

	TABLE 1. TOTAL VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	5,793,923	5,339,139	8.5%	17,749,863	16,026,891	10.8%
TOTAL VISITORS	615,553	596,969	3.1%	1,780,458	1,638,067	8.7%
DOMESTIC	443,298	412,250	7.5%	1,241,339	1,118,848	10.9%
INTERNATIONAL	172,255	184,719	-6.7%	539,119	519,219	3.8%
AVERAGE DAILY CENSUS	186,901	172,230	8.5%	197,221	178,077	10.8%
TOTAL AIR SEATS (EST)	824,419	805,842	2.3%	2,354,347	2,256,300	4.3%
TOTAL LOAD FACTOR (EST)	88.0%	87.0%	1.0	88.6%	84.7%	3.9
ISLANDS VISITED						
O'ahu	358,629	358,614	0.0%	1,067,532	989,608	7.9%
O'ahu only	261,970	270,683	-3.2%	783,720	730,856	7.2%
Kaua'i	82,054	79,586	3.1%	234,844	220,600	6.5%
Kaua'i only	43,187	44,814	-3.6%	119,908	115,497	3.8%
Maui County	205,758	185,053	11.2%	564,711	514,163	9.8%
Maui	201,602	181,182	11.3%	551,495	503,116	9.6%
Maui only	132,038	122,389	7.9%	353,257	326,255	8.3%
Moloka'i *	7,578	4,179	81.3%	16,913	12,854	31.6%
Moloka'i only *	659	546	20.7%	2,063	1,911	8.0%
Lāna'i *	9,467	5,673	66.9%	21,356	16,388	30.3%
Lāna'i only *	1,235	840	47.0%	3,758	2,592	45.0%
Big Island	119,090	107,364	10.9%	351,454	315,343	11.5%
Kona side	100,582	89,242	12.7%	296,316	260,502	13.7%
Hilo side	44,503	39,151	13.7%	126,600	118,096	7.2%
Big Island only	62,638	53,030	18.1%	178,876	151,310	18.2%
Any Neighbor Island	353,583	326,286	8.4%	996,738	907,211	9.9%
NI only	256,924	238,355	7.8%	712,926	648,459	9.9%
O'ahu & NI	96,659	87,931	9.9%	283,812	258,751	9.7%
Any one island only	501,727	492,302	1.9%	1,441,582	1,328,420	8.5%
Multiple Islands	113,826	104,667	8.8%	338,876	309,647	9.4%
Avg. Islands Visited	1.26	1.23	2.5%	1.26	1.26	0.3%
Average Length of Stay in Hawai'i	9.41	8.94	5.2%	9.97	9.78	1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	375,742	373,777	0.5%	1,100,889	1,006,781	9.3%
Hotel only	326,710	326,619	0.0%	959,404	878,751	9.2%
Plan to stay in Condo	124,027	111,224	11.5%	349,731	307,731	13.6%
Condo only	99,631	88,125	13.1%	275,915	243,377	13.4%
Plan to stay in Timeshare	56,131	56,319	-0.3%	161,245	161,036	0.1%
Timeshare only	42,680	42,816	-0.3%	121,203	121,905	-0.6%
Cruise Ship	10,504	9,699	8.3%	30,071	28,706	4.8%
Friends/Relatives	59,535	60,036	-0.8%	169,914	167,637	1.4%
Bed & Breakfast	6,089	5,455	11.6%	19,481	17,120	13.8%
Other	9,145	9,722	-5.9%	28,865	31,084	-7.1%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	501,775	496,433	1.1%	1,442,657	1,342,070	7.5%
Honeymoon	32,631	32,539	0.3%	94,054	89,971	4.5%
Get Married	8,821	9,903	-10.9%	25,942	24,219	7.1%
Pleasure/Vacation	469,163	462,843	1.4%	1,346,897	1,250,290	7.7%
Mtgs/Conventions/Incentive	47,237	28,939	63.2%	141,101	102,148	38.1%
Conventions	27,367	15,851	72.7%	78,122	63,077	23.9%
Corporate Meetings	9,096	5,786	57.2%	30,993	18,566	66.9%
Incentive	12,805	8,409	52.3%	37,463	24,124	55.3%
Other Business	19,980	20,059	-0.4%	62,532	59,144	5.7%
Visit Friends/Rel.	54,656	55,104	-0.8%	153,317	148,396	3.3%
Gov't/Military	10,837	11,838	-8.5%	30,928	33,221	-6.9%
Attend School	1,002	1,192	-15.9%	4,985	6,485	-23.1%
Sport Events	5,195	5,886	-11.7%	23,779	16,112	47.6%
TRAVEL STATUS						
% First Timers **	33.7	33.0	0.6	32.8	32.5	0.3
% Repeaters **	66.3	67.0	-0.6	67.2	67.5	-0.3
Average # of Trips	4.97	4.97	-0.1%	5.19	5.23	-0.8%
Group Tour	53,153	58,195	-8.7%	182,540	165,228	10.5%
Non-Group	562,400	538,774	4.4%	1,597,918	1,472,839	8.5%
Package Trip	204,091	210,557	-3.1%	590,216	545,005	8.3%
No Package	411,462	386,412	6.5%	1,190,242	1,093,062	8.9%
Net True Independent	401,965	378,945	6.1%	1,153,828	1,064,819	8.4%

** Change represents absolute change in rates rather than percentage change in rate.

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	4,286,692	3,920,498	9.3%	13,215,611	11,839,390	11.6%
DOMESTIC VISITORS	443,298	412,250	7.5%	1,241,339	1,118,848	10.9%
DOMESTIC AVERAGE DAILY CENSUS	138,280	126,468	9.3%	146,840	131,549	11.6%
DOMESTIC AIR SEATS (EST)	578,025	568,047	1.8%	1,639,049	1,572,490	4.2%
DOM LOAD FACTOR (EST)	92.7%	87.5%	5.2	90.7%	85.7%	5.0
ISLANDS VISITED						
O'ahu	218,014	200,932	8.5%	615,317	552,359	11.4%
O'ahu only	154,400	143,324	7.7%	431,507	384,669	12.2%
Kaua'i	74,052	71,281	3.9%	208,944	197,238	5.9%
Kaua'i only	41,281	42,816	-3.6%	113,217	110,262	2.7%
Maui County	166,818	152,594	9.3%	460,071	417,919	10.1%
Maui	163,018	149,440	9.1%	448,785	408,339	9.9%
Maui only	112,124	105,094	6.7%	301,633	275,733	9.4%
Moloka'i *	6,754	3,416	97.7%	14,635	10,808	35.4%
Moloka'i only *	639	533	19.9%	1,937	1,830	5.8%
Lāna'i *	8,525	4,523	88.5%	18,675	13,569	37.6%
Lāna'i only *	1,231	833	47.8%	3,321	2,559	29.8%
Big Island	93,006	81,489	14.1%	268,831	234,063	14.9%
Kona side	81,529	70,348	15.9%	235,572	202,067	16.6%
Hilo side	31,666	27,353	15.8%	87,382	79,840	9.4%
Big Island only	54,793	47,460	15.5%	157,092	130,960	20.0%
Any Neighbor Island	288,898	268,926	7.4%	809,832	734,179	10.3%
NI only	225,284	211,318	6.6%	626,022	566,489	10.5%
O'ahu & NI	63,614	57,608	10.4%	183,810	167,690	9.6%
Any one island only	364,468	340,060	7.2%	1,008,707	906,013	11.3%
Multiple Islands	78,830	72,190	9.2%	232,632	212,835	9.3%
Avg. Islands Visited	1.27	1.24	2.5%	1.27	1.27	0.2%
Average Length of Stay in Hawai'i	9.67	9.51	1.7%	10.65	10.58	0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	246,773	225,964	9.2%	683,521	604,508	13.1%
Hotel only	206,490	190,533	8.4%	568,730	504,428	12.7%
Plan to stay in Condo	92,421	84,372	9.5%	262,751	232,431	13.0%
Condo only	73,346	67,575	8.5%	206,075	183,439	12.3%
Plan to stay in Timeshare	49,398	49,297	0.2%	140,951	139,410	1.1%
Timeshare only	37,827	38,128	-0.8%	107,005	106,958	0.0%
Cruise Ship	9,233	8,065	14.5%	26,417	25,063	5.4%
Friends/Relatives	53,201	52,410	1.5%	150,310	142,625	5.4%
Bed & Breakfast	5,194	4,532	14.6%	16,239	13,698	18.6%
Other	7,621	7,358	3.6%	22,749	22,134	2.8%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	358,547	340,755	5.2%	992,644	901,398	10.1%
Honeymoon	12,539	11,590	8.2%	33,351	30,871	8.0%
Get Married	3,900	3,622	7.7%	10,325	9,459	9.2%
Pleasure/Vacation	346,563	329,516	5.2%	960,803	871,673	10.2%
Mtgs/Conventions/Incentive	35,277	20,856	69.1%	104,081	77,759	33.9%
Conventions	21,161	11,994	76.4%	62,198	48,597	28.0%
Corporate Meetings	7,032	4,898	43.6%	22,598	16,187	39.6%
Incentive	8,823	4,863	81.4%	23,695	16,097	47.2%
Other Business	18,126	17,509	3.5%	56,288	54,066	4.1%
Visit Friends/Rel.	48,545	47,152	3.0%	134,463	128,057	5.0%
Gov't/Military	7,192	7,311	-1.6%	22,715	22,268	2.0%
Attend School	741	674	9.9%	3,705	3,351	10.6%
Sport Events	3,186	2,834	12.4%	16,323	8,996	81.4%
TRAVEL STATUS						
% First Timers **	29.1	28.4	0.7	27.3	27.1	0.2
% Repeaters **	70.9	71.6	-0.7	72.7	72.9	-0.2
Average # of Trips	5.50	5.63	-2.3%	5.88	5.98	-1.6%
Group Tour	18,918	14,587	29.7%	52,389	42,126	24.4%
Non-Group	424,380	397,663	6.7%	1,188,950	1,076,722	10.4%
Package Trip	110,228	100,220	10.0%	289,442	253,236	14.3%
No Package	333,070	312,030	6.7%	951,897	865,612	10.0%
Net True Independent	327,444	307,930	6.3%	936,536	853,130	9.8%

