

HAWAII TOURISM

AUTHORITY

2012 Annual Visitor
Research Report



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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 2012 Annual Visitor Research Report. This report presents the final detailed statistics on Hawai'i's visitor industry performance in 2012 and a comprehensive comparison with 2011 visitor data.

This report details record achievements in Hawai'i's tourism industry in terms of arrivals (+10% to 8,028,744 visitors) and total visitor expenditures (+18.1% to \$14.4 billion) in 2012. Oceania and Other Asia were the two strongest performing MMAs in 2012 with exceptional growth in both visitor arrivals and total expenditures. There were also double-digit increases in total visitor expenditures from the U.S. West, U.S. East, Japan, Canada, Europe and Latin America MMAs compared to 2011.

Included in this report are visitor characteristics and expenditures categorized by Hawai'i's MMAs, 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 Hawai'i's cruise visitors and their spending. Information about visitor room inventory, hotel occupancy, room rates and air seat capacity is also included in this report.

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

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

Mahalo,

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

Stay informed about Hawai'i's largest industry, tourism. Subscribe to receive the latest information from HTA. Visit hawaii tourism authority.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.

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. Lawrence Liu, Ms. Minh-Chau T. Chun, Ms. Michele Shiowaki and Ms. Carrie Miyasato.

Hospitality Advisors LLC provided hotel occupancy and room rate statistics.

Stryker Weiner & Yokota designed the cover and Hagadone Printing Company printed this report.

To download this report, go to: <http://www.hawaii tourism authority.org/research/reports/annual-visitor-research> and click on [2012 Annual Research Report \[pdf\]](#).

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

Original publication: August 22, 2013.

Version I. August 26, 2013: Table 35 corrected.

Version II. September 5, 2013: Minor formatting changes.

Version III. April 10, 2014. Table 41 Hotel-Only, page 72 corrected.

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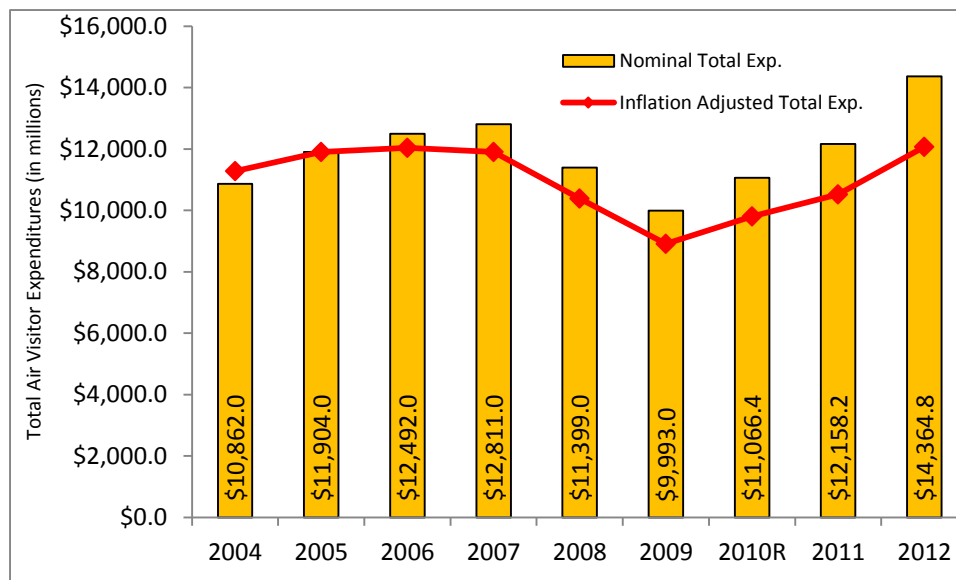
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SUMMARY OF 2012 VISITORS TO HAWAI'I

ALL VISITORS

2012 was a robust year for Hawai‘i’s tourism industry as growth in total visitor arrivals and higher daily spending elevated total visitor expenditures to a record \$14.4¹ billion, up 18.1 percent from 2011. When adjusted for inflation, total visitor expenditures for 2012 equaled the previous record in 2006 (Figure 1). A total of 8,028,744 visitors (+10%) came to the state by air or by cruise ships in 2012, exceeding the previous high of 7,628,118 visitors in 2006. The combined length of stay by all visitors was 9.28 days, down slightly from 9.38 days in 2011. Total visitor days increased 8.8 percent to 74.5 million. Visitors spent an average of \$191 per person daily, up from \$176 in 2011, and the average per trip spending rose to \$1,775 per person from \$1,651 in 2011 (Table 1).

**Figure 1: Total Visitor Expenditures: Nominal & Real
2004 - 2012**



Note: Implicit price deflator (2005=100)

Source: 2012 State of Hawai‘i Data Book Table 7.35.

The total number of visitors (air and cruise) rose on the four larger Hawaiian Islands compared to 2011. O‘ahu hosted a total of 5,065,645 visitors, an increase of 11.9 percent. Maui reported 2,451,674 visitors, up 7.4 percent. Arrivals to Hawai‘i Island climbed 10.3 percent to 1,581,690 visitors. Kaua‘i’s numbers grew 8.6 percent to 1,211,482 visitors. Arrivals to Lāna‘i (78,598 visitors) and Moloka‘i (57,223 visitors) were similar to 2011.

Of the \$14.4 billion in total visitor expenditures, \$7.7 billion were spent on O‘ahu, an increase of 23 percent compared to 2011. Visitor expenditures on Maui rose 13.9 percent to \$3.5 billion. Visitor spending on Hawai‘i Island increased 14.1 percent to \$1.7 billion. Expenditures on Kaua‘i totaled \$1.3 billion, up 10.4 percent.

¹Transpacific 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 2012 Visitors to Hawai‘i

All major visitor markets (MMAs) showed double-digit growth in total expenditures compared to 2011. Oceania and Other Asia were the two strongest performing MMAs, with significant growth in visitor spending and arrivals in 2012.

There were 161,600 visitors who came by cruise ships² in 2012; up 29.6 percent from last year. Total spending by these visitors more than doubled compared to 2011 to \$57.5 million (Table 1).

Supplemental business expenditures of \$114.6 million was 4.3 percent higher than 2011 and represented 0.8 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 spending³ (Table 86).

For 2012, total air seats grew 8.8 percent to 10,214,399. There were increased seats to Līhu‘e (+13.5%), Honolulu (+8.9%), Kahului (+6.1%) and Kona (+8%). Seats to Hilo airport rose 59.7 percent compared to 2011, as daily flights from Los Angeles and weekly flights from San Francisco resumed in June 2011. There were significantly more scheduled seats from Other Asia (+42.3%), Oceania (+29.9%), Canada (+14.2%) and Japan (+14.1%) compared to 2011, and scheduled seats from U.S. West (+5.6%) and U.S. East (+4.2%) also increased (See Total Air Seats Operated to Hawai‘i, page 139).

Major Market Areas

Average per person per day (PPPD) expenditures by air visitors in 2012 rose to \$193 per person from \$177 in 2011. Except for a decrease from Latin America, visitors from all other MMAs spent more on a daily basis compared to 2011 (Table 1). All major market areas in 2012 showed positive growth in visitor days compared to 2011. The MMAs with the largest increase in visitor days were Other Asia (+35.3%), followed by Oceania (+24.6%), Latin America (+21.1%) and Japan (+17.8%).

U.S. West and U.S. East: U.S. Gross Domestic Product (GDP) rose 2 percent in 2012. The U.S. private sector boosted economic growth in 2012 in spite of lower government spending and fiscal uncertainties. The Federal Reserve Beige Book reported some growth in consumer spending in all U.S. districts however consumers were more cautious with their purchases. Tourism activity increased across much of the nation due to strong business and international travel, and a rebound in areas disrupted by Hurricane Sandy.

Arrivals from U.S. West, Hawai‘i’s largest market, increased 6.1 percent to 3,178,824 visitors. These visitors stayed an average of 9.59 days, for a total of 30,471,505 visitor days. U.S. West visitors’ share of total visitor days in 2012 was 41.4 percent, compared to 42.4 percent in 2011 (Figure 3). Total spending by U.S. West visitors rose 12 percent to \$4.6 billion. However, its share of total visitor expenditures (32.3%) was down from 2011 (34.1%) (Figure 2).

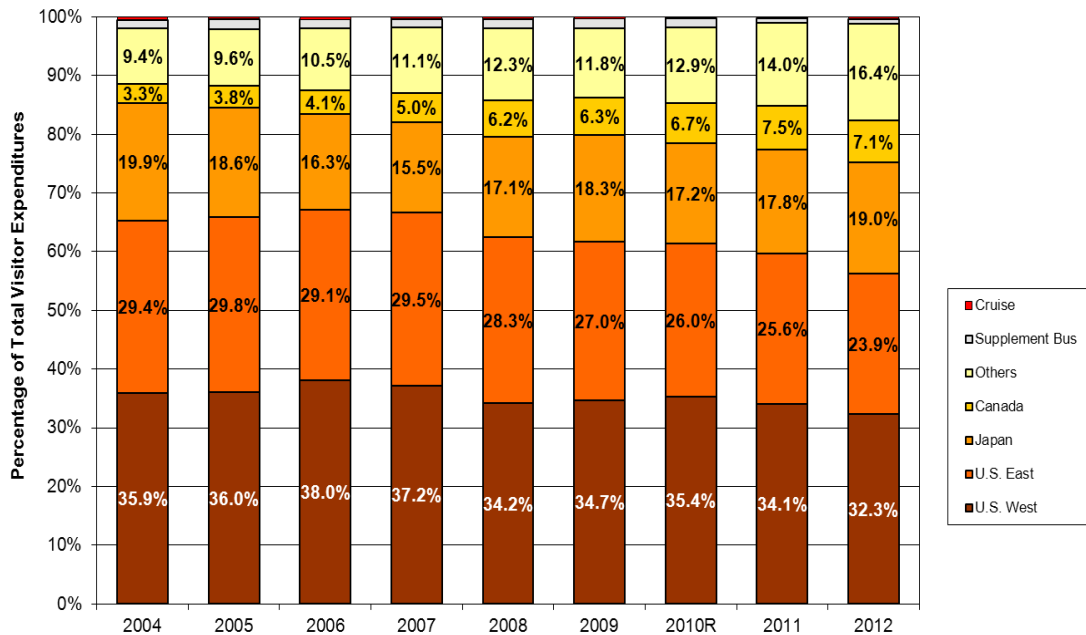
² Limited characteristics and expenditures for visitors who entered Hawai‘i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

³ Methodology for calculating Supplemental business expenditures was revised, see Definition, page 155.

Summary of 2012 Visitors to Hawai‘i

There were 1,699,625 air visitors from U.S. East, an increase of 3.5 percent. U.S. East visitor spending grew 10.5 percent to \$3.4 billion, but the share of total expenditures declined to 23.9 percent, the lowest in ten years (Figure 2). The average length of stay by this group was consistent with 2011 at 10.50 days. The U.S. East’s share of total visitor days has continued to decline over the last eight years to 24.2 percent in 2012 (Figure 3).

**Figure 2: Total Visitor Expenditures by MMA as Share of Total
2004 - 2012**



Japan: Japan’s economy continued to recover from the aftermath of the March 2011 earthquake and tsunami. GDP grew 2 percent in 2012. A much weaker yen in the second half of 2012 boosted Japan’s export manufacturers but also raised costs for imports of fuel and other commodities. Japanese total visitor expenditures climbed 26.4 percent to \$2.7 billion. Its share of total expenditures rose to 19 percent from 17.8 percent in 2011. In 2012, Japanese visitors’ daily spending was \$310 per person per day, up from \$289 in the previous year. Japanese arrivals for 2012 rose 18 percent to 1,465,654 visitors. The average length of stay of 6.02 days was comparable to 2011. Japanese visitor days grew 17.8 percent to 8,819,493 days. The Japanese visitors’ share of total visitor days rose to 12 percent in 2012, the highest percentage since 2005 (12.8%).

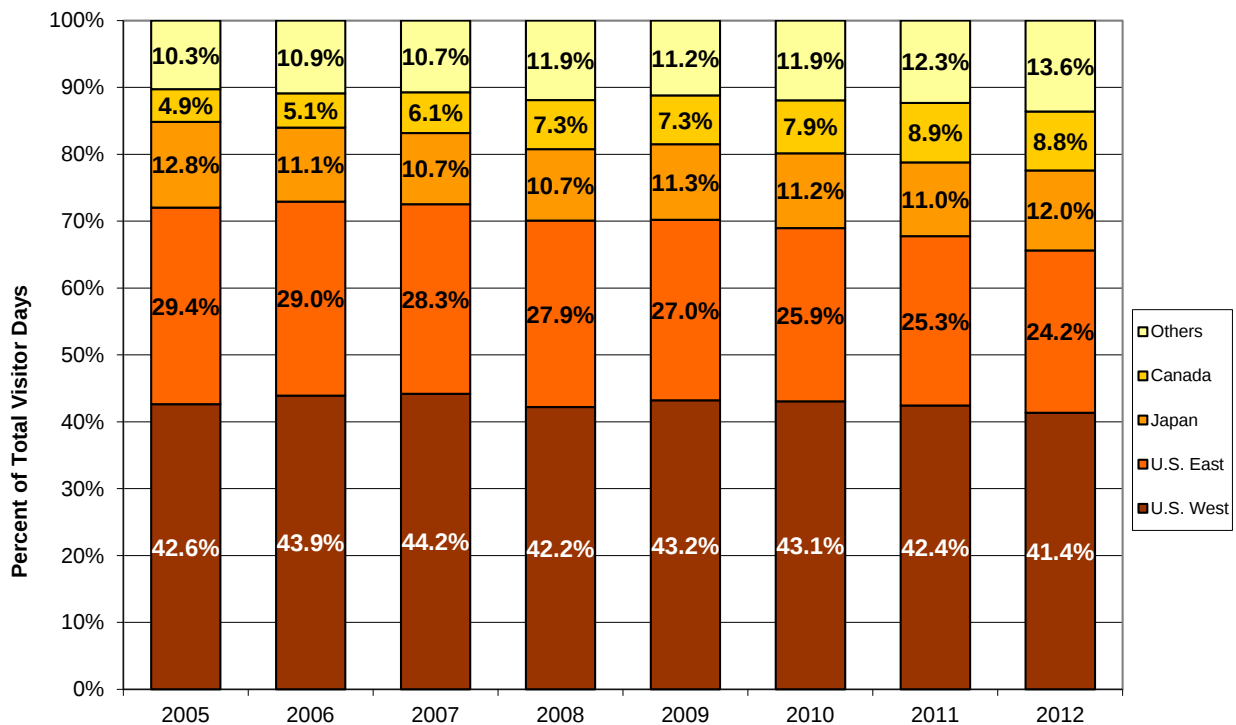
Canada: Canada’s economy grew 1.8 percent in 2012. At the start of the year, strong global commodity prices and a stable financial sector helped boost economic performance. However, similar to the U.S. economy, Canada’s economy slowed by year end 2012. Total expenditures by Canadian visitors in the islands rose 12.9 percent to \$1 billion. At 7.1 percent, Canada’s share of total expenditures was down slightly from the previous year (7.5%). Canadian visitor days grew 7.6 to 6,497,799 in 2012. Contributing to this increase was a 4.5 percent growth in arrivals to 499,144 visitors. The average length of stay by these visitors also rose to 13.02 days, from 12.65 days in 2011. Canadian visitors’ share of total visitor days dropped slightly from 2011 to 8.8 percent in 2012.

Summary of 2012 Visitors to Hawai‘i

Other Asia: Among Other Asia MMA countries, China’s rapid economic expansion decelerated somewhat to a 7.5 percent GDP growth in 2012 and Korea’s economy grew by 2 percent, the slowest rate in three years. Total visitor expenditures for Other Asia MMA jumped 60.2 percent from 2011 to \$598.9 million. Daily spending by visitors from Other Asia was \$307 in 2012, 18.5 percent more than the previous year. Chinese visitors in 2012 spent the most at \$396 per person per day, up from \$372 in 2011 (Table 79). Daily spending by Korean visitors rose to \$262 in 2012, from \$238 last year (Table 80).

Arrivals from Other Asia arrivals climbed 37.4 percent to 289,977 visitors, though the average length of stay was shortened to 6.73 days, compared to 6.84 days in 2011. Other Asia visitor days rose 35.3 percent for a total of 1,952,920 days. Visitor arrivals from China (+43%) and Korea (+36.2%) rose by double digits compared to 2011.

Figure 3: Air Visitor Days by MMA as Percentage of Total Visitor Days 2005-2012



Oceania: In the Oceania market, Australia’s economy increased 3.1 percent for all of 2012, the best since 2007. Growth in government investment and exports of goods and services contributed to this increase. New Zealand’s economy rose at an annual pace of 2.5 percent, the highest GDP growth since March 2008. Daily spending by Australian visitors was \$248, compared to \$229 in 2011 (Table 81). Daily spending by visitors from New Zealand in 2012 was \$192 per person per day, up from \$168 a year ago (Table 82). Arrivals from Oceania MMA jumped 30 percent to 273,039 visitors, and total expenditures increased 34 percent to \$639.8 million. Total visitor days rose 24.6 percent to 2,606,362 in 2012. The average length of stay of 9.55 days was down from 9.96 days in 2011.

Summary of 2012 Visitors to Hawai‘i

Europe: The European economy struggled in 2012, with negative GDP growth in five consecutive quarters. United Kingdom, the largest economy in the region, was stagnated during 2012, mainly due to a disappointing foreign trade performance. Despite these challenges, total arrivals to Hawai‘i from Europe MMA (United Kingdom, Germany, France, Italy and Switzerland) increased 7.9 percent (to 129,252 visitors) while total visitor expenditures rose 19.7 percent to \$292.1 million. A longer average length of stay (12.91 from 12.73 days in 2011) also contributed to a 9.4 percent growth in visitor days.

Latin America: Latin America MMA saw a 3.2 percent increase in GDP for 2012. Total visitor expenditures grew 14.7 percent to \$61.9 million. Visitor days rose 21.1 percent, boosted by strong growth in arrivals (+15.4% to 25,519 visitors) and a longer average length of stay (12.11 from 11.54 days in 2011).

Major Islands

The four larger Hawaiian Islands showed positive growth in visitor arrivals and visitor days by air when compared to 2011.

O‘ahu – Visitor days for O‘ahu increased 10.4 percent to 35,864,092 in 2012. Arrivals increased 11.4 percent to 4,904,045 visitors while the average length of stay of 7.31 days was about the same as 2011. In 2012, O‘ahu was the destination for 62.3 percent of total air visitors to the state.

Maui – Arrivals to Maui grew 6.5 percent to 2,309,194 visitors. The average length of stay remained relatively similar at 8.08 days, garnering 18,657,257 visitor days for Maui (a 6.4 percent increase over 2011). In 2012, 29.4 percent of visitors went to Maui, compared to 30.2 percent in the previous year.

Hawai‘i Island – A total of 1,433,282 visitors went to Hawai‘i Island, 8.7 percent higher than 2011. Their average length of stay was 7.29 days in 2012, comparable to the previous year. Total visitor days rose 7.9 percent to 10,452,516. In 2012, 18.2 percent of air visitors went to Hawai‘i Island, similar to 2011 (18.4%).

Kaua‘i – A 7.2 percent growth in arrivals (to 1,084,681 visitors) contributed to a 7.5 percent increase in Kaua‘i visitor days to 8,168,533. The average length of stay was 7.53 days, consistent with 2011. Those who visited Kaua‘i in 2012 comprised 13.8 percent of the total air visitors to the state compared to 14.1 percent in the previous year.

Moloka‘i⁴ – Visitor days of 258,772 days was about the same compared to 2011. Arrivals to Moloka‘i decreased 3.5 percent to 53,323 visitors. However, the average length of stay by these visitors was longer at 4.85 days compared to 4.63 days in 2011.

Lāna‘i⁴ – While Lāna‘i arrivals declined 3.1 percent to 72,649 visitors, the average length of stay increased slightly to 3.62 days, from 3.52 days in 2011. Total visitor days for Lāna‘i was 262,733 days, similar to the previous year.

⁴ 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.

Summary of 2012 Visitors to Hawai'i

Visitors Characteristics

Party Size & Visit Status – The average party size of visitors to Hawai'i in 2012 was similar to 2011 at 2.16 people per party. Repeat visitors accounted for 65 percent of total visitors, compared to 66 percent in 2011. First-time visitors represented 35 percent in 2012 (Table 2).

Travel Method – True independent visitors comprised 64 percent of total visitors in 2012 compared to 63.6% in 2011.

Accommodations – The majority of visitors in 2012 stayed in hotels (63.4%). Some visitors stayed in condominiums (17.6%), timeshare properties (9.7%), with friends or relatives (9.1%), in rental homes (5.5%) and on cruise ship (1.6%) (Table 3). Most types of accommodations saw increased visitors compared to 2011, especially rental homes (+18.1%) and hotels (+11%) (Table 2).

Purpose of Trip – The number of honeymoon visitors in 2012 increased 10.7 percent and comprised 7.4 percent of total visitors. Visitors who came for meetings, conventions and on incentive trips grew 3.3 percent and represented 5.2 percent of total visitors. Those who came to get married rose 5.1 percent over 2011 and made up 1.6 percent of total visitors.

Cruise Visitors

There were 161,600 visitors who came by cruise ships⁵ in 2012; up 29.6 percent from the previous year. Another 121,509 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals. 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 (See Cruise Visitor Section, Table 87).

HOTEL OCCUPANCY AND ROOM RATE

The statewide hotel occupancy rate for 2012 rose to 76.9 percent from 73.2 percent in 2011. All islands experienced higher hotel occupancy rates compared to the previous year. The largest growth was on Kaua'i where hotel occupancy rate increased 4.9 percentage points to 68.8 percent. Occupancy rate on Hawai'i Island grew 3.8 percentage points to 62 percent. O'ahu's occupancy rate rose 4 percentage points to 84.7 percent, while Maui's occupancy rate was at 72.6 percent, 2.4 percentage point higher than in 2011 (Table 94 – Table 98).

The statewide average room rate was \$204.15, up from \$189.83 in 2011. Maui's room rate remained the highest among the four larger islands at \$257.95 (\$246.90 in 2011). Room rate on Kaua'i was the second highest at \$212.85 (\$203.36 in 2011), followed by Hawai'i Island at \$192.57 (\$186.35 in 2011). O'ahu's room rate remained the lowest at \$183.51 in 2011, up from \$164.97 in 2011.

⁵ 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

In 2012, the total State of Hawai'i visitor plant inventory consisted of 74,650 visitor units, which is nearly 4 percent lower than the number of visitor units confirmed in the previous year. Much of the decline was attributable to large losses in the number of confirmed IVUs (especially on the island of Kaua'i) and condo-hotel units (Table 99 to Table 102).

Just under half (47%) of the total number of visitor units in the State in 2012 were located on the island of O'ahu, followed by Maui (26%) and Hawai'i Island (14%). As was the case in 2011, Moloka'i and Lāna'i had the fewest lodging units

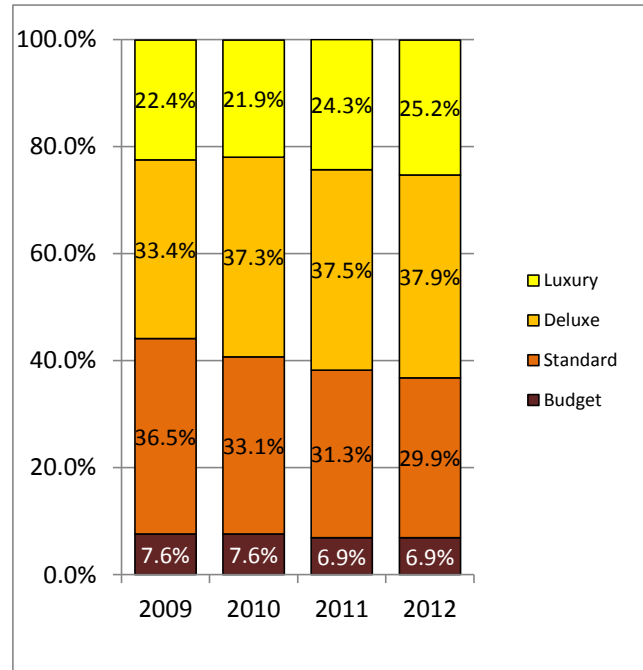
Hotel units (58%) once again comprised the bulk of total units across the state. Condo hotel units (16%) and timeshares (13%) accounted for the next largest groups of units, accounting for less than half the number of hotel units. The 2012 inventory showed a significant increase in the number of apartment-hotel units, while the greatest drop was found in the number of confirmed IVUs.

The largest number of properties was found on the islands of Kaua'i (559), followed by Hawai'i (488), O'ahu (366), and Maui (336). These figures document considerable change from the 2011 visitor plant inventory, including declines in the number of properties on Moloka'i (-10), Maui (-168) and Kaua'i (-103), and a sizeable increase in the number of properties on O'ahu (+79).

The numbers of properties by unit type were consistent with previous years in that the largest share (67%) was IVUs. On the other hand, the 2012 inventory documents a decrease of approximately 198 IVUs and 13 timeshare properties from the previous year (Figure 4).

The 2012 distribution of units by price class was consistent with data from the previous two years. Deluxe units accounted for almost 38 percent of all units, followed by standard units (30%), luxury units (25%), and budget units (7%).

**Figure 4: Statewide Class of Units
2009 - 2012**



Summary of 2012 Visitors to Hawai'i

**Table 1: Summary of Visitor Statistics
2012 vs. 2011**

TOTAL EXPENDITURES (\$mil.)	2012	2011	(%) Change
TOTAL EXPENDITURES (\$mil.)	14,364.8	12,158.2	18.1
Visitor arrivals by air	14,192.7	12,025.4	18.0
Visitor arrivals by cruise ships	57.5	22.9	151.7
Supplemental business (all MMAs)	114.6	109.9	4.3

MMA (Air & Ship)	2012	2011	(%) Change
EXPENDITURES (\$mil.)	14,250.2	12,048.3	18.3
Visitor arrivals by air	14,192.7	12,025.4	18.0
U.S. West	4,640.1	4,142.8	12.0
U.S. East	3,434.2	3,108.2	10.5
Japan	2,734.9	2,164.0	26.4
Canada	1,022.8	906.0	12.9
Europe	292.1	244.0	19.7
Oceania	639.8	477.4	34.0
Other Asia	598.9	373.8	60.2
Latin America	61.9	54.0	14.7
Other	767.9	555.5	38.2
Visitor arrivals by cruise ships	57.5	22.9	151.7
TOTAL VISITOR DAYS	74,519,278	68,466,519	8.8
Visitor arrivals by air	73,663,903	67,825,871	8.6
U.S. West	30,471,505	28,768,587	5.9
U.S. East	17,852,102	17,178,727	3.9
Japan	8,819,493	7,484,700	17.8
Canada	6,497,799	6,040,316	7.6
Europe	1,669,269	1,525,705	9.4
Oceania	2,606,362	2,092,356	24.6
Other Asia	1,952,920	1,443,836	35.3
Latin America	309,111	255,203	21.1
Other	3,485,343	3,036,440	14.8
Visitor arrivals by cruise ships	855,375	640,648	33.5
VISITOR ARRIVALS	8,028,743	7,299,047	10.0
Visitor arrivals by air	7,867,143	7,174,397	9.7
U.S. West	3,178,824	2,994,731	6.1
U.S. East	1,699,625	1,642,279	3.5
Japan	1,465,654	1,241,805	18.0
Canada	499,144	477,564	4.5
Europe	129,252	119,825	7.9
Oceania	273,039	209,976	30.0
Other Asia	289,977	211,028	37.4
Latin America	25,519	22,116	15.4
Other	306,110	255,073	20.0
Visitor arrivals by cruise ships	161,600	124,650	29.6
AVERAGE LENGTH OF STAY (days)	9.28	9.38	-1.1
Visitor arrivals by air	9.36	9.45	-1.0
U.S. West	9.59	9.61	-0.2
U.S. East	10.50	10.46	0.4
Japan	6.02	6.03	-0.2
Canada	13.02	12.65	2.9
Europe	12.91	12.73	1.4
Oceania	9.55	9.96	-4.2
Other Asia	6.73	6.84	-1.6
Latin America	12.11	11.54	5.0
Other	11.39	11.90	-4.4
Visitor arrivals by cruise ships	5.29	5.14	3.0
PER PERSON PER DAY SPENDING (\$)	191.2	176.0	8.7
Visitor arrivals by air	192.7	177.3	8.7
U.S. West	152.3	144.0	5.7
U.S. East	192.4	180.9	6.3
Japan	310.1	289.1	7.3
Canada	157.4	150.0	4.9
Europe	175.0	160.0	9.4
Oceania	245.5	228.1	7.6
Other Asia	306.7	258.9	18.5
Latin America	200.2	211.4	-5.3
Other	220.3	182.9	20.4
Visitor arrivals by cruise ships	67.3	35.7	88.5
PER PERSON PER TRIP SPENDING (\$)	1,774.9	1,650.7	7.5
Visitor arrivals by air	1,804.0	1,676.2	7.6
U.S. West	1,459.7	1,383.4	5.5
U.S. East	2,020.6	1,892.6	6.8
Japan	1,866.0	1,742.6	7.1
Canada	2,049.0	1,897.0	8.0
Europe	2,259.7	2,036.7	11.0
Oceania	2,343.4	2,273.4	3.1
Other Asia	2,065.5	1,771.2	16.6
Latin America	2,424.7	2,439.8	-0.6
Other	2,508.6	2,177.6	15.2
Visitor arrivals by cruise ships	356.0	183.4	94.1

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

Source: Hawai'i Tourism Authority

Summary of 2012 Visitors to Hawai‘i

**Table 1: Summary of Visitor Statistics continued
2012 vs. 2011**

ISLAND (Air & Ship)	2012	2011	(%) Change
TOTAL EXPENDITURES (\$mil, AIR + SHIP)	14,250.2	12,048.3	18.3
Total by air	14,192.7	12,025.4	18.0
O'ahu	7,672.5	6,240.3	23.0
Maui	3,461.2	3,043.8	13.7
Moloka'i	28.3	28.0	1.3
Lāna'i	79.6	80.2	-0.7
Kaua'i	1,290.3	1,174.0	9.9
Hawai'i Island	1,660.8	1,459.2	13.8
Visitor arrivals by cruise ships	57.5	22.9	151.7
TOTAL VISITOR DAYS	74,519,278	68,466,519	8.8
Total by air	73,663,903	67,825,871	8.6
O'ahu	35,864,092	32,477,385	10.4
Maui	18,657,257	17,540,085	6.4
Moloka'i	258,772	256,889	0.7
Lāna'i	262,733	263,737	-0.4
Kaua'i	8,168,533	7,597,107	7.5
Hawai'i Island	10,452,516	9,690,668	7.9
Visitor arrivals by cruise ships	855,375	640,648	33.5
VISITOR ARRIVALS	8,028,743	7,299,047	10.0
Total by air	7,867,143	7,174,397	9.7
O'ahu	4,904,045	4,401,624	11.4
Maui	2,309,194	2,168,487	6.5
Moloka'i	53,323	55,250	-3.5
Lāna'i	72,649	75,004	-3.1
Kaua'i	1,084,681	1,011,500	7.2
Hawai'i Island	1,433,282	1,318,310	8.7
Visitor arrivals by cruise ships	161,600	124,650	29.6
AVERAGE LENGTH OF STAY	9.28	9.38	-1.1
Total by air	9.36	9.45	-1.0
O'ahu	7.31	7.38	-0.9
Maui	8.08	8.09	-0.1
Moloka'i	4.85	4.65	4.4
Lāna'i	3.62	3.52	2.8
Kaua'i	7.53	7.51	0.3
Hawai'i Island	7.29	7.35	-0.8
Visitor arrivals by cruise ships	5.29	5.14	3.0
PER PERSON PER DAY SPENDING (\$)	191.2	176.0	8.7
Total by air	192.7	177.3	8.7
O'ahu	213.9	192.1	11.3
Maui	185.5	173.5	6.9
Moloka'i	109.5	108.9	0.5
Lāna'i	303.1	304.0	-0.3
Kaua'i	158.0	154.5	2.2
Hawai'i Island	158.9	150.6	5.5
Visitor arrivals by cruise ships	67.3	35.7	88.5
PER PERSON PER TRIP SPENDING (\$)	1,774.9	1,650.7	7.5
Total by air	1,804.0	1,676.2	7.6
O'ahu	1,564.5	1,417.7	10.4
Maui	1,498.9	1,403.6	6.8
Moloka'i	531.6	506.5	4.9
Lāna'i	1,096.1	1,069.0	2.5
Kaua'i	1,189.6	1,160.7	2.5
Hawai'i Island	1,158.7	1,106.8	4.7
Visitor arrivals by cruise ships	356.0	183.4	94.1

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

Source: Hawai'i Tourism Authority

Summary of 2012 Visitors to Hawai'i

**Table 1: Summary of Visitor Statistics continued
2012 vs. 2011**

ISLAND (Air & Ship)	2012	2011	(%) Change
TOTAL EXPENDITURES (\$mil.)	14,364.8	12,158.2	18.1
Visitor arrivals by air	14,192.7	12,025.4	18.0
Visitor arrivals by cruise ships	57.5	22.9	151.7
Supplemental business (all MMAs)	114.6	109.9	4.3
TOTAL EXPENDITURES (\$mil, AIR, SHIP & SUPPL.)	14,364.8	12,158.2	18.1
O'ahu	7,745.7	6,299.0	23.0
Maui	3,506.6	3,078.2	13.9
Moloka'i	28.7	28.4	1.1
Lāna'i	80.6	81.4	-1.0
Kaua'i	1,310.0	1,187.0	10.4
Hawai'i Island	1,693.3	1,484.2	14.1
PER PERSON PER DAY SPENDING (\$, AIR, SHIP & SUPPL.)			
O'ahu	214.2	192.8	11.1
Maui	185.9	174.0	6.8
Moloka'i	110.8	110.5	0.3
Lāna'i	306.3	308.5	-0.7
Kaua'i	157.6	153.9	2.4
Hawai'i Island	158.7	150.4	5.5
VISITOR ARRIVALS (AIR + SHIP)			
O'ahu	5,065,645	4,525,697	11.9
Maui	2,451,674	2,283,728	7.4
Moloka'i	57,223	57,557	-0.6
Lāna'i	78,598	78,838	-0.3
Kaua'i	1,211,482	1,115,629	8.6
Hawai'i Island	1,581,690	1,433,588	10.3
VISITOR ARRIVALS BY AIR			
O'ahu	4,904,045	4,401,624	11.4
Maui	2,309,194	2,168,487	6.5
Moloka'i	53,323	55,250	-3.5
Lāna'i	72,649	75,004	-3.1
Kaua'i	1,084,681	1,011,500	7.2
Hawai'i Island	1,433,282	1,318,310	8.7
VISITOR ARRIVALS BY SHIP			
O'ahu	161,600	124,073	30.2
Maui	142,480	115,241	23.6
Moloka'i	3,901	2,307	69.1
Lāna'i	5,949	3,834	55.2
Kaua'i	126,801	104,129	21.8
Hawai'i Island	148,408	115,278	28.7

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

Source: Hawai'i Tourism Authority

Summary of 2012 Visitors to Hawai'i

**Table 2: Summary of Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	73,663,903	67,825,871	8.6%	54,492,680	51,839,799	5.1%	19,171,224	15,986,073	19.9%
Total Visitors	7,867,143	7,174,397	9.7%	5,403,025	5,127,291	5.4%	2,464,118	2,047,106	20.4%
PARTY SIZE									
One	1,229,839	1,160,970	5.9%	1,031,139	988,234	4.3%	198,700	172,737	15.0%
Two	3,327,524	3,052,003	9.0%	2,289,738	2,214,294	3.4%	1,037,786	837,709	23.9%
Three or more	3,309,780	2,961,424	11.8%	2,082,147	1,924,764	8.2%	1,227,633	1,036,661	18.4%
Avg Party Size	2.16	2.14	0.9%	2.00	1.99	0.7%	2.50	2.52	-0.8%
VISIT STATUS									
First-Time	2,753,423	2,441,554	12.8%	1,575,979	1,503,005	4.9%	1,177,444	938,548	25.5%
Repeat	5,113,720	4,732,844	8.0%	3,827,046	3,624,286	5.6%	1,286,674	1,108,558	16.1%
Average # of Trips	4.92	5.03	-2.1%	5.74	5.71	0.6%	3.13	3.33	-6.0%
TRAVEL METHOD									
Group Tour	694,586	609,307	14.0%	179,657	174,273	3.1%	514,929	435,034	18.4%
Package	2,725,662	2,506,585	8.7%	1,251,192	1,288,037	-2.9%	1,474,470	1,218,548	21.0%
Group Tour & Pkg	584,576	502,309	16.4%	124,126	122,645	1.2%	460,450	379,665	21.3%
True Independent	5,031,472	4,560,815	10.3%	4,096,301	3,787,626	8.1%	935,170	773,189	20.9%
ISLANDS VISITED									
O'ahu	4,904,045	4,401,624	11.4%	2,734,643	2,592,014	5.5%	2,169,402	1,809,609	19.9%
Maui County	2,353,329	2,211,413	6.4%	1,952,718	1,868,986	4.5%	400,611	342,427	17.0%
...Maui	2,309,194	2,168,487	6.5%	1,914,706	1,831,088	4.6%	394,488	337,399	16.9%
...Moloka'i	53,323	55,250	-3.5%	41,740	43,865	-4.8%	11,583	11,385	1.7%
...Lāna'i	72,649	75,004	-3.1%	58,877	61,848	-4.8%	13,772	13,156	4.7%
Kaua'i	1,084,681	1,011,500	7.2%	977,820	914,423	6.9%	106,861	97,077	10.1%
Hawai'i Island	1,433,282	1,318,310	8.7%	1,072,678	1,022,016	5.0%	360,604	296,294	21.7%
...Hilo	526,435	485,137	8.5%	361,420	345,372	4.6%	165,015	139,765	18.1%
...Kona	1,191,469	1,106,462	7.7%	931,250	887,463	4.9%	260,219	218,999	18.8%
LENGTH OF STAY									
O'ahu (days)	7.31	7.38	-0.9%	8.00	8.04	-0.5%	6.45	6.43	0.3%
Maui (days)	8.08	8.09	-0.1%	8.22	8.23	-0.1%	7.42	7.34	1.1%
Moloka'i (days)	4.85	4.63	4.8%	5.46	5.20	5.1%	2.67	2.45	9.0%
Lāna'i (days)	3.62	3.52	2.8%	3.94	3.87	1.9%	2.23	1.87	19.2%
Kaua'i (days)	7.53	7.51	0.3%	7.80	7.80	0.0%	5.08	4.82	5.4%
Hawai'i Island (days)	7.29	7.35	-0.8%	8.21	8.16	0.6%	4.57	4.56	0.3%
...Hilo (days)	3.89	3.91	-0.6%	4.66	4.56	2.2%	2.19	2.30	-4.9%
...Kona (days)	7.06	7.04	0.2%	7.65	7.62	0.3%	4.94	4.69	5.3%
Statewide (days)	9.36	9.45	-1.0%	10.09	10.11	-0.2%	7.78	7.81	-0.4%
ACCOMMODATIONS									
Hotel	4,991,399	4,495,032	11.0%	2,998,669	2,855,884	5.0%	1,992,730	1,639,148	21.6%
...Hotel Only	4,386,647	3,935,128	11.5%	2,512,675	2,398,033	4.8%	1,873,972	1,537,095	21.9%
Condo	1,388,027	1,311,971	5.8%	1,069,707	1,022,333	4.6%	318,320	289,638	9.9%
...Condo Only	1,087,395	1,031,992	5.4%	839,144	803,788	4.4%	248,251	228,204	8.8%
Timeshare	761,894	717,697	6.2%	654,916	634,727	3.2%	106,978	82,970	28.9%
...Timeshare Only	586,143	550,853	6.4%	506,420	491,518	3.0%	79,723	59,335	34.4%
Rental House	436,461	369,433	18.1%	385,764	334,904	15.2%	50,697	34,529	46.8%
Bed & Breakfast	73,739	70,580	4.5%	62,343	57,901	7.7%	11,396	12,679	-10.1%
Cruise Ship	127,337	128,393	-0.8%	109,478	108,663	0.8%	17,859	19,731	-9.5%
Friends or Relatives	713,074	665,145	7.2%	630,613	594,657	6.0%	82,461	70,488	17.0%
PURPOSE OF TRIP									
Pleasure (Net)	6,564,562	5,922,073	10.8%	4,442,043	4,185,975	6.1%	2,122,518	1,736,098	22.3%
.....Vacation	5,980,003	5,393,873	10.9%	4,214,148	3,958,355	6.5%	1,765,855	1,435,518	23.0%
.....Honeymoon	583,537	527,072	10.7%	232,011	233,181	-0.5%	351,526	293,892	19.6%
.....Get Married	125,977	119,908	5.1%	56,416	54,973	2.6%	69,560	64,934	7.1%
MC&I (Net)	410,560	397,348	3.3%	290,539	299,754	-3.1%	120,021	97,594	23.0%
.....Convention/Conf.	237,839	233,289	2.0%	179,497	187,466	-4.3%	58,342	45,824	27.3%
.....Corp. Meetings	82,266	81,338	1.1%	64,935	65,193	-0.4%	17,332	16,145	7.4%
.....Incentive	103,837	96,755	7.3%	57,387	58,870	-2.5%	46,450	37,885	22.6%
Other Business	247,875	237,239	4.5%	222,574	213,342	4.3%	25,301	23,897	5.9%
Visit Friends/Relatives	676,141	635,653	6.4%	598,769	570,871	4.9%	77,372	64,781	19.4%
Government/Military	92,404	104,947	-12.0%	82,787	86,299	-4.1%	9,617	18,648	-48.4%
Attend School	23,211	19,794	17.3%	13,587	13,876	-2.1%	9,623	5,918	62.6%
Sport Events	108,203	94,994	13.9%	57,885	58,776	-1.5%	50,319	36,218	38.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	14,192.7	12,025.4	18.0%						
Per Person Per Day (\$)	192.7	177.3	8.7%						
Per Person Per Trip (\$)	1,804.0	1,676.2	7.6%						

Source: Hawai'i Tourism Authority

Summary of 2012 Visitors to Hawai'i

**Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air)
2012 vs. 2011**

2012 & 2011 % of TOTAL	TOTAL		DOMESTIC		INTERNATIONAL	
	2012	2011	2012	2011	2012	2011
Total Visitors	7,867,143	7,174,397	5,403,025	5,127,291	2,464,118	2,047,106
PARTY SIZE						
One	15.6%	16.2%	19.1%	19.3%	8.1%	8.4%
Two	42.3%	42.5%	42.4%	43.2%	42.1%	40.9%
Three or more	42.1%	41.3%	38.5%	37.5%	49.8%	50.6%
Avg Party Size	2.16	2.14	2.00	1.99	2.50	2.52
VISIT STATUS						
First-Time	35.0%	34.0%	29.2%	29.3%	47.8%	45.8%
Repeat	65.0%	66.0%	70.8%	70.7%	52.2%	54.2%
Average # of Trips	4.92	5.03	5.74	5.71	3.13	3.33
TRAVEL METHOD						
Group Tour	8.8%	8.5%	3.3%	3.4%	20.9%	21.3%
Package	34.6%	34.9%	23.2%	25.1%	59.8%	59.5%
Group Tour & Pkg	7.4%	7.0%	2.3%	2.4%	18.7%	18.5%
True Independent	64.0%	63.6%	75.8%	73.9%	38.0%	37.8%
ISLANDS VISITED						
O'ahu	62.3%	61.4%	50.6%	50.6%	88.0%	88.4%
Maui County	29.9%	30.8%	36.1%	36.5%	16.3%	16.7%
...Maui	29.4%	30.2%	35.4%	35.7%	16.0%	16.5%
...Moloka'i	0.7%	0.8%	0.8%	0.9%	0.5%	0.6%
...Lāna'i	0.9%	1.0%	1.1%	1.2%	0.6%	0.6%
Kaua'i	13.8%	14.1%	18.1%	17.8%	4.3%	4.7%
Hawai'i Island	18.2%	18.4%	19.9%	19.9%	14.6%	14.5%
...Hilo	6.7%	6.8%	6.7%	6.7%	6.7%	6.8%
...Kona	15.1%	15.4%	17.2%	17.3%	10.6%	10.7%
ACCOMMODATIONS						
Hotel	63.4%	62.7%	55.5%	55.7%	80.9%	80.1%
...Hotel Only	55.8%	54.8%	46.5%	46.8%	76.1%	75.1%
Condo	17.6%	18.3%	19.8%	19.9%	12.9%	14.1%
...Condo Only	13.8%	14.4%	15.5%	15.7%	10.1%	11.1%
Timeshare	9.7%	10.0%	12.1%	12.4%	4.3%	4.1%
...Timeshare Only	7.5%	7.7%	9.4%	9.6%	3.2%	2.9%
Rental House	5.5%	5.1%	7.1%	6.5%	2.1%	1.7%
Bed & Breakfast	0.9%	1.0%	1.2%	1.1%	0.5%	0.6%
Cruise Ship	1.6%	1.8%	2.0%	2.1%	0.7%	1.0%
Friends or Relatives	9.1%	9.3%	11.7%	11.6%	3.3%	3.4%
PURPOSE OF TRIP						
Pleasure (Net)	83.4%	82.5%	82.2%	81.6%	86.1%	84.8%
.....Vacation	76.0%	75.2%	78.0%	77.2%	71.7%	70.1%
.....Honeymoon	7.4%	7.3%	4.3%	4.5%	14.3%	14.4%
.....Get Married	1.6%	1.7%	1.0%	1.1%	2.8%	3.2%
MC&I (Net)	5.2%	5.5%	5.4%	5.8%	4.9%	4.8%
.....Convention/Conf.	3.0%	3.3%	3.3%	3.7%	2.4%	2.2%
.....Corp. Meetings	1.0%	1.1%	1.2%	1.3%	0.7%	0.8%
.....Incentive	1.3%	1.3%	1.1%	1.1%	1.9%	1.9%
Other Business	3.2%	3.3%	4.1%	4.2%	1.0%	1.2%
Visit Friends/Relatives	8.6%	8.9%	11.1%	11.1%	3.1%	3.2%
Government/Military	1.2%	1.5%	1.5%	1.7%	0.4%	0.9%
Attend School	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
Sport Events	1.4%	1.3%	1.1%	1.1%	2.0%	1.8%

Source: Hawai'i Tourism Authority

Summary of 2012 Visitors to Hawai'i

**Table 4: Visitor Days by Island (Arrivals by Air)
2012 vs. 2011**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
TOTAL STATE	73,663,903	67,825,871	8.6%	54,492,680	51,839,799	5.1%	19,171,224	15,986,073	19.9%
O'AHU	35,864,092	32,477,385	10.4%	21,872,182	20,837,075	5.0%	13,991,910	11,640,310	20.2%
MAUI COUNTY	19,178,762	18,060,711	6.2%	16,190,176	15,533,114	4.2%	2,988,585	2,527,597	18.2%
MAUI	18,657,257	17,540,085	6.4%	15,730,209	15,064,900	4.4%	2,927,048	2,475,185	18.3%
MOLOKA'I	258,772	256,889	0.7%	227,900	229,049	-0.5%	30,872	27,839	10.9%
LĀNA'I	262,733	263,737	-0.4%	232,068	239,165	-3.0%	30,665	24,573	24.8%
KAUA'I	8,168,533	7,597,107	7.5%	7,625,463	7,129,051	7.0%	543,071	468,056	16.0%
HAWAII ISLAND	10,452,516	9,690,668	7.9%	8,804,859	8,340,558	5.6%	1,647,658	1,350,110	22.0%
HILO	2,045,639	1,896,416	7.9%	1,684,023	1,574,458	7.0%	361,616	321,958	12.3%
KONA	8,406,878	7,794,252	7.9%	7,120,836	6,766,100	5.2%	1,286,042	1,028,152	25.1%

Source: Hawai'i Tourism Authority

**Table 5: Visitor Days by Month (Arrivals by Air)
2012 vs. 2011**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JANUARY	6,892,105	6,383,050	8.0%	5,039,374	4,826,118	4.4%	1,852,731	1,556,931	19.0%
FEBRUARY	5,903,789	5,581,323	5.8%	4,236,279	4,099,981	3.3%	1,667,510	1,481,342	12.6%
MARCH	6,376,019	5,750,058	10.9%	4,537,802	4,286,120	5.9%	1,838,217	1,463,938	25.6%
APRIL	5,563,588	5,126,414	8.5%	4,080,345	3,919,135	4.1%	1,483,243	1,207,279	22.9%
MAY	5,492,567	4,910,126	11.9%	4,269,387	3,922,314	8.8%	1,223,180	987,811	23.8%
JUNE	6,331,505	5,794,445	9.3%	4,980,490	4,726,417	5.4%	1,351,015	1,068,028	26.5%
JULY	6,881,187	6,325,403	8.8%	5,222,846	5,054,542	3.3%	1,658,340	1,270,861	30.5%
AUGUST	6,438,855	5,882,997	9.4%	4,736,079	4,445,749	6.5%	1,702,775	1,437,248	18.5%
SEPTEMBER	5,220,053	4,909,527	6.3%	3,687,584	3,664,839	0.6%	1,532,469	1,244,689	23.1%
OCTOBER	5,533,340	5,150,046	7.4%	4,119,551	3,942,772	4.5%	1,413,789	1,207,275	17.1%
NOVEMBER	5,713,099	5,111,206	11.8%	4,213,546	3,887,305	8.4%	1,499,553	1,223,901	22.5%
DECEMBER	7,317,796	6,901,276	6.0%	5,369,396	5,064,507	6.0%	1,948,400	1,836,769	6.1%
TOTAL	73,663,903	67,825,871	8.6%	54,492,680	51,839,799	5.1%	19,171,224	15,986,073	19.9%

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

Source: Hawai'i Tourism Authority

Summary of 2012 Visitors to Hawai'i

**Table 6: Average Daily Census by Island (Arrivals by Air)
2012 vs. 2011**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
TOTAL STATE	201,267	185,824	8.3%	148,887	142,027	4.8%	52,380	43,797	19.6%
O'AHU	97,989	88,979	10.1%	59,760	57,088	4.7%	38,229	31,891	19.9%
MAUI COUNTY	52,401	49,481	5.9%	44,235	42,556	3.9%	8,166	6,925	17.9%
MAUI	50,976	48,055	6.1%	42,979	41,274	4.1%	7,997	6,781	17.9%
MOLOKA'I	707	704	0.5%	623	628	-0.8%	84	76	10.6%
LĀNA'I	718	723	-0.7%	634	655	-3.2%	84	67	24.5%
KAUA'I	22,318	20,814	7.2%	20,835	19,532	6.7%	1,484	1,282	15.7%
HAWAII ISLAND	28,559	26,550	7.6%	24,057	22,851	5.3%	4,502	3,699	21.7%
HILO	5,589	5,196	7.6%	4,601	4,314	6.7%	988	882	12.0%
KONA	22,970	21,354	7.6%	19,456	18,537	5.0%	3,514	2,817	24.7%

Source: Haw aii Tourism Authority

**Table 7: Average Daily Census by Month (Arrivals by Air)
2012 vs. 2011**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JANUARY	222,326	205,905	8.0%	162,560	155,681	4.4%	59,766	50,224	19.0%
FEBRUARY	203,579	199,333	2.1%	146,079	146,428	-0.2%	57,500	52,905	8.7%
MARCH	205,678	185,486	10.9%	146,381	138,262	5.9%	59,297	47,224	25.6%
APRIL	185,453	170,880	8.5%	136,011	130,638	4.1%	49,441	40,243	22.9%
MAY	177,180	158,391	11.9%	137,722	126,526	8.8%	39,457	31,865	23.8%
JUNE	211,050	193,148	9.3%	166,016	157,547	5.4%	45,034	35,601	26.5%
JULY	221,974	204,045	8.8%	168,479	163,050	3.3%	53,495	40,996	30.5%
AUGUST	207,705	189,774	9.4%	152,777	143,411	6.5%	54,928	46,363	18.5%
SEPTEMBER	174,002	163,651	6.3%	122,919	122,161	0.6%	51,082	41,490	23.1%
OCTOBER	178,495	166,131	7.4%	132,889	127,186	4.5%	45,606	38,944	17.1%
NOVEMBER	190,437	170,374	11.8%	140,452	129,577	8.4%	49,985	40,797	22.5%
DECEMBER	236,058	222,622	6.0%	173,206	163,371	6.0%	62,852	59,251	6.1%
TOTAL	201,267	185,824	8.3%	148,887	142,027	4.8%	52,380	43,797	19.6%

Source: Haw aii Tourism Authority

Summary of 2012 Visitors to Hawai'i

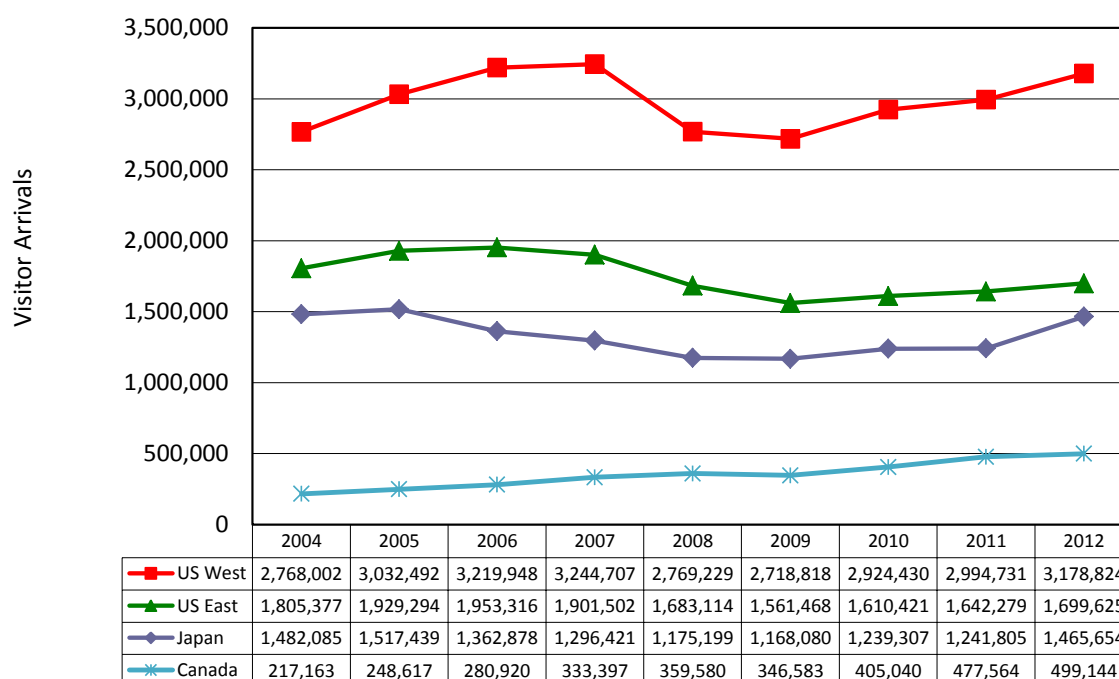
**Table 8: Visitors Staying Overnight or Longer (Arrivals by Air)
1953 – 2012**

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%
2010	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%
2012	7,867,143	9.7%	5,403,025	5.4%	2,464,118	20.4%

Source: Hawai'i Tourism Authority

AIR VISITOR CHARACTERISTICS BY MMA AND SELECT COUNTRIES

**Figure 5: Visitor Arrivals from Four Largest Markets (by Air)
2004 - 2012**



U.S. WEST

U.S. West remained Hawai'i's largest market in terms of total expenditures, visitor days and visitor arrivals in 2012. Expenditures by U.S. West visitors rose 12 percent from 2011 to \$4.6 billion. Among all visitor markets, this group spent the least on a daily basis in 2012 at \$152 per person, up from \$144 in 2011. U.S. West visitor days increased 5.9 percent. Arrivals rose 6.1 percent to 3,178,824 visitors in 2012, the highest since 2007. The average length of stay by these visitors was 9.59 days, comparable to 2011 (Figure 5, Table 13).

- Of the total U.S. West visitors, 81.5 percent were repeat visitors to the islands, compared to 81.4 percent in 2011. This market continued to have the highest percentage of repeat visitors among all the MMAs.
- True independent travelers comprised 79.2 percent of U.S. West visitors, up from 77.3 percent in 2011.
- Of all U.S. West visitors in 2012, 43.8 percent went to O'ahu, 34.9 percent went to Maui, 18.1 percent went to Hawai'i Island and 17.4 percent went to Kaua'i. U.S. West visitations increased on the four larger Hawaiian Islands: O'ahu (+5.7%), Maui (+5.9%), Hawai'i Island (+4.8%) and Kaua'i (+6.8%).
- These visitors stayed the longest on Hawai'i Island (8.88 days), followed by Maui (8.55 days), Kaua'i (8.46 days), O'ahu (7.86 days), Moloka'i (6.13 days) and Lāna'i (4.16 days).

Air Visitor Characteristics by MMA and Selected Countries

- Half of all U.S. West visitors stayed in hotels, 22.9 percent stayed in condominiums, 13.6 percent stayed in timeshare properties and 12.4 percent stayed with friends or relatives. More U.S. West visitors stayed in rental homes (+14.9%), bed and breakfasts (+11.1%), hotels (+5.7%) and condominium properties (+5.6%) compared to 2011.
- More U.S. West visitors came to visit friends/relatives (+6.7%), honeymoon (+2%) and/or to get married (+1.5%). About the same number came for meetings, convention and incentives compared to 2011.
- In 2012, 79.1 percent of U.S. West visitors were true independent travelers, compared to 77.3 percent in 2011.
- Over half (51.5%) of the visitors from this MMA were females. The largest age group was between 41 to 59 years (32.9%), followed by the 25 to 40 years group (26.1%) and those 60 years and older (19.5%) (Table 35).
- California continued to be the largest contributor (57.2%) from U.S. West. Arrivals from this state increased 11.5 percent from the previous year to 1,817,836 visitors in 2012. Arrivals from Arizona (+5.1% to 155,940), and Nevada (+8% to 88,025) also increased offsetting declines from Oregon (-1.9% to 200,289 visitors). Arrivals from Washington (461,561 visitors) and Colorado (140,166) were similar to 2011 (Table 17).
- In terms of average daily census, December was the busiest month for U.S. West visitors in 2012, followed by July and June.

U.S. EAST

U.S. East continued to be the state's second largest visitor market. Total expenditures by U.S. East visitors in 2011 grew 10.5 percent from the previous year, to \$3.4 billion. Daily spending by this group increased to \$192 per person, from \$181 in 2011. Growth in arrivals (+3.5%) contributed to a 3.9 percent increase in U.S. East visitor days in 2012. The average length of stay was 10.50 days, virtually unchanged from 2011 (Figure 5, Table 15).

- Of the total 1,699,625 U.S. East visitors in 2012, 58.2 percent were repeat visitors to the islands, compared to 58.4 percent in 2011.
- O'ahu hosted 59.8 percent of all U.S. East visitors, 36.6 percent visited Maui, 22.4 percent visited Hawai'i Island and 19.9 percent visited Kaua'i. The four larger Hawaiian Islands saw increases in U.S. East visitors compared to 2011.
- U.S. East visitors stayed the longest on O'ahu (7.96 days), followed by Maui (7.44 days), Hawai'i Island (7.08 days), Kaua'i (6.75 days), Moloka'i (4.49 days) and Lāna'i (3.61 days). More U.S. East visitors came to visit friends/relatives (+3.7%), but fewer came for meetings, conventions and incentives (-1.2%), to honeymoon (-2.3%) or get married (-6.5%) compared to 2011.
- In 2012, 74.2 percent of U.S. East visitors were true independent travelers, compared to 72.2 percent in 2011.
- Hotels accommodated 62.8 percent of U.S. East visitors, while 14.8 percent stayed in condominiums, 11.9 percent stayed with friends or relatives and 11.2 percent stayed in timeshare properties in 2012. More U.S. East visitors stayed in hotels (+2.9%), condominium properties (+3.4%), timeshare properties (+4.3%), rental homes (+14.3%) and bed and breakfast properties (+5.1%) compared to 2011.

- There were slightly more female (50.4%) than male (49.6%) U.S. East visitors in 2012. Those between 41 to 59 years old were the largest age group (35.1%), followed by those between the ages 25 to 40 (25.7%) and those 60 years and older (21.1%) (Table 35).
- Among the larger contributors from U.S. East, arrivals from Texas (+5.8% to 242,112 visitors), Illinois (+0.6% to 132,958 visitors), New York (+10.5% to 119,696 visitors), Florida (+6.4% to 95,117 visitors) and New Jersey (+12.3% to 68,618) were higher compared to 2011.
- In 2012, June was the busiest month for U.S. East visitors based on average daily census, followed by January and July.

JAPAN

Japan continued to rank third in total visitor expenditures, visitor days and arrivals. One year after the March 2011 tsunami and earthquake, arrivals from Japan to the islands increased 18 percent to 1,465,654 visitors. Total Japanese visitor expenditures climbed 26.4 percent to \$2.7 billion in 2012. Daily spending by Japanese visitors rose to \$310 per person from \$289 in 2011. Japanese daily spending was the second highest among all visitor groups, behind daily spending by Chinese visitors. Total Japanese visitor days increased 17.8 percent compared to 2011. The average length of stay was relatively unchanged from 2011 at 6.02 days (Figure 5, Table 20).

- Of the total Japanese visitors in 2012, 58.2 percent have been to Hawai'i before, compared to 58.9 percent in 2011.
- Most of the Japanese visitors went to O'ahu (96.2%), 13.9 percent visited Hawai'i Island, 4.6 percent visited Maui and 1.9 percent visited Kaua'i.
- Hawai'i Island (+22.8%) had the largest increase in Japanese arrivals compared to 2011, followed by Kaua'i (+18.4%), O'ahu (+18.1%) and Maui (+9.5%). Japanese visitors stayed the longest on O'ahu (5.59 days), followed by Hawai'i Island (3.32 days), Maui (2.87 days), Kaua'i (2.21 days), Lāna'i (2.29 days) Moloka'i (1.8 days).
- The percentage of true independent travelers were slightly lower in 2012 (23.9%) compared to 2011 (24.1%). The majority of Japanese visitors still came on packaged trips (73% in 2012).
- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 87.6 percent of those who came in 2012. Some visitors stayed in condominium properties (9.1%), timeshare properties (4.1%), and/or with friends or relatives (1.2%). Significantly more Japanese visitors stayed in hotels (+19.5%), timeshare properties (+27.2%) and rental homes (+35.9%) compared to 2011.
- More Japanese visitors came to honeymoon (+17%) and for conventions (+89.4%) and corporate meetings (+37.6%) but fewer traveled on incentives (-7.2%) compared to 2011.
- There continued to be more female (58.4%) than male (41.6%) visitors from Japan. The dominant age group was younger compared to the U.S. markets with 36.4 percent at 25 to 40 years old, followed by those between 41 to 59 years (22.6%) and those over 60 years old (19.1%) (Table 35).
- Kanto (which includes Tokyo) continued to be the largest source of Japanese visitors to Hawai'i. However, arrivals from Kanto was relatively flat (-0.8% to 576,212 visitors) when compared to 2011. Japanese arrivals from Kinki (+16.7% to 288,559), Chubu (+43.4% to 225,618), Kyushu (+56.1% to 117,914) and Hokaido (+69.6% to 75,156) rose by double-digits (Table 21).

Air Visitor Characteristics by MMA and Selected Countries

- August continued to be the busiest month for Japanese visitors based on average daily census, followed by September and July.

CANADA

Total expenditures by Canadian visitors, Hawai'i's fourth largest visitor market, rose 12.9 percent to \$1 billion. Arrivals increased 4.5 percent to 499,144 visitors, the highest number of visitors in the last 24 years. The average length of stay by these visitors rose to 13.02 days, from 12.65 days in 2011. Total visitor days increased 7.6 percent. The average daily visitor spending by these visitors was also higher (\$157 per person) compared to 2011 (\$150 per person). Over half (59.2%) of Canadian visitors flew direct from Canada or from other international ports, while the remainder arrived on flights from the U.S. mainland (Figure 5, Table 22).

- Repeat visitors comprised 64.4 percent of the Canadian visitors in 2012, compared to 63.1 percent last year.
- Direct air services from Canada to Maui contributed to more Canadian visitors to Maui (51.2% of Canadian visitors) than to O'ahu (42% of Canadian visitors) in 2012. Fewer Canadians visited O'ahu (-6.2%) while more visited Hawai'i Island (+9.8%), Maui (+7.7%) and Kaua'i (+3.2%) compared to 2011.
- Canadian visitors spent the most time on Maui (11.08 days), then Hawai'i Island (10.02 days), O'ahu (9.90 days), Kaua'i (8.85 days), Moloka'i (6.34 days) and Lāna'i (3.85 days).
- More Canadian visitors in 2012 were true independent travelers (74.5%) compared to 72.6 percent in 2011.
- Close to half (47.9%) of Canadians visitors stayed in hotels, 38.5 percent stayed in condominiums and 10 percent stayed in timeshare properties. Hotel stays by Canadian visitors were virtually unchanged from 2011 while stays in condominiums (+5.9%), timeshare properties (+7.8%) and rental homes (+21.4%) increased compared to 2011.
- More Canadian visitor in 2012 traveled on incentives (+24%) and came to get married (+1.7%); but fewer came to honeymoon (-2.3%), for conventions (-13.2%), corporate meetings (-12.5%), and/or to visit friends/relatives (-6.4%) compared to the previous year.
- Those between 41 to 59 years old continued to be the largest age group (34.3%) of Canadian visitors, followed by those between 25 to 40 years (23.6%) and those over 60 years old (20.5%). There were more female (51.6%) than male (48.4%) Canadian visitors in 2012 (Table 35).
- In 2012, 45.5 percent of Canadian visitors were from British Columbia (227,040 visitors). Canadian visitors also came from Alberta (22.8% or 113,724), Ontario (17.8% or 88,598), Quebec (5% or 24,717), Saskatchewan (4% or 20,081) and Manitoba (2.8% or 13,718) (Table 23).
- In terms of average daily census in 2012, January was the busiest month followed by March and February.

EUROPE

Total visitor spending by Europe MMA increased 19.7 percent from 2011 to \$292.1 million. Visitor arrivals rose 7.9 percent to 129,252 visitors, surpassing the previous high of 119,825 visitors in 2011 (Figure 6). The average length of stay by these visitors increased to 12.91 days, from 12.73 days in 2011. Daily spending by these visitors rose to \$175 per person, from \$160 in 2011 (Table 24).

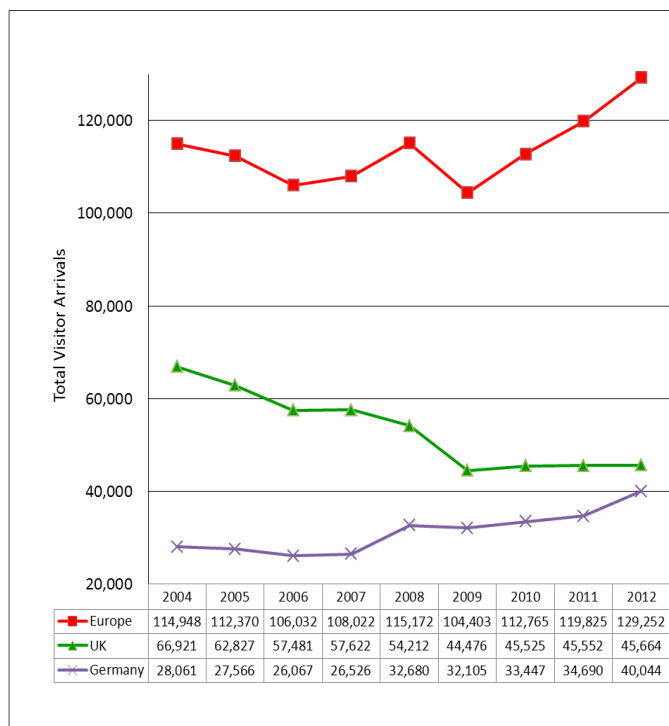
- Arrivals from United Kingdom were comparable to 2011; while more visitors came from Germany (+15.4%), Switzerland (+12.8%), France (+10.3%) and Italy (+6.1%) (Table 11 to Table 12).
- Most (84.3%) European visitors came on flights from U.S. cities (Table 24).
- The largest age group for European visitors was between 25 to 40 years (37.5%), followed by those 41 to 59 years (30.8%) and those over 60 years old (14.3%). Over half (53.6%) of the visitors were males (Table 35).
- August, September and July, respectively, were the busiest months for European visitors in 2012.

Visitors from United Kingdom

Visitors from the United Kingdom (U.K.) accounted for the biggest share (35%) of the European market. A total of 45,664 U.K. visitors arrived in 2012, about the same as the prior year (Table 11 to Table 12).

- Of the total U.K. visitors in 2012, 69.3 percent were first timers, compared to 70 percent in 2011 (Table 25).
- Seven out of ten U.K. arrivals visited O'ahu (69%) while 34.8 percent visited to Maui, 24.3 visited to Hawai'i Island and 17.4 percent visited to Kaua'i.
- U.K. visitors stayed the longest on O'ahu (8.41 days), followed by Maui (7.57 days), Hawai'i Island (6.99 days), Kaua'i (6.46 days), Lāna'i (3.62 days) and Moloka'i (3.61 days).
- A higher percentage of U.K. visitors in 2012 were true independent travelers (49.7%), compared to 2011 (48.8%). Three out of four U.K. visitors stayed in hotels (77.5%). Some stayed in condominium properties (13.2%), with friends or relatives (8%) in rental homes (6.8%) or in timeshare properties (3.7%). Significantly more U.K. visitors stayed in condominium properties (+50.3%), while fewer stayed in timeshare

**Figure 6: Europe MMA, UK & Germany
Total Visitor Arrivals
2004 - 2012**



Air Visitor Characteristics by MMA and Selected Countries

properties (-11.9%) increased compared to 2011.

- More U.K. visitors in 2012 came to honeymoon (+9.5%) or to see friends or relatives (+15.9%) compared to the previous year.

Visitors from Germany

- Germany comprised the second largest share of European visitors at 31 percent. Arrivals from Germany increased 15.4 percent to 40,044 visitors in 2012 (Table 11 to Table 12). These visitors stayed an average 14.41 days in 2012, the longest among all visitor groups.
- A higher percentage of German visitors in 2012 (71.4%) were first-time visitors compared to 2011 (68.3%) (Table 26).
- The majority of the German visitors went to O'ahu (71.2%) while 50 percent went to Maui, 37.7 percent went to Hawai'i Island and 29.2 percent went to Kaua'i.
- The average length of stay by these visitors was the longest on O'ahu (8.35 days), followed by Hawai'i Island (7.47 days), Maui (7.44 days), Kaua'i (5.95 days), Moloka'i (5.04 days) and Lāna'i (3.67 days).
- Six out of ten German visitors were true independent travelers (62.1%) in 2012, similar to the previous year.
- Seven out of ten German visitors stayed in hotels (72.6%) in 2012, some stayed in rental homes (9%), condominium properties (8.9%), with friends or relatives (8.4%), or in bed and breakfast properties (7.8%). Significantly more visitors from Germany stayed in rental homes (+56.5%) compared to 2011.
- More German visitors in 2012 came to honeymoon (+17.6%) but fewer came for meetings, conventions and incentives (-14.6%) compared to the prior year.

OCEANIA

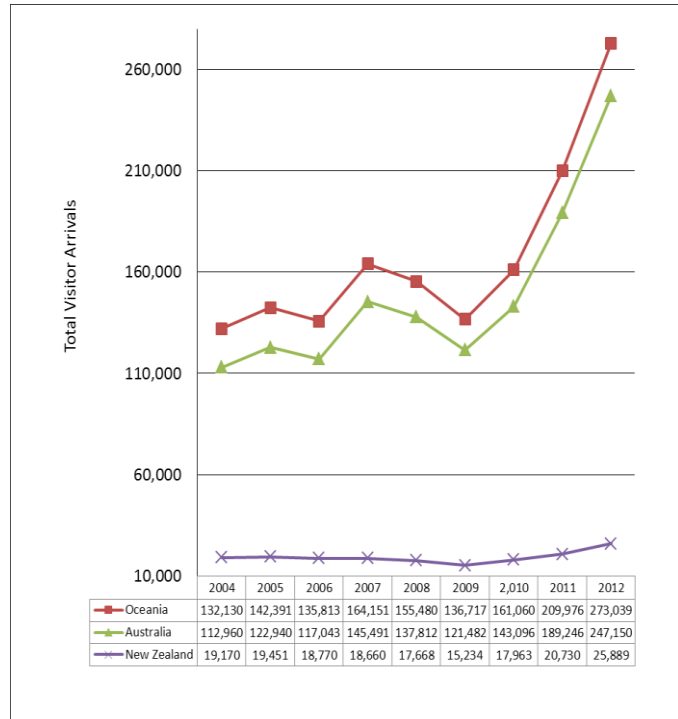
Total expenditures by visitors from Oceania MMA jumped 34 percent compared to 2011, to \$639.8 million. This group of visitors spent \$246 per person in 2012 compared to \$228 in 2011. Spending per trip of \$2,343 per person in 2012 increased from \$2,273 in the previous year. Oceania visitor days climbed 24.6 percent compared to 2011, bolstered by a 30 percent growth in arrivals to 273,039 visitors (Figure 7, Table 27). This surpassed the previous high of 218,042 visitors in 1992. The length of stay by these visitors in 2012 was shorter longer (9.55 days), compared to those who came in 2011 (9.96 days).

