



For Immediate Release: April 28, 2017
HTA Release (17-13)

Hawai'i Visitor Spending Increased 12.3 Percent in March 2017 **Japan Market Led the Growth in Spending and Arrivals**

HONOLULU – Visitors to Hawai'i spent \$1.4 billion in March 2017, an increase of 12.3 percent compared to March 2016, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). The Japan market led the growth in visitor spending (+\$20.8% to \$187.2 million), driven by year-over-year increases in visitor days (+13.1%), average length of stay (+3.6%), and daily spending (+6.9% to \$228 per person).

Daily spending statewide averaged \$201 per person in March 2017, up from \$182 per person last year, with increases in most visitor markets.

Visitor arrivals to Hawai'i increased (+2.1% to 802,802) in March 2017, with Japan again generating the highest rate of growth (+9.1% to 136,735) among Hawai'i's major markets. Spending and arrivals by visitors from Japan have escalated during the first quarter of 2017 due to increased air service to Honolulu and the launch of direct service to Kona from Haneda in December 2016.

In addition to increased arrivals by air (+1.7% to 792,671), there was strong growth in arrivals by cruise ships (+47.4% or +3,257 visitors) in March 2017.

The island of Hawai'i experienced a considerable gain in visitor spending (+25.5% to \$203.3 million) and double-digit growth in visitor arrivals from U.S. West, U.S. East, Japan and Canada. Both Kona and Hilo recorded higher visitation in March 2017, as the island benefited from more direct air service from the U.S. and Japan.

More visitors went to multiple islands (+11.6%) in March 2017 compared to a year ago, and each island received substantially more visitors for day-trips¹. The strong growth in cruise visitors contributed to these increases.

There was a small decline in total air seats (-0.6% to 1,051,552) serving the Hawaiian Islands in March 2017 compared to last year. Growth in scheduled seats from U.S. East (+10.8%) and Japan (+9.1%) were offset by declines from Other Asia (-11.2%), Canada (-10%), Oceania (-8.7%), and U.S. West (-1.4%).

Year-to-Date First Quarter 2017

Visitor spending statewide rose (+10.4% to \$4.4 billion) in the first quarter of 2017, boosted by growth in total visitor arrivals (+3.1% to 2,264,903) and higher daily spending (+7.1% to \$205 per person).

The Japan market realized a significant gain in visitor spending (+19.1% to \$563.1 million) along with an increase in arrivals (+7.3% to 383,702) in the first quarter of 2017 compared to the year prior.

The U.S. West, U.S. East and Canada markets also experienced year-over-year increases in visitor spending and arrivals in the first quarter of 2017. The U.S. West was up 16.3 percent to \$1.5 billion

¹ Day trips include visits of less than one day and do not include overnight stays.

in spending and 1.7 percent to 848,432 visitors; the U.S. East increased 9.8 percent to \$1.1 billion in spending and 5.2 percent to 517,888 visitors; and Canada grew 6.9 percent to \$435 million in spending and 3.5 percent to 195,309 visitors.

Spending by visitors from All Other International Markets declined (-3.5% to \$699.6 million) due to decreased arrivals (-7.5% to 278,607) and lower daily spending (-1.8% to \$250 per person) in the first quarter of 2017 compared to a year ago.

Other Highlights:

- **U.S. West:** Daily spending grew (+14.7% to \$186 per person) in March 2017, primarily due to increased lodging expenses. Growth in visitor arrivals (+1.2% to 320,247) were primarily from Mountain region states (+9.6%), including Utah (+15.2%), Colorado (+13.9%) and Arizona (+7.5%). Fewer arrivals from California (-6.2%), particularly the Sacramento, Los Angeles and San Francisco markets, led to a decline in the Pacific region (-1.7%). In the first quarter of 2017, the Mountain region grew (+6.6%) while arrivals from the Pacific region (-0.4%) were flat.
- **U.S. East:** Visitor arrivals rose (+4.7% to 185,278) in March 2017. Growth in arrivals by air from the East South Central (+23.1%), New England (+12.5%), West North Central (+10.5%) and West South Central (+8.2%) regions offset fewer visitors from the South Atlantic (-4.9%) and Mid Atlantic (-2%) regions. Contributing to increased March arrivals was an additional 2,415 visitors who flew to Hawai'i to board the home ported cruise ship. In the first quarter of 2017, arrivals increased from all U.S. East regions compared to the same period last year.
- **MCI:** Visitors who came to Hawai'i for meetings, conventions and incentives (MCI) increased (+4.8% to 40,885) in March 2017. More visitors attended conventions (+11.6% to 20,495) and corporate meetings (+15% to 8,478), but fewer traveled on incentive trips (-8.5% to 13,528). For the first quarter of 2017, total MCI visitors declined (-1.7% to 149,451).

