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Hawai'i Visitor Statistics Released for 2018

HONOLULU – Visitors to the Hawaiian Islands spent \$17.82 billion¹ in 2018, an increase of 6.8 percent compared to 2017, according to preliminary year-end statistics released today by the Hawai'i Tourism Authority. Spending by visitors generated \$2.08 billion in state tax revenue in 2018, an increase of \$133.1 million (+6.8%) from 2017.

Additionally, 217,000 jobs² statewide were supported by Hawai'i's tourism industry in 2018, up 6.8 percent from 2017.

In 2018, visitor spending increased from the U.S. West (+9.1% to \$6.64 billion), U.S. East (+8.1% to \$4.57 billion), Japan (+2.1% to \$2.31 billion), Canada (+5.6% to \$1.10 billion) and All Other International Markets (+4.5% to \$3.17 billion) compared to 2017.

On a statewide level, average daily visitor spending was up (+1.4% to \$201 per person) in 2018 versus 2017. Visitors from Canada (+4.0%), Japan (+3.0%), U.S. East (+1.5%), U.S. West (+1.2%) and All Other International Markets (+1.1%) spent more per day in 2018 versus 2017.

A total of 9,954,548 visitors came to Hawai'i in 2018, an increase of 5.9 percent from the 9,404,346 visitors in 2017. Total visitor days³ rose 5.3 percent in 2018. On average, there were 242,629 visitors in the Hawaiian Islands on any given day in 2018, up 5.3 percent from 2017.

Arrivals by air service increased to 9,827,132 visitors (+5.9%) in 2018, with growth from U.S. West (+9.6%), U.S. East (+7.9%), Canada (+2.7%) and All Other International Markets (+2.0%) offsetting a slight decrease from Japan (-1.0%). Arrivals by cruise ships rose slightly to 127,415 visitors (+0.5%) compared to 2017.

O'ahu, Maui and Kaua'i all recorded increases in both visitor spending and visitor arrivals in 2018 versus 2017. Visitor spending on O'ahu rose to \$8.16 billion (+7.2%) with visitor arrivals of 5,935,007 (+4.3%). Maui visitor spending totaled \$5.07 billion (+8.3%) with visitor arrivals of 2,914,122 (+6.2%). Kaua'i finished the year with visitor spending of \$2.00 billion (+10.2%) and visitor arrivals of 1,377,777 (+7.6%). Visitor spending on the island of Hawai'i was flat in 2018 at \$2.40 billion (+0.2%), while visitor arrivals decreased to 1,718,181 (-2.5%) compared to 2017.

A total of 13,248,069 trans-Pacific air seats serviced the Hawaiian Islands in 2018, up 8.3 percent from 2017. Growth in air seat capacity from U.S. West (+10.7%), Oceania (+10.3%), U.S. East (+8.9%), Canada (+5.6%) and Japan (+2.7%) offset fewer air seats from Other Asia markets (-6.5%).

In December 2018, visitor spending declined to \$1.61 billion (-3.5%) year-over-year. Total visitor days (+1.8%) and arrivals increased to 910,060 (+3.4%) but the average daily spending of visitors declined to \$190 per person (-5.2%) in December 2018 compared to December 2017.

¹ Total visitor spending of \$17.82 billion was in nominal dollar (not adjusted for inflation) and did not include supplemental business expenditures.

² The number of jobs supported (direct, indirect and induced)

³ Aggregate number of days stayed by all visitors.

Other Highlights:

- **U.S. West:** In 2018, visitor arrivals increased from both the Mountain (+11.8%) and Pacific (+9.3%) regions versus 2017. Daily visitor spending averaged \$176 per person (+1.2%) in 2018. Lodging expenses were higher while food and beverage, transportation, shopping, and entertainment and recreation expenses were about the same. There was moderate growth in condominium (+7.9%), hotel (+7.4%) and timeshare (+2.6%) stays, as well as strong growth in stays in rental homes (+22.5%) and bed and breakfast properties (+17.6%) in 2018.

In December 2018, visitor spending increased (+2.6% to \$629.2 million) year-over-year. Visitor arrivals increased (+8.0% to 389,994) but average daily spending was lower at \$174 per person (-3.2%).

