

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

### Hawai'i Tourism Industry in July 2023<sup>1</sup>

A total of 932,713 visitors arrived in the Hawaiian Islands in July 2023, an increase of 1.5 percent from July 2022. When compared to 2019, the benchmark year prior to the COVID-19 pandemic, this represents a 93.7 percent recovery in total visitor arrivals from July 2019. As measured in nominal dollars, total visitors in July 2023 spent \$2.05 billion, which was higher than \$1.99 billion (+2.8%) in July 2022 and \$1.70 billion (+20.7%) in July 2019.

In July 2023, 929,386 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 3,327 visitors came via a single cruise ship. July is typically a slow month for out-of-state cruise ships to the islands and there were no visitor arrivals by cruise ships in 2022 or in 2019. There were 918,616 visitors who arrived by air (+1.2%) in July 2022 and 995,210 visitors who arrived by air (-6.6%) in July 2019. The average length of stay by all visitors in July 2023 was 9.06 days, compared to 9.39 days (-3.5%) in July 2022 and 8.92 days (+1.6%) in July 2019.

### Hawai'i Tourism Industry in The First Seven Months of 2023:

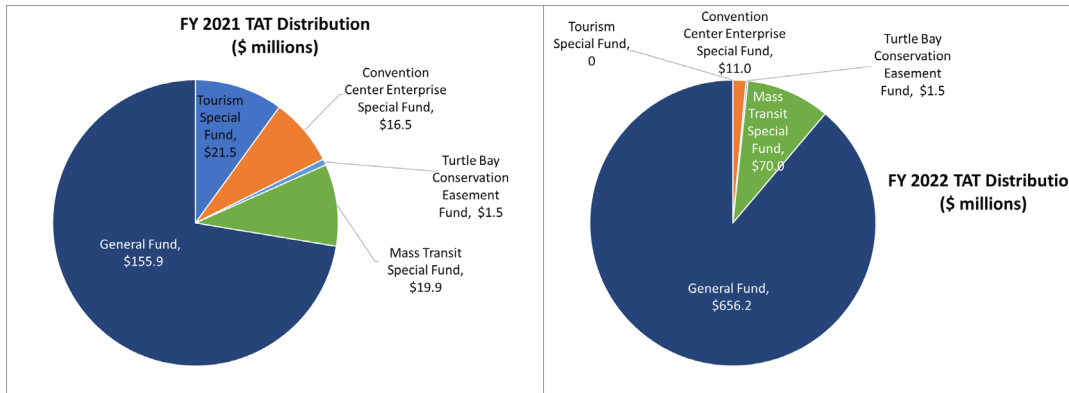
- **Total Visitor Spending: \$12.83 billion**, up from \$11.35 billion (+13.0%) in the first seven months of 2022 and from \$10.55 billion (+21.6%) in the first seven months of 2019.
- **State Tax Revenue (direct, indirect, and induced): \$1.25 billion**, compared to \$1.08 billion (+16.2%) in the first half of 2022 and \$1.03 billion (+21.0%) in the first half of 2019.
- **Visitor Arrivals: 5,897,424 visitors**, compared to 5,341,149 visitors (+10.4%) in the first seven months of 2022. Total arrivals declined 4.4 percent when compared to 6,166,392 visitors in the first seven months of 2019.
- **Average Daily Census<sup>2</sup>: 251,478 visitors**, compared to 234,538 visitors (+7.2%) in the first half of 2022 and 255,290 visitors (-1.5%) in the first half of 2019.
- **Total Air Service: 35,674 trans-Pacific flights with 7,824,685 seats**, compared to 35,728 flights (-0.2%) with 7,471,133 seats (+4.7%) in the first seven months of 2022 and 36,410 flights (-2.0%) with 8,004,342 seats (-2.2%) in the first seven months of 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: 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: The state collected \$865.3 million in TAT; an increase of 17.1 percent compared to FY 2022.
- For FY2024 (July 2023), the state collected \$79.8 million in TAT, compared to \$83.7 million (-4.6%) collected in FY 2023 (July 2022), \$65.1 million (+22.7%) collected in FY 2022 (July 2021), and \$60.1 million (+32.9%) collected in FY 2020 (July 2019) (Preliminary data from Dept of Taxation).

<sup>1</sup> 2023 visitor statistics are preliminary. 2019 - 2022 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.

<sup>2</sup> Average daily census measures the number of visitors present on any given day.



**Hawai'i Tourism Industry in 2022**

- **Total Visitor Spending (Air and Cruise): \$19.70 billion**, up 11.2 percent from \$17.72 billion in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$2.29 billion**, compared to \$2.07 billion (+10.5%) in 2019.
- **Visitor Arrivals (Air and Cruise): 9,233,983 visitors**, down 11.1 percent from 10,386,673 visitors in 2019.
- **Average Daily Census: 233,534 visitors**, compared to 247,564 visitors (-5.6%) in 2019.
- **Jobs supported (direct, indirect, induced): 201,000.**
- **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 Air Service: 51,904 trans-Pacific flights and 10,735,084 seats;** 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: NA<sup>3</sup>**
- **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).**
- **Total Air Seats: 5,318,667 (-60.9% versus 2019).**

<sup>3</sup> 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.

**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.
- **Total Air Seats:** 13,619,349 (+2.9% YOY versus 2018).

**Hotel Occupancy Rates:**

Occupancy Rate	2022	2021	2020	2019	2018	2017	2016
State	73.6%	57.5%	37.6%	80.7%	80.3%	80.2%	79.1%
O'ahu	75.4%	55.6%	39.2%	84.0%	83.7%	83.5%	84.2%
Maui County	67.6%	60.3%	34.6%	77.7%	75.9%	77.0%	75.8%
Island of Hawai'i	74.9%	60.5%	39.7%	77.0%	74.6%	74.8%	68.7%
Kaua'i	77.7%	57.2%	33.2%	72.5%	77.5%	75.7%	72.6%

Source: STR, Inc.

**Historical Visitor Spending and Job Supported data:**

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2022	\$54.3 million	202,000
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