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HTA Release (20-185)

Hawai'i Visitor Statistics Released for September 2020

HONOLULU – The COVID-19 pandemic significantly affected visitor arrivals to the Hawaiian Islands in September 2020. Visitor arrivals decreased 97.4 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 September were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or healthcare. There was also a partial interisland quarantine for anyone traveling to the counties of Kaua'i, Hawai'i, Maui, and Kalawao (Moloka'i) during September. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "No Sail Order" on all cruise ships.

In September 2020, a total of 18,868 visitors traveled to Hawai'i by air service, compared to 736,155 visitors who came by air service and cruise ships in September 2019. Most of the visitors were from U.S. West (9,994, -96.7%) and U.S. East (6,033, -95.5%). Only 79 visitors came from Japan (-99.9%) and 162 came from Canada (-99.3%). There were 2,601 visitors from All Other International Markets (-97.7%). Many of these visitors were from Guam, and a small number of visitors were from the Philippines, Other Asia, Europe, Latin America, Oceania and the Pacific Islands. Total visitor days¹ dropped 89.9 percent year-over-year.

A total of 156,220 trans-Pacific air seats serviced the Hawaiian Islands in September, down 84.6 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 (-99.8%), U.S. East (-85.9%), U.S. West (-79.1%), and Other countries (-54.7%).

Year-to-Date 2020

In the first nine months of 2020, total visitor arrivals declined 71.6 percent to 2,220,009 visitors, with considerably fewer arrivals by air service (-71.7% to 2,190,217) and by cruise ships (-68.7% to 29,792) compared to the same period a year ago. Total visitor days fell 67.3 percent.

Year-to-date, visitor arrivals by air service declined from U.S. West (-72.1% to 963,552), U.S. East (-69.1% to 544,736), Japan (-74.9% to 294,647), Canada (-60.3% to 156,177) and All Other International Markets (-75.9% to 231,105).

Other Highlights:

- **U.S. West:** In September, 7,682 visitors arrived from the Pacific region compared to 246,037 visitors a year ago, and 2,311 visitors came from the Mountain region compared to 58,638 a year ago. Through the first nine months of 2020, visitor arrivals decreased significantly from both the Pacific (-73.4% to 727,904) and Mountain (-67.1% to 215,161) regions year-over-year.

¹ Aggregate number of days stayed by all visitors.

- **U.S. East:** Of the 6,033 U.S. East visitors in September, the majority were from the South Atlantic (-94.6% to 1,860), West South Central (-95.3% to 1,290) and East North Central (-96.5% to 860) regions. Through the first nine months of 2020, visitor arrivals declined sharply from all regions. The three largest regions, East North Central (-65.4% to 113,466), South Atlantic (-73.3% to 102,559) and West North Central (-54.0% to 95,960) saw dramatic decreases compared to the first nine months of 2019.
- **Japan:** In September, 79 visitors arrived from Japan compared to 143,928 visitors a year ago. Year-to-date through September, arrivals declined 74.9 percent to 294,647 visitors. Japanese nationals returning from abroad were required to quarantine for 14 days at a designated location.
- **Canada:** In September, 162 visitors arrived from Canada compared to 21,928 visitors a year ago. All 162 visitors came to Hawai'i on domestic flights. Year-to-date through September, arrivals dropped 60.3 percent to 156,177 visitors. U.S. borders with Canada have been closed since March 2020 and border crossings were largely restricted to essential workers and citizens returning home. Residents returning to Canada were required to quarantine for 14 days.

Highlights from All Other International Markets:

- **Australia:** There were 16 visitors who traveled to Hawai'i in September compared to 35,323 visitors a year ago. All 16 visitors came on domestic flights. Through the first nine months of 2020, arrivals decreased 77.1 percent to 50,133 visitors. The Australian Government continued to impose a ban on all overseas travel for Australians, unless an exemption was granted. Residents returning to Australia were required to undergo a mandatory 14-day quarantine.
- **New Zealand:** There were 27 visitors in September versus 8,338 visitors a year ago. These 27 visitors arrived on domestic flights. Through the first nine months of 2020, arrivals declined 81.8 percent to 10,801 visitors. The New Zealand Government advised New Zealanders to refrain from travel overseas due to COVID-19 health risks and travel restrictions. Residents returning to New Zealand were required to complete at least 14 days of quarantine and test negative for COVID-19 before entering the community.
- **China:** There were 26 visitors in September compared to 6,179 visitors a year ago. These 26 visitors arrived on domestic flights. Year-to-date through September, arrivals decreased 86.7 percent to 10,088 visitors. Since February 2, 2020, a proclamation prohibited Chinese citizens from entering the U.S. due to COVID-19. Returning Chinese nationals were required to demonstrate proof of a negative COVID-19 result issued no more than 72 hours before departure, performed by an approved provider, and were mandated to undergo a 14-day mandatory quarantine.
- **Korea:** There were 65 visitors in September versus 17,456 visitors a year ago. All 65 visitors arrived on domestic flights. Through the first nine months of 2020, arrivals fell 74.8 percent to 41,818 visitors. Korean citizens were allowed to visit the U.S. but were required to comply with state quarantine requirements. Residents returning to Korea were tested on arrival for COVID-19 and subject to a mandatory 14-day quarantine.
- **Taiwan:** Four visitors traveled to Hawai'i in September compared to 1,746 visitors a year ago. These four visitors came on domestic flights. Year-to-date through September, arrivals dropped 82.6 percent to 3,479 visitors. Taiwanese citizens were allowed to visit the U.S. but were also subject to restrictions if they had gone to China, Iran, Brazil or Europe in the past 14 days. Returning Taiwanese residents were required to quarantine for 14 days.

- **Europe:** There were 66 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in September versus 14,107 visitors a year ago. These 66 visitors arrived on domestic flights. Through the first nine months of 2020, arrivals decreased 80.0 percent to 20,716 visitors. EU Countries had varying levels of travel restrictions. In Germany, returning German nationals were required to present a certificate showing a negative result for COVID-19 issued no more than 48 hours prior to departure from a government-approved provider. Individuals who were unable to produce such a certificate were mandated to undergo testing upon arrival and were also required to self-isolate while awaiting their test results. In the United Kingdom, the government announced plans to overhaul travel restrictions and reduce the self-quarantine timeframe for returning residents from 14 days to one week, effective December 1, 2020.
- **Latin America:** There were 61 visitors from Latin America (Mexico, Brazil and Argentina) in September compared to 1,981 visitors a year ago. These 61 visitors came on domestic flights. Year-to-date through September, arrivals dropped 72.4 percent to 5,354 visitors. Many of the Latin America nations were still in some form of lockdown or quarantine. Entry into the U.S. by Brazilian citizens remained suspended, per the U.S. Presidential Proclamation.

Island Highlights:

- **O'ahu:** In September, total visitor days decreased 88.6 percent compared to a year ago. There were 12,659 visitors on O'ahu in September compared to 458,588 visitors year-over-year. Through the first nine months of 2020, visitor arrivals dropped 72.3 percent to 1,289,494 visitors.
- **Maui:** In September, total visitor days declined 94.4 percent from a year ago. There were 2,468 visitors on Maui in September versus 210,108 visitors a year ago. Year-to-date through September, arrivals decreased 73.5 percent to 614,211 visitors.
- **Kaua'i:** In September, total visitor days were down 93.3 percent compared to a year ago. There were 1,092 visitors on Kaua'i in September compared to 93,501 visitors a year ago. Through the first nine months of 2020, visitor arrivals dropped 72.3 percent to 287,462 visitors.
- **Hawai'i Island:** In September, visitor days decreased 81.8 percent from a year ago. There were 3,335 visitors on Hawai'i Island in September compared to 112,138 visitors a year ago. Through the first nine months of 2020, arrivals fell 69.4 percent to 405,481 visitors.

Air Seats to Hawai'i:

In September, total trans-Pacific air capacity dropped 84.6 percent to 156,220 seats, with 155,255 scheduled air seats (-84.6%) and 965 charter seats (-84.4%). Service to Hilo was suspended at the end of March 2020, and there were significantly fewer air seats serving Honolulu (-80.5% to 129,848), Kahului (-93.5% to 13,361), Kona (-87.3% to 9,453) and Lihue (-94.4% to 3,558) compared to a year ago.

- Scheduled air capacity from U.S. West fell 79.1 percent in September to 133,014 seats. Service to Hawai'i from Anchorage, Las Vegas, Long Beach, Phoenix, Salt Lake City and San Jose was suspended. Service from Denver (-79.5% to 6,570 seats), Los Angeles (-79.4% to 39,179 seats), Oakland (-78.9% to 10,500 seats), Portland (-81.4% to 3,969 seats), San Francisco (-68.1% to 36,464 seats), Sacramento (-87.1% to 2,457 seats), Seattle (-63.1% to 28,772 seats) and San Diego (-81.9% to 5,103 seats) was substantially reduced compared to a year ago.

