



For Immediate Release: August 27, 2020  
HTA Release (20-170)

## Hawai'i Visitor Statistics Released for July 2020

**HONOLULU** – The COVID-19 pandemic significantly affected visitor arrivals to the Hawaiian Islands in July 2020. Visitor arrivals dropped 97.7 percent compared to a year ago, according to preliminary statistics released by the Hawai'i Tourism Authority's (HTA) Tourism Research Division.

All passengers arriving from out-of-state during July were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or healthcare. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce its "No Sail Order" on all cruise ships.

In July, a total of 22,562 visitors traveled to Hawai'i by air service compared to 995,210 visitors during the same period a year ago. Most of the visitors were from U.S. West (12,890, -97.2%) and U.S. East (7,516, -96.9%). A few visitors came from Japan (54, -100.0%) and Canada (94, -99.6%). There were 2,008 visitors from All Other International Markets (-98.4%). Many of these visitors were from Guam, and a small number of visitors were from the Philippines, Oceania, Other Asia, Europe, Latin America, Puerto Rico, and the Pacific Islands. Total visitor days<sup>1</sup> decreased 93.7 percent year-over-year.

A total of 162,130 trans-Pacific air seats serviced the Hawaiian Islands in July, down 87.1 percent from a year ago. There were no direct flights or scheduled seats from Japan, Canada, Oceania, and Other Asia, and very few scheduled seats from U.S. East (-91.3%), U.S. West (-83.3%) and Other countries (-57.2%).

### Year-to-Date 2020

In the first seven months of 2020, total visitor arrivals decreased 64.7 percent to 2,178,796 visitors, with significantly fewer arrivals by air service (-64.7% to 2,149,005) and by cruise ships (-61.3% to 29,792) compared to the same period a year ago. Total visitor days declined 61.3 percent.

Year-to-date, visitor arrivals by air service decreased from U.S. West (-65.4% to 940,780), U.S. East (-62.8% to 531,296), Japan (-66.1% to 294,348), Canada (-54.5% to 155,915) and All Other International Markets (-68.8% to 226,665).

### Other Highlights:

- **U.S. West:** In July, 9,417 visitors arrived from the Pacific region compared to 377,932 visitors a year ago, and 3,273 visitors came from the Mountain region compared to 76,530 a year ago. Through the first seven months of 2020, visitor arrivals declined substantially from both the Pacific (-66.7% to 710,295) and Mountain (-60.9% to 210,045) regions compared to the same period year-over-year.

---

<sup>1</sup> Aggregate number of days stayed by all visitors.

- **U.S. East:** Through the first seven months of 2020, visitor arrivals dropped considerably from all regions. The three largest regions, East North Central (-59.1% to 111,636), South Atlantic (-67.6% to 98,474) and West North Central (-47.4% to 95,023) saw sharp decreases compared to the first seven months of 2019.
- **Japan:** In July, 54 visitors arrived from Japan compared to 134,587 visitors a year ago. Year-to-date through July, arrivals declined 66.1 percent to 294,348 visitors.
- **Canada:** In July, 94 visitors arrived from Canada compared to 26,939 visitors a year ago. Year-to-date through July, arrivals dropped to 155,915 visitors (-54.5%).

#### **Highlights from All Other International Markets:**

- **Australia:** There were 17 visitors who traveled to Hawai'i in July compared to 27,177 visitors a year ago. Through the first seven months of 2020, arrivals decreased 68.7 percent to 50,106 visitors.
- **New Zealand:** There were 33 visitors in July versus 10,254 visitors a year ago. Through the first seven months of 2020, arrivals declined to 10,760 visitors (-75.2%).
- **China:** There were 20 visitors in July compared to 8,562 visitors a year ago. Year-to-date through July, arrivals decreased 83.8 percent to 10,023 visitors.
- **Korea:** There were 16 visitors in July versus 19,109 visitors a year ago. Through the first seven months of 2020, arrivals fell 67.9 percent to 41,688 visitors.
- **Taiwan:** Five visitors traveled to Hawai'i in July compared to 2,301 visitors a year ago. Year-to-date through July, arrivals dropped 79.0 percent to 3,468 visitors.
- **Europe:** There were 74 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in July versus 16,059 visitors a year ago. Through the first seven months of 2020, arrivals decreased 71.1 percent to 20,562 visitors.
- **Latin America:** There were 113 visitors from Latin America (Mexico, Brazil and Argentina) in July compared to 2,831 visitors a year ago. Year-to-date through July, arrivals dropped 66.5 percent to 5,227 visitors.

