

# 2011 Annual Visitor Research Report



HAWAII TOURISM

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Hawai'i Convention Center  
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaii tourismauthority.org](http://hawaii tourismauthority.org)

**Neil Abercrombie**  
*Governor*

**Mike McCartney**  
*President and Chief Executive Officer*

Aloha,

On behalf of the Hawai'i Tourism Authority (HTA), the state agency for tourism, we are pleased to present the 2011 Annual Visitor Research Report. This report presents the final detailed statistics on Hawai'i's visitor industry performance in 2011 and a comprehensive comparison with 2010 visitor data.

The 2011 report detailed overall growth in Hawai'i's tourism industry in terms of arrivals (+4%), visitor days (+4.6%) and expenditures (+10.7%) over 2010; despite economic uncertainties faced by many of Hawai'i's major market areas (MMA). Oceania and Other Asia were the two strongest performing MMAs in 2011 with robust growth in both visitor arrivals and total expenditures. There were moderate increases in total expenditures and arrivals from the U.S. West, U.S. East and Europe MMA compared to 2010. Despite the devastating earthquake and tsunami in March 2011, Japanese arrivals to the islands were unchanged from 2010, while total expenditures increased by double digits.

Included in this report are visitor characteristics and expenditures categorized by Hawai'i's MMA, select countries, purpose of trip, accommodation type, first-time or repeat visitor status, and by island. Detailed information on spending categories are broken down by MMA and by island, as well as profile of Hawai'i's cruise visitors and their spending. Information about visitor room inventory, hotel occupancy, room rates and air seat capacity is also available.

We hope you will find this information useful. The report is also available on HTA's website at <http://www.hawaii tourismauthority.org/research/>.

As a research-based organization, we look forward to continuing to provide up-to-date reporting on Hawai'i's tourism industry and continuing to work with in preserving our Hawaiian Islands as a special place to live, work and visit.

Mahalo,

Mike McCartney  
President and Chief Executive Officer  
Hawai'i Tourism Authority

P.S. Stay informed about Hawai'i's largest industry, tourism. Subscribe to receive the latest information from HTA. Visit [hawaii tourismauthority.org](http://hawaii tourismauthority.org) to receive news releases, current visitor statistics, information about request for proposals and more. Follow us on Twitter at @HawaiiHTA and like us on Facebook at [facebook.com/HawaiiHTA](http://facebook.com/HawaiiHTA).

## ABOUT THIS REPORT

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. Mike McCartney. This report was prepared by Mr. Daniel Nahoopii, Mr. Cy Feng, Mr. Lawrence Liu, Ms. Minh-Chau T. Chun and Ms. Carrie Miyasato.

Hospitality Advisors LLC provided hotel occupancy and room rate statistics.

Stryker Weiner & Yokota designed the cover and Professional Image printed this report.

To download this report, go to: <http://www.hawaiitourismauthority.org/research/reports/annual-visitor-research> and click on [2011 Annual Research Report \[pdf\]](#).

For more information on the content of this report, contact the HTA at (808) 973-2255.

### **Revision to 2010 Visitor Statistics**

2010 visitor statistics in this report (including visitor expenditures, visitor days, visitor arrivals, average daily census, length of stay, accommodations, purpose of trip, visitor characteristics by major markets and by island, etc.) were revised from 2010 data published in HTA's 2010 Annual Visitor Research Report released in July 2011. Tables with revised statistics are indicated as 2010R.

Figures were revised with corrected passenger count data for the months of June, August and November 2010 which were obtained after publication of the 2010 Annual Research Report. Cruise visitor statistics, hotel occupancy rates, room rates and air seat statistics were not affected

### **\* Revision to 2011 Annual Visitor Research Report:**

Original publication: August 2012.

Version I: April 10, 2014. Table 42: Hotel-Only, page 76 was corrected.

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## **SUMMARY OF 2011 VISITORS TO HAWAI'I**

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## ALL VISITORS

Overall growth was the outcome for Hawai'i's tourism industry in 2011 with total visitor arrivals<sup>1</sup>, visitor days and expenditures up 4 percent, 4.6 percent and 10.7 percent respectively over 2010. The increases occurred in spite of economic uncertainties faced by many of Hawai'i's major market areas (MMA).

Domestically, there was modest to moderate growth in the U.S. economy in 2011. The Federal Reserve Board Beige Book reported that activities in the travel and tourism sector expanded in most U.S. districts by the year's end as consumer spending picked up. Total visitor expenditures and arrivals from U.S. West and U.S. visitors saw moderate gains compared to 2010.

Internationally, Other Asia MMA reported strong economic growth overall in 2011. There was moderate overall growth in the Europe MMA as some countries in the European Union continued struggle with economic challenges. Oceania MMA reported modest to moderate economic growth for 2011, as the region had to overcome a series of small natural disasters. Japan's economy which was recovering from a recession when the earthquake and tsunami occurred in March 2011, continued to face challenges resulting from the aftermath.

Despite the devastating events, Japanese arrivals to the islands were unchanged from 2010, while total Japanese expenditures rose by double digits. European arrivals and total expenditures growth were moderate compared to 2010. There was robust growth in visitor arrivals and total expenditures from Oceania and Other Asia, the two strongest performing MMAs in 2011.

Total air seats to Hawai'i increased by 1% over 2010. The slim gain represented increased seats (+296,197) originating from Canada, Other Asia, Oceania and U.S. West markets offset by a decrease of seats (-207,185) from Japan and U.S. East.

Visitors arriving by air or by cruise ships totaled 7,299,047 in 2011, up 4 percent from 7,018,133 visitors in 2010. The combined length of stay by all visitors rose slightly from 9.33 days to 9.38 days in 2011. Total visitor days increased 4.6 percent to 68.5 million (Table 1).

Combined expenditures by all visitors increased 10.7 percent over 2010 to \$12.25 billion<sup>2</sup>. Visitors spent an average of \$179 per person daily, up from \$169 in 2010, and the average per trip spending rose 6.6% percent to \$1,679 per person from \$1,576 in 2010 (Table 1)

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<sup>1</sup> Definitions of the statistics and visitor industry terms used in this report can be found in Appendix A: Technical Notes.

<sup>2</sup> Transpacific airfare costs to and from Hawai'i were not included in visitor expenditure statistics (total spending, daily spending, per trip spending) throughout this report.

## *Summary of 2011 Visitors to Hawai‘i*

The total number of visitors rose for all islands. O‘ahu experienced a total of 4,575,697 visitors for an increase of 3.5 percent. Maui reported 2,283,728 visitors, up 5 percent. Arrivals to Hawai‘i Island’s rose 2.9 percent to 1,433,588 visitors. Kaua‘i’s numbers climbed 8 percent to 1,115,629 visitors. Lāna‘i received 78,838 visitors, 10.3 percent more over 2010. Moloka‘i’s visitor count jumped 11.3 percent with 57,557 visitors.

Of the \$12.25 billion in total visitor expenditures, \$6.35 billion were spent on O‘ahu; an increase of 13.6 percent compared to 2010. Visitor expenditures on Maui rose 5.1 percent to \$3.1 billion. Spending on Hawai‘i Island by visitors increased 11.4 percent to \$1.5 billion. Expenditures on Kaua‘i totaled \$1.19 billion, up 10.3 percent.

Daily spending continued to be highest on Lāna‘i at \$312 per person per day, followed by O‘ahu at \$194, Maui at \$175, Kaua‘i at \$155, Hawai‘i Island at \$152, and Moloka‘i at \$112.

Total arrivals by air rose 3.7 percent to 7,174,397 visitors with most MMAs outpacing 2010: Oceania (+30.4%), Other Asia (+25.9%), Canada, (+17.9%), Latin America (+11.7%), Europe (+6.3%), U.S. West (+2.4%), and U.S. East (+2%). Arrivals from Japan were similar to 2010, as losses during the March – June 2011 period were offset by growth in other months of the year.

The number of visitors entering Hawai‘i aboard cruise ships in 2011 increased 23.1 percent over the previous year to 124,650 visitors<sup>3</sup> (See Cruise Visitors Section, page 136).

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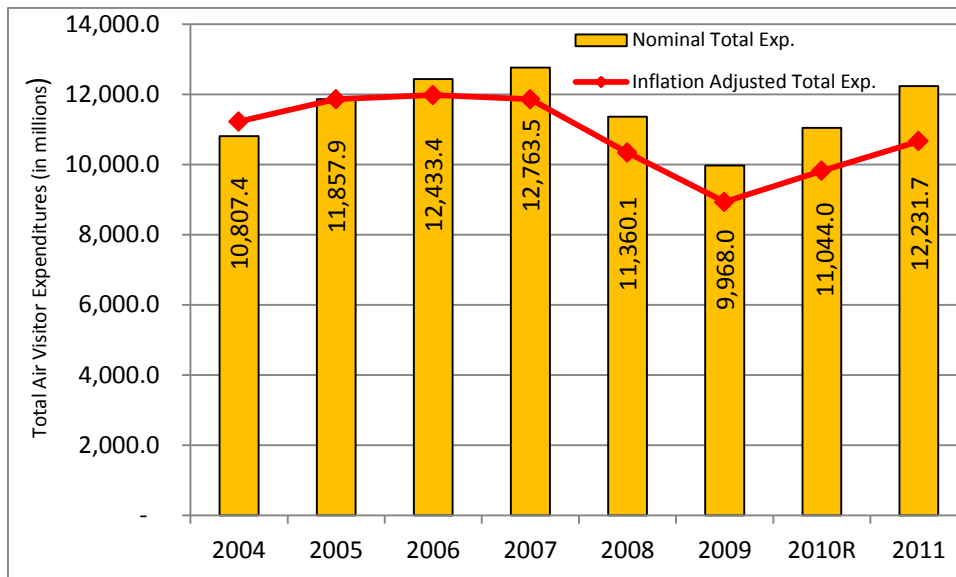
<sup>3</sup>This report primarily details characteristics and expenditures of visitors who arrived by air. Limited data for visitors who entered Hawai‘i on board a cruise ship were reported here and in the Cruise Visitors Section

## VISITORS BY AIR

### Total Visitor Expenditures

Total expenditures by visitors who arrived by air in 2011 increased 10.8 percent to \$12.23 billion. This amount was the third highest on record and 4.2 percent less than the peak in 2007 of \$12.76 billion. If adjusted for inflation, growth in total visitor expenditures for 2011 was 8.3 percent compared to 2010; and 2006 was the peak (Figure 1).

**Figure 1: Total Air Visitor Expenditures: Nominal & Real 2004-2011**



Note: Implicit price deflator (2005=100)  
 Source: 2011 State of Hawai‘i Data Book Table 7.35.

### Total Visitor Spending of Top MMAs

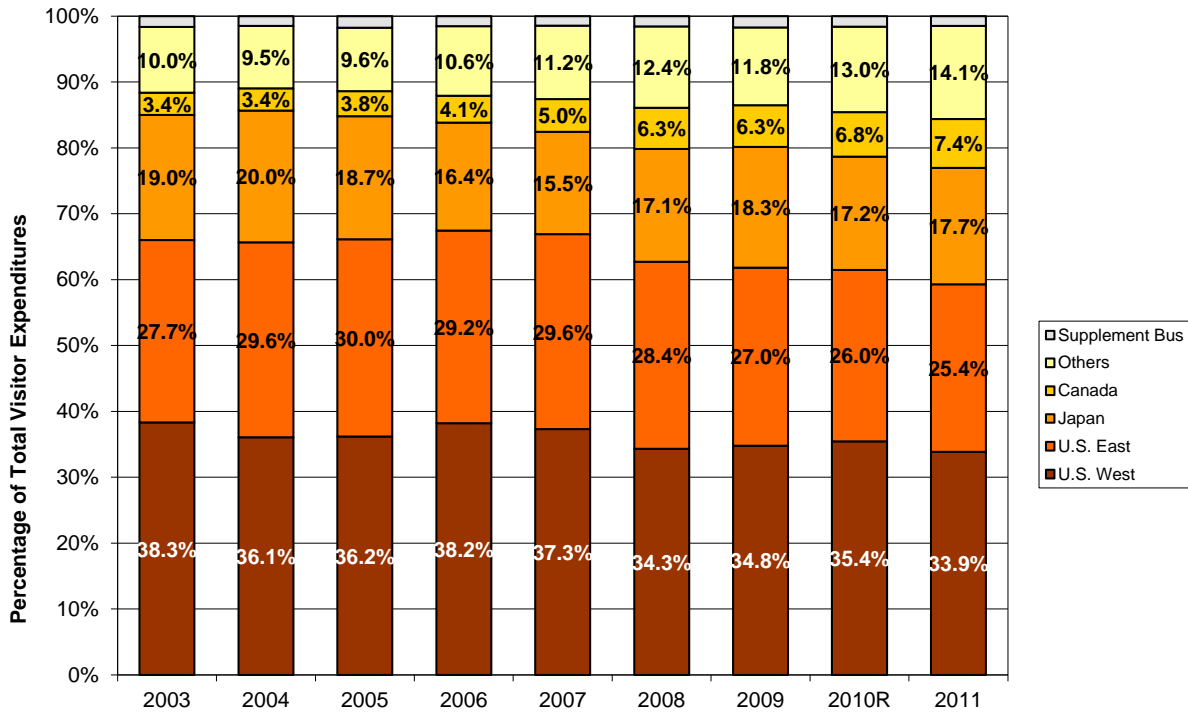
U.S. West total visitor expenditures grew 5.9 percent to \$4.1 billion. While U.S. West expenditures continue to comprise the largest portion of total air visitor expenditures, its share of total (33.9%) was down from 35.4 percent in 2010 (Figure 2)

Ranking second, U.S. East visitor spending increased 8.1 percent to \$3.1 billion. However, the share of total expenditures declined to 25.4 percent, the lowest in nine years.

Japanese total expenditures grew 13.9 percent to follow in third place. At \$2.2 billion, its share of total expenditures rose slightly to 17.7 percent from 17.2 percent. The positive gain was due to higher average daily spending; up 10.7 percent over 2010.

Spending by Canadian visitors climbed 21.5 percent to \$906 million in 2011. At 7.4 percent share of total expenditures, Canadian spending has continued to increase over the last eight years.

Figure 2: Air Visitor Expenditures by MMA as Share of Total 2003-2011



Oceania showed significant growth in total visitor expenditures in 2011, up 52.1 percent to \$499.3 million; the result of a surge in visitor arrivals and noticeably higher daily spending.

Other Asia also displayed strong growth in 2011, up 34.7 percent in total visitor expenditures to \$373.8 million.

Supplemental business expenditures of \$184.3 million were 3.9 percent higher than 2010 and represented 1.5 percent of total visitor expenditures. These expenditures are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

**Per Person Per Day Spending By MMA and Select Countries**

Average per person per day (PPPD) expenditures by air visitors in 2011 rose to \$180 per person from \$170 in 2010. Except for a small decrease from Latin America, visitors from all other MMAs spent more on a daily basis compared to 2010 (Table 1).

In 2011, Japanese visitors’ daily spending was \$289 per person per day, up from \$261 in 2010. Visitors from Other Asia spent \$259 (+14.6%), followed by those from Oceania (+15.3% to \$239), Latin America (-0.5% to \$211), U.S. East (+5.8% to \$181), Europe (+0.6% to \$160) and Canada (+3.5% to \$150 per person). U.S. West visitors continued to spend the least at \$144 per person per day (+2.9%).

## *Summary of 2011 Visitors to Hawai'i*

The daily spending of visitors from selected countries showed that Chinese visitors in 2011 spent the most at \$372 per person per day, up from \$350 in 2010. Daily spending by Korean visitors rose to \$238 in 2011, from \$223 last year. Daily spending by Australian visitors was \$229, compared to \$207 in 2010. Daily spending by visitors from New Zealand in 2011 was \$168 per person per day, up from \$154 a year ago (Table 79 to Table 82).

### **Per Person Per Trip Spending By MMA and Select Countries**

Average spending per trip by air visitors in 2011 was \$1,705, 6.9 percent more compared to 2010. Visitors from Latin America continued to spend the most on a per trip basis, averaging \$2,440, followed by visitors from Oceania (\$2,378), Europe (\$2,037), Canada (\$1,897), U.S. East (\$1,893), Other Asia (\$1,771) and Japan (\$1,743). U.S. West visitors spent the least per trip at \$1,383.

Per trip spending statistics of visitors from selected countries showed that Chinese visitors in 2011 spent \$2,181 per person, compared to \$2,078 in 2010. Korean visitors spent an average of \$1,723, down from \$1,783 last year. Australian visitors spent \$2,253 compared to \$2,016 in 2010. Visitors from New Zealand spent \$1,852 in 2011, up from \$1,640 last year (Tables 29, 30, 32 and 33).

### **Visitor Arrivals and Visitor Days**

With a 3.7 percent rise in arrivals by air culminating in 7,174,397 visitors and the average length of stay at 9.45 days, a total of 67.8 million visitor days (visitor arrivals multiplied by the length of stay) was achieved in 2011. The annual visitor day count represented a 4.4 percent increase over 2010 (Table 4).

### **Visitor Arrivals and Visitor Days – By Major Market Areas (MMA)**

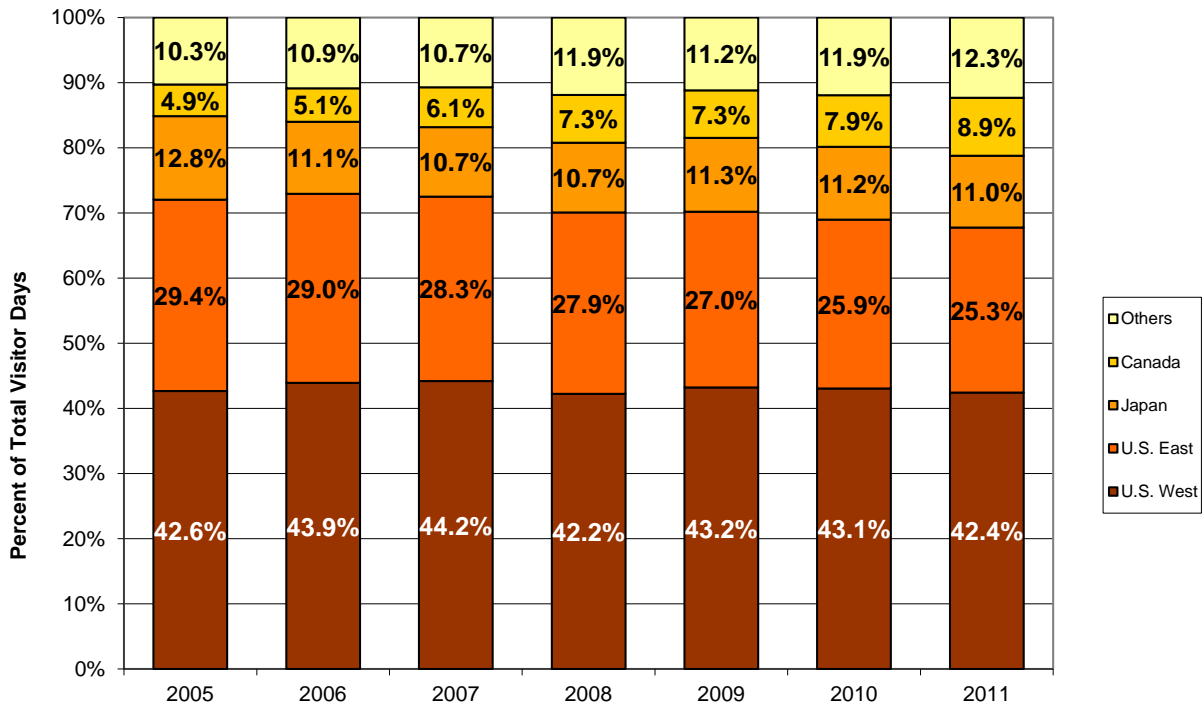
All major market areas in 2011 showed positive growth in visitor days compared to 2010. The MMAs with largest increase in visitor days were Oceania (+31.9%), followed by Other Asia (+17.5%) and Canada (+17.4%).

U.S. West – Arrivals from U.S. West, Hawai'i's largest market, increased 2.4 percent to 2,994,731 visitors who stayed an average of 9.61 days in 2011, for a total of 28,768,587 visitor days. U.S. West visitors' share of total visitor days in 2011 was 42.4 percent, compared to 43.1 percent in 2010 (Figure 3).

U.S. East – Growth in arrivals (+2%) contributed to a 2.2 percent increase in visitor days from U.S. East, the second largest visitor market to the islands. The average length of stay by this group was consistent with 2010 at 10.46 days. The U.S. East's share of total visitor days has continued to decline over the last seven years to 25.3 percent.

Japan – Japanese arrivals for 2011 were comparable to 2010 however with the increase average length of stay from 5.87 days to 6.03 days, a total of 7,484,700 Japanese visitor days was logged, a 2.9 percent increase. The Japanese visitors' share of total visitor days dropped slightly to 11 percent.

Figure 3: Air Visitor Days by MMA as Percentage of Total Visitor Days 2005-2011



Canada – A 17.9 percent surge in arrivals contributed to a 17.4 percent jump in Canadian visitor days. The visitor count of 477,564 and an average length of stay of 12.65 days, similar to 2010, produced 6,040,316 visitor days. Canadian visitors’ share of total visitor days increased to 8.9 percent, the highest percentage in the past seven years.

Europe - A 6.3 percent growth in arrivals coupled with a length of stay of 12.73 days, the longest among all visitor groups, generated 1,525,705 visitor days from European visitors. This was a 6.1 percent increase over 2010.

Oceania – A 30.4 percent growth in visitor arrivals and an a longer average length of stay (9.96 days compared to 9.85 days in 2010) spurred a 31.9 percent growth in visitor days to 2,092,356 in 2011.

Other Asia – Arrivals from Other Asia arrivals climbed 25.9 percent to 211,028 visitors, and the average length of stay was shortened to 6.84 days, compared to 7.33 days in 2010, Other Asia visitor days rose 17.5 percent for a total of 1,443,836 days. Compared to 2010, visitor arrivals from Korea increased 37.7 percent and arrivals from China rose 33 percent.

### Visitor Arrivals and Visitor Days – By Island

All islands showed positive growth in visitor arrivals and visitor days by air when compared to 2010.

O‘ahu –Visitor days for O‘ahu amounted to 32,477,385 with 4,401,624 visitor arrivals and an average length of stay of 7.38 days. Visitor arrivals increased 3 percent and length of stay remained virtually unchanged over 2010. In 2011, O‘ahu was the destination for 61.4 percent of visitors.

## *Summary of 2011 Visitors to Hawai'i*

Maui – Maui's visitor arrivals grew at a rate of 4.2 percent for a total of 2,168,487. The average length of stay remained relatively similar at 8.09 days, garnering 17,540,085 visitor days for Maui (a 4.3 percent increase over 2010). In 2011, about the same proportion of visitors (30.2 percent) went to Maui as the previous year.

Hawai'i Island – A total of 1,318,310 visitors went to Hawai'i Island, 2.9 percent higher compared to 2010. Their average length of stay increased to 7.35 days resulting in a total visitor day count of 9,690,668 and a 7.2 percent gain over 2010. Of all air visitors to the state, 18.4 percent went to Hawai'i Island in 2011.

Kaua'i – A 5.9 percent growth in arrivals (1,011,500 visitors) accounted for a 6.5 percent increase in Kaua'i visitor days as the average length of stay rose only slightly to 7.51 days from 7.47 days. Those who visited Kaua'i comprised 14.1 percent of the total air visitors to the state.

Moloka'i<sup>4</sup> – Visitor days grew 6.1 percent compared to 2010. Arrivals to Moloka'i increased 11.1 percent to 55,250 visitors. However, the average length of stay by these visitors was shorter at 4.63 days compared to 4.87 days in 2010.

Lāna'i<sup>4</sup> – While Lāna'i arrivals grew 10 percent to 75,004 visitors, the average length of stay was down from 3.62 days in 2010 to 3.52 days. This netted Lāna'i a 6.8 percent increase to 263,737 visitor days.

### **Visitors Characteristics (Air Arrivals)**

Party Size & Visit Status –The average party size of visitors to Hawai'i in 2011 was similar to 2010 at 2.14 people per party. Two out of three visitors (66%) in 2011 had been to the islands before, consistent with the previous year. The number of first-time visitors represented 34 percent of total visitors (Table 2).

Travel Method – True independent visitors comprised 63.6 percent of total visitors in 2011 compared to 62.9% in 2010.

Accommodations –The majority of visitors in 2011 stayed in hotels (62.7%). Some visitors stayed in condominiums (18.3%), timeshare properties (10%), with friends or relatives (9.3%), in rental homes (5.2%) and on cruise ship (1.8%) (Table 3). Most types of accommodations saw increased visitors compared to 2010, especially rental homes (+15.9%) and condominium properties (+7.6%). Fewer visitors stayed with friends or relatives (-3.3%) compared to 2010 (Table 2).

Purpose of Trip – The number of honeymoon visitors in 2011 increased 6.7 percent and comprised 7.4 percent of total visitors. Visitors who came for meetings, conventions and on incentive trips grew 8.4 percent and represented 5.5 percent of total visitors. Those who came to get married rose 3.4 percent over 2010 and made up 1.7% of total visitors.

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<sup>4</sup> Small sample sizes for Moloka'i and Lāna'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.



## **VISITORS BY CRUISE SHIPS**

A total of 124,650 visitors arrived into the state by cruise ships<sup>5</sup> in 2011; a 23.1 percent increase over the previous year. In addition, another 119,431 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals; down 2.5 percent from 2010 (Table 87).

Total spending by visitors who arrived by cruise ships increased 2.2 percent over 2010 to \$22.9 million (Table 1). Total spending by all cruise visitors, those who arrived by cruise ships and those who arrived by air to board cruise ships, rose 2 percent to \$328.9 million (Table 89).

## **HOTEL OCCUPANCY AND ROOM RATE**

The statewide hotel occupancy rate for 2011 increased to 73.4 percent from 70.7 percent in 2010. All islands experienced higher hotel occupancy rates compared to the previous year. The largest increase was on Kaua'i where hotel occupancy rate rose 4.2 percentage points to 63.5 percent. Occupancy rate on Hawai'i Island grew 3.2 percentage points to 59.4 percent. O'ahu's occupancy rate grew 2.7 percentage points to 80.9 percent, while Maui's occupancy rate was at 70.1 percent, 2 percentage point higher than in 2010 (Table 96 – Table 100).

The statewide average room rate was \$189.62, up from \$174.84 in 2010. Maui's room rate remained the highest among the four larger islands at \$246.20 (\$226.20 in 2010). Room rate on Kaua'i was the second highest at \$203.71 (\$186.15 in 2010), followed by Hawai'i Island at \$185.44 (\$183.99 in 2010). O'ahu's room rate remained the lowest at \$165.05 in 2011, up from \$150.09 in 2010.

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<sup>5</sup> Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

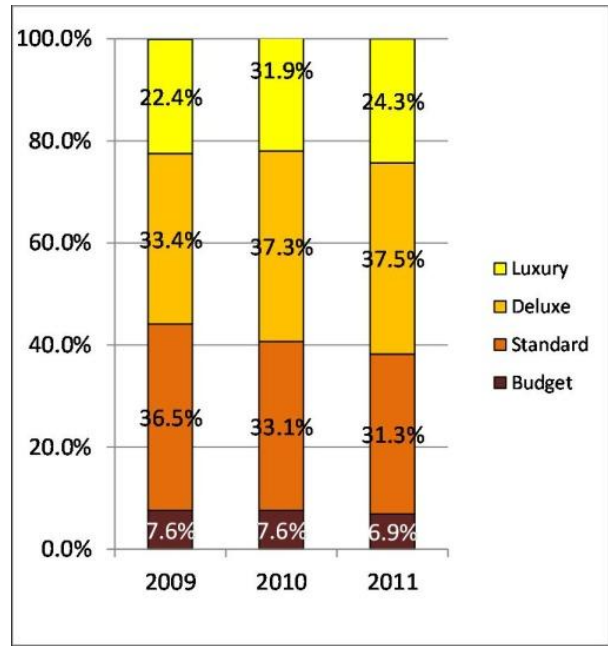
## VISITOR PLANT INVENTORY

The total State visitor plant inventory for 2011 increased to 77,731 visitor units, 3.7 percent higher than 2010. While there was new inventory added to the market, including The Waikiki Edition and Wyndham’s Kōloa Landing at Po‘ipū Beach, the increase in visitor units was largely due to the identification of visitor units that were likely in existence, but not counted in prior surveys and the re-identification of IVU-condo units which had previously opted out of condo hotel rental pools.

Since 2008, the number of condo hotel units generally decreased. This trend was reflected by an increase in the overall number of lodging operations in the state, as former condo hotel units were now operated as separate IVUs.

Nearly half (45.0 percent) of the state’s lodging supply was located on O‘ahu, with the majority of units in Waikiki. Maui hosted just over a quarter (26.9 percent) of the state’s supply. Moloka‘i and Lāna‘i had the fewest units and a combined total just over one percent of all Hawai‘i lodging units.

**Figure 4: Statewide Class of Units  
2011 vs. 2010**



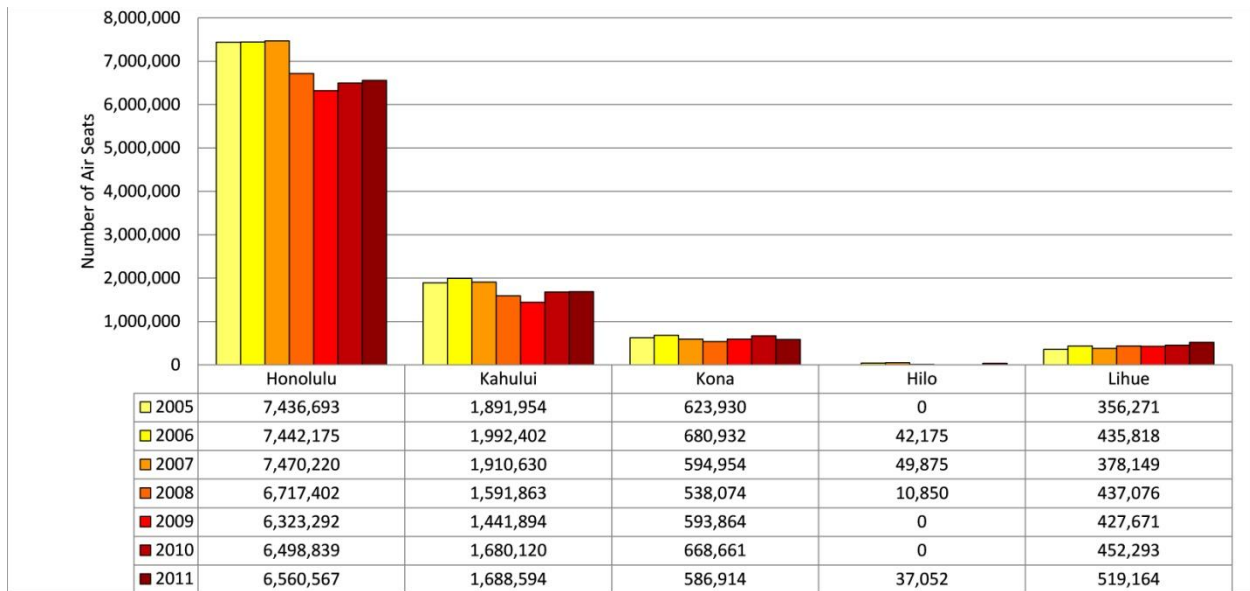
The majority of the lodging supply in the state was hotel units (55.1 percent), but hotels accounted for only 7.0 percent of all lodging operations. Because IVU operations include many single-unit properties, IVUs were the most numerous lodging operation in the state (71.1 percent). Overall, 16.1 percent of units were condo hotel and 13.1 percent were timeshare.

## TOTAL AIR SEATS OPERATED TO HAWAI‘I

Total air seats in 2011 increased 1 percent compared to 2010 to 9,392,291. This also exceeded 2008 (9,295,265 seats), and 2009 (8,786,721 seats) levels, but remained below the high of 10,593,096 seats in 2006. In recent years, airline carriers have taken a more strategic approach with smaller planes, higher load factors and providing more direct service from regional airports. Domestic seats in 2011 fell 1.7 percent from 2010, as a result of fewer seats from U.S. East. International seats grew 8.1 percent compared to 2010 due to double-digit growth from Canada (+11.4%), Other Asia (+86.1%) and Oceania (+25.2%) which more than offset slightly fewer seats out of Japan (-0.6%) (Table 104 to Table 106).

Air seat capacity to the Honolulu International Airport rose over the last two years. In 2011 there was a slight increase (+0.9%) in seat capacity to this airport to 6,560,567 total seats (Figure 5). Growth in scheduled air seats from Other Asia (+86.1%), Oceania (+25.2%), Japan (+3.4%) and Canada (+2.7%) offset significantly fewer scheduled air seats from U.S. East (-21.3%).

**Figure 5: Air Seats Operated to Hawai'i by Island  
2005-2011**



Seat capacity to Kahului airport rose slightly (+0.5%) to 1,688,594 total seats in 2011, the most number of seats since 2008. Double-digit growth in seats from Canada (+22.7%), and a 0.6 percent growth in seats from U.S. West offset decline from U.S. East (-21.2%).

Seat capacity to the Kona International airport increased by double digits between 2008 and 2010, but declined 12.2 percent in 2011 to 586,914 seats. The decrease was due to discontinued service from Narita International Airport (Japan) to Kona; and fewer air seats from U.S. West (-3.2%, particularly Los Angeles, San Francisco, Phoenix, Oakland and Denver).

Seat capacity to the Lihue airport climbed 14.8 percent to 519,164 seats in 2011, the most number of seats in the last seven years. Seats from U.S. West jumped 15 percent, as a result of direct service from Oakland added in 2011, and increased seats from Los Angeles and San Francisco.

### Seat Capacity by Top MMAs

U.S. West – Air seats from U.S. West rose 1.5 percent from 2010 to 5,832,742 seats in 2011 (Figure 6) and comprised 62.1 percent of total air seats to Hawai'i, up from 61.8 percent in 2010.

U.S. East – Air seat capacity from U.S. East, fell 21.3 percent from 2010 to 726,269 seats in 2011, the lowest number of seats in the last seven years, and accounted for 7.7 percent of total air seats, down from 9.9 percent in 2010.

Japan – Capacity from Japan in 2011 decreased slightly (-0.6%) from the previous year to 1,617,095 seats. Japanese seats comprised 17.2 percent of total air seats.

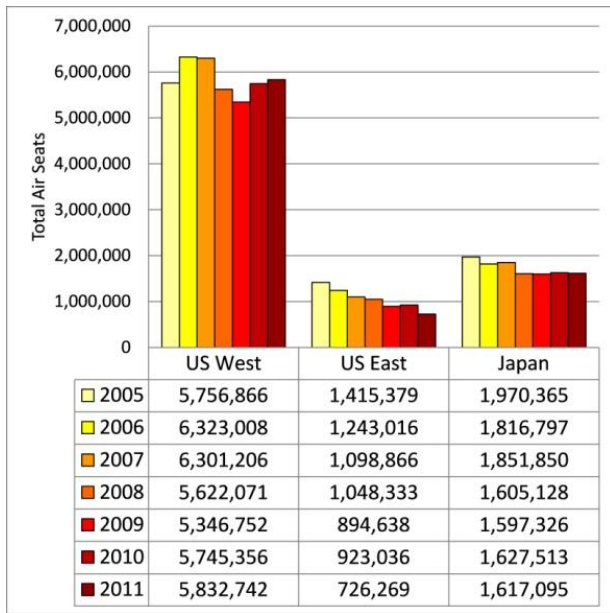
*Summary of 2011 Visitors to Hawai‘i*

Canada – Seat capacity from Canada rose by double digit for a second consecutive year, up 11.4 percent from 2010 to 319,051 seats (Figure 7). Canadian air seats accounted for 3.4 percent of total air seats in 2011, up from 3.1 percent in 2010.

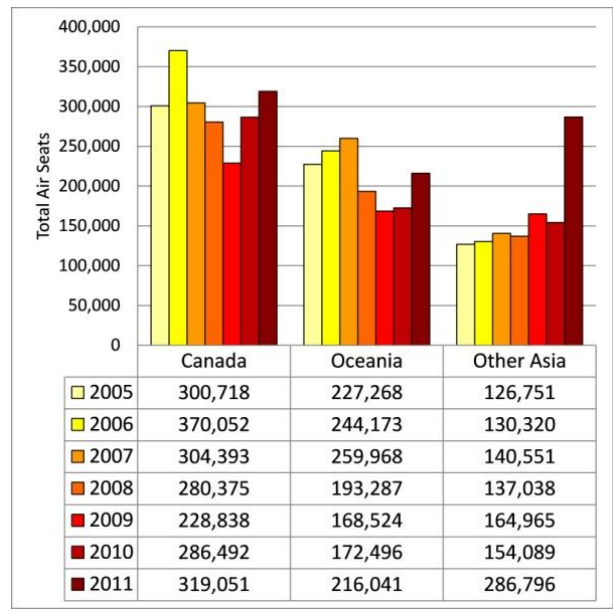
Oceania – Seat capacity climbed 25.2 percent from 2010 to 216,041 seats, the most since 2007.

Other Asia – Seat capacity from Other Asia in 2011 nearly doubled compared to 2010 to 286,796 seats, the largest number of seats on record. Tremendous expansion in air seats to Honolulu from Seoul and Shanghai, added in 2011 was entirely offset reduced service from Taipei to Honolulu.

**Figure 6: Total Air Seats by MMA  
2005-2011**



**Figure 7: Total Air Seats by MMA  
2005-2011**



Summary of 2011 Visitors to Hawai'i

**Table 1: Summary of Visitor Statistics  
2011 vs. 2010**

CATEGORY AND MMA	2011	2010R	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>12,254.6</b>	<b>11,066.4</b>	<b>10.7</b>
<b>Visitor arrivals by air</b>	<b>12,231.7</b>	<b>11,044.0</b>	<b>10.8</b>
U.S. West	4,142.8	3,913.3	5.9
U.S. East	3,108.2	2,876.4	8.1
Japan	2,164.0	1,899.6	13.9
Canada	906.0	745.7	21.5
Europe	244.0	228.5	6.8
Oceania	499.3	328.2	52.1
Other Asia	373.8	277.6	34.7
Latin America	54.0	50.1	7.8
Other	555.5	547.2	1.5
Supplemental business (all MMAs)	184.3	177.3	3.9
<b>Visitor arrivals by cruise ships</b>	<b>22.9</b>	<b>22.4</b>	<b>2.2</b>
<b>TOTAL VISITOR DAYS</b>	<b>68,466,519</b>	<b>65,465,125</b>	<b>4.6</b>
<b>Visitor arrivals by air</b>	<b>67,825,871</b>	<b>64,951,433</b>	<b>4.4</b>
U.S. West	28,768,587	27,966,613	2.9
U.S. East	17,178,727	16,815,125	2.2
Japan	7,484,700	7,276,211	2.9
Canada	6,040,316	5,143,821	17.4
Europe	1,525,705	1,437,409	6.1
Oceania	2,092,356	1,586,379	31.9
Other Asia	1,443,836	1,228,354	17.5
Latin America	255,203	235,628	8.3
Other	3,036,440	3,261,892	-6.9
<b>Visitor arrivals by cruise ships</b>	<b>640,648</b>	<b>513,692</b>	<b>24.7</b>
<b>VISITOR ARRIVALS</b>	<b>7,299,047</b>	<b>7,018,133</b>	<b>4.0</b>
<b>Visitor arrivals by air</b>	<b>7,174,397</b>	<b>6,916,894</b>	<b>3.7</b>
U.S. West	2,994,731	2,924,430	2.4
U.S. East	1,642,279	1,610,421	2.0
Japan	1,241,805	1,239,307	0.2
Canada	477,564	405,040	17.9
Europe	119,825	112,765	6.3
Oceania	209,976	161,060	30.4
Other Asia	211,028	167,669	25.9
Latin America	22,116	19,791	11.7
Other	255,073	276,411	-7.7
<b>Visitor arrivals by cruise ships</b>	<b>124,650</b>	<b>101,239</b>	<b>23.1</b>
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>9.38</b>	<b>9.33</b>	<b>0.6</b>
<b>Visitor arrivals by air</b>	<b>9.45</b>	<b>9.39</b>	<b>0.7</b>
U.S. West	9.61	9.56	0.5
U.S. East	10.46	10.44	0.2
Japan	6.03	5.87	2.7
Canada	12.65	12.70	-0.4
Europe	12.73	12.75	-0.1
Oceania	9.96	9.85	1.2
Other Asia	6.84	7.33	-6.6
Latin America	11.54	11.91	-3.1
Other	11.90	11.80	0.9
<b>Visitor arrivals by cruise ships</b>	<b>5.14</b>	<b>5.07</b>	<b>1.3</b>

Summary of 2011 Visitors to Hawai'i

Table 1: Summary of Visitor Statistics continued  
2011 vs. 2010

CATEGORY AND MMA	2011	2010R	(%) Change
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>179.0</b>	<b>168.9</b>	<b>6.0</b>
<b>Visitor arrivals by air</b>	180.3	169.9	6.2
U.S. West	144.0	139.9	2.9
U.S. East	180.9	171.1	5.8
Japan	289.1	261.1	10.7
Canada	150.0	145.0	3.5
Europe	160.0	159.0	0.6
Oceania	238.6	206.9	15.3
Other Asia	258.9	226.0	14.6
Latin America	211.4	212.4	-0.5
Other	182.9	167.8	9.0
<b>Visitor arrivals by cruise ships</b>	35.7	43.5	-18.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,678.9</b>	<b>1,575.5</b>	<b>6.6</b>
<b>Visitor arrivals by air</b>	1,704.9	1,595.2	6.9
U.S. West	1,383.4	1,338.2	3.4
U.S. East	1,892.6	1,786.1	6.0
Japan	1,742.6	1,532.8	13.7
Canada	1,897.0	1,841.1	3.0
Europe	2,036.7	2,026.2	0.5
Oceania	2,378.1	2,037.9	16.7
Other Asia	1,771.2	1,655.5	7.0
Latin America	2,439.8	2,529.3	-3.5
Other	2,177.6	1,979.8	10.0
<b>Visitor arrivals by cruise ships</b>	183.4	220.9	-17.0
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>12,254.6</b>	<b>11,066.4</b>	<b>10.7</b>
O'ahu	6,351.4	5,593.1	13.6
Maui	3,100.4	2,949.2	5.1
Moloka'i	28.7	24.2	18.6
Lāna'i	82.3	71.9	14.5
Kaua'i	1,193.6	1,082.5	10.3
Hawai'i Island	1,498.2	1,345.5	11.4
<b>PER PERSON PER DAY SPENDING (\$)</b>			
O'ahu	194.4	176.8	10.0
Maui	175.3	173.7	0.9
Moloka'i	111.6	99.8	11.8
Lāna'i	311.9	291.0	7.2
Kaua'i	154.7	149.4	3.6
Hawai'i Island	151.8	146.1	4.0
<b>VISITOR ARRIVALS (AIR + SHIP)</b>			
O'ahu	4,525,697	4,372,181	3.5
Maui	2,283,728	2,174,613	5.0
Moloka'i	57,557	51,714	11.3
Lāna'i	78,838	71,473	10.3
Kaua'i	1,115,629	1,033,021	8.0
Hawai'i Island	1,433,588	1,369,294	4.7
<b>VISITOR ARRIVALS BY AIR</b>			
O'ahu	4,401,624	4,273,658	3.0
Maui	2,168,487	2,080,403	4.2
Moloka'i	55,250	49,709	11.1
Lāna'i	75,004	68,205	10.0
Kaua'i	1,011,500	955,112	5.9
Hawai'i Island	1,318,310	1,281,232	2.9
<b>VISITOR ARRIVALS BY SHIP</b>			
O'ahu	124,073	98,523	25.9
Maui	115,241	94,210	22.3
Moloka'i	2,307	2,005	15.1
Lāna'i	3,834	3,268	17.3
Kaua'i	104,129	77,909	33.7
Hawai'i Island	115,278	88,062	30.9

Note: Sums may not add up to total due to rounding.

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.

Source: Hawai'i Tourism Authority

Summary of 2011 Visitors to Hawai'i

Table 2: Summary of Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	67,825,871	64,951,433	4.4%	51,839,799	49,788,583	4.1%	15,986,073	15,162,850	5.4%
Total Visitors	7,174,397	6,916,894	3.7%	5,127,291	4,957,352	3.4%	2,047,106	1,959,542	4.5%
<b>PARTY SIZE</b>									
One	1,160,970	1,162,959	-0.2%	988,234	973,936	1.5%	172,737	189,023	-8.6%
Two	3,052,003	2,924,177	4.4%	2,214,294	2,141,727	3.4%	837,709	782,450	7.1%
Three or more	2,961,424	2,829,758	4.7%	1,924,764	1,841,689	4.5%	1,036,661	988,068	4.9%
Avg Party Size	2.14	2.12	0.9%	1.99	1.97	0.6%	2.52	2.49	1.2%
<b>VISIT STATUS</b>									
First-Time	2,441,554	2,343,461	4.2%	1,503,005	1,467,778	2.4%	938,548	875,682	7.2%
Repeat	4,732,844	4,573,433	3.5%	3,624,286	3,489,574	3.9%	1,108,558	1,083,860	2.3%
Average # of Trips	5.03	5.11	-1.6%	5.71	5.71	-0.1%	3.33	3.58	-7.1%
<b>TRAVEL METHOD</b>									
Group Tour	609,307	650,479	-6.3%	174,273	159,112	9.5%	435,034	491,367	-11.5%
Package	2,506,585	2,458,683	1.9%	1,288,037	1,263,818	1.9%	1,218,548	1,194,865	2.0%
Group Tour & Pkg	502,309	544,973	-7.8%	122,645	112,542	9.0%	379,665	432,431	-12.2%
True Independent	4,560,815	4,352,707	4.8%	3,787,626	3,646,965	3.9%	773,189	705,742	9.6%
<b>ISLANDS VISITED</b>									
O'ahu	4,401,624	4,273,658	3.0%	2,592,014	2,532,365	2.4%	1,809,609	1,741,292	3.9%
Maui County	2,211,413	2,122,634	4.2%	1,868,986	1,828,063	2.2%	342,427	294,572	16.2%
...Maui	2,168,487	2,080,403	4.2%	1,831,088	1,790,588	2.3%	337,399	289,815	16.4%
...Moloka'i	55,250	49,709	11.1%	43,865	41,055	6.8%	11,385	8,653	31.6%
...Lāna'i	75,004	68,205	10.0%	61,848	57,031	8.4%	13,156	11,174	17.7%
Kaua'i	1,011,500	955,112	5.9%	914,423	870,746	5.0%	97,077	84,366	15.1%
Hawai'i Island	1,318,310	1,281,232	2.9%	1,022,016	976,459	4.7%	296,294	304,773	-2.8%
...Hilo	485,137	473,141	2.5%	345,372	339,776	1.6%	139,765	133,364	4.8%
...Kona	1,106,462	1,065,472	3.8%	887,463	842,271	5.4%	218,999	223,201	-1.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.38	7.36	0.2%	8.04	7.99	0.6%	6.43	6.45	-0.3%
Maui (days)	8.09	8.08	0.1%	8.23	8.17	0.7%	7.34	7.53	-2.6%
Moloka'i (days)	4.63	4.87	-5.0%	5.20	5.45	-4.7%	2.45	2.13	14.7%
Lāna'i (days)	3.52	3.62	-2.9%	3.87	3.94	-1.9%	1.87	1.97	-5.4%
Kaua'i (days)	7.51	7.47	0.6%	7.80	7.72	1.0%	4.82	4.91	-1.8%
Hawai'i Island (days)	7.35	7.06	4.2%	8.16	7.93	2.8%	4.56	4.25	7.3%
...Hilo (days)	3.91	3.79	3.0%	4.56	4.39	3.8%	2.30	2.27	1.5%
...Kona (days)	7.04	6.80	3.6%	7.62	7.43	2.6%	4.69	4.44	5.7%
Statewide (days)	9.45	9.39	0.7%	10.11	10.04	0.7%	7.81	7.74	0.9%
<b>ACCOMMODATIONS</b>									
Hotel	4,495,032	4,322,541	4.0%	2,855,884	2,737,634	4.3%	1,639,148	1,584,907	3.4%
...Hotel Only	3,935,128	3,796,594	3.6%	2,398,033	2,300,756	4.2%	1,537,095	1,495,837	2.8%
Condo	1,311,971	1,219,789	7.6%	1,022,333	970,512	5.3%	289,638	249,277	16.2%
...Condo Only	1,031,992	961,866	7.3%	803,788	766,062	4.9%	228,204	195,804	16.5%
Timeshare	717,697	713,527	0.6%	634,727	635,092	-0.1%	82,970	78,435	5.8%
...Timeshare Only	550,853	549,834	0.2%	491,518	494,004	-0.5%	59,335	55,830	6.3%
Rental House	369,433	318,810	15.9%	334,904	287,142	16.6%	34,529	31,668	9.0%
Bed & Breakfast	70,580	63,388	11.3%	57,901	53,514	8.2%	12,679	9,873	28.4%
Cruise Ship	128,393	129,999	-1.2%	108,663	116,518	-6.7%	19,731	13,481	46.4%
Friends or Relatives	665,145	687,868	-3.3%	594,657	614,427	-3.2%	70,488	73,441	-4.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,922,073	5,680,864	4.2%	4,185,975	4,041,428	3.6%	1,736,098	1,639,436	5.9%
.....Vacation	5,393,873	5,183,533	4.1%	3,958,355	3,815,649	3.7%	1,435,518	1,367,884	4.9%
.....Honeymoon	527,072	494,001	6.7%	233,181	231,569	0.7%	293,892	262,433	12.0%
.....Get Married	119,908	115,928	3.4%	54,973	53,265	3.2%	64,934	62,663	3.6%
MC&I (Net)	397,348	366,637	8.4%	299,754	266,137	12.6%	97,594	100,500	-2.9%
.....Convention/Conf.	233,289	223,025	4.6%	187,466	170,657	9.8%	45,824	52,368	-12.5%
.....Corp. Meetings	81,338	70,043	16.1%	65,193	54,214	20.3%	16,145	15,829	2.0%
.....Incentive	96,755	85,810	12.8%	58,870	50,616	16.3%	37,885	35,193	7.6%
Other Business	237,239	236,677	0.2%	213,342	213,159	0.1%	23,897	23,518	1.6%
Visit Friends/Relatives	635,653	650,814	-2.3%	570,871	582,479	-2.0%	64,781	68,334	-5.2%
Government/Military	104,947	120,293	-12.8%	86,299	91,738	-5.9%	18,648	28,555	-34.7%
Attend School	19,794	20,895	-5.3%	13,876	13,177	5.3%	5,918	7,718	-23.3%
Sport Events	94,994	94,293	0.7%	58,776	50,698	15.9%	36,218	43,594	-16.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	12,047.4	10,866.7	10.9%	8,282.1	7,624.9	8.6%	3,765.3	3,241.8	16.1%
Per Person Per Day (\$)	177.6	167.3	6.2%	159.8	153.1	4.3%	235.5	213.8	10.2%
Per Person Per Trip (\$)	1,679.2	1,571.0	6.9%	1,615.3	1,538.1	5.0%	1,839.3	1,654.4	11.2%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.

Source: Hawai'i Tourism Authority

*Summary of 2011 Visitors to Hawai'i*

**Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air)  
2011 vs. 2010**

% of TOTAL	TOTAL		DOMESTIC		INTERNATIONAL	
	2011	2010R	2011	2010R	2011	2010
Total Visitors	7,174,397	6,916,894	5,127,291	4,957,352	2,047,106	1,959,542
<b>PARTY SIZE</b>						
One	16.2%	16.8%	19.3%	19.6%	8.4%	9.6%
Two	42.5%	42.3%	43.2%	43.2%	40.9%	39.9%
Three or more	41.3%	40.9%	37.5%	37.2%	50.6%	50.4%
Avg Party Size	2.14	2.12	1.99	1.97	2.52	2.49
<b>VISIT STATUS</b>						
First-Time	34.0%	33.9%	29.3%	29.6%	45.8%	44.7%
Repeat	66.0%	66.1%	70.7%	70.4%	54.2%	55.3%
Average # of Trips	5.03	5.11	5.71	5.71	3.33	3.58
<b>TRAVEL METHOD</b>						
Group Tour	8.5%	9.4%	3.4%	3.2%	21.3%	25.1%
Package	34.9%	35.5%	25.1%	25.5%	59.5%	61.0%
Group Tour & Pkg	7.0%	7.9%	2.4%	2.3%	18.5%	22.1%
True Independent	63.6%	62.9%	73.9%	73.6%	37.8%	36.0%
<b>ISLANDS VISITED</b>						
O'ahu	61.4%	61.8%	50.6%	51.1%	88.4%	88.9%
Maui County	30.8%	30.7%	36.5%	36.9%	16.7%	15.0%
...Maui	30.2%	30.1%	35.7%	36.1%	16.5%	14.8%
...Moloka'i	0.8%	0.7%	0.9%	0.8%	0.6%	0.4%
...Lāna'i	1.0%	1.0%	1.2%	1.2%	0.6%	0.6%
Kaua'i	14.1%	13.8%	17.8%	17.6%	4.7%	4.3%
Hawai'i Island	18.4%	18.5%	19.9%	19.7%	14.5%	15.6%
...Hilo	6.8%	6.8%	6.7%	6.9%	6.8%	6.8%
...Kona	15.4%	15.4%	17.3%	17.0%	10.7%	11.4%
<b>ACCOMMODATIONS</b>						
Hotel	62.7%	62.5%	55.7%	55.2%	80.1%	80.9%
...Hotel Only	54.8%	54.9%	46.8%	46.4%	75.1%	76.3%
Condo	18.3%	17.6%	19.9%	19.6%	14.1%	12.7%
...Condo Only	14.4%	13.9%	15.7%	15.5%	11.1%	10.0%
Timeshare	10.0%	10.3%	12.4%	12.8%	4.1%	4.0%
...Timeshare Only	7.7%	7.9%	9.6%	10.0%	2.9%	2.8%
Rental House	5.1%	4.6%	6.5%	5.8%	1.7%	1.6%
Bed & Breakfast	1.0%	0.9%	1.1%	1.1%	0.6%	0.5%
Cruise Ship	1.8%	1.9%	2.1%	2.4%	1.0%	0.7%
Friends or Relatives	9.3%	9.9%	11.6%	12.4%	3.4%	3.7%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	82.5%	82.1%	81.6%	81.5%	84.8%	83.7%
....Vacation	75.2%	74.9%	77.2%	77.0%	70.1%	69.8%
....Honeymoon	7.3%	7.1%	4.5%	4.7%	14.4%	13.4%
....Get Married	1.7%	1.7%	1.1%	1.1%	3.2%	3.2%
MC&I (Net)	5.5%	5.3%	5.8%	5.4%	4.8%	5.1%
....Convention/Conf.	3.3%	3.2%	3.7%	3.4%	2.2%	2.7%
....Corp. Meetings	1.1%	1.0%	1.3%	1.1%	0.8%	0.8%
....Incentive	1.3%	1.2%	1.1%	1.0%	1.9%	1.8%
Other Business	3.3%	3.4%	4.2%	4.3%	1.2%	1.2%
Visit Friends/Relatives	8.9%	9.4%	11.1%	11.7%	3.2%	3.5%
Government/Military	1.5%	1.7%	1.7%	1.9%	0.9%	1.5%
Attend School	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
Sport Events	1.3%	1.4%	1.1%	1.0%	1.8%	2.2%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority



*Summary of 2011 Visitors to Hawai'i*

**Table 4: Visitor Days by Island (Arrivals by Air)  
2011 vs. 2010**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
TOTAL STATE	67,825,871	64,951,433	4.4%	51,839,799	49,788,583	4.1%	15,986,073	15,162,850	5.4%
O'AHU	32,477,385	31,465,500	3.2%	20,837,075	20,234,742	3.0%	11,640,310	11,230,758	3.6%
MAUI COUNTY	18,060,711	17,308,593	4.3%	15,533,114	15,084,536	3.0%	2,527,597	2,224,058	13.6%
MAUI	17,540,085	16,819,519	4.3%	15,064,900	14,635,954	2.9%	2,475,185	2,183,565	13.4%
MOLOKA'I	256,889	242,171	6.1%	229,049	223,730	2.4%	27,839	18,441	51.0%
LĀNA'I	263,737	246,903	6.8%	239,165	224,852	6.4%	24,573	22,051	11.4%
KAUA'I	7,597,107	7,135,082	6.5%	7,129,051	6,721,038	6.1%	468,056	414,045	13.0%
HAWAII ISLAND	9,690,668	9,042,257	7.2%	8,340,558	7,748,268	7.6%	1,350,110	1,293,989	4.3%
HILO	1,896,416	1,794,596	5.7%	1,574,458	1,491,872	5.5%	321,958	302,724	6.4%
KONA	7,794,252	7,247,661	7.5%	6,766,100	6,256,396	8.1%	1,028,152	991,265	3.7%

Note: Sums may not add up to total due to rounding.

R = 2010 total and domestic visitor days, length of stay, arrivals, were revised.

Source: Hawai'i Tourism Authority

**Table 5: Visitor Days by Month (Arrivals by Air)  
2011 vs. 2010**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JANUARY	6,383,050	5,690,200	12.2%	4,826,118	4,257,102	13.4%	1,556,931	1,433,098	8.6%
FEBRUARY	5,581,323	4,970,352	12.3%	4,099,981	3,660,057	12.0%	1,481,342	1,310,294	13.1%
MARCH	5,750,058	5,333,698	7.8%	4,286,120	3,918,469	9.4%	1,463,938	1,415,229	3.4%
APRIL	5,126,414	4,763,538	7.6%	3,919,135	3,637,278	7.7%	1,207,279	1,126,260	7.2%
MAY	4,910,126	4,951,964	-0.8%	3,922,314	3,778,961	3.8%	987,811	1,173,003	-15.8%
JUNE	5,794,445	5,683,778	1.9%	4,726,417	4,686,958	0.8%	1,068,028	996,820	7.1%
JULY	6,325,403	6,537,788	-3.2%	5,054,542	5,295,638	-4.6%	1,270,861	1,242,149	2.3%
AUGUST	5,882,997	5,971,669	-1.5%	4,445,749	4,518,297	-1.6%	1,437,248	1,453,371	-1.1%
SEPTEMBER	4,909,527	4,688,191	4.7%	3,664,839	3,485,440	5.1%	1,244,689	1,202,751	3.5%
OCTOBER	5,150,046	5,079,875	1.4%	3,942,772	3,951,789	-0.2%	1,207,275	1,128,086	7.0%
NOVEMBER	5,111,206	4,945,708	3.3%	3,887,305	3,778,313	2.9%	1,223,901	1,167,395	4.8%
DECEMBER	6,901,276	6,334,674	8.9%	5,064,507	4,820,280	5.1%	1,836,769	1,514,393	21.3%
<b>TOTAL</b>	<b>67,825,871</b>	<b>64,951,433</b>	<b>4.4%</b>	<b>51,839,799</b>	<b>49,788,583</b>	<b>4.1%</b>	<b>15,986,073</b>	<b>15,162,850</b>	<b>5.4%</b>

Note: Sums may not add up to total due to rounding.

R = 2010 total and domestic visitor days, length of stay and arrival statistics were revised.

Source: Hawai'i Tourism Authority

*Summary of 2011 Visitors to Hawai'i*

**Table 6: Average Daily Census by Island (Arrivals by Air)  
2011 vs. 2010**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010 R	% Change	2011	2010	% Change
TOTAL STATE	185,824	177,949	4.4%	142,027	136,407	4.1%	43,797	41,542	5.4%
O'AHU	88,979	86,207	3.2%	57,088	55,438	3.0%	31,891	30,769	3.6%
MAUI COUNTY	49,481	47,421	4.3%	42,556	41,327	3.0%	6,925	6,093	13.6%
MAUI	48,055	46,081	4.3%	41,274	40,099	2.9%	6,781	5,982	13.4%
MOLOKA'I	704	663	6.1%	628	613	2.4%	76	51	51.0%
LĀNA'I	723	676	6.8%	655	616	6.4%	67	60	11.4%
KAUA'I	20,814	19,548	6.5%	19,532	18,414	6.1%	1,282	1,134	13.0%
HAWAII ISLAND	26,550	24,773	7.2%	22,851	21,228	7.6%	3,699	3,545	4.3%
HILO	5,196	4,917	5.7%	4,314	4,087	5.5%	882	829	6.4%
KONA	21,354	19,857	7.5%	18,537	17,141	8.1%	2,817	2,716	3.7%

R = 2010 total and domestic average daily census statistics were revised.

Source: Hawai'i Tourism Authority

**Table 7: Average Daily Census by Month (Arrivals by Air)  
2011 vs. 2010**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010 R	% Change	2011	2010	% Change
JANUARY	205,905	183,555	12.2%	155,681	137,326	13.4%	50,224	46,229	8.6%
FEBRUARY	199,333	177,513	12.3%	146,428	130,716	12.0%	52,905	46,796	13.1%
MARCH	185,486	172,055	7.8%	138,262	126,402	9.4%	47,224	45,653	3.4%
APRIL	170,880	158,785	7.6%	130,638	121,243	7.7%	40,243	37,542	7.2%
MAY	158,391	159,741	-0.8%	126,526	121,902	3.8%	31,865	37,839	-15.8%
JUNE	193,148	189,459	1.9%	157,547	156,232	0.8%	35,601	33,227	7.1%
JULY	204,045	210,896	-3.2%	163,050	170,827	-4.6%	40,996	40,069	2.3%
AUGUST	189,774	192,634	-1.5%	143,411	145,752	-1.6%	46,363	46,883	-1.1%
SEPTEMBER	163,651	156,273	4.7%	122,161	116,181	5.1%	41,490	40,092	3.5%
OCTOBER	166,131	163,867	1.4%	127,186	127,477	-0.2%	38,944	36,390	7.0%
NOVEMBER	170,374	164,857	3.3%	129,577	125,944	2.9%	40,797	38,913	4.8%
DECEMBER	222,622	204,344	8.9%	163,371	155,493	5.1%	59,251	48,851	21.3%
<b>TOTAL</b>	<b>185,824</b>	<b>177,949</b>	<b>4.4%</b>	<b>142,027</b>	<b>136,407</b>	<b>4.1%</b>	<b>43,797</b>	<b>41,542</b>	<b>5.4%</b>

R = 2010 total and domestic average daily census statistics were revised.

Source: Hawai'i Tourism Authority

*Summary of 2011 Visitors to Hawai‘i*

**Table 8: Visitors Staying Overnight or Longer (Arrivals by Air)  
1953 – 2011**

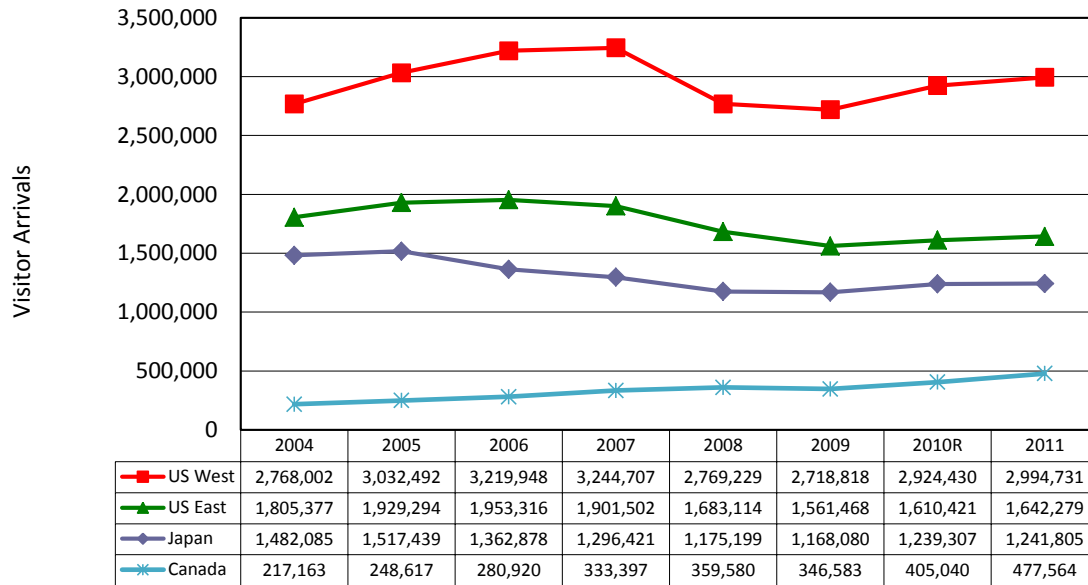
YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%
2008	6,713,436	-10.4%	4,901,893	-12.2%	1,811,543	-5.4%
2009	6,420,448	-4.4%	4,672,001	-4.7%	1,748,447	-3.5%
2010R	6,916,894	7.7%	4,957,352	6.1%	1,959,542	12.1%
2011	7,174,397	3.7%	5,127,291	3.4%	2,047,106	4.5%

R = 2010 total and domestic statistics were revised.  
Source: Hawai‘i Tourism Authority

**AIR VISITOR CHARACTERISTICS BY MMA AND  
SELECT COUNTRIES**

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**Figure 8: Visitor Arrivals from Four Largest Markets (by Air)  
2004-2011**



## U.S. WEST

U.S. West continued to be Hawai'i's largest market in terms of total expenditures, visitor days and visitor arrivals in 2011. Expenditures by U.S. West visitors increased 5.9 percent from 2010 to \$4.1 billion. Among all visitor markets, this group spent the least on a daily basis in 2011 at \$144 per person, up from \$140 in 2010. U.S. West visitor days rose 2.9 percent boosted by a 2.4 percent growth in visitor arrivals. The average length of stay by these visitors was 9.61 days, similar to 2010. U.S. West arrivals rose 2.4 percent to 2,994,731 visitors in 2011, the highest level in four years (Figure 8, Table 15).

- Of the total U.S. West visitors, 81.4 percent were repeat visitors to the islands, compared to 80.9 percent in 2010. This market continued to have the highest percentage of repeat visitors among all the MMAs.
- True independent travelers comprised 77.3 percent of U.S. West visitors, compared to 76.7 percent in 2010.
- Of all U.S. West visitors in 2011, 44 percent went to O'ahu, 35 percent went to Maui, 18.3 percent went to Hawai'i Island and 17.3 percent went to Kaua'i. U.S. West visitations increased on the neighbor islands, while visitation to O'ahu was about the same compared to 2010. Among the larger islands, Kaua'i had the biggest increase of U.S. West visitors, up 6.6 percent.
- These visitors stayed the longest on Maui (8.52 days), followed by Hawai'i Island (8.37 days), O'ahu (8.22 days), Kaua'i (8.11 days), Moloka'i (4.43 days) and Lāna'i (3.96 days).
- Half of all U.S. West visitors stayed in hotels, 23 percent stayed in condominiums, 14 percent stayed in timeshare properties and 12.3 percent stayed with friends or relatives. More U.S. West visitors stayed in condominium properties (+4.8%) and rental homes (+15.7%) compared to 2010.

## *Air Visitor Characteristics by MMA and Select Countries*

- More U.S. West visitors came to get married (+7.9%) and for corporate meetings (+21%) and incentives (+18.2%), but fewer came to visit friends/relatives (-3.5%) compared to 2010.
- Over half (51.3%) of the visitors from this MMA were females. The largest age group was between 41 to 59 years (33.5%), followed by the 25 to 40 years group (26.2%) and those 60 years and older (19.2%) (Table 36).
- California continued to be the largest contributor (54.4%) from U.S. West. Arrivals from this state increased slightly (+0.7%) from the previous year to 1,629,858 visitors in 2011. Among other contributors from U.S. West, arrivals from Washington (+5.6% to 462,160 visitors), Oregon (+3.9% to 204,240 visitors), Arizona (+.5% to 148,450 visitors) and Colorado (+3.9% to 139,448 visitors) were higher compared to 2010 (Table 19).
- In terms of visitor days, July was the busiest month for U.S. West visitors in 2011, followed by December and June (Table 9).

### **U.S. EAST**

U.S. East remained the state's second largest visitor market. Total expenditures by U.S. East visitors in 2011 rose 8.1 percent from the previous year, to \$3.1 billion. Daily spending by this group increased to \$181 per person, from \$171 in 2010. Growth in arrivals (+2%) contributed to a 2.2 percent increase in U.S. East visitor days in 2011. The average length of stay was 10.46 days, virtually unchanged from 2010 (Figure 8, Table 17).

- Of the total 1,642,279 U.S. East visitors in 2011, 58.4 percent were repeat visitors to the islands, up slightly from 57.7 percent in 2010.
- O'ahu hosted 59.5 percent of all U.S. East visitors, 36.9 percent visited Maui, 22.3 percent visited Hawai'i Island and 19.5 percent visited Kaua'i. All islands saw increases in U.S. East visitors compared to 2010.
- U.S. East visitors stayed the longest on Hawai'i Island (7.72 days), followed by Maui (7.58 days), O'ahu (7.46 days), Kaua'i (7.22 days), Moloka'i (3.73 days) and Lāna'i (3.46 days). More U.S. East visitors came for meetings, conventions and incentives (+13%) but fewer came to honeymoon (-1.3%) or to visit friends/relatives (-1.4%) compared to 2010.
- Seven out of ten (72.2%) U.S. East visitors were true independent travelers similar to 2010 (71.9%).
- Hotels accommodated 63.2 percent of U.S. East visitors, while 14.8 percent stayed in condominiums, 11.9 percent stayed with friends or relatives and 11.1 percent stayed in timeshare properties in 2011. More U.S. East visitors stayed in hotels (+3.6%), condominium properties (+3%), rental homes (+12.5%) and bed and breakfast properties (+6.2%) but fewer stayed in timeshare properties (-2%) compared to 2010.
- There were slightly more female (50.1%) than male (49.9%) U.S. East visitors in 2011. Those between 41 to 59 years old were the largest age group (35.5%), followed by those between the ages 25 to 40 (26.4%) and those 60 years and older (20.2%) (Table 36).
- Among the larger contributors from U.S. East, arrivals from Texas (+1.9% to 228,934 visitors), Illinois (+4.4% to 132,196 visitors), New York (+1.1% to 108,282 visitors) and Florida (+3.2% to 89,414 visitors) were higher compared to 2010. In 2011, January was the busiest month for U.S. East visitors in terms of visitor days, followed by July and June (Table 19).

- In 2011, January was the busiest month for U.S. East visitors in terms of visitor days, followed by July and June (Table 9).

## JAPAN

Japan continued to rank third in total visitor expenditures, visitor days and arrivals. Japanese visitor arrivals for 2011 were similar to 2010. Losses in arrivals from March through June 2011 following the tsunami and earthquake, were offset by growth in the first two months and last five months of the year. Total Japanese visitor expenditures for all of 2011 increased 13.9 percent to \$2.2 billion. A strong yen contributed to increased daily spending per person by Japanese visitors in 2011 (\$289), compared to 2010 (\$261). Japanese daily spending was the second highest among all visitor groups, behind daily spending by Chinese visitors. Total Japanese visitor days grew 2.9 compared to 2010, boosted by a longer average length of stay (6.03 days, up from 5.87 days in 2010) (Figure 8, Table 22).

- Of the 1,241,805 total Japanese visitors in 2011, 58.9 percent have been to Hawai'i before, similar to 2010 (58.5%).
- Most of the Japanese visitors went to O'ahu (96.1%), 13.3 percent visited Hawai'i Island, 5 percent visited Maui and 1.9 percent visited Kaua'i.
- Kaua'i (+10.4%) had the largest increase in Japanese arrivals compared to 2010, followed by Maui (+2.2%) and O'ahu (+0.7%). Arrivals to Hawai'i Island decreased 11.7 percent.
- Japanese visitors stayed the longest on O'ahu (5.57 days), followed by Hawai'i Island (3.42 days), Maui (3.29 days), Kaua'i (2.93 days), Moloka'i (0.70 days) and Lāna'i (0.68 days).
- The percentage of true independent travelers increased to 24.1 percent from 21.6 percent in 2010. However, the majority of Japanese visitors still came on packaged trips (72.4%).
- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 86.5 percent of those who came in 2011. However, slightly fewer Japanese visitors in 2011 stayed in hotels (-0.8%) while more stayed in condominium (+10.3%) and timeshare (+17.4%) properties compared to 2010.
- More Japanese visitors came to honeymoon (+5.4%), get married (+3.4%) and traveled on incentives (+32.9%) but fewer came for conventions (-45.6%) and corporate meetings (-32.9%) compared to 2010.
- There continued to be more female (59.2%) than male (40.8%) visitors from Japan. The dominant age group was younger compared to the U.S. markets with 36 percent at 25 to 40 years old, followed by those between 41 to 59 years (22.6%) and those over 60 years old (18.7%) (Table 36).
- August continued to be the busiest month for Japanese visitors in terms of visitor days, followed by September and July (Table 9).

## **CANADA**

Total expenditures by Canadian visitors, Hawai'i's fourth largest visitor market, jumped 21.5 percent to \$906 million. Contributing to the strong growth in total spending was a 17.9 percent increase in arrivals to 477,564 visitors, the highest number of visitors in the last 23 years. The average length of stay by these visitors was the second longest among Hawai'i's visitor groups in 2011 at 12.65 days, similar to last year. Total visitor days increased 17.4 percent. The average daily visitor spending by these visitors was also higher (\$150 per person) compared to 2010 (\$145 per person). Over half (55.9%) of Canadian visitors flew direct from Canada or from other international ports, while the remainder arrived on flights from the U.S. mainland (Figure 8, Table 24).

- Repeat visitors accounted for 63.1 percent of the Canadian visitors in 2011, similar to last year.
- Direct air services from Canada to Maui contributed to more Canadian visitors to Maui (49.7% of Canadian visitors) than to O'ahu (46.8% of Canadian visitors) in 2011. All four larger islands saw double-digit increases in Canadian arrivals compared to 2010.
- Canadian visitors spent the most time on Maui (10.44 days), then O'ahu (9.92 days), Hawai'i Island (9.05 days), Kaua'i (8.21 days), Moloka'i (3.12 days) and Lāna'i (2.35 days).
- More Canadian visitors in 2011 were true independent travelers (72.6%) compared to 71 percent in 2010.
- Half (49.7%) of Canadian visitors stayed in hotels, 38 percent stayed in condominiums and 9.7 percent stayed in timeshare properties. Hotels, condominiums, rental homes, and bed and breakfast properties showed double-digit growth in Canadian visitors compared to 2010.
- More Canadian visitors in 2011 came for meetings, conventions and incentives (+26.8%), to visit friends/relatives (+16.4%), and to honeymoon (+14.2%), but fewer came to get married (-9%) compared to the previous year.
- Those between 41 to 59 years old continued to be the largest age group (34.4%) of Canadian visitors, followed by those between 25 to 40 years (24.2%) and those over 60 years old (20.5%). There were more female (51.8%) than male (48.2%) Canadian visitors in 2011 (Table 36).
- The winter months (November – January) continued to be the most popular with Canadian visitors in 2011. In terms of visitor days, December was the busiest month followed by January and March (Table 9).

## **EUROPE**

Total visitor spending by Europe MMA grew 6.8 percent from 2010 to \$244 million. Visitor arrivals increased 6.3 percent to 119,825 visitors, surpassing the previous high of 115,172 visitors in 2008 (Figure 9). The average length of stay by these visitors was 12.73 days (12.75 days in 2010), the longest among all visitor groups. Per person daily spending by these visitors also rose slightly to \$160, from \$159 in 2010 (Table 25).

- Arrivals from Germany (+3.7%), France (+31.8%) and Switzerland (+21.4%) grew compared to 2010, offsetting lower arrivals from Italy (-3.9%) (Table 12 to Table 14).
- Most (85%) European visitors came on flights from U.S. cities (Table 23).



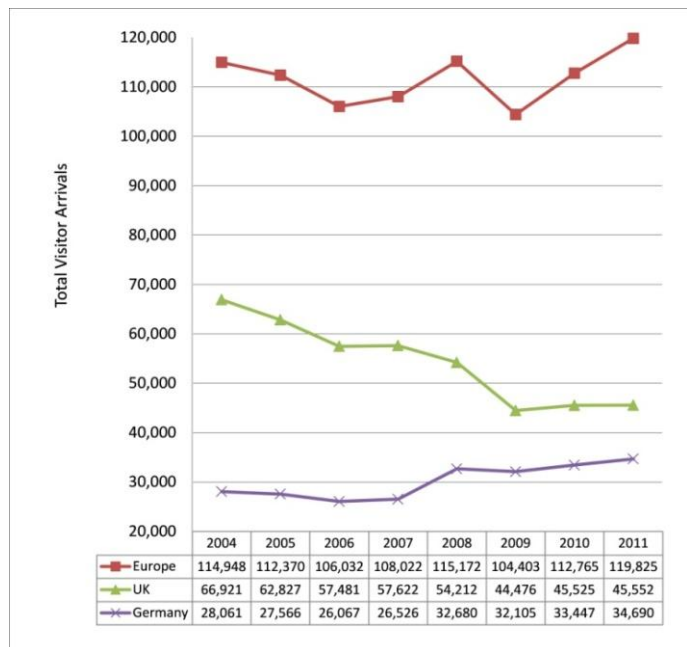
## *Air Visitor Characteristics by MMA and Select Countries*

- The largest age group for European visitors was between 25 to 40 years (37.9%), followed by those 41 to 59 years (31%) and those over 60 years old (14.8%). Over half (53.7%) of the visitors were males (Table 36).
- August, September and July, respectively, were the busiest months for European visitors in 2011 (Table 9)

### **Visitors from United Kingdom**

- Visitors from the United Kingdom (U.K.) comprised the largest share (38%) of European market. A total of 45,552 U.K. visitors arrived in 2011, about the same as 2010 (Table 12 to Table 14).
- Of the total UK visitors in 2011, 70 percent were first timers, compared to 71.8 percent in 2010 (Table 26).
- Seven out of ten U.K. arrivals visited O‘ahu (72%) while 30.7 percent visited to Maui, 22.4 visited to Hawai‘i Island and 14.3 percent visited to Kaua‘i.
- U.K. visitors stayed the longest on O‘ahu (7.99 days), followed by Maui (7.62 days), Hawai‘i Island (7.37 days), Kaua‘i (6.85 days), Moloka‘i (3.53 days) and Lāna‘i (2.05 days).
- A higher percentage of U.K visitors in 2011 were true independent travelers (48.8%), compared to 2010 (46.5%).
- Hotels accommodated 77 percent of the U.K. visitors in 2011. A few stayed in condominium properties (8.8%), with friends or relatives (6.7%) in rental homes (4.8%) or in timeshare properties (4.2%).
- More U.K visitors came for meetings, conventions and incentives (+40.2%) but fewer came to honeymoon (-5.2%) or to see friends or relatives (-7.5%) compared to 2010.

**Figure 9: Europe MMA (UK,Germany)  
Total Visitor Arrivals  
2004 - 2011**



### **Visitors from Germany**

- Germany comprised the second largest share of European visitors at 29 percent. In 2011, a total of 34,690 German visitors came to the islands, up 3.7 percent from 2010 (Table 12 to Table 14).
- A lower percentage of German visitors in 2011 (68.3%) were first time visitors compared to 2010 (70.3%) (Table 27).
- The majority of the German visitors went to O‘ahu (71.8%) while 46.4 percent went to Maui, 36 percent went to Hawai‘i Island and 27.4 percent went to Kaua‘i. The average length of stay by these visitors was the longest on O‘ahu (8.27 days), followed by Maui (7.82 days), Hawai‘i Island (7.78 days), Kaua‘i (7.43days), Moloka‘i (3.88 days) and Lāna‘i (3.71 days).

## *Air Visitor Characteristics by MMA and Select Countries*

- Six out of ten Germany visitors were true independent travelers (62%) in 2011, up from 59.7 percent in 2010.
- Three out of four Germany visitors stayed in hotels (73.1%) in 2011, a few stayed in condominium properties (9.1%), with friends or relatives (8.8%), in bed and breakfast properties (7.9%) or in rental homes (6.6%).
- More German visitors in 2011 came for meetings, conventions and incentives (+27.6%) but fewer came to honeymoon (-15.9%) compared to 2010.

## OCEANIA

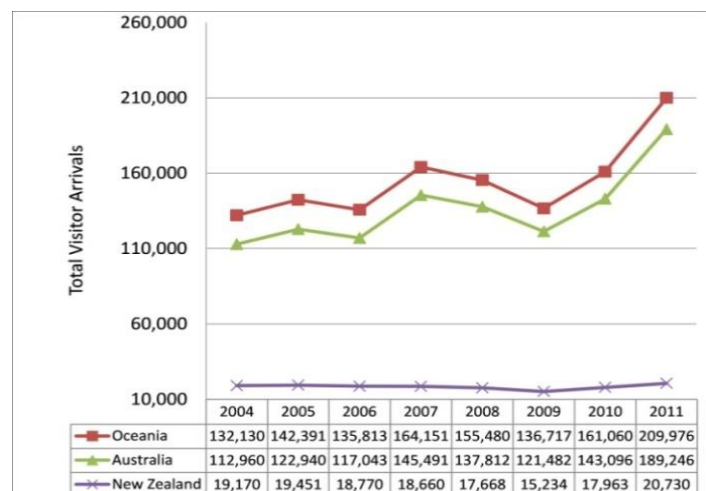
Total expenditures by visitors from Oceania MMA climbed 52.1 percent compared to 2010, to \$499.3 million. This group of visitors spent noticeably more per person on a daily basis at \$239 in 2011, compared to \$207 in 2010. These visitors spent \$2,378 per person per trip in 2011, second highest among all visitor markets (up from \$2,038 in 2010). Oceania visitor days climbed 31.9 percent compared to 2010, boosted by a 30.4 percent growth in arrivals to 209,976 visitors. This was the highest since 1992 (218,042 visitors) (Figure 10). The length of stay by these visitors in 2011 was longer (9.96 days), compared to 2010 (9.85 days).

- Visitors from Australia accounted for 90.1 percent of all visitors from Oceania, while 9.9 percent were from New Zealand (Table 12 to Table 14).
- Those between 41 to 59 years old (30.4%), between 25 to 40 years (26.8%) and those over 60 years old (16.8%) were the three largest age groups from Oceania. Over half (53.6%) of the visitors were females (Table 36).
- In 2011, December was the busiest month for visitors from Oceania, followed by July and September (Table 9).

### Visitors from Australia

- Arrivals from Australia climbed 32.3 percent to 189,246 visitors in 2011. (Table 29)
- Most Australian visitors in 2011 went to O’ahu (96.5%) while 21.8 percent went to Maui, 18.3 went to Hawai’i Island and 9.6 percent went to Kaua’i.
- Of the total Australian visitors in 2011, 57.7 percent were first timers, compared to 55.4 percent in 2010.
- Hotels accommodated 91.7 percent of the Australian visitors in 2011, a few stayed in condominium properties (7%), in rental homes (2.4%) or with friends or relatives (2.3%).

**Figure 10: Oceania MMA  
Total Visitor Arrivals  
2004 – 2011**



- More Australian visitors came to honeymoon (+19.4%) but fewer came for conventions (-33.9%) compared to 2010.

**Visitors from New Zealand**

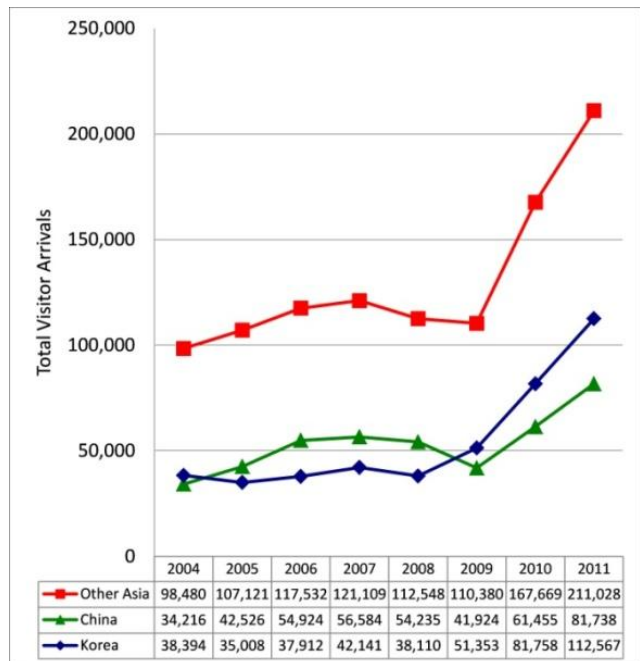
- Arrivals from New Zealand rose 15.4 percent to 20,730 visitors in 2011 (Table 30).
- New Zealand visitors spent a total of \$38.4 million in 2011, an increase of 30.3 percent from last year. The average daily per person spending by these visitors in 2011 was \$168, compared to \$154 in 2010.
- Of the total visitors from New Zealand in 2011, 46.4 percent were first timers, compared to 45.5 percent in 2010.
- Nearly all New Zealand visitors in 2011 went to O‘ahu (93.6%) while 21.2 percent went to Maui, 15.6 went to Hawai‘i Island and 5.6 percent went to Kaua‘i.
- These visitors spent the most time on Maui (9.32 days), followed by O‘ahu (8.33 days), Hawai‘i Island (5.69 days), Kaua‘i (4.85 days), Moloka‘i (2.84 days) and Lāna‘i (1.58 days).
- Over half of New Zealand visitors in 2011 made their own travel arrangements (54.3%), compared to 52.3 percent in 2010.

**OTHER ASIA**

Expenditures by visitors from Other Asia MMA jumped 34.7 percent from 2010 to \$373.8 million. Total arrivals from Other Asia have been increasing by double digits in the last two years. In 2011 arrivals climbed 25.9 percent to 211,028 visitors, the highest since 1997 with 231,496 visitors (Figure 11). The average length of stay was 6.84 days, down from 7.33 days in 2010. Daily per person spending by these visitors continued to rank second highest among all visitor groups in 2011 (\$259) compared to 2010 (\$226). Per trip spending rose 7 percent over 2010 to \$1,771 per person in 2011.

