

TABLE 1. TOTAL VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	657,603	629,412	4.5	7,746,500	7,430,399	4.3
Domestic	431,878	411,601	4.9	5,234,452	4,974,697	5.2
International	225,725	217,811	3.6	2,512,048	2,455,702	2.3
VISITOR DAYS	5,811,859	5,609,531	3.6	70,104,466	67,540,638	3.8
AVERAGE DAILY CENSUS	193,729	186,984	3.6	209,894	202,217	3.8
TOTAL AIR SEATS	927,289	887,913	4.4	10,845,445	10,231,432	6.0
TOTAL LOAD FACTOR (%)	84.6	83.9	0.8	84.5	86.0	-1.7
ISLANDS VISITED						
O'ahu	407,570	391,669	4.1	4,835,530	4,713,086	2.6
O'ahu only	317,824	298,949	6.3	3,665,203	3,539,032	3.6
O'ahu one day or less	14,701	15,447	-4.8	193,676	194,813	-0.6
Kaua'i	83,021	82,359	0.8	1,062,594	1,016,433	4.5
Kaua'i only	47,595	45,033	5.7	569,491	537,222	6.0
Kaua'i one day or less	7,524	9,347	-19.5	111,406	102,252	9.0
Maui County	195,997	191,578	2.3	2,330,118	2,217,927	5.1
Maui	193,355	188,060	2.8	2,294,543	2,182,704	5.1
Maui only	130,672	121,543	7.5	1,447,207	1,342,788	7.8
Maui one day or less	9,978	12,266	-18.7	138,264	143,103	-3.4
Moloka'i *	3,893	5,062	-23.1	58,567	53,394	9.7
Moloka'i only *	571	672	-15.1	6,913	5,851	18.2
Moloka'i one day or less*	1,724	2,810	-38.7	31,864	29,186	9.2
Lāna'i *	3,464	5,390	-35.7	53,710	60,730	-11.6
Lāna'i only *	471	850	-44.6	5,163	6,997	-26.2
Lāna'i one day or less*	2,069	2,817	-26.5	35,742	32,600	9.6
Hawai'i Island	107,558	107,005	0.5	1,360,700	1,309,131	3.9
Kona side	92,196	91,659	0.6	1,156,547	1,101,529	5.0
Hilo side	37,414	36,885	1.4	495,168	480,473	3.1
Hawai'i Island only	54,940	52,483	4.7	652,773	601,327	8.6
Hawai'i Island one day or less	8,804	9,972	-11.7	112,768	117,216	-3.8
Any Neighbor Island	339,779	330,463	2.8	4,081,297	3,891,367	4.9
NI only	250,033	237,743	5.2	2,910,970	2,717,313	7.1
O'ahu & NI	89,746	92,720	-3.2	1,170,327	1,174,054	-0.3
Any one island only	552,074	519,530	6.3	6,346,749	6,033,218	5.2
Multiple Islands	105,529	109,881	-4.0	1,399,750	1,397,182	0.2
Avg. Islands Visited	1.21	1.24	-1.9	1.25	1.26	-0.7
Average Length of Stay in Hawai'i	8.84	8.91	-0.8	9.05	9.09	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	408,851	397,179	2.9	4,829,477	4,742,715	1.8
Hotel only	362,238	351,350	3.1	4,226,001	4,164,161	1.5
Plan to stay in Condo	113,576	112,191	1.2	1,362,333	1,300,008	4.8
Condo only	92,531	89,620	3.2	1,067,950	1,010,773	5.7
Plan to stay in Timeshare	64,530	62,670	3.0	746,381	706,267	5.7
Timeshare only	50,811	48,580	4.6	579,883	543,014	6.8
Cruise Ship	9,173	9,741	-5.8	125,529	124,794	0.6
Friends/Relatives	56,694	52,818	7.3	671,767	624,205	7.6
Bed & Breakfast	6,335	6,049	4.7	84,769	74,581	13.7
Other	9,792	8,768	11.7	114,595	100,723	13.8

* 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.)

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	530,988	518,520	2.4	6,443,321	6,196,990	4.0
Honeymoon/Get Married	55,528	66,781	-16.9	589,263	636,347	-7.4
Honeymoon	50,508	61,830	-18.3	531,347	573,806	-7.4
Get Married	8,809	9,830	-10.4	101,564	109,949	-7.6
Pleasure/Vacation	479,517	459,582	4.3	5,913,988	5,631,212	5.0
Mtgs/Conventions/Incentive	39,329	41,599	-5.5	457,708	435,502	5.1
Conventions	19,981	22,365	-10.7	234,102	238,256	-1.7
Corporate Meetings	5,576	6,773	-17.7	77,440	82,767	-6.4
Incentive	14,412	13,862	4.0	162,410	135,494	19.9
Other Business	22,486	25,725	-12.6	240,834	250,780	-4.0
Visit Friends/Rel.	55,468	52,195	6.3	631,529	599,752	5.3
Gov't/Military	6,980	6,387	9.3	85,993	82,422	4.3
Attend School	1,962	2,929	-33.0	25,376	27,717	-8.4
Sport Events	9,014	8,789	2.6	64,964	80,330	-19.1
TRAVEL STATUS						
First Timers (%)**	32.6	33.3	-0.8	34.4	35.2	-0.8
Repeaters (%)**	67.4	66.7	0.8	65.6	64.8	0.8
Average # of Trips	5.36	5.23	2.5	5.05	4.97	1.6
Group Tour	52,024	59,361	-12.4	611,963	625,418	-2.2
Non-Group	605,580	570,051	6.2	7,134,537	6,804,982	4.8
Package Trip	202,303	208,223	-2.8	2,458,737	2,525,352	-2.6
No Package	455,300	421,188	8.1	5,287,763	4,905,048	7.8
Net True Independent	442,812	409,979	8.0	5,165,440	4,796,080	7.7
Ave. Age	46	45	1.3	45	45	0.3
Ave. Party Size	2.12	2.11	0.5	2.22	2.18	1.8

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

Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
DOMESTIC VISITORS	431,878	411,601	4.9	5,234,452	4,974,697	5.2
DOMESTIC VISITOR DAYS	4,153,159	4,058,285	2.3	51,115,205	49,507,269	3.2
DOMESTIC AVERAGE DAILY CENSUS	138,439	135,276	2.3	153,040	148,225	3.2
DOMESTIC AIR SEATS	635,518	602,023	5.6	7,468,586	6,903,310	8.2
DOMESTIC LOAD FACTOR (%)	85.2	85.5	-0.4	86.6	89.2	-2.9
ISLANDS VISITED						
O'ahu	209,990	196,568	6.8	2,590,689	2,515,551	3.0
O'ahu only	157,204	142,983	9.9	1,864,159	1,784,804	4.4
O'ahu one day or less	12,631	12,657	-0.2	165,057	164,227	0.5
Kaua'i	73,297	71,499	2.5	934,978	901,108	3.8
Kaua'i only	45,633	43,457	5.0	543,187	512,592	6.0
Kaua'i one day or less	4,506	4,735	-4.8	67,917	63,519	6.9
Maui County	156,203	154,399	1.2	1,923,826	1,825,560	5.4
Maui	154,087	151,340	1.8	1,894,851	1,795,420	5.5
Maui only	110,998	106,583	4.1	1,288,514	1,195,712	7.8
Maui one day or less	5,111	5,371	-4.8	70,634	71,411	-1.1
Moloka'i *	3,037	3,760	-19.2	45,208	42,326	6.8
Moloka'i only *	541	618	-12.4	6,203	5,574	11.3
Moloka'i one day or less*	1,100	1,649	-33.3	21,680	20,419	6.2
Lāna'i *	2,578	4,360	-40.9	40,859	48,717	-16.1
Lāna'i only *	358	792	-54.9	4,784	6,711	-28.7
Lāna'i one day or less*	1,478	1,991	-25.8	24,525	24,627	-0.4
Hawai'i Island	81,394	80,374	1.3	1,035,371	975,521	6.1
Kona side	71,482	70,567	1.3	901,596	846,230	6.5
Hilo side	25,914	25,618	1.2	348,342	335,870	3.7
Hawai'i Island only	49,758	48,105	3.4	590,492	536,119	10.1
Hawai'i Island one day or less	3,237	3,183	1.7	45,438	41,264	10.1
Any Neighbor Island	274,674	268,618	2.3	3,370,293	3,189,893	5.7
NI only	221,888	215,033	3.2	2,643,762	2,459,147	7.5
O'ahu & NI	52,786	53,584	-1.5	726,530	730,747	-0.6
Any one island only	364,492	342,539	6.4	4,297,338	4,041,512	6.3
Multiple Islands	67,386	69,062	-2.4	937,113	933,186	0.4
Avg. Islands Visited	1.21	1.23	-1.6	1.25	1.26	-1.0
Average Length of Stay in Hawai'i	9.62	9.86	-2.5	9.77	9.95	-1.9
ACCOMMODATIONS						
Plan to stay in Hotel	234,312	220,425	6.3	2,853,856	2,741,036	4.1
Hotel only	198,123	185,201	7.0	2,396,471	2,286,463	4.8
Plan to stay in Condo	83,234	83,358	-0.1	1,000,199	984,339	1.6
Condo only	67,296	66,983	0.5	789,631	767,742	2.9
Plan to stay in Timeshare	51,114	53,181	-3.9	613,595	603,518	1.7
Timeshare only	40,038	41,381	-3.2	477,967	464,004	3.0
Cruise Ship	7,178	7,852	-8.6	102,793	103,833	-1.0
Friends/Relatives	49,402	47,198	4.7	595,493	553,359	7.6
Bed & Breakfast	5,066	4,991	1.5	64,653	60,046	7.7
Other	7,984	7,594	5.1	99,416	91,603	8.5

* 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.)

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	348,172	337,517	3.2	4,309,886	4,087,187	5.4
Honeymoon/Get Married	17,740	24,209	-26.7	251,819	270,520	-6.9
Honeymoon	15,133	21,440	-29.4	214,504	231,767	-7.4
Get Married	3,572	4,976	-28.2	52,205	61,775	-15.5
Pleasure/Vacation	333,484	318,691	4.6	4,102,274	3,867,718	6.1
Mtgs/Conventions/Incentive	24,455	25,437	-3.9	299,946	311,750	-3.8
Conventions	17,267	17,219	0.3	180,809	192,337	-6.0
Corporate Meetings	4,816	5,660	-14.9	67,650	72,559	-6.8
Incentive	2,968	3,879	-23.5	64,834	66,317	-2.2
Other Business	21,495	24,298	-11.5	222,981	231,165	-3.5
Visit Friends/Rel.	48,955	46,766	4.7	563,074	531,590	5.9
Gov't/Military	6,141	5,975	2.8	74,144	73,670	0.6
Attend School	735	1,995	-63.2	15,569	21,010	-25.9
Sport Events	7,526	7,415	1.5	50,398	62,484	-19.3
TRAVEL STATUS						
First Timers (%)**	25.25	25.6	-0.4	28.88	29.1	-0.3
Repeaters (%)**	74.75	74.4	0.4	71.12	70.9	0.3
Average # of Trips	6.38	6.31	1.1	5.78	5.75	0.6
Group Tour	11,905	14,171	-16.0	177,855	178,952	-0.6
Non-Group	419,973	397,430	5.7	5,056,597	4,795,745	5.4
Package Trip	79,048	78,381	0.9	1,094,726	1,073,405	2.0
No Package	352,830	333,220	5.9	4,139,726	3,901,292	6.1
Net True Independent	348,398	327,744	6.3	4,081,685	3,843,062	6.2
Ave. Age of Party Head	47	47	-0.1	47	47	-0.3
Ave. Party Size	1.96	1.97	-0.6	2.08	2.05	1.1

