

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2013 AND 2014**

[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/ | 2013      |           |                | 2014      |           |                |
|--|-----------|-----------|----------------|-----------|-----------|----------------|
|  | Total     | Domestic  | Inter-national | Total     | Domestic  | Inter-national |
| All visitors                           | 8,003,474 | 5,405,300 | 2,598,174      | 8,183,671 | 5,473,388 | 2,710,283      |
| US West MMA 2/                         | 3,211,429 | 3,143,177 | 68,252         | 3,286,677 | 3,187,760 | 98,917         |
| US East MMA 3/                         | 1,701,852 | 1,628,677 | 73,175         | 1,734,794 | 1,653,010 | 81,784         |
| Japan MMA                              | 1,518,517 | 7,727     | 1,510,790      | 1,511,699 | 10,142    | 1,501,557      |
| Canada MMA                             | 517,011   | 218,097   | 298,914        | 524,565   | 203,533   | 321,032        |
| Other Asia MMA 4/                      | 335,072   | 56,786    | 278,286        | 368,502   | 64,597    | 303,905        |
| China                                  | 125,011   | 39,768    | 85,243         | 160,077   | 47,115    | 112,962        |
| Hong Kong                              | 5,447     | 2,786     | 2,661          | 5,296     | 3,028     | 2,268          |
| Korea                                  | 177,113   | 10,049    | 167,064        | 178,090   | 10,651    | 167,439        |
| Singapore                              | 4,822     | 1,423     | 3,399          | 4,581     | 1,369     | 3,212          |
| Taiwan                                 | 22,679    | 2,760     | 19,919         | 20,458    | 2,434     | 18,024         |
| Oceania MMA 5/                         | 355,568   | 73,765    | 281,803        | 371,072   | 80,664    | 290,408        |
| Australia                              | 305,063   | 64,297    | 240,766        | 309,836   | 67,947    | 241,889        |
| New Zealand                            | 50,505    | 9,468     | 41,037         | 61,236    | 12,717    | 48,519         |
| Europe MMA 6/                          | 136,805   | 114,934   | 21,871         | 143,057   | 118,728   | 24,329         |
| United Kingdom                         | 46,616    | 39,450    | 7,166          | 48,725    | 40,958    | 7,767          |
| France                                 | 19,827    | 11,833    | 7,994          | 22,072    | 13,000    | 9,072          |
| Germany                                | 43,531    | 39,356    | 4,175          | 43,940    | 39,350    | 4,590          |
| Italy                                  | 11,014    | 10,117    | 897            | 11,693    | 10,673    | 1,020          |
| Switzerland                            | 15,818    | 14,179    | 1,639          | 16,628    | 14,748    | 1,880          |
| Latin America MMA 7/                   | 30,265    | 28,898    | 1,367          | 30,095    | 28,853    | 1,242          |
| Argentina                              | 5,425     | 5,273     | 152            | 5,265     | 5,166     | 99             |
| Brazil                                 | 14,854    | 14,293    | 561            | 14,687    | 14,007    | 680            |
| Mexico                                 | 9,986     | 9,332     | 654            | 10,142    | 9,679     | 463            |
| Other MMA 8/                           | 196,955   | 133,239   | 63,716         | 213,210   | 126,101   | 87,109         |

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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.