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HTA Release (19-04)

Hawai'i Visitor Statistics Released for February 2019

HONOLULU – Visitors to the Hawaiian Islands spent a total of \$1.39 billion in February 2019, a decrease of 2.7 percent compared to February 2018¹, according to preliminary statistics released today by the Hawai'i Tourism Authority.

In February, visitor spending increased from the U.S. West (+4.7% to \$503.3 million) but declined from U.S. East (-6.7% to \$370.9 million), Japan (-0.8% to \$170.1 million), Canada (-0.7% to \$150.7 million) and All Other International Markets (-15.3% to \$188.7 million) compared to a year ago.

On a statewide level, average daily visitor spending was down slightly (-0.9% to \$200 per person) in February year-over-year. Visitors from Japan (+3.3%), U.S. West (+1.2%) and All Other International Markets (+0.7%) spent more per day while visitors from U.S. East (-4.1%) and Canada (-1.0%) spent less.

A total of 782,584 visitors (+0.5%) came to Hawai'i in February 2019, up slightly from the same month last year. Arrivals by air service (+0.3% to 766,293) were comparable to last February while arrivals by cruise ships (+12.1% to 16,291) increased. However, total visitor days² declined (-1.9%) versus February 2018 due to a shorter average length of stay by visitors from most markets.

The average daily census³ of total visitors in the Hawaiian Islands on any given day in February was 248,244, down 1.9 percent compared to February of last year. Arrivals by air service realized growth from U.S. West (+6.5%), Canada (+2.5%) and Japan (+1.1%) which offset decreases from U.S. East (-0.9%) and All Other International Markets (-17.2%).

Visitor spending on O'ahu decreased (-1.6% to \$613.0 million) while visitor arrivals (456,820) were flat compared to last February. Maui recorded increases in both visitor spending (+1.2% to \$413.0 million) and visitor arrivals (+1.5% to 220,801). The island of Hawai'i saw declines in visitor spending (-17.5% to \$192.3 million) and visitor arrivals (-14.8% to 137,502). Visitor spending increased on Kaua'i (+4.7% to \$153.5 million) while visitor arrivals were similar (+0.2% to 104,167) to February 2018.

A total of 1,010,961 trans-Pacific air seats serviced the Hawaiian Islands in February, up slightly (+0.5%) from a year ago. Growth in air seats from Canada (+10.9%), Japan (+6.3%), Oceania (+1.8%), U.S. West (+0.5%) and U.S. East (+0.5%) offset declines from Other Asia Markets (-25.1%).

¹ January and February 2018 visitor spending and daily spending statistics were revised. See Technical Notes on page 5.

² Aggregate number of days stayed by all visitors.

³ Average daily census is the average number of visitors present on a single day.

Year-to-Date 2019

Through the first two months of 2019, visitor spending declined (-2.4% to \$3.01 billion) compared to the same period last year. Visitor arrivals increased (+1.8% to 1,603,205) but a shorter length of stay (-1.8% to 9.43 days) resulted in no growth in visitor days. Average daily spending (-2.4% to \$199 per person) was lower compared to a year ago.

Visitor spending decreased from U.S. West (-0.8% to \$1.06 billion), U.S. East (-1.8% to \$832.5 million), Japan (-3.8% to \$349.6 million), Canada (-0.4% to \$318.3 million) and All Other International Markets (-7.5% to \$443.2 million).

Visitor arrivals increased from U.S. West (+5.5% to 631,064), U.S. East (+0.7% to 356,943), Japan (+3.3% to 251,488) and Canada (+0.7% to 133,915), but declined from All Other International Markets (-7.9% to 201,981).

Other Highlights:

- **U.S. West:** Visitor arrivals from the Pacific region rose 7.6 percent in February compared to the previous year, with more visitors from Alaska (+13.7%), California (+8.4%), Washington (+6.7%) and Oregon (+2.9%). Arrivals from the Mountain region were up 3.2 percent in February with growth from Arizona (+9.5%) and Nevada (+8.5%), offsetting declines from Utah (-5.7%) and Colorado (-1.3%). Through the first two months, arrivals from the Pacific (+7.4%) and Mountain (+1.8%) regions increased versus the same period last year.

