (+4.8%) and Canada (+2.3%).

Air Seats to Hawai'i:

- Total air seat capacity (+0.2% to 1,024,115) to Hawai'i in January 2017 was similar to a year ago. Scheduled seats were virtually unchanged (1,016,406), while charter seats increased (+30.6% to 7,709). There were more seats to Hilo (+16.2%), Kona (+7.5%) and Kahului (+0.6%), but fewer seats to Līhu'e (-5.5%). Total air seats to Honolulu (-0.3%) were flat.
- The number of scheduled seats from U.S. West declined (-3.3%) in January 2017 versus last year. The decrease in seats from Los Angeles (-2.2%), Oakland (-5.9%), Phoenix (-4.5%), Portland (-5.2%), San Francisco (-6%), San Jose (-12.8%), Seattle (-4%), and a shift to seasonal-only service from Bellingham (-35%) was partially offset by the increase in seats from Denver (+47.7%) and Salt Lake City (+12.3%).
- Scheduled seats increased from U.S. East (+13.4%) in January 2017 compared to the year prior. More seats from Chicago (+14.8%), Dallas (+23.1%), Minneapolis (+25%) and New York City's John F. Kennedy International Airport (+31.9%) offset decreases from Newark (-7.5%) and Washington D.C. (-22.2%).
- Scheduled seats rose from Japan (+8.2%) in January 2017 versus January 2016. In addition to more seats from Narita (+12.2%), seats from Haneda climbed (+27.5%), with increased service to Honolulu and the launch of non-stop service to Kona in December 2016. These increases entirely offset fewer seats from Nagoya (-18.7%) and Osaka (-2.6%).
- Scheduled seats from Canada declined (-2.7%) in January 2017 compared to a year ago. Seats from Vancouver increased (+2.2%), but there were fewer seats from Toronto (-44.4%), Edmonton (-27.5%) and Calgary (-1.8%), and service was discontinued from Victoria.
- Scheduled seats from Oceania decreased (-9.7%) in January 2017 year-over-year, due to reduced service from Brisbane (-52.4%). Partially offsetting this decline was a growth in seats from Auckland (+5%).
- Air capacity from Other Asia markets rose (+8.7%) in January 2017 versus January 2016. Seats increased from Shanghai (+32.7%), Beijing (+21.5%) and Taipei (+12%) as well as from Seoul (+1.8%).

Cruise Ship Visitors:

- In January 2017, twelve out-of-state cruise ships brought 17,430 visitors to Hawai'i compared to six ships that carried 11,012 visitors in January 2016. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) increased (+18.9% to 26,581) compared to January 2016.
- Over half of the cruise visitors in January 2017 were repeat visitors (57.2%) to the Hawaiian Islands. Most visitors (85.6%) came for a leisure trip, while 10 percent visited friends and relatives during their cruise, and 2.2 percent were on their honeymoon.

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Visitor statistics on the HTA website:

Tables of visitor characteristic and expenditure statistics by visitor market, including data presented in the news release are available for viewing online at:

www.hawaiitourismauthority.org/research/research/visitor-highlights/

Detailed monthly visitor characteristics data tables for each visitor market; Fact Sheets with visitor statistics visitor highlights and economic data for the State of Hawai'i, island counties and selected visitor markets have been posted at:

www.hawaiitourismauthority.org/research/reports/major-market-areas/

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaiitourismauthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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January 2017 Arrivals at a Glance

