



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

YTD February 2017: Growth Continues for Hawai'i Tourism Industry

Tourism is the largest single source of private capital for Hawai'i's economy. Year-to-date through February 2017, Hawai'i's tourism economy has recorded:

Visitor Arrivals: 1,456,739 (+3.3% YOY versus 2016).

- ❖ On any given day were 240,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$2.95 billion¹** (+9.0%, +\$243 million YOY versus 2016).
 - ❖ Statewide: \$49.9 million in average visitor spending daily:
 - O'ahu: \$21.0 million per day
 - Maui: \$14.6 million per day
 - Island of Hawai'i: \$8.0 million per day
 - Kaua'i: \$5.8 million per day
- **State Tax Revenue: \$343.97 million** (+\$28.4 million YOY versus 2016).
- **Air Seats: 1,936,406** (-2.2% YOY versus 2016).

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 2016: The state collected \$446.8 million in transient accommodations tax (TAT=9.25%).
- For FY 2017 through December 2016, the state collected \$249.2 million in TAT, an increase of 17.8 percent compared to FY 2016 through December 2015.

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

Hawai'i Tourism Industry in 2016

Hawai'i's tourism industry saw sustained growth in total visitor spending and visitor arrivals in 2016. This marked the fifth straight year of growth in both categories.:

- **Visitor Arrivals: 8,941,394 (+3% YOY versus 2015).**
 - ❖ On any given day were are 220,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.6 billion¹ (+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).**
- **Hotel Occupancy Rates:**

Occupancy Rate	2016	2015
State	79.2%	78.7%
O'ahu	84.2%	85.1%
Maui	75.9%	74.3%
Island of Hawai'i	68.8%	65.7%
Kaua'i	72.6%	71.1%

Source: STR, Inc./Hospitality Advisors LLC

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

Year	Total Daily Expenditures	# of Jobs Supported
2016P	\$42.7 million ¹	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