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Hawai'i Visitor Statistics Released for May 2020

HONOLULU – In May 2020, visitor arrivals to the Hawaiian Islands decreased 98.9 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 and traveling interisland during May were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or healthcare. In May, 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 its "No Sail Order" on all cruise ships.

In May, a total of 9,116 visitors traveled to Hawai'i by air service compared to 841,376 total visitors (by air and cruise ships) during the same period a year ago. Most of the visitors were from U.S. West (5,842, -98.5%) and U.S. East (2,647, -98.7%). A few visitors came from Japan (14, -100.0%) and Canada (20, -99.9%). There were 593 visitors from All Other International Markets (-99.4%), most of whom were visiting from Guam. Total visitor days¹ dropped 96.3 percent year-over-year.

A total of 97,753 trans-Pacific air seats serviced the Hawaiian Islands in May, down 91.3 percent from a year ago. There were no direct flights or scheduled seats from U.S. East, Japan, Canada, Oceania, and Other Asia, and very few scheduled seats from U.S. West (-88.3%) and Other countries (-58.1%).

Year-to-Date 2020

In the first five months of 2020, total visitor arrivals dropped 49.5 percent to 2,139,166 visitors, with significantly fewer arrivals by air service (-49.3% to 2,109,375) and by cruise ships (-60.7% to 29,792) compared to the same period a year ago. Total visitor days fell 46.3 percent.

Year-to-date, visitor arrivals by air service decreased from U.S. West (-49.3% to 917,741), U.S. East (-44.5% to 518,185), Japan (-51.6% to 294,255), Canada (-46.5% to 155,764) and All Other International Markets (-57.4% to 223,430).

Other Highlights:

- **U.S. West:** In May, 4,357 visitors arrived from the Pacific region compared to 292,106 visitors a year ago, and 1,443 visitors came from the Mountain region compared to 88,487 a year ago. Through the first five months of 2020, visitor arrivals declined substantially from both the Pacific (-50.5% to 693,435) and Mountain (-45.3% to 204,167) regions compared to the same period a year ago.

¹ Aggregate number of days stayed by all visitors.

- **U.S. East:** Through the first five months of 2020, visitor arrivals dropped considerably from all regions. The three largest regions, East North Central (-43.7% to 109,887), South Atlantic (-50.6% to 94,545) and West North Central (-32.8% to 94,095) saw considerable decreases compared to the first five months of 2019.
- **Japan:** In May, 14 visitors arrived from Japan compared to 113,218 visitors a year ago. Year-to-date, arrivals declined 51.6 percent to 294,255 visitors.
- **Canada:** In May, 20 visitors arrived from Canada compared to 25,794 visitors a year ago. Year-to-date, arrivals dropped to 155,764 visitors (-46.5%).

Highlights from All Other International Markets:

- **Australia:** Two visitors traveled to Hawai'i in May compared to 26,317 visitors a year ago. Through the first five months of 2020, arrivals decreased 53.3 percent to 50,072 visitors.
- **New Zealand:** There were 21 visitors in May versus 7,401 visitors a year ago. Through the first five months of 2020, arrivals declined to 10,708 visitors (-58.8%).
- **China:** There were 16 visitors in May compared to 8,199 visitors a year ago. Year-to-date, arrivals decreased 77.4 percent to 9,975 visitors.
- **Korea:** There were 21 visitors in May versus 16,026 visitors a year ago. Through the first five months of 2020, arrivals fell 55.7 percent to 41,650 visitors.
- **Taiwan:** There were seven visitors in May compared to 5,798 visitors a year ago. Year-to-date, arrivals dropped 71.2 percent to 3,460 visitors.
- **Europe:** There were 25 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in May versus 10,255 visitors a year ago. Through the first five months of 2020, arrivals decreased 55.7 percent to 20,444 visitors.
- **Latin America:** There were 11 visitors from Latin America (Mexico, Brazil and Argentina) in May compared to 2,573 visitors a year ago. Year-to-date, arrivals dropped 55.2 percent to 5,074 visitors.

Island Highlights:

- **O'ahu:** In May, total visitor days fell 94.9 percent compared to a year ago. There were 6,587 visitors on O'ahu in May compared to 503,814 visitors year-over-year. Through the first five months of 2020, visitor arrivals decreased 50.3 percent to 1,232,750 visitors.
- **Maui:** In May, total visitor days declined 98.4 percent from a year ago. There were 1,054 visitors on Maui in May versus 249,208 visitors a year ago. Year-to-date, arrivals dropped 50.8 percent to 604,888 visitors.
- **Kaua'i:** In May, total visitor days decreased 97.9 percent compared to a year ago. There were 571 visitors on Kaua'i in May compared to 111,463 visitors a year ago. Through the first five months of 2020, visitor arrivals decreased 48.8 percent to 282,559 visitors.

