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HTA Release (20-182)

Hawai'i Visitor Statistics Released for August 2020

HONOLULU – The COVID-19 pandemic considerably impacted visitor arrivals to the Hawaiian Islands in August 2020. Visitor arrivals dropped 97.6 percent compared to a year ago, according to preliminary statistics released by the Hawai'i Tourism Authority's (HTA) Tourism Research Division.

All passengers arriving from out-of-state during August were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or healthcare. On August 11, a partial interisland quarantine was reinstated for anyone traveling to the counties of Kaua'i, Hawai'i, Maui, and Kalawao (Moloka'i). The U.S. Centers for Disease Control and Prevention (CDC) continued to impose the "No Sail Order" on all cruise ships.

In August 2020, a total of 22,344 visitors traveled to Hawai'i by air service compared to 926,417 visitors during the same month a year ago. Most of the visitors were from U.S. West (12,778, -97.0%) and U.S. East (7,407, -96.3%). Only 220 visitors came from Japan (-99.9%) and 100 came from Canada (-99.7%). There were 1,839 visitors from All Other International Markets (-98.4%). Many of these visitors were from Guam, and a small number of visitors were from the Philippines, Other Asia, Europe, Latin America, Oceania, Puerto Rico and the Pacific Islands. Total visitor days¹ decreased 91.3 percent year-over-year.

A total of 179,570 trans-Pacific air seats serviced the Hawaiian Islands in August, down 85.2 percent from a year ago. There were no direct flights or scheduled seats from Canada, Oceania, and Other Asia, and very few scheduled seats from Japan (-99.7%), U.S. East (-89.6%), U.S. West (-80.3%), and Other countries (-56.5%).

Year-to-Date 2020

In the first eight months of 2020, total visitor arrivals decreased 69.0 percent to 2,201,141 visitors, with significantly fewer arrivals by air service (-69.1% to 2,171,349) and by cruise ships (-61.3% to 29,792) compared to the same period a year ago. Total visitor days fell 65.1 percent.

Year-to-date, visitor arrivals by air service declined from U.S. West (-69.6% to 953,559), U.S. East (-66.9% to 538,703), Japan (-71.4% to 294,568), Canada (-58.0% to 156,015) and All Other International Markets (-72.9% to 228,504).

Other Highlights:

- **U.S. West:** In August, 9,927 visitors arrived from the Pacific region compared to 355,076 visitors a year ago, and 2,806 visitors came from the Mountain region compared to 59,169 a year ago. Through the first eight months of 2020, visitor arrivals decreased sharply from both the Pacific (-71.0% to 720,221) and Mountain (-64.3% to 212,851) regions compared to the same period year-over-year.

¹ Aggregate number of days stayed by all visitors.

- **U.S. East:** Through the first eight months of 2020, visitor arrivals dropped substantially from all regions. The three largest regions, East North Central (-62.9% to 112,605), South Atlantic (-71.2% to 100,698) and West North Central (-51.2% to 95,556) saw dramatic decreases compared to the first eight months of 2019.
- **Japan:** In August, 220 visitors arrived from Japan compared to 160,728 visitors a year ago. Year-to-date through August, arrivals declined 71.4 percent to 294,568 visitors. According to the Ministry of Foreign Affairs of Japan, quarantine measures are in place for all Japanese nationals arriving in Japan from the U.S.
- **Canada:** In August, 100 visitors arrived from Canada compared to 28,672 visitors a year ago. All 100 visitors came to Hawai'i on domestic flights. U.S. borders with Canada have remained closed since March 2020. Border crossings have been largely restricted to trade goods, essential workers and citizens returning home. Year-to-date through August, arrivals dropped 58.0 percent to 156,015 visitors.

