

| | TABLE 1. TOTAL VISITORS BY AIR | | | | | |
|-----------------------------------|--------------------------------|-----------|----------|--------------|------------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 5,642,384 | 5,111,206 | 10.4% | 66,569,244 | 60,924,595 | 9.3% |
| TOTAL VISITORS | 629,346 | 557,587 | 12.9% | 7,113,031 | 6,504,282 | 9.4% |
| DOMESTIC | 429,534 | 389,667 | 10.2% | 4,906,722 | 4,664,063 | 5.2% |
| INTERNATIONAL | 199,812 | 167,920 | 19.0% | 2,206,309 | 1,840,219 | 19.9% |
| AVERAGE DAILY CENSUS | 188,079 | 170,374 | 10.4% | 198,714 | 182,409 | 8.9% |
| TOTAL AIR SEATS (EST) | 838,397 | 729,542 | 14.9% | 9,272,744 | 8,551,621 | 8.4% |
| TOTAL LOAD FACTOR (EST) | 89.0% | 91.7% | -2.6 | 89.7% | 90.5% | -0.8 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 390,769 | 343,278 | 13.8% | 4,442,461 | 3,987,674 | 11.4% |
| O'ahu only | 295,770 | 259,674 | 13.9% | 3,300,757 | 2,948,003 | 12.0% |
| Kaua'i | 82,566 | 72,880 | 13.3% | 987,734 | 920,592 | 7.3% |
| Kaua'i only | 47,149 | 40,526 | 16.3% | 532,324 | 486,094 | 9.5% |
| Maui County | 183,248 | 169,823 | 7.9% | 2,127,284 | 2,012,089 | 5.7% |
| Maui | 180,002 | 166,567 | 8.1% | 2,087,644 | 1,972,972 | 5.8% |
| Maui only | 117,528 | 109,372 | 7.5% | 1,298,461 | 1,245,545 | 4.2% |
| Moloka'i * | 3,858 | 3,918 | -1.5% | 48,334 | 49,314 | -2.0% |
| Moloka'i only * | 510 | 623 | -18.2% | 6,503 | 6,406 | 1.5% |
| Lāna'i * | 5,099 | 5,025 | 1.5% | 67,345 | 68,154 | -1.2% |
| Lāna'i only * | 748 | 1,071 | -30.2% | 9,850 | 10,527 | -6.4% |
| Hawai'i Island | 113,906 | 96,967 | 17.5% | 1,298,871 | 1,194,553 | 8.7% |
| Kona side | 93,492 | 81,318 | 15.0% | 1,082,051 | 1,002,276 | 8.0% |
| Hilo side | 41,913 | 35,260 | 18.9% | 477,434 | 440,232 | 8.5% |
| Hawai'i Island only | 54,685 | 47,791 | 14.4% | 605,675 | 568,704 | 6.5% |
| Any Neighbor Island | 333,576 | 297,913 | 12.0% | 3,812,274 | 3,556,278 | 7.2% |
| NI only | 238,577 | 214,310 | 11.3% | 2,670,570 | 2,516,605 | 6.1% |
| O'ahu & NI | 94,999 | 83,603 | 13.6% | 1,141,704 | 1,039,671 | 9.8% |
| Any one island only | 516,390 | 459,057 | 12.5% | 5,753,570 | 5,265,278 | 9.3% |
| Multiple Islands | 112,956 | 98,531 | 14.6% | 1,359,461 | 1,239,003 | 9.7% |
| Avg. Islands Visited | 1.23 | 1.24 | -0.1% | 1.26 | 1.26 | -0.3% |
| Average Length of Stay in Hawai'i | 8.97 | 9.17 | -2.2% | 9.36 | 9.37 | -0.1% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 398,687 | 348,773 | 14.3% | 4,530,777 | 4,090,120 | 10.8% |
| Hotel only | 354,602 | 307,046 | 15.5% | 3,978,722 | 3,583,077 | 11.0% |
| Plan to stay in Condo | 110,635 | 102,347 | 8.1% | 1,248,458 | 1,185,204 | 5.3% |
| Condo only | 89,060 | 80,827 | 10.2% | 977,089 | 931,034 | 4.9% |
| Plan to stay in Timeshare | 62,549 | 57,515 | 8.8% | 702,929 | 656,484 | 7.1% |
| Timeshare only | 48,959 | 44,733 | 9.4% | 542,052 | 504,873 | 7.4% |
| Cruise Ship | 9,914 | 9,178 | 8.0% | 117,443 | 115,559 | 1.6% |
| Friends/Relatives | 56,052 | 49,836 | 12.5% | 629,057 | 590,478 | 6.5% |
| Bed & Breakfast | 5,739 | 5,365 | 7.0% | 66,484 | 64,884 | 2.5% |
| Other | 7,811 | 7,167 | 9.0% | 98,439 | 94,924 | 3.7% |

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

| | T A B L E 1. T O T A L V I S I T O R S B Y A I R (C O N T.) | | | | | |
|----------------------------|---|---------|----------|--------------|-----------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 523,254 | 454,199 | 15.2% | 5,938,042 | 5,360,302 | 10.8% |
| Honeymoon | 56,667 | 53,284 | 6.3% | 530,143 | 481,655 | 10.1% |
| Get Married | 12,026 | 11,296 | 6.5% | 116,726 | 113,395 | 2.9% |
| Pleasure/Vacation | 465,735 | 400,521 | 16.3% | 5,406,266 | 4,876,094 | 10.9% |
| Mtgs/Conventions/Incentive | 30,773 | 23,400 | 31.5% | 384,789 | 378,569 | 1.6% |
| Conventions | 18,294 | 14,448 | 26.6% | 225,638 | 221,170 | 2.0% |
| Corporate Meetings | 6,141 | 5,353 | 14.7% | 76,324 | 77,367 | -1.3% |
| Incentive | 6,899 | 4,022 | 71.5% | 95,367 | 93,734 | 1.7% |
| Other Business | 21,397 | 20,512 | 4.3% | 229,755 | 219,302 | 4.8% |
| Visit Friends/Rel. | 54,881 | 50,219 | 9.3% | 595,193 | 565,121 | 5.3% |
| Gov't/Military | 6,460 | 9,219 | -29.9% | 88,348 | 99,229 | -11.0% |
| Attend School | 698 | 658 | 6.1% | 21,018 | 17,675 | 18.9% |
| Sport Events | 9,444 | 9,223 | 2.4% | 79,371 | 75,046 | 5.8% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 33.8 | 34.1 | -0.4 | 35.2 | 34.2 | 0.9 |
| % Repeaters ** | 66.2 | 65.9 | 0.4 | 64.8 | 65.8 | -0.9 |
| Average # of Trips | 5.24 | 5.17 | 1.5% | 4.95 | 4.99 | -0.8% |
| Group Tour | 54,797 | 46,300 | 18.4% | 626,289 | 565,111 | 10.8% |
| Non-Group | 574,549 | 511,287 | 12.4% | 6,486,742 | 5,939,171 | 9.2% |
| Package Trip | 211,421 | 191,566 | 10.4% | 2,482,228 | 2,297,294 | 8.1% |
| No Package | 417,925 | 366,021 | 14.2% | 4,630,803 | 4,206,988 | 10.1% |
| Net True Independent | 407,970 | 357,444 | 14.1% | 4,531,326 | 4,103,639 | 10.4% |

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

| | TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights) | | | | | |
|-----------------------------------|--|-----------|----------|--------------|------------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| DOMESTIC VISITOR DAYS | 4,213,729 | 3,887,305 | 8.4% | 49,108,389 | 46,775,292 | 5.0% |
| DOMESTIC VISITORS | 429,534 | 389,667 | 10.2% | 4,906,722 | 4,664,063 | 5.2% |
| DOMESTIC AVERAGE DAILY CENSUS | 140,458 | 129,577 | 8.4% | 146,592 | 140,046 | 4.7% |
| DOMESTIC AIR SEATS (EST) | 573,761 | 501,438 | 14.4% | 6,343,875 | 6,060,727 | 4.7% |
| DOMESTIC LOAD FACTOR (EST) | 91.4% | 96.7% | -5.3 | 93.6% | 94.3% | -0.7 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 211,534 | 191,199 | 10.6% | 2,481,646 | 2,353,707 | 5.4% |
| O'ahu only | 155,086 | 140,557 | 10.3% | 1,758,328 | 1,666,115 | 5.5% |
| Kaua'i | 75,259 | 66,355 | 13.4% | 891,905 | 834,868 | 6.8% |
| Kaua'i only | 45,743 | 39,780 | 15.0% | 512,348 | 473,130 | 8.3% |
| Maui County | 154,832 | 142,221 | 8.9% | 1,780,464 | 1,710,026 | 4.1% |
| Maui | 152,035 | 139,055 | 9.3% | 1,746,407 | 1,675,793 | 4.2% |
| Maui only | 106,974 | 98,271 | 8.9% | 1,163,199 | 1,121,978 | 3.7% |
| Moloka'i * | 3,081 | 3,078 | 0.1% | 37,873 | 40,066 | -5.5% |
| Moloka'i only * | 498 | 582 | -14.4% | 5,776 | 5,718 | 1.0% |
| Lāna'i * | 4,310 | 4,429 | -2.7% | 53,619 | 56,959 | -5.9% |
| Lāna'i only * | 727 | 1,061 | -31.5% | 8,982 | 10,020 | -10.4% |
| Hawai'i Island | 82,689 | 75,050 | 10.2% | 970,386 | 926,330 | 4.8% |
| Kona side | 72,664 | 65,249 | 11.4% | 843,122 | 804,914 | 4.7% |
| Hilo side | 27,023 | 24,835 | 8.8% | 327,973 | 313,452 | 4.6% |
| Hawai'i Island only | 48,871 | 44,708 | 9.3% | 538,878 | 515,408 | 4.6% |
| Any Neighbor Island | 274,448 | 249,110 | 10.2% | 3,148,394 | 2,997,948 | 5.0% |
| NI only | 218,000 | 198,468 | 9.8% | 2,425,076 | 2,310,354 | 5.0% |
| O'ahu & NI | 56,448 | 50,642 | 11.5% | 723,318 | 687,592 | 5.2% |
| Any one island only | 357,899 | 324,958 | 10.1% | 3,987,511 | 3,792,370 | 5.1% |
| Multiple Islands | 71,635 | 64,709 | 10.7% | 919,211 | 871,693 | 5.5% |
| Avg. Islands Visited | 1.23 | 1.23 | 0.1% | 1.26 | 1.26 | -0.2% |
| Average Length of Stay in Hawai'i | 9.81 | 9.98 | -1.7% | 10.01 | 10.03 | -0.2% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 231,519 | 212,020 | 9.2% | 2,743,091 | 2,611,507 | 5.0% |
| Hotel only | 194,835 | 178,270 | 9.3% | 2,301,547 | 2,194,562 | 4.9% |
| Plan to stay in Condo | 87,712 | 79,969 | 9.7% | 966,997 | 928,482 | 4.1% |
| Condo only | 70,293 | 64,001 | 9.8% | 757,943 | 729,520 | 3.9% |
| Plan to stay in Timeshare | 54,318 | 50,596 | 7.4% | 603,037 | 582,520 | 3.5% |
| Timeshare only | 42,620 | 39,570 | 7.7% | 467,023 | 451,438 | 3.5% |
| Cruise Ship | 8,695 | 8,059 | 7.9% | 101,160 | 99,131 | 2.0% |
| Friends/Relatives | 51,341 | 44,530 | 15.3% | 553,935 | 527,970 | 4.9% |
| Bed & Breakfast | 4,861 | 4,438 | 9.5% | 56,664 | 52,967 | 7.0% |
| Other | 7,216 | 7,002 | 3.1% | 87,252 | 81,487 | 7.1% |

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

| | TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|---------|----------|--------------|-----------|----------|
| | (Visitors Arriving on Domestic Flights) | | | | | |
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 349,740 | 312,650 | 11.9% | 4,029,533 | 3,802,357 | 6.0% |
| Honeymoon | 15,938 | 17,359 | -8.2% | 217,609 | 220,770 | -1.4% |
| Get Married | 3,902 | 5,115 | -23.7% | 51,668 | 51,649 | 0.0% |
| Pleasure/Vacation | 334,199 | 295,116 | 13.2% | 3,815,757 | 3,586,406 | 6.4% |
| Mtgs/Conventions/Incentive | 21,492 | 16,889 | 27.3% | 278,540 | 286,249 | -2.7% |
| Conventions | 13,813 | 10,856 | 27.2% | 172,084 | 178,083 | -3.4% |
| Corporate Meetings | 5,099 | 4,021 | 26.8% | 61,910 | 62,114 | -0.3% |
| Incentive | 3,122 | 2,419 | 29.1% | 55,479 | 57,494 | -3.5% |
| Other Business | 19,978 | 18,344 | 8.9% | 205,679 | 197,135 | 4.3% |
| Visit Friends/Rel. | 50,093 | 44,858 | 11.7% | 528,158 | 507,707 | 4.0% |
| Gov't/Military | 5,667 | 8,359 | -32.2% | 78,326 | 81,355 | -3.7% |
| Attend School | 495 | 539 | -8.2% | 12,915 | 13,094 | -1.4% |
| Sport Events | 7,315 | 7,741 | -5.5% | 50,205 | 51,561 | -2.6% |
| TRAVEL STATUS | | | | | | |
| % First Timers** | 26.1 | 27.3 | -1.2 | 29.5 | 29.7 | -0.2 |
| % Repeaters** | 73.9 | 72.7 | 1.2 | 70.5 | 70.3 | 0.2 |
| Average # of Trips | 6.17 | 6.10 | 1.1% | 5.69 | 5.65 | 0.7% |
| Group Tour | 12,568 | 13,609 | -7.7% | 169,287 | 161,759 | 4.7% |
| Non-Group | 416,966 | 376,058 | 10.9% | 4,737,435 | 4,502,304 | 5.2% |
| Package Trip | 85,798 | 88,013 | -2.5% | 1,163,140 | 1,192,536 | -2.5% |
| No Package | 343,736 | 301,654 | 14.0% | 3,743,582 | 3,471,526 | 7.8% |
| Net True Independent | 339,471 | 297,892 | 14.0% | 3,692,055 | 3,423,547 | 7.8% |

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

| | TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights) | | | | | |
|-------------------------------|--|---------|----------|--------------|-----------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| UNITED STATES | 383,359 | 344,807 | 11.2% | 4,353,522 | 4,134,198 | 5.3% |
| Pacific Region | 224,347 | 194,908 | 15.1% | 2,321,705 | 2,162,054 | 7.4% |
| ...California | 151,125 | 126,866 | 19.1% | 1,663,272 | 1,491,144 | 11.5% |
| ...Oregon | 19,845 | 18,122 | 9.5% | 179,092 | 185,136 | -3.3% |
| ...Washington | 44,117 | 41,334 | 6.7% | 412,655 | 417,421 | -1.1% |
| Mountain Region | 45,570 | 42,540 | 7.1% | 524,997 | 511,813 | 2.6% |
| West North Central | 12,745 | 12,838 | -0.7% | 183,007 | 183,286 | -0.2% |
| West South Central | 19,526 | 19,018 | 2.7% | 276,204 | 263,435 | 4.8% |
| ...Texas | 15,924 | 15,267 | 4.3% | 222,491 | 209,879 | 6.0% |
| East North Central | 23,838 | 22,789 | 4.6% | 311,156 | 311,407 | -0.1% |
| East South Central | 4,939 | 5,356 | -7.8% | 71,915 | 70,586 | 1.9% |
| New England | 6,911 | 6,430 | 7.5% | 95,472 | 93,571 | 2.0% |
| Middle Atlantic | 18,269 | 15,986 | 14.3% | 232,737 | 215,702 | 7.9% |
| ...New Jersey | 5,033 | 4,483 | 12.3% | 62,527 | 56,238 | 11.2% |
| ...New York | 8,520 | 7,076 | 20.4% | 106,989 | 97,894 | 9.3% |
| South Atlantic | 26,752 | 24,431 | 9.5% | 329,354 | 315,743 | 4.3% |
| CANADA | 19,525 | 18,584 | 5.1% | 175,493 | 182,979 | -4.1% |
| JAPAN | 199 | 557 | -64.3% | 5,574 | 6,591 | -15.4% |
| EUROPE MMA | 7,029 | 6,052 | 16.1% | 100,588 | 94,329 | 6.6% |
| ...France | 564 | 523 | 7.8% | 9,325 | 8,442 | 10.5% |
| ...Germany | 2,934 | 2,340 | 25.4% | 33,791 | 29,699 | 13.8% |
| ...Italy | 410 | 348 | 17.8% | 9,598 | 9,483 | 1.2% |
| ...Switzerland | 918 | 757 | 21.2% | 11,545 | 10,886 | 6.1% |
| ...United Kingdom | 2,203 | 2,084 | 5.7% | 36,329 | 35,820 | 1.4% |
| OTHER ASIA MMA | 4,416 | 4,098 | 7.8% | 51,325 | 38,223 | 34.3% |
| ...People's Republic of China | 3,287 | 3,230 | 1.8% | 38,985 | 28,190 | 38.3% |
| ...Taiwan | 199 | 136 | 45.9% | 1,620 | 1,356 | 19.5% |
| ...Hong Kong | 147 | 125 | 17.4% | 1,553 | 1,316 | 18.1% |
| ...Korea | 690 | 481 | 43.4% | 7,956 | 6,368 | 24.9% |
| ...Singapore | 93 | 125 | -25.5% | 1,211 | 993 | 21.9% |
| LATIN AMERICA MMA | 1,480 | 1,126 | 31.4% | 21,571 | 19,247 | 12.1% |
| ...Argentina | 207 | 173 | 19.4% | 3,595 | 3,771 | -4.7% |
| ...Brazil | 781 | 534 | 46.4% | 10,607 | 8,728 | 21.5% |
| ...Mexico | 492 | 419 | 17.3% | 7,369 | 6,748 | 9.2% |
| OCEANIA MMA | 3,755 | 3,064 | 22.6% | 55,863 | 42,660 | 31.0% |
| ...Australia | 3,485 | 2,781 | 25.3% | 50,759 | 38,803 | 30.8% |
| ...New Zealand | 270 | 283 | -4.4% | 5,104 | 3,857 | 32.3% |
| OTHER MMA | 10,233 | 11,891 | -13.9% | 149,761 | 152,437 | -1.8% |
| ...Ireland | 26 | 92 | -71.8% | 1,388 | 1,650 | -15.9% |
| ...Indonesia | 8 | 84 | -90.5% | 594 | 680 | -12.7% |
| ...Malaysia | 17 | 54 | -68.2% | 256 | 343 | -25.4% |
| ...Philippines | 389 | 246 | 58.3% | 3,303 | 2,968 | 11.3% |
| ...Thailand | 11 | 29 | -61.6% | 391 | 449 | -12.9% |
| ...Other | 9,782 | 11,386 | -14.1% | 143,829 | 146,346 | -1.7% |

| | TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights) | | | | | |
|------------------------------------|--|-----------|----------|--------------|------------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| INTERNATIONAL VISITOR DAYS | 1,428,656 | 1,223,901 | 16.7% | 17,460,855 | 14,149,304 | 23.4% |
| INTERNATIONAL VISITORS | 199,812 | 167,920 | 19.0% | 2,206,309 | 1,840,219 | 19.9% |
| INTERNATIONAL AVERAGE DAILY CENSUS | 47,622 | 40,797 | 16.7% | 52,122 | 42,363 | 23.0% |
| INTERNATIONAL AIR SEATS (EST) | 264,636 | 228,104 | 16.0% | 2,928,869 | 2,490,894 | 17.6% |
| INTERNATIONAL LOAD FACTOR (EST) | 84.0% | 80.7% | 3.3 | 81.3% | 81.5% | -0.2 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 179,235 | 152,079 | 17.9% | 1,960,815 | 1,633,967 | 20.0% |
| O'ahu only | 140,684 | 119,117 | 18.1% | 1,542,429 | 1,281,889 | 20.3% |
| Kaua'i | 7,307 | 6,524 | 12.0% | 95,829 | 85,725 | 11.8% |
| Kaua'i only | 1,406 | 746 | 88.5% | 19,976 | 12,963 | 54.1% |
| Maui County | 28,416 | 27,602 | 2.9% | 346,820 | 302,063 | 14.8% |
| Maui | 27,967 | 27,511 | 1.7% | 341,237 | 297,179 | 14.8% |
| Maui only | 10,554 | 11,101 | -4.9% | 135,262 | 123,567 | 9.5% |
| Moloka'i * | 777 | 840 | -7.5% | 10,461 | 9,248 | 13.1% |
| Moloka'i only * | 12 | 41 | -71.0% | 727 | 688 | 5.7% |
| Lāna'i * | 789 | 596 | 32.4% | 13,726 | 11,194 | 22.6% |
| Lāna'i only * | 21 | 11 | 98.9% | 868 | 507 | 71.3% |
| Hawai'i Island | 31,217 | 21,917 | 42.4% | 328,485 | 268,223 | 22.5% |
| Kona side | 20,828 | 16,069 | 29.6% | 238,929 | 197,362 | 21.1% |
| Hilo side | 14,890 | 10,424 | 42.8% | 149,461 | 126,780 | 17.9% |
| Hawai'i Island only | 5,814 | 3,083 | 88.6% | 66,797 | 53,296 | 25.3% |
| Any Neighbor Island | 59,128 | 48,803 | 21.2% | 663,880 | 558,330 | 18.9% |
| NI only | 20,577 | 15,841 | 29.9% | 245,494 | 206,252 | 19.0% |
| O'ahu & NI | 38,551 | 32,961 | 17.0% | 418,386 | 352,079 | 18.8% |
| Any one island only | 158,491 | 134,099 | 18.2% | 1,766,059 | 1,472,909 | 19.9% |
| Multiple Islands | 41,321 | 33,821 | 22.2% | 440,250 | 367,310 | 19.9% |
| Avg. Islands Visited | 1.24 | 1.25 | -0.8% | 1.25 | 1.25 | -0.5% |
| Average Length of Stay in Hawai'i | 7.15 | 7.29 | -1.9% | 7.91 | 7.69 | 2.9% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 167,168 | 136,753 | 22.2% | 1,787,686 | 1,478,612 | 20.9% |
| Hotel only | 159,767 | 128,776 | 24.1% | 1,677,175 | 1,388,514 | 20.8% |
| Plan to stay in Condo | 22,923 | 22,377 | 2.4% | 281,461 | 256,723 | 9.6% |
| Condo only | 18,767 | 16,826 | 11.5% | 219,146 | 201,514 | 8.7% |
| Plan to stay in Timeshare | 8,231 | 6,919 | 19.0% | 99,892 | 73,965 | 35.1% |
| Timeshare only | 6,339 | 5,163 | 22.8% | 75,029 | 53,435 | 40.4% |
| Cruise Ship | 1,219 | 1,119 | 8.9% | 16,283 | 16,429 | -0.9% |
| Friends/Relatives | 4,711 | 5,306 | -11.2% | 75,122 | 62,507 | 20.2% |
| Bed & Breakfast | 878 | 926 | -5.2% | 9,820 | 11,916 | -17.6% |
| Other | 595 | 165 | 260.4% | 11,187 | 13,437 | -16.7% |

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

| | TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|--|---------|----------|--------------|-----------|----------|
| | (Visitors Arriving on International Flights) | | | | | |
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 173,514 | 141,549 | 22.6% | 1,908,509 | 1,557,945 | 22.5% |
| Honeymoon | 40,729 | 35,925 | 13.4% | 312,534 | 260,885 | 19.8% |
| Get Married | 8,124 | 6,181 | 31.4% | 65,058 | 61,746 | 5.4% |
| Pleasure/Vacation | 131,536 | 105,405 | 24.8% | 1,590,509 | 1,289,688 | 23.3% |
| Mtgs/Conventions/Incentive | 9,281 | 6,511 | 42.6% | 106,249 | 92,321 | 15.1% |
| Conventions | 4,481 | 3,592 | 24.8% | 53,554 | 43,087 | 24.3% |
| Corporate Meetings | 1,042 | 1,333 | -21.8% | 14,414 | 15,254 | -5.5% |
| Incentive | 3,777 | 1,603 | 135.6% | 39,888 | 36,240 | 10.1% |
| Other Business | 1,419 | 2,168 | -34.6% | 24,076 | 22,167 | 8.6% |
| Visit Friends/Rel. | 4,788 | 5,362 | -10.7% | 67,035 | 57,414 | 16.8% |
| Gov't/Military | 793 | 859 | -7.7% | 10,022 | 17,875 | -43.9% |
| Attend School | 203 | 119 | 70.6% | 8,103 | 4,582 | 76.9% |
| Sport Events | 2,129 | 1,402 | 45.1% | 29,100 | 23,400 | 24.2% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 50.2 | 50.0 | 0.2 | 47.8 | 45.8 | 2.0 |
| % Repeaters ** | 49.8 | 50.0 | -0.2 | 52.2 | 54.2 | -2.0 |
| Average # of Trips | 3.25 | 2.99 | 8.6% | 3.31 | 3.33 | -0.5% |
| Group Tour | 42,229 | 32,691 | 29.2% | 457,002 | 403,352 | 13.3% |
| Non-Group | 157,583 | 135,229 | 16.5% | 1,749,307 | 1,436,867 | 21.7% |
| Package Trip | 125,623 | 103,553 | 21.3% | 1,319,088 | 1,104,757 | 19.4% |
| No Package | 74,189 | 64,367 | 15.3% | 887,221 | 735,462 | 20.6% |
| Net True Independent | 68,499 | 59,552 | 15.0% | 839,271 | 680,092 | 23.4% |

** 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) | | | | | |
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 2,547,890 | 2,298,724 | 10.8% | 27,618,017 | 26,006,527 | 6.2% |
| TOTAL VISITORS | 274,674 | 241,389 | 13.8% | 2,905,674 | 2,728,878 | 6.5% |
| Domestic | 269,917 | 237,448 | 13.7% | 2,846,702 | 2,673,867 | 6.5% |
| International | 4,757 | 3,941 | 20.7% | 58,972 | 55,011 | 7.2% |
| AVERAGE DAILY CENSUS | 84,930 | 76,624 | 10.8% | 82,442 | 77,864 | 5.9% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 119,770 | 103,721 | 15.5% | 1,275,516 | 1,198,558 | 6.4% |
| O'ahu only | 95,316 | 81,597 | 16.8% | 996,807 | 932,772 | 6.9% |
| Kaua'i | 46,344 | 40,255 | 15.1% | 504,859 | 472,678 | 6.8% |
| Kaua'i only | 34,249 | 29,027 | 18.0% | 362,559 | 331,791 | 9.3% |
| Maui County | 96,855 | 87,372 | 10.9% | 1,038,358 | 979,359 | 6.0% |
| Maui | 95,043 | 85,289 | 11.4% | 1,018,489 | 959,409 | 6.2% |
| Maui only | 76,396 | 68,603 | 11.4% | 802,113 | 757,369 | 5.9% |
| Moloka'i * | 1,672 | 1,720 | -2.8% | 19,519 | 20,107 | -2.9% |
| Moloka'i only * | 375 | 387 | -3.0% | 4,025 | 3,874 | 3.9% |
| Lāna'i * | 2,401 | 2,501 | -4.0% | 27,427 | 28,006 | -2.1% |
| Lāna'i only * | 510 | 793 | -35.6% | 5,924 | 6,306 | -6.1% |
| Hawai'i Island | 49,506 | 44,818 | 10.5% | 520,011 | 497,244 | 4.6% |
| Kona side | 44,220 | 39,688 | 11.4% | 461,144 | 441,355 | 4.5% |
| Hilo side | 13,368 | 12,644 | 5.7% | 144,284 | 140,569 | 2.6% |
| Hawai'i Island only | 35,482 | 31,496 | 12.7% | 362,367 | 343,993 | 5.3% |
| Any Neighbor Island | 179,358 | 159,792 | 12.2% | 1,908,867 | 1,796,106 | 6.3% |
| NI only | 154,904 | 137,668 | 12.5% | 1,630,158 | 1,530,321 | 6.5% |
| O'ahu & NI | 24,454 | 22,124 | 10.5% | 278,709 | 265,786 | 4.9% |
| Any one island only | 242,328 | 211,902 | 14.4% | 2,533,795 | 2,376,106 | 6.6% |
| Multiple Islands | 32,346 | 29,487 | 9.7% | 371,879 | 352,773 | 5.4% |
| Avg. Islands Visited | 1.15 | 1.15 | -0.6% | 1.16 | 1.16 | -0.5% |
| Average Length of Stay in Hawai'i | 9.28 | 9.52 | -2.6% | 9.50 | 9.53 | -0.3% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 136,338 | 118,907 | 14.7% | 1,455,049 | 1,367,431 | 6.4% |
| Hotel only | 116,569 | 100,522 | 16.0% | 1,237,622 | 1,163,870 | 6.3% |
| Plan to stay in Condo | 62,967 | 56,643 | 11.2% | 662,198 | 627,370 | 5.6% |
| Condo only | 51,948 | 46,185 | 12.5% | 542,356 | 512,139 | 5.9% |
| Plan to stay in Timeshare | 37,660 | 34,987 | 7.6% | 401,293 | 386,547 | 3.8% |
| Timeshare only | 30,356 | 27,943 | 8.6% | 318,606 | 307,887 | 3.5% |
| Cruise Ship | 2,267 | 2,365 | -4.2% | 23,140 | 24,839 | -6.8% |
| Friends/Relatives | 33,590 | 28,893 | 16.3% | 351,299 | 327,536 | 7.3% |
| Bed & Breakfast | 2,502 | 2,011 | 24.4% | 25,673 | 23,222 | 10.6% |
| Other | 4,717 | 4,226 | 11.6% | 51,689 | 49,082 | 5.3% |

* 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) | | | | | |
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 227,792 | 197,181 | 15.5% | 2,415,485 | 2,251,223 | 7.3% |
| Honeymoon | 7,631 | 7,863 | -3.0% | 99,156 | 96,046 | 3.2% |
| Get Married | 2,368 | 2,976 | -20.4% | 30,154 | 30,486 | -1.1% |
| Pleasure/Vacation | 220,233 | 188,968 | 16.5% | 2,315,866 | 2,153,952 | 7.5% |
| Mtgs/Conventions/Incentive | 10,939 | 9,027 | 21.2% | 123,732 | 122,512 | 1.0% |
| Conventions | 6,548 | 5,420 | 20.8% | 76,064 | 73,330 | 3.7% |
| Corporate Meetings | 3,175 | 2,663 | 19.2% | 30,906 | 31,916 | -3.2% |
| Incentive | 1,472 | 1,190 | 23.7% | 20,763 | 21,639 | -4.0% |
| Other Business | 13,003 | 11,883 | 9.4% | 131,990 | 126,367 | 4.4% |
| Visit Friends/Rel. | 32,378 | 29,090 | 11.3% | 323,487 | 305,673 | 5.8% |
| Gov't/Military | 2,406 | 3,131 | -23.2% | 33,266 | 35,482 | -6.2% |
| Attend School | 298 | 279 | 6.7% | 6,552 | 6,779 | -3.3% |
| Sport Events | 3,569 | 3,653 | -2.3% | 26,998 | 28,508 | -5.3% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 16.9 | 17.2 | -0.3 | 18.7 | 18.8 | -0.1 |
| % Repeaters ** | 83.1 | 82.8 | 0.3 | 81.3 | 81.2 | 0.1 |
| Average # of Trips | 7.32 | 7.30 | 0.3% | 6.93 | 6.87 | 0.8% |
| Group Tour | 4,109 | 4,458 | -7.8% | 50,924 | 52,179 | -2.4% |
| Non-Group | 270,565 | 236,931 | 14.2% | 2,854,750 | 2,676,699 | 6.7% |
| Package Trip | 48,991 | 47,225 | 3.7% | 594,563 | 611,429 | -2.8% |
| No Package | 225,683 | 194,164 | 16.2% | 2,311,111 | 2,117,449 | 9.1% |
| Net True Independent | 223,849 | 192,496 | 16.3% | 2,290,119 | 2,098,365 | 9.1% |

