



For Immediate Release: July 27, 2017
HTA Release (17-26)

Hawai'i Visitor Spending Increased 8.7 Percent to \$8.4 Billion in First Half of 2017 **Visitor Arrivals Increased 4.3 Percent to 4.6 Million**

HONOLULU – Visitors in the first half of 2017 spent a total of \$8.4 billion in the Hawaiian Islands, an increase of 8.7 percent compared to the first half of 2016, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total visitor arrivals rose 4.3 percent to 4,604,976 compared to a year ago, boosted by growth in arrivals by air (+4% to 4,534,893) and arrivals by cruise ships (+23.9% to 70,083).

Through the first half of 2017, Hawai'i's four largest visitor markets, U.S. West (+11.5% to \$3.1 billion), U.S. East (+11.3% to \$2.2 billion), Japan (+13.6% to \$1.1 billion) and Canada (+10.4% to \$608.7 million), all reported double-digit gains in visitor spending. Visitor arrivals from U.S. West (+3.3%), U.S. East (+7.9%), Japan (+6.9%) and Canada (+7%) also increased from last year. In addition, daily spending by these visitors was higher than the first half of 2016.

Visitor spending from All Other International markets declined in the first half of 2017 (-3.8% to \$1.4 billion) year-over-year, due to decreased visitor arrivals (-4.3%) and lower daily spending.

All four larger Hawaiian Islands realized growth in visitor spending and arrivals in the first half of 2017 compared to a year ago. The island of Hawai'i was the only island to report double-digit growth in both visitor spending and arrivals, supported by increased direct air service from the U.S. and Japan.

June 2017

Total visitor spending increased 3.7 percent to \$1.4 billion in June 2017 versus a year ago. Visitor spending increased from U.S. East (+10.9% to \$427 million), Japan (+9.3% to \$183.5 million) and Canada (+18.4% to \$37.2 million), but declined from U.S. West (-1.7% to \$557.1 million). All Other International markets recorded no growth (-0.4% to \$243 million) in June 2017.

Total arrivals rose 4.5 percent in June 2017 with more visitors coming from U.S. East (+10.3%), U.S. West (+2.7%), Japan (+7%) and Canada (+7.2%), but fewer visitors from All Other International markets (-1%) compared to a year ago.

Statewide average daily spending of \$193 per person (+0.1%) in June 2017 was similar to last year. Visitors from Canada (+8.9%), U.S. East (+3%) and Japan (+0.8%) spent more, while visitors from U.S. West (-2.5%) and All Other International markets (-2.6%) spent less compared to June 2016.

All four larger Hawaiian Islands recorded year-over-year growth in visitor spending and visitor arrivals in June 2017.

There were 1,066,012 total air seats to the Hawaiian Islands in June 2017, an increase of 1.7 percent versus June 2016. Growth in scheduled seats from U.S. East (+18%), Japan (+7.8%), Other Asia (+3%) and Canada (+1.5%) offset declines from Oceania (-2.8%) and U.S. West (-1.4%).

Other Highlights:

- **U.S. West:** In the first half of 2017, visitor arrivals increased from the Mountain region (+6.2%) and Pacific region (+2.3%) compared to last year. Year-to-date, there was moderate growth in hotel (+4.1%) and timeshare (+2.1%) usage by U.S. West visitors, while stays in rental homes rose noticeably (+12.5%) compared to the first half of 2016. Visitors in the first half of 2017 spent \$180 per person, up from \$166 per person in the first half of 2016. Spending increased on lodging, food and beverage, entertainment and recreation, while shopping expenses were similar to last year.

For the month of June, growth in arrivals from the Mountain region (+6%) was led by increases from Utah (+8.3%) and Colorado (+6.6%). From the Pacific region (+2.4%), more visitors came from California (+2.7%) and Washington (+3.7%).

