

TABLE 1. TOTAL VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
TOTAL VISITORS	674,699	649,068	3.9	7,088,896	6,800,988	4.2
Domestic	447,730	426,940	4.9	4,802,573	4,563,097	5.2
International	226,969	222,128	2.2	2,286,323	2,237,891	2.2
VISITOR DAYS	5,908,101	5,709,731	3.5	64,292,607	61,931,107	3.8
AVERAGE DAILY CENSUS	190,584	184,185	3.5	211,489	203,721	3.8
TOTAL AIR SEATS	928,866	897,190	3.5	9,918,156	9,343,519	6.2
TOTAL LOAD FACTOR (%)	87.8	87.4	0.5	84.5	86.2	-2.0
ISLANDS VISITED						
O'ahu	433,492	420,898	3.0	4,427,960	4,321,418	2.5
O'ahu only	332,680	314,247	5.9	3,347,379	3,240,084	3.3
O'ahu one day or less	16,404	16,217	1.1	178,976	179,365	-0.2
Kaua'i	92,099	85,321	7.9	979,574	934,073	4.9
Kaua'i only	47,847	43,666	9.6	521,896	492,189	6.0
Kaua'i one day or less	9,421	8,816	6.9	103,881	92,905	11.8
Maui County	193,375	192,168	0.6	2,134,121	2,026,349	5.3
Maui	190,993	188,827	1.1	2,101,188	1,994,644	5.3
Maui only	118,960	113,301	5.0	1,316,535	1,221,245	7.8
Maui one day or less	10,731	11,761	-8.8	128,286	130,837	-1.9
Moloka'i *	4,045	4,907	-17.6	54,673	48,331	13.1
Moloka'i only *	526	443	18.8	6,342	5,178	22.5
Moloka'i one day or less*	1,981	2,687	-26.3	30,140	26,376	14.3
Lāna'i *	3,606	5,403	-33.3	50,246	55,340	-9.2
Lāna'i only *	352	715	-50.7	4,692	6,147	-23.7
Lāna'i one day or less*	2,412	2,925	-17.5	33,673	29,783	13.1
Hawai'i Island	115,759	115,050	0.6	1,253,142	1,202,126	4.2
Kona side	98,518	96,385	2.2	1,064,351	1,009,870	5.4
Hilo side	40,966	42,035	-2.5	457,754	443,588	3.2
Hawai'i Island only	53,474	50,327	6.3	597,832	548,844	8.9
Hawai'i Island one day or less	8,935	11,264	-20.7	103,963	107,244	-3.1
Any Neighbor Island	342,019	334,821	2.1	3,741,518	3,560,904	5.1
NI only	241,207	228,170	5.7	2,660,937	2,479,570	7.3
Oahu & NI	100,812	106,651	-5.5	1,080,581	1,081,334	-0.1
Any one island only	553,839	522,699	6.0	5,794,675	5,513,687	5.1
Multiple Islands	120,860	126,369	-4.4	1,294,221	1,287,300	0.5
Avg. Islands Visited	1.24	1.26	-1.5	1.25	1.26	-0.6
Average Length of Stay in Hawai'i	8.76	8.80	-0.5	9.07	9.11	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	430,809	429,152	0.4	4,420,626	4,345,536	1.7
Hotel only	380,607	380,323	0.1	3,863,763	3,812,811	1.3
Plan to stay in Condo	111,866	108,578	3.0	1,248,757	1,187,817	5.1
Condo only	88,602	84,765	4.5	975,419	921,153	5.9
Plan to stay in Timeshare	67,760	61,426	10.3	681,851	643,598	5.9
Timeshare only	53,666	47,727	12.4	529,073	494,434	7.0
Cruise Ship	11,048	11,641	-5.1	116,357	115,053	1.1
Friends/Relatives	52,976	46,612	13.7	615,073	571,387	7.6
Bed & Breakfast	7,408	7,348	0.8	78,434	68,532	14.4
Other	9,340	8,093	15.4	104,803	91,956	14.0

* 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.)

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	539,520	524,972	2.8	5,912,333	5,678,470	4.1
Honeymoon/Get Married	68,725	86,210	-20.3	533,735	569,567	-6.3
Honeymoon	62,570	79,657	-21.5	480,840	511,976	-6.1
Get Married	10,477	12,924	-18.9	92,755	100,119	-7.4
Pleasure/Vacation	476,331	448,278	6.3	5,434,471	5,171,629	5.1
Mtgs/Conventions/Incentive	47,696	54,932	-13.2	418,380	393,903	6.2
Conventions	29,834	35,756	-16.6	214,121	215,891	-0.8
Corporate Meetings	6,447	8,711	-26.0	71,863	75,994	-5.4
Incentive	12,917	13,538	-4.6	147,997	121,632	21.7
Other Business	22,434	30,024	-25.3	218,348	225,054	-3.0
Visit Friends/Rel.	53,383	47,880	11.5	576,060	547,557	5.2
Gov't/Military	6,249	7,341	-14.9	79,013	76,035	3.9
Attend School	1,016	2,916	-65.1	23,414	24,788	-5.5
Sport Events	12,624	14,475	-12.8	55,951	71,541	-21.8
TRAVEL STATUS						
First Timers (%)**	36.7	37.8	-1.1	34.6	35.3	-0.8
Repeaters (%)**	63.3	62.2	1.1	65.4	64.7	0.8
Average # of Trips	5.00	4.87	2.8	5.02	4.94	1.5
Group Tour	51,687	58,569	-11.8	559,939	566,056	-1.1
Non-Group	623,013	590,499	5.5	6,528,957	6,234,931	4.7
Package Trip	220,801	236,212	-6.5	2,256,433	2,317,128	-2.6
No Package	453,899	412,856	9.9	4,832,463	4,483,859	7.8
Net True Independent	442,524	401,273	10.3	4,722,628	4,386,102	7.7
Ave. Age	46	45	1.5	45	45	0.2
Ave. Party Size	2.07	2.02	2.6	2.23	2.19	1.9

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Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
DOMESTIC VISITORS	447,730	426,940	4.9	4,802,573	4,563,097	5.2
DOMESTIC VISITOR DAYS	4,329,265	4,164,440	4.0	46,962,046	45,448,984	3.3
DOMESTIC AVERAGE DAILY CENSUS	139,654	134,337	4.0	154,480	149,503	3.3
DOMESTIC AIR SEATS	631,716	608,913	3.7	6,833,068	6,301,287	8.4
DOMESTIC LOAD FACTOR (%)	90.7	90.2	0.6	86.7	89.6	-3.2
ISLANDS VISITED						
O'ahu	223,701	213,945	4.6	2,380,699	2,318,983	2.7
O'ahu only	159,526	151,744	5.1	1,706,955	1,641,821	4.0
O'ahu one day or less	14,018	13,973	0.3	152,426	151,570	0.6
Kaua'i	82,368	78,074	5.5	861,681	829,609	3.9
Kaua'i only	46,543	42,867	8.6	497,553	469,135	6.1
Kaua'i one day or less	5,542	5,806	-4.5	63,411	58,785	7.9
Maui County	164,684	159,911	3.0	1,767,624	1,671,161	5.8
Maui	162,567	157,068	3.5	1,740,764	1,644,080	5.9
Maui only	108,772	104,137	4.5	1,177,515	1,089,128	8.1
Maui one day or less	6,027	6,230	-3.3	65,523	66,039	-0.8
Moloka'i *	3,386	3,962	-14.5	42,171	38,565	9.3
Moloka'i only *	445	405	9.8	5,662	4,956	14.2
Moloka'i one day or less*	1,426	1,970	-27.6	20,581	18,770	9.6
Lāna'i *	2,910	4,425	-34.2	38,281	44,357	-13.7
Lāna'i only *	348	706	-50.7	4,426	5,919	-25.2
Lāna'i one day or less*	1,740	2,173	-19.9	23,047	22,636	1.8
Hawai'i Island	89,158	84,241	5.8	953,976	895,147	6.6
Kona side	78,140	73,840	5.8	830,115	775,663	7.0
Hilo side	28,733	27,478	4.6	322,428	310,252	3.9
Hawai'i Island only	49,317	46,154	6.9	540,734	488,013	10.8
Hawai'i Island one day or less	3,843	3,556	8.1	42,202	38,080	10.8
Any Neighbor Island	288,205	275,196	4.7	3,095,619	2,921,276	6.0
NI only	224,029	212,995	5.2	2,421,874	2,244,113	7.9
Oahu & NI	64,175	62,201	3.2	673,744	677,162	-0.5
Any one island only	364,951	346,014	5.5	3,932,846	3,698,973	6.3
Multiple Islands	82,780	80,926	2.3	869,728	864,123	0.6
Avg. Islands Visited	1.26	1.27	-0.7	1.25	1.26	-0.9
Average Length of Stay in Hawai'i	9.67	9.75	-0.9	9.78	9.96	-1.8
ACCOMMODATIONS						
Plan to stay in Hotel	245,720	238,425	3.1	2,619,545	2,520,611	3.9
Hotel only	206,654	199,854	3.4	2,198,348	2,101,261	4.6
Plan to stay in Condo	84,975	85,519	-0.6	916,965	900,981	1.8
Condo only	67,936	67,827	0.2	722,335	700,759	3.1
Plan to stay in Timeshare	56,563	53,317	6.1	562,481	550,337	2.2
Timeshare only	45,183	41,281	9.5	437,929	422,623	3.6
Cruise Ship	9,277	9,902	-6.3	95,615	95,980	-0.4
Friends/Relatives	46,004	43,341	6.1	546,091	506,162	7.9
Bed & Breakfast	5,755	5,705	0.9	59,587	55,055	8.2
Other	8,033	7,432	8.1	91,431	84,009	8.8

