

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

Hawai'i Tourism Industry in January 2025¹

there were 792,177 visitors to the Hawaiian Islands in January 2025, a 3.8 percent increase compared to the same month last year. Total visitor spending measured in nominal dollars was \$1.89 billion, up 4.7 percent from January 2024. Total visitor arrivals in January 2025 represent a 96.9 percent recovery rate from pre-pandemic January 2019 (817,600, -3.1%) and total nominal visitor spending increased compared to January 2019 (\$1.62 billion, +17.2%).

In January 2025, 773,149 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 19,028 visitors arrived via out-of-state cruise ships. In comparison, 745,644 visitors (+3.7%) arrived by air and 17,836 visitors (+6.7%) came by cruise ships in January 2024, and 805,567 visitors (-4.0%) came by air and 12,033 visitors (+58.1%) came by cruise ships in January 2019. The average length of stay by all visitors in January 2025 was 9.67 days, which was shorter than January 2024 (9.85 days, -1.8%) and January 2019 (9.94 days, -2.7%).

Hawai'i Tourism Industry in January 2025:

- **Total Visitor Spending: \$1.89 billion**, an increase from January 2024 (\$1.81 billion, +4.7%) and pre-pandemic January 2019 (\$1.62 billion, +17.2%).
- **State Tax Revenue (direct, indirect, and induced): \$219.8 million**, compared to \$211.2 billion (+4.1%) in January 2024 and \$188.7 million (+16.4%) in January 2019.
- **Visitor Arrivals: 792,177 visitors**, compared to 763,480 visitors (+3.8%) in January 2024 and 817,600 visitors (-3.1%) in January 2019.
- **Average Daily Census²: 247,179 visitors**, compared to 242,700 visitors (+1.8%) in January 2024 and 262,235 visitors (-5.7%) in January 2019.
- **Total Air Service: 5,032 transpacific flights with 1,122,877 seats**. Air capacity increased compared to January 2024 (4,889 flights, +2.9% with 1,101,952 seats, +1.9%), but declined from January 2019 (5,158 flights, -2.4% with 1,134,182 seats, -1.0%).

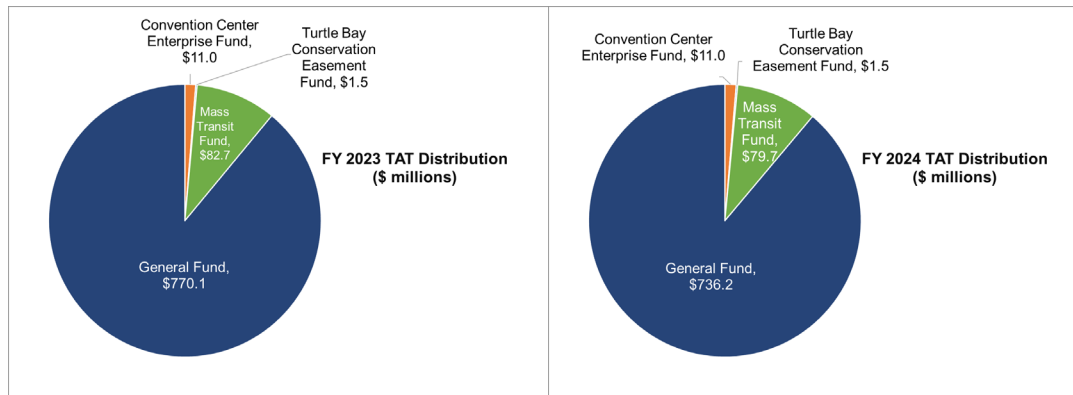
TAT Collections (Fiscal Year)

- 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.
- FY2024: The state collected \$762.4 million in TAT, compared \$865.3 million (-11.9%) collected in FY 2023.

¹ 2024 and 2025 visitor statistics are preliminary. 2019 - 2023 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.

- For FY2025 (July 2024 – January 2025), the state collected \$467.9 million in TAT, compared \$485.5 million (-3.6%) collected in FY 2024 (July 2023 – January 2024), and \$393.5 million (+18.9%) collected in FY 2020 (July 2019 – January 2020) (Preliminary data from Dept of Taxation).



