



For Immediate Release: February 25, 2021  
HTA Release (21-05)

## Hawai'i Visitor Statistics Released for January 2021

**HONOLULU** – Hawai'i's visitor industry continues to be impacted significantly by the global COVID-19 pandemic. In January 2021, visitor arrivals dropped 80.1 percent compared to a year ago, according to preliminary statistics released by the Hawai'i Tourism Authority's (HTA) Tourism Research Division.

In January, 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. Total visitor days<sup>1</sup> declined 70.0 percent compared to January 2020.

During January, 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.

Total visitor spending<sup>2</sup> in January 2021 was \$383.3 million, down 77.6 percent compared to a year ago. U.S. West visitors spent \$225.7 million (-63.7%) in January, and their average daily spending was \$153 per person (-17.7%). U.S. East visitors spent \$137.9 million (-72.8%) and \$167 per person, per day (-25.9%). Visitors from Japan spent \$4.8 million (-97.4%), and their daily spending was \$204 per person, per day (-15.2%). Visitors from Canada spent \$14.9 million (-90.7%) and \$172 per person (-2.1%) on a daily basis. Spending data for visitors from other markets were not available.

There were 2,856 (-47.3%) trans-Pacific flights that serviced the Hawaiian Islands in January. This represented a total of 593,981 air seats, down 50.6 percent from a year ago. There were no scheduled seats from Oceania, and considerably fewer scheduled seats from Other Asia (-96.6%), Japan (-91.1%), Canada (-89.4%), U.S. East (-53.2%), U.S. West (-30.5%), and Other countries (-57.6%) compared to a year ago.

<sup>1</sup> Aggregate number of days stayed by all visitors.

<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.

### Other Highlights:

- **U.S. West:** In January 2021, 82,625 visitors arrived from the Pacific region compared to 267,896 visitors a year ago, and 29,328 visitors came from the Mountain region compared to 75,594 a year ago. In terms of accommodations, 34.9 percent of U.S. West visitors stayed in hotels, 24.4 percent stayed in condominiums, 15.9 percent stayed with friends and relatives, 14.6 percent stayed in rental homes and 13.1 percent stayed in timeshares.

Daily visitor spending was \$153 per person, down from \$186 per person a year ago. Lodging, food and beverage, transportation, and entertainment and recreation expenses were lower, while shopping expenses were similar to January 2020.

Key U.S. West markets had travel restrictions in place during January. California residents returning from non-essential travel were encouraged to quarantine for 10 days. San Francisco, Santa Clara, and Los Angeles counties ordered a mandatory 10-day quarantine for people coming from outside their regions. In Oregon, returning residents were advised to practice self-quarantine for 14 days after arrival. Washington continued to recommend a 14-day quarantine for residents returning from interstate and international travel.

- **U.S. East:** Of the 50,788 U.S. East visitors in January, the majority were from the East North Central (11,654, -73.3%), South Atlantic (10,293, -72.3%) and West South Central (8,869, -66.0%) regions. In terms of lodging, 41.1 percent of U.S. East visitors stayed in hotels, 18.8 percent stayed in condominiums, 18.4 percent stayed with friends and relatives, 14.0 percent stayed in rental homes and 11.7 percent stayed in timeshares.

Daily visitor spending dropped to \$167 per person compared to \$225 per person a year ago. Lodging, food and beverage, transportation, and entertainment and recreation expenses decreased, while shopping expenses rose slightly compared to January 2020.

In New York, returning residents in January could “test out” of the mandatory 10-day quarantine by obtaining a COVID-19 test within three days before their return, and also quarantining for three days. On the fourth day of their quarantine, the traveler had to obtain another COVID-19 test. If both tests came back negative, the traveler could exit quarantine early upon receipt of the second negative test.

- **Japan:** In January, 1,165 visitors arrived from Japan compared to 128,686 visitors a year ago. Of the total, 1,124 visitors arrived on international flights from Japan and 41 came on domestic flights. Among Japanese visitors in January, 45.4 percent stayed in hotels, 20.6 percent stayed with friends and relatives, 17.3 percent stayed in condominiums and 7.0 percent stayed in timeshares.

Visitors spent an average of \$204 per person, per day in January compared to \$240 per person the previous year. Lodging costs were higher but food and beverage, shopping, transportation, entertainment, and recreation expenses declined.

