

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2016 AND 2017**

[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/	2016			2017		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	8,821,802	5,968,779	2,853,023	9,277,613	6,239,748	3,037,865
US West MMA 2/	3,664,150	3,577,224	86,926	3,843,780	3,746,542	97,238
US East MMA 3/	1,892,768	1,797,746	95,022	1,998,788	1,912,352	86,436
Japan MMA	1,487,979	8,431	1,479,548	1,587,781	7,996	1,579,785
Canada MMA	469,314	119,621	349,693	520,062	134,750	385,312
Other Asia MMA 4/	448,414	56,519	391,895	440,319	44,005	396,314
China	164,326	42,823	121,503	151,299	31,785	119,514
Hong Kong	4,511	2,619	1,892	3,859	1,949	1,910
Korea	257,189	8,063	249,126	261,039	7,292	253,747
Singapore	4,280	1,292	2,988	5,254	1,306	3,948
Taiwan	18,107	1,721	16,386	18,868	1,673	17,195
Oceania MMA 5/	390,364	63,361	327,003	395,362	57,375	337,987
Australia	325,600	53,080	272,520	324,564	46,715	277,849
New Zealand	64,764	10,281	54,483	70,799	10,661	60,138
Europe MMA 6/	143,922	111,897	32,025	139,771	108,416	31,355
United Kingdom	53,165	40,723	12,442	48,602	38,200	10,402
France	21,014	11,724	9,290	21,683	12,005	9,678
Germany	41,420	34,772	6,648	41,468	34,359	7,109
Italy	11,068	9,496	1,572	11,011	9,270	1,741
Switzerland	17,255	15,182	2,073	17,008	14,583	2,425
Latin America MMA 7/	26,075	24,396	1,679	24,998	23,111	1,887
Argentina	6,328	6,101	227	6,443	6,191	252
Brazil	10,194	9,478	716	9,492	8,672	820
Mexico	9,554	8,818	736	9,063	8,248	815
Other MMA 8/	298,817	209,585	89,232	326,751	205,200	121,551

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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.