- Visitors from Australia comprised 90.5 percent of all visitors from Oceania, while 9.5 percent were from New Zealand (Table 11 to Table 12).
- Those between 41 to 59 years old (30.6%), between 25 to 40 years (25.4%) and those over 60 years old (17.4%) were the three largest age groups from Oceania. Over half (53.4%) of the visitors were females (Table 35).
- In 2012, September was the busiest month for visitors from Oceania, followed by December and August.

Visitors from Australia

- Arrivals from Australia soared 30.6 percent to 247,150 visitors in 2012 (Table 28). These visitors stayed an average 9.42 days in 2012, compared to 9.85 days in the previous year.
- The average daily per person spending by these visitors in 2012 was \$248, compared to \$229 in 2011 (Table 81).
- Most Australian visitors went to O‘ahu (95.6%) while 18.5 percent went to Maui, 17.3 went to Hawai‘i Island and 8.4 percent went to Kaua‘i.
- These visitors spent the longest time on O‘ahu (7.91 days), followed by Maui (4.64 days), Hawai‘i Island (3.78 days), Kaua‘i (3.57 days), Lāna‘i (1.77 days) and Moloka‘i (1.26 days).
- Of the total Australian visitors in 2012, 56.9 percent were first-timers, compared to 57.7 percent in 2011.
- Over half of the Australian visitors in 2012 were true independent travelers (50.4%), compared to 48.9 percent in 2011.
- Most Australian visitors in 2012 stayed in hotels (91.7%), some stayed in condominium properties (7.8%), rental homes (2.5%) or with friends or relatives (2.1%).
- More Australian visitors came to honeymoon (+25.9%), get married (+49.2%) or visit friends/relatives (+25.1%), but fewer came for conventions (-25.5%) compared to 2011.

**Figure 7: Oceania MMA
Total Visitor Arrivals
2004 – 2012**



Visitors from New Zealand

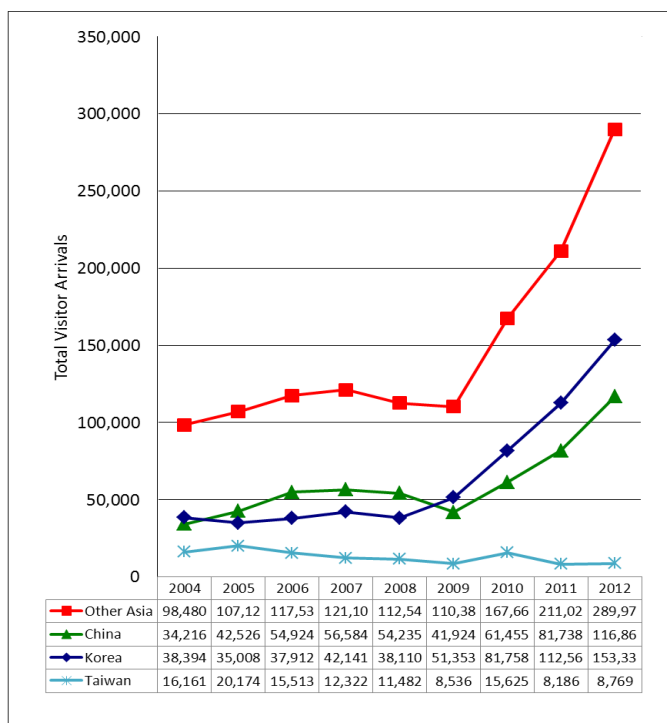
- Arrivals from New Zealand increased 24.9 percent to 25,889 visitors in 2012 (Table 29). The average length of stay by these visitors was 10.71 days, compared to 11.02 days in 2011.
- The average daily per person spending by these visitors was \$192, compared to \$168 in 2011 (Table 82).
- Of the total visitors from New Zealand in 2012, 48.4 percent were first-timers, compared to 46.4 percent in the previous year.
- Nearly all New Zealand visitors in 2012 went to O‘ahu (93%), 18.5 percent went to Maui, 11.8 went to Hawai‘i Island and 7.5 percent went to Kaua‘i.
- These visitors spent the most time on Hawai‘i Island (8.57 days), followed by O‘ahu (8.30 days), Maui (7.98 days), Kaua‘i (6.52 days), Lāna‘i (1.28 days) and Moloka‘i (1.19 days).
- A higher percentage of New Zealand visitors in 2012 were true independent travelers (58.8%), compared to 2011 (54.3%).

OTHER ASIA

Expenditures by visitors from Other Asia MMA climbed 60.2 percent from 2011 to \$598.9 million. Total arrivals from Other Asia have been increasing by double digits for the last three years. In 2012 arrivals jumped 37.4 percent to 289,977 visitors, surpassing the previous high of 231,496 visitors in 1997 (Figure 8). The average length of stay was 6.73 days, down from 6.84 days in 2011. Daily per person spending by these visitors was \$307 per person, noticeably higher than 2011 (\$259). Per trip spending rose 16.6 percent over 2011 to \$2,066 per person in 2012.

- Eight out of ten (80.4%) Other Asia visitors flew directly from international airports while the rest arrived via U.S. mainland airports (Table 30).
- Similar to Japanese visitors, the largest age group for visitors from Other Asia was those 25 to 40 years old (43.9%), followed by those between 41 to 59 years (29.9%) and those over 60 years old (10.7%). There were more female (52.3%) than male (47.7%) visitors from this market in 2012 (Table 35).
- Visitors from Korea (52.9%) and China (40.3%) accounted for the largest shares of total visitors from Other Asia in 2012.
- In 2012, January had the highest average daily census followed by December and October.

**Figure 8: Other Asia MMA
Total Visitor Arrivals
2004 – 2012**



Visitors from Korea

- Korean arrivals to the islands have seen double digit growth since 2009. In 2012, arrivals from Korea increased 36.2 percent to 153,338 visitors, exceeding the previous record of 122,902 visitors in 1996.
- The average daily spending by Korean visitors was \$262 per person, up from \$238 per person (Table 80).
- Of the total Korean visitors in 2012, 85.3 percent were first-time visitors, compared to 83.9 percent in the prior year (Table 31).
- Most Korean visitors went to O‘ahu (95.9%), 28.3 percent went to Maui, 8.8 went to Hawai‘i Island and 1.6 percent went to Kaua‘i.
- The average length of stay was the longest on O‘ahu (6.04 days), followed by Hawai‘i Island (5.49 days), Kaua‘i (4.35 days), Maui (2.43 days), Lāna‘i (2.43 days) and Moloka‘i (1.50 days).
- A larger percentage of Korean visitors in 2012 were true independent travelers (33.1%), compared to 31.8 percent in 2011.
- Nearly all Korean visitors in 2012 stayed in hotels (93.4%), a few stayed in condominium properties (3.8%) or with friends or relatives (3.3%).

Air Visitor Characteristics by MMA and Selected Countries

- Significantly more Korean visitors came to honeymoon (+24.9%), for conventions (+53.4%) or traveled on incentives (+328.1%) compared to 2011.

Visitors from China

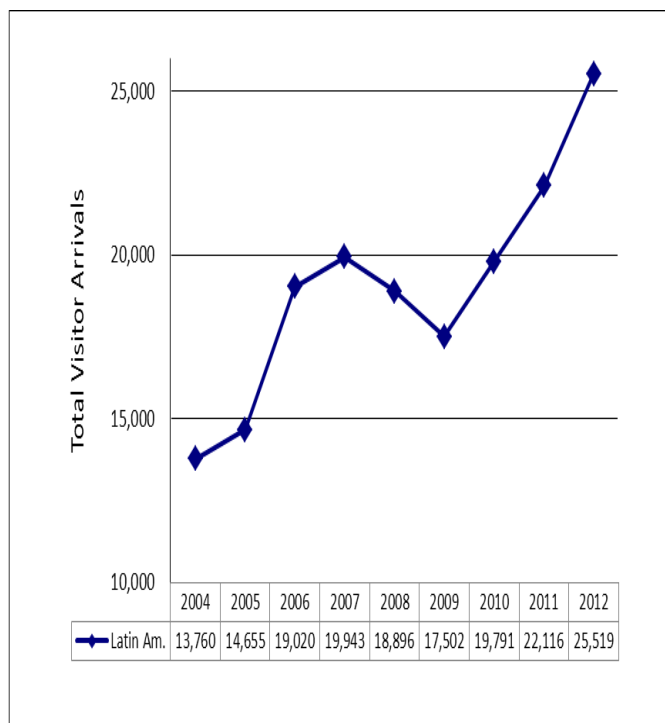
- Arrivals from China soared 43 percent to 116,866 visitors in 2012, the highest in the last 24 years.
- The average daily spending by Chinese visitors in 2012 was the highest among all visitor groups at \$396 per person, compared to \$372 per person in 2011 (Table 79).
- Of the total number of Chinese visitors in 2012, 86.3 percent were first-time visitors compared to 83.9 percent in the previous year (Table 32).
- Nearly all Chinese visitors went to O‘ahu (93.9%), 15.3 went to Hawai‘i Island, 13.1 percent went to Maui and 3.3 percent went to Kaua‘i.
- These visitors stayed the longest on O‘ahu (5.12 days), followed by Kaua‘i (4.19 days), Maui (3.92 days), Hawai‘i Island (3.14 days), Moloka‘i (2.86 days) and Lāna‘i (1.55 days).
- Only 19.6 percent were true independent travelers in 2012, compared to 18.8 percent in 2011. The majority of Chinese visitors purchased packaged trips and group tours.
- Most Chinese visitors stayed in hotels (92.9%), a few stayed in condominium properties (3.5%) or with friends or relatives (2%).

LATIN AMERICA

Total expenditures by visitors from Latin America MMA increased 14.7 percent to \$61.9 million, supported by a 15.4 percent growth in visitor arrivals and a longer average length of stay (12.11 days, from 11.54 days in 2011). Daily per person spending by these visitors in 2012 (\$200) was lower compared to 2011 (\$211). Per trip spending of \$2,425 was similar to 2011 and continued to be the highest among the visitor markets.

- A record total of 25,519 visitors from Latin American came to the state in 2012 (Figure 9).
- Visitors from Brazil accounted for 49.9 percent of the total, Mexico 34.3 percent and Argentina 15.8 percent (Table 11).
- First-time visitors comprised 71.5 percent of the total from this MMA in 2012, compared to 68.9 percent in 2011 (Table 33).
- A larger percentage of visitors in 2012 were true independent travelers (59.9%) compared to 2011 (55.8%).
- The majority of Latin American visitors went to O'ahu (76.5%), 36.4 percent visited Maui, 21.6 percent went to Hawai'i and 13.2 percent went to Kaua'i.
- Three out of four Latin American visitors stayed in hotels (73.8%), 9 percent stayed with friends/relatives (9%), and 6.6 percent stayed in condominium properties.
- The largest age group for visitors from Latin America was those 25 to 40 years old (40%), followed by those between 41 to 59 years (29%) and those over 60 years old (10.3%). There were more male (53.3%) than female (46.7%) visitors.

**Figure 9: Latin America MMA
Total Visitor Arrivals
2004 - 2012**



Air Visitor Characteristics by MMA and Selected Countries

**Table 9: Visitor Days by Month and MMA (Arrivals by Air)
2012**

2012	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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,499,080	1,900,015	645,706	976,709	29,528	12,382	40,464	6,083	19,408	107,864	210,127	16,652	226,779
Feb	2,130,126	1,562,383	682,195	884,501	31,856	18,723	39,918	5,202	13,293	108,990	146,747	8,226	154,973
Mar	2,406,164	1,558,545	735,201	948,028	51,029	8,866	42,616	4,921	15,077	122,508	169,140	13,256	182,397
Apr	2,476,938	1,177,610	558,285	539,320	36,784	17,901	35,959	5,143	15,412	111,198	178,262	16,348	194,610
May	2,432,533	1,415,272	611,545	259,005	38,348	10,423	45,176	5,891	16,286	116,124	185,599	18,474	204,073
Jun	2,801,275	1,865,544	725,081	185,821	37,087	12,642	31,918	8,397	17,675	107,720	172,150	24,935	197,086
Jul	2,915,024	1,770,881	815,625	306,280	49,336	25,964	53,877	15,385	38,664	183,225	162,470	38,839	201,310
Aug	2,746,867	1,429,016	1,007,990	305,243	64,665	22,809	67,480	42,221	17,692	214,868	191,796	38,008	229,804
Sep	2,128,909	1,117,371	845,073	226,883	60,766	14,654	63,458	14,319	26,356	179,554	270,720	38,608	309,328
Oct	2,414,384	1,185,213	726,277	375,410	48,559	16,651	62,057	10,294	21,164	158,724	195,412	19,013	214,425
Nov	2,579,600	1,179,861	690,046	574,261	28,959	11,939	43,895	6,355	19,034	110,181	175,002	18,753	193,755
Dec	2,940,603	1,690,392	776,469	916,339	42,519	16,701	50,039	12,724	26,328	148,311	271,682	26,142	297,825
TOTAL	30,471,505	17,852,102	8,819,493	6,497,799	519,433	189,655	576,857	136,935	246,389	1,669,269	2,329,108	277,254	2,606,362
DOMESTIC													
Jan	2,452,604	1,874,471	3,402	335,394	23,643	8,551	35,844	5,665	16,992	90,695	43,386	3,059	46,445
Feb	2,122,758	1,535,077	3,236	299,128	25,136	11,059	34,026	4,827	12,792	87,839	14,327	1,522	15,849
Mar	2,392,488	1,543,495	4,145	317,923	27,119	7,336	38,449	4,433	12,711	90,048	16,182	1,460	17,642
Apr	2,467,444	1,154,661	2,915	147,649	30,512	9,741	29,243	4,716	13,927	88,139	28,309	3,601	31,910
May	2,405,498	1,388,219	4,331	124,045	34,035	6,983	41,263	5,506	14,678	102,466	30,341	3,447	33,788
Jun	2,761,358	1,795,320	4,499	70,219	33,696	8,095	29,172	8,057	15,925	94,946	30,011	3,983	33,994
Jul	2,855,620	1,704,593	5,828	170,641	45,544	18,984	50,143	14,889	37,666	167,226	36,828	6,132	42,960
Aug	2,710,608	1,388,570	6,393	174,716	58,459	20,091	64,063	41,201	17,202	201,017	31,460	6,006	37,465
Sep	2,092,411	1,089,811	4,433	107,882	57,228	10,538	61,599	13,997	25,816	169,178	55,898	5,326	61,224
Oct	2,378,011	1,165,044	4,406	204,746	42,221	12,853	59,144	9,997	20,492	144,707	48,200	4,810	53,011
Nov	2,523,483	1,149,427	4,308	253,158	25,606	7,277	41,510	6,031	17,529	97,953	25,849	2,246	28,095
Dec	2,921,709	1,676,718	6,278	368,939	35,372	11,806	47,258	11,884	22,670	128,991	27,084	2,405	29,489
TOTAL	30,083,992	17,465,405	54,173	2,574,440	438,572	133,314	531,717	131,202	228,400	1,463,205	387,873	43,998	431,872
INTERNATIONAL													
Jan	46,476	25,544	642,304	641,315	5,884	3,831	4,620	418	2,416	17,169	166,741	13,593	180,334
Feb	7,368	27,307	678,959	585,373	6,720	7,664	5,892	375	501	21,151	132,420	6,704	139,124
Mar	13,676	15,050	731,056	630,105	23,910	1,530	4,166	488	2,366	32,460	152,959	11,796	164,755
Apr	9,494	22,948	555,370	391,672	6,272	8,160	6,716	427	1,485	23,059	149,954	12,746	162,700
May	27,035	27,053	607,214	134,959	4,313	3,440	3,913	385	1,608	13,659	155,258	15,027	170,285
Jun	39,918	70,224	720,582	115,603	3,392	4,546	2,746	340	1,750	12,774	142,139	20,953	163,091
Jul	59,405	66,287	809,797	135,639	3,791	6,980	3,733	497	998	15,999	125,643	32,707	158,350
Aug	36,259	40,446	1,001,597	130,527	6,206	2,718	3,417	1,020	490	13,851	160,337	32,002	192,339
Sep	36,498	27,560	840,640	119,001	3,538	4,116	1,859	322	541	10,376	214,822	33,281	248,103
Oct	36,374	20,169	721,871	170,664	6,338	3,798	2,913	296	672	14,017	147,212	14,202	161,414
Nov	56,117	30,434	685,738	321,103	3,353	4,662	2,385	324	1,505	12,228	149,153	16,507	165,660
Dec	18,894	13,674	770,191	547,399	7,147	4,895	2,781	840	3,658	19,321	244,599	23,737	268,336
TOTAL	387,513	386,697	8,765,320	3,923,359	80,862	56,340	45,141	5,732	17,989	206,064	1,941,235	233,256	2,174,491

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued
2012**

2012	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	93,122	6,764	91,168	2,881	10,872	204,807	6,001	15,770	6,740	28,511	302,635	6,892,105
Feb	33,122	1,538	91,834	2,523	8,478	137,496	4,425	12,280	4,555	21,259	221,866	5,903,789
Mar	43,125	2,873	75,325	2,177	3,478	126,978	2,887	8,465	6,279	17,630	278,569	6,376,019
Apr	55,354	2,630	93,330	2,102	4,066	157,482	4,249	10,374	7,886	22,509	325,636	5,563,588
May	70,469	3,286	64,786	2,729	5,111	146,382	4,045	11,623	7,506	23,174	284,459	5,492,567
Jun	51,570	3,414	77,974	10,101	8,615	151,674	1,821	7,746	5,816	15,383	281,921	6,331,505
Jul	59,949	5,551	92,883	4,249	5,844	168,476	4,199	16,960	16,623	37,783	482,583	6,881,187
Aug	64,031	4,274	88,199	2,275	9,770	168,549	3,240	8,737	6,954	18,931	317,586	6,438,855
Sep	63,449	3,992	78,672	2,507	7,426	156,046	4,410	9,393	5,126	18,928	237,961	5,220,053
Oct	69,109	2,848	103,557	2,411	4,782	182,708	3,746	12,567	10,888	27,201	248,997	5,533,340
Nov	43,437	2,312	105,724	2,947	6,257	160,678	4,983	11,177	8,605	24,765	199,952	5,713,099
Dec	52,965	4,867	115,360	8,509	9,942	191,644	8,062	30,197	14,778	53,037	303,177	7,317,796
TOTAL	699,703	44,349	1,078,814	45,411	84,643	1,952,920	52,068	155,288	101,755	309,111	3,485,343	73,663,903
DOMESTIC												
Jan	21,306	1,266	5,729	810	1,871	30,982	5,521	15,147	6,086	26,755	178,627	5,039,374
Feb	12,976	413	5,020	392	788	19,589	4,343	12,115	3,948	20,405	132,398	4,236,279
Mar	14,495	675	3,800	559	1,338	20,868	2,814	8,245	5,835	16,894	134,300	4,537,802
Apr	15,819	576	15,621	507	873	33,395	4,209	10,000	7,186	21,395	132,837	4,080,345
May	30,297	1,149	6,218	656	1,608	39,927	3,991	11,062	6,899	21,952	149,161	4,269,387
Jun	25,581	1,121	6,252	2,156	1,084	36,193	1,752	7,515	5,512	14,780	169,182	4,980,490
Jul	19,842	2,589	5,737	1,263	1,164	30,596	4,131	16,388	15,106	35,626	209,757	5,222,846
Aug	19,119	1,442	6,241	520	1,373	28,696	3,158	8,440	6,254	17,852	170,762	4,736,079
Sep	17,736	1,080	5,692	687	1,570	26,766	4,219	9,173	4,916	18,307	117,572	3,687,584
Oct	24,221	986	5,860	575	995	32,637	3,555	12,028	6,808	22,391	114,598	4,119,551
Nov	20,455	1,297	4,767	564	1,574	28,656	4,874	10,967	7,975	23,816	104,650	4,213,546
Dec	28,747	2,107	5,910	2,279	2,746	41,789	8,021	29,273	14,683	51,977	143,507	5,369,396
TOTAL	250,595	14,701	76,845	10,968	16,985	370,093	50,587	150,352	91,210	292,149	1,757,351	54,492,680
INTERNATIONAL												
Jan	71,816	5,498	85,439	2,070	9,002	173,825	480	623	653	1,756	124,008	1,852,731
Feb	20,146	1,125	86,815	2,131	7,690	117,907	82	165	607	854	89,467	1,667,510
Mar	28,630	2,198	71,525	1,618	2,140	106,110	73	220	443	736	144,269	1,838,217
Apr	39,535	2,054	77,710	1,595	3,193	124,086	40	374	700	1,114	192,800	1,483,243
May	40,172	2,137	58,568	2,074	3,503	106,455	55	561	607	1,222	135,298	1,223,180
Jun	25,989	2,293	71,722	7,945	7,532	115,481	68	231	303	603	112,739	1,351,015
Jul	40,106	2,962	87,147	2,986	4,680	137,880	68	572	1,517	2,157	272,826	1,658,340
Aug	44,912	2,832	81,957	1,756	8,397	139,854	82	297	700	1,079	146,823	1,702,775
Sep	45,713	2,912	72,980	1,820	5,856	129,281	191	220	210	621	120,390	1,532,469
Oct	44,888	1,862	97,698	1,836	3,787	150,071	191	539	4,080	4,810	134,399	1,413,789
Nov	22,983	1,015	100,957	2,383	4,683	132,021	109	210	630	949	95,301	1,499,553
Dec	24,218	2,761	109,450	6,230	7,197	149,855	41	924	95	1,060	159,670	1,948,400
TOTAL	449,109	29,649	1,001,968	34,443	67,658	1,582,827	1,481	4,936	10,545	16,962	1,727,992	19,171,224

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 10: Visitor Days Growth by Month and MMA
% change 2012 vs. 2011

% 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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	5.5%	3.0%	4.5%	15.6%	-14.1%	22.0%	6.9%	-19.3%	42.4%	4.2%	59.4%	78.6%	60.7%
Feb	3.7%	1.4%	11.9%	15.2%	9.5%	32.9%	24.7%	3.3%	33.3%	20.8%	61.4%	-3.6%	55.9%
Mar	9.3%	0.6%	27.7%	12.3%	10.8%	-15.7%	13.2%	30.3%	18.1%	10.6%	56.0%	12.5%	51.7%
Apr	2.9%	2.1%	32.3%	-0.9%	-3.1%	40.6%	-2.8%	17.8%	3.6%	4.0%	2.3%	-1.6%	1.9%
May	8.3%	9.2%	33.7%	2.9%	14.8%	-23.8%	25.3%	15.8%	2.1%	11.5%	35.6%	16.3%	33.6%
Jun	3.6%	9.5%	31.7%	1.8%	2.3%	-37.7%	-2.6%	-3.3%	39.4%	-2.7%	-10.1%	33.0%	-6.2%
Jul	4.5%	2.0%	15.3%	-1.2%	0.9%	5.8%	19.5%	10.0%	23.0%	11.8%	-6.0%	-26.8%	-10.9%
Aug	4.8%	8.8%	12.4%	-0.5%	12.3%	0.8%	7.9%	10.5%	-1.9%	8.0%	23.9%	39.9%	26.3%
Sep	3.3%	-2.8%	14.0%	-1.2%	7.2%	-2.9%	16.8%	3.3%	2.3%	8.4%	37.3%	119.1%	44.0%
Oct	7.2%	0.5%	15.5%	3.1%	16.2%	-1.3%	25.1%	-1.6%	-7.8%	12.0%	29.1%	4.6%	26.4%
Nov	12.2%	6.3%	20.3%	12.1%	7.7%	-23.3%	20.3%	21.2%	27.2%	11.1%	16.6%	98.4%	21.5%
Dec	6.5%	5.4%	10.3%	3.8%	-7.3%	28.5%	17.8%	39.4%	35.5%	14.2%	33.2%	18.2%	31.7%
TOTAL	5.9%	3.9%	17.8%	7.6%	5.0%	0.3%	14.5%	9.2%	16.0%	9.4%	25.0%	21.3%	24.6%
DOMESTIC													
Jan	5.3%	4.4%	-17.0%	-9.4%	-14.0%	14.9%	7.7%	-21.2%	31.4%	2.6%	40.8%	-9.3%	35.9%
Feb	5.0%	2.1%	-6.6%	-5.3%	0.9%	21.6%	12.6%	-0.5%	42.4%	12.6%	45.5%	10.0%	41.2%
Mar	10.2%	1.7%	1.0%	-6.6%	14.3%	-10.6%	14.8%	22.3%	17.2%	12.7%	38.6%	-15.5%	31.6%
Apr	4.0%	3.3%	-1.4%	6.5%	-11.5%	2.2%	-10.0%	15.0%	-3.3%	-7.2%	29.5%	129.3%	36.1%
May	8.9%	8.9%	3.7%	-4.3%	9.2%	-7.9%	26.3%	11.6%	5.1%	13.4%	22.9%	43.5%	24.7%
Jun	3.1%	7.3%	-4.9%	19.7%	4.1%	14.7%	-5.1%	-4.8%	37.3%	5.2%	17.6%	18.3%	17.7%
Jul	3.4%	0.7%	1.5%	8.9%	-0.9%	21.1%	17.9%	8.6%	22.2%	12.5%	22.1%	22.2%	22.1%
Aug	6.4%	8.9%	1.2%	2.6%	8.9%	9.1%	7.3%	8.8%	0.2%	7.6%	23.3%	36.1%	25.2%
Sep	2.8%	-2.2%	3.4%	-7.5%	5.9%	3.1%	16.6%	6.0%	3.0%	8.9%	43.3%	77.5%	45.8%
Oct	7.6%	0.4%	13.0%	-1.1%	9.0%	22.3%	24.7%	-2.0%	-5.6%	12.5%	31.7%	50.8%	33.2%
Nov	10.9%	5.4%	15.8%	1.9%	7.7%	-9.0%	20.0%	18.6%	28.5%	15.1%	24.1%	8.4%	22.7%
Dec	8.0%	5.9%	12.8%	-3.3%	-7.2%	4.4%	19.6%	34.1%	39.7%	13.1%	37.8%	13.7%	35.5%
TOTAL	6.2%	4.0%	2.1%	-2.3%	2.3%	8.3%	13.3%	7.5%	15.7%	9.2%	31.0%	30.8%	30.9%
INTERNATIONAL													
Jan	19.5%	-48.1%	4.7%	35.1%	-14.4%	41.4%	1.3%	20.0%	245.1%	13.0%	65.1%	128.5%	68.6%
Feb	-77.9%	-28.9%	12.0%	29.6%	60.3%	53.3%	227.4%	100.4%	-49.4%	73.8%	63.4%	-6.2%	57.7%
Mar	-54.1%	-52.3%	27.9%	25.2%	7.0%	-33.8%	-0.1%	219.0%	23.0%	5.1%	58.1%	17.3%	54.2%
Apr	-73.0%	-36.1%	32.6%	-3.5%	80.2%	154.9%	49.3%	62.0%	219.4%	93.7%	-1.6%	-15.3%	-2.8%
May	-25.1%	28.6%	34.0%	10.5%	94.8%	-43.5%	15.1%	151.6%	-19.2%	-1.4%	38.4%	11.5%	35.5%
Jun	53.9%	129.2%	32.1%	-6.7%	-12.7%	-65.7%	36.6%	53.8%	62.0%	-37.5%	-14.3%	36.2%	-10.0%
Jul	115.8%	53.8%	15.4%	-11.5%	29.8%	-21.2%	45.5%	77.5%	59.9%	4.9%	-11.9%	-31.9%	-17.0%
Aug	-51.6%	4.8%	12.5%	-4.4%	57.6%	-35.6%	19.5%	209.1%	-43.2%	13.5%	24.0%	40.6%	26.5%
Sep	47.0%	-22.1%	14.1%	5.3%	34.6%	-15.5%	24.3%	-50.5%	-22.5%	0.3%	35.9%	127.6%	43.6%
Oct	-14.3%	10.7%	15.5%	8.6%	108.5%	-40.4%	35.1%	12.4%	-45.7%	7.3%	28.2%	-5.3%	24.4%
Nov	132.0%	55.4%	20.4%	21.7%	7.7%	-38.4%	25.8%	101.2%	13.9%	-13.0%	15.4%	123.6%	21.3%
Dec	-66.9%	-34.5%	10.2%	9.2%	-7.5%	190.0%	-5.8%	218.8%	14.0%	22.0%	32.7%	18.6%	31.3%
TOTAL	-14.0%	1.1%	17.9%	15.2%	21.9%	-14.8%	31.4%	75.0%	19.1%	11.3%	23.8%	19.7%	23.4%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 10: Visitor Days Growth by Month and MMA continued
% change 2012 vs. 2011

%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	151.1%	101.7%	24.8%	-31.4%	45.9%	63.7%	-6.5%	8.2%	91.2%	16.3%	-3.6%	8.0%
Feb	-14.6%	-36.7%	21.3%	-45.3%	67.0%	8.6%	27.7%	15.8%	48.0%	24.0%	-19.2%	5.8%
Mar	60.4%	41.2%	46.0%	-51.1%	-25.4%	41.7%	-7.0%	17.1%	53.1%	22.1%	13.8%	10.9%
Apr	101.7%	34.7%	76.2%	-4.0%	13.4%	78.7%	-12.4%	34.7%	-18.1%	1.5%	70.8%	8.5%
May	80.0%	51.8%	-9.1%	-17.9%	22.1%	21.8%	-1.0%	22.7%	22.7%	17.8%	8.3%	11.9%
Jun	66.2%	52.3%	33.9%	182.4%	50.6%	50.4%	-38.7%	20.9%	3.0%	2.4%	29.8%	9.3%
Jul	66.7%	-10.2%	30.7%	103.8%	-29.5%	36.3%	-19.1%	54.4%	12.5%	22.1%	103.3%	8.8%
Aug	45.2%	7.8%	43.5%	-48.5%	50.7%	39.9%	-2.7%	5.3%	26.0%	10.4%	41.0%	9.4%
Sep	-6.9%	110.7%	25.1%	37.9%	25.0%	10.9%	31.2%	-9.6%	-19.0%	-5.7%	26.8%	6.3%
Oct	30.8%	40.3%	21.4%	-24.1%	-21.1%	22.3%	9.3%	21.5%	65.9%	33.8%	1.8%	7.4%
Nov	18.8%	-29.0%	49.9%	-33.8%	-0.9%	32.6%	140.0%	40.5%	84.3%	68.5%	-9.9%	11.8%
Dec	27.8%	45.4%	44.5%	7.1%	79.7%	38.8%	-4.1%	48.4%	43.9%	35.9%	-27.1%	6.0%
TOTAL	45.9%	27.2%	32.5%	-1.8%	22.1%	35.3%	2.7%	24.9%	26.9%	21.1%	14.8%	8.6%
DOMESTIC												
Jan	86.9%	63.7%	-2.0%	7.3%	60.6%	55.4%	-13.0%	22.8%	77.3%	21.0%	9.6%	4.4%
Feb	-8.2%	-33.0%	12.4%	-16.8%	21.7%	-3.7%	28.4%	18.1%	28.3%	22.0%	1.9%	3.3%
Mar	-9.6%	-19.9%	-17.8%	8.6%	4.8%	-10.4%	-6.2%	15.2%	43.4%	18.7%	10.5%	5.9%
Apr	71.0%	-9.4%	209.3%	-30.1%	4.7%	102.5%	-12.6%	40.1%	-23.1%	0.5%	1.4%	4.1%
May	47.9%	15.3%	24.3%	-15.6%	74.3%	41.7%	-1.8%	23.3%	13.4%	14.8%	7.2%	8.8%
Jun	62.7%	1.4%	23.8%	177.5%	5.8%	52.8%	-40.8%	19.6%	0.8%	0.5%	9.5%	5.4%
Jul	51.6%	48.7%	3.3%	41.6%	42.1%	38.5%	-19.5%	55.7%	3.1%	17.5%	4.7%	3.3%
Aug	28.3%	16.9%	33.9%	37.7%	-0.3%	27.3%	-5.2%	3.5%	17.9%	6.3%	-10.7%	6.5%
Sep	0.6%	46.0%	58.1%	1.5%	97.8%	14.2%	27.9%	-6.1%	-21.6%	-5.3%	-23.6%	0.6%
Oct	21.1%	35.6%	50.1%	-31.2%	89.7%	25.6%	4.2%	18.6%	6.0%	12.1%	-21.8%	4.5%
Nov	16.8%	59.1%	25.4%	-20.4%	43.9%	19.8%	139.6%	40.1%	93.7%	70.3%	-15.6%	8.4%
Dec	27.4%	211.6%	-3.7%	57.5%	80.8%	29.2%	-4.4%	44.9%	44.3%	34.1%	-21.6%	6.0%
TOTAL	30.0%	34.8%	33.2%	22.4%	41.6%	31.1%	0.8%	26.6%	16.3%	18.1%	-4.4%	5.1%
INTERNATIONAL												
Jan	179.6%	113.1%	27.2%	-39.9%	43.2%	65.3%	566.7%	-72.2%	617.9%	-26.9%	-17.8%	19.0%
Feb	-18.3%	-38.0%	21.9%	-48.6%	73.7%	11.0%	-1.2%	-51.5%	na	101.8%	-38.1%	12.6%
Mar	163.7%	84.3%	52.2%	-58.9%	-36.7%	59.9%	-30.1%	214.3%	1264.1%	256.8%	17.1%	25.6%
Apr	117.2%	55.9%	62.2%	8.9%	16.0%	73.2%	2.6%	-33.7%	144.8%	25.3%	223.5%	22.9%
May	115.2%	83.1%	-11.7%	-18.6%	7.3%	15.8%	148.5%	11.8%	1922.2%	120.8%	9.6%	23.8%
Jun	69.8%	102.0%	34.8%	183.8%	60.4%	49.7%	558.9%	84.2%	66.7%	89.7%	79.6%	26.5%
Jul	75.4%	-33.3%	33.0%	150.3%	-37.4%	35.9%	13.9%	24.4%	1163.9%	237.1%	637.4%	30.5%
Aug	53.8%	3.7%	44.2%	-56.6%	64.4%	42.8%	na	103.0%	226.3%	199.1%	331.4%	18.5%
Sep	-9.5%	152.1%	23.1%	59.5%	13.8%	10.3%	207.5%	-64.9%	259.0%	-16.9%	258.1%	23.1%
Oct	36.7%	42.9%	20.0%	-21.6%	-31.6%	21.6%	1095.8%	166.2%	2753.1%	1230.7%	37.2%	17.1%
Nov	20.6%	-58.4%	51.2%	-36.3%	-10.3%	35.8%	160.3%	67.5%	14.0%	31.9%	-2.8%	22.5%
Dec	28.4%	3.3%	48.5%	-4.1%	79.2%	41.7%	295.4%	541.7%	-2.6%	320.9%	-31.4%	6.1%
TOTAL	56.6%	23.8%	32.5%	-7.6%	18.1%	36.3%	184.4%	-11.0%	483.4%	115.4%	44.2%	19.9%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air)
2012**

2012	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	SWITZER- LAND	TOTAL	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	224,646	150,095	109,175	64,071	2,539	1,138	2,293	434	903	7,307	20,609	1,310	21,919
Feb	219,286	144,577	114,438	64,237	2,757	1,314	2,761	425	855	8,111	14,379	928	15,307
Mar	262,042	161,450	122,281	73,021	4,105	987	3,077	388	834	9,390	17,859	1,264	19,123
Apr	274,190	121,343	94,190	44,861	3,403	1,527	2,706	482	935	9,053	20,337	1,725	22,062
May	262,000	140,925	106,289	22,951	3,580	1,183	3,533	554	1,082	9,931	19,689	1,957	21,645
Jun	283,894	177,016	116,845	16,025	3,481	1,348	2,375	768	963	8,936	18,969	2,804	21,773
Jul	299,255	168,263	132,216	25,394	4,397	2,353	3,645	1,146	2,295	13,836	19,359	3,230	22,590
Aug	305,382	143,122	158,796	27,232	5,728	2,112	4,376	3,331	1,173	16,719	20,611	3,340	23,951
Sep	230,680	110,062	133,339	19,145	5,552	1,571	4,518	1,238	1,466	14,345	28,742	3,008	31,750
Oct	254,703	117,232	127,096	28,592	4,476	1,634	4,359	945	1,340	12,755	23,566	2,510	26,076
Nov	274,160	116,498	121,707	44,357	2,582	1,230	3,183	455	1,023	8,474	18,469	1,712	20,182
Dec	288,585	149,044	129,282	69,259	3,064	1,861	3,218	920	1,330	10,393	24,560	2,101	26,661
TOTAL	3,178,824	1,699,625	1,465,654	499,144	45,664	18,258	40,044	11,085	14,200	129,252	247,150	25,889	273,039
DOMESTIC													
Jan	218,260	146,593	458	21,523	1,876	554	1,985	386	752	5,553	6,051	381	6,432
Feb	218,045	141,208	522	22,845	2,169	835	2,475	382	688	6,548	2,183	165	2,348
Mar	260,233	159,207	631	27,179	2,433	528	2,741	332	647	6,680	2,329	176	2,505
Apr	272,907	118,421	460	12,994	2,873	762	2,220	433	770	7,058	3,980	417	4,397
May	259,482	136,867	626	11,379	3,205	538	3,232	499	881	8,354	4,426	452	4,877
Jun	279,628	167,063	614	5,829	3,139	655	2,176	729	888	7,588	4,124	544	4,668
Jul	292,187	159,625	652	13,802	3,958	1,289	3,365	1,089	2,201	11,902	5,313	744	6,058
Aug	299,596	137,143	835	16,144	5,300	1,659	4,174	3,229	1,124	15,485	4,391	659	5,050
Sep	226,537	105,919	634	9,076	5,211	885	4,349	1,201	1,419	13,065	7,614	641	8,255
Oct	250,640	114,991	607	15,248	3,969	1,055	4,145	911	1,256	11,337	6,851	654	7,505
Nov	269,745	112,897	573	19,515	2,201	564	2,932	410	918	7,026	3,481	270	3,752
Dec	285,935	146,765	707	28,000	2,528	882	2,909	850	1,212	8,381	3,679	289	3,968
TOTAL	3,133,196	1,646,697	7,319	203,533	38,862	10,206	36,703	10,450	12,757	108,979	54,423	5,392	59,815
INTERNATIONAL													
Jan	6,386	3,502	108,717	42,548	663	584	308	48	151	1,754	14,558	929	15,487
Feb	1,241	3,369	113,916	41,392	588	479	286	43	167	1,563	12,196	763	12,959
Mar	1,809	2,243	121,650	45,842	1,672	459	336	56	187	2,710	15,530	1,088	16,618
Apr	1,283	2,922	93,730	31,867	530	765	486	49	165	1,995	16,357	1,308	17,665
May	2,518	4,058	105,663	11,572	375	645	301	55	201	1,577	15,263	1,505	16,768
Jun	4,266	9,953	116,231	10,196	342	693	199	39	75	1,348	14,845	2,260	17,105
Jul	7,068	8,638	131,564	11,592	439	1,064	280	57	94	1,934	14,046	2,486	16,532
Aug	5,786	5,979	157,961	11,088	428	453	202	102	49	1,234	16,220	2,681	18,901
Sep	4,143	4,143	132,705	10,069	341	686	169	37	47	1,280	21,128	2,367	23,495
Oct	4,063	2,241	126,489	13,344	507	579	214	34	84	1,418	16,715	1,856	18,571
Nov	4,415	3,601	121,134	24,842	381	666	251	45	105	1,448	14,988	1,442	16,430
Dec	2,650	2,279	128,575	41,259	536	979	309	70	118	2,012	20,881	1,812	22,693
TOTAL	45,628	52,928	1,458,335	295,611	6,802	8,052	3,341	635	1,443	20,273	192,727	20,497	213,224

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued
2012**

2012	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	14,057	550	11,828	375	1,199	28,009	473	1,256	580	2,309	25,165	632,697
Feb	5,704	179	12,578	336	477	19,273	427	1,039	461	1,928	22,841	609,997
Mar	5,499	329	10,739	278	515	17,359	273	710	633	1,615	25,015	691,297
Apr	9,600	307	12,451	359	556	23,273	402	896	866	2,164	25,319	616,456
May	11,911	419	9,772	479	636	23,216	355	1,237	731	2,322	25,876	615,156
Jun	10,190	380	12,387	1,422	1,027	25,406	211	743	563	1,517	27,846	679,258
Jul	11,443	661	13,626	415	713	26,859	393	1,541	1,486	3,420	32,960	724,793
Aug	10,486	474	10,831	306	684	22,781	227	809	641	1,678	29,181	728,842
Sep	12,130	368	12,045	272	505	25,320	402	838	461	1,702	22,558	588,900
Oct	11,125	371	14,654	487	674	27,311	319	1,132	769	2,221	22,731	618,717
Nov	7,100	323	17,297	483	802	26,005	214	795	519	1,528	21,580	634,490
Dec	7,622	554	15,130	877	981	25,165	330	1,739	1,047	3,115	25,037	726,541
TOTAL	116,866	4,915	153,338	6,089	8,769	289,977	4,027	12,734	8,758	25,519	306,110	7,867,143
DOMESTIC												
Jan	3,220	128	691	102	140	4,281	441	1,167	552	2,160	13,046	418,307
Feb	2,428	54	699	62	86	3,328	421	1,024	435	1,881	12,375	409,099
Mar	2,339	104	584	70	190	3,286	268	690	614	1,571	13,031	474,324
Apr	3,143	77	658	69	120	4,067	397	862	836	2,095	13,354	435,754
May	5,241	157	822	84	176	6,479	351	1,186	705	2,241	14,364	444,670
Jun	4,532	138	857	366	143	6,036	206	722	550	1,478	15,247	488,151
Jul	3,458	256	730	134	128	4,707	388	1,489	1,421	3,298	19,674	511,905
Aug	3,526	202	853	75	198	4,854	221	782	611	1,615	15,807	496,529
Sep	3,275	144	634	77	121	4,251	388	818	452	1,659	11,450	380,845
Oct	4,526	146	737	79	119	5,607	305	1,083	701	2,090	11,180	419,205
Nov	3,285	147	690	93	199	4,414	206	781	492	1,479	10,210	429,610
Dec	3,871	233	807	245	288	5,445	327	1,655	1,028	3,009	12,417	494,627
TOTAL	42,843	1,786	8,762	1,456	1,908	56,755	3,920	12,258	8,398	24,576	162,156	5,403,025
INTERNATIONAL												
Jan	10,837	422	11,137	273	1,059	23,728	32	89	28	149	12,119	214,390
Feb	3,276	125	11,879	274	391	15,945	6	15	26	47	10,466	200,898
Mar	3,160	225	10,155	208	325	14,073	5	20	19	44	11,984	216,973
Apr	6,457	230	11,793	290	436	19,206	5	34	30	69	11,965	180,702
May	6,670	262	8,950	395	460	16,737	4	51	26	81	11,512	170,486
Jun	5,658	242	11,530	1,056	884	19,370	5	21	13	39	12,599	191,107
Jul	7,985	405	12,896	281	585	22,152	5	52	65	122	13,286	212,888
Aug	6,960	272	9,978	231	486	17,927	6	27	30	63	13,374	232,313
Sep	8,855	224	11,411	195	384	21,069	14	20	9	43	11,108	208,055
Oct	6,599	225	13,917	408	555	21,704	14	49	68	131	11,551	199,512
Nov	3,815	176	16,607	390	603	21,591	8	14	27	49	11,370	204,880
Dec	3,751	321	14,323	632	693	19,720	3	84	19	106	12,620	231,914
TOTAL	74,023	3,129	144,576	4,633	6,861	233,222	107	476	360	943	143,954	2,464,118

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 12: Visitor Arrivals Growth by Month and MMA
% change 2012 vs. 2011

% 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	SWITZER- LAND	TOTAL	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	4.1%	4.1%	4.3%	9.0%	4.2%	14.4%	8.0%	-4.9%	32.7%	9.2%	55.1%	34.7%	53.7%
Feb	2.6%	2.0%	9.1%	9.6%	0.1%	-0.9%	16.7%	-2.0%	34.0%	7.9%	53.0%	20.3%	50.5%
Mar	10.1%	1.3%	29.3%	6.8%	-14.6%	25.7%	18.1%	16.0%	19.0%	1.7%	61.8%	25.4%	58.7%
Apr	1.6%	0.6%	35.8%	0.9%	-12.7%	9.4%	-7.4%	9.5%	-3.5%	-5.9%	12.0%	14.2%	12.2%
May	7.8%	7.0%	37.3%	-2.7%	7.4%	1.0%	36.4%	17.7%	13.0%	16.5%	23.1%	22.9%	23.1%
Jun	3.5%	10.6%	23.0%	-0.8%	1.3%	22.0%	-2.6%	6.1%	10.7%	4.2%	12.3%	44.7%	15.6%
Jul	3.5%	0.9%	18.4%	-0.3%	-0.4%	15.6%	20.3%	6.5%	13.4%	10.0%	14.4%	-1.8%	11.8%
Aug	7.0%	9.1%	15.3%	-0.8%	7.0%	11.5%	9.8%	0.6%	-3.8%	6.1%	26.5%	33.0%	27.3%
Sep	2.5%	-1.7%	8.5%	-2.6%	0.7%	20.8%	14.2%	1.1%	8.6%	7.5%	47.0%	40.0%	46.3%
Oct	9.2%	-2.7%	16.5%	-3.3%	12.1%	2.0%	20.6%	-4.2%	-6.0%	9.8%	37.8%	28.0%	36.8%
Nov	13.6%	6.1%	21.2%	10.9%	4.4%	-2.0%	27.4%	22.7%	25.8%	14.4%	19.2%	21.0%	19.4%
Dec	8.6%	3.4%	13.4%	5.8%	-2.5%	10.7%	25.5%	48.3%	41.2%	16.1%	28.5%	30.5%	28.7%
TOTAL	6.1%	3.5%	18.0%	4.5%	0.2%	10.3%	15.4%	6.1%	12.8%	7.9%	30.6%	24.9%	30.0%
DOMESTIC													
Jan	4.2%	5.2%	-3.2%	-14.4%	-6.3%	22.4%	8.5%	-7.1%	23.2%	4.6%	44.9%	-5.9%	40.4%
Feb	4.3%	2.4%	-10.8%	-9.2%	-1.6%	7.0%	15.3%	-7.2%	25.6%	7.5%	44.8%	-3.3%	39.9%
Mar	11.4%	2.1%	-3.2%	-8.4%	13.7%	6.4%	18.8%	4.9%	5.4%	13.7%	36.8%	-22.9%	29.8%
Apr	2.8%	1.1%	13.4%	3.6%	-13.6%	-9.7%	-9.7%	5.8%	-12.1%	-10.8%	31.6%	107.2%	36.3%
May	8.6%	6.6%	11.4%	-6.4%	4.7%	-4.2%	35.2%	10.2%	1.5%	13.9%	24.9%	29.4%	25.3%
Jun	3.7%	7.6%	2.8%	16.3%	1.6%	30.3%	-5.6%	4.5%	11.3%	2.6%	16.9%	46.8%	19.8%
Jul	2.8%	-1.3%	-4.6%	7.1%	-2.5%	18.3%	19.7%	4.8%	13.2%	8.7%	24.0%	28.5%	24.5%
Aug	8.3%	9.4%	6.9%	3.6%	6.2%	12.7%	9.0%	-0.5%	-4.7%	5.2%	19.0%	37.6%	21.2%
Sep	2.8%	-2.4%	-5.6%	-6.0%	-1.2%	8.8%	13.6%	0.7%	7.6%	5.2%	43.5%	60.4%	44.7%
Oct	9.4%	-2.0%	-2.3%	-8.1%	10.6%	16.5%	19.9%	-4.6%	-8.3%	10.3%	30.2%	66.9%	32.7%
Nov	13.6%	5.7%	2.8%	5.0%	5.7%	7.8%	25.3%	17.9%	21.2%	16.1%	25.2%	-4.4%	22.5%
Dec	9.3%	4.1%	1.5%	0.9%	-8.8%	5.3%	22.1%	44.3%	37.6%	12.3%	48.8%	25.4%	46.8%
TOTAL	6.7%	3.3%	0.4%	-3.4%	0.7%	10.0%	14.4%	3.8%	8.4%	7.1%	31.9%	31.9%	31.9%
INTERNATIONAL													
Jan	1.3%	-27.1%	4.3%	26.6%	52.8%	7.7%	5.1%	17.1%	115.7%	27.1%	59.7%	63.6%	59.9%
Feb	-73.4%	-11.1%	9.2%	23.7%	7.1%	-12.3%	29.4%	95.5%	85.6%	9.5%	54.5%	27.0%	52.6%
Mar	-58.1%	-36.2%	29.5%	18.5%	-37.3%	58.8%	12.8%	211.1%	114.9%	-19.3%	66.3%	39.5%	64.3%
Apr	-69.8%	-16.7%	35.9%	-0.2%	-7.3%	38.6%	5.0%	58.1%	77.4%	16.6%	8.1%	-0.2%	7.4%
May	-37.9%	19.4%	37.5%	1.2%	37.4%	5.9%	50.5%	205.6%	123.3%	32.5%	22.6%	21.1%	22.5%
Jun	-11.5%	104.8%	23.1%	-8.5%	-1.2%	15.1%	49.6%	50.0%	4.2%	14.3%	11.1%	44.1%	14.5%
Jul	41.2%	71.2%	18.5%	-7.8%	24.4%	12.6%	28.4%	54.1%	20.5%	18.6%	11.2%	-8.3%	7.8%
Aug	-33.7%	2.6%	15.4%	-6.6%	17.3%	7.3%	29.5%	54.5%	25.6%	17.7%	28.6%	31.9%	29.1%
Sep	-13.0%	19.9%	8.6%	0.6%	42.7%	40.9%	30.0%	19.4%	51.6%	39.4%	48.3%	35.3%	46.9%
Oct	-2.6%	-30.3%	16.6%	2.8%	26.1%	-16.8%	35.4%	9.7%	50.0%	5.6%	41.2%	18.3%	38.5%
Nov	12.0%	22.4%	21.3%	16.0%	-2.1%	-9.0%	58.9%	95.7%	87.5%	6.6%	17.9%	27.3%	18.7%
Dec	-38.7%	-28.9%	13.5%	9.5%	43.7%	16.0%	70.7%	125.8%	93.4%	35.0%	25.5%	31.3%	25.9%
TOTAL	-23.1%	11.3%	18.1%	10.8%	-2.3%	10.8%	28.1%	69.3%	75.3%	12.4%	30.2%	23.2%	29.5%

NA = Not Applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 12: Visitor Arrivals Growth by Month and MMA continued
% change 2012 vs. 2011

%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	140.3%	35.5%	24.3%	-5.5%	26.4%	63.7%	-6.2%	33.2%	110.9%	34.1%	7.3%	7.8%
Feb	-12.8%	-31.9%	42.5%	8.8%	-14.8%	16.8%	28.5%	14.3%	32.8%	21.3%	-6.0%	5.3%
Mar	50.4%	14.1%	49.2%	-9.5%	-11.7%	44.3%	-5.3%	10.4%	53.4%	20.2%	20.3%	12.3%
Apr	107.6%	24.6%	66.4%	49.5%	34.1%	78.9%	-18.2%	25.2%	-22.3%	-6.8%	34.7%	8.6%
May	51.8%	43.2%	-3.7%	24.6%	-1.2%	20.2%	-20.9%	32.9%	35.6%	21.1%	0.1%	12.0%
Jun	72.7%	10.4%	60.6%	230.8%	53.7%	68.7%	2.6%	33.5%	-0.6%	14.2%	54.0%	11.8%
Jul	73.0%	26.0%	47.0%	56.8%	-6.1%	54.1%	-18.9%	58.5%	5.7%	19.4%	52.6%	8.5%
Aug	43.2%	16.2%	53.5%	24.0%	2.8%	45.1%	-15.8%	8.9%	3.1%	2.6%	61.0%	11.8%
Sep	15.7%	43.2%	32.0%	8.3%	-26.3%	21.7%	22.4%	-9.5%	-20.6%	-7.3%	41.5%	6.5%
Oct	27.5%	34.3%	21.6%	37.8%	4.5%	23.9%	9.1%	6.1%	19.8%	10.9%	7.9%	8.9%
Nov	-1.1%	-11.8%	43.4%	-10.6%	-16.7%	23.2%	19.6%	47.3%	2.9%	24.9%	11.6%	13.8%
Dec	8.9%	35.3%	24.8%	20.2%	51.0%	20.3%	45.7%	50.5%	9.8%	33.4%	-9.6%	8.4%
TOTAL	43.0%	20.4%	36.2%	36.7%	7.1%	37.4%	-0.6%	26.1%	10.0%	15.4%	20.0%	9.7%
DOMESTIC												
Jan	110.4%	12.4%	6.7%	27.8%	10.4%	71.4%	-11.0%	31.6%	111.5%	31.5%	7.3%	4.4%
Feb	-1.7%	-34.0%	13.1%	-11.1%	-11.3%	-0.2%	29.8%	14.8%	25.4%	20.3%	3.1%	2.9%
Mar	32.7%	10.2%	1.8%	-1.5%	24.2%	23.8%	-3.7%	9.7%	50.6%	19.5%	11.5%	7.0%
Apr	84.1%	-6.5%	24.5%	-21.4%	38.4%	63.1%	-18.8%	25.1%	-21.9%	-6.8%	-1.3%	2.5%
May	42.3%	12.5%	19.0%	-19.6%	33.6%	36.5%	-21.5%	30.8%	32.2%	18.8%	4.0%	8.0%
Jun	61.2%	-11.5%	31.7%	242.5%	0.5%	56.1%	0.6%	31.2%	2.1%	14.2%	8.7%	5.9%
Jul	44.7%	46.8%	10.4%	37.2%	17.8%	37.2%	-18.9%	56.7%	2.1%	16.9%	5.2%	2.3%
Aug	44.9%	24.6%	38.5%	39.4%	8.7%	40.8%	-18.0%	6.3%	3.8%	1.3%	-2.9%	8.3%
Sep	19.5%	56.7%	55.5%	-12.6%	2.3%	23.4%	20.3%	-8.7%	-21.0%	-7.4%	-20.0%	1.1%
Oct	31.8%	56.7%	49.6%	-27.7%	62.8%	33.5%	5.7%	2.4%	13.1%	6.2%	-20.3%	4.9%
Nov	1.7%	17.4%	43.3%	-25.3%	46.0%	7.7%	19.1%	46.3%	17.3%	31.3%	-14.1%	10.3%
Dec	11.7%	204.9%	3.9%	26.5%	73.8%	16.4%	45.0%	45.2%	9.5%	30.7%	-17.8%	6.8%
TOTAL	35.3%	28.3%	22.6%	22.7%	25.4%	32.3%	-1.9%	24.2%	9.2%	14.0%	-3.2%	5.4%
INTERNATIONAL												
Jan	150.9%	44.5%	25.6%	-13.9%	28.8%	62.3%	255.6%	58.9%	100.0%	88.6%	7.2%	15.3%
Feb	-19.5%	-30.9%	44.7%	14.6%	-15.6%	21.1%	-25.0%	-11.8%	NA	88.0%	-14.9%	10.6%
Mar	67.0%	16.0%	53.3%	-11.9%	-24.4%	50.1%	-50.0%	42.9%	280.0%	51.7%	31.7%	25.8%
Apr	121.4%	40.2%	69.6%	90.8%	32.9%	82.7%	66.7%	25.9%	-31.8%	-6.8%	127.4%	26.7%
May	60.3%	71.2%	-5.3%	41.1%	-10.2%	14.9%	100.0%	112.5%	333.3%	153.1%	-4.4%	24.2%
Jun	83.2%	28.7%	63.2%	226.9%	68.1%	73.1%	400.0%	250.0%	-53.6%	11.4%	210.8%	30.3%
Jul	89.0%	15.7%	49.8%	68.3%	-10.1%	58.2%	-16.7%	136.4%	333.3%	183.7%	358.3%	27.0%
Aug	42.4%	10.6%	55.0%	19.7%	0.6%	46.4%	NA	285.7%	-9.1%	57.5%	624.5%	20.3%
Sep	14.4%	35.8%	30.9%	19.6%	-32.3%	21.4%	133.3%	-33.3%	0.0%	-4.4%	582.3%	18.0%
Oct	24.6%	23.0%	20.4%	67.2%	-3.0%	21.6%	250.0%	444.4%	209.1%	274.3%	63.8%	18.4%
Nov	-3.4%	-27.0%	43.4%	-6.3%	-27.1%	26.9%	33.3%	133.3%	-68.2%	-49.5%	52.7%	22.0%
Dec	6.1%	-3.6%	26.2%	17.9%	43.2%	21.4%	200.0%	425.0%	26.7%	231.3%	0.2%	12.1%
TOTAL	47.8%	16.3%	37.1%	41.9%	2.9%	38.7%	91.1%	103.4%	30.4%	66.6%	64.5%	20.4%

NA = Not Applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	30,471,505	28,768,587	5.9%	30,083,992	28,318,232	6.2%	387,513	450,355	-14.0%
Total Visitors	3,178,824	2,994,731	6.1%	3,133,196	2,935,399	6.7%	45,628	59,332	-23.1%
PARTY SIZE									
One	558,745	530,764	5.3%	548,425	514,880	6.5%	10,320	15,883	-35.0%
Two	1,279,802	1,230,177	4.0%	1,264,100	1,207,030	4.7%	15,702	23,147	-32.2%
Three or more	1,340,277	1,233,791	8.6%	1,320,671	1,213,489	8.8%	19,606	20,302	-3.4%
Avg Party Size	2.05	2.06	-0.5%	2.05	2.06	-0.6%	2.00	1.84	8.5%
VISIT STATUS									
First-Time	588,852	556,097	5.9%	576,460	540,954	6.6%	12,392	15,144	-18.2%
Repeat	2,589,972	2,438,634	6.2%	2,556,737	2,394,446	6.8%	33,236	44,188	-24.8%
Average # of Trips	6.97	6.93	0.5%	7.01	6.99	0.3%	4.08	4.27	-4.5%
TRAVEL METHOD									
Group Tour	54,556	55,697	-2.0%	53,570	53,974	-0.7%	986	1,723	-42.8%
Package	638,779	660,726	-3.3%	630,929	652,316	-3.3%	7,850	8,410	-6.7%
Group Tour & Pkg	31,791	35,267	-9.9%	31,647	33,921	-6.7%	145	1,346	-89.2%
True Independent	2,517,281	2,313,576	8.8%	2,480,344	2,263,030	9.6%	36,937	50,546	-26.9%
ISLANDS VISITED									
O'ahu	1,393,321	1,318,505	5.7%	1,357,464	1,270,118	6.9%	35,856	48,387	-25.9%
Maui County	1,131,619	1,069,850	5.8%	1,119,891	1,059,813	5.7%	11,728	10,036	16.9%
...Maui	1,109,708	1,047,825	5.9%	1,098,158	1,037,966	5.8%	11,550	9,858	17.2%
...Moloka'i	21,709	22,010	-1.4%	21,225	21,818	-2.7%	484	193	151.1%
...Lāna'i	29,468	30,501	-3.4%	28,786	29,763	-3.3%	682	738	-7.6%
Kaua'i	553,222	517,849	6.8%	550,187	511,602	7.5%	3,035	6,247	-51.4%
Hawai'i Island	574,246	547,724	4.8%	568,655	538,181	5.7%	5,591	9,544	-41.4%
...Hilo	159,702	154,713	3.2%	158,389	150,071	5.5%	1,314	4,642	-71.7%
...Kona	508,908	485,783	4.8%	503,857	477,260	5.6%	5,051	8,524	-40.7%
LENGTH OF STAY									
O'ahu (days)	7.86	8.22	-4.4%	7.90	8.32	-5.1%	6.50	5.51	18.0%
Maui (days)	8.55	8.52	0.3%	8.56	8.54	0.3%	7.25	7.16	1.4%
Moloka'i (days)	6.13	4.43	38.6%	6.24	4.44	40.4%	1.71	2.49	-31.3%
Lāna'i (days)	4.16	3.96	5.0%	4.21	4.05	3.8%	2.25	0.28	694.7%
Kaua'i (days)	8.46	8.11	4.3%	8.47	8.15	4.0%	6.54	5.34	22.5%
Hawai'i Island (days)	8.88	8.37	6.1%	8.88	8.37	6.1%	8.66	8.30	4.3%
...Hilo (days)	5.46	4.66	17.0%	5.40	4.75	13.7%	12.70	1.94	556.0%
...Kona (days)	8.31	7.95	4.5%	8.33	7.95	4.8%	6.28	8.24	-23.8%
Statewide (days)	9.59	9.61	-0.2%	9.60	9.65	-0.5%	8.49	7.59	11.9%
ACCOMMODATIONS									
Hotel	1,582,217	1,496,700	5.7%	1,558,063	1,462,402	6.5%	24,154	34,297	-29.6%
...Hotel Only	1,343,903	1,273,000	5.6%	1,322,556	1,243,292	6.4%	21,348	29,708	-28.1%
Condo	726,226	687,487	5.6%	718,093	678,199	5.9%	8,133	9,288	-12.4%
...Condo Only	594,565	561,030	6.0%	587,143	555,279	5.7%	7,421	5,751	29.1%
Timeshare	432,913	419,244	3.3%	429,547	416,309	3.2%	3,367	2,935	14.7%
...Timeshare Only	343,334	333,544	2.9%	342,015	331,686	3.1%	1,318	1,857	-29.0%
Rental House	244,140	212,470	14.9%	242,757	208,911	16.2%	1,383	3,559	-61.1%
Bed & Breakfast	28,147	25,340	11.1%	27,596	24,971	10.5%	551	369	49.5%
Cruise Ship	25,662	27,723	-7.4%	25,662	26,811	-4.3%	0	912	-100.0%
Friends or Relatives	394,409	366,926	7.5%	385,669	356,505	8.2%	8,740	10,421	-16.1%
PURPOSE OF TRIP									
Pleasure (Net)	2,644,238	2,474,356	6.9%	2,610,065	2,436,083	7.1%	34,174	38,274	-10.7%
....Vacation	2,539,763	2,371,445	7.1%	2,508,454	2,336,143	7.4%	31,309	35,302	-11.3%
....Honeymoon	103,987	101,974	2.0%	101,315	100,333	1.0%	2,673	1,641	62.9%
....Get Married	32,707	32,229	1.5%	32,514	30,898	5.2%	193	1,330	-85.5%
MC&I (Net)	128,014	128,335	-0.3%	126,034	126,767	-0.6%	1,980	1,568	26.3%
....Convention/Conf.	78,401	76,799	2.1%	77,036	76,161	1.1%	1,366	638	114.0%
....Corp. Meetings	32,710	33,760	-3.1%	32,416	33,222	-2.4%	294	538	-45.4%
....Incentive	21,071	22,302	-5.5%	20,750	21,910	-5.3%	321	392	-18.0%
Other Business	142,123	136,464	4.1%	139,271	132,489	5.1%	2,852	3,975	-28.2%
Visit Friends/Relatives	364,607	341,758	6.7%	359,698	335,162	7.3%	4,909	6,596	-25.6%
Government/Military	34,354	37,405	-8.2%	32,805	33,662	-2.5%	1,548	3,743	-58.6%
Attend School	6,852	7,391	-7.3%	6,852	7,113	-3.7%	0	279	-100.0%
Sport Events	30,883	31,998	-3.5%	30,736	31,548	-2.6%	147	450	-67.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	4,640.1	4,142.8	12.0%						
Per Person Per Day (\$)	152.3	144.0	5.7%						
Per Person Per Trip (\$)	1,459.7	1,383.4	5.5%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)
2012**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	172,908	174,045	199,824	227,212	204,023	224,464	245,399	260,001	187,762	202,388	224,203	236,657	2,558,886
Alaska	10,347	8,271	10,229	5,857	5,558	3,488	2,900	3,155	2,478	5,147	9,256	12,515	79,200
California	107,047	105,684	126,461	158,534	149,012	172,468	198,438	206,098	142,849	146,106	151,008	154,132	1,817,836
Oregon	18,127	16,431	21,891	15,397	15,316	15,625	13,136	14,960	12,845	15,548	19,838	21,173	200,289
Washington	37,387	43,659	41,243	47,424	34,137	32,883	30,926	35,788	29,590	35,587	44,101	48,838	461,561
MOUNTAIN	45,352	44,000	60,409	45,695	55,459	55,164	46,788	39,595	38,775	48,253	45,542	49,278	574,311
Arizona	9,518	9,586	14,465	10,947	17,874	16,606	15,414	10,914	12,897	15,542	10,446	11,733	155,940
Colorado	11,112	10,691	17,147	10,567	13,490	13,724	10,308	8,497	8,754	12,217	10,999	12,659	140,166
Idaho	4,175	3,921	5,359	2,679	3,403	3,296	2,194	1,903	1,837	2,593	5,020	3,158	39,538
Montana	2,970	2,978	3,242	1,909	1,615	1,800	1,113	1,089	894	1,564	1,812	2,388	23,375
Nevada	5,876	5,741	6,715	7,779	7,445	7,969	8,683	9,054	6,904	6,703	7,090	8,066	88,025
New Mexico	2,067	1,849	2,917	1,866	2,874	3,293	2,694	1,781	2,077	2,027	1,756	2,534	27,736
Utah	8,712	8,444	9,044	9,097	8,122	7,706	5,851	5,925	5,060	7,118	7,555	7,915	90,549
Wyoming	923	791	1,520	851	637	771	530	432	351	488	864	824	8,981
TOTAL U.S. WEST	218,260	218,045	260,233	272,907	259,482	279,628	292,187	299,596	226,537	250,640	269,745	285,935	3,133,196

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

Air Visitor Characteristics by MMA and Selected Countries

**Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	17,852,102	17,178,727	3.9%	17,465,405	16,796,231	4.0%	386,697	382,496	1.1%
Total Visitors	1,699,625	1,642,279	3.5%	1,646,697	1,594,712	3.3%	52,928	47,567	11.3%
PARTY SIZE									
One	360,097	357,565	0.7%	351,022	346,613	1.3%	9,076	10,952	-17.1%
Two	785,696	768,335	2.3%	762,058	748,654	1.8%	23,637	19,680	20.1%
Three or more	553,832	516,379	7.3%	533,617	499,444	6.8%	20,215	16,935	19.4%
Avg Party Size	2.07	1.88	9.9%	2.07	1.88	10.0%	2.00	1.89	6.0%
VISIT STATUS									
First-Time	710,629	683,540	4.0%	685,309	665,130	3.0%	25,320	18,410	37.5%
Repeat	988,996	958,739	3.2%	961,388	929,582	3.4%	27,608	29,157	-5.3%
Average # of Trips	4.08	4.08	0.0%	4.14	4.12	0.5%	2.33	2.83	-17.5%
TRAVEL METHOD									
Group Tour	79,493	79,006	0.6%	76,870	76,789	0.1%	2,623	2,217	18.3%
Package	416,539	434,942	-4.2%	407,423	429,717	-5.2%	9,116	5,225	74.5%
Group Tour & Pkg	57,365	57,305	0.1%	54,865	55,930	-1.9%	2,500	1,375	81.8%
True Independent	1,260,957	1,185,636	6.4%	1,217,268	1,144,136	6.4%	43,689	41,500	5.3%
ISLANDS VISITED									
O'ahu	1,015,673	976,305	4.0%	969,394	934,407	3.7%	46,279	41,897	10.5%
Maui County	635,335	619,068	2.6%	624,525	608,010	2.7%	10,810	11,058	-2.2%
...Maui	622,452	606,430	2.6%	611,643	595,550	2.7%	10,810	10,880	-0.6%
...Moloka'i	14,918	17,032	-12.4%	14,918	15,880	-6.1%	0	1,152	-100.0%
...Lāna'i	24,902	26,998	-7.8%	24,304	25,605	-5.1%	598	1,392	-57.1%
Kaua'i	338,756	320,096	5.8%	334,162	314,125	6.4%	4,594	5,971	-23.1%
Hawai'i Island	380,022	366,155	3.8%	373,442	356,864	4.6%	6,581	9,291	-29.2%
...Hilo	155,620	152,710	1.9%	152,326	146,505	4.0%	3,293	6,205	-46.9%
...Kona	322,303	310,181	3.9%	317,080	302,350	4.9%	5,222	7,830	-33.3%
LENGTH OF STAY									
O'ahu (days)	7.96	7.46	6.7%	8.06	7.53	7.0%	5.88	5.92	-0.6%
Maui (days)	7.44	7.58	-1.9%	7.47	7.63	-2.1%	5.40	4.72	14.4%
Moloka'i (days)	4.49	3.73	20.3%	4.49	3.97	13.0%	0.00	0.40	-100.0%
Lāna'i (days)	3.61	3.46	4.4%	3.68	3.62	1.5%	1.00	0.43	133.4%
Kaua'i (days)	6.75	7.22	-6.5%	6.78	7.28	-6.9%	4.62	3.99	15.8%
Hawai'i Island (days)	7.08	7.72	-8.3%	7.12	7.76	-8.3%	5.23	6.28	-16.7%
...Hilo (days)	3.96	4.16	-4.9%	3.99	4.24	-6.1%	2.59	2.16	19.8%
...Kona (days)	6.44	7.07	-8.9%	6.47	7.10	-9.0%	4.96	5.74	-13.6%
Statewide (days)	10.50	10.46	0.4%	10.61	10.53	0.7%	7.31	8.04	-9.1%
ACCOMMODATIONS									
Hotel	1,067,703	1,037,741	2.9%	1,027,959	1,002,613	2.5%	39,744	35,127	13.1%
...Hotel Only	870,779	848,371	2.6%	836,194	820,449	1.9%	34,585	27,923	23.9%
Condo	250,986	242,638	3.4%	245,203	237,933	3.1%	5,784	4,705	22.9%
...Condo Only	172,875	169,640	1.9%	170,090	166,717	2.0%	2,785	2,923	-4.7%
Timeshare	189,990	182,179	4.3%	186,413	179,253	4.0%	3,577	2,926	22.2%
...Timeshare Only	138,437	132,466	4.5%	135,543	130,674	3.7%	2,894	1,792	61.5%
Rental House	103,322	90,369	14.3%	102,345	88,737	15.3%	977	1,632	-40.1%
Bed & Breakfast	21,464	20,416	5.1%	21,021	19,821	6.1%	443	595	-25.6%
Cruise Ship	68,058	67,708	0.5%	67,344	65,623	2.6%	714	2,085	-65.8%
Friends or Relatives	202,532	195,781	3.4%	196,860	190,788	3.2%	5,672	4,993	13.6%
PURPOSE OF TRIP									
Pleasure (Net)	1,332,544	1,271,468	4.8%	1,293,190	1,240,626	4.2%	39,354	30,842	27.6%
.....Vacation	1,238,849	1,175,655	5.4%	1,202,846	1,146,992	4.9%	36,002	28,663	25.6%
.....Honeymoon	96,455	98,770	-2.3%	93,159	97,066	-4.0%	3,296	1,704	93.5%
.....Get Married	18,745	20,051	-6.5%	18,335	18,808	-2.5%	410	1,243	-67.1%
MC&I (Net)	136,944	138,586	-1.2%	132,651	134,718	-1.5%	4,294	3,868	11.0%
.....Convention/Conf.	84,890	88,033	-3.6%	82,211	84,780	-3.0%	2,679	3,254	-17.7%
.....Corp. Meetings	28,306	26,204	8.0%	27,043	25,847	4.6%	1,263	357	254.0%
.....Incentive	29,734	30,235	-1.7%	29,382	29,978	-2.0%	352	258	36.5%
Other Business	70,330	68,541	2.6%	68,943	66,390	3.8%	1,387	2,151	-35.5%
Visit Friends/Relatives	202,864	195,588	3.7%	195,833	192,003	2.0%	7,030	3,585	96.1%
Government/Military	46,406	52,586	-11.8%	44,544	47,400	-6.0%	1,862	5,186	-64.1%
Attend School	3,948	4,129	-4.4%	3,900	3,917	-0.5%	48	211	-77.1%
Sport Events	19,121	19,959	-4.2%	18,976	19,381	-2.1%	145	578	-74.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,434.2	3,108.2	10.5%						
Per Person Per Day (\$)	192.4	180.9	6.3%						
Per Person Per Trip (\$)	2,020.6	1,892.6	6.8%						