- **U.S. East:** Visitor arrivals were up from every region in 2018 highlighted by growth from the two largest regions, East North Central (+8.9%) and South Atlantic (+8.7%), compared to 2017. Average daily spending was higher at \$213 per person (+1.5%) in 2018. Lodging expenses were higher, while food and beverage, transportation, shopping, and entertainment and recreation expenses were about the same. Stays increased in condominiums (+10.9%), hotels (+4.6%) and timeshares (+1.6%), and there was considerable growth in rental home stays (+25.1%) in 2018.

In December 2018, visitor spending was flat at \$431.5 million (-0.4%) year-over-year. Visitor arrivals grew to 200,505 (+4.2%), but average daily spending decreased to \$208 per person (-4.0%).

- **Japan:** Visitors spent more on a daily basis at \$247 per person (+3.0%) in 2018 compared to 2017. Lodging expenses increased while food and beverage, shopping, and entertainment and recreation expenses declined. Fewer visitors stayed in timeshares (-9.2%) and in hotels (-0.6%). While stays in rental homes at 8,737 (+44.5%) and in bed and breakfasts at 3,828 (+38.6%) comprised small segments of the total visitor stays in Hawai'i, usage of these properties grew considerably in 2018.

Visitor spending rose in December 2018 (+4.8% to \$185.6 million) compared to December 2017, boosted by the growth in visitor arrivals (+4.7% to 131,009) and higher average daily spending of \$237 per person (+1.5%).

- **Canada:** Average daily spending increased to \$167 per person (+4.0%) in 2018 compared to 2017. Visitor expenditures increased for lodging, food and beverage, and transportation, remained similar for shopping, and declined for entertainment and recreation. Visitor stays decreased in hotels (-0.6%) and timeshares (-4.3%) but increased in condominiums (+0.8%) and rental homes (+27.2%) in 2018.

Visitor spending decreased in December 2018 (-1.0% to \$135.2 million) as a result of fewer visitor arrivals (-2.2% to 68,382) compared to December 2017. Average daily spending was higher at \$155 per person (+2.2%).

Highlights from All Other Markets:

Combined total spending by visitors from All Other International Markets increased to \$3.17 billion (+4.5%) in 2018 versus 2017, boosted by growth in visitor arrivals to 1,353,103 (+2.0%) and higher average daily spending of \$243 per person (+1.1%).

In December 2018, combined total spending from All Other International Markets dropped to \$218.3 million (-26.9%), with decreases also recorded for visitor arrivals (-13.6% to 103,479) and average daily spending of \$210 per person (-17.2%) compared to December 2017.

- **Australia:** Visitor arrivals in 2018 (324,471) were unchanged from 2017 (324,564). Average daily spending by visitors was slightly lower at \$271 per person (-0.8%). Visitors spent more on lodging, and entertainment and recreation but less on shopping and transportation. In December 2018, visitor arrivals declined to 28,148 (-5.3%) compared to December 2017.
- **New Zealand:** Supported by increased air service, visitor arrivals grew to 84,661 (+19.6%) in 2018, and to 6,840 (+11.9%) in December 2018 year-over-year.
- **China:** Visitor arrivals declined in 2018 (-9.9% to 136,276). Average daily visitor spending increased to \$356 per person (+7.3%) in 2018 from 2017 and was the highest of Hawai'i's visitor markets. Spending was higher for lodging, transportation, food and beverage, and entertainment and recreation, and similar for shopping. In December 2018, visitor arrivals were down (-16.9% to 7,790) versus December 2017.
- **Korea:** Visitor arrivals decreased in 2018 (-12.0% to 229,722) compared to 2017. Average daily visitor spending rose to \$296 per person (+12.8%) with increases in lodging, shopping, food and beverage, entertainment and recreation, and transportation expenses. In December 2018, visitor arrivals dropped (-35.5% to 18,259) compared to December 2017.
- **Taiwan:** Visitor arrivals decreased in 2018 (-7.0% to 17,557) but rose slightly in the month of December (+0.9% to 1,632) versus the same periods last year.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland increased in 2018 (+3.2% to 144,182) but declined (-1.0% to 10,534) in the month of December year-over-year.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina increased in 2018 (+6.1% to 26,515) versus 2017. In December 2018, visitor arrivals declined (-7.4% to 3,105 visitors) compared to December 2017.