**Figure 11: Other Asia MMA  
Total Visitor Arrivals  
2004 – 2011**

- Eight out of ten (79.7%) Other Asia visitors flew directly from international airports while the rest arrived via U.S. mainland airports (Table 31).
- Similar to Japanese visitors, the largest age group for visitors from Other Asia was those 25 to 40 years old (48.6%), followed by those between 41 to 59 years (28.8%) and those over 60 years old (9.3%). There were more male (50.7%) than female (49.3%) visitors from this market in 2011 (Table 36).
- Visitors from Korea (53.3%) and China (38.7%) accounted for the largest share of total visitors from Other Asia in 2011 (Table 12 to Table 14)
- October had the highest visitor days followed by September and December (Table 9).



### **Visitors from Korea**

- Korean arrivals to the islands expanded by double digits for the past three years. There were 112,567 Korean visitors in 2011, an increase of 37.7 percent from 2010 (Table 32).
- This was the second highest number of Korean visitors since the record 122,902 visitors in 1996.
- Total spending by Korean visitors in 2011 was \$194 million, an increase of 33 percent from the previous year. Their average daily spending was \$238 per person, up from \$223 per person.
- Of the total Korean visitors in 2011, 83.9 percent were first time visitors, compared to 81.9 percent in 2010.
- The average length of stay was the longest on O'ahu (6.19 days), followed by Hawai'i Island (5.63 days), Kaua'i (5.21 days), Maui (2.52 days), Lāna'i (1.32 days) and Moloka'i (1.31 days).
- Only 31.8 percent were true independent travelers in 2011, compared to 33.9 percent in 2010.
- Nine out of ten Korean visitors in 2011 stayed in hotels (91.5%), a few stayed in condominium properties (4.5%) or with friends or relatives (4%).
- The number of Korean honeymooners jumped 51.9 percent while the number of those who came to get married doubled compared to 2010.

### **Visitors from China**

- Arrivals from China climbed 33 percent to 81,738 visitors in 2011, the highest in the last 22 years.
- Chinese visitors spent a total of \$178.2 million in 2011, up 39.6 percent from 2010. The average daily spending by Chinese visitors in 2011 was the highest among all visitor groups at \$372 per person, compared to \$350 per person in 2010 (Table 33).
- Of the total number of Chinese visitors, 83.9 percent were first time visitors similar to 2010.
- Nearly all Chinese visitors went to O'ahu (93.1%), 14.8 went to Hawai'i Island, 12.9 percent went to Maui and 3.5 percent went to Kaua'i (Table 31).
- These visitors stayed the longest on Kaua'i (6.08 days), followed by Maui (4.65 days), O'ahu (4.53 days), Hawai'i Island (2.51 days), Moloka'i (1.45 days) and Lāna'i (1.23 days).
- Only 18.8 percent were true independent travelers in 2011, compared to 21.1 percent in 2010. The majority of Chinese visitors purchased packaged trips and group tours.
- Most Chinese visitors stayed in hotels (91.8%), a few stayed in condominium properties (4.4%) or with friends or relatives (2.7%)

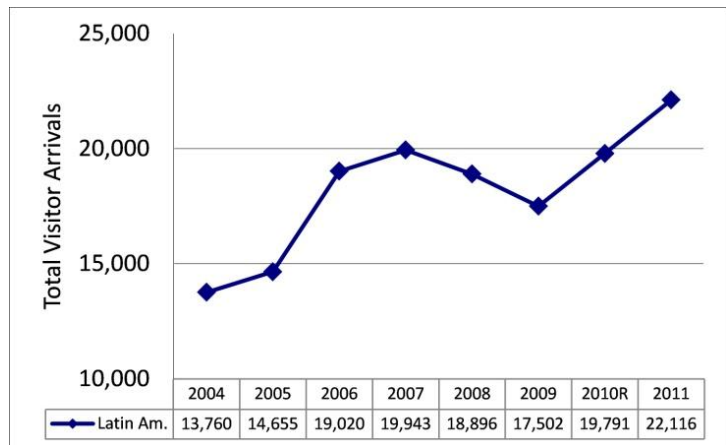
## **LATIN AMERICA**

Total expenditures by visitors from Latin America MMA increased 7.8 percent to \$54 million (Table), supported by an 11.7 percent growth in visitor arrivals. Daily per person spending by these visitors in 2011 (\$211) were slightly less compared to 2010 (\$212). The average length of stay by those who came in 2011 was 11.54 days, down from 11.91 days in 2010. Despite these decreases, per trip spending by this group continued to be the highest among the visitor markets at \$2,440 per person in 2011 (\$2,529 in 2010).

- A total of 22,116 visitors from Latin American came to the islands in 2011, surpassing the previous high of 21,379 visitors in 1998 (Figure 12).

- Visitors from Brazil comprised 45.7 percent of the total, Mexico 36 percent and Argentina 18.3 percent (Table 12).
- First-time visitors from this market, was 68.9 percent compared to 68.2 percent in 2010 (Table 34).
- Over half (55.8%) of all visitors were true independent travelers, down from 57.2 percent in 2010.
- Three out of four visitors went to O‘ahu, 36.8 percent visited Maui, 21.5 percent went to Hawai‘i and 12.8 percent went to Kaua‘i. The majority of these visitors stayed in hotels (76.5%).
- The largest age group for visitors from Latin America was those 25 to 40 years old (37.8%), followed by those between 41 to 59 years (30.6%) and those over 60 years old (10.6%). There were more male (54.7%) than female (45.3%) visitors (Table 9).

**Figure 12: Latin America MMA  
Total Visitor Arrivals  
2004 - 2011**



*Air Visitor Characteristics by MMA and Select Countries*

**Table 9: Visitor Days by Month and MMA (Arrivals by Air)  
2011**

2011	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,368,305	1,844,063	617,606	844,825	34,370	10,152	37,857	7,540	13,628	103,548	131,830	9,322	141,152
Feb	2,054,642	1,541,444	609,703	767,697	29,097	14,093	32,009	5,037	9,971	90,207	90,900	8,532	99,432
Mar	2,201,553	1,548,895	575,846	843,892	46,068	10,518	37,660	3,776	12,767	110,789	108,429	11,788	120,218
Apr	2,408,019	1,153,407	421,899	544,310	37,975	12,731	36,979	4,364	14,869	106,918	174,281	16,617	190,898
May	2,245,798	1,295,913	457,231	251,786	33,392	13,676	36,063	5,089	15,957	104,176	136,844	15,880	152,724
Jun	2,703,630	1,703,981	550,358	182,582	36,267	20,301	32,756	8,682	12,678	110,684	191,392	18,753	210,146
Jul	2,790,535	1,735,490	707,632	309,997	48,901	24,541	45,085	13,986	31,442	163,955	172,796	53,081	225,877
Aug	2,622,195	1,313,193	896,882	306,852	57,594	22,636	62,558	38,193	18,037	199,018	154,834	27,167	182,001
Sep	2,060,592	1,149,348	741,102	229,679	56,686	15,095	54,311	13,857	25,765	165,714	197,127	17,622	214,750
Oct	2,252,535	1,179,106	628,822	364,078	41,776	16,878	49,599	10,466	22,954	141,673	151,391	18,182	169,573
Nov	2,298,724	1,110,390	573,429	512,152	26,883	15,557	36,494	5,245	14,966	99,145	150,055	9,454	159,509
Dec	2,762,060	1,603,497	704,190	882,466	45,850	12,999	42,469	9,126	19,433	129,878	203,953	22,125	226,078
<b>TOTAL</b>	<b>28,768,587</b>	<b>17,178,727</b>	<b>7,484,700</b>	<b>6,040,316</b>	<b>494,859</b>	<b>189,178</b>	<b>503,840</b>	<b>125,360</b>	<b>212,468</b>	<b>1,525,705</b>	<b>1,863,832</b>	<b>228,524</b>	<b>2,092,356</b>
<b>DOMESTIC</b>													
Jan	2,329,424	1,794,877	4,099	370,135	27,499	7,442	33,294	7,191	12,928	88,355	30,806	3,372	34,178
Feb	2,021,325	1,503,043	3,465	315,929	24,905	9,094	30,209	4,850	8,981	78,039	9,845	1,383	11,228
Mar	2,171,761	1,517,333	4,105	340,551	23,732	8,206	33,488	3,623	10,844	79,893	11,675	1,729	13,404
Apr	2,372,812	1,117,513	2,957	138,589	34,496	9,530	32,481	4,100	14,404	95,011	21,867	1,570	23,438
May	2,209,680	1,274,872	4,176	129,676	31,178	7,586	32,663	4,936	13,968	90,329	24,686	2,403	27,089
Jun	2,677,691	1,673,342	4,733	58,656	32,384	7,057	30,746	8,461	11,598	90,246	25,522	3,367	28,889
Jul	2,763,002	1,692,378	5,742	156,724	45,980	15,682	42,520	13,706	30,818	148,706	30,166	5,019	35,185
Aug	2,547,206	1,274,602	6,320	170,327	53,657	18,416	59,698	37,863	17,175	186,809	25,521	4,412	29,933
Sep	2,035,764	1,113,959	4,289	116,692	54,057	10,225	52,816	13,206	25,067	155,371	39,003	3,000	42,003
Oct	2,210,116	1,160,893	3,898	206,988	38,737	10,505	47,444	10,203	21,716	128,605	36,603	3,190	39,793
Nov	2,274,541	1,090,804	3,721	248,411	23,771	7,993	34,598	5,084	13,645	85,090	20,830	2,071	22,901
Dec	2,704,911	1,582,616	5,566	381,378	38,123	11,311	39,518	8,863	16,225	114,039	19,652	2,115	21,767
<b>TOTAL</b>	<b>28,318,232</b>	<b>16,796,231</b>	<b>53,071</b>	<b>2,634,055</b>	<b>428,518</b>	<b>123,048</b>	<b>469,474</b>	<b>122,086</b>	<b>197,368</b>	<b>1,340,494</b>	<b>296,177</b>	<b>33,631</b>	<b>329,808</b>
<b>INTERNATIONAL</b>													
Jan	38,881	49,186	613,507	474,690	6,872	2,710	4,562	349	700	15,193	101,023	5,950	106,973
Feb	33,317	38,402	606,238	451,768	4,192	4,999	1,800	187	990	12,168	81,056	7,148	88,204
Mar	29,792	31,562	571,742	503,340	22,336	2,312	4,172	153	1,923	30,896	96,754	10,060	106,814
Apr	35,207	35,894	418,942	405,721	3,480	3,202	4,498	264	465	11,907	152,414	15,047	167,460
May	36,117	21,041	453,055	122,110	2,214	6,090	3,400	153	1,990	13,847	112,159	13,477	125,635
Jun	25,939	30,639	545,625	123,926	3,883	13,244	2,010	221	1,080	20,438	165,870	15,386	181,256
Jul	27,533	43,112	701,890	153,273	2,920	8,859	2,566	280	624	15,249	142,630	48,063	190,693
Aug	74,989	38,591	890,562	136,525	3,937	4,220	2,860	330	862	12,209	129,312	22,755	152,067
Sep	24,828	35,389	736,813	112,987	2,629	4,870	1,495	651	698	10,343	158,125	14,622	172,747
Oct	42,419	18,213	624,923	157,090	3,039	6,372	2,156	264	1,238	13,068	114,788	14,993	129,780
Nov	24,183	19,585	569,708	263,741	3,112	7,564	1,896	161	1,322	14,055	129,225	7,383	136,608
Dec	57,149	20,881	698,624	501,089	7,726	1,688	2,952	264	3,209	15,838	184,301	20,010	204,311
<b>TOTAL</b>	<b>450,355</b>	<b>382,496</b>	<b>7,431,628</b>	<b>3,406,261</b>	<b>66,341</b>	<b>66,130</b>	<b>34,365</b>	<b>3,275</b>	<b>15,100</b>	<b>185,211</b>	<b>1,567,656</b>	<b>194,893</b>	<b>1,762,549</b>

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued  
2011**

2011	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	37,078	3,353	73,037	4,199	7,452	125,119	6,416	14,575	3,524	24,515	313,917	6,383,050
Feb	38,802	2,432	75,681	4,613	5,076	126,604	3,466	10,600	3,077	17,143	274,451	5,581,323
Mar	26,891	2,036	51,608	4,448	4,659	89,642	3,104	7,229	4,102	14,435	244,788	5,750,058
Apr	27,451	1,953	52,968	2,189	3,586	88,147	4,852	7,701	9,625	22,179	190,638	5,126,414
May	39,156	2,164	71,311	3,325	4,187	120,143	4,087	9,471	6,115	19,673	262,682	4,910,126
Jun	31,035	2,241	58,241	3,576	5,720	100,814	2,969	6,408	5,649	15,027	217,224	5,794,445
Jul	35,954	6,181	71,057	2,085	8,291	123,569	5,191	10,986	14,772	30,950	237,399	6,325,403
Aug	44,104	3,965	61,478	4,418	6,485	120,450	3,330	8,298	5,520	17,149	225,258	5,882,997
Sep	68,135	1,894	62,877	1,818	5,939	140,663	3,360	10,392	6,325	20,077	187,601	4,909,527
Oct	52,839	2,031	85,328	3,179	6,060	149,436	3,428	10,343	6,564	20,334	244,488	5,150,046
Nov	36,562	3,255	70,551	4,452	6,313	121,133	2,076	7,955	4,670	14,702	222,024	5,111,206
Dec	41,438	3,349	79,853	7,942	5,534	138,116	8,403	20,347	10,270	39,020	415,970	6,901,276
<b>TOTAL</b>	<b>479,447</b>	<b>34,852</b>	<b>813,989</b>	<b>46,245</b>	<b>69,303</b>	<b>1,443,836</b>	<b>50,683</b>	<b>124,308</b>	<b>80,213</b>	<b>255,203</b>	<b>3,036,440</b>	<b>67,825,871</b>
<b>DOMESTIC</b>												
Jan	11,398	773	5,848	755	1,165	19,939	6,344	12,335	3,433	22,112	162,998	4,826,118
Feb	14,139	617	4,467	471	648	20,341	3,383	10,260	3,077	16,720	129,891	4,099,981
Mar	16,036	843	4,624	515	1,277	23,295	3,000	7,159	4,069	14,229	121,551	4,286,120
Apr	9,248	636	5,050	725	834	16,493	4,813	7,137	9,339	21,289	131,033	3,919,135
May	20,486	997	5,002	777	923	28,183	4,065	8,970	6,085	19,120	139,190	3,922,314
Jun	15,727	1,105	5,050	777	1,024	23,684	2,959	6,283	5,467	14,709	154,467	4,726,417
Jul	13,088	1,741	5,554	892	819	22,095	5,131	10,526	14,652	30,310	200,400	5,054,542
Aug	14,897	1,233	4,660	377	1,377	22,545	3,330	8,152	5,306	16,788	191,220	4,445,749
Sep	17,636	739	3,600	677	794	23,447	3,298	9,765	6,267	19,330	153,984	3,664,839
Oct	20,000	727	3,904	837	524	25,991	3,412	10,141	6,421	19,973	146,513	3,942,772
Nov	17,508	815	3,801	708	1,094	23,926	2,034	7,830	4,118	13,982	123,929	3,887,305
Dec	22,573	676	6,139	1,447	1,519	32,354	8,392	20,203	10,173	38,769	183,107	5,064,507
<b>TOTAL</b>	<b>192,735</b>	<b>10,904</b>	<b>57,700</b>	<b>8,957</b>	<b>11,997</b>	<b>282,293</b>	<b>50,162</b>	<b>118,761</b>	<b>78,405</b>	<b>247,329</b>	<b>1,838,284</b>	<b>51,839,799</b>
<b>INTERNATIONAL</b>												
Jan	25,681	2,579	67,188	3,444	6,287	105,180	72	2,240	91	2,403	150,919	1,556,931
Feb	24,663	1,815	71,215	4,143	4,428	106,263	83	340	0	423	144,560	1,481,342
Mar	10,855	1,193	46,984	3,933	3,383	66,348	104	70	33	206	123,238	1,463,938
Apr	18,202	1,317	47,917	1,465	2,753	71,653	39	564	286	889	59,605	1,207,279
May	18,671	1,168	66,309	2,548	3,264	91,959	22	502	30	554	123,492	987,811
Jun	15,308	1,136	53,191	2,799	4,696	77,131	10	125	182	318	62,757	1,068,028
Jul	22,866	4,440	65,504	1,193	7,471	101,473	60	460	120	640	36,998	1,270,861
Aug	29,208	2,731	56,817	4,041	5,108	97,905	0	146	215	361	34,038	1,437,248
Sep	50,499	1,155	59,276	1,141	5,145	117,216	62	627	59	748	33,617	1,244,689
Oct	32,839	1,303	81,424	2,342	5,536	123,445	16	203	143	362	97,975	1,207,275
Nov	19,054	2,440	66,750	3,744	5,219	97,206	42	125	553	720	98,095	1,223,901
Dec	18,866	2,672	73,714	6,495	4,015	105,763	10	144	98	252	232,863	1,836,769
<b>TOTAL</b>	<b>286,712</b>	<b>23,948</b>	<b>756,289</b>	<b>37,288</b>	<b>57,305</b>	<b>1,161,542</b>	<b>521</b>	<b>5,546</b>	<b>1,808</b>	<b>7,874</b>	<b>1,198,156</b>	<b>15,986,073</b>

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 10: Visitor Days by Month and MMA (Arrivals by Air)  
2010**

2010R	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,155,238	1,653,412	533,764	734,911	32,615	7,801	30,559	5,955	13,569	90,499	109,474	9,388	118,862
Feb	1,877,290	1,390,220	554,951	674,654	26,095	6,817	26,622	4,236	9,477	73,247	70,732	5,096	75,828
Mar	2,103,738	1,421,819	650,114	643,598	33,716	8,028	35,954	3,272	13,065	94,035	91,073	8,351	99,423
Apr	2,219,246	1,153,005	465,986	451,321	29,254	8,258	27,336	3,272	11,070	79,191	110,236	12,293	122,530
May	2,229,361	1,278,406	535,422	224,743	36,695	8,109	39,687	4,981	12,307	101,779	105,939	14,147	120,086
Jun	2,672,336	1,718,144	567,982	147,984	39,181	14,270	26,858	7,747	10,019	98,074	112,522	19,779	132,301
Jul	2,860,532	1,874,059	683,925	251,899	57,747	28,142	47,723	20,597	24,299	178,508	109,603	25,073	134,676
Aug	2,746,503	1,358,601	843,043	261,371	60,130	20,149	60,790	42,852	14,333	198,254	132,002	27,708	159,710
Sep	2,005,943	1,091,820	685,535	180,209	60,039	9,872	46,990	12,684	17,505	147,090	158,461	25,423	183,884
Oct	2,297,988	1,193,669	573,140	331,843	47,187	15,382	52,062	10,013	16,686	141,328	132,141	17,265	149,407
Nov	2,267,985	1,100,669	512,230	465,053	32,817	17,064	39,316	5,745	13,490	108,432	121,219	11,079	132,298
Dec	2,530,454	1,581,300	670,118	776,236	41,829	15,781	41,118	11,731	16,512	126,972	141,886	15,489	157,375
<b>TOTAL</b>	<b>27,966,613</b>	<b>16,815,125</b>	<b>7,276,211</b>	<b>5,143,821</b>	<b>497,305</b>	<b>159,672</b>	<b>475,015</b>	<b>133,083</b>	<b>172,333</b>	<b>1,437,409</b>	<b>1,395,288</b>	<b>191,092</b>	<b>1,586,379</b>
<b>DOMESTIC</b>													
Jan	2,093,209	1,615,911	3,157	257,229	22,690	6,931	27,820	5,315	12,091	74,847	24,136	2,477	26,613
Feb	1,832,498	1,345,798	3,314	251,695	21,685	6,125	23,447	3,872	7,843	62,973	8,797	1,261	10,058
Mar	2,067,570	1,390,097	3,955	205,594	26,849	5,555	30,831	3,056	10,169	76,460	10,453	1,766	12,219
Apr	2,183,281	1,124,511	3,014	98,002	24,594	7,291	22,689	3,096	9,450	67,119	16,025	1,700	17,725
May	2,155,346	1,248,085	4,706	93,138	32,184	6,745	34,591	4,342	11,041	88,903	20,657	1,921	22,578
Jun	2,636,910	1,665,203	5,483	71,749	36,756	7,790	25,347	7,448	9,485	86,827	20,032	3,084	23,116
Jul	2,798,589	1,831,275	6,550	145,059	53,667	21,929	45,148	19,536	23,143	163,422	24,706	4,631	29,337
Aug	2,637,947	1,293,468	6,257	163,467	55,712	14,968	57,221	41,752	13,737	183,390	21,008	3,564	24,572
Sep	1,963,715	1,056,714	5,061	109,903	57,802	6,580	44,521	12,388	16,877	138,168	30,077	3,796	33,872
Oct	2,263,429	1,165,511	3,207	175,643	43,958	8,714	49,156	9,798	15,772	127,398	29,326	3,390	32,716
Nov	2,237,322	1,065,474	4,551	213,296	24,448	7,254	35,572	5,343	11,776	84,392	14,715	2,416	17,131
Dec	2,496,812	1,559,577	6,461	377,070	37,162	9,044	38,331	11,221	15,321	111,080	15,324	2,129	17,453
<b>TOTAL</b>	<b>27,366,629</b>	<b>16,361,624</b>	<b>55,716</b>	<b>2,161,846</b>	<b>437,505</b>	<b>108,925</b>	<b>434,675</b>	<b>127,167</b>	<b>156,707</b>	<b>1,264,979</b>	<b>235,256</b>	<b>32,135</b>	<b>267,391</b>
<b>INTERNATIONAL</b>													
Jan	62,029	37,501	530,607	477,682	9,925	870	2,739	639	1,478	15,652	85,338	6,911	92,249
Feb	44,792	44,423	551,637	422,958	4,410	692	3,175	363	1,634	10,274	61,935	3,835	65,770
Mar	36,168	31,721	646,159	438,004	6,867	2,474	5,122	216	2,896	17,575	80,620	6,585	87,204
Apr	35,965	28,494	462,971	353,319	4,660	967	4,648	177	1,620	12,072	94,212	10,593	104,805
May	74,014	30,322	530,717	131,605	4,511	1,364	5,096	639	1,266	12,876	85,281	12,227	97,508
Jun	35,427	52,940	562,499	76,235	2,425	6,480	1,510	298	534	11,248	92,490	16,695	109,185
Jul	61,943	42,784	677,376	106,840	4,080	6,213	2,575	1,061	1,156	15,086	84,897	20,441	105,338
Aug	108,555	65,134	836,787	97,904	4,418	5,181	3,569	1,101	596	14,865	110,994	24,143	135,138
Sep	42,228	35,106	680,474	70,306	2,237	3,293	2,469	296	627	8,922	128,384	21,628	150,011
Oct	34,559	28,158	569,933	156,200	3,229	6,667	2,906	214	914	13,930	102,815	13,875	116,690
Nov	30,663	35,195	507,679	251,757	8,369	9,810	3,744	402	1,714	24,040	106,504	8,663	115,167
Dec	33,642	21,723	663,657	399,166	4,667	6,737	2,786	510	1,191	15,892	126,562	13,360	139,922
<b>TOTAL</b>	<b>599,984</b>	<b>453,501</b>	<b>7,220,495</b>	<b>2,981,974</b>	<b>59,800</b>	<b>50,747</b>	<b>40,340</b>	<b>5,916</b>	<b>15,627</b>	<b>172,430</b>	<b>1,160,032</b>	<b>158,957</b>	<b>1,318,989</b>

Note: Sums may not add up to total due to rounding.  
R = 2010 total and domestic statistics were revised.  
Source: Hawai'i Tourism Authority



*Air Visitor Characteristics by MMA and Select Countries*

**Table 10: Visitor Days by Month and MMA (Arrivals by Air) continued  
2010**

2010R	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA- PORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	30,328	5,008	67,763	3,105	12,093	118,297	4,506	11,441	4,398	20,344	264,872	5,690,200
Feb	40,292	4,639	38,580	1,628	8,667	93,807	2,972	9,993	2,771	15,736	214,618	4,970,352
Mar	20,628	3,379	33,460	3,098	3,951	64,516	2,586	5,042	5,325	12,952	243,504	5,333,698
Apr	20,732	2,456	33,111	1,651	7,440	65,389	3,256	6,817	5,056	15,128	191,741	4,763,538
May	28,839	4,164	64,841	2,781	5,565	106,191	2,723	7,391	5,328	15,442	340,533	4,951,964
Jun	24,260	5,737	84,687	5,383	5,086	125,153	2,134	4,163	4,251	10,548	211,256	5,683,778
Jul	24,018	5,076	72,860	4,341	6,755	113,049	3,457	17,497	11,799	32,753	408,385	6,537,788
Aug	24,775	2,549	47,818	2,190	7,465	84,796	2,272	6,408	5,025	13,706	305,684	5,971,669
Sep	44,292	3,617	48,729	1,428	26,233	124,298	2,851	7,903	4,324	15,078	254,334	4,688,191
Oct	32,624	2,134	48,475	1,782	20,664	105,679	3,387	9,767	5,931	19,085	267,737	5,079,875
Nov	47,238	3,828	52,633	4,697	16,232	124,628	2,557	8,960	4,191	15,708	218,704	4,945,708
Dec	26,517	3,456	61,066	5,217	6,293	102,550	16,989	24,355	7,802	49,146	340,523	6,334,674
<b>TOTAL</b>	<b>364,543</b>	<b>46,043</b>	<b>654,025</b>	<b>37,300</b>	<b>126,445</b>	<b>1,228,354</b>	<b>49,690</b>	<b>119,737</b>	<b>66,201</b>	<b>235,628</b>	<b>3,261,892</b>	<b>64,951,433</b>
<b>DOMESTIC</b>												
Jan	7,818	1,677	7,317	618	1,129	18,559	4,362	11,199	4,223	19,784	147,792	4,257,102
Feb	11,503	666	3,126	506	700	16,502	2,908	9,888	2,647	15,444	121,775	3,660,057
Mar	11,703	686	3,228	661	932	17,209	2,562	4,859	5,203	12,624	132,741	3,918,469
Apr	8,172	656	3,526	365	546	13,265	3,072	6,657	4,904	14,633	115,278	3,637,278
May	15,801	929	5,054	703	1,037	23,524	2,651	7,072	5,266	14,989	127,693	3,778,961
Jun	14,109	1,445	6,170	752	1,101	23,577	2,134	4,009	4,216	10,359	163,733	4,686,958
Jul	12,712	1,795	8,723	2,026	1,244	26,500	3,437	17,240	11,706	32,383	262,522	5,295,638
Aug	9,357	995	7,174	356	1,944	19,826	2,252	6,246	4,825	13,323	176,048	4,518,297
Sep	14,440	668	4,523	342	1,102	21,076	2,807	7,441	4,284	14,532	142,400	3,485,440
Oct	14,078	743	3,949	583	997	20,349	3,346	9,544	5,759	18,649	144,887	3,951,789
Nov	14,939	840	2,891	697	886	20,253	2,496	8,740	3,817	15,053	120,841	3,778,313
Dec	16,338	875	6,024	1,424	1,499	26,160	16,948	24,176	7,589	48,714	176,954	4,820,280
<b>TOTAL</b>	<b>150,971</b>	<b>11,974</b>	<b>61,705</b>	<b>9,032</b>	<b>13,116</b>	<b>246,799</b>	<b>48,975</b>	<b>117,071</b>	<b>64,439</b>	<b>230,485</b>	<b>1,833,113</b>	<b>49,788,583</b>
<b>INTERNATIONAL</b>												
Jan	22,510	3,331	60,446	2,487	10,964	99,738	144	242	175	561	117,080	1,433,098
Feb	28,789	3,973	35,454	1,121	7,967	77,305	64	105	123	293	92,843	1,310,294
Mar	8,925	2,693	30,232	2,437	3,019	47,307	24	182	122	328	110,764	1,415,229
Apr	12,560	1,799	29,585	1,286	6,894	52,124	184	160	152	496	76,014	1,126,260
May	13,038	3,235	59,788	2,079	4,528	82,667	72	319	62	453	212,841	1,173,003
Jun	10,150	4,293	78,517	4,631	3,984	101,576	0	154	35	189	47,523	996,820
Jul	11,306	3,281	64,137	2,314	5,511	86,550	20	256	94	370	145,863	1,242,149
Aug	15,417	1,554	40,644	1,834	5,521	64,970	20	162	201	383	129,636	1,453,371
Sep	29,852	2,949	44,206	1,085	25,131	103,223	44	462	40	546	111,935	1,202,751
Oct	18,546	1,391	44,527	1,199	19,668	85,330	41	223	173	436	122,850	1,128,086
Nov	32,298	2,988	49,742	4,000	15,347	104,376	61	220	374	655	97,863	1,167,395
Dec	10,180	2,581	55,042	3,793	4,795	76,390	41	180	212	433	163,569	1,514,393
<b>TOTAL</b>	<b>213,572</b>	<b>34,069</b>	<b>592,319</b>	<b>28,267</b>	<b>113,329</b>	<b>981,556</b>	<b>715</b>	<b>2,666</b>	<b>1,762</b>	<b>5,142</b>	<b>1,428,779</b>	<b>15,162,850</b>

Note: Sums may not add up to total due to rounding.  
R = 2010 total and domestic statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 11: Visitor Days Growth by Month and MMA  
% change 2011 vs. 2010**

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	9.9%	11.5%	15.7%	15.0%	5.4%	30.1%	23.9%	26.6%	0.4%	14.4%	20.4%	-0.7%	18.8%
Feb	9.4%	10.9%	9.9%	13.8%	11.5%	106.7%	20.2%	18.9%	5.2%	23.2%	28.5%	67.4%	31.1%
Mar	4.6%	8.9%	-11.4%	31.1%	36.6%	31.0%	4.7%	15.4%	-2.3%	17.8%	19.1%	41.2%	20.9%
Apr	8.5%	0.0%	-9.5%	20.6%	29.8%	54.2%	35.3%	33.3%	34.3%	35.0%	58.1%	35.2%	55.8%
May	0.7%	1.4%	-14.6%	12.0%	-9.0%	68.6%	-9.1%	2.2%	29.7%	2.4%	29.2%	12.2%	27.2%
Jun	1.2%	-0.8%	-3.1%	23.4%	-7.4%	42.3%	22.0%	12.1%	26.5%	12.9%	70.1%	-5.2%	58.8%
Jul	-2.4%	-7.4%	3.5%	23.1%	-15.3%	-12.8%	-5.5%	-32.1%	29.4%	-8.2%	57.7%	111.7%	67.7%
Aug	-4.5%	-3.3%	6.4%	17.4%	-4.2%	12.3%	2.9%	-10.9%	25.8%	0.4%	17.3%	-2.0%	14.0%
Sep	2.7%	5.3%	8.1%	27.5%	-5.6%	52.9%	15.6%	9.2%	47.2%	12.7%	24.4%	-30.7%	16.8%
Oct	-2.0%	-1.2%	9.7%	9.7%	-11.5%	9.7%	-4.7%	4.5%	37.6%	0.2%	14.6%	5.3%	13.5%
Nov	1.4%	0.9%	11.9%	10.1%	-18.1%	-8.8%	-7.2%	-8.7%	10.9%	-8.6%	23.8%	-14.7%	20.6%
Dec	9.2%	1.4%	5.1%	13.7%	9.6%	-17.6%	3.3%	-22.2%	17.7%	2.3%	43.7%	42.8%	43.7%
<b>TOTAL</b>	<b>2.9%</b>	<b>2.2%</b>	<b>2.9%</b>	<b>17.4%</b>	<b>-0.5%</b>	<b>18.5%</b>	<b>6.1%</b>	<b>-5.8%</b>	<b>23.3%</b>	<b>6.1%</b>	<b>33.6%</b>	<b>19.6%</b>	<b>31.9%</b>
<b>DOMESTIC</b>													
Jan	11.3%	11.1%	29.9%	43.9%	21.2%	7.4%	19.7%	35.3%	6.9%	18.0%	27.6%	36.2%	28.4%
Feb	10.3%	11.7%	4.6%	25.5%	14.8%	48.5%	28.8%	25.3%	14.5%	23.9%	11.9%	9.7%	11.6%
Mar	5.0%	9.2%	3.8%	65.6%	-11.6%	47.7%	8.6%	18.6%	6.6%	4.5%	11.7%	-2.1%	9.7%
Apr	8.7%	-0.6%	-1.9%	41.4%	40.3%	30.7%	43.2%	32.4%	52.4%	41.6%	36.5%	-7.6%	32.2%
May	2.5%	2.1%	-11.3%	39.2%	-3.1%	12.5%	-5.6%	13.7%	26.5%	1.6%	19.5%	25.1%	20.0%
Jun	1.5%	0.5%	-13.7%	-18.2%	-11.9%	-9.4%	21.3%	13.6%	22.3%	3.9%	27.4%	9.2%	25.0%
Jul	-1.3%	-7.6%	-12.3%	8.0%	-14.3%	-28.5%	-5.8%	-29.8%	33.2%	-9.0%	22.1%	8.4%	19.9%
Aug	-3.4%	-1.5%	1.0%	4.2%	-3.7%	23.0%	4.3%	-9.3%	25.0%	1.9%	21.5%	23.8%	21.8%
Sep	3.7%	5.4%	-15.3%	6.2%	-6.5%	55.4%	18.6%	6.6%	48.5%	12.5%	29.7%	-21.0%	24.0%
Oct	-2.4%	-0.4%	21.6%	17.8%	-11.9%	20.6%	-3.5%	4.1%	37.7%	0.9%	24.8%	-5.9%	21.6%
Nov	1.7%	2.4%	-18.2%	16.5%	-2.8%	10.2%	-2.7%	-4.8%	15.9%	0.8%	41.6%	-14.3%	33.7%
Dec	8.3%	1.5%	-13.8%	1.1%	2.6%	25.1%	3.1%	-21.0%	5.9%	2.7%	28.2%	-0.7%	24.7%
<b>TOTAL</b>	<b>3.5%</b>	<b>2.7%</b>	<b>-4.7%</b>	<b>21.8%</b>	<b>-2.1%</b>	<b>13.0%</b>	<b>8.0%</b>	<b>-4.0%</b>	<b>25.9%</b>	<b>6.0%</b>	<b>25.9%</b>	<b>4.7%</b>	<b>23.3%</b>
<b>INTERNATIONAL</b>													
Jan	-37.3%	31.2%	15.6%	-0.6%	-30.8%	211.5%	66.6%	-45.5%	-52.6%	-2.9%	18.4%	-13.9%	16.0%
Feb	-25.6%	-13.6%	9.9%	6.8%	-4.9%	622.8%	-43.3%	-48.5%	-39.4%	18.4%	30.9%	86.4%	34.1%
Mar	-17.6%	-0.5%	-11.5%	14.9%	225.3%	-6.5%	-18.6%	-29.2%	-33.6%	75.8%	20.0%	52.8%	22.5%
Apr	-2.1%	26.0%	-9.5%	14.8%	-25.3%	231.2%	-3.2%	49.1%	-71.3%	-1.4%	61.8%	42.0%	59.8%
May	-51.2%	-30.6%	-14.6%	-7.2%	-50.9%	346.4%	-33.3%	-76.0%	57.1%	7.5%	31.5%	10.2%	28.8%
Jun	-26.8%	-42.1%	-3.0%	62.6%	60.1%	104.4%	33.1%	-25.9%	102.3%	81.7%	79.3%	-7.8%	66.0%
Jul	-55.6%	0.8%	3.6%	43.5%	-28.4%	42.6%	-0.4%	-73.6%	-46.0%	1.1%	68.0%	135.1%	81.0%
Aug	-30.9%	-40.8%	6.4%	39.4%	-10.9%	-18.5%	-19.9%	-70.0%	44.7%	-17.9%	16.5%	-5.7%	12.5%
Sep	-41.2%	0.8%	8.3%	60.7%	17.5%	47.9%	-39.4%	119.7%	11.2%	15.9%	23.2%	-32.4%	15.2%
Oct	22.7%	-35.3%	9.6%	0.6%	-5.9%	-4.4%	-25.8%	23.0%	35.5%	-6.2%	11.6%	8.1%	11.2%
Nov	-21.1%	-44.4%	12.2%	4.8%	-62.8%	-22.9%	-49.4%	-60.0%	-22.9%	-41.5%	21.3%	-14.8%	18.6%
Dec	69.9%	-3.9%	5.3%	25.5%	65.5%	-74.9%	5.9%	-48.3%	169.3%	-0.3%	45.6%	49.8%	46.0%
<b>TOTAL</b>	<b>-24.9%</b>	<b>-15.7%</b>	<b>2.9%</b>	<b>14.2%</b>	<b>10.9%</b>	<b>30.3%</b>	<b>-14.8%</b>	<b>-44.6%</b>	<b>-3.4%</b>	<b>7.4%</b>	<b>35.1%</b>	<b>22.6%</b>	<b>33.6%</b>

R = 2010 total and domestic statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 11: Visitor Days Growth by Month and MMA continued**  
**% change 2011 vs. 2010**

%change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	22.3%	-33.1%	7.8%	35.2%	-38.4%	5.8%	42.4%	27.4%	-19.9%	20.5%	18.5%	12.2%
Feb	-3.7%	-47.6%	96.2%	183.4%	-41.4%	35.0%	16.6%	6.1%	11.0%	8.9%	27.9%	12.3%
Mar	30.4%	-39.8%	54.2%	43.6%	17.9%	38.9%	20.0%	43.4%	-23.0%	11.4%	0.5%	7.8%
Apr	32.4%	-20.5%	60.0%	32.6%	-51.8%	34.8%	49.0%	13.0%	90.4%	46.6%	-0.6%	7.6%
May	35.8%	-48.0%	10.0%	19.5%	-24.8%	13.1%	50.1%	28.1%	14.8%	27.4%	-22.9%	-0.8%
Jun	27.9%	-60.9%	-31.2%	-33.6%	12.5%	-19.4%	39.2%	54.0%	32.9%	42.5%	2.8%	1.9%
Jul	49.7%	21.8%	-2.5%	-52.0%	22.7%	9.3%	50.2%	-37.2%	25.2%	-5.5%	-41.9%	-3.2%
Aug	78.0%	55.5%	28.6%	101.8%	-13.1%	42.0%	46.6%	29.5%	9.8%	25.1%	-26.3%	-1.5%
Sep	53.8%	-47.6%	29.0%	27.3%	-77.4%	13.2%	17.9%	31.5%	46.3%	33.2%	-26.2%	4.7%
Oct	62.0%	-4.8%	76.0%	78.4%	-70.7%	41.4%	1.2%	5.9%	10.7%	6.5%	-8.7%	1.4%
Nov	-22.6%	-15.0%	34.0%	-5.2%	-61.1%	-2.8%	-18.8%	-11.2%	11.4%	-6.4%	1.5%	3.3%
Dec	56.3%	-3.1%	30.8%	52.2%	-12.1%	34.7%	-50.5%	-16.5%	31.6%	-20.6%	22.2%	8.9%
<b>TOTAL</b>	<b>31.5%</b>	<b>-24.3%</b>	<b>24.5%</b>	<b>24.0%</b>	<b>-45.2%</b>	<b>17.5%</b>	<b>2.0%</b>	<b>3.8%</b>	<b>21.2%</b>	<b>8.3%</b>	<b>-6.9%</b>	<b>4.4%</b>
<b>DOMESTIC</b>												
Jan	45.8%	-53.9%	-20.1%	22.2%	3.2%	7.4%	45.4%	10.1%	-18.7%	11.8%	10.3%	13.4%
Feb	22.9%	-7.4%	42.9%	-7.1%	-7.5%	23.3%	16.3%	3.8%	16.2%	8.3%	6.7%	12.0%
Mar	37.0%	22.9%	43.2%	-22.0%	37.0%	35.4%	17.1%	47.3%	-21.8%	12.7%	-8.4%	9.4%
Apr	13.2%	-3.1%	43.2%	98.6%	52.8%	24.3%	56.7%	7.2%	90.4%	45.5%	13.2%	7.7%
May	29.6%	7.3%	-1.0%	10.5%	-11.1%	19.8%	53.4%	26.8%	15.5%	27.6%	9.0%	3.8%
Jun	11.5%	-23.5%	-18.1%	3.3%	-7.0%	0.5%	38.7%	56.7%	29.7%	42.0%	-5.7%	0.8%
Jul	3.0%	-3.0%	-36.3%	-56.0%	-34.1%	-16.6%	49.3%	-38.9%	25.2%	-6.4%	-23.7%	-4.6%
Aug	59.2%	24.0%	-35.0%	6.0%	-29.2%	13.7%	47.9%	30.5%	10.0%	26.0%	8.6%	-1.6%
Sep	22.1%	10.6%	-20.4%	97.7%	-27.9%	11.3%	17.5%	31.2%	46.3%	33.0%	8.1%	5.1%
Oct	42.1%	-2.1%	-1.1%	43.6%	-47.4%	27.7%	2.0%	6.2%	11.5%	7.1%	1.1%	-0.2%
Nov	17.2%	-2.9%	31.5%	1.6%	23.5%	18.1%	-18.5%	-10.4%	7.9%	-7.1%	2.6%	2.9%
Dec	38.2%	-22.7%	1.9%	1.6%	1.3%	23.7%	-50.5%	-16.4%	34.0%	-20.4%	3.5%	5.1%
<b>TOTAL</b>	<b>27.7%</b>	<b>-8.9%</b>	<b>-6.5%</b>	<b>-0.8%</b>	<b>-8.5%</b>	<b>14.4%</b>	<b>2.4%</b>	<b>1.4%</b>	<b>21.7%</b>	<b>7.3%</b>	<b>0.3%</b>	<b>4.1%</b>
<b>INTERNATIONAL</b>												
Jan	14.1%	-22.6%	11.2%	38.5%	-42.7%	5.5%	-50.0%	824.4%	-47.9%	328.4%	28.9%	8.6%
Feb	-14.3%	-54.3%	100.9%	269.4%	-44.4%	37.5%	29.6%	222.4%	-100.0%	44.4%	55.7%	13.1%
Mar	21.6%	-55.7%	55.4%	61.4%	12.1%	40.3%	332.1%	-61.6%	-73.3%	-37.1%	11.3%	3.4%
Apr	44.9%	-26.8%	62.0%	13.9%	-60.1%	37.5%	-78.8%	253.5%	87.7%	79.4%	-21.6%	7.2%
May	43.2%	-63.9%	10.9%	22.6%	-27.9%	11.2%	-69.4%	57.0%	-51.6%	22.1%	-42.0%	-15.8%
Jun	50.8%	-73.5%	-32.3%	-39.6%	17.9%	-24.1%	na	-18.4%	420.7%	68.4%	32.1%	7.1%
Jul	102.2%	35.3%	2.1%	-48.5%	35.6%	17.2%	193.9%	79.5%	28.0%	72.8%	-74.6%	2.3%
Aug	89.4%	75.8%	39.8%	120.3%	-7.5%	50.7%	-100.0%	-9.9%	6.9%	-5.8%	-73.7%	-1.1%
Sep	69.2%	-60.8%	34.1%	5.2%	-79.5%	13.6%	43.0%	35.7%	46.8%	37.1%	-70.0%	3.5%
Oct	77.1%	-6.3%	82.9%	95.3%	-71.9%	44.7%	-60.8%	-9.1%	-17.1%	-17.1%	-20.2%	7.0%
Nov	-41.0%	-18.3%	34.2%	-6.4%	-66.0%	-6.9%	-31.4%	-43.0%	47.6%	9.9%	0.2%	4.8%
Dec	85.3%	3.5%	33.9%	71.2%	-16.3%	38.5%	-74.6%	-19.8%	-54.1%	-41.8%	42.4%	21.3%
<b>TOTAL</b>	<b>34.2%</b>	<b>-29.7%</b>	<b>27.7%</b>	<b>31.9%</b>	<b>-49.4%</b>	<b>18.3%</b>	<b>-27.1%</b>	<b>108.1%</b>	<b>2.6%</b>	<b>53.1%</b>	<b>-16.1%</b>	<b>5.4%</b>

R = 2010 total and domestic statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 12: Visitor Arrivals by Month and MMA (Arrivals by Air)  
2011**

2011	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	215,794	144,153	104,698	58,773	2,437	995	2,123	457	681	6,691	13,292	973	14,264
Feb	213,689	141,737	104,928	58,598	2,753	1,326	2,367	433	638	7,517	9,401	772	10,172
Mar	237,910	159,441	94,594	68,356	4,807	785	2,606	334	701	9,233	11,039	1,009	12,048
Apr	269,790	120,652	69,353	44,482	3,899	1,396	2,921	440	970	9,625	18,158	1,511	19,670
May	243,073	131,754	77,396	23,591	3,334	1,171	2,590	470	957	8,523	15,990	1,592	17,582
Jun	274,405	160,072	95,002	16,159	3,437	1,105	2,438	724	871	8,574	16,892	1,938	18,830
Jul	289,213	166,816	111,715	25,467	4,413	2,035	3,029	1,076	2,023	12,576	16,917	3,289	20,207
Aug	285,398	131,152	137,714	27,458	5,354	1,894	3,984	3,312	1,219	15,763	16,299	2,511	18,810
Sep	225,037	111,994	122,864	19,664	5,511	1,301	3,957	1,224	1,350	13,342	19,556	2,149	21,704
Oct	233,181	120,533	109,124	29,562	3,993	1,602	3,614	986	1,425	11,620	17,101	1,961	19,062
Nov	241,389	109,789	100,415	40,008	2,473	1,255	2,498	371	813	7,410	15,489	1,416	16,905
Dec	265,853	144,187	114,001	65,445	3,143	1,682	2,563	620	942	8,951	19,113	1,610	20,723
<b>TOTAL</b>	<b>2,994,731</b>	<b>1,642,279</b>	<b>1,241,805</b>	<b>477,564</b>	<b>45,552</b>	<b>16,546</b>	<b>34,690</b>	<b>10,447</b>	<b>12,589</b>	<b>119,825</b>	<b>189,246</b>	<b>20,730</b>	<b>209,976</b>
<b>DOMESTIC</b>													
Jan	209,489	139,350	473	25,154	2,003	453	1,830	416	611	5,311	4,176	405	4,580
Feb	209,031	137,947	585	25,148	2,204	780	2,146	411	548	6,089	1,508	171	1,678
Mar	233,589	155,925	652	29,668	2,140	496	2,308	316	614	5,874	1,702	229	1,931
Apr	265,542	117,143	405	12,545	3,327	844	2,458	409	877	7,914	3,023	201	3,225
May	239,019	128,355	562	12,151	3,061	562	2,390	452	867	7,333	3,544	349	3,893
Jun	269,584	155,212	597	5,010	3,091	503	2,305	698	799	7,395	3,527	370	3,897
Jul	284,207	161,771	684	12,889	4,060	1,090	2,811	1,039	1,945	10,945	4,285	579	4,865
Aug	276,674	125,324	781	15,583	4,989	1,472	3,828	3,246	1,180	14,715	3,689	479	4,168
Sep	220,274	108,538	672	9,660	5,272	814	3,827	1,193	9,660	12,424	5,306	400	5,705
Oct	229,011	117,319	622	16,585	3,591	906	3,456	955	1,369	10,277	5,262	392	5,654
Nov	237,448	106,847	557	18,584	2,084	523	2,340	348	757	6,052	2,781	283	3,064
Dec	261,532	140,982	696	27,762	2,770	838	2,382	589	881	7,461	2,473	230	2,703
<b>TOTAL</b>	<b>2,935,399</b>	<b>1,594,712</b>	<b>7,287</b>	<b>210,740</b>	<b>38,590</b>	<b>9,280</b>	<b>32,081</b>	<b>10,072</b>	<b>11,766</b>	<b>101,790</b>	<b>41,275</b>	<b>4,087</b>	<b>45,362</b>
<b>INTERNATIONAL</b>													
Jan	6,305	4,803	104,225	33,619	434	542	293	41	70	1,380	9,116	568	9,684
Feb	4,658	3,790	104,343	33,450	549	546	221	22	90	1,428	7,893	601	8,494
Mar	4,321	3,516	93,942	38,688	2,667	289	298	18	87	3,359	9,337	780	10,117
Apr	4,248	3,509	68,948	31,937	572	552	463	31	93	1,711	15,135	1,310	16,445
May	4,054	3,399	76,834	11,440	273	609	200	18	90	1,190	12,446	1,243	13,689
Jun	4,821	4,860	94,405	11,149	346	602	133	26	72	1,179	13,365	1,568	14,933
Jul	5,006	5,045	111,031	12,578	353	945	218	37	78	1,631	12,632	2,710	15,342
Aug	8,724	5,828	136,933	11,875	365	422	156	66	39	1,048	12,610	2,032	14,642
Sep	4,763	3,456	122,192	10,004	239	487	130	31	31	918	14,250	1,749	15,999
Oct	4,170	3,214	108,502	12,977	402	696	158	31	56	1,343	11,839	1,569	13,408
Nov	3,941	2,942	99,858	21,424	389	732	158	23	56	1,358	12,708	1,133	13,841
Dec	4,321	3,205	113,305	37,683	373	844	181	31	61	1,490	16,640	1,380	18,020
<b>TOTAL</b>	<b>59,332</b>	<b>47,567</b>	<b>1,234,518</b>	<b>266,824</b>	<b>6,962</b>	<b>7,266</b>	<b>2,609</b>	<b>375</b>	<b>823</b>	<b>18,035</b>	<b>147,971</b>	<b>16,643</b>	<b>164,614</b>

Note: Sums may not add up to total due to rounding.  
Source: Hawaii Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 12: Visitor Arrivals by Month and MMA (Arrivals by Air) continued  
2011**

2011	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	5,849	406	9,514	397	949	17,114	504	943	275	1,722	23,461	586,671
Feb	6,542	263	8,827	309	560	16,500	333	909	347	1,589	24,300	579,030
Mar	3,655	288	7,198	307	583	12,031	288	643	413	1,343	20,789	615,745
Apr	4,624	247	7,483	240	415	13,008	492	716	1,114	2,321	18,791	567,693
May	7,844	293	10,145	384	643	19,309	448	931	539	1,918	25,860	549,005
Jun	5,899	344	7,714	430	668	15,055	206	556	567	1,329	18,080	607,507
Jul	6,614	525	9,270	265	760	17,434	485	972	1,406	2,863	21,600	667,890
Aug	7,321	408	7,055	247	665	15,696	270	743	622	1,635	18,130	651,756
Sep	10,481	257	9,127	251	686	20,801	329	926	581	1,836	15,944	553,187
Oct	8,728	276	12,049	354	645	22,051	293	1,067	642	2,002	21,076	568,211
Nov	7,179	366	12,060	541	963	21,110	179	540	504	1,223	19,338	557,587
Dec	7,002	409	12,127	730	650	20,917	226	1,155	953	2,335	27,704	670,116
<b>TOTAL</b>	<b>81,738</b>	<b>4,082</b>	<b>112,567</b>	<b>4,453</b>	<b>8,186</b>	<b>211,028</b>	<b>4,053</b>	<b>10,101</b>	<b>7,963</b>	<b>22,116</b>	<b>255,073</b>	<b>7,174,397</b>
<b>DOMESTIC</b>												
Jan	1,530	114	648	80	127	2,498	495	887	261	1,643	12,158	400,657
Feb	2,470	82	618	70	97	3,336	325	892	347	1,564	12,006	397,384
Mar	1,763	94	574	71	153	2,655	278	629	408	1,314	11,690	443,298
Apr	1,707	83	529	88	87	2,493	489	689	1,070	2,247	13,529	425,044
May	3,682	140	691	104	131	4,748	446	907	533	1,886	13,812	411,758
Jun	2,811	156	651	107	142	3,867	205	550	539	1,294	14,026	460,883
Jul	2,389	175	661	98	109	3,432	479	950	1,391	2,820	18,701	500,313
Aug	2,434	162	616	54	182	3,448	270	736	589	1,595	16,284	458,572
Sep	2,740	92	408	88	119	3,446	323	896	572	1,791	14,316	376,827
Oct	3,433	93	493	110	73	4,201	289	1,058	620	1,967	14,024	399,660
Nov	3,230	125	481	125	136	4,098	173	534	419	1,126	11,891	389,667
Dec	3,465	76	777	194	166	4,677	225	1,139	938	2,303	15,113	463,229
<b>TOTAL</b>	<b>31,654</b>	<b>1,392</b>	<b>7,145</b>	<b>1,187</b>	<b>1,521</b>	<b>42,901</b>	<b>3,997</b>	<b>9,867</b>	<b>7,687</b>	<b>21,550</b>	<b>167,550</b>	<b>5,127,291</b>
<b>INTERNATIONAL</b>												
Jan	4,319	292	8,866	317	822	14,616	9	56	14	79	11,303	186,014
Feb	4,072	181	8,209	239	463	13,164	8	17	0	25	12,294	181,646
Mar	1,892	194	6,624	236	430	9,376	10	14	5	29	9,099	172,447
Apr	2,917	164	6,954	152	328	10,515	3	27	44	74	5,262	142,649
May	4,162	153	9,454	280	512	14,561	2	24	6	32	12,048	137,247
Jun	3,088	188	7,063	323	526	11,188	1	6	28	35	4,054	146,624
Jul	4,225	350	8,609	167	651	14,002	6	22	15	43	2,899	167,577
Aug	4,887	246	6,439	193	483	12,248	0	7	33	40	1,846	193,184
Sep	7,741	165	8,719	163	567	17,355	6	30	9	45	1,628	176,360
Oct	5,295	183	11,556	244	572	17,850	4	9	22	35	7,052	168,551
Nov	3,949	241	11,579	416	827	17,012	6	6	85	97	7,447	167,920
Dec	3,537	333	11,350	536	484	16,240	1	16	15	32	12,591	206,887
<b>TOTAL</b>	<b>50,084</b>	<b>2,690</b>	<b>105,422</b>	<b>3,266</b>	<b>6,665</b>	<b>168,127</b>	<b>56</b>	<b>234</b>	<b>276</b>	<b>566</b>	<b>87,523</b>	<b>2,047,106</b>

Note: Sums may not add up to total due to rounding.  
Source: Hawaii Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 13: Visitor Arrivals by Month and MMA (Arrivals by Air)  
2010**

2010R	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	192,781	131,974	92,774	51,853	2,345	564	1,898	483	598	5,888	11,429	898	12,327
Feb	191,187	127,933	96,947	50,560	2,614	623	1,889	320	633	6,078	7,709	602	8,310
Mar	230,214	148,904	111,751	52,447	3,050	504	2,444	254	654	6,905	9,917	893	10,810
Apr	248,862	121,644	82,120	34,632	2,820	551	2,227	358	706	6,661	12,181	1,242	13,423
May	241,281	129,488	95,416	20,263	3,469	649	3,110	462	799	8,491	12,130	1,300	13,430
Jun	274,527	165,096	101,199	13,405	3,573	939	1,998	748	680	7,939	11,956	1,687	13,643
Jul	292,259	177,537	112,229	19,806	5,182	2,294	3,457	1,393	1,553	13,879	11,426	2,626	14,052
Aug	299,930	131,700	125,510	22,926	5,686	1,660	3,836	3,640	933	15,755	11,840	2,312	14,151
Sep	220,712	107,262	115,755	15,988	5,812	948	3,497	1,115	994	12,365	15,152	2,522	17,674
Oct	245,856	119,367	103,153	26,844	4,439	1,309	3,648	880	1,028	11,305	14,098	1,454	15,552
Nov	239,957	107,660	92,226	38,058	3,180	1,050	2,739	436	824	8,228	12,184	1,116	13,300
Dec	246,864	141,855	110,226	58,257	3,353	1,463	2,704	783	967	9,270	13,076	1,311	14,387
<b>TOTAL</b>	<b>2,924,430</b>	<b>1,610,421</b>	<b>1,239,307</b>	<b>405,040</b>	<b>45,525</b>	<b>12,555</b>	<b>33,447</b>	<b>10,870</b>	<b>10,368</b>	<b>112,765</b>	<b>143,096</b>	<b>17,963</b>	<b>161,060</b>
<b>DOMESTIC</b>													
Jan	186,107	126,958	460	16,694	1,784	477	1,649	422	478	4,811	3,443	308	3,750
Feb	186,593	124,250	511	19,258	1,892	532	1,635	285	491	4,836	1,363	146	1,510
Mar	225,368	144,750	647	17,648	2,287	411	2,202	233	522	5,656	1,578	185	1,763
Apr	244,254	117,883	476	8,641	2,306	435	1,742	341	551	5,375	2,368	234	2,602
May	236,552	125,533	684	8,731	3,071	534	2,746	402	697	7,450	2,989	245	3,234
Jun	269,236	159,781	784	6,216	3,282	507	1,873	721	613	6,997	2,895	392	3,287
Jul	284,241	172,069	823	11,374	4,712	1,437	3,232	1,296	1,444	12,121	3,471	581	4,052
Aug	291,715	126,125	803	14,816	5,281	1,269	3,672	3,544	888	14,655	2,899	437	3,335
Sep	216,020	103,743	804	9,185	5,540	509	3,372	1,087	959	11,467	4,065	508	4,573
Oct	241,720	116,151	553	14,131	4,069	747	3,499	842	961	10,118	4,027	416	4,443
Nov	235,565	104,273	607	15,940	2,084	505	2,323	400	646	5,957	1,986	280	2,266
Dec	242,410	138,513	822	27,501	2,802	677	2,446	735	846	7,506	2,001	227	2,228
<b>TOTAL</b>	<b>2,859,781</b>	<b>1,560,030</b>	<b>7,975</b>	<b>170,136</b>	<b>39,112</b>	<b>8,041</b>	<b>30,391</b>	<b>10,308</b>	<b>9,097</b>	<b>96,949</b>	<b>33,085</b>	<b>3,958</b>	<b>37,044</b>
<b>INTERNATIONAL</b>													
Jan	6,674	5,016	92,314	35,159	561	87	249	60	120	1,077	7,986	590	8,576
Feb	4,594	3,683	96,436	31,302	722	91	254	34	142	1,243	6,345	455	6,801
Mar	4,846	4,154	111,104	34,799	763	93	242	20	132	1,250	8,339	708	9,047
Apr	4,608	3,761	81,644	25,991	514	116	485	17	154	1,286	9,814	1,008	10,822
May	4,729	3,955	94,732	11,532	398	115	364	60	103	1,040	9,141	1,055	10,196
Jun	5,291	5,315	100,415	7,189	291	432	125	27	67	942	9,061	1,295	10,356
Jul	8,018	5,468	111,406	8,432	470	857	225	96	109	1,758	7,955	2,045	10,000
Aug	8,215	5,575	124,707	8,110	405	391	164	95	44	1,100	8,941	1,875	10,816
Sep	4,692	3,519	114,951	6,803	272	439	125	28	35	899	11,086	2,014	13,100
Oct	4,136	3,216	102,600	12,713	370	562	149	38	67	1,186	10,071	1,038	11,108
Nov	4,392	3,387	91,619	22,118	1,096	545	416	37	177	2,271	10,198	837	11,035
Dec	4,454	3,342	109,404	30,756	551	786	258	48	121	1,764	11,074	1,085	12,159
<b>TOTAL</b>	<b>64,649</b>	<b>50,391</b>	<b>1,231,332</b>	<b>234,904</b>	<b>6,413</b>	<b>4,514</b>	<b>3,056</b>	<b>562</b>	<b>1,271</b>	<b>15,816</b>	<b>110,011</b>	<b>14,005</b>	<b>124,016</b>

Note: Sums may not add up to total due to rounding.  
R = 2010 total and domestic statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 13: Visitor Arrivals by Month and MMA (Arrivals by Air) continued  
2010**

2010R	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	3,803	430	7,914	333	1,051	13,531	439	910	394	1,742	20,764	523,635
Feb	7,296	509	5,188	280	1,007	14,280	296	852	381	1,529	20,819	517,645
Mar	3,193	369	5,478	395	545	9,981	195	439	539	1,173	24,941	597,127
Apr	4,493	333	5,299	191	845	11,161	253	636	480	1,369	21,857	541,729
May	5,624	501	6,891	332	735	14,083	291	745	598	1,633	23,257	547,343
Jun	5,177	463	7,126	405	786	13,957	164	418	454	1,035	17,019	607,820
Jul	4,477	521	8,476	327	780	14,579	345	1,612	1,142	3,099	33,488	680,928
Aug	4,450	334	5,916	188	761	11,648	232	547	584	1,363	24,569	647,551
Sep	6,601	326	6,122	201	3,753	17,003	264	691	472	1,427	20,282	528,469
Oct	7,132	313	7,654	212	3,575	18,886	276	859	670	1,805	21,685	564,453
Nov	4,884	431	8,176	368	1,024	14,883	155	597	487	1,239	20,734	536,286
Dec	4,325	420	7,518	651	763	13,677	428	1,133	814	2,376	26,997	623,908
<b>TOTAL</b>	<b>61,455</b>	<b>4,949</b>	<b>81,758</b>	<b>3,882</b>	<b>15,625</b>	<b>167,669</b>	<b>3,339</b>	<b>9,438</b>	<b>7,014</b>	<b>19,791</b>	<b>276,411</b>	<b>6,916,894</b>
<b>DOMESTIC</b>												
Jan	1,366	83	721	66	107	2,343	423	875	364	1,663	11,414	354,200
Feb	2,073	94	412	67	84	2,729	288	841	319	1,448	11,267	352,402
Mar	1,736	95	383	97	133	2,445	192	419	513	1,124	12,849	412,250
Apr	1,760	100	504	48	95	2,507	235	606	447	1,288	11,986	395,011
May	2,973	77	685	91	162	3,987	279	665	584	1,528	12,898	400,600
Jun	2,541	150	859	101	145	3,795	164	401	442	1,007	14,679	465,782
Jul	1,979	158	854	125	159	3,275	343	1,586	1,122	3,051	24,575	515,581
Aug	1,698	128	829	52	221	2,928	230	535	541	1,306	16,483	472,167
Sep	2,268	99	528	46	165	3,105	261	675	463	1,399	13,270	363,567
Oct	3,213	122	557	62	156	4,111	272	835	641	1,749	13,834	406,810
Nov	2,968	90	404	97	136	3,697	149	573	407	1,129	10,983	380,416
Dec	2,279	110	652	157	156	3,355	424	1,114	769	2,307	13,924	438,566
<b>TOTAL</b>	<b>26,854</b>	<b>1,305</b>	<b>7,388</b>	<b>1,010</b>	<b>1,720</b>	<b>38,277</b>	<b>3,261</b>	<b>9,126</b>	<b>6,613</b>	<b>19,000</b>	<b>168,161</b>	<b>4,957,352</b>
<b>INTERNATIONAL</b>												
Jan	2,437	347	7,193	267	944	11,188	16	35	29	80	9,350	169,435
Feb	5,224	415	4,776	213	923	11,551	8	11	62	81	9,552	165,243
Mar	1,457	275	5,095	297	412	7,536	3	20	26	49	12,092	184,877
Apr	2,733	234	4,795	143	751	8,654	18	30	33	81	9,871	146,718
May	2,651	424	6,206	242	573	10,096	12	80	13	105	10,358	146,743
Jun	2,636	313	6,267	304	641	10,161	0	17	12	28	2,341	142,038
Jul	2,497	363	7,622	201	621	11,304	2	26	20	48	8,913	165,347
Aug	2,752	206	5,087	136	540	8,720	2	12	43	57	8,085	175,384
Sep	4,333	228	5,594	155	3,588	13,898	3	17	9	28	7,012	164,902
Oct	3,919	191	7,097	150	3,419	14,776	4	24	29	57	7,851	157,643
Nov	1,916	340	7,772	270	888	11,187	6	24	80	110	9,751	155,870
Dec	2,046	309	6,866	494	607	10,322	4	19	46	69	13,073	185,342
<b>TOTAL</b>	<b>34,601</b>	<b>3,644</b>	<b>74,370</b>	<b>2,872</b>	<b>13,905</b>	<b>129,392</b>	<b>78</b>	<b>312</b>	<b>400</b>	<b>791</b>	<b>108,250</b>	<b>1,959,542</b>

Note: Sums may not add up to total due to rounding.  
R = 2010 total and domestic statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 14: Visitor Arrivals Growth by Month and MMA**  
 % change 2011 vs. 2010

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	11.9%	9.2%	12.9%	13.3%	3.9%	76.3%	11.8%	-5.4%	13.8%	13.6%	16.3%	8.3%	15.7%
Feb	11.8%	10.8%	8.2%	15.9%	5.3%	112.7%	25.3%	35.4%	0.8%	23.7%	22.0%	28.2%	22.4%
Mar	3.3%	7.1%	-15.4%	30.3%	57.6%	55.8%	6.6%	31.7%	7.2%	33.7%	11.3%	13.0%	11.4%
Apr	8.4%	-0.8%	-15.5%	28.4%	38.2%	153.5%	31.2%	23.1%	37.4%	44.5%	49.1%	21.7%	46.5%
May	0.7%	1.7%	-18.9%	16.4%	-3.9%	80.3%	-16.7%	1.8%	19.8%	0.4%	31.8%	22.5%	30.9%
Jun	0.0%	-3.0%	-6.1%	20.5%	-3.8%	17.6%	22.0%	-3.2%	28.0%	8.0%	41.3%	14.9%	38.0%
Jul	-1.0%	-6.0%	-0.5%	28.6%	-14.8%	-11.3%	-12.4%	-22.7%	30.3%	-9.4%	48.1%	25.2%	43.8%
Aug	-4.8%	-0.4%	9.7%	19.8%	-5.8%	14.1%	3.9%	-9.0%	30.7%	0.0%	37.7%	8.6%	32.9%
Sep	2.0%	4.4%	6.1%	23.0%	-5.2%	37.2%	13.1%	9.8%	35.8%	7.9%	29.1%	-14.8%	22.8%
Oct	-5.2%	1.0%	5.8%	10.1%	-10.1%	22.4%	-0.9%	12.1%	38.7%	2.8%	21.3%	34.9%	22.6%
Nov	0.6%	2.0%	8.9%	5.1%	-22.2%	19.6%	-8.8%	-15.0%	-1.3%	-9.9%	27.1%	26.8%	27.1%
Dec	7.7%	1.6%	3.4%	12.3%	-6.3%	15.0%	-5.2%	-20.8%	-2.6%	-3.4%	46.2%	22.8%	44.0%
<b>TOTAL</b>	<b>2.4%</b>	<b>2.0%</b>	<b>0.2%</b>	<b>17.9%</b>	<b>0.1%</b>	<b>31.8%</b>	<b>3.7%</b>	<b>-3.9%</b>	<b>21.4%</b>	<b>6.3%</b>	<b>32.3%</b>	<b>15.4%</b>	<b>30.4%</b>
<b>DOMESTIC</b>													
Jan	12.6%	9.8%	2.9%	50.7%	12.2%	-5.1%	11.0%	-1.6%	27.6%	10.4%	21.3%	31.5%	22.1%
Feb	12.0%	11.0%	14.5%	30.6%	16.5%	46.4%	31.2%	44.0%	11.7%	25.9%	10.6%	16.6%	11.2%
Mar	3.6%	7.7%	0.7%	68.1%	-6.5%	20.7%	4.8%	35.5%	17.6%	3.9%	7.9%	23.7%	9.5%
Apr	8.7%	-0.6%	-14.9%	45.2%	44.2%	94.1%	41.1%	20.0%	59.0%	47.2%	27.7%	-14.0%	23.9%
May	1.0%	2.2%	-17.9%	39.2%	-0.3%	5.2%	-13.0%	12.6%	24.5%	-1.6%	18.5%	42.4%	20.4%
Jun	0.1%	-2.9%	-23.9%	-19.4%	-5.8%	-0.9%	-23.1%	-3.2%	30.2%	5.7%	21.8%	-5.6%	18.6%
Jul	0.0%	-6.0%	-16.9%	13.3%	-13.8%	-24.2%	-13.0%	-19.8%	34.7%	-9.7%	23.5%	-0.3%	20.1%
Aug	-5.2%	-0.6%	-2.8%	5.2%	-5.5%	16.0%	4.2%	-8.4%	32.8%	0.4%	27.3%	9.7%	25.0%
Sep	2.0%	4.6%	-16.5%	5.2%	-4.8%	59.9%	13.5%	9.8%	37.5%	8.3%	30.5%	-21.3%	24.7%
Oct	-5.3%	1.0%	12.5%	17.4%	-11.8%	21.3%	-1.2%	13.4%	42.5%	1.6%	30.7%	-5.8%	27.2%
Nov	0.8%	2.5%	-8.2%	16.6%	0.0%	3.7%	0.7%	-12.9%	17.2%	1.6%	40.0%	1.1%	35.2%
Dec	7.9%	1.8%	-15.3%	0.9%	-1.1%	23.7%	-2.6%	-19.8%	4.1%	-0.6%	23.5%	1.6%	21.3%
<b>TOTAL</b>	<b>2.6%</b>	<b>2.2%</b>	<b>-8.6%</b>	<b>23.9%</b>	<b>-1.3%</b>	<b>15.4%</b>	<b>5.6%</b>	<b>-2.3%</b>	<b>29.3%</b>	<b>5.0%</b>	<b>24.8%</b>	<b>3.3%</b>	<b>22.5%</b>
<b>INTERNATIONAL</b>													
Jan	-5.5%	-4.2%	12.9%	-4.4%	-22.6%	523.0%	17.7%	-32.2%	-41.6%	28.1%	14.1%	-3.8%	12.9%
Feb	1.4%	2.9%	8.2%	6.9%	-24.0%	500.0%	-13.0%	-36.0%	-36.7%	14.9%	24.4%	31.9%	24.9%
Mar	-10.8%	-15.4%	-15.4%	11.2%	249.5%	210.8%	23.1%	-11.9%	-33.9%	168.7%	12.0%	10.2%	11.8%
Apr	-7.8%	-6.7%	-15.6%	22.9%	11.3%	375.9%	-4.5%	85.4%	-39.7%	33.0%	54.2%	30.0%	52.0%
May	-14.3%	-14.1%	-18.9%	-0.8%	-31.4%	429.6%	-45.1%	-70.2%	-12.2%	14.4%	36.2%	17.8%	34.3%
Jun	-8.9%	-8.6%	-6.0%	55.1%	18.9%	39.4%	6.4%	-4.1%	7.9%	25.2%	47.5%	21.1%	44.2%
Jul	-37.6%	-7.7%	-0.3%	49.2%	-24.9%	10.3%	-3.1%	-61.6%	-28.3%	-7.2%	58.8%	32.5%	53.4%
Aug	6.2%	4.5%	9.8%	46.4%	-9.9%	7.9%	-4.9%	-30.8%	-12.0%	-4.7%	41.0%	8.4%	35.4%
Sep	1.5%	-1.8%	6.3%	47.1%	-12.1%	10.9%	-1.8%	10.6%	-11.9%	2.2%	28.5%	-13.2%	22.1%
Oct	0.8%	-0.1%	5.8%	2.1%	8.6%	23.8%	6.0%	-18.0%	-16.3%	13.2%	17.6%	51.2%	20.7%
Nov	-10.3%	-13.1%	9.0%	-3.1%	-64.5%	34.3%	-62.0%	-37.1%	-68.4%	-40.2%	24.6%	35.4%	25.4%
Dec	-3.0%	-4.1%	3.6%	22.5%	-32.3%	7.4%	-29.8%	-35.7%	-49.7%	-15.5%	50.3%	27.2%	48.2%
<b>TOTAL</b>	<b>-8.2%</b>	<b>-5.6%</b>	<b>0.3%</b>	<b>13.6%</b>	<b>8.6%</b>	<b>61.0%</b>	<b>-14.6%</b>	<b>-33.3%</b>	<b>-35.2%</b>	<b>14.0%</b>	<b>34.5%</b>	<b>18.8%</b>	<b>32.7%</b>

R = 2010 total and domestic statistics were revised.  
 Source: Hawai'i Tourism Authority



*Air Visitor Characteristics by MMA and Select Countries*

**Table 14: Visitor Arrivals Growth by Month and MMA continued**  
**% change 2011 vs. 2010**

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	53.8%	-5.6%	20.2%	19.0%	-9.7%	26.5%	14.8%	3.6%	-30.1%	-1.2%	13.0%	12.0%
Feb	-10.3%	-48.3%	70.1%	10.3%	-44.4%	15.5%	12.3%	6.6%	-8.7%	3.9%	16.7%	11.9%
Mar	14.5%	-22.0%	31.4%	-22.3%	7.0%	20.5%	47.7%	46.6%	-23.5%	14.5%	-16.6%	3.1%
Apr	2.9%	-26.0%	41.2%	25.8%	-50.9%	16.6%	94.1%	12.6%	132.1%	69.6%	-14.0%	4.8%
May	39.5%	-41.6%	47.2%	15.7%	-12.5%	37.1%	54.2%	24.9%	-9.8%	17.4%	11.2%	0.3%
Jun	14.0%	-25.6%	8.2%	6.1%	-15.0%	7.9%	25.4%	33.2%	24.9%	28.3%	6.2%	-0.1%
Jul	47.8%	0.7%	9.4%	-18.9%	-2.5%	19.6%	40.5%	-39.7%	23.2%	-7.6%	-35.5%	-1.9%
Aug	64.5%	22.4%	19.3%	31.0%	-12.5%	34.8%	16.1%	35.9%	6.5%	20.0%	-26.2%	0.6%
Sep	58.8%	-21.3%	49.1%	25.2%	-81.7%	22.3%	24.7%	33.9%	23.1%	28.6%	-21.4%	4.7%
Oct	22.4%	-11.9%	57.4%	66.7%	-82.0%	16.8%	6.0%	24.2%	-4.1%	10.9%	-2.8%	0.7%
Nov	47.0%	-14.9%	47.5%	47.1%	-5.9%	41.8%	15.8%	-9.6%	3.5%	-1.3%	-6.7%	4.0%
Dec	61.9%	-2.4%	61.3%	12.1%	-14.8%	52.9%	-47.1%	2.0%	17.1%	-1.7%	2.6%	7.4%
<b>TOTAL</b>	<b>33.0%</b>	<b>-17.5%</b>	<b>37.7%</b>	<b>14.7%</b>	<b>-47.6%</b>	<b>25.9%</b>	<b>21.4%</b>	<b>7.0%</b>	<b>13.5%</b>	<b>11.7%</b>	<b>-7.7%</b>	<b>3.7%</b>
<b>DOMESTIC</b>												
Jan	12.0%	37.5%	-10.2%	20.6%	18.3%	6.6%	17.0%	1.3%	-28.4%	-1.2%	6.5%	13.1%
Feb	19.2%	-12.4%	50.0%	3.7%	15.2%	22.2%	12.7%	6.0%	8.9%	8.0%	6.6%	12.8%
Mar	1.6%	-0.6%	49.7%	-27.6%	14.7%	8.6%	44.8%	50.2%	-20.6%	16.9%	-9.0%	7.5%
Apr	-3.0%	-17.1%	4.9%	83.5%	-8.4%	-0.5%	107.7%	13.7%	139.2%	74.4%	12.9%	7.6%
May	23.9%	80.6%	0.9%	15.1%	-18.8%	19.1%	60.1%	36.3%	-8.8%	23.4%	7.1%	2.8%
Jun	10.6%	4.4%	-24.2%	5.8%	-1.8%	1.9%	24.8%	37.2%	21.9%	28.5%	-4.4%	-1.1%
Jul	20.7%	10.6%	-22.6%	-22.0%	-31.5%	4.8%	39.6%	-40.1%	24.0%	-7.6%	-23.9%	-3.0%
Aug	43.3%	26.8%	-25.7%	3.0%	-17.6%	17.8%	17.2%	37.5%	8.9%	22.1%	-1.2%	-2.9%
Sep	20.8%	-6.9%	-22.8%	93.2%	-28.3%	11.0%	23.9%	32.8%	23.4%	28.0%	7.9%	3.6%
Oct	6.9%	-23.9%	-11.6%	76.2%	-53.3%	2.2%	6.1%	26.6%	-3.3%	12.5%	1.4%	-1.8%
Nov	8.8%	39.0%	19.1%	28.2%	-0.1%	10.9%	16.4%	-6.9%	3.0%	-0.3%	8.3%	2.4%
Dec	52.0%	-30.7%	19.2%	23.2%	6.2%	39.4%	-46.9%	2.3%	22.0%	-0.2%	8.5%	5.6%
<b>TOTAL</b>	<b>17.9%</b>	<b>6.7%</b>	<b>-3.3%</b>	<b>17.5%</b>	<b>-11.5%</b>	<b>12.1%</b>	<b>22.6%</b>	<b>8.1%</b>	<b>16.2%</b>	<b>13.4%</b>	<b>-0.4%</b>	<b>3.4%</b>
<b>INTERNATIONAL</b>												
Jan	77.2%	-15.8%	23.3%	18.6%	-12.9%	30.6%	-43.8%	61.8%	-51.9%	-0.9%	20.9%	9.8%
Feb	-22.0%	-56.4%	71.9%	12.4%	-49.8%	14.0%	0.0%	49.9%	-100.0%	-69.1%	28.7%	9.9%
Mar	29.8%	-29.4%	30.0%	-20.6%	4.5%	24.4%	233.3%	-28.6%	-80.8%	-40.4%	-24.8%	-6.7%
Apr	6.7%	-29.8%	45.0%	6.4%	-56.3%	21.5%	-83.3%	-9.8%	34.8%	-8.2%	-46.7%	-2.8%
May	57.0%	-63.9%	52.3%	15.8%	-10.7%	44.2%	-83.3%	-69.9%	-54.8%	-69.6%	16.3%	-6.5%
Jun	17.2%	-40.0%	12.7%	6.2%	-18.0%	10.1%	na	-63.7%	140.3%	24.2%	73.2%	3.2%
Jul	69.2%	-3.6%	13.0%	-17.0%	4.9%	23.9%	200.0%	-14.1%	-25.3%	-9.9%	-67.5%	1.3%
Aug	77.6%	19.7%	26.6%	41.7%	-10.5%	40.5%	-100.0%	-39.6%	-23.2%	-29.3%	-77.2%	10.1%
Sep	78.6%	-27.5%	55.9%	5.2%	-84.2%	24.9%	100.0%	81.7%	5.4%	60.5%	-76.8%	6.9%
Oct	35.1%	-4.2%	62.8%	62.8%	-83.3%	20.8%	0.0%	-62.4%	-23.5%	-38.3%	-10.2%	6.9%
Nov	106.1%	-29.2%	49.0%	53.9%	-6.9%	52.1%	0.0%	-74.6%	6.0%	-11.7%	-23.6%	7.7%
Dec	72.9%	7.6%	65.3%	8.6%	-20.2%	57.3%	-75.0%	-17.1%	-67.1%	-53.5%	-3.7%	11.6%
<b>TOTAL</b>	<b>44.7%</b>	<b>-26.2%</b>	<b>41.8%</b>	<b>13.7%</b>	<b>-52.1%</b>	<b>29.9%</b>	<b>-28.2%</b>	<b>-25.1%</b>	<b>-31.1%</b>	<b>-28.4%</b>	<b>-19.1%</b>	<b>4.5%</b>

R = 2010 total and domestic statistics were revised.  
 Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 15: U.S. West MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	28,768,587	27,966,613	2.9%	28,318,232	27,366,629	3.5%	450,355	599,984	-24.9%
Total Visitors	2,994,731	2,924,430	2.4%	2,935,399	2,859,781	2.6%	59,332	64,649	-8.2%
<b>PARTY SIZE</b>									
One	530,764	528,150	0.5%	514,880	512,630	0.4%	15,883	15,520	2.3%
Two	1,230,177	1,203,371	2.2%	1,207,030	1,182,237	2.1%	23,147	21,135	9.5%
Three or more	1,233,791	1,192,909	3.4%	1,213,489	1,164,915	4.2%	20,302	27,994	-27.5%
Avg Party Size	2.06	2.04	0.6%	2.06	2.04	0.8%	1.84	2.00	-7.8%
<b>VISIT STATUS</b>									
First-Time	556,097	559,426	-0.6%	540,954	538,077	0.5%	15,144	21,349	-29.1%
Repeat	2,438,634	2,365,004	3.1%	2,394,446	2,321,704	3.1%	44,188	43,300	2.1%
Average # of Trips	6.93	6.93	0.0%	6.99	6.96	0.3%	4.27	5.40	-21.0%
<b>TRAVEL METHOD</b>									
Group Tour	55,697	56,211	-0.9%	53,974	51,113	5.6%	1,723	5,099	-66.2%
Package	660,726	661,746	-0.2%	652,316	648,641	0.6%	8,410	13,105	-35.8%
Group Tour & Pkg	35,267	37,449	-5.8%	33,921	32,776	3.5%	1,346	4,673	-71.2%
True Independent	2,313,576	2,243,921	3.1%	2,263,030	2,192,804	3.2%	50,546	51,118	-1.1%
<b>ISLANDS VISITED</b>									
O'ahu	1,318,505	1,317,632	0.1%	1,270,118	1,266,098	0.3%	48,387	51,533	-6.1%
Maui County	1,069,850	1,054,013	1.5%	1,059,813	1,040,835	1.8%	10,036	13,177	-23.8%
...Maui	1,047,825	1,032,190	1.5%	1,037,966	1,019,112	1.9%	9,858	13,077	-24.6%
...Moloka'i	22,010	20,612	6.8%	21,818	20,457	6.7%	193	155	24.1%
...Lāna'i	30,501	27,920	9.2%	29,763	27,665	7.6%	738	255	189.3%
Kaua'i	517,849	485,698	6.6%	511,602	479,973	6.6%	6,247	5,725	9.1%
Hawai'i Island	547,724	527,689	3.8%	538,181	517,439	4.0%	9,544	10,250	-6.9%
...Hilo	154,713	151,043	2.4%	150,071	147,339	1.9%	4,642	3,704	25.3%
...Kona	485,783	464,991	4.5%	477,260	456,193	4.6%	8,524	8,799	-3.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.22	8.22	0.0%	8.32	8.23	1.0%	5.51	7.74	-28.8%
Maui (days)	8.52	8.48	0.5%	8.54	8.48	0.6%	7.16	8.56	-16.4%
Moloka'i (days)	4.43	5.67	-21.9%	4.44	5.70	-22.1%	2.49	1.00	148.9%
Lāna'i (days)	3.96	4.13	-4.0%	4.05	4.14	-2.1%	0.28	2.96	-90.4%
Kaua'i (days)	8.11	8.02	1.2%	8.15	8.04	1.3%	5.34	6.33	-15.7%
Hawai'i Island (days)	8.37	8.07	3.7%	8.37	8.13	2.9%	8.30	5.10	62.8%
...Hilo (days)	4.66	4.57	2.0%	4.75	4.63	2.6%	1.94	2.49	-22.1%
...Kona (days)	7.95	7.68	3.6%	7.95	7.73	2.8%	8.24	4.89	68.4%
Statewide (days)	9.61	9.56	0.4%	9.65	9.57	0.8%	7.59	9.28	-18.2%
<b>ACCOMMODATIONS</b>									
Hotel	1,496,700	1,461,237	2.4%	1,462,402	1,422,537	2.8%	34,297	38,700	-11.4%
...Hotel Only	1,273,000	1,246,579	2.1%	1,243,292	1,212,597	2.5%	29,708	33,982	-12.6%
Condo	687,487	656,074	4.8%	678,199	646,862	4.8%	9,288	9,212	0.8%
...Condo Only	561,030	537,449	4.4%	555,279	530,557	4.7%	5,751	6,892	-16.6%
Timeshare	419,244	418,836	0.1%	416,309	415,485	0.2%	2,935	3,351	-12.4%
...Timeshare Only	333,544	335,023	-0.4%	331,686	333,194	-0.5%	1,857	1,829	1.5%
Rental House	212,470	183,683	15.7%	208,911	179,347	16.5%	3,559	4,336	-17.9%
Bed & Breakfast	25,340	24,368	4.0%	24,971	23,786	5.0%	369	582	-36.7%
Cruise Ship	27,723	29,719	-6.7%	26,811	29,458	-9.0%	912	261	250.1%
Friends or Relatives	366,926	381,160	-3.7%	356,505	369,555	-3.5%	10,421	11,605	-10.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,474,356	2,408,309	2.7%	2,436,083	2,363,339	3.1%	38,274	44,969	-14.9%
.....Vacation	2,371,445	2,308,965	2.7%	2,336,143	2,266,140	3.1%	35,302	42,825	-17.6%
.....Honeymoon	101,974	100,382	1.6%	100,333	98,286	2.1%	1,641	2,096	-21.7%
.....Get Married	32,229	29,862	7.9%	30,898	29,010	6.5%	1,330	852	56.1%
MC&I (Net)	128,335	119,814	7.1%	126,767	117,205	8.2%	1,568	2,610	-39.9%
.....Convention/Conf.	76,799	76,839	-0.1%	76,161	74,413	2.3%	638	2,426	-73.7%
.....Corp. Meetings	33,760	27,890	21.0%	33,222	27,628	20.2%	538	262	105.0%
.....Incentive	22,302	18,863	18.2%	21,910	18,863	16.2%	392	0	na
Other Business	136,464	135,645	0.6%	132,489	133,609	-0.8%	3,975	2,037	95.2%
Visit Friends/Relatives	341,758	354,198	-3.5%	335,162	343,723	-2.5%	6,596	10,475	-37.0%
Government/Military	37,405	38,768	-3.5%	33,662	35,040	-3.9%	3,743	3,728	0.4%
Attend School	7,391	7,331	0.8%	7,113	6,747	5.4%	279	584	-52.3%
Sport Events	31,998	29,128	9.9%	31,548	28,699	9.9%	450	429	4.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	4,142.8	3,913.3	5.9%	4,077.9	3,833.4	6.4%	64.9	79.9	-18.9%
Per Person Per Day (\$)	144.0	139.9	2.9%	144.0	140.1	2.8%	144.0	133.3	8.1%
Per Person Per Trip (\$)	1,383.4	1,338.2	3.4%	1,389.2	1,340.4	3.6%	1,093.0	1,236.7	-11.6%

na = Not Applicable.