#### **Island Highlights:**

- **O'ahu:** In July, total visitor days decreased 91.9 percent compared to a year ago. There were 15,776 visitors on O'ahu in July compared to 598,986 visitors year-over-year. Through the first seven months of 2020, visitor arrivals dropped 65.2 percent to 1,260,920 visitors.
- **Maui:** In July, total visitor days declined 97.4 percent from a year ago. There were 2,585 visitors on Maui in July versus 307,834 visitors a year ago. Year-to-date through July, arrivals fell 66.7 percent to 609,402 visitors.
- **Kaua'i:** In July, total visitor days dropped 96.0 percent compared to a year ago. There were 1,397 visitors on Kaua'i in July compared to 139,157 visitors a year ago. Through the first seven months of 2020, visitor arrivals decreased 65.5 percent to 285,010 visitors.

- **Hawai'i Island:** In July, visitor days declined 91.1 percent from a year ago. There were 3,700 visitors on Hawai'i Island in July compared to 173,899 visitors a year ago. Through the first seven months of 2020, arrivals fell 62.2 percent to 398,417 visitors.

### **Air Seats to Hawai'i:**

In July, total trans-Pacific air capacity dropped 87.1 percent to 162,130 seats, with 160,313 scheduled air seats (-87.1%) and 1,817 charter seats (-73.3%). Service to Hilo was suspended at the end of March 2020, and there were significantly fewer air seats serving Honolulu (-82.3% to 133,361), Kahului (-93.4% to 18,461), Kona (-93.7% to 7,528) and Līhu'e (-97.1% to 2,780) compared to a year ago.

- Scheduled air capacity from U.S. West decreased 83.3 percent in July to 137,164 seats. Service to Hawai'i from Anchorage, Denver, Las Vegas, Long Beach, Salt Lake City and San Jose was suspended. Service from Los Angeles (-80.7% to 54,290 seats), San Francisco (-80.2% to 28,397 seats), Seattle (-72.9% to 25,637 seats), Oakland (-80.4% to 10,850 seats), Phoenix (-86.1% to 6,272 seats), Portland (-81.2% to 5,670 seats), Sacramento (-84.0% to 3,024 seats) and San Diego (-91.2% to 3,024 seats) was significantly reduced compared to a year ago.
- Scheduled air capacity from U.S. East declined 91.3 percent in July to 10,938 seats. Nearly all flights were canceled except for reduced service from Dallas (-79.8% to 8,529 seats) and Chicago (-89.3% to 2,409 seats).
- There were no scheduled seats from Japan in July, compared to 165,392 seats a year ago.
- There were no scheduled seats from Canada in July, compared to 17,370 seats a year ago.
- There were no scheduled air seats from Oceania in July, compared to 49,414 seats a year ago.
- There were no scheduled air seats from Other Asia in July, compared to 40,976 seats a year ago.
- Scheduled seats from Other markets (Apia, Christmas Island, Guam, Majuro, Manila, Pago Pago and Papeete) decreased 57.2 percent to 12,211 seats. Direct flights to Hawai'i from most routes were canceled except for Guam-Honolulu with 11,284 seats, which was unchanged from July 2019. Service from Manila-Honolulu was limited compared to a year ago (-85.7% to 927 seats).
- Year-to-date, total air capacity statewide declined 53.5 percent to 3,719,238 seats, due to the reduction in air seats serving Honolulu (-51.6% to 2,365,547), Kahului (-55.4% to 758,411), Kona (-55.8% to 348,225), Līhu'e (-60.5% to 238,091) and Hilo (-66.6% to 8,964).

### **Cruise Ship Visitors:**

- In July 2020, sails on the Hawai'i home-ported cruise ship were suspended and no out-of-state cruise ships were allowed into the islands due to the CDC's "No Sail Order." During July 2019, 10,184 visitors came by air to board the Hawai'i home-ported cruise ship and there were no visits by out-of-state cruise ships. The months of June through August are typically slower periods for out-of-state cruise ships entering Hawai'i.
- Year-to-date, 29,792 visitors entered Hawai'i on 20 out-of-state cruise ships. Several of those ships were smaller in capacity compared to the 37 cruise ships that carried 77,036 visitors in the first seven months of 2019.
- There were 52,705 total cruise visitors in the first seven months of 2020, down 65.2 percent from a year ago.

