

	TABLE 1. TOTAL VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	5,933,566	5,580,003	6.3%	12,860,568	11,955,940	7.6%
TOTAL VISITORS	608,781	578,634	5.2%	1,238,633	1,164,905	6.3%
Domestic	409,099	397,384	2.9%	827,221	798,041	3.7%
International	199,682	181,250	10.2%	411,412	366,864	12.1%
AVERAGE DAILY CENSUS	204,606	199,286	2.7%	214,343	202,643	5.8%
TOTAL AIR SEATS (EST)	768,037	725,659	5.8%	1,596,202	1,529,928	4.3%
TOTAL LOAD FACTOR (EST)	89.7%	91.4%	-1.7	89.5%	88.9%	0.6
ISLANDS VISITED						
O'ahu	367,053	349,056	5.2%	757,173	708,903	6.8%
O'ahu only	270,571	256,238	5.6%	555,440	521,750	6.5%
Kaua'i	82,301	76,983	6.9%	165,661	152,790	8.4%
Kaua'i only	43,341	38,683	12.0%	86,462	76,721	12.7%
Maui County	187,987	180,354	4.2%	380,649	358,953	6.0%
Maui	183,802	176,249	4.3%	372,532	349,893	6.5%
Maui only	115,917	111,668	3.8%	231,638	221,219	4.7%
Moloka'i *	4,715	4,544	3.8%	9,652	9,335	3.4%
Moloka'i only *	864	654	32.1%	1,572	1,404	12.0%
Lāna'i *	6,102	6,102	0.0%	12,503	11,889	5.2%
Lāna'i only *	979	1,186	-17.5%	1,839	2,523	-27.1%
Big Island	120,713	117,009	3.2%	245,708	232,364	5.7%
Kona side	101,095	98,778	2.3%	205,361	195,734	4.9%
Hilo side	42,151	41,374	1.9%	87,899	82,097	7.1%
Big Island only	60,608	58,469	3.7%	119,413	116,238	2.7%
Any Neighbor Island	338,210	322,396	4.9%	683,193	643,155	6.2%
NI only	241,728	229,578	5.3%	481,460	456,002	5.6%
O'ahu & NI	96,482	92,818	3.9%	201,733	187,153	7.8%
Any one island only	492,280	466,898	5.4%	996,364	939,855	6.0%
Multiple Islands	116,501	111,736	4.3%	242,269	225,050	7.7%
Avg. Islands Visited	1.26	1.26	-0.4%	1.26	1.26	0.3%
Average Length of Stay in Hawai'i	9.75	9.64	1.1%	10.38	10.26	1.2%
ACCOMMODATIONS						
Plan to stay in Hotel	385,893	367,307	5.1%	780,798	725,147	7.7%
Hotel only	336,646	319,359	5.4%	680,036	632,694	7.5%
Plan to stay in Condo	110,691	110,180	0.5%	230,775	225,704	2.2%
Condo only	85,689	85,727	0.0%	178,959	176,284	1.5%
Plan to stay in Timeshare	51,560	48,958	5.3%	108,133	105,114	2.9%
Timeshare only	39,085	36,427	7.3%	81,776	78,523	4.1%
Cruise Ship	9,462	10,358	-8.7%	19,769	19,567	1.0%
Friends/Relatives	59,704	54,589	9.4%	118,375	110,379	7.2%
Bed & Breakfast	7,112	6,772	5.0%	14,113	13,392	5.4%
Other	9,228	7,983	15.6%	18,411	19,720	-6.6%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	500,826	468,546	6.9%	1,013,281	940,882	7.7%
Honeymoon	38,263	30,352	26.1%	70,286	61,423	14.4%
Get Married	10,507	9,866	6.5%	18,277	17,121	6.8%
Pleasure/Vacation	461,636	437,044	5.6%	942,967	877,734	7.4%
Mtgs/Conventions/Incentive	41,921	50,407	-16.8%	96,233	93,864	2.5%
Conventions	21,573	24,684	-12.6%	59,523	50,755	17.3%
Corporate Meetings	9,708	10,860	-10.6%	19,925	21,897	-9.0%
Incentive	12,436	16,637	-25.3%	20,316	24,658	-17.6%
Other Business	20,962	19,544	7.3%	43,534	42,552	2.3%
Visit Friends/Rel.	51,838	49,274	5.2%	104,889	98,661	6.3%
Gov't/Military	8,677	10,005	-13.3%	16,620	20,091	-17.3%
Attend School	1,133	1,151	-1.6%	4,121	3,983	3.5%
Sport Events	5,707	5,190	10.0%	18,943	18,584	1.9%
TRAVEL STATUS						
% First Timers **	34.1	33.2	0.9	32.7	32.3	0.4
% Repeaters **	65.9	66.8	-0.9	67.3	67.7	-0.4
Average # of Trips	5.10	5.13	-0.6%	5.21	5.31	-1.8%
Group Tour	52,872	71,188	-25.7%	107,260	129,387	-17.1%
Non-Group	555,909	507,446	9.6%	1,131,373	1,035,518	9.3%
Package Trip	204,393	196,002	4.3%	409,281	386,125	6.0%
No Package	404,388	382,632	5.7%	829,352	778,780	6.5%
Net True Independent	398,717	365,297	9.1%	817,803	751,863	8.8%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
DOMESTIC VISITOR DAYS	4,238,266	4,101,003	3.3%	9,276,636	8,928,920	3.9%
DOMESTIC VISITORS	409,099	397,384	2.9%	827,221	798,041	3.7%
DOMESTIC AVERAGE DAILY CENSUS	146,147	146,464	-0.2%	154,611	151,338	2.2%
DOMESTIC AIR SEATS (EST)	506,367	501,252	1.0%	1,043,647	1,061,024	-1.6%
DOMESTIC LOAD FACTOR (EST)	94.2%	93.1%	1.1	94.7%	90.7%	4.0
ISLANDS VISITED						
O'ahu	200,017	196,754	1.7%	413,915	397,303	4.2%
O'ahu only	140,215	136,453	2.8%	289,797	277,107	4.6%
Kaua'i	72,641	67,464	7.7%	144,191	134,892	6.9%
Kaua'i only	40,968	36,018	13.7%	80,239	71,936	11.5%
Maui County	148,070	147,514	0.4%	297,518	293,253	1.5%
Maui	144,420	143,787	0.4%	290,533	285,767	1.7%
Maui only	96,079	95,630	0.5%	190,332	189,509	0.4%
Moloka'i *	3,831	3,724	2.9%	7,810	7,881	-0.9%
Moloka'i only *	753	626	20.3%	1,410	1,298	8.6%
Lāna'i *	5,148	5,271	-2.3%	10,032	10,150	-1.2%
Lāna'i only *	909	1,074	-15.4%	1,702	2,090	-18.6%
Big Island	89,848	87,409	2.8%	181,060	175,825	3.0%
Kona side	78,041	76,370	2.2%	157,136	154,043	2.0%
Hilo side	29,071	28,010	3.8%	59,067	55,716	6.0%
Big Island only	52,975	50,677	4.5%	104,335	102,299	2.0%
Any Neighbor Island	268,884	260,931	3.0%	537,424	520,934	3.2%
NI only	209,082	200,630	4.2%	413,306	400,738	3.1%
O'ahu & NI	59,802	60,301	-0.8%	124,118	120,196	3.3%
Any one island only	331,899	320,478	3.6%	667,815	644,239	3.7%
Multiple Islands	77,200	76,906	0.4%	159,406	153,802	3.6%
Avg. Islands Visited	1.26	1.27	-0.6%	1.27	1.27	-0.1%
Average Length of Stay in Hawai'i	10.36	10.32	0.4%	11.21	11.19	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	229,124	221,949	3.2%	459,315	436,748	5.2%
Hotel only	189,653	183,590	3.3%	381,725	362,240	5.4%
Plan to stay in Condo	81,956	83,322	-1.6%	168,155	170,330	-1.3%
Condo only	63,018	64,587	-2.4%	129,954	132,729	-2.1%
Plan to stay in Timeshare	44,554	43,514	2.4%	90,326	91,553	-1.3%
Timeshare only	33,970	32,661	4.0%	68,439	69,178	-1.1%
Cruise Ship	8,351	8,649	-3.4%	16,899	17,184	-1.7%
Friends/Relatives	50,356	48,307	4.2%	100,917	97,109	3.9%
Bed & Breakfast	5,818	5,638	3.2%	11,940	11,045	8.1%
Other	7,333	6,682	9.7%	15,903	15,128	5.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	330,168	320,248	3.1%	655,706	634,097	3.4%
Honeymoon	10,493	9,832	6.7%	21,735	20,812	4.4%
Get Married	3,742	3,436	8.9%	6,945	6,425	8.1%
Pleasure/Vacation	319,826	310,705	2.9%	634,650	614,240	3.3%
Mtgs/Conventions/Incentive	33,547	35,145	-4.5%	76,000	68,804	10.5%
Conventions	18,085	19,064	-5.1%	48,471	41,037	18.1%
Corporate Meetings	8,083	8,122	-0.5%	15,957	15,566	2.5%
Incentive	8,890	9,564	-7.0%	14,623	14,872	-1.7%
Other Business	18,503	17,601	5.1%	40,100	38,162	5.1%
Visit Friends/Rel.	45,186	43,122	4.8%	90,241	85,918	5.0%
Gov't/Military	7,067	7,084	-0.2%	13,985	15,523	-9.9%
Attend School	461	506	-8.9%	2,912	2,964	-1.8%
Sport Events	2,510	2,226	12.8%	13,491	13,137	2.7%
TRAVEL STATUS						
% First Timers **	26.9	26.9	0.0	26.4	26.3	0.1
% Repeaters **	73.1	73.1	0.0	73.6	73.7	-0.1
Average # of Trips	5.99	5.96	0.5%	6.10	6.09	0.1%
Group Tour	18,690	19,004	-1.7%	37,830	33,471	13.0%
Non-Group	390,409	378,380	3.2%	789,391	764,570	3.2%
Package Trip	89,296	93,237	-4.2%	176,374	179,214	-1.6%
No Package	319,803	304,147	5.1%	650,847	618,827	5.2%
Net True Independent	314,132	298,668	5.2%	639,298	609,092	5.0%

