



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

### Hawai'i Tourism Industry in 2020<sup>1</sup>

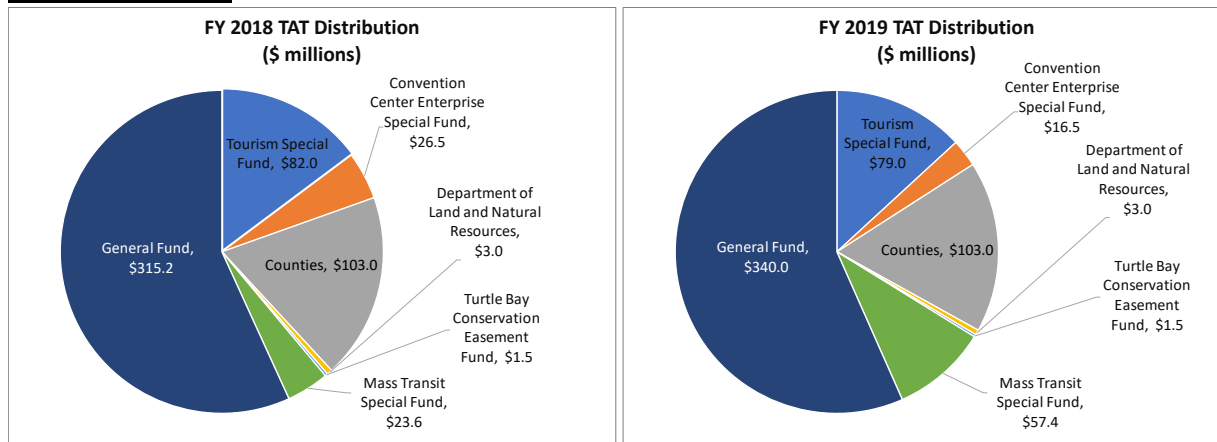
*Tourism is the largest single source of private capital for Hawai'i's economy. In 2020, Hawai'i's tourism economy has recorded.*

- **Visitor Spending: \$1.71 billion** (+5.0%, +\$81.1 million versus January 2019).
  - ❖ Statewide: \$55.3 million in average visitor spending daily:
    - O'ahu: \$22.6 million per day
    - Maui: \$16.5 million per day
    - Island of Hawai'i: \$9.4 million per day
    - Kaua'i: \$6.2 million per day
- **State Tax Revenue: \$200.0 million** (+5.0%, +\$9.5 million versus January 2019).
- **Visitor Arrivals: 862,574** (+5.1% versus January 2019).
  - ❖ On any given day were 269,000 visitors in the Hawaiian Islands.
- **Air Seats: 1,202,300** (+6.0% YOY versus January 2019).

### 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



- FY 2017: The state collected \$508.38 million in transient accommodations tax (TAT=9.25%).
- FY 2018: The state collected \$554.9 million in TAT, an increase of 9.2% compared to FY 2017. (The TAT rate was increased to 10.25%, effective January 1, 2018. Tax revenues generated to be allocated to the Mass Transit Special Fund).

<sup>1</sup> 2019 and 2020 visitor statistics are preliminary.

- FY 2019: The state collected \$600.3 million in TAT, an increase of 8.2% compared to FY 2018.
- FY 2020: Through December 2019, the state collected \$319.7 million in TAT, an increase of 13.1% compared to FY 2019 through December 2018.

**Hawai'i Tourism Industry in 2019**

*Hawai'i's tourism industry saw sustained growth in total visitor spending and visitor arrivals in 2019. This marked the eight straight year of growth in both categories.*

- **Visitor Spending: \$17.75 billion<sup>2</sup>** (+1.4%, +\$244.4 million YOY versus 2018).
  - ❖ Statewide: \$48.6 million in average visitor spending daily:
    - O'ahu: \$22.4 million per day
    - Maui: \$14.0 million per day
    - Island of Hawai'i: \$6.4 million per day
    - Kaua'i: \$5.2 million per day
- **State Tax Revenue<sup>3</sup>: \$2.07 billion** (+1.4%, +\$28.5 million YOY versus 2018).
- **Visitor Arrivals: 10,424,995** (+5.4% YOY versus 2018).
  - ❖ On any given day were 249,000 visitors in the Hawaiian Islands.
- **Jobs supported: 216,000**
- **Air Seats: 13,619,349** (+2.9% YOY versus 2018).

**Hotel Occupancy Rates:**

Occupancy Rate	2019	2018	2017	2016	2015
State	81.2%	80.3%	80.2%	79.1%	78.7%
O'ahu	84.2%	83.7%	83.5%	84.2%	85.1%
Maui County	77.7%	75.9%	77.0%	75.8%	74.3%
Island of Hawai'i	71.1%	74.6%	74.8%	68.7%	65.7%
Kaua'i	76.3%	77.5%	75.7%	72.6%	71.1%

Source: STR, Inc.

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

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2018	\$48.3 million	215,000
2017	\$46.0 million	205,000
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

<sup>2</sup> 2019 total visitor spending is in nominal dollars and does not include supplemental business spending.

<sup>3</sup> State government tax revenue generated (direct, indirect and induced)