

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

Hawai'i Tourism Industry in the First Half of 2026P¹:

- **Total Visitor Spending (Air and Cruise, does not include Supplemental Business): \$11.64 billion**, an increase from \$10.96 billion (+6.3%) in the first half of 2025.
- **State Tax Revenue (direct, indirect, and induced)²: \$1.63 billion**, compared to \$1.53 billion (+6.3%) in the first half of 2025.
- **Visitor Arrivals: 5,037,820 visitors** compared to 4,917,106 visitors (+2.5%) in the first half of 2025.
- **Average Daily Census³: 228,965 visitors**, compared to 237,960 visitors (-3.8%) in the first half of 2025.
- **Total Air Service: 31,418 transpacific flights with 6,911,650 seats**, compared to 29,476 flights (+6.6%) with 6,573,368 seats (+5.1%) in the first half of 2025.

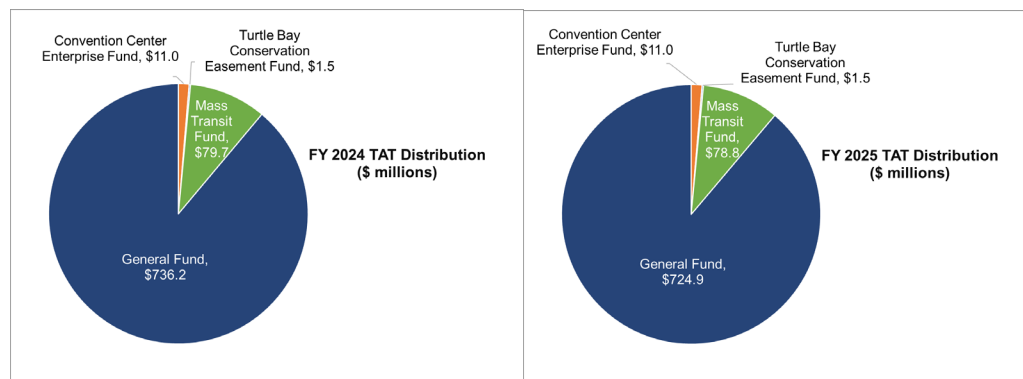
TAT Collections (Fiscal Year)

- FY 2018: The state collected \$554.9 million in TAT; an increase of 9.2 percent compared to FY 2017. (The TAT rate was increased to 10.25 percent, effective January 1, 2018. Tax revenues generated to be allocated to the Mass Transit Special Fund).
- FY 2019: The state collected \$600.3 million in TAT; an increase of 8.2 percent compared to FY 2018.
- FY 2020: The state collected \$564.3 million in TAT, down 6.0 percent compared to FY 2019.
- FY 2021: The state collected \$215.3 million in TAT; a decrease of 61.8 percent compared to FY 2020.
- FY2022: The state collected \$738.7 million in TAT; an increase of 243.1 percent compared to FY 2021.
- FY2023: The state collected \$865.3 million in TAT; an increase of 17.1 percent compared to FY 2022.
- FY2024: The state collected \$828.3 million in TAT; a decrease of 4.3 percent compared to FY 2023.
- FY2025: The state collected \$813.1 million in TAT; a decrease of 1.8 percent compared to FY 2024 (Preliminary data from Dept of Taxation).
- FY2026 (July 2025 -June 2026), the state collected \$864.7 million in TAT, compared to \$813.1 in FY 2025 (July 2024 -June 2025) (Preliminary data from Dept of Taxation).

¹2025P and 2026P visitor statistics are preliminary. 2019 - 2024 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, and final passenger counts from Airline Traffic Summary reports.

² State Tax Revenue (direct, indirect and induced) for 2024, 2025P and 2026P were calculated using the new Hawai'i Tourism Input-Output model (October 2025) and are not directly comparable to previous years' calculations.

³ Average daily census measures the number of visitors present on any given day.



Hawai'i Tourism Industry in Calendar Year 2025P:

- Total Visitor Spending (Air and Cruise only, does not include Supplemental Business): \$21.75 billion.
- State Tax Revenue (direct, indirect, and induced): \$3.04 billion.
- Visitor Arrivals: 9,642,991 visitors.
- Average Daily Census: 229,439 visitors.
- Job supported (direct, indirect, induced): 222,000
- Total Air Service: 59,186 transpacific flights with 13,131,826 seats.