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
INTERNATIONAL VISITORS	225,725	217,811	3.6	2,512,048	2,455,702	2.3
INTERNATIONAL VISITOR DAYS	1,658,699	1,551,245	6.9	18,989,261	18,033,368	5.3
INTERNATIONAL AVERAGE DAILY CENSUS	55,290	51,708	6.9	56,854	53,992	5.3
INTERNATIONAL AIR SEATS	291,771	285,890	2.1	3,376,859	3,328,122	1.5
INTERNATIONAL LOAD FACTOR (%)	83.3	80.5	3.5	79.9	79.4	0.6
ISLANDS VISITED						
O'ahu	197,580	195,101	1.3	2,244,840	2,197,535	2.2
O'ahu only	160,621	155,966	3.0	1,801,044	1,754,228	2.7
O'ahu one day or less	2,070	2,790	-25.8	28,619	30,586	-6.4
Kaua'i	9,724	10,860	-10.5	127,617	115,325	10.7
Kaua'i only	1,962	1,576	24.5	26,304	24,630	6.8
Kaua'i one day or less	3,018	4,613	-34.6	43,489	38,733	12.3
Maui County	39,794	37,179	7.0	406,292	392,367	3.5
Maui	39,267	36,719	6.9	399,692	387,284	3.2
Maui only	19,674	14,960	31.5	158,693	147,076	7.9
Maui one day or less	4,867	6,894	-29.4	67,630	71,692	-5.7
Moloka'i *	857	1,302	-34.2	13,359	11,068	20.7
Moloka'i only *	30	55	-45.9	710	277	156.6
Moloka'i one day or less*	624	1,161	-46.3	10,183	8,767	16.1
Lāna'i *	886	1,030	-14.0	12,851	12,013	7.0
Lāna'i only *	113	58	95.4	379	286	32.7
Lāna'i one day or less*	591	825	-28.4	11,217	7,972	40.7
Hawai'i Island	26,164	26,631	-1.8	325,330	333,610	-2.5
Kona side	20,714	21,092	-1.8	254,951	255,299	-0.1
Hilo side	11,500	11,267	2.1	146,825	144,602	1.5
Hawai'i Island only	5,182	4,378	18.4	62,280	65,209	-4.5
Hawai'i Island one day or less	5,567	6,789	-18.0	67,329	75,953	-11.4
Any Neighbor Island	65,104	61,845	5.3	711,004	701,474	1.4
NI only	28,145	22,710	23.9	267,208	258,167	3.5
O'ahu & NI	36,959	39,136	-5.6	443,796	443,307	0.1
Any one island only	187,581	176,992	6.0	2,049,411	1,991,706	2.9
Multiple Islands	38,144	40,819	-6.6	462,637	463,996	-0.3
Avg. Islands Visited	1.22	1.25	-2.5	1.24	1.24	-0.1
Average Length of Stay in Hawai'i	7.35	7.12	3.2	7.56	7.34	2.9
ACCOMMODATIONS						
Plan to stay in Hotel	174,540	176,754	-1.3	1,975,621	2,001,679	-1.3
Hotel only	164,115	166,149	-1.2	1,829,530	1,877,698	-2.6
Plan to stay in Condo	30,342	28,833	5.2	362,134	315,670	14.7
Condo only	25,235	22,637	11.5	278,319	243,031	14.5
Plan to stay in Timeshare	13,416	9,489	41.4	132,786	102,750	29.2
Timeshare only	10,773	7,199	49.6	101,917	79,010	29.0
Cruise Ship	1,994	1,888	5.6	22,736	20,961	8.5
Friends/Relatives	7,292	5,620	29.7	76,274	70,846	7.7
Bed & Breakfast	1,269	1,058	19.9	20,116	14,536	38.4
Other	1,808	1,174	54.0	15,179	9,121	66.4

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	182,816	181,003	1.0	2,133,435	2,109,803	1.1
Honeymoon/Get Married	37,787	42,571	-11.2	337,444	365,828	-7.8
Honeymoon	35,374	40,390	-12.4	316,844	342,038	-7.4
Get Married	5,237	4,854	7.9	49,359	48,174	2.5
Pleasure/Vacation	146,033	140,891	3.6	1,811,714	1,763,493	2.7
Mtgs/Conventions/Incentive	14,874	16,162	-8.0	157,762	123,752	27.5
Conventions	2,714	5,146	-47.3	53,293	45,919	16.1
Corporate Meetings	760	1,113	-31.7	9,790	10,208	-4.1
Incentive	11,445	9,982	14.6	97,576	69,177	41.1
Other Business	991	1,427	-30.6	17,852	19,614	-9.0
Visit Friends/Rel.	6,513	5,428	20.0	68,454	68,162	0.4
Gov't/Military	839	413	103.3	11,849	8,753	35.4
Attend School	1,228	934	31.5	9,807	6,707	46.2
Sport Events	1,487	1,374	8.2	14,566	17,846	-18.4
TRAVEL STATUS						
First Timers (%)**	46.52	47.9	-1.4	45.86	47.4	-1.5
Repeaters (%)**	53.48	52.1	1.4	54.14	52.6	1.5
Average # of Trips	3.42	3.19	7.3	3.52	3.38	4.0
Group Tour	40,119	45,191	-11.2	434,108	446,466	-2.8
Non-Group	185,606	172,620	7.5	2,077,940	2,009,236	3.4
Package Trip	123,255	129,842	-5.1	1,364,011	1,451,947	-6.1
No Package	102,470	87,969	16.5	1,148,037	1,003,755	14.4
Net True Independent	94,414	82,235	14.8	1,083,756	953,019	13.7
Ave. Age of Party Head	44	42	4.3	43	42	1.6
Ave. Party Size	2.43	2.37	2.3	2.52	2.44	3.4

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	285,638	271,870	5.1	3,196,920	2,986,773	7.0
Domestic	275,023	260,541	5.6	3,113,529	2,900,364	7.3
International	10,615	11,329	-6.3	83,391	86,409	-3.5
VISITOR DAYS	2,595,023	2,495,492	4.0	29,511,634	28,097,182	5.0
AVERAGE DAILY CENSUS	86,501	83,183	4.0	88,358	84,123	5.0
ISLANDS VISITED						
O'ahu	122,344	118,169	3.5	1,390,380	1,344,460	3.4
O'ahu only	98,857	93,310	5.9	1,101,104	1,048,182	5.0
O'ahu one day or less	5,274	6,095	-13.5	64,785	68,688	-5.7
Kaua'i	46,206	44,732	3.3	549,628	519,268	5.8
Kaua'i only	33,955	32,047	6.0	393,375	365,104	7.7
Kaua'i one day or less	1,743	2,525	-31.0	27,336	23,819	14.8
Maui County	103,555	100,526	3.0	1,155,281	1,072,296	7.7
Maui	102,173	98,589	3.6	1,138,198	1,053,417	8.0
Maui only	84,323	77,854	8.3	904,310	819,630	10.3
Maui one day or less	2,136	3,265	-34.6	31,081	29,969	3.7
Moloka'i *	1,705	2,065	-17.4	23,758	21,713	9.4
Moloka'i only *	394	399	-1.2	4,180	3,878	7.8
Moloka'i one day or less*	533	859	-38.0	10,802	9,121	18.4
Lāna'i *	1,434	2,500	-42.6	20,741	25,386	-18.3
Lāna'i only *	268	599	-55.3	3,158	4,622	-31.7
Lāna'i one day or less*	775	1,029	-24.7	12,093	11,918	1.5
Hawai'i Island	50,187	48,684	3.1	568,149	517,927	9.7
Kona side	44,887	43,393	3.4	502,970	457,990	9.8
Hilo side	13,232	13,775	-3.9	162,401	150,492	7.9
Hawai'i Island only	36,315	34,509	5.2	398,743	352,487	13.1
Hawai'i Island one day or less	1,631	1,760	-7.3	21,135	19,544	8.1
Any Neighbor Island	186,781	178,560	4.6	2,095,816	1,938,591	8.1
NI only	163,294	153,701	6.2	1,806,540	1,642,313	10.0
O'ahu & NI	23,486	24,859	-5.5	289,276	296,278	-2.4
Any one island only	254,112	238,717	6.4	2,804,870	2,593,903	8.1
Multiple Islands	31,526	33,153	-4.9	392,051	392,870	-0.2
Avg. Islands Visited	1.13	1.16	-2.0	1.15	1.17	-1.0
Average Length of Stay in Hawai'i	9.09	9.18	-1.0	9.23	9.41	-1.9
ACCOMMODATIONS						
Plan to stay in Hotel	142,320	135,494	5.0	1,593,526	1,503,177	6.0
Hotel only	122,210	115,221	6.1	1,362,432	1,274,033	6.9
Plan to stay in Condo	61,159	61,058	0.2	689,832	666,250	3.5
Condo only	50,851	49,869	2.0	566,843	540,064	5.0
Plan to stay in Timeshare	38,389	37,595	2.1	417,772	400,069	4.4
Timeshare only	31,134	29,783	4.5	335,673	315,852	6.3
Cruise Ship	1,943	2,506	-22.5	27,257	26,896	1.3
Friends/Relatives	33,496	31,946	4.9	375,003	350,003	7.1
Bed & Breakfast	2,550	2,695	-5.4	31,714	27,602	14.9
Other	5,220	4,792	8.9	59,492	54,045	10.1

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

TABLE 4. TOTAL US WEST VISITORS BY AIR (CONT.)

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	234,742	226,967	3.4	2,665,993	2,475,855	7.7
Honeymoon/Get Married	9,692	13,625	-28.9	126,962	137,052	-7.4
Honeymoon	7,631	11,849	-35.6	102,664	112,470	-8.7
Get Married	2,608	3,075	-15.2	32,274	37,267	-13.4
Pleasure/Vacation	226,897	216,802	4.7	2,563,895	2,367,954	8.3
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	12,549	13,483	-6.9	141,429	145,444	-2.8
Conventions	8,639	8,825	-2.1	86,232	87,838	-1.8
Corporate Meetings	2,705	3,376	-19.9	35,729	39,200	-8.9
Incentive	1,500	2,064	-27.3	24,915	27,618	-9.8
Other Business						
Other Business	13,752	15,942	-13.7	140,132	148,080	-5.4
Visit Friends/Rel.	32,922	30,958	6.3	350,127	331,756	5.5
Gov't/Military	2,842	2,775	2.4	31,028	32,445	-4.4
Attend School	452	1,252	-63.9	8,655	12,392	-30.2
Sport Events	3,644	4,355	-16.3	29,425	37,492	-21.5
TRAVEL STATUS						
First Timers (%)**	16.8	16.9	-0.1	19.0	18.9	0.1
Repeaters (%)**	83.2	83.1	0.1	81.0	81.1	-0.1
Average # of Trips	7.43	7.36	1.0	6.96	6.95	0.1
Group Tour						
Group Tour	4,279	5,408	-20.9	60,228	60,097	0.2
Non-Group	281,359	266,463	5.6	3,136,692	2,926,676	7.2
Package Trip						
Package Trip	48,375	46,156	4.8	594,609	559,412	6.3
No Package	237,262	225,714	5.1	2,602,311	2,427,361	7.2
Net True Independent	235,233	223,271	5.4	2,576,887	2,402,568	7.3
Ave. Age	47	47	0.3	46	47	-0.2
Ave. Party Size	2.08	2.08	-0.2	2.17	2.13	1.6