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	359,225	337,767	6.4	3,961,714	3,749,670	5.7
Honeymoon/Get Married	28,555	36,700	-22.2	234,078	246,310	-5.0
Honeymoon	24,816	32,903	-24.6	199,370	210,327	-5.2
Get Married	5,115	7,167	-28.6	48,633	56,799	-14.4
Pleasure/Vacation	334,647	308,149	8.6	3,768,790	3,549,027	6.2
Mtgs/Conventions/Incentive	33,567	41,528	-19.2	275,491	286,312	-3.8
Conventions	25,690	30,841	-16.7	163,542	175,118	-6.6
Corporate Meetings	5,293	7,926	-33.2	62,834	66,900	-6.1
Incentive	3,725	5,811	-35.9	61,866	62,437	-0.9
Other Business	19,936	28,276	-29.5	201,486	206,867	-2.6
Visit Friends/Rel.	46,159	44,292	4.2	514,119	484,824	6.0
Gov't/Military	5,556	6,342	-12.4	68,003	67,695	0.5
Attend School	656	2,399	-72.6	14,835	19,014	-22.0
Sport Events	10,662	12,593	-15.3	42,872	55,069	-22.1
TRAVEL STATUS						
First Timers (%)**	30.29	29.9	0.4	29.20	29.4	-0.2
Repeaters (%)**	69.71	70.1	-0.4	70.80	70.6	0.2
Average # of Trips	5.86	5.86	0.0	5.73	5.70	0.5
Group Tour	14,877	18,128	-17.9	165,950	164,781	0.7
Non-Group	432,853	408,812	5.9	4,636,623	4,398,315	5.4
Package Trip	92,208	93,160	-1.0	1,015,677	995,024	2.1
No Package	355,522	333,779	6.5	3,786,896	3,568,073	6.1
Net True Independent	350,676	327,830	7.0	3,733,286	3,515,318	6.2
Ave. Age of Party Head	48	48	-0.4	46	47	-0.3
Ave. Party Size	1.89	1.87	1.0	2.09	2.06	1.3

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Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
INTERNATIONAL VISITORS	226,969	222,128	2.2	2,286,323	2,237,891	2.2
INTERNATIONAL VISITOR DAYS	1,578,836	1,545,291	2.2	17,330,561	16,482,123	5.1
INTERNATIONAL AVERAGE DAILY CENSUS	50,930	49,848	2.2	57,008	54,218	5.1
INTERNATIONAL AIR SEATS	297,150	288,277	3.1	3,085,088	3,042,232	1.4
INTERNATIONAL LOAD FACTOR (%)	81.8	81.7	0.1	79.6	79.3	0.4
ISLANDS VISITED						
O'ahu	209,791	206,953	1.4	2,047,261	2,002,434	2.2
O'ahu only	173,155	162,503	6.6	1,640,424	1,598,262	2.6
O'ahu one day or less	2,385	2,245	6.3	26,550	27,795	-4.5
Kaua'i	9,731	7,247	34.3	117,893	104,464	12.9
Kaua'i only	1,305	798	63.5	24,342	23,054	5.6
Kaua'i one day or less	3,879	3,011	28.8	40,471	34,120	18.6
Maui County	28,691	32,257	-11.1	366,498	355,188	3.2
Maui	28,427	31,759	-10.5	360,424	350,565	2.8
Maui only	10,188	9,164	11.2	139,019	132,117	5.2
Maui one day or less	4,704	5,531	-15.0	62,763	64,798	-3.1
Moloka'i *	659	946	-30.3	12,502	9,766	28.0
Moloka'i only *	81	38	115.0	680	222	206.5
Moloka'i one day or less*	555	717	-22.6	9,559	7,606	25.7
Lāna'i *	696	978	-28.8	11,964	10,983	8.9
Lāna'i only *	4	9	-56.8	266	228	16.7
Lāna'i one day or less*	672	752	-10.6	10,626	7,147	48.7
Hawai'i Island	26,601	30,809	-13.7	299,166	306,979	-2.5
Kona side	20,378	22,545	-9.6	234,237	234,207	0.0
Hilo side	12,233	14,557	-16.0	135,326	133,335	1.5
Hawai'i Island only	4,156	4,173	-0.4	57,098	60,831	-6.1
Hawai'i Island one day or less	5,092	7,707	-33.9	61,762	69,164	-10.7
Any Neighbor Island	53,814	59,625	-9.7	645,899	639,629	1.0
NI only	17,178	15,175	13.2	239,062	235,457	1.5
Oahu & NI	36,636	44,450	-17.6	406,837	404,172	0.7
Any one island only	188,889	176,685	6.9	1,861,829	1,814,714	2.6
Multiple Islands	38,080	45,443	-16.2	424,494	423,177	0.3
Avg. Islands Visited	1.22	1.25	-3.1	1.25	1.24	0.1
Average Length of Stay in Hawai'i	6.96	6.96	0.0	7.58	7.37	2.9
ACCOMMODATIONS						
Plan to stay in Hotel	185,090	190,727	-3.0	1,801,081	1,824,925	-1.3
Hotel only	173,953	180,469	-3.6	1,665,415	1,711,549	-2.7
Plan to stay in Condo	26,892	23,059	16.6	331,792	286,837	15.7
Condo only	20,666	16,938	22.0	253,084	220,394	14.8
Plan to stay in Timeshare	11,197	8,108	38.1	119,370	93,261	28.0
Timeshare only	8,483	6,446	31.6	91,144	71,812	26.9
Cruise Ship	1,771	1,739	1.9	20,742	19,073	8.7
Friends/Relatives	6,972	3,270	113.2	68,982	65,225	5.8
Bed & Breakfast	1,652	1,644	0.5	18,847	13,477	39.8
Other	1,307	662	97.6	13,372	7,947	68.3

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

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TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	180,295	187,205	-3.7	1,950,618	1,928,800	1.1
Honeymoon/Get Married	40,170	49,510	-18.9	299,657	323,256	-7.3
Honeymoon	37,753	46,754	-19.3	281,469	301,649	-6.7
Get Married	5,362	5,757	-6.9	44,122	43,320	1.9
Pleasure/Vacation	141,684	140,129	1.1	1,665,680	1,622,602	2.7
Mtgs/Conventions/Incentive	14,129	13,404	5.4	142,888	107,590	32.8
Conventions	4,144	4,915	-15.7	50,579	40,773	24.0
Corporate Meetings	1,154	785	47.0	9,030	9,095	-0.7
Incentive	9,192	7,727	19.0	86,131	59,195	45.5
Other Business	2,498	1,748	42.9	16,862	18,187	-7.3
Visit Friends/Rel.	7,224	3,588	101.3	61,941	62,734	-1.3
Gov't/Military	693	998	-30.5	11,010	8,340	32.0
Attend School	360	516	-30.3	8,579	5,773	48.6
Sport Events	1,962	1,881	4.3	13,079	16,472	-20.6
TRAVEL STATUS						
First Timers (%)**	49.38	53.0	-3.6	45.80	47.3	-1.5
Repeaters (%)**	50.62	47.0	3.6	54.20	52.7	1.5
Average # of Trips	3.32	2.95	12.3	3.53	3.40	3.7
Group Tour	36,810	40,441	-9.0	393,989	401,275	-1.8
Non-Group	190,159	181,687	4.7	1,892,334	1,836,616	3.0
Package Trip	128,593	143,052	-10.1	1,240,756	1,322,104	-6.2
No Package	98,376	79,076	24.4	1,045,567	915,787	14.2
Net True Independent	91,848	73,443	25.1	989,342	870,784	13.6
Ave. Age of Party Head	43	41	5.7	43	42	1.4
Ave. Party Size	2.45	2.32	5.5	2.53	2.45	3.5

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Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	272,539	260,888	4.5	2,911,283	2,714,903	7.2
Domestic	264,712	251,889	5.1	2,838,507	2,639,823	7.5
International	7,827	8,999	-13.0	72,776	75,080	-3.1
VISITOR DAYS	2,510,802	2,438,764	3.0	26,916,611	25,601,690	5.1
AVERAGE DAILY CENSUS	80,994	78,670	3.0	88,541	84,216	5.1
ISLANDS VISITED						
O'ahu	116,832	115,505	1.1	1,268,037	1,226,291	3.4
O'ahu only	92,131	89,009	3.5	1,002,247	954,872	5.0
O'ahu one day or less	5,395	5,509	-2.1	59,512	62,593	-4.9
Kaua'i	49,299	45,317	8.8	503,422	474,536	6.1
Kaua'i only	35,051	31,128	12.6	359,420	333,057	7.9
Kaua'i one day or less	2,158	2,002	7.8	25,593	21,294	20.2
Maui County	99,506	99,592	-0.1	1,051,726	971,770	8.2
Maui	98,209	97,831	0.4	1,036,025	954,827	8.5
Maui only	78,486	75,712	3.7	819,987	741,776	10.5
Maui one day or less	2,488	2,981	-16.5	28,946	26,703	8.4
Moloka'i *	1,692	1,885	-10.2	22,053	19,648	12.2
Moloka'i only *	306	290	5.7	3,786	3,479	8.8
Moloka'i one day or less*	655	820	-20.2	10,270	8,262	24.3
L?na'i *	1,447	2,279	-36.5	19,307	22,886	-15.6
L?na'i only *	232	526	-56.0	2,890	4,023	-28.1
L?na'i one day or less*	813	995	-18.4	11,318	10,889	3.9
Hawai'i Island	47,539	43,422	9.5	517,962	469,243	10.4
Kona side	41,995	38,324	9.6	458,084	414,597	10.5
Hilo side	13,155	12,595	4.4	149,169	136,717	9.1
Hawai'i Island only	32,263	28,547	13.0	362,427	317,979	14.0
Hawai'i Island one day or less	1,864	1,558	19.7	19,504	17,784	9.7
Any Neighbor Island	180,408	171,879	5.0	1,909,036	1,760,031	8.5
NI only	155,707	145,383	7.1	1,643,246	1,488,612	10.4
Oahu & NI	24,702	26,496	-6.8	265,790	271,419	-2.1
Any one island only	238,468	225,211	5.9	2,550,758	2,355,186	8.3
Multiple Islands	34,071	35,677	-4.5	360,525	359,717	0.2
Avg. Islands Visited	1.16	1.17	-1.5	1.16	1.17	-0.9
Average Length of Stay in Hawai'i	9.21	9.35	-1.4	9.25	9.43	-2.0
ACCOMMODATIONS						
Plan to stay in Hotel	134,162	132,522	1.2	1,451,206	1,367,683	6.1
Hotel only	115,141	112,909	2.0	1,240,222	1,158,812	7.0
Plan to stay in Condo	58,973	59,848	-1.5	628,673	605,192	3.9
Condo only	48,988	48,951	0.1	515,992	490,195	5.3
Plan to stay in Timeshare	39,796	36,316	9.6	379,383	362,475	4.7
Timeshare only	32,572	28,792	13.1	304,539	286,069	6.5
Cruise Ship	2,203	2,510	-12.3	25,314	24,390	3.8
Friends/Relatives	29,643	27,944	6.1	341,507	318,056	7.4
Bed & Breakfast	2,711	2,736	-0.9	29,163	24,907	17.1
Other	4,959	4,614	7.5	54,273	49,254	10.2

