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HTA Release (19-28)

Hawai'i Visitor Statistics Released for the First Three Quarters of 2019

HONOLULU – Visitors to the Hawaiian Islands spent a total of \$13.35 billion in the first three quarters of 2019, which is relatively similar (-0.1%) to the same period in 2018, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Visitor spending includes lodging, interisland airfare, shopping, food, car rental and other expenses while in Hawai'i.

Tourism dollars from the Transient Accommodations Tax (TAT) helped to fund dozens of community events statewide during the first three quarters of 2019, including the Honolulu Festival, Pan-Pacific Festival, Korean Festival, Okinawan Festival, Prince Lot Hula Festival, Merrie Monarch Festival, Maui Film Festival, and Kōloa Plantation Days.

Total visitor spending during the first three quarters of 2019 increased from U.S. West (+5.3% to \$5.18 billion) and U.S. East (+2.5% to \$3.60 billion), but declined from Canada (-2.6% to \$783.9 million) and All Other International Markets (-13.6% to \$2.15 billion) compared to a year ago. Visitor spending from Japan of \$1.61 billion was comparable to a year ago.

On a statewide level, average daily visitor spending was down (-2.9% to \$195 per person) compared to the first three quarters of 2018. Visitors from U.S. East (+1.2% to \$212 per person) and Canada (+0.6% to \$167 per person) spent slightly more per day, while visitors from U.S. West (-1.3% to \$174 per person), Japan (-2.0% to \$235 per person) and All Other International Markets (-11.5% to \$218 per person) spent less.

Total visitor arrivals increased 5.5 percent to 7,858,876 in the first three quarters of 2019, supported by growth in arrivals from air service (+5.4% to 7,764,441) and cruise ships (+23.6% to 94,435). Visitor arrivals by air increased from U.S. West (+10.5% to 3,460,697), U.S. East (+4.0% to 1,752,473) and Japan (+3.3% to 1,152,900), but declined from Canada (-1.5% to 387,962) and from All Other International Markets (-3.2% to 1,010,409). Total visitor days¹ increased 2.9 percent. The statewide average daily census², or the number of visitors on any given day was 251,210, up 2.9 percent compared to a year ago.

Among the four larger islands, O'ahu recorded increases in visitor spending (+2.1% to \$6.18 billion) and visitor arrivals (+5.9% to 4,690,139), but daily spending was down (-3.0%) in the first three quarters of 2019 compared to the same period from a year ago. On Maui, visitor spending increased slightly (+0.8% to \$3.85 billion) due to growth in visitor arrivals (+4.7% to 2,321,871) but lower daily spending (-1.9%). The island of Hawai'i reported declines in visitor spending (-4.5% to \$1.72 billion) and daily spending (-4.1%), but visitor arrivals increased (+1.7% to 1,335,330). Kaua'i saw decreases in visitor spending (-6.3% to \$1.45 billion), daily spending (-3.3%) and visitor arrivals (-1.7% to 1,043,309).

A total of 10,230,151 trans-Pacific air seats serviced the Hawaiian Islands in the first three quarters of 2019, up 2.3 percent from a year ago. Air seat capacity increased from U.S. East (+5.4%), U.S.

¹ Aggregate number of days stayed by all visitors.

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

West (+4.6%) and Canada (+4.0%), offsetting fewer seats from Other Asia Markets (-13.6%), Oceania (-6.0%) and Japan (-1.8%).

September 2019 Visitor Results

For the month of September, total visitor spending statewide declined 3.9 percent to \$1.25 billion compared to a year ago. Visitor spending increased from U.S. West (+2.2% to \$468.5 million), but declined from U.S. East (-0.8% to \$295.4 million), Japan (-2.3% to \$188.0 million), Canada (-2.7% to \$40.5 million) and All Other International Markets (-18.4% to \$243.7 million).

