



## Fact Sheet: Benefits of Hawai'i's Tourism Economy

### YTD June 2017: Growth Continues for Hawai'i Tourism Industry

Tourism is the largest single source of private capital for Hawai'i's economy. Year-to-date through June 2017, Hawai'i's tourism economy has recorded:

**Visitor Arrivals: 4,604,976 (+4.3% YOY versus 2016).**

- ❖ On any given day were 231,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$8.36 billion<sup>1</sup> (+8.7%, +\$670.6 million YOY versus 2016).**
  - ❖ Statewide: \$46.2 million in average visitor spending daily:
    - O'ahu: \$20.4 million per day
    - Maui: \$13.3 million per day
    - Island of Hawai'i: \$6.7 million per day
    - Kaua'i: \$5.3 million per day
- **State Tax Revenue: \$975.9 million (+\$78.3 million YOY versus 2016).**
- **Air Seats: 6,004,333 (-0.6% YOY versus 2016).**

### Opportunities for Continued Growth

- Increased arrivals during shoulder periods: April-May and October-November.
- Renovations, upgrades to Hawai'i's tourism product (hotels, attractions, natural resources).
- Increased distribution of visitors to the neighbor islands.

### TAT Collections



- FY 2016: The state collected \$446.8 million in transient accommodations tax (TAT=9.25%).
- FY 2017: Through April 2017, the state collected \$429.4 million in TAT, an increase of 14.6 percent compared to FY 2016 through April 2016.

<sup>1</sup> Total visitor expenditures in nominal dollar (not adjusted for inflation) and did not include supplemental business expenditures.

**Hawai'i Tourism Industry in 2016**

*Hawai'i's tourism industry saw sustained growth in total visitor spending and visitor arrivals in 2016. This marked the fifth straight year of growth in both categories.:*

- **Visitor Arrivals: 8,941,394 (+3% YOY versus 2015).**
  - ❖ On any given day were are 220,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.6 billion<sup>1</sup> (+4.2%, +\$634.7 million YOY versus 2015).**
  - ❖ Statewide: \$42.7 million in average visitor spending daily:
    - O'ahu: \$19.9 million per day
    - Maui: \$12.2 million per day
    - Island of Hawai'i: \$5.6 million per day
    - Kaua'i: \$4.5 million per day
- **State Tax Revenue: \$1.82 billion (+\$129.9 million YOY versus 2015).**
- **Jobs: 190,000**
- **Air Seats: 12,020,545 (+0.7% YOY versus 2015).**
- **Hotel Occupancy Rates:**

Occupancy Rate	2016	2015
State	79.2%	78.7%
O'ahu	84.2%	85.1%
Maui	75.9%	74.3%
Island of Hawai'i	68.8%	65.7%
Kaua'i	72.6%	71.1%

Source: STR, Inc./Hospitality Advisors LLC

**Hawai'i Tourism: A Decade of Recovery Leading to Growth**

Year	Total Daily Expenditures	# of Jobs Supported
2016P	\$42.7 million <sup>1</sup>	190,000
2015	\$41 million	175,000
2014	\$41 million	174,000
2013	\$40 million	168,000
2012	\$39 million	167,000
2011	\$34 million	156,000
2010	\$30 million	145,000
2009	\$27 million	134,000
2008	\$31 million	151,000
2007	\$35 million	172,000