Source: Hawai'i Tourism Authority

**Table 16: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air)
2012**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	30,656	27,199	28,092	11,584	14,819	14,402	12,665	9,704	9,077	12,084	12,738	17,671	200,691
Iowa	4,999	4,083	3,729	1,330	1,684	1,871	1,785	994	1,143	1,489	1,665	2,615	27,387
Kansas	2,777	2,181	2,920	1,449	2,568	2,182	2,178	1,412	1,356	1,707	1,555	2,077	24,362
Minnesota	12,277	11,484	13,075	4,349	3,290	3,456	2,628	3,107	2,400	3,871	4,283	6,021	70,241
Missouri	4,496	4,032	4,651	2,639	4,430	4,449	4,254	2,792	2,871	3,051	3,066	3,645	44,377
Nebraska	2,584	2,478	1,841	979	1,729	1,363	1,193	807	769	1,060	1,105	1,651	17,558
N. Dakota	1,811	1,653	875	421	437	563	320	250	258	435	538	875	8,434
S. Dakota	1,711	1,289	1,000	417	681	518	307	341	282	470	526	787	8,331
W.S. CENTRAL	19,076	17,024	27,209	18,140	29,525	40,773	38,877	26,230	20,734	19,124	19,515	24,056	300,282
Arkansas	1,247	879	1,318	791	1,389	1,529	1,475	918	867	859	886	987	13,145
Louisiana	1,083	936	1,011	1,450	2,391	2,425	2,074	1,350	1,210	1,108	1,103	1,262	17,404
Oklahoma	2,118	1,993	2,751	1,597	3,525	3,233	3,074	1,738	1,896	1,881	1,611	2,206	27,621
Texas	14,628	13,216	22,129	14,302	22,219	33,586	32,254	22,224	16,760	15,277	15,916	19,602	242,112
E.N. CENTRAL	35,276	36,470	41,886	25,291	24,322	30,993	26,625	22,215	20,286	23,989	23,818	33,088	344,260
Illinois	13,254	12,544	16,055	8,439	9,058	11,716	11,351	9,104	7,922	8,886	9,923	14,705	132,958
Indiana	3,773	3,626	4,556	2,370	3,313	4,358	3,300	1,950	2,497	3,288	2,801	3,491	39,323
Michigan	6,272	7,867	7,918	4,906	4,425	4,552	3,850	4,082	3,289	4,161	4,036	6,104	61,461
Ohio	5,463	6,308	6,781	5,068	4,947	7,524	5,927	4,645	4,552	4,700	3,908	5,360	65,183
Wisconsin	6,514	6,125	6,576	4,509	2,579	2,844	2,196	2,434	2,026	2,954	3,150	3,428	45,334
E.S. CENTRAL	6,387	5,385	6,880	5,570	9,055	10,152	7,290	4,843	5,438	5,979	4,934	6,197	78,110
Alabama	1,333	1,114	1,545	1,474	2,360	2,452	1,832	1,358	1,396	1,380	1,496	1,582	19,321
Kentucky	1,904	1,591	1,617	1,402	1,904	2,595	1,806	1,023	1,301	1,490	1,087	1,516	19,238
Mississippi	728	568	701	508	1,032	1,306	776	511	498	546	587	562	8,323
Tennessee	2,422	2,112	3,017	2,186	3,758	3,798	2,875	1,951	2,244	2,563	1,764	2,537	31,227
NEW ENGLAND	9,091	10,865	8,679	9,597	7,439	8,386	9,584	10,201	6,448	8,287	6,905	9,658	105,140
Connecticut	1,999	2,059	1,937	2,231	1,741	2,118	2,885	2,927	1,580	2,009	1,566	2,214	25,268
Maine	872	967	722	798	550	540	459	449	501	569	653	687	7,766
Massachusetts	4,292	5,297	4,244	4,570	3,751	4,266	4,605	5,356	3,108	4,099	3,220	5,137	51,946
New Hampshire	919	1,218	797	925	597	680	760	595	620	771	602	736	9,221
Rhode Island	517	652	512	551	456	476	546	575	366	471	472	502	6,099
Vermont	492	671	466	521	344	305	329	298	273	367	393	382	4,840

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

Source: Hawai'i Tourism Authority

**Table 16: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air) continued
2012**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	19,179	20,273	17,933	20,063	19,083	22,297	26,750	32,483	17,701	18,744	18,250	24,062	256,818
New Jersey	4,554	4,508	4,293	5,864	5,053	6,140	7,629	10,339	4,489	4,639	5,030	6,080	68,618
New York	9,218	10,346	7,718	9,453	8,236	8,866	11,832	15,704	8,383	8,729	8,508	12,703	119,696
Pennsylvania	5,408	5,419	5,922	4,747	5,794	7,291	7,289	6,440	4,829	5,375	4,711	5,279	68,504
S. ATLANTIC	26,928	23,992	28,528	28,176	32,624	40,060	37,834	31,466	26,235	26,785	26,736	32,034	361,396
Delaware	702	590	691	542	652	682	696	1,104	527	640	738	1,207	8,771
Washington,D.C.	465	387	379	429	374	451	433	502	340	355	421	370	4,904
Florida	6,651	5,808	7,344	7,452	8,928	10,858	10,286	7,584	7,748	7,465	6,923	8,071	95,117
Georgia	3,721	3,719	4,123	4,291	6,155	6,396	5,987	3,498	4,144	3,756	4,032	4,931	54,755
Maryland	3,727	3,349	4,037	3,682	3,913	5,336	5,293	4,979	3,246	3,533	3,495	4,381	48,971
N. Carolina	3,493	3,028	3,404	3,680	3,933	5,222	4,249	3,219	3,050	3,785	3,549	3,849	44,461
S. Carolina	1,570	1,348	1,596	1,358	1,691	2,414	2,083	1,196	1,337	1,531	1,283	1,742	19,149
Virginia	6,189	5,356	6,485	6,242	6,325	7,974	8,152	8,908	5,428	5,385	5,915	7,088	79,447
West Virginia	409	408	469	500	652	728	656	476	414	333	379	395	5,820
TOTAL U.S. EAST	146,593	141,208	159,207	118,421	136,867	167,063	159,625	137,143	105,919	114,991	112,897	146,765	1,646,697

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 17: Domestic U.S. Visitors by State (Arrivals by Air)
2001 - 2012**

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
PACIFIC COAST	2,558,886	2,375,475	2,321,329	2,143,635	2,171,206	2,558,488	2,541,078	2,432,433	2,234,261	2,103,543	2,001,726	1,908,057
Alaska	79,200	79,218	69,175	66,076	56,075	46,577	40,737	39,349	36,835	36,954	41,630	41,545
California	1,817,836	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	200,289	204,240	196,533	176,912	172,079	179,235	165,178	152,462	135,943	128,894	121,245	123,511
Washington	461,561	462,160	437,835	410,167	386,002	385,846	337,413	321,074	293,786	271,022	268,483	274,120
MOUNTAIN	574,311	559,924	538,453	523,423	551,782	640,831	635,764	554,935	486,249	459,975	430,499	390,046
Arizona	155,940	148,450	147,722	140,163	152,122	190,089	198,471	151,642	127,014	123,746	110,926	97,564
Colorado	140,166	139,448	134,163	128,870	133,645	145,590	140,728	135,564	126,243	124,514	121,257	107,933
Idaho	39,538	38,753	35,261	36,626	36,683	41,222	36,782	32,752	28,598	26,550	24,013	24,568
Montana	23,375	23,572	20,863	19,268	20,218	20,105	19,928	19,391	16,774	15,902	15,393	15,264
Nevada	88,025	81,518	76,986	73,561	76,733	96,806	100,014	91,186	81,437	69,986	61,486	54,879
New Mexico	27,736	26,559	26,953	25,837	26,802	31,595	30,468	27,699	24,030	23,678	21,595	18,549
Utah	90,549	92,049	87,841	90,179	96,306	105,904	100,467	88,584	74,862	68,734	69,565	65,648
Wyoming	8,981	9,574	8,664	8,919	9,274	9,519	8,907	8,117	7,292	6,865	6,265	5,640
W.N. CENTRAL	200,691	200,784	189,866	185,516	203,438	220,179	226,088	224,273	210,413	194,497	183,216	193,575
Iowa	27,387	26,102	23,682	23,443	25,851	28,324	28,709	28,221	27,762	24,269	21,938	22,236
Kansas	24,362	26,017	23,904	23,888	25,676	28,674	28,462	28,442	24,824	23,109	20,880	22,579
Minnesota	70,241	71,518	68,358	66,000	75,400	79,874	82,888	84,560	80,866	74,975	72,706	79,592
Missouri	44,377	43,465	42,769	42,492	46,298	50,764	52,998	50,363	47,504	44,829	43,136	45,285
Nebraska	17,558	17,393	16,261	16,031	16,360	17,918	18,263	18,429	16,644	15,421	13,936	13,170
N. Dakota	8,434	7,724	6,947	6,004	6,137	6,291	6,391	6,356	5,846	5,173	4,370	4,806
S. Dakota	8,331	8,565	7,947	7,658	7,716	8,333	8,377	7,901	6,967	6,721	6,249	5,907
W.S. CENTRAL	300,282	286,962	282,848	275,802	267,355	297,700	295,493	272,439	261,919	247,914	233,376	219,875
Arkansas	13,145	13,487	13,923	14,013	13,264	14,978	16,455	15,886	14,435	12,776	12,645	11,590
Louisiana	17,404	17,435	17,258	17,636	18,090	21,783	23,243	20,237	19,348	18,138	16,782	15,529
Oklahoma	27,621	27,106	27,061	26,122	26,495	30,514	29,759	26,746	26,247	24,355	25,548	21,587
Texas	242,112	228,934	224,606	218,032	209,506	230,425	226,037	209,570	201,889	192,644	178,400	171,169
E.N. CENTRAL	344,260	345,118	330,498	320,607	364,099	407,255	427,680	436,299	412,006	376,857	369,468	378,159
Illinois	132,958	132,196	126,637	120,274	135,097	147,619	153,809	151,806	145,933	139,209	132,686	132,909
Indiana	39,323	39,743	38,066	36,477	42,069	48,920	51,666	52,721	49,681	41,640	41,267	42,441
Michigan	61,461	60,818	58,515	57,369	66,683	75,859	81,670	84,412	83,296	75,321	75,659	84,999
Ohio	65,183	65,880	65,021	62,085	72,598	82,220	86,523	88,463	82,869	74,957	74,538	72,644
Wisconsin	45,334	46,482	42,259	44,402	47,652	52,636	54,012	58,897	50,226	45,729	45,317	45,166
E.S. CENTRAL	78,110	76,712	79,106	75,076	82,880	97,862	101,872	99,269	91,958	82,810	81,117	70,810
Alabama	19,321	18,825	19,094	18,766	21,167	23,638	23,896	23,524	21,300	21,989	22,588	15,640
Kentucky	19,238	18,516	20,328	18,141	20,702	24,288	27,214	26,759	26,543	21,314	22,623	19,199
Mississippi	8,323	7,848	8,012	7,893	8,392	10,551	10,639	9,768	9,577	8,376	7,302	7,661
Tennessee	31,227	31,524	31,673	30,276	32,619	39,385	40,123	39,218	34,538	31,132	28,604	28,310
NEW ENGLAND	105,140	102,404	98,612	97,319	105,260	121,707	126,058	130,519	119,060	111,412	106,158	105,925
Connecticut	25,268	23,916	23,377	22,878	25,199	29,124	30,432	31,556	29,542	27,068	25,598	26,050
Maine	7,766	7,171	7,396	7,502	8,090	9,071	9,378	9,987	9,070	7,505	7,314	6,637
Massachusetts	51,946	50,919	48,390	48,169	51,109	59,146	61,421	62,914	57,438	55,620	53,890	53,597
New Hampshire	9,221	9,253	8,971	8,321	9,300	11,485	11,254	11,719	10,549	9,787	8,962	9,290
Rhode Island	6,099	6,204	5,914	5,703	6,512	7,175	7,993	8,339	7,620	6,752	6,300	6,251
Vermont	4,840	4,940	4,563	4,745	5,051	5,706	5,581	6,003	4,843	4,680	4,095	4,100
MID ATLANTIC	256,818	235,893	235,053	230,012	246,367	283,285	285,521	290,955	274,922	253,302	231,823	240,063
New Jersey	68,618	61,109	62,845	60,716	63,500	75,337	74,534	77,295	75,139	69,991	62,465	65,654
New York	119,696	108,282	107,152	106,446	112,367	127,397	129,946	134,627	127,142	118,881	108,392	113,547
Pennsylvania	68,504	66,502	65,056	62,850	70,500	80,551	81,041	79,032	72,640	64,431	60,965	60,862
S. ATLANTIC	361,396	346,839	344,047	336,216	369,270	429,746	447,991	431,427	386,662	345,012	324,573	316,337
Delaware	4,904	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.	8,771	9,258	4,586	7,618	7,529	8,116	6,031	7,930	7,345	6,724	6,918	6,309
Florida	95,117	89,414	86,636	85,249	96,993	121,870	127,551	121,877	105,560	93,543	87,385	83,717
Georgia	54,755	52,100	51,924	51,144	56,095	65,536	72,763	67,544	60,780	56,765	56,378	53,781
Maryland	48,971	47,393	46,816	47,283	50,590	59,903	61,832	60,660	54,455	48,981	44,653	43,543
N. Carolina	44,461	42,354	43,604	40,454	45,863	52,886	52,574	49,633	44,986	37,690	35,417	36,595
S. Carolina	19,149	18,300	18,556	17,529	19,373	23,053	22,845	21,450	19,297	16,275	16,091	16,114
Virginia	79,447	77,819	78,128	76,712	80,936	85,295	88,888	89,226	82,316	74,461	68,145	66,277
West Virginia	5,820	5,667	5,891	5,662	6,764	7,077	7,339	7,210	6,502	5,848	5,328	5,425
UNITED STATES	4,779,893	4,530,111	4,419,811	4,187,606	4,361,657	5,057,052	5,087,546	4,872,548	4,477,449	4,175,321	3,961,956	3,822,845

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air)
2012**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST- TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY- MOON	AVERAGE ISLES VISITED	# OF TRIPS
PACIFIC COAST	2,558,886	9.48	24,269,702	88.1%	57.5%	17.0%	42.5%	19.3%	3.7%	3.1%	1.14	7.24
Alaska	79,200	12.27	971,965	83.7%	46.6%	16.1%	33.2%	24.4%	3.8%	3.0%	1.19	7.14
California	1,817,836	9.01	16,371,169	88.1%	56.3%	17.1%	46.3%	16.4%	3.8%	3.1%	1.14	7.33
Oregon	200,289	10.53	2,109,389	88.0%	64.3%	17.2%	30.3%	26.5%	4.0%	3.3%	1.14	6.80
Washington	461,561	10.44	4,817,179	88.9%	60.9%	16.7%	34.6%	26.6%	3.4%	3.0%	1.13	7.09
MOUNTAIN	574,311	10.12	5,814,290	83.6%	53.2%	24.7%	40.8%	16.4%	5.3%	3.8%	1.22	5.99
Arizona	155,940	9.73	1,516,962	83.6%	53.1%	24.8%	43.6%	14.3%	5.4%	4.1%	1.22	5.90
Colorado	140,166	10.41	1,459,595	81.5%	58.6%	24.3%	40.5%	17.0%	5.5%	3.6%	1.24	5.97
Idaho	39,538	10.78	426,263	85.6%	60.3%	25.0%	34.2%	23.8%	5.3%	3.6%	1.18	5.56
Montana	23,375	11.74	274,317	84.1%	63.6%	28.1%	32.2%	25.0%	5.7%	3.9%	1.20	5.12
Nevada	88,025	9.79	861,949	86.1%	44.5%	22.4%	43.2%	14.1%	3.6%	4.1%	1.18	7.04
New Mexico	27,736	10.49	290,901	81.9%	54.1%	31.5%	43.4%	14.7%	6.4%	4.0%	1.24	5.07
Utah	90,549	9.78	885,447	83.9%	46.9%	23.5%	39.0%	16.3%	6.1%	3.7%	1.22	5.95
Wyoming	8,981	11.01	98,854	81.3%	58.1%	34.4%	38.5%	17.5%	6.0%	3.8%	1.26	4.79
WEST NORTH CENTRAL	200,691	10.80	2,167,421	74.2%	47.8%	38.8%	46.9%	14.0%	9.4%	4.8%	1.36	4.23
Iowa	27,387	10.68	292,556	70.7%	44.9%	42.5%	47.6%	13.3%	10.9%	4.8%	1.42	3.86
Kansas	24,362	10.13	246,668	75.6%	47.9%	40.2%	48.3%	13.1%	9.6%	4.7%	1.35	4.03
Minnesota	70,241	11.37	798,817	75.5%	52.1%	34.2%	44.0%	15.8%	8.6%	4.7%	1.33	4.65
Missouri	44,377	10.55	468,166	73.3%	43.7%	40.7%	47.6%	12.8%	8.3%	5.0%	1.39	4.05
Nebraska	17,558	10.20	179,092	74.3%	47.7%	40.0%	49.9%	13.1%	11.3%	4.7%	1.36	4.16
North Dakota	8,434	10.56	89,064	75.5%	43.9%	44.8%	53.9%	11.9%	11.0%	4.8%	1.35	3.63
South Dakota	8,331	11.17	93,058	74.1%	46.8%	42.0%	48.5%	15.1%	10.3%	4.4%	1.36	4.08
WEST SOUTH CENTRAL	300,282	9.63	2,890,805	76.7%	44.3%	40.1%	52.9%	10.9%	7.4%	5.0%	1.33	4.27
Arkansas	13,145	10.12	133,044	76.2%	39.8%	45.1%	47.8%	12.4%	9.5%	5.0%	1.37	3.67
Louisiana	17,404	9.73	169,411	72.0%	38.0%	50.9%	51.4%	9.8%	9.3%	6.9%	1.45	3.21
Oklahoma	27,621	9.93	274,375	77.3%	44.3%	41.2%	51.3%	12.5%	8.3%	5.3%	1.33	4.09
Texas	242,112	9.56	2,313,975	77.0%	45.0%	38.9%	53.5%	10.7%	7.1%	4.9%	1.32	4.39
EAST NORTH CENTRAL	344,260	10.80	3,717,402	70.7%	45.8%	40.6%	48.7%	12.7%	7.8%	5.9%	1.42	4.10
Illinois	132,958	10.27	1,364,917	72.4%	48.3%	36.8%	52.1%	12.0%	7.2%	6.0%	1.38	4.48
Indiana	39,323	10.58	416,058	71.2%	43.5%	43.7%	48.7%	12.9%	8.6%	5.6%	1.43	3.82
Michigan	61,461	11.75	721,872	69.9%	45.2%	41.8%	45.2%	13.9%	7.6%	6.3%	1.45	4.03
Ohio	65,183	10.79	703,348	68.4%	41.9%	44.7%	48.3%	11.5%	8.7%	6.0%	1.48	3.68
Wisconsin	45,334	11.28	511,208	70.1%	46.7%	41.8%	44.0%	14.8%	7.6%	5.1%	1.42	3.93
EAST SOUTH CENTRAL	78,110	10.27	802,545	72.9%	35.9%	45.9%	52.7%	9.6%	9.9%	5.6%	1.42	3.71
Alabama	19,321	10.08	194,725	74.3%	30.9%	46.7%	55.7%	8.4%	9.8%	5.1%	1.40	3.72
Kentucky	19,238	10.46	201,151	70.6%	37.1%	46.1%	51.3%	10.0%	9.8%	6.2%	1.47	3.65
Mississippi	8,323	9.94	82,707	76.3%	33.4%	51.3%	54.2%	9.8%	12.0%	5.5%	1.36	3.20
Tennessee	31,227	10.37	323,963	72.7%	39.0%	43.7%	51.3%	10.0%	9.5%	5.6%	1.41	3.88
NEW ENGLAND	105,140	11.81	1,241,220	69.0%	42.5%	40.9%	47.8%	10.3%	7.6%	6.7%	1.44	4.36
Connecticut	25,268	11.85	299,351	66.3%	39.4%	42.0%	50.6%	9.1%	7.7%	6.8%	1.49	4.19
Maine	7,766	13.45	104,438	75.0%	42.0%	37.2%	39.0%	13.4%	6.4%	4.1%	1.34	5.02
Massachusetts	51,946	11.30	587,082	68.3%	44.2%	41.6%	48.8%	10.2%	7.8%	7.6%	1.45	4.24
New Hampshire	9,221	12.48	115,118	70.8%	42.8%	41.0%	45.3%	10.9%	8.0%	5.4%	1.42	4.31
Rhode Island	6,099	11.97	73,008	70.6%	33.5%	41.2%	51.5%	8.5%	7.2%	6.0%	1.43	4.51
Vermont	4,840	12.85	62,223	75.9%	50.9%	33.3%	35.9%	14.0%	7.0%	3.8%	1.35	5.28
MIDDLE ATLANTIC	256,818	10.85	2,787,062	65.6%	37.6%	46.7%	52.5%	7.6%	6.9%	7.4%	1.52	3.69
New Jersey	68,618	10.68	732,688	63.2%	36.6%	45.5%	55.2%	7.2%	6.6%	7.3%	1.55	3.64
New York	119,696	10.82	1,294,779	66.4%	37.3%	46.8%	52.6%	7.3%	6.2%	7.9%	1.50	3.79
Pennsylvania	68,504	11.09	759,595	66.7%	39.2%	47.6%	49.6%	8.5%	8.3%	6.7%	1.52	3.55
SOUTH ATLANTIC	361,396	10.68	3,858,950	72.2%	33.6%	41.1%	52.4%	7.6%	8.7%	4.9%	1.42	4.36
Delaware	4,904	11.35	55,676	66.5%	36.7%	45.5%	48.7%	7.8%	7.9%	5.6%	1.51	3.85
D.C.	8,771	9.88	86,649	73.0%	36.8%	37.2%	52.9%	6.6%	8.2%	5.9%	1.34	4.87
Florida	95,117	10.98	1,044,310	70.2%	34.6%	42.1%	50.8%	7.3%	8.5%	5.0%	1.48	4.32
Georgia	54,755	10.35	566,738	74.2%	34.1%	42.9%	54.0%	8.9%	8.7%	4.6%	1.38	4.01
Maryland	48,971	10.62	519,914	71.4%	32.8%	39.2%	53.7%	7.3%	9.1%	4.9%	1.41	4.48
North Carolina	44,461	10.75	477,856	72.0%	38.4%	44.6%	49.3%	8.6%	10.1%	5.0%	1.42	3.81
South Carolina	19,149	11.20	214,422	72.5%	33.7%	45.6%	49.1%	8.4%	8.5%	4.9%	1.43	3.89
Virginia	79,447	10.43	829,026	74.2%	29.3%	36.3%	55.2%	6.7%	8.0%	4.7%	1.37	5.03
West Virginia	5,820	11.06	64,358	73.4%	36.1%	51.0%	52.9%	8.1%	10.4%	5.5%	1.44	3.21

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

Source: Hawai'i Tourism Authority

**Table 19: Market Penetration for Top U.S. MSAs (Arrivals by Air)
2012 vs. 2011**

RANK	METRO AREA	2012	2011	% Change	Population (1000) ¹	Est. 2012 Penetration per 1,000
1	LOS ANGELES-RIVERSIDE-ORANGE COUNTY, CA CMSA	687,876	640,214	7.4%	16,374	42.0
2	SAN FRANCISCO-OAKLAND-SAN JOSE, CA CMSA	649,946	564,165	15.2%	7,053	92.2
3	SEATTLE-TACOMA-BREMINGTON, WA CMSA	339,036	336,530	0.7%	3,554	95.4
4	SAN DIEGO, CA	177,175	155,775	13.7%	2,814	63.0
5	PORTLAND-SALEM, OR-WA CMSA	163,796	169,440	-3.3%	2,266	72.3
6	NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT-PA CMSA	160,106	142,550	12.3%	21,039	7.6
7	SACRAMENTO-YOLO, CA CMSA	118,119	108,180	9.2%	1,802	65.5
8	PHOENIX-MESA, AZ	112,533	106,951	5.2%	3,079	36.5
9	CHICAGO-GARY-KENOSHA, IL-IN-WI CMSA	110,630	109,729	0.8%	9,156	12.1
10	WASHINGTON-BALTIMORE, DC-MD-VA-WV CMSA	103,336	100,956	2.4%	7,604	13.6
11	DENVER-Boulder-Greeley, CO CMSA	93,345	92,960	0.4%	2,541	36.7
12	DALLAS-FORT WORTH, TX CMSA	83,823	81,368	3.0%	5,225	16.0
13	HOUSTON-GALVESTON-BRAZORIA, TX CMSA	67,395	60,284	11.8%	4,676	14.4
14	LAS VEGAS, NV-AZ	66,171	61,430	7.7%	1,559	42.4
15	BOSTON-WORCESTER-LAWRENCE-LOWELL-BROCKTON, MA-NH NECMA	56,014	54,951	1.9%	6,935	8.1
16	SALT LAKE CITY-OGDEN, UT	53,620	55,338	-3.1%	1,334	40.2
17	MINNEAPOLIS-SAINT PAUL, MN-WI	51,645	52,148	-1.0%	2,976	17.4
18	ANCHORAGE, AK	42,475	41,943	1.3%	260	163.2
19	PHILADELPHIA-WILMINGTON-ATLANTIC CITY, PA-NJ-DE-MD CMSA	42,264	38,503	9.8%	6,175	6.8
20	ATLANTA, GA	39,676	37,275	6.4%	4,109	9.7
21	DETROIT-ANN ARBOR-FLINT, MI CMSA	35,756	34,871	2.5%	5,451	6.6
22	AUSTIN-SAN MARCOS, TX	25,582	24,755	3.3%	1,257	20.4
23	SAINT LOUIS, MO-IL	24,516	24,356	0.7%	2,622	9.4
24	FRESNO, CA	22,422	17,800	26.0%	926	24.2
25	KANSAS CITY, MO-KS	21,830	22,045	-1.0%	1,778	12.3
26	STOCKTON-LODI, CA	21,307	18,161	17.3%	562	37.9
27	TUCSON, AZ	20,230	19,638	3.0%	836	24.2
28	SPOKANE, WA	19,648	19,733	-0.4%	424	46.4
29	SAN ANTONIO, TX	19,406	17,994	7.8%	1,587	12.2
30	SANTA BARBARA-SANTA MARIA-LOMPOC, CA	18,651	17,471	6.7%	399	46.7
31	BOISE CITY, ID	18,301	17,346	5.5%	436	41.9
32	CLEVELAND-AKRON, OH CMSA	18,111	18,771	-3.5%	2,923	6.2
33	PROVO-OREM, UT	17,926	18,370	-2.4%	368	48.7
34	RENO, NV	17,571	15,952	10.1%	340	51.7
35	MIAMI-FORT LAUDERDALE, FL CMSA	16,211	15,171	6.9%	3,876	4.2
36	TAMPA-SAINT PETERSBURG-CLEARWATER, FL	15,882	14,145	12.3%	2,395	6.6
37	BELLINGHAM, WA	15,848	15,655	1.2%	165	95.8
38	COLORADO SPRINGS, CO	15,460	15,985	-3.3%	518	29.8
39	CINCINNATI-HAMILTON, OH-KY-IN CMSA	15,255	14,695	3.8%	1,967	7.8
40	NORFOLK-VIRGINIA BEACH-NEWPORT NEWS, VA-NC	15,247	15,878	-4.0%	1,566	9.7
41	EUGENE-SPRINGFIELD, OR	15,223	15,375	-1.0%	323	47.2
42	ALBUQUERQUE, NM	15,186	14,697	3.3%	714	21.3
43	SALINAS, CA	14,973	13,107	14.2%	388	38.5
44	INDIANAPOLIS, IN	14,379	14,125	1.8%	1,606	9.0
45	ORLANDO, FL	14,325	13,780	4.0%	1,654	8.7
46	MILWAUKEE-RACINE, WI CMSA	14,169	14,370	-1.4%	1,704	8.3
47	MODESTO, CA	13,777	11,535	19.4%	449	30.7
48	SAN LUIS OBISPO-ATASCADERO-PASO ROBLES, CA	13,751	12,094	13.7%	246	55.8
49	PITTSBURGH, PA	13,612	13,893	-2.0%	2,345	5.8
50	BAKERSFIELD, CA	13,374	11,777	13.6%	663	20.2
51	RALEIGH-DURHAM-CHAPEL HILL, NC	12,307	11,574	6.3%	1,194	10.3
52	COLUMBUS, OH	12,141	12,291	-1.2%	1,541	7.9
53	HARTFORD, CT	11,759	11,112	5.8%	1,590	7.4
54	OKLAHOMA CITY, OK	11,349	11,173	1.6%	1,089	10.4
55	CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	11,232	10,341	8.6%	1,512	7.4
56	NASHVILLE, TN	10,633	10,519	1.1%	1,239	8.6
57	OMAHA, NE-IA	9,207	9,214	-0.1%	718	12.8

¹ Based on 2010 Census data.

Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

Air Visitor Characteristics by MMA and Selected Countries

**Table 20: Japan MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	8,819,493	7,484,700	17.8%	54,173	53,071	2.1%	8,765,320	7,431,628	17.9%
Total Visitors	1,465,654	1,241,805	18.0%	7,319	7,287	0.4%	1,458,335	1,234,518	18.1%
PARTY SIZE									
One	90,217	75,262	19.9%	2,763	2,579	7.1%	87,455	72,684	20.3%
Two	586,727	478,032	22.7%	2,603	2,765	-5.9%	584,124	475,267	22.9%
Three or more	788,710	688,510	14.6%	1,953	1,943	0.5%	786,757	686,567	14.6%
Avg Party Size	2.69	2.74	-1.8%	1.90	1.63	16.2%	2.69	2.74	-1.9%
VISIT STATUS									
First-Time	613,405	510,869	20.1%	2,184	2,357	-7.3%	611,221	508,512	20.2%
Repeat	852,249	730,936	16.6%	5,134	4,930	4.1%	847,114	726,006	16.7%
Average # of Trips	3.74	3.91	-4.3%	5.94	5.49	8.1%	3.73	3.90	-4.4%
TRAVEL METHOD									
Group Tour	396,031	333,929	18.6%	624	831	-24.9%	395,408	333,099	18.7%
Package	1,069,326	899,281	18.9%	2,092	2,508	-16.6%	1,067,233	896,773	19.0%
Group Tour & Pkg	349,876	290,291	20.5%	428	612	-30.2%	349,448	289,679	20.6%
True Independent	350,172	298,886	17.2%	5,031	4,561	10.3%	345,142	294,326	17.3%
ISLANDS VISITED									
O'ahu	1,409,721	1,193,378	18.1%	6,678	6,684	-0.1%	1,403,042	1,186,694	18.2%
Maui County	69,719	63,683	9.5%	601	590	1.9%	69,118	63,093	9.5%
...Maui	67,977	62,077	9.5%	581	558	4.2%	67,396	61,520	9.6%
...Moloka'i	1,286	1,799	-28.5%	31	22	40.1%	1,255	1,777	-29.3%
...Lāna'i	2,203	2,160	2.0%	27	38	-30.3%	2,176	2,122	2.6%
Kaua'i	27,907	23,571	18.4%	262	253	3.4%	27,645	23,318	18.6%
Hawai'i Island	203,009	165,250	22.8%	703	549	28.1%	202,305	164,701	22.8%
...Hilo	86,023	69,793	23.3%	225	189	19.0%	85,798	69,604	23.3%
...Kona	136,372	112,384	21.3%	587	435	35.1%	135,784	111,949	21.3%
LENGTH OF STAY									
O'ahu (days)	5.59	5.57	0.4%	6.54	6.36	2.8%	5.59	5.56	0.4%
Maui (days)	2.87	3.29	-12.5%	6.14	7.90	-22.3%	2.85	3.24	-12.3%
Moloka'i (days)	1.80	0.70	157.1%	6.94	4.11	69.0%	1.67	0.66	154.4%
Lāna'i (days)	2.29	0.68	237.9%	3.27	3.75	-12.7%	2.27	0.62	266.0%
Kaua'i (days)	2.21	2.93	-24.7%	5.81	7.54	-22.9%	2.18	2.88	-24.5%
Hawai'i Island (days)	3.32	3.42	-3.2%	7.31	7.33	-0.4%	3.30	3.41	-3.2%
...Hilo (days)	1.86	1.94	-4.1%	5.02	4.39	14.3%	1.85	1.93	-4.2%
...Kona (days)	3.76	3.83	-1.8%	6.83	7.35	-7.1%	3.75	3.82	-1.8%
Statewide (days)	6.02	6.03	-0.2%	7.40	7.28	1.6%	6.01	6.02	-0.2%
ACCOMMODATIONS									
Hotel	1,283,175	1,073,534	19.5%	5,570	5,652	-1.4%	1,277,605	1,067,882	19.6%
...Hotel Only	1,250,343	1,046,034	19.5%	5,263	5,362	-1.9%	1,245,080	1,040,672	19.6%
Condo	133,750	134,713	-0.7%	924	872	6.0%	132,826	133,842	-0.8%
...Condo Only	107,929	109,730	-1.6%	768	747	2.7%	107,161	108,983	-1.7%
Timeshare	60,434	47,500	27.2%	198	168	18.0%	60,236	47,333	27.3%
...Timeshare Only	48,937	35,949	36.1%	138	133	4.2%	48,799	35,817	36.2%
Rental House	4,022	2,959	35.9%	127	115	10.4%	3,895	2,844	36.9%
Bed & Breakfast	1,844	1,356	35.9%	55	44	26.7%	1,788	1,313	36.2%
Cruise Ship	1,995	701	184.6%	18	55	-67.2%	1,977	646	206.2%
Friends or Relatives	17,346	16,694	3.9%	589	540	9.2%	16,757	16,154	3.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,268,715	1,074,578	18.1%	6,093	6,101	-0.1%	1,262,622	1,068,478	18.2%
.....Vacation	1,017,147	855,926	18.8%	5,098	4,893	4.2%	1,012,050	851,033	18.9%
.....Honeymoon	249,196	213,065	17.0%	1,015	1,270	-20.1%	248,181	211,795	17.2%
...Get Married	61,010	57,126	6.8%	60	44	34.5%	60,950	57,082	6.8%
MC&I (Net)	52,386	43,305	21.0%	338	265	27.8%	52,048	43,040	20.9%
.....Convention/Conf.	18,173	9,593	89.4%	130	146	-10.8%	18,043	9,448	91.0%
.....Corp. Meetings	8,087	5,875	37.6%	144	84	70.9%	7,943	5,791	37.2%
.....Incentive	27,068	29,173	-7.2%	75	56	33.9%	26,993	29,117	-7.3%
Other Business	10,523	7,625	38.0%	224	257	-12.9%	10,298	7,368	39.8%
Visit Friends/Relatives	25,141	23,783	5.7%	736	689	6.7%	24,405	23,094	5.7%
Government/Military	766	631	21.6%	68	102	-33.5%	699	529	32.2%
Attend School	4,319	2,644	63.4%	58	71	-18.3%	4,262	2,574	65.6%
Sport Events	44,611	31,407	42.0%	70	105	-33.4%	44,541	31,302	42.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,734.9	2,164.0	26.4%						
Per Person Per Day (\$)	310.1	289.1	7.3%						
Per Person Per Trip (\$)	1,866.0	1,742.6	7.1%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 21: International Japanese MMA Visitor Characteristics by Region
2012**

JAPAN BY REGION									
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	225,618	288,559	71,431	576,212	62,279	33,638	117,914	75,156	7,529
PARTY SIZE									
One	12,278	17,086	4,203	37,212	3,468	1,485	6,909	4,016	797
Two	95,570	122,909	29,217	215,347	27,145	12,896	47,836	30,889	2,313
Three or more	117,769	148,564	38,011	323,653	31,666	19,257	63,169	40,250	4,418
Avg Party Size	2.72	2.64	2.79	2.68	2.65	2.91	2.70	2.74	2.76
VISIT STATUS									
First-Time	109,338	116,832	37,460	191,170	32,763	19,601	63,997	36,022	4,036
Repeat	116,279	171,727	33,971	385,042	29,516	14,037	53,917	39,133	3,492
Average # of Trips	3.42	4.20	3.20	5.00	3.29	2.98	3.12	3.49	2.53
TRAVEL METHOD									
Group Tour	64,661	72,467	26,191	141,123	20,326	10,915	36,965	20,586	2,172
Package	175,190	211,274	57,934	388,404	49,620	25,475	93,302	61,558	4,476
Group Tour & Pkg	57,252	65,811	21,288	125,004	18,318	8,291	33,296	18,405	1,784
True Independent	44,153	70,185	9,577	167,832	11,109	5,869	21,744	12,108	2,565
ISLANDS VISITED									
O'ahu	218,721	277,643	70,202	548,486	60,487	32,625	114,545	73,101	7,231
Maui County	9,975	15,778	2,512	26,260	4,369	1,850	4,551	3,592	232
...Maui	9,610	15,690	2,471	25,213	4,316	1,806	4,498	3,587	204
...Moloka'i	113	233	141	601	88	49	30	0	0
...Lāna'i	303	708	75	930	73	0	62	0	25
Kaua'i	3,686	5,701	1,145	10,949	1,989	653	1,857	1,360	304
Hawai'i Island	30,348	41,220	8,434	80,776	9,509	5,516	15,128	10,393	980
...Hilo	14,443	16,054	5,657	27,085	5,884	2,605	8,308	5,408	353
...Kona	18,604	29,609	3,427	59,942	4,675	3,468	9,039	6,393	627
LENGTH OF STAY									
O'ahu (days)	5.47	5.55	5.51	5.81	5.17	5.08	5.77	5.65	6.43
Maui (days)	2.42	2.82	1.79	3.24	1.72	1.79	1.91	2.68	4.65
Moloka'i (days)	2.08	1.29	1.63	1.11	1.73	1.00	3.00	0	0
Lāna'i (days)	1.33	1.22	1.00	3.43	1.68	0	3.78	0	2.00
Kaua'i (days)	2.20	2.35	1.59	2.64	1.33	2.15	1.50	1.69	2.24
Hawai'i Island (days)	3.01	3.41	2.60	3.98	2.95	3.03	3.14	2.85	4.09
...Hilo (days)	1.90	1.90	2.15	2.29	1.89	1.37	1.87	1.56	2.90
...Kona (days)	3.43	3.71	2.87	4.31	3.63	3.77	3.54	3.32	4.75
Statewide (days)	5.78	5.97	5.74	6.22	5.57	5.50	6.03	5.97	6.86
ACCOMMODATIONS									
Hotel	205,013	250,571	66,193	487,923	56,116	31,644	107,134	67,586	5,425
...Hotel Only	200,114	245,118	65,220	471,871	55,146	31,134	104,654	66,582	5,241
Condo	16,237	26,708	3,938	62,955	4,173	2,038	9,237	6,553	987
...Condo Only	12,425	21,944	2,732	51,199	3,476	1,673	7,350	5,418	945
Timeshare	8,298	12,229	1,872	29,505	2,148	603	3,759	1,610	212
...Timeshare Only	6,851	10,232	1,368	23,786	1,776	479	2,758	1,382	167
Rental house	0	676	798	2,123	56	0	171	23	48
Bed & Breakfast	306	328	62	789	147	21	78	27	30
Cruise Ship	127	603	0	519	30	0	390	307	0
Friends or Relatives	1,577	3,499	832	7,141	972	86	1,019	571	1,060
PURPOSE OF TRIP									
Pleasure (Net)	194,373	246,752	59,746	506,756	54,777	26,820	101,789	65,849	5,759
.....Vacation	144,199	196,426	43,092	434,263	39,891	19,874	78,249	51,163	4,893
.....Honeymoon	52,635	50,850	16,665	65,832	15,365	6,914	24,176	14,828	915
.....Getting Married	10,220	14,573	4,047	22,337	1,893	1,835	2,792	2,903	350
MC&I (Net)	7,768	8,115	4,555	19,139	2,765	2,323	4,656	2,190	536
.....Convention/Conf.	1,884	2,742	1,729	7,990	1,238	1,255	506	332	368
.....Corp. Meetings	1,405	832	844	3,278	28	387	743	425	0
.....Incentive	4,460	4,483	2,133	8,757	1,416	771	3,351	1,462	161
Other Business	1,012	1,487	708	4,887	189	734	554	222	507
Visit Friends/Relatives	2,969	4,586	992	10,390	1,521	196	2,084	830	838
Government/Military	25	23	141	427	0	56	0	28	0
Attend School	1,362	531	36	1,329	31	41	501	402	29
Sport Events	5,422	10,830	1,830	17,584	1,313	888	3,262	2,631	781

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 22: Canada MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	6,497,799	6,040,316	7.6%	2,574,440	2,634,055	-2.3%	3,923,359	3,406,261	15.2%
Total Visitors	499,144	477,564	4.5%	203,533	210,740	-3.4%	295,611	266,824	10.8%
PARTY SIZE									
One	64,094	58,723	9.1%	33,513	33,990	-1.4%	30,580	24,732	23.6%
Two	230,799	218,289	5.7%	90,724	95,282	-4.8%	140,075	123,007	13.9%
Three or more	204,251	200,553	1.8%	79,296	81,468	-2.7%	124,955	119,085	4.9%
Avg Party Size	2.14	2.19	-2.4%	2.00	2.05	-2.5%	2.24	2.31	-2.9%
VISIT STATUS									
First-Time	177,673	176,254	0.8%	77,838	81,907	-5.0%	99,835	94,347	5.8%
Repeat	321,470	301,310	6.7%	125,694	128,834	-2.4%	195,776	172,477	13.5%
Average # of Trips	3.50	3.48	0.5%	4.07	4.02	1.2%	3.11	3.05	1.7%
TRAVEL METHOD									
Group Tour	11,296	16,195	-30.2%	5,696	5,277	7.9%	5,600	10,918	-48.7%
Package	124,446	128,058	-2.8%	49,712	53,533	-7.1%	74,734	74,525	0.3%
Group Tour & Pkg	8,438	13,421	-37.1%	3,832	3,494	9.7%	4,606	9,928	-53.6%
True Independent	371,840	346,733	7.2%	151,956	155,423	-2.2%	219,883	191,309	14.9%
ISLANDS VISITED									
O'ahu	209,380	223,283	-6.2%	96,643	104,849	-7.8%	112,737	118,434	-4.8%
Maui County	257,917	239,263	7.8%	82,967	84,153	-1.4%	174,950	155,110	12.8%
...Maui	255,602	237,434	7.7%	81,958	83,205	-1.5%	173,645	154,229	12.6%
...Moloka'i	3,927	4,276	-8.2%	1,666	1,958	-14.9%	2,261	2,318	-2.4%
...Lāna'i	4,735	4,801	-1.4%	1,953	2,170	-10.0%	2,783	2,631	5.8%
Kaua'i	66,205	64,128	3.2%	35,175	35,394	-0.6%	31,030	28,734	8.0%
Hawai'i Island	96,274	87,703	9.8%	48,373	49,463	-2.2%	47,900	38,240	25.3%
...Hilo	32,449	32,867	-1.3%	15,760	16,629	-5.2%	16,689	16,238	2.8%
...Kona	87,410	78,860	10.8%	43,910	44,900	-2.2%	43,501	33,960	28.1%
LENGTH OF STAY									
O'ahu (days)	9.90	9.92	0%	9.38	10.27	-8.7%	10.35	9.62	7.6%
Maui (days)	11.08	10.44	6%	10.22	9.16	11.6%	11.48	11.14	3.1%
Moloka'i (days)	6.34	3.12	103%	6.52	4.77	36.7%	6.20	1.73	258.7%
Lāna'i (days)	3.85	2.35	64%	3.70	4.35	-14.8%	3.95	0.70	460.0%
Kaua'i (days)	8.85	8.21	8%	9.09	8.74	4.0%	8.57	7.56	13.4%
Hawai'i Island (days)	10.02	9.05	11%	10.18	9.45	7.8%	9.85	8.54	15.3%
...Hilo (days)	3.85	3.93	-2%	4.21	5.09	-17.4%	3.51	2.74	28.5%
...Kona (days)	9.60	8.43	14%	9.71	8.52	13.9%	9.49	8.31	14.3%
Statewide (days)	13.02	12.65	3%	12.65	12.50	1.2%	13.27	12.77	4.0%
ACCOMMODATIONS									
Hotel	239,293	237,247	0.9%	102,090	107,848	-5.3%	137,203	129,399	6.0%
...Hotel Only	185,548	183,624	1.0%	78,550	83,244	-5.6%	106,997	100,380	6.6%
Condo	192,084	181,344	5.9%	68,167	70,047	-2.7%	123,917	111,297	11.3%
...Condo Only	156,710	147,718	6.1%	54,576	55,674	-2.0%	102,134	92,043	11.0%
Timeshare	49,954	46,323	7.8%	21,311	21,892	-2.7%	28,643	24,430	17.2%
...Timeshare Only	36,414	32,802	11.0%	15,559	16,002	-2.8%	20,856	16,800	24.1%
Rental House	41,732	34,362	21.4%	18,137	17,676	2.6%	23,594	16,686	41.4%
Bed & Breakfast	6,403	6,439	-0.6%	3,081	3,312	-7.0%	3,322	3,127	6.2%
Cruise Ship	9,862	12,373	-20.3%	6,468	6,791	-4.8%	3,394	5,582	-39.2%
Friends or Relatives	21,768	20,703	5.1%	10,578	10,818	-2.2%	11,190	9,885	13.2%
PURPOSE OF TRIP									
Pleasure (Net)	465,799	442,851	5.2%	188,046	194,257	-3.2%	277,753	248,595	11.7%
....Vacation	451,221	428,079	5.4%	181,366	187,473	-3.3%	269,855	240,607	12.2%
....Honeymoon	14,882	15,226	-2.3%	7,072	7,089	-0.2%	7,810	8,137	-4.0%
...Get Married	3,692	3,630	1.7%	1,580	1,616	-2.2%	2,112	2,014	4.9%
MC&I (Net)	18,745	20,208	-7.2%	8,137	9,955	-18.3%	10,608	10,253	3.5%
....Convention/Conf.	13,098	15,087	-13.2%	5,838	7,589	-23.1%	7,260	7,498	-3.2%
....Corp. Meetings	2,318	2,650	-12.5%	1,078	1,301	-17.1%	1,240	1,349	-8.1%
....Incentive	4,009	3,232	24.0%	1,506	1,503	0.2%	2,502	1,730	44.7%
Other Business	3,515	3,507	0.2%	1,984	2,266	-12.5%	1,532	1,241	23.4%
Visit Friends/Relatives	16,915	18,064	-6.4%	8,942	9,612	-7.0%	7,973	8,452	-5.7%
Government/Military	1,067	651	63.9%	820	461	77.9%	247	190	30.1%
Attend School	665	526	26.4%	300	286	4.9%	364	240	52.0%
Sport Events	3,997	3,547	12.7%	2,411	2,469	-2.3%	1,586	1,078	47.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,022.8	906.0	12.9%						
Per Person Per Day (\$)	157.4	150.0	4.9%						
Per Person Per Trip (\$)	2,049.0	1,897.0	8.0%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 23: Canadian MMA Visitor Characteristics by Province
2012**

	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
Visitor Counts	499,144	113,724	227,040	13,718	2,572	1,447	834	3,424	88,598	510	24,717	20,081	2,479
PARTY SIZE													
One	64,133	13,261	27,370	1,688	402	148	95	549	13,571	44	4,980	1,685	340
Two	185,448	41,604	81,324	5,836	1,280	818	159	1,617	33,812	239	8,670	9,057	1,033
Three or more	145,525	37,756	69,739	4,033	444	197	443	639	19,796	149	4,941	6,598	789
Avg Party Size	2.16	2.23	2.20	2.14	1.90	1.98	2.90	1.92	2.03	2.27	1.91	2.30	2.09
VISIT STATUS													
First-Time	177,673	37,675	56,150	6,552	1,375	983	313	2,074	47,649	170	15,491	8,345	895
Repeat	321,470	76,052	170,932	7,161	1,196	463	521	1,348	40,923	340	9,217	11,731	1,585
Average # of Trips	3.50	3.49	4.15	3.08	2.40	1.99	2.63	2.30	2.53	2.75	2.16	2.89	3.41
TRAVEL METHOD													
Group Tour	11,296	1,634	3,272	160	114	27	3	164	4,440	24	1,104	343	11
Package	124,446	27,390	53,499	3,568	590	372	117	858	24,467	81	6,356	6,653	495
True independent	371,839	85,985	172,540	10,098	1,942	1,073	717	2,542	63,102	426	18,045	13,389	1,980
ISLANDS VISITED													
O'ahu	209,380	45,880	87,539	7,730	1,310	831	129	1,928	39,238	289	12,141	11,546	815
Maui County	257,917	53,175	118,571	5,765	1,436	699	478	1,550	52,480	299	14,499	7,842	1,122
...Maui	255,603	52,651	117,742	5,723	1,429	697	478	1,539	51,947	297	14,367	7,611	1,121
...Moloka'i	3,927	784	1,486	141	21	3	4	27	822	2	451	184	2
...Lāna'i	4,736	911	1,413	69	10	30	0	20	1,457	2	399	408	17
Kaua'i	66,205	15,415	21,049	2,090	477	200	85	512	17,702	131	5,462	2,634	449
Hawai'i Island	96,273	22,773	34,304	2,630	436	498	258	885	23,047	77	7,126	3,921	322
...Hilo	59,261	13,627	21,071	1,767	303	351	222	551	14,231	46	4,351	2,537	205
...Kona	60,599	14,096	20,642	1,604	314	325	69	590	15,290	45	5,020	2,429	175
LENGTH OF STAY													
O'ahu (days)	9.90	10.60	9.96	12.57	10.03	9.15	10.23	9.19	7.90	13.02	8.82	11.61	16.44
Maui (days)	11.08	11.28	11.92	10.60	9.91	8.21	12.65	10.32	9.23	9.34	10.06	11.85	14.68
Moloka'i (days)	6.34	7.07	6.87	4.71	4.61	2.00	1.00	2.48	4.79	3.00	8.45	3.00	1.00
Lāna'i (days)	3.85	3.43	3.43	2.68	2.13	1.33	1.33	2.97	4.48	1.00	2.86	5.38	4.69
Kaua'i (days)	8.85	9.88	10.19	9.52	7.97	3.11	12.31	8.91	6.91	6.81	7.04	8.56	11.39
Hawai'i Island (days)	10.01	10.85	11.80	9.65	7.82	6.97	13.16	7.66	7.65	14.35	7.84	8.50	12.00
...Hilo (days)	9.65	10.96	11.30	9.29	7.68	6.52	11.02	7.98	7.15	14.04	6.93	8.85	11.67
...Kona (days)	3.70	2.90	5.13	3.74	2.02	1.98	3.03	2.14	2.92	7.40	3.86	3.14	4.02
Statewide (days)	13.02	13.08	12.81	14.85	13.46	12.05	14.17	13.16	12.40	16.78	14.20	14.06	15.69
ACCOMMODATIONS													
Hotel	239,293	48,938	98,125	6,204	1,532	871	478	2,231	55,623	322	14,011	10,051	908
...Hotel Only	185,547	38,215	79,005	4,693	1,156	648	180	1,572	41,524	216	9,782	7,873	685
Condo	192,084	47,359	98,562	5,605	846	395	543	1,061	21,283	161	7,529	7,437	1,305
...Condo Only	156,710	39,213	84,552	4,592	635	269	248	569	14,557	128	4,999	5,858	1,092
Timeshare	49,954	12,752	21,803	1,360	185	68	24	255	9,640	86	1,363	2,241	178
...Timeshare Only	36,415	9,829	16,077	886	126	43	17	154	6,446	10	907	1,788	132
Bed and Breakfast	6,403	1,064	2,232	120	34	10	11	56	1,724	21	958	152	20
Cruise ship	9,862	1,234	1,746	281	170	161	0	154	4,586	16	1,183	328	2
Friends, relatives	21,768	4,325	9,694	485	58	70	25	129	4,808	6	1,454	648	65
other	4,710	1,233	1,992	90	28	5	14	49	930	0	239	101	30
PURPOSE OF TRIP													
Pleasure (Net)	465,799	107,381	215,609	12,916	2,154	1,304	646	2,879	78,976	474	22,407	18,672	2,383
....Vacation	451,221	104,184	211,398	12,576	2,047	1,233	627	2,773	74,111	462	21,394	18,066	2,351
....Honeymoon	14,882	3,107	4,330	359	116	61	19	85	5,016	13	1,141	601	35
....Getting Married	3,692	938	1,538	87	2	13	8	67	706	2	104	206	19
MC&I (Net)	18,745	2,773	4,747	491	350	121	48	415	7,272	17	1,727	762	22
....Convention/Conf.	13,098	2,075	3,830	385	231	117	47	322	4,343	8	1,188	532	20
....Corp. Meetings	2,318	377	470	58	37	1	2	19	926	3	292	133	0
....Incentive	4,008	417	569	70	97	3	13	85	2,293	6	346	108	3
Other Business	3,516	550	1,257	73	27	2	0	49	1,123	1	345	88	1
Visit Friends/Relatives	16,915	3,400	7,225	339	61	35	20	121	4,201	16	947	500	51
Government/Military	1,067	82	378	52	4	2	1	88	310	2	123	23	0
Attend School	664	301	168	9	2	0	0	1	112	3	32	34	1
Sport Events	3,997	972	1,788	30	6	6	3	15	719	5	281	159	12

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 24: Europe MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	1,669,269	1,525,705	9.4%	1,463,205	1,340,494	9.2%	206,064	185,211	11.3%
Total Visitors	129,252	119,825	7.9%	108,979	101,790	7.1%	20,273	18,035	12.4%
PARTY SIZE									
One	32,714	29,842	9.6%	28,381	25,571	11.0%	4,333	4,271	1.5%
Two	65,680	61,540	6.7%	54,167	52,020	4.1%	11,513	9,520	20.9%
Three or more	30,857	28,443	8.5%	26,431	24,198	9.2%	4,427	4,245	4.3%
Avg Party Size	1.81	1.76	3.1%	1.81	1.75	3.4%	1.82	1.79	1.8%
VISIT STATUS									
First-Time	91,565	83,722	9.4%	76,499	70,004	9.3%	15,067	13,717	9.8%
Repeat	37,686	36,103	4.4%	32,480	31,785	2.2%	5,206	4,318	20.6%
Average # of Trips	2.22	2.27	-1.9%	2.33	2.41	-3.5%	1.65	1.43	14.8%
TRAVEL METHOD									
Group Tour	9,124	8,493	7.4%	6,894	7,171	-3.9%	2,230	1,322	68.7%
Package	52,451	48,869	7.3%	44,557	42,874	3.9%	7,894	5,995	31.7%
Group Tour & Pkg	6,804	6,287	8.2%	4,723	4,964	-4.9%	2,081	1,322	57.4%
True Independent	74,481	68,749	8.3%	62,251	56,709	9.8%	12,230	12,040	1.6%
ISLANDS VISITED									
O'ahu	89,337	86,432	3.4%	75,507	71,113	6.2%	13,830	15,319	-9.7%
Maui County	54,331	47,678	14.0%	47,224	41,627	13.4%	7,107	6,051	17.5%
...Maui	53,556	46,955	14.1%	46,583	40,904	13.9%	6,973	6,051	15.2%
...Moloka'i	2,132	1,949	9.4%	1,642	1,580	3.9%	490	368	33.2%
...Lāna'i	1,469	1,803	-18.5%	1,379	1,438	-4.1%	91	366	-75.2%
Kaua'i	28,773	24,273	18.5%	24,625	21,303	15.6%	4,147	2,971	39.6%
Hawai'i Island	40,687	34,916	16.5%	33,548	29,848	12.4%	7,139	5,067	40.9%
...Hilo	18,766	16,591	13.1%	15,706	13,504	16.3%	3,060	3,087	-0.9%
...Kona	33,299	28,679	16.1%	26,763	24,109	11.0%	6,536	4,571	43.0%
LENGTH OF STAY									
O'ahu (days)	8.56	8.27	3.4%	8.94	8.57	4.4%	6.48	6.91	-6.3%
Maui (days)	7.92	7.55	4.8%	7.94	7.84	1.4%	7.74	5.63	37.5%
Moloka'i (days)	4.65	24.61	-81.1%	4.51	30.25	-85.1%	5.11	0.40	1190.3%
Lāna'i (days)	3.38	3.11	8.7%	3.54	3.83	-7.6%	1.00	0.28	251.9%
Kaua'i (days)	6.11	5.86	4.3%	6.19	5.80	6.7%	5.63	6.24	-9.9%
Hawai'i Island (days)	7.13	7.45	-4.3%	7.55	7.82	-3.5%	5.13	5.22	-1.8%
...Hilo (days)	4.41	4.93	-10.6%	4.70	5.45	-13.8%	2.91	2.64	10.0%
...Kona (days)	6.22	6.21	0.2%	6.71	6.63	1.1%	4.24	4.01	5.9%
Statewide (days)	12.91	12.73	1.4%	13.43	13.17	2.0%	10.16	10.27	-1.0%
ACCOMMODATIONS									
Hotel	92,652	88,963	4.1%	81,297	76,577	6.2%	11,355	12,386	-8.3%
...Hotel Only	74,838	74,263	0.8%	67,151	64,512	4.1%	7,687	9,751	-21.2%
Condo	15,283	10,100	51.3%	9,695	8,784	10.4%	5,589	1,316	324.7%
...Condo Only	8,895	5,615	58.4%	5,740	5,259	9.2%	3,154	357	783.7%
Timeshare	2,801	3,435	-18.5%	2,714	2,770	-2.0%	87	665	-86.8%
...Timeshare Only	1,958	2,488	-21.3%	1,870	2,043	-8.4%	87	445	-80.4%
Rental House	10,936	6,924	57.9%	8,127	6,710	21.1%	2,809	214	1214.3%
Bed & Breakfast	6,749	7,962	-15.2%	6,316	5,338	18.3%	433	2,624	-83.5%
Cruise Ship	4,766	3,455	37.9%	3,643	3,121	16.7%	1,123	333	236.9%
Friends or Relatives	11,461	10,565	8.5%	9,008	8,472	6.3%	2,453	2,094	17.2%
PURPOSE OF TRIP									
Pleasure (Net)	111,188	103,072	7.9%	94,597	87,118	8.6%	16,591	15,954	4.0%
....Vacation	97,276	91,017	6.9%	81,951	75,878	8.0%	15,325	15,138	1.2%
....Honeymoon	14,367	13,175	9.0%	13,210	11,888	11.1%	1,156	1,287	-10.1%
...Get Married	1,671	1,405	19.0%	1,478	1,319	12.0%	193	86	125.2%
MC&I (Net)	6,489	7,695	-15.7%	5,961	7,068	-15.7%	529	628	-15.8%
....Convention/Conf.	4,148	5,185	-20.0%	3,619	4,557	-20.6%	529	628	-15.8%
....Corp. Meetings	952	1,159	-17.8%	952	1,159	-17.8%	0	0	NA
....Incentive	1,573	1,557	1.0%	1,573	1,557	1.0%	0	0	NA
Other Business	1,957	1,657	18.1%	1,719	1,614	6.5%	238	43	451.2%
Visit Friends/Relatives	10,010	9,767	2.5%	8,082	7,651	5.6%	1,928	2,116	-8.9%
Government/Military	370	450	-17.7%	370	450	-17.7%	0	0	NA
Attend School	1,390	890	56.3%	1,019	846	20.4%	372	44	748.3%
Sport Events	2,238	1,997	12.1%	2,038	1,868	9.1%	199	129	55.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	292.1	244.0	19.7%						
Per Person Per Day (\$)	175.0	160.0	9.4%						
Per Person Per Trip (\$)	2,259.7	2,036.7	11.0%						

NA: Not Applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 25: United Kingdom Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

United Kingdom	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	519,433	494,859	5.0%	438,572	428,518	2.3%	80,862	66,341	21.9%
Total Visitors	45,664	45,552	0.2%	38,862	38,590	0.7%	6,802	6,962	-2.3%
PARTY SIZE									
One	9,085	8,606	5.6%	7,571	7,467	1.4%	1,514	1,138	33.0%
Two	25,943	26,481	-2.0%	22,114	22,081	0.2%	3,829	4,400	-13.0%
Three or more	10,636	10,466	1.6%	9,177	9,042	1.5%	1,459	1,424	2.5%
Avg Party Size	3.56	3.74	-4.7%	1.74	1.85	-5.7%	1.82	1.89	-3.7%
VISIT STATUS									
First-Time	31,654	31,865	-0.7%	26,564	26,407	0.6%	5,090	5,458	-6.7%
Repeat	14,010	13,688	2.4%	12,298	12,183	0.9%	1,712	1,504	13.8%
Average # of Trips	4.12	3.74	10.1%	2.44	2.43	0.2%	1.68	1.31	28.4%
TRAVEL METHOD									
Group Tour	2,466	2,498	-1.3%	2,278	2,321	-1.8%	188	177	6.0%
Package	22,505	22,840	-1.5%	20,244	20,114	0.6%	2,261	2,725	-17.0%
Group Tour & Pkg	1,997	1,991	0.3%	1,809	1,814	-0.3%	188	177	6.0%
True Independent	22,690	22,206	2.2%	18,149	17,969	1.0%	4,541	4,237	7.2%
ISLANDS VISITED									
O'ahu	31,578	32,796	-3.7%	27,007	26,925	0.3%	4,571	5,871	-22.1%
Maui County	16,129	14,234	13.3%	13,092	12,126	8.0%	3,037	2,108	44.1%
...Maui	15,876	13,975	13.6%	12,839	11,867	8.2%	3,037	2,108	44.1%
...Moloka'i	373	685	-45.6%	373	352	5.9%	0	333	-100.0%
...Lāna'i	500	847	-41.0%	443	481	-8.0%	57	366	-84.4%
Kaua'i	7,954	6,491	22.5%	6,155	5,556	10.8%	1,800	935	92.4%
Hawai'i Island	11,115	10,179	9.2%	9,393	8,905	5.5%	1,722	1,274	35.2%
...Hilo	5,015	4,023	24.7%	3,758	3,548	5.9%	1,257	475	164.7%
...Kona	9,353	8,579	9.0%	7,818	7,403	5.6%	1,535	1,175	30.6%
LENGTH OF STAY									
O'ahu (days)	8.41	7.99	5.2%	8.50	8.21	3.6%	7.86	6.99	12.5%
Maui (days)	7.57	7.62	-0.7%	7.59	7.84	-3.2%	7.48	6.36	17.6%
Moloka'i (days)	3.61	3.53	2.5%	4.47	4.08	9.5%	0	0.40	-100.0%
Lāna'i (days)	3.62	2.05	76.4%	3.62	3.72	-2.9%	1.00	0.28	251.9%
Kaua'i (days)	6.46	6.85	-5.7%	6.44	7.48	-13.9%	6.60	6.02	9.7%
Hawai'i Island (days)	6.99	7.37	-5.1%	7.29	7.81	-6.6%	5.96	4.75	25.6%
...Hilo (days)	4.01	4.31	-6.9%	4.22	4.36	-3.4%	2.91	3.96	-26.4%
...Kona (days)	6.13	6.86	-10.7%	6.73	7.30	-7.7%	4.31	3.55	21.5%
Statewide (days)	11.38	10.89	4.6%	11.29	11.10	1.6%	11.89	9.53	24.8%
ACCOMMODATIONS									
Hotel	35,409	35,113	0.8%	29,934	29,826	0.4%	5,475	5,287	3.6%
...Hotel Only	28,733	30,567	-6.0%	25,598	26,191	-2.3%	3,135	4,376	-28.4%
Condo	6,034	4,014	50.3%	3,620	3,319	9.1%	2,413	695	247.5%
...Condo Only	2,852	2,418	17.9%	2,314	2,161	7.1%	538	258	108.9%
Timeshare	1,677	1,904	-11.9%	1,637	1,634	0.2%	40	269	-85.2%
...Timeshare Only	1,228	1,527	-19.6%	1,188	1,258	-5.5%	40	269	-85.2%
Rental House	3,084	2,163	42.6%	2,038	2,068	-1.4%	1,046	95	1001.4%
Bed & Breakfast	1,221	1,340	-8.9%	972	798	21.7%	250	542	-53.9%
Cruise Ship	2,274	1,872	21.5%	2,004	1,539	30.2%	270	333	-18.9%
Friends or Relatives	3,659	3,057	19.7%	2,921	2,840	2.8%	738	217	240.5%
PURPOSE OF TRIP									
Pleasure (Net)	39,991	40,048	-0.1%	34,258	33,876	1.1%	5,732	6,172	-7.1%
....Vacation	33,664	34,307	-1.9%	28,578	28,441	0.5%	5,086	5,867	-13.3%
....Honeymoon	6,569	5,999	9.5%	5,839	5,695	2.5%	730	305	139.6%
...Get Married	536	456	17.5%	536	456	17.5%	0	0	NA
MC&I (Net)	2,559	2,614	-2.1%	2,030	2,191	-7.3%	529	423	24.9%
....Convention/Conf.	1,656	1,736	-4.6%	1,128	1,312	-14.1%	529	423	24.9%
....Corp. Meetings	387	386	0.1%	387	386	0.1%	0	0	NA
....Incentive	591	554	6.6%	591	554	6.6%	0	0	NA
Other Business	972	683	42.3%	784	683	14.8%	188	0	NA
Visit Friends/Relatives	3,485	3,006	15.9%	2,724	2,681	1.6%	761	325	133.9%
Government/Military	147	159	-7.1%	147	159	-7.1%	0	0	NA
Attend School	56	57	-2.7%	56	57	-2.7%	0	0	NA
Sport Events	487	429	13.6%	411	330	24.6%	76	99	-23.0%

NA = Not Applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 26: Germany Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

Germany	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	576,857	503,840	14.5%	531,717	469,474	13.3%	45,141	34,365	31.4%
Total Visitors	40,044	34,690	15.4%	36,703	32,081	14.4%	3,341	2,609	28.1%
PARTY SIZE									
One	11,293	9,649	17.0%	10,682	8,905	20.0%	611	744	-17.8%
Two	19,025	17,596	8.1%	17,440	15,898	9.7%	1,585	1,698	-6.7%
Three or more	9,726	7,445	30.6%	8,581	7,278	17.9%	1,145	167	584.9%
Avg Party Size	1.73	1.69	2.1%	1.70	1.70	0%	2.03	1.59	27.8%
VISIT STATUS									
First-Time	28,586	23,679	20.7%	25,812	21,758	18.6%	2,773	1,920	44.4%
Repeat	11,458	11,011	4.1%	10,891	10,322	5.5%	568	689	-17.6%
Average # of Trips	2.20	2.41	-8.6%	2.29	2.47	-7.4%	1.30	1.71	-24.0%
TRAVEL METHOD									
Group Tour	2,826	2,794	1.2%	2,559	2,731	-6.3%	268	63	327.2%
Package	14,098	12,086	16.6%	13,027	11,479	13.5%	1,071	607	76.5%
Group Tour & Pkg	1,747	1,689	3.4%	1,523	1,627	-6.3%	224	63	256.7%
True Independent	24,867	21,499	15.7%	22,641	19,497	16.1%	2,226	2,002	11.2%
ISLANDS VISITED									
O'ahu	28,507	24,910	14.4%	25,366	22,484	12.8%	3,141	2,425	29.5%
Maui County	20,361	16,297	24.9%	18,328	15,345	19.4%	2,033	952	113.7%
...Maui	20,017	16,086	24.4%	18,118	15,134	19.7%	1,899	952	99.5%
...Moloka'i	1,148	678	69.4%	658	643	2.3%	490	35	1313.1%
...Lāna'i	480	427	12.2%	446	427	4.3%	34	0	NA
Kaua'i	11,684	9,494	23.1%	10,691	8,950	19.5%	993	544	82.5%
Hawai'i Island	15,084	12,496	20.7%	13,409	11,657	15.0%	1,676	839	99.7%
...Hilo	7,571	6,213	21.9%	6,678	5,664	17.9%	894	549	62.8%
...Kona	12,078	10,019	20.6%	10,483	9,284	12.9%	1,595	734	117.2%
LENGTH OF STAY									
O'ahu (days)	8.35	8.27	1.0%	8.59	8.37	2.6%	6.45	7.34	-12.1%
Maui (days)	7.44	7.82	-4.9%	7.66	7.81	-1.9%	5.35	7.99	-33.0%
Moloka'i (days)	5.04	3.88	30.1%	5.00	4.07	22.9%	5.11	0.39	1199.1%
Lāna'i (days)	3.67	3.71	-1.2%	3.87	3.71	4.2%	1.00	0	NA
Kaua'i (days)	5.95	7.43	-19.9%	6.11	7.45	-18.1%	4.28	7.03	-39.1%
Hawai'i Island (days)	7.47	7.78	-4.0%	7.81	7.90	-1.1%	4.73	6.11	-22.5%
...Hilo (days)	4.69	4.33	8.2%	5.05	4.34	16.3%	1.95	4.21	-53.5%
...Kona (days)	6.39	7.02	-8.9%	6.78	7.27	-6.8%	3.88	3.84	1.1%
Statewide (days)	14.41	14.52	-0.8%	14.49	14.63	-1.0%	13.51	13.17	2.6%
ACCOMMODATIONS									
Hotel	29,084	25,357	14.7%	26,714	23,429	14.0%	2,370	1,928	22.9%
...Hotel Only	22,879	20,081	13.9%	21,423	18,866	13.6%	1,456	1,215	19.8%
Condo	3,552	3,166	12.2%	3,240	2,933	10.5%	312	233	34.0%
...Condo Only	1,931	1,737	11.2%	1,818	1,638	11.0%	113	99	13.5%
Timeshare	654	885	-26.1%	606	665	-8.8%	48	219	-78.3%
...Timeshare Only	430	457	-5.9%	383	457	-16.3%	48	0	NA
Rental House	3,603	2,302	56.5%	3,130	2,225	40.7%	473	77	514.9%
Bed & Breakfast	3,118	2,756	13.1%	2,935	2,438	20.4%	183	318	-42.5%
Cruise Ship	1,216	1,112	9.4%	1,076	1,112	-3.2%	140	0	NA
Friends or Relatives	3,367	3,046	10.5%	3,199	2,876	11.2%	168	170	-1.1%
PURPOSE OF TRIP									
Pleasure (Net)	34,719	29,464	17.8%	31,500	27,063	16.4%	3,219	2,401	34.1%
.....Vacation	31,804	26,994	17.8%	28,689	24,834	15.5%	3,116	2,161	44.2%
.....Honeymoon	3,270	2,779	17.6%	3,167	2,525	25.4%	103	255	-59.4%
...Get Married	565	516	9.3%	565	516	9.3%	0	0	NA
MC&I (Net)	1,981	2,318	-14.6%	1,981	2,252	-12.0%	0	66	-100.0%
.....Convention/Conf.	1,230	1,521	-19.1%	1,230	1,455	-15.4%	0	66	-100.0%
.....Corp. Meetings	222	320	-30.4%	222	320	-30.4%	0	0	NA
.....Incentive	580	556	4.2%	580	556	4.2%	0	0	NA
Other Business	509	554	-8.1%	459	511	-10.2%	51	43	16.9%
Visit Friends/Relatives	3,094	2,864	8.1%	3,012	2,733	10.2%	82	130	-37.3%
Government/Military	142	177	-19.5%	142	177	-19.5%	0	0	NA
Attend School	259	226	14.4%	259	226	14.4%	0	0	NA
Sport Events	865	849	1.8%	865	820	5.5%	0	30	-100.0%

