



U.S. Fact Sheet

United States Overview

The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors, with domestic air seats accounting for 68 percent of total seats to the state in 2017. U.S. West includes visitors who travel to the Hawaiian Islands from the 12 Pacific states west of the Rockies, and U.S. East includes all other states.

Interest in Hawai'i is expected to remain strong, although value continues to be a deciding factor. The HTA continues to work with Hawai'i Tourism U.S.A. to market and promote Hawai'i to reach the "avid travelers" and now the "avid explorers." In 2017, some new activities occurring in the market include: 1) a New York City market activation involving out-of-home; digital, social, travel trade and influencer events; 2) evolution of the #LetHawaiiHappen – 'Journeys'; 3) use of 360 and Virtual Reality content for online marketing and training; 4) hosting of a Millennial Travel Professional Summit; 5) developing and refining tools and technology to reach meeting planners.

May 2017 Quick Facts¹

Visitor Expenditures:	\$4.29 billion
Primary Purpose of Stay:	Pleasure (1,880,726) vs. MCI (156,452)
Average Length of Stay:	9.53 days
First Time Visitors:	26.4%
Repeat Visitors:	73.6%

U.S. West

U.S. WEST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	2017 Forecast (May, 2017)	% Change 2016P vs 2017 Forecast	YTD May. 2017P	YTD May. 2016P	% change YTD
Visitor Expenditures* (\$ Millions)	5,275.7	5,602.2	6.2%	5,650.6	0.9%	2,504.3	2,178.7	14.9%
Visitor Days	32,561,688	33,497,107	2.9%	33,471,947	-0.1%	13,550,055	13,091,795	3.5%
Arrivals	3,507,652	3,658,380	4.3%	3,656,608	0.0%	1,483,963	1,433,436	3.5%
Per Person Per Day Spending* (\$)	162.0	167.2	3.2%	170.6	2.0%	184.8	166.4	11.1%
Per Person Per Trip Spending* (\$)	1,504.0	1,531.3	1.8%	1,545.3	0.9%	1,687.6	1,519.9	11.0%
Length of Stay (days)	9.28	9.16	-1.4%	9.15	0.0%	9.13	9.13	0.0%

*Excludes supplemental business spending

¹ 2016 and 2017 data are preliminary.

U.S. East

U.S. EAST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	2017 Forecast (May. 2017)	% Change 2016P vs 2017 Forecast	YTD May. 2017P	YTD May. 2016P	% change YTD
Visitor Expenditures* (\$ Millions)	3,674.6	3,845.3	4.6%	3,980.5	3.5%	1,784.6	1,601.4	11.4%
Visitor Days	18,580,408	19,097,032	2.8%	19,617,545	2.7%	8,592,559	8,101,148	6.1%
Arrivals	1,803,670	1,869,826	3.7%	1,921,265	2.8%	838,430	781,568	7.3%
Per Person Per Day Spending* (\$)	197.8	201.4	1.8%	204.4	1.5%	207.7	197.7	5.1%
Per Person Per Trip Spending* (\$)	2,037.3	2,056.5	0.9%	2,071.8	0.7%	2,128.5	2,049.0	3.9%
Length of Stay (days)	10.30	10.2	-0.9%	10.21	0.0%	10.2	10.4	-1.1%

*Excludes supplemental business spending

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Market Summary

U.S. West

- In 2016, growth in arrivals (+4.3% to 3,658,380 visitors) and higher daily spending (+3.2% to \$167 per person) contributed to a 6.2% gain in visitor expenditures to \$5.6 billion. Through May 2017, increased in arrivals (+3.5% to 1,483,963 visitors) and higher daily spending (+11.1% to \$185 per person) led to a 14.9% growth in visitor expenditures to \$2.5 billion.
- Airlift: In 2016, air seats increased 1.5% to 7,324,285 compared to 7,217,348 in 2015 for U.S. West. The largest growth in inbound seat inventory were from San Francisco and Seattle. Through May 2017, scheduled seats from U.S. West dropped 3 percent from the first five months of 2016

