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## Hawai'i Visitor Statistics Released for January 2019

**HONOLULU** – Visitors to the Hawaiian Islands spent a total of \$1.62 billion in January 2019, a decrease of 3.8 percent compared to January 2018, according to preliminary statistics released today by the Hawai'i Tourism Authority.

In January, visitor spending increased from the U.S. East (+2.4% to \$461.6 million) but declined from U.S. West (-5.4% to \$557.8 million), Japan (-6.5% to \$179.4 million), Canada (-2.1% to \$167.6 million) and All Other International Markets (-9.4% to \$254.4 million) compared to a year ago.

On a statewide level, average daily visitor spending was down (-5.3% to \$199 per person) in January year-over-year. Visitors from U.S. East (+1.0%) spent more per day while visitors from Japan (-11.3%), U.S. West (-5.4%), Canada (-2.3%) and All Other International Markets (-14%) spent less.

Total visitor arrivals to Hawai'i grew 3.0 percent to 820,621 visitors in January, with total visitor days<sup>1</sup> also increasing (+1.6%) versus a year ago. Arrivals by air service (+3.2% to 809,098) increased, while arrivals by cruise ships (-5.9% to 11,523) declined.

Arrivals by air service realized growth from Japan (+5.7%), U.S. West (+4.5%), U.S. East (+2.4%) and All Other International Markets (+0.7%), which offset a slight decrease from Canada (-1.0%). The average daily census<sup>2</sup> of total visitors in the Hawaiian Islands on any given day in January was 263,679, up 1.6 percent compared to January of last year.

Among the four larger islands, only O'ahu recorded increases in both visitor spending (+6.7% to \$706.4 million) and visitor arrivals (+6.8% to 491,922) in January versus a year ago. Visitor spending on Maui decreased (-13.8% to \$472.6 million) despite growth in visitor arrivals (+1.2% to 233,320). The island of Hawai'i recorded declines in both visitor spending (-5.5% to \$253.4 million) and visitor arrivals (-6.5% to 148,126), as did Kaua'i with its visitor spending (-7.8% to \$176.4 million) and visitor arrivals (-2.9% to 106,064) in January year over year.

A total of 1,134,182 trans-Pacific air seats serviced the Hawaiian Islands in January, up slightly (+1.0%) from a year ago. Growth in air seats from Canada (+10.9%), Japan (+5.9%) and U.S. West (+1.5%) offset declines from Other Asia markets (-20.2%) and U.S. East (-2.9%). Air seat capacity from Oceania (-0.2%) was flat compared to January 2018.

<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.

### Other Highlights:

- **U.S. West:** Visitor arrivals from the Pacific region increased 7.3 percent in January compared to a year ago, with more visitors from Washington (+9.2%), Oregon (+9.0%) and California (+6.9%). Arrivals from the Mountain region in January were up slightly (+0.6%). Average daily visitor spending dropped to \$180 per person (-5.4%) in January year-over-year, which was largely due to a decrease in lodging and food and beverage expenses.
- **U.S. East:** Growth in visitor arrivals from the East South Central (+12.6%), South Atlantic (+5.4%), West North Central (+5.1%) and West South Central (+4.4%) regions offset fewer visitors from the New England (-4.5%) and East North Central (-2.0%) regions in January versus last year. Average daily visitor spending rose slightly to \$217 per person (+1.0%).
- **Japan:** There was moderate growth in hotel stays (+1.8%) along with strong growth in timeshare (+18.1%) and condominium (+18.0%) stays in January compared to a year ago. Average daily visitor spending declined to \$238 per person (-11.3%) in January, mostly due to decreased spending on lodging.
- **Canada:** In January, visitor stays decreased in hotels (-5.9%) and condominiums (-2.2%) but increased in rental homes (+14.8%) and timeshares (+4.1%) compared to last January. Average daily visitor spending dropped to \$172 per person (-2.3%) in January, due to lower lodging expenses.
- **MCI:** A total of 59,266 visitors came to the Hawaiian Islands for meetings, conventions and incentives (MCI) in January, an increase of 10.5 percent from a year ago. More visitors came to attend corporate meetings (+22.1%) and conventions (+13.4%) but fewer traveled on incentive trips (-3.6%).

