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HTA Release (17-48)

Hawai'i Visitor Spending Increased 4.4 Percent to \$1.3 Billion in October 2017

HONOLULU – Visitors to the Hawaiian Islands spent a total of \$1.3 billion in October 2017, an increase of 4.4 percent compared to a year ago, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total visitor arrivals rose 2.8 percent to 736,974 visitors in October, with growth in arrivals from air service (+3.6% to 718,258) offsetting fewer arrivals by cruise ships (-21.3% to 18,716).

The U.S. East market reported the largest gain in visitor spending (+13% to \$290.7 million) in October year-over-year, boosted by growth in visitor arrivals (+7.9% 137,695) and higher daily spending (+6.2% to \$217 per person).

Spending by U.S. West visitors rose (+3.7% to \$466.1 million) in October. Visitor arrivals were up (+3.3% to 295,273) and daily spending (+1.2% to \$174 per person) also increased from last year.

The Japan market continued to realize growth in visitor spending (+1.4% to \$190.9 million) in October. Increases in visitor arrivals (+3.6% to 137,333) and the average length of stay (+2.4% to 5.75 days) offset lower daily spending (-4.4% to \$242 per person) compared to October 2016.

The Canada market saw decreased visitor spending (-1.4% to \$57 million) in October. Visitor arrivals increased (+8.4% to 29,496) but daily spending declined (-8.5% to \$160 per person) compared to October 2016.

Combined visitor spending from All Other International markets increased in October (+1.5% to \$288.6 million) year-over-year.

All four larger Hawaiian Islands saw growth in visitor spending and arrivals in October compared to last year.

Total air seats serving Hawai'i rose (+3.3% to 962,692) in October year-over-year. Growth in scheduled air seats from Japan (+6.8%), U.S. West (+4.4%) and Canada (+4.2%) offset fewer seats from Oceania (-8.1%) and U.S. East (-3.7%).

Year-to-Date 2017

Through the first ten months of 2017 visitor spending exceeded results from the same period last year (+6.8% to \$13.86 billion), bolstered by growth in visitor arrivals (+4.7% to 7,754,242) and daily spending (+2.2% to \$200 per person).

Visitor spending increased from U.S. West (+9.9% to \$5.07 billion), U.S. East (+10.6% to \$3.56 billion), Japan (+9.9% to \$1.87 billion) and Canada (+9% to \$805.7 million) but declined from All Other International markets (-5.7% to \$2.53 billion) compared to the first ten months of 2016.

Year-to-date, visitor arrivals increased from U.S. West (+4.3%), U.S. East (+5.9%), Japan (+6.4%) and Canada (+9.5%), but showed no growth from All Other International markets (-0.2%).

Other Highlights:

- **U.S. West:** Visitor arrivals increased from the Pacific (+3.7%) and Mountain (+1.2%) regions in October compared to a year ago, boosted by more visitors from Oregon (+8%), Washington (+7.8%), Colorado (+5.9%) and California (+2.2%). Year-to-date through October 2017, arrivals rose from both the Pacific (+3.6%) and Mountain (+5.7%) regions versus 2016.
- **U.S. East:** Visitor arrivals increased from all regions in October, led by growth from the West North Central (+12.6%), East North Central (+11.4%) and South Atlantic (+9.4%) regions. Year-to-date, arrivals were up from all regions compared to the first ten months of 2016.
- **Japan:** While there was marginal growth (+0.9%) in hotel stays, considerably more visitors (+33.3%) stayed in condominium properties compared to October 2016. This was the seventh consecutive month of double-digit growth for condominium stays.
- **Canada:** Significantly more visitors stayed in rental homes (+39.9%) and timeshares (+25.9%) in October, while there was moderate growth (+3.3%) in hotel usage compared to October 2016.
- **MCI:** A total of 40,005 visitors came for meetings, conventions and incentives (MCI) in October, a decrease of 21.6 percent from last October. Fewer visitors came for conventions (-17.6% to 20,943) and traveled on incentives (-35.2% to 13,065). Year-to-date through October 2017, the number of MCI visitors declined (-3.1% to 414,714) compared to the same period last year.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals declined in both October (-3.3% to 30,436) and in the first ten months of 2017 (-1.5% to 270,922) compared to the same periods in 2016.
- **New Zealand:** Visitor arrivals grew in October (+3.1% to 6,392) and year-to-date in 2017 (+5.1% to 57,405) versus last year.
- **China:** Visitor arrivals decreased in October (-15.2% to 12,103) and through the first 10 months of 2017 (-9.5% to 134,529) compared to 2016.
- **Korea:** Visitor arrivals were down in October (-6% to 23,834) and in the first ten months of 2017 (-3% to 202,216) compared to 2016.
- **Taiwan:** Visitor arrivals grew in both October 2017 (+2.3% to 1,367) and year-to-date in 2017 (+1.9% to 15,691) versus last year.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland increased in October (+1.8% to 14,015), but have declined through the first ten months of 2017 (-3.4% to 120,374) compared to 2016.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina rose in October (+4.6% to 2,268), but have decreased year-to-date in 2017 (-5.7% to 20,348).