NA = Not Applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	2,606,362	2,092,356	24.6%	431,872	329,808	30.9%	2,174,491	1,762,549	23.4%
Total Visitors	273,039	209,976	30.0%	59,815	45,362	31.9%	213,224	164,614	29.5%
PARTY SIZE									
One	24,196	20,098	20.4%	10,527	8,180	28.7%	13,670	11,918	14.7%
Two	135,686	100,272	35.3%	26,723	20,813	28.4%	108,963	79,460	37.1%
Three or more	113,156	89,606	26.3%	22,565	16,369	37.9%	90,591	73,237	23.7%
Avg Party Size	2.27	2.30	-1.4%	1.93	1.99	-3.4%	2.36	2.38	-0.8%
VISIT STATUS									
First-Time	153,109	118,844	28.8%	28,709	21,226	35.3%	124,400	97,618	27.4%
Repeat	119,929	91,133	31.6%	31,106	24,136	28.9%	88,824	66,996	32.6%
Average # of Trips	2.07	2.12	-2.1%	2.56	2.73	-6.2%	1.94	1.95	-0.7%
TRAVEL METHOD									
Group Tour	5,840	8,411	-30.6%	1,295	884	46.6%	4,545	7,527	-39.6%
Package	131,957	104,318	26.5%	28,191	21,791	29.4%	103,765	82,528	25.7%
Group Tour & Pkg	4,465	6,588	-32.2%	934	622	50.1%	3,531	5,966	-40.8%
True Independent	139,707	103,835	34.5%	31,262	23,310	34.1%	108,445	80,525	34.7%
ISLANDS VISITED									
O'ahu	260,317	202,075	28.8%	56,325	42,721	31.8%	203,993	159,354	28.0%
Maui County	51,339	46,844	9.6%	6,943	5,723	21.3%	44,396	41,121	8.0%
...Maui	50,625	45,651	10.9%	6,834	5,631	21.4%	43,791	40,020	9.4%
...Moloka'i	3,742	3,184	17.5%	202	152	33.0%	3,540	3,032	16.8%
...Lāna'i	4,240	3,508	20.9%	178	185	-3.7%	4,062	3,322	22.3%
Kaua'i	22,807	19,304	18.1%	2,613	1,799	45.3%	20,194	17,506	15.4%
Hawai'i Island	45,749	37,832	20.9%	4,593	3,551	29.3%	41,155	34,280	20.1%
...Hilo	27,743	22,957	20.8%	1,982	1,461	35.7%	25,761	21,496	19.8%
...Kona	34,314	29,560	16.1%	3,665	2,834	29.3%	30,649	26,726	14.7%
LENGTH OF STAY									
O'ahu (days)	7.95	7.96	-0.1%	6.33	5.80	9.1%	8.39	8.54	-1.7%
Maui (days)	4.96	5.42	-8.5%	5.62	7.50	-25.1%	4.86	5.13	-5.3%
Moloka'i (days)	1.25	1.16	8.0%	2.14	3.90	-45.2%	1.20	1.02	17.6%
Lāna'i (days)	1.75	0.61	185.5%	2.89	3.57	-19.0%	1.70	0.45	279.0%
Kaua'i (days)	3.82	3.86	-1.2%	4.95	7.16	-30.9%	3.67	3.52	4.2%
Hawai'i Island (days)	4.10	4.14	-0.9%	5.07	7.28	-30.3%	3.99	3.81	4.7%
...Hilo (days)	1.80	1.85	-2.7%	3.16	4.16	-24.1%	1.70	1.69	0.2%
...Kona (days)	4.01	3.86	3.9%	4.64	6.97	-33.4%	3.93	3.52	11.5%
Statewide (days)	9.55	9.96	-4.2%	7.22	7.27	-0.7%	10.20	10.71	-4.8%
ACCOMMODATIONS									
Hotel	246,369	189,933	29.7%	53,993	41,000	31.7%	192,376	148,933	29.2%
...Hotel Only	220,433	167,600	31.5%	51,383	38,948	31.9%	169,051	128,652	31.4%
Condo	23,277	16,231	43.4%	2,630	1,838	43.1%	20,647	14,393	43.5%
...Condo Only	13,222	8,983	47.2%	1,968	1,311	50.2%	11,254	7,672	46.7%
Timeshare	5,347	3,602	48.4%	913	673	35.7%	4,434	2,930	51.3%
...Timeshare Only	2,798	1,945	43.8%	643	471	36.4%	2,155	1,474	46.2%
Apartment	7,166	4,947	44.8%	1,220	968	26.0%	5,946	3,979	49.4%
Bed & Breakfast	1,318	1,730	-23.8%	375	300	24.9%	943	1,430	-34.0%
Cruise Ship	9,253	7,633	21.2%	1,016	756	34.3%	8,237	6,877	19.8%
Friends or Relatives	7,306	6,547	11.6%	1,670	1,479	12.9%	5,636	5,067	11.2%
PURPOSE OF TRIP									
Pleasure (Net)	256,340	192,351	33.3%	56,505	42,682	32.4%	199,836	149,669	33.5%
.....Vacation	237,355	178,644	32.9%	53,402	40,150	33.0%	183,953	138,495	32.8%
.....Honeymoon	17,590	13,731	28.1%	3,325	2,664	24.8%	14,265	11,067	28.9%
...Get Married	2,752	1,800	52.9%	242	172	40.3%	2,510	1,628	54.2%
MC&I (Net)	3,879	5,669	-31.6%	791	690	14.7%	3,087	4,979	-38.0%
.....Convention/Conf.	3,202	3,936	-18.6%	579	458	26.2%	2,624	3,477	-24.5%
.....Corp. Meetings	197	455	-56.7%	136	108	26.4%	60	347	-82.6%
.....Incentive	534	1,360	-60.7%	93	145	-35.6%	441	1,215	-63.7%
Other Business	1,515	1,442	5.0%	507	491	3.2%	1,008	951	6.0%
Visit Friends/Relatives	7,025	6,826	2.9%	1,590	1,459	9.0%	5,435	5,367	1.3%
Government/Military	345	460	-25.0%	163	164	-0.7%	182	296	-38.6%
Attend School	289	503	-42.5%	64	35	81.3%	225	467	-51.9%
Sport Events	2,568	1,833	40.1%	433	211	105.2%	2,135	1,622	31.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	639.8	477.4	34.0%						
Per Person Per Day (\$)	245.5	228.1	7.6%						
Per Person Per Trip (\$)	2,343.4	2,273.4	3.1%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 28: Australia Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

Australia	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	2,329,108	1,863,832	25.0%	387,873	296,177	31.0%	1,941,235	1,567,656	23.8%
Total Visitors	247,150	189,246	30.6%	54,423	41,275	31.9%	192,727	147,971	30.2%
PARTY SIZE									
One	20,691	17,978	15.1%	9,364	7,302	28.2%	11,327	10,676	6.1%
Two	124,199	91,764	35.3%	24,245	18,977	27.8%	99,955	72,786	37.3%
Three or more	102,260	79,505	28.6%	20,815	14,996	38.8%	81,445	64,509	26.3%
Avg Party Size	2.30	2.28	0.6%	2.02	2.00	0.9%	2.37	2.36	0.6%
VISIT STATUS									
First-Time	140,577	109,216	28.7%	26,535	19,621	35.2%	114,041	89,595	27.3%
Repeat	106,573	80,030	33.2%	27,887	21,654	28.8%	78,686	58,376	34.8%
Average # of Trips	2.02	2.05	-1.5%	2.44	2.63	-7.1%	1.90	1.89	0.6%
TRAVEL METHOD									
Group Tour	4,930	5,847	-15.7%	1,050	718	46.3%	3,880	5,129	-24.3%
Package	121,819	95,418	27.7%	26,031	20,101	29.5%	95,788	75,317	27.2%
Group Tour & Pkg	4,093	4,606	-11.1%	777	506	53.7%	3,315	4,100	-19.1%
True Independent	124,493	92,587	34.5%	28,119	20,962	34.1%	96,374	71,625	34.6%
ISLANDS VISITED									
O'ahu	236,238	182,669	29.3%	51,645	39,184	31.8%	184,593	143,485	28.6%
Maui County	46,531	41,894	11.1%	6,113	5,021	21.7%	40,419	36,873	9.6%
...Maui	45,831	41,249	11.1%	6,017	4,946	21.6%	39,814	36,302	9.7%
...Moloka'i	3,461	2,543	36.1%	163	134	21.5%	3,298	2,409	36.9%
...Lāna'i	4,116	3,431	20.0%	149	159	-6.3%	3,967	3,272	21.3%
Kaua'i	20,869	18,146	15.0%	2,194	1,550	41.6%	18,675	16,596	12.5%
Hawai'i Island	42,708	34,603	23.4%	4,070	3,148	29.3%	38,638	31,455	22.8%
...Hilo	26,119	21,622	20.8%	1,759	1,310	34.3%	24,360	20,312	19.9%
...Kona	31,691	26,811	18.2%	3,262	2,525	29.2%	28,428	24,286	17.1%
LENGTH OF STAY									
O'ahu (days)	7.91	7.92	-0.1%	6.30	5.73	10.0%	8.36	8.52	-1.8%
Maui (days)	4.64	5.01	-7.2%	5.33	7.42	-28.2%	4.54	4.68	-2.9%
Moloka'i (days)	1.26	0.74	70.9%	2.09	3.86	-46.0%	1.22	0.56	116.6%
Lāna'i (days)	1.77	0.59	198.3%	3.03	3.53	-14.0%	1.72	0.45	282.3%
Kaua'i (days)	3.57	3.80	-6.1%	4.54	7.09	-36.0%	3.45	3.49	-1.1%
Hawai'i Island (days)	3.78	3.99	-5.3%	4.83	7.26	-33.5%	3.67	3.66	0.1%
...Hilo (days)	1.78	1.74	2.5%	3.08	4.13	-25.5%	1.69	1.59	6.5%
...Kona (days)	3.62	3.75	-3.3%	4.37	6.91	-36.8%	3.54	3.42	3.5%
Statewide (days)	9.42	9.85	-4.3%	7.13	7.18	-0.7%	10.07	10.59	-4.9%
ACCOMMODATIONS									
Hotel	226,720	173,616	30.6%	49,817	37,827	31.7%	176,903	135,789	30.3%
...Hotel Only	203,761	154,697	31.7%	47,535	36,020	32.0%	156,226	118,676	31.6%
Condo	19,330	13,329	45.0%	2,156	1,470	46.6%	17,174	11,859	44.8%
...Condo Only	10,599	6,959	52.3%	1,619	1,028	57.5%	8,980	5,930	51.4%
Timeshare	3,789	2,775	36.5%	720	559	28.9%	3,069	2,216	38.5%
...Timeshare Only	1,982	1,323	49.9%	503	380	32.5%	1,479	943	56.9%
Rental House	6,050	4,517	33.9%	1,003	812	23.5%	5,047	3,705	36.2%
Bed & Breakfast	1,217	1,609	-24.3%	342	251	36.0%	875	1,357	-35.5%
Cruise Ship	8,707	7,391	17.8%	928	701	32.3%	7,779	6,690	16.3%
Friends or Relatives	5,076	4,314	17.7%	1,218	1,098	10.9%	3,858	3,215	20.0%
PURPOSE OF TRIP									
Pleasure (Net)	234,377	175,983	33.2%	51,700	39,161	32.0%	182,677	136,823	33.5%
....Vacation	216,642	162,973	32.9%	48,776	36,753	32.7%	167,866	126,220	33.0%
....Honeymoon	16,548	13,141	25.9%	3,136	2,544	23.2%	13,412	10,597	26.6%
...Get Married	2,496	1,673	49.2%	206	147	39.7%	2,291	1,526	50.1%
MC&I (Net)	2,929	3,896	-24.8%	661	551	19.8%	2,268	3,345	-32.2%
....Convention/Conf.	2,322	3,115	-25.5%	495	375	32.1%	1,828	2,741	-33.3%
....Corp. Meetings	163	303	-46.1%	103	82	25.8%	60	222	-72.8%
....Incentive	488	548	-10.9%	71	106	-33.1%	418	443	-5.6%
Other Business	1,072	1,073	-0.1%	360	369	-2.4%	712	704	1.1%
Visit Friends/Relatives	5,360	4,284	25.1%	1,229	1,103	11.4%	4,131	3,181	29.9%
Government/Military	275	433	-36.4%	132	137	-4.1%	144	296	-51.4%
Attend School	196	92	114.6%	43	29	50.6%	153	63	143.9%
Sport Events	1,697	1,663	2.1%	348	170	104.9%	1,349	1,493	-9.6%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 29: New Zealand Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

NEW ZEALAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	277,254	228,524	21.3%	43,998	33,631	30.8%	233,256	194,893	19.7%
Total Visitors	25,889	20,730	24.9%	5,392	4,087	31.9%	20,497	16,643	23.2%
PARTY SIZE									
One	3,506	2,120	65.4%	1,163	878	32.4%	2,343	1,242	88.7%
Two	11,486	8,509	35.0%	2,478	1,835	35.0%	9,008	6,673	35.0%
Three or more	10,897	10,101	7.9%	1,751	1,374	27.4%	9,146	8,728	4.8%
Avg Party Size	2.20	2.45	-10.2%	2.04	1.90	7.1%	2.25	2.59	-13.3%
VISIT STATUS									
First-Time	12,532	9,628	30.2%	2,174	1,605	35.4%	10,359	8,023	29.1%
Repeat	13,356	11,102	20.3%	3,218	2,482	29.6%	10,138	8,620	17.6%
Average # of Trips	2.60	2.75	-5.6%	3.79	3.79	0.0%	2.29	2.50	-8.5%
TRAVEL METHOD									
Group Tour	909	2,564	-64.5%	245	166	47.9%	665	2,399	-72.3%
Package	10,137	8,900	13.9%	2,160	1,690	27.8%	7,977	7,211	10.6%
Group Tour & Pkg	372	1,982	-81.2%	156	116	34.5%	216	1,866	-88.4%
True Independent	15,214	11,248	35.3%	3,143	2,348	33.9%	12,071	8,900	35.6%
ISLANDS VISITED									
O'ahu	24,079	19,406	24.1%	4,680	3,537	32.3%	19,400	15,868	22.3%
Maui County	4,807	4,950	-2.9%	830	702	18.2%	3,977	4,248	-6.4%
...Maui	4,794	4,402	8.9%	817	684	19.4%	3,977	3,718	7.0%
...Moloka'i	281	640	-56.1%	39	18	117.6%	241	622	-61.2%
...Lāna'i	124	77	61.2%	30	26	12.0%	95	51	86.8%
Kaua'i	1,938	1,158	67.3%	419	249	68.4%	1,519	909	67.0%
Hawai'i Island	3,041	3,229	-5.8%	523	404	29.5%	2,518	2,825	-10.9%
...Hilo	1,624	1,335	21.6%	223	151	47.4%	1,401	1,184	18.4%
...Kona	2,623	2,749	-4.6%	403	310	30.1%	2,220	2,439	-9.0%
LENGTH OF STAY									
O'ahu (days)	8.30	8.33	-0.3%	6.60	6.53	1.2%	8.71	8.73	-0.2%
Maui (days)	7.98	9.32	-14.4%	7.74	8.01	-3.4%	8.03	9.56	-16.0%
Moloka'i (days)	1.19	2.84	-58.1%	2.35	4.17	-43.8%	1.00	2.80	-64.3%
Lāna'i (days)	1.28	1.58	-18.9%	2.18	3.81	-42.8%	1.00	0.42	140.3%
Kaua'i (days)	6.52	4.85	34.3%	7.12	7.65	-6.9%	6.35	4.09	55.4%
Hawai'i Island (days)	8.57	5.69	50.8%	6.94	7.39	-6.1%	8.91	5.44	63.8%
...Hilo (days)	2.09	3.64	-42.5%	3.82	4.46	-14.3%	1.81	3.53	-48.6%
...Kona (days)	8.65	4.91	76.0%	6.89	7.46	-7.6%	8.96	4.59	95.4%
Statewide (days)	10.71	11.02	-2.9%	8.16	8.23	-0.8%	11.38	11.71	-2.8%
ACCOMMODATIONS									
Hotel	19,649	16,317	20.4%	4,176	3,173	31.6%	15,474	13,145	17.7%
...Hotel Only	16,672	12,903	29.2%	3,848	2,928	31.4%	12,825	9,975	28.6%
Condo	3,947	2,902	36.0%	474	368	28.7%	3,473	2,534	37.1%
...Condo Only	2,623	2,024	29.6%	349	282	23.6%	2,274	1,742	30.5%
Timeshare	1,557	828	88.2%	192	114	69.1%	1,365	714	91.3%
...Timeshare Only	815	622	31.0%	140	91	52.9%	676	531	27.3%
Rental House	1,116	430	159.4%	217	156	38.8%	899	274	228.1%
Bed & Breakfast	101	121	-16.5%	33	49	-31.9%	68	72	-6.1%
Cruise Ship	546	242	125.8%	88	55	60.2%	458	187	145.0%
Friends or Relatives	2,230	2,233	-0.2%	452	381	18.8%	1,777	1,852	-4.1%
PURPOSE OF TRIP									
Pleasure (Net)	21,964	16,368	34.2%	4,805	3,521	36.4%	17,159	12,847	33.6%
.....Vacation	20,713	15,671	32.2%	4,626	3,396	36.2%	16,087	12,275	31.1%
.....Honeymoon	1,042	590	76.6%	189	120	57.8%	853	470	81.4%
...Get Married	255	126	101.8%	36	25	43.9%	219	101	116.1%
MC&I (Net)	950	1,773	-46.4%	131	138	-5.7%	820	1,634	-49.8%
.....Convention/Conf.	880	820	7.3%	84	84	0.2%	796	737	8.1%
.....Corp. Meetings	33	151	-78.0%	33	26	28.4%	0	125	-100.0%
.....Incentive	46	811	-94.4%	23	39	-42.4%	23	772	-97.0%
Other Business	443	369	19.9%	146	122	19.9%	296	247	19.9%
Visit Friends/Relatives	1,666	2,543	-34.5%	361	356	1.5%	1,305	2,187	-40.3%
Government/Military	70	27	155.2%	32	27	16.1%	38	0	NA
Attend School	93	411	-77.5%	21	7	212.5%	72	405	-82.3%
Sport Events	871	171	410.2%	85	41	106.4%	786	129	507.1%

NA = Not Applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	1,952,920	1,443,836	35.3%	370,093	282,293	31.1%	1,582,827	1,161,542	36.3%
Total Visitors	289,977	211,028	37.4%	56,755	42,901	32.3%	233,222	168,127	38.7%
PARTY SIZE									
One	23,918	19,336	23.7%	11,487	8,976	28.0%	12,430	10,360	20.0%
Two	123,635	89,733	37.8%	16,060	11,701	37.3%	107,574	78,032	37.9%
Three or more	142,425	101,959	39.7%	29,208	22,223	31.4%	113,217	79,735	42.0%
Avg Party Size	2.42	2.53	-4.4%	1.60	2.19	-27.1%	2.62	2.62	0.1%
VISIT STATUS									
First-Time	243,380	172,248	41.3%	42,466	31,032	36.8%	200,914	141,216	42.3%
Repeat	46,597	38,779	20.2%	14,290	11,869	20.4%	32,308	26,911	20.1%
Average # of Trips	1.48	1.58	-6.5%	2.23	2.38	-6.1%	1.29	1.38	-6.1%
TRAVEL METHOD									
Group Tour	112,922	81,636	38.3%	24,431	17,805	37.2%	88,491	63,831	38.6%
Package	197,288	145,323	35.8%	33,528	25,342	32.3%	163,759	119,981	36.5%
Group Tour & Pkg	105,385	75,386	39.8%	20,508	14,899	37.7%	84,876	60,487	40.3%
True Independent	85,152	59,454	43.2%	19,304	14,652	31.7%	65,848	44,801	47.0%
ISLANDS VISITED									
O'ahu	274,279	195,308	40.4%	51,496	38,541	33.6%	222,783	156,767	42.1%
Maui County	64,122	49,181	30.4%	8,153	6,422	27.0%	55,969	42,759	30.9%
...Maui	62,468	47,925	30.3%	7,821	6,114	27.9%	54,647	41,811	30.7%
...Moloka'i	1,953	2,017	-3.2%	390	362	7.5%	1,563	1,655	-5.5%
...Lāna'i	1,095	1,908	-42.6%	338	345	-2.0%	757	1,563	-51.6%
Kaua'i	7,134	7,552	-5.5%	2,430	2,079	16.9%	4,704	5,472	-14.0%
Hawai'i Island	35,399	27,060	30.8%	6,226	4,785	30.1%	29,173	22,275	31.0%
...Hilo	19,179	13,838	38.6%	2,902	2,308	25.8%	16,277	11,530	41.2%
...Kona	23,469	19,127	22.7%	4,446	3,336	33.3%	19,023	15,790	20.5%
LENGTH OF STAY									
O'ahu (days)	5.77	5.63	2.4%	5.54	4.91	12.7%	5.82	5.81	0.2%
Maui (days)	2.93	3.29	-10.9%	4.49	7.25	-38.1%	2.71	2.71	-0.1%
Moloka'i (days)	2.60	12.46	-79.1%	4.11	3.75	9.5%	2.23	14.37	-84.5%
Lāna'i (days)	1.91	13.51	-85.9%	2.28	3.44	-33.6%	1.74	15.73	-88.9%
Kaua'i (days)	4.38	4.62	-5.3%	5.74	6.92	-17.1%	3.68	3.75	-2.0%
Hawai'i Island (days)	4.24	3.72	13.9%	5.38	6.62	-18.8%	3.99	3.10	28.9%
...Hilo (days)	2.11	2.22	-5.1%	3.46	4.01	-13.7%	1.86	1.86	0.2%
...Kona (days)	4.67	3.66	27.6%	5.27	6.73	-21.6%	4.53	3.01	50.3%
Statewide (days)	6.73	6.84	-1.6%	6.52	6.58	-0.9%	6.79	6.91	-1.8%
ACCOMMODATIONS									
Hotel	266,389	190,077	40.1%	49,759	36,822	35.1%	216,631	153,256	41.4%
...Hotel Only	256,367	181,803	41.0%	47,283	34,842	35.7%	209,084	146,961	42.3%
Condo	11,353	10,196	11.4%	1,887	1,768	6.7%	9,467	8,427	12.3%
...Condo Only	7,157	6,139	16.6%	1,286	1,262	1.9%	5,871	4,877	20.4%
Timeshare	2,356	1,864	26.4%	909	881	3.2%	1,447	982	47.3%
...Timeshare Only	1,477	1,162	27.1%	680	649	4.8%	797	513	55.3%
Rental House	2,999	3,044	-1.5%	1,239	958	29.2%	1,760	2,085	-15.6%
Bed & Breakfast	2,518	3,002	-16.1%	1,072	907	18.2%	1,446	2,096	-31.0%
Cruise Ship	1,891	1,670	13.3%	609	565	7.7%	1,282	1,104	16.1%
Friends or Relatives	10,354	9,250	11.9%	2,807	2,489	12.8%	7,548	6,761	11.6%
PURPOSE OF TRIP									
Pleasure (Net)	251,012	173,824	44.4%	47,289	34,396	37.5%	203,723	139,428	46.1%
....Vacation	176,799	116,334	52.0%	44,557	32,351	37.7%	132,243	83,983	57.5%
....Honeymoon	73,403	57,420	27.8%	2,818	2,144	31.4%	70,585	55,276	27.7%
....Get Married	1,610	1,797	-10.4%	332	317	4.7%	1,278	1,480	-13.6%
MC&I (Net)	20,993	18,650	12.6%	3,296	2,801	17.7%	17,696	15,849	11.7%
....Convention/Conf.	9,782	9,102	7.5%	1,450	1,361	6.5%	8,332	7,741	7.6%
....Corp. Meetings	2,285	5,372	-57.5%	581	603	-3.7%	1,704	4,769	-64.3%
....Incentive	9,108	4,819	89.0%	1,328	920	44.3%	7,781	3,899	99.5%
Other Business	7,350	8,375	-12.2%	3,036	2,959	2.6%	4,314	5,416	-20.3%
Visit Friends/Relatives	9,259	7,236	28.0%	2,938	2,675	9.8%	6,321	4,560	38.6%
Government/Military	1,586	1,753	-9.6%	775	769	0.9%	810	985	-17.7%
Attend School	1,634	1,414	15.6%	254	241	5.0%	1,381	1,172	17.8%
Sport Events	405	350	15.6%	209	175	19.5%	196	175	11.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	598.9	373.8	60.2%						
Per Person Per Day (\$)	306.7	258.9	18.5%						
Per Person Per Trip (\$)	2,065.5	1,771.2	16.6%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 31: Korea Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

KOREA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	1,078,814	813,989	32.5%	76,845	57,700	33.2%	1,001,968	756,289	32.5%
Total Visitors	153,338	112,567	36.2%	8,762	7,145	22.6%	144,576	105,422	37.1%
PARTY SIZE									
One	8,139	6,759	20.4%	1,931	1,736	11.2%	6,208	5,023	23.6%
Two	89,456	67,396	32.7%	3,328	2,556	30.2%	86,129	64,840	32.8%
Three or more	55,743	38,413	45.1%	3,504	2,854	22.8%	52,240	35,559	46.9%
Avg Party Size	2.34	2.31	0.9%	1.82	1.92	-5.3%	2.37	2.34	1.1%
VISIT STATUS									
First-Time	130,799	94,491	38.4%	5,246	3,970	32.1%	125,554	90,521	38.7%
Repeat	22,539	18,076	24.7%	3,516	3,175	10.8%	19,022	14,901	27.7%
Average # of Trips	1.35	1.45	-6.5%	2.96	3.35	-11.4%	1.25	1.32	-4.7%
TRAVEL METHOD									
Group Tour	41,870	31,167	34.3%	1,783	1,262	41.3%	40,086	29,906	34.0%
Package	99,790	74,297	34.3%	3,634	2,957	22.9%	96,155	71,340	34.8%
Group Tour & Pkg	39,136	28,639	36.7%	1,506	1,044	44.3%	37,630	27,595	36.4%
True Independent	50,815	35,742	42.2%	4,850	3,971	22.2%	45,964	31,771	44.7%
ISLANDS VISITED									
O'ahu	147,039	104,655	40.5%	7,468	6,049	23.5%	139,571	98,606	41.5%
Maui County	43,611	34,288	27.2%	1,515	1,284	18.0%	42,096	33,004	27.5%
...Maui	43,413	33,880	28.1%	1,494	1,214	23.0%	41,920	32,666	28.3%
...Moloka'i	363	484	-25.0%	23	56	-59.7%	340	428	-20.5%
...Lāna'i	291	268	8.5%	26	71	-63.3%	265	197	34.6%
Kaua'i	2,503	3,268	-23.4%	532	409	29.9%	1,972	2,858	-31.0%
Hawai'i Island	13,392	11,156	20.0%	878	776	13.2%	12,514	10,380	20.6%
...Hilo	8,163	6,121	33.4%	306	324	-5.6%	7,857	5,797	35.5%
...Kona	7,598	6,524	16.5%	696	584	19.1%	6,902	5,940	16.2%
LENGTH OF STAY									
O'ahu (days)	6.04	6.19	-2.5%	7.35	6.44	14.1%	5.97	6.18	-3.4%
Maui (days)	2.43	2.52	-3.5%	4.97	7.84	-36.6%	2.34	2.32	0.8%
Moloka'i (days)	1.50	1.31	14.3%	3.73	4.08	-8.6%	1.35	0.95	42.5%
Lāna'i (days)	2.43	1.32	83.7%	4.78	3.72	28.4%	2.20	0.45	385.6%
Kaua'i (days)	4.35	5.21	-16.6%	7.79	7.48	4.1%	3.42	4.89	-30.1%
Hawai'i Island (days)	5.49	5.63	-2.5%	11.62	7.32	58.8%	5.06	5.50	-8.1%
...Hilo (days)	2.00	2.98	-32.9%	9.21	4.36	111.2%	1.72	2.91	-40.7%
...Kona (days)	7.52	6.82	10.2%	10.61	7.29	45.4%	7.21	6.77	6.4%
Statewide (days)	7.04	7.23	-2.7%	8.77	8.08	8.6%	6.93	7.17	-3.4%
ACCOMMODATIONS									
Hotel	143,177	102,990	39.0%	6,777	5,450	24.3%	136,400	97,540	39.8%
...Hotel Only	138,792	99,196	39.9%	6,473	5,165	25.3%	132,320	94,031	40.7%
Condo	5,743	5,004	14.8%	572	482	18.7%	5,170	4,522	14.3%
...Condo Only	3,557	2,837	25.4%	442	404	9.4%	3,115	2,433	28.0%
Timeshare	517	477	8.3%	211	190	10.9%	306	287	6.7%
...Timeshare Only	256	341	-24.8%	154	155	-0.9%	103	186	-44.7%
Rental House	1,039	1,122	-7.4%	283	194	46.0%	756	928	-18.6%
Bed & Breakfast	595	1,290	-53.9%	50	60	-16.6%	545	1,230	-55.7%
Cruise Ship	560	576	-2.9%	80	93	-13.9%	480	484	-0.8%
Friends or Relatives	5,031	4,552	10.5%	838	785	6.8%	4,194	3,767	11.3%
PURPOSE OF TRIP									
Pleasure (Net)	137,317	100,791	36.2%	6,997	5,540	26.3%	130,320	95,252	36.8%
....Vacation	70,610	47,344	49.1%	5,735	4,731	21.2%	64,875	42,613	52.2%
....Honeymoon	66,296	53,092	24.9%	1,220	804	51.8%	65,076	52,288	24.5%
...Get Married	589	1,047	-43.7%	78	73	6.5%	512	974	-47.5%
MC&I (Net)	9,218	4,926	87.1%	481	438	10.0%	8,736	4,489	94.6%
....Convention/Conf.	4,726	3,081	53.4%	245	222	10.7%	4,480	2,859	56.7%
....Corp. Meetings	612	983	-37.7%	73	66	11.0%	539	917	-41.2%
....Incentive	3,968	927	328.1%	170	162	5.5%	3,798	765	396.2%
Other Business	1,132	809	39.8%	262	236	11.3%	869	574	51.6%
Visit Friends/Relatives	3,712	3,095	19.9%	885	808	9.5%	2,827	2,287	23.6%
Government/Military	446	445	0.1%	126	124	2.1%	319	321	-0.7%
Attend School	910	1,004	-9.4%	77	80	-4.8%	834	924	-9.8%
Sport Events	227	67	236.3%	52	60	-12.4%	174	8	2192.9%

Source: Hawai'i Tourism Authority

**Table 32: China Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

CHINA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	699,703	479,447	45.9%	250,595	192,735	30.0%	449,109	286,712	56.6%
Total Visitors	116,866	81,738	43.0%	42,843	31,654	35.3%	74,023	50,084	47.8%
PARTY SIZE									
One	11,508	8,795	30.9%	7,994	5,939	34.6%	3,514	2,855	23.1%
Two	26,939	16,733	61.0%	10,995	7,785	41.2%	15,944	8,948	78.2%
Three or more	78,418	56,211	39.5%	23,853	17,931	33.0%	54,565	38,280	42.5%
Avg Party Size	2.97	3.22	-8.0%	1.97	2.35	-16.0%	3.54	3.78	-6.2%
VISIT STATUS									
First-Time	100,866	68,603	47.0%	34,659	25,112	38.0%	66,208	43,491	52.2%
Repeat	15,999	13,135	21.8%	8,184	6,543	25.1%	7,815	6,593	18.5%
Average # of Trips	1.44	1.54	-6.8%	1.86	1.93	-3.9%	1.20	1.30	-7.7%
TRAVEL METHOD									
Group Tour	68,613	48,339	41.9%	22,177	16,158	37.3%	46,436	32,181	44.3%
Package	89,453	62,842	42.3%	28,050	20,908	34.2%	61,403	41,934	46.4%
Group Tour & Pkg	64,064	44,806	43.0%	18,650	13,597	37.2%	45,414	31,209	45.5%
True Independent	22,863	15,364	48.8%	11,265	8,185	37.6%	11,598	7,178	61.6%
ISLANDS VISITED									
O'ahu	109,729	76,063	44.3%	39,953	29,169	37.0%	69,776	46,893	48.8%
Maui County	16,726	11,206	49.3%	5,561	4,375	27.1%	11,165	6,831	63.4%
...Maui	15,343	10,564	45.2%	5,286	4,155	27.2%	10,057	6,409	56.9%
...Moloka'i	1,560	934	67.0%	350	259	35.2%	1,209	675	79.2%
...Lāna'i	641	1,090	-41.2%	270	227	18.8%	371	863	-57.0%
Kaua'i	3,828	2,868	33.5%	1,511	1,346	12.3%	2,317	1,522	52.2%
Hawai'i Island	17,929	12,115	48.0%	4,472	3,310	35.1%	13,456	8,804	52.8%
...Hilo	8,475	5,621	50.8%	2,239	1,669	34.2%	6,236	3,952	57.8%
...Kona	13,183	9,629	36.9%	3,060	2,240	36.6%	10,123	7,389	37.0%
LENGTH OF STAY									
O'ahu (days)	5.12	4.53	13.1%	5.04	4.49	12.3%	5.16	4.55	13.4%
Maui (days)	3.92	4.65	-15.6%	4.08	7.10	-42.6%	3.84	3.05	25.8%
Moloka'i (days)	2.86	1.45	97.4%	4.15	3.70	12.3%	2.49	0.59	324.3%
Lāna'i (days)	1.55	1.23	25.9%	1.79	3.37	-47.1%	1.39	0.67	106.2%
Kaua'i (days)	4.19	6.08	-31.1%	5.00	6.78	-26.3%	3.67	5.47	-33.0%
Hawai'i Island (days)	3.14	2.51	25.1%	4.03	6.46	-37.7%	2.85	1.03	177.0%
...Hilo (days)	1.84	2.56	-28.3%	2.56	3.95	-35.1%	1.58	1.98	-20.3%
...Kona (days)	3.10	3.45	-10.3%	4.01	6.61	-39.4%	2.82	2.49	13.1%
Statewide (days)	5.99	5.87	2.1%	5.85	6.09	-3.9%	6.07	5.72	6.0%
ACCOMMODATIONS									
Hotel	108,573	75,063	44.6%	39,135	28,283	38.4%	69,438	46,780	48.4%
...Hotel Only	104,507	72,093	45.0%	37,233	26,778	39.0%	67,274	45,316	48.5%
Condo	4,059	3,617	12.2%	1,038	1,059	-2.0%	3,021	2,558	18.1%
...Condo Only	2,621	2,449	7.1%	640	680	-5.8%	1,981	1,769	12.0%
Timeshare	1,057	856	23.5%	535	550	-2.6%	521	306	70.4%
...Timeshare Only	707	496	42.7%	408	387	5.3%	300	108	176.6%
Rental House	1,504	1,045	43.8%	740	607	21.8%	764	438	74.3%
Bed & Breakfast	1,582	1,195	32.4%	928	790	17.4%	654	405	61.6%
Cruise Ship	1,081	714	51.3%	468	420	11.5%	613	294	108.1%
Friends or Relatives	2,387	2,203	8.4%	1,378	1,220	13.0%	1,009	983	2.6%
PURPOSE OF TRIP									
Pleasure (Net)	99,916	61,592	62.2%	36,374	25,824	40.9%	63,542	35,768	77.7%
.....Vacation	93,904	58,701	60.0%	35,085	24,788	41.5%	58,819	33,913	73.4%
.....Honeymoon	5,581	2,988	86.8%	1,408	1,135	24.0%	4,173	1,852	125.3%
...Get Married	914	323	183.1%	190	208	-8.9%	724	115	532.3%
MC&I (Net)	8,709	11,242	-22.5%	2,276	1,972	15.5%	6,433	9,270	-30.6%
.....Convention/Conf.	3,064	4,558	-32.8%	922	903	2.0%	2,143	3,655	-41.4%
.....Corp. Meetings	1,223	3,798	-67.8%	398	445	-10.6%	825	3,353	-75.4%
.....Incentive	4,458	3,379	31.9%	985	680	44.9%	3,473	2,699	28.7%
Other Business	5,618	6,992	-19.7%	2,581	2,489	3.7%	3,037	4,503	-32.6%
Visit Friends/Relatives	2,722	2,198	23.9%	1,462	1,314	11.2%	1,261	884	42.6%
Government/Military	933	1,040	-10.3%	578	567	1.9%	355	473	-25.0%
Attend School	522	309	68.9%	112	124	-9.5%	409	185	121.5%
Sport Events	124	259	-52.0%	116	98	19.0%	8	161	-95.0%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 33: Latin America MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	309,111	255,203	21.1%	292,149	247,329	18.1%	16,962	7,874	115.4%
Total Visitors	25,519	22,116	15.4%	24,576	21,550	14.0%	943	566	66.6%
PARTY SIZE									
One	6,080	5,314	14.4%	5,921	5,238	13.0%	159	77	107.0%
Two	10,469	9,089	15.2%	9,750	8,680	12.3%	720	408	76.2%
Three or more	8,970	7,713	16.3%	8,905	7,632	16.7%	65	81	-20.1%
Avg Party Size	3.40	3.74	-9.1%	1.62	1.87	-13.4%	1.78	1.87	-4.7%
VISIT STATUS									
First-Time	18,243	15,244	19.7%	17,316	14,772	17.2%	927	472	96.3%
Repeat	7,275	6,872	5.9%	7,260	6,778	7.1%	16	94	-83.1%
Average # of Trips	2.12	2.20	-3.6%	2.16	2.22	-2.6%	1.03	1.47	-29.5%
TRAVEL METHOD									
Group Tour	2,306	2,396	-3.8%	2,306	2,254	2.3%	0	143	-100.0%
Package	9,604	9,193	4.5%	9,604	8,832	8.7%	0	361	-100.0%
Group Tour & Pkg	1,686	1,809	-6.8%	1,686	1,666	1.2%	0	143	-100.0%
True Independent	15,295	12,336	24.0%	14,352	12,131	18.3%	943	205	360.2%
ISLANDS VISITED									
O'ahu	19,518	16,581	17.7%	18,575	16,054	15.7%	943	527	78.9%
Maui County	9,454	8,308	13.8%	9,188	7,965	15.3%	266	343	-22.4%
...Maui	9,284	8,147	14.0%	9,018	7,804	15.6%	266	343	-22.4%
...Moloka'i	292	275	6.2%	279	275	1.3%	13	0	NA
...Lāna'i	350	269	29.7%	336	269	24.8%	13	0	NA
Kaua'i	3,359	2,831	18.6%	3,200	2,827	13.2%	159	4	3788.6%
Hawai'i Island	5,523	4,764	15.9%	5,322	4,726	12.6%	201	38	428.2%
...Hilo	2,413	1,846	30.7%	2,212	1,846	19.8%	201	0	NA
...Kona	4,415	4,016	9.9%	4,415	3,978	11.0%	0	38	-100.0%
LENGTH OF STAY									
O'ahu (days)	9.82	8.29	18.6%	9.49	8.18	15.9%	16.47	11.39	44.6%
Maui (days)	6.78	7.41	-8.4%	6.87	7.54	-8.9%	3.93	4.35	-9.6%
Moloka'i (days)	6.42	4.02	59.9%	6.68	4.02	66.4%	1.00	0	NA
Lāna'i (days)	3.10	3.64	-14.8%	3.19	3.64	-12.5%	1.00	0	NA
Kaua'i (days)	5.14	7.15	-28.0%	5.35	7.14	-25.1%	1.00	12.00	-91.7%
Hawai'i Island (days)	6.18	7.37	-16.2%	6.37	7.36	-13.4%	1.00	8.74	-88.6%
...Hilo (days)	3.04	4.09	-25.7%	3.22	4.09	-21.2%	1.00	0	NA
...Kona (days)	6.07	6.87	-11.7%	6.07	6.85	-11.4%	0.00	8.74	-100.0%
Statewide (days)	12.11	11.54	5.0%	11.89	11.48	3.6%	17.99	13.91	29.3%
ACCOMMODATIONS									
Hotel	18,820	16,915	11.3%	18,512	16,363	13.1%	308	552	-44.2%
...Hotel Only	17,094	15,390	11.1%	16,799	14,852	13.1%	295	538	-45.2%
Condo	1,694	1,247	35.9%	1,535	1,243	23.5%	159	4	3788.6%
...Condo Only	1,324	876	51.0%	1,165	876	32.9%	159	0	NA
Timeshare	541	569	-5.0%	541	559	-3.3%	0	10	-100.0%
...Timeshare Only	407	424	-4.1%	407	424	-4.1%	0	0	NA
Rental House	1,387	1,157	19.9%	1,373	1,157	18.8%	13	0	NA
Bed & Breakfast	486	154	214.6%	210	154	36.2%	276	0	NA
Cruise Ship	1,068	1,006	6.2%	1,068	1,006	6.2%	0	0	NA
Friends or Relatives	2,295	1,981	15.8%	2,095	1,981	5.7%	201	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	21,054	17,358	21.3%	20,176	16,840	19.8%	879	518	69.5%
....Vacation	18,999	15,696	21.0%	18,409	15,311	20.2%	590	385	53.2%
....Honeymoon	2,113	1,736	21.7%	1,824	1,602	13.8%	289	134	116.4%
...Get Married	180	122	47.8%	180	122	47.8%	0	0	NA
MC&I (Net)	2,440	2,959	-17.5%	2,376	2,926	-18.8%	65	33	94.5%
....Convention/Conf.	1,612	2,138	-24.6%	1,548	2,105	-26.5%	65	33	94.5%
....Corp. Meetings	407	461	-11.6%	407	461	-11.6%	0	0	NA
....Incentive	509	466	9.2%	509	466	9.2%	0	0	NA
Other Business	403	346	16.6%	403	346	16.6%	0	0	NA
Visit Friends/Relatives	1,514	1,450	4.4%	1,514	1,450	4.4%	0	0	NA
Government/Military	95	156	-39.4%	95	156	-39.4%	0	0	NA
Attend School	340	217	57.2%	181	202	-10.3%	159	14	1000.3%
Sport Events	743	591	25.6%	743	591	25.6%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	61.9	54.0	14.7%						
Per Person Per Day (\$)	200.2	211	-5.3%						
Per Person Per Trip (\$)	2,424.7	2,440	-0.6%						

NA = Not Applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 34: Other MMA Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	3,485,343	3,036,440	14.8%	1,757,351	1,838,284	-4.4%	1,727,992	1,198,156	44.2%
Total Visitors	306,110	255,073	20.0%	162,156	167,550	-3.2%	143,954	87,523	64.5%
PARTY SIZE									
One	69,778	64,067	8.9%	39,101	42,206	-7.4%	30,677	21,861	40.3%
Two	109,030	96,536	12.9%	63,553	67,348	-5.6%	45,477	29,188	55.8%
Three or more	127,302	94,470	34.8%	59,502	57,995	2.6%	67,800	36,475	85.9%
Avg Party Size	1.97	1.89	4.3%	1.90	1.85	2.7%	2.05	1.97	4.3%
VISIT STATUS									
First-Time	156,565	124,735	25.5%	69,198	75,624	-8.5%	87,367	49,111	77.9%
Repeat	149,545	130,338	14.7%	92,958	91,926	1.1%	56,587	38,412	47.3%
Average # of Trips	3.54	3.91	-9.5%	4.85	4.67	4.0%	2.06	2.47	-16.6%
TRAVEL METHOD									
Group Tour	23,018	23,544	-2.2%	7,972	9,289	-14.2%	15,046	14,255	5.6%
Package	85,273	75,874	12.4%	45,156	51,124	-11.7%	40,117	24,751	62.1%
Group Tour & Pkg	18,767	15,956	17.6%	5,504	6,536	-15.8%	13,263	9,419	40.8%
True Independent	216,586	171,610	26.2%	114,533	113,674	0.8%	102,053	57,936	76.1%
ISLANDS VISITED									
O'ahu	232,499	189,758	22.5%	102,560	107,527	-4.6%	129,939	82,231	58.0%
Maui County	79,493	67,539	17.7%	53,225	54,683	-2.7%	26,268	12,855	104.3%
...Maui	77,520	66,044	17.4%	52,111	53,358	-2.3%	25,409	12,687	100.3%
...Moloka'i	3,364	2,708	24.2%	1,387	1,818	-23.7%	1,976	891	121.9%
...Lāna'i	4,187	3,057	37.0%	1,577	2,035	-22.5%	2,610	1,022	155.4%
Kaua'i	36,518	31,896	14.5%	25,166	25,041	0.5%	11,353	6,855	65.6%
Hawai'i Island	52,373	46,906	11.7%	31,815	34,048	-6.6%	20,558	12,858	59.9%
...Hilo	24,541	19,823	23.8%	11,918	12,861	-7.3%	12,622	6,962	81.3%
...Kona	40,980	37,873	8.2%	26,527	28,262	-6.1%	14,453	9,611	50.4%
LENGTH OF STAY									
O'ahu (days)	9.74	10.18	-4.3%	8.74	8.67	0.8%	10.53	12.16	-13.4%
Maui (days)	7.70	7.73	-0.4%	7.93	8.04	-1.3%	7.21	6.39	12.8%
Moloka'i (days)	2.94	3.16	-7.0%	4.49	4.19	7.2%	1.86	1.08	71.8%
Lāna'i (days)	2.69	3.00	-10.4%	4.43	3.82	16.1%	1.63	1.36	19.7%
Kaua'i (days)	6.58	6.80	-3.2%	7.13	7.68	-7.1%	5.37	3.60	49.0%
Hawai'i Island (days)	6.92	7.66	-9.6%	8.01	7.91	1.4%	5.23	7.01	-25.4%
...Hilo (days)	3.78	5.54	-31.8%	4.77	4.47	6.7%	2.84	7.50	-62.2%
...Kona (days)	6.58	6.59	-0.1%	7.47	7.49	-0.3%	4.96	3.94	25.9%
Statewide (days)	11.39	11.90	-4.4%	10.84	10.97	-1.2%	12.00	13.69	-12.3%
ACCOMMODATIONS									
Hotel	194,780	163,922	18.8%	101,426	106,606	-4.9%	93,354	57,316	62.9%
...Hotel Only	167,343	145,044	15.4%	87,497	92,533	-5.4%	79,846	52,511	52.1%
Condo	33,373	28,014	19.1%	21,574	21,648	-0.3%	11,799	6,366	85.4%
...Condo Only	24,719	22,260	11.0%	16,408	16,663	-1.5%	8,311	5,598	48.5%
Timeshare	17,559	12,981	35.3%	12,371	12,222	1.2%	5,187	759	583.3%
...Timeshare Only	12,383	10,073	22.9%	9,565	9,436	1.4%	2,818	638	341.9%
Rental House	20,758	13,200	57.3%	10,439	9,671	7.9%	10,319	3,529	192.4%
Bed & Breakfast	4,811	4,180	15.1%	2,617	3,054	-14.3%	2,194	1,126	94.9%
Cruise Ship	4,783	6,125	-21.9%	3,651	3,934	-7.2%	1,132	2,191	-48.3%
Friends or Relatives	45,603	36,697	24.3%	21,337	21,585	-1.1%	24,266	15,112	60.6%
PURPOSE OF TRIP									
Pleasure (Net)	213,670	172,213	24.1%	126,083	127,872	-1.4%	87,588	44,341	97.5%
....Vacation	202,593	161,077	25.8%	118,066	119,165	-0.9%	84,528	41,912	101.7%
....Honeymoon	11,544	11,976	-3.6%	8,272	9,123	-9.3%	3,271	2,853	14.7%
...Get Married	3,609	1,748	106.4%	1,696	1,677	1.1%	1,913	71	2578.5%
MC&I (Net)	40,669	31,941	27.3%	10,954	14,565	-24.8%	29,715	17,376	71.0%
....Convention/Conf.	24,532	23,416	4.8%	7,087	10,309	-31.3%	17,445	13,107	33.1%
....Corp. Meetings	7,005	5,402	29.7%	2,177	2,408	-9.6%	4,828	2,994	61.3%
....Incentive	10,232	3,611	183.4%	2,172	2,336	-7.0%	8,060	1,275	532.2%
Other Business	10,159	9,281	9.5%	6,488	6,530	-0.6%	3,671	2,752	33.4%
Visit Friends/Relatives	38,807	31,180	24.5%	19,436	20,170	-3.6%	19,371	11,010	75.9%
Government/Military	7,416	10,856	-31.7%	3,146	3,135	0.4%	4,270	7,721	-44.7%
Attend School	3,772	2,081	81.3%	959	1,165	-17.6%	2,813	916	207.0%
Sport Events	3,638	3,312	9.8%	2,268	2,428	-6.6%	1,370	884	54.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	767.9	555.5	38.2%	387.2	336.3	15.1%	380.7	219.2	73.7%
Per Person Per Day (\$)	220.3	183	20.4%	220.3	183	20.4%	220.3	183	20.4%
Per Person Per Trip (\$)	2,508.6	2,178	15.2%	2,387.7	2,007	19.0%	2,644.7	2,504	5.6%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 35: Visitor Age and Gender Distribution by MMA
And Percentage of MMA Total (Arrivals by Air)
2012**

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	4.8	5.1	9.9	3.1	3.4	6.5	4.8	5.1	9.9	4.7	4.8	9.5	2.1	2.2	4.3
13-17	2.1	2.3	4.4	1.9	2.3	4.2	1.3	1.7	3.0	2.6	2.8	5.4	1.7	2.0	3.8
18-24	3.1	4.1	7.2	3.2	4.2	7.3	3.2	5.8	9.1	2.8	4.0	6.8	4.1	5.2	9.3
25-40	12.4	13.7	26.1	12.7	13.0	25.7	15.3	21.1	36.4	11.1	12.5	23.6	19.9	17.7	37.5
41-59	16.1	16.8	32.9	17.7	17.4	35.1	9.4	13.2	22.6	16.7	17.6	34.3	17.7	13.1	30.8
>60	10.0	9.5	19.5	11.0	10.2	21.1	7.5	11.6	19.1	10.5	10.0	20.5	8.1	6.2	14.3
Total	48.5	51.5	100.0	49.6	50.4	100.0	41.6	58.4	100.0	48.4	51.6	100.0	53.6	46.4	100.0
Visitors	1,542,195	1,636,629	3,178,824	843,193	856,432	1,699,625	609,000	856,654	1,465,654	241,469	257,674	499,144	69,273	59,979	129,252

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	5.0	5.4	10.4	3.3	3.2	6.5	2.7	2.9	5.6	3.9	4.3	8.1	4.2	4.5	8.7
13-17	2.7	3.2	5.8	1.2	1.3	2.5	2.6	2.6	5.3	2.1	2.5	4.5	2.0	2.2	4.2
18-24	4.0	6.4	10.3	2.3	4.2	6.6	4.3	5.5	9.8	3.9	5.9	9.8	3.2	4.5	7.6
25-40	11.9	13.4	25.4	20.2	23.7	43.9	21.6	18.4	40.0	16.2	14.5	30.7	13.3	14.8	28.1
41-59	14.3	16.4	30.6	15.4	14.4	29.9	16.2	12.8	29.0	16.0	15.2	31.2	15.7	16.3	32.0
>60	8.8	8.6	17.4	5.2	5.5	10.7	5.8	4.5	10.3	7.7	8.0	15.7	9.6	9.7	19.3
Total	46.6	53.4	100.0	47.7	52.3	100.0	53.3	46.7	100.0	49.6	50.4	100.0	48.0	52.0	100.0
Visitors	127,295	145,744	273,039	138,399	151,578	289,977	13,590	11,929	25,519	151,935	154,175	306,110	3,777,281	4,089,862	7,867,143

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

Source: Hawai'i Tourism Authority

Figure 10: U.S. West - Visitor Age Distribution 2012

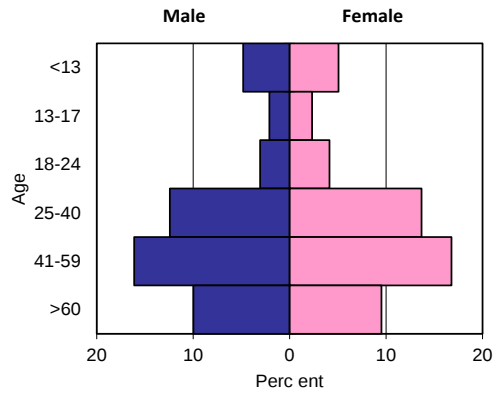


Figure 12: Japan - Visitor Age Distribution 2012

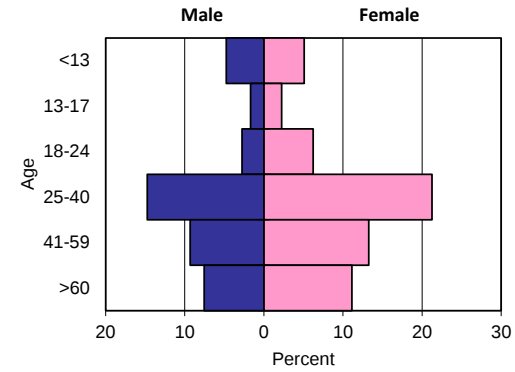


Figure 11: U.S. East - Visitor Age Distribution 2012

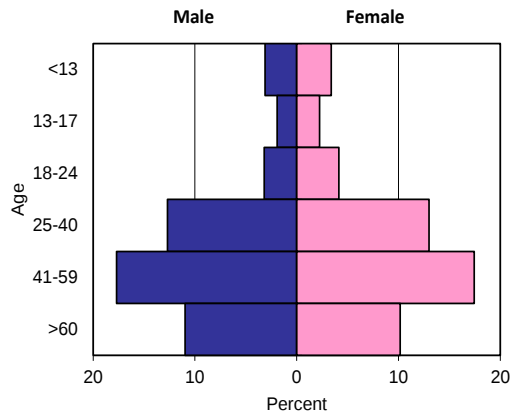
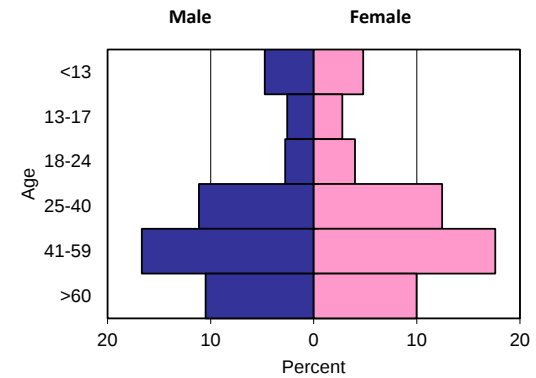


Figure 13: Canada - Visitor Age Distribution 2012



AIR VISITOR CHARACTERISTICS BY SEGMENTS

BY SEGMENT

Honeymoon

In 2012, 583,537 visitors honeymooned in Hawai'i – an increase of 10.7 percent over 2011 (Table 36). Honeymoon visitor days also increased for the year (+9.8%). Honeymooners comprised 7.4 percent of total air visitors to Hawai'i in 2012, consistent with the previous year. Japanese visitors continued to account for the largest group of honeymooners (42.7%, up from 40.4% in 2011). U.S. West (17.8%) and U.S. East (16.5%) were the second and third largest groups of honeymooners, but their shares were down from 19.4% and 18.7%, respectively. Korea's share of the state's honeymoon market rose to 11.4 percent compared to 10 percent in 2011.

- These visitors stayed an average 7.53 days, similar to 2011.
- Seven out of ten (73.8%) honeymoon visitors were first-time visitors to the state.
- Only 31.5 percent traveled independently, while the remainder purchased group tours (9.9%) or packaged trips (67.8%).
- Three out of four (77.5%) honeymooners visited O'ahu, 27.7 percent visited Maui, 14.7 percent visited Hawai'i Island and 12 percent visited Kaua'i.
- There were more honeymoon visitors to O'ahu (+14%), Hawai'i Island (+9.6%), Maui (+5.7%) and Kaua'i (+1.1) but fewer honeymoon visitors to Lāna'i (-7.2%) compared to 2011.
- The majority (88.9%) of the honeymooners stayed in hotels. Some visitors also found accommodation in condominiums (7.1%), timeshare properties (4.1%) and rental homes (2.2%). Bookings of these accommodations rose over 2011 as follows: rental homes (+18.4%), hotels (+11.6%), condominium properties (+4.4%) and timeshare properties (+3.0%).

Get Married

In 2012, those who got married in Hawai'i increased 5.1 percent to 125,977 visitors, while visitor days rose 5.9 percent (Table 37). Similar to 2011, this segment accounted for 1.6 percent of total air visitors to the state. The shares of Japanese visitors (48.4%) and U.S. West visitors (26%) were comparable to 2011; while the U.S. East visitors share declined to 14.9 percent from 16.7 percent. There were slightly more repeat visitors (50.4%) than first-time visitors (49.6%) who came to get married in the islands.

- The majority of "get married" visitors purchased packaged trips (57.1%) while 14.7 percent purchased group tours. Only 41.3 percent made their own arrangements.
- The average party size was 2.96 persons, down from 3.13 persons in 2011.
- Three out of four (73.9%) "get married" visitors went to O'ahu, 23.7 percent visited Maui, 15.3 percent visited Hawai'i Island and 11.3 percent visited Kaua'i.
- The average length of stay by this group was 8.21 days, about the same as 2011.
- The majority (79.6%) stayed in hotels, 12.7 percent stayed in condominiums, 6.4 percent stayed in rental homes and 4.4 percent stayed in timeshare properties. Noticeably more visitors who came to get married stayed in rental homes (+25.6%) and bed & breakfast (+20%) compared to 2011.

Meetings, Conventions and Incentives (MCI)

In 2012, 410,560 visitors arrived in Hawai'i for the purpose of a meeting, convention and/or incentive – a 3.3 percent increase over 2011 (Table 38). The average length of stay was 7.80 days, similar to 2011. MCI visitor days increased 2.5 percent. MCI visitors accounted for 5.2 percent of total air visitors in 2012. Visitors from the U.S. East (33.4%) comprised the largest share of all MCI visitors in 2012, similar to the previous year. Visitors from the U.S. West made up 31.2 percent (32.3% in 2011) while Japanese visitors accounted for 12.8 percent (10.9% in 2011).

- Repeat visitors comprised 62.1 percent of all MCI visitors, similar to 62.7 percent in 2011.
- Over half (58.7%) of MCI visitors made their own travel arrangements instead of purchasing group tours (25%) or packaged trips (35.2%).
- Over half (58.6%) of MCI visitors went to O'ahu, 30.4 percent visited Maui, 19 percent visited Hawai'i Island and 11 percent visited Kaua'i.
- Kaua'i (+17.9%) saw the biggest increase in MCI visitors compared to 2011. MCI arrivals rose 3.4 percent on both O'ahu and Maui, but declined on Hawai'i Island (-3.6%).
- Nine out of ten MCI visitors stayed in hotels while 6.7 percent stayed in condominiums.

Visiting Friends or Relatives

A total of 676,141 visitors came to see friends or relatives in 2012, up 6.4 percent the previous year (Table 39). Their average length of stay was shorter (-2.5%) at 12.05 days, resulting in 3.7 percent increase in visitor days. This group accounted for 8.6 percent of all visitors to Hawai'i, similar to 2011 (8.9%). The 2012 breakdown of the segment by Hawai'i's four major market areas (MMA) was: U.S. West – 53.9 percent; U.S. East – 30 percent; Japan – 3.7 percent; Canada – 2.5 percent.

- Similar to 2011, the majority of this segment (78.9%) had visited Hawai'i before and 89.2 percent made their own travel arrangements.
- Seven out of ten (71.1%) visited O'ahu, 18.9 percent visited Maui, 18.3 percent visited Hawai'i Island and 10.2 percent visited Kaua'i.
- The average party size was 1.43 persons, down from 1.70 persons in 2011.
- Six out of ten (62%) visitors stayed with friends or relatives, 28.7 percent stayed in hotels and 10.9 percent stayed in condominiums.

Family Visitors

In 2012 there were a total of 1,569,112 visitors who traveled with children 17 years and under (family visitors). This was an increase of 10 percent from the prior year (Table 40). Their average length of stay was 8.80 days, down from 9.17 days in 2011. This group comprised 20 percent of all visitors to Hawai'i, similar to the prior year.

- The majority of this segment (71.2%) had visited Hawai'i before compared to 72 percent in 2011.
- Over half (64.6%) of family visitors made their own travel arrangements instead of purchasing group tours (7.4%) or packaged trips (34.9%).
- Six out of ten family visitors (63.1%) were on O'ahu, 27.1 percent visited Maui, 17 percent visited Hawai'i Island and 11.5 percent visited Kaua'i.
- The average party size was 3.59 persons, virtually unchanged from 2011.
- Six out of ten (63.7%) visitors stayed in hotels, 19.9 percent stayed in condominiums, 10.2 percent were in timeshare properties, 7.4 percent stayed with friends or relatives and 6.2 percent stayed in rental homes.

Air Visitor Characteristics by Segments

**Table 36: Honeymoon Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	4,391,943	3,999,564	9.8%	2,169,853	2,156,957	0.6%	2,222,090	1,842,607	20.6%
Total Visitors	583,537	527,072	10.7%	232,011	233,181	-0.5%	351,526	293,892	19.6%
PARTY SIZE									
One	19,692	18,748	5.0%	16,166	15,551	3.9%	3,527	3,196	10.3%
Two	493,816	438,910	12.5%	194,425	196,766	-1.2%	299,391	242,145	23.6%
Three or more	70,029	69,415	0.9%	21,421	20,863	2.7%	48,608	48,551	0.1%
Avg Party Size	2.11	2.11	-0.2%	1.98	1.96	1.3%	2.19	2.23	-1.9%
VISIT STATUS									
First-Time	430,419	383,012	12.4%	147,214	148,424	-0.8%	283,205	234,588	20.7%
Repeat	153,118	144,060	6.3%	84,797	84,757	0.0%	68,320	59,303	15.2%
Average # of Trips	1.86	1.91	-2.3%	2.44	2.40	1.5%	1.49	1.52	-2.0%
TRAVEL METHOD									
Group Tour	57,579	52,382	9.9%	4,239	4,496	-5.7%	53,340	47,886	11.4%
Package	395,476	357,084	10.8%	97,782	106,675	-8.3%	297,694	250,409	18.9%
Group Tour & Pkg	53,586	49,233	8.8%	2,900	3,069	-5.5%	50,686	46,164	9.8%
True Independent	184,067	166,840	10.3%	132,890	125,079	6.2%	51,177	41,761	22.5%
ISLANDS VISITED									
O'ahu	452,382	396,834	14.0%	112,131	112,385	-0.2%	340,251	284,449	19.6%
Maui County	163,236	154,452	5.7%	114,365	114,087	0.2%	48,871	40,365	21.1%
...Maui	161,491	152,820	5.7%	112,857	112,597	0.2%	48,634	40,223	20.9%
...Moloka'i	2,469	2,396	3.1%	2,101	2,121	-1.0%	369	275	34.3%
...Lāna'i	4,056	4,372	-7.2%	3,646	3,694	-1.3%	410	678	-39.5%
Kaua'i	69,745	69,015	1.1%	63,136	62,323	1.3%	6,610	6,692	-1.2%
Hawai'i Island	85,533	78,064	9.6%	41,207	40,519	1.7%	44,325	37,545	18.1%
...Hilo	33,927	31,023	9.4%	16,304	15,519	5.1%	17,623	15,505	13.7%
...Kona	66,889	60,994	9.7%	35,621	35,104	1.5%	31,268	25,890	20.8%
LENGTH OF STAY									
O'ahu (days)	5.76	5.75	0.1%	6.27	6.25	0.2%	5.59	5.55	0.7%
Maui (days)	5.91	6.06	-2.5%	7.01	7.01	-0.1%	3.37	3.40	-0.8%
Moloka'i (days)	3.60	3.23	11.4%	3.82	3.40	12.2%	2.33	1.88	23.7%
Lāna'i (days)	3.15	3.06	3.1%	3.29	3.33	-1.1%	1.96	1.61	21.6%
Kaua'i (days)	6.29	6.24	0.8%	6.50	6.46	0.6%	4.32	4.21	2.7%
Hawai'i Island (days)	4.36	4.36	0.0%	5.97	5.99	-0.3%	2.87	2.61	10.0%
...Hilo (days)	2.29	2.19	4.3%	3.08	3.01	2.3%	1.56	1.38	13.2%
...Kona (days)	4.42	4.47	-1.1%	5.50	5.59	-1.5%	3.18	2.95	7.8%
Statewide (days)	7.53	7.59	-0.8%	9.35	9.25	1.1%	6.32	6.27	0.8%
ACCOMMODATIONS									
Hotel	519,023	465,001	11.6%	177,944	179,983	-1.1%	341,079	285,018	19.7%
...Hotel Only	487,648	435,249	12.0%	153,328	155,863	-1.6%	334,320	279,387	19.7%
Condo	41,370	39,637	4.4%	31,006	30,712	1.0%	10,364	8,925	16.1%
...Condo Only	27,721	26,606	4.2%	20,937	20,760	0.9%	6,784	5,846	16.1%
Timeshare	24,064	23,358	3.0%	21,167	21,659	-2.3%	2,897	1,699	70.5%
...Timeshare Only	16,287	16,521	-1.4%	15,035	15,286	-1.6%	1,252	1,235	1.4%
Rental House	12,959	10,941	18.4%	11,539	10,230	12.8%	1,420	711	99.8%
Bed & Breakfast	7,387	6,552	12.7%	5,741	5,308	8.2%	1,646	1,244	32.3%
Cruise Ship	5,714	6,366	-10.2%	4,992	5,302	-5.9%	722	1,064	-32.1%
Friends or Relatives	8,742	8,843	-1.1%	7,791	7,524	3.6%	951	1,319	-27.9%
PURPOSE OF TRIP									
Pleasure (Net)	583,537	527,072	10.7%	232,011	233,181	-0.5%	351,526	293,892	19.6%
.....Vacation	50,942	51,138	-0.4%	30,685	30,992	-1.0%	20,257	20,145	0.6%
.....Honeymoon	583,537	527,072	10.7%	232,011	233,181	-0.5%	351,526	293,892	19.6%
...Get Married	52,827	49,649	6.4%	18,011	18,540	-2.9%	34,815	31,108	11.9%
MC&I (Net)	3,085	3,461	-10.9%	1,963	2,299	-14.6%	1,122	1,162	-3.5%
.....Convention/Conf.	1,456	1,814	-19.7%	1,122	1,359	-17.4%	334	455	-26.6%
.....Corp. Meetings	615	811	-24.1%	562	737	-23.7%	53	73	-28.0%
.....Incentive	1,509	1,507	0.1%	735	842	-12.7%	774	664	16.4%
Other Business	1,201	1,341	-10.5%	1,168	1,251	-6.7%	33	90	-63.6%
Visit Friends/Relatives	6,071	5,747	5.6%	5,405	5,298	2.0%	666	449	48.4%
Government/Military	511	587	-12.9%	433	532	-18.5%	78	56	40.2%
Attend School	310	414	-25.2%	228	292	-21.9%	82	122	-33.0%
Sport Events	2,063	1,303	58.3%	727	792	-8.2%	1,336	511	161.3%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 37: Get Married Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	1,034,540	976,827	5.9%	572,307	550,375	4.0%	462,234	426,452	8.4%
Total Visitors	125,977	119,908	5.1%	56,416	54,973	2.6%	69,560	64,934	7.1%
PARTY SIZE									
One	8,350	7,719	8.2%	7,221	7,109	1.6%	1,129	610	84.9%
Two	50,140	46,152	8.6%	28,930	27,751	4.2%	21,210	18,400	15.3%
Three or more	67,487	66,037	2.2%	20,265	20,114	0.8%	47,221	45,924	2.8%
Avg Party Size	2.96	3.13	-5.7%	1.95	2.13	-8.2%	3.77	3.99	-5.5%
VISIT STATUS									
First-Time	62,472	60,119	3.9%	21,887	21,876	0.0%	40,585	38,243	6.1%
Repeat	63,505	59,789	6.2%	34,530	33,097	4.3%	28,975	26,692	8.6%
Average # of Trips	3.09	3.12	-0.8%	4.33	4.20	3.2%	2.09	2.20	-5.1%
TRAVEL METHOD									
Group Tour	18,540	16,494	12.4%	869	992	-12.4%	17,671	15,502	14.0%
Package	71,947	69,993	2.8%	15,982	17,929	-10.9%	55,965	52,065	7.5%
Group Tour & Pkg	16,545	14,920	10.9%	502	646	-22.3%	16,043	14,274	12.4%
True Independent	52,035	48,340	7.6%	40,068	36,698	9.2%	11,967	11,642	2.8%
ISLANDS VISITED									
O'ahu	93,042	87,869	5.9%	26,031	25,174	3.4%	67,011	62,695	6.9%
Maui County	30,399	28,864	5.3%	25,039	24,405	2.6%	5,361	4,460	20.2%
...Maui	29,856	28,376	5.2%	24,506	23,920	2.5%	5,350	4,456	20.1%
...Moloka'i	668	579	15.3%	518	537	-3.5%	150	42	254.1%
...Lāna'i	1,093	978	11.8%	1,027	938	9.4%	67	40	67.5%
Kaua'i	14,272	12,847	11.1%	12,385	11,356	9.1%	1,887	1,491	26.6%
Hawai'i Island	19,326	18,451	4.7%	9,208	9,380	-1.8%	10,118	9,071	11.5%
...Hilo	7,556	7,092	6.5%	3,111	3,015	3.2%	4,445	4,076	9.0%
...Kona	15,161	13,884	9.2%	8,000	8,277	-3.3%	7,161	5,607	27.7%
LENGTH OF STAY									
O'ahu (days)	6.46	6.42	0.6%	7.75	7.69	0.8%	5.96	5.92	0.8%
Maui (days)	7.63	7.75	-1.6%	8.15	8.10	0.6%	5.25	5.86	-10.4%
Moloka'i (days)	3.48	4.07	-14.5%	4.15	4.14	0.2%	1.14	3.11	-63.2%
Lāna'i (days)	4.11	4.34	-5.1%	4.17	4.41	-5.6%	3.29	2.50	31.6%
Kaua'i (days)	6.96	6.84	1.8%	7.55	7.37	2.4%	3.15	2.83	11.1%
Hawai'i Island (days)	5.14	5.30	-3.1%	7.71	7.78	-0.8%	2.80	2.75	1.8%
...Hilo (days)	2.40	2.91	-17.3%	4.13	4.21	-1.8%	1.20	1.95	-38.6%
...Kona (days)	5.35	5.56	-3.8%	7.27	7.28	-0.1%	3.21	3.03	5.9%
Statewide (days)	8.21	8.15	0.8%	10.14	10.01	1.3%	6.65	6.57	1.2%
ACCOMMODATIONS									
Hotel	100,251	95,443	5.0%	34,577	34,430	0.4%	65,674	61,013	7.6%
...Hotel Only	90,991	87,196	4.4%	27,898	28,065	-0.6%	63,093	59,131	6.7%
Condo	15,996	16,004	-0.1%	12,051	12,040	0.1%	3,945	3,964	-0.5%
...Condo Only	11,338	10,699	6.0%	8,700	8,715	-0.2%	2,638	1,983	33.0%
Timeshare	5,563	5,622	-1.0%	4,386	4,265	2.8%	1,178	1,357	-13.2%
...Timeshare Only	3,228	3,989	-19.1%	2,885	2,891	-0.2%	343	1,098	-68.8%
Rental House	8,087	6,440	25.6%	7,286	6,146	18.5%	801	294	172.9%
Bed & Breakfast	1,332	1,109	20.0%	1,042	1,064	-2.1%	290	45	537.6%
Cruise Ship	930	863	7.7%	899	777	15.8%	31	86	-64.3%
Friends or Relatives	4,939	4,858	1.7%	4,549	4,399	3.4%	390	459	-15.0%
PURPOSE OF TRIP									
Pleasure (Net)	125,977	119,908	5.1%	56,416	54,973	2.6%	69,560	64,934	7.1%
.....Vacation	37,233	34,531	7.8%	20,203	19,732	2.4%	17,029	14,798	15.1%
.....Honeymoon	52,827	49,649	6.4%	18,011	18,540	-2.9%	34,815	31,108	11.9%
...Get Married	125,977	119,908	5.1%	56,416	54,973	2.6%	69,560	64,934	7.1%
MC&I (Net)	2,439	1,985	22.9%	1,287	1,112	15.7%	1,152	872	32.1%
.....Convention/Conf.	983	825	19.2%	680	671	1.3%	303	153	97.4%
.....Corp. Meetings	472	449	5.2%	459	428	7.1%	14	21	-34.1%
.....Incentive	1,452	1,290	12.6%	587	571	2.9%	865	719	20.3%
Other Business	745	703	6.1%	745	701	6.3%	0	1	-100.0%
Visit Friends/Relatives	4,076	3,911	4.2%	3,763	3,720	1.2%	313	191	63.4%
Government/Military	335	355	-5.6%	324	355	-8.8%	11	0	NA
Attend School	205	286	-28.4%	193	255	-24.1%	11	31	-63.3%
Sport Events	985	666	48.0%	494	498	-0.9%	491	168	193.1%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 38: Meetings, Conventions and Incentives Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	3,203,578	3,125,975	2.5%	2,368,626	2,438,403	-2.9%	834,951	687,572	21.4%
Total Visitors	410,560	397,348	3.3%	290,539	299,754	-3.1%	120,021	97,594	23.0%
PARTY SIZE									
One	100,641	102,823	-2.1%	79,202	85,771	-7.7%	21,439	17,053	25.7%
Two	166,166	165,774	0.2%	135,716	139,805	-2.9%	30,449	25,969	17.3%
Three or more	143,753	128,751	11.7%	75,620	74,179	1.9%	68,133	54,572	24.8%
Avg Party Size	2.25	1.92	17.5%	2.16	1.72	-2.2%	2.48	2.53	-2.3%
VISIT STATUS									
First-Time	155,615	148,282	4.9%	89,272	95,408	-6.4%	66,343	52,874	25.5%
Repeat	254,945	249,066	2.4%	201,267	204,346	-1.5%	53,678	44,720	20.0%
Average # of Trips	4.27	4.30	-0.7%	5.03	4.90	2.5%	2.45	2.46	-0.5%
TRAVEL METHOD									
Group Tour	102,522	99,132	3.4%	46,610	49,388	-5.6%	55,911	49,744	12.4%
Package	144,642	135,412	6.8%	75,555	82,556	-8.5%	69,087	52,855	30.7%
Group Tour & Pkg	77,685	71,269	9.0%	29,827	32,783	-9.0%	47,858	38,486	24.4%
True Independent	241,082	234,074	3.0%	198,200	200,593	-1.2%	42,881	33,481	28.1%
ISLANDS VISITED									
O'ahu	240,737	232,927	3.4%	138,625	149,620	-7.3%	102,113	83,307	22.6%
Maui County	128,952	125,543	2.7%	108,943	108,171	0.7%	20,009	17,372	15.2%
...Maui	124,826	120,674	3.4%	105,695	103,913	1.7%	19,131	16,761	14.1%
...Moloka'i	2,970	2,928	1.5%	1,687	1,901	-11.3%	1,284	1,026	25.1%
...Lāna'i	6,252	8,029	-22.1%	5,012	7,529	-33.4%	1,240	501	147.8%
Kaua'i	45,355	38,467	17.9%	39,798	34,640	14.9%	5,556	3,827	45.2%
Hawai'i Island	77,945	80,859	-3.6%	64,576	65,678	-1.7%	13,369	15,181	-11.9%
...Hilo	19,733	20,489	-3.7%	13,433	14,109	-4.8%	6,300	6,381	-1.3%
...Kona	68,254	71,329	-4.3%	58,551	58,816	-0.5%	9,704	12,513	-22.5%
LENGTH OF STAY									
O'ahu (days)	6.23	6.29	-0.9%	6.38	6.50	-1.9%	6.04	5.92	1.9%
Maui (days)	7.04	6.88	2.4%	7.03	7.06	-0.4%	7.12	5.77	23.4%
Moloka'i (days)	3.18	3.86	-17.5%	4.01	3.71	8.2%	2.09	4.12	-49.4%
Lāna'i (days)	4.05	4.35	-6.8%	4.54	4.50	0.7%	2.10	2.00	4.7%
Kaua'i (days)	6.24	6.51	-4.2%	6.56	6.66	-1.6%	3.96	5.14	-23.0%
Hawai'i Island (days)	6.49	6.59	-1.6%	6.98	7.01	-0.4%	4.12	4.78	-14.0%
...Hilo (days)	3.15	3.21	-1.8%	3.80	3.95	-3.7%	1.77	1.58	12.4%
...Kona (days)	6.50	6.55	-0.8%	6.83	6.88	-0.8%	4.52	5.00	-9.6%
Statewide (days)	7.80	7.87	-0.8%	8.15	8.13	0.2%	6.96	7.05	-1.3%
ACCOMMODATIONS									
Hotel	369,882	358,029	3.3%	257,473	268,592	-4.1%	112,409	89,438	25.7%
...Hotel Only	341,202	330,369	3.3%	233,156	244,956	-4.8%	108,045	85,413	26.5%
Condo	27,425	28,024	-2.1%	23,105	22,345	3.4%	4,320	5,678	-23.9%
...Condo Only	15,625	16,207	-3.6%	12,692	12,208	4.0%	2,933	3,998	-26.6%
Timeshare	12,275	10,967	11.9%	9,872	9,574	3.1%	2,403	1,393	72.5%
...Timeshare Only	6,179	5,972	3.5%	5,315	5,233	1.6%	864	740	16.8%
Rental House	10,526	8,999	17.0%	9,077	7,981	13.7%	1,450	1,018	42.4%
Bed & Breakfast	3,734	4,017	-7.0%	3,395	3,444	-1.4%	339	573	-40.9%
Cruise Ship	2,624	1,846	42.1%	2,400	1,779	34.9%	224	68	229.9%
Friends or Relatives	10,403	10,788	-3.6%	8,950	8,959	-0.1%	1,453	1,828	-20.5%
PURPOSE OF TRIP									
Pleasure (Net)	117,627	115,088	2.2%	99,005	97,744	1.3%	18,622	17,343	7.4%
.....Vacation	115,312	112,378	2.6%	97,833	96,358	1.5%	17,479	16,019	9.1%
.....Honeymoon	3,085	3,461	-10.9%	1,963	2,299	-14.6%	1,122	1,162	-3.5%
...Get Married	2,439	1,985	22.9%	1,287	1,112	15.7%	1,152	872	32.1%
MC&I (Net)	410,560	397,348	3.3%	290,539	299,754	-3.1%	120,021	97,594	23.0%
.....Convention/Conf.	237,839	233,289	2.0%	179,497	187,466	-4.3%	58,342	45,824	27.3%
.....Corp. Meetings	82,266	81,338	1.1%	64,935	65,193	-0.4%	17,332	16,145	7.4%
.....Incentive	103,837	96,755	7.3%	57,387	58,870	-2.5%	46,450	37,885	22.6%
Other Business	7,421	7,499	-1.0%	7,009	6,715	4.4%	412	784	-47.5%
Visit Friends/Relatives	8,534	8,180	4.3%	7,673	7,748	-1.0%	861	432	99.1%
Government/Military	2,779	3,666	-24.2%	2,055	2,870	-28.4%	724	796	-9.0%
Attend School	528	522	1.1%	451	467	-3.4%	77	56	38.9%
Sport Events	1,911	1,698	12.6%	1,321	1,185	11.5%	590	513	15.1%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 39: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	8,149,508	7,858,537	3.7%	7,205,211	6,897,397	4.5%	944,297	961,140	-1.8%
Total Visitors	676,141	635,653	6.4%	598,769	570,871	4.9%	77,372	64,781	19.4%
PARTY SIZE									
One	215,151	203,029	6.0%	192,512	182,958	5.2%	22,639	20,071	12.8%
Two	252,290	237,348	6.3%	224,431	214,086	4.8%	27,859	23,262	19.8%
Three or more	208,700	195,275	6.9%	181,825	173,828	4.6%	26,875	21,448	25.3%
Avg Party Size	1.43	1.70	-16.3%	1.40	1.70	-17.6%	1.64	1.75	-6.6%
VISIT STATUS									
First-Time	142,783	127,763	11.8%	115,165	111,281	3.5%	27,618	16,482	67.6%
Repeat	533,358	507,890	5.0%	483,603	459,591	5.2%	49,755	48,299	3.0%
Average # of Trips	7.90	7.93	-0.4%	8.37	8.29	1.0%	4.20	4.77	-12.0%
TRAVEL METHOD									
Group Tour	8,643	9,968	-13.3%	4,319	4,175	3.4%	4,324	5,792	-25.3%
Package	69,718	71,398	-2.4%	52,823	55,999	-5.7%	16,895	15,399	9.7%
Group Tour & Pkg	5,374	5,814	-7.6%	2,040	1,949	4.7%	3,334	3,865	-13.7%
True Independent	603,155	560,101	7.7%	543,668	512,646	6.1%	59,487	47,456	25.4%
ISLANDS VISITED									
O'ahu	480,654	454,613	5.7%	415,937	399,861	4.0%	64,717	54,752	18.2%
Maui County	133,828	126,730	5.6%	121,264	114,808	5.6%	12,564	11,922	5.4%
...Maui	127,985	121,017	5.8%	115,914	109,567	5.8%	12,071	11,449	5.4%
...Moloka'i	7,053	7,184	-1.8%	5,891	6,203	-5.0%	1,162	981	18.5%
...Lāna'i	6,611	5,931	11.5%	5,209	5,284	-1.4%	1,401	647	116.7%
Kaua'i	68,949	66,762	3.3%	64,708	61,831	4.7%	4,242	4,930	-14.0%
Hawai'i Island	123,618	115,855	6.7%	110,945	106,465	4.2%	12,673	9,390	35.0%
...Hilo	55,887	52,929	5.6%	49,536	48,062	3.1%	6,351	4,867	30.5%
...Kona	93,235	87,224	6.9%	83,648	79,735	4.9%	9,587	7,490	28.0%
LENGTH OF STAY									
O'ahu (days)	10.30	10.77	-4.4%	10.31	10.37	-0.6%	10.25	13.68	-25.0%
Maui (days)	9.77	9.68	1.0%	9.68	9.67	0.1%	10.68	9.77	9.3%
Moloka'i (days)	6.39	6.12	4.4%	7.01	6.57	6.7%	3.21	3.23	-0.7%
Lāna'i (days)	4.13	4.21	-1.9%	4.63	4.38	5.6%	2.26	2.80	-19.1%
Kaua'i (days)	9.17	8.95	2.4%	9.16	9.14	0.3%	9.20	6.63	38.7%
Hawai'i Island (days)	10.06	9.70	3.7%	10.25	9.97	2.8%	8.35	6.67	25.3%
...Hilo (days)	7.35	7.11	3.4%	7.72	7.47	3.3%	4.54	3.64	24.7%
...Kona (days)	8.93	8.57	4.2%	9.03	8.81	2.5%	8.04	6.00	34.0%
Statewide (days)	12.05	12.36	-2.5%	12.03	12.08	-0.4%	12.20	14.84	-17.7%
ACCOMMODATIONS									
Hotel	194,060	184,605	5.1%	164,294	159,896	2.8%	29,766	24,709	20.5%
...Hotel Only	120,572	117,525	2.6%	100,219	99,038	1.2%	20,353	18,487	10.1%
Condo	73,703	69,595	5.9%	64,758	59,980	8.0%	8,946	9,615	-7.0%
...Condo Only	46,220	44,132	4.7%	40,493	37,297	8.6%	5,727	6,835	-16.2%
Timeshare	31,432	29,728	5.7%	29,241	28,055	4.2%	2,192	1,673	31.0%
...Timeshare Only	16,069	16,026	0.3%	15,315	14,956	2.4%	754	1,071	-29.5%
Rental House	40,893	37,060	10.3%	38,694	34,783	11.2%	2,199	2,277	-3.4%
Bed & Breakfast	6,554	6,649	-1.4%	6,088	5,910	3.0%	466	740	-37.0%
Cruise Ship	3,955	3,642	8.6%	2,883	2,972	-3.0%	1,072	670	60.0%
Friends or Relatives	419,181	392,446	6.8%	376,662	358,660	5.0%	42,519	33,786	25.9%
PURPOSE OF TRIP									
Pleasure (Net)	255,645	240,075	6.5%	226,363	217,308	4.2%	29,282	22,767	28.6%
....Vacation	252,587	237,339	6.4%	223,850	214,856	4.2%	28,737	22,483	27.8%
....Honeymoon	6,071	5,747	5.6%	5,405	5,298	2.0%	666	449	48.4%
...Get Married	4,076	3,911	4.2%	3,763	3,720	1.2%	313	191	63.4%
MC&I (Net)	8,534	8,180	4.3%	7,673	7,748	-1.0%	861	432	99.1%
....Convention/Conf.	5,344	5,425	-1.5%	4,758	5,069	-6.1%	586	357	64.3%
....Corp. Meetings	2,182	2,103	3.8%	2,082	2,062	0.9%	100	41	147.1%
....Incentive	1,751	1,432	22.3%	1,558	1,392	12.0%	193	41	375.5%
Other Business	15,929	14,896	6.9%	15,401	14,552	5.8%	528	344	53.8%
Visit Friends/Relatives	676,141	635,653	6.4%	598,769	570,871	4.9%	77,372	64,781	19.4%
Government/Military	3,754	3,350	12.1%	3,090	3,253	-5.0%	664	97	583.7%
Attend School	1,359	1,352	0.5%	1,278	1,326	-3.6%	80	26	211.3%
Sport Events	5,067	5,198	-2.5%	4,505	4,368	3.1%	563	830	-32.2%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

