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HTA Release (18-37)

## **Hawai'i Visitor Spending Increased 11 Percent to \$1.42 Billion in May 2018**

**HONOLULU** – Visitors to the Hawaiian Islands spent a total of \$1.42 billion in May 2018, an increase of 11 percent compared to last year, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Among Hawai'i's four largest visitor markets, the U.S. West (+9.8% to \$525.8 million), U.S. East (+13.4% to \$397.8 million) and Japan (+1.2% to \$170.8 million) markets reported gains in visitor spending in May, while the Canada market was down slightly (-0.8% to \$45.7 million) compared to a year ago. Combined visitor spending from All Other International Markets (+20.1% to \$279.7 million) also increased in May.

On a statewide level, visitors spent more on an average daily basis (+4.4% to \$207 per person) in May versus last year. Visitors from U.S. West (+1.8%), U.S. East (+4.8%) and All Other International Markets (+11.6%) spent more per day compared to a year ago, while visitors from Canada (-5.9%) and Japan (-0.4%) spent less.

Total visitor arrivals increased 7 percent to 804,135 visitors in May year-over-year, comprised of arrivals by air service (+8% to 796,178 visitors) and cruise ships (-42.9% to 7,957 visitors). Total visitor days<sup>1</sup> rose 6.4 percent. The average daily census<sup>2</sup>, or the number of visitors on any given day, was 221,371 in May, up 6.4 percent from last year.

Arrivals by air service increased from U.S. West (+10.5% to 346,612), U.S. East (+8.9% to 188,363), Japan (+2.3% to 120,729), Canada (+4.3% to 26,484) and from All Other International Markets (+6.3% to 113,990).

Visitor spending grew for all four larger Hawaiian Islands in May compared to last year, with increases reported for O'ahu (+11.4% to \$669.6 million), Maui (+13.7% to \$403.1 million), the island of Hawai'i (+3.3% \$173.9 million) and Kaua'i (+13.3% to \$163.1 million).

The island of Hawai'i realized growth in visitor spending despite a drop in visitor arrivals (-1.6%) in May year-over-year. In response to the Kīlauea volcano eruption, the Hawai'i home-ported cruise ship canceled port calls to Hilo and Kona during three voyages in May. This loss of nearly 6,600 visitors contributed to the overall decrease in visitors to the island of Hawai'i in May.

A total of 1,094,018 trans-Pacific air seats serviced the Hawaiian Islands in May, up 12.6 percent from a year ago with growth in air seat capacity from Oceania (+18.8%), U.S. West (+15.6%), U.S. East (+14%), Japan (+2.6%) and Other Asia (+0.6%).

### Year-to-Date 2018

Year-to-date through May, statewide visitor spending of \$7.66 billion (+10.9%) exceeded the results for the same period last year. Visitor spending increased from U.S. West (+9.5% to \$2.74 billion), U.S. East (+11.4% to \$1.99 billion), Japan (+7.4% to \$942.2 million), Canada (+7.3% to \$613.3 million) and from All Other International Markets (+17.4% to \$1.35 billion).

<sup>1</sup> Aggregate number of days stayed by all visitors.

<sup>2</sup> Average daily census is the average number of visitors present on a single day.

Statewide average daily spending by visitors rose to \$209 per person (+3.7%) through the first five months of 2018 compared to the same period from a year ago.

Year-to-date, statewide visitor arrivals increased (+8.4% to 4,085,744) versus last year. Visitor arrivals increased from U.S. West (+11.6% to 1,656,803), U.S. East (+8.5% to 909,464), Japan (+0.8% to 616,128), Canada (+6.2% to 286,244) and All Other International Markets (+11.4% to 552,239).

