



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

Hawai'i Tourism Industry in 2020¹

Beginning October 15, passengers arriving from out-of-state and traveling inter-county could bypass the mandatory 14-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing and Travel Partner through the state's Safe Travels program. Effective November 24, all trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawai'i, and test results would no longer be accepted once a traveler arrived in Hawai'i. On December 2, Kaua'i County temporarily suspended its participation in the state's Safe Travels program, making it mandatory for all travelers to Kaua'i to quarantine upon arrival. On December 10, the mandatory quarantine was reduced from 14 to 10 days in accordance with the U.S. Centers for Disease Control and Prevention's (CDC) guidelines. The counties of Hawai'i, Maui, and Kalawao (Moloka'i) also had a partial quarantine in place in December. In addition, the CDC continued to enforce the "No Sail Order" on all cruise ships.

This past December, a total of 235,793 visitors traveled to Hawai'i by air service, compared to 952,441 visitors who came by air service and cruise ships in December 2019. Most of the visitors were from the U.S. West (151,988, -63.7%) and U.S. East (71,537, -66.8%). In addition, 3,833 came from Canada (-94.0%) and 1,889 visitors came from Japan (-98.6%). There were 6,547 visitors from All Other International Markets (-93.8%). Many of these visitors were from Guam, and a small number of visitors were from Other Asia, Europe, Latin America, Oceania, Philippines and Pacific Islands. Total visitor days² declined 66.9 percent compared to December 2019.

Spending statistics for December 2020 were all from U.S. visitors. Data for visitors from other markets were not available. U.S. West visitors spent \$280.4 million (-59.8%) in December, and their average daily spending was \$157 per person (-12.8%). U.S. East visitors spent \$170.4 million (-65.1%) and \$182 per person (-16.5%) on an average daily basis.

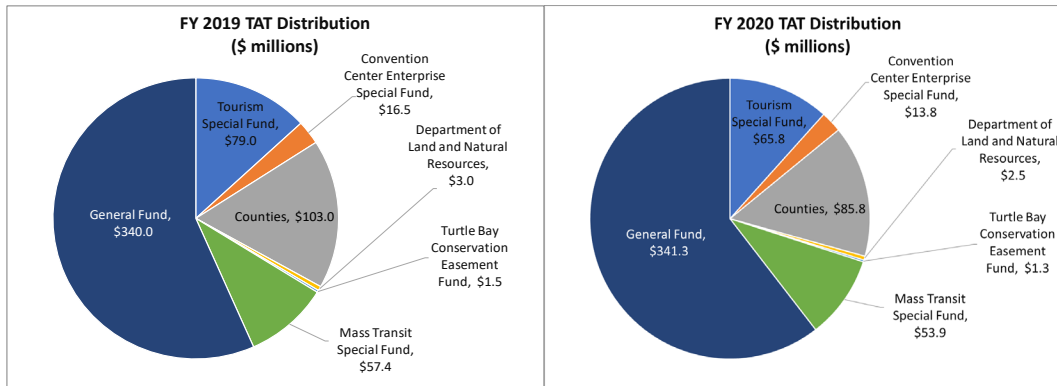
- **Visitor Spending:** Not Available for annual 2020 (\$17.72 billion in 2019).
- **State Tax Revenue:** Not Available for annual 2020. (\$2.07 billion in 2019).
- **Visitor Arrivals: 2,716,195** (-73.8% compared to 2019).
- **Average Daily Census: 78,421 visitors** (-68.3% compared to 2019).
- **Air Seats: 5,318,667** (-60.9% versus 2019).

TAT Collections

- FY 2018: The state collected \$554.9 million in TAT; an increase of 9.2 percent compared to FY 2017. (The TAT rate was increased to 10.25 percent, 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 percent compared to FY 2018.
- FY 2020: The state collected \$564.3 million in TAT, down 6.0 percent compared to FY 2019.
- FY 2021: Through December 2020, the state collected \$35.1 million in TAT, down 89.0 percent compared to FY 2020 through December 2019 (Preliminary data from Dept of Taxation).

¹ 2020 visitor statistics are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, and final passenger counts from Airline Traffic Summary reports

² Aggregate number of days stayed by all visitors.



Hawai'i Tourism Industry in 2019

- **Visitor Spending (Air and Cruise)³: \$17.72 billion (+1.2%, +\$206.4 million YOY versus 2018).**
 - ❖ **Statewide: \$48.5 million in average visitor spending daily:**
 - O'ahu: \$22.3 million per day
 - Maui: \$14.0 million per day
 - Island of Hawai'i: \$6.3 million per day
 - Kaua'i: \$5.2 million per day
- **State Tax Revenue⁴: \$2.07 billion (+1.2%, +\$24.1 million YOY versus 2018).**
- **Visitor Arrivals (Air and Cruise): 10,386,673 (+5.0% YOY versus 2018).**
 - ❖ On any given day were 248,000 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 Growth

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2019	\$48.9 million	217,000
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

³ 2019 total visitor spending is in nominal dollars and does not include supplemental business spending.

⁴ State government tax revenue generated (direct, indirect and induced)