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## Hawai'i Visitor Statistics Released for May 2019

**HONOLULU** – Visitors to the Hawaiian Islands spent a total of \$1.39 billion in May 2019, a decrease of 2.1 percent compared to the same month last year, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Tourism dollars from the Transient Accommodations Tax (TAT) helped to fund several community events and initiatives statewide in May, including the 42nd Annual Nā Hōkū Hanohano Awards, 92nd Annual City & County of Honolulu Lei Day Celebration, Ka'ū Coffee Festival, Parade of Farms, and Maui Matsuri.

In May, visitor spending increased from U.S. West (+6.3% to \$558.9 million) and Canada (+3.2% to \$47.1 million), but declined from U.S. East (-2.2% to \$388.9 million), Japan (-1.5% to \$168.2 million) and All Other International Markets (-19.4% to \$225.4 million) compared to a year ago.

On a statewide level, average daily visitor spending was down (-4.2% to \$199 per person) in May year-over-year. Visitors from Canada spent more per day (+7.2% to \$170 per person), while travelers spent less from U.S. West (-1.2% to \$173), U.S. East (-2.8% to \$212), Japan (-1.2% to \$242), and All Other International Markets (-10.2% to \$246).

Total visitor arrivals increased 4.6 percent to 841,376 visitors in May, supported by growth in arrivals from both air service (+4.3% to 830,038) and cruise ships (+42.5% to 11,338). Total visitor days<sup>1</sup> increased 2.2 percent. The average daily census<sup>2</sup>, or the number of visitors on any given day in May, was 226,215, up 2.2 percent compared to a year ago.

Visitor arrivals by air service increased in May from U.S. West (+11.7% to 387,132) and U.S. East (+4.4% to 196,744), but declined from Japan (-2.1% to 118,254), Canada (-2.6% to 25,794) and All Other International Markets (-10.4% to 102,114).

Among the four larger islands, visitor spending in May on O'ahu rose slightly (+0.8% to \$674.8 million) with visitor arrivals also increasing (+3.2% to 503,905) compared to a year ago. Meanwhile, visitor spending on Maui decreased (-1.4% to \$397.7 million) despite growth in visitor arrivals (+4.3% to 248,573). This was also the case for the island of Hawai'i, as visitor spending declined (-11.6% to \$153.7 million), while visitor arrivals increased (+5.0% to 138,520). Kaua'i recorded decreases in both visitor spending (-8.5% to \$149.2 million) and visitor arrivals (-1.6% to 111,196).

A total of 1,118,421 trans-Pacific air seats serviced the Hawaiian Islands in May, up 2.2 percent from a year ago. Growth in air seats from U.S. West (+5.4%) and Canada (+4.5%) offset declines from Oceania (-7.3%), Japan (-5.2%) and Other Asia Markets (-3.3%). There was no growth in seat capacity from U.S. East (-0.4%) compared to May 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:** In May, visitor arrivals from the Mountain region increased 13.2 percent year-over-year, with growth in visitors from Nevada (+18.9%), Arizona (+15.9%), Utah (+10.5%) and Colorado (+7.7%). Arrivals from the Pacific region rose 11.1 percent, with more visitors from Oregon (+16.4%), California (+11.4%), Alaska (+9.6%) and Washington (+7.4%).

Year-to-date through May, visitor arrivals rose from the Pacific (+9.8%) and Mountain (+8.0%) regions versus the same period last year. Average daily visitor spending declined to \$177 per person (-3.4%) as a result of decreases in lodging, food and beverage, transportation, and entertainment and recreation expenses.

- **U.S. East:** In May, with the exception of the East South Central (-0.5%) region, all other regions recorded growth in arrivals versus last year.

Year-to-date through May, visitor arrivals increased from most regions except for the New England (-1.0%) and Mid Atlantic (-0.7%) regions. Average daily visitor spending declined to \$209 per person (-2.7%), largely due to decreases in lodging and transportation expenses.

- **Japan:** Fewer visitors stayed in hotels (-5.8% to 96,000) in May, while stays increased in condominiums (+3.8% to 14,717), timeshares (+35.7% to 9,655), with friends and relatives (+52.3% to 1,703) and rental homes (+50.1% to 444) compared to a year ago.

Year-to-date through May, average daily visitor spending declined to \$237 per person (-2.5%), primarily due to lower lodging and transportation expenses.

- **Canada:** In May, visitor stays increased in hotels (+2.2% to 12,570) and timeshares (+6.7% to 2,370), while stays declined in condominiums (-9.7% to 7,047) and rental homes (-17.0% to 3,430).