Highlights from All Other International Markets:

- **Australia:** There were 10 visitors who traveled to Hawai'i in August compared to 23,995 visitors a year ago. All 10 visitors came on domestic flights. The Australian Government continues to impose a ban on all overseas travel for Australians, unless an exemption is granted. Through the first eight months of 2020, arrivals decreased 72.7 percent to 50,117 visitors.
- **New Zealand:** There were 15 visitors in August versus 7,565 visitors a year ago. These 15 visitors arrived on domestic flights. The New Zealand Government is currently advising New Zealanders to not travel overseas due to COVID-19, associated health risks and travel restrictions. Through the first eight months of 2020, arrivals declined 78.9 percent to 10,774 visitors.
- **China:** There were 39 visitors in August compared to 7,924 visitors a year ago. Year-to-date through August, arrivals decreased 85.5 percent to 10,062 visitors.
- **Korea:** There were 65 visitors in August versus 18,527 visitors a year ago. Through the first eight months of 2020, arrivals fell 71.8 percent to 41,753 visitors.
- **Taiwan:** Eight visitors traveled to Hawai'i in August compared to 1,784 visitors a year ago. Year-to-date through August, arrivals dropped 81.0 percent to 3,476 visitors.
- **Europe:** There were 89 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in August versus 18,525 visitors a year ago. Through the first eight months of 2020, arrivals decreased 76.9 percent to 20,651 visitors.
- **Latin America:** There were 65 visitors from Latin America (Mexico, Brazil and Argentina) in August compared to 1,833 visitors a year ago. Year-to-date through August, arrivals dropped 69.7 percent to 5,292 visitors.

Island Highlights:

- **O'ahu:** In August, total visitor days declined 88.9 percent compared to a year ago. There were 15,915 visitors on O'ahu in August compared to 575,070 visitors year-over-year. Through the first eight months of 2020, visitor arrivals dropped 69.6 percent to 1,276,835 visitors.

- **Maui:** In August, total visitor days fell 96.8 percent from a year ago. There were 2,341 visitors on Maui in August versus 273,638 visitors a year ago. Year-to-date through August, arrivals decreased 70.9 percent to 611,743 visitors.
- **Kaua'i:** In August, total visitor days were down 94.3 percent compared to a year ago. There were 1,361 visitors on Kaua'i in August compared to 120,030 visitors a year ago. Through the first eight months of 2020, visitor arrivals dropped 69.7 percent to 286,370 visitors.
- **Hawai'i Island:** In August, visitor days decreased 87.4 percent from a year ago. There were 3,729 visitors on Hawai'i Island in August compared to 157,544 visitors a year ago. Through the first eight months of 2020, arrivals fell 66.8 percent to 402,146 visitors.

Air Seats to Hawai'i:

In August, total trans-Pacific air capacity dropped 85.2 percent to 179,570 seats, with 177,923 scheduled air seats (-85.2%) and 1,647 charter seats (-82.5%). Service to Hilo was suspended at the end of March 2020, and there were substantially fewer air seats serving Honolulu (-79.8% to 153,101), Kahului (-95.0% to 12,759), Kona (-90.9% to 9,850) and Līhu'e (-95.5% to 3,860) compared to a year ago.

- Scheduled air capacity from U.S. West decreased 80.3 percent in August to 153,781 seats. Service to Hawai'i from Anchorage, Las Vegas, Long Beach, Phoenix, Salt Lake City and San Jose was suspended. Service from Denver (-81.4% to 6,132 seats), Los Angeles (-81.4% to 47,487 seats), Oakland (-80.1% to 10,850 seats), Portland (-79.1% to 5,859 seats), San Francisco (-75.6% to 35,710 seats), Sacramento (-69.1% to 5,859 seats), Seattle (-67.7% to 29,729 seats) and San Diego (-61.9% to 12,155 seats) was significantly reduced compared to a year ago.
- Scheduled air capacity from U.S. East declined 89.6 percent in August to 11,682 seats. Most flights were canceled except for reduced service from Chicago (-85.0% to 2,847 seats) and Dallas (-74.5% to 8,835 seats).
- Scheduled air capacity from Japan fell 99.7 percent in August to 558 seats. Nearly all flights were suspended except for limited service from Haneda.
- There were no scheduled seats from Canada in August, compared to 17,391 seats a year ago.
- There were no scheduled air seats from Oceania in August, compared to 40,560 seats a year ago.
- There were no scheduled air seats from Other Asia in August, compared to 47,048 seats a year ago.
- Scheduled seats from Other markets (Apia, Christmas Island, Guam, Majuro, Manila, Pago Pago and Papeete) decreased 56.5 percent to 11,902 seats. Direct flights to Hawai'i from most routes were canceled except for Guam-Honolulu with 11,284 seats, which was unchanged from August 2019. Service from Manila-Honolulu was limited compared to a year ago (-90.5% to 618 seats).
- Year-to-date, total air capacity statewide decreased 57.7 percent to 3,898,808 seats, as a result of cutback in air service to Honolulu (-55.4% to 2,518,648), Kahului (-60.6% to 771,170), Kona (-60.0% to 358,075), Līhu'e (-64.9% to 241,951) and Hilo (-71.6% to 8,964).

