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HTA Release (18-82)

## **Hawai'i Visitor Statistics Released for October 2018**

**HONOLULU** – Visitors to the Hawaiian Islands spent a total of \$1.31 billion in October 2018, down slightly (-0.7%) compared to a year ago, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Growth in visitor spending from U.S. West (+7.6% to \$500.6 million), U.S. East (+4.9% to \$303.7 million), Canada (+3.6% to \$59.8 million) and Japan (+1.4% to \$190.5 million) in October was offset by a decrease in visitor spending from All Other International Markets (-20.2% to \$249.2 million).

On a statewide level, average visitor spending was down (-2.4% to \$200 per person) in October year-over-year. Visitors from Canada (+4.5%), Japan (+2.1%) and U.S. West (+1.3%) spent more, while spending by U.S. East visitors was nearly flat (-0.5%). Visitors from All Other International Markets (-10.4%) spent less.

Total visitor arrivals rose to 770,359 (+4.4%) in October, with growth in arrivals from both air service (+4.0%) and cruise ships (+20.1%). Total visitor days<sup>1</sup> increased by 1.8 percent. The average daily census<sup>2</sup> (i.e. number of visitors on any given day) in October was 210,960, up 1.8 percent compared to a year ago.

More visitors came by air from U.S. West (+9.3%), U.S. East (+7.3%) and Canada (+1.5%) in October, while fewer visitors arrived from Japan (-3.0%) and All Other International Markets (-4.0%).

In October, O'ahu recorded a slight decrease in visitor spending (-0.5% to \$598.4 million) despite increased visitor arrivals (+4.3% to 467,747) compared to a year ago. Maui realized growth in both visitor spending (+1.8% to \$377.3 million) and visitor arrivals (+1.8% to 216,606). Kaua'i also achieved increases in both visitor spending (+2.1% to \$145.1 million) and arrivals (+2.4% to 103,089). The island of Hawai'i recorded declines in both visitor spending (-11.4% to \$169.2 million) and visitor arrivals (-15.7% to 115,573) compared to October of last year.

A total of 1,021,853 trans-Pacific air seats served the Hawaiian Islands in October, up 6.1 percent year-over-year. Growth in scheduled seats from Canada (+20.5%), Oceania (+18.8%), U.S. West (+8.0%), U.S. East (+4.3%) and Japan (+2.9%) offset fewer seats from Other Asia (-17.7%).

### Year-to-Date 2018

Year-to-date through October, visitors to the Hawaiian Islands spent a total of \$14.93 billion, an increase of 8.8 percent compared to the first 10 months of last year.

Hawai'i's four largest visitor markets, U.S. West (+10.2% to \$5.47 billion), U.S. East (+9.0% to \$3.84 billion), Japan (+2.1% to \$1.94 billion) and Canada (+7.1% to \$861.1 million) all reported growth in visitor spending compared to the same period last year. Combined visitor spending from All Other International Markets also increased (+11.3% to \$2.77 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.

Year-to-date, total visitor arrivals increased (+6.3% to 8,262,497) versus last year, with growth from U.S. West (+9.6% to 3,463,510), U.S. East (+8.4% to 1,813,606), Canada (+3.8% to 412,740) and All Other International Markets (+5.7% to 1,167,013) offsetting fewer visitors from Japan (-2.0% to 1,306,769).

All four larger Hawaiian Islands realized growth in visitor spending over the first 10 months of 2018. Visitor arrivals increased on O'ahu, Maui and Kaua'i but declined on the island of Hawai'i.

A total of 11,031,179 trans-Pacific air seats served the Hawaiian Islands year-to-date through October, an increase of 8.9 percent from the same period last year.

