



Canada Fact Sheet

Canada Overview

Canada is the second largest international market and fourth largest source market overall for visitors to Hawai'i. A slowdown in the Canadian economy and a weakened Canadian dollar have impacted the booking pace for the Hawaiian Islands. HTA works with VoX International, its marketing contractor for Canada, to stimulate demand and retain market share while targeting key segments.

Year-to-date August 2020 Quick Facts¹

Visitor Expenditures:	NA (Not available)
Primary Purpose of Stay:	Pleasure (146,248) vs. MCI (6,376)
Average Length of Stay:	13.25 days
First Time Visitors:	29.3%
Repeat Visitors:	70.7%

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	2020* Forecast	% Change 2019 vs 2020 Forecast	YTD Aug. 2020P	YTD Aug. 2019	% change YTD
Visitor Expenditures* (\$ Millions)	1,108.5	1,081.5	-2.4%	NA	NA	NA	750.1	NA
Visitor Days	6,743,492	6,554,493	-2.8%	NA	NA	2,066,959	4,510,009	-54.2%
Arrivals	548,702	540,103	-1.6%	NA	NA	156,015	371,146	-58.0%
Average Daily Census	18,475	17,958	-2.8%	NA	NA	8,471	18,560	-54.4%
Per Person Per Day Spending* (\$)	164.4	165.0	0.4%	NA	NA	NA	166.3	NA
Per Person Per Trip Spending* (\$)	2,020.3	2,002.4	-0.9%	NA	NA	NA	2,021.1	NA
Length of Stay (days)	12.29	12.14	-1.3%	NA	NA	13.25	12.15	9.0%

*Dept. of Business, Economic Development & Tourism (DBEDT) 2020 forecasts were not available at the time of report publication.

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¹ 2020 visitor data are preliminary. 2019 and 2018 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, and final passenger counts from Airline Traffic Summary reports.

Market Summary

Due to the COVID-19 pandemic, all passengers arriving from out-of-state during August 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) also continued to enforce its “No Sail Order” on all cruise ships.

In August, 100 visitors arrived from Canada compared to 28,672 visitors a year ago. Visitor spending data were not available.

- Through the first eight months of 2020, arrivals decreased 58.0 percent to 156,015 visitors. Visitor days fell 54.2 percent. The average daily census showed 8,471 visitors per day, down 54.4 percent compared to the first eight months of 2019.
- Through the first eight months of 2020, scheduled air seats decreased 51.7 percent compared to the same period last year as a result of discontinued seasonal service from Edmonton (-8,646 seats), and reduced service from Calgary (-41.4%) and Vancouver (-54.3%).
- In 2019, spending by Canadian visitors dropped 2.4 percent to \$1.08 billion. Visitor arrivals (-1.6% to 540,103) and visitor days (-2.8%) decreased while daily visitor spending (+0.4% to \$165 per person) was slightly higher compared 2018. The average daily census showed 17,958 visitors per day in 2019, a decrease of 2.8 percent compared to 2018.
- In 2019, scheduled air seats from Canada dropped slightly (-0.9%) compared to 2018.

Market Conditions

- An 8.2 percent contraction is forecasted for the Canadian economy this year due to mandated business closures and a collapse in consumer confidence. The economy is forecast to rebound by 6.7 percent in 2021 and 4.8 percent in 2022.
- At its peak, roughly 3 million Canadians had lost their jobs due to the pandemic. The worst does appear to have passed, however, as employment in July was just 7.0 percent below the pre-COVID level.
- The Canadian Dollar has lost value averaging at \$0.73 USD so far this year (-3%).
- While the state of the economy has resulted in increased uncertainty about future finances, consumer confidence recorded positive movement each month of the second quarter. The record-breaking drop in March was followed by the lowest-ever recorded level in April. Since then, confidence has improved, having recovered roughly 70 percent of the pre-pandemic level, but Canadians remain cautious. The index of consumer confidence declined 4.1 points in August, reversing three consecutive months of increase. This month’s decline pushed the index to 42.2 points below pre-pandemic level. Ontario was the only province to gain confidence in August.
- The first half of the year saw Canadians make just 8.1 million overnight trips to the U.S. and other destinations; half the volume registered last year (-51%). Compared to 2019, overseas activity has fallen 46.8 percent while trans-border trips have decreased 55.1 percent. Canadians made 4.3 million overnight trips to the U.S. during the first half of 2020, compared to 9.6 million in 2019.

