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HTA Release (19-23)

Hawai'i Visitor Statistics Released for August 2019

HONOLULU – Visitors to the Hawaiian Islands spent a total of \$1.50 billion in August 2019, an increase of 6.3 percent compared to August 2018, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). It should be noted that August 2018's results were partially impacted by concerns related to Hurricane Lane and the Kīlauea eruption.

Tourism dollars from the Transient Accommodations Tax (TAT) helped to fund numerous community events and initiatives across the state in August, including the Okinawan Festival, Duke's OceanFest, the AVPFIRST youth volleyball clinics on six islands, the Kaua'i Marathon & Half Marathon, and the Emma Farden Sharpe Hula Festival.

In August, visitor spending increased from U.S. West (+17.1% to \$578.6 million), U.S. East (+15.8% to \$383.5 million) and Canada (+8.2% to \$57.3 million), but declined from Japan (-1.2% to \$225.4 million) and All Other International Markets (-16.0% to \$256.8 million) compared to a year ago.

On a statewide level, average daily visitor spending declined (-1.2% to \$191 per person) in August year-over-year. Visitors from Canada (+6.0% to \$178 per person), U.S. East (+4.1% to \$206 per person) and U.S. West (+2.9% to \$167) spent more per person, while visitors from All Other International Markets (-12.4% to \$212) spent less. Average daily spending by Japanese visitors (-0.3% to \$224 per person) was similar to last year.

Total visitor arrivals increased 9.8 percent to 928,178 visitors in August. All visitor arrivals were via air service as no out-of-state cruise ships visited Hawai'i this month. Total visitor days¹ increased 7.6 percent. The statewide average daily census², or the number of visitors on any given day in August, was 253,855, up 7.6 percent from last year.

Visitor arrivals by air service increased in August from U.S. West (+17.1% to 421,229), U.S. East (+16.5% to 202,223) and Canada (+2.0% to 28,716), but declined from Japan (-2.3% to 155,779) and All Other International Markets (-3.2% to 120,230) compared to a year ago.

Among the four larger islands, O'ahu saw increased visitor spending (+1.0% to \$730.5 million) in August, boosted by growth in visitor arrivals (+7.7% to 577,384), which offset lower daily spending (-4.4%). On Maui, visitor spending grew (+14.0% to \$404.8 million) with daily spending (+4.1%) and visitor arrivals also increasing (+11.3% to 273,786). The island of Hawai'i recorded increases in visitor spending (+16.5% to \$193.4 million), daily spending (+1.8%) and visitor arrivals (+18.4% to 158,972). Visitor spending on Kaua'i (+0.4% to \$158.4 million) was comparable to the same period from a year ago, with growth in visitor arrivals (+4.7% to 120,679) offsetting a drop in daily spending (-3.5%).

A total of 1,212,926 trans-Pacific air seats serviced the Hawaiian Islands in August, up 4.3 percent from a year ago. Growth in air seats from U.S. East (+11.5%) and U.S. West (+8.1%) offset decreases from Canada (-11.0%), Other Asia (-9.5%), Oceania (-9.4%) and Japan (-6.0%).

¹ Aggregate number of days stayed by all visitors.

² Average daily census is the average number of visitors present on a single day.

Year-to-Date 2019

Year-to-date through August, total visitor spending was down slightly (-0.5%) to \$12.08 billion. Visitor spending increased from U.S. West (+4.7% to \$4.70 billion) and U.S. East (+2.5% to \$3.29 billion), but declined from Japan (-4.4% to \$1.45 billion), Canada (-1.5% to \$743.4 million) and All Other International Markets (-12.9% to \$1.87 billion).

Statewide average daily spending by visitors decreased to \$194 per person (-3.1%) due to lower spending by visitors from most markets.

