



Canada Fact Sheet

Canada Overview

VOX International Inc. is contracted by HTA for brand marketing management services in Canada. Canada is the second largest international market for the Hawaiian Islands and has an important relationship with Hawai'i, specifically the western provinces of British Columbia and Alberta. In addition, Ontario is a growing market for Hawai'i. Canadian Snowbirds spend a great amount of time in Hawai'i during the winter months and many Canadians own real estate throughout the islands. In 2022, the focus continues to be on promoting the Hawaiian Culture and Hawaiian values as the differentiator to other destinations and training the Canadian travel trade to become brand ambassadors who can educate and attract the mindful responsible travelers to Hawai'i.

Year-to-date May 2022 Quick Facts^{1/}

Visitor Expenditures:	\$443 million
Primary Purpose of Stay:	Pleasure (176,743) vs. MCI (7,302)
Average Length of Stay:	12.76 days
First Time Visitors:	27.5%
Repeat Visitors:	72.5%

	2019	2020	2021P	2022 Annual Forecast*	YTD June 2022P	YTD June 2021P	% Change YTD
CANADA MMA (by Air)							
Visitor Expenditures* (\$ Millions)	1,081.5	NA	238.4	426.6	443.0	24.2	1729.7%
Visitor Days	6,554,493	2,265,568	1,338,526	2,457,615	2,438,975	144,383	1589.2%
Arrivals	540,103	164,393	86,491	194,619	191,133	5,434	3417.6%
Average Daily Census	17,958	6,190	3,667	6,733	13,475	798	1589.2%
Per Person Per Day Spending (\$)	165.0	NA	178.1	173.6	181.6	167.7	8.3%
Per Person Per Trip Spending (\$)	2,002.4	NA	2,756.1	2,192.2	2,317.6	4,455.7	-48.0%
Length of Stay (days)	12.14	13.78	15.48	12.63	12.76	26.57	-52.0%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.
 *Dept. of Business, Economic Development & Tourism (DBEDT) 2022 annual forecast (Quarter 1, 2022).

Contact Information

Hawai'i Tourism Authority: Jadie Goo, Sr. Brand Manager
 Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism Canada: Lorenzo Campos, Account Director
 Telephone: (416) 935-1896 ext. 229
lorenzo@voxinternational.com

^{1/} 2022 and 2021 visitor data are preliminary. 2020 and 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

Prior to the global COVID-19 pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or have a negative COVID pre-travel test. The Safe Travels Program ended on March 26, 2022. In June 2022, passengers arriving on direct international flights through June 11 were subjected to federal U.S. entry requirements which included proof of an up-to-date vaccination document and negative COVID-19 test result taken within one day of travel, or documentation of having recovered from COVID-19 in the past 90 days, prior to their flight. This requirement was lifted on June 12, 2022. There were no travel restrictions for passengers arriving to Hawai'i on domestic direct flights from the U.S. Mainland.

- Through the first half of 2022 there were 191,133 visitors from Canada compared to 315,535 visitors (-39.4%) in the first half of 2019.
- Visitors from Canada spent \$443 million in the first half of 2022, compared to \$642.8 million (-31.1%) in the first half of 2019.
- There were 1,384 scheduled flights with 293,742 seats in the first half of 2022, compared to 1,630 flights with 306,686 seats in the first half of 2019.
- For all of 2021, 86,491 visitors arrived from Canada. In comparison, there were 164,393 visitors (-47.4%) from Canada in 2020, and 540,103 visitors (-84.0%) in 2019.
- Total visitor spending in 2021 was \$238.4 million, a decrease of 78.0 percent from \$1.08 billion in 2019. Comparative 2020 visitor spending data was not available.
- In 2021, there were 610 scheduled flights with 129,098 seats from Canada. In comparison, there were 876 flights with 177,913 seats in 2020, and 2,545 flights with 484,613 seats in 2019.

Market Conditions

- Canada's economy has largely recovered from the COVID-19 crisis. Domestic demand is picking up following the easing of containment measures. Exports are expected to strengthen, demand for commodities buoying trade amid shocks to world growth. Limited trade ties to economies hard-hit by the war in Ukraine, and income from high resources prices, shield Canada from larger economic impacts.
- Real GDP is projected to grow by 3.8 percent in 2022 and 2.6 percent in 2023. Unemployment will remain low as output rises slightly above potential. Global supply tensions will keep price growth high this year, compounding underlying inflationary pressures.
- Supply chains are adjusting to the new normal. The pandemic and its resultant effects on spending patterns and supply chains have altered business' inventory management and import patterns. The disruptions of normal seasonal buying patterns point to continued swings in trade results in the months ahead.
- The average value of the loonie during the period was US \$0.79.

