

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2008 AND 2009**

[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/	2008			2009		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	6,713,436	4,901,893	1,811,543	6,420,448	4,672,001	1,748,447
US West MMA 2/	2,769,229	2,722,988	46,241	2,718,818	2,667,058	51,760
US East MMA 3/	1,683,114	1,638,669	44,445	1,561,468	1,520,548	40,920
Japan MMA	1,175,199	8,049	1,167,150	1,168,080	6,724	1,161,356
Canada MMA	359,580	144,095	215,485	346,583	150,752	195,831
Other Asia MMA 4/	112,548	36,344	76,204	110,380	27,878	82,502
China	54,235	26,081	28,154	41,924	18,693	23,231
Hong Kong	4,764	1,244	3,520	4,910	1,199	3,711
Korea	38,110	6,345	31,765	51,353	5,685	45,668
Singapore	3,957	980	2,977	3,655	877	2,778
Taiwan	11,482	1,694	9,788	8,536	1,422	7,114
Oceania MMA 5/	155,480	46,410	109,070	136,717	30,452	106,265
Australia	137,812	41,821	95,991	121,482	27,295	94,187
New Zealand	17,668	4,589	13,079	15,234	3,156	12,078
Europe MMA 6/	115,172	103,696	11,476	104,403	93,329	11,074
United Kingdom	54,212	46,934	7,278	44,476	37,790	6,686
France	9,342	8,270	1,072	8,851	7,733	1,118
Germany	32,680	30,692	1,988	32,105	30,024	2,081
Italy	10,758	10,350	408	10,208	9,759	449
Switzerland	8,180	7,450	730	8,762	8,022	740
Latin America MMA 7/	18,896	18,229	667	17,502	16,969	533
Argentina	3,160	3,115	45	2,974	2,891	83
Brazil	7,823	7,610	213	7,620	7,421	199
Mexico	7,912	7,503	409	6,908	6,657	251
Other MMA 8/	324,218	183,413	140,805	256,498	158,292	98,206

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- 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); Hawaii Tourism Authority, Tourism Research and records.