Highlights from All Other Markets:

- **Australia:** Visitor arrivals decreased in March 2017 (-4.5% to 19,767) and in the first quarter of 2017 (-2.2% to 64,150). Daily visitor spending declined (-1.8% to \$281 per person per day) in the first quarter compared to last year. Spending on shopping increased, but lodging expenses declined.
- **New Zealand:** Visitor arrivals grew in March 2017 (+3.5% to 2,754) and in the first quarter (+9.6% to 8,771) versus last year.
- **China:** Visitor arrivals increased in March 2017 (+3.3% to 9,731) but declined through the first quarter (-9.4% to 37,114) in comparison to a year ago. Daily spending by visitors in the first quarter decreased to \$326 per person (-20%) versus last year, but continued to be the highest among the visitor markets. Visitors spent less on all categories (lodging, shopping, food and beverage and entertainment and recreation) compared to a year ago.
- **Korea:** Visitor arrivals decreased in March 2017 (-11% to 14,181) and in the first quarter (-1.5% to 61,827) compared to last year. The decline in March 2017 was partially caused by fewer available seats, as a carrier suspended service to Hawai'i until late May 2017 for maintenance. Visitors in the first quarter of 2017 spent \$278 per person (-7.1%), down from the first quarter of last year. Spending on shopping increased, but lodging, food and beverage and entertainment and recreation expenses declined.
- **Taiwan:** Visitor arrivals dropped slightly in March 2017 (-0.9% to 1,130), but continued to show an increase through the first quarter of 2017 (+5% to 4,812).

- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined both in March 2017 (-6.2% to 8,942) and in the first quarter (-5.7% to 24,710).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in both March 2017 (-29.7% to 1,356) and in the first quarter (-19.9% to 5,698).

Island Highlights:

- **O'ahu:** Visitor spending increased (+10.9% to \$624.1 million) in March 2017, driven by higher per person per day spending (+8.7%) and increased visitor days (+2.1%), compared to March 2016. Visitor arrivals increased (+2.5% to 465,272), with growth from Japan (+8.6%), Canada (+7.4%), U.S. East (+5.8%) and U.S. West (+2.9%). Significantly more visitors (+34.8%) went to O'ahu for day trips. In the first quarter of 2017, both visitor spending (+9.4% to \$1.9 billion) and visitor arrivals (+2.5% to 1,331,565) increased compared to last year.
- **Maui:** Visitor spending grew (+6.8% to \$423.7 million) in March 2017, boosted by increased daily spending (+6.7% to \$217 per person). There was no growth in visitor days (+0.1%) as a large increase in day-trip visitors (+32.9%) resulted in a shorter average length of stay (-2.5%). Visitor arrivals grew (+2.6% to 239,356) with increases from Japan (+11.6%), U.S. East (+10%) and Canada (+6.1%), while arrivals from U.S. West were flat (-0.2%). In the first quarter of 2017, both visitor spending (+2.7% to \$1.3 billion) and arrivals (+1.2% to 660,348) were higher than in the first quarter of 2016.
- **Island of Hawai'i:** Visitor spending increased substantially (+25.5% to \$203.3 million) in March 2017, due to growth in visitor days (+6.1%), combined with much higher daily spending (+18.2% to \$185 per person) compared to March 2016. Visitor arrivals rose (+12.4% to 151,876), supported by increased direct air service from the U.S. East and Japan. Arrivals rose significantly from Japan (+26.5%), with Canada (+15%), U.S. East (+13.9%) and U.S. West (+11.9%) also increasing by double-digits. There were noticeably more day-trip visitors (+27%) compared to a year ago; heavy volcanic activities may have also contributed to this increase. The first quarter of 2017 saw very strong growth in visitor spending (+20.7% to \$680.2 million) and arrivals (+11.2% to 439,409) compared to a year ago.
- **Kaua'i:** Visitor spending increased considerably (+17% to \$153.3 million) in March 2017, primarily due to much higher daily spending (+17.4% to \$200 per person). Visitor arrivals increased (+5.1% to 102,368), led by growth from the U.S. East market (+18.2%). There were significantly more day-trip visitors (+34.6%) than a year ago, which shortened the average length of stay (-5.2%) and led to no growth in visitor days (-0.3%). For the first quarter of 2017, growth in visitor days (+2.1%) and higher daily spending contributed to a sharp increase in visitor spending (+20.5% to \$497 million) compared to the same period last year.