* Sample sizes for Moloka'i and L?na'i are relatively small.

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	221,228	209,417	5.6	2,431,251	2,248,888	8.1
Honeymoon/Get Married	14,018	18,488	-24.2	117,270	123,428	-5.0
Honeymoon	11,280	16,045	-29.7	95,033	100,621	-5.6
Get Married	3,487	4,325	-19.4	29,666	34,192	-13.2
Pleasure/Vacation	209,390	195,164	7.3	2,336,998	2,151,152	8.6
Mtgs/Conventions/Incentive	15,743	20,805	-24.3	128,880	131,961	-2.3
Conventions	10,965	15,023	-27.0	77,592	79,013	-1.8
Corporate Meetings	3,152	4,382	-28.1	33,024	35,823	-7.8
Incentive	2,051	2,944	-30.3	23,415	25,554	-8.4
Other Business	13,147	18,032	-27.1	126,380	132,138	-4.4
Visit Friends/Rel.	29,781	28,434	4.7	317,205	300,798	5.5
Gov't/Military	2,369	2,991	-20.8	28,186	29,669	-5.0
Attend School	316	1,411	-77.6	8,203	11,140	-26.4
Sport Events	4,347	6,219	-30.1	25,780	33,137	-22.2
TRAVEL STATUS						
First Timers (%)**	18.7	19.1	-0.5	19.2	19.1	0.1
Repeaters (%)**	81.3	80.9	0.5	80.8	80.9	-0.1
Average # of Trips	7.24	7.11	1.8	6.91	6.91	0.0
Group Tour	4,708	6,088	-22.7	55,949	54,690	2.3
Non-Group	267,831	254,800	5.1	2,855,334	2,660,213	7.3
Package Trip	48,922	46,649	4.9	546,234	513,256	6.4
No Package	223,617	214,239	4.4	2,365,049	2,201,647	7.4
Net True Independent	221,610	211,448	4.8	2,341,654	2,179,297	7.4
Ave. Age	48	48	0.0	46	47	-0.3
Ave. Party Size	1.96	1.94	0.9	2.18	2.14	1.7

** 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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	130,655	124,032	5.3	1,502,596	1,468,486	2.3
Domestic	124,603	117,772	5.8	1,440,502	1,396,177	3.2
International	6,052	6,260	-3.3	62,094	72,309	-14.1
VISITOR DAYS	1,284,437	1,227,871	4.6	15,449,835	15,219,535	1.5
AVERAGE DAILY CENSUS	41,433	39,609	4.6	50,822	50,064	1.5
ISLANDS VISITED						
O'ahu	80,912	73,609	9.9	885,448	873,174	1.4
O'ahu only	51,012	45,692	11.6	551,082	537,719	2.5
O'ahu one day or less	7,101	7,006	1.4	80,863	79,349	1.9
Kaua'i	25,423	25,492	-0.3	290,563	294,250	-1.3
Kaua'i only	8,894	9,122	-2.5	111,438	112,481	-0.9
Kaua'i one day or less	3,077	3,231	-4.8	33,889	33,416	1.4
Maui County	47,614	46,093	3.3	575,257	556,559	3.4
Maui	47,002	45,316	3.7	566,650	548,121	3.4
Maui only	22,338	21,442	4.2	286,696	267,613	7.1
Maui one day or less	3,217	3,324	-3.2	34,166	38,328	-10.9
Moloka'i *	1,165	1,543	-24.5	16,444	14,222	15.6
Moloka'i only *	106	92	16.4	1,465	1,148	27.6
Moloka'i one day or less*	546	933	-41.4	9,221	7,980	15.6
Lāna'i *	1,085	1,615	-32.8	15,647	18,668	-16.2
Lāna'i only *	86	130	-33.8	1,198	1,526	-21.5
Lāna'i one day or less*	708	957	-26.0	10,022	9,758	2.7
Hawai'i Island	29,537	30,215	-2.2	338,660	336,944	0.5
Kona side	24,719	25,971	-4.8	285,417	285,615	-0.1
Hilo side	12,581	12,192	3.2	141,774	138,470	2.4
Hawai'i Island only	11,578	12,489	-7.3	135,749	131,670	3.1
Hawai'i Island one day or less	1,944	1,947	-0.1	20,581	19,731	4.3
Any Neighbor Island	79,643	78,340	1.7	951,514	930,766	2.2
NI only	49,744	50,423	-1.3	617,148	595,312	3.7
Oahu & NI	29,900	27,917	7.1	334,366	335,454	-0.3
Any one island only	94,014	88,966	5.7	1,087,629	1,052,157	3.4
Multiple Islands	36,641	35,066	4.5	414,968	416,328	-0.3
Avg. Islands Visited	1.42	1.43	-1.2	1.41	1.42	-1.0
Average Length of Stay in Hawai'i	9.83	9.90	-0.7	10.28	10.36	-0.8
ACCOMMODATIONS						
Plan to stay in Hotel	82,709	79,146	4.5	920,053	910,099	1.1
Hotel only	67,405	64,531	4.5	746,413	736,010	1.4
Plan to stay in Condo	17,628	18,096	-2.6	223,980	222,928	0.5
Condo only	12,542	12,393	1.2	156,640	153,268	2.2
Plan to stay in Timeshare	13,733	14,246	-3.6	160,460	162,936	-1.5
Timeshare only	10,404	10,692	-2.7	117,712	119,336	-1.4
Cruise Ship	5,699	5,537	2.9	59,904	60,013	-0.2
Friends/Relatives	14,512	12,384	17.2	179,003	168,420	6.3
Bed & Breakfast	2,331	2,049	13.8	20,489	20,574	-0.4
Other	2,826	2,189	29.1	30,213	28,519	5.9

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	98,227	93,248	5.3	1,185,759	1,159,680	2.2
Honeymoon/Get Married	10,627	13,058	-18.6	86,534	91,877	-5.8
Honeymoon	9,785	12,093	-19.1	76,893	81,108	-5.2
Get Married	1,317	1,944	-32.3	14,818	17,979	-17.6
Pleasure/Vacation	88,764	82,181	8.0	1,112,794	1,082,435	2.8
Mtgs/Conventions/Incentive	15,973	16,694	-4.3	127,758	130,987	-2.5
Conventions	12,572	12,578	0.0	73,478	81,061	-9.4
Corporate Meetings	2,048	3,001	-31.8	26,545	27,280	-2.7
Incentive	1,958	2,291	-14.6	34,236	30,599	11.9
Other Business	6,493	8,297	-21.7	65,988	65,427	0.9
Visit Friends/Rel.	14,536	13,087	11.1	173,445	164,201	5.6
Gov't/Military	3,140	3,180	-1.3	38,133	37,169	2.6
Attend School	192	586	-67.3	4,164	5,450	-23.6
Sport Events	3,212	3,564	-9.9	10,597	15,685	-32.4
TRAVEL STATUS						
First Timers (%)**	43.3	43.5	-0.2	41.7	41.9	-0.3
Repeaters (%)**	56.7	56.5	0.2	58.3	58.1	0.3
Average # of Trips	4.08	4.10	-0.6	4.08	4.08	0.2
Group Tour	4,764	7,145	-33.3	73,310	73,804	-0.7
Non-Group	125,891	116,888	7.7	1,429,286	1,394,681	2.5
Package Trip	27,262	28,565	-4.6	330,473	334,699	-1.3
No Package	103,394	95,468	8.3	1,172,123	1,133,787	3.4
Net True Independent	101,846	93,580	8.8	1,150,462	1,112,934	3.4
Ave. Age	49	49	-0.2	47	48	-0.6
Ave. Party Size	1.75	1.75	-0.1	1.98	1.96	0.7

