

	TABLE 1. TOTAL VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	6,481,577	5,793,923	11.9%	19,342,145	17,749,863	9.0%
TOTAL VISITORS	695,800	615,553	13.0%	1,934,433	1,780,458	8.6%
DOMESTIC	474,264	443,298	7.0%	1,301,485	1,241,339	4.8%
INTERNATIONAL	221,536	172,255	28.6%	632,948	539,119	17.4%
AVERAGE DAILY CENSUS	209,083	186,901	11.9%	212,551	197,221	7.8%
TOTAL AIR SEATS (EST)	871,566	824,419	5.7%	2,467,768	2,354,347	4.8%
TOTAL LOAD FACTOR (EST)	91.4%	88.0%	3.4	90.1%	88.6%	1.6
ISLANDS VISITED						
O'ahu	410,398	358,629	14.4%	1,167,571	1,067,532	9.4%
O'ahu only	301,448	261,970	15.1%	856,888	783,720	9.3%
Kaua'i	94,733	82,054	15.5%	260,394	234,844	10.9%
Kaua'i only	54,073	43,187	25.2%	140,535	119,908	17.2%
Maui County	218,856	205,758	6.4%	599,505	564,711	6.2%
Maui	215,047	201,602	6.7%	587,579	551,495	6.5%
Maui only	142,251	132,038	7.7%	373,889	353,257	5.8%
Moloka'i *	4,302	7,578	-43.2%	13,954	16,913	-17.5%
Moloka'i only *	636	659	-3.5%	2,208	2,063	7.0%
Lāna'i *	6,836	9,467	-27.8%	19,339	21,356	-9.4%
Lāna'i only *	1,172	1,235	-5.1%	3,011	3,758	-19.9%
Big Island	134,474	119,090	12.9%	380,182	351,454	8.2%
Kona side	113,237	100,582	12.6%	318,598	296,316	7.5%
Hilo side	48,017	44,503	7.9%	135,916	126,600	7.4%
Big Island only	67,401	62,638	7.6%	186,814	178,876	4.4%
Any Neighbor Island	394,352	353,583	11.5%	1,077,545	996,738	8.1%
NI only	285,402	256,924	11.1%	766,862	712,926	7.6%
O'ahu & NI	108,950	96,659	12.7%	310,683	283,812	9.5%
Any one island only	566,981	501,727	13.0%	1,563,345	1,441,582	8.4%
Multiple Islands	128,819	113,826	13.2%	371,088	338,876	9.5%
Avg. Islands Visited	1.24	1.26	-1.6%	1.26	1.26	-0.4%
Average Length of Stay in Hawai'i	9.32	9.41	-1.0%	10.00	9.97	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	432,309	375,742	15.1%	1,213,107	1,100,889	10.2%
Hotel only	376,451	326,710	15.2%	1,056,487	959,404	10.1%
Plan to stay in Condo	134,170	124,027	8.2%	364,945	349,731	4.4%
Condo only	106,569	99,631	7.0%	285,528	275,915	3.5%
Plan to stay in Timeshare	66,275	56,131	18.1%	174,408	161,245	8.2%
Timeshare only	51,870	42,680	21.5%	133,646	121,203	10.3%
Cruise Ship	12,163	10,504	15.8%	31,932	30,071	6.2%
Friends/Relatives	63,048	59,535	5.9%	181,423	169,914	6.8%
Bed & Breakfast	6,470	6,089	6.3%	20,583	19,481	5.7%
Other	8,428	9,145	-7.8%	26,839	28,865	-7.0%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	585,441	501,775	16.7%	1,598,722	1,442,657	10.8%
Honeymoon	40,307	32,631	23.5%	110,593	94,054	17.6%
Get Married	8,188	8,821	-7.2%	26,465	25,942	2.0%
Pleasure/Vacation	545,129	469,163	16.2%	1,488,096	1,346,897	10.5%
Mtgs/Conventions/Incentive	40,421	47,237	-14.4%	136,654	141,101	-3.2%
Conventions	22,135	27,367	-19.1%	81,658	78,122	4.5%
Corporate Meetings	7,563	9,096	-16.9%	27,488	30,993	-11.3%
Incentive	12,239	12,805	-4.4%	32,555	37,463	-13.1%
Other Business	21,850	19,980	9.4%	65,384	62,532	4.6%
Visit Friends/Rel.	57,890	54,656	5.9%	162,779	153,317	6.2%
Gov't/Military	8,143	10,837	-24.9%	24,763	30,928	-19.9%
Attend School	1,638	1,002	63.5%	5,759	4,985	15.5%
Sport Events	6,499	5,195	25.1%	25,442	23,779	7.0%
TRAVEL STATUS						
% First Timers **	34.5	33.7	0.8	33.3	32.8	0.5
% Repeaters **	65.5	66.3	-0.8	66.7	67.2	-0.5
Average # of Trips	4.82	4.97	-3.0%	5.07	5.19	-2.3%
Group Tour	61,417	53,153	15.5%	168,677	182,540	-7.6%
Non-Group	634,383	562,400	12.8%	1,765,756	1,597,918	10.5%
Package Trip	232,598	204,091	14.0%	641,879	590,216	8.8%
No Package	463,202	411,462	12.6%	1,292,554	1,190,242	8.6%
Net True Independent	452,548	401,965	12.6%	1,270,351	1,153,828	10.1%

** 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		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
DOMESTIC VISITOR DAYS	4,538,706	4,286,692	5.9%	13,815,342	13,215,611	4.5%
DOMESTIC VISITORS	474,264	443,298	7.0%	1,301,485	1,241,339	4.8%
DOMESTIC AVERAGE DAILY CENSUS	146,410	138,280	5.9%	151,817	146,840	3.4%
DOMESTIC AIR SEATS (EST)	583,593	578,025	1.0%	1,627,240	1,639,049	-0.7%
DOMESTIC LOAD FACTOR (EST)	96.2%	92.7%	3.5	95.2%	91.4%	3.8
ISLANDS VISITED						
O'ahu	228,063	218,014	4.6%	641,978	615,317	4.3%
O'ahu only	163,681	154,400	6.0%	453,478	431,507	5.1%
Kaua'i	83,309	74,052	12.5%	227,500	208,944	8.9%
Kaua'i only	49,911	41,281	20.9%	130,150	113,217	15.0%
Maui County	171,785	166,818	3.0%	469,303	460,071	2.0%
Maui	168,366	163,018	3.3%	458,899	448,785	2.3%
Maui only	117,481	112,124	4.8%	307,813	301,633	2.0%
Moloka'i *	3,532	6,754	-47.7%	11,342	14,635	-22.5%
Moloka'i only *	619	639	-3.1%	2,029	1,937	4.7%
Lāna'i *	5,326	8,525	-37.5%	15,358	18,675	-17.8%
Lāna'i only *	1,093	1,231	-11.2%	2,795	3,321	-15.8%
Big Island	98,259	93,006	5.6%	279,319	268,831	3.9%
Kona side	86,664	81,529	6.3%	243,800	235,572	3.5%
Hilo side	32,175	31,666	1.6%	91,242	87,382	4.4%
Big Island only	60,219	54,793	9.9%	164,554	157,092	4.8%
Any Neighbor Island	310,583	288,898	7.5%	848,007	809,832	4.7%
NI only	246,201	225,284	9.3%	659,507	626,022	5.3%
O'ahu & NI	64,382	63,614	1.2%	188,500	183,810	2.6%
Any one island only	393,004	364,468	7.8%	1,060,819	1,008,707	5.2%
Multiple Islands	81,260	78,830	3.1%	240,666	232,632	3.5%
Avg. Islands Visited	1.24	1.27	-2.6%	1.26	1.27	-1.0%
Average Length of Stay in Hawai'i	9.57	9.67	-1.0%	10.62	10.65	-0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	262,133	246,773	6.2%	721,448	683,521	5.5%
Hotel only	219,848	206,490	6.5%	601,573	568,730	5.8%
Plan to stay in Condo	96,874	92,421	4.8%	265,029	262,751	0.9%
Condo only	77,004	73,346	5.0%	206,958	206,075	0.4%
Plan to stay in Timeshare	54,626	49,398	10.6%	144,952	140,951	2.8%
Timeshare only	42,021	37,827	11.1%	110,460	107,005	3.2%
Cruise Ship	10,557	9,233	14.3%	27,456	26,417	3.9%
Friends/Relatives	54,049	53,201	1.6%	154,966	150,310	3.1%
Bed & Breakfast	5,672	5,194	9.2%	17,612	16,239	8.5%
Other	7,782	7,621	2.1%	23,685	22,749	4.1%

* 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		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	393,588	358,547	9.8%	1,049,294	992,644	5.7%
Honeymoon	12,129	12,539	-3.3%	33,864	33,351	1.5%
Get Married	4,017	3,900	3.0%	10,962	10,325	6.2%
Pleasure/Vacation	381,670	346,563	10.1%	1,016,320	960,803	5.8%
Mtgs/Conventions/Incentive	29,460	35,277	-16.5%	105,460	104,081	1.3%
Conventions	15,676	21,161	-25.9%	64,147	62,198	3.1%
Corporate Meetings	6,693	7,032	-4.8%	22,650	22,598	0.2%
Incentive	8,499	8,823	-3.7%	23,122	23,695	-2.4%
Other Business	18,797	18,126	3.7%	58,897	56,288	4.6%
Visit Friends/Rel.	48,767	48,545	0.5%	139,008	134,463	3.4%
Gov't/Military	6,804	7,192	-5.4%	20,789	22,715	-8.5%
Attend School	641	741	-13.5%	3,553	3,705	-4.1%
Sport Events	3,590	3,186	12.7%	17,081	16,323	4.6%
TRAVEL STATUS						
% First Timers **	28.4	29.1	-0.7	27.1	27.3	-0.2
% Repeaters **	71.6	70.9	0.7	72.9	72.7	0.2
Average # of Trips	5.58	5.50	1.5%	5.91	5.88	0.5%
Group Tour	19,765	18,918	4.5%	57,595	52,389	9.9%
Non-Group	454,499	424,380	7.1%	1,243,890	1,188,950	4.6%
Package Trip	108,733	110,228	-1.4%	285,107	289,442	-1.5%
No Package	365,531	333,070	9.7%	1,016,378	951,897	6.8%
Net True Independent	359,564	327,444	9.8%	998,862	936,536	6.7%