Island Highlights:

- **O'ahu:** Visitor spending rose slightly in October (+0.8% to \$596.8 million) compared to last year. Visitor days¹ increased 3.4 percent, but daily spending was lower (-2.5% to \$205 per person). Visitor arrivals were up (+2.9% to 448,041), with more visitors from U.S. East (+8.9%), Canada (+8.3%), U.S. West (+4.6%) and Japan (+1.2%). Year-to-date through October, increases were realized in visitor spending (+5.4% to \$6.33 billion) and arrivals (+4.1% to 4,712,345) compared to 2016.
- **Maui:** Visitor spending rose in October (+7.6% to \$368.3 million) year-over-year, due to growth in visitor days (+1.9%) and daily spending (+5.6% to \$219 per person). Visitor arrivals increased (+3% to 212,649), with more visitors from Japan (+36.7%), Canada (+16.6%), U.S. East (+7.8%) and U.S. West (+1.8%). Through the first ten months of 2017, visitor spending (+4.2% to \$3.91 billion) and arrivals (+3.2% to 2,268,420) were higher compared to 2016.
- **Island of Hawai'i:** Visitor spending grew considerably in October (+15.4% to \$180.5 million) versus a year ago. Increases in visitor arrivals (+12.3% to 136,144) and visitor days (+11.2%) were supported by additional air service from the U.S. mainland and Japan. Daily spending was also higher (+3.8% to \$188 per person). Arrivals increased from Japan (+42.5%), Canada (+21%) and U.S. East (+9.5%), which offset fewer visitors from U.S. West (-2.1%). Through the first 10 months of 2017, double-digit growth was realized for both visitor spending (+16.3% to \$1.96 billion) and arrivals (+13.4% to 1,453,009) compared to 2016.
- **Kaua'i:** Visitor spending rose in October (+4.4% to \$141 million) year-over-year, bolstered by growth in visitor days (+6.2%), which offset lower daily spending (-1.7% to \$194 per person). Visitor arrivals grew (+6.9% to 100,476) with more visitors from Japan (+49.5%), U.S. East (+7.6%), Canada (+7.1%) and U.S. West (+5.3%) compared to October 2016. Through the first ten months of 2017, visitor spending (+9.5% to \$1.54 billion) and arrivals (+7.3% to 1,064,228) increased compared to 2016.