- **U.S. East:** In the first half of 2017, visitor arrivals increased from all regions, highlighted by growth from the two largest regions, South Atlantic (+9%) and East North Central (+4.9%), versus a year ago. Usage of rental homes (+15%) rose significantly among U.S. East visitors in the first half of 2017 year-over-year. Daily spending rose to \$207 per person (+4.7%). Spending was higher on lodging and food and beverage in the first half of 2017 compared to a year ago, while shopping, entertainment and recreation expenses were similar.

For the month of June, visitor arrivals increased from all regions versus last year.

- **Japan:** The launch of direct air service to Kona in December 2016 and increased air service to Honolulu has supported growth in visitor spending and arrivals through the first half of 2017. Significantly more Japanese visitors stayed in condominiums (+27.3%) and timeshares (+20.2%) in the first six months of 2017 compared to a year ago. Year-to-date, fewer visitors purchased group tours (-8.6%) and package trips (-1.1%), while more made their own travel arrangements (+31.9%) in the first half of 2017 compared to last year.

Daily visitor spending rose to \$244 per person (+3.9%) in the first half of 2017 year-over-year. Lodging, food and beverage, and transportation expenses increased, while shopping, entertainment and recreation expenses were similar to a year ago.

- **Canada:** Both visitor spending and arrivals showed strong growth in the first half of 2017, as the market continued to recover from sharp decreases in both categories for much of 2016.

Significantly more visitors from Canada stayed in rental homes (+22%) in the first half of 2017 versus last year. Daily spending by visitors increased to \$165 per person (+5.3%) in the first half of 2017. Lodging, entertainment and recreation expenses were higher, while shopping and food and beverage expenses were comparable to a year ago.

- **MCI:** In the first six months of 2017, total meetings, conventions and incentives (MCI) visitors rose (+2.7% to 286,978) compared to the first half of 2016. Total MCI visitors showed a strong increase (+20.2% to 45,923) in June 2017, with more visitors coming to attend conventions (+33.3%), corporate meetings (+14.7%) and for incentive trips (+10.5%). Contributing to the growth in convention visitors were the more than 6,000 out-of-state delegates who attended the Institute of Electrical and Electronics Engineers 2017 International Microwave Symposium, held at the Hawai'i Convention Center.

- **Honeymoon:** In the first half of 2017, the total number of honeymoon visitors declined (-3.6% to 267,239) versus 2016. Honeymoon visitors in the month of June decreased (-5.2% to 57,711) compared to a year ago, due to fewer visitors coming from Japan (-8.2% to 23,515), U.S. West (-11.9% to 9,753) and U.S. East (-4% to 8,918).

- **Get Married:** In the first six months of 2017, there were 51,677 visitors (+0.1%) who came to Hawai'i for a destination wedding, which was similar to last year. Considerably more visitors (+17.2% to 11,763) came to Hawai'i for weddings in June 2017 compared to a year ago, boosted by increases from U.S. West (+22%), U.S. East (+8.3%) and Japan (+7.3%).

Highlights from All Other Markets:

- **Australia:** Through the first half of 2017, visitor arrivals decreased (-3% to 149,969) versus 2016. In June 2017, arrivals were comparable (+0.3% to 28,528) to June 2016. Year-to-date, daily visitor spending was lower (-1.1% to \$276 per person per day) in 2017 compared to the first half of 2016. Shopping expenses increased, but lodging expenses declined.
- **New Zealand:** Visitor arrivals increased both year-to-date (+6.3% to 27,084) and in June 2017 (+1.3% to 7,118).
- **China:** Visitor arrivals declined through the first half of 2017 (-10.4% to 82,890) and in June 2017 (-18.5% to 14,909). Daily spending by visitors decreased to \$330 per person (-15.6%) in the first half of 2017 versus last year, but continued to be the highest among Hawai'i's visitor markets. Spending was lower in all categories (lodging, shopping, food and beverage, entertainment and recreation) compared to a year ago.
- **Korea:** Visitor arrivals decreased (-3.2% to 113,301) in the first half of 2017. In June 2017 arrivals increased (+6.1% to 19,538) versus last year. Visitors in the first half of 2017 spent \$285 per person (-6%), down from the first half of 2016. Shopping expenses were similar to last year, but lodging, food and beverage, entertainment and recreation expenses declined.
- **Taiwan:** Visitor arrivals rose slightly (+0.7% to 9,299) through the first half of 2017 compared to 2016. Arrivals decreased in June 2017 (-3.7% to 1,766) versus June 2016.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined year-to-date (-3.9% to 57,041) and in June 2017 (-2.3% to 9,437) versus last year.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in the first half of 2017 (-9.9% to 11,519) and in June 2017 (-3.6% to 1,591) compared to last year.