** 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) | | | | | |
|-----------------------------------|---|-----------|----------|--------------|------------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 1,180,142 | 1,110,390 | 6.3% | 16,184,001 | 15,575,230 | 3.9% |
| TOTAL VISITORS | 116,531 | 109,789 | 6.1% | 1,549,721 | 1,498,092 | 3.4% |
| Domestic | 112,980 | 106,847 | 5.7% | 1,499,849 | 1,453,730 | 3.2% |
| International | 3,551 | 2,942 | 20.7% | 49,872 | 44,362 | 12.4% |
| AVERAGE DAILY CENSUS | 39,338 | 37,013 | 6.3% | 48,310 | 46,633 | 3.6% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 72,000 | 66,586 | 8.1% | 925,869 | 888,501 | 4.2% |
| O'ahu only | 46,591 | 44,566 | 4.5% | 571,868 | 554,055 | 3.2% |
| Kaua'i | 22,307 | 19,540 | 14.2% | 311,329 | 293,100 | 6.2% |
| Kaua'i only | 8,565 | 7,853 | 9.1% | 121,971 | 113,097 | 7.8% |
| Maui County | 42,319 | 40,208 | 5.2% | 582,321 | 569,948 | 2.2% |
| Maui | 41,558 | 39,462 | 5.3% | 570,723 | 558,583 | 2.2% |
| Maui only | 20,519 | 21,138 | -2.9% | 279,772 | 281,430 | -0.6% |
| Moloka'i * | 977 | 999 | -2.2% | 13,595 | 14,596 | -6.9% |
| Moloka'i only * | 87 | 126 | -31.1% | 1,361 | 1,367 | -0.4% |
| Lāna'i * | 1,522 | 1,426 | 6.8% | 22,945 | 24,050 | -4.6% |
| Lana'i only * | 181 | 194 | -6.7% | 2,919 | 3,255 | -10.3% |
| Hawai'i Island | 24,844 | 21,681 | 14.6% | 347,233 | 332,837 | 4.3% |
| Kona side | 20,810 | 18,262 | 13.9% | 294,912 | 281,954 | 4.6% |
| Hilo side | 11,073 | 9,433 | 17.4% | 142,860 | 138,748 | 3.0% |
| Hawai'i Island only | 9,499 | 8,816 | 7.7% | 134,782 | 130,928 | 2.9% |
| Any Neighbor Island | 69,940 | 65,223 | 7.2% | 977,853 | 944,037 | 3.6% |
| NI only | 44,531 | 43,203 | 3.1% | 623,852 | 609,591 | 2.3% |
| O'ahu & NI | 25,409 | 22,019 | 15.4% | 354,001 | 334,446 | 5.8% |
| Any one island only | 85,442 | 82,694 | 3.3% | 1,112,673 | 1,084,131 | 2.6% |
| Multiple Islands | 31,089 | 27,095 | 14.7% | 437,048 | 413,961 | 5.6% |
| Avg. Islands Visited | 1.40 | 1.36 | 2.7% | 1.41 | 1.41 | 0.3% |
| Average Length of Stay in Hawai'i | 10.13 | 10.11 | 0.1% | 10.44 | 10.40 | 0.4% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 73,898 | 70,570 | 4.7% | 981,836 | 951,791 | 3.2% |
| Hotel only | 60,028 | 58,800 | 2.1% | 801,845 | 779,046 | 2.9% |
| Plan to stay in Condo | 15,298 | 14,710 | 4.0% | 226,508 | 221,677 | 2.2% |
| Condo only | 10,652 | 10,608 | 0.4% | 155,705 | 154,742 | 0.6% |
| Plan to stay in Timeshare | 13,092 | 12,136 | 7.9% | 175,382 | 167,005 | 5.0% |
| Timeshare only | 9,618 | 9,090 | 5.8% | 128,186 | 121,467 | 5.5% |
| Cruise Ship | 5,542 | 4,473 | 23.9% | 63,817 | 61,651 | 3.5% |
| Friends/Relatives | 14,821 | 12,806 | 15.7% | 176,919 | 173,100 | 2.2% |
| Bed & Breakfast | 1,490 | 1,302 | 14.4% | 19,626 | 18,787 | 4.5% |
| Other | 1,990 | 2,066 | -3.7% | 29,007 | 29,611 | -2.0% |

* 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) | | | | | |
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 87,706 | 80,416 | 9.1% | 1,211,218 | 1,158,070 | 4.6% |
| Honeymoon | 6,258 | 6,966 | -10.2% | 90,107 | 94,007 | -4.1% |
| Get Married | 1,386 | 1,673 | -17.2% | 17,101 | 18,926 | -9.6% |
| Pleasure/Vacation | 81,360 | 73,527 | 10.7% | 1,123,569 | 1,066,757 | 5.3% |
| Mtgs/Conventions/Incentive | 9,495 | 6,148 | 54.5% | 132,354 | 132,894 | -0.4% |
| Conventions | 6,760 | 4,179 | 61.8% | 81,946 | 83,731 | -2.1% |
| Corporate Meetings | 1,680 | 1,179 | 42.5% | 27,284 | 25,198 | 8.3% |
| Incentive | 1,272 | 891 | 42.8% | 28,963 | 29,712 | -2.5% |
| Other Business | 5,793 | 5,894 | -1.7% | 65,599 | 63,497 | 3.3% |
| Visit Friends/Rel. | 15,364 | 13,361 | 15.0% | 177,768 | 172,947 | 2.8% |
| Gov't/Military | 3,173 | 5,132 | -38.2% | 44,018 | 49,817 | -11.6% |
| Attend School | 95 | 121 | -21.6% | 3,782 | 3,802 | -0.5% |
| Sport Events | 3,114 | 3,538 | -12.0% | 16,346 | 17,399 | -6.1% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 40.8 | 41.8 | -1.0 | 42.3 | 42.2 | 0.1 |
| % Repeaters ** | 59.2 | 58.2 | 1.0 | 57.7 | 57.8 | -0.1 |
| Average # of Trips | 4.24 | 4.18 | 1.4% | 4.03 | 4.01 | 0.4% |
| Group Tour | 5,681 | 5,885 | -3.5% | 75,877 | 73,405 | 3.4% |
| Non-Group | 110,850 | 103,904 | 6.7% | 1,473,844 | 1,424,687 | 3.5% |
| Package Trip | 24,883 | 27,265 | -8.7% | 390,309 | 405,624 | -3.8% |
| No Package | 91,648 | 82,525 | 11.1% | 1,159,412 | 1,092,468 | 6.1% |
| Net True Independent | 90,064 | 81,098 | 11.1% | 1,138,640 | 1,072,260 | 6.2% |

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

| | TABLE 6. TOTAL JAPANESE VISITORS BY AIR | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 691,125 | 573,429 | 20.5% | 7,893,879 | 6,780,509 | 16.4% |
| TOTAL VISITORS | 122,084 | 100,415 | 21.6% | 1,312,342 | 1,127,804 | 16.4% |
| Domestic | 199 | 557 | -64.3% | 5,574 | 6,591 | -15.4% |
| International | 121,885 | 99,858 | 22.1% | 1,306,768 | 1,121,213 | 16.5% |
| AVERAGE DAILY CENSUS | 23,037 | 19,114 | 20.5% | 23,564 | 20,301 | 16.1% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 117,136 | 96,896 | 20.9% | 1,262,219 | 1,083,365 | 16.5% |
| O'ahu only | 97,081 | 81,850 | 18.6% | 1,063,716 | 915,203 | 16.2% |
| Kaua'i | 1,811 | 1,781 | 1.7% | 24,894 | 21,190 | 17.5% |
| Kaua'i only | 218 | 237 | -7.9% | 2,085 | 2,862 | -27.2% |
| Maui County | 5,481 | 4,788 | 14.5% | 62,545 | 58,594 | 6.7% |
| Maui | 5,280 | 4,762 | 10.9% | 60,952 | 57,022 | 6.9% |
| Maui only | 637 | 473 | 34.7% | 10,445 | 10,244 | 2.0% |
| Moloka'i * | 84 | 79 | 6.4% | 1,240 | 1,565 | -20.8% |
| Moloka'i only * | 0 | 0 | NA | 54 | 57 | -5.5% |
| Lāna'i * | 251 | 68 | 270.0% | 2,058 | 2,081 | -1.1% |
| Lāna'i only * | 0 | 0 | NA | 105 | 207 | -49.4% |
| Hawai'i Island | 19,339 | 13,372 | 44.6% | 182,141 | 150,830 | 20.8% |
| Kona side | 11,635 | 9,594 | 21.3% | 122,640 | 102,856 | 19.2% |
| Hilo side | 9,111 | 5,087 | 79.1% | 77,181 | 63,705 | 21.2% |
| Hawai'i Island only | 2,804 | 2,656 | 5.6% | 32,782 | 28,489 | 15.1% |
| Any Neighbor Island | 25,003 | 18,565 | 34.7% | 248,626 | 212,601 | 16.9% |
| NI only | 4,948 | 3,520 | 40.6% | 50,123 | 44,439 | 12.8% |
| O'ahu & NI | 20,055 | 15,045 | 33.3% | 198,503 | 168,162 | 18.0% |
| Any one island only | 100,740 | 85,216 | 18.2% | 1,109,187 | 957,063 | 15.9% |
| Multiple Islands | 21,344 | 15,200 | 40.4% | 203,155 | 170,741 | 19.0% |
| Avg. Islands Visited | 1.18 | 1.16 | 1.2% | 1.17 | 1.17 | 0.1% |
| Average Length of Stay in Hawai'i | 5.66 | 5.71 | -0.9% | 6.02 | 6.01 | 0.0% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 108,341 | 86,607 | 25.1% | 1,146,673 | 973,639 | 17.8% |
| Hotel only | 106,331 | 84,617 | 25.7% | 1,116,801 | 949,718 | 17.6% |
| Plan to stay in Condo | 9,020 | 10,240 | -11.9% | 121,073 | 122,689 | -1.3% |
| Condo only | 7,579 | 7,961 | -4.8% | 97,547 | 100,191 | -2.6% |
| Plan to stay in Timeshare | 4,891 | 4,878 | 0.3% | 55,601 | 43,011 | 29.3% |
| Timeshare only | 4,019 | 3,760 | 6.9% | 45,092 | 33,084 | 36.3% |
| Cruise Ship | 335 | 31 | 974.5% | 1,375 | 593 | 132.0% |
| Friends/Relatives | 1,591 | 1,200 | 32.6% | 15,790 | 15,113 | 4.5% |
| Bed & Breakfast | 219 | 54 | 306.8% | 1,651 | 1,352 | 22.2% |
| Other | 117 | 5 | 2303.8% | 2,451 | 553 | 343.4% |

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

| | TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|--------|----------|--------------|---------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 104,009 | 86,817 | 19.8% | 1,144,248 | 978,520 | 16.9% |
| Honeymoon | 28,119 | 23,873 | 17.8% | 222,154 | 190,363 | 16.7% |
| Get Married | 6,965 | 5,519 | 26.2% | 55,773 | 54,249 | 2.8% |
| Pleasure/Vacation | 75,505 | 62,929 | 20.0% | 919,274 | 781,992 | 17.6% |
| Mtgs/Conventions/Incentive | 4,906 | 1,852 | 164.8% | 48,046 | 41,052 | 17.0% |
| Conventions | 1,423 | 425 | 235.1% | 16,598 | 8,757 | 89.5% |
| Corporate Meetings | 502 | 607 | -17.3% | 7,520 | 5,774 | 30.2% |
| Incentive | 2,980 | 820 | 263.2% | 24,848 | 27,858 | -10.8% |
| Other Business | 656 | 485 | 35.3% | 8,970 | 6,853 | 30.9% |
| Visit Friends/Rel. | 2,228 | 1,895 | 17.6% | 21,905 | 21,554 | 1.6% |
| Gov't/Military | 34 | 32 | 5.0% | 743 | 577 | 28.8% |
| Attend School | 17 | 123 | -86.2% | 4,030 | 2,175 | 85.3% |
| Sport Events | 1,407 | 1,277 | 10.2% | 24,254 | 19,657 | 23.4% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 46.9 | 45.8 | 1.0 | 41.9 | 41.0 | 0.9 |
| % Repeaters ** | 53.1 | 54.2 | -1.0 | 58.1 | 59.0 | -0.9 |
| Average # of Trips | 3.40 | 3.41 | -0.3% | 3.74 | 3.90 | -4.2% |
| Group Tour | 32,507 | 24,131 | 34.7% | 354,959 | 307,400 | 15.5% |
| Non-Group | 89,577 | 76,284 | 17.4% | 957,383 | 820,404 | 16.7% |
| Package Trip | 92,376 | 74,767 | 23.6% | 957,198 | 818,080 | 17.0% |
| No Package | 29,708 | 25,648 | 15.8% | 355,144 | 309,724 | 14.7% |
| Net True Independent | 24,686 | 21,511 | 14.8% | 314,129 | 266,105 | 18.0% |

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

| | TABLE 7. TOTAL CANADIAN VISITORS BY AIR | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 563,949 | 512,152 | 10.1% | 5,612,026 | 5,157,850 | 8.8% |
| TOTAL VISITORS | 43,611 | 40,008 | 9.0% | 431,344 | 412,120 | 4.7% |
| Domestic | 19,525 | 18,584 | 5.1% | 175,493 | 182,979 | -4.1% |
| International | 24,086 | 21,424 | 12.4% | 255,851 | 229,141 | 11.7% |
| AVERAGE DAILY CENSUS | 18,798 | 17,072 | 10.1% | 16,753 | 15,443 | 8.5% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 18,337 | 18,034 | 1.7% | 197,631 | 196,148 | 0.8% |
| O'ahu only | 11,850 | 12,071 | -1.8% | 127,455 | 127,433 | 0.0% |
| Kaua'i | 5,373 | 4,975 | 8.0% | 58,509 | 55,008 | 6.4% |
| Kaua'i only | 2,582 | 2,081 | 24.1% | 25,231 | 21,075 | 19.7% |
| Maui County | 22,303 | 20,579 | 8.4% | 212,225 | 204,496 | 3.8% |
| Maui | 22,122 | 20,389 | 8.5% | 209,991 | 202,838 | 3.5% |
| Maui only | 16,346 | 15,431 | 5.9% | 146,588 | 142,866 | 2.6% |
| Moloka'i * | 413 | 358 | 15.5% | 3,604 | 3,650 | -1.3% |
| Moloka'i only * | 28 | 74 | -61.9% | 379 | 385 | -1.5% |
| Lāna'i * | 263 | 387 | -32.0% | 4,444 | 4,299 | 3.4% |
| Lāna'i only * | 19 | 30 | -37.2% | 414 | 203 | 104.2% |
| Hawai'i Island | 8,226 | 6,418 | 28.2% | 85,343 | 76,084 | 12.2% |
| Kona side | 7,764 | 5,546 | 40.0% | 77,107 | 68,184 | 13.1% |
| Hilo side | 2,774 | 2,439 | 13.7% | 29,687 | 28,645 | 3.6% |
| Hawai'i Island only | 4,383 | 2,846 | 54.0% | 40,197 | 34,119 | 17.8% |
| Any Neighbor Island | 31,761 | 27,937 | 13.7% | 303,889 | 284,687 | 6.7% |
| NI only | 25,274 | 21,974 | 15.0% | 233,713 | 215,972 | 8.2% |
| O'ahu & NI | 6,487 | 5,964 | 8.8% | 70,176 | 68,715 | 2.1% |
| Any one island only | 35,208 | 32,532 | 8.2% | 340,264 | 326,080 | 4.3% |
| Multiple Islands | 8,403 | 7,476 | 12.4% | 91,080 | 86,040 | 5.9% |
| Avg. Islands Visited | 1.26 | 1.26 | -0.7% | 1.30 | 1.31 | -0.6% |
| Average Length of Stay in Hawai'i | 12.93 | 12.80 | 1.0% | 13.01 | 12.52 | 4.0% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 20,297 | 18,681 | 8.7% | 216,138 | 209,857 | 3.0% |
| Hotel only | 15,911 | 14,474 | 9.9% | 167,811 | 162,843 | 3.1% |
| Plan to stay in Condo | 17,454 | 16,006 | 9.0% | 159,181 | 152,631 | 4.3% |
| Condo only | 14,474 | 13,500 | 7.2% | 128,225 | 123,253 | 4.0% |
| Plan to stay in Timeshare | 5,198 | 4,166 | 24.8% | 43,023 | 39,922 | 7.8% |
| Timeshare only | 3,840 | 2,967 | 29.4% | 31,404 | 28,155 | 11.5% |
| Cruise Ship | 489 | 753 | -35.1% | 9,250 | 10,474 | -11.7% |
| Friends/Relatives | 1,803 | 1,680 | 7.3% | 18,487 | 17,889 | 3.3% |
| Bed & Breakfast | 498 | 499 | -0.2% | 5,759 | 5,869 | -1.9% |
| Other | 363 | 325 | 11.5% | 4,030 | 3,913 | 3.0% |

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

| | TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|--------|----------|--------------|---------|----------|
| | NOVEMBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 41,109 | 36,944 | 11.3% | 400,965 | 380,408 | 5.4% |
| Honeymoon | 1,189 | 1,486 | -20.0% | 13,777 | 14,278 | -3.5% |
| Get Married | 285 | 485 | -41.3% | 3,194 | 3,230 | -1.1% |
| Pleasure/Vacation | 40,004 | 35,383 | 13.1% | 387,523 | 366,388 | 5.8% |
| Mtgs/Conventions/Incentive | 1,341 | 1,185 | 13.1% | 17,238 | 19,603 | -12.1% |
| Conventions | 1,008 | 929 | 8.5% | 12,127 | 14,558 | -16.7% |
| Corporate Meetings | 189 | 200 | -5.5% | 2,159 | 2,588 | -16.6% |
| Incentive | 156 | 78 | 100.9% | 3,585 | 3,206 | 11.8% |
| Other Business | 260 | 312 | -16.7% | 3,098 | 3,172 | -2.3% |
| Visit Friends/Rel. | 1,533 | 1,292 | 18.6% | 14,360 | 15,452 | -7.1% |
| Gov't/Military | 36 | 98 | -63.4% | 1,078 | 613 | 75.9% |
| Attend School | 35 | 24 | 46.8% | 476 | 428 | 11.2% |
| Sport Events | 415 | 256 | 62.3% | 3,561 | 2,815 | 26.5% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 31.1 | 32.8 | -1.7 | 36.6 | 37.8 | -1.2 |
| % Repeaters ** | 68.9 | 67.2 | 1.7 | 63.4 | 62.2 | 1.2 |
| Average # of Trips | 4.44 | 3.89 | 14.3% | 3.95 | 3.43 | 15.3% |
| Group Tour | 924 | 755 | 22.4% | 10,580 | 15,351 | -31.1% |
| Non-Group | 42,687 | 39,253 | 8.7% | 420,764 | 396,769 | 6.0% |
| Package Trip | 9,672 | 9,343 | 3.5% | 111,820 | 113,712 | -1.7% |
| No Package | 33,939 | 30,665 | 10.7% | 319,524 | 298,408 | 7.1% |
| Net True Independent | 33,513 | 30,509 | 9.8% | 316,997 | 295,807 | 7.2% |