Air Seats to Hawai'i:

- Total air seat capacity was down slightly (-0.6% to 1,051,552) in March 2017 compared to March 2016. Growth in scheduled seats was flat (-0.2% to 1,044,196), while charter seats declined (-37.4% to 7,356).
- Seat capacity to Kona rose (+14.7%) with the addition of non-stop service from Haneda and more service from Dallas (+17 flights) in March 2017. Seats to Hilo (+2.4%) increased, but there were fewer seats to Līhu'e (-3.5%), Honolulu (-2.1%) and Kahului (-0.9%) compared to last year.
- The number of scheduled seats from U.S. West declined (-1.4%) in March 2017 versus last year. The decrease in seats from San Jose (-16.9%), Phoenix (-10.4%), Oakland (-5.9%), San Francisco (-2.1%), and Seattle (-1.2%), and discontinued service from Bellingham to Honolulu

were partially offset by the increase in seats from Denver (+37.5%), Salt Lake City (+12.3%), Las Vegas (+3.7%), and Los Angeles (+1.5%).

- There were more scheduled seats from U.S. East (+10.8%) in March 2017 compared to the year prior. Growth in seats from New York City's John F. Kennedy International Airport (+47.9%), Dallas (+20.6%), and Minneapolis (+19.2%) offset decreases from Washington D.C. (-17.6%) and Newark (-11.6%).
- Scheduled seats rose from Japan (+9.1%) in March 2017 compared to a year ago, with seats added to the Narita-Honolulu route (+10,831 seats) and Haneda-Kona route (+4,116 seats). Adding in the increase from Sapporo (+7.7%), this more than offset fewer seats from Nagoya (-19.4%) and Osaka (-5.1%).
- Scheduled seats from Canada declined (-10%) in March 2017. Seats from Calgary increased (+11.9%), but there were fewer seats from Vancouver (-8.9%) as well as smaller routes like Toronto (-55.6%) and Edmonton (-38.5%).
- Scheduled seats from Oceania decreased (-8.7%) in March 2017 compared to last year, due to reduced service from Brisbane (-51.3%) and Melbourne (-22.2%). Partially offsetting this decline was a growth in seats from Auckland (+6.2%).
- Air seat capacity from Other Asia was down (-11.2%) in March 2017 compared to a year ago, driven by reduced seat capacity from Korea (-18.7%) due to a halt in service from one airline until late May 2017. There were more seats from Shanghai (+16.8%) and Beijing (+2.1%), but fewer seats from Taiwan (-2.4%).
- Through the first quarter of 2017, statewide air seat capacity decreased (-1.6% to 2,987,958) from the same time last year. There was growth in seats to Kona (+9.1%) and Hilo (+6.6%), but fewer seats to Honolulu (-2.5%), Kahului (-1.8%) and Līhu'e (-6%).

Cruise Ship Visitors:

- Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) rose sharply (+68.8% to 19,326) in March 2017.
- Five out-of-state cruise ships brought 10,131 visitors to Hawai'i in March 2017. These ships had a larger capacity than the five ships that came with 6,874 visitors in March 2016.
- In March 2017, arrivals by air to embark the Hawai'i home-ported cruise ship doubled (from 4,579 to 9,195 visitors) compared to March 2016 when the ship was in dry dock for two weeks. Most of this increase was from U.S. East (+2,415 visitors).
- For first quarter 2017, 40,965 visitors entered Hawai'i on 24 out-of-state cruise ships, compared to the 22,707 visitors who arrived on 13 cruise ships in first quarter 2016. Total cruise visitors (by air and ship) increased (+58.8% to 68,492) in the first three months of 2017.

###

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published statistics (visitor arrivals, visitor days, expenditures) for January and February 2017. Updated data tables are available on the HTA website.

[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](#).

