

TABLE 1. TOTAL VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	771,244	752,865	2.4	4,790,501	4,750,628	0.8
Domestic	543,534	533,156	1.9	3,258,636	3,289,218	-0.9
International	227,710	219,709	3.6	1,531,865	1,461,410	4.8
VISITOR DAYS	7,037,340	7,080,409	-0.6	44,355,439	44,241,883	0.3
AVERAGE DAILY CENSUS	227,011	228,400	-0.6	209,224	208,688	0.3
TOTAL AIR SEATS	1,032,625	995,526	3.7	6,562,895	6,414,441	2.3
TOTAL LOAD FACTOR (%)**	89.1	89.6	-0.4	86.4	88.1	-1.7
ISLANDS VISITED						
O'ahu	494,010	486,709	1.5	2,998,844	2,949,571	1.7
O'ahu only	364,140	349,846	4.1	2,244,074	2,176,346	3.1
O'ahu one day or less	20,223	18,962	6.6	127,119	92,229	37.8
Kaua'i	112,232	108,842	3.1	662,843	667,767	-0.7
Kaua'i only	57,034	55,709	2.4	354,750	361,651	-1.9
Kaua'i one day or less	10,058	8,269	21.6	61,937	61,906	0.0
Maui County	228,790	228,940	-0.1	1,441,238	1,441,934	0.0
Maui	225,727	225,274	0.2	1,419,134	1,416,154	0.2
Maui only	133,716	129,126	3.6	881,707	877,808	0.4
Maui one day or less	14,823	14,847	-0.2	92,712	99,166	-6.5
Moloka'i *	5,170	4,792	7.9	33,703	31,966	5.4
Moloka'i only *	473	565	-16.3	3,948	4,148	-4.8
Moloka'i one day or less*	2,908	2,395	21.4	17,687	15,576	13.6
Lāna'i *	5,500	6,212	-11.5	38,069	43,534	-12.6
Lāna'i only *	563	898	-37.2	4,273	6,333	-32.5
Lāna'i one day or less*	3,233	2,889	11.9	20,031	20,838	-3.9
Hawai'i Island	138,897	134,859	3.0	857,802	874,385	-1.9
Kona side	117,521	111,549	5.4	722,298	726,697	-0.6
Hilo side	49,775	50,151	-0.7	312,829	322,396	-3.0
Hawai'i Island only	59,782	55,537	7.6	400,990	405,651	-1.1
Hawai'i Island one day or less	12,313	13,024	-5.5	74,442	81,560	-8.7
Any Neighbor Island	407,104	403,019	1.0	2,546,427	2,574,282	-1.1
NI only	277,234	266,156	4.2	1,791,657	1,801,057	-0.5
Oahu & NI	129,870	136,863	-5.1	754,770	773,225	-2.4
Any one island only	615,708	591,682	4.1	3,889,743	3,831,937	1.5
Multiple Islands	155,536	161,183	-3.5	900,758	918,690	-2.0
Avg. Islands Visited	1.27	1.28	-0.9	1.25	1.26	-0.4
Average Length of Stay in Hawai'i	9.12	9.40	-3.0	9.26	9.31	-0.6
ACCOMMODATIONS						
Plan to stay in Hotel	485,285	472,060	2.8	3,017,568	2,963,731	1.8
Hotel only	418,781	406,805	2.9	2,638,021	2,587,162	2.0
Plan to stay in Condo	138,449	141,989	-2.5	864,045	884,302	-2.3
Condo only	103,181	105,528	-2.2	670,626	689,024	-2.7
Plan to stay in Timeshare	73,805	74,575	-1.0	449,890	448,005	0.4
Timeshare only	55,563	55,829	-0.5	343,314	343,369	0.0
Cruise Ship	11,556	10,141	14.0	79,355	73,821	7.5
Friends/Relatives	70,801	67,865	4.3	417,580	425,226	-1.8
Bed & Breakfast	6,850	6,502	5.4	48,156	48,843	-1.4
Other	10,727	9,770	9.8	65,707	62,914	4.4

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	658,910	643,669	2.4	3,993,834	3,964,166	0.7
Honeymoon/Get Married	52,436	50,388	4.1	374,738	344,571	8.8
Honeymoon	46,975	42,579	10.3	335,632	304,684	10.2
Get Married	9,121	11,505	-20.7	67,449	70,930	-4.9
Pleasure/Vacation	612,166	600,473	1.9	3,659,165	3,657,452	0.0
Mtgs/Conventions/Incentive	26,811	38,323	-30.0	288,403	296,523	-2.7
Conventions	14,459	26,917	-46.3	151,998	160,139	-5.1
Corporate Meetings	5,971	4,422	35.0	56,472	50,632	11.5
Incentive	7,542	7,791	-3.2	94,198	96,568	-2.5
Other Business	20,175	19,682	2.5	150,717	143,734	4.9
Visit Friends/Rel.	68,602	66,920	2.5	395,392	402,359	-1.7
Gov't/Military	9,674	6,478	49.3	51,811	41,738	24.1
Attend School	2,639	2,056	28.4	14,066	10,315	36.4
Sport Events	4,667	3,581	30.3	41,866	41,973	-0.3
TRAVEL STATUS						
First Timers (%)**	34.8	35.2	-0.3	34.9	34.7	0.2
Repeaters (%)**	65.2	64.8	0.3	65.1	65.3	-0.2
Average # of Trips	4.90	4.84	1.4	4.95	4.97	-0.3
Group Tour	53,479	52,656	1.6	404,982	405,218	-0.1
Non-Group	717,764	700,209	2.5	4,385,519	4,345,409	0.9
Package Trip	257,580	253,574	1.6	1,593,935	1,585,423	0.5
No Package	513,664	499,291	2.9	3,196,566	3,165,205	1.0
Net True Independent	504,336	491,838	2.5	3,126,060	3,096,134	1.0
Average Age of Party Head	44	44	0.3	45	45	0.0
Average Party Size	2.44	2.45	-0.5	2.21	2.21	0.2

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

Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
DOMESTIC VISITORS	543,534	533,156	1.9	3,258,636	3,289,218	-0.9
DOMESTIC VISITOR DAYS	5,446,513	5,424,631	0.4	32,856,878	33,046,299	-0.6
DOMESTIC AVERAGE DAILY CENSUS	175,694	174,988	0.4	154,985	155,879	-0.6
DOMESTIC AIR SEATS	742,268	701,977	5.7	4,402,754	4,331,429	1.6
DOMESTIC LOAD FACTOR (%)**	90.8	92.2	-1.4	90.7	91.8	-1.1
ISLANDS VISITED						
O'ahu	279,129	283,261	-1.5	1,649,547	1,664,867	-0.9
O'ahu only	193,448	192,641	0.4	1,166,287	1,181,427	-1.3
O'ahu one day or less	17,068	17,369	-1.7	108,959	75,636	44.1
Kaua'i	101,533	99,600	1.9	589,291	594,981	-1.0
Kaua'i only	56,332	54,425	3.5	335,006	348,215	-3.8
Kaua'i one day or less	6,654	5,368	24.0	41,573	36,570	13.7
Maui County	200,979	196,900	2.1	1,187,420	1,179,345	0.7
Maui	198,163	193,462	2.4	1,167,779	1,156,903	0.9
Maui only	128,568	122,327	5.1	777,467	772,804	0.6
Maui one day or less	7,254	6,839	6.1	46,966	43,769	7.3
Moloka'i *	4,526	4,132	9.5	27,593	25,071	10.1
Moloka'i only *	471	505	-6.7	3,795	3,820	-0.6
Moloka'i one day or less*	2,447	1,856	31.8	13,070	10,536	24.1
Lāna'i *	4,846	5,512	-12.1	31,735	34,490	-8.0
Lāna'i only *	508	895	-43.2	4,099	6,095	-32.7
Lāna'i one day or less*	2,803	2,461	13.9	16,067	13,991	14.8
Hawai'i Island	106,458	101,158	5.2	647,398	649,067	-0.3
Kona side	92,034	87,138	5.6	561,943	562,079	0.0
Hilo side	36,911	35,247	4.7	222,360	217,404	2.3
Hawai'i Island only	54,953	49,125	11.9	357,273	362,548	-1.5
Hawai'i Island one day or less	4,381	4,408	-0.6	26,909	28,875	-6.8
Any Neighbor Island	350,085	340,515	2.8	2,092,349	2,107,791	-0.7
NI only	264,405	249,894	5.8	1,609,089	1,624,351	-0.9
Oahu & NI	85,681	90,620	-5.5	483,260	483,440	0.0
Any one island only	434,281	419,918	3.4	2,643,927	2,674,908	-1.2
Multiple Islands	109,253	113,238	-3.5	614,709	614,310	0.1
Avg. Islands Visited	1.28	1.29	-0.8	1.26	1.25	0.6
Average Length of Stay in Hawai'i	10.02	10.17	-1.5	10.08	10.05	0.4
ACCOMMODATIONS						
Plan to stay in Hotel	295,583	291,680	1.3	1,782,573	1,785,277	-0.2
Hotel only	242,970	237,833	2.2	1,478,317	1,482,984	-0.3
Plan to stay in Condo	109,053	112,308	-2.9	654,643	681,038	-3.9
Condo only	83,227	84,930	-2.0	507,648	531,645	-4.5
Plan to stay in Timeshare	66,081	66,247	-0.3	387,193	390,993	-1.0
Timeshare only	49,477	49,832	-0.7	294,949	299,790	-1.6
Cruise Ship	9,787	9,135	7.1	68,241	60,038	13.7
Friends/Relatives	63,164	59,750	5.7	373,035	383,542	-2.7
Bed & Breakfast	5,039	5,509	-8.5	38,603	39,088	-1.2
Other	9,853	9,051	8.9	60,852	57,165	6.4

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	462,163	453,243	2	2,678,869	2,707,704	-1.064927
Honeymoon/Get Married	25,144	25,693	-2.1	144,990	136,984	5.8
Honeymoon	21,246	22,015	-3.5	120,763	115,170	4.9
Get Married	5,711	5,236	9.1	37,106	30,905	20.1
Pleasure/Vacation	441,639	431,632	2.3	2,562,097	2,594,594	-1.3
Mtgs/Conventions/Incentive	18,435	27,897	-33.9	209,950	212,389	-1.1
Conventions	11,872	21,411	-44.6	122,250	128,713	-5.0
Corporate Meetings	4,411	3,960	11.4	50,001	45,058	11.0
Incentive	3,015	3,184	-5.3	50,674	47,849	5.9
Other Business	18,569	16,886	10.0	138,042	129,440	6.6
Visit Friends/Rel.	61,250	58,603	4.5	352,959	357,442	-1.3
Gov't/Military	8,706	6,158	41.4	46,936	38,136	23.1
Attend School	1,240	1,123	10.4	10,408	6,937	50.0
Sport Events	3,422	2,550	34.2	29,875	32,937	-9.3
TRAVEL STATUS						
First Timers (%)**	30	31	-1.1	29	29	-0.4
Repeaters (%)**	70.33	69.3	1.1	71.20	70.8	0.4
Average # of Trips	5.54	5.4	2.9	5.72	5.6	1.7
Group Tour	13,335	12,454	7.1	121,958	115,685	5.4
Non-Group	530,198	520,702	1.8	3,136,678	3,173,533	-1.2
Package Trip	122,868	123,714	-0.7	692,411	713,823	-3.0
No Package	420,666	409,442	2.7	2,566,225	2,575,395	-0.4
Net True Independent	416,006	404,849	2.8	2,527,990	2,538,873	-0.4
Average Age of Party Head	46	45	0.5	47	46	0.8
Average Party Size	2.36	2.34	0.9	2.09	2.07	1.2