Year-to-date through May, average daily visitor spending declined to \$168 per person (-1.2%), due to lower lodging and shopping expenses.

### Highlights from All Other Markets:

- **Australia:** Visitor arrivals decreased in May (-18.8% to 25,446) and through the first five months of 2019 (-8.0% to 115,998) versus a year ago.
- **New Zealand:** Visitor arrivals dropped in May (-21.3% to 6,412) and through the first five months of 2019 (-10.5% to 25,491).
- **China:** Visitor arrivals declined in May (-35.6% to 10,635) and through the first five months of 2019 (-26.4% to 48,100).
- **Korea:** Visitor arrivals were flat in May (-0.1% to 16,301) and decreased year-to-date (-19.5% to 86,003).
- **Taiwan:** Visitor arrivals nearly quadrupled (+283.7% to 5,798) in May, primarily due to an insurance group's incentive trip with more than 4,000 people in attendance. Through the first five months of 2019, visitor arrivals increased (+65.4% to 12,001) versus the same period last year.

- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland decreased in May (-7.9% to 10,336) and through the first five months of 2019 (-6.6% to 47,503).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina increased in May (+19.5% to 2,485) but declined year-to-date (-9.0% to 11,081).

### Island Highlights:

- **O'ahu:** Visitor spending rose slightly in May (+0.8% to \$674.8 million) year-over-year. Total visitor days increased (+1.7%), but average daily spending decreased (-0.9% to \$202 per person). Visitor arrivals increased (+3.2% to 503,905) with more visitors from U.S. West (+17.6%) and U.S. East (+3.9%) offsetting fewer visitors from Japan (-2.2%) and Canada (-1.3%). The average daily census grew 1.7 percent to 107,806 visitors in May.

Through the first five months, both visitor spending (+2.7% to \$3.31 billion) and arrivals (+4.6% to 2,479,640) increased compared to a year ago.

- **Maui:** Visitor spending decreased (-1.4% to \$397.7 million) in May compared to a year ago. Total visitor days increased (+3.8%), but average daily spending declined (-4.9% to \$214 per person). Visitor arrivals were up (+4.3% to 248,573) with more travelers from U.S. West (+9.3%), Canada (+4.0%) and U.S. East (+3.7%), but fewer visitors from Japan (-22.0%). The average daily census rose 3.8 percent to 59,847 visitors in May.

Through the first five months, visitor spending decreased on Maui (-4.6% to \$2.1 billion) despite growth in visitor arrivals (+3.6% to 1,225,617).

- **Island of Hawai'i:** Visitor spending declined (-11.6% to \$153.7 million) in May year-over-year. While total visitor days increased (+2.3%), average daily spending decreased (-13.6% to \$165 per person). Arrivals rose (+5.0% to 138,520) with growth in visitors from Japan (+10.7%), U.S. West (+10.2%) and U.S. East (+7.1%) offsetting fewer visitors from Canada (-23.1%). The average daily census grew 2.3 percent to 30,042 visitors in May.

Through the first five months, both visitor spending (-14.3% to \$957.2 million) and visitor arrivals (-7.8% to 719,634) declined versus last year.

- **Kaua'i:** In May, visitor spending declined (-8.5% to \$149.2 million) compared to a year ago, due to decreases in visitor days (-3.2%) and average daily spending (-5.5% to \$191 per person). Visitor arrivals were down (-1.6% to 111,196), with fewer visitors from Canada (-20.9%) and Japan (-8.2%), and no growth from U.S. West (-0.5%) and U.S. East (-0.1%). The average daily census dropped 3.2 percent to 25,232 visitors in May.

Through the first five months, both visitor spending (-7.1% to \$766.9 million) and visitor arrivals (-2.1% to 551,167) declined compared to the same period last year.

### Air Seats to Hawai'i:

In May, total trans-Pacific air seat capacity rose to 1,118,421 seats (+2.2%) year-over-year and was comprised of 1,108,820 scheduled air seats (+2.3%) and 9,601 charter seats (-4.0%). There were more air seats serving Honolulu (+2.1% to 699,144) and Kahului (+9.2% to 229,284), but fewer seats to Kona (-4.3% to 106,089), Līhu'e (-3.9% to 79,966) and Hilo (-23.5% to 3,938).

