Overview of Major Market Areas

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2026 Spring Tourism Update

HAWAI'I TOURISM AUTHORITY

Looking Ahead…Headwinds

- Kona Low Storm – lingering perception
- Middle East Crisis – geopolitical risk influencing demand
- Economic Uncertainty – cautious consumer spending
- Visa & Entry Policies – barriers for international growth
- Travel Sentiment – weaker confidence & hesitation
- Competition – more choices & intensifying

Market Outlook – U.S.

U.S. West	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	10,505.9	9.0	1,928.8	20.1	10,842.8	3.3
Total Arrivals(mil)	5,010,108	0.3	797,041	7.8	5,055,920	0.9
Avg. Daily Spend	249.0	8.4	273.3	10.9	254.7	2.3
Length of Stay	8.42	0.3	8.85	0.5	8.42	-
U.S. East	**2025P**	**+/- YOY**	**2026P Jan-Feb**	**+/- YOY**	**2026T (3/25/26)**	**+/- YOY**
Total Visitor Spending(mil)	6,606.4	8.9	1,366.3	19.8	6,850.6	3.7
Total Arrivals(mil)	2,405,658	1.4	465,674	14.6	2,434,300	1.2
Avg. Daily Spend	290.5	9.8	313.8	15.9	297.8	2.5
Length of Stay	9.45	-2.1	9.35	-9.8	9.45	-

- Consumer Confidence Index: down 9.7% in Jan., lowest level since 2014
- Overall: 1% growth, driven by small airlift capacity increases
- U.S. West: high volume, airlines optimizing schedules & yields
- U.S. East: primary growth driver, connectivity normalizing, higher-spend, longer-stay

Market Outlook – Japan

Japan	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	1,081.2	2.9	157.2	3.8	1,133.29	4.8
Total Arrivals(mil)	731,922	3.3	109,109	6.6	753,880	3.0
Avg. Daily Spend	244.4	2.0	246.8	0.4	249.3	2.0
Length of Stay	6.05	-2.4	5.84	-3.0	6.03	-0.3

- Airlift: lost Fukuoka service, Flying Honu aircraft maintenance
- Japanese Yen: 159.7 in March, near its lowest level since July 2024
- Four extended holiday periods of 8-9 days: Gloden Week, Obon, Silver Week, Year End/New Year
- Three large corporate groups during May - August: 5,000+ pax

Market Outlook – Canada

Canada	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	996.7	-8.7	279.0	-3.7	982.0	-1.5
Total Arrivals(mil)	394,345	-11.6	96,009	-6.8	381,378	-3.3
Avg. Daily Spend	227.9	2.0	224.5	-3.4	232.4	2.0
Length of Stay	11.09	1.2	12.94	6.9	11.08	-0.1

- USD is strong: 1 CAD ≈ 0.72 USD
- 77% of Canadians view the U.S. less favorably for travel than prior year
- Canadian travel to the U.S. in Feb: down 17.5%
- Travel rules and documentation remain confusing
- Canadians are adapting - travel is still desired, winters remain cold.

Market Outlook – Oceania

Oceania	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	474.9	-11.4	73.9	-14.3	473.26	-0.4
Total Arrivals(mil)	176,052	-13.5	27,376	-16.8	172,531	-2.0
Avg. Daily Spend	304.3	1.3	307.8	5.7	309.6	1.7
Length of Stay	8.87	1.1	8.77	-2.5	8.86	-0.1

- Airlift: Qantas ended MEL–HNL; SYD–HNL rising to 6x weekly, net -1 flight YoY
- Domestic services tightened, 24% increase in airfares
- Bookings, incl. to Hawai‘i, are down as travelers show hesitancy
- Booking Trends: Growth in multi-gen, packaged and loyalty-led bookings
- Competition: Increased pressure from value-driven luxury and bucket-list rivals (Fiji, Bali, Japan, California)

