



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

Hawai'i Tourism Industry in May 2021¹

a total of 629,681 visitors arrived by air service to the Hawaiian Islands in May 2021, mainly from the U.S. West and U.S. East. In comparison, only 9,116 visitors arrived by air in May 2020 due to the global COVID-19 pandemic and Hawai'i's quarantine requirement for travelers. Total spending for visitors arriving in May 2021 was \$1.10 billion². There is no comparative visitor spending data available for May 2020.

When compared to 2019, visitor arrivals in May 2021 were down 25.7 percent from the May 2019 count of 847,396 visitors (air and cruise), and visitor spending decreased 22.2 percent from the \$1.41 billion spent in May 2019.

In May 2021, the State's Safe Travels program was still underway, with most passengers arriving from out-of-state able to bypass the 10-day self-quarantine with a valid negative COVID-19 prior to departure. The counties of Hawai'i, Kaua'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in May. The CDC enforced restrictions on cruise ships through a "Conditional Sail Order."

In May 2021, 418,956 visitors arrived from the U.S. West, well above the 5,842 visitors (+7,072.0%) in May 2020, and exceeding the May 2019 count of 387,844 visitors (+8.0%). U.S. West visitors spent \$715.5 million in May 2021 which surpassed the \$564.0 million (+26.9%) spent in May 2019.

There were 193,501 visitors from the U.S. East in May 2021, compared to 2,647 visitors (+7,209.6%) in May 2020, versus 199,344 visitors (-2.9%) in May 2019. U.S. East visitors spent \$380.9 million in May 2021 compared to \$392.4 million (-2.9%) in May 2019.

In May 2021, 1,312 visitors came from Japan, compared to 14 visitors (+9,357.8%) in May 2020, versus 113,226 visitors (-98.8%) in May 2019. Visitors from Japan spent \$4.9 million in May 2021 compared to \$162.4 million (-97.0%) in May 2019.

Only 564 visitors arrived from Canada in May 2021, compared to 20 visitors (+2,711.0%) in May 2020, versus 26,424 visitors (-97.9%) in May 2019.

There were 15,347 visitors from All Other International Markets. 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. In comparison, there were 593 visitors (+2.488.5%) from All Other International Markets in May 2020, versus 109,220 visitors (-85.9%) in May 2019.

Hawai'i Tourism Industry in May 2021 Year-to-Date

- **Total Visitor Spending: \$3.43 billion³**. Visitor spending declined 52.6 percent compared to \$7.23 billion in the first five months of 2019.
- **State Tax Revenue (direct, indirect and induced): \$400.05 million⁴**; a decrease of 52.6 percent from \$843.6 million in the first five months of 2019.
- **Visitor Arrivals: 1,960,796**, compared to 2,139,166 visitors (-8.3%) in year-to-date 2020; versus 4,224,071 visitors (-53.6%) in year-to-date April 2019.
- **Average Daily Census: 130,815 visitors per day**; compared to 131,220 visitors per day (-0.3%) in year-to-date 2020; versus 244,402 visitors per day (-46.5%) in year-to-date 2019.

¹ 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.

² For May 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. Comparative visitor spending data for May 2020 were not available, as there was no fielding between April through October 2020 due to COVID19 restrictions.

³ Year-to-date May 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.

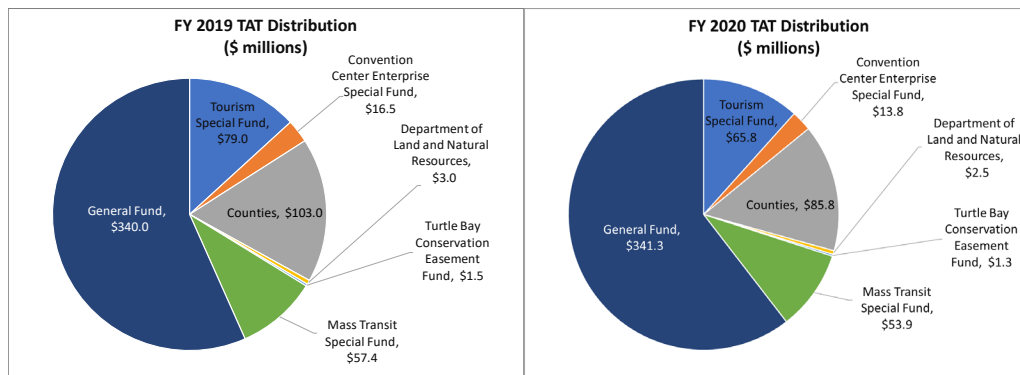
Note: Year-to-date May 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID19 restrictions.

⁴ Year-to-date 2021 State Tax Revenue were calculated based on available data from visitor spending statistics from U.S. West, U.S. East, Japan, and Canada.

- **Flight: 16,356, Seats: 3,349,307;** compared to 15,515 flights and 3,446,538 seats in year-to-date May 2020; versus 25,220 flights 5,567,901 seats in year-to-date 2019.

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 May 2021, the state collected \$165.5 million in TAT, down 70.2 percent compared to FY 2020 through May 2020 (Preliminary data from Dept of Taxation).



Hawai'i Tourism Industry in 2020

- **Visitor Spending:** \$6.26 billion⁵.
- **State Tax Revenue (direct, indirect and induced):** \$730.65 million⁶.
- **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)**⁷: \$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).

⁵ 2020 spending statistics from U.S. West and U.S. East visitors were available from January – March, November and December 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions. For Japan, Canada, Other Asia, Oceania, Europe and Latin America, visitor spending data were only available from January-March 2020; data for November and December were not available due to limited samples.

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

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

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