



For Immediate Release: April 29, 2021  
HTA Release (21-12)

## Hawai'i Visitor Statistics Released for March 2021

**HONOLULU** – Visitor arrivals to Hawai'i during March 2021 rose 1.1 percent compared to a year ago, according to preliminary statistics released by the Hawai'i Tourism Authority (HTA). This was the first time in a year where visitor arrivals were up, but the year-to-date arrivals were still significantly down (-60.1%). A total of 439,785 visitors traveled to Hawai'i by air service last month, compared to 434,856 visitors who came by air service (430,691, +2.1%) and cruise ships (4,165 visitors) in March 2020. The average daily census showed that there were 137,440 visitors in Hawai'i on any given day in March 2021, compared to 127,760 visitors per day in March 2020.

The COVID-19 pandemic started taking a drastic toll on Hawai'i's visitor industry a year ago. On March 26, 2020, the state implemented a 14-day mandatory travel quarantine. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism all but stopped. This continued until mid-October when the state initiated the Safe Travels program, which allowed trans-Pacific travelers to bypass the quarantine if they had a valid negative test for COVID-19.

During March 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. Kaua'i County continued to temporarily suspend its participation in the state's Safe Travels program, making it mandatory for all trans-Pacific travelers to Kaua'i to quarantine upon arrival except for those 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 March. In addition, the U.S. Centers for Disease Control and Prevention (CDC) continued to enforce the "Conditional Sailing Order" on all cruise ships.

In March, most of the visitors were from the U.S. West (296,117, +47.4%) and U.S. East (133,162, +10.8%). In addition, 1,051 visitors came from Japan (-97.7%) and 326 visitors came from Canada (-98.8%). There were 9,129 visitors from All Other International Markets (-75.9%). 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> increased 7.6 percent.

Total visitor spending in March was \$745.9 million<sup>2</sup>. U.S. West visitors spent \$492.4 million (+55.4%), and their average daily spending was \$176 per person (-1.1%). U.S. East visitors spent \$249.8 million (+8.4%) and \$188 per person, per day (-6.5%). Visitors from Japan spent \$3.7 million (-94.5%), and their daily spending was \$213 per person, per day (-10.9%). Visitor spending data from other markets were not available.

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

<sup>2</sup> For March 2021, visitor spending statistics were from U.S. West, U.S. East and Japan only. Spending data for visitors from the other markets were not available due to limited samples.

There were 3,266 (-23.4%) trans-Pacific flights that serviced the Hawaiian Islands in March. This represented a total of 665,209 air seats, down 29.5 percent from a year ago. There were no scheduled seats from Oceania, and considerably fewer scheduled seats from Canada (-97.5%), Japan (-94.0%) and Other Asia (-91.8%). Seats from U.S. East (-15.3%) and U.S. West (-9.7%) also declined to a lesser extent. Seats from Other countries (Guam and Manila) increased (+96.5%) compared to a year ago.

### First Quarter 2021

For the first quarter of 2021, total visitor spending was \$1.51 billion<sup>3</sup>. Spending by visitors from U.S. West (-35.0% to \$982.6 million), U.S. East (-56.4% to \$503.8 million) and Japan (-97.4% to \$10.9 million) decreased compared to the same period last year. Available data for Canada showed \$17.2 million in visitor spending in the first two months of 2021.

Total arrivals in the first quarter declined 60.1 percent due to fewer visitors who came by air from U.S. West (-37.0% to 572,998), U.S. East (-51.8% to 247,849), Canada (-97.6% to 3,716), Japan (-99.0% to 2,910) and All Other International Markets (-91.2% to 19,570). Additionally, there were no cruise activities in the first quarter of 2021, versus 29,792 visitors who arrived aboard 20 out-of-state cruise ships in the same period last year. Total visitor days dropped 52.4 percent.

### Other Highlights:

- **U.S. West:** In March 2021, 212,596 visitors arrived from the Pacific region, up from 140,981 visitors a year ago, and 83,515 visitors came from the Mountain region compared to 56,543 a year ago. In terms of accommodations, 47.0 percent of U.S. West visitors stayed in hotels, 23.6 percent stayed in condominiums, 12.6 percent stayed in rental homes, 12.4 percent stayed with friends and relatives, and 10.3 percent stayed in timeshares.