### Highlights from All Other Markets:

- **Oceania:** Visitor arrivals increased (+3.4%) in January, supported by growth in arrivals from both New Zealand (+16.9% to 5,501) and Australia (+1.1% to 28,727).
- **Other Asia Markets:** Visitor arrivals decreased (-22.7%) in January versus a year ago. Visitor arrivals from Taiwan rose (+24.5% to 2,100), however, arrivals were down from Korea (-26.8% to 21,897) and China (-21.0% to 9,129).
- **Europe:** Combined visitor arrivals from Europe (United Kingdom, France, Germany, Italy and Switzerland) increased (+2.5% to 7,807) in January compared to a year ago.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined (-23.4% to 2,459) in January versus last year.

### Island Highlights:

- **O'ahu:** Visitor spending increased in January (+6.7% to \$706.4 million) year-over-year. While total visitor days rose 7.8 percent, average daily spending dropped slightly (-1.0% to \$193 per person). Visitor arrivals were up (+6.8% to 491,922) with more visitors from U.S. West (+10.0%), Japan (+9.2%), U.S. East (+5.9%) and Canada (+2.2%). The average daily census rose 7.8 percent to 117,825 visitors in January.

- **Maui:** Visitor spending decreased in January (-13.8% to \$472.6 million) compared to a year ago. There was no growth in total visitor days and average daily spending (-13.8% to \$218 per person) was lower. Visitor arrivals increased (+1.2% to 233,320) with more visitors from U.S. West (+1.7%), but fewer visitors from Japan (-6.7%), Canada (-2.4%) and U.S. East (-0.8%). The average daily census in January was 69,800 visitors, virtually unchanged from a year ago.
- **Island of Hawai'i:** Visitor spending decreased in January (-5.5% to \$253.4 million), due to a drop in total visitor days (-6.0%), compared to last year. Average daily spending was slightly higher (+0.6% to \$191 per person). Visitor arrivals were down (-6.5% to 148,126), with fewer visitors from Japan (-20.0%), U.S. East (-12.0%), Canada (-4.7%) and U.S. West (-2.6%). The average daily census decreased 6.0 percent to 42,721 visitors in January.
- **Kaua'i:** Visitor spending declined in January (-7.8% to \$176.4 million) year-over-year, as a result of a decrease in total visitor days (-4.4%) and lower average daily spending (-3.5% to \$191 per person). Visitor arrivals were down (-2.9% to 106,064 visitors, with more visitors from Japan (+21.1%) but fewer visitors from U.S. West (-5.7%), U.S. East (-3.8%) and Canada (-0.6%). The average daily census dropped 4.4 percent to 29,761 visitors in January.

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

In January, total air seat capacity rose 1.0 percent to 1,134,182 seats from a year ago, with growth in scheduled air seats (+1.1% to 1,128,387) and a decrease in charter seats (-21.0% to 5,795). There were more air seats serving Kona (+5.1%), Līhu'e (+4.2%) and Kahului (+3.8%). Significantly fewer seats served Hilo (-45.3%) due to a reduction in capacity from Los Angeles. Seats from Honolulu (-0.6%) were down slightly in January year-over-year.

- Scheduled air seats from the U.S. West market rose 1.5 percent in January, boosted by the addition of daily service from Long Beach (+5,900 seats, started June 2018), and increased service from San Diego (+34.6%), Sacramento (+22.6%) and Portland (+21.4%). These increases offset fewer air seats from San Jose (-7.7%), Los Angeles (-5.6%), Phoenix (-3.6%) and Las Vegas (-2.4%).
- Total scheduled air seats from the U.S. East market declined 2.9 percent in January versus last year. The increase in air seat capacity from Atlanta (+6.4%) was offset by fewer seats from Minneapolis (-14.3%), Washington D.C. (-10.0%), New York City's John F. Kennedy International Airport (-9.7%) and Dallas (-3.6%).
- Scheduled air seats from Japan increased 5.9 percent in January, with more seats from Osaka (+28.8%), Sapporo (+7.3%), Nagoya (+6.3%), Fukuoka (+4.3%) and Tokyo's Haneda Airport (+3.9%) offsetting fewer seats from Tokyo's Narita Airport (-3.3%).
- Scheduled air seats from Canada rose 10.9 percent in January, supported by increased service from Vancouver (+13.2%) and Calgary (+8.2%).
- Scheduled air seat capacity from Oceania was flat (-0.2%) in January year-over-year. While seats from Auckland, New Zealand increased (+13.2%), the combined air seat capacity from Brisbane, Melbourne and Sydney in Australia (-4.4%) declined.
- Scheduled air seats from Other Asia markets dropped 20.2 percent in January versus last year. There was a decrease in air seat capacity from Seoul, South Korea (-22.4%) as two international carriers reduced air service to Hawai'i (-11,400 seats combined).