**Technical Notes:**

**Final 2019 Statistics:** The 2019 visitor data presented in this news release are the final numbers and reflect updated immigration statistics from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO), updated airfare statistics from the DIIO Mi. airline database (DIIO) and final reports from airlines and cruise ships. These statistics are published in the Hawai'i Tourism Authority 2019 Annual Visitor Research Report, which is posted on the HTA website:

<https://www.hawaii tourism authority.org/research/annual-visitor-research-reports/>

Tables of preliminary 2020 visitor characteristic and expenditure statistics including data presented in the news release; detailed monthly visitor characteristics data tables by visitor market and by island; fact sheets with visitor statistics and economic data for the State of Hawai'i and selected visitor markets; have been posted on the Hawai'i Tourism Authority website:

<https://www.hawaii tourism authority.org/research/monthly-visitor-statistics/>

**About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org). Follow updates about HTA on [Facebook](#), [Instagram](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

For more information, contact:

Marisa Yamane  
Director of Communications & PR  
Hawai'i Tourism Authority  
[Marisa.Yamane@gohta.net](mailto:Marisa.Yamane@gohta.net)

Jennifer Chun  
Director of Tourism Research  
Hawai'i Tourism Authority  
[Jennifer@gohta.net](mailto:Jennifer@gohta.net)

**JULY 2020 ARRIVALS AT A GLANCE**

TOTAL EXPENDITURES (\$mil.)	2020P	2019	% change	2020P	2019	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>N/A</b>	<b>1,695.2</b>	<b>N/A</b>	<b>N/A</b>	<b>10,553.4</b>	<b>N/A</b>
Total by air	N/A	1,695.2	N/A	N/A	10,524.4	N/A
U.S. Total	N/A	1,180.5	N/A	N/A	7,026.5	N/A
U.S. West	N/A	669.8	N/A	N/A	4,106.5	N/A
U.S. East	N/A	510.7	N/A	N/A	2,919.9	N/A
Japan	N/A	186.5	N/A	N/A	1,218.9	N/A
Canada	N/A	50.1	N/A	N/A	692.9	N/A
All Others	N/A	278.2	N/A	N/A	1,586.2	N/A
Visitor arrivals by cruise ships	N/A	0	N/A	N/A	29.0	N/A
<b>TOTAL VISITOR DAYS</b>	<b>557,076</b>	<b>8,878,983</b>	<b>-93.7</b>	<b>20,959,257</b>	<b>54,121,582</b>	<b>-61.3</b>
Total by air	557,076	8,878,983	-93.7	20,817,556	53,770,763	-61.3
U.S. Total	502,530	6,414,386	-92.2	14,758,323	37,548,277	-60.7
U.S. West	295,891	4,054,571	-92.7	8,952,187	23,629,088	-62.1
U.S. East	206,639	2,359,815	-91.2	5,806,136	13,919,189	-58.3
Japan	2,178	797,943	-99.7	1,734,782	5,083,982	-65.9
Canada	3,319	317,007	-99.0	2,060,489	4,188,907	-50.8