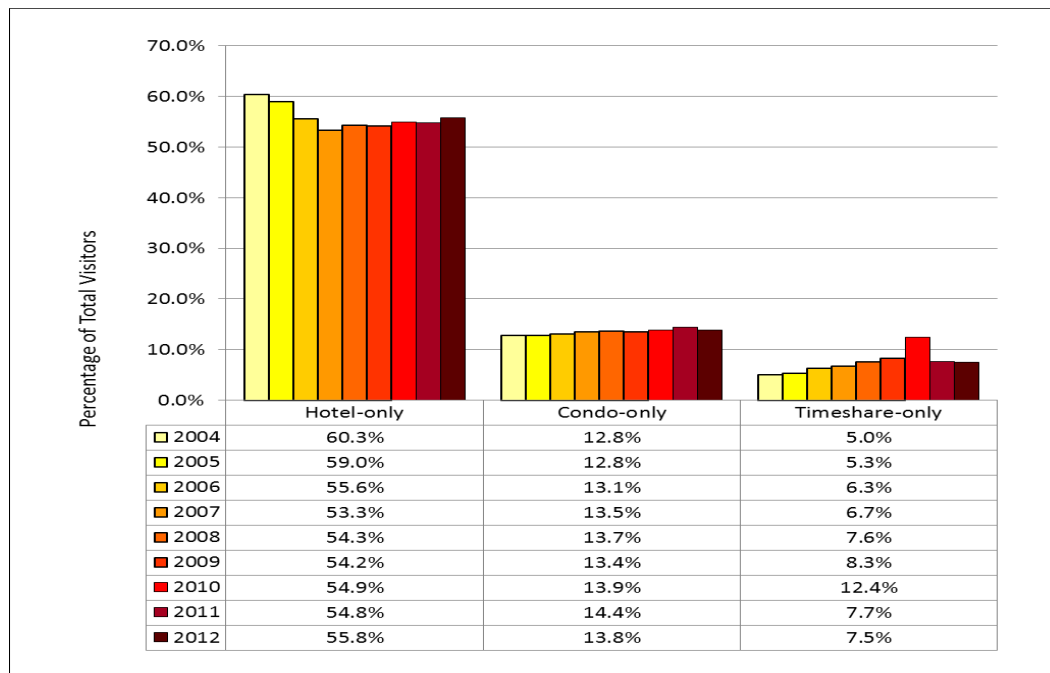
**Table 40: Family Visitors Characteristics (Arrivals by Air)
2012 vs. 2011**

FAMILY VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	13,808,280	13,080,369	5.6%	9,717,832	9,432,035	3.0%	4,090,448	3,648,334	12.1%
Total Visitors	1,569,112	1,426,523	10.0%	1,022,524	951,921	7.4%	546,588	474,602	15.2%
PARTY SIZE									
One	12,116	1,044	1060.9%	11,504	0	na	612	1,044	-41.3%
Two	119,130	112,178	6.2%	98,906	93,189	6.1%	20,224	18,989	6.5%
Three or more	1,437,865	1,313,301	9.5%	912,114	858,732	6.2%	525,751	454,569	15.7%
Avg Party Size	3.59	3.58	0.2%	3.22	3.22	0.1%	4.27	4.30	-0.9%
VISIT STATUS									
First-Time	452,741	399,978	13.2%	245,439	228,203	7.6%	207,302	171,775	20.7%
Repeat	1,116,371	1,026,545	8.8%	777,086	723,718	7.4%	339,286	302,827	12.0%
Average # of Trips	4.96	5.09	-2.6%	5.72	5.75	-0.6%	3.53	3.75	-6.1%
TRAVEL METHOD									
Group Tour	116,590	102,413	13.8%	17,882	18,407	-2.9%	98,709	84,006	17.5%
Package	539,531	488,477	10.5%	238,143	239,340	-0.5%	301,387	249,137	21.0%
Group Tour & Pkg	99,805	85,466	16.8%	11,730	12,420	-5.6%	88,075	73,047	20.6%
True Independent	1,012,796	921,099	10.0%	778,229	706,594	10.1%	234,567	214,506	9.4%
ISLANDS VISITED									
O'ahu	989,753	877,838	12.7%	476,494	434,263	9.7%	513,259	443,575	15.7%
Maui County	431,562	412,191	4.7%	376,638	360,502	4.5%	54,924	51,689	6.3%
...Maui	425,280	406,008	4.7%	371,418	355,429	4.5%	53,862	50,579	6.5%
...Moloka'i	7,033	7,996	-12.0%	5,474	5,941	-7.9%	1,558	2,055	-24.2%
...Lāna'i	11,162	11,211	-0.4%	8,574	8,879	-3.4%	2,588	2,332	11.0%
Kaua'i	180,104	175,122	2.8%	166,261	153,631	8.2%	13,842	21,490	-35.6%
Hawai'i Island	266,449	240,215	10.9%	194,115	181,514	6.9%	72,334	58,701	23.2%
...Hilo	88,190	80,888	9.0%	55,512	52,852	5.0%	32,678	28,037	16.6%
...Kona	226,592	206,093	9.9%	172,751	161,653	6.9%	53,840	44,440	21.2%
LENGTH OF STAY									
O'ahu (days)	7.20	7.46	-3.5%	7.80	8.17	-4.5%	6.64	6.76	-1.8%
Maui (days)	7.91	8.40	-5.8%	8.25	8.78	-6.1%	5.58	5.70	-2.1%
Moloka'i (days)	3.83	5.66	-32.3%	4.53	6.56	-30.8%	1.36	3.07	-55.5%
Lāna'i (days)	3.52	3.80	-7.4%	3.93	4.40	-10.6%	2.16	1.52	41.6%
Kaua'i (days)	7.80	8.20	-4.9%	8.09	8.71	-7.1%	4.25	4.53	-6.2%
Hawai'i Island (days)	6.94	8.02	-13.5%	7.91	9.22	-14.2%	4.34	4.31	0.6%
...Hilo (days)	3.37	4.35	-22.6%	4.22	5.62	-25.0%	1.93	1.95	-1.3%
...Kona (days)	6.85	7.82	-12.5%	7.53	8.75	-13.9%	4.66	4.47	4.3%
Statewide (days)	8.80	9.17	-4.0%	9.50	9.91	-4.1%	7.48	7.69	-2.6%
ACCOMMODATIONS									
Hotel	998,846	885,653	12.8%	565,815	519,657	8.9%	433,032	365,996	18.3%
...Hotel Only	877,092	773,211	13.4%	475,664	437,176	8.8%	401,428	336,035	19.5%
Condo	312,172	302,177	3.3%	226,990	216,122	5.0%	85,182	86,055	-1.0%
...Condo Only	242,872	238,247	1.9%	179,700	172,058	4.4%	63,172	66,189	-4.6%
Timeshare	160,235	149,973	6.8%	127,614	123,155	3.6%	32,621	26,818	21.6%
...Timeshare Only	122,744	113,975	7.7%	98,088	95,005	3.2%	24,656	18,970	30.0%
Rental House	96,986	81,522	19.0%	82,482	72,074	14.4%	14,504	9,449	53.5%
Bed & Breakfast	6,685	7,753	-13.8%	6,040	5,681	6.3%	645	2,072	-68.9%
Cruise Ship	12,800	16,039	-20.2%	10,766	11,183	-3.7%	2,033	4,855	-58.1%
Friends or Relatives	116,765	110,926	5.3%	104,726	98,060	6.8%	12,039	12,866	-6.4%
PURPOSE OF TRIP									
Pleasure (Net)	1,409,339	1,266,765	11.3%	913,306	846,776	7.9%	496,033	419,989	18.1%
.....Vacation	1,381,630	1,238,457	11.6%	904,658	838,461	7.9%	476,972	399,996	19.2%
.....Honeymoon	25,358	25,011	1.4%	8,153	7,510	8.6%	17,205	17,502	-1.7%
...Get Married	25,280	26,101	-3.1%	7,236	7,356	-1.6%	18,044	18,745	-3.7%
MC&I (Net)	50,957	50,290	1.3%	37,305	38,397	-2.8%	13,652	11,893	14.8%
.....Convention/Conf.	31,887	31,104	2.5%	24,862	25,727	-3.4%	7,025	5,377	30.7%
.....Corp. Meetings	8,448	8,107	4.2%	7,083	7,396	-4.2%	1,365	711	92.0%
.....Incentive	12,345	12,825	-3.7%	6,875	6,940	-0.9%	5,470	5,885	-7.0%
Other Business	20,899	19,018	9.9%	17,046	16,197	5.2%	3,853	2,821	36.6%
Visit Friends/Relatives	116,436	111,709	4.2%	103,535	98,198	5.4%	12,901	13,511	-4.5%
Government/Military	7,094	6,125	15.8%	4,949	5,058	-2.2%	2,144	1,067	101.1%
Attend School	1,948	2,232	-12.7%	1,250	1,290	-3.1%	698	942	-25.9%
Sport Events	13,208	13,088	0.9%	7,919	8,296	-4.5%	5,289	4,793	10.4%

Source: Hawai'i Tourism Authority

BY ACCOMMODATION

**Figure 14: Accommodation as Share of Total Arrivals
2004 – 2012**



Hotel-Only

A total of 4,386,647 visitors stayed exclusively in hotels in 2012, an increase of 11.5 percent over 2011. A longer length of stay (7.31 days from 6.35 days in 2011) also contributed to a 28.3 percent growth in total visitor days. Hotel-only visitors represented 55.8 percent of total air visitors to Hawai'i (Table 41, Figure 14).

- Repeat visitors comprised 56.8 percent of hotel-only visitors in 2012, compared to 57.9 percent in the previous year.
- The percentage of hotel-only visitors that purchased packages (51.6%) and those that made their own arrangements (46.6%) was similar to 2011.
- Three out of four (74.8%) hotels-only visitors went to O'ahu; 22.8 percent were on Maui; 14.7 percent were on Hawai'i Island; and 8.1 percent were on Kaua'i. O'ahu (+13.1%), Hawai'i Island (+11.5%) and Kaua'i (+11.1%) saw double digit growth in hotel only visitors in 2012 compared to the previous year.
- The majority of the hotel-only visitors came to the islands for vacation (72.1%). Honeymooners accounted for 11.1 percent and 7.8 percent came for meetings, conventions and incentives.

Condominium-Only

Total visitor days of those who stayed entirely in condominiums increased 6.7 percent over 2011. These 1,087,395 visitors (+5.4%) stayed an average of 11.65 days in 2012, much higher than their hotel only counterpart (Table 42). The ratio of condo-only to total air visitors was 13.8 percent compared to 14.4 percent in 2011.

- The majority of these visitors had been to Hawai'i before (79.4%) with an average of 6.44 trips to the islands.
- Most (90.2%) 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 visitors (81%) were true independent travelers.
- Half (50.3%) of all condominium-only visitors went to Maui, 28.9 percent were on O'ahu, 15.8 percent were on Hawai'i Island and 15 percent were on Kaua'i. There were more condo-only visitors on Hawai'i Island (+8%), Kaua'i (+5.6%), O'ahu (+4.9%) and Maui (+4.5%) compared to 2011.

Timeshare-Only

Total visitor days by timeshare-only visitors rose 6.7 percent from 2011. Contributing to this growth was a 6.4 percent increase in visitors (to 586,143). The length of stay remained relatively unchanged at 9.89 days. The share of timeshare-only visitors was also similar at 7.5 percent of total air visitors in 2012 (Table 43).

- Nearly all of these visitors (94.1%) came to Hawai'i for a vacation, 2.8 percent came to honeymoon and 2.7 percent came to visit friends or relatives.
- Most (86.4%) were from the domestic market; 91.1 percent were true independent travelers and 17.5 percent were first-time visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 35.2 percent, followed by O'ahu with 33.7 percent, Kaua'i with 27.3 percent, and Hawai'i Island's with 17.6 percent.
-

Air Visitor Characteristics by Segments

**Table 41 (REVISED*): Hotel-Only Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	32,071,194	29,162,322	10.0%	20,247,378	19,396,553	4.4%	11,823,816	9,765,770	21.1%
Total Visitors	4,386,647	3,935,128	11.5%	2,512,675	2,398,033	4.8%	1,873,972	1,537,095	21.9%
PARTY SIZE									
One	612,814	590,202	3.8%	489,288	481,636	1.6%	123,526	108,566	13.8%
Two	1,901,793	1,720,787	10.5%	1,074,275	1,056,958	1.6%	827,518	663,829	24.7%
Three or more	1,872,041	1,624,139	15.3%	949,112	859,438	10.4%	922,929	764,700	20.7%
Avg Party Size	2.24	2.20	2.0%	2.00	1.95	2.4%	2.56	2.58	-0.5%
VISIT STATUS									
First-Time	1,893,903	1,655,226	14.4%	907,024	873,209	3.9%	986,879	782,017	26.2%
Repeat	2,492,744	2,279,902	9.3%	1,605,652	1,524,824	5.3%	887,093	755,078	17.5%
Average # of Trips	3.86	3.98	-3.1%	4.69	4.67	0.3%	2.74	2.90	-5.5%
TRAVEL METHOD									
Group Tour	623,071	535,343	16.4%	136,026	133,826	1.6%	487,046	401,517	21.3%
Package	2,261,766	2,034,686	11.2%	894,608	920,182	-2.8%	1,367,158	1,114,503	22.7%
Group Tour & Pkg	542,041	453,914	19.4%	98,182	97,740	0.5%	443,859	356,174	24.6%
True Independent	2,043,851	1,819,014	12.4%	1,580,224	1,441,764	9.6%	463,627	377,249	22.9%
ISLANDS VISITED									
O'ahu	3,280,752	2,901,583	13.1%	1,514,627	1,451,378	4.4%	1,766,126	1,450,205	21.8%
Maui County	1,021,841	946,277	8.0%	819,827	779,839	5.1%	202,015	166,439	21.4%
...Maui	1,001,183	925,426	8.2%	802,926	761,811	5.4%	198,257	163,615	21.2%
...Moloka'i	17,629	16,827	4.8%	11,690	12,675	-7.8%	5,940	4,152	43.1%
...Lāna'i	36,075	37,611	-4.1%	29,332	32,459	-9.6%	6,744	5,152	30.9%
Kaua'i	355,384	319,853	11.1%	308,409	279,174	10.5%	46,975	40,679	15.5%
Hawai'i Island	643,339	577,182	11.5%	405,898	384,641	5.5%	237,441	192,541	23.3%
...Hilo	215,400	189,923	13.4%	103,914	99,399	4.5%	111,487	90,524	23.2%
...Kona	507,915	461,383	10.1%	351,645	332,132	5.9%	156,270	129,251	20.9%
LENGTH OF STAY									
O'ahu (days)	6.16	6.37	-3.3%	6.74	6.81	-1.0%	5.67	5.69	-0.4%
Maui (days)	6.32	5.90	7.1%	6.75	6.80	-0.7%	4.58	4.51	1.6%
Moloka'i (days)	2.68	2.43	9.9%	3.08	2.75	11.9%	1.88	1.94	-2.9%
Lāna'i (days)	3.71	3.46	7.2%	4.12	4.15	-0.6%	1.94	2.40	-19.3%
Kaua'i (days)	5.86	5.16	13.7%	6.25	6.26	-0.2%	3.35	3.43	-2.4%
Hawai'i Island (days)	5.07	5.08	-0.2%	6.26	6.29	-0.6%	3.04	3.19	-4.8%
...Hilo (days)	2.49	2.76	-9.5%	3.46	3.44	0.6%	1.59	1.69	-5.7%
...Kona (days)	5.36	5.21	3.0%	6.20	6.26	-0.9%	3.48	3.57	-2.5%
Statewide (days)	7.31	7.41	-1.3%	8.06	8.09	-0.4%	6.31	6.35	-0.7%
ACCOMMODATIONS									
Hotel	4,386,647	3,935,128	11.5%	2,512,675	2,398,033	4.8%	1,873,972	1,537,095	21.9%
...Hotel Only	4,386,647	3,935,128	11.5%	2,512,675	2,398,033	4.8%	1,873,972	1,537,095	21.9%
PURPOSE OF TRIP									
Pleasure (Net)	3,651,907	3,214,858	13.6%	2,033,985	1,910,270	6.5%	1,617,922	1,304,588	24.0%
.....Vacation	3,162,301	2,776,411	13.9%	1,883,043	1,757,194	7.2%	1,279,258	1,019,216	25.5%
.....Honeymoon	487,648	435,249	12.0%	153,328	155,863	-1.6%	334,320	279,387	19.7%
...Get Married	90,991	87,196	4.4%	27,898	28,065	-0.6%	63,093	59,131	6.7%
MC&I (Net)	341,202	330,369	3.3%	233,156	244,956	-4.8%	108,045	85,413	26.5%
.....Convention/Conf.	190,718	188,325	1.3%	140,620	150,110	-6.3%	50,098	38,214	31.1%
.....Corp. Meetings	68,530	67,558	1.4%	52,764	53,548	-1.5%	15,766	14,011	12.5%
.....Incentive	93,046	86,178	8.0%	48,841	50,823	-3.9%	44,204	35,355	25.0%
Other Business	162,282	159,666	1.6%	144,751	140,505	3.0%	17,531	19,161	-8.5%
Visit Friends/Relatives	120,572	117,525	2.6%	100,219	99,038	1.2%	20,353	18,487	10.1%
Government/Military	66,094	76,798	-13.9%	60,495	64,693	-6.5%	5,599	12,106	-53.8%
Attend School	7,281	5,807	25.4%	3,516	3,780	-7.0%	3,764	2,027	85.7%
Sport Events	73,572	62,131	18.4%	34,608	35,686	-3.0%	38,964	26,445	47.3%

Source: Hawai'i Tourism Authority

* 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.

Air Visitor Characteristics by Segments

**Table 42: Condo-Only Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	12,664,365	11,873,840	6.7%	9,699,949	9,311,586	4.2%	2,964,416	2,562,255	15.7%
Total Visitors	1,087,395	1,031,992	5.4%	839,144	803,788	4.4%	248,251	228,204	8.8%
PARTY SIZE									
One	122,374	113,479	7.8%	101,693	96,726	5.1%	20,681	16,753	23.4%
Two	435,272	408,919	6.4%	354,464	339,021	4.6%	80,807	69,898	15.6%
Three or more	529,750	509,594	4.0%	382,987	368,041	4.1%	146,763	141,553	3.7%
Avg Party Size	2.32	2.35	-1.4%	2.23	2.25	-0.6%	2.60	2.70	-4.0%
VISIT STATUS									
First-Time	223,847	210,303	6.4%	154,770	152,257	1.7%	69,077	58,046	19.0%
Repeat	863,548	821,689	5.1%	684,374	651,531	5.0%	179,174	170,158	5.3%
Average # of Trips	6.44	6.43	0.2%	6.93	6.83	1.6%	4.77	5.02	-4.9%
TRAVEL METHOD									
Group Tour	18,881	22,818	-17.3%	4,701	4,280	9.8%	14,180	18,537	-23.5%
Package	198,842	206,927	-3.9%	140,806	152,068	-7.4%	58,036	54,859	5.8%
Group Tour & Pkg	11,328	15,531	-27.1%	1,945	2,025	-4.0%	9,383	13,506	-30.5%
True Independent	881,000	817,779	7.7%	695,582	649,464	7.1%	185,418	168,315	10.2%
ISLANDS VISITED									
O'ahu	314,616	300,035	4.9%	169,505	161,779	4.8%	145,111	138,256	5.0%
Maui County	546,937	523,304	4.5%	453,627	438,440	3.5%	93,310	84,863	10.0%
...Maui	541,822	518,723	4.5%	449,094	434,232	3.4%	92,727	84,491	9.7%
...Moloka'i	7,606	8,376	-9.2%	6,857	7,065	-2.9%	749	1,312	-42.9%
...Lāna'i	7,976	7,807	2.2%	6,942	6,940	0.0%	1,034	867	19.2%
Kaua'i	163,424	154,714	5.6%	152,873	143,367	6.6%	10,551	11,347	-7.0%
Hawai'i Island	172,119	159,310	8.0%	137,957	132,547	4.1%	34,162	26,762	27.7%
...Hilo	31,099	28,208	10.3%	21,928	21,471	2.1%	9,171	6,737	36.1%
...Kona	158,690	147,608	7.5%	129,977	125,039	3.9%	28,713	22,569	27.2%
LENGTH OF STAY									
O'ahu (days)	10.46	10.15	3.1%	11.00	11.10	-0.9%	9.84	9.04	8.9%
Maui (days)	10.84	10.73	1.1%	10.49	10.48	0.1%	12.58	12.04	4.5%
Moloka'i (days)	7.79	7.46	4.4%	8.13	8.17	-0.4%	4.63	3.67	26.0%
Lāna'i (days)	3.51	3.13	12.2%	3.43	3.27	4.9%	4.07	2.02	101.4%
Kaua'i (days)	9.79	9.75	0.4%	9.88	9.88	0.0%	8.48	8.12	4.4%
Hawai'i Island (days)	10.51	10.46	0.5%	11.14	11.09	0.4%	7.99	7.35	8.8%
...Hilo (days)	4.13	4.31	-4.2%	4.73	4.85	-2.6%	2.71	2.60	4.3%
...Kona (days)	10.59	10.47	1.2%	11.02	10.92	0.9%	8.65	7.94	8.9%
Statewide (days)	11.65	11.51	1.2%	11.56	11.58	-0.2%	11.94	11.23	6.4%
ACCOMMODATIONS									
Condo	1,087,395	1,031,992	5.4%	839,144	803,788	4.4%	248,251	228,204	8.8%
...Condo Only	1,087,395	1,031,992	5.4%	839,144	803,788	4.4%	248,251	228,204	8.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,009,380	955,407	5.6%	779,259	745,859	4.5%	230,121	209,548	9.8%
....Vacation	980,760	928,411	5.6%	757,855	724,414	4.6%	222,905	203,997	9.3%
....Honeymoon	27,721	26,606	4.2%	20,937	20,760	0.9%	6,784	5,846	16.1%
...Get Married	11,338	10,699	6.0%	8,700	8,715	-0.2%	2,638	1,983	33.0%
MC&I (Net)	15,625	16,207	-3.6%	12,692	12,208	4.0%	2,933	3,998	-26.6%
....Convention/Conf.	10,371	10,297	0.7%	8,804	8,534	3.2%	1,567	1,763	-11.1%
....Corp. Meetings	3,139	3,695	-15.0%	2,896	2,683	8.0%	243	1,012	-76.0%
....Incentive	2,436	2,466	-1.2%	1,303	1,225	6.4%	1,133	1,241	-8.7%
Other Business	23,937	21,269	12.5%	21,050	20,045	5.0%	2,887	1,224	135.8%
Visit Friends/Relatives	46,220	44,132	4.7%	40,493	37,297	8.6%	5,727	6,835	-16.2%
Government/Military	3,183	3,824	-16.8%	2,982	3,253	-8.3%	201	571	-64.7%
Attend School	2,206	1,930	14.3%	918	886	3.5%	1,288	1,044	23.4%
Sport Events	12,564	12,917	-2.7%	6,905	7,103	-2.8%	5,659	5,814	-2.7%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 43: Timeshare-Only Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	5,797,429	5,434,821	6.7%	5,060,091	4,899,149	3.3%	737,337	535,672	37.6%
Total Visitors	586,143	550,853	6.4%	506,420	491,518	3.0%	79,723	59,335	34.4%
PARTY SIZE									
One	54,264	52,388	3.6%	50,496	49,079	2.9%	3,769	3,309	13.9%
Two	269,868	255,528	5.6%	241,049	235,167	2.5%	28,819	20,361	41.5%
Three or more	262,011	242,937	7.9%	214,876	207,272	3.7%	47,136	35,666	32.2%
Avg Party Size	2.31	2.30	0.6%	2.25	2.25	0.0%	2.70	2.69	0.3%
VISIT STATUS									
First-Time	102,594	96,814	6.0%	91,078	86,475	5.3%	11,516	10,339	11.4%
Repeat	483,549	454,039	6.5%	415,343	405,043	2.5%	68,207	48,996	39.2%
Average # of Trips	6.71	6.71	0.1%	6.81	6.71	1.4%	6.12	6.66	-8.2%
TRAVEL METHOD									
Group Tour	3,202	3,832	-16.4%	1,723	1,655	4.1%	1,479	2,177	-32.1%
Package	50,015	49,252	1.6%	42,484	43,159	-1.6%	7,531	6,093	23.6%
Group Tour & Pkg	845	1,693	-50.1%	471	571	-17.6%	374	1,122	-66.7%
True Independent	533,771	499,463	6.9%	462,684	447,275	3.4%	71,087	52,188	36.2%
ISLANDS VISITED									
O'ahu	197,729	166,406	18.8%	140,049	124,003	12.9%	57,680	42,403	36.0%
Maui County	207,967	204,590	1.7%	193,022	193,164	-0.1%	14,945	11,426	30.8%
...Maui	206,144	203,020	1.5%	191,281	191,626	-0.2%	14,864	11,394	30.5%
...Moloka'i	2,385	2,640	-9.6%	2,329	2,483	-6.2%	56	156	-64.2%
...Lāna'i	3,605	3,548	1.6%	3,427	3,409	0.5%	178	139	27.8%
Kaua'i	160,149	155,982	2.7%	153,448	151,795	1.1%	6,701	4,187	60.1%
Hawai'i Island	102,989	100,285	2.7%	87,764	89,047	-1.4%	15,225	11,238	35.5%
...Hilo	15,863	15,569	1.9%	13,349	13,992	-4.6%	2,515	1,577	59.4%
...Kona	96,422	94,751	1.8%	82,876	84,218	-1.6%	13,546	10,533	28.6%
LENGTH OF STAY									
O'ahu (days)	7.75	7.65	1.3%	7.87	7.76	1.4%	7.46	7.32	1.9%
Maui (days)	9.20	9.15	0.6%	9.18	9.09	1.0%	9.48	10.10	-6.2%
Moloka'i (days)	3.76	3.15	19.2%	3.74	3.23	15.8%	4.40	1.92	129.8%
Lāna'i (days)	2.90	2.76	5.1%	2.89	2.79	3.6%	3.05	1.92	58.3%
Kaua'i (days)	9.21	9.21	0.0%	9.23	9.24	-0.1%	8.83	8.26	7.0%
Hawai'i Island (days)	8.48	8.48	0.0%	8.74	8.71	0.4%	6.98	6.68	4.5%
...Hilo (days)	3.34	3.41	-2.1%	3.59	3.55	1.1%	2.00	2.16	-7.5%
...Kona (days)	8.51	8.42	1.1%	8.68	8.62	0.7%	7.48	6.80	9.9%
Statewide (days)	9.89	9.87	0.2%	9.99	9.97	0.2%	9.25	9.03	2.4%
ACCOMMODATIONS									
Timeshare	586,143	550,853	6.4%	506,420	491,518	3.0%	79,723	59,335	34.4%
...Timeshare Only	586,143	550,853	6.4%	506,420	491,518	3.0%	79,723	59,335	34.4%
PURPOSE OF TRIP									
Pleasure (Net)	567,483	532,253	6.6%	489,556	475,675	2.9%	77,927	56,578	37.7%
....Vacation	551,795	516,218	6.9%	475,140	461,292	3.0%	76,655	54,926	39.6%
....Honeymoon	16,287	16,521	-1.4%	15,035	15,286	-1.6%	1,252	1,235	1.4%
...Get Married	3,228	3,989	-19.1%	2,885	2,891	-0.2%	343	1,098	-68.8%
MC&I (Net)	6,179	5,972	3.5%	5,315	5,233	1.6%	864	740	16.8%
....Convention/Conf.	4,038	3,811	6.0%	3,388	3,235	4.8%	649	576	12.7%
....Corp. Meetings	1,471	1,521	-3.2%	1,363	1,416	-3.7%	108	104	3.5%
....Incentive	798	805	-0.9%	688	746	-7.8%	110	59	85.9%
Other Business	5,151	4,919	4.7%	4,577	4,739	-3.4%	574	180	219.4%
Visit Friends/Relatives	16,069	16,026	0.3%	15,315	14,956	2.4%	754	1,071	-29.5%
Government/Military	460	633	-27.4%	460	559	-17.8%	0	73	-100.0%
Attend School	265	332	-20.1%	242	305	-20.6%	23	27	-14.7%
Sport Events	2,330	2,720	-14.4%	1,466	1,601	-8.4%	864	1,119	-22.8%

Source: Hawai'i Tourism Authority

BY FIRST-TIME/REPEAT STATUS

First-Time Visitor

The number of first-time visitors (2,753,423) jumped 12.8 percent compared to 2011 and contributed to a 10.8 percent increase in visitor days (Table 44). Their average length of stay was 8.36 days, down from 8.51 days in the prior year. First-time visitors comprised 35 percent of total air visitors in 2012, similar to the previous year.

- First-time visitors accounted for 18.5 percent of U.S. West, 41.8 percent of U.S. East, 41.9 percent of Japanese and 35.6 percent of Canadian visitors in 2012. In contrast, first-timers made up the majority of visitors from the emerging markets: Other Asia (83.9%), Europe (70.8%), Latin America (71.5%) and Oceania (56.1%).
- Of the total first-time visitors in 2012, 48.2 percent made their own travel arrangements.
- Three out of four (76.7%) first-time visitors stayed in hotels, 11.2 percent stayed in condominiums, 5.8 percent stayed with friends or relatives, 5 percent stayed in timeshare properties and 4.6 percent stayed in rental homes.
- The majority of the first-time visitors went to O‘ahu (75.1%), followed by Maui (27.5%), Hawai‘i Island (18.2%) and Kaua‘i (12.1%).
- Seven out of ten (70.2%) came to vacation, 15.6 percent came to honeymoon, 5.7 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 2012, 65 percent or 5,113,720 were repeat visitors to Hawai‘i, 8.0 percent higher compared to 2011 (Table 45). Their average length of stay was 9.90 days, virtually unchanged from a year ago. Visitor days rose 7.6 percent. Three-quarters of repeat visitors arrived on domestic flights (74.8%) and the 25.2 percent arrived from foreign ports.

- U.S. West (81.5%) continued to have the largest percentage of repeat visitors in 2012, followed by Canada (64.4%), U.S. East (58.2%) and Japan (58.1%).
- The majority of repeat visitors (72.4%) were independent travelers. The average number of trips for a repeat visitor was seven trips, same as in 2011.
- Over half (56.3%) of the repeat visitors stayed in hotels, 21.1 percent stayed in condominiums, 12.2 percent stayed in timeshare properties and 10.8 percent stayed with friends or relatives.
- All land-based accommodations saw more repeat visitors, especially rental homes (+15.4%) and hotels (+8.9%). Timeshare and condominium growth over 2011 were 6.1 percent and 5.4 percent, respectively.
- Similar to 2011, more than half of all repeat visitors in 2012 went to O‘ahu (55.5%), while 30.3 percent visited Maui, 18.2 percent went to Hawai‘i Island and 14.7 percent went to Kaua‘i.
- Eight out of ten repeat visitors (79.2%) came for vacation, 10.4 percent visited friends or relatives and 5.0 percent came for meetings, conventions and incentives.

Air Visitor Characteristics by Segments

**Table 44: First-Time Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	23,025,558	20,773,328	10.8%	14,774,388	14,096,955	4.8%	8,251,170	6,676,373	23.6%
Total Visitors	2,753,423	2,441,554	12.8%	1,575,979	1,503,005	4.9%	1,177,444	938,548	25.5%
PARTY SIZE									
One	398,917	373,380	6.8%	317,236	305,108	4.0%	81,681	68,272	19.6%
Two	1,273,935	1,131,594	12.6%	714,803	701,380	1.9%	559,133	430,214	30.0%
Three or more	1,080,571	936,579	15.4%	543,940	496,517	9.6%	536,630	440,062	21.9%
Avg Party Size	2.21	2.16	2.4%	2.00	1.92	3.9%	2.49	2.53	-1.6%
VISIT STATUS									
First-Time	2,753,423	2,441,554	12.8%	1,575,979	1,503,005	4.9%	1,177,444	938,548	25.5%
Average # of Trips	0.57	0.62	-7.0%	1.00	1.00	0.0%	0.00	0.00	na
TRAVEL METHOD									
Group Tour	384,807	327,673	17.4%	103,799	97,803	6.1%	281,008	229,870	22.2%
Package	1,373,806	1,228,334	11.8%	565,977	576,771	-1.9%	807,828	651,563	24.0%
Group Tour & Pkg	333,601	277,534	20.2%	78,251	74,810	4.6%	255,350	202,724	26.0%
True Independent	1,328,411	1,163,081	14.2%	984,454	903,242	9.0%	343,957	259,839	32.4%
ISLANDS VISITED									
O'ahu	2,067,174	1,799,956	14.8%	991,616	939,104	5.6%	1,075,558	860,853	24.9%
Maui County	769,798	717,219	7.3%	586,451	561,137	4.5%	183,347	156,082	17.5%
...Maui	758,341	707,555	7.2%	578,168	553,452	4.5%	180,173	154,103	16.9%
...Moloka'i	19,908	18,861	5.6%	13,476	13,971	-3.5%	6,432	4,890	31.5%
...Lāna'i	23,906	23,898	0.0%	18,025	18,035	-0.1%	5,881	5,863	0.3%
Kaua'i	332,102	309,513	7.3%	284,073	268,277	5.9%	48,030	41,236	16.5%
Hawai'i Island	502,448	451,725	11.2%	334,352	316,463	5.7%	168,096	135,261	24.3%
...Hilo	237,047	215,785	9.9%	150,691	142,061	6.1%	86,356	73,724	17.1%
...Kona	395,240	361,401	9.4%	280,321	266,343	5.2%	114,919	95,058	20.9%
LENGTH OF STAY									
O'ahu (days)	6.50	6.61	-1.7%	7.14	7.19	-0.6%	5.90	5.98	-1.2%
Maui (days)	6.33	6.36	-0.6%	6.57	6.62	-0.9%	5.56	5.43	2.4%
Moloka'i (days)	3.27	3.17	3.2%	3.65	3.50	4.3%	2.49	2.25	10.8%
Lāna'i (days)	2.90	2.64	10.0%	3.13	2.92	7.4%	2.20	1.79	23.0%
Kaua'i (days)	5.71	5.66	0.9%	5.89	5.87	0.3%	4.63	4.25	9.0%
Hawai'i Island (days)	5.50	5.53	-0.6%	6.33	6.33	0.0%	3.85	3.67	5.0%
...Hilo (days)	2.97	2.89	2.6%	3.57	3.47	2.7%	1.93	1.78	8.2%
...Kona (days)	5.21	5.19	0.5%	5.63	5.67	-0.7%	4.18	3.83	9.0%
Statewide (days)	8.36	8.51	-1.7%	9.37	9.38	0.0%	7.01	7.11	-1.5%
ACCOMMODATIONS									
Hotel	2,110,985	1,850,859	14.1%	1,071,361	1,027,054	4.3%	1,039,624	823,805	26.2%
...Hotel Only	1,893,903	1,655,226	14.4%	907,024	873,209	3.9%	986,879	782,017	26.2%
Condo	307,387	286,388	7.3%	213,568	207,864	2.7%	93,819	78,524	19.5%
...Condo Only	223,847	210,303	6.4%	154,770	152,257	1.7%	69,077	58,046	19.0%
Timeshare	137,805	129,405	6.5%	120,035	113,449	5.8%	17,770	15,955	11.4%
...Timeshare Only	102,594	96,814	6.0%	91,078	86,475	5.3%	11,516	10,339	11.4%
Rental House	126,151	100,615	25.4%	102,711	87,314	17.6%	23,440	13,300	76.2%
Bed & Breakfast	34,999	33,854	3.4%	27,921	25,513	9.4%	7,078	8,341	-15.1%
Cruise Ship	76,993	76,676	0.4%	66,495	65,119	2.1%	10,497	11,557	-9.2%
Friends or Relatives	160,858	145,196	10.8%	130,444	123,525	5.6%	30,413	21,670	40.3%
PURPOSE OF TRIP									
Pleasure (Net)	2,357,550	2,070,570	13.9%	1,350,155	1,275,989	5.8%	1,007,396	794,580	26.8%
....Vacation	1,932,008	1,692,545	14.1%	1,209,149	1,134,451	6.6%	722,860	558,094	29.5%
....Honeymoon	430,419	383,012	12.4%	147,214	148,424	-0.8%	283,205	234,588	20.7%
...Get Married	62,472	60,119	3.9%	21,887	21,876	0.0%	40,585	38,243	6.1%
MC&I (Net)	155,615	148,282	4.9%	89,272	95,408	-6.4%	66,343	52,874	25.5%
....Convention/Conf.	85,942	85,967	0.0%	56,059	61,513	-8.9%	29,882	24,454	22.2%
....Corp. Meetings	24,149	24,583	-1.8%	15,784	16,112	-2.0%	8,365	8,471	-1.3%
....Incentive	50,289	42,050	19.6%	20,885	21,628	-3.4%	29,403	20,422	44.0%
Other Business	49,476	46,673	6.0%	38,269	36,406	5.1%	11,208	10,267	9.2%
Visit Friends/Relatives	142,783	127,763	11.8%	115,165	111,281	3.5%	27,618	16,482	67.6%
Government/Military	22,914	28,166	-18.6%	19,147	21,086	-9.2%	3,767	7,080	-46.8%
Attend School	9,305	8,212	13.3%	4,813	4,916	-2.1%	4,492	3,297	36.3%
Sport Events	32,320	27,707	16.7%	16,933	17,197	-1.5%	15,387	10,510	46.4%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 45: Repeat Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	50,638,345	47,052,543	7.6%	39,718,291	37,742,843	5.2%	10,920,054	9,309,700	17.3%
Total Visitors	5,113,720	4,732,844	8.0%	3,827,046	3,624,286	5.6%	1,286,674	1,108,558	16.1%
PARTY SIZE									
One	830,922	787,590	5.5%	713,903	683,126	4.5%	117,019	104,464	12.0%
Two	2,053,589	1,920,408	6.9%	1,574,936	1,512,914	4.1%	478,653	407,494	17.5%
Three or more	2,229,209	2,024,845	10.1%	1,538,207	1,428,246	7.7%	691,002	596,599	15.8%
Avg Party Size	2.09	2.13	-2.0%	1.94	2.01	-3.5%	2.52	2.52	0.0%
VISIT STATUS									
Repeat	5,113,720	4,732,844	8.0%	3,827,046	3,624,286	5.6%	1,286,674	1,108,558	16.1%
Average # of Trips	7.0	7.1	-1.0%	7.7	7.7	0.4%	5.1	5.3	-4.2%
TRAVEL METHOD									
Group Tour	309,778	281,635	10.0%	75,858	76,471	-0.8%	233,920	205,164	14.0%
Package	1,351,856	1,278,251	5.8%	685,215	711,266	-3.7%	666,641	566,985	17.6%
Group Tour & Pkg	250,975	224,776	11.7%	45,875	47,835	-4.1%	205,100	176,941	15.9%
True Independent	3,703,060	3,397,733	9.0%	3,111,848	2,884,384	7.9%	591,213	513,350	15.2%
ISLANDS VISITED									
O'ahu	2,836,872	2,601,668	9.0%	1,743,028	1,652,911	5.5%	1,093,844	948,757	15.3%
Maui County	1,583,531	1,494,194	6.0%	1,366,267	1,307,849	4.5%	217,264	186,345	16.6%
...Maui	1,550,853	1,460,933	6.2%	1,336,538	1,277,636	4.6%	214,315	183,297	16.9%
...Moloka'i	33,415	36,389	-8.2%	28,264	29,894	-5.5%	5,151	6,495	-20.7%
...Lāna'i	48,743	51,106	-4.6%	40,852	43,813	-6.8%	7,890	7,293	8.2%
Kaua'i	752,579	701,987	7.2%	693,747	646,145	7.4%	58,831	55,841	5.4%
Hawai'i Island	930,834	866,586	7.4%	738,326	705,553	4.6%	192,507	161,033	19.5%
...Hilo	289,388	269,352	7.4%	210,729	203,311	3.6%	78,659	66,041	19.1%
...Kona	796,229	745,061	6.9%	650,929	621,120	4.8%	145,300	123,941	17.2%
LENGTH OF STAY									
O'ahu (days)	7.91	7.91	0.0%	8.48	8.52	-0.4%	6.99	6.84	2.1%
Maui (days)	8.94	8.92	0.1%	8.93	8.92	0.1%	8.98	8.94	0.5%
Moloka'i (days)	5.85	5.56	5.1%	6.32	5.99	5.6%	2.89	2.59	11.2%
Lāna'i (days)	3.98	3.84	3.6%	4.30	4.26	0.9%	2.24	1.93	16.3%
Kaua'i (days)	8.07	8.12	-0.5%	8.58	8.60	-0.2%	5.45	5.25	3.9%
Hawai'i Island (days)	8.76	8.69	0.8%	9.06	8.98	0.9%	5.20	5.30	-2.0%
...Hilo (days)	4.83	4.86	-0.7%	5.44	5.32	2.4%	2.48	2.88	-14.1%
...Kona (days)	7.71	7.70	0.1%	8.51	8.46	0.6%	5.54	5.35	3.5%
Statewide (days)	9.90	9.94	-0.4%	10.38	10.41	-0.3%	8.49	8.40	1.1%
ACCOMMODATIONS									
Hotel	2,880,414	2,644,172	8.9%	1,927,308	1,828,830	5.4%	953,106	815,343	16.9%
...Hotel Only	2,492,744	2,279,902	9.3%	1,605,652	1,524,824	5.3%	887,093	755,078	17.5%
Condo	1,080,641	1,025,582	5.4%	856,139	814,469	5.1%	224,501	211,114	6.3%
...Condo Only	863,548	821,689	5.1%	684,374	651,531	5.0%	179,174	170,158	5.3%
Timeshare	624,089	588,293	6.1%	534,881	521,278	2.6%	89,208	67,015	33.1%
...Timeshare Only	483,549	454,039	6.5%	415,343	405,043	2.5%	68,207	48,996	39.2%
Rental House	310,310	268,818	15.4%	283,053	247,589	14.3%	27,257	21,229	28.4%
Bed & Breakfast	38,741	36,726	5.5%	34,423	32,388	6.3%	4,318	4,338	-0.5%
Cruise Ship	50,345	51,718	-2.7%	42,983	43,544	-1.3%	7,362	8,174	-9.9%
Friends or Relatives	552,217	519,949	6.2%	500,169	471,132	6.2%	52,048	48,817	6.6%
PURPOSE OF TRIP									
Pleasure (Net)	4,207,011	3,851,504	9.2%	3,091,889	2,909,986	6.3%	1,115,123	941,518	18.4%
.....Vacation	4,047,995	3,701,329	9.4%	3,004,999	2,823,904	6.4%	1,042,995	877,424	18.9%
.....Honeymoon	153,118	144,060	6.3%	84,797	84,757	0.0%	68,320	59,303	15.2%
...Get Married	63,505	59,789	6.2%	34,530	33,097	4.3%	28,975	26,692	8.6%
MC&I (Net)	254,945	249,066	2.4%	201,267	204,346	-1.5%	53,678	44,720	20.0%
.....Convention/Conf.	151,897	147,322	3.1%	123,437	125,952	-2.0%	28,460	21,370	33.2%
.....Corp. Meetings	58,118	56,754	2.4%	49,151	49,081	0.1%	8,967	7,673	16.9%
.....Incentive	53,548	54,705	-2.1%	36,502	37,243	-2.0%	17,046	17,463	-2.4%
Other Business	198,398	190,567	4.1%	184,306	176,936	4.2%	14,093	13,630	3.4%
Visit Friends/Relatives	533,358	507,890	5.0%	483,603	459,591	5.2%	49,755	48,299	3.0%
Government/Military	69,490	76,781	-9.5%	63,640	65,213	-2.4%	5,850	11,568	-49.4%
Attend School	13,905	11,582	20.1%	8,774	8,961	-2.1%	5,131	2,621	95.8%
Sport Events	75,883	67,288	12.8%	40,951	41,579	-1.5%	34,932	25,708	35.9%

Source: Hawai'i Tourism Authority

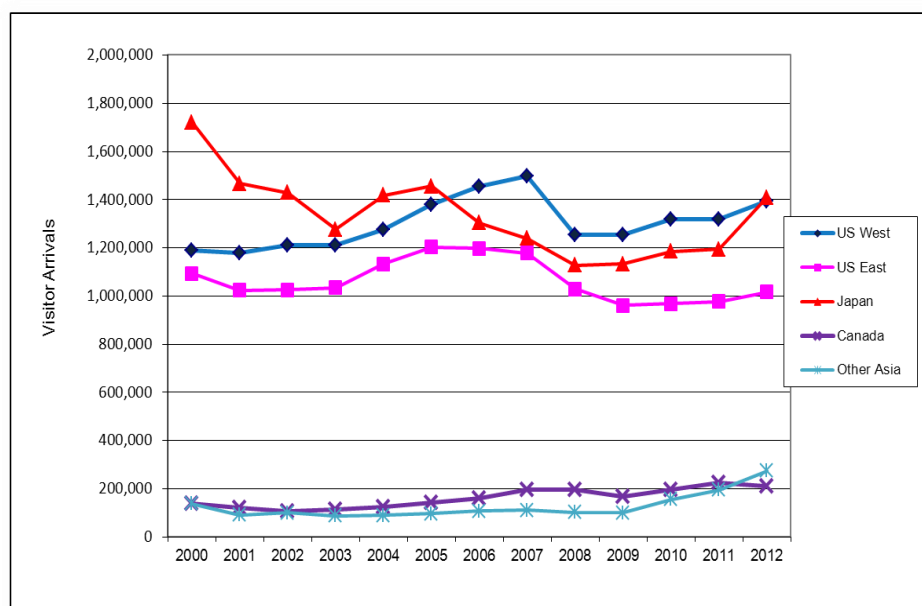
ISLAND SUPPLEMENT

O'AHU

A total of 4,904,045 visitors arrived by air to O'ahu in 2012, up 11.4 percent from 2011 (Table 53).

- Of these visitors, 74.4 percent stayed exclusively on O'ahu while the remainder also visited other islands.
- The average daily census showed that 97,989 visitors were on O'ahu on any given day in 2012, an increase of 10.1 percent compared to 2011 (Table 6).
- There were 1,409,721 visitors from Japan (28.7% of all O'ahu visitors) compared to 1,393,321 visitors from U.S. West (28.4% of all O'ahu visitors). U.S. East visitors (1,015,673) comprised 20.7 percent, Canadian visitors (209,380) made up 4.3 percent, Oceania visitors (260,317) accounted for 5.3 percent and Other Asia visitors (274,279) were 5.6 percent of all visitors to O'ahu in 2012 (Table 64).

**Figure 15: O'ahu Visitor Arrivals by Selected MMA
2000 – 2012**



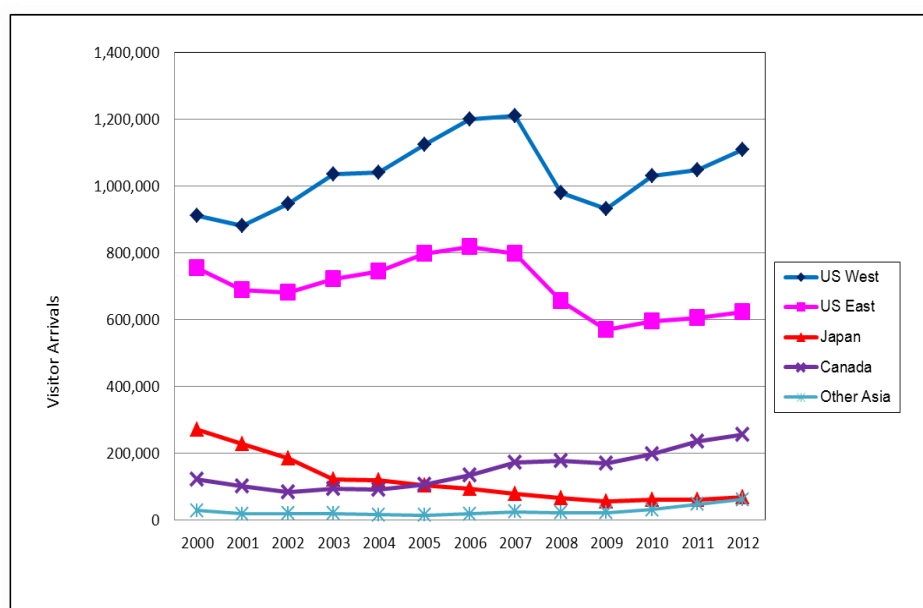
- Arrivals to O'ahu from Other Asia climbed 40.4 percent, with significantly more visitors from China (+44.3%) and Korea (+40.5%) compared to 2011. Arrivals from Oceania jumped 28.8 percent with double-digit visitor increases from Australia (+29.3%) and New Zealand (+24.1%). Arrivals from Japan rose 18.1 percent. Arrivals from Latin America grew 17.7 percent with increases from Brazil and Mexico (+27.7% and +10.9% respectively). There were also more U.S. West (+5.7%), U.S. East (+4.0%) and European (+3.4%) visitors to O'ahu compared to a year ago. (Table 65).
- Compared to 2011, decreased arrivals to O'ahu was seen from these countries: Canada (-6.2%), France (-9.7%) and United Kingdom (-3.7%).
- Domestic arrivals to O'ahu increased considerably from Fresno (+42.6%), San Diego (+20.4%), Modesto (+19.7%) and New York City (+15.9%) (Table 48 and Table 49).

MAUI

Arrivals by air to Maui rose 6.5 percent to 2,309,194 visitors in 2012 (**Table 55**).

- Two out of three visitors (62.6%) spent all their time on Maui while the rest visited other islands.
- The average daily census on Maui rose 6.1 percent to 50,976 visitors on any given day (Table 6).
- Similar to the previous year, repeat visitors comprised 67.2 percent of the total visitors to Maui in 2012 while 32.8 percent were first-time visitors.

**Figure 16: Maui Visitor Arrivals by Selected MMA
2000 – 2012**



- Seven out of ten (70.5%) Maui visitors made their own travel arrangements, same as 2011.
- The largest share of visitors to Maui continued to be from U.S. West (48.1%) followed by U.S. East (27%) (Table 64).
- Maui experienced more domestic visitor arrivals from Modesto (+19.3%), Bakersfield (+18.3%) and Fresno (+18.2%) compared to 2011 (Table 48 and Table 49).
- Direct air services from Canada to Maui boosted the share of Canadian visitors to 11 percent, the highest in the last 12 years (Table 64).
- The largest growth in visitors to Maui was from Other Asia (+30.3%) with significantly more visitors from China (+45.2%) and Korea (+28.1%). Arrivals to Maui from Latin America (+14%), Europe (+14.1%) and Oceania (+10.9%). Brazil (+32.5%), Germany (+24.4%), United Kingdom (+13.6%) also increased compared to 2011 (Table 65).
- Over half (55.7%) of all Maui visitors stayed in hotels while in Hawai'i, 30 percent stayed in condominiums, 12.2 percent stayed in timeshare properties and 6 percent stayed with friends or relatives.

Island Supplement

- Usage of rental homes (+20.3%), hotels (+8.0%), bed and breakfast properties (+5.8%) and condominium properties (+5.2%) by Maui visitors increased compared to 2011 (Table 55).
- The majority (83%) of Maui visitors came to Hawai'i for vacation; 7.0 percent came to honeymoon; 5.4 percent came for meetings, conventions and incentives and 5.5 percent came to visit friends or relatives.

MOLOKA'I⁶

A total of 53,323 visitors flew to Moloka'i in 2012, down 3.5 percent compared to the previous year (Table 56).

- Most of those who went to Moloka'i also visited other islands, while only 13.6 percent stayed exclusively on Moloka'i.
- The average daily census of 707 visitors per day in 2012 was similar to a year ago (Table 6).
- The largest visitor markets to Moloka'i in 2012 continued to be from U.S. West (40.7%) and U.S. East (28%) (Table 64).
- Repeat visitors comprised 62.7 percent while 37.3 percent were first-timers to the state.
- Seven out of ten visitors (70.8%) to Moloka'i were independent travelers while the remainder purchased group tours (7.9%) or package trips (27.1%).
- Half of the visitors stayed in hotels (55.5%), 23.6 percent stayed in condominiums, 15 percent stayed with friends or relatives, 11.1 percent stayed in rental homes and 7.7 percent stayed in timeshare properties while in Hawai'i.
- Three out of four (77.4%) Moloka'i visitors came to vacation while 13.2 percent visited friends or relatives.

LĀNA'I⁶

Arrivals by air to Lāna'i decreased 3.1 percent to 72,649 visitors in 2012 (Table 57).

- Only 15 percent of these visitors spent their whole time on Lāna'i while the majority visited other islands.
- The average daily census showed 718 visitors on Lāna'i on any given day in 2012 about the same as the previous year (Table 6).
- The majority (67.6%) of the Lāna'i visitors stayed in hotels while in Hawai'i, 17.5 percent stayed in condominiums and 10.4 percent stayed with friends or relatives.
- Three-quarters (78.4%) of the Lāna'i visitors in 2012 came to the state for a vacation; 8.6 percent came for meetings, conventions and incentives and 10.4 percent to visit friends or relatives.
- Four out of ten visitors (40.6%) to Lāna'i were from U.S. West, 34.3 percent were from U.S. East and 6.5 percent were from Canada (Table 64).

⁶ 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.

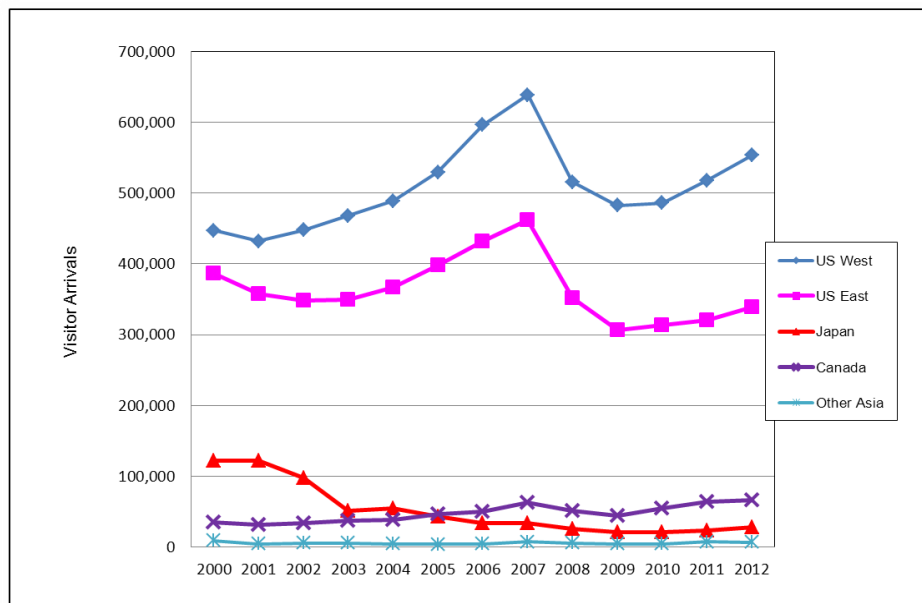
- More repeat visitors (67.1%) than first-timers (32.9%) went to Lānaʻi. There were also more independent travelers to Lānaʻi (71.5%) than those who purchased group tours (7.1%) or package trips (26.7%).

KAUAʻI

A total of 1,084,681 visitors flew to Kauaʻi in 2012, up 7.2 percent from 2011 (Table 58).

- Over half (54.2%) of these visitors stayed exclusively on Kauaʻi.
- The average daily census increased 7.2 percent from 2011 to 22,318 visitors daily (Table 6).

**Figure 17: Kauaʻi Visitor Arrivals by Selected MMA
2000 – 2012**



- The largest share of Kauaʻi's visitors continued to be from U.S. West (51%), followed by U.S. East (31.2%), Canada (6.1%) and Japan (2.6%) (Table 64).
- Domestic arrivals to Kauaʻi from Modesto (+23.6%), Bakersfield (+20.7%), San Francisco (+19.5%) and New York City (+13.9%) noticeably increased compared to 2011 (Table 48 and Table 49).
- Considerably more visitors from New Zealand (+67.3%), Australia (+15%) and China (+33.5%) went to Kauaʻi than in 2011 (Table 65).
- Repeat visitors accounted for 69.4 percent while 30.6 percent were first-timers in 2012.
- Three out of four (75.1%) Kauaʻi visitors were independent travelers, similar to 2011.
- Half (51.2%) of those who visited Kauaʻi stayed in hotels while in Hawaiʻi, while 22.2 percent stayed in condominium properties and 20.4 percent stayed in timeshare properties.

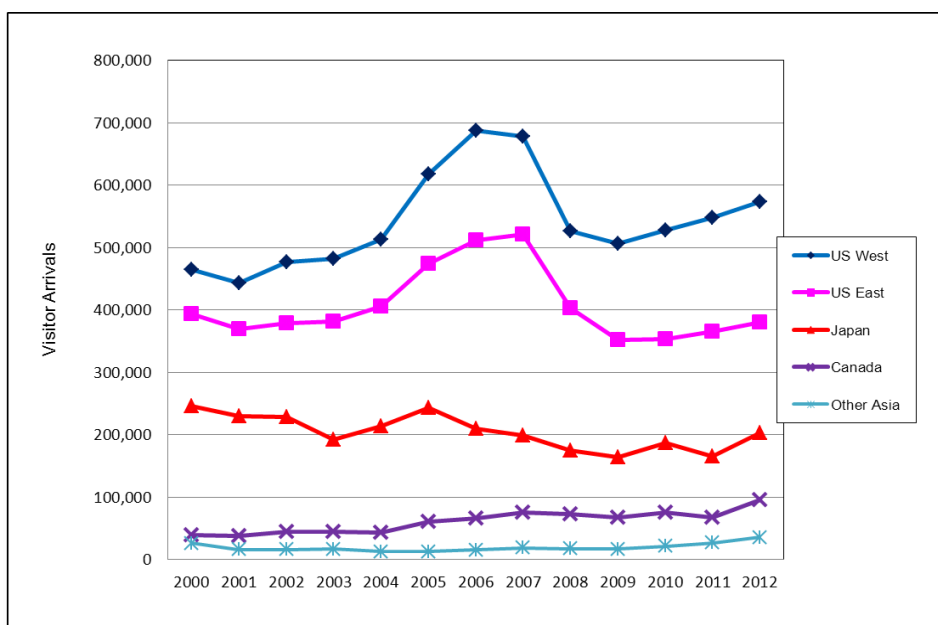
- More Kaua'i visitors stayed in hotels (+8.7%), condominium properties (+5.1%), rental homes (+20%), timeshare properties (+2.4%) or with friends and relatives (+8.1%) compared to 2011.
- Most of the visitors were in the state for vacation (84.4%); 6.4 percent honeymooned, 6.4 percent visited friends or relatives; and 4.2 percent came for meetings, conventions and incentives.

HAWAI'I ISLAND

Arrivals by air to Hawai'i Island increased 8.7 percent to 1,433,282 visitors in 2012 (Table 59).

- Close to half (46.9%) of these visitors spent their entire time on Hawai'i Island.
- The average daily census showed a 7.6 percent growth from 2011 to 28,559 visitors per day (Table 6).

**Figure 18: Hawai'i Island Visitor Arrivals
by Selected MMA
2000 - 2012**



- U.S. West continued to have the most visitors to Hawai'i Island in 2012 (40.1%), followed by U.S. East (26.5%), Japan (14.2%) and Canada (6.7%) (Table 64).
- Domestic arrivals to Hawai'i Island from Tampa (+16.9%), Reno (+15.8%), New York City (+15.7%), Houston (+12.6%) and Dallas (+10.1%) noticeably increased compared to 2011 (Table 48 and Table 49).
- In 2012, the number of visitors from China (+48%), Korea (+20%) and Australia (+23.4%) who went to Hawai'i Island jumped by double-digits compared to the previous year (Table 65).
- Two out of three were repeat visitors while 35.1 percent were first-time visitors.

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- The majority of Hawai'i Island visitors traveled independently (67.4%) instead of purchasing group tours (8.8%) or package trips (31%).
- Three out of five (61.7%) visitors to Hawai'i Island stayed in hotels while in the state, 18.6 percent stayed in condominiums, 10.5 percent stayed in timeshare properties, 10 percent stayed with friends or relatives, and 8.6 percent stayed in rental homes. More visitors stayed in rental homes (+18.4%), hotels (+10%), condominiums (+7.6%), with friends or relatives (5.9%) and in timeshare (+1.7%) properties compared to 2011.
- The majority (80.4%) of the Hawai'i Island visitors came to the state for vacation, 8.6 percent came to visit friends or relatives, 6 percent to honeymoon, 5.4 percent for meetings, conventions and incentives.

HAWAI'I ISLAND (HILO SIDE)

A total of 526,435 air visitors went to Hilo in 2012, an increase of 8.5 percent from 2011 (Table 60).

- The average daily census showed 5,589 visitors present, 7.6 percent higher compared to 2011 (Table 6).
- U.S. West (30.3%) had the largest share of the visitors to Hilo followed by U.S. East (29.6%), Japan (16.3%) and Canada (6.2%) (Table 64).
- Over half (55.5%) were repeat visitors to the state and 61.3 percent traveled independently. Group tours accounted for 13.2 percent of Hilo visitors while package visitors were 36.6 percent.
- Two out of three visitors to Hilo stayed in hotels, 17.6 percent stayed on cruise ships, 12.8 percent stayed in condominium properties, 12.1 percent stayed with friends or relatives, 9.5 percent stayed in rental homes and 5.6 percent stayed in timeshare properties while in the state.

HAWAI'I ISLAND (KONA SIDE)

Arrivals by air to Kona rose 7.7 percent to 1,191,469 visitors in 2012 (Table 61).

- The average daily census rose 7.6 percent from 2011 to 22,970 visitors (Table 6).
- The largest share of visitors to Kona continued to be from U.S. West (42.7%), followed by U.S. East (27.1%), Japan (11.5%) and Canada (7.3%) (Table 64).
- Repeat visitors accounted for 66.8 percent of the Kona visitors in 2012.
- There were also more visitors who traveled independently (69.4%) than those who purchased group tours (7.3%) or package trips (29%).
- Six out of ten visitors to Kona stayed in hotels, 20.3 percent stayed in condominiums, 11.8 percent stayed in timeshares, 9 percent stayed with friends or relatives and 7.8 percent stayed on cruise ships while in the state.

SEASONALITY BY ISLAND

The average daily census statewide increased 8.3 percent from 2011 to 201,267 visitors in 2012. The four larger Hawaiian Islands showed growth in average daily census compared to 2011: O'ahu (+10.1%), Maui (+6.1%), Hawai'i Island (+7.6%) and Kaua'i (+7.2%). The average daily census for Lāna'i and Moloka'i were about the same as last year. In 2012, the busiest month statewide was December with 236,058 visitors per day. However, peak months varied by island (Table 47).

O'ahu – In 2012, December was the busiest month on O'ahu with 113,816 visitors daily, followed by July (113,367 visitors daily) and August (107,136 visitors daily).

Maui – The winter months were most popular on Maui in 2012: December (61,858 visitors daily), January (61,489 visitors daily), March (58,538 visitors daily) and February (57,744 visitors daily).

Hawai'i Island – January (36,811 visitors daily) was the busiest month on Hawai'i Island in 2012, followed by December (35,317 visitors daily) and February (31,880 visitors daily).

Kaua'i – The busiest month for arrivals to Kaua'i in 2012, was June (25,262 visitors daily), followed by December (25,066 visitors daily) and July (25,011 visitors daily).

Lāna'i – In 2012, December had the heaviest traffic on Lāna'i with 1,023 visitors daily followed by February (835 visitors daily) and January (826 visitors daily).

Moloka'i – In 2012, January was the peak month on Moloka'i with 1,171 visitors daily, followed by February (881 visitors daily) and December (847 visitors daily).