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 16: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)  
2011**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC</b>													
<b>COAST</b>	<b>163,895</b>	<b>167,604</b>	<b>176,398</b>	<b>218,919</b>	<b>186,923</b>	<b>215,170</b>	<b>234,826</b>	<b>240,243</b>	<b>181,981</b>	<b>181,188</b>	<b>194,908</b>	<b>213,421</b>	<b>2,375,475</b>
Alaska	9,987	8,655	10,243	5,075	4,309	3,482	3,607	3,486	3,971	6,954	8,586	10,864	79,218
California	95,970	94,695	100,225	150,853	132,345	163,789	186,600	185,978	131,502	122,321	126,866	138,714	1,629,858
Oregon	19,482	18,319	22,809	15,574	16,036	15,791	13,674	14,797	14,396	16,136	18,122	19,104	204,240
Washington	38,457	45,936	43,121	47,417	34,233	32,108	30,945	35,981	32,112	35,778	41,334	44,739	462,160
<b>MOUNTAIN</b>	<b>45,594</b>	<b>41,427</b>	<b>57,192</b>	<b>46,623</b>	<b>52,096</b>	<b>54,414</b>	<b>49,380</b>	<b>36,431</b>	<b>38,293</b>	<b>47,823</b>	<b>42,540</b>	<b>48,111</b>	<b>559,924</b>
Arizona	9,014	8,440	13,127	10,632	16,462	15,978	16,725	10,061	12,217	15,193	10,033	10,568	148,450
Colorado	11,075	10,034	17,172	9,683	12,765	13,560	11,793	8,030	9,094	12,644	10,617	12,981	139,448
Idaho	4,660	3,822	5,640	2,854	3,045	3,204	2,252	1,948	1,841	2,704	3,387	3,395	38,753
Montana	3,206	3,184	3,143	2,286	1,605	1,684	917	1,026	939	1,555	1,677	2,350	23,572
Nevada	6,137	5,234	5,565	8,577	6,709	7,719	8,220	7,667	5,959	6,144	6,230	7,355	81,518
New Mexico	1,966	1,722	2,637	1,545	2,812	3,210	2,736	1,634	1,968	1,978	1,929	2,423	26,559
Utah	8,662	8,152	8,535	10,088	7,991	8,004	6,220	5,666	5,833	7,026	7,810	8,064	92,049
Wyoming	874	840	1,373	958	707	1,056	518	398	443	579	857	974	9,574
<b>TOTAL U.S.</b>	<b>209,489</b>	<b>209,031</b>	<b>233,589</b>	<b>265,542</b>	<b>239,019</b>	<b>269,584</b>	<b>284,207</b>	<b>276,674</b>	<b>220,274</b>	<b>229,011</b>	<b>237,448</b>	<b>261,532</b>	<b>2,935,399</b>

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

*Air Visitor Characteristics by MMA and Select Countries*

**Table 17: U.S. East MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

U.S. EAST	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	17,178,727	16,815,125	2.2%	16,796,231	16,361,624	2.7%	382,496	453,501	-15.7%
Total Visitors	1,642,279	1,610,421	2.0%	1,594,712	1,560,030	2.2%	47,567	50,391	-5.6%
<b>PARTY SIZE</b>									
One	357,565	361,745	-1.2%	346,613	344,983	0.5%	10,952	16,762	-34.7%
Two	768,335	745,696	3.0%	748,654	729,324	2.7%	19,680	16,372	20.2%
Three or more	516,379	502,980	2.7%	499,444	485,723	2.8%	16,935	17,257	-1.9%
Avg Party Size	1.88	1.87	0.7%	1.88	1.87	0.5%	1.89	1.72	9.6%
<b>VISIT STATUS</b>									
First-Time	683,540	680,905	0.4%	665,130	660,644	0.7%	18,410	20,260	-9.1%
Repeat	958,739	929,516	3.1%	929,582	899,385	3.4%	29,157	30,131	-3.2%
Average # of Trips	4.08	4.08	0.0%	4.12	4.09	0.7%	2.83	3.82	-25.9%
<b>TRAVEL METHOD</b>									
Group Tour	79,006	69,661	13.4%	76,789	67,470	13.8%	2,217	2,191	1.2%
Package	434,942	433,092	0.4%	429,717	426,566	0.7%	5,225	6,526	-19.9%
Group Tour & Pkg	57,305	50,318	13.9%	55,930	48,796	14.6%	1,375	1,522	-9.7%
True Independent	1,185,636	1,157,985	2.4%	1,144,136	1,114,790	2.6%	41,500	43,196	-3.9%
<b>ISLANDS VISITED</b>									
O'ahu	976,305	968,056	0.9%	934,407	925,657	0.9%	41,897	42,399	-1.2%
Maui County	619,068	608,333	1.8%	608,010	598,427	1.6%	11,058	9,905	11.6%
...Maui	606,430	595,701	1.8%	595,550	586,154	1.6%	10,880	9,547	14.0%
...Moloka'i	17,032	15,264	11.6%	15,880	15,194	4.5%	1,152	70	1547.8%
...Lāna'i	26,998	24,656	9.5%	25,605	23,611	8.4%	1,392	1,045	33.3%
Kaua'i	320,096	313,675	2.0%	314,125	308,740	1.7%	5,971	4,934	21.0%
Hawai'i Island	366,155	353,065	3.7%	356,864	346,919	2.9%	9,291	6,146	51.2%
...Hilo	152,710	152,274	0.3%	146,505	148,311	-1.2%	6,205	3,962	56.6%
...Kona	310,181	296,528	4.6%	302,350	291,862	3.6%	7,830	4,666	67.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.46	7.49	-0.3%	7.53	7.50	0.4%	5.92	7.17	-17.5%
Maui (days)	7.58	7.57	0.1%	7.63	7.55	1.1%	4.72	8.80	-46.4%
Moloka'i (days)	3.73	5.06	-26.3%	3.97	5.08	-21.8%	0.40	1.00	-60.4%
Lāna'i (days)	3.46	3.66	-5.4%	3.62	3.68	-1.6%	0.43	2.99	-85.7%
Kaua'i (days)	7.22	7.14	1.2%	7.28	7.16	1.8%	3.99	5.93	-32.8%
Hawai'i Island (days)	7.72	7.51	2.8%	7.76	7.55	2.8%	6.28	5.35	17.3%
...Hilo (days)	4.16	4.09	1.8%	4.24	4.12	3.1%	2.16	2.86	-24.3%
...Kona (days)	7.07	6.84	3.3%	7.10	6.88	3.2%	5.74	4.62	24.2%
Statewide (days)	10.46	10.44	0.1%	10.53	10.49	0.4%	8.04	9.00	-10.6%
<b>ACCOMMODATIONS</b>									
Hotel	1,037,741	1,001,474	3.6%	1,002,613	968,910	3.5%	35,127	32,564	7.9%
...Hotel Only	848,371	819,737	3.5%	820,449	791,682	3.6%	27,923	28,055	-0.5%
Condo	242,638	235,462	3.0%	237,933	229,832	3.5%	4,705	5,630	-16.4%
...Condo Only	169,640	166,287	2.0%	166,717	162,384	2.7%	2,923	3,904	-25.1%
Timeshare	182,179	185,989	-2.0%	179,253	181,808	-1.4%	2,926	4,182	-30.0%
...Timeshare Only	132,466	134,618	-1.6%	130,674	132,478	-1.4%	1,792	2,139	-16.3%
Rental House	90,369	80,354	12.5%	88,737	77,858	14.0%	1,632	2,495	-34.6%
Bed & Breakfast	20,416	19,222	6.2%	19,821	18,653	6.3%	595	570	4.6%
Cruise Ship	67,708	72,526	-6.6%	65,623	71,731	-8.5%	2,085	795	162.3%
Friends or Relatives	195,781	201,902	-3.0%	190,788	196,069	-2.7%	4,993	5,833	-14.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,271,468	1,252,562	1.5%	1,240,626	1,221,061	1.6%	30,842	31,501	-2.1%
.....Vacation	1,175,655	1,156,104	1.7%	1,146,992	1,126,325	1.8%	28,663	29,779	-3.7%
.....Honeymoon	98,770	100,117	-1.3%	97,066	98,244	-1.2%	1,704	1,873	-9.0%
.....Get Married	20,051	19,230	4.3%	18,808	18,963	-0.8%	1,243	267	365.0%
MC&I (Net)	138,586	122,614	13.0%	134,718	120,266	12.0%	3,868	2,347	64.8%
.....Convention/Conf.	88,033	77,710	13.3%	84,780	76,499	10.8%	3,254	1,211	168.7%
.....Corp. Meetings	26,204	22,635	15.8%	25,847	22,125	16.8%	357	510	-30.0%
.....Incentive	30,235	27,019	11.9%	29,978	26,392	13.6%	258	627	-58.9%
Other Business	68,541	69,425	-1.3%	66,390	65,715	1.0%	2,151	3,710	-42.0%
Visit Friends/Relatives	195,588	198,288	-1.4%	192,003	194,525	-1.3%	3,585	3,764	-4.7%
Government/Military	52,586	59,980	-12.3%	47,400	50,900	-6.9%	5,186	9,080	-42.9%
Attend School	4,129	5,012	-17.6%	3,917	4,002	-2.1%	211	1,011	-79.1%
Sport Events	19,959	14,646	36.3%	19,381	14,602	32.7%	578	44	1213.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	3,108.2	2,876.4	8.1%	3,038.9	2,798.9	8.6%	69.2	77.6	-10.8%
Per Person Per Day (\$)	180.9	171.1	5.8%	180.9	171.1	5.8%	180.9	171.1	5.8%
Per Person Per Trip (\$)	1,892.6	1,786.1	6.0%	1,905.6	1,794.1	6.2%	1,454.9	1,490.4	-2.4%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 18: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air)  
2011**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>27,856</b>	<b>26,770</b>	<b>29,668</b>	<b>11,576</b>	<b>13,429</b>	<b>14,501</b>	<b>14,493</b>	<b>9,743</b>	<b>9,810</b>	<b>12,603</b>	<b>12,838</b>	<b>17,498</b>	<b>200,784</b>
Iowa	3,955	3,806	4,120	1,371	1,646	1,934	1,799	1,266	1,088	1,366	1,441	2,309	26,102
Kansas	2,524	2,317	3,313	1,244	2,224	2,409	2,525	1,472	1,399	1,765	2,547	2,279	26,017
Minnesota	11,841	11,691	13,835	4,500	3,067	3,156	3,196	3,119	2,807	4,171	4,153	5,982	71,518
Missouri	4,235	3,832	4,503	2,626	4,158	4,575	4,717	2,375	3,137	3,262	2,618	3,427	43,465
Nebraska	2,150	2,249	1,964	1,011	1,268	1,526	1,521	885	807	1,044	1,020	1,947	17,393
N. Dakota	1,614	1,392	857	332	437	469	313	291	248	461	513	797	7,724
S. Dakota	1,539	1,483	1,077	492	629	431	423	334	323	534	545	756	8,565
<b>W.S. CENTRAL</b>	<b>16,737</b>	<b>15,211</b>	<b>26,164</b>	<b>16,811</b>	<b>26,042</b>	<b>39,624</b>	<b>40,014</b>	<b>23,342</b>	<b>20,767</b>	<b>19,705</b>	<b>19,018</b>	<b>23,527</b>	<b>286,962</b>
Arkansas	1,038	952	1,523	829	1,211	1,800	1,581	885	1,042	994	700	932	13,487
Louisiana	919	801	1,365	1,570	1,877	2,329	2,087	1,168	1,217	1,288	1,376	1,438	17,435
Oklahoma	1,940	1,772	2,577	1,609	2,724	3,438	3,417	1,835	1,928	2,092	1,675	2,101	27,106
Texas	12,841	11,686	20,699	12,803	20,231	32,058	32,929	19,454	16,580	15,331	15,267	19,055	228,934
<b>E.N. CENTRAL</b>	<b>34,369</b>	<b>36,257</b>	<b>42,198</b>	<b>25,654</b>	<b>23,358</b>	<b>29,575</b>	<b>28,691</b>	<b>21,397</b>	<b>21,673</b>	<b>25,446</b>	<b>22,789</b>	<b>33,711</b>	<b>345,118</b>
Illinois	12,555	12,585	16,731	8,413	9,155	11,454	11,666	8,502	8,195	9,304	9,503	14,133	132,196
Indiana	3,865	3,528	4,476	2,866	3,046	4,144	3,912	1,899	2,729	3,193	2,359	3,725	39,743
Michigan	5,824	7,686	7,094	5,642	3,913	4,167	3,930	4,002	3,702	4,335	3,848	6,674	60,818
Ohio	5,415	5,894	6,873	4,738	4,795	7,119	6,431	4,496	4,855	5,421	4,165	5,680	65,880
Wisconsin	6,709	6,564	7,024	3,996	2,448	2,690	2,753	2,498	2,192	3,193	2,914	3,501	46,482
<b>E.S. CENTRAL</b>	<b>5,614</b>	<b>5,018</b>	<b>6,974</b>	<b>5,058</b>	<b>7,984</b>	<b>9,255</b>	<b>7,738</b>	<b>4,655</b>	<b>6,435</b>	<b>6,500</b>	<b>5,356</b>	<b>6,126</b>	<b>76,712</b>
Alabama	1,164	1,133	1,885	1,468	1,977	2,064	1,880	1,229	1,799	1,506	1,217	1,502	18,825
Kentucky	1,536	1,365	1,359	1,389	1,689	2,452	2,097	1,075	1,563	1,617	983	1,390	18,516
Mississippi	486	413	861	450	894	869	831	461	656	603	599	725	7,848
Tennessee	2,426	2,107	2,869	1,750	3,424	3,870	2,929	1,890	2,418	2,774	2,558	2,508	31,524
<b>NEW ENGLAND</b>	<b>9,238</b>	<b>11,100</b>	<b>8,629</b>	<b>9,652</b>	<b>7,477</b>	<b>7,993</b>	<b>9,272</b>	<b>9,254</b>	<b>6,780</b>	<b>7,747</b>	<b>6,430</b>	<b>8,833</b>	<b>102,404</b>
Connecticut	1,985	2,259	1,897	2,045	1,753	2,072	2,588	2,615	1,575	1,730	1,429	1,970	23,916
Maine	730	956	700	790	509	496	487	391	484	584	487	559	7,171
Massachusetts	4,524	5,496	4,275	4,591	3,786	3,861	4,597	4,837	3,435	3,749	3,168	4,599	50,919
New Hampshire	871	1,078	781	1,067	586	669	704	618	607	785	581	906	9,253
Rhode Island	634	630	483	556	510	517	549	523	401	517	425	460	6,204
Vermont	493	681	494	603	334	379	347	270	277	382	340	339	4,940

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 18: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air) continued  
2011**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>MID ATLANTIC</b>	<b>19,238</b>	<b>19,886</b>	<b>17,235</b>	<b>20,386</b>	<b>18,313</b>	<b>18,774</b>	<b>23,684</b>	<b>27,956</b>	<b>16,184</b>	<b>18,060</b>	<b>15,986</b>	<b>20,192</b>	<b>235,893</b>
New Jersey	4,460	4,385	3,970	5,653	4,587	4,926	6,821	8,279	4,144	4,528	4,483	4,871	61,109
New York	9,103	10,008	7,642	9,548	8,059	7,465	10,144	13,293	7,408	8,148	7,076	10,387	108,282
Pennsylvania	5,675	5,493	5,623	5,184	5,667	6,382	6,718	6,385	4,633	5,384	4,427	4,933	66,502
<b>S. ATLANTIC</b>	<b>26,298</b>	<b>23,706</b>	<b>25,056</b>	<b>28,005</b>	<b>31,752</b>	<b>35,491</b>	<b>37,879</b>	<b>28,977</b>	<b>26,889</b>	<b>27,259</b>	<b>24,431</b>	<b>31,096</b>	<b>346,839</b>
Delaware	452	373	362	406	379	401	395	357	332	391	319	367	4,535
Washington,D.C.	683	622	647	588	708	583	796	1,050	672	648	1,137	1,123	9,258
Florida	6,318	5,550	7,029	6,270	8,628	9,687	9,546	7,717	7,280	7,043	6,236	8,110	89,414
Georgia	3,487	3,610	3,373	3,997	5,280	6,118	5,731	3,232	4,361	4,154	4,055	4,703	52,100
Maryland	3,829	3,172	3,432	3,843	3,836	4,434	5,215	4,624	3,525	3,939	3,169	4,376	47,393
N. Carolina	3,142	2,997	3,047	4,213	3,941	4,240	4,956	2,911	3,165	3,346	2,649	3,747	42,354
S. Carolina	1,479	1,338	1,310	1,662	1,693	2,127	2,027	1,061	1,436	1,357	1,153	1,657	18,300
Virginia	6,472	5,625	5,425	6,505	6,719	7,174	8,554	7,690	5,739	5,917	5,316	6,682	77,819
West Virginia	435	421	432	521	568	726	659	334	380	465	396	330	5,667
<b>TOTAL U.S. EAST</b>	<b>139,350</b>	<b>137,947</b>	<b>155,925</b>	<b>117,143</b>	<b>128,355</b>	<b>155,212</b>	<b>161,771</b>	<b>125,324</b>	<b>108,538</b>	<b>117,319</b>	<b>106,847</b>	<b>140,982</b>	<b>1,594,712</b>

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

*Air Visitor Characteristics by MMA and Select Countries*

**Table 19: Domestic U.S. Visitors by State (Arrivals by Air)  
2001 - 2011**

	2011	2010R	2009	2008	2007	2006	2005	2004	2003	2002	2001
<b>PACIFIC COAST</b>	<b>2,375,475</b>	<b>2,321,329</b>	<b>2,143,635</b>	<b>2,171,206</b>	<b>2,558,488</b>	<b>2,541,078</b>	<b>2,432,433</b>	<b>2,234,261</b>	<b>2,103,543</b>	<b>2,001,726</b>	<b>1,908,057</b>
Alaska	79,218	69,175	66,076	56,075	46,577	40,737	39,349	36,835	36,954	41,630	41,545
California	1,629,858	1,617,786	1,490,479	1,557,050	1,946,829	1,997,750	1,919,548	1,767,696	1,666,672	1,570,367	1,468,881
Oregon	204,240	196,533	176,912	172,079	179,235	165,178	152,462	135,943	128,894	121,245	123,511
Washington	462,160	437,835	410,167	386,002	385,846	337,413	321,074	293,786	271,022	268,483	274,120
<b>MOUNTAIN</b>	<b>559,924</b>	<b>538,453</b>	<b>523,423</b>	<b>551,782</b>	<b>640,831</b>	<b>635,764</b>	<b>554,935</b>	<b>486,249</b>	<b>459,975</b>	<b>430,499</b>	<b>390,046</b>
Arizona	148,450	147,722	140,163	152,122	190,089	198,471	151,642	127,014	123,746	110,926	97,564
Colorado	139,448	134,163	128,870	133,645	145,590	140,728	135,564	126,243	124,514	121,257	107,933
Idaho	38,753	35,261	36,626	36,683	41,222	36,782	32,752	28,598	26,550	24,013	24,568
Montana	23,572	20,863	19,268	20,218	20,105	19,928	19,391	16,774	15,902	15,393	15,264
Nevada	81,518	76,986	73,561	76,733	96,806	100,014	91,186	81,437	69,986	61,486	54,879
New Mexico	26,559	26,953	25,837	26,802	31,595	30,468	27,699	24,030	23,678	21,595	18,549
Utah	92,049	87,841	90,179	96,306	105,904	100,467	88,584	74,862	68,734	69,565	65,648
Wyoming	9,574	8,664	8,919	9,274	9,519	8,907	8,117	7,292	6,865	6,265	5,640
<b>W.N. CENTRAL</b>	<b>200,784</b>	<b>189,866</b>	<b>185,516</b>	<b>203,438</b>	<b>220,179</b>	<b>226,088</b>	<b>224,273</b>	<b>210,413</b>	<b>194,497</b>	<b>183,216</b>	<b>193,575</b>
Iowa	26,102	23,682	23,443	25,851	28,324	28,709	28,221	27,762	24,269	21,938	22,236
Kansas	26,017	23,904	23,888	25,676	28,674	28,462	28,442	24,824	23,109	20,880	22,579
Minnesota	71,518	68,358	66,000	75,400	79,874	82,888	84,560	80,866	74,975	72,706	79,592
Missouri	43,465	42,769	42,492	46,298	50,764	52,998	50,363	47,504	44,829	43,136	45,285
Nebraska	17,393	16,261	16,031	16,360	17,918	18,263	18,429	16,644	15,421	13,936	13,170
N. Dakota	7,724	6,947	6,004	6,137	6,291	6,361	6,356	5,846	5,173	4,370	4,806
S. Dakota	8,565	7,947	7,658	7,716	8,333	8,377	7,901	6,967	6,721	6,249	5,907
<b>W.S. CENTRAL</b>	<b>286,962</b>	<b>282,848</b>	<b>275,802</b>	<b>267,355</b>	<b>297,700</b>	<b>295,493</b>	<b>272,439</b>	<b>261,919</b>	<b>247,914</b>	<b>233,376</b>	<b>219,875</b>
Arkansas	13,487	13,923	14,013	13,264	14,978	16,455	15,886	14,435	12,776	12,645	11,590
Louisiana	17,435	17,258	17,636	18,090	21,783	23,243	20,237	19,348	18,138	16,782	15,529
Oklahoma	27,106	27,061	26,122	26,495	30,514	29,759	26,746	26,247	24,355	25,548	21,587
Texas	228,934	224,606	218,032	209,506	230,425	226,037	209,570	201,889	192,644	178,400	171,169
<b>EN. CENTRAL</b>	<b>345,118</b>	<b>330,498</b>	<b>320,607</b>	<b>364,099</b>	<b>407,255</b>	<b>427,680</b>	<b>436,299</b>	<b>412,006</b>	<b>376,857</b>	<b>369,468</b>	<b>378,159</b>
Illinois	132,196	126,637	120,274	135,097	147,619	153,809	151,806	145,933	139,209	132,686	132,909
Indiana	39,743	38,066	36,477	42,069	48,920	51,666	52,721	49,681	41,640	41,267	42,441
Michigan	60,818	58,515	57,369	66,683	75,859	81,670	84,412	83,296	75,321	75,659	84,999
Ohio	65,880	65,021	62,085	72,598	82,220	86,523	88,463	82,869	74,957	74,538	72,644
Wisconsin	46,482	42,259	44,402	47,652	52,636	54,012	58,897	50,226	45,729	45,317	45,166
<b>ES. CENTRAL</b>	<b>76,712</b>	<b>79,106</b>	<b>75,076</b>	<b>82,880</b>	<b>97,862</b>	<b>101,872</b>	<b>99,269</b>	<b>91,958</b>	<b>82,810</b>	<b>81,117</b>	<b>70,810</b>
Alabama	18,825	19,094	18,766	21,167	23,638	23,896	23,524	21,300	21,989	22,588	15,640
Kentucky	18,516	20,328	18,141	20,702	24,288	27,214	26,759	26,543	21,314	22,623	19,199
Mississippi	7,848	8,012	7,893	8,392	10,551	10,639	9,768	9,577	8,376	7,302	7,661
Tennessee	31,524	31,673	30,276	32,619	39,385	40,123	39,218	34,538	31,132	28,604	28,310
<b>NEW ENGLAND</b>	<b>102,404</b>	<b>98,612</b>	<b>97,319</b>	<b>105,260</b>	<b>121,707</b>	<b>126,058</b>	<b>130,519</b>	<b>119,060</b>	<b>111,412</b>	<b>106,158</b>	<b>105,925</b>
Connecticut	23,916	23,377	22,878	25,199	29,124	30,432	31,556	29,542	27,068	25,598	26,050
Maine	7,171	7,396	7,502	8,090	9,071	9,378	9,987	9,070	7,505	7,314	6,637
Massachusetts	50,919	48,390	48,169	51,109	59,146	61,421	62,914	57,438	55,620	53,890	53,597
New Hampshire	9,253	8,971	8,321	9,300	11,485	11,254	11,719	10,549	9,787	8,962	9,290
Rhode Island	6,204	5,914	5,703	6,512	7,175	7,993	8,339	7,620	6,752	6,300	6,251
Vermont	4,940	4,563	4,745	5,051	5,706	5,581	6,003	4,843	4,680	4,095	4,100
<b>MID ATLANTIC</b>	<b>235,893</b>	<b>235,053</b>	<b>230,012</b>	<b>246,367</b>	<b>283,285</b>	<b>285,521</b>	<b>290,955</b>	<b>274,922</b>	<b>253,302</b>	<b>231,823</b>	<b>240,063</b>
New Jersey	61,109	62,845	60,716	63,500	75,337	74,534	77,295	75,139	69,991	62,465	65,654
New York	108,282	107,152	106,446	112,367	127,397	129,946	134,627	127,142	118,881	108,392	113,547
Pennsylvania	66,502	65,056	62,850	70,500	80,551	81,041	79,032	72,640	64,431	60,965	60,862
<b>S. ATLANTIC</b>	<b>346,839</b>	<b>344,047</b>	<b>336,216</b>	<b>369,270</b>	<b>429,746</b>	<b>447,991</b>	<b>431,427</b>	<b>386,662</b>	<b>345,012</b>	<b>324,573</b>	<b>316,337</b>
Delaware	4,535	7,905	4,565	5,128	6,009	8,168	5,897	5,422	4,726	4,257	4,576
Washington, D.C.	9,258	4,586	7,618	7,529	8,116	6,031	7,930	7,345	6,724	6,918	6,309
Florida	89,414	86,636	85,249	96,993	121,870	127,551	121,877	105,560	93,543	87,385	83,717
Georgia	52,100	51,924	51,144	56,095	65,536	72,763	67,544	60,780	56,765	56,378	53,781
Maryland	47,393	46,816	47,283	50,590	59,903	61,832	60,660	54,455	48,981	44,653	43,543
N. Carolina	42,354	43,604	40,454	45,863	52,886	52,574	49,633	44,986	37,690	35,417	36,595
S. Carolina	18,300	18,556	17,529	19,373	23,053	22,845	21,450	19,297	16,275	16,091	16,114
Virginia	77,819	78,128	76,712	80,936	85,295	88,888	89,226	82,316	74,461	68,145	66,277
West Virginia	5,667	5,891	5,662	6,764	7,077	7,339	7,210	6,502	5,848	5,328	5,425
<b>UNITED STATES</b>	<b>4,530,111</b>	<b>4,419,811</b>	<b>4,187,606</b>	<b>4,361,657</b>	<b>5,057,052</b>	<b>5,087,546</b>	<b>4,872,548</b>	<b>4,477,449</b>	<b>4,175,321</b>	<b>3,961,956</b>	<b>3,822,845</b>

Note: Sums may not add up to total due to rounding.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 20: Domestic U.S. Visitor Characteristics by State (Arrivals by Air)  
2011**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	AVERAGE ISLES VISITED	# OF TRIPS
<b>PACIFIC COAST</b>	2,375,475	9.54	22,723,589	86.2%	54.8%	17.5%	41.9%	18.4%	4.3%	3.4%	1.17	7.20
Alaska	79,218	12.37	982,463	82.2%	50.8%	18.8%	33.1%	24.7%	4.8%	3.2%	1.21	6.73
California	1,629,858	9.12	14,897,837	86.1%	53.3%	16.9%	45.4%	15.5%	4.4%	3.5%	1.17	7.41
Oregon	204,240	10.33	2,115,415	86.1%	63.2%	19.0%	31.5%	24.9%	4.5%	3.6%	1.17	6.55
Washington	462,160	10.29	4,766,347	87.4%	57.4%	18.6%	35.3%	25.1%	3.8%	3.3%	1.15	6.82
<b>MOUNTAIN</b>	559,924	9.97	5,594,643	82.0%	53.2%	25.5%	39.7%	16.3%	5.6%	4.2%	1.24	5.80
Arizona	148,450	9.65	1,436,172	82.3%	53.9%	26.1%	42.0%	13.8%	5.2%	4.4%	1.24	5.60
Colorado	139,448	10.33	1,443,938	80.6%	58.2%	25.1%	39.2%	17.6%	5.4%	4.3%	1.26	5.75
Idaho	38,753	10.51	408,436	83.7%	57.7%	26.4%	33.9%	22.8%	5.9%	4.0%	1.21	5.37
Montana	23,572	11.12	262,866	81.9%	59.5%	30.3%	33.9%	24.0%	7.0%	4.3%	1.23	4.84
Nevada	81,518	9.79	800,129	84.0%	44.2%	21.4%	42.1%	12.9%	4.3%	4.0%	1.21	7.22
New Mexico	26,559	10.29	273,999	80.0%	51.9%	32.2%	42.7%	14.1%	7.1%	4.5%	1.28	4.97
Utah	92,049	9.47	873,644	82.0%	49.4%	24.4%	37.6%	17.4%	6.6%	4.0%	1.24	5.75
Wyoming	9,574	10.53	101,089	80.0%	54.6%	36.8%	38.9%	18.2%	7.2%	4.6%	1.26	4.40
<b>WEST NORTH CENTRAL</b>	200,784	10.51	2,123,496	73.2%	44.2%	40.4%	46.7%	13.6%	9.6%	5.7%	1.38	4.12
Iowa	26,102	10.49	275,576	72.2%	43.5%	44.2%	46.9%	14.0%	9.8%	5.8%	1.40	3.80
Kansas	26,017	9.87	258,256	74.3%	44.8%	42.0%	48.2%	12.4%	9.8%	5.7%	1.38	3.87
Minnesota	71,518	11.01	792,364	72.3%	45.1%	35.9%	44.7%	14.3%	9.2%	5.5%	1.38	4.57
Missouri	43,465	10.19	445,548	74.1%	42.9%	42.2%	47.5%	13.1%	9.6%	6.4%	1.38	3.92
Nebraska	17,393	9.97	174,491	74.8%	46.2%	41.7%	49.2%	13.7%	10.9%	5.5%	1.35	3.99
North Dakota	7,724	10.69	83,066	73.7%	41.2%	46.5%	50.9%	12.3%	10.2%	5.2%	1.36	3.44
South Dakota	8,565	11.06	95,288	71.9%	43.5%	43.9%	44.8%	13.2%	9.0%	5.1%	1.40	3.91
<b>WEST SOUTH CENTRAL</b>	286,962	9.49	2,740,698	74.5%	39.7%	41.8%	51.8%	10.6%	8.1%	5.5%	1.37	4.08
Arkansas	13,487	9.67	131,151	75.9%	39.1%	45.5%	49.6%	12.6%	10.2%	5.4%	1.36	3.69
Louisiana	17,435	9.93	174,235	70.1%	34.1%	52.2%	51.7%	9.1%	13.0%	5.9%	1.49	3.12
Oklahoma	27,106	9.70	264,410	75.7%	40.1%	42.2%	50.6%	12.0%	9.4%	5.6%	1.36	3.94
Texas	228,934	9.42	2,170,145	74.6%	40.2%	40.7%	52.1%	10.4%	7.5%	5.5%	1.37	4.20
<b>EAST NORTH CENTRAL</b>	345,118	10.70	3,715,146	70.3%	44.9%	41.7%	47.7%	12.7%	8.7%	6.8%	1.43	4.00
Illinois	132,196	10.19	1,355,362	72.2%	49.6%	37.6%	50.8%	12.3%	7.9%	7.0%	1.39	4.41
Indiana	39,743	10.62	424,575	71.9%	42.9%	43.6%	47.1%	12.6%	10.2%	6.7%	1.43	3.78
Michigan	60,818	11.51	704,352	68.7%	42.9%	42.7%	43.8%	14.0%	8.9%	6.7%	1.46	3.90
Ohio	65,880	10.73	711,259	68.4%	40.5%	46.5%	47.5%	11.7%	9.1%	6.9%	1.49	3.54
Wisconsin	46,482	11.05	516,901	68.3%	42.2%	42.9%	45.0%	13.6%	8.5%	5.9%	1.47	3.81
<b>EAST SOUTH CENTRAL</b>	76,712	10.12	781,042	72.6%	35.4%	46.8%	51.7%	9.7%	10.7%	6.0%	1.42	3.63
Alabama	18,825	10.10	191,268	73.9%	31.3%	47.5%	52.4%	9.0%	8.9%	5.5%	1.40	3.78
Kentucky	18,516	10.37	193,179	70.9%	38.3%	46.8%	48.9%	11.2%	9.7%	6.8%	1.45	3.64
Mississippi	7,848	9.47	74,731	73.5%	29.7%	52.9%	56.0%	9.5%	14.8%	5.9%	1.40	3.11
Tennessee	31,524	10.15	322,029	72.6%	37.7%	44.7%	51.8%	9.3%	11.4%	5.8%	1.42	3.66
<b>NEW ENGLAND</b>	102,404	11.73	1,200,861	69.5%	41.7%	41.0%	47.1%	9.8%	8.8%	7.5%	1.44	4.37
Connecticut	23,916	11.35	271,489	66.9%	40.5%	42.4%	48.8%	8.8%	8.1%	7.5%	1.48	4.19
Maine	7,171	13.32	95,537	75.6%	39.6%	39.0%	43.2%	11.3%	8.9%	4.5%	1.34	4.81
Massachusetts	50,919	11.48	584,334	68.7%	43.0%	41.3%	47.9%	9.7%	9.5%	8.5%	1.44	4.30
New Hampshire	9,253	12.49	115,532	71.1%	42.4%	41.7%	43.4%	11.0%	8.0%	6.7%	1.43	4.25
Rhode Island	6,204	11.49	71,275	70.9%	30.6%	39.7%	50.2%	9.0%	7.8%	6.8%	1.45	4.52
Vermont	4,940	12.52	61,828	75.5%	49.3%	34.8%	39.5%	13.2%	7.4%	4.8%	1.34	5.20
<b>MIDDLE ATLANTIC</b>	235,893	10.84	2,572,210	64.9%	36.5%	47.8%	51.4%	7.7%	8.4%	8.5%	1.53	3.61
New Jersey	61,109	10.85	666,946	61.9%	33.7%	46.6%	53.2%	7.2%	7.7%	8.9%	1.58	3.63
New York	108,282	10.82	1,178,668	65.5%	37.5%	47.6%	51.5%	7.6%	7.7%	8.9%	1.51	3.71
Pennsylvania	66,502	10.86	726,648	66.7%	37.7%	49.2%	49.7%	8.4%	10.4%	7.5%	1.51	3.40
<b>SOUTH ATLANTIC</b>	346,839	10.48	3,655,491	71.8%	32.4%	42.6%	51.2%	7.7%	9.8%	5.6%	1.43	4.20
Delaware	4,535	11.30	51,535	66.7%	34.6%	47.5%	46.1%	7.7%	8.4%	7.0%	1.50	3.68
D.C.	9,258	9.76	90,895	73.6%	35.2%	40.8%	52.6%	7.0%	9.7%	5.9%	1.35	4.64
Florida	89,414	10.92	982,678	68.8%	33.5%	42.6%	48.3%	7.2%	9.1%	5.3%	1.50	4.29
Georgia	52,100	9.71	509,141	72.8%	34.5%	44.8%	52.6%	9.1%	9.6%	6.0%	1.42	3.78
Maryland	47,393	10.43	497,345	72.5%	31.8%	41.8%	53.8%	7.1%	11.7%	5.4%	1.40	4.22
North Carolina	42,354	10.71	456,382	70.6%	35.2%	47.5%	47.7%	9.0%	11.1%	6.4%	1.46	3.59
South Carolina	18,300	10.58	194,756	70.4%	33.5%	47.9%	47.7%	8.1%	9.7%	5.4%	1.47	3.67
Virginia	77,819	10.38	812,731	74.9%	28.0%	36.7%	54.7%	6.9%	8.9%	5.2%	1.36	4.87
West Virginia	5,667	10.59	60,383	72.5%	31.5%	54.6%	51.2%	8.4%	10.3%	6.1%	1.45	3.14

Note: Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority



**Table 21: Market Penetration for Top U.S. MSAs (Arrivals by Air)  
2011**

RANK	METRO AREA	2011	2010R	% CHNG	Population (1000) <sup>1</sup>	Est. 2011 Penetration per 1,000
1	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA CMSA	640,214	658,802	-2.8%	16,037	39.9
2	SAN FRANCISCO-OAKLAND-SAN JOSE, CA CMSA	564,165	545,028	3.5%	6,874	82.1
3	SEATTLE-TACOMA-BREMENGTON, WA CMSA	336,530	322,244	4.4%	3,466	97.1
4	PORTLAND-SALEM, OR-WA CMSA	169,440	162,179	4.5%	2,181	77.7
5	SAN DIEGO,CA	155,775	149,795	4.0%	2,821	55.2
6	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA CMSA	142,550	143,229	-0.5%	20,197	7.1
7	CHIGAGO-GARY-KENOSHA, IL-IN-WI CMSA	109,729	104,934	4.6%	8,886	12.3
8	SACRAMENTO-YOLO, CA CMSA	108,180	105,138	2.9%	1,741	62.1
9	PHOENIX-MESA,AZ	106,951	107,164	-0.2%	3,014	35.5
10	WASHINGTON-BALTIMORE, DC-MD-VA-WV CMSA	100,956	98,286	2.7%	7,359	13.7
11	DENVER-BOULDER-GREELEY, CO CMSA	92,960	87,611	6.1%	2,418	38.4
12	DALLAS-FORT WORTH, TX CMSA	81,368	79,413	2.5%	4,910	16.6
13	LAS VEGAS,NV-AZ	61,430	58,133	5.7%	1,381	44.5
14	HOUSTON-GALVESTON-BRAZORIA, TX CMSA	60,284	61,190	-1.5%	4,494	13.4
15	SALT LAKE CITY-OGDEN,UT	55,338	53,975	2.5%	1,275	43.4
16	BOSTON-WORCESTER-LAWRENCE-LOWELL-BROCKTON, MA-NH NECMA	54,951	52,328	5.0%	5,667	9.7
17	MINNEAPOLIS-SAINT PAUL,MN-WI	52,148	50,854	2.5%	2,872	18.2
18	ANCHORAGE,AK	41,943	37,276	12.5%	258	162.7
19	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD CMSA	38,503	38,269	0.6%	5,999	6.4
20	ATLANTA,GA	37,275	37,103	0.5%	3,857	9.7
21	DETROIT-ANN ARBOR-FLINT, MI CMSA	34,871	33,888	2.9%	5,469	6.4
22	AUSTIN-SAN MARCOS,TX	24,755	22,817	8.5%	1,146	21.6
23	SAINT LOUIS,MO-IL	24,356	23,971	1.6%	2,569	9.5
24	KANSAS CITY,MO-KS	22,045	21,085	4.6%	1,756	12.6
25	SPOKANE,WA	19,733	19,012	3.8%	410	48.2
26	TUCSON,AZ	19,638	19,161	2.5%	804	24.4
27	CLEVELAND-AKRON, OH CMSA	18,771	18,578	1.0%	2,911	6.4
28	PROVO-OREM,UT	18,370	16,798	9.4%	347	52.9
29	STOCKTON-LODI,CA	18,161	18,071	0.5%	563	32.2
30	SAN ANTONIO,TX	17,994	17,325	3.9%	1,565	11.5
31	FRESNO,CA	17,800	17,741	0.3%	880	20.2
32	SANTA BARBARA-SANTA MARIA-LOMPOC,CA	17,471	17,571	-0.6%	391	44.7
32	BOISE CITY,ID	17,346	15,535	11.7%	408	42.5
34	COLORADO SPRINGS,CO	15,985	15,978	0.0%	500	32.0
35	RENO,NV	15,952	15,194	5.0%	3,711	4.3
36	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS,VA-NC	15,878	16,502	-3.8%	1,563	10.2
37	BELLINGHAM,WA	15,655	11,669	31.8%	160	97.7
38	EUGENE-SPRINGFIELD,OR	15,375	14,908	3.1%	315	48.8
39	MIAMI-FORT LAUDERDALE, FL CMSA	15,171	15,125	0.3%	320	47.4
40	ALBUQUERQUE,NM	14,697	14,479	1.5%	2,278	6.5
41	CINCINNATI-HAMILTON, OH-KY-IN CMSA	14,695	15,076	-2.5%	1,961	7.5
42	MILWAUKEEE-RACINE, WI CMSA	14,370	13,206	7.1%	1,648	8.7
43	TAMPA-SAINT PETERSBURG-CLEARWATER,FL	14,145	14,438	-2.0%	679	20.8
44	INDIANAPOLIS,IN	14,125	13,580	2.3%	1,537	9.2
45	PITTSBURGH,PA	13,893	13,947	-1.2%	2,331	6.0
46	ORLANDO,FL	13,780	11,978	9.4%	1,535	9.0
47	SALINAS,CA	13,107	12,776	-3.8%	372	35.3
48	COLUMBUS,OH	12,291	11,790	2.6%	1,489	8.3
49	SAN LUIS OBISPO-ATASCADERO-PASO ROBLES,CA	12,094	11,691	0.7%	237	51.0
50	BAKERSFIELD,CA	11,777	12,116	-4.5%	642	18.3
51	RALEIGH-DURHAM-CHAPEL HILL,NC	11,574	10,844	6.4%	1,106	10.5
52	MODESTO,CA	11,535	11,378	-1.8%	437	26.4
53	OKLAHOMA CITY,OK	11,173	11,059	0.5%	1,046	10.7
54	HARTFORD,CT	11,112	11,177	-5.9%	1,148	9.7
55	NASHVILLE,TN	10,519	10,594	-2.4%	1,172	9.0
56	CHARLOTTE-GASTONIA-ROCK HILL,NC-SC	10,341	11,301	-18.5%	1,417	7.3
57	OMAHA,NE-IA	9,214	8,771	-5.9%	699	13.2
58	FORT COLLINS-LOVELAND,CO	8,256	8,386	-3.0%	237	34.9
59	JACKSONVILLE,FL	8,138	7,984	-0.2%	786	10.4
60	TULSA,OK	7,966	8,004	-100.0%	1,056	7.5

<sup>1</sup> Based on 2011 population data  
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

*Air Visitor Characteristics by MMA and Select Countries*

**Table 22: Japan MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	7,484,700	7,276,211	2.9%	53,071	55,716	-4.7%	7,431,628	7,220,495	2.9%
Total Visitors	1,241,805	1,239,307	0.2%	7,287	7,975	-8.6%	1,234,518	1,231,332	0.3%
<b>PARTY SIZE</b>									
One	75,262	79,577	-5.4%	2,579	2,827	-8.8%	72,684	76,750	-5.3%
Two	478,032	477,701	0.1%	2,765	3,106	-11.0%	475,267	474,595	0.1%
Three or more	688,510	682,029	1.0%	1,943	2,042	-4.8%	686,567	679,987	1.0%
Avg Party Size	2.74	2.73	0.3%	1.63	1.63	0.5%	2.74	2.74	0.3%
<b>VISIT STATUS</b>									
First-Time	510,869	514,822	-0.8%	2,357	2,646	-10.9%	508,512	512,176	-0.7%
Repeat	730,936	724,485	0.9%	4,930	5,329	-7.5%	726,006	719,156	1.0%
Average # of Trips	3.91	3.81	2.7%	5.49	5.51	-0.4%	3.90	3.80	2.7%
<b>TRAVEL METHOD</b>									
Group Tour	333,929	408,361	-18.2%	831	959	-13.4%	333,099	407,402	-18.2%
Package	899,281	923,519	-2.6%	2,508	2,735	-8.3%	896,773	920,784	-2.6%
Group Tour & Pkg	290,291	360,160	-19.4%	612	684	-10.5%	289,679	359,476	-19.4%
True Independent	298,886	267,587	11.7%	4,561	4,965	-8.1%	294,326	262,622	12.1%
<b>ISLANDS VISITED</b>									
O'ahu	1,193,378	1,185,368	0.7%	6,684	7,313	-8.6%	1,186,694	1,178,055	0.7%
Maui County	63,683	62,061	2.6%	590	572	3.2%	63,093	61,489	2.6%
...Maui	62,077	60,738	2.2%	558	550	1.5%	61,520	60,189	2.2%
...Moloka'i	1,799	1,435	25.3%	22	17	32.2%	1,777	1,419	25.2%
...Lāna'i	2,160	1,461	47.8%	38	15	147.1%	2,122	1,446	46.7%
Kaua'i	23,571	21,356	10.4%	253	241	5.2%	23,318	21,115	10.4%
Hawai'i Island	165,250	187,236	-11.7%	549	642	-14.5%	164,701	186,594	-11.7%
...Hilo	69,793	72,618	-3.9%	189	201	-6.0%	69,604	72,417	-3.9%
...Kona	112,384	129,422	-13.2%	435	523	-16.9%	111,949	128,899	-13.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.57	5.40	3.1%	6.36	6.13	3.6%	5.56	5.39	3.1%
Maui (days)	3.29	3.25	1.2%	7.90	7.85	0.6%	3.24	3.21	1.2%
Moloka'i (days)	0.70	1.76	-60.1%	4.11	5.28	-22.1%	0.66	1.71	-61.6%
Lāna'i (days)	0.68	1.76	-61.5%	3.75	3.83	-2.1%	0.62	1.73	-64.2%
Kaua'i (days)	2.93	2.33	26.1%	7.54	7.44	1.3%	2.88	2.27	27.1%
Hawai'i Island (days)	3.42	3.34	2.7%	7.33	7.17	2.3%	3.41	3.32	2.7%
...Hilo (days)	1.94	1.81	7.3%	4.39	4.28	2.6%	1.93	1.80	7.4%
...Kona (days)	3.83	3.81	0.5%	7.35	7.15	2.7%	3.82	3.80	0.5%
Statewide (days)	6.03	5.87	2.7%	7.28	6.99	4.2%	6.02	5.86	2.7%
<b>ACCOMMODATIONS</b>									
Hotel	1,073,534	1,082,393	-0.8%	5,652	6,297	-10.2%	1,067,882	1,076,096	-0.8%
...Hotel Only	1,046,034	1,059,814	-1.3%	5,362	6,010	-10.8%	1,040,672	1,053,804	-1.2%
Condo	134,713	122,181	10.3%	872	870	0.2%	133,842	121,311	10.3%
...Condo Only	109,730	101,632	8.0%	747	739	1.1%	108,983	100,892	8.0%
Timeshare	47,500	40,477	17.4%	168	165	1.6%	47,333	40,312	17.4%
...Timeshare Only	35,949	31,878	12.8%	133	114	15.9%	35,817	31,764	12.8%
Rental House	2,959	2,864	3.3%	115	115	0.5%	2,844	2,749	3.5%
Bed & Breakfast	1,356	1,610	-15.7%	44	29	50.3%	1,313	1,581	-17.0%
Cruise Ship	701	920	-23.8%	55	43	27.5%	646	877	-26.4%
Friends or Relatives	16,694	15,706	6.3%	540	565	-4.5%	16,154	15,140	6.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,074,578	1,067,488	0.7%	6,101	6,525	-6.5%	1,068,478	1,060,963	0.7%
.....Vacation	855,926	857,443	-0.2%	4,893	5,149	-5.0%	851,033	852,294	-0.1%
.....Honeymoon	213,065	202,131	5.4%	1,270	1,425	-10.8%	211,795	200,706	5.5%
...Get Married	57,126	55,221	3.4%	44	74	-40.1%	57,082	55,147	3.5%
MC&I (Net)	43,305	47,613	-9.0%	265	311	-14.7%	43,040	47,303	-9.0%
.....Convention/Conf.	9,593	17,634	-45.6%	146	144	0.8%	9,448	17,490	-46.0%
.....Corp. Meetings	5,875	8,756	-32.9%	84	134	-37.1%	5,791	8,622	-32.8%
.....Incentive	29,173	21,954	32.9%	56	47	19.6%	29,117	21,907	32.9%
Other Business	7,625	6,832	11.6%	257	285	-9.8%	7,368	6,547	12.5%
Visit Friends/Relatives	23,783	21,694	9.6%	689	729	-5.5%	23,094	20,964	10.2%
Government/Military	631	956	-34.0%	102	105	-2.4%	529	851	-37.9%
Attend School	2,644	2,819	-6.2%	71	54	30.6%	2,574	2,764	-6.9%
Sport Events	31,407	38,386	-18.2%	105	132	-20.5%	31,302	38,253	-18.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,164.0	1,899.6	13.9%	15.3	14.5	5.5%	2,148.6	1,885.1	14.0%
Per Person Per Day (\$)	289.1	261.1	10.7%	289.1	261.1	10.7%	289.1	261.1	10.7%
Per Person Per Trip (\$)	1,742.6	1,532.8	13.7%	2,105.6	1,824.0	15.4%	1,740.4	1,530.9	13.7%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

**Table 23: International Japanese MMA Visitor Characteristics by Region  
2011**

JAPAN BY REGION									
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
<b>Visitor Counts</b>	157,287	247,277	48,606	581,043	47,155	27,671	75,558	44,327	5,594
<b>PARTY SIZE</b>									
One	7,833	14,062	2,082	38,174	2,604	1,204	4,433	1,873	419
Two	66,077	91,269	19,150	222,519	19,201	10,342	27,599	17,403	1,708
Three or more	83,377	141,947	27,374	320,349	25,351	16,125	43,526	25,051	3,466
Avg Party Size	2.72	2.77	2.89	2.63	2.74	2.95	2.85	2.86	2.83
<b>VISIT STATUS</b>									
First-Time	75,505	103,974	26,394	200,774	24,270	14,327	40,590	20,212	2,467
Repeat	81,782	143,304	22,212	380,269	22,885	13,343	34,969	24,116	3,127
Average # of Trips	3.33	3.79	2.97	4.71	3.13	2.60	2.80	3.41	3.25
<b>TRAVEL METHOD</b>									
Group Tour	42,843	69,973	14,214	141,552	13,197	9,076	26,059	14,302	1,883
Package	121,669	177,252	37,673	404,196	36,183	23,108	58,419	34,908	3,365
Group Tour & Pkg	37,113	60,630	12,292	124,386	11,464	8,186	21,620	12,388	1,599
True Independent	29,357	60,651	8,777	161,673	9,105	3,484	12,057	7,243	1,978
<b>ISLANDS VISITED</b>									
O'ahu	152,089	239,192	47,838	552,294	46,200	27,089	73,857	42,716	5,419
Mauï County	8,382	13,596	1,999	29,369	1,856	1,509	4,139	1,999	244
...Mauï	8,002	13,312	1,976	28,660	1,817	1,471	4,087	1,952	243
...Moloka'i	325	398	25	715	99	51	114	49	0
...Lāna'i	318	162	0	1,490	0	59	27	66	0
Kaua'i	2,391	4,070	483	12,391	643	824	1,883	401	232
Hawai'i Island	20,873	30,334	5,577	82,969	7,133	3,152	9,020	5,051	592
...Hilo	10,807	14,461	3,147	26,726	4,585	2,143	5,318	2,233	184
...Kona	11,902	19,262	2,703	64,558	3,404	1,495	4,842	3,333	449
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.32	5.37	5.17	5.58	5.34	5.26	5.12	5.70	5.73
Mauï (days)	2.26	3.05	2.21	3.44	2.46	6.48	2.49	2.32	2.43
Moloka'i (days)	1.57	2.59	3.00	1.42	1.50	1.00	1.00	1.00	0.00
Lāna'i (days)	1.19	1.00	0.00	1.95	0.00	1.00	1.00	6.00	0.00
Kaua'i (days)	2.07	1.89	2.49	2.42	2.48	1.54	1.24	3.84	1.99
Hawai'i Island (days)	3.08	2.95	2.17	3.83	2.32	1.96	2.23	3.01	2.77
...Hilo (days)	1.78	1.77	1.16	2.05	1.37	1.26	1.28	1.34	1.70
...Kona (days)	3.91	3.43	3.24	4.17	3.14	2.43	2.86	3.75	3.03
Statewide (days)	5.84	5.89	5.57	6.23	5.84	5.88	5.56	6.11	6.17
<b>ACCOMMODATIONS</b>									
Hotel	141,551	214,202	44,393	485,845	42,060	26,405	69,187	39,568	4,672
...Hotel Only	139,132	209,364	43,592	470,239	40,827	25,881	68,285	38,779	4,574
Condo	11,771	24,686	3,669	79,492	4,130	1,059	4,728	3,919	387
...Condo Only	9,349	20,053	3,085	64,581	3,477	761	4,228	3,083	366
Timeshare	5,188	11,080	1,001	25,431	1,181	280	1,601	1,517	54
...Timeshare Only	4,112	8,878	970	18,800	835	201	1,027	941	52
Rental house	56	546	0	1,717	0	45	320	160	0
Bed & Breakfast	219	175	6	723	22	19	20	116	12
Cruise Ship	0	84	0	269	20	115	113	44	0
Friends or Relatives	1,675	2,956	286	9,091	738	108	572	222	506
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	135,393	211,268	41,035	507,548	39,866	24,287	66,018	38,903	4,161
....Vacation	97,271	167,406	27,729	429,496	27,871	16,493	50,647	30,339	3,781
....Honeymoon	39,333	42,037	13,256	73,575	11,675	7,998	14,667	8,883	370
....Getting Married	7,246	12,208	3,032	24,251	2,658	1,986	3,646	2,055	0
MC&I (Net)	4,184	9,861	3,357	17,005	2,811	890	3,153	1,495	284
....Convention/Conf.	846	2,166	589	4,434	363	105	705	139	101
....Corp. Meetings	319	1,517	793	2,055	223	222	587	75	0
....Incentive	3,350	6,256	1,994	10,549	2,710	668	1,787	1,640	164
Other Business	543	1,114	97	4,574	132	28	481	146	254
Visit Friends/Relatives	2,105	4,137	695	12,642	1,116	384	921	427	666
Government/Military	214	51	0	141	0	0	54	15	53
Attend School	145	388	48	1,489	73	0	113	285	33
Sport Events	3,777	6,363	594	16,692	743	359	1,669	1,079	27

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 24: Canada MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	6,040,316	5,143,821	17.4%	2,634,055	2,161,846	21.8%	3,406,261	2,981,974	14.2%
Total Visitors	477,564	405,040	17.9%	210,740	170,136	23.9%	266,824	234,904	13.6%
<b>PARTY SIZE</b>									
One	58,723	50,405	16.5%	33,990	28,155	20.7%	24,732	22,250	11.2%
Two	218,289	188,453	15.8%	95,282	76,407	24.7%	123,007	112,045	9.8%
Three or more	200,553	166,182	20.7%	81,468	65,573	24.2%	119,085	100,609	18.4%
Avg Party Size	2.19	2.18	0.7%	2.05	2.04	0.5%	2.31	2.28	1.3%
<b>VISIT STATUS</b>									
First-Time	176,254	149,205	18.1%	81,907	67,900	20.6%	94,347	81,305	16.0%
Repeat	301,310	255,835	17.8%	128,834	102,236	26.0%	172,477	153,599	12.3%
Average # of Trips	3.48	3.99	-12.8%	4.02	4.05	-0.7%	3.05	3.95	-22.7%
<b>TRAVEL METHOD</b>									
Group Tour	16,195	10,429	55.3%	5,277	4,768	10.7%	10,918	5,661	92.9%
Package	128,058	114,965	11.4%	53,533	44,585	20.1%	74,525	70,380	5.9%
Group Tour & Pkg	13,421	7,819	71.6%	3,494	3,391	3.0%	9,928	4,428	124.2%
True Independent	346,733	287,466	20.6%	155,423	124,174	25.2%	191,309	163,292	17.2%
<b>ISLANDS VISITED</b>									
O'ahu	223,283	195,472	14.2%	104,849	74,461	40.8%	118,434	121,012	-2.1%
Maui County	239,263	199,485	19.9%	84,153	77,509	8.6%	155,110	121,976	27.2%
...Maui	237,434	197,722	20.1%	83,205	76,712	8.5%	154,229	121,010	27.5%
...Moloka'i	4,276	3,349	27.7%	1,958	1,463	33.8%	2,318	1,886	22.9%
...Lāna'i	4,801	4,664	2.9%	2,170	1,790	21.3%	2,631	2,874	-8.5%
Kaua'i	64,128	54,627	17.4%	35,394	30,435	16.3%	28,734	24,192	18.8%
Hawai'i Island	87,703	75,137	16.7%	49,463	40,800	21.2%	38,240	34,337	11.4%
...Hilo	32,867	29,197	12.6%	16,629	14,029	18.5%	16,238	15,167	7.1%
...Kona	78,860	67,521	16.8%	44,900	37,018	21.3%	33,960	30,503	11.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.92	10.12	-1.9%	10.27	10.58	-3.0%	9.62	9.83	-2.2%
Maui (days)	10.44	10.26	1.8%	9.16	9.23	-0.8%	11.14	10.91	2.1%
Moloka'i (days)	3.12	4.88	-36.1%	4.77	6.21	-23.2%	1.73	3.85	-55.1%
Lāna'i (days)	2.35	3.27	-28.2%	4.35	4.51	-3.5%	0.70	2.51	-71.9%
Kaua'i (days)	8.21	7.97	3.1%	8.74	8.75	-0.1%	7.56	6.98	8.3%
Hawai'i Island (days)	9.05	8.93	1.4%	9.45	9.37	0.9%	8.54	8.41	1.5%
...Hilo (days)	3.93	3.87	1.6%	5.09	5.04	1.1%	2.74	2.78	-1.7%
...Kona (days)	8.43	8.27	2.0%	8.52	8.41	1.3%	8.31	8.09	2.7%
Statewide (days)	12.65	12.70	-0.4%	12.50	12.71	-1.6%	12.77	12.69	0.6%
<b>ACCOMMODATIONS</b>									
Hotel	237,247	208,389	13.8%	107,848	84,238	28.0%	129,399	124,150	4.2%
...Hotel Only	183,624	162,357	13.1%	83,244	64,562	28.9%	100,380	97,794	2.6%
Condo	181,344	145,740	24.4%	70,047	57,714	21.4%	111,297	88,026	26.4%
...Condo Only	147,718	116,828	26.4%	55,674	46,474	19.8%	92,043	70,355	30.8%
Timeshare	46,323	42,883	8.0%	21,892	19,393	12.9%	24,430	23,490	4.0%
...Timeshare Only	32,802	30,164	8.7%	16,002	14,470	10.6%	16,800	15,694	7.1%
Rental House	34,362	26,659	28.9%	17,676	12,031	46.9%	16,686	14,627	14.1%
Bed & Breakfast	6,439	5,245	22.8%	3,312	2,653	24.8%	3,127	2,592	20.6%
Cruise Ship	12,373	10,496	17.9%	6,791	6,091	11.5%	5,582	4,405	26.7%
Friends or Relatives	20,703	19,207	7.8%	10,818	10,051	7.6%	9,885	9,156	8.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	442,851	374,413	18.3%	194,257	155,953	24.6%	248,595	218,460	13.8%
.....Vacation	428,079	360,443	18.8%	187,473	149,273	25.6%	240,607	211,169	13.9%
.....Honeymoon	15,226	13,327	14.2%	7,089	6,914	2.5%	8,137	6,414	26.9%
...Get Married	3,630	3,991	-9.0%	1,616	1,543	4.8%	2,014	2,448	-17.7%
MC&I (Net)	20,208	15,934	26.8%	9,955	7,454	33.6%	10,253	8,480	20.9%
.....Convention/Conf.	15,087	11,712	28.8%	7,589	5,714	32.8%	7,498	5,998	25.0%
.....Corp. Meetings	2,650	2,003	32.3%	1,301	842	54.6%	1,349	1,161	16.2%
.....Incentive	3,232	2,830	14.2%	1,503	1,114	34.9%	1,730	1,716	0.8%
Other Business	3,507	3,235	8.4%	2,266	1,934	17.2%	1,241	1,301	-4.6%
Visit Friends/Relatives	18,064	15,516	16.4%	9,612	8,414	14.2%	8,452	7,102	19.0%
Government/Military	651	821	-20.7%	461	629	-26.7%	190	192	-1.2%
Attend School	526	442	19.0%	286	268	6.9%	240	174	37.6%
Sport Events	3,547	3,562	-0.4%	2,469	2,235	10.5%	1,078	1,327	-18.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	906.0	745.7	21.5%	395.1	319.2	23.8%	510.9	426.5	19.8%
Per Person Per Day (\$)	150.0	145.0	3.5%	150.0	147.7	1.6%	150.0	143.0	4.9%
Per Person Per Trip (\$)	1,897.0	1,841.1	3.0%	1,874.7	1,876.1	-0.1%	1,914.7	1,815.6	5.5%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 25: Europe MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	1,525,705	1,437,409	6.1%	1,340,494	1,264,979	6.0%	185,211	172,430	7.4%
Total Visitors	119,825	112,765	6.3%	101,790	96,949	5.0%	18,035	15,816	14.0%
<b>PARTY SIZE</b>									
One	29,842	26,763	11.5%	25,571	23,687	8.0%	4,271	3,076	38.8%
Two	61,540	58,430	5.3%	52,020	49,640	4.8%	9,520	8,790	8.3%
Three or more	28,443	27,572	3.2%	24,198	23,622	2.4%	4,245	3,950	7.5%
Avg Party Size	1.76	1.78	-1.3%	1.75	1.77	-1.0%	1.79	1.86	-3.7%
<b>VISIT STATUS</b>									
First-Time	83,722	80,297	4.3%	70,004	67,871	3.1%	13,717	12,426	10.4%
Repeat	36,103	32,468	11.2%	31,785	29,078	9.3%	4,318	3,390	27.4%
Average # of Trips	2.27	2.30	-1.6%	2.41	2.37	1.9%	1.43	1.90	-24.4%
<b>TRAVEL METHOD</b>									
Group Tour	8,493	6,913	22.9%	7,171	6,171	16.2%	1,322	742	78.2%
Package	48,869	47,369	3.2%	42,874	42,263	1.4%	5,995	5,106	17.4%
Group Tour & Pkg	6,287	4,859	29.4%	4,964	4,208	18.0%	1,322	651	103.0%
True Independent	68,749	63,342	8.5%	56,709	52,723	7.6%	12,040	10,619	13.4%
<b>ISLANDS VISITED</b>									
O'ahu	86,432	81,352	6.2%	71,113	68,330	4.1%	15,319	13,021	17.6%
Maui County	47,678	44,120	8.1%	41,627	38,993	6.8%	6,051	5,127	18.0%
...Maui	46,955	43,253	8.6%	40,904	38,213	7.0%	6,051	5,040	20.1%
...Moloka'i	1,949	1,801	8.2%	1,580	1,416	11.6%	368	385	-4.4%
...Lāna'i	1,803	1,801	0.1%	1,438	1,364	5.4%	366	437	-16.4%
Kaua'i	24,273	21,908	10.8%	21,303	19,667	8.3%	2,971	2,241	32.6%
Hawai'i Island	34,916	30,868	13.1%	29,848	26,376	13.2%	5,067	4,492	12.8%
...Hilo	16,591	14,533	14.2%	13,504	11,926	13.2%	3,087	2,608	18.4%
...Kona	28,679	24,631	16.4%	24,109	21,013	14.7%	4,571	3,618	26.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.27	8.60	-3.8%	8.57	8.81	-2.8%	6.91	7.49	-7.7%
Maui (days)	7.55	7.89	-4.2%	7.84	7.88	-0.6%	5.63	7.91	-28.9%
Moloka'i (days)	24.61	4.53	443.3%	30.25	5.32	468.8%	0.40	1.63	-75.7%
Lāna'i (days)	3.11	3.30	-5.7%	3.83	3.86	-0.6%	0.28	1.56	-81.8%
Kaua'i (days)	5.86	7.14	-18.0%	5.80	7.46	-22.2%	6.24	4.34	43.9%
Hawai'i Island (days)	7.45	7.32	1.7%	7.82	7.66	2.1%	5.22	5.35	-2.4%
...Hilo (days)	4.93	3.98	24.0%	5.45	4.29	27.0%	2.64	2.52	4.6%
...Kona (days)	6.21	6.83	-9.1%	6.63	7.18	-7.6%	4.01	4.82	-16.9%
Statewide (days)	12.73	12.75	-0.1%	13.17	13.05	0.9%	10.27	10.90	-5.8%
<b>ACCOMMODATIONS</b>									
Hotel	88,963	83,201	6.9%	76,577	72,970	4.9%	12,386	10,231	21.1%
...Hotel Only	74,263	70,420	5.5%	64,512	61,935	4.2%	9,751	8,485	14.9%
Condo	10,100	10,153	-0.5%	8,784	8,161	7.6%	1,316	1,992	-34.0%
...Condo Only	5,615	5,935	-5.4%	5,259	5,081	3.5%	357	855	-58.2%
Timeshare	3,435	3,432	0.1%	2,770	2,781	-0.4%	665	650	2.2%
...Timeshare Only	2,488	2,659	-6.4%	2,043	2,016	1.3%	445	643	-30.8%
Rental House	6,924	6,611	4.7%	6,710	5,964	12.5%	214	647	-67.0%
Bed & Breakfast	7,962	5,189	53.4%	5,338	4,581	16.5%	2,624	608	331.3%
Cruise Ship	3,455	3,264	5.8%	3,121	2,937	6.3%	333	326	2.1%
Friends or Relatives	10,565	10,442	1.2%	8,472	8,529	-0.7%	2,094	1,913	9.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	103,072	97,522	5.7%	87,118	84,190	3.5%	15,954	13,332	19.7%
....Vacation	91,017	83,970	8.4%	75,878	72,263	5.0%	15,138	11,708	29.3%
....Honeymoon	13,175	13,930	-5.4%	11,888	12,306	-3.4%	1,287	1,624	-20.8%
....Get Married	1,405	1,809	-22.4%	1,319	1,409	-6.4%	86	401	-78.6%
MC&I (Net)	7,695	5,533	39.1%	7,068	5,030	40.5%	628	502	24.9%
....Convention/Conf.	5,185	4,045	28.2%	4,557	3,577	27.4%	628	469	33.9%
....Corp. Meetings	1,159	700	65.6%	1,159	700	65.6%	0	0	na
....Incentive	1,557	962	61.9%	1,557	928	67.8%	-	34	-100.0%
Other Business	1,657	2,184	-24.1%	1,614	1,623	-0.5%	43	561	-92.3%
Visit Friends/Relatives	9,767	9,110	7.2%	7,651	7,698	-0.6%	2,116	1,412	49.9%
Government/Military	450	548	-18.0%	450	480	-6.3%	-	69	-100.0%
Attend School	890	766	16.1%	846	766	10.3%	44	0	na
Sport Events	1,997	2,557	-21.9%	1,868	1,787	4.6%	129	771	-83.3%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	244.0	228.5	6.8%	214.4	203.6	5.3%	29.6	24.9	19.1%
Per Person Per Day (\$)	160.0	159.0	0.6%	160.0	161.0	-0.6%	160.0	144.3	10.9%
Per Person Per Trip (\$)	2,036.7	2,026.2	0.5%	2,106.5	2,100.1	0.3%	1,642.7	1,573.0	4.4%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 26: United Kingdom Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

UNITED KINGDOM	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	494,859	497,305	-0.5%	428,518	437,505	-2.1%	66,341	59,800	10.9%
Total Visitors	45,552	45,525	0.1%	38,590	39,112	-1.3%	6,962	6,413	8.6%
<b>PARTY SIZE</b>									
One	8,606	7,974	7.9%	7,467	7,340	1.7%	1,138	634	79.5%
Two	26,481	26,007	1.8%	22,081	22,592	-2.3%	4,400	3,414	28.9%
Three or more	10,466	11,544	-9.3%	9,042	9,179	-1.5%	1,424	2,364	-39.8%
Avg Party Size	3.74	4.10	-8.9%	1.85	1.86	-0.6%	1.89	2.24	-15.8%
<b>VISIT STATUS</b>									
First-Time	31,865	32,694	-2.5%	26,407	27,200	-2.9%	5,458	5,494	-0.7%
Repeat	13,688	12,830	6.7%	12,183	11,911	2.3%	1,504	919	63.7%
Average # of Trips	3.74	4.21	-11.1%	2.43	2.39	1.7%	1.31	1.82	-27.9%
<b>TRAVEL METHOD</b>									
Group Tour	2,498	2,462	1.5%	2,321	2,101	10.4%	177	360	-50.9%
Package	22,840	23,979	-4.8%	20,114	21,048	-4.4%	2,725	2,931	-7.0%
Group Tour & Pkg	1,991	2,099	-5.1%	1,814	1,738	4.3%	177	360	-50.9%
True Independent	22,206	21,183	4.8%	17,969	17,701	1.5%	4,237	3,482	21.7%
<b>ISLANDS VISITED</b>									
O'ahu	32,796	33,543	-2.2%	26,925	28,069	-4.1%	5,871	5,475	7.2%
Maui County	14,234	13,320	6.9%	12,126	11,954	1.4%	2,108	1,366	54.3%
...Maui	13,975	12,957	7.9%	11,867	11,677	1.6%	2,108	1,279	64.8%
...Moloka'i	685	544	26.0%	352	332	6.2%	333	212	57.0%
...Lāna'i	847	854	-0.8%	481	491	-2.0%	366	362	0.8%
Kaua'i	6,491	6,337	2.4%	5,556	5,607	-0.9%	935	730	28.2%
Hawai'i Island	10,179	9,336	9.0%	8,905	8,292	7.4%	1,274	1,044	22.1%
...Hilo	4,023	4,285	-6.1%	3,548	3,536	0.3%	475	748	-36.5%
...Kona	8,579	7,211	19.0%	7,403	6,601	12.2%	1,175	610	92.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.99	8.42	-5.1%	8.21	8.51	-3.5%	6.99	7.97	-12.4%
Maui (days)	7.62	7.68	-0.7%	7.84	7.82	0.3%	6.36	6.41	-0.8%
Moloka'i (days)	3.53	4.90	-28.0%	4.08	5.26	-22.4%	0.40	1.60	-75.3%
Lāna'i (days)	2.05	2.90	-29.3%	3.72	3.82	-2.4%	0.28	1.47	-80.7%
Kaua'i (days)	6.85	5.87	16.8%	7.48	7.41	1.0%	6.02	3.77	59.4%
Hawai'i Island (days)	7.37	7.11	3.7%	7.81	7.49	4.2%	4.75	4.13	14.9%
...Hilo (days)	4.31	3.97	8.6%	4.36	4.27	2.3%	3.96	1.62	144.6%
...Kona (days)	6.86	6.77	1.3%	7.30	7.13	2.4%	3.55	5.08	-30.3%
Statewide (days)	10.89	11.03	-1.3%	11.10	11.19	-0.7%	9.53	9.32	2.2%
<b>ACCOMMODATIONS</b>									
Hotel	35,113	34,644	1.4%	29,826	30,196	-1.2%	5,287	4,448	18.9%
...Hotel Only	30,567	30,387	0.6%	26,191	26,348	-0.6%	4,376	4,039	8.3%
Condo	4,014	4,107	-2.3%	3,319	3,254	2.0%	695	853	-18.6%
...Condo Only	2,418	2,923	-17.3%	2,161	2,219	-2.6%	258	704	-63.4%
Timeshare	1,904	2,446	-22.2%	1,634	1,803	-9.4%	269	643	-58.1%
...Timeshare Only	1,527	2,013	-24.1%	1,258	1,370	-8.2%	269	643	-58.1%
Rental House	2,163	1,969	9.9%	2,068	1,782	16.0%	95	186	-49.1%
Bed & Breakfast	1,340	886	51.4%	798	886	-9.9%	542	-	na
Cruise Ship	1,872	1,942	-3.6%	1,539	1,664	-7.5%	333	278	19.8%
Friends or Relatives	3,057	3,440	-11.2%	2,840	3,100	-8.4%	217	340	-36.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	40,048	40,242	-0.5%	33,876	34,707	-2.4%	6,172	5,535	11.5%
.....Vacation	34,307	34,007	0.9%	28,441	28,708	-0.9%	5,867	5,299	10.7%
.....Honeymoon	5,999	6,330	-5.2%	5,695	6,094	-6.6%	305	236	29.1%
...Get Married	456	564	-19.0%	456	527	-13.4%	-	37	-100.0%
MC&I (Net)	2,614	1,865	40.2%	2,191	1,716	27.6%	423	149	184.7%
.....Convention/Conf.	1,736	1,335	30.0%	1,312	1,186	10.6%	423	149	184.7%
.....Corp. Meetings	386	289	33.6%	386	289	33.6%	0	0	na
.....Incentive	554	327	69.3%	554	327	69.3%	0	-	na
Other Business	683	726	-6.0%	683	726	-6.0%	0	0	na
Visit Friends/Relatives	3,006	3,251	-7.5%	2,681	2,909	-7.8%	325	342	-4.9%
Government/Military	159	273	-41.9%	159	205	-22.5%	0	69	-100.0%
Attend School	57	75	-24.2%	57	75	-24.2%	0	0	na
Sport Events	429	446	-3.9%	330	360	-8.4%	99	86	14.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	91.5	na	na	82.7	na	na	8.8	na	na
Per Person Per Day (\$)	185	na	na	193.0	na	na	132.2	na	na
Per Person Per Trip (\$)	2,012.8	na	na	2,143.1	na	na	1,260.1	na	na

na: Not available due to small sample size.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 27: Germany Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

GERMANY	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	503,840	475,015	6.1%	469,474	434,675	8.0%	34,365	40,340	-14.8%
Total Visitors	34,690	33,447	3.7%	32,081	30,391	5.6%	2,609	3,056	-14.6%
<b>PARTY SIZE</b>									
One	9,649	9,051	6.6%	8,905	8,295	7.3%	744	755	-1.5%
Two	17,596	17,131	2.7%	15,898	15,084	5.4%	1,698	2,047	-17.0%
Three or more	7,445	7,266	2.5%	7,278	7,011	3.8%	167	254	-34.3%
Avg Party Size	1.69	1.71	-0.7%	1.70	1.71	-0.5%	1.59	1.65	-3.8%
<b>VISIT STATUS</b>									
First-Time	23,679	23,513	0.7%	21,758	21,075	3.2%	1,920	2,438	-21.2%
Repeat	11,011	9,934	10.8%	10,322	9,316	10.8%	689	618	11.4%
Average # of Trips	2.41	2.34	3.2%	2.47	2.37	4.0%	1.71	1.98	-13.4%
<b>TRAVEL METHOD</b>									
Group Tour	2,794	2,684	4.1%	2,731	2,626	4.0%	63	58	8.3%
Package	12,086	12,376	-2.3%	11,479	11,206	2.4%	607	1,170	-48.2%
Group Tour & Pkg	1,689	1,567	7.8%	1,627	1,509	7.8%	63	58	8.3%
True Independent	21,499	19,953	7.7%	19,497	18,068	7.9%	2,002	1,886	6.2%
<b>ISLANDS VISITED</b>									
O'ahu	24,910	23,763	4.8%	22,484	21,246	5.8%	2,425	2,517	-3.6%
Maui County	16,297	16,046	1.6%	15,345	14,490	5.9%	952	1,556	-38.8%
...Maui	16,086	15,812	1.7%	15,134	14,256	6.2%	952	1,556	-38.8%
...Moloka'i	678	728	-7.0%	643	556	15.7%	35	173	-79.9%
...Lāna'i	427	498	-14.2%	427	424	0.9%	0	75	-100.0%
Kaua'i	9,494	9,256	2.6%	8,950	8,547	4.7%	544	709	-23.3%
Hawai'i Island	12,496	12,267	1.9%	11,657	10,588	10.1%	839	1,679	-50.0%
...Hilo	6,213	5,933	4.7%	5,664	5,080	11.5%	549	854	-35.7%
...Kona	10,019	9,883	1.4%	9,284	8,465	9.7%	734	1,418	-48.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.27	8.19	1.0%	8.37	8.28	1.1%	7.34	7.47	-1.8%
Maui (days)	7.82	7.58	3.2%	7.81	7.74	0.9%	7.99	6.04	32.4%
Moloka'i (days)	3.88	4.37	-11.2%	4.07	5.21	-21.9%	0.39	1.66	-76.4%
Lāna'i (days)	3.71	3.51	5.6%	3.71	3.78	-1.8%	0.00	2.00	-100.0%
Kaua'i (days)	7.43	7.08	4.9%	7.45	7.34	1.6%	7.03	4.01	75.3%
Hawai'i Island (days)	7.78	7.34	6.0%	7.90	7.67	3.1%	6.11	5.28	15.7%
...Hilo (days)	4.33	3.97	9.2%	4.34	4.22	2.9%	4.21	2.46	71.3%
...Kona (days)	7.02	6.73	4.3%	7.27	7.06	3.0%	3.84	4.77	-19.6%
Statewide (days)	14.52	14.20	2.3%	14.63	14.30	2.3%	13.17	13.20	-0.2%
<b>ACCOMMODATIONS</b>									
Hotel	25,357	24,989	1.5%	23,429	22,590	3.7%	1,928	2,399	-19.6%
...Hotel Only	20,081	20,209	-0.6%	18,866	18,491	2.0%	1,215	1,718	-29.3%
Condo	3,166	2,882	9.8%	2,933	2,698	8.7%	233	184	26.6%
...Condo Only	1,737	1,599	8.7%	1,638	1,516	8.0%	99	82	20.5%
Timeshare	885	533	65.9%	665	533	24.8%	219	0	na
...Timeshare Only	457	354	29.3%	457	354	29.3%	0	0	na
Rental House	2,302	2,309	-0.3%	2,225	2,119	5.0%	77	190	-59.6%
Bed & Breakfast	2,756	2,554	7.9%	2,438	2,098	16.2%	318	457	-30.3%
Cruise Ship	1,112	887	25.3%	1,112	866	28.3%	0	21	-100.0%
Friends or Relatives	3,046	3,020	0.9%	2,876	2,844	1.1%	170	177	-3.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	29,464	28,539	3.2%	27,063	25,851	4.7%	2,401	2,688	-10.7%
....Vacation	26,994	25,491	5.9%	24,834	23,464	5.8%	2,161	2,027	6.6%
....Honeymoon	2,779	3,306	-15.9%	2,525	2,645	-4.5%	255	661	-61.5%
...Get Married	516	894	-42.2%	516	530	-2.6%	0	364	-100.0%
MC&I (Net)	2,318	1,817	27.6%	2,252	1,689	33.3%	66	128	-48.3%
....Convention/Conf.	1,521	1,314	15.8%	1,455	1,186	22.7%	66	128	-48.3%
....Corp. Meetings	320	162	96.9%	320	162	96.9%	0	0	na
....Incentive	556	386	43.9%	556	386	43.9%	0	0	na
Other Business	554	508	9.0%	511	434	17.8%	43	75	-42.0%
Visit Friends/Relatives	2,864	2,839	0.9%	2,733	2,757	-0.9%	130	81	60.6%
Government/Military	177	152	16.3%	177	152	16.3%	0	0	na
Attend School	226	226	0.3%	226	226	0.3%	0	0	na
Sport Events	849	890	-4.6%	820	815	0.5%	30	75	-60.3%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	78.7	na	na	73.7	na	na	5.0	na	na
Per Person Per Day (\$)	156	na	na	157.0	na	na	145.3	na	na
Per Person Per Trip (\$)	2,269.2	na	na	2,298.1	na	na	1,913.9	na	na

na: Not available due to small sample size.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 28: Oceania MMA Visitor Characteristics (Arrivals by Air)  
2011 v. 2010**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	2,092,356	1,586,379	31.9%	329,808	267,391	23.3%	1,762,549	1,318,989	33.6%
Total Visitors	209,976	161,060	30.4%	45,362	37,044	22.5%	164,614	124,016	32.7%
<b>PARTY SIZE</b>									
One	20,098	18,088	11.1%	8,180	7,022	16.5%	11,918	11,065	7.7%
Two	100,272	81,068	23.7%	20,813	17,092	21.8%	79,460	63,976	24.2%
Three or more	89,606	61,904	44.8%	16,369	12,929	26.6%	73,237	48,975	49.5%
Avg Party Size	2.30	2.19	4.8%	1.99	1.97	1.4%	2.38	2.26	5.3%
<b>VISIT STATUS</b>									
First-Time	118,844	87,467	35.9%	21,226	17,288	22.8%	97,618	70,179	39.1%
Repeat	91,133	73,593	23.8%	24,136	19,756	22.2%	66,996	53,837	24.4%
Average # of Trips	2.12	2.45	-13.6%	2.73	2.78	-1.7%	1.95	2.36	-17.2%
<b>TRAVEL METHOD</b>									
Group Tour	8,411	7,178	17.2%	884	844	4.7%	7,527	6,334	18.8%
Package	104,318	80,643	29.4%	21,791	17,967	21.3%	82,528	62,676	31.7%
Group Tour & Pkg	6,588	5,333	23.5%	622	619	0.6%	5,966	4,715	26.5%
True Independent	103,835	78,572	32.2%	23,310	18,851	23.7%	80,525	59,720	34.8%
<b>ISLANDS VISITED</b>									
O'ahu	202,075	153,554	31.6%	42,721	34,577	23.6%	159,354	118,976	33.9%
Maui County	46,844	33,425	40.1%	5,723	4,797	19.3%	41,121	28,628	43.6%
...Maui	45,651	32,597	40.0%	5,631	4,656	20.9%	40,020	27,940	43.2%
...Moloka'i	3,184	2,542	25.3%	152	138	10.7%	3,032	2,404	26.1%
...Lāna'i	3,508	2,167	61.9%	185	143	29.8%	3,322	2,024	64.1%
Kaua'i	19,304	14,789	30.5%	1,799	1,815	-0.9%	17,506	12,974	34.9%
Hawai'i Island	37,832	27,642	36.9%	3,551	3,189	11.3%	34,280	24,453	40.2%
...Hilo	22,957	17,041	34.7%	1,461	1,351	8.1%	21,496	15,690	37.0%
...Kona	29,560	21,192	39.5%	2,834	2,490	13.8%	26,726	18,702	42.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.96	7.84	1.5%	5.80	5.68	2.0%	8.54	8.47	0.8%
Maui (days)	5.42	5.39	0.5%	7.50	7.42	1.0%	5.13	5.06	1.5%
Moloka'i (days)	1.16	1.95	-40.5%	3.90	5.00	-22.0%	1.02	1.77	-42.4%
Lāna'i (days)	0.61	1.87	-67.2%	3.57	3.62	-1.4%	0.45	1.75	-74.3%
Kaua'i (days)	3.86	5.09	-24.1%	7.16	7.05	1.7%	3.52	4.81	-26.8%
Hawai'i Island (days)	4.14	4.43	-6.6%	7.28	6.99	4.1%	3.81	4.09	-6.9%
...Hilo (days)	1.85	2.18	-15.1%	4.16	4.05	2.9%	1.69	2.02	-16.2%
...Kona (days)	3.86	4.02	-4.2%	6.97	6.76	3.1%	3.52	3.66	-3.6%
Statewide (days)	9.96	9.85	1.2%	7.27	7.22	0.7%	10.71	10.64	0.7%
<b>ACCOMMODATIONS</b>									
Hotel	189,933	144,358	31.6%	41,000	33,010	24.2%	148,933	111,348	33.8%
...Hotel Only	167,600	129,976	28.9%	38,948	31,408	24.0%	128,652	98,568	30.5%
Condo	16,231	11,255	44.2%	1,838	1,553	18.4%	14,393	9,702	48.4%
...Condo Only	8,983	6,078	47.8%	1,311	1,164	12.6%	7,672	4,914	56.1%
Timeshare	3,602	3,940	-8.6%	673	708	-5.0%	2,930	3,232	-9.3%
...Timeshare Only	1,945	1,876	3.7%	471	507	-7.2%	1,474	1,369	7.7%
Apartment	4,947	3,146	57.3%	968	664	45.8%	3,979	2,482	60.3%
Bed & Breakfast	1,730	1,557	11.1%	300	190	58.1%	1,430	1,367	4.6%
Cruise Ship	7,633	4,955	54.0%	756	662	14.1%	6,877	4,293	60.2%
Friends or Relatives	6,547	5,878	11.4%	1,479	1,442	2.6%	5,067	4,436	14.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	192,351	145,009	32.6%	42,682	34,460	23.9%	149,669	110,549	35.4%
....Vacation	178,644	133,472	33.8%	40,150	32,353	24.1%	138,495	101,119	37.0%
....Honeymoon	13,731	11,770	16.7%	2,664	2,274	17.2%	11,067	9,495	16.5%
....Get Married	1,800	677	166.1%	172	157	9.8%	1,628	520	213.2%
MC&I (Net)	5,669	6,827	-17.0%	690	816	-15.4%	4,979	6,012	-17.2%
....Convention/Conf.	3,936	6,192	-36.4%	458	611	-25.0%	3,477	5,581	-37.7%
....Corp. Meetings	455	338	34.6%	108	113	-4.3%	347	225	54.2%
....Incentive	1,360	537	153.1%	145	131	10.6%	1,215	406	199.0%
Other Business	1,442	1,170	23.2%	491	454	8.2%	951	717	32.7%
Visit Friends/Relatives	6,826	5,123	33.2%	1,459	1,384	5.4%	5,367	3,740	43.5%
Government/Military	460	633	-27.3%	164	187	-12.2%	296	445	-33.6%
Attend School	503	115	337.1%	35	29	20.7%	467	86	445.7%
Sport Events	1,833	2,194	-16.4%	211	164	28.7%	1,622	2,030	-20.1%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	499.3	328.2	52.1%	78.7	60.6	29.9%	420.6	267.6	57.2%
Per Person Per Day (\$)	238.6	206.9	15.3%	238.6	226.7	5.3%	238.6	202.9	17.6%
Per Person Per Trip (\$)	2,378.1	2,037.9	16.7%	1,735.1	1,636.1	6.1%	2,555.2	2,157.9	18.4%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority



*Air Visitor Characteristics by MMA and Select Countries*

**Table 29: Australia Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

AUSTRALIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	1,863,832	1,395,288	33.6%	296,177	235,256	25.9%	1,567,656	1,160,032	35.1%
Total Visitors	189,246	143,096	32.3%	41,275	33,085	24.8%	147,971	110,011	34.5%
<b>PARTY SIZE</b>									
One	17,978	15,706	14.5%	7,302	6,070	20.3%	10,676	9,635	10.8%
Two	91,764	71,984	27.5%	18,977	15,230	24.6%	72,786	56,754	28.2%
Three or more	79,505	55,407	43.5%	14,996	11,785	27.2%	64,509	43,622	47.9%
Avg Party Size	2.28	2.20	3.8%	2.00	1.99	0.8%	2.36	2.26	4.3%
<b>VISIT STATUS</b>									
First-Time	109,216	79,303	37.7%	19,621	15,817	24.1%	89,595	63,486	41.1%
Repeat	80,030	63,793	25.5%	21,654	17,269	25.4%	58,376	46,525	25.5%
Average # of Trips	2.05	2.37	-13.6%	2.63	2.63	-0.2%	1.89	2.29	-17.6%
<b>TRAVEL METHOD</b>									
Group Tour	5,847	5,787	1.0%	718	713	0.7%	5,129	5,074	1.1%
Package	95,418	72,186	32.2%	20,101	16,406	22.5%	75,317	55,780	35.0%
Group Tour & Pkg	4,606	4,056	13.6%	506	526	-3.9%	4,100	3,529	16.2%
True Independent	92,587	69,178	33.8%	20,962	16,492	27.1%	71,625	52,685	35.9%
<b>ISLANDS VISITED</b>									
O'ahu	182,669	136,837	33.5%	39,184	31,218	25.5%	143,485	105,619	35.9%
Maui County	41,894	30,213	38.7%	5,021	4,123	21.8%	36,873	26,091	41.3%
...Maui	41,249	29,583	39.4%	4,946	4,008	23.4%	36,302	25,575	41.9%
...Moloka'i	2,543	2,210	15.1%	134	111	20.2%	2,409	2,098	14.8%
...Lāna'i	3,431	1,916	79.0%	159	128	24.2%	3,272	1,788	83.0%
Kaua'i	18,146	12,901	40.7%	1,550	1,498	3.5%	16,596	11,404	45.5%
Hawai'i Island	34,603	24,077	43.7%	3,148	2,759	14.1%	31,455	21,318	47.6%
...Hilo	21,622	14,874	45.4%	1,310	1,167	12.3%	20,312	13,708	48.2%
...Kona	26,811	18,392	45.8%	2,525	2,168	16.5%	24,286	16,224	49.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.92	7.79	1.6%	5.73	5.61	2.2%	8.52	8.44	0.9%
Maui (days)	5.01	5.34	-6.3%	7.42	7.37	0.8%	4.68	5.02	-6.9%
Moloka'i (days)	0.74	2.00	-63.2%	3.86	4.95	-22.0%	0.56	1.84	-69.6%
Lāna'i (days)	0.59	1.96	-69.8%	3.53	3.60	-2.0%	0.45	1.85	-75.6%
Kaua'i (days)	3.80	5.20	-27.0%	7.09	6.98	1.5%	3.49	4.97	-29.7%
Hawai'i Island (days)	3.99	3.99	0.1%	7.26	6.98	4.1%	3.66	3.60	1.8%
...Hilo (days)	1.74	1.96	-11.1%	4.13	4.02	2.8%	1.59	1.78	-11.0%
...Kona (days)	3.75	3.64	3.1%	6.91	6.72	2.9%	3.42	3.22	6.0%
Statewide (days)	9.85	9.75	1.0%	7.18	7.11	0.9%	10.59	10.54	0.5%
<b>ACCOMMODATIONS</b>									
Hotel	173,616	130,187	33.4%	37,827	30,062	25.8%	135,789	100,124	35.6%
...Hotel Only	154,697	117,804	31.3%	36,020	28,663	25.7%	118,676	89,140	33.1%
Condo	13,329	9,063	47.1%	1,470	1,195	23.0%	11,859	7,867	50.7%
...Condo Only	6,959	4,879	42.6%	1,028	889	15.7%	5,930	3,990	48.6%
Timeshare	2,775	3,223	-13.9%	559	542	3.1%	2,216	2,681	-17.3%
...Timeshare Only	1,323	1,357	-2.5%	380	376	1.1%	943	982	-3.9%
Rental House	4,517	2,522	79.1%	812	538	51.0%	3,705	1,984	86.7%
Bed & Breakfast	1,609	1,330	20.9%	251	153	64.5%	1,357	1,178	15.3%
Cruise Ship	7,391	4,590	61.0%	701	611	14.8%	6,690	3,979	68.1%
Friends or Relatives	4,314	4,306	0.2%	1,098	1,020	7.7%	3,215	3,286	-2.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	175,983	130,137	35.2%	39,161	31,097	25.9%	136,823	99,040	38.1%
....Vacation	162,973	119,336	36.6%	36,753	29,095	26.3%	126,220	90,241	39.9%
....Honeymoon	13,141	11,001	19.4%	2,544	2,148	18.5%	10,597	8,853	19.7%
...Get Married	1,673	603	177.7%	147	132	11.5%	1,526	470	224.4%
MC&I (Net)	3,896	5,250	-25.8%	551	671	-17.8%	3,345	4,579	-27.0%
....Convention/Conf.	3,115	4,712	-33.9%	375	503	-25.6%	2,741	4,209	-34.9%
....Corp. Meetings	303	302	0.4%	82	86	-5.1%	222	216	2.6%
....Incentive	548	472	16.3%	106	117	-9.5%	443	355	24.7%
Other Business	1,073	766	40.0%	369	302	21.9%	704	464	51.8%
Visit Friends/Relatives	4,284	3,676	16.5%	1,103	999	10.4%	3,181	2,677	18.8%
Government/Military	433	532	-18.6%	137	136	1.1%	296	396	-25.4%
Attend School	92	100	-8.2%	29	14	104.9%	63	86	-26.7%
Sport Events	1,663	2,031	-18.1%	170	124	36.9%	1,493	1,907	-21.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	426.3	288.4	47.8%	67.7	48.6	39.3%	358.6	239.8	49.5%
Per Person Per Day (\$)	228.7	206.7	10.7%	228.7	206.7	10.7%	228.7	206.7	10.7%
Per Person Per Trip (\$)	2,252.8	2,015.5	11.8%	1,641.3	1,469.8	11.7%	2,423.3	2,179.6	11.2%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 30: New Zealand Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

NEW ZEALAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	228,524	191,091	19.6%	33,631	32,135	4.7%	194,893	158,956	22.6%
Total Visitors	20,730	17,963	15.4%	4,087	3,958	3.3%	16,643	14,005	18.8%
<b>PARTY SIZE</b>									
One	2,120	2,382	-11.0%	878	952	-7.7%	1,242	1,430	-13.1%
Two	8,509	9,085	-6.3%	1,835	1,863	-1.5%	6,673	7,222	-7.6%
Three or more	10,101	6,497	55.5%	1,374	1,144	20.1%	8,728	5,353	63.0%
Avg Party Size	2.45	2.15	14.3%	1.90	1.82	4.7%	2.59	2.24	15.5%
<b>VISIT STATUS</b>									
First-Time	9,628	8,164	17.9%	1,605	1,471	9.1%	8,023	6,693	19.9%
Repeat	11,102	9,799	13.3%	2,482	2,487	-0.2%	8,620	7,312	17.9%
Average # of Trips	2.75	3.09	-11.0%	3.79	4.00	-5.1%	2.50	2.84	-12.0%
<b>TRAVEL METHOD</b>									
Group Tour	2,564	1,390	84.4%	166	131	26.7%	2,399	1,260	90.4%
Package	8,900	8,457	5.2%	1,690	1,561	8.2%	7,211	6,896	4.6%
Group Tour & Pkg	1,982	1,278	55.2%	116	92	26.0%	1,866	1,185	57.4%
True Independent	11,248	9,394	19.7%	2,348	2,359	-0.5%	8,900	7,035	26.5%
<b>ISLANDS VISITED</b>									
O'ahu	19,406	16,717	16.1%	3,537	3,359	5.3%	15,868	13,358	18.8%
Maui County	4,950	3,211	54.1%	702	674	4.1%	4,248	2,537	67.4%
...Maui	4,402	3,014	46.1%	684	649	5.4%	3,718	2,365	57.2%
...Moloka'i	640	332	92.8%	18	26	-30.3%	622	306	103.2%
...Lāna'i	77	251	-69.3%	26	15	78.3%	51	236	-78.6%
Kaua'i	1,158	1,888	-38.6%	249	317	-21.5%	909	1,571	-42.1%
Hawai'i Island	3,229	3,565	-9.4%	404	431	-6.3%	2,825	3,135	-9.9%
...Hilo	1,335	2,167	-38.4%	151	184	-18.0%	1,184	1,983	-40.3%
...Kona	2,749	2,800	-1.8%	310	322	-3.8%	2,439	2,478	-1.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.33	8.25	0.9%	6.53	6.41	1.7%	8.73	8.71	0.2%
Maui (days)	9.32	5.91	57.6%	8.01	7.74	3.5%	9.56	5.41	76.7%
Moloka'i (days)	2.84	1.59	78.3%	4.17	5.20	-19.9%	2.80	1.29	117.8%
Lāna'i (days)	1.58	1.16	35.6%	3.81	3.78	0.8%	0.42	1.00	-58.4%
Kaua'i (days)	4.85	4.29	13.2%	7.65	7.34	4.3%	4.09	3.67	11.4%
Hawai'i Island (days)	5.69	7.41	-23.3%	7.39	7.08	4.4%	5.44	7.46	-27.0%
...Hilo (days)	3.64	3.71	-2.1%	4.46	4.22	5.6%	3.53	3.67	-3.7%
...Kona (days)	4.91	6.56	-25.1%	7.46	7.05	5.8%	4.59	6.50	-29.4%
Statewide (days)	11.02	10.64	3.6%	8.23	8.12	1.4%	11.71	11.35	3.2%
<b>ACCOMMODATIONS</b>									
Hotel	16,317	14,171	15.1%	3,173	2,947	7.6%	13,145	11,224	17.1%
...Hotel Only	12,903	12,172	6.0%	2,928	2,744	6.7%	9,975	9,428	5.8%
Condo	2,902	2,192	32.4%	368	358	2.8%	2,534	1,834	38.2%
...Condo Only	2,024	1,199	68.8%	282	275	2.7%	1,742	924	88.5%
Timeshare	828	717	15.4%	114	166	-31.4%	714	551	29.5%
...Timeshare Only	622	519	19.9%	91	132	-30.7%	531	387	37.2%
Rental House	430	624	-31.0%	156	126	23.9%	274	498	-45.0%
Bed & Breakfast	121	227	-46.6%	49	37	31.8%	72	190	-61.9%
Cruise Ship	242	366	-33.9%	55	52	5.9%	187	314	-40.4%
Friends or Relatives	2,233	1,572	42.1%	381	422	-9.7%	1,852	1,150	61.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	16,368	14,871	10.1%	3,521	3,363	4.7%	12,847	11,508	11.6%
....Vacation	15,671	14,136	10.9%	3,396	3,259	4.2%	12,275	10,878	12.8%
....Honeymoon	590	768	-23.2%	120	126	-5.0%	470	642	-26.8%
....Get Married	126	74	70.8%	25	25	0.9%	101	49	106.0%
MC&I (Net)	1,773	1,578	12.4%	138	145	-4.5%	1,634	1,432	14.1%
....Convention/Conf.	820	1,480	-44.6%	84	108	-22.4%	737	1,372	-46.3%
....Corp. Meetings	151	35	326.7%	26	26	-1.7%	125	9	1273.3%
....Incentive	811	66	1135.6%	39	14	177.0%	772	52	1398.2%
Other Business	369	404	-8.6%	122	151	-19.2%	247	253	-2.2%
Visit Friends/Relatives	2,543	1,448	75.6%	356	385	-7.5%	2,187	1,063	105.7%
Government/Military	27	101	-72.9%	27	52	-47.1%	0	49	-100.0%
Attend School	411	15	2578.4%	7	15	-56.2%	405	0	na
Sport Events	171	163	4.5%	41	40	3.2%	129	123	4.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	38.4	29.5	30.3%	5.7	5.0	14.0%	32.7	24.5	33.6%
Per Person Per Day (\$)	168.0	154.2	9.0%	168.0	154.2	9.0%	168.0	154.2	9.0%
Per Person Per Trip (\$)	1,852.1	1,640.3	12.9%	1,382.5	1,251.8	10.4%	1,967.4	1,750.2	12.4%

na= Not Applicable.