Visitor Characteristics Highlights:

- **MCI:** A total of 481,580 visitors (+1.3%) came to Hawai'i for meetings, conventions and incentives (MCI) events in 2018. More visitors came to participate in conventions (+5.6% to 251,345), while fewer visitors traveled to the Hawaiian Islands for incentive trips (-1.2% to 163,600) or to attend corporate meetings (-6.5% to 80,941) in 2018 versus 2017. In the month of December, total MCI visitors decreased (-13.1% to 19,137) year-over-year.
- **Honeymoon:** Visitors coming to Hawai'i for their honeymoon declined in 2018 (-6.1% to 539,894) versus 2017, marked by decreases from Japan (-10.3% to 192,182), Korea (-12.3% to 75,387), U.S. East (-1.5% to 96,335) and U.S. West (-0.9% to 107,323). In December 2018, the number of honeymoon visitors also decreased (-13.7% to 40,282) compared to December 2017.
- **Get Married:** A total of 104,268 visitors (+3.0%) came to Hawai'i to get married in 2018, with increases recorded from U.S. East (+9.0% to 19,244), Japan (+3.1% to 34,158) and U.S. West (+1.5% to 35,523) compared to 2017. In the month of December, the number of visitors getting married in Hawai'i increased to 8,728 (+27.7%) year-over-year.

Island Highlights:

- **O'ahu:** In 2018, increases were realized in both visitor spending (+7.2% to \$8.16 billion) and visitor arrivals (+4.3% to 5,935,007) compared to 2017.

In December 2018, visitor spending increased (+2.0% to \$740.1 million) year-over-year. Visitor days increased 5.5 percent, but average daily spending was lower (-3.3% to \$193 per person) compared to December 2017. Visitor arrivals were up (+3.1% to 532,501), with growth realized from U.S. West (+12.2%), Japan (+5.7%), U.S. East (+5.3%) and Canada (+1.9%). The average daily census rose 5.5 percent to 123,699 visitors in December.

- **Maui:** In 2018, both visitor spending (+8.3% to \$5.07 billion) and visitor arrivals (+6.2% to 2,914,122) grew compared to 2017.

In December 2018, visitor spending decreased to \$448.3 million (-6.8%) versus a year ago. The total number of visitor days was flat (+0.1%) while average daily spending was lower (-6.9% to \$200 per person) compared to December 2017. Total visitor arrivals were down (-1.2% to 255,295), with more visitors from U.S. West (+2.8%) and U.S. East (+1.1%) but fewer visitors from Japan (-13.0%) and Canada (-2.4%). The average daily census was 72,285 visitors (+0.1%) in December.

- **Island of Hawai'i:** In 2018, visitor spending was flat (+0.2% to \$2.40 billion) while visitor arrivals declined (-2.5% to 1,718,181) compared to 2017.

In December 2018, visitor spending dropped (-10.5% to \$233.6 million) as a result of decreased visitor days (-5.7%) and lower average daily spending (-5.1% to \$177 per person) versus December 2017. Total visitor arrivals were down (-9.1% to 158,402), with slightly more visitors from Canada (+1.0%) and U.S. West (+0.5%) but fewer visitors from Japan (-21.3%) and U.S. East (-10.2%). Fewer visitors took day trips (-31.4%) compared to December 2017. The average daily census decreased 5.7 percent to 42,568 visitors in December.

- **Kaua'i:** In 2018, both visitor spending (+10.2% to \$2.00 billion) and visitor arrivals (+7.6% to 1,377,777) increased versus 2017.

In December 2018, visitor spending declined (-3.5% to \$163.2 million) year-over-year. Visitor days increased (+2.2%) but average daily spending was lower (-5.6% to \$174 per person). Visitor arrivals increased (+1.8% to 118,873), with more visitors from U.S. West (+5.8%) and Canada (+3.3%), offsetting fewer visitors from U.S. East (-1.3%). The average daily census rose 2.2 percent to 30,286 visitors in December.

Air Seats to Hawai'i:

In 2018, total trans-Pacific air seat capacity to the Hawaiian Islands increased 8.3 percent to 13,248,069 seats compared to 2017.

- Air seat capacity to Kona rose 30.1 percent in 2018 boosted by the launch of direct service from Tokyo's Narita Airport in September 2017, and the addition of seats from Vancouver, Canada. Domestic carriers expanded air service from Anchorage, Dallas, Denver, Los Angeles, Portland, San Diego, San Francisco and San Jose.
- Air seat capacity to Lihue increased 31.8 percent in 2018 boosted by added service from Dallas, Denver, Los Angeles, Oakland, Portland, San Diego, San Francisco, San Jose and Seattle.