**Table 46: Visitor Arrivals by Island and Month (Arrivals by Air)
2012 vs. 2011**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	632,697	586,671	7.8%	418,307	400,657	4.4%	214,390	186,014	15.3%
FEB	609,997	579,030	5.3%	409,099	397,384	2.9%	200,898	181,646	10.6%
MAR	691,297	615,745	12.3%	474,324	443,298	7.0%	216,973	172,447	25.8%
APR	616,456	567,693	8.6%	435,754	425,044	2.5%	180,702	142,649	26.7%
MAY	615,156	549,005	12.0%	444,670	411,758	8.0%	170,486	137,247	24.2%
JUN	679,258	607,507	11.8%	488,151	460,883	5.9%	191,107	146,624	30.3%
JUL	724,793	667,890	8.5%	511,905	500,313	2.3%	212,888	167,577	27.0%
AUG	728,842	651,756	11.8%	496,529	458,572	8.3%	232,313	193,184	20.3%
SEPT	588,900	553,187	6.5%	380,845	376,827	1.1%	208,055	176,360	18.0%
OCT	618,717	568,211	8.9%	419,205	399,660	4.9%	199,512	168,551	18.4%
NOV	634,490	557,587	13.8%	429,610	389,667	10.3%	204,880	167,920	22.0%
DEC	726,541	670,116	8.4%	494,627	463,229	6.8%	231,914	206,887	12.1%
TOTAL	7,867,143	7,174,397	9.7%	5,403,025	5,127,291	5.4%	2,464,118	2,047,106	20.4%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	390,301	358,571	8.8%	213,914	200,549	6.7%	176,387	158,023	11.6%
FEB	366,580	347,490	5.5%	200,017	196,754	1.7%	166,563	150,736	10.5%
MAR	405,062	357,242	13.4%	228,113	218,014	4.6%	176,949	139,229	27.1%
APR	371,771	328,134	13.3%	215,807	209,168	3.2%	155,964	118,966	31.1%
MAY	396,694	344,955	15.0%	237,752	216,746	9.7%	158,942	128,209	24.0%
JUN	427,096	372,620	14.6%	251,112	235,349	6.7%	175,984	137,271	28.2%
JUL	459,249	407,450	12.7%	264,846	253,101	4.6%	194,403	154,349	26.0%
AUG	466,004	410,956	13.4%	252,949	235,690	7.3%	213,056	175,266	21.6%
SEPT	388,307	358,583	8.3%	198,380	195,175	1.6%	189,927	163,407	16.2%
OCT	390,490	358,394	9.0%	207,483	201,962	2.7%	183,007	156,433	17.0%
NOV	394,274	343,278	14.9%	211,635	191,199	10.7%	182,639	152,079	20.1%
DEC	448,217	413,950	8.3%	252,636	238,308	6.0%	195,581	175,642	11.4%
TOTAL	4,904,045	4,401,624	11.4%	2,734,643	2,592,014	5.5%	2,169,402	1,809,609	19.9%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	83,300	75,582	10.2%	71,557	67,428	6.1%	11,743	8,154	44.0%
FEB	81,618	76,819	6.2%	72,641	67,464	7.7%	8,977	9,355	-4.0%
MAR	93,530	82,261	13.7%	83,318	74,052	12.5%	10,212	8,209	24.4%
APR	86,966	83,750	3.8%	77,625	75,071	3.4%	9,341	8,679	7.6%
MAY	85,174	82,092	3.8%	79,283	73,660	7.6%	5,891	8,432	-30.1%
JUN	101,905	92,505	10.2%	93,778	85,931	9.1%	8,127	6,573	23.6%
JUL	103,444	102,444	1.0%	95,043	94,625	0.4%	8,400	7,819	7.4%
AUG	100,503	89,228	12.6%	90,360	82,225	9.9%	10,143	7,003	44.8%
SEPT	83,743	81,386	2.9%	76,280	73,101	4.3%	7,463	8,286	-9.9%
OCT	84,435	81,646	3.4%	76,765	74,955	2.4%	7,670	6,691	14.6%
NOV	82,937	72,880	13.8%	75,244	66,355	13.4%	7,693	6,524	17.9%
DEC	97,127	90,907	6.8%	85,927	79,555	8.0%	11,200	11,352	-1.3%
TOTAL	1,084,681	1,011,500	7.2%	977,820	914,423	6.9%	106,861	97,077	10.1%

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

Source: Hawai'i Tourism Authority

Island Supplement

**Table 46: Visitor Arrivals by Island and Month (Arrivals by Air) continued
2012 vs. 2011**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	194,305	179,820	8.1%	149,626	145,739	2.7%	44,679	34,081	31.1%
FEB	189,302	181,503	4.3%	148,070	147,514	0.4%	41,233	33,989	21.3%
MAR	218,946	206,958	5.8%	171,797	166,818	3.0%	47,150	40,140	17.5%
APR	190,129	182,351	4.3%	155,948	151,656	2.8%	34,180	30,695	11.4%
MAY	175,563	165,243	6.2%	153,294	144,948	5.8%	22,268	20,295	9.7%
JUN	210,670	192,908	9.2%	181,008	172,815	4.7%	29,662	20,093	47.6%
JUL	217,404	212,519	2.3%	191,324	189,463	1.0%	26,080	23,056	13.1%
AUG	207,928	188,300	10.4%	181,015	164,010	10.4%	26,913	24,291	10.8%
SEPT	166,745	160,814	3.7%	138,233	136,850	1.0%	28,512	23,964	19.0%
OCT	181,629	171,849	5.7%	155,685	147,993	5.2%	25,944	23,857	8.7%
NOV	185,653	169,823	9.3%	154,801	142,221	8.8%	30,852	27,602	11.8%
DEC	215,055	199,324	7.9%	171,916	158,960	8.2%	43,139	40,364	6.9%
TOTAL	2,353,329	2,211,413	6.4%	1,952,718	1,868,986	4.5%	400,611	342,427	17.0%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	190,324	174,924	8.8%	146,290	141,980	3.0%	44,034	32,944	33.7%
FEB	185,220	177,431	4.4%	144,420	143,787	0.4%	40,801	33,644	21.3%
MAR	215,132	202,791	6.1%	168,377	163,018	3.3%	46,755	39,773	17.6%
APR	186,611	179,270	4.1%	152,916	148,886	2.7%	33,694	30,384	10.9%
MAY	172,117	162,062	6.2%	150,719	142,224	6.0%	21,398	19,838	7.9%
JUN	206,947	189,731	9.1%	177,586	169,857	4.6%	29,360	19,874	47.7%
JUL	213,700	208,854	2.3%	188,181	186,095	1.1%	25,520	22,758	12.1%
AUG	204,669	185,352	10.4%	178,017	161,301	10.4%	26,653	24,051	10.8%
SEPT	163,167	157,947	3.3%	135,321	134,328	0.7%	27,846	23,619	17.9%
OCT	178,430	168,043	6.2%	152,907	145,261	5.3%	25,523	22,782	12.0%
NOV	182,443	166,567	9.5%	152,005	139,055	9.3%	30,437	27,511	10.6%
DEC	210,434	195,515	7.6%	167,968	155,295	8.2%	42,466	40,220	5.6%
TOTAL	2,309,194	2,168,487	6.5%	1,914,706	1,831,088	4.6%	394,488	337,399	16.9%
MOLO- KA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	4,993	4,750	5.1%	3,981	4,157	-4.2%	1,012	593	70.6%
FEB	4,611	4,489	2.7%	3,831	3,724	2.9%	780	765	2.0%
MAR	4,361	7,784	-44.0%	3,533	6,754	-47.7%	828	1,030	-19.6%
APR	4,841	3,962	22.2%	3,142	2,938	7.0%	1,699	1,025	65.8%
MAY	4,295	3,611	18.9%	3,168	3,017	5.0%	1,128	594	89.7%
JUN	4,169	4,533	-8.0%	3,464	3,575	-3.1%	705	958	-26.5%
JUL	4,683	4,494	4.2%	3,835	3,652	5.0%	849	841	0.9%
AUG	4,036	3,837	5.2%	3,342	3,094	8.0%	695	744	-6.6%
SEPT	4,125	3,625	13.8%	3,131	2,872	9.0%	993	752	32.1%
OCT	4,106	4,311	-4.7%	3,368	3,206	5.0%	739	1,105	-33.2%
NOV	4,069	3,918	3.9%	3,079	3,078	0.0%	990	840	17.9%
DEC	5,033	5,936	-15.2%	3,867	3,799	1.8%	1,166	2,137	-45.4%
TOTAL	53,323	55,250	-3.5%	41,740	43,865	-4.8%	11,583	11,385	1.7%
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	6,356	5,783	9.9%	4,887	4,879	0.2%	1,468	904	62.4%
FEB	6,055	6,104	-0.8%	5,148	5,271	-2.3%	907	833	8.8%
MAR	6,582	9,667	-31.9%	5,327	8,525	-37.5%	1,255	1,141	9.9%
APR	6,319	6,382	-1.0%	4,702	5,055	-7.0%	1,618	1,327	21.9%
MAY	5,639	6,037	-6.6%	4,126	4,493	-8.2%	1,513	1,544	-2.0%
JUN	6,459	5,736	12.6%	5,405	5,126	5.4%	1,054	610	72.8%
JUL	6,138	6,523	-5.9%	5,286	5,504	-4.0%	852	1,019	-16.4%
AUG	6,593	5,680	16.1%	5,265	4,553	15.6%	1,328	1,127	17.8%
SEPT	5,545	5,609	-1.1%	4,572	4,446	2.8%	972	1,162	-16.3%
OCT	5,213	5,608	-7.0%	4,597	4,677	-1.7%	616	930	-33.8%
NOV	5,317	5,025	5.8%	4,308	4,429	-2.7%	1,009	596	69.3%
DEC	6,434	6,850	-6.1%	5,255	4,889	7.5%	1,179	1,962	-39.9%
TOTAL	72,649	75,004	-3.1%	58,877	61,848	-4.8%	13,772	13,156	4.7%

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

Source: Haw aii Tourism Authority

**Table 46: Visitor Arrivals by Island and Month (Arrivals by Air) continued
2012 vs. 2011**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	125,590	115,037	9.2%	91,223	88,416	3.2%	34,367	26,621	29.1%
FEB	119,628	116,586	2.6%	89,848	87,409	2.8%	29,780	29,177	2.1%
MAR	131,682	118,908	10.7%	98,268	93,006	5.7%	33,415	25,902	29.0%
APR	112,911	104,551	8.0%	85,046	84,377	0.8%	27,864	20,173	38.1%
MAY	104,381	96,718	7.9%	81,373	74,779	8.8%	23,008	21,939	4.9%
JUN	118,149	109,699	7.7%	95,768	89,183	7.4%	22,382	20,516	9.1%
JUL	133,257	124,427	7.1%	100,777	99,889	0.9%	32,480	24,537	32.4%
AUG	129,441	113,767	13.8%	95,546	86,157	10.9%	33,895	27,610	22.8%
SEPT	96,284	99,007	-2.7%	67,689	70,566	-4.1%	28,595	28,441	0.5%
OCT	113,417	98,886	14.7%	83,302	77,498	7.5%	30,115	21,388	40.8%
NOV	113,244	96,967	16.8%	82,667	75,050	10.1%	30,577	21,917	39.5%
DEC	135,297	123,758	9.3%	101,171	95,687	5.7%	34,126	28,071	21.6%
TOTAL	1,433,282	1,318,310	8.7%	1,072,678	1,022,016	5.0%	360,604	296,294	21.7%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	45,686	40,415	13.0%	29,999	27,706	8.3%	15,687	12,710	23.4%
FEB	41,764	41,193	1.4%	29,071	28,010	3.8%	12,693	13,183	-3.7%
MAR	47,267	43,953	7.5%	32,179	31,666	1.6%	15,088	12,287	22.8%
APR	45,069	37,652	19.7%	29,157	28,219	3.3%	15,912	9,433	68.7%
MAY	40,719	38,216	6.5%	29,500	25,789	14.4%	11,219	12,428	-9.7%
JUN	43,766	43,614	0.3%	34,312	32,374	6.0%	9,454	11,240	-15.9%
JUL	48,699	45,640	6.7%	34,115	33,938	0.5%	14,584	11,702	24.6%
AUG	47,537	40,388	17.7%	32,213	29,528	9.1%	15,324	10,860	41.1%
SEPT	36,818	37,837	-2.7%	24,650	25,208	-2.2%	12,168	12,630	-3.7%
OCT	38,770	36,064	7.5%	25,932	26,180	-0.9%	12,838	9,884	29.9%
NOV	41,735	35,260	18.4%	27,012	24,835	8.8%	14,723	10,424	41.2%
DEC	48,605	44,905	8.2%	33,279	31,920	4.3%	15,326	12,984	18.0%
TOTAL	526,435	485,137	8.5%	361,420	345,372	4.6%	165,015	139,765	18.1%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
JAN	104,917	96,680	8.5%	79,105	77,673	1.8%	25,812	19,007	35.8%
FEB	99,872	98,345	1.6%	78,041	76,370	2.2%	21,831	21,975	-0.7%
MAR	110,740	100,729	9.9%	86,671	81,529	6.3%	24,069	19,200	25.4%
APR	92,541	90,400	2.4%	74,004	74,255	-0.3%	18,537	16,145	14.8%
MAY	85,060	79,118	7.5%	69,648	64,474	8.0%	15,412	14,645	5.2%
JUN	98,044	91,188	7.5%	82,397	76,263	8.0%	15,647	14,925	4.8%
JUL	109,813	104,441	5.1%	87,196	86,352	1.0%	22,617	18,089	25.0%
AUG	110,223	94,423	16.7%	83,052	74,144	12.0%	27,171	20,279	34.0%
SEPT	79,307	83,032	-4.5%	58,443	61,413	-4.8%	20,865	21,619	-3.5%
OCT	95,335	82,602	15.4%	73,006	67,192	8.7%	22,329	15,410	44.9%
NOV	92,885	81,318	14.2%	72,645	65,249	11.3%	20,239	16,069	26.0%
DEC	112,733	104,187	8.2%	87,042	82,550	5.4%	25,691	21,637	18.7%
TOTAL	1,191,469	1,106,462	7.7%	931,250	887,463	4.9%	260,219	218,999	18.8%

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

Source: Hawaii Tourism Authority

**Table 47: Average Daily Census by Island and Month (Arrivals by Air)
2012**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	100,412	91,703	94,425	89,412	92,504	104,692	113,367	107,136	89,817	86,095	91,556	113,816	97,989
Maui County	61,489	57,744	58,538	48,735	42,463	54,133	54,601	49,799	41,262	47,400	50,656	61,858	52,401
....Maui	59,492	56,027	57,166	47,415	41,403	52,776	53,320	48,637	39,912	46,167	49,267	59,989	50,976
....Moloka'i	1,171	881	674	564	559	616	618	468	687	675	729	847	707
....Lāna'i	826	835	698	757	502	741	664	694	663	558	660	1,023	718
Kaua'i	23,614	22,252	22,326	21,328	20,049	25,262	25,011	22,825	19,827	19,583	20,602	25,066	22,318
Hawai'i Island	36,811	31,880	30,389	25,978	22,163	26,963	28,996	27,945	23,096	25,418	27,622	35,317	28,559
....Hilo	7,119	5,745	5,243	4,895	5,140	5,598	5,822	5,923	5,368	4,617	4,973	6,586	5,589
...Kona	29,692	26,136	25,146	21,083	17,022	21,365	23,174	22,022	17,727	20,800	22,649	28,731	22,970
TOTAL DOM and INT'L	222,326	203,579	205,678	185,453	177,180	211,050	221,974	207,705	174,002	178,495	190,437	236,058	201,267
DOMESTIC													
O'ahu	63,408	54,515	55,825	54,500	60,249	68,736	69,972	63,902	49,910	50,353	54,673	70,377	59,760
Maui County	47,090	44,670	45,402	40,589	38,532	48,638	49,721	44,771	35,970	41,892	43,312	49,996	44,235
....Maui	45,313	43,138	44,213	39,546	37,598	47,387	48,542	43,711	34,844	40,729	42,076	48,398	42,979
....Moloka'i	1,042	807	561	448	495	558	564	425	523	635	652	766	623
....Lāna'i	735	725	628	595	440	693	615	636	602	528	584	832	634
Kaua'i	21,206	20,435	20,259	19,449	19,310	24,202	23,761	21,423	18,757	18,723	19,250	23,159	20,835
Hawai'i Island	30,857	26,458	24,894	21,474	19,631	24,440	25,025	22,680	18,283	21,920	23,217	29,675	24,057
....Hilo	5,967	4,886	4,233	3,827	4,324	5,055	4,927	4,646	3,695	3,877	4,128	5,614	4,601
...Kona	24,891	21,572	20,662	17,647	15,307	19,385	20,098	18,034	14,589	18,044	19,089	24,061	19,456
TOTAL DOMESTIC	162,560	146,079	146,381	136,011	137,722	166,016	168,479	152,777	122,919	132,889	140,452	173,206	148,887
INTERNATIONAL													
O'ahu	37,004	37,187	38,600	34,912	32,255	35,955	43,394	43,234	39,907	35,742	36,884	43,439	38,229
Maui County	14,399	13,074	13,136	8,146	3,931	5,496	4,880	5,028	5,293	5,507	7,345	11,863	8,166
....Maui	14,180	12,889	12,953	7,869	3,805	5,389	4,777	4,926	5,068	5,437	7,191	11,591	7,997
....Moloka'i	129	75	113	115	64	59	54	43	164	40	77	81	84
....Lāna'i	90	110	70	162	62	48	48	59	61	30	77	191	84
Kaua'i	2,409	1,817	2,067	1,879	739	1,060	1,250	1,402	1,070	860	1,351	1,907	1,484
Hawai'i Island	5,954	5,423	5,495	4,504	2,532	2,523	3,970	5,265	4,812	3,497	4,405	5,643	4,502
....Hilo	1,152	859	1,011	1,068	816	543	895	1,277	1,673	741	845	973	988
...Kona	4,801	4,564	4,484	3,436	1,716	1,980	3,076	3,988	3,139	2,757	3,560	4,670	3,514
TOTAL INT'L	59,766	57,500	59,297	49,441	39,457	45,034	53,495	54,928	51,082	45,606	49,985	62,852	52,380

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

**Table 48: Domestic U.S. Visitor Arrivals by Island and Top MSA (Arrivals by Air)
2012**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Albuquerque	15,186	6,904	5,172	5,075	113	163	3,343	3,146	1,131	2,643
Anchorage	42,475	23,641	12,511	12,111	510	294	4,810	8,835	2,038	7,937
Atlanta	39,676	25,424	13,220	12,863	261	643	6,663	8,896	3,466	7,628
Austin	25,582	12,371	9,476	9,275	224	368	5,693	5,838	2,248	4,899
Bakersfield	13,374	6,358	4,667	4,566	87	146	2,229	2,127	659	1,869
Bellingham	15,848	7,058	5,485	5,392	102	81	2,862	2,553	707	2,285
Boise	18,301	7,282	6,892	6,784	134	182	3,817	3,298	932	3,014
Boston	56,014	31,795	22,753	22,358	419	822	12,502	13,433	5,369	11,401
Charlotte	11,232	6,676	4,252	4,176	91	171	2,135	2,634	1,039	2,252
Chicago	110,630	55,730	48,503	47,484	969	2,016	22,082	22,617	7,854	19,730
Cincinnati	15,255	8,785	6,396	6,226	228	249	3,493	3,876	1,557	3,357
Cleveland	18,111	10,175	7,725	7,591	159	231	3,966	4,463	1,973	3,739
Colorado Springs	15,460	8,615	4,442	4,322	130	88	2,959	2,898	1,012	2,460
Columbus	12,141	6,656	5,058	4,930	155	193	2,649	3,146	1,275	2,718
Dallas	83,823	41,136	33,987	33,368	614	1,377	16,209	15,632	5,423	13,544
Denver	93,345	37,726	35,388	34,590	756	1,190	20,631	20,589	6,271	18,219
Detroit	35,756	19,390	15,372	15,089	288	486	7,956	8,222	3,162	7,081
Eugene	15,223	5,712	5,682	5,543	144	143	2,694	3,365	995	3,011
Fort Collins	8,357	3,141	3,027	2,907	142	94	2,037	2,117	763	1,847
Fresno	22,422	11,034	7,763	7,628	123	204	3,521	3,398	1,030	2,970
Hartford	11,759	7,668	4,454	4,335	140	172	2,599	2,769	1,249	2,240
Houston	67,395	39,373	25,075	24,519	529	1,153	12,105	13,956	6,019	11,535
Indianapolis	14,379	7,654	6,053	5,907	146	234	3,147	3,304	1,341	2,855
Jacksonville, FL	8,445	5,857	2,564	2,499	88	129	1,568	1,779	754	1,524
Kansas City	21,830	11,141	8,566	8,400	157	354	4,315	4,577	1,653	4,054
Las Vegas	66,171	41,313	19,415	19,026	424	583	8,141	9,154	3,234	7,585
Los Angeles	687,876	330,276	233,337	228,744	3,659	6,513	112,360	111,752	31,009	97,079
Miami	16,211	10,412	6,272	6,173	144	243	3,091	4,036	1,732	3,391
Milwaukee	14,169	7,636	6,159	6,074	144	210	3,094	3,439	1,354	2,962
Minneapolis	51,645	24,354	20,445	20,012	397	653	11,504	11,326	3,777	9,870
Modesto	13,777	5,312	5,523	5,452	74	106	2,392	2,226	568	1,986
Nashville	10,633	6,122	4,173	4,087	81	182	2,047	2,423	998	2,042
New York	160,106	99,518	65,240	63,861	1,460	2,626	35,413	39,481	15,098	33,603
Norfolk	15,247	12,094	3,360	3,277	92	167	2,027	2,399	1,114	1,958
Oklahoma City	11,349	6,241	4,067	3,986	88	146	2,368	2,355	976	2,010
Omaha	9,207	4,761	3,535	3,469	78	145	1,907	1,740	619	1,509
Orlando	14,325	9,529	4,876	4,798	130	242	2,811	3,373	1,448	2,831
Philadelphia	42,264	24,890	17,681	17,391	417	689	9,947	10,406	4,371	8,790
Phoenix	112,533	52,009	41,099	40,265	798	1,308	22,440	19,366	5,869	17,116
Pittsburgh	13,612	8,021	5,822	5,712	131	213	2,781	3,551	1,528	3,043
Portland	163,796	60,517	68,108	66,898	1,326	1,438	25,474	31,124	8,130	27,795
Provo	17,926	11,049	4,854	4,708	89	173	3,377	2,289	849	1,968
Raleigh	12,307	6,971	4,773	4,668	75	183	2,602	3,218	1,388	2,698
Reno	17,571	6,169	6,765	6,637	116	210	3,121	3,976	956	3,573
Sacramento	118,119	45,558	48,677	48,086	753	943	20,559	18,741	5,045	16,679
Saint Louis	24,516	13,657	9,974	9,737	224	409	5,227	5,263	2,018	4,525
Salinas	14,973	5,953	4,975	4,887	95	145	2,953	2,992	754	2,697
Salt Lake City	53,620	27,252	17,544	17,240	282	452	11,458	8,768	2,926	7,735
San Antonio	19,406	12,563	5,689	5,558	167	256	3,242	3,739	1,522	3,186
San Diego	177,175	86,489	62,199	60,978	1,270	1,724	30,157	25,570	7,898	22,025
San Francisco	649,946	258,592	225,393	221,149	3,687	5,973	119,935	124,562	31,671	112,536
San Luis/Obispo	13,751	4,482	4,917	4,775	149	156	3,429	2,983	876	2,600
Santa Barbara	18,651	7,482	6,389	6,217	135	221	4,089	3,633	986	3,204
Seattle	339,036	134,438	131,515	129,364	2,220	2,670	52,064	61,979	15,534	55,940
Spokane	19,648	7,003	8,191	8,059	116	130	3,344	3,722	960	3,418
Stockton	21,307	9,351	7,938	7,825	120	173	3,172	3,245	846	2,909
Tampa	15,882	10,222	5,345	5,227	164	211	3,323	4,032	1,789	3,342
Tucson	20,230	9,590	6,582	6,367	171	225	4,460	4,387	1,547	3,751
Tulsa	8,307	4,246	3,171	3,133	35	108	1,619	1,678	582	1,452
Washington	103,336	70,531	30,388	29,613	831	1,178	18,075	22,564	9,264	18,627

Source: Hawai'i Tourism Authority

Table 49: Domestic U.S. Visitor Arrival Growth by Island and Top MSA
% change 2012 vs. 2011

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Albuquerque	3.3%	-0.5%	2.9%	3.2%	-43.9%	-25.2%	-1.1%	10.1%	-3.2%	8.9%
Anchorage	1.3%	-2.8%	1.3%	1.6%	-2.7%	-9.1%	-5.5%	8.7%	-1.5%	10.1%
Atlanta	6.4%	9.4%	4.5%	4.0%	-16.2%	8.0%	-0.3%	4.9%	2.1%	7.3%
Austin	3.3%	2.0%	2.8%	3.4%	-31.0%	-15.6%	10.4%	0.6%	6.4%	-1.4%
Bakersfield	13.6%	12.9%	19.1%	18.3%	8.1%	33.7%	20.7%	-2.6%	15.6%	-4.4%
Bellingham	1.2%	-10.5%	11.0%	10.6%	-11.1%	-22.9%	6.9%	-3.8%	-10.5%	-3.7%
Boise	5.5%	13.5%	1.1%	1.4%	3.5%	-15.1%	10.1%	-3.3%	-4.1%	-1.2%
Boston	1.9%	0.6%	5.1%	5.6%	-24.1%	-15.7%	4.7%	4.6%	4.0%	5.6%
Charlotte	8.6%	9.8%	7.6%	7.6%	-8.5%	-16.9%	12.4%	7.0%	3.7%	5.6%
Chicago	0.8%	1.2%	1.5%	1.5%	9.3%	-5.4%	1.8%	1.5%	0.7%	2.7%
Cincinnati	3.8%	4.7%	4.4%	3.6%	59.8%	31.2%	14.4%	13.7%	16.6%	13.3%
Cleveland	-3.5%	-5.0%	-5.8%	-5.6%	-19.6%	-29.1%	1.6%	-3.5%	-6.6%	-1.9%
Colorado Springs	-3.3%	-5.9%	-0.3%	-0.5%	-18.5%	-45.7%	-1.3%	1.9%	-2.4%	2.7%
Columbus	-1.2%	-2.1%	-0.8%	-1.2%	7.5%	-8.1%	7.0%	4.8%	3.0%	6.6%
Dallas	3.0%	-0.1%	3.2%	3.2%	-3.8%	-8.4%	4.4%	10.1%	5.4%	10.6%
Denver	0.4%	1.7%	-1.1%	-1.1%	3.6%	-10.0%	2.7%	2.0%	4.9%	1.2%
Detroit	2.5%	2.4%	-0.8%	-1.3%	-19.8%	-7.9%	3.7%	0.1%	-4.0%	-1.4%
Eugene	-1.0%	7.4%	-10.1%	-10.5%	-4.3%	-2.7%	4.5%	4.4%	0.7%	5.1%
Fort Collins	1.2%	-4.9%	-1.1%	-2.9%	20.2%	20.2%	1.2%	1.3%	-2.0%	1.7%
Fresno	26.0%	42.6%	17.8%	18.2%	-2.3%	22.4%	19.3%	7.9%	21.6%	5.2%
Hartford	5.8%	9.4%	7.1%	6.5%	18.8%	3.2%	17.6%	9.7%	15.2%	6.5%
Houston	11.8%	14.8%	7.8%	7.7%	-7.5%	2.0%	9.6%	12.6%	13.0%	13.2%
Indianapolis	1.8%	-3.0%	5.5%	5.3%	-6.9%	5.3%	6.7%	2.8%	0.6%	1.8%
Jacksonville, FL	3.8%	5.0%	-0.9%	-0.1%	10.1%	-20.7%	9.8%	-1.5%	-6.1%	2.0%
Kansas City	-1.0%	-1.1%	-5.1%	-5.1%	-23.8%	-10.8%	-1.0%	-0.9%	-10.0%	2.2%
Las Vegas	7.7%	12.2%	2.4%	3.1%	-21.4%	-21.7%	1.3%	2.1%	4.9%	0.8%
Los Angeles	7.4%	8.3%	7.3%	7.6%	-4.7%	-5.8%	5.4%	4.7%	4.7%	4.3%
Miami	6.9%	5.9%	7.9%	8.6%	-5.4%	-16.1%	4.2%	3.4%	-6.5%	4.6%
Milwaukee	-1.4%	-1.2%	-0.6%	0.3%	-32.6%	-10.1%	6.0%	-2.1%	0.7%	-1.9%
Minneapolis	-1.0%	-4.1%	-1.6%	-1.9%	-14.9%	-2.1%	11.8%	0.8%	4.7%	0.0%
Modesto	19.4%	19.7%	19.1%	19.3%	-9.5%	-26.4%	23.6%	12.5%	-0.5%	12.3%
Nashville	1.1%	1.2%	5.7%	6.6%	-18.1%	10.6%	0.5%	-1.8%	2.0%	-2.8%
New York	12.3%	15.9%	9.2%	9.3%	24.9%	-6.9%	13.9%	15.7%	16.2%	15.9%
Norfolk	-4.0%	-4.3%	-0.1%	0.9%	-35.6%	-15.1%	-1.8%	-10.4%	-9.4%	-8.8%
Oklahoma City	1.6%	3.0%	-7.1%	-7.4%	-33.1%	-0.6%	15.8%	11.2%	9.4%	12.0%
Omaha	-0.1%	-0.9%	-2.1%	-2.7%	61.6%	19.6%	16.1%	-10.6%	4.0%	-14.1%
Orlando	4.0%	2.4%	1.9%	2.9%	-10.1%	12.7%	14.1%	12.1%	8.1%	15.1%
Philadelphia	9.8%	8.5%	12.1%	12.4%	-6.3%	4.3%	17.2%	9.0%	11.3%	7.9%
Phoenix	5.2%	4.6%	4.8%	4.7%	-1.2%	-6.0%	3.9%	3.2%	1.7%	2.9%
Pittsburgh	-2.0%	-1.3%	0.4%	0.4%	0.3%	-1.0%	-0.5%	-3.7%	-6.9%	-2.3%
Portland	-3.3%	-0.7%	-8.5%	-8.6%	-12.0%	-0.1%	6.2%	1.9%	1.9%	1.5%
Provo	-2.4%	-3.6%	-3.3%	-3.7%	-7.0%	-12.6%	5.3%	8.9%	9.8%	8.8%
Raleigh	6.3%	6.1%	15.5%	15.2%	-9.7%	26.8%	18.3%	11.4%	27.7%	9.1%
Reno	10.1%	6.2%	7.6%	7.3%	-23.7%	36.4%	10.0%	15.8%	9.1%	16.2%
Sacramento	9.2%	9.7%	5.6%	5.9%	-7.6%	-7.0%	10.0%	12.6%	10.7%	13.0%
Saint Louis	0.7%	-0.1%	1.6%	1.2%	-12.8%	-1.6%	8.2%	0.9%	0.9%	-0.4%
Salinas	14.2%	12.8%	12.2%	12.5%	-23.0%	-3.9%	13.5%	9.3%	2.3%	9.9%
Salt Lake City	-3.1%	-5.4%	2.6%	3.0%	-6.5%	-15.3%	-4.8%	3.4%	3.2%	4.4%
San Antonio	7.8%	8.2%	7.5%	7.4%	-5.7%	-3.8%	17.8%	14.1%	4.9%	20.3%
San Diego	13.7%	20.4%	9.6%	9.7%	14.0%	2.8%	9.8%	7.7%	17.3%	5.7%
San Francisco	15.2%	13.3%	14.5%	14.6%	14.8%	6.1%	19.5%	13.0%	13.7%	13.7%
San Luis/Obispo	13.7%	7.8%	16.7%	16.3%	73.4%	5.4%	18.6%	17.8%	12.6%	16.3%
Santa Barbara	6.7%	12.8%	4.7%	5.0%	-14.4%	-2.5%	4.3%	3.8%	6.6%	2.8%
Seattle	0.7%	-0.3%	2.8%	3.0%	-7.0%	-2.5%	-0.4%	-0.2%	-4.8%	0.2%
Spokane	-0.4%	-4.4%	3.3%	3.3%	-36.5%	-30.0%	1.9%	-4.4%	-2.3%	-5.2%
Stockton	17.3%	15.6%	12.9%	13.5%	-21.2%	28.8%	21.8%	24.6%	36.2%	25.3%
Tampa	12.3%	11.4%	5.5%	5.7%	11.7%	-19.8%	21.0%	16.9%	14.2%	15.1%
Tucson	3.0%	3.9%	5.0%	4.5%	-13.7%	-2.0%	3.1%	3.3%	4.9%	2.7%
Tulsa	4.3%	5.4%	-0.8%	0.4%	-45.4%	4.4%	2.3%	9.3%	8.1%	9.1%
Washington	2.4%	3.3%	3.8%	4.1%	-10.4%	-19.4%	5.0%	6.5%	6.0%	6.8%

Source: Hawai'i Tourism Authority

**Table 50: Domestic U.S. Visitor Arrivals by Island and State of Residence
2012**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	19,321	13,344	5,838	5,708	164	289	3,451	4,030	1,928	3,338
Alaska	79,200	42,305	23,329	22,474	1,094	541	10,216	17,620	4,732	15,618
Arizona	155,940	73,177	54,884	53,678	1,186	1,723	31,578	28,436	9,122	24,884
Arkansas	13,145	7,912	4,504	4,439	113	184	2,519	2,860	1,291	2,416
California	1,817,836	794,310	637,042	625,080	10,756	16,895	318,095	315,000	85,648	278,669
Colorado	140,166	57,999	51,099	49,843	1,285	1,663	31,451	31,409	9,923	27,618
Connecticut	25,268	15,319	10,218	9,956	273	399	5,463	6,301	2,372	5,327
Delaware	4,904	3,104	1,915	1,878	48	77	1,090	1,218	512	1,030
Florida	95,117	62,171	33,386	32,726	982	1,446	19,477	23,552	10,418	19,709
Georgia	54,755	36,061	17,615	17,176	410	836	9,117	11,961	4,843	10,177
Idaho	39,538	15,681	14,765	14,528	326	408	7,956	7,738	2,211	6,977
Illinois	132,958	68,783	58,008	56,772	1,231	2,401	26,853	27,633	10,025	23,965
Indiana	39,323	22,225	16,128	15,795	418	536	8,196	8,905	3,771	7,597
Iowa	27,387	15,084	11,495	11,288	244	385	5,647	6,168	2,426	5,350
Kansas	24,362	12,694	9,725	9,513	214	429	4,912	5,158	2,050	4,485
Kentucky	19,238	12,095	7,355	7,176	185	298	3,905	4,569	2,054	3,939
Louisiana	17,404	10,798	6,432	6,297	214	296	3,513	4,037	1,967	3,358
Maine	7,766	4,507	2,438	2,359	94	101	1,639	1,742	800	1,363
Maryland	48,971	32,914	15,293	14,966	400	597	9,015	11,389	4,795	9,588
Massachusetts	51,946	28,961	21,309	20,940	398	794	11,663	12,609	5,114	10,659
Michigan	61,461	33,711	25,990	25,508	562	839	13,919	14,292	5,733	12,269
Minnesota	70,241	33,672	27,886	27,352	562	816	15,688	15,379	5,239	13,356
Mississippi	8,323	5,545	2,692	2,657	55	90	1,292	1,709	765	1,423
Missouri	44,377	24,999	17,059	16,685	417	705	9,161	9,919	3,986	8,528
Montana	23,375	8,502	8,580	8,395	247	219	5,366	5,406	1,596	4,845
Nebraska	17,558	9,177	7,106	6,997	134	247	3,552	3,827	1,385	3,362
Nevada	88,025	48,817	27,744	27,180	579	833	12,249	14,113	4,477	12,046
New Hampshire	9,221	5,272	3,364	3,306	87	93	2,024	2,337	941	1,946
New Jersey	68,618	43,515	29,125	28,576	658	1,082	15,424	16,996	6,824	14,411
New Mexico	27,736	12,733	9,160	8,963	225	293	6,302	6,014	2,252	5,039
New York	119,696	75,018	46,468	45,457	1,119	1,936	26,370	29,542	12,070	24,917
North Carolina	44,461	27,389	15,560	15,246	373	626	8,900	10,599	4,563	8,952
North Dakota	8,434	4,730	3,369	3,309	61	117	1,569	1,576	593	1,391
Ohio	65,183	37,858	27,007	26,432	736	935	14,246	16,494	7,135	14,083
Oklahoma	27,621	15,372	9,876	9,701	205	357	5,392	5,705	2,245	4,937
Oregon	200,289	71,553	81,560	80,028	1,722	1,697	33,412	40,789	10,978	36,432
Pennsylvania	68,504	41,654	27,763	27,275	703	1,006	15,396	17,890	7,976	15,116
Rhode Island	6,099	4,056	2,129	2,086	44	85	1,206	1,249	559	1,020
South Carolina	19,149	12,687	6,358	6,237	168	272	3,612	4,431	1,982	3,756
South Dakota	8,331	4,432	3,436	3,391	74	81	1,586	1,788	651	1,562
Tennessee	31,227	19,055	11,267	11,049	247	448	6,089	7,079	2,998	6,003
Texas	242,112	133,258	89,781	87,928	1,993	3,760	45,166	48,532	19,239	41,046
Utah	90,549	48,123	28,218	27,660	463	770	18,797	14,391	4,984	12,565
Vermont	4,840	2,378	1,736	1,675	60	55	1,090	1,261	514	1,108
Virginia	79,447	56,201	21,989	21,406	675	901	13,127	16,140	6,820	13,262
Washington	461,561	180,497	180,393	177,341	3,249	3,613	72,651	85,508	21,718	77,210
Washington, D.C.	8,771	5,547	2,515	2,426	44	106	1,725	1,939	754	1,572
West Virginia	5,820	3,716	1,991	1,944	76	85	1,125	1,410	691	1,160
Wisconsin	45,334	24,178	18,401	18,011	481	596	10,044	11,217	4,298	9,598
Wyoming	8,981	3,766	3,116	2,988	94	132	2,113	2,231	748	1,956

Source: Hawaii Tourism Authority

Table 51: Domestic U.S. Visitor Arrival Growth by Island and State of Residence
% change 2012 vs. 2011

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	2.6%	4.7%	0.1%	0.2%	-7.0%	-19.1%	-5.0%	1.8%	2.7%	1.0%
Alaska	0.0%	-3.9%	-0.9%	-0.8%	-13.5%	-17.9%	-1.5%	2.8%	-5.7%	4.4%
Arizona	5.0%	4.6%	5.2%	5.2%	-5.3%	-8.3%	3.1%	3.4%	2.9%	2.9%
Arkansas	-2.5%	2.0%	-7.6%	-6.8%	-42.5%	-7.0%	-10.3%	-3.5%	-3.4%	-4.0%
California	11.5%	12.0%	10.4%	10.6%	4.1%	0.0%	12.0%	9.1%	10.1%	9.0%
Colorado	0.5%	0.5%	-1.1%	-1.2%	0.9%	-10.4%	2.3%	3.0%	5.6%	2.2%
Connecticut	5.6%	9.9%	6.2%	6.0%	29.1%	-3.2%	7.7%	7.0%	3.4%	6.6%
Delaware	8.2%	6.5%	13.0%	12.8%	-13.7%	-7.9%	16.4%	14.5%	2.1%	17.5%
Florida	6.4%	5.8%	6.3%	6.8%	-4.1%	-7.2%	12.7%	6.5%	4.8%	7.0%
Georgia	5.1%	7.5%	3.1%	2.8%	-10.7%	6.3%	-0.3%	2.1%	-3.5%	3.9%
Idaho	2.0%	3.8%	1.8%	2.1%	-3.9%	0.9%	2.8%	-1.5%	-2.4%	-1.4%
Illinois	0.6%	0.5%	1.9%	1.8%	5.6%	-0.8%	1.2%	1.1%	0.3%	1.3%
Indiana	-1.1%	-2.2%	0.1%	-0.1%	-9.0%	-14.2%	-1.5%	-3.7%	-4.6%	-5.3%
Iowa	4.9%	7.4%	5.5%	5.1%	-21.2%	13.7%	10.7%	7.4%	7.1%	9.1%
Kansas	-6.4%	-5.8%	-10.7%	-11.3%	-1.4%	3.3%	-4.0%	-6.9%	-12.4%	-4.5%
Kentucky	3.9%	5.8%	6.4%	5.5%	13.1%	1.6%	11.9%	9.2%	9.8%	11.0%
Louisiana	-0.2%	-4.0%	3.2%	2.8%	25.4%	7.8%	9.8%	9.8%	7.4%	10.2%
Maine	8.3%	6.0%	10.5%	11.5%	53.7%	-23.8%	22.1%	14.3%	34.8%	9.6%
Maryland	3.3%	4.0%	3.2%	3.8%	-15.8%	-13.5%	5.9%	9.3%	7.7%	10.4%
Massachusetts	2.0%	0.8%	5.0%	5.6%	-27.4%	-10.7%	3.9%	3.6%	4.5%	4.1%
Michigan	1.1%	1.6%	-2.3%	-2.6%	-17.3%	-10.5%	2.2%	0.2%	-3.1%	-0.7%
Minnesota	-1.8%	-5.8%	-0.3%	-0.6%	-11.2%	-2.4%	7.9%	-0.8%	3.7%	-2.2%
Mississippi	6.1%	10.8%	3.8%	4.9%	-43.8%	-13.1%	1.8%	-0.2%	-4.1%	0.6%
Missouri	2.1%	3.7%	1.3%	1.2%	-6.2%	2.1%	7.4%	2.7%	4.3%	2.1%
Montana	-0.8%	-6.2%	-2.3%	-1.8%	-10.0%	-22.2%	6.6%	-1.0%	0.4%	-0.1%
Nebraska	1.0%	-0.3%	0.4%	0.5%	-7.0%	7.5%	11.9%	0.7%	9.6%	-1.0%
Nevada	8.0%	11.1%	3.7%	4.2%	-22.5%	-13.6%	4.0%	5.0%	5.4%	4.3%
New Hampshire	-0.4%	-1.7%	-0.9%	0.1%	-24.3%	-38.1%	2.6%	8.6%	5.4%	7.0%
New Jersey	12.3%	13.5%	8.8%	8.6%	26.3%	7.9%	16.5%	16.2%	15.4%	16.5%
New Mexico	4.4%	0.2%	6.0%	6.2%	-28.7%	-13.0%	1.2%	9.8%	5.6%	8.6%
New York	10.5%	14.3%	7.3%	7.5%	9.4%	-10.4%	11.8%	13.7%	17.1%	13.0%
North Carolina	5.0%	5.4%	5.6%	5.4%	-2.5%	-2.9%	16.0%	6.3%	8.7%	6.5%
North Dakota	9.2%	11.2%	9.6%	9.3%	-40.0%	96.7%	27.3%	2.1%	22.8%	4.8%
Ohio	-1.1%	-0.6%	-2.4%	-2.8%	5.7%	-5.9%	3.6%	2.0%	-1.1%	3.0%
Oklahoma	1.9%	1.7%	-3.4%	-3.3%	-28.0%	-2.7%	9.1%	11.0%	2.5%	14.0%
Oregon	-1.9%	0.9%	-7.5%	-7.6%	-8.6%	-6.4%	5.8%	3.3%	3.0%	2.7%
Pennsylvania	3.0%	1.8%	3.8%	4.0%	-6.5%	-10.4%	8.0%	1.8%	0.2%	1.4%
Rhode Island	-1.7%	-2.0%	1.1%	0.7%	-16.9%	16.1%	9.0%	-5.1%	-11.6%	-5.6%
South Carolina	4.6%	6.6%	0.1%	0.3%	-14.5%	-1.1%	2.3%	0.6%	-4.2%	4.1%
South Dakota	-2.7%	-0.4%	3.2%	3.0%	-7.2%	-17.2%	-5.5%	-6.9%	-11.6%	-6.7%
Tennessee	-0.9%	-0.7%	-2.9%	-2.4%	-17.6%	0.4%	3.9%	-2.8%	-1.5%	-2.9%
Texas	5.8%	5.2%	4.8%	4.8%	-9.2%	-6.2%	7.2%	10.1%	8.4%	10.9%
Utah	-1.6%	-3.8%	1.5%	1.9%	-17.5%	-17.9%	-1.3%	4.6%	5.2%	5.1%
Vermont	-2.0%	-3.9%	6.7%	7.0%	-14.0%	-32.5%	0.4%	-0.1%	-2.0%	7.3%
Virginia	2.1%	3.1%	4.2%	4.2%	0.6%	-11.4%	3.5%	2.1%	1.8%	3.2%
Washington	-0.1%	-1.6%	1.7%	1.8%	-7.3%	-0.7%	0.5%	-1.0%	-3.7%	-0.9%
Washington, D.C.	-5.3%	-9.0%	2.9%	3.9%	-46.2%	-40.6%	6.7%	-1.8%	-2.9%	-1.5%
West Virginia	2.7%	0.9%	0.5%	0.7%	-14.6%	7.9%	11.3%	-4.0%	-3.4%	-5.1%
Wisconsin	-2.5%	-2.2%	-3.1%	-3.2%	-17.2%	2.7%	1.3%	-4.2%	-2.2%	-4.8%
Wyoming	-6.2%	-7.0%	-7.8%	-9.8%	27.2%	23.2%	0.0%	-4.9%	-3.4%	-4.9%

Source: Hawai'i Tourism Authority

**Table 52: Domestic U.S. Visitor Length of Stay (in days) by Island and State
(Arrivals by Air)
2012**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	10.08	8.23	6.53	3.93	3.29	6.01	6.28	3.48	5.57
Alaska	12.27	8.77	11.26	10.79	5.49	10.50	12.82	8.91	11.76
Arizona	9.73	7.92	8.15	6.09	4.11	8.03	8.16	4.85	7.55
Arkansas	10.12	7.90	7.36	5.64	4.56	6.56	6.92	3.79	6.17
California	9.01	7.56	8.09	5.22	4.07	8.14	8.24	5.14	7.73
Colorado	10.41	7.89	8.69	6.51	4.74	8.62	8.97	5.20	8.33
Connecticut	11.85	9.22	7.57	7.10	3.89	6.47	6.97	4.34	6.31
Delaware	11.35	8.11	7.36	2.97	3.38	6.49	7.56	4.58	6.65
Florida	10.98	8.53	6.99	3.73	3.23	6.19	6.63	4.04	5.79
Georgia	10.35	8.47	6.86	3.14	4.01	6.23	6.85	3.89	6.20
Idaho	10.78	8.66	9.36	8.77	3.81	8.94	10.20	5.97	9.42
Illinois	10.27	7.38	8.01	5.28	4.02	7.03	7.14	3.67	6.70
Indiana	10.58	7.75	7.62	6.38	3.29	6.85	7.04	3.75	6.40
Iowa	10.68	7.72	7.70	5.63	4.09	7.30	7.30	3.70	6.73
Kansas	10.13	7.61	7.81	3.23	4.68	7.24	7.26	3.89	6.56
Kentucky	10.46	7.91	7.03	3.70	3.49	5.95	6.58	3.23	5.95
Louisiana	9.73	7.60	6.58	3.04	2.62	5.57	6.18	3.59	5.32
Maine	13.45	10.91	9.32	8.24	5.63	9.22	9.67	6.61	8.48
Maryland	10.62	8.45	6.85	4.19	4.07	6.47	6.74	3.72	6.15
Massachusetts	11.30	8.26	7.93	3.59	3.95	6.89	7.68	4.67	6.85
Michigan	11.75	8.40	8.46	5.32	3.56	7.59	7.78	4.48	6.97
Minnesota	11.37	8.19	9.06	5.58	3.46	8.37	8.97	5.11	8.33
Mississippi	9.94	8.28	6.58	3.33	2.96	6.03	6.47	4.24	5.49
Missouri	10.55	8.13	7.61	4.04	4.05	6.83	7.15	3.60	6.64
Montana	11.74	9.18	9.94	6.78	3.16	9.60	10.92	6.60	10.01
Nebraska	10.20	7.47	7.82	4.95	3.11	7.08	7.65	3.74	7.16
Nevada	9.79	8.29	8.39	5.08	4.20	8.10	8.77	5.67	8.16
New Hampshire	12.48	9.85	8.66	4.02	5.33	7.34	8.07	5.03	7.26
New Jersey	10.68	7.53	6.90	4.25	3.57	6.00	6.38	3.58	5.84
New Mexico	10.49	8.26	8.52	5.93	3.24	8.55	8.84	5.75	7.98
New York	10.82	7.87	7.11	3.90	3.75	6.42	6.78	3.97	6.11
North Carolina	10.75	8.50	7.10	3.38	4.22	6.56	7.03	4.32	6.12
North Dakota	10.56	7.47	8.03	3.92	3.54	7.29	9.54	4.93	8.71
Ohio	10.79	7.87	7.25	5.68	3.27	6.47	6.93	3.68	6.25
Oklahoma	9.93	7.89	7.46	4.16	3.15	6.99	7.19	3.45	6.74
Oregon	10.53	8.44	9.43	7.05	4.28	9.45	10.18	6.15	9.54
Pennsylvania	11.09	8.09	7.11	4.16	3.27	6.42	6.91	3.67	6.24
Rhode Island	11.97	9.51	7.45	3.91	3.15	6.83	8.19	5.34	7.11
South Carolina	11.20	8.86	7.39	3.84	4.20	6.53	6.89	3.62	6.22
South Dakota	11.17	7.84	8.29	3.25	3.04	7.50	9.97	5.74	9.01
Tennessee	10.37	8.15	6.99	3.72	3.93	6.56	6.90	4.00	6.14
Texas	9.56	7.68	7.16	3.96	3.48	6.83	6.82	3.90	6.23
Utah	9.78	8.24	8.03	5.05	4.81	7.80	7.92	4.44	7.31
Vermont	12.85	9.58	9.31	9.65	4.76	8.81	10.63	7.63	8.56
Virginia	10.43	8.47	6.97	4.25	3.79	6.67	6.81	3.61	6.43
Washington	10.44	8.58	9.53	7.67	4.48	9.43	9.96	5.57	9.46
Washington D.C.	9.88	7.96	7.01	4.55	4.45	6.50	7.02	4.41	6.54
West Virginia	11.06	8.76	6.97	3.18	2.86	6.73	7.23	4.35	6.19
Wisconsin	11.28	7.91	8.26	5.89	3.49	7.41	8.20	4.58	7.54
Wyoming	11.01	8.51	8.91	6.30	5.23	8.58	9.32	5.16	8.66

Source: Hawai'i Tourism Authority

**Table 53: O'ahu Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	35,864,092	32,477,385	10.4%	21,872,182	20,837,075	5.0%	13,991,910	11,640,310	20.2%
Total Visitors	4,904,045	4,401,624	11.4%	2,734,643	2,592,014	5.5%	2,169,402	1,809,609	19.9%
PARTY SIZE									
One	816,587	777,225	5.1%	655,534	635,351	3.2%	161,053	141,874	13.5%
Two	1,983,951	1,789,973	10.8%	1,076,708	1,049,811	2.6%	907,243	740,162	22.6%
Three or more	2,103,508	1,834,426	14.7%	1,002,401	906,852	10.5%	1,101,106	927,573	18.7%
Avg Party Size	2.24	2.15	4.2%	2.00	1.86	7.2%	2.55	2.56	-0.5%
VISIT STATUS									
First-Time	2,067,174	1,799,956	14.8%	991,616	939,104	5.6%	1,075,558	860,853	24.9%
Repeat	2,836,872	2,601,668	9.0%	1,743,028	1,652,911	5.5%	1,093,844	948,757	15.3%
Average # of Trips	4.31	4.48	-3.6%	5.27	5.29	-0.3%	3.10	3.31	-6.2%
TRAVEL METHOD									
Group Tour	618,401	527,513	17.2%	122,552	116,281	5.4%	495,849	411,232	20.6%
Package	2,093,283	1,865,717	12.2%	701,606	715,576	-2.0%	1,391,677	1,150,140	21.0%
Group Tour & Pkg	533,089	445,894	19.6%	88,283	84,886	4.0%	444,806	361,008	23.2%
True Independent	2,725,450	2,454,287	11.0%	1,998,768	1,845,042	8.3%	726,682	609,245	19.3%
ISLANDS VISITED									
O'ahu	4,904,045	4,401,624	11.4%	2,734,643	2,592,014	5.5%	2,169,402	1,809,609	19.9%
Maui County	690,432	638,404	8.1%	481,444	456,924	5.4%	208,989	181,481	15.2%
...Maui	671,536	619,810	8.3%	466,312	441,923	5.5%	205,225	177,887	15.4%
...Moloka'i	30,147	32,924	-8.4%	20,741	23,402	-11.4%	9,406	9,522	-1.2%
...Lāna'i	32,337	34,899	-7.3%	21,532	24,410	-11.8%	10,804	10,489	3.0%
Kaua'i	368,637	357,976	3.0%	295,503	284,485	3.9%	73,134	73,491	-0.5%
Hawai'i Island	631,761	570,992	10.6%	358,952	343,488	4.5%	272,809	227,504	19.9%
...Hilo	332,995	308,892	7.8%	188,822	184,808	2.2%	144,173	124,084	16.2%
...Kona	468,468	431,749	8.5%	287,389	274,646	4.6%	181,079	157,103	15.3%
O'ahu Only	3,649,150	3,259,370	12.0%	1,937,947	1,837,570	5.5%	1,711,202	1,421,801	20.4%
LENGTH OF STAY									
O'ahu (days)	7.31	7.38	-0.9%	8.00	8.04	-0.5%	6.45	6.43	0.3%
Maui (days)	4.56	4.60	-0.9%	5.01	4.96	0.9%	3.52	3.69	-4.4%
Moloka'i (days)	3.28	3.04	7.8%	3.89	3.53	10.3%	1.92	1.84	4.3%
Lāna'i (days)	2.54	2.40	5.7%	2.95	2.74	7.4%	1.73	1.62	7.3%
Kaua'i (days)	4.35	4.35	-0.1%	4.61	4.58	0.7%	3.27	3.45	-5.3%
Hawai'i Island (days)	4.03	4.11	-1.9%	4.79	4.75	0.9%	3.03	3.15	-3.6%
...Hilo (days)	2.32	2.29	1.3%	2.84	2.79	2.0%	1.63	1.54	5.6%
...Kona (days)	3.79	3.80	-0.3%	4.11	4.06	1.3%	3.27	3.34	-2.0%
Statewide (days)	8.75	8.89	-1.6%	10.03	10.08	-0.4%	7.29	7.35	-0.8%
ACCOMMODATIONS 1/									
Hotel	3,702,925	3,296,694	12.3%	1,836,155	1,757,984	4.4%	1,866,770	1,538,710	21.3%
...Hotel Only	3,280,752	2,901,583	13.1%	1,514,627	1,451,378	4.4%	1,766,126	1,450,205	21.8%
Condo	484,425	459,653	5.4%	284,694	271,459	4.9%	199,730	188,194	6.1%
...Condo Only	314,616	300,035	4.9%	169,505	161,779	4.8%	145,111	138,256	5.0%
Timeshare	291,952	254,882	14.5%	212,698	193,150	10.1%	79,254	61,732	28.4%
...Timeshare Only	197,729	166,406	18.8%	140,049	124,003	12.9%	57,680	42,403	36.0%
Rental House	193,265	163,589	18.1%	164,028	143,208	14.5%	29,237	20,381	43.4%
Bed & Breakfast	34,799	35,180	-1.1%	27,814	25,897	7.4%	6,985	9,283	-24.7%
Cruise Ship	118,175	120,567	-2.0%	102,013	101,122	0.9%	16,162	19,445	-16.9%
Friends or Relatives	485,806	456,850	6.3%	421,082	398,939	5.6%	64,724	57,911	11.8%
PURPOSE OF TRIP									
Pleasure (Net)	3,957,482	3,485,114	13.6%	2,093,294	1,957,232	7.0%	1,864,188	1,527,882	22.0%
.....Vacation	3,504,217	3,087,064	13.5%	1,985,239	1,849,720	7.3%	1,518,977	1,237,344	22.8%
.....Honeymoon	452,382	396,834	14.0%	112,131	112,385	-0.2%	340,251	284,449	19.6%
...Get Married	93,042	87,869	5.9%	26,031	25,174	3.4%	67,011	62,695	6.9%
MC&I (Net)	240,737	232,927	3.4%	138,625	149,620	-7.3%	102,113	83,307	22.6%
.....Convention/Conf.	141,064	143,906	-2.0%	94,059	106,037	-11.3%	47,005	37,869	24.1%
.....Corp. Meetings	48,324	45,911	5.3%	32,911	32,506	1.2%	15,413	13,406	15.0%
.....Incentive	57,127	49,316	15.8%	15,817	15,453	2.4%	41,310	33,863	22.0%
Other Business	181,926	176,182	3.3%	160,047	155,164	3.1%	21,879	21,018	4.1%
Visit Friends/Relatives	480,654	454,613	5.7%	415,937	399,861	4.0%	64,717	54,752	18.2%
Government/Military	85,672	96,777	-11.5%	76,236	78,667	-3.1%	9,436	18,110	-47.9%
Attend School	18,820	15,380	22.4%	9,703	10,137	-4.3%	9,117	5,244	73.9%
Sport Events	84,769	70,587	20.1%	38,259	38,117	0.4%	46,510	32,470	43.2%

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

Source: Hawai'i Tourism Authority

**Table 54: Maui County Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	19,178,762	18,060,711	6.2%	16,190,176	15,533,114	4.2%	2,988,585	2,527,597	18.2%
Total Visitors	2,353,329	2,211,413	6.4%	1,952,718	1,868,986	4.5%	400,611	342,427	17.0%
PARTY SIZE									
One	308,347	288,544	6.9%	270,550	253,828	6.6%	37,797	34,716	8.9%
Two	1,108,176	1,038,680	6.7%	908,163	882,437	2.9%	200,013	156,243	28.0%
Three or more	936,806	884,189	6.0%	774,005	732,721	5.6%	162,801	151,468	7.5%
Avg Party Size	1.96	2.16	-9.3%	1.89	2.13	-11.1%	2.27	2.33	-2.4%
VISIT STATUS									
First-Time	769,798	717,219	7.3%	586,451	561,137	4.5%	183,347	156,082	17.5%
Repeat	1,583,531	1,494,194	6.0%	1,366,267	1,307,849	4.5%	217,264	186,345	16.6%
Average # of Trips	5.10	5.10	-0.1%	5.55	5.49	1.2%	2.89	3.01	-3.9%
TRAVEL METHOD									
Group Tour	114,176	113,927	0.2%	71,693	68,980	3.9%	42,483	44,947	-5.5%
Package	665,126	660,184	0.7%	505,957	519,840	-2.7%	159,168	140,344	13.4%
Group Tour & Pkg	89,058	89,329	-0.3%	51,155	49,605	3.1%	37,903	39,724	-4.6%
True Independent	1,663,085	1,526,631	8.9%	1,426,223	1,329,771	7.3%	236,862	196,860	20.3%
ISLANDS VISITED									
O'ahu	690,432	638,404	8.1%	481,444	456,924	5.4%	208,989	181,481	15.2%
Maui County	2,353,329	2,211,413	6.4%	1,952,718	1,868,986	4.5%	400,611	342,427	17.0%
...Maui	2,309,194	2,168,487	6.5%	1,914,706	1,831,088	4.6%	394,488	337,399	16.9%
...Moloka'i	53,323	55,250	-3.5%	41,740	43,865	-4.8%	11,583	11,385	1.7%
...Lāna'i	72,649	75,004	-3.1%	58,877	61,848	-4.8%	13,772	13,156	4.7%
Kaua'i	271,448	261,783	3.7%	230,160	221,035	4.1%	41,288	40,747	1.3%
Hawai'i Island	317,832	299,257	6.2%	250,120	239,775	4.3%	67,712	59,481	13.8%
...Hilo	185,584	179,176	3.6%	141,202	138,532	1.9%	44,382	40,644	9.2%
...Kona	265,440	254,097	4.5%	213,539	204,874	4.2%	51,901	49,223	5.4%
Maui County Only	1,495,719	1,421,543	5.2%	1,321,811	1,272,879	3.8%	173,908	148,664	17.0%
LENGTH OF STAY									
O'ahu (days)	5.16	5.13	0.5%	5.05	5.05	0.0%	5.40	5.34	1.1%
Maui County (days)	8.15	8.17	-0.2%	8.29	8.31	-0.2%	7.46	7.38	1.1%
Maui (days)	8.08	8.09	-0.1%	8.22	8.23	-0.1%	7.42	7.34	1.1%
Moloka'i (days)	4.85	4.63	4.8%	5.46	5.20	5.1%	2.67	2.45	9.0%
Lāna'i (days)	3.62	3.52	2.8%	3.94	3.87	1.9%	2.23	1.87	19.2%
Kaua'i (days)	3.87	3.69	4.9%	3.96	3.89	1.8%	3.43	2.64	29.9%
Hawai'i Island (days)	4.14	4.01	3.3%	4.33	4.23	2.4%	3.42	3.10	10.3%
...Hilo (days)	2.20	2.05	7.2%	2.34	2.22	5.2%	1.76	1.47	19.8%
...Kona (days)	3.42	3.27	4.4%	3.53	3.45	2.3%	2.95	2.53	16.7%
Statewide (days)	10.63	10.60	0.3%	10.56	10.55	0.1%	11.21	11.06	1.3%
ACCOMMODATIONS 1/									
Hotel	1,313,213	1,218,344	7.8%	1,056,383	1,004,120	5.2%	256,830	214,224	19.9%
...Hotel Only	1,021,841	946,277	8.0%	819,827	779,839	5.1%	202,015	166,439	21.4%
Condo	700,703	665,996	5.2%	575,653	554,205	3.9%	125,050	111,791	11.9%
...Condo Only	546,937	523,304	4.5%	453,627	438,440	3.5%	93,310	84,863	10.0%
Timeshare	283,546	274,630	3.2%	257,954	256,038	0.7%	25,593	18,591	37.7%
...Timeshare Only	207,967	204,590	1.7%	193,022	193,164	-0.1%	14,945	11,426	30.8%
Rental House	112,401	93,552	20.1%	94,157	81,320	15.8%	18,244	12,232	49.2%
Bed & Breakfast	29,580	27,741	6.6%	25,025	23,136	8.2%	4,555	4,605	-1.1%
Cruise Ship	103,136	105,312	-2.1%	87,822	86,920	1.0%	15,314	18,393	-16.7%
Friends or Relatives	146,171	138,899	5.2%	130,094	123,295	5.5%	16,077	15,605	3.0%
PURPOSE OF TRIP									
Pleasure (Net)	2,108,400	1,974,863	6.8%	1,745,756	1,668,303	4.6%	362,644	306,560	18.3%
....Vacation	1,947,629	1,823,235	6.8%	1,633,731	1,556,670	5.0%	313,898	266,566	17.8%
.....Honeymoon	163,236	154,452	5.7%	114,365	114,087	0.2%	48,871	40,365	21.1%
...Get Married	30,399	28,864	5.3%	25,039	24,405	2.6%	5,361	4,460	20.2%
MC&I (Net)	128,952	125,543	2.7%	108,943	108,171	0.7%	20,009	17,372	15.2%
....Convention/Conf.	71,227	67,811	5.0%	60,289	57,744	4.4%	10,938	10,067	8.6%
.....Corp. Meetings	26,240	26,655	-1.6%	23,701	24,300	-2.5%	2,539	2,355	7.8%
....Incentive	37,087	37,239	-0.4%	30,144	31,493	-4.3%	6,943	5,746	20.8%
Other Business	54,225	49,978	8.5%	50,669	47,459	6.8%	3,556	2,519	41.2%
Visit Friends/Relatives	133,828	126,730	5.6%	121,264	114,808	5.6%	12,564	11,922	5.4%
Government/Military	5,710	6,258	-8.8%	5,186	5,384	-3.7%	524	874	-40.0%
Attend School	2,690	2,561	5.0%	2,149	2,000	7.4%	541	560	-3.5%
Sport Events	15,904	16,799	-5.3%	11,800	13,339	-11.5%	4,104	3,459	18.6%

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

Source: Hawai'i Tourism Authority

**Table 55: Maui Island Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	18,657,257	17,540,085	6.4%	15,730,209	15,064,900	4.4%	2,927,048	2,475,185	18.3%
Total Visitors	2,309,194	2,168,487	6.5%	1,914,706	1,831,088	4.6%	394,488	337,399	16.9%
PARTY SIZE									
One	299,764	280,004	7.1%	262,422	245,860	6.7%	37,343	34,144	9.4%
Two	1,086,609	1,017,653	6.8%	889,188	863,193	3.0%	197,421	154,460	27.8%
Three or more	922,821	870,830	6.0%	763,097	722,034	5.7%	159,724	148,796	7.3%
Avg Party Size	2.15	2.16	-0.6%	2.12	2.13	-0.3%	2.27	2.32	-2.4%
VISIT STATUS									
First-Time	758,341	707,555	7.2%	578,168	553,452	4.5%	180,173	154,103	16.9%
Repeat	1,550,853	1,460,933	6.2%	1,336,538	1,277,636	4.6%	214,315	183,297	16.9%
Average # of Trips	5.07	5.07	0.0%	5.52	5.45	1.3%	2.89	3.00	-3.8%
TRAVEL METHOD									
Group Tour	110,992	110,271	0.7%	69,892	66,985	4.3%	41,100	43,286	-5.1%
Package	656,013	650,582	0.8%	499,534	512,796	-2.6%	156,479	137,786	13.6%
Group Tour & Pkg	86,615	86,639	0.0%	49,960	48,324	3.4%	36,655	38,315	-4.3%
True Independent	1,628,804	1,494,274	9.0%	1,395,240	1,299,631	7.4%	233,564	194,643	20.0%
ISLANDS VISITED									
O'ahu	671,536	619,810	8.3%	466,312	441,923	5.5%	205,225	177,887	15.4%
Maui County	2,309,194	2,168,487	6.5%	1,914,706	1,831,088	4.6%	394,488	337,399	16.9%
...Maui	2,309,194	2,168,487	6.5%	1,914,706	1,831,088	4.6%	394,488	337,399	16.9%
...Moloka'i	33,940	36,229	-6.3%	25,280	27,885	-9.3%	8,660	8,344	3.8%
...Lāna'i	47,118	50,029	-5.8%	36,619	39,146	-6.5%	10,499	10,882	-3.5%
Kaua'i	265,706	256,605	3.5%	225,033	216,486	3.9%	40,672	40,118	1.4%
Hawai'i Island	310,147	292,965	5.9%	244,031	234,157	4.2%	66,116	58,808	12.4%
...Hilo	183,178	176,767	3.6%	139,153	136,541	1.9%	44,024	40,226	9.4%
...Kona	258,998	248,970	4.0%	208,401	200,197	4.1%	50,597	48,774	3.7%
Maui Only	1,446,459	1,371,986	5.4%	1,276,612	1,227,195	4.0%	169,847	144,791	17.3%
LENGTH OF STAY									
O'ahu (days)	5.13	5.10	0.5%	5.02	5.02	0.0%	5.39	5.31	1.5%
Maui (days)	8.08	8.09	-0.1%	8.22	8.23	-0.1%	7.42	7.34	1.1%
Moloka'i (days)	2.68	2.41	11.0%	2.99	2.72	10.0%	1.77	1.39	27.4%
Lāna'i (days)	2.34	2.22	5.2%	2.54	2.42	5.2%	1.62	1.52	6.7%
Kaua'i (days)	3.82	3.64	4.8%	3.89	3.83	1.5%	3.42	2.61	30.9%
Hawai'i Island (days)	4.09	3.96	3.2%	4.27	4.18	2.1%	3.43	3.10	10.6%
...Hilo (days)	2.17	2.03	6.9%	2.30	2.19	5.0%	1.75	1.47	18.6%
...Kona (days)	3.36	3.22	4.4%	3.46	3.39	2.0%	2.96	2.52	17.3%
Statewide (days)	10.61	10.58	0.3%	10.53	10.52	0.1%	11.23	11.07	1.5%
ACCOMMODATIONS 1/									
Hotel	1,286,970	1,191,559	8.0%	1,034,222	981,118	5.4%	252,748	210,441	20.1%
...Hotel Only	1,001,183	925,426	8.2%	802,926	761,811	5.4%	198,257	163,615	21.2%
Condo	692,778	658,734	5.2%	568,672	547,713	3.8%	124,106	111,021	11.8%
...Condo Only	541,822	518,723	4.5%	449,094	434,232	3.4%	92,727	84,491	9.7%
Timeshare	280,652	272,173	3.1%	255,191	253,617	0.6%	25,461	18,556	37.2%
...Timeshare Only	206,144	203,020	1.5%	191,281	191,626	-0.2%	14,864	11,394	30.5%
Rental House	107,125	89,063	20.3%	89,769	77,211	16.3%	17,356	11,851	46.4%
Bed & Breakfast	28,593	27,016	5.8%	24,256	22,483	7.9%	4,337	4,533	-4.3%
Cruise Ship	102,750	105,011	-2.2%	87,508	86,685	0.9%	15,242	18,326	-16.8%
Friends or Relatives	139,435	132,305	5.4%	123,682	117,018	5.7%	15,754	15,287	3.1%
PURPOSE OF TRIP									
Pleasure (Net)	2,074,535	1,942,303	6.8%	1,715,894	1,639,204	4.7%	358,640	303,099	18.3%
....Vacation	1,915,555	1,792,332	6.9%	1,605,435	1,529,082	5.0%	310,120	263,250	17.8%
....Honeymoon	161,491	152,820	5.7%	112,857	112,597	0.2%	48,634	40,223	20.9%
....Get Married	29,856	28,376	5.2%	24,506	23,920	2.5%	5,350	4,456	20.1%
MC&I (Net)	124,826	120,674	3.4%	105,695	103,913	1.7%	19,131	16,761	14.1%
....Convention/Conf.	69,553	65,515	6.2%	59,036	55,680	6.0%	10,517	9,835	6.9%
....Corp. Meetings	24,927	25,510	-2.3%	22,574	23,173	-2.6%	2,353	2,337	0.7%
....Incentive	35,646	35,537	0.3%	28,993	30,170	-3.9%	6,653	5,367	24.0%
Other Business	52,014	47,877	8.6%	48,627	45,569	6.7%	3,387	2,308	46.8%
Visit Friends/Relatives	127,985	121,017	5.8%	115,914	109,567	5.8%	12,071	11,449	5.4%
Government/Military	5,261	5,883	-10.6%	4,841	5,009	-3.4%	420	874	-51.9%
Attend School	2,618	2,333	12.2%	2,094	1,916	9.3%	525	417	25.8%
Sport Events	14,892	16,101	-7.5%	11,279	12,844	-12.2%	3,612	3,257	10.9%

