



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

### Hawai'i Tourism Industry in January 2021<sup>1</sup>

During January 2021, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. 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. On December 2, 2020 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. However, starting January 5, 2021 Kaua'i County rejoined the Safe Travels program for inter-island arrivals, allowing inter-island travelers who have been in Hawai'i for more than three days to bypass the quarantine with a valid test result. Also starting January 5 on Kaua'i, trans-Pacific travelers were given the option of participating in a pre- and post-travel testing program at a "resort bubble" property as a way to shorten their time in quarantine. The counties of Hawai'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in January. In addition, the U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "Conditional Sailing Order" on all cruise ships.

In January 2021, a total of 171,976 visitors traveled to Hawai'i by air service, compared to 862,574 visitors who came by air service and cruise ships a year ago. Most of the visitors were from the U.S. West (112,020, -68.2%) and U.S. East (50,788, -74.6%). In addition, 2,898 came from Canada (-95.6%) and 1,165 visitors came from Japan (-99.1%). There were 5,105 visitors from All Other International Markets (-95.2%). 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.

### Hawai'i Tourism Industry in January 2021

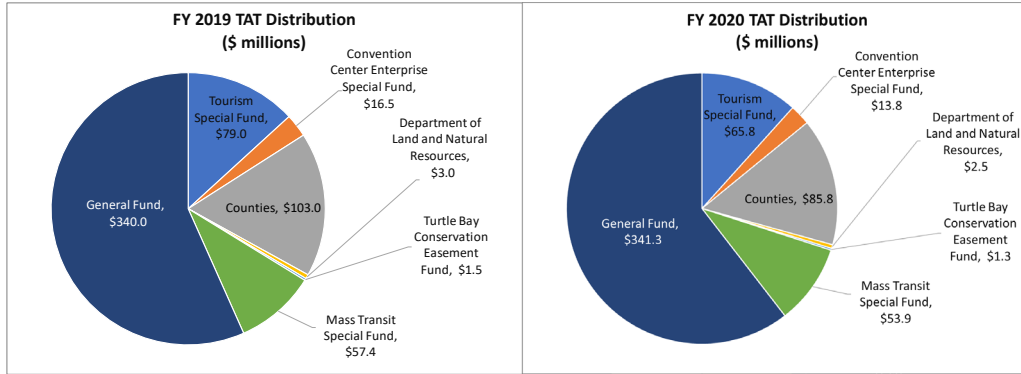
- **Total Visitor Spending<sup>2</sup>:** \$383.3 million (\$1.71 billion in January 2020).
- **State Tax Revenue:** \$44.7 million (\$200.0 million in January 2020).
- **Visitor Arrivals:** 171,976 (-80.1% compared to January 2020).
- **Average Daily Census:** 80,700 visitors (-70.0% compared to January 2020).
- **Air Seats:** 593,981 (-50.6% versus January 2020).

### 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).

<sup>1</sup> 2021 and 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

<sup>2</sup> For January 2021, spending statistics were from U.S. West, U.S. East, Japan and Canada visitors. Spending data for visitors from other markets were not available.



**Hawai'i Tourism Industry in 2020**

- **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 (Air and Cruise): 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).

**Hawai'i Tourism Industry in 2019**

- **Visitor Spending (Air and Cruise) <sup>3</sup>: \$17.72 billion** (+1.2%, +\$206.4 million YOY versus 2018).
- **State Tax Revenue<sup>4</sup>: \$2.07 billion** (+1.2%, +\$24.1 million YOY versus 2018).
- **Visitor Arrivals (Air and Cruise): 10,386,673** (+5.0% YOY versus 2018).
- **Average Daily Census: 247,564 visitors** (+2.4% versus 2018).
- **Jobs supported: 216,000** (Direct, indirect, induced)
- **Air Seats: 13,619,349** (+2.9% YOY versus 2018).

**Hotel Occupancy Rates:**

Occupancy Rate	2020	2019	2018	2017	2016	2015
State	37.1%	80.7%	80.3%	80.2%	79.1%	78.7%
O'ahu	39.0%	84.0%	83.7%	83.5%	84.2%	85.1%
Maui County	33.9%	77.7%	75.9%	77.0%	75.8%	74.3%
Island of Hawai'i	38.0%	77.0%	74.6%	74.8%	68.7%	65.7%
Kaua'i	33.0%	72.5%	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

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

<sup>4</sup> State government tax revenue generated (direct, indirect and induced)