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

November 2012 Arrivals at a Glance

| CATEGORY AND MMA | Nov 2012P | Nov 2011 | % change | YTD 2012 | YTD 2011 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,124.4 | 916.4 | 22.7 | 12,908.0 | 10,829.8 | 19.2 |
| Total by air | 1,118.3 | 914.0 | 22.3 | 12,869.1 | 10,811.9 | 19.0 |
| U.S. West | 394.2 | 327.5 | 20.3 | 4,177.3 | 3,734.2 | 11.9 |
| U.S. East | 233.7 | 197.7 | 18.2 | 3,099.1 | 2,810.0 | 10.3 |
| Japan | 227.3 | 183.7 | 23.7 | 2,373.7 | 1,951.5 | 21.6 |
| Canada | 88.1 | 72.6 | 21.3 | 864.1 | 782.5 | 10.4 |
| All Others | 174.9 | 132.4 | 32.1 | 2,354.8 | 1,533.7 | 53.5 |
| Visitor arrivals by cruise ships | 6.1 | 2.3 | 163.2 | 38.9 | 17.9 | 117.7 |
| TOTAL VISITOR DAYS | 5,757,006 | 5,172,218 | 11.3 | 67,284,244 | 61,462,520 | 9.5 |
| Total by air | 5,642,384 | 5,111,206 | 10.4 | 66,569,245 | 60,924,595 | 9.3 |
| U.S. West | 2,547,890 | 2,298,724 | 10.8 | 27,618,017 | 26,006,527 | 6.2 |
| U.S. East | 1,180,142 | 1,110,390 | 6.3 | 16,184,001 | 15,575,230 | 3.9 |
| Japan | 691,125 | 573,429 | 20.5 | 7,893,879 | 6,780,509 | 16.4 |
| Canada | 563,949 | 512,152 | 10.1 | 5,612,026 | 5,157,850 | 8.8 |
| All Others | 659,279 | 616,512 | 6.9 | 9,261,322 | 7,404,479 | 25.1 |
| Visitor arrivals by cruise ships | 114,621 | 61,012 | 87.9 | 715,000 | 537,925 | 32.9 |
| VISITOR ARRIVALS | 651,158 | 568,628 | 14.5 | 7,265,107 | 6,608,959 | 9.9 |
| Total by air | 629,346 | 557,587 | 12.9 | 7,113,031 | 6,504,282 | 9.4 |
| U.S. West | 274,674 | 241,389 | 13.8 | 2,905,674 | 2,728,878 | 6.5 |
| U.S. East | 116,531 | 109,789 | 6.1 | 1,549,721 | 1,498,092 | 3.4 |
| Japan | 122,084 | 100,415 | 21.6 | 1,312,342 | 1,127,804 | 16.4 |
| Canada | 43,611 | 40,008 | 9.0 | 431,344 | 412,120 | 4.7 |
| All Others | 72,446 | 65,986 | 9.8 | 913,950 | 737,388 | 23.9 |
| Visitor arrivals by cruise ships | 21,812 | 11,041 | 97.6 | 152,076 | 104,677 | 45.3 |
| AVERAGE LENGTH OF STAY | 8.84 | 9.10 | -2.8 | 9.26 | 9.30 | -0.4 |
| Total by air | 8.97 | 9.17 | -2.2 | 9.36 | 9.37 | -0.1 |
| U.S. West | 9.28 | 9.52 | -2.6 | 9.50 | 9.53 | -0.3 |
| U.S. East | 10.13 | 10.11 | 0.1 | 10.44 | 10.40 | 0.4 |
| Japan | 5.66 | 5.71 | -0.9 | 6.02 | 6.01 | 0.0 |
| Canada | 12.93 | 12.80 | 1.0 | 13.01 | 12.52 | 4.0 |
| All Others | 9.10 | 9.34 | -2.6 | 10.13 | 10.04 | 0.9 |
| Visitor arrivals by cruise ships | 5.25 | 5.53 | -4.9 | 4.70 | 5.14 | -8.5 |
| PER PERSON PER DAY SPENDING (\$) | 195.3 | 177.2 | 10.2 | 191.8 | 176.2 | 8.9 |
| Total by air | 198.2 | 178.8 | 10.8 | 193.3 | 177.5 | 8.9 |
| U.S. West | 154.7 | 142.5 | 8.6 | 151.3 | 143.6 | 5.3 |
| U.S. East | 198.0 | 178.1 | 11.2 | 191.5 | 180.4 | 6.1 |
| Japan | 328.9 | 320.4 | 2.7 | 300.7 | 287.8 | 4.5 |
| Canada | 156.3 | 141.8 | 10.2 | 154.0 | 151.7 | 1.5 |
| All Others | 265.3 | 214.8 | 23.5 | 254.3 | 207.1 | 22.8 |
| Visitor arrivals by cruise ships | 53.4 | 38.1 | 40.1 | 54.4 | 33.2 | 63.8 |
| PER PERSON PER TRIP SPENDING (\$) | 1,726.8 | 1,611.5 | 7.1 | 1,776.7 | 1,638.7 | 8.4 |
| Total by air | 1,776.9 | 1,639.3 | 8.4 | 1,809.2 | 1,662.3 | 8.8 |
| U.S. West | 1,435.1 | 1,356.9 | 5.8 | 1,437.6 | 1,368.4 | 5.1 |
| U.S. East | 2,005.5 | 1,800.8 | 11.4 | 1,999.8 | 1,875.7 | 6.6 |
| Japan | 1,862.1 | 1,829.7 | 1.8 | 1,808.8 | 1,730.3 | 4.5 |
| Canada | 2,020.6 | 1,815.8 | 11.3 | 2,003.4 | 1,898.8 | 5.5 |
| All Others | 2,414.6 | 2,006.6 | 20.3 | 2,576.5 | 2,079.9 | 23.9 |
| Visitor arrivals by cruise ships | 280.4 | 210.5 | 33.2 | 256.0 | 170.9 | 49.8 |

Source: Hawai'i Tourism Authority

2012 Arrivals at a Glance by Month

| 2012 | MMA | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | |
|--------------------------------------|---------------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| EXPENDITURES (\$mil.) * | TOTAL (\$mil.) | \$1,356.9 | \$1,114.6 | \$1,183.1 | \$1,170.6 | \$1,071.9 | \$1,217.7 | \$1,282.9 | \$1,187.9 | \$1,085.4 | \$1,112.7 | \$1,124.4 | |
| | Total by air | \$1,353.4 | \$1,110.3 | \$1,178.1 | \$1,162.8 | \$1,070.0 | \$1,217.7 | \$1,282.9 | \$1,187.8 | \$1,081.9 | \$1,106.0 | \$1,118.3 | |
| | U.S. West | \$366.4 | \$319.5 | \$361.6 | \$386.9 | \$353.1 | \$410.0 | \$436.7 | \$423.0 | \$344.3 | \$381.7 | \$394.2 | |
| | U.S. East | \$356.6 | \$288.1 | \$279.9 | \$224.3 | \$274.2 | \$339.0 | \$347.8 | \$277.1 | \$232.8 | \$245.4 | \$233.7 | |
| | Japan | \$218.5 | \$193.5 | \$186.8 | \$153.7 | \$188.1 | \$219.1 | \$248.8 | \$248.0 | \$253.5 | \$236.4 | \$227.3 | |
| | Canada | \$165.2 | \$135.2 | \$134.1 | \$84.0 | \$42.0 | \$30.1 | \$46.3 | \$45.3 | \$36.5 | \$57.4 | \$88.1 | |
| | All Others | \$246.6 | \$174.0 | \$215.7 | \$313.9 | \$212.6 | \$219.5 | \$203.4 | \$194.4 | \$214.8 | \$185.1 | \$174.9 | |
| | Visitor arrivals by cruise ships | \$3.4 | \$4.3 | \$5.0 | \$7.9 | \$1.9 | \$0.0 | \$0.0 | \$0.1 | \$3.4 | \$6.7 | 6.12 | |
| | Visitor days | TOTAL (air +) | 6,995,564 | 6,011,648 | 6,583,906 | 6,019,717 | 5,648,656 | 6,334,751 | 6,732,564 | 6,390,783 | 5,230,990 | 5,578,661 | 5,757,006 |
| | | Total by air | 6,927,002 | 5,933,566 | 6,481,577 | 5,856,267 | 5,612,931 | 6,334,751 | 6,732,564 | 6,388,416 | 5,183,107 | 5,476,679 | 5,642,384 |
| U.S. West | | 2,486,692 | 2,146,532 | 2,427,197 | 2,503,354 | 2,455,618 | 2,816,208 | 2,912,350 | 2,757,094 | 2,142,030 | 2,423,052 | 2,547,890 | |
| U.S. East | | 1,899,774 | 1,559,431 | 1,567,638 | 1,188,917 | 1,441,342 | 1,837,857 | 1,761,076 | 1,431,950 | 1,116,650 | 1,199,222 | 1,180,142 | |
| Japan | | 642,665 | 642,339 | 685,824 | 514,231 | 613,504 | 718,579 | 832,711 | 985,825 | 848,391 | 718,685 | 691,125 | |
| Canada | | 977,253 | 887,536 | 959,671 | 554,458 | 267,245 | 192,486 | 306,398 | 306,604 | 227,228 | 369,199 | 563,949 | |
| All Others | | 920,618 | 697,727 | 841,247 | 1,095,308 | 835,221 | 769,621 | 920,029 | 906,942 | 848,809 | 766,521 | 659,279 | |
| Visitor arrivals by cruise ships | | 68,562 | 78,082 | 102,329 | 163,450 | 35,724 | 0 | 0 | 2,367 | 47,883 | 101,982 | 114,621 | |
| Visitor arrivals | | TOTAL (air +) | 643,616 | 626,367 | 714,973 | 647,194 | 622,899 | 677,218 | 720,355 | 725,642 | 595,019 | 640,666 | 651,158 |
| | | Total by air | 629,852 | 608,781 | 695,800 | 616,222 | 615,675 | 677,218 | 720,355 | 723,759 | 583,363 | 612,660 | 629,346 |
| | U.S. West | 222,914 | 221,879 | 264,956 | 277,809 | 264,158 | 285,342 | 299,072 | 307,192 | 232,076 | 255,602 | 274,674 | |
| | U.S. East | 150,047 | 144,229 | 162,931 | 122,792 | 140,739 | 173,002 | 166,944 | 143,785 | 109,922 | 118,799 | 116,531 | |
| | Japan | 108,625 | 107,754 | 114,055 | 86,685 | 106,569 | 115,788 | 135,764 | 155,318 | 133,958 | 125,742 | 122,084 | |
| | Canada | 64,063 | 64,230 | 72,882 | 45,937 | 23,630 | 16,705 | 25,489 | 27,282 | 19,239 | 28,276 | 43,611 | |
| | All Others | 84,203 | 70,689 | 80,976 | 82,999 | 80,579 | 86,381 | 93,086 | 90,182 | 88,168 | 84,241 | 72,446 | |
| | Visitor arrivals by cruise ships | 13,764 | 17,586 | 19,173 | 30,972 | 7,224 | 0 | 0 | 1,883 | 11,656 | 28,006 | 21,812 | |
| | length of stay | TOTAL (air +) | 10.87 | 9.60 | 9.21 | 9.30 | 9.07 | 9.35 | 9.35 | 8.81 | 8.79 | 8.71 | 8.84 |
| | | Total by air | 11.00 | 9.75 | 9.32 | 9.50 | 9.12 | 9.35 | 9.35 | 8.83 | 8.88 | 8.94 | 8.97 |
| U.S. West | | 11.16 | 9.67 | 9.16 | 9.01 | 9.30 | 9.87 | 9.74 | 8.98 | 9.23 | 9.48 | 9.28 | |
| U.S. East | | 12.66 | 10.81 | 9.62 | 9.68 | 10.24 | 10.62 | 10.55 | 9.96 | 10.16 | 10.09 | 10.13 | |
| Japan | | 5.92 | 5.96 | 6.01 | 5.93 | 5.76 | 6.21 | 6.13 | 6.35 | 6.33 | 5.72 | 5.66 | |
| Canada | | 15.25 | 13.82 | 13.17 | 12.07 | 11.31 | 11.52 | 12.02 | 11.24 | 11.81 | 13.06 | 12.93 | |
| All Others | | 10.93 | 9.87 | 10.39 | 13.20 | 10.37 | 8.91 | 9.88 | 10.06 | 9.63 | 9.10 | 9.10 | |
| Visitor arrivals by cruise ships | | 4.98 | 4.44 | 5.34 | 5.28 | 4.95 | 0.00 | 0.00 | 1.26 | 4.11 | 3.64 | 5.25 | |
| Per Person Per Day Spending * | | TOTAL (air+) | \$194.0 | \$185.4 | \$179.7 | \$194.5 | \$189.8 | \$192.2 | \$190.6 | \$185.9 | \$207.5 | \$199.5 | \$195.3 |
| | | Total by air | \$195.4 | \$187.1 | \$181.8 | \$198.6 | \$190.6 | \$192.2 | \$190.6 | \$185.9 | \$208.7 | \$202.0 | \$198.2 |
| | U.S. West | \$147.4 | \$148.8 | \$149.0 | \$154.5 | \$143.8 | \$145.6 | \$149.9 | \$153.4 | \$160.7 | \$157.5 | \$154.7 | |
| | U.S. East | \$187.7 | \$184.8 | \$178.6 | \$188.6 | \$190.2 | \$184.5 | \$197.5 | \$193.5 | \$208.5 | \$204.7 | \$198.0 | |
| | Japan | \$340.1 | \$301.2 | \$272.3 | \$298.9 | \$306.6 | \$304.9 | \$298.8 | \$251.5 | \$298.8 | \$329.0 | \$328.9 | |
| | Canada | \$169.0 | \$152.4 | \$139.7 | \$151.4 | \$157.2 | \$156.3 | \$151.0 | \$147.7 | \$160.8 | \$155.4 | \$156.3 | |
| | All Others | \$267.9 | \$249.3 | \$256.4 | \$286.6 | \$254.5 | \$285.2 | \$221.0 | \$214.3 | \$253.0 | \$241.4 | \$265.3 | |
| | Visitor arrivals by cruise ships | \$50.3 | \$55.7 | \$49.1 | \$48.2 | \$54.1 | \$0.0 | \$0.0 | \$51.3 | \$71.4 | \$65.2 | \$53.4 | |
| | Per Person Per Trip Spending * | TOTAL (air+) | \$2,108.2 | \$1,779.5 | \$1,654.7 | \$1,808.8 | \$1,720.9 | \$1,798.0 | \$1,780.9 | \$1,637.0 | \$1,824.1 | \$1,736.7 | \$1,726.8 |
| | | Total by air | \$2,148.8 | \$1,823.7 | \$1,693.1 | \$1,886.9 | \$1,737.9 | \$1,798.0 | \$1,780.9 | \$1,641.1 | \$1,854.6 | \$1,805.3 | \$1,776.9 |
| U.S. West | | \$1,643.9 | \$1,439.8 | \$1,364.9 | \$1,392.6 | \$1,336.8 | \$1,436.7 | \$1,460.1 | \$1,377.0 | \$1,483.5 | \$1,493.4 | \$1,435.1 | |
| U.S. East | | \$2,376.7 | \$1,997.6 | \$1,718.2 | \$1,826.4 | \$1,948.3 | \$1,959.8 | \$2,083.3 | \$1,927.2 | \$2,118.3 | \$2,066.0 | \$2,005.5 | |
| Japan | | \$2,011.9 | \$1,795.5 | \$1,637.4 | \$1,773.2 | \$1,765.1 | \$1,892.2 | \$1,832.7 | \$1,596.5 | \$1,892.5 | \$1,880.4 | \$1,862.1 | |
| Canada | | \$2,578.7 | \$2,105.5 | \$1,839.4 | \$1,827.9 | \$1,778.4 | \$1,800.7 | \$1,814.6 | \$1,660.4 | \$1,899.1 | \$2,028.6 | \$2,020.6 | |
| All Others | | \$2,929.2 | \$2,461.1 | \$2,663.4 | \$3,782.3 | \$2,637.8 | \$2,540.9 | \$2,184.8 | \$2,155.7 | \$2,435.7 | \$2,196.8 | \$2,414.6 | |
| Visitor arrivals by cruise ships | | \$250.5 | \$247.1 | \$262.1 | \$254.2 | \$267.3 | \$0.0 | \$0.0 | \$64.4 | \$293.2 | \$237.5 | \$280.4 | |