Cruise Ship Visitors:

- In August 2020, sails on the Hawai'i home-ported cruise ship were suspended and there were no out-of-state cruise ships allowed into the islands due to the CDC's "No Sail Order." During August 2019, 11,766 visitors came by air to board the Hawai'i home-ported cruise ship and there were no visits by out-of-state cruise ships. The months of June through August are typically slower periods for out-of-state cruise ships entering Hawai'i.
- 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 37 cruise ships that carried 77,036 visitors in the first eight months of 2019.
- There were 52,705 total cruise visitors in the first eight months of 2020, down 67.7 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.hawaiitourismauthority.org/research/monthly-visitor-statistics/>

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) 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.hawaiitourismauthority.org. Follow updates about HTA on [Facebook](#), [Instagram](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

For more information, contact:

Marisa Yamane
Director of Communications & PR
Hawai'i Tourism Authority
Marisa.Yamane@gohta.net

Jennifer Chun
Director of Tourism Research
Hawai'i Tourism Authority
Jennifer@gohta.net

AUGUST 2020 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2020P	2019	% change	2020P	2019	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,502.9	N/A	N/A	12,056.3	N/A
Total by air	N/A	1,502.9	N/A	N/A	12,027.3	N/A
U.S. Total	N/A	958.4	N/A	N/A	7,984.9	N/A
U.S. West	N/A	579.3	N/A	N/A	4,685.8	N/A
U.S. East	N/A	379.1	N/A	N/A	3,299.0	N/A
Japan	N/A	236.9	N/A	N/A	1,455.9	N/A
Canada	N/A	57.2	N/A	N/A	750.1	N/A
All Others	N/A	250.3	N/A	N/A	1,836.4	N/A
Visitor arrivals by cruise ships	N/A	0.0	N/A	N/A	29.0	N/A
TOTAL VISITOR DAYS	679,441	7,840,392	-91.3	21,638,698	61,961,974	-65.1
Total by air	679,441	7,840,392	-91.3	21,496,997	61,611,155	-65.1
U.S. Total	610,112	5,302,796	-88.5	15,368,436	42,851,073	-64.1
U.S. West	380,804	3,460,125	-89.0	9,332,992	27,089,212	-65.5
U.S. East	229,308	1,842,671	-87.6	6,035,444	15,761,860	-61.7
Japan	7,518	1,037,198	-99.3	1,742,300	6,121,180	-71.5
Canada	6,471	321,101	-98.0	2,066,959	4,510,009	-54.2
All Others	55,340	1,179,296	-95.3	2,319,301	8,128,894	-71.5