** Change represents absolute change in rates rather than percentage change in rate.

T A B L E 2. DOMESTIC VISITORS BY AIR (CONT.)
(Visitors Arriving on Domestic Flights)

	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	389,937	370,609	5.2%	1,086,655	995,271	9.2%
Pacific Region	176,398	170,285	3.6%	507,897	465,310	9.2%
...California	100,225	101,590	-1.3%	290,890	271,153	7.3%
...Oregon	22,809	19,318	18.1%	60,610	51,489	17.7%
...Washington	43,121	41,057	5.0%	127,514	116,722	9.2%
Mountain Region	57,192	55,083	3.8%	144,213	132,770	8.6%
West North Central	29,668	26,087	13.7%	84,294	74,049	13.8%
West South Central	26,164	23,922	9.4%	58,112	55,112	5.4%
...Texas	20,699	19,178	7.9%	45,226	43,257	4.6%
East North Central	42,198	35,783	17.9%	112,824	97,880	15.3%
East South Central	6,974	6,341	10.0%	17,606	16,346	7.7%
New England	8,629	7,492	15.2%	28,967	25,650	12.9%
Middle Atlantic	17,235	18,888	-8.8%	56,359	54,372	3.7%
...New Jersey	3,970	4,820	-17.6%	12,815	13,291	-3.6%
...New York	7,642	8,777	-12.9%	26,753	25,631	4.4%
South Atlantic	25,056	26,237	-4.5%	75,060	72,521	3.5%
CANADA	29,668	17,648	68.1%	79,970	53,603	49.2%
EUROPE	8,613	8,595	0.2%	26,776	23,919	11.9%
France	496	411	20.7%	1,729	1,420	21.8%
Germany	2,308	2,202	4.8%	6,284	5,487	14.5%
Ireland	118	181	-34.8%	303	405	-25.2%
Italy	316	233	35.6%	1,143	941	21.5%
Switzerland	614	522	17.6%	1,773	1,492	18.8%
United Kingdom	2,140	2,287	-6.4%	6,347	5,964	6.4%
ASIA	3,793	3,555	6.7%	11,890	10,461	13.7%
People's Republic of China	1,763	1,736	1.6%	5,763	5,176	11.3%
Taiwan	153	133	15.0%	377	324	16.4%
Hong Kong	94	95	-1.1%	290	272	6.6%
Indonesia	30	47	-36.2%	158	96	64.6%
Japan	652	647	0.8%	1,710	1,618	5.7%
Korea	574	383	49.9%	1,840	1,517	21.3%
Malaysia	17	14	21.4%	81	41	97.6%
Philippines	170	182	-6.6%	593	528	12.3%
Singapore	71	97	-26.8%	221	230	-3.9%
Thailand	43	33	30.3%	119	100	19.0%
CENTRAL AMERICA	469	584	-19.7%	1,202	1,411	-14.8%
Mexico	408	513	-20.5%	1,016	1,197	-15.1%
SOUTH AMERICA	1,163	905	28.5%	4,536	3,851	17.8%
Argentina	278	192	44.8%	1,098	904	21.5%
Brazil	629	419	50.1%	2,408	2,136	12.7%
OCEANIA	2,196	1,970	11.5%	8,979	7,658	17.2%
Australia	1,702	1,578	7.9%	7,386	6,387	15.6%
New Zealand	229	185	23.8%	805	639	26.0%

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,507,231	1,418,642	6.2%	4,534,252	4,187,501	8.3%
INTERNATIONAL VISITORS	172,255	184,719	-6.7%	539,119	519,219	3.8%
INTERNATIONAL AVERAGE DAILY CENSUS	48,620	45,763	6.2%	50,381	46,528	8.3%
INTERNATIONAL AIR SEATS (EST)	246,394	237,795	3.6%	715,298	683,810	4.6%
INT LOAD FACTOR (EST)	76.8%	85.8%	-9.0	84.8%	82.5%	2.3
ISLANDS VISITED						
O'ahu	140,615	157,682	-10.8%	452,215	437,249	3.4%
O'ahu only	107,570	127,359	-15.5%	352,213	346,187	1.7%
Kaua'i	8,002	8,305	-3.6%	25,900	23,362	10.9%
Kaua'i only	1,906	1,998	-4.6%	6,691	5,235	27.8%
Maui County	38,940	32,459	20.0%	104,640	96,244	8.7%
Maui	38,584	31,742	21.6%	102,710	94,777	8.4%
Maui only	19,914	17,295	15.1%	51,624	50,522	2.2%
Moloka'i *	824	763	8.0%	2,278	2,046	11.3%
Moloka'i only *	20	13	53.8%	126	81	55.9%
Lāna'i *	942	1,150	-18.1%	2,681	2,819	-4.9%
Lāna'i only *	4	7	-42.9%	437	33	1229.3%
Big Island	26,084	25,875	0.8%	82,623	81,280	1.7%
Kona side	19,053	18,894	0.8%	60,744	58,435	4.0%
Hilo side	12,837	11,798	8.8%	39,218	38,256	2.5%
Big Island only	7,845	5,570	40.8%	21,784	20,350	7.0%
Any Neighbor Island	64,685	57,360	12.8%	186,906	173,032	8.0%
NI only	31,640	27,037	17.0%	86,904	81,970	6.0%
O'ahu & NI	33,045	30,323	9.0%	100,002	91,061	9.8%
Any one island only	137,259	152,242	-9.8%	432,875	422,407	2.5%
Multiple Islands	34,996	32,477	7.8%	106,244	96,812	9.7%
Avg. Islands Visited	1.25	1.22	2.3%	1.24	1.24	0.3%
Average Length of Stay in Hawai'i	8.75	7.68	13.9%	8.41	8.06	4.3%
ACCOMMODATIONS						
Plan to stay in Hotel	128,969	147,813	-12.7%	417,368	402,273	3.8%
Hotel only	120,220	136,086	-11.7%	390,674	374,323	4.4%
Plan to stay in Condo	31,606	26,852	17.7%	86,980	75,300	15.5%
Condo only	26,285	20,550	27.9%	69,840	59,938	16.5%
Plan to stay in Timeshare	6,733	7,022	-4.1%	20,294	21,626	-6.2%
Timeshare only	4,853	4,688	3.5%	14,198	14,947	-5.0%
Cruise Ship	1,271	1,634	-22.2%	3,654	3,643	0.3%
Friends/Relatives	6,334	7,626	-16.9%	19,604	25,012	-21.6%
Bed & Breakfast	895	923	-3.0%	3,242	3,422	-5.3%
Other	1,524	2,364	-35.5%	6,116	8,950	-31.7%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	143,228	155,678	-8.0%	450,013	440,672	2.1%
Honeymoon	20,092	20,949	-4.1%	60,703	59,100	2.7%
Get Married	4,921	6,281	-21.7%	15,617	14,760	5.8%
Pleasure/Vacation	122,600	133,327	-8.0%	386,094	378,617	2.0%
Mtgs/Conventions/Incentive	11,960	8,083	48.0%	37,020	24,389	51.8%
Conventions	6,206	3,857	60.9%	15,924	14,480	10.0%
Corporate Meetings	2,064	888	132.4%	8,395	2,379	252.9%
Incentive	3,982	3,546	12.3%	13,768	8,027	71.5%
Other Business	1,854	2,550	-27.3%	6,244	5,078	23.0%
Visit Friends/Rel.	6,111	7,952	-23.2%	18,854	20,339	-7.3%
Gov't/Military	3,645	4,527	-19.5%	8,213	10,953	-25.0%
Attend School	261	518	-49.6%	1,280	3,134	-59.2%
Sport Events	2,009	3,052	-34.2%	7,456	7,116	4.8%
TRAVEL STATUS						
% First Timers **	45.5	43.4	2.1	45.5	44.1	1.4
% Repeaters **	54.5	56.6	-2.1	54.5	55.9	-1.4
Average # of Trips	3.60	3.50	2.9%	3.60	3.63	-0.8%
Group Tour	34,235	43,608	-21.5%	130,151	123,102	5.7%
Non-Group	138,020	141,111	-2.2%	408,968	396,117	3.2%
Package Trip	93,863	110,337	-14.9%	300,774	291,769	3.1%
No Package	78,392	74,382	5.4%	238,345	227,450	4.8%
Net True Independent	74,521	71,015	4.9%	217,292	211,689	2.6%

** Change represents absolute change in rates rather than percentage change in rate.

TABLE 4. TOTAL U.S WEST VISITORS BY AIR

(Includes Pacific and Mountain States)