All Others	49,048	1,349,646	-96.4	2,263,961	6,949,597	-67.4
Visitor arrivals by cruise ships	0	0	N/A	141,701	350,820	-59.6
<b>VISITOR ARRIVALS</b>	<b>22,562</b>	<b>995,210</b>	<b>-97.7</b>	<b>2,178,796</b>	<b>6,166,392</b>	<b>-64.7</b>
Total by air	22,562	995,210	-97.7	2,149,005	6,089,357	-64.7
U.S. Total	20,406	706,174	-97.1	1,472,076	4,150,848	-64.5
U.S. West	12,890	462,676	-97.2	940,780	2,720,989	-65.4
U.S. East	7,516	243,498	-96.9	531,296	1,429,858	-62.8
Japan	54	134,587	-100.0	294,348	868,821	-66.1
Canada	94	26,939	-99.6	155,915	342,474	-54.5
All Others	2,008	127,510	-98.4	226,665	727,213	-68.8
Visitor arrivals by cruise ships	0	0	N/A	29,792	77,036	-61.3
<b>AVERAGE DAILY CENSUS</b>	<b>17,970</b>	<b>286,419</b>	<b>-93.7</b>	<b>98,400</b>	<b>255,290</b>	<b>-61.5</b>
Total by air	17,970	286,419	-93.7	97,735	253,636	-61.5
U.S. Total	16,211	206,916	-92.2	69,288	177,115	-60.9
U.S. West	9,545	130,793	-92.7	42,029	111,458	-62.3
U.S. East	6,666	76,123	-91.2	27,259	65,657	-58.5
Japan	70	25,740	-99.7	8,145	23,981	-66.0
Canada	107	10,226	-99.0	9,674	19,759	-51.0
All Others	1,582	43,537	-96.4	10,629	32,781	-67.6
Visitor arrivals by cruise ships	0	0	N/A	665	1,655	-59.8
<b>AVERAGE LENGTH OF STAY</b>	<b>24.69</b>	<b>8.92</b>	<b>176.8</b>	<b>9.62</b>	<b>8.78</b>	<b>9.6</b>
Total by air	24.69	8.92	176.8	9.69	8.83	9.7
U.S. Total	24.63	9.08	171.1	10.03	9.05	10.8
U.S. West	22.95	8.76	161.9	9.52	8.68	9.6
U.S. East	27.49	9.69	183.7	10.93	9.73	12.3
Japan	40.69	5.93	586.3	5.89	5.85	0.7
Canada	35.18	11.77	199.0	13.22	12.23	8.0
All Others	24.42	10.58	130.8	9.99	9.56	4.5
Visitor arrivals by cruise ships	N/A	N/A	N/A	4.76	4.55	4.4
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>N/A</b>	<b>190.9</b>	<b>N/A</b>	<b>N/A</b>	<b>195.0</b>	<b>N/A</b>
Total by air	N/A	190.9	N/A	N/A	195.7	N/A
U.S. Total	N/A	184.0	N/A	N/A	187.1	N/A
U.S. West	N/A	165.2	N/A	N/A	173.8	N/A
U.S. East	N/A	216.4	N/A	N/A	209.8	N/A
Japan	N/A	233.7	N/A	N/A	239.8	N/A
Canada	N/A	157.9	N/A	N/A	165.4	N/A
All Others	N/A	206.1	N/A	N/A	228.2	N/A
Visitor arrivals by cruise ships	N/A	N/A	N/A	N/A	82.6	N/A
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>N/A</b>	<b>1,703.4</b>	<b>N/A</b>	<b>N/A</b>	<b>1,711.4</b>	<b>N/A</b>
Total by air	N/A	1,703.4	N/A	N/A	1,728.3	N/A
U.S. Total	N/A	1,671.7	N/A	N/A	1,692.8	N/A
U.S. West	N/A	1,447.7	N/A	N/A	1,509.2	N/A
U.S. East	N/A	2,097.3	N/A	N/A	2,042.1	N/A
Japan	N/A	1,385.5	N/A	N/A	1,403.0	N/A
Canada	N/A	1,858.1	N/A	N/A	2,023.2	N/A
All Others	N/A	2,181.6	N/A	N/A	2,181.1	N/A
Visitor arrivals by cruise ships	N/A	N/A	N/A	N/A	376.0	N/A