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 31: Other Asia MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	1,443,836	1,228,354	17.5%	282,293	246,799	14.4%	1,161,542	981,556	18.3%
Total Visitors	211,028	167,669	25.9%	42,901	38,277	12.1%	168,127	129,392	29.9%
<b>PARTY SIZE</b>									
One	19,336	18,344	5.4%	8,976	8,164	9.9%	10,360	10,181	1.8%
Two	89,733	65,116	37.8%	11,701	9,824	19.1%	78,032	55,292	41.1%
Three or more	101,959	84,210	21.1%	22,223	20,289	9.5%	79,735	63,920	24.7%
Avg Party Size	2.53	2.53	0.1%	2.19	2.21	-0.9%	2.62	2.62	-0.2%
<b>VISIT STATUS</b>									
First-Time	172,248	133,531	29.0%	31,032	28,328	9.5%	141,216	105,203	34.2%
Repeat	38,779	34,138	13.6%	11,869	9,948	19.3%	26,911	24,190	11.2%
Average # of Trips	1.58	1.72	-8.3%	2.38	2.36	1.0%	1.38	1.53	-10.4%
<b>TRAVEL METHOD</b>									
Group Tour	81,636	70,366	16.0%	17,805	17,741	0.4%	63,831	52,625	21.3%
Package	145,323	108,608	33.8%	25,342	23,550	7.6%	119,981	85,059	41.1%
Group Tour & Pkg	75,386	62,764	20.1%	14,899	15,178	-1.8%	60,487	47,587	27.1%
True Independent	59,454	51,459	15.5%	14,652	12,164	20.5%	44,801	39,296	14.0%
<b>ISLANDS VISITED</b>									
O'ahu	195,308	155,628	25.5%	38,541	34,592	11.4%	156,767	121,036	29.5%
Maui County	49,181	33,508	46.8%	6,422	5,590	14.9%	42,759	27,918	53.2%
...Maui	47,925	32,464	47.6%	6,114	5,336	14.6%	41,811	27,128	54.1%
...Moloka'i	2,017	1,257	60.5%	362	317	14.5%	1,655	941	75.9%
...Lāna'i	1,908	824	131.5%	345	269	27.9%	1,563	555	181.8%
Kaua'i	7,552	4,873	55.0%	2,079	1,621	28.3%	5,472	3,253	68.2%
Hawai'i Island	27,060	21,808	24.1%	4,785	3,985	20.1%	22,275	17,823	25.0%
...Hilo	13,838	11,385	21.5%	2,308	1,830	26.1%	11,530	9,555	20.7%
...Kona	19,127	14,240	34.3%	3,336	2,872	16.2%	15,790	11,368	38.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.63	6.32	-10.9%	4.91	4.85	1.3%	5.81	6.74	-13.9%
Maui (days)	3.29	3.72	-11.5%	7.25	7.30	-0.7%	2.71	3.01	-10.0%
Moloka'i (days)	12.46	2.58	383.6%	3.75	4.85	-22.6%	14.37	1.81	693.2%
Lāna'i (days)	13.51	2.23	506.9%	3.44	3.55	-3.2%	15.73	1.58	894.4%
Kaua'i (days)	4.62	4.90	-5.6%	6.92	6.96	-0.6%	3.75	3.87	-3.0%
Hawai'i Island (days)	3.72	4.35	-14.4%	6.62	6.60	0.3%	3.10	3.85	-19.4%
...Hilo (days)	2.22	3.56	-37.6%	4.01	3.95	1.6%	1.86	3.48	-46.6%
...Kona (days)	3.66	3.82	-4.1%	6.73	6.65	1.2%	3.01	3.10	-2.9%
Statewide (days)	6.84	7.33	-6.6%	6.58	6.45	2.1%	6.91	7.59	-8.9%
<b>ACCOMMODATIONS</b>									
Hotel	190,077	149,811	26.9%	36,822	33,071	11.3%	153,256	116,740	31.3%
...Hotel Only	181,803	143,420	26.8%	34,842	31,418	10.9%	146,961	112,002	31.2%
Condo	10,196	7,153	42.5%	1,768	1,341	31.8%	8,427	5,811	45.0%
...Condo Only	6,139	4,632	32.5%	1,262	1,031	22.4%	4,877	3,602	35.4%
Timeshare	1,864	1,611	15.7%	881	636	38.6%	982	975	0.8%
...Timeshare Only	1,162	1,040	11.8%	649	427	51.9%	513	613	-16.2%
Rental House	3,044	1,872	62.6%	958	651	47.3%	2,085	1,222	70.7%
Bed & Breakfast	3,002	2,220	35.2%	907	936	-3.2%	2,096	1,284	63.3%
Cruise Ship	1,670	710	135.3%	565	496	14.1%	1,104	214	416.3%
Friends or Relatives	9,250	8,778	5.4%	2,489	2,246	10.8%	6,761	6,532	3.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	173,824	132,183	31.5%	34,396	31,246	10.1%	139,428	100,937	38.1%
.....Vacation	116,334	93,617	24.3%	32,351	29,834	8.4%	83,983	63,783	31.7%
.....Honeymoon	57,420	38,520	49.1%	2,144	1,487	44.2%	55,276	37,033	49.3%
.....Get Married	1,797	1,412	27.3%	317	234	35.5%	1,480	1,178	25.7%
MC&I (Net)	18,650	19,695	-5.3%	2,801	2,135	31.2%	15,849	17,560	-9.7%
.....Convention/Conf.	9,102	8,051	13.1%	1,361	970	40.3%	7,741	7,081	9.3%
.....Corp. Meetings	5,372	4,588	17.1%	603	402	50.1%	4,769	4,186	13.9%
.....Incentive	4,819	8,618	-44.1%	920	826	11.4%	3,899	7,793	-50.0%
Other Business	8,375	5,960	40.5%	2,959	2,369	24.9%	5,416	3,591	50.8%
Visit Friends/Relatives	7,236	8,196	-11.7%	2,675	2,537	5.4%	4,560	5,659	-19.4%
Government/Military	1,753	1,759	-0.3%	769	692	11.0%	985	1,067	-7.7%
Attend School	1,414	2,182	-35.2%	241	185	30.3%	1,172	1,997	-41.3%
Sport Events	350	441	-20.6%	175	121	45.2%	175	321	-45.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	373.8	277.6	34.7%	73.1	55.8	31.0%	300.7	221.8	35.6%
Per Person Per Day (\$)	258.9	226.0	14.6%	258.9	226.0	14.6%	258.9	226.0	14.6%
Per Person Per Trip (\$)	1,771.2	1,655.5	7.0%	1,703.4	1,457.0	16.9%	1,788.5	1,714.2	4.3%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 32: Korea Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

KOREA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	813,989	654,025	24.5%	57,700	61,705	-6.5%	756,289	592,319	27.7%
Total Visitors	112,567	81,758	37.7%	7,145	7,388	-3.3%	105,422	74,370	41.8%
<b>PARTY SIZE</b>									
One	6,759	6,734	0.4%	1,736	1,761	-1.4%	5,023	4,973	1.0%
Two	67,396	46,087	46.2%	2,556	2,393	6.8%	64,840	43,694	48.4%
Three or more	38,413	28,937	32.7%	2,854	3,235	-11.8%	35,559	25,702	38.3%
Avg Party Size	2.31	2.29	1.2%	1.92	1.97	-2.6%	2.34	2.32	0.9%
<b>VISIT STATUS</b>									
First-Time	94,491	66,958	41.1%	3,970	4,155	-4.5%	90,521	62,803	44.1%
Repeat	18,076	14,800	22.1%	3,175	3,232	-1.8%	14,901	11,567	28.8%
Average # of Trips	1.45	1.59	-9.1%	3.35	3.27	2.2%	1.32	1.42	-7.4%
<b>TRAVEL METHOD</b>									
Group Tour	31,167	24,346	28.0%	1,262	1,592	-20.7%	29,906	22,755	31.4%
Package	74,297	51,022	45.6%	2,957	3,026	-2.3%	71,340	47,997	48.6%
Group Tour & Pkg	28,639	21,338	34.2%	1,044	1,335	-21.8%	27,595	20,003	38.0%
True Independent	35,742	27,727	28.9%	3,971	4,106	-3.3%	31,771	23,622	34.5%
<b>ISLANDS VISITED</b>									
O'ahu	104,655	74,973	39.6%	6,049	6,302	-4.0%	98,606	68,671	43.6%
Maui County	34,288	22,531	52.2%	1,284	1,354	-5.1%	33,004	21,178	55.8%
...Maui	33,880	22,169	52.8%	1,214	1,309	-7.3%	32,666	20,859	56.6%
...Moloka'i	484	506	-4.4%	56	58	-2.6%	428	449	-4.7%
...Lana'i	268	274	-2.1%	71	64	12.0%	197	210	-6.3%
Kaua'i	3,268	1,844	77.2%	409	446	-8.2%	2,858	1,398	104.5%
Hawai'i Island	11,156	8,681	28.5%	776	839	-7.6%	10,380	7,842	32.4%
...Hilo	6,121	5,058	21.0%	324	346	-6.5%	5,797	4,712	23.0%
...Kona	6,524	5,010	30.2%	584	655	-10.8%	5,940	4,355	36.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.19	7.01	-11.7%	6.44	6.53	-1.4%	6.18	7.06	-12.5%
Maui (days)	2.52	3.23	-21.9%	7.84	7.93	-1.2%	2.32	2.93	-20.8%
Moloka'i (days)	1.31	2.16	-39.4%	4.08	5.33	-23.5%	0.95	1.75	-46.1%
Lana'i (days)	1.32	2.40	-45.0%	3.72	3.87	-3.9%	0.45	1.96	-76.9%
Kaua'i (days)	5.21	4.67	11.7%	7.48	7.52	-0.5%	4.89	3.75	30.2%
Hawai'i Island (days)	5.63	5.34	5.3%	7.32	7.43	-1.6%	5.50	5.12	7.4%
...Hilo (days)	2.98	5.02	-40.6%	4.36	4.33	0.7%	2.91	5.07	-42.7%
...Kona (days)	6.82	4.19	62.8%	7.29	7.23	0.9%	6.77	3.73	81.5%
Statewide (days)	7.23	8.00	-9.6%	8.08	8.35	-3.3%	7.17	7.96	-9.9%
<b>ACCOMMODATIONS</b>									
Hotel	102,990	73,229	40.6%	5,450	5,564	-2.0%	97,540	67,665	44.2%
...Hotel Only	99,196	70,759	40.2%	5,165	5,283	-2.2%	94,031	65,476	43.6%
Condo	5,004	3,762	33.0%	482	520	-7.3%	4,522	3,242	39.5%
...Condo Only	2,837	2,316	22.5%	404	430	-6.0%	2,433	1,886	29.0%
Timeshare	477	461	3.6%	190	160	18.6%	287	301	-4.4%
...Timeshare Only	341	305	11.8%	155	103	50.2%	186	202	-7.9%
Rental House	1,122	870	29.0%	194	222	-12.7%	928	648	43.3%
Bed & Breakfast	1,290	388	232.1%	60	48	24.5%	1,230	340	261.5%
Cruise Ship	576	175	228.5%	93	75	23.6%	484	100	381.4%
Friends or Relatives	4,552	4,668	-2.5%	785	910	-13.8%	3,767	3,757	0.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	100,791	70,625	42.7%	5,540	5,747	-3.6%	95,252	64,878	46.8%
....Vacation	47,344	35,591	33.0%	4,731	5,297	-10.7%	42,613	30,293	40.7%
....Honeymoon	53,092	34,948	51.9%	804	460	74.7%	52,288	34,488	51.6%
...Get Married	1,047	512	104.4%	73	69	6.3%	974	443	119.6%
MC&I (Net)	4,926	5,062	-2.7%	438	420	4.1%	4,489	4,642	-3.3%
....Convention/Conf.	3,081	2,863	7.6%	222	205	8.4%	2,859	2,658	7.5%
....Corp. Meetings	983	793	24.0%	66	76	-12.7%	917	717	27.8%
....Incentive	927	1,451	-36.1%	162	156	3.3%	765	1,295	-40.9%
Other Business	809	712	13.6%	236	258	-8.8%	574	454	26.3%
Visit Friends/Relatives	3,095	3,531	-12.3%	808	931	-13.2%	2,287	2,600	-12.0%
Government/Military	445	650	-31.5%	124	95	30.2%	321	554	-42.0%
Attend School	1,004	1,394	-28.0%	80	102	-21.0%	924	1,293	-28.5%
Sport Events	67	230	-70.7%	60	54	10.1%	8	176	-95.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	194.0	145.8	33.0%	13.7	13.8	0.0%	180.2	132.0	36.5%
Per Person Per Day (\$)	238.3	222.9	6.9%	238.3	222.9	6.9%	238.3	222.9	6.9%
Per Person Per Trip (\$)	1,723.0	1,783.1	-3.4%	1,924.2	1,861.8	3.4%	1,709.4	1,775.3	-3.7%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 33: China Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

CHINA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	479,447	364,543	31.5%	192,735	150,971	27.7%	286,712	213,572	34.2%
Total Visitors	81,738	61,455	33.0%	31,654	26,854	17.9%	50,084	34,601	44.7%
<b>PARTY SIZE</b>									
One	8,795	6,961	26.3%	5,939	5,086	16.8%	2,855	1,875	52.3%
Two	16,733	11,620	44.0%	7,785	6,027	29.2%	8,948	5,593	60.0%
Three or more	56,211	42,875	31.1%	17,931	15,741	13.9%	38,280	27,133	41.1%
Avg Party Size	3.22	3.23	-0.3%	2.35	2.39	-1.9%	3.78	3.88	-2.7%
<b>VISIT STATUS</b>									
First-Time	68,603	51,494	33.2%	25,112	22,266	12.8%	43,491	29,228	48.8%
Repeat	13,135	9,961	31.9%	6,543	4,588	42.6%	6,593	5,373	22.7%
Average # of Trips	1.54	1.56	-1.0%	1.93	1.81	6.5%	1.30	1.36	-4.7%
<b>TRAVEL METHOD</b>									
Group Tour	48,339	37,807	27.9%	16,158	15,675	3.1%	32,181	22,132	45.4%
Package	62,842	44,862	40.1%	20,908	18,858	10.9%	41,934	26,004	61.3%
Group Tour & Pkg	44,806	34,178	31.1%	13,597	13,469	0.9%	31,209	20,709	50.7%
True Independent	15,364	12,964	18.5%	8,185	5,791	41.4%	7,178	7,174	0.1%
<b>ISLANDS VISITED</b>									
O'ahu	76,063	58,057	31.0%	29,169	25,133	16.1%	46,893	32,924	42.4%
Maui County	11,206	7,254	54.5%	4,375	3,337	31.1%	6,831	3,917	74.4%
...Maui	10,564	6,683	58.1%	4,155	3,151	31.9%	6,409	3,532	81.5%
...Moloka'i	934	579	61.4%	259	231	12.2%	675	348	94.0%
...Lāna'i	1,090	464	134.9%	227	170	33.3%	863	294	193.8%
Kaua'i	2,868	2,026	41.6%	1,346	894	50.5%	1,522	1,132	34.5%
Hawai'i Island	12,115	8,655	40.0%	3,310	2,525	31.1%	8,804	6,130	43.6%
...Hilo	5,621	4,090	37.4%	1,669	1,233	35.3%	3,952	2,857	38.3%
...Kona	9,629	6,042	59.4%	2,240	1,727	29.7%	7,389	4,315	71.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.53	4.98	-9.2%	4.49	4.20	6.8%	4.55	5.58	-18.5%
Maui (days)	4.65	4.67	-0.6%	7.10	6.99	1.6%	3.05	2.61	17.2%
Moloka'i (days)	1.45	2.97	-51.3%	3.70	4.70	-21.3%	0.59	1.83	-68.0%
Lāna'i (days)	1.23	2.15	-42.5%	3.37	3.41	-1.1%	0.67	1.41	-52.5%
Kaua'i (days)	6.08	5.32	14.3%	6.78	6.62	2.3%	5.47	4.29	27.5%
Hawai'i Island (days)	2.51	3.52	-28.5%	6.46	6.22	4.0%	1.03	2.40	-57.2%
...Hilo (days)	2.56	2.41	6.5%	3.95	3.81	3.6%	1.98	1.80	9.8%
...Kona (days)	3.45	3.41	1.2%	6.61	6.37	3.8%	2.49	2.22	12.1%
Statewide (days)	5.87	5.93	-1.1%	6.09	5.62	8.3%	5.72	6.17	-7.3%
<b>ACCOMMODATIONS</b>									
Hotel	75,063	56,523	32.8%	28,283	24,455	15.7%	46,780	32,068	45.9%
...Hotel Only	72,093	54,136	33.2%	26,778	23,284	15.0%	45,316	30,852	46.9%
Condo	3,617	2,024	78.7%	1,059	522	102.9%	2,558	1,502	70.3%
...Condo Only	2,449	1,472	66.3%	680	366	85.6%	1,769	1,106	60.0%
Timeshare	856	447	91.2%	550	328	67.8%	306	120	155.0%
...Timeshare Only	496	326	51.9%	387	217	78.2%	108	109	-0.6%
Rental House	1,045	565	85.0%	607	299	103.0%	438	266	64.8%
Bed & Breakfast	1,195	1,220	-2.1%	790	849	-7.0%	405	371	9.2%
Cruise Ship	714	451	58.5%	420	378	11.1%	294	73	304.1%
Friends or Relatives	2,203	1,487	48.1%	1,220	900	35.6%	983	587	67.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	61,592	48,812	26.2%	25,824	22,370	15.4%	35,768	26,441	35.3%
.....Vacation	58,701	46,901	25.2%	24,788	21,607	14.7%	33,913	25,294	34.1%
.....Honeymoon	2,988	1,960	52.5%	1,135	815	39.3%	1,852	1,145	61.8%
.....Get Married	323	398	-19.0%	208	111	87.1%	115	287	-60.1%
MC&I (Net)	11,242	5,879	91.2%	1,972	1,423	38.5%	9,270	4,456	108.1%
.....Convention/Conf.	4,558	2,808	62.3%	903	610	48.2%	3,655	2,198	66.2%
.....Corp. Meetings	3,798	1,142	232.6%	445	276	61.3%	3,353	866	287.1%
.....Incentive	3,379	2,073	63.0%	680	574	18.5%	2,699	1,499	80.1%
Other Business	6,992	4,740	47.5%	2,489	1,981	25.6%	4,503	2,758	63.2%
Visit Friends/Relatives	2,198	2,023	8.6%	1,314	1,114	18.0%	884	910	-2.8%
Government/Military	1,040	661	57.3%	567	489	16.1%	473	173	173.9%
Attend School	309	557	-44.5%	124	57	118.0%	185	500	-63.0%
Sport Events	259	151	72.1%	98	40	142.8%	161	110	46.3%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	178.2	127.7	39.6%	71.6	52.9	35.5%	106.6	74.8	42.5%
Per Person Per Day (\$)	371.7	350.3	6.1%	371.7	350.3	6.1%	371.7	350.3	6.1%
Per Person Per Trip (\$)	2,180.5	2,077.9	4.9%	2,263.4	1,969.3	14.9%	2,128.1	2,162.1	-1.6%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	255,203	235,628	8.3%	247,329	230,485	7.3%	7,874	5,142	53.1%
Total Visitors	22,116	19,791	11.7%	21,550	19,000	13.4%	566	791	-28.4%
<b>PARTY SIZE</b>									
One	5,314	5,089	4.4%	5,238	4,862	7.7%	77	227	-66.2%
Two	9,089	7,644	18.9%	8,680	7,267	19.4%	408	377	8.3%
Three or more	7,713	7,060	9.2%	7,632	6,871	11.1%	81	189	-57.2%
Avg Party Size	3.74	3.59	4.1%	1.87	1.86	0.6%	1.87	1.73	7.8%
<b>VISIT STATUS</b>									
First-Time	15,244	13,500	12.9%	14,772	12,935	14.2%	472	565	-16.4%
Repeat	6,872	6,293	9.2%	6,778	6,065	11.8%	94	228	-58.9%
Average # of Trips	2.20	2.36	-6.6%	2.22	2.39	-7.1%	1.47	1.57	-6.5%
<b>TRAVEL METHOD</b>									
Group Tour	2,396	1,877	27.6%	2,254	1,875	20.2%	143	3	4929.4%
Package	9,193	8,033	14.4%	8,832	7,701	14.7%	361	332	8.7%
Group Tour & Pkg	1,809	1,427	26.8%	1,666	1,424	17.0%	143	3	4929.4%
True Independent	12,336	11,310	9.1%	12,131	10,849	11.8%	205	461	-55.5%
<b>ISLANDS VISITED</b>									
O'ahu	16,581	14,759	12.3%	16,054	14,131	13.6%	527	628	-16.1%
Maui County	8,308	7,408	12.2%	7,965	7,260	9.7%	343	148	131.9%
...Maui	8,147	7,274	12.0%	7,804	7,126	9.5%	343	148	131.9%
...Moloka'i	275	288	-4.3%	275	288	-4.3%	0	0	na
...Lana'i	269	299	-9.8%	269	293	-8.1%	0	6	-100.0%
Kaua'i	2,831	2,560	10.6%	2,827	2,551	10.8%	4	9	-52.4%
Hawai'i Island	4,764	4,156	14.6%	4,726	3,973	19.0%	38	183	-79.2%
...Hilo	1,846	1,852	-0.3%	1,846	1,833	0.7%	0	18	-100.0%
...Kona	4,016	3,415	17.6%	3,978	3,236	22.9%	38	179	-78.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.29	8.84	-6.3%	8.18	8.98	-8.8%	11.39	5.79	96.6%
Maui (days)	7.41	7.51	-1.3%	7.54	7.62	-1.1%	4.35	1.79	142.5%
Moloka'i (days)	4.02	5.00	-19.7%	4.02	5.00	-19.7%	0	0	na
Lana'i (days)	3.64	3.57	1.9%	3.64	3.62	0.5%	0	1.00	-100.0%
Kaua'i (days)	7.15	7.04	1.6%	7.14	7.05	1.3%	12.00	2.33	415.0%
Hawai'i Island (days)	7.37	7.23	2.0%	7.36	7.26	1.4%	8.74	6.64	31.7%
...Hilo (days)	4.09	3.93	4.0%	4.09	3.96	3.2%	0	1.00	-100.0%
...Kona (days)	6.87	6.67	3.0%	6.85	6.67	2.8%	8.74	6.68	30.9%
Statewide (days)	11.54	11.91	-3.1%	11.48	12.13	-5.4%	13.91	6.49	114.5%
<b>ACCOMMODATIONS</b>									
Hotel	16,915	14,459	17.0%	16,363	13,703	19.4%	552	756	-27.1%
...Hotel Only	15,390	12,960	18.7%	14,852	12,226	21.5%	538	735	-26.8%
Condo	1,247	1,346	-7.3%	1,243	1,301	-4.4%	4	45	-90.9%
...Condo Only	876	1,035	-15.3%	876	1,011	-13.3%	0	23	-100.0%
Timeshare	569	602	-5.5%	559	602	-7.1%	10	0	na
...Timeshare Only	424	426	-0.5%	424	426	-0.5%	0	0	na
Rental House	1,157	1,159	-0.2%	1,157	1,159	-0.2%	0	0	na
Bed & Breakfast	154	160	-3.5%	154	160	-3.5%	0	0	na
Cruise Ship	1,006	1,027	-2.1%	1,006	1,027	-2.1%	0	0	na
Friends or Relatives	1,981	1,863	6.4%	1,981	1,849	7.2%	0	13	-100.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	17,358	15,895	9.2%	16,840	15,267	10.3%	518	629	-17.5%
.....Vacation	15,696	14,470	8.5%	15,311	13,896	10.2%	385	574	-32.9%
.....Honeymoon	1,736	1,453	19.5%	1,602	1,398	14.7%	134	55	143.5%
...Get Married	122	118	3.3%	122	118	3.3%	0	0	na
MC&I (Net)	2,959	1,865	58.7%	2,926	1,723	69.8%	33	142	-76.6%
.....Convention/Conf.	2,138	1,219	75.4%	2,105	1,078	95.3%	33	142	-76.6%
.....Corp. Meetings	461	327	40.9%	461	327	40.9%	0	0	na
.....Incentive	466	385	21.1%	466	385	21.1%	0	0	na
Other Business	346	398	-13.0%	346	398	-13.0%	0	0	na
Visit Friends/Relatives	1,450	1,473	-1.5%	1,450	1,473	-1.5%	0	0	na
Government/Military	156	158	-0.9%	156	158	-0.9%	0	0	na
Attend School	217	120	80.4%	202	120	68.4%	14	0	na
Sport Events	591	544	8.7%	591	544	8.7%	0	0	na
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	54.0	50.1	7.8%	52.3	49.0	6.8%	1.7	1.1	52.4%
Per Person Per Day (\$)	211.4	212	-0.5%	211.4	212.4	-0.5%	211.4	212.4	-0.5%
Per Person Per Trip (\$)	2,439.8	2,529	-3.5%	2,426.7	2,577.1	-5.8%	2,941.7	1,377.7	113.5%

na: Not Applicable

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 35: Other MMA Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	3,036,440	3,261,892	-6.9%	1,838,284	1,833,113	0.3%	1,198,156	1,428,779	-16.1%
Total Visitors	255,073	276,411	-7.7%	167,550	168,161	-0.4%	87,523	108,250	-19.1%
<b>PARTY SIZE</b>									
One	64,067	74,799	-14.3%	42,206	41,607	1.4%	21,861	33,192	-34.1%
Two	96,536	96,697	-0.2%	67,348	66,829	0.8%	29,188	29,868	-2.3%
Three or more	94,470	104,914	-10.0%	57,995	59,726	-2.9%	36,475	45,188	-19.3%
Avg Party Size	1.89	1.87	1.2%	1.85	1.86	-0.8%	1.97	1.88	5.0%
<b>VISIT STATUS</b>									
First-Time	124,735	124,308	0.3%	75,624	72,088	4.9%	49,111	52,220	-6.0%
Repeat	130,338	152,101	-14.3%	91,926	96,073	-4.3%	38,412	56,028	-31.4%
Average # of Trips	3.91	4.26	-8.2%	4.67	4.91	-5.0%	2.47	3.26	-24.1%
<b>TRAVEL METHOD</b>									
Group Tour	23,544	19,482	20.9%	9,289	8,172	13.7%	14,255	11,309	26.0%
Package	75,874	80,708	-6.0%	51,124	49,811	2.6%	24,751	30,897	-19.9%
Group Tour & Pkg	15,956	14,845	7.5%	6,536	5,468	19.5%	9,419	9,377	0.4%
True Independent	171,610	191,065	-10.2%	113,674	115,646	-1.7%	57,936	75,419	-23.2%
<b>ISLANDS VISITED</b>									
O'ahu	189,758	201,838	-6.0%	107,527	107,206	0.3%	82,231	94,632	-13.1%
Maui County	67,539	80,282	-15.9%	54,683	54,080	1.1%	12,855	26,203	-50.9%
...Maui	66,044	78,464	-15.8%	53,358	52,728	1.2%	12,687	25,736	-50.7%
...Moloka'i	2,708	3,161	-14.3%	1,818	1,768	2.8%	891	1,394	-36.1%
...Lāna'i	3,057	4,413	-30.7%	2,035	1,881	8.2%	1,022	2,532	-59.6%
Kaua'i	31,896	35,626	-10.5%	25,041	25,703	-2.6%	6,855	9,922	-30.9%
Hawai'i Island	46,906	53,632	-12.5%	34,048	33,136	2.8%	12,858	20,496	-37.3%
...Hilo	19,823	23,197	-14.5%	12,861	12,956	-0.7%	6,962	10,242	-32.0%
...Kona	37,873	43,532	-13.0%	28,262	27,064	4.4%	9,611	16,467	-41.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	10.18	9.90	2.9%	8.67	8.76	-1.0%	12.16	11.19	8.7%
Maui (days)	7.73	8.11	-4.8%	8.04	8.06	-0.2%	6.39	8.22	-22.2%
Moloka'i (days)	3.16	3.64	-13.0%	4.19	5.42	-22.8%	1.08	1.38	-21.6%
Lāna'i (days)	3.00	2.44	22.9%	3.82	3.94	-2.9%	1.36	1.33	2.5%
Kaua'i (days)	6.80	6.83	-0.5%	7.68	7.64	0.5%	3.60	4.74	-24.0%
Hawai'i Island (days)	7.66	6.75	13.4%	7.91	7.72	2.4%	7.01	5.19	35.0%
...Hilo (days)	5.54	4.10	35.1%	4.47	4.40	1.8%	7.50	3.72	101.7%
...Kona (days)	6.59	6.14	7.3%	7.49	7.35	1.9%	3.94	4.15	-4.9%
Statewide (days)	11.90	11.80	0.9%	10.97	10.90	0.6%	13.69	13.20	3.7%
<b>ACCOMMODATIONS</b>									
Hotel	163,922	177,219	-7.5%	106,606	102,897	3.6%	57,316	74,322	-22.9%
...Hotel Only	145,044	151,330	-4.2%	92,533	88,918	4.1%	52,511	62,412	-15.9%
Condo	28,014	30,426	-7.9%	21,648	22,878	-5.4%	6,366	7,548	-15.7%
...Condo Only	22,260	21,989	1.2%	16,663	17,622	-5.4%	5,598	4,367	28.2%
Timeshare	12,981	15,757	-17.6%	12,222	13,514	-9.6%	759	2,243	-66.1%
...Timeshare Only	10,073	12,150	-17.1%	9,436	10,371	-9.0%	638	1,780	-64.2%
Rental House	13,200	12,464	5.9%	9,671	9,354	3.4%	3,529	3,110	13.5%
Bed & Breakfast	4,180	3,815	9.6%	3,054	2,526	20.9%	1,126	1,289	-12.7%
Cruise Ship	6,125	6,383	-4.0%	3,934	4,072	-3.4%	2,191	2,311	-5.2%
Friends or Relatives	36,697	42,934	-14.5%	21,585	24,121	-10.5%	15,112	18,813	-19.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	172,213	187,482	-8.1%	127,872	129,386	-1.2%	44,341	58,096	-23.7%
.....Vacation	161,077	175,048	-8.0%	119,165	120,416	-1.0%	41,912	54,632	-23.3%
.....Honeymoon	11,976	12,372	-3.2%	9,123	9,235	-1.2%	2,853	3,136	-9.0%
...Get Married	1,748	3,608	-51.5%	1,677	1,758	-4.6%	71	1,850	-96.1%
MC&I (Net)	31,941	26,742	19.4%	14,565	11,197	30.1%	17,376	15,545	11.8%
.....Convention/Conf.	23,416	19,623	19.3%	10,309	7,652	34.7%	13,107	11,971	9.5%
.....Corp. Meetings	5,402	2,807	92.4%	2,408	1,944	23.9%	2,994	863	246.8%
.....Incentive	3,611	4,642	-22.2%	2,336	1,930	21.0%	1,275	2,711	-53.0%
Other Business	9,281	11,827	-21.5%	6,530	6,772	-3.6%	2,752	5,055	-45.6%
Visit Friends/Relatives	31,180	37,216	-16.2%	20,170	21,997	-8.3%	11,010	15,219	-27.7%
Government/Military	10,856	16,671	-34.9%	3,135	3,547	-11.6%	7,721	13,124	-41.2%
Attend School	2,081	2,107	-1.2%	1,165	1,005	15.9%	916	1,102	-16.9%
Sport Events	3,312	2,835	16.8%	2,428	2,415	0.5%	884	420	110.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	555.5	547.2	1.5%	336.3	307.5	9.3%	219.2	239.7	-8.6%
Per Person Per Day (\$)	182.9	167.8	9.0%	182.9	167.8	9.0%	182.9	167.8	9.0%
Per Person Per Trip (\$)	2,177.6	1,979.8	10.0%	2,007.0	1,828.8	9.7%	2,504.2	2,214.4	13.1%

R = 2010 total and domestic visitor days, length of stay, arrivals, total expenditures and per person per trip spending statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by MMA and Select Countries*

**Table 36: Visitor Age and Gender Distribution by MMA  
And Percentage of MMA Total (Arrivals by Air)  
2011**

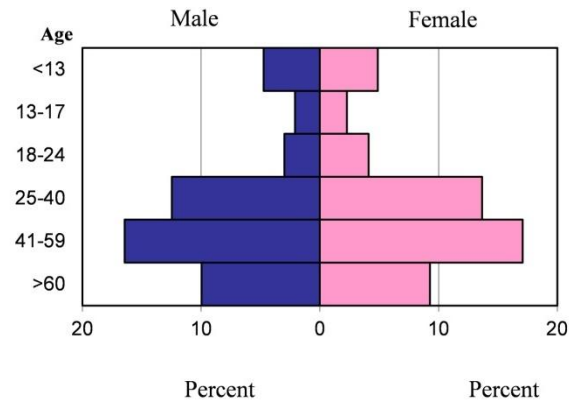
Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.7	4.9	9.6	3.1	3.3	6.3	4.8	5.1	9.8	4.6	4.6	9.2	2.0	1.9	3.9
13-17	2.1	2.3	4.4	2.0	2.2	4.2	1.7	2.3	3.9	2.5	2.8	5.3	1.4	1.8	3.3
18-24	3.0	4.1	7.1	3.2	4.2	7.4	2.8	6.2	9.0	2.6	3.9	6.5	3.9	5.2	9.1
25-40	12.5	13.7	26.2	13.1	13.3	26.4	14.7	21.3	36.0	11.3	12.9	24.2	20.3	17.6	37.9
41-59	16.4	17.1	33.5	18.0	17.6	35.5	9.3	13.3	22.6	16.7	17.6	34.4	17.7	13.4	31.0
>60	10.0	9.3	19.2	10.6	9.6	20.2	7.5	11.1	18.7	10.5	10.0	20.5	8.3	6.4	14.8
Total	48.7	51.3	100.0	49.9	50.1	100.0	40.8	59.2	100.0	48.2	51.8	100.0	53.7	46.3	100.0
Visitors	1,801,594	1,193,137	2,994,731	1,049,012	593,267	1,642,279	369,264	872,541	1,241,805	182,734	294,831	477,565	80,843	38,981	119,824

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	5.6	6.1	11.8	2.8	2.5	5.2	2.9	3.0	5.9	4.4	4.5	8.9	4.2	4.3	8.5
13-17	2.8	3.3	6.1	1.0	1.2	2.2	2.1	2.6	4.7	1.8	2.1	4.0	2.0	2.3	4.3
18-24	3.0	5.1	8.1	2.1	3.7	5.7	4.7	5.8	10.5	3.8	4.8	8.6	3.0	4.4	7.4
25-40	12.5	14.4	26.8	24.0	24.6	48.6	21.1	16.7	37.8	16.4	13.5	29.9	13.5	14.8	28.2
41-59	14.0	16.4	30.4	16.3	12.6	28.8	18.0	12.6	30.6	17.8	15.7	33.5	16.1	16.5	32.6
>60	8.6	8.3	16.8	4.6	4.8	9.3	5.9	4.7	10.6	8.1	7.0	15.2	9.6	9.3	18.9
Total	46.4	53.6	100.0	50.7	49.3	100.0	54.7	45.3	100.0	52.3	47.7	100.0	48.3	51.7	100.0
Visitors	80,828	129,148	209,976	108,087	102,941	211,028	17,519	4,597	22,116	134,683	120,390	255,073	3,824,565	3,349,832	7,174,397

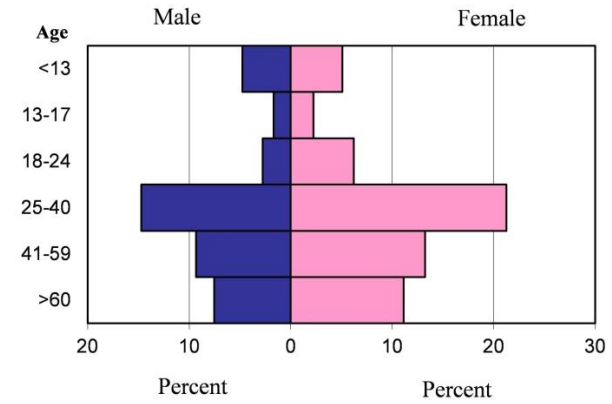
Note: Sums may not add up to total due to rounding.  
Source: Hawai'i Tourism Authority



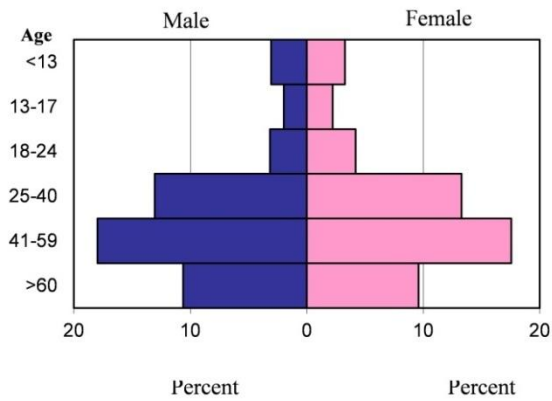
**Figure 13: U.S. West - Visitor Age Distribution 2011**



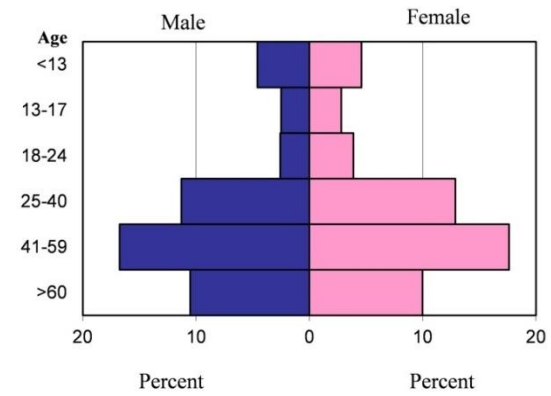
**Figure 15: Japan - Visitor Age Distribution 2011**



**Figure 14: U.S. East - Visitor Age Distribution 2011**



**Figure 16: Canada - Visitor Age Distribution 2011**



## AIR VISITOR CHARACTERISTICS BY SEGMENTS

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## **BY PURPOSE OF TRIP**

### **Honeymoon**

A total of 527,072 visitors came to honeymoon in 2011, an increase of 6.7 percent compared to the previous year. This group comprised 7.4 percent of total air visitors to Hawai'i, similar to 2010. Japanese visitors accounted for the largest share (40.4%) of honeymoon visitors in 2011, about the same as 2010. Shares of honeymoon visitors from U.S. East (18.7%, down from 20.3% in 2010) and U.S. West (19.4%, down from 20.3% in 2010) decreased from the previous year. (Table 37 and Table 38). In contrast the share of honeymoon visitors from Korean rose to 10 percent in 2011 from 7 percent in 2010.

- Seven out of ten (72.7%) honeymooners were first-time visitors to the state.
- Only 31.7 percent were true independent travelers while the remainder purchased group tours (9.9%) or packaged trips (67.8%).
- Three out of four (75.3%) honeymooners visited O'ahu, 29 percent visited Maui, 14.8 percent visited Hawai'i Island and 13.1 percent visited Kaua'i.
- The average length of stay by this group was 7.59 days, down from 7.71 days in 2010.
- There were more honeymoon visitors to O'ahu (+8.4%), Kaua'i (+6.8%) and Maui (+6%) but fewer honeymoon visitors to Hawai'i Island (-3.8%) than in 2010.
- The majority (88.2%) of the honeymooners stayed in hotels. These visitors also found accommodation in condominiums (7.5%), timeshare properties (4.4%) or rental homes (2%). More honeymooners stayed in hotels (+7.2%), condominium properties (+8.5%) and rental homes (+9%) but fewer visitors stayed in timeshare properties (-2.8%) compared to 2010.

### **Get Married**

Total visitor days for those who came to get married in Hawai'i grew 2.8 percent from 2010, boosted by a 3.4 percent increase in arrivals to 119,908 visitors. This group accounted for 1.7 percent of total air visitors to the state, similar to 2010. Japanese visitors made up 47.6 percent of all visitors who came to get married in 2011, similar to the previous year. Share of U.S. West visitors who came to get married rose to 26.9 percent from 25.8% in 2010; while U.S. East visitors share (16.7%) were comparable to 2010 (Table 37 and Table 39). In 2011, there were slightly more first time visitors (50.1%) than repeat visitors (49.9%) who came to get married in the islands.

- The majority of those who came to get married continued to purchase packaged trips (58.3%) while 13.8 percent purchased group tours. Only 40 percent made their own travel arrangements.
- The average party size was 3.13 persons, similar to 2010.
- Three out of four (73.3%) visitors who came to get married went to O'ahu, 23.7 percent visited Maui, 15.3 percent visited Hawai'i Island and 10.7 percent visited Kaua'i.
- The average length of stay by this group was 8.15 days, about the same as 2010.
- The majority (79.6%) stayed in hotels, 13.4 percent stayed in condominiums, 5.3 percent stayed in rental homes and 4.7 percent stayed in timeshare properties. More visitors who came to get married stayed in condominium (+8.8%) and rental homes (+7.1%) compared to 2010.

### **Meeting, Convention and Incentive**

A total of 397,348 visitors came for meeting, convention and incentive (MCI) in 2011, an 8.4 percent increase from 2010. MCI visitor days rose 6.7 percent. The average length of stay was 7.87 days, down from 7.99 days in 2010). MCI visitors accounted for 5.5 percent of total air visitors in 2011. Visitors from U.S. East (34.9%) comprised the largest share of all MCI visitors, up from 33.4 percent of total MCI visitors in 2010. Visitors from U.S. West made up 32.3 percent (similar to 2010). Japan accounted for 10.9 percent of total MCI visitors, down from 13% of the total in 2010. (Table 37 and Table 40).

- Repeat visitors comprised 62.7 percent of all MCI visitors, compared to 63.8 percent in 2010.
- Over half (58.9%) made their own travel arrangements instead of purchasing group tours (25%) or packaged trips (34.1%).
- The majority (58.6%) of the MCI visitors to the state went to O‘ahu, 30.4 percent visited Maui, 20.4 percent visited Hawai‘i Island and 9.6 visited Kaua‘i.
- The number of MCI visitors increased on all islands. Among the four larger islands, Maui (+9%) saw the biggest increase in MCI visitors compared to 2010.
- Nine out of ten MCI visitors stayed in hotels while 7.1 percent stayed in condominiums.

### **Visiting Friends Or Relatives**

While arrivals decreased 2.3 percent to 635,653 visitors, their average length of stay was longer at 12.36 days compared to 11.96 days in 2010. This group accounted for 8.9 percent of all visitors who flew to Hawai‘i in 2011, down from 9.4 percent in 2010. Over half (53.8%) of all friends and family visitors were from U.S. West. Nearly one-third (30.8%) were from U.S. East, 3.7 percent were from Japan and 2.8 percent were from Canada (Table 37 and Table 41).

- Similar to 2010, the majority of these visitors in 2011 (79.9%) had been to Hawai‘i before and 88.1 percent made their own travel arrangements.
- Seven out of ten (71.5%) visitors went to O‘ahu, 19 percent visited Maui, 18.2 percent visited Hawai‘i Island and 10.5 percent visited Kaua‘i.
- The average party size for this group of visitors was 1.70 people, unchanged from 2010.
- Six out of ten (61.7%) visitors from this group stayed with friends or relatives, 29 percent stayed in hotels and 11 percent stayed in condominiums.

*Air Visitor Characteristics by Segments*

**Table 37: Visitors by Selected Purpose of Trip by MMA  
and % of Total Purpose of Trip by MMA (Arrivals by Air)  
2011**

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	5,393,873	2,371,445	1,175,655	855,926	428,079	91,017	178,644	116,334	15,696	161,077
Honeymoon	527,072	101,974	98,770	213,065	15,226	13,175	13,731	57,420	1,736	11,976
Get Married	119,908	32,229	20,051	57,126	3,630	1,405	1,800	1,797	122	1,748
Meetings, Conventions & Incentives	397,348	128,335	138,586	43,305	20,208	7,695	5,669	18,650	2,959	31,941
Visit Friends/Relatives	635,653	341,758	195,588	23,783	18,064	9,767	6,826	7,236	1,450	31,180

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	100%	44.0%	21.8%	15.9%	7.9%	1.7%	3.3%	2.2%	0.3%	3.0%
Honeymoon	100%	19.3%	18.7%	40.4%	2.9%	2.5%	2.6%	10.9%	0.3%	2.3%
Get Married	100%	26.9%	16.7%	47.6%	3.0%	1.2%	1.5%	1.5%	0.1%	1.5%
Meetings, Conventions & Incentives	100%	32.3%	34.9%	10.9%	5.1%	1.9%	1.4%	4.7%	0.7%	8.0%
Visit Friends/Relatives	100%	53.8%	30.8%	3.7%	2.8%	1.5%	1.1%	1.1%	0.2%	4.9%

Note: Sums may not equal to total or 100 percent due multiple response.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by Segments*

**Table 38: Honeymoon Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	3,999,564	3,809,017	5.0%	2,156,957	2,158,182	-0.1%	1,842,607	1,650,835	11.6%
Total Visitors	527,072	494,001	6.7%	233,181	231,569	0.7%	293,892	262,433	12.0%
<b>PARTY SIZE</b>									
One	18,748	18,399	1.9%	15,551	15,604	-0.3%	3,196	2,795	14.3%
Two	438,910	413,590	6.1%	196,766	196,897	-0.1%	242,145	216,693	11.7%
Three or more	69,415	62,013	11.9%	20,863	19,068	9.4%	48,551	42,944	13.1%
Avg Party Size	2.11	2.10	0.6%	1.96	1.95	0.4%	2.23	2.23	0.1%
<b>VISIT STATUS</b>									
First-Time	383,012	352,894	8.5%	148,424	149,388	-0.6%	234,588	203,506	15.3%
Repeat	144,060	141,108	2.1%	84,757	82,181	3.1%	59,303	58,927	0.6%
Average # of Trips	1.91	1.96	-2.7%	2.40	2.38	0.7%	1.52	1.59	-4.5%
<b>TRAVEL METHOD</b>									
Group Tour	52,382	59,108	-11.4%	4,496	4,054	10.9%	47,886	55,054	-13.0%
Package	357,084	333,254	7.2%	106,675	108,715	-1.9%	250,409	224,539	11.5%
Group Tour & Pkg	49,233	55,159	-10.7%	3,069	2,987	2.8%	46,164	52,172	-11.5%
True Independent	166,840	156,799	6.4%	125,079	121,787	2.7%	41,761	35,012	19.3%
<b>ISLANDS VISITED</b>									
O'ahu	396,834	365,931	8.4%	112,385	112,919	-0.5%	284,449	253,011	12.4%
Maui County	154,452	146,042	5.8%	114,087	115,076	-0.9%	40,365	30,966	30.4%
...Maui	152,820	144,227	6.0%	112,597	113,493	-0.8%	40,223	30,734	30.9%
...Moloka'i	2,396	2,690	-11.0%	2,121	2,213	-4.2%	275	477	-42.4%
...Lāna'i	4,372	4,489	-2.6%	3,694	4,033	-8.4%	678	456	48.7%
Kaua'i	69,015	64,607	6.8%	62,323	60,691	2.7%	6,692	3,916	70.9%
Hawai'i Island	78,064	81,127	-3.8%	40,519	41,223	-1.7%	37,545	39,905	-5.9%
...Hilo	31,023	32,200	-3.7%	15,519	16,478	-5.8%	15,505	15,722	-1.4%
...Kona	60,994	63,398	-3.8%	35,104	35,262	-0.4%	25,890	28,136	-8.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.75	5.79	-0.7%	6.25	6.27	-0.2%	5.55	5.58	-0.5%
Maui (days)	6.06	6.31	-4.0%	7.01	7.03	-0.2%	3.40	3.67	-7.5%
Moloka'i (days)	3.23	3.65	-11.6%	3.40	4.15	-18.1%	1.88	1.32	42.2%
Lāna'i (days)	3.06	3.29	-6.9%	3.33	3.44	-3.4%	1.61	1.91	-15.4%
Kaua'i (days)	6.24	6.19	0.8%	6.46	6.37	1.4%	4.21	3.47	21.4%
Hawai'i Island (days)	4.36	4.38	-0.4%	5.99	5.91	1.4%	2.61	2.80	-7.1%
...Hilo (days)	2.19	2.25	-2.6%	3.01	2.92	3.1%	1.38	1.55	-11.3%
...Kona (days)	4.47	4.46	0.1%	5.59	5.55	0.7%	2.95	3.11	-5.0%
Statewide (days)	7.59	7.71	-1.6%	9.25	9.32	-0.7%	6.27	6.29	-0.3%
<b>ACCOMMODATIONS</b>									
Hotel	465,001	433,585	7.2%	179,983	178,745	0.7%	285,018	254,840	11.8%
...Hotel Only	435,249	405,231	7.4%	155,863	154,715	0.7%	279,387	250,516	11.5%
Condo	39,637	36,525	8.5%	30,712	29,947	2.6%	8,925	6,578	35.7%
...Condo Only	26,606	24,543	8.4%	20,760	20,518	1.2%	5,846	4,025	45.3%
Timeshare	23,358	24,025	-2.8%	21,659	22,169	-2.3%	1,699	1,856	-8.5%
...Timeshare Only	16,521	16,918	-2.3%	15,286	15,711	-2.7%	1,235	1,207	2.3%
Rental House	10,941	10,033	9.0%	10,230	9,039	13.2%	711	994	-28.5%
Bed & Breakfast	6,552	5,960	9.9%	5,308	5,252	1.1%	1,244	709	75.5%
Cruise Ship	6,366	6,485	-1.8%	5,302	5,970	-11.2%	1,064	515	106.5%
Friends or Relatives	8,843	8,826	0.2%	7,524	7,515	0.1%	1,319	1,310	0.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	527,072	494,001	6.7%	233,181	231,569	0.7%	293,892	262,433	12.0%
....Vacation	51,138	46,168	10.8%	30,992	30,182	2.7%	20,145	15,986	26.0%
....Honeymoon	527,072	494,001	6.7%	233,181	231,569	0.7%	293,892	262,433	12.0%
....Get Married	49,649	47,595	4.3%	18,540	18,146	2.2%	31,108	29,450	5.6%
MC&I (Net)	3,461	3,353	3.2%	2,299	1,831	25.6%	1,162	1,522	-23.7%
....Convention/Conf.	1,814	1,633	11.1%	1,359	1,061	28.0%	455	572	-20.4%
....Corp. Meetings	811	590	37.5%	737	499	47.8%	73	91	-19.3%
....Incentive	1,507	1,630	-7.6%	842	686	22.8%	664	945	-29.7%
Other Business	1,341	1,335	0.4%	1,251	1,084	15.4%	90	251	-64.2%
Visit Friends/Relatives	5,747	6,068	-5.3%	5,298	5,418	-2.2%	449	650	-31.0%
Government/Military	587	445	32.0%	532	394	35.1%	56	51	8.7%
Attend School	414	254	63.1%	292	185	57.3%	122	68	78.9%
Sport Events	1,303	1,306	-0.2%	792	583	35.9%	511	723	-29.3%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by Segments*

**Table 39: Get Married Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	976,827	949,806	2.8%	550,375	539,122	2.1%	426,452	410,684	3.8%
Total Visitors	119,908	115,928	3.4%	54,973	53,265	3.2%	64,934	62,663	3.6%
<b>PARTY SIZE</b>									
One	7,719	7,828	-1.4%	7,109	7,181	-1.0%	610	647	-5.6%
Two	46,152	45,454	1.5%	27,751	27,736	0.1%	18,400	17,718	3.8%
Three or more	66,037	62,647	5.4%	20,114	18,348	9.6%	45,924	44,298	3.7%
Avg Party Size	3.13	3.11	0.7%	2.13	2.09	1.8%	3.99	3.98	0.1%
<b>VISIT STATUS</b>									
First-Time	60,119	57,734	4.1%	21,876	22,240	-1.6%	38,243	35,493	7.7%
Repeat	59,789	58,195	2.7%	33,097	31,025	6.7%	26,692	27,170	-1.8%
Average # of Trips	3.12	3.19	-2.2%	4.20	4.17	0.5%	2.20	2.35	-6.1%
<b>TRAVEL METHOD</b>									
Group Tour	16,494	20,882	-21.0%	992	880	12.8%	15,502	20,002	-22.5%
Package	69,993	69,270	1.0%	17,929	17,697	1.3%	52,065	51,572	1.0%
Group Tour & Pkg	14,920	19,420	-23.2%	646	535	20.7%	14,274	18,885	-24.4%
True Independent	48,340	45,197	7.0%	36,698	35,223	4.2%	11,642	9,974	16.7%
<b>ISLANDS VISITED</b>									
Oahu	87,869	85,092	3.3%	25,174	24,822	1.4%	62,695	60,270	4.0%
Maui County	28,864	28,406	1.6%	24,405	23,721	2.9%	4,460	4,684	-4.8%
...Maui	28,376	27,999	1.3%	23,920	23,378	2.3%	4,456	4,621	-3.6%
...Moloka'i	579	585	-0.9%	537	441	21.8%	42	144	-70.6%
...Lāna'i	978	840	16.4%	938	776	20.9%	40	64	-38.1%
Kaua'i	12,847	12,498	2.8%	11,356	11,201	1.4%	1,491	1,297	14.9%
Hawai'i Island	18,451	17,497	5.4%	9,380	8,809	6.5%	9,071	8,688	4.4%
...Hilo	7,092	7,289	-2.7%	3,015	2,932	2.9%	4,076	4,357	-6.4%
...Kona	13,884	12,600	10.2%	8,277	7,659	8.1%	5,607	4,940	13.5%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.42	6.47	-0.7%	7.69	7.72	-0.4%	5.92	5.96	-0.7%
Maui (days)	7.75	7.61	1.8%	8.10	8.07	0.4%	5.86	5.30	10.6%
Moloka'i (days)	4.07	3.35	21.4%	4.14	4.11	0.9%	3.11	1.04	200.9%
Lāna'i (days)	4.34	3.59	20.7%	4.41	3.81	15.9%	2.50	1.00	150.1%
Kaua'i (days)	6.84	7.20	-4.9%	7.37	7.54	-2.2%	2.83	4.27	-33.7%
Hawai'i Island (days)	5.30	5.21	1.9%	7.78	7.91	-1.7%	2.75	2.46	11.5%
...Hilo (days)	2.91	2.66	9.4%	4.21	4.44	-5.3%	1.95	1.46	33.6%
...Kona (days)	5.56	5.69	-2.3%	7.28	7.40	-1.6%	3.03	3.05	-0.6%
Statewide (days)	8.15	8.19	-0.6%	10.01	10.12	-1.1%	6.57	6.55	0.2%
<b>ACCOMMODATIONS</b>									
Hotel	95,443	92,784	2.9%	34,430	33,751	2.0%	61,013	59,033	3.4%
...Hotel Only	87,196	84,264	3.5%	28,065	27,153	3.4%	59,131	57,111	3.5%
Condo	16,004	14,716	8.8%	12,040	11,339	6.2%	3,964	3,377	17.4%
...Condo Only	10,699	10,183	5.1%	8,715	8,094	7.7%	1,983	2,088	-5.0%
Timeshare	5,622	5,464	2.9%	4,265	4,069	4.8%	1,357	1,395	-2.7%
...Timeshare Only	3,989	3,469	15.0%	2,891	2,682	7.8%	1,098	786	39.7%
Rental House	6,440	6,013	7.1%	6,146	5,552	10.7%	294	461	-36.3%
Bed & Breakfast	1,109	970	14.3%	1,064	837	27.1%	45	133	-65.9%
Cruise Ship	863	953	-9.4%	777	862	-9.9%	86	90	-4.3%
Friends or Relatives	4,858	4,893	-0.7%	4,399	4,542	-3.1%	459	351	30.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	119,908	115,928	3.4%	54,973	53,265	3.2%	64,934	62,663	3.6%
.....Vacation	34,531	34,098	1.3%	19,732	19,015	3.8%	14,798	15,083	-1.9%
.....Honeymoon	49,649	47,595	4.3%	18,540	18,146	2.2%	31,108	29,450	5.6%
...Get Married	119,908	115,928	3.4%	54,973	53,265	3.2%	64,934	62,663	3.6%
MC&I (Net)	1,985	1,938	2.4%	1,112	897	24.0%	872	1,041	-16.2%
.....Convention/Conf.	825	653	26.3%	671	508	32.0%	153	144	6.2%
.....Corp. Meetings	449	366	22.6%	428	330	29.7%	21	36	-41.9%
.....Incentive	1,290	1,355	-4.8%	571	421	35.5%	719	933	-22.9%
Other Business	703	645	8.9%	701	644	9.0%	1	2	-24.2%
Visit Friends/Relatives	3,911	4,081	-4.1%	3,720	3,757	-1.0%	191	323	-40.8%
Government/Military	355	240	48.0%	355	240	48.0%	0	0	na
Attend School	286	243	17.4%	255	175	45.7%	31	68	-54.8%
Sport Events	666	660	1.0%	498	414	20.5%	168	246	-31.9%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by Segments*

**Table 40: Meeting, Convention and Incentive Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	3,125,975	2,929,295	6.7%	2,438,403	2,206,879	10.5%	687,572	722,417	-4.8%
Total Visitors	397,348	366,637	8.4%	299,754	266,137	12.6%	97,594	100,500	-2.9%
<b>PARTY SIZE</b>									
One	102,823	92,759	10.9%	85,771	71,369	20.2%	17,053	21,390	-20.3%
Two	165,774	145,182	14.2%	139,805	124,131	12.6%	25,969	21,051	23.4%
Three or more	128,751	128,697	0.0%	74,179	70,637	5.0%	54,572	58,060	-6.0%
Avg Party Size	1.92	1.95	-1.6%	1.72	1.76	-2.2%	2.53	2.45	3.3%
<b>VISIT STATUS</b>									
First-Time	148,282	132,825	11.6%	95,408	80,155	19.0%	52,874	52,670	0.4%
Repeat	249,066	233,812	6.5%	204,346	185,982	9.9%	44,720	47,830	-6.5%
Average # of Trips	4.30	4.48	-4.0%	4.90	5.11	-4.0%	2.46	2.83	-13.1%
<b>TRAVEL METHOD</b>									
Group Tour	99,132	92,054	7.7%	49,388	39,237	25.9%	49,744	52,817	-5.8%
Package	135,412	128,309	5.5%	82,556	69,767	18.3%	52,855	58,542	-9.7%
Group Tour & Pkg	71,269	67,978	4.8%	32,783	25,645	27.8%	38,486	42,333	-9.1%
True Independent	234,074	214,253	9.3%	200,593	182,778	9.7%	33,481	31,475	6.4%
<b>ISLANDS VISITED</b>									
O'ahu	232,927	219,667	6.0%	149,620	132,470	12.9%	83,307	87,197	-4.5%
Maui County	125,543	115,179	9.0%	108,171	97,511	10.9%	17,372	17,667	-1.7%
...Maui	120,674	110,288	9.4%	103,913	93,500	11.1%	16,761	16,789	-0.2%
...Moloka'i	2,928	2,636	11.1%	1,901	1,622	17.2%	1,026	1,014	1.2%
...Lāna'i	8,029	7,129	12.6%	7,529	6,048	24.5%	501	1,081	-53.7%
Kaua'i	38,467	36,653	4.9%	34,640	32,649	6.1%	3,827	4,004	-4.4%
Hawai'i Island	80,859	76,228	6.1%	65,678	60,645	8.3%	15,181	15,583	-2.6%
...Hilo	20,489	21,406	-4.3%	14,109	13,862	1.8%	6,381	7,544	-15.4%
...Kona	71,329	64,753	10.2%	58,816	53,907	9.1%	12,513	10,846	15.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.29	6.38	-1.3%	6.50	6.58	-1.3%	5.92	6.06	-2.3%
Maui (days)	6.88	6.90	-0.2%	7.06	7.08	-0.2%	5.77	5.89	-2.0%
Moloka'i (days)	3.86	4.14	-6.9%	3.71	5.94	-37.5%	4.12	1.26	226.1%
Lāna'i (days)	4.35	4.53	-4.0%	4.50	4.89	-8.0%	2.00	2.48	-19.1%
Kaua'i (days)	6.51	6.77	-3.8%	6.66	6.62	0.6%	5.14	7.97	-35.5%
Hawai'i Island (days)	6.59	6.26	5.4%	7.01	6.88	1.9%	4.78	3.81	25.5%
...Hilo (days)	3.21	3.33	-3.7%	3.95	3.85	2.5%	1.58	2.37	-33.6%
...Kona (days)	6.55	6.26	4.6%	6.88	6.75	1.9%	5.00	3.82	30.8%
Statewide (days)	7.87	7.99	-1.5%	8.13	8.29	-1.9%	7.05	7.19	-2.0%
<b>ACCOMMODATIONS</b>									
Hotel	358,029	326,968	9.5%	268,592	234,431	14.6%	89,438	92,536	-3.3%
...Hotel Only	330,369	300,995	9.8%	244,956	213,090	15.0%	85,413	87,905	-2.8%
Condo	28,024	27,341	2.5%	22,345	21,729	2.8%	5,678	5,612	1.2%
...Condo Only	16,207	16,358	-0.9%	12,208	12,410	-1.6%	3,998	3,947	1.3%
Timeshare	10,967	9,914	10.6%	9,574	9,288	3.1%	1,393	626	122.7%
...Timeshare Only	5,972	5,789	3.2%	5,233	5,319	-1.6%	740	470	57.2%
Rental House	8,999	7,535	19.4%	7,981	7,031	13.5%	1,018	504	102.1%
Bed & Breakfast	4,017	3,699	8.6%	3,444	2,871	20.0%	573	828	-30.8%
Cruise Ship	1,846	2,919	-36.7%	1,779	2,425	-26.7%	68	494	-86.2%
Friends or Relatives	10,788	10,640	1.4%	8,959	8,829	1.5%	1,828	1,811	1.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	115,088	107,818	6.7%	97,744	91,800	6.5%	17,343	16,018	8.3%
.....Vacation	112,378	105,186	6.8%	96,358	90,755	6.2%	16,019	14,431	11.0%
.....Honeymoon	3,461	3,353	3.2%	2,299	1,831	25.6%	1,162	1,522	-23.7%
...Get Married	1,985	1,938	2.4%	1,112	897	24.0%	872	1,041	-16.2%
MC&I (Net)	397,348	366,637	8.4%	299,754	266,137	12.6%	97,594	100,500	-2.9%
.....Convention/Conf.	233,289	223,025	4.6%	187,466	170,657	9.8%	45,824	52,368	-12.5%
.....Corp. Meetings	81,338	70,043	16.1%	65,193	54,214	20.3%	16,145	15,829	2.0%
.....Incentive	96,755	85,810	12.8%	58,870	50,616	16.3%	37,885	35,193	7.6%
Other Business	7,499	7,057	6.3%	6,715	6,178	8.7%	784	880	-10.9%
Visit Friends/Relatives	8,180	8,233	-0.6%	7,748	7,472	3.7%	432	762	-43.2%
Government/Military	3,666	3,359	9.2%	2,870	2,793	2.8%	796	566	40.7%
Attend School	522	405	29.0%	467	392	19.1%	56	13	326.3%
Sport Events	1,698	1,209	40.5%	1,185	911	30.1%	513	298	72.0%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority



*Air Visitor Characteristics by Segments*

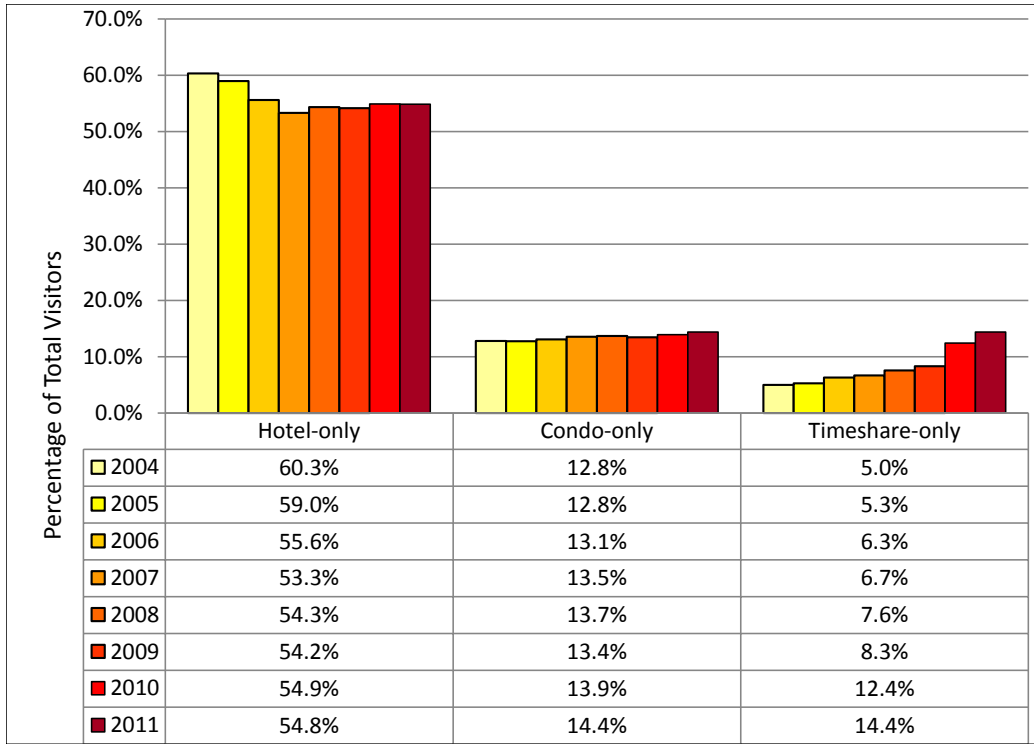
**Table 41: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	7,858,537	7,781,926	1.0%	6,897,397	6,927,471	-0.4%	961,140	854,455	12.5%
Total Visitors	635,653	650,814	-2.3%	570,871	582,479	-2.0%	64,781	68,334	-5.2%
<b>PARTY SIZE</b>									
One	203,029	211,571	-4.0%	182,958	189,482	-3.4%	20,071	22,089	-9.1%
Two	237,348	239,495	-0.9%	214,086	216,869	-1.3%	23,262	22,626	2.8%
Three or more	195,275	199,748	-2.2%	173,828	176,128	-1.3%	21,448	23,620	-9.2%
Avg Party Size	1.70	1.70	0.3%	1.70	1.69	0.5%	1.75	1.79	-2.0%
<b>VISIT STATUS</b>									
First-Time	127,763	138,869	-8.0%	111,281	116,715	-4.7%	16,482	22,154	-25.6%
Repeat	507,890	511,945	-0.8%	459,591	465,764	-1.3%	48,299	46,180	4.6%
Average # of Trips	7.93	7.94	-0.1%	8.29	8.23	0.7%	4.77	5.41	-11.8%
<b>TRAVEL METHOD</b>									
Group Tour	9,968	8,253	20.8%	4,175	4,016	4.0%	5,792	4,238	36.7%
Package	71,398	75,041	-4.9%	55,999	59,467	-5.8%	15,399	15,574	-1.1%
Group Tour & Pkg	5,814	5,288	10.0%	1,949	1,922	1.4%	3,865	3,365	14.8%
True Independent	560,101	572,807	-2.2%	512,646	520,919	-1.6%	47,456	51,888	-8.5%
<b>ISLANDS VISITED</b>									
Oahu	454,613	468,645	-3.0%	399,861	411,452	-2.8%	54,752	57,193	-4.3%
Maui County	126,730	129,202	-1.9%	114,808	117,483	-2.3%	11,922	11,718	1.7%
...Maui	121,017	123,553	-2.1%	109,567	112,207	-2.4%	11,449	11,346	0.9%
...Moloka'i	7,184	6,267	14.6%	6,203	5,810	6.8%	981	457	114.6%
...Lāna'i	5,931	5,559	6.7%	5,284	5,037	4.9%	647	522	23.8%
Kaua'i	66,762	67,186	-0.6%	61,831	62,190	-0.6%	4,930	4,996	-1.3%
Hawai'i Island	115,855	116,735	-0.8%	106,465	106,154	0.3%	9,390	10,581	-11.3%
...Hilo	52,929	53,917	-1.8%	48,062	48,383	-0.7%	4,867	5,534	-12.1%
...Kona	87,224	86,216	1.2%	79,735	78,670	1.4%	7,490	7,546	-0.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	10.77	10.36	4.0%	10.37	10.23	1.4%	13.68	11.31	21.0%
Maui (days)	9.68	9.35	3.5%	9.67	9.36	3.3%	9.77	9.24	5.7%
Moloka'i (days)	6.12	6.64	-7.9%	6.57	7.01	-6.2%	3.23	1.94	66.7%
Lāna'i (days)	4.21	3.92	7.3%	4.38	4.19	4.6%	2.80	1.35	107.5%
Kaua'i (days)	8.95	8.70	2.9%	9.14	9.00	1.5%	6.63	4.95	33.9%
Hawai'i Island (days)	9.70	9.63	0.8%	9.97	9.87	1.0%	6.67	7.24	-7.9%
...Hilo (days)	7.11	7.13	-0.1%	7.47	7.39	1.1%	3.64	4.82	-24.6%
...Kona (days)	8.57	8.58	-0.1%	8.81	8.77	0.5%	6.00	6.61	-9.3%
Statewide (days)	12.36	11.96	3.4%	12.08	11.89	1.6%	14.84	12.50	18.7%
<b>ACCOMMODATIONS</b>									
Hotel	184,605	188,791	-2.2%	159,896	162,009	-1.3%	24,709	26,782	-7.7%
...Hotel Only	117,525	120,674	-2.6%	99,038	101,438	-2.4%	18,487	19,236	-3.9%
Condo	69,595	68,172	2.1%	59,980	59,967	0.0%	9,615	8,206	17.2%
...Condo Only	44,132	43,773	0.8%	37,297	37,799	-1.3%	6,835	5,974	14.4%
Timeshare	29,728	29,498	0.8%	28,055	27,707	1.3%	1,673	1,791	-6.6%
...Timeshare Only	16,026	15,698	2.1%	14,956	14,651	2.1%	1,071	1,047	2.3%
Rental House	37,060	33,268	11.4%	34,783	31,480	10.5%	2,277	1,788	27.4%
Bed & Breakfast	6,649	6,617	0.5%	5,910	5,889	0.4%	740	727	1.7%
Cruise Ship	3,642	3,328	9.4%	2,972	2,921	1.7%	670	407	64.6%
Friends or Relatives	392,446	408,735	-4.0%	358,660	371,077	-3.3%	33,786	37,658	-10.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	240,075	244,813	-1.9%	217,308	220,011	-1.2%	22,767	24,802	-8.2%
.....Vacation	237,339	241,801	-1.8%	214,856	217,455	-1.2%	22,483	24,346	-7.7%
.....Honeymoon	5,747	6,068	-5.3%	5,298	5,418	-2.2%	449	650	-31.0%
...Get Married	3,911	4,081	-4.1%	3,720	3,757	-1.0%	191	323	-40.8%
MC&I (Net)	8,180	8,233	-0.6%	7,748	7,472	3.7%	432	762	-43.2%
.....Convention/Conf.	5,425	5,371	1.0%	5,069	4,938	2.6%	357	434	-17.7%
.....Corp. Meetings	2,103	1,944	8.2%	2,062	1,851	11.4%	41	93	-56.3%
.....Incentive	1,432	1,539	-7.0%	1,392	1,285	8.3%	41	255	-84.1%
Other Business	14,896	15,567	-4.3%	14,552	15,225	-4.4%	344	342	0.4%
Visit Friends/Relatives	635,653	650,814	-2.3%	570,871	582,479	-2.0%	64,781	68,334	-5.2%
Government/Military	3,350	3,820	-12.3%	3,253	2,920	11.4%	97	900	-89.2%
Attend School	1,352	1,569	-13.8%	1,326	1,388	-4.5%	26	181	-85.8%
Sport Events	5,198	5,319	-2.3%	4,368	4,182	4.4%	830	1,137	-27.0%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.  
Source: Hawai'i Tourism Authority

**BY ACCOMMODATION**

**Figure 17: Accommodation as Share of Total Arrivals  
2004 – 2011**



**Hotel-Only**

A total of 3,935,128 visitors stayed exclusively in hotels in 2011, an increase of 3.6 percent compared to the previous year. However, total visitor days declined 10.8 percent from 2010, due to a shorter length of stay by these visitors (6.35 days, down from 7.38 days in 2010). The proportion of hotel-only to total air visitors to Hawai'i was 54.8 percent, about the same as 2010 (Table 42 and Figure 17).

- Repeat visitors accounted for 57.9 percent of hotel-only visitors in 2011, compared to 58.3 percent in the previous year.
- True independent travelers comprised 46.2 percent, while more than half of hotel-only visitors came to Hawai'i on a package trip (51.7%).
- Three out of four (73.7%) hotels-only visitors went to O'ahu, 23.5 percent visited Maui, 14.7 percent visited Hawai'i Island, while 8.1 percent went to Kaua'i. All islands experienced more hotel-only visitors than in 2010.
- The majority of the hotel-only visitors came to the islands for vacation (70.6%). Honeymooners accounted for 11.1 percent while 8.4 percent of the total from this group came for meetings, conventions and incentives.

### **Condominium-Only**

Total visitor days by those who stayed only in condominiums in 2011 increased 7.8 percent from the previous year. A total of 1,031,992 visitors stayed exclusively in condominiums, up 7.3 percent from 2010. The average length of stay by these visitors was 11.51 (11.45 in 2010), much longer than their hotel-only counterparts (Table 43). The ratio of condo-only to total air visitors rose slightly to 14.4 percent, the highest in the past eight years.

- The majority of these visitors had been to Hawai'i before (79.6%) with an average of 6.43 trips to the islands.
- Most (90%) of the condominium-only visitors came to vacation, 4.3 percent came to visit friends or relatives and 2.6 percent came to honeymoon.
- Eight out of ten of these visitors (79.2%) were true independent travelers.
- Half (50.3%) of all condominium-only visitors went to Maui, 29.1 percent were on O'ahu, 15.4 percent were on Hawai'i Island and 15 percent were on Kaua'i. There were more condo-only visitors on all islands compared to 2010.

### **Timeshare-Only**

Total visitor days by timeshare-only visitors grew 1.1 percent compared to 2010. A total of 550,853 visitors in 2011 stayed exclusively in timeshare properties, about the same as 2010. The average length of stay by this group of visitors rose slightly to 9.87 days (9.78 days in 2010). The share of timeshare-only visitors declined slightly to 7.7 percent of total air visitors in 2011 (Table 44).

- Nearly all of these visitors (93.7%) came to Hawai'i for a vacation, 3 percent came to honeymoon and 2.9 percent came to visit friends or relatives.
- Most (89.2%) were from the domestic market; 90.7 percent were true independent travelers and only 17.6 percent were first-time visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 36.9 percent, followed by O'ahu with 30.2 percent, Kaua'i with 28.3 percent, and Hawai'i Island's with 18.2 percent.