In January, the Japanese government reinstated a travel ban for most arriving passengers to contain the spread of the mutated strain of COVID-19. Returning Japanese nationals were required to present a medical certificate showing a negative COVID-19 test result taken within 72 hours before their flight. They also had to self-isolate for two weeks and were prohibited from using public transportation. Travelers from Japan could bypass Hawai'i's mandatory 10-day quarantine with a valid negative test result from a Trusted Testing Partner in Japan.

- **Canada:** In January, 2,898 visitors arrived from Canada compared to 65,123 visitors a year ago. Direct flights from Canada brought 2,356 visitors while 542 visitors arrived on domestic flights. Among Canadian visitors in January, the majority (75.8%) stayed in hotels, while 9.3 percent stayed in condominiums, 6.4 percent stayed in rental homes and 4.3 percent stayed in timeshares.

Daily visitor spending of \$172 per person was slightly down from \$176 per person a year ago. Food and beverage expenses increased, while transportation, shopping, entertainment and recreation expenses declined. Lodging expenses were similar to January 2020.

The U.S. and Canadian governments extended cross-border travel restrictions to non-essential travel through at least March 21, 2021. Air travelers five years of age or older were required to provide their airline with a negative COVID-19 molecular polymerase chain reaction (PCR) test within 72 hours of travel to Canada. All passengers, including returning Canadian residents were also required to quarantine for 14 days. Travelers from Canada could bypass Hawai'i's mandatory 10-day quarantine with a valid negative test result from a Canada Trusted Testing Partner.

#### **Highlights from All Other International Markets:**

- **Australia:** There were 48 visitors who traveled to Hawai'i in January compared to 24,559 visitors a year ago. There were no direct flights from Australia. All 48 visitors came on domestic flights. 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 74 visitors in January versus 5,038 visitors a year ago. There were no direct flights from New Zealand. These 74 visitors arrived on domestic flights. 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 98 visitors in January compared to 8,729 visitors a year ago. There were no direct flights from China. These 98 visitors arrived on domestic flights. The Chinese government tightened travel restrictions in January. Transit passengers were banned and passengers on direct flights to the municipality were required to either be citizens of the country of departure or Chinese citizens. Authorities required all inbound passengers to quarantine for 14 days at government-designated locations, followed by an additional seven days of self-quarantine and seven days of health monitoring.
- **Korea:** There were 230 visitors in January versus 21,371 visitors a year ago. Of the 230 visitors, 115 arrived on domestic flights and 115 arrived on an international flight from a major carrier which flies both domestic and international routes. All travelers to Korea, including returning Korean nationals, were subject to a mandatory 14-day quarantine. The Korean government extended its special travel advisory for Koreans to avoid non-essential overseas trips until March 17, 2021.
- **Taiwan:** There were 12 visitors in January compared to 1,932 visitors a year ago. There were no direct flights from Taiwan. These 12 visitors came on domestic flights. All travelers to Taiwan, including returning nationals, needed to provide a negative COVID-19 PCR test result issued within three business days before boarding their flight and were required to quarantine for 14 days.

- **Europe:** There were 334 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in January versus 7,956 visitors a year ago. These 334 visitors arrived on domestic flights. Germany remained in lockdown and non-essential services were closed since mid-December 2020. Travelers entering Germany from countries classified as high-incidence areas were required to present a negative test result before their flight and subject to quarantine for 10 days. The United Kingdom was in full lockdown since January 4. All travelers entering the U.K., including British citizens, had to present a negative COVID-19 test taken within 72 hours of arrival and were also subject to quarantine for 10 days.
- **Latin America:** There were 281 visitors from Latin America (Mexico, Brazil and Argentina) in January compared to 2,402 visitors a year ago. These 281 visitors came on domestic flights. In Argentina, the government extended a December measure through February 28 to shut air, land, and sea borders to all foreign nationals. All incoming travelers including returning nationals were required to submit a valid negative PCR test completed up to 72 hours before travel. In Mexico, the U.S. and Mexican border restrictions were extended until at least March 21, 2021. The restrictions applied to non-essential crossings but not commerce. There were no quarantine restrictions for returning Mexican nationals.