| YEAR-TO-DATE | MMA | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov |
|--------------------------------------|----------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| EXPENDITURES (\$mil.)* | TOTAL (\$mil.) | \$1,356.9 | \$2,471.5 | \$3,654.6 | \$4,825.2 | \$5,897.1 | \$7,114.8 | \$8,397.7 | \$9,585.6 | \$10,671.0 | \$11,783.6 | \$12,908.0 |
| | Total by air | \$1,353.4 | \$2,463.7 | \$3,641.8 | \$4,804.5 | \$5,874.5 | \$7,092.2 | \$8,375.1 | \$9,562.9 | \$10,644.8 | \$11,750.8 | \$12,869.1 |
| | U.S. West | \$366.4 | \$685.9 | \$1,047.5 | \$1,434.4 | \$1,787.5 | \$2,197.5 | \$2,634.2 | \$3,057.2 | \$3,401.4 | \$3,783.2 | \$4,177.3 |
| | U.S. East | \$356.6 | \$644.7 | \$924.7 | \$1,148.9 | \$1,423.1 | \$1,762.2 | \$2,110.0 | \$2,387.1 | \$2,619.9 | \$2,865.4 | \$3,099.1 |
| | Japan | \$218.5 | \$412.0 | \$598.8 | \$752.5 | \$940.6 | \$1,159.7 | \$1,408.5 | \$1,656.5 | \$1,910.0 | \$2,146.4 | \$2,373.7 |
| | Canada | \$165.2 | \$300.4 | \$434.5 | \$518.5 | \$560.5 | \$590.6 | \$636.8 | \$682.1 | \$718.7 | \$776.0 | \$864.1 |
| | All Others | \$246.6 | \$420.6 | \$636.3 | \$950.2 | \$1,162.8 | \$1,382.3 | \$1,585.6 | \$1,780.0 | \$1,994.8 | \$2,179.8 | \$2,354.8 |
| Visitor arrivals by cruise ships | \$3.4 | \$7.8 | \$12.8 | \$20.7 | \$22.6 | \$22.6 | \$22.6 | \$22.6 | \$22.7 | \$26.2 | \$32.8 | \$38.9 |
| Visitor days | TOTAL (air +) | 6,995,564 | 13,007,212 | 19,591,118 | 25,610,835 | 31,259,490 | 37,594,241 | 44,326,805 | 50,717,588 | 55,948,578 | 61,527,239 | 67,284,244 |
| | Total by air | 6,927,002 | 12,860,568 | 19,342,145 | 25,198,412 | 30,811,344 | 37,146,094 | 43,878,658 | 50,267,074 | 55,450,181 | 60,926,860 | 66,569,245 |
| | U.S. West | 2,486,692 | 4,633,224 | 7,060,421 | 9,563,775 | 12,019,393 | 14,835,601 | 17,747,951 | 20,505,046 | 22,647,075 | 25,070,127 | 27,618,017 |
| | U.S. East | 1,899,774 | 3,459,205 | 5,026,844 | 6,215,761 | 7,657,103 | 9,494,960 | 11,256,036 | 12,687,986 | 13,804,637 | 15,003,859 | 16,184,001 |
| | Japan | 642,665 | 1,285,004 | 1,970,828 | 2,485,059 | 3,098,563 | 3,817,142 | 4,649,853 | 5,635,678 | 6,484,069 | 7,202,754 | 7,893,879 |
| | Canada | 977,253 | 1,864,789 | 2,824,460 | 3,378,918 | 3,646,163 | 3,838,649 | 4,145,047 | 4,451,651 | 4,678,879 | 5,048,077 | 5,612,026 |
| | All Others | 920,618 | 1,618,345 | 2,459,592 | 3,554,900 | 4,390,121 | 5,159,742 | 6,079,771 | 6,986,713 | 7,835,522 | 8,602,043 | 9,261,322 |
| Visitor arrivals by cruise ships | 68,562 | 146,644 | 248,973 | 412,423 | 448,147 | 448,147 | 448,147 | 450,514 | 498,397 | 600,378 | 715,000 | |
| Visitor arrivals | TOTAL (air +) | 643,616 | 1,269,983 | 1,984,956 | 2,632,149 | 3,255,048 | 3,932,266 | 4,652,621 | 5,378,263 | 5,973,282 | 6,613,948 | 7,265,107 |
| | Total by air | 629,852 | 1,238,633 | 1,934,433 | 2,550,655 | 3,166,330 | 3,843,548 | 4,563,903 | 5,287,662 | 5,871,025 | 6,483,685 | 7,113,031 |
| | U.S. West | 222,914 | 444,793 | 709,749 | 987,558 | 1,251,716 | 1,537,058 | 1,836,130 | 2,143,322 | 2,375,398 | 2,631,000 | 2,905,674 |
| | U.S. East | 150,047 | 294,276 | 457,207 | 579,999 | 720,738 | 893,740 | 1,060,684 | 1,204,469 | 1,314,391 | 1,433,190 | 1,549,721 |
| | Japan | 108,625 | 216,379 | 330,434 | 417,119 | 523,688 | 639,476 | 775,240 | 930,558 | 1,064,516 | 1,190,258 | 1,312,342 |
| | Canada | 64,063 | 128,293 | 201,175 | 247,112 | 270,742 | 287,447 | 312,936 | 340,218 | 359,457 | 387,733 | 431,344 |
| | All Others | 84,203 | 154,892 | 235,868 | 318,867 | 399,446 | 485,827 | 578,913 | 669,095 | 757,263 | 841,504 | 913,950 |
| Visitor arrivals by cruise ships | 13,764 | 31,350 | 50,523 | 81,494 | 88,718 | 88,718 | 88,718 | 90,601 | 102,257 | 130,263 | 152,076 | |
| length of stay | TOTAL (air +) | 10.87 | 10.24 | 9.87 | 9.73 | 9.60 | 9.56 | 9.53 | 9.43 | 9.37 | 9.30 | 9.26 |
| | Total by air | 11.00 | 10.38 | 10.00 | 9.88 | 9.73 | 9.66 | 9.61 | 9.51 | 9.44 | 9.40 | 9.36 |
| | U.S. West | 11.16 | 10.42 | 9.95 | 9.68 | 9.60 | 9.65 | 9.67 | 9.57 | 9.53 | 9.53 | 9.50 |
| | U.S. East | 12.66 | 11.75 | 10.99 | 10.72 | 10.62 | 10.62 | 10.61 | 10.53 | 10.50 | 10.47 | 10.44 |
| | Japan | 5.92 | 5.94 | 5.96 | 5.96 | 5.92 | 5.97 | 6.00 | 6.06 | 6.09 | 6.05 | 6.02 |
| | Canada | 15.25 | 14.54 | 14.04 | 13.67 | 13.47 | 13.35 | 13.25 | 13.08 | 13.02 | 13.02 | 13.01 |
| | All Others | 10.93 | 10.45 | 10.43 | 11.15 | 10.99 | 10.62 | 10.50 | 10.44 | 10.35 | 10.22 | 10.13 |
| Visitor arrivals by cruise ships | 4.98 | 4.68 | 4.93 | 5.06 | 5.05 | 5.05 | 5.05 | 4.97 | 4.87 | 4.61 | 4.70 | |
| Per Person Per Day Spending* | TOTAL (air+) | \$194.0 | \$190.0 | \$186.5 | \$188.4 | \$188.7 | \$189.3 | \$189.5 | \$189.0 | \$190.7 | \$191.5 | \$191.8 |
| | Total by air | \$195.4 | \$191.6 | \$188.3 | \$190.7 | \$190.7 | \$190.9 | \$190.9 | \$190.2 | \$192.0 | \$192.9 | \$193.3 |
| | U.S. West | \$147.4 | \$148.0 | \$148.4 | \$150.0 | \$148.7 | \$148.1 | \$148.4 | \$149.1 | \$150.2 | \$150.9 | \$151.3 |
| | U.S. East | \$187.7 | \$186.4 | \$183.9 | \$184.8 | \$185.9 | \$185.6 | \$187.5 | \$188.1 | \$189.8 | \$191.0 | \$191.5 |
| | Japan | \$340.1 | \$320.6 | \$303.8 | \$302.8 | \$303.6 | \$303.8 | \$302.9 | \$293.9 | \$294.6 | \$298.0 | \$300.7 |
| | Canada | \$169.0 | \$161.1 | \$153.8 | \$153.4 | \$153.7 | \$153.8 | \$153.6 | \$153.2 | \$153.6 | \$153.7 | \$154.0 |
| | All Others | \$267.9 | \$259.9 | \$258.7 | \$267.3 | \$264.9 | \$267.9 | \$260.8 | \$254.8 | \$254.6 | \$253.4 | \$254.3 |
| Visitor arrivals by cruise ships | \$50.3 | \$53.1 | \$51.5 | \$50.2 | \$50.5 | \$50.5 | \$50.5 | \$50.5 | \$52.5 | \$54.7 | \$54.4 | |
| Per Person Per Trip Spending* | TOTAL (air+) | \$2,108.2 | \$1,946.1 | \$1,841.1 | \$1,833.2 | \$1,811.7 | \$1,809.3 | \$1,804.9 | \$1,782.3 | \$1,786.4 | \$1,781.6 | \$1,776.7 |
| | Total by air | \$2,148.8 | \$1,989.0 | \$1,882.6 | \$1,883.6 | \$1,855.3 | \$1,845.2 | \$1,835.1 | \$1,808.5 | \$1,813.1 | \$1,812.4 | \$1,809.2 |
| | U.S. West | \$1,643.9 | \$1,542.1 | \$1,475.9 | \$1,452.5 | \$1,428.1 | \$1,429.7 | \$1,434.6 | \$1,426.4 | \$1,431.9 | \$1,437.9 | \$1,437.6 |
| | U.S. East | \$2,376.7 | \$2,190.9 | \$2,022.4 | \$1,980.9 | \$1,974.6 | \$1,971.7 | \$1,989.3 | \$1,981.9 | \$1,993.3 | \$1,999.3 | \$1,999.8 |
| | Japan | \$2,011.9 | \$1,904.1 | \$1,812.1 | \$1,804.0 | \$1,796.1 | \$1,813.5 | \$1,816.8 | \$1,780.1 | \$1,794.2 | \$1,803.3 | \$1,808.8 |
| | Canada | \$2,578.7 | \$2,341.8 | \$2,159.8 | \$2,098.1 | \$2,070.2 | \$2,054.5 | \$2,035.0 | \$2,004.9 | \$1,999.3 | \$2,001.4 | \$2,003.4 |
| | All Others | \$2,929.2 | \$2,715.6 | \$2,697.6 | \$2,980.0 | \$2,911.0 | \$2,845.2 | \$2,739.0 | \$2,660.4 | \$2,634.2 | \$2,590.4 | \$2,576.5 |
| Visitor arrivals by cruise ships | \$250.5 | \$248.6 | \$253.7 | \$253.9 | \$255.0 | \$255.0 | \$255.0 | \$251.0 | \$255.8 | \$251.9 | \$256.0 | |

Source:Hawai'i Tourism Authority

November 2012 Island Highlights

| CATEGORY AND ISLAND | Nov 2012P | Nov 2011 | % change | YTD 2012 | YTD 2011 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,124.4 | 916.4 | 22.7 | 12,908.0 | 10,829.8 | 19.2 |
| Total by air | 1,118.3 | 914.0 | 22.3 | 12,869.1 | 10,811.9 | 19.0 |
| O'ahu | 596.8 | 486.0 | 22.8 | 6,686.0 | 5,617.4 | 19.0 |
| Maui | 273.8 | 225.6 | 21.4 | 3,259.5 | 2,730.3 | 19.4 |
| Moloka'i | 2.0 | 2.0 | 1.8 | 26.7 | 25.2 | 6.2 |
| Lāna'i | 7.2 | 5.9 | 21.3 | 73.5 | 72.0 | 2.0 |
| Kaua'i | 96.3 | 86.2 | 11.8 | 1,285.0 | 1,055.6 | 21.7 |
| Hawai'i Island | 142.2 | 108.3 | 31.2 | 1,538.4 | 1,311.4 | 17.3 |
| Visitor arrivals by cruise ships | 6.1 | 2.3 | 163.2 | 38.9 | 17.9 | 117.7 |
| TOTAL VISITOR DAYS | 5,757,006 | 5,172,218 | 11.3 | 67,284,244 | 61,462,520 | 9.5 |
| Total by air | 5,642,384 | 5,111,206 | 10.4 | 66,569,245 | 60,924,595 | 9.3 |
| O'ahu | 2,701,446 | 2,442,094 | 10.6 | 32,611,282 | 29,121,472 | 12.0 |
| Maui | 1,455,303 | 1,371,887 | 6.1 | 16,701,148 | 15,793,203 | 5.7 |
| Moloka'i | 21,693 | 21,350 | 1.6 | 232,795 | 228,179 | 2.0 |
| Lāna'i | 19,569 | 20,717 | -5.5 | 234,027 | 238,670 | -1.9 |
| Kaua'i | 614,630 | 542,896 | 13.2 | 7,396,287 | 6,879,914 | 7.5 |
| Hawai'i Island | 829,742 | 712,262 | 16.5 | 9,393,706 | 8,663,156 | 8.4 |
| Visitor arrivals by cruise ships | 114,621 | 61,012 | 87.9 | 715,000 | 537,925 | 32.9 |
| VISITOR ARRIVALS | 651,158 | 568,628 | 14.5 | 7,265,107 | 6,608,959 | 9.9 |
| Total by air | 629,346 | 557,587 | 12.9 | 7,113,031 | 6,504,282 | 9.4 |
| O'ahu | 390,769 | 343,278 | 13.8 | 4,442,461 | 3,987,674 | 11.4 |
| Maui | 180,002 | 166,567 | 8.1 | 2,087,644 | 1,972,972 | 5.8 |
| Moloka'i | 3,858 | 3,918 | -1.5 | 48,334 | 49,314 | -2.0 |
| Lāna'i | 5,099 | 5,025 | 1.5 | 67,345 | 68,154 | -1.2 |
| Kaua'i | 82,566 | 72,880 | 13.3 | 987,734 | 920,592 | 7.3 |
| Hawai'i Island | 113,906 | 96,967 | 17.5 | 1,298,871 | 1,194,553 | 8.7 |
| Visitor arrivals by cruise ships | 21,812 | 11,041 | 97.6 | 152,076 | 104,677 | 45.3 |
| AVERAGE LENGTH OF STAY | 8.84 | 9.10 | -2.8 | 9.26 | 9.30 | -0.4 |
| Total by air | 8.97 | 9.17 | -2.2 | 9.36 | 9.37 | -0.1 |
| O'ahu | 6.91 | 7.11 | -2.8 | 7.34 | 7.30 | 0.5 |
| Maui | 8.08 | 8.24 | -1.8 | 8.00 | 8.00 | -0.1 |
| Moloka'i | 5.62 | 5.45 | 3.2 | 4.82 | 4.63 | 4.1 |
| Lāna'i | 3.84 | 4.12 | -6.9 | 3.48 | 3.50 | -0.8 |
| Kaua'i | 7.44 | 7.45 | -0.1 | 7.49 | 7.47 | 0.2 |
| Hawai'i Island | 7.28 | 7.35 | -0.8 | 7.23 | 7.25 | -0.3 |
| Visitor arrivals by cruise ships | 5.25 | 5.53 | -4.9 | 4.70 | 5.14 | -8.5 |
| PER PERSON PER DAY SPENDING (\$) | 195.3 | 177.2 | 10.2 | 191.8 | 176.2 | 8.9 |
| Total by air | 198.2 | 178.8 | 10.8 | 193.3 | 177.5 | 8.9 |
| O'ahu | 220.9 | 199.0 | 11.0 | 205.0 | 192.9 | 6.3 |
| Maui | 188.2 | 164.5 | 14.4 | 195.2 | 172.9 | 12.9 |
| Moloka'i | 93.4 | 93.2 | 0.2 | 114.8 | 110.3 | 4.1 |
| Lāna'i | 365.6 | 284.8 | 28.4 | 313.9 | 301.8 | 4.0 |
| Kaua'i | 156.7 | 158.7 | -1.3 | 173.7 | 153.4 | 13.2 |
| Hawai'i Island | 171.3 | 152.1 | 12.6 | 163.8 | 151.4 | 8.2 |
| Visitor arrivals by cruise ships | 53.4 | 38.1 | 40.1 | 54.4 | 33.2 | 63.8 |
| PER PERSON PER TRIP SPENDING (\$) | 1,726.8 | 1,611.5 | 7.1 | 1,776.7 | 1,638.7 | 8.4 |
| Total by air | 1,776.9 | 1,639.3 | 8.4 | 1,809.2 | 1,662.3 | 8.8 |
| O'ahu | 1,527.3 | 1,415.8 | 7.9 | 1,505.0 | 1,408.7 | 6.8 |
| Maui | 1,521.2 | 1,354.6 | 12.3 | 1,561.3 | 1,383.9 | 12.8 |
| Moloka'i | 524.9 | 507.8 | 3.4 | 552.8 | 510.2 | 8.4 |
| Lāna'i | 1,403.3 | 1,174.2 | 19.5 | 1,090.7 | 1,057.0 | 3.2 |
| Kaua'i | 1,166.3 | 1,182.2 | -1.3 | 1,301.0 | 1,146.7 | 13.5 |
| Hawai'i Island | 1,248.1 | 1,117.3 | 11.7 | 1,184.4 | 1,097.8 | 7.9 |
| Visitor arrivals by cruise ships | 280.4 | 210.5 | 33.2 | 256.0 | 170.9 | 49.8 |