For more information, contact:

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

Daniel Nāho'opi'i
Director of Tourism Research
Hawai'i Tourism Authority
(808) 973-2264
Daniel@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

March 2017 Arrivals at a Glance

CATEGORY AND MMA	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,419.0	1,263.6	12.3	4,380.1	3,967.5	10.4
Total by air	1,416.5	1,261.0	12.3	4,367.9	3,958.8	10.3
U.S. West	521.2	451.6	15.4	1,535.2	1,320.3	16.3
U.S. East	343.9	303.2	13.4	1,135.1	1,033.8	9.8
Japan	187.2	154.9	20.8	563.1	472.8	19.1
Canada	138.2	132.3	4.5	435.0	407.0	6.9
All Others	226.0	219.0	3.2	699.6	724.9	-3.5
Visitor arrivals by cruise ships	2.5	2.6	-6.5	12.1	8.6	40.8
TOTAL VISITOR DAYS	7,074,794	6,942,667	1.9	21,331,855	20,697,899	3.1
Total by air	7,036,231	6,913,832	1.8	21,155,927	20,603,582	2.7
U.S. West	2,809,305	2,792,149	0.6	7,978,102	7,840,095	1.8
U.S. East	1,746,973	1,662,571	5.1	5,518,300	5,292,994	4.3
Japan	819,565	724,839	13.1	2,266,143	2,038,577	11.2
Canada	865,027	858,663	0.7	2,599,210	2,589,071	0.4
All Others	795,361	875,609	-9.2	2,794,172	2,842,844	-1.7
Visitor arrivals by cruise ships	38,563	28,835	33.7	175,928	94,317	86.5
VISITOR ARRIVALS	802,802	786,262	2.1	2,264,903	2,196,052	3.1
Total by air	792,671	779,388	1.7	2,223,939	2,173,346	2.3
U.S. West	320,247	316,591	1.2	848,432	833,991	1.7
U.S. East	185,278	176,894	4.7	517,888	492,069	5.2
Japan	136,735	125,308	9.1	383,702	357,534	7.3
Canada	69,469	66,548	4.4	195,309	188,695	3.5
All Others	80,941	94,048	-13.9	278,607	301,057	-7.5
Visitor arrivals by cruise ships	10,131	6,874	47.4	40,965	22,707	80.4
AVERAGE LENGTH OF STAY	8.81	8.83	-0.2	9.42	9.43	-0.1
Total by air	8.88	8.87	0.1	9.51	9.48	0.3
U.S. West	8.77	8.82	-0.5	9.40	9.40	0.0
U.S. East	9.43	9.40	0.3	10.66	10.76	-0.9
Japan	5.99	5.78	3.6	5.91	5.70	3.6
Canada	12.45	12.90	-3.5	13.31	13.72	-3.0
All Others	9.83	9.31	5.5	10.03	9.44	6.2
Visitor arrivals by cruise ships	3.81	4.19	-9.3	4.29	4.15	3.4
PER PERSON PER DAY SPENDING (\$)	200.6	182.0	10.2	205.3	191.7	7.1
Total by air	201.3	182.4	10.4	206.5	192.1	7.5
U.S. West	185.5	161.8	14.7	192.4	168.4	14.3
U.S. East	196.8	182.4	7.9	205.7	195.3	5.3
Japan	228.4	213.7	6.9	248.5	231.9	7.1
Canada	159.8	154.0	3.7	167.4	157.2	6.5
All Others	284.2	250.1	13.6	250.4	255.0	-1.8
Visitor arrivals by cruise ships	64.1	91.8	-30.1	69.1	91.5	-24.5
PER PERSON PER TRIP SPENDING (\$)	1,767.6	1,607.2	10.0	1,933.9	1,806.6	7.0
Total by air	1,787.0	1,617.9	10.5	1,964.0	1,821.5	7.8
U.S. West	1,627.5	1,426.6	14.1	1,809.5	1,583.1	14.3
U.S. East	1,855.9	1,714.1	8.3	2,191.7	2,101.0	4.3
Japan	1,369.1	1,236.2	10.7	1,467.5	1,322.3	11.0
Canada	1,989.8	1,987.6	0.1	2,227.2	2,157.1	3.3
All Others	2,792.5	2,328.3	19.9	2,511.0	2,407.8	4.3
Visitor arrivals by cruise ships	244.1	384.9	-36.6	296.6	380.0	-22.0

P=Preliminary data.

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published statistics (visitor arrivals, visitor days and expenditure statistics by MMA and by island) for January and February 2017.