- In January, air seat capacity from Shanghai, China, increased by 8.3 percent. The number of air seats from Beijing declined by 49.8 percent as a carrier discontinued service on the Peking-Honolulu route, effective October 2018. Air seat capacity from Taiwan in January was unchanged from last year.

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

- In January, seven out-of-state cruise ships brought 11,523 visitors to Hawai'i compared to nine ships that carried 12,246 visitors in January 2018. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) decreased (-2.5% to 20,881) compared to January 2018.

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Tables of preliminary 2019 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 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](http://www.hawaii tourism authority.org). Follow updates about HTA on [Facebook](#), [Instagram](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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**JANUARY 2019 ARRIVALS AT A GLANCE**

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019P YTD	2018P YTD	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,624.4</b>	<b>1,687.8</b>	<b>-3.8</b>	<b>1,624.4</b>	<b>1,687.8</b>	<b>-3.8</b>
Total by air	1,620.9	1,683.9	-3.7	1,620.9	1,683.9	-3.7
U.S. Total	1,019.4	1,040.1	-2.0	1,019.4	1,040.1	-2.0
U.S. West	557.8	589.4	-5.4	557.8	589.4	-5.4
U.S. East	461.6	450.6	2.4	461.6	450.6	2.4
Japan	179.4	191.9	-6.5	179.4	191.9	-6.5
Canada	167.6	171.1	-2.1	167.6	171.1	-2.1
All Others	254.4	280.7	-9.4	254.4	280.7	-9.4
Visitor arrivals by cruise ships	3.4	3.9	-12.5	3.4	3.9	-12.5
<b>TOTAL VISITOR DAYS</b>	<b>8,174,042</b>	<b>8,043,853</b>	<b>1.6</b>	<b>8,174,042</b>	<b>8,043,853</b>	<b>1.6</b>
Total by air	8,123,123	7,989,370	1.7	8,123,123	7,989,370	1.7
U.S. Total	5,222,958	5,190,595	0.6	5,222,958	5,190,595	0.6
U.S. West	3,098,386	3,096,462	0.1	3,098,386	3,096,462	0.1
U.S. East	2,124,571	2,094,133	1.5	2,124,571	2,094,133	1.5
Japan	753,714	715,055	5.4	753,714	715,055	5.4
Canada	976,857	974,439	0.2	976,857	974,439	0.2
All Others	1,169,595	1,109,281	5.4	1,169,595	1,109,281	5.4
