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Hawai'i Visitor Statistics Released for April 2020

HONOLULU – In April 2020, visitor arrivals to the Hawaiian Islands decreased 99.5 percent compared to a year ago due to the COVID-19 pandemic, according to preliminary statistics released today by the Hawai'i Tourism Authority's (HTA) Tourism Research Division.

All passengers arriving from out-of-state (since March 26) and traveling interisland (since April 1) are required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or health care. The state's four counties enforced strict stay-at-home orders and curfews in April. Nearly all trans-Pacific flights to Hawai'i were cancelled. In addition, the U.S. Centers for Disease Control and Prevention (CDC) renewed its "No Sail Order" on all cruise ships until late July 2020.

In April, a total of 4,564 visitors traveled to Hawai'i by air service compared to 856,250 total visitors (by air and cruise ships) during the same period a year ago. Most of the visitors were from U.S. West (3,016, -99.2%) and U.S. East (1,229, -99.2%). A few visitors came from Japan (13, -100.0%), Canada (9, -100.0%) and All Other International Markets (298, -99.7%). Total visitor days¹ dropped 98.2 percent compared to a year ago.

A total of 95,985 trans-Pacific air seats serviced the Hawaiian Islands in April, down 91.4 percent from a year ago. There were no scheduled seats from Oceania and Canada, and very few scheduled seats from Japan (-99.5%), Other Asia (-99.4%), U.S. East (-97.7%), U.S. West (-88.7%) and Other countries (-62.1%).

Year-to-Date 2020

In the first four months of 2020, total visitor arrivals dropped 37.3 percent to 2,130,051 visitors, with considerably fewer arrivals by air service (-37.0% to 2,100,259) and by cruise ships (-53.8% to 29,792) versus a year ago. Total visitor days fell 34.5 percent.

Year-to-date, visitor arrivals by air service decreased from U.S. West (-35.8% to 911,899), U.S. East (-30.0% to 515,537), Japan (-40.5% to 294,241), Canada (-41.3% to 155,744) and All Other International Markets (-46.5% to 222,837).

Other Highlights:

- **U.S. West:** In April, 2,327 visitors arrived from the Pacific region compared to 320,012 a year ago, and 650 visitors came from the Mountain region compared to 63,914 a year ago. Year-to-date, visitor arrivals declined significantly from both the Pacific (-37.8% to 689,079) and Mountain (-28.8% to 202,724) regions compared to the same period a year ago.

¹ Aggregate number of days stayed by all visitors.

- **U.S. East:** Through the first four months of the year, visitor arrivals dropped considerably from all regions. The three largest regions, East North Central (-32.1% to 109,490), West North Central (-21.3% to 93,899) and South Atlantic (-35.0% to 93,696) saw substantial decreases compared to the same period a year ago.
- **Japan:** In April, 13 visitors arrived from Japan compared to 119,492 visitors a year ago. Year-to-date, arrivals fell 40.5 percent to 294,241 visitors.
- **Canada:** In April, nine visitors arrived from Canada compared to 55,690 visitors a year ago. Year-to-date arrivals decreased to 155,744 visitors (-41.3%).

Highlights from All Other International Markets:

- **Australia:** Three visitors traveled to Hawai'i in April compared to 23,473 visitors a year ago. Through the first four months of 2020, arrivals dropped 38.1 percent to 50,070 visitors versus a year ago.
- **New Zealand:** There were five visitors in April versus 7,363 visitors a year ago. Through the first four months of 2020, arrivals declined to 10,687 visitors (-42.6%).
- **China:** Six visitors arrived in April compared to 6,516 visitors a year ago. Year-to-date, arrivals decreased 72.2 percent to 9,958 visitors.
- **Korea:** There were 15 visitors in April versus 14,900 visitors a year ago. Through the first four months of 2020, arrivals fell 46.7 percent to 41,629 visitors.
- **Taiwan:** There were five visitors in April compared to 1,288 visitors a year ago. Year-to-date, arrivals dropped 44.6 percent to 3,453 visitors.
- **Europe:** There were 24 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in April versus 11,321 visitors a year ago. Through the first four months of 2020, arrivals decreased 43.1 percent to 20,419 visitors.
- **Latin America:** Six visitors arrived from Latin America (Mexico, Brazil and Argentina) in April compared to 2,910 visitors a year ago. Year-to-date, arrivals dropped 42.2 percent to 5,062 visitors.

Island Highlights:

- **O'ahu:** In April, total visitor days dropped 97.5 percent compared to a year ago. There were 3,150 visitors on O'ahu in April versus 494,125 visitors a year ago. Through the first four months of 2020, visitor arrivals decreased 37.9 percent to 1,226,162 visitors.
- **Maui:** In April, total visitor days decreased 99.3 percent from a year ago. There were 647 visitors on Maui in April versus 248,042 visitors a year ago. Year-to-date, arrivals dropped 38.4 percent to 603,835 visitors.
- **Kaua'i:** In April, visitor days declined 99.2 percent compared to a year ago. There were 308 visitors on Kaua'i in April compared to 105,792 visitors a year ago. Through the first four months of 2020, visitor arrivals decreased 36.0 percent to 281,989 visitors.

