

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2007 AND 2008**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Resides in Major Market Areas (MMA) 1/	2007			2008		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	7,496,820	5,582,530	1,914,290	6,713,436	4,901,893	1,811,543
US West MMA 2/	3,244,707	3,199,318	45,389	2,769,229	2,722,988	46,241
US East MMA 3/	1,901,502	1,857,734	43,768	1,683,114	1,638,669	44,445
Japan MMA	1,296,421	9,174	1,287,247	1,175,199	8,049	1,167,150
Canada MMA	333,397	135,742	197,655	359,580	144,095	215,485
Other Asia MMA 4/	121,109	42,072	79,037	112,548	36,344	76,204
China	56,584	29,439	27,145	54,235	26,081	28,154
Hong Kong	5,549	1,778	3,771	4,764	1,244	3,520
Korea	42,141	7,980	34,161	38,110	6,345	31,765
Singapore	4,513	1,078	3,435	3,957	980	2,977
Taiwan	12,322	1,797	10,525	11,482	1,694	9,788
Oceania MMA 5/	164,151	40,779	123,372	155,480	46,410	109,070
Australia	145,491	35,702	109,789	137,812	41,821	95,991
New Zealand	18,660	5,077	13,583	17,668	4,589	13,079
Europe MMA 6/	108,022	94,652	13,370	115,172	103,696	11,476
United Kingdom	57,622	47,816	9,806	54,212	46,934	7,278
France	8,090	7,148	942	9,342	8,270	1,072
Germany	26,526	25,072	1,454	32,680	30,692	1,988
Italy	8,795	8,269	526	10,758	10,350	408
Switzerland	6,990	6,348	642	8,180	7,450	730
Latin America MMA 7/	19,943	19,316	627	18,896	18,229	667
Argentina	2,757	2,694	63	3,160	3,115	45
Brazil	7,049	6,852	197	7,823	7,610	213
Mexico	10,137	9,770	367	7,912	7,503	409
Other MMA 8/	307,568	183,743	123,825	324,218	183,413	140,805

Continued on next page.

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2007 AND 2008 -- Con.**

- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Pacific and Mountain States of the United States.
- 3/ All other States in the continental United States not included in U.S. West.
- 4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 5/ Includes Australia and New Zealand.
- 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 7/ Includes Argentina, Brazil, and Mexico.
- 8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records. See also <<http://www.hawaii.gov/dbedt/>>.