Year-to-date, total visitor arrivals increased (+5.2% to 7,117,572) versus last year, supported by growth in arrivals from air service (+5.1% to 7,041,100) and cruise ships (+14.6% to 76,472). Visitor arrivals by air grew from U.S. West (+10.8% to 3,151,776), U.S. East (+5.8% to 1,615,491) and Canada (+1.4% to 365,974), offsetting fewer visitors from Japan (-1.0% to 1,033,687) and All Other International Markets (-5.3% to 874,172). Total visitor days rose 2.7 percent compared to the first eight months of 2018.

O'ahu recorded year-to-date increases in visitor spending (+1.1% to \$5.54 billion) and visitor arrivals (+5.2% to 4,226,750), but daily spending was down (-3.6%) compared to the first eight months of 2018. On Maui, visitor spending rose slightly (+0.6% to \$3.51 billion) as growth in visitor arrivals (+5.0% to 2,104,963) offset lower daily spending (-2.4%). The island of Hawai'i reported declines in visitor spending (-6.3% to \$1.57 billion) and daily spending (-4.2%), and flat visitor arrivals (-0.1% to 1,217,349). Kaua'i also saw decreases in visitor spending (-3.7% to \$1.32 billion) and daily spending (-2.4%), and no growth in visitor arrivals (-0.4% to 947,748).

Other Highlights:

- **U.S. West:** In August, visitor arrivals from the Mountain region increased 24.3 percent year-over-year, with growth in visitors from Arizona (+34.6%), Nevada (+29.7%), Utah (+17.5%) and Colorado (+13.1%). Arrivals from the Pacific region rose 16.7 percent with more visitors from Washington (+17.4%), California (+17.0%) and Oregon (+13.1%).

Year-to-date through August, visitor arrivals rose from the Pacific (+11.4%) and Mountain (+10.5%) regions versus the same period last year. Daily visitor spending dropped to \$173 per person (-1.8%) as a result of decreases in lodging, transportation, and entertainment and recreation expenses, while spending on shopping, food and beverage was similar to last year.

- **U.S. East:** In August, visitor arrivals increased from all regions highlighted by growth from the two largest regions, East North Central (+15.8%) and South Atlantic (+15.5%) versus a year ago.

Year-to-date through August, visitor arrivals increased from every region. Daily visitor spending of \$210 per person (-0.3%) was similar to a year ago.

- **Japan:** Year-to-date through August, stays in timeshares (+6.7%) and with friends and relatives (+6.8%) increased, while stays in condominiums (-2.0%) and hotels (-1.2%) declined compared to a year ago. Average daily visitor spending decreased to \$236 per person (-2.3%) primarily due to lower lodging and shopping expenses.

- **Canada:** Year-to-date through August, fewer visitors stayed in condominiums (-4.4%) while more visitors stayed with friends and relatives (+11.6%), in rental homes (+4.3%), timeshares (+1.6%) and hotels (+0.6%) compared to a year ago. Average daily visitor spending dropped slightly to \$167 per person (-0.8%) due to lower lodging expenses.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals declined in August (-8.2% to 24,498) and through the first eight months of 2019 (-6.6% to 195,931) versus a year ago.
- **New Zealand:** Visitor arrivals dropped in August (-18.0% to 6,688) and through the first eight months of 2019 (-16.3% to 47,537).
- **China:** Visitor arrivals decreased in August (-26.3% to 7,855) and through the first eight months of 2019 (-27.1% to 75,336).
- **Korea:** Visitor arrivals rose in August (+5.9% to 20,479), but declined year-to-date (-11.7% to 141,468).
- **Taiwan:** Visitor arrivals increased in August (+54.1% to 2,145) and through the first eight months of 2019 (+60.7% to 19,028).
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined in August (-3.1% to 18,285) and through the first eight months of 2019 (-6.1% to 90,708).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina grew in August (+17.3% to 1,870), but decreased through the first eight months of 2019 (-6.6% to 17,301).