U.S. East

- In 2016, arrivals increased (+3.7% to 1,869,826 visitors) as did visitor expenditures (+4.6% to \$3.85 billion). Daily spending of \$201 per person (+1.8%) was higher compared to 2015. Through May 2017, visitor arrivals (+7.3% to 838,430 visitors), visitor expenditures (+11.4% to \$1.784 billion) and daily spending (+5.1% to \$208 per person) all exceeded year-to-date 2016.
- Airlift: For 2016, growth in scheduled air seats (-0.5% to 923,602) was flat in compared to 2015. Growth in seats out of Minneapolis, New York JFK and Houston were offset by fewer seats from Chicago, Atlanta and Dallas. Through May 2017, scheduled seats from U.S. East rose 11.7%.

Market Conditions

Overall U.S.

- While demand for travel to Hawai'i remains strong among U.S. air leisure travelers, rising travel prices continue to play a factor with converting this demand into actual Hawai'i vacations.
- "Affordability" and "value" continue to play a large role in consumer willingness to travel.
- The U.S. Consumer Confidence Index declined again in May 2017, though the slide was less pronounced than April's drop. Currently, the Index stands at 117.9 (1985=100), down -1.5 points from the month prior. The decrease was driven by growing concerns about the future of the economy, while perceptions of current economic conditions remained mostly unchanged.
- The U.S. unemployment rate continued its gradual but downward march in April 2017, dropping an additional -0.1 points to 4.4 percent. This is the lowest level of unemployment seen since May 2007, shortly before the onset of the Great Recession. Other fundamentals of the U.S. labor market have likewise remained stable or favorable.
- Between June and August 2017, U.S. airlift to Hawai'i is expected to increase +1.2 percent compared to the same period in 2016. Approximately 2.3 million air seats are bound for Hawai'i from the U.S. mainland over the course of the next three months.
 - In the U.S. West market, Denver (+30.2 percent) leads in added capacity relative to 2016, while gateways such as San Francisco (+3.6 percent) and Seattle (+0.3 percent) continue to make more modest additions to air seats. On the other hand, lower capacity from major gateways such as Oakland (-9.6 percent), San Diego (-7.8 percent), and Los Angeles (-1.2 percent) continue to offset these service expansions. As a result, total air seats from the U.S. West market are expected to decline by -0.8 percent this summer as compared to the same months last year.
 - Meanwhile, capacity from the U.S. East market has continued to grow, with June through August scheduled air seats up +18.0 percent from the previous year. Air seats from Dallas

(+30.0) have grown considerably, while the continuation of Delta's Minneapolis route through the summer months adds an additional +20,000 seats not flown last year.

- Of significance to the Hawai'i visitor industry, U.S. air leisure traveler sentiment declined for the second quarter in a row in Q2 2017. This decrease was fueled by growing pessimism and concern across the full spectrum of issues measured. The greatest shifts were seen in the perceived time for and affordability of travel, which saw the share of respondents who reported they felt circumstances were improving decline -12 points and -17 points, respectively.
- Despite an upward revision of overall first quarter economic growth, of importance to the U.S. travel industry was the downward revision of consumer spending growth from +1.9 percent to +1.5 percent. Likewise, the lower than anticipated performance of the economy suggests that consumer expectations may have been too high throughout the early months of 2017. Though this should not impact leisure travel decisions in the short term, it is possible that if U.S. GDP growth does not surpass the +3.0 percent threshold promised during the 2016 election season, the U.S. leisure travel market will suffer as consumers adjust their behavior accordingly.

Visitor Statistics

U.S. West

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Length of Stay (days)	9.28	9.16	-1.4%	9.15	0.0%	9.13	9.13	0.0%

*Excludes supplemental business spending

U.S. East

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Distribution by Island

U.S. West

U.S. WEST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
O'ahu	1,525,939	1,567,646	2.7%	629,536	616,317	2.1%
Maui County	1,263,378	1,336,658	5.8%	527,049	515,798	2.2%
...Maui	1,244,689	1,314,432	5.6%	518,036	506,609	2.3%
...Moloka'i	26,145	25,521	-2.4%	9,554	10,557	-9.5%
...Lāna'i	22,422	25,800	15.1%	9,788	10,143	-3.5%
Kaua'i	603,519	619,321	2.6%	246,938	234,117	5.5%
Island of Hawai'i	631,224	649,422	2.9%	288,323	257,545	12.0%

