



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

### Hawai'i Tourism Industry in March 2021<sup>1</sup>

During March 2021, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. All trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawai'i. Kaua'i County continued to temporarily suspend its participation in the state's Safe Travels program, making it mandatory for all trans-Pacific travelers to Kaua'i to quarantine upon arrival except for those participating in a pre- and post-travel testing program at a "resort bubble" property as a way to shorten their time in quarantine. The counties of Hawai'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in March. In addition, the U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "Conditional Sailing Order" on all cruise ships.

Visitor arrivals to Hawai'i during March 2021 rose 1.1 percent compared to a year ago. This was the first time in a year where visitor arrivals were up, but the year-to-date arrivals were still significantly down (-60.1%). A total of 439,785 visitors came by air service in March 2021, compared to 434,856 visitors who came by air service (430,691, +2.1%) and cruise ships (4,165 visitors) in March 2020. Most of the visitors were from the U.S. West (296,117, +47.4%) and U.S. East (133,162, +10.8%). In addition, 1,051 visitors came from Japan (-97.7%) and 326 visitors came from Canada (-98.8%). There were 9,129 visitors from All Other International Markets (-75.9%). Many of these visitors were from Guam, and a small number of visitors were from Other Asia, Europe, Latin America, Oceania, Philippines and Pacific Islands.

Total visitor spending in March was \$745.9 million<sup>2</sup>. U.S. West visitors spent \$492.4 million (+55.4%), and their average daily spending was \$176 per person (-1.1%). U.S. East visitors spent \$249.8 million (+8.4%) and \$188 per person, per day (-6.5%). Visitors from Japan spent \$3.7 million (-94.5%), and their daily spending was \$213 per person, per day (-10.9%). Visitor spending data from other markets were not available.

### Hawai'i Tourism Industry in March 2021 Year-to-Date

- **Total Visitor Spending:** \$1.51 billion<sup>3</sup> (\$3.89 billion in first quarter 2020).
- **State Tax Revenue (direct, indirect and induced):** \$176.79 million<sup>4</sup> (\$454.3 million in first quarter 2020).
- **Visitor Arrivals:** 847,044 (2,125,486 visitors in first quarter 2020).
- **Average Daily Census:** 103,403 visitors per day (214,990 visitors per day in first quarter 2020).
- **Flight: 8,678, Seats: 1,791,410** (14,674 flights, 3,252,800 seats in first quarter 2020).

### TAT Collections

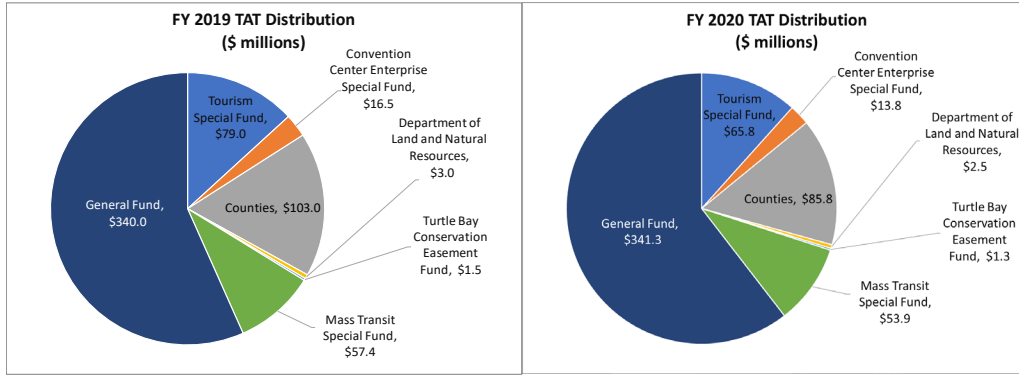
- FY 2018: The state collected \$554.9 million in TAT; an increase of 9.2 percent compared to FY 2017. (The TAT rate was increased to 10.25 percent, effective January 1, 2018. Tax revenues generated to be allocated to the Mass Transit Special Fund).
- FY 2019: The state collected \$600.3 million in TAT; an increase of 8.2 percent compared to FY 2018.
- FY 2020: The state collected \$564.3 million in TAT, down 6.0 percent compared to FY 2019.
- FY 2021: Through March 2021, the state collected \$93.5 million in TAT, down 81.8 percent compared to FY 2020 through March 2020 (Preliminary data from Dept of Taxation).

<sup>1</sup> 2021 and 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> For March 2021, visitor spending statistics were from U.S. West, U.S. East and Japan only. Spending data for visitors from the other markets were not available due to limited samples.

<sup>3</sup> First quarter 2021 visitor spending statistics were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples.

<sup>4</sup> First quarter 2021 State Tax Revenue were calculated based on visitor spending statistics from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February).



**Hawai'i Tourism Industry in 2020**

- **Visitor Spending: \$6.26 billion**<sup>5</sup>.
- **State Tax Revenue (direct, indirect and induced): \$730.65 million**<sup>6</sup>.
- **Visitor Arrivals (Air and Cruise): 2,716,195** (-73.8% compared to 2019).
- **Average Daily Census: 78,421 visitors** (-68.3% compared to 2019).
- **Air Seats: 5,318,667** (-60.9% versus 2019).

**Hawai'i Tourism Industry in 2019**

- **Visitor Spending (Air and Cruise)**<sup>7</sup>: **\$17.72 billion (+1.2%, +\$206.4 million YOY versus 2018)**.
- **State Tax Revenue (direct, indirect and induced): \$2.07 billion (+1.2%, +\$24.1 million YOY versus 2018)**.
- **Visitor Arrivals (Air and Cruise): 10,386,673** (+5.0% YOY versus 2018).
- **Average Daily Census: 247,564 visitors** (+2.4% versus 2018).
- **Jobs supported (direct, indirect, induced): 216,000**
- **Air Seats: 13,619,349** (+2.9% YOY versus 2018).

**Hotel Occupancy Rates:**

Occupancy Rate	2020	2019	2018	2017	2016	2015
State	37.1%	80.7%	80.3%	80.2%	79.1%	78.7%
O'ahu	39.0%	84.0%	83.7%	83.5%	84.2%	85.1%
Maui County	33.9%	77.7%	75.9%	77.0%	75.8%	74.3%
Island of Hawai'i	38.0%	77.0%	74.6%	74.8%	68.7%	65.7%
Kaua'i	33.0%	72.5%	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>5</sup> 2020 visitor spending statistics were based on available data from U.S. West and U.S. East (available from January – March, November and December 2020). Spending data for Japan, Canada, Other Asia, Oceania, Europe and Latin America countries were only available from January-March 2020. Spending data for other months were not available due to limited samples.

<sup>6</sup> 2020 state tax revenues were calculated based on available spending data from MMA countries detailed in footnote 5/ above.

<sup>7</sup> 2019 total visitor spending is in nominal dollars and does not include supplemental business spending.