** 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)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
UNITED STATES	359,674	347,408	3.5%	724,887	696,718	4.0%
Pacific Region	174,045	167,604	3.8%	346,864	331,499	4.6%
...California	105,684	94,695	11.6%	212,679	190,665	11.5%
...Oregon	16,431	18,319	-10.3%	34,548	37,801	-8.6%
...Washington	43,659	45,936	-5.0%	81,024	84,393	-4.0%
Mountain Region	44,000	41,427	6.2%	89,332	87,021	2.7%
West North Central	27,199	26,770	1.6%	57,839	54,626	5.9%
West South Central	17,024	15,211	11.9%	36,092	31,948	13.0%
...Texas	13,216	11,686	13.1%	27,838	24,527	13.5%
East North Central	36,470	36,257	0.6%	71,730	70,626	1.6%
East South Central	5,385	5,018	7.3%	11,770	10,632	10.7%
New England	10,865	11,100	-2.1%	19,952	20,338	-1.9%
Middle Atlantic	20,273	19,886	1.9%	39,445	39,124	0.8%
...New Jersey	4,508	4,385	2.8%	9,060	8,845	2.4%
...New York	10,346	10,008	3.4%	19,561	19,111	2.4%
South Atlantic	23,992	23,706	1.2%	50,912	50,004	1.8%
CANADA	22,845	25,148	-9.2%	44,360	50,302	-11.8%
JAPAN	522	585	-10.8%	980	1,058	-7.4%
EUROPE MMA	6,549	6,089	7.6%	12,100	11,402	6.1%
...France	835	780	7.1%	1,389	1,233	12.7%
...Germany	2,475	2,146	15.3%	4,459	3,976	12.1%
...Italy	382	411	-7.1%	768	827	-7.1%
...Switzerland	688	548	25.5%	1,440	1,159	24.2%
...United Kingdom	2,169	2,204	-1.6%	4,044	4,207	-3.9%
OTHER ASIA MMA	4,384	4,463	-1.8%	9,602	8,097	18.6%
...People's Republic of China	2,428	2,470	-1.7%	5,647	4,000	41.2%
...Taiwan	86	97	-11.3%	226	224	0.9%
...Hong Kong	54	82	-34.1%	182	196	-7.1%
...Korea	699	618	13.1%	1,390	1,266	9.8%
...Singapore	62	70	-11.4%	164	150	9.3%
LATIN AMERICA MMA	1,880	1,564	20.2%	4,040	3,207	26.0%
...Argentina	421	325	29.5%	862	820	5.1%
...Brazil	1,024	892	14.8%	2,191	1,779	23.2%
...Mexico	435	347	25.4%	987	608	62.3%
OCEANIA	2,348	1,679	39.8%	8,780	6,260	40.3%
...Australia	2,183	1,508	44.8%	8,234	5,684	44.9%
...New Zealand	165	171	-3.5%	546	576	-5.2%
OTHER MMA	11,318	10,877	4.1%	23,423	21,897	7.0%
...Ireland	134	86	55.8%	233	185	25.9%
...Indonesia	42	30	40.0%	108	128	-15.6%
...Malaysia	14	24	-41.7%	42	64	-34.4%
...Philippines	163	142	14.8%	369	423	-12.8%
...Thailand	26	28	-7.1%	38	76	-50.0%
...Other	10,939	10,567	0	22,633	21,021	7.7%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,695,300	1,479,000	14.6%	3,583,932	3,027,021	18.4%
INTERNATIONAL VISITORS	199,682	181,250	10.2%	411,412	366,864	12.1%
INTERNATIONAL AVERAGE DAILY CENSUS	58,459	52,821	10.7%	59,732	51,305	16.4%
INTERNATIONAL AIR SEATS (EST)	261,670	224,407	16.6%	552,555	468,904	17.8%
INTERNATIONAL LOAD FACTOR (EST)	81.1%	87.6%	-6.5	79.7%	84.8%	-5.1
ISLANDS VISITED						
O'ahu	167,036	152,302	9.7%	343,258	311,600	10.2%
O'ahu only	130,356	119,785	8.8%	265,643	244,643	8.6%
Kaua'i	9,660	9,519	1.5%	21,470	17,898	20.0%
Kaua'i only	2,373	2,665	-11.0%	6,223	4,785	30.1%
Maui County	39,917	32,840	21.5%	83,131	65,700	26.5%
Maui	39,382	32,462	21.3%	81,999	64,126	27.9%
Maui only	19,838	16,038	23.7%	41,306	31,710	30.3%
Moloka'i *	884	820	7.8%	1,842	1,454	26.7%
Moloka'i only *	111	28	296.4%	162	106	52.8%
Lāna'i *	954	831	14.8%	2,471	1,739	42.1%
Lāna'i only *	70	112	-37.5%	137	433	-68.4%
Big Island	30,865	29,600	4.3%	64,648	56,539	14.3%
Kona side	23,054	22,408	2.9%	48,225	41,691	15.7%
Hilo side	13,080	13,364	-2.1%	28,832	26,381	9.3%
Big Island only	7,633	7,792	-2.0%	15,078	13,939	8.2%
Any Neighbor Island	69,326	61,465	12.8%	145,769	122,221	19.3%
NI only	32,646	28,948	12.8%	68,154	55,264	23.3%
O'ahu & NI	36,680	32,517	12.8%	77,615	66,957	15.9%
Any one island only	160,381	146,420	9.5%	328,549	295,616	11.1%
Multiple Islands	39,301	34,830	12.8%	82,863	71,248	16.3%
Avg. Islands Visited	1.25	1.24	0.1%	1.25	1.24	1.4%
Average Length of Stay in Hawai'i	8.49	8.16	4.0%	8.71	8.25	5.6%
ACCOMMODATIONS						
Plan to stay in Hotel	156,769	145,358	7.9%	321,483	288,399	11.5%
Hotel only	146,993	135,769	8.3%	298,311	270,454	10.3%
Plan to stay in Condo	28,735	26,858	7.0%	62,620	55,374	13.1%
Condo only	22,671	21,140	7.2%	49,005	43,555	12.5%
Plan to stay in Timeshare	7,006	5,444	28.7%	17,807	13,561	31.3%
Timeshare only	5,115	3,766	35.8%	13,337	9,345	42.7%
Cruise Ship	1,111	1,709	-35.0%	2,870	2,383	20.4%
Friends/Relatives	9,348	6,282	48.8%	17,458	13,270	31.6%
Bed & Breakfast	1,294	1,134	14.1%	2,173	2,347	-7.4%
Other	1,895	1,301	45.7%	2,508	4,592	-45.4%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	170,658	148,298	15.1%	357,575	306,785	16.6%
Honeymoon	27,770	20,520	35.3%	48,551	40,611	19.6%
Get Married	6,765	6,430	5.2%	11,332	10,696	5.9%
Pleasure/Vacation	141,810	126,339	12.2%	308,317	263,494	17.0%
Mtgs/Conventions/Incentive	8,374	15,262	-45.1%	20,233	25,060	-19.3%
Conventions	3,488	5,620	-37.9%	11,052	9,718	13.7%
Corporate Meetings	1,625	2,738	-40.7%	3,968	6,331	-37.3%
Incentive	3,546	7,073	-49.9%	5,693	9,786	-41.8%
Other Business	2,459	1,943	26.6%	3,434	4,390	-21.8%
Visit Friends/Rel.	6,652	6,152	8.1%	14,648	12,743	14.9%
Gov't/Military	1,610	2,921	-44.9%	2,635	4,568	-42.3%
Attend School	672	645	4.2%	1,209	1,019	18.6%
Sport Events	3,197	2,964	7.9%	5,452	5,447	0.1%
TRAVEL STATUS						
% First Timers **	48.8	47.0	1.8	45.4	45.5	-0.1
% Repeaters **	51.2	53.0	-1.8	54.6	54.5	0.1
Average # of Trips	3.29	3.32	-0.9%	3.44	3.60	-4.6%
Group Tour	34,182	52,184	-34.5%	69,430	95,916	-27.6%
Non-Group	165,500	129,066	28.2%	341,982	270,948	26.2%
Package Trip	115,097	102,765	12.0%	232,907	206,911	12.6%
No Package	84,585	78,485	7.8%	178,505	159,953	11.6%
Net True Independent	84,585	66,629	26.9%	178,505	142,771	25.0%