*Air Visitor Characteristics by Segments*

**Table 42 (REVISED\*): Hotel-Only Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	29,162,322	28,023,766	4.1%	19,396,553	18,578,945	4.4%	9,765,770	9,444,821	3.4%
Total Visitors	3,935,128	3,796,594	3.6%	2,398,033	2,300,756	4.2%	1,537,095	1,495,837	2.8%
<b>PARTY SIZE</b>									
One	590,202	579,337	1.9%	481,636	463,248	4.0%	108,566	116,090	-6.5%
Two	1,720,787	1,638,910	5.0%	1,056,958	1,013,009	4.3%	663,829	625,901	6.1%
Three or more	1,624,139	1,578,346	2.9%	859,438	824,500	4.2%	764,700	753,846	1.4%
Avg Party Size	2.20	2.20	-0.1%	1.95	1.95	0.1%	2.58	2.58	-0.1%
<b>VISIT STATUS</b>									
First-Time	1,655,226	1,581,515	4.7%	873,209	843,002	3.6%	782,017	738,514	5.9%
Repeat	2,279,902	2,215,079	2.9%	1,524,824	1,457,755	4.6%	755,078	757,324	-0.3%
Average # of Trips	3.98	4.05	-1.8%	4.67	4.70	-0.6%	2.90	3.06	-5.0%
<b>TRAVEL METHOD</b>									
Group Tour	535,343	581,122	-7.9%	133,826	118,757	12.7%	401,517	462,365	-13.2%
Package	2,034,686	1,997,226	1.9%	920,182	893,726	3.0%	1,114,503	1,103,501	1.0%
Group Tour & Pkg	453,914	500,868	-9.4%	97,740	87,652	11.5%	356,174	413,216	-13.8%
True Independent	1,819,014	1,719,113	5.8%	1,441,764	1,375,926	4.8%	377,249	343,187	9.9%
<b>ISLANDS VISITED</b>									
O'ahu	2,901,583	2,811,499	3.2%	1,451,378	1,401,881	3.5%	1,450,205	1,409,618	2.9%
Maui County	946,277	899,429	5.2%	779,839	751,650	3.8%	166,439	147,779	12.6%
...Maui	925,426	879,073	5.3%	761,811	734,288	3.7%	163,615	144,785	13.0%
...Moloka'i	16,827	15,776	6.7%	12,675	11,465	10.6%	4,152	4,311	-3.7%
...Lāna'i	37,611	35,342	6.4%	32,459	29,258	10.9%	5,152	6,084	-15.3%
Kaua'i	319,853	286,935	11.5%	279,174	251,627	10.9%	40,679	35,308	15.2%
Hawai'i Island	577,182	571,668	1.0%	384,641	364,066	5.7%	192,541	207,602	-7.3%
...Hilo	189,923	184,330	3.0%	99,399	95,346	4.3%	90,524	88,984	1.7%
...Kona	461,383	454,175	1.6%	332,132	311,570	6.6%	129,251	142,605	-9.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.37	6.23	2.2%	6.81	6.81	0.0%	5.69	5.66	0.5%
Maui (days)	5.90	6.46	-8.7%	6.80	6.82	-0.4%	4.51	4.65	-3.0%
Moloka'i (days)	2.43	2.65	-8.3%	2.75	3.05	-9.6%	1.94	1.61	20.2%
Lāna'i (days)	3.46	3.93	-11.8%	4.15	4.30	-3.5%	2.40	2.16	10.9%
Kaua'i (days)	5.16	5.96	-13.6%	6.26	6.31	-0.7%	3.43	3.52	-2.5%
Hawai'i Island (days)	5.08	5.11	-0.6%	6.29	6.26	0.6%	3.19	3.10	2.8%
...Hilo (days)	2.76	2.58	6.7%	3.44	3.47	-0.9%	1.69	1.63	3.5%
...Kona (days)	5.21	5.39	-3.3%	6.26	6.25	0.2%	3.57	3.50	2.0%
Statewide (days)	7.41	7.38	0.4%	8.09	8.08	0.2%	6.35	6.31	0.6%
<b>ACCOMMODATIONS</b>									
Hotel	3,935,128	3,796,594	3.6%	2,398,033	2,300,756	4.2%	1,537,095	1,495,837	2.8%
...Hotel Only	3,935,128	3,796,594	3.6%	2,398,033	2,300,756	4.2%	1,537,095	1,495,837	2.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,214,858	3,108,396	3.4%	1,910,270	1,845,113	3.5%	1,304,588	1,263,283	3.3%
....Vacation	2,776,411	2,697,800	2.9%	1,757,194	1,693,289	3.8%	1,019,216	1,004,510	1.5%
.....Honeymoon	435,249	405,231	7.4%	155,863	154,715	0.7%	279,387	250,516	11.5%
...Get Married	87,196	84,264	3.5%	28,065	27,153	3.4%	59,131	57,111	3.5%
MC&I (Net)	330,369	300,995	9.8%	244,956	213,090	15.0%	85,413	87,905	-2.8%
....Convention/Conf.	188,325	176,261	6.8%	150,110	133,678	12.3%	38,214	42,583	-10.3%
.....Corp. Meetings	67,558	58,743	15.0%	53,548	43,814	22.2%	14,011	14,928	-6.1%
.....Incentive	86,178	76,394	12.8%	50,823	43,236	17.5%	35,355	33,158	6.6%
Other Business	159,666	155,611	2.6%	140,505	139,059	1.0%	19,161	16,552	15.8%
Visit Friends/Relatives	117,525	120,674	-2.6%	99,038	101,438	-2.4%	18,487	19,236	-3.9%
Government/Military	76,798	84,744	-9.4%	64,693	68,974	-6.2%	12,106	15,770	-23.2%
Attend School	5,807	5,998	-3.2%	3,780	3,549	6.5%	2,027	2,449	-17.2%
Sport Events	62,131	63,159	-1.6%	35,686	30,123	18.5%	26,445	33,036	-19.9%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

\* Note: 2011 Domestic Length of stay data for each island were revised. This subsequently changed 2011 total length of stay for each island and 2011 visitor days statistics. Other 2011 and 2012 statistics were not affected.

Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by Segments*

**Table 43: Condo-Only Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	11,873,840	11,016,823	7.8%	9,311,586	8,787,299	6.0%	2,562,255	2,229,524	14.9%
Total Visitors	1,031,992	961,866	7.3%	803,788	766,062	4.9%	228,204	195,804	16.5%
<b>PARTY SIZE</b>									
One	113,479	110,348	2.8%	96,726	94,317	2.6%	16,753	16,031	4.5%
Two	408,919	386,028	5.9%	339,021	324,716	4.4%	69,898	61,312	14.0%
Three or more	509,594	465,490	9.5%	368,041	347,029	6.1%	141,553	118,460	19.5%
Avg Party Size	2.35	2.32	1.3%	2.25	2.23	0.6%	2.70	2.65	1.9%
<b>VISIT STATUS</b>									
First-Time	210,303	197,040	6.7%	152,257	148,131	2.8%	58,046	48,908	18.7%
Repeat	821,689	764,826	7.4%	651,531	617,931	5.4%	170,158	146,895	15.8%
Average # of Trips	6.43	6.59	-2.6%	6.83	6.83	-0.1%	5.02	5.67	-11.5%
<b>TRAVEL METHOD</b>									
Group Tour	22,818	20,271	12.6%	4,280	4,009	6.8%	18,537	16,262	14.0%
Package	206,927	202,466	2.2%	152,068	151,671	0.3%	54,859	50,795	8.0%
Group Tour & Pkg	15,531	14,301	8.6%	2,025	1,946	4.0%	13,506	12,355	9.3%
True Independent	817,779	753,430	8.5%	649,464	612,329	6.1%	168,315	141,101	19.3%
<b>ISLANDS VISITED</b>									
O'ahu	300,035	275,757	8.8%	161,779	152,192	6.3%	138,256	123,565	11.9%
Maui County	523,304	490,891	6.6%	438,440	424,563	3.3%	84,863	66,328	27.9%
...Maui	518,723	486,061	6.7%	434,232	420,173	3.3%	84,491	65,888	28.2%
...Moloka'i	8,376	7,662	9.3%	7,065	6,771	4.3%	1,312	892	47.1%
...Lāna'i	7,807	7,019	11.2%	6,940	6,160	12.7%	867	858	1.0%
Kaua'i	154,714	143,523	7.8%	143,367	134,697	6.4%	11,347	8,827	28.6%
Hawai'i Island	159,310	151,049	5.5%	132,547	124,963	6.1%	26,762	26,085	2.6%
...Hilo	28,208	27,188	3.8%	21,471	19,796	8.5%	6,737	7,392	-8.9%
...Kona	147,608	138,847	6.3%	125,039	117,511	6.4%	22,569	21,336	5.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	10.15	10.25	-1.0%	11.10	10.88	2.0%	9.04	9.48	-4.7%
Maui (days)	10.73	10.66	0.7%	10.48	10.42	0.6%	12.04	12.18	-1.2%
Moloka'i (days)	7.46	7.68	-2.9%	8.17	8.22	-0.7%	3.67	3.61	1.7%
Lāna'i (days)	3.13	3.23	-3.0%	3.27	3.42	-4.3%	2.02	1.89	6.8%
Kaua'i (days)	9.75	9.70	0.5%	9.88	9.85	0.3%	8.12	7.35	10.4%
Hawai'i Island (days)	10.46	10.17	2.8%	11.09	10.81	2.5%	7.35	7.09	3.6%
...Hilo (days)	4.31	3.98	8.3%	4.85	4.70	3.3%	2.60	2.08	25.2%
...Kona (days)	10.47	10.29	1.7%	10.92	10.71	2.0%	7.94	7.96	-0.2%
Statewide (days)	11.51	11.45	0.5%	11.58	11.47	1.0%	11.23	11.39	-1.4%
<b>ACCOMMODATIONS</b>									
Condo	1,031,992	961,866	7.3%	803,788	766,062	4.9%	228,204	195,804	16.5%
...Condo Only	1,031,992	961,866	7.3%	803,788	766,062	4.9%	228,204	195,804	16.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	955,407	885,866	7.9%	745,859	709,117	5.2%	209,548	176,749	18.6%
....Vacation	928,411	860,672	7.9%	724,414	688,215	5.3%	203,997	172,457	18.3%
....Honeymoon	26,606	24,543	8.4%	20,760	20,518	1.2%	5,846	4,025	45.3%
...Get Married	10,699	10,183	5.1%	8,715	8,094	7.7%	1,983	2,088	-5.0%
MC&I (Net)	16,207	16,358	-0.9%	12,208	12,410	-1.6%	3,998	3,947	1.3%
....Convention/Conf.	10,297	12,118	-15.0%	8,534	8,982	-5.0%	1,763	3,136	-43.8%
....Corp. Meetings	3,695	2,636	40.2%	2,683	2,463	8.9%	1,012	173	485.7%
....Incentive	2,466	1,869	31.9%	1,225	1,209	1.3%	1,241	660	88.0%
Other Business	21,269	21,795	-2.4%	20,045	20,446	-2.0%	1,224	1,349	-9.3%
Visit Friends/Relatives	44,132	43,773	0.8%	37,297	37,799	-1.3%	6,835	5,974	14.4%
Government/Military	3,824	3,241	18.0%	3,253	3,189	2.0%	571	52	990.5%
Attend School	1,930	3,522	-45.2%	886	1,002	-11.5%	1,044	2,520	-58.6%
Sport Events	12,917	11,675	10.6%	7,103	6,381	11.3%	5,814	5,294	9.8%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.  
Source: Hawai'i Tourism Authority

*Air Visitor Characteristics by Segments*

**Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	5,434,821	5,377,247	1.1%	4,899,149	4,872,033	0.6%	535,672	505,213	6.0%
Total Visitors	550,853	549,834	0.2%	491,518	494,004	-0.5%	59,335	55,830	6.3%
<b>PARTY SIZE</b>									
One	52,388	52,681	-0.6%	49,079	50,034	-1.9%	3,309	2,648	25.0%
Two	255,528	257,134	-0.6%	235,167	237,023	-0.8%	20,361	20,111	1.2%
Three or more	242,937	240,019	1.2%	207,272	206,947	0.2%	35,666	33,072	7.8%
Avg Party Size	2.30	2.29	0.4%	2.25	2.24	0.4%	2.69	2.72	-1.0%
<b>VISIT STATUS</b>									
First-Time	96,814	99,553	-2.8%	86,475	90,578	-4.5%	10,339	8,975	15.2%
Repeat	454,039	450,281	0.8%	405,043	403,426	0.4%	48,996	46,855	4.6%
Average # of Trips	6.71	6.51	3.1%	6.71	6.49	3.5%	6.66	6.70	-0.5%
<b>TRAVEL METHOD</b>									
Group Tour	3,832	2,756	39.0%	1,655	1,443	14.7%	2,177	1,313	65.8%
Package	49,252	49,953	-1.4%	43,159	44,170	-2.3%	6,093	5,784	5.3%
Group Tour & Pkg	1,693	1,091	55.1%	571	450	26.9%	1,122	641	74.9%
True Independent	499,463	498,216	0.3%	447,275	448,842	-0.3%	52,188	49,375	5.7%
<b>ISLANDS VISITED</b>									
O'ahu	166,406	162,736	2.3%	124,003	124,644	-0.5%	42,403	38,092	11.3%
Maui County	204,590	210,724	-2.9%	193,164	199,276	-3.1%	11,426	11,448	-0.2%
...Maui	203,020	208,749	-2.7%	191,626	197,393	-2.9%	11,394	11,356	0.3%
...Moloka'i	2,640	2,572	2.6%	2,483	2,507	-1.0%	156	65	142.5%
...Lāna'i	3,548	3,503	1.3%	3,409	3,384	0.7%	139	119	17.4%
Kaua'i	155,982	157,861	-1.2%	151,795	152,431	-0.4%	4,187	5,430	-22.9%
Hawai'i Island	100,285	95,134	5.4%	89,047	84,516	5.4%	11,238	10,618	5.8%
...Hilo	15,569	14,688	6.0%	13,992	12,925	8.3%	1,577	1,763	-10.5%
...Kona	94,751	89,458	5.9%	84,218	79,795	5.5%	10,533	9,663	9.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.65	7.53	1.5%	7.76	7.62	1.7%	7.32	7.24	1.1%
Maui (days)	9.15	9.14	0.1%	9.09	9.06	0.3%	10.10	10.45	-3.4%
Moloka'i (days)	3.15	3.42	-7.9%	3.23	3.37	-4.3%	1.92	5.26	-63.6%
Lāna'i (days)	2.76	3.24	-14.8%	2.79	3.24	-13.9%	1.92	3.08	-37.6%
Kaua'i (days)	9.21	9.07	1.5%	9.24	9.12	1.3%	8.26	7.68	7.5%
Hawai'i Island (days)	8.48	8.32	2.0%	8.71	8.55	1.8%	6.68	6.44	3.8%
...Hilo (days)	3.41	3.31	3.1%	3.55	3.50	1.6%	2.16	1.95	10.5%
...Kona (days)	8.42	8.30	1.4%	8.62	8.49	1.5%	6.80	6.72	1.3%
Statewide (days)	9.87	9.78	0.9%	9.97	9.86	1.1%	9.03	9.05	-0.2%
<b>ACCOMMODATIONS</b>									
Timeshare	550,853	549,834	0.2%	491,518	494,004	-0.5%	59,335	55,830	6.3%
...Timeshare Only	550,853	549,834	0.2%	491,518	494,004	-0.5%	59,335	55,830	6.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	532,253	531,453	0.2%	475,675	477,836	-0.5%	56,578	53,617	5.5%
....Vacation	516,218	515,492	0.1%	461,292	463,163	-0.4%	54,926	52,329	5.0%
....Honeymoon	16,521	16,918	-2.3%	15,286	15,711	-2.7%	1,235	1,207	2.3%
...Get Married	3,989	3,469	15.0%	2,891	2,682	7.8%	1,098	786	39.7%
MC&I (Net)	5,972	5,789	3.2%	5,233	5,319	-1.6%	740	470	57.2%
....Convention/Conf.	3,811	3,546	7.5%	3,235	3,234	0.0%	576	312	84.5%
....Corp. Meetings	1,521	1,453	4.7%	1,416	1,405	0.8%	104	48	115.8%
....Incentive	805	882	-8.7%	746	772	-3.3%	59	110	-46.1%
Other Business	4,919	5,210	-5.6%	4,739	5,183	-8.6%	180	27	561.0%
Visit Friends/Relatives	16,026	15,698	2.1%	14,956	14,651	2.1%	1,071	1,047	2.3%
Government/Military	633	523	20.9%	559	478	17.1%	73	46	61.0%
Attend School	332	340	-2.4%	305	231	31.8%	27	108	-75.2%
Sport Events	2,720	2,259	20.4%	1,601	1,524	5.1%	1,119	734	52.4%

NA: Not Applicable

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

## **BY FIRST-TIME/REPEAT STATUS**

### **First-Time Visitor**

A total of 2,441,554 visitors came to the state for the first-time in 2011, up 4.2 percent from the previous year (Table 45). Total visitors days rose 4.1 percent. These visitors stayed an average of 8.51 days, virtually unchanged from 2010. First-time visitors comprised 34 percent of total air visitors in 2011, similar to the previous year.

- First-time visitors accounted for 18.6 percent of U.S. West (Table 15) , 41.6 percent of U.S. East (Table 17), 41.1 percent of the Japanese (Table 22) and 36.9 percent of the Canadian markets (Table 24), but comprised the majority of the smaller markets: Other Asia (81.6%), European (69.9%), Latin America (68.9%) and Oceania (56.6%) (Table 25 to Table 34).
- Of the total first-time visitors in 2011, less than half (47.6%) made their own travel arrangements.
- Three out of four (75.8%) first-time visitors stayed in hotels, 11.7 percent stayed in condominiums, 6 percent stayed with friends or relatives, 5.3 percent stayed in timeshare properties and 4.1 percent stayed in rental homes.
- The majority of the first-time visitors went to O‘ahu (73.7%), followed by Maui (29%), Hawai‘i Island (18.5%) and Kaua‘i (12.7%).
- Seven out of ten (69.3%) came to vacation, 15.7 percent came to honeymoon, 6.1 percent came for meetings, conventions and incentives and 5.2 percent came to see friends and relatives.

### **Repeat Visitor**

Of the total number of air visitors in 2011, 66 percent or 4,732,844 were repeat visitors to Hawai‘i, 3.5 percent higher compared to 2010. Repeat visitors who came in 2011 stayed 10.08 days, up from 9.95 days in the previous year. Visitor days from this group rose 4.6 percent. More of these visitors came on domestic flights (76.6%) than from foreign ports (23.4%) (Table 46).

- U.S. West (81.4%) continued to have the largest percentage of repeat visitors in 2011, followed by Canada (63.1%), Japan (58.9%) and U.S. East (58.4%).
- The majority of repeat visitors (71.8%) were independent travelers. The average number of trips for a repeat visitor was seven trips, same as in 2010.
- Over half (55.9%) of the repeat visitors stayed in hotels, 21.7 percent stayed in condominiums, 12.4 percent stayed in timeshare properties and 11 percent stayed with friends or relatives. Most types of accommodations saw more repeat visitors, especially condominium (+7.6%) and rental homes (+16.1%) which had the largest increase compared to 2010.
- More than half of all repeat visitors went to O‘ahu (55%), while 30.9 percent visited Maui, 18.3 percent went to Hawai‘i Island and 14.8 percent went to Kaua‘i.
- Three out of four (78.2%) of these visitors came back for vacation, 10.7 percent visited friends or relatives and 5.3 percent came for meetings, conventions and incentives.

*Air Visitor Characteristics by Segments*

**Table 45: First-Time Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	20,773,328	19,954,417	4.1%	14,096,955	13,650,957	3.3%	6,676,373	6,303,460	5.9%
Total Visitors	2,441,554	2,343,461	4.2%	1,503,005	1,467,778	2.4%	938,548	875,682	7.2%
<b>PARTY SIZE</b>									
One	373,380	373,026	0.1%	305,108	300,540	1.5%	68,272	72,486	-5.8%
Two	1,131,594	1,083,541	4.4%	701,380	687,280	2.1%	430,214	396,262	8.6%
Three or more	936,579	886,893	5.6%	496,517	479,958	3.5%	440,062	406,935	8.1%
Avg Party Size	2.16	2.14	1.0%	1.92	1.92	0.4%	2.53	2.50	1.1%
<b>VISIT STATUS</b>									
First-Time	2,441,554	2,343,461	4.2%	1,503,005	1,467,778	2.4%	938,548	875,682	7.2%
Average # of Trips	1	1	-38.4%	1	1	0.0%	1	1	-100.0%
<b>TRAVEL METHOD</b>									
Group Tour	327,673	340,493	-3.8%	97,803	92,039	6.3%	229,870	248,454	-7.5%
Package	1,228,334	1,186,114	3.6%	576,771	572,139	0.8%	651,563	613,975	6.1%
Group Tour & Pkg	277,534	290,113	-4.3%	74,810	70,705	5.8%	202,724	219,408	-7.6%
True Independent	1,163,081	1,106,967	5.1%	903,242	874,306	3.3%	259,839	232,661	11.7%
<b>ISLANDS VISITED</b>									
O'ahu	1,799,956	1,721,930	4.5%	939,104	921,458	1.9%	860,853	800,472	7.5%
Maui County	717,219	682,576	5.1%	561,137	554,092	1.3%	156,082	128,484	21.5%
...Maui	707,555	673,324	5.1%	553,452	546,259	1.3%	154,103	127,065	21.3%
...Moloka'i	18,861	18,470	2.1%	13,971	14,413	-3.1%	4,890	4,057	20.5%
...Lāna'i	23,898	22,105	8.1%	18,035	17,361	3.9%	5,863	4,745	23.6%
Kaua'i	309,513	293,386	5.5%	268,277	259,318	3.5%	41,236	34,068	21.0%
Hawai'i Island	451,725	432,473	4.5%	316,463	304,429	4.0%	135,261	128,044	5.6%
...Hilo	215,785	205,442	5.0%	142,061	142,317	-0.2%	73,724	63,124	16.8%
...Kona	361,401	343,613	5.2%	266,343	253,957	4.9%	95,058	89,656	6.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.61	6.68	-1.0%	7.19	7.14	0.7%	5.98	6.14	-2.7%
Maui (days)	6.36	6.50	-2.2%	6.62	6.58	0.6%	5.43	6.17	-12.0%
Moloka'i (days)	3.17	3.00	5.7%	3.50	3.41	2.6%	2.25	1.57	43.4%
Lāna'i (days)	2.64	2.71	-2.7%	2.92	3.01	-3.2%	1.79	1.62	10.5%
Kaua'i (days)	5.66	5.62	0.7%	5.87	5.81	1.1%	4.25	4.17	1.8%
Hawai'i Island (days)	5.53	5.35	3.4%	6.33	6.13	3.2%	3.67	3.48	5.3%
...Hilo (days)	2.89	2.91	-0.7%	3.47	3.36	3.5%	1.78	1.92	-7.1%
...Kona (days)	5.19	4.99	3.9%	5.67	5.47	3.6%	3.83	3.62	5.9%
Statewide (days)	8.51	8.51	-0.1%	9.38	9.30	0.8%	7.11	7.20	-1.2%
<b>ACCOMMODATIONS</b>									
Hotel	1,850,859	1,768,703	4.6%	1,027,054	992,343	3.5%	823,805	776,360	6.1%
...Hotel Only	1,655,226	1,581,515	4.7%	873,209	843,002	3.6%	782,017	738,514	5.9%
Condo	286,388	266,557	7.4%	207,864	200,469	3.7%	78,524	66,088	18.8%
...Condo Only	210,303	197,040	6.7%	152,257	148,131	2.8%	58,046	48,908	18.7%
Timeshare	129,405	133,077	-2.8%	113,449	119,080	-4.7%	15,955	13,997	14.0%
...Timeshare Only	96,814	99,553	-2.8%	86,475	90,578	-4.5%	10,339	8,975	15.2%
Rental House	100,615	87,266	15.3%	87,314	74,822	16.7%	13,300	12,444	6.9%
Bed & Breakfast	33,854	28,508	18.8%	25,513	23,218	9.9%	8,341	5,290	57.7%
Cruise Ship	76,676	78,282	-2.1%	65,119	70,064	-7.1%	11,557	8,218	40.6%
Friends or Relatives	145,196	153,341	-5.3%	123,525	130,523	-5.4%	21,670	22,818	-5.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,070,570	1,980,456	4.6%	1,275,989	1,253,411	1.8%	794,580	727,045	9.3%
....Vacation	1,692,545	1,630,454	3.8%	1,134,451	1,110,615	2.1%	558,094	519,839	7.4%
.....Honeymoon	383,012	352,894	8.5%	148,424	149,388	-0.6%	234,588	203,506	15.3%
...Get Married	60,119	57,734	4.1%	21,876	22,240	-1.6%	38,243	35,493	7.7%
MC&I (Net)	148,282	132,825	11.6%	95,408	80,155	19.0%	52,874	52,670	0.4%
....Convention/Conf.	85,967	77,096	11.5%	61,513	51,839	18.7%	24,454	25,257	-3.2%
.....Corp. Meetings	24,583	20,123	22.2%	16,112	12,640	27.5%	8,471	7,483	13.2%
....Incentive	42,050	40,472	3.9%	21,628	18,520	16.8%	20,422	21,951	-7.0%
Other Business	46,673	46,666	0.0%	36,406	35,565	2.4%	10,267	11,101	-7.5%
Visit Friends/Relatives	127,763	138,869	-8.0%	111,281	116,715	-4.7%	16,482	22,154	-25.6%
Government/Military	28,166	33,687	-16.4%	21,086	22,183	-4.9%	7,080	11,503	-38.5%
Attend School	8,212	8,854	-7.2%	4,916	4,657	5.6%	3,297	4,197	-21.5%
Sport Events	27,707	27,632	0.3%	17,197	14,641	17.5%	10,510	12,991	-19.1%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.  
Source: Hawai'i Tourism Authority



*Air Visitor Characteristics by Segments*

**Table 46: Repeat Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	47,052,543	44,997,016	4.6%	37,742,843	36,137,625	4.4%	9,309,700	8,859,390	5.1%
Total Visitors	4,732,844	4,573,433	3.5%	3,624,286	3,489,574	3.9%	1,108,558	1,083,860	2.3%
<b>PARTY SIZE</b>									
One	787,590	789,933	-0.3%	683,126	673,396	1.4%	104,464	116,537	-10.4%
Two	1,920,408	1,840,636	4.3%	1,512,914	1,454,447	4.0%	407,494	386,189	5.5%
Three or more	2,024,845	1,942,865	4.2%	1,428,246	1,361,731	4.9%	596,599	581,134	2.7%
Avg Party Size	2.13	2.11	0.8%	2.01	2.00	0.7%	2.52	2.49	1.3%
<b>VISIT STATUS</b>									
Repeat	4,732,844	4,573,433	3.5%	3,624,286	3,489,574	3.9%	1,108,558	1,083,860	2.3%
Average # of Trips	7.1	7.2	-1.5%	7.7	7.7	-0.4%	5.3	5.7	-6.5%
<b>TRAVEL METHOD</b>									
Group Tour	281,635	309,985	-9.1%	76,471	67,073	14.0%	205,164	242,912	-15.5%
Package	1,278,251	1,272,568	0.4%	711,266	691,679	2.8%	566,985	580,889	-2.4%
Group Tour & Pkg	224,776	254,860	-11.8%	47,835	41,837	14.3%	176,941	213,023	-16.9%
True Independent	3,397,733	3,245,740	4.7%	2,884,384	2,772,659	4.0%	513,350	473,081	8.5%
<b>ISLANDS VISITED</b>									
O'ahu	2,601,668	2,551,728	2.0%	1,652,911	1,610,907	2.6%	948,757	940,821	0.8%
Maui County	1,494,194	1,440,058	3.8%	1,307,849	1,273,971	2.7%	186,345	166,087	12.2%
...Maui	1,460,933	1,407,080	3.8%	1,277,636	1,244,329	2.7%	183,297	162,750	12.6%
...Moloka'i	36,389	31,239	16.5%	29,894	26,642	12.2%	6,495	4,597	41.3%
...Lāna'i	51,106	46,099	10.9%	43,813	39,670	10.4%	7,293	6,429	13.4%
Kaua'i	701,987	661,726	6.1%	646,145	611,428	5.7%	55,841	50,298	11.0%
Hawai'i Island	866,586	848,759	2.1%	705,553	672,030	5.0%	161,033	176,729	-8.9%
...Hilo	269,352	267,699	0.6%	203,311	197,459	3.0%	66,041	70,240	-6.0%
...Kona	745,061	721,859	3.2%	621,120	588,314	5.6%	123,941	133,545	-7.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.91	7.83	1.1%	8.52	8.48	0.5%	6.84	6.71	2.0%
Maui (days)	8.92	8.84	0.9%	8.92	8.87	0.6%	8.94	8.60	4.0%
Moloka'i (days)	5.56	6.10	-8.8%	5.99	6.55	-8.6%	2.59	2.63	-1.3%
Lāna'i (days)	3.84	4.04	-4.8%	4.26	4.35	-2.1%	1.93	2.23	-13.6%
Kaua'i (days)	8.12	8.09	0.3%	8.60	8.53	0.8%	5.25	5.41	-3.0%
Hawai'i Island (days)	8.69	8.45	2.8%	8.98	8.75	2.6%	5.30	4.80	10.5%
...Hilo (days)	4.86	4.61	5.6%	5.32	5.14	3.5%	2.88	2.58	11.6%
...Kona (days)	7.70	7.41	3.9%	8.46	8.27	2.3%	5.35	4.99	7.3%
Statewide (days)	10.08	9.95	1.3%	10.41	10.36	0.6%	8.40	8.17	2.7%
<b>ACCOMMODATIONS</b>									
Hotel	2,644,172	2,553,838	3.5%	1,828,830	1,745,291	4.8%	815,343	808,547	0.8%
...Hotel Only	2,279,902	2,215,079	2.9%	1,524,824	1,457,755	4.6%	755,078	757,324	-0.3%
Condo	1,025,582	953,232	7.6%	814,469	770,043	5.8%	211,114	183,189	15.2%
...Condo Only	821,689	764,826	7.4%	651,531	617,931	5.4%	170,158	146,895	15.8%
Timeshare	588,293	580,449	1.4%	521,278	516,011	1.0%	67,015	64,438	4.0%
...Timeshare Only	454,039	450,281	0.8%	405,043	403,426	0.4%	48,996	46,855	4.6%
Rental House	268,818	231,544	16.1%	247,589	212,320	16.6%	21,229	19,224	10.4%
Bed & Breakfast	36,726	34,880	5.3%	32,388	30,296	6.9%	4,338	4,583	-5.4%
Cruise Ship	51,718	51,717	0.0%	43,544	46,454	-6.3%	8,174	5,263	55.3%
Friends or Relatives	519,949	534,528	-2.7%	471,132	483,904	-2.6%	48,817	50,623	-3.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,851,504	3,700,408	4.1%	2,909,986	2,788,017	4.4%	941,518	912,391	3.2%
.....Vacation	3,701,329	3,553,078	4.2%	2,823,904	2,705,034	4.4%	877,424	848,045	3.5%
.....Honeymoon	144,060	141,108	2.1%	84,757	82,181	3.1%	59,303	58,927	0.6%
...Get Married	59,789	58,195	2.7%	33,097	31,025	6.7%	26,692	27,170	-1.8%
MC&I (Net)	249,066	233,812	6.5%	204,346	185,982	9.9%	44,720	47,830	-6.5%
.....Convention/Conf.	147,322	145,929	1.0%	125,952	118,818	6.0%	21,370	27,111	-21.2%
.....Corp. Meetings	56,754	49,920	13.7%	49,081	41,574	18.1%	7,673	8,346	-8.1%
.....Incentive	54,705	45,338	20.7%	37,243	32,096	16.0%	17,463	13,242	31.9%
Other Business	190,567	190,011	0.3%	176,936	177,594	-0.4%	13,630	12,417	9.8%
Visit Friends/Relatives	507,890	511,945	-0.8%	459,591	465,764	-1.3%	48,299	46,180	4.6%
Government/Military	76,781	86,607	-11.3%	65,213	69,555	-6.2%	11,568	17,052	-32.2%
Attend School	11,582	12,041	-3.8%	8,961	8,520	5.2%	2,621	3,521	-25.6%
Sport Events	67,288	66,661	0.9%	41,579	36,057	15.3%	25,708	30,604	-16.0%

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

## ISLAND SUPPLEMENT

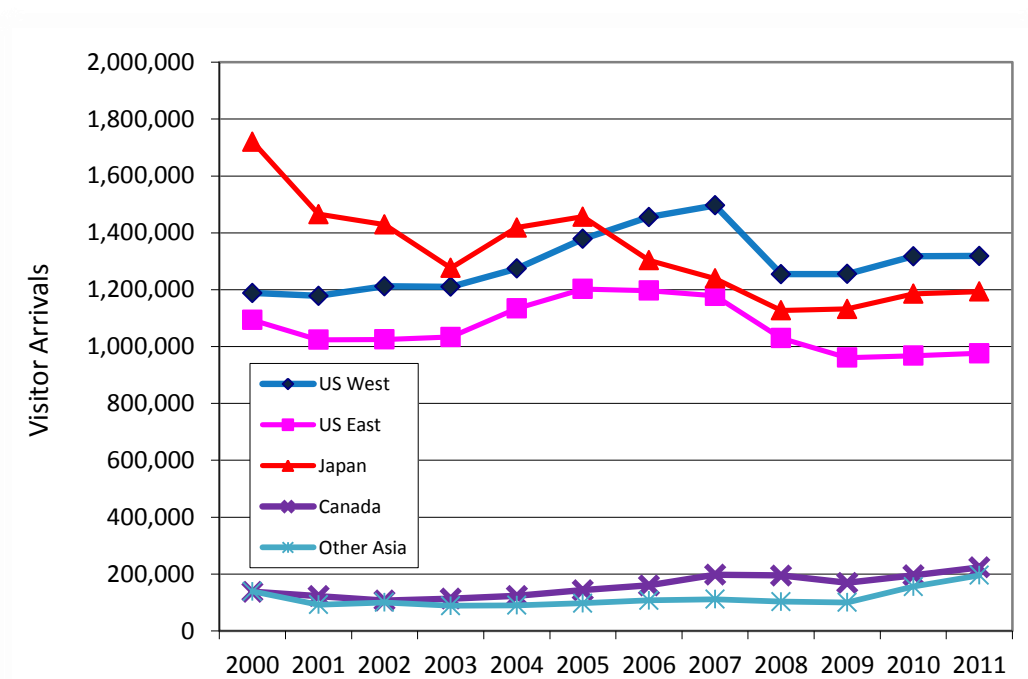
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## O‘AHU

A total of 4,401,624 visitors arrived by air to O‘ahu in 2011, up 3 percent from 2010 (Table 54).

- Of these visitors, 74.1 percent stayed exclusively on O‘ahu while the remainder also visited other islands.
- The average daily census showed that 88,979 visitors were on O‘ahu on any given day in 2011, an increase of 3.2 percent compared to 2010 (Table 6).

**Figure 18: O‘ahu Visitor Arrivals by Selected MMA  
2000 – 2011**



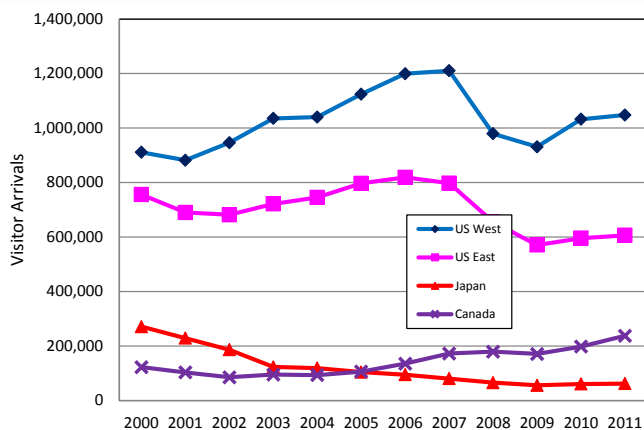
- There were 1,318,505 U.S. West visitors (30% of all O‘ahu visitors) on this island, compared to 1,193,378 visitors (27.1% of all O‘ahu visitors) from Japan (Table 65).
- U.S. East visitors comprised 22.2 percent, Canadians made up 5.1 percent, Oceania visitors accounted for 4.6 percent and Other Asia visitors were 4.4 of all visitors to O‘ahu in 2011.
- Arrivals to O‘ahu from all visitor markets were higher compared to 2010. Arrivals from Canada (+14.2%), Oceania (+31.6%), Other Asia (+25.5%) and Latin America (+12.3%) increased by double digits. There were significantly more visitors from China (+31%), Korea (+39.6%), France (+32.3%), Switzerland (+25%), Australia (+33.5%), New Zealand (+16.1%) and Mexico (+20.5%) to this island than in 2010 (Table 66).
- Domestic arrivals to O‘ahu from Anchorage (+13.5%), Orlando (+17.1%) and Provo (+13.1%) increased considerably while domestic arrivals from Bellingham nearly doubled compared to 2010 (Table 49 and Table 50).

## MAUI

Arrivals by air to Maui rose 4.2 percent to 2,168,487 visitors in 2011 (Table 56).

- Two out of three visitors (63.3%) spent all their time on Maui while the rest visited other islands.
- The average daily census on Maui rose 4.3 percent from 2011 to 48,055 visitors on any given day (Table 6).
- Similar to the previous year, repeat visitors comprised 67.4 percent of the total visitors to Maui in 2011 while 32.6 percent were first-time visitors.
- Seven out of ten (68.9%) Maui visitors made their own travel arrangements same as 2010.
- Arrivals to Maui from all visitor markets increased compared to 2010.
- The largest share of visitors to Maui continued to be from U.S. West (48.3%) followed by U.S. East (28%) (Table 65).
- Maui experienced more domestic visitor arrivals from San Diego (+11.9%) and Las Vegas (+8.7%) compared to 2010 (Table 49 and Table 50).
- Direct air services from Canada to Maui boosted the share of Canadian visitors to 11 percent, the highest in the last 11 years (Table 65).
- The largest growth in visitors to Maui were from Other Asia (+47.6%) and Oceania (+40%). Significantly more visitors from Korea (+52.8%), China (+58.1%), Switzerland (+28.3%), France (+23.4%) and Australia (+39.4%) went to Maui in 2011, compared to 2010 (Table 66).
- Over half (55%) of all Maui visitors stayed in hotels while in Hawai'i, 30.4 percent stayed in condominiums, 12.6 percent stayed in timeshare properties and 6.1 percent stayed with friends or relatives. Usage of rental homes (+17.6%), bed and breakfast properties (+14.1%), hotels (+5.3%), and condominium properties (+6.9%) by Maui visitors increased compared to 2010, but usage of timeshare properties (-2.3%) declined (Table 56).
- The majority (82.7%) of Maui visitors came to Hawai'i for vacation: 7.1 percent came to honeymoon; 5.6 percent came for meetings, conventions and incentives and 5.6 percent came to visit friends or relatives.

**Figure 19: Maui Visitor Arrivals by Selected MMA 2000 – 2011**



## **MOLOKA‘I<sup>6</sup>**

A total of 55,250 visitors flew to Moloka‘i in 2011, up 11.1 percent compared to the previous year (Table 57).

- Most of those who went to Moloka‘i also visited other islands while only 12.7 percent stayed exclusively on Moloka‘i.
- The average daily census rose from 663 visitors to 704 visitors per day on this island in 2011 (Table 6).
- The largest visitor markets to Moloka‘i in 2011 continued to be from U.S. West (39.8%) and U.S. East (30.8%) (Table 65).
- Repeat visitors comprised 65.9 percent while 34.1 percent were first-timers to the state.
- Seven out of ten visitors to Moloka‘i were independent travelers while the remainder purchased group tours (8.1%) or package trips (27.6%).
- Half (55.6%) stayed in hotels, 24.8 percent stayed in condominiums, 14.3 percent stayed with friends or relatives, 10.3 percent stayed in rental homes and 7.8 percent stayed in timeshare properties while in Hawai‘i.
- Three out of four (77.9%) Moloka‘i visitors came to vacation while 13 percent visited friends or relatives.

## **LĀNA‘I<sup>7</sup>**

Arrivals by air to Lāna‘i increased 10 percent to 75,004 visitors in 2011 (Table 58).

- Only 15.7 percent of these visitors spent their whole time on Lāna‘i while the majority visited other islands.
- The average daily census showed 723 visitors on Lāna‘i on any given day in 2011, up from 676 visitors in 2010 ((Table 6).
- Four out of ten visitors (40.7%) to Lāna‘i were from U.S. West, 36 percent were from U.S. East and 6.4 percent were from Canada (Table 65).
- More repeat visitors (68.1%) than first-timers (31.9%) went to Lāna‘i. There were also more independent travelers to Lāna‘i (70.1%) than those who purchased group tours (8.4%) or package trips (27.7%).
- The majority (70.2%) of the Lāna‘i visitors stayed in hotels while in Hawai‘i, 17.1 percent stayed in condominiums and 9.1 percent stayed with friends or relatives.
- Three-quarters (76.5%) of the Lāna‘i visitors in 2011 came to the state for a vacation; 10.7 percent came for meetings, conventions and incentives and 7.9 percent to visit friends or relatives.

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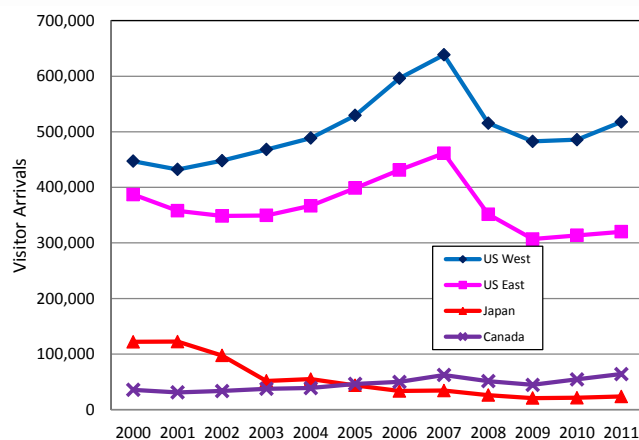
<sup>6</sup> Small sample size for Lāna‘i and Moloka‘i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

## KAUA'I

A Total of 1,011,500 visitors flew to Kaua'i in 2011, up 5.9 percent from 2010 (Table 59).

- Over half (52.9%) of these visitors stayed exclusively on Kaua'i.
- The average daily census increased 6.5 percent from 2010 to 20,814 visitors daily. ( Table 6)
- The largest share of Kaua'i's visitors continued to be from U.S. West (51.2%), followed by U.S. East (31.7%), Canada (6.3%) and Japan (2.3%) (Table 65).
- Domestic arrivals to Kaua'i from San Francisco (+21.7%), Anchorage (+17%), Salt Lake City (+8.8%) and Denver (+7.7%) noticeably increased compared to 2010 (Table 49 and Table 50).
- Considerably more Korean (+77.2%) and Australian (+40.7%) visitors went to Kaua'i than in 2010 (Table 66).
- Repeat visitors accounted for 69.4 percent while 30.6 percent were first-timers in 2011.
- Three out of four (74%) Kaua'i visitors were independent travelers, similar to 2010.
- Half (50.5%) of those who visited Kaua'i stayed in hotels while in Hawai'i while 22.7 percent stayed in condominium properties and 21.3 percent stayed in timeshare properties.
- More Kaua'i visitors stayed in hotels (+8.9%), condominium properties (+8.1%) and rental homes (+15.9%), but fewer stayed in timeshare properties (-1.2%) or with friends and relatives (-5.7%) compared to 2010.
- Most of the visitors were in the state for vacation (84%); 6.8 percent honeymooned, 6.6 percent visited friends or relatives; and 3.8 percent came for meetings, conventions and incentives.

Figure 20: Kaua'i Visitor Arrivals by Selected MMA 2000 - 2011



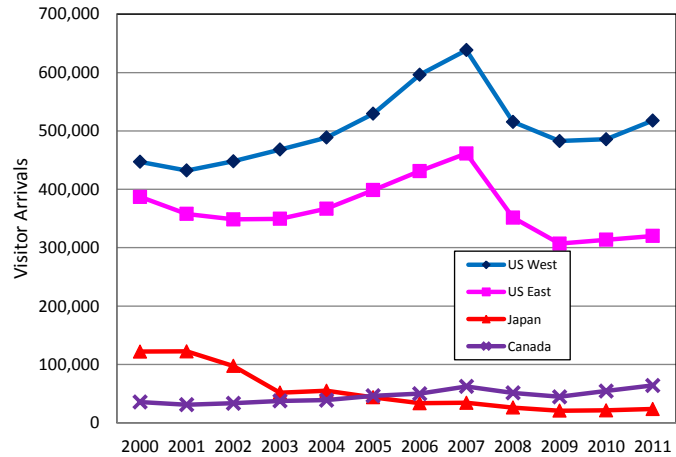
## HAWAI'I ISLAND

Arrivals by air to Hawai'i Island increased 2.9 percent to 1,318,310 visitors in 2011 (Table 60).

- Close to half (47.7%) of these visitors spent their entire time on Hawai'i Island.
- The average daily census showed a 7.2 percent growth from 2010 to 26,550 visitors per day ( Table 6)
- U.S. West continued to have the most visitors to Hawai'i Island in 2011 (41.6%), followed by U.S. East (27.8%), Japan (12.5%) and Canada (6.7%) (Table 65).
- Domestic arrivals to Hawai'i Island from Portland (+14.1%) and Anchorage (+12.4%) noticeably increased compared to 2010 (Table 49 and Table 50).

- In 2011, the number of visitors from Korea (+28.5%), France (+53.5%) and Brazil (+25.3%) who went to Hawai'i Island jumped by double-digits compared to the previous year. (Table 66)
- Two out of three were repeat visitors while 34.3 percent were first-time visitors.
- The majority of Hawai'i Island visitors traveled independently (67.3%) instead of purchasing group tours (8.2%) or package trips (31.1%).
- Three out of five (60.9%) visitors to Hawai'i Island stayed in hotels while in the state, 18.8 percent stayed in condominiums, 11.3 percent stayed in timeshare properties, 10.2 percent stayed with friends or relatives, and 7.9 percent stayed in rental homes. More visitors stayed in rental homes (+17.9%), condominiums (+6.3%) and timeshare (+5.3%) properties while fewer stayed with friends or relatives (-2.2%) compared to 2010.
- The majority (79.6%) of the Hawai'i Island visitors came to the state for vacation, 8.8 percent came to visit friends or relatives; 6.1 percent for meetings, conventions and incentives and 5.9 percent to honeymoon.

**Figure 21: Hawai'i Island Visitor Arrivals by Selected MMA 2000 - 2011**



### HAWAI'I ISLAND (HILO SIDE)

A total of 485,137 air visitors went to Hilo in 2011, an increase of 2.5 percent from 2010 (Table 61).

- The average daily census showed 5,196 visitors present, 5.7 percent higher compared to 2010 (Table 6).
- U.S. West (31.9%) had the largest share of the visitors to Hilo followed by U.S. East (31.5%), Japan (14.4%) and Canada (6.8%) (Table 65).
- Over half (55.5) were repeat visitors to the state and 61.6 percent traveled independently. Group tours accounted for 11.5 percent of Hilo visitors while package visitors were 36.5 percent.
- Two out of three visitors to Hilo stayed in hotels, 19.2 percent stayed on cruise ships, 12.6 percent stayed in condominium properties, 12.5 percent stayed with friends or relatives, 8.7 percent stayed in rental homes and 6.2 percent stayed in timeshare properties while in the state.

### HAWAI'I ISLAND (KONA SIDE)

Arrivals by air to Kona rose 3.8 percent to 1,106,462 visitors in 2011 (Table 62).

- The average daily census rose 7.5 percent from 2010 to 21,354 visitors (Table 6).

## *Island Supplement*

- The largest share of visitors to Kona continued to be from U.S. West (43.9%), 28 percent was from U.S. East, 10.2 percent was from Japan and 7.1 percent was from Canada (Table 65).
- Repeat visitors accounted for 67.3 percent of the Kona visitors in 2011.
- There were also more visitors who traveled independently (68.7%) than those who purchased group tours (7.3%) or package trips (29.6%).
- Six out of ten visitors to Kona stayed in hotels, 20.5 percent stayed in condominiums, 12.6 percent stayed in timeshares, 9.1 percent stayed with friends or relatives and 8.5 percent stayed on cruise ships while in the state.

### **SEASONALITY BY ISLAND**

The average daily census statewide increased 4.4 percent from 2010 to 185,824 visitors in 2011. All islands showed growth in average daily census compared to 2010: O‘ahu (+3.2%), Maui (+4.3%), Hawai‘i Island (+7.2%), Kaua‘i (+6.5%), Lāna‘i (+6.8%) and Moloka‘i (+6.1%). In 2011, the busiest month statewide was December with 222,622 visitors per day. However peak months varied by island (Table 48).

O‘ahu – In 2011, December was the busiest month on O‘ahu with 108,268 visitors daily, followed by August (97,693 visitors daily) and July (97,520 visitors daily).

Maui – The winter months were most popular on Maui in 2011: December (56,345 visitors daily), February (54,879 visitors daily) and January (53,906 visitors daily).

Hawai‘i Island – January (34,729 visitors daily) was the busiest month on Hawai‘i Island in 2011, followed by December (33,146 visitors daily) and February (31,387 visitors daily).

Kaua‘i – The busiest month for arrivals to Kaua‘i in 2011, was July (24,682 visitors daily), followed by June (23,190 visitors daily) and December (23,162 visitor daily).

Lāna‘i – In 2011, March had the heaviest traffic on Lāna‘i with 872 visitors daily followed by February (852 visitors daily) and December (809 visitors daily).

Moloka‘i – In 2011, January was the peak month on Moloka‘i with 1,066 visitors daily, followed by February (840 visitors daily) and December (893 visitors daily).



*Island Supplement*

**Table 47: Visitor Arrivals by Island and Month (Arrivals by Air)  
2011 vs. 2010**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	586,671	523,635	12.0%	400,657	354,200	13.1%	186,014	169,435	9.8%
FEB	579,030	517,645	11.9%	397,384	352,402	12.8%	181,646	165,243	9.9%
MAR	615,745	597,127	3.1%	443,298	412,250	7.5%	172,447	184,877	-6.7%
APR	567,693	541,729	4.8%	425,044	395,011	7.6%	142,649	146,718	-2.8%
MAY	549,005	547,343	0.3%	411,758	400,600	2.8%	137,247	146,743	-6.5%
JUN	607,507	607,820	-0.1%	460,883	465,782	-1.1%	146,624	142,038	3.2%
JUL	667,890	680,928	-1.9%	500,313	515,581	-3.0%	167,577	165,347	1.3%
AUG	651,756	647,551	0.6%	458,572	472,167	-2.9%	193,184	175,384	10.1%
SEPT	553,187	528,469	4.7%	376,827	363,567	3.6%	176,360	164,902	6.9%
OCT	568,211	564,453	0.7%	399,660	406,810	-1.8%	168,551	157,643	6.9%
NOV	557,587	536,286	4.0%	389,667	380,416	2.4%	167,920	155,870	7.7%
DEC	670,116	623,908	7.4%	463,229	438,566	5.6%	206,887	185,342	11.6%
<b>TOTAL</b>	<b>7,174,397</b>	<b>6,916,894</b>	<b>3.7%</b>	<b>5,127,291</b>	<b>4,957,352</b>	<b>3.4%</b>	<b>2,047,106</b>	<b>1,959,542</b>	<b>4.5%</b>
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	358,571	318,332	12.6%	200,549	179,013	12.0%	158,023	139,319	13.4%
FEB	347,490	311,715	11.5%	196,754	172,291	14.2%	150,736	139,424	8.1%
MAR	357,242	357,945	-0.2%	218,014	200,932	8.5%	139,229	157,013	-11.3%
APR	328,134	325,934	0.7%	209,168	200,084	4.5%	118,966	125,850	-5.5%
MAY	344,955	343,218	0.5%	216,746	208,041	4.2%	128,209	135,177	-5.2%
JUN	372,620	375,146	-0.7%	235,349	241,994	-2.7%	137,271	133,151	3.1%
JUL	407,450	422,471	-3.6%	253,101	270,587	-6.5%	154,349	151,885	1.6%
AUG	410,956	406,154	1.2%	235,690	244,634	-3.7%	175,266	161,520	8.5%
SEPT	358,583	345,324	3.8%	195,175	191,729	1.8%	163,407	153,595	6.4%
OCT	358,394	348,922	2.7%	201,962	203,438	-0.7%	156,433	145,484	7.5%
NOV	343,278	328,822	4.4%	191,199	191,720	-0.3%	152,079	137,103	10.9%
DEC	413,950	389,675	6.2%	238,308	227,903	4.6%	175,642	161,772	8.6%
<b>TOTAL</b>	<b>4,401,624</b>	<b>4,273,658</b>	<b>3.0%</b>	<b>2,592,014</b>	<b>2,532,365</b>	<b>2.4%</b>	<b>1,809,609</b>	<b>1,741,292</b>	<b>3.9%</b>
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	75,582	71,049	6.4%	67,428	64,208	5.0%	8,154	6,840	19.2%
FEB	76,819	69,781	10.1%	67,464	61,730	9.3%	9,355	8,051	16.2%
MAR	82,261	79,858	3.0%	74,052	71,281	3.9%	8,209	8,577	-4.3%
APR	83,750	76,508	9.5%	75,071	68,316	9.9%	8,679	8,193	5.9%
MAY	82,092	77,700	5.7%	73,660	71,867	2.5%	8,432	5,832	44.6%
JUN	92,505	89,801	3.0%	85,931	84,959	1.1%	6,573	4,842	35.8%
JUL	102,444	100,834	1.6%	94,625	94,243	0.4%	7,819	6,591	18.6%
AUG	89,228	86,466	3.2%	82,225	80,217	2.5%	7,003	6,249	12.1%
SEPT	81,386	73,646	10.5%	73,101	67,143	8.9%	8,286	6,503	27.4%
OCT	81,646	79,332	2.9%	74,955	72,938	2.8%	6,691	6,394	4.6%
NOV	72,880	69,179	5.3%	66,355	62,075	6.9%	6,524	7,105	-8.2%
DEC	90,907	80,958	12.3%	79,555	71,768	10.9%	11,352	9,190	23.5%
<b>TOTAL</b>	<b>1,011,500</b>	<b>955,112</b>	<b>5.9%</b>	<b>914,423</b>	<b>870,746</b>	<b>5.0%</b>	<b>97,077</b>	<b>84,366</b>	<b>15.1%</b>

Note: Sums may not add up to total due to rounding.

R = 2010 total and domestic statistics were revised.

Source: Hawaii Tourism Authority

*Island Supplement*

**Table 47: Visitor Arrivals by Island and Month (Arrivals by Air) continued  
2011 vs. 2010.**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	179,820	162,436	10.7%	145,739	130,643	11.6%	34,081	31,793	7.2%
FEB	181,503	166,301	9.1%	147,514	134,821	9.4%	33,989	31,480	8.0%
MAR	206,958	185,186	11.8%	166,818	152,594	9.3%	40,140	32,592	23.2%
APR	182,351	165,937	9.9%	151,656	140,758	7.7%	30,695	25,180	21.9%
MAY	165,243	164,605	0.4%	144,948	142,421	1.8%	20,295	22,184	-8.5%
JUN	192,908	186,671	3.3%	172,815	171,694	0.7%	20,093	14,977	34.2%
JUL	212,519	214,115	-0.7%	189,463	194,090	-2.4%	23,056	20,025	15.1%
AUG	188,300	191,860	-1.9%	164,010	172,775	-5.1%	24,291	19,086	27.3%
SEPT	160,814	155,361	3.5%	136,850	136,725	0.1%	23,964	18,636	28.6%
OCT	171,849	174,855	-1.7%	147,993	154,105	-4.0%	23,857	20,749	15.0%
NOV	169,823	165,359	2.7%	142,221	139,230	2.1%	27,602	26,128	5.6%
DEC	199,324	189,949	4.9%	158,960	158,207	0.5%	40,364	31,742	27.2%
<b>TOTAL</b>	<b>2,211,413</b>	<b>2,122,634</b>	<b>4.2%</b>	<b>1,868,986</b>	<b>1,828,063</b>	<b>2.2%</b>	<b>342,427</b>	<b>294,572</b>	<b>16.2%</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	174,924	158,963	10.0%	141,980	127,283	11.5%	32,944	31,679	4.0%
FEB	177,431	162,636	9.1%	143,787	131,755	9.1%	33,644	30,881	8.9%
MAR	202,791	181,337	11.8%	163,018	149,440	9.1%	39,773	31,897	24.7%
APR	179,270	162,651	10.2%	148,886	137,613	8.2%	30,384	25,038	21.4%
MAY	162,062	161,441	0.4%	142,224	139,699	1.8%	19,838	21,742	-8.8%
JUN	189,731	183,370	3.5%	169,857	168,627	0.7%	19,874	14,743	34.8%
JUL	208,854	210,504	-0.8%	186,095	190,675	-2.4%	22,758	19,829	14.8%
AUG	185,352	188,402	-1.6%	161,301	169,768	-5.0%	24,051	18,634	29.1%
SEPT	157,947	152,156	3.8%	134,328	134,029	0.2%	23,619	18,128	30.3%
OCT	168,043	171,275	-1.9%	145,261	150,880	-3.7%	22,782	20,395	11.7%
NOV	166,567	162,152	2.7%	139,055	136,284	2.0%	27,511	25,869	6.4%
DEC	195,515	185,515	5.4%	155,295	154,534	0.5%	40,220	30,981	29.8%
<b>TOTAL</b>	<b>2,168,487</b>	<b>2,080,403</b>	<b>4.2%</b>	<b>1,831,088</b>	<b>1,790,588</b>	<b>2.3%</b>	<b>337,399</b>	<b>289,815</b>	<b>16.4%</b>
MOLO- KA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	4,750	4,349	9.2%	4,157	3,834	8.4%	593	515	15.2%
FEB	4,489	4,239	5.9%	3,724	3,558	4.7%	765	681	12.3%
MAR	7,784	4,198	85.4%	6,754	3,416	97.7%	1,030	782	31.7%
APR	3,962	3,558	11.4%	2,938	3,023	-2.8%	1,025	536	91.4%
MAY	3,611	3,745	-3.6%	3,017	2,921	3.3%	594	824	-27.9%
JUN	4,533	3,956	14.6%	3,575	3,541	0.9%	958	415	130.8%
JUL	4,494	4,792	-6.2%	3,652	4,270	-14.5%	841	522	61.2%
AUG	3,837	3,861	-0.6%	3,094	3,318	-6.8%	744	543	37.0%
SEPT	3,625	4,244	-14.6%	2,872	2,811	2.2%	752	1,433	-47.5%
OCT	4,311	4,417	-2.4%	3,206	3,447	-7.0%	1,105	970	13.9%
NOV	3,918	3,642	7.6%	3,078	3,126	-1.5%	840	516	62.6%
DEC	5,936	4,707	26.1%	3,799	3,790	0.2%	2,137	917	133.0%
<b>TOTAL</b>	<b>55,250</b>	<b>49,709</b>	<b>11.1%</b>	<b>43,865</b>	<b>41,055</b>	<b>6.8%</b>	<b>11,385</b>	<b>8,653</b>	<b>31.6%</b>
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	5,783	4,926	17.4%	4,879	4,581	6.5%	904	345	162.0%
FEB	6,104	5,742	6.3%	5,271	4,468	18.0%	833	1,274	-34.6%
MAR	9,667	5,729	68.7%	8,525	4,523	88.5%	1,141	1,206	-5.3%
APR	6,382	5,476	16.5%	5,055	4,716	7.2%	1,327	761	74.4%
MAY	6,037	5,873	2.8%	4,493	4,388	2.4%	1,544	1,486	3.9%
JUN	5,736	5,637	1.8%	5,126	5,132	-0.1%	610	505	20.9%
JUL	6,523	6,233	4.7%	5,504	5,591	-1.6%	1,019	642	58.7%
AUG	5,680	5,923	-4.1%	4,553	5,148	-11.6%	1,127	775	45.4%
SEPT	5,609	5,664	-1.0%	4,446	4,445	0.0%	1,162	1,219	-4.6%
OCT	5,608	5,340	5.0%	4,677	4,650	0.6%	930	690	34.9%
NOV	5,025	4,739	6.0%	4,429	4,107	7.9%	596	632	-5.7%
DEC	6,850	6,922	-1.0%	4,889	5,282	-7.5%	1,962	1,640	19.6%
<b>TOTAL</b>	<b>75,004</b>	<b>68,205</b>	<b>10.0%</b>	<b>61,848</b>	<b>57,031</b>	<b>8.4%</b>	<b>13,156</b>	<b>11,174</b>	<b>17.7%</b>

Note: Sums may not add up to total due to rounding.  
R = 2010 total and domestic statistics were revised.  
Source: Hawa'i Tourism Authority

*Island Supplement*

**Table 47: Visitor Arrivals by Island and Month (Arrivals by Air) continued  
2011 vs. 2010.**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	115,037	105,203	9.3%	88,416	77,280	14.4%	26,621	27,922	-4.7%
FEB	116,586	102,227	14.0%	87,409	75,269	16.1%	29,177	26,958	8.2%
MAR	118,908	107,398	10.7%	93,006	81,489	14.1%	25,902	25,909	0.0%
APR	104,551	103,511	1.0%	84,377	81,031	4.1%	20,173	22,480	-10.3%
MAY	96,718	95,241	1.6%	74,779	74,546	0.3%	21,939	20,695	6.0%
JUN	109,699	113,319	-3.2%	89,183	90,231	-1.2%	20,516	23,089	-11.1%
JUL	124,427	127,505	-2.4%	99,889	101,947	-2.0%	24,537	25,558	-4.0%
AUG	113,767	116,669	-2.5%	86,157	88,530	-2.7%	27,610	28,139	-1.9%
SEPT	99,007	92,393	7.2%	70,566	65,526	7.7%	28,441	26,866	5.9%
OCT	98,886	105,329	-6.1%	77,498	79,756	-2.8%	21,388	25,573	-16.4%
NOV	96,967	98,028	-1.1%	75,050	73,613	2.0%	21,917	24,416	-10.2%
DEC	123,758	114,408	8.2%	95,687	87,241	9.7%	28,071	27,168	3.3%
<b>TOTAL</b>	<b>1,318,310</b>	<b>1,281,232</b>	<b>2.9%</b>	<b>1,022,016</b>	<b>976,459</b>	<b>4.7%</b>	<b>296,294</b>	<b>304,773</b>	<b>-2.8%</b>
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	40,415	40,580	-0.4%	27,706	27,091	2.3%	12,710	13,489	-5.8%
FEB	41,193	37,718	9.2%	28,010	25,383	10.4%	13,183	12,335	6.9%
MAR	43,953	38,907	13.0%	31,666	27,353	15.8%	12,287	11,554	6.3%
APR	37,652	38,636	-2.5%	28,219	28,186	0.1%	9,433	10,450	-9.7%
MAY	38,216	36,850	3.7%	25,789	27,272	-5.4%	12,428	9,579	29.7%
JUN	43,614	43,045	1.3%	32,374	32,289	0.3%	11,240	10,756	4.5%
JUL	45,640	47,022	-2.9%	33,938	36,894	-8.0%	11,702	10,128	15.5%
AUG	40,388	40,479	-0.2%	29,528	30,184	-2.2%	10,860	10,295	5.5%
SEPT	37,837	36,790	2.8%	25,208	25,457	-1.0%	12,630	11,333	11.4%
OCT	36,064	37,748	-4.5%	26,180	25,608	2.2%	9,884	12,140	-18.6%
NOV	35,260	33,263	6.0%	24,835	23,931	3.8%	10,424	9,331	11.7%
DEC	44,905	42,101	6.7%	31,920	30,128	5.9%	12,984	11,973	8.4%
<b>TOTAL</b>	<b>485,137</b>	<b>473,141</b>	<b>2.5%</b>	<b>345,372</b>	<b>339,776</b>	<b>1.6%</b>	<b>139,765</b>	<b>133,364</b>	<b>4.8%</b>
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
JAN	96,680	86,545	11.7%	77,673	66,592	16.6%	19,007	19,952	-4.7%
FEB	98,345	84,153	16.9%	76,370	65,109	17.3%	21,975	19,044	15.4%
MAR	100,729	89,288	12.8%	81,529	70,348	15.9%	19,200	18,940	1.4%
APR	90,400	87,686	3.1%	74,255	70,669	5.1%	16,145	17,018	-5.1%
MAY	79,118	78,527	0.8%	64,474	63,683	1.2%	14,645	14,844	-1.3%
JUN	91,188	92,891	-1.8%	76,263	77,225	-1.2%	14,925	15,665	-4.7%
JUL	104,441	106,415	-1.9%	86,352	87,437	-1.2%	18,089	18,979	-4.7%
AUG	94,423	98,152	-3.8%	74,144	76,272	-2.8%	20,279	21,879	-7.3%
SEPT	83,032	75,817	9.5%	61,413	56,027	9.6%	21,619	19,790	9.2%
OCT	82,602	87,815	-5.9%	67,192	69,613	-3.5%	15,410	18,203	-15.3%
NOV	81,318	82,727	-1.7%	65,249	64,232	1.6%	16,069	18,495	-13.1%
DEC	104,187	95,457	9.1%	82,550	75,065	10.0%	21,637	20,393	6.1%
<b>TOTAL</b>	<b>1,106,462</b>	<b>1,065,472</b>	<b>3.8%</b>	<b>887,463</b>	<b>842,271</b>	<b>5.4%</b>	<b>218,999</b>	<b>223,201</b>	<b>-1.9%</b>

Note: Sums may not add up to total due to rounding.

R = 2010 total and domestic statistics were revised.

Source: Hawaii Tourism Authority

*Island Supplement*

**Table 48: Average Daily Census by Island and Month (Arrivals by Air)  
2011**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	93,783	89,717	83,681	78,380	79,729	94,015	97,520	97,693	82,943	80,071	81,402	108,268	88,979
Maui County	55,751	56,571	54,600	47,494	39,739	50,121	54,299	46,027	39,414	44,822	47,135	58,046	49,481
....Maui	53,906	54,879	52,906	46,293	38,570	48,782	52,918	44,903	38,332	43,336	45,730	56,345	48,055
....Moloka'i	1,066	840	823	506	518	646	618	495	487	838	715	893	704
....Lāna'i	779	852	872	695	651	693	763	629	595	649	691	809	723
Kaua'i	21,642	21,658	19,500	20,111	18,664	23,190	24,682	21,372	18,778	18,897	18,094	23,162	20,814
Hawai'i Island	34,729	31,387	27,704	24,896	20,259	25,823	27,544	24,682	22,517	22,340	23,742	33,146	26,550
....Hilo	7,251	5,662	5,159	4,352	4,366	5,701	5,390	5,008	4,444	4,324	4,506	6,172	5,196
...Kona	27,478	25,725	22,545	20,544	15,893	20,122	22,154	19,674	18,072	18,016	19,236	26,974	21,354
<b>TOTAL DOM and INT'L</b>	<b>205,905</b>	<b>199,333</b>	<b>185,486</b>	<b>170,880</b>	<b>158,391</b>	<b>193,148</b>	<b>204,045</b>	<b>189,774</b>	<b>163,651</b>	<b>166,131</b>	<b>170,374</b>	<b>222,622</b>	<b>185,824</b>
<b>DOMESTIC</b>													
O'ahu	61,201	55,199	53,146	51,321	54,365	65,277	65,611	60,892	50,485	49,378	50,753	66,904	57,088
Maui County	45,544	45,866	43,970	39,444	36,473	46,618	49,300	41,248	35,316	39,700	40,475	46,774	42,556
....Maui	43,933	44,293	42,420	38,358	35,463	45,343	48,041	40,242	34,344	38,460	39,165	45,261	41,274
....Moloka'i	930	789	733	446	489	605	561	437	458	642	653	791	628
....Lāna'i	681	784	817	640	522	670	698	570	513	597	657	722	655
Kaua'i	19,793	19,510	17,886	18,613	17,849	22,461	23,776	20,126	17,704	18,206	17,009	21,369	19,532
Hawai'i Island	29,144	25,853	23,259	21,259	17,839	23,191	24,362	21,145	18,657	19,903	21,341	28,324	22,851
....Hilo	5,477	4,484	3,940	3,653	3,516	5,114	4,639	4,414	3,452	3,669	3,959	5,426	4,314
...Kona	23,667	21,368	19,320	17,606	14,323	18,077	19,723	16,730	15,205	16,233	17,382	22,898	18,537
<b>TOTAL DOMESTIC</b>	<b>155,681</b>	<b>146,428</b>	<b>138,262</b>	<b>130,638</b>	<b>126,526</b>	<b>157,547</b>	<b>163,050</b>	<b>143,411</b>	<b>122,161</b>	<b>127,186</b>	<b>129,577</b>	<b>163,371</b>	<b>142,027</b>
<b>INTERNATIONAL</b>													
O'ahu	32,582	34,518	30,535	27,060	25,364	28,738	31,909	36,801	32,458	30,693	30,649	41,363	31,891
Maui County	10,207	10,704	10,630	8,049	3,266	3,503	4,998	4,779	4,098	5,123	6,661	11,273	6,925
....Maui	9,973	10,586	10,486	7,935	3,107	3,439	4,877	4,661	3,988	4,876	6,565	11,084	6,781
....Moloka'i	137	51	89	59	29	41	57	58	29	195	62	102	76
....Lāna'i	98	67	55	55	130	23	64	59	82	52	34	87	67
Kaua'i	1,849	2,148	1,614	1,497	816	728	905	1,246	1,074	691	1,085	1,793	1,282
Hawai'i Island	5,585	5,534	4,444	3,637	2,420	2,632	3,183	3,538	3,860	2,438	2,401	4,821	3,699
....Hilo	1,774	1,177	1,220	698	850	587	751	594	992	655	547	745	882
...Kona	3,811	4,356	3,225	2,938	1,570	2,045	2,432	2,943	2,867	1,783	1,854	4,076	2,817
<b>TOTAL INT'L</b>	<b>50,224</b>	<b>52,905</b>	<b>47,224</b>	<b>40,243</b>	<b>31,865</b>	<b>35,601</b>	<b>40,996</b>	<b>46,363</b>	<b>41,490</b>	<b>38,944</b>	<b>40,797</b>	<b>59,251</b>	<b>43,797</b>

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

*Island Supplement*

**Table 49: Domestic U.S. Visitor Arrivals by Island and Top MSA (Arrivals by Air)  
2011**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Albuquerque	14,697	6,935	5,028	4,919	202	218	3,380	2,858	1,169	2,426
Anchorage	41,943	24,314	12,352	11,922	524	323	5,089	8,127	2,069	7,209
Atlanta	37,275	23,238	12,656	12,365	311	595	6,684	8,479	3,395	7,109
Austin	24,755	12,125	9,220	8,969	324	436	5,158	5,801	2,114	4,969
Bakersfield	11,777	5,629	3,918	3,861	80	109	1,847	2,184	570	1,954
Bellingham	15,655	7,884	4,942	4,874	114	106	2,678	2,654	791	2,373
Boise	17,346	6,414	6,816	6,689	129	215	3,466	3,411	972	3,051
Boston	54,951	31,619	21,655	21,163	552	974	11,937	12,839	5,164	10,799
Charlotte	10,341	6,082	3,951	3,881	100	206	1,900	2,462	1,002	2,133
Chicago	109,729	55,049	47,773	46,782	886	2,130	21,684	22,274	7,803	19,211
Cincinnati	14,695	8,389	6,125	6,010	143	190	3,054	3,408	1,336	2,963
Cleveland	18,771	10,715	8,201	8,042	197	325	3,905	4,623	2,113	3,810
Colorado Springs	15,985	9,151	4,456	4,346	159	162	2,998	2,843	1,037	2,396
Columbus	12,291	6,797	5,098	4,992	145	210	2,476	3,002	1,237	2,550
Dallas	81,368	41,186	32,935	32,332	638	1,502	15,530	14,198	5,143	12,241
Denver	92,960	37,102	35,782	34,965	729	1,321	20,084	20,189	5,976	18,002
Detroit	34,871	18,929	15,499	15,287	360	528	7,673	8,213	3,296	7,183
Eugene	15,375	5,318	6,323	6,193	150	147	2,578	3,225	989	2,865
Fort Collins	8,256	3,304	2,994	2,994	118	78	2,013	2,090	779	1,817
Fresno	17,800	7,739	6,588	6,452	126	167	2,952	3,150	847	2,822
Hartford	11,112	7,011	4,160	4,069	118	167	2,211	2,523	1,084	2,104
Houston	60,284	34,292	23,255	22,756	572	1,130	11,048	12,393	5,327	10,188
Indianapolis	14,125	7,893	5,737	5,609	157	222	2,949	3,216	1,332	2,805
Jacksonville, FL	8,138	5,577	2,587	2,501	80	163	1,428	1,805	803	1,493
Kansas City	22,045	11,268	9,030	8,850	206	397	4,359	4,620	1,836	3,965
Las Vegas	61,430	36,815	18,966	18,448	540	745	8,039	8,964	3,083	7,527
Los Angeles	640,214	304,824	217,402	212,618	3,839	6,911	106,579	106,699	29,605	93,115
Miami	15,171	9,833	5,814	5,684	152	290	2,966	3,904	1,852	3,242
Milwaukee	14,370	7,733	6,198	6,058	214	234	2,919	3,512	1,345	3,020
Minneapolis	52,148	25,401	20,774	20,404	466	666	10,287	11,231	3,606	9,868
Modesto	11,535	4,439	4,636	4,569	82	144	1,936	1,979	571	1,768
Nashville	10,519	6,048	3,949	3,835	99	165	2,037	2,467	978	2,100
New York	142,550	85,851	59,763	58,409	1,169	2,822	31,089	34,112	12,996	28,981
Norfolk	15,878	12,641	3,365	3,246	143	197	2,064	2,679	1,230	2,148
Oklahoma City	11,173	6,060	4,378	4,306	131	147	2,045	2,118	893	1,794
Omaha	9,214	4,806	3,611	3,566	48	122	1,642	1,947	595	1,756
Orlando	13,780	9,310	4,786	4,664	145	215	2,463	3,008	1,340	2,460
Philadelphia	38,503	22,938	15,779	15,470	445	661	8,487	9,544	3,928	8,149
Phoenix	106,951	49,744	39,234	38,445	808	1,391	21,606	18,768	5,771	16,642
Pittsburgh	13,893	8,126	5,798	5,691	131	215	2,796	3,686	1,641	3,113
Portland	169,440	60,957	74,422	73,185	1,506	1,439	23,978	30,553	7,976	27,387
Provo	18,370	11,462	5,020	4,889	96	198	3,207	2,103	773	1,810
Raleigh	11,574	6,568	4,130	4,054	83	145	2,200	2,889	1,087	2,473
Reno	15,952	5,807	6,289	6,185	152	154	2,837	3,432	876	3,076
Sacramento	108,180	41,533	46,090	45,415	814	1,013	18,685	16,639	4,558	14,763
Saint Louis	24,356	13,665	9,820	9,624	258	416	4,829	5,218	2,000	4,545
Salinas	13,107	5,278	4,433	4,344	123	150	2,601	2,736	737	2,455
Salt Lake City	55,338	28,816	17,101	16,740	301	533	12,031	8,482	2,837	7,412
San Antonio	17,994	11,613	5,293	5,173	177	266	2,752	3,278	1,451	2,648
San Diego	155,775	71,837	56,751	55,592	1,114	1,678	27,464	23,743	6,732	20,847
San Francisco	564,165	228,327	196,935	192,998	3,210	5,628	100,395	110,272	27,855	98,995
San Luis/Obispo	12,094	4,158	4,215	4,107	86	148	2,892	2,531	779	2,235
Santa Barbara	17,471	6,633	6,103	5,921	158	227	3,918	3,500	925	3,118
Seattle	336,530	134,825	127,993	125,599	2,387	2,738	52,250	62,093	16,310	55,813
Spokane	19,733	7,329	7,933	7,805	183	185	3,280	3,894	982	3,604
Stockton	18,161	8,088	7,029	6,895	153	134	2,604	2,606	621	2,321
Tampa	14,145	9,173	5,068	4,944	147	264	2,746	3,450	1,566	2,902
Tucson	19,638	9,227	6,271	6,094	198	230	4,326	4,248	1,476	3,653
Tulsa	7,966	4,027	3,198	3,121	65	104	1,583	1,535	538	1,331
Washington	100,956	68,267	29,286	28,443	928	1,461	17,215	21,186	8,742	17,436

Source: Hawai'i Tourism Authority

*Island Supplement*

**Table 50: Domestic U.S. Visitor Arrival Growth by Island and Top MSA**  
**% change 2011 vs. 2010**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI'	HAWAI'I ISLAND	HILO	KONA
Albuquerque	1.5%	-0.4%	0.3%	-0.2%	56.9%	46.4%	6.2%	3.1%	14.2%	2.7%
Anchorage	12.5%	13.5%	6.1%	5.5%	21.2%	16.8%	17.0%	12.4%	10.0%	13.3%
Atlanta	0.5%	-1.6%	1.2%	1.0%	-7.2%	15.4%	6.5%	5.8%	0.0%	4.5%
Austin	8.5%	8.5%	2.5%	2.1%	73.0%	12.8%	7.3%	15.9%	3.0%	17.5%
Bakersfield	-2.8%	-5.1%	-10.2%	-10.0%	-11.9%	8.2%	-4.0%	9.1%	-23.9%	17.1%
Bellingham	34.2%	99.2%	2.8%	3.2%	47.5%	40.4%	25.3%	13.3%	13.3%	14.1%
Boise	11.7%	6.6%	15.1%	15.7%	27.1%	6.7%	10.2%	11.4%	16.7%	9.9%
Boston	5.0%	7.9%	3.5%	3.5%	17.1%	12.6%	-0.1%	2.3%	1.2%	2.5%
Charlotte	-8.5%	-16.5%	-1.5%	-1.4%	-7.4%	18.9%	-8.9%	-2.3%	-3.1%	-1.5%
Chicago	4.6%	8.0%	-0.6%	-0.9%	-4.2%	22.1%	5.7%	6.6%	7.9%	4.9%
Cincinnati	-2.5%	-3.5%	-2.9%	-3.1%	24.7%	-3.8%	-5.2%	-8.5%	-14.8%	-5.7%
Cleveland	1.0%	-2.3%	0.9%	0.9%	-0.4%	37.6%	7.3%	8.7%	13.2%	7.3%
Colorado Springs	0.0%	1.8%	-6.6%	-7.0%	29.9%	11.8%	-3.7%	-6.1%	-3.4%	-7.7%
Columbus	4.2%	2.0%	1.0%	1.4%	-3.6%	14.3%	1.8%	-0.8%	-3.7%	-1.8%
Dallas	2.5%	5.9%	0.9%	0.9%	-2.2%	12.4%	1.5%	-5.5%	-3.3%	-5.5%
Denver	6.1%	5.8%	3.7%	3.9%	-4.0%	11.4%	7.7%	7.9%	3.0%	7.8%
Detroit	2.9%	-1.1%	6.2%	6.5%	4.0%	13.0%	3.0%	7.3%	3.8%	9.6%
Eugene	3.1%	10.7%	-2.1%	-1.8%	3.5%	-26.3%	-3.4%	2.5%	2.0%	4.0%
Fort Collins	-1.6%	-1.4%	-0.4%	0.5%	15.6%	8.3%	2.3%	6.2%	19.6%	5.5%
Fresno	0.3%	0.8%	-3.0%	-3.4%	37.1%	6.2%	0.9%	-4.1%	-5.2%	-4.2%
Hartford	-0.6%	-2.3%	-3.4%	-3.6%	-8.6%	16.9%	-1.8%	-1.8%	-2.4%	0.0%
Houston	-1.5%	-5.7%	-3.2%	-3.4%	6.3%	19.1%	0.2%	4.3%	-2.3%	5.9%
Indianapolis	4.0%	6.4%	-1.5%	-1.8%	-1.5%	43.7%	-1.7%	12.1%	2.6%	17.1%
Jacksonville, FL	1.9%	-0.6%	4.0%	3.0%	3.0%	69.8%	5.0%	12.6%	5.7%	13.5%
Kansas City	4.6%	-1.0%	9.3%	9.2%	46.0%	32.1%	3.8%	9.7%	3.2%	10.7%
Las Vegas	5.7%	3.6%	9.2%	8.7%	22.6%	43.2%	3.7%	2.3%	-5.9%	4.7%
Los Angeles	-2.8%	-5.6%	-3.4%	-3.5%	3.3%	6.0%	1.3%	1.8%	6.8%	1.1%
Miami	0.3%	-1.9%	-0.9%	-0.5%	-2.6%	-14.0%	1.0%	10.2%	7.7%	10.2%
Milwaukee	8.8%	9.1%	14.2%	14.1%	20.6%	38.1%	-2.0%	8.8%	2.9%	11.8%
Minneapolis	2.5%	-8.2%	8.6%	8.9%	11.2%	3.3%	3.5%	3.7%	-4.5%	4.6%
Modesto	1.4%	-6.1%	2.8%	2.8%	-17.8%	42.9%	12.2%	0.6%	7.9%	-0.2%
Nashville	-0.7%	-0.2%	-3.5%	-4.7%	34.6%	30.9%	4.5%	1.2%	-1.5%	0.7%
New York	-0.5%	-1.3%	-3.5%	-3.5%	-11.5%	-2.2%	-2.1%	-1.5%	-5.9%	-1.3%
Norfolk	-3.8%	-5.5%	1.2%	1.1%	12.2%	5.4%	4.4%	7.5%	-2.7%	12.5%
Oklahoma City	1.0%	0.8%	3.2%	3.3%	56.3%	29.9%	5.2%	4.3%	11.3%	5.7%
Omaha	5.1%	6.1%	1.3%	2.0%	-26.9%	-24.5%	19.0%	2.0%	-9.9%	6.0%
Orlando	15.0%	17.1%	15.8%	15.3%	13.6%	1.0%	6.3%	11.4%	7.3%	7.5%
Philadelphia	0.6%	1.5%	-3.3%	-3.7%	-2.1%	2.1%	3.1%	4.9%	-5.6%	8.4%
Phoenix	-0.2%	1.3%	-1.4%	-1.5%	5.5%	10.0%	1.3%	-2.2%	-6.4%	-0.8%
Pittsburgh	-0.4%	-4.0%	-0.5%	-0.9%	16.9%	6.2%	-4.1%	-2.5%	-9.5%	-2.7%
Portland	4.5%	4.3%	-0.3%	-0.2%	5.6%	-9.0%	3.4%	14.1%	2.8%	17.0%
Provo	9.4%	13.1%	9.9%	9.3%	-1.9%	68.6%	1.0%	-6.9%	-5.3%	-9.0%
Raleigh	6.7%	4.0%	5.7%	6.2%	-32.5%	-12.4%	-7.4%	1.6%	-11.6%	2.9%
Reno	5.0%	1.8%	4.9%	5.0%	21.6%	5.6%	5.9%	4.2%	3.0%	3.9%
Sacramento	2.9%	0.9%	3.1%	3.0%	12.2%	16.0%	7.1%	-1.9%	-6.2%	-0.4%
Saint Louis	1.6%	2.7%	-1.7%	-1.7%	8.6%	-9.8%	-5.6%	5.9%	-2.9%	7.9%
Salinas	2.6%	-5.0%	1.4%	2.2%	17.3%	7.1%	19.3%	10.3%	10.3%	10.5%
Salt Lake City	2.5%	3.2%	-4.2%	-3.6%	-22.1%	-6.4%	8.8%	0.8%	5.2%	-0.2%
San Antonio	3.9%	1.8%	4.6%	5.1%	38.5%	12.0%	6.1%	5.0%	5.9%	5.8%
San Diego	4.0%	0.0%	11.3%	11.9%	7.3%	3.4%	2.1%	-0.1%	-3.8%	1.6%
San Francisco	3.5%	-3.0%	2.7%	2.9%	-2.6%	6.4%	21.7%	2.9%	0.0%	3.3%
San Luis/Obispo	3.5%	5.6%	-0.8%	-1.0%	-14.1%	4.5%	6.6%	-4.3%	-1.6%	-3.4%
Santa Barbara	-0.6%	-1.3%	2.8%	2.3%	36.9%	8.0%	-4.3%	0.1%	12.1%	-0.6%
Seattle	4.4%	4.4%	3.5%	3.3%	13.3%	9.3%	3.3%	5.5%	3.2%	6.4%
Spokane	3.8%	5.1%	0.7%	0.8%	21.4%	25.6%	-4.2%	9.9%	2.7%	12.3%
Stockton	0.5%	-1.2%	1.3%	1.1%	9.3%	-4.4%	-0.5%	-7.3%	-25.3%	-5.2%
Tampa	-2.0%	-3.8%	-0.4%	-0.6%	-5.5%	8.2%	0.8%	0.7%	1.7%	0.2%
Tucson	2.5%	1.1%	2.4%	2.1%	73.2%	-6.9%	4.3%	6.9%	0.1%	8.0%
Tulsa	-0.5%	-4.2%	0.9%	0.3%	-13.2%	7.4%	2.3%	-2.0%	-21.5%	-1.5%
Washington	2.7%	2.0%	0.2%	-0.4%	22.4%	16.8%	3.0%	7.8%	4.3%	8.2%

R = 2010 total and domestic statistics were revised.

