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HTA Release (17-20)

Hawai'i Visitor Spending Increased 8.7 Percent in May 2017

HONOLULU – Visitors spent a total of \$1.3 billion in the Hawaiian Islands in May 2017, an increase of 8.7 percent versus a year ago, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). In addition, total visitor arrivals rose 4.5 percent to 751,191 visitors fueled by growth in arrivals by air (+3.9% to 737,254) and by cruise ships (+49.1% to 13,937).

Hawai'i's four largest visitor markets, U.S. West, U.S. East, Japan and Canada, all reported year-over-year increases in visitor spending and arrivals for the third straight month in May 2017.

Spending by U.S. West visitors rose in May 2017 (+9% to \$478.7 million) boosted by growth in arrivals (+2.8% to 313,654) and higher daily spending (+5.3% to \$172 per person).

The U.S. East market recorded a strong month in May 2017 compared to a year ago. Total spending increased (+16.4% to \$351 million), as did spending per day (+7.4% to \$208 per person). Arrivals grew (+10.7% to 173,010) supported by air seat capacity increases to Honolulu and Kahului.

The Japan market continued to benefit from the introduction of direct air service to Kona and increased air service to Honolulu. Visitor spending (+9.7% to \$168.8 million), visitor arrivals (+4.4% to 117,970) and daily spending (+3.8% to \$246 per person) were all higher versus last year.

The Canada market continued to rebound, as both visitor spending (+19.2% to \$46.1 million) and arrivals (+16.6% to 25,396) increased in May 2017 year-over-year.

Visitor spending from All Other International markets declined in May 2017 (-3.9% to \$232.9 million) due to a drop in visitor arrivals (-5.4% to 107,224) and lower daily spending.

All four larger Hawaiian Islands saw growth in visitor spending and arrivals in May 2017 compared to a year ago. Kaua'i and the island of Hawai'i have both recorded double-digit growth in visitor spending in each of the first five months of 2017.

Total air seats serving Hawai'i in May 2017 dropped slightly (-0.7% to 971,957) versus last year. Growth in scheduled seats from U.S. East (+10.6%) and Japan (+6.5%) were offset by declines from Other Asia (-17.3%), Oceania (-13.1%) and U.S. West (-1.6%).

Year-to-Date 2017

Visitor spending statewide increased through the first five months of 2017 (+9.8% to \$6.9 billion) bolstered by growth in arrivals (+4.2% to 3,769,058) and daily spending (+5.2% to \$202 per person).

Year-to-date, Hawai'i's four largest visitor markets, U.S. West (+14.9% to \$2.5 billion), U.S. East (+11.4% to \$1.8 billion), Japan (+14.6% to \$877.4 million) and Canada (+9.9% to \$571.4 million), have all reported strong growth in visitor spending compared to the same period a year ago.

Visitor spending from All Other International markets declined year-to-date (-4.5% to \$1.2 billion) as a result of decreased arrivals (-5% to 495,650) and lower daily spending (-3.9% to \$245 per person) compared to the first five months of 2016.

Other Highlights:

- **U.S. West:** Visitor arrivals increased from the Pacific (+3.1%) and Mountain (+1.7%) regions in May 2017 compared to last year, driven by more visitors from Colorado (+9.7%), Utah (+8.3%), Oregon (+8.3%), Washington (+6.7%) and California (+1.9%). Through the first five months of 2017, arrivals increased from both the Pacific (+2.3%) and Mountain (+6.2%) regions.
- **U.S. East:** Visitor arrivals were up from all regions in May 2017 versus last year led by the two largest regions, South Atlantic (+13.6%) and East North Central (+8.1%). Year-to-date, arrivals increased from all regions compared to a year ago.
- **Japan:** Significantly more visitors stayed in timeshare (+42.3%) and condominium (+30.8%) properties in May 2017 year-over-year. Fewer visitors purchased group tours (-29.5%) and packaged trips (-10.3%), while more made their own travel arrangements (+45.6%).
- **Canada:** For the third consecutive month, both visitor spending and arrivals increased year-over-year in May 2017. The Canada visitor market is continuing to recover from sharp decreases in spending and arrivals during most of 2016 when the country was faced with currency devaluation and challenges in its economy.
- **MCI:** Visitors who came to Hawai'i for meetings, conventions and incentives (MCI) increased in May 2017 (+1.9% to 42,703) versus last year. More visitors attended corporate meetings (+36%) but fewer participated in conventions (-8.9%) and traveled on incentive trips (-2.3%). For the first five months of 2017, growth in MCI visitors (-0.1% to 241,055) was flat versus year-to-date 2016.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals were comparable in May 2017 (+0.4% to 30,356) to a year ago. Year-to-date, arrivals declined (-3.8% to 121,441) versus the same period last year.
- **New Zealand:** Visitor arrivals increased in May 2017 (+3.6% to 5,519) and year-to-date for 2017 (+8.2% to 19,966).
- **China:** Growth in visitor arrivals has been fluctuating throughout 2017. Arrivals declined in both May 2017 (-15.3% to 17,088) and year-to-date (-8.4% to 67,982) compared to last year.
- **Korea:** Visitor arrivals decreased in May 2017 (-11.6% to 15,714) and year-to-date (-4.9% to 93,763). Reduced seat capacity due to a carrier suspending service to Hawai'i from March to late May 2017 for maintenance contributed to the drop in arrivals during that timeframe.
- **Taiwan:** Visitor arrivals dropped in May 2017 (-1.4% to 1,479), but remained ahead of pace year-to-date (+1.8% to 7,533) compared to a year ago.
- **Europe:** Growth in visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland was flat in May 2017 (-0.2% to 10,775) versus last year. Arrivals through the first five months decreased (-4.2% to 47,604) compared to last year.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined in May 2017 (-4.5% to 1,985) and through the first five months of the year (-10.9% to 9,929).

Island Highlights:

- **O'ahu:** Visitor spending increased in May 2017 (+5.4% to \$601 million) boosted by growth in visitor days¹ (+1.4%) and higher daily spending (+4% to \$198 per person) year-over-year. Visitor arrivals were up (+1.6% to 458,860) supported by growth from Canada (+19.6%), U.S. East (+7.2%), Japan (+3.8%) and U.S. West (+0.9%). Year-to-date, both visitor spending (+7.7% to \$3 billion) and arrivals (+3.2% to 2,227,861) increased compared to the same period last year.
- **Maui:** Visitor spending increased in May 2017 (+10.3% to \$354.5 million) resulting from growth in visitor days (+4.5%) and higher daily spending (+5.5% to \$214 per person). Visitor arrivals increased in May 2017 (+4.4% to 222,096) with the growth from Canada (+12%), U.S. East (+11%) and U.S. West (+1.5%) offsetting the fewer visitors that came from Japan (-17.3%). Through the first five months of 2017, both visitor spending (+5.5% to \$2 billion) and arrivals (+3% to 1,108,955) surpassed the results of a year ago.
- **Island of Hawai'i:** Visitor spending rose considerably in May 2017 (+13.6% to \$168.3 million), boosted by strong growth in total visitor days (+16.4%), which more than offset lower daily spending (-2.4% to \$186 per person) compared to last May. Visitor arrivals were up significantly (+17.3% to 133,976) supported by increased direct air service from the U.S. West and Japan. Arrivals increased from Canada (+24.8%), Japan (+18.9%), U.S. East (+18.4%) and U.S. West (+11.4%). Year-to-date, double-digit growth has been recorded in both visitor spending (+19.2% to \$1 billion) and arrivals (+13.4% to 710,844) compared to the same period last year.
- **Kaua'i:** Visitor spending rose substantially in May 2017 (+14.7% to \$143.9 million) spurred by growth in visitor days (+8.8%) and higher daily spending (+5.5% to \$193 per person). Visitor arrivals increased (+9.8% to 104,882) with more visitors coming from Canada (+26.2%), Japan (+25.6%), U.S. East (+10.7%) and U.S. West (+7%) versus a year ago. Through the first five months of 2017, visitor spending (+18.1% to \$781.5 million) rose significantly compared to the same period last year.