- A number of destinations are now “open” to Canadian travelers. But little capacity, ongoing restrictions and closures, visitor testing requirements, mandatory quarantines, and no insurance coverage are all contributing to low demand. A small uptick in activity is expected in the coming months, but current projections suggest a loss of 21 million outbound trips in 2020, with the U.S. (-68%) experiencing a larger proportional decline than overseas travel (-58%).
- Air Canada and WestJet have suspended flights to Hawai'i. The 737 MAX 8 landing has also significantly affected Canadian carriers.
- The Canadian border remains closed and only citizens and permanent residents are currently allowed into the country until at least October. The government has extended the period of mandatory quarantine for most people entering the country in which travelers returning to Canada must self-isolate for 14 days.

Distribution by Island

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Aug. 2020P	YTD Aug. 2019	% change YTD
O'ahu	233,478	227,491	-2.6%	61,789	160,145	-61.4%
Maui County	282,463	278,589	-1.4%	71,805	187,719	-61.7%
Maui	279,940	276,825	-1.1%	71,141	186,383	-61.8%
Moloka'i	3,852	4,840	25.7%	1,023	3,560	-71.3%
Lāna'i	6,004	5,700	-5.1%	1,556	4,062	-61.7%
Kaua'i	88,711	76,777	-13.5%	22,588	52,719	-57.2%
Island of Hawai'i	93,454	97,711	4.6%	35,860	65,721	-45.4%

Airlift

Departure City	2020					2019					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
CANADA	164,881		19,990	146,182	331,053	211,342	95,344	50,199	127,728	484,613	-22.0		-60.2	14.4	-31.7
Calgary	26,020			15,316	41,336	35,054	9,351		10,110	54,515	-25.8			51.5	-24.2
Edmonton				1,740	1,740	6,812	1,834			8,646					-79.9
Toronto	9,393			2,980	12,373	2,912	2,249		2,682	7,843	222.6			11.1	57.8
Vancouver	129,468		19,990	126,146	275,604	166,564	81,910	50,199	114,936	413,609	-22.3		-60.2	9.8	-33.4

Source: Diiio Mii airline schedules. Updated July 29, 2020.

Group vs. True Independent; Leisure vs. Business

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Aug. 2020P	YTD Aug. 2019	% change YTD
Group vs True Independent (Net)						
Group tour	8,657	8,494	-1.9%	2,127	5,360	-60.3%
True Independent (Net)	440,036	437,503	-0.6%	130,780	298,767	-56.2%
Leisure vs business						
Pleasure (Net)	519,074	509,578	-1.8%	146,248	350,521	-58.3%
MCI (Net)	17,634	17,464	-1.0%	6,376	12,863	-50.4%
Convention/Conf.	11,879	10,668	-10.2%	4,766	7,715	-38.2%
Corp. Meetings	2,413	3,072	27.3%	832	2,198	-62.1%
Incentive	4,036	4,054	0.5%	980	3,181	-69.2%

First Timers vs. Repeat Visitors

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Aug. 2020P	YTD Aug. 2019	% change YTD
1st timers (%)	36.0	35.4	-0.6	29.3	37.0	-7.7
Repeaters (%)	64.0	64.6	0.6	70.7	63.0	7.7

Tax Revenue

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Aug. 2020P	YTD Aug. 2019	% change YTD
State tax revenue generated* (\$ Millions)	129.40	126.24	-2.4%	NA	87.56	NA

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