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2012

| 2012 | ISLAND | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | |
|--|--|----------------------|----------------------|----------------------|----------------------|--------------------|--------------------|--------------------|---------------------|----------------------|----------------------|----------------------|-----------|
| EXPENDITURES (\$mil.) * | TOTAL (\$mil.) | \$1,356.9 | \$1,114.6 | \$1,183.1 | \$1,170.6 | \$1,071.9 | \$1,217.7 | \$1,282.9 | \$1,187.9 | \$1,085.4 | \$1,112.7 | \$1,124.4 | |
| | Total by air | \$1,353.4 | \$1,110.3 | \$1,178.1 | \$1,162.8 | \$1,070.0 | \$1,217.7 | \$1,282.9 | \$1,187.8 | \$1,081.9 | \$1,106.0 | \$1,118.3 | |
| | O'ahu | \$661.4 | \$526.8 | \$554.0 | \$580.8 | \$627.1 | \$622.2 | \$700.2 | \$639.7 | \$586.8 | \$590.3 | \$596.8 | |
| | Maui | \$369.9 | \$310.4 | \$353.7 | \$301.9 | \$239.1 | \$305.5 | \$314.4 | \$281.0 | \$241.2 | \$268.6 | \$273.8 | |
| | Moloka'i | \$4.0 | \$2.6 | \$1.3 | \$1.9 | \$3.0 | \$2.5 | \$2.3 | \$1.6 | \$3.1 | \$2.3 | \$2.0 | |
| | Lāna'i | \$7.3 | \$9.1 | \$6.6 | \$10.0 | \$4.5 | \$6.3 | \$4.9 | \$5.6 | \$5.7 | \$6.3 | \$7.2 | |
| | Kaua'i | \$119.5 | \$115.6 | \$109.2 | \$128.9 | \$102.2 | \$150.4 | \$115.0 | \$119.6 | \$118.7 | \$109.6 | \$96.3 | |
| | Hawai'i Island visitor arrivals by cruise ships | \$191.3 \$3.45 | \$145.7 \$4.35 | \$153.3 \$5.02 | \$139.3 \$7.87 | \$94.1 \$1.93 | \$130.8 \$0.00 | \$146.1 \$0.00 | \$140.3 \$0.12 | \$126.5 \$3.42 | \$128.9 \$6.65 | \$142.2 \$6.12 | |
| | Visitor days | TOTAL (air + | 6,995,564 | 6,011,648 | 6,583,906 | 6,019,717 | 5,648,656 | 6,334,751 | 6,732,564 | 6,390,783 | 5,230,990 | 5,578,661 | 5,757,006 |
| | | Total by air | 6,927,002 | 5,933,566 | 6,481,577 | 5,856,267 | 5,612,931 | 6,334,751 | 6,732,564 | 6,388,416 | 5,183,107 | 5,476,679 | 5,642,384 |
| O'ahu | | 3,177,062 | 2,682,763 | 3,018,287 | 2,959,773 | 2,973,688 | 3,140,463 | 3,387,959 | 3,294,364 | 2,657,914 | 2,617,562 | 2,701,446 | |
| Maui | | 1,819,502 | 1,618,283 | 1,755,424 | 1,414,270 | 1,285,967 | 1,585,751 | 1,643,877 | 1,505,822 | 1,186,513 | 1,430,436 | 1,455,303 | |
| Moloka'i | | 36,673 | 25,655 | 20,769 | 17,401 | 17,830 | 18,496 | 18,953 | 14,627 | 19,804 | 20,894 | 21,693 | |
| Lāna'i | | 25,913 | 24,417 | 21,812 | 25,070 | 15,677 | 22,333 | 20,530 | 21,556 | 19,856 | 17,294 | 19,569 | |
| Kaua'i | | 731,081 | 649,814 | 695,123 | 651,621 | 625,006 | 759,088 | 763,196 | 703,982 | 599,703 | 603,044 | 614,630 | |
| Hawai'i Island visitor arrivals by cruise ships | | 1,136,770 68,562 | 932,634 78,082 | 970,162 102,329 | 788,133 163,450 | 694,764 35,724 | 808,620 0 | 898,049 0 | 848,065 2,367 | 699,318 47,883 | 787,449 101,982 | 829,742 114,621 | |
| Visitor arrivals | | TOTAL (air + | 643,616 | 626,367 | 714,973 | 647,194 | 622,899 | 677,218 | 720,355 | 725,642 | 595,019 | 640,666 | 651,158 |
| | | Total by air | 629,852 | 608,781 | 695,800 | 616,222 | 615,675 | 677,218 | 720,355 | 723,759 | 583,363 | 612,660 | 629,346 |
| | O'ahu | 390,120 | 367,053 | 410,399 | 371,407 | 397,430 | 425,482 | 456,608 | 462,930 | 384,801 | 385,462 | 390,769 | |
| | Maui | 188,730 | 183,801 | 215,047 | 186,026 | 172,052 | 206,406 | 212,659 | 204,026 | 161,721 | 177,174 | 180,002 | |
| | Moloka'i | 4,937 | 4,715 | 4,303 | 5,032 | 4,431 | 4,220 | 4,660 | 4,087 | 3,975 | 4,116 | 3,858 | |
| | Lāna'i | 6,401 | 6,102 | 6,837 | 7,048 | 5,781 | 6,540 | 6,123 | 6,679 | 5,513 | 5,223 | 5,099 | |
| | Kaua'i | 83,360 | 82,301 | 94,733 | 88,187 | 85,174 | 102,142 | 101,780 | 100,057 | 83,580 | 83,854 | 82,566 | |
| | Hawai'i Island visitor arrivals by cruise ships | 124,995 13,764 | 120,713 17,586 | 134,475 19,173 | 112,454 30,972 | 105,134 7,224 | 118,313 0 | 132,990 0 | 127,232 1,883 | 95,795 11,656 | 112,866 28,006 | 113,906 21,812 | |
| | Length of stay | TOTAL (air + | 10.87 | 9.60 | 9.21 | 9.30 | 9.07 | 9.35 | 9.35 | 8.81 | 8.79 | 8.71 | 8.84 |
| | | Total by air | 11.00 | 9.75 | 9.32 | 9.50 | 9.12 | 9.35 | 9.35 | 8.83 | 8.88 | 8.94 | 8.97 |
| O'ahu | | 8.14 | 7.31 | 7.35 | 7.97 | 7.48 | 7.38 | 7.42 | 7.12 | 6.91 | 6.79 | 6.91 | |
| Maui | | 9.64 | 8.80 | 8.16 | 7.60 | 7.47 | 7.68 | 7.73 | 7.38 | 7.34 | 8.07 | 8.08 | |
| Moloka'i | | 7.43 | 5.44 | 4.83 | 3.46 | 4.02 | 4.38 | 4.07 | 3.58 | 4.98 | 5.08 | 5.62 | |
| Lāna'i | | 4.05 | 4.00 | 3.19 | 3.56 | 2.71 | 3.41 | 3.35 | 3.23 | 3.60 | 3.31 | 3.84 | |
| Kaua'i | | 8.77 | 7.90 | 7.34 | 7.39 | 7.34 | 7.43 | 7.50 | 7.04 | 7.18 | 7.19 | 7.44 | |
| Hawai'i Island visitor arrivals by cruise ships | | 9.09 4.98 | 7.73 4.44 | 7.21 5.34 | 7.01 5.28 | 6.61 4.95 | 6.83 0.00 | 6.75 0.00 | 6.67 1.26 | 7.30 4.11 | 6.98 3.64 | 7.28 5.25 | |
| Per Person Per Day Spending * | | TOTAL (air+s | \$194.0 | \$185.4 | \$179.7 | \$194.5 | \$189.8 | \$192.2 | \$190.6 | \$185.9 | \$207.5 | \$199.5 | \$195.3 |
| | | Total by air | \$195.4 | \$187.1 | \$181.8 | \$198.6 | \$190.6 | \$192.2 | \$190.6 | \$185.9 | \$208.7 | \$202.0 | \$198.2 |
| | O'ahu | \$208.2 | \$196.3 | \$183.5 | \$196.2 | \$210.9 | \$198.1 | \$206.7 | \$194.2 | \$220.8 | \$225.5 | \$220.9 | |
| | Maui | \$203.3 | \$191.8 | \$201.5 | \$213.5 | \$185.9 | \$192.7 | \$191.3 | \$186.6 | \$203.3 | \$187.8 | \$188.2 | |
| | Moloka'i | \$109.0 | \$102.8 | \$63.9 | \$110.3 | \$168.8 | \$134.1 | \$122.2 | \$108.3 | \$156.1 | \$111.7 | \$93.4 | |
| | Lāna'i | \$282.8 | \$372.2 | \$301.3 | \$398.7 | \$286.5 | \$280.0 | \$238.4 | \$261.1 | \$288.7 | \$365.1 | \$365.6 | |
| | Kaua'i | \$163.5 | \$177.9 | \$157.1 | \$197.8 | \$163.6 | \$198.1 | \$150.7 | \$169.9 | \$197.9 | \$181.7 | \$156.7 | |
| | Hawai'i Island visitor arrivals by cruise ships | \$168.3 \$50.3 | \$156.3 \$55.7 | \$158.0 \$49.1 | \$176.7 \$48.2 | \$135.4 \$54.1 | \$161.7 \$0.0 | \$162.7 \$0.0 | \$165.4 \$51.3 | \$180.9 \$71.4 | \$163.7 \$65.2 | \$171.3 \$53.4 | |
| | Per Person Per Trip Spending * | TOTAL (air+s | \$2,108.2 | \$1,779.5 | \$1,654.7 | \$1,808.8 | \$1,720.9 | \$1,798.0 | \$1,780.9 | \$1,637.0 | \$1,824.1 | \$1,736.7 | \$1,726.8 |
| | | Total by air | \$2,148.8 | \$1,823.7 | \$1,693.1 | \$1,886.9 | \$1,737.9 | \$1,798.0 | \$1,780.9 | \$1,641.1 | \$1,854.6 | \$1,805.3 | \$1,776.9 |
| O'ahu | | \$1,695.4 | \$1,435.1 | \$1,349.8 | \$1,563.7 | \$1,577.8 | \$1,462.4 | \$1,533.4 | \$1,381.9 | \$1,524.8 | \$1,531.4 | \$1,527.3 | |
| Maui | | \$1,959.8 | \$1,689.0 | \$1,644.7 | \$1,622.9 | \$1,389.8 | \$1,480.3 | \$1,478.4 | \$1,377.1 | \$1,491.3 | \$1,516.0 | \$1,521.2 | |
| Moloka'i | | \$809.3 | \$559.2 | \$308.4 | \$381.4 | \$679.1 | \$587.9 | \$497.1 | \$387.5 | \$777.7 | \$567.2 | \$524.9 | |
| Lāna'i | | \$1,144.7 | \$1,489.4 | \$961.3 | \$1,418.3 | \$777.0 | \$956.3 | \$799.5 | \$842.8 | \$1,039.7 | \$1,208.9 | \$1,403.3 | |
| Kaua'i | | \$1,434.1 | \$1,404.6 | \$1,153.0 | \$1,461.7 | \$1,200.3 | \$1,472.4 | \$1,130.0 | \$1,195.2 | \$1,419.8 | \$1,306.6 | \$1,166.3 | |
| Hawai'i Island visitor arrivals by cruise ships | | \$1,530.3 \$250.5 | \$1,207.3 \$247.1 | \$1,140.0 \$262.1 | \$1,238.6 \$254.2 | \$894.6 \$267.3 | \$1,105.3 \$0.0 | \$1,098.5 \$0.0 | \$1,102.6 \$64.4 | \$1,320.6 \$293.2 | \$1,142.1 \$237.5 | \$1,248.1 \$280.4 | |

