



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 September 2020 Quick Facts ¹

Visitor Expenditures:	NA (Not available)
Primary Purpose of Stay:	Pleasure (146,298) vs. MCI (6,379)
Average Length of Stay:	13.30 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 Sep. 2020P	YTD Sep. 2019	% change YTD
Visitor Expenditures* (\$ Millions)	1,108.5	1,081.5	-2.4%	NA	NA	NA	790.6	NA
Visitor Days	6,743,492	6,554,493	-2.8%	NA	NA	2,077,344	4,764,961	-56.4%
Arrivals	548,702	540,103	-1.6%	NA	NA	156,177	393,074	-60.3%
Average Daily Census	18,475	17,958	-2.8%	NA	NA	7,582	17,454	-56.6%
Per Person Per Day Spending* (\$)	164.4	165.0	0.4%	NA	NA	NA	165.9	NA
Per Person Per Trip Spending* (\$)	2,020.3	2,002.4	-0.9%	NA	NA	NA	2,011.4	NA
Length of Stay (days)	12.29	12.14	-1.3%	NA	NA	13.30	12.12	9.7%

*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 DIIOMi 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 September 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.

U.S. borders with Canada have been closed since March 2020 and border crossings have been largely restricted to essential workers and citizens returning home. Residents returning to Canada must quarantine for 14 days.

In September, 162 visitors arrived from Canada compared to 21,928 visitors a year ago. Visitor spending data were not available.

- Through the first nine months of 2020, arrivals decreased 60.3 percent to 156,177 visitors. Visitor days fell 56.4 percent. The average daily census showed 7,582 visitors per day, down 56.6 percent compared to the first nine months of 2019.
- Through the first nine months of 2020, scheduled air seats decreased 53.8 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 (-56.7%).
- 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.
- The index of consumer confidence inched back up in September to settle at 83.6 points, the highest level recorded since March (88.6). Overall, consumers are somewhat less pessimistic about their current finances and positive sentiments regarding major purchases have risen slightly since last month. However, compared with its peak reached in February (120.6), the index is now 37 points below its pre-pandemic level.
- Households have benefited from the Canada Emergency Response Benefit, which is set to be replaced by an updated employment insurance system and the Canada Recovery Benefit. These programs will help boost real household disposable income by a record 9 percent this year, despite the recession and massive loss in labor income.
- The Canadian Dollar has lost value averaging at \$0.73 USD so far this year (-3%).
- Between Jan-July, Canadians made just 8.2 million overnight trips to the U.S. and other destinations, versus almost 19.7 million last year. Compared to the same period in 2019, total overseas activity has fallen 52.2 percent while trans-border trips (for all purposes) have decreased by 62.5 percent. Canadians made 4.3 million overnight trips to the U.S. throughout Jan-July, compared to 11.6 million in 2019.

- Air Canada and WestJet have suspended flights to Hawai'i. The 737 MAX 8 landing has also significantly affected Canadian carriers.
- Air Canada executives are encouraged by initial results of a program of COVID-19 testing for arriving passengers in Toronto. The program, which began in early September, so far has conducted 13,000 tests of returning passengers, according to Air Canada. "Rapid testing is also a means to enable governments to relax current blanket travel restrictions and quarantines in a measured way while still safeguarding the health and safety of the public," according to Air Canada chief medical officer Jim Chung. "The preliminary results suggest a shorter, test-based strategy may be an available and safe alternative to the 14-day quarantine."
- The federal government has extended the period of mandatory quarantine until November 21 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 Sep. 2020P	YTD Sep. 2019	% change YTD
O'ahu	233,478	227,491	-2.6%	61,836	172,398	-64.1%
Maui County	282,463	278,589	-1.4%	71,845	199,140	-63.9%
Maui	279,940	276,825	-1.1%	71,181	197,764	-64.0%
Moloka'i	3,852	4,840	25.7%	1,023	3,628	-71.8%
Lāna'i	6,004	5,700	-5.1%	1,556	4,416	-64.8%
Kaua'i	88,711	76,777	-13.5%	22,593	55,761	-59.5%
Island of Hawai'i	93,454	97,711	4.6%	35,929	69,616	-48.4%

Airlift

Departure City	2020					2019					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
CANADA	164,881	0	0	54,606	219,487	211,342	95,344	50,199	127,728	484,613	-22.0	100.0	100.0	-57.2	-54.7
Calgary	26,020	0	0	6,898	32,918	35,054	9,351	0	10,110	54,515	-25.8	100.0		-31.8	-39.6
Edmonton	0	0	0	1,740	1,740	6,812	1,834	0	0	8,646	100.0	100.0		NA	-79.9
Toronto	9,393	0	0	0	9,393	2,912	2,249	0	2,682	7,843	222.6	100.0		100.0	19.8
Vancouver	129,468	0	0	45,968	175,436	166,564	81,910	50,199	114,936	413,609	-22.3	100.0	100.0	-60.0	-57.6

Source: HTA analysis based on scheduled Seats from Diio Mi flight schedules as of October 27, 2020, subject to change.

Group vs. True Independent; Leisure vs. Business

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Sep. 2020P	YTD Sep. 2019	% change YTD
Group vs True Independent (Net)						
Group tour	8,657	8,494	-1.9%	2,129	5,803	-63.3%
True Independent (Net)	440,036	437,503	-0.6%	130,935	316,150	-58.6%
Leisure vs business						
Pleasure (Net)	519,074	509,578	-1.8%	146,298	370,250	-60.5%
MCI (Net)	17,634	17,464	-1.0%	6,379	13,622	-53.2%
Convention/Conf.	11,879	10,668	-10.2%	4,767	8,017	-40.5%
Corp. Meetings	2,413	3,072	27.3%	833	2,222	-62.5%
Incentive	4,036	4,054	0.5%	980	3,627	-73.0%

First Timers vs. Repeat Visitors

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Sep. 2020P	YTD Sep. 2019	% change YTD
1st timers (%)	36.0	35.4	-0.6	29.3	37.4	-8.0
Repeaters (%)	64.0	64.6	0.6	70.7	62.6	8.0

Tax Revenue

CANADA MMA (by Air)	2018	2019	% Change 2019 vs 2018	YTD Sep. 2020P	YTD Sep. 2019	% change YTD
State tax revenue generated* (\$ Millions)	129.40	126.24	-2.4%	NA	92.29	NA

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