Air Seats to Hawai'i:

- Total air capacity to the Hawaiian Islands increased (+3.3% to 962,692 seats) in October, with growth in scheduled seats (+3.3% to 956,988) offsetting fewer charter seats (-4.9% to 5,704) compared to October 2016. There were significantly more seats serving Kona (+28.7%) and Līhu'e (+22.1%), as well as increases to Hilo (+13.8%) and Honolulu (+0.6%), which offset slightly fewer seats to Kahului (-0.5%).
- The number of scheduled seats from U.S. West rose in October (+4.4%) versus a year ago. Growth in seats from Los Angeles (+10%) and San Francisco (+7.8%) offset fewer seats from Phoenix (-5.6%).
- Scheduled seats serving U.S. East declined in October (-3.7%) from a year ago, due to fewer seats from Dallas (-15.3%), New York City's John F. Kennedy International Airport (-5.4%) and Newark (-9.8%).
- Scheduled seats from Japan increased in October (+6.8%). The launch of the Narita-Kona route in mid-September added 6,169 new seats. In late June, a low-cost carrier launched service from Kuala Lumpur, Malaysia to Honolulu that includes a stop in Osaka (+6,409 seats).

¹ Aggregate number of days stayed by all visitors.

- Scheduled seats from Canada grew (+4.2% to 19,776) in October, with more seats from Vancouver to Honolulu compared to October 2016.
- Scheduled seats from Oceania declined (-8.1%) in October compared to a year ago. Growth in seats from Melbourne (+7.1%) and Sydney (+2%) was offset by reduced service from Brisbane (-53.7%). Seats from Auckland also decreased (-1.9%) from a year ago.
- The number of scheduled seats from Other Asia (+0.3%) in October were similar to a year ago. Seats from Seoul increased (+4.3%). However, there were fewer seats from Shanghai (-8.6%) and Beijing (-5.8%). Seats from Taiwan also decreased (-2.4%) from October 2016.
- Through the first ten months of 2017, statewide air capacity increased (+1% to 10,128,437 seats) compared to the same period in 2016. There were increases in seats to Kona (+12.9%), Hilo (+6.4%) and Līhu'e (+4.7%), but no growth in seats to Kahului (-0.7%) and Honolulu (-0.1%).

Cruise Ship Visitors:

- In October, nine out-of-state cruise ships brought 18,716 visitors to the islands compared to the 11 ships with 23,769 visitors that came in October 2016. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) declined (-14% to 30,137 visitors) in October versus a year ago.
- Through the first ten months of 2017, 56 out-of-state cruise ships brought 104,797 visitors to Hawai'i compared to the 48 cruise ships that carried 93,632 visitors over the same period last year. Total cruise visitors (by air and ship) increased (+13.9% to 212,441) year-to-date in 2017 compared to 2016.

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

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

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaiiourismauthority.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.hawaiiourismauthority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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OCTOBER 2017 ARRIVALS AT A GLANCE

