



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

### YTD June 2018<sup>1</sup>: Growth Continues for Hawai'i Tourism Industry

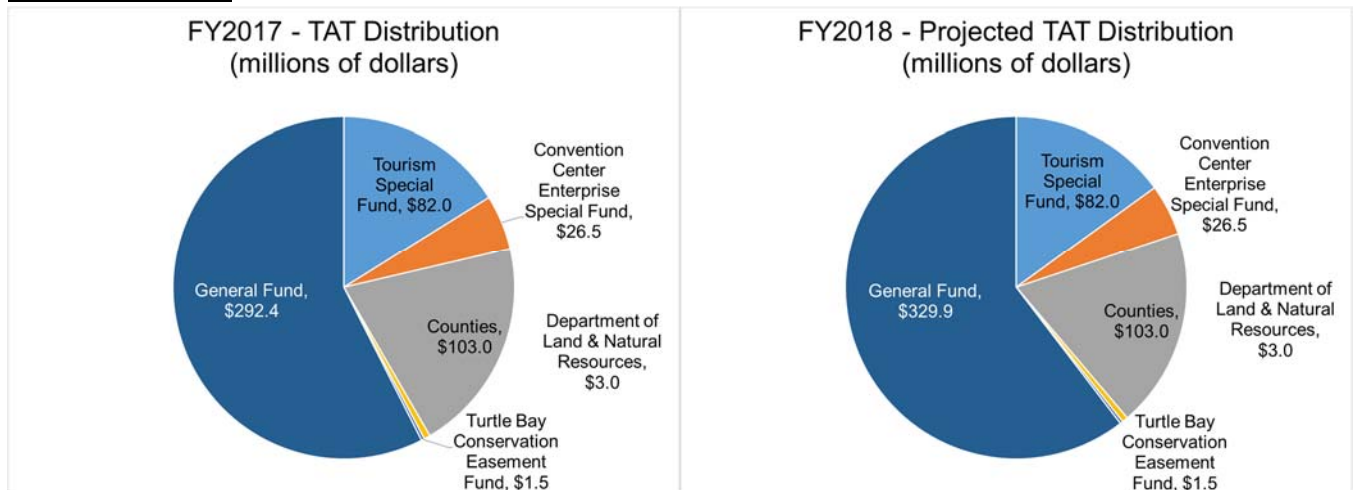
Tourism is the largest single source of private capital for Hawai'i's economy. Year-to-date through June 2018, Hawai'i's tourism economy has recorded:

- **Visitor Arrivals: 4,982,843 (+8.2% YOY versus 2017).**
  - ❖ On any given day were 247,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$9.26 billion<sup>2</sup> (+10.8%, +\$901.1 million YOY versus 2017).**
  - ❖ Statewide: \$51.2 million in average visitor spending daily:
    - O'ahu: \$22.5 million per day
    - Maui: \$15 million per day
    - Island of Hawai'i: \$7.4 million per day
    - Kaua'i: \$5.8 million per day
- **State Tax Revenue: \$1.08 billion (+\$105.2 million YOY versus 2017).**
- **Air Seats: 6,622,844 (+10.3% YOY versus 2017).**

### Opportunities for Continued Growth

- Increased arrivals during shoulder periods: April-May and October-November.
- Renovations, upgrades to Hawai'i's tourism product (hotels, attractions, natural resources).
- Increased distribution of visitors to the neighbor islands.

### TAT Collections



- FY 2017: The state collected \$508.38 million in transient accommodations tax (TAT=9.25%).
- FY 2018: Through May 2018, the state collected \$510.7 million in TAT, an increase of 7.9% compared to FY 2017 through May 2017.

<sup>1</sup> 2018 visitor statistics are preliminary.

<sup>2</sup> 2018 total visitor spending is in nominal dollars (not adjusted for inflation) and does not include supplemental business spending.

**Hawai'i Tourism Industry in 2017<sup>3</sup>**

*Hawai'i's tourism industry saw sustained growth in total visitor spending and visitor arrivals in 2017. This marked the sixth straight year of growth in both categories.:*

- **Visitor Arrivals: 9,382,986 (+5% YOY versus 2016<sup>4</sup>).**
  - ❖ On any given day were 230,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$16.78 billion<sup>5</sup> (+6.2%, +\$983.2 million YOY versus 2016).**
  - ❖ Statewide: \$46 million in average visitor spending daily:
    - O'ahu: \$20.9 million per day
    - Maui: \$13.0 million per day
    - Island of Hawai'i: \$6.6 million per day
    - Kaua'i: \$5.0 million per day
- **State Tax Revenue: \$1.96 billion (+\$114.8 million YOY versus 2016).**
- **Jobs: 204,000**
- **Air Seats: 12,235,608 (+1.8% YOY versus 2016).**

**Hotel Occupancy Rates:**

Occupancy Rate	2017	2016	2015
State	80.0%	79.1%	78.7%
O'ahu	83.3%	84.2%	85.1%
Maui County	77.1%	75.8%	74.3%
Island of Hawai'i	74.4%	68.7%	65.7%
Kaua'i	75.7%	72.6%	71.1%

Source: STR, Inc.

**Hawai'i Tourism: A Decade of Recovery Leading to Growth**

Year	Total Daily Expenditures <sup>6</sup>	# of Jobs Supported
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
2009	\$27 million	134,000
2008	\$31 million	151,000
2007	\$35 million	172,000

<sup>3</sup> 2017 visitor statistics are preliminary.

<sup>4</sup> 2016 spending arrival statistics are the final numbers and reflect data from the National Travel and Tourism Office and updated reports from airlines.

<sup>5</sup> 2017 total visitor spending is in nominal dollars (not adjusted for inflation) and does not include supplemental business spending.

<sup>6</sup> Includes supplemental business spending.