### Island Highlights:

- **O'ahu:** In January, visitor spending<sup>3</sup> on O'ahu was \$129.9 million (-81.5%). Total visitor days decreased 71.3 percent from a year ago. There were 78,967 visitors on O'ahu compared to 512,621 visitors in January 2020.
- **Maui:** In January, visitor spending<sup>2</sup> on Maui was \$172.9 million (-66.1%). Total visitor days declined 63.0 percent from January 2020. There were 66,925 visitors on Maui in January versus 242,472 visitors a year ago.
- **Kaua'i:** In January, visitor spending<sup>2</sup> on Kaua'i was \$10.2 million (-94.7%). Total visitor days were down 89.9 percent compared to January 2020. There were 3,987 visitors on Kaua'i in January compared to 113,847 visitors a year ago.
- **Hawai'i Island:** In January, visitor spending<sup>2</sup> on Hawai'i Island was \$70.3 million (-75.8%). Total visitor days decreased 63.4 percent from January 2020. There were 34,286 visitors on Hawai'i Island in January compared to 163,530 visitors a year ago.

### Flights and Air Seats to Hawai'i:

In January, total trans-Pacific air capacity dropped 47.3 percent from a year ago to 2,856 flights. Trans-Pacific flights to Hilo have been suspended since late March 2020, and there were fewer flights serving Honolulu (1,410, -52.3%), Kahului (961, -27.6%), Kona (442, -31.6%) and Līhu'e (43, -90.9%) compared to a year ago. This translates into 593,981 (-50.6%) total trans-Pacific air seats in January. There were 320,887 (-56.3%) scheduled air seats serving Honolulu, 185,146 (-29.4%) scheduled seats to Kahului, 79,886 (-33.0%) scheduled seats to Kona, and 8,062 (-90.3%) scheduled seats to Līhu'e.

- There were 2,495 (-30.6%) scheduled flights from U.S. West in January, with 499,872 (-30.5%) seats. Service from Anchorage (7,473 seats, -31.9%), Denver (13,689, -54.1%), Las Vegas (16,124, -36.7%), Long Beach (4,347, -25.8%), Los Angeles (125,594, -36.9%), Oakland

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<sup>3</sup> For January 2021, spending statistics on each island were from U.S. West, U.S. East, Japan and Canada visitors. Spending data for visitors from other markets were not available.

(39,580, -26.6%), Phoenix (24,846, -33.8%), Portland (22,453, -42.9%), Sacramento (22,107, -9.2%), Salt Lake City (12,030, -17.9%), San Diego (26,310, -6.3%), San Francisco (70,107, -39.0%), and Seattle (71,425, -26.5%) was significantly reduced compared to a year ago.

- There were 231 (-46.5%) scheduled flights from U.S. East, with 57,796 (-53.2%) seats. Flights from Detroit and Washington, D.C. were suspended. Service from Atlanta (4,938 seats, -45.6%), Boston (2,224, -61.9%), Chicago (9,652, -65.5%), Dallas (26,878, -37.3%), Houston (4,922, -56.4%), Minneapolis (4,712, -26.9%), New York (JFK) (3,614, -62.4%), and Newark (856, -88.5%) was substantially decreased compared to January 2020.
- There were 59 (-90.9%) scheduled flights from Japan, with 15,595 (-91.1%) seats. Nearly all flights were postponed except for limited service from Osaka (2,780 seats, -92.2%), Tokyo-Haneda (6,552, -73.6%) and Tokyo-Narita (6,263, -93.4%).
- There were 31 (-90.6%) scheduled flights from Canada with 6,978 (-89.4%) seats. Flights from Toronto were suspended. There was limited service from Vancouver (2,610 seats, -95.1%) and reduced service from Calgary (4,368, -50.4%).
- There were no scheduled flights from Oceania in January, compared to 144 scheduled flights and 41,669 seats a year ago.
- From the Other Asia markets, there were only five scheduled flights from Seoul, Korea with 1,390 seats in January. In comparison, there were 137 scheduled flights and 41,139 combined seats from Seoul (30,793), Shanghai (7,592) and Taipei (2,754) a year ago.
- There were 32 (-67.7%) scheduled flights with 11,538 (-57.6%) seats from Other markets (Apia, Christmas Island, Guam, Majuro, Manila, Pago Pago and Papeete) in January. Direct flights to Hawai'i from most routes were cancelled except for Guam-Honolulu with 10,920 seats (-3.2%). Service from Manila-Honolulu was limited (618 seats, -90.9%) compared to a year ago.

### **Cruise Ship Visitors:**

- In January 2021, sails on the Hawai'i home-ported cruise ship were suspended, and out-of-state cruise ships were not permitted into the islands due to the CDC's "Conditional Sailing Order." During January 2020, 9,354 visitors came by air to board the Hawai'i home-ported cruise ship and 10,538 visitors came to the islands on nine out-of-state cruise ships.