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	119,167	108,855	9.5	1,621,763	1,577,341	2.8
Domestic	112,875	103,052	9.5	1,553,377	1,499,229	3.6
International	6,292	5,803	8.4	68,386	78,112	-12.5
VISITOR DAYS	1,170,755	1,112,958	5.2	16,620,590	16,332,493	1.8
AVERAGE DAILY CENSUS	39,025	37,099	5.2	49,762	48,900	1.8
ISLANDS VISITED						
O'ahu	73,882	65,004	13.7	959,330	938,178	2.3
O'ahu only	50,636	42,314	19.7	601,718	580,034	3.7
O'ahu one day or less	6,034	6,227	-3.1	86,897	85,575	1.5
Kaua'i	20,810	20,335	2.3	311,372	314,585	-1.0
Kaua'i only	8,586	7,815	9.9	120,024	120,296	-0.2
Kaua'i one day or less	2,230	2,017	10.6	36,119	35,433	1.9
Maui County	41,559	40,301	3.1	616,816	596,859	3.3
Maui	41,016	39,528	3.8	607,667	587,649	3.4
Maui only	22,087	20,429	8.1	308,782	288,042	7.2
Maui one day or less	2,416	2,173	11.2	36,582	40,501	-9.7
Moloka'i *	934	1,086	-14.0	17,379	15,309	13.5
Moloka'i only *	102	153	-33.7	1,567	1,301	20.4
Moloka'i one day or less*	417	537	-22.4	9,638	8,517	13.2
Lāna'i *	837	1,346	-37.8	16,484	20,014	-17.6
Lāna'i only *	71	123	-42.0	1,269	1,649	-23.0
Lāna'i one day or less*	519	691	-24.9	10,541	10,449	0.9
Hawai'i Island	23,115	23,443	-1.4	361,775	360,386	0.4
Kona side	19,246	20,167	-4.6	304,663	305,782	-0.4
Hilo side	9,669	9,288	4.1	151,443	147,758	2.5
Hawai'i Island only	9,503	9,612	-1.1	145,253	141,282	2.8
Hawai'i Island one day or less	1,370	1,252	9.5	21,951	20,982	4.6
Any Neighbor Island	68,531	66,541	3.0	1,020,045	997,307	2.3
NI only	45,285	43,851	3.3	662,433	639,163	3.6
O'ahu & NI	23,246	22,690	2.5	357,612	358,144	-0.1
Any one island only	90,985	80,446	13.1	1,178,614	1,132,604	4.1
Multiple Islands	28,182	28,409	-0.8	443,149	444,737	-0.4
Avg. Islands Visited	1.35	1.38	-2.7	1.40	1.42	-1.1
Average Length of Stay in Hawai'i	9.82	10.22	-3.9	10.25	10.35	-1.0
ACCOMMODATIONS						
Plan to stay in Hotel	75,064	68,105	10.2	995,117	978,204	1.7
Hotel only	61,890	55,696	11.1	808,303	791,706	2.1
Plan to stay in Condo	15,269	14,782	3.3	239,249	237,710	0.6
Condo only	11,076	10,530	5.2	167,716	163,799	2.4
Plan to stay in Timeshare	11,593	12,718	-8.8	172,053	175,654	-2.1
Timeshare only	8,601	9,030	-4.7	126,313	128,366	-1.6
Cruise Ship	4,201	4,552	-7.7	64,105	64,565	-0.7
Friends/Relatives	14,657	13,881	5.6	193,660	182,301	6.2
Bed & Breakfast	1,445	1,333	8.4	21,934	21,907	0.1
Other	2,736	1,983	38.0	32,949	30,502	8.0

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

TABLE 5. TOTAL US EAST VISITORS BY AIR (CONT.)

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	89,177	83,108	7.3	1,274,935	1,242,788	2.6
Honeymoon/Get Married	6,789	8,391	-19.1	93,323	100,268	-6.9
Honeymoon	6,225	7,507	-17.1	83,118	88,615	-6.2
Get Married	908	1,522	-40.3	15,726	19,501	-19.4
Pleasure/Vacation	83,218	76,222	9.2	1,196,012	1,158,657	3.2
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	10,395	10,127	2.6	138,153	141,114	-2.1
Conventions	7,770	7,279	6.7	81,248	88,340	-8.0
Corporate Meetings	1,746	1,864	-6.3	28,291	29,144	-2.9
Incentive	1,117	1,333	-16.2	35,354	31,932	10.7
Other Business						
Other Business	6,400	6,740	-5.0	72,388	72,167	0.3
Visit Friends/Rel.	14,626	13,713	6.7	188,071	177,915	5.7
Gov't/Military	3,394	2,918	16.3	41,527	40,087	3.6
Attend School	160	409	-60.8	4,324	5,859	-26.2
Sport Events	3,664	2,379	54.0	14,261	18,064	-21.0
TRAVEL STATUS						
First Timers (%)**	40.0	39.6	0.5	41.5	41.8	-0.2
Repeaters (%)**	60.0	60.4	-0.5	58.5	58.2	0.2
Average # of Trips	4.37	4.44	-1.6	4.10	4.10	0.0
Group Tour						
Group Tour	4,851	5,206	-6.8	78,161	79,011	-1.1
Non-Group	114,316	103,649	10.3	1,543,603	1,498,330	3.0
Package Trip						
Package Trip	23,036	21,358	7.9	353,510	356,057	-0.7
No Package	96,131	87,497	9.9	1,268,254	1,221,284	3.8
Net True Independent	94,570	85,402	10.7	1,245,032	1,198,336	3.9
Ave. Age	48	48	-0.4	47	48	-0.5
Ave. Party Size	1.78	1.80	-1.3	1.96	1.95	0.5

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	122,840	122,447	0.3	1,375,150	1,385,985	-0.8
Domestic	695	797	-12.7	8,649	9,133	-5.3
International	122,145	121,650	0.4	1,366,500	1,376,852	-0.8
VISITOR DAYS	682,307	674,881	1.1	8,045,903	8,014,483	0.4
AVERAGE DAILY CENSUS	22,744	22,496	1.1	24,090	23,995	0.4
ISLANDS VISITED						
O'ahu	119,310	119,893	-0.5	1,334,269	1,346,732	-0.9
O'ahu only	105,682	104,320	1.3	1,184,093	1,172,768	1.0
O'ahu one day or less	639	587	9.0	9,294	9,271	0.3
Kaua'i	2,131	2,360	-9.7	23,511	21,155	11.1
Kaua'i only	108	331	-67.4	2,257	2,066	9.2
Kaua'i one day or less	1,489	1,683	-11.5	14,640	13,869	5.6
Maui County	4,563	4,933	-7.5	56,988	55,825	2.1
Maui	4,427	4,806	-7.9	54,942	53,998	1.7
Maui only	613	466	31.7	9,974	9,030	10.5
Maui one day or less	1,563	2,347	-33.4	18,458	22,192	-16.8
Moloka'i *	137	110	24.3	1,994	1,887	5.6
Moloka'i only *	0	0	0.0	38	8	390.6
Moloka'i one day or less*	133	110	21.1	1,178	1,604	-26.6
Lāna'i *	104	68	53.4	1,263	1,239	1.9
Lāna'i only *	104	0	0.0	166	83	99.8
Lāna'i one day or less*	0	44	-100.0	987	795	24.2
Hawai'i Island	12,076	12,487	-3.3	131,518	156,884	-16.2
Kona side	8,936	8,892	0.5	99,531	110,441	-9.9
Hilo side	4,503	4,432	1.6	43,064	60,827	-29.2
Hawai'i Island only	2,611	1,580	65.2	25,716	26,380	-2.5
Hawai'i Island one day or less	2,991	3,829	-21.9	30,104	42,887	-29.8
Any Neighbor Island	17,158	18,127	-5.3	191,056	213,217	-10.4
NI only	3,530	2,554	38.2	40,880	39,253	4.1
O'ahu & NI	13,628	15,573	-12.5	150,176	173,964	-13.7
Any one island only	109,117	106,697	2.3	1,222,244	1,210,335	1.0
Multiple Islands	13,723	15,750	-12.9	152,905	175,650	-12.9
Avg. Islands Visited	1.12	1.14	-1.4	1.13	1.14	-1.4
Average Length of Stay in Hawai'i	5.55	5.51	0.8	5.85	5.78	1.2
ACCOMMODATIONS						
Plan to stay in Hotel	106,530	108,305	-1.6	1,159,134	1,210,559	-4.2
Hotel only	104,186	106,255	-1.9	1,126,823	1,182,136	-4.7
Plan to stay in Condo	12,400	10,492	18.2	156,075	130,241	19.8
Condo only	10,197	9,248	10.3	127,708	108,394	17.8
Plan to stay in Timeshare	4,711	4,484	5.1	74,650	58,615	27.4
Timeshare only	3,717	3,856	-3.6	60,328	47,824	26.1
Cruise Ship	362	122	196.8	2,469	2,089	18.2
Friends/Relatives	1,441	1,028	40.2	16,297	12,915	26.2
Bed & Breakfast	123	45	174.8	1,492	1,110	34.5
Other	302	42	611.0	2,609	1,628	60.3

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

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

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	90,973	96,076	-5.3	1,120,384	1,163,702	-3.7
Honeymoon/Get Married	21,857	29,819	-26.7	223,258	252,286	-11.5
Honeymoon	20,565	28,258	-27.2	209,827	236,475	-11.3
Get Married	3,751	3,926	-4.5	38,189	38,890	-1.8
Pleasure/Vacation	69,774	67,808	2.9	908,113	926,625	-2.0
Mtgs/Conventions/Incentive	11,460	9,405	21.9	98,688	68,309	44.5
Conventions	1,003	1,106	-9.3	16,493	10,341	59.5
Corporate Meetings	218	465	-53.2	2,829	3,310	-14.5
Incentive	10,240	7,864	30.2	80,885	55,287	46.3
Other Business	524	499	5.0	6,011	6,174	-2.6
Visit Friends/Rel.	1,695	2,321	-27.0	21,560	21,173	1.8
Gov't/Military	35	14	148.6	510	880	-42.1
Attend School	406	76	433.2	6,095	2,200	177.0
Sport Events	139	913	-84.8	7,878	10,419	-24.4
TRAVEL STATUS						
First Timers (%)**	41.7	46.4	-4.7	39.3	41.4	-2.1
Repeaters (%)**	58.3	53.6	4.7	60.7	58.6	2.1
Average # of Trips	3.56	3.24	10.0	4.03	3.87	4.1
Group Tour	32,840	33,245	-1.2	318,927	333,534	-4.4
Non-Group	90,001	89,202	0.9	1,056,223	1,052,451	0.4
Package Trip	84,377	92,539	-8.8	944,947	1,034,914	-8.7
No Package	38,463	29,908	28.6	430,202	351,072	22.5
Net True Independent	31,173	25,324	23.1	378,151	313,262	20.7
Ave. Age	44	41	6.5	43	42	2.6
Ave. Party Size	2.66	2.56	4.1	2.70	2.62	3.1