### Other Highlights:

- **U.S. West:** Visitor arrivals increased from the Mountain (+12.8%) and Pacific (+8.5%) regions in October compared to a year ago, with growth realized from Utah (+25.5%), Washington (+10.7%), Oregon (+10.1%), Arizona (+8.0%) and California (+7.5%). Through the first 10 months, arrivals rose from the Mountain (+12.8%) and Pacific (+9.0%) regions versus the same period last year.
- **U.S. East:** With the exception of New England (-2.2%), all regions recorded growth in visitor arrivals in October year-over-year. Year-to-date, arrivals were up from every region, including growth from the two largest regions, East North Central (+9.7%) and South Atlantic (+9.0%).
- **Japan:** Visitor stays declined in hotels (-3.0%) and timeshares (-8.9%) in October, while stays in condominiums (+8.1%) and with friends and relatives (+92.4%) increased compared to last year. Additionally, more visitors made their own travel arrangements (+17.0%) while fewer visitors purchased group tours (-18.4%) and package trips (-10.5%).
- **Canada:** Visitor stays declined in hotels (-6.7%) and timeshares (-12.3%) but increased in condominiums (+11.0%) and with friends and relatives (+22.5%) versus last year.
- **MCI:** Total visitors who came to Hawai'i in October for meetings, conventions and incentives (MCI) rose (+45.5% to 57,337) compared to a year ago. Convention visitors doubled from the U.S. West, complemented by growth from Canada (+89.1%), U.S. East (+73.7%) and Japan (+53.8%). The 2018 American Dental Association Annual Meeting, held at the Hawai'i Convention Center, brought more than 15,000 delegates from 46 countries. Year-to-date through October, total MCI visitors increased (+3.0% to 426,429) from the same period last year.

### Highlights from All Other Markets:

- **Australia:** There were 28,334 visitors in October, up 1.0 percent from a year ago. Arrivals also increased through the first 10 months (+1.0% to 272,382 visitors) compared to the same period last year.
- **New Zealand:** Supported by an increase in air service, visitor arrivals rose in both October (+15.6% to 7,055) and year-to-date (+21.2% to 71,870) from last year.
- **China:** Visitor arrivals declined in both October (-35.2% to 7,847) and through the first 10 months (-9.3% to 121,979) year-over-year.
- **Korea:** Visitor arrivals decreased in both October (-31.1% to 17,793) and year-to-date (-4.8% to 195,951) compared to a year ago.

- **Taiwan:** Visitor arrivals declined in both October (-12.1% to 1,403) and through the first 10 months (-6.8% to 14,704) versus last year.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined in October (-3.9% to 13,469) but remained higher through the first 10 months (+3.3% to 124,347) compared to a year ago.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined in October (-14.0% to 1,950) but rose over the first 10 months (+8.9% to 22,161) versus last year.