- **Hawai'i Island:** In April, visitor days decreased 97.9 percent from a year ago. There were 705 visitors on Hawai'i island in April compared to 130,364 visitors a year ago. Through the first four months of 2020, arrivals dropped 33.4 percent to 390,843 visitors.

Air Seats to Hawai'i:

In April, total air capacity dropped 91.4 percent to 95,985 seats, comprised of 90,286 scheduled air seats (-91.8%) and 5,699 charter seats (-57.9%). Service to Hilo was suspended and there were very few air seats serving Honolulu (-88.4% to 79,193), Kahului (-96.7% to 7,996), Kona (-95.4% to 4,781) and Līhu'e (-95.0% to 4,015) compared to a year ago.

- Scheduled seats from U.S. West decreased 88.7 percent in April. Service was suspended from many routes to Hawai'i. A few exceptions were Los Angeles (-84.7% to 32,352 seats), San Francisco (-86.1% to 16,938 seats), Seattle (-81.9% to 15,722 seats) and Oakland (-78.6% to 10,850 seats) which saw drastically reduced service compared to a year ago.
- Scheduled air seats from U.S. East plunged 97.7 percent in April. Flights from most routes were canceled for the entire month. Service from Chicago to Honolulu (-93.0% to 1,284 seats) and Houston to Honolulu (-92.2% to 856) operated at the beginning of April before being suspended.
- Scheduled air seats from Japan dropped 99.5 percent in April year-over-year. There was service from Haneda to Honolulu (-96.9% to 744 seats) at the beginning of the month until it was canceled.
- There were no scheduled seats from Canada in April compared to 58,428 seats a year ago.
- There were no scheduled air seats from Oceania in April compared to 42,834 seats a year ago.
- Scheduled seats from Other Asia markets declined 99.4 percent in April. There were no flights from China and Taiwan. There was one scheduled flight from Seoul to Honolulu at the beginning of the month before it was suspended.
- Scheduled seats from Other markets (Apia, Christmas Island, Guam, Majuro, Manila, Pago Pago and Papeete) decreased 62.1 percent in April compared to a year ago. Flights from most routes were canceled with the exception of Guam-Honolulu with 9,464 seats (-13.3%).
- Year-to-date, total air capacity statewide dropped 24.7 percent to 3,348,785 seats, with declines in air seats serving Honolulu (-24.9% to 2,049,529), Kahului (-21.4% to 725,309), Kona (-25.2% to 334,328), Līhu'e (-31.8% to 230,655) and Hilo (-31.1% to 8,964).

Cruise Ship Visitors:

- In April, sails on the Hawai'i home-ported cruise ship were suspended and no out-of-state cruise ships were allowed into the islands. During the same month a year ago, 11,942 visitors came by air to board the Hawai'i home-ported cruise ship and 10 out-of-state cruise ships came with 24,805 visitors.
- Year-to-date, 29,792 visitors entered Hawai'i on 20 out-of-state cruise ships. Several of those ships were smaller in capacity compared to the 31 cruise ships that carried 64,437 visitors in the first four months of 2019.
- There were 52,705 total cruise visitors in the first four months of 2020, down 50.6 percent from a year ago.

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Technical Notes:

Tables of preliminary 2020 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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APRIL 2020 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2020P	2019P	% change	2020P YTD	2019P YTD	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,327.0	N/A	N/A	5,858.9	N/A
Total by air	N/A	1,318.5	N/A	N/A	5,838.4	N/A
U.S. Total	N/A	840.2	N/A	N/A	3,720.6	N/A
U.S. West	N/A	554.0	N/A	N/A	2,195.2	N/A
U.S. East	N/A	286.2	N/A	N/A	1,525.4	N/A
Japan	N/A	162.5	N/A	N/A	679.9	N/A
Canada	N/A	97.1	N/A	N/A	552.8	N/A
All Others	N/A	218.8	N/A	N/A	885.2	N/A
Visitor arrivals by cruise ships	N/A	8.5	N/A	N/A	20.5	N/A
TOTAL VISITOR DAYS	123,355	7,048,061	-98.2	19,687,461	30,078,423	-34.5
Total by air	123,355	6,925,607	-98.2	19,545,759	29,790,685	-34.4
U.S. Total	113,567	4,627,778	-97.5	13,592,374	19,647,180	-30.8
U.S. West	74,338	3,209,036	-97.7	8,247,640	12,347,790	-33.2
U.S. East	39,229	1,418,742	-97.2	5,344,734	7,299,389	-26.8
Japan	559	700,649	-99.9	1,729,882	2,885,995	-40.1
Canada	285	632,652	-100.0	2,053,718	3,301,043	-37.8
All Others	8,943	964,528	-99.1	2,169,786	3,956,466	-45.2
Visitor arrivals by cruise ships	0	122,454	-100.0	141,701	287,738	-50.8
VISITOR ARRIVALS	4,564	856,250	-99.5	2,130,051	3,398,519	-37.3
Total by air	4,564	831,445	-99.5	2,100,259	3,334,082	-37.0
U.S. Total	4,245	548,058	-99.2	1,427,436	2,157,539	-33.8
U.S. West	3,016	390,802	-99.2	911,899	1,421,446	-35.8
U.S. East	1,229	157,256	-99.2	515,537	736,093	-30.0
Japan	13	119,492	-100.0	294,241	494,438	-40.5
Canada	9	55,690	-100.0	155,744	265,215	-41.3
All Others	298	108,206	-99.7	222,837	416,889	-46.5
Visitor arrivals by cruise ships	0	24,805	-100.0	29,792	64,437	-53.8
AVERAGE DAILY CENSUS	4,112	234,935	-98.2	162,706	250,654	-35.1
Total by air	4,112	230,854	-98.2	161,535	248,256	-34.9
U.S. Total	3,786	154,259	-97.5	112,334	163,726	-31.4
U.S. West	2,478	106,968	-97.7	68,162	102,898	-33.8
U.S. East	1,308	47,291	-97.2	44,171	60,828	-27.4
Japan	19	23,355	-99.9	14,297	24,050	-40.6
Canada	10	21,088	-100.0	16,973	27,509	-38.3
All Others	298	32,151	-99.1	17,932	32,971	-45.6
Visitor arrivals by cruise ships	0	4,082	-100.0	1,171	2,398	-51.2
AVERAGE LENGTH OF STAY	27.03	8.23	228.3	9.24	8.85	4.4
Total by air	27.03	8.33	224.5	9.31	8.94	4.2
U.S. Total	26.75	8.44	216.9	9.52	9.11	4.6
U.S. West	24.65	8.21	200.2	9.04	8.69	4.1
U.S. East	31.93	9.02	253.9	10.37	9.92	4.5
Japan	43.63	5.86	644.1	5.88	5.84	0.7
Canada	32.40	11.36	185.2	13.19	12.45	5.9
All Others	30.03	8.91	236.9	9.74	9.49	2.6
Visitor arrivals by cruise ships		4.94		4.76	4.47	6.5
PER PERSON PER DAY SPENDING (\$)	N/A	188.3	N/A	N/A	194.8	N/A
Total by air	N/A	190.4	N/A	N/A	196.0	N/A
U.S. Total	N/A	181.6	N/A	N/A	189.4	N/A
U.S. West	N/A	172.6	N/A	N/A	177.8	N/A
U.S. East	N/A	201.7	N/A	N/A	209.0	N/A
Japan	N/A	231.9	N/A	N/A	235.6	N/A
Canada	N/A	153.4	N/A	N/A	167.5	N/A
All Others	N/A	226.9	N/A	N/A	223.7	N/A
Visitor arrivals by cruise ships	N/A	69.5	N/A	N/A	71.3	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,549.8	N/A	N/A	1,724.0	N/A
Total by air	N/A	1,585.8	N/A	N/A	1,751.1	N/A
U.S. Total	N/A	1,533.0	N/A	N/A	1,724.5	N/A
U.S. West	N/A	1,417.7	N/A	N/A	1,544.3	N/A
U.S. East	N/A	1,819.6	N/A	N/A	2,072.3	N/A
Japan	N/A	1,359.6	N/A	N/A	1,375.1	N/A
Canada	N/A	1,742.8	N/A	N/A	2,084.3	N/A
All Others	N/A	2,022.3	N/A	N/A	2,123.3	N/A
Visitor arrivals by cruise ships	N/A	343.2	N/A	N/A	318.5	N/A

P=Preliminary data.