#### **Other Highlights:**

- **U.S. West:** Visitor arrivals increased from the Pacific (+9.1%) and Mountain (+17%) regions in May compared to a year ago, with growth reported from Utah (+23.6%), Colorado (+22.4%), Oregon (+12%), Washington (+10.7%), Arizona (+9%) and California (+8.8%). Through the first five months, arrivals rose from the Mountain (+13.6%) and Pacific (+11.4%) regions versus the same period last year.
- **U.S. East:** Arrivals increased from most regions in May except the Mid-Atlantic (+0.2%), which reported flat growth versus a year ago. Year-to-date, all regions showed increases in arrivals highlighted by growth from the two largest regions, East North Central (+10.5%) and South Atlantic (+9.8%).
- **Japan:** More visitors stayed in hotels (+7%) in May compared to last year, while stays in timeshares (-29.2%) and condominiums (-4.5%) were down. Additionally, more visitors purchased group tours (+22.9%) compared to May of last year.
- **Canada:** Significantly more visitors stayed in rental homes (+56.9%) in May versus last year. Stays in condominium (+8.1%) and timeshares (+2.3%) also increased in May year-over-year.
- **MCI:** A total of 48,030 visitors came for meetings, conventions and incentives (MCI) in May, an increase of 12.5 percent compared to last year. Significantly more visitors came to attend conventions (+47.3% to 22,366), and there were also more visitors who traveled on incentive trips (+3.8% to 19,877). Contributing to the growth in convention visitors were the more than 3,000 delegates who attended the 2018 American Academy of Pediatric Dentistry at the Hawai'i Convention Center. In addition, the 2018 Association for Research in Vision and Ophthalmology convention, also held at the Hawai'i Convention Center, started in late April and continued through the first week of May with more than 10,000 delegates participating. Year-to-date through May, total MCI visitors was up (+2.7% to 247,600) from the same period last year.

#### **Highlights from All Other Markets:**

- **Australia:** There were 31,352 visitors in May, up 3.3 percent from a year ago. Through the first five months of 2018, arrivals also increased (+3.8% to 126,018 visitors) compared to the same period from last year.
- **New Zealand:** Supported by increased air service, visitor arrivals rose significantly in May (+47.7% to 8,152) and year-to-date (+42.7% to 28,484) versus a year ago.
- **China:** Visitor arrivals decreased in May (-3.3% to 16,518) and through the first five months of 2018 (-3.8% to 65,375) compared to a year ago.
- **Korea:** Visitor arrivals grew in May (+3.8% to 16,317) and year-to-date (+13.9% to 106,816) versus the same periods from a year ago.

- **Taiwan:** Visitor arrivals increased in May (+2.2% to 1,511), but have declined through the first five months of the year (-3.7% to 7,254).
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland increased in May (+4.1% to 11,219) and through the first five months of 2018 (+6.8% to 50,852) compared to a year ago.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina grew in May (+4.8% to 2,080) and year-to-date (+22.7% to 12,181).

#### Island Highlights:

- **O'ahu:** Visitor spending increased in May (+11.4% to \$669.6 million), boosted by growth in visitor days (+8.2%) and higher average daily spending (+2.9% to \$204 per person) compared to May of last year. Visitor arrivals were up (+6.4% to 488,432), with growth from U.S. East (+12.1%), U.S. West (+5.5%) and Japan (+0.8%) offsetting a slight drop from Canada (-0.6%). The average daily census rose 8.2 percent to 105,990 visitors in May.

Through the first five months of 2018, both visitor spending (+10.2% to \$3.32 billion) and arrivals (+6.4% to 2,371,369) increased compared to a year ago.

- **Maui:** Visitor spending grew in May (+13.7% to \$403.1 million), supported by increases in visitor days (+8.1%) and daily spending (+5.2% to \$226 per person). Visitor arrivals rose (+7.3% to 238,268) with more visitors from U.S. West (+11.1%), Japan (+5.7%), U.S. East (+4.3%) and Canada (+0.7%). The average daily census increased 8.1 percent to 57,668 visitors in May.

Year-to-date, visitor spending (+12.6% to \$2.27 billion) and arrivals (+6.7% to 1,182,951) surpassed the results from a year ago.