- Air seat capacity to Hilo grew 12.7 percent due to flights being added from Los Angeles.
- Air seat capacity to Kahului increased 12.7 percent, with service added from Chicago, Dallas, Denver, Los Angeles, Portland, Salt Lake City, San Diego, San Francisco, San Jose and Seattle.

In December 2018, total air seat capacity rose 3.4 percent to 1,181,196 seats compared to December 2017, with growth in scheduled air seats (+3.6% to 1,173,154) and a decrease in charter seats (-17.6% to 8,042). There were more air seats serving Līhu'e (+16.6%), Kahului (+7.3%), Kona (+6.9%) and Honolulu (+0.3%) but fewer seats serving Hilo (-10.1%).

- Scheduled air seats from the U.S. West market rose 6.4 percent in December, boosted by the addition of daily service from Long Beach (+5,900 seats, started June 2018), and increased service from San Diego (+38.8%), Denver (+32.3%), Portland (+29.9%), Anchorage (+29.2%), San Francisco (+15.1%) and Seattle (+11.5%). These increases offset fewer air seats from Phoenix (-10.8%), Las Vegas (-9.3%) and Los Angeles (-5.9%).
- Total scheduled air seats from the U.S. East market declined 3.5 percent in December. The increase in air seat capacity from Chicago (+19.7%) was offset by fewer seats from Minneapolis (-47.8%) and Dallas (-14.2%).
- Scheduled air seats from Japan increased 8.4 percent in December, with more seats from Osaka (+44.2%), Fukuoka (+15.0%) and Tokyo's Haneda Airport (+4.0%) offsetting fewer seats from Tokyo's Narita Airport (-2.5%) and Nagoya (-1.9%).
- Scheduled air seats from Canada rose 11.3 percent in December, supported by increased service from Calgary (+25.6%) and Vancouver (+9.0%).
- Scheduled air seats from Oceania were up 2.9 percent in December, boosted by increased service from Auckland, New Zealand (+19.2%). Combined air seats from Brisbane, Melbourne and Sydney in Australia (-2.0%) declined compared to December 2017.
- Scheduled air seats from Other Asia markets dropped by 36.8 percent in December year-over-year. There was a decrease in air seat capacity from Seoul, South Korea (-42.3%) as two international carriers reduced air service to Hawai'i (-11,100 seats combined). Additionally, a low-cost carrier suspended service from late October 2018 to the last week of December 2018 (-7,500 seats).
- In December, air seat capacity from Shanghai, China, increased by 4.2 percent. The number of air seats from Beijing declined by 57.3 percent as a carrier discontinued service on the Peking-Honolulu route, effective October 2018. Air seat capacity from Taiwan in December was unchanged from last year.

Cruise Ship Visitors:

- In 2018, 68 out-of-state cruise ships brought 127,415 visitors to Hawai'i compared to the 69 cruise ships that carried 126,733 visitors in 2017. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) decreased 1.6 percent to 251,733 visitors in 2018 versus 2017.
- The average length of stay by all cruise visitors was 7.43 days in 2018, compared to 7.63 days in 2017. Cruise visitors spent an average of 5.33 days aboard ship touring the islands and an average of one day (0.89 days) on shore after the cruise was complete. In addition, visitors who

arrived by air to board the Hawai'i home-ported cruise ships stayed an average of 1.21 days in Hawai'i before their cruise.

- Over half of Hawai'i's cruise visitors in 2018 were repeat visitors (55.7%) to the Hawaiian Islands. Most visitors (86.6%) came for a leisure trip, while 8.6 percent visited friends and relatives during their cruise, and 1.9 percent were on their honeymoon.
- In December 2018, nine out-of-state cruise ships brought 16,691 visitors to Hawai'i compared to the seven ships that carried 11,644 visitors in December 2017. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) increased (+20.3% to 28,667) year-over-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](http://www.hawaii tourism authority.org) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

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

For more information, contact

Charlene Chan
Director of Communications
Hawai'i Tourism Authority
(808) 973-2272
Charlene@gohta.net