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

T A B L E 2. D O M E S T I C V I S I T O R S B Y A I R (C O N T.)
(Visitors Arriving on Domestic Flights)

	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
UNITED STATES	419,880	389,937	7.7%	1,144,767	1,086,655	5.3%
Pacific Region	199,800	176,398	13.3%	546,664	507,897	7.6%
...California	126,445	100,225	26.2%	339,124	290,890	16.6%
...Oregon	21,889	22,809	-4.0%	56,437	60,610	-6.9%
...Washington	41,238	43,121	-4.4%	122,262	127,514	-4.1%
Mountain Region	60,402	57,192	5.6%	149,734	144,213	3.8%
West North Central	28,088	29,668	-5.3%	85,927	84,294	1.9%
West South Central	27,205	26,164	4.0%	63,297	58,112	8.9%
...Texas	22,126	20,699	6.9%	49,964	45,226	10.5%
East North Central	41,880	42,198	-0.8%	113,610	112,824	0.7%
East South Central	6,879	6,974	-1.4%	18,649	17,606	5.9%
New England	8,678	8,629	0.6%	28,630	28,967	-1.2%
Middle Atlantic	17,930	17,235	4.0%	57,375	56,359	1.8%
...New Jersey	4,292	3,970	8.1%	13,352	12,815	4.2%
...New York	7,717	7,642	1.0%	27,278	26,753	2.0%
South Atlantic	28,523	25,056	13.8%	79,435	75,060	5.8%
CANADA	27,176	29,668	-8.4%	71,536	79,970	-10.5%
JAPAN	631	652	-3.2%	1,611	1,710	-5.8%
EUROPE MMA	6,680	5,874	13.7%	18,780	17,276	8.7%
...France	528	496	6.5%	1,917	1,729	10.9%
...Germany	2,740	2,308	18.7%	7,199	6,284	14.6%
...Italy	332	316	5.1%	1,100	1,143	-3.8%
...Switzerland	647	614	5.4%	2,087	1,773	17.7%
...United Kingdom	2,433	2,140	13.7%	6,477	6,347	2.0%
OTHER ASIA MMA	4,468	3,793	17.8%	14,070	11,890	18.3%
...People's Republic of China	2,339	1,763	32.7%	7,986	5,763	38.6%
...Taiwan	190	153	24.2%	416	377	10.3%
...Hong Kong	104	94	10.6%	286	290	-1.4%
...Korea	584	574	1.7%	1,974	1,840	7.3%
...Singapore	70	71	-1.4%	234	221	5.9%
LATIN AMERICA MMA	1,572	1,315	19.5%	5,612	4,522	24.1%
...Argentina	268	278	-3.6%	1,130	1,098	2.9%
...Brazil	690	629	9.7%	2,881	2,408	19.6%
...Mexico	614	408	50.5%	1,601	1,016	57.6%
OCEANIA MMA	2,504	1,931	29.7%	11,284	8,191	37.8%
...Australia	2,328	1,702	36.8%	10,562	7,386	43.0%
...New Zealand	176	229	-23.1%	722	805	-10.3%
OTHER MMA	11,848	10,551	12.3%	35,271	32,448	8.7%
...Ireland	122	118	3.4%	355	303	17.2%
...Indonesia	101	30	236.7%	209	158	32.3%
...Malaysia	20	17	17.6%	62	81	-23.5%
...Philippines	204	170	20.0%	573	593	-3.4%
...Thailand	26	43	-39.5%	64	119	-46.2%
...Other	11,375	10,173	11.8%	34,008	31,194	9.0%

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,942,871	1,507,231	28.9%	5,526,803	4,534,252	21.9%
INTERNATIONAL VISITORS	221,536	172,255	28.6%	632,948	539,119	17.4%
INTERNATIONAL AVERAGE DAILY CENSUS	62,673	48,620	28.9%	60,734	50,381	20.6%
INTERNATIONAL AIR SEATS (EST)	287,973	246,394	16.9%	840,528	715,298	17.5%
INTERNATIONAL LOAD FACTOR (EST)	81.5%	76.8%	4.7	80.3%	82.0%	-1.7
ISLANDS VISITED						
O'ahu	182,335	140,615	29.7%	525,593	452,215	16.2%
O'ahu only	137,767	107,570	28.1%	403,410	352,213	14.5%
Kaua'i	11,424	8,002	42.8%	32,894	25,900	27.0%
Kaua'i only	4,162	1,906	118.4%	10,385	6,691	55.2%
Maui County	47,071	38,940	20.9%	130,202	104,640	24.4%
Maui	46,681	38,584	21.0%	128,680	102,710	25.3%
Maui only	24,770	19,914	24.4%	66,076	51,624	28.0%
Moloka'i *	770	824	-6.6%	2,612	2,278	14.7%
Moloka'i only *	17	20	-15.0%	179	126	42.1%
Lāna'i *	1,510	942	60.3%	3,981	2,681	48.5%
Lāna'i only *	79	4	1875.0%	216	437	-50.6%
Big Island	36,215	26,084	38.8%	100,863	82,623	22.1%
Kona side	26,573	19,053	39.5%	74,798	60,744	23.1%
Hilo side	15,842	12,837	23.4%	44,674	39,218	13.9%
Big Island only	7,182	7,845	-8.5%	22,260	21,784	2.2%
Any Neighbor Island	83,769	64,685	29.5%	229,538	186,906	22.8%
NI only	39,201	31,640	23.9%	107,355	86,904	23.5%
O'ahu & NI	44,568	33,045	34.9%	122,183	100,002	22.2%
Any one island only	173,977	137,259	26.8%	502,526	432,875	16.1%
Multiple Islands	47,559	34,996	35.9%	130,422	106,244	22.8%
Avg. Islands Visited	1.26	1.25	0.9%	1.26	1.24	1.3%
Average Length of Stay in Hawai'i	8.77	8.75	0.2%	8.73	8.41	3.8%
ACCOMMODATIONS						
Plan to stay in Hotel	170,176	128,969	32.0%	491,659	417,368	17.8%
Hotel only	156,603	120,220	30.3%	454,914	390,674	16.4%
Plan to stay in Condo	37,296	31,606	18.0%	99,916	86,980	14.9%
Condo only	29,565	26,285	12.5%	78,570	69,840	12.5%
Plan to stay in Timeshare	11,649	6,733	73.0%	29,456	20,294	45.1%
Timeshare only	9,849	4,853	102.9%	23,186	14,198	63.3%
Cruise Ship	1,606	1,271	26.4%	4,476	3,654	22.5%
Friends/Relatives	8,999	6,334	42.1%	26,457	19,604	35.0%
Bed & Breakfast	798	895	-10.8%	2,971	3,242	-8.4%
Other	646	1,524	-57.6%	3,154	6,116	-48.4%

* 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		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	191,853	143,228	33.9%	549,428	450,013	22.1%
Honeymoon	28,178	20,092	40.2%	76,729	60,703	26.4%
Get Married	4,171	4,921	-15.2%	15,503	15,617	-0.7%
Pleasure/Vacation	163,459	122,600	33.3%	471,776	386,094	22.2%
Mtgs/Conventions/Incentive	10,961	11,960	-8.4%	31,194	37,020	-15.7%
Conventions	6,459	6,206	4.1%	17,511	15,924	10.0%
Corporate Meetings	870	2,064	-57.8%	4,838	8,395	-42.4%
Incentive	3,740	3,982	-6.1%	9,433	13,768	-31.5%
Other Business	3,053	1,854	64.7%	6,487	6,244	3.9%
Visit Friends/Rel.	9,123	6,111	49.3%	23,771	18,854	26.1%
Gov't/Military	1,339	3,645	-63.3%	3,974	8,213	-51.6%
Attend School	997	261	282.0%	2,206	1,280	72.3%
Sport Events	2,909	2,009	44.8%	8,361	7,456	12.1%
TRAVEL STATUS						
% First Timers **	47.5	45.5	2.0	46.1	45.5	0.6
% Repeaters **	52.5	54.5	-2.0	53.9	54.5	-0.6
Average # of Trips	3.19	3.60	-11.4%	3.35	3.60	-6.9%
Group Tour	41,652	34,235	21.7%	111,082	130,151	-14.7%
Non-Group	179,884	138,020	30.3%	521,866	408,968	27.6%
Package Trip	123,865	93,863	32.0%	356,772	300,774	18.6%
No Package	97,671	78,392	24.6%	276,176	238,345	15.9%
Net True Independent	92,984	74,521	24.8%	271,489	217,292	24.9%