Air Seats to Hawai'i:

- Total air seats to Hawai'i in May 2017 declined slightly (-0.7% to 971,957) from a year ago. There was a small drop in scheduled seats (-0.7% to 965,290), while charter seats (-0.4% to 6,667) were similar to last May.
- Seat capacity to Kona increased in May 2017 (+11.1%) year-over-year supported by the launch of non-stop service from Tokyo's Haneda Airport in December 2016 and additional service from Seattle. Seats to Hilo (+4.5%), Līhu'e (+1.4%) and Kahului (+0.9%) also increased in May 2017, but there were fewer seats to Honolulu (-2.3%) compared to a year ago.
- The number of scheduled seats from U.S. West decreased in May 2017 (-1.6%). The growth in seats from Denver (+10.2%), Las Vegas (+3.8%) and Seattle (+5.7%) was offset by fewer seats from Los Angeles (-1.9%), Phoenix (-10.8%), Portland (-2.2%) and San Jose (-7.6%), and discontinued service from Bellingham.
- Scheduled seats serving the U.S. East market grew in May 2017 (+10.6%) year-over-year. The seasonal service of the Minneapolis-Honolulu route produced an additional 6,153 seats in May 2017 and will add nearly 35,000 seats over the five-month period until the flights are discontinued the end of August. The increase in flights serving the Dallas-Kahului route produced an additional 1,672 seats in May 2017.

¹ Aggregate number of days stayed by all visitors.

- Scheduled seats from Japan increased in May 2017 (+6.5%) compared to last year, with seats added to the Narita-Honolulu route (+15,881) and Haneda-Kona route (+3,662).
- Scheduled seats from Canada (19,158) in May 2017 were unchanged from a year ago.
- Scheduled seats from Oceania declined in May 2017 (-13.1%) due to reduced service and fewer flights from Brisbane (-54.7%), Melbourne (-7.1%) and Sydney (-3.5%) compared to last May. Seats from Auckland (-3.1%) also decreased versus a year ago.
- Scheduled seats from Other Asia were down in May 2017 (-17.3%) from a year ago, due to reduced seats from Seoul (-21.3%), as one airline halted service for maintenance for most of the month. There were also fewer seats from Beijing (-3.5%), Shanghai (-16.8%) and Taiwan (-9%).
- Through the first five months of 2017, statewide air seat capacity decreased (-1% to 4,938,321) from the same time last year. There was growth in seats to Kona (+10%) and Hilo (+4.9%), but fewer seats to Līhu‘e (-3.5%), Honolulu (-2.2%) and Kahului (-0.7%).

Cruise Ship Visitors:

- Eight cruise ships came to Hawai‘i in May 2017 with 13,937 visitors onboard. For two of the ships, the Sirena and Emerald Princess, this was their inaugural port of call to the Hawaiian Islands. By comparison, four cruise ships came to Hawai‘i in May 2016 carrying 9,347 visitors. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai‘i home-ported cruise ship) increased in May 2017 (+26.2% to 23,352 visitors).
- Through the first five months of 2017, 40 out-of-state cruise ships brought 70,083 visitors to Hawai‘i compared to 27 cruise ships that carried 54,955 visitors over the same period last year. Total cruise visitors (by air and ship) increased year-to-date in 2017 (+27% to 121,624).

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Tables of visitor characteristic and expenditure statistics by visitor market, including data presented in the news release are available for viewing online at:

www.hawaii tourism authority.org/research/research/visitor-highlights/

Detailed monthly visitor characteristics data tables for each visitor market; Fact Sheets with visitor statistics visitor highlights and economic data for the State of Hawai‘i, island counties and selected visitor markets have been posted at:

www.hawaii tourism authority.org/research/reports/major-market-areas/

About the Hawai‘i Tourism Authority

The [Hawai‘i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai‘i’s marketing initiatives to support tourism. HTA’s goal is to optimize tourism’s benefits for Hawai‘i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai‘i’s leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism’s success.

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

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May 2017 Arrivals at a Glance

