



For Immediate Release: March 29, 2017
HTA Release (17-10)

Visitor Spending Increased 11.5 Percent in February 2017

HONOLULU – Visitors to the Hawaiian Islands spent a total of \$47.8 million per day in February 2017, representing a gain of 11.5 percent from February 2016¹, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). There were 230,544 total visitors in Hawai'i on any given day in February 2017, up 5.8 percent from the same month last year.

Visitor spending increased from U.S. West (+17.4% to \$16.8 million per day), U.S. East (+14.1% to \$12.8 million per day), Japan (+14% to \$6.3 million per day) and Canada (+11% to \$4.4 million per day) in February 2017, but declined from All Other International Markets (-5.3% to \$7.5 million per day) compared to February 2016.

Statewide per person daily spending was higher (+5.4% to \$208) in February 2017 than a year ago. Visitors spent more per person from U.S. West (+12.6% to \$194), U.S. East (+6.3% to \$214) and Canada (+13.3% to \$169), while visitors from All Other International Markets spent less (-8.7% to \$243). Per person daily spending by Japanese visitors (\$246) was unchanged from last year.

The average daily census² in February 2017 showed growth in visitor arrivals from U.S. West (+4.2% to 86,313 visitors), U.S. East (+7.3% to 59,820 visitors) and Japan (+13.8% to 25,466 visitors), but fewer visitors from Canada (-2% to 26,217 visitors) compared to February 2016.

Contributing to the growth in visitor arrivals in February 2017 was a considerable increase by those who came by cruise ship, resulting in a gain of 8,583 visitors (or +178% to 13,404 visitors) versus last year. Furthermore, visitors flying to Hawai'i and boarding the home-ported cruise ship added another 4,682 visitors (or +104.1% to 9,181 visitors).

The average daily census in February 2017 showed an increase in visitor arrivals on O'ahu (+7.8% to 102,023 visitors), the island of Hawai'i (+8.9% to 37,483 visitors) and Kaua'i (+5.4% to 26,102 visitors), but slightly fewer on Maui (-0.9% to 61,385 visitors). Visitor spending increased on all of the Hawaiian Islands in February 2017 compared to the year prior.

The total number of air seats serving Hawai'i in February 2017 declined 1.3 percent to an average of 32,582 seats per day.

Year-to-Date 2017

For the first two months of 2017, total visitor spending rose (+9% to \$2.9 billion) representing an average of \$49.9 million in visitor spending per day, up from \$45.1 million per day last year. Total visitor arrivals grew 3.3 percent to 1,456,739 visitors, while the average daily census rose 4.9 percent to 240,382 visitors per day.

¹ February 2016 included an extra day due to leap year. To directly compare with February 2017 data, visitor spending was stated on a per day basis and the average daily census was used as a measure of visitor volume, where applicable.

² Average Daily Census is the average number of visitors present on a single day.

Other Highlights:

- **U.S. West:** In February 2017, 79.7 percent of visitor arrivals were from the Pacific region while 20.3 percent were from the Mountain region. In February 2016, the mix of visitor arrivals from the Pacific and Mountain regions was 80.2 percent and 19.8 percent, respectively. For the first two months of 2017, arrivals increased from the Mountain region (+4.6%) while growth from the Pacific region (+0.4%) was flat.
- **U.S. East:** Contributing to the growth (+4.6%) in visitor arrivals in February 2017 were gains from the East South Central (+16%), Mid Atlantic (+7.8%) and New England (+6.9%) regions. For the first two months of 2017, all U.S. East regions showed growth in arrivals except for a slight drop from the West South Central region (-0.7%) compared to the same period for 2016.
- **Japan:** The island of Hawai'i saw strong growth in arrivals (+16.4% to 12,431 visitors) in February 2017 versus a year ago. There were considerably more visitors who stayed exclusively on the island of Hawai'i (+37.4% to 3,420) this February than last year. Supporting this growth was the launch of non-stop air service from Haneda to Kona in December 2016.