** 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		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	2,427,197	2,202,149	10.2%	7,060,421	6,625,203	6.6%
TOTAL VISITORS	264,956	237,910	11.4%	709,749	667,393	6.3%
Domestic	260,202	233,589	11.4%	696,398	652,109	6.8%
International	4,754	4,321	10.0%	13,351	15,284	-12.6%
AVERAGE DAILY CENSUS	78,297	71,037	10.2%	77,587	73,613	5.4%
ISLANDS VISITED						
O'ahu	111,789	104,542	6.9%	308,250	295,801	4.2%
O'ahu only	86,656	81,345	6.5%	240,251	230,160	4.4%
Kaua'i	45,112	37,943	18.9%	116,830	102,387	14.1%
Kaua'i only	32,988	25,806	27.8%	83,698	69,002	21.3%
Maui County	93,542	84,631	10.5%	245,865	235,594	4.4%
Maui	91,760	82,408	11.3%	240,268	229,365	4.8%
Maui only	73,269	65,167	12.4%	189,052	180,399	4.8%
Moloka'i *	1,724	3,538	-51.3%	5,565	7,177	-22.5%
Moloka'i only *	430	459	-6.3%	1,363	1,271	7.2%
Lāna'i *	2,945	4,092	-28.0%	7,187	8,627	-16.7%
Lāna'i only *	601	658	-8.7%	1,617	1,921	-15.8%
Big Island	53,219	48,195	10.4%	144,535	137,285	5.3%
Kona side	47,674	43,057	10.7%	128,380	122,479	4.8%
Hilo side	14,407	14,042	2.6%	39,073	37,318	4.7%
Big Island only	38,475	34,539	11.4%	103,154	97,790	5.5%
Any Neighbor Island	178,300	156,565	13.9%	469,498	437,233	7.4%
NI only	153,167	133,368	14.8%	401,499	371,592	8.0%
O'ahu & NI	25,133	23,197	8.3%	67,999	65,641	3.6%
Any one island only	232,419	207,974	11.8%	619,135	580,543	6.6%
Multiple Islands	32,537	29,936	8.7%	90,614	86,850	4.3%
Avg. Islands Visited	1.16	1.18	-1.9%	1.16	1.17	-0.9%
Average Length of Stay in Hawai'i	9.16	9.26	-1.0%	9.95	9.93	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	133,179	120,592	10.4%	353,248	331,821	6.5%
Hotel only	113,105	102,479	10.4%	299,403	280,521	6.7%
Plan to stay in Condo	61,482	54,895	12.0%	163,675	158,971	3.0%
Condo only	50,322	45,143	11.5%	133,078	128,673	3.4%
Plan to stay in Timeshare	33,377	28,410	17.5%	84,019	79,532	5.6%
Timeshare only	26,134	22,199	17.7%	65,657	62,424	5.2%
Cruise Ship	2,459	1,952	26.0%	5,716	5,431	5.2%
Friends/Relatives	32,088	30,750	4.4%	94,788	87,876	7.9%
Bed & Breakfast	2,670	2,406	11.0%	7,970	7,273	9.6%
Other	4,366	4,851	-10.0%	13,567	14,732	-7.9%

* 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)					
	2012P	MARCH 2011p	% CHANGE	2012P	YEAR-TO-DATE 2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	221,924	192,468	15.3%	578,355	534,997	8.1%
Honeymoon	6,591	5,794	13.8%	16,176	15,036	7.6%
Get Married	2,202	1,988	10.8%	6,035	6,519	-7.4%
Pleasure/Vacation	215,309	186,901	15.2%	562,180	519,247	8.3%
Mtgs/Conventions/Incentive	12,417	14,909	-16.7%	41,968	43,622	-3.8%
Conventions	6,562	8,050	-18.5%	25,343	25,869	-2.0%
Corporate Meetings	3,201	3,507	-8.7%	10,397	10,415	-0.2%
Incentive	3,162	3,947	-19.9%	7,662	8,795	-12.9%
Other Business	11,644	11,645	0.0%	35,423	34,733	2.0%
Visit Friends/Rel.	28,142	27,525	2.2%	81,541	76,582	6.5%
Gov't/Military	2,745	3,553	-22.7%	8,560	10,091	-15.2%
Attend School	296	355	-16.6%	1,597	1,776	-10.1%
Sport Events	1,989	1,914	3.9%	8,970	8,690	3.2%
TRAVEL STATUS						
% First Timers **	18.7	18.9	-0.3	17.2	17.3	-0.1
% Repeaters **	81.3	81.1	0.3	82.8	82.7	0.1
Average # of Trips	6.86	6.80	0.9%	7.23	7.18	0.7%
Group Tour	6,894	6,184	11.5%	16,107	15,764	2.2%
Non-Group	258,062	231,726	11.4%	693,642	651,629	6.4%
Package Trip	51,413	51,153	0.5%	127,383	129,446	-1.6%
No Package	213,543	186,757	14.3%	582,366	537,947	8.3%
Net True Independent	211,063	184,632	14.3%	575,928	532,172	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	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,567,638	1,548,724	1.2%	5,026,844	4,934,750	1.9%
TOTAL VISITORS	162,931	159,441	2.2%	457,207	445,331	2.7%
Domestic	159,185	155,925	2.1%	446,926	433,222	3.2%
International	3,746	3,516	6.5%	10,281	12,109	-15.1%
AVERAGE DAILY CENSUS	50,569	49,959	1.2%	55,240	54,831	0.7%
ISLANDS VISITED						
O'ahu	91,869	88,923	3.3%	255,526	249,034	2.6%
O'ahu only	58,860	55,832	5.4%	158,223	153,205	3.3%
Kaua'i	30,834	28,863	6.8%	89,361	85,457	4.6%
Kaua'i only	13,390	11,803	13.4%	37,389	34,630	8.0%
Maui County	61,852	64,266	-3.8%	177,481	177,087	0.2%
Maui	60,491	62,844	-3.7%	173,582	172,704	0.5%
Maui only	33,610	36,062	-6.8%	93,232	93,533	-0.3%
Moloka'i *	1,329	2,346	-43.4%	4,275	5,609	-23.8%
Moloka'i only *	142	152	-6.6%	523	513	1.9%
Lāna'i *	2,451	3,463	-29.2%	7,237	8,273	-12.5%
Lāna'i only *	433	516	-16.1%	1,014	1,384	-26.7%
Big Island	34,926	34,062	2.5%	103,783	100,942	2.8%
Kona side	29,994	29,100	3.1%	88,954	86,680	2.6%
Hilo side	14,162	14,143	0.1%	40,384	39,764	1.6%
Big Island only	15,949	15,182	5.1%	45,514	43,859	3.8%
Any Neighbor Island	104,071	103,609	0.4%	298,984	292,126	2.3%
NI only	71,062	70,518	0.8%	201,681	196,297	2.7%
O'ahu & NI	33,009	33,091	-0.2%	97,303	95,829	1.5%
Any one island only	122,384	119,547	2.4%	335,895	327,124	2.7%
Multiple Islands	40,547	39,894	1.6%	121,312	118,207	2.6%
Avg. Islands Visited	1.36	1.38	-1.5%	1.39	1.40	-0.8%
Average Length of Stay in Hawai'i	9.62	9.71	-0.9%	10.99	11.08	-0.8%
ACCOMMODATIONS						
Plan to stay in Hotel	103,513	100,586	2.9%	285,469	276,290	3.3%
Hotel only	85,474	82,783	3.3%	233,180	224,652	3.8%
Plan to stay in Condo	23,419	24,584	-4.7%	71,280	71,996	-1.0%
Condo only	16,882	17,806	-5.2%	50,223	51,032	-1.6%
Plan to stay in Timeshare	18,238	17,590	3.7%	53,149	51,644	2.9%
Timeshare only	13,485	13,019	3.6%	39,263	37,502	4.7%
Cruise Ship	6,655	5,860	13.6%	17,673	16,978	4.1%
Friends/Relatives	18,363	19,018	-3.4%	51,645	52,895	-2.4%
Bed & Breakfast	1,835	1,789	2.6%	6,355	6,014	5.7%
Other	2,705	2,770	-2.3%	8,265	8,549	-3.3%