- **Island of Hawai'i:** Visitor spending grew in May (+3.3% to \$173.9 million) year-over-year, boosted by increases in average daily spending (+2.7% to \$191 per person), average length of stay (+2.2%) and total visitor days (+0.6%). This offset a decline in visitor arrivals (-1.6% to 131,864). There were more visitors from Japan (+8%), U.S. West (+5%) and Canada (+3.8%), but fewer visitors from U.S. East (-6.3%). A larger number of visitors from Japan (+39.1%) and the U.S. West (+15.8%) stayed exclusively on the island of Hawai'i in May compared to a year ago, supported by direct flights from Japan, Denver, Los Angeles, Portland and San Francisco. The average daily census rose slightly (+0.6%) to 29,365 visitors in May.

Through the first five months, growth was realized in both visitor spending (+11.2% to \$1.14 billion) and arrivals (+9.8% to 780,601) versus last year.

- **Kaua'i:** Visitor spending (+13.3% to \$163.1 million), visitor days (+8.2%) and average daily spending (+4.7% to \$202 per person) were all higher in May compared to a year ago. Visitor arrivals increased (+7.8% to 113,014), with more visitors from U.S. West (+11.5%), Canada (+9.6%) and U.S. East (+6.7%) offsetting fewer visitors from Japan (-29.8%). The average daily census rose 8.2 percent to 26,066 visitors in May.

Through the first five months, both visitor spending (+8.4% to \$846.9 million) and arrivals (+12.1% to 562,891) increased compared to the same period last year.

## **Air Seats to Hawai'i:**

Total trans-Pacific air seat capacity serving the Hawaiian Islands increased by 12.6 percent to 1,094,018 seats in May year-over-year, supported by growth in scheduled air seats (+12.3% to 1,084,019) and charter seats (+50% to 9,999). More seats served Līhu'e (+61.2%), Kona (+60.8%), Hilo (+40.9%), Kahului (+16.8%) and Honolulu (+2.5%).

- Scheduled air seats from the U.S. West market rose (+15.6%) in May, boosted by a doubling of seats from Denver (+93%) and increases from Los Angeles (+14.2%), Portland (+55.3%), San Diego (+21.1%), San Francisco (+28.8%) and San Jose (+22.2%).
- Scheduled air seats from the U.S. East market increased 14 percent in May compared to a year ago. Growth in seats from Chicago (+50.5%), Dallas (+28.3%) and Newark (+12.1%) offset fewer seats from Atlanta (-12.1%) and Minneapolis (-24.1%).
- Scheduled air seats from Japan grew in May (+2.6%). Air seat capacity to Kona nearly tripled (+167.1% to 9,783 seats), with the launch of nonstop service from Narita in September 2017. A low-cost carrier serving the Kuala Lumpur-Osaka-Honolulu route (+6,409 seats) and a low-cost carrier serving the Singapore-Osaka-Honolulu route (+5,922 seats) combined added more than 12,000 new seats in May year-over-year. These increases were partially offset by a loss of 9,500 seats due to an international carrier discontinuing service on the Haneda-Honolulu route after the first week of January. A U.S. carrier also reduced seats on its Narita-Honolulu route (-5,700 seats) and its Osaka-Honolulu route (-1,700 seats).
- The number of scheduled air seats from Canada (19,158 seats) in May was unchanged from last year. The months of May through November is a period of reduced air travel from the Canada market to Hawai'i, with air service offered from Vancouver to Honolulu and Maui.
- Scheduled air seats from Oceania rose in May (+18.8%) compared to a year ago, boosted by the addition of more seats from Auckland, New Zealand (+63.3%). Total seats from Brisbane, Melbourne and Sydney, Australia also increased (+7.8%).
- Scheduled air seats from Other Asia markets rose slightly in May (+0.6%) versus last year. There were more combined seats from Beijing and Shanghai in China (+4.7%) and from Taiwan (+9.5%). However, seats from Seoul declined (-2.5%) as an international carrier reduced the number of seats on its aircrafts (-2,400 seats). Additionally, a low-cost carrier suspended service for the entire month of May versus last year when service resumed during the last week of May.
- Through the first five months, air seat capacity statewide increased (+11% to 5,480,824 seats) compared to the same period last year. Seats increased to Līhu'e (+54.4%), Hilo (+51%), Kona (+38.2%), Kahului (+11.6%) and Honolulu (+3.6%).