Statewide average daily spending by visitors decreased to \$199 per person (-4.9%) in September due to lower spending from most markets except for U.S. East (+5.7%).

Total visitor arrivals increased 3.5 percent to 741,304 visitors in September year-over-year, boosted by growth in arrivals from air service (+2.4% to 723,341 visitors) and cruise ships (+86.5% to 17,963 visitors). Total visitor days increased 1.0 percent. The average daily census was 208,428, up 1.0 percent compared to a year ago.

In September, visitor arrivals from air service increased from U.S. West (+5.5% to 308,921) and Japan (+7.3% to 137,659), but declined from U.S. East (-1.7% to 136,981), Canada (-0.5% to 21,988) and All Other International Markets (-4.9% to 117,790) compared to a year ago.

For the month of September, visitor spending on O'ahu declined (-4.8% to \$610.1 million) due to lower daily spending (-6.6%), which offset growth in visitor arrivals (+2.3% to 463,963). Visitor spending on Maui rose slightly (+0.7% to \$341.1 million) with both daily spending (+2.3%) and visitor arrivals increasing (+0.6% to 212,114). The island of Hawai'i saw increases in visitor spending (+2.9% to \$146.2 million) and visitor arrivals (+10.4% to 111,809), but lower daily spending (-2.5%). Kaua'i recorded declines in visitor spending (-17.6% to \$128.6 million), daily spending (-11.4%) and visitor arrivals (-6.2% to 94,332).

Other Highlights:

- **U.S. West:** In the first three quarters of 2019, visitor arrivals rose from the Pacific (+11.2%) and Mountain (+10.6%) regions versus the same period last year. Daily visitor spending dropped to \$174 per person (-1.3%) as a result of decreases in transportation, food and beverage, and entertainment and recreation, while spending on lodging and shopping was similar to last year.

In September, visitor arrivals increased from the Mountain region (+8.0%) year-over-year, with growth in visitors from Arizona (+17.2%), Nevada (+5.6%) and Colorado (+5.1%). Arrivals also rose from the Pacific region (+5.1%) with more visitors from California (+7.2%).

- **U.S. East:** In the first three quarters of 2019, visitor arrivals increased from every region. Daily visitor spending rose to \$212 per person (+1.2%). Spending increased for lodging and food and beverage expenses. However, transportation expenditures declined as visitors spent less on interisland airfare due to fewer multi-island trips (-2.0%).

In September, visitor arrivals increased from the West South Central (+1.9%) and New England (+1.3%) regions, but declined from the South Atlantic (-5.1%), East South Central (-3.1%), West North Central (-2.4%), Mid Atlantic (-2.2%) and East North Central (-1.9%) regions compared to a year ago.

- **Japan:** In the first three quarters of 2019, more visitors stayed in timeshares (+10.9%), with friends and relatives (+11.5%), in condominiums (+3.0%) and hotels (+2.9%) compared to a year ago. Average daily visitor spending decreased to \$235 per person (-2.0%), primarily due to lower lodging and shopping expenses.

In September, more visitors went to multiple islands (+14.0%) year-over-year, marking the third consecutive month of growth in multiple-island visitation compared to the same timeframe a year ago.

- **Canada:** In the first three quarters of 2019, fewer visitors stayed in condominiums (-7.3%), timeshares (-4.4%) and hotels (-3.0%), while more visitors stayed with friends and relatives (+13.3%) and in rental homes (+2.6%) compared to a year ago. Average daily visitor spending rose slightly to \$167 per person (+0.6%). Lodging expenses increased, but shopping expenses declined versus a year ago.