- **Hawai'i Island:** In May, visitor days decreased 95.7 percent from a year ago. There were 1,257 visitors on Hawai'i Island in May compared to 138,792 visitors a year ago. Through the first five months of 2020, arrivals dropped 46.0 percent to 392,100 visitors.

Air Seats to Hawai'i:

In May, total air capacity dropped 91.3 percent to 97,753 seats, comprised of 96,229 scheduled air seats (-91.3%) and 1,524 charter seats (-84.1%). Service to Hilo was suspended and there were very few air seats serving Honolulu (-87.3% to 88,682), Kahului (-98.4% to 3,667), Kona (-97.1% to 3,088) and Līhu'e (-97.1% to 2,316) compared to a year ago.

- Scheduled seats from U.S. West decreased 88.3 percent in May. Service to Hawai'i from most routes was suspended except for Los Angeles (-86.4% to 30,855 seats), Seattle (-73.4% to 23,983 seats), San Francisco (-84.6% to 19,432 seats) and Oakland (-80.5% to 10,675 seats), which saw significant reductions from a year ago.
- There were no scheduled air seats from U.S. East in May, compared to 91,735 seats a year ago.
- There were no scheduled seats from Japan in May, compared to 161,248 seats a year ago.
- There were no scheduled seats from Canada in May, compared to 20,026 seats a year ago.
- There were no scheduled air seats from Oceania in May, compared to 41,905 seats a year ago.
- There were no scheduled air seats from Other Asia in May, compared to 39,906 seats a year ago.
- Scheduled seats from Other markets (Apia, Christmas Island, Guam, Majuro, Manila, Pago Pago and Papeete) decreased 58.1 percent compared to May 2019. Direct flights to Hawai'i from most routes were canceled except for Guam-Honolulu with 11,284 seats, which is unchanged from May 2019.
- Year-to-date, total air capacity statewide declined 38.1 percent to 3,446,538 seats, due to the reduction in air seats serving Honolulu (-37.6% to 2,138,211), Kahului (-36.7% to 728,976), Kona (-39.0% to 337,416), Līhu'e (-44.3% to 232,971) and Hilo (-47.1% to 8,964).

Cruise Ship Visitors:

- In May, 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, 9,379 visitors came by air to board the Hawai'i home-ported cruise ship and four out-of-state cruise ships came with 11,338 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 35 cruise ships that carried 75,775 visitors in the first five months of 2019.
- There were 52,705 total cruise visitors in the first five months of 2020, down 58.6 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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MAY 2020 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2020P	2019P	% change	2020P YTD	2019P YTD	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,394.9	N/A	N/A	7,253.9	N/A
Total by air	N/A	1,390.5	N/A	N/A	7,228.9	N/A
U.S. Total	N/A	949.0	N/A	N/A	4,669.6	N/A
U.S. West	N/A	559.2	N/A	N/A	2,754.4	N/A
U.S. East	N/A	389.8	N/A	N/A	1,915.2	N/A
Japan	N/A	161.1	N/A	N/A	841.0	N/A
Canada	N/A	47.1	N/A	N/A	599.9	N/A
All Others	N/A	233.3	N/A	N/A	1,118.5	N/A
Visitor arrivals by cruise ships	N/A	4.4	N/A	N/A	25.0	N/A
TOTAL VISITOR DAYS	258,021	7,030,470	-96.3	19,945,481	37,108,893	-46.3
Total by air	258,021	6,970,394	-96.3	19,803,780	36,761,079	-46.1
U.S. Total	239,811	5,063,168	-95.3	13,832,184	24,710,348	-44.0
U.S. West	149,744	3,227,436	-95.4	8,397,384	15,575,227	-46.1
U.S. East	90,067	1,835,732	-95.1	5,434,801	9,135,121	-40.5
Japan	575	666,385	-99.9	1,730,457	3,552,380	-51.3
Canada	562	277,274	-99.8	2,054,280	3,578,317	-42.6
All Others	17,073	963,568	-98.2	2,186,859	4,920,034	-55.6
Visitor arrivals by cruise ships	0	60,076	-100.0	141,701	347,814	-59.3
VISITOR ARRIVALS	9,116	841,376	-98.9	2,139,166	4,239,895	-49.5
Total by air	9,116	830,038	-98.9	2,109,375	4,164,120	-49.3
U.S. Total	8,489	583,876	-98.5	1,435,925	2,741,415	-47.6
U.S. West	5,842	387,132	-98.5	917,741	1,808,578	-49.3
U.S. East	2,647	196,744	-98.7	518,185	932,837	-44.5
Japan	14	113,218	-100.0	294,255	607,656	-51.6
Canada	20	25,794	-99.9	155,764	291,009	-46.5
All Others	593	107,150	-99.4	223,430	524,040	-57.4
Visitor arrivals by cruise ships	0	11,338	-100.0	29,792	75,775	-60.7
AVERAGE DAILY CENSUS	8,323	226,789	-96.3	131,220	245,754	-46.6
Total by air	8,323	224,851	-96.3	130,288	243,451	-46.5
U.S. Total	7,736	163,328	-95.3	91,001	163,645	-44.4
U.S. West	4,830	104,111	-95.4	55,246	103,147	-46.4
U.S. East	2,905	59,217	-95.1	35,755	60,497	-40.9
Japan	19	21,496	-99.9	11,385	23,526	-51.6
Canada	18	8,944	-99.8	13,515	23,697	-43.0
All Others	551	31,083	-98.2	14,387	32,583	-55.8
Visitor arrivals by cruise ships	0	1,938	-100.0	932	2,303	-59.5
AVERAGE LENGTH OF STAY	28.31	8.36	238.7	9.32	8.75	6.5
Total by air	28.31	8.40	237.1	9.39	8.83	6.3
U.S. Total	28.25	8.67	225.8	9.63	9.01	6.9
U.S. West	25.63	8.34	207.5	9.15	8.61	6.2
U.S. East	34.02	9.33	264.6	10.49	9.79	7.1
Japan	41.43	5.89	603.9	5.88	5.85	0.6
Canada	27.99	10.75	160.4	13.19	12.30	7.3
All Others	28.80	8.99	220.2	9.79	9.39	4.2
Visitor arrivals by cruise ships	0	5.30	N/A	4.76	4.59	3.6
PER PERSON PER DAY SPENDING (\$)	N/A	198.4	N/A	N/A	195.5	N/A
Total by air	N/A	199.5	N/A	N/A	196.6	N/A
U.S. Total	N/A	187.4	N/A	N/A	189.0	N/A
U.S. West	N/A	173.3	N/A	N/A	176.8	N/A
U.S. East	N/A	212.3	N/A	N/A	209.7	N/A
Japan	N/A	241.7	N/A	N/A	236.7	N/A
Canada	N/A	170.0	N/A	N/A	167.7	N/A
All Others	N/A	242.1	N/A	N/A	227.3	N/A
Visitor arrivals by cruise ships	N/A	73.9	N/A	N/A	71.8	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,657.9	N/A	N/A	1,710.9	N/A
Total by air	N/A	1,675.2	N/A	N/A	1,736.0	N/A
U.S. Total	N/A	1,625.4	N/A	N/A	1,703.3	N/A
U.S. West	N/A	1,444.5	N/A	N/A	1,522.9	N/A
U.S. East	N/A	1,981.3	N/A	N/A	2,053.1	N/A
Japan	N/A	1,422.8	N/A	N/A	1,384.0	N/A
Canada	N/A	1,827.5	N/A	N/A	2,061.5	N/A
All Others	N/A	2,177.0	N/A	N/A	2,134.3	N/A
Visitor arrivals by cruise ships	N/A	391.3	N/A	N/A	329.4	N/A

P=Preliminary data.