- Scheduled air capacity from U.S. East declined 85.9 percent in September to 10,695 seats. Most flights were canceled except for reduced service from Chicago (-80.5% to 2,409 seats) and Dallas (-62.5% to 8,286 seats).
- Scheduled air capacity from Japan dropped 99.8 percent in September to 372 seats. Nearly all flights were postponed except for limited service from Haneda.
- There were no scheduled seats from Canada in September, compared to 15,438 seats a year ago.
- There were no scheduled air seats from Oceania in September, compared to 45,703 seats a year ago.
- There were no scheduled air seats from Other Asia in September, compared to 37,050 seats a year ago.
- Scheduled seats from Other markets (Apia, Christmas Island, Guam, Majuro, Manila, Pago Pago and Papeete) declined 54.7 percent to 11,174 seats. Direct flights to Hawai'i from most routes were canceled except for Guam-Honolulu with 10,556 seats, which was down 3.3 percent from September 2019. Service from Manila-Honolulu was limited compared to a year ago (-88.2% to 618 seats).
- Year-to-date, total air capacity statewide decreased 60.4 percent to 4,055,028 seats, as a result of reduction in air service to Honolulu (-58.0% to 2,648,496), Kahului (-63.7% to 784,531), Kona (-62.1% to 367,528), Līhu'e (-67.4% to 245,509) and Hilo (-74.5% to 8,964).

Cruise Ship Visitors:

- In September 2020, sails on the Hawai'i home-ported cruise ship were canceled and there were no out-of-state cruise ships allowed into the islands due to the CDC's "No Sail Order." During September 2019, 8,379 visitors came by air to board the Hawai'i home-ported cruise ship and 18,114 visitors came to the islands on seven out-of-state cruise ships.
- 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 44 cruise ships that carried 95,150 visitors in the first nine months of 2019.
- There were 52,705 total cruise visitors in the first nine months of 2020, down 72.3 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](https://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.