| YEAR-TO-DATE | ISLAND | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | |
|--|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------|
| EXPENDITURES (\$mil.) * | TOTAL (\$mil.) | \$1,356.9 | \$2,471.5 | \$3,654.6 | \$4,825.2 | \$5,897.1 | \$7,114.8 | \$8,397.7 | \$9,585.6 | \$10,671.0 | \$11,783.6 | \$12,908.0 | |
| | Total by air | \$1,353.4 | \$2,463.7 | \$3,641.8 | \$4,804.5 | \$5,874.5 | \$7,092.2 | \$8,375.1 | \$9,562.9 | \$10,644.8 | \$11,750.8 | \$12,869.1 | |
| | O'ahu | \$661.4 | \$1,188.2 | \$1,742.1 | \$2,322.9 | \$2,950.0 | \$3,572.2 | \$4,272.4 | \$4,912.1 | \$5,498.9 | \$6,089.2 | \$6,686.0 | |
| | Maui | \$369.9 | \$680.3 | \$1,034.0 | \$1,335.9 | \$1,575.0 | \$1,880.6 | \$2,195.0 | \$2,475.9 | \$2,717.1 | \$2,985.7 | \$3,259.5 | |
| | Moloka'i | \$4.0 | \$6.6 | \$8.0 | \$9.9 | \$12.9 | \$15.4 | \$17.7 | \$19.3 | \$22.4 | \$24.7 | \$26.7 | |
| | Lāna'i | \$7.3 | \$16.4 | \$23.0 | \$33.0 | \$37.5 | \$43.7 | \$48.6 | \$54.3 | \$60.0 | \$66.3 | \$73.5 | |
| | Kaua'i | \$119.5 | \$235.1 | \$344.4 | \$473.3 | \$575.5 | \$725.9 | \$840.9 | \$960.5 | \$1,079.2 | \$1,188.7 | \$1,285.0 | |
| | Hawai'i Island visitor arrivals by cruise ships | \$191.3 \$3.4 | \$337.0 \$7.8 | \$490.3 \$12.8 | \$629.6 \$20.7 | \$723.7 \$22.6 | \$854.4 \$22.6 | \$1,000.5 \$22.6 | \$1,140.8 \$22.7 | \$1,267.3 \$26.2 | \$1,396.2 \$32.8 | \$1,538.4 \$38.9 | |
| | Visitor days | TOTAL (air + | 6,995,564 | 13,007,212 | 19,591,118 | 25,610,835 | 31,259,490 | 37,594,241 | 44,326,805 | 50,717,588 | 55,948,578 | 61,527,239 | 67,284,244 |
| | | Total by air | 6,927,002 | 12,860,568 | 19,342,145 | 25,198,412 | 30,811,344 | 37,146,094 | 43,878,658 | 50,267,074 | 55,450,181 | 60,926,860 | 66,569,245 |
| O'ahu | | 3,177,062 | 5,859,826 | 8,878,113 | 11,837,886 | 14,811,574 | 17,952,037 | 21,339,996 | 24,634,360 | 27,292,274 | 29,909,836 | 32,611,282 | |
| Maui | | 1,819,502 | 3,437,785 | 5,193,209 | 6,607,479 | 7,893,446 | 9,479,197 | 11,123,074 | 12,628,896 | 13,815,409 | 15,245,845 | 16,701,148 | |
| Moloka'i | | 36,673 | 62,328 | 83,097 | 100,498 | 118,328 | 136,823 | 155,776 | 170,403 | 190,208 | 211,101 | 232,795 | |
| Lāna'i | | 25,913 | 50,329 | 72,141 | 97,211 | 112,888 | 135,221 | 155,751 | 177,307 | 197,163 | 214,457 | 234,027 | |
| Kaua'i | | 731,081 | 1,380,895 | 2,076,018 | 2,727,639 | 3,352,645 | 4,111,733 | 4,874,929 | 5,578,910 | 6,178,613 | 6,781,657 | 7,396,287 | |
| Hawai'i Island visitor arrivals by cruise ships | | 1,136,770 68,562 | 2,069,404 146,644 | 3,039,566 248,973 | 3,827,699 412,423 | 4,522,462 448,147 | 5,331,083 448,147 | 6,229,131 448,147 | 7,077,196 450,514 | 7,776,514 498,397 | 8,563,963 600,378 | 9,393,706 715,000 | |
| Visitor arrivals | | TOTAL (air + | 643,616 | 1,269,983 | 1,984,956 | 2,632,149 | 3,255,048 | 3,932,266 | 4,652,621 | 5,378,263 | 5,973,282 | 6,613,948 | 7,265,107 |
| | | Total by air | 629,852 | 1,238,633 | 1,934,433 | 2,550,655 | 3,166,330 | 3,843,548 | 4,563,903 | 5,287,662 | 5,871,025 | 6,483,685 | 7,113,031 |
| | O'ahu | 390,120 | 757,173 | 1,167,572 | 1,538,978 | 1,936,409 | 2,361,891 | 2,818,499 | 3,281,429 | 3,666,230 | 4,051,692 | 4,442,461 | |
| | Maui | 188,730 | 372,531 | 587,579 | 773,605 | 945,656 | 1,152,062 | 1,364,721 | 1,568,747 | 1,730,468 | 1,907,642 | 2,087,644 | |
| | Moloka'i | 4,937 | 9,652 | 13,955 | 18,987 | 23,418 | 27,638 | 32,298 | 36,385 | 40,360 | 44,476 | 48,334 | |
| | Lāna'i | 6,401 | 12,503 | 19,340 | 26,387 | 32,168 | 38,708 | 44,831 | 51,510 | 57,023 | 62,246 | 67,345 | |
| | Kaua'i | 83,360 | 165,661 | 260,394 | 348,581 | 433,755 | 535,897 | 637,677 | 737,734 | 821,314 | 905,168 | 987,734 | |
| | Hawai'i Island visitor arrivals by cruise ships | 124,995 13,764 | 245,708 31,350 | 380,182 50,523 | 492,636 81,494 | 597,770 88,718 | 716,083 88,718 | 849,072 88,718 | 976,304 90,601 | 1,072,099 102,257 | 1,184,965 130,263 | 1,298,871 152,076 | |
| | Length of stay | TOTAL (air + | 10.87 | 10.24 | 9.87 | 9.73 | 9.60 | 9.56 | 9.53 | 9.43 | 9.37 | 9.30 | 9.26 |
| | | Total by air | 11.00 | 10.38 | 10.00 | 9.88 | 9.73 | 9.66 | 9.61 | 9.51 | 9.44 | 9.40 | 9.36 |
| O'ahu | | 8.14 | 7.74 | 7.60 | 7.69 | 7.65 | 7.60 | 7.57 | 7.51 | 7.44 | 7.38 | 7.34 | |
| Maui | | 9.64 | 9.23 | 8.84 | 8.54 | 8.35 | 8.23 | 8.15 | 8.05 | 7.98 | 7.99 | 8.00 | |
| Moloka'i | | 7.43 | 6.46 | 5.95 | 5.29 | 5.05 | 4.95 | 4.82 | 4.68 | 4.71 | 4.75 | 4.82 | |
| Lāna'i | | 4.05 | 4.03 | 3.73 | 3.68 | 3.51 | 3.49 | 3.47 | 3.44 | 3.46 | 3.45 | 3.48 | |
| Kaua'i | | 8.77 | 8.34 | 7.97 | 7.82 | 7.73 | 7.67 | 7.64 | 7.56 | 7.52 | 7.49 | 7.49 | |
| Hawai'i Island visitor arrivals by cruise ships | | 9.09 4.98 | 8.42 4.68 | 8.00 4.93 | 7.77 5.06 | 7.57 5.05 | 7.44 5.05 | 7.34 5.05 | 7.25 4.97 | 7.25 4.87 | 7.23 4.61 | 7.23 4.70 | |
| Per Person Per Day Spending * | | TOTAL (air+s | \$194.0 | \$190.0 | \$186.5 | \$188.4 | \$188.7 | \$189.3 | \$189.5 | \$189.0 | \$190.7 | \$191.5 | \$191.8 |
| | | Total by air | \$195.4 | \$191.6 | \$188.3 | \$190.7 | \$190.7 | \$190.9 | \$190.9 | \$190.2 | \$192.0 | \$192.9 | \$193.3 |
| | O'ahu | \$208.2 | \$202.8 | \$196.2 | \$196.2 | \$199.2 | \$199.0 | \$200.2 | \$199.4 | \$201.5 | \$203.6 | \$205.0 | |
| | Maui | \$203.3 | \$197.9 | \$199.1 | \$202.2 | \$199.5 | \$198.4 | \$197.3 | \$196.1 | \$196.7 | \$195.8 | \$195.2 | |
| | Moloka'i | \$109.0 | \$106.4 | \$95.8 | \$98.3 | \$108.9 | \$112.3 | \$113.5 | \$113.1 | \$117.6 | \$117.0 | \$114.8 | |
| | Lāna'i | \$282.8 | \$326.2 | \$318.6 | \$339.3 | \$332.0 | \$323.4 | \$312.2 | \$306.0 | \$304.2 | \$309.1 | \$313.9 | |
| | Kaua'i | \$163.5 | \$170.3 | \$165.9 | \$173.5 | \$171.7 | \$176.5 | \$172.5 | \$174.7 | \$175.3 | \$173.3 | \$173.7 | |
| | Hawai'i Island visitor arrivals by cruise ships | \$168.3 \$50.3 | \$162.9 \$53.1 | \$161.3 \$51.5 | \$164.5 \$50.2 | \$160.0 \$50.5 | \$160.3 \$50.5 | \$160.6 \$50.5 | \$161.2 \$50.5 | \$163.0 \$52.5 | \$163.0 \$54.7 | \$163.8 \$54.4 | |
| | Per Person Per Trip Spending * | TOTAL (air+s | \$2,108.2 | \$1,946.1 | \$1,841.1 | \$1,833.2 | \$1,811.7 | \$1,809.3 | \$1,804.9 | \$1,782.3 | \$1,786.4 | \$1,781.6 | \$1,776.7 |
| | | Total by air | \$2,148.8 | \$1,989.0 | \$1,882.6 | \$1,883.6 | \$1,855.3 | \$1,845.2 | \$1,835.1 | \$1,808.5 | \$1,813.1 | \$1,812.4 | \$1,809.2 |
| O'ahu | | \$1,695.4 | \$1,569.2 | \$1,492.1 | \$1,509.4 | \$1,523.4 | \$1,512.4 | \$1,515.8 | \$1,496.9 | \$1,499.9 | \$1,502.9 | \$1,505.0 | |
| Maui | | \$1,959.8 | \$1,826.2 | \$1,759.8 | \$1,726.8 | \$1,665.5 | \$1,632.3 | \$1,608.4 | \$1,578.3 | \$1,570.2 | \$1,565.1 | \$1,561.3 | |
| Moloka'i | | \$809.3 | \$687.2 | \$570.4 | \$520.3 | \$550.3 | \$556.1 | \$547.6 | \$529.6 | \$554.0 | \$555.2 | \$552.8 | |
| Lāna'i | | \$1,144.7 | \$1,312.9 | \$1,188.6 | \$1,249.9 | \$1,165.0 | \$1,129.7 | \$1,084.6 | \$1,053.2 | \$1,051.9 | \$1,065.1 | \$1,090.7 | |
| Kaua'i | | \$1,434.1 | \$1,419.5 | \$1,322.5 | \$1,357.7 | \$1,326.8 | \$1,354.6 | \$1,318.7 | \$1,302.0 | \$1,314.0 | \$1,313.3 | \$1,301.0 | |
| Hawai'i Island visitor arrivals by cruise ships | | \$1,530.3 \$250.5 | \$1,371.6 \$248.6 | \$1,289.7 \$253.7 | \$1,278.0 \$253.9 | \$1,210.6 \$255.0 | \$1,193.2 \$255.0 | \$1,178.4 \$255.0 | \$1,168.5 \$251.0 | \$1,182.1 \$255.8 | \$1,178.3 \$251.9 | \$1,184.4 \$256.0 | |

Source:Hawai'i Tourism Authority

Table 8. CRUISE SHIP VISITORS

| | NOVEMBER | | | YEAR-TO-DATE | | |
|-------------------------------|----------|---------|----------|--------------|-----------|----------|
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 210,531 | 154,485 | 36.3% | 1,907,283 | 1,708,915 | 11.6% |
| TOTAL VISITORS | 30,324 | 19,776 | 53.3% | 262,690 | 212,534 | 23.6% |
| ARRIVED BY SHIP | 21,812 | 11,041 | 97.6% | 152,076 | 104,677 | 45.3% |
| ARRIVED BY AIR | 8,511 | 8,735 | -2.6% | 110,614 | 107,857 | 2.6% |
| NUMBER OF SHIP ARRIVALS | 12 | 6 | 100.0% | 80 | 59 | 35.6% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 30,324 | 19,776 | 53.3% | 262,690 | 211,955 | 23.9% |
| Kaua'i | 26,782 | 17,495 | 53.1% | 239,805 | 193,294 | 24.1% |
| Maui County | 30,324 | 17,978 | 68.7% | 251,323 | 203,123 | 23.7% |
| Maui | 30,324 | 17,978 | 68.7% | 251,323 | 203,123 | 23.7% |
| Moloka'i | 751 | 202 | 272.0% | 4,233 | 2,540 | 66.7% |
| Lāna'i | 889 | 348 | 155.1% | 6,070 | 3,877 | 56.6% |
| Hawai'i Island | 30,324 | 19,110 | 58.7% | 255,522 | 203,160 | 25.8% |
| Average Islands Visited | 3.94 | 3.79 | 3.9% | 3.88 | 3.85 | 0.9% |
| AVERAGE LENGTH OF STAY | | | | | | |
| Days in Hawai'i before Cruise | 0.72 | 1.00 | -27.8% | 0.97 | 1.25 | -22.1% |
| Days in Hawai'i during Cruise | 4.79 | 5.36 | -10.7% | 4.84 | 5.49 | -12.0% |
| Days in Hawai'i after Cruise | 1.43 | 1.45 | -1.0% | 1.45 | 1.30 | 11.8% |
| Total days in Hawai'i | 6.94 | 7.81 | -11.1% | 7.26 | 8.04 | -9.7% |
| ACCOMMODATIONS | | | | | | |
| Hotel | 10,483 | 9,467 | 10.7% | 121,320 | 107,434 | 12.9% |
| Hotel only | 8,164 | 7,929 | 3.0% | 103,671 | 94,370 | 9.9% |
| Condo | 1,774 | 1,094 | 62.2% | 12,449 | 9,956 | 25.0% |
| Condo only | 398 | 300 | 32.5% | 3,321 | 3,211 | 3.4% |
| Timeshare | 1,365 | 1,038 | 31.5% | 10,474 | 7,659 | 36.8% |
| Timeshare Only | 460 | 374 | 23.1% | 3,786 | 2,722 | 39.1% |
| Bed & Breakfast | 185 | 150 | 23.2% | 1,537 | 1,140 | 34.8% |
| Bed & Breakfast only | 12 | 35 | -66.9% | 248 | 252 | -2.0% |
| Friends & relatives | 847 | 580 | 46.0% | 5,577 | 4,929 | 13.1% |
| Other accommodation | 1,285 | 293 | 338.0% | 9,678 | 3,210 | 201.5% |
| Accommodation (NET) | 12,637 | 10,598 | 19.2% | 137,427 | 117,980 | 16.5% |
| Cruise only | 17,687 | 9,179 | 92.7% | 125,263 | 94,553 | 32.5% |
| TRAVEL STATUS | | | | | | |
| % First timers | 36.3 | 35.9 | 0.39 | 40.7 | 41.0 | -0.30 |
| % Repeat visitors | 63.7 | 64.1 | -0.39 | 59.3 | 59.0 | 0.30 |

Source: Hawai'i Tourism Authority

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

| November | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|-----------------------|----------------|----------------|--------------|----------------|----------------|--------------|----------------|----------------|--------------|---------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|--------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| Total Seats | 838,397 | 729,542 | 14.9% | 586,307 | 517,138 | 13.4% | 145,449 | 125,829 | 15.6% | 53,268 | 42,372 | 25.7% | 3,952 | 5,338 | -26.0% | 49,421 | 38,865 | 27.2% |
| Scheduled Seats | 830,878 | 720,040 | 15.4% | 578,788 | 507,636 | 14.0% | 145,449 | 125,829 | 15.6% | 53,268 | 42,372 | 25.7% | 3,952 | 5,338 | -26.0% | 49,421 | 38,865 | 27.2% |
| Charter seats | 7,519 | 9,502 | -20.9% | 7,519 | 9,502 | -20.9% | | | | | | | | | | | | |
| Domestic Seats | 573,761 | 501,438 | 14.4% | 337,210 | 300,575 | 12.2% | 133,064 | 114,454 | 16.3% | 51,442 | 42,372 | 21.4% | 3,952 | 5,338 | -26.0% | 48,093 | 38,699 | 24.3% |
| Scheduled Seats | 569,069 | 495,642 | 14.8% | 332,518 | 294,779 | 12.8% | 133,064 | 114,454 | 16.3% | 51,442 | 42,372 | 21.4% | 3,952 | 5,338 | -26.0% | 48,093 | 38,699 | 24.3% |
| Charter seats | 4,692 | 5,796 | -19.0% | 4,692 | 5,796 | -19.0% | | | | | | | | | | | | |
| US West | 501,864 | 441,712 | 13.6% | 272,870 | 247,599 | 10.2% | 125,507 | 107,704 | 16.5% | 51,442 | 42,372 | 21.4% | 3,952 | 5,338 | -26.0% | 48,093 | 38,699 | 24.3% |
| ...Anchorage | 6,751 | 6,280 | 7.5% | 4,553 | 4,710 | -3.3% | 1,727 | 1,570 | 10.0% | 471 | 0 | NA | | | | | | |
| ...Bellingham | 8,263 | 4,710 | 75.4% | 5,392 | 4,710 | 14.5% | 2,871 | 0 | NA | | | | | | | | | |
| ...Denver | 7,605 | 8,489 | -10.4% | 5,577 | 6,300 | -11.5% | 676 | 732 | -7.7% | 676 | 729 | -7.3% | | | | 676 | 728 | -7.1% |
| ...Eugene | 332 | 0 | NA | 332 | 0 | NA | | | | | | | | | | | | |
| ...Fresno | 996 | 0 | NA | 996 | 0 | NA | | | | | | | | | | | | |
| ...Las Vegas | 23,915 | 21,312 | 12.2% | 23,663 | 19,296 | 22.6% | 252 | 2,016 | -87.5% | | | | | | | | | |
| ...Los Angeles | 176,048 | 158,090 | 11.4% | 94,510 | 79,792 | 18.4% | 39,193 | 36,847 | 6.4% | 17,678 | 16,500 | 7.1% | 3,952 | 4,710 | -16.1% | 20,715 | 20,241 | 2.3% |
| ...Monterey | 498 | 0 | NA | 498 | 0 | NA | | | | | | | | | | | | |
| ...Oakland | 30,684 | 16,980 | 80.7% | 8,994 | 7,560 | 19.0% | 12,270 | 4,710 | 160.5% | 4,710 | 2,041 | 130.8% | | | | 4,710 | 2,669 | 76.5% |
| ...Orange County | 0 | 992 | -100.0% | 0 | 496 | -100.0% | 0 | 496 | -100.0% | | | | | | | | | |
| ...Phoenix | 33,400 | 29,790 | 12.1% | 19,150 | 17,060 | 12.3% | 7,410 | 7,030 | 5.4% | 3,420 | 2,850 | 20.0% | | | | 3,420 | 2,850 | 20.0% |
| ...Portland | 25,929 | 26,738 | -3.0% | 12,270 | 12,270 | 0.0% | 8,949 | 12,270 | -27.1% | 2,355 | 2,198 | 7.1% | | | | 2,355 | 0 | NA |
| ...Sacramento | 12,916 | 12,270 | 5.3% | 7,892 | 7,560 | 4.4% | 5,024 | 4,710 | 6.7% | | | | | | | | | |
| ...Salt Lake City | 6,456 | 7,668 | -15.8% | 6,456 | 7,668 | -15.8% | | | | | | | | | | | | |
| ...San Diego | 17,362 | 14,468 | 20.0% | 12,495 | 9,758 | 28.0% | 4,867 | 4,710 | 3.3% | | | | | | | | | |
| ...San Francisco | 67,304 | 62,879 | 7.0% | 38,074 | 36,135 | 5.4% | 13,332 | 11,708 | 13.9% | 10,828 | 8,948 | 21.0% | 0 | 628 | -100.0% | 5,070 | 5,460 | -7.1% |
| ...San Jose | 29,676 | 16,980 | 74.8% | 7,986 | 7,560 | 5.6% | 12,270 | 4,710 | 160.5% | 4,710 | 2,669 | 76.5% | | | | 4,710 | 2,041 | 130.8% |
| ...Santa Maria | 332 | 0 | NA | 332 | 0 | NA | | | | | | | | | | | | |
| ...Seattle | 53,397 | 54,066 | -1.2% | 23,700 | 26,724 | -11.3% | 16,666 | 16,195 | 2.9% | 6,594 | 6,437 | 2.4% | | | | | | |
| US East | 67,205 | 53,930 | 24.6% | 59,648 | 47,180 | 26.4% | 7,557 | 6,750 | 12.0% | | | | | | | | | |
| ...Atlanta | 8,940 | 8,940 | 0.0% | 8,940 | 8,940 | 0.0% | | | | | | | | | | | | |
| ...Chicago | 8,877 | 11,190 | -20.7% | 8,070 | 11,190 | -27.9% | 807 | 0 | NA | | | | | | | | | |
| ...Dallas | 20,250 | 20,250 | 0.0% | 13,500 | 13,500 | 0.0% | 6,750 | 6,750 | 0.0% | | | | | | | | | |
| ...Houston | 7,968 | 7,050 | 13.0% | 7,968 | 7,050 | 13.0% | | | | | | | | | | | | |
| ...New York | 15,060 | 6,500 | 131.7% | 15,060 | 6,500 | 131.7% | | | | | | | | | | | | |
| ...Washington D.C. | 6,110 | 0 | NA | 6,110 | 0 | NA | | | | | | | | | | | | |