Through February 2019, average daily visitor spending dropped to \$182 per person (-2.4%) compared to the same period last year, largely due to decreases in transportation and food and beverage expenses.

- **U.S. East:** Growth in February visitor arrivals from the East South Central (+1.6%) and East North Central (+0.6%) regions were offset by decreases from the West South Central (-4.1%), South Atlantic (-4.0%), New England (-2.4%) and Mid Atlantic (-0.7%) regions compared to a year ago. For the first two months of 2019, arrivals were up from the East South Central (+7.2%), West North Central (+2.6%) and South Atlantic (+0.7%) regions.

For the first two months of 2019, average daily visitor spending declined to \$214 per person (-1.4%), largely due to a decline in transportation expenses.

- **Japan:** In February, more visitors stayed in hotels (+5.2%) while stays in condominiums (-16.1%) and timeshares (-7.6%) decreased compared to a year ago.

For the first two months of 2019, average daily visitor spending declined to \$238 per person (-4.4%), primarily due to lower lodging and transportation expenses.

- **Canada:** In February, less visitors stayed in condominiums (-7.3%) and hotels (-1.6%). Stays in rental homes (+23.7%) and timeshares (+4.4%) increased from a year ago.

For the first two months of 2019, average daily visitor spending decreased (-0.7% to \$177 per person) compared to the same period last year, due to lower shopping as well as entertainment and recreation expenses.

- **MCI:** A total of 57,043 visitors came to the Hawaiian Islands for meetings, conventions and incentives (MCI) in February, an increase of 10.4 percent from last year. More visitors came to attend conventions (+18.6%) and corporate meetings (+2.2%) but fewer traveled on incentive trips (-1.0%). Contributing to the growth in convention visitors was the 2019 International Stroke Conference, held at the Hawai'i Convention Center, which brought nearly 6,000 delegates. Through the first two months, total MCI visitors grew (+10.5% to 116,310) compared to the same period last year.

Highlights from All Other Markets:

- **Australia:** There were 16,830 visitors in February, down 3.3 percent from a year ago. Arrivals dropped slightly through the first two months (-0.5% 45,557) compared to the same period last year.
- **New Zealand:** Visitor arrivals grew in both February (+3.6% to 2,769) and through the first two months (+12.1% to 8,270).
- **China:** Visitor arrivals declined in both February (-25.1% to 10,907) and through the first two months (-23.3% to 20,036) year-over-year.
- **Korea:** Visitor arrivals decreased in both February (-37.0% to 18,092) and year-to-date (-31.8% to 39,988) compared to a year ago.
- **Taiwan:** Visitor arrivals declined in February (-15.4% to 1,344) but increased through the first two months (+5.2% to 3,434).
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland dropped in both February (-4.8% to 8,593) and through the first two months (-1.5% to 16,400).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined in both February (-26.4% to 1,727) and through the first two months (-24.7% to 4,186).

Island Highlights:

- **O'ahu:** Visitor spending decreased in February (-1.6% to \$613.0 million) year-over-year. Total visitor days were flat (-0.2%) and daily spending was lower (-1.4% to \$197 per person) compared to February 2018. Visitor arrivals (456,820) to O'ahu were similar to a year ago. Growth in visitor arrivals from U.S. West (+8.3%), Canada (+6.5%), U.S. East (+3.2%) and Japan (+2.2%) were offset by fewer arrivals from Korea (-37.8%) and China (-26.8%). The average daily census showed 110,885 visitors (-0.2%) in February.

Through the first two months, visitor spending rose 3.5 percent to \$1.32 billion. Visitor days (+4.0%) and visitor arrivals (+3.4% to 948,742) increased, while there was no growth in daily spending (-0.4% to \$195 per person) compared to the same period last year.

