



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

### Record Growth Continues for Hawai'i Tourism Industry in 2016

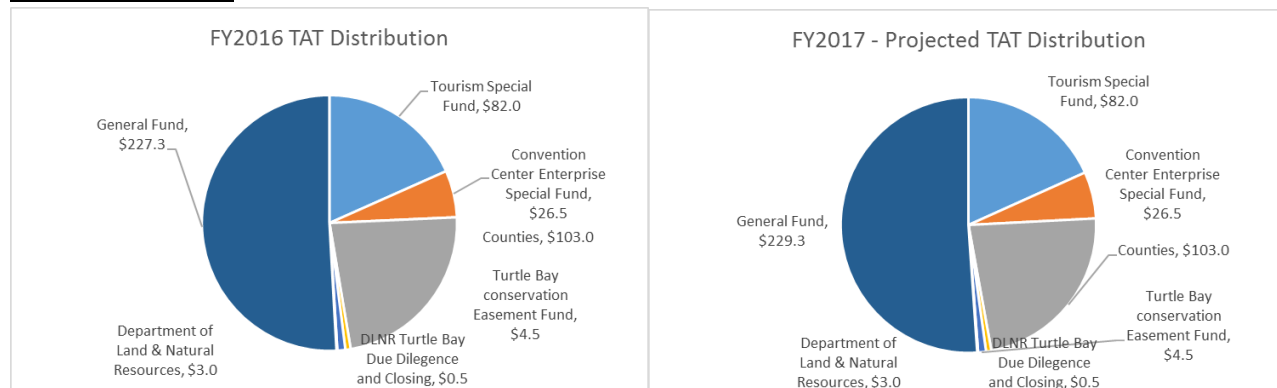
Tourism is the largest single source of private capital for Hawai'i's economy. For calendar year 2016 Hawai'i's tourism industry established new records in total visitor spending and visitor arrivals. This marked the fifth straight year of record growth in both categories.:

- **Visitor Arrivals set a new record: 8,941,394 (+3% YOY versus 2015).**
  - ❖ On any given day there are 220,000 visitors in the Hawaiian Islands.
- **Visitor Spending achieved record high: \$15.6 billion<sup>1</sup> (+4.2%, +\$634.7 million YOY versus 2015).**
  - ❖ Statewide: \$42.7 million in average visitor spending daily:
    - O'ahu: \$19.9 million per day
    - Maui: \$12.2 million per day
    - Island of Hawai'i: \$5.6 million per day
    - Kaua'i: \$4.5 million per day
- **State Tax Revenue: \$1.82 billion (+\$129.9 million YOY versus 2015).**
- **Jobs: 190,000**
- **Air Seats: 12,020,545 (+0.7% YOY versus 2015).**

### 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



<sup>1</sup> Total visitor expenditures in nominal dollar (not adjusted for inflation) and did not include supplemental business expenditures.

**Technical Notes:** January through June 2016 arrival statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO). Correspondingly, visitor days and expenditure statistics by MMA and by island were also recalculated.

- FY 2016: The state collected **\$446.8 million** in transient accommodations tax (TAT=9.25%).
- For FY 2017 through September, the state collected \$149.7 million in TAT, an increase of 29.8 percent compared to FY 2016 through September.

**2015 was the previous record year for Hawai'i Tourism**

- **Visitor Arrivals: 8,679,564** (+4.3% versus 2014).
  - ❖ On any given day in 2015, there were 215,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.1 billion<sup>2</sup>** (+0.9%, +\$137.6 million versus 2014).
  - ❖ Statewide: \$41.0 million in spending per day:
    - O'ahu: \$20.2 million per day
    - Maui: \$11.3 million per day
    - Island of Hawai'i: \$5.0 million per day
    - Kaua'i: \$4.2 million per day
- **State Tax Revenue: \$1.7 billion** (+\$14.2 million versus 2014).
  - ❖ FY 2015: The state collected \$421 million in transient accommodations tax (TAT=9.25%).
- **Jobs: 177,000** (The biggest generator of jobs among the major economic sectors).
- **Air Seats: 11.9 million** (+5.7% versus 2014).
  - ❖ 1,011 flights per week servicing 49 cities worldwide.
  - ❖ Honolulu: 4th busiest international port of entry for the U.S.

➤ **Hotel Occupancy Rates:**

Occupancy Rate	2015
State	78.8%
O'ahu	85.3%
Maui	74.5%
Island of Hawai'i	65.6%
Kaua'i	71.3%

Source: STR, Inc./Hospitality Advisors LLC

**Hawai'i Tourism: A Decade of Recovery Leading to Growth**

Year	Total Daily Expenditures	# of Jobs Supported
2016	\$42.7 million	190,000
2015	\$41 million	175,000
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
2009	\$27 million	134,000
2008	\$31 million	151,000
2007	\$35 million	172,000

<sup>2</sup> 2015 and 2014 total expenditures include air, cruise, and supplemental business spending. Daily spending data do not include supplemental business spending.