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Visitor Spending Rose for Sixth Straight Month in November Visitor Arrivals Set New November Record

HONOLULU – Visitors to the Hawaiian Islands spent a total of \$1.2 billion in November 2016, a gain of 5.6 percent versus last November and the sixth consecutive month with a year-over-year increase, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total visitor arrivals grew 4.7 percent to 696,890 visitors, the most ever recorded for the month of November. Total visitor days¹ grew 3.6 percent compared to a year ago.

In November 2016, growth in visitor arrivals and higher average daily spending contributed to gains in total visitor spending from U.S. West (+5.1% to \$457.3 million), Japan (+13% to \$187.5 million), Canada (+7.5% to \$85.3 million) and All Other International Markets (+11.4% to \$236.4 million). For U.S. East, despite an increase in visitors, lower daily spending led to a drop in total visitor spending (-4.5% to \$246.3 million) compared to November 2015.

There were 686,970 visitors (+4.2%) who came by air and 9,920 visitors (+56.8%) who came via cruise ships in November 2016. Arrivals by air rose from U.S. West (+2.3% to 293,744), U.S. East (+4.5% to 124,328), Japan (+4.6% to 125,982), Canada (+3.1% to 44,371) and All Other International Markets (+9.5% to 98,544).

Statewide average daily spending rose to \$200 per person (+1.9%) in November 2016 compared to last November. Visitors from U.S. West (+3.9%), Japan (+7.3%), Canada (+6.8%) and All Other International Markets (+3.2%) spent more per day, while visitors from U.S. East spent less (-7.8%).

All of the Hawaiian Islands realized growth in visitor arrivals in November 2016 with Lāna'i (+51%), Kaua'i (+5.5%) and the island of Hawai'i (+5.5%) showing the largest gains. Visitor spending increased for Maui and the island of Hawai'i, showed no growth for O'ahu, and declined for Kaua'i.

The total number of air seats serving the Hawaiian Islands decreased slightly (-1.1% to 918,646) in November 2016 year-over-year. There were more scheduled seats from Other Asia (+22.5%) but fewer seats from Oceania (-11.1%), Japan (-3.5%) and U.S. West (-1.7%).

Year-to-Date 2016

Year-to-date through November 2016, total visitor arrivals (+3% to 8,112,920) and visitor spending (+4.1% to \$14 billion) exceeded the pace of 2015, keeping Hawai'i's tourism industry on track to set new annual records in both categories.

Arrivals year-to-date increased from U.S. West (+4.2%), U.S. East (+3.3%), Japan (+0.9%) and All Other International Markets (+6.7%) but declined from Canada (-7.5%).

There were gains in visitor spending year-to-date from U.S. West (+6% to \$5 billion), U.S. East (+4.5% to \$3.4 billion), Japan (+1.9% to \$1.9 billion) and All Other International Markets (+6.9% to \$2.8 billion), but a decrease in spending by visitors from Canada (-10.6% to \$831.8 million).

¹ Aggregate number of days stayed by all visitors.

Year-to-date through November 2016, visitor arrivals increased for Maui (+4%), O'ahu (+2.2%), the island of Hawai'i (+2%), and Kaua'i (+0.9%) compared to a year ago. Visitor spending year-to-date grew for Maui (+9.6% to \$4 billion), the island of Hawai'i (+10.5% to \$1.8 billion) and Kaua'i (+7.4% to \$1.5 billion). For O'ahu, lower daily spending in seven of the eleven months in 2016 led to a drop in total visitor spending (-1.8% to \$6.5 billion) compared to the same period in 2015.

Other Highlights:

- **U.S. West:** Visitor arrivals grew from the Pacific region (+1.8%) in November 2016, as steady growth continued from California (+2.5%). From the Mountain region (+7%), more visitors came from Utah (+8.9%), Colorado (+6.5%) and Arizona (+4.2%). Through the first eleven months of 2016, arrivals increased from both the Pacific region (+5%) and Mountain region (+3.7%) compared to the same period last year.
- **U.S. East:** In November 2016, growth in visitor arrivals from the East South Central (+28.7%), New England (+16.5%), Mid Atlantic (+8.9%), West South Central (+6.3%) and South Atlantic (+5.8%) regions offset decreases from the West North Central (-4.2%) and East North Central (-1.4%) regions. Year-to-date through November 2016, all U.S. East regions showed increases in arrivals, highlighted by growth from the two largest regions, South Atlantic (+6.4%) and East North Central (+4%).
- **Japan:** In November 2016, more visitors from Japan stayed on one island only (+6.6%) than the previous year, with the majority staying only on O'ahu (+6.5%). In addition, the number of visitors staying in timeshare properties grew substantially (+43.3%) compared to last year, which corresponded with the increase in visitors making their own travel arrangements (+19%).
- **MCI:** Visitors who came for meetings, conventions and incentives (MCI) decreased (-11.1% to 34,750) in November 2016 versus last November. More visitors came on incentive trips (+17.5%) in November 2016, but fewer visitors came for conventions (-37.5%) compared to November 2015 when several events took place. For the first eleven months of 2016, total MCI arrivals rose (+2.8% to 471,091).
- **Honeymoon:** More visitors came to honeymoon in November 2016 (+6.5% to 57,774) than a year ago. The Japanese market, which comprised nearly 40 percent of the honeymoon segment, grew (+10.4% to 22,257 visitors). U.S. West (+8% to 8,259) and U.S. East (+9.4% to 6,728) honeymoon visitors also increased. However, year-to-date through November 2016, total honeymoon visitors to Hawai'i was flat (-0.4% to 538,652) compared to last year.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals in November 2016 declined (-2.9% to 24,194) but continued to show an increase year-to-date (+1.2% to 310,000). Daily spending rose to \$278 per person year-to-date in 2016 compared to \$265 per person for the same period last year.
- **New Zealand:** Visitor arrivals rose in November 2016 (+12.1% to 4,201) and year-to-date (+2.8% to 60,661). Arrivals have increased year-over-year for six consecutive months.
- **China:** Visitor arrivals have fluctuated throughout the year. Arrivals declined in November 2016 (-4.3% to 8,296) and were down year-to-date (-1.4% to 159,701). Daily visitor spending is also down year-to-date (-6.8%) compared to 2015, but China continued to rank highest (\$366 per person) of all visitor markets.
- **Korea:** Visitor arrivals have increased every month this year. Arrivals rose by double-digits in November 2016 (+18.4% to 23,992) and year-to-date (+18.5% to 203,922). Daily visitor spending of \$292 per person year-to-date was similar to 2015.

- **Taiwan:** Visitor arrivals grew in November 2016 (+10.3% to 1,307) and year-to-date (+2.3% to 16,314).
- **Europe:** Total combined visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland increased in November 2016 (+3.3% to 8,755), but was slightly behind (-1.8% to 131,757) year-to-date versus 2015.
- **Latin America:** Total combined visitor arrivals from Mexico, Brazil and Argentina decreased in November 2016 (-3.3% to 1,360) and year-to-date (-5.7% to 23,230) compared to last year.

Island Highlights – November 2016:

- **O‘ahu:** Visitor arrivals (+3.5%) and visitor days (+1.7%) increased in November 2016. However, lower daily visitor spending (-1.8% to \$206 person) led to no growth in total visitor spending (-0.2% to \$567.6 million) compared to November 2015. Increased arrivals from Japan (+4.3%) and U.S. East (+1.3%) offset a decline from Canada (-2.4%).
- **Maui:** Growth in visitor arrivals (+1.9%) and visitor days (+2.8%), combined with higher daily spending (+6.6% to \$207 per person), contributed to a gain in total visitor spending (+9.6% to \$346 million) in November 2016. More visitors arrived from U.S. East (+6.4%) and U.S. West (+4%) but fewer visitors came from Japan (-14.1%).
- **Island of Hawai‘i:** Visitor arrivals (+5.5%) and visitor days (+6%) rose in November 2016 versus last November. Growth in arrivals from Canada (+16%), U.S. East (+10%) and U.S. West (+2.8%) offset a decline from Japan (-8.5%). Average daily spending was much higher (+15.5% to \$194 per person) than a year ago and contributed to a substantial increase in total visitor spending (+22.5% to \$172.9 million).
- **Kaua‘i:** Visitor arrivals (+5.5%) and visitor days (+4.4%) increased in November 2016. Growth in arrivals was realized from Canada (+12.8%), Japan (+5.4%), U.S. West (+4.7%) and U.S. East (+4.7%). However, lower daily spending (-8.8% to \$172 per person) resulted in decreased total visitor spending compared to last November (-4.7% to \$113.8 million).