CATEGORY AND MMA	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,607.4	1,459.8	10.1	1,607.4	1,459.8	10.1
Total by air	1,601.6	1,455.3	10.1	1,601.6	1,455.3	10.1
U.S. West	544.0	454.1	19.8	544.0	454.1	19.8
U.S. East	433.1	405.8	6.7	433.1	405.8	6.7
Japan	200.4	158.4	26.5	200.4	158.4	26.5
Canada	158.4	159.4	-0.6	158.4	159.4	-0.6
All Others	265.7	277.6	-4.3	265.7	277.6	-4.3
Visitor arrivals by cruise ships	5.7	4.4	29.7	5.7	4.4	29.7
TOTAL VISITOR DAYS	7,727,298	7,436,534	3.9	7,727,298	7,436,534	3.9
Total by air	7,647,458	7,388,343	3.5	7,647,458	7,388,343	3.5
U.S. West	2,750,909	2,645,879	4.0	2,750,909	2,645,879	4.0
U.S. East	2,095,353	2,013,810	4.0	2,095,353	2,013,810	4.0
Japan	733,521	664,721	10.4	733,521	664,721	10.4
Canada	922,978	954,547	-3.3	922,978	954,547	-3.3
All Others	1,144,697	1,109,386	3.2	1,144,697	1,109,386	3.2
Visitor arrivals by cruise ships	79,840	48,192	65.7	79,840	48,192	65.7
VISITOR ARRIVALS	756,313	720,997	4.9	756,313	720,997	4.9
Total by air	738,883	709,985	4.1	738,883	709,985	4.1
U.S. West	266,780	255,255	4.5	266,780	255,255	4.5
U.S. East	172,680	162,383	6.3	172,680	162,383	6.3
Japan	123,390	115,455	6.9	123,390	115,455	6.9
Canada	65,048	63,798	2.0	65,048	63,798	2.0
All Others	110,986	113,094	-1.9	110,986	113,094	-1.9
Visitor arrivals by cruise ships	17,430	11,012	58.3	17,430	11,012	58.3
AVERAGE LENGTH OF STAY	10.22	10.31	-0.9	10.22	10.31	-0.9
Total by air	10.35	10.41	-0.5	10.35	10.41	-0.5
U.S. West	10.31	10.37	-0.5	10.31	10.37	-0.5
U.S. East	12.13	12.40	-2.2	12.13	12.40	-2.2
Japan	5.94	5.76	3.3	5.94	5.76	3.3
Canada	14.19	14.96	-5.2	14.19	14.96	-5.2
All Others	10.31	9.81	5.1	10.31	9.81	5.1
Visitor arrivals by cruise ships	4.58	4.38	4.7	4.58	4.38	4.7
PER PERSON PER DAY SPENDING (\$)	208.0	196.3	6.0	208.0	196.3	6.0
Total by air	209.4	197.0	6.3	209.4	197.0	6.3
U.S. West	197.8	171.6	15.2	197.8	171.6	15.2
U.S. East	206.7	201.5	2.6	206.7	201.5	2.6
Japan	273.2	238.3	14.6	273.2	238.3	14.6
Canada	171.7	167.0	2.8	171.7	167.0	2.8
All Others	232.1	250.2	-7.3	232.1	250.2	-7.3
Visitor arrivals by cruise ships	71.9	91.8	-21.7	71.9	91.8	-21.7
PER PERSON PER TRIP SPENDING (\$)	2,125.3	2,024.6	5.0	2,125.3	2,024.6	5.0
Total by air	2,167.6	2,049.8	5.7	2,167.6	2,049.8	5.7
U.S. West	2,039.3	1,779.1	14.6	2,039.3	1,779.1	14.6
U.S. East	2,508.3	2,498.7	0.4	2,508.3	2,498.7	0.4
Japan	1,623.8	1,372.2	18.3	1,623.8	1,372.2	18.3
Canada	2,435.8	2,498.7	-2.5	2,435.8	2,498.7	-2.5
All Others	2,393.6	2,454.6	-2.5	2,393.6	2,454.6	-2.5
Visitor arrivals by cruise ships	329.3	401.9	-18.1	329.3	401.9	-18.1

P=Preliminary data.

