



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 September 2022 Quick Facts^{1/}

Visitor Expenditures:	\$608.9 million
Primary Purpose of Stay:	Pleasure (246,478) vs. MCI (8,950)
Average Length of Stay:	12.42 days
First Time Visitors:	32.8%
Repeat Visitors:	67.2%

	2019	2020	2021	2022 Annual Forecast*	YTD Sep. 2022P	YTD Sep. 2021	% Change YTD
CANADA MMA (by Air)							
Visitor Expenditures* (\$ Millions)	1,081.5	NA	240.6	876.2	608.9	59.0	932.8%
Visitor Days	6,554,493	2,265,568	1,364,326	4,802,897	3,294,220	331,084	895.0%
Arrivals	540,103	164,393	87,900	379,885	265,250	18,500	1333.8%
Average Daily Census	17,958	6,190	3,738	13,159	12,067	1,213	895.0%
Per Person Per Day Spending (\$)	165.0	NA	176.4	182.4	184.9	178.1	3.8%
Per Person Per Trip Spending (\$)	2,002.4	NA	2,737.5	2,306.4	2,295.8	3,187.0	-28.0%
Length of Stay (days)	12.14	13.78	15.52	12.64	12.42	17.90	-30.6%

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.
^{1/}Dept. of Business, Economic Development & Tourism (DBEDT) 2022 annual forecast (Quarter 3, 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 visitor data are preliminary. 2021, 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 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 September 2022, there were no travel restrictions for passengers arriving to Hawai'i on domestic direct flights from the U.S. Mainland, or for passengers arriving on direct international flights.

- Through the first nine months of 2022 there were 265,250 visitors from Canada compared to 393,074 visitors (-32.5%) in the first nine months of 2019.
- Visitors from Canada spent \$608.9 million in the first nine months of 2022, compared to \$790.6 million (-23%) in the first nine months of 2019.
- There were 1,738 scheduled flights with 354,418 seats in the first nine months of 2022, compared to 1,898 flights with 356,885 seats in the first nine of 2019.
- For all of 2021, 87,900 visitors arrived from Canada. In comparison, there were 164,393 visitors (-46.5%) from Canada in 2020, and 540,103 visitors (-83.7%) in 2019.
- Total visitor spending in 2021 was \$240.6 million, a decrease of 77.8 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

- Employment held steady in September 2022, following three consecutive months of decline. The labor force participation rate continued to trend downwards, falling by 0.1 percent from the previous month. Fewer people searching for work pulled the unemployment rate down to 5.2 percent. Today's Labor Force Survey release caps off a sluggish third quarter in which the labor market made scant progress in terms of employment growth.
- Average hourly wages grew by 5.2 percent on a year-over-year basis. The rising cost of living and tight labor markets are the principal drivers of higher wage growth. With inflation appearing to have peaked and hiring among firms slowing, some of this pressure will subside in the months ahead.
- Effective October 1, the Government of Canada has ended COVID-19 border restrictions. Canada has ended all COVID-19 travel restrictions, including mandatory vaccinations and random on-arrival testing, and has made the ArriveCAN app optional. The changes mean foreign nationals will no longer require an approved series of COVID-19 vaccinations to enter the country. It also means travelers entering Canada will no longer be subject to random mandatory COVID-19 tests.
- The loonie averaged USD \$0.7815 throughout the first eight months of 2022.

- More than 10.9 million Canadians returned home from an overnight trip to the U.S. and other destinations throughout the first seven months of 2022. This was nine times the volume recorded in 2021 and represents 56 percent of activity during the same period in 2019. The month of July saw transborder trips reach 72 percent of pre-pandemic volume while overseas activity reached 77 percent of 2019 activity.
- Nearly 6.8 million Canadians returned home from an overnight transborder trip during the first seven months of 2022, nine times the volume recorded last year. Auto travel accounted for 52 percent of trips during the period, a similar share as seen in 2019 (53%). So far this year, transborder activity has reached 58 percent of the volume recorded during the same period in 2019. The first half of the summer travel season saw 3.7 million Canadians return home from the U.S., compared to 344 thousand last year and close to 5.2 million pre-pandemic (-28%).
- Sun destinations in the Caribbean, Mexico and Central America reported almost 2 million arrivals from Canada during the first seven months of 2022. This is 52 percent of the activity recorded in 2019, though destinations in Central America (64%) and Mexico (58%) have experienced a faster rate of recovery. Although not a prime time for visitation, there were 643 thousand Canadian arrivals in the region throughout the first half of the summer season, compared to just 60 thousand last year and 763 thousand in 2019 (-16%).
- Destinations in Europe and the UK saw 1.97 million Canadian arrivals throughout the first seven months of 2022, a 44 percent drop compared to 2019. Almost three-quarters of this activity occurred in May, June, and July. Canadian arrivals in the region so far this year represent 56 percent of pre-pandemic activity. The first half of the summer travel season saw almost 1.5 million arrivals, compared to just 155 thousand last year and 2.28 million in 2019 (-37%).
- Scheduled air seats to Hawai'i reached 336 thousand seats so far this year, just 5 thousand fewer seats than in 2019 (-1.5%). Compared to 2019, Air Canada offered 26 thousand more seats (+19%) while WestJet offered 31 thousand fewer seats (-15%).
- Overall, carriers are currently reporting almost half a million seats throughout 2022, a similar level as in 2019 (+0.6%).

