

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2011 AND 2012**

[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/	2011			2012		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	7,174,397	5,127,291	2,047,106	7,867,143	5,403,025	2,464,118
US West MMA 2/	2,994,731	2,935,399	59,332	3,178,824	3,133,196	45,628
US East MMA 3/	1,642,279	1,594,712	47,567	1,699,625	1,646,697	52,928
Japan MMA	1,241,805	7,287	1,234,518	1,465,654	7,319	1,458,335
Canada MMA	477,564	210,740	266,824	499,144	203,533	295,611
Other Asia MMA 4/	211,028	42,901	168,127	289,977	56,755	233,222
China	81,738	31,654	50,084	116,866	42,843	74,023
Hong Kong	4,082	1,392	2,690	4,915	1,786	3,129
Korea	112,567	7,145	105,422	153,338	8,762	144,576
Singapore	4,453	1,187	3,266	6,089	1,456	4,633
Taiwan	8,186	1,521	6,665	8,769	1,908	6,861
Oceania MMA 5/	209,976	45,362	164,614	273,039	59,815	213,224
Australia	189,246	41,275	147,971	247,150	54,423	192,727
New Zealand	20,730	4,087	16,643	25,889	5,392	20,497
Europe MMA 6/	119,825	101,790	18,035	129,252	108,979	20,273
United Kingdom	45,552	38,590	6,962	45,664	38,862	6,802
France	16,546	9,280	7,266	18,258	10,206	8,052
Germany	34,690	32,081	2,609	40,044	36,703	3,341
Italy	10,447	10,072	375	11,085	10,450	635
Switzerland	12,589	11,766	823	14,200	12,757	1,443
Latin America MMA 7/	22,116	21,550	566	25,519	24,576	943
Argentina	4,053	3,997	56	4,027	3,920	107
Brazil	10,101	9,867	234	12,734	12,258	476
Mexico	7,963	7,687	276	8,758	8,398	360
Other MMA 8/	255,073	167,550	87,523	306,110	162,156	143,954

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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.