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	43,197	45,358	-4.8	453,730	454,771	-0.2
Domestic	12,980	19,499	-33.4	147,602	181,419	-18.6
International	30,217	25,859	16.9	306,128	273,352	12.0
VISITOR DAYS	542,174	589,865	-8.1	5,739,783	5,818,598	-1.4
AVERAGE DAILY CENSUS	18,072	19,662	-8.1	17,185	17,421	-1.4
ISLANDS VISITED						
O'ahu	16,446	16,648	-1.2	188,595	184,422	2.3
O'ahu only	11,121	10,243	8.6	122,341	115,070	6.3
O'ahu one day or less	674	1,070	-37.1	9,014	10,544	-14.5
Kaua'i	5,774	6,798	-15.1	66,281	68,325	-3.0
Kaua'i only	2,865	3,524	-18.7	31,182	32,333	-3.6
Kaua'i one day or less	562	710	-20.8	7,463	7,647	-2.4
Maui County	23,768	24,831	-4.3	230,258	236,824	-2.8
Maui	23,630	24,543	-3.7	228,457	235,322	-2.9
Maui only	18,304	18,442	-0.7	163,738	166,473	-1.6
Maui one day or less	993	1,150	-13.6	9,055	10,264	-11.8
Moloka'i *	302	549	-45.0	4,187	4,536	-7.7
Moloka'i only *	47	65	-27.9	551	352	56.5
Moloka'i one day or less*	103	360	-71.4	2,115	2,715	-22.1
Lāna'i *	275	554	-50.3	3,665	4,536	-19.2
Lāna'i only *	14	101	-86.1	269	268	0.2
Lāna'i one day or less*	170	340	-50.1	2,470	2,843	-13.1
Hawai'i Island	7,238	8,510	-14.9	92,664	92,358	0.3
Kona side	6,702	7,883	-15.0	84,987	84,847	0.2
Hilo side	2,295	2,673	-14.1	33,015	30,910	6.8
Hawai'i Island only	3,824	4,592	-16.7	47,256	48,189	-1.9
Hawai'i Island one day or less	340	448	-24.3	3,644	4,299	-15.2
Any Neighbor Island	32,076	35,115	-8.7	331,388	339,701	-2.4
NI only	26,751	28,710	-6.8	265,134	270,349	-1.9
O'ahu & NI	5,325	6,405	-16.9	66,254	69,353	-4.5
Any one island only	36,176	36,968	-2.1	365,337	362,686	0.7
Multiple Islands	7,021	8,390	-16.3	88,393	92,086	-4.0
Avg. Islands Visited	1.24	1.27	-2.2	1.29	1.30	-0.7
Average Length of Stay in Hawai'i	12.55	13.00	-3.5	12.65	12.79	-1.1
ACCOMMODATIONS						
Plan to stay in Hotel	17,106	18,292	-6.5	201,248	206,435	-2.5
Hotel only	13,022	13,359	-2.5	151,169	155,128	-2.6
Plan to stay in Condo	17,377	19,568	-11.2	172,017	178,564	-3.7
Condo only	15,168	16,236	-6.6	140,847	145,217	-3.0
Plan to stay in Timeshare	6,179	5,777	6.9	48,152	44,937	7.2
Timeshare only	4,785	4,457	7.4	34,488	31,994	7.8
Cruise Ship	982	906	8.3	10,140	9,882	2.6
Friends/Relatives	1,799	1,951	-7.8	23,294	21,323	9.2
Bed & Breakfast	551	565	-2.3	8,059	6,948	16.0
Other	397	507	-21.7	5,705	4,726	20.7

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

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

	November			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	40,956	42,883	-4.5	419,684	421,023	-0.3
Honeymoon/Get Married	1,195	1,959	-39.0	16,447	17,720	-7.2
Honeymoon	975	1,647	-40.8	14,270	14,631	-2.5
Get Married	260	462	-43.8	3,149	4,262	-26.1
Pleasure/Vacation	39,928	41,364	-3.5	406,489	406,654	0.0
Mtgs/Conventions/Incentive	1,079	1,257	-14.2	20,400	20,551	-0.7
Conventions	741	790	-6.1	14,904	14,063	6.0
Corporate Meetings	192	221	-13.2	2,344	3,949	-40.6
Incentive	194	320	-39.2	3,890	3,745	3.9
Other Business	292	913	-68.0	4,575	5,827	-21.5
Visit Friends/Rel.	1,335	1,613	-17.2	17,407	17,221	1.1
Gov't/Military	16	85	-81.3	1,079	1,387	-22.2
Attend School	45	98	-54.6	1,047	888	17.9
Sport Events	349	277	26.2	4,167	4,653	-10.4
TRAVEL STATUS						
First Timers (%)**	27.2	27.9	-0.7	34.3	35.3	-0.9
Repeaters (%)**	72.8	72.1	0.7	65.7	64.7	0.9
Average # of Trips	4.85	4.64	4.5	4.02	3.96	1.6
Group Tour	562	683	-17.7	11,361	10,779	5.4
Non-Group	42,634	44,675	-4.6	442,369	443,992	-0.4
Package Trip	7,717	8,250	-6.5	94,712	98,565	-3.9
No Package	35,479	37,108	-4.4	359,017	356,206	0.8
Net True Independent	35,249	36,886	-4.4	355,583	352,789	0.8
Ave. Age	49	50	-1.2	48	48	-0.4
Ave. Party Size	2.08	2.04	1.9	2.20	2.15	2.1

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

Source: Hawai'i Tourism Authority

November 2015 Arrivals at a Glance

CATEGORY AND MMA	Nov 2015p	Nov 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,141.5	1,114.0	2.5	13,637.1	13,342.5	2.2
Total by air	1,140.3	1,110.9	2.7	13,600.4	13,304.1	2.2
U.S. West	430.7	403.9	6.6	4,807.2	4,519.3	6.4
U.S. East	254.8	237.5	7.3	3,337.4	3,363.6	-0.8
Japan	174.9	188.5	-7.2	1,973.0	2,185.5	-9.7
Canada	80.6	92.0	-12.3	943.4	942.5	0.1
All Others	199.3	189.0	5.4	2,539.4	2,293.1	10.7
Visitor arrivals by cruise ships	1.2	3.1	-61.8	36.7	38.5	-4.7
TOTAL VISITOR DAYS	5,828,687	5,658,632	3.0	70,618,994	68,129,065	3.7
Total by air	5,811,859	5,609,531	3.6	70,104,466	67,540,638	3.8
U.S. West	2,595,023	2,495,492	4.0	29,511,634	28,097,182	5.0
U.S. East	1,170,755	1,112,958	5.2	16,620,590	16,332,493	1.8
Japan	682,307	674,881	1.1	8,045,903	8,014,483	0.4
Canada	542,174	589,865	-8.1	5,739,783	5,818,598	-1.4
All Others	821,600	736,335	11.6	10,186,557	9,277,882	9.8
Visitor arrivals by cruise ships	16,828	49,101	-65.7	514,528	588,428	-12.6
VISITOR ARRIVALS	661,352	638,012	3.7	7,855,111	7,542,079	4.2
Total by air	657,603	629,412	4.5	7,746,500	7,430,399	4.3
U.S. West	285,638	271,870	5.1	3,196,920	2,986,773	7.0
U.S. East	119,167	108,855	9.5	1,621,763	1,577,341	2.8
Japan	122,840	122,447	0.3	1,375,150	1,385,985	-0.8
Canada	43,197	45,358	-4.8	453,730	454,771	-0.2
All Others	86,761	80,881	7.3	1,098,937	1,025,529	7.2
Visitor arrivals by cruise ships	3,749	8,600	-56.4	108,611	111,680	-2.7
AVERAGE LENGTH OF STAY	8.81	8.87	-0.6	8.99	9.03	-0.5
Total by air	8.84	8.91	-0.8	9.05	9.09	-0.4
U.S. West	9.09	9.18	-1.0	9.23	9.41	-1.9
U.S. East	9.82	10.22	-3.9	10.25	10.35	-1.0
Japan	5.55	5.51	0.8	5.85	5.78	1.2
Canada	12.55	13.00	-3.5	12.65	12.79	-1.1
All Others	9.47	9.10	4.0	9.27	9.05	2.5
Visitor arrivals by cruise ships	4.49	5.71	-21.4	4.74	5.27	-10.1
PER PERSON PER DAY SPENDING (\$)	195.8	196.9	-0.5	193.1	195.8	-1.4
Total by air	196.2	198.0	-0.9	194.0	197.0	-1.5
U.S. West	166.0	161.8	2.5	162.9	160.8	1.3
U.S. East	217.7	213.4	2.0	200.8	205.9	-2.5
Japan	256.3	279.3	-8.2	245.2	272.7	-10.1
Canada	148.7	155.9	-4.6	164.4	162.0	1.5
All Others	242.5	256.7	-5.5	249.3	247.2	0.9
Visitor arrivals by cruise ships	70.4	63.2	11.4	71.3	65.4	9.0
PER PERSON PER TRIP SPENDING (\$)	1,726.0	1,746.0	-1.1	1,736.1	1,769.1	-1.9
Total by air	1,734.1	1,764.9	-1.8	1,755.7	1,790.5	-1.9
U.S. West	1,507.8	1,485.6	1.5	1,503.7	1,513.1	-0.6
U.S. East	2,138.5	2,181.8	-2.0	2,057.9	2,132.5	-3.5
Japan	1,423.6	1,539.5	-7.5	1,434.8	1,576.8	-9.0
Canada	1,866.9	2,027.6	-7.9	2,079.2	2,072.4	0.3
All Others	2,296.7	2,337.0	-1.7	2,310.7	2,236.0	3.3
Visitor arrivals by cruise ships	316.1	361.0	-12.4	337.9	344.7	-2.0

P=Preliminary data.