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### **Technical Notes:**

Tables of preliminary 2021 and 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.hawaiiourismauthority.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.hawaiiourismauthority.org](http://www.hawaiiourismauthority.org). Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

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## JANUARY 2021 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2021P	2020P	% change	2021P	2020P	% change
<b>TOTAL EXPENDITURES (\$mil.) 1/</b>	<b>383.3</b>	<b>1,713.0</b>	<b>-77.6</b>	<b>383.3</b>	<b>1,713.0</b>	<b>-77.6</b>
Total by air	383.3	1,708.0	-77.6	383.3	1,708.0	-77.6
U.S. Total	363.6	1,129.1	-67.8	363.6	1,129.1	-67.8
U.S. West	225.7	621.7	-63.7	225.7	621.7	-63.7
U.S. East	137.9	507.4	-72.8	137.9	507.4	-72.8
Japan	4.8	184.4	-97.4	4.8	184.4	-97.4
Canada	14.9	160.4	-90.7	14.9	160.4	-90.7
All Others	N/A	234.2	N/A	N/A	234.2	N/A
Visitor arrivals by cruise ships	0.0	5.0	N/A	0.0	5.0	N/A
<b>TOTAL VISITOR DAYS</b>	<b>2,503,864</b>	<b>8,352,039</b>	<b>-70.0</b>	<b>2,503,864</b>	<b>8,352,039</b>	<b>-70.0</b>
Total by air	2,503,864	8,305,017	-69.9	2,503,864	8,305,017	-69.9
U.S. Total	2,298,135	5,588,753	-58.9	2,298,135	5,588,753	-58.9
U.S. West	1,471,794	3,337,398	-55.9	1,471,794	3,337,398	-55.9
U.S. East	826,341	2,251,355	-63.3	826,341	2,251,355	-63.3
Japan	23,587	768,565	-96.9	23,587	768,565	-96.9
Canada	87,001	913,550	-90.5	87,001	913,550	-90.5
All Others	95,140	1,034,149	-90.8	95,140	1,034,149	-90.8
Visitor arrivals by cruise ships	0	47,023	N/A	0	47,023	N/A
<b>VISITOR ARRIVALS</b>	<b>171,976</b>	<b>862,574</b>	<b>-80.1</b>	<b>171,976</b>	<b>862,574</b>	<b>-80.1</b>
Total by air	171,976	852,037	-79.8	171,976	852,037	-79.8
U.S. Total	162,808	552,578	-70.5	162,808	552,578	-70.5
U.S. West	112,020	352,525	-68.2	112,020	352,525	-68.2
U.S. East	50,788	200,053	-74.6	50,788	200,053	-74.6
Japan	1,165	128,686	-99.1	1,165	128,686	-99.1
Canada	2,898	65,123	-95.6	2,898	65,123	-95.6
All Others	5,105	105,649	-95.2	5,105	105,649	-95.2
Visitor arrivals by cruise ships	0	10,538	N/A	0	10,538	N/A
<b>AVERAGE DAILY CENSUS</b>	<b>80,770</b>	<b>269,421</b>	<b>-70.0</b>	<b>80,770</b>	<b>269,421</b>	<b>-70.0</b>
Total by air	80,770	267,904	-69.9	80,770	267,904	-69.9
U.S. Total	74,133	180,282	-58.9	74,133	180,282	-58.9
U.S. West	47,477	107,658	-55.9	47,477	107,658	-55.9
U.S. East	26,656	72,624	-63.3	26,656	72,624	-63.3
Japan	761	24,792	-96.9	761	24,792	-96.9
Canada	2,806	29,469	-90.5	2,806	29,469	-90.5
All Others	3,069	33,360	-90.8	3,069	33,360	-90.8
Visitor arrivals by cruise ships	0	1,517	N/A	0	1,517	N/A
<b>AVERAGE LENGTH OF STAY</b>	<b>14.56</b>	<b>9.68</b>	<b>50.4</b>	<b>14.56</b>	<b>9.68</b>	<b>50.4</b>
Total by air	14.56	9.75	49.4	14.56	9.75	49.4
U.S. Total	14.12	10.11	39.6	14.12	10.11	39.6
U.S. West	13.14	9.47	38.8	13.14	9.47	38.8
U.S. East	16.27	11.25	44.6	16.27	11.25	44.6
Japan	20.25	5.97	239.1	20.25	5.97	239.1
Canada	30.02	14.03	114.0	30.02	14.03	114.0
All Others	18.64	9.79	90.4	18.64	9.79	90.4
Visitor arrivals by cruise ships	0.00	4.46	N/A	0.00	4.46	N/A
<b>PER PERSON PER DAY SPENDING (\$) 1/</b>	<b>153.1</b>	<b>205.1</b>	<b>-25.4</b>	<b>153.1</b>	<b>205.1</b>	<b>-25.4</b>
Total by air	153.1	205.7	-25.6	153.1	205.7	-25.6
U.S. Total	158.2	202.0	-21.7	158.2	202.0	-21.7
U.S. West	153.3	186.3	-17.7	153.3	186.3	-17.7
U.S. East	166.9	225.4	-25.9	166.9	225.4	-25.9
Japan	203.5	239.9	-15.2	203.5	239.9	-15.2
Canada	171.8	175.6	-2.1	171.8	175.6	-2.1
All Others	N/A	226.5	N/A	N/A	226.5	N/A
Visitor arrivals by cruise ships	0.0	105.6	N/A	0.0	105.6	N/A
<b>PER PERSON PER TRIP SPENDING (\$) 1/</b>	<b>2,229.0</b>	<b>1,985.9</b>	<b>12.2</b>	<b>2,229.0</b>	<b>1,985.9</b>	<b>12.2</b>
Total by air	2,229.0	2,004.7	11.2	2,229.0	2,004.7	11.2
U.S. Total	2,233.3	2,043.2	9.3	2,233.3	2,043.2	9.3
U.S. West	2,014.6	1,763.4	14.2	2,014.6	1,763.4	14.2
U.S. East	2,715.6	2,536.3	7.1	2,715.6	2,536.3	7.1
Japan	4,121.6	1,432.7	187.7	4,121.6	1,432.7	187.7
Canada	5,159.0	2,462.8	109.5	5,159.0	2,462.8	109.5
All Others	N/A	2,217.1	N/A	N/A	2,217.1	N/A
Visitor arrivals by cruise ships	0.0	471.3	N/A	0.0	471.3	N/A