Source: Hawa'i'i Tourism Authority

*Island Supplement*

**Table 51: Domestic U.S. Visitor Arrivals by Island and State of Residence  
2011**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	18,825	12,742	5,834	5,695	176	357	3,632	3,959	1,878	3,304
Alaska	79,218	44,039	23,551	22,658	1,265	658	10,368	17,141	5,018	14,960
Arizona	148,450	69,945	52,188	51,039	1,253	1,879	30,636	27,509	8,863	24,179
Arkansas	13,487	7,758	4,873	4,765	197	198	2,807	2,963	1,337	2,516
California	1,629,858	709,160	576,926	565,189	10,329	16,889	284,013	288,821	77,822	255,622
Colorado	139,448	57,730	51,662	50,432	1,274	1,857	30,738	30,484	9,396	27,027
Connecticut	23,916	13,941	9,624	9,395	211	412	5,073	5,891	2,294	4,997
Delaware	4,535	2,916	1,694	1,664	56	83	937	1,063	502	877
Florida	89,414	58,773	31,417	30,635	1,024	1,557	17,281	22,108	9,938	18,425
Georgia	52,100	33,539	17,079	16,702	460	786	9,143	11,714	5,017	9,794
Idaho	38,753	15,113	14,511	14,225	339	404	7,741	7,852	2,265	7,080
Illinois	132,196	68,410	56,928	55,771	1,165	2,419	26,546	27,340	9,993	23,651
Indiana	39,743	22,736	16,111	15,811	459	624	8,322	9,245	3,954	8,022
Iowa	26,102	14,043	10,891	10,739	309	338	5,100	5,742	2,266	4,906
Kansas	26,017	13,481	10,896	10,726	217	415	5,116	5,538	2,340	4,696
Kentucky	18,516	11,433	6,915	6,801	164	293	3,491	4,183	1,870	3,548
Louisiana	17,435	11,249	6,231	6,124	170	275	3,201	3,677	1,832	3,047
Maine	7,171	4,253	2,206	2,117	61	133	1,342	1,524	593	1,244
Maryland	47,393	31,653	14,813	14,421	474	690	8,514	10,423	4,452	8,686
Massachusetts	50,919	28,735	20,286	19,835	548	890	11,225	12,167	4,891	10,241
Michigan	60,818	33,178	26,613	26,194	680	938	13,625	14,266	5,918	12,350
Minnesota	71,518	35,760	27,981	27,528	633	836	14,539	15,502	5,050	13,651
Mississippi	7,848	5,002	2,594	2,534	98	103	1,269	1,711	798	1,414
Missouri	43,465	24,108	16,834	16,487	444	690	8,533	9,663	3,822	8,352
Montana	23,572	9,068	8,785	8,549	274	281	5,034	5,462	1,589	4,847
Nebraska	17,393	9,207	7,077	6,962	144	230	3,174	3,799	1,264	3,395
Nevada	81,518	43,954	26,756	26,081	747	964	11,779	13,446	4,248	11,549
New Hampshire	9,253	5,363	3,395	3,302	115	150	1,973	2,152	892	1,819
New Jersey	61,109	38,333	26,775	26,323	521	1,003	13,244	14,629	5,911	12,365
New Mexico	26,559	12,713	8,638	8,442	316	336	6,227	5,476	2,133	4,639
New York	108,282	65,621	43,302	42,273	1,022	2,160	23,597	25,988	10,311	22,044
North Carolina	42,354	25,995	14,734	14,461	383	644	7,674	9,972	4,197	8,408
North Dakota	7,724	4,255	3,074	3,029	101	59	1,233	1,544	483	1,327
Ohio	65,880	38,098	27,684	27,182	696	994	13,744	16,167	7,215	13,673
Oklahoma	27,106	15,118	10,222	10,029	284	367	4,942	5,138	2,191	4,331
Oregon	204,240	70,914	88,182	86,636	1,883	1,813	31,582	39,482	10,661	35,458
Pennsylvania	66,502	40,936	26,739	26,228	751	1,123	14,261	17,570	7,964	14,906
Rhode Island	6,204	4,138	2,105	2,073	52	74	1,106	1,316	632	1,080
South Carolina	18,300	11,899	6,350	6,220	197	275	3,529	4,406	2,069	3,608
South Dakota	8,565	4,448	3,330	3,292	80	98	1,678	1,920	737	1,675
Tennessee	31,524	19,190	11,604	11,326	300	446	5,858	7,285	3,043	6,183
Texas	228,934	126,633	85,649	83,921	2,196	4,008	42,115	44,070	17,742	37,022
Utah	92,049	50,000	27,789	27,155	561	937	19,051	13,759	4,738	11,950
Vermont	4,940	2,475	1,627	1,565	70	82	1,085	1,263	524	1,033
Virginia	77,819	54,497	21,108	20,543	671	1,017	12,678	15,814	6,700	12,853
Washington	462,160	183,432	177,444	174,247	3,504	3,638	72,319	86,404	22,563	77,892
Washington, D.C.	9,258	6,095	2,445	2,335	81	179	1,618	1,975	776	1,597
West Virginia	5,667	3,684	1,981	1,930	89	79	1,011	1,468	716	1,223
Wisconsin	46,482	24,710	18,988	18,613	581	580	9,914	11,709	4,394	10,087
Wyoming	9,574	4,050	3,381	3,313	74	107	2,113	2,345	775	2,056

Source: Hawaii Tourism Authority

*Island Supplement*

**Table 52: Domestic U.S. Visitor Arrival Growth by Island and State of Residence**  
**% change 2011 vs. 2010**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	-1.4%	-0.8%	0.2%	0.8%	-12.7%	25.0%	2.7%	-7.1%	-7.3%	-3.8%
Alaska	14.5%	16.0%	10.0%	9.5%	30.3%	23.6%	14.3%	15.0%	16.8%	15.2%
Arizona	0.5%	1.5%	-0.5%	-0.5%	14.4%	7.1%	1.7%	0.1%	-5.3%	1.7%
Arkansas	-3.1%	-4.3%	-3.5%	-4.2%	52.6%	-4.2%	-0.4%	2.0%	-1.3%	0.9%
California	0.7%	-3.5%	1.0%	1.0%	3.4%	7.1%	8.7%	1.9%	1.5%	2.1%
Colorado	3.9%	4.0%	2.1%	2.2%	5.9%	9.6%	4.4%	5.4%	2.1%	5.5%
Connecticut	2.3%	0.7%	-0.2%	-0.3%	-12.8%	0.2%	4.2%	1.1%	0.0%	2.4%
Delaware	-1.1%	-3.4%	-1.4%	-1.0%	-23.6%	-5.6%	4.3%	-2.5%	-2.1%	-4.5%
Florida	3.2%	2.1%	3.1%	3.0%	5.5%	4.9%	2.0%	7.7%	2.1%	8.0%
Georgia	0.3%	-1.9%	1.4%	1.4%	-2.4%	6.6%	4.7%	3.4%	-0.6%	2.9%
Idaho	9.9%	6.5%	12.0%	12.6%	4.2%	0.0%	9.2%	5.1%	6.4%	5.3%
Illinois	4.4%	7.0%	0.5%	0.3%	2.3%	20.4%	5.5%	5.1%	5.6%	4.3%
Indiana	4.4%	4.1%	2.9%	2.9%	10.5%	16.6%	6.7%	10.1%	3.7%	13.7%
Iowa	10.2%	7.8%	14.8%	14.9%	46.3%	20.6%	9.3%	5.8%	6.1%	5.3%
Kansas	8.8%	4.4%	14.7%	14.7%	12.7%	22.8%	3.9%	10.1%	9.0%	7.7%
Kentucky	-8.9%	-3.9%	-17.3%	-17.2%	-21.4%	-2.3%	-5.6%	-8.2%	-5.5%	-6.5%
Louisiana	1.0%	1.0%	-0.3%	-0.3%	4.7%	10.2%	-3.6%	-5.2%	-10.9%	-4.2%
Maine	-3.0%	-0.3%	-6.3%	-6.4%	-33.5%	45.5%	-7.9%	-13.1%	-19.1%	-14.8%
Maryland	1.2%	0.7%	2.3%	1.8%	20.9%	29.0%	1.6%	4.8%	1.9%	6.8%
Massachusetts	5.2%	8.0%	3.4%	3.5%	27.0%	8.0%	0.6%	4.0%	3.4%	5.0%
Michigan	3.9%	1.0%	7.6%	7.9%	15.0%	9.1%	5.8%	5.9%	5.1%	7.7%
Minnesota	4.6%	-4.4%	8.3%	8.7%	8.5%	3.8%	9.9%	5.2%	-3.7%	7.4%
Mississippi	-2.0%	-5.2%	0.9%	0.6%	44.1%	-20.1%	-3.0%	-1.6%	0.3%	1.0%
Missouri	1.6%	0.8%	-2.5%	-2.5%	3.4%	-1.2%	-4.2%	6.7%	-3.9%	8.3%
Montana	13.0%	14.8%	10.0%	9.9%	7.3%	17.1%	3.6%	20.0%	7.9%	19.7%
Nebraska	7.0%	7.8%	9.8%	10.1%	0.7%	-4.9%	12.2%	0.0%	-4.6%	2.3%
Nevada	5.9%	3.2%	8.1%	7.7%	23.4%	40.7%	5.0%	5.0%	-3.1%	7.3%
New Hampshire	3.1%	3.5%	0.9%	0.4%	23.5%	15.3%	-5.7%	-0.9%	-6.9%	0.5%
New Jersey	-2.8%	-3.1%	-5.3%	-5.1%	-22.6%	-13.5%	-5.2%	-5.9%	-11.2%	-4.8%
New Mexico	-1.5%	-2.9%	-0.5%	-0.5%	17.7%	25.8%	-2.4%	-2.9%	-3.9%	-2.5%
New York	1.1%	0.0%	-1.5%	-1.5%	-7.1%	5.7%	-0.2%	3.0%	-3.3%	3.2%
North Carolina	-2.9%	-7.4%	0.1%	0.4%	-18.3%	4.8%	-10.1%	-5.2%	-13.3%	-4.5%
North Dakota	11.2%	5.9%	15.2%	16.4%	-0.5%	-31.7%	-3.7%	16.7%	-5.3%	15.9%
Ohio	1.3%	-1.8%	1.8%	1.8%	4.2%	11.2%	1.9%	1.4%	0.5%	1.7%
Oklahoma	0.2%	1.0%	-1.1%	-1.3%	21.4%	24.3%	-2.7%	-1.6%	-2.7%	-1.8%
Oregon	3.9%	3.2%	0.2%	0.3%	0.0%	-5.0%	2.5%	11.0%	2.2%	13.4%
Pennsylvania	2.2%	2.8%	-0.2%	-0.5%	4.7%	4.9%	2.4%	3.3%	-2.8%	5.7%
Rhode Island	4.9%	6.9%	4.5%	5.0%	-23.0%	27.1%	-0.4%	11.8%	40.1%	10.5%
South Carolina	-1.4%	-5.5%	1.8%	1.9%	2.7%	4.2%	-1.1%	0.2%	-4.6%	-1.8%
South Dakota	7.8%	3.0%	6.9%	7.6%	-5.5%	3.5%	10.6%	13.4%	25.0%	9.8%
Tennessee	-0.5%	-1.3%	1.6%	1.2%	3.4%	2.5%	-0.6%	-5.4%	-8.6%	-6.0%
Texas	1.9%	1.2%	0.6%	0.7%	13.3%	12.9%	0.9%	0.9%	-3.0%	1.7%
Utah	4.8%	6.3%	0.0%	0.2%	-6.6%	7.1%	7.0%	1.3%	3.8%	0.0%
Vermont	8.3%	9.1%	-0.1%	-1.8%	45.7%	98.9%	4.8%	11.2%	-5.0%	15.9%
Virginia	-0.4%	-2.0%	-1.6%	-1.9%	-0.4%	-4.0%	3.4%	5.2%	-0.8%	5.3%
Washington	5.6%	7.0%	3.3%	3.2%	10.6%	6.5%	3.5%	7.0%	2.8%	8.1%
Washington, D.C.	17.1%	21.7%	-4.7%	-5.8%	22.1%	48.3%	6.5%	16.1%	8.7%	12.6%
West Virginia	-3.8%	-5.4%	-0.2%	-0.5%	44.4%	47.4%	-6.4%	4.0%	17.0%	1.9%
Wisconsin	10.0%	8.1%	12.9%	13.4%	2.3%	9.8%	4.4%	10.7%	4.0%	12.8%
Wyoming	10.5%	12.5%	12.1%	13.9%	-20.6%	-12.4%	2.5%	8.0%	8.5%	6.1%

R = 2010 total and domestic statistics were revised.

Source: Hawai'i Tourism Authority



**Table 53: Domestic U.S. Visitor Length of Stay (in days) by Island and State  
(Arrivals by Air)  
2011**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.31	8.56	6.13	3.89	3.11	6.88	5.88	3.04	5.31
Alaska	12.23	8.71	10.99	9.39	4.01	10.44	12.48	8.84	11.33
Arizona	9.67	7.89	7.96	5.26	3.60	7.80	8.15	4.75	7.53
Arkansas	9.76	7.54	7.09	3.06	2.94	6.58	6.64	3.39	6.02
California	9.11	7.65	8.15	5.03	4.32	8.21	8.22	5.04	7.75
Colorado	10.22	7.86	8.59	6.00	4.06	8.51	8.58	4.80	8.00
Connecticut	11.47	8.62	7.94	6.52	3.73	6.77	7.16	3.73	6.73
Delaware	11.43	8.76	7.48	3.07	3.37	6.18	7.15	3.33	6.76
Florida	11.09	8.69	6.96	3.90	3.66	6.17	6.82	4.12	5.96
Georgia	10.01	8.01	6.81	3.86	3.54	6.13	6.69	3.68	6.12
Idaho	10.63	8.52	9.15	7.25	4.80	9.02	10.03	5.86	9.25
Illinois	10.24	7.43	8.03	4.70	3.86	7.06	7.13	3.69	6.68
Indiana	10.59	7.79	7.55	4.29	2.68	6.57	7.14	3.70	6.41
Iowa	10.57	7.87	7.90	3.76	2.67	7.12	7.35	3.45	7.01
Kansas	9.88	7.45	7.49	4.18	3.77	6.81	7.00	3.60	6.47
Kentucky	10.42	7.98	7.22	4.21	2.84	6.44	6.86	3.90	6.03
Louisiana	9.58	7.71	6.46	3.95	2.61	5.45	5.92	3.17	5.24
Maine	13.08	10.88	9.19	10.02	5.46	8.94	9.69	6.97	8.55
Maryland	10.51	8.38	6.96	4.49	3.72	6.65	6.80	3.64	6.30
Massachusetts	11.48	8.45	8.12	4.49	3.53	7.34	7.64	4.46	6.95
Michigan	11.60	8.12	8.40	4.89	3.20	7.33	7.68	4.09	6.92
Minnesota	11.02	7.98	8.87	4.95	3.46	8.12	8.66	5.19	7.92
Mississippi	9.64	8.08	6.53	3.01	2.49	5.70	6.35	3.59	5.66
Missouri	10.27	7.89	7.60	5.07	3.86	6.87	6.98	3.56	6.45
Montana	11.31	8.86	9.35	7.65	4.28	9.52	10.10	5.35	9.63
Nebraska	9.88	7.21	7.58	5.15	4.82	7.06	7.48	3.59	7.04
Nevada	9.84	8.34	8.31	4.74	3.76	7.96	8.75	5.14	8.29
New Hampshire	12.48	9.72	8.59	4.59	3.92	8.17	8.23	4.93	7.33
New Jersey	10.68	7.48	7.00	3.84	4.11	6.14	6.47	3.47	6.00
New Mexico	10.48	8.12	8.46	4.46	2.92	8.53	8.81	4.76	8.21
New York	10.89	7.98	7.31	4.38	3.86	6.50	6.94	3.86	6.37
North Carolina	10.83	8.83	7.18	3.34	3.63	6.57	7.15	4.14	6.41
North Dakota	10.35	7.63	8.18	4.34	2.92	7.42	8.38	6.27	7.47
Ohio	10.72	8.00	7.31	5.76	3.46	6.31	6.73	3.53	6.09
Oklahoma	9.88	7.86	7.41	3.76	3.09	7.05	7.31	3.88	6.71
Oregon	10.28	8.39	9.21	6.79	3.98	9.41	9.90	6.10	9.19
Pennsylvania	10.99	8.08	7.11	3.83	3.24	6.09	6.85	3.51	6.19
Rhode Island	11.89	9.88	7.31	5.27	2.73	6.63	7.53	4.82	6.36
South Carolina	10.80	8.70	7.01	3.10	2.62	6.15	6.23	3.40	5.66
South Dakota	10.85	8.16	8.22	2.91	2.86	7.26	8.78	4.72	7.99
Tennessee	10.24	8.13	6.92	3.66	3.40	6.43	6.59	3.50	6.05
Texas	9.47	7.58	7.14	3.72	3.46	6.85	6.79	3.81	6.25
Utah	9.61	8.02	8.02	4.89	4.55	7.69	8.15	4.83	7.47
Vermont	12.81	9.53	9.53	7.27	4.92	10.20	10.15	8.13	8.27
Virginia	10.57	8.79	7.01	4.14	3.69	6.62	6.91	3.93	6.45
Washington	10.36	8.64	9.42	8.17	4.62	9.35	9.72	5.43	9.21
Washington D.C.	9.94	8.18	7.00	5.03	5.15	6.82	6.84	4.13	6.46
West Virginia	10.56	8.35	6.86	3.92	2.88	5.47	6.62	3.28	6.03
Wisconsin	11.11	7.85	8.13	5.61	3.28	7.27	8.03	4.53	7.35
Wyoming	10.72	7.81	8.92	8.22	4.64	8.44	9.60	5.78	8.77

Source: Hawai'i Tourism Authority

*Island Supplement*

**Table 54: O'ahu Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	32,477,385	31,465,500	3.2%	20,837,075	20,234,742	3.0%	11,640,310	11,230,758	3.6%
Total Visitors	4,401,624	4,273,658	3.0%	2,592,014	2,532,365	2.4%	1,809,609	1,741,292	3.9%
<b>PARTY SIZE</b>									
One	777,225	790,991	-1.7%	635,351	630,226	0.8%	141,874	160,766	-11.8%
Two	1,789,973	1,718,499	4.2%	1,049,811	1,027,986	2.1%	740,162	690,513	7.2%
Three or more	1,834,426	1,764,167	4.0%	906,852	874,154	3.7%	927,573	890,014	4.2%
Avg Party Size	2.15	2.13	1.1%	1.86	1.85	0.6%	2.56	2.53	1.4%
<b>VISIT STATUS</b>									
First-Time	1,799,956	1,721,930	4.5%	939,104	921,458	1.9%	860,853	800,472	7.5%
Repeat	2,601,668	2,551,728	2.0%	1,652,911	1,610,907	2.6%	948,757	940,821	0.8%
Average # of Trips	4.48	4.59	-2.5%	5.29	5.33	-0.6%	3.31	3.52	-6.0%
<b>TRAVEL METHOD</b>									
Group Tour	527,513	582,668	-9.5%	116,281	111,589	4.2%	411,232	471,079	-12.7%
Package	1,865,717	1,835,255	1.7%	715,576	707,655	1.1%	1,150,140	1,127,600	2.0%
Group Tour & Pkg	445,894	498,343	-10.5%	84,886	81,801	3.8%	361,008	416,542	-13.3%
True Independent	2,454,287	2,354,079	4.3%	1,845,042	1,794,923	2.8%	609,245	559,155	9.0%
<b>ISLANDS VISITED</b>									
O'ahu	4,401,624	4,273,658	3.0%	2,592,014	2,532,365	2.4%	1,809,609	1,741,292	3.9%
Maui County	638,404	608,638	4.9%	456,924	449,341	1.7%	181,481	159,297	13.9%
...Maui	619,810	590,290	5.0%	441,923	434,556	1.7%	177,887	155,733	14.2%
...Moloka'i	32,924	28,108	17.1%	23,402	20,576	13.7%	9,522	7,532	26.4%
...Lāna'i	34,899	30,191	15.6%	24,410	21,303	14.6%	10,489	8,887	18.0%
Kaua'i	357,976	344,726	3.8%	284,485	282,160	0.8%	73,491	62,566	17.5%
Hawai'i Island	570,992	572,211	-0.2%	343,488	341,967	0.4%	227,504	230,244	-1.2%
...Hilo	308,892	305,929	1.0%	184,808	189,723	-2.6%	124,084	116,206	6.8%
...Kona	431,749	426,633	1.2%	274,646	271,019	1.3%	157,103	155,614	1.0%
O'ahu Only	3,259,370	3,163,961	3.0%	1,837,570	1,788,843	2.7%	1,421,801	1,375,118	3.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.38	7.36	0.2%	8.04	7.99	0.6%	6.43	6.45	-0.3%
Maui (days)	4.60	4.64	-1.0%	4.96	4.86	2.1%	3.69	4.04	-8.7%
Moloka'i (days)	3.04	3.47	-12.3%	3.53	4.08	-13.5%	1.84	1.79	2.9%
Lāna'i (days)	2.40	2.58	-6.7%	2.74	2.97	-7.7%	1.62	1.63	-0.8%
Kaua'i (days)	4.35	4.36	-0.2%	4.58	4.55	0.7%	3.45	3.51	-1.7%
Hawai'i Island (days)	4.11	3.99	3.1%	4.75	4.66	1.9%	3.15	2.98	5.5%
...Hilo (days)	2.29	2.29	-0.3%	2.79	2.70	3.3%	1.54	1.63	-5.5%
...Kona (days)	3.80	3.70	2.7%	4.06	3.99	1.8%	3.34	3.19	4.6%
Statewide (days)	8.89	8.86	0.3%	10.08	10.02	0.6%	7.35	7.35	0.0%
<b>ACCOMMODATIONS 1/</b>									
Hotel	3,296,694	3,186,426	3.5%	1,757,984	1,699,560	3.4%	1,538,710	1,486,866	3.5%
...Hotel Only	2,901,583	2,811,499	3.2%	1,451,378	1,401,881	3.5%	1,450,205	1,409,618	2.9%
Condo	459,653	423,112	8.6%	271,459	256,241	5.9%	188,194	166,871	12.8%
...Condo Only	300,035	275,757	8.8%	161,779	152,192	6.3%	138,256	123,565	11.9%
Timeshare	254,882	250,496	1.8%	193,150	194,518	-0.7%	61,732	55,977	10.3%
...Timeshare Only	166,406	162,736	2.3%	124,003	124,644	-0.5%	42,403	38,092	11.3%
Rental House	163,589	147,033	11.3%	143,208	125,828	13.8%	20,381	21,205	-3.9%
Bed & Breakfast	35,180	31,314	12.3%	25,897	24,486	5.8%	9,283	6,828	35.9%
Cruise Ship	120,567	121,399	-0.7%	101,122	108,218	-6.6%	19,445	13,181	47.5%
Friends or Relatives	456,850	475,732	-4.0%	398,939	415,382	-4.0%	57,911	60,350	-4.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,485,114	3,360,732	3.7%	1,957,232	1,908,986	2.5%	1,527,882	1,451,746	5.2%
....Vacation	3,087,064	2,990,841	3.2%	1,849,720	1,800,904	2.7%	1,237,344	1,189,936	4.0%
.....Honeymoon	396,834	365,931	8.4%	112,385	112,919	-0.5%	284,449	253,011	12.4%
....Get Married	87,869	85,092	3.3%	25,174	24,822	1.4%	62,695	60,270	4.0%
MC&I (Net)	232,927	219,667	6.0%	149,620	132,470	12.9%	83,307	87,197	-4.5%
.....Convention/Conf.	143,906	135,117	6.5%	106,037	92,068	15.2%	37,869	43,049	-12.0%
.....Corp. Meetings	45,911	43,010	6.7%	32,506	28,513	14.0%	13,406	14,497	-7.5%
.....Incentive	49,316	47,335	4.2%	15,453	15,152	2.0%	33,863	32,183	5.2%
Other Business	176,182	176,157	0.0%	155,164	154,786	0.2%	21,018	21,371	-1.7%
Visit Friends/Relatives	454,613	468,645	-3.0%	399,861	411,452	-2.8%	54,752	57,193	-4.3%
Government/Military	96,777	111,210	-13.0%	78,667	84,194	-6.6%	18,110	27,016	-33.0%
Attend School	15,380	15,818	-2.8%	10,137	9,951	1.9%	5,244	5,867	-10.6%
Sport Events	70,587	71,651	-1.5%	38,117	31,285	21.8%	32,470	40,366	-19.6%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on O'ahu but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Island Supplement*

**Table 55: Maui County Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	18,060,711	17,308,593	4.3%	15,533,114	15,084,536	3.0%	2,527,597	2,224,058	13.6%
Total Visitors	2,211,413	2,122,634	4.2%	1,868,986	1,828,063	2.2%	342,427	294,572	16.2%
<b>PARTY SIZE</b>									
One	288,544	287,157	0.5%	253,828	254,944	-0.4%	34,716	32,213	7.8%
Two	1,038,680	992,987	4.6%	882,437	860,461	2.6%	156,243	132,526	17.9%
Three or more	884,189	842,491	4.9%	732,721	712,658	2.8%	151,468	129,833	16.7%
Avg Party Size	2.16	2.14	0.7%	2.13	2.11	0.6%	2.33	2.31	0.8%
<b>VISIT STATUS</b>									
First-Time	717,219	682,576	5.1%	561,137	554,092	1.3%	156,082	128,484	21.5%
Repeat	1,494,194	1,440,058	3.8%	1,307,849	1,273,971	2.7%	186,345	166,087	12.2%
Average # of Trips	5.10	5.21	-2.0%	5.49	5.46	0.6%	3.01	3.65	-17.7%
<b>TRAVEL METHOD</b>									
Group Tour	113,927	101,452	12.3%	68,980	62,706	10.0%	44,947	38,745	16.0%
Package	660,184	632,398	4.4%	519,840	515,309	0.9%	140,344	117,089	19.9%
Group Tour & Pkg	89,329	77,726	14.9%	49,605	44,841	10.6%	39,724	32,885	20.8%
True Independent	1,526,631	1,466,511	4.1%	1,329,771	1,294,889	2.7%	196,860	171,622	14.7%
<b>ISLANDS VISITED</b>									
O'ahu	638,404	608,638	4.9%	456,924	449,341	1.7%	181,481	159,297	13.9%
Maui County	2,211,413	2,122,634	4.2%	1,868,986	1,828,063	2.2%	342,427	294,572	16.2%
...Maui	2,168,487	2,080,403	4.2%	1,831,088	1,790,588	2.3%	337,399	289,815	16.4%
...Moloka'i	55,250	49,709	11.1%	43,865	41,055	6.8%	11,385	8,653	31.6%
...Lāna'i	75,004	68,205	10.0%	61,848	57,031	8.4%	13,156	11,174	17.7%
Kaua'i	261,783	251,414	4.1%	221,035	216,912	1.9%	40,747	34,502	18.1%
Hawai'i Island	299,257	294,400	1.6%	239,775	237,542	0.9%	59,481	56,858	4.6%
...Hilo	179,176	176,690	1.4%	138,532	141,956	-2.4%	40,644	34,734	17.0%
...Kona	254,097	249,273	1.9%	204,874	202,304	1.3%	49,223	46,969	4.8%
Maui County Only	1,421,543	1,370,272	3.7%	1,272,879	1,245,903	2.2%	148,664	124,369	19.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.13	5.19	-1.2%	5.05	5.04	0.2%	5.34	5.62	-5.0%
Maui (days)	8.09	8.08	0.1%	8.23	8.17	0.7%	7.34	7.53	-2.6%
Moloka'i (days)	4.63	4.87	-5.0%	5.20	5.45	-4.7%	2.45	2.13	14.7%
Lāna'i (days)	3.52	3.62	-2.9%	3.87	3.94	-1.9%	1.87	1.97	-5.4%
Kaua'i (days)	3.69	3.65	1.1%	3.89	3.80	2.2%	2.64	2.72	-2.9%
Hawai'i Island (days)	4.01	3.96	1.2%	4.23	4.10	3.2%	3.10	3.37	-8.0%
...Hilo (days)	2.05	2.03	0.9%	2.22	2.14	3.9%	1.47	1.61	-8.4%
...Kona (days)	3.27	3.23	1.2%	3.45	3.31	4.1%	2.53	2.89	-12.4%
Statewide (days)	10.60	10.57	0.3%	10.55	10.47	0.7%	11.06	11.56	-4.3%
<b>ACCOMMODATIONS 1/</b>									
Hotel	1,218,344	1,157,136	5.3%	1,004,120	969,396	3.6%	214,224	187,740	14.1%
...Hotel Only	946,277	899,429	5.2%	779,839	751,650	3.8%	166,439	147,779	12.6%
Condo	665,996	623,893	6.7%	554,205	533,981	3.8%	111,791	89,912	24.3%
...Condo Only	523,304	490,891	6.6%	438,440	424,563	3.3%	84,863	66,328	27.9%
Timeshare	274,630	281,589	-2.5%	256,038	262,916	-2.6%	18,591	18,673	-0.4%
...Timeshare Only	204,590	210,724	-2.8%	193,164	199,276	-3.1%	11,426	11,448	-0.2%
Rental House	93,552	79,553	17.6%	81,320	69,340	17.3%	12,232	10,213	19.8%
Bed & Breakfast	27,741	24,396	13.7%	23,136	21,016	10.1%	4,605	3,380	36.3%
Cruise Ship	105,312	106,665	-1.3%	86,920	94,504	-8.0%	18,393	12,160	51.2%
Friends or Relatives	138,899	145,007	-4.2%	123,295	129,602	-4.9%	15,605	15,404	1.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,974,863	1,889,240	4.5%	1,668,303	1,634,346	2.1%	306,560	254,894	20.3%
.....Vacation	1,823,235	1,745,705	4.4%	1,556,670	1,521,907	2.3%	266,566	223,798	19.1%
.....Honeymoon	154,452	146,042	5.8%	114,087	115,076	-0.9%	40,365	30,966	30.4%
.....Get Married	28,864	28,406	1.6%	24,405	23,721	2.9%	4,460	4,684	-4.8%
MC&I (Net)	125,543	115,179	9.0%	108,171	97,511	10.9%	17,372	17,667	-1.7%
.....Convention/Conf.	67,811	68,637	-1.2%	57,744	57,156	1.0%	10,067	11,481	-12.3%
.....Corp. Meetings	26,655	21,959	21.4%	24,300	19,623	23.8%	2,355	2,336	0.8%
.....Incentive	37,239	29,467	26.4%	31,493	25,114	25.4%	5,746	4,354	32.0%
Other Business	49,978	52,472	-4.8%	47,459	48,130	-1.4%	2,519	4,342	-42.0%
Visit Friends/Relatives	126,730	129,202	-1.9%	114,808	117,483	-2.3%	11,922	11,718	1.7%
Government/Military	6,258	8,777	-28.7%	5,384	6,154	-12.5%	874	2,623	-66.7%
Attend School	2,561	3,856	-33.6%	2,000	2,026	-1.3%	560	1,830	-69.4%
Sport Events	16,799	17,328	-3.1%	13,339	12,872	3.6%	3,459	4,456	-22.4%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

**Table 56: Maui Island Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	17,540,085	16,819,519	4.3%	15,064,900	14,635,954	2.9%	2,475,185	2,183,565	13.4%
Total Visitors	2,168,487	2,080,403	4.2%	1,831,088	1,790,588	2.3%	337,399	289,815	16.4%
<b>PARTY SIZE</b>									
One	280,004	278,156	0.7%	245,860	246,793	-0.4%	34,144	31,364	8.9%
Two	1,017,653	972,147	4.7%	863,193	841,593	2.6%	154,460	130,554	18.3%
Three or more	870,830	830,100	4.9%	722,034	702,202	2.8%	148,796	127,898	16.3%
Avg Party Size	2.16	2.15	0.7%	2.13	2.12	0.5%	2.32	2.31	0.5%
<b>VISIT STATUS</b>									
First-Time	707,555	673,324	5.1%	553,452	546,259	1.3%	154,103	127,065	21.3%
Repeat	1,460,933	1,407,080	3.8%	1,277,636	1,244,329	2.7%	183,297	162,750	12.6%
Average # of Trips	5.07	5.17	-2.0%	5.45	5.42	0.6%	3.00	3.64	-17.7%
<b>TRAVEL METHOD</b>									
Group Tour	110,271	98,399	12.1%	66,985	60,908	10.0%	43,286	37,490	15.5%
Package	650,582	623,705	4.3%	512,796	508,537	0.8%	137,786	115,168	19.6%
Group Tour & Pkg	86,639	75,507	14.7%	48,324	43,702	10.6%	38,315	31,805	20.5%
True Independent	1,494,274	1,433,806	4.2%	1,299,631	1,264,844	2.8%	194,643	168,961	15.2%
<b>ISLANDS VISITED</b>									
O'ahu	619,810	590,290	5.0%	441,923	434,556	1.7%	177,887	155,733	14.2%
Maui County	2,168,487	2,080,403	4.2%	1,831,088	1,790,588	2.3%	337,399	289,815	16.4%
...Maui	2,168,487	2,080,403	4.2%	1,831,088	1,790,588	2.3%	337,399	289,815	16.4%
...Moloka'i	36,229	31,641	14.5%	27,885	25,199	10.7%	8,344	6,442	29.5%
...Lāna'i	50,029	43,204	15.8%	39,146	34,756	12.6%	10,882	8,449	28.8%
Kaua'i	256,605	245,994	4.3%	216,486	212,109	2.1%	40,118	33,885	18.4%
Hawai'i Island	292,965	287,460	1.9%	234,157	231,874	1.0%	58,808	55,585	5.8%
...Hilo	176,767	174,004	1.6%	136,541	139,940	-2.4%	40,226	34,064	18.1%
...Kona	248,970	243,573	2.2%	200,197	197,631	1.3%	48,774	45,942	6.2%
Maui Only	1,371,986	1,323,844	3.6%	1,227,195	1,201,986	2.1%	144,791	121,858	18.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.10	5.18	-1.4%	5.02	5.02	0.1%	5.31	5.62	-5.5%
Maui (days)	8.09	8.08	0.1%	8.23	8.17	0.7%	7.34	7.53	-2.6%
Moloka'i (days)	2.41	2.60	-7.4%	2.72	2.84	-4.3%	1.39	1.68	-17.3%
Lāna'i (days)	2.22	2.32	-4.2%	2.42	2.50	-3.2%	1.52	1.59	-4.5%
Kaua'i (days)	3.64	3.60	1.3%	3.83	3.74	2.6%	2.61	2.72	-3.7%
Hawai'i Island (days)	3.96	3.92	1.2%	4.18	4.05	3.3%	3.10	3.36	-7.8%
...Hilo (days)	2.03	2.01	1.0%	2.19	2.11	4.1%	1.47	1.61	-8.6%
...Kona (days)	3.22	3.19	1.2%	3.39	3.26	4.2%	2.52	2.88	-12.2%
Statewide (days)	10.58	10.55	0.2%	10.52	10.45	0.7%	11.07	11.60	-4.6%
<b>ACCOMMODATIONS 1/</b>									
Hotel	1,191,559	1,131,060	5.3%	981,118	946,865	3.6%	210,441	184,195	14.2%
...Hotel Only	925,426	879,073	5.3%	761,811	734,288	3.7%	163,615	144,785	13.0%
Condo	658,734	616,410	6.9%	547,713	527,212	3.9%	111,021	89,198	24.5%
...Condo Only	518,723	486,061	6.7%	434,232	420,173	3.3%	84,491	65,888	28.2%
Timeshare	272,173	278,471	-2.3%	253,617	259,977	-2.4%	18,556	18,494	0.3%
...Timeshare Only	203,020	208,749	-2.7%	191,626	197,393	-2.9%	11,394	11,356	0.3%
Rental House	89,063	75,711	17.6%	77,211	65,823	17.3%	11,851	9,888	19.9%
Bed & Breakfast	27,016	23,686	14.1%	22,483	20,327	10.6%	4,533	3,359	34.9%
Cruise Ship	105,011	106,356	-1.3%	86,685	94,195	-8.0%	18,326	12,160	50.7%
Friends or Relatives	132,305	138,147	-4.2%	117,018	123,231	-5.0%	15,287	14,916	2.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,942,303	1,857,077	4.6%	1,639,204	1,605,715	2.1%	303,099	251,362	20.6%
.....Vacation	1,792,332	1,715,310	4.5%	1,529,082	1,494,813	2.3%	263,250	220,497	19.4%
.....Honeymoon	152,820	144,227	6.0%	112,597	113,493	-0.8%	40,223	30,734	30.9%
...Get Married	28,376	27,999	1.3%	23,920	23,378	2.3%	4,456	4,621	-3.6%
MC&I (Net)	120,674	110,288	9.4%	103,913	93,500	11.1%	16,761	16,789	-0.2%
.....Convention/Conf.	65,515	66,311	-1.2%	55,680	55,426	0.5%	9,835	10,885	-9.6%
.....Corp. Meetings	25,510	20,711	23.2%	23,173	18,623	24.4%	2,337	2,088	11.9%
.....Incentive	35,537	27,927	27.3%	30,170	23,634	27.7%	5,367	4,293	25.0%
Other Business	47,877	50,586	-5.4%	45,569	46,283	-1.5%	2,308	4,303	-46.4%
Visit Friends/Relatives	121,017	123,553	-2.1%	109,567	112,207	-2.4%	11,449	11,346	0.9%
Government/Military	5,883	8,121	-27.6%	5,009	5,673	-11.7%	874	2,448	-64.3%
Attend School	2,333	3,743	-37.7%	1,916	1,913	0.1%	417	1,830	-77.2%
Sport Events	16,101	16,570	-2.8%	12,844	12,366	3.9%	3,257	4,204	-22.5%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Island Supplement*

**Table 57: Moloka'i Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	256,889	242,171	6.1%	229,049	223,730	2.4%	27,839	18,441	51.0%
Total Visitors	55,250	49,709	11.1%	43,865	41,055	6.8%	11,385	8,653	31.6%
<b>PARTY SIZE</b>									
One	10,554	10,403	1.4%	9,430	8,965	5.2%	1,124	1,438	-21.8%
Two	25,745	23,581	9.2%	21,606	20,347	6.2%	4,138	3,234	28.0%
Three or more	18,951	15,725	20.5%	12,829	11,743	9.2%	6,122	3,982	53.8%
Avg Party Size	2.04	1.93	5.6%	1.86	1.85	0.6%	2.70	2.28	18.4%
<b>VISIT STATUS</b>									
First-Time	18,861	18,470	2.1%	13,971	14,413	-3.1%	4,890	4,057	20.5%
Repeat	36,389	31,239	16.5%	29,894	26,642	12.2%	6,495	4,597	41.3%
Average # of Trips	5.19	5.20	-0.2%	5.80	5.52	5.0%	2.84	3.66	-22.3%
<b>TRAVEL METHOD</b>									
Group Tour	4,448	4,671	-4.8%	2,429	2,187	11.1%	2,019	2,484	-18.7%
Package	15,222	14,501	5.0%	10,169	9,797	3.8%	5,053	4,704	7.4%
Group Tour & Pkg	3,425	3,980	-13.9%	1,690	1,524	10.9%	1,735	2,456	-29.4%
True Independent	39,005	34,517	13.0%	32,957	30,595	7.7%	6,048	3,922	54.2%
<b>ISLANDS VISITED</b>									
O'ahu	32,924	28,108	17.1%	23,402	20,576	13.7%	9,522	7,532	26.4%
Maui County	55,250	49,709	11.1%	43,865	41,055	6.8%	11,385	8,653	31.6%
...Maui	36,229	31,641	14.5%	27,885	25,199	10.7%	8,344	6,442	29.5%
...Moloka'i	55,250	49,709	11.1%	43,865	41,055	6.8%	11,385	8,653	31.6%
...Lāna'i	16,835	12,611	33.5%	11,693	9,101	28.5%	5,142	3,510	46.5%
Kaua'i	19,307	15,304	26.2%	13,293	10,709	24.1%	6,015	4,594	30.9%
Hawai'i Island	21,760	17,736	22.7%	15,492	12,218	26.8%	6,268	5,518	13.6%
...Hilo	17,134	14,296	19.9%	12,032	9,292	29.5%	5,102	5,003	2.0%
...Kona	19,488	15,769	23.6%	13,610	10,601	28.4%	5,879	5,168	13.7%
Moloka'i only	7,032	6,645	5.8%	6,313	6,272	0.6%	719	373	92.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.83	6.06	-3.8%	6.22	6.33	-1.8%	4.87	5.31	-8.4%
Maui (days)	5.07	5.19	-2.2%	5.49	5.67	-3.1%	3.67	3.31	10.6%
Moloka'i (days)	4.63	4.87	-5.0%	5.20	5.45	-4.7%	2.45	2.13	14.7%
Lāna'i (days)	1.46	1.64	-10.9%	1.62	1.80	-10.0%	1.10	1.22	-9.9%
Kaua'i (days)	2.77	3.20	-13.5%	3.32	3.75	-11.6%	1.54	1.89	-18.7%
Hawai'i Island (days)	4.14	4.51	-8.2%	4.71	5.10	-7.7%	2.73	3.20	-14.7%
...Hilo (days)	2.09	2.35	-11.2%	2.46	2.90	-15.1%	1.20	1.33	-9.4%
...Kona (days)	2.78	2.94	-5.3%	3.18	3.34	-4.6%	1.86	2.13	-12.4%
Statewide (days)	14.79	14.87	-0.6%	15.11	15.00	0.7%	12.02	12.76	-5.8%
<b>ACCOMMODATIONS 1/</b>									
Hotel	30,697	27,033	13.6%	21,975	20,279	8.4%	8,722	6,754	29.1%
...Hotel Only	16,827	15,776	6.7%	12,675	11,465	10.6%	4,152	4,311	-3.7%
Condo	13,705	12,408	10.5%	11,475	10,900	5.3%	2,230	1,508	47.9%
...Condo Only	8,376	7,662	9.3%	7,065	6,771	4.3%	1,312	892	47.1%
Timeshare	4,284	4,260	0.6%	4,061	4,029	0.8%	224	232	-3.5%
...Timeshare Only	2,640	2,572	2.6%	2,483	2,507	-1.0%	156	65	142.5%
Rental House	5,667	4,756	19.2%	5,071	4,435	14.3%	596	321	85.9%
Bed & Breakfast	1,874	1,930	-2.9%	1,707	1,514	12.7%	167	416	-59.8%
Cruise Ship	6,451	4,970	29.8%	3,226	3,628	-11.1%	3,225	1,342	140.4%
Friends or Relatives	7,888	7,639	3.3%	7,307	6,960	5.0%	581	678	-14.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	45,183	41,200	9.7%	36,259	33,910	6.9%	8,924	7,290	22.4%
....Vacation	43,020	38,812	10.8%	34,361	31,891	7.7%	8,658	6,921	25.1%
....Honeymoon	2,396	2,690	-11.0%	2,121	2,213	-4.2%	275	477	-42.4%
...Get Married	579	585	-0.9%	537	441	21.8%	42	144	-70.6%
MC&I (Net)	2,928	2,636	11.1%	1,901	1,622	17.2%	1,026	1,014	1.2%
....Convention/Conf.	1,750	1,915	-8.6%	1,279	1,051	21.7%	470	864	-45.6%
....Corp. Meetings	533	371	43.4%	358	258	39.0%	174	113	53.5%
....Incentive	742	397	86.9%	354	361	-1.8%	388	36	963.5%
Other Business	2,341	2,279	2.7%	2,153	1,948	10.5%	188	331	-43.4%
Visit Friends/Relatives	7,184	6,267	14.6%	6,203	5,810	6.8%	981	457	114.6%
Government/Military	727	541	34.4%	591	541	9.2%	136	0	na
Attend School	255	248	3.2%	212	248	-14.4%	44	0	na
Sport Events	942	1,087	-13.4%	709	557	27.3%	233	531	-56.0%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Moloka'i but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised. na = Not Applicable.

Source: Hawai'i Tourism Authority

**Table 58: Lāna'i Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	263,737	246,903	6.8%	239,165	224,852	6.4%	24,573	22,051	11.4%
Total Visitors	75,004	68,205	10.0%	61,848	57,031	8.4%	13,156	11,174	17.7%
<b>PARTY SIZE</b>									
One	11,566	11,714	-1.3%	10,241	9,853	3.9%	1,325	1,861	-28.8%
Two	38,120	34,184	11.5%	32,688	29,838	9.6%	5,432	4,347	25.0%
Three or more	25,319	22,306	13.5%	18,919	17,340	9.1%	6,400	4,966	28.9%
Avg Party Size	2.07	2.01	3.0%	1.97	1.96	0.9%	2.52	2.27	10.8%
<b>VISIT STATUS</b>									
First-Time	23,898	22,105	8.1%	18,035	17,361	3.9%	5,863	4,745	23.6%
Repeat	51,106	46,099	10.9%	43,813	39,670	10.4%	7,293	6,429	13.4%
Average # of Trips	5.40	5.47	-1.1%	5.88	5.77	1.9%	3.17	3.92	-19.0%
<b>TRAVEL METHOD</b>									
Group Tour	6,312	5,756	9.7%	4,858	3,547	37.0%	1,454	2,209	-34.2%
Package	20,775	18,161	14.4%	15,972	14,156	12.8%	4,803	4,005	19.9%
Group Tour & Pkg	4,676	4,327	8.1%	3,535	2,456	43.9%	1,141	1,870	-39.0%
True Independent	52,593	48,615	8.2%	44,554	41,783	6.6%	8,040	6,831	17.7%
<b>ISLANDS VISITED</b>									
O'ahu	34,899	30,191	15.6%	24,410	21,303	14.6%	10,489	8,887	18.0%
Maui County	75,004	68,205	10.0%	61,848	57,031	8.4%	13,156	11,174	17.7%
...Maui	50,029	43,204	15.8%	39,146	34,756	12.6%	10,882	8,449	28.8%
...Moloka'i	16,835	12,611	33.5%	11,693	9,101	28.5%	5,142	3,510	46.5%
...Lāna'i	75,004	68,205	10.0%	61,848	57,031	8.4%	13,156	11,174	17.7%
Kaua'i	22,499	17,831	26.2%	15,267	12,632	20.9%	7,232	5,199	39.1%
Hawai'i Island	24,751	20,243	22.3%	17,135	14,496	18.2%	7,616	5,747	32.5%
...Hilo	18,302	14,410	27.0%	11,881	9,360	26.9%	6,421	5,050	27.2%
...Kona	22,619	17,893	26.4%	15,603	13,113	19.0%	7,016	4,780	46.8%
Lāna'i Only	11,756	10,928	7.6%	11,218	10,611	5.7%	538	317	69.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.43	6.39	-15.0%	5.32	5.78	-7.9%	5.70	7.87	-27.6%
Maui (days)	5.44	5.79	-6.1%	5.91	6.28	-5.9%	3.76	3.81	-1.2%
Moloka'i (days)	1.62	1.79	-9.2%	1.85	1.98	-6.7%	1.11	1.29	-13.7%
Lāna'i (days)	3.52	3.62	-2.9%	3.87	3.94	-1.9%	1.87	1.97	-5.4%
Kaua'i (days)	2.67	3.14	-15.0%	3.31	3.67	-9.8%	1.31	1.85	-29.2%
Hawai'i Island (days)	3.72	4.40	-15.5%	4.28	4.85	-11.9%	2.47	3.28	-24.6%
...Hilo (days)	1.77	2.18	-18.8%	2.09	2.58	-19.0%	1.16	1.42	-18.1%
...Kona (days)	2.64	3.23	-18.2%	3.10	3.52	-11.8%	1.62	2.44	-33.7%
Statewide (days)	12.06	12.34	-2.3%	12.06	12.29	-1.9%	12.11	14.06	-13.9%
<b>ACCOMMODATIONS 1/</b>									
Hotel	52,676	46,888	12.3%	42,170	38,590	9.3%	10,506	8,299	26.6%
...Hotel Only	37,611	35,342	6.4%	32,459	29,258	10.9%	5,152	6,084	-15.3%
Condo	12,836	11,303	13.6%	10,787	9,796	10.1%	2,050	1,507	36.0%
...Condo Only	7,807	7,019	11.2%	6,940	6,160	12.7%	867	858	1.0%
Timeshare	5,544	5,932	-6.5%	5,286	5,357	-1.3%	258	575	-55.2%
...Timeshare Only	3,548	3,503	1.3%	3,409	3,384	0.7%	139	119	17.4%
Rental House	3,863	2,917	32.4%	3,038	2,646	14.8%	825	271	204.5%
Bed & Breakfast	1,390	1,446	-3.9%	1,215	1,101	10.4%	175	346	-49.2%
Cruise Ship	7,971	5,718	39.4%	3,529	3,799	-7.1%	4,442	1,919	131.5%
Friends or Relatives	6,815	6,549	4.1%	6,155	5,932	3.8%	660	617	7.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	61,667	55,776	10.6%	50,718	47,348	7.1%	10,949	8,428	29.9%
.....Vacation	57,401	51,507	11.4%	47,122	43,532	8.2%	10,279	7,975	28.9%
.....Honeymoon	4,372	4,489	-2.6%	3,694	4,033	-8.4%	678	456	48.7%
...Get Married	978	840	16.4%	938	776	20.9%	40	64	-38.1%
MC&I (Net)	8,029	7,129	12.6%	7,529	6,048	24.5%	501	1,081	-53.7%
.....Convention/Conf.	3,256	3,421	-4.8%	3,161	2,605	21.3%	95	815	-88.3%
.....Corp. Meetings	2,100	1,650	27.3%	1,759	1,471	19.6%	341	179	90.4%
.....Incentive	3,235	2,500	29.4%	3,153	2,378	32.6%	82	122	-32.6%
Other Business	2,628	3,075	-14.5%	2,400	2,221	8.1%	228	854	-73.3%
Visit Friends/Relatives	5,931	5,559	6.7%	5,284	5,037	4.9%	647	522	23.8%
Government/Military	681	768	-11.3%	547	497	10.0%	134	271	-50.5%
Attend School	321	184	74.3%	150	179	-15.9%	170	5	3071.2%
Sport Events	558	596	-6.4%	397	378	5.3%	161	219	-26.5%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lāna'i but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

*Island Supplement*

**Table 59: Kaua'i Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	7,597,107	7,135,082	6.5%	7,129,051	6,721,038	6.1%	468,056	414,045	13.0%
Total Visitors	1,011,500	955,112	5.9%	914,423	870,746	5.0%	97,077	84,366	15.1%
<b>PARTY SIZE</b>									
One	135,762	135,603	0.1%	126,521	124,244	1.8%	9,241	11,359	-18.6%
Two	515,186	486,696	5.9%	470,218	450,630	4.3%	44,967	36,066	24.7%
Three or more	360,552	332,813	8.3%	317,683	295,872	7.4%	42,869	36,941	16.0%
Avg Party Size	2.10	2.07	1.5%	2.07	2.05	0.9%	2.37	2.25	5.6%
<b>VISIT STATUS</b>									
First-Time	309,513	293,386	5.5%	268,277	259,318	3.5%	41,236	34,068	21.0%
Repeat	701,987	661,726	6.1%	646,145	611,428	5.7%	55,841	50,298	11.0%
Average # of Trips	5.17	5.17	0.0%	5.36	5.31	0.8%	3.39	3.64	-6.8%
<b>TRAVEL METHOD</b>									
Group Tour	44,968	43,519	3.3%	33,978	31,684	7.2%	10,990	11,835	-7.1%
Package	251,102	240,551	4.4%	214,932	207,170	3.7%	36,171	33,381	8.4%
Group Tour & Pkg	33,438	32,496	2.9%	24,795	22,460	10.4%	8,643	10,036	-13.9%
True Independent	748,867	703,538	6.4%	690,308	654,352	5.5%	58,559	49,186	19.1%
<b>ISLANDS VISITED</b>									
O'ahu	357,976	344,726	3.8%	284,485	282,160	0.8%	73,491	62,566	17.5%
Maui County	261,783	251,414	4.1%	221,035	216,912	1.9%	40,747	34,502	18.1%
...Maui	256,605	245,994	4.3%	216,486	212,109	2.1%	40,118	33,885	18.4%
...Moloka'i	19,307	15,304	26.2%	13,293	10,709	24.1%	6,015	4,594	30.9%
...Lāna'i	22,499	17,831	26.2%	15,267	12,632	20.9%	7,232	5,199	39.1%
Kaua'i	1,011,500	955,112	5.9%	914,423	870,746	5.0%	97,077	84,366	15.1%
Hawai'i Island	213,991	205,942	3.9%	173,796	172,373	0.8%	40,194	33,569	19.7%
...Hilo	145,190	140,870	3.1%	114,018	116,689	-2.3%	31,172	24,180	28.9%
...Kona	187,587	179,792	4.3%	152,440	151,769	0.4%	35,147	28,024	25.4%
Kaua'i Only	535,452	499,086	7.3%	519,641	483,087	7.6%	15,812	15,999	-1.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.13	5.38	-4.7%	5.01	5.05	-0.7%	5.59	6.90	-18.9%
Maui (days)	4.34	4.26	1.9%	4.53	4.42	2.5%	3.30	3.25	1.6%
Moloka'i (days)	1.85	2.14	-13.5%	2.11	2.51	-16.1%	1.29	1.28	0.8%
Lāna'i (days)	1.69	1.91	-11.4%	1.95	2.17	-10.2%	1.15	1.28	-10.0%
Kaua'i (days)	7.51	7.47	0.6%	7.80	7.72	1.0%	4.82	4.91	-1.8%
Hawai'i Island (days)	4.02	3.98	1.0%	4.24	4.15	2.1%	3.06	3.09	-0.8%
...Hilo (days)	1.92	1.92	0.0%	2.08	2.02	2.6%	1.33	1.39	-4.7%
...Kona (days)	3.10	3.06	1.5%	3.28	3.16	3.8%	2.32	2.50	-6.8%
Statewide (days)	11.31	11.36	-0.4%	11.30	11.31	-0.1%	11.85	12.71	-6.7%
<b>ACCOMMODATIONS 1/</b>									
Hotel	510,476	468,925	8.9%	442,625	412,204	7.4%	67,851	56,721	19.6%
...Hotel Only	319,853	286,935	11.5%	279,174	251,627	10.9%	40,679	35,308	15.2%
Condo	229,432	212,225	8.1%	208,851	195,706	6.7%	20,581	16,519	24.6%
...Condo Only	154,714	143,523	7.8%	143,367	134,697	6.4%	11,347	8,827	28.6%
Timeshare	215,526	218,238	-1.2%	206,118	207,338	-0.6%	9,408	10,899	-13.7%
...Timeshare Only	155,982	157,861	-1.2%	151,795	152,431	-0.4%	4,187	5,430	-22.9%
Rental House	96,400	83,174	15.9%	90,883	78,303	16.1%	5,517	4,871	13.3%
Bed & Breakfast	18,469	17,221	7.2%	16,042	15,036	6.7%	2,427	2,185	11.1%
Cruise Ship	96,632	97,974	-1.4%	79,410	86,475	-8.2%	17,222	11,499	49.8%
Friends or Relatives	68,728	72,886	-5.7%	64,595	66,026	-2.2%	4,132	6,860	-39.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	915,488	858,510	6.6%	830,682	787,170	5.5%	84,807	71,341	18.9%
.....Vacation	849,293	796,582	6.6%	771,707	729,475	5.8%	77,586	67,106	15.6%
.....Honeymoon	69,015	64,607	6.8%	62,323	60,691	2.7%	6,692	3,916	70.9%
.....Get Married	12,847	12,498	2.8%	11,356	11,201	1.4%	1,491	1,297	14.9%
MC&I (Net)	38,467	36,653	4.9%	34,640	32,649	6.1%	3,827	4,004	-4.4%
.....Convention/Conf.	24,743	23,990	3.1%	22,146	21,226	4.3%	2,597	2,764	-6.0%
.....Corp. Meetings	6,921	6,693	3.4%	6,424	6,064	5.9%	497	628	-20.9%
.....Incentive	8,168	7,344	11.2%	7,420	6,608	12.3%	748	736	1.5%
Other Business	23,010	24,442	-5.9%	21,894	22,736	-3.7%	1,117	1,706	-34.5%
Visit Friends/Relatives	66,762	67,186	-0.6%	61,831	62,190	-0.6%	4,930	4,996	-1.3%
Government/Military	6,824	7,077	-3.6%	6,304	6,146	2.6%	520	930	-44.1%
Attend School	1,741	1,758	-1.0%	1,283	1,193	7.5%	458	565	-18.9%
Sport Events	5,437	5,148	5.6%	3,825	3,434	11.4%	1,611	1,714	-6.0%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Kaua'i but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

**Table 60: Hawai'i Island Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	9,690,668	9,042,257	7.2%	8,340,558	7,748,268	7.6%	1,350,110	1,293,989	4.3%
Total Visitors	1,318,310	1,281,232	2.9%	1,022,016	976,459	4.7%	296,294	304,773	-2.8%
<b>PARTY SIZE</b>									
One	201,838	195,752	3.1%	177,924	168,846	5.4%	23,914	26,906	-11.1%
Two	609,892	591,537	3.1%	476,753	456,748	4.4%	133,139	134,789	-1.2%
Three or more	506,580	493,943	2.6%	367,339	350,865	4.7%	139,241	143,078	-2.7%
Avg Party Size	2.11	2.12	-0.2%	2.01	2.01	-0.1%	2.48	2.47	0.3%
<b>VISIT STATUS</b>									
First-Time	451,725	432,473	4.5%	316,463	304,429	4.0%	135,261	128,044	5.6%
Repeat	866,586	848,759	2.1%	705,553	672,030	5.0%	161,033	176,729	-8.9%
Average # of Trips	5.03	5.08	-0.9%	5.54	5.55	-0.1%	3.29	3.58	-8.1%
<b>TRAVEL METHOD</b>									
Group Tour	107,481	120,927	-11.1%	48,980	48,537	0.9%	58,501	72,390	-19.2%
Package	409,365	420,414	-2.6%	246,404	242,056	1.8%	162,961	178,358	-8.6%
Group Tour & Pkg	85,260	97,541	-12.6%	34,535	34,464	0.2%	50,725	63,076	-19.6%
True Independent	886,724	837,432	5.9%	761,167	720,330	5.7%	125,557	117,102	7.2%
<b>ISLANDS VISITED</b>									
O'ahu	570,992	572,211	-0.2%	343,488	341,967	0.4%	227,504	230,244	-1.2%
Maui County	299,257	294,400	1.6%	239,775	237,542	0.9%	59,481	56,858	4.6%
...Maui	292,965	287,460	1.9%	234,157	231,874	1.0%	58,808	55,585	5.8%
...Moloka'i	21,760	17,736	22.7%	15,492	12,218	26.8%	6,268	5,518	13.6%
...Lāna'i	24,751	20,243	22.3%	17,135	14,496	18.2%	7,616	5,747	32.5%
Kaua'i	213,991	205,942	3.9%	173,796	172,373	0.8%	40,194	33,569	19.7%
Hawai'i Island	1,318,310	1,281,232	2.9%	1,022,016	976,459	4.7%	296,294	304,773	-2.8%
...Hilo	485,137	473,141	2.5%	345,372	339,776	1.6%	139,765	133,364	4.8%
...Kona	1,106,462	1,065,472	3.8%	887,463	842,271	5.4%	218,999	223,201	-1.9%
Hawai'i Island Only	629,097	597,027	5.4%	570,430	531,835	7.3%	58,667	65,192	-10.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.31	5.39	-1.5%	5.37	5.35	0.4%	5.22	5.45	-4.2%
Maui (days)	4.09	4.05	1.0%	4.34	4.23	2.6%	3.08	3.28	-6.3%
Moloka'i (days)	2.01	2.23	-9.5%	2.31	2.60	-11.5%	1.29	1.39	-6.8%
Lāna'i (days)	1.81	2.08	-13.0%	2.10	2.38	-11.6%	1.15	1.33	-13.3%
Kaua'i (days)	3.43	3.52	-2.6%	3.67	3.58	2.6%	2.37	3.21	-26.1%
Hawai'i Island (days)	7.35	7.06	4.2%	8.16	7.93	2.8%	4.56	4.25	7.3%
...Hilo (days)	3.91	3.79	3.0%	4.56	4.39	3.8%	2.30	2.27	1.5%
...Kona (days)	7.04	6.80	3.6%	7.62	7.43	2.6%	4.69	4.44	5.7%
Statewide (days)	11.46	11.28	1.6%	11.65	11.51	1.2%	9.56	9.37	2.0%
<b>ACCOMMODATIONS 1/</b>									
Hotel	803,016	786,759	2.1%	567,070	542,332	4.6%	235,946	244,426	-3.5%
...Hotel Only	577,182	571,668	1.0%	384,641	364,066	5.7%	192,541	207,602	-7.3%
Condo	248,132	233,440	6.3%	201,930	189,808	6.4%	46,202	43,632	5.9%
...Condo Only	159,310	151,049	5.5%	132,547	124,963	6.1%	26,762	26,085	2.6%
Timeshare	148,388	140,957	5.3%	129,158	122,739	5.2%	19,230	18,218	5.6%
...Timeshare Only	100,285	95,134	5.4%	89,047	84,516	5.4%	11,238	10,618	5.8%
Rental House	103,958	88,179	17.9%	94,694	80,686	17.4%	9,264	7,493	23.6%
Bed & Breakfast	39,755	37,219	6.8%	32,684	30,655	6.6%	7,070	6,563	7.7%
Cruise Ship	99,843	101,812	-1.9%	82,371	89,952	-8.4%	17,472	11,861	47.3%
Friends or Relatives	134,737	137,798	-2.2%	123,428	124,377	-0.8%	11,309	13,422	-15.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,125,159	1,093,503	2.9%	865,514	827,057	4.6%	259,645	266,446	-2.6%
.....Vacation	1,049,771	1,015,476	3.4%	827,896	788,912	4.9%	221,875	226,564	-2.1%
.....Honeymoon	78,063	81,126	-3.8%	40,519	41,223	-1.7%	37,544	39,904	-5.9%
.....Get Married	18,451	17,497	5.4%	9,380	8,809	6.5%	9,071	8,688	4.4%
MC&I (Net)	80,859	76,228	6.1%	65,678	60,645	8.3%	15,181	15,583	-2.6%
.....Convention/Conf.	46,439	48,041	-3.3%	40,297	38,899	3.6%	6,142	9,142	-32.8%
.....Corp. Meetings	16,327	12,614	29.4%	13,492	10,243	31.7%	2,835	2,371	19.6%
.....Incentive	21,701	18,653	16.3%	15,104	14,032	7.6%	6,597	4,621	42.8%
Other Business	43,218	43,470	-0.6%	38,319	37,834	1.3%	4,899	5,636	-13.1%
Visit Friends/Relatives	115,855	116,735	-0.8%	106,465	106,154	0.3%	9,390	10,581	-11.3%
Government/Military	6,343	9,755	-35.0%	5,896	5,975	-1.3%	447	3,781	-88.2%
Attend School	5,070	4,534	11.8%	3,740	3,325	12.5%	1,330	1,210	10.0%
Sport Events	20,738	19,021	9.0%	15,008	13,709	9.5%	5,730	5,312	7.9%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on the Hawai'i Island but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority



**Table 61: Hilo Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	1,896,416	1,794,596	5.7%	1,574,458	1,491,872	5.5%	321,958	302,724	6.4%
Total Visitors	485,137	473,141	2.5%	345,372	339,776	1.6%	139,765	133,364	4.8%
<b>PARTY SIZE</b>									
One	80,596	80,743	-0.2%	68,192	67,089	1.6%	12,404	13,654	-9.2%
Two	229,355	223,708	2.5%	166,996	165,259	1.1%	62,359	58,448	6.7%
Three or more	175,185	168,690	3.9%	110,184	107,428	2.6%	65,001	61,262	6.1%
Avg Party Size	2.08	2.06	1.1%	1.92	1.92	0.2%	2.48	2.42	2.5%
<b>VISIT STATUS</b>									
First-Time	215,785	205,442	5.0%	142,061	142,317	-0.2%	73,724	63,124	16.8%
Repeat	269,352	267,699	0.6%	203,311	197,459	3.0%	66,041	70,240	-6.0%
Average # of Trips	3.90	3.98	-2.0%	4.36	4.33	0.8%	2.77	3.10	-10.6%
<b>TRAVEL METHOD</b>									
Group Tour	55,959	61,764	-9.4%	24,998	27,024	-7.5%	30,961	34,740	-10.9%
Package	176,826	177,373	-0.3%	95,063	98,515	-3.5%	81,762	78,859	3.7%
Group Tour & Pkg	46,558	50,041	-7.0%	18,424	19,672	-6.3%	28,134	30,369	-7.4%
True Independent	298,910	284,044	5.2%	243,735	233,910	4.2%	55,175	50,135	10.1%
<b>ISLANDS VISITED</b>									
O'ahu	308,892	305,929	1.0%	184,808	189,723	-2.6%	124,084	116,206	6.8%
Maui County	179,176	176,690	1.4%	138,532	141,956	-2.4%	40,644	34,734	17.0%
...Maui	176,767	174,004	1.6%	136,541	139,940	-2.4%	40,226	34,064	18.1%
...Moloka'i	17,134	14,296	19.9%	12,032	9,292	29.5%	5,102	5,003	2.0%
...Lāna'i	18,302	14,410	27.0%	11,881	9,360	26.9%	6,421	5,050	27.2%
Kaua'i	145,190	140,870	3.1%	114,018	116,689	-2.3%	31,172	24,180	28.9%
Hawai'i Island	485,137	473,141	2.5%	345,372	339,776	1.6%	139,765	133,364	4.8%
...Hilo	485,137	473,141	2.5%	345,372	339,776	1.6%	139,765	133,364	4.8%
...Kona	273,289	257,381	6.2%	210,819	205,588	2.5%	62,469	51,792	20.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.57	5.85	-4.8%	5.56	5.51	1.1%	5.58	6.42	-13.0%
Maui (days)	3.27	3.22	1.5%	3.48	3.35	4.0%	2.55	2.70	-5.7%
Moloka'i (days)	1.67	1.95	-14.3%	1.87	2.26	-17.5%	1.21	1.37	-11.8%
Lāna'i (days)	1.51	1.65	-8.0%	1.71	1.90	-10.2%	1.16	1.17	-1.4%
Kaua'i (days)	2.65	2.61	1.5%	2.80	2.70	3.6%	2.09	2.15	-2.9%
Hawai'i Island (days)	6.15	5.89	4.3%	7.18	6.84	4.9%	3.60	3.47	3.8%
...Hilo (days)	3.91	3.79	3.0%	4.56	4.39	3.8%	2.30	2.27	1.5%
...Kona (days)	3.97	3.86	3.0%	4.29	4.05	5.8%	2.91	3.09	-6.0%
Statewide (days)	11.96	11.92	0.3%	12.58	12.34	1.9%	9.86	10.24	-3.7%
<b>ACCOMMODATIONS 1/</b>									
Hotel	323,749	312,788	3.5%	205,483	201,655	1.9%	118,266	111,133	6.4%
...Hotel Only	189,923	184,330	3.0%	99,399	95,346	4.3%	90,524	88,984	1.7%
Condo	60,924	58,431	4.3%	46,255	43,266	6.9%	14,669	15,166	-3.3%
...Condo Only	28,208	27,188	3.8%	21,471	19,796	8.5%	6,737	7,392	-8.9%
Timeshare	29,945	28,574	4.8%	25,331	23,712	6.8%	4,614	4,862	-5.1%
...Timeshare Only	15,569	14,688	6.0%	13,992	12,925	8.3%	1,577	1,763	-10.5%
Rental House	42,392	36,295	16.8%	37,200	32,257	15.3%	5,192	4,038	28.6%
Bed & Breakfast	27,103	24,904	8.8%	21,327	19,968	6.8%	5,777	4,936	17.0%
Cruise Ship	93,229	96,000	-2.9%	76,975	84,519	-8.9%	16,254	11,482	41.6%
Friends or Relatives	60,487	62,160	-2.7%	54,218	55,500	-2.3%	6,269	6,660	-5.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	412,081	398,704	3.4%	290,040	284,239	2.0%	122,041	114,465	6.6%
.....Vacation	382,832	368,117	4.0%	276,301	269,589	2.5%	106,531	98,528	8.1%
.....Honeymoon	31,023	32,200	-3.7%	15,519	16,478	-5.8%	15,505	15,722	-1.4%
...Get Married	7,092	7,289	-2.7%	3,015	2,932	2.9%	4,076	4,357	-6.4%
MC&I (Net)	20,489	21,406	-4.3%	14,109	13,862	1.8%	6,381	7,544	-15.4%
.....Convention/Conf.	12,107	14,351	-15.6%	9,820	9,449	3.9%	2,287	4,902	-53.3%
.....Corp. Meetings	3,129	3,253	-3.8%	2,482	2,296	8.1%	646	957	-32.4%
.....Incentive	6,066	4,509	34.5%	2,367	2,635	-10.2%	3,699	1,875	97.3%
Other Business	17,569	17,745	-1.0%	15,044	15,066	-0.1%	2,525	2,679	-5.7%
Visit Friends/Relatives	52,929	53,917	-1.8%	48,062	48,383	-0.7%	4,867	5,534	-12.1%
Government/Military	3,547	5,294	-33.0%	3,300	3,301	-0.1%	248	1,993	-87.6%
Attend School	2,200	2,311	-4.8%	1,684	1,565	7.6%	516	746	-30.8%
Sport Events	5,580	4,803	16.2%	2,929	2,681	9.2%	2,651	2,122	24.9%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Hilo but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

**Table 62: Kona Visitor Characteristics (Arrivals by Air)  
2011 vs. 2010**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2011	2010R	% Change	2011	2010R	% Change	2011	2010	% Change
Total Visitor Days	7,794,252	7,247,661	7.5%	6,766,100	6,256,396	8.1%	1,028,152	991,265	3.7%
Total Visitors	1,106,462	1,065,472	3.8%	887,463	842,271	5.4%	218,999	223,201	-1.9%
<b>PARTY SIZE</b>									
One	160,553	153,739	4.4%	143,385	134,668	6.5%	17,167	19,070	-10.0%
Two	518,742	501,270	3.5%	418,216	398,585	4.9%	100,526	102,685	-2.1%
Three or more	427,168	410,463	4.1%	325,862	309,017	5.5%	101,306	101,446	-0.1%
Avg Party Size	2.12	2.12	0.0%	2.04	2.04	-0.1%	2.46	2.43	1.1%
<b>VISIT STATUS</b>									
First-Time	361,401	343,613	5.2%	266,343	253,957	4.9%	95,058	89,656	6.0%
Repeat	745,061	721,859	3.2%	621,120	588,314	5.6%	123,941	133,545	-7.2%
Average # of Trips	5.18	5.23	-1.0%	5.61	5.62	-0.2%	3.46	3.79	-8.7%
<b>TRAVEL METHOD</b>									
Group Tour	80,166	87,737	-8.6%	42,972	41,711	3.0%	37,194	46,026	-19.2%
Package	327,379	335,006	-2.3%	217,503	211,955	2.6%	109,876	123,051	-10.7%
Group Tour & Pkg	61,246	69,751	-12.2%	30,439	29,664	2.6%	30,807	40,087	-23.1%
True Independent	760,163	712,480	6.7%	657,426	618,270	6.3%	102,737	94,210	9.1%
<b>ISLANDS VISITED</b>									
O'ahu	431,749	426,633	1.2%	274,646	271,019	1.3%	157,103	155,614	1.0%
Maui County	254,097	249,273	1.9%	204,874	202,304	1.3%	49,223	46,969	4.8%
...Maui	248,970	243,573	2.2%	200,197	197,631	1.3%	48,774	45,942	6.2%
...Moloka'i	19,488	15,769	23.6%	13,610	10,601	28.4%	5,879	5,168	13.7%
...Lāna'i	22,619	17,893	26.4%	15,603	13,113	19.0%	7,016	4,780	46.8%
Kaua'i	187,587	179,792	4.3%	152,440	151,769	0.4%	35,147	28,024	25.4%
Hawai'i Island	1,106,462	1,065,472	3.8%	887,463	842,271	5.4%	218,999	223,201	-1.9%
...Hilo	273,289	257,381	6.2%	210,819	205,588	2.5%	62,469	51,792	20.6%
...Kona	1,106,462	1,065,472	3.8%	887,463	842,271	5.4%	218,999	223,201	-1.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.09	5.06	0.5%	5.10	5.11	-0.2%	5.06	4.97	1.9%
Maui (days)	4.01	3.98	0.7%	4.22	4.11	2.8%	3.15	3.45	-8.7%
Moloka'i (days)	1.93	2.12	-8.9%	2.24	2.48	-9.6%	1.23	1.39	-11.9%
Lāna'i (days)	1.79	2.11	-15.3%	2.07	2.37	-12.7%	1.16	1.39	-16.6%
Kaua'i (days)	3.31	3.42	-3.4%	3.54	3.43	3.2%	2.31	3.39	-31.9%
Hawai'i Island (days)	7.65	7.39	3.4%	8.25	8.05	2.6%	5.19	4.93	5.2%
...Hilo (days)	2.44	2.45	-0.4%	2.65	2.53	4.6%	1.73	2.11	-18.2%
...Kona (days)	7.04	6.80	3.6%	7.62	7.43	2.6%	4.69	4.44	5.7%
Statewide (days)	11.17	10.97	1.7%	11.46	11.34	1.1%	9.96	9.59	3.8%
<b>ACCOMMODATIONS 1/</b>									
Hotel	659,120	640,549	2.9%	491,074	466,283	5.3%	168,046	174,266	-3.6%
...Hotel Only	461,383	454,175	1.6%	332,132	311,570	6.6%	129,251	142,605	-9.4%
Condo	227,265	212,081	7.2%	187,179	175,052	6.9%	40,086	37,029	8.3%
...Condo Only	147,608	138,847	6.3%	125,039	117,511	6.4%	22,569	21,336	5.8%
Timeshare	138,813	130,868	6.1%	120,658	114,268	5.6%	18,155	16,600	9.4%
...Timeshare Only	94,751	89,458	5.9%	84,218	79,795	5.5%	10,533	9,663	9.0%
Rental House	86,084	71,863	19.8%	78,817	65,887	19.6%	7,267	5,976	21.6%
Bed & Breakfast	31,514	29,488	6.9%	26,081	24,295	7.4%	5,432	5,193	4.6%
Cruise Ship	94,112	95,245	-1.2%	77,123	84,553	-8.8%	16,989	10,691	58.9%
Friends or Relatives	101,034	102,462	-1.4%	92,423	92,368	0.1%	8,611	10,094	-14.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	957,319	925,023	3.5%	764,510	727,258	5.1%	192,809	197,766	-2.5%
.....Vacation	898,527	864,900	3.9%	731,814	694,580	5.4%	166,713	170,320	-2.1%
.....Honeymoon	60,994	63,398	-3.8%	35,104	35,262	-0.4%	25,890	28,136	-8.0%
...Get Married	13,884	12,600	10.2%	8,277	7,659	8.1%	5,607	4,940	13.5%
MC&I (Net)	71,329	64,753	10.2%	58,816	53,907	9.1%	12,513	10,846	15.4%
.....Convention/Conf.	40,893	40,718	0.4%	35,545	34,176	4.0%	5,348	6,542	-18.2%
.....Corp. Meetings	14,919	10,797	38.2%	12,248	9,059	35.2%	2,671	1,738	53.7%
.....Incentive	18,776	16,035	17.1%	14,052	12,981	8.3%	4,724	3,054	54.7%
Other Business	32,885	32,742	0.4%	29,649	28,918	2.5%	3,237	3,825	-15.4%
Visit Friends/Relatives	87,224	86,216	1.2%	79,735	78,670	1.4%	7,490	7,546	-0.7%
Government/Military	4,109	6,037	-31.9%	3,784	3,842	-1.5%	325	2,195	-85.2%
Attend School	3,943	3,202	23.1%	2,744	2,381	15.2%	1,199	820	46.1%
Sport Events	17,181	15,981	7.5%	13,391	12,112	10.6%	3,791	3,869	-2.0%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Kona but statewide.

R = 2010 total and domestic visitor days, length of stay and arrivals statistics were revised.

Source: Hawai'i Tourism Authority

Table 63: Visitor Days by Island and MMA (Arrivals by Air)  
2011

2011	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	10,835,096	7,286,248	6,645,249	2,211,380	261,916	96,545	206,063	54,234	96,315	715,074	1,442,980	159,722	1,602,702
Maui	8,930,334	4,595,467	204,936	2,481,030	106,438	34,465	125,852	36,634	51,293	354,682	206,724	40,716	247,441
Moloka'i	98,693	64,574	3,057	19,522	1,778	666	2,663	18,343	24,993	48,443	3,945	4,441	8,386
Lāna'i	121,407	94,905	4,811	15,982	2,159	556	1,586	375	1,197	5,872	5,759	174	5,933
Kaua'i	4,200,323	2,310,801	68,625	524,088	47,129	20,250	70,508	1,321	2,809	142,018	68,332	5,541	73,874
Hawai'i Island	4,582,746	2,826,733	558,023	788,315	75,439	36,696	97,168	14,448	35,853	259,602	136,092	17,930	154,021
...Hilo	721,588	635,156	132,792	128,173	17,313	9,309	26,887	8,510	19,659	81,677	36,944	4,721	41,665
...Kona	3,861,158	2,191,577	425,231	660,143	58,126	27,387	70,281	5,938	16,193	177,925	99,147	13,209	112,357
STATE	28,768,587	17,178,727	7,484,700	6,040,316	494,859	189,178	503,840	125,360	212,468	1,525,705	1,863,832	228,524	2,092,356
<b>DOMESTIC</b>													
O'ahu	10,568,650	7,039,254	42,497	1,076,516	221,127	60,643	188,237	52,718	86,536	609,262	224,529	23,084	247,613
Maui	8,859,531	4,544,063	4,405	761,941	93,057	25,172	118,201	35,434	48,643	320,506	36,725	5,483	42,209
Moloka'i	97,477	63,422	91	9,386	1,445	666	2,628	18,343	24,993	48,075	521	76	597
Lāna'i	120,669	92,801	143	9,441	1,793	556	1,586	375	1,197	5,507	561	100	661
Kaua'i	4,167,244	2,287,276	1,909	309,307	41,578	12,512	66,708	965	1,855	123,618	10,981	1,903	12,884
Hawai'i Island	4,504,674	2,769,417	4,027	467,464	69,518	23,500	92,114	14,245	34,136	233,513	22,860	2,984	25,844
...Hilo	712,773	622,023	830	84,735	15,481	6,162	24,617	8,408	19,005	73,673	5,411	674	6,085
...Kona	3,791,902	2,147,393	3,196	382,729	54,037	17,338	67,496	5,837	15,131	159,840	17,449	2,310	19,759
STATE	28,318,232	16,796,231	53,071	2,634,055	428,518	123,048	469,474	122,086	197,368	1,340,494	296,177	33,631	329,808
<b>INTERNATIONAL</b>													
O'ahu	266,446	246,994	6,602,752	1,134,863	40,789	35,902	17,826	1,516	9,779	105,812	1,218,451	136,638	1,355,089
Maui	70,803	51,404	200,530	1,719,089	13,382	9,294	7,651	1,200	2,650	34,176	169,999	35,233	205,232
Moloka'i	1,216	1,152	2,966	10,136	333	0	35	0	0	368	3,424	4,365	7,789
Lāna'i	738	2,104	4,668	6,541	366	0	0	0	0	366	5,198	74	5,272
Kaua'i	33,079	23,525	66,715	214,781	5,550	7,739	3,800	356	955	18,400	57,351	3,638	60,990
Hawai'i Island	78,072	57,317	553,997	320,852	5,921	13,195	5,054	203	1,717	26,090	113,232	14,946	128,177
...Hilo	8,816	13,133	131,962	43,438	1,832	3,147	2,269	102	655	8,005	31,533	4,047	35,580
...Kona	69,256	44,184	422,034	277,414	4,088	10,049	2,784	102	1,062	18,085	81,698	10,899	92,597
STATE	450,355	382,496	7,431,628	3,406,261	66,341	66,130	34,365	3,275	15,100	185,211	1,567,656	194,893	1,762,549

Note: Sums may not add up to total MMA due to rounding.  
Source: Hawai'i Tourism Authority

**Table 63: Visitor Days by Island and MMA (Arrivals by Air) continued  
2011**

2011	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
O'ahu	357,413	24,378	647,724	29,300	52,850	1,111,665	25,672	77,357	34,722	137,750	1,932,221	32,477,385
Maui	50,362	4,443	85,616	9,329	6,329	156,078	15,092	23,134	21,578	59,804	510,314	17,540,085
Moloka'i	2,016	704	1,253	419	207	4,599	408	366	323	1,097	8,517	256,889
Lāna'i	2,945	507	581	435	210	4,678	281	454	246	981	9,168	263,737
Kaua'i	17,885	1,383	16,917	1,909	2,128	40,221	4,107	8,720	7,398	20,225	216,933	7,597,107
Hawai'i Island	48,826	3,438	61,898	4,854	7,579	126,594	5,122	14,277	15,947	35,346	359,286	9,690,668
...Hilo	14,725	805	17,937	1,161	3,402	38,030	1,039	3,091	3,420	7,550	109,785	1,896,416
...Kona	34,100	2,633	43,961	3,693	4,177	88,565	4,084	11,186	12,527	27,796	249,501	7,794,252
STATE	479,447	34,852	813,989	46,245	69,303	1,443,836	50,683	124,308	80,213	255,203	3,036,440	67,825,871
<b>DOMESTIC</b>												
O'ahu	131,000	6,824	38,960	4,789	7,802	189,375	25,315	72,679	33,413	131,407	932,503	20,837,075
Maui	29,501	1,948	9,513	1,674	1,677	44,313	15,022	22,758	21,079	58,858	429,073	15,064,900
Moloka'i	951	48	228	48	76	1,351	408	366	323	1,097	7,554	229,049
Lāna'i	766	24	266	64	66	1,185	281	454	246	981	7,776	239,165
Kaua'i	9,123	770	3,061	734	697	14,385	4,073	8,720	7,398	20,191	192,237	7,129,051
Hawai'i Island	21,395	1,291	5,673	1,648	1,679	31,685	5,063	13,785	15,947	34,794	269,140	8,340,558
...Hilo	6,591	401	1,412	367	477	9,247	1,039	3,091	3,420	7,550	57,543	1,574,458
...Kona	14,804	890	4,260	1,281	1,202	22,438	4,024	10,694	12,527	27,245	211,598	6,766,100
TOTAL	192,735	10,904	57,700	8,957	11,997	282,293	50,162	118,761	78,405	247,329	1,838,284	51,839,799
<b>INTERNATIONAL</b>												
O'ahu	226,413	17,554	608,765	24,511	45,048	922,291	356	4,678	1,308	6,343	999,719	11,640,310
Maui	20,861	2,495	76,103	7,654	4,652	111,765	71	376	499	946	81,240	2,475,185
Moloka'i	1,065	656	1,026	370	131	3,248	0	0	0	0	963	27,839
Lāna'i	2,180	483	315	370	144	3,492	0	0	0	0	1,392	24,573
Kaua'i	8,762	613	13,856	1,176	1,431	25,837	34	0	0	34	24,696	468,056
Hawai'i Island	27,431	2,147	56,225	3,206	5,900	94,909	60	492	0	551	90,146	1,350,110
...Hilo	8,134	404	16,525	794	2,925	28,782	0	0	0	0	52,242	321,958
...Kona	19,297	1,743	39,700	2,412	2,975	66,127	60	492	0	551	37,903	1,028,152
STATE	286,712	23,948	756,289	37,288	57,305	1,161,542	521	5,546	1,808	7,874	1,198,156	15,986,073

Note: Sums may not add up to total MMA due to rounding.

Source: Hawai'i Tourism Authority

**Table 64: Visitor Days Growth by Island and MMA (Arrivals by Air)**  
**% change 2011 vs. 2010**

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA			
	TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	0.1%	0.5%	3.8%	11.8%	-7.3%	19.0%	5.8%	-11.7%	20.3%	2.2%	35.4%	15.8%	33.1%	
Maui	2.0%	1.9%	3.9%	22.3%	6.9%	-15.7%	5.1%	-4.2%	20.4%	4.0%	30.8%	128.4%	40.7%	
Moloka'i	-15.5%	-16.4%	21.3%	19.4%	-14.7%	-3.2%	-16.3%	2130.1%	1708.1%	493.9%	-10.8%	739.0%	69.3%	
Lāna'i	5.3%	5.3%	87.5%	4.6%	-10.4%	31.3%	-9.4%	-32.2%	48.6%	-1.1%	53.0%	-40.4%	46.3%	
Kaua'i	7.8%	3.2%	38.2%	20.4%	6.3%	65.1%	7.5%	-91.4%	-85.1%	-9.2%	1.8%	-31.5%	-1.8%	
Hawai'i Island	7.6%	6.6%	-10.6%	17.5%	13.5%	51.1%	7.9%	-13.4%	25.3%	14.8%	41.8%	-32.1%	25.8%	
...Hilo	4.5%	2.1%	1.2%	13.6%	6.2%	52.2%	14.2%	78.0%	178.8%	41.3%	26.9%	-41.3%	12.1%	
...Kona	8.2%	8.0%	-13.8%	18.3%	15.9%	50.8%	5.7%	-50.1%	-24.9%	5.7%	48.3%	-28.1%	31.8%	
STATE	2.9%	2.2%	2.9%	17.4%	-0.5%	18.5%	6.1%	-5.8%	23.3%	6.1%	33.6%	19.6%	31.9%	
<b>DOMESTIC</b>														
O'ahu	1.4%	1.4%	-5.3%	36.7%	-7.4%	11.2%	7.0%	-11.3%	17.7%	1.2%	28.3%	7.1%	26.0%	
Maui	2.5%	2.7%	2.1%	7.6%	1.9%	8.7%	7.1%	-5.6%	25.4%	6.4%	24.4%	9.2%	22.2%	
Moloka'i	-16.4%	-17.8%	3.5%	3.3%	-17.1%	-3.2%	-9.1%	2130.1%	1708.1%	538.5%	-5.7%	-43.8%	-13.2%	
Lāna'i	5.4%	6.7%	141.9%	17.0%	-4.3%	31.3%	-1.0%	-32.2%	48.6%	4.7%	21.8%	79.6%	28.0%	
Kaua'i	8.0%	3.5%	6.5%	16.1%	0.0%	13.0%	6.4%	-93.1%	-89.4%	-15.7%	5.0%	-18.2%	0.8%	
Hawai'i Island	7.1%	5.8%	-12.5%	22.3%	11.9%	23.4%	13.5%	-4.6%	38.0%	15.6%	18.8%	-2.2%	15.9%	
...Hilo	4.6%	1.9%	-3.6%	19.9%	2.6%	18.3%	14.8%	142.5%	217.1%	43.9%	15.4%	-13.4%	11.3%	
...Kona	7.5%	6.9%	-14.6%	22.9%	14.9%	25.3%	13.0%	-49.1%	-19.3%	6.0%	19.9%	1.7%	17.4%	
STATE	3.5%	2.7%	-4.7%	21.8%	-2.1%	13.0%	8.0%	-4.0%	25.9%	6.0%	25.9%	4.7%	23.3%	
<b>INTERNATIONAL</b>														
O'ahu	-33.2%	-18.8%	3.9%	-4.6%	-6.6%	35.1%	-5.2%	-23.0%	50.8%	8.5%	36.8%	17.4%	34.5%	
Maui	-36.8%	-38.8%	3.9%	30.2%	63.1%	-47.7%	-18.6%	66.3%	-30.5%	-14.3%	32.3%	175.2%	45.3%	
Moloka'i	683.1%	1547.8%	21.9%	39.5%	-2.1%	na	-87.9%	na	na	-41.4%	-11.5%	1008.5%	82.7%	
Lāna'i	-2.2%	-32.6%	86.3%	-9.2%	-31.5%	na	-100.0%	na	na	-46.4%	57.3%	-68.9%	48.9%	
Kaua'i	-8.8%	-19.6%	39.3%	27.2%	101.5%	548.1%	33.7%	-75.8%	-34.8%	89.2%	1.2%	-36.9%	-2.3%	
Hawai'i Island	49.5%	74.2%	-10.6%	11.1%	37.3%	152.2%	-43.0%	-88.4%	-55.6%	8.6%	47.5%	-36.1%	28.0%	
...Hilo	-4.2%	15.8%	1.3%	2.9%	51.4%	246.4%	8.3%	-92.3%	-38.0%	21.6%	29.1%	-44.3%	12.2%	
...Kona	61.0%	104.9%	-13.8%	12.5%	31.8%	132.5%	-58.9%	-77.2%	-62.2%	3.7%	56.2%	-32.3%	35.3%	
STATE	-24.9%	-15.7%	2.9%	14.2%	10.9%	30.3%	-14.8%	-44.6%	-3.4%	7.4%	35.1%	22.6%	33.6%	

na: Not Applicable

R = 2010 total and domestic statistics were revised.