Island Highlights:

- **O'ahu:** Visitor spending increased (+1.0% to \$730.5 million) in August year-over-year. Total visitor days were up (+5.6%), but daily spending declined (-4.4% to \$186 per person). Arrivals rose 7.7 percent to 577,384 visitors with growth from U.S. West (+19.4%) and U.S. East (+14.6%) offsetting fewer visitors from Japan (-1.3%). The average daily census increased 5.6 percent to 126,973 visitors in August.

Through August 2019, both visitor spending (+1.1% to \$5.54 billion) and arrivals (+5.2% to 4,226,750) grew compared to a year ago.

- **Maui:** Visitor spending increased (+14.0% to \$404.8 million) in August year-over-year. Visitor days rose (+9.5%) and daily spending increased (+4.1% to \$203 per person). Visitor arrivals were up (+11.3% to 273,786) with more travelers from U.S. West (+18.3%), U.S. East (+14.1%) and Japan (+8.3%) offsetting fewer visitors from Canada (-1.5%). The average daily census grew 9.5 percent to 64,463 visitors in August.

Through August 2019, both visitor spending (+0.6% to \$3.51 billion) and visitor arrivals (+5.0% to 2,104,963) increased.

- **Island of Hawai'i:** Visitor spending grew (+16.5% to \$193.4 million) in August, supported by growth in visitor days (+14.5%) and higher daily spending (+1.8% to \$182 per person). Arrivals increased (+18.4% to 158,972) with growth in visitors from U.S. East (+33.8%) and U.S. West

(+17.4%) offsetting fewer visitors from Canada (-4.4%) and Japan (-4.0%). The average daily census grew 14.5 percent to 34,202 visitors in August.

Through August 2019, visitor spending declined (-6.3% to \$1.57 billion) while visitor arrivals were flat (-0.1% to 1,217,349) compared to a year ago.

- **Kaua'i:** Visitor spending was comparable (+0.4% to \$158.4 million) in August with growth in visitor days (+4.1%) offsetting lower daily spending (-3.5% to \$190 per person). Visitor arrivals were up (+4.7% to 120,679) year-over-year, as more travelers from Japan (+31.3%), U.S. West (+8.2%) and U.S. East (+5.8%) offset fewer visitors from Canada (-10.8%). The average daily census rose 4.1 percent to 26,904 visitors in August.

Through August 2019, visitor spending decreased (-3.7% to \$1.32 billion) and visitor arrivals were flat (-0.4% to 947,748) compared to the same period last year.

Air Seats to Hawai'i:

In August, total trans-Pacific air seat capacity statewide rose to 1,212,926 seats (+4.3%), comprised of 1,203,531 scheduled air seats (+4.2%) and 9,395 charter seats (+29.0%). There were more air seats to Hilo (+31.5% to 4,804), Kahului (+11.8% to 257,291), Honolulu (+2.8% to 756,380) and Līhu'e (+2.6% to 86,220), but slightly fewer seats to Kona (-0.6% to 108,231) compared to a year ago.

- Scheduled air seats from the U.S. West market grew 8.1 percent compared to August 2018. Increased service from Oakland (+60.6%), Sacramento (+46.5%), Denver (+22.4%), San Jose (+19.3%), San Francisco (+13.5%), Portland (+10.4%) and Seattle (+10.4%) offset fewer air seats from San Diego (-7.0%) and Los Angeles (-2.7%).
- Scheduled air seats from the U.S. East market were up 11.5 percent in August compared to a year ago. The addition of service from Boston (+7,500 seats, started April 2019) and seasonal service from Detroit (+4,920 seats, started late June 2019) offset fewer seats from Chicago (-1.9%) and Dallas (-1.6%).
- Scheduled air seats from Japan declined (-6.0%) compared to August 2018. A U.S. domestic carrier discontinued service from Fukuoka in May 2019 (-7,006 seats). In addition, there were fewer seats from Osaka to Honolulu (-22.4%) as a low-cost carrier ended service and another international carrier reduced service in May 2019. Seats from Narita increased (+5.1%) with the launch of A380 service (started May 2019).
- Scheduled air seats from Canada decreased (-11.0%) in August compared to a year ago, with fewer seats from Vancouver.
- Scheduled air seats from Oceania dropped 9.4 percent in August, with fewer seats from Auckland, New Zealand (-18.2%). From the Australia market, there were more seats from Brisbane (+7.7%), but fewer seats from Sydney (-7.5%) and Melbourne (-7.1%).
- Scheduled air seats from Other Asia declined 9.5 percent in August year-over-year. There were more seats from Taipei, Taiwan (+44.4%) compared to a year ago. From the China market, there were more seats from Shanghai (+8.0%), but fewer seats from Beijing, China (-62.6%) as a carrier discontinued service (effective October 2018). Seats from Seoul, Korea also declined (-6.9%).