## **Cruise Ship Visitors:**

- In May, 9,230 visitors (-2%) came by air to board the Hawai'i home-ported cruise ship for a seven-day voyage of the Hawaiian islands. The cruise ship sailed four times in May 2018. On three of the voyages, port calls to Hilo and Kona were canceled in response to the Kīlauea volcano eruption. About 6,600 visitors were diverted to Lahaina and spent an extra day in Honolulu instead.
- In May, four out-of-state cruise ships brought 7,957 visitors to the state compared to eight ships that carried 13,937 visitors a year ago (-42.9%). Three of the four ships with scheduled port calls in Hilo and Kona canceled their visits to Hilo, but made port calls in Kona.

- Year-to-date through May, there were 64,866 visitors who entered Hawai'i aboard 35 out-of-state cruise ships in comparison to 40 cruise ships with 70,083 visitors in the same period last year. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) have declined year-to-date (-4.2% to 116,537) versus a year ago.

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Tables of visitor characteristic and expenditure statistics including data presented in the news release; detailed monthly visitor characteristics data tables by visitor market and by island; fact sheets with visitor statistics and economic data for the State of Hawai'i and selected visitor markets; have been posted on the Hawai'i Tourism Authority website:

<https://www.hawaiitourismauthority.org/research/monthly-visitor-statistics/>

### **About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](http://www.hawaiitourismauthority.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.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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## MAY 2018 ARRIVALS AT A GLANCE