Source:Hawai'i Tourism Authority

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,418.7	\$2,608.1	\$3,873.7	\$5,031.4	\$6,237.2	\$7,576.7	\$8,996.9	\$10,264.5	\$11,337.6	\$12,495.6	\$13,637.1	
	Total by air	\$1,415.6	\$2,602.1	\$3,863.8	\$5,017.7	\$6,219.0	\$7,558.3	\$8,977.1	\$10,244.7	\$11,307.4	\$12,460.1	\$13,600.4	
	U.S. West	\$422.4	\$795.5	\$1,229.7	\$1,653.9	\$2,101.3	\$2,615.3	\$3,154.4	\$3,604.2	\$3,970.2	\$4,376.5	\$4,807.2	
	U.S. East	\$394.6	\$682.4	\$982.1	\$1,230.7	\$1,532.9	\$1,923.6	\$2,306.0	\$2,593.3	\$2,814.4	\$3,082.6	\$3,337.4	
	Japan	\$168.6	\$343.5	\$509.1	\$645.4	\$813.2	\$987.4	\$1,182.0	\$1,408.0	\$1,602.9	\$1,798.1	\$1,973.0	
	Canada	\$187.6	\$341.7	\$504.2	\$592.3	\$637.7	\$669.9	\$717.2	\$766.5	\$804.7	\$862.8	\$943.4	
	All Other	\$242.4	\$439.0	\$638.7	\$895.5	\$1,133.8	\$1,362.1	\$1,617.6	\$1,872.7	\$2,115.1	\$2,340.1	\$2,539.4	
	Visitor arrivals by cruise ships	\$3.1	\$6.0	\$9.8	\$13.7	\$18.2	\$18.4	\$19.8	\$19.8	\$30.2	\$35.5	\$36.7	
	Visitor days	TOTAL (air + ships)	7,220,762	13,347,492	20,243,242	26,136,656	32,233,719	39,217,132	46,694,669	53,332,373	58,796,608	64,790,308	70,618,994
		Total by air	7,175,412	13,255,772	20,086,188	25,924,420	31,961,385	38,942,673	46,406,640	53,044,343	58,384,506	64,292,607	70,104,466
U.S. West		2,613,908	4,885,780	7,580,429	10,194,797	12,827,581	16,080,548	19,415,167	22,196,450	24,405,809	26,916,611	29,511,634	
U.S. East		1,884,130	3,390,208	5,003,175	6,277,096	7,781,308	9,704,944	11,628,456	13,076,611	14,165,398	15,449,835	16,620,590	
Japan		648,390	1,337,776	2,081,546	2,644,269	3,278,673	3,966,277	4,785,488	5,804,034	6,601,608	7,363,596	8,045,903	
Canada		1,059,543	1,935,370	2,919,746	3,471,819	3,760,813	3,972,804	4,292,294	4,611,517	4,844,158	5,197,609	5,739,783	
All Other		969,440	1,706,638	2,501,292	3,336,440	4,313,010	5,218,100	6,285,234	7,355,731	8,367,534	9,364,957	10,186,557	
Visitor arrivals by cruise ships		45,350	91,719	157,055	212,236	272,334	274,459	288,030	288,030	412,102	497,700	514,528	
Visitor arrivals		TOTAL (air + ships)	678,870	1,340,617	2,120,673	2,798,427	3,508,098	4,276,004	5,092,349	5,848,212	6,500,828	7,193,758	7,855,111
		Total by air	669,612	1,319,648	2,085,006	2,750,399	3,448,984	4,216,392	5,029,883	5,785,746	6,414,197	7,088,896	7,746,500
	U.S. West	240,905	483,505	787,333	1,083,016	1,378,566	1,722,508	2,076,916	2,390,097	2,638,744	2,911,283	3,196,920	
	U.S. East	147,423	286,244	456,258	589,767	743,185	929,980	1,116,075	1,262,127	1,371,941	1,502,596	1,621,763	
	Japan	110,969	231,480	358,880	457,120	569,606	688,517	822,621	980,164	1,117,320	1,252,309	1,375,150	
	Canada	72,343	137,598	214,835	260,257	286,716	305,431	332,420	360,634	381,138	410,533	453,730	
	All Other	97,972	180,821	267,701	360,240	470,911	569,957	681,852	792,723	905,055	1,012,175	1,098,937	
	Visitor arrivals by cruise ships	9,258	20,969	35,667	48,028	59,115	59,612	62,466	62,466	86,631	104,862	108,611	
	length of stay	TOTAL (air + ships)	10.64	9.96	9.55	9.34	9.19	9.17	9.17	9.12	9.04	9.01	8.99
		Total by air	10.72	10.04	9.63	9.43	9.27	9.24	9.23	9.17	9.10	9.07	9.05
U.S. West		10.85	10.10	9.63	9.41	9.31	9.34	9.35	9.29	9.25	9.25	9.23	
U.S. East		12.78	11.84	10.97	10.64	10.47	10.44	10.42	10.36	10.33	10.28	10.25	
Japan		5.84	5.78	5.80	5.78	5.76	5.76	5.82	5.92	5.91	5.88	5.85	
Canada		14.65	14.07	13.59	13.34	13.12	13.01	12.91	12.79	12.71	12.66	12.65	
All Other		9.90	9.44	9.34	9.26	9.16	9.16	9.22	9.28	9.25	9.25	9.27	
Visitor arrivals by cruise ships		4.90	4.37	4.40	4.42	4.61	4.60	4.61	4.61	4.76	4.75	4.74	
Per Person Per Day Spending*		TOTAL (air+ships) (\$)	\$196.5	\$195.4	\$191.4	\$192.5	\$193.5	\$193.2	\$192.7	\$192.5	\$192.8	\$192.9	\$193.1
		Total by air	\$197.3	\$196.3	\$192.4	\$193.6	\$194.6	\$194.1	\$193.4	\$193.1	\$193.7	\$193.8	\$194.0
	U.S. West	\$161.6	\$162.8	\$162.2	\$162.2	\$163.8	\$162.6	\$162.5	\$162.4	\$162.7	\$162.6	\$162.9	
	U.S. East	\$209.4	\$201.3	\$196.3	\$196.1	\$197.0	\$198.2	\$198.3	\$198.3	\$198.7	\$199.5	\$200.8	
	Japan	\$260.0	\$256.8	\$244.6	\$244.1	\$248.0	\$249.0	\$247.0	\$242.6	\$242.8	\$244.2	\$245.2	
	Canada	\$177.0	\$176.6	\$172.7	\$170.6	\$169.6	\$168.6	\$167.1	\$166.2	\$166.1	\$166.0	\$164.4	
	All Other	\$250.1	\$257.3	\$255.4	\$268.4	\$262.9	\$261.0	\$257.4	\$254.6	\$252.8	\$249.9	\$249.3	
	Visitor arrivals by cruise ships	\$69.1	\$65.0	\$62.5	\$64.3	\$67.0	\$67.0	\$68.7	\$68.7	\$73.2	\$71.4	\$71.3	
	Per Person Per Trip Spending*	TOTAL (air+ships) (\$)	\$2,089.8	\$1,945.5	\$1,826.6	\$1,797.9	\$1,777.9	\$1,771.9	\$1,766.8	\$1,755.1	\$1,744.0	\$1,737.0	\$1,736.1
		Total by air	\$2,114.1	\$1,971.8	\$1,853.2	\$1,824.4	\$1,803.1	\$1,792.6	\$1,784.8	\$1,770.7	\$1,762.9	\$1,757.7	\$1,755.7
U.S. West		\$1,753.4	\$1,645.3	\$1,561.8	\$1,527.1	\$1,524.3	\$1,518.3	\$1,518.8	\$1,508.0	\$1,504.6	\$1,503.3	\$1,503.7	
U.S. East		\$2,676.7	\$2,383.9	\$2,152.5	\$2,086.7	\$2,062.6	\$2,068.4	\$2,066.1	\$2,054.7	\$2,051.4	\$2,051.5	\$2,057.9	
Japan		\$1,519.4	\$1,484.0	\$1,418.6	\$1,411.8	\$1,427.6	\$1,434.1	\$1,436.9	\$1,436.5	\$1,434.6	\$1,435.9	\$1,434.8	
Canada		\$2,592.5	\$2,483.3	\$2,347.0	\$2,275.7	\$2,224.3	\$2,193.3	\$2,157.4	\$2,125.3	\$2,111.4	\$2,101.5	\$2,079.2	
All Other		\$2,474.4	\$2,428.1	\$2,385.9	\$2,485.8	\$2,407.8	\$2,389.9	\$2,372.4	\$2,362.3	\$2,337.0	\$2,312.0	\$2,310.7	
Visitor arrivals by cruise ships		\$338.4	\$284.5	\$275.1	\$284.3	\$308.5	\$308.6	\$316.7	\$316.7	\$348.2	\$338.7	\$337.9	

Source:Hawaii's Tourism Authority
Monthly data may not add up to total due to rounding.

November 2015 Island Highlights

CATEGORY AND ISLAND	Nov 2015p	Nov 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,141.5	1,114.0	2.5	13,637.1	13,342.5	2.2
Total by air	1,140.3	1,110.9	2.7	13,600.4	13,304.1	2.2
O'ahu	557.0	553.0	0.7	6,529.4	6,625.2	-1.4
Maui	320.4	304.6	5.2	3,847.2	3,635.2	5.8
Moloka'i	3.0	2.5	21.5	29.7	30.1	-1.2
Lāna'i	0.6	5.4	-88.9	42.5	64.6	-34.2
Kaua'i	115.9	105.6	9.7	1,454.1	1,269.0	14.6
Hawai'i Island	143.4	139.8	2.6	1,697.4	1,679.9	1.0
Visitor arrivals by cruise ships	1.2	3.1	-61.8	36.7	38.5	-4.7
TOTAL VISITOR DAYS	5,828,687	5,658,632	3.0	70,618,994	68,129,065	3.7
Total by air	5,811,859	5,609,531	3.6	70,104,466	67,540,638	3.8
O'ahu	2,705,896	2,565,746	5.5	32,853,954	31,719,580	3.6
Maui	1,618,999	1,559,320	3.8	18,643,311	17,816,140	4.6
Moloka'i	23,054	28,312	-18.6	254,307	242,101	5.0
Lāna'i	11,959	17,796	-32.8	147,071	195,940	-24.9
Kaua'i	634,652	622,861	1.9	8,053,627	7,795,141	3.3
Hawai'i Island	817,300	815,496	0.2	10,152,196	9,771,736	3.9
Visitor arrivals by cruise ships	16,828	49,101	-65.7	514,528	588,428	-12.6
VISITOR ARRIVALS	661,352	638,012	3.7	7,855,111	7,542,079	4.2
Total by air	657,603	629,412	4.5	7,746,500	7,430,399	4.3
O'ahu	407,570	391,669	4.1	4,835,530	4,713,086	2.6
Maui	193,355	188,060	2.8	2,294,543	2,182,704	5.1
Moloka'i	3,893	5,062	-23.1	58,567	53,394	9.7
Lāna'i	3,464	5,390	-35.7	53,710	60,730	-11.6
Kaua'i	83,021	82,359	0.8	1,062,594	1,016,433	4.5
Hawai'i Island	107,558	107,005	0.5	1,360,700	1,309,131	3.9
Visitor arrivals by cruise ships	3,749	8,600	-56.4	108,611	111,680	-2.7
AVERAGE LENGTH OF STAY	8.81	8.87	-0.6	8.99	9.03	-0.5
Total by air	8.84	8.91	-0.8	9.05	9.09	-0.4
O'ahu	6.64	6.55	1.3	6.79	6.73	1.0
Maui	8.37	8.29	1.0	8.13	8.16	-0.5
Moloka'i	5.92	5.59	5.9	4.34	4.53	-4.2
Lāna'i	3.45	3.30	4.6	2.74	3.23	-15.1
Kaua'i	7.64	7.56	1.1	7.58	7.67	-1.2
Hawai'i Island	7.60	7.62	-0.3	7.46	7.46	0.0
Visitor arrivals by cruise ships	4.49	5.7	-21.4	4.74	5.27	-10.1
PER PERSON PER DAY SPENDING (\$)	195.8	196.9	-0.5	193.1	195.8	-1.4
Total by air	196.2	198.0	-0.9	194.0	197.0	-1.5
O'ahu	205.8	215.5	-4.5	198.7	208.9	-4.8
Maui	197.9	195.3	1.3	206.4	204.0	1.1
Moloka'i	131.8	88.4	49.2	117.0	124.3	-5.9
Lāna'i	50.0	302.2	-83.5	289.1	329.8	-12.3
Kaua'i	182.7	169.6	7.7	180.6	162.8	10.9
Hawai'i Island	175.5	171.4	2.4	167.2	171.9	-2.7
Visitor arrivals by cruise ships	70.4	63.2	11.4	71.3	65.4	9.0
PER PERSON PER TRIP SPENDING (\$)	1,726.0	1,746.0	-1.1	1,736.1	1,769.1	-1.9
Total by air	1,734.1	1,764.9	-1.8	1,755.7	1,790.5	-1.9
O'ahu	1,366.6	1,411.9	-3.2	1,350.3	1,405.7	-3.9
Maui	1,656.8	1,619.6	2.3	1,676.7	1,665.5	0.7
Moloka'i	780.7	494.3	57.9	507.9	563.6	-9.9
Lāna'i	172.5	997.8	-82.7	791.7	1,064.1	-25.6
Kaua'i	1,396.3	1,282.8	8.9	1,368.5	1,248.5	9.6
Hawai'i Island	1,333.3	1,306.4	2.1	1,247.5	1,283.2	-2.8
Visitor arrivals by cruise ships	316.1	361.0	-12.4	337.9	344.7	-2.0

P=Preliminary data.