	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,202,149	2,101,664	4.8%	6,625,203	6,131,958	8.0%
TOTAL VISITORS	237,910	230,065	3.4%	667,393	613,763	8.7%
Domestic	233,589	225,368	3.6%	652,109	598,080	9.0%
International	4,321	4,697	-8.0%	15,284	15,683	-2.5%
AVERAGE DAILY CENSUS	71,037	67,796	4.8%	73,613	68,133	8.0%
ISLANDS VISITED						
O'ahu	104,542	98,138	6.5%	295,801	268,813	10.0%
O'ahu only	81,345	75,673	7.5%	230,160	205,860	11.8%
Kaua'i	37,943	39,266	-3.4%	102,387	100,932	1.4%
Kaua'i only	25,806	27,772	-7.1%	69,002	69,078	-0.1%
Maui County	84,631	83,632	1.2%	235,594	221,336	6.4%
Maui	82,408	81,816	0.7%	229,365	215,855	6.3%
Maui only	65,167	66,207	-1.6%	180,399	169,521	6.4%
Moloka'i *	3,538	1,586	123.1%	7,177	5,056	42.0%
Moloka'i only *	459	336	36.6%	1,271	1,108	14.7%
Lāna'i *	4,092	2,178	87.9%	8,627	6,401	34.8%
Lāna'i only *	658	569	15.6%	1,921	1,672	14.9%
Big Island	48,195	43,151	11.7%	137,285	121,473	13.0%
Kona side	43,057	37,742	14.1%	122,479	106,304	15.2%
Hilo side	14,042	12,553	11.9%	37,318	35,195	6.0%
Big Island only	34,539	30,506	13.2%	97,790	83,603	17.0%
Any Neighbor Island	156,565	154,392	1.4%	437,233	407,903	7.2%
NI only	133,368	131,927	1.1%	371,592	344,950	7.7%
O'ahu & NI	23,197	22,465	3.3%	65,641	62,953	4.3%
Any one island only	207,974	201,063	3.4%	580,543	530,842	9.4%
Multiple Islands	29,936	29,002	3.2%	86,850	82,921	4.7%
Avg. Islands Visited	1.18	1.16	2.0%	1.17	1.17	-0.1%
Average Length of Stay in Hawai'i	9.26	9.14	1.3%	9.93	9.99	-0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	120,592	114,165	5.6%	331,821	296,368	12.0%
Hotel only	102,479	96,510	6.2%	280,521	250,798	11.9%
Plan to stay in Condo	54,895	55,080	-0.3%	158,971	146,587	8.4%
Condo only	45,143	45,302	-0.4%	128,673	120,217	7.0%
Plan to stay in Timeshare	28,410	29,361	-3.2%	79,532	79,966	-0.5%
Timeshare only	22,199	23,028	-3.6%	62,424	62,917	-0.8%
Cruise Ship	1,952	2,024	-3.6%	5,431	6,137	-11.5%
Friends/Relatives	30,750	30,064	2.3%	87,876	85,204	3.1%
Bed & Breakfast	2,406	2,110	14.0%	7,273	6,546	11.1%
Other	4,851	4,415	9.9%	14,732	13,074	12.7%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	192,468	190,598	1.0%	534,997	496,336	7.8%
Honeymoon	5,794	5,098	13.7%	15,036	13,682	9.9%
Get Married	1,988	1,893	5.0%	6,519	5,105	27.7%
Pleasure/Vacation	186,901	185,609	0.7%	519,247	483,101	7.5%
Mtgs/Conventions/Incentive	14,909	9,433	58.1%	43,622	33,802	29.1%
Conventions	8,050	5,389	49.4%	25,869	21,485	20.4%
Corporate Meetings	3,507	2,470	42.0%	10,415	7,694	35.4%
Incentive	3,947	1,956	101.8%	8,795	5,789	51.9%
Other Business	11,645	10,928	6.6%	34,733	33,110	4.9%
Visit Friends/Rel.	27,525	26,799	2.7%	76,582	73,561	4.1%
Gov't/Military	3,553	3,416	4.0%	10,091	9,956	1.4%
Attend School	355	326	8.9%	1,776	2,013	-11.8%
Sport Events	1,914	1,669	14.7%	8,690	5,127	69.5%
TRAVEL STATUS						
% First Timers **	18.9	18.1	0.8	17.3	17.2	0.1
% Repeaters **	81.1	81.9	-0.8	82.7	82.8	-0.1
Average # of Trips	6.80	6.86	-0.9%	7.18	7.24	-0.9%
Group Tour	6,184	4,572	35.3%	15,764	13,266	18.8%
Non-Group	231,726	225,493	2.8%	651,629	600,497	8.5%
Package Trip	51,153	48,117	6.3%	129,446	117,155	10.5%
No Package	186,757	181,948	2.6%	537,947	496,608	8.3%
Net True Independent	184,632	180,341	2.4%	532,172	491,813	8.2%

** Change represents absolute change in rates rather percentage change in rates.

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (Includes States East of Rocky Mountains)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,548,724	1,420,343	9.0%	4,934,750	4,460,066	10.6%
TOTAL VISITORS	159,441	148,774	7.2%	445,331	408,405	9.0%
Domestic	155,925	144,750	7.7%	433,222	395,930	9.4%
International	3,516	4,024	-12.6%	12,109	12,475	-2.9%
AVERAGE DAILY CENSUS	49,959	45,818	9.0%	54,831	49,556	10.6%
ISLANDS VISITED						
O'ahu	88,923	85,349	4.2%	249,034	229,548	8.5%
O'ahu only	55,832	56,034	-0.4%	153,205	143,827	6.5%
Kaua'i	28,863	26,504	8.9%	85,457	78,298	9.1%
Kaua'i only	11,803	12,272	-3.8%	34,630	33,080	4.7%
Maui County	64,266	55,921	14.9%	177,087	160,051	10.6%
Maui	62,844	54,715	14.9%	172,704	156,457	10.4%
Maui only	36,062	31,180	15.7%	93,533	86,619	8.0%
Moloka'i *	2,346	1,432	63.8%	5,609	4,339	29.3%
Moloka'i only *	152	140	8.6%	513	536	-4.3%
Lāna'i *	3,463	2,297	50.8%	8,273	6,349	30.3%
Lāna'i only *	516	196	163.3%	1,384	737	87.8%
Big Island	34,062	30,628	11.2%	100,942	90,029	12.1%
Kona side	29,100	25,236	15.3%	86,680	75,707	14.5%
Hilo side	14,143	12,969	9.1%	39,764	37,090	7.2%
Big Island only	15,182	12,819	18.4%	43,859	37,053	18.4%
Any Neighbor Island	103,609	92,740	11.7%	292,126	264,578	10.4%
NI only	70,518	63,425	11.2%	196,297	178,857	9.8%
O'ahu & NI	33,091	29,315	12.9%	95,829	85,721	11.8%
Any one island only	119,547	112,641	6.1%	327,124	301,852	8.4%
Multiple Islands	39,894	36,133	10.4%	118,207	106,553	10.9%
Avg. Islands Visited	1.38	1.35	2.4%	1.40	1.38	1.0%
Average Length of Stay in Hawai'i	9.71	9.55	1.7%	11.08	10.92	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	100,586	91,219	10.3%	276,290	245,666	12.5%
Hotel only	82,783	76,460	8.3%	224,652	201,384	11.6%
Plan to stay in Condo	24,584	21,841	12.6%	71,996	65,120	10.6%
Condo only	17,806	16,142	10.3%	51,032	47,010	8.6%
Plan to stay in Timeshare	17,590	17,122	2.7%	51,644	51,561	0.2%
Timeshare only	13,019	12,993	0.2%	37,502	37,997	-1.3%
Cruise Ship	5,860	4,995	17.3%	16,978	15,369	10.5%
Friends/Relatives	19,018	19,582	-2.9%	52,895	51,607	2.5%
Bed & Breakfast	1,789	1,872	-4.4%	6,014	5,317	13.1%
Other	2,770	2,896	-4.4%	8,549	8,864	-3.6%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)
(Includes States East of Rocky Mountains)

	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	124,920	118,863	5.1%	342,649	316,509	8.3%
Honeymoon	5,340	4,932	8.3%	14,279	13,301	7.4%
Get Married	1,688	1,405	20.1%	3,956	3,618	9.3%
Pleasure/Vacation	119,626	114,115	4.8%	329,083	303,931	8.3%
Mtgs/Conventions/Incentive	16,506	9,482	74.1%	49,118	37,260	31.8%
Conventions	10,023	5,538	81.0%	29,084	23,480	23.9%
Corporate Meetings	2,989	2,044	46.2%	10,027	7,090	41.4%
Incentive	4,346	2,362	84.0%	12,259	8,344	46.9%
Other Business	5,748	6,627	-13.3%	18,685	19,090	-2.1%
Visit Friends/Rel.	18,185	17,931	1.4%	49,235	47,670	3.3%
Gov't/Military	4,139	5,372	-23.0%	13,888	15,325	-9.4%
Attend School	216	181	19.3%	1,176	2,029	-42.0%
Sport Events	867	588	47.4%	6,221	2,639	135.7%
TRAVEL STATUS						
% First Timers **	39.7	39.5	0.3	37.0	36.9	0.1
% Repeaters **	60.3	60.5	-0.3	63.0	63.1	-0.1
Average # of Trips	4.07	4.17	-2.4%	4.51	4.61	-2.2%
Group Tour	10,179	7,151	42.3%	27,687	21,968	26.0%
Non-Group	149,262	141,623	5.4%	417,644	386,437	8.1%
Package Trip	43,387	39,257	10.5%	115,498	100,893	14.5%
No Package	116,054	109,517	6.0%	329,833	307,512	7.3%
Net True Independent	113,246	107,846	5.0%	322,702	302,053	6.8%