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
INTERNATIONAL VISITORS	227,710	219,709	3.6	1,531,865	1,461,410	4.8
INTERNATIONAL VISITOR DAYS	1,590,828	1,655,778	-3.9	11,498,561	11,195,584	2.7
INTERNATIONAL AVERAGE DAILY CENSUS	51,317	53,412	-3.9	54,238	52,809	2.7
INTERNATIONAL AIR SEATS	290,357	293,549	-1.1	2,160,141	2,083,012	3.7
INTERNATIONAL LOAD FACTOR (%)**	84.8	83.2	1.6	77.6	80.3	-2.8
ISLANDS VISITED						
O'ahu	214,881	203,448	5.6	1,349,296	1,284,704	5.0
O'ahu only	170,691	157,205	8.6	1,077,787	994,919	8.3
O'ahu one day or less	3,155	1,594	98.0	18,159	16,593	9.4
Kaua'i	10,700	9,242	15.8	73,552	72,785	1.1
Kaua'i only	702	1,284	-45.4	19,744	13,436	46.9
Kaua'i one day or less	3,404	2,901	17.3	20,364	25,335	-19.6
Maui County	27,811	32,039	-13.2	253,818	262,589	-3.3
Maui	27,564	31,812	-13.4	251,355	259,250	-3.0
Maui only	5,148	6,799	-24.3	104,240	105,004	-0.7
Maui one day or less	7,568	8,008	-5.5	45,746	55,397	-17.4
Moloka'i *	644	660	-2.4	6,110	6,895	-11.4
Moloka'i only *	2	60	-96.6	153	328	-53.4
Moloka'i one day or less*	461	539	-14.4	4,617	5,041	-8.4
Lāna'i *	654	701	-6.7	6,334	9,043	-30.0
Lāna'i only *	55	2	2178.0	174	238	-27.0
Lāna'i one day or less*	430	429	0.3	3,964	6,847	-42.1
Hawai'i Island	32,440	33,701	-3.7	210,404	225,317	-6.6
Kona side	25,487	24,412	4.4	160,355	164,618	-2.6
Hilo side	12,864	14,904	-13.7	90,469	104,992	-13.8
Hawai'i Island only	4,829	6,412	-24.7	43,717	43,103	1.4
Hawai'i Island one day or less	7,933	8,616	-7.9	47,533	52,686	-9.8
Any Neighbor Island	57,019	62,504	-8.8	454,078	466,491	-2.7
NI only	12,829	16,261	-21.1	182,569	176,706	3.3
Oahu & NI	44,190	46,243	-4.4	271,509	289,785	-6.3
Any one island only	181,427	171,764	5.6	1,245,816	1,157,029	7.7
Multiple Islands	46,283	47,945	-3.5	286,049	304,381	-6.0
Avg. Islands Visited	1.26	1.27	-1.0	1.24	1.27	-2.6
Average Length of Stay in Hawai'i	6.99	7.54	-7.3	7.51	7.66	-2.0
ACCOMMODATIONS						
Plan to stay in Hotel	189,702	180,380	5.2	1,234,995	1,178,454	4.8
Hotel only	175,811	168,972	4.0	1,159,704	1,104,178	5.0
Plan to stay in Condo	29,396	29,681	-1.0	209,403	203,265	3.0
Condo only	19,954	20,598	-3.1	162,977	157,379	3.6
Plan to stay in Timeshare	7,724	8,327	-7.2	62,697	57,012	10.0
Timeshare only	6,085	5,997	1.5	48,365	43,579	11.0
Cruise Ship	1,769	1,006	75.9	11,114	13,783	-19.4
Friends/Relatives	7,637	8,115	-5.9	44,545	41,684	6.9
Bed & Breakfast	1,811	993	82.4	9,553	9,755	-2.1
Other	873	718	21.6	4,855	5,749	-15.5

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

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TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	196,747	190,426	3	1,314,965	1,256,462	4.65616798
Honeymoon/Get Married	27,293	24,694	10.5	229,748	207,587	10.7
Honeymoon	25,729	20,564	25.1	214,868	189,514	13.4
Get Married	3,410	6,269	-45.6	30,343	40,025	-24.2
Pleasure/Vacation	170,526	168,841	1.0	1,097,068	1,062,857	3.2
Mtgs/Conventions/Incentive	8,377	10,426	-19.7	78,454	84,134	-6.8
Conventions	2,587	5,506	-53.0	29,748	31,426	-5.3
Corporate Meetings	1,559	463	236.8	6,471	5,574	16.1
Incentive	4,527	4,607	-1.7	43,524	48,719	-10.7
Other Business	1,606	2,795	-42.6	12,676	14,295	-11.3
Visit Friends/Rel.	7,352	8,316	-11.6	42,434	44,917	-5.5
Gov't/Military	968	320	202.2	4,875	3,602	35.3
Attend School	1,400	932	50.1	3,659	3,378	8.3
Sport Events	1,245	1,031	20.7	11,991	9,036	32.7
TRAVEL STATUS						
First Timers (%)**	47	46	1.3	48	47	0.9
Repeaters (%)**	52.80	54.1	-1.3	52.21	53.1	-0.9
Average # of Trips	3.37	3.5	-3.4	3.32	3.5	-4.9
Group Tour	40,144	40,202	-0.1	283,024	289,533	-2.2
Non-Group	187,566	179,507	4.5	1,248,841	1,171,877	6.6
Package Trip	134,712	129,860	3.7	901,524	871,600	3.4
No Package	92,998	89,849	3.5	630,341	589,810	6.9
Net True Independent	88,331	86,988	1.5	598,070	557,260	7.3
Average Age of Party Head	42	42	-0.2	42	43	-1.4
Average Party Size	2.64	2.73	-3.6	2.47	2.53	-2.3

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL U.S. WEST VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	327,325	311,527	5.1	1,902,179	1,935,968	-1.7
Domestic	319,197	303,211	5.3	1,863,265	1,896,848	-1.8
International	8,128	8,316	-2.3	38,914	39,120	-0.5
VISITOR DAYS	3,117,121	3,033,690	2.8	18,166,723	18,508,234	-1.8
AVERAGE DAILY CENSUS	100,552	97,861	2.8	85,692	87,303	-1.8
ISLANDS VISITED						
O'ahu	149,504	144,763	3.3	854,280	866,389	-1.4
O'ahu only	115,267	110,969	3.9	667,064	680,364	-2.0
O'ahu one day or less	7,309	6,219	17.5	43,309	30,795	40.6
Kaua'i	59,050	56,484	4.5	331,640	338,466	-2.0
Kaua'i only	40,947	38,832	5.4	233,338	243,163	-4.0
Kaua'i one day or less	2,366	2,056	15.1	15,144	13,574	11.6
Maui County	116,757	110,632	5.5	673,462	674,242	-0.1
Maui	115,045	108,814	5.7	661,583	660,890	0.1
Maui only	89,033	84,631	5.2	517,349	519,975	-0.5
Maui one day or less	2,570	2,520	2.0	18,445	18,016	2.4
Moloka'i *	2,241	2,002	12.0	13,988	13,182	6.1
Moloka'i only *	336	314	7.2	2,625	2,618	0.3
Moloka'i one day or less*	1,012	870	16.3	5,709	4,974	14.8
Lāna'i *	2,275	2,590	-12.2	15,600	17,009	-8.3
Lāna'i only *	363	536	-32.4	2,758	3,801	-27.4
Lāna'i one day or less*	1,202	1,084	10.9	7,522	6,829	10.2
Hawai'i Island	54,855	49,917	9.9	336,453	343,080	-1.9
Kona side	48,868	43,784	11.6	298,116	302,350	-1.4
Hilo side	15,303	15,147	1.0	96,019	98,213	-2.2
Hawai'i Island only	36,278	32,197	12.7	230,662	238,008	-3.1
Hawai'i Island one day or less	2,444	1,670	46.3	12,492	11,705	6.7
Any Neighbor Island	212,058	200,558	5.7	1,235,116	1,255,604	-1.6
NI only	177,821	166,764	6.6	1,047,900	1,069,578	-2.0
Oahu & NI	34,237	33,794	1.3	187,216	186,025	0.6
Any one island only	282,224	267,480	5.5	1,653,795	1,687,929	-2.0
Multiple Islands	45,101	44,047	2.4	248,384	248,038	0.1
Avg. Islands Visited	1.17	1.17	0.0	1.16	1.16	0.6
Average Length of Stay in Hawai'i	9.52	9.74	-2.2	9.55	9.56	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	164,640	151,137	8.9	946,945	946,497	0.0
Hotel only	137,155	125,590	9.2	798,219	799,187	-0.1
Plan to stay in Condo	73,110	75,061	-2.6	429,480	453,993	-5.4
Condo only	58,133	59,832	-2.8	347,734	369,975	-6.0
Plan to stay in Timeshare	44,563	45,210	-1.4	249,322	254,481	-2.0
Timeshare only	34,329	35,131	-2.3	195,341	200,601	-2.6
Cruise Ship	2,616	2,140	22.2	17,306	13,622	27.0
Friends/Relatives	39,868	37,353	6.7	229,711	238,660	-3.7
Bed & Breakfast	2,014	2,061	-2.3	17,504	17,461	0.2
Other	5,695	4,947	15.1	34,855	33,185	5.0

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

TABLE 4. TOTAL U.S. WEST VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	278,301	266,073	4.6	1,577,267	1,608,877	-2.0
Honeymoon/Get Married	12,625	12,462	1.3	72,349	66,971	8.0
Honeymoon	10,228	10,126	1.0	57,546	53,358	7.8
Get Married	3,323	3,112	6.8	21,717	18,354	18.3
Pleasure/Vacation	268,228	255,859	4.8	1,520,425	1,555,078	-2.2
Mtgs/Conventions/Incentive	9,339	11,189	-16.5	94,173	91,889	2.5
Conventions	5,529	8,193	-32.5	54,078	55,772	-3.0
Corporate Meetings	2,969	2,075	43.1	25,968	22,649	14.7
Incentive	1,205	1,232	-2.1	19,856	17,089	16.2
Other Business	11,691	11,585	0.9	87,303	84,664	3.1
Visit Friends/Rel.	38,349	36,329	5.6	214,490	218,406	-1.8
Gov't/Military	3,985	2,318	71.9	20,345	15,820	28.6
Attend School	754	799	-5.7	5,730	3,707	54.6
Sport Events	2,404	1,841	30.6	18,218	22,657	-19.6
TRAVEL STATUS						
First Timers (%)**	19.4	19.5	-0.1	18.7	18.9	-0.3
Repeaters (%)**	80.6	80.5	0.1	81.3	81.1	0.3
Average # of Trips	6.66	6.64	0.3	6.93	6.88	0.7
Group Tour	4,102	4,058	1.1	40,379	38,909	3.8
Non-Group	323,222	307,469	5.1	1,861,801	1,897,058	-1.9
Package Trip	69,162	65,859	5.0	351,773	363,231	-3.2
No Package	258,163	245,668	5.1	1,550,406	1,572,737	-1.4
Net True Independent	256,309	243,901	5.1	1,534,455	1,556,847	-1.4
Average Age of Party Head	46	45	0.8	47	46	0.8
Average Party Size	2.43	2.43	0.0	2.17	2.14	1.1