DECEMBER 2018 ARRIVALS AT A GLANCE

| TOTAL EXPENDITURES (\$mil.) | 2018P | 2017 | % change | 2018PYTD | 2017 YTD | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,606.0 | 1,664.1 | -3.5 | 17,824.8 | 16,684.2 | 6.8 |
| Total by air | 1,599.8 | 1,659.5 | -3.6 | 17,778.6 | 16,637.8 | 6.9 |
| U.S. West | 629.2 | 613.5 | 2.6 | 6,636.8 | 6,080.7 | 9.1 |
| U.S. East | 431.5 | 433.4 | -0.4 | 4,565.9 | 4,225.0 | 8.1 |
| Japan | 185.6 | 177.1 | 4.8 | 2,310.1 | 2,262.5 | 2.1 |
| Canada | 135.2 | 136.6 | -1.0 | 1,095.9 | 1,037.7 | 5.6 |
| All Others | 218.3 | 298.9 | -26.9 | 3,169.9 | 3,031.9 | 4.5 |
| Visitor arrivals by cruise ships | 6.2 | 4.6 | 36.7 | 46.2 | 46.4 | -0.5 |
| TOTAL VISITOR DAYS | 8,457,866 | 8,308,373 | 1.8 | 88,559,739 | 84,065,784 | 5.3 |
| Total by air | 8,386,769 | 8,252,698 | 1.6 | 88,009,317 | 83,506,498 | 5.4 |
| U.S. West | 3,619,261 | 3,417,319 | 5.9 | 37,606,328 | 34,854,624 | 7.9 |
| U.S. East | 2,075,377 | 2,001,748 | 3.7 | 21,447,470 | 20,144,049 | 6.5 |
| Japan | 782,093 | 757,247 | 3.3 | 9,365,937 | 9,447,795 | -0.9 |
| Canada | 871,673 | 899,968 | -3.1 | 6,571,558 | 6,468,689 | 1.6 |
| All Others | 1,038,364 | 1,176,415 | -11.7 | 13,018,024 | 12,591,341 | 3.4 |
| Visitor arrivals by cruise ships | 71,097 | 55,675 | 27.7 | 550,421 | 559,285 | -1.6 |
| VISITOR ARRIVALS | 910,060 | 879,744 | 3.4 | 9,954,548 | 9,404,346 | 5.9 |
| Total by air | 893,369 | 868,100 | 2.9 | 9,827,132 | 9,277,613 | 5.9 |
| U.S. West | 389,994 | 360,991 | 8.0 | 4,212,058 | 3,843,780 | 9.6 |
| U.S. East | 200,505 | 192,358 | 4.2 | 2,156,793 | 1,998,788 | 7.9 |
| Japan | 131,009 | 125,091 | 4.7 | 1,571,298 | 1,587,781 | -1.0 |
| Canada | 68,382 | 69,908 | -2.2 | 533,879 | 520,062 | 2.7 |
| All Others | 103,479 | 119,752 | -13.6 | 1,353,103 | 1,327,202 | 2.0 |
| Visitor arrivals by cruise ships | 16,691 | 11,644 | 43.3 | 127,415 | 126,733 | 0.5 |
| AVERAGE LENGTH OF STAY | 9.29 | 9.44 | -1.6 | 8.90 | 8.94 | -0.5 |
| Total by air | 9.39 | 9.51 | -1.2 | 8.96 | 9.00 | -0.5 |
| U.S. West | 9.28 | 9.47 | -2.0 | 8.93 | 9.07 | -1.5 |
| U.S. East | 10.35 | 10.41 | -0.5 | 9.94 | 10.08 | -1.3 |
| Japan | 5.97 | 6.05 | -1.4 | 5.96 | 5.95 | 0.2 |
| Canada | 12.75 | 12.87 | -1.0 | 12.31 | 12.44 | -1.0 |
| All Others | 10.03 | 9.82 | 2.1 | 9.62 | 9.49 | 1.4 |
| Visitor arrivals by cruise ships | 4.26 | 4.78 | -10.9 | 4.32 | 4.41 | -2.1 |
| PER PERSON PER DAY SPENDING (\$) | 189.9 | 200.3 | -5.2 | 201.3 | 198.5 | 1.4 |
| Total by air | 190.8 | 201.1 | -5.1 | 202.0 | 199.2 | 1.4 |
| U.S. West | 173.8 | 179.5 | -3.2 | 176.5 | 174.5 | 1.2 |
| U.S. East | 207.9 | 216.5 | -4.0 | 212.9 | 209.7 | 1.5 |
| Japan | 237.3 | 233.9 | 1.5 | 246.7 | 239.5 | 3.0 |
| Canada | 155.1 | 151.8 | 2.2 | 166.8 | 160.4 | 4.0 |
| All Others | 210.3 | 254.0 | -17.2 | 243.5 | 240.8 | 1.1 |
| Visitor arrivals by cruise ships | 87.6 | 81.8 | 7.1 | 83.9 | 83.0 | 1.1 |
| PER PERSON PER TRIP SPENDING (\$) | 1,764.8 | 1,891.5 | -6.7 | 1,790.6 | 1,774.1 | 0.9 |
| Total by air | 1,790.8 | 1,911.7 | -6.3 | 1,809.1 | 1,793.3 | 0.9 |
| U.S. West | 1,613.2 | 1,699.4 | -5.1 | 1,575.7 | 1,582.0 | -0.4 |
| U.S. East | 2,152.2 | 2,253.3 | -4.5 | 2,117.0 | 2,113.8 | 0.2 |
| Japan | 1,416.6 | 1,415.9 | 0.1 | 1,470.2 | 1,424.9 | 3.2 |
| Canada | 1,977.6 | 1,954.1 | 1.2 | 2,052.8 | 1,995.4 | 2.9 |
| All Others | 2,109.8 | 2,495.7 | -15.5 | 2,342.7 | 2,284.5 | 2.5 |
| Visitor arrivals by cruise ships | 373.0 | 391.1 | -4.6 | 362.3 | 366.1 | -1.1 |