P=Preliminary data. NA=Not available.

1/ Note: January 2021 spending statistics were from U.S., Japan and Canada visitors. Spending data for visitors from other markets were not available.

Source: Hawaii Tourism Authority

**JANUARY 2021 ISLAND HIGHLIGHTS**

TOTAL EXPENDITURES (\$mil.)	2021P	2020P	% change	2021P	2020P	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>383.3</b>	<b>1,713.0</b>	<b>-77.6</b>	<b>383.3</b>	<b>1,713.0</b>	<b>-77.6</b>
Total by air	383.3	1,708.0	-77.6	383.3	1,708.0	-77.6
O'ahu	129.9	701.6	-81.5	129.9	701.6	-81.5
Maui	172.9	510.7	-66.1	172.9	510.7	-66.1
Moloka'i	N/A	4.3	N/A	N/A	4.3	N/A
Lāna'i	N/A	9.6	N/A	N/A	9.6	N/A
Kaua'i	10.2	191.3	-94.7	10.2	191.3	-94.7
Hawai'i Island	70.3	290.5	-75.8	70.3	290.5	-75.8
Visitor arrivals by cruise ships	0.0	5.0	N/A	0.0	5.0	N/A
<b>TOTAL VISITOR DAYS</b>	<b>2,503,864</b>	<b>8,352,039</b>	<b>-70.0</b>	<b>2,503,864</b>	<b>8,352,039</b>	<b>-70.0</b>
Total by air	2,503,864	8,305,017	-69.9	2,503,864	8,305,017	-69.9
O'ahu	1,057,238	3,688,771	-71.3	1,057,238	3,688,771	-71.3
Maui	811,869	2,194,995	-63.0	811,869	2,194,995	-63.0
Moloka'i	9,145	36,927	-75.2	9,145	36,927	-75.2
Lāna'i	6,022	25,117	-76.0	6,022	25,117	-76.0
Kaua'i	93,162	921,575	-89.9	93,162	921,575	-89.9
Hawai'i Island	526,429	1,437,632	-63.4	526,429	1,437,632	-63.4
Visitor arrivals by cruise ships	0	47,023	N/A	0	47,023	N/A
<b>VISITOR ARRIVALS</b>	<b>171,976</b>	<b>862,574</b>	<b>-80.1</b>	<b>171,976</b>	<b>862,574</b>	<b>-80.1</b>
Total by air	171,976	852,037	-79.8	171,976	852,037	-79.8
O'ahu	78,967	512,621	-84.6	78,967	512,621	-84.6
Maui	66,925	242,472	-72.4	66,925	242,472	-72.4
Moloka'i	819	6,786	-87.9	819	6,786	-87.9
Lāna'i	953	6,064	-84.3	953	6,064	-84.3
Kaua'i	3,987	113,847	-96.5	3,987	113,847	-96.5
Hawai'i Island	34,286	163,530	-79.0	34,286	163,530	-79.0
Visitor arrivals by cruise ships	0	10,538	N/A	0	10,538	N/A
<b>AVERAGE DAILY CENSUS</b>	<b>80,770</b>	<b>269,421</b>	<b>-70.0</b>	<b>80,770</b>	<b>269,421</b>	<b>-70.0</b>
Total by air	80,770	267,904	-69.9	80,770	267,904	-69.9