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL U.S. EAST VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	175,739	177,438	-1.0	1,074,868	1,076,848	-0.2
Domestic	165,400	165,968	-0.3	1,037,039	1,032,049	0.5
International	10,339	11,470	-9.9	37,829	44,799	-15.6
VISITOR DAYS	1,837,604	1,861,823	-1.3	11,323,113	11,272,892	0.4
AVERAGE DAILY CENSUS	59,278	60,059	-1.3	53,411	53,174	0.4
ISLANDS VISITED						
O'ahu	106,760	112,612	-5.2	630,087	638,870	-1.4
O'ahu only	62,571	65,330	-4.2	385,599	388,984	-0.9
O'ahu one day or less	9,774	9,500	2.9	57,987	40,074	44.7
Kaua'i	35,556	34,298	3.7	214,737	212,037	1.3
Kaua'i only	12,495	12,541	-0.4	84,237	84,351	-0.1
Kaua'i one day or less	3,347	2,815	18.9	22,505	19,928	12.9
Maui County	67,644	68,078	-0.6	410,822	405,911	1.2
Maui	66,780	66,784	0.0	404,512	398,141	1.6
Maui only	30,589	28,398	7.7	201,624	196,772	2.5
Maui one day or less	5,516	5,575	-1.1	26,508	24,068	10.1
Moloka'i *	1,613	1,553	3.8	10,118	9,442	7.2
Moloka'i only *	100	147	-32.1	890	911	-2.3
Moloka'i one day or less*	1,038	734	41.5	5,437	4,645	17.0
Lāna'i *	1,947	2,342	-16.8	13,549	15,426	-12.2
Lāna'i only *	116	284	-59.2	1,093	1,850	-40.9
Lāna'i one day or less*	1,184	1,096	8.0	6,847	7,053	-2.9
Hawai'i Island	43,168	40,906	5.5	246,499	246,521	0.0
Kona side	36,967	34,034	8.6	209,493	209,230	0.1
Hilo side	16,349	16,880	-3.1	99,129	99,686	-0.6
Hawai'i Island only	14,613	13,610	7.4	97,987	97,335	0.7
Hawai'i Island one day or less	2,497	3,406	-26.7	13,260	15,052	-11.9
Any Neighbor Island	113,168	112,108	0.9	689,269	687,864	0.2
NI only	68,979	64,826	6.4	444,781	437,978	1.6
Oahu & NI	44,189	47,283	-6.5	244,488	249,886	-2.2
Any one island only	120,483	120,310	0.1	771,430	770,203	0.2
Multiple Islands	55,255	57,128	-3.3	303,437	306,645	-1.0
Avg. Islands Visited	1.46	1.46	-0.1	1.41	1.41	0.1
Average Length of Stay in Hawai'i	10.46	10.49	-0.3	10.53	10.47	0.6
ACCOMMODATIONS						
Plan to stay in Hotel	105,292	109,183	-3.6	659,298	664,279	-0.7
Hotel only	82,744	85,910	-3.7	531,346	536,136	-0.9
Plan to stay in Condo	30,203	30,665	-1.5	168,689	170,503	-1.1
Condo only	20,425	19,812	3.1	115,639	117,157	-1.3
Plan to stay in Timeshare	18,761	19,197	-2.3	119,437	120,032	-0.5
Timeshare only	13,367	13,486	-0.9	86,773	87,189	-0.5
Cruise Ship	6,214	5,643	10.1	42,491	39,891	6.5
Friends/Relatives	20,729	20,561	0.8	126,141	127,985	-1.4
Bed & Breakfast	2,686	2,145	25.2	14,580	14,326	1.8
Other	3,452	3,083	12.0	21,242	19,777	7.4

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

TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	145,928	145,980	0.0	852,211	848,845	0.4
Honeymoon/Get Married	9,693	9,346	3.7	55,488	53,778	3.2
Honeymoon	8,526	8,392	1.6	47,838	47,501	0.7
Get Married	1,858	1,568	18.5	12,368	10,444	18.4
Pleasure/Vacation	137,760	137,894	-0.1	806,327	803,105	0.4
Mtgs/Conventions/Incentive	8,234	14,663	-43.8	97,887	105,130	-6.9
Conventions	5,400	11,904	-54.6	57,064	63,925	-10.7
Corporate Meetings	1,811	1,484	22.0	21,014	19,682	6.8
Incentive	1,436	1,561	-8.0	25,862	26,243	-1.5
Other Business	5,811	5,401	7.6	44,157	42,467	4.0
Visit Friends/Rel.	21,006	20,103	4.5	122,109	124,888	-2.2
Gov't/Military	4,501	3,515	28.1	25,355	21,214	19.5
Attend School	387	350	10.7	3,329	2,345	41.9
Sport Events	1,233	384	221.2	9,440	7,544	25.1
TRAVEL STATUS						
First Timers (%)**	42.5	44.4	-1.9	41.0	42.3	-1.3
Repeaters (%)**	57.5	55.6	1.9	59.0	57.7	1.3
Average # of Trips	3.85	3.69	4.4	4.12	4.02	2.3
Group Tour	5,294	6,069	-12.8	57,322	56,693	1.1
Non-Group	170,444	171,370	-0.5	1,017,546	1,020,155	-0.3
Package Trip	37,671	39,946	-5.7	242,428	253,962	-4.5
No Package	138,068	137,492	0.4	832,439	822,885	1.2
Net True Independent	136,287	135,384	0.7	816,349	807,705	1.1
Average Age of Party Head	46	45	2.1	48	47	1.3
Average Party Size	2.28	2.23	2.0	2.00	1.98	1.0

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	131,229	129,211	1.6	846,762	830,235	2.0
Domestic	969	660	46.7	5,278	3,607	46.3
International	130,260	128,551	1.3	841,484	826,628	1.8
VISITOR DAYS	767,861	796,680	-3.6	4,901,003	4,923,663	-0.5
AVERAGE DAILY CENSUS	24,770	25,699	-3.6	23,118	23,225	-0.5
ISLANDS VISITED						
O'ahu	126,806	122,852	3.2	824,463	797,192	3.4
O'ahu only	110,690	104,124	6.3	715,014	672,135	6.4
O'ahu one day or less	712	607	17.2	5,806	6,419	-9.6
Kaua'i	2,006	2,739	-26.8	13,379	17,599	-24.0
Kaua'i only	185	550	-66.4	1,176	2,311	-49.1
Kaua'i one day or less	1,221	1,506	-18.9	8,622	11,161	-22.8
Maui County	5,708	6,122	-6.8	35,431	46,216	-23.3
Maui	5,549	6,038	-8.1	34,377	45,450	-24.4
Maui only	1,110	758	46.5	5,335	7,201	-25.9
Maui one day or less	1,592	2,683	-40.7	14,982	21,509	-30.3
Moloka'i *	112	38	192.2	1,169	640	82.6
Moloka'i only *	2	0	0.0	4	0	0.0
Moloka'i one day or less*	16	38	-57.4	931	481	93.3
Lāna'i *	128	122	4.4	692	916	-24.5
Lāna'i only *	52	0	0.0	53	47	11.5
Lāna'i one day or less*	49	121	-59.6	397	481	-17.4
Hawai'i Island	14,491	19,338	-25.1	97,897	117,853	-16.9
Kona side	10,526	14,338	-26.6	67,044	78,637	-14.7
Hilo side	4,729	6,248	-24.3	41,076	48,941	-16.1
Hawai'i Island only	2,901	4,436	-34.6	14,565	20,238	-28.0
Hawai'i Island one day or less	4,120	4,581	-10.1	27,580	33,134	-16.8
Any Neighbor Island	20,539	25,087	-18.1	131,748	158,100	-16.7
NI only	4,423	6,359	-30.5	22,299	33,043	-32.5
Oahu & NI	16,116	18,727	-13.9	109,449	125,058	-12.5
Any one island only	114,939	109,869	4.6	736,148	701,932	4.9
Multiple Islands	16,289	19,342	-15.8	110,614	128,302	-13.8
Avg. Islands Visited	1.14	1.17	-2.9	1.15	1.18	-2.7
Average Length of Stay in Hawai'i	5.85	6.17	-5.1	5.79	5.93	-2.4
ACCOMMODATIONS						
Plan to stay in Hotel	112,692	111,507	1.1	740,186	724,699	2.1
Hotel only	109,344	108,195	1.1	723,503	706,814	2.4
Plan to stay in Condo	14,771	14,242	3.7	80,607	80,653	-0.1
Condo only	11,705	11,386	2.8	67,631	65,613	3.1
Plan to stay in Timeshare	5,828	5,283	10.3	32,535	29,634	9.8
Timeshare only	5,050	3,955	27.7	26,838	24,332	10.3
Cruise Ship	2	116	-98.1	1,436	1,490	-3.7
Friends/Relatives	1,044	1,682	-37.9	7,899	11,034	-28.4
Bed & Breakfast	106	66	59.7	696	1,113	-37.4
Other	106	153	-30.7	963	1,590	-39.4

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

TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	112,774	110,985	1.6	703,646	697,648	0.9
Honeymoon/Get Married	19,576	20,028	-2.3	157,764	151,032	4.5
Honeymoon	18,471	16,437	12.4	148,117	136,741	8.3
Get Married	2,866	5,710	-49.8	24,311	35,351	-31.2
Pleasure/Vacation	94,005	93,813	0.2	555,165	558,732	-0.6
Mtgs/Conventions/Incentive	4,888	6,854	-28.7	43,275	50,402	-14.1
Conventions	526	2,367	-77.8	6,800	8,731	-22.1
Corporate Meetings	508	337	50.6	1,915	1,091	75.5
Incentive	3,907	4,299	-9.1	35,010	41,187	-15.0
Other Business	691	562	23.1	4,540	5,094	-10.9
Visit Friends/Rel.	1,891	2,087	-9.4	13,527	14,492	-6.7
Gov't/Military	49	14	246.6	486	520	-6.4
Attend School	174	440	-60.5	1,204	1,450	-17.0
Sport Events	210	619	-66.0	7,035	6,804	3.4
TRAVEL STATUS						
First Timers (%)**	37.2	36.8	0.4	41.7	41.4	0.3
Repeaters (%)**	62.8	63.2	-0.4	58.3	58.6	-0.3
Average # of Trips	4.29	4.26	0.6	3.87	3.91	-1.2
Group Tour	29,156	30,567	-4.6	210,361	218,106	-3.6
Non-Group	102,072	98,644	3.5	636,401	612,128	4.0
Package Trip	94,942	94,610	0.4	636,820	615,940	3.4
No Package	36,287	34,601	4.9	209,942	214,295	-2.0
Net True Independent	32,789	32,269	1.6	186,352	189,257	-1.5
Average Age of Party Head	42	43	-1.5	42	43	-1.8
Average Party Size	2.69	2.90	-7.0	2.61	2.71	-3.8