Source: Hawai'i Tourism Authority

Island Supplement

Table 64: Visitor Days Growth by Island and MMA (Arrivals by Air) continued  
% change 2011 vs. 2010

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
O'ahu	23.5%	-30.0%	23.2%	8.3%	-50.5%	13.0%	-2.3%	-0.7%	31.0%	5.4%	-3.3%	3.2%
Maui	61.3%	-35.2%	19.7%	130.0%	-9.8%	29.4%	0.4%	6.7%	20.6%	9.6%	-19.8%	4.3%
Moloka'i	17.1%	165.5%	14.5%	504.0%	129.1%	41.9%	27.7%	-29.5%	-46.2%	-23.7%	-26.0%	6.1%
Lāna'i	195.7%	1906.1%	-11.7%	607.5%	123.4%	155.0%	17.3%	26.3%	-46.9%	-7.6%	-14.8%	6.8%
Kaua'i	66.0%	77.6%	96.6%	22.7%	-0.9%	68.6%	26.7%	8.8%	9.4%	12.3%	-10.9%	6.5%
Hawai'i Island	60.4%	5.0%	33.5%	7.7%	-26.1%	33.5%	11.8%	26.9%	14.0%	18.5%	-0.8%	7.2%
...Hilo	49.6%	-40.5%	-29.3%	-15.8%	35.1%	-6.1%	3.0%	9.1%	-0.7%	3.6%	15.5%	5.7%
...Kona	65.6%	37.0%	109.4%	18.0%	-46.0%	62.9%	14.2%	32.9%	18.8%	23.3%	-6.6%	7.5%
STATE	31.5%	-24.3%	24.5%	24.0%	-45.2%	17.5%	2.0%	3.8%	21.2%	8.3%	-6.9%	4.4%
<b>DOMESTIC</b>												
O'ahu	24.0%	-17.4%	-5.4%	3.2%	-2.5%	12.9%	-1.8%	-3.8%	31.2%	3.6%	-0.7%	3.0%
Maui	34.0%	-4.6%	-8.4%	-0.7%	-40.8%	13.7%	0.3%	5.6%	18.4%	8.3%	0.9%	2.9%
Moloka'i	-12.3%	0.3%	-26.0%	-30.2%	188.4%	-12.1%	27.7%	-29.5%	-46.2%	-23.7%	-21.2%	2.4%
Lāna'i	31.9%	-5.4%	7.6%	4.5%	53.8%	23.9%	17.3%	26.3%	-46.9%	-7.6%	5.1%	6.4%
Kaua'i	54.1%	45.9%	-8.7%	-15.3%	14.3%	27.5%	26.5%	8.8%	9.4%	12.2%	-2.1%	6.1%
Hawai'i Island	36.3%	20.6%	-9.0%	-3.4%	4.9%	20.4%	13.6%	24.9%	19.5%	20.7%	5.2%	7.6%
...Hilo	40.3%	67.3%	-5.8%	2.7%	12.1%	28.1%	5.2%	9.1%	-0.7%	3.9%	1.0%	5.5%
...Kona	34.6%	7.1%	-10.1%	-5.1%	2.3%	17.5%	16.1%	30.4%	26.6%	26.3%	6.4%	8.1%
STATE	27.7%	-8.9%	-6.5%	-0.8%	-8.5%	14.4%	2.4%	1.4%	21.7%	7.3%	0.3%	4.1%
<b>INTERNATIONAL</b>												
O'ahu	23.2%	-34.0%	25.6%	9.4%	-54.4%	13.0%	-29.9%	100.5%	27.2%	63.9%	-5.6%	3.6%
Maui	126.7%	-48.2%	24.5%	223.1%	11.2%	36.8%	27.6%	225.2%	452.6%	262.0%	-61.6%	13.4%
Moloka'i	67.4%	201.6%	30.4%	na	104.8%	90.6%	na	na	na	na	-49.9%	51.0%
Lāna'i	424.8%	na	-23.4%	na	181.8%	297.9%	na	na	na	na	-58.6%	11.4%
Kaua'i	80.5%	144.4%	164.0%	70.4%	-7.0%	105.4%	50.9%	na	na	50.9%	-47.5%	13.0%
Hawai'i Island	86.1%	-2.5%	40.1%	14.4%	-31.9%	38.5%	-53.5%	126.3%	-100.0%	-44.3%	-15.3%	4.3%
...Hilo	58.1%	-63.7%	-30.8%	-22.3%	39.8%	-13.5%	-100.0%	na	na	-100.0%	37.1%	6.4%
...Kona	101.1%	59.8%	144.2%	35.5%	-54.7%	87.4%	-44.7%	126.3%	-100.0%	-43.1%	-44.5%	3.7%
STATE	34.2%	-29.7%	27.7%	31.9%	-49.4%	18.3%	-27.1%	108.1%	2.6%	53.1%	-16.1%	5.4%

na: Not Applicable

R = 2010 total and domestic statistics were revised.

Source: Hawai'i Tourism Authority

Island Supplement

Table 65: Visitor Arrivals by Island and MMA (Arrivals by Air)  
2011

2011	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	1,318,505	976,305	1,193,378	223,283	32,796	12,576	24,910	7,100	9,050	86,432	182,669	19,406	202,075
Maui	1,047,825	606,430	62,077	237,434	13,975	5,408	16,086	4,992	6,660	46,955	41,249	4,402	45,651
Moloka'i	22,010	17,032	1,799	4,276	685	159	678	4,669	6,088	1,949	2,543	640	3,184
Lāna'i	30,501	26,998	2,160	4,801	847	146	427	105	321	1,803	3,431	77	3,508
Kaua'i	517,849	320,096	23,571	64,128	6,491	2,875	9,494	186	452	24,273	18,146	1,158	19,304
Hawai'i Island	547,724	366,155	165,250	87,703	10,179	5,489	12,496	2,121	3,421	34,916	34,603	3,229	37,832
...Hilo	154,713	152,710	69,793	32,867	4,023	3,063	6,213	2,064	4,687	16,591	21,622	1,335	22,957
...Kona	485,783	310,181	112,384	78,860	8,579	4,626	10,019	886	2,384	28,679	26,811	2,749	29,560
STATE	2,994,731	1,642,279	1,241,805	477,564	45,552	16,546	34,690	10,447	12,589	119,825	189,246	20,730	209,976
<b>DOMESTIC</b>													
O'ahu	1,270,118	934,407	6,684	104,849	26,925	6,629	22,484	6,725	8,349	71,113	39,184	3,537	42,721
Maui	1,037,966	595,550	558	83,205	11,867	3,145	15,134	4,721	6,202	40,904	4,946	684	5,631
Moloka'i	21,818	15,880	22	1,958	352	159	643	4,669	6,088	1,580	134	18	152
Lāna'i	29,763	25,605	38	2,170	481	146	427	105	321	1,438	159	26	185
Kaua'i	511,602	314,125	253	35,394	5,556	1,638	8,950	135	248	21,303	1,550	249	1,799
Hawai'i Island	538,181	356,864	549	49,463	8,905	2,918	11,657	2,070	3,088	29,848	3,148	404	3,551
...Hilo	150,071	146,505	189	16,629	3,548	1,384	5,664	2,013	4,355	13,504	1,310	151	1,461
...Kona	477,260	302,350	435	44,900	7,403	2,327	9,284	836	2,073	24,109	2,525	310	2,834
STATE	2,935,399	1,594,712	7,287	210,740	38,590	9,280	32,081	10,072	11,766	101,790	41,275	4,087	45,362
<b>INTERNATIONAL</b>													
O'ahu	48,387	41,897	1,186,694	118,434	5,871	5,947	2,425	375	701	15,319	143,485	15,868	159,354
Maui	9,858	10,880	61,520	154,229	2,108	2,263	952	271	458	6,051	36,302	3,718	40,020
Moloka'i	193	1,152	1,777	2,318	333	0	35	0	0	368	2,409	622	3,032
Lāna'i	738	1,392	2,122	2,631	366	0	0	0	0	366	3,272	51	3,322
Kaua'i	6,247	5,971	23,318	28,734	935	1,237	544	51	204	2,971	16,596	909	17,506
Hawai'i Island	9,544	9,291	164,701	38,240	1,274	2,571	839	51	333	5,067	31,455	2,825	34,280
...Hilo	4,642	6,205	69,604	16,238	475	1,679	549	51	333	3,087	20,312	1,184	21,496
...Kona	8,524	7,830	111,949	33,960	1,175	2,299	734	51	311	4,571	24,286	2,439	26,726
STATE	59,332	47,567	1,234,518	266,824	6,962	7,266	2,609	375	823	18,035	147,971	16,643	164,614

Note: Sums may not add up to total MMA due to rounding.

Source: Hawai'i Tourism Authority

Table 65: Visitor Arrivals by Island and MMA (Arrivals by Air) continued  
2011

2011	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
O'ahu	76,063	3,540	104,655	3,480	7,571	195,308	2,814	8,247	5,520	16,581	189,758	4,401,624
Maui	10,564	763	33,880	1,052	1,667	47,925	1,740	3,051	3,357	8,147	66,044	2,168,487
Moloka'i	934	63	484	384	153	2,017	90	94	91	275	2,708	55,250
Lāna'i	1,090	87	268	390	73	1,908	68	126	76	269	3,057	75,004
Kaua'i	2,868	207	3,268	556	654	7,552	491	1,207	1,133	2,831	31,896	1,011,500
Hawai'i Island	12,115	740	11,156	1,048	2,001	27,060	613	1,881	2,270	4,764	46,906	1,318,310
...Hilo	5,621	311	6,121	622	1,163	13,838	213	734	898	1,846	19,823	485,137
...Kona	9,629	574	6,524	940	1,460	19,127	504	1,546	1,966	4,016	37,873	1,106,462
STATE	81,738	4,082	112,567	4,453	8,186	211,028	4,053	10,101	7,963	22,116	255,073	7,174,397
<b>DOMESTIC</b>												
O'ahu	29,169	1,106	6,049	899	1,318	38,541	2,769	8,041	5,244	16,054	107,527	2,592,014
Maui	4,155	261	1,214	242	241	6,114	1,716	3,007	3,081	7,804	53,358	1,831,088
Moloka'i	259	12	56	14	21	362	90	94	91	275	1,818	43,865
Lāna'i	227	7	71	20	20	345	68	126	76	269	2,035	61,848
Kaua'i	1,346	108	409	111	105	2,079	487	1,207	1,133	2,827	25,041	914,423
Hawai'i Island	3,310	209	776	236	255	4,785	603	1,853	2,270	4,726	34,048	1,022,016
...Hilo	1,669	96	324	95	123	2,308	213	734	898	1,846	12,861	345,372
...Kona	2,240	128	584	199	186	3,336	494	1,518	1,966	3,978	28,262	887,463
STATE	31,654	1,392	7,145	1,187	1,521	42,901	3,997	9,867	7,687	21,550	167,550	5,127,291
<b>INTERNATIONAL</b>												
O'ahu	46,893	2,435	98,606	2,580	6,253	156,767	45	206	276	527	82,231	1,809,609
Maui	6,409	502	32,666	809	1,426	41,811	23	43	276	343	12,687	337,399
Moloka'i	675	50	428	370	131	1,655	0	0	0	0	891	11,385
Lāna'i	863	81	197	370	53	1,563	0	0	0	0	1,022	13,156
Kaua'i	1,522	99	2,858	445	549	5,472	4	0	0	4	6,855	97,077
Hawai'i Island	8,804	532	10,380	813	1,746	22,275	10	28	0	38	12,858	296,294
...Hilo	3,952	215	5,797	526	1,040	11,530	0	0	0	0	6,962	139,765
...Kona	7,389	446	5,940	741	1,274	15,790	10	28	0	38	9,611	218,999
STATE	50,084	2,690	105,422	3,266	6,665	168,127	56	234	276	566	87,523	2,047,106

Note: Sums may not add up to total MMA due to rounding.

Source: Hawai'i Tourism Authority



*Island Supplement*

**Table 66: Visitor Arrival Growth by Island and MMA (Arrivals by Air)  
% change 2011 vs. 2010**

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	0.1%	0.9%	0.7%	14.2%	-2.2%	32.3%	4.8%	-2.7%	25.0%	6.2%	33.5%	16.1%	31.6%
Maui	1.5%	1.8%	2.2%	20.1%	7.9%	23.4%	1.7%	1.7%	28.3%	8.6%	39.4%	46.1%	40.0%
Moloka'i	6.8%	11.6%	25.3%	27.7%	26.1%	24.6%	-7.0%	2915.3%	2374.5%	8.2%	15.1%	92.9%	25.3%
Lāna'i	9.2%	9.5%	47.8%	2.9%	-0.7%	35.3%	-14.3%	-26.7%	62.6%	0.1%	79.1%	-69.3%	61.9%
Kaua'i	6.6%	2.0%	10.4%	17.4%	2.4%	58.5%	2.6%	-90.8%	-81.8%	10.8%	40.7%	-38.7%	30.5%
Hawai'i Island	3.8%	3.7%	-11.7%	16.7%	9.0%	53.5%	1.9%	-0.4%	-3.9%	13.1%	43.7%	-9.5%	36.9%
...Hilo	2.4%	0.3%	-3.9%	12.6%	-6.1%	79.4%	4.7%	122.5%	178.8%	14.2%	45.4%	-38.4%	34.7%
...Kona	4.5%	4.6%	-13.2%	16.8%	19.0%	57.9%	1.4%	-47.7%	-18.2%	16.4%	45.8%	-1.8%	39.5%
STATE	2.4%	2.0%	0.2%	17.9%	0.1%	31.8%	3.7%	-3.9%	21.4%	6.3%	32.3%	15.4%	30.4%
<b>DOMESTIC</b>													
O'ahu	0.3%	0.9%	-8.6%	40.8%	-4.1%	15.5%	5.8%	-3.6%	32.5%	4.1%	25.5%	5.3%	23.6%
Maui	1.9%	1.6%	1.5%	8.5%	1.6%	9.0%	6.2%	-0.6%	33.6%	7.0%	23.4%	5.4%	20.9%
Moloka'i	6.7%	4.5%	32.2%	33.8%	6.2%	24.6%	15.7%	2915.3%	2374.5%	11.6%	20.2%	-30.3%	10.7%
Lāna'i	7.6%	8.4%	147.1%	21.3%	-2.0%	35.3%	0.9%	-26.7%	62.6%	5.4%	24.2%	78.3%	29.8%
Kaua'i	6.6%	1.7%	5.2%	16.3%	-0.9%	12.5%	4.7%	-92.7%	-88.7%	8.3%	3.5%	-21.5%	-0.9%
Hawai'i Island	4.0%	2.9%	-14.5%	21.2%	7.4%	18.0%	10.1%	5.3%	1.0%	13.2%	14.1%	-6.3%	11.3%
...Hilo	1.9%	-1.2%	-6.0%	18.5%	0.3%	16.3%	11.5%	150.2%	231.1%	13.2%	12.3%	-18.0%	8.1%
...Kona	4.6%	3.6%	-16.9%	21.3%	12.2%	22.9%	9.7%	-47.5%	-15.8%	14.7%	16.5%	-3.8%	13.8%
STATE	2.6%	2.2%	-8.6%	23.9%	-1.3%	15.4%	5.6%	-2.3%	29.3%	5.0%	24.8%	3.3%	22.5%
<b>INTERNATIONAL</b>													
O'ahu	-6.1%	-1.2%	0.7%	-2.1%	7.2%	57.7%	-3.6%	17.6%	-25.5%	17.6%	35.9%	18.8%	33.9%
Maui	-24.6%	14.0%	2.2%	27.5%	64.8%	51.2%	-38.8%	69.4%	-16.5%	20.1%	41.9%	57.2%	43.2%
Moloka'i	24.3%	1546.3%	25.2%	22.9%	57.3%	na	-79.9%	na	na	-4.4%	14.8%	103.4%	26.1%
Lāna'i	189.4%	33.2%	46.7%	-8.5%	1.0%	na	-100.0%	na	na	-16.4%	83.0%	-78.6%	64.1%
Kaua'i	9.1%	21.0%	10.4%	18.8%	28.1%	245.5%	-23.3%	-68.8%	-27.8%	32.6%	45.5%	-42.1%	34.9%
Hawai'i Island	-6.9%	51.2%	-11.7%	11.4%	22.0%	132.9%	-50.0%	-68.8%	-33.7%	12.8%	47.6%	-9.9%	40.2%
...Hilo	25.3%	56.6%	-3.9%	7.1%	-36.5%	224.8%	-35.7%	-58.7%	-9.0%	18.4%	48.2%	-40.3%	37.0%
...Kona	-3.1%	67.8%	-13.2%	11.3%	92.7%	121.7%	-48.2%	-50.7%	-31.0%	26.3%	49.7%	-1.6%	42.9%
STATE	-8.2%	-5.6%	0.3%	13.6%	8.6%	61.0%	-14.6%	-33.3%	-35.2%	14.0%	34.5%	18.8%	32.7%

*Island Supplement*

**Table 66: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued**  
**% change 2011 vs. 2010**

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER
O'ahu	31.0%	-18.3%	39.6%	2.7%	-49.1%	25.5%	21.1%	5.0%	20.5%	12.3%	-6.0%	3.0%
Maui	58.1%	-34.9%	52.8%	68.2%	-8.2%	47.6%	6.1%	7.4%	20.2%	12.0%	-15.8%	4.2%
Moloka'i	61.4%	-34.6%	-4.5%	2738.3%	144.2%	60.4%	76.3%	-6.5%	-33.0%	-4.3%	-14.3%	11.1%
Lāna'i	134.7%	1230.2%	-2.1%	2262.0%	14.9%	131.4%	14.9%	32.3%	-47.8%	-9.9%	-30.7%	10.0%
Kaua'i	41.5%	57.1%	77.2%	63.5%	23.0%	54.9%	31.2%	10.1%	4.0%	10.6%	-10.5%	5.9%
Hawai'i Island	40.0%	-10.9%	28.5%	8.7%	-25.2%	24.1%	22.5%	25.3%	5.4%	14.6%	-12.5%	2.9%
...Hilo	37.4%	-34.8%	21.0%	-9.9%	8.7%	21.5%	0.1%	9.0%	-6.9%	-0.3%	-14.5%	2.5%
...Kona	59.4%	30.2%	30.2%	75.3%	-34.0%	34.3%	18.9%	29.9%	9.2%	17.6%	-13.0%	3.8%
STATE	33.0%	-17.5%	37.7%	14.7%	-47.6%	25.9%	21.4%	7.0%	13.5%	11.7%	-7.7%	3.7%
<b>DOMESTIC</b>												
O'ahu	16.1%	8.2%	-4.0%	23.0%	-6.1%	11.4%	23.3%	6.3%	21.4%	13.6%	0.3%	2.4%
Maui	31.9%	0.8%	-7.3%	9.4%	-39.0%	14.6%	6.5%	7.6%	13.3%	9.5%	1.2%	2.3%
Moloka'i	12.2%	37.8%	-2.6%	0.1%	286.2%	14.5%	76.3%	-6.5%	-33.0%	-4.3%	2.8%	6.8%
Lāna'i	33.3%	2.6%	12.0%	18.3%	62.6%	27.9%	27.9%	32.3%	-47.8%	-8.1%	8.2%	8.4%
Kaua'i	50.5%	53.0%	-8.2%	-7.4%	16.8%	28.3%	33.3%	10.1%	4.0%	10.8%	-2.6%	5.0%
Hawai'i Island	31.1%	34.1%	-7.6%	2.2%	8.6%	20.1%	25.1%	25.3%	12.8%	19.0%	2.8%	4.7%
...Hilo	35.3%	73.2%	-6.5%	11.0%	13.1%	26.1%	9.4%	9.0%	-6.9%	0.7%	-0.7%	1.6%
...Kona	29.7%	10.7%	-10.8%	2.4%	3.0%	16.2%	20.5%	30.1%	18.5%	22.9%	4.4%	5.4%
STATE	17.9%	6.7%	-3.3%	17.5%	-11.5%	12.1%	22.6%	8.1%	16.2%	13.4%	-0.4%	3.4%
<b>INTERNATIONAL</b>												
O'ahu	42.4%	-26.5%	43.6%	-2.9%	-53.6%	29.5%	-42.1%	-29.0%	5.7%	-16.1%	-13.1%	3.9%
Maui	81.4%	-45.0%	56.6%	100.4%	0.3%	54.1%	-13.2%	-5.8%	273.0%	131.6%	-50.7%	16.4%
Moloka'i	93.9%	-42.0%	-4.8%	na	130.5%	75.8%	na	na	na	na	-36.1%	31.6%
Lāna'i	193.5%	na	-6.3%	na	3.5%	181.7%	-100.0%	na	na	-100.0%	-59.6%	17.7%
Kaua'i	34.4%	61.8%	104.5%	102.1%	24.3%	68.2%	-54.6%	na	na	-54.6%	-30.9%	15.1%
Hawai'i Island	43.6%	-21.3%	32.4%	10.7%	-28.5%	25.0%	-45.3%	22.6%	-100.0%	-79.2%	-37.3%	-2.8%
...Hilo	38.3%	-49.0%	23.0%	-12.9%	8.2%	20.7%	-100.0%	na	na	-100.0%	-32.0%	4.8%
...Kona	71.3%	37.1%	36.4%	116.8%	-37.3%	38.9%	-29.6%	22.6%	-100.0%	-78.7%	-41.6%	-1.9%
STATE	44.7%	-26.2%	41.8%	13.7%	-52.1%	29.9%	-28.2%	-25.2%	-31.3%	-28.6%	-19.1%	4.5%

na: Not Applicable

R = 2010 total and domestic statistics were revised.

Source: Hawai'i Tourism Authority

## VISITOR EXPENDITURES

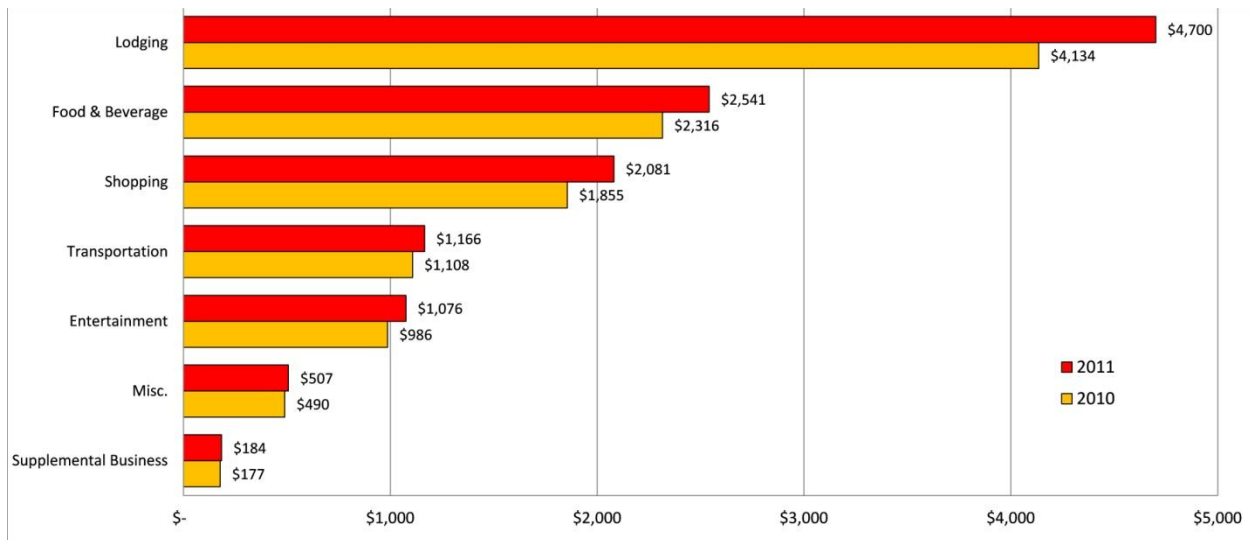
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## AIR & CRUISE VISITOR – TOTAL SPENDING BY CATEGORY

Total expenditures by all visitors who came by air or by cruise ship to Hawai'i in 2011 increased 10.7 percent from 2010 to \$12.25 billion, due to higher average daily visitor spending and growth in visitor days (Table 67).

Lodging, the largest expenditure category, rose 13.7 percent to \$4.7 billion and accounted for 38.4 percent of total visitor expenditures. Food and beverage, the second largest category was up 9.7 percent to \$2.5 billion or 20.7 percent of total visitor spending. Shopping expenditures increased 12.2 percent to \$2.1 billion or 17 percent of total visitor spending. Entertainment and recreation expenditures grew 9 percent to \$1.1 billion, while transportation expenditures rose 5.2 percent to \$1.2 billion.

**Figure 22: Total Visitor Expenditures by Category (in millions/dollars)  
2010 vs. 2011**



## AIR & CRUISE VISITOR – TOTAL SPENDING BY ISLAND AND MMA

- Canadians spent more on Maui (\$392 million) than on O'ahu (\$337.5 million) (Table 68 and Table 69).
- Japanese visitors spent the most on O'ahu (\$2 billion), followed by Hawai'i Island (\$114 million).
- O'ahu – Spending by visitors from Japan (+15.8% from 2010 to \$2 billion), U.S. West (+3.1% to \$1.5 billion), U.S. East (+10% to \$1.3 billion), Oceania (+54.4% to \$401 million), Canada (+14.8% to \$337.5 million), Other Asia (+29.3% to \$298.7 million), Europe (+5.9% to \$115.7 million), and Latin America (+27.1% to \$31.3 million) on O'ahu increased compared to the previous year.

## *Visitor Expenditures*

- Maui – U.S. West visitors spent the most on Maui at \$1.4 billion, up 3.6 percent from 2010. Spending by U.S. East visitors was second highest at \$973.2 million (+3.9%), followed by Canadian visitors at \$392 million (+25.1%), European visitors at \$63.2 million (+10.2%), Oceania visitors at \$55.3 million (+49.4%), Japanese visitors at \$52.6 million (+14.4%), Other Asia visitors at \$39.2 million (+72.2%) and Latin America visitors at \$10.3 million (-38%).
- Hawai'i Island – Expenditures on this island from U.S. West (+14.7%, to 628.8 million), U.S. East (+10.5% to \$474.3 million), Japan (-14.2% to \$114 million), Canada (+20.2% to \$107.6 million), Europe (+11.3% to \$41.5 million), Other Asia (+29.3% to \$31.7 million), Oceania (+35.7% to \$29.6 million) and Latin America (+2.3% to \$7.8 million) increased compared to 2010.
- Kaua'i – U.S. West visitors spent the most on Kaua'i at \$596.5 million (+9.3%), followed by spending from U.S. East (+8.2% to \$417 million), Canadian (+31.1% to \$78.1 million), European (-23.7% to \$21.4 million), Oceania (+27.3% to \$14.9 million), Japanese (+58.2% to \$12.1 million), Other Asia (+124.4% to \$8.9 million) and Latin America (+149.7% to \$5.2 million) visitors.

### **AIR VISITOR – PERSONAL DAILY SPENDING BY MMA**

#### **U.S. West**

U.S. West air visitors in 2011 spent an average of \$144 per person on a daily basis, up from \$140 in 2010 (Table 70).

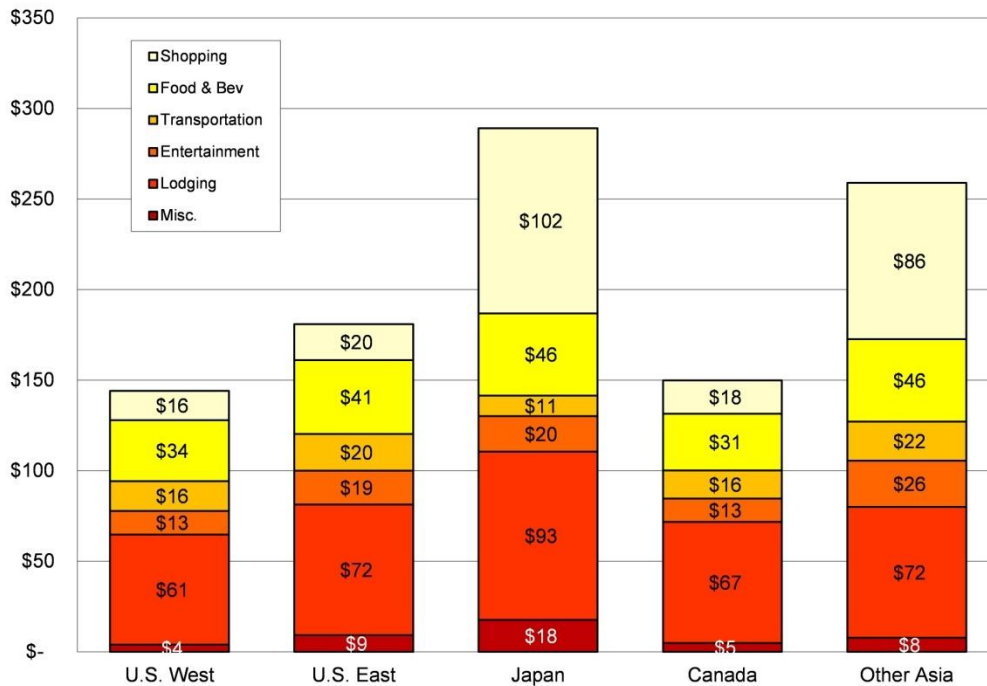
- Daily spending by this group of visitors continued to be the lowest among the visitor markets.
- Lodging expenditures by U.S. West visitors in 2011 (\$61) was higher compared to 2010 (\$58).
- This group spent slightly more on food and beverage (\$34) compared to 2010 (\$33). U.S. West visitors in 2011 spent about the same amount on shopping (\$16), transportation (\$16) and entertainment (\$13) compared to a year ago.

#### **U.S. East**

Per person per day expenditures by U.S. East air visitors increased to \$181 in 2011, from \$171 in 2010 (Table 71).

- Lodging expenditures, the largest expense for U.S. East visitors, rose from \$67 in 2010 to \$72 in 2011.
- U.S. East visitors in 2011 spent more on food and beverages (\$41, from \$38), shopping (\$20, from \$19) and entertainment and recreation (\$19, from \$18) compared to the previous year. These visitors spent slightly less on transportation (\$20, from \$21); than in 2010.

**Figure 23: Visitor Personal Daily Spending by Category and Selected MMA 2011**



### Japan

Daily per person spending by air visitors from Japan was the second highest, after daily spending by Chinese visitors. In 2010, Japanese visitors' daily spending increased to \$289 from \$261 in 2010 (Table 72).

- The largest expenditure by Japanese visitors continued to be shopping. These visitors spent nearly five times as much per day in shopping as those from the U.S. mainland, Canada or Europe. Shopping expenses rose from \$92 in 2010 to \$102 in 2011.
- Japanese visitor spending on lodging, at \$93, was also higher compared to 2010 (\$78).
- These visitors also spent more on entertainment and food and beverage (\$46, from \$43) and about the same for entertainment (\$20) and transportation (\$11) compared to 2010.

### Canada

Per person per day spending by Canadian air visitors in 2011 rose to \$150, from \$145 in 2010 (Table 73).

- Lodging expenditures by these visitors increased to \$67, from \$63 last year. Shopping expenditures were also higher (\$18, from \$17) compared to 2010
- This group spent about the same amount as 2010 on food and beverage (\$31), entertainment (\$13) and transportation (\$15).

## *Visitor Expenditures*

### **Europe**

Daily per person spending by European air visitors increased to \$160 in 2011, from \$159 in the previous year (Table 74).

- These visitors spent less on lodging (\$66, from \$69) but more on shopping (\$17, from \$15) and entertainment and recreation (\$15, from \$13) compared to 2010. Spending on food and beverages (\$35) and transportation (\$22) were similar to last year.

### **Oceania**

Daily per person spending by air visitors from Oceania increased from \$207 in 2010 to \$239 in 2011 (Table 75)

- Oceania visitors' spending on lodging was \$90 in 2011, up significantly from \$70 last year.
- These visitors also spent more on shopping (\$59, from \$54) food and beverages (\$44, from \$43), entertainment (\$19, from \$18) and transportation (\$20, from \$14) compared to 2010.

### **Other Asia**

Daily per person spending by visitors from Other Asia increased to \$259 in 2011 (from \$226 in 2010 (Table 76).

- Daily lodging expenditures by these visitors rose to \$72 from \$62 in 2010.
- Visitors from Other Asia in 2010 spent \$86 on shopping, up from \$73 a year ago.
- This group also spent more on food and beverages (\$45, from \$43), entertainment (\$26, from \$22), transportation (\$22, from \$19) compared to 2010.

### **Chinese Visitors**

Daily per person spending by visitors from China was the highest among all visitors at \$372 in 2011, up from \$350 in 2010 (Table 79).

- Similar to Japanese visitors, the largest expenditure by Chinese visitors was shopping. Daily shopping expenditure by Chinese visitors rose significantly, from \$101 in 2010 to \$125 in 2011.
- Chinese visitor spending on lodging in 2011 (\$68) also increased from 2010 (\$66).
- This group also spent more on food and beverage (\$32, from \$26 in 2010) and transportation (\$16, from \$12 in 2010) compared to the prior year.
- Spending on entertainment and recreation (\$30, from \$34 in 2010) was lower than the previous year.

## *Visitor Expenditures*

### **Korean Visitors**

Korean visitors in 2011 spent \$238 per person on a daily basis, up from \$223 a year ago (Table 80).

- Lodging was the largest expense for these visitors at \$66, up from \$62 in 2010.
- This group also spent more on food and beverage (\$33), compared to 2010 (\$30).
- Spending on entertainment and recreation (\$23) and transportation (\$14) were about the same as last year.
- Spending on shopping (\$47) was slightly less compared to 2010 (\$48).

### **Latin America**

In 2011, per person per day spending by Latin America visitors was slightly lower at \$211 from \$212 in 2010 (Table 77).

- These visitors spent \$73 on lodging in 2011, up from \$68 in the previous year.
- They also spent more on shopping (\$40, from \$38) and entertainment (\$20 from \$19) but less on food and beverage (\$40, from \$41) and transportation (\$23 from \$28) compared to 2010.

## **AIR VISITOR – PERSONAL DAILY SPENDING BY ISLAND**

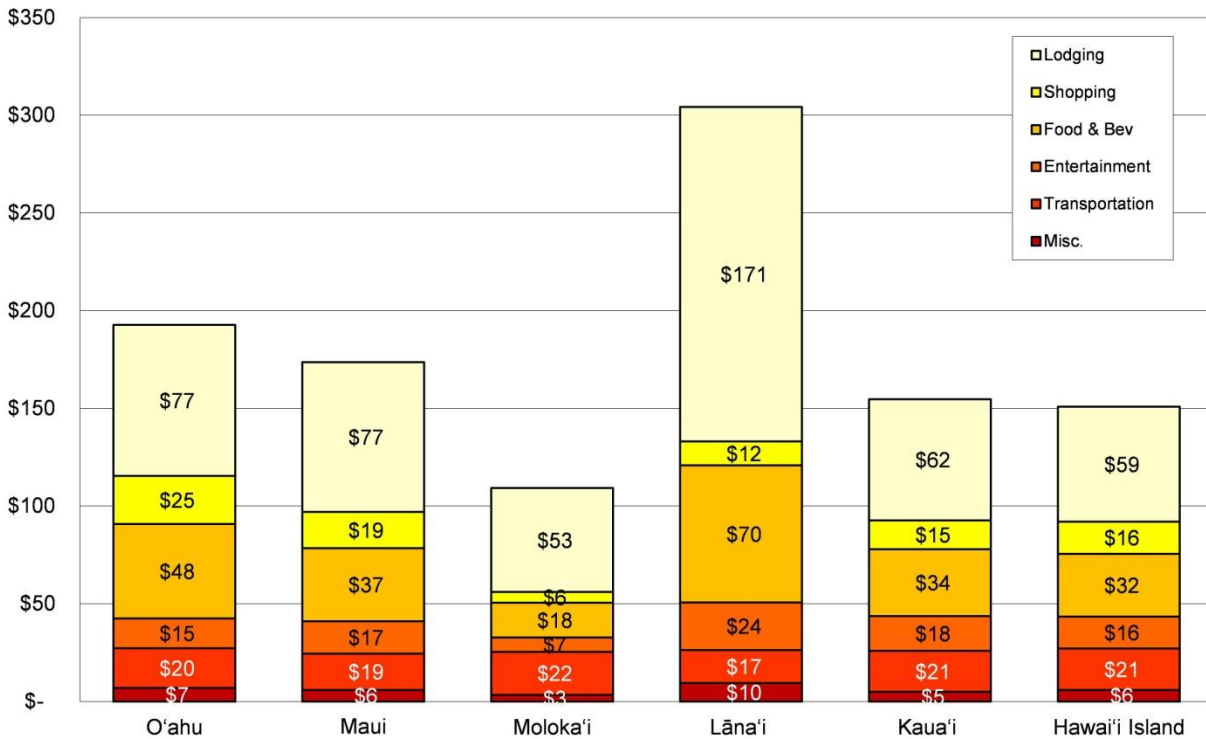
Daily per person spending by air visitors in 2011 increased on all Hawaiian Islands compared to the previous year (Table 83 and Table 84, Figure 24).

- Visitor by air to Lānaʻi continued to spend the most at \$304, compared to \$283 in 2010.
- Daily spending on Oʻahu was the second highest at \$193, up from \$175 per person in 2010.
- Daily spending on Maui was the third highest in 2011 at \$174, a slight increase from \$172 last year.
- Visitors to Kauaʻi in 2011 spent \$155 compared to \$149 a year ago.
- Hawaiʻi Island visitors spent \$151, up from \$144 in 2010.
- Molokaʻi visitors spent \$109 compared to \$97 in 2010.
- Lodging remained the largest expense for visitors across all islands and Lānaʻi visitors continued to spend the most per person. In 2011 Lānaʻi visitors spent \$171 on lodging (up from \$163 in 2010), followed by Oʻahu visitors at \$77 (\$68 in 2010) and Maui visitors at \$77 (\$74 in 2010). Visitors on Kauaʻi spent \$62 on lodging, (\$57 in 2010), visitors on Hawaiʻi Island spent \$59 (\$55 in 2010) while Molokaʻi visitors spent \$53 (\$50 in 2010).
- Daily spending on food and beverage was the second largest category and all island showed higher spending on food and beverage compared to 2010. Visitors on Lānaʻi again spent the most at \$70 in 2011, followed by visitors on Oʻahu (\$48), Maui (\$37), Kauaʻi (\$34), Hawaiʻi Island (\$32) and Molokaʻi (\$18).



## Visitor Expenditures

**Figure 24: Visitor Personal Daily Spending by Category and Island  
2011**



- O'ahu, Hawai'i Island, Maui and Lāna'i saw growth in daily visitor spending on shopping compared to 2010. Visitors on O'ahu spent the most per person on shopping at \$25 (\$23 in 2010). Visitors on Maui spent \$19, slightly higher than 2010 (\$18). Visitors on Hawai'i Island spent \$16, a slight increase from \$15 in 2010. Visitors on Kaua'i (\$15), Lāna'i (\$12) and Moloka'i (\$6) spent about the same on shopping compared to the previous year.
- Visitors on Lāna'i spent \$24 per person on entertainment and recreation in 2011, followed by visitors on Kaua'i (\$18), Maui (\$17), Hawai'i Island (\$16) and O'ahu (\$15).
- Daily per person spending on transportation by visitors on Moloka'i was the highest at \$22, followed by visitors on Hawai'i Island (\$21), Kaua'i (\$21), O'ahu (\$20), Maui (\$19) and Lāna'i (\$17).

## **SELECTED AIR VISITOR PERSONAL DAILY SPENDING BY TRIP CHARACTERISTICS**

### **Trip Status**

- First-time visitors from all of the top three MMAs (U.S. West, U.S. East and Japan) in 2011 spent more per person per day compared to those who have been to the islands before (Table 85).
- Japanese first-time visitors spent \$326, compared to \$268 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$199, while repeat visitors spent \$170. U.S. West first-time visitors spent \$155 versus \$141 for repeat visitors.

### **Purpose of Trip**

- Honeymoon visitors from U.S. East and Japan in 2011 spent more than U.S. East or Japanese visitors who came for MCI or for pleasure. Daily per person spending by Japanese honeymoon visitors was \$395 in 2011 while U.S. East honeymooners spent \$268.
- U.S. West honeymooners spent \$205, same as U.S. West MCI visitors.
- U.S. East (\$236) and U.S. West (\$205) MCI visitors spent more than U.S. East (\$179) and U.S. West (\$145) pleasure visitors.
- In contrast, Japanese visitors who came for pleasure (\$265) spent slightly more than those who came for MCI (\$264).

### **By Accommodation**

- As expected, U.S. West, U.S. East and Japanese visitors who stayed in hotels, spent more per person per day than those who stayed in condominiums, timeshare properties or with friends and relatives.
- In 2011, Japanese visitors who stayed in hotels spent \$314 per day, compared to U.S. East visitors at \$226 and U.S. West visitors at \$190.
- Japanese visitors who stayed in condominiums spent \$183 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$169 and \$144, respectively.
- Visitors from Japan who used time share properties spent \$166. U.S. East timeshare visitors spent \$135 per person, while U.S. West timeshare visitors spent \$108 per person.

### **Group Tour and True Independent**

Japanese visitors who came on group tours spent \$295 per person, significantly higher than visitors from U.S. East (\$236) and U.S. West (\$219). Comparatively, Japanese (\$288), U.S. East (\$180) and U.S. West (\$144) visitors who made their own travel arrangements spent much less.

*Visitor Expenditures*

**Table 67: Total Visitor Expenditures by Category  
(Air & Cruise Visitor Spending in Millions of Dollars)  
2011 vs. 2010**

Expenditure Type	2011	2010R	% change
<b>GRAND TOTAL</b>	<b>12,254.6</b>	<b>11,066.4</b>	<b>10.7</b>
<b>Total Food and beverage</b>	<b>2,541.1</b>	<b>2,315.6</b>	<b>9.7</b>
Restaurant food	1,736.6	1,570.5	10.6
Dinner shows and cruises	254.5	241.1	5.6
Groceries and snacks	550.0	504.1	9.1
<b>Entertainment &amp; Recreation</b>	<b>1,075.5</b>	<b>986.4</b>	<b>9.0</b>
<b>Total Transportation</b>	<b>1,165.5</b>	<b>1,107.6</b>	<b>5.2</b>
Interisland airfare	189.9	194.5	-2.4
Ground transportation	105.3	97.2	8.3
Rental vehicles	766.2	720.8	6.3
Gasoline, parking, etc.	104.2	95.1	9.6
<b>Total Shopping</b>	<b>2,081.1</b>	<b>1,855.4</b>	<b>12.2</b>
Fashion and clothing	731.4	660.5	10.7
Jewelry and watches	336.1	309.8	8.5
Cosmetics, perfume	87.0	70.1	24.1
Leather goods	352.5	280.1	25.8
Hawai'i food products	233.6	210.4	11.0
Souvenirs	340.6	324.3	5.0
<b>Lodging</b>	<b>4,700.2</b>	<b>4,134.4</b>	<b>13.7</b>
<b>All other expenses 1/</b>	<b>506.9</b>	<b>489.7</b>	<b>3.5</b>
<b>Supplemental business</b>	<b>184.3</b>	<b>177.3</b>	<b>3.9</b>

Note: Sums may not add up to total due to rounding.

R = 2010 total visitor expenditure statistics were revised.

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Source: Hawai'i Tourism Authority

*Visitor Expenditures*

**Table 68: Total Visitor Expenditures by Island and MMA  
(Air & Cruise Visitor Spending in Millions of Dollars)  
2011**

2011	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	1,516.8	1,279.2	1,995.4	337.5	115.7	401.0	298.7	31.3	375.7	6,351.4
Maui	1,423.3	973.2	52.6	392.0	63.2	55.3	39.2	10.3	91.4	3,100.4
Moloka'i	10.9	8.6	0.0	1.2	6.1	0.8	0.5	0.2	0.3	28.7
Lāna'i	37.4	28.3	1.9	5.9	1.6	1.6	1.6	0.7	3.4	82.3
Kaua'i	596.5	417.0	12.1	78.1	21.4	14.9	8.9	5.2	39.6	1,193.6
Hawai'i Island	628.8	474.3	114.0	107.6	41.5	29.6	31.7	7.8	62.9	1,498.2
STATE	4,213.7	3,180.5	2,176.0	922.3	249.4	503.2	380.7	55.5	573.3	12,254.6

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

**Table 69: Total Visitor Expenditure Growth by Island and MMA  
% change 2011 vs. 2010**

2011	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	3.1%	10.0%	15.8%	14.8%	5.9%	54.4%	29.3%	27.1%	18.2%	13.6%
Maui	3.6%	3.9%	14.4%	25.1%	10.2%	49.4%	72.2%	-38.0%	-37.4%	5.1%
Moloka'i	-8.3%	17.5%	-95.5%	-20.7%	915.4%	-2.0%	9.4%	2154.6%	-69.9%	18.6%
Lāna'i	9.3%	9.3%	204.3%	85.3%	7.0%	193.6%	223.5%	311.1%	-35.9%	14.5%
Kaua'i	9.3%	8.2%	58.2%	31.1%	-23.7%	27.3%	124.4%	149.7%	3.1%	10.3%
Hawai'i Island	14.7%	10.5%	-14.2%	20.2%	11.3%	35.7%	29.3%	2.3%	15.6%	11.4%
STATE	5.8%	7.9%	13.9%	21.2%	6.6%	51.7%	34.4%	8.5%	1.8%	10.7%

R = 2010 total visitor expenditure statistics were revised.

Source: Hawai'i Tourism Authority

*Visitor Expenditures*

**Table 70: U.S. West MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>144.0</b>	<b>139.9</b>	<b>2.9</b>
<b>Total Food and beverage</b>	<b>33.7</b>	<b>32.7</b>	<b>3.2</b>
Restaurant food	22.4	21.6	3.8
Dinner shows and cruises	3.1	3.1	-0.2
Groceries and snacks	8.3	8.0	2.8
<b>Entertainment &amp; Recreation</b>	<b>13.0</b>	<b>12.6</b>	<b>3.0</b>
<b>Total Transportation</b>	<b>16.4</b>	<b>16.3</b>	<b>0.3</b>
Interisland airfare	1.8	2.0	-9.5
Ground transportation	0.7	0.7	-1.0
Rental vehicles	12.2	12.1	1.1
Gasoline, parking, etc.	1.6	1.5	7.2
<b>Total Shopping</b>	<b>16.2</b>	<b>16.1</b>	<b>0.5</b>
Fashion and clothing	6.2	6.2	-1.2
Jewelry and watches	3.1	3.2	-3.3
Cosmetics, perfume	0.3	0.2	5.6
Leather goods	0.6	0.5	18.6
Hawai'i food products	2.2	2.1	3.8
Souvenirs	3.9	3.8	2.2
<b>Lodging</b>	<b>60.8</b>	<b>58.2</b>	<b>4.5</b>
<b>All other expenses 1/</b>	<b>4.0</b>	<b>4.1</b>	<b>-2.9</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

**Table 71: U.S. East MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>180.9</b>	<b>171.1</b>	<b>5.8</b>
<b>Total Food and beverage</b>	<b>40.8</b>	<b>38.0</b>	<b>7.3</b>
Restaurant food	29.2	27.0	8.0
Dinner shows and cruises	4.4	4.3	3.3
Groceries and snacks	7.2	6.7	7.1
<b>Entertainment &amp; Recreation</b>	<b>18.7</b>	<b>17.6</b>	<b>6.6</b>
<b>Total Transportation</b>	<b>20.3</b>	<b>20.6</b>	<b>-1.5</b>
Interisland airfare	3.7	4.5	-19.4
Ground transportation	1.0	1.0	-1.6
Rental vehicles	13.7	13.2	3.7
Gasoline, parking, etc.	1.9	1.9	4.7
<b>Total Shopping</b>	<b>19.8</b>	<b>18.9</b>	<b>4.6</b>
Fashion and clothing	7.0	7.0	0.7
Jewelry and watches	4.3	3.9	8.7
Cosmetics, perfume	0.3	0.2	47.5
Leather goods	0.7	0.5	45.1
Hawai'i food products	2.1	2.1	0.5
Souvenirs	5.4	5.2	3.1
<b>Lodging</b>	<b>72.1</b>	<b>66.5</b>	<b>8.3</b>
<b>All other expenses 1/</b>	<b>9.2</b>	<b>9.4</b>	<b>-1.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Visitor Expenditures*

**Table 72: Japan MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>289.1</b>	<b>261.1</b>	<b>10.7</b>
<b>Total Food and beverage</b>	<b>45.5</b>	<b>42.8</b>	<b>6.3</b>
Restaurant food	32.6	30.0	8.5
Dinner shows and cruises	4.7	4.7	0.2
Groceries and snacks	8.2	8.1	1.7
<b>Entertainment &amp; Recreation</b>	<b>19.6</b>	<b>19.5</b>	<b>0.7</b>
<b>Total Transportation</b>	<b>11.3</b>	<b>10.6</b>	<b>6.4</b>
Interisland airfare	2.4	2.1	13.0
Ground transportation	4.8	4.6	4.1
Rental vehicles	3.7	3.5	5.7
Gasoline, parking, etc.	0.4	0.4	2.9
<b>Total Shopping</b>	<b>102.2</b>	<b>91.7</b>	<b>11.5</b>
Fashion and clothing	26.9	24.3	10.9
Jewelry and watches	13.7	12.4	11.0
Cosmetics, perfume	6.0	5.2	15.4
Leather goods	34.2	29.7	15.1
Hawai'i food products	12.4	11.7	6.0
Souvenirs	9.0	8.5	6.4
<b>Lodging</b>	<b>92.8</b>	<b>78.2</b>	<b>18.7</b>
<b>All other expenses 1/</b>	<b>17.7</b>	<b>18.4</b>	<b>-3.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

**Table 73: Canada MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>150.0</b>	<b>145.0</b>	<b>3.5</b>
<b>Total Food and beverage</b>	<b>31.4</b>	<b>30.9</b>	<b>1.7</b>
Restaurant food	18.3	18.2	0.3
Dinner shows and cruises	3.1	3.2	-1.0
Groceries and snacks	10.0	9.5	5.2
<b>Entertainment &amp; Recreation</b>	<b>12.8</b>	<b>12.6</b>	<b>1.5</b>
<b>Total Transportation</b>	<b>15.5</b>	<b>15.3</b>	<b>1.5</b>
Interisland airfare	1.4	1.6	-9.5
Ground transportation	1.0	0.9	17.3
Rental vehicles	11.5	11.4	1.0
Gasoline, parking, etc.	1.7	1.5	7.7
<b>Total Shopping</b>	<b>18.4</b>	<b>17.2</b>	<b>7.1</b>
Fashion and clothing	9.3	8.7	6.6
Jewelry and watches	2.9	2.7	8.5
Cosmetics, perfume	0.3	0.3	8.8
Leather goods	0.8	0.5	48.5
Hawai'i food products	1.8	1.6	11.2
Souvenirs	3.3	3.4	-1.6
<b>Lodging</b>	<b>66.9</b>	<b>63.0</b>	<b>6.2</b>
<b>All other expenses 1/</b>	<b>4.9</b>	<b>6.0</b>	<b>-18.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Visitor Expenditures*

**Table 74: Europe MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>160.0</b>	<b>159.0</b>	<b>0.6</b>
<b>Total Food and beverage</b>	<b>35.4</b>	<b>35.1</b>	<b>0.9</b>
Restaurant food	25.9	25.4	2.0
Dinner shows and cruises	2.2	3.0	-26.8
Groceries and snacks	7.3	6.7	9.4
<b>Entertainment &amp; Recreation</b>	<b>14.7</b>	<b>13.4</b>	<b>9.9</b>
<b>Total Transportation</b>	<b>21.6</b>	<b>22.1</b>	<b>-2.7</b>
Interisland airfare	5.4	6.7	-19.9
Ground transportation	1.6	1.9	-17.0
Rental vehicles	13.0	12.0	8.6
Gasoline, parking, etc.	1.6	1.6	2.0
<b>Total Shopping</b>	<b>17.0</b>	<b>15.3</b>	<b>10.9</b>
Fashion and clothing	8.7	7.5	16.6
Jewelry and watches	2.1	2.1	-3.5
Cosmetics, perfume	0.4	0.3	28.5
Leather goods	0.5	0.5	-5.0
Hawai'i food products	1.1	1.0	11.4
Souvenirs	4.2	3.8	8.7
<b>Lodging</b>	<b>66.3</b>	<b>69.2</b>	<b>-4.1</b>
<b>All other expenses 1/</b>	<b>4.9</b>	<b>3.8</b>	<b>28.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

**Table 75: Oceania MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>238.6</b>	<b>206.9</b>	<b>15.3</b>
<b>Total Food and beverage</b>	<b>44.0</b>	<b>42.5</b>	<b>3.6</b>
Restaurant food	29.4	30.1	-2.4
Dinner shows and cruises	5.4	4.5	21.0
Groceries and snacks	9.3	7.9	16.6
<b>Entertainment &amp; Recreation</b>	<b>19.4</b>	<b>18.3</b>	<b>5.9</b>
<b>Total Transportation</b>	<b>19.7</b>	<b>14.4</b>	<b>36.5</b>
Interisland airfare	7.2	3.9	87.1
Ground transportation	4.9	3.2	53.0
Rental vehicles	7.0	6.3	12.1
Gasoline, parking, etc.	0.5	1.0	-55.2
<b>Total Shopping</b>	<b>59.2</b>	<b>53.7</b>	<b>10.3</b>
Fashion and clothing	31.6	30.5	3.6
Jewelry and watches	5.9	8.2	-28.5
Cosmetics, perfume	4.1	4.3	-3.9
Leather goods	6.9	3.3	109.4
Hawai'i food products	4.2	1.4	205.0
Souvenirs	6.5	6.0	9.1
<b>Lodging</b>	<b>89.6</b>	<b>70.0</b>	<b>28.0</b>
<b>All other expenses 1/</b>	<b>6.8</b>	<b>8.1</b>	<b>-15.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Visitor Expenditures*

**Table 76: Other Asia MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>258.9</b>	<b>226.0</b>	<b>14.5</b>
<b>Total Food and beverage</b>	<b>45.6</b>	<b>43.4</b>	<b>5.0</b>
Restaurant food	32.4	30.4	6.7
Dinner shows and cruises	5.6	6.8	-17.4
Groceries and snacks	7.5	6.3	19.1
<b>Entertainment &amp; Recreation</b>	<b>25.6</b>	<b>21.7</b>	<b>18.0</b>
<b>Total Transportation</b>	<b>21.5</b>	<b>19.4</b>	<b>11.1</b>
Interisland airfare	7.8	7.0	10.7
Ground transportation	3.3	3.4	-3.3
Rental vehicles	8.9	7.6	17.0
Gasoline, parking, etc.	1.6	1.4	15.7
<b>Total Shopping</b>	<b>86.2</b>	<b>73.0</b>	<b>18.1</b>
Fashion and clothing	26.5	24.1	9.8
Jewelry and watches	14.2	8.1	75.1
Cosmetics, perfume	8.8	7.0	25.8
Leather goods	23.1	21.3	8.4
Hawai'i food products	6.5	6.6	-1.8
Souvenirs	7.2	5.9	21.6
<b>Lodging</b>	<b>72.2</b>	<b>62.3</b>	<b>15.8</b>
<b>All other expenses 1/</b>	<b>7.8</b>	<b>6.0</b>	<b>30.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

**Table 77: Latin America MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>211.4</b>	<b>212.4</b>	<b>-0.5</b>
<b>Total Food and beverage</b>	<b>39.6</b>	<b>41.3</b>	<b>-4.0</b>
Restaurant food	28.3	29.8	-4.9
Dinner shows and cruises	3.8	6.1	-37.7
Groceries and snacks	7.5	5.4	40.0
<b>Entertainment &amp; Recreation</b>	<b>19.9</b>	<b>18.6</b>	<b>7.1</b>
<b>Total Transportation</b>	<b>23.4</b>	<b>27.6</b>	<b>-15.1</b>
Interisland airfare	5.3	10.2	-48.1
Ground transportation	2.4	1.5	57.8
Rental vehicles	14.2	13.6	4.6
Gasoline, parking, etc.	1.5	2.3	-33.9
<b>Total Shopping</b>	<b>40.0</b>	<b>37.5</b>	<b>6.7</b>
Fashion and clothing	17.0	19.6	-13.3
Jewelry and watches	7.1	4.8	47.2
Cosmetics, perfume	1.3	0.8	59.4
Leather goods	3.5	4.3	-19.6
Hawai'i food products	2.5	1.1	124.7
Souvenirs	8.7	6.9	26.6
<b>Lodging</b>	<b>72.5</b>	<b>68.1</b>	<b>6.5</b>
<b>All other expenses 1/</b>	<b>16.0</b>	<b>19.4</b>	<b>-17.7</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority



*Visitor Expenditures*

**Table 78: Other MMA Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>182.9</b>	<b>167.8</b>	<b>9.0</b>
<b>Total Food and beverage</b>	<b>38.2</b>	<b>33.4</b>	<b>14.5</b>
Restaurant food	26.4	21.6	22.6
Dinner shows and cruises	4.2	3.6	17.3
Groceries and snacks	7.5	8.2	-8.1
<b>Entertainment &amp; Recreation</b>	<b>14.5</b>	<b>13.7</b>	<b>5.9</b>
<b>Total Transportation</b>	<b>17.8</b>	<b>18.2</b>	<b>-2.3</b>
Interisland airfare	3.7	3.2	16.2
Ground transportation	2.5	3.0	-17.6
Rental vehicles	9.7	10.4	-7.0
Gasoline, parking, etc.	1.9	1.6	20.6
<b>Total Shopping</b>	<b>35.2</b>	<b>37.6</b>	<b>-6.4</b>
Fashion and clothing	16.8	16.0	5.0
Jewelry and watches	4.3	6.6	-33.7
Cosmetics, perfume	1.7	1.4	17.0
Leather goods	4.5	2.6	75.2
Hawai'i food products	3.3	3.4	-2.3
Souvenirs	4.6	7.7	-40.1
<b>Lodging</b>	<b>66.5</b>	<b>58.4</b>	<b>13.9</b>
<b>All other expenses 1/</b>	<b>10.7</b>	<b>6.4</b>	<b>66.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority

**Table 79: Chinese Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>371.7</b>	<b>350.3</b>	<b>6.1</b>
<b>Total Food and beverage</b>	<b>31.6</b>	<b>26.4</b>	<b>19.9</b>
Restaurant food	19.3	16.6	16.3
Dinner shows and cruises	5.4	3.9	35.7
Groceries and snacks	7.0	5.8	19.4
<b>Entertainment &amp; Recreation</b>	<b>30.1</b>	<b>33.5</b>	<b>-10.1</b>
<b>Total Transportation</b>	<b>15.5</b>	<b>11.9</b>	<b>30.9</b>
Interisland airfare	6.4	4.5	42.0
Ground transportation	4.0	3.4	19.1
Rental vehicles	4.0	3.4	19.4
Gasoline, parking, etc.	1.1	0.6	79.6
<b>Total Shopping</b>	<b>125.4</b>	<b>101.3</b>	<b>23.8</b>
Fashion and clothing	30.5	23.8	28.1
Jewelry and watches	28.8	25.8	11.7
Cosmetics, perfume	17.1	14.0	22.0
Leather goods	36.2	28.4	27.4
Hawai'i food products	7.6	6.1	23.9
Souvenirs	5.2	3.1	67.4
<b>Lodging</b>	<b>67.8</b>	<b>65.5</b>	<b>3.6</b>
<b>All other expenses 1/</b>	<b>101.3</b>	<b>111.9</b>	<b>-9.4</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority

*Visitor Expenditures*

**Table 80: Korean Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>238.3</b>	<b>222.9</b>	<b>6.9</b>
<b>Total Food and beverage</b>	<b>32.8</b>	<b>29.8</b>	<b>9.9</b>
Restaurant food	23.3	20.2	15.0
Dinner shows and cruises	4.6	5.4	-14.2
Groceries and snacks	4.9	4.2	16.5
<b>Entertainment &amp; Recreation</b>	<b>23.3</b>	<b>22.9</b>	<b>2.1</b>
<b>Total Transportation</b>	<b>14.4</b>	<b>13.9</b>	<b>3.4</b>
Interisland airfare	5.8	5.8	-0.4
Ground transportation	2.3	2.2	4.4
Rental vehicles	5.3	4.8	9.6
Gasoline, parking, etc.	1.0	1.0	-6.8
<b>Total Shopping</b>	<b>47.4</b>	<b>48.0</b>	<b>-1.3</b>
Fashion and clothing	15.9	15.6	1.7
Jewelry and watches	4.1	3.4	21.3
Cosmetics, perfume	4.0	3.8	4.1
Leather goods	15.4	17.4	-11.4
Hawaii food products	5.0	4.6	8.8
Souvenirs	3.0	3.1	-6.0
<b>Lodging</b>	<b>66.2</b>	<b>61.9</b>	<b>7.0</b>
<b>All other expenses 1/</b>	<b>54.3</b>	<b>46.5</b>	<b>16.7</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.  
Note: Sums may not add up to total due to rounding.  
Source: Hawaii Tourism Authority

**Table 81: Australian Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	2011	2010	% change
<b>GRAND TOTAL</b>	<b>228.7</b>	<b>206.7</b>	<b>10.7</b>
<b>Total Food and beverage</b>	<b>29.6</b>	<b>28.5</b>	<b>4.0</b>
Restaurant food	21.0	19.8	5.7
Dinner shows and cruises	3.5	3.2	10.0
Groceries and snacks	5.1	5.5	-5.9
<b>Entertainment &amp; Recreation</b>	<b>21.9</b>	<b>19.8</b>	<b>10.3</b>
<b>Total Transportation</b>	<b>9.5</b>	<b>10.0</b>	<b>-4.8</b>
Interisland airfare	3.2	3.4	-5.0
Ground transportation	2.3	2.3	0.4
Rental vehicles	3.4	3.6	-6.0
Gasoline, parking, etc.	0.6	0.7	-14.7
<b>Total Shopping</b>	<b>41.6</b>	<b>39.1</b>	<b>6.4</b>
Fashion and clothing	24.5	22.9	7.2
Jewelry and watches	5.4	5.2	3.0
Cosmetics, perfume	3.9	3.4	13.6
Leather goods	3.4	2.7	27.4
Hawaii food products	0.6	0.7	-10.4
Souvenirs	3.8	4.2	-10.4
<b>Lodging</b>	<b>74.7</b>	<b>65.5</b>	<b>14.0</b>
<b>All other expenses 1/</b>	<b>51.5</b>	<b>43.8</b>	<b>17.5</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawaii home-ported ships.  
Note: Sums may not add up to total due to rounding.  
Source: Hawaii Tourism Authority

*Visitor Expenditures*

**Table 82: New Zealand Visitor Personal Daily Spending  
by Category in Dollars (Arrivals by Air)  
2011 vs. 2010**

<b>Expenditure Type</b>	<b>2011</b>	<b>2010</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>168.0</b>	<b>154.2</b>	<b>9.0</b>
<b>Total Food and beverage</b>	<b>27.6</b>	<b>23.8</b>	<b>16.0</b>
Restaurant food	18.3	15.9	14.6
Dinner shows and cruises	1.9	1.9	-0.7
Groceries and snacks	7.4	5.9	25.2
<b>Entertainment &amp; Recreation</b>	<b>12.3</b>	<b>10.9</b>	<b>12.8</b>
<b>Total Transportation</b>	<b>10.5</b>	<b>9.1</b>	<b>15.3</b>
Interisland airfare	3.1	2.5	24.7
Ground transportation	2.2	2.4	-6.4
Rental vehicles	4.3	3.8	14.5
Gasoline, parking, etc.	0.9	0.5	82.4
<b>Total Shopping</b>	<b>34.2</b>	<b>33.4</b>	<b>2.4</b>
Fashion and clothing	22.5	21.1	6.8
Jewelry and watches	3.8	3.2	17.0
Cosmetics, perfume	2.1	2.5	-17.5
Leather goods	2.1	2.2	-4.2
Hawai'i food products	0.8	1.3	-37.8
Souvenirs	2.9	3.1	-5.3
<b>Lodging</b>	<b>56.8</b>	<b>51.7</b>	<b>10.0</b>
<b>All other expenses 1/</b>	<b>26.6</b>	<b>25.3</b>	<b>5.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority

*Visitor Expenditures*

**Table 83: Visitor Personal Daily Spending  
by Category and Island in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>192.7</b>	<b>173.7</b>	<b>109.0</b>	<b>304.3</b>	<b>154.6</b>	<b>150.7</b>
<b>Total Food and beverage</b>	<b>48.3</b>	<b>37.4</b>	<b>17.8</b>	<b>70.1</b>	<b>34.2</b>	<b>32.2</b>
Restaurant food	34.7	24.3	6.3	64.8	21.3	20.5
Dinner shows and cruises	4.5	4.2	0.6	0.7	3.5	2.3
Groceries and snacks	9.2	8.9	10.9	4.6	9.4	9.4
<b>Entertainment &amp; Recreation</b>	<b>15.3</b>	<b>16.5</b>	<b>7.3</b>	<b>24.4</b>	<b>17.8</b>	<b>16.3</b>
<b>Total Transportation</b>	<b>20.2</b>	<b>18.6</b>	<b>22.0</b>	<b>16.8</b>	<b>21.0</b>	<b>21.2</b>
Interisland airfare	3.0	2.2	11.3	10.3	3.4	3.3
Ground transportation	1.7	0.6	0.1	1.9	0.3	0.5
Rental vehicles	13.2	14.3	7.9	3.9	15.9	15.2
Gasoline, parking, etc.	2.2	1.6	2.7	0.7	1.4	2.3
<b>Total Shopping</b>	<b>24.6</b>	<b>18.6</b>	<b>5.5</b>	<b>12.3</b>	<b>14.8</b>	<b>16.4</b>
Fashion and clothing	9.4	7.4	1.7	6.1	5.5	5.6
Jewelry and watches	4.2	4.2	0.6	1.5	3.2	3.0
Cosmetics, perfume	0.5	0.2	0.0	0.1	0.2	0.2
Leather goods	1.2	0.6	0.0	0.2	0.2	0.4
Hawai'i food products	3.5	1.7	1.3	0.6	1.7	2.9
Souvenirs	5.8	4.4	1.9	3.7	3.9	4.4
<b>Lodging</b>	<b>77.3</b>	<b>76.6</b>	<b>53.2</b>	<b>171.2</b>	<b>62.0</b>	<b>58.8</b>
<b>All other expenses 1/</b>	<b>7.0</b>	<b>5.9</b>	<b>3.4</b>	<b>9.5</b>	<b>4.9</b>	<b>5.9</b>

<sup>1/</sup> Includes cruise package spending on U.S. Flagged Hawaii home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

**Table 84: Visitor Personal Daily Spending Growth  
by Category and Island  
% change 2011 vs. 2010**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>10.2%</b>	<b>0.9%</b>	<b>12.2%</b>	<b>7.4%</b>	<b>3.7%</b>	<b>4.0%</b>
<b>Total Food and beverage</b>	<b>11.9%</b>	<b>2.0%</b>	<b>4.7%</b>	<b>18.0%</b>	<b>3.6%</b>	<b>7.9%</b>
Restaurant food	13.5%	1.7%	-10.3%	22.9%	4.6%	5.6%
Dinner shows and cruises	2.1%	1.3%	-30.7%	-45.9%	4.5%	16.4%
Groceries and snacks	11.2%	3.3%	19.6%	-15.4%	1.2%	11.0%
<b>Entertainment &amp; Recreation</b>	<b>10.1%</b>	<b>-0.1%</b>	<b>59.5%</b>	<b>20.3%</b>	<b>5.1%</b>	<b>2.8%</b>
<b>Total Transportation</b>	<b>5.3%</b>	<b>-0.1%</b>	<b>42.0%</b>	<b>5.4%</b>	<b>4.7%</b>	<b>0.2%</b>
Interisland airfare	-12.6%	-6.9%	34.5%	3.5%	12.5%	-28.7%
Ground transportation	10.4%	-2.5%	-73.3%	-29.6%	-9.7%	-12.5%
Rental vehicles	9.4%	0.2%	27.5%	36.5%	2.8%	8.6%
Gasoline, parking, etc.	7.9%	8.5%	361.7%	71.8%	14.3%	11.6%
<b>Total Shopping</b>	<b>6.1%</b>	<b>1.9%</b>	<b>-2.6%</b>	<b>4.1%</b>	<b>-2.1%</b>	<b>6.1%</b>
Fashion and clothing	1.2%	3.5%	75.5%	24.4%	5.0%	6.4%
Jewelry and watches	12.0%	0.2%	6.8%	-5.7%	-13.6%	6.2%
Cosmetics, perfume	16.8%	16.8%	-76.2%	-62.9%	21.2%	3.6%
Leather goods	27.7%	15.9%	-100.0%	-17.7%	15.1%	-7.6%
Hawai'i food products	8.8%	-2.4%	12.7%	-37.1%	4.2%	8.2%
Souvenirs	4.3%	0.1%	-34.2%	0.4%	-5.0%	5.8%
<b>Lodging</b>	<b>13.5%</b>	<b>3.8%</b>	<b>6.1%</b>	<b>5.2%</b>	<b>8.1%</b>	<b>6.3%</b>
<b>All other expenses 1/</b>	<b>-5.2%</b>	<b>-28.4%</b>	<b>-24.1%</b>	<b>-28.0%</b>	<b>-27.6%</b>	<b>-19.2%</b>

*Visitor Expenditures*

**Table 85: Visitor Personal Daily Spending by Visitor and Trip Characteristics  
in Dollars (Arrivals by Air)  
2011 vs. 2010**

Expenditure Type	U.S. West			U.S. East			Japan		
	2011	2010	% change	2011	2010	% change	2011	2010	% change
<b>ALL VISITORS</b>	144.0	139.9	2.9	<b>180.9</b>	<b>171.1</b>	5.8	<b>289.1</b>	<b>261.1</b>	10.7
Group tour status:									
Organized group tour	219.0	208.4	5.1	236.4	201.6	17.3	295.2	268.6	9.9
Individually arranged	143.5	139.6	2.8	179.9	170.5	5.5	288.2	0.0	na
Arrived on package tour:									
Yes	179.0	170.7	4.9	216.2	207.0	4.4	321.7	284.3	13.2
No	135.8	132.7	2.3	157.8	150.4	4.9	210.0	0.0	na
Accommodations:									
Hotel	189.7	184.0	3.1	226.3	214.1	5.7	314.1	280.5	12.0
Condo	143.6	138.3	3.8	168.5	162.9	3.5	183.1	182.1	0.6
Guests of friends and relatives	66.3	68.1	-2.6	77.2	75.6	2.1	110.3	93.6	17.8
Timeshare	107.9	108.8	-0.8	134.7	124.7	8.1	166.5	150.1	10.9
Previous visits:									
First trip	155.4	150.3	3.3	198.8	183.2	8.5	326.1	285.2	14.3
Repeat visitors	140.9	137.8	2.2	170.2	164.4	3.6	268.4	246.7	8.8
Purpose of trip:									
Pleasure	145.3	140.2	3.6	179.7	168.4	6.7	264.7	241.2	9.8
Business, meetings, Conventions, incentive	204.9	185.6	10.4	236.2	230.6	2.5	264.2	233.4	13.2
Honeymoon	204.9	193.3	6.0	267.8	250.4	7.0	394.6	345.6	14.2

na: Not Available.

Source: Hawaii Tourism Authority

Visitor Expenditures

Table 86: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending  
2011

	VISITORS	LENGTH OF STAY FOR EVENT	LENGTH OF STAY BEFORE OR AFTER EVENT	TOTAL LENGTH OF STAY	PER PERSON PER DAY PERSONAL SPENDING \$	PER PERSON PER DAY SUPPLEMENTAL BUSINESS \$	TOTAL PERSONAL SPENDING \$	TOTAL BUSINESS SPENDING \$	TOTAL SPENDING \$
<b>2011 DOMESTIC</b>									
<b>Convention/Conference</b>	180,380								
Party Size	1.70								
Delegates	105,958	4.9	2.5	7.42	\$260.11	\$278.37	\$204,447,855	\$143,937,261	\$348,385,116
Companions	74,422	4.9	2.5	7.42	\$260.11		\$143,599,652		\$143,599,652
<b>Corporate Meeting</b>	62,729								
Party Size	1.62								
Delegates	38,762	4.9	2.7	7.57	\$251.72	\$48.04	\$73,834,761	\$9,086,738	\$82,921,500
Companions	23,967	4.9	2.7	7.57	\$251.72		\$45,651,586		\$45,651,586
<b>Incentive</b>	56,645								
Party Size	1.94								
Delegates	29,266			7.89	\$273.58		\$63,173,162	\$0	\$63,173,162
Companions	27,379			7.89	\$273.58		\$59,100,733		\$59,100,733
<b>MCI DOMESTIC TOTAL</b>							<b>\$589,807,750</b>	<b>\$153,024,000</b>	<b>\$742,831,749</b>
<b>2011 INTERNATIONAL</b>									
<b>Convention/Conference</b>	44,787								
Party Size	2.03								
Delegates	22,050	4.9	3.1	7.99	\$246.61	\$278.37	\$43,446,646	\$29,953,630	\$73,400,276
Companions	22,737	4.9	3.1	7.99	\$246.61		\$44,799,756		\$44,799,756
<b>Corporate Meeting</b>	15,779								
Party Size	2.65								
Delegates	5,953	4.9	2.9	7.79	\$203.98	\$46.43	\$9,461,364	\$1,348,783	\$10,810,147
Companions	9,826	4.9	2.9	7.79	\$203.98		\$15,617,733		\$15,617,733
<b>Incentive</b>	37,028								
Party Size	3.60								
Delegates	10,290			5.53	\$158.86		\$9,039,557	\$0	\$9,039,557
Companions	26,737			5.53	\$158.86		\$23,487,316		\$23,487,316
<b>MCI INTERNATIONAL TOTAL</b>							<b>\$145,852,374</b>	<b>\$31,302,413</b>	<b>\$177,154,787</b>
<b>TOTAL ATTENDEES:</b>									<b>397,348</b>
<b>TOTAL DELEGATES:</b>									<b>212,279</b>
<b>VISITOR SPENDING:</b>									<b>\$919,986,536</b>
<b>TOTAL MC&amp;I SUPPL:</b>									<b>\$184,326,413</b>

Source: Hawai'i Tourism Authority

## **CRUISE VISITORS**

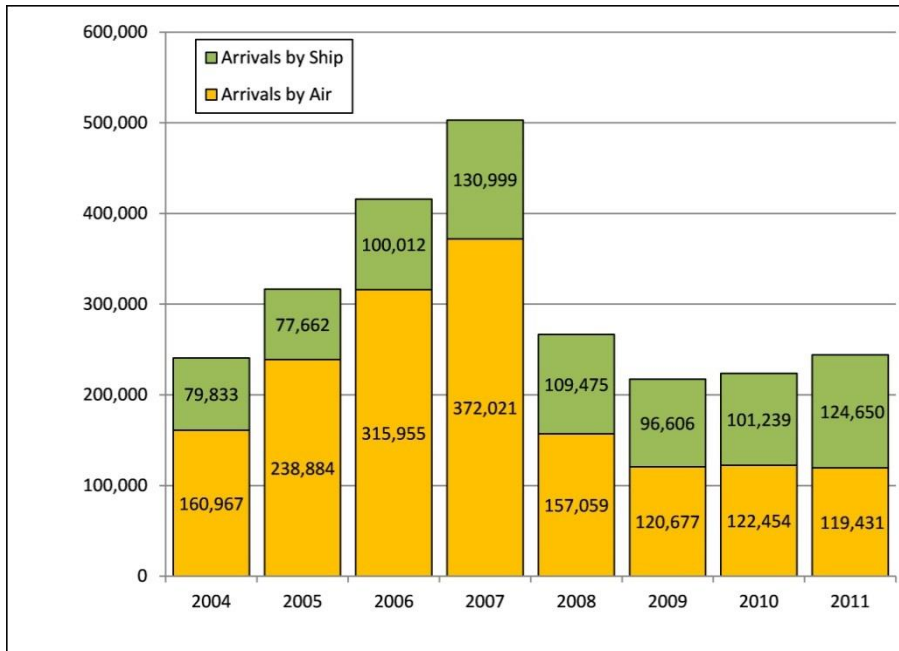
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## ARRIVALS BY AIR AND BY CRUISE SHIP

The total number of cruise visitors increased 9.1 percent to 244,081 visitors in 2011 (Table 87–Table 89).

Of this total, 124,650 visitors arrived aboard 29 out-of-state cruise ships which toured the islands 69 times. This was an increase of 23.1 percent from 2010 when 101,239 visitors arrived on 23 out-of-state cruise ships which came 60 times. Another 119,431 visitors flew to the islands and boarded cruise ships in 2011, down 2.5 percent compared to 2010.

**Figure 25: Cruise Visitors to Hawai‘i  
2004 – 2011**



Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) rose 2 percent to \$328.9 million in 2011. Spending by U.S. East cruise visitors grew to \$190.2 million, from \$173.5 million in 2010. Total spending by European (\$9.1 million, from \$8.3 million in 2010) cruise visitors also increased compared to the previous year. In contrast, total spending by U.S. West cruise visitors declined (\$51.8 million, from \$70.2 million in 2010) as a result of lower average daily spending and a shorter average length of stay. Total spending by Canadian cruise visitors also decreased from the previous year (\$33.3 million from \$39 million in 2010)



## **ISLAND VISITATION**

In total there were 246,236 passengers aboard cruise ships in 2011, 99.1 percent (244,081) of these passengers were visitors while 0.9 percent or 2,155 passengers were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (99.8%) of the cruise passengers visited O'ahu, 96.2 percent visited Maui, 96.2 percent visited Hawai'i Island and 91.6 percent visited Kaua'i. In addition to their cruise itinerary, 4,504 passengers visited Lāna'i and 3,089 visited Moloka'i.
- In terms of cruise visitors, the largest group was from U.S. East (40.7% of total cruise visitors), followed by visitors from U.S. West (31.8%), Canada (12.2%), Europe (4.5%) and other markets (10.8%).
- Over half (59.8%) of all cruise visitors have been to the islands before while 40.2 percent came for the first-time. The majority of European visitors (78.4%) were first-timers while a larger percentage of U.S. West (82.5%), Canadians (51%) and U.S. East (50.3%) were repeat visitors.
- Most (83.5%) of the visitors cruised the islands for leisure in 2011, 9.9 percent visited friends or relatives, 2.5 percent were on their honeymoon and 2.7 percent played golf.

## **LENGTH OF STAY AND TYPE OF ACCOMODATION**

Because there were more visitors who came by cruise ships to the state in 2011, fewer days were spent in Hawai'i before the cruise. As a result, the average length of stay by all cruise visitors in 2011 was much shorter (7.96 days), compared to 2010 (9.59 days). Cruise visitors in 2011 spent an average of 5.45 days aboard ship touring the islands and 1.30 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.21 days in Hawai'i before their cruise.

- U.S East cruise visitors in 2011 spent the most time in the islands at 8.49 days, down from 9.26 days in 2010. Their average length of cruise in 2011 was 6.02 days and these visitors also spent .97 days on shore after their cruise was over.
- The average length of stay by Canadian visitors was 8.44 days, compared to 10.11 days in 2010. In 2011, these visitors spent 5.42 days on ship and 1.60 days were spent post-cruise.
- Cruise visitors from U.S. West in 2011 stayed an average 7.09 days, down from 10.27 days in 2010. Their average length of cruise in 2011 was 4.90 days and these visitors also spent 1.36 days on shore after their cruise was over.
- European visitors continued to spend fewer days in the islands, compared to visitors from other markets (6.13 days compared to 6.09 days in 2010). Europeans visitors in 2011 spent 4.57 days on ship and .90 of a day in Hawai'i before cruise.
- About half (49.6%) of the cruise visitors in 2011 stayed in hotels in addition to their cruise stay, down from 52.2 percent in 2010.
- Other lodging used by cruise visitors included condominiums (4.7%, up from 4.4% in 2010), timeshare properties (3.6%, up from 3.2% in 2010) and staying with friends or relatives (2.4%, compared to 2.1% in 2010).
-

## **DAILY SPENDING**

Cruise visitors in 2011 spent an average of \$172 per person per day statewide, compared to \$150 in 2010. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i-home ported ship which were considered as Hawai'i businesses (Table 90).

- The statewide figure of \$172 also included \$130 in visitor spending that was spent on board U.S. flagged Hawai'i home-ported ship or which cruise package expenditures could not be allocated to a specific expenditure category.
- In 2011, on island spending by cruise visitors on O'ahu was the highest at \$57 among the four major islands, down from \$83 in 2010.
- Daily spending by cruise visitors on Hawai'i Island was \$39, compared to \$60 in 2010.
- Cruise visitor daily per person spending on Maui (\$33, from \$60 in 2010) and Kaua'i (\$28, from \$54) also declined compared to the previous year
- U.S. East visitors was the highest spenders per person statewide in 2011 at \$195 (included unallocated spending of \$142), up from \$188 in 2010. By island, U.S. East visitors spent the most on O'ahu (\$68), followed by Hawai'i Island (\$51), Maui (\$45) and Kaua'i (\$39) (Table 92).
- Per person daily spending by Canadian cruise visitors decreased slightly from \$139 in 2010 to \$138 in 2011 (included unallocated spending of \$83). Canadian cruise visitors spent the most on O'ahu in 2011 (\$77), followed by Hawai'i Island (\$46), Kaua'i (\$38) and Maui (\$38) (Table 93).
- Daily per person spending by European cruise visitors rose to \$136 in 2011 (included unallocated spending of \$65) from \$111 in 2010. These visitors spent the most on O'ahu at \$86, followed by Hawai'i Island at \$70, Maui at \$69 and Kaua'i at \$47 (Table 94).
- U.S. West cruise visitors continued to spend the least among the visitor markets in 2011 at \$99 per person per day statewide (included unallocated spending of \$69), down from \$102 in 2010. By island, these visitors spent \$40 on O'ahu, \$28 on Hawai'i Island, \$25 on Maui, and \$19 on Kaua'i (Table 88).
- Per person per day spending by Other visitors outside of the four major markets was \$204 statewide (included \$151 in unallocated spending) in 2011, up from \$171 in 2010. These visitors spent the most on O'ahu (\$77), followed by Hawai'i Island (\$47), Maui (\$33) and Kaua'i (\$33) (Table 95).

*Cruise Visitors*

**Table 87: Cruise Ship Visitors  
2011**

2011	SHIP ARRIVALS FROM OUT- OF-STATE 1/	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	8	11,212	10,929	13	22,141	7.94	175,789
FEBRUARY	7	14,387	9,385	12	23,772	7.17	170,361
MARCH	11	17,806	9,519	16	27,325	6.70	183,166
APRIL	8	13,748	12,572	14	26,320	7.91	208,145
MAY	2	4,646	8,663	6	13,309	9.52	126,671
JUNE	1	123	9,215	5	9,338	11.47	107,103
JULY	1	400	11,314	6	11,714	10.69	125,249
AUGUST	1	1,814	8,174	5	9,988	9.27	92,574
SEPTEMBER	4	7,643	8,436	8	16,079	8.44	135,645
OCTOBER	10	21,856	10,916	15	32,772	7.01	229,728
NOVEMBER	6	11,041	8,735	10	19,776	7.81	154,485
DECEMBER	10	19,974	11,573	11	31,547	7.39	233,175
<b>TOTAL</b>	<b>69</b>	<b>124,650</b>	<b>119,431</b>	<b>121</b>	<b>244,081</b>	<b>7.96</b>	<b>1,942,091</b>

**Table 88: Cruise Ship Visitor Growth  
% change 2011 vs. 2010**

2011	SHIP ARRIVALS FROM OUT- OF-STATE 1/	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	33.3%	22.0%	-1.6%	18.2%	9.1%	-24.0%	-17.2%
FEBRUARY	-30.0%	6.3%	5.7%	-14.3%	6.1%	-20.0%	-15.2%
MARCH	83.3%	66.0%	4.5%	60.0%	37.8%	-33.1%	-7.7%
APRIL	14.3%	-13.3%	13.9%	16.7%	-2.1%	-17.3%	-19.1%
MAY	-33.3%	58.6%	-21.9%	-25.0%	-5.1%	-3.6%	-8.6%
JUNE	na	na	-5.4%	25.0%	-4.1%	15.4%	10.7%
JULY	na	na	-9.1%	20.0%	-5.9%	0.1%	-5.9%
AUGUST	0.0%	-4.5%	-12.1%	0.0%	-10.8%	-4.1%	-14.5%
SEPTEMBER	-33.3%	-29.1%	-22.6%	-33.3%	-25.8%	-11.2%	-34.1%
OCTOBER	100.0%	117.1%	7.1%	50.0%	61.8%	-26.8%	18.5%
NOVEMBER	-33.3%	-32.1%	-8.5%	-28.6%	-23.3%	-9.3%	-30.4%
DECEMBER	42.9%	99.8%	27.0%	0.0%	65.1%	-20.5%	31.3%
<b>TOTAL</b>	<b>15.0%</b>	<b>23.1%</b>	<b>-2.5%</b>	<b>4.3%</b>	<b>9.1%</b>	<b>-17.0%</b>	<b>-9.4%</b>

<sup>1/</sup> Ship arrivals excluded the U.S. Flagged Haw aii home-ported ships Pride of America.