Island Highlights:

- **O'ahu:** Through the first half of 2017, both visitor spending (+6.4% to \$3.7 billion) and arrivals (+3.3% to 2,742,652) increased compared to the first half of 2016. For the month of June 2017, visitor spending rose slightly (+0.7% to \$677 million) boosted by growth in visitor days¹ (+1.4%), which offset slightly lower daily spending (-0.7% to \$195 per person). Visitor arrivals were up (+3.9% to 514,791) supported by growth from U.S. East (+8.3%), Japan (+6.1%), Canada (+2.1%) and U.S. West (+1.1%).
- **Maui:** Visitor spending (+4.8% to \$2.4 billion) and arrivals (+3.4% to 1,360,600) in the first half of 2017 exceeded the results from the same period last year. In June 2017, visitor spending increased (+1.5% to \$393.7 million), boosted by growth in visitor days (+4.2%). Daily spending (-2.6% to \$200 per person) was down compared to June 2016. Visitor arrivals increased in June 2017 (+5.5% to 251,645) with the growth from U.S. East (+11.4%), Canada (+10.9%), and U.S. West (+3.1%) offsetting fewer visitors from Japan (-2.3%).

¹ Aggregate number of days stayed by all visitors.

- **Island of Hawai'i:** In the first six months of 2017, double-digit growth has been realized in both visitor spending (+18.8% to \$1.2 billion) and arrivals (+13% to 868,147) compared to a year ago. In June 2017 visitor spending increased (+16.7% to \$196 million) boosted by growth in visitor days (+9.5%) and higher daily spending (+6.6% to \$176 per person) compared to last June. Visitor arrivals also rose (+11.4% to 157,303) supported by increased direct air service from the U.S. and Japan. Arrivals increased from Japan (+40.3%), U.S. East (+17.4%), Canada (+6%) and U.S. West (+5.3%).
- **Kaua'i:** Through the first half of 2017, both visitor spending (+16.6% to \$954.1 million) and arrivals (+7.5% to 626,409) grew compared to the same period last year. In June 2017, visitor spending increased (+10.5% to \$172.6 million) spurred by growth in visitor days (+5.6%) and higher daily spending (+4.7% to \$187 per person). Visitor arrivals increased (+8.8% to 124,130) with more visitors from Canada (+13%), U.S. East (+8.4%) and U.S. West (+6.3%), but fewer visitors from Japan (-5.4%).

Air Seats to Hawai'i (Table 9, page 23):

In the first half of 2017, total air capacity to the Hawaiian Islands dropped slightly (-0.6% to 6,004,333 seats) compared to the same period last year.

- Seat capacity to Kona rose significantly from a year ago (+10.6%), boosted by the launch of direct service from Tokyo's Haneda Airport in December 2016. The Dallas-Kona route also launched in December 2016, and there were more seats added to the Denver-Kona route.
- Seats to Hilo (+6%) also increased, but there were fewer seats to Honolulu (-1.7%), Kahului (-1%) and Līhu'e (-0.6%) compared to the first half of 2016.

For the month of June 2017, total air capacity rose (+1.7% to 1,066,012 seats), due to growth in scheduled seats (+1.8% to 1,059,640), while charter seats (6,372) were unchanged from last June. There were more seats to Kona (+13.6%), Līhu'e (+11.7%), Hilo (+10.2%) and Honolulu (+0.7%) but fewer seats to Kahului (-2.7%).