Hawai'i Tourism Industry in Calendar Year 2024P:

- **Total Visitor Spending (Air and Cruise only, does not include Supplemental Business): \$20.68 billion**, down slightly from \$20.73 billion (-0.2%) in 2023, but higher than \$17.72 billion (+16.7%) in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$2.40 billion**, compared to \$2.42 billion (-0.9%) in 2023 and \$2.07 billion (+16.0%) in 2019.
- **Visitor Arrivals: 9,689,113 visitors**, compared to 9,657,607 visitors (+0.3%) in 2023 and 10,386,673 visitors (-6.7%) in 2019.
- **Average Daily Census: 230,438 total visitors**, compared to 236,784 visitors (-2.7%) in 2023 and 247,564 visitors (-6.9%) in 2019.
- **Jobs supported (direct, indirect, induced): 211,000.**
- **Total Air Service: 59,787 transpacific flights with 13,274,718 seats**, compared to 59,785 flights (0.0%) with 13,122,041 seats (+1.2%) in 2023 and 61,776 flights (-3.2%) with 13,619,068 seats (-2.5%) in 2019.

Hawai'i Tourism Industry in Calendar Year 2023:

- **Total Visitor Spending (Air, Cruise and Supplemental Business): \$20.87 billion**, up from \$19.80 billion (+5.4%) in 2022 and \$17.84 billion (+16.9%) in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$2.42 billion**, compared to \$2.30 billion (+5.4%) in 2022 and \$2.08 billion (+16.2%) in 2019.
- **Visitor Arrivals: 9,657,607 visitors**, up 4.6 percent from 9,233,983 visitors in 2022. Total arrivals declined 7.0 percent when compared to 10,386,673 visitors in 2019.
- **Average Daily Census: 236,784 visitors**, compared to 233,534 visitors (+1.4%) in 2022 and 247,564 visitors (-4.4%) in 2019.
- **Jobs supported (direct, indirect, induced): 213,000.**
- **Total Air Service: 59,725 transpacific flights with 13,118,442 seats**, compared to 60,153 flights (-0.7%) with 12,745,630 seats (+2.9%) in 2022 and 61,778 flights (-3.3%) with 13,619,247 seats (-3.7%) in 2019.

Hawai'i Tourism Industry in Calendar Year 2022

- **Total Visitor Spending (Air, Cruise, and Supplemental Business): \$19.80 billion**, up 11.0 percent from \$17.84 billion in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$2.30 billion**, compared to \$2.08 billion (+10.3%) 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): 202,000.**
- **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 Calendar Year 2021

- **Total Visitor Spending (Air, Cruise, and Supplemental Business): \$13.15 billion.** Visitor spending declined 26.3 percent from \$17.84 billion in 2019.
- **State Tax Revenue (direct, indirect, and induced): \$1.54 billion;** a decrease of 26.3 percent from \$2.08 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 Calendar Year 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).**
- **Total Air Seats: 5,318,667 (-60.9% versus 2019).**

Hawai'i Tourism Industry in Calendar Year 2019

- **Visitor Spending (Air, Cruise, and Supplemental Business): \$17.84 billion (+1.1%, versus 2018).**
- **State Tax Revenue (direct, indirect, and induced): \$2.08 billion (+1.1%, versus 2018).**
- **Visitor Arrivals (Air and Cruise): 10,386,673 (+5.0% versus 2018).**
- **Average Daily Census: 247,564 visitors (+2.4% versus 2018).**
- **Jobs supported (direct, indirect, induced): 217,000.**
- **Total Air Seats: 13,619,349 (+2.9% YOY versus 2018).**

Hotel Occupancy Rates:

Occupancy Rate	2024	2023	2022	2021	2020	2019	2018	2017	2016
State	73.3%	74.7%	73.6%	57.5%	37.6%	80.7%	80.3%	80.2%	79.1%
O'ahu	79.8%	79.6%	75.4%	55.6%	39.2%	84.0%	83.7%	83.5%	84.2%
Maui County	61.6%	66.1%	67.6%	60.3%	34.6%	77.7%	75.9%	77.0%	75.8%
Island of Hawai'i	67.0%	70.2%	74.9%	60.5%	39.7%	77.0%	74.6%	74.8%	68.7%
Kaua'i	73.2%	74.6%	77.7%	57.2%	33.2%	72.5%	77.5%	75.7%	72.6%

Source: STR, Inc.

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.

Historical Visitor Spending and Job Supported data:

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2023	\$57.2 million	213,000
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	168,000
2013	\$40 million	163,000
2012	\$39 million	161,000