U.S. East

U.S. EAST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
O'ahu	1,072,333	1,089,757	1.6%	469,167	439,713	6.7%
Maui County	676,007	707,408	4.6%	321,385	299,375	7.4%
...Maui	665,964	695,708	4.5%	316,719	294,096	7.7%
...Moloka'i	18,996	14,932	-21.4%	6,249	6,853	-8.8%
...Lāna'i	17,727	20,212	14.0%	8,568	8,543	0.3%
Kaua'i	344,210	354,150	2.9%	161,282	144,621	11.5%
Island of Hawai'i	400,979	413,937	3.2%	193,351	172,629	12.0%

Airlift

	2017					2016					2017 vs. 2016 (%)				
	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3	Q4	YTD	Q1	Q2	Q3	Q4	YTD
US WEST	1,717,063	1,828,516	1,880,665	1,744,589	7,170,833	1,789,501	1,864,300	1,916,172	1,754,312	7,324,285	-4.0%	-1.9%	-1.9%	-0.6%	-2.1%
Anchorage	25,758	15,105	13,356	17,013	71,232	27,058	15,648	13,366	16,827	72,899	-4.8%	-3.5%	-0.1%	1.1%	-2.3%
Bellingham	10,176	318	0	6,519	17,013	16,789	9,454	0	6,376	32,619	39.4%	96.6%	0.0%	2.2%	47.8%
Denver	55,803	47,594	46,163	45,487	195,047	37,711	43,786	42,633	43,478	167,608	48.0%	8.7%	8.3%	4.6%	16.4%
Las Vegas	70,514	74,594	72,283	69,678	287,069	71,218	73,182	74,846	71,891	291,137	-1.0%	1.9%	-3.4%	-3.1%	-1.4%
Los Angeles	548,722	647,273	683,992	591,321	2,471,308	566,998	656,656	700,502	601,033	2,525,189	-3.2%	-1.4%	-2.4%	-1.6%	-2.1%
Oakland	84,571	102,543	111,954	88,559	387,627	90,998	108,098	125,824	89,400	414,320	-7.1%	-5.1%	11.0%	-0.9%	-6.4%
Phoenix	113,046	116,441	127,980	118,016	475,483	124,805	125,441	126,852	116,476	493,574	-9.4%	-7.2%	0.9%	1.3%	-3.7%
Portland	89,913	70,341	65,644	79,636	305,534	95,402	72,934	68,880	83,900	321,116	-5.8%	-3.6%	-4.7%	-5.1%	-4.9%
Sacramento	37,620	38,038	38,456	38,456	152,570	38,402	38,402	38,824	38,624	154,252	-2.0%	-0.9%	-0.9%	-0.4%	-1.1%
Salt Lake City	26,370	23,751	24,012	25,836	99,969	23,751	23,751	21,402	26,060	94,964	11.0%	0.0%	12.2%	-0.9%	5.3%
San Diego	67,164	72,705	75,384	69,342	284,595	69,297	75,165	81,327	70,824	296,613	-3.1%	-3.3%	-7.3%	-2.1%	-4.1%
San Francisco	282,102	308,396	326,012	297,059	1,213,569	298,387	309,314	320,519	291,519	1,219,739	-5.5%	-0.3%	1.7%	1.9%	-0.5%
San Jose	68,414	80,365	88,360	81,841	318,980	82,183	88,154	90,464	83,378	344,179	16.8%	-8.8%	-2.3%	-1.8%	-7.3%
Seattle	236,890	231,052	207,069	215,826	890,837	246,502	224,315	210,733	214,526	896,076	-3.9%	3.0%	-1.7%	0.6%	-0.6%
US EAST	261,362	255,075	256,372	220,525	993,334	235,057	222,627	229,607	236,311	923,602	11.2%	14.6%	11.7%	-6.7%	7.6%
Atlanta	26,370	26,663	26,956	26,956	106,945	26,663	26,663	27,182	26,956	107,464	-1.1%	0.0%	-0.8%	0.0%	-0.5%
Chicago	36,120	36,856	37,128	42,588	152,692	34,033	35,776	34,400	40,592	144,801	6.1%	3.0%	7.9%	4.9%	5.4%
Dallas	79,026	79,211	81,510	66,857	306,604	65,738	69,806	70,851	65,928	272,323	20.2%	13.5%	15.0%	1.4%	12.6%
Houston	30,960	32,284	33,488	33,488	130,220	31,304	31,304	31,648	31,648	125,904	-1.1%	3.1%	5.8%	5.8%	3.4%
Minneapolis	24,612	22,561	13,478	0	60,651	21,271	0	0	15,319	36,590	15.7%	NA	NA	100.0%	65.8%
New York JFK	39,094	25,298	25,576	23,630	113,598	27,250	26,166	27,048	28,386	108,850	43.5%	-3.3%	-5.4%	-16.8%	4.4%
Newark	19,130	21,070	22,264	20,472	82,936	21,538	22,022	22,264	20,948	86,772	11.2%	-4.3%	0.0%	-2.3%	-4.4%
Washington D.C.	6,050	11,132	15,972	6,534	39,688	7,260	10,890	16,214	6,534	40,898	16.7%	2.2%	-1.5%	0.0%	-3.0%