* 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	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	129,847	124,920	3.9%	352,187	342,649	2.8%
Honeymoon	4,756	5,340	-10.9%	14,143	14,279	-1.0%
Get Married	1,392	1,688	-17.5%	3,995	3,956	1.0%
Pleasure/Vacation	125,282	119,626	4.7%	338,829	329,083	3.0%
Mtgs/Conventions/Incentive	14,585	16,506	-11.6%	53,749	49,118	9.4%
Conventions	7,854	10,023	-21.6%	33,222	29,084	14.2%
Corporate Meetings	3,049	2,989	2.0%	10,542	10,027	5.1%
Incentive	4,503	4,346	3.6%	12,608	12,259	2.8%
Other Business	6,462	5,748	12.4%	20,882	18,685	11.8%
Visit Friends/Rel.	17,516	18,185	-3.7%	49,092	49,235	-0.3%
Gov't/Military	3,913	4,139	-5.5%	12,115	13,888	-12.8%
Attend School	191	216	-11.6%	1,160	1,176	-1.4%
Sport Events	1,287	867	48.4%	6,658	6,221	7.0%
TRAVEL STATUS						
% First Timers	39.9	39.7	0.2	37.1	37.0	0.1
% Repeaters	60.1	60.3	-0.2	62.9	63.0	-0.1
Average # of Trips	4.03	4.07	-0.8%	4.47	4.51	-0.8%
Group Tour	9,275	10,179	-8.9%	30,066	27,687	8.6%
Non-Group	153,656	149,262	2.9%	427,141	406,104	5.2%
Package Trip	42,108	43,387	-2.9%	113,596	115,498	-1.6%
No Package	120,823	116,054	4.1%	343,611	322,758	6.5%
Net True Independent	118,371	113,246	4.5%	335,707	322,702	4.0%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	685,824	546,885	25.4%	1,970,828	1,762,119	11.8%
TOTAL VISITORS	114,055	89,779	27.0%	330,434	297,265	11.2%
Domestic	631	652	-3.2%	1,611	1,710	-5.8%
International	113,424	89,127	27.3%	328,823	295,555	11.3%
AVERAGE DAILY CENSUS	22,123	17,641	25.4%	21,657	19,580	10.6%
ISLANDS VISITED						
O'ahu	109,975	85,796	28.2%	318,500	285,099	11.7%
O'ahu only	93,165	71,492	30.3%	266,804	240,296	11.0%
Kaua'i	1,566	1,199	30.6%	5,889	5,530	6.5%
Kaua'i only	236	202	16.8%	584	944	-38.1%
Maui County	5,803	5,815	-0.2%	17,230	15,555	10.8%
Maui	5,694	5,708	-0.2%	16,775	15,068	11.3%
Maui only	1,205	878	37.2%	2,227	2,995	-25.6%
Moloka'i *	82	160	-48.8%	379	491	-22.8%
Moloka'i only *	1	11	-90.9%	1	11	-90.9%
Lāna'i *	108	183	-41.0%	701	836	-16.1%
Lāna'i only *	27	0	NA	79	158	-50.0%
Big Island	16,034	12,968	23.6%	47,081	41,192	14.3%
Kona side	10,428	8,911	17.0%	31,179	25,890	20.4%
Hilo side	7,306	5,943	22.9%	20,954	20,342	3.0%
Big Island only	2,312	2,569	-10.0%	8,469	7,285	16.3%
Any Neighbor Island	20,890	18,287	14.2%	63,630	56,969	11.7%
NI only	4,080	3,983	2.4%	11,934	12,166	-1.9%
O'ahu & NI	16,810	14,304	17.5%	51,696	44,803	15.4%
Any one island only	96,946	75,152	29.0%	278,164	251,689	10.5%
Multiple Islands	17,109	14,627	17.0%	52,270	45,576	14.7%
Avg. Islands Visited	1.17	1.18	-0.9%	1.18	1.17	0.6%
Average Length of Stay in Hawai'i	6.01	6.09	-1.3%	5.96	5.93	0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	99,792	78,357	27.4%	291,392	260,510	11.9%
Hotel only	97,990	76,430	28.2%	285,375	255,317	11.8%
Plan to stay in Condo	10,003	9,516	5.1%	29,982	29,939	0.1%
Condo only	8,307	7,840	6.0%	24,963	25,477	-2.0%
Plan to stay in Timeshare	3,944	2,561	54.0%	10,074	8,000	25.9%
Timeshare only	3,580	1,769	102.4%	8,535	5,809	46.9%
Cruise Ship	189	4	4625.0%	453	118	283.9%
Friends/Relatives	1,519	1,517	0.1%	4,148	4,302	-3.6%
Bed & Breakfast	163	88	85.2%	443	481	-7.9%
Other	233	192	21.4%	366	260	40.8%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	101,189	77,938	29.8%	289,844	257,688	12.5%
Honeymoon	18,804	13,796	36.3%	55,212	43,722	26.3%
Get Married	3,587	4,354	-17.6%	13,422	13,158	2.0%
Pleasure/Vacation	82,567	63,631	29.8%	233,912	211,659	10.5%
Mtgs/Conventions/Incentive	2,887	3,813	-24.3%	10,191	14,674	-30.6%
Conventions	1,180	1,273	-7.3%	2,899	2,554	13.5%
Corporate Meetings	642	259	147.9%	2,520	2,323	8.5%
Incentive	1,120	2,441	-54.1%	5,088	10,256	-50.4%
Other Business	1,064	542	96.3%	2,674	1,977	35.3%
Visit Friends/Rel.	2,383	1,791	33.1%	6,532	5,966	9.5%
Gov't/Military	68	37	83.8%	274	257	6.6%
Attend School	842	223	277.6%	1,396	622	124.4%
Sport Events	2,523	1,967	28.3%	6,465	6,602	-2.1%
TRAVEL STATUS						
% First Timers **	43.9	43.9	-0.1	43.1	43.8	-0.7
% Repeaters **	56.1	56.1	0.1	56.9	56.2	0.7
Average # of Trips	3.41	3.81	-10.5%	3.57	3.81	-6.2%
Group Tour	31,355	24,088	30.2%	86,476	99,344	-13.0%
Non-Group	82,700	65,691	25.9%	243,958	187,427	30.2%
Package Trip	85,937	63,882	34.5%	247,424	216,613	14.2%
No Package	28,118	25,897	8.6%	83,010	80,652	2.9%
Net True Independent	24,205	23,480	3.1%	79,071	64,492	22.6%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	959,671	849,723	12.9%	2,824,460	2,461,191	14.8%
TOTAL VISITORS	72,882	68,356	6.6%	201,175	185,727	8.3%
Domestic	27,176	29,668	-8.4%	71,536	79,970	-10.5%
International	45,706	38,688	18.1%	129,639	105,757	22.6%
AVERAGE DAILY CENSUS	30,957	27,410	12.9%	31,038	27,346	13.5%
ISLANDS VISITED						
O'ahu	28,872	30,374	-4.9%	85,329	84,182	1.4%
O'ahu only	19,311	20,720	-6.8%	55,348	54,329	1.9%
Kaua'i	9,062	9,044	0.2%	26,608	26,574	0.1%
Kaua'i only	4,320	4,113	5.0%	12,347	11,151	10.7%
Maui County	38,357	33,442	14.7%	101,311	89,369	13.4%
Maui	38,101	33,322	14.3%	100,264	88,369	13.5%
Maui only	29,925	24,850	20.4%	74,266	63,459	17.0%
Moloka'i *	335	735	-54.4%	1,582	2,027	-22.0%
Moloka'i only *	34	14	142.9%	191	180	6.1%
Lāna'i *	498	799	-37.7%	1,905	1,756	8.5%
Lāna'i only *	81	21	285.7%	186	87	113.8%
Big Island	12,745	12,581	1.3%	39,614	37,263	6.3%
Kona side	11,602	11,538	0.6%	36,071	34,047	5.9%
Hilo side	4,083	4,400	-7.2%	12,746	12,567	1.4%
Big Island only	6,742	6,544	3.0%	20,044	18,831	6.4%
Any Neighbor Island	53,571	47,636	12.5%	145,827	131,398	11.0%
NI only	44,010	37,982	15.9%	115,846	101,545	14.1%
O'ahu & NI	9,561	9,654	-1.0%	29,981	29,853	0.4%
Any one island only	60,413	56,262	7.4%	162,382	148,037	9.7%
Multiple Islands	12,469	12,094	3.1%	38,793	37,690	2.9%
Avg. Islands Visited	1.23	1.27	-3.2%	1.27	1.29	-1.9%
Average Length of Stay in Hawai'i	13.17	12.43	5.9%	14.04	13.25	5.9%
ACCOMMODATIONS						
Plan to stay in Hotel	34,541	32,809	5.3%	96,912	92,035	5.3%
Hotel only	26,926	25,744	4.6%	75,087	71,387	5.2%
Plan to stay in Condo	29,998	27,459	9.2%	78,840	71,421	10.4%
Condo only	25,087	22,762	10.2%	64,127	57,716	11.1%
Plan to stay in Timeshare	6,595	6,217	6.1%	19,469	17,900	8.8%
Timeshare only	4,874	4,875	0.0%	14,083	12,691	11.0%
Cruise Ship	1,226	1,417	-13.5%	3,738	4,143	-9.8%
Friends/Relatives	2,656	2,516	5.6%	8,170	7,820	4.5%
Bed & Breakfast	853	865	-1.4%	2,439	2,606	-6.4%
Other	612	595	2.9%	1,609	1,652	-2.6%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	69,658	64,390	8.2%	189,437	173,622	9.1%
Honeymoon	683	1,154	-40.8%	2,995	3,042	-1.5%
Get Married	339	298	13.8%	1,137	1,013	12.2%
Pleasure/Vacation	68,945	63,425	8.7%	186,547	170,765	9.2%
Mtgs/Conventions/Incentive	2,200	3,734	-41.1%	8,581	10,163	-15.6%
Conventions	1,110	3,187	-65.2%	5,776	7,891	-26.8%
Corporate Meetings	278	356	-21.9%	1,099	1,332	-17.5%
Incentive	900	393	129.0%	2,064	1,376	50.0%
Other Business	382	376	1.6%	1,175	1,202	-2.2%
Visit Friends/Rel.	2,184	1,860	17.4%	6,392	6,792	-5.9%
Gov't/Military	32	37	-13.5%	198	277	-28.5%
Attend School	36	68	-47.1%	169	166	1.8%
Sport Events	502	293	71.3%	1,332	851	56.5%
TRAVEL STATUS						
% First Timers **	30.0	32.5	-2.5	31.6	34.0	-2.4
% Repeaters **	70.0	67.5	2.5	68.4	66.0	2.4
Average # of Trips	4.23	3.98	6.4%	4.26	4.16	2.4%
Group Tour	2,381	1,323	80.0%	4,877	5,569	-12.4%
Non-Group	70,501	67,033	5.2%	196,298	180,158	9.0%
Package Trip	18,716	18,432	1.5%	51,461	49,423	4.1%
No Package	54,166	49,924	8.5%	149,713	136,304	9.8%
Net True Independent	53,699	49,502	8.5%	148,844	135,068	10.2%