### Island Highlights:

- **O'ahu:** In October, visitor spending declined slightly (-0.5% to \$598.4 million) compared to a year ago as lower daily spending (-5.3% to \$195 per person) offset growth in visitor days (+5.1%). Visitor arrivals were up (+4.3% to 467,747), with growth from U.S. West (+13.8%), U.S. East (+11.3%) and Canada (+2.4%) offsetting fewer visitors from Japan (-2.5%). The average daily census rose 5.1 percent to 99,204 visitors in October. In the first 10 months, both visitor spending (+8.4% to \$6.81 billion) and visitor arrivals (+4.6% to 4,946,386) increased compared to the same period last year.
- **Maui:** In October, visitor spending rose to \$377.3 million (+1.8%). Visitor days increased (+2.2%) while daily spending (-0.4% to \$219 per person) was similar to a year ago. Visitor arrivals increased (+1.8% to 216,606), with growth from U.S. West (+7.2%) and U.S. East (+2.0%) offsetting declines from Japan (-8.6%) and Canada (-2.6%). The average daily census increased 2.2 percent to 55,608 visitors in October. Through the first 10 months, both visitor spending (+10.9% to \$4.26 billion) and visitor arrivals (+7.2% to 2,433,648) surpassed last year's results.
- **Island of Hawai'i:** In October, visitor spending declined (-11.4% to \$169.2 million) as a result of decreased visitor days (-10.9%) and slightly lower daily spending (-0.5% to \$197 per person) versus last year. Visitor arrivals were down (-15.7% to 115,573), with fewer visitors from U.S. West (-3.8%), U.S. East (-12.5%), Canada (-19.7%) and Japan (-27.5%). Fewer visitors took day trips (-47.6%) compared to a year ago. The average daily census decreased 10.9 percent to 27,718 visitors in October. Through the first 10 months, visitor spending increased (+3.5% to \$2.01 billion) but visitor arrivals dipped slightly (-1.0% to 1,436,747) compared to last year.
- **Kaua'i:** In October, visitor spending increased (+2.1% to \$145.1 million) boosted by growth in visitor days (+1.6%). Daily spending (+0.5% to \$196 per person) was comparable to last year. Visitor arrivals increased (+2.4% to 103,089), with more visitors from U.S. West (+5.3%), U.S. East (+3.7%) and Japan (+5.6%) offsetting fewer visitors from Canada (-3.5%). The average daily census rose 1.6 percent to 23,940 visitors in October. Through the first 10 months, both visitor spending (+11.5% to \$1.69 billion) and visitor arrivals (+8.4% to 1,156,388) increased year-over-year.

### Air Seats to Hawai'i:

Total trans-Pacific air seats serving the Hawaiian Islands rose 6.1 percent to 1,021,853 seats in October, supported by growth in both scheduled air seats (+6.1% to 1,015,176) and charter seats (+17.1% to 6,677). There were more air seats serving Līhu'e (+24.4%), Kona (+20.9%), Kahului (+13.2%) and Honolulu (+1.3%) but fewer seats to Hilo (-15.4%) compared to a year ago.

- Scheduled air seats from the U.S. West market grew 8.0 percent in October, boosted by the addition of daily service from Long Beach (+5,859 seats, started June 2018), a doubling of seats

from Denver (+113.7%), and increased service from Seattle (+25.2%), San Diego (+22.9%), Portland (+15.9%) and San Francisco (+10.9%). These increases offset fewer air seats from Las Vegas (-12.5%), Salt Lake City (-11.5%) and Los Angeles (-5.5%).

- Scheduled air seats from the U.S. East market rose 4.3 percent in October compared to last year. Growth in air seats from Dallas (+22.8%), Newark (+10.7%) and New York City's John F. Kennedy International Airport (+6.9%) offset fewer seats from Washington, D.C. (-36.1%) and Atlanta (-14.1%).
- Scheduled air seats from Japan increased (+2.9%) in October compared to last year with more seats from Osaka (+41.6%), Sapporo (+7.3%) and Haneda (+4.0%) offsetting fewer seats from Narita (-11.1%).
- Scheduled air seats from Canada rose in October (+20.5%) compared to a year ago, with a tripling of seats from Calgary and increased service from Vancouver (+17.4%).
- Scheduled air seats from Oceania increased in October (+18.8%) compared to last year, boosted by the addition of more seats from Auckland, New Zealand (+66.3%). Combined air seats from Brisbane, Melbourne and Sydney in Australia also increased (+5.5%).
- Scheduled air seats from Other Asia markets declined in October (-17.7%) year-over-year. Air seat capacity decreased from Seoul, South Korea (-16.1%), Beijing (-41.1%) and Shanghai (-7.2%) in China, and, to a lesser extent, Taiwan (-0.3%).
- Through the first 10 months, trans-Pacific air seat capacity statewide rose (+8.9% to 11,031,179 seats) compared to the same period last year. Air seats increased to Kona (+33.9%), Līhu'e (+33.2%), Hilo (+17.1%), Kahului (+13.7%) and Honolulu (+2.3%).

