

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2009 AND 2010**

[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/	2009			2010		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	6,420,448	4,672,001	1,748,447	6,982,424	5,022,883	1,959,541
US West MMA 2/	2,718,818	2,667,058	51,760	2,960,783	2,896,134	64,649
US East MMA 3/	1,561,468	1,520,548	40,920	1,631,867	1,581,476	50,391
Japan MMA	1,168,080	6,724	1,161,356	1,239,481	8,149	1,231,332
Canada MMA	346,583	150,752	195,831	406,452	171,548	234,904
Other Asia MMA 4/	110,380	27,878	82,502	168,486	39,094	129,392
China	41,924	18,693	23,231	62,032	27,431	34,601
Hong Kong	4,910	1,199	3,711	4,972	1,328	3,644
Korea	51,353	5,685	45,668	81,920	7,550	74,370
Singapore	3,655	877	2,778	3,899	1,027	2,872
Taiwan	8,536	1,422	7,114	15,663	1,758	13,905
Oceania MMA 5/	136,717	30,452	106,265	161,793	37,777	124,016
Australia	121,482	27,295	94,187	143,742	33,731	110,011
New Zealand	15,234	3,156	12,078	18,050	4,045	14,005
Europe MMA 6/	104,403	93,329	11,074	114,568	98,752	15,816
United Kingdom	44,476	37,790	6,686	46,244	39,831	6,413
France	8,851	7,733	1,118	12,707	8,193	4,514
Germany	32,105	30,024	2,081	33,933	30,877	3,056
Italy	10,208	9,759	449	11,187	10,625	562
Switzerland	8,762	8,022	740	10,498	9,227	1,271
Latin America MMA 7/	17,502	16,969	533	20,008	19,217	791
Argentina	2,974	2,891	83	3,372	3,294	78
Brazil	7,620	7,421	199	9,546	9,233	312
Mexico	6,908	6,657	251	7,091	6,690	400
Other MMA 8/	256,498	158,292	98,206	278,987	170,737	108,250

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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.