Source: Hawai'i Tourism Authority

APRIL 2020 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2020P	2019P	% change	2020P YTD	2019P YTD	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,327.0	N/A	N/A	5,858.9	N/A
Total by air	N/A	1,318.5	N/A	N/A	5,838.4	N/A
O'ahu	N/A	627.5	N/A	N/A	2,647.1	N/A
Maui	N/A	391.9	N/A	N/A	1,720.2	N/A
Moloka'i	N/A	3.3	N/A	N/A	13.1	N/A
Lāna'i	N/A	8.5	N/A	N/A	38.2	N/A
Kaua'i	N/A	133.5	N/A	N/A	615.1	N/A
Haw ai'i Island	N/A	153.9	N/A	N/A	804.6	N/A
Visitor arrivals by cruise ships	N/A	8.5	N/A	N/A	20.5	N/A
TOTAL VISITOR DAYS	123,355	7,048,061	-98.2	19,687,461	30,078,423	-34.5
Total by air	123,355	6,925,607	-98.2	19,545,759	29,790,685	-34.4
O'ahu	84,220	3,330,453	-97.5	8,678,831	13,628,414	-36.3
Maui	13,458	1,890,600	-99.3	5,229,389	8,103,946	-35.5
Moloka'i	204	18,936	-98.9	79,139	106,143	-25.4
Lāna'i	33	18,161	-99.8	57,780	87,913	-34.3
Kaua'i	6,067	758,136	-99.2	2,212,202	3,376,317	-34.5
Haw ai'i Island	19,373	909,320	-97.9	3,288,418	4,487,951	-26.7
Visitor arrivals by cruise ships	0	122,454	-100.0	141,701	287,738	-50.8
VISITOR ARRIVALS	4,564	856,250	-99.5	2,130,051	3,398,519	-37.3
Total by air	4,564	831,445	-99.5	2,100,259	3,334,082	-37.0
O'ahu	3,150	494,125	-99.4	1,226,162	1,975,206	-37.9
Maui	647	248,042	-99.7	603,835	980,181	-38.4
Moloka'i	30	4,330	-99.3	14,319	20,298	-29.5
Lāna'i	21	5,294	-99.6	14,892	28,646	-48.0
Kaua'i	308	105,792	-99.7	281,989	440,595	-36.0
Haw ai'i Island	705	130,364	-99.5	390,843	586,969	-33.4
Visitor arrivals by cruise ships	0	24,805	-100.0	29,792	64,437	-53.8
AVERAGE DAILY CENSUS	4,112	234,935	-98.2	162,706	250,654	-35.1
Total by air	4,112	230,854	-98.2	161,535	248,256	-34.9
O'ahu	2,807	111,015	-97.5	71,726	113,570	-36.8
Maui	449	63,020	-99.3	43,218	67,533	-36.0
Moloka'i	7	631	-98.9	654	885	-26.1
Lāna'i	1	605	-99.8	478	733	-34.8
Kaua'i	202	25,271	-99.2	18,283	28,136	-35.0
Haw ai'i Island	646	30,311	-97.9	27,177	37,400	-27.3
Visitor arrivals by cruise ships	0	4,082	-100.0	1,171	2,398	-51.2
AVERAGE LENGTH OF STAY	27.03	8.23	228.3	9.24	8.85	4.4
Total by air	27.03	8.33	224.5	9.31	8.94	4.2
O'ahu	26.73	6.74	296.6	7.08	6.90	2.6
Maui	20.80	7.62	172.9	8.66	8.27	4.7
Moloka'i	6.86	4.37	56.8	5.53	5.23	5.7
Lāna'i	1.60	3.43	-53.2	3.88	3.07	26.4
Kaua'i	19.69	7.17	174.7	7.85	7.66	2.4
Haw ai'i Island	27.48	6.98	293.9	8.41	7.65	10.0
Visitor arrivals by cruise ships		4.94		4.76	4.47	6.5
PER PERSON PER DAY SPENDING (\$)	N/A	188.3	N/A	N/A	194.8	N/A
Total by air	N/A	190.4	N/A	N/A	196.0	N/A
O'ahu	N/A	188.4	N/A	N/A	194.2	N/A
Maui	N/A	207.3	N/A	N/A	212.3	N/A
Moloka'i	N/A	173.5	N/A	N/A	123.4	N/A
Lāna'i	N/A	468.9	N/A	N/A	435.0	N/A
Kaua'i	N/A	176.1	N/A	N/A	182.2	N/A
Haw ai'i Island	N/A	169.2	N/A	N/A	179.3	N/A
Visitor arrivals by cruise ships	N/A	69.5	N/A	N/A	71.3	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,549.8	N/A	N/A	1,724.0	N/A
Total by air	N/A	1,585.8	N/A	N/A	1,751.1	N/A
O'ahu	N/A	1,269.9	N/A	N/A	1,340.2	N/A
Maui	N/A	1,579.8	N/A	N/A	1,755.0	N/A
Moloka'i	N/A	758.7	N/A	N/A	645.6	N/A
Lāna'i	N/A	1,608.7	N/A	N/A	1,334.9	N/A
Kaua'i	N/A	1,262.0	N/A	N/A	1,396.0	N/A
Haw ai'i Island	N/A	1,180.3	N/A	N/A	1,370.8	N/A
Visitor arrivals by cruise ships	N/A	343.2	N/A	N/A	318.5	N/A

P=Preliminary data.

Source: Haw ai'i Tourism Authority