CATEGORY AND MMA	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,282.1	1,179.5	8.7	6,912.6	6,294.1	9.8
Total by air	1,277.5	1,175.6	8.7	6,891.2	6,273.1	9.9
U.S. West	478.7	439.3	9.0	2,504.3	2,178.7	14.9
U.S. East	351.0	301.4	16.4	1,784.6	1,601.4	11.4
Japan	168.8	153.8	9.7	877.4	765.7	14.6
Canada	46.1	38.6	19.2	571.4	520.0	9.9
All Others	232.9	242.5	-3.9	1,153.4	1,207.2	-4.5
Visitor arrivals by cruise ships	4.6	3.9	18.3	21.4	21.0	2.0
TOTAL VISITOR DAYS	6,452,706	6,124,254	5.4	34,262,782	32,809,211	4.4
Total by air	6,379,647	6,077,370	5.0	33,946,842	32,556,369	4.3
U.S. West	2,783,119	2,689,724	3.5	13,550,055	13,091,795	3.5
U.S. East	1,686,556	1,556,363	8.4	8,592,559	8,101,148	6.1
Japan	687,071	649,804	5.7	3,608,564	3,294,861	9.5
Canada	273,367	234,378	16.6	3,481,063	3,327,200	4.6
All Others	949,533	947,101	0.3	4,714,601	4,741,365	-0.6
Visitor arrivals by cruise ships	73,059	46,884	55.8	315,939	252,842	25.0
VISITOR ARRIVALS	751,191	718,913	4.5	3,769,058	3,615,538	4.2
Total by air	737,254	709,566	3.9	3,698,975	3,560,583	3.9
U.S. West	313,654	305,182	2.8	1,483,963	1,433,436	3.5
U.S. East	173,010	156,238	10.7	838,430	781,568	7.3
Japan	117,970	113,024	4.4	611,276	571,644	6.9
Canada	25,396	21,779	16.6	269,657	252,002	7.0
All Others	107,224	113,344	-5.4	495,650	521,932	-5.0
Visitor arrivals by cruise ships	13,937	9,347	49.1	70,083	54,955	27.5
AVERAGE LENGTH OF STAY	8.59	8.52	0.8	9.09	9.07	0.2
Total by air	8.65	8.56	1.0	9.18	9.14	0.4
U.S. West	8.87	8.81	0.7	9.13	9.13	0.0
U.S. East	9.75	9.96	-2.1	10.25	10.37	-1.1
Japan	5.82	5.75	1.3	5.90	5.76	2.4
Canada	10.76	10.76	0.0	12.91	13.20	-2.2
All Others	8.86	8.36	6.0	9.51	9.08	4.7
Visitor arrivals by cruise ships	5.24	5.02	4.5	4.51	4.60	-2.0
PER PERSON PER DAY SPENDING (\$)	198.7	192.6	3.2	201.8	191.8	5.2
Total by air	200.2	193.4	3.5	203.0	192.7	5.4
U.S. West	172.0	163.3	5.3	184.8	166.4	11.1
U.S. East	208.1	193.7	7.4	207.7	197.7	5.1
Japan	245.7	236.7	3.8	243.2	232.4	4.6
Canada	168.5	164.8	2.2	164.2	156.3	5.0
All Others	245.3	256.0	-4.2	244.7	254.6	-3.9
Visitor arrivals by cruise ships	63.1	83.1	-24.1	67.6	82.9	-18.4
PER PERSON PER TRIP SPENDING (\$)	1,706.7	1,640.7	4.0	1,834.0	1,740.8	5.4
Total by air	1,732.8	1,656.8	4.6	1,863.0	1,761.8	5.7
U.S. West	1,526.3	1,439.3	6.0	1,687.6	1,519.9	11.0
U.S. East	2,028.6	1,929.3	5.1	2,128.5	2,049.0	3.9
Japan	1,430.8	1,360.8	5.1	1,435.4	1,339.5	7.2
Canada	1,813.4	1,773.5	2.3	2,119.2	2,063.7	2.7
All Others	2,172.6	2,139.5	1.5	2,327.1	2,313.0	0.6
Visitor arrivals by cruise ships	330.7	416.7	-20.7	304.9	381.3	-20.0

P=Preliminary data.