P=Preliminary data.

Source:Haw a'i Tourism Authority

**JULY 2020 ISLAND HIGHLIGHTS**

TOTAL EXPENDITURES (\$mil.)	2020P	2019	% change	2020P	2019	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>N/A</b>	<b>1,695.2</b>	<b>N/A</b>	<b>N/A</b>	<b>10,553.4</b>	<b>N/A</b>
Total by air	N/A	1,695.2	N/A	N/A	10,524.4	N/A
O'ahu	N/A	749.4	N/A	N/A	4,774.2	N/A
Maui	N/A	506.0	N/A	N/A	3,112.9	N/A
Moloka'i	N/A	2.9	N/A	N/A	21.5	N/A
Lāna'i	N/A	14.3	N/A	N/A	73.9	N/A
Kaua'i	N/A	201.3	N/A	N/A	1,165.0	N/A
Haw aii Island	N/A	221.3	N/A	N/A	1,376.9	N/A
Visitor arrivals by cruise ships	N/A	0	N/A	N/A	29.0	N/A
<b>TOTAL VISITOR DAYS</b>	<b>557,076</b>	<b>8,878,983</b>	<b>-93.7</b>	<b>20,959,257</b>	<b>54,121,582</b>	<b>-61.3</b>
Total by air	557,076	8,878,983	-93.7	20,817,566	53,770,763	-61.3
O'ahu	339,137	4,199,147	-91.9	9,485,151	24,879,137	-61.9
Maui	62,907	2,373,873	-97.4	5,374,477	14,616,997	-63.2
Moloka'i	3,675	24,217	-84.8	87,209	170,360	-48.8
Lāna'i	1,360	25,698	-94.7	60,333	158,783	-62.0
Kaua'i	41,322	1,033,431	-96.0	2,300,563	6,178,662	-62.8
Haw aii Island	108,674	1,222,617	-91.1	3,509,822	7,766,825	-54.8
Visitor arrivals by cruise ships	0	0	N/A	141,701	350,820	-59.6
<b>VISITOR ARRIVALS</b>	<b>22,562</b>	<b>995,210</b>	<b>-97.7</b>	<b>2,178,796</b>	<b>6,166,392</b>	<b>-64.7</b>
Total by air	22,562	995,210	-97.7	2,149,005	6,089,357	-64.7
O'ahu	15,776	598,986	-97.4	1,260,920	3,624,222	-65.2
Maui	2,585	307,834	-99.2	609,402	1,830,367	-66.7
Moloka'i	224	6,665	-96.6	14,721	37,902	-61.2
Lāna'i	121	9,190	-98.7	15,098	51,783	-70.8
Kaua'i	1,397	139,157	-99.0	285,010	825,696	-65.5
Haw aii Island	3,700	173,899	-97.9	398,417	1,054,260	-62.2
Visitor arrivals by cruise ships	0	0	N/A	29,792	77,036	-61.3
<b>AVERAGE DAILY CENSUS</b>	<b>17,970</b>	<b>286,419</b>	<b>-93.7</b>	<b>98,400</b>	<b>255,290</b>	<b>-61.5</b>
Total by air	17,970	286,419	-93.7	97,735	253,636	-61.5
O'ahu	10,940	135,456	-91.9	44,531	117,354	-62.1
Maui	2,029	76,577	-97.4	25,232	68,948	-63.4
Moloka'i	119	781	-84.8	409	804	-49.0
Lāna'i	44	829	-94.7	283	749	-62.2
Kaua'i	1,333	33,336	-96.0	10,801	29,145	-62.9
Haw aii Island	3,506	39,439	-91.1	16,478	36,636	-55.0
Visitor arrivals by cruise ships	1,582	43,537	-96.4	665	32,781	-98.0
<b>AVERAGE LENGTH OF STAY</b>	<b>24.69</b>	<b>8.92</b>	<b>176.8</b>	<b>9.62</b>	<b>8.78</b>	<b>9.6</b>
Total by air	24.69	8.92	176.8	9.69	8.83	9.7
O'ahu	21.50	7.01	206.6	7.52	6.86	9.6
Maui	24.34	7.71	215.6	8.82	7.99	10.4
Moloka'i	16.42	3.63	352.0	5.92	4.49	31.8
Lāna'i	11.23	2.80	301.6	4.00	3.07	30.3
Kaua'i	29.57	7.43	298.2	8.07	7.48	7.9
Haw aii Island	29.37	7.03	317.8	8.81	7.37	19.6
Visitor arrivals by cruise ships	N/A	N/A	N/A	4.76	4.55	4.4
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>N/A</b>	<b>190.9</b>	<b>N/A</b>	<b>N/A</b>	<b>195.0</b>	<b>N/A</b>
Total by air	N/A	190.9	N/A	N/A	195.7	N/A
O'ahu	N/A	178.5	N/A	N/A	191.9	N/A
Maui	N/A	213.1	N/A	N/A	213.0	N/A
Moloka'i	N/A	119.8	N/A	N/A	126.1	N/A
Lāna'i	N/A	554.6	N/A	N/A	465.7	N/A
Kaua'i	N/A	194.8	N/A	N/A	188.6	N/A
Haw aii Island	N/A	181.0	N/A	N/A	177.3	N/A
Visitor arrivals by cruise ships	N/A	N/A	N/A	N/A	82.6	N/A
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>N/A</b>	<b>1,703.4</b>	<b>N/A</b>	<b>N/A</b>	<b>1,711.4</b>	<b>N/A</b>
Total by air	N/A	1,703.4	N/A	N/A	1,728.3	N/A
O'ahu	N/A	1,251.1	N/A	N/A	1,317.3	N/A
Maui	N/A	1,643.7	N/A	N/A	1,700.7	N/A
Moloka'i	N/A	435.4	N/A	N/A	566.6	N/A
Lāna'i	N/A	1,550.8	N/A	N/A	1,427.9	N/A
Kaua'i	N/A	1,446.8	N/A	N/A	1,411.0	N/A
Haw aii Island	N/A	1,272.8	N/A	N/A	1,306.0	N/A
Visitor arrivals by cruise ships	N/A	N/A	N/A	N/A	376.0	N/A

P=Preliminary data.

Source: Haw aii Tourism Authority