Visitor arrivals by cruise ships	50,919.6	54,482.6	-6.5	50,919.6	54,482.6	-6.5
<b>VISITOR ARRIVALS</b>	<b>820,621</b>	<b>796,483</b>	<b>3.0</b>	<b>820,621</b>	<b>796,483</b>	<b>3.0</b>
Total by air	809,098	784,237	3.2	809,098	784,237	3.2
U.S. Total	500,068	482,054	3.7	500,068	482,054	3.7
U.S. West	317,890	304,091	4.5	317,890	304,091	4.5
U.S. East	182,177	177,962	2.4	182,177	177,962	2.4
Japan	125,504	118,767	5.7	125,504	118,767	5.7
Canada	68,462	69,163	-1.0	68,462	69,163	-1.0
All Others	115,064	114,253	0.7	115,064	114,253	0.7
Visitor arrivals by cruise ships	11,522.9	12,245.7	-5.9	11,522.9	12,245.7	-5.9
<b>AVERAGE LENGTH OF STAY</b>	<b>9.96</b>	<b>10.10</b>	<b>-1.4</b>	<b>9.96</b>	<b>10.10</b>	<b>-1.4</b>
Total by air	10.04	10.19	-1.4	10.04	10.19	-1.4
U.S. Total	10.44	10.77	-3.0	10.44	10.77	-3.0
U.S. West	9.75	10.18	-4.3	9.75	10.18	-4.3
U.S. East	11.66	11.77	-0.9	11.66	11.77	-0.9
Japan	6.01	6.02	-0.3	6.01	6.02	-0.3
Canada	14.27	14.09	1.3	14.27	14.09	1.3
All Others	10.16	9.71	4.7	10.16	9.71	4.7
Visitor arrivals by cruise ships	4.4	4.4	-0.7	4.4	4.4	-0.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>198.7</b>	<b>209.8</b>	<b>-5.3</b>	<b>198.7</b>	<b>209.8</b>	<b>-5.3</b>
Total by air	199.5	210.8	-5.3	199.5	210.8	-5.3
U.S. Total	195.2	200.4	-2.6	195.2	200.4	-2.6
U.S. West	180.0	190.4	-5.4	180.0	190.4	-5.4
U.S. East	217.3	215.2	1.0	217.3	215.2	1.0
Japan	238.1	268.4	-11.3	238.1	268.4	-11.3
Canada	171.6	175.6	-2.3	171.6	175.6	-2.3
All Others	217.5	253.1	-14.0	217.5	253.1	-14.0
Visitor arrivals by cruise ships	67.6	72.2	-6.4	67.6	72.2	-6.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,979.4</b>	<b>2,119.1</b>	<b>-6.6</b>	<b>1,979.4</b>	<b>2,119.1</b>	<b>-6.6</b>
Total by air	2,003.4	2,147.2	-6.7	2,003.4	2,147.2	-6.7
U.S. Total	2,038.6	2,157.6	-5.5	2,038.6	2,157.6	-5.5
U.S. West	1,754.8	1,938.4	-9.5	1,754.8	1,938.4	-9.5
U.S. East	2,533.8	2,532.2	0.1	2,533.8	2,532.2	0.1
Japan	1,429.7	1,615.8	-11.5	1,429.7	1,615.8	-11.5
Canada	2,448.5	2,474.5	-1.1	2,448.5	2,474.5	-1.1
All Others	2,211.2	2,457.2	-10.0	2,211.2	2,457.2	-10.0
Visitor arrivals by cruise ships	298.6	321.3	-7.0	298.6	321.3	-7.0

P=Preliminary data.