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

March 2012 Arrivals at a Glance

CATEGORY AND MMA	March 2012	March 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,166.5	980.7	18.9	3,610.1	3,174.5	13.7
Total by air	1,161.5	976.3	19.0	3,597.3	3,163.7	13.7
U.S. West	364.0	311.5	16.9	1,041.4	969.4	7.4
U.S. East	261.0	262.7	-0.7	886.4	888.4	-0.2
Japan	186.8	149.0	25.3	598.8	498.3	20.2
Canada	134.1	123.7	8.3	434.5	383.5	13.3
All Others	215.7	129.3	66.8	636.3	424.1	50.0
Visitor arrivals by cruise ships	5.0	4.4	14.7	12.8	10.8	18.8
TOTAL VISITOR DAYS	6,583,906	5,880,212	12.0	19,591,118	17,981,779	8.9
Total by air	6,481,577	5,793,923	11.9	19,342,145	17,749,863	9.0
U.S. West	2,427,197	2,202,149	10.2	7,060,421	6,625,203	6.6
U.S. East	1,567,638	1,548,724	1.2	5,026,844	4,934,750	1.9
Japan	685,824	546,885	25.4	1,970,828	1,762,119	11.8
Canada	959,671	849,723	12.9	2,824,460	2,461,191	14.8
All Others	841,247	646,442	30.1	2,459,592	1,966,600	25.1
Visitor arrivals by cruise ships	102,329	86,289	18.6	248,973	231,915	7.4
VISITOR ARRIVALS	714,973	633,365	12.9	1,984,956	1,823,870	8.8
Total by air	695,800	615,553	13.0	1,934,433	1,780,458	8.6
U.S. West	264,956	237,910	11.4	709,749	667,393	6.3
U.S. East	162,931	159,441	2.2	457,207	445,331	2.7
Japan	114,055	89,779	27.0	330,434	297,265	11.2
Canada	72,882	68,356	6.6	201,175	185,727	8.3
All Others	80,976	60,067	34.8	235,868	184,742	27.7
Visitor arrivals by cruise ships	19,173	17,812	7.6	50,523	43,412	16.4
AVERAGE LENGTH OF STAY	9.21	9.28	-0.8	9.87	9.86	0.1
Total by air	9.32	9.41	-1.0	10.00	9.97	0.3
U.S. West	9.16	9.26	-1.0	9.95	9.93	0.2
U.S. East	9.62	9.71	-0.9	10.99	11.08	-0.8
Japan	6.01	6.09	-1.3	5.96	5.93	0.6
Canada	13.17	12.43	5.9	14.04	13.25	5.9
All Others	10.39	10.76	-3.5	10.43	10.65	-2.0
Visitor arrivals by cruise ships	5.34	4.84	10.2	4.93	5.34	-7.8
PER PERSON PER DAY SPENDING (\$)	177.2	166.8	6.2	184.3	176.5	4.4
Total by air	179.2	168.5	6.3	186.0	178.2	4.3
U.S. West	150.0	141.5	6.0	147.5	146.3	0.8
U.S. East	166.5	169.6	-1.9	176.3	180.0	-2.1
Japan	272.3	272.5	-0.1	303.8	282.8	7.4
Canada	139.7	145.6	-4.1	153.8	155.8	-1.3
All Others	256.4	200.0	28.2	258.7	215.7	20.0
Visitor arrivals by cruise ships	49.1	50.8	-3.3	51.5	46.5	10.6
PER PERSON PER TRIP SPENDING (\$)	1,631.5	1,548.4	5.4	1,818.7	1,740.5	4.5
Total by air	1,669.3	1,586.1	5.2	1,859.6	1,776.9	4.7
U.S. West	1,373.9	1,309.3	4.9	1,467.2	1,452.5	1.0
U.S. East	1,601.7	1,647.9	-2.8	1,938.7	1,995.0	-2.8
Japan	1,637.4	1,659.8	-1.3	1,812.1	1,676.3	8.1
Canada	1,839.4	1,810.3	1.6	2,159.8	2,064.7	4.6
All Others	2,663.4	2,152.8	23.7	2,697.6	2,295.8	17.5
Visitor arrivals by cruise ships	262.1	245.9	6.6	253.7	248.6	2.1

Source: Hawai'i Tourism Authority

2012 Arrivals at a Glance by Month

2012	MMA	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7	\$1,098.9	\$1,166.5		
	Total by air	\$1,341.2	\$1,094.6	\$1,161.5		
	U.S. West	\$364.1	\$313.2	\$364.0		
	U.S. East	\$346.7	\$278.7	\$261.0		
	Japan	\$218.5	\$193.5	\$186.8		
	Canada	\$165.2	\$135.2	\$134.1		
	All Others	\$246.6	\$174.0	\$215.7		
	Visitor arrivals by cruise ships	3.45	4.35	5.02		
Visitor days	TOTAL (air + ships)	6,995,564	6,011,648	6,583,906		
	Total by air	6,927,002	5,933,566	6,481,577		
	U.S. West	2,486,692	2,146,532	2,427,197		
	U.S. East	1,899,774	1,559,431	1,567,638		
	Japan	642,665	642,339	685,824		
	Canada	977,253	887,536	959,671		
	All Others	920,618	697,727	841,247		
	Visitor arrivals by cruise ships	68,562	78,082	102,329		
Visitor arrivals	TOTAL (air + ships)	643,616	626,367	714,973		
	Total by air	629,852	608,781	695,800		
	U.S. West	222,914	221,879	264,956		
	U.S. East	150,047	144,229	162,931		
	Japan	108,625	107,754	114,055		
	Canada	64,063	64,230	72,882		
	All Others	84,203	70,689	80,976		
	Visitor arrivals by cruise ships	13,764	17,586	19,173		
length of stay	TOTAL (air + ships)	10.87	9.60	9.21		
	Total by air	11.00	9.75	9.32		
	U.S. West	11.16	9.67	9.16		
	U.S. East	12.66	10.81	9.62		
	Japan	5.92	5.96	6.01		
	Canada	15.25	13.82	13.17		
	All Others	10.93	9.87	10.39		
	Visitor arrivals by cruise ships	4.98	4.44	5.34		
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$192.2	\$182.8	\$177.2		
	Total by air	\$193.6	\$184.5	\$179.2		
	U.S. West	\$146.4	\$145.9	\$150.0		
	U.S. East	\$182.5	\$178.7	\$166.5		
	Japan	\$340.1	\$301.2	\$272.3		
	Canada	\$169.0	\$152.4	\$139.7		
	All Others	\$267.9	\$249.3	\$256.4		
	Visitor arrivals by cruise ships	\$50.3	\$55.7	\$49.1		
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$2,089.2	\$1,754.5	\$1,631.5		
	Total by air	\$2,129.4	\$1,798.0	\$1,669.3		
	U.S. West	\$1,633.5	\$1,411.5	\$1,373.9		
	U.S. East	\$2,310.6	\$1,932.5	\$1,601.7		
	Japan	\$2,011.9	\$1,795.5	\$1,637.4		
	Canada	\$2,578.7	\$2,105.5	\$1,839.4		
	All Others	\$2,929.2	\$2,461.1	\$2,663.4		
	Visitor arrivals by cruise ships	\$250.5	\$247.1	\$262.1		

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7	\$2,443.6	\$3,610.1		
	Total by air	\$1,341.2	\$2,435.8	\$3,597.3		
	U.S. West	\$364.1	\$677.3	\$1,041.4		
	U.S. East	\$346.7	\$625.4	\$886.4		
	Japan	\$218.5	\$412.0	\$598.8		
	Canada	\$165.2	\$300.4	\$434.5		
	All Others	\$246.6	\$420.6	\$636.3		
	Visitor arrivals by cruise ships	\$3.4	\$7.8	\$12.8		
Visitor days	TOTAL (air + ships)	6,995,564	13,007,212	19,591,118		
	Total by air	6,927,002	12,860,568	19,342,145		
	U.S. West	2,486,692	4,633,224	7,060,421		
	U.S. East	1,899,774	3,459,205	5,026,844		
	Japan	642,665	1,285,004	1,970,828		
	Canada	977,253	1,864,789	2,824,460		
	All Others	920,618	1,618,345	2,459,592		
	Visitor arrivals by cruise ships	68,562	146,644	248,973		
Visitor arrivals	TOTAL (air + ships)	643,616	1,269,983	1,984,956		
	Total by air	629,852	1,238,633	1,934,433		
	U.S. West	222,914	444,793	709,749		
	U.S. East	150,047	294,276	457,207		
	Japan	108,625	216,379	330,434		
	Canada	64,063	128,293	201,175		
	All Others	84,203	154,892	235,868		
	Visitor arrivals by cruise ships	13,764	31,350	50,523		
length of stay	TOTAL (air + ships)	10.87	10.24	9.87		
	Total by air	11.00	10.38	10.00		
	U.S. West	11.16	10.42	9.95		
	U.S. East	12.66	11.75	10.99		
	Japan	5.92	5.94	5.96		
	Canada	15.25	14.54	14.04		
	All Others	10.93	10.45	10.43		
	Visitor arrivals by cruise ships	4.98	4.68	4.93		
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$192.2	\$187.9	\$184.3		
	Total by air	\$193.6	\$189.4	\$186.0		
	U.S. West	\$146.4	\$146.2	\$147.5		
	U.S. East	\$182.5	\$180.8	\$176.3		
	Japan	\$340.1	\$320.6	\$303.8		
	Canada	\$169.0	\$161.1	\$153.8		
	All Others	\$267.9	\$259.9	\$258.7		
	Visitor arrivals by cruise ships	\$50.3	\$53.1	\$51.5		
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$2,089.2	\$1,924.1	\$1,818.7		
	Total by air	\$2,129.4	\$1,966.5	\$1,859.6		
	U.S. West	\$1,633.5	\$1,522.8	\$1,467.2		
	U.S. East	\$2,310.6	\$2,125.2	\$1,938.7		
	Japan	\$2,011.9	\$1,904.1	\$1,812.1		
	Canada	\$2,578.7	\$2,341.8	\$2,159.8		
	All Others	\$2,929.2	\$2,715.6	\$2,697.6		
	Visitor arrivals by cruise ships	\$250.5	\$248.6	\$253.7		