- Scheduled air seats from the U.S. West market increased (+5.4%) in May compared to a year ago. The addition of daily service from Long Beach (+5,859 seats, started June 2018) and increased service from Oakland (+73.4%), Sacramento (+44.4%), Denver (+22.4%), Portland (+20.7%) and Seattle (+8.0%) offset fewer air seats from Salt Lake City (-25.5%), Phoenix (-9.1%) and Los Angeles (-4.8%).
- Scheduled air seats from the U.S. East market were flat (-0.4%) in May compared to a year ago. The addition of service five days per week from Boston (+6,116 seats, started April 2019) and growth in air seats from Minneapolis (+21.1%) and Washington D.C. (+18.5%) offset fewer seats from Chicago (-32.7%), Atlanta (-4.5%) and Dallas (-4.5%).
- Scheduled air seats from Japan decreased (-5.2%) in May compared to a year ago. Seats from Fukuoka to Honolulu dropped (-66.7%) as a domestic carrier discontinued service in May 2019. In addition, there were fewer seats from Osaka to Honolulu (-14.7%) due to a low-cost carrier ending service and another international carrier reducing service on this route. Seats from Narita rose slightly (+0.9%) with the launch of All Nippon Airways' A380 service on May 24.
- Scheduled air seats from Canada rose 4.5 percent in May compared to a year ago, with more seats from Vancouver.
- Scheduled air seats from Oceania declined 7.3 percent in May versus the same period last year. There were fewer seats from Auckland, New Zealand (-24.8%), while combined seats from Brisbane, Melbourne and Sydney, Australia were down slightly (-0.7%).
- Scheduled air seats from Other Asia Markets decreased 3.3 percent in May versus the same month last year. There were more seats from Taipei, Taiwan (+55.6%) and Seoul, South Korea (+3.1%). However, seats from Beijing, China dropped (-54.4%) as a carrier discontinued service (effective October 2018).

Through the first five months, total air seat capacity statewide increased (+1.6% to 5,567,901 seats) year-over-year, with growth in air seats serving Kahului (+4.4%) and Honolulu (+1.5%). Fewer air seats served Hilo (-32.4%) due to a reduction in service from Los Angeles. Seat capacity from Līhu'e (-0.5%) and Kona (-0.4%) was flat compared to the same period last year.

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

- In May, four out-of-state cruise ships brought 11,338 visitors to the Hawaiian Islands compared to four ships that carried 7,957 visitors a year ago. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) increased (+20.5% to 20,717) in May compared to last year.
- Through the first five months, 75,775 visitors entered Hawai'i aboard 35 out-of-state cruise ships, compared to 64,866 visitors on 35 cruise ships during the same period last year. Total cruise visitors increased (+9.4% to 127,436).

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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/>