- The number of scheduled seats from U.S. West decreased in June 2017 (-1.4%). Growth in seats from Denver (+32.4%) and San Francisco (+1.5%) were offset by fewer seats from San Diego (-6.8%), Oakland (-6.4%), Phoenix (-5.3%), Las Vegas (-4.4%) and Los Angeles (-2.5%).
- Scheduled seats serving the U.S. East market rose in June 2017 (+18%) compared to last year. The seasonal service of the Minneapolis-Honolulu route produced an additional 8,204 seats in June 2017 and will add nearly 35,000 seats between April and August 2017. The Dallas-Kona route produced an additional 6,061 seats in June 2017.
- Scheduled seats from Japan increased in June 2017 (+7.8%), with seats added to the Narita-Honolulu route (+18,274) and Haneda-Kona route (+3,614).
- Scheduled seats from Canada grew (+1.5% to 18,540) in June 2017 with more seats from Vancouver to Kahului compared to last June.
- Scheduled seats from Oceania declined (-2.8%) in June 2017. An increase in seats from Melbourne (+38.5%) and Sydney (+8.2%) was offset by reduced service from Brisbane (-56.7%). Seats from Auckland (+1.1%) increased from a year ago.

- Scheduled seats from Other Asia increased (+3%) compared to June 2016. Seats from Seoul increased (+9.6%). However, there were fewer seats from Shanghai (-14%) and Taiwan (-10.9%).

Cruise Ship Visitors (Table 8, page 22):

- In the first half of 2017, there were 70,083 visitors who entered Hawai'i aboard 40 out-of-state cruise ships. In comparison 29 cruise ships came in the first half of 2016 with 56,555 visitors. Arrivals by air to embark the Hawai'i home-ported cruise ship also rose substantially (+21.9% to 61,624) compared to the first half of 2016, when the ship was in dry dock for a four-week period for refurbishment.
- For the first half of 2017, total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) increased (+22.9% to 131,707) compared to a year ago.
- June through August is a typically slower period for out-of-state cruise ships coming to Hawai'i. In June 2017, there were no out-of-state cruise ships, compared to two ships with 1,600 visitors that came in June 2016. Arrivals by air to board the Hawai'i home-ported cruise ship rose (+3.3%) compared to last June.

###

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](#).

For more information, contact:

Charlene Chan
Director of Communications
Hawai'i Tourism Authority
(808) 973-2272
Charlene@gohta.net

Jennifer Chun
Tourism Research Manager
Hawai'i Tourism Authority
(808) 973-9446
Jennifer@gohta.net

Patrick Dugan
Anthology Marketing Group
(808) 539-3411/(808)741-2712
Patrick.Dugan@AnthologyGroup.com

Erin Kinoshita
Anthology Marketing Group
(808) 539-3428/(808) 349-3746
Erin.Kinoshita@AnthologyGroup.com

