



Europe Fact Sheet

Europe Overview

Operating as Hawai'i Tourism Europe (THE), Emotive Travel Marketing (ETM) Ltd, has been selected by the Hawai'i Tourism Authority (HTA) to represent the Hawaiian Islands in the United Kingdom. ETM Group's counterpart in Europe, New Age Marketing, will be responsible for the German and Swiss markets. In 2024, HTE will work to educate visitors about traveling mindfully to support Hawai'i's communities, build strategic partnerships, and achieve meaningful growth in the European markets with primary focus on the UK, Germany, and Switzerland.

Year-to-Date March 2024 Quick Facts¹

Visitor Expenditures:	\$46.9 million
Primary Purpose of Stay:	Pleasure (12,777) vs. MCI (1,551)
Average Length of Stay:	13.93 days
First Time Visitors:	58.5%
Repeat Visitors:	41.5%

EUROPE MMA (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Visitor Expenditures* (\$ Millions)	268.1	NA	52.9	306.0	300.6	302.3	46.9	53.7	-12.7%
Visitor Days	1,780,190	296,487	314,899	1,592,705	1,255,308	1,243,817	224,806	227,937	-1.4%
Arrivals	137,908	21,550	18,775	114,041	93,727	95,678	16,135	16,221	-0.5%
Average Daily Census	4,877	810	863	4,364	3,439	3,398	2,470	2,533	-2.5%
Per Person Per Day Spending* (\$)	150.6	NA	167.9	192.1	239.5	243.1	208.6	235.6	-11.5%
Per Person Per Trip Spending* (\$)	1,943.9	NA	2,815.3	2,683.4	3,207.0	3,159.7	2,905.7	3,311.2	-12.2%
Length of Stay (days)	12.91	13.76	16.77	13.97	13.39	13.00	13.93	14.05	-0.8%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 1, 2024).

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¹ 2023 and 2024 visitor data are preliminary. 2019 - 2022 visitor data are the final numbers and reflect updated airfare statistics from DIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

- In the first quarter of 2024, 16,135 visitors arrived from Europe ((including United Kingdom, France, Germany, Italy and Switzerland) and visitor spending was \$46.9 million. There were 16,221 visitors (-0.5%) in the first quarter of 2023 and visitor spending was \$53.7 million (-12.7%). In the first quarter of pre-pandemic 2019, 24,443 visitors (-34.0%) arrived from this market and visitor spending was \$50.3 million (-6.8%).
- In 2023, there were 93,727 visitors from Europe, compared to 114,041 visitors in 2022 and 137,908 visitors in 2019.
- Visitors from Europe spent \$300.6 million in 2023, compared to \$306.0 million in 2022 and \$268.1 million in 2019. Daily visitor spending in 2023 was \$239 per person, higher than 2022 (\$192 per person) and 2019 (\$151 per person).

Market Conditions

- In March 2024, one Euro was worth 1.08 USD, a minimal increase compared to February 2024. One British Pound was worth 1.26 USD, representing a minimal increase compared to February 2024. The CHF was worth 1.13USD, a small decrease compared to February 2024.
- Sentiment in German companies has improved noticeably. The Ifo Business Climate Index rose to 87.8 points in March 2024, up from 85.7 points in February 2024. In particular, companies' expectations turned much less pessimistic. Assessments of the current business situation also improved. The German economy glimpses light on the horizon.
- In the UK, workers are finally seeing their real incomes grow; CPI inflation is on a downward trend and likely to fall to, or below, the Bank of England's target of 2 percent a year in the coming months; and the economy will probably grow somewhat in 2024. There will be a UK election in the latter part of 2024 or early in 2025 which will potentially impact the economy and the strength of the Pound.
- The Swiss economy boasts strong fundamentals but faces several challenges. After a strong post-pandemic recovery, a weakening in main trading partners' growth, coupled with tighter financial conditions, has slowed growth. Growth is expected to recover gradually this year, but uncertainties remain.
- Germany sets the pace in US inbound business. According to official visitor statistics from the USA, 1.84 million German visitors arrived in 2023, 24 percent more than in 2022 and a good 89 percent of the pre-crisis level. As business trips, which normally account for a quarter of arrivals, are still far below 2019, leisure visitor numbers are likely to have already returned to their former strength.
- The United Kingdom's outbound travel industry is projected to hit a value of US\$ 90.46 billion in 2024. This momentum is expected to be sustained as it is rising at a CAGR of 8.60 percent, leading to an estimated valuation of US\$ 206.43 billion by 2034. A number of factors contribute to this positive outlook. The elevation in household incomes has resulted in increased disposable income. In addition, the strong British pound sterling has further boosted the affordability of international traveling for United Kingdom residents through favorable exchange rates with weaker currency countries.
- According to a Mastercard study on travel trends of Swiss holidaymakers, the focus is personal contact and experiences within a destination.

- Set-jetting has never been so popular, with travelers finding destination inspiration in their favorite film and TV shows. This travel trend continues to gain momentum as travelers aspire to step into the settings and (shoes) of their beloved TV shows and movie characters.
- Luxury is booming amongst German holidaymakers. Expensive vacations are becoming increasingly popular. In the last ten years, the proportion of high earners who afford luxury vacations has tripled. Currently, more than one in seven German citizens with a high net household income spends more than €5,000 per person on their main vacation.

Distribution by Island

Europe MMA (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
O'ahu	102,148	15,411	11,843	82,748	71,013	12,375	11,377	8.8%
Maui County	61,575	8,535	6,129	47,654	32,726	4,697	6,462	-27.3%
Maui	60,596	8,315	5,967	46,788	31,976	4,577	6,346	-27.9%
Moloka'i	1,772	433	245	1,641	1,249	166	203	-18.3%
Lāna'i	1,630	253	221	1,247	938	99	179	-44.9%
Kaua'i	35,498	4,696	3,135	27,333	23,998	3,357	3,225	4.1%
Island of Hawai'i	43,608	6,634	4,539	39,477	31,076	4,757	4,587	3.7%

Group vs. True Independent; Leisure vs. Business

Europe MMA (by Air)	2019	2020*	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	7,146	NA	521	4,892	4,472	997	986	1.1%
True Independent (Net)	96,836	NA	16,198	83,739	69,157	12,384	12,300	0.7%
Leisure vs Business								
Pleasure (Net)	121,207	17,442	14,071	97,416	79,681	12,777	12,965	-1.5%
MCI (Net)	5,449	2,047	348	5,493	5,528	1,551	1,558	-0.5%
Convention/Conf.	2,938	829	156	2,697	3,077	710	680	4.3%
Corp. Meetings	974	372	140	1,202	1,221	281	335	-16.0%
Incentive	1,753	967	82	1,810	1,499	627	617	1.6%

First Timers vs. Repeat Visitors

Europe MMA (by Air)	2019	2020*	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
First Time Visitors (%)	69.9	NA	54.0	70.0	67.9	58.5	60.1	-1.6
Repeat Visitors (%)	30.1	NA	46.0	30.0	32.1	41.5	39.9	1.6

Tax Revenue

Europe MMA (by Air)	2019	2020*	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
State tax revenue generated (\$ Millions) ^{2f}	31.29	32.32	6.17	35.50	34.87	5.44	6.23	-12.7%

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