### **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.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates about HTA on [Facebook](#), [Instagram](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).  
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## MAY 2019 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019P YTD	2018P YTD	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,393.0</b>	<b>1,423.3</b>	<b>-2.1</b>	<b>7,242.0</b>	<b>7,470.5</b>	<b>-3.1</b>
Total by air	1,388.6	1,419.8	-2.2	7,217.1	7,448.2	-3.1
U.S. Total	947.8	923.6	2.6	4,659.9	4,677.7	-0.4
U.S. West	558.9	525.8	6.3	2,750.2	2,716.4	1.2
U.S. East	388.9	397.8	-2.2	1,909.7	1,961.3	-2.6
Japan	168.2	170.8	-1.5	864.6	884.3	-2.2
Canada	47.1	45.7	3.2	599.9	609.9	-1.6
All Others	225.4	279.7	-19.4	1,092.6	1,276.3	-14.4
Visitor arrivals by cruise ships	4.4	3.5	27.8	25.0	22.3	11.9
<b>TOTAL VISITOR DAYS</b>	<b>7,012,670</b>	<b>6,862,492</b>	<b>2.2</b>	<b>37,056,814</b>	<b>36,624,277</b>	<b>1.2</b>
Total by air	6,952,594	6,833,523	1.7	36,709,000	36,357,169	1.0
U.S. Total	5,063,168	4,826,017	4.9	24,710,348	23,982,132	3.0
U.S. West	3,227,436	3,001,138	7.5	15,575,227	14,854,207	4.9
U.S. East	1,835,732	1,824,879	0.6	9,135,121	9,127,924	0.1
Japan	695,929	697,942	-0.3	3,650,543	3,641,798	0.2
Canada	277,274	288,019	-3.7	3,578,317	3,593,931	-0.4
All Others	916,224	1,021,545	-10.3	4,769,792	5,139,308	-7.2
Visitor arrivals by cruise ships	60,076	28,969	107.4	347,814	267,108	30.2
<b>VISITOR ARRIVALS</b>	<b>841,376</b>	<b>804,135</b>	<b>4.6</b>	<b>4,239,895</b>	<b>4,085,744</b>	<b>3.8</b>
Total by air	830,038	796,178	4.3	4,164,120	4,020,878	3.6
U.S. Total	583,876	534,975	9.1	2,741,415	2,566,268	6.8
U.S. West	387,132	346,612	11.7	1,808,578	1,656,803	9.2
U.S. East	196,744	188,363	4.4	932,837	909,464	2.6
Japan	118,254	120,729	-2.1	624,560	616,128	1.4
Canada	25,794	26,484	-2.6	291,009	286,244	1.7
All Others	102,114	113,990	-10.4	507,136	552,239	-8.2
Visitor arrivals by cruise ships	11,338	7,957	42.5	75,775	64,866	16.8
<b>AVERAGE LENGTH OF STAY</b>	<b>8.33</b>	<b>8.53</b>	<b>-2.3</b>	<b>8.74</b>	<b>8.96</b>	<b>-2.5</b>
Total by air	8.38	8.58	-2.4	8.82	9.04	-2.5
U.S. Total	8.67	9.02	-3.9	9.01	9.35	-3.5
U.S. West	8.34	8.66	-3.7	8.61	8.97	-3.9
U.S. East	9.33	9.69	-3.7	9.79	10.04	-2.4
Japan	5.89	5.78	1.8	5.84	5.91	-1.1
Canada	10.75	10.88	-1.2	12.30	12.56	-2.1
All Others	8.97	8.96	0.1	9.41	9.31	1.1
Visitor arrivals by cruise ships	5.30	3.64	45.5	4.59	4.12	11.5
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>198.6</b>	<b>207.4</b>	<b>-4.2</b>	<b>195.4</b>	<b>204.0</b>	<b>-4.2</b>
Total by air	199.7	207.8	-3.9	196.6	204.9	-4.0
U.S. Total	187.2	191.4	-2.2	188.6	195.0	-3.3
U.S. West	173.2	175.2	-1.2	176.6	182.9	-3.4
U.S. East	211.9	218.0	-2.8	209.0	214.9	-2.7
Japan	241.7	244.7	-1.2	236.9	242.8	-2.5
Canada	170.0	158.6	7.2	167.7	169.7	-1.2
All Others	246.0	273.8	-10.2	229.1	248.3	-7.8
Visitor arrivals by cruise ships	73.9	119.8	-38.4	71.8	83.5	-14.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,655.6</b>	<b>1,769.9</b>	<b>-6.5</b>	<b>1,708.1</b>	<b>1,828.4</b>	<b>-6.6</b>
Total by air	1,672.9	1,783.3	-6.2	1,733.2	1,852.4	-6.4
U.S. Total	1,623.3	1,726.4	-6.0	1,699.8	1,822.7	-6.7
U.S. West	1,443.7	1,516.8	-4.8	1,520.7	1,639.5	-7.2
U.S. East	1,976.8	2,112.1	-6.4	2,047.2	2,156.6	-5.1
Japan	1,422.6	1,414.7	0.6	1,384.4	1,435.3	-3.5
Canada	1,827.5	1,724.8	6.0	2,061.6	2,130.8	-3.3
All Others	2,207.3	2,453.9	-10.0	2,154.4	2,311.1	-6.8
Visitor arrivals by cruise ships	391.3	436.2	-10.3	329.4	343.9	-4.2

P=Preliminary data.

<sup>1</sup>Technical notes: The HTA received revised hotel room and package rates for the first quarter of 2018 which warranted revisions to published statistics (visitor expenditures, per person per day spending, and per person per trip spending) for first quarter 2018.

2018 visitor statistics will be finalized for the 2018 Annual Visitor Research Report.