#### **Cruise Ship Visitors:**

- In October, 11 out-of-state cruise ships brought 22,433 visitors to Hawai'i compared to the nine ships that carried 18,681 visitors a year ago. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) increased (+3.9% to 31,264) compared to last year.
- Through the first 10 months, 98,861 visitors entered Hawai'i aboard 53 out-of-state cruise ships in comparison to 105,295 visitors on 56 cruise ships over the same period last year. Year-to-date, total cruise visitor arrivals (arrivals by cruise ships and by air to board cruise ships) decreased (-5.0% to 202,309) versus the same timeframe last year.

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Tables of preliminary 2018 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.hawaii tourism authority.org/research/monthly-visitor-statistics/>

**About the Hawai'i Tourism Authority**

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

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## OCTOBER 2018 ARRIVALS AT A GLANCE

| TOTAL EXPENDITURES (\$mil.)              | 2018P            | 2017             | % change    | 2018P YTD         | 2017 YTD          | % change    |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| <b>TOTAL EXPENDITURES (\$mil.)</b>       | <b>1,311.2</b>   | <b>1,319.8</b>   | <b>-0.7</b> | <b>14,931.7</b>   | <b>13,729.8</b>   | <b>8.8</b>  |
| Total by air                             | 1,303.8          | 1,312.8          | -0.7        | 14,895.8          | 13,691.0          | 8.8         |
| U.S. West                                | 500.6            | 465.4            | 7.6         | 5,474.5           | 4,966.5           | 10.2        |
| U.S. East                                | 303.7            | 289.5            | 4.9         | 3,842.2           | 3,524.1           | 9.0         |
| Japan                                    | 190.5            | 188.0            | 1.4         | 1,941.8           | 1,901.9           | 2.1         |
| Canada                                   | 59.8             | 57.7             | 3.6         | 861.1             | 804.0             | 7.1         |
| All Others                               | 249.2            | 312.3            | -20.2       | 2,776.2           | 2,494.5           | 11.3        |
| Visitor arrivals by cruise ships         | 7.3              | 7.0              | 4.8         | 36.0              | 38.8              | -7.3        |
| <b>TOTAL VISITOR DAYS</b>                | <b>6,539,754</b> | <b>6,423,984</b> | <b>1.8</b>  | <b>73,443,810</b> | <b>69,294,410</b> | <b>6.0</b>  |
| Total by air                             | 6,443,991        | 6,344,484        | 1.6         | 73,019,093        | 68,833,579        | 6.1         |
| U.S. West                                | 2,842,613        | 2,677,956        | 6.1         | 30,895,248        | 28,588,822        | 8.1         |
| U.S. East                                | 1,412,090        | 1,338,568        | 5.5         | 18,030,508        | 16,865,990        | 6.9         |
| Japan                                    | 772,321          | 777,657          | -0.7        | 7,826,388         | 7,959,086         | -1.7        |
| Canada                                   | 356,586          | 359,632          | -0.8        | 5,071,066         | 4,942,508         | 2.6         |
| All Others                               | 1,060,381        | 1,190,671        | -10.9       | 11,195,883        | 10,477,173        | 6.9         |
| Visitor arrivals by cruise ships         | 95,764           | 79,500           | 20.5        | 424,717           | 460,831           | -7.8        |
| <b>VISITOR ARRIVALS</b>                  | <b>770,359</b>   | <b>737,643</b>   | <b>4.4</b>  | <b>8,262,497</b>  | <b>7,775,136</b>  | <b>6.3</b>  |
| Total by air                             | 747,926          | 718,961          | 4.0         | 8,163,637         | 7,669,841         | 6.4         |
| U.S. West                                | 322,696          | 295,298          | 9.3         | 3,463,510         | 3,160,582         | 9.6         |
| U.S. East                                | 147,785          | 137,708          | 7.3         | 1,813,606         | 1,673,745         | 8.4         |