June 2017 Arrivals at a Glance

CATEGORY AND MMA	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,447.8	1,395.8	3.7	8,360.4	7,689.8	8.7
Total by air	1,447.8	1,395.2	3.8	8,339.1	7,668.3	8.7
U.S. West	557.1	566.9	-1.7	3,061.4	2,745.6	11.5
U.S. East	427.0	385.0	10.9	2,211.6	1,986.4	11.3
Japan	183.5	167.9	9.3	1,061.0	933.6	13.6
Canada	37.2	31.4	18.4	608.7	551.5	10.4
All Others	243.0	244.0	-0.4	1,396.4	1,451.2	-3.8
Visitor arrivals by cruise ships	0.0	0.6	-100.0	21.4	21.5	-0.8
TOTAL VISITOR DAYS	7,513,663	7,247,723	3.7	41,776,444	40,056,934	4.3
Total by air	7,513,663	7,239,656	3.8	41,460,505	39,796,025	4.2
U.S. West	3,452,559	3,425,109	0.8	17,002,615	16,516,903	2.9
U.S. East	2,090,226	1,940,373	7.7	10,682,785	10,041,522	6.4
Japan	732,262	674,881	8.5	4,340,826	3,969,743	9.3
Canada	215,614	198,357	8.7	3,696,677	3,525,557	4.9
All Others	1,023,001	1,000,935	2.2	5,737,602	5,742,301	-0.1
Visitor arrivals by cruise ships	0	8,067	-100.0	315,939	260,908	21.1
VISITOR ARRIVALS	835,918	800,263	4.5	4,604,976	4,415,801	4.3
Total by air	835,918	798,663	4.7	4,534,893	4,359,246	4.0
U.S. West	372,287	362,653	2.7	1,856,249	1,796,089	3.3
U.S. East	205,540	186,346	10.3	1,043,970	967,914	7.9
Japan	126,353	118,078	7.0	737,629	689,722	6.9
Canada	19,154	17,866	7.2	288,812	269,867	7.0
All Others	112,584	113,721	-1.0	608,234	635,653	-4.3
Visitor arrivals by cruise ships	0	1,600	-100.0	70,083	56,555	23.9
AVERAGE LENGTH OF STAY	8.99	9.06	-0.8	9.07	9.07	0.0
Total by air	8.99	9.06	-0.8	9.14	9.13	0.1
U.S. West	9.27	9.44	-1.8	9.16	9.20	-0.4
U.S. East	10.17	10.41	-2.3	10.23	10.37	-1.4
Japan	5.80	5.72	1.4	5.88	5.76	2.2
Canada	11.26	11.10	1.4	12.80	13.06	-2.0
All Others	9.09	8.80	3.2	9.43	9.03	4.4
Visitor arrivals by cruise ships	0.00	5.04	-100.0	4.51	4.61	-2.3
PER PERSON PER DAY SPENDING (\$)	192.7	192.6	0.1	200.1	192.0	4.2
Total by air	192.7	192.7	0.0	201.1	192.7	4.4
U.S. West	161.4	165.5	-2.5	180.1	166.2	8.3
U.S. East	204.3	198.4	3.0	207.0	197.8	4.7
Japan	250.7	248.8	0.8	244.4	235.2	3.9
Canada	172.7	158.5	8.9	164.7	156.4	5.3
All Others	237.5	243.7	-2.6	243.4	252.7	-3.7
Visitor arrivals by cruise ships	0.0	71.4	-100.0	67.6	82.5	-18.0
PER PERSON PER TRIP SPENDING (\$)	1,732.0	1,744.1	-0.7	1,815.5	1,741.4	4.3
Total by air	1,732.0	1,746.9	-0.9	1,838.9	1,759.1	4.5
U.S. West	1,496.4	1,563.2	-4.3	1,649.3	1,528.7	7.9
U.S. East	2,077.4	2,065.9	0.6	2,118.4	2,052.2	3.2
Japan	1,452.7	1,421.9	2.2	1,438.4	1,353.6	6.3
Canada	1,943.8	1,759.8	10.5	2,107.5	2,043.5	3.1
All Others	2,158.3	2,145.3	0.6	2,295.9	2,283.0	0.6
Visitor arrivals by cruise ships	0.0	359.9	-100.0	304.9	380.7	-19.9

P=Preliminary data.