In September, fewer visitors purchased packaged trips (-29.8%), while more visitors made their own travel arrangements (+11.0%) compared to a year ago.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals decreased in both the first three quarters of 2019 (-12.0% to 217,334) and the month of September (-10.5% to 32,268) versus a year ago. Daily visitor spending was slightly lower (-0.9% to \$266 per person) in the first nine months of 2019 compared to a year ago. Spending grew for food and beverage, and entertainment and recreation expenses, but declined for lodging, shopping and transportation.
- **New Zealand:** Visitor arrivals dropped in both the first three quarters of 2019 (-20.5% to 56,788) and in September (-29.3% to 7,571) compared to a year ago.
- **China:** Visitor arrivals declined in both the first three quarters of 2019 (-26.1% to 75,057) and in September (-49.5% to 5,641) versus a year ago. Daily visitor spending decreased (-10.4% to \$321 per person), due to lower spending on shopping, lodging, food and beverage, and entertainment and recreation expenses.
- **Korea:** Visitor arrivals were down in both the first three quarters of 2019 (-5.7% to 166,555) and in September (-12.1% to 16,362) compared to a year ago. Daily visitor spending dropped (-9.9% to \$266 per person), due to lower spending on lodging, shopping, food and beverage, entertainment and recreation, and transportation.
- **Taiwan:** Visitor arrivals increased in both the first three quarters of 2019 (+52.8% to 20,771) and in September (+25.1% to 1,863) versus a year ago.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland decreased in both the first three quarters of 2019 (-6.8% to 103,506) and in September (-2.1% to 14,066) compared to a year ago.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined in the first three quarters of 2019 (-6.7% to 19,670), but increased in September (+13.0% to 2,057) versus a year ago.

Island Highlights:

- **O‘ahu:** Through the first three quarters of 2019, both visitor spending (+2.1% to \$6.18 billion) and arrivals (+5.9% to 4,690,139) grew compared to the same period a year ago.

In September, visitor spending declined (-4.8% to \$610.1 million). Total visitor days were up (+1.9%), but daily spending decreased (-6.6% to \$197 per person). Arrivals rose (+2.3% to 463,963 visitors) with growth from U.S. West (+8.3%), Canada (+7.8%) and Japan (+5.2%) offsetting fewer visitors from U.S. East (-2.7%). The average daily census increased 1.9 percent to 103,177 visitors.

- **Maui:** Through the first three quarters of 2019, both visitor spending (+0.8% to \$3.85 billion) and visitor arrivals (+4.7% to 2,321,871) increased compared to a year ago.

In September, visitor spending rose slightly (+0.7% to \$341.1 million) year-over-year. Total visitor days declined (-1.5%) as a shorter length of stay (-2.2%) offset a modest growth in arrivals (+0.6% to 212,114). Daily spending was higher (+2.3% to \$217 per person) compared to a year ago. There were more visitors from U.S. West (+6.9%), but fewer visitors from Canada (-14.7%), Japan (-10.4%) and U.S. East (-1.5%). The average daily census decreased 1.5 percent to 52,389 visitors.

- **Island of Hawai‘i:** Through the first three quarters of 2019, visitor spending declined (-4.5% to \$1.72 billion) while visitor arrivals increased (+1.7% to 1,335,330) compared to a year ago.

In September, visitor spending grew (+2.9% to \$146.2 million), supported by growth in visitor days (+5.6%) which offset lower daily spending (-2.5% to \$182 per person). Arrivals increased (+10.4% to 111,809) with growth in visitors from Japan (+35.4%), Canada (+33.2%), U.S. West (+8.3%) and U.S. East (+4.7%). The average daily census grew 5.6 percent to 26,716 visitors.

- **Kaua‘i:** Through the first three quarters of 2019, visitor spending (-6.3% to \$1.45 billion) and visitor arrivals (-1.7% to 1,043,309) were down compared to the same period last year.

In September, visitor spending declined (-17.6% to \$128.6 million) as a result of decreased visitor days (-7.0%) and lower daily spending (-11.4% to \$195 per person). Visitor arrivals dropped (-6.2% to 94,332 visitors) with more visitors from Japan (+17.2%) and Canada (+5.1%), but fewer visitors from U.S. East (-8.8%) and U.S. West (-6.7%). The average daily census dropped 7.0 percent to 21,958 visitors.