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	24,790	26,777	-7.4	331,831	324,242	2.3
Domestic	12,940	14,361	-9.9	122,738	127,756	-3.9
International	11,850	12,416	-4.6	209,093	196,486	6.4
VISITOR DAYS	299,614	330,782	-9.4	4,274,554	4,104,858	4.1
AVERAGE DAILY CENSUS	9,665	10,670	-9.4	20,163	19,363	4.1
ISLANDS VISITED						
O'ahu	12,715	13,981	-9.1	131,651	138,057	-4.6
O'ahu only	7,671	8,384	-8.5	85,724	90,465	-5.2
O'ahu one day or less	636	663	-4.1	6,770	5,118	32.3
Kaua'i	4,079	3,576	14.1	49,117	42,636	15.2
Kaua'i only	1,465	1,321	10.9	24,607	19,614	25.5
Kaua'i one day or less	564	401	40.7	4,722	4,583	3.0
Maui County	12,030	13,476	-10.7	168,149	166,399	1.1
Maui	11,936	13,428	-11.1	167,241	165,288	1.2
Maui only	6,869	7,927	-13.3	121,413	120,050	1.1
Maui one day or less	719	434	65.5	6,684	5,520	21.1
Moloka'i *	254	243	4.7	2,658	2,717	-2.2
Moloka'i only *	13	10	31.3	271	287	-5.4
Moloka'i one day or less*	175	119	47.6	1,349	1,331	1.3
Lāna'i *	257	328	-21.7	2,924	3,867	-24.4
Lāna'i only *	8	13	-40.5	117	185	-37.0
Lāna'i one day or less*	202	200	0.6	1,700	2,208	-23.0
Hawai'i Island	5,758	5,245	9.8	68,117	60,680	12.3
Kona side	5,139	4,710	9.1	62,563	55,046	13.7
Hilo side	2,381	1,879	26.7	22,167	19,872	11.6
Hawai'i Island only	2,139	2,011	6.3	37,267	31,074	19.9
Hawai'i Island one day or less	322	242	32.9	2,795	2,866	-2.5
Any Neighbor Island	17,119	18,393	-6.9	246,107	233,777	5.3
NI only	12,075	12,795	-5.6	200,181	186,185	7.5
Oahu & NI	5,044	5,597	-9.9	45,927	47,592	-3.5
Any one island only	18,165	19,666	-7.6	269,400	261,675	3.0
Multiple Islands	6,625	7,111	-6.8	62,432	62,567	-0.2
Avg. Islands Visited	1.41	1.37	2.7	1.27	1.27	-0.3
Average Length of Stay in Hawai'i	12.09	12.35	-2.2	12.88	12.66	1.8
ACCOMMODATIONS						
Plan to stay in Hotel	13,005	13,319	-2.4	149,557	150,234	-0.5
Hotel only	9,514	10,188	-6.6	113,232	115,390	-1.9
Plan to stay in Condo	8,292	10,520	-21.2	131,513	130,807	0.5
Condo only	6,096	8,131	-25.0	107,606	106,328	1.2
Plan to stay in Timeshare	1,994	2,173	-8.2	31,322	28,939	8.2
Timeshare only	1,241	1,519	-18.3	22,220	20,755	7.1
Cruise Ship	809	498	62.5	6,261	5,738	9.1
Friends/Relatives	1,516	1,245	21.8	15,821	14,150	11.8
Bed & Breakfast	384	349	10.1	5,104	4,846	5.3
Other	318	262	21.2	3,440	2,598	32.4

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

TABLE 7. TOTAL CANADA VISITORS BY AIR (CONT.)

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	22,726	24,873	-8.6	308,302	304,501	1.2
Honeymoon/Get Married	1,380	1,406	-1.9	9,872	8,199	20.4
Honeymoon	1,233	1,154	6.9	7,911	6,697	18.1
Get Married	198	318	-37.7	2,759	2,018	36.7
Pleasure/Vacation	21,504	23,711	-9.3	300,439	297,973	0.8
Mtgs/Conventions/Incentive						
Conventions	314	698	-55.1	10,252	7,848	30.6
Corporate Meetings	112	50	126.4	2,881	1,289	123.5
Incentive	142	78	82.6	3,045	2,423	25.7
Other Business						
Visit Friends/Rel.	1,361	1,017	33.9	12,867	11,486	12.0
Gov't/Military	279	52	435.0	1,090	282	286.7
Attend School	25	40	-36.6	568	296	92.1
Sport Events	187	149	25.6	2,649	1,614	64.1
TRAVEL STATUS						
First Timers (%)**	46.2	42.9	3.3	34.6	35.0	-0.5
Repeaters (%)**	53.8	57.1	-3.3	65.4	65.0	0.5
Average # of Trips	3.31	3.53	-6.2	3.90	3.83	1.9
Group Tour						
Non-Group	24,304	26,349	-7.8	323,513	317,342	1.9
Package Trip						
No Package	18,896	20,365	-7.2	260,070	246,281	5.6
Net True Independent	18,782	20,214	-7.1	257,586	244,211	5.5
Average Age of Party Head	44	45	-3.4	48	49	-0.9
Average Party Size	2.38	2.43	-2.2	2.19	2.20	-0.8

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

Source: Hawai'i Tourism Authority

JULY 2014 Arrivals at a Glance

CATEGORY AND MMA	Jul 2014P	Jul 2013	% change	YTD 2014P	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,352.8	1,319.0	2.6	8,729.3	8,517.4	2.5
Total by air	1,352.6	1,318.9	2.5	8,703.7	8,482.6	2.6
U.S. West	483.9	450.7	7.4	2,911.8	2,875.5	1.3
U.S. East	380.1	364.8	4.2	2,294.1	2,220.2	3.3
Japan	205.7	199.4	3.1	1,358.4	1,381.1	-1.6
Canada	44.6	53.1	-16.0	688.6	661.0	4.2
All Other	238.2	250.9	-5.1	1,450.8	1,344.7	7.9
Visitor arrivals by cruise ships	0.2	0.1	146.2	25.6	34.7	-26.4
TOTAL VISITOR DAYS	7,038,454	7,081,682	-0.6	44,753,626	44,740,252	0.0
Total by air	7,037,340	7,080,409	-0.6	44,355,439	44,241,883	0.3
U.S. West	3,117,121	3,033,690	2.8	18,166,723	18,508,234	-1.8
U.S. East	1,837,604	1,861,823	-1.3	11,323,113	11,272,892	0.4
Japan	767,861	796,680	-3.6	4,901,003	4,923,663	-0.5
Canada	299,614	330,782	-9.4	4,274,554	4,104,858	4.1
All Other	1,015,140	1,057,434	-4.0	5,690,046	5,432,237	4.7
Visitor arrivals by cruise ships	1,114	1,273	-12.5	398,188	498,369	-20.1
VISITOR ARRIVALS	772,106	753,344	2.5	4,867,057	4,850,949	0.3
Total by air	771,244	752,865	2.4	4,790,501	4,750,628	0.8
U.S. West	327,325	311,527	5.1	1,902,179	1,935,968	-1.7
U.S. East	175,739	177,438	-1.0	1,074,868	1,076,848	-0.2
Japan	131,229	129,211	1.6	846,762	830,235	2.0
Canada	24,790	26,777	-7.4	331,831	324,242	2.3
All Other	112,162	107,911	3.9	634,861	583,336	8.8
Visitor arrivals by cruise ships	863	479	80.0	76,556	100,322	-23.7
AVERAGE LENGTH OF STAY	9.12	9.40	-3.0	9.20	9.22	-0.3
Total by air	9.12	9.40	-3.0	9.26	9.31	-0.6
U.S. West	9.52	9.74	-2.2	9.55	9.56	-0.1
U.S. East	10.46	10.49	-0.3	10.53	10.47	0.6
Japan	5.85	6.17	-5.1	5.79	5.93	-2.4
Canada	12.09	12.35	-2.2	12.88	12.66	1.8
All Other	9.05	9.80	-7.6	8.96	9.31	-3.8
Visitor arrivals by cruise ships	1.29	2.66	-51.4	5.20	4.97	4.7
PER PERSON PER DAY SPENDING (\$)	192.2	186.3	3.2	195.1	190.4	2.5
Total by air	192.2	186.3	3.2	196.2	191.7	2.3
U.S. West	155.2	148.6	4.5	160.3	155.4	3.2
U.S. East	206.8	196.0	5.6	202.6	197.0	2.9
Japan	267.9	250.3	7.0	277.2	280.5	-1.2
Canada	148.8	160.4	-7.2	161.1	161.0	0.0
All Other	234.7	237.3	-1.1	255.0	247.5	3.0
Visitor arrivals by cruise ships	177.1	62.9	181.4	64.2	69.7	-7.9
PER PERSON PER TRIP SPENDING (\$)	1,752.0	1,750.9	0.1	1,793.5	1,755.8	2.1
Total by air	1,753.7	1,751.9	0.1	1,816.9	1,785.6	1.8
U.S. West	1,478.4	1,446.7	2.2	1,530.8	1,485.3	3.1
U.S. East	2,162.9	2,056.1	5.2	2,134.3	2,061.8	3.5
Japan	1,567.5	1,543.5	1.6	1,604.2	1,663.6	-3.6
Canada	1,799.0	1,981.7	-9.2	2,075.3	2,038.8	1.8
All Other	2,123.9	2,325.3	-8.7	2,285.3	2,305.2	-0.9
Visitor arrivals by cruise ships	228.5	167.1	36.8	333.8	346.3	-3.6

P=Preliminary data.