| Japan                                    | 130,809          | 134,897          | -3.0        | 1,306,769         | 1,333,185         | -2.0        |
| Canada                                   | 30,346           | 29,903           | 1.5         | 412,740           | 397,757           | 3.8         |
| All Others                               | 116,290          | 121,155          | -4.0        | 1,167,013         | 1,104,572         | 5.7         |
| Visitor arrivals by cruise ships         | 22,433           | 18,681           | 20.1        | 98,861            | 105,295           | -6.1        |
| <b>AVERAGE LENGTH OF STAY</b>            | <b>8.49</b>      | <b>8.71</b>      | <b>-2.5</b> | <b>8.89</b>       | <b>8.91</b>       | <b>-0.3</b> |
| Total by air                             | 8.62             | 8.82             | -2.4        | 8.94              | 8.97              | -0.3        |
| U.S. West                                | 8.81             | 9.07             | -2.9        | 8.92              | 9.05              | -1.4        |
| U.S. East                                | 9.56             | 9.72             | -1.7        | 9.94              | 10.08             | -1.3        |
| Japan                                    | 5.90             | 5.76             | 2.4         | 5.99              | 5.97              | 0.3         |
| Canada                                   | 11.75            | 12.03            | -2.3        | 12.29             | 12.43             | -1.1        |
| All Others                               | 9.12             | 9.83             | -7.2        | 9.59              | 9.49              | 1.1         |
| Visitor arrivals by cruise ships         | 4.27             | 4.26             | 0.3         | 4.30              | 4.38              | -1.8        |
| <b>PER PERSON PER DAY SPENDING (\$)</b>  | <b>200.5</b>     | <b>205.5</b>     | <b>-2.4</b> | <b>203.3</b>      | <b>198.1</b>      | <b>2.6</b>  |
| Total by air                             | 202.3            | 206.9            | -2.2        | 204.0             | 198.9             | 2.6         |
| U.S. West                                | 176.1            | 173.8            | 1.3         | 177.2             | 173.7             | 2.0         |
| U.S. East                                | 215.1            | 216.3            | -0.5        | 213.1             | 208.9             | 2.0         |
| Japan                                    | 246.7            | 241.7            | 2.1         | 248.1             | 239.0             | 3.8         |
| Canada                                   | 167.7            | 160.4            | 4.5         | 169.8             | 162.7             | 4.4         |
| All Others                               | 235.0            | 262.3            | -10.4       | 248.0             | 238.1             | 4.2         |
| Visitor arrivals by cruise ships         | 76.7             | 88.2             | -13.0       | 84.7              | 84.2              | 0.6         |
| <b>PER PERSON PER TRIP SPENDING (\$)</b> | <b>1,702.0</b>   | <b>1,789.2</b>   | <b>-4.9</b> | <b>1,807.2</b>    | <b>1,765.9</b>    | <b>2.3</b>  |
| Total by air                             | 1,743.3          | 1,826.0          | -4.5        | 1,824.6           | 1,785.0           | 2.2         |
| U.S. West                                | 1,551.2          | 1,575.9          | -1.6        | 1,580.6           | 1,571.4           | 0.6         |
| U.S. East                                | 2,055.0          | 2,102.1          | -2.2        | 2,118.5           | 2,105.5           | 0.6         |
| Japan                                    | 1,456.7          | 1,393.5          | 4.5         | 1,486.0           | 1,426.6           | 4.2         |
| Canada                                   | 1,970.0          | 1,928.8          | 2.1         | 2,086.2           | 2,021.4           | 3.2         |
| All Others                               | 2,143.0          | 2,577.8          | -16.9       | 2,378.9           | 2,258.3           | 5.3         |
| Visitor arrivals by cruise ships         | 327.6            | 375.2            | -12.7       | 363.8             | 368.5             | -1.3        |

P=Preliminary data.