Visitor arrivals by cruise ships	0	0	N/A	141,701	350,820	-59.6
VISITOR ARRIVALS	22,344	926,417	-97.6	2,201,141	7,092,809	-69.0
Total by air	22,344	926,417	-97.6	2,171,349	7,015,773	-69.1
U.S. Total	20,185	620,409	-96.7	1,492,261	4,771,257	-68.7
U.S. West	12,778	420,750	-97.0	953,559	3,141,739	-69.6
U.S. East	7,407	199,659	-96.3	538,703	1,629,517	-66.9
Japan	220	160,728	-99.9	294,568	1,029,549	-71.4
Canada	100	28,672	-99.7	156,015	371,146	-58.0
All Others	1,839	116,608	-98.4	228,504	843,822	-72.9
Visitor arrivals by cruise ships	0	0	N/A	29,792	77,036	-61.3
AVERAGE DAILY CENSUS	21,917	252,916	-91.3	88,683	254,988	-65.2
Total by air	21,917	252,916	-91.3	88,102	253,544	-65.3
U.S. Total	19,681	171,058	-88.5	62,985	176,342	-64.3
U.S. West	12,284	111,617	-89.0	38,250	111,478	-65.7
U.S. East	7,397	59,441	-87.6	24,735	64,864	-61.9
Japan	243	33,458	-99.3	7,141	25,190	-71.7
Canada	209	10,358	-98.0	8,471	18,560	-54.4
All Others	1,785	38,042	-95.3	9,505	33,452	-71.6
Visitor arrivals by cruise ships	0	0	N/A	581	1,444	-59.8
AVERAGE LENGTH OF STAY	30.41	8.46	259.3	9.83	8.74	12.5
Total by air	30.41	8.46	259.3	9.90	8.78	12.7
U.S. Total	30.23	8.55	253.6	10.30	8.98	14.7
U.S. West	29.80	8.22	262.4	9.79	8.62	13.5
U.S. East	30.96	9.23	235.5	11.20	9.67	15.8
Japan	34.17	6.45	429.5	5.91	5.95	-0.5
Canada	64.85	11.20	479.0	13.25	12.15	9.0
All Others	30.09	10.11	197.5	10.15	9.63	5.4
Visitor arrivals by cruise ships	0.00	0.00	N/A	4.76	4.55	4.4
PER PERSON PER DAY SPENDING (\$)	N/A	191.7	N/A	N/A	194.6	N/A
Total by air	N/A	191.7	N/A	N/A	195.2	N/A
U.S. Total	N/A	180.7	N/A	N/A	186.3	N/A
U.S. West	N/A	167.4	N/A	N/A	173.0	N/A
U.S. East	N/A	205.7	N/A	N/A	209.3	N/A
Japan	N/A	228.4	N/A	N/A	237.8	N/A
Canada	N/A	178.2	N/A	N/A	166.3	N/A
All Others	N/A	212.2	N/A	N/A	225.9	N/A
Visitor arrivals by cruise ships	N/A	0.0	N/A	N/A	82.6	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,622.2	N/A	N/A	1,699.8	N/A
Total by air	N/A	1,622.2	N/A	N/A	1,714.3	N/A
U.S. Total	N/A	1,544.8	N/A	N/A	1,673.5	N/A
U.S. West	N/A	1,376.9	N/A	N/A	1,491.5	N/A
U.S. East	N/A	1,898.7	N/A	N/A	2,024.5	N/A
Japan	N/A	1,474.1	N/A	N/A	1,414.1	N/A
Canada	N/A	1,995.5	N/A	N/A	2,021.1	N/A
All Others	N/A	2,146.4	N/A	N/A	2,176.3	N/A
Visitor arrivals by cruise ships	N/A	0.0	N/A	N/A	376.0	N/A

P=Preliminary data. NA= Not available.