Source:Hawai'i Tourism Authority

2014 Arrivals at a Glance by Month

2014P	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,419.3	\$1,247.5	\$1,230.9	\$1,097.8	\$1,088.5	\$1,292.5	\$1,352.8
	Total by air	\$1,412.9	\$1,242.9	\$1,227.9	\$1,089.2	\$1,086.1	\$1,292.3	\$1,352.6
	U.S. West	\$406.7	\$370.4	\$387.4	\$397.6	\$373.2	\$492.5	\$483.9
	U.S. East	\$397.7	\$333.6	\$305.1	\$242.3	\$281.1	\$354.2	\$380.1
	Japan	\$209.4	\$195.7	\$204.4	\$155.9	\$181.5	\$205.8	\$205.7
	Canada	\$179.9	\$148.5	\$140.2	\$94.8	\$49.8	\$31.0	\$44.6
	All Other	\$219.2	\$194.7	\$190.8	\$198.6	\$200.6	\$208.7	\$238.2
	Visitor arrivals by cruise ships	\$6.4	\$4.6	\$3.0	\$8.6	\$2.5	\$0.2	\$0.2
Visitor days	TOTAL (air + ship)	7,145,060	6,007,924	6,516,431	5,758,931	5,634,768	6,652,058	7,038,454
	Total by air	7,041,725	5,931,016	6,468,828	5,630,431	5,597,413	6,648,685	7,037,340
	U.S. West	2,550,243	2,135,576	2,435,962	2,463,494	2,405,212	3,059,115	3,117,121
	U.S. East	1,870,471	1,539,601	1,597,803	1,235,734	1,443,550	1,798,350	1,837,604
	Japan	719,782	684,066	781,679	571,529	648,439	727,647	767,861
	Canada	1,041,918	868,749	928,338	600,577	327,207	208,151	299,614
	All Other	859,312	703,024	725,047	759,096	773,005	855,421	1,015,140
	Visitor arrivals by cruise ships	103,334	76,908	47,602	128,500	37,356	3,374	1,114
Visitor arrivals	TOTAL (air + ship)	682,634	646,759	728,814	662,553	649,125	725,066	772,106
	Total by air	664,954	630,931	718,222	639,395	642,091	723,663	771,244
	U.S. West	231,871	222,879	268,236	274,656	264,297	312,916	327,325
	U.S. East	146,190	143,688	165,745	128,898	144,020	170,588	175,739
	Japan	126,330	119,882	130,565	98,686	113,713	126,357	131,229
	Canada	70,167	66,233	74,054	49,548	29,769	17,270	24,790
	All Other	90,396	78,249	79,622	87,608	90,292	96,532	112,162
	Visitor arrivals by cruise ships	17,680	15,828	10,592	23,157	7,034	1,403	863
length of stay	TOTAL (air + ship)	10.47	9.29	8.94	8.69	8.68	9.17	9.12
	Total by air	10.59	9.40	9.01	8.81	8.72	9.19	9.12
	U.S. West	11.00	9.58	9.08	8.97	9.10	9.78	9.52
	U.S. East	12.79	10.71	9.64	9.59	10.02	10.54	10.46
	Japan	5.70	5.71	5.99	5.79	5.70	5.76	5.85
	Canada	14.85	13.12	12.54	12.12	10.99	12.05	12.09
	All Other	9.51	8.98	9.11	8.66	8.56	8.86	9.05
	Visitor arrivals by cruise ships	5.84	4.86	4.49	5.55	5.31	2.41	1.29
Per Person Per Day Spending *	TOTAL (air+ship)	\$198.6	\$207.6	\$188.9	\$190.6	\$193.2	\$194.3	\$192.2
	Total by air	\$200.6	\$209.6	\$189.8	\$193.4	\$194.0	\$194.4	\$192.2
	U.S. West	\$159.5	\$173.5	\$159.0	\$161.4	\$155.2	\$161.0	\$155.2
	U.S. East	\$212.6	\$216.7	\$191.0	\$196.1	\$194.7	\$197.0	\$206.8
	Japan	\$290.9	\$286.0	\$261.5	\$272.8	\$279.9	\$282.8	\$267.9
	Canada	\$172.6	\$170.9	\$151.0	\$157.8	\$152.2	\$148.8	\$148.8
	All Other	\$255.1	\$277.0	\$263.2	\$261.6	\$259.4	\$244.0	\$234.7
	Visitor arrivals by cruise ships	\$62.0	\$59.6	\$63.8	\$67.2	\$65.7	\$70.5	\$177.1
Per Person Per Trip Spending *	TOTAL (air+ship)	\$2,079.1	\$1,928.8	\$1,689.0	\$1,657.0	\$1,676.9	\$1,782.6	\$1,752.0
	Total by air	\$2,124.8	\$1,970.0	\$1,709.6	\$1,703.5	\$1,691.5	\$1,785.7	\$1,753.7
	U.S. West	\$1,754.1	\$1,662.0	\$1,444.2	\$1,447.8	\$1,412.0	\$1,573.9	\$1,478.4
	U.S. East	\$2,720.3	\$2,321.7	\$1,840.9	\$1,879.7	\$1,951.6	\$2,076.6	\$2,162.9
	Japan	\$1,657.5	\$1,632.1	\$1,565.6	\$1,579.8	\$1,595.9	\$1,628.7	\$1,567.5
	Canada	\$2,563.4	\$2,241.8	\$1,892.8	\$1,912.6	\$1,672.6	\$1,793.3	\$1,799.0
	All Other	\$2,424.8	\$2,488.8	\$2,396.6	\$2,266.7	\$2,221.1	\$2,162.3	\$2,123.9
	Visitor arrivals by cruise ships	\$362.6	\$289.5	\$286.9	\$373.1	\$348.7	\$169.5	\$228.5

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,419.3	\$2,666.8	\$3,897.7	\$4,995.5	\$6,084.0	\$7,376.5	\$8,729.3
	Total by air	\$1,412.9	\$2,655.8	\$3,883.7	\$4,972.9	\$6,058.9	\$7,351.2	\$8,703.7
	U.S. West	\$406.7	\$777.1	\$1,164.5	\$1,562.2	\$1,935.3	\$2,427.8	\$2,911.8
	U.S. East	\$397.7	\$731.3	\$1,036.4	\$1,278.7	\$1,559.8	\$1,914.0	\$2,294.1
	Japan	\$209.4	\$405.1	\$609.5	\$765.4	\$946.9	\$1,152.7	\$1,358.4
	Canada	\$179.9	\$328.3	\$468.5	\$563.3	\$613.1	\$644.0	\$688.6
	All Other	\$219.2	\$413.9	\$604.8	\$803.3	\$1,003.9	\$1,212.6	\$1,450.8
	Visitor arrivals by cruise ships	\$6.4	\$11.0	\$14.0	\$22.7	\$25.1	\$25.4	\$25.6
Visitor days	TOTAL (air + ship)	7,145,060	13,152,984	19,669,414	25,428,345	31,063,114	37,715,172	44,753,626
	Total by air	7,041,725	12,972,742	19,441,570	25,072,001	30,669,414	37,318,098	44,355,439
	U.S. West	2,550,243	4,685,818	7,121,780	9,585,275	11,990,487	15,049,602	18,166,723
	U.S. East	1,870,471	3,410,072	5,007,875	6,243,609	7,687,159	9,485,509	11,323,113
	Japan	719,782	1,403,848	2,185,527	2,757,056	3,405,495	4,133,142	4,901,003
	Canada	1,041,918	1,910,667	2,839,005	3,439,581	3,766,788	3,974,940	4,274,554
	All Other	859,312	1,562,336	2,287,383	3,046,480	3,819,485	4,674,906	5,690,046
	Visitor arrivals by cruise ships	103,334	180,242	227,844	356,345	393,700	397,074	398,188
Visitor arrivals	TOTAL (air + ship)	682,634	1,329,393	2,058,207	2,720,760	3,369,885	4,094,951	4,867,057
	Total by air	664,954	1,295,885	2,014,108	2,653,503	3,295,594	4,019,257	4,790,501
	U.S. West	231,871	454,750	722,987	997,642	1,261,939	1,574,855	1,902,179
	U.S. East	146,190	289,877	455,623	584,520	728,541	899,129	1,074,868
	Japan	126,330	246,212	376,777	475,463	589,176	715,533	846,762
	Canada	70,167	136,400	210,454	260,003	289,772	307,042	331,831
	All Other	90,396	168,645	248,267	335,875	426,167	522,699	634,861
	Visitor arrivals by cruise ships	17,680	33,507	44,099	67,257	74,291	75,694	76,556
length of stay	TOTAL (air + ship)	10.47	9.89	9.56	9.35	9.22	9.21	9.20
	Total by air	10.59	10.01	9.65	9.45	9.31	9.28	9.26
	U.S. West	11.00	10.30	9.85	9.61	9.50	9.56	9.55
	U.S. East	12.79	11.76	10.99	10.68	10.55	10.55	10.53
	Japan	5.70	5.70	5.80	5.80	5.78	5.78	5.79
	Canada	14.85	14.01	13.49	13.23	13.00	12.95	12.88
	All Other	9.51	9.26	9.21	9.07	8.96	8.94	8.96
	Visitor arrivals by cruise ships	5.84	5.38	5.17	5.30	5.30	5.25	5.20
Per Person Per Day Spending*	TOTAL (air+ship)	\$198.6	\$202.7	\$198.2	\$196.5	\$195.9	\$195.6	\$195.1
	Total by air	\$200.6	\$204.7	\$199.8	\$198.3	\$197.6	\$197.0	\$196.2
	U.S. West	\$159.5	\$165.8	\$163.5	\$163.0	\$161.4	\$161.3	\$160.3
	U.S. East	\$212.6	\$214.4	\$207.0	\$204.8	\$202.9	\$201.8	\$202.6
	Japan	\$290.9	\$288.5	\$278.9	\$277.6	\$278.0	\$278.9	\$277.2
	Canada	\$172.6	\$171.8	\$165.0	\$163.8	\$162.8	\$162.0	\$161.1
	All Other	\$255.1	\$264.9	\$264.4	\$263.7	\$262.8	\$259.4	\$255.0
	Visitor arrivals by cruise ships	\$62.0	\$61.0	\$61.6	\$63.6	\$63.8	\$63.9	\$64.2
Per Person Per Trip Spending*	TOTAL (air+ship)	\$2,079.1	\$2,006.0	\$1,893.7	\$1,836.1	\$1,805.4	\$1,801.4	\$1,793.5
	Total by air	\$2,124.8	\$2,049.4	\$1,928.2	\$1,874.1	\$1,838.5	\$1,829.0	\$1,816.9
	U.S. West	\$1,754.1	\$1,708.9	\$1,610.7	\$1,565.9	\$1,533.6	\$1,541.6	\$1,530.8
	U.S. East	\$2,720.3	\$2,522.7	\$2,274.7	\$2,187.6	\$2,140.9	\$2,128.7	\$2,134.3
	Japan	\$1,657.5	\$1,645.2	\$1,617.6	\$1,609.8	\$1,607.1	\$1,610.9	\$1,604.2
	Canada	\$2,563.4	\$2,407.2	\$2,226.2	\$2,166.5	\$2,115.7	\$2,097.6	\$2,075.3
	All Other	\$2,424.8	\$2,454.5	\$2,435.9	\$2,391.8	\$2,355.6	\$2,319.9	\$2,285.3
	Visitor arrivals by cruise ships	\$362.6	\$328.1	\$318.2	\$337.1	\$338.2	\$335.0	\$333.8