- **Maui:** Visitor spending increased 1.2 percent in February to \$413.0 million. Visitor days (+1.3%) increased, while daily spending (-0.1% to \$220 per person) was similar to last year. Visitor arrivals were up (+1.5% to 220,801) with more visitors from Japan (+21.6%), U.S. West (+5.6%) and Canada (+2.8%) but fewer visitors from U.S. East (-0.8%). The average daily census rose 1.3 percent to 67,078 visitors in February.

Through the first two months, visitor spending fell 6.5 percent to \$885.6 million. Visitor days (+0.6%) and visitor arrivals (+1.3% to 474,121) increased but daily spending (-7.1% to \$219 per person) declined.

- **Island of Hawai'i:** Visitor spending dropped in February (-17.5% to \$192.3 million), as a result of decreases in visitor days (-12.4%) and daily spending (-5.8% to \$182 per person). Visitor arrivals were down (-14.8% to 137,502), with fewer visitors from Japan (-32.4%), U.S. East (-18.0%) and Canada (-11.2%). Visitor arrivals increased from U.S. West (+2.1%). The average daily census decreased 12.4 percent to 37,818 visitors in February.

Through the first two months, both visitor spending (-10.3% to \$445.8 million) and arrivals (-10.7% to 285,628) decreased compared to a year ago.

- **Kaua'i:** Visitor spending increased in February (+4.7% to \$153.5 million) year-over-year, boosted by higher daily spending (+6.3% to \$193 per person) which offset a decrease in visitor days (-1.5%). Visitor arrivals (+0.2% to 104,167) were comparable to February 2018, with more visitors from Canada (+15.8%) and U.S. West (+3.5%), but fewer visitors from U.S. East (-8.8%) and Japan (-3.3%). The average daily census dropped 1.5 percent to 28,399 visitors in February.

Through the first two months, both visitor spending (-1.4% to \$329.9 million) and arrivals (-1.4% to 210,231) declined versus the same period last year.

Air Seats to Hawai'i:

In February, total air seat capacity rose slightly (+0.5%) to 1,010,961 seats from a year ago, with growth in scheduled air seats (+0.5% to 1,1004,920) and charter seats (+8.2% to 6,041). There were more air seats serving Kona (+3.8%), Kahului (+2.6%) and Līhu'e (+0.7%). Significantly fewer seats served Hilo (-42.9%) due to a reduction in capacity from Los Angeles. There was no growth in seats from Honolulu (-0.4%) compared to February 2018.

- Scheduled air seats from the U.S. West market increased marginally (+0.5%) compared to February 2018. The addition of daily service from Long Beach (+5,300 seats, started June 2018) and increased service from San Diego (+28.9%), Sacramento (+22.6%), Anchorage (+16.3%), Portland (+12.1%) and Oakland (+10.6%) offset fewer air seats from San Jose (-13.2%), Los Angeles (-6.6%), San Francisco (-6.3%) and Salt Lake City (-3.7%).
- Scheduled air seats from the U.S. East market grew slightly (+0.5%) in February versus last year. Growth in air seat capacity from Chicago (+19.4%) offset fewer seats from Minneapolis (-23.1%) and Dallas (-4.1%).
- Scheduled air seats from Japan increased 6.3 percent in February, with more seats from Sapporo (+41.7%), Osaka (+31.4%), Fukuoka (+5.3%) and Nagoya (+2.8%) offsetting fewer seats from Tokyo's Narita International Airport (-3.5%).
- Scheduled air seats from Canada rose 10.9 percent in February, supported by increased service from Vancouver (+13.2%) and Calgary (+10.9%).
- Scheduled air seats from Oceania rose 1.8 percent in February year-over-year. Combined air seat capacity from Brisbane, Melbourne and Sydney, Australia (+2.5%) increased while seats from Auckland, New Zealand was flat (-0.4%) compared to February 2018.

- Scheduled air seats from Other Asia Markets dropped 25.1 percent in February versus last year. Air seat capacity from Seoul, South Korea (-23.2%) decreased as two international carriers reduced service to Hawai'i (-9,700 seats combined).

