



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

2017¹: Growth Continues for Hawai'i Tourism Industry

Tourism is the largest single source of private capital for Hawai'i's economy. In 2017, Hawai'i's tourism economy has recorded:

Visitor Arrivals: 9,382,986 (+5% YOY versus 2016).

- ❖ On any given day were 230,000 visitors in the Hawaiian Islands.

➤ **Visitor Spending: \$16.78 billion² (+6.2%, +\$983.2 million YOY versus 2016).**

- ❖ Statewide: \$46 million in average visitor spending daily:
 - O'ahu: \$20.9 million per day
 - Maui: \$13.0 million per day
 - Island of Hawai'i: \$6.6 million per day
 - Kaua'i: \$5.0 million per day

➤ **State Tax Revenue: \$1.96 billion (+\$114.8 million YOY versus 2016).**

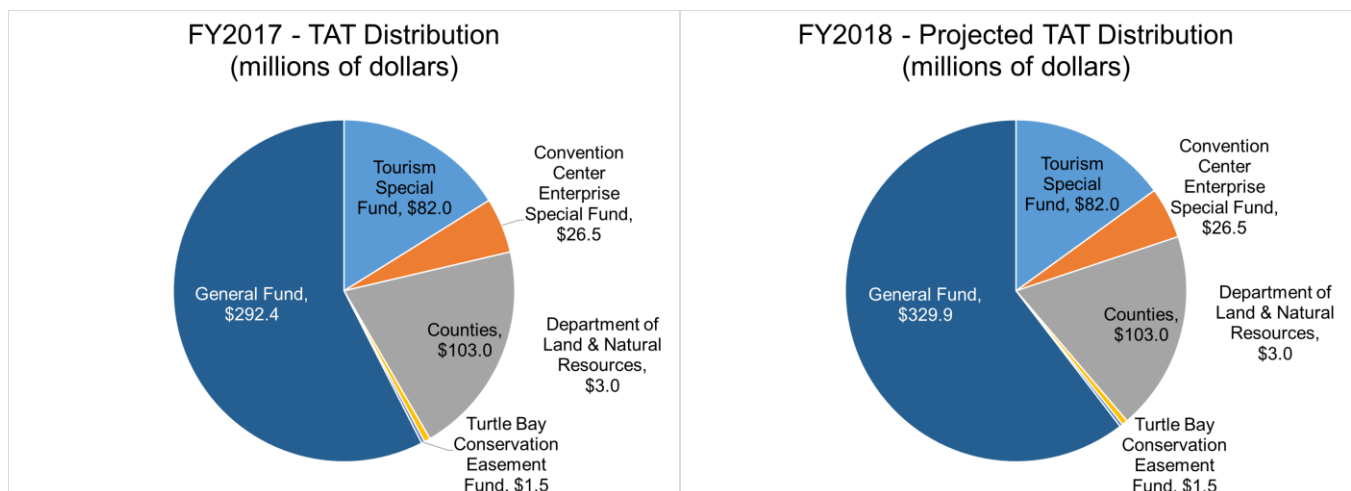
➤ **Jobs: 204,000**

➤ **Air Seats: 12,235,608 (+1.8% 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



¹ 2017 visitor statistics are preliminary.

² 2017 total visitor spending in nominal dollar (not adjusted for inflation) and did not include supplemental business spending.

- FY 2017: The state collected \$508.38 million in transient accommodations tax (TAT=9.25%).
- FY 2018: Through October 2017, the state collected \$174 million in TAT, a decrease of 6.1 percent compared to FY 2017 through October 2016.

Hawai'i Tourism Industry in 2016³

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: 8,934,277 (+2.9% YOY versus 2015).**
 - ❖ On any given day, there were 219,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.91 billion² (+5.3%, +\$800.28 million YOY versus 2015).**
 - ❖ Statewide: \$43.5 million in average visitor spending daily:
 - O'ahu: \$20.1 million per day
 - Maui: \$12.4 million per day
 - Island of Hawai'i: \$5.7 million per day
 - Kaua'i: \$4.6 million per day
- **State Tax Revenue: \$1.86 billion (+\$149.71 million YOY versus 2015).**
- **Jobs: 194,000**
- **Air Seats: 12,020,545 (+0.7% YOY versus 2015).**

➤ **Hotel Occupancy Rates:**

Occupancy Rate	2017	2016	2015
State	80.0%	79.1%	78.7%
O'ahu	83.3%	84.2%	85.1%
Maui County	77.1%	75.8%	74.3%
Island of Hawai'i	74.4%	68.7%	65.7%
Kaua'i	75.7%	72.6%	71.1%

Source: STR, Inc.

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

Year	Total Daily Expenditures	# of Jobs Supported
2016	\$43.5 million	194,000
2015	\$41 million	177,000
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

³ 2016 visitor spending includes supplemental business. 2016 spending arrival statistics are the final numbers and reflect data from the National Travel and Tourism Office and updated reports from airlines.