Distribution by Island

CANADA MMA (by Air)	2019	2020	2021	YTD Sep. 2022P	YTD Sep. 2021	% Change YTD
O'ahu	227,491	66,240	36,660	129,664	8,443	1435.7%
Maui County	278,589	75,634	45,458	130,357	8,810	1379.6%
Maui	276,825	74,974	45,149	129,307	8,735	1380.3%
Moloka'i	4,840	1,042	316	1,331	65	1942.2%
Lāna'i	5,700	1,602	699	2,697	125	2051.3%
Kaua'i	76,777	22,958	7,660	27,343	1,144	2290.2%
Island of Hawai'i	97,711	36,732	12,954	40,915	2,659	1438.8%

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	132,797	487,215	10,232	848	12,910	105,108	129,098	1771.3	11959.7	370.0	26.3	191,476
Calgary	48,406	16,205	0	15,881	80,492	7,100	848	0	2,414	10,362	581.8	1811.0	0	557.9	48,406
Edmonton	2,784	696	0	1566	5,046	0	0	0	0	0	NA	NA	0	NA	2,784
Montreal	894	0	0	0	894	0	0	0	0	0	NA	0	0	0	894
Toronto	12,218	5,619	0	3,576	21,413	0	0	0	2,980	2,980	NA	NA	0	20.0	12,218
	127,174	79,746	60,676	111,774	379,370	3,132	0	12,910	99,714	115,756	3960.5	NA	370.0	12.1	127,174

Source: DBEDT analysis based on scheduled seats from Diio Mi flight schedules as of September 22, 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	735	2,473	49	5	75	481	610	1655.1	10380.0	372.0	52.8	305.4
Calgary	243	83	0	63	389	31	5	0	8	44	683.9	1560.0	0	687.5	784.1
Edmonton	16	4	0	9	29	0	0	0	0	0	NA	NA	0	NA	NA
Montreal	3	0	0	0	3	0	0	0	0	0	NA	0	0	0	NA
Toronto	41	19	0	12	72	0	0	0	10	10	NA	NA	0	20.0	620.0
	557	418	354	651	1,980	18	0	75	463	556	2994.4	NA	372.0	40.6	256.1

Source: DBEDT analysis based on scheduled seats from Diio Mi flight schedules as of September 22, 2022, subject to change.

Group vs. True Independent; Leisure vs. Business

	2019	2020	2021	YTD Sep. 2022P	YTD Sep. 2021	% Change YTD
CANADA MMA (by Air)						
Group vs True Independent (Net)						
Group Tour	8,494	NA	667	3,618	147	2368.9%
True Independent (Net)	437,503	NA	79,122	223,139	17,129	1202.7%
Leisure vs Business						
Pleasure (Net)	509,578	153,536	81,112	246,478	15,890	1451.2%
MCI (Net)	17,464	6,485	1,280	8,950	239	3644.3%
Convention/Conf.	10,668	4,842	405	4,821	70	6830.1%
Corp. Meetings	3,072	856	348	1,679	93	1714.6%
Incentive	4,054	995	562	2,743	77	3465.4%

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

	2019	2020	2021	YTD Sep. 2022P	YTD Sep. 2021	% Change YTD
CANADA MMA (by Air)						
First Time Visitors (%)	35.4	NA	24.8	32.8	32.7	0.2
Repeat Visitors (%)	64.6	NA	75.2	67.2	67.3	-0.2

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

	2019	2020	2021	YTD Sep. 2022P	YTD Sep. 2021	% Change YTD
CANADA MMA (by Air)						
State tax revenue generated (\$ Millions) ^{2/}	126.24	NA	28.09	70.64	6.88	926.4%

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