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	134,989	134,794	0.1	1,252,309	1,263,538	-0.9
Domestic	762	967	-21.2	7,954	8,336	-4.6
International	134,227	133,827	0.3	1,244,355	1,255,202	-0.9
VISITOR DAYS	761,988	755,289	0.9	7,363,596	7,339,603	0.3
AVERAGE DAILY CENSUS	24,580	24,364	0.9	24,222	24,143	0.3
ISLANDS VISITED						
O'ahu	131,418	131,204	0.2	1,214,959	1,226,839	-1.0
O'ahu only	117,854	114,797	2.7	1,078,411	1,068,448	0.9
O'ahu one day or less	765	1,010	-24.3	8,655	8,684	-0.3
Kaua'i	2,115	1,336	58.3	21,380	18,795	13.8
Kaua'i only	292	172	69.6	2,149	1,736	23.8
Kaua'i one day or less	1,558	794	96.2	13,151	12,186	7.9
Maui County	4,088	4,598	-11.1	52,426	50,891	3.0
Maui	4,020	4,499	-10.6	50,514	49,192	2.7
Maui only	915	622	47.1	9,361	8,564	9.3
Maui one day or less	1,322	2,000	-33.9	16,895	19,845	-14.9
Moloka'i *	34	11	206.7	1,857	1,777	4.5
Moloka'i only *	0	0	0.0	38	8	390.6
Moloka'i one day or less*	32	9	259.7	1,045	1,494	-30.1
Lāna'i *	68	151	-55.2	1,159	1,172	-1.1
Lāna'i only *	4	0	0.0	63	83	-24.8
Lāna'i one day or less*	63	94	-32.4	987	751	31.4
Hawai'i Island	12,518	15,342	-18.4	119,442	144,397	-17.3
Kona side	9,411	11,268	-16.5	90,595	101,549	-10.8
Hilo side	4,038	5,234	-22.8	38,561	56,395	-31.6
Hawai'i Island only	2,101	2,685	-21.8	23,105	24,800	-6.8
Hawai'i Island one day or less	2,809	3,849	-27.0	27,113	39,058	-30.6
Any Neighbor Island	17,135	19,997	-14.3	173,898	195,091	-10.9
NI only	3,571	3,590	-0.5	37,350	36,699	1.8
Oahu & NI	13,563	16,406	-17.3	136,548	158,391	-13.8
Any one island only	121,166	118,277	2.4	1,113,127	1,103,638	0.9
Multiple Islands	13,823	16,517	-16.3	139,182	159,900	-13.0
Avg. Islands Visited	1.11	1.13	-1.7	1.13	1.14	-1.4
Average Length of Stay in Hawai'i	5.64	5.60	0.7	5.88	5.81	1.2
ACCOMMODATIONS						
Plan to stay in Hotel	115,027	121,011	-4.9	1,052,605	1,102,254	-4.5
Hotel only	112,443	118,973	-5.5	1,022,637	1,075,881	-4.9
Plan to stay in Condo	14,285	9,219	55.0	143,675	119,749	20.0
Condo only	12,105	8,026	50.8	117,512	99,146	18.5
Plan to stay in Timeshare	6,875	5,292	29.9	69,939	54,131	29.2
Timeshare only	5,367	4,253	26.2	56,611	43,967	28.8
Cruise Ship	144	121	18.5	2,107	1,968	7.1
Friends/Relatives	1,517	1,202	26.2	14,856	11,887	25.0
Bed & Breakfast	52	141	-63.2	1,370	1,065	28.6
Other	61	90	-32.7	2,307	1,586	45.5

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	102,108	109,979	-7.2	1,029,412	1,067,626	-3.6
Honeymoon/Get Married	27,827	33,808	-17.7	201,400	222,466	-9.5
Honeymoon	26,256	31,793	-17.4	189,262	208,217	-9.1
Get Married	4,283	4,913	-12.8	34,438	34,964	-1.5
Pleasure/Vacation	75,670	78,171	-3.2	838,339	858,816	-2.4
Mtgs/Conventions/Incentive	9,628	7,575	27.1	87,228	58,903	48.1
Conventions	1,538	763	101.5	15,490	9,235	67.7
Corporate Meetings	697	379	83.7	2,612	2,845	-8.2
Incentive	7,745	6,434	20.4	70,646	47,423	49.0
Other Business	611	498	22.6	5,487	5,675	-3.3
Visit Friends/Rel.	2,331	1,659	40.5	19,865	18,851	5.4
Gov't/Military	124	245	-49.3	474	866	-45.2
Attend School	308	103	199.9	5,689	2,124	167.9
Sport Events	652	686	-5.0	7,739	9,505	-18.6
TRAVEL STATUS						
First Timers (%)**	45.5	48.4	-2.9	39.0	40.9	-1.9
Repeaters (%)**	54.5	51.6	2.9	61.0	59.1	1.9
Average # of Trips	3.57	3.24	10.2	4.07	3.93	3.7
Group Tour	28,797	30,408	-5.3	286,087	300,289	-4.7
Non-Group	106,192	104,386	1.7	966,222	963,250	0.3
Package Trip	93,424	106,307	-12.1	860,570	942,375	-8.7
No Package	41,565	28,487	45.9	391,739	321,164	22.0
Net True Independent	35,632	24,634	44.6	346,978	287,938	20.5
Ave. Age	42	40	6.4	43	42	2.2
Ave. Party Size	2.62	2.42	8.3	2.70	2.62	3.0

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	29,395	30,001	-2.0	410,533	409,413	0.3
Domestic	11,374	15,510	-26.7	134,622	161,920	-16.9
International	18,021	14,491	24.4	275,911	247,493	11.5
VISITOR DAYS	353,451	382,166	-7.5	5,197,609	5,228,733	-0.6
AVERAGE DAILY CENSUS	11,402	12,328	-7.5	17,097	17,200	-0.6
ISLANDS VISITED						
O'ahu	12,537	13,400	-6.4	172,150	167,775	2.6
O'ahu only	7,639	8,288	-7.8	111,220	104,827	6.1
O'ahu one day or less	633	731	-13.4	8,340	9,474	-12.0
Kaua'i	4,738	4,243	11.7	60,507	61,527	-1.7
Kaua'i only	1,828	1,723	6.1	28,317	28,809	-1.7
Kaua'i one day or less	674	391	72.5	6,901	6,937	-0.5
Maui County	15,738	15,604	0.9	206,490	211,993	-2.6
Maui	15,680	15,432	1.6	204,827	210,779	-2.8
Maui only	10,510	10,412	0.9	145,434	148,031	-1.8
Maui one day or less	790	552	43.1	8,061	9,114	-11.5
Moloka'i *	387	387	0.0	3,885	3,986	-2.5
Moloka'i only *	22	6	298.0	504	286	75.8
Moloka'i one day or less*	315	223	41.5	2,013	2,355	-14.5
Lāna'i *	225	344	-34.7	3,389	3,982	-14.9
Lāna'i only *	7	28	-73.8	255	167	52.6
Lāna'i one day or less*	169	173	-2.1	2,300	2,503	-8.1
Hawai'i Island	6,038	5,935	1.7	85,426	83,848	1.9
Kona side	5,497	5,453	0.8	78,285	76,964	1.7
Hilo side	2,360	2,044	15.5	30,720	28,237	8.8
Hawai'i Island only	2,798	2,886	-3.1	43,432	43,596	-0.4
Hawai'i Island one day or less	212	189	12.5	3,305	3,850	-14.2
Any Neighbor Island	21,756	21,713	0.2	299,313	304,586	-1.7
NI only	16,858	16,601	1.5	238,383	241,638	-1.3
Oahu & NI	4,898	5,112	-4.2	60,929	62,947	-3.2
Any one island only	22,804	23,343	-2.3	329,161	325,717	1.1
Multiple Islands	6,591	6,658	-1.0	81,372	83,696	-2.8
Avg. Islands Visited	1.35	1.32	1.7	1.29	1.30	-0.6
Average Length of Stay in Hawai'i	12.02	12.74	-5.6	12.66	12.77	-0.9
ACCOMMODATIONS						
Plan to stay in Hotel	13,597	14,093	-3.5	184,142	188,144	-2.1
Hotel only	9,893	10,319	-4.1	138,148	141,769	-2.6
Plan to stay in Condo	10,237	11,558	-11.4	154,640	158,996	-2.7
Condo only	8,128	9,097	-10.6	125,679	128,981	-2.6
Plan to stay in Timeshare	3,937	2,944	33.7	41,973	39,160	7.2
Timeshare only	2,935	2,230	31.6	29,703	27,537	7.9
Cruise Ship	1,053	963	9.4	9,158	8,976	2.0
Friends/Relatives	1,604	1,464	9.5	21,495	19,372	11.0
Bed & Breakfast	502	459	9.5	7,507	6,383	17.6
Other	346	369	-6.4	5,308	4,218	25.8

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	26,402	26,592	-0.7	378,728	378,140	0.2
Honeymoon/Get Married	1,916	1,841	4.0	15,252	15,761	-3.2
Honeymoon	1,726	1,502	14.9	13,295	12,984	2.4
Get Married	235	451	-48.0	2,890	3,800	-23.9
Pleasure/Vacation	24,705	25,128	-1.7	366,562	365,290	0.3
Mtgs/Conventions/Incentive	1,428	2,201	-35.1	19,321	19,294	0.1
Conventions	1,102	1,817	-39.4	14,163	13,274	6.7
Corporate Meetings	85	205	-58.4	2,152	3,728	-42.3
Incentive	260	257	1.0	3,695	3,426	7.9
Other Business	284	770	-63.1	4,283	4,914	-12.8
Visit Friends/Rel.	1,226	1,233	-0.6	16,072	15,608	3.0
Gov't/Military	23	59	-61.0	1,063	1,302	-18.3
Attend School	30	120	-75.3	1,002	790	26.9
Sport Events	656	1,044	-37.1	3,818	4,376	-12.8
TRAVEL STATUS						
First Timers (%)**	39.7	35.5	4.2	35.1	36.1	-1.0
Repeaters (%)**	60.3	64.5	-4.2	64.9	63.9	1.0
Average # of Trips	3.82	4.09	-6.7	3.94	3.88	1.4
Group Tour	773	841	-8.0	10,798	10,096	7.0
Non-Group	28,622	29,160	-1.8	399,735	399,317	0.1
Package Trip	6,177	6,630	-6.8	86,995	90,315	-3.7
No Package	23,218	23,371	-0.7	323,538	319,098	1.4
Net True Independent	23,045	23,098	-0.2	320,334	315,903	1.4
Ave. Age	46	48	-3.3	48	48	-0.3
Ave. Party Size	1.98	1.96	1.1	2.21	2.16	2.1