Highlights from All Other Markets:

- **Australia:** The average daily census increased (+6.8% to 6,035 visitors) in both February 2017 and the first two months of the year (+3.5% 7,212 visitors).
- **New Zealand:** The average daily census grew by double-digits in both February 2017 (+23.5% to 679 visitors) and the first two months of 2017 (+16.3% to 997 visitors).
- **China:** The average daily census (-10.5% to 4,041 visitors) declined this February compared to last year. Fewer available air seats and the shift in the Lunar New Year holidays to January 2017 from February 2016 contributed to this decrease. Year-to-date, the average daily census increased (+15.8% to 4,545 visitors), boosted by a longer length of stay.
- **Taiwan:** The average daily census grew in both February 2017 (+3.9% to 550 visitors) and through the first two months of 2017 (+18.1% to 498 visitors per day).
- **Korea:** The average daily census for February 2017 (+3.6% to 6,136 visitors) and the first two months of 2017 (+2% to 6,141 visitors) increased versus the same period last year.
- **Europe:** The average daily census from Europe (United Kingdom, France, Germany, Italy and Switzerland) decreased in both February 2017 (-3.1% 3,646 visitors) and through the first two months of the year (-3.7% to 3,670 visitors).
- **Latin America:** The average daily census from Mexico, Brazil and Argentina declined for both February 2017 (-31% to 648 visitors) and the first two months of the year (-17.2% to 848 visitors).

Island Highlights:

- **O'ahu:** The average daily census (+7.8% to 102,023 visitors) and visitor spending (+7.5% to \$20 million per day) increased in February 2017 versus the year prior. There were more visitors from Japan (+5.2%), U.S. East (+5.1%) and Korea (+5%), but fewer from China (-28.2%) compared to February 2016.

For the first two months of 2017, the average daily census (+5.7% to 104,621 visitors) increased, as did visitor spending (+10.3% to \$21 million per day).

- **Maui:** Increased per person daily spending (+9.3% to \$234) led to an overall growth in visitor spending (+8.3% to \$14.3 million per day) in February 2017. The average daily census dropped slightly (-0.9% to 61,385 visitors), with an increase in visitors from U.S. East (+6.4%) offset by a decline in arrivals from Canada (-6.8%) and Europe (-28.4%). The average length of stay was shorter (-2.1% to 8.59 days) this February compared to a year ago.

Through February, visitor spending increased (+1.8% to \$14.6 million per day) year-over-year, while the average daily census remained flat (-0.2% to 63,792 visitors).

- **Island of Hawai'i:** The large gain in overall visitor spending (+19% to \$7.6 million per day) in February 2017 was due to a higher average daily census (+8.9% to 37,483 visitors) combined with higher per person daily spending (+9.2% to \$202). Arrivals rose from Japan (+16.4%), U.S. East (+14.4%) and U.S. West (+9.3%).

Year-to-date, visitor spending grew considerably (+20% to \$8 million per day) with the average daily census also increasing (+8.4% to 40,577 visitors) compared to 2016.

- **Kaua'i:** The significant increase in overall visitor spending (+24.2% to \$5.5 million per day) in February 2017 was due to the growth in the average daily census (+5.4% to 26,102 visitors) coupled with much higher per person daily spending (+17.9% to \$211) versus the year prior. There were more visitor arrivals from Japan (+13.4%), U.S. East (+12.7%) and U.S. West (+5.3%), which more than offset the decline in visitors from Canada (-2.8%).

For the first two months of 2017, visitor spending grew substantially (+23% to \$5.8 million per day), with the average daily census (+4.5% to 27,407 visitors) also surpassing year-to-date 2016.