Source:Hawaii Tourism Authority

January 2017 Island Highlights

CATEGORY AND ISLAND	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,607.4	1,459.8	10.1	1,607.4	1,459.8	10.1
Total by air	1,601.6	1,455.3	10.1	1,601.6	1,455.3	10.1
O'ahu	676.7	600.5	12.7	676.7	600.5	12.7
Maui	462.3	478.7	-3.4	462.3	478.7	-3.4
Moloka'i	6.0	4.0	49.4	6.0	4.0	49.4
Lāna'i	7.7	1.6	368.0	7.7	1.6	368.0
Kaua'i	186.5	153.1	21.8	186.5	153.1	21.8
Haw ai'i Island	262.4	217.4	20.7	262.4	217.4	20.7
Visitor arrivals by cruise ships	5.7	4.4	29.7	5.7	4.4	29.7
TOTAL VISITOR DAYS	7,727,298	7,436,534	3.9	7,727,298	7,436,534	3.9
Total by air	7,647,458	7,388,343	3.5	7,647,458	7,388,343	3.5
O'ahu	3,315,984	3,190,875	3.9	3,315,984	3,190,875	3.9
Maui	2,044,932	2,039,032	0.3	2,044,932	2,039,032	0.3
Moloka'i	38,929	39,245	-0.8	38,929	39,245	-0.8
Lāna'i	16,955	14,819	14.4	16,955	14,819	14.4
Kaua'i	886,153	855,704	3.6	886,153	855,704	3.6
Haw ai'i Island	1,344,505	1,248,668	7.7	1,344,505	1,248,668	7.7
Visitor arrivals by cruise ships	79,840	48,192	65.7	79,840	48,192	65.7
VISITOR ARRIVALS	756,313	720,997	4.9	756,313	720,997	4.9
Total by air	738,883	709,985	4.1	738,883	709,985	4.1
O'ahu	447,873	433,584	3.3	447,873	433,584	3.3
Maui	217,842	214,545	1.5	217,842	214,545	1.5
Moloka'i	5,548	5,438	2.0	5,548	5,438	2.0
Lāna'i	4,629	4,264	8.6	4,629	4,264	8.6
Kaua'i	99,315	95,087	4.4	99,315	95,087	4.4
Haw ai'i Island	151,046	135,935	11.1	151,046	135,935	11.1
Visitor arrivals by cruise ships	17,430	11,012	58.3	17,430	11,012	58.3
AVERAGE LENGTH OF STAY	10.22	10.31	-0.9	10.22	10.31	-0.9
Total by air	10.35	10.41	-0.5	10.35	10.41	-0.5
O'ahu	7.40	7.36	0.6	7.40	7.36	0.6
Maui	9.39	9.50	-1.2	9.39	9.50	-1.2
Moloka'i	7.02	7.22	-2.8	7.02	7.22	-2.8
Lāna'i	3.66	3.47	5.4	3.66	3.47	5.4
Kaua'i	8.92	9.00	-0.9	8.92	9.00	-0.9
Haw ai'i Island	8.90	9.19	-3.1	8.90	9.19	-3.1
Visitor arrivals by cruise ships	4.58	4.38	4.7	4.58	4.38	4.7
PER PERSON PER DAY SPENDING (\$)	208.0	196.3	6.0	208.0	196.3	6.0
Total by air	209.4	197.0	6.3	209.4	197.0	6.3
O'ahu	204.1	188.2	8.5	204.1	188.2	8.5
Maui	226.1	234.8	-3.7	226.1	234.8	-3.7
Moloka'i	153.2	101.7	50.6	153.2	101.7	50.6
Lāna'i	455.2	111.3	309.0	455.2	111.3	309.0
Kaua'i	210.5	178.9	17.6	210.5	178.9	17.6
Haw ai'i Island	195.2	174.1	12.1	195.2	174.1	12.1
Visitor arrivals by cruise ships	71.9	91.8	-21.7	71.9	91.8	-21.7
PER PERSON PER TRIP SPENDING (\$)	2,125.3	2,024.6	5.0	2,125.3	2,024.6	5.0
Total by air	2167.6	2049.8	5.7	2167.6	2049.8	5.7
O'ahu	1511.0	1384.9	9.1	1511.0	1384.9	9.1
Maui	2122.1	2231.2	-4.9	2122.1	2231.2	-4.9
Moloka'i	1074.6	733.8	46.5	1074.6	733.8	46.5
Lāna'i	1667.3	386.7	331.1	1667.3	386.7	331.1
Kaua'i	1878.1	1610.2	16.6	1878.1	1610.2	16.6
Haw ai'i Island	1737.3	1599.6	8.6	1737.3	1599.6	8.6
Visitor arrivals by cruise ships	329.3	401.9	-18.1	329.3	401.9	-18.1

P=Preliminary data.

Source:Haw ai'i Tourism Authority