Source:Hawai'i Tourism Authority

JULY 2014 Island Highlights

CATEGORY AND ISLAND	Jul 2014P	Jul 2013	% change	YTD 2014P	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,352.8	1,319.0	2.6	8,729.3	8,517.4	2.5
Total by air	1,352.6	1,318.9	2.5	8,703.7	8,482.6	2.6
O'ahu	666.9	667.0	0.0	4,168.4	4,269.7	-2.4
Maui	365.8	338.0	8.2	2,430.4	2,217.1	9.6
Moloka'i	2.3	2.8	-17.8	18.9	18.1	4.3
Lāna'i	4.6	7.6	-39.5	39.1	47.9	-18.4
Kaua'i	139.1	132.5	5.0	887.0	840.4	5.5
Hawai'i Island	173.8	170.9	1.7	1,159.8	1,089.5	6.5
Visitor arrivals by cruise ships	0.2	0.1	146.2	25.6	34.7	-26.4
TOTAL VISITOR DAYS	7,038,454	7,081,682	-0.6	44,753,626	44,740,252	0.0
Total by air	7,037,340	7,080,409	-0.6	44,355,439	44,241,883	0.3
O'ahu	3,389,647	3,414,985	-0.7	20,533,804	20,902,318	-1.8
Maui	1,772,233	1,805,639	-1.9	11,800,627	11,517,652	2.5
Moloka'i	19,350	20,351	-4.9	155,954	150,646	3.5
Lāna'i	17,421	22,214	-21.6	127,524	151,712	-15.9
Kaua'i	859,999	850,731	1.1	5,215,135	5,124,045	1.8
Hawai'i Island	978,691	966,489	1.3	6,522,396	6,395,510	2.0
Visitor arrivals by cruise ships	1,114	1,273	-12.5	398,188	498,369	-20.1
VISITOR ARRIVALS	772,106	753,344	2.5	4,867,057	4,850,949	0.3
Total by air	771,244	752,865	2.4	4,790,501	4,750,628	0.8
O'ahu	494,010	486,709	1.5	2,998,844	2,949,571	1.7
Maui	225,727	225,274	0.2	1,419,134	1,416,154	0.2
Moloka'i	5,170	4,792	7.9	33,703	31,966	5.4
Lāna'i	5,500	6,212	-11.5	38,069	43,534	-12.6
Kaua'i	112,232	108,842	3.1	662,843	667,767	-0.7
Hawai'i Island	138,897	134,859	3.0	857,802	874,385	-1.9
Visitor arrivals by cruise ships	863	479	80.0	76,556	100,322	-23.7
AVERAGE LENGTH OF STAY	9.12	9.40	-3.0	9.20	9.22	-0.3
Total by air	9.12	9.40	-3.0	9.26	9.31	-0.6
O'ahu	6.86	7.02	-2.2	6.85	7.09	-3.4
Maui	7.85	8.02	-2.0	8.32	8.13	2.2
Moloka'i	3.74	4.25	-11.9	4.63	4.71	-1.8
Lāna'i	3.17	3.58	-11.4	3.35	3.48	-3.9
Kaua'i	7.66	7.82	-2.0	7.87	7.67	2.5
Hawai'i Island	7.05	7.17	-1.7	7.60	7.31	4.0
Visitor arrivals by cruise ships	1.29	2.66	-51.4	5.20	4.97	4.7
PER PERSON PER DAY SPENDING (\$)	192.2	186.3	3.2	195.1	190.4	2.5
Total by air	192.2	186.3	3.2	196.2	191.7	2.3
O'ahu	196.8	195.3	0.7	203.0	204.3	-0.6
Maui	206.4	187.2	10.3	206.0	192.5	7.0
Moloka'i	119.2	137.8	-13.5	121.2	120.3	0.8
Lāna'i	264.4	342.9	-22.9	306.9	316.0	-2.9
Kaua'i	161.8	155.8	3.8	170.1	164.0	3.7
Hawai'i Island	177.6	176.9	0.4	177.8	170.4	4.4
Visitor arrivals by cruise ships	177.1	62.9	181.4	64.2	69.7	-7.9
PER PERSON PER TRIP SPENDING (\$)	1,752.0	1,750.9	0.1	1,793.5	1,755.8	2.1
Total by air	1,753.7	1,751.9	0.1	1,816.9	1,785.6	1.8
O'ahu	1,350.1	1,370.4	-1.5	1,390.0	1,447.6	-4.0
Maui	1,620.7	1,500.6	8.0	1,712.6	1,565.6	9.4
Moloka'i	446.1	585.4	-23.8	560.7	566.8	-1.1
Lāna'i	837.6	1,226.0	-31.7	1,027.9	1,101.3	-6.7
Kaua'i	1,239.5	1,217.7	1.8	1,338.2	1,258.5	6.3
Hawai'i Island	1,251.0	1,267.4	-1.3	1,352.1	1,246.0	8.5
Visitor arrivals by cruise ships	228.5	167.1	36.8	333.8	346.3	-3.6

P=Preliminary data.

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2014

2014P	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,419.3	\$1,247.5	\$1,230.9	\$1,097.8	\$1,088.5	\$1,292.5	\$1,352.8
	Total by air	\$1,412.9	\$1,242.9	\$1,227.9	\$1,089.2	\$1,086.1	\$1,292.3	\$1,352.6
	O'ahu	\$650.4	\$562.2	\$574.4	\$503.4	\$546.0	\$664.5	\$666.9
	Maui	\$410.0	\$371.1	\$352.7	\$317.1	\$283.4	\$331.0	\$365.8
	Moloka'i	\$4.0	\$2.8	\$2.0	\$2.3	\$2.5	\$3.0	\$2.3
	Lāna'i	\$7.6	\$5.5	\$5.5	\$5.7	\$4.8	\$5.4	\$4.6
	Kaua'i	\$147.0	\$120.3	\$118.8	\$116.6	\$116.8	\$128.4	\$139.1
	Hawai'i Island	\$193.9	\$180.9	\$174.4	\$144.1	\$132.6	\$160.0	\$173.8
	Visitor arrivals by cruise ships	\$6.41	\$4.58	\$3.04	\$8.64	\$2.45	\$0.24	\$0.20
Visitor days	TOTAL (air + ships)	7,145,060	6,007,924	6,516,431	5,758,931	5,634,768	6,652,058	7,038,454
	Total by air	7,041,725	5,931,016	6,468,828	5,630,431	5,597,413	6,648,685	7,037,340
	O'ahu	3,036,291	2,601,373	2,954,994	2,571,820	2,746,307	3,233,372	3,389,647
	Maui	1,903,380	1,672,663	1,800,595	1,568,486	1,424,828	1,658,443	1,772,233
	Moloka'i	34,653	23,347	19,672	18,358	18,727	21,846	19,350
	Lāna'i	23,448	17,743	18,883	16,927	17,392	15,710	17,421
	Kaua'i	828,683	660,432	723,177	669,293	670,005	803,547	859,999
	Hawai'i Island	1,215,270	955,459	951,508	785,547	720,154	915,767	978,691
	Visitor arrivals by cruise ships	103,334	76,908	47,602	128,500	37,356	3,374	1,114
Visitor arrivals	TOTAL (air + ships)	682,634	646,759	728,814	662,553	649,125	725,066	772,106
	Total by air	664,954	630,931	718,222	639,395	642,091	723,663	771,244
	O'ahu	413,181	389,452	434,204	388,628	414,109	465,259	494,010
	Maui	195,984	189,250	215,102	196,653	187,744	208,674	225,727
	Moloka'i	5,181	4,863	4,860	4,132	4,613	4,886	5,170
	Lāna'i	5,895	5,428	5,371	5,541	5,462	4,871	5,500
	Kaua'i	91,238	82,633	93,045	88,191	91,881	103,623	112,232
	Hawai'i Island	130,031	120,993	127,719	108,603	105,568	125,991	138,897
	Visitor arrivals by cruise ships	17,680	15,828	10,592	23,157	7,034	1,403	863
Length of stay	TOTAL (air + ships)	10.47	9.29	8.94	8.69	8.68	9.17	9.12
	Total by air	10.59	9.40	9.01	8.81	8.72	9.19	9.12
	O'ahu	7.35	6.68	6.81	6.62	6.63	6.95	6.86
	Maui	9.71	8.84	8.37	7.98	7.59	7.95	7.85
	Moloka'i	6.69	4.80	4.05	4.44	4.06	4.47	3.74
	Lāna'i	3.98	3.27	3.52	3.05	3.18	3.23	3.17
	Kaua'i	9.08	7.99	7.77	7.59	7.29	7.75	7.66
	Hawai'i Island	9.35	7.90	7.45	7.23	6.82	7.27	7.05
	Visitor arrivals by cruise ships	5.84	4.86	4.49	5.55	5.31	2.41	1.29
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$198.6	\$207.6	\$188.9	\$190.6	\$193.2	\$194.3	\$192.2
	Total by air	\$200.6	\$209.6	\$189.8	\$193.4	\$194.0	\$194.4	\$192.2
	O'ahu	\$214.2	\$216.1	\$194.4	\$195.7	\$198.8	\$205.5	\$196.8
	Maui	\$215.4	\$221.9	\$195.9	\$202.2	\$198.9	\$199.6	\$206.4
	Moloka'i	\$115.1	\$119.1	\$102.4	\$125.7	\$132.4	\$138.1	\$119.2
	Lāna'i	\$325.7	\$312.7	\$293.9	\$336.3	\$278.5	\$343.0	\$264.4
	Kaua'i	\$177.4	\$182.2	\$164.3	\$174.1	\$174.3	\$159.8	\$161.8
	Hawai'i Island	\$159.5	\$189.4	\$183.3	\$183.4	\$184.1	\$174.7	\$177.6
	Visitor arrivals by cruise ships	\$62.0	\$59.6	\$63.8	\$67.2	\$65.7	\$70.5	\$177.1
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,079.1	\$1,928.8	\$1,689.0	\$1,657.0	\$1,676.9	\$1,782.6	\$1,752.0
	Total by air	\$2,124.8	\$1,970.0	\$1,709.6	\$1,703.5	\$1,691.5	\$1,785.7	\$1,753.7
	O'ahu	\$1,574.2	\$1,443.6	\$1,322.9	\$1,295.4	\$1,318.5	\$1,428.3	\$1,350.1
	Maui	\$2,091.9	\$1,960.9	\$1,639.9	\$1,612.6	\$1,509.4	\$1,586.1	\$1,620.7
	Moloka'i	\$770.0	\$572.0	\$414.5	\$558.5	\$537.5	\$617.3	\$446.1
	Lāna'i	\$1,295.2	\$1,022.0	\$1,033.0	\$1,027.3	\$886.8	\$1,106.1	\$837.6
	Kaua'i	\$1,610.8	\$1,456.3	\$1,276.8	\$1,321.6	\$1,271.0	\$1,238.9	\$1,239.5
	Hawai'i Island	\$1,491.0	\$1,495.3	\$1,365.5	\$1,326.6	\$1,255.8	\$1,269.9	\$1,251.0
	Visitor arrivals by cruise ships	\$362.6	\$289.5	\$286.9	\$373.1	\$348.7	\$169.5	\$228.5