Air Seats to Hawai‘i:

- Total air seat capacity decreased (-1.1% to 918,646) to the Hawaiian Islands in November 2016. There was a drop in scheduled seats (-1.1% to 912,071) with growth in charter seats (+2% to 6,575) compared to last November. Total air seats to Honolulu decreased (-2.3%), offsetting growth in seats to Hilo (+5.5%), Kahului (+2.1%) and Līhu‘e (+1.2%).
- Scheduled seats declined from U.S. West (-1.7%). Seats from Denver nearly doubled and seat capacity also increased from Salt Lake City (+12.6%). However, there were fewer seats from larger gateway cities including Oakland (-1.9%), Phoenix (-8%), Portland (-8.6%), San Francisco (-1.1%) and Seattle (-2.4%).
- The number of scheduled seats from U.S. East was similar (+0.4%) in November 2016 to last year. Significantly more seats from Minneapolis (+78.3%) offset a decline from Washington, D.C. (-20%), Newark (-11.6%) and Dallas (-7.2%).
- Scheduled seats from Japan decreased (-3.5%) in November 2016 compared to last year due to fewer seats from Haneda (-15.9%), Nagoya (-19.4%) and Osaka (-10.3%).
- The number of scheduled seats from Canada was about the same (+0.4%) compared to November 2015. Seasonal service between Vancouver-Kona and Vancouver-Līhu‘e re-launched in November 2016.
- Scheduled seats from Oceania declined (-11.1%) in November 2016 year-over-year, due to fewer seats from Brisbane (-58.2%). Seats from Auckland also decreased (-6.7%) from last year.

- Air capacity from Other Asia markets increased significantly (+22.5%) in November 2016. There was double-digit growth in seats from Seoul (+27.5%), Shanghai (+23.5%) and Taipei (+35.9%).
- Year-to-date through November 2016, total air capacity serving the Hawaiian Islands rose slightly (+0.7% to 10,942,947 seats) compared to the same period last year. There was growth in air seats to Kona (+4.2%), Līhu'e (+4.1%), Kahului (+2.7%) and Hilo (+0.7%), while seats to Honolulu (-0.5%) remained flat.

Cruise Ship Visitors:

- Five out-of-state cruise ships brought 9,920 visitors to Hawai'i in November 2016 compared to three ships that carried 6,325 visitors last November. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) increased (+25.8% to 19,208) in November 2016 versus last November.
- Over half of Hawai'i's cruise visitors in November 2016 were repeat visitors (57%) to the Hawaiian Islands, with the remainder coming for the first time (43%). Most visitors (85.3%) cruised for leisure, while the rest visited friends and relatives during their cruise (9.8%), or were on their honeymoon (3%).
- Year-to-date through November 2016, fewer visitors (-9% to 99,859) came to Hawai'i on 51 out-of-state cruise ships, compared to the 109,793 visitors who came on 60 cruise ships for the same period in 2015. The total number of cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) was down from year-to-date 2015 (-10.4% to 202,070). Contributing to this decline was the Hawai'i home-ported cruise ship being in dry dock for four weeks in February and March of this year.

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Visitor statistics on the HTA website:

Tables of air visitors' characteristics and expenditure data by market, cruise visitors' characteristics, and air seat statistics presented in this news release are available for viewing online at:
www.hawaii tourism authority.org/research/research/visitor-highlights/

Detailed monthly visitor characteristics data tables for each visitor market; Fact Sheets with visitor statistics visitor highlights and economic data for the State of Hawai'i, island counties and selected visitor markets have been posted at:

www.hawaii tourism authority.org/research/reports/major-market-areas/

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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November 2016 Arrivals at a Glance