In the first eight months of 2019, air seat capacity statewide increased (+2.5% to 9,217,268 seats) compared to the same period last year, with growth in seats serving Kahului (+8.2%), Honolulu (+1.5%) and Līhu'e (+1.4%). Fewer air seats served Hilo (-18.7%) due to a reduction in service from Los Angeles. Seat capacity from Kona (-0.8%) dropped slightly.

Cruise Ship Visitors:

- The months of June through August are a typically slower period for out-of-state cruise ships coming to Hawai'i. No cruise ship came to the islands in August 2019 or August 2018.
- Arrivals by air service to board cruise ships increased 26.6 percent, as August 2019 had five Saturdays which allowed for five tours of the Hawai'i home-ported cruise ship. This is in comparison to August 2018, which had four Saturdays and four tours.
- In the first eight months of 2019, there were 76,472 visitors who entered Hawai'i aboard 37 out-of-state cruise ships. Some of these ships were larger in capacity than the 38 cruise ships that carried 66,755 visitors in the same period last year. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) increased (+8.4% to 162,686) compared to the first eight months of 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](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](#).

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AUGUST 2019 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019P YTD	2018P YTD ¹	% change
TOTAL EXPENDITURES (\$mil.)	1,501.6	1,412.1	6.3	12,081.1	12,142.6	-0.5
Total by air	1,501.6	1,412.1	6.3	12,055.9	12,119.8	-0.5
U.S. Total	962.0	825.1	16.6	7,990.8	7,700.4	3.8
U.S. West	578.6	494.1	17.1	4,697.8	4,486.6	4.7
U.S. East	383.5	331.0	15.8	3,293.0	3,213.8	2.5
Japan	225.4	228.2	-1.2	1,447.2	1,513.5	-4.4
Canada	57.3	53.0	8.2	743.4	754.9	-1.5
All Others	256.8	305.8	-16.0	1,874.5	2,151.0	-12.9
Visitor arrivals by cruise ships	-	-	-	25.2	22.7	10.9
TOTAL VISITOR DAYS	7,869,506	7,314,843	7.6	62,265,245	60,621,096	2.7
Total by air	7,869,506	7,314,843	7.6	61,913,892	60,346,374	2.6
U.S. Total	5,329,385	4,719,625	12.9	42,848,030	40,744,593	5.2
U.S. West	3,464,717	3,044,383	13.8	27,172,508	25,489,963	6.6