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

Source: Hawai'i Tourism Authority

**Table 56: Moloka'i Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	258,772	256,889	0.7%	227,900	229,049	-0.5%	30,872	27,839	10.9%
Total Visitors	53,323	55,250	-3.5%	41,740	43,865	-4.8%	11,583	11,385	1.7%
PARTY SIZE									
One	10,441	10,554	-1.1%	9,059	9,430	-3.9%	1,382	1,124	22.9%
Two	27,230	25,745	5.8%	20,785	21,606	-3.8%	6,445	4,138	55.7%
Three or more	15,651	18,951	-17.4%	11,896	12,829	-7.3%	3,756	6,122	-38.7%
Avg Party Size	2.03	2.04	-0.2%	2.00	1.86	7.2%	2.15	2.70	-20.2%
VISIT STATUS									
First-Time	19,908	18,861	5.6%	13,476	13,971	-3.5%	6,432	4,890	31.5%
Repeat	33,415	36,389	-8.2%	28,264	29,894	-5.5%	5,151	6,495	-20.7%
Average # of Trips	5.13	5.19	-1.1%	5.80	5.80	0.0%	2.72	2.84	-4.3%
TRAVEL METHOD									
Group Tour	4,191	4,448	-5.8%	2,269	2,429	-6.6%	1,921	2,019	-4.8%
Package	14,472	15,222	-4.9%	8,841	10,169	-13.1%	5,632	5,053	11.5%
Group Tour & Pkg	3,109	3,425	-9.2%	1,448	1,690	-14.3%	1,661	1,735	-4.2%
True Independent	37,769	39,005	-3.2%	32,078	32,957	-2.7%	5,691	6,048	-5.9%
ISLANDS VISITED									
O'ahu	30,147	32,924	-8.4%	20,741	23,402	-11.4%	9,406	9,522	-1.2%
Maui County	53,323	55,250	-3.5%	41,740	43,865	-4.8%	11,583	11,385	1.7%
...Maui	33,940	36,229	-6.3%	25,280	27,885	-9.3%	8,660	8,344	3.8%
...Moloka'i	53,323	55,250	-3.5%	41,740	43,865	-4.8%	11,583	11,385	1.7%
...Lāna'i	13,824	16,835	-17.9%	9,008	11,693	-23.0%	4,816	5,142	-6.3%
Kaua'i	16,418	19,307	-15.0%	10,371	13,293	-22.0%	6,047	6,015	0.5%
Hawai'i Island	18,270	21,760	-16.0%	12,329	15,492	-20.4%	5,941	6,268	-5.2%
...Hilo	13,439	17,134	-21.6%	8,757	12,032	-27.2%	4,682	5,102	-8.2%
...Kona	16,439	19,488	-15.6%	10,936	13,610	-19.6%	5,503	5,879	-6.4%
Moloka'i only	7,255	7,032	3.2%	6,355	6,313	0.7%	900	719	25.1%
LENGTH OF STAY									
O'ahu (days)	6.32	5.83	8.4%	6.83	6.22	9.9%	5.19	4.87	6.5%
Maui (days)	5.26	5.07	3.7%	5.90	5.49	7.3%	3.41	3.67	-6.9%
Moloka'i (days)	4.85	4.63	4.8%	5.46	5.20	5.1%	2.67	2.45	9.0%
Lāna'i (days)	1.76	1.46	20.2%	1.91	1.62	17.6%	1.48	1.10	34.4%
Kaua'i (days)	3.63	2.77	31.4%	3.94	3.32	18.7%	3.10	1.54	101.8%
Hawai'i Island (days)	4.93	4.14	19.2%	5.94	4.71	26.2%	2.83	2.73	3.6%
...Hilo (days)	2.77	2.09	32.8%	3.56	2.46	44.4%	1.30	1.20	8.4%
...Kona (days)	3.21	2.78	15.4%	3.85	3.18	21.1%	1.94	1.86	4.2%
Statewide (days)	15.27	14.79	3.2%	15.57	15.11	3.1%	13.11	12.02	9.1%
ACCOMMODATIONS 1/									
Hotel	29,581	30,697	-3.6%	20,541	21,975	-6.5%	9,039	8,722	3.6%
...Hotel Only	17,629	16,827	4.8%	11,690	12,675	-7.8%	5,940	4,152	43.1%
Condo	12,562	13,705	-8.3%	11,135	11,475	-3.0%	1,428	2,230	-36.0%
...Condo Only	7,606	8,376	-9.2%	6,857	7,065	-2.9%	749	1,312	-42.9%
Timeshare	4,104	4,284	-4.2%	3,928	4,061	-3.3%	176	224	-21.2%
...Timeshare Only	2,385	2,640	-9.6%	2,329	2,483	-6.2%	56	156	-64.2%
Rental House	5,920	5,667	4.5%	5,291	5,071	4.3%	629	596	5.4%
Bed & Breakfast	1,999	1,874	6.7%	1,640	1,707	-3.9%	360	167	115.4%
Cruise Ship	5,203	6,451	-19.4%	3,077	3,226	-4.6%	2,126	3,225	-34.1%
Friends or Relatives	7,993	7,888	1.3%	6,800	7,307	-6.9%	1,193	581	105.5%
PURPOSE OF TRIP									
Pleasure (Net)	43,634	45,183	-3.4%	34,456	36,259	-5.0%	9,177	8,924	2.8%
....Vacation	41,275	43,020	-4.1%	32,605	34,361	-5.1%	8,670	8,658	0.1%
.....Honeymoon	2,469	2,396	3.1%	2,101	2,121	-1.0%	369	275	34.3%
...Get Married	668	579	15.3%	518	537	-3.5%	150	42	254.1%
MC&I (Net)	2,970	2,928	1.5%	1,687	1,901	-11.3%	1,284	1,026	25.1%
....Convention/Conf.	1,998	1,750	14.2%	1,047	1,279	-18.2%	951	470	102.3%
.....Corp. Meetings	482	533	-9.4%	344	358	-4.2%	139	174	-20.3%
.....Incentive	605	742	-18.5%	411	354	16.1%	194	388	-50.0%
Other Business	2,254	2,341	-3.7%	2,118	2,153	-1.7%	136	188	-27.4%
Visit Friends/Relatives	7,053	7,184	-1.8%	5,891	6,203	-5.0%	1,162	981	18.5%
Government/Military	572	727	-21.4%	466	591	-21.1%	106	136	-22.6%
Attend School	219	255	-14.4%	202	212	-4.4%	16	44	-62.8%
Sport Events	1,032	942	9.5%	658	709	-7.1%	373	233	60.0%

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

Source: Hawai'i Tourism Authority

**Table 57: Lāna'i Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	262,733	263,737	-0.4%	232,068	239,165	-3.0%	30,665	24,573	24.8%
Total Visitors	72,649	75,004	-3.1%	58,877	61,848	-4.8%	13,772	13,156	4.7%
PARTY SIZE									
One	11,361	11,566	-1.8%	10,156	10,241	-0.8%	1,205	1,325	-9.0%
Two	38,670	38,120	1.4%	30,864	32,688	-5.6%	7,806	5,432	43.7%
Three or more	22,619	25,319	-10.7%	17,857	18,919	-5.6%	4,761	6,400	-25.6%
Avg Party Size	1.92	2.07	-7.0%	1.86	1.97	-5.9%	2.21	2.52	-12.3%
VISIT STATUS									
First-Time	23,906	23,898	0.0%	18,025	18,035	-0.1%	5,881	5,863	0.3%
Repeat	48,743	51,106	-4.6%	40,852	43,813	-6.8%	7,890	7,293	8.2%
Average # of Trips	5.20	5.40	-3.8%	5.74	5.88	-2.3%	2.88	3.17	-9.1%
TRAVEL METHOD									
Group Tour	5,163	6,312	-18.2%	3,908	4,858	-19.5%	1,255	1,454	-13.7%
Package	19,404	20,775	-6.6%	13,985	15,972	-12.4%	5,419	4,803	12.8%
Group Tour & Pkg	3,895	4,676	-16.7%	2,783	3,535	-21.3%	1,112	1,141	-2.6%
True Independent	51,976	52,593	-1.2%	43,767	44,554	-1.8%	8,210	8,040	2.1%
ISLANDS VISITED									
O'ahu	32,337	34,899	-7.3%	21,532	24,410	-11.8%	10,804	10,489	3.0%
Maui County	72,649	75,004	-3.1%	58,877	61,848	-4.8%	13,772	13,156	4.7%
...Maui	47,118	50,029	-5.8%	36,619	39,146	-6.5%	10,499	10,882	-3.5%
...Moloka'i	13,824	16,835	-17.9%	9,008	11,693	-23.0%	4,816	5,142	-6.3%
...Lāna'i	72,649	75,004	-3.1%	58,877	61,848	-4.8%	13,772	13,156	4.7%
Kaua'i	19,479	22,499	-13.4%	13,127	15,267	-14.0%	6,352	7,232	-12.2%
Hawai'i Island	21,604	24,751	-12.7%	15,022	17,135	-12.3%	6,582	7,616	-13.6%
...Hilo	14,549	18,302	-20.5%	9,335	11,881	-21.4%	5,214	6,421	-18.8%
...Kona	19,570	22,619	-13.5%	13,530	15,603	-13.3%	6,039	7,016	-13.9%
Lāna'i Only	10,933	11,756	-7.0%	10,192	11,218	-9.2%	742	538	37.8%
LENGTH OF STAY									
O'ahu (days)	5.64	5.43	3.7%	5.96	5.32	12.1%	4.99	5.70	-12.5%
Maui (days)	5.84	5.44	7.4%	6.32	5.91	7.1%	4.16	3.76	10.6%
Moloka'i (days)	1.74	1.62	7.3%	2.09	1.85	13.2%	1.09	1.11	-2.0%
Lāna'i (days)	3.62	3.52	2.8%	3.94	3.87	1.9%	2.23	1.87	19.2%
Kaua'i (days)	3.63	2.67	36.0%	3.99	3.31	20.3%	2.89	1.31	120.9%
Hawai'i Island (days)	4.57	3.72	22.9%	5.43	4.28	27.0%	2.62	2.47	6.1%
...Hilo (days)	2.49	1.77	40.8%	3.06	2.09	46.3%	1.46	1.16	25.6%
...Kona (days)	3.20	2.64	21.1%	3.92	3.10	26.2%	1.60	1.62	-1.3%
Statewide (days)	12.63	12.06	4.7%	12.65	12.06	4.9%	12.28	12.11	1.4%
ACCOMMODATIONS 1/									
Hotel	49,134	52,676	-6.7%	39,028	42,170	-7.5%	10,106	10,506	-3.8%
...Hotel Only	36,075	37,611	-4.1%	29,332	32,459	-9.6%	6,744	5,152	30.9%
Condo	12,682	12,836	-1.2%	10,706	10,787	-0.8%	1,977	2,050	-3.6%
...Condo Only	7,976	7,807	2.2%	6,942	6,940	0.0%	1,034	867	19.2%
Timeshare	5,422	5,544	-2.2%	5,226	5,286	-1.1%	196	258	-23.9%
...Timeshare Only	3,605	3,548	1.6%	3,427	3,409	0.5%	178	139	27.8%
Rental House	4,573	3,863	18.4%	3,576	3,038	17.7%	997	825	20.9%
Bed & Breakfast	1,749	1,390	25.8%	1,211	1,215	-0.3%	538	175	206.4%
Cruise Ship	5,904	7,971	-25.9%	3,713	3,529	5.2%	2,191	4,442	-50.7%
Friends or Relatives	7,533	6,815	10.5%	6,046	6,155	-1.8%	1,487	660	125.2%
PURPOSE OF TRIP									
Pleasure (Net)	60,904	61,667	-1.2%	49,971	50,718	-1.5%	10,933	10,949	-0.1%
.....Vacation	56,926	57,401	-0.8%	46,438	47,122	-1.4%	10,487	10,279	2.0%
.....Honeymoon	4,056	4,372	-7.2%	3,646	3,694	-1.3%	410	678	-39.5%
...Get Married	1,093	978	11.8%	1,027	938	9.4%	67	40	67.5%
MC&I (Net)	6,252	8,029	-22.1%	5,012	7,529	-33.4%	1,240	501	147.8%
.....Convention/Conf.	2,444	3,256	-24.9%	1,799	3,161	-43.1%	645	95	576.6%
.....Corp. Meetings	1,641	2,100	-21.8%	1,576	1,759	-10.4%	65	341	-80.9%
.....Incentive	2,682	3,235	-17.1%	2,125	3,153	-32.6%	557	82	579.8%
Other Business	2,561	2,628	-2.5%	2,406	2,400	0.3%	155	228	-32.0%
Visit Friends/Relatives	6,611	5,931	11.5%	5,209	5,284	-1.4%	1,401	647	116.7%
Government/Military	352	681	-48.2%	352	547	-35.6%	0	134	-100.0%
Attend School	181	321	-43.6%	181	150	20.3%	0	170	-100.0%
Sport Events	662	558	18.7%	348	397	-12.3%	314	161	95.4%

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

Source: Hawai'i Tourism Authority

**Table 58: Kaua'i Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	8,168,533	7,597,107	7.5%	7,625,463	7,129,051	7.0%	543,071	468,056	16.0%
Total Visitors	1,084,681	1,011,500	7.2%	977,820	914,423	6.9%	106,861	97,077	10.1%
PARTY SIZE									
One	146,061	135,762	7.6%	134,717	126,521	6.5%	11,344	9,241	22.8%
Two	554,525	515,186	7.6%	498,924	470,218	6.1%	55,601	44,967	23.6%
Three or more	384,094	360,552	6.5%	344,179	317,683	8.3%	39,916	42,869	-6.9%
Avg Party Size	1.98	2.10	-5.5%	1.96	2.07	-5.4%	2.21	2.37	-7.1%
VISIT STATUS									
First-Time	332,102	309,513	7.3%	284,073	268,277	5.9%	48,030	41,236	16.5%
Repeat	752,579	701,987	7.2%	693,747	646,145	7.4%	58,831	55,841	5.4%
Average # of Trips	5.15	5.17	-0.3%	5.38	5.36	0.4%	3.10	3.39	-8.7%
TRAVEL METHOD									
Group Tour	48,783	44,968	8.5%	36,508	33,978	7.4%	12,275	10,990	11.7%
Package	257,774	251,102	2.7%	218,575	214,932	1.7%	39,198	36,171	8.4%
Group Tour & Pkg	36,807	33,438	10.1%	26,234	24,795	5.8%	10,573	8,643	22.3%
True Independent	814,931	748,867	8.8%	748,971	690,308	8.5%	65,960	58,559	12.6%
ISLANDS VISITED									
O'ahu	368,637	357,976	3.0%	295,503	284,485	3.9%	73,134	73,491	-0.5%
Maui County	271,448	261,783	3.7%	230,160	221,035	4.1%	41,288	40,747	1.3%
...Maui	265,706	256,605	3.5%	225,033	216,486	3.9%	40,672	40,118	1.4%
...Moloka'i	16,418	19,307	-15.0%	10,371	13,293	-22.0%	6,047	6,015	0.5%
...Lāna'i	19,479	22,499	-13.4%	13,127	15,267	-14.0%	6,352	7,232	-12.2%
Kaua'i	1,084,681	1,011,500	7.2%	977,820	914,423	6.9%	106,861	97,077	10.1%
Hawai'i Island	214,086	213,991	0.0%	178,000	173,796	2.4%	36,085	40,194	-10.2%
...Hilo	141,815	145,190	-2.3%	114,570	114,018	0.5%	27,244	31,172	-12.6%
...Kona	185,830	187,587	-0.9%	156,037	152,440	2.4%	29,792	35,147	-15.2%
Kaua'i Only	587,580	535,452	9.7%	563,764	519,641	8.5%	23,816	15,812	50.6%
LENGTH OF STAY									
O'ahu (days)	5.26	5.13	2.5%	5.04	5.01	0.6%	6.14	5.59	9.8%
Maui (days)	4.47	4.34	3.1%	4.56	4.53	0.6%	4.01	3.30	21.3%
Moloka'i (days)	2.13	1.85	15.2%	2.70	2.11	28.1%	1.16	1.29	-9.8%
Lāna'i (days)	1.83	1.69	8.3%	2.11	1.95	8.5%	1.25	1.15	8.7%
Kaua'i (days)	7.53	7.51	0.3%	7.80	7.80	0.0%	5.08	4.82	5.4%
Hawai'i Island (days)	4.21	4.02	4.7%	4.38	4.24	3.3%	3.36	3.06	9.6%
...Hilo (days)	2.09	1.92	9.0%	2.18	2.08	5.0%	1.70	1.33	28.3%
...Kona (days)	3.25	3.10	4.8%	3.40	3.28	3.4%	2.51	2.32	7.9%
Statewide (days)	11.26	11.31	-0.5%	11.23	11.30	-0.6%	12.08	11.85	1.9%
ACCOMMODATIONS 1/									
Hotel	555,008	510,476	8.7%	479,407	442,625	8.3%	75,601	67,851	11.4%
...Hotel Only	355,384	319,853	11.1%	308,409	279,174	10.5%	46,975	40,679	15.5%
Condo	241,045	229,432	5.1%	220,806	208,851	5.7%	20,239	20,581	-1.7%
...Condo Only	163,424	154,714	5.6%	152,873	143,367	6.6%	10,551	11,347	-7.0%
Timeshare	220,754	215,526	2.4%	208,612	206,118	1.2%	12,142	9,408	29.1%
...Timeshare Only	160,149	155,982	2.7%	153,448	151,795	1.1%	6,701	4,187	60.1%
Rental House	115,706	96,400	20.0%	105,756	90,883	16.4%	9,950	5,517	80.4%
Bed & Breakfast	20,034	18,469	8.5%	17,625	16,042	9.9%	2,409	2,427	-0.8%
Cruise Ship	93,155	96,632	-3.6%	79,634	79,410	0.3%	13,520	17,222	-21.5%
Friends or Relatives	74,279	68,728	8.1%	68,187	64,595	5.6%	6,093	4,132	47.4%
PURPOSE OF TRIP									
Pleasure (Net)	982,170	915,488	7.3%	888,675	830,682	7.0%	93,495	84,807	10.2%
.....Vacation	915,061	849,293	7.7%	828,128	771,707	7.3%	86,932	77,586	12.0%
.....Honeymoon	69,745	69,015	1.1%	63,136	62,323	1.3%	6,610	6,692	-1.2%
...Get Married	14,272	12,847	11.1%	12,385	11,356	9.1%	1,887	1,491	26.6%
MC&I (Net)	45,355	38,467	17.9%	39,798	34,640	14.9%	5,556	3,827	45.2%
.....Convention/Conf.	27,403	24,743	10.8%	23,606	22,146	6.6%	3,797	2,597	46.2%
.....Corp. Meetings	8,367	6,921	20.9%	8,086	6,424	25.9%	282	497	-43.3%
.....Incentive	11,562	8,168	41.6%	10,068	7,420	35.7%	1,494	748	99.9%
Other Business	23,955	23,010	4.1%	22,958	21,894	4.9%	997	1,117	-10.7%
Visit Friends/Relatives	68,949	66,762	3.3%	64,708	61,831	4.7%	4,242	4,930	-14.0%
Government/Military	5,374	6,824	-21.2%	5,121	6,304	-18.8%	253	520	-51.3%
Attend School	1,614	1,741	-7.3%	1,295	1,283	1.0%	319	458	-30.5%
Sport Events	4,887	5,437	-10.1%	3,820	3,825	-0.1%	1,067	1,611	-33.8%

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

Source: Hawai'i Tourism Authority

**Table 59: Hawai'i Island Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	10,452,516	9,690,668	7.9%	8,804,859	8,340,558	5.6%	1,647,658	1,350,110	22.0%
Total Visitors	1,433,282	1,318,310	8.7%	1,072,678	1,022,016	5.0%	360,604	296,294	21.7%
PARTY SIZE									
One	213,098	201,838	5.6%	187,717	177,924	5.5%	25,381	23,914	6.1%
Two	654,744	609,892	7.4%	492,876	476,753	3.4%	161,868	133,139	21.6%
Three or more	565,440	506,580	11.6%	392,085	367,339	6.7%	173,355	139,241	24.5%
Avg Party Size	2.18	2.11	3.3%	2.07	2.01	3.4%	2.50	2.48	1.0%
VISIT STATUS									
First-Time	502,448	451,725	11.2%	334,352	316,463	5.7%	168,096	135,261	24.3%
Repeat	930,834	866,586	7.4%	738,326	705,553	4.6%	192,507	161,033	19.5%
Average # of Trips	4.94	5.03	-1.9%	5.56	5.54	0.3%	3.09	3.29	-5.9%
TRAVEL METHOD									
Group Tour	125,815	107,481	17.1%	52,084	48,980	6.3%	73,731	58,501	26.0%
Package	444,333	409,365	8.5%	244,073	246,404	-0.9%	200,260	162,961	22.9%
Group Tour & Pkg	103,250	85,260	21.1%	36,329	34,535	5.2%	66,921	50,725	31.9%
True Independent	966,384	886,724	9.0%	812,849	761,167	6.8%	153,534	125,557	22.3%
ISLANDS VISITED									
O'ahu	631,761	570,992	10.6%	358,952	343,488	4.5%	272,809	227,504	19.9%
Maui County	317,832	299,257	6.2%	250,120	239,775	4.3%	67,712	59,481	13.8%
...Maui	310,147	292,965	5.9%	244,031	234,157	4.2%	66,116	58,808	12.4%
...Moloka'i	18,270	21,760	-16.0%	12,329	15,492	-20.4%	5,941	6,268	-5.2%
...Lāna'i	21,604	24,751	-12.7%	15,022	17,135	-12.3%	6,582	7,616	-13.6%
Kaua'i	214,086	213,991	0.0%	178,000	173,796	2.4%	36,085	40,194	-10.2%
Hawai'i Island	1,433,282	1,318,310	8.7%	1,072,678	1,022,016	5.0%	360,604	296,294	21.7%
...Hilo	526,435	485,137	8.5%	361,420	345,372	4.6%	165,015	139,765	18.1%
...Kona	1,191,469	1,106,462	7.7%	931,250	887,463	4.9%	260,219	218,999	18.8%
Hawai'i Island Only	672,336	629,097	6.9%	597,343	570,430	4.7%	74,993	58,667	27.8%
LENGTH OF STAY									
O'ahu (days)	5.31	5.31	0.1%	5.38	5.37	0.2%	5.23	5.22	0.2%
Maui (days)	4.19	4.09	2.6%	4.42	4.34	1.9%	3.34	3.08	8.4%
Moloka'i (days)	2.33	2.01	15.8%	2.86	2.31	23.8%	1.25	1.29	-3.6%
Lāna'i (days)	2.11	1.81	16.5%	2.44	2.10	16.2%	1.35	1.15	17.1%
Kaua'i (days)	3.59	3.43	4.9%	3.80	3.67	3.5%	2.59	2.37	9.0%
Hawai'i Island (days)	7.29	7.35	-0.8%	8.21	8.16	0.6%	4.57	4.56	0.3%
...Hilo (days)	3.89	3.91	-0.6%	4.66	4.56	2.2%	2.19	2.30	-4.9%
...Kona (days)	7.06	7.04	0.2%	7.65	7.62	0.3%	4.94	4.69	5.3%
Statewide (days)	11.46	11.46	0.0%	11.71	11.65	0.5%	9.44	9.56	-1.2%
ACCOMMODATIONS 1/									
Hotel	883,645	803,016	10.0%	598,091	567,070	5.5%	285,554	235,946	21.0%
...Hotel Only	643,339	577,182	11.5%	405,898	384,641	5.5%	237,441	192,541	23.3%
Condo	267,008	248,132	7.6%	209,725	201,930	3.9%	57,283	46,202	24.0%
...Condo Only	172,119	159,310	8.0%	137,957	132,547	4.1%	34,162	26,762	27.7%
Timeshare	150,940	148,388	1.7%	128,881	129,158	-0.2%	22,059	19,230	14.7%
...Timeshare Only	102,989	100,285	2.7%	87,764	89,047	-1.4%	15,225	11,238	35.5%
Rental House	123,107	103,958	18.4%	109,150	94,694	15.3%	13,956	9,264	50.7%
Bed & Breakfast	40,816	39,755	2.7%	35,636	32,684	9.0%	5,181	7,070	-26.7%
Cruise Ship	98,815	99,843	-1.0%	83,710	82,371	1.6%	15,105	17,472	-13.5%
Friends or Relatives	142,723	134,737	5.9%	128,115	123,428	3.8%	14,609	11,309	29.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,237,003	1,125,159	9.9%	912,668	865,514	5.4%	324,334	259,645	24.9%
....Vacation	1,152,705	1,049,771	9.8%	874,319	827,896	5.6%	278,386	221,875	25.5%
....Honeymoon	85,532	78,063	9.6%	41,207	40,519	1.7%	44,324	37,544	18.1%
...Get Married	19,326	18,451	4.7%	9,208	9,380	-1.8%	10,118	9,071	11.5%
MC&I (Net)	77,945	80,859	-3.6%	64,576	65,678	-1.7%	13,369	15,181	-11.9%
....Convention/Conf.	51,408	46,439	10.7%	42,701	40,297	6.0%	8,707	6,142	41.8%
....Corp. Meetings	13,238	16,327	-18.9%	12,432	13,492	-7.9%	806	2,835	-71.6%
....Incentive	16,195	21,701	-25.4%	12,144	15,104	-19.6%	4,051	6,597	-38.6%
Other Business	44,334	43,218	2.6%	40,154	38,319	4.8%	4,180	4,899	-14.7%
Visit Friends/Relatives	123,618	115,855	6.7%	110,945	106,465	4.2%	12,673	9,390	35.0%
Government/Military	5,436	6,343	-14.3%	5,138	5,896	-12.9%	298	447	-33.4%
Attend School	5,026	5,070	-0.9%	4,065	3,740	8.7%	961	1,330	-27.8%
Sport Events	21,951	20,738	5.8%	15,293	15,008	1.9%	6,658	5,730	16.2%

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

Source: Hawai'i Tourism Authority

**Table 60: Hilo Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	2,045,639	1,896,416	7.9%	1,684,023	1,574,458	7.0%	361,616	321,958	12.3%
Total Visitors	526,435	485,137	8.5%	361,420	345,372	4.6%	165,015	139,765	18.1%
PARTY SIZE									
One	84,456	80,596	4.8%	71,975	68,192	5.5%	12,481	12,404	0.6%
Two	245,436	229,355	7.0%	172,129	166,996	3.1%	73,307	62,359	17.6%
Three or more	196,543	175,185	12.2%	117,316	110,184	6.5%	79,227	65,001	21.9%
Avg Party Size	2.16	2.08	3.8%	2.01	1.92	4.6%	2.49	2.48	0.7%
VISIT STATUS									
First-Time	237,047	215,785	9.9%	150,691	142,061	6.1%	86,356	73,724	17.1%
Repeat	289,388	269,352	7.4%	210,729	203,311	3.6%	78,659	66,041	19.1%
Average # of Trips	3.86	3.90	-1.1%	4.37	4.36	0.0%	2.75	2.77	-0.6%
TRAVEL METHOD									
Group Tour	69,299	55,959	23.8%	26,945	24,998	7.8%	42,354	30,961	36.8%
Package	192,770	176,826	9.0%	94,857	95,063	-0.2%	97,913	81,762	19.8%
Group Tour & Pkg	58,367	46,558	25.4%	19,559	18,424	6.2%	38,808	28,134	37.9%
True Independent	322,734	298,910	8.0%	259,177	243,735	6.3%	63,557	55,175	15.2%
ISLANDS VISITED									
O'ahu	332,995	308,892	7.8%	188,822	184,808	2.2%	144,173	124,084	16.2%
Maui County	185,584	179,176	3.6%	141,202	138,532	1.9%	44,382	40,644	9.2%
...Maui	183,178	176,767	3.6%	139,153	136,541	1.9%	44,024	40,226	9.4%
...Moloka'i	13,439	17,134	-21.6%	8,757	12,032	-27.2%	4,682	5,102	-8.2%
...Lāna'i	14,549	18,302	-20.5%	9,335	11,881	-21.4%	5,214	6,421	-18.8%
Kaua'i	141,815	145,190	-2.3%	114,570	114,018	0.5%	27,244	31,172	-12.6%
Hawai'i Island	526,435	485,137	8.5%	361,420	345,372	4.6%	165,015	139,765	18.1%
...Hilo	526,435	485,137	8.5%	361,420	345,372	4.6%	165,015	139,765	18.1%
...Kona	284,623	273,289	4.1%	219,992	210,819	4.4%	64,630	62,469	3.5%
LENGTH OF STAY									
O'ahu (days)	5.68	5.57	1.9%	5.64	5.56	1.3%	5.74	5.58	2.8%
Maui (days)	3.31	3.27	1.2%	3.57	3.48	2.4%	2.50	2.55	-1.8%
Moloka'i (days)	1.95	1.67	16.8%	2.38	1.87	27.6%	1.15	1.21	-5.3%
Lāna'i (days)	1.69	1.51	11.8%	1.98	1.71	16.1%	1.18	1.16	1.6%
Kaua'i (days)	2.78	2.65	5.0%	2.93	2.80	4.7%	2.14	2.09	2.4%
Hawai'i Island (days)	6.10	6.15	-0.8%	7.33	7.18	2.2%	3.40	3.60	-5.6%
...Hilo (days)	3.89	3.91	-0.6%	4.66	4.56	2.2%	2.19	2.30	-4.9%
...Kona (days)	4.09	3.97	3.0%	4.39	4.29	2.3%	3.09	2.91	6.1%
Statewide (days)	11.96	11.96	0.1%	12.69	12.58	0.9%	9.50	9.86	-3.6%
ACCOMMODATIONS 1/									
Hotel	356,820	323,749	10.2%	215,377	205,483	4.8%	141,443	118,266	19.6%
...Hotel Only	215,400	189,923	13.4%	103,914	99,399	4.5%	111,487	90,524	23.2%
Condo	67,393	60,924	10.6%	48,197	46,255	4.2%	19,196	14,669	30.9%
...Condo Only	31,099	28,208	10.3%	21,928	21,471	2.1%	9,171	6,737	36.1%
Timeshare	29,656	29,945	-1.0%	25,227	25,331	-0.4%	4,429	4,614	-4.0%
...Timeshare Only	15,863	15,569	1.9%	13,349	13,992	-4.6%	2,515	1,577	59.4%
Rental House	49,904	42,392	17.7%	42,742	37,200	14.9%	7,162	5,192	37.9%
Bed & Breakfast	27,386	27,103	1.0%	23,643	21,327	10.9%	3,743	5,777	-35.2%
Cruise Ship	92,601	93,229	-0.7%	78,317	76,975	1.7%	14,284	16,254	-12.1%
Friends or Relatives	63,751	60,487	5.4%	56,184	54,218	3.6%	7,567	6,269	20.7%
PURPOSE OF TRIP									
Pleasure (Net)	450,550	412,081	9.3%	304,672	290,040	5.0%	145,878	122,041	19.5%
.....Vacation	417,426	382,832	9.0%	290,210	276,301	5.0%	127,216	106,531	19.4%
.....Honeymoon	33,927	31,023	9.4%	16,304	15,519	5.1%	17,623	15,505	13.7%
...Get Married	7,556	7,092	6.5%	3,111	3,015	3.2%	4,445	4,076	9.0%
MC&I (Net)	19,733	20,489	-3.7%	13,433	14,109	-4.8%	6,300	6,381	-1.3%
.....Convention/Conf.	12,923	12,107	6.7%	9,269	9,820	-5.6%	3,654	2,287	59.8%
.....Corp. Meetings	2,797	3,129	-10.6%	2,395	2,482	-3.5%	402	646	-37.8%
.....Incentive	4,528	6,066	-25.4%	2,263	2,367	-4.4%	2,265	3,699	-38.8%
Other Business	17,904	17,569	1.9%	15,755	15,044	4.7%	2,149	2,525	-14.9%
Visit Friends/Relatives	55,887	52,929	5.6%	49,536	48,062	3.1%	6,351	4,867	30.5%
Government/Military	2,670	3,547	-24.7%	2,592	3,300	-21.4%	78	248	-68.6%
Attend School	2,119	2,200	-3.7%	1,765	1,684	4.8%	354	516	-31.4%
Sport Events	5,353	5,580	-4.1%	3,070	2,929	4.8%	2,284	2,651	-13.9%

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

Source: Hawai'i Tourism Authority

**Table 61: Kona Visitor Characteristics (Arrivals by Air)
2012 vs. 2011**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2012	2011	% Change	2012	2011	% Change	2012	2011	% Change
Total Visitor Days	8,406,878	7,794,252	7.9%	7,120,836	6,766,100	5.2%	1,286,042	1,028,152	25.1%
Total Visitors	1,191,469	1,106,462	7.7%	931,250	887,463	4.9%	260,219	218,999	18.8%
PARTY SIZE									
One	170,374	160,553	6.1%	151,415	143,385	5.6%	18,960	17,167	10.4%
Two	551,785	518,742	6.4%	433,098	418,216	3.6%	118,687	100,526	18.1%
Three or more	469,309	427,168	9.9%	346,737	325,862	6.4%	122,572	101,306	21.0%
Avg Party Size	2.04	2.12	-3.8%	1.92	2.04	-5.8%	2.47	2.46	0.4%
VISIT STATUS									
First-Time	395,240	361,401	9.4%	280,321	266,343	5.2%	114,919	95,058	20.9%
Repeat	796,229	745,061	6.9%	650,929	621,120	4.8%	145,300	123,941	17.2%
Average # of Trips	5.11	5.18	-1.5%	5.63	5.61	0.4%	3.23	3.46	-6.7%
TRAVEL METHOD									
Group Tour	86,945	80,166	8.5%	45,024	42,972	4.8%	41,921	37,194	12.7%
Package	345,615	327,379	5.6%	214,811	217,503	-1.2%	130,803	109,876	19.0%
Group Tour & Pkg	68,354	61,246	11.6%	31,508	30,439	3.5%	36,846	30,807	19.6%
True Independent	827,264	760,163	8.8%	702,922	657,426	6.9%	124,342	102,737	21.0%
ISLANDS VISITED									
O'ahu	468,468	431,749	8.5%	287,389	274,646	4.6%	181,079	157,103	15.3%
Mau'i County	265,440	254,097	4.5%	213,539	204,874	4.2%	51,901	49,223	5.4%
...Mau'i	258,998	248,970	4.0%	208,401	200,197	4.1%	50,597	48,774	3.7%
...Moloka'i	16,439	19,488	-15.6%	10,936	13,610	-19.6%	5,503	5,879	-6.4%
...Lāna'i	19,570	22,619	-13.5%	13,530	15,603	-13.3%	6,039	7,016	-13.9%
Kaua'i	185,830	187,587	-0.9%	156,037	152,440	2.4%	29,792	35,147	-15.2%
Hawai'i Island	1,191,469	1,106,462	7.7%	931,250	887,463	4.9%	260,219	218,999	18.8%
...Hilo	284,623	273,289	4.1%	219,992	210,819	4.4%	64,630	62,469	3.5%
...Kona	1,191,469	1,106,462	7.7%	931,250	887,463	4.9%	260,219	218,999	18.8%
LENGTH OF STAY									
O'ahu (days)	5.13	5.09	0.9%	5.14	5.10	0.7%	5.12	5.06	1.3%
Mau'i (days)	4.19	4.01	4.4%	4.31	4.22	2.1%	3.68	3.15	17.0%
Moloka'i (days)	2.23	1.93	15.3%	2.72	2.24	21.6%	1.25	1.23	2.0%
Lāna'i (days)	2.05	1.79	14.6%	2.39	2.07	15.7%	1.27	1.16	9.6%
Kaua'i (days)	3.47	3.31	5.0%	3.65	3.54	3.2%	2.55	2.31	10.6%
Hawai'i Island (days)	7.68	7.65	0.5%	8.30	8.25	0.5%	5.48	5.19	5.6%
...Hilo (days)	2.62	2.44	7.4%	2.75	2.65	3.9%	2.17	1.73	25.4%
...Kona (days)	7.06	7.04	0.2%	7.65	7.62	0.3%	4.94	4.69	5.3%
Statewide (days)	11.22	11.17	0.4%	11.52	11.46	0.5%	10.11	9.96	1.5%
ACCOMMODATIONS 1/									
Hotel	715,552	659,120	8.6%	519,035	491,074	5.7%	196,517	168,046	16.9%
...Hotel Only	507,915	461,383	10.1%	351,645	332,132	5.9%	156,270	129,251	20.9%
Condo	241,966	227,265	6.5%	193,663	187,179	3.5%	48,302	40,086	20.5%
...Condo Only	158,690	147,608	7.5%	129,977	125,039	3.9%	28,713	22,569	27.2%
Timeshare	140,067	138,813	0.9%	120,180	120,658	-0.4%	19,887	18,155	9.5%
...Timeshare Only	96,422	94,751	1.8%	82,876	84,218	-1.6%	13,546	10,533	28.6%
Rental House	103,011	86,084	19.7%	90,878	78,817	15.3%	12,133	7,267	67.0%
Bed & Breakfast	32,446	31,514	3.0%	28,100	26,081	7.7%	4,346	5,432	-20.0%
Cruise Ship	92,381	94,112	-1.8%	78,454	77,123	1.7%	13,927	16,989	-18.0%
Friends or Relatives	107,565	101,034	6.5%	96,453	92,423	4.4%	11,113	8,611	29.0%
PURPOSE OF TRIP									
Pleasure (Net)	1,041,338	957,319	8.8%	805,797	764,510	5.4%	235,541	192,809	22.2%
....Vacation	975,953	898,527	8.6%	772,435	731,814	5.6%	203,519	166,713	22.1%
....Honeymoon	66,889	60,994	9.7%	35,621	35,104	1.5%	31,268	25,890	20.8%
...Get Married	15,161	13,884	9.2%	8,000	8,277	-3.3%	7,161	5,607	27.7%
MC&I (Net)	68,254	71,329	-4.3%	58,551	58,816	-0.5%	9,704	12,513	-22.5%
....Convention/Conf.	45,379	40,893	11.0%	38,563	35,545	8.5%	6,817	5,348	27.5%
....Corp. Meetings	11,778	14,919	-21.1%	11,235	12,248	-8.3%	543	2,671	-79.7%
....Incentive	13,810	18,776	-26.4%	11,287	14,052	-19.7%	2,523	4,724	-46.6%
Other Business	34,025	32,885	3.5%	30,918	29,649	4.3%	3,107	3,237	-4.0%
Visit Friends/Relatives	93,235	87,224	6.9%	83,648	79,735	4.9%	9,587	7,490	28.0%
Government/Military	3,716	4,109	-9.6%	3,486	3,784	-7.9%	230	325	-29.4%
Attend School	3,769	3,943	-4.4%	3,027	2,744	10.3%	742	1,199	-38.1%
Sport Events	19,143	17,181	11.4%	13,767	13,391	2.8%	5,376	3,791	41.8%

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

Source: Hawai'i Tourism Authority

**Table 62: Visitor Days by Island and MMA (Arrivals by Air)
2012**

2012	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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	10,951,181	8,087,121	7,881,767	2,073,043	265,624	84,953	238,139	63,679	112,300	764,694	1,868,775	199,788	2,068,563
Maui	9,483,548	4,628,790	195,380	2,831,592	120,186	46,823	148,914	44,007	64,005	423,935	212,852	38,269	251,122
Moloka'i	133,172	66,951	2,315	24,891	1,666	637	5,794	443	1,374	9,913	4,353	334	4,687
Lāna'i	122,680	89,968	5,038	18,223	1,659	351	1,758	452	752	4,971	7,281	159	7,440
Kaua'i	4,682,311	2,286,910	61,640	585,780	51,539	17,407	69,539	13,687	23,650	175,822	74,427	12,629	87,057
Hawai'i Island	5,098,613	2,692,361	673,352	964,270	78,760	39,484	112,713	14,667	44,309	289,933	161,419	26,074	187,493
...Hilo	871,736	615,881	159,975	125,024	19,500	8,840	35,484	4,388	14,547	82,760	46,606	3,394	50,000
...Kona	4,226,877	2,076,480	513,377	839,246	59,260	30,644	77,229	10,279	29,762	207,173	114,813	22,680	137,493
STATE	30,471,505	17,852,102	8,819,493	6,497,799	519,433	189,655	576,857	136,935	246,389	1,669,269	2,329,108	277,254	2,606,362
DOMESTIC													
O'ahu	10,718,067	7,815,030	43,642	906,420	229,685	63,114	217,880	60,337	104,122	675,137	325,409	30,906	356,315
Maui	9,399,760	4,570,410	3,567	837,566	97,469	31,989	138,751	43,184	58,585	369,978	32,057	6,322	38,379
Moloka'i	132,345	66,951	214	10,859	1,666	637	3,286	443	1,374	7,406	340	93	433
Lāna'i	121,147	89,370	87	7,234	1,602	351	1,724	452	752	4,881	451	64	516
Kaua'i	4,662,467	2,265,712	1,522	319,745	39,660	11,345	65,292	12,914	23,280	152,491	9,955	2,985	12,940
Hawai'i Island	5,050,206	2,657,931	5,141	492,617	68,490	25,879	104,783	13,872	40,288	253,312	19,662	3,627	23,289
...Hilo	855,039	607,337	1,129	66,325	15,841	8,391	33,736	4,318	11,575	73,861	5,416	851	6,267
...Kona	4,195,167	2,050,595	4,012	426,292	52,650	17,488	71,047	9,554	28,713	179,451	14,246	2,776	17,022
STATE	30,083,992	17,465,405	54,173	2,574,440	438,572	133,314	531,717	131,202	228,400	1,463,205	387,873	43,998	431,872
INTERNATIONAL													
O'ahu	233,114	272,091	7,838,125	1,166,623	35,939	21,839	20,259	3,342	8,178	89,557	1,543,366	168,882	1,712,249
Maui	83,788	58,380	191,813	1,994,027	22,717	14,834	10,163	823	5,420	53,957	180,795	31,947	212,742
Moloka'i	828	0	2,102	14,032	0	0	2,507	0	0	2,507	4,013	241	4,255
Lāna'i	1,532	598	4,951	10,990	57	0	34	0	0	91	6,830	95	6,924
Kaua'i	19,844	21,198	60,117	266,036	11,879	6,062	4,247	773	370	23,331	64,473	9,644	74,117
Hawai'i Island	48,408	34,429	668,212	471,653	10,270	13,605	7,930	795	4,021	36,621	141,757	22,447	164,204
...Hilo	16,697	8,544	158,846	58,699	3,660	449	1,748	70	2,972	8,898	41,190	2,543	43,733
...Kona	31,711	25,885	509,365	412,954	6,610	13,156	6,182	725	1,049	27,722	100,567	19,904	120,471
STATE	387,513	386,697	8,765,320	3,923,359	80,862	56,340	45,141	5,732	17,989	206,064	1,941,235	233,256	2,174,491

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

Source: Hawai'i Tourism Authority

**Table 62: Visitor Days by Island and MMA (Arrivals by Air) continued
2012**

2012	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	561,634	33,466	887,749	33,464	65,076	1,581,389	28,039	104,690	58,953	191,682	2,264,651	35,864,092
Maui	60,184	4,450	105,453	4,690	8,317	183,095	17,412	25,513	20,284	63,209	596,586	18,657,257
Moloka'i	4,462	57	543	0	19	5,081	82	466	1,315	1,864	9,897	258,772
Lāna'i	996	234	707	36	118	2,092	222	447	402	1,071	11,249	262,733
Kaua'i	16,042	931	10,878	1,123	2,254	31,229	2,310	9,000	6,060	17,371	240,414	8,168,533
Hawai'i Island	56,385	5,211	73,483	6,098	8,858	150,035	4,002	15,171	14,740	33,913	362,545	10,452,516
...Hilo	15,569	1,781	16,352	4,197	2,490	40,389	904	2,926	3,300	7,131	92,743	2,045,639
...Kona	40,816	3,430	57,131	1,901	6,368	109,646	3,098	12,245	11,440	26,783	269,802	8,406,878
STATE	699,703	44,349	1,078,814	45,411	84,643	1,952,920	52,068	155,288	101,755	309,111	3,485,343	73,663,903
DOMESTIC												
O'ahu	201,545	9,662	54,877	7,283	11,818	285,185	26,843	99,754	49,640	176,237	896,149	21,872,182
Maui	21,556	2,322	7,423	1,600	2,217	35,118	17,127	25,513	19,302	61,943	413,488	15,730,209
Moloka'i	1,454	43	84	0	19	1,601	82	466	1,315	1,864	6,227	227,900
Lāna'i	481	80	125	36	48	771	222	447	402	1,071	6,991	232,068
Kaua'i	7,553	820	4,140	549	879	13,940	2,310	9,000	5,810	17,121	179,525	7,625,463
Hawai'i Island	18,006	1,773	10,197	1,500	2,004	33,479	4,002	15,171	14,740	33,913	254,970	8,804,859
...Hilo	5,741	470	2,817	414	590	10,033	904	2,926	3,300	7,131	56,901	1,684,023
...Kona	12,264	1,303	7,379	1,086	1,414	23,446	3,098	12,245	11,440	26,783	198,069	7,120,836
TOTAL	250,595	14,701	76,845	10,968	16,985	370,093	50,587	150,352	91,210	292,149	1,757,351	54,492,680
INTERNATIONAL												
O'ahu	360,090	23,803	832,872	26,181	53,258	1,296,204	1,196	4,936	9,314	15,445	1,368,502	13,991,910
Maui	38,628	2,128	98,031	3,091	6,100	147,977	285	0	982	1,267	183,098	2,927,048
Moloka'i	3,008	14	458	0	0	3,480	0	0	0	0	3,670	30,872
Lāna'i	515	153	582	0	70	1,321	0	0	0	0	4,258	30,665
Kaua'i	8,489	111	6,739	575	1,375	17,289	0	0	250	250	60,890	543,071
Hawai'i Island	38,380	3,439	63,286	4,597	6,854	116,556	0	0	0	0	107,575	1,647,658
...Hilo	9,828	1,312	13,535	3,782	1,899	30,356	0	0	0	0	35,842	361,616
...Kona	28,552	2,127	49,751	815	4,954	86,200	0	0	0	0	71,733	1,286,042
TOTAL	449,109	29,649	1,001,968	34,443	67,658	1,582,827	1,481	4,936	10,545	16,962	1,727,992	19,171,224

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

Source: Hawai'i Tourism Authority

Table 63: Visitor Days Growth by Island and MMA (Arrivals by Air)
% change 2012 vs. 2011

% 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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	1.1%	11.0%	18.6%	-6.3%	1.4%	-12.0%	15.6%	17.4%	16.6%	6.9%	29.5%	25.1%	29.1%
Maui	6.2%	0.7%	-4.7%	14.1%	12.9%	35.9%	18.3%	20.1%	24.8%	19.5%	3.0%	-6.0%	1.5%
Moloka'i	34.9%	3.7%	-24.3%	27.5%	-6.3%	-4.3%	117.6%	-97.6%	-94.5%	-79.5%	10.4%	-92.5%	-44.1%
Lāna'i	1.0%	-5.2%	4.7%	14.0%	-23.1%	-36.9%	10.8%	20.4%	-37.2%	-15.3%	26.4%	-8.6%	25.4%
Kaua'i	11.5%	-1.0%	-10.2%	11.8%	9.4%	-14.0%	-1.4%	936.0%	741.8%	23.8%	8.9%	127.9%	17.8%
Hawai'i Island	11.3%	-4.8%	20.7%	22.3%	4.4%	7.6%	16.0%	1.5%	23.6%	11.7%	18.6%	45.4%	21.7%
...Hilo	20.8%	-3.0%	20.5%	-2.5%	12.6%	-5.0%	32.0%	-48.4%	-26.0%	1.3%	26.2%	-28.1%	20.0%
...Kona	9.5%	-5.3%	20.7%	27.1%	2.0%	11.9%	9.9%	73.1%	83.8%	16.4%	15.8%	71.7%	22.4%
STATE	5.9%	3.9%	17.8%	7.6%	5.0%	0.3%	14.5%	9.2%	16.0%	9.4%	25.0%	21.3%	24.6%
DOMESTIC													
O'ahu	1.4%	11.0%	2.7%	-15.8%	3.9%	4.1%	15.7%	14.5%	20.3%	10.8%	44.9%	33.9%	43.9%
Maui	6.1%	0.6%	-19.0%	9.9%	4.7%	27.1%	17.4%	21.9%	20.4%	15.4%	-12.7%	15.3%	-9.1%
Moloka'i	35.8%	5.6%	135.4%	15.7%	15.3%	-4.3%	25.0%	-97.6%	-94.5%	-84.6%	-34.7%	21.6%	-27.5%
Lāna'i	0.4%	-3.7%	-39.2%	-23.4%	-10.7%	-36.9%	8.7%	20.4%	-37.2%	-11.4%	-19.5%	-35.9%	-22.0%
Kaua'i	11.9%	-0.9%	-20.3%	3.4%	-4.6%	-9.3%	-2.1%	1237.8%	1155.1%	23.4%	-9.3%	56.8%	0.4%
Hawai'i Island	12.1%	-4.0%	27.7%	5.4%	-1.5%	10.1%	13.8%	-2.6%	18.0%	8.5%	-14.0%	21.6%	-9.9%
...Hilo	20.0%	-2.4%	36.0%	-21.7%	2.3%	36.2%	37.0%	-48.6%	-39.1%	0.3%	0.1%	26.3%	3.0%
...Kona	10.6%	-4.5%	25.5%	11.4%	-2.6%	0.9%	5.3%	63.7%	89.8%	12.3%	-18.4%	20.2%	-13.9%
STATE	6.2%	4.0%	2.1%	-2.3%	2.3%	8.3%	13.3%	7.5%	15.7%	9.2%	31.0%	30.8%	30.9%
INTERNATIONAL													
O'ahu	-12.5%	10.2%	18.7%	2.8%	-11.9%	-39.2%	13.6%	120.4%	-16.4%	-15.4%	26.7%	23.6%	26.4%
Maui	18.3%	13.6%	-4.3%	16.0%	69.8%	59.6%	32.8%	-31.4%	104.6%	57.9%	6.4%	-9.3%	3.7%
Moloka'i	-31.9%	-100.0%	-29.1%	38.4%	-100.0%	NA	7124.7%	NA	NA	581.2%	17.2%	-94.5%	-45.4%
Lāna'i	107.6%	-71.6%	6.1%	68.0%	-84.4%	NA	NA	NA	NA	-75.2%	31.4%	28.6%	31.3%
Kaua'i	-40.0%	-9.9%	-9.9%	23.9%	114.0%	-21.7%	11.8%	117.2%	-61.3%	26.8%	12.4%	165.1%	21.5%
Hawai'i Island	-38.0%	-39.9%	20.6%	47.0%	73.5%	3.1%	56.9%	291.0%	134.3%	40.4%	25.2%	50.2%	28.1%
...Hilo	89.4%	-34.9%	20.4%	35.1%	99.7%	-85.7%	-23.0%	-31.2%	353.9%	11.2%	30.6%	-37.2%	22.9%
...Kona	-54.2%	-41.4%	20.7%	48.9%	61.7%	30.9%	122.0%	613.3%	-1.2%	53.3%	23.1%	82.6%	30.1%
STATE	-14.0%	1.1%	17.9%	15.2%	21.9%	-14.8%	31.4%	75.0%	19.1%	11.3%	23.8%	19.7%	23.4%

NA: Not Applicable

Source: Hawai'i Tourism Authority

Table 63: Visitor Days Growth by Island and MMA (Arrivals by Air) continued
% change 2012 vs. 2011

% 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	57.1%	37.3%	37.1%	14.2%	23.1%	42.3%	9.2%	35.3%	69.8%	39.2%	17.2%	10.4%
Maui	19.5%	0.2%	23.2%	-49.7%	31.4%	17.3%	15.4%	10.3%	-6.0%	5.7%	16.9%	6.4%
Moloka'i	121.3%	-91.9%	-56.7%	-100.0%	-90.8%	10.5%	-79.8%	27.3%	307.1%	69.9%	16.2%	0.7%
Lāna'i	-66.2%	-53.9%	21.8%	-91.6%	-43.7%	-55.3%	-21.2%	-1.6%	63.6%	9.1%	22.7%	-0.4%
Kaua'i	-10.3%	-32.6%	-35.7%	-41.2%	5.9%	-22.4%	-43.7%	3.2%	-18.1%	-14.1%	10.8%	7.5%
Hawai'i Island	15.5%	51.6%	18.7%	25.6%	16.9%	18.5%	-21.9%	6.3%	-7.6%	-4.1%	0.9%	7.9%
...Hilo	5.7%	121.4%	-8.8%	261.5%	-26.8%	6.2%	-12.9%	-5.3%	-3.5%	-5.5%	-15.5%	7.9%
...Kona	19.7%	30.3%	30.0%	-48.5%	52.4%	23.8%	-24.1%	9.5%	-8.7%	-3.6%	8.1%	7.9%
STATE	45.9%	27.2%	32.5%	-1.8%	22.1%	35.3%	2.7%	24.9%	26.9%	21.1%	14.8%	8.6%
DOMESTIC												
O'ahu	53.9%	41.6%	40.9%	52.1%	51.5%	50.6%	6.0%	37.3%	48.6%	34.1%	-3.9%	5.0%
Maui	-26.9%	19.2%	-22.0%	-4.5%	32.2%	-20.8%	14.0%	12.1%	-8.4%	5.2%	-3.6%	4.4%
Moloka'i	52.9%	-9.1%	-62.9%	-100.0%	-75.0%	18.6%	-79.8%	27.3%	307.1%	69.9%	-17.6%	-0.5%
Lāna'i	-37.1%	236.3%	-52.9%	-43.5%	-27.5%	-35.0%	-21.2%	-1.6%	63.6%	9.1%	-10.1%	-3.0%
Kaua'i	-17.2%	6.5%	35.2%	-25.2%	26.1%	-3.1%	-43.3%	3.2%	-21.5%	-15.2%	-6.6%	7.0%
Hawai'i Island	-15.8%	37.3%	79.7%	-8.9%	19.3%	5.7%	-20.9%	10.1%	-7.6%	-2.5%	-5.3%	5.6%
...Hilo	-12.9%	17.2%	99.5%	13.0%	23.8%	8.5%	-12.9%	-5.3%	-3.5%	-5.5%	-1.1%	7.0%
...Kona	-17.2%	46.4%	73.2%	-15.2%	17.6%	4.5%	-23.0%	14.5%	-8.7%	-1.7%	-6.4%	5.2%
STATE	30.0%	34.8%	33.2%	22.4%	41.6%	31.1%	0.8%	26.6%	16.3%	18.1%	-4.4%	5.1%
INTERNATIONAL												
O'ahu	59.0%	35.6%	36.8%	6.8%	18.2%	40.5%	235.4%	5.5%	612.0%	143.5%	36.9%	20.2%
Maui	85.2%	-14.7%	28.8%	-59.6%	31.1%	32.4%	304.1%	-100.0%	96.6%	33.9%	125.4%	18.3%
Moloka'i	182.4%	-97.9%	-55.3%	-100.0%	-100.0%	7.1%	NA	NA	NA	NA	281.0%	10.9%
Lāna'i	-76.4%	-68.3%	84.7%	-100.0%	-51.2%	-62.2%	NA	NA	NA	NA	205.8%	24.8%
Kaua'i	-3.1%	-81.8%	-51.4%	-51.1%	-3.9%	-33.1%	-100.0%	NA	NA	634.9%	146.6%	16.0%
Hawai'i Island	39.9%	60.2%	12.6%	43.4%	16.2%	22.8%	-100.0%	-100.0%	NA	-100.0%	19.3%	22.0%
...Hilo	20.8%	224.6%	-18.1%	376.1%	-35.1%	5.5%	na	NA	NA	NA	-31.4%	12.3%
...Kona	48.0%	22.0%	25.3%	-66.2%	66.5%	30.4%	-100.0%	-100.0%	NA	-100.0%	89.3%	25.1%
STATE	56.6%	23.8%	32.5%	-7.6%	18.1%	36.3%	184.4%	-11.0%	483.4%	115.4%	44.2%	19.9%

NA: Not Applicable

Source: Hawaii Tourism Authority

**Table 64: Visitor Arrivals by Island and MMA (Arrivals by Air)
2012**

2012	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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	1,393,321	1,015,673	1,409,721	209,380	31,578	11,362	28,507	7,633	10,257	89,337	236,238	24,079	260,317
Maui	1,109,708	622,452	67,977	255,602	15,876	5,158	20,017	5,344	7,161	53,556	45,831	4,794	50,625
Moloka'i	21,709	14,918	1,286	3,927	373	162	1,148	133	316	2,132	3,461	281	3,742
Lāna'i	29,468	24,902	2,203	4,735	500	131	480	127	232	1,469	4,116	124	4,240
Kaua'i	553,222	338,756	27,907	66,205	7,954	3,014	11,684	2,317	3,804	28,773	20,869	1,938	22,807
Hawai'i Island	574,246	380,022	203,009	96,274	11,115	6,626	15,084	2,385	5,477	40,687	42,708	3,041	45,749
...Hilo	159,702	155,620	86,023	32,449	5,015	2,263	7,571	1,061	2,855	18,766	26,119	1,624	27,743
...Kona	508,908	322,303	136,372	87,410	9,353	5,792	12,078	1,908	4,168	33,299	31,691	2,623	34,314
STATE	3,178,824	1,699,625	1,465,654	499,144	45,664	18,258	40,044	11,085	14,200	129,252	247,150	25,889	273,039
DOMESTIC													
O'ahu	1,357,464	969,394	6,678	96,643	27,007	7,052	25,366	6,998	9,083	75,507	51,645	4,680	56,325
Maui	1,098,158	611,643	581	81,958	12,839	3,758	18,118	5,076	6,791	46,583	6,017	817	6,834
Moloka'i	21,225	14,918	31	1,666	373	162	658	133	316	1,642	163	39	202
Lāna'i	28,786	24,304	27	1,953	443	131	446	127	232	1,379	149	30	178
Kaua'i	550,187	334,162	262	35,175	6,155	1,801	10,691	2,231	3,747	24,625	2,194	419	2,613
Hawai'i Island	568,655	373,442	703	48,373	9,393	3,461	13,409	2,229	5,056	33,548	4,070	523	4,593
...Hilo	158,389	152,326	225	15,760	3,758	1,815	6,678	991	2,465	15,706	1,759	223	1,982
...Kona	503,857	317,080	587	43,910	7,818	2,627	10,483	1,752	4,082	26,763	3,262	403	3,665
STATE	3,133,196	1,646,697	7,319	203,533	38,862	10,206	36,703	10,450	12,757	108,979	54,423	5,392	59,815
INTERNATIONAL													
O'ahu	35,856	46,279	1,403,042	112,737	4,571	4,310	3,141	635	1,173	13,830	184,593	19,400	203,993
Maui	11,550	10,810	67,396	173,645	3,037	1,399	1,899	268	371	6,973	39,814	3,977	43,791
Moloka'i	484	0	1,255	2,261	0	0	490	0	0	490	3,298	241	3,540
Lāna'i	682	598	2,176	2,783	57	0	34	0	0	91	3,967	95	4,062
Kaua'i	3,035	4,594	27,645	31,030	1,800	1,213	993	86	56	4,147	18,675	1,519	20,194
Hawai'i Island	5,591	6,581	202,305	47,900	1,722	3,165	1,676	156	420	7,139	38,638	2,518	41,155
...Hilo	1,314	3,293	85,798	16,689	1,257	449	894	70	391	3,060	24,360	1,401	25,761
...Kona	5,051	5,222	135,784	43,501	1,535	3,165	1,595	156	86	6,536	28,428	2,220	30,649
STATE	45,628	52,928	1,458,335	295,611	6,802	8,052	3,341	635	1,443	20,273	192,727	20,497	213,224

Note: Sums may not total to total MMA due to rounding errors.

Source: Hawai'i Tourism Authority

Table 64: Visitor Arrivals by Island and MMA (Arrivals by Air) continued
2012

2012	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	109,729	4,312	147,039	5,347	7,852	274,279	2,875	10,521	6,122	19,518	232,499	4,904,045
Maui	15,343	1,073	43,413	1,018	1,621	62,468	1,844	4,043	3,397	9,284	77,520	2,309,194
Moloka'i	1,560	19	363	0	11	1,953	38	133	122	292	3,364	53,323
Lāna'i	641	64	291	10	89	1,095	89	140	120	350	4,187	72,649
Kaua'i	3,828	189	2,503	233	380	7,134	418	1,644	1,296	3,359	36,518	1,084,681
Hawai'i Island	17,929	956	13,392	1,423	1,699	35,399	544	2,378	2,601	5,523	52,373	1,433,282
...Hilo	8,475	534	8,163	1,212	794	19,179	200	956	1,256	2,413	24,541	526,435
...Kona	13,183	749	7,598	605	1,335	23,469	441	1,929	2,045	4,415	40,980	1,191,469
STATE	116,866	4,915	153,338	6,089	8,769	289,977	4,027	12,734	8,758	25,519	306,110	7,867,143
DOMESTIC												
O'ahu	39,953	1,387	7,468	1,177	1,512	51,496	2,768	10,045	5,762	18,575	102,560	2,734,643
Maui	5,286	376	1,494	297	368	7,821	1,737	4,043	3,238	9,018	52,111	1,914,706
Moloka'i	350	6	23	0	11	390	24	133	122	279	1,387	41,740
Lāna'i	270	13	26	10	19	338	76	140	120	336	1,577	58,877
Kaua'i	1,511	158	532	87	142	2,430	418	1,644	1,137	3,200	25,166	977,820
Hawai'i Island	4,472	265	878	267	344	6,226	544	2,378	2,400	5,322	31,815	1,072,678
...Hilo	2,239	94	306	101	162	2,902	200	956	1,055	2,212	11,918	361,420
...Kona	3,060	218	696	212	261	4,446	441	1,929	2,045	4,415	26,527	931,250
STATE	42,843	1,786	8,762	1,456	1,908	56,755	3,920	12,258	8,398	24,576	162,156	5,403,025
INTERNATIONAL												
O'ahu	69,776	2,925	139,571	4,171	6,340	222,783	107	476	360	943	129,939	2,169,402
Maui	10,057	697	41,920	721	1,253	54,647	107	0	159	266	25,409	394,488
Moloka'i	1,209	14	340	0	0	1,563	13	0	0	13	1,976	11,583
Lāna'i	371	51	265	0	70	757	13	0	0	13	2,610	13,772
Kaua'i	2,317	32	1,972	146	238	4,704	0	0	159	159	11,353	106,861
Hawai'i Island	13,456	691	12,514	1,156	1,355	29,173	0	0	201	201	20,558	360,604
...Hilo	6,236	441	7,857	1,111	632	16,277	0	0	201	201	12,622	165,015
...Kona	10,123	531	6,902	393	1,073	19,023	0	0	0	0	14,453	260,219
STATE	74,023	3,129	144,576	4,633	6,861	233,222	107	476	360	943	143,954	2,464,118

Note: Sums may not total to total MMA due to rounding errors.

Source: Hawai'i Tourism Authority

Table 65: Visitor Arrival Growth by Island and MMA (Arrivals by Air)
% change 2012 vs. 2011

% 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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	5.7%	4.0%	18.1%	-6.2%	-3.7%	-9.7%	14.4%	7.5%	13.3%	3.4%	29.3%	24.1%	28.8%
Maui	5.9%	2.6%	9.5%	7.7%	13.6%	-4.6%	24.4%	7.0%	7.5%	14.1%	11.1%	8.9%	10.9%
Moloka'i	-1.4%	-12.4%	-28.5%	-8.2%	-45.6%	1.9%	69.4%	-97.1%	-94.8%	9.4%	36.1%	-56.1%	17.5%
Lāna'i	-3.4%	-7.8%	2.0%	-1.4%	-41.0%	-10.6%	12.2%	20.6%	-27.7%	-18.5%	20.0%	61.2%	20.9%
Kaua'i	6.8%	5.8%	18.4%	3.2%	22.5%	4.8%	23.1%	1148.2%	742.4%	18.5%	15.0%	67.3%	18.1%
Hawai'i Island	4.8%	3.8%	22.8%	9.8%	9.2%	20.7%	20.7%	12.5%	60.1%	16.5%	23.4%	-5.8%	20.9%
...Hilo	3.2%	1.9%	23.3%	-1.3%	24.7%	-26.1%	21.9%	-48.6%	-39.1%	13.1%	20.8%	21.6%	20.8%
...Kona	4.8%	3.9%	21.3%	10.8%	9.0%	25.2%	20.6%	115.2%	74.9%	16.1%	18.2%	-4.6%	16.1%
STATE	6.1%	3.5%	18.0%	4.5%	0.2%	10.3%	15.4%	6.1%	12.8%	7.9%	30.6%	24.9%	30.0%
DOMESTIC													
O'ahu	6.9%	3.7%	-0.1%	-7.8%	0.3%	6.4%	12.8%	4.1%	8.8%	6.2%	31.8%	32.3%	31.8%
Maui	5.8%	2.7%	4.2%	-1.5%	8.2%	19.5%	19.7%	7.5%	9.5%	13.9%	21.6%	19.4%	21.4%
Moloka'i	-2.7%	-6.1%	40.1%	-14.9%	5.9%	1.9%	2.3%	-97.1%	-94.8%	3.9%	21.5%	117.6%	33.0%
Lāna'i	-3.3%	-5.1%	-30.3%	-10.0%	-8.0%	-10.6%	4.3%	20.6%	-27.7%	-4.1%	-6.3%	12.0%	-3.7%
Kaua'i	7.5%	6.4%	3.4%	-0.6%	10.8%	10.0%	19.5%	1555.1%	1412.2%	15.6%	41.6%	68.4%	45.3%
Hawai'i Island	5.7%	4.6%	28.1%	-2.2%	5.5%	18.6%	15.0%	7.7%	63.7%	12.4%	29.3%	29.5%	29.3%
...Hilo	5.5%	4.0%	19.0%	-5.2%	5.9%	31.2%	17.9%	-50.8%	-43.4%	16.3%	34.3%	47.4%	35.7%
...Kona	5.6%	4.9%	35.1%	-2.2%	5.6%	12.9%	12.9%	109.7%	97.0%	11.0%	29.2%	30.1%	29.3%
STATE	6.7%	3.3%	0.4%	-3.4%	0.7%	10.0%	14.4%	3.8%	8.4%	7.1%	31.9%	31.9%	31.9%
INTERNATIONAL													
O'ahu	-25.9%	10.5%	18.2%	-4.8%	-22.1%	-27.5%	29.5%	69.3%	67.4%	-9.7%	28.6%	22.3%	28.0%
Maui	17.2%	-0.6%	9.6%	12.6%	44.1%	-38.2%	99.5%	-1.3%	-19.1%	15.2%	9.7%	7.0%	9.4%
Moloka'i	151.1%	-100.0%	-29.3%	-2.4%	-100.0%	NA	1313.1%	NA	NA	33.2%	36.9%	-61.2%	16.8%
Lāna'i	-7.6%	-57.1%	2.6%	5.8%	-84.4%	NA	NA	NA	NA	-75.2%	21.3%	86.8%	22.3%
Kaua'i	-51.4%	-23.1%	18.6%	8.0%	92.4%	-2.0%	82.5%	68.9%	-72.4%	39.6%	12.5%	67.0%	15.4%
Hawai'i Island	-41.4%	-29.2%	22.8%	25.3%	35.2%	23.1%	99.7%	206.4%	26.3%	40.9%	22.8%	-10.9%	20.1%
...Hilo	-71.7%	-46.9%	23.3%	2.8%	164.7%	-73.3%	62.8%	37.5%	17.3%	-0.9%	19.9%	18.4%	19.8%
...Kona	-40.7%	-33.3%	21.3%	28.1%	30.6%	37.7%	117.2%	206.4%	-72.4%	43.0%	17.1%	-9.0%	14.7%
STATE	-23.1%	11.3%	18.1%	10.8%	-2.3%	10.8%	28.1%	69.3%	75.3%	12.4%	30.2%	23.2%	29.5%

NA: Not Applicable

Source: Hawai'i Tourism Authority

Table 65: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued
% change 2012 vs. 2011

% 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
O'ahu	44.3%	21.8%	40.5%	53.7%	3.7%	40.4%	2.2%	27.6%	10.9%	17.7%	22.5%	11.4%
Maui	45.2%	40.7%	28.1%	-3.2%	-2.8%	30.3%	6.0%	32.5%	1.2%	14.0%	17.4%	6.5%
Moloka'i	67.0%	-69.2%	-25.0%	-100.0%	-92.7%	-3.2%	-58.3%	42.0%	33.2%	6.2%	24.2%	-3.5%
Lāna'i	-41.2%	-26.5%	8.5%	-97.5%	22.8%	-42.6%	31.9%	11.0%	59.1%	29.7%	37.0%	-3.1%
Kaua'i	33.5%	-8.4%	-23.4%	-58.0%	-41.9%	-5.5%	-14.9%	36.2%	14.5%	18.6%	14.5%	7.2%
Hawai'i Island	48.0%	29.2%	20.0%	35.7%	-15.1%	30.8%	-11.2%	26.4%	14.6%	15.9%	11.7%	8.7%
...Hilo	50.8%	71.9%	33.4%	95.0%	-31.7%	38.6%	-6.2%	30.2%	39.8%	30.7%	23.8%	8.5%
...Kona	36.9%	30.6%	16.5%	-35.7%	-8.6%	22.7%	-12.4%	24.8%	4.0%	9.9%	8.2%	7.7%
STATE	43.0%	20.4%	36.2%	36.7%	7.1%	37.4%	-0.6%	26.1%	10.0%	15.4%	20.0%	9.7%
DOMESTIC												
O'ahu	37.0%	25.4%	23.5%	30.8%	14.7%	33.6%	0.0%	24.9%	9.9%	15.7%	-4.6%	5.5%
Maui	27.2%	44.1%	23.0%	22.7%	52.6%	27.9%	1.2%	34.5%	5.1%	15.6%	-2.3%	4.6%
Moloka'i	35.2%	-55.1%	-59.7%	-100.0%	-47.6%	7.5%	-73.1%	42.0%	33.2%	1.3%	-23.7%	-4.8%
Lāna'i	18.8%	95.0%	-63.3%	-49.6%	-5.1%	-2.0%	12.2%	11.0%	59.1%	24.8%	-22.5%	-4.8%
Kaua'i	12.3%	46.2%	29.9%	-21.4%	35.2%	16.9%	-14.2%	36.2%	0.4%	13.2%	0.5%	6.9%
Hawai'i Island	35.1%	27.1%	13.2%	13.1%	34.7%	30.1%	-9.7%	28.3%	5.7%	12.6%	-6.6%	5.0%
...Hilo	34.2%	-2.9%	-5.6%	6.2%	31.4%	25.8%	-6.2%	30.2%	17.5%	19.8%	-7.3%	4.6%
...Kona	36.6%	70.4%	19.1%	6.4%	40.7%	33.3%	-10.7%	27.1%	4.0%	11.0%	-6.1%	4.9%
STATE	35.3%	28.3%	22.6%	22.7%	25.4%	32.3%	-1.9%	24.2%	9.2%	14.0%	-3.2%	5.4%
INTERNATIONAL												
O'ahu	48.8%	20.2%	41.5%	61.6%	1.4%	42.1%	136.8%	131.3%	30.4%	78.9%	58.0%	19.9%
Maui	56.9%	38.9%	28.3%	-10.9%	-12.1%	30.7%	356.4%	-100.0%	-42.4%	-22.4%	100.3%	16.9%
Moloka'i	79.2%	-72.7%	-20.5%	-100.0%	-100.0%	-5.5%	NA	NA	NA	NA	121.9%	1.7%
Lāna'i	-57.0%	-36.6%	34.6%	-100.0%	33.3%	-51.6%	NA	NA	NA	NA	155.4%	4.7%
Kaua'i	52.2%	-68.1%	-31.0%	-67.1%	-56.6%	-14.0%	-100.0%	NA	NA	3788.6%	65.6%	10.1%
Hawai'i Island	52.8%	30.0%	20.6%	42.3%	-22.4%	31.0%	-100.0%	-100.0%	NA	428.2%	59.9%	21.7%
...Hilo	57.8%	105.5%	35.5%	111.0%	-39.2%	41.2%	NA	NA	NA	NA	81.3%	18.1%
...Kona	37.0%	19.2%	16.2%	-47.0%	-15.7%	20.5%	-100.0%	-100.0%	NA	-100.0%	50.4%	18.8%
STATE	47.8%	16.3%	37.1%	41.9%	2.9%	38.7%	91.1%	103.4%	30.4%	66.6%	64.5%	20.4%

NA: Not Applicable

Source: Hawai'i Tourism Authority

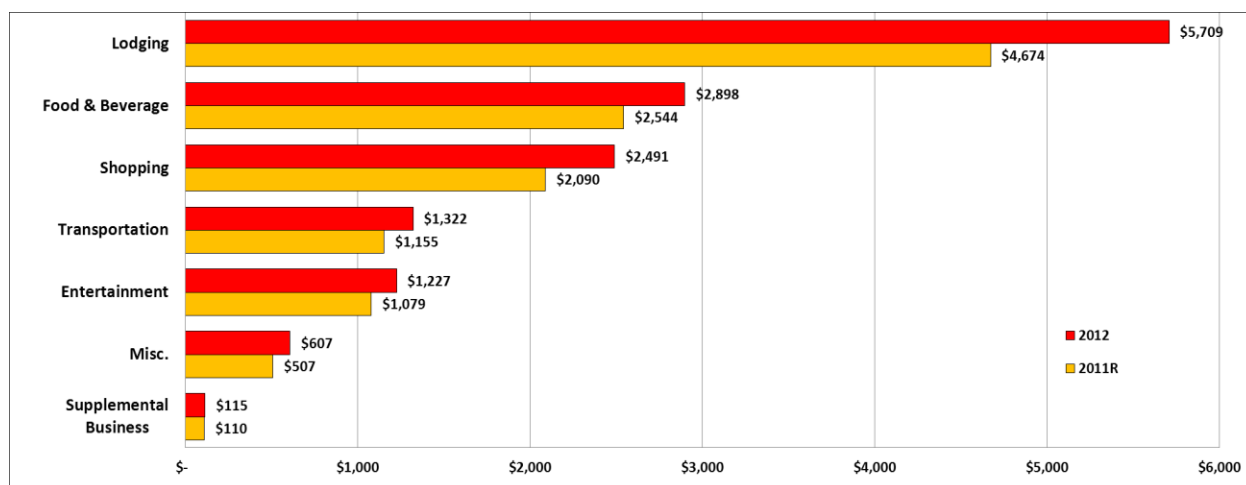
VISITOR EXPENDITURES

AIR & CRUISE VISITOR – TOTAL SPENDING BY CATEGORY

Total expenditures by all visitors who came by air or by cruise ship to Hawai‘i in 2012 rose 18.1 percent from 2011 to \$14.4 billion, boosted by higher average daily visitor spending and growth in visitor days (Table 66)⁷.

Lodging, the largest expenditure category, jumped 22.1 percent to \$5.7 billion and accounted for 39.7 percent of total visitor expenditures. Food and beverage, the second largest category was up 13.9 percent to \$2.9 billion or 20.2 percent of total visitor spending. Shopping expenditures increased 19.1 percent to \$2.5 billion or 17.3 percent of total visitor spending. Transportation expenditures rose 14.5 percent to \$1.3 billion while entertainment and recreation expenditures grew 13.7 percent to \$1.2 billion.

**Figure 19: Total Visitor Expenditures by Category (in million dollars)
2012 vs. 2011R**



R = 2011 Total visitor expenditures (air and cruise) by category was revised.

AIR & CRUISE VISITOR – TOTAL SPENDING BY ISLAND AND MMA

- Canadians spent more on Maui (\$467.8 million) than on O‘ahu (\$338.9 million) (Table 67 and Table 68).
- Japanese visitors spent the most on O‘ahu (\$2.5 billion), followed by Hawai‘i Island (\$146 million).
- O‘ahu – Spending by visitors from Japan (+26.9% from 2011 to \$2.5 billion), U.S. West (+11% to \$1.7 billion), U.S. East (+17.6% to \$1.5 billion), Oceania (+35.3% to \$518 million), Other Asia (+67.3% to \$496.2 million), Europe (+19% to \$136.7 million), and Latin America (+30% to \$40.3 million) on O‘ahu increased by double-digits compared to the previous year. Spending by visitors from Canada rose 1.8 percent to \$338.9 million.

