



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

### YTD November 2017: Growth Continues for Hawai'i Tourism Industry

Tourism is the largest single source of private capital for Hawai'i's economy. Year-to-date through November 2017, Hawai'i's tourism economy has recorded:

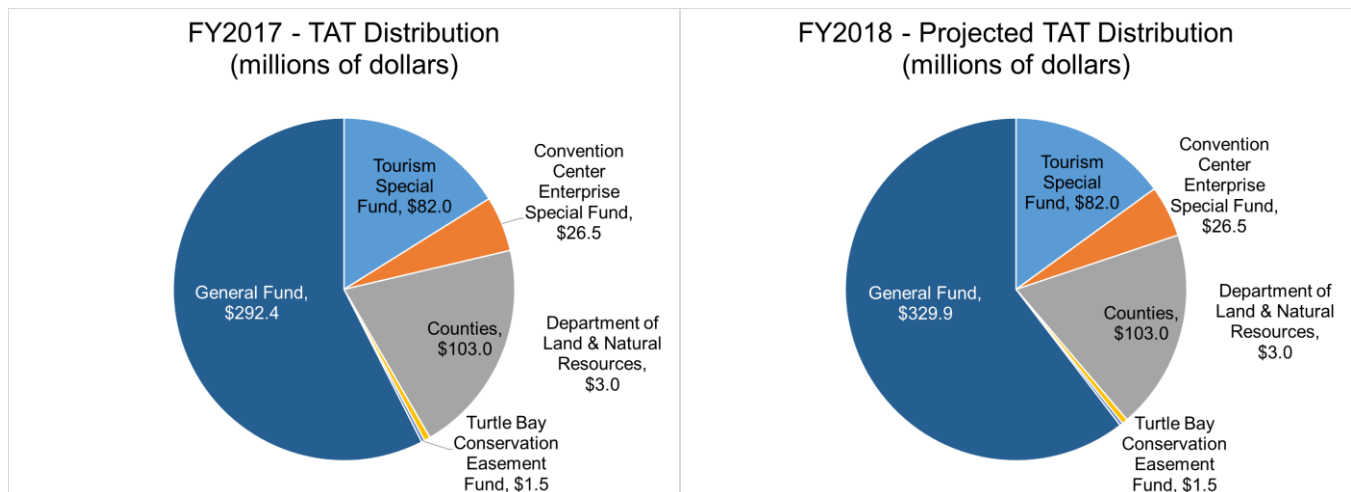
**Visitor Arrivals: 8,502,545 (+4.9% YOY versus 2016).**

- ❖ On any given day were 227,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.147 billion<sup>1</sup> (+6.6%, +\$938.02 million YOY versus 2016).**
  - ❖ Statewide: \$45.4 million in average visitor spending daily:
    - O'ahu: \$20.7 million per day
    - Maui: \$12.8 million per day
    - Island of Hawai'i: \$6.4 million per day
    - Kaua'i: \$5.0 million per day
- **State Tax Revenue: \$1.768 billion (+\$109 million YOY versus 2016).**
- **Air Seats: 11,093,430 (+1.4% YOY versus 2016).**

### Opportunities for Continued Growth

- Increased arrivals during shoulder periods: April-May and October-November.
- Renovations, upgrades to Hawai'i's tourism product (hotels, attractions, natural resources).
- Increased distribution of visitors to the neighbor islands.

### TAT Collections



- FY 2017: The state collected \$508.38 million in transient accommodations tax (TAT=9.25%).

<sup>1</sup> 2017 monthly total visitor spending in nominal dollar (not adjusted for inflation) and did not include supplemental business spending.

- FY 2018: Through September 2017, the state collected \$135.3 million in TAT, a decrease of 9.6 percent compared to FY 2017 through September 2016.

**Hawai'i Tourism Industry in 2016<sup>2</sup>**

*Hawai'i's tourism industry saw sustained growth in total visitor spending and visitor arrivals in 2016. This marked the fifth straight year of growth in both categories.:*

- **Visitor Arrivals: 8,934,277 (+2.9% YOY versus 2015).**
  - ❖ On any given day, there were 219,000 visitors in the Hawaiian Islands.
- **Visitor Spending: \$15.91 billion<sup>2</sup> (+5.3%, +\$800.28 million YOY versus 2015).**
  - ❖ Statewide: \$43.5 million in average visitor spending daily:
    - O'ahu: \$20.1 million per day
    - Maui: \$12.4 million per day
    - Island of Hawai'i: \$5.7 million per day
    - Kaua'i: \$4.6 million per day
- **State Tax Revenue: \$1.86 billion (+\$149.71 million YOY versus 2015).**
- **Jobs: 194,000**
- **Air Seats: 12,020,545 (+0.7% YOY versus 2015).**
- **Hotel Occupancy Rates:**

Occupancy Rate	Year-to-Date Nov. 2017	2016	2015
State	80.2%	79.1%	78.7%
O'ahu	83.4%	84.2%	85.1%
Maui County	77.3%	75.8%	74.3%
Island of Hawai'i	74.3%	68.7%	65.7%
Kaua'i	76.8%	72.6%	71.1%

Source: STR, Inc.

**Hawai'i Tourism: A Decade of Recovery Leading to Growth**

Year	Total Daily Expenditures	# of Jobs Supported
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
2009	\$27 million	134,000
2008	\$31 million	151,000
2007	\$35 million	172,000

<sup>2</sup> 2016 visitor spending includes supplemental business. 2016 spending arrival statistics are the final numbers and reflect data from the National Travel and Tourism Office and updated reports from airlines.