CATEGORY AND MMA	2017P	2016	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,300.1	1,245.0	4.4	13,858.4	12,976.1	6.8
Total by air	1,293.2	1,237.1	4.5	13,823.9	12,943.4	6.8
U.S. West	466.1	449.5	3.7	5,065.4	4,610.0	9.9
U.S. East	290.7	257.3	13.0	3,559.0	3,216.6	10.6
Japan	190.9	188.3	1.4	1,867.4	1,698.5	9.9
Canada	57.0	57.8	-1.4	805.7	739.5	9.0
All Others	288.6	284.2	1.5	2,526.5	2,678.7	-5.7
Visitor arrivals by cruise ships	6.9	7.8	-11.6	34.5	32.7	5.4
TOTAL VISITOR DAYS	6,400,007	6,167,573	3.8	69,251,672	66,267,770	4.5
Total by air	6,321,670	6,057,459	4.4	68,771,832	65,813,588	4.5
U.S. West	2,677,718	2,612,675	2.5	28,588,611	27,631,048	3.5
U.S. East	1,336,682	1,257,017	6.3	16,888,963	16,081,141	5.0
Japan	790,242	745,233	6.0	7,826,826	7,238,824	8.1
Canada	355,445	329,596	7.8	4,940,860	4,587,648	7.7
All Others	1,161,583	1,112,938	4.4	10,526,572	10,274,928	2.4
Visitor arrivals by cruise ships	78,337	110,114	-28.9	479,840	454,182	5.6
VISITOR ARRIVALS	736,974	717,011	2.8	7,754,242	7,408,957	4.7
Total by air	718,258	693,242	3.6	7,649,445	7,315,325	4.6
U.S. West	295,273	285,837	3.3	3,160,057	3,030,934	4.3
U.S. East	137,695	127,605	7.9	1,673,629	1,580,328	5.9
Japan	137,333	132,597	3.6	1,312,507	1,233,497	6.4
Canada	29,496	27,205	8.4	397,151	362,632	9.5
All Others	118,461	119,997	-1.3	1,106,101	1,107,933	-0.2
Visitor arrivals by cruise ships	18,716	23,769	-21.3	104,797	93,632	11.9
AVERAGE LENGTH OF STAY	8.68	8.60	1.0	8.93	8.94	-0.2
Total by air	8.80	8.74	0.7	8.99	9.00	-0.1
U.S. West	9.07	9.14	-0.8	9.05	9.12	-0.8
U.S. East	9.71	9.85	-1.5	10.09	10.18	-0.8
Japan	5.75	5.62	2.4	5.96	5.87	1.6
Canada	12.05	12.12	-0.5	12.44	12.65	-1.7
All Others	9.81	9.27	5.7	9.52	9.27	2.6
Visitor arrivals by cruise ships	4.19	4.63	-9.7	4.58	4.85	-5.6
PER PERSON PER DAY SPENDING (\$)	203.1	201.9	0.6	200.1	195.8	2.2
Total by air	204.6	204.2	0.2	201.0	196.7	2.2
U.S. West	174.0	172.0	1.2	177.2	166.8	6.2
U.S. East	217.5	204.7	6.2	210.7	200.0	5.4
Japan	241.6	252.7	-4.4	238.6	234.6	1.7
Canada	160.3	175.3	-8.5	163.1	161.2	1.2
All Others	248.4	255.4	-2.7	240.0	260.7	-7.9
Visitor arrivals by cruise ships	88.2	71.0	24.2	71.8	72.0	-0.3
PER PERSON PER TRIP SPENDING (\$)	1,764.1	1,736.3	1.6	1,787.2	1,751.4	2.0
Total by air	1,800.5	1,784.6	0.9	1,807.2	1,769.3	2.1
U.S. West	1,578.4	1,572.5	0.4	1,602.9	1,521.0	5.4
U.S. East	2,111.1	2,016.7	4.7	2,126.5	2,035.4	4.5
Japan	1,390.2	1,420.1	-2.1	1,422.7	1,377.0	3.3
Canada	1,932.1	2,123.6	-9.0	2,028.8	2,039.3	-0.5
All Others	2,435.9	2,368.8	2.8	2,284.1	2,417.7	-5.5
Visitor arrivals by cruise ships	369.2	329.0	12.2	328.9	349.3	-5.9

P=Preliminary data.