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 (continued)

| November | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------------|----------------|----------------|--------------|----------------|----------------|--------------|---------------|---------------|-------------|--------------|----------|-----------|----------|----------|-----------|--------------|------------|-------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| International Seats | 264,636 | 228,104 | 16.0% | 249,097 | 216,563 | 15.0% | 12,385 | 11,375 | 8.9% | 1,826 | 0 | NA | 0 | 0 | NA | 1,328 | 166 | 7.0% |
| Scheduled Seats | 261,809 | 224,398 | 16.7% | 246,270 | 212,857 | 15.7% | 12,385 | 11,375 | 8.9% | 1,826 | 0 | NA | 0 | 0 | NA | 1,328 | 166 | 7.0% |
| Charter Seats | 2,827 | 3,706 | -23.7% | 2,827 | 3,706 | -23.7% | | | | | | | | | | | | |
| Japan | 150,837 | 130,867 | 15.3% | 150,837 | 130,867 | 15.3% | | | | | | | | | | | | |
| ...Fukuoka | 13,860 | 0 | NA | 13,860 | 0 | NA | | | | | | | | | | | | |
| ...Nagoya | 12,600 | 11,961 | 5.3% | 12,600 | 11,961 | 5.3% | | | | | | | | | | | | |
| ...Osaka | 23,250 | 22,800 | 2.0% | 23,250 | 22,800 | 2.0% | | | | | | | | | | | | |
| ...Sapporo | 3,276 | 0 | NA | 3,276 | 0 | NA | | | | | | | | | | | | |
| ...Tokyo-HND | 23,910 | 23,084 | 3.6% | 23,910 | 23,084 | 3.6% | | | | | | | | | | | | |
| ...Tokyo-NRT | 73,941 | 73,022 | 1.3% | 73,941 | 73,022 | 1.3% | | | | | | | | | | | | |
| Canada | 28,873 | 24,812 | 16.4% | 13,334 | 13,271 | 0.5% | 12,385 | 11,375 | 9.6% | 1,826 | 0 | NA | | | | 1,328 | 166 | 7.0% |
| ...Calgary | 844 | 1,688 | -50.0% | 0 | 844 | -100.0% | 844 | 844 | 0.0% | | | | | | | | | |
| ...Vancouver | 27,757 | 23,124 | 20.0% | 13,062 | 12,427 | 5.1% | 11,541 | 10,531 | 9.6% | 1,826 | 0 | NA | | | | 1,328 | 166 | 7.0% |
| ...Victoria | 272 | 0 | NA | 272 | 0 | NA | | | | | | | | | | | | |
| Other Asia | 36,819 | 29,411 | 25.2% | 36,819 | 29,411 | 25.2% | | | | | | | | | | | | |
| ...Seoul | 34,336 | 26,828 | 28.0% | 34,336 | 26,828 | 28.0% | | | | | | | | | | | | |
| ...Shanghai | 2,483 | 2,583 | 0.0% | 2,483 | 2,583 | 0.0% | | | | | | | | | | | | |
| Oceania | 22,199 | 17,041 | 30.3% | 22,199 | 17,041 | 30.3% | | | | | | | | | | | | |
| ...Auckland | 2,808 | 2,106 | 33.3% | 2,808 | 2,106 | 33.3% | | | | | | | | | | | | |
| ...Brisbane | 504 | 0 | NA | 504 | 0 | NA | | | | | | | | | | | | |
| ...Sydney | 18,887 | 14,935 | 26.5% | 18,887 | 14,935 | 26.5% | | | | | | | | | | | | |
| Other | 23,081 | 22,267 | 3.7% | 23,081 | 22,267 | 3.7% | | | | | | | | | | | | |
| ...Apia | 648 | 648 | 0.0% | 648 | 648 | 0.0% | | | | | | | | | | | | |
| ...Christmas | 522 | 600 | -13.0% | 522 | 600 | -13.0% | | | | | | | | | | | | |
| ...Guam | 8,070 | 7,590 | 6.3% | 8,070 | 7,590 | 6.3% | | | | | | | | | | | | |
| ...Majuro | 1,976 | 2,041 | -3.2% | 1,976 | 2,041 | -3.2% | | | | | | | | | | | | |
| ...Manila | 7,941 | 7,716 | 2.9% | 7,941 | 7,716 | 2.9% | | | | | | | | | | | | |
| ...Nadi | 648 | 648 | 0.0% | 648 | 648 | 0.0% | | | | | | | | | | | | |
| ...Pago Pago | 2,268 | 2,016 | 12.5% | 2,268 | 2,016 | 12.5% | | | | | | | | | | | | |
| ...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 (continued)

| YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|-----------------------|------------------|------------------|-------------|------------------|------------------|-------------|------------------|------------------|---------------|----------------|----------------|-------------|---------------|---------------|--------------|----------------|----------------|--------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| Total Seats | 9,254,009 | 8,551,621 | 8.2% | 6,468,513 | 5,981,365 | 8.1% | 1,623,418 | 1,533,887 | 5.8% | 575,644 | 533,214 | 8.0% | 54,892 | 31,400 | 74.8% | 531,542 | 471,755 | 12.7% |
| Scheduled Seats | 9,147,057 | 8,451,209 | 8.2% | 6,361,561 | 5,880,953 | 8.2% | 1,623,418 | 1,533,887 | 5.8% | 575,644 | 533,214 | 8.0% | 54,892 | 31,400 | 74.8% | 531,542 | 471,755 | 12.7% |
| Charter seats | 106,952 | 100,412 | 6.5% | 106,952 | 100,412 | 6.5% | | | | | | | | | | | | |
| Domestic Seats | 6,325,140 | 6,060,727 | 4.4% | 3,718,030 | 3,634,713 | 2.3% | 1,476,915 | 1,403,969 | 5.2% | 557,871 | 524,236 | 6.4% | 54,892 | 31,400 | 74.8% | 517,432 | 466,409 | 10.9% |
| Scheduled Seats | 6,265,248 | 5,996,143 | 4.5% | 3,658,138 | 3,570,129 | 2.5% | 1,476,915 | 1,403,969 | 5.2% | 557,871 | 524,236 | 6.4% | 54,892 | 31,400 | 74.8% | 517,432 | 466,409 | 10.9% |
| Charter seats | 59,892 | 64,584 | -7.3% | 59,892 | 64,584 | -7.3% | | | | | | | | | | | | |
| US West | 5,583,466 | 5,327,759 | 4.8% | 3,060,304 | 2,996,957 | 2.1% | 1,392,967 | 1,308,757 | 6.4% | 557,871 | 524,236 | 6.4% | 54,892 | 31,400 | 74.8% | 517,432 | 466,409 | 10.9% |
| ...Anchorage | 55,264 | 55,591 | -0.6% | 46,315 | 48,101 | -3.7% | 8,478 | 7,490 | 13.2% | 471 | 0 | NA | | | | | | |
| ...Bellingham | 51,752 | 50,191 | 3.1% | 48,881 | 50,191 | -2.6% | 2,871 | 0 | NA | | | | | | | | | |
| ...Denver | 87,023 | 144,627 | -39.8% | 42,455 | 84,150 | -49.5% | 25,560 | 39,406 | -35.1% | 10,624 | 12,746 | -16.6% | | | | 8,384 | 8,325 | 0.7% |
| ...Eugene | 332 | 0 | NA | 332 | 0 | NA | | | | | | | | | | | | |
| ...Fresno | 4,654 | 0 | NA | 4,654 | 0 | NA | | | | | | | | | | | | |
| ...Las Vegas | 258,297 | 234,552 | 10.1% | 236,121 | 215,148 | 9.7% | 22,176 | 19,404 | 14.3% | | | | | | | | | |
| ...Los Angeles | 2,032,519 | 1,928,829 | 5.4% | 1,045,977 | 997,253 | 4.9% | 484,004 | 456,378 | 6.1% | 211,149 | 210,069 | 0.5% | 49,739 | 27,475 | 81.0% | 241,650 | 237,654 | 1.7% |
| ...Monterey | 498 | 0 | NA | 498 | 0 | NA | | | | | | | | | | | | |
| ...Oakland | 319,266 | 187,441 | 70.3% | 114,007 | 84,672 | 34.6% | 111,059 | 58,942 | 88.4% | 46,315 | 21,866 | 111.8% | | | | 47,885 | 21,961 | 118.0% |
| ...Orange County | 8,185 | 39,632 | -79.3% | 7,937 | 23,112 | -65.7% | 248 | 16,520 | -98.5% | | | | | | | | | |
| ...Phoenix | 430,980 | 425,978 | 1.2% | 221,790 | 215,078 | 3.1% | 94,810 | 97,090 | -2.3% | 57,190 | 58,520 | -2.3% | | | | 57,190 | 55,290 | 3.4% |
| ...Portland | 224,695 | 281,128 | -20.1% | 137,424 | 135,247 | 1.6% | 73,769 | 135,247 | -45.5% | 11,147 | 10,634 | 4.8% | | | | 2,355 | 0 | NA |
| ...Sacramento | 147,709 | 135,247 | 9.2% | 84,752 | 84,168 | 0.7% | 62,957 | 51,079 | 23.3% | | | | | | | | | |
| ...Salt Lake City | 85,886 | 80,370 | 6.9% | 85,886 | 80,370 | 6.9% | | | | | | | | | | | | |
| ...San Diego | 205,496 | 137,445 | 49.5% | 139,085 | 86,366 | 61.0% | 66,411 | 51,079 | 30.0% | | | | | | | | | |
| ...San Francisco | 800,504 | 913,722 | -12.4% | 454,715 | 530,907 | -14.4% | 169,445 | 181,310 | -6.5% | 111,860 | 122,166 | -8.4% | 5,153 | 3,925 | 31.3% | 59,331 | 75,414 | -21.3% |
| ...San Jose | 306,666 | 167,799 | 82.8% | 112,999 | 84,168 | 34.3% | 99,467 | 37,880 | 162.6% | 47,885 | 29,213 | 63.9% | | | | 46,315 | 16,538 | 180.1% |
| ...Santa Maria | 332 | 0 | NA | 332 | 0 | NA | | | | | | | | | | | | |
| ...Seattle | 563,408 | 545,207 | 3.3% | 276,144 | 278,026 | -0.7% | 171,712 | 156,932 | 9.4% | 61,230 | 59,022 | 3.7% | | | | 54,322 | 51,227 | 6.0% |
| US East | 681,782 | 668,384 | 2.0% | 597,834 | 573,172 | 4.3% | 83,948 | 95,212 | -11.8% | | | | | | | | | |
| ...Atlanta | 100,145 | 99,532 | 0.6% | 100,145 | 99,532 | 0.6% | | | | | | | | | | | | |
| ...Chicago | 113,581 | 182,789 | -37.9% | 105,008 | 162,727 | -35.5% | 8,573 | 20,062 | -57.3% | | | | | | | | | |
| ...Dallas | 226,125 | 225,450 | 0.3% | 150,750 | 150,300 | 0.3% | 75,375 | 75,150 | 0.3% | | | | | | | | | |
| ...Detroit | 0 | 298 | -100.0% | 0 | 298 | -100.0% | | | | | | | | | | | | |
| ...Houston | 79,308 | 79,835 | -0.7% | 79,308 | 79,835 | -0.7% | | | | | | | | | | | | |
| ...Minneapolis | 0 | 8,940 | -100.0% | 0 | 8,940 | -100.0% | | | | | | | | | | | | |
| ...New York | 124,318 | 71,540 | 73.8% | 124,318 | 71,540 | 73.8% | | | | | | | | | | | | |
| ...Washington D.C. | 38,305 | 0 | NA | 38,305 | 0 | NA | | | | | | | | | | | | |

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 (continued)

| YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------------|------------------|------------------|--------------|------------------|------------------|--------------|----------------|----------------|--------------|---------------|--------------|--------------|----------|----------|-----------|---------------|--------------|---------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| International Seats | 2,928,869 | 2,490,894 | 17.6% | 2,750,483 | 2,346,652 | 17.2% | 146,503 | 129,918 | 12.8% | 17,773 | 8,978 | 98.0% | 0 | 0 | NA | 14,110 | 5,346 | 163.9% |
| Scheduled Seats | 2,881,809 | 2,455,066 | 17.4% | 2,703,423 | 2,310,824 | 17.0% | 146,503 | 129,918 | 12.8% | 17,773 | 8,978 | 98.0% | 0 | 0 | NA | 14,110 | 5,346 | 163.9% |
| Charter Seats | 47,060 | 35,828 | 31.3% | 47,060 | 35,828 | 31.3% | | | | | | | | | | | | |
| Japan | 1,687,476 | 1,476,990 | 14.3% | 1,687,476 | 1,476,990 | 14.3% | | | | | | | | | | | | |
| ...Fukuoka | 103,824 | 0 | NA | 103,824 | 0 | NA | | | | | | | | | | | | |
| ...Nagoya | 141,116 | 129,171 | 9.2% | 141,116 | 129,171 | 9.2% | | | | | | | | | | | | |
| ...Osaka | 290,387 | 218,027 | 33.2% | 290,387 | 218,027 | 33.2% | | | | | | | | | | | | |
| ...Sapporo | 3,528 | 0 | NA | 3,528 | 0 | NA | | | | | | | | | | | | |
| ...Tokyo-HND | 266,995 | 255,240 | 4.6% | 266,995 | 255,240 | 4.6% | | | | | | | | | | | | |
| ...Tokyo-NRT | 881,626 | 874,552 | 0.8% | 881,626 | 874,552 | 0.8% | | | | | | | | | | | | |
| Canada | 316,716 | 275,281 | 15.1% | 138,330 | 131,039 | 5.6% | 146,503 | 129,918 | 12.8% | 17,773 | 8,978 | 98.0% | | | | 14,110 | 5,346 | 163.9% |
| ...Calgary | 41,657 | 33,487 | 24.4% | 10,889 | 10,638 | 2.4% | 30,768 | 22,849 | 34.7% | | | | | | | | | |
| ...Edmonton | 7,227 | 4,818 | 50.0% | | | | 7,227 | 4,818 | 50.0% | | | | | | | | | |
| ...Vancouver | 265,248 | 234,664 | 13.0% | 124,857 | 118,089 | 5.7% | 108,508 | 102,251 | 6.1% | 17,773 | 8,978 | 98.0% | | | | 14,110 | 5,346 | 163.9% |
| ...Victoria | 2,584 | 2,312 | 11.8% | 2,584 | 2,312 | 11.8% | | | | | | | | | | | | |
| Other Asia | 368,888 | 256,437 | 43.9% | 368,888 | 256,437 | 43.9% | | | | | | | | | | | | |
| ...Seoul | 342,185 | 248,114 | 37.9% | 342,185 | 248,114 | 37.9% | | | | | | | | | | | | |
| ...Shanghai | 26,703 | 8,323 | 220.8% | 26,703 | 8,323 | 220.8% | | | | | | | | | | | | |
| Oceania | 251,336 | 192,616 | 30.5% | 251,336 | 192,616 | 30.5% | | | | | | | | | | | | |
| ...Auckland | 29,524 | 26,819 | 10.1% | 29,524 | 26,819 | 10.1% | | | | | | | | | | | | |
| ...Brisbane | 3,549 | 0 | NA | 4,053 | 0 | NA | | | | | | | | | | | | |
| ...Melbourne | 3,276 | 0 | NA | 3,276 | 0 | NA | | | | | | | | | | | | |
| ...Sydney | 214,483 | 165,797 | 29.4% | 214,483 | 165,797 | 29.4% | | | | | | | | | | | | |
| Other | 257,393 | 253,742 | 1.4% | 257,393 | 253,742 | 1.4% | | | | | | | | | | | | |
| ...Apia | 7,530 | 7,320 | 2.9% | 7,530 | 7,320 | 2.9% | | | | | | | | | | | | |
| ...Christmas | 5,844 | 6,698 | -12.8% | 5,844 | 6,698 | -12.8% | | | | | | | | | | | | |
| ...Guam | 87,683 | 72,573 | 20.8% | 87,683 | 72,573 | 20.8% | | | | | | | | | | | | |
| ...Majuro | 22,811 | 28,343 | -19.5% | 22,811 | 28,343 | -19.5% | | | | | | | | | | | | |
| ...Manila | 86,185 | 85,884 | 0.4% | 86,185 | 85,884 | 0.4% | | | | | | | | | | | | |
| ...Pago Pago | 27,468 | 27,468 | 0.0% | 27,468 | 27,468 | 0.0% | | | | | | | | | | | | |
| ...Papeete | 12,096 | 12,096 | 0.0% | 12,096 | 12,096 | 0.0% | | | | | | | | | | | | |

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