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2015

2015P	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,418.7	\$1,189.4	\$1,265.5	\$1,157.7	\$1,205.8	\$1,339.5	\$1,420.2	\$1,267.5	\$1,073.1	\$1,158.0	\$1,141.5
	Total by air	\$1,415.6	\$1,186.6	\$1,261.7	\$1,153.9	\$1,201.3	\$1,339.3	\$1,418.8	\$1,267.5	\$1,062.7	\$1,152.7	\$1,140.3
	O'ahu	\$606.4	\$530.2	\$568.9	\$556.4	\$618.2	\$652.7	\$686.7	\$637.7	\$560.2	\$554.9	\$557.0
	Mauai	\$446.7	\$367.5	\$381.9	\$343.1	\$308.5	\$366.4	\$387.8	\$333.6	\$279.1	\$312.1	\$320.4
	Moloka'i	\$4.4	\$3.5	\$3.9	\$1.7	\$2.4	\$3.0	\$1.9	\$2.1	\$1.6	\$2.3	\$3.0
	Lāna'i	\$6.5	\$6.5	\$9.0	\$5.7	\$3.6	\$4.8	\$1.2	\$1.9	\$1.2	\$1.5	\$0.6
	Kaua'i	\$151.8	\$129.9	\$138.0	\$116.9	\$136.2	\$148.4	\$159.9	\$130.4	\$101.3	\$125.5	\$115.9
	Hawai'i Island	\$199.8	\$148.9	\$160.0	\$130.1	\$132.5	\$164.1	\$181.2	\$161.9	\$119.2	\$156.4	\$143.4
	Visitor arrivals by cruise ships	\$3.13	\$2.83	\$3.85	\$3.85	\$4.58	\$0.16	\$1.39	\$0.00	\$10.38	\$5.35	\$1.18
	Visitor days	TOTAL (air + ships)	7,220,762	6,126,730	6,895,751	5,893,413	6,097,063	6,983,414	7,477,537	6,637,704	5,464,235	5,993,699
Total by air		7,175,412	6,080,360	6,830,415	5,838,232	6,036,965	6,981,289	7,463,966	6,637,704	5,340,163	5,908,101	5,811,859
O'ahu		3,016,957	2,679,641	3,123,931	2,702,415	2,974,754	3,306,601	3,549,850	3,349,381	2,653,859	2,790,669	2,705,896
Mauai		2,008,781	1,700,277	1,898,471	1,609,713	1,540,890	1,815,770	1,946,816	1,621,832	1,348,151	1,543,611	1,618,999
Moloka'i		36,649	30,374	26,275	18,792	18,788	23,637	20,127	19,375	15,470	21,766	23,054
Lāna'i		17,537	15,669	17,429	14,520	13,788	14,252	11,898	10,738	9,088	10,193	11,959
Kaua'i		860,398	691,687	752,206	672,208	712,528	821,459	886,936	739,075	605,607	676,872	634,652
Hawai'i Island		1,235,090	962,712	1,022,104	820,584	776,217	999,570	1,048,339	897,303	707,988	864,989	817,300
Visitor arrivals by cruise ships		45,350	46,369	65,335	55,181	60,098	2,125	13,571	0	124,072	85,599	16,828
Visitor arrivals		TOTAL (air + ships)	678,870	661,747	780,056	677,754	709,671	767,905	816,345	755,863	652,616	692,930
	Total by air	669,612	650,036	765,358	665,393	698,584	767,408	813,491	755,863	628,451	674,699	657,603
	O'ahu	400,525	396,899	457,893	400,404	444,772	479,264	509,732	488,167	416,731	433,492	407,570
	Mauai	211,032	195,624	230,309	201,910	206,253	229,002	243,041	215,099	177,925	190,993	193,355
	Moloka'i	6,060	7,058	7,076	4,039	5,047	6,758	5,218	5,080	4,292	4,045	3,893
	Lāna'i	5,727	6,156	6,267	4,977	5,323	5,957	4,156	4,469	3,607	3,606	3,464
	Kaua'i	97,219	86,497	100,651	92,452	98,782	107,929	115,666	103,358	84,921	92,099	83,021
	Hawai'i Island	130,713	122,491	135,841	116,121	115,640	137,323	146,992	130,103	102,160	115,759	107,558
	Visitor arrivals by cruise ships	9,258	11,711	14,698	12,361	11,087	497	2,854	0	24,165	18,231	3,749
	Length of stay	TOTAL (air + ships)	10.64	9.26	8.84	8.70	8.59	9.09	9.16	8.78	8.37	8.65
Total by air		10.72	9.35	8.92	8.77	8.64	9.10	9.18	8.78	8.50	8.76	8.84
O'ahu		7.53	6.75	6.82	6.75	6.69	6.90	6.96	6.86	6.37	6.44	6.64
Mauai		9.52	8.69	8.20	7.97	7.47	7.93	8.01	7.54	7.56	8.06	8.37
Moloka'i		6.05	4.30	3.71	4.65	3.72	3.50	3.86	3.81	3.60	5.38	5.92
Lāna'i		3.06	2.55	2.78	2.92	2.59	2.39	2.86	2.40	2.52	2.83	3.45
Kaua'i		8.85	8.00	7.47	7.27	7.21	7.61	7.67	7.15	7.13	7.35	7.64
Hawai'i Island		9.45	7.86	7.52	7.07	6.71	7.28	7.13	6.90	6.93	7.47	7.60
Visitor arrivals by cruise ships		4.90	3.96	4.45	4.46	5.42	4.28	4.76	0.00	5.13	4.70	4.49
Per Person Per Day Spending *		TOTAL (air+ships) (\$)	\$196.5	\$194.1	\$183.5	\$196.4	\$197.8	\$191.8	\$189.9	\$191.0	\$196.4	\$193.2
	Total by air	\$197.3	\$195.1	\$184.7	\$197.6	\$199.0	\$191.8	\$190.1	\$191.0	\$199.0	\$195.1	\$196.2
	O'ahu	\$201.0	\$197.9	\$182.1	\$205.9	\$207.8	\$197.4	\$193.5	\$190.4	\$211.1	\$198.8	\$205.8
	Mauai	\$222.4	\$216.2	\$202.2	\$213.2	\$202.2	\$201.8	\$199.2	\$205.7	\$207.1	\$202.2	\$197.9
	Moloka'i	\$119.1	\$114.9	\$147.6	\$91.6	\$126.0	\$125.5	\$96.7	\$106.7	\$106.0	\$104.0	\$131.8
	Lāna'i	\$372.8	\$412.9	\$514.1	\$390.9	\$259.6	\$335.3	\$104.5	\$180.9	\$133.6	\$149.5	\$50.0
	Kaua'i	\$176.4	\$187.8	\$183.5	\$173.8	\$191.1	\$180.7	\$180.3	\$176.4	\$167.3	\$185.3	\$182.7
	Hawai'i Island	\$161.8	\$154.7	\$156.6	\$158.5	\$170.7	\$164.1	\$172.8	\$180.4	\$168.3	\$180.8	\$175.5
	Visitor arrivals by cruise ships	\$69.1	\$61.1	\$58.9	\$69.7	\$76.2	\$75.3	\$102.21	\$0.0	\$83.7	\$62.5	\$70.4
	Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,089.8	\$1,797.3	\$1,622.4	\$1,708.1	\$1,699.1	\$1,744.4	\$1,739.7	\$1,676.9	\$1,644.3	\$1,671.2
Total by air		\$2,114.1	\$1,825.4	\$1,648.5	\$1,734.1	\$1,719.6	\$1,745.3	\$1,744.1	\$1,676.9	\$1,691.0	\$1,708.4	\$1,734.1
O'ahu		\$1,514.1	\$1,336.0	\$1,242.5	\$1,389.6	\$1,389.8	\$1,361.8	\$1,347.1	\$1,306.2	\$1,344.3	\$1,280.1	\$1,366.6
Mauai		\$2,116.7	\$1,878.7	\$1,658.3	\$1,699.4	\$1,495.7	\$1,600.2	\$1,595.7	\$1,550.8	\$1,568.9	\$1,634.3	\$1,656.8
Moloka'i		\$720.3	\$494.5	\$548.0	\$426.1	\$469.0	\$439.0	\$373.0	\$406.9	\$362.0	\$559.7	\$780.7
Lāna'i		\$1,141.4	\$1,051.0	\$1,429.7	\$1,140.5	\$672.4	\$802.2	\$299.1	\$432.7	\$336.7	\$422.6	\$172.5
Kaua'i		\$1,561.0	\$1,502.0	\$1,371.0	\$1,264.0	\$1,378.6	\$1,375.0	\$1,382.6	\$1,261.3	\$1,193.4	\$1,362.2	\$1,396.3
Hawai'i Island		\$1,528.8	\$1,215.7	\$1,178.1	\$1,120.0	\$1,145.7	\$1,194.7	\$1,232.6	\$1,244.3	\$1,166.4	\$1,351.1	\$1,333.3
Visitor arrivals by cruise ships		\$338.4	\$241.9	\$261.6	\$311.1	\$413.1	\$321.9	\$485.99	\$0.0	\$429.7	\$293.3	\$316.1