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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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SEPTEMBER 2020 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2020P	2019	% change	2020P	2019	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,246.3	N/A	N/A	13,302.5	N/A
Total by air	N/A	1,235.4	N/A	N/A	13,262.7	N/A
U.S. Total	N/A	754.9	N/A	N/A	8,739.8	N/A
U.S. West	N/A	466.0	N/A	N/A	5,151.9	N/A
U.S. East	N/A	288.9	N/A	N/A	3,587.9	N/A
Japan	N/A	196.5	N/A	N/A	1,652.4	N/A
Canada	N/A	40.5	N/A	N/A	790.6	N/A
All Others	N/A	243.4	N/A	N/A	2,079.8	N/A
Visitor arrivals by cruise ships	N/A	10.9	N/A	N/A	39.9	N/A
TOTAL VISITOR DAYS	627,287	6,185,073	-89.9	22,265,985	68,147,048	-67.3
Total by air	627,287	6,089,616	-89.7	22,124,283	67,700,771	-67.3
U.S. Total	538,346	3,866,376	-86.1	15,906,781	46,717,448	-66.0
U.S. West	323,024	2,602,158	-87.6	9,656,016	29,691,370	-67.5
U.S. East	215,322	1,264,218	-83.0	6,250,766	17,026,078	-63.3
Japan	1,779	850,295	-99.8	1,744,079	6,971,475	-75.0
Canada	10,385	254,953	-95.9	2,077,344	4,764,961	-56.4
All Others	76,777	1,117,992	-93.1	2,396,079	9,246,886	-74.1
Visitor arrivals by cruise ships	0	95,457	-100.0	141,701	446,277	-68.2
VISITOR ARRIVALS	18,868	736,155	-97.4	2,220,009	7,828,965	-71.6
Total by air	18,868	718,042	-97.4	2,190,217	7,733,815	-71.7
U.S. Total	16,027	438,993	-96.3	1,508,289	5,210,250	-71.1
U.S. West	9,994	305,808	-96.7	963,552	3,447,548	-72.1
U.S. East	6,033	133,185	-95.5	544,736	1,762,702	-69.1
Japan	79	143,928	-99.9	294,647	1,173,477	-74.9
Canada	162	21,928	-99.3	156,177	393,074	-60.3
All Others	2,601	113,192	-97.7	231,105	957,014	-75.9
Visitor arrivals by cruise ships	0	18,114	-100.0	29,792	95,150	-68.7
AVERAGE DAILY CENSUS	20,910	206,169	-89.9	81,263	249,623	-67.4
Total by air	20,910	202,987	-89.7	80,746	247,988	-67.4
U.S. Total	17,945	128,879	-86.1	58,054	171,126	-66.1
U.S. West	10,767	86,739	-87.6	35,241	108,760	-67.6
U.S. East	7,177	42,141	-83.0	22,813	62,367	-63.4
Japan	59	28,343	-99.8	6,365	25,537	-75.1
Canada	346	8,498	-95.9	7,582	17,454	-56.6
All Others	2,559	37,266	-93.1	8,745	33,871	-74.2
Visitor arrivals by cruise ships	0	3,182	-100.0	517	1,635	-68.4
AVERAGE LENGTH OF STAY	33.25	8.40	295.7	10.03	8.70	15.2
Total by air	33.25	8.48	292.0	10.10	8.75	15.4
U.S. Total	33.59	8.81	281.4	10.55	8.97	17.6
U.S. West	32.32	8.51	279.9	10.02	8.61	16.4
U.S. East	35.69	9.49	276.0	11.47	9.66	18.8
Japan	22.52	5.91	281.2	5.92	5.94	-0.4
Canada	64.26	11.63	452.7	13.30	12.12	9.7
All Others	29.52	9.88	198.9	10.37	9.66	7.3
Visitor arrivals by cruise ships	0.00	5.27	-100.0	4.76	4.69	1.4
PER PERSON PER DAY SPENDING (\$)	N/A	201.5	N/A	N/A	195.2	N/A
Total by air	N/A	202.9	N/A	N/A	195.9	N/A
U.S. Total	N/A	195.3	N/A	N/A	187.1	N/A
U.S. West	N/A	179.1	N/A	N/A	173.5	N/A
U.S. East	N/A	228.5	N/A	N/A	210.7	N/A
Japan	N/A	231.1	N/A	N/A	237.0	N/A
Canada	N/A	158.9	N/A	N/A	165.9	N/A
All Others	N/A	217.7	N/A	N/A	224.9	N/A
Visitor arrivals by cruise ships	N/A	114.1	N/A	N/A	89.3	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,692.9	N/A	N/A	1,699.1	N/A
Total by air	N/A	1,720.5	N/A	N/A	1,714.9	N/A
U.S. Total	N/A	1,719.7	N/A	N/A	1,677.4	N/A
U.S. West	N/A	1,523.9	N/A	N/A	1,494.4	N/A
U.S. East	N/A	2,169.2	N/A	N/A	2,035.5	N/A
Japan	N/A	1,365.4	N/A	N/A	1,408.1	N/A
Canada	N/A	1,848.0	N/A	N/A	2,011.4	N/A
All Others	N/A	2,150.4	N/A	N/A	2,173.3	N/A
Visitor arrivals by cruise ships	N/A	601.5	N/A	N/A	418.9	N/A

P=Preliminary data. NA=Not available.