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

Source: Hawai'i Tourism Authority

October 2015 Arrivals at a Glance

CATEGORY AND MMA	Oct 2015p	Oct 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,158.0	1,183.7	-2.2	12,495.6	12,228.6	2.2
Total by air	1,152.7	1,180.2	-2.3	12,460.1	12,193.2	2.2
U.S. West	406.3	401.9	1.1	4,376.5	4,115.5	6.3
U.S. East	268.1	263.3	1.8	3,082.6	3,126.1	-1.4
Japan	195.2	214.2	-8.9	1,798.1	1,997.0	-10.0
Canada	58.0	73.9	-21.5	862.8	850.5	1.4
All Others	225.0	227.0	-0.9	2,340.1	2,104.1	11.2
Visitor arrivals by cruise ships	5.3	3.4	57	35.5	35.4	0.4
TOTAL VISITOR DAYS	5,993,699	5,767,782	3.9	64,790,308	62,470,434	3.7
Total by air	5,908,101	5,709,731	3.5	64,292,607	61,931,107	3.8
U.S. West	2,510,802	2,438,764	3.0	26,916,611	25,601,690	5.1
U.S. East	1,284,437	1,227,871	4.6	15,449,835	15,219,535	1.5
Japan	761,988	755,289	0.9	7,363,596	7,339,603	0.3
Canada	353,451	382,166	-7.5	5,197,609	5,228,733	-0.6
All Others	997,424	905,641	10.1	9,364,957	8,541,547	9.6
Visitor arrivals by cruise ships	85,599	58,051	47	497,700	539,327	-7.7
VISITOR ARRIVALS	692,930	661,006	4.8	7,193,758	6,904,068	4.2
Total by air	674,699	649,068	3.9	7,088,896	6,800,988	4.2
U.S. West	272,539	260,888	4.5	2,911,283	2,714,903	7.2
U.S. East	130,655	124,032	5.3	1,502,596	1,468,486	2.3
Japan	134,989	134,794	0.1	1,252,309	1,263,538	-0.9
Canada	29,395	30,001	-2.0	410,533	409,413	0.3
All Others	107,121	99,353	7.8	1,012,175	944,648	7.1
Visitor arrivals by cruise ships	18,231	11,938	53	104,862	103,080	1.7
AVERAGE LENGTH OF STAY	8.65	8.73	-0.9	9.01	9.05	-0.5
Total by air	8.76	8.80	-0.5	9.07	9.11	-0.4
U.S. West	9.21	9.35	-1.4	9.25	9.43	-2.0
U.S. East	9.83	9.90	-0.7	10.28	10.36	-0.8
Japan	5.64	5.60	0.7	5.88	5.81	1.2
Canada	12.02	12.74	-5.6	12.66	12.77	-0.9
All Others	9.31	9.12	2.1	9.25	9.04	2.3
Visitor arrivals by cruise ships	4.70	5	-3	4.75	5.23	-9.3
PER PERSON PER DAY SPENDING (\$)	193.2	205.2	-5.9	192.9	195.7	-1.5
Total by air	195.1	206.7	-5.6	193.8	196.9	-1.6
U.S. West	161.8	164.8	-1.8	162.6	160.7	1.1
U.S. East	208.8	214.4	-2.7	199.5	205.4	-2.9
Japan	256.2	283.6	-9.7	244.2	272.1	-10.3
Canada	164.2	193.4	-15.1	166.0	162.7	2.0
All Others	225.6	250.6	-10.0	249.9	246.3	1.4
Visitor arrivals by cruise ships	62.5	59	6	71.4	65.6	8.8
PER PERSON PER TRIP SPENDING (\$)	1,671.2	1,790.7	-6.7	1,737.0	1,771.2	-1.9
Total by air	1,708.4	1,818.4	-6.0	1,757.7	1,792.9	-2.0
U.S. West	1,490.9	1,540.3	-3.2	1,503.3	1,515.9	-0.8
U.S. East	2,052.2	2,122.9	-3.3	2,051.5	2,128.8	-3.6
Japan	1,446.3	1,589.2	-9.0	1,435.9	1,580.5	-9.1
Canada	1,974.1	2,463.6	-19.9	2,101.5	2,077.4	1.2
All Others	2,100.2	2,284.3	-8.1	2,312.0	2,227.4	3.8
Visitor arrivals by cruise ships	293.3	285.4	2.7	338.7	343.3	-1.3

P=Preliminary data.

Source:Hawai'i Tourism Authority

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
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
	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
	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
	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
	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
	Canada	\$187.6	\$341.7	\$504.2	\$592.3	\$637.7	\$669.9	\$717.2	\$766.5	\$804.7	\$862.8
	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
	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
Visitor days	TOTAL (air +)	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
	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
	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
	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
	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
	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
	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
Visitor arrivals	TOTAL (air +)	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
	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
	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
	Japan	110,969	231,480	358,880	457,120	569,606	688,517	822,621	980,164	1,117,320	1,252,309
	Canada	72,343	137,598	214,835	260,257	286,716	305,431	332,420	360,634	381,138	410,533
	All Other	97,972	180,821	267,701	360,240	470,911	569,957	681,852	792,723	905,055	1,012,175
	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
length of stay	TOTAL (air +)	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
	U.S. West	10.85	10.10	9.63	9.41	9.31	9.34	9.35	9.29	9.25	9.25
	U.S. East	12.78	11.84	10.97	10.64	10.47	10.44	10.42	10.36	10.33	10.28
	Japan	5.84	5.78	5.80	5.78	5.76	5.76	5.82	5.92	5.91	5.88
	Canada	14.65	14.07	13.59	13.34	13.12	13.01	12.91	12.79	12.71	12.66
	All Other	9.90	9.44	9.34	9.26	9.16	9.16	9.22	9.28	9.25	9.25
	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
Per Person Per Day Spending*	TOTAL (air+)	\$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
	U.S. West	\$161.6	\$162.8	\$162.2	\$162.2	\$163.8	\$162.6	\$162.5	\$162.4	\$162.7	\$162.6
	U.S. East	\$209.4	\$201.3	\$196.3	\$196.1	\$197.0	\$198.2	\$198.3	\$198.3	\$198.7	\$199.5
	Japan	\$260.0	\$256.8	\$244.6	\$244.1	\$248.0	\$249.0	\$247.0	\$242.6	\$242.8	\$244.2
	Canada	\$177.0	\$176.6	\$172.7	\$170.6	\$169.6	\$168.6	\$167.1	\$166.2	\$166.2	\$166.0
	All Other	\$250.1	\$257.3	\$255.4	\$268.4	\$262.9	\$261.0	\$257.4	\$254.6	\$252.8	\$249.9
	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
Per Person Per Trip Spending*	TOTAL (air+)	\$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	\$1,792.6	\$1,784.8	\$1,770.7	\$1,762.9	\$1,757.7
	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
	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
	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
	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
	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
	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