Source:Hawai'i Tourism Authority

## OCTOBER 2018 ISLAND HIGHLIGHTS

| TOTAL EXPENDITURES (\$mil.)              | 2018P            | 2017             | % change    | 2018PYTD          | 2017 YTD          | % change    |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| <b>TOTAL EXPENDITURES (\$mil.)</b>       | <b>1,311.2</b>   | <b>1,319.8</b>   | <b>-0.7</b> | <b>14,931.7</b>   | <b>13,729.8</b>   | <b>8.8</b>  |
| Total by air                             | 1,303.8          | 1,312.8          | -0.7        | 14,895.8          | 13,691.0          | 8.8         |
| O'ahu                                    | 598.4            | 601.5            | -0.5        | 6,811.6           | 6,282.2           | 8.4         |
| Maui                                     | 377.3            | 370.8            | 1.8         | 4,256.4           | 3,839.5           | 10.9        |
| Moloka'i                                 | 4.4              | 1.3              | 249.4       | 32.98             | 26.6              | 24.1        |
| Lāna'i                                   | 9.4              | 6.0              | 57.5        | 89.6              | 79.6              | 12.6        |
| Kaua'i                                   | 145.1            | 142.2            | 2.1         | 1,693.5           | 1,519.3           | 11.5        |
| Haw aii Island                           | 169.2            | 191.1            | -11.4       | 2,011.7           | 1,943.9           | 3.5         |
| Visitor arrivals by cruise ships         | 7.3              | 7.0              | 4.8         | 36.0              | 38.8              | -7.3        |
| <b>TOTAL VISITOR DAYS</b>                | <b>6,539,754</b> | <b>6,423,984</b> | <b>1.8</b>  | <b>73,443,810</b> | <b>69,294,410</b> | <b>6.0</b>  |
| Total by air                             | 6,443,991        | 6,344,484        | 1.6         | 73,019,093        | 68,833,579        | 6.1         |
| O'ahu                                    | 3,075,334        | 2,926,276        | 5.1         | 33,880,309        | 31,852,838        | 6.4         |
| Maui                                     | 1,723,837        | 1,686,667        | 2.2         | 19,454,344        | 18,091,667        | 7.5         |
| Moloka'i                                 | 24,961           | 21,004           | 18.8        | 233,285           | 223,002           | 4.6         |
| Lāna'i                                   | 18,465           | 15,137           | 22.0        | 210,680           | 170,549           | 23.5        |
| Kaua'i                                   | 742,140          | 730,553          | 1.6         | 8,579,181         | 7,983,868         | 7.5         |
| Haw aii Island                           | 859,254          | 964,847          | -10.9       | 10,661,295        | 10,511,655        | 1.4         |
| Visitor arrivals by cruise ships         | 95,764           | 79,500           | 20.5        | 424,717           | 460,831           | -7.8        |
| <b>VISITOR ARRIVALS</b>                  | <b>770,359</b>   | <b>737,643</b>   | <b>4.4</b>  | <b>8,262,497</b>  | <b>7,775,136</b>  | <b>6.3</b>  |
| Total by air                             | 747,926          | 718,961          | 4.0         | 8,163,637         | 7,669,841         | 6.4         |
| O'ahu                                    | 467,747          | 448,646          | 4.3         | 4,946,386         | 4,730,608         | 4.6         |
| Maui                                     | 216,606          | 212,846          | 1.8         | 2,433,648         | 2,270,285         | 7.2         |
| Moloka'i                                 | 4,731            | 4,312            | 9.7         | 49,490            | 47,810            | 3.5         |
| Lāna'i                                   | 5,428            | 5,064            | 7.2         | 61,908            | 52,832            | 17.2        |
| Kaua'i                                   | 103,089          | 100,719          | 2.4         | 1,156,388         | 1,066,832         | 8.4         |
| Haw aii Island                           | 115,573          | 137,133          | -15.7       | 1,436,747         | 1,450,588         | -1.0        |