CATEGORY AND MMA	2018P	2017P	% change	YTD 2018P	YTD 2017P	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,423.3</b>	<b>1,282.1</b>	<b>11.0</b>	<b>7,664.3</b>	<b>6,912.6</b>	<b>10.9</b>
Total by air	1,419.8	1,277.5	11.1	7,642.0	6,891.2	10.9
U.S. West	525.8	478.7	9.8	2,743.5	2,504.3	9.5
U.S. East	397.8	351.0	13.4	1,988.6	1,784.6	11.4
Japan	170.8	168.8	1.2	942.2	877.4	7.4
Canada	45.7	46.1	-0.8	613.3	571.4	7.3
All Others	279.7	232.9	20.1	1,354.4	1,153.4	17.4
Visitor arrivals by cruise ships	3.5	4.6	-24.7	22.3	21.4	4.4
<b>TOTAL VISITOR DAYS</b>	<b>6,862,492</b>	<b>6,452,706</b>	<b>6.4</b>	<b>36,624,277</b>	<b>34,262,782</b>	<b>6.9</b>
Total by air	6,833,523	6,379,647	7.1	36,357,169	33,946,842	7.1
U.S. West	3,001,138	2,783,119	7.8	14,854,207	13,550,055	9.6
U.S. East	1,824,879	1,686,556	8.2	9,127,924	8,592,559	6.2
Japan	697,942	687,071	1.6	3,641,798	3,608,564	0.9
Canada	288,019	273,367	5.4	3,593,931	3,481,063	3.2
All Others	1,021,545	949,533	7.6	5,139,308	4,714,601	9.0
Visitor arrivals by cruise ships	28,969	73,059	-60.3	267,108	315,939	-15.5
<b>VISITOR ARRIVALS</b>	<b>804,135</b>	<b>751,191</b>	<b>7.0</b>	<b>4,085,744</b>	<b>3,769,058</b>	<b>8.4</b>
Total by air	796,178	737,254	8.0	4,020,878	3,698,975	8.7
U.S. West	346,612	313,654	10.5	1,656,803	1,483,963	11.6
U.S. East	188,363	173,010	8.9	909,464	838,430	8.5
Japan	120,729	117,970	2.3	616,128	611,276	0.8
Canada	26,484	25,396	4.3	286,244	269,657	6.2
All Others	113,990	107,224	6.3	552,239	495,650	11.4
Visitor arrivals by cruise ships	7,957	13,937	-42.9	64,866	70,083	-7.4
<b>AVERAGE LENGTH OF STAY</b>	<b>8.53</b>	<b>8.59</b>	<b>-0.7</b>	<b>8.96</b>	<b>9.09</b>	<b>-1.4</b>
Total by air	8.58	8.65	-0.8	9.04	9.18	-1.5
U.S. West	8.66	8.87	-2.4	8.97	9.13	-1.8
U.S. East	9.69	9.75	-0.6	10.04	10.25	-2.1
Japan	5.78	5.82	-0.7	5.91	5.90	0.1
Canada	10.88	10.76	1.0	12.56	12.91	-2.7
All Others	8.96	8.86	1.2	9.31	9.51	-2.2
Visitor arrivals by cruise ships	3.64	5.24	-30.5	4.12	4.51	-8.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>207.4</b>	<b>198.7</b>	<b>4.4</b>	<b>209.3</b>	<b>201.8</b>	<b>3.7</b>
Total by air	207.8	200.2	3.8	210.2	203.0	3.5
U.S. West	175.2	172.0	1.8	184.7	184.8	-0.1
U.S. East	218.0	208.1	4.8	217.9	207.7	4.9
Japan	244.7	245.7	-0.4	258.7	243.2	6.4
Canada	158.6	168.5	-5.9	170.7	164.2	4.0
All Others	273.8	245.3	11.6	263.5	244.7	7.7
Visitor arrivals by cruise ships	119.8	63.1	89.9	83.5	67.6	23.5
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,769.9</b>	<b>1,706.7</b>	<b>3.7</b>	<b>1,875.9</b>	<b>1,834.0</b>	<b>2.3</b>
Total by air	1,783.3	1,732.8	2.9	1,900.6	1,863.0	2.0
U.S. West	1,516.8	1,526.3	-0.6	1,655.9	1,687.6	-1.9
U.S. East	2,112.1	2,028.6	4.1	2,186.6	2,128.5	2.7
Japan	1,414.7	1,430.8	-1.1	1,529.3	1,435.4	6.5
Canada	1,724.8	1,813.4	-4.9	2,142.6	2,119.2	1.1
All Others	2,453.9	2,172.6	12.9	2,452.5	2,327.1	5.4
Visitor arrivals by cruise ships	436.2	330.7	31.9	343.9	304.9	12.8

P=Preliminary data.

