



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

YTD 2016: Record Growth Continues for Hawai'i Tourism

Tourism is the largest single source of private capital for Hawai'i's economy. Year-to-date through November 2016, Hawai'i's tourism economy has recorded:

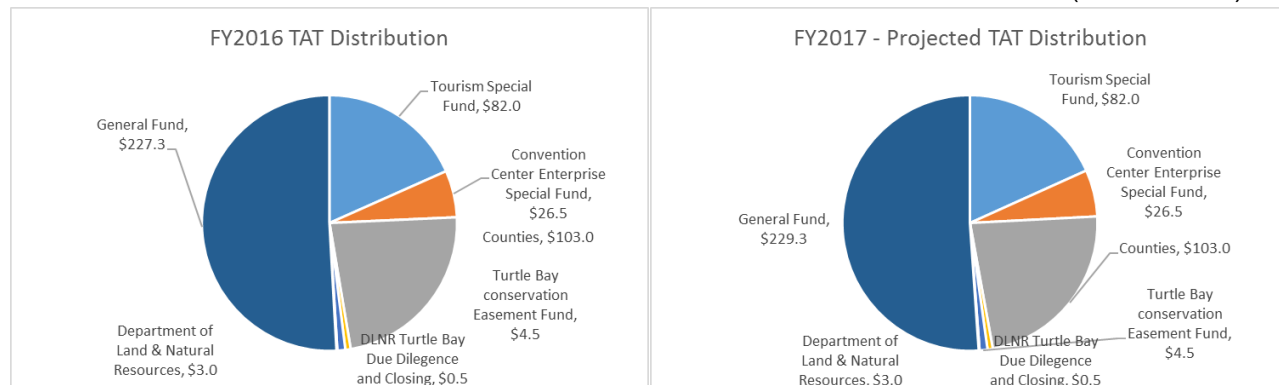
- **Visitor Arrivals: 8,112,920** (+3% YOY versus 2015).
- ❖ On any given day there are 216,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$14.0 billion** (+4.1%, +\$552.1 million YOY versus 2015).
 - ❖ Statewide: \$41.9 million in average visitor spending daily:
 - O'ahu: \$19.5 million per day
 - Maui: \$12.1 million per day
 - Island of Hawai'i: \$5.5 million per day
 - Kaua'i: \$4.5 million per day
- **State Tax Revenue: \$1.64 billion** (+\$64.4 million YOY versus 2015).
- **Air Seats: 10,942,947** (+0.7% YOY versus 2015).

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.

FY2016 TAT Collections

- FY 2016: The state collected **\$446.8 million** in transient accommodations tax (TAT=9.25%).



2015: A Record Year for Hawai'i Tourism

- **Visitor Arrivals: 8,679,564** (+4.3% versus 2014).
 - ❖ On any given day in 2015, there were 215,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.1 billion¹** (+0.9%, +\$137.6 million versus 2014).
 - ❖ Statewide: \$41.0 million in spending per day:
 - O‘ahu: \$20.2 million per day
 - Maui: \$11.3 million per day
 - Island of Hawai‘i: \$5.0 million per day
 - Kaua‘i: \$4.2 million per day
- **State Tax Revenue: \$1.7 billion** (+\$14.2 million versus 2014).
 - ❖ FY 2015: The state collected \$421 million in transient accommodations tax (TAT=9.25%).
- **Jobs: 175,000** (The biggest generator of jobs among the major economic sectors).
- **Air Seats: 11.9 million** (+5.7% versus 2014).
 - ❖ 1,011 flights per week servicing 49 cities worldwide.
 - ❖ Honolulu: 4th busiest international port of entry for the U.S.
- **Hotel Occupancy Rates:**

Occupancy Rate	2015
State	78.8%
O‘ahu	85.3%
Maui	74.5%
Island of Hawai‘i	65.6%
Kaua‘i	71.3%

Source: STR, Inc./Hospitality Advisors LLC

Hawai‘i Tourism: A Decade of Recovery Leading to Growth

Year	Total Daily Expenditures	# of Jobs Supported
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

¹ 2015 and 2014 total expenditures include air, cruise, and supplemental business spending. Daily spending data do not include supplemental business spending.