** 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)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	2,146,532	2,054,634	4.5%	4,633,224	4,423,054	4.8%
TOTAL VISITORS	221,879	213,689	3.8%	444,793	429,483	3.6%
Domestic	218,045	209,031	4.3%	436,196	418,520	4.2%
International	3,834	4,658	-17.7%	8,597	10,963	-21.6%
AVERAGE DAILY CENSUS	74,018	73,380	0.9%	77,220	74,967	3.0%
ISLANDS VISITED						
O'ahu	96,848	93,741	3.3%	196,461	191,259	2.7%
O'ahu only	76,116	72,906	4.4%	153,595	148,815	3.2%
Kaua'i	36,620	32,117	14.0%	71,718	64,444	11.3%
Kaua'i only	26,440	21,999	20.2%	50,710	43,196	17.4%
Maui County	75,432	75,360	0.1%	152,323	150,963	0.9%
Maui	73,425	73,353	0.1%	148,508	146,957	1.1%
Maui only	57,850	57,988	-0.2%	115,783	115,232	0.5%
Moloka'i *	1,979	1,808	9.5%	3,841	3,639	5.6%
Moloka'i only *	518	415	24.8%	933	812	14.9%
Lāna'i *	2,158	2,346	-8.0%	4,242	4,535	-6.5%
Lāna'i only *	538	626	-14.1%	1,016	1,263	-19.6%
Big Island	44,837	44,383	1.0%	91,316	89,090	2.5%
Kona side	39,631	39,528	0.3%	80,706	79,422	1.6%
Hilo side	12,043	11,724	2.7%	24,666	23,276	6.0%
Big Island only	32,624	32,016	1.9%	64,679	63,251	2.3%
Any Neighbor Island	145,763	140,783	3.5%	291,198	280,668	3.8%
NI only	125,031	119,948	4.2%	248,332	238,224	4.2%
O'ahu & NI	20,732	20,835	-0.5%	42,866	42,444	1.0%
Any one island only	194,086	185,950	4.4%	386,716	372,569	3.8%
Multiple Islands	27,793	27,739	0.2%	58,077	56,914	2.0%
Avg. Islands Visited	1.15	1.16	-0.5%	1.16	1.16	-0.3%
Average Length of Stay in Hawaii	9.67	9.62	0.6%	10.42	10.30	1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	111,546	107,107	4.1%	220,069	211,229	4.2%
Hotel only	94,312	89,441	5.4%	186,298	178,042	4.6%
Plan to stay in Condo	50,075	52,192	-4.1%	102,193	104,076	-1.8%
Condo only	40,319	41,709	-3.3%	82,756	83,530	-0.9%
Plan to stay in Timeshare	25,214	23,998	5.1%	50,642	51,122	-0.9%
Timeshare only	19,837	18,652	6.4%	39,523	40,225	-1.7%
Cruise Ship	1,494	1,645	-9.2%	3,257	3,479	-6.4%
Friends/Relatives	31,243	28,334	10.3%	62,700	57,126	9.8%
Bed & Breakfast	2,547	2,483	2.6%	5,300	4,867	8.9%
Other	4,293	3,679	16.7%	9,201	9,881	-6.9%

* 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)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	180,937	173,409	4.3%	356,431	342,529	4.1%
Honeymoon	4,802	4,496	6.8%	9,585	9,242	3.7%
Get Married	2,131	2,922	-27.1%	3,833	4,531	-15.4%
Pleasure/Vacation	176,049	167,831	4.9%	346,871	332,346	4.4%
Mtgs/Conventions/Incentive	13,313	14,133	-5.8%	29,551	28,713	2.9%
Conventions	7,675	8,075	-5.0%	18,781	17,819	5.4%
Corporate Meetings	3,452	3,357	2.8%	7,196	6,908	4.2%
Incentive	2,632	3,199	-17.7%	4,500	4,848	-7.2%
Other Business	11,121	10,957	1.5%	23,779	23,088	3.0%
Visit Friends/Rel.	26,089	24,154	8.0%	53,399	49,057	8.9%
Gov't/Military	3,083	2,889	6.7%	5,815	6,538	-11.1%
Attend School	194	221	-12.2%	1,301	1,421	-8.4%
Sport Events	1,530	1,409	8.6%	6,981	6,776	3.0%
TRAVEL STATUS						
% First Timers **	16.5	16.1	0.4	16.3	16.4	-0.1
% Repeaters**	83.5	83.9	-0.4	83.7	83.6	0.1
Average # of Trips	7.37	7.32	0.6%	7.45	7.38	0.8%
Group Tour	4,576	5,491	-16.7%	9,213	9,580	-3.8%
Non-Group	217,303	208,198	4.4%	435,580	419,903	3.7%
Package Trip	38,525	40,129	-4.0%	75,970	78,293	-3.0%
No Package	183,354	173,560	5.6%	368,823	351,190	5.0%
Net True Independent	181,503	171,596	5.8%	364,865	347,540	5.0%