P=Preliminary data.

Source:Hawaii Tourism Authority

DECEMBER 2018 ISLAND HIGHLIGHTS

| TOTAL EXPENDITURES (\$mil.) | 2018P | 2017 | % change | 2018P YTD | 2017 YTD | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,606.0 | 1,664.1 | -3.5 | 17,824.8 | 16,684.2 | 6.8 |
| Total by air | 1,599.8 | 1,659.5 | -3.6 | 17,778.6 | 16,637.8 | 6.9 |
| O'ahu | 740.1 | 725.7 | 2.0 | 8,160.9 | 7,611.6 | 7.2 |
| Maui | 448.3 | 481.1 | -6.8 | 5,069.3 | 4,679.2 | 8.3 |
| Moloka'i | 3.8 | 5.7 | -33.7 | 41.07 | 34.6 | 18.8 |
| Lāna'i | 10.8 | 16.8 | -35.8 | 109.4 | 105.8 | 3.4 |
| Kaua'i | 163.2 | 169.1 | -3.5 | 1,998.3 | 1,812.8 | 10.2 |
| Haw ai'i Island | 233.6 | 261.0 | -10.5 | 2,399.6 | 2,393.9 | 0.2 |
| Visitor arrivals by cruise ships | 6.2 | 4.6 | 36.7 | 46.2 | 46.4 | -0.5 |
| TOTAL VISITOR DAYS | 8,457,866 | 8,308,373 | 1.8 | 88,559,739 | 84,065,784 | 5.3 |
| Total by air | 8,386,769 | 8,252,698 | 1.6 | 88,009,317 | 83,506,498 | 5.4 |
| O'ahu | 3,834,656 | 3,635,154 | 5.5 | 40,751,393 | 38,376,361 | 6.2 |
| Maui | 2,240,841 | 2,238,731 | 0.1 | 23,536,534 | 22,084,752 | 6.6 |
| Moloka'i | 28,873 | 31,516 | -8.4 | 285,454 | 278,372 | 2.5 |
| Lāna'i | 23,937 | 29,382 | -18.5 | 254,070 | 218,775 | 16.1 |
| Kaua'i | 938,866 | 918,398 | 2.2 | 10,267,787 | 9,622,709 | 6.7 |
| Haw ai'i Island | 1,319,595 | 1,399,516 | -5.7 | 12,914,080 | 12,925,530 | -0.1 |
| Visitor arrivals by cruise ships | 71,097 | 55,675 | 27.7 | 550,421 | 559,285 | -1.6 |
| VISITOR ARRIVALS | 910,060 | 879,744 | 3.4 | 9,954,548 | 9,404,346 | 5.9 |
| Total by air | 893,369 | 868,100 | 2.9 | 9,827,132 | 9,277,613 | 5.9 |
| O'ahu | 532,501 | 516,419 | 3.1 | 5,935,007 | 5,690,752 | 4.3 |
| Maui | 255,295 | 258,445 | -1.2 | 2,914,122 | 2,744,994 | 6.2 |
| Moloka'i | 4,930 | 6,019 | -18.1 | 59,059 | 58,450 | 1.0 |
| Lāna'i | 5,792 | 6,608 | -12.3 | 73,684 | 64,357 | 14.5 |
| Kaua'i | 118,873 | 116,790 | 1.8 | 1,377,777 | 1,279,968 | 7.6 |