Air Seats to Hawai'i:

- Total air seat capacity to Hawai'i in February 2017 dropped 1.3 percent to an average of 32,582 seats per day. The decline was due to certain changes in air schedules noted below.
- The number of scheduled seats from U.S. West (-7.8%) for the month was down compared to February 2016. Growth in seats from Denver (+63.9%) and Salt Lake City (+8.4%) was offset by the reduction from Los Angeles (-9.5%), San Francisco (-8.8%), Oakland (-9.6%), San Jose (-20.8%), Phoenix (-13.8%), Portland (-9%), and Seattle (-7.1%).
- Scheduled seats rose from U.S. East (+9.2%) in February 2017 compared to the year prior. More seats from Dallas (+16.7%) and New York City's John F. Kennedy International Airport (+54.6%) offset a decline from Newark (-14.7%).
- Scheduled seats grew from Japan (+6.5%) in February 2017 year-over-year. Seats jumped from Haneda (+22.8%) with the recent launch of new service to Kona, with more seats also added from Osaka (+6.5%) and Narita (+6.9%). However, seats declined from Nagoya (-18.7%) and Fukuoka (-4.8%).
- Scheduled seats from Canada declined (-8.8%) in February 2017 from a year ago. There were fewer seats from Vancouver (-4.6%) and from other cities including Calgary (-6.8%), Toronto (-50%) and Edmonton (-32.4%).
- Scheduled seats from Oceania were down (-10.7%) in February 2017 year-over-year, due to reduced service from Brisbane (-49%) and Melbourne (-25%). Partially offsetting this decline was a growth in seats from Auckland (+9.8%).

- Air capacity from Other Asia decreased (-9.5%) compared to February 2016. There were fewer seats from Beijing (-22.5%) and Shanghai (-18.5%), as well as from Seoul (-4.2%).
- For the first two months of 2017, total air capacity into Hawai'i declined (-2.2% to 1,936,406 seats) compared to year-to-date 2016. Fewer seats to Honolulu (-2.6%), Kahului (-2.3%) and Līhu'e (-7.3%) were partially offset by growth in seats to Hilo (+9.3%) and Kona (+6%).

Cruise Ship Visitors:

- Seven out-of-state cruise ships brought 13,404 visitors to Hawai'i in February 2017, compared to two ships that carried 4,821 visitors in February 2016.
- Arrivals by air to embark the Hawai'i home-ported cruise ship doubled (from 4,499 to 9,181 visitors) in February 2017 compared to a year ago when the ship was in dry dock for refurbishment. Most of the increase was from U.S. East (+3,094 visitors).
- Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) more than doubled (+142.3% to 22,585) in February 2017 compared to a year ago.
- Year-to-date, 30,834 visitors entered Hawai'i on 19 out-of-state cruise ships, compared to the 15,833 visitors who came on 8 cruise ships in 2016. Total cruise visitors (by air and ship) increased (+55.2% to 49,166 visitors) in the first two months of 2017 versus last year.

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Visitor statistics on the HTA website:

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

www.hawaii tourism authority.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.hawaii tourism authority.org/research/reports/major-market-areas/

About the Hawai'i Tourism Authority

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

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February 2017 Arrivals at a Glance