Source:Hawai'i Tourism Authority

March 2012 Island Highlights

CATEGORY AND ISLAND	March 2012	March 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,166.5	980.7	18.9	3,610.1	3,174.5	13.7
Total by air	1,161.5	976.3	19.0	3,597.3	3,163.7	13.7
O'ahu	552.7	462.0	19.6	1,727.4	1,498.2	15.3
Maui	352.9	283.2	24.6	1,025.4	886.5	15.7
Moloka'i	1.3	2.9	-54.0	7.9	9.0	-12.7
Lāna'i	6.6	9.1	-28.2	22.8	24.9	-8.5
Kaua'i	95.1	88.3	7.8	327.6	300.0	9.2
Hawai'i Island	152.9	130.8	16.9	486.2	445.1	9.2
Visitor arrivals by cruise ships	5.0	4.4	14.7	12.8	10.8	18.8
TOTAL VISITOR DAYS	6,583,906	5,880,212	12.0	19,591,118	17,981,779	8.9
Total by air	6,481,577	5,793,923	11.9	19,342,145	17,749,863	9.0
O'ahu	3,018,287	2,654,340	13.7	8,878,113	8,105,724	9.5
Maui	1,755,424	1,618,815	8.4	5,193,209	4,786,332	8.5
Moloka'i	20,769	25,133	-17.4	83,097	81,812	1.6
Lāna'i	21,812	26,792	-18.6	72,141	74,835	-3.6
Kaua'i	695,123	604,274	15.0	2,076,018	1,884,065	10.2
Hawai'i Island	970,162	864,569	12.2	3,039,566	2,817,095	7.9
Visitor arrivals by cruise ships	102,329	86,289	18.6	248,973	231,915	7.4
VISITOR ARRIVALS	714,973	633,365	12.9	1,984,956	1,823,870	8.8
Total by air	695,800	615,553	13.0	1,934,433	1,780,458	8.6
O'ahu	410,399	358,629	14.4	1,167,572	1,067,532	9.4
Maui	215,047	201,602	6.7	587,579	551,495	6.5
Moloka'i	4,303	7,578	-43.2	13,955	16,913	-17.5
Lāna'i	6,837	9,467	-27.8	19,340	21,356	-9.4
Kaua'i	94,733	82,054	15.5	260,394	234,844	10.9
Hawai'i Island	134,475	119,090	12.9	380,182	351,454	8.2
Visitor arrivals by cruise ships	19,173	17,812	7.6	50,523	43,412	16.4
AVERAGE LENGTH OF STAY	9.21	9.28	-0.8	9.87	9.86	0.1
Total by air	9.32	9.41	-1.0	10.00	9.97	0.3
O'ahu	7.35	7.40	-0.6	7.60	7.59	0.1
Maui	8.16	8.03	1.7	8.84	8.68	1.8
Moloka'i	4.83	3.32	45.5	5.95	4.84	23.1
Lāna'i	3.19	2.83	12.7	3.73	3.50	6.5
Kaua'i	7.34	7.36	-0.4	7.97	8.02	-0.6
Hawai'i Island	7.21	7.26	-0.6	8.00	8.02	-0.3
Visitor arrivals by cruise ships	5.34	4.84	10.2	4.93	5.34	-7.8
PER PERSON PER DAY SPENDING (\$)	177.2	166.8	6.2	184.3	176.5	4.4
Total by air	179.2	168.5	6.3	186.0	178.2	4.3
O'ahu	183.1	174.1	5.2	194.6	184.8	5.3
Maui	201.0	174.9	14.9	197.5	185.2	6.6
Moloka'i	63.8	114.5	-44.3	94.9	110.4	-14.0
Lāna'i	300.6	341.0	-11.9	315.7	332.5	-5.0
Kaua'i	136.9	146.1	-6.3	157.8	159.2	-0.9
Hawai'i Island	157.6	151.3	4.2	159.9	158.0	1.2
Visitor arrivals by cruise ships	49.1	50.8	-3.3	51.5	46.5	10.6
PER PERSON PER TRIP SPENDING (\$)	1,631.5	1,548.4	5.4	1,818.7	1,740.5	4.5
Total by air	1,669.3	1,586.1	5.2	1,859.6	1,776.9	4.7
O'ahu	1,346.6	1,288.3	4.5	1,479.5	1,403.4	5.4
Maui	1,640.8	1,404.7	16.8	1,745.2	1,607.5	8.6
Moloka'i	307.7	379.7	-19.0	564.9	533.9	5.8
Lāna'i	959.1	965.2	-0.6	1,177.8	1,165.2	1.1
Kaua'i	1,004.3	1,075.6	-6.6	1,258.0	1,277.5	-1.5
Hawai'i Island	1,137.3	1,098.6	3.5	1,278.8	1,266.4	1.0
Visitor arrivals by cruise ships	262.1	245.9	6.6	253.7	248.6	2.1

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2012

2012	ISLAND	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7	\$1,098.9	\$1,166.5		
	Total by air	\$1,341.2	\$1,094.6	\$1,161.5		
	O'ahu	\$655.4	\$519.3	\$552.7		
	Maui	\$366.5	\$306.1	\$352.9		
	Moloka'i	\$4.0	\$2.6	\$1.3		
	Lāna'i	\$7.3	\$9.0	\$6.6		
	Kaua'i	\$118.5	\$114.0	\$95.1		
	Hawai'i Island	\$189.6	\$143.7	\$152.9		
	Visitor arrivals by cruise ships	\$3.45	\$4.35	\$5.02		
Visitor days	TOTAL (air + ships)	6,995,564	6,011,648	6,583,906		
	Total by air	6,927,002	5,933,566	6,481,577		
	O'ahu	3,177,062	2,682,763	3,018,287		
	Maui	1,819,502	1,618,283	1,755,424		
	Moloka'i	36,673	25,655	20,769		
	Lāna'i	25,913	24,417	21,812		
	Kaua'i	731,081	649,814	695,123		
	Hawai'i Island	1,136,770	932,634	970,162		
	Visitor arrivals by cruise ships	68,562	78,082	102,329		
Visitor arrivals	TOTAL (air + ships)	643,616	626,367	714,973		
	Total by air	629,852	608,781	695,800		
	O'ahu	390,120	367,053	410,399		
	Maui	188,730	183,801	215,047		
	Moloka'i	4,937	4,715	4,303		
	Lāna'i	6,401	6,102	6,837		
	Kaua'i	83,360	82,301	94,733		
	Hawai'i Island	124,995	120,713	134,475		
	Visitor arrivals by cruise ships	13,764	17,586	19,173		
Length of stay	TOTAL (air + ships)	10.87	9.60	9.21		
	Total by air	11.00	9.75	9.32		
	O'ahu	8.14	7.31	7.35		
	Maui	9.64	8.80	8.16		
	Moloka'i	7.43	5.44	4.83		
	Lāna'i	4.05	4.00	3.19		
	Kaua'i	8.77	7.90	7.34		
	Hawai'i Island	9.09	7.73	7.21		
	Visitor arrivals by cruise ships	4.98	4.44	5.34		
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$192.2	\$182.8	\$177.2		
	Total by air	\$193.6	\$184.5	\$179.2		
	O'ahu	\$206.3	\$193.6	\$183.1		
	Maui	\$201.4	\$189.1	\$201.0		
	Moloka'i	\$108.0	\$101.3	\$63.8		
	Lāna'i	\$280.2	\$367.0	\$300.6		
	Kaua'i	\$162.0	\$175.4	\$136.9		
	Hawai'i Island	\$166.8	\$154.1	\$157.6		
	Visitor arrivals by cruise ships	\$50.3	\$55.7	\$49.1		
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$2,089.2	\$1,754.5	\$1,631.5		
	Total by air	\$2,129.4	\$1,798.0	\$1,669.3		
	O'ahu	\$1,680.1	\$1,414.8	\$1,346.6		
	Maui	\$1,942.1	\$1,665.1	\$1,640.8		
	Moloka'i	\$802.0	\$551.3	\$307.7		
	Lāna'i	\$1,134.3	\$1,468.4	\$959.1		
	Kaua'i	\$1,421.1	\$1,384.8	\$1,004.3		
	Hawai'i Island	\$1,516.5	\$1,190.3	\$1,137.3		
	Visitor arrivals by cruise ships	\$250.5	\$247.1	\$262.1		