Source:Hawai'i Tourism Authority

**JANUARY 2019 ISLAND HIGHLIGHTS**

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019PYTD	2018PYTD	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,624.4</b>	<b>1,687.8</b>	<b>-3.8</b>	<b>1,624.4</b>	<b>1,687.8</b>	<b>-3.8</b>
Total by air	1,620.9	1,683.9	-3.7	1,620.9	1,683.9	-3.7
O'ahu	706.4	662.0	6.7	706.4	662.0	6.7
Maui	472.6	548.5	-13.8	472.6	548.5	-13.8
Moloka'i	2.8	2.8	1.8	2.85	2.8	1.8
Lāna'i	9.2	11.3	-18.2	9.2	11.3	-18.2
Kaua'i	176.4	191.2	-7.8	176.4	191.2	-7.8
Haw a'i'i Island	253.4	268.2	-5.5	253.4	268.2	-5.5
Visitor arrivals by cruise ships	3.4	3.9	-12.5	3.4	3.9	-12.5
<b>TOTAL VISITOR DAYS</b>	<b>8,174,042</b>	<b>8,043,853</b>	<b>1.6</b>	<b>8,174,042</b>	<b>8,043,853</b>	<b>1.6</b>
Total by air	8,123,123	7,989,370	1.7	8,123,123	7,989,370	1.7
O'ahu	3,652,583	3,389,264	7.8	3,652,583	3,389,264	7.8
Maui	2,163,799	2,164,042	0.0	2,163,799	2,164,042	0.0
Moloka'i	38,333	36,624	4.7	38,333	36,624	4.7
Lāna'i	21,443	25,224	-15.0	21,443	25,224	-15.0
Kaua'i	922,602	965,067	-4.4	922,602	965,067	-4.4
Haw a'i'i Island	1,324,363	1,409,150	-6.0	1,324,363	1,409,150	-6.0
Visitor arrivals by cruise ships	50,920	54,483	-6.5	50,920	54,483	-6.5
<b>VISITOR ARRIVALS</b>	<b>820,621</b>	<b>796,483</b>	<b>3.0</b>	<b>820,621</b>	<b>796,483</b>	<b>3.0</b>
Total by air	809,098	784,237	3.2	809,098	784,237	3.2
O'ahu	491,922	460,518	6.8	491,922	460,518	6.8
Maui	233,320	230,581	1.2	233,320	230,581	1.2
Moloka'i	5,699	5,243	8.7	5,699	5,243	8.7
Lāna'i	6,351	6,238	1.8	6,351	6,238	1.8
Kaua'i	106,064	109,283	-2.9	106,064	109,283	-2.9
Haw a'i'i Island	148,126	158,357	-6.5	148,126	158,357	-6.5
Visitor arrivals by cruise ships	11,523	12,246	-5.9	11,523	12,246	-5.9
<b>AVERAGE LENGTH OF STAY</b>	<b>9.96</b>	<b>10.10</b>	<b>-1.4</b>	<b>9.96</b>	<b>10.10</b>	<b>-1.4</b>
Total by air	10.04	10.19	-1.4	10.04	10.19	-1.4
O'ahu	7.43	7.36	0.9	7.43	7.36	0.9
Maui	9.27	9.39	-1.2	9.27	9.39	-1.2
Moloka'i	6.73	6.99	-3.7	6.73	6.99	-3.7
Lāna'i	3.38	4.04	-16.5	3.38	4.04	-16.5
Kaua'i	8.70	8.83	-1.5	8.70	8.83	-1.5
Haw a'i'i Island	8.94	8.90	0.5	8.94	8.90	0.5
Visitor arrivals by cruise ships	4.42	4.45	-0.7	4.42	4.45	-0.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>198.7</b>	<b>209.8</b>	<b>-5.3</b>	<b>198.7</b>	<b>209.8</b>	<b>-5.3</b>
Total by air	199.5	210.8	-5.3	199.5	210.8	-5.3
O'ahu	193.4	195.3	-1.0	193.4	195.3	-1.0
Maui	218.4	253.4	-13.8	218.4	253.4	-13.8
Moloka'i	74.2	76.4	-2.8	74.2	76.4	-2.8
Lāna'i	431.0	447.6	-3.7	431.0	447.6	-3.7
Kaua'i	191.2	198.1	-3.5	191.2	198.1	-3.5
Haw a'i'i Island	191.4	190.3	0.6	191.4	190.3	0.6
Visitor arrivals by cruise ships	67.6	72.2	-6.4	67.6	72.2	-6.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,979.4</b>	<b>2,119.1</b>	<b>-6.6</b>	<b>1,979.4</b>	<b>2,119.1</b>	<b>-6.6</b>
Total by air	2,003.4	2,147.2	-6.7	2,003.4	2,147.2	-6.7
O'ahu	1,436.0	1,437.5	-0.1	1,436.0	1,437.5	-0.1
Maui	2,025.6	2,378.6	-14.8	2,025.6	2,378.6	-14.8
Moloka'i	499.4	533.4	-6.4	499.4	533.4	-6.4
Lāna'i	1,455.1	1,809.8	-19.6	1,455.1	1,809.8	-19.6
Kaua'i	1,662.8	1,749.4	-5.0	1,662.8	1,749.4	-5.0
Haw a'i'i Island	1,711.0	1,693.3	1.0	1,711.0	1,693.3	1.0
Visitor arrivals by cruise ships	298.6	321.3	-7.0	298.6	321.3	-7.0

P=Preliminary data.

Source:Haw a'i'i Tourism Authority