

STATE – COUNTY FUNCTIONS WORK GROUP (TAT)

ASSORTED DATA 12/14

#1: VISITOR ARRIVALS

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	6,912,094	1,281,156	1,020,921	2,207,826	4,464,551
2005	7,416,574	1,521,537	1,090,147	2,346,480	4,731,843
2006	7,528,106	1,614,408	1,204,132	2,498,234	4,688,117
2007	7,496,820	1,622,359	1,299,045	2,522,043	4,694,750
2008	6,713,436	1,321,277	1,030,647	2,129,042	4,193,685
2009	6,420,448	1,215,256	928,112	1,932,357	4,024,888
2010	6,982,425	1,290,859	964,724	2,134,902	4,328,849
2011	7,174,397	1,318,310	1,011,500	2,211,413	4,401,624
2012	7,867,143	1,433,282	1,084,681	2,353,329	4,904,045
2013	8,003,474	1,435,245	1,114,354	2,401,733	5,044,276

(Total of County arrivals exceeds total Statewide arrivals reflecting Statewide visitors visiting more than one County.)

Source: Hawaii Tourism Authority (HTA)

#2: TOTAL VISITOR DAYS

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	62,761,989	8,555,752	6,906,206	16,659,327	30,640,704
2005	67,687,479	10,135,366	7,181,290	17,671,183	32,699,641
2006	69,145,854	10,342,683	7,629,733	18,627,456	32,545,981
2007	69,135,310	10,180,354	8,105,509	18,696,047	32,153,400
2008	63,130,133	9,092,338	7,266,911	16,850,011	29,920,873
2009	60,255,061	8,469,606	6,821,901	15,645,203	29,318,351
2010	64,851,434	9,042,257	7,135,082	17,308,593	31,465,500
2011	67,825,871	9,690,668	7,597,107	18,060,711	32,477,385
2012	73,663,903	10,452,516	8,168,533	19,178,762	35,864,092
2013	74,049,772	10,678,171	8,516,938	19,795,040	35,059,623

Source: HTA

#3: AVERAGE LENGTH OF STAY

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	7.0	6.7	6.8	7.5	6.9
2005	7.0	6.7	6.6	7.5	6.9
2006	6.9	6.4	6.3	7.5	6.9
2007	6.8	6.3	6.2	7.4	6.8
2008	7.3	6.9	7.1	7.9	7.1
2009	7.4	7.0	7.4	8.1	7.3
2010	7.4	7.0	7.4	8.1	7.3
2011	7.6	7.4	7.5	8.2	7.4
2012	7.5	7.3	7.5	8.1	7.3
2013	7.4	7.4	7.6	8.2	7.0

Source: HTA

#4: TOTAL VISITOR SPEND

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	\$10,648 Mil	\$1,292 Mil	\$1,088 Mil	\$2,883 Mil	\$5,384 Mil
2005	\$11,650 Mil	\$1,626 Mil	\$1,139 Mil	\$3,242 Mil	\$5,643 Mil
2006	\$12,243 Mil	\$1,634 Mil	\$1,227 Mil	\$3,491 Mil	\$5,892 Mil
2007	\$12,578 Mil	\$1,690 Mil	\$1,351 Mil	\$3,560 Mil	\$5,978 Mil
2008	\$11,182 Mil	\$1,409 Mil	\$1,144 Mil	\$2,984 Mil	\$5,644 Mil
2009	\$9,794 Mil	\$1,214 Mil	\$999 Mil	\$2,570 Mil	\$5,011 Mil
2010	\$10,967 Mil	\$1,366 Mil	\$1,124 Mil	\$2,904 Mil	\$5,572 Mil
2011	\$12,047 Mil	\$1,460 Mil	\$1,175 Mil	\$3,154 Mil	\$6,258 Mil
2012	\$14,193 Mil	\$1,661 Mil	\$1,290 Mil	\$3,569 Mil	\$7,672 Mil
2013	\$14,352 Mil	\$1,825 Mil	\$1,391 Mil	\$3,778 Mil	\$7,359 Mil

Source: HTA

#5: PROPORTIONAL TOTAL VISITOR SPEND

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	100%	12%	10%	27%	51%
2005	100%	14%	10%	28%	48%
2006	100%	13%	10%	29%	48%
2007	100%	13%	11%	28%	48%
2008	100%	13%	10%	27%	50%
2009	100%	12%	10%	26%	51%
2010	100%	12%	10%	26%	51%
2011	100%	12%	10%	26%	52%
2012	100%	12%	9%	25%	54%
2013	100%	13%	10%	26%	51%

Source: Derived from #'s (HTA)

#6: TOTAL VISITOR SPEND BY DAY

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	\$170	\$151	\$158	\$173	\$176
2005	\$172	\$160	\$159	\$183	\$173
2006	\$177	\$158	\$161	\$187	\$181
2007	\$182	\$166	\$167	\$190	\$186
2008	\$177	\$155	\$157	\$177	\$189
2009	\$163	\$143	\$146	\$164	\$171
2010	\$169	\$151	\$158	\$168	\$177
2011	\$178	\$151	\$155	\$175	\$193
2012	\$193	\$159	\$158	\$186	\$214
2013	\$194	\$171	\$163	\$191	\$210

(Not inflation adjusted)

Source: HTA

#7: TOTAL VISITOR SPEND PER VISIT

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	\$1,186	\$1,009	\$1,066	\$1,306	\$1,206
2005	\$1,202	\$1,069	\$1,045	\$1,382	\$1,193
2006	\$1,224	\$1,012	\$1,019	\$1,397	\$1,257
2007	\$1,241	\$1,041	\$1,040	\$1,411	\$1,273
2008	\$1,289	\$1,067	\$1,110	\$1,402	\$1,346
2009	\$1,209	\$999	\$1,077	\$1,330	\$1,245
2010	\$1,258	\$1,058	\$1,165	\$1,360	\$1,287
2011	\$1,347	\$1,108	\$1,161	\$1,426	\$1,422
2012	\$1,452	\$1,159	\$1,190	\$1,517	\$1,565
2013	\$1,436	\$1,272	\$1,248	\$1,573	\$1,459

(Not inflation adjusted)

Source: HTA

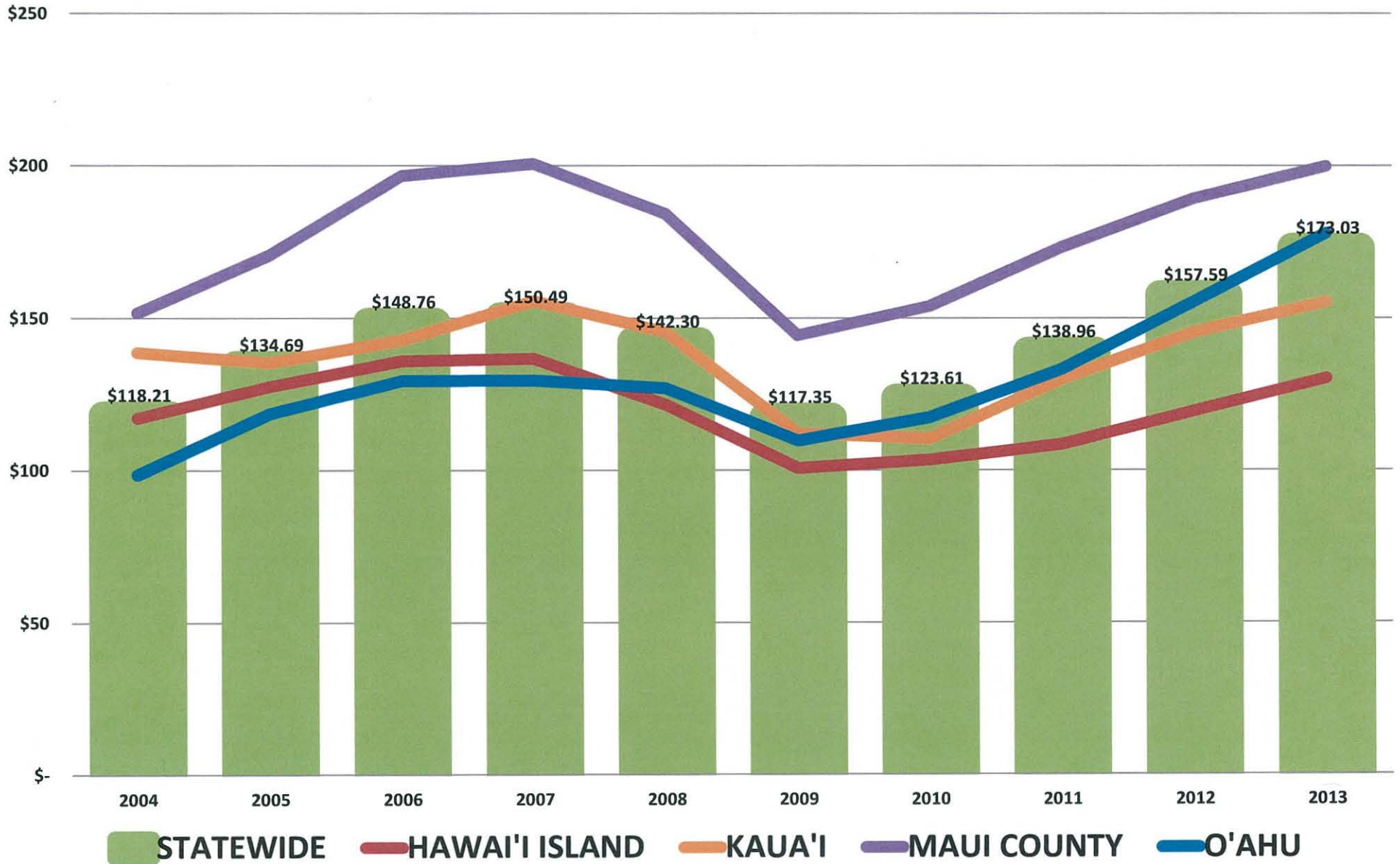
#8: RevPAR

	STATEWIDE	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	\$ 118.21	\$ 117.26	\$ 138.76	\$ 151.68	\$ 98.60
2005	\$ 134.69	\$ 127.54	\$ 135.39	\$ 170.65	\$ 118.66
2006	\$ 148.76	\$ 135.97	\$ 142.83	\$ 196.62	\$ 129.54
2007	\$ 150.49	\$ 136.78	\$ 155.66	\$ 200.61	\$ 129.71
2008	\$ 142.30	\$ 121.57	\$ 145.48	\$ 184.27	\$ 127.08
2009	\$ 117.35	\$ 100.67	\$ 112.10	\$ 144.41	\$ 109.77
2010	\$ 123.61	\$ 103.40	\$ 110.39	\$ 154.04	\$ 117.37
2011	\$ 138.96	\$ 108.46	\$ 129.95	\$ 173.32	\$ 133.13
2012	\$ 157.59	\$ 119.41	\$ 145.35	\$ 189.32	\$ 155.48
2013	\$ 173.03	\$ 130.18	\$ 155.38	\$ 199.88	\$ 177.94

RevPAR: Revenue per available room, derived by dividing total room revenue by the total available room count for the applicable period (here calendar year); best utilized as a comparative measure among time periods, properties, locales, etc.

Source: Smith Travel Research (STR); aggregates hotel industry data

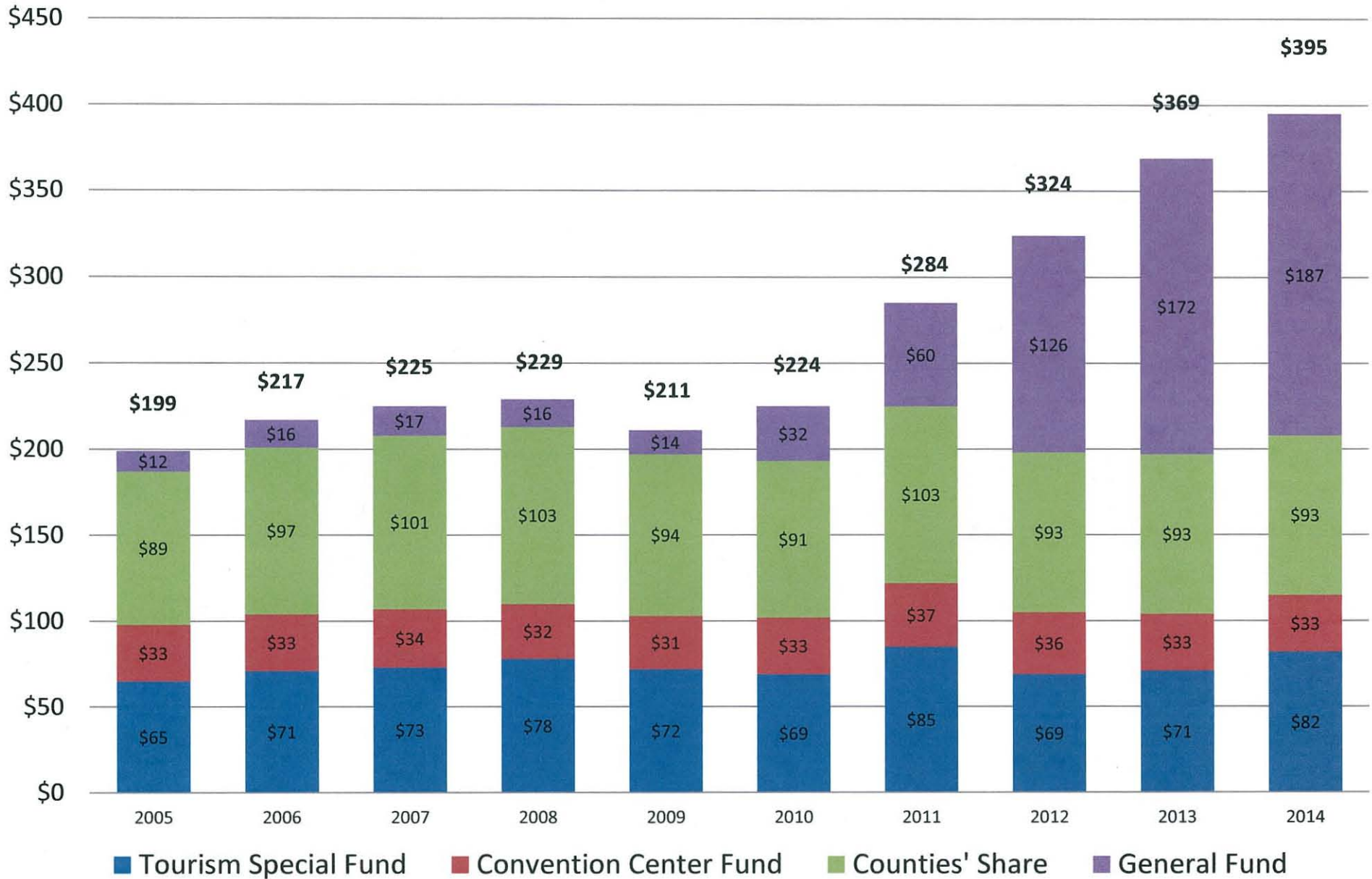
#9: RevPAR TREND



Source: STR

#10 TAT DISTRIBUTIONS FY 2005-2014

In Millions



Source: <http://files.hawaii.gov/tax/stats/stats/annual/14annrpt.pdf>

#11 COUNTIES' SHARE

ALLOCATION BY COUNTY*

		19%	15%	23%	44%
	Counties' Total Share	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2005	\$89	\$17	\$13	\$20	\$39
2006	\$97	\$18	\$14	\$22	\$43
2007	\$101	\$19	\$15	\$23	\$45
2008	\$103	\$19	\$15	\$23	\$45
2009	\$94	\$17	\$14	\$21	\$41
2010	\$91	\$17	\$13	\$21	\$40
2011	\$103	\$19	\$15	\$23	\$45
2012	\$93	\$17	\$13	\$21	\$41
2013	\$93	\$17	\$13	\$21	\$41
2014	\$93	\$17	\$13	\$21	\$41

*Page 3 Act 174, SLH 2014

SOURCE: HB1671 CDI LRB 14-2554.doc

#12 ALLOCATION TO TOTAL VISITOR SPEND VARIANCE

	HAWAI'I ISLAND	KAUA'I	MAUI COUNTY	O'AHU
2004	6%	4%	-4%	-6%
2005	5%	5%	-5%	-4%
2006	5%	4%	-6%	-4%
2007	5%	4%	-6%	-3%
2008	6%	4%	-4%	-6%
2009	6%	4%	-3%	-7%
2010	6%	4%	-4%	-7%
2011	6%	5%	-3%	-8%
2012	7%	5%	-2%	-10%
2013	6%	5%	-4%	-7%

Source: Derived from comparing relative County TAT share (Slide #11) against relative County Visitor Spend (Slides #4 & #5); positive variance means County gets more TAT per visitor spend relative to Counties overall.

#13 ALLOCATION TO TOTAL VISITOR SPEND BY COUNTY