** 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)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	1,559,431	1,542,015	1.1%	3,459,205	3,386,026	2.2%
TOTAL VISITORS	144,229	141,737	1.8%	294,276	285,890	2.9%
Domestic	141,208	137,947	2.4%	287,741	277,297	3.8%
International	3,021	3,790	-20.3%	6,535	8,593	-23.9%
AVERAGE DAILY CENSUS	53,773	55,072	-2.4%	57,653	57,390	0.5%
ISLANDS VISITED						
O'ahu	78,457	79,137	-0.9%	163,657	160,111	2.2%
O'ahu only	48,247	47,326	1.9%	99,363	97,373	2.0%
Kaua'i	28,210	28,408	-0.7%	58,527	56,594	3.4%
Kaua'i only	11,329	11,267	0.6%	23,999	22,827	5.1%
Maui County	57,510	58,113	-1.0%	115,629	112,821	2.5%
Maui	56,184	56,737	-1.0%	113,091	109,860	2.9%
Maui only	30,133	29,803	1.1%	59,622	57,471	3.7%
Moloka'i *	1,365	1,513	-9.8%	2,946	3,263	-9.7%
Moloka'i only *	178	153	16.3%	381	361	5.5%
Lāna'i *	2,510	2,426	3.5%	4,786	4,810	-0.5%
Lāna'i only *	322	379	-15.0%	581	868	-33.1%
Big Island	34,306	32,281	6.3%	68,857	66,880	3.0%
Kona side	29,365	27,473	6.9%	58,960	57,580	2.4%
Hilo side	13,099	12,669	3.4%	26,222	25,621	2.3%
Big Island only	15,239	13,162	15.8%	29,565	28,677	3.1%
Any Neighbor Island	95,982	94,411	1.7%	194,913	188,517	3.4%
NI only	65,772	62,600	5.1%	130,619	125,779	3.8%
O'ahu & NI	30,210	31,811	-5.0%	64,294	62,738	2.5%
Any one island only	105,448	102,090	3.3%	213,511	207,577	2.9%
Multiple Islands	38,781	39,647	-2.2%	80,765	78,313	3.1%
Avg. Islands Visited	1.39	1.41	-1.5%	1.40	1.40	-0.3%
Average Length of Stay in Hawai'i	10.81	10.88	-0.6%	11.75	11.84	-0.8%
ACCOMMODATIONS						
Plan to stay in Hotel	89,872	89,117	0.8%	181,956	175,704	3.6%
Hotel only	72,713	72,011	1.0%	147,706	141,869	4.1%
Plan to stay in Condo	22,898	22,588	1.4%	47,861	47,412	0.9%
Condo only	15,986	15,770	1.4%	33,341	33,226	0.3%
Plan to stay in Timeshare	16,492	16,144	2.2%	34,911	34,054	2.5%
Timeshare only	12,078	11,642	3.7%	25,778	24,483	5.3%
Cruise Ship	5,544	5,676	-2.3%	11,018	11,118	-0.9%
Friends/Relatives	16,777	16,945	-1.0%	33,282	33,877	-1.8%
Bed & Breakfast	2,310	2,028	13.9%	4,520	4,225	7.0%
Other	2,774	2,624	5.7%	5,560	5,779	-3.8%

* 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)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	111,932	109,520	2.2%	222,340	217,729	2.1%
Honeymoon	4,667	4,083	14.3%	9,387	8,939	5.0%
Get Married	1,422	1,205	18.0%	2,603	2,268	14.8%
Pleasure/Vacation	107,626	105,704	1.8%	213,547	209,457	2.0%
Mtgs/Conventions/Incentive	16,291	16,866	-3.4%	39,164	32,612	20.1%
Conventions	8,704	9,150	-4.9%	25,368	19,061	33.1%
Corporate Meetings	3,792	3,789	0.1%	7,493	7,038	6.5%
Incentive	4,615	4,737	-2.6%	8,105	7,913	2.4%
Other Business	6,710	5,801	15.7%	14,420	12,937	11.5%
Visit Friends/Rel.	15,834	15,909	-0.5%	31,576	31,050	1.7%
Gov't/Military	4,166	4,349	-4.2%	8,202	9,749	-15.9%
Attend School	158	135	17.0%	969	960	0.9%
Sport Events	697	643	8.4%	5,371	5,354	0.3%
TRAVEL STATUS						
% First Timers **	36.4	36.4	0.1	35.6	35.6	0.0
% Repeaters **	63.6	63.6	-0.1	64.4	64.4	0.0
Average # of Trips	4.55	4.56	-0.2%	4.72	4.76	-0.8%
Group Tour	9,570	9,612	-0.4%	20,791	17,508	18.8%
Non-Group	134,659	132,125	1.9%	273,485	256,842	6.5%
Package Trip	36,228	37,951	-4.5%	71,488	72,111	-0.9%
No Package	108,001	103,786	4.1%	222,788	206,704	7.8%
Net True Independent	105,449	101,336	4.1%	217,336	209,456	3.8%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	642,339	597,948	7.4%	1,285,004	1,215,235	5.7%
TOTAL VISITORS	107,754	102,906	4.7%	216,379	207,486	4.3%
Domestic	522	585	-10.8%	980	1,058	-7.4%
International	107,232	102,321	4.8%	215,399	206,428	4.3%
AVERAGE DAILY CENSUS	22,150	21,355	3.7%	21,417	20,597	4.0%
ISLANDS VISITED						
O'ahu	104,130	98,482	5.7%	208,525	199,303	4.6%
O'ahu only	86,811	83,827	3.6%	173,639	168,804	2.9%
Kaua'i	2,124	2,408	-11.8%	4,323	4,331	-0.2%
Kaua'i only	266	472	-43.6%	348	742	-53.1%
Maui County	5,651	4,333	30.4%	11,427	9,740	17.3%
Maui	5,584	4,227	32.1%	11,081	9,360	18.4%
Maui only	462	786	-41.2%	1,022	2,117	-51.7%
Moloka'i *	119	306	-61.1%	297	331	-10.3%
Moloka'i only *	0	0	NA	0	0	NA
Lāna'i *	239	342	-30.1%	593	653	-9.2%
Lāna'i only *	27	24	12.5%	52	158	-67.1%
Big Island	15,481	14,390	7.6%	31,047	28,224	10.0%
Kona side	10,194	8,889	14.7%	20,751	16,979	22.2%
Hilo side	6,696	7,342	-8.8%	13,648	14,399	-5.2%
Big Island only	2,764	2,836	-2.5%	6,157	4,716	30.6%
Any Neighbor Island	20,943	19,079	9.8%	42,740	38,682	10.5%
NI only	3,624	4,424	-18.1%	7,854	8,183	-4.0%
O'ahu & NI	17,319	14,655	18.2%	34,886	30,499	14.4%
Any one island only	90,330	87,945	2.7%	181,218	176,537	2.7%
Multiple Islands	17,424	14,961	16.5%	35,161	30,949	13.6%
Avg. Islands Visited	1.18	1.17	1.5%	1.18	1.17	1.3%
Average Length of Stay in Hawai'i	5.96	5.81	2.6%	5.94	5.86	1.4%
ACCOMMODATIONS						
Plan to stay in Hotel	96,555	90,775	6.4%	191,600	182,153	5.2%
Hotel only	94,792	88,984	6.5%	187,385	178,887	4.8%
Plan to stay in Condo	9,360	10,139	-7.7%	19,979	20,423	-2.2%
Condo only	8,020	8,853	-9.4%	16,656	17,637	-5.6%
Plan to stay in Timeshare	2,371	2,238	5.9%	6,130	5,439	12.7%
Timeshare only	1,854	1,657	11.9%	4,955	4,040	22.6%
Cruise Ship	81	27	200.0%	264	114	131.6%
Friends/Relatives	1,102	1,287	-14.4%	2,629	2,785	-5.6%
Bed & Breakfast	213	318	-33.0%	280	393	-28.8%
Other	3	1	200.0%	133	68	95.6%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	91,090	86,588	5.2%	188,655	179,750	5.0%
Honeymoon	20,813	16,013	30.0%	36,408	29,926	21.7%
Get Married	6,159	5,028	22.5%	9,835	8,804	11.7%
Pleasure/Vacation	69,005	69,911	-1.3%	151,345	148,028	2.2%
Mtgs/Conventions/Incentive	3,929	6,847	-42.6%	7,304	10,861	-32.8%
Conventions	1,138	604	88.4%	1,719	1,281	34.2%
Corporate Meetings	604	806	-25.1%	1,878	2,064	-9.0%
Incentive	2,360	5,529	-57.3%	3,968	7,815	-49.2%
Other Business	1,049	568	84.7%	1,610	1,435	12.2%
Visit Friends/Rel.	1,927	2,140	-10.0%	4,149	4,175	-0.6%
Gov't/Military	184	83	121.7%	206	220	-6.4%
Attend School	438	210	108.6%	554	399	38.8%
Sport Events	2,205	2,706	-18.5%	3,942	4,635	-15.0%
TRAVEL STATUS						
% First Timers **	46.3	47.1	-0.8	42.7	43.7	-1.0
% Repeaters **	53.7	52.9	0.8	57.3	56.3	1.0
Average # of Trips	3.51	3.41	2.9%	3.66	3.81	-4.0%
Group Tour	27,129	39,281	-30.9%	55,121	75,256	-26.8%
Non-Group	80,625	63,625	26.7%	161,258	121,736	32.5%
Package Trip	81,854	74,976	9.2%	161,487	152,731	5.7%
No Package	25,900	27,930	-7.3%	54,892	54,755	0.3%
Net True Independent	25,892	18,856	37.3%	54,866	41,012	33.8%

