

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

Hawai'i Tourism Industry in January 2023¹

Prior to the pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or had a negative COVID pre-travel test. The Safe Travels Program ended on March 25, 2022, and domestic pre-travel requirements ceased as of March 26, 2022. Passengers arriving on direct international flights through June 11, 2022 were subjected to federal U.S. entry requirements which included proof of an up-to-date vaccination document and negative COVID-19 test result taken within one day of travel. This requirement was lifted on June 12, 2022.

A total of 791,781 visitors arrived in the Hawaiian Islands in January 2023, up 37.9 percent from January 2022. When compared to 2019, the benchmark year prior to the COVID-19 pandemic, this represents a 96.8 percent recovery in total visitor arrivals from January 2019. As measured in nominal dollars, these visitors spent \$1.89 billion in January 2023, compared to \$1.40 billion (+35.5%) in January 2022 and \$1.62 billion (+17.2%) January 2019. In January 2023, 775,132 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 16,648 visitors arrived by cruise ships during the month. In January 2022, 567,179 visitors arrived by air (+36.7%) and 7,004 visitors came by cruise ships (+137.7%). In January 2019, 805,567 visitors arrived by air (-3.8%) and 12,033 visitors came by cruise ships (+38.4%). The average length of stay by all visitors in January 2023 was 10.16 days, compared to 10.91 days (-6.9%) in January 2022 and 9.94 days (+2.2%) in January 2019.

Hawai'i Tourism Industry in January 2023:

- **Total Visitor Spending: \$1.89 billion**, compared to \$1.40 billion (+35.5%) in January 2022 and \$1.62 billion (+17.2%) January 2019.
- **State Tax Revenue (direct, indirect, and induced): \$219.8 million**, compared to \$163.2 million (+34.7%) in January 2022 and \$188.7 million (+16.4%) in January 2019.
- **Visitor Arrivals: 791,781 visitors**, compared to 574,183 visitors (+37.9%) in January 2022 and 817,600 visitors (-3.2%) in January 2019.
- **Average Daily Census²: 259,514 visitors**, compared to 202,071 visitors (+28.4%) in January 2022 and 262,235 visitors (-1.0%) in January 2019.
- **Total Air Service: 5,335 trans-Pacific flights with 1,182,832 seats**, compared to 4,943 flights (+7.9%) with 1,036,920 seats (+4.1%) in January 2022, and 5,158 flights (+3.4%) with 1,134,182 seats (+4.3%) in January 2019.

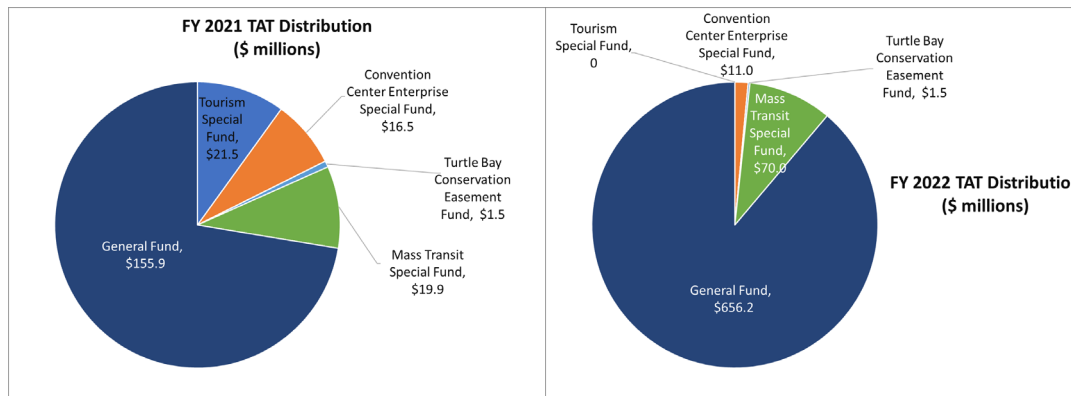
TAT Collections

- 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.

¹ 2023 and 2022 visitor statistics are preliminary. 2021, 2020 and 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 Average daily census measures the number of visitors present on any given day.

- FY 2021: The state collected \$215.3 million in TAT; a decrease of 61.8 percent compared to FY 2020.
- FY2022: The state collected \$738.7 million in TAT; an increase of 243.1 percent compared to FY 2021.
- FY2023: Through January 2023, the state collected \$509.5 million in TAT, compared to \$412.4 million (+23.5%) collected in FY 2022 through January 2022, and \$393.5 million (+29.5%) collected in FY 2020 through January 2020 (Preliminary data from Dept of Taxation.).



Hawai'i Tourism Industry in 2022

- **Total Visitor Spending: \$19.29 billion**, up 8.9 percent from \$17.72 billion in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$2.24 billion**, compared to \$2.07 billion (+8.2%) in 2019.
- **Visitor Arrivals (Air and Cruise): 9,247,848 visitors**, down 11.0 percent from 10,386,673 visitors in 2019.
- **Average Daily Census: 233,604 visitors**, compared to 247,564 visitors (-5.6%) in 2019.
- **Jobs supported (direct, indirect, induced): 197,000.**
- **Total Air Service: 60,153 trans-Pacific flights and 12,745,630 seats**, compared to 61,778 flights (-2.6%) and 13,619,247 seats (-6.4%) in 2019.

Hawai'i Tourism Industry in 2021

- **Total Visitor Spending (Air and Cruise): \$13.13 billion.** Visitor spending declined 25.9 percent from \$17.7 billion in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$1.53 billion;** a decrease of 25.9 percent from \$2.07 billion in 2019.
- **Visitor Arrivals (Air and Cruise): 6,777,760 visitors (+150.3%),** more than double the arrival count of 2,708,258 from 2020. Total visitor arrivals decreased 34.7 percent compared to the 10,386,673 visitors in 2019.
- **Average Daily Census: 178,938 visitors;** compared to 78,305 visitors in 2020, versus 247,564 visitors in 2019.
- **Jobs supported (direct, indirect, induced): 160,000.**
- **Total flights: 51,904, Total Seats: 10,735,084;** compared to 24,372 flights and 5,318,667 seats in 2020, versus 61,778 flights and 13,619,247 seats in 2019.

Hawai'i Tourism Industry in 2020

- **Visitor Spending:** NA³
- **State Tax Revenue (direct, indirect, and induced):** NA
- **Visitor Arrivals (Air and Cruise):** 2,708,258 (-73.9% compared to 2019).
- **Average Daily Census:** 77,915 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):** \$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	2021	2020	2019	2018	2017	2016	2015
State	57.6%	37.6%	80.7%	80.3%	80.2%	79.1%	78.7%
O'ahu	55.6%	39.2%	84.0%	83.7%	83.5%	84.2%	85.1%
Maui County	60.2%	34.6%	77.7%	75.9%	77.0%	75.8%	74.3%
Island of Hawai'i	61.1%	39.7%	77.0%	74.6%	74.8%	68.7%	65.7%
Kaua'i	58.5%	33.2%	72.5%	77.5%	75.7%	72.6%	71.1%

Source: STR, Inc.

Historical Visitor Spending and Job Supported data:

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2021	\$36.0 million	160,000
2020	NA	NA
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

³ Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April through October 2020 due to COVID-19 restrictions.