U.S. East	1,864,668	1,675,243	11.3	15,675,522	15,254,630	2.8
Japan	1,005,342	1,014,985	-1.0	6,137,527	6,273,222	-2.2
Canada	321,688	315,169	2.1	4,444,357	4,477,180	-0.7
All Others	1,213,091	1,265,063	-4.1	8,483,978	8,851,379	-4.2
Visitor arrivals by cruise ships	-	-	-	351,353.5	274,722.2	27.9
VISITOR ARRIVALS	928,178	845,072	9.8	7,117,572	6,767,275	5.2
Total by air	928,178	845,072	9.8	7,041,100	6,700,520	5.1
U.S. Total	623,452	533,362	16.9	4,767,267	4,372,597	9.0
U.S. West	421,229	359,752	17.1	3,151,776	2,845,510	10.8
U.S. East	202,223	173,610	16.5	1,615,491	1,527,087	5.8
Japan	155,779	159,395	-2.3	1,033,687	1,044,039	-1.0
Canada	28,716	28,163	2.0	365,974	360,828	1.4
All Others	120,230	124,152	-3.2	874,172	923,056	-5.3
Visitor arrivals by cruise ships	-	-	-	76,471.9	66,754.6	14.6
AVERAGE LENGTH OF STAY	8.48	8.66	-2.0	8.75	8.96	-2.3
Total by air	8.48	8.66	-2.0	8.79	9.01	-2.4
U.S. Total	8.55	8.85	-3.4	8.99	9.32	-3.5
U.S. West	8.23	8.46	-2.8	8.62	8.96	-3.8
U.S. East	9.22	9.65	-4.4	9.70	9.99	-2.9
Japan	6.45	6.37	1.3	5.94	6.01	-1.2
Canada	11.20	11.19	0.1	12.14	12.41	-2.1
All Others	10.09	10.19	-1.0	9.71	9.59	1.2
Visitor arrivals by cruise ships	-	-	-	4.6	4.1	11.6
PER PERSON PER DAY SPENDING (\$)	190.8	193.1	-1.2	194.0	200.3	-3.1
Total by air	190.8	193.1	-1.2	194.7	200.8	-3.0
U.S. Total	180.5	174.8	3.3	186.5	189.0	-1.3
U.S. West	167.0	162.3	2.9	172.9	176.0	-1.8
U.S. East	205.7	197.6	4.1	210.1	210.7	-0.3
Japan	224.2	224.9	-0.3	235.8	241.3	-2.3
Canada	178.1	168.1	6.0	167.3	168.6	-0.8
All Others	211.7	241.7	-12.4	220.9	243.0	-9.1
Visitor arrivals by cruise ships	-	-	-	71.8	82.8	-13.3
PER PERSON PER TRIP SPENDING (\$)	1,617.8	1,671.0	-3.2	1,697.4	1,794.3	-5.4
Total by air	1,617.8	1,671.0	-3.2	1,712.2	1,808.8	-5.3
U.S. Total	1,543.1	1,547.0	-0.3	1,676.2	1,761.1	-4.8
U.S. West	1,373.5	1,373.4	0.0	1,490.5	1,576.7	-5.5
U.S. East	1,896.3	1,906.6	-0.5	2,038.4	2,104.5	-3.1
Japan	1,447.1	1,432.0	1.1	1,400.1	1,449.6	-3.4
Canada	1,995.5	1,881.1	6.1	2,031.3	2,092.2	-2.9
All Others	2,135.9	2,463.2	-13.3	2,144.3	2,330.3	-8.0
Visitor arrivals by cruise ships	-	-	-	329.8	340.7	-3.2

P=Preliminary data.