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

T A B L E 7. T O T A L C A N A D I A N V I S I T O R S B Y A I R

	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	887,536	769,106	15.4%	1,864,789	1,611,469	15.7%
TOTAL VISITORS	64,230	58,598	9.6%	128,293	117,371	9.3%
Domestic	22,845	25,148	-9.2%	44,360	50,302	-11.8%
International	41,385	33,450	23.7%	83,933	67,069	25.1%
AVERAGE DAILY CENSUS	30,605	27,468	11.4%	31,080	27,313	13.8%
ISLANDS VISITED						
O'ahu	28,236	26,901	5.0%	56,457	53,808	4.9%
O'ahu only	17,473	17,060	2.4%	36,037	33,609	7.2%
Kaua'i	8,838	9,068	-2.5%	17,546	17,530	0.1%
Kaua'i only	3,849	3,698	4.1%	8,027	7,038	14.1%
Maui County	31,755	27,953	13.6%	62,954	55,927	12.6%
Maui	31,302	27,675	13.1%	62,163	55,047	12.9%
Maui only	21,988	19,188	14.6%	44,341	38,609	14.8%
Moloka'i *	677	466	45.3%	1,247	1,292	-3.5%
Moloka'i only *	87	48	81.3%	157	166	-5.4%
Lāna'i *	776	573	35.4%	1,407	957	47.0%
Lāna'i only *	59	36	63.9%	105	66	59.1%
Big Island	14,147	12,415	14.0%	26,869	24,682	8.9%
Kona side	12,732	11,276	12.9%	24,469	22,509	8.7%
Hilo side	4,332	4,217	2.7%	8,663	8,167	6.1%
Big Island only	6,941	6,000	15.7%	13,302	12,287	8.3%
Any Neighbor Island	46,757	41,538	12.6%	92,256	83,762	10.1%
NI only	35,994	31,697	13.6%	71,836	63,563	13.0%
O'ahu & NI	10,763	9,841	9.4%	20,420	20,199	1.1%
Any one island only	50,397	46,030	9.5%	101,969	91,775	11.1%
Multiple Islands	13,833	12,568	10.1%	26,324	25,596	2.8%
Avg. Islands Visited	1.31	1.32	-0.6%	1.29	1.31	-1.1%
Average Length of Stay in Hawaii	13.82	13.13	5.3%	14.54	13.73	5.9%
ACCOMMODATIONS						
Plan to stay in Hotel	31,197	31,140	0.2%	62,371	59,226	5.3%
Hotel only	24,586	24,029	2.3%	48,161	45,643	5.5%
Plan to stay in Condo	23,603	21,040	12.2%	48,842	43,962	11.1%
Condo only	19,118	16,450	16.2%	39,040	34,954	11.7%
Plan to stay in Timeshare	5,902	5,269	12.0%	12,874	11,683	10.2%
Timeshare only	4,452	3,533	26.0%	9,209	7,816	17.8%
Cruise Ship	1,232	1,704	-27.7%	2,512	2,726	-7.9%
Friends/Relatives	2,826	2,706	4.4%	5,514	5,304	4.0%
Bed & Breakfast	834	844	-1.2%	1,586	1,741	-8.9%
Other	443	660	-32.9%	997	1,057	-5.7%

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

February 2012 Arrivals at a Glance

CATEGORY AND MMA	February 2012	February 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,098.9	1,013.2	8.5	2,443.6	2,193.8	11.4
Total by air	1,094.6	1,009.2	8.5	2,435.8	2,187.4	11.4
U.S. West	313.2	302.9	3.4	677.3	657.9	3.0
U.S. East	278.7	284.2	-1.9	625.4	625.7	0.0
Japan	193.5	171.4	12.8	412.0	349.3	18.0
Canada	135.2	124.6	8.5	300.4	259.7	15.7
All Others	174.0	126.1	38.0	420.6	294.8	42.7
Visitor arrivals by cruise ships	4.3	3.9	10.5	7.8	6.4	21.5
TOTAL VISITOR DAYS	6,011,648	5,664,284	6.1	13,007,212	12,101,566	7.5
Total by air	5,933,566	5,580,003	6.3	12,860,568	11,955,940	7.6
U.S. West	2,146,532	2,054,634	4.5	4,633,224	4,423,054	4.8
U.S. East	1,559,431	1,542,015	1.1	3,459,205	3,386,026	2.2
Japan	642,339	597,948	7.4	1,285,004	1,215,235	5.7
Canada	887,536	769,106	15.4	1,864,789	1,611,469	15.7
All Others	697,727	616,299	13.2	1,618,345	1,320,157	22.6
Visitor arrivals by cruise ships	78,082	84,281	-7.4	146,644	145,626	0.7
VISITOR ARRIVALS	626,367	593,018	5.6	1,269,983	1,190,506	6.7
Total by air	608,781	578,634	5.2	1,238,633	1,164,905	6.3
U.S. West	221,879	213,689	3.8	444,793	429,483	3.6
U.S. East	144,229	141,737	1.8	294,276	285,890	2.9
Japan	107,754	102,906	4.7	216,379	207,486	4.3
Canada	64,230	58,598	9.6	128,293	117,371	9.3
All Others	70,689	61,704	14.6	154,892	124,675	24.2
Visitor arrivals by cruise ships	17,586	14,384	22.3	31,350	25,601	22.5
AVERAGE LENGTH OF STAY	9.60	9.55	0.5	10.24	10.17	0.8
Total by air	9.75	9.64	1.1	10.38	10.26	1.2
U.S. West	9.67	9.62	0.6	10.42	10.30	1.1
U.S. East	10.81	10.88	-0.6	11.75	11.84	-0.8
Japan	5.96	5.81	2.6	5.94	5.86	1.4
Canada	13.82	13.13	5.3	14.54	13.73	5.9
All Others	9.87	9.99	-1.2	10.45	10.59	-1.3
Visitor arrivals by cruise ships	4.44	5.86	-24.2	4.68	5.69	-17.8
PER PERSON PER DAY SPENDING (\$)	182.8	178.9	2.2	187.9	181.3	3.6
Total by air	184.5	180.9	2.0	189.4	183.0	3.5
U.S. West	145.9	147.4	-1.0	146.2	148.7	-1.7
U.S. East	178.7	184.3	-3.0	180.8	184.8	-2.2
Japan	301.2	286.7	5.0	320.6	287.4	11.6
Canada	152.4	162.0	-6.0	161.1	161.2	0.0
All Others	249.3	204.6	21.9	259.9	223.3	16.4
Visitor arrivals by cruise ships	55.7	46.7	19.2	53.1	44.0	20.7
PER PERSON PER TRIP SPENDING (\$)	1,754.5	1,708.5	2.7	1,924.1	1,842.7	4.4
Total by air	1,798.0	1,744.1	3.1	1,966.5	1,877.7	4.7
U.S. West	1,411.5	1,417.3	-0.4	1,522.8	1,531.8	-0.6
U.S. East	1,932.5	2,005.1	-3.6	2,125.2	2,188.5	-2.9
Japan	1,795.5	1,666.1	7.8	1,904.1	1,683.4	13.1
Canada	2,105.5	2,126.6	-1.0	2,341.8	2,212.9	5.8
All Others	2,461.1	2,043.4	20.4	2,715.6	2,364.8	14.8
Visitor arrivals by cruise ships	247.1	273.5	-9.7	248.6	250.5	-0.7

Source: Hawai'i Tourism Authority

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7	\$2,443.6										
	Total by air	\$1,341.2	\$2,435.8										
	U.S. West	\$364.1	\$677.3										
	U.S. East	\$346.7	\$625.4										
	Japan	\$218.5	\$412.0										
	Canada	\$165.2	\$300.4										
	All Others	\$246.6	\$420.6										
Visitor arrivals by cruise ships	\$3.4	\$7.8											
Visitor days	TOTAL (air + ships)	6,995,564	13,007,212										
	Total by air	6,927,002	12,860,568										
	U.S. West	2,486,692	4,633,224										
	U.S. East	1,899,774	3,459,205										
	Japan	642,665	1,285,004										
	Canada	977,253	1,864,789										
	All Others	920,618	1,618,345										
Visitor arrivals by cruise ships	68,562	146,644											
Visitor arrivals	TOTAL (air + ships)	643,616	1,269,983										
	Total by air	629,852	1,238,633										
	U.S. West	222,914	444,793										
	U.S. East	150,047	294,276										
	Japan	108,625	216,379										
	Canada	64,063	128,293										
	All Others	84,203	154,892										
Visitor arrivals by cruise ships	13,764	31,350											
length of stay	TOTAL (air + ships)	10.87	10.24										
	Total by air	11.00	10.38										
	U.S. West	11.16	10.42										
	U.S. East	12.66	11.75										
	Japan	5.92	5.94										
	Canada	15.25	14.54										
	All Others	10.93	10.45										
Visitor arrivals by cruise ships	4.98	4.68											
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$192.2	\$187.9										
	Total by air	\$193.6	\$189.4										
	U.S. West	\$146.4	\$146.2										
	U.S. East	\$182.5	\$180.8										
	Japan	\$340.1	\$320.6										
	Canada	\$169.0	\$161.1										
	All Others	\$267.9	\$259.9										
Visitor arrivals by cruise ships	\$50.3	\$53.1											
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$2,089.2	\$1,924.1										
	Total by air	\$2,129.4	\$1,966.5										
	U.S. West	\$1,633.5	\$1,522.8										
	U.S. East	\$2,310.6	\$2,125.2										
	Japan	\$2,011.9	\$1,904.1										
	Canada	\$2,578.7	\$2,341.8										
	All Others	\$2,929.2	\$2,715.6										
Visitor arrivals by cruise ships	\$250.5	\$248.6											

