



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

### Hawai'i Tourism Industry in 2020<sup>1</sup>

Due to the COVID-19 pandemic, all passengers arriving from out-of-state and traveling interisland during May 2020 were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or health care. During last month, Governor David Ige's stay-at-home order transitioned to the safer-at-home order, then eventually the state entered the "Act with Care" phase. The U.S. Centers for Disease Control and Prevention (CDC) also continued to enforce the "No Sail Order" on all cruise ships.

Visitor spending data were not available in April 2020. A total of 4,564 visitors traveled to Hawai'i by air service (-99.5%) compared to 856,250 total visitors (by air and by cruise ships) who came in April 2019. Most of the visitors in April 2020 were from U.S. West (3,016 visitors, -99.2%) and U.S. East (1,229, -99.2%). A handful of visitors came from Japan (13 visitors), Canada (9 visitors) and All Other International Markets (298 visitors).

- **Visitor Spending:** Not Available for year-to-date May 2020 (\$7.25 billion in the first five months of 2019).
- **State Tax Revenue:** Not Available for year-to-date April 2020. (\$846.7 million in the first five months 2019).
- **Visitor Arrivals: 2,139,166** (-49.5% compared to the first five months of 2019).
  - ❖ On any given day were 131,220 visitors in the Hawaiian Islands (245,754 visitors in the first five months of 2019).
- **Air Seats: 3,446,538** (-38.1% versus the first five months of 2019).

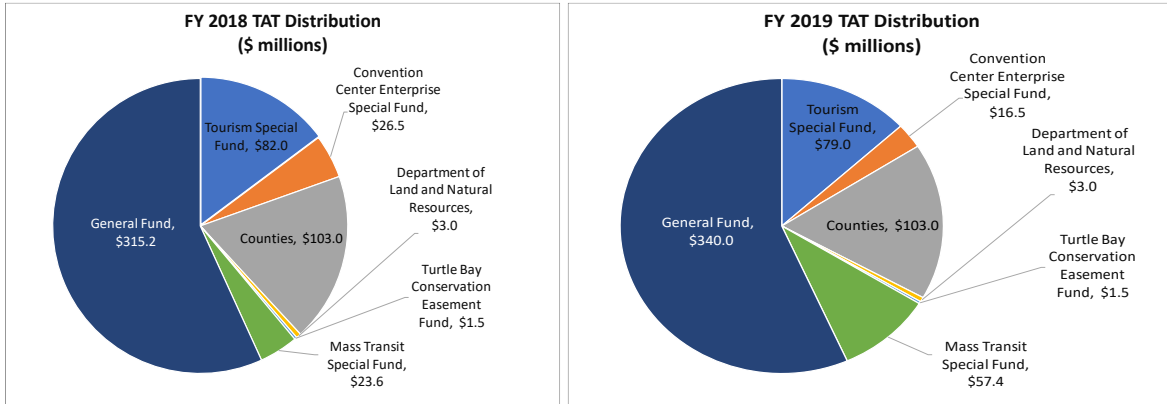
### Opportunities for Continued Growth

- 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%).
- 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 April 2020, the state collected \$554.4 million in TAT, an increase of 9.5 percent compared to FY 2019 through April 2019.

<sup>1</sup> 2019 and 2020 visitor statistics are preliminary.



**Hawai'i Tourism Industry in 2019**

- **Visitor Spending: \$17.75 billion<sup>2</sup>** (+1.4%, +\$244.4 million YOY versus 2018).
  - ❖ 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<sup>3</sup>: \$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** (Direct, indirect, induced)
- **Air Seats: 13,619,349** (+2.9% YOY versus 2018).

**Hotel Occupancy Rates:**

Occupancy Rate	2019	2018	2017	2016	2015
State	81.2%	80.3%	80.2%	79.1%	78.7%
O'ahu	84.2%	83.7%	83.5%	84.2%	85.1%
Maui County	77.7%	75.9%	77.0%	75.8%	74.3%
Island of Hawai'i	71.1%	74.6%	74.8%	68.7%	65.7%
Kaua'i	76.3%	77.5%	75.7%	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
2018	\$48.3 million	215,000
2017	\$46.0 million	205,000
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

<sup>2</sup> 2019 total visitor spending is in nominal dollars and does not include supplemental business spending.

<sup>3</sup> State government tax revenue generated (direct, indirect and induced)