Source: Hawai'i Tourism Authority

OCTOBER 2017 ISLAND HIGHLIGHTS

CATEGORY AND ISLAND	2017P	2016	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,300.1	1,245.0	4.4	13,858.4	12,976.1	6.8
Total by air	1,293.2	1,237.1	4.5	13,823.9	12,943.4	6.8
O'ahu	596.8	591.9	0.8	6,326.4	6,003.3	5.4
Maui	368.3	342.3	7.6	3,914.5	3,757.9	4.2
Moloka'i	1.3	3.7	-65.3	26.1	26.1	0.2
Lāna'i	5.3	7.8	-31.6	63.7	70.3	-9.4
Kaua'i	141.0	135.1	4.4	1,535.2	1,401.9	9.5
Haw aii Island	180.5	156.5	15.4	1,958.0	1,683.9	16.3
Visitor arrivals by cruise ships	6.9	7.8	-11.6	34.5	32.7	5.4
TOTAL VISITOR DAYS	6,400,007	6,167,573	3.8	69,251,672	66,267,770	4.5
Total by air	6,321,670	6,057,459	4.4	68,771,832	65,813,588	4.5
O'ahu	2,912,562	2,816,803	3.4	31,809,308	30,664,163	3.7
Maui	1,683,953	1,652,347	1.9	18,070,784	17,690,416	2.2
Moloka'i	21,078	22,317	-5.6	222,011	230,870	-3.8
Lāna'i	15,103	16,633	-9.2	171,265	177,561	-3.5
Kaua'i	728,281	685,484	6.2	7,953,576	7,562,016	5.2
Haw aii Island	960,694	863,875	11.2	10,544,887	9,488,562	11.1
Visitor arrivals by cruise ships	78,337	110,114	-28.9	479,840	454,182	5.6
VISITOR ARRIVALS	736,974	717,011	2.8	7,754,242	7,408,957	4.7
Total by air	718,258	693,242	3.6	7,649,445	7,315,325	4.6
O'ahu	448,041	435,330	2.9	4,712,345	4,527,854	4.1
Maui	212,649	206,507	3.0	2,268,420	2,197,917	3.2
Moloka'i	4,364	4,237	3.0	47,091	49,152	-4.2
Lāna'i	5,037	4,671	7.8	52,852	51,834	2.0
Kaua'i	100,476	93,992	6.9	1,064,228	991,860	7.3
Haw aii Island	136,144	121,281	12.3	1,453,009	1,281,159	13.4
Visitor arrivals by cruise ships	18,716	23,769	-21.3	104,797	93,632	11.9
AVERAGE LENGTH OF STAY	8.68	8.60	1.0	8.93	8.94	-0.2
Total by air	8.80	8.74	0.7	8.99	9.00	-0.1
O'ahu	6.50	6.47	0.5	6.75	6.77	-0.3
Maui	7.92	8.00	-1.0	7.97	8.05	-1.0
Moloka'i	4.83	5.27	-8.3	4.71	4.70	0.4
Lāna'i	3.00	3.56	-15.8	3.24	3.43	-5.4
Kaua'i	7.25	7.29	-0.6	7.47	7.62	-2.0
Haw aii Island	7.06	7.12	-0.9	7.26	7.41	-2.0
Visitor arrivals by cruise ships	4.19	4.63	-9.7	4.58	4.85	-5.6
PER PERSON PER DAY SPENDING (\$)	203.1	201.9	0.6	200.1	195.8	2.2
Total by air	204.6	204.2	0.2	201.0	196.7	2.2
O'ahu	204.9	210.1	-2.5	198.9	195.8	1.6
Maui	218.7	207.2	5.6	216.6	212.4	2.0
Moloka'i	60.2	163.9	-63.3	117.8	113.1	4.2
Lāna'i	351.7	466.5	-24.6	371.9	395.9	-6.1
Kaua'i	193.6	197.1	-1.7	193.0	185.4	4.1
Haw aii Island	187.9	181.1	3.8	185.7	177.5	4.6
Visitor arrivals by cruise ships	88.2	71.0	24.2	71.8	72.0	-0.3
PER PERSON PER TRIP SPENDING (\$)	1,764.1	1,736.3	1.6	1,787.2	1,751.4	2.0
Total by air	1800.5	1784.6	0.9	1807.2	1769.3	2.1
O'ahu	1332.0	1359.6	-2.0	1342.5	1325.9	1.3
Maui	1731.8	1657.6	4.5	1725.6	1709.7	0.9
Moloka'i	290.6	863.5	-66.3	555.3	531.2	4.5
Lāna'i	1054.3	1661.2	-36.5	1205.1	1356.3	-11.1
Kaua'i	1403.5	1437.2	-2.3	1442.5	1413.4	2.1
Haw aii Island	1326.1	1290.1	2.8	1347.6	1314.4	2.5
Visitor arrivals by cruise ships	369.2	329.0	12.2	328.9	349.3	-5.9

P=Preliminary data.

Source:Haw aii Tourism Authority