YEAR-TO-DATE	ISLAND					
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7	\$2,443.6	\$3,610.1		
	Total by air	\$1,341.2	\$2,435.8	\$3,597.3		
	O'ahu	\$655.4	\$1,174.8	\$1,727.4		
	Maui	\$366.5	\$672.6	\$1,025.4		
	Moloka'i	\$4.0	\$6.6	\$7.9		
	Lāna'i	\$7.3	\$16.2	\$22.8		
	Kaua'i	\$118.5	\$232.4	\$327.6		
	Hawai'i Island Visitor arrivals by cruise ships	\$189.6 \$3.4	\$333.2 \$7.8	\$486.2 \$12.8		
Visitor days	TOTAL (air + ships)	6,995,564	13,007,212	19,591,118		
	Total by air	6,927,002	12,860,568	19,342,145		
	O'ahu	3,177,062	5,859,826	8,878,113		
	Maui	1,819,502	3,437,785	5,193,209		
	Moloka'i	36,673	62,328	83,097		
	Lāna'i	25,913	50,329	72,141		
	Kaua'i	731,081	1,380,895	2,076,018		
	Hawai'i Island Visitor arrivals by cruise ships	1,136,770 68,562	2,069,404 146,644	3,039,566 248,973		
Visitor arrivals	TOTAL (air + ships)	643,616	1,269,983	1,984,956		
	Total by air	629,852	1,238,633	1,934,433		
	O'ahu	390,120	757,173	1,167,572		
	Maui	188,730	372,531	587,579		
	Moloka'i	4,937	9,652	13,955		
	Lāna'i	6,401	12,503	19,340		
	Kaua'i	83,360	165,661	260,394		
	Hawai'i Island Visitor arrivals by cruise ships	124,995 13,764	245,708 31,350	380,182 50,523		
Length of stay	TOTAL (air + ships)	10.87	10.24	9.87		
	Total by air	11.00	10.38	10.00		
	O'ahu	8.14	7.74	7.60		
	Maui	9.64	9.23	8.84		
	Moloka'i	7.43	6.46	5.95		
	Lāna'i	4.05	4.03	3.73		
	Kaua'i	8.77	8.34	7.97		
	Hawai'i Island Visitor arrivals by cruise ships	9.09 4.98	8.42 4.68	8.00 4.93		
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$192.2	\$187.9	\$184.3		
	Total by air	\$193.6	\$189.4	\$186.0		
	O'ahu	\$206.3	\$200.5	\$194.6		
	Maui	\$201.4	\$195.6	\$197.5		
	Moloka'i	\$108.0	\$105.2	\$94.9		
	Lāna'i	\$280.2	\$322.3	\$315.7		
	Kaua'i	\$162.0	\$168.3	\$157.8		
	Hawai'i Island Visitor arrivals by cruise ships	\$166.8 \$50.3	\$161.0 \$53.1	\$159.9 \$51.5		
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$2,089.2	\$1,924.1	\$1,818.7		
	Total by air	\$2,129.4	\$1,966.5	\$1,859.6		
	O'ahu	\$1,680.1	\$1,551.5	\$1,479.5		
	Maui	\$1,942.1	\$1,805.5	\$1,745.2		
	Moloka'i	\$802.0	\$679.6	\$564.9		
	Lāna'i	\$1,134.3	\$1,297.3	\$1,177.8		
	Kaua'i	\$1,421.1	\$1,403.1	\$1,258.0		
	Hawai'i Island Visitor arrivals by cruise ships	\$1,516.5 \$250.5	\$1,356.2 \$248.6	\$1,278.8 \$253.7		

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	MARCH			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	227,524	245,107	-7.2%	581,071	674,865	-13.9%
TOTAL VISITORS	30,437	27,332	11.4%	80,591	73,241	10.0%
ARRIVED BY SHIP	19,173	17,812	7.6%	50,523	43,412	16.4%
ARRIVED BY AIR	11,264	9,520	18.3%	30,069	29,829	0.8%
NUMBER OF SHIP ARRIVALS	9	11	-18.2%	28	26	7.7%
ISLANDS VISITED						
O'ahu	30,437	27,332	11.4%	80,591	73,241	10.0%
Kaua'i	28,930	25,419	13.8%	74,014	67,030	10.4%
Maui County	29,063	25,532	13.8%	75,441	69,493	8.6%
Maui	29,063	25,532	13.8%	75,441	69,493	8.6%
Moloka'i	604	389	55.2%	1,260	914	37.8%
Lāna'i	637	730	-12.8%	1,797	1,577	13.9%
Hawai'i Island	28,949	25,817	12.1%	75,025	67,956	10.4%
Average Islands Visited	3.90	3.85	1.2%	6.4	3.83	67.7%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	0.88	2.99	-70.6%	1.77	3.00	-40.9%
Days in Hawai'i during Cruise	5.11	4.73	8.1%	9.07	4.93	84.0%
Days in Hawai'i after Cruise	1.48	1.25	18.7%	2.53	1.29	96.6%
Total days in Hawai'i	7.48	8.97	-16.6%	7.62	9.21	-17.3%
ACCOMMODATIONS						
Hotel	13,525	10,898	24.1%	35,056	32,226	8.8%
Hotel only	11,513	9,518	21.0%	29,354	28,136	4.3%
Condo	1,380	1,235	11.8%	4,211	3,113	35.3%
Condo only	422	453	-6.7%	1,141	991	15.1%
Timeshare	952	728	30.8%	2,961	2,505	18.2%
Timeshare Only	147	195	-24.9%	757	1,002	-24.5%
Bed & Breakfast	182	97	87.7%	379	282	34.3%
Bed & Breakfast only	27	46	-40.8%	52	88	-40.9%
Friends & relatives	563	787	-28.4%	1,773	1,635	8.4%
Other accommodation	1,040	295	252.2%	2,945	1,119	163.2%
Accommodation (NET)	15,027	12,273	22.4%	39,755	35,815	11.0%
Cruise only	15,410	15,059	2.3%	40,836	37,427	9.1%
TRAVEL STATUS						
% First timers	37.2	38.5	-1.35	37.9	39.7	-1.73
% Repeat visitors	62.8	61.5	1.35	62.1	60.3	1.73

Source: Hawai'i Tourism Authority

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

March	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	865,833	824,419	5.0%	578,047	569,967	1.4%	168,955	159,732	5.8%	63,923	57,159	11.8%	5,652	0	NA	49,256	37,561	31.1%
Scheduled Seats	853,552	815,228	4.7%	565,766	560,776	0.9%	168,955	159,732	5.8%	63,923	57,159	11.8%	5,652	0	NA	49,256	37,561	31.1%
Charter seats	12,281	9,191	33.6%	12,281	9,191	33.6%												
Domestic Seats	583,593	578,025	1.0%	328,526	349,871	-6.1%	141,607	136,942	3.4%	60,710	54,983	10.4%	5,652	0	NA	47,098	36,229	30.0%
Scheduled Seats	577,245	571,953	0.9%	322,178	343,799	-6.3%	141,607	136,942	3.4%	60,710	54,983	10.4%	5,652	0	NA	47,098	36,229	30.0%
Charter seats	6,348	6,072	4.5%	6,348	6,072	4.5%												
US West	522,494	501,963	4.1%	275,667	283,568	-2.8%	133,367	127,183	4.9%	60,710	54,983	10.4%	5,652	0	NA	47,098	36,229	30.0%
...Anchorage	7,065	6,512	8.5%	4,867	4,588	6.1%	2,198	1,924	14.2%									
...Bellingham	4,867	4,588	6.1%	4,867	4,588	6.1%												
...Denver	17,114	17,560	-2.5%	7,420	8,292	-10.5%	7,564	7,564	0.0%	1,220	976	25.0%				910	728	25.0%
...Las Vegas	22,098	22,098	0.0%	20,082	19,830	1.3%	2,016	2,268	-11.1%									
...Los Angeles	183,083	173,243	5.7%	90,497	91,724	-1.3%	43,598	42,501	2.6%	22,496	21,147	6.4%	4,867	0	NA	21,625	17,871	21.0%
...Oakland	25,379	12,696	99.9%	7,812	7,812	0.0%	9,403	2,516	273.7%	3,925	2,072	89.4%				4,239	296	1332.1%
...Orange County	2,480	5,440	-54.4%	2,480	3,536	-29.9%	0	1,904	-100.0%									
...Phoenix	41,062	40,492	1.4%	19,972	19,212	4.0%	9,310	9,310	0.0%	5,890	5,890	0.0%				5,890	6,080	-3.1%
...Portland	23,012	27,316	-15.8%	12,679	12,400	2.3%	7,507	12,400	-39.5%	2,826	2,516	12.3%						
...Sacramento	12,679	12,400	2.3%	7,812	7,812	0.0%	4,867	4,588	6.1%									
...Salt Lake City	8,122	6,696	21.3%	8,122	6,696	21.3%												
...San Diego	17,546	12,400	41.5%	12,679	7,812	62.3%	4,867	4,588	6.1%									
...San Francisco	78,644	92,382	-14.9%	42,663	54,246	-21.4%	16,348	18,560	-11.9%	13,206	13,206	0.0%	785	0	NA	5,642	6,370	-11.4%
...San Jose	24,119	12,844	87.8%	7,812	7,812	0.0%	8,143	2,072	293.0%	4,239	2,516	68.5%				3,925	444	784.0%
...Seattle	55,224	55,296	-0.1%	25,903	27,208	-4.8%	17,546	16,988	3.3%	6,908	6,660	3.7%				4,867	4,440	9.6%
US East	54,751	69,990	-21.8%	46,511	60,231	-22.8%	8,240	9,759	-15.6%									
...Atlanta	9,448	9,238	2.3%	9,448	9,238	2.3%												
...Chicago	9,108	20,547	-55.7%	7,843	17,763	-55.8%	1,265	2,784	-54.6%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Houston	8,685	12,120	-28.3%	8,685	12,120	-28.3%												
...Newark	6,585	7,160	-8.0%	6,585	7,160	-8.0%												

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.)