Source:Hawai'i Tourism Authority

June 2017 Island Highlights

CATEGORY AND ISLAND	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,447.8	1,395.8	3.7	8,360.4	7,689.8	8.7
Total by air	1,447.8	1,395.2	3.8	8,339.1	7,668.3	8.7
O'ahu	677.0	672.1	0.7	3,687.7	3,467.1	6.4
Maui	393.7	388.0	1.5	2,413.1	2,302.7	4.8
Moloka'i	2.2	2.2	2.7	19.7	15.9	23.5
Lāna'i	6.3	8.8	-28.3	42.8	36.6	17.0
Kaua'i	172.6	156.2	10.5	954.1	818.0	16.6
Haw aii Island	196.0	167.9	16.7	1,221.7	1,028.0	18.8
Visitor arrivals by cruise ships	0.0	0.6	-100.0	21.4	21.5	-0.8
TOTAL VISITOR DAYS	7,513,663	7,247,723	3.7	41,776,444	40,056,934	4.3
Total by air	7,513,663	7,239,656	3.8	41,460,505	39,796,025	4.2
O'ahu	3,473,574	3,425,942	1.4	18,766,778	18,190,189	3.2
Maui	1,966,457	1,887,532	4.2	11,146,056	10,890,579	2.3
Moloka'i	19,549	17,947	8.9	149,001	150,480	-1.0
Lāna'i	19,842	19,019	4.3	107,802	106,279	1.4
Kaua'i	921,587	873,116	5.6	4,797,040	4,576,388	4.8
Haw aii Island	1,112,654	1,016,100	9.5	6,493,827	5,882,110	10.4
Visitor arrivals by cruise ships	0	8,067	-100.0	315,939	260,908	21.1
VISITOR ARRIVALS	835,918	800,263	4.5	4,604,976	4,415,801	4.3
Total by air	835,918	798,663	4.7	4,534,893	4,359,246	4.0
O'ahu	514,791	495,510	3.9	2,742,652	2,654,812	3.3
Maui	251,645	238,600	5.5	1,360,600	1,315,719	3.4
Moloka'i	4,755	4,848	-1.9	28,750	31,220	-7.9
Lāna'i	5,369	5,159	4.1	32,060	31,078	3.2
Kaua'i	124,130	114,115	8.8	626,409	582,655	7.5
Haw aii Island	157,303	141,239	11.4	868,147	768,143	13.0
Visitor arrivals by cruise ships	0	1,600	-100.0	70,083	56,555	23.9
AVERAGE LENGTH OF STAY	8.99	9.06	-0.8	9.07	9.07	0.0
Total by air	8.99	9.06	-0.8	9.14	9.13	0.1
O'ahu	6.75	6.91	-2.4	6.84	6.85	-0.1
Maui	7.81	7.91	-1.2	8.19	8.28	-1.0
Moloka'i	4.11	3.70	11.1	5.18	4.82	7.5
Lāna'i	3.70	3.69	0.2	3.36	3.42	-1.7
Kaua'i	7.42	7.65	-3.0	7.66	7.85	-2.5
Haw aii Island	7.07	7.19	-1.7	7.48	7.66	-2.3
Visitor arrivals by cruise ships	0.00	5.04	-100.0	4.51	4.61	-2.3
PER PERSON PER DAY SPENDING (\$)	192.7	192.6	0.1	200.1	192.0	4.2
Total by air	192.7	192.7	0.0	201.1	192.7	4.4
O'ahu	194.9	196.2	-0.7	196.5	190.6	3.1
Maui	200.2	205.6	-2.6	216.5	211.4	2.4
Moloka'i	113.0	119.9	-5.8	131.9	105.7	24.7
Lāna'i	317.5	462.1	-31.3	396.8	344.0	15.4
Kaua'i	187.3	178.9	4.7	198.9	178.7	11.3
Haw aii Island	176.1	165.3	6.6	188.1	174.8	7.6
Visitor arrivals by cruise ships	0.0	71.4	-100.0	67.6	82.5	-18.0
PER PERSON PER TRIP SPENDING (\$)	1,732.0	1,744.1	-0.7	1,815.5	1,741.4	4.3
Total by air	1732.0	1746.9	-0.9	1838.9	1759.1	4.5
O'ahu	1315.0	1356.4	-3.0	1344.6	1306.0	3.0
Maui	1564.6	1626.3	-3.8	1773.6	1750.1	1.3
Moloka'i	464.4	443.7	4.7	683.5	509.7	34.1
Lāna'i	1173.2	1703.6	-31.1	1334.3	1176.4	13.4
Kaua'i	1390.8	1368.8	1.6	1523.2	1403.9	8.5
Haw aii Island	1246.0	1188.9	4.8	1407.2	1338.3	5.1
Visitor arrivals by cruise ships	0.0	359.9	-100.0	304.9	380.7	-19.9

P=Preliminary data.

Source:Haw aii Tourism Authority