Air Seats to Hawai‘i:

In the first three quarters of 2019, total trans-Pacific air seat capacity statewide increased (+2.3% to 10,230,151 seats) compared to the same period from a year ago, with growth in seats serving Kahului (+8.2%), Honolulu (+1.3%) and Līhu‘e (+0.5%). Fewer air seats served Hilo (-17.1%) due to a reduction in service from Los Angeles. Seat capacity to Kona (-1.1%) also decreased.

In September, total air capacity statewide dropped slightly (-0.7% to 1,012,883 seats) and was comprised of 1,006,682 scheduled air seats (+0.2%) and 6,201 charter seats (-58.9%). There were more air seats to Kahului (+9.0% to 204,957), but fewer seats to Honolulu (-2.2% to 666,292), Kona (-4.5% to 74,540) and Līhu‘e (-7.9% to 63,608). Air capacity to Hilo (3,486 seats) was unchanged from the previous year.

- Scheduled air seats from the U.S. West market grew (+3.1%) in September versus a year ago. Increased service from Oakland (+64.5%), Sacramento (+52.4%), Denver (+22.4%) and San Jose (+18.9%) offset fewer air seats from Salt Lake City (-26.2%), Portland (-17.5%), Los Angeles (-5.1%) and Seattle (-1.5%).
- Scheduled air seats from the U.S. East market were up (+8.0%) in September compared to a year ago. The addition of service from Boston (+6,394 seats, started April 2019) and growth in seats from Dallas (+2.5%) offset fewer seats from Chicago (-8.1%) and Atlanta (-7.0%).
- Scheduled air seats from Japan declined (-5.3%) in September versus a year ago. A U.S. domestic carrier discontinued service from Fukuoka in May 2019 (-4,972 seats). In addition, there were fewer seats from Osaka to Honolulu (-26.0%) as a low-cost carrier ended service and another international carrier reduced service in May 2019. Seats from Narita increased (+6.3%) with the launch of A380 service (started May 2019).
- Scheduled air seats from Canada decreased (-13.9%) in September compared to a year ago, with fewer seats from Vancouver.
- Scheduled air seats from Oceania dropped (-6.6%) in September versus a year ago, with fewer seats from Auckland, New Zealand (-28.6%). From the Australia market, there were more seats from Melbourne (+21.4%) and Brisbane (+15.4%), but fewer seats from Sydney (-1.6%).
- Scheduled air seats from Other Asia Markets declined (-19.1%) in September compared to a year ago. There were more seats from Taipei, Taiwan (+44.4%), but less seats from Seoul, Korea (-11.1%). From the China market, there was a reduction (-6,779 seats) out of Beijing as a domestic carrier discontinued nonstop service in October 2018; and an international carrier ended the remaining nonstop flights in late August 2019. Air capacity from Shanghai (7,300 seats) was unchanged from the previous year.

Cruise Ship Visitors:

- In the first three quarters of 2019, a total of 94,435 visitors entered the Hawaiian Islands aboard 44 out-of-state cruise ships. Some of these ships were larger in capacity than the 42 cruise ships that carried 76,412 visitors in the same period a year ago. Visitor arrivals from air service by travelers who embarked on cruise ships in Hawai'i were comparable to last year (+0.3% to 94,947). Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) increased (+10.7% to 189,382) compared to a year ago.
- In September, seven out-of-state cruise ships brought 17,963 visitors to Hawai'i. One ship carrying nearly 4,300 passengers made her inaugural port call to Kona and her second visit to Honolulu this year. In comparison, four ships that carried 9,632 visitors came in September 2018.

Arrivals by air service to board cruise ships dropped (-22.6%), as September had only four Saturdays which allowed for four tours of the Hawai'i home-ported cruise ship. This is in comparison to the previous year, which had five Saturdays and five tours. Total cruise visitors increased in September (+27.7% to 26,696) compared to a year ago.