Hawai'i Tourism Industry in Calendar Year 2024:

- Total Visitor Spending (Air, Cruise and Supplemental Business): \$20.72 billion.
- State Tax Revenue (direct, indirect, and induced): \$2.40 billion.
- Visitor Arrivals (Air and Cruise): 9,701,499 visitors.
- Average Daily Census: 230,918 visitors.
- Jobs supported (direct, indirect, induced): 211,000.
- Total Air Service: 59,787 transpacific flights with 13,274,718 seats.

Hawai'i Tourism Industry in Calendar Year 2023:

- Total Visitor Spending (Air, Cruise and Supplemental Business): \$20.87 billion.
- State Tax Revenue (direct, indirect, and induced): \$2.42 billion.
- Visitor Arrivals (Air and Cruise): 9,657,607 visitors.
- Average Daily Census: 236,784 visitors.
- Jobs supported (direct, indirect, induced): 213,000.
- Total Air Service: 59,725 transpacific flights with 13,118,442 seats.

Hawai'i Tourism Industry in Calendar Year 2022:

- Total Visitor Spending (Air, Cruise, and Supplemental Business): \$19.80 billion.
- State Tax Revenue (direct, indirect, and induced): \$2.30 billion.
- Visitor Arrivals (Air and Cruise): 9,233,983 visitors.
- Average Daily Census: 233,534 visitors.
- Jobs supported (direct, indirect, induced): 202,000.
- Total Air Service: 60,153 transpacific flights and 12,745,630 seats.

Hawai'i Tourism Industry in Calendar Year 2021:

- Total Visitor Spending (Air, Cruise, and Supplemental Business): \$13.15 billion.
- State Tax Revenue (direct, indirect, and induced): \$1.54 billion.
- Visitor Arrivals (Air and Cruise): 6,777,760 visitors.
- Average Daily Census: 178,938 visitors.
- Jobs supported (direct, indirect, induced): 160,000.
- Total Air Service: 51,904 transpacific flights and 10,735,084 seats.

Hawai'i Tourism Industry in Calendar Year 2020:

- Visitor Spending: NA⁴
- State Tax Revenue (direct, indirect, and induced): NA
- Visitor Arrivals (Air and Cruise): 2,708,258 visitors.
- Average Daily Census: 77,915 visitors.
- Total Air Service: 5,318,667 transpacific seats.

Hawai'i Tourism Industry in Calendar Year 2019:

- Visitor Spending (Air, Cruise, and Supplemental Business): \$17.84 billion.
- State Tax Revenue (direct, indirect, and induced): \$2.08 billion.
- Visitor Arrivals (Air and Cruise): 10,386,673 visitors.
- Average Daily Census: 247,564 visitors.
- Jobs supported (direct, indirect, induced): 217,000.
- Total Air Service: 13,619,068 transpacific seats.

Hotel Occupancy Rates:

Occupancy Rate	2019	2020	2021	2022	2023	2024	2025
State	80.7%	37.6%	57.5%	73.6%	74.7%	73.3%	73.9%
O'ahu	84.0%	39.2%	55.6%	75.4%	79.6%	79.8%	78.6%
Maui County	77.7%	34.6%	60.3%	67.6%	66.1%	61.6%	64.4%
Island of Hawai'i	77.0%	39.7%	60.5%	74.9%	70.2%	67.0%	69.5%
Kaua'i	72.5%	33.2%	57.2%	77.7%	74.6%	73.2%	75.4%

Source: STR, Inc.

Historical Visitor Spending and Job Supported data:

Year	Total Daily Expenditures, Includes Sup Business	# of Jobs Supported
2024	\$56.6 million	211,000
2023	\$57.2 million	213,000
2022	\$54.3 million	202,000
2021	\$36.0 million	160,000
2020	NA	NA
2019	\$48.9 million	217,000
2018	\$48.3 million	215,000
2017	\$46.0 million	205,000
2016	\$43.5 million	194,000
2015	\$41 million	177,000

⁴ Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April through October 2020 due to COVID-19 restrictions.