In February, the number of air seats from Beijing, China declined sharply (-57.4%) as a carrier discontinued service on the Peking-Honolulu route (effective October 2018), while another carrier reduced service. Air seat capacity from Shanghai was also down (-6.7%). Air seat capacity from Taipei, Taiwan was unchanged from February 2018.

Through the first two months, air seat capacity statewide rose slightly (+0.8% to 2,145,143 seats) compared to the same period last year. Growth in seat capacity to Kona (+4.4%), Kahului (+3.3%) and Līhu'e (+2.5%) offset fewer seats to Hilo (-44.1%) and Honolulu (-0.5%).

Cruise Ship Visitors:

- In February, eight out-of-state cruise ships brought 16,291 visitors to the Hawaiian Islands compared to the eight ships that carried 14,528 visitors last year. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) increased (+7.2% to 25,336) compared to the same period last year.
- In the first two months, 15 out-of-state cruise ships brought 27,814 visitors to Hawai'i compared to the 17 cruise ships that carried 26,774 visitors over the same period last year. Total cruise visitors (by air and ship) increased (+2.6% to 46,217) versus a year ago.

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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.hawaiitourismauthority.org/research/monthly-visitor-statistics/>

Technical Notes: HTA received revised hotel room and package rates for the first quarter of 2018 which warranted revisions to the published preliminary statistics (visitor expenditures, per person per day spending and per person per trip spending) for first quarter 2018. Updated data tables are available on the HTA website. The 2018 visitor statistics will be finalized for the 2018 Annual Visitor Research Report.

About the Hawai'i Tourism Authority

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

Jennifer Chun
Director of Research
Hawai'i Tourism Authority
(808) 973-9446
Jennifer@gohta.net