Source: Diio Mii airline schedules

Group vs. FIT; Leisure vs. Business

U.S. West

U.S. WEST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
Group vs FIT						
Group tour	64,081	63,032	-1.6%	31,405	28,551	10.0%
True Independent	2,838,902	2,978,339	4.9%	1,227,291	1,178,371	4.2%
Leisure vs business						
Pleasure (Net)	2,927,726	3,049,420	4.2%	1,222,484	1,177,251	3.8%
MCI (Net)	148,434	144,646	-2.6%	76,441	75,380	1.4%
Convention/Conf.	90,948	86,866	-4.5%	43,043	43,053	0.0%
Corp. Meetings	37,329	37,929	1.6%	20,441	19,862	2.9%
Incentive	25,785	25,141	-2.5%	15,788	15,499	1.9%

U.S. East

U.S. EAST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
Group vs FIT						
Group tour	81,159	84,232	3.8%	42,266	40,915	3.3%
True Independent	1,399,790	1,451,828	3.7%	654,507	606,535	7.9%
Leisure vs business						
Pleasure (Net)	1,422,020	1,473,704	3.6%	658,242	607,251	8.4%
MCI (Net)	145,486	136,409	-6.2%	80,011	70,781	13.0%
Convention/Conf.	86,872	79,557	-8.4%	44,291	38,437	15.2%
Corp. Meetings	29,187	29,264	0.3%	17,847	16,172	10.4%
Incentive	36,252	34,036	-6.1%	21,383	19,465	9.9%

First Timers vs. Repeat Visitors

U.S. West

U.S. WEST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
1st timers (%)	18.8	19.0	1.3%	18.5	18.8	-0.3
Repeaters (%)	81.2	81.0	-0.3%	81.5	81.2	0.3

U.S. East

U.S. EAST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
1st timers (%)	40.9	41.5	1.4%	40.5	39.9	0.6
Repeaters (%)	59.1	58.5	-1.0%	59.5	60.1	-0.6

Tax Revenue

U.S. West

U.S. WEST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
State tax revenue generated* (\$ Millions)	561.86	653.92	16.4%	292.32	254.31	14.9%

*State government tax revenue generated (direct, indirect, and induced)

U.S. East

U.S. EAST MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD May. 2017P	YTD May. 2016P	% change YTD
State tax revenue generated* (\$ Millions)	391.35	448.84	14.4%	208.31	186.92	11.4%

*State government tax revenue generated (direct, indirect, and induced)

Industry

Major Tour Operators

Presently, the top 10 tour operators for The Hawaiian Islands, based on room night production reports and confirmation from in-market supplier partners, are:

- Expedia
- Costco Travel
- Liberty/GoGo (Flight Center USA)
- Pleasant Holidays
- Travelocity
- Blue Sky Tours
- Funjet Vacations
- MLT/Delta Vacations
- Classic Vacations
- United Vacations