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,419.3	\$2,666.8	\$3,897.7	\$4,995.5	\$6,084.0	\$7,376.5	\$8,729.3
	Total by air	\$1,412.9	\$2,655.8	\$3,883.7	\$4,972.9	\$6,058.9	\$7,351.2	\$8,703.7
	O'ahu	\$650.4	\$1,213.1	\$1,787.6	\$2,291.0	\$2,837.0	\$3,501.5	\$4,168.4
	Maui	\$410.0	\$780.4	\$1,133.1	\$1,450.3	\$1,733.6	\$2,064.6	\$2,430.4
	Moloka'i	\$4.0	\$6.8	\$8.8	\$11.1	\$13.6	\$16.6	\$18.9
	Lāna'i	\$7.6	\$13.1	\$18.6	\$24.3	\$29.1	\$34.5	\$39.1
	Kaua'i	\$147.0	\$267.4	\$386.2	\$502.7	\$619.5	\$747.9	\$887.0
	Hawai'i Island	\$193.9	\$375.0	\$549.4	\$693.5	\$826.1	\$986.1	\$1,159.8
	Visitor arrivals by cruise ships	\$6.41	\$10.99	\$14.03	\$22.67	\$25.12	\$25.36	\$25.56
Visitor days	TOTAL (air + ships)	7,145,060	13,152,984	19,669,414	25,428,345	31,063,114	37,715,172	44,753,626
	Total by air	7,041,725	12,972,742	19,441,570	25,072,001	30,669,414	37,318,098	44,355,439
	O'ahu	3,036,291	5,639,746	8,594,740	11,166,561	13,910,785	17,144,157	20,533,804
	Maui	1,903,380	3,572,617	5,373,212	6,941,697	8,369,951	10,028,393	11,800,627
	Moloka'i	34,653	58,041	77,713	96,071	114,758	136,605	155,954
	Lāna'i	23,448	40,783	59,666	76,593	94,392	110,102	127,524
	Kaua'i	828,683	1,489,479	2,212,656	2,881,949	3,551,589	4,355,136	5,215,135
	Hawai'i Island	1,215,270	2,172,076	3,123,583	3,909,130	4,627,938	5,543,705	6,522,396
	Visitor arrivals by cruise ships	103,334	180,242	227,844	356,345	393,700	397,074	398,188
Visitor arrivals	TOTAL (air + ships)	682,634	1,329,393	2,058,207	2,720,760	3,369,885	4,094,951	4,867,057
	Total by air	664,954	1,295,885	2,014,108	2,653,503	3,295,594	4,019,257	4,790,501
	O'ahu	413,181	802,633	1,236,838	1,625,466	2,039,575	2,504,834	2,998,844
	Maui	195,984	385,233	600,336	796,989	984,733	1,193,407	1,419,134
	Moloka'i	5,181	10,044	14,903	19,035	23,647	28,534	33,703
	Lāna'i	5,895	11,324	16,695	22,237	27,699	32,569	38,069
	Kaua'i	91,238	173,871	266,916	355,107	446,988	550,611	662,843
	Hawai'i Island	130,031	251,024	378,743	487,346	592,913	718,905	857,802
	Visitor arrivals by cruise ships	17,680	33,507	44,099	67,257	74,291	75,694	76,556
Length of stay	TOTAL (air + ships)	10.47	9.89	9.56	9.35	9.22	9.21	9.20
	Total by air	10.59	10.01	9.65	9.45	9.31	9.28	9.26
	O'ahu	7.35	7.03	6.95	6.87	6.82	6.84	6.85
	Maui	9.71	9.27	8.95	8.71	8.50	8.40	8.32
	Moloka'i	6.69	5.78	5.21	5.05	4.85	4.79	4.63
	Lāna'i	3.98	3.60	3.57	3.44	3.41	3.38	3.35
	Kaua'i	9.08	8.57	8.29	8.12	7.95	7.91	7.87
	Hawai'i Island	9.35	8.65	8.25	8.02	7.81	7.71	7.60
	Visitor arrivals by cruise ships	5.84	5.38	5.17	5.30	5.30	5.25	5.20
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$198.6	\$202.7	\$198.2	\$196.5	\$195.9	\$195.6	\$195.1
	Total by air	\$200.6	\$204.7	\$199.8	\$198.3	\$197.6	\$197.0	\$196.2
	O'ahu	\$214.2	\$215.1	\$208.0	\$205.2	\$203.9	\$204.2	\$203.0
	Maui	\$215.4	\$218.4	\$210.9	\$208.9	\$207.1	\$205.9	\$206.0
	Moloka'i	\$115.1	\$116.7	\$113.1	\$115.5	\$118.3	\$121.5	\$121.2
	Lāna'i	\$325.7	\$320.0	\$311.7	\$317.2	\$308.7	\$313.6	\$306.9
	Kaua'i	\$177.4	\$179.5	\$174.5	\$174.4	\$174.4	\$171.7	\$170.1
	Hawai'i Island	\$159.5	\$172.7	\$175.9	\$177.4	\$178.5	\$177.9	\$177.8
	Visitor arrivals by cruise ships	\$62.0	\$61.0	\$61.6	\$63.6	\$63.8	\$63.9	\$64.2
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,079.1	\$2,006.0	\$1,893.7	\$1,836.1	\$1,805.4	\$1,801.4	\$1,793.5
	Total by air	\$2,124.8	\$2,049.4	\$1,928.2	\$1,874.1	\$1,838.5	\$1,829.0	\$1,816.9
	O'ahu	\$1,574.2	\$1,511.5	\$1,445.3	\$1,409.4	\$1,391.0	\$1,397.9	\$1,390.0
	Maui	\$2,091.9	\$2,025.7	\$1,887.5	\$1,819.7	\$1,760.5	\$1,730.0	\$1,712.6
	Moloka'i	\$770.0	\$674.6	\$589.8	\$583.0	\$574.1	\$581.5	\$560.7
	Lāna'i	\$1,295.2	\$1,152.6	\$1,114.1	\$1,092.5	\$1,051.9	\$1,060.0	\$1,027.9
	Kaua'i	\$1,610.8	\$1,537.9	\$1,446.8	\$1,415.7	\$1,386.0	\$1,358.3	\$1,338.2
	Hawai'i Island	\$1,491.0	\$1,494.0	\$1,450.7	\$1,423.0	\$1,393.2	\$1,371.6	\$1,352.1
	Visitor arrivals by cruise ships	\$362.6	\$328.1	\$318.2	\$337.1	\$338.2	\$335.0	\$333.8

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	JULY			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
VISITOR DAYS	103,827	108,120	-4.0	1,148,199	1,251,571	-8.3
TOTAL VISITORS	10,605	10,090	5.1	145,456	169,142	-14.0
ARRIVED BY SHIP	863	479	80.1	76,557	100,322	-23.7
ARRIVED BY AIR	9,742	9,611	1.4	68,899	68,820	0.1
NUMBER OF SHIP ARRIVALS	1	1	0.0	43	50	-14.0
ISLANDS VISITED						
O'ahu	10,605	10,090	5.1	144,550	164,564	-12.2
Kaua'i	9,790	9,688	1.0	134,105	140,593	-4.6
Mau'i County	9,810	9,702	1.1	138,410	160,065	-13.5
Mau'i	9,810	9,702	1.1	138,410	160,065	-13.5
Moloka'i	72	140	-48.8	1,542	2,701	-42.9
Lāna'i	30	165	-81.6	2,319	3,989	-41.9
Hawai'i Island	9,826	9,668	1.6	140,233	156,385	-10.3
Average Islands Visited	3.78	3.91	-3.2	3.9	3.71	3.9
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.05	2.34	-12.5	1.14	1.07	6.8
Days in Hawai'i during Cruise	6.51	6.76	-3.7	5.43	4.99	8.8
Days in Hawai'i after Cruise	1.23	1.61	-23.7	1.32	1.34	-1.3
Total days in Hawai'i	9.79	10.72	-8.6	7.89	7.40	6.7
ACCOMMODATIONS						
Hotel	8,358	8,315	0.5	75,335	76,906	-2.0
Hotel only	7,746	7,712	0.4	65,063	65,599	-0.8
Condo	475	313	51.8	7,535	7,839	-3.9
Condo only	139	89	56.5	2,158	2,008	7.5
Timeshare	341	506	-32.7	5,737	7,160	-19.9
Timeshare Only	98	254	-61.4	1,939	2,473	-21.6
Bed & Breakfast	71	93	-23.3	959	1,316	-27.1
Bed & Breakfast only	16	24	-33.6	171	129	32.2
Friends & relatives	182	149	22.0	3,468	4,151	-16.5
Other accommodation	301	241	24.5	6,225	7,092	-12.2
Accommodation (NET)	8,931	8,835	1.1	85,248	88,422	-3.6
Cruise only	1,674	1,255	33.4	60,208	80,720	-25.4
TRAVEL STATUS						
% First timers	49.2	56.4	-7.2	41.7	40.1	1.7
% Repeat visitors	50.8	43.6	7.2	58.3	59.0	-0.8

Source: Hawai'i Tourism Authority

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA

July	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2014P	2013	%Chge	2014P	2013	%Chge	2014P	2013	%Chge	2014P	2013	%Chge	2014P	2013	%Chge	2014P	2013	%Chge
Total Seats	1,032,625	995,526	3.7	710,878	706,786	0.6	183,438	176,241	4.1	66,418	50,969	30.3	4,774	5,456	-12.5	67,117	56,074	19.7
Schedules	1,025,770	987,346	3.9	704,023	698,606	0.8	183,438	176,241	4.1	66,418	50,969	30.3	4,774	5,456	-12.5	67,117	56,074	19.7
Charters	6,855	8,180	-16.2	6,855	8,180	-16.2												
Domestic	742,268	701,977	5.7	427,375	418,699	2.1	177,976	171,823	3.6	65,722	50,447	30.3	4,774	5,456	-12.5	66,421	55,552	19.6
Schedules	737,576	697,285	5.8	422,683	414,007	2.1	177,976	171,823	3.6	65,722	50,447	30.3	4,774	5,456	-12.5	66,421	55,552	19.6
Charters	4,692	4,692	0.0	4,692	4,692	0.0												
US West	654,857	617,885	6.0	354,638	341,365	3.9	163,302	165,065	-1.1	65,722	50,447	30.3	4,774	5,456	-12.5	66,421	55,552	19.6
...Anchorage	2,934	4,867	-39.7	2,934	4,867	-39.7												
...Bellingham	2,119	8,881	-76.1	2,119	6,874	-69.2	0	2,007	-100.0									
...Boise	0	892	-100.0	0	892	-100.0												
...Denver	16,534	7,826	111.3	9,839	5,642	74.4	5,239	728	619.6	728	728	0.0				728	728	0.0
...Eugene	912	892	2.2	912	892	2.2												
...Fresno	2,052	2,007	2.2	2,052	2,007	2.2												
...Las Vegas	25,926	24,949	3.9	25,926	24,949	3.9												
...Los Angeles	256,539	234,632	9.3	126,828	109,786	15.5	64,735	69,259	-6.5	27,868	22,816	22.1	4,774	4,840	-1.4	32,334	27,931	15.8
...Oakland	40,799	30,659	33.1	14,407	12,896	11.7	13,082	12,896	1.4	7,402	2,826	161.9				5,908	2,041	189.5
...Phoenix	50,019	48,689	2.7	25,699	25,509	0.7	11,780	10,640	10.7	5,890	5,890	0.0				6,650	6,650	0.0
...Phoenix Mesa	1,824	3,122	-41.6	1,824	3,122	-41.6												
...Portland	22,060	20,889	5.6	14,725	13,981	5.3	7,335	6,908	6.2									
...Sacramento	13,082	12,896	1.4	8,029	8,029	0.0	5,053	4,867	3.8									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	29,326	28,582	2.6	14,167	13,981	1.3	10,106	9,734	3.8							5,053	4,867	3.8
...San Francisco	89,615	93,358	-4.0	54,797	56,413	-2.9	16,042	19,408	-17.3	13,134	11,279	16.4	0	616	-100.0	5,642	5,642	0.0
...San Jose	31,625	26,256	20.4	13,490	8,493	58.8	13,010	12,896	0.9	2,354	2,041	15.3				2,771	2,826	-1.9
...Santa Maria	0	2,007	-100.0	0	2,007	-100.0												
...Seattle	59,576	55,714	6.9	26,975	30,258	-10.9	16,920	15,722	7.6	8,346	4,867	71.5				7,335	4,867	50.7
...Spokane	0	892	-100.0	0	892	-100.0												
...Stockton	1,824	1,784	2.2	1,824	1,784	2.2												
US East	82,719	79,400	4.2	68,045	72,642	-6.3	14,674	6,758	117.1									
...Atlanta	9,083	9,464	-4.0	9,083	9,464	-4.0												
...Chicago	12,040	17,546	-31.4	10,664	17,546	-39.2	1,376	0	NA									
...Dallas	26,814	20,274	32.3	13,516	13,516	0.0	13,298	6,758	96.8									
...Houston	10,664	7,998	33.3	10,664	7,998	33.3												
...New York JFK	9,114	9,114	0.0	9,114	9,114	0.0												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C.	7,502	7,502	0.0	7,502	7,502	0.0												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continue)