** Change represents absolute change in rates rather percentage change in rates.

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	2011P	MARCH 2010P	% CHANGE	2011P	YEAR-TO-DATE 2010P	% CHANGE
VISITOR DAYS	546,885	636,541	-14.1%	1,762,119	1,688,295	4.4%
TOTAL VISITORS	89,779	109,339	-17.9%	297,265	292,592	1.6%
Domestic	652	647	0.8%	1,710	1,618	5.7%
International	89,127	108,692	-18.0%	295,555	290,974	1.6%
AVERAGE DAILY CENSUS	17,641	20,534	-14.1%	19,580	18,759	4.4%
ISLANDS VISITED						
O'ahu	85,796	105,536	-18.7%	285,099	280,245	1.7%
O'ahu only	71,492	89,356	-20.0%	240,296	235,117	2.2%
Kaua'i	1,199	2,135	-43.8%	5,530	5,299	4.4%
Kaua'i only	202	316	-36.1%	944	424	122.6%
Maui County	5,815	4,951	17.5%	15,555	14,701	5.8%
Maui	5,708	4,950	15.3%	15,068	14,556	3.5%
Maui only	878	808	8.7%	2,995	2,505	19.6%
Moloka'i *	160	76	110.5%	491	300	63.7%
Moloka'i only *	11	0	NA	11	1	1000.0%
Lāna'i *	183	51	258.8%	836	378	121.2%
Lāna'i only *	0	0	NA	158	12	1216.7%
Big Island	12,968	14,847	-12.7%	41,192	43,842	-6.0%
Kona side	8,911	10,792	-17.4%	25,890	29,540	-12.4%
Hilo side	5,943	5,275	12.7%	20,342	18,018	12.9%
Big Island only	2,569	2,588	-0.7%	7,285	8,972	-18.8%
Any Neighbor Island	18,287	19,983	-8.5%	56,969	57,475	-0.9%
NI only	3,983	3,803	4.7%	12,166	12,347	-1.5%
O'ahu & NI	14,304	16,180	-11.6%	44,803	45,128	-0.7%
Any one island only	75,152	93,068	-19.3%	251,689	247,031	1.9%
Multiple Islands	14,627	16,271	-10.1%	45,576	45,561	0.0%
Avg. Islands Visited	1.18	1.17	1.2%	1.17	1.18	-0.5%
Average Length of Stay in Hawai'i	6.09	5.82	4.6%	5.93	5.77	2.7%
ACCOMMODATIONS						
Plan to stay in Hotel	78,357	97,094	-19.3%	260,510	258,396	0.8%
Hotel only	76,430	94,573	-19.2%	255,317	253,361	0.8%
Plan to stay in Condo	9,516	9,900	-3.9%	29,939	26,316	13.8%
Condo only	7,840	7,888	-0.6%	25,477	22,298	14.3%
Plan to stay in Timeshare	2,561	2,846	-10.0%	8,000	6,993	14.4%
Timeshare only	1,769	1,855	-4.6%	5,809	5,153	12.7%
Cruise Ship	4	50	-92.0%	118	456	-74.1%
Friends/Relatives	1,517	2,011	-24.6%	4,302	4,534	-5.1%
Bed & Breakfast	88	77	14.3%	481	571	-15.8%
Other	192	171	12.3%	260	356	-27.0%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	2011P	MARCH 2010P	% CHANGE	2011P	YEAR-TO-DATE 2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	77,938	96,779	-19.5%	257,688	259,768	-0.8%
Honeymoon	13,796	16,156	-14.6%	43,722	45,103	-3.1%
Get Married	4,354	5,647	-22.9%	13,158	13,459	-2.2%
Pleasure/Vacation	63,631	79,299	-19.8%	211,659	211,633	0.0%
Mtgs/Conventions/Incentive	3,813	2,534	50.5%	14,674	7,605	93.0%
Conventions	1,273	1,412	-9.8%	2,554	2,651	-3.7%
Corporate Meetings	259	310	-16.5%	2,323	1,025	126.6%
Incentive	2,441	923	164.5%	10,256	4,073	151.8%
Other Business	542	496	9.3%	1,977	1,495	32.2%
Visit Friends/Rel.	1,791	2,312	-22.5%	5,966	5,618	6.2%
Gov't/Military	37	53	-30.2%	257	228	12.7%
Attend School	223	302	-26.2%	622	616	1.0%
Sport Events	1,967	2,766	-28.9%	6,602	6,252	5.6%
TRAVEL STATUS						
% First Timers **	43.9	43.7	0.2	43.8	43.3	0.5
% Repeaters **	56.1	56.3	-0.2	56.2	56.7	-0.5
Average # of Trips	3.81	3.52	8.4%	3.81	3.69	3.3%
Group Tour	24,088	37,397	-35.6%	99,344	104,471	-4.9%
Non-Group	65,691	71,942	-8.7%	197,921	188,121	5.2%
Package Trip	63,882	82,835	-22.9%	216,613	218,467	-0.8%
No Package	25,897	26,504	-2.3%	80,652	74,125	8.8%
Net True Independent	23,480	23,512	-0.1%	64,492	61,604	4.7%

** Change represents absolute change in rates rather percentage change in rates.

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	849,723	622,290	36.5%	2,461,191	1,978,731	24.4%
TOTAL VISITORS	68,356	50,745	34.7%	185,727	149,184	24.5%
Domestic	29,668	17,648	68.1%	79,970	53,603	49.2%
International	38,688	33,097	16.9%	105,757	95,581	10.6%
AVERAGE DAILY CENSUS	27,410	20,074	36.5%	27,346	21,986	24.4%
ISLANDS VISITED						
O'ahu	30,374	22,059	37.7%	84,182	67,290	25.1%
O'ahu only	20,720	14,885	39.2%	54,329	44,641	21.7%
Kaua'i	9,044	6,201	45.8%	26,574	19,754	34.5%
Kaua'i only	4,113	2,732	50.5%	11,151	8,529	30.7%
Maui County	33,442	25,796	29.6%	89,369	73,301	21.9%
Maui	33,322	25,431	31.0%	88,369	72,560	21.8%
Maui only	24,850	19,259	29.0%	63,459	53,141	19.4%
Moloka'i *	735	486	51.2%	2,027	1,381	46.8%
Moloka'i only *	14	36	-61.1%	180	160	12.5%
Lāna'i *	799	487	64.1%	1,756	1,392	26.1%
Lāna'i only *	21	31	-32.3%	87	67	29.9%
Big Island	12,581	9,225	36.4%	37,263	27,922	33.5%
Kona side	11,538	8,491	35.9%	34,047	25,304	34.6%
Hilo side	4,400	3,052	44.2%	12,567	10,183	23.4%
Big Island only	6,544	4,863	34.6%	18,831	13,864	35.8%
Any Neighbor Island	47,636	35,860	32.8%	131,398	104,543	25.7%
NI only	37,982	28,686	32.4%	101,545	81,894	24.0%
O'ahu & NI	9,654	7,174	34.6%	29,853	22,649	31.8%
Any one island only	56,262	41,806	34.6%	148,037	120,402	23.0%
Multiple Islands	12,094	8,939	35.3%	37,690	28,782	30.9%
Avg. Islands Visited	1.27	1.26	0.9%	1.29	1.28	1.4%
Average Length of Stay in Hawai'i	12.43	12.26	1.4%	13.25	13.26	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	32,809	25,556	28.4%	92,035	73,884	24.6%
Hotel only	25,744	20,318	26.7%	71,387	57,544	24.1%
Plan to stay in Condo	27,459	19,239	42.7%	71,421	56,029	27.5%
Condo only	22,762	15,815	43.9%	57,716	45,320	27.4%
Plan to stay in Timeshare	6,217	5,273	17.9%	17,900	16,907	5.9%
Timeshare only	4,875	3,721	31.0%	12,691	11,775	7.8%
Cruise Ship	1,417	1,068	32.7%	4,143	3,243	27.8%
Friends/Relatives	2,516	2,274	10.6%	7,820	7,148	9.4%
Bed & Breakfast	865	547	58.1%	2,606	1,860	40.1%
Other	595	385	54.5%	1,652	1,303	26.8%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	64,390	47,901	34.4%	173,622	139,893	24.1%
Honeymoon	1,154	775	48.9%	3,042	2,372	28.2%
Get Married	298	636	-53.1%	1,013	1,029	-1.6%
Pleasure/Vacation	63,425	46,890	35.3%	170,765	137,325	24.4%
Mtgs/Conventions/Incentive	3,734	1,403	166.1%	10,163	6,498	56.4%
Conventions	3,187	994	220.6%	7,891	4,553	73.3%
Corporate Meetings	356	267	33.3%	1,332	890	49.7%
Incentive	393	231	70.1%	1,376	1,439	-4.4%
Other Business	376	222	69.4%	1,202	981	22.5%
Visit Friends/Rel.	1,860	1,844	0.9%	6,792	5,704	19.1%
Gov't/Military	37	30	23.3%	277	212	30.7%
Attend School	68	21	223.8%	166	140	18.6%
Sport Events	293	441	-33.6%	851	875	-2.7%
TRAVEL STATUS						
% First Timers **	32.5	31.2	1.3	34.0	32.8	1.3
% Repeaters **	67.5	68.8	-1.3	66.0	67.2	-1.3
Average # of Trips	3.98	4.08	-2.4%	4.16	4.19	-0.7%
Group Tour	1,323	1,058	25.0%	5,569	3,822	45.7%
Non-Group	67,033	49,687	34.9%	180,158	145,362	23.9%
Package Trip	18,432	15,016	22.7%	49,423	41,697	18.5%
No Package	49,924	35,729	39.7%	136,304	107,487	26.8%
Net True Independent	49,502	35,529	39.3%	135,068	106,427	26.9%