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Note: Sums may not add up to total due to rounding.

Source: Haw aii Tourism Authority and Haw aii State Department of Transportation, Harbors Division.

*Cruise Visitors*

**Table 89: Total Cruise Ship Passengers by MMA  
2011**

	Visitors	US West	US East	Canada	Europe	Other	Hawai'i Residents	Total Passengers
<b>Total Passengers</b>	244,081	77,585	99,233	29,868	11,057	26,338	2,155	246,236
<b>Island Visitation (Number of Passengers)</b>								
O'ahu	243,503	77,392	99,052	29,717	11,046	26,296	2,154	245,656
Kaua'i	223,559	71,246	94,661	27,135	9,524	20,993	1,980	225,539
Maui County	234,671	75,000	97,322	28,465	10,382	23,501	2,096	236,767
Maui	234,671	75,000	97,322	28,465	10,382	23,501	2,096	236,767
Moloka'i	3,044	1,417	805	402	84	336	45	3,089
Lana'i	4,471	2,157	1,205	454	120	535	33	4,504
Big Island	234,708	74,521	97,147	28,825	10,088	24,128	2,129	236,837
<b>Purpose of Trip (Number of Passengers)</b>								
Honeymoon	6,193	1,850	2,127	705	471	1,041	41	6,234
Get Married	1,027	347	312	98	123	148	0	1,027
Attend Wedding	1,308	341	457	180	126	204	0	1,308
Convention / Conference	1,639	357	879	157	33	213	0	1,639
Business	2,805	1,056	1,152	316	43	239	56	2,861
Visit Friends or Relatives	24,154	11,423	9,061	1,720	359	1,590	693	24,847
Play Golf	6,573	1,271	3,030	1,142	232	897	39	6,612
Leisure	203,844	62,192	83,473	25,764	9,926	22,488	1,348	205,191
<b>Type of Accommodation Before or After Cruise (Number of Passengers)</b>								
Hotel	121,067	27,419	60,938	14,379	3,199	15,132	178	121,244
Hotel only	106,044	21,207	55,999	12,339	2,927	13,573	152	106,196
Condo	11,360	5,010	3,440	1,706	55	1,150	111	11,472
Condo only	3,525	1,264	1,178	681	0	402	111	3,637
Timeshare	8,836	3,706	2,988	1,211	270	661	0	8,836
Timeshare Only	3,149	1,136	1,202	492	97	222	0	3,149
Cruise only	110,768	45,180	33,940	13,779	7,652	10,217	1,338	112,106
Bed & Breakfast	1,400	470	522	224	42	143	0	1,400
Bed & Breakfast only	311	26	200	75	0	9	0	311
Friends & relatives	5,853	3,023	2,001	295	83	451	246	6,099
Friends only	2,532	1,221	1,036	87	45	143	221	2,753
Other accommodation	3,759	1,467	1,194	584	93	420	307	4,066
Other accommodation only	1,690	780	451	280	55	124	307	1,997
<b>Average Length of Stay (days)</b>								
Total Length of Stay in Hawai'i	7.96	7.09	8.49	8.44	6.13	8.71	6.40	7.94
LOS in Hawai'i Before Cruise	1.21	0.83	1.50	1.42	0.65	1.23	0.00	1.20
LOS in Hawai'i During Cruise	5.45	4.90	6.02	5.42	4.57	5.32	6.40	5.46
LOS in Hawai'i After Cruise	1.30	1.36	0.97	1.60	0.90	2.16	0.00	1.29
<b>Type of Visitors</b>								
First Timers	98,076	13,605	49,346	14,622	8,672	12,581		
Repeat Visitors	146,005	63,980	49,887	15,246	2,385	13,757		
<b>Total Expenditures (\$mil)</b>								
PPPD ( All visitors, \$)	328.9	51.8	190.2	33.3	9.1	44.40	NA	NA
PPPD (On domestic ships, \$)	171.8	98.9	195.2	137.7	136.1	203.78	NA	NA
PPPD (On foreign ships, \$)	240.3	189.6	226.0	186.2	218.0	277.23	NA	NA
PPPD (On foreign ships, \$)	35.7	27.6	43.4	48.7	67.2	40.28	NA	NA

Source: Hawaii Tourism Authority

*Cruise Visitors*

**Table 90: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars  
2011**

<b>Expenditure Type</b>	<b>State</b>	<b>% Change</b>	<b>O'ahu</b>	<b>% Change</b>	<b>Maui</b>	<b>% Change</b>	<b>Kaua'i</b>	<b>% Change</b>	<b>Hawai'i</b>	<b>% Change</b>
<b>Total per person per day spending</b>	<b>171.8</b>	<b>14.9</b>	<b>56.6</b>	<b>-31.9</b>	<b>32.7</b>	<b>-45.8</b>	<b>28.0</b>	<b>-47.6</b>	<b>38.9</b>	<b>-35.0</b>
<b>Lodging</b>	<b>3.6</b>	<b>-58.4</b>	<b>7.4</b>	<b>-71.8</b>	<b>1.8</b>	<b>-75.5</b>	<b>1.6</b>	<b>-71.7</b>	<b>1.7</b>	<b>-64.5</b>
<b>Food &amp; beverages</b>	<b>5.1</b>	<b>-36.6</b>	<b>8.6</b>	<b>-36.4</b>	<b>3.6</b>	<b>-41.2</b>	<b>2.6</b>	<b>-35.1</b>	<b>3.5</b>	<b>-16.3</b>
Restaurant	3.5	-36.7	5.9	-41.1	2.7	-28.5	1.8	-20.2	2.2	-17.1
Dinner shows	0.6	-48.4	1.3	-26.3	0.3	-77.5	0.3	-67.9	0.3	-43.1
Groceries/snacks	0.9	-24.6	1.4	-19.8	0.6	-43.3	0.5	-34.7	1.0	-2.1
<b>Entertainment and Recreation</b>	<b>1.9</b>	<b>-52.2</b>	<b>2.9</b>	<b>-51.5</b>	<b>1.2</b>	<b>-63.8</b>	<b>1.3</b>	<b>-52.2</b>	<b>1.7</b>	<b>-37.7</b>
<b>Shore Tour</b>	<b>11.4</b>	<b>-44.1</b>	<b>11.6</b>	<b>0.0</b>	<b>8.1</b>	<b>-63.8</b>	<b>11.3</b>	<b>-57.3</b>	<b>14.4</b>	<b>-49.1</b>
<b>Total Transportation</b>	<b>4.1</b>	<b>-30.6</b>	<b>5.7</b>	<b>-23.0</b>	<b>2.8</b>	<b>-54.7</b>	<b>3.1</b>	<b>-30.4</b>	<b>4.0</b>	<b>-12.4</b>
Inter-island airfare	1.0	8.8	1.1	4.0	0.8	-20.8	1.0	21.3	1.1	49.5
Ground transportation	1.1	-19.2	2.0	-17.0	0.5	-43.1	0.5	-9.5	1.0	14.7
Rental car/moped	1.7	-44.1	2.2	-32.6	1.3	-64.6	1.4	-48.3	1.6	-34.0
Other transportation	0.3	-49.4	0.4	-38.6	0.2	-71.4	0.2	-49.6	0.3	-42.1
<b>Total Shopping</b>	<b>12.6</b>	<b>0.2</b>	<b>17.1</b>	<b>12.5</b>	<b>12.6</b>	<b>0.6</b>	<b>6.1</b>	<b>-23.5</b>	<b>10.7</b>	<b>-15.0</b>
Fashion & clothing	3.9	-0.8	6.1	13.8	3.5	-4.5	1.7	-28.7	2.8	-17.0
Jewelry/watch	3.5	2.7	4.2	0.5	4.9	17.2	1.6	-21.9	2.1	-16.2
Cosmetics/perfumes	0.2	5.5	0.4	11.2	0.1	40.8	0.1	36.5	0.2	-22.9
leather goods	0.2	54.7	0.4	99.2	0.2	94.6	0.1	-35.2	0.1	-25.9
Hawai'i food products	1.5	4.2	1.7	37.0	0.9	-2.3	0.7	-29.1	2.4	-9.4
Souvenirs	3.3	-5.6	4.3	11.5	2.8	-17.8	2.0	-18.7	3.1	-15.4
<b>All other spending outside ship</b>	<b>2.8</b>	<b>6.2</b>	<b>3.3</b>	<b>9.4</b>	<b>2.6</b>	<b>12.5</b>	<b>2.0</b>	<b>-7.6</b>	<b>3.0</b>	<b>6.3</b>
<b>Unallocated and on ship spending <sup>1/</sup></b>	<b>130.2</b>	<b>49.4</b>								

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Cruise Visitors*

**Table 91: Cruise Visitor Per Person Per Day Spending – U.S. West Visitors in Dollars  
2011**

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
<b>Total per person per day spending</b>	<b>98.9</b>	<b>-2.7</b>	<b>40.1</b>	<b>-20.4</b>	<b>24.5</b>	<b>-39.4</b>	<b>19.4</b>	<b>-41.9</b>	<b>28.2</b>	<b>-25.3</b>
<b>Lodging</b>	<b>1.5</b>	<b>-74.4</b>	<b>2.9</b>	<b>-78.3</b>	<b>1.0</b>	<b>-74.6</b>	<b>0.7</b>	<b>-61.7</b>	<b>0.7</b>	<b>-64.9</b>
<b>Food &amp; beverages</b>	<b>3.7</b>	<b>-40.4</b>	<b>6.2</b>	<b>-38.5</b>	<b>2.8</b>	<b>-54.7</b>	<b>1.9</b>	<b>-41.5</b>	<b>2.7</b>	<b>-23.8</b>
Restaurant	2.6	-35.7	4.3	-40.9	2.1	-33.6	1.3	-20.9	1.7	-28.2
Dinner shows	0.5	-59.8	1.0	-36.4	0.2	-89.9	0.2	-74.9	0.2	16.1
Groceries/snacks	0.7	-37.7	0.9	-27.5	0.5	-61.7	0.4	-48.8	0.8	-18.8
<b>Entertainment and Recreation</b>	<b>1.4</b>	<b>-56.1</b>	<b>2.0</b>	<b>-56.4</b>	<b>1.0</b>	<b>-64.3</b>	<b>0.9</b>	<b>-61.0</b>	<b>1.3</b>	<b>-42.6</b>
<b>Shore Tour</b>	<b>7.8</b>	<b>-44.7</b>	<b>8.3</b>	<b>-1.0</b>	<b>5.1</b>	<b>-65.1</b>	<b>7.6</b>	<b>-57.4</b>	<b>10.0</b>	<b>-45.4</b>
<b>Total Transportation</b>	<b>3.0</b>	<b>-43.7</b>	<b>4.6</b>	<b>-25.2</b>	<b>1.8</b>	<b>-69.2</b>	<b>2.0</b>	<b>-55.4</b>	<b>2.9</b>	<b>-33.7</b>
Inter-island airfare	0.4	-35.0	0.5	-27.8	0.3	-39.5	0.4	-56.7	0.5	-10.4
Ground transportation	0.7	-43.5	1.4	-30.5	0.4	-75.1	0.3	-36.9	0.6	-31.6
Rental car/moped	1.6	-43.8	2.3	-19.3	1.0	-69.1	1.1	-56.1	1.6	-37.7
Other transportation	0.2	-54.3	0.4	-32.8	0.1	-80.3	0.2	-68.2	0.3	-39.8
<b>Total Shopping</b>	<b>9.9</b>	<b>-4.1</b>	<b>13.2</b>	<b>7.0</b>	<b>10.6</b>	<b>-3.9</b>	<b>4.6</b>	<b>-30.9</b>	<b>8.4</b>	<b>-17.0</b>
Fashion& clothing	3.0	-8.5	4.7	11.1	2.8	-15.9	1.4	-36.6	2.1	-28.2
Jewelry/watch	2.8	4.1	3.2	-12.1	4.5	19.8	1.2	-13.2	1.8	-1.1
Cosmetics/perfumes	0.2	51.9	0.4	119.0	0.1	83.9	0.1	33.0	0.1	-44.0
leather goods	0.1	-8.1	0.2	13.4	0.1	51.4	0.1	-49.2	0.1	-61.8
Hawai'i food products	1.2	-2.6	1.5	30.8	0.7	-11.2	0.5	-34.5	2.0	-15.0
Souvenirs	2.5	-10.1	3.3	8.1	2.3	-22.1	1.4	-35.5	2.4	-12.0
<b>All other spending outside ship</b>	<b>2.3</b>	<b>-9.7</b>	<b>2.8</b>	<b>-3.6</b>	<b>2.1</b>	<b>0.8</b>	<b>1.6</b>	<b>-17.8</b>	<b>2.2</b>	<b>-23.9</b>
<b>Unallocated and on ship spending 1/</b>	<b>69.4</b>	<b>-0.7</b>								

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Cruise Visitors*

**Table 92: Cruise Visitor Per Person Per Day Spending – U.S. East Visitors in Dollars  
2011**

<b>Expenditure Type</b>	<b>State</b>	<b>% Change</b>	<b>O'ahu</b>	<b>% Change</b>	<b>Maui</b>	<b>% Change</b>	<b>Kaua'i</b>	<b>% Change</b>	<b>Hawai'i</b>	<b>% Change</b>
<b>Total per person per day spending</b>	<b>195.2</b>	<b>3.6</b>	<b>68.2</b>	<b>-24.8</b>	<b>45.1</b>	<b>-35.1</b>	<b>38.5</b>	<b>-39.2</b>	<b>50.7</b>	<b>-32.5</b>
<b>Lodging</b>	<b>5.6</b>	<b>-42.2</b>	<b>11.0</b>	<b>-56.5</b>	<b>2.9</b>	<b>-37.5</b>	<b>2.7</b>	<b>-20.1</b>	<b>3.0</b>	<b>-38.6</b>
<b>Food &amp; beverages</b>	<b>6.0</b>	<b>-27.6</b>	<b>9.8</b>	<b>-31.9</b>	<b>4.3</b>	<b>-27.4</b>	<b>3.0</b>	<b>-31.9</b>	<b>4.3</b>	<b>-5.3</b>
Restaurant	4.1	-28.5	6.9	-37.1	3.1	-17.7	2.0	-14.7	2.7	-5.2
Dinner shows	0.8	-38.2	1.5	-16.1	0.5	-59.0	0.4	-69.1	0.4	-39.4
Groceries/snacks	1.0	-11.7	1.4	-15.5	0.7	-25.4	0.6	-23.7	1.2	15.4
<b>Entertainment and Recreation</b>	<b>2.7</b>	<b>-41.6</b>	<b>3.9</b>	<b>-22.2</b>	<b>1.7</b>	<b>-56.8</b>	<b>1.9</b>	<b>-37.2</b>	<b>2.2</b>	<b>-34.8</b>
<b>Shore Tour</b>	<b>17.0</b>	<b>-35.3</b>	<b>16.0</b>	<b>10.7</b>	<b>13.6</b>	<b>-52.9</b>	<b>17.5</b>	<b>-47.3</b>	<b>20.6</b>	<b>-42.7</b>
<b>Total Transportation</b>	<b>5.3</b>	<b>-19.4</b>	<b>6.8</b>	<b>-22.7</b>	<b>4.6</b>	<b>-30.6</b>	<b>4.0</b>	<b>-14.9</b>	<b>4.7</b>	<b>-5.3</b>
Inter-island airfare	1.5	66.1	1.6	51.4	1.4	30.1	1.4	87.1	1.5	114.9
Ground transportation	1.2	0.0	2.1	-12.1	0.7	10.5	0.6	39.3	0.9	20.4
Rental car/moped	2.1	-41.8	2.6	-41.3	2.1	-48.3	1.6	-46.3	1.9	-32.2
Other transportation	0.4	-44.2	0.6	-42.8	0.4	-53.0	0.4	-25.8	0.3	-52.1
<b>Total Shopping</b>	<b>14.0</b>	<b>6.9</b>	<b>17.3</b>	<b>20.1</b>	<b>15.1</b>	<b>12.8</b>	<b>7.4</b>	<b>-18.4</b>	<b>13.0</b>	<b>-11.8</b>
Fashion& clothing	4.0	17.4	5.4	35.3	4.2	23.0	2.0	-19.3	3.0	-10.7
Jewelry/watch	4.1	2.3	4.7	1.1	6.0	25.4	1.8	-34.0	2.9	-14.3
Cosmetics/perfumes	0.2	11.2	0.1	-17.5	0.1	67.7	0.1	-19.3	0.3	28.0
leather goods	0.2	88.9	0.5	297.9	0.1	-43.7	0.1	-19.0	0.1	-47.8
Hawai'i food products	1.6	8.9	1.7	43.0	1.0	-2.6	0.8	-23.3	3.0	-0.3
Souvenirs	3.9	-0.8	4.8	13.2	3.7	-7.0	2.7	-0.6	3.7	-18.8
<b>All other spending outside ship</b>	<b>3.0</b>	<b>13.1</b>	<b>3.5</b>	<b>4.4</b>	<b>3.0</b>	<b>30.6</b>	<b>2.0</b>	<b>3.5</b>	<b>2.9</b>	<b>19.4</b>
<b>Unallocated and on ship spending 1/</b>	<b>141.7</b>	<b>32.9</b>								

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Cruise Visitors*

**Table 93: Cruise Visitor Per Person Per Day Spending – Canadian Visitors in Dollars  
2011**

<b>Expenditure Type</b>	<b>State</b>	<b>% Change</b>	<b>O'ahu</b>	<b>% Change</b>	<b>Maui</b>	<b>% Change</b>	<b>Kaua'i</b>	<b>% Change</b>	<b>Hawai'i</b>	<b>% Change</b>
<b>Total per person per day spending</b>	<b>137.7</b>	<b>-1.1</b>	<b>77.1</b>	<b>-12.1</b>	<b>38.3</b>	<b>-43.2</b>	<b>38.4</b>	<b>-28.5</b>	<b>45.7</b>	<b>-21.1</b>
<b>Lodging</b>	<b>6.0</b>	<b>-57.2</b>	<b>12.2</b>	<b>-56.9</b>	<b>2.9</b>	<b>-78.1</b>	<b>2.9</b>	<b>-56.7</b>	<b>2.0</b>	<b>-72.2</b>
<b>Food &amp; beverages</b>	<b>7.2</b>	<b>-25.2</b>	<b>11.8</b>	<b>-21.2</b>	<b>5.1</b>	<b>-32.5</b>	<b>4.3</b>	<b>-6.8</b>	<b>4.2</b>	<b>-1.2</b>
Restaurant	4.7	-27.3	7.6	-25.8	3.5	-27.6	2.8	5.0	2.6	-8.4
Dinner shows	0.9	-41.2	1.7	-30.8	0.4	-66.0	0.7	-23.2	0.3	-29.5
Groceries/snacks	1.6	-3.3	2.5	10.5	1.2	-26.0	0.9	-21.4	1.3	31.0
<b>Entertainment and Recreation</b>	<b>1.9</b>	<b>-48.7</b>	<b>3.1</b>	<b>-45.9</b>	<b>1.0</b>	<b>-65.2</b>	<b>1.0</b>	<b>-51.6</b>	<b>1.5</b>	<b>-0.2</b>
<b>Shore Tour</b>	<b>13.9</b>	<b>-21.8</b>	<b>14.3</b>	<b>25.3</b>	<b>9.5</b>	<b>-49.1</b>	<b>13.6</b>	<b>-43.3</b>	<b>17.0</b>	<b>-31.7</b>
<b>Total Transportation</b>	<b>5.2</b>	<b>-2.0</b>	<b>6.6</b>	<b>11.6</b>	<b>3.3</b>	<b>-51.6</b>	<b>4.9</b>	<b>23.0</b>	<b>5.2</b>	<b>47.5</b>
Inter-island airfare	1.2	4.2	1.2	25.5	1.0	-47.0	1.6	63.4	1.1	21.4
Ground transportation	2.0	49.0	3.0	30.1	0.9	8.7	1.0	130.2	2.4	319.0
Rental car/moped	1.7	-30.7	2.1	-12.7	1.2	-64.6	2.1	-11.4	1.2	-24.0
Other transportation	0.3	-14.4	0.4	17.1	0.2	-72.0	0.2	-7.8	0.5	16.4
<b>Total Shopping</b>	<b>17.2</b>	<b>40.2</b>	<b>25.1</b>	<b>81.3</b>	<b>13.8</b>	<b>8.1</b>	<b>9.3</b>	<b>16.5</b>	<b>12.9</b>	<b>4.3</b>
Fashion & clothing	5.9	28.4	8.8	48.7	4.8	5.5	2.0	-16.4	4.7	20.1
Jewelry/watch	4.6	76.1	7.1	175.7	4.3	12.6	3.2	51.7	1.6	-11.8
Cosmetics/perfumes	0.3	82.3	0.5	101.4	0.1	98.9	0.0	23.3	0.1	37.7
leather goods	0.5	330.1	0.7	382.1	0.8	513.4	0.1	-22.3	0.2	183.9
Hawai'i food products	2.0	14.2	2.4	56.3	1.1	27.1	1.2	-6.8	2.6	-21.4
Souvenirs	4.0	28.8	5.7	63.7	2.6	-20.8	2.8	34.2	3.6	15.5
<b>All other spending outside ship</b>	<b>3.1</b>	<b>20.7</b>	<b>3.8</b>	<b>14.3</b>	<b>2.6</b>	<b>10.2</b>	<b>2.4</b>	<b>22.5</b>	<b>3.0</b>	<b>70.3</b>
<b>Unallocated and on ship spending 1/</b>	<b>83.2</b>	<b>22.8</b>								

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority



*Cruise Visitors*

**Table 94: Cruise Visitor Per Person Per Day Spending – European Visitors in Dollars  
2011**

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i	% Change
<b>Total per person per day spending</b>	<b>136.1</b>	<b>23.0</b>	<b>86.1</b>	<b>3.8</b>	<b>69.2</b>	<b>11.4</b>	<b>46.7</b>	<b>-2.6</b>	<b>69.9</b>	<b>3.5</b>
<b>Lodging</b>	<b>5.4</b>	<b>-31.1</b>	<b>9.5</b>	<b>-32.7</b>	<b>4.2</b>	<b>1.3</b>	<b>2.5</b>	<b>-1.4</b>	<b>3.5</b>	<b>47.6</b>
<b>Food &amp; beverages</b>	<b>7.9</b>	<b>-2.3</b>	<b>11.7</b>	<b>-2.1</b>	<b>7.7</b>	<b>32.3</b>	<b>4.6</b>	<b>34.2</b>	<b>5.6</b>	<b>-16.7</b>
Restaurant	6.1	2.7	9.0	-1.2	6.4	39.5	3.5	50.5	3.8	8.4
Dinner shows	0.5	-52.8	0.5	-66.2	0.3	501.0	0.3	-43.3	0.7	-58.2
Groceries/snacks	1.4	12.6	2.2	58.5	1.0	-13.8	0.9	29.3	1.1	-29.8
<b>Entertainment and Recreation</b>	<b>2.0</b>	<b>-44.3</b>	<b>2.5</b>	<b>-49.4</b>	<b>1.6</b>	<b>-36.9</b>	<b>1.8</b>	<b>-21.1</b>	<b>1.8</b>	<b>-12.1</b>
<b>Shore Tour</b>	<b>17.2</b>	<b>-1.5</b>	<b>17.6</b>	<b>51.0</b>	<b>15.0</b>	<b>-14.3</b>	<b>14.1</b>	<b>-30.3</b>	<b>20.2</b>	<b>-23.0</b>
<b>Total Transportation</b>	<b>9.7</b>	<b>39.0</b>	<b>10.2</b>	<b>15.0</b>	<b>8.1</b>	<b>31.3</b>	<b>9.7</b>	<b>70.8</b>	<b>10.1</b>	<b>63.2</b>
Inter-island airfare	5.8	100.1	4.8	68.3	5.6	102.6	7.0	132.9	6.2	108.9
Ground transportation	2.1	-13.3	3.5	-14.2	1.3	-18.2	1.0	-28.7	1.9	-3.6
Rental car/moped	1.6	11.6	1.7	-6.3	1.1	-28.1	1.5	41.2	1.7	64.4
Other transportation	0.2	-9.6	0.3	23.0	0.1	-72.0	0.1	-31.5	0.3	41.1
<b>Total Shopping</b>	<b>20.9</b>	<b>31.6</b>	<b>28.7</b>	<b>31.4</b>	<b>26.5</b>	<b>46.5</b>	<b>9.1</b>	<b>22.6</b>	<b>15.0</b>	<b>39.9</b>
Fashion& clothing	6.4	13.3	10.4	25.0	6.9	16.2	2.9	26.8	3.2	-19.1
Jewelry/watch	5.4	41.0	6.8	29.0	9.9	70.8	2.0	36.0	2.3	232.7
Cosmetics/perfumes	0.2	-9.2	0.3	-15.2	0.1	-53.2	0.2	83.7	0.2	146.0
leather goods	0.5	48.5	0.9	16.4	0.5	399.8	0.1	19.8	0.2	-1.0
Hawai'i food products	1.4	79.4	0.9	-3.4	0.7	30.4	0.7	62.9	3.5	232.7
Souvenirs	7.0	37.7	9.5	51.1	8.4	52.8	3.3	5.9	5.6	18.5
<b>All other spending outside ship</b>	<b>7.6</b>	<b>115.7</b>	<b>5.8</b>	<b>127.1</b>	<b>6.2</b>	<b>123.0</b>	<b>4.8</b>	<b>112.2</b>	<b>13.7</b>	<b>80.4</b>
<b>Unallocated and on ship spending 1/</b>	<b>65.4</b>	<b>71.5</b>	<b>0.0</b>		<b>0.0</b>		<b>0.0</b>		<b>0.0</b>	

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

*Cruise Visitors*

**Table 95: Cruise Visitor Per Person Per Day Spending – Other Visitors in Dollars  
2011**

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
<b>Total per person per day spending</b>	<b>203.8</b>	<b>18.9</b>	<b>76.8</b>	<b>-3.7</b>	<b>33.0</b>	<b>-44.6</b>	<b>33.1</b>	<b>-44.9</b>	<b>47.2</b>	<b>-26.3</b>
<b>Lodging</b>	<b>6.8</b>	<b>-62.3</b>	<b>14.8</b>	<b>-17.7</b>	<b>2.2</b>	<b>-70.1</b>	<b>2.3</b>	<b>-70.8</b>	<b>2.5</b>	<b>-65.8</b>
<b>Food &amp; beverages</b>	<b>6.9</b>	<b>-31.9</b>	<b>12.6</b>	<b>25.2</b>	<b>3.5</b>	<b>-34.5</b>	<b>3.0</b>	<b>-24.3</b>	<b>4.2</b>	<b>18.1</b>
Restaurant	4.7	-39.6	8.6	10.7	2.6	-29.3	2.0	-31.1	2.7	18.1
Dinner shows	0.9	20.1	1.9	153.7	0.3	-62.3	0.5	-2.8	0.3	8.6
Groceries/snacks	1.3	-19.3	2.2	35.4	0.6	-32.7	0.6	-9.0	1.2	21.0
<b>Entertainment and Recreation</b>	<b>2.9</b>	<b>-39.7</b>	<b>4.4</b>	<b>-7.8</b>	<b>1.0</b>	<b>-61.0</b>	<b>1.4</b>	<b>-36.8</b>	<b>2.5</b>	<b>24.1</b>
<b>Shore Tour</b>	<b>12.1</b>	<b>-34.3</b>	<b>11.4</b>	<b>-38.3</b>	<b>8.6</b>	<b>-62.7</b>	<b>13.2</b>	<b>-53.4</b>	<b>16.3</b>	<b>-43.3</b>
<b>Total Transportation</b>	<b>4.3</b>	<b>-25.0</b>	<b>5.9</b>	<b>2.2</b>	<b>2.6</b>	<b>-54.6</b>	<b>3.2</b>	<b>-17.2</b>	<b>4.2</b>	<b>2.8</b>
Inter-island airfare	1.2	-7.5	1.3	-3.5	1.0	-23.9	1.1	45.8	1.5	83.0
Ground transportation	1.4	-30.6	2.6	25.0	0.5	-51.2	0.6	-57.6	1.2	-21.2
Rental car/moped	1.4	-33.9	1.7	-18.4	0.9	-70.6	1.3	-19.8	1.3	-17.3
Other transportation	0.2	7.6	0.3	24.8	0.2	-15.5	0.2	45.6	0.2	5.9
<b>Total Shopping</b>	<b>16.2</b>	<b>-10.8</b>	<b>23.5</b>	<b>29.0</b>	<b>12.2</b>	<b>3.7</b>	<b>7.5</b>	<b>-11.9</b>	<b>13.7</b>	<b>9.0</b>
Fashion & clothing	6.1	-25.5	10.6	30.7	3.3	-34.8	2.3	-38.5	4.1	-18.7
Jewelry/watch	3.6	-6.7	3.9	1.8	4.6	42.7	2.2	22.2	2.1	11.1
Cosmetics/perfumes	0.6	-44.3	1.1	9.0	0.2	-39.8	0.3	173.4	0.3	-59.8
leather goods	0.6	31.3	1.0	127.8	0.4	26.0	0.1	-64.5	0.4	80.2
Hawai'i food products	1.7	35.9	2.0	59.9	1.0	106.8	0.6	7.3	2.7	41.0
Souvenirs	3.8	6.8	4.8	37.4	2.7	15.0	2.1	-1.6	4.2	46.2
<b>All other spending outside ship</b>	<b>3.5</b>	<b>12.6</b>	<b>4.2</b>	<b>36.4</b>	<b>2.9</b>	<b>9.2</b>	<b>2.5</b>	<b>-42.9</b>	<b>3.7</b>	<b>-17.5</b>
<b>Unallocated and on ship spending <sup>1/</sup></b>	<b>151.1</b>	<b>67.9</b>								

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

Other Visitors includes all other MMA besides U.S. West, U.S. East, Canada and Europe

Source: Hawai'i Tourism Authority

## **HOTEL OCCUPANCY AND ROOM RATE**

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*Hotel Occupancy and Room Rate*

**Table 96: State Hotel Occupancy and Room Rate  
2011 vs. 2010**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2011	2010	Absolute Change	2011	2010	% Change	2011	2010	% Change
JANUARY	74.5	66.4	12.2	188.95	176.88	6.8	140.77	117.45	19.9
FEBRUARY	81.7	75.6	8.1	192.38	174.99	9.9	157.17	132.29	18.8
MARCH	75.2	70.4	6.8	190.15	173.76	9.4	142.99	122.33	16.9
APRIL	68.5	65.3	4.9	191.26	176.29	8.5	131.01	115.12	13.8
MAY	66.7	65.3	2.1	175.92	160.44	9.6	117.34	104.77	12.0
JUNE	70.7	71.4	-1.0	185.46	170.16	9.0	131.12	121.49	7.9
JULY	76.3	79.4	-3.9	197.11	181.19	8.8	150.39	143.86	4.5
AUGUST	77.5	75.7	2.4	195.28	181.80	7.4	151.34	137.62	10.0
SEPTEMBER	74.5	70.6	5.5	172.62	160.50	7.6	128.60	113.31	13.5
OCTOBER	72.5	70.9	2.3	176.18	163.97	7.4	127.73	116.25	9.9
NOVEMBER	70.9	67.6	4.9	184.79	169.71	8.9	131.02	114.72	14.2
DECEMBER	73.1	69.9	4.6	219.79	204.72	7.4	160.67	143.10	12.3
<b>TOTAL</b>	<b>73.4</b>	<b>70.7</b>	<b>3.8</b>	<b>189.62</b>	<b>174.84</b>	<b>8.5</b>	<b>139.18</b>	<b>123.61</b>	<b>12.6</b>

Source: Smith Travel Research, Hospitality Advisors LLC

**Table 97: O'ahu Hotel Occupancy and Room Rate  
2011 vs. 2010**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2011	2010	Absolute Change	2011	2010	% Change	2011	2010	% Change
JANUARY	80.9	72.3	11.9	162.21	148.95	8.9	131.23	107.69	21.9
FEBRUARY	86.7	80.5	7.7	159.12	142.61	11.6	137.96	114.80	20.2
MARCH	79.2	75.8	4.5	156.42	143.48	9.0	123.88	108.76	13.9
APRIL	74.0	69.6	6.3	162.43	144.80	12.2	120.20	100.78	19.3
MAY	75.9	73.5	3.3	158.85	142.45	11.5	120.57	104.70	15.2
JUNE	78.7	78.7	0.0	160.77	145.86	10.2	126.53	114.79	10.2
JULY	83.4	89.6	-6.9	168.57	155.89	8.1	140.59	139.68	0.7
AUGUST	87.0	83.7	3.9	170.31	154.33	10.4	148.17	129.17	14.7
SEPTEMBER	84.1	81.5	3.2	159.21	148.60	7.1	133.90	121.11	10.6
OCTOBER	81.4	78.3	4.0	163.05	148.81	9.6	132.72	116.52	13.9
NOVEMBER	78.1	75.2	3.9	173.67	151.82	14.4	135.64	114.17	18.8
DECEMBER	81.7	79.7	2.5	182.74	168.74	8.3	149.30	134.49	11.0
<b>TOTAL</b>	<b>80.9</b>	<b>78.2</b>	<b>3.5</b>	<b>165.05</b>	<b>150.09</b>	<b>10.0</b>	<b>133.53</b>	<b>117.37</b>	<b>13.8</b>

Source: Smith Travel Research, Hospitality Advisors LLC

*Hotel Occupancy and Room Rate*

**Table 98: Maui Hotel Occupancy and Room Rate  
2011 vs. 2010**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2011	2010	Absolute Change	2011	2010	% Change	2011	2010	% Change
JANUARY	73.6	66.9	10.0	245.23	229.91	6.7	180.49	153.81	17.3
FEBRUARY	83.5	77.7	7.5	256.92	236.01	8.9	214.53	183.38	17.0
MARCH	78.7	72.2	9.0	265.94	232.24	14.5	209.29	167.68	24.8
APRIL	69.2	66.7	3.7	259.30	229.04	13.2	179.44	152.77	17.5
MAY	62.0	60.6	2.3	215.31	199.32	8.0	133.49	120.79	10.5
JUNE	66.7	65.7	1.5	239.17	224.91	6.3	159.53	147.77	8.0
JULY	71.9	73.1	-1.6	263.44	240.46	9.6	189.41	175.92	7.7
AUGUST	70.9	73.4	-3.4	253.35	238.32	6.3	179.63	174.93	2.7
SEPTEMBER	65.9	63.8	3.3	206.24	190.58	8.2	135.91	121.59	11.8
OCTOBER	66.1	67.1	-1.5	209.91	194.24	8.1	138.75	130.34	6.5
NOVEMBER	68.3	65.5	4.3	216.41	206.79	4.7	147.81	135.45	9.1
DECEMBER	66.9	65.0	2.9	306.38	284.15	7.8	204.97	184.70	11.0
<b>TOTAL</b>	<b>70.1</b>	<b>68.1</b>	<b>2.9</b>	<b>246.20</b>	<b>226.20</b>	<b>8.8</b>	<b>172.59</b>	<b>154.04</b>	<b>12.0</b>

Source: Smith Travel Research, Hospitality Advisors LLC

**Table 99: Kaua'i Hotel Occupancy and Room Rates  
2011 vs. 2010**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2011	2010	Absolute Change	2011	2010	% Change	2011	2010	% Change
JANUARY	58.7	54.5	7.7	196.88	194.39	1.3	115.57	105.94	9.1
FEBRUARY	64.6	63.7	1.4	195.17	184.70	5.7	126.08	117.65	7.2
MARCH	62.2	56.1	10.9	201.18	187.55	7.3	125.13	105.22	18.9
APRIL	57.8	54.4	6.3	207.01	189.62	9.2	119.65	103.15	16.0
MAY	56.5	61.3	-7.8	190.37	172.71	10.2	107.56	105.87	1.6
JUNE	63.7	70.0	-9.0	210.71	178.94	17.8	134.22	125.26	7.2
JULY	70.2	67.9	3.4	212.09	193.80	9.4	148.89	131.59	13.1
AUGUST	71.2	62.2	14.5	216.90	194.39	11.6	154.43	120.91	27.7
SEPTEMBER	71.0	58.6	21.2	194.20	173.18	12.1	137.88	101.48	35.9
OCTOBER	66.4	61.3	8.3	192.40	173.37	11.0	127.75	106.28	20.2
NOVEMBER	58.4	50.8	15.0	187.08	178.31	4.9	109.25	90.58	20.6
DECEMBER	57.6	50.9	13.2	232.89	215.23	8.2	134.14	109.55	22.4
<b>TOTAL</b>	<b>63.5</b>	<b>59.3</b>	<b>7.1</b>	<b>203.71</b>	<b>186.15</b>	<b>9.4</b>	<b>129.36</b>	<b>110.39</b>	<b>17.2</b>

Source: Smith Travel Research, Hospitality Advisors LLC

*Hotel Occupancy and Room Rate*

**Table 100: Hawai'i Island Hotel Occupancy and Room Rates  
2011vs. 2010**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2011	2010	Absolute Change	2011	2010	% Change	2011	2010	% Change
JANUARY	63.4	52.9	19.8	194.42	188.06	3.4	123.26	99.48	23.9
FEBRUARY	71.9	62.2	15.6	204.78	188.58	8.6	147.24	117.30	25.5
MARCH	63.4	57.5	10.3	172.09	182.41	-5.7	109.11	104.89	4.0
APRIL	54.6	54.6	0.0	172.16	199.89	-13.9	94.00	109.14	-13.9
MAY	49.4	48.0	2.9	174.34	165.45	5.4	86.12	79.42	8.4
JUNE	54.5	56.8	-4.0	181.72	175.51	3.5	99.04	99.69	-0.7
JULY	63.3	62.3	1.6	191.76	183.67	4.4	121.38	114.43	6.1
AUGUST	59.5	60.4	-1.5	192.59	191.93	0.3	114.59	115.93	-1.2
SEPTEMBER	58.3	51.9	12.3	161.60	156.54	3.2	94.21	81.24	16.0
OCTOBER	56.2	57.7	-2.6	165.34	171.43	-3.6	92.92	98.92	-6.1
NOVEMBER	57.6	54.8	5.1	173.83	176.51	-1.5	100.13	96.73	3.5
DECEMBER	62.9	55.3	13.7	226.85	223.31	1.6	142.69	123.49	15.5
<b>TOTAL</b>	<b>59.4</b>	<b>56.2</b>	<b>5.7</b>	<b>185.44</b>	<b>183.99</b>	<b>0.8</b>	<b>110.15</b>	<b>103.40</b>	<b>6.5</b>

Source: Smith Travel Research, Hospitality Advisors LLC

## VISITOR PLANT INVENTORY

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*Visitor Plant Inventory*

**Table 101: Visitor Plant Inventory – Existing Inventory by Island and Type  
2011**

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	2010	UNIT CHANGE FROM 2010	% CHANGE FROM 2010
<b>O'AHU</b>	APARTMENT/ HOTEL	4	90	83	7	8.4%
	BED & BREAKFAST	31	54	88	-34	-38.6%
	CONDOMINIUM HOTEL	33	5,414	5,277	137	2.6%
	HOSTEL	6	221	247	-26	-10.5%
	HOTEL	68	26,001	25,436	565	2.2%
	INDIVIDUAL VACATION UNIT	124	631	370	261	70.5%
	TIMESHARE	16	2,342	2,202	140	6.4%
	OTHER	5	248	79	169	213.9%
<b>TOTAL</b>		<b>287</b>	<b>35,001</b>	<b>33,782</b>	<b>1,219</b>	<b>3.6%</b>
<b>HAWAII</b>	APARTMENT/ HOTEL	0	0	0	0	NA
	BED & BREAKFAST	91	388	362	26	7.2%
	CONDOMINIUM HOTEL	15	784	872	-88	-10.1%
	HOSTEL	1	16	6	10	166.7%
	HOTEL	30	6,811	6,958	-147	-2.1%
	INDIVIDUAL VACATION UNIT	306	1,484	1,675	-191	-11.4%
	TIMESHARE	16	1,493	1,493	0	0.0%
	OTHER	9	137	113	24	21.2%
<b>TOTAL</b>		<b>468</b>	<b>11,113</b>	<b>11,479</b>	<b>-366</b>	<b>-3.2%</b>
<b>KAUAI</b>	APARTMENT/ HOTEL	2	4	3	1	33.3%
	BED & BREAKFAST	28	107	108	-1	-0.9%
	CONDOMINIUM HOTEL	21	1,584	2,179	-595	-27.3%
	HOSTEL	1	40	40	0	0.0%
	HOTEL	14	2,654	2,657	-3	-0.1%
	INDIVIDUAL VACATION UNIT	571	2,662	1,721	941	54.7%
	TIMESHARE	22	2,797	2,626	171	6.5%
	OTHER	2	24	10	14	140.0%
<b>TOTAL</b>		<b>661</b>	<b>9,872</b>	<b>9,344</b>	<b>528</b>	<b>5.7%</b>
<b>MAUI</b>	APARTMENT/ HOTEL	1	12	0	12	NA
	BED & BREAKFAST	45	151	91	60	65.9%
	CONDOMINIUM HOTEL	50	4,663	5,941	-1,278	-21.5%
	HOSTEL	2	32	32	0	0.0%
	HOTEL	24	7,039	7,129	-90	-1.3%
	INDIVIDUAL VACATION UNIT	360	5,457	2,832	2,625	92.7%
	TIMESHARE	22	3,562	3,612	-50	-1.4%
	OTHER	0	1	2	-1	-50.0%
<b>TOTAL</b>		<b>504</b>	<b>20,917</b>	<b>19,639</b>	<b>1,278</b>	<b>6.5%</b>
<b>MOLOKA'I</b>	BED & BREAKFAST	3	7	7	0	0.0%
	CONDOMINIUM HOTEL	2	75	257	-182	-70.8%
	HOTEL	0	0	0	0	NA
	INDIVIDUAL VACATION UNIT	42	386	121	265	219.0%
	TIMESHARE	1	7	7	0	0.0%
	OTHER	0	0	0	0	NA
<b>TOTAL</b>		<b>48</b>	<b>475</b>	<b>392</b>	<b>83</b>	<b>21.2%</b>
<b>LĀNA'I</b>	APARTMENT/ HOTEL	1	1	1	0	0.0%
	BED & BREAKFAST	1	4	3	1	33.3%
	HOTEL	3	348	348	0	0.0%
	INDIVIDUAL VACATION UNIT	0	0	0	0	NA
<b>TOTAL</b>		<b>5</b>	<b>353</b>	<b>352</b>	<b>1</b>	<b>0.3%</b>
<b>STATEWIDE</b>	APARTMENT/ HOTEL	8	107	87	20	23.0%
	BED & BREAKFAST	199	711	659	52	7.9%
	CONDOMINIUM HOTEL	121	12,520	14,526	-2,006	-13.8%
	HOSTEL	10	309	325	-16	-4.9%
	HOTEL	139	42,853	42,528	325	0.8%
	INDIVIDUAL VACATION UNIT	1,403	10,620	6,719	3,901	58.1%
	TIMESHARE	77	10,201	9,940	261	2.6%
OTHER	16	410	204	206	101.0%	
<b>STATE TOTAL</b>		<b>1,973</b>	<b>77,731</b>	<b>74,988</b>	<b>2,743</b>	<b>3.7%</b>

NA: Not Applicable

Source: Hawai'i Tourism Authority



*Visitor Plant Inventory*

**Table 102: Visitor Plant Inventory - Class of Units by Island  
2011**

ISLAND	CLASS	PERCENT OF TOTAL UNITS		Percentage Point Change from 2010
		2011 <sup>1/</sup>	2010 <sup>2/</sup>	
<b>O'AHU</b>	BUDGET (UP TO \$100)	7.4%	7.2%	0.2%
	STANDARD (\$101 TO \$250)	34.6%	34.9%	-0.3%
	DELUXE (\$251 TO \$500)	40.0%	41.5%	-1.5%
	LUXURY (OVER \$500/NIGHT)	18.0%	16.4%	1.6%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>HAWAII</b>	BUDGET (UP TO \$100)	10.2%	12.9%	-2.7%
	STANDARD (\$101 TO \$250)	32.3%	32.1%	0.2%
	DELUXE (\$251 TO \$500)	41.1%	40.0%	1.1%
	LUXURY (OVER \$500/NIGHT)	16.4%	15.0%	1.4%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>KAUAI</b>	BUDGET (UP TO \$100)	8.2%	7.6%	0.6%
	STANDARD (\$101 TO \$250)	27.9%	32.6%	-4.7%
	DELUXE (\$251 TO \$500)	43.2%	38.4%	4.8%
	LUXURY (OVER \$500/NIGHT)	20.8%	21.5%	-0.7%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>MAUI</b>	BUDGET (UP TO \$100)	2.9%	4.6%	-1.7%
	STANDARD (\$101 TO \$250)	25.4%	30.7%	-5.3%
	DELUXE (\$251 TO \$500)	27.6%	27.9%	-0.3%
	LUXURY (OVER \$500/NIGHT)	44.1%	36.8%	7.3%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>MOLOKAI</b>	BUDGET (UP TO \$100)	27.9%	30.9%	-3.0%
	STANDARD (\$101 TO \$250)	65.2%	65.8%	-0.6%
	DELUXE (\$251 TO \$500)	5.5%	2.8%	2.7%
	LUXURY (OVER \$500/NIGHT)	1.5%	0.5%	1.0%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>LĀNAI</b>	BUDGET (UP TO \$100)	0.9%	1.9%	-1.0%
	STANDARD (\$101 TO \$250)	3.1%	3.1%	0.0%
	DELUXE (\$251 TO \$500)	43.5%	50.0%	-6.5%
	LUXURY (OVER \$500/NIGHT)	52.6%	46.0%	6.6%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>STATEWIDE</b>	BUDGET (UP TO \$100)	6.9%	7.6%	-0.7%
	STANDARD (\$101 TO \$250)	31.3%	33.1%	-1.8%
	DELUXE (\$251 TO \$500)	37.5%	37.3%	0.2%
	LUXURY (OVER \$500/NIGHT)	24.3%	31.9%	-7.6%
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>STATE TOTAL</b>		<b>100%</b>	<b>100%</b>	

<sup>1/</sup>Based on 71,244 units (94.9 percent of the total units in 2010) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding.

<sup>2/</sup>Based on 73,970 units (98.4 percent of the total units in 2009) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding.

Source: Hawai'i Tourism Authority

*Visitor Plant Inventory*

**Table 103: Visitor Plant Inventory - Available Units by County  
1965 – 2011**

YEAR	STATE TOTAL	O'AHU		HAWAI'I COUNTY		KAUA'I COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,579	35,541	50.4	9,478	13.4	7,257	10.3	18,303	25.9
2004	72,176	35,769	49.6	9,857	13.7	8,105	11.2	18,445	25.6
2005	72,307	33,926	46.9	10,940	15.1	8,221	11.4	19,290	26.7
2006	72,274	33,606	46.5	10,831	15.0	8,266	11.4	19,571	27.1
2007	73,220	33,588	45.9	11,061	15.1	8,692	11.9	19,879	27.1
2008	74,177	34,081	45.9	11,240	15.2	9,203	12.4	19,653	26.5
2009	75,188	34,027	45.3	11,541	15.3	9,469	12.6	20,151	26.8
2010	74,988	33,782	45.0	11,479	15.3	9,344	12.5	20,383	27.2
2011	77,731	35,001	46.7	11,113	14.8	9,872	13.2	21,745	29.0

NA: Not Available.

\* HVCB did not conduct an update survey in 1995

**TOTAL AIR SEATS OPERATED TO HAWAI'I**

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Total Air Seats Operated to Hawai'i

Table 104: Total Air Seats Operated To Hawai'i  
2011 vs. 2010

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
<b>TOTAL SEATS</b>	9,392,291	9,299,913	1.0%	6,560,567	6,498,839	0.9%	1,688,594	1,680,120	0.5%	586,914	668,661	-12.2%	37,052	0	NA	519,164	452,293	14.8%
<b>Scheduled Seats</b>	9,275,822	9,190,240	0.9%	6,444,098	6,389,166	0.9%	1,688,594	1,680,120	0.5%	586,914	668,661	-12.2%	37,052	0	NA	519,164	452,293	14.8%
<b>Charter seats</b>	116,469	109,673	6.2%	116,469	109,673	6.2%												

Table 105: Domestic Air Seats Operated To Hawai'i  
2011 vs. 2010

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
<b>DOMESTIC SEATS</b>	6629667	6,741,532	-1.7%	3,968,283	4,145,727	-4.3%	1,537,738	1,557,143	-1.2%	574,934	593,673	-3.2%	37,052	0	NA	511,660	444,989	15.0%
Scheduled Seats	6559011	6,668,392	-1.6%	3,897,627	4,072,587	-4.3%	1,537,738	1,557,143	-1.2%	574,934	593,673	-3.2%	37,052	0	NA	511,660	444,989	15.0%
Charter seats	70656	73,140	-3.4%	70,656	73,140	-3.4%												
<b>US West</b>	5,832,742	5,745,356	1.5%	3,274,304	3,280,204	-0.2%	1,434,792	1,426,490	0.6%	574,934	593,673	-3.2%	37,052	0	NA	511,660	444,989	15.0%
...Anchorage	62,656	50,240	24.7%	52,968	40,349	31.3%	9,688	9,891	-2.1%									
...Bellingham	55,058	0	NA	55,058	0	NA												
...Denver	158,263	151,188	4.7%	91,206	98,668	-7.6%	44,042	29,152	51.1%	13,780	14,132	-2.5%				9,235	9,236	0.0%
...Las Vegas	256,650	239,841	7.0%	235,230	233,289	0.8%	21,420	6,552	226.9%									
...Los Angeles	2,111,434	2,148,410	-1.7%	1,090,911	1,114,975	-2.2%	496,230	530,345	-6.4%	230,124	255,231	-9.8%	32,342	0	NA	261,827	247,859	5.6%
...Oakland	205,743	178,769	15.1%	93,240	92,988	0.3%	63,809	61,289	4.1%	23,907	24,492	-2.4%				24,787	0	NA
...Orange County	42,236	49,352	-14.4%	25,468	28,768	-11.5%	16,768	20,584	-18.5%									
...Phoenix	464,380	453,550	2.4%	236,950	211,632	12.0%	106,020	114,712	-7.6%	62,320	64,589	-3.5%				59,090	62,617	-5.6%
...Portland	309,312	303,358	2.0%	147,926	149,520	-1.1%	147,926	149,285	-0.9%	13,460	4,553	195.6%						
...Sacramento	147,926	136,097	8.7%	91,980	91,980	0.0%	55,946	44,117	26.8%									
...Salt Lake City	88,492	89,337	-0.9%	88,492	78,408	12.9%	0	10,929	-100.0%									
...San Diego	154,991	131,978	17.4%	99,045	100,398	-1.3%	55,946	31,580	77.2%									
...San Francisco	987,652	1,049,063	-5.9%	567,748	621,951	-8.7%	199,772	215,756	-7.4%	133,374	143,384	-7.0%	4,710	0	NA	82,048	67,972	20.7%
...San Jose	185,345	131,900	40.5%	91,980	85,428	7.7%	42,747	19,939	114.4%	32,039	26,533	20.8%				18,579	0	NA
...Seattle	602,604	632,273	-4.7%	306,102	331,850	-7.8%	174,478	182,359	-4.3%	65,930	60,759	8.5%				56,094	57,305	-2.1%
<b>US East</b>	726,269	923,036	-21.3%	623,323	792,383	-21.3%	102,946	130,653	-21.2%									
...Atlanta	108,770	105,170	3.4%	108,770	105,170	3.4%												
...Charlotte	0	43,680	-100.0%	0	43,680	-100.0%												
...Chicago	197,016	206,457	-4.6%	176,195	165,129	6.7%	20,821	41,328	-49.6%									
...Dallas	246,375	253,575	-2.8%	164,250	164,250	0.0%	82,125	89,325	-8.1%									
...Detroit	298	21,456	-98.6%	298	21,456	-98.6%												
...Houston	86,820	137,582	-36.9%	86,820	137,582	-36.9%												
...Minneapolis	8,940	72,666	-87.7%	8,940	72,666	-87.7%												
...Newark	13,010	82,450	-84.2%	13,010	82,450	-84.2%												

NA: Not Applicable  
Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Total Air Seats Operated to Hawai'i

Table 106: International Air Seats To Hawai'i  
2011 vs. 2010

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
INTERNATIONAL SEATS	2,762,624	2,558,381	8.0%	2,592,284	2,353,112	10.2%	150,856	122,977	22.7%	11,980	74,988	-84.0%				7,504	7,304	2.7%
Scheduled Seats	2,716,811	2,521,848	7.7%	2,546,471	2,316,579	9.9%	150,856	122,977	22.7%	11,980	74,988	-84.0%				7,504	7,304	2.7%
Charter Seats	45,813	36,533	25.4%	45,813	36,533	25.4%												
Japan	1,617,095	1,627,513	-0.6%	1,617,095	1,563,883	3.4%				0	63,630	-100.0%						
...Fukuoka	840	0	NA	840	0	NA												
...Nagoya	142,713	137,356	3.9%	142,713	137,356	3.9%												
...Osaka	241,797	264,773	-8.7%	241,797	264,773	-8.7%												
...Tokyo-HND	279,947	37,124	654.1%	279,947	37,124	654.1%												
...Tokyo-NRT	951,798	1,188,260	-19.9%	951,798	1,124,630	-15.4%				0	63,630	-100.0%						
Canada	319,051	286,492	11.4%	148,711	144,853	2.7%	150,856	122,977	22.7%	11,980	11,358	5.5%				7,504	7,304	2.7%
...Calgary	40,749	24,678	65.1%	12,139	10,161	19.5%	28,610	14,517	97.1%									
...Edmonton	5,694	1,224	365.2%				5,694	1,224	365.2%									
...Vancouver	269,752	256,918	5.0%	133,716	131,020	2.1%	116,552	107,236	8.7%	11,980	11,358	5.5%				7,504	7,304	2.7%
...Victoria	2,856	3,672	-22.2%	2,856	3,672	-22.2%												
Other Asia	286,796	154,089	86.1%	286,796	154,089	86.1%												
...Seoul	275,890	147,729	86.8%	275,890	147,729	86.8%												
...Shanghai	10,906	0	NA	10,906	0	NA												
...Taipei	0	6,360	-100.0%	0	6,360	-100.0%												
Oceania	216,041	172,496	25.2%	216,041	172,496	25.2%												
...Auckland	28,925	26,786	8.0%	28,925	26,786	8.0%												
...Brisbane	1,638	0	NA	1,638	0	NA												
...Melbourne	1,638	0	NA	1,638	0	NA												
...Sydney	183,840	145,710	26.2%	183,840	145,710	26.2%												
Other	277,828	281,258	-1.2%	277,828	281,258	-1.2%												
...Apia	8,130	8,424	-3.5%	8,130	8,424	-3.5%												
...Christmas	7,178	4,352	64.9%	7,178	4,352	64.9%												
...Guam	80,416	81,538	-1.4%	80,416	81,538	-1.4%												
...Majuro	30,384	29,516	2.9%	30,384	29,516	2.9%												
...Manila	94,116	93,790	0.3%	94,116	93,790	0.3%												
...Nadi	14,008	20,042	-30.1%	14,008	20,042	-30.1%												
...Pago Pago	30,492	30,492	0.0%	30,492	30,492	0.0%												
...Papeete	13,104	13,104	0.0%	13,104	13,104	0.0%												

NA: Not Applicable

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

## APPENDIX A

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## TECHNICAL NOTES

### Revision to 2010 Visitor Statistics

The 2010 visitor statistics in this report (including visitor expenditures, visitor days, visitor arrivals, average daily census, length of stay, accommodations, purpose of trip, visitor characteristics by major markets and by island, etc.) were revised from 2010 data published in HTA's 2010 Annual Visitor Research Report released in July 2011. Data with revised statistics are indicated as 2010R.

Figures were revised with corrected airline passenger count data for the months of June, August and November 2010 which were obtained after publication of the 2010 Annual Research Report. Cruise visitor statistics, hotel occupancy rates, room rates and air seat statistics were not affected

## DEFINITIONS

**Arrivals by Air:** Visitors who entered Hawai'i via arriving airline flights and does not include visitors who arrived into Hawai'i via foreign-flagged cruise ships. Visitor counts were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey. The surveys only covered arriving and departing flights and did not include visitors who arrived into Hawai'i via foreign flagged cruise ships.

**Arrivals by Cruise Ships:** Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from the Cruise Visitor survey which covered U.S. flagged and foreign flagged cruise ships.

**Cruise Ships (Arrivals by Air):** Derived from the Domestic In-flight and International Departure surveys which sampled only visitor arrivals by air. This figure represented an estimate of visitors staying on cruise ships. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and cruise ship passenger counts.

**Cruise Ships, Foreign Flagged:** These ships were not considered Hawai'i businesses and therefore on-ship spending were not included in the reported visitor expenditures.

**Cruise Ships, U.S. Flagged:** The Pride of America home-ported in Hawai'i was considered a Hawai'i business. Therefore, visitor expenditures for these ships included both on-ship and on-shore spending.

**Daily Census:** Average number of visitors present on a single day.

**Domestic Visitor:** Visitor who arrived on flights from the U.S. mainland. Total domestic arrivals included U.S. residents and international visitors who came to Hawai'i on flights from the U.S. mainland. A foreign resident arriving on flights from the U.S. mainland was counted as a domestic visitor.

## *Appendix A*

**Expenditures:** The U.S. dollar amount spent in Hawai'i attributed to a visitor. Included direct spending by visitors while in Hawai'i as well as any prepaid package purchased before arrival. Expenditure data does not include transpacific air costs to and from Hawai'i, commissions paid to travel agents or portions of the package in another state or country.

**Expenditures, Total by Island:** Included on-ship spending on U.S. flagged cruise ships. The expenditures were allocated to each island in proportion to visitor days.

**Per Person Per Day (PPPD) Expenditures, by Island:** The denominator was air and cruise visitor days by island.

**Expenditures, Cruise Visitor:** Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard U.S. flagged cruise ships included spending on ships because U.S. flagged cruise ships were considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships reported only on island expenditures.

**Group Tour:** Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit. For Japanese visitors, company-paid incentive travels were included in this category.

**International Visitor:** Visitor who arrived on flights from U.S. territories and foreign countries. A U.S. visitor who arrived on flight from a foreign country was counted as an international visitor.

**Length of Stay:** Average numbers of days visitors were present including the day of arrival and of departure.

**Major Market Areas (MMAs):** Visitors were classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands and other U.S. territories
10. Hawai'i Convention Center

**Market Penetration:** Number of visitors from a given Metro Area divided by the population of that area. Reported as the rate per 1,000 visitors.



## *Appendix A*

**MC&I (Net):** Visitors whose reasons for traveling were for meetings, conventions, or incentives, or any combination of these reasons. If a visitor selected two or more sub-categories within the MC&I category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the MC&I category.

**Package:** Visitors who purchased a packaged trip which included at least air-tickets and accommodations.

**Pleasure (Net):** Visitors whose reasons for traveling were for vacation, honeymoon, or to get married, or any combination of these reasons. If a visitor selected two or more sub-categories within the pleasure category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

**True Independent:** Visitors who were not part of a tour group and did not purchase their air-tickets and accommodations as a package.

**Seats, Charter:** Number of seats, on all flights not reported by OAG MAX but reported on the state Airport ramp report.

**Seats, Scheduled:** Total number of seats, on all flights reported by OAG MAX, arriving into Hawai'i.

**Seats, Total:** Total number of seats, on all flights arriving into Hawai'i. The sum of Scheduled and Charter seats.

**Visitor:** Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

## **SOURCES OF DATA FOR VISITOR STATISTICS**

The data in this report came from the following sources:

**Airline Passenger Counts:** Every airline (both chartered and scheduled) reported passenger counts each month. These counts provided the total number of arriving passengers. Visitor counts were then derived by subtracting out the estimated in-transit passengers, returning Hawai'i residents and intended residents, as determined by the U.S. Customs Declaration Forms and domestic in-flight surveys.

**Summary of International Travel to the United States report:** The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. U.S. Office of Travel and Tourism Industries (OTII) manage the program. The monthly reports provided counts of international visitors to Hawai'i by their country of residence. The reports also identified those simply passing through Hawai'i (in-transit). Canadian and U.S residents were not included in these counts.

## *Appendix A*

**International Intercept Survey:** Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2011, a total of 59,691 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription.

**Domestic Survey:** The domestic survey form is on the reverse side of the Hawai'i State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided form were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2011, there were 2,967,573 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The characteristics of respondents were attributed to non-respondents using ascription.

**Island Visitor Survey:** Surveys were conducted at departure area of the airports on all the islands. In 2011, 31,248 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 17,088 completed forms received from Maui, 1,201 forms from Moloka'i, 1,199 forms from Lana'i, 11,248 forms from Kaua'i, 5,228 forms from Hilo and 11,888 forms from Kona.. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures.

**Cruise Visitor Survey:** The cruise visitor survey forms are distributed to the cabins on the ships, collecting information specific to cruise visitors, including purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2011, a total of 14,692 completed forms were processed for cruise visitor information.

**Honolulu International Airport Billing Records:** The billings records showed the number of passengers on flights from Canada who were pre-cleared in Canada and not included in the INS, Honolulu reports.

**Cruise Passenger Counts:** All cruise ships which entered Honolulu, Hilo and Lahaina Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. HTA obtained passenger counts from these harbors and estimated counts for other harbors based on this information. The HTA figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

**Visitor Plant Inventory Survey:** (refer to HTA's *2011 Visitor Plant Inventory Report*)

**Hospitality Advisors LLC Hawai'i Hotel Flash Report:** A hotel survey compiled in conjunction with Smith Travel Research and Hospitality Advisors. Source of hotel occupancy rate, average room rate and revenue per available room.

## APPENDIX B

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# DOMESTIC IN-FLIGHT SURVEY

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.  
 TAGALOG Ang pormulangyong ito ay dapat sagutin bago mag- "landing" ang eroplano. Kung hindi niyo mabasa ang pormulangyong ito, mangyari po lamang na humiling sa "flight attendant" na isang pormularyo sa wikang tagalog.  
 JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を貸って下さい。  
 KOREAN 착륙하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.  
 CHINESE 請在下機前填寫完畢這份表格。如果看不懂此表，請向空中服務員索取一份中文表格。



**STATE OF HAWAII**  
**Department of Agriculture**  
**PLANTS AND ANIMALS DECLARATION FORM**  
**MANDATORY DECLARATION**  
 FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS



ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

**YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM.** Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawaii is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

**A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:**

- Fresh Fruit & Vegetables
- Cut Flowers & Foliage
- Rooted Plants & Plant Cuttings, or Algae
- Raw or Propagative Seeds or Bulbs
- Soil, Growing Media, Sand, etc.
- Live Seafood (lobsters, clams, oysters, etc.)
- Cultures of Bacteria, Fungi, Viruses, or Protozoa
- Insects, Live Fishes, Amphibians, etc.

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

**B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:**

- Dogs
- Cats
- Birds
- Reptiles (Turtles, Lizards, Snakes, etc.)
- Other Animals

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.  
 (Items meeting State requirements will be inspected and released.)


1 \_\_\_\_\_ 3 \_\_\_\_\_  
 2 \_\_\_\_\_ 4 \_\_\_\_\_

Origin (State or Country) of above items \_\_\_\_\_

Full Name (Print) \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Hawai'i Address or Name of Hotel/Lodging \_\_\_\_\_  
 Island \_\_\_\_\_ Phone No. \_\_\_\_\_ No. in Party \_\_\_\_\_  
 Name of Airline/Ship \_\_\_\_\_ Flight No. \_\_\_\_\_ Date of Arrival \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ 61618

# DOMESTIC IN-FLIGHT SURVEY (BACK)



## STATE OF HAWAII

HAWAII TOURISM AUTHORITY

Aloha! On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawaii experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

**TO BE COMPLETED BY: Returning Hawaii residents, those moving to Hawaii, frequent or repeat visitors to Hawaii and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.)**

(Fill out one form per party/family)

<p><b>1. The total number of people (including myself) covered by this form is:</b></p> <p>1 2 3 4 5 6 7 8 9 10 &gt;10</p> <p><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p><b>2. I am a:</b></p> <p><input type="radio"/> Visitor to Hawaii.</p> <p><input type="radio"/> Intended resident moving to Hawaii for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)</p> <p><input type="radio"/> Returning Hawaii resident.</p> <p>Number of nights away from Hawaii:</p> <table style="margin-left: 20px;"><tr><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr></table> <p>NIGHTS (ANSWER QUESTIONS 10 TO 14 ONLY.)</p> <p><b>3. This trip to Hawaii is my:</b></p> <p><input type="radio"/> 1st      <input type="radio"/> 5th</p> <p><input type="radio"/> 2nd      <input type="radio"/> 6 to 10th</p> <p><input type="radio"/> 3rd      <input type="radio"/> More than 10th</p> <p><input type="radio"/> 4th</p> <p><b>4. Altogether, I/we will be in the Hawaiian Islands for:</b></p> <p><input type="radio"/> A few hours only. (STOP HERE)</p> <p><input type="radio"/> One night or more.</p> <table style="margin-left: 20px;"><tr><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr></table> <p>NIGHTS (CONTINUE TO QUESTION 5.)</p> <p><b>5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).</b></p> <table style="width: 100%;"><thead><tr><th style="text-align: left;">Plan to visit</th><th style="text-align: center;"># of nights</th></tr></thead><tbody><tr><td><input type="checkbox"/> Oahu (includes Waikiki and Honolulu)</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr><tr><td><input type="checkbox"/> Maui</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr><tr><td><input type="checkbox"/> Molokai</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr><tr><td><input type="checkbox"/> Lanai</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr><tr><td><input type="checkbox"/> Kona (Big Island of Hawaii)</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr><tr><td><input type="checkbox"/> Hilo (Big Island of Hawaii)</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr><tr><td><input type="checkbox"/> Kauai</td><td style="border: 1px solid black; width: 40px; height: 20px;"></td></tr></tbody></table> <p><b>8. [Answer if you plan to visit Oahu, otherwise skip to Q.7]</b></p> <p>Are you or any member of your party planning on attending any events at the Hawaii Convention Center?</p> <p><input type="radio"/> Yes    <input type="radio"/> No</p>							Plan to visit	# of nights	<input type="checkbox"/> Oahu (includes Waikiki and Honolulu)		<input type="checkbox"/> Maui		<input type="checkbox"/> Molokai		<input type="checkbox"/> Lanai		<input type="checkbox"/> Kona (Big Island of Hawaii)		<input type="checkbox"/> Hilo (Big Island of Hawaii)		<input type="checkbox"/> Kauai		<p><b>7. On this trip, I am a member of an organized tour group:</b></p> <p><input type="radio"/> Yes    <input type="radio"/> No</p> <p><b>8. I am on a pre-paid package trip that includes at least airfare and lodging:</b></p> <p><input type="radio"/> Yes    <input type="radio"/> No</p> <p><b>9. Where will you stay while in Hawaii? 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The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)</b></p> <table style="width: 100%;"><tr><td><input type="radio"/> Honeymoon</td><td><input type="radio"/> Other Business</td></tr><tr><td><input type="radio"/> To Get Married</td><td><input type="radio"/> Visiting Friends or Relatives</td></tr><tr><td><input type="radio"/> Pleasure/Vacation</td><td><input type="radio"/> Government or Military Business</td></tr><tr><td><input type="radio"/> Convention/Conference</td><td><input type="radio"/> To Attend School</td></tr><tr><td><input type="radio"/> Corporate Meeting</td><td><input type="radio"/> Sports Event</td></tr><tr><td><input type="radio"/> Incentive Trip</td><td><input type="radio"/> Other (please specify): _____</td></tr></table> <p><b>11. 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Of the people covered by this form (NOT including yourself), how many are:</b></p> <table style="width: 100%;"><thead><tr><th></th><th># Males</th><th># Females</th><th># Males</th><th># Females</th></tr></thead><tbody><tr><td>12 yrs. or under</td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td>25 to 40 yrs.</td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr><tr><td>13 to 17 yrs.</td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td>41 to 59 yrs.</td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr><tr><td>18 to 24 yrs.</td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td>60 or more</td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr><tr><td colspan="2" style="text-align: center;"><b>TOTAL</b></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr></tbody></table> <p><b>14. 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(provide Zip Code below)</p> <table style="margin-left: 20px;"><tr><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td><td style="border: 1px solid black; width: 20px; height: 20px;"></td></tr></table> <table style="margin-left: 20px;"><tbody><tr><td>1</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>2</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>3</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>4</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>5</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>6</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>7</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>8</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>9</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr><tr><td>0</td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td><td><input type="radio"/></td></tr></tbody></table> <p><input type="checkbox"/> Canada (provide postal code below)</p> <table style="margin-left: 20px;"><tr><td style="border: 1px solid black; 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**16. E-mail Address (to participate in a follow-up survey):**

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HTA Form Rev. 05-15-2012 Printed in U.S.A. 39997

Mahalo (thank you) and Aloha!

**We welcome you to our home and hope you enjoy your stay with us.**



# INTERNATIONAL INTERCEPT SURVEY

**DBED**  
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
STATE OF HAWAII

**Aloha.** On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please mark  each box or print 12 clearly.

Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. **Mahalo.**

[Fill out one form per family/party]

**1. The total number of people (including myself) covered by this form is:**

1  2  3  4  5  6  7  8  9  10  11 or more

**2. I am a:**

Visitor to Hawai'i [CONTINUE TO QUESTION 3]

Hawai'i resident, to be away for \_\_\_\_\_ night(s) [ANSWER QUESTIONS 9 - 13 ONLY]

**3. Altogether I was in the Hawaiian Islands for:**

A few hours only [STOP HERE]

\_\_\_\_\_ night(s) [CONTINUE TO QUESTION 4]

**4. This trip to Hawai'i was my:**

1st time  5th  
 2nd  6th to 10th  
 3rd  more than 10 times  
 4th

**5. I came on this trip as a member of an organized tour group:**

Yes  No

**6. I came on a prepaid package trip that included at least airfare and lodging:**

Yes  No

**7. Please check  if you have visited any of the following places. On this trip, how many nights did you stay at each place?**

	Visited	Number of Nights Stayed (write "0" if day-only trip)
O'ahu	<input type="checkbox"/>	<input type="text"/> Night(s)
Mauī	<input type="checkbox"/>	<input type="text"/> Night(s)
Moloka'i	<input type="checkbox"/>	<input type="text"/> Night(s)
Lana'i	<input type="checkbox"/>	<input type="text"/> Night(s)
Kona-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> Night(s)
Hilo-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> Night(s)
Kauai	<input type="checkbox"/>	<input type="text"/> Night(s)

**8. Where did you stay while in Hawai'i? (check all that apply)**

Hotel  
 Condominium  
 Rental House  
 Timeshare Unit  
 Bed & Breakfast  
 Cruise Ship  
 Friends or Relatives  
 Hostel  
 Camp site, Beach  
 Other (please specify) \_\_\_\_\_

**8a. The name of hotel/condominium you stayed at while in Hawai'i:**

\_\_\_\_\_

**9. The primary reason for this trip was: [RESIDENTS - CHECK PURPOSE OF THIS TRIP]**

Honeymoon  
 To get married  
 Pleasure/Vacation  
 Convention/Conference  
 Corporate meeting  
 Incentive trip  
 Other business  
 Visiting friends or relatives  
 Government or military business  
 To attend school  
 Sports events  
 Other (please specify) \_\_\_\_\_

**10. What is your age?**

12 yrs or under  25 to 40 yrs  
 13 to 17 yrs  41 to 59 yrs  
 18 to 24 yrs  60 yrs or more

**11. What is your gender?**

Male  Female

**12. Of the people covered by this form (not including yourself), how many were:**

	Number of Males	Number of Females
12 years or under	<input type="text"/>	<input type="text"/>
13 to 17 years	<input type="text"/>	<input type="text"/>
18 to 24 years	<input type="text"/>	<input type="text"/>
25 to 40 years	<input type="text"/>	<input type="text"/>
41 to 59 years	<input type="text"/>	<input type="text"/>
60 or more years	<input type="text"/>	<input type="text"/>
<b>TOTAL:</b>	<input type="text"/>	<input type="text"/>

**13. I am a resident of:**

U.S.A. \_\_\_\_\_ zip code

Argentina  Japan  
 Australia  Korea  
 Brazil  Mexico  
 New Zealand  China  
 Philippines  France  
 Singapore  Germany  
 Switzerland  Hong Kong  
 Taiwan  Italy  
 United Kingdom  Canada  
 Other \_\_\_\_\_ postal code \_\_\_\_\_

**YOUR NAME:** \_\_\_\_\_

**HOME ADDRESS:** \_\_\_\_\_

for internal purposes only

**DEPARTING HAWAII** Day:  / Month:  / Year:

Name of Airline: \_\_\_\_\_ Flight No.: \_\_\_\_\_

**ARRIVAL IN HAWAII** Day:  / Month:  / Year:

Name of Airline: \_\_\_\_\_ Flight No.: \_\_\_\_\_



0850057195

CONTINUE ON THE OTHER SIDE

INTERNATIONAL INTERCEPT SURVEY (BACK)

<p><b>14. On this trip, I first arrived at:</b></p> <p><input type="checkbox"/> Honolulu International Airport  <input type="checkbox"/> Kona International Airport  <input type="checkbox"/> Maui Airport  <input type="checkbox"/> Kauai Airport  <input type="checkbox"/> Other (please specify) _____</p> <p><b>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</b></p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <hr/> <p><b>16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e.</b></p> <p><b>IF NOT, please skip to Question 17.</b></p> <p><b>a. How much did the package trip cost?</b>  <small>(please specify currency)</small></p> <p> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>    <input type="checkbox"/> US \$  <input type="checkbox"/> name of currency: _____     </p> <p><b>b. What did the package trip include? (Check all that apply)</b></p> <p> <input type="checkbox"/> Airfare (to and from Hawai'i)  <input type="checkbox"/> Breakfast  <input type="checkbox"/> Airfare (inter island)  <input type="checkbox"/> Lunch/Dinner  <input type="checkbox"/> Rental Car  <input type="checkbox"/> Tours/attractions  <input type="checkbox"/> Lodging (hotel, condo, etc.)  <input type="checkbox"/> Trip to another state/country  <input type="checkbox"/> Other (please specify) _____     </p> <p><b>c. Name of the package:</b> _____</p> <p><b>d. Number of nights in Hawai'i covered by it:</b>    <input type="text"/> <input type="text"/> night(s)</p> <p><b>e. Number of people covered by amount:</b>    <input type="text"/> <input type="text"/> persons</p> <hr/> <p><b>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)?</b>  <small>(please specify currency)</small></p> <p> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>    <input type="checkbox"/> US \$  <input type="checkbox"/> name of currency: _____     </p>	<p><b>18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)</b></p> <p>How many people are you reporting for?    <input type="text"/> <input type="text"/> persons  <small>(specify total number of people)</small></p> <p><b>18a. Lodging (hotel, condo, B&amp;B, hostel, etc., including tips) _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>18b. Total food and beverage _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>In restaurants, bars and other eating places _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Dinner shows/dinner cruises _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Groceries/snacks _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>18c. Total Entertainment _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Attractions/entertainment _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Recreation (golf, tennis, snorkling, etc.) _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Other activities &amp; tours _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>18d. Total Transportation _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Inter island airfare _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Bus, taxi, trolley, etc. _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Rental car/mopeds _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Other expenses (gasoline, parking, etc.) _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>18e. Total Shopping _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Fashion and clothing _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Jewelry/watches _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Cosmetics/perfumes _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Leather goods (belts, wallets, handbags, etc.) _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Hawai'i food products to take home (fruits, nuts, coffee etc.) _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Souvenirs _____ US\$    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>18f. Other Spending _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><small>(Please describe)</small></p> <p>_____</p> <p><b>18. TOTAL for Question 18 (18a-18f) _____ US\$</b>    <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p>
<p>2525057196</p>	<p>Statewide International 2008Q1</p>

# ISLAND SURVEY

**Island Survey**

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble  or print [1 2] clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

[Fill out one form per family/party]

Please indicate your departure information:

Date:  /  /

Flight Number:

Airline:

1. The total number of people (including myself) covered by this form is:  persons

2. You are a(an):  
 Out-of-state or foreign visitor to this island. [PROCEED TO Q3]  
 Hawaii resident [STOP HERE AND TURN IN YOUR FORM]

3. On this trip, you were on this island for: [ONE ANSWER ONLY]  
 Transit only (did not leave airport). [STOP HERE AND TURN IN YOUR FORM]  
 One-day trip and did not stay overnight [PROCEED TO Q4]  
 Stayed at least one night. [PROCEED TO Q4]

4. Please mark if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	<input type="radio"/>	<input type="text"/>
Maui	<input type="radio"/>	<input type="text"/>
Kaua'i	<input type="radio"/>	<input type="text"/>
Molokai	<input type="radio"/>	<input type="text"/>
Lana'i	<input type="radio"/>	<input type="text"/>
Kona (Big Island of Hawai'i)	<input type="radio"/>	<input type="text"/>
Hilo (Big Island of Hawai'i)	<input type="radio"/>	<input type="text"/>
<b>TOTAL ALL ISLANDS</b>		<input type="text"/>

5a. Including this trip, how many times have you visited this island?

5b. Including this trip, how many times have you visited Hawai'i?

5c. [IF TWO OR MORE TRIPS TO HAWAII'] What year did you last visit Hawai'i?  
Specify Year:

6. On this trip, you first arrived at:  
 Honolulu International Airport  
 Kona International Airport  
 Maui Airport  
 Kaua'i Airport  
 Other (please specify) \_\_\_\_\_

7. You came on this trip as a member of an organized group tour:  
 Yes  No

8. You came on a pre-paid package trip that included at least airfare and lodging:  
 Yes  No

9. Where did you stay at while on this island? [MARK ALL THAT APPLY]  
 Hotel  
 Condominium  
 Rental House  
 Timeshare Unit  
 Bed & Breakfast  
 Cruise Ship  
 Friends or Relatives  
 Hostel  
 Camp Site, Beach  
 Other (please specify) \_\_\_\_\_

9a. What is the name of the hotel/condominium you stayed at while on this island?

9b. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?  
 Yes  No

10. The primary reason for the trip to this island was: [MARK ONE ONLY]  
 To get married  
 Honeymoon  
 To attend a wedding  
 Pleasure/Vacation  
 Convention/Conference  
 Corporate meeting  
 Incentive trip  
 Other business  
 Visiting friends or relatives  
 Government or military business  
 To attend school  
 Sporting events  
 Other (please specify) \_\_\_\_\_

11. What is your age?  years old

12. What is your gender?  
 Male  Female

13. Of the people covered by this form (NOT including yourself), how many are:

	Number of Males	Number of Females
12 years or under	<input type="text"/>	<input type="text"/>
13 to 17 years	<input type="text"/>	<input type="text"/>
18 to 24 years	<input type="text"/>	<input type="text"/>
25 to 40 years	<input type="text"/>	<input type="text"/>
41 to 59 years	<input type="text"/>	<input type="text"/>
60 or more years	<input type="text"/>	<input type="text"/>
<b>TOTAL</b>	<input type="text"/>	<input type="text"/>

14. You are a resident of:  
 U.S.A. →  (specify zip code)  
 Argentina  
 Australia  
 Brazil  
 Canada →  -  (specify postal code)  
 China (PRC)  
 France  
 Germany  
 Hong Kong  
 Italy  
 Japan →  -  (specify postal code)  
 Korea  
 Mexico  
 New Zealand  
 Singapore  
 Switzerland  
 Taiwan  
 United Kingdom  
 Other (please specify) \_\_\_\_\_

0734028666

CONTINUE TO OTHER SIDE →





## ISLAND SURVEY (BACK)

<p>15. Was this trip to <b>this island</b> a day-only trip or did you stay at least one night?</p> <p><input type="radio"/> Day-only trip  <input type="radio"/> Stayed at least one night</p> <p>16. Did you come to this island on a pre-paid package trip (including at least airfare and any of the following)?</p> <p><input type="radio"/> Yes [IF YES, CONTINUE]  <input type="radio"/> No [IF NO, SKIP TO QUESTION 17a]</p> <p>a. What did your package include? Please mark ALL that apply:</p> <p><input type="radio"/> Airfare (to and from Hawai'i)  <input type="radio"/> Airfare (inter-island)  <input type="radio"/> Inter-island cruise  <input type="radio"/> Trip to another state/country _____ (specify)  <input type="radio"/> Rental car  <input type="radio"/> Breakfast  <input type="radio"/> Lunch/Dinner  <input type="radio"/> Lodging  <input type="radio"/> Tours/Attractions  <input type="radio"/> Other (please specify): _____</p> <p>b. How much did your package cost? US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>c. Number of nights covered by it: ----- <input type="text"/> <input type="text"/></p> <p>d. Number of people covered by amount: ----- <input type="text"/> <input type="text"/></p> <p>e. Name of the package: <span style="border: 1px solid black; padding: 2px;">DO NOT WRITE IN THESE BOXES</span> <input type="text"/> <input type="text"/> <input type="text"/></p> <p>f. Name of travel company: <span style="border: 1px solid black; padding: 2px;">DO NOT WRITE IN THESE BOXES</span> <input type="text"/> <input type="text"/> <input type="text"/></p> <p>g. Did your package include a stay on:</p> <p><input type="radio"/> This island only  <input type="radio"/> Multiple Hawaiian islands</p> <hr/> <p>17a. Did you arrive on <b>this island</b> on a transpacific flight or an inter-island flight?</p> <p><input type="radio"/> Transpacific flight  <input type="radio"/> Inter-island flight</p> <p>17b. How much did you pay for your flight (if not included as part of a package)?</p> <p>• Transpacific flight (round-trip) US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>• Inter-island flight (one-way) US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p>	<p>18. How much did you spend in total on non-packaged items while on <b>this island</b>? (NOT including packaged expenses and transpacific airfare in Questions 16 and 17). Of this amount, how much did you spend for:</p> <p>How many people are you reporting for? <input type="text"/> <input type="text"/> persons          [SPECIFY NUMBER OF PEOPLE] -----</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">18a. 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Lodging (hotel, condo, B&B, incl. tips)	US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>	18b. Total Food and Beverage	US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>	• In restaurants, bars and other eating places	US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>	• Dinner shows/ Dinner cruises	US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>	• Groceries/snacks	US\$ <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>	18c. 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7801028668
Mahalo (Thank You)! Please return your completed survey to the interviewer.
Island Survey (NI) 2010Q4

CRUISE SURVEY

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
STATE OF HAWAII

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawai'i experience remains the best it can be. Please mark  each box or print 1 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

Cruise Start Date:  -  -   
Month Day Year

1. The total number of people (including myself) covered by this form is: (Fill out one form per party/family)  
 persons

2. I am a:  
 Visitor to Hawai'i  
 Resident of Hawai'i

3. Including this trip, I have made:  
 trips to Hawai'i in my lifetime

4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise	<input type="text"/>	<input type="text"/>
During this cruise	<input type="text"/>	<input type="text"/>
Expect to spend after this cruise	<input type="text"/>	<input type="text"/>
<b>TOTAL NIGHTS IN HAWAII</b> (Before, during and after cruise)	<input type="text"/>	<input type="text"/>

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maui	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaua'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lana'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Molokai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Excluding the nights spent on this cruise ship, where did you stay in Hawai'i on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="checkbox"/>	<input type="checkbox"/>
Condominium	<input type="checkbox"/>	<input type="checkbox"/>
Timeshare unit	<input type="checkbox"/>	<input type="checkbox"/>
Bed & breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Friends or relatives	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify:	<input type="checkbox"/>	<input type="checkbox"/>
<small>DO NOT WRITE IN THESE BOXES</small>	<input type="text"/>	<input type="text"/>

7. How much did you pay for your cruise package?  
US\$  ,

7a. Was this a gift or paid by someone else other than yourself?  
 Yes  No

7b. Package details:  
Number of nights covered:   
Number of people covered by (\$) amount:

8. What was included in the cruise package you purchased when booking your cruise to Hawaii? (Please mark (x) all that apply)

Airfare (Transpacific)  
 (Number of round-trip flights)

Airfare (Inter island)  
 (Number of one-way flights)

Non-cruise lodging  
 (Number of nights)

Additional vacation stop to other location (aside from Hawai'i)

Meals on shore  
 (Number of meals)

Rental car  
 (Number of days)

None of the above

9. I am a resident of:

U.S.A.  (specify zip code)

Canada  United Kingdom  
 Japan  Germany  
 Korea  France  
 Taiwan  Switzerland  
 Hong Kong  Australia  
 Other (specify)

10. Did you do any of the following on this trip to Hawai'i?

Go on honeymoon  
 Get married  
 Attend a wedding  
 Attend a Convention/Conference  
 Conduct some business  
 Visit friends or relatives  
 Play golf

11. What is your age?  years old

12. What is your gender?  
 Male  Female

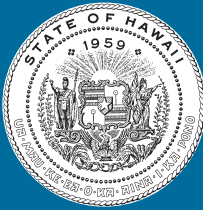
13. Of the people covered by this form (including yourself), how many were:

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years	<input type="text"/>	<input type="text"/>
10 - 19	<input type="text"/>	<input type="text"/>
20 - 29	<input type="text"/>	<input type="text"/>
30 - 39	<input type="text"/>	<input type="text"/>
40 - 49	<input type="text"/>	<input type="text"/>
50 - 59	<input type="text"/>	<input type="text"/>
60 or more	<input type="text"/>	<input type="text"/>
<b>TOTAL</b>	<input type="text"/>	<input type="text"/>

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CONTINUE TO OTHER SIDE →





# HAWAII TOURISM

AUTHORITY

1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815

[hawaiiitourismauthority.org](http://hawaiiitourismauthority.org)