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	1,418.7	2,608.1	3,873.7	5,031.4	6,237.2	7,576.7	8,996.9	10,264.5	11,337.6	12,495.6	13,637.1
	Total by air	1,415.6	2,602.1	3,863.8	5,017.7	6,219.0	7,558.3	8,977.1	10,244.7	11,307.4	12,460.1	13,600.4
	O'ahu	606.4	1,136.7	1,705.6	2,262.0	2,880.1	3,532.8	4,219.6	4,857.3	5,417.5	5,972.4	6,529.4
	Maui	446.7	814.2	1,196.1	1,539.2	1,847.7	2,214.2	2,602.0	2,935.6	3,214.7	3,526.9	3,847.2
	Moloka'i	4.4	7.9	11.7	13.5	15.8	18.8	20.7	22.8	24.4	26.7	29.7
	Lāna'i	6.5	13.0	22.0	27.6	31.2	36.0	37.2	39.2	40.4	41.9	42.5
	Kaua'i	151.8	281.7	419.7	536.5	672.7	821.1	981.0	1,111.4	1,212.7	1,338.2	1,454.1
	Hawa'i Island	199.8	348.8	508.8	638.8	771.3	935.4	1,116.6	1,278.5	1,397.6	1,554.0	1,697.4
	Visitor arrivals by cruise ships	3.1	6.0	9.8	13.7	18.2	18.4	19.8	19.8	30.2	35.5	36.7
	Visitor days	TOTAL (air + ships)	7,220,762	13,347,492	20,243,242	26,136,656	32,233,719	39,217,132	46,694,669	53,332,373	58,796,608	64,790,308
Total by air		7,175,412	13,255,772	20,086,188	25,924,420	31,961,385	38,942,673	46,406,640	53,044,343	58,384,506	64,292,607	70,104,466
O'ahu		3,016,957	5,696,598	8,820,529	11,522,944	14,497,698	17,804,299	21,354,149	24,703,530	27,357,389	30,148,058	32,853,954
Maui		2,008,781	3,709,059	5,597,530	7,207,243	8,748,132	10,563,902	12,510,718	14,132,550	15,480,702	17,024,313	18,643,311
Moloka'i		36,649	67,023	93,298	112,090	130,879	154,516	174,642	194,018	209,487	231,254	254,307
Lāna'i		17,537	33,206	50,635	65,155	78,943	93,195	105,093	115,830	124,919	135,112	147,071
Kaua'i		860,398	1,552,085	2,304,290	2,976,499	3,689,026	4,510,485	5,397,421	6,136,496	6,742,103	7,418,975	8,053,627
Hawa'i Island		1,235,090	2,197,802	3,219,906	4,040,490	4,816,707	5,816,277	6,864,616	7,761,919	8,469,908	9,334,896	10,152,196
Visitor arrivals by cruise ships		45,350	91,719	157,055	212,236	272,334	274,459	288,030	288,030	412,102	497,700	514,528
Visitor arrivals		TOTAL (air + ships)	678,870	1,340,617	2,120,673	2,798,427	3,508,098	4,276,004	5,092,349	5,848,212	6,500,828	7,193,758
	Total by air	669,612	1,319,648	2,085,006	2,750,399	3,448,984	4,216,392	5,029,883	5,785,746	6,414,197	7,088,896	7,746,500
	O'ahu	400,525	797,424	1,255,318	1,655,722	2,100,494	2,579,758	3,089,550	3,577,737	3,994,467	4,427,960	4,835,530
	Maui	211,032	406,656	636,965	838,875	1,045,128	1,274,129	1,517,171	1,732,270	1,910,195	2,101,188	2,294,543
	Moloka'i	6,060	13,118	20,195	24,234	29,280	36,038	41,257	46,336	50,628	54,673	58,567
	Lāna'i	5,727	11,884	18,150	23,127	28,450	34,407	38,564	43,033	46,640	50,246	53,710
	Kaua'i	97,219	183,716	284,367	376,820	475,601	583,530	699,196	802,554	887,475	979,574	1,062,594
	Hawa'i Island	130,713	253,204	389,044	505,166	620,806	758,129	905,120	1,035,223	1,137,384	1,253,142	1,360,700
	Visitor arrivals by cruise ships	9,258	20,969	35,667	48,028	59,115	59,612	62,466	62,466	86,631	104,862	108,611
	Length of stay	TOTAL (air + ships)	10.64	9.96	9.55	9.34	9.19	9.17	9.17	9.12	9.04	9.01
Total by air		10.72	10.04	9.63	9.43	9.27	9.24	9.23	9.17	9.10	9.07	9.05
O'ahu		7.53	7.14	7.03	6.96	6.90	6.90	6.91	6.90	6.85	6.81	6.79
Maui		9.52	9.12	8.79	8.59	8.37	8.29	8.25	8.16	8.10	8.10	8.13
Moloka'i		6.05	5.11	4.62	4.63	4.47	4.29	4.23	4.19	4.14	4.23	4.34
Lāna'i		3.06	2.79	2.79	2.82	2.77	2.71	2.73	2.69	2.68	2.69	2.74
Kaua'i		8.85	8.45	8.10	7.90	7.76	7.73	7.72	7.65	7.60	7.57	7.58
Hawa'i Island		9.45	8.68	8.28	8.00	7.76	7.67	7.58	7.50	7.45	7.45	7.46
Visitor arrivals by cruise ships		4.90	4.37	4.40	4.42	4.61	4.60	4.61	4.61	4.76	4.75	4.74
Per Person Per Day Spending *		TOTAL (air+ships) (\$)	\$196.5	\$195.4	\$191.4	\$192.5	\$193.5	\$193.2	\$192.7	\$192.5	\$192.8	\$192.9
	Total by air	\$197.3	\$196.3	\$192.4	\$193.6	\$194.6	\$194.1	\$193.4	\$193.1	\$193.7	\$193.8	\$194.0
	O'ahu	\$201.0	\$199.5	\$193.4	\$196.3	\$198.7	\$198.4	\$197.6	\$196.6	\$198.0	\$198.1	\$198.7
	Maui	\$222.4	\$219.5	\$213.7	\$213.6	\$211.6	\$209.6	\$208.0	\$207.7	\$207.7	\$207.2	\$206.4
	Moloka'i	\$119.1	\$117.2	\$125.8	\$120.0	\$120.9	\$121.6	\$118.7	\$117.5	\$116.7	\$115.5	\$117.0
	Lāna'i	\$372.8	\$391.7	\$433.8	\$424.3	\$395.5	\$386.3	\$354.4	\$338.3	\$323.4	\$310.3	\$289.1
	Kaua'i	\$176.4	\$181.5	\$182.1	\$180.3	\$182.4	\$182.0	\$181.8	\$181.1	\$179.9	\$180.4	\$180.6
	Hawa'i Island	\$161.8	\$158.7	\$158.0	\$158.1	\$160.1	\$160.8	\$162.7	\$164.7	\$165.0	\$166.5	\$167.2
	Visitor arrivals by cruise ships	\$69.1	\$65.0	\$62.5	\$64.3	\$67.0	\$67.0	\$68.7	\$68.7	\$73.2	\$71.4	\$71.3
	Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,089.8	\$1,945.5	\$1,826.6	\$1,797.9	\$1,777.9	\$1,771.9	\$1,766.8	\$1,755.1	\$1,744.0	\$1,737.0
Total by air		\$2,114.1	\$1,971.8	\$1,853.2	\$1,824.4	\$1,803.1	\$1,797.6	\$1,784.8	\$1,770.7	\$1,762.9	\$1,757.7	\$1,755.7
O'ahu		\$1,514.1	\$1,425.4	\$1,358.7	\$1,366.2	\$1,371.2	\$1,369.4	\$1,365.8	\$1,357.6	\$1,356.2	\$1,348.8	\$1,350.3
Maui		\$2,116.7	\$2,002.2	\$1,877.8	\$1,834.9	\$1,768.0	\$1,737.8	\$1,715.0	\$1,694.6	\$1,682.9	\$1,678.5	\$1,676.7
Moloka'i		\$720.3	\$598.8	\$581.0	\$555.2	\$540.3	\$521.3	\$502.6	\$492.1	\$482.7	\$488.4	\$507.9
Lāna'i		\$1,141.4	\$1,094.5	\$1,210.3	\$1,195.2	\$1,097.4	\$1,046.3	\$965.8	\$910.6	\$866.2	\$834.4	\$791.7
Kaua'i		\$1,561.0	\$1,533.2	\$1,475.8	\$1,423.8	\$1,414.4	\$1,407.1	\$1,403.1	\$1,384.8	\$1,366.5	\$1,366.1	\$1,368.5
Hawa'i Island		\$1,528.8	\$1,377.4	\$1,307.8	\$1,264.6	\$1,242.5	\$1,233.8	\$1,233.6	\$1,235.0	\$1,228.8	\$1,240.1	\$1,247.5
Visitor arrivals by cruise ships		\$338.4	\$284.5	\$275.1	\$284.3	\$308.5	\$308.6	\$316.7	\$316.7	\$348.2	\$338.7	\$337.9

Source:Hawa'i Tourism Authority
Monthly data may not add up to total due to rounding.

Table 8. VISITORS BY CRUISE SHIPS

	NOVEMBER			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
VISITOR DAYS	111,932	167,493	-33.2	1,759,651	1,771,022	-0.6
TOTAL VISITORS	12,679	19,406	-34.7	224,421	221,263	1.4
ARRIVED BY SHIP	3,749	8,600	-56.4	108,611	111,680	-2.7
ARRIVED BY AIR	8,930	10,806	-17.4	115,810	109,583	5.7
NUMBER OF SHIP ARRIVALS	2	6	-66.7	59	64	-7.8
ISLANDS VISITED						
O'ahu	12,679	19,406	-34.7	221,822	218,141	1.7
Kaua'i	12,115	17,945	-32.5	194,982	195,460	-0.2
Maui County	12,679	18,765	-32.4	212,852	206,864	2.9
Maui	12,679	18,765	-32.4	212,852	206,864	2.9
Moloka'i	199	208	-4.5	2,456	2,505	-1.9
Lāna'i	273	361	-24.2	4,113	4,084	0.7
Hawai'i Island	12,679	18,765	-32.4	209,333	204,012	2.6
Average Islands Visited	4.0	3.89	2.7	3.8	3.76	0.3
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.56	1.36	14.9	1.29	1.16	10.8
Days in Hawai'i during Cruise	6.06	5.66	7.2	5.42	5.46	-0.8
Days in Hawai'i after Cruise	1.20	1.61	-25.5	1.13	1.38	-17.7
Total days in Hawai'i	8.83	8.63	2.3	7.84	8.00	-2.0
ACCOMMODATIONS						
Hotel	8,162	10,756	-24.1	113,984	117,104	-2.7
Hotel only	7,232	9,564	-24.4	101,780	102,159	-0.4
Condo	582	755	-22.9	9,432	11,302	-16.5
Condo only	169	330	-48.8	2,774	3,547	-21.8
Timeshare	608	715	-15.0	8,828	8,789	0.4
Timeshare Only	289	266	8.4	3,846	3,216	19.6
Bed & Breakfast	83	210	-60.6	1,381	1,864	-25.9
Bed & Breakfast only	0	43	NA	366	286	28.2
Friends & relatives	317	468	-32.2	4,751	5,379	-11.7
Other accommodation	371	816	-54.6	6,247	9,087	-31.2
Accommodation (NET)	8,953	12,296	-27.2	128,720	132,654	-3.0
Cruise only	3,726	7,110	-47.6	95,701	88,609	8.0
TRAVEL STATUS						
% First timers	46.1	39.4	6.7	44.8	41.5	3.2
% Repeat visitors	53.9	60.6	-6.7	55.3	58.5	-3.2

Source: Hawai'i Tourism Authority

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

NOVEMBER	STATE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
Total Seats	927,289	887,913	4.4	641,246	621,423	3.2	173,545	161,238	7.6	61,829	52,099	18.7	3,460	3,388	2.1	47,209	49,765	-5.1
Scheduled	922,321	882,842	4.5	636,278	616,352	3.2	173,545	161,238	7.6	61,829	52,099	18.7	3,460	3,388	2.1	47,209	49,765	-5.1
Charters	4,968	5,071	-2.0	4,968	5,071	-2.0												
Domestic	635,518	602,023	5.6	370,862	353,014	5.1	155,686	147,237	5.7	59,813	50,185	19.2	3,460	3,388	2.1	45,697	48,199	-5.2
Scheduled	630,550	597,331	5.6	365,894	348,322	5.0	155,686	147,237	5.7	59,813	50,185	19.2	3,460	3,388	2.1	45,697	48,199	-5.2
Charters	4,968	4,692	5.9	4,968	4,692	5.9												
US West	559,304	529,357	5.7	303,654	289,698	4.8	146,680	137,887	6.4	59,813	50,185	19.2	3,460	3,388	2.1	45,697	48,199	-5.2
Anchorage	8,313	6,031	37.8	4,890	2,771	76.5	2,119	1,956	8.3	1,304	1,304	0.0						
Bellingham	4,890	4,890	0.0	2,119	2,119	0.0	2,771	2,771	0.0									
Denver	6,513	7,800	-16.5	5,070	5,070	0.0	715	910	-21.4	728	910	-20.0				0	910	-100.0
Las Vegas	23,768	24,426	-2.7	23,768	24,426	-2.7												
Los Angeles	183,610	192,694	-4.7	104,842	105,541	-0.7	39,614	48,182	-17.8	18,627	16,435	13.3	3,460	3,388	2.1	17,067	19,148	-10.9
Oakland	30,608	28,069	9.0	10,939	10,519	4.0	12,660	12,660	0.0	4,890	2,771	76.5				2,119	2,119	0.0
Phoenix	34,940	34,180	2.2	19,740	19,740	0.0	8,550	8,170	4.7	3,040	2,660	14.3				3,610	3,610	0.0
Portland	31,314	30,010	4.3	13,710	13,710	0.0	9,780	8,802	11.1	4,890	4,727	3.4				2,934	2,771	5.9
Sacramento	12,660	12,660	0.0	7,770	7,770	0.0	4,890	4,890	0.0									
Salt Lake City	7,803	7,830	-0.3	7,803	7,830	-0.3												
San Diego	22,675	20,719	9.4	13,058	13,710	-4.8	5,542	4,890	13.3	2,119	0	NA				1,956	2,119	-7.7
San Francisco	92,274	70,278	31.3	50,094	40,802	22.8	24,404	14,048	73.7	12,316	9,968	23.6				5,460	5,460	0.0
San Jose	28,091	28,091	0.0	10,541	10,541	0.0	12,660	12,660	0.0	2,119	2,119	0.0				2,771	2,771	0.0
Seattle	71,845	61,679	16.5	29,310	25,149	16.5	22,975	17,948	28.0	9,780	9,291	5.3				9,780	9,291	5.3
US East	71,246	67,974	4.8	62,240	58,624	6.2	9,006	9,350	-3.7									
Atlanta	8,790	8,790	0.0	8,790	8,790	0.0												
Chicago	11,696	12,040	-2.9	10,320	10,320	0.0	1,376	1,720	-20.0									
Dallas	20,710	20,710	0.0	13,080	13,080	0.0	7,630	7,630	0.0									
Houston	10,320	10,320	0.0	10,320	10,320	0.0												
Minneapolis	3,616	0	NA	3,616	0	NA												
New York JFK	7,644	7,644	0.0	7,644	7,644	0.0												
Newark	7,260	7,260	0.0	7,260	7,260	0.0												
Washington D.C.	1,210	1,210	0.0	1,210	1,210	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 (continued)