March	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	282,240	246,394	14.5%	249,521	220,096	13.4%	27,348	22,790	20.0%	3,213	2,176	47.7%	0	0	NA	2,158	1,332	62.0%
Scheduled Seats	276,307	243,275	13.6%	243,588	216,977	12.3%	27,348	22,790	20.0%	3,213	2,176	47.7%	0	0	NA	2,158	1,332	62.0%
Charter Seats	5,933	3,119	90.2%	5,933	3,119	90.2%												
Japan	150,499	138,711	8.5%	150,499	138,711	8.5%												
...Fukuoka	4,410	0	NA	4,410	0	NA												
...Nagoya	13,020	13,981	-6.9%	13,020	13,981	-6.9%												
...Osaka	27,338	15,748	73.6%	27,338	15,748	73.6%												
...Tokyo-HND	24,707	21,546	14.7%	24,707	21,546	14.7%												
...Tokyo-NRT	81,024	87,436	-7.3%	81,024	87,436	-7.3%												
Canada	52,306	43,398	20.5%	19,587	17,100	14.5%	27,348	22,790	20.0%	3,213	2,176	47.7%	0	0	NA	2,158	1,332	62.0%
...Calgary	11,757	9,209	27.7%	2,994	2,775	7.9%	8,763	6,434	36.2%									
...Edmonton	1,752	1,971	-11.1%				1,752	1,971	-11.1%									
...Vancouver	38,253	31,538	21.3%	16,049	13,645	17.6%	16,833	14,385	17.0%	3,213	2,176	47.7%				2,158	1,332	62.0%
...Victoria	544	680	-20.0%	544	680	-20.0%												
Other Asia	30,611	23,104	32.5%	30,611	23,104	32.5%												
...Seoul	28,028	23,104	21.3%	28,028	23,104	21.3%												
...Shanghai	2,583	0	NA	2,583	0	NA												
Oceania	19,561	14,758	32.5%	19,561	14,758	32.5%												
...Auckland	2,106	2,043	3.1%	2,106	2,043	3.1%												
...Sydney	17,455	12,715	37.3%	17,455	12,715	37.3%												
Other	23,330	23,304	0.1%	23,330	23,304	0.1%												
...Apia	810	592	36.8%	810	592	36.8%												
...Christmas	480	680	-29.4%	480	680	-29.4%												
...Guam	7,843	6,635	18.2%	7,843	6,635	18.2%												
...Majuro	2,041	2,669	-23.5%	2,041	2,669	-23.5%												
...Manila	8,232	8,232	0.0%	8,232	8,232	0.0%												
...Nadi	648	1,220	-46.9%	648	1,220	-46.9%												
...Pago Pago	2,268	2,268	0.0%	2,268	2,268	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	2,462,035	2,353,237	4.6%	1,674,648	1,647,581	1.6%	468,606	437,581	7.1%	169,481	162,395	4.4%	16,328	0	NA	132,972	105,680	25.8%
Scheduled Seats	2,428,801	2,326,688	4.4%	1,641,414	1,621,032	1.3%	468,606	437,581	7.1%	169,481	162,395	4.4%	16,328	0	NA	132,972	105,680	25.8%
Charter seats	33,234	26,549	25.2%	33,234	26,549	25.2%												
Domestic Seats	1,627,240	1,639,049	-0.7%	935,650	1,004,040	-6.8%	388,500	377,373	2.9%	160,264	155,804	2.9%	16,328	0	NA	126,498	101,832	24.2%
Scheduled Seats	1,608,748	1,621,937	-0.8%	917,158	986,928	-7.1%	388,500	377,373	2.9%	160,264	155,804	2.9%	16,328	0	NA	126,498	101,832	24.2%
Charter seats	18,492	17,112	8.1%	18,492	17,112	8.1%												
US West	1,451,188	1,424,289	1.9%	783,362	816,370	-4.0%	364,736	350,283	4.1%	160,264	155,804	2.9%	16,328	0	NA	126,498	101,832	24.2%
...Anchorage	20,410	19,092	6.9%	14,287	13,320	7.3%	6,123	5,772	6.1%									
...Bellingham	14,287	12,432	14.9%	14,287	12,432	14.9%												
...Denver	38,482	42,552	-9.6%	20,384	24,326	-16.2%	12,932	12,688	1.9%	2,800	3,172	-11.7%				2,366	2,366	0.0%
...Las Vegas	64,974	64,440	0.8%	58,422	57,888	0.9%	6,552	6,552	0.0%									
...Los Angeles	506,204	499,817	1.3%	254,132	269,490	-5.7%	118,476	120,595	-1.8%	57,984	57,232	1.3%	14,287	0	NA	61,325	52,500	16.8%
...Oakland	66,395	38,816	71.1%	22,932	22,680	1.1%	25,879	10,068	157.0%	8,007	5,772	38.7%				9,577	296	3135.5%
...Orange County	2,976	7,888	-62.3%	2,728	4,760	-42.7%	248	3,128	-92.1%									
...Phoenix	110,522	106,280	4.0%	54,662	54,030	1.2%	24,320	21,090	15.3%	17,290	17,100	1.1%				14,250	14,060	1.4%
...Portland	64,830	79,548	-18.5%	37,219	36,000	3.4%	19,447	36,000	-46.0%	8,164	7,548	8.2%						
...Sacramento	37,219	36,000	3.4%	22,932	22,680	1.1%	14,287	13,320	7.3%									
...Salt Lake City	23,842	19,440	22.6%	23,842	19,440	22.6%												
...San Diego	51,506	36,000	43.1%	37,219	22,680	64.1%	14,287	13,320	7.3%									
...San Francisco	216,740	264,396	-18.0%	114,409	154,404	-25.9%	47,572	52,658	-9.7%	36,032	38,340	-6.0%	2,041	0	NA	16,686	18,994	-12.2%
...San Jose	63,623	36,444	74.6%	22,932	22,680	1.1%	23,107	5,772	300.3%	9,577	7,548	26.9%				8,007	444	1703.4%
...Seattle	169,178	161,144	5.0%	82,975	79,560	4.3%	51,506	49,320	4.4%	20,410	19,092	6.9%				14,287	13,172	8.5%
US East	157,560	197,648	-20.3%	133,796	170,558	-21.6%	23,764	27,090	-12.3%									
...Atlanta	27,328	26,820	1.9%	27,328	26,820	1.9%												
...Chicago	28,337	54,190	-47.7%	25,048	47,350	-47.1%	3,289	6,840	-51.9%									
...Dallas	61,425	60,750	1.1%	40,950	40,500	1.1%	20,475	20,250	1.1%									
...Detroit	0	298	-100.0%	0	298	-100.0%												
...Houston	21,285	26,625	-20.1%	21,285	26,625	-20.1%												
...Minneapolis	0	8,940	-100.0%	0	8,940	-100.0%												
...Newark	19,185	20,025	-4.2%	19,185	20,025	-4.2%												

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	834,795	714,188	16.9%	738,998	643,541	14.8%	80,106	60,208	33.0%	9,217	6,591	39.8%	0	0	NA	6,474	3,848	68.2%
Scheduled Seats	820,053	704,751	16.4%	724,256	634,104	14.2%	80,106	60,208	33.0%	9,217	6,591	39.8%	0	0	NA	6,474	3,848	68.2%
Charter Seats	14,742	9,437	56.2%	14,742	9,437	56.2%												
Japan	439,218	412,260	6.5%	439,218	412,260	6.5%												
...Fukuoka	12,600	0	NA	12,600	0	NA												
...Nagoya	38,692	40,590	-4.7%	38,692	40,590	-4.7%												
...Osaka	79,798	45,720	74.5%	79,798	45,720	74.5%												
...Tokyo-HND	72,527	61,430	18.1%	72,527	61,430	18.1%												
...Tokyo-NRT	235,601	264,520	-10.9%	235,601	264,520	-10.9%												
Canada	152,763	119,073	28.3%	56,966	48,426	17.6%	80,106	60,208	33.0%	9,217	6,591	39.8%				6,474	3,848	68.2%
...Edmonton	5,694	3,066	85.7%				5,694	3,066	85.7%									
...Vancouver	111,969	92,079	21.6%	46,865	39,858	17.6%	49,413	41,782	18.3%	9,217	6,591	39.8%				6,474	3,848	68.2%
...Victoria	1,768	1,768	0.0%	1,768	1,768	0.0%												
Other Asia	92,022	60,315	52.6%	92,022	60,315	52.6%												
...Seoul	84,560	60,315	40.2%	84,560	60,315	40.2%												
...Shanghai	7,462	0	NA	7,462	0	NA												
Oceania	67,652	44,882	50.7%	67,652	44,882	50.7%												
...Auckland	6,084	5,902	3.1%	6,084	5,902	3.1%												
...Brisbane	3,549	0	NA	3,549	0	NA												
...Melbourne	3,276	0	NA	3,276	0	NA												
...Sydney	54,743	38,980	40.4%	54,743	38,980	40.4%												
Other	68,398	68,221	0.3%	68,398	68,221	0.3%												
...Apia	2,106	1,776	18.6%	2,106	1,776	18.6%												
...Christmas	1,560	1,768	-11.8%	1,560	1,768	-11.8%												
...Guam	23,023	19,225	19.8%	23,023	19,225	19.8%												
...Majuro	6,123	8,007	-23.5%	6,123	8,007	-23.5%												
...Manila	23,400	23,400	0.0%	23,400	23,400	0.0%												
...Nadi	2,106	3,965	-46.9%	2,106	3,965	-46.9%												
...Pago Pago	6,804	6,804	0.0%	6,804	6,804	0.0%												
...Papeete	3,276	3,276	0.0%	3,276	3,276	0.0%												

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