Market Outlook – Europe

Europe	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	355.8	12.2	46.0	-5.3	361.0	1.5
Total Arrivals(mil)	114,845	-2.6	14,724	6.9	114,369	-0.5
Avg. Daily Spend	241.4	13.2	272.1	0.8	246.2	2.0
Length of Stay	12.83	1.8	11.49	-12.2	12.82	-0.1

- GBP1.32, EUR1.15, CHF1.25; U.S. still perceived as expensive
- Geopolitical sentiment: UK more positive than Germany; softened further with recent events
- France & Italy affected by BUSA funding removal
- 6–12 month booking window challenging; preference for boutique hotels and immersive experiences
- Alaska to launch new services (SEA-LHR; SEA-FCO), strengthening connectivity to Hawai'i

Market Outlook – Korea

Korea	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	426.3	6.7	83.2	13.3	443.6	4.1
Total Arrivals(mil)	163,510	8.7	31,686	17.3	167,597	2.5
Avg. Daily Spend	321.2	0.8	305.9	-1.4	326.0	1.5
Length of Stay	8.12	-2.7	8.58	-2.0	8.12	-

- 2% GDP growth supported by post-election stability
- Imports 70% of its crude oil and 20–30% of its LNG from the Middle East
- Airlift capacity at 82% of 2019 with HA exit and Air Premia entry
- Depreciation of Won: 1,519 in March (lowest in 17 years)
- Strong honeymoon competition; short-haul increases while long-haul decreasing

Market Outlook – China

China	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	133.0	-9.7	25.6	-16.6	157.4	18.4
Total Arrivals(mil)	47,309	-8.3	8,712	-25.2	55,083	16.4
Avg. Daily Spend	344.2	-2.6	367.1	16.8	350.2	1.74
Length of Stay	8.16	1.1	8.0	-4.6	8.16	-

- GDP Growth 4.5%, led by EV, green tech, and high-tech sectors
- Shift from luxury to practical, local products
- Competition from destinations with easier visa access (e.g. Europe, SEA)
- 10M U.S. visa holders; 80% Millennials/Gen Z
- Hawai'i: 4th most desired U.S. destination
- No direct flights. ~100 weekly flights, mainly to LAX, SFO, JFK

Market Outlook – Taiwan

Taiwan	2025P	+/- YOY	2026P Jan-Feb	+/- YOY	2026T (3/25/26)	+/- YOY
Total Visitor Spending(mil)	33.2	3.4	3.9	-22.3	38.0	14.5
Total Arrivals(mil)	10,835	-3.0	1,545	-21.3	12,500	15.4
Avg. Daily Spend	352.9	18.1	318	9.6	350.0	-0.8
Length of Stay	8.69	-9.7	7.94	-9.9	8.69	-

- Strong economic growth fuels outbound travel
- Travel near pre-pandemic levels; strong demand for quality experiences
- U.S. ranks #6 for outbound trips; only long-haul in top 10
- Boutique luxury agencies and OTAs gaining influence in booking behavior
- Direct flight to Hawai‘i is key; serve as a gateway for SE Asia
- 4–6 month booking window - market recovery will take time.

Market Outlook – Visitor Arrivals

	2025P	+/- YOY	2026T (3/25/26)	+/- YOY
U.S. West	5,010,108	0.3%	5,055,920	0.9%
U.S. East	2,405,658	1.4%	2,434,300	1.2%
Japan	731,922	3.3%	753,880	3.0%
Canada	394,345	-11.6%	381,378	-3.3%
Oceania	176,052	-13.5%	172,531	-2.0%
Europe	114,845	-2.6%	114,369	-0.5%
Korea	163,510	8.7%	167,597	2.5%
China	47,309	-8.3%	55,083	16.4%
Taiwan	10,835	-3.0%	12,500	15.4%

‘A‘ohe hana nui ke alu ‘ia.

No task is too big when done together by all.

Hawai‘i Tourism Authority