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Technical Notes:

Final 2018 Statistics: The 2018 visitor data presented in this news release are the final numbers and reflect updated immigration statistics from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO), updated air fare statistics from the DIIO Mi. airline database (DIIO) and final reports from airlines and cruise ships. These statistics are published in the Hawai'i Tourism Authority 2018 Annual Visitor Research Report, which is posted on the HTA website:

<https://www.hawaii tourism authority.org/research/annual-visitor-research-reports/>

2019 Data: The January-June 2019 International data for Japan, Other Asia, Oceania, Europe and Latin America countries presented in this press release were revised from previous press releases utilizing updated immigration statistics from NTTO.

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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SEPTEMBER 2019 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2019P	2018	% change	2019P YTD	2018 YTD	% change
TOTAL EXPENDITURES (\$mil.)	1,245.0	1,295.6	-3.9	13,347.0	13,353.7	-0.1
Total by air	1,236.1	1,288.9	-4.1	13,312.9	13,325.4	-0.1
U.S. Total	763.9	756.1	1.0	8,773.9	8,427.3	4.1
U.S. West	468.5	458.3	2.2	5,177.2	4,918.8	5.3
U.S. East	295.4	297.8	-0.8	3,596.7	3,508.5	2.5
Japan	188.0	192.5	-2.3	1,609.3	1,608.7	0.0
Canada	40.5	41.6	-2.7	783.9	804.7	-2.6
All Others	243.7	298.6	-18.4	2,145.8	2,484.7	-13.6
Visitor arrivals by cruise ships	8.9	6.8	31.3	34.1	28.3	20.5
TOTAL VISITOR DAYS	6,252,850	6,190,763	1.0	68,580,257	66,649,867	2.9
Total by air	6,161,757	6,134,891	0.4	68,137,811	66,315,932	2.7
U.S. Total	3,902,360	3,911,427	-0.2	46,750,390	44,671,167	4.7
U.S. West	2,618,503	2,542,803	3.0	29,791,011	27,931,409	6.7
U.S. East	1,283,857	1,368,624	-6.2	16,959,379	16,739,757	1.3
Japan	813,016	760,079	7.0	6,843,530	6,702,153	2.1
Canada	255,721	242,699	5.4	4,700,077	4,853,004	-3.2
All Others	1,190,660	1,220,686	-2.5	9,843,814	10,089,608	-2.4
Visitor arrivals by cruise ships	91,092.8	55,872.0	63.0	442,446.3	333,935.9	32.5
VISITOR ARRIVALS	741,304	716,055	3.5	7,858,876	7,446,502	5.5
Total by air	723,341	706,423	2.4	7,764,441	7,370,090	5.4
U.S. Total	445,903	432,115	3.2	5,213,170	4,816,499	8.2
U.S. West	308,921	292,805	5.5	3,460,697	3,132,204	10.5
U.S. East	136,981	139,310	-1.7	1,752,473	1,684,295	4.0
Japan	137,659	128,342	7.3	1,152,900	1,115,805	3.3
Canada	21,988	22,109	-0.5	387,962	393,947	-1.5
All Others	117,790	123,857	-4.9	1,010,409	1,043,839	-3.2
Visitor arrivals by cruise ships	17,963.3	9,631.9	86.5	94,435.2	76,412.2	23.6
AVERAGE LENGTH OF STAY	8.43	8.65	-2.4	8.73	8.95	-2.5
Total by air	8.52	8.68	-1.9	8.78	9.00	-2.5
U.S. Total	8.75	9.05	-3.3	8.97	9.27	-3.3
U.S. West	8.48	8.68	-2.4	8.61	8.92	-3.5
U.S. East	9.37	9.82	-4.6	9.68	9.94	-2.6
Japan	5.91	5.92	-0.3	5.94	6.01	-1.2
Canada	11.63	10.98	5.9	12.11	12.32	-1.7
All Others	10.11	9.86	2.6	9.74	9.67	0.8
Visitor arrivals by cruise ships	5.1	5.8	-12.6	4.7	4.4	7.2
PER PERSON PER DAY SPENDING (\$)	199.1	209.3	-4.9	194.6	200.4	-2.9
Total by air	200.6	210.1	-4.5	195.4	200.9	-2.8
U.S. Total	195.7	193.3	1.3	187.7	188.7	-0.5
U.S. West	178.9	180.2	-0.7	173.8	176.1	-1.3
U.S. East	230.1	217.6	5.7	212.1	209.6	1.2
Japan	231.2	253.3	-8.7	235.2	240.0	-2.0
Canada	158.3	171.5	-7.7	166.8	165.8	0.6
All Others	204.7	244.6	-16.3	218.0	246.3	-11.5
Visitor arrivals by cruise ships	97.3	120.9	-19.5	77.0	84.7	-9.0
PER PERSON PER TRIP SPENDING (\$)	1,679.4	1,809.4	-7.2	1,698.3	1,793.3	-5.3
Total by air	1,708.9	1,824.5	-6.3	1,714.6	1,808.0	-5.2
U.S. Total	1,713.1	1,749.9	-2.1	1,683.0	1,749.7	-3.8
U.S. West	1,516.6	1,565.3	-3.1	1,496.0	1,570.4	-4.7
U.S. East	2,156.4	2,137.8	0.9	2,052.3	2,083.1	-1.5
Japan	1,365.7	1,500.0	-9.0	1,395.9	1,441.7	-3.2
Canada	1,841.1	1,882.3	-2.2	2,020.5	2,042.7	-1.1
All Others	2,069.1	2,410.9	-14.2	2,123.7	2,380.4	-10.8
Visitor arrivals by cruise ships	493.5	701.2	-29.6	361.0	370.1	-2.5