** Change represents absolute change in rates rather percentage change in rates.

March 2011 Arrivals at a Glance

CATEGORY AND MMA	March 2011	March 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	980.7	877.2	11.8	3,174.5	2,716.5	16.9
Total by air	976.3	874.2	11.7	3,163.7	2,707.8	16.8
U.S. West	311.5	291.6	6.8	969.4	873.2	11.0
U.S. East	262.7	224.7	16.9	888.4	740.6	20.0
Japan	149.0	155.5	-4.2	498.3	429.0	16.2
Canada	123.7	81.8	51.2	383.5	282.9	35.5
All Others	129.3	120.6	7.2	424.1	382.1	11.0
Visitor arrivals by cruise ships	4.4	3.0	44.4	10.8	8.8	23.3
TOTAL VISITOR DAYS	5,880,212	5,409,180	8.7	17,981,779	16,227,680	10.8
Total by air	5,793,923	5,339,139	8.5	17,749,863	16,026,891	10.8
U.S. West	2,202,149	2,101,664	4.8	6,625,203	6,131,958	8.0
U.S. East	1,548,724	1,420,343	9.0	4,934,750	4,460,066	10.6
Japan	546,885	636,541	-14.1	1,762,119	1,688,295	4.4
Canada	849,723	622,290	36.5	2,461,191	1,978,731	24.4
All Others	646,442	558,301	15.8	1,966,600	1,767,841	11.2
Visitor arrivals by cruise ships	86,289	70,041	23.2	231,915	200,789	15.5
VISITOR ARRIVALS	633,365	607,709	4.2	1,823,870	1,671,540	9.1
Total by air	615,553	596,969	3.1	1,780,458	1,638,067	8.7
U.S. West	237,910	230,065	3.4	667,393	613,763	8.7
U.S. East	159,441	148,774	7.2	445,331	408,405	9.0
Japan	89,779	109,339	-17.9	297,265	292,592	1.6
Canada	68,356	50,745	34.7	185,727	149,184	24.5
All Others	60,067	58,046	3.5	184,742	174,123	6.1
Visitor arrivals by cruise ships	17,812	10,740	65.8	43,412	33,473	29.7
AVERAGE LENGTH OF STAY	9.28	8.90	4.3	9.86	9.71	1.6
Total by air	9.41	8.94	5.2	9.97	9.78	1.9
U.S. West	9.26	9.14	1.3	9.93	9.99	-0.6
U.S. East	9.71	9.55	1.7	11.08	10.92	1.5
Japan	6.09	5.82	4.6	5.93	5.77	2.7
Canada	12.43	12.26	1.4	13.25	13.26	-0.1
All Others	10.76	9.62	11.9	10.65	10.15	4.8
Visitor arrivals by cruise ships	4.8	6.52	-25.7	5.34	6.00	-10.9
PER PERSON PER DAY SPENDING (\$)	166.8	162.2	2.8	176.5	167.4	5.5
Total by air	168.5	163.7	2.9	178.2	169.0	5.5
U.S. West	141.5	138.7	2.0	146.3	142.4	2.8
U.S. East	169.6	158.2	7.2	180.0	166.0	8.4
Japan	272.5	244.3	11.6	282.8	254.1	11.3
Canada	145.6	131.5	10.7	155.8	143.0	9.0
All Others	200.0	216.0	-7.4	215.7	216.1	-0.2
Visitor arrivals by cruise ships	50.8	43.3	17.2	46.5	43.6	6.7
PER PERSON PER TRIP SPENDING (\$)	1,548.4	1,443.5	7.3	1,740.5	1,625.2	7.1
Total by air	1,586.1	1,464.4	8.3	1,776.9	1,653.0	7.5
U.S. West	1,309.3	1,267.4	3.3	1,452.5	1,422.7	2.1
U.S. East	1,647.9	1,510.4	9.1	1,995.0	1,813.3	10.0
Japan	1,659.8	1,422.0	16.7	1,676.3	1,466.2	14.3
Canada	1,810.3	1,612.6	12.3	2,064.7	1,896.5	8.9
All Others	2,152.8	2,077.6	3.6	2,295.8	2,194.5	4.6
Visitor arrivals by cruise ships	245.9	282.3	-12.9	248.6	261.6	-5.0

Source: Hawai'i Tourism Authority

2011 Arrivals at a Glance by Month

2011	MMA	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7		
	Total by air	\$1,178.2	\$1,009.2	\$976.3		
	U.S. West	\$355.0	\$302.9	\$311.5		
	U.S. East	\$341.5	\$284.2	\$262.7		
	U.S. East	\$177.8	\$171.4	\$149.0		
	Canada	\$135.1	\$124.6	\$123.7		
	All Others	\$168.7	\$126.1	\$129.3		
	Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4		
Visitor days	TOTAL VISITOR DAYS	6,437,283	5,664,284	5,880,212		
	Total by air	6,375,938	5,580,003	5,793,923		
	U.S. West	2,368,420	2,054,634	2,202,149		
	U.S. East	1,844,011	1,542,015	1,548,724		
	Japan	617,286	597,948	546,885		
	Canada	842,362	769,106	849,723		
	All Others	703,859	616,299	646,442		
	Visitor arrivals by cruise ships	61,345	84,281	86,289		
Visitor arrivals	VISITOR ARRIVALS	597,487	593,018	633,365		
	Total by air	586,271	578,634	615,553		
	U.S. West	215,794	213,689	237,910		
	U.S. East	144,153	141,737	159,441		
	Japan	104,580	102,906	89,779		
	Canada	58,773	58,598	68,356		
	All Others	62,971	61,704	60,067		
	Visitor arrivals by cruise ships	11,216	14,384	17,812		
length of stay	AVERAGE LENGTH OF STAY	10.77	9.55	9.28		
	Total by air	10.88	9.64	9.41		
	U.S. West	10.98	9.62	9.26		
	U.S. East	12.79	10.88	9.71		
	Japan	5.90	5.81	6.09		
	Canada	14.33	13.13	12.43		
	All Others	11.18	9.99	10.76		
	Visitor arrivals by cruise ships	5.47	5.86	4.84		
PPPD spending	PER PERSON PER DAY SPENDING (\$)	\$183.4	\$178.9	\$166.8		
	Total by air	\$184.8	\$180.9	\$168.5		
	U.S. West	\$149.9	\$147.4	\$141.5		
	U.S. East	\$185.2	\$184.3	\$169.6		
	Japan	\$288.1	\$286.7	\$272.5		
	Canada	\$160.4	\$162.0	\$145.6		
	All Others	\$239.7	\$204.6	\$200.0		
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8		
PPPT spending	PER PERSON PER TRIP SPENDING (\$)	\$1,976.0	\$1,708.5	\$1,548.4		
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1		
	U.S. West	\$1,645.1	\$1,417.3	\$1,309.3		
	U.S. East	\$2,368.8	\$2,005.1	\$1,647.9		
	Japan	\$1,700.5	\$1,666.1	\$1,659.8		
	Canada	\$2,298.9	\$2,126.6	\$1,810.3		
	All Others	\$2,679.7	\$2,043.4	\$2,152.8		
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9		

YTD THROUGH MAR	MMA	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5		
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7		
	U.S. West	\$355.0	\$657.9	\$969.4		
	U.S. East	\$341.5	\$625.7	\$888.4		
	Japan	\$177.8	\$349.3	\$498.3		
	Canada	\$135.1	\$259.7	\$383.5		
	All Others	\$168.7	\$294.8	\$424.1		
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8		
Visitor days	TOTAL VISITOR DAYS	6,437,283	12,101,566	17,981,779		
	Total by air	6,375,938	11,955,940	17,749,863		
	U.S. West	2,368,420	4,423,054	6,625,203		
	U.S. East	1,844,011	3,386,026	4,934,750		
	Japan	617,286	1,215,235	1,762,119		
	Canada	842,362	1,611,469	2,461,191		
	All Others	703,859	1,320,157	1,966,600		
	Visitor arrivals by cruise ships	61,345	145,626	231,915		
Visitor arrivals	VISITOR ARRIVALS	597,487	1,190,506	1,823,870		
	Total by air	586,271	1,164,905	1,780,458		
	U.S. West	215,794	429,483	667,393		
	U.S. East	144,153	285,890	445,331		
	Japan	104,580	207,486	297,265		
	Canada	58,773	117,371	185,727		
	All Others	62,971	124,675	184,742		
	Visitor arrivals by cruise ships	11,216	25,601	43,412		
length of stay	AVERAGE LENGTH OF STAY	10.77	10.17	9.86		
	Total by air	10.88	10.26	9.97		
	U.S. West	10.98	10.30	9.93		
	U.S. East	12.79	11.84	11.08		
	Japan	5.90	5.86	5.93		
	Canada	14.33	13.73	13.25		
	All Others	11.18	10.59	10.65		
	Visitor arrivals by cruise ships	5.47	5.69	5.34		
PPPD spending	PER PERSON PER DAY SPENDING (\$)	\$183.4	\$181.3	\$176.5		
	Total by air	\$184.8	\$183.0	\$178.2		
	U.S. West	\$149.9	\$148.7	\$146.3		
	U.S. East	\$185.2	\$184.8	\$180.0		
	Japan	\$288.1	\$287.4	\$282.8		
	Canada	\$160.4	\$161.2	\$155.8		
	All Others	\$239.7	\$223.3	\$215.7		
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5		
PPPT spending	PER PERSON PER TRIP SPENDING (\$)	\$1,976.0	\$1,842.7	\$1,740.5		
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9		
	U.S. West	\$1,645.1	\$1,531.8	\$1,452.5		
	U.S. East	\$2,368.8	\$2,188.5	\$1,995.0		
	Japan	\$1,700.5	\$1,683.4	\$1,676.3		
	Canada	\$2,298.9	\$2,212.9	\$2,064.7		
	All Others	\$2,679.7	\$2,364.8	\$2,295.8		
	Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6		