Source:Hawai'i Tourism Authority

SEPTEMBER 2020 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2020P	2019	% change	2020P	2019	% change
TOTAL EXPENDITURES (\$mil.)	N/A	1,246.3	N/A	N/A	13,302.5	N/A
Total by air	N/A	1,235.4	N/A	N/A	13,262.7	N/A
Oahu	N/A	607.3	N/A	N/A	6,113.5	N/A
Maui	N/A	339.7	N/A	N/A	3,857.3	N/A
Moloka'i	N/A	1.7	N/A	N/A	24.9	N/A
Lāna'i	N/A	8.7	N/A	N/A	95.0	N/A
Kaua'i	N/A	132.0	N/A	N/A	1,456.1	N/A
Haw aii Island	N/A	145.9	N/A	N/A	1,715.9	N/A
Visitor arrivals by cruise ships	N/A	10.9	N/A	N/A	39.9	N/A
TOTAL VISITOR DAYS	627,287	6,185,073	-89.9	22,265,985	68,147,048	-67.3
Total by air	627,287	6,089,616	-89.7	22,124,283	67,700,771	-67.3
Oahu	346,394	3,032,784	-88.6	10,264,527	31,824,294	-67.7
Maui	87,461	1,561,585	-94.4	5,525,270	18,179,739	-69.6
Moloka'i	2,588	15,750	-83.6	91,166	202,336	-54.9
Lāna'i	708	17,985	-96.1	62,040	200,925	-69.1
Kaua'i	44,132	659,019	-93.3	2,392,223	7,670,493	-68.8
Haw aii Island	146,003	802,494	-81.8	3,789,057	9,622,983	-60.6
Visitor arrivals by cruise ships	0	95,457	-100.0	141,701	446,277	-68.2
VISITOR ARRIVALS	18,868	736,155	-97.4	2,220,009	7,828,965	-71.6
Total by air	18,868	718,042	-97.4	2,190,217	7,733,815	-71.7
Oahu	12,659	458,588	-97.2	1,289,494	4,657,880	-72.3
Maui	2,468	210,108	-98.8	614,211	2,314,113	-73.5
Moloka'i	74	5,323	-98.6	14,899	48,086	-69.0
Lāna'i	39	5,770	-99.3	15,215	65,292	-76.7
Kaua'i	1,092	93,501	-98.8	287,462	1,039,227	-72.3
Haw aii Island	3,335	112,138	-97.0	405,481	1,323,943	-69.4
Visitor arrivals by cruise ships	0	18,114	-100.0	29,792	95,150	-68.7
AVERAGE DAILY CENSUS	20,910	206,169	-89.9	81,263	249,623	-67.4
Total by air	20,910	202,987	-89.7	80,746	247,988	-67.4
Oahu	11,546	101,093	-88.6	37,462	116,573	-67.9
Maui	2,915	52,053	-94.4	20,165	66,592	-69.7
Moloka'i	86	525	-83.6	333	741	-55.1
Lāna'i	24	599	-96.1	226	736	-69.2
Kaua'i	1,471	21,967	-93.3	8,731	28,097	-68.9
Haw aii Island	4,867	26,750	-81.8	13,829	35,249	-60.8
Visitor arrivals by cruise ships	2,559	37,266	-93.1	517	33,871	-98.5
AVERAGE LENGTH OF STAY	33.25	8.40	295.7	10.03	8.70	15.2
Total by air	33.25	8.48	292.0	10.10	8.75	15.4
Oahu	27.36	6.61	313.8	7.96	6.83	16.5
Maui	35.43	7.43	376.8	9.00	7.86	14.5
Moloka'i	34.76	2.96	1,074.8	6.12	4.21	45.4
Lāna'i	18.29	3.12	486.7	4.08	3.08	32.5
Kaua'i	40.43	7.05	473.6	8.32	7.38	12.7
Haw aii Island	43.77	7.16	511.7	9.34	7.27	28.6
Visitor arrivals by cruise ships	0.00	5.27	-100.0	4.76	4.69	1.4
PER PERSON PER DAY SPENDING (\$)	N/A	201.5	N/A	N/A	195.2	N/A
Total by air	N/A	202.9	N/A	N/A	195.9	N/A
Oahu	N/A	200.2	N/A	N/A	192.1	N/A
Maui	N/A	217.5	N/A	N/A	212.2	N/A
Moloka'i	N/A	109.8	N/A	N/A	123.1	N/A
Lāna'i	N/A	483.8	N/A	N/A	473.0	N/A
Kaua'i	N/A	200.4	N/A	N/A	189.8	N/A
Haw aii Island	N/A	181.8	N/A	N/A	178.3	N/A
Visitor arrivals by cruise ships	N/A	114.1	N/A	N/A	89.3	N/A
PER PERSON PER TRIP SPENDING (\$)	N/A	1,692.9	N/A	N/A	1,699.1	N/A
Total by air	N/A	1,720.5	N/A	N/A	1,714.9	N/A
Oahu	N/A	1,324.3	N/A	N/A	1,312.5	N/A
Maui	N/A	1,616.7	N/A	N/A	1,666.9	N/A
Moloka'i	N/A	324.9	N/A	N/A	518.1	N/A
Lāna'i	N/A	1,508.1	N/A	N/A	1,455.4	N/A
Kaua'i	N/A	1,412.2	N/A	N/A	1,401.1	N/A
Haw aii Island	N/A	1,301.2	N/A	N/A	1,296.0	N/A
Visitor arrivals by cruise ships	N/A	601.5	N/A	N/A	418.9	N/A

P=Preliminary data. NA=Not available.

Source:Haw aii Tourism Authority