Source:Hawai'i Tourism Authority

May 2017 Island Highlights

CATEGORY AND ISLAND	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,282.1	1,179.5	8.7	6,912.6	6,294.1	9.8
Total by air	1,277.5	1,175.6	8.7	6,891.2	6,273.1	9.9
O'ahu	601.0	570.0	5.4	3,010.7	2,795.0	7.7
Maui	354.5	321.4	10.3	2,019.4	1,914.7	5.5
Moloka'i	2.6	3.3	-19.9	17.4	13.8	26.7
Lāna'i	7.2	7.3	-2.0	36.5	27.8	31.4
Kaua'i	143.9	125.4	14.7	781.5	661.8	18.1
Haw aii Island	168.3	148.2	13.6	1,025.7	860.1	19.2
Visitor arrivals by cruise ships	4.6	3.9	18.3	21.4	21.0	2.0
TOTAL VISITOR DAYS	6,452,706	6,124,254	5.4	34,262,782	32,809,211	4.4
Total by air	6,379,647	6,077,370	5.0	33,946,842	32,556,369	4.3
O'ahu	3,036,244	2,994,257	1.4	15,293,204	14,764,248	3.6
Maui	1,653,929	1,582,661	4.5	9,179,599	9,003,047	2.0
Moloka'i	19,706	19,169	2.8	129,453	132,532	-2.3
Lāna'i	18,427	17,494	5.3	87,961	87,261	0.8
Kaua'i	746,750	686,332	8.8	3,875,453	3,703,271	4.6
Haw aii Island	904,590	777,458	16.4	5,381,173	4,866,010	10.6
Visitor arrivals by cruise ships	73,059	46,884	55.8	315,939	252,842	25.0
VISITOR ARRIVALS	751,191	718,913	4.5	3,769,058	3,615,538	4.2
Total by air	737,254	709,566	3.9	3,698,975	3,560,583	3.9
O'ahu	458,860	451,571	1.6	2,227,861	2,159,302	3.2
Maui	222,096	212,826	4.4	1,108,955	1,077,118	3.0
Moloka'i	4,416	4,692	-5.9	23,995	26,371	-9.0
Lāna'i	6,033	5,911	2.1	26,691	25,919	3.0
Kaua'i	104,882	95,515	9.8	502,279	468,540	7.2
Haw aii Island	133,976	114,200	17.3	710,844	626,904	13.4
Visitor arrivals by cruise ships	13,937	9,347	49.1	70,083	54,955	27.5
AVERAGE LENGTH OF STAY	8.59	8.52	0.8	9.09	9.07	0.2
Total by air	8.65	8.56	1.0	9.18	9.14	0.4
O'ahu	6.62	6.63	-0.2	6.86	6.84	0.4
Maui	7.45	7.44	0.1	8.28	8.36	-1.0
Moloka'i	4.46	4.09	9.2	5.39	5.03	7.3
Lāna'i	3.05	2.96	3.2	3.30	3.37	-2.1
Kaua'i	7.12	7.19	-0.9	7.72	7.90	-2.4
Haw aii Island	6.75	6.81	-0.8	7.57	7.76	-2.5
Visitor arrivals by cruise ships	5.24	5.02	4.5	4.51	4.60	-2.0
PER PERSON PER DAY SPENDING (\$)	198.7	192.6	3.2	201.8	191.8	5.2
Total by air	200.2	193.4	3.5	203.0	192.7	5.4
O'ahu	197.9	190.4	4.0	196.9	189.3	4.0
Maui	214.3	203.1	5.5	220.0	212.7	3.4
Moloka'i	132.9	170.5	-22.1	134.7	103.8	29.8
Lāna'i	389.4	418.4	-6.9	414.7	318.3	30.3
Kaua'i	192.7	182.7	5.5	201.7	178.7	12.8
Haw aii Island	186.1	190.6	-2.4	190.6	176.8	7.8
Visitor arrivals by cruise ships	63.1	83.1	-24.1	67.6	82.9	-18.4
PER PERSON PER TRIP SPENDING (\$)	1,706.7	1,640.7	4.0	1,834.0	1,740.8	5.4
Total by air	1732.8	1656.8	4.6	1863.0	1761.8	5.7
O'ahu	1309.8	1262.3	3.8	1351.4	1294.4	4.4
Maui	1596.0	1510.2	5.7	1821.0	1777.6	2.4
Moloka'i	592.9	696.5	-14.9	726.9	521.8	39.3
Lāna'i	1189.3	1238.1	-3.9	1366.8	1071.4	27.6
Kaua'i	1372.1	1313.1	4.5	1555.9	1412.5	10.2
Haw aii Island	1256.2	1297.3	-3.2	1442.9	1372.0	5.2
Visitor arrivals by cruise ships	330.7	416.7	-20.7	304.9	381.3	-20.0

P=Preliminary data.

Source:Haw aii Tourism Authority