| Haw ai'i Island | 158,402 | 174,275 | -9.1 | 1,718,181 | 1,761,489 | -2.5 |
| Visitor arrivals by cruise ships | 16,691 | 11,644 | 43.3 | 127,415 | 126,733 | 0.5 |
| AVERAGE LENGTH OF STAY | 9.29 | 9.44 | -1.6 | 8.90 | 8.94 | -0.5 |
| Total by air | 9.39 | 9.51 | -1.2 | 8.96 | 9.00 | -0.5 |
| O'ahu | 7.20 | 7.04 | 2.3 | 6.87 | 6.74 | 1.8 |
| Maui | 8.78 | 8.66 | 1.3 | 8.08 | 8.05 | 0.4 |
| Moloka'i | 5.86 | 5.24 | 11.9 | 4.83 | 4.76 | 1.5 |
| Lāna'i | 4.13 | 4.45 | -7.1 | 3.45 | 3.40 | 1.4 |
| Kaua'i | 7.90 | 7.86 | 0.4 | 7.45 | 7.52 | -0.9 |
| Haw ai'i Island | 8.33 | 8.03 | 3.7 | 7.52 | 7.34 | 2.4 |
| Visitor arrivals by cruise ships | 4.26 | 4.78 | -10.9 | 4.32 | 4.41 | -2.1 |
| PER PERSON PER DAY SPENDING (\$) | 189.9 | 200.3 | -5.2 | 201.3 | 198.5 | 1.4 |
| Total by air | 190.8 | 201.1 | -5.1 | 202.0 | 199.2 | 1.4 |
| O'ahu | 193.0 | 199.6 | -3.3 | 200.3 | 198.3 | 1.0 |
| Maui | 200.1 | 214.9 | -6.9 | 215.4 | 211.9 | 1.7 |
| Moloka'i | 131.2 | 181.3 | -27.6 | 143.9 | 124.2 | 15.8 |
| Lāna'i | 451.7 | 572.8 | -21.1 | 430.8 | 483.8 | -11.0 |
| Kaua'i | 173.8 | 184.2 | -5.6 | 194.6 | 188.4 | 3.3 |
| Haw ai'i Island | 177.0 | 186.5 | -5.1 | 185.8 | 185.2 | 0.3 |
| Visitor arrivals by cruise ships | 87.6 | 81.8 | 7.1 | 83.9 | 83.0 | 1.1 |
| PER PERSON PER TRIP SPENDING (\$) | 1,764.8 | 1,891.5 | -6.7 | 1,790.6 | 1,774.1 | 0.9 |
| Total by air | 1,790.8 | 1,911.7 | -6.3 | 1,809.1 | 1,793.3 | 0.9 |
| O'ahu | 1,389.9 | 1,405.2 | -1.1 | 1,375.0 | 1,337.5 | 2.8 |
| Maui | 1,756.1 | 1,861.6 | -5.7 | 1,739.6 | 1,704.6 | 2.0 |
| Moloka'i | 768.4 | 949.5 | -19.1 | 695.3 | 591.6 | 17.5 |
| Lāna'i | 1,866.8 | 2,546.9 | -26.7 | 1,485.3 | 1,644.5 | -9.7 |
| Kaua'i | 1,372.8 | 1,448.1 | -5.2 | 1,450.4 | 1,416.3 | 2.4 |
| Haw ai'i Island | 1,474.7 | 1,497.8 | -1.5 | 1,396.6 | 1,359.0 | 2.8 |
| Visitor arrivals by cruise ships | 373.0 | 391.1 | -4.6 | 362.3 | 366.1 | -1.1 |

P=Preliminary data.

Source:Haw ai'i Tourism Authority