March 2011 Island Highlights

CATEGORY AND ISLAND	March 2011	March 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	980.7	877.2	11.8	3,174.5	2,716.5	16.9
Total by air	976.3	874.2	11.7	3,163.7	2,707.8	16.8
O'ahu	462.0	419.6	10.1	1,498.2	1,283.5	16.7
Maui	283.2	257.7	9.9	886.5	774.0	14.5
Moloka'i	2.9	1.6	74.5	9.0	7.9	14.2
Lāna'i	9.1	4.0	129.4	24.9	15.0	66.4
Kaua'i	88.3	86.7	1.7	300.0	264.3	13.5
Hawai'i Island	130.8	104.6	25.0	445.1	363.1	22.6
Visitor arrivals by cruise ships	4.4	3.0	44.4	10.8	8.8	23.3
TOTAL VISITOR DAYS	5,880,212	5,409,180	8.7	17,981,779	16,227,680	10.8
Total by air	5,793,923	5,339,139	8.5	17,749,863	16,026,891	10.8
O'ahu	2,654,340	2,494,289	6.4	8,105,724	7,367,829	10.0
Maui	1,618,815	1,470,429	10.1	4,786,332	4,358,391	9.8
Moloka'i	25,133	20,353	23.5	81,812	76,578	6.8
Lāna'i	26,792	20,767	29.0	74,835	61,038	22.6
Kaua'i	604,274	590,324	2.4	1,884,065	1,738,131	8.4
Hawai'i Island	864,569	742,978	16.4	2,817,095	2,424,924	16.2
Visitor arrivals by cruise ships	86,289	70,041	23.2	231,915	200,789	15.5
VISITOR ARRIVALS	633,365	607,709	4.2	1,823,870	1,671,540	9.1
Total by air	778,420	736,598	5.7	2,243,594	2,057,909	9.0
O'ahu	358,629	358,614	0.0	1,067,532	989,608	7.9
Maui	201,602	181,182	11.3	551,495	503,116	9.6
Moloka'i	7,578	4,179	81.3	16,913	12,854	31.6
Lāna'i	9,467	5,673	66.9	21,356	16,388	30.3
Kaua'i	82,054	79,586	3.1	234,844	220,600	6.5
Hawai'i Island	119,090	107,364	10.9	351,454	315,343	11.5
Visitor arrivals by cruise ships	17,812	10,740	65.8	43,412	33,473	29.7
AVERAGE LENGTH OF STAY	9.28	8.90	4.3	9.86	9.71	1.6
Total by air	9.41	8.94	5.2	9.97	9.78	1.9
O'ahu	7.40	6.96	6.4	7.59	7.45	2.0
Maui	8.03	8.12	-1.1	8.68	8.66	0.2
Moloka'i	3.32	4.87	-31.9	4.84	5.96	-18.8
Lāna'i	2.83	3.66	-22.7	3.50	3.72	-5.9
Kaua'i	7.36	7.42	-0.7	8.02	7.88	1.8
Hawai'i Island	7.26	6.92	4.9	8.02	7.69	4.2
Visitor arrivals by cruise ships	4.8	6.52	-25.7	5.34	6.00	-10.9
PER PERSON PER DAY SPENDING (\$)	166.8	162.2	2.8	176.5	167.4	5.5
Total by air	168.5	163.7	2.9	178.2	169.0	5.5
O'ahu	174.1	168.2	3.5	184.8	174.2	6.1
Maui	174.9	175.2	-0.2	185.2	177.6	4.3
Moloka'i	114.5	81.0	41.3	110.4	103.3	6.9
Lāna'i	341.0	191.8	77.8	332.5	245.0	35.7
Kaua'i	146.1	146.9	-0.6	159.2	152.1	4.7
Hawai'i Island	151.3	140.8	7.4	158.0	149.7	5.5
Visitor arrivals by cruise ships	50.8	43.3	17.2	46.5	43.6	6.7
PER PERSON PER TRIP SPENDING (\$)	1,548.4	1,443.5	7.3	1,740.5	1,625.2	7.1
Total by air	1,586.1	1,464.4	8.3	1,776.9	1,653.0	7.5
O'ahu	1,288.3	1,169.9	10.1	1,403.4	1,297.0	8.2
Maui	1,404.7	1,422.1	-1.2	1,607.5	1,538.5	4.5
Moloka'i	379.7	394.6	-3.8	533.9	615.4	-13.2
Lāna'i	965.2	702.2	37.4	1,165.2	912.5	27.7
Kaua'i	1,075.6	1,089.9	-1.3	1,277.5	1,198.0	6.6
Hawai'i Island	1,098.6	974.6	12.7	1,266.4	1,151.4	10.0
Visitor arrivals by cruise ships	245.9	282.3	-12.9	248.6	261.6	-5.0

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2011

2011	ISLAND	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7		
	Total by air	\$1,178.2	\$1,009.2	\$976.3		
	O'ahu	\$549.6	\$486.6	\$462.0		
	Maui	\$323.8	\$279.5	\$283.2		
	Moloka'i	\$3.3	\$2.8	\$2.9		
	Lāna'i	\$8.3	\$7.5	\$9.1		
	Kaua'i	\$113.7	\$98.1	\$88.3		
	Hawai'i Island	\$179.5	\$134.7	\$130.8		
Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4			
Visitor days	TOTAL VISITOR DAYS	6,437,283	5,664,284	5,880,212		
	Total by air	6,375,938	5,580,003	5,793,923		
	O'ahu	2,921,468	2,529,916	2,654,340		
	Maui	1,649,674	1,517,842	1,618,815		
	Moloka'i	33,285	23,394	25,133		
	Lāna'i	24,181	23,862	26,792		
	Kaua'i	672,612	607,179	604,274		
	Hawai'i Island	1,074,717	877,809	864,569		
Visitor arrivals by cruise ships	61,345	84,281	86,289			
Visitor arrivals	VISITOR ARRIVALS	597,487	593,018	633,365		
	Total by air	586,271	578,634	778,420		
	O'ahu	359,847	349,056	358,629		
	Maui	173,644	176,249	201,602		
	Moloka'i	4,791	4,544	7,578		
	Lāna'i	5,787	6,102	9,467		
	Kaua'i	75,807	76,983	82,054		
	Hawai'i Island	115,355	117,009	119,090		
Visitor arrivals by cruise ships	11,216	14,384	17,812			
Length of stay	AVERAGE LENGTH OF STAY	10.77	9.55	9.28		
	Total by air	10.88	9.64	9.41		
	O'ahu	8.12	7.25	7.40		
	Maui	9.50	8.61	8.03		
	Moloka'i	6.95	5.15	3.32		
	Lāna'i	4.18	3.91	2.83		
	Kaua'i	8.87	7.89	7.36		
	Hawai'i Island	9.32	7.50	7.26		
Visitor arrivals by cruise ships	5.47	5.86	4.84			
PPPD spending	PER PERSON PER DAY SPENDING (\$)	\$183.4	\$178.9	\$166.8		
	Total by air	\$184.8	\$180.9	\$168.5		
	O'ahu	\$188.1	\$192.3	\$174.1		
	Maui	\$196.3	\$184.1	\$174.9		
	Moloka'i	\$99.3	\$121.7	\$114.5		
	Lāna'i	\$341.3	\$314.0	\$341.0		
	Kaua'i	\$169.0	\$161.5	\$146.1		
	Hawai'i Island	\$167.0	\$153.5	\$151.3		
Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8			
PPPT spending	PER PERSON PER TRIP SPENDING (\$)	\$1,976.0	\$1,708.5	\$1,548.4		
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1		
	O'ahu	\$1,527.2	\$1,394.0	\$1,288.3		
	Maui	\$1,865.0	\$1,585.9	\$1,404.7		
	Moloka'i	\$690.0	\$626.4	\$379.7		
	Lāna'i	\$1,426.2	\$1,228.0	\$965.2		
	Kaua'i	\$1,499.6	\$1,274.1	\$1,075.6		
	Hawai'i Island	\$1,556.3	\$1,151.4	\$1,098.6		
Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9			