CATEGORY AND MMA	2016P	2015	% change	YTD 2016P	YTD 2015	% change
TOTAL EXPENDITURES (\$mil.)	1,216.5	1,152.3	5.6	14,044.4	13,492.3	4.1
Total by air	1,212.9	1,150.8	5.4	14,006.6	13,456.8	4.1
U.S. West	457.3	435.3	5.1	5,044.6	4,759.9	6.0
U.S. East	246.3	258.0	-4.5	3,428.6	3,282.1	4.5
Japan	187.5	165.9	13.0	1,903.7	1,867.7	1.9
Canada	85.3	79.3	7.5	831.8	930.7	-10.6
All Others	236.4	212.3	11.4	2,797.9	2,616.5	6.9
Visitor arrivals by cruise ships	3.6	1.5	140.8	37.8	35.5	6.5
TOTAL VISITOR DAYS	6,075,766	5,867,143	3.6	72,517,812	70,874,250	2.3
Total by air	6,024,713	5,847,414	3.0	72,041,699	70,378,968	2.4
U.S. West	2,652,509	2,622,878	1.1	30,265,201	29,428,802	2.8
U.S. East	1,213,411	1,171,985	3.5	17,143,280	16,687,744	2.7
Japan	704,626	669,074	5.3	7,983,995	7,927,521	0.7
Canada	544,923	541,081	0.7	5,235,777	5,682,456	-7.9
All Others	909,244	842,395	7.9	11,413,447	10,652,445	7.1
Visitor arrivals by cruise ships	51,052	19,729	158.8	476,113	495,283	-3.9
VISITOR ARRIVALS	696,890	665,856	4.7	8,112,920	7,880,069	3.0
Total by air	686,970	659,531	4.2	8,013,061	7,770,276	3.1
U.S. West	293,744	287,114	2.3	3,322,134	3,188,771	4.2
U.S. East	124,328	118,947	4.5	1,685,883	1,631,737	3.3
Japan	125,982	120,454	4.6	1,367,817	1,355,159	0.9
Canada	44,371	43,041	3.1	415,280	449,084	-7.5
All Others	98,544	89,974	9.5	1,221,948	1,145,526	6.7
Visitor arrivals by cruise ships	9,920	6,325	56.8	99,859	109,793	-9.0
AVERAGE LENGTH OF STAY	8.72	8.81	-1.1	8.94	8.99	-0.6
Total by air	8.77	8.87	-1.1	8.99	9.06	-0.7
U.S. West	9.03	9.14	-1.2	9.11	9.23	-1.3
U.S. East	9.76	9.85	-0.9	10.17	10.23	-0.6
Japan	5.59	5.55	0.7	5.84	5.85	-0.2
Canada	12.28	12.57	-2.3	12.61	12.65	-0.4
All Others	9.23	9.36	-1.5	9.34	9.30	0.4
Visitor arrivals by cruise ships	5.15	3.12	65.0	4.77	4.51	5.7
PER PERSON PER DAY SPENDING (\$)	200.2	196.4	1.9	193.7	190.4	1.7
Total by air	201.3	196.8	2.3	194.4	191.2	1.7
U.S. West	172.4	166.0	3.9	166.7	161.7	3.1
U.S. East	203.0	220.1	-7.8	200.0	196.7	1.7
Japan	266.1	248.0	7.3	238.4	235.6	1.2
Canada	156.5	146.6	6.8	158.9	163.8	-3.0
All Others	260.0	252.0	3.2	245.1	245.6	-0.2
Visitor arrivals by cruise ships	71.0	76.3	-7.0	79.4	71.6	10.8
PER PERSON PER TRIP SPENDING (\$)	1,745.6	1,730.5	0.9	1,731.1	1,712.2	1.1
Total by air	1,765.5	1,744.9	1.2	1,748.0	1,731.8	0.9
U.S. West	1,557.0	1,516.1	2.7	1,518.5	1,492.7	1.7
U.S. East	1,981.1	2,168.9	-8.7	2,033.7	2,011.4	1.1
Japan	1,488.3	1,377.6	8.0	1,391.7	1,378.2	1.0
Canada	1,921.9	1,842.4	4.3	2,003.0	2,072.5	-3.4
All Others	2,399.3	2,359.1	1.7	2,289.7	2,284.1	0.2
Visitor arrivals by cruise ships	365.2	237.9	53.5	378.6	323.2	17.1

P=Preliminary data.