Source:Haw ai'i Tourism Authority

MAY 2020 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2020P	2019P	% change	2020P YTD	2019P YTD	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,394.9	N/A	N/A	7,253.9	N/A
Total by air	N/A	1,390.5	N/A	N/A	7,228.9	N/A
O'ahu	N/A	679.9	N/A	N/A	3,327.0	N/A
Maui	N/A	395.7	N/A	N/A	2,116.0	N/A
Moloka'i	N/A	3.2	N/A	N/A	16.3	N/A
Lāna'i	N/A	9.8	N/A	N/A	48.1	N/A
Kaua'i	N/A	148.6	N/A	N/A	763.7	N/A
Haw a'i'i Island	N/A	153.2	N/A	N/A	957.8	N/A
Visitor arrivals by cruise ships	N/A	4.4	N/A	N/A	25.0	N/A
TOTAL VISITOR DAYS	258,021	7,030,470	-96.3	19,945,481	37,108,893	-46.3
Total by air	258,021	6,970,394	-96.3	19,803,780	36,761,079	-46.1
O'ahu	170,586	3,357,166	-94.9	8,849,417	16,985,580	-47.9
Maui	29,646	1,854,798	-98.4	5,259,035	9,958,745	-47.2
Moloka'i	1,709	20,056	-91.5	80,848	126,199	-35.9
Lāna'i	162	21,698	-99.3	57,942	109,611	-47.1
Kaua'i	16,234	783,514	-97.9	2,228,436	4,159,831	-46.4
Haw a'i'i Island	39,684	933,161	-95.7	3,328,103	5,421,113	-38.6
Visitor arrivals by cruise ships	0	60,076	-100.0	141,701	347,814	-59.3
VISITOR ARRIVALS	9,116	841,376	-98.9	2,139,166	4,239,895	-49.5
Total by air	9,116	830,038	-98.9	2,109,375	4,164,120	-49.3
O'ahu	6,587	503,814	-98.7	1,232,750	2,479,021	-50.3
Maui	1,054	249,208	-99.6	604,888	1,229,389	-50.8
Moloka'i	68	4,953	-98.6	14,387	25,250	-43.0
Lāna'i	23	6,606	-99.6	14,916	35,252	-57.7
Kaua'i	571	111,463	-99.5	282,559	552,058	-48.8
Haw a'i'i Island	1,257	138,792	-99.1	392,100	725,761	-46.0
Visitor arrivals by cruise ships	0	11,338	-100.0	29,792	75,775	-60.7
AVERAGE DAILY CENSUS	8,323	226,789	-96.3	131,220	245,754	-46.6
Total by air	8,323	224,851	-96.3	130,288	243,451	-46.5
O'ahu	5,503	108,296	-94.9	58,220	112,487	-48.2
Maui	956	59,832	-98.4	34,599	65,952	-47.5
Moloka'i	55	647	-91.5	532	836	-36.4
Lāna'i	5	700	-99.3	381	726	-47.5
Kaua'i	524	25,275	-97.9	14,661	27,549	-46.8
Haw a'i'i Island	1,280	30,102	-95.7	21,895	35,901	-39.0
Visitor arrivals by cruise ships	0	1,938	-100.0	932	2,303	-59.5
AVERAGE LENGTH OF STAY	28.31	8.36	238.7	9.32	8.75	6.5
Total by air	28.31	8.40	237.1	9.39	8.83	6.3
O'ahu	25.90	6.66	288.6	7.18	6.85	4.8
Maui	28.14	7.44	278.1	8.69	8.10	7.3
Moloka'i	25.25	4.05	523.5	5.62	5.00	12.4
Lāna'i	6.89	3.28	109.8	3.88	3.11	24.9
Kaua'i	28.45	7.03	304.7	7.89	7.54	4.7
Haw a'i'i Island	31.57	6.72	369.5	8.49	7.47	13.6
Visitor arrivals by cruise ships	0	5.30	N/A	4.76	4.59	3.6
PER PERSON PER DAY SPENDING (\$)	N/A	198.4	N/A	N/A	195.5	N/A
Total by air	N/A	199.5	N/A	N/A	196.6	N/A
O'ahu	N/A	202.5	N/A	N/A	195.9	N/A
Maui	N/A	213.4	N/A	N/A	212.5	N/A
Moloka'i	N/A	161.0	N/A	N/A	129.4	N/A
Lāna'i	N/A	453.5	N/A	N/A	438.6	N/A
Kaua'i	N/A	189.6	N/A	N/A	183.6	N/A
Haw a'i'i Island	N/A	164.2	N/A	N/A	176.7	N/A
Visitor arrivals by cruise ships	N/A	73.9	N/A	N/A	71.8	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,657.9	N/A	N/A	1,710.9	N/A
Total by air	N/A	1,675.2	N/A	N/A	1,736.0	N/A
O'ahu	N/A	1,349.5	N/A	N/A	1,342.1	N/A
Maui	N/A	1,588.0	N/A	N/A	1,721.1	N/A
Moloka'i	N/A	652.1	N/A	N/A	646.8	N/A
Lāna'i	N/A	1,489.4	N/A	N/A	1,363.9	N/A
Kaua'i	N/A	1,333.0	N/A	N/A	1,383.3	N/A
Haw a'i'i Island	N/A	1,103.8	N/A	N/A	1,319.8	N/A
Visitor arrivals by cruise ships	N/A	391.3	N/A	N/A	329.4	N/A

P=Preliminary data.

Source:Haw a'i'i Tourism Authority