Source:Hawai'i Tourism Authority

February 2012 Island Highlights

CATEGORY AND ISLAND	February 2012	February 2011	% change	YTD 2012	YTD 2011
TOTAL EXPENDITURES (\$mil.)	1,098.9	1,013.2	8.5	2,443.6	2,193.8
Total by air	1,094.6	1,009.2	8.5	2,435.8	2,187.4
O'ahu	519.3	486.6	6.7	1,174.8	1,036.1
Maui	306.1	279.5	9.5	672.6	603.3
Moloka'i	2.6	2.8	-8.7	6.6	6.2
Lāna'i	9.0	7.5	19.6	16.2	15.7
Kaua'i	114.0	98.1	16.2	232.4	211.8
Hawai'i Island	143.7	134.7	6.7	333.2	314.3
Visitor arrivals by cruise ships	4.3	3.9	10.5	7.8	6.4
TOTAL VISITOR DAYS	6,011,648	5,664,284	6.1	13,007,212	12,101,566
Total by air	5,933,566	5,580,003	6.3	12,860,568	11,955,940
O'ahu	2,682,763	2,529,916	6.0	5,859,826	5,451,384
Maui	1,618,283	1,517,842	6.6	3,437,785	3,167,516
Moloka'i	25,655	23,394	9.7	62,328	56,679
Lāna'i	24,417	23,862	2.3	50,329	48,043
Kaua'i	649,814	607,179	7.0	1,380,895	1,279,791
Hawai'i Island	932,634	877,809	6.2	2,069,404	1,952,527
Visitor arrivals by cruise ships	78,082	84,281	-7.4	146,644	145,626
VISITOR ARRIVALS	626,367	593,018	5.6	1,269,983	1,190,506
Total by air	608,781	578,634	5.2	1,238,633	1,164,905
O'ahu	367,053	349,056	5.2	757,173	708,903
Maui	183,801	176,249	4.3	372,531	349,893
Moloka'i	4,715	4,544	3.8	9,652	9,335
Lāna'i	6,102	6,102	0.0	12,503	11,889
Kaua'i	82,301	76,983	6.9	165,661	152,790
Hawai'i Island	120,713	117,009	3.2	245,708	232,364
Visitor arrivals by cruise ships	17,586	14,384	22.3	31,350	25,601
AVERAGE LENGTH OF STAY	9.60	9.55	0.5	10.24	10.17
Total by air	9.75	9.64	1.1	10.38	10.26
O'ahu	7.31	7.25	0.8	7.74	7.69
Maui	8.80	8.61	2.2	9.23	9.05
Moloka'i	5.44	5.15	5.7	6.46	6.07
Lāna'i	4.00	3.91	2.3	4.03	4.04
Kaua'i	7.90	7.89	0.1	8.34	8.38
Hawai'i Island	7.73	7.50	3.0	8.42	8.40
Visitor arrivals by cruise ships	4.44	5.86	-24.2	4.68	5.69
PER PERSON PER DAY SPENDING (\$)	182.8	178.9	2.2	187.9	181.3
Total by air	184.5	180.9	2.0	189.4	183.0
O'ahu	193.6	192.3	0.6	200.5	190.1
Maui	189.1	184.1	2.7	195.6	190.5
Moloka'i	101.3	121.7	-16.7	105.2	108.5
Lāna'i	367.0	314.0	16.9	322.3	327.8
Kaua'i	175.4	161.5	8.6	168.3	165.5
Hawai'i Island	154.1	153.5	0.4	161.0	160.9
Visitor arrivals by cruise ships	55.7	46.7	19.2	53.1	44.0
PER PERSON PER TRIP SPENDING (\$)	1,754.5	1,708.5	2.7	1,924.1	1,842.7
Total by air	1,798.0	1,744.1	3.1	1,966.5	1,877.7
O'ahu	1,414.8	1,394.0	1.5	1,551.5	1,461.6
Maui	1,665.1	1,585.9	5.0	1,805.5	1,724.4
Moloka'i	551.3	626.4	-12.0	679.6	659.1
Lāna'i	1,468.4	1,228.0	19.6	1,297.3	1,324.4
Kaua'i	1,384.8	1,274.1	8.7	1,403.1	1,386.0
Hawai'i Island	1,190.3	1,151.4	3.4	1,356.2	1,352.4
Visitor arrivals by cruise ships	247.1	273.5	-9.7	248.6	250.5

Source: Hawai'i Tourism Authority

YEAR-TO-DATE	ISLAND												
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7	\$2,443.6										
	Total by air	\$1,341.2	\$2,435.8										
	O'ahu	\$655.4	\$1,174.8										
	Maui	\$366.5	\$672.6										
	Moloka'i	\$4.0	\$6.6										
	Lāna'i	\$7.3	\$16.2										
	Kaua'i	\$118.5	\$232.4										
	Hawai'i Island Visitor arrivals by cruise ships	\$189.6 \$3.4	\$333.2 \$7.8										
Visitor days	TOTAL (air + ships)	6,995,564	13,007,212										
	Total by air	6,927,002	12,860,568										
	O'ahu	3,177,062	5,859,826										
	Maui	1,819,502	3,437,785										
	Moloka'i	36,673	62,328										
	Lāna'i	25,913	50,329										
	Kaua'i	731,081	1,380,895										
	Hawai'i Island Visitor arrivals by cruise ships	1,136,770 68,562	2,069,404 146,644										
Visitor arrivals	TOTAL (air + ships)	643,616	1,269,983										
	Total by air	629,852	1,238,633										
	O'ahu	390,120	757,173										
	Maui	188,730	372,531										
	Moloka'i	4,937	9,652										
	Lāna'i	6,401	12,503										
	Kaua'i	83,360	165,661										
	Hawai'i Island Visitor arrivals by cruise ships	124,995 13,764	245,708 31,350										
Length of stay	TOTAL (air + ships)	10.87	10.24										
	Total by air	11.00	10.38										
	O'ahu	8.14	7.74										
	Maui	9.64	9.23										
	Moloka'i	7.43	6.46										
	Lāna'i	4.05	4.03										
	Kaua'i	8.77	8.34										
	Hawai'i Island Visitor arrivals by cruise ships	9.09 4.98	8.42 4.68										
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$192.2	\$187.9										
	Total by air	\$193.6	\$189.4										
	O'ahu	\$206.3	\$200.5										
	Maui	\$201.4	\$195.6										
	Moloka'i	\$108.0	\$105.2										
	Lāna'i	\$280.2	\$322.3										
	Kaua'i	\$162.0	\$168.3										
	Hawai'i Island Visitor arrivals by cruise ships	\$166.8 \$50.3	\$161.0 \$53.1										
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$2,089.2	\$1,924.1										
	Total by air	\$2,129.4	\$1,966.5										
	O'ahu	\$1,680.1	\$1,551.5										
	Maui	\$1,942.1	\$1,805.5										
	Moloka'i	\$802.0	\$679.6										
	Lāna'i	\$1,134.3	\$1,297.3										
	Kaua'i	\$1,421.1	\$1,403.1										
	Hawai'i Island Visitor arrivals by cruise ships	\$1,516.5 \$250.5	\$1,356.2 \$248.6										