Through the first quarter of 2021, visitor arrivals decreased from both the Pacific (-38.7%) and Mountain (-24.9%) regions. Year-to-date, per person per day visitor spending decreased to \$165 (-10.9%). Shopping expenses were higher, while lodging, food and beverage, transportation, and entertainment and recreation expenses decreased compared to the first quarter of 2020.

Key U.S. West markets had travel restrictions in place during March 2021. California residents were advised to quarantine for 10 days after re-entering their state. In Oregon, returning residents were advised to self-quarantine for 14 days after their return. Quarantine recommendations did not apply to returning residents who were fully vaccinated for COVID-19 and had no COVID-19 symptoms. In Washington, all air passengers were required to obtain a negative COVID-19 test within three days of departure. In addition, returning Washington residents were directed to self-quarantine for 14 days after out-of-state travel.

- **U.S. East:** Of the 133,162 U.S. East visitors in March 2021, the majority were from the East North Central (34,062, +61.9%), West South Central (29,787, +7.6%) and South Atlantic (23,895, +15.3%) regions. In terms of lodging, 54.6 percent of U.S. East visitors stayed in hotels, 17.0 percent stayed in condominiums, 14.3 percent stayed with friends and relatives, 11.5 percent stayed in rental homes and 9.2 percent stayed in timeshares.

Through the first quarter of 2021, visitor arrivals declined from all U.S. East regions. Year-to-date, daily visitor spending decreased to \$173 per person compared to \$218 per person in the same

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<sup>3</sup> First quarter 2021 visitor spending statistics were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples.

period last year. Lodging, food and beverage, transportation, and entertainment and recreation expenses were lower, while shopping expenses increased compared to March 2020.

In New York, all travelers, including returning residents, had the option to “test out” of the mandatory 10-day quarantine for asymptomatic individuals. A COVID-19 test was required within three days before their return to New York, followed by three days of quarantine. On the fourth day of their quarantine, a second COVID-19 test was required. If both tests came back negative, they could exit quarantine early upon receipt of the second negative test.

- **Japan:** Of the 1,051 visitors in March 2021, 950 visitors arrived on international flights from Japan and 101 came on domestic flights. Nearly all (98.6%) visitors made their own travel arrangements. In terms of lodging, 52.3 percent stayed in hotels, 26.9 percent stayed in condominiums, 14.5 percent stayed with friends and relatives, 6.8 percent stayed in rental homes and 2.5 percent stayed in timeshares.

Through the first quarter of 2021, there were 2,910 visitors from Japan (-99.0%). Year-to-date per person per day visitor spending declined to \$206 (-14.4%). Lodging expenses increased while food and beverage, shopping, entertainment and recreation, and transportation expenses declined.

In March, the Japan government required proof of a negative PCR test for all entry into Japan. In addition, all travelers, including returning Japanese nationals, were required to quarantine for 14 days.

- **Canada:** Of the 326 visitors in March 2021, 109 visitors arrived on direct flights from Canada while 217 visitors arrived on domestic flights. Most of the visitors were independent travelers (98.2%). In terms of lodging, 29.6 percent stayed in hotels, 25.0 percent stayed with friends and relatives, 24.6 percent stayed in rental homes, 17.7 percent stayed in condominiums and 2.6 percent stayed in timeshares.

Through the first quarter of 2021, there were 3,716 visitors from Canada (-97.6%), down considerably from the same period last year.

Most travelers to Canada, including returning Canadian nationals, were required to take a COVID-19 molecular test when they arrived in Canada before exiting the airport, and another toward the end of their mandatory 14-day quarantine period. Most air travelers were required to reserve, prior to departure to Canada, a three-night stay in a government-authorized hotel. In addition, they were required to submit their travel and contact information, including a suitable quarantine plan, electronically via ArriveCAN before boarding their flight.