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

October 2015 Island Highlights

CATEGORY AND ISLAND	Oct 2015p	Oct 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,158.0	1,183.7	-2.2	12,495.6	12,228.6	2.2
Total by air	1,152.7	1,180.2	-2.3	12,460.1	12,193.2	2.2
O'ahu	554.9	611.5	-9.3	5,972.4	6,072.2	-1.6
Maui	312.1	307.9	1.4	3,526.9	3,330.6	5.9
Moloka'i	2.3	2.6	-11.5	26.7	27.6	-3.2
Lāna'i	1.5	5.5	-72.2	41.9	59.2	-29.2
Kaua'i	125.5	108.1	16.1	1,338.2	1,163.4	15.0
Hawai'i Island	156.4	144.7	8.1	1,554.0	1,540.1	0.9
Visitor arrivals by cruise ships	5.3	3.4	56.9	35.5	35.4	0.4
TOTAL VISITOR DAYS	5,993,699	5,767,782	3.9	64,790,308	62,470,434	3.7
Total by air	5,908,101	5,709,731	3.5	64,292,607	61,931,107	3.8
O'ahu	2,790,669	2,689,610	3.8	30,148,058	29,153,835	3.4
Maui	1,543,611	1,527,483	1.1	17,024,313	16,256,819	4.7
Moloka'i	21,766	21,483	1.3	231,254	213,789	8.2
Lāna'i	10,193	16,906	-39.7	135,112	178,144	-24.2
Kaua'i	676,872	635,967	6.4	7,418,975	7,172,280	3.4
Hawai'i Island	864,989	818,282	5.7	9,334,896	8,956,240	4.2
Visitor arrivals by cruise ships	85,599	58,051	47.5	497,700	539,327	-7.7
VISITOR ARRIVALS	692,930	661,006	4.8	7,193,758	6,904,068	4.2
Total by air	674,699	649,068	3.9	7,088,896	6,800,988	4.2
O'ahu	433,492	420,898	3.0	4,427,960	4,321,418	2.5
Maui	190,993	188,827	1.1	2,101,188	1,994,644	5.3
Moloka'i	4,045	4,907	-17.6	54,673	48,331	13.1
Lāna'i	3,606	5,403	-33.3	50,246	55,340	-9.2
Kaua'i	92,099	85,321	7.9	979,574	934,073	4.9
Hawai'i Island	115,759	115,050	0.6	1,253,142	1,202,126	4.2
Visitor arrivals by cruise ships	18,231	11,938	52.7	104,862	103,080	1.7
AVERAGE LENGTH OF STAY	8.65	8.73	-0.9	9.01	9.05	-0.5
Total by air	8.76	8.80	-0.5	9.07	9.11	-0.4
O'ahu	6.44	6.39	0.7	6.81	6.75	0.9
Maui	8.08	8.09	-0.1	8.10	8.15	-0.6
Moloka'i	5.38	4.38	22.9	4.23	4.42	-4.4
Lāna'i	2.83	3.13	-9.7	2.69	3.22	-16.5
Kaua'i	7.35	7.45	-1.4	7.57	7.68	-1.4
Hawai'i Island	7.47	7.11	5.1	7.45	7.45	0.0
Visitor arrivals by cruise ships	4.70	4.9	-3.4	4.75	5.23	-9.3
PER PERSON PER DAY SPENDING (\$)	193.2	205.2	-5.9	192.9	195.7	-1.5
Total by air	195.1	206.7	-5.6	193.8	196.9	-1.6
O'ahu	198.8	227.4	-12.5	198.1	208.3	-4.9
Maui	202.2	201.6	0.3	207.2	204.9	1.1
Moloka'i	104.0	119.0	-12.6	115.5	129.1	-10.5
Lāna'i	149.5	324.7	-54.0	310.3	332.6	-6.7
Kaua'i	185.3	169.9	9.1	180.4	162.2	11.2
Hawai'i Island	180.8	176.9	2.2	166.5	172.0	-3.2
Visitor arrivals by cruise ships	62.5	58.7	6.4	71.4	65.6	8.8
PER PERSON PER TRIP SPENDING (\$)	1,671.2	1,790.7	-6.7	1,737.0	1,771.2	-1.9
Total by air	1,708.4	1,818.4	-6.0	1,757.7	1,792.9	-2.0
O'ahu	1,280.1	1,453.0	-11.9	1,348.8	1,405.2	-4.0
Maui	1,634.3	1,630.5	0.2	1,678.5	1,669.8	0.5
Moloka'i	559.7	521.2	7.4	488.4	570.9	-14.4
Lāna'i	422.6	1,016.0	-58.4	834.4	1,070.5	-22.1
Kaua'i	1,362.2	1,266.5	7.6	1,366.1	1,245.5	9.7
Hawai'i Island	1,351.1	1,257.9	7.4	1,240.1	1,281.2	-3.2
Visitor arrivals by cruise ships	293.3	285.4	2.7	338.7	343.3	-1.3

P=Preliminary data.

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2015

2015P	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
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
	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
	O'ahu	\$606.4	\$530.2	\$568.9	\$556.4	\$618.2	\$652.7	\$686.7	\$637.7	\$560.2	\$554.9
	Maui	\$446.7	\$367.5	\$381.9	\$343.1	\$308.5	\$366.4	\$387.8	\$333.6	\$279.1	\$312.1
	Moloka'i	\$4.4	\$3.5	\$3.9	\$1.7	\$2.4	\$3.0	\$1.9	\$2.1	\$1.6	\$2.3
	Lāna'i	\$6.5	\$6.5	\$9.0	\$5.7	\$3.6	\$4.8	\$1.2	\$1.9	\$1.2	\$1.5
	Kaua'i	\$151.8	\$129.9	\$138.0	\$116.9	\$136.2	\$148.4	\$159.9	\$130.4	\$101.3	\$125.5
	Hawai'i Island	\$199.8	\$148.9	\$160.0	\$130.1	\$132.5	\$164.1	\$181.2	\$161.9	\$119.2	\$156.4
	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
	Visitor days	TOTAL (air + ship)	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
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
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
Maui		2,008,781	1,700,277	1,888,471	1,609,713	1,540,890	1,815,770	1,946,816	1,621,832	1,348,151	1,543,611
Moloka'i		36,649	30,374	26,275	18,792	18,788	23,637	20,127	19,375	15,470	21,766
Lāna'i		17,537	15,669	17,429	14,520	13,788	14,252	11,898	10,738	9,088	10,193
Kaua'i		860,398	691,687	752,206	672,208	712,528	821,459	886,936	739,075	605,607	676,872
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
Visitor arrivals by cruise ships		45,350	46,369	65,335	55,181	60,098	2,125	13,571	0	124,072	85,599
Visitor arrivals		TOTAL (air + ship)	678,870	661,747	780,056	677,754	709,671	767,905	816,345	755,863	652,616
	Total by air	669,612	650,036	765,358	665,393	698,584	767,408	813,491	755,863	628,451	674,699
	O'ahu	400,525	396,899	457,893	400,404	444,772	479,264	509,792	488,187	416,731	433,492
	Maui	211,032	195,624	230,309	201,910	206,253	229,002	243,041	215,099	177,925	190,993
	Moloka'i	6,060	7,058	7,076	4,039	5,047	6,758	5,218	5,080	4,292	4,045
	Lāna'i	5,727	6,156	6,267	4,977	5,323	5,957	4,156	4,469	3,607	3,606
	Kaua'i	97,219	86,497	100,651	92,452	98,782	107,929	115,866	103,358	84,921	92,099
	Hawai'i Island	130,713	122,491	135,841	116,121	115,640	137,323	146,992	130,103	102,160	115,759
	Visitor arrivals by cruise ships	9,258	11,711	14,698	12,361	11,087	497	2,854	0	24,165	18,231
	Length of stay	TOTAL (air + ship)	10.64	9.26	8.84	8.70	8.59	9.09	9.16	8.78	8.37
Total by air		10.72	9.35	8.92	8.77	8.64	9.10	9.18	8.78	8.50	8.76
O'ahu		7.53	6.75	6.82	6.75	6.69	6.90	6.96	6.86	6.37	6.44
Maui		9.52	8.69	8.20	7.97	7.47	7.93	8.01	7.54	7.58	8.08
Moloka'i		6.05	4.30	3.71	4.65	3.72	3.50	3.86	3.81	3.60	5.38
Lāna'i		3.06	2.55	2.78	2.92	2.59	2.39	2.86	2.40	2.52	2.83
Kaua'i		8.85	8.00	7.47	7.27	7.21	7.61	7.67	7.15	7.13	7.35
Hawai'i Island		9.45	7.86	7.52	7.07	6.71	7.28	7.13	6.90	6.93	7.47
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
Per Person Per Day Spending *		TOTAL (air+ship)	\$196.5	\$194.1	\$183.5	\$196.4	\$197.8	\$191.8	\$189.9	\$191.0	\$196.4
	Total by air	\$197.3	\$195.1	\$184.7	\$197.6	\$199.0	\$191.8	\$190.1	\$191.0	\$199.0	\$195.1
	O'ahu	\$201.0	\$197.9	\$182.1	\$205.9	\$207.8	\$197.4	\$193.5	\$190.4	\$211.1	\$198.8
	Maui	\$222.4	\$216.2	\$202.2	\$213.2	\$200.2	\$201.8	\$199.2	\$205.7	\$207.1	\$202.2
	Moloka'i	\$119.1	\$114.9	\$147.6	\$91.6	\$126.0	\$125.5	\$96.7	\$106.7	\$106.0	\$104.0
	Lāna'i	\$372.8	\$412.9	\$514.1	\$390.9	\$259.6	\$335.3	\$104.5	\$180.9	\$133.6	\$149.5
	Kaua'i	\$176.4	\$187.8	\$183.5	\$173.8	\$191.1	\$180.7	\$180.3	\$176.4	\$167.3	\$185.3
	Hawai'i Island	\$161.8	\$154.7	\$156.6	\$158.5	\$170.7	\$164.1	\$172.8	\$180.4	\$168.3	\$180.8
	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
	Per Person Per Trip Spending *	TOTAL (air+ship)	\$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
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
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
Maui		\$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
Moloka'i		\$720.3	\$494.5	\$548.0	\$426.1	\$469.0	\$439.0	\$373.0	\$406.9	\$382.0	\$559.7
Lāna'i		\$1,141.4	\$1,051.0	\$1,429.7	\$1,140.5	\$672.4	\$802.2	\$299.1	\$434.7	\$336.7	\$422.6
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
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
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

