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**Statement Attributable to Mike McCartney, president & CEO
Hawaii Tourism Authority**

HAWAII TOURISM ECONOMY ON PACE FOR RECORD YEAR

Kauai Visitor Arrivals and Total Expenditures Positive Year-to-Date 2012

Hawaii's tourism economy continues to be on pace for a record year through July as the state welcomed 1,800 more visitors each day and an additional \$17 dollars per person in daily spending compared to 2011. This activity has resulted in total visitor arrivals increasing 9.8 percent to 4.7 million visitors and total expenditures jumping 20.8 percent to \$8.4 billion, up \$1.4 billion from last year. Year-to-date visitor spending has generated an estimated \$915 million in state tax revenues and will help to sustain more than 160,000 Hawaii jobs in 2012.

We anticipate that the momentum from the positive increase in visitor arrivals and spending will continue through the second half of the year. HTA's ongoing efforts to lead global marketing initiatives, invest in programs contributing to incremental and new airlift, and cultivate and promote experiential activities and programs across the state has resulted in increasing visitors arrivals and spending throughout the Hawaiian Islands.

Arrivals to Kauai (-0.6%) dropped slightly in July 2012, as a result of decreases from U.S. East (-3.5%) and U.S. West (-0.5%). Despite lower arrivals, higher average daily spending (+5.8% to \$151 per person) contributed to a 5.5 percent growth in total visitor expenditures to \$115 million in July 2012.

For the first seven months of 2012, arrivals to Kauai increased 7.1 percent to 637,677 visitors, while total visitor expenditures grew 20.7 percent to \$840.9 million. A little over half of these visitors spent their entire trip on Kauai.

As a result of these positive changes, last month, the HTA revised its targets upward for 2012-2014 with arrivals and spending from U.S., Canada, Japan, Oceania and Europe outpacing original targets set back in September 2011.

At the recent 2012 Hawaii Tourism Conference, *E Ku i ka Moku*, the HTA gathered more than 600 industry professionals in addition to local, national and international experts to develop ideas and solutions to sustain Hawaii's number one industry. The HTA is looking forward to building upon this teamwork and economic momentum to mālama Hawaii, provide quality experiences and support jobs for Hawaii residents.

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