### Highlights from All Other International Markets:

- **Australia:** Visitor arrivals declined considerably (-99.7% to 29 visitors) in March and through the first quarter of 2021 (-99.8% to 103 visitors) compared to the same period last year. These visitors came on domestic flights as there were no direct flights from Australia. 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:** Visitor arrivals plummeted (-96.1% to 114 visitors) in March and through the first quarter of 2021 (-98.0% to 218 visitors) compared to a year ago. These visitors arrived on domestic flights as there were no direct flights from New Zealand. 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:** Visitor arrivals decreased (-34.5% to 135 visitors) in March and through the first quarter of 2021 (-96.9% to 307 visitors) compared to a year ago. These visitors came on domestic flights as there were no direct flights from China. Chinese authorities required most arriving passengers to take a nucleic acid COVID-19 test at designated facilities in the country of origin within three days of departure for China. Returning Chinese citizens had to update their information through WeChat to obtain a health code before boarding flights and also quarantine for 14 days.
- **Korea:** Visitor arrivals dropped (-87.2% to 306 visitors per day) in March and through the first quarter (-98.1% to 778 visitors per day) compared to a year ago. All travelers to Korea, including returning Korean nationals, were required to have a negative COVID-19 PCR test and subject to a mandatory 14-day quarantine.
- **Taiwan:** Visitor arrivals tumbled (-93.8% to 26 visitors) in March and in the first quarter (-98.6% to 49 visitors) compared to a year ago. There were no direct flights from Taiwan. For the quarter, most visitors came on domestic flights while two visitors came on international flights out of Japan. The Taiwan government required most inbound passengers, including returning Taiwan residents, to present a negative COVID-19 test obtained within three business days before departure. Most arrivals, except for business travelers from low- and medium-risk countries who applied for a reduced quarantine permit, had to self-quarantine for 14 days.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined (-85.8% to 539 visitors) in March and through the first quarter of 2021 (-94.2% to 1,191 visitors) compared to the same period a year ago. Germany remained in lockdown and nonessential 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 continued to be in lockdown and nonessential businesses remained closed in March. All travelers entering the U.K., including British citizens, had to present a negative COVID-19 test taken within 72 hours of arrival. U.K. nationals who returned from countries considered as high-risk by the U.K. government had to quarantine for 10 days.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina dropped (-54.4% to 365 visitors per day) in March and through the first quarter of 2021 (-83.4% to 839 visitors per day) compared to a year ago. In Argentina, the government extended its measure to close Argentina's borders to tourism through March 12. All incoming travelers, including returning nationals, were required to have a valid negative PCR test completed up to 72 hours before travel, and subject to a seven-day quarantine. The U.S.-Mexico land border continued to be closed through at least April 2021 to non-essential crossings but not commerce. Returning Mexican nationals who traveled by air were subject to temperature checks and health screening, and potentially quarantine.

### Island Highlights:

- **O'ahu:** In March 2021, visitor spending was \$260.0 million<sup>4</sup>. There were 206,942 visitors on O'ahu, down 13.2 percent compared to March 2020. However, a longer length of stay (+15.7% to 8.49 days) resulted in a slight increase in total visitor days (+0.5%). For the first quarter of 2021, visitors spending was \$523.2 million<sup>5</sup>. Arrivals dropped 68.0 percent compared to the same period last year to 391,333 visitors.

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<sup>4</sup> For March 2021, visitor spending statistics by island were from U.S. West, U.S. East and Japan only. Spending data for visitors from the other markets were not available due to limited samples.

<sup>5</sup> First quarter 2021 visitor spending statistics by island were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples.

- **Maui:** In March, visitor spending was \$330.1 million<sup>4</sup>. Arrivals to Maui increased to 170,750 visitors (+35.6%) and total visitor days rose 43.5 percent. For the first quarter of 2021, visitor spending was \$669.1 million<sup>5</sup>. Arrivals decreased 45.2 percent to 330,283 visitors.
- **Kaua'i:** In March, visitor spending was \$26.3 million<sup>4</sup>. Arrivals to Kaua'i dropped to 15,133 visitors (-73.4%) and total visitor days decreased 64.5 percent. For the first quarter of 2021, visitor spending was \$52.3 million<sup>5</sup>. Arrivals decreased 90.6 percent to 26,469 visitors.
- **Hawai'i Island:** In March, visitor spending was \$129.6 million<sup>4</sup>. Arrivals to Hawai'i Island increased to 82,687 visitors (+5.5%) and total visitor days rose 19.8 percent. For the first quarter of 2021, visitor spending was \$270.0 million<sup>5</sup>. Arrivals declined 58.1 percent to 163,533 visitors.

