



Fact Sheet: Benefits of Hawai'i's Tourism Economy

Hawai'i Tourism Industry in 2019¹

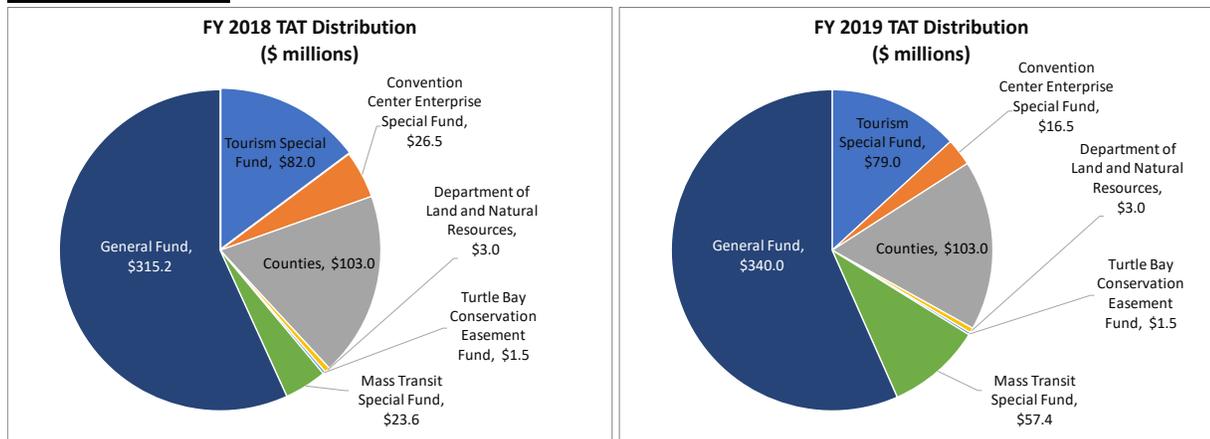
Tourism is the largest single source of private capital for Hawai'i's economy. In the first 11 months of 2019, Hawai'i's tourism economy has recorded.

- **Visitor Spending: \$16.0 billion** (+0.5%, +\$77.9 million YOY versus the first 11 months of 2018²).
 - ❖ Statewide: \$47.9 million in average visitor spending daily:
 - O'ahu: \$22.2 million per day
 - Maui: \$13.8 million per day
 - Island of Hawai'i: \$6.2 million per day
 - Kaua'i: \$5.2 million per day
- **State Tax Revenue: \$1.87 billion** (+0.5%, +\$9.1 million YOY versus the first 11 months of 2018).
- **Visitor Arrivals: 9,470,706** (+5.4% YOY versus the first 11 months of 2018).
 - ❖ On any given day were 246,000 visitors in the Hawaiian Islands.
- **Air Seats: 12,366,567** (+2.6% YOY versus the first 11 months of 2018).

Opportunities for Continued Growth

- Increased arrivals during shoulder periods: April-May and October-November.
- Renovations, upgrades to Hawai'i's tourism product (hotels, attractions, natural resources).
- Increased distribution of visitors to the neighbor islands.

TAT Collections



- FY 2017: The state collected \$508.38 million in transient accommodations tax (TAT=9.25%).

¹ 2019 visitor statistics are preliminary. January – June 2019 International data for Japan, Other Asia, Oceania, Europe and Latin America countries were revised with updated immigration statistics from the Travel and Tourism Office (NTTO). 2019 total visitor spending is in nominal dollars (not adjusted for inflation) and does not include supplemental business spending.

² 2018 data are the final numbers and reflect updated immigration statistics from the NTTO, updated air fare statistics from DIIO Mi and final reports from airlines and cruise ships. 2018 total visitor spending is in nominal dollars and does not include supplemental business spending.

- FY 2018: The state collected \$554.9 million in TAT, an increase of 9.2% compared to FY 2017. (The TAT rate was increased to 10.25%, effective January 1, 2018. Tax revenues generated to be allocated to the Mass Transit Special Fund).
- FY 2019: The state collected \$600.3 million in TAT, an increase of 8.2% compared to FY 2018.
- FY 2020: Through August 2019, the state collected \$61.2 million in TAT, an increase of 14.7% compared to FY 2019 through August 2018.

Hawai'i Tourism Industry in 2018

Hawai'i's tourism industry saw sustained growth in total visitor spending and visitor arrivals in 2018. This marked the seventh straight year of growth in both categories.

- **Visitor Spending: \$17.64 billion³** (+5.1%, +\$848.13 million YOY versus 2017).
 - ❖ Statewide: \$48.3 million in average visitor spending daily:
 - O'ahu: \$21.8 million per day
 - Maui: \$13.7 million per day
 - Island of Hawai'i: \$6.4 million per day
 - Kaua'i: \$5.5 million per day
- **State Tax Revenue⁴: \$2.06 billion** (+\$99.0 million YOY versus 2017).
- **Visitor Arrivals: 9,888,845 (+5.2% YOY versus 2017).**
 - ❖ On any given day were 242,000 visitors in the Hawaiian Islands.
- **Jobs supported: 213,000**
- **Air Seats: 13,239,175 (+8.2% YOY versus 2017).**

Hotel Occupancy Rates:

Occupancy Rate	2018	2017	2016	2015
State	80.0%	80.2%	79.1%	78.7%
O'ahu	83.8%	83.5%	84.2%	85.1%
Maui County	75.9%	77.1%	75.8%	74.3%
Island of Hawai'i	73.3%	74.8%	68.7%	65.7%
Kaua'i	76.6%	75.8%	72.6%	71.1%

Source: STR, Inc.

Hawai'i Tourism: A Decade of Recovery Leading to Growth

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2017	\$46.0 million	203,000
2016	\$43.5 million	194,000
2015	\$41 million	177,000
2014	\$41 million	174,000
2013	\$40 million	168,000
2012	\$39 million	167,000
2011	\$34 million	156,000
2010	\$30 million	145,000
2009	\$27 million	134,000
2008	\$31 million	151,000
2007	\$35 million	172,000

³ Includes supplemental business spending

⁴ State government tax revenue generated (direct, indirect and induced)