Source:Hawai'i Tourism Authority

November 2016 Island Highlights

CATEGORY AND ISLAND	2016P	2015	% change	YTD 2016P	YTD 2015	% change
TOTAL EXPENDITURES (\$mil.)	1,216.5	1,152.3	5.6	14,044.4	13,492.3	4.1
Total by air	1,212.9	1,150.8	5.4	14,006.6	13,456.8	4.1
O'ahu	567.6	568.7	-0.2	6,534.0	6,654.2	-1.8
Maui	346.0	315.6	9.6	4,043.3	3,689.4	9.6
Moloka'i	3.1	2.6	17.8	29.2	30.4	-3.9
Lāna'i	9.5	3.3	187.3	78.9	38.6	104.5
Kaua'i	113.8	119.4	-4.7	1,493.9	1,391.1	7.4
Haw aii Island	172.9	141.1	22.5	1,827.4	1,653.1	10.5
Visitor arrivals by cruise ships	3.6	1.5	140.8	37.8	35.5	6.5
TOTAL VISITOR DAYS	6,075,766	5,867,143	3.6	72,517,812	70,874,250	2.3
Total by air	6,024,713	5,847,414	3.0	72,041,699	70,378,968	2.4
O'ahu	2,759,390	2,713,704	1.7	33,617,160	32,911,761	2.1
Maui	1,671,149	1,625,419	2.8	19,385,891	18,713,973	3.6
Moloka'i	23,925	23,078	3.7	258,228	255,536	1.1
Lāna'i	18,456	11,953	54.4	193,941	147,695	31.3
Kaua'i	661,636	633,736	4.4	8,212,891	8,102,222	1.4
Haw aii Island	890,157	839,524	6.0	10,373,585	10,247,782	1.2
Visitor arrivals by cruise ships	51,052	19,729	158.8	476,113	495,283	-3.9
VISITOR ARRIVALS	696,890	665,856	4.7	8,112,920	7,880,069	3.0
Total by air	686,970	659,531	4.2	8,013,061	7,770,276	3.1
O'ahu	421,519	407,376	3.5	4,959,989	4,852,089	2.2
Maui	198,540	194,885	1.9	2,398,949	2,307,589	4.0
Moloka'i	3,995	3,921	1.9	54,356	59,222	-8.2
Lāna'i	5,209	3,450	51.0	57,440	54,109	6.2
Kaua'i	87,544	82,979	5.5	1,079,378	1,070,120	0.9
Haw aii Island	115,183	109,178	5.5	1,398,507	1,371,303	2.0
Visitor arrivals by cruise ships	9,920	6,325	56.8	99,859	109,793	-9.0
AVERAGE LENGTH OF STAY	8.72	8.81	-1.1	8.94	8.99	-0.6
Total by air	8.77	8.87	-1.1	8.99	9.06	-0.7
O'ahu	6.55	6.66	-1.7	6.78	6.78	-0.1
Maui	8.42	8.34	0.9	8.08	8.11	-0.4
Moloka'i	5.99	5.89	1.7	4.75	4.31	10.1
Lāna'i	3.54	3.46	2.3	3.38	2.73	23.7
Kaua'i	7.56	7.64	-1.0	7.61	7.57	0.5
Haw aii Island	7.73	7.69	0.5	7.42	7.47	-0.7
Visitor arrivals by cruise ships	5.15	3.12	65.0	4.77	4.51	5.7
PER PERSON PER DAY SPENDING (\$)	200.2	196.4	1.9	193.7	190.4	1.7
Total by air	201.3	196.8	2.3	194.4	191.2	1.7
O'ahu	205.7	209.6	-1.8	194.4	202.2	-3.9
Maui	207.1	194.2	6.6	208.6	197.1	5.8
Moloka'i	128.9	113.5	13.6	113.0	118.8	-4.9
Lāna'i	515.0	276.8	86.1	406.6	261.1	55.7
Kaua'i	172.0	188.5	-8.8	181.9	171.7	5.9
Haw aii Island	194.2	168.1	15.5	176.2	161.3	9.2
Visitor arrivals by cruise ships	71.0	76.3	-7.0	79.4	71.6	10.8
PER PERSON PER TRIP SPENDING (\$)	1,745.6	1,730.5	0.9	1,731.1	1,712.2	1.1
Total by air	1765.5	1744.9	1.2	1748.0	1731.8	0.9
O'ahu	1346.6	1396.0	-3.5	1317.3	1371.4	-3.9
Maui	1742.9	1619.5	7.6	1685.4	1598.8	5.4
Moloka'i	772.2	667.8	15.6	537.0	512.7	4.7
Lāna'i	1824.6	959.0	90.3	1372.8	712.7	92.6
Kaua'i	1299.6	1439.4	-9.7	1384.0	1299.9	6.5
Haw aii Island	1500.8	1292.6	16.1	1306.7	1205.5	8.4
Visitor arrivals by cruise ships	365.2	237.9	53.5	378.6	323.2	17.1

P=Preliminary data.

Source:Haw aii Tourism Authority