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

In March 2021, total trans-Pacific air capacity dropped 23.4 percent from a year ago to 3,266 flights. There were fewer flights serving Honolulu (1,630, -29.1%), Kahului (1,030, -1.9%), Kona (516, -2.8%), Līhu'e (78, -78.5%) and Hilo (12, -45.5%) compared to a year ago. This translates into 665,209 (-29.5%) total trans-Pacific air seats in March. There were 355,116 (-37.6%) scheduled air seats serving Honolulu, 201,933 (-4.6%) scheduled seats to Kahului, 92,336 (-3.5%) scheduled seats to Kona, 13,832 (-78.0%) scheduled seats to Līhu'e and 1,992 (-45.5%) scheduled seats to Hilo.

- There were 2,851 (-7.0%) scheduled flights from U.S. West in March, with 559,931 (-9.7%) seats. Reduced service from Anchorage (5,883 seats, -30.2%), Las Vegas (10,842, -46.7%), Los Angeles (142,548, -17.3%), Oakland (36,470, -24.5%), Portland (28,720, -12.6%), Sacramento (20,762, -13.1%) and San Francisco (70,611, -32.8%) offset increased service from Long Beach (16,639, +226.1%), Phoenix (42,169, +46.3%), Salt Lake City (15,454, +19.9%), San Diego (25,885, +2.8%), and San Jose (42,838, +13.2%), and new service from Ontario, California (2,079).
- There were 329 (-5.5%) scheduled flights from U.S. East, with 83,780 (-15.3%) seats. Flights from Washington, D.C. were suspended. Service from Atlanta (6,188 seats, -11.1%), Boston (2,502, -52.6%), Chicago (16,808, -24.4%), Houston (6,420, -37.0%), Minneapolis (4,998, -14.7%), New York (JFK) (3,614, -50.0%), and Newark (809, -88.0%) decreased, offsetting growth in seats out of Dallas (40,773, +35.4%) and new service from Orlando, Florida (1,668 seats).
- There were 30 (-93.5%) scheduled flights from Japan, with 7,684 (-94.0%) seats. Nearly all flights continued to be postponed except for limited service from Osaka (1,112 seats, -95.5%), Tokyo-Haneda (2,958, -76.5%) and Tokyo-Narita (3,614, -95.1%).
- There were only seven (-96.3%) scheduled flights from Canada with 924 (-97.5%) seats. Flights from Toronto and Vancouver were suspended and there was limited service from Calgary (924 seats, -89.4%).
- There were no scheduled flights from Oceania in March, compared to 78 scheduled flights and 23,052 seats a year ago.
- From the Other Asia markets, there were only four scheduled flights from Seoul, Korea with 1,112 seats in March. In comparison, there were 43 scheduled flights and 13,580 combined seats from Seoul (11,438) and Taipei (2,142) a year ago.
- There were 32 (+113.3%) scheduled flights with 9,217 (+96.5%) seats from Other markets in March. Direct flights to Hawai'i from most routes were canceled except for Guam-Honolulu with 8,908 seats, and limited service from Manila-Honolulu (309 seats).

- Through the first quarter, total air capacity statewide dropped to 8,678 flights (-40.9%) and 1,791,410 seats (-44.9%).

### **Cruise Ship Visitors:**

- In March 2021, sails on the Hawai'i home-ported cruise ship were suspended, and no out-of-state cruise ships came to the islands due to the CDC's "Conditional Sailing Order." In March 2020, 2,242 visitors flew to the state to board the Hawai'i home-ported cruise ship, and 4,165 visitors arrived on two out-of-state cruise ships, just prior to the CDC's "No Sail Order" that went into effect on March 14, 2020.
- There were no cruise ship activities during the first quarter of 2021. In comparison, 22,913 visitors came by air to board the Hawai'i home-ported cruise ship and 29,792 visitors entered Hawai'i on 20 out-of-state cruise ships during the first quarter of 2020.

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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.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.

