

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2014 AND 2015**

[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/	2014 2/			2015		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	8,196,342	5,486,059	2,710,283	8,563,018	5,782,140	2,780,878
US West MMA 3/	3,255,475	3,156,558	98,917	3,507,652	3,410,437	97,215
US East MMA 4/	1,713,085	1,631,301	81,784	1,803,670	1,706,781	96,889
Japan MMA	1,511,739	10,044	1,501,695	1,482,304	9,618	1,472,686
Canada MMA	522,761	201,729	321,032	512,323	163,277	349,046
Other Asia MMA 5/	368,110	63,843	304,267	393,833	66,211	327,622
China	159,718	46,576	113,142	173,520	50,682	122,838
Hong Kong	5,268	2,980	2,288	4,437	2,681	1,756
Korea	178,118	10,544	167,574	193,658	9,447	184,211
Singapore	4,567	1,346	3,221	4,693	1,518	3,175
Taiwan	20,440	2,398	18,042	17,525	1,883	15,642
Oceania MMA 6/	371,367	79,694	291,673	399,619	73,638	325,981
Australia	310,095	67,131	242,964	335,842	61,491	274,351
New Zealand	61,272	12,563	48,709	63,777	12,147	51,630
Europe MMA 7/	142,366	117,309	25,057	145,019	116,098	28,921
United Kingdom	48,500	40,454	8,046	51,073	41,495	9,578
France	21,932	12,830	9,102	21,620	12,689	8,931
Germany	43,752	38,907	4,845	43,788	37,623	6,165
Italy	11,613	10,550	1,063	11,448	9,859	1,589
Switzerland	16,569	14,568	2,001	17,089	14,431	2,658
Latin America MMA 8/	29,800	28,525	1,275	27,978	25,980	1,998
Argentina	5,216	5,117	99	5,042	4,717	325
Brazil	14,538	13,848	690	12,959	12,122	837
Mexico	10,047	9,561	486	9,977	9,141	836
Other MMA 9/	281,639	197,056	84,583	290,621	210,101	80,520

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
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- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Revised from previous *Data Book*.
- 3/ Pacific and Mountain States of the United States.
- 4/ All other States in the continental United States not included in U.S. West.
- 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 6/ Includes Australia and New Zealand.
- 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 8/ Includes Argentina, Brazil, and Mexico.
- 9/ 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.