July	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2014P	2013		2014P	2013		2014P	2013		2014P	2013		2014P	2013		2014P	2013	
International	290,357	293,549	-1.1	283,503	288,087	-1.6	5,462	4,418	23.6	696	522	33.3	0	0	NA	696	522	33.3
Schedules	288,194	290,061	-0.6	281,340	284,599	-1.1	5,462	4,418	23.6	696	522	33.3	0	0	NA	696	522	33.3
Charters	2,163	3,488	-38.0	2,163	3,488	-38.0												
Japan	166,137	174,917	-5.0	166,137	174,917	-5.0												
...Fukuoka	6,541	15,035	-56.5	6,541	15,035	-56.5												
...Nagoya	18,600	17,316	7.4	18,600	17,316	7.4												
...Osaka	31,521	28,804	9.4	31,521	28,804	9.4												
...Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
...Tokyo-HND	27,807	27,807	0.0	27,807	27,807	0.0												
...Tokyo-NRT	78,301	82,588	-5.2	78,301	82,588	-5.2												
Canada	14,990	12,363	21.2	8,136	6,901	17.9	5,462	4,418	23.6	696	522	33.3				696	522	33.3
...Calgary																		
...Edmonton																		
...Vancouver	14,990	12,363	21.2	8,136	6,901	17.9	5,462	4,418	23.6	696	522	33.3				696	522	33.3
...Victoria																		
Other Asia	46,081	39,343	17.1	46,081	39,343	17.1												
...Beijing	6,903	0	NA	6,903	0	NA												
...Seoul	28,231	30,208	-6.5	28,231	30,208	-6.5												
...Shanghai	8,184	3,432	138.5	8,184	3,432	138.5												
...Taipei	2,763	5,703	-51.6	2,763	5,703	-51.6												
Oceania	38,664	35,810	8.0	38,664	35,810	8.0												
...Auckland	9,030	7,774	16.2	9,030	7,774	16.2												
...Brisbane	4,662	3,367	38.5	4,662	3,367	38.5												
...Melbourne	3,636	3,333	9.1	3,636	3,333	9.1												
...Sydney	21,336	21,336	0.0	21,336	21,336	0.0												
Other	22,322	27,628	-19.2	22,322	27,628	-19.2												
...Apia	656	650	0.9	656	650	0.9												
...Christmas	610	608	0.3	610	608	0.3												
...Guam	10,664	10,788	-1.1	10,664	10,788	-1.1												
...Majuro	2,015	2,170	-7.1	2,015	2,170	-7.1												
...Manila	3,696	8,094	-54.3	3,696	8,094	-54.3												
...Nadi	656	656	0.0	656	656	0.0												
...Pago Pago	2,849	3,626	-21.4	2,849	3,626	-21.4												
...Papeete	1,176	1,036	13.5	1,176	1,036	13.5												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continue)

YTD thru July	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2014P	2013		2014P	2013		2014P	2013		2014P	2013		2014P	2013		2014P	2013	
Total Seats	6,562,895	6,414,441	2.3	4,580,599	4,519,543	1.4	1,159,337	1,124,967	3.1	409,798	376,503	8.8	27,114	29,481	-8.0	386,047	363,947	6.1
Schedules	6,520,560	6,336,554	2.9	4,538,264	4,441,656	2.2	1,159,337	1,124,967	3.1	409,798	376,503	8.8	27,114	29,481	-8.0	386,047	363,947	6.1
Charters	42,335	77,887	-45.6	42,335	77,887	-45.6												
Domestic	4,402,754	4,331,429	1.6	2,588,303	2,581,186	0.3	1,039,971	1,007,763	3.2	383,765	359,736	6.7	27,114	29,481	-8.0	363,601	353,263	2.9
Schedules	4,369,910	4,298,585	1.7	2,555,459	2,548,342	0.3	1,039,971	1,007,763	3.2	383,765	359,736	6.7	27,114	29,481	-8.0	363,601	353,263	2.9
Charters	32,844	32,844	0.0	32,844	32,844	0.0												
US West	3,875,645	3,802,268	1.9	2,125,466	2,100,961	1.2	975,699	958,827	1.8	383,765	359,736	6.7	27,114	29,481	-8.0	363,601	353,263	2.9
...Anchorage	38,704	42,076	-8.0	30,069	33,284	-9.7	6,437	6,594	-2.4	2,198	2,198	0.0						
...Bellingham	42,755	67,525	-36.7	28,663	46,887	-38.9	14,092	20,638	-31.7									
...Boise	2,954	5,352	-44.8	2,954	5,352	-44.8												
...Denver	86,526	78,668	10.0	46,135	45,222	2.0	29,471	22,670	30.0	5,460	5,388	1.3			5,460	5,388	1.3	
...Eugene	1,824	6,913	-73.6	1,824	6,913	-73.6												
...Fresno	3,876	8,697	-55.4	3,876	8,697	-55.4												
...Las Vegas	171,875	158,883	8.2	171,875	158,883	8.2												
...Los Angeles	1,400,668	1,319,908	6.1	742,321	677,969	9.5	327,305	314,131	4.2	142,910	140,221	1.9	27,114	28,249	-4.0	161,018	159,338	1.1
...Oakland	212,040	211,978	0.0	79,782	71,689	11.3	85,732	88,322	-2.9	26,656	27,004	-1.3				19,870	24,963	-20.4
...Phoenix	294,688	291,933	0.9	151,048	149,096	1.3	64,030	61,913	3.4	39,710	40,477	-1.9				39,900	40,447	-1.4
...Phoenix Mesa	3,648	15,164	-75.9	3,648	15,164	-75.9												
...Portland	181,437	168,061	8.0	96,781	92,029	5.2	57,024	58,762	-3.0	16,956	8,635	96.4				10,676	8,635	23.6
...Sacramento	88,726	88,322	0.5	54,908	55,038	-0.2	33,818	33,284	1.6									
...Salt Lake City	55,332	51,758	6.9	55,332	51,758	6.9												
...San Diego	156,345	143,404	9.0	93,582	93,164	0.4	42,482	41,605	2.1							20,281	8,635	134.9
...San Francisco	543,802	533,644	1.9	317,723	313,277	1.4	106,372	108,717	-2.2	81,123	71,286	13.8	0	1,232	-100.0	38,584	39,132	-1.4
...San Jose	167,190	192,461	-13.1	47,904	53,786	-10.9	85,480	87,022	-1.8	14,605	24,806	-41.1				19,201	26,847	-28.5
...Santa Maria	0	7,136	-100.0	0	7,136	-100.0												
...Seattle	416,197	398,343	4.5	189,983	203,575	-6.7	123,456	115,169	7.2	54,147	39,721	36.3				48,611	39,878	21.9
...Spokane	3,410	5,352	-36.3	3,410	5,352	-36.3												
...Stockton	3,648	6,690	-45.5	3,648	6,690	-45.5												
US East	494,265	496,317	-0.4	429,993	447,381	-3.9	64,272	48,936	31.3									
...Atlanta	62,551	63,402	-1.3	62,551	63,402	-1.3												
...Chicago	79,128	79,478	-0.4	73,280	76,758	-4.5	5,848	2,720	115.0									
...Dallas	150,638	138,648	8.6	92,214	92,432	-0.2	58,424	46,216	26.4									
...Houston	66,298	54,000	22.8	66,298	54,000	22.8												
...New York JFK	54,096	62,328	-13.2	54,096	62,328	-13.2												
...Newark	51,304	50,758	1.1	51,304	50,758	1.1												
...Washington D.C.	30,250	47,703	-36.6	30,250	47,703	-36.6												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continue)

YTD thru July	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO		LIHU'E			
	2014P	2013		2014P	2013		2014P	2013		2014P	2013		2014P	2013		2014P	2013	
International	2,160,141	2,083,012	3.7	1,992,296	1,938,357	2.8	119,366	117,204	1.8	26,033	16,767	55.3	0	0	NA	22,446	10,684	110.1
Schedules	2,150,650	2,037,969	5.5	1,982,805	1,893,314	4.7	119,366	117,204	1.8	26,033	16,767	55.3	0	0	NA	22,446	10,684	110.1
Charters	9,491	45,043	-78.9	9,491	45,043	-78.9												
Japan	1,190,662	1,128,289	5.5	1,190,662	1,128,289	5.5												
...Fukuoka	93,996	101,570	-7.5	93,996	101,570	-7.5												
...Nagoya	129,163	98,462	31.2	129,163	98,462	31.2												
...Osaka	208,177	190,646	9.2	208,177	190,646	9.2												
...Sapporo	23,569	23,625	-0.2	23,569	23,625	-0.2												
...Tokyo-HND	190,838	189,295	0.8	190,838	189,295	0.8												
...Tokyo-NRT	544,919	524,691	3.9	544,919	524,691	3.9												
Canada	261,132	240,353	8.6	93,287	95,698	-2.5	119,366	117,204	1.8	26,033	16,767	55.3				22,446	10,684	110.1
...Calgary	35,044	33,591	4.3	6,831	6,839	-0.1	28,213	26,752	5.5									
...Edmonton	10,350	9,729	6.4				10,350	9,729	6.4									
...Vancouver	213,426	194,721	9.6	84,144	86,547	-2.8	80,803	80,723	0.1	26,033	16,767	55.3				22,446	10,684	110.1
...Victoria	2,312	2,312	0.0	2,312	2,312	0.0												
Other Asia	305,426	257,608	18.6	305,426	257,608	18.6												
...Beijing	34,129	0	NA	34,129	0	NA												
...Seoul	197,464	224,719	-12.1	197,464	224,719	-12.1												
...Shanghai	42,758	24,423	75.1	42,758	24,423	75.1												
...Taipei	31,075	8,466	267.1	31,075	8,466	267.1												
Oceania	242,117	236,471	2.4	242,117	236,471	2.4												
...Auckland	51,090	38,860	31.5	51,090	38,860	31.5												
...Brisbane	28,231	28,302	-0.3	28,231	28,302	-0.3												
...Melbourne	22,725	20,907	8.7	22,725	20,907	8.7												
...Sydney	140,071	148,402	-5.6	140,071	148,402	-5.6												
Other	151,313	175,248	-13.7	151,313	175,248	-13.7												
...Apia	4,920	5,024	-2.1	4,920	5,024	-2.1												
...Christmas	3,782	3,576	5.8	3,782	3,576	5.8												
...Guam	73,600	63,896	15.2	73,600	63,896	15.2												
...Majuro	14,105	14,217	-0.8	14,105	14,217	-0.8												
...Manila	24,024	57,885	-58.5	24,024	57,885	-58.5												
...Nadi	4,968	5,212	-4.7	4,968	5,212	-4.7												
...Pago Pago	17,094	17,650	-3.2	17,094	17,650	-3.2												
...Papeete	8,820	7,788	13.3	8,820	7,788	13.3												

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