For more information about HTA, please visit [www.hawaii tourism authority.org](https://www.hawaii tourism authority.org/). Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

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MARCH 2021 ARRIVALS AT A GLANCE

TOTAL EXPENDITURES (\$mil.)	2021P	2020P	% change	2021PYTD	2020PYTD	% change
<b>TOTAL EXPENDITURES (\$mil.) *</b>	<b>745.9</b>	<b>720.2</b>	<b>3.6</b>	<b>1,514.6</b>	<b>3,891.9</b>	<b>-61.1</b>
Total by air *	745.9	718.8	3.8	1,514.6	3,879.4	-61.0
U.S. Total	742.2	547.3	35.6	1,486.5	2,667.6	-44.3
U.S. West	492.4	316.8	55.4	982.6	1,511.4	-35.0
U.S. East	249.8	230.5	8.4	503.8	1,156.3	-56.4
Japan	3.7	67.5	-94.5	10.9	415.7	-97.4
Canada *	N/A	56.5	N/A	17.2	361.5	-95.2
All Others *	N/A	47.5	N/A	N/A	434.5	N/A
Visitor arrivals by cruise ships	0.0	1.4	N/A	0.0	12.5	N/A
<b>TOTAL VISITOR DAYS</b>	<b>4,260,640</b>	<b>3,960,573</b>	<b>7.6</b>	<b>9,306,233</b>	<b>19,564,106</b>	<b>-52.4</b>
Total by air	4,260,640	3,940,084	8.1	9,306,233	19,422,405	-52.1
U.S. Total	4,131,892	2,929,315	41.1	8,872,874	13,478,807	-34.2
U.S. West	2,804,575	1,784,141	57.2	5,963,340	8,173,302	-27.0
U.S. East	1,327,317	1,145,174	15.9	2,909,534	5,305,505	-45.2
Japan	17,545	282,295	-93.8	53,183	1,729,323	-96.9
Canada	8,908	350,419	-97.5	109,574	2,053,433	-94.7
All Others	102,295	378,055	-72.9	270,602	2,160,842	-87.5
Visitor arrivals by cruise ships	0	20,489	N/A	0	141,701	N/A
<b>VISITOR ARRIVALS</b>	<b>439,785</b>	<b>434,856</b>	<b>1.1</b>	<b>847,044</b>	<b>2,125,486</b>	<b>-60.1</b>
Total by air	439,785	430,691	2.1	847,044	2,095,695	-59.6
U.S. Total	429,279	320,988	33.7	820,847	1,423,192	-42.3
U.S. West	296,117	200,842	47.4	572,998	908,883	-37.0
U.S. East	133,162	120,146	10.8	247,849	514,309	-51.8
Japan	1,051	45,332	-97.7	2,910	294,228	-99.0
Canada	326	26,426	-98.8	3,716	155,735	-97.6
All Others	9,129	37,945	-75.9	19,570	222,540	-91.2
Visitor arrivals by cruise ships	0	4,165	N/A	0	29,792	N/A
<b>AVERAGE DAILY CENSUS</b>	<b>137,440</b>	<b>127,760</b>	<b>7.6</b>	<b>103,403</b>	<b>214,990</b>	<b>-51.9</b>
Total by air	137,440	127,099	8.1	103,403	213,433	-51.6
U.S. Total	133,287	94,494	41.1	98,587	148,119	-33.4
U.S. West	90,470	57,553	57.2	66,259	89,817	-26.2
U.S. East	42,817	36,941	15.9	32,328	58,302	-44.6
Japan	566	9,106	-93.8	591	19,004	-96.9
Canada	287	11,304	-97.5	1,217	22,565	-94.6
All Others	3,300	12,195	-72.9	3,007	23,746	-87.3
Visitor arrivals by cruise ships	0	661	N/A	0	1,557	N/A
<b>AVERAGE LENGTH OF STAY</b>	<b>9.69</b>	<b>9.11</b>	<b>6.4</b>	<b>10.99</b>	<b>9.20</b>	<b>19.4</b>
Total by air	9.69	9.15	5.9	10.99	9.27	18.5
U.S. Total	9.63	9.13	5.5	10.81	9.47	14.1
U.S. West	9.47	8.88	6.6	10.41	8.99	15.7
U.S. East	9.97	9.53	4.6	11.74	10.32	13.8
Japan	16.70	6.23	168.1	18.28	5.88	211.0
Canada	27.35	13.26	106.3	29.49	13.19	123.6
All Others	11.21	9.96	12.5	13.83	9.71	42.4
Visitor arrivals by cruise ships	0.00	4.92	N/A	0.00	4.76	N/A
<b>PER PERSON PER DAY SPENDING (\$) *</b>	<b>175.1</b>	<b>181.9</b>	<b>-3.7</b>	<b>162.8</b>	<b>198.9</b>	<b>-18.2</b>
Total by air *	175.1	182.4	-4.0	162.8	199.7	-18.5
U.S. Total	179.6	186.8	-3.9	167.5	197.9	-15.4
U.S. West	175.6	177.6	-1.1	164.8	184.9	-10.9
U.S. East	188.2	201.3	-6.5	173.2	217.9	-20.5
Japan	212.9	239.1	-10.9	205.8	240.4	-14.4
Canada *	N/A	161.1	N/A	157.0	176.1	-10.8
All Others *	N/A	125.7	N/A	N/A	201.1	N/A
Visitor arrivals by cruise ships	0.0	70.7	N/A	0.0	88.3	N/A
<b>PER PERSON PER TRIP SPENDING (\$) *</b>	<b>1,696.1</b>	<b>1,656.3</b>	<b>2.4</b>	<b>1,788.1</b>	<b>1,831.1</b>	<b>-2.3</b>
Total by air *	1,696.1	1,668.9	1.6	1,788.1	1,851.1	-3.4
U.S. Total	1,728.9	1,705.2	1.4	1,810.9	1,874.4	-3.4
U.S. West	1,662.8	1,577.3	5.4	1,714.9	1,662.9	3.1
U.S. East	1,876.0	1,918.9	-2.2	2,032.7	2,248.2	-9.6
Japan	3,555.1	1,488.7	138.8	3,761.9	1,413.0	166.2
Canada *	N/A	2,136.7	N/A	4,630.2	2,321.4	99.5
All Others *	N/A	1,252.0	N/A	N/A	1,952.5	N/A
Visitor arrivals by cruise ships	0.0	347.6	N/A	0.0	420.0	N/A