CATEGORY AND MMA	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,339.4	1,244.1	7.7	2,946.8	2,703.8	9.0
Total by air	1,335.5	1,242.5	7.5	2,937.1	2,697.8	8.9
U.S. West	469.7	414.5	13.3	1,013.8	868.7	16.7
U.S. East	357.9	324.9	10.2	791.0	730.6	8.3
Japan	175.5	159.4	10.1	375.9	317.9	18.3
Canada	123.7	115.3	7.2	282.1	274.8	2.7
All Others	208.7	228.3	-8.6	474.4	505.9	-6.2
Visitor arrivals by cruise ships	3.9	1.6	152.7	9.7	6.0	61.7
TOTAL VISITOR DAYS	6,455,239	6,318,698	2.2	14,182,537	13,755,232	3.1
Total by air	6,397,714	6,301,407	1.5	14,045,172	13,689,750	2.6
U.S. West	2,416,752	2,402,067	0.6	5,167,662	5,047,946	2.4
U.S. East	1,674,954	1,616,613	3.6	3,770,307	3,630,423	3.9
Japan	713,058	649,017	9.9	1,446,579	1,313,738	10.1
Canada	734,075	775,860	-5.4	1,657,054	1,730,408	-4.2
All Others	858,874	857,849	0.1	2,003,571	1,967,235	1.8
Visitor arrivals by cruise ships	57,525	17,291	232.7	137,365	65,483	109.8
VISITOR ARRIVALS	700,426	688,794	1.7	1,456,739	1,409,791	3.3
Total by air	687,022	683,973	0.4	1,425,905	1,393,958	2.3
U.S. West	261,244	262,145	-0.3	528,024	517,400	2.1
U.S. East	159,783	152,792	4.6	332,463	315,175	5.5
Japan	123,577	116,771	5.8	246,967	232,226	6.3
Canada	55,405	58,349	-5.0	120,453	122,147	-1.4
All Others	87,012	93,915	-7.4	197,998	207,009	-4.4
Visitor arrivals by cruise ships	13,404	4,821	178.0	30,834	15,833	94.7
AVERAGE LENGTH OF STAY	9.22	9.17	0.5	9.74	9.76	-0.2
Total by air	9.31	9.21	1.1	9.85	9.82	0.3
U.S. West	9.25	9.16	1.0	9.79	9.76	0.3
U.S. East	10.48	10.58	-0.9	11.34	11.52	-1.5
Japan	5.77	5.56	3.8	5.86	5.66	3.5
Canada	13.25	13.30	-0.4	13.76	14.17	-2.9
All Others	9.87	9.13	8.1	10.12	9.50	6.5
Visitor arrivals by cruise ships	4.29	3.59	19.7	4.46	4.14	7.7
PER PERSON PER DAY SPENDING (\$)	207.5	196.9	5.4	207.8	196.6	5.7
Total by air	208.7	197.2	5.9	209.1	197.1	6.1
U.S. West	194.4	172.6	12.6	196.2	172.1	14.0
U.S. East	213.7	201.0	6.3	209.8	201.2	4.2
Japan	246.1	245.7	0.2	259.8	242.0	7.4
Canada	168.5	148.7	13.3	170.2	158.8	7.2
All Others	243.0	266.1	-8.7	236.8	257.2	-7.9
Visitor arrivals by cruise ships	68.4	90.1	-24.0	70.4	91.4	-22.9
PER PERSON PER TRIP SPENDING (\$)	1,912.3	1,806.2	5.9	2,022.9	1,917.9	5.5
Total by air	1,943.9	1,816.6	7.0	2,059.8	1,935.4	6.4
U.S. West	1,798.0	1,581.4	13.7	1,919.9	1,678.9	14.4
U.S. East	2,239.7	2,126.2	5.3	2,379.2	2,318.1	2.6
Japan	1,420.3	1,365.4	4.0	1,522.0	1,368.8	11.2
Canada	2,231.8	1,976.8	12.9	2,342.0	2,249.4	4.1
All Others	2,398.8	2,431.0	-1.3	2,395.8	2,443.9	-2.0
Visitor arrivals by cruise ships	293.7	323.1	-9.1	313.8	377.9	-17.0

P=Preliminary data.