O'ahu	34,104	118,993	-71.3	34,104	118,993	-71.3
Maui	26,189	70,806	-63.0	26,189	70,806	-63.0
Moloka'i	295	1,191	-75.2	295	1,191	-75.2
Lāna'i	194	810	-76.0	194	810	-76.0
Kaua'i	3,005	29,728	-89.9	3,005	29,728	-89.9
Hawai'i Island	16,982	46,375	-63.4	16,982	46,375	-63.4
Visitor arrivals by cruise ships	0	1,517	N/A	0	1,517	N/A
<b>AVERAGE LENGTH OF STAY</b>	<b>14.56</b>	<b>9.68</b>	<b>50.4</b>	<b>14.56</b>	<b>9.68</b>	<b>50.4</b>
Total by air	14.56	9.75	49.4	14.56	9.75	49.4
O'ahu	13.39	7.20	86.1	13.39	7.20	86.1
Maui	12.13	9.05	34.0	12.13	9.05	34.0
Moloka'i	11.17	5.44	105.2	11.17	5.44	105.2
Lāna'i	6.32	4.14	52.5	6.32	4.14	52.5
Kaua'i	23.37	8.09	188.6	23.37	8.09	188.6
Hawai'i Island	15.35	8.79	74.7	15.35	8.79	74.7
Visitor arrivals by cruise ships	0.00	4.46	N/A	0.00	4.46	N/A
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>153.1</b>	<b>205.1</b>	<b>-25.4</b>	<b>153.1</b>	<b>205.1</b>	<b>-25.4</b>
Total by air	153.1	205.7	-25.6	153.1	205.7	-25.6
O'ahu	122.9	190.2	-35.4	122.9	190.2	-35.4
Maui	213.0	232.7	-8.5	213.0	232.7	-8.5
Moloka'i	N/A	116.5	N/A	N/A	116.5	N/A
Lāna'i	N/A	382.9	N/A	N/A	382.9	N/A
Kaua'i	109.3	207.5	-47.3	109.3	207.5	-47.3
Hawai'i Island	133.6	202.1	-33.9	133.6	202.1	-33.9
Visitor arrivals by cruise ships	0.0	105.6	N/A	0.0	105.6	N/A
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,229.0</b>	<b>1,985.9</b>	<b>12.2</b>	<b>2,229.0</b>	<b>1,985.9</b>	<b>12.2</b>
Total by air	2,229.0	2,004.7	11.2	2,229.0	2,004.7	11.2
O'ahu	1,644.9	1,368.7	20.2	1,644.9	1,368.7	20.2
Maui	2,583.7	2,106.1	22.7	2,583.7	2,106.1	22.7
Moloka'i	N/A	634.1	N/A	N/A	634.1	N/A
Lāna'i	N/A	1,585.8	N/A	N/A	1,585.8	N/A
Kaua'i	2,554.7	1,680.0	52.1	2,554.7	1,680.0	52.1
Hawai'i Island	2,051.8	1,776.6	15.5	2,051.8	1,776.6	15.5
Visitor arrivals by cruise ships	0.0	471.3	N/A	0.0	471.3	N/A

P=Preliminary data. NA=Not available.

1/ Note: January 2021 spending statistics were from U.S., Japan and Canada visitors. Spending data for visitors from other markets were not available.

Source: Hawai'i Tourism Authority