| Visitor arrivals by cruise ships         | 22,433           | 18,681           | 20.1        | 98,861            | 105,295           | -6.1        |
| <b>AVERAGE LENGTH OF STAY</b>            | <b>8.49</b>      | <b>8.71</b>      | <b>-2.5</b> | <b>8.89</b>       | <b>8.91</b>       | <b>-0.3</b> |
| Total by air                             | 8.62             | 8.82             | -2.4        | 8.94              | 8.97              | -0.3        |
| O'ahu                                    | 6.57             | 6.52             | 0.8         | 6.85              | 6.73              | 1.7         |
| Maui                                     | 7.96             | 7.92             | 0.4         | 7.99              | 7.97              | 0.3         |
| Moloka'i                                 | 5.28             | 4.87             | 8.3         | 4.71              | 4.66              | 1.1         |
| Lāna'i                                   | 3.40             | 2.99             | 13.8        | 3.40              | 3.23              | 5.4         |
| Kaua'i                                   | 7.20             | 7.25             | -0.7        | 7.42              | 7.48              | -0.9        |
| Haw aii Island                           | 7.43             | 7.04             | 5.7         | 7.42              | 7.25              | 2.4         |
| Visitor arrivals by cruise ships         | 4.27             | 4.26             | 0.3         | 4.30              | 4.38              | -1.8        |
| <b>PER PERSON PER DAY SPENDING (\$)</b>  | <b>200.5</b>     | <b>205.5</b>     | <b>-2.4</b> | <b>203.3</b>      | <b>198.1</b>      | <b>2.6</b>  |
| Total by air                             | 202.3            | 206.9            | -2.2        | 204.0             | 198.9             | 2.6         |
| O'ahu                                    | 194.6            | 205.6            | -5.3        | 201.1             | 197.2             | 1.9         |
| Maui                                     | 218.9            | 219.9            | -0.4        | 218.8             | 212.2             | 3.1         |
| Moloka'i                                 | 178.1            | 60.6             | 194.0       | 141.4             | 119.2             | 18.6        |
| Lāna'i                                   | 508.8            | 394.1            | 29.1        | 425.4             | 466.6             | -8.8        |
| Kaua'i                                   | 195.5            | 194.6            | 0.5         | 197.4             | 190.3             | 3.7         |
| Haw aii Island                           | 196.9            | 198.0            | -0.5        | 188.7             | 184.9             | 2.0         |
| Visitor arrivals by cruise ships         | 76.7             | 88.2             | -13.0       | 84.7              | 84.2              | 0.6         |
| <b>PER PERSON PER TRIP SPENDING (\$)</b> | <b>1,702.0</b>   | <b>1,789.2</b>   | <b>-4.9</b> | <b>1,807.2</b>    | <b>1,765.9</b>    | <b>2.3</b>  |
| Total by air                             | 1,743.3          | 1,826.0          | -4.5        | 1,824.6           | 1,785.0           | 2.2         |
| O'ahu                                    | 1,279.3          | 1,340.8          | -4.6        | 1,377.1           | 1,328.0           | 3.7         |
| Maui                                     | 1,742.0          | 1,742.3          | 0.0         | 1,749.0           | 1,691.2           | 3.4         |
| Moloka'i                                 | 939.7            | 295.1            | 218.4       | 666.4             | 555.9             | 19.9        |
| Lāna'i                                   | 1,730.6          | 1,178.0          | 46.9        | 1,447.7           | 1,506.2           | -3.9        |
| Kaua'i                                   | 1,407.2          | 1,411.4          | -0.3        | 1,464.4           | 1,424.1           | 2.8         |
| Haw aii Island                           | 1,464.1          | 1,393.2          | 5.1         | 1,400.1           | 1,340.1           | 4.5         |
| Visitor arrivals by cruise ships         | 327.6            | 375.2            | -12.7       | 363.8             | 368.5             | -1.3        |

P=Preliminary data.

Source:Haw aii Tourism Authority