- After dropping 11.7 points in May 2022, the Index of Consumer Confidence fell a further 8.8 points in June to 79.4, the lowest level in more than 18 months. High inflation and elevated gas prices continue to fuel worries about the future as pessimism regarding current finances increased to 32.5 percent. With higher interest rates on the horizon, only 12 percent of respondents (2,000 sample) believe now is a good time to make a large purchase, well below the rating reported in 2019 (31%).
- The first four months of 2022 saw close to 5.3 million Canadians return home from an overnight trip to the U.S. and other destinations. This was eight and a half times the volume recorded in 2021, and 45 percent of pre-pandemic activity.
- Destinations in the Caribbean, Mexico, and Central America reported 1.36 million arrivals from Canada during the first four months of 2022, 19 times the activity recorded last year.
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019. Scheduled capacity throughout Jan-May 2022 was 19 times the volume offered a year ago.

Distribution by Island

CANADA MMA (by Air)	2019	2020	2021P	YTD June 2022P	YTD June 2021P	% Change YTD
O'ahu	227,491	66,240	36,825	90,541	1,886	4700.3%
Maui County	278,589	75,634	43,904	88,584	2,794	3070.1%
Maui	276,825	74,974	43,586	87,773	2,777	3061.0%
Moloka'i	4,840	1,042	321	950	26	3591.2%
Lāna'i	5,700	1,602	686	1,859	52	3492.3%
Kaua'i	76,777	22,958	7,576	19,149	228	8314.6%
Island of Hawai'i	97,711	36,732	12,892	29,463	999	2849.5%

Airlift: Scheduled Seats and Flights

Scheduled seats	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
CANADA	191,476	102,266	60,676	128,529	482,947	10,232	848	12,910	105,108	129,098	1771.3	11959.7	370.0	22.3	274.1
Calgary	48,406	16,205	0	11,671	76,282	7,100	848	0	2,414	10,362	581.8	1811.0	#DIV/0!	383.5	636.2
Edmonton	2,784	696	0	1,566	5,046	0	0	0	0	0	NA	NA	NA	NA	NA
Montreal	894	0	0	0	894	0	0	0	0	0	NA	NA	NA	NA	NA
Toronto	12,218	5,619	0	3,576	21,413	0	0	0	2,980	2,980	NA	NA	NA	20.0	618.6
	127,174	79,746	60,676	111,716	379,312	3,132	0	12,910	99,714	115,756	3960.5	#DIV/0!	370.0	12.0	227.7

Source: DBEDT analysis based on scheduled seats from Dii Mi flight schedules as of June 24, 2022, subject to change.

Scheduled flights	2022					2021					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
CANADA	860	524	354	720	2,458	49	5	75	481	610	1655.1	10380.0	372.0	49.7	303.0
Calgary	243	83	0	50	376	31	5	0	8	44	683.9	1560.0	NA	525.0	754.5
Edmonton	16	4	0	9	29	0	0	0	0	0	NA	NA	NA	NA	NA
Montreal	3	0	0	0	3	0	0	0	0	0	NA	NA	NA	NA	NA
Toronto	41	19	0	12	72	0	0	0	10	10	NA	NA	NA	20.0	620.0
	557	418	354	649	1,978	18	0	75	463	556	2994.4	#DIV/0!	372.0	40.2	255.8

Source: DBEDT analysis based on scheduled flights from Dii Mi flight schedules as of June 24, 2022, subject to change.

Group vs. True Independent; Leisure vs. Business

CANADA MMA (by Air)	2019	2020	2021P	YTD June 2022P	YTD June 2021P	% Change YTD
Group vs True Independent (Net)						
Group tour	8,494	NA	635	2,522	31	7966.3%
True Independent (Net)	437,503	NA	76,891	163,020	5,145	3068.7%
Leisure vs business						
Pleasure (Net)	509,578	153,536	79,791	176,743	4,390	3926.4%
MCI (Net)	17,464	6,485	1,255	7,302	37	19533.8%
Convention/Conf.	10,668	4,842	399	4,179	12	33692.0%
Corp. Meetings	3,072	856	342	1,158	22	5190.1%
Incentive	4,054	995	549	2,170	3	73749.1%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

First Timers vs. Repeat Visitors

CANADA MMA (by Air)	2019	2020	2021P	YTD June 2022P	YTD June 2021P	% Change YTD
1st timers (%)	35.4	NA	24.8	27.5	23.9	3.7
Repeaters (%)	64.6	NA	75.2	72.5	76.1	-3.7

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

Tax Revenue

CANADA MMA (by Air)	2019	2020	2021P	YTD June 2022P	YTD June 2021P	% Change YTD
State tax revenue generated (\$ Millions) ^{2/}	126.24	NA	27.83	51.39	2.83	1718.3%

^{2/}State government tax revenue generated (direct, indirect, and induced).