Source:Haw aii Tourism Authority

## MAY 2018 ISLAND HIGHLIGHTS

CATEGORY AND ISLAND	2018P	2017P	% change	YTD 2018P	YTD 2017P	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,423.3</b>	<b>1,282.1</b>	<b>11.0</b>	<b>7,664.3</b>	<b>6,912.6</b>	<b>10.9</b>
Total by air	1,419.8	1,277.5	11.1	7,642.0	6,891.2	10.9
O'ahu	669.6	601.0	11.4	3,316.7	3,010.7	10.2
Maui	403.1	354.5	13.7	2,274.4	2,019.4	12.6
Moloka'i	2.1	2.6	-21.4	14.9	17.4	-14.4
Lāna'i	8.1	7.2	12.6	48.5	36.5	33.1
Kaua'i	163.1	143.9	13.3	846.9	781.5	8.4
Haw ai'i Island	173.9	168.3	3.3	1,140.5	1,025.7	11.2
Visitor arrivals by cruise ships	3.5	4.6	-24.7	22.3	21.4	4.4
<b>TOTAL VISITOR DAYS</b>	<b>6,862,492</b>	<b>6,452,706</b>	<b>6.4</b>	<b>36,624,277</b>	<b>34,262,782</b>	<b>6.9</b>
Total by air	6,833,523	6,379,647	7.1	36,357,169	33,946,842	7.1
O'ahu	3,285,697	3,036,244	8.2	16,210,485	15,293,204	6.0
Maui	1,787,695	1,653,929	8.1	9,741,511	9,179,599	6.1
Moloka'i	18,791	19,706	-4.6	128,392	129,453	-0.8
Lāna'i	22,984	18,427	24.7	115,429	87,961	31.2
Kaua'i	808,051	746,750	8.2	4,305,562	3,875,453	11.1
Haw ai'i Island	910,305	904,590	0.6	5,855,789	5,381,173	8.8
Visitor arrivals by cruise ships	28,969	73,059	-60.3	267,108	315,939	-15.5
<b>VISITOR ARRIVALS</b>	<b>804,135</b>	<b>751,191</b>	<b>7.0</b>	<b>4,085,744</b>	<b>3,769,058</b>	<b>8.4</b>
Total by air	796,178	737,254	8.0	4,020,878	3,698,975	8.7
O'ahu	488,432	458,860	6.4	2,371,369	2,227,861	6.4
Maui	238,268	222,096	7.3	1,182,951	1,108,955	6.7
Moloka'i	4,271	4,416	-3.3	25,973	23,995	8.2
Lāna'i	6,443	6,033	6.8	32,328	26,691	21.1
Kaua'i	113,014	104,882	7.8	562,891	502,279	12.1
Haw ai'i Island	131,864	133,976	-1.6	780,601	710,844	9.8
Visitor arrivals by cruise ships	7,957	13,937	-42.9	64,866	70,083	-7.4
<b>AVERAGE LENGTH OF STAY</b>	<b>8.53</b>	<b>8.59</b>	<b>-0.7</b>	<b>8.96</b>	<b>9.09</b>	<b>-1.4</b>
Total by air	8.58	8.65	-0.8	9.04	9.18	-1.5
O'ahu	6.73	6.62	1.7	6.84	6.86	-0.4
Maui	7.50	7.45	0.8	8.23	8.28	-0.5
Moloka'i	4.40	4.46	-1.4	4.94	5.39	-8.4
Lāna'i	3.57	3.05	16.8	3.57	3.30	8.3
Kaua'i	7.15	7.12	0.4	7.65	7.72	-0.9
Haw ai'i Island	6.90	6.75	2.2	7.50	7.57	-0.9
Visitor arrivals by cruise ships	3.64	5.24	-30.5	4.12	4.51	-8.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>207.4</b>	<b>198.7</b>	<b>4.4</b>	<b>209.3</b>	<b>201.8</b>	<b>3.7</b>
Total by air	207.8	200.2	3.8	210.2	203.0	3.5
O'ahu	203.8	197.9	2.9	204.6	196.9	3.9
Maui	225.5	214.3	5.2	233.5	220.0	6.1
Moloka'i	109.6	132.9	-17.5	116.3	134.7	-13.7
Lāna'i	351.6	389.4	-9.7	420.5	414.7	1.4
Kaua'i	201.8	192.7	4.7	196.7	201.7	-2.5
Haw ai'i Island	191.0	186.1	2.7	194.8	190.6	2.2
Visitor arrivals by cruise ships	119.8	63.1	89.9	83.5	67.6	23.5
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,769.9</b>	<b>1,706.7</b>	<b>3.7</b>	<b>1,875.9</b>	<b>1,834.0</b>	<b>2.3</b>
Total by air	1,783.3	1,732.8	2.9	1,900.6	1,863.0	2.0
O'ahu	1,370.8	1,309.8	4.7	1,398.6	1,351.4	3.5
Maui	1,691.9	1,596.0	6.0	1,922.7	1,821.0	5.6
Moloka'i	482.1	592.9	-18.7	574.9	726.9	-20.9
Lāna'i	1,254.2	1,189.3	5.5	1,501.5	1,366.8	9.9
Kaua'i	1,443.1	1,372.1	5.2	1,504.6	1,555.9	-3.3
Haw ai'i Island	1,318.7	1,256.2	5.0	1,461.1	1,442.9	1.3
Visitor arrivals by cruise ships	436.2	330.7	31.9	343.9	304.9	12.8

P=Preliminary data.

Source:Haw ai'i Tourism Authority