NOVEMBER	STATE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
International	291,771	285,890	2.1	270,384	268,409	0.7	17,859	14,001	27.6	2,016	1,914	5.3	0	0	NA	1,512	1,566	-3.4
Scheduled	291,771	285,511	2.2	270,384	268,030	0.9	17,859	14,001	27.6	2,016	1,914	5.3	0	0	NA	1,512	1,566	-3.4
Charters	0	379	-100.0	0	379	-100.0												
Japan	153,893	156,711	-1.8	153,893	156,711	-1.8												
Fukuoka	4,972	5,198	-4.3	4,972	5,198	-4.3												
Nagoya	14,736	16,416	-10.2	14,736	16,416	-10.2												
Osaka	25,590	31,770	-19.5	25,590	31,770	-19.5												
Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
Tokyo HND	27,990	26,910	4.0	27,990	26,910	4.0												
Tokyo NRT	77,238	73,050	5.7	77,238	73,050	5.7												
Canada	37,363	31,962	16.9	15,976	14,481	10.3	17,859	14,001	27.6	2,016	1,914	5.3				1,512	1,566	-3.4
Calgary	1,899	1,477	28.6				1,899	1,477	28.6									
Vancouver	35,204	30,213	16.5	15,716	14,209	10.6	15,960	12,524	27.4	2,016	1,914	5.3				1,512	1,566	-3.4
Victoria	260	272	-4.4	260	272	-4.4												
Other Asia	37,517	37,080	1.2	37,517	37,080	1.2												
Beijing	6,903	6,903	0.0	6,903	6,903	0.0												
Seoul	23,642	23,454	0.8	23,642	23,454	0.8												
Shanghai	4,488	3,960	13.3	4,488	3,960	13.3												
Taipei	2,484	2,763	-10.1	2,484	2,763	-10.1												
Oceania	40,253	37,194	8.2	40,253	37,194	8.2												
Auckland	7,800	8,034	-2.9	7,800	8,034	-2.9												
Brisbane	8,013	4,662	71.9	8,013	4,662	71.9												
Melbourne	4,355	3,939	10.6	4,355	3,939	10.6												
Sydney	20,085	20,559	-2.3	20,085	20,559	-2.3												
Other	22,745	22,564	0.8	22,745	22,564	0.8												
Apia	656	1,312	-50.0	656	1,312	-50.0												7,550
Christmas Island	488	614	-20.5	488	614	-20.5												5,368
Guam	10,320	10,320	0.0	10,320	10,320	0.0												104,576
Majuro	2,158	1,860	16.0	2,158	1,860	16.0												20,293
Manila	4,790	4,752	0.8	4,790	4,752	0.8												65,100
Nadi	826	164	403.7	826	164	403.7												6,760
Pago Pago	2,331	2,072	12.5	2,331	2,072	12.5												25,382
Papeete	1,176	1,470	-20.0	1,176	1,470	-20.0												13,818

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 (continued)

YTD NOVEMBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
Total Seats	10,845,445	10,231,432	6.0	7,407,896	7,199,717	2.9	2,050,031	1,775,654	15.5	734,488	619,789	18.5	40,274	42,052	-4.2	612,756	594,220	3.1
Scheduled	10,778,017	10,152,374	6.2	7,340,468	7,120,659	3.1	2,050,031	1,775,654	15.5	734,488	619,789	18.5	40,274	42,052	-4.2	612,756	594,220	3.1
Charters	67,428	79,058	-14.7	67,428	79,058	-14.7												
Domestic	7,469,414	6,903,310	8.2	4,264,545	4,079,214	4.5	1,875,782	1,624,692	15.5	703,267	589,406	19.3	40,274	42,052	-4.2	585,546	567,946	3.1
Scheduled	7,417,250	6,851,146	8.3	4,212,381	4,027,050	4.6	1,875,782	1,624,692	15.5	703,267	589,406	19.3	40,274	42,052	-4.2	585,546	567,946	3.1
Charters	52,164	52,164	0.0	52,164	52,164	0.0												
US West	6,576,369	6,078,003	8.2	3,516,712	3,356,097	4.8	1,730,570	1,522,502	13.7	703,267	589,406	19.3	40,274	42,052	-4.2	585,546	567,946	3.1
...Anchorage	58,028	53,211	9.1	43,358	41,316	4.9	8,802	8,393	4.9	5,868	3,502	67.6						
...Bellingham	33,415	54,165	-38.3	21,842	37,302	-41.4	11,573	16,863	-31.4									
...Boise	0	2,954	-100.0	0	2,954	-100.0												
...Denver	142,301	130,471	9.1	96,346	78,484	22.8	27,898	35,243	-20.8	13,390	8,736	53.3				4,667	8,008	-41.7
...Eugene	0	2,280	-100.0	0	2,280	-100.0												
...Fresno	0	4,560	-100.0	0	4,560	-100.0												
...Las Vegas	272,723	271,733	0.4	272,723	271,733	0.4												
...Los Angeles	2,330,266	2,235,364	4.2	1,244,368	1,184,516	5.1	543,135	532,165	2.1	266,733	227,425	17.3	40,274	42,052	-4.2	235,756	249,206	-5.4
...Oakland	360,951	338,189	6.7	124,047	126,654	-2.1	140,948	137,216	2.7	60,474	42,865	41.1				35,482	31,454	12.8
...Phoenix	459,830	444,276	3.5	235,016	232,426	1.1	103,214	98,420	4.9	56,810	55,100	3.1				64,790	58,330	11.1
...Phoenix Mesa	0	4,560	-100.0	0	4,560	-100.0												
...Portland	289,013	276,507	4.5	159,754	154,198	3.6	91,769	87,179	5.3	23,798	21,683	9.8				13,692	13,447	1.8
...Sacramento	140,948	140,210	0.5	86,506	86,506	0.0	54,442	53,704	1.4									
...Salt Lake City	84,537	84,825	-0.3	84,537	84,825	-0.3												
...San Diego	261,522	248,110	5.4	147,422	149,324	-1.3	62,103	66,117	-6.1	18,908	0	NA				33,089	32,669	1.3
...San Francisco	1,034,413	846,984	22.1	525,345	498,159	5.5	298,021	158,151	88.4	132,619	122,606	8.2				78,428	68,068	15.2
...San Jose	328,483	283,940	15.7	124,584	92,894	34.1	140,948	136,964	2.9	31,818	23,471	35.6				31,133	30,611	1.7
...Seattle	779,939	647,694	20.4	350,864	295,436	18.8	247,717	192,087	29.0	92,849	84,018	10.5				88,509	76,153	16.2
...Spokane	0	3,410	-100.0	0	3,410	-100.0												
...Stockton	0	4,560	-100.0	0	4,560	-100.0												
US East	840,881	773,143	8.8	695,669	670,953	3.7	145,212	102,190	42.1									
...Atlanta	108,435	98,297	10.3	108,435	98,297	10.3												
...Chicago	148,647	125,224	18.7	112,871	115,248	-2.1	35,776	9,976	258.6									
...Dallas	261,382	237,620	10.0	151,946	145,406	4.5	109,436	92,214	18.7									
...Houston	113,125	108,266	4.5	113,125	108,266	4.5												
...Minneapolis	4,068	0	NA	4,068	0	NA												
...New York JFK	87,854	84,672	3.8	87,854	84,672	3.8												
...Newark	79,860	80,828	-1.2	79,860	80,828	-1.2												
...Washington D.C.	37,510	38,236	-1.9	37,510	38,236	-1.9												

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 (continued)

YTD NOVEMBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
International	3,377,669	3,328,122	1.5	3,143,351	3,120,503	0.7	174,249	150,962	15.4	31,221	30,383	2.8	0	0	NA	27,210	26,274	3.6
Scheduled	3,360,767	3,301,228	1.8	3,128,087	3,093,609	1.1	174,249	150,962	15.4	31,221	30,383	2.8	0	0	NA	27,210	26,274	3.6
Charters	16,902	26,894	-37.2	15,264	26,894	-43.2												
Japan	1,791,214	1,850,048	-3.2	1,791,214	1,850,048	-3.2												
...Fukuoka	63,481	118,503	-46.4	63,481	118,503	-46.4												
...Nagoya	182,460	200,643	-9.1	182,460	200,643	-9.1												
...Osaka	339,840	334,988	1.4	339,840	334,988	1.4												
...Sapporo	37,037	37,296	-0.7	37,037	37,296	-0.7												
...Tokyo-HND	298,274	302,296	-1.3	298,274	302,296	-1.3												
...Tokyo-NRT	870,122	856,322	1.6	870,122	856,322	1.6												
Canada	400,793	339,895	17.9	168,113	132,276	27.1	174,249	150,962	15.4	31,221	30,383	2.8				27,210	26,274	3.6
...Calgary	36,314	36,943	-1.7	6,831	6,831	0.0	29,483	30,112	-2.1									
...Edmonton	10,350	10,350	0.0				10,350	10,350	0.0									
...Toronto	7,560	0	NA	7,560	0	NA												
...Vancouver	343,997	290,018	18.6	151,150	122,861	23.0	134,416	110,500	21.6	31,221	30,383	2.8				27,210	26,274	3.6
...Victoria	2,572	2,584	-0.5	2,572	2,584	-0.5												
Other Asia	439,060	477,267	-8.0	439,060	477,267	-8.0												
...Beijing	82,569	63,220	30.6	82,569	63,220	30.6												
...Seoul	271,501	308,613	-12.0	271,501	308,613	-12.0												
...Shanghai	56,166	63,614	-11.7	56,166	63,614	-11.7												
...Taipei	28,824	41,820	-31.1	28,824	41,820	-31.1												
Oceania	458,108	391,370	17.1	458,108	391,370	17.1												
...Auckland	85,566	82,828	3.3	85,566	82,828	3.3												
...Brisbane	92,102	46,361	98.7	92,102	46,361	98.7												
...Melbourne	43,954	39,087	12.5	43,954	39,087	12.5												
...Sydney	236,486	223,094	6.0	236,486	223,094	6.0												
Other	271,592	242,648	11.9	271,592	242,648	11.9												
...Apia	8,206	8,692	-5.6	8,206	8,692	-5.6												
...Christmas	5,856	6,066	-3.5	5,856	6,066	-3.5												
...Guam	114,896	115,568	-0.6	114,896	115,568	-0.6												
...Majuro	22,451	22,165	1.3	22,451	22,165	1.3												
...Manila	69,890	42,768	63.4	69,890	42,768	63.4												
...Nadi	7,586	7,118	6.6	7,586	7,118	6.6												
...Pago Pago	27,713	26,159	5.9	27,713	26,159	5.9												
...Papeete	14,994	14,112	6.3	14,994	14,112	6.3												

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