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 2019, Hawai‘i’s tourism economy has recorded.

- **Visitor Spending: $17.75 billion (+1.4%, +$244.4 million YOY versus 2018²).**
  - Statewide: $48.6 million in average visitor spending daily:
    - O‘ahu: $22.4 million per day
    - Maui: $14.0 million per day
    - Island of Hawai‘i: $6.4 million per day
    - Kaua‘i: $5.2 million per day

- **State Tax Revenue: $2.07 billion (+1.4%, +$28.5 million YOY versus 2018).**

- **Visitor Arrivals: 10,424,995 (+5.4% YOY versus 2018).**
  - On any given day were 249,000 visitors in the Hawaiian Islands.

- **Jobs supported: 216,000**

- **Air Seats: 13,619,349 (+2.9% YOY versus 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 2018 TAT Distribution ($ millions)

- General Fund, $315.2
- Tourism Special Fund, $82.0
- Counties, $103.0
- Department of Land and Natural Resources, $3.0
- Turtle Bay Conservation Easement Fund, $1.5
- Mass Transit Special Fund, $23.6

FY 2019 TAT Distribution ($ millions)

- General Fund, $340.0
- Tourism Special Fund, $79.0
- Counties, $103.0
- Department of Land and Natural Resources, $3.0
- Turtle Bay Conservation Easement Fund, $1.5
- Mass Transit Special Fund, $57.4

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

¹ 2019 visitor statistics are preliminary.
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 billion\(^3\) (+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 Revenue\(^4\): $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:

<table>
<thead>
<tr>
<th>Occupancy Rate</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>79.8%</td>
<td>80.2%</td>
<td>79.1%</td>
<td>78.7%</td>
</tr>
<tr>
<td>O‘ahu</td>
<td>83.9%</td>
<td>83.5%</td>
<td>84.2%</td>
<td>85.1%</td>
</tr>
<tr>
<td>Maui County</td>
<td>75.9%</td>
<td>77.0%</td>
<td>75.8%</td>
<td>74.3%</td>
</tr>
<tr>
<td>Island of Hawai‘i</td>
<td>72.2%</td>
<td>74.8%</td>
<td>68.7%</td>
<td>65.7%</td>
</tr>
<tr>
<td>Kaua‘i</td>
<td>75.4%</td>
<td>75.7%</td>
<td>72.6%</td>
<td>71.1%</td>
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</tbody>
</table>

Source: STR, Inc.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Daily Expenditures, Includes Supplemental Business</th>
<th># of Jobs Supported</th>
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</thead>
<tbody>
<tr>
<td>2017</td>
<td>$46.0 million</td>
<td>203,000</td>
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<tr>
<td>2016</td>
<td>$43.5 million</td>
<td>194,000</td>
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<tr>
<td>2015</td>
<td>$41 million</td>
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<tr>
<td>2014</td>
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<tr>
<td>2011</td>
<td>$34 million</td>
<td>156,000</td>
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<tr>
<td>2010</td>
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<tr>
<td>2009</td>
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<td>134,000</td>
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<tr>
<td>2007</td>
<td>$35 million</td>
<td>172,000</td>
</tr>
</tbody>
</table>

\(^3\) Includes supplemental business spending
\(^4\) State government tax revenue generated (direct, indirect and induced)