P=Preliminary data.

Technical notes: January – June 2019 International data for Japan, Other Asia, Oceania, Europe and Latin America countries were revised from previous press releases with updated immigration statistics from the National Travel and Tourism Office (NTTO). 2018 data are the final numbers and reflect updated immigration statistics from NTTO, updated air fare statistics from DIIO MI, and final reports from airlines and cruise ships.

SEPTEMBER 2019 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2019P	2018	% change	2019P YTD	2018 YTD	% change
TOTAL EXPENDITURES (\$mil.)	1,245.0	1,295.6	-3.9	13,347.0	13,353.7	-0.1
Total by air	1,236.1	1,288.9	-4.1	13,312.9	13,325.4	-0.1
O'ahu	610.1	641.2	-4.8	6,177.6	6,050.2	2.1
Maui	341.1	338.7	0.7	3,850.3	3,820.0	0.8
Moloka'i	1.8	4.4	-59.0	25.56	28.4	-10.1
Lāna'i	8.4	6.6	26.4	91.1	79.8	14.2
Kaua'i	128.6	156.0	-17.6	1,446.8	1,543.5	-6.3
Haw aii Island	146.2	142.0	2.9	1,721.5	1,803.5	-4.5
Visitor arrivals by cruise ships	8.9	6.8	31.3	34.1	28.3	20.5
TOTAL VISITOR DAYS	6,252,850	6,190,763	1.0	68,580,257	66,649,867	2.9
Total by air	6,161,757	6,134,891	0.4	68,137,811	66,315,932	2.7
O'ahu	3,095,308	3,038,726	1.9	32,201,230	30,581,088	5.3
Maui	1,571,660	1,596,244	-1.5	18,187,429	17,705,111	2.7
Moloka'i	16,763	17,097	-2.0	204,188	207,965	-1.8
Lāna'i	17,830	15,609	14.2	203,627	193,429	5.3
Kaua'i	658,727	708,192	-7.0	7,685,600	7,926,372	-3.0
Haw aii Island	801,469	759,024	5.6	9,655,737	9,701,967	-0.5
Visitor arrivals by cruise ships	91,093	55,872	63.0	442,446	333,936	32.5
VISITOR ARRIVALS	741,304	716,055	3.5	7,858,876	7,446,502	5.5
Total by air	723,341	706,423	2.4	7,764,441	7,370,090	5.4
O'ahu	463,963	453,390	2.3	4,690,139	4,428,847	5.9
Maui	212,114	210,756	0.6	2,321,871	2,217,050	4.7
Moloka'i	6,353	4,471	42.1	49,772	44,691	11.4
Lāna'i	5,659	5,294	6.9	68,151	57,552	18.4
Kaua'i	94,332	100,576	-6.2	1,043,309	1,061,661	-1.7