P=Preliminary data.

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MARCH 2021 ISLAND HIGHLIGHTS

TOTAL EXPENDITURES (\$mil.)	2021P	2020P	% change	2021P YTD	2020P YTD	% change
<b>TOTAL EXPENDITURES (\$mil.) *</b>	<b>745.9</b>	<b>720.2</b>	<b>3.6</b>	<b>1,514.6</b>	<b>3,891.9</b>	<b>-61.1</b>
Total by air *	745.9	718.8	3.8	1,514.6	3,879.4	-61.0
O'ahu	260.0	299.3	-13.1	523.2	1,590.9	-67.1
Maui	330.1	221.6	48.9	669.1	1,192.6	-43.9
Moloka'i	N/A	1.9	N/A	N/A	10.8	N/A
Lāna'i	N/A	3.6	N/A	N/A	18.7	N/A
Kaua'i	26.3	78.9	-66.7	52.3	441.5	-88.2
Haw aii Island	129.6	113.4	14.2	270.0	625.0	-56.8
Visitor arrivals by cruise ships	0.0	1.4	N/A	0.0	12.5	N/A
<b>TOTAL VISITOR DAYS</b>	<b>4,260,640</b>	<b>3,960,573</b>	<b>7.6</b>	<b>9,306,233</b>	<b>19,564,106</b>	<b>-52.4</b>
Total by air	4,260,640	3,940,084	8.1	9,306,233	19,422,405	-52.1
O'ahu	1,757,207	1,748,930	0.5	3,820,637	8,594,611	-55.5
Maui	1,519,941	1,059,076	43.5	3,234,454	5,215,931	-38.0
Moloka'i	13,187	14,061	-6.2	31,823	78,935	-59.7
Lāna'i	14,491	9,194	57.6	30,897	57,747	-46.5
Kaua'i	156,645	441,724	-64.5	354,252	2,206,135	-83.9
Haw aii Island	799,169	667,101	19.8	1,834,169	3,269,046	-43.9
Visitor arrivals by cruise ships	0	20,489	N/A	0	141,701	N/A
<b>VISITOR ARRIVALS</b>	<b>439,785</b>	<b>434,856</b>	<b>1.1</b>	<b>847,044</b>	<b>2,125,486</b>	<b>-60.1</b>
Total by air	439,785	430,691	2.1	847,044	2,095,695	-59.6
O'ahu	206,942	238,305	-13.2	391,333	1,223,012	-68.0
Maui	170,750	125,943	35.6	330,283	603,188	-45.2
Moloka'i	1,665	2,353	-29.2	3,477	14,290	-75.7
Lāna'i	2,590	2,630	-1.5	5,148	14,872	-65.4
Kaua'i	15,133	56,865	-73.4	26,469	281,681	-90.6
Haw aii Island	82,687	78,389	5.5	163,533	390,138	-58.1
Visitor arrivals by cruise ships	0	4,165	N/A	0	29,792	N/A
<b>AVERAGE DAILY CENSUS</b>	<b>137,440</b>	<b>127,760</b>	<b>7.6</b>	<b>103,403</b>	<b>214,990</b>	<b>-51.9</b>
Total by air	137,440	127,099	8.1	103,403	213,433	-51.6
O'ahu	56,684	56,417	0.5	42,452	94,446	-55.1
Maui	49,030	34,164	43.5	35,938	57,318	-37.3