YTD THROUGH MAR	ISLAND	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5		
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7		
	O'ahu	\$549.6	\$1,036.1	\$1,498.2		
	Maui	\$323.8	\$603.3	\$886.5		
	Moloka'i	\$3.3	\$6.2	\$9.0		
	Lāna'i	\$8.3	\$15.7	\$24.9		
	Kaua'i	\$113.7	\$211.8	\$300.0		
	Hawai'i Island	\$179.5	\$314.3	\$445.1		
Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8			
Visitor days	TOTAL VISITOR DAYS	6,437,283	12,101,566	17,981,779		
	Total by air	6,375,938	11,955,940	17,749,863		
	O'ahu	2,921,468	5,451,384	8,105,724		
	Maui	1,649,674	3,167,516	4,786,332		
	Moloka'i	33,285	56,679	81,812		
	Lāna'i	24,181	48,043	74,835		
	Kaua'i	672,612	1,279,791	1,884,065		
	Hawai'i Island	1,074,717	1,952,527	2,817,095		
Visitor arrivals by cruise ships	61,345	145,626	231,915			
Visitor arrivals	VISITOR ARRIVALS	597,487	1,190,506	1,823,870		
	Total by air	586,271	1,164,905	2,243,594		
	O'ahu	359,847	708,903	1,067,532		
	Maui	173,644	349,893	551,495		
	Moloka'i	4,791	9,335	16,913		
	Lāna'i	5,787	11,889	21,356		
	Kaua'i	75,807	152,790	234,844		
	Hawai'i Island	115,355	232,364	351,454		
Visitor arrivals by cruise ships	11,216	25,601	43,412			
Length of stay	AVERAGE LENGTH OF STAY	10.77	10.17	9.86		
	Total by air	10.88	10.26	9.97		
	O'ahu	8.12	7.69	7.59		
	Maui	9.50	9.05	8.68		
	Moloka'i	6.95	6.07	4.84		
	Lāna'i	4.18	4.04	3.50		
	Kaua'i	8.87	8.38	8.02		
	Hawai'i Island	9.32	8.40	8.02		
Visitor arrivals by cruise ships	5.47	5.69	5.34			
PPPD spending	PER PERSON PER DAY SPENDING (\$)	\$183.4	\$181.3	\$176.5		
	Total by air	\$184.8	\$183.0	\$178.2		
	O'ahu	\$188.1	\$190.1	\$184.8		
	Maui	\$196.3	\$190.5	\$185.2		
	Moloka'i	\$99.3	\$108.5	\$110.4		
	Lāna'i	\$341.3	\$327.8	\$332.5		
	Kaua'i	\$169.0	\$165.5	\$159.2		
	Hawai'i Island	\$167.0	\$160.9	\$158.0		
Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5			
PPPT spending	PER PERSON PER TRIP SPENDING (\$)	\$1,976.0	\$1,842.7	\$1,740.5		
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9		
	O'ahu	\$1,527.2	\$1,461.6	\$1,403.4		
	Maui	\$1,865.0	\$1,724.4	\$1,607.5		
	Moloka'i	\$690.0	\$659.1	\$533.9		
	Lāna'i	\$1,426.2	\$1,324.4	\$1,165.2		
	Kaua'i	\$1,499.6	\$1,386.0	\$1,277.5		
	Hawai'i Island	\$1,556.3	\$1,352.4	\$1,266.4		
Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6			

Table 8. VISITORS BY CRUISE SHIPS

	March			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	245,107	197,565	24.1%	674,865	612,311	10.2%
TOTAL VISITORS	27,332	19,834	37.8%	73,241	62,547	17.1%
ARRIVED BY SHIP	17,812	10,740	65.8%	43,412	33,473	29.7%
ARRIVED BY AIR	9,520	9,094	4.7%	29,829	29,074	2.6%
NUMBER OF SHIP ARRIVALS	11	6	83.3%	26	22	18.2%
ISLANDS VISITED						
O'ahu	27,332	19,834	37.8%	73,241	61,045	20.0%
Kaua'i	25,419	19,226	32.2%	67,030	55,261	21.3%
Maui County	25,532	19,834	28.7%	69,493	59,915	16.0%
Maui	25,532	19,834	28.7%	69,493	59,915	16.0%
Moloka'i	389	241	61.6%	914	766	19.4%
Lāna'i	730	441	65.4%	1,577	1,456	8.3%
Hawai'i Island	25,817	19,834	30.2%	67,956	59,690	13.8%
Average Islands Visited	3.8	4.0	-3.8%	3.8	3.8	0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.99	3.09	-3.4%	3.00	3.07	-2.5%
Days in Hawai'i during Cruise	4.73	5.58	-15.2%	4.93	5.29	-6.7%
Days in Hawai'i after Cruise	1.25	1.29	-3.1%	1.29	1.43	-10.0%
Total days in Hawai'i	8.97	9.96	-10.0%	9.21	9.79	-5.9%
ACCOMMODATIONS						
Hotel	10,898	8,829	23.4%	32,226	28,834	11.8%
Hotel only	9,518	7,922	20.1%	28,136	25,506	10.3%
Condo	1,235	825	49.6%	3,113	2,958	5.2%
Condo only	453	393	15.3%	991	1,169	-15.2%
Timeshare	728	703	3.5%	2,505	2,088	20.0%
Timeshare Only	195	328	-40.6%	1,002	882	13.6%
Bed & Breakfast	97	74	30.2%	282	316	-10.8%
Bed & Breakfast only	46	4	1217.1%	88	32	170.3%
Friends & relatives	787	526	49.7%	1,635	1,496	9.3%
Other accommodation	295	160	84.4%	1,119	829	34.9%
Accommodation (NET)	12,273	9,952	23.3%	35,815	32,286	10.9%
Cruise only	15,059	9,882	52.4%	37,427	30,261	23.7%
TRAVEL STATUS						
% First timers	38.5	42.9	-4.37	39.7	40.1	-0.40
% Repeat visitors	61.5	57.1	4.37	60.3	59.9	0.40

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

March 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	824,419	2.3%	569,967	3.0%	159,732	6.1%	57,159	-8.7%	0	NA	37,561	-3.8%
Scheduled Seats	815,228	2.3%	560,776	3.0%	159,732	6.1%	57,159	-8.7%	0	NA	37,561	-3.8%
Charter seats	9,191	-0.9%	9,191	-0.9%								
Domestic Seats	578,025	1.8%	349,871	1.3%	136,942	4.3%	54,983	1.9%	0	NA	36,229	-3.5%
Scheduled Seats	571,953	1.8%	343,799	1.3%	136,942	4.3%	54,983	1.9%	0	NA	36,229	-3.5%
...US West	501,963	4.9%	283,568	5.4%	127,183	7.7%	54,983	1.9%	0	NA	36,229	-3.5%
...US East	69,990	-16.2%	60,231	-14.3%	9,759	-26.1%						
Charter seats	6,072	0.0%	6,072	0.0%								
International Seats	246,394	3.6%	220,096	5.7%	22,790	17.9%	2,176	-74.9%			1,332	NA
Scheduled Seats	243,275	3.7%	216,977	5.8%	22,790	17.9%	2,176	-74.9%			1,332	NA
...Japan	138,711	-3.2%	138,711	1.4%			0	-100.0%				
...Canada	43,398	5.5%	17,100	-5.6%	22,790	17.9%	2,176	0.2%			1,332	NA
...Other Asia	23,104	67.9%	23,104	67.9%								
...Aus./N. Zealand	14,758	17.0%	14,758	17.0%								
...Other	23,304	-1.9%	23,304	-1.9%								
Charter Seats	3,119	-2.5%	3,119	-2.5%								
<hr/>												
YTD Through Mar 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	2,354,347	4.3%	1,648,691	3.8%	437,581	10.0%	162,395	-3.0%	0	NA	105,680	2.5%
Scheduled Seats	2,326,688	4.5%	1,621,032	4.0%	437,581	10.0%	162,395	-3.0%	0	NA	105,680	2.5%
Charter seats	27,659	-4.9%	27,659	-4.9%								
Domestic Seats	1,639,049	4.2%	1,004,040	1.6%	377,373	9.8%	155,804	10.2%	0	NA	101,832	3.1%
Scheduled Seats	1,621,937	4.4%	986,928	1.8%	377,373	9.8%	155,804	10.2%	0	NA	101,832	3.1%
...US West	1,424,289	8.5%	816,370	6.9%	350,283	13.7%	155,804	10.2%	0	NA	101,832	3.1%
...US East	197,648	-18.0%	170,558	-16.9%	27,090	-24.2%						
Charter seats	17,112	-11.4%	17,112	-11.4%								
International Seats	715,298	4.6%	644,651	7.5%	60,208	11.4%	6,591	-74.7%			3,848	-10.8%
Scheduled Seats	704,751	4.6%	634,104	7.5%	60,208	11.4%	6,591	-74.7%			3,848	-10.8%
...Japan	412,260	1.5%	412,260	6.5%			0	-100.0%				
...Canada	119,073	1.4%	48,426	-7.1%	60,208	11.4%	6,591	-4.4%			3,848	-10.8%
...Other Asia	60,315	47.4%	60,315	47.4%								
...Aus./N. Zealand	44,882	12.5%	44,882	12.5%								
...Other	68,221	-2.2%	68,221	-2.2%								
Charter Seats	10,547	7.9%	10,547	7.9%								

Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

March	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
Total Seats	824,419	2.3%	569,967	3.0%	159,732	6.1%	57,159	-8.7%	37,561	-3.8%
Scheduled Seats	815,228	2.3%	560,776	3.0%	159,732	6.1%	57,159	-8.7%	37,561	-3.8%
Charter seats	9,191	-0.9%	9,191	-0.9%						
Domestic Seats	578,025	1.8%	349,871	1.3%	136,942	4.3%	54,983	1.9%	36,229	-3.5%
Scheduled Seats	571,953	1.8%	343,799	1.3%	136,942	4.3%	54,983	1.9%	36,229	-3.5%
Charter seats	6,072	0.0%	6,072	0.0%						
US West	501,963	4.9%	283,568	5.4%	127,183	7.7%	54,983	1.9%	36,229	-3.5%
...Anchorage	6,512	-5.7%	4,588	-5.7%	1,924	-5.7%				
...Bellingham	4,588	NA	4,588	NA						
...Denver	17,560	1.4%	8,292	0.0%	7,564	0.0%	976	34.1%	728	0.0%
...Las Vegas	22,098	16.9%	19,830	4.9%	2,268	NA				
...Los Angeles	173,243	-4.9%	91,724	3.7%	42,501	-11.6%	21,147	-16.2%	17,871	-12.0%
...Oakland	12,696	0.1%	7,812	0.0%	2,516	-11.0%	2,072	1.5%	296	NA
...Orange County	40,492	759.3%	19,212	519.7%	9,310	477.5%	5,890	NA	6,080	NA
...Phoenix	27,316	-31.5%	12,400	-30.5%	12,400	23.6%	2,516	-57.9%	0	-100.0%
...Portland	12,400	-52.6%	7,812	-42.1%	4,588	-63.8%				
...Sacramento	6,696	-23.5%	6,696	-14.3%	0	-100.0%				
...Salt Lake City	12,400	85.2%	7,812	16.7%	4,588	NA				
...San Diego	92,382	1082.6%	54,246	594.4%	18,560	NA	13,206	NA	6,370	NA
...San Francisco	12,844	-85.6%	7,812	-85.0%	2,072	-88.6%	2,516	-80.9%	444	-92.1%
...San Jose	5,440	-38.5%	3,536	-36.2%	1,904	34.7%	0	-100.0%		
...Seattle	55,296	13.4%	27,208	3.3%	16,988	34.0%	6,660	36.8%	4,440	-8.8%
US East	69,990	-16.2%	60,231	-14.3%	9,759	-26.1%				
...Atlanta	9,238	11.2%	9,238	11.2%						
...Charlotte	0	-100.0%	0	-100.0%						
...Chicago	20,547	60.6%	17,763	74.7%	2,784	6.1%				
...Dallas	20,925	-14.7%	13,950	0.0%	6,975	-34.0%				
...Detroit										
...Houston	12,120	-23.1%	12,120	-23.1%						
...Minneapolis	0	-100.0%	0	-100.0%						
...Newark	7,160	-1.7%	7,160	-1.7%						

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

March	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
International Seats	246,394	3.6%	220,096	5.7%	22,790	17.9%	2,176	-74.9%	1,332	NA
Scheduled Seats	243,275	3.7%	216,977	5.8%	22,790	17.9%	2,176	-74.9%	1,332	NA
Charter Seats	3,119	-2.5%	3,119	-2.5%						
Japan	138,711	-3.2%	138,711	1.4%	0	NA	0	-100.0%	0	NA
...Nagoya	13,981	7.4%	13,981	7.4%						
...Niigata										
...Osaka	15,748	-39.5%	15,748	-39.5%						
...Sapporo										
...Sendai										
...Tokyo-HND	21,546	NA	21,546	NA						
...Tokyo-NRT	87,436	-16.2%	87,436	-10.6%			0	-100.0%		
Canada	43,398	5.5%	17,100	-5.6%	22,790	17.9%	2,176	0.2%	1,332	-10.8%
...Calgary	9,209	66.9%	2,775	24.3%	6,434	95.7%				
...Edmonton	1,971	262.3%			1,971	262.3%				
...Vancouver	31,538	-8.6%	13,645	-11.0%	14,385	-7.2%	2,176	0.2%	1,332	-10.8%
...Victoria	680	25.0%	680	25.0%						
Other Asia	23,104	67.9%	23,104	67.9%						
...Seoul	23,104	94.1%	23,104	94.1%						
...Taipei	0	-100.0%	0	-100.0%						
Oceania	14,758	17.0%	14,758	17.0%						
...Auckland	2,043	12.5%	2,043	12.5%						
...Sydney	12,715	17.8%	12,715	17.8%						
Other	23,304	-1.9%	23,304	-1.9%						
...Apia	592	-8.6%	592	-8.6%						
...Christmas	680	NA	680	NA						
...Guam	6,635	-15.5%	6,635	-15.5%						
...Majuro	2,669	21.4%	2,669	21.4%						
...Manila	8,232	3.3%	8,232	3.3%						
...Nadi	1,220	-40.8%	1,220	-40.8%						
...Pago Pago	2,268	12.5%	2,268	12.5%						
...Papeete	1,008	0.0%	1,008	0.0%						

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

Year thru Mar	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
Total Seats	2,354,347	4.3%	1,648,691	3.8%	437,581	10.0%	162,395	-3.0%	105,680	2.5%
Scheduled Seats	2,326,688	4.5%	1,621,032	4.0%	437,581	10.0%	162,395	-3.0%	105,680	2.5%
Charter seats	27,659	-4.9%	27,659	-4.9%						
Domestic Seats	1,639,049	4.2%	1,004,040	1.6%	377,373	9.8%	155,804	10.2%	101,832	3.1%
Scheduled Seats	1,621,937	4.4%	986,928	1.8%	377,373	9.8%	155,804	10.2%	101,832	3.1%
Charter seats	17,112	-11.4%	17,112	-11.4%						
US West	1,424,289	8.5%	816,370	6.9%	350,283	13.7%	155,804	10.2%	101,832	3.1%
...Anchorage	19,092	-5.0%	13,320	-5.7%	5,772	-3.3%				
...Bellingham	12,432	NA	12,432	NA						
...Denver	42,552	-2.1%	24,326	0.0%	12,688	-10.3%	3,172	21.5%	2,366	0.0%
...Las Vegas	64,440	16.8%	57,888	4.9%	6,552	NA				
...Los Angeles	499,817	4.3%	269,490	6.8%	120,595	5.6%	57,232	-5.3%	52,500	0.3%
...Oakland	38,816	5.4%	22,680	0.0%	10,068	23.3%	5,772	-3.3%	296	NA
...Orange County	42,940	811.3%	20,436	559.2%	10,534	553.5%	5,890	NA	6,080	NA
...Phoenix	93,104	-7.9%	47,218	2.1%	24,180	2.7%	13,726	-23.5%	7,980	-40.1%
...Portland	64,632	-10.4%	31,412	-11.1%	28,188	-23.4%	5,032	NA		
...Sacramento	30,296	28.3%	21,564	-4.9%	8,732	827.0%				
...Salt Lake City	25,144	-17.2%	20,556	5.7%	4,588	-58.0%				
...San Diego	115,982	411.4%	69,114	204.7%	27,292	NA	13,206	NA	6,370	NA
...San Francisco	184,858	-26.4%	107,970	-24.7%	36,170	-31.6%	27,650	-28.0%	13,068	-21.4%
...San Jose	29,040	47.6%	18,404	12.4%	5,604	296.6%	5,032	167.1%		
...Seattle	161,144	6.1%	79,560	-7.6%	49,320	31.4%	19,092	35.1%	13,172	-6.8%
US East	197,648	-18.0%	170,558	-16.9%	27,090	-24.2%	0	NA	0	NA
...Atlanta	26,820	11.2%	26,820	11.2%						
...Charlotte	0	-100.0%	0	-100.0%						
...Chicago	54,190	39.3%	47,350	59.4%	6,840	-25.5%				
...Dallas	60,750	-9.4%	40,500	0.0%	20,250	-23.7%				
...Detroit	298	NA	298	NA						
...Houston	26,625	-44.7%	26,625	-44.7%						
...Minneapolis	8,940	-62.1%	8,940	-62.1%						
...Newark	20,025	-5.3%	20,025	-5.3%						

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

Year thru Mar	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
International Seats	715,298	4.6%	644,651	7.5%	60,208	11.4%	6,591	-74.7%	3,848	-10.8%
Scheduled Seats	704,751	4.6%	634,104	7.5%	60,208	11.4%	6,591	-74.7%	3,848	-10.8%
Charter Seats	10,547	7.9%	10,547	7.9%	0	0.0%	0	0.0%	0	0.0%
Japan	412,260	1.5%	412,260	6.5%	0	NA	0	-100.0%	0	NA
...Nagoya	40,590	7.4%	40,590	7.4%						
...Osaka	45,720	-35.1%	45,720	-35.1%						
...Tokyo-HND	61,430	NA	61,430	NA						
...Tokyo-NRT	264,520	-11.2%	264,520	-5.1%			0	-100.0%		
Canada	119,073	1.4%	48,426	-7.1%	60,208	11.4%	6,591	-4.4%	3,848	-10.8%
...Calgary	22,160	51.9%	6,800	16.9%	15,360	75.1%				
...Edmonton	3,066	463.6%			3,066	463.6%				
...Vancouver	92,079	-8.4%	39,858	-10.5%	41,782	-6.6%	6,591	-4.4%	3,848	-10.8%
...Victoria	1,768	0.0%	1,768	0.0%						
Other Asia	60,315	47.4%	60,315	47.4%						
...Seoul	60,315	74.5%	60,315	74.5%						
...Taipei	0	-100.0%	0	-100.0%						
Oceania	44,882	12.5%	44,882	12.5%						
...Auckland	5,902	4.0%	5,902	4.0%						
...Sydney	38,980	13.9%	38,980	13.9%						
Other	68,221	-2.2%	68,221	-2.2%						
...Apia	1,776	-8.6%	1,776	-8.6%						
...Christmas	1,768	NA	1,768	NA						
...Guam	19,225	-15.6%	19,225	-15.6%						
...Majuro	8,007	30.8%	8,007	30.8%						
...Manila	23,400	2.3%	23,400	2.3%						
...Nadi	3,965	-35.9%	3,965	-35.9%						
...Pago Pago	6,804	3.8%	6,804	3.8%						
...Papeete	3,276	0.0%	3,276	0.0%						

Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division