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
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
	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
	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
	Mau	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
	Moloka'i	4.4	7.9	11.7	13.5	15.8	18.8	20.7	22.8	24.4	26.7
	Lāna'i	6.5	13.0	22.0	27.6	31.2	36.0	37.2	39.2	40.4	41.9
	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
	Hawai'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
	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
	Visitor days	TOTAL (air + ship)	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
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
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
Mau		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
Moloka'i		36,649	67,023	93,298	112,090	130,879	154,516	174,642	194,018	209,487	231,254
Lāna'i		17,537	33,206	50,635	65,155	78,943	93,195	105,093	115,830	124,919	135,112
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
Hawai'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
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
Visitor arrivals		TOTAL (air + ship)	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
	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
	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
	Mau	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
	Moloka'i	6,060	13,118	20,195	24,234	29,280	36,038	41,257	46,336	50,628	54,673
	Lāna'i	5,727	11,884	18,150	23,127	28,450	34,407	38,564	43,033	46,640	50,246
	Kaua'i	97,219	183,716	284,367	376,820	475,601	583,530	699,196	802,554	887,475	979,574
	Hawai'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
	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
	Length of stay	TOTAL (air + ship)	10.64	9.96	9.55	9.34	9.19	9.17	9.17	9.12	9.04
Total by air		10.72	10.04	9.63	9.43	9.27	9.24	9.23	9.17	9.10	9.07
O'ahu		7.53	7.14	7.03	6.96	6.90	6.90	6.91	6.90	6.85	6.81
Mau		9.52	9.12	8.79	8.59	8.37	8.29	8.25	8.16	8.10	8.10
Moloka'i		6.05	5.11	4.62	4.63	4.47	4.29	4.23	4.19	4.14	4.23
Lāna'i		3.06	2.79	2.79	2.82	2.77	2.71	2.73	2.69	2.68	2.69
Kaua'i		8.85	8.45	8.10	7.90	7.76	7.73	7.72	7.65	7.60	7.57
Hawai'i Island		9.45	8.68	8.28	8.00	7.76	7.67	7.58	7.50	7.45	7.45
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
Per Person Per Day Spending *		TOTAL (air+ship)	\$196.5	\$195.4	\$191.4	\$192.5	\$193.5	\$193.2	\$192.7	\$192.5	\$192.8
	Total by air	\$197.3	\$196.3	\$192.4	\$193.6	\$194.6	\$194.1	\$193.4	\$193.1	\$193.7	\$193.8
	O'ahu	\$201.0	\$199.5	\$193.4	\$196.3	\$198.7	\$198.4	\$197.6	\$196.6	\$198.0	\$198.1
	Mau	\$222.4	\$219.5	\$213.7	\$213.6	\$211.2	\$209.6	\$208.0	\$207.7	\$207.7	\$207.2
	Moloka'i	\$119.1	\$117.2	\$125.8	\$120.0	\$120.9	\$121.6	\$118.7	\$117.5	\$116.7	\$115.5
	Lāna'i	\$372.8	\$391.7	\$433.8	\$424.3	\$395.5	\$386.3	\$354.4	\$338.3	\$323.4	\$310.3
	Kaua'i	\$176.4	\$181.5	\$182.1	\$180.3	\$182.4	\$182.0	\$181.8	\$181.1	\$179.9	\$180.4
	Hawai'i Island	\$161.8	\$158.7	\$158.0	\$158.1	\$160.1	\$160.8	\$162.7	\$164.7	\$165.0	\$166.5
	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
	Per Person Per Trip Spending *	TOTAL (air+ship)	\$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
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
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
Mau		\$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
Moloka'i		\$720.3	\$598.8	\$581.0	\$555.2	\$540.3	\$521.3	\$502.6	\$492.1	\$482.7	\$488.4
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
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
Hawai'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
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

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

Table 8. VISITORS BY CRUISE SHIPS

	OCTOBER			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
VISITOR DAYS	206,457	155,445	32.8	1,647,719	1,603,529	2.8
TOTAL VISITORS	29,503	20,757	42.1	211,742	201,857	4.9
ARRIVED BY SHIP	18,231	11,938	52.7	104,862	103,080	1.7
ARRIVED BY AIR	11,272	8,819	27.8	106,880	98,777	8.2
NUMBER OF SHIP ARRIVALS	8	6	33.3	57	58	-1.7
ISLANDS VISITED						
O'ahu	29,503	19,711	49.7	209,143	198,735	5.2
Kaua'i	26,344	17,094	54.1	182,867	177,515	3.0
Maui County	26,447	18,268	44.8	200,173	188,100	6.4
Maui	26,447	18,268	44.8	200,173	188,100	6.4
Moloka'i	395	272	45.2	2,258	2,297	-1.7
Lāna'i	782	495	57.9	3,839	3,723	3.1
Hawai'i Island	27,824	18,141	53.4	196,654	185,247	6.2
Average Islands Visited	3.8	3.56	5.9	3.8	3.74	0.3
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	0.92	1.08	-15.4	1.27	1.15	11.2
Days in Hawai'i during Cruise	5.06	5.08	-0.4	5.38	5.45	-1.2
Days in Hawai'i after Cruise	1.02	1.32	-22.8	1.13	1.35	-16.6
Total days in Hawai'i	7.00	7.49	-6.6	7.78	7.94	-2.0
ACCOMMODATIONS						
Hotel	12,307	9,039	36.2	105,821	106,348	-0.5
Hotel only	10,525	7,509	40.2	94,548	92,594	2.1
Condo	1,350	1,385	-2.5	8,850	10,547	-16.1
Condo only	355	424	-16.2	2,605	3,217	-19.0
Timeshare	1,273	886	43.7	8,219	8,074	1.8
Timeshare Only	428	234	83.0	3,557	2,950	20.6
Bed & Breakfast	207	249	-16.8	1,298	1,654	-21.5
Bed & Breakfast only	56	27	NA	366	243	50.9
Friends & relatives	736	691	6.5	4,434	4,911	-9.7
Other accommodation	871	1,025	-14.9	5,877	8,271	-28.9
Accommodation (NET)	14,246	10,702	33.1	119,767	120,358	-0.5
Cruise only	15,257	10,055	51.7	91,975	81,499	12.9
TRAVEL STATUS						
% First timers	40.9	32.4	8.5	44.7	41.7	2.9
% Repeat visitors	59.1	67.6	-8.5	55.3	58.3	-2.9

Source: Hawai'i Tourism Authority

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

OCTOBER	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
Total Seats	928,866	897,190	3.5	656,338	645,234	1.7	163,518	147,749	10.7	56,851	50,502	12.6	3,590	3,388	6.0	48,569	50,317	-3.5
Scheduled	922,927	891,340	3.5	650,399	639,384	1.7	163,518	147,749	10.7	56,851	50,502	12.6	3,590	3,388	6.0	48,569	50,317	-3.5
Charters	5,939	5,850	1.5	5,939	5,850	1.5												
Domestic	631,716	608,913	3.7	369,858	365,351	1.2	154,528	140,921	9.7	56,011	49,632	12.9	3,590	3,388	6.0	47,729	49,621	-3.8
Scheduled	627,024	604,221	3.8	365,166	360,659	1.2	154,528	140,921	9.7	56,011	49,632	12.9	3,590	3,388	6.0	47,729	49,621	-3.8
Charters	4,692	4,692	0.0	4,692	4,692	0.0												
US West	557,815	536,350	4.0	306,179	301,794	1.5	144,306	131,915	9.4	56,011	49,632	12.9	3,590	3,388	6.0	47,729	49,621	-3.8
...Anchorage	3,586	2,771	29.4	3,586	2,771	29.4												
...Bellingham	0	2,282	-100.0	0	2,282	-100.0												
...Denver	11,259	10,048	12.1	9,439	7,864	20.0	910	728	25.0	910	728	25.0				0	728	-100.0
...Las Vegas	25,227	25,536	-1.2	25,227	25,536	-1.2												
...Los Angeles	193,752	197,165	-1.7	107,647	106,169	1.4	44,297	47,949	-7.6	19,851	19,674	0.9	3,590	3,388	6.0	18,367	19,985	-8.1
...Oakland	31,025	29,656	4.6	10,699	11,467	-6.7	13,082	13,082	0.0	5,125	2,988	71.5				2,119	2,119	0.0
...Phoenix	40,139	40,139	0.0	19,429	19,619	-1.0	9,310	10,070	-7.5	5,700	5,130	11.1				5,700	5,320	7.1
...Portland	22,987	21,825	5.3	15,652	14,653	6.8	7,335	7,172	2.3									
...Sacramento	13,082	13,082	0.0	8,029	8,029	0.0	5,053	5,053	0.0									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	24,436	21,991	11.1	13,515	14,167	-4.6	5,705	5,053	12.9	2,282	0	NA				2,934	2,771	5.9
...San Francisco	88,978	75,613	17.7	43,355	42,701	1.5	24,521	12,625	94.2	12,436	11,369	9.4				8,666	8,918	-2.8
...San Jose	29,206	29,458	-0.9	11,017	11,287	-2.4	13,082	13,082	0.0	2,173	2,155	0.8				2,934	2,934	0.0
...Seattle	66,047	58,693	12.5	30,493	27,158	12.3	21,011	17,101	22.9	7,534	7,588	-0.7				7,009	6,846	2.4
US East	69,209	67,871	2.0	58,987	58,865	0.2	10,222	9,006	13.5									
...Atlanta	9,083	9,083	0.0	9,083	9,083	0.0												
...Chicago	10,584	12,040	-12.1	8,864	10,664	-16.9	1,720	1,376	25.0									
...Dallas	22,018	21,146	4.1	13,516	13,516	0.0	8,502	7,630	11.4									
...Houston	10,664	10,664	0.0	10,664	10,664	0.0												
...Minneapolis	452	0	NA	452	0	NA												
...New York JFK	7,938	6,468	22.7	7,938	6,468	22.7												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C	968	968	0.0	968	968	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)