FEBRUARY 2019 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019PYTD	2018PYTD ¹	% change
TOTAL EXPENDITURES (\$mil.)	1,388.7	1,427.9	-2.7	3,013.0	3,087.9	-2.4
Total by air	1,383.7	1,424.3	-2.9	3,004.6	3,080.4	-2.5
U.S. Total	874.2	878.2	-0.5	1,893.6	1,918.3	-1.3
U.S. West	503.3	480.7	4.7	1,061.2	1,070.2	-0.8
U.S. East	370.9	397.5	-6.7	832.5	848.1	-1.8
Japan	170.1	171.5	-0.8	349.6	363.5	-3.8
Canada	150.7	151.7	-0.7	318.3	319.6	-0.4
All Others	188.7	222.9	-15.3	443.2	479.1	-7.5
Visitor arrivals by cruise ships	4.9	3.6	37.5	8.4	7.5	11.3
TOTAL VISITOR DAYS	6,950,844	7,083,023	-1.9	15,124,887	15,126,876	0.0
Total by air	6,885,283	7,031,842	-2.1	15,008,406	15,021,212	-0.1
U.S. Total	4,503,976	4,463,145	0.9	9,726,933	9,653,740	0.8
U.S. West	2,736,863	2,646,509	3.4	5,835,249	5,742,971	1.6
U.S. East	1,767,113	1,816,636	-2.7	3,891,684	3,910,768	-0.5
Japan	713,476	743,172	-4.0	1,467,190	1,458,227	0.6
Canada	819,877	817,282	0.3	1,796,733	1,791,721	0.3
All Others	847,955	1,008,243	-15.9	2,017,549	2,117,525	-4.7
Visitor arrivals by cruise ships	65,560.9	51,181.7	28.1	116,480.4	105,664.2	10.2
VISITOR ARRIVALS	782,584	778,571	0.5	1,603,205	1,575,054	1.8
Total by air	766,293	764,043	0.3	1,575,390	1,548,280	1.8
U.S. Total	487,940	470,516	3.7	988,008	952,570	3.7
U.S. West	313,174	294,082	6.5	631,064	598,173	5.5
U.S. East	174,766	176,435	-0.9	356,943	354,397	0.7
Japan	125,984	124,648	1.1	251,488	243,415	3.3
Canada	65,453	63,863	2.5	133,915	133,026	0.7
All Others	86,916	105,016	-17.2	201,981	219,269	-7.9
Visitor arrivals by cruise ships	16,291.2	14,528.0	12.1	27,814.1	26,773.7	3.9
AVERAGE LENGTH OF STAY	8.88	9.10	-2.4	9.43	9.60	-1.8
Total by air	8.99	9.20	-2.4	9.53	9.70	-1.8
U.S. Total	9.23	9.49	-2.7	9.84	10.13	-2.9
U.S. West	8.74	9.00	-2.9	9.25	9.60	-3.7
U.S. East	10.11	10.30	-1.8	10.90	11.03	-1.2
Japan	5.66	5.96	-5.0	5.83	5.99	-2.6
Canada	12.53	12.80	-2.1	13.42	13.47	-0.4
All Others	9.76	9.60	1.6	9.99	9.66	3.4
Visitor arrivals by cruise ships	4.0	3.5	14.2	4.2	3.9	6.1
PER PERSON PER DAY SPENDING (\$)	199.8	201.6	-0.9	199.2	204.1	-2.4
Total by air	201.0	202.6	-0.8	200.2	205.1	-2.4
U.S. Total	194.1	196.8	-1.4	194.7	198.7	-2.0
U.S. West	183.9	181.7	1.2	181.9	186.3	-2.4
U.S. East	209.9	218.8	-4.1	213.9	216.9	-1.4
Japan	238.5	230.8	3.3	238.3	249.3	-4.4
Canada	183.8	185.7	-1.0	177.2	178.3	-0.7
All Others	222.6	221.1	0.7	219.7	226.2	-2.9
Visitor arrivals by cruise ships	75.2	70.1	7.3	71.9	71.2	1.0
PER PERSON PER TRIP SPENDING (\$)	1,774.5	1,834.0	-3.2	1,879.4	1,960.5	-4.1
Total by air	1,805.8	1,864.2	-3.1	1,907.2	1,989.6	-4.1
U.S. Total	1,791.6	1,866.5	-4.0	1,916.6	2,013.8	-4.8
U.S. West	1,607.2	1,634.7	-1.7	1,681.5	1,789.1	-6.0
U.S. East	2,122.0	2,252.7	-5.8	2,332.2	2,393.1	-2.5
Japan	1,350.4	1,376.1	-1.9	1,390.0	1,493.2	-6.9
Canada	2,302.0	2,376.0	-3.1	2,376.9	2,402.2	-1.1
All Others	2,171.6	2,122.3	2.3	2,194.1	2,184.9	0.4
Visitor arrivals by cruise ships	302.8	247.0	22.6	301.1	281.0	7.2

P=Preliminary data.

¹ January and February 2018 visitor spending and daily spending statistics were revised. See Technical Notes on page 5.