Source:Haw ai'i Tourism Authority

February 2017 Island Highlights

CATEGORY AND ISLAND	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,339.4	1,244.1	7.7	2,946.8	2,703.8	9.0
Total by air	1,335.5	1,242.5	7.5	2,937.1	2,697.8	8.9
O'ahu	559.9	539.4	3.8	1,236.6	1,139.9	8.5
Maui	401.5	383.9	4.6	863.8	862.6	0.1
Moloka'i	3.6	2.9	26.2	9.6	6.8	39.7
Lāna'i	4.9	3.7	30.8	12.6	5.4	134.4
Kaua'i	154.0	128.4	19.9	340.5	281.5	21.0
Haw aii Island	211.6	184.2	14.9	474.0	401.6	18.0
Visitor arrivals by cruise ships	3.9	1.6	152.7	9.7	6.0	61.7
TOTAL VISITOR DAYS	6,455,239	6,318,698	2.2	14,182,537	13,755,232	3.1
Total by air	6,397,714	6,301,407	1.5	14,045,172	13,689,750	2.6
O'ahu	2,856,634	2,745,635	4.0	6,172,618	5,936,510	4.0
Maui	1,718,791	1,796,413	-4.3	3,763,724	3,835,445	-1.9
Moloka'i	27,261	27,148	0.4	66,190	66,393	-0.3
Lāna'i	14,638	16,015	-8.6	31,593	30,833	2.5
Kaua'i	730,857	718,459	1.7	1,617,010	1,574,163	2.7
Haw aii Island	1,049,532	997,737	5.2	2,394,038	2,246,405	6.6
Visitor arrivals by cruise ships	57,525	17,291	232.7	137,365	65,483	109.8
VISITOR ARRIVALS	700,426	688,794	1.7	1,456,739	1,409,791	3.3
Total by air	687,022	683,973	0.4	1,425,905	1,393,958	2.3
O'ahu	417,271	411,954	1.3	865,143	845,538	2.3
Maui	200,171	204,845	-2.3	418,013	419,390	-0.3
Moloka'i	4,595	5,049	-9.0	10,144	10,488	-3.3
Lāna'i	4,314	4,194	2.9	8,943	8,458	5.7
Kaua'i	93,451	87,845	6.4	192,765	182,931	5.4
Haw aii Island	135,103	124,232	8.8	286,149	260,167	10.0
Visitor arrivals by cruise ships	13,404	4,821	178.0	30,834	15,833	94.7
AVERAGE LENGTH OF STAY	9.22	9.17	0.5	9.74	9.76	-0.2
Total by air	9.31	9.21	1.1	9.85	9.82	0.3
O'ahu	6.85	6.66	2.7	7.13	7.02	1.6
Maui	8.59	8.77	-2.1	9.00	9.15	-1.5
Moloka'i	5.93	5.38	10.3	6.53	6.33	3.1
Lāna'i	3.39	3.82	-11.1	3.53	3.65	-3.1
Kaua'i	7.82	8.18	-4.4	8.39	8.61	-2.5
Haw aii Island	7.77	8.03	-3.3	8.37	8.63	-3.1
Visitor arrivals by cruise ships	4.29	3.59	19.7	4.46	4.14	7.7
PER PERSON PER DAY SPENDING (\$)	207.5	196.9	5.4	207.8	196.6	5.7
Total by air	208.7	197.2	5.9	209.1	197.1	6.1
O'ahu	196.0	196.5	-0.2	200.3	192.0	4.3
Maui	233.6	213.7	9.3	229.5	224.9	2.0
Moloka'i	132.1	105.1	25.7	144.5	103.1	40.2
Lāna'i	332.5	232.3	43.1	398.4	174.2	128.7
Kaua'i	210.7	178.7	17.9	210.6	178.8	17.8
Haw aii Island	201.6	184.6	9.2	198.0	178.8	10.8
Visitor arrivals by cruise ships	68.4	90.1	-24.0	70.4	91.4	-22.9
PER PERSON PER TRIP SPENDING (\$)	1,912.3	1,806.2	5.9	2,022.9	1,917.9	5.5
Total by air	1943.9	1816.6	7.0	2059.8	1935.4	6.4
O'ahu	1341.8	1309.4	2.5	1429.4	1348.1	6.0
Maui	2005.8	1874.3	7.0	2066.4	2056.8	0.5
Moloka'i	783.8	565.3	38.6	942.9	652.7	44.5
Lāna'i	1128.4	887.2	27.2	1407.3	634.9	121.7
Kaua'i	1647.8	1461.8	12.7	1766.5	1538.9	14.8
Haw aii Island	1566.4	1482.4	5.7	1656.6	1543.6	7.3
Visitor arrivals by cruise ships	293.7	323.1	-9.1	313.8	377.9	-17.0

P=Preliminary data.

Source:Haw aii Tourism Authority