Haw aii Island	111,809	101,245	10.4	1,335,330	1,312,719	1.7
Visitor arrivals by cruise ships	17,963	9,632	86.5	94,435	76,412	23.6
AVERAGE LENGTH OF STAY	8.43	8.65	-2.4	8.73	8.95	-2.5
Total by air	8.52	8.68	-1.9	8.78	9.00	-2.5
O'ahu	6.67	6.70	-0.5	6.87	6.90	-0.6
Maui	7.41	7.57	-2.2	7.83	7.99	-1.9
Moloka'i	2.64	3.82	-31.0	4.10	4.65	-11.8
Lāna'i	3.15	2.95	6.9	2.99	3.36	-11.1
Kaua'i	6.98	7.04	-0.8	7.37	7.47	-1.3
Haw aii Island	7.17	7.50	-4.4	7.23	7.39	-2.2
Visitor arrivals by cruise ships	5.07	5.80	-12.6	4.69	4.37	7.2
PER PERSON PER DAY SPENDING (\$)	199.1	209.3	-4.9	194.6	200.4	-2.9
Total by air	200.6	210.1	-4.5	195.4	200.9	-2.8
O'ahu	197.1	211.0	-6.6	191.8	197.8	-3.0
Maui	217.0	212.2	2.3	211.7	215.8	-1.9
Moloka'i	106.8	255.7	-58.2	125.2	136.7	-8.4
Lāna'i	468.7	423.5	10.7	447.4	412.5	8.5
Kaua'i	195.2	220.3	-11.4	188.3	194.7	-3.3
Haw aii Island	182.4	187.1	-2.5	178.3	185.9	-4.1
Visitor arrivals by cruise ships	97.3	120.9	-19.5	77.0	84.7	-9.0
PER PERSON PER TRIP SPENDING (\$)	1,679.4	1,809.4	-7.2	1,698.3	1,793.3	-5.3
Total by air	1,708.9	1,824.5	-6.3	1,714.6	1,808.0	-5.2
O'ahu	1,315.0	1,414.2	-7.0	1,317.1	1,366.1	-3.6
Maui	1,608.1	1,606.9	0.1	1,658.3	1,723.0	-3.8
Moloka'i	281.9	977.8	-71.2	513.5	636.1	-19.3
Lāna'i	1,476.8	1,248.7	18.3	1,336.6	1,386.3	-3.6
Kaua'i	1,362.9	1,551.1	-12.1	1,386.8	1,453.9	-4.6
Haw aii Island	1,307.5	1,402.9	-6.8	1,289.2	1,373.9	-6.2
Visitor arrivals by cruise ships	493.5	701.2	-29.6	361.0	370.1	-2.5

P=Preliminary data.

Technical notes: January – June 2019 International data for Japan, Other Asia, Oceania, Europe and Latin America countries were revised from previous press releases with updated immigration statistics from the National Travel and Tourism Office (NTTO). 2018 data are the final numbers and reflect updated immigration statistics from NTTO, updated air fare statistics from DIIO Mi. and final reports from airlines and cruise ships