Source: Hawai'i Tourism Authority

## MAY 2019 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019P YTD	2018PYTD	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,393.0</b>	<b>1,423.3</b>	<b>-2.1</b>	<b>7,242.0</b>	<b>7,470.5</b>	<b>-3.1</b>
Total by air	1,388.6	1,419.8	-2.2	7,217.1	7,448.2	-3.1
O'ahu	674.8	669.6	0.8	3,308.0	3,222.2	2.7
Maui	397.7	403.1	-1.4	2,120.3	2,221.6	-4.6
Moloka'i	3.3	2.1	58.4	16.40	14.7	11.7
Lāna'i	10.0	8.1	23.2	48.3	47.7	1.3
Kaua'i	149.2	163.1	-8.5	766.9	825.2	-7.1
Haw ai'i Island	153.7	173.9	-11.6	957.2	1,116.8	-14.3
Visitor arrivals by cruise ships	4.4	3.5	27.8	25.0	22.3	11.9
<b>TOTAL VISITOR DAYS</b>	<b>7,012,670</b>	<b>6,862,492</b>	<b>2.2</b>	<b>37,056,814</b>	<b>36,624,277</b>	<b>1.2</b>
Total by air	6,952,594	6,833,523	1.7	36,709,000	36,357,169	1.0
O'ahu	3,341,997	3,285,697	1.7	16,961,224	16,210,485	4.6
Maui	1,855,259	1,787,695	3.8	9,950,156	9,741,511	2.1
Moloka'i	20,164	18,791	7.3	126,522	128,392	-1.5
Lāna'i	21,674	22,984	-5.7	108,193	115,429	-6.3
Kaua'i	782,207	808,051	-3.2	4,157,192	4,305,562	-3.4
Haw ai'i Island	931,292	910,305	2.3	5,405,713	5,855,789	-7.7
Visitor arrivals by cruise ships	60,076	28,969	107.4	347,814	267,108	30.2
<b>VISITOR ARRIVALS</b>	<b>841,376</b>	<b>804,135</b>	<b>4.6</b>	<b>4,239,895</b>	<b>4,085,744</b>	<b>3.8</b>
Total by air	830,038	796,178	4.3	4,164,120	4,020,878	3.6
O'ahu	503,905	488,432	3.2	2,479,640	2,371,369	4.6
Maui	248,573	238,268	4.3	1,225,617	1,182,951	3.6
Moloka'i	4,973	4,271	16.4	25,435	25,973	-2.1
Lāna'i	6,582	6,443	2.2	33,773	32,328	4.5
Kaua'i	111,196	113,014	-1.6	551,167	562,891	-2.1
Haw ai'i Island	138,520	131,864	5.0	719,634	780,601	-7.8
Visitor arrivals by cruise ships	11,338	7,957	42.5	75,775	64,866	16.8
<b>AVERAGE LENGTH OF STAY</b>	<b>8.33</b>	<b>8.53</b>	<b>-2.3</b>	<b>8.74</b>	<b>8.96</b>	<b>-2.5</b>
Total by air	8.38	8.58	-2.4	8.82	9.04	-2.5
O'ahu	6.63	6.73	-1.4	6.84	6.84	0.1
Maui	7.46	7.50	-0.5	8.12	8.23	-1.4
Moloka'i	4.05	4.40	-7.8	4.97	4.94	0.6
Lāna'i	3.29	3.57	-7.7	3.20	3.57	-10.3
Kaua'i	7.03	7.15	-1.6	7.54	7.65	-1.4
Haw ai'i Island	6.72	6.90	-2.6	7.51	7.50	0.1
Visitor arrivals by cruise ships	5.30	3.64	45.5	4.59	4.12	11.5
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>198.6</b>	<b>207.4</b>	<b>-4.2</b>	<b>195.4</b>	<b>204.0</b>	<b>-4.2</b>
Total by air	199.7	207.8	-3.9	196.6	204.9	-4.0
O'ahu	201.9	203.8	-0.9	195.0	198.8	-1.9
Maui	214.3	225.5	-4.9	213.1	228.1	-6.6
Moloka'i	161.8	109.6	47.6	129.6	114.4	13.3
Lāna'i	459.5	351.6	30.7	446.7	413.2	8.1
Kaua'i	190.7	201.8	-5.5	184.5	191.7	-3.8
Haw ai'i Island	165.1	191.0	-13.6	177.1	190.7	-7.2
Visitor arrivals by cruise ships	73.9	119.8	-38.4	71.8	83.5	-14.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,655.6</b>	<b>1,769.9</b>	<b>-6.5</b>	<b>1,708.1</b>	<b>1,828.4</b>	<b>-6.6</b>
Total by air	1,672.9	1,783.3	-6.2	1,733.2	1,852.4	-6.4
O'ahu	1,339.1	1,370.8	-2.3	1,334.1	1,358.8	-1.8
Maui	1,599.8	1,691.9	-5.4	1,730.0	1,878.0	-7.9
Moloka'i	655.9	482.1	36.1	644.9	565.6	14.0
Lāna'i	1,513.1	1,254.2	20.6	1,431.1	1,475.2	-3.0
Kaua'i	1,341.8	1,443.1	-7.0	1,391.3	1,466.0	-5.1
Haw ai'i Island	1,109.9	1,318.7	-15.8	1,330.1	1,430.8	-7.0
Visitor arrivals by cruise ships	391.3	436.2	-10.3	329.4	343.9	-4.2

P=Preliminary data.

<sup>1</sup>Technical notes: The HTA received revised hotel room and package rates for the first quarter of 2018 which warranted revisions to published statistics (visitor expenditures, per person per day spending, and per person per trip spending) for first quarter 2018.

2018 visitor statistics will be finalized for the 2018 Annual Visitor Research Report.

Source:Haw ai'i Tourism Authority