



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

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

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. There was also a partial interisland quarantine for anyone traveling to the counties of Kaua'i, Hawai'i, Maui, and Kalawao (Moloka'i) during September. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "No Sail Order" on all cruise ships.

Visitor spending data were not available in September 2020. A total of 18,868 visitors traveled to Hawai'i by air service, compared to 736,155 visitors who came by air service and cruise ships in September 2019. Most of the visitors were from U.S. West (9,994, -96.7%) and U.S. East (6,033, -95.5%). Only 79 visitors came from Japan (-99.9%) and 162 came from Canada (-99.3%). There were 2,601 visitors from All Other International Markets (-97.7%). Many of these visitors were from Guam, and a small number of visitors were from the Philippines, Other Asia, Europe, Latin America, Oceania and the Pacific Islands. Total visitor days<sup>2</sup> dropped 89.9 percent year-over-year.

- **Visitor Spending:** Not Available for year-to-date September 2020 (\$12.30 billion in the first nine months of 2019).
- **State Tax Revenue:** Not Available for year-to-date September 2020. (\$1.55 billion in the first nine months 2019).
- **Visitor Arrivals: 2,220,009** (-71.6% compared to the first nine months of 2019).
  - ❖ On any given day were 81,263 visitors in the Hawaiian Islands (249,623 visitors in the first nine months of 2019).
- **Air Seats: 4,055,028** (-60.4% versus the first nine months of 2019).

### Opportunities for Continued Growth

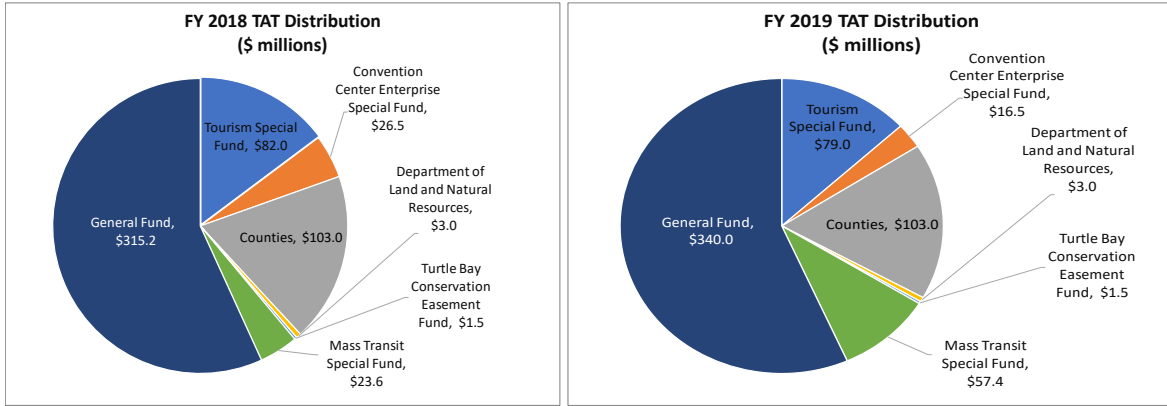
- Increased arrivals during shoulder periods: April-May and October-November.
- Renovations, upgrades to Hawai'i's tourism product (hotels, attractions, natural resources).
- Increased distribution of visitors to the neighbor islands.

### 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).
- FY 2019: The state collected \$600.3 million in TAT, an increase of 8.2% compared to FY 2018.
- FY 2020: Through June 2020, the state collected \$564.3 million in TAT, down 6.0 percent compared to FY 2019 through June 2019.

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

<sup>2</sup> Aggregate number of days stayed by all visitors.



**Hawai'i Tourism Industry in 2019**

- **Visitor Spending (Air and Cruise)<sup>3</sup>: \$17.72 billion (+1.2%, +\$206.4 million YOY versus 2018).**
  - ❖ Statewide: \$48.5 million in average visitor spending daily:
    - O'ahu: \$22.3 million per day
    - Maui: \$14.0 million per day
    - Island of Hawai'i: \$6.3 million per day
    - Kaua'i: \$5.2 million per day
- **State Tax Revenue<sup>4</sup>: \$2.07 billion (+1.2%, +\$24.1 million YOY versus 2018).**
- **Visitor Arrivals (Air and Cruise): 10,386,673 (+5.0% YOY versus 2018).**
  - ❖ On any given day were 248,000 visitors in the Hawaiian Islands.
- **Jobs supported: 216,000 (Direct, indirect, induced)**
- **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 Growth**

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2019	\$48.9 million	217,000
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

<sup>3</sup> 2019 total visitor spending is in nominal dollars and does not include supplemental business spending.

<sup>4</sup> State government tax revenue generated (direct, indirect and induced)