¹Technical 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

AUGUST 2019 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2019P	2018P	% change	2019P YTD	2018P YTD ¹	% change
TOTAL EXPENDITURES (\$mil.)	1,501.6	1,412.1	6.3	12,081.1	12,142.6	-0.5
Total by air	1,501.6	1,412.1	6.3	12,055.9	12,119.8	-0.5
O'ahu	730.5	723.4	1.0	5,540.5	5,479.8	1.1
Maui	404.8	355.2	14.0	3,511.2	3,491.9	0.6
Moloka'i	1.8	2.1	-13.7	23.95	23.9	0.2
Lāna'i	12.6	7.7	62.6	85.7	73.0	17.3
Kaua'i	158.4	157.7	0.4	1,321.5	1,372.9	-3.7
Haw ai'i Island	193.4	166.1	16.5	1,573.1	1,678.3	-6.3
Visitor arrivals by cruise ships	-	-	-	25.2	22.7	10.9
TOTAL VISITOR DAYS	7,869,506	7,314,843	7.6	62,265,245	60,621,096	2.7
Total by air	7,869,506	7,314,843	7.6	61,913,892	60,346,374	2.6
O'ahu	3,936,173	3,726,759	5.6	29,075,937	27,716,825	4.9
Maui	1,998,362	1,825,090	9.5	16,604,753	16,109,031	3.1
Moloka'i	16,234	17,705	-8.3	187,804	190,752	-1.5
Lāna'i	24,468	17,954	36.3	184,251	176,864	4.2
Kaua'i	834,015	801,142	4.1	7,022,907	7,120,996	-1.4
Haw ai'i Island	1,060,255	926,194	14.5	8,838,240	9,031,906	-2.1
Visitor arrivals by cruise ships	-	-	-	351,353	274,722	27.9
VISITOR ARRIVALS	928,178	845,072	9.8	7,117,572	6,767,275	5.2
Total by air	928,178	845,072	9.8	7,041,100	6,700,520	5.1
O'ahu	577,384	536,181	7.7	4,226,750	4,016,560	5.2
Maui	273,786	246,063	11.3	2,104,963	2,004,686	5.0
Moloka'i	4,890	3,955	23.6	43,647	40,115	8.8
Lāna'i	8,129	6,051	34.4	60,923	51,471	18.4
Kaua'i	120,679	115,242	4.7	947,748	951,258	-0.4
Haw ai'i Island	158,972	134,215	18.4	1,217,349	1,218,539	-0.1
Visitor arrivals by cruise ships	-	-	-	76,472	66,755	14.6
AVERAGE LENGTH OF STAY	8.48	8.66	-2.0	8.75	8.96	-2.3
Total by air	8.48	8.66	-2.0	8.79	9.01	-2.4
O'ahu	6.82	6.95	-1.9	6.88	6.90	-0.3
Maui	7.30	7.42	-1.6	7.89	8.04	-1.8
Moloka'i	3.32	4.48	-25.8	4.30	4.76	-9.5
Lāna'i	3.01	2.97	1.4	3.02	3.44	-12.0
Kaua'i	6.91	6.95	-0.6	7.41	7.49	-1.0
Haw ai'i Island	6.67	6.90	-3.4	7.26	7.41	-2.0
Visitor arrivals by cruise ships	-	-	-	4.59	4.12	11.6
PER PERSON PER DAY SPENDING (\$)	190.8	193.1	-1.2	194.0	200.3	-3.1
Total by air	190.8	193.1	-1.2	194.7	200.8	-3.0
O'ahu	185.6	194.1	-4.4	190.6	197.7	-3.6
Maui	202.6	194.6	4.1	211.5	216.8	-2.4
Moloka'i	109.7	116.6	-5.9	127.5	125.3	1.8
Lāna'i	513.8	430.5	19.3	465.0	412.9	12.6
Kaua'i	190.0	196.9	-3.5	188.2	192.8	-2.4
Haw ai'i Island	182.4	179.3	1.8	178.0	185.8	-4.2
Visitor arrivals by cruise ships	-	-	-	71.8	82.8	-13.3
PER PERSON PER TRIP SPENDING (\$)	1,617.8	1,671.0	-3.2	1,697.4	1,794.3	-5.4
Total by air	1,617.8	1,671.0	-3.2	1,712.2	1,808.8	-5.3
O'ahu	1,265.3	1,349.1	-6.2	1,310.8	1,364.3	-3.9
Maui	1,478.6	1,443.4	2.4	1,668.0	1,741.8	-4.2
Moloka'i	364.3	522.0	-30.2	548.8	595.6	-7.9
Lāna'i	1,546.3	1,277.5	21.0	1,406.3	1,418.9	-0.9
Kaua'i	1,312.9	1,368.8	-4.1	1,394.3	1,443.2	-3.4
Haw ai'i Island	1,216.8	1,237.2	-1.7	1,292.2	1,377.3	-6.2
Visitor arrivals by cruise ships	-	-	-	329.8	340.7	-3.2

P=Preliminary data.

¹Technical 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