Source: Hawaii Tourism Authority

March 2017 Island Highlights

CATEGORY AND ISLAND	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,419.0	1,263.6	12.3	4,380.1	3,967.5	10.4
Total by air	1,416.5	1,261.0	12.3	4,367.9	3,958.8	10.3
O'ahu	624.1	562.7	10.9	1,862.6	1,702.6	9.4
Maui	423.7	396.7	6.8	1,293.7	1,259.3	2.7
Moloka'i	2.9	1.7	69.3	12.5	8.5	46.3
Lāna'i	9.3	7.0	33.6	21.9	12.3	78.0
Kaua'i	153.3	131.0	17.0	497.0	412.5	20.5
Haw ai'i Island	203.3	162.0	25.5	680.2	563.6	20.7
Visitor arrivals by cruise ships	2.5	2.6	-6.5	12.1	8.6	40.8
TOTAL VISITOR DAYS	7,074,794	6,942,667	1.9	21,331,855	20,697,899	3.1
Total by air	7,036,231	6,913,832	1.8	21,155,927	20,603,582	2.7
O'ahu	3,171,208	3,106,482	2.1	9,356,231	9,042,992	3.5
Maui	1,956,644	1,954,972	0.1	5,756,287	5,790,417	-0.6
Moloka'i	25,133	29,652	-15.2	91,705	96,046	-4.5
Lāna'i	21,361	21,367	0.0	53,066	52,200	1.7
Kaua'i	765,293	767,941	-0.3	2,391,884	2,342,104	2.1
Haw ai'i Island	1,096,591	1,033,419	6.1	3,506,756	3,279,823	6.9
Visitor arrivals by cruise ships	38,563	28,835	33.7	175,928	94,317	86.5
VISITOR ARRIVALS	802,802	786,262	2.1	2,264,903	2,196,052	3.1
Total by air	792,671	779,388	1.7	2,223,939	2,173,346	2.3
O'ahu	465,272	453,873	2.5	1,331,565	1,299,411	2.5
Maui	239,356	233,289	2.6	660,348	652,679	1.2
Moloka'i	5,516	6,789	-18.7	15,727	17,276	-9.0
Lāna'i	6,150	5,511	11.6	15,150	13,969	8.5
Kaua'i	102,368	97,426	5.1	296,105	280,357	5.6
Haw ai'i Island	151,876	135,106	12.4	439,409	395,273	11.2
Visitor arrivals by cruise ships	10,131	6,874	47.4	40,965	22,707	80.4
AVERAGE LENGTH OF STAY	8.81	8.83	-0.2	9.42	9.43	-0.1
Total by air	8.88	8.87	0.1	9.51	9.48	0.3
O'ahu	6.82	6.84	-0.4	7.03	6.96	1.0
Maui	8.17	8.38	-2.5	8.72	8.87	-1.7
Moloka'i	4.56	4.37	4.3	5.83	5.56	4.9
Lāna'i	3.47	3.88	-10.4	3.50	3.74	-6.3
Kaua'i	7.48	7.88	-5.2	8.08	8.35	-3.3
Haw ai'i Island	7.22	7.65	-5.6	7.98	8.30	-3.8
Visitor arrivals by cruise ships	3.81	4.19	-9.3	4.29	4.15	3.4
PER PERSON PER DAY SPENDING (\$)	200.6	182.0	10.2	205.3	191.7	7.1
Total by air	201.3	182.4	10.4	206.5	192.1	7.5
O'ahu	196.8	181.1	8.7	199.1	188.3	5.7
Maui	216.5	202.9	6.7	224.7	217.5	3.3
Moloka'i	114.8	57.5	99.8	136.4	89.0	53.3
Lāna'i	434.9	325.4	33.7	413.4	236.1	75.1
Kaua'i	200.3	170.5	17.4	207.8	176.1	18.0
Haw ai'i Island	185.3	156.8	18.2	194.0	171.8	12.9
Visitor arrivals by cruise ships	64.1	91.8	-30.1	69.1	91.5	-24.5
PER PERSON PER TRIP SPENDING (\$)	1,767.6	1,607.2	10.0	1,933.9	1,806.6	7.0
Total by air	1787.0	1617.9	10.5	1964.0	1821.5	7.8
O'ahu	1341.4	1239.8	8.2	1398.8	1310.3	6.8
Maui	1770.2	1700.4	4.1	1959.1	1929.4	1.5
Moloka'i	523.1	251.0	108.4	795.5	494.9	60.8
Lāna'i	1510.6	1261.7	19.7	1448.0	882.2	64.1
Kaua'i	1497.3	1344.2	11.4	1678.5	1471.3	14.1
Haw ai'i Island	1338.3	1199.0	11.6	1547.9	1425.8	8.6
Visitor arrivals by cruise ships	244.1	384.9	-36.6	296.6	380.0	-22.0

P=Preliminary data.

Technical Notes: The HTA received corrected passenger counts from airlines traffic summary reports which mainly impacted the Canadian market. The corrections were significant enough to warrant revisions to published statistics (visitor arrivals, visitor days and expenditure statistics by MMA and by island) for January and February 2017.

Source: Haw ai'i Tourism Authority