Source: Hawai'i Tourism Authority

FEBRUARY 2019 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019PYTD	2018PYTD ¹	% change
TOTAL EXPENDITURES (\$mil.)	1,388.7	1,427.9	-2.7	3,013.0	3,087.9	-2.4
Total by air	1,383.7	1,424.3	-2.9	3,004.6	3,080.4	-2.5
O'ahu	613.0	623.2	-1.6	1,319.4	1,274.2	3.5
Maui	413.0	408.0	1.2	885.6	947.4	-6.5
Moloka'i	3.3	4.2	-22.6	6.13	7.0	-12.4
Lāna'i	8.6	9.0	-4.4	17.9	20.1	-11.2
Kaua'i	153.5	146.7	4.7	329.9	334.7	-1.4
Hawai'i Island	192.3	233.2	-17.5	445.8	496.9	-10.3
Visitor arrivals by cruise ships	4.9	3.6	37.5	8.4	7.5	11.3
TOTAL VISITOR DAYS	6,950,844	7,083,023	-1.9	15,124,887	15,126,876	0.0
Total by air	6,885,283	7,031,842	-2.1	15,008,406	15,021,212	-0.1
O'ahu	3,104,777	3,110,647	-0.2	6,757,359	6,499,912	4.0
Maui	1,878,185	1,854,264	1.3	4,041,984	4,018,306	0.6
Moloka'i	26,262	28,925	-9.2	64,595	65,549	-1.5
Lāna'i	21,968	20,970	4.8	43,412	46,194	-6.0
Kaua'i	795,185	807,582	-1.5	1,717,787	1,772,649	-3.1
Hawai'i Island	1,058,906	1,209,454	-12.4	2,383,270	2,618,603	-9.0
Visitor arrivals by cruise ships	65,561	51,182	28.1	116,480	105,664	10.2
VISITOR ARRIVALS	782,584	778,571	0.5	1,603,205	1,575,054	1.8
Total by air	766,293	764,043	0.3	1,575,390	1,548,280	1.8
O'ahu	456,820	456,916	0.0	948,742	917,434	3.4
Maui	220,801	217,554	1.5	454,121	448,135	1.3
Moloka'i	5,449	5,791	-5.9	11,147	11,034	1.0
Lāna'i	6,271	6,222	0.8	12,622	12,460	1.3
Kaua'i	104,167	103,956	0.2	210,231	213,239	-1.4
Hawai'i Island	137,502	161,468	-14.8	285,628	319,825	-10.7
Visitor arrivals by cruise ships	16,291	14,528	12.1	27,814	26,774	3.9
AVERAGE LENGTH OF STAY	8.88	9.10	-2.4	9.43	9.60	-1.8
Total by air	8.99	9.20	-2.4	9.53	9.70	-1.8
O'ahu	6.80	6.81	-0.2	7.12	7.08	0.5
Maui	8.51	8.52	-0.2	8.90	8.97	-0.7
Moloka'i	4.82	4.99	-3.5	5.79	5.94	-2.5
Lāna'i	3.50	3.37	3.9	3.44	3.71	-7.2
Kaua'i	7.63	7.77	-1.7	8.17	8.31	-1.7
Hawai'i Island	7.70	7.49	2.8	8.34	8.19	1.9
Visitor arrivals by cruise ships	4.02	3.52	14.2	4.19	3.95	6.1
PER PERSON PER DAY SPENDING (\$)	199.8	201.6	-0.9	199.2	204.1	-2.4
Total by air	201.0	202.6	-0.8	200.2	205.1	-2.4
O'ahu	197.4	200.3	-1.4	195.3	196.0	-0.4
Maui	219.9	220.0	-0.1	219.1	235.8	-7.1
Moloka'i	125.0	146.6	-14.8	94.9	106.7	-11.1
Lāna'i	391.9	429.6	-8.8	411.2	435.4	-5.6
Kaua'i	193.1	181.6	6.3	192.1	188.8	1.7
Hawai'i Island	181.6	192.8	-5.8	187.0	189.8	-1.4
Visitor arrivals by cruise ships	75.2	70.1	7.3	71.9	71.2	1.0
PER PERSON PER TRIP SPENDING (\$)	1,774.5	1,834.0	-3.2	1,879.4	1,960.5	-4.1
Total by air	1,805.8	1,864.2	-3.1	1,907.2	1,989.6	-4.1
O'ahu	1,341.9	1,363.9	-1.6	1,390.7	1,388.9	0.1
Maui	1,870.4	1,875.5	-0.3	1,950.1	2,114.1	-7.8
Moloka'i	602.3	732.4	-17.8	549.7	633.7	-13.3
Lāna'i	1,372.8	1,447.7	-5.2	1,414.2	1,614.0	-12.4
Kaua'i	1,474.0	1,411.0	4.5	1,569.2	1,569.6	0.0
Hawai'i Island	1,398.7	1,444.3	-3.2	1,560.7	1,553.8	0.4
Visitor arrivals by cruise ships	302.8	247.0	22.6	301.1	281.0	7.2

P=Preliminary data.

¹ January and February 2018 visitor spending and daily spending statistics were revised. See Technical Notes on page 5.

Source: Hawai'i Tourism Authority