Moloka'i	425	454	-6.2	354	867	-59.2
Lāna'i	467	297	57.6	343	635	-45.9
Kaua'i	5,053	14,249	-64.5	3,936	24,243	-83.8
Haw aii Island	25,780	21,519	19.8	20,380	35,924	-43.3
Visitor arrivals by cruise ships	0	661	N/A	0	1,557	N/A
<b>AVERAGE LENGTH OF STAY</b>	<b>9.69</b>	<b>9.11</b>	<b>6.4</b>	<b>10.99</b>	<b>9.20</b>	<b>19.4</b>
Total by air	9.69	9.15	5.9	10.99	9.27	18.5
O'ahu	8.49	7.34	15.7	9.76	7.03	38.9
Maui	8.90	8.41	5.9	9.79	8.65	13.2
Moloka'i	7.92	5.98	32.5	9.15	5.52	65.7
Lāna'i	5.59	3.50	60.0	6.00	3.88	54.6
Kaua'i	10.35	7.77	33.3	13.38	7.83	70.9
Haw aii Island	9.67	8.51	13.6	11.22	8.38	33.9
Visitor arrivals by cruise ships	0.00	4.92	N/A	0.00	4.76	N/A
<b>PER PERSON PER DAY SPENDING (\$) *</b>	<b>175.1</b>	<b>181.9</b>	<b>-3.7</b>	<b>162.8</b>	<b>198.9</b>	<b>-18.2</b>
Total by air *	175.1	182.4	-4.0	162.8	199.7	-18.5
O'ahu	148.0	171.1	-13.5	137.0	185.1	-26.0
Maui	217.2	209.2	3.8	206.9	228.6	-9.5
Moloka'i	N/A	137.0	N/A	N/A	136.3	N/A
Lāna'i	N/A	393.0	N/A	N/A	323.1	N/A
Kaua'i	167.7	178.7	-6.2	147.6	200.1	-26.3
Haw aii Island	162.1	170.1	-4.7	147.2	191.2	-23.0
Visitor arrivals by cruise ships	0.0	70.7	N/A	0.0	88.3	N/A
<b>PER PERSON PER TRIP SPENDING (\$) *</b>	<b>1,696.1</b>	<b>1,656.3</b>	<b>2.4</b>	<b>1,788.1</b>	<b>1,831.1</b>	<b>-2.3</b>
Total by air *	1,696.1	1,668.9	1.6	1,788.1	1,851.1	-3.4
O'ahu	1,256.5	1,255.8	0.1	1,337.1	1,300.8	2.8
Maui	1,933.1	1,759.5	9.9	2,026.0	1,977.2	2.5
Moloka'i	N/A	818.6	N/A	N/A	752.8	N/A
Lāna'i	N/A	1,373.9	N/A	N/A	1,254.7	N/A
Kaua'i	1,735.6	1,388.4	25.0	1,974.8	1,567.3	26.0
Haw aii Island	1,567.1	1,447.2	8.3	1,650.8	1,602.1	3.0
Visitor arrivals by cruise ships	0.0	347.6	N/A	0.0	420.0	N/A

P=Preliminary data.

\* For March 2021, visitor spending statistics by island were from U.S. West, U.S. East and Japan only. Spending data for visitors from the other markets were not available due to limited samples.

\* First quarter 2021 visitor spending statistics by island were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples