Hawaiʻi’s tourism industry is a continually growing and powerful force. In 2017, the state reached record totals in annual visitor spending, generated tax revenue, arrivals, trans-Pacific air seats serving Hawaiʻi, and jobs supported statewide.

According to the Hawaiʻi Tourism Authority, 9,382,986 visitors came to Hawaiʻi in 2017, with 230,113 visitors in the islands on any given day last year. Over 200,000 local jobs are supported by tourism. DBEDT’s tourism forecasts predict a continuing upward trajectory: 6.0% growth in 2018, 1.2% growth in 2019, and 1.4% growth in 2020 and 2021.

This month, we will hear from the Hawaiʻi Green Business Program and the Hawaiʻi Tourism Authority about their individual and combined efforts to balance our ever-expanding ocean economy with coastal resource health.

**MP #6 Implementation**

**Goal D:** Ensure a healthy tourism industry that uses ocean and coastal resources responsibly

**Metric D-2:** Increase in number of hotels with recognized sustainability certifications or program affiliations

(DBEDT-Hawaiʻi State Energy Office, Hawaiʻi Green Business Program)