Source: Hawaai'i Tourism Authority

AUGUST 2020 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2020P	2019	% change	2020P	2019	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,502.9	N/A	N/A	12,056.3	N/A
Total by air	N/A	1,502.9	N/A	N/A	12,027.3	N/A
O'ahu	N/A	732.0	N/A	N/A	5,506.2	N/A
Maui	N/A	404.7	N/A	N/A	3,517.6	N/A
Moloka'i	N/A	1.7	N/A	N/A	23.2	N/A
Lāna'i	N/A	12.4	N/A	N/A	86.3	N/A
Kaua'i	N/A	159.0	N/A	N/A	1,324.0	N/A
Haw ai'i Island	N/A	193.1	N/A	N/A	1,569.9	N/A
Visitor arrivals by cruise ships	N/A	0.0	N/A	N/A	29.0	N/A
TOTAL VISITOR DAYS	679,441	7,840,392	-91.3	21,638,698	61,961,974	-65.1
Total by air	679,441	7,840,392	-91.3	21,496,997	61,611,155	-65.1
O'ahu	432,982	3,912,374	-88.9	9,918,132	28,791,511	-65.6
Maui	63,332	2,001,157	-96.8	5,437,809	16,618,154	-67.3
Moloka'i	1,369	16,226	-91.6	88,578	186,586	-52.5
Lāna'i	1,000	24,158	-95.9	61,333	182,941	-66.5
Kaua'i	47,528	832,813	-94.3	2,348,091	7,011,474	-66.5
Haw ai'i Island	133,231	1,053,664	-87.4	3,643,054	8,820,489	-58.7
Visitor arrivals by cruise ships	0	0	N/A	141,701	350,820	-59.6
VISITOR ARRIVALS	22,344	926,417	-97.6	2,201,141	7,092,809	-69.0
Total by air	22,344	926,417	-97.6	2,171,349	7,015,773	-69.1
O'ahu	15,915	575,070	-97.2	1,276,835	4,199,292	-69.6
Maui	2,341	273,638	-99.1	611,743	2,104,005	-70.9
Moloka'i	104	4,860	-97.9	14,825	42,762	-65.3
Lāna'i	78	7,739	-99.0	15,176	59,522	-74.5
Kaua'i	1,361	120,030	-98.9	286,370	945,726	-69.7
Haw ai'i Island	3,729	157,544	-97.6	402,146	1,211,805	-66.8
Visitor arrivals by cruise ships	0	0	N/A	29,792	77,036	-61.3
AVERAGE DAILY CENSUS	21,917	252,916	-91.3	88,683	254,988	-65.2
Total by air	21,917	252,916	-91.3	88,102	253,544	-65.3
O'ahu	13,967	126,206	-88.9	40,648	118,484	-65.7
Maui	2,043	64,553	-96.8	22,286	68,387	-67.4
Moloka'i	44	523	-91.6	363	768	-52.7
Lāna'i	32	779	-95.9	251	753	-66.6
Kaua'i	1,533	26,865	-94.3	9,623	28,854	-66.6
Haw ai'i Island	4,298	33,989	-87.4	14,931	36,298	-58.9
Visitor arrivals by cruise ships	1,785	38,042	-95.3	581	33,452	-98.3
AVERAGE LENGTH OF STAY	30.41	8.46	259.3	9.83	8.74	12.5
Total by air	30.41	8.46	259.3	9.90	8.78	12.7
O'ahu	27.21	6.80	299.9	7.77	6.86	13.3
Maui	27.05	7.31	269.9	8.89	7.90	12.5
Moloka'i	13.17	3.34	294.6	5.98	4.36	36.9
Lāna'i	12.74	3.12	308.2	4.04	3.07	31.5
Kaua'i	34.93	6.94	403.4	8.20	7.41	10.6
Haw ai'i Island	35.73	6.69	434.2	9.06	7.28	24.5
Visitor arrivals by cruise ships	0.00	0.00	N/A	4.76	4.55	4.4
PER PERSON PER DAY SPENDING (\$)	N/A	191.7	N/A	N/A	194.6	N/A
Total by air	N/A	191.7	N/A	N/A	195.2	N/A
O'ahu	N/A	187.1	N/A	N/A	191.2	N/A
Maui	N/A	202.2	N/A	N/A	211.7	N/A
Moloka'i	N/A	105.3	N/A	N/A	124.3	N/A
Lāna'i	N/A	512.8	N/A	N/A	471.9	N/A
Kaua'i	N/A	190.9	N/A	N/A	188.8	N/A
Haw ai'i Island	N/A	183.2	N/A	N/A	178.0	N/A
Visitor arrivals by cruise ships	N/A	0.0	N/A	N/A	82.6	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,622.2	N/A	N/A	1,699.8	N/A
Total by air	N/A	1,622.2	N/A	N/A	1,714.3	N/A
O'ahu	N/A	1,273.0	N/A	N/A	1,311.2	N/A
Maui	N/A	1,478.9	N/A	N/A	1,671.9	N/A
Moloka'i	N/A	351.7	N/A	N/A	542.2	N/A
Lāna'i	N/A	1,600.8	N/A	N/A	1,450.3	N/A
Kaua'i	N/A	1,324.7	N/A	N/A	1,400.0	N/A
Haw ai'i Island	N/A	1,225.4	N/A	N/A	1,295.5	N/A
Visitor arrivals by cruise ships	N/A	0.0	N/A	N/A	376.0	N/A

P=Preliminary data. NA= Not available.

Source:Haw ai'i Tourism Authority