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	FEBRUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	180,858	215,859	-16.2%	353,547	429,758	-17.7%
TOTAL VISITORS	26,888	23,769	13.1%	50,155	45,909	9.2%
ARRIVED BY SHIP	17,586	14,384	22.3%	31,350	25,605	22.4%
ARRIVED BY AIR	9,302	9,385	-0.9%	18,805	20,304	-7.4%
NUMBER OF SHIP ARRIVALS	10	7	42.9%	19	15	26.7%
ISLANDS VISITED						
Oahu	26,888	23,769	13.1%	50,155	45,909	9.2%
Kauai	22,940	22,016	4.2%	45,084	41,611	8.3%
Maui County	23,111	23,769	-2.8%	46,378	43,961	5.5%
Maui	23,111	23,769	-2.8%	46,378	43,961	5.5%
Molokai	402	257	56.2%	656	525	24.9%
Lanai	683	494	38.3%	1,160	847	36.9%
Big Island	22,808	22,052	3.4%	46,076	42,139	9.3%
Average Islands Visited	3.60	3.89	-7.3%	4.0	3.81	5.7%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	0.93	2.87	-67.5%	1.09	3.00	-63.8%
Days in Hawaii during Cruise	4.50	4.90	-8.1%	5.20	5.05	2.9%
Days in Hawaii after Cruise	1.29	1.31	-1.8%	1.41	1.31	8.2%
Total days in Hawaii	6.73	9.08	-25.9%	7.70	9.36	-17.7%
ACCOMMODATIONS						
Hotel	11,262	10,427	8.0%	21,530	21,327	1.0%
Hotel only	9,095	9,174	-0.9%	17,842	18,618	-4.2%
Condo	1,602	789	103.1%	2,831	1,879	50.7%
Condo only	360	220	63.8%	718	539	33.3%
Timeshare	1,056	737	43.3%	2,009	1,776	13.1%
Timeshare Only	264	293	-9.9%	610	807	-24.4%
Bed & Breakfast	95	70	35.5%	197	185	6.4%
Bed & Breakfast only	-	17	-100.0%	24	41	-41.0%
Friends & relatives	686	409	67.9%	1,209	848	42.6%
Other accommodation	1,180	484	144.1%	1,905	824	131.3%
Accommodation (NET)	13,089	11,391	14.9%	24,729	23,541	5.0%
Cruise only	13,799	12,378	11.5%	25,426	22,368	13.7%
TRAVEL STATUS						
% First timers	39.2	40.7	-1.51	38.4	40.3	-1.95
% Repeat visitors	60.8	59.3	1.51	61.6	59.7	1.95

Source: Hawai'i Tourism Authority

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2012 vs 2011

February	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
Total Seats	768,037	725,659	5.8%	523,666	510,750	2.5%	146,185	132,475	10.3%	52,158	50,290	3.7%	5,181	0	NA	40,847	32,144	27.1%
Scheduled Seats	758,602	716,479	5.9%	514,231	501,570	2.5%	146,185	132,475	10.3%	52,158	50,290	3.7%	5,181	0	NA	40,847	32,144	27.1%
Charter seats	9,435	9,180	2.8%	9,435	9,180	2.8%												
Domestic Seats	506,367	501,252	1.0%	292,611	308,790	-5.2%	120,564	113,240	6.5%	49,322	48,262	2.2%	5,181	0	NA	38,689	30,960	25.0%
Scheduled Seats	500,847	496,284	0.9%	287,091	303,822	-5.5%	120,564	113,240	6.5%	49,322	48,262	2.2%	5,181	0	NA	38,689	30,960	25.0%
Charter seats	5,520	4,968	11.1%	5,520	4,968	11.1%												
US West	452,101	436,322	3.6%	245,882	252,248	-2.5%	113,027	104,852	7.8%	49,322	48,262	2.2%	5,181	0	NA	38,689	30,960	25.0%
...Anchorage	6,437	5,920	8.7%	4,553	4,144	9.9%	1,884	1,776	6.1%									
...Bellingham	4,553	4,144	9.9%	4,553	4,144	9.9%												
...Denver	11,938	12,680	-5.9%	6,454	7,560	-14.6%	3,904	3,416	14.3%	852	976	-12.7%				728	728	0.0%
...Las Vegas	20,778	19,992	3.9%	18,510	17,976	3.0%	2,268	2,016	12.5%									
...Los Angeles	157,001	154,636	1.5%	78,744	83,864	-6.1%	36,450	36,892	-1.2%	17,857	17,668	1.1%	4,553	0	NA	19,397	16,212	19.6%
...Oakland	20,446	11,200	82.6%	7,308	7,056	3.6%	8,585	2,368	262.5%	1,884	1,776	6.1%				2,669	0	NA
...Phoenix	32,958	30,806	7.0%	16,238	16,176	0.4%	7,030	5,320	32.1%	5,510	5,320	3.6%				4,180	3,990	4.8%
...Portland	18,926	24,768	-23.6%	11,861	11,200	5.9%	4,553	11,200	-59.3%	2,512	2,368	6.1%						
...Sacramento	11,861	11,200	5.9%	7,308	7,056	3.6%	4,553	4,144	9.9%									
...Salt Lake City	7,598	6,048	25.6%	7,598	6,048	25.6%												
...San Diego	16,414	11,200	46.6%	11,861	7,056	68.1%	4,553	4,144	9.9%									
...San Francisco	68,477	82,228	-16.7%	36,123	48,020	-24.8%	15,004	16,456	-8.8%	11,444	11,866	-3.6%	628	0	NA	5,278	5,886	-10.3%
...San Jose	19,690	11,200	75.8%	7,308	7,056	3.6%	7,829	1,776	340.8%	2,669	2,368	12.7%				1,884	0	NA
...Seattle	55,024	50,300	9.4%	27,463	24,892	10.3%	16,414	15,344	7.0%	6,594	5,920	11.4%				4,553	4,144	9.9%
US East	48,746	59,962	-18.7%	41,209	51,574	-20.1%	7,537	8,388	-10.1%									
...Atlanta	8,642	8,344	3.6%	8,642	8,344	3.6%												
...Chicago	8,349	17,007	-50.9%	7,337	14,919	-50.8%	1,012	2,088	-51.5%									
...Dallas	19,575	18,900	3.6%	13,050	12,600	3.6%	6,525	6,300	3.6%									
...Houston	6,090	5,980	1.8%	6,090	5,980	1.8%												
...Minneapolis	0	3,576	-100.0%	0	3,576	-100.0%												
...Newark	6,090	6,155	-1.1%	6,090	6,155	-1.1%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2012 vs 2011 (Cont.)

February	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
International Seats	261,670	224,407	16.6%	231,055	201,960	14.4%	25,621	19,235	33.2%	2,836	2,028	39.8%	0	0	NA	2,158	1,184	82.3%
Scheduled Seats	257,755	220,195	17.1%	227,140	197,748	14.9%	25,621	19,235	33.2%	2,836	2,028	39.8%	0	0	NA	2,158	1,184	82.3%
Charter Seats	3,915	4,212	-7.1%	3,915	4,212	-7.1%												
Japan	138,432	129,520	6.9%	138,432	129,520	6.9%												
...Fukuoka	3,570	0	NA	3,570	0	NA												
...Nagoya	12,180	12,628	-3.5%	12,180	12,628	-3.5%												
...Osaka	25,462	14,224	79.0%	25,462	14,224	79.0%												
...Tokyo-HND	23,113	18,928	22.1%	23,113	18,928	22.1%												
...Tokyo-NRT	74,107	83,740	-11.5%	74,107	83,740	-11.5%												
Canada	48,656	37,537	29.6%	18,041	15,090	19.6%	25,621	19,235	33.2%	2,836	2,028	39.8%	0	0	NA	2,158	1,184	82.3%
...Calgary	10,467	7,254	44.3%	2,564	2,126	20.6%	7,903	5,128	54.1%									
...Edmonton	1,971	1,095	80.0%				1,971	1,095	80.0%									
...Vancouver	35,538	28,644	24.1%	14,797	12,420	19.1%	15,747	13,012	21.0%	2,836	2,028	39.8%	0	0	NA	2,158	1,184	82.3%
...Victoria	680	544	25.0%	680	544	25.0%												
Other Asia	28,192	18,622	51.4%	28,192	18,622	51.4%												
...Seoul	25,896	18,622	39.1%	25,896	18,622	39.1%												
...Shanghai	2,296	0	NA	2,296	0	NA												
Oceania	20,977	13,444	56.0%	20,977	13,444	56.0%												
...Auckland	1,872	1,816	3.1%	1,872	1,816	3.1%												
...Brisbane	1,365	0	NA	1,365	0	NA												
...Melbourne	1,092	0	NA	1,092	0	NA												
...Sydney	16,648	11,628	43.2%	16,648	11,628	43.2%												
Other	21,498	21,072	2.0%	21,498	21,072	2.0%												
...Apia	648	592	9.5%	648	592	9.5%												
...Christmas	600	544	10.3%	600	544	10.3%												
...Guam	7,337	5,980	22.7%	7,337	5,980	22.7%												
...Majuro	2,041	2,512	-18.8%	2,041	2,512	-18.8%												
...Manila	7,200	7,200	0.0%	7,200	7,200	0.0%												
...Nadi	648	1,220	-46.9%	648	1,220	-46.9%												
...Pago Pago	2,016	2,016	0.0%	2,016	2,016	0.0%												
...Papeete	1,008	1,008	0.0%	1,008	1,008	0.0%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2012 vs 2011 (Cont.)

YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
Total Seats	1,596,202	1,528,818	4.4%	1,096,601	1,077,614	1.8%	299,651	277,849	7.8%	105,558	105,236	0.3%	10,676	0	NA	83,716	68,119	22.9%
Scheduled Seats	1,575,249	1,511,460	4.2%	1,075,648	1,060,256	1.5%	299,651	277,849	7.8%	105,558	105,236	0.3%	10,676	0	NA	83,716	68,119	22.9%
Charter seats	20,953	17,358	20.7%	20,953	17,358	20.7%												
Domestic Seats	1,043,647	1,061,024	-1.6%	607,124	654,169	-7.2%	246,893	240,431	2.7%	99,554	100,821	-1.3%	10,676	0	NA	79,400	65,603	21.0%
Scheduled Seats	1,031,503	1,049,984	-1.8%	594,980	643,129	-7.5%	246,893	240,431	2.7%	99,554	100,821	-1.3%	10,676	0	NA	79,400	65,603	21.0%
Charter seats	12,144	11,040	10.0%	12,144	11,040	10.0%												
US West	928,694	922,326	0.7%	507,695	532,802	-4.7%	231,369	223,100	3.7%	99,554	100,821	-1.3%	10,676	0	NA	79,400	65,603	21.0%
...Anchorage	13,345	12,580	6.1%	9,420	8,732	7.9%	3,925	3,848	2.0%									
...Bellingham	9,420	7,844	20.1%	9,420	7,844	20.1%												
...Denver	21,368	24,992	-14.5%	12,964	16,034	-19.1%	5,368	5,124	4.8%	1,580	2,196	-28.1%				1,456	1,638	-11.1%
...Las Vegas	42,876	42,342	1.3%	38,340	38,058	0.7%	4,536	4,284	5.9%									
...Los Angeles	323,121	326,574	-1.1%	163,635	177,766	-7.9%	74,878	78,094	-4.1%	35,488	36,085	-1.7%	9,420	0	NA	39,700	34,629	14.6%
...Oakland	41,016	26,120	57.0%	15,120	14,868	1.7%	16,476	7,552	118.2%	4,082	3,700	10.3%				5,338	0	NA
...Orange County	496	2,448	-79.7%	248	1,224	-79.7%	248	1,224	-79.7%									
...Phoenix	69,460	65,788	5.6%	34,690	34,818	-0.4%	15,010	11,780	27.4%	11,400	11,210	1.7%				8,360	7,980	4.8%
...Portland	41,818	52,232	-19.9%	24,540	23,600	4.0%	11,940	23,600	-49.4%	5,338	5,032	6.1%						
...Sacramento	24,540	23,600	4.0%	15,120	14,868	1.7%	9,420	8,732	7.9%									
...Salt Lake City	15,720	12,744	23.4%	15,720	12,744	23.4%												
...San Diego	33,960	23,600	43.9%	24,540	14,868	65.1%	9,420	8,732	7.9%									
...San Francisco	138,096	172,014	-19.7%	71,746	100,158	-28.4%	31,224	34,098	-8.4%	22,826	25,134	-9.2%	1,256	0	NA	11,044	12,624	-12.5%
...San Jose	39,504	23,600	67.4%	15,120	14,868	1.7%	14,964	3,700	304.4%	5,338	5,032	6.1%				4,082	0	NA
...Seattle	113,954	105,848	7.7%	57,072	52,352	9.0%	33,960	32,332	5.0%	13,502	12,432	8.6%				9,420	8,732	7.9%
US East	102,809	127,658	-19.5%	87,285	110,327	-20.9%	15,524	17,331	-10.4%									
...Atlanta	17,880	17,582	1.7%	17,880	17,582	1.7%												
...Chicago	19,229	33,643	-42.8%	17,205	29,587	-41.8%	2,024	4,056	-50.1%									
...Dallas	40,500	39,825	1.7%	27,000	26,550	1.7%	13,500	13,275	1.7%									
...Detroit	0	298	-100.0%	0	298	-100.0%												
...Houston	12,600	14,505	-13.1%	12,600	14,505	-13.1%												
...Minneapolis	0	8,940	-100.0%	0	8,940	-100.0%												
...Newark	12,600	12,865	-2.1%	12,600	12,865	-2.1%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2012 vs 2011 (Cont.)

YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
International Seats	552,555	467,794	18.1%	489,477	423,445	15.6%	52,758	37,418	41.0%	6,004	4,415	36.0%	0	0	NA	4,316	2,516	71.5%
Scheduled Seats	543,746	461,476	17.8%	480,668	417,127	15.2%	52,758	37,418	41.0%	6,004	4,415	36.0%	0	0	NA	4,316	2,516	71.5%
Charter Seats	8,809	6,318	39.4%	8,809	6,318	39.4%												
Japan	288,719	273,549	5.5%	288,719	273,549	5.5%												
...Fukuoka	8,190	0	NA	8,190	0	NA												
...Nagoya	25,672	26,609	-3.5%	25,672	26,609	-3.5%												
...Osaka	52,460	29,972	75.0%	52,460	29,972	75.0%												
...Tokyo-HND	47,820	39,884	19.9%	47,820	39,884	19.9%												
...Tokyo-NRT	154,577	177,084	-12.7%	154,577	177,084	-12.7%												
Canada	100,457	75,675	32.7%	37,379	31,326	19.3%	52,758	37,418	41.0%	6,004	4,415	36.0%				4,316	2,516	71.5%
...Calgary	21,575	12,951	66.6%	5,339	4,025	32.6%	16,236	8,926	81.9%									
...Edmonton	3,942	1,095	260.0%				3,942	1,095	260.0%									
...Vancouver	73,716	60,541	21.8%	30,816	26,213	17.6%	32,580	27,397	18.9%	6,004	4,415	36.0%				4,316	2,516	71.5%
...Victoria	1,224	1,088	12.5%	1,224	1,088	12.5%												
Other Asia	61,411	37,211	65.0%	61,411	37,211	65.0%												
...Seoul	56,532	37,211	51.9%	56,532	37,211	51.9%												
...Shanghai	4,879	0	NA	4,879	0	NA												
Oceania	48,091	30,124	59.6%	48,091	30,124	59.6%												
...Auckland	3,978	3,859	3.1%	3,978	3,859	3.1%												
...Brisbane	3,549	0	NA	3,549	0	NA												
...Melbourne	3,276	0	NA	3,276	0	NA												
...Sydney	37,288	26,265	42.0%	37,288	26,265	42.0%												
Other	45,068	44,917	0.3%	45,068	44,917	0.3%												
...Apia	1,296	1,184	9.5%	1,296	1,184	9.5%												
...Christmas	1,080	1,088	-0.7%	1,080	1,088	-0.7%												
...Guam	15,180	12,590	20.6%	15,180	12,590	20.6%												
...Majuro	4,082	5,338	-23.5%	4,082	5,338	-23.5%												
...Manila	15,168	15,168	0.0%	15,168	15,168	0.0%												
...Nadi	1,458	2,745	-46.9%	1,458	2,745	-46.9%												
...Pago Pago	4,536	4,536	0.0%	4,536	4,536	0.0%												
...Papeete	2,268	2,268	0.0%	2,268	2,268	0.0%												

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