OCTOBER	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	297,150	288,277	3.1	286,480	279,883	2.4	8,990	6,828	31.7	840	870	-3.4	0	0	NA	840	696	20.7
Scheduled	295,903	287,119	3.1	285,233	278,725	2.3	8,990	6,828	31.7	840	870	-3.4	0	0	NA	840	696	20.7
Charters	1,247	1,158	7.7	1,247	1,158	7.7												
Japan	160,608	165,205	-2.8	160,608	165,205	-2.8												
...Fukuoka	5,198	6,179	-15.9	5,198	6,179	-15.9												
...Nagoya	14,843	18,464	-19.6	14,843	18,464	-19.6												
...Osaka	26,593	30,754	-13.5	26,593	30,754	-13.5												
...Sapporo	3,367	3,626	-7.1	3,367	3,626	-7.1												
...Tokyo-HND	26,715	27,807	-3.9	26,715	27,807	-3.9												
...Tokyo-NRT	83,892	78,375	7.0	83,892	78,375	7.0												
Canada	21,254	17,360	22.4	10,584	8,966	18.0	8,990	6,828	31.7	840	870	-3.4				840	696	20.7
...Calgary	422	422	0.0				422	422	0.0									
...Vancouver	20,832	16,938	23.0	10,584	8,966	18.0	8,568	6,406	33.7	840	870	-3.4				840	696	20.7
Other Asia	43,710	43,057	1.5	43,710	43,057	1.5												
...Beijing	7,851	8,145	-3.6	7,851	8,145	-3.6												
...Seoul	27,921	26,869	3.9	27,921	26,869	3.9												
...Shanghai	5,544	5,280	5.0	5,544	5,280	5.0												
...Taipei	2,394	2,763	-13.4	2,394	2,763	-13.4												
Oceania	45,628	38,498	18.5	45,628	38,498	18.5												
...Auckland	7,800	7,800	0.0	7,800	7,800	0.0												
...Brisbane	9,312	4,403	111.5	9,312	4,403	111.5												
...Melbourne	4,690	3,636	29.0	4,690	3,636	29.0												
...Sydney	23,826	22,659	5.2	23,826	22,659	5.2												
Other	24,703	22,999	7.4	24,703	22,999	7.4												
...Apia	820	984	-16.7	820	984	-16.7												
...Christmas	488	694	-29.7	488	694	-29.7												
...Guam	10,664	10,664	0.0	10,664	10,664	0.0												
...Majuro	2,158	2,170	-0.6	2,158	2,170	-0.6												
...Manila	6,110	4,488	36.1	6,110	4,488	36.1												
...Nadi	662	492	34.6	662	492	34.6												
...Pago Pago	2,331	2,331	0.0	2,331	2,331	0.0												
...Papeete	1,470	1,176	25.0	1,470	1,176	25.0												

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)

YTD OCTOBER	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
Total Seats	9,918,156	9,343,519	6.2	6,766,650	6,578,294	2.9	1,876,486	1,614,416	16.2	672,659	567,690	18.5	36,814	38,664	-4.8	565,547	544,455	3.9
Scheduled	9,855,696	9,269,532	6.3	6,704,190	6,504,307	3.1	1,876,486	1,614,416	16.2	672,659	567,690	18.5	36,814	38,664	-4.8	565,547	544,455	3.9
Charters	62,460	73,987	-15.6	62,460	73,987	-15.6												
Domestic	6,833,896	6,301,287	8.5	3,893,683	3,726,200	4.5	1,720,096	1,477,455	16.4	643,454	539,221	19.3	36,814	38,664	-4.8	539,849	519,747	3.9
Scheduled	6,786,700	6,253,815	8.5	3,846,487	3,678,728	4.6	1,720,096	1,477,455	16.4	643,454	539,221	19.3	36,814	38,664	-4.8	539,849	519,747	3.9
Charters	47,196	47,472	-0.6	47,196	47,472	-0.6												
US West	6,017,065	5,548,646	8.4	3,213,058	3,066,399	4.8	1,583,890	1,384,615	14.4	643,454	539,221	19.3	36,814	38,664	-4.8	539,849	519,747	3.9
...Anchorage	49,715	47,180	5.4	38,468	38,545	-0.2	6,683	6,437	3.8	4,564	2,198	107.6						
...Bellingham	28,525	49,275	-42.1	19,723	35,183	-43.9	8,802	14,092	-37.5									
...Boise	0	2,954	-100.0	0	2,954	-100.0												
...Denver	135,788	122,671	10.7	91,276	73,414	24.3	27,183	34,333	-20.8	12,662	7,826	61.8				4,667	7,098	-34.2
...Eugene	0	2,280	-100.0	0	2,280	-100.0												
...Fresno	0	4,560	-100.0	0	4,560	-100.0												
...Las Vegas	248,955	247,307	0.7	248,955	247,307	0.7												
...Los Angeles	2,146,656	2,042,670	5.1	1,139,526	1,078,975	5.6	503,521	483,983	4.0	248,106	210,990	17.6	36,814	38,664	-4.8	218,689	230,058	-4.9
...Oakland	330,343	310,120	6.5	113,108	116,135	-2.6	128,288	124,556	3.0	55,584	40,094	38.6				33,363	29,335	13.7
...Phoenix	424,890	410,096	3.6	215,276	212,686	1.2	94,664	90,250	4.9	53,770	52,440	2.5				61,180	54,720	11.8
...Phoenix Mesa	0	4,560	-100.0	0	4,560	-100.0												
...Portland	257,699	246,497	4.5	146,044	140,488	4.0	81,989	78,377	4.6	18,908	16,956	11.5				10,758	10,676	0.8
...Sacramento	128,288	127,550	0.6	78,736	78,736	0.0	49,552	48,814	1.5									
...Salt Lake City	76,734	76,995	-0.3	76,734	76,995	-0.3												
...San Diego	238,847	227,391	5.0	134,364	135,614	-0.9	56,561	61,227	-7.6	16,789	0	NA				31,133	30,550	1.9
...San Francisco	942,139	776,706	21.3	475,251	457,357	3.9	273,617	144,103	89.9	120,303	112,638	6.8				72,968	62,608	16.5
...San Jose	300,392	255,849	17.4	114,043	82,353	38.5	128,288	124,304	3.2	29,699	21,352	39.1				28,362	27,840	1.9
...Seattle	708,094	586,015	20.8	321,554	270,287	19.0	224,742	174,139	29.1	83,069	74,727	11.2				78,729	66,862	17.7
...Spokane	0	3,410	-100.0	0	3,410	-100.0												
...Stockton	0	4,560	-100.0	0	4,560	-100.0												
US East	769,635	705,169	9.1	633,429	612,329	3.4	136,206	92,840	46.7									
...Atlanta	99,645	89,507	11.3	99,645	89,507	11.3												
...Chicago	136,951	113,184	21.0	102,551	104,928	-2.3	34,400	8,256	316.7									
...Dallas	240,672	216,910	11.0	138,866	132,326	4.9	101,806	84,584	20.4									
...Houston	102,805	97,946	5.0	102,805	97,946	5.0												
...Minneapolis	452	0	NA	452	0	NA												
...New York JFK	80,210	77,028	4.1	80,210	77,028	4.1												
...Newark	72,600	73,568	-1.3	72,600	73,568	-1.3												
...Washington D.C	36,300	37,026	-2.0	36,300	37,026	-2.0												

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)

YTD OCTOBER	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	3,084,260	3,042,232	1.4	2,872,967	2,852,094	0.7	156,390	136,961	14.2	29,205	28,469	2.6	0	0	NA	25,698	24,708	4.0
Scheduled	3,068,996	3,015,717	1.8	2,857,703	2,825,579	1.1	156,390	136,961	14.2	29,205	28,469	2.6	0	0	NA	25,698	24,708	4.0
Charters	15,264	26,515	-42.4	15,264	26,515	-42.4												
Japan	1,637,321	1,693,337	-3.3	1,637,321	1,693,337	-3.3												
...Fukuoka	58,509	113,305	-48.4	58,509	113,305	-48.4												
...Nagoya	167,724	184,227	-9.0	167,724	184,227	-9.0												
...Osaka	314,250	303,218	3.6	314,250	303,218	3.6												
...Sapporo	33,670	33,929	-0.8	33,670	33,929	-0.8												
...Tokyo-HND	270,284	275,386	-1.9	270,284	275,386	-1.9												
...Tokyo-NRT	792,884	783,272	1.2	792,884	783,272	1.2												
Canada	363,430	307,933	18.0	152,137	117,795	29.2	156,390	136,961	14.2	29,205	28,469	2.6				25,698	24,708	4.0
...Calgary	34,415	35,466	-3.0	6,831	6,831	0.0	27,584	28,635	-3.7									
...Edmonton	10,350	10,350	0.0				10,350	10,350	0.0									
...Toronto	7,560	0	NA	7,560	0	NA												
...Vancouver	308,793	259,805	18.9	135,434	108,652	24.6	118,456	97,976	20.9	29,205	28,469	2.6				25,698	24,708	4.0
...Victoria	2,312	2,312	0.0	2,312	2,312	0.0												
Other Asia	401,543	440,187	-8.8	401,543	440,187	-8.8												
...Beijing	75,666	56,317	34.4	75,666	56,317	34.4												
...Seoul	247,859	285,159	-13.1	247,859	285,159	-13.1												
...Shanghai	51,678	59,654	-13.4	51,678	59,654	-13.4												
...Taipei	26,340	39,057	-32.6	26,340	39,057	-32.6												
Oceania	417,855	354,176	18.0	417,855	354,176	18.0												
...Auckland	77,766	74,794	4.0	77,766	74,794	4.0												
...Brisbane	84,089	41,699	101.7	84,089	41,699	101.7												
...Melbourne	39,599	35,148	12.7	39,599	35,148	12.7												
...Sydney	216,401	202,535	6.8	216,401	202,535	6.8												
Other	248,847	220,084	13.1	248,847	220,084	13.1												
...Apia	7,550	7,380	2.3	7,550	7,380	2.3												
...Christmas	5,368	5,452	-1.5	5,368	5,452	-1.5												
...Guam	104,576	105,248	-0.6	104,576	105,248	-0.6												
...Majuro	20,293	20,305	-0.1	20,293	20,305	-0.1												
...Manila	65,100	38,016	71.2	65,100	38,016	71.2												
...Nadi	6,760	6,954	-2.8	6,760	6,954	-2.8												
...Pago Pago	25,382	24,087	5.4	25,382	24,087	5.4												
...Papeete	13,818	12,642	9.3	13,818	12,642	9.3												

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