⁷ 2011 Total Expenditures was revised to correct an error in Oceania spending and to utilize a new methodology for calculating supplemental business spending

Visitor Expenditures

- Maui – U.S. West visitors spent the most on Maui at \$1.6 billion, up 11.8 percent from 2011. Spending by U.S. East visitors was second highest at \$1.1 billion (+9.2%), followed by Canadian visitors at \$467.8 million (+19.4%), European visitors at \$84.7 million (+34.6%), Oceania visitors at \$66.4 million (+26%), Japanese visitors at \$52.1 million (+2.6%), Other Asia visitors at \$53.6 million (+37.8%) and Latin America visitors at \$11.5 million (+13.1%).
- Hawai'i Island – Expenditures on this island from U.S. West (+15.9%, to \$723.4 million), Japan (+29.1% to \$146 million), Canada (+33.2% to \$142.7 million), Europe (+13.1% to \$46.5 million), Other Asia (+39.8% to \$44 million) and Oceania (+39.4% to \$39.2 million) increased compared to 2011. Total expenditures by U.S. East of \$472.3 million were about the same as 2011 while total expenditures by Latin America were down 7.5 percent to \$7.1 million.
- Kaua'i – U.S. West visitors spent the most on Kaua'i at \$670.5 million (+12.9%), followed by spending from U.S. East (+5% to \$435.4 million), Canadian (+10.2% to \$85.9 million), European (+24% to \$26.3 million), Oceania (+17.4% to \$16.7 million), Japanese (-3.9% to \$11.2 million), Other Asia (-8.4% to \$8.1 million) and Latin America (-34.2% to \$3.4 million) visitors.

AIR VISITOR PERSONAL DAILY SPENDING⁸ BY MMA

U.S. West

U.S. West air visitors in 2012 spent an average of \$152 per person on a daily basis, up from \$144 in 2011 (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 2012 (\$67) was higher compared to 2011 (\$61).
- This group spent slightly more on transportation (\$17) compared to 2011 (\$16). U.S. West visitors in 2012 spent about the same amount on food and beverage (\$34), shopping (\$16), and entertainment and recreation (\$13) compared to a year ago.

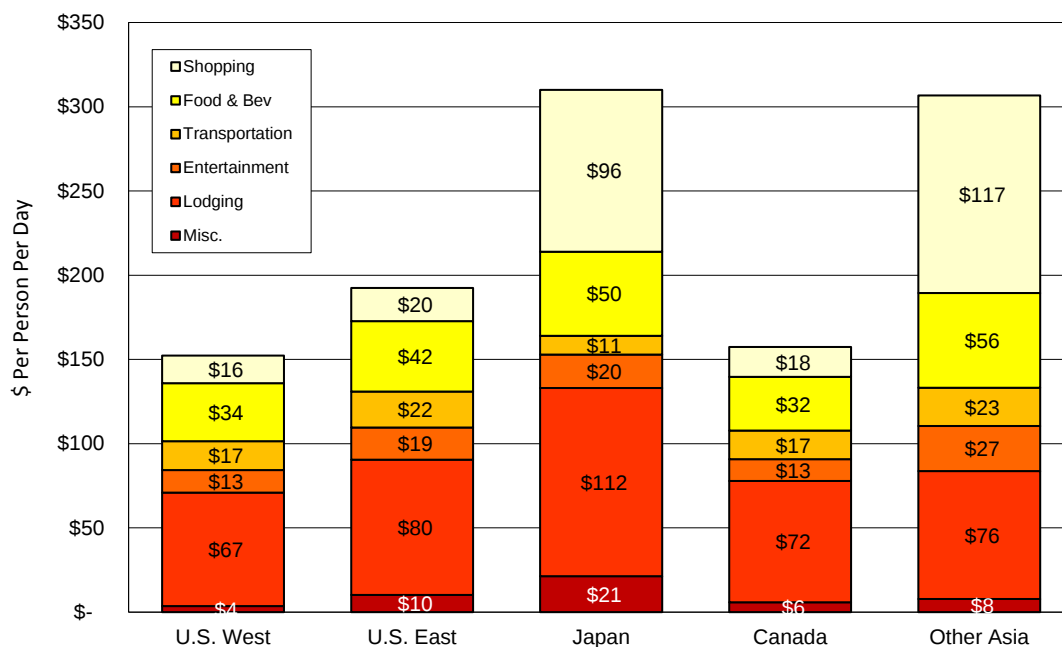
U.S. East

Per person per day expenditures by U.S. East air visitors increased to \$192 in 2012, from \$181 in 2011 (Table 71).

- Lodging expenditures, the largest expense for U.S. East visitors, rose from \$72 in 2011 to \$80 in 2012.
- U.S. East visitors in 2012 spent more on food and beverages (\$42, from \$41) and transportation (\$22, from \$20) than in the previous year. These visitors spent a similar amount on shopping (\$20) and entertainment and recreation (\$19) compared to 2011.

⁸ Per person per day spending by categories was only calculated for visitors who arrived by air and did not include visitors who arrived by cruise ship.

Figure 20: Air Visitor Personal Daily Spending by Category and Selected MMA 2012



Japan

Daily per person spending by air visitors from Japan was the second highest, after daily spending by Chinese visitors. In 2012, Japanese visitors' daily spending increased to \$310 from \$289 in 2011 (Table 72).

- The largest expenditure by Japanese visitors in 2012 was lodging (\$112), which rose significantly from 2011 (\$93). Although their shopping expenditures declined to \$96 (from \$102 in 2011), Japanese visitors still spent nearly five times more per day compared to U.S., Canadian or European visitors.
- These visitors also spent more on food and beverage (\$50, from \$46); and about the same for entertainment and recreation (\$20) and transportation (\$11) compared to 2011.

Canada

Daily spending by Canadian air visitors in 2012 rose to \$157, from \$150 in 2011 (Table 73).

- Lodging expenditures by these visitors increased to \$72, from \$67 in the previous year. Food and beverage (\$32, from \$31) and transportation (\$17, from \$16) expenditures were slightly higher compared to 2011.
- This group spent about the same amount as 2011 on shopping (\$18) and entertainment and recreation (\$13).

Europe

Daily per person spending by European air visitors increased to \$175 in 2012, from \$160 in the previous year (Table 74).

- These visitors spent more on lodging (\$79, from \$66), transportation (\$24, from \$22) and shopping (\$18, from \$17) compared to 2011. Spending on food and beverages (\$35) and entertainment and recreation (\$15) were similar to last year.

Oceania

Daily per person spending by air visitors from Oceania rose from \$228 in 2011 to \$246 in 2012 (Table 75).

- Oceania visitors' spending on lodging was \$88 in 2012, up from \$77 last year.
- These visitors also spent slightly more on food and beverages (\$47, from \$46) but less on shopping (\$59, from \$64) than in 2011. Spending on entertainment and recreation (\$21) and transportation (\$15) were similar to a year ago.

Australian Visitors

Daily spending by Australian visitors was \$248 per person in 2012 up from \$229 in the previous year (Australian visitors' daily spending does not include on-board cruise ship spending) (Table 81).

- Their largest expenditure was lodging at \$87 per person compared to \$75 in 2011.
- This group also spent more on shopping (\$70, from \$68), food and beverage (\$50, from \$47), and transportation (\$14, from \$13) compared to last year.

New Zealand Visitors

Daily spending by visitors from New Zealand rose to \$192 per person, from \$168 in 2011 (New Zealand visitors' daily spending does not include on-board cruise ship spending) (Table 82).

- Their biggest expenditure was lodging at \$68 per person compared to \$57 in 2011.
- These visitors also spent more on shopping (\$49, from \$44), food and beverage (\$40, from \$36), and transportation (\$14, from \$13) compared to last year.

Other Asia

Daily per person spending by visitors from Other Asia climbed to \$307 in 2012 (from \$259 in 2011) with increases in most categories (Table 76).

- There was moderate growth in lodging expenditures (\$76 from \$72) compared to the prior year.

Visitor Expenditures

- The most significant increase was in shopping which rose to \$117 per person (\$86 in 2011), and exceeded spending by Japanese visitors.
- This group also spent more on food and beverages (\$56, from \$46), entertainment and recreation (\$27, from \$26) and transportation (\$23, from \$22) compared to 2011.

Chinese Visitors

In 2012, daily spending by Chinese visitors was the highest among all visitors at \$396 per person, up from \$372 in 2011 (Chinese visitors' daily spending does not include on-board cruise ship spending) (Table 79).

- Their largest expenditure was shopping at \$194 per person, similar to 2011.
- Chinese visitors' spending on lodging in 2012 (\$81) was higher compared to the previous year (\$68).
- This group also spent more on food and beverage (\$55, from \$46), entertainment and recreation (\$31, from \$30) and transportation (\$26, from \$21) compared to 2011.

Korean Visitors

Korean visitors in 2012 spent \$262 per person on a daily basis, up from \$238 in the previous year (Korean visitors' daily spending does not include on-board cruise ship spending) (Table 80).

- Lodging was the largest expense for these visitors at \$74, up from \$66 in 2011.
- This group also spent more on shopping (\$77, from \$75), food and beverage (\$59, from \$46), entertainment and recreation (\$25, from \$23), and transportation (\$21, from \$20) than a year ago.

Latin America

Per person per day spending by Latin America visitors in 2012 was \$200, down from \$211 in the previous year (Table 77).

- These visitors spent \$71 on lodging compared to \$73 in 2011.
- They also spent slightly less on shopping (\$39, from \$40) and food and beverage (\$39, from \$40) but more on transportation (\$29 from \$24) compared to 2011.

AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

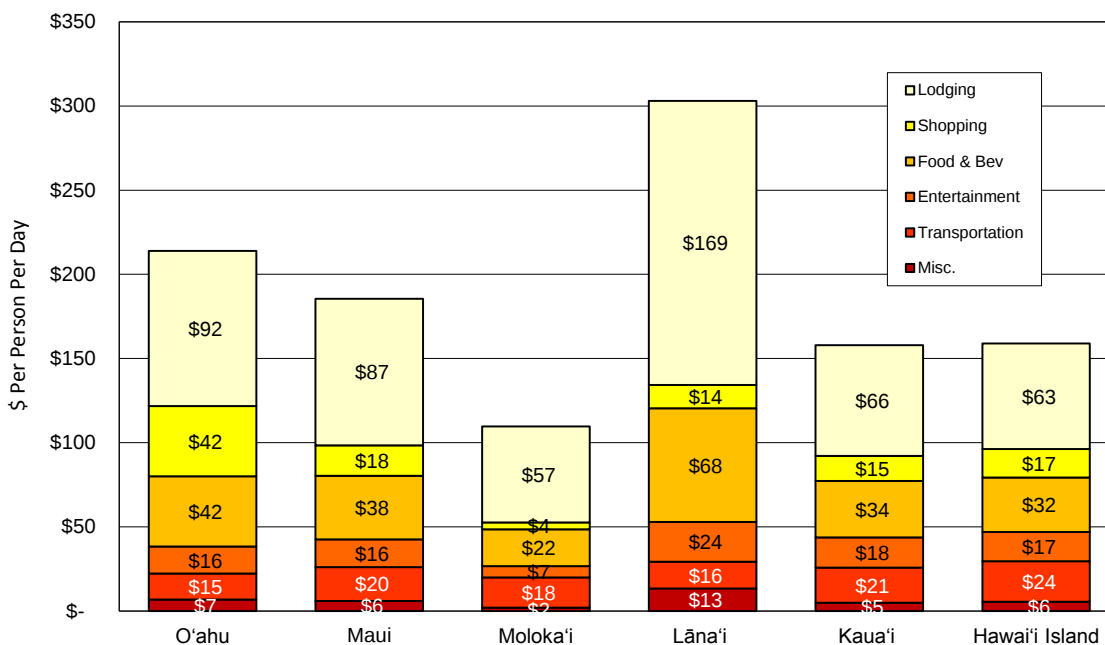
Daily spending by air visitors in 2012 increased on O'ahu, Maui, Kaua'i and Hawai'i Island; and was virtually unchanged on Moloka'i and Lāna'i compared to the previous year (Table 83, Figure 21).

- Visitors by air to Lāna'i continued to spend the most at \$303 per person.
- Daily spending on O'ahu was the second highest at \$214, up from \$192 in 2011.
- Daily spending on Maui was the third highest in 2012 at \$186, compared to \$174 last year.
- Hawai'i Island visitors spent \$159, up from \$151 in 2011.

Visitor Expenditures

- Visitors to Kauaʻi in 2012 spent \$158 compared to \$155 a year ago.
- Molokaʻi visitors spent \$110 in 2012.
- Lodging remained the largest expense for visitors across all islands and Lānaʻi visitors continued to spend the most per person. In 2012, Lānaʻi visitors spent \$169 on lodging (down slightly from \$171 in 2011), followed by Oʻahu visitors at \$92 (\$77 in 2011) and Maui visitors at \$87 (\$77 in 2011). Visitors on Kauaʻi spent \$66 on lodging, (\$62 in 2011), visitors on Hawaiʻi Island spent \$63 (\$59 in 2011) while Molokaʻi visitors spent \$57 (\$53 in 2011).
- Daily spending on food and beverage was the second largest category for visitors to the neighbor island. Lānaʻi visitors spent slightly less (\$68 from \$70); Maui visitors spent slightly more (\$38 from \$37); while visitors to Kauaʻi (\$34) and Hawaiʻi Island (\$32) spent about the same amount compared to 2011. Oahu visitors' spent \$42 on food and beverage in 2012, down from \$48 in the previous year.

**Figure 21: Visitor Personal Daily Spending by Category and Island
2012**



- Visitors to Oʻahu in 2012 spent the most on shopping at \$42 per person, up significantly from the previous year (\$25). Visitors on Maui spent \$18, slightly lower than 2011 (\$19). Visitors on Hawaiʻi Island spent \$17, a slight increase from \$16 in 2011. Visitors on Kauaʻi spent \$15, about the same; as last year. Lānaʻi visitors spent \$14 (\$12 in 2011) while Molokaʻi visitors spent \$4 (\$6 in 2011).
- Visitors on Lānaʻi spent \$24 per person on entertainment and recreation in 2012, followed by visitors on Kauaʻi (\$18), Hawaiʻi Island (\$17), Maui (\$16), and Oʻahu (\$16).

- Daily per person spending on transportation by visitors on Hawai'i Island was the highest at \$24, followed by visitors on Kaua'i (\$21), Maui (\$20), Moloka'i (\$18), Lāna'i (\$16) and O'ahu (\$15).

AIR VISITOR DAILY SPENDING BY TRIP CHARACTERISTICS (U.S. & JAPAN ONLY)

Trip Status

- First-time visitors from the top three MMAs (U.S. West, U.S. East and Japan) in 2012 spent more per person per day compared to those who have been to the islands before (Table 85).
- Japanese first-time visitors spent \$355, compared to \$283 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$204, while repeat visitors spent \$173. U.S. West first-time visitors spent \$167 versus \$148 for repeat visitors.

Purpose of Trip

- Honeymoon visitors from U.S. West and U.S. East in 2012 spent more than U.S. West or U.S. East visitors who came for MCI or for pleasure. Daily per person spending by U.S. East honeymoon visitors was \$270 in 2012 while U.S. West honeymooners spent \$213.
- In contrast, Japanese visitors who came for pleasure (\$379) spent more than those who came for MCI (\$311) and honeymoon (\$278).
- U.S. East (\$232) and U.S. West (\$193) MCI visitors spent more than U.S. East (\$185) and U.S. West (\$152) pleasure visitors.

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 2012, Japanese visitors who stayed in hotels spent \$339 per day, compared to U.S. East visitors at \$229 and U.S. West visitors at \$192.
- Japanese visitors who stayed in condominiums spent \$208 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$175 and \$150, respectively.
- Visitors from Japan who used time share properties spent \$158. U.S. East timeshare visitors spent \$135 per person, while U.S. West timeshare visitors spent \$151 per person.

Group Tour and True Independent

Japanese visitors who came on group tours spent \$325 per person, significantly higher than visitors from U.S. East (\$231) and U.S. West (\$202). Comparatively, Japanese (\$307), U.S. East (\$184) and U.S. West (\$151) visitors who made their own travel arrangements spent much less.

Visitor Expenditures

**Table 66: Total Visitor Expenditures by Category
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2012 vs. 2011**

Expenditure Type	2012	2011 R	% change
GRAND TOTAL	14,364.8	12,158.2	18.1
Total Food and beverage	2,897.7	2,544.1	13.9
Restaurant food	2,008.9	1,743.1	15.2
Dinner shows and cruises	282.7	252.7	11.9
Groceries and snacks	606.1	548.3	10.5
Entertainment & Recreation	1,226.9	1,079.0	13.7
Total Transportation	1,321.7	1,154.7	14.5
Interisland airfare	212.7	183.1	16.2
Ground transportation	121.9	102.3	19.1
Rental vehicles	869.6	764.4	13.8
Gasoline, parking, etc.	117.6	104.9	12.1
Total Shopping	2,489.7	2,089.6	19.1
Fashion and clothing	882.4	743.3	18.7
Jewelry and watches	381.9	340.5	12.1
Cosmetics, perfume	124.5	89.8	38.7
Leather goods	445.9	348.6	27.9
Hawai'i food products	278.0	227.5	22.2
Souvenirs	376.9	339.9	10.9
Lodging	5,707.6	4,673.9	22.1
All other expenses ^{1/}	606.6	506.9	19.7
Supplemental business	114.6	109.9	4.3

^{1/} Includes cruise package and on-ship spending on U.S. flagged Hawai'i home-ported ships.

R = 2011 PPPD spending was revised from the 2011 Annual Visitor Research Report.

Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority

Visitor Expenditures

Table 67: Total Visitor Expenditures by Island and MMA
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2012

2012	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	1,673.3	1,491.8	2,530.1	338.9	136.7	518.0	496.2	40.3	520.5	7,745.7
Maui	1,582.8	1,053.8	52.1	467.8	84.7	66.4	53.6	11.5	133.9	3,506.6
Moloka'i	16.1	7.3	0.0	2.3	0.9	0.1	0.6	0.0	1.2	28.7
Lāna'i	35.6	27.5	2.1	5.3	1.5	2.8	0.9	0.4	4.4	80.6
Kaua'i	670.5	435.4	11.2	85.9	26.3	16.7	8.1	3.4	52.4	1,310.0
Big Island	723.4	472.3	146.0	142.7	46.5	39.2	44.0	7.1	71.9	1,693.3
STATE	4,701.8	3,488.1	2,741.6	1,043.0	296.7	643.2	603.4	62.7	784.4	14,364.8

Source: Hawai'i Tourism Authority

Table 68: Total Visitor Expenditure Growth by Island and MMA
% change 2012 vs. 2011

2012	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	11.0%	17.6%	26.9%	1.8%	19.0%	35.3%	67.3%	30.0%	40.3%	23.0%
Maui	11.8%	9.2%	2.6%	19.4%	34.6%	26.0%	37.8%	13.1%	48.0%	13.9%
Moloka'i	48.8%	-13.9%	68.0%	92.3%	-84.5%	-81.5%	31.1%	-99.2%	273.4%	1.1%
Lāna'i	-3.9%	-1.4%	13.7%	-10.3%	-2.0%	90.8%	-47.3%	-35.9%	30.6%	-1.0%
Kaua'i	12.9%	5.0%	-3.9%	10.2%	24.0%	17.4%	-8.4%	-34.2%	33.2%	10.4%
Hawai'i Island	15.9%	0.7%	29.1%	33.2%	13.1%	39.4%	39.8%	-7.5%	15.9%	14.1%
STATE	12.2%	10.6%	26.3%	13.8%	19.7%	34.0%	59.7%	14.3%	38.4%	18.1%

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 69: Total Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011 R	% change
GRAND TOTAL	192.7	177.3	8.7
Total Food and beverage	39.2	37.5	4.7
Restaurant food	27.2	25.7	5.9
Dinner shows and cruises	3.8	3.7	2.8
Groceries and snacks	8.2	8.1	1.6
Entertainment & Recreation	16.4	15.8	3.9
Total Transportation	17.9	17.0	5.1
Interisland airfare	2.9	2.7	6.6
Ground transportation	1.6	1.5	8.9
Rental vehicles	11.8	11.3	4.6
Gasoline, parking, etc.	1.6	1.5	2.9
Total Shopping	33.5	30.7	9.3
Fashion and clothing	11.9	10.9	8.9
Jewelry and watches	5.1	5.0	2.9
Cosmetics, perfume	1.7	1.3	27.5
Leather goods	6.0	5.1	17.8
Hawai'i food products	3.7	3.3	12.0
Souvenirs	5.0	5.0	1.4
Lodging	77.4	68.9	12.4
All other expenses 1/	8.2	7.4	9.8

1/ Includes cruise package spending on U.S. flagged Hawai'i home-ported ships.

R = 2011 PPPD spending was revised from the 2011 Annual Visitor Research Report.

Does not include supplemental business expenditures

Source: Hawai'i Tourism Authority

**Table 70: U.S. West MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	152.3	144.0	5.7
Total Food and beverage	34.4	33.7	1.9
Restaurant food	22.8	22.4	1.7
Dinner shows and cruises	3.1	3.1	2.6
Groceries and snacks	8.5	8.3	2.4
Entertainment & Recreation	13.4	13.0	3.0
Total Transportation	17.2	16.4	5.2
Interisland airfare	1.6	1.8	-12.4
Ground transportation	0.8	0.7	11.3
Rental vehicles	13.2	12.2	7.9
Gasoline, parking, etc.	1.6	1.6	1.7
Total Shopping	16.4	16.2	1.5
Fashion and clothing	6.3	6.2	3.0
Jewelry and watches	2.9	3.1	-5.2
Cosmetics, perfume	0.2	0.3	-14.5
Leather goods	0.7	0.6	19.5
Hawai'i food products	2.3	2.2	5.0
Souvenirs	3.9	3.9	0.7
Lodging	67.4	60.8	10.9
All other expenses 1/	3.5	4.0	-12.2

1/ 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 71: U.S. East MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	192.4	180.9	6.3
Total Food and beverage	41.7	40.8	2.2
Restaurant food	30.3	29.2	3.9
Dinner shows and cruises	4.4	4.4	-0.9
Groceries and snacks	7.0	7.2	-2.7
Entertainment & Recreation	19.1	18.7	2.1
Total Transportation	21.5	20.3	5.8
Interisland airfare	4.2	3.7	16.0
Ground transportation	1.0	1.0	0.7
Rental vehicles	14.3	13.7	4.3
Gasoline, parking, etc.	1.9	1.9	-0.9
Total Shopping	19.7	19.8	-0.6
Fashion and clothing	6.9	7.0	-1.7
Jewelry and watches	4.3	4.3	0.8
Cosmetics, perfume	0.3	0.3	-14.7
Leather goods	0.5	0.7	-27.2
Hawai'i food products	2.3	2.1	10.3
Souvenirs	5.4	5.4	-0.5
Lodging	80.3	72.1	11.5
All other expenses ^{1/}	10.1	9.2	9.0

^{1/} 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 72: Japan MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	310.1	289.1	7.3
Total Food and beverage	50.0	45.5	9.9
Restaurant food	37.3	32.6	14.6
Dinner shows and cruises	4.6	4.7	-1.2
Groceries and snacks	8.0	8.2	-2.6
Entertainment & Recreation	19.9	19.6	1.8
Total Transportation	11.1	11.3	-1.7
Interisland airfare	2.5	2.4	3.6
Ground transportation	4.7	4.8	-1.9
Rental vehicles	3.5	3.7	-3.9
Gasoline, parking, etc.	0.4	0.4	-10.7
Total Shopping	96.1	102.2	-6.0
Fashion and clothing	26.0	26.9	-3.2
Jewelry and watches	11.7	13.7	-14.7
Cosmetics, perfume	5.4	6.0	-10.5
Leather goods	31.8	34.2	-6.9
Hawai'i food products	12.6	12.4	1.6
Souvenirs	8.6	9.0	-4.9
Lodging	111.7	92.8	20.3
All other expenses ^{1/}	21.3	17.7	20.2

^{1/} 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 73: Canada MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	157.4	150.0	4.9
Total Food and beverage	31.9	31.4	1.7
Restaurant food	18.8	18.3	2.7
Dinner shows and cruises	2.9	3.1	-8.0
Groceries and snacks	10.3	10.0	2.7
Entertainment & Recreation	12.9	12.8	0.6
Total Transportation	16.9	15.5	8.5
Interisland airfare	1.4	1.4	1.4
Ground transportation	1.0	1.0	-2.1
Rental vehicles	12.6	11.5	10.1
Gasoline, parking, etc.	1.8	1.7	9.9
Total Shopping	17.8	18.4	-3.5
Fashion and clothing	8.9	9.3	-4.8
Jewelry and watches	2.8	2.9	-5.6
Cosmetics, perfume	0.3	0.3	-0.4
Leather goods	0.7	0.8	-9.1
Hawai'i food products	1.8	1.8	0.0
Souvenirs	3.4	3.3	1.3
Lodging	72.1	66.9	7.8
All other expenses ^{1/}	5.8	4.9	18.8

^{1/} 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 74: Europe MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	175.0	160.0	9.4
Total Food and beverage	34.8	35.4	-1.8
Restaurant food	24.7	25.9	-4.5
Dinner shows and cruises	2.4	2.2	11.5
Groceries and snacks	7.6	7.3	4.0
Entertainment & Recreation	14.8	14.7	0.5
Total Transportation	23.5	21.6	9.2
Interisland airfare	6.8	5.4	27.5
Ground transportation	1.8	1.6	13.4
Rental vehicles	13.4	13.0	2.5
Gasoline, parking, etc.	1.6	1.6	-1.0
Total Shopping	18.4	17.0	7.9
Fashion and clothing	9.8	8.7	12.2
Jewelry and watches	2.2	2.1	6.0
Cosmetics, perfume	0.3	0.4	-14.3
Leather goods	0.7	0.5	29.6
Hawai'i food products	1.2	1.1	8.2
Souvenirs	4.1	4.2	-1.0
Lodging	79.1	66.3	19.3
All other expenses ^{1/}	4.4	4.9	-11.4

^{1/} 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 75: Oceania MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011 R	% change
GRAND TOTAL	245.5	228.1	7.6
Total Food and beverage	47.3	45.5	4.1
Restaurant food	34.8	32.5	7.1
Dinner shows and cruises	4.4	4.5	-3.9
Groceries and snacks	8.2	8.5	-3.2
Entertainment & Recreation	21.3	21.1	1.3
Total Transportation	14.8	14.5	2.1
Interisland airfare	3.9	4.0	-2.2
Ground transportation	3.3	3.5	-4.5
Rental vehicles	6.7	6.2	8.3
Gasoline, parking, etc.	0.8	0.8	3.7
Total Shopping	59.2	63.3	-6.4
Fashion and clothing	35.7	37.3	-4.3
Jewelry and watches	7.5	8.0	-6.3
Cosmetics, perfume	5.1	5.4	-6.2
Leather goods	3.7	5.0	-26.1
Hawai'i food products	1.4	1.3	8.9
Souvenirs	5.8	6.2	-6.9
Lodging	88.2	77.0	14.5
All other expenses 1/	14.6	6.8	114.8

^{1/} Includes cruise package and on-ship spending on U.S. flagged Hawai'i home-ported ships.

R = 2011 PPPD spending was revised from the 2011 Annual Visitor Research Report,

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

Source: Hawai'i Tourism Authority

**Table 76: Other Asia MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	306.7	258.9	18.5
Total Food and beverage	56.3	45.6	23.7
Restaurant food	43.8	32.4	35.1
Dinner shows and cruises	5.9	5.6	4.8
Groceries and snacks	6.6	7.5	-11.5
Entertainment & Recreation	26.8	25.6	4.8
Total Transportation	22.7	21.5	5.2
Interisland airfare	8.4	7.8	8.1
Ground transportation	3.8	3.3	14.3
Rental vehicles	9.1	8.9	2.5
Gasoline, parking, etc.	1.4	1.6	-11.6
Total Shopping	117.2	86.2	35.9
Fashion and clothing	33.3	26.5	25.7
Jewelry and watches	19.8	14.2	39.5
Cosmetics, perfume	14.3	8.8	62.6
Leather goods	35.5	23.1	53.7
Hawai'i food products	9.1	6.5	40.1
Souvenirs	5.2	7.2	-26.9
Lodging	76.0	72.2	5.3
All other expenses 1/	7.7	7.8	-1.3

^{1/} 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 77: Latin America MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	200.2	211.4	-5.3
Total Food and beverage	38.5	39.6	-3.0
Restaurant food	27.3	28.3	-3.5
Dinner shows and cruises	4.4	3.8	15.2
Groceries and snacks	6.7	7.5	-10.3
Entertainment & Recreation	19.7	19.9	-1.0
Total Transportation	29.4	23.4	25.7
Interisland airfare	9.2	5.3	74.9
Ground transportation	2.1	2.4	-14.1
Rental vehicles	17.0	14.2	19.9
Gasoline, parking, etc.	1.1	1.5	-27.5
Total Shopping	39.0	40.0	-2.5
Fashion and clothing	19.3	17.0	13.9
Jewelry and watches	4.7	7.1	-34.4
Cosmetics, perfume	3.4	1.3	173.9
Leather goods	2.4	3.5	-30.9
Hawai'i food products	2.1	2.5	-13.3
Souvenirs	7.0	8.7	-19.7
Lodging	70.8	72.5	-2.4
All other expenses ^{1/}	2.9	16.0	-82.1

^{1/} Includes cruise package and on-ship spending on U.S. flagged Haw aii home-ported ships.

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

Source: Haw aii Tourism Authority

**Table 78: Other MMA Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	220.3	182.9	20.4
Total Food and beverage	42.2	38.2	10.6
Restaurant food	26.3	26.4	-0.6
Dinner shows and cruises	5.8	4.2	38.1
Groceries and snacks	10.1	7.5	34.5
Entertainment & Recreation	17.9	14.5	22.8
Total Transportation	19.9	17.8	12.0
Interisland airfare	4.2	3.7	13.0
Ground transportation	3.2	2.5	29.1
Rental vehicles	9.5	9.7	-1.9
Gasoline, parking, etc.	3.0	1.9	58.3
Total Shopping	66.2	35.2	88.1
Fashion and clothing	26.2	16.8	55.8
Jewelry and watches	7.8	4.3	79.4
Cosmetics, perfume	5.9	1.7	254.9
Leather goods	14.1	4.5	213.4
Hawai'i food products	5.1	3.3	54.9
Souvenirs	7.2	4.6	56.1
Lodging	65.8	66.5	-1.1
All other expenses ^{1/}	8.2	10.7	-22.6

^{1/} Includes cruise package and on-ship spending on U.S. flagged Haw aii home-ported ships.

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

Source: Haw aii Tourism Authority

Visitor Expenditures

**Table 79: Chinese Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	396.0	371.7	6.5
Total Food and beverage	55.3	45.5	21.5
Restaurant food	40.7	27.8	46.7
Dinner shows and cruises	7.1	7.7	-8.4
Groceries and snacks	7.5	10.0	-25.3
Entertainment & Recreation	31.1	30.1	3.3
Total Transportation	26.0	21.3	21.7
Interisland airfare	8.9	8.8	0.2
Ground transportation	4.6	5.5	-16.0
Rental vehicles	11.0	5.5	99.4
Gasoline, parking, etc.	1.5	1.5	0.5
Total Shopping	193.6	193.8	-0.1
Fashion and clothing	46.4	47.1	-1.4
Jewelry and watches	47.8	44.5	7.5
Cosmetics, perfume	27.2	26.5	2.8
Leather goods	53.9	55.9	-3.6
Hawai'i food products	12.0	11.7	2.7
Souvenirs	6.2	8.1	-23.3
Lodging	80.7	67.8	19.1
All other expenses 1/	9.3	13.2	-29.1

^{1/} Does not include cruise package and on-ship spending on U.S. flagged Haw a'i home-ported ships.

Note: 2011 Grand total PPPD was unchanged from the 2011 Annual Visitor Research Report, but expenditure for some categories were revised.

Sums may not add up to total due to rounding.

Source: Haw a'i Tourism Authority

**Table 80: Korean Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	261.8	238.3	9.9
Total Food and beverage	58.6	46.2	26.8
Restaurant food	47.0	32.8	43.2
Dinner shows and cruises	5.4	6.5	-17.5
Groceries and snacks	6.2	6.8	-9.8
Entertainment & Recreation	25.0	23.3	7.2
Total Transportation	20.8	19.7	5.7
Interisland airfare	8.4	8.0	5.5
Ground transportation	3.2	3.1	1.8
Rental vehicles	7.9	7.3	9.2
Gasoline, parking, etc.	1.3	1.3	-3.1
Total Shopping	76.6	75.1	2.1
Fashion and clothing	26.7	25.2	6.1
Jewelry and watches	4.1	6.5	-37.4
Cosmetics, perfume	7.5	6.3	19.3
Leather goods	26.5	24.4	8.3
Hawai'i food products	7.5	8.0	-5.9
Souvenirs	4.4	4.7	-6.5
Lodging	74.4	66.2	12.5
All other expenses 1/	6.4	7.8	-18.9

^{1/} Does not include cruise package and on-ship spending on U.S. flagged Haw a'i home-ported ships.

Note: 2011 Grand total PPPD was unchanged from the 2011 Annual Visitor Research Report, but expenditure for some categories were revised.

Sums may not add up to total due to rounding.

Source: Haw a'i Tourism Authority

Visitor Expenditures

**Table 81: Australian Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	248.0	228.7	8.4
Total Food and beverage	50.3	46.8	7.6
Restaurant food	37.2	33.2	12.2
Dinner shows and cruises	5.0	5.5	-8.5
Groceries and snacks	8.1	8.1	-0.5
Entertainment & Recreation	21.9	21.9	0.4
Total Transportation	14.3	13.2	8.3
Interisland airfare	4.2	4.4	-4.1
Ground transportation	3.2	3.2	-1.4
Rental vehicles	6.0	4.7	28.9
Gasoline, parking, etc.	0.8	0.8	-3.1
Total Shopping	70.0	67.9	3.1
Fashion and clothing	40.7	40.0	1.7
Jewelry and watches	9.7	8.8	9.8
Cosmetics, perfume	6.7	6.3	6.1
Leather goods	5.3	5.5	-3.4
Hawai'i food products	1.4	1.0	35.9
Souvenirs	6.1	6.1	-0.6
Lodging	87.1	74.7	16.6
All other expenses 1/	4.4	4.3	0.8

^{1/} Does not include cruise package and on-ship spending on U.S. flagged Haw a'i home-ported ships.

Note: 2011 Grand total PPPD w as unchanged from the 2011 Annual Visitor Research Report, but expenditure for some categories w ere revised.

Sums may not add up to total due to rounding.

Source: Haw a'i Tourism Authority

**Table 82: New Zealand Air Visitor Personal Daily Spending
by Category in Dollars
2012 vs. 2011**

Expenditure Type	2012	2011	% change
GRAND TOTAL	192.3	168.0	14.5
Total Food and beverage	40.4	36.1	11.8
Restaurant food	27.2	23.9	13.8
Dinner shows and cruises	3.9	2.5	52.7
Groceries and snacks	9.3	9.7	-3.9
Entertainment & Recreation	17.6	12.3	43.2
Total Transportation	13.6	12.6	7.3
Interisland airfare	3.1	3.7	-16.1
Ground transportation	2.9	2.7	8.0
Rental vehicles	6.3	5.2	20.3
Gasoline, parking, etc.	1.3	1.1	23.1
Total Shopping	48.8	43.9	11.1
Fashion and clothing	31.1	28.9	7.7
Jewelry and watches	6.0	4.8	24.6
Cosmetics, perfume	3.2	2.7	17.9
Leather goods	2.1	2.7	-22.5
Hawai'i food products	1.5	1.0	45.2
Souvenirs	4.9	3.7	30.8
Lodging	68.2	56.8	20.0
All other expenses 1/	3.8	6.1	-37.4

^{1/} Does not include cruise package and on-ship spending on U.S. flagged Haw a'i home-ported ships.

Note: 2011 Grand total PPPD w as unchanged from the 2011 Annual Visitor Research Report, but expenditure for some categories w ere revised.

Sums may not add up to total due to rounding.

Source: Haw a'i Tourism Authority

Visitor Expenditures

**Table 83: Air Visitor Personal Daily Spending
by Category and Island in Dollars
2012**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	213.9	185.5	109.5	303.1	158.0	158.9
Total Food and beverage	41.8	37.8	21.9	67.5	33.5	32.4
Restaurant food	30.5	24.4	8.7	62.5	20.9	21.2
Dinner shows and cruises	4.2	4.0	0.4	0.6	3.3	2.2
Groceries and snacks	7.1	9.5	12.8	4.4	9.3	9.1
Entertainment & Recreation	16.1	16.4	6.6	23.7	17.9	17.3
Total Transportation	15.4	20.1	18.0	15.8	20.9	24.1
Interisland airfare	2.9	2.4	6.1	9.6	2.8	4.3
Ground transportation	1.9	0.6	0.2	2.1	0.4	0.7
Rental vehicles	9.2	15.5	11.0	3.7	16.4	16.7
Gasoline, parking, etc.	1.4	1.5	0.7	0.5	1.4	2.4
Total Shopping	41.6	18.1	4.1	13.9	14.9	16.9
Fashion and clothing	16.4	7.3	1.4	7.1	5.5	5.5
Jewelry and watches	5.8	3.8	0.2	1.6	3.0	3.0
Cosmetics, perfume	2.0	0.2	0.0	0.1	0.2	0.2
Leather goods	6.2	0.5	0.0	0.0	0.2	0.5
Hawai'i food products	3.1	1.8	0.8	0.6	1.9	3.0
Souvenirs	8.1	4.4	1.7	4.5	4.1	4.8
Lodging	92.2	87.1	57.0	168.7	65.8	62.8
All other expenses 1/	6.8	6.0	2.0	13.4	4.9	5.5

^{1/} Includes cruise package spending on U.S. Flagged Haw aii home-ported ships.

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

Source: Haw aii Tourism Authority

**Table 84: Air Visitor Personal Daily Spending Growth
by Category and Island
% change 2012 vs. 2011**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	11.3%	6.9%	0.5%	-0.3%	2.2%	5.5%
Total Food and beverage	-13.2%	1.4%	23.3%	-3.5%	-2.0%	0.8%
Restaurant food	-11.8%	0.7%	37.9%	-3.4%	-2.1%	3.2%
Dinner shows and cruises	-4.7%	-5.2%	-28.5%	-2.3%	-4.0%	-5.5%
Groceries and snacks	-22.5%	6.5%	17.7%	-4.9%	-1.1%	-2.8%
Entertainment & Recreation	5.7%	-0.5%	-8.5%	-3.1%	1.1%	5.9%
Total Transportation	-23.5%	7.8%	-18.0%	-5.7%	-0.4%	13.6%
Interisland airfare	-5.6%	11.5%	-45.6%	-6.9%	-17.7%	32.2%
Ground transportation	13.4%	11.7%	87.3%	8.8%	16.4%	21.3%
Rental vehicles	-30.2%	8.2%	40.2%	-4.2%	3.0%	10.5%
Gasoline, parking, etc.	-36.7%	-2.3%	-74.8%	-34.7%	-1.5%	5.5%
Total Shopping	69.5%	-2.8%	-26.0%	13.6%	0.9%	3.6%
Fashion and clothing	75.4%	-1.6%	-17.0%	16.8%	-0.3%	-2.2%
Jewelry and watches	37.9%	-10.6%	-71.2%	8.8%	-6.4%	2.0%
Cosmetics, perfume	285.5%	0.9%	-100.0%	-41.8%	-10.1%	-18.2%
Leather goods	404.5%	-15.8%	NA	-100.0%	4.1%	37.4%
Hawai'i food products	-12.1%	6.9%	-38.7%	2.6%	9.3%	4.7%
Souvenirs	41.5%	0.5%	-13.2%	20.4%	5.4%	9.9%
Lodging	19.7%	13.8%	7.3%	-1.4%	6.3%	6.9%
All other expenses 1/	-3.0%	1.2%	-41.9%	40.6%	-0.9%	-7.6%

^{1/} Includes cruise package spending on U.S. Flagged Haw aii home-ported ships.

Source: Haw aii Tourism Authority

Visitor Expenditures

**Table 85: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics
(in Dollars, 2012 vs. 2011)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2012	2011	2012	2011	2012	2011
ALL VISITORS	152.3	144.0	192.4	180.9	310.1	289.1
Group tour status:						
Organized group tour	201.8	219.0	230.9	236.4	325.1	295.2
Individually arranged	150.6	143.5	184.4	179.9	306.1	288.2
Arrived on package tour:						
Yes	180.1	179.0	226.4	216.2	352.2	321.7
No	142.7	135.8	169.9	157.8	206.4	210.0
Accommodations:						
Hotel	192.2	189.7	229.0	226.3	339.0	314.1
Condo	149.8	143.6	174.9	168.5	208.1	183.1
Guests of friends and relatives	74.8	66.3	73.0	77.2	110.5	110.3
Timeshare	151.1	107.9	135.1	134.7	158.2	166.5
Previous visits:						
First trip	167.2	155.4	204.0	198.8	354.7	326.1
Repeat visitors	147.5	140.9	172.5	170.2	283.2	268.4
Purpose of trip:						
Pleasure	152.1	145.3	185.4	179.7	379.4	264.7
Business, meetings, conventions, incentive	192.5	204.9	231.6	236.2	311.4	264.2
Honeymoon	213.0	204.9	270.0	267.8	278.0	394.6

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 86: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending
2012**

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PPPD PERSONAL SPENDING \$	TOTAL PERSONAL SPENDING \$	TOTAL SUPPLEMENTAL BUSINESS SPENDING \$	TOTAL SPENDING \$
Convention/Conference	230,126							
Party Size	1.83							
Delegates	125,590	4.0	4.3	8.30	\$236.9	\$247,128,787	\$107,909,911	\$355,038,698
Companions	104,536	4.0	4.3	8.30		\$210,776,568		\$210,776,568
Corporate Meeting	79,541							
Party Size	1.74							
Delegates	45,743	3.0	4.4	7.40	\$242.6	\$82,068,232	\$6,703,757	\$88,771,989
Companions	33,798	3.0	4.4	7.40		\$64,098,495		\$64,098,495
Incentive	100,893							
Party Size	2.35							
Delegates	42,963			7.01	\$236.7	\$71,320,246		\$71,320,246
Companions	57,929			7.01		\$86,564,545		\$86,564,545
MCI TOTAL						\$761,956,872	\$114,613,668	\$876,570,540

Source: Hawai'i Tourism Authority

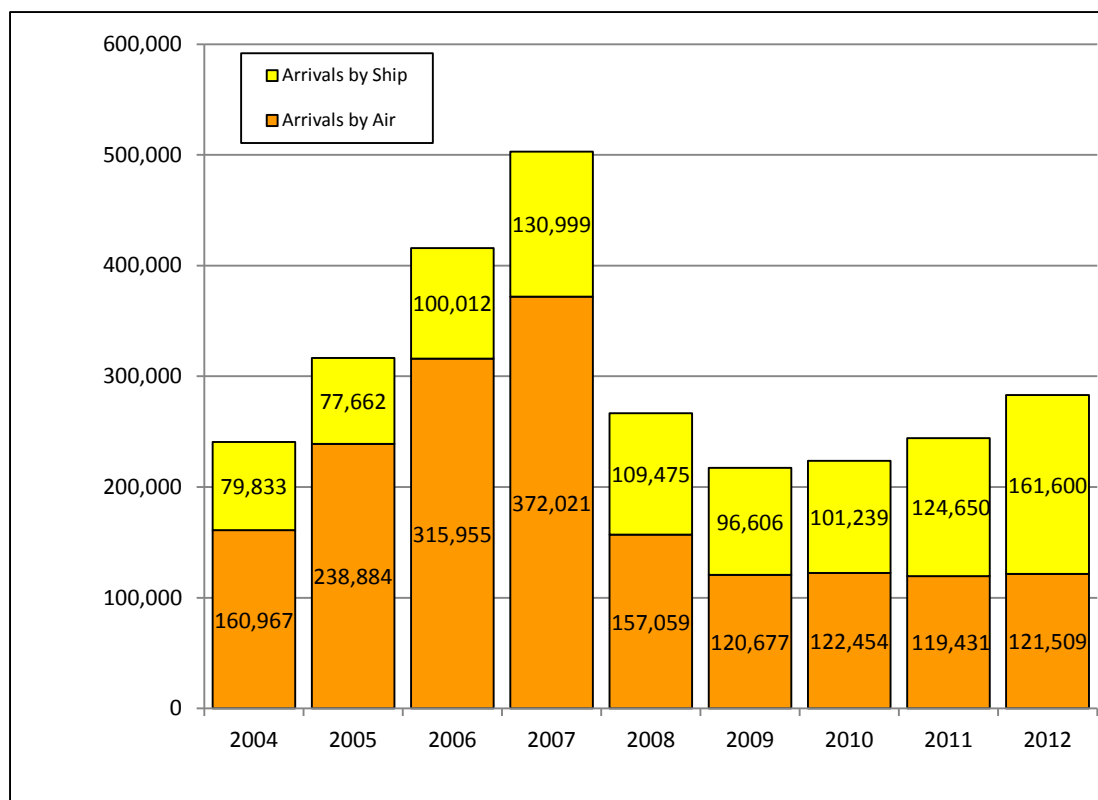
CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIP

The total number of cruise visitors rose 16 percent to 283,109 visitors in 2012 (Table 87 to Table 89).

Of this total, 161,600 visitors arrived aboard out-of-state cruise ships which toured the islands 85 times. This was an increase of 29.6 percent from 2011, when 124,650 visitors arrived on out-of-state cruise ships that came 69 times. Another 121,509 visitors flew to the islands and boarded cruise ships in 2012, up 1.7 percent compared to 2011.

**Figure 22: Cruise Visitors to Hawai‘i
2004 – 2012**



Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) climbed 30 percent to \$427.5 million in 2012. Spending by U.S. East cruise visitors grew to \$215.4 million, from \$190.2 million in 2011. Total spending by U.S. West cruise visitors increased to \$79.1 million from \$51.8 million. Total spending by Canadian cruise visitors also increased from the previous year (\$50.7 million from \$33.3 million in 2011).

ISLAND VISITATION

In total, there were 286,530 passengers aboard cruise ships in 2012; 98.8 percent (283,109) of these passengers were visitors, while 1.2 percent or 3,421 passengers were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. All of the cruise passengers visited O'ahu, 95.3 percent visited Hawai'i Island, 93.3 percent visited Maui, and 87.1 percent visited Kaua'i. In addition to their cruise itinerary, 6,795 passengers visited Lāna'i and 4,642 visited Moloka'i.
- In terms of cruise visitors, the largest group was from U.S. East (37.7% of total cruise visitors), followed by visitors from U.S. West (30.9%), Canada (13.9%), Oceania (6.7%), Europe (4.1%) and other markets (6.6%).
- Over half (59.9%) of all cruise visitors have been to the islands before while 40.1 percent came for the first time. The majority of European visitors (79.2%) were first-timers while a larger percentage of U.S. West (82.8%), Canadians (51.7%) and U.S. East (49.7%) were repeat visitors.
- Most (84.2%) of the visitors cruised the islands for leisure in 2012, 9.6 percent visited friends or relatives, 2.3 percent were on their honeymoon and 2.6 percent played golf.

LENGTH OF STAY AND TYPE OF ACCOMMODATION

The average length of stay by all cruise visitors in 2012 was 7.75 days compared to 7.96 days in 2011. Cruise visitors in 2012 spent an average of 5.18 days aboard ship touring the islands and 1.53 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.04 days in Hawai'i before their cruise.

- U.S. East cruise visitors in 2012 spent the most time in the islands at 8.15 days, down from 8.49 days in 2011. Their average length of cruise in 2012 was 5.77 days and these visitors also spent 1.07 days on shore after their cruise was over.
- The average length of stay by Canadian visitors was 8.19 days, compared to 8.44 days in 2011. In 2012, these visitors spent 5.01 days on ship and 1.94 days were spent post-cruise.
- Cruise visitors from U.S. West in 2012 stayed an average 6.86 days, down from 7.09 days in 2011. Their average length of cruise in 2012 was 4.64 days and these visitors also spent 1.66 days on shore after their cruise was over.
- Cruise visitors from Oceania in 2012 stayed an average 9.86 days. Comparison with 2011 was not available. Their average length of cruise in 2012 was 5.46 days and these visitors also spent 2.50 days on shore after their cruise was over.
- European visitors continued to spend fewer days in the islands, compared to visitors from other markets (6.15 days, similar to 2011). Europeans visitors in 2012 spent 4.49 days on ship and 1.04 of a day in Hawai'i after cruise.
- Close to half (47.6%) of the cruise visitors in 2012 stayed in hotels in addition to their cruise stay, down from 49.6 percent in 2011.
- Other lodging used by cruise visitors included condominiums (4.7%, unchanged from 2011), timeshare properties (4.2%, up from 3.6% in 2011) and staying with friends or relatives (2.2%, compared to 2.4% in 2011).

DAILY SPENDING

Cruise visitors in 2012 spent an average of \$195 per person per day statewide, compared to \$172 in 2011. 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 \$195 also included \$117 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 2012, on-island spending by cruise visitors on O'ahu was the highest at \$105 among the four major islands. This was up significantly from \$57 in 2011.
- Daily spending by cruise visitors on Hawai'i Island was \$67, compared to \$39 in 2011.
- Cruise visitor daily per person spending on Maui (\$64, from \$33 in 2011) and Kaua'i (\$58, from \$28) also considerably higher compared to the previous year.

Cruise Visitors

**Table 87: Cruise Ship Visitors
2012**

2012	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	9	13,770	9,424	14	23,194	7.62	176,817
FEBRUARY	10	17,545	9,280	15	26,825	6.81	182,625
MARCH	9	19,146	11,264	14	30,410	7.43	225,853
APRIL	15	30,885	12,760	21	43,645	7.17	312,919
MAY	5	7,473	8,881	9	16,354	8.00	130,847
JUNE	1	205	11,778	6	11,983	10.47	125,452
JULY	0	0	9,792	4	9,792	10.87	106,486
AUGUST	1	1,857	9,325	5	11,182	9.23	103,168
SEPTEMBER	6	11,544	10,804	11	22,348	8.88	198,380
OCTOBER	13	27,927	8,632	17	36,559	6.59	240,808
NOVEMBER	12	21,691	8,512	16	30,203	7.06	213,335
DECEMBER	4	9,557	11,057	9	20,614	8.67	178,766
TOTAL	85	161,600	121,509	141	283,109	7.75	2,195,457

**Table 88: Cruise Ship Visitor Growth
% change 2012 vs. 2011**

2012 vs. 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	12.5%	22.8%	-13.8%	7.7%	4.8%	-4.0%	0.6%
FEBRUARY	42.9%	22.0%	-1.1%	25.0%	12.8%	-5.0%	7.2%
MARCH	-18.2%	7.5%	18.3%	-12.5%	11.3%	10.9%	23.3%
APRIL	87.5%	124.7%	1.5%	50.0%	65.8%	-9.4%	50.3%
MAY	150.0%	60.8%	2.5%	50.0%	22.9%	-16.0%	3.3%
JUNE	0.0%	66.7%	27.8%	20.0%	28.3%	-8.7%	17.1%
JULY	-100.0%	-100.0%	-13.5%	-33.3%	-16.4%	1.7%	-15.0%
AUGUST	0.0%	2.4%	14.1%	0.0%	12.0%	-0.4%	11.4%
SEPTEMBER	50.0%	51.0%	28.1%	37.5%	39.0%	5.2%	46.2%
OCTOBER	30.0%	27.8%	-20.9%	13.3%	11.6%	-6.0%	4.8%
NOVEMBER	100.0%	96.5%	-2.6%	60.0%	52.7%	-9.6%	38.1%
DECEMBER	-60.0%	-52.2%	-4.5%	-40.0%	-34.7%	17.3%	-23.3%
TOTAL	23.2%	29.6%	1.7%	12.8%	16.0%	-2.6%	13.0%

^{1/} Ship arrivals excluded the U.S. Flagged Hawai'i 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: Hawai'i Tourism Authority and Hawai'i State Department of Transportation, Harbors Division.

Cruise Visitors

**Table 89: Total Cruise Ship Passengers by MMA
2012**

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total Passengers
Total Passengers	283,109	87,482	106,838	39,437	19,027	11,550	18,775	3,421	286,530
Island Visitation (Number of Passengers)									
O'ahu	283,109	87,482	106,838	39,437	19,027	11,550	18,775	3,421	286,530
Kaua'i	246,587	74,939	96,552	32,119	17,174	9,584	16,218	3,063	249,650
Maui County	264,113	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Maui	264,113	82,078	102,211	35,892	16,136	10,375	17,421	3,193	267,306
Moloka'i	4,555	2,401	1,017	390	163	118	466	87	4,642
Lāna'i	6,700	3,282	1,834	524	211	155	695	95	6,795
Hawai'i Island	269,918	84,136	103,868	37,328	16,180	10,550	17,856	3,253	273,171
Purpose of Trip (Number of Passengers)									
Honeymoon	6,517	1,417	2,640	897	376	323	863	169	6,686
Get Married	940	243	240	161	56	72	169	55	995
Attend Wedding	1,602	390	468	428	148	63	104	75	1,677
Convention / Conference	2,199	298	831	467	314	83	205	60	2,259
Business	2,356	701	1,117	172	143	19	203	69	2,425
Visit Friends or Relatives	27,275	12,658	9,588	2,164	779	310	1,777	526	27,801
Play Golf	7,349	1,786	3,383	1,210	425	226	320	61	7,410
Leisure	238,425	71,051	89,748	34,416	17,094	10,628	15,488	2,653	241,078
Accommodation Type Before or After Cruise (Number of Passengers)									
Hotel	134,784	29,021	62,329	18,956	12,429	4,025	8,022	822	135,606
Hotel only	116,515	21,124	56,701	16,166	11,685	3,775	7,063	670	117,185
Condo	13,304	5,985	3,047	2,636	740	22	873	248	13,552
Condo only	3,634	1,279	955	850	254	0	295	160	3,794
Timeshare	11,756	4,666	4,869	1,187	280	130	624	117	11,873
Timeshare Only	4,419	1,614	2,036	398	115	82	173	54	4,473
Cruise only	129,220	50,622	38,376	18,104	5,837	7,095	9,186	1,613	130,833
Bed & Breakfast	1,795	655	504	210	165	122	140	8	1,803
Bed & Breakfast only	319	59	94	34	68	26	37	0	319
Friends & relatives	6,208	3,192	1,786	429	93	74	635	125	6,333
Other accommodation	10,954	5,050	2,862	1,311	415	397	918	780	11,734
Average Length of Stay (days)									
Total Length of Stay in Hawai'i	7.75	6.86	8.15	8.19	9.86	6.15	8.58	5.73	7.73
LOS in Hawai'i Before Cruise	1.04	0.56	1.31	1.24	1.89	0.62	1.11	0.00	1.03
LOS in Hawai'i During Cruise	5.18	4.64	5.77	5.01	5.46	4.49	5.49	5.73	5.19
LOS in Hawai'i After Cruise	1.53	1.66	1.07	1.94	2.50	1.04	1.98	0.00	1.51
Type of Visitors									
First Timers	113,583	15,051	53,762	19,063	8,667	9,152	8,835	NA	NA
Repeat Visitors	169,527	72,431	53,076	20,374	10,361	2,398	9,941	NA	NA
Total Expenditures (\$mil)	427.5	79.1	215.4	50.7	NA	NA	NA	NA	NA
PPPD (All visitors, \$)	194.7	131.8	247.3	156.8	NA	NA	NA	NA	NA
PPPD (On domestic ships, \$)	286.2	264.0	304.1	244.9	NA	NA	NA	NA	NA
PPPD (On foreign ships, \$)	67.3	56.1	77.5	69.9	NA	NA	NA	NA	NA

Source: Hawai'i Tourism Authority

Cruise Visitors

**Table 90: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars
2012**

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	194.7	13.4	104.7	84.9	63.8	95.2	58.3	108.1	67.0	72.2
Lodging	11.5	219.2	23.9	221.6	5.3	187.0	5.2	224.5	4.9	189.7
Food & beverages	10.7	111.9	18.7	117.4	8.2	129.4	5.4	109.5	6.1	73.8
Restaurant	7.5	114.3	13.6	131.0	5.5	103.4	3.5	100.4	3.9	76.2
Dinner shows	1.4	122.3	2.4	83.2	1.2	325.6	0.8	157.2	0.6	115.6
Groceries/snacks	1.8	96.2	2.7	92.0	1.5	153.3	1.1	110.9	1.6	57.3
Entertainment and Recreation	4.0	108.0	6.2	112.8	2.8	137.7	3.0	135.2	2.9	74.8
Shore Tour	19.7	72.7	14.6	26.3	18.2	123.2	23.8	110.1	25.4	76.9
Total Transportation	7.3	76.0	10.3	81.0	6.1	114.5	5.2	67.4	5.7	43.5
Inter-island airfare	1.4	38.7	1.6	51.6	1.3	60.4	1.2	18.3	1.3	19.9
Ground transportation	1.9	76.2	3.7	88.7	1.1	103.5	0.9	70.4	1.2	20.5
Rental car/moped	3.3	90.8	4.0	81.6	3.1	141.6	2.7	96.7	2.7	67.3
Other transportation	0.6	118.9	0.9	118.1	0.6	203.5	0.5	109.3	0.5	75.4
Total Shopping	19.2	52.0	24.3	42.4	18.9	50.3	12.1	97.0	17.6	63.9
Fashion& clothing	6.7	69.1	9.8	60.6	6.2	77.2	3.9	123.7	4.8	67.6
Jewelry/watch	4.0	15.6	4.9	17.3	5.2	4.1	2.3	44.9	2.9	38.6
Cosmetics/perfumes	0.4	86.1	0.8	105.5	0.2	74.7	0.2	98.2	0.2	18.6
leather goods	0.3	44.4	0.6	33.6	0.3	12.6	0.2	191.2	0.3	121.1
Hawai'i food products	2.4	67.8	2.4	44.5	1.7	92.4	1.4	107.9	4.2	73.3
Souvenirs	5.3	61.5	5.8	35.3	5.3	86.3	4.2	109.1	5.3	70.5
All other spending outside ship	5.0	78.5	6.7	100.4	4.4	72.1	3.6	82.0	4.4	48.4
Unallocated and on ship spending ^{1/}	117.4	-9.9								

^{1/} 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.

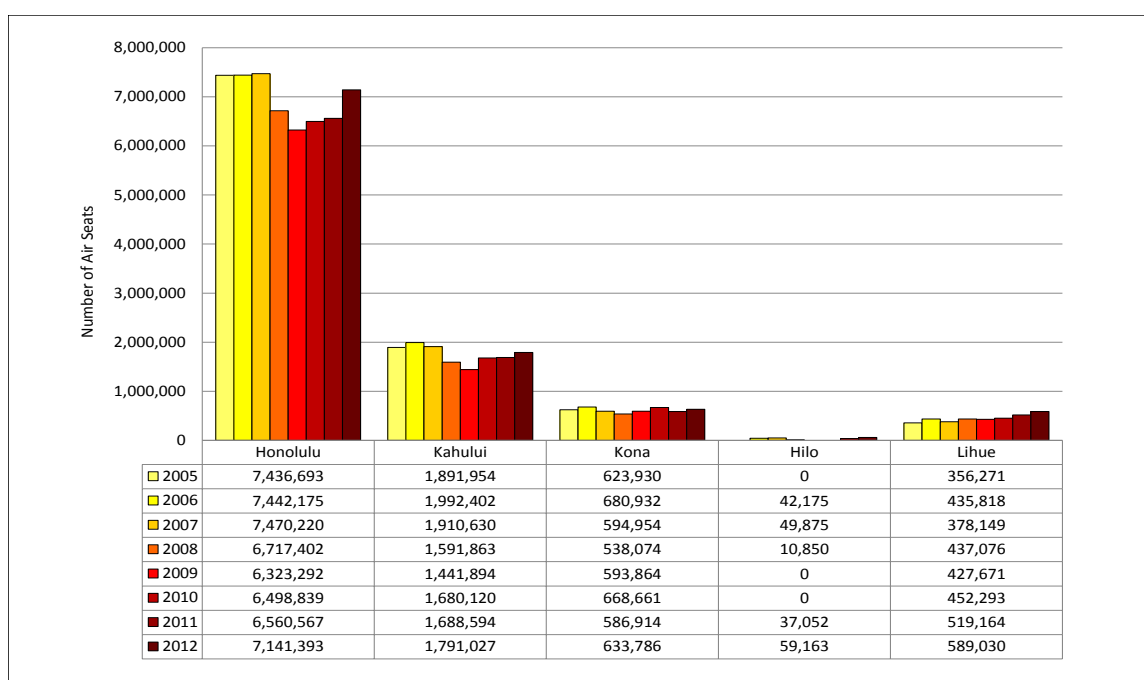
Source: Hawai'i Tourism Authority

AIR SEATS OPERATED TO HAWAI'I

TOTAL AIR SEATS OPERATED TO HAWAI‘I

Total air seats grew 8.8 percent to 10,214,399 in 2012, the most since 2006 (10,593,096 seats). 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 2012 increased 5.3 percent from 2011, boosted by more seats from U.S. West and U.S. East. International seats climbed 17.1 percent compared to 2011 with significant growth from Japan, Canada, Other Asia and Oceania (Table 91 to Table 93).

**Figure 23: Air Seats Operated to Hawai‘i by Island
2005-2012**



Seat Capacity - by Airport

Air seat capacity to the Honolulu International Airport rose 8.9 percent to 7,141,393 total seats in 2012. There was double-digit growth in scheduled air seats from Other Asia (+42.3%), Oceania (+29.9%) and Japan (+14.1%). Seats from U.S. West (+3.4%), U.S. East (+6.7%) and Canada (+5.5%) also increased compared to 2011.

Seat capacity to Kahului airport increased 6.1 percent to 1,791,027 total seats in 2012. Seats from Canada rose 12.4 percent, with increased service from Vancouver, Calgary and Edmonton. In addition seats from U.S. West rose 6.6 percent. These increases offset a 10.4 percent drop from U.S. East as a result of fewer seats out of Chicago.

Air Seats Operated to Hawai'i

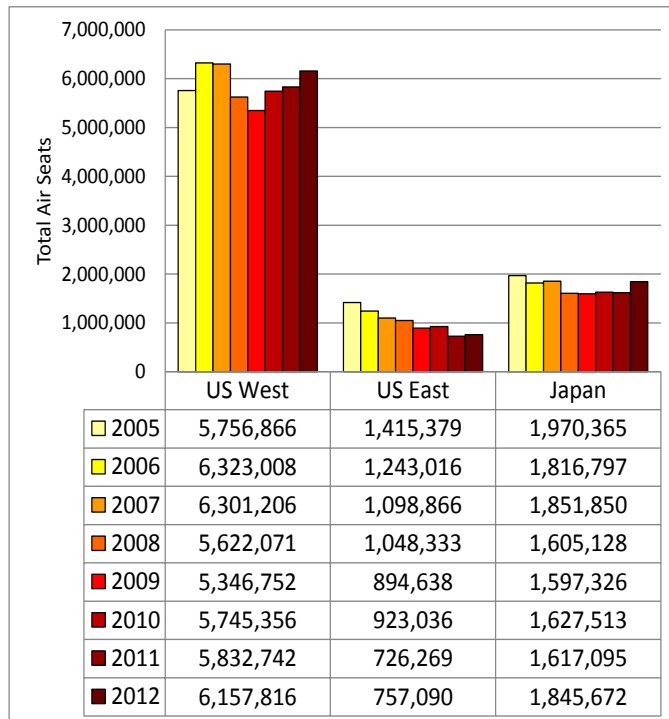
Seat capacity to the Kona International airport rose 8 percent to 633,786 as this airport gain back some of the seats lost from discontinued service from Narita Japan to Kona in 2011. There were significantly more seats from Vancouver Canada (+79%) while seats from U.S. West to Kona increased 6.5 percent compared to 2011.

Seat capacity to the Līhu'e airport grew 13.5 percent to 589,030 seats in 2012, the most number of seats in the last eight years. Seats from U.S. West jumped rose 11.9 percent. Increased service out of Los Angeles, Oakland, Phoenix, Portland and San Jose, offset fewer seats out of San Francisco.

Seats to Hilo airport rose 59.7 percent compared to 2011, as daily flights from Los Angeles and weekly flights from San Francisco resumed in June 2011.

Seat Capacity - By Major Market Areas

**Figure 24: Total Air Seats by MMA
2005-2012**

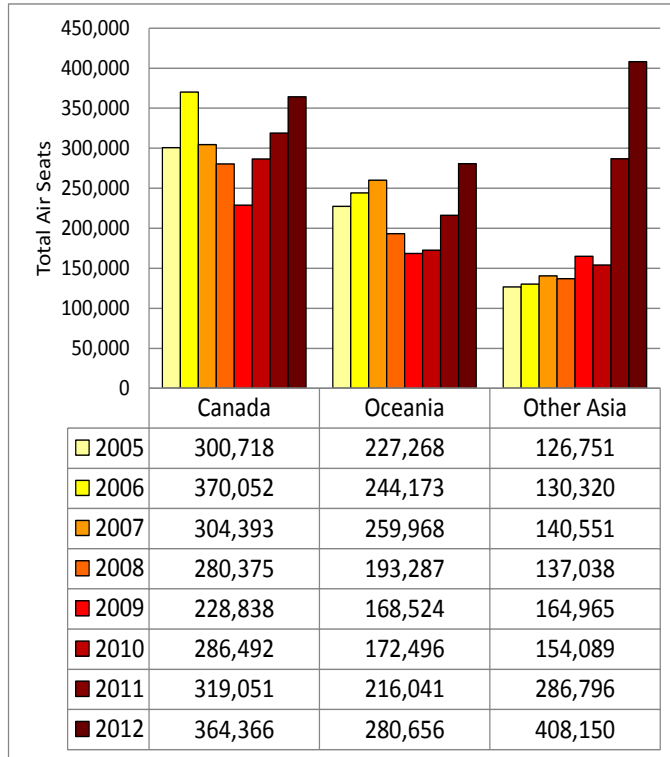


U.S. West – Air seats from U.S. West rose 5.6 percent from 2011 to 6,157,816 seats in 2012 (Figure 24) and comprised 60.3 percent of total air seats to Hawai'i, down from 62.1 percent in 2011.

U.S. East – Air seat capacity from U.S. East, increased 4.2 percent to 757,090 seats in 2012, and accounted for 7.4 percent of total air seats, compared to 7.7 percent in 2011.

Japan – Capacity from Japan in 2012 increased 14.1 percent from the previous year to 1,845,672 seats. Japanese seats comprised 18.1 percent of total air seats in 2012, up from 17.2 percent in 2011.

**Figure 25: Total Air Seats by MMA
2005-2012**



Canada – Seat capacity from Canada rose by double digit for a third consecutive year, up 14.2 percent to 364,366 seats in 2012 (Figure 25). Canadian air seats accounted for 3.6 percent of total air seats in 2012, up from 3.4 percent in the previous year.

Oceania – Seat capacity climbed 29.9 percent from 2011 to 280,656 seats, the most since 2005. Oceania seats comprised 2.8 percent of total air seats in 2012, up from 2.3 percent in 2011.

Other Asia – Seat capacity from Other Asia in 2012 climbed 42.3 percent to 408,150 seats, the largest number of seats on record. Rapid expansion in air seats to Honolulu from Seoul and Shanghai, added in 2011 and 2012 contributed to this increase. Other Asia seats accounted for 4 percent of total air seats in 2012, up from 3.1 percent in the previous year.

Air Seats Operated to Hawai'i

**Table 91: Total Air Seats Operated To Hawai'i
2012 vs. 2011**

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
TOTAL SEATS	10,214,399	9,392,291	8.8%	7,141,393	6,560,567	8.9%	1,791,027	1,688,594	6.1%	633,786	586,914	8.0%	59,163	37,052	59.7%	589,030	519,164	13.5%
Scheduled Seats	10,095,576	9,275,822	8.8%	7,022,570	6,444,098	9.0%	1,791,027	1,688,594	6.1%	633,786	586,914	8.0%	59,163	37,052	59.7%	589,030	519,164	13.5%
Charter seats	118,823	116,469	2.0%	118,823	116,469	2.0%												

**Table 92: Domestic Air Seats Operated To Hawai'i
2012 vs. 2011**

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
DOMESTIC SEATS	6,980,042	6,629,667	5.3%	4,114,532	3,968,283	3.7%	1,621,404	1,537,738	5.4%	612,347	574,934	6.5%	59,163	37,052	59.7%	572,596	511,660	11.9%
Scheduled Seats	6,914,906	6,559,011	5.4%	4,049,396	3,897,627	3.9%	1,621,404	1,537,738	5.4%	612,347	574,934	6.5%	59,163	37,052	59.7%	572,596	511,660	11.9%
Charter seats	65,136	70,656	-7.8%	65,136	70,656	-7.8%												
US West	6,157,816	5,832,742	5.6%	3,384,574	3,274,304	3.4%	1,529,136	1,434,792	6.6%	612,347	574,934	6.5%	59,163	37,052	59.7%	572,596	511,660	11.9%
...Anchorage	63,114	62,656	0.7%	51,182	52,968	-3.4%	10,676	9,688	10.2%	1,256	0	NA						
...Bellingham	63,748	55,058	15.8%	55,755	55,058	1.3%	7,993	0	NA									
...Denver	125,873	158,263	-20.5%	76,911	91,206	-15.7%	28,264	44,042	-35.8%	11,469	13,780	-16.8%				9,229	9,235	-0.1%
...Eugene	1,893	0	NA	1,893	0	NA												
...Fresno	6,469	0	NA	6,469	0	NA												
...Las Vegas	278,822	256,650	8.6%	256,646	235,230	9.1%	22,176	21,420	3.5%									
...Los Angeles	2,225,088	2,111,434	5.4%	1,149,274	1,090,911	5.3%	524,651	496,230	5.7%	231,888	230,124	0.8%	54,010	32,342	67.0%	265,265	261,827	1.3%
...Oakland	351,586	205,743	70.9%	123,914	93,240	32.9%	123,738	63,809	93.9%	51,182	23,907	114.1%				52,752	24,787	112.8%
...Orange County	8,185	42,236	-80.6%	7,937	25,468	-68.8%	248	16,768	-98.5%									
...Phoenix	467,672	464,380	0.7%	243,852	236,950	2.9%	102,220	106,020	-3.6%	60,610	62,320	-2.7%				60,990	59,090	3.2%
...Portland	252,760	309,312	-18.3%	150,103	147,926	1.5%	83,503	147,926	-43.6%	13,973	13,460	3.8%				5,181	0	NA
...Sacramento	161,949	147,926	9.5%	94,125	91,980	2.3%	67,824	55,946	21.2%									
...Salt Lake City	93,316	88,492	5.5%	93,316	88,492	5.5%												
...San Diego	223,237	154,991	44.0%	151,959	99,045	53.4%	71,278	55,946	27.4%									
...San Francisco	872,903	987,652	-11.6%	494,743	567,748	-12.9%	185,161	199,772	-7.3%	121,079	133,374	-9.2%	5,153	4,710	9.4%	66,767	82,048	-18.6%
...San Jose	337,222	185,345	81.9%	121,142	91,980	31.7%	112,146	42,747	162.3%	52,752	32,039	64.6%				51,182	18,579	175.5%
...Santa Maria	1,893	0	NA	1,893	0	NA												
...Seattle	622,086	602,604	3.2%	303,460	306,102	-0.9%	189,258	174,478	8.5%	68,138	65,930	3.3%				61,230	56,094	9.2%
US East	757,090	726,269	4.2%	664,822	623,323	6.7%	92,268	102,946	-10.4%									
...Atlanta	109,383	108,770	0.6%	109,383	108,770	0.6%												
...Chicago	127,540	197,016	-35.3%	117,622	176,195	-33.2%	9,918	20,821	-52.4%									
...Dallas	247,050	246,375	0.3%	164,700	164,250	0.3%	82,350	82,125	0.3%									
...Detroit	0	298	-100.0%	0	298	-100.0%												
...Houston	87,647	86,820	1.0%	87,647	86,820	1.0%												
...Minneapolis	0	8,940	-100.0%	0	8,940	-100.0%												
...New York JFK	56,070	0	NA	56,070	0	NA												
...Newark	83,810	78,050	7.4%	83,810	78,050	7.4%												
...Washington D.C.	45,590	0	NA	45,590	0	NA												

NA: Not Applicable

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

Air Seats Operated to Hawai'i

**Table 93: International Air Seats To Hawai'i
2012 vs. 2011**

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHŪ'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
INTERNATIONAL SEATS	3,234,357	2,762,624	17.1%	3,026,861	2,592,284	16.8%	169,623	150,856	12.4%	21,439	11,980	79.0%				16,434	7,504	119.0%
Scheduled Seats	3,180,670	2,716,811	17.1%	2,973,174	2,546,471	16.8%	169,623	150,856	12.4%	21,439	11,980	79.0%				16,434	7,504	119.0%
Charter Seats	53,687	45,813	17.2%	53,687	45,813	17.2%												
Japan	1,845,672	1,617,095	14.1%	1,845,672	1,617,095	14.1%												
...Fukuoka	118,398	840	13995.0%	118,398	840	13995.0%												
...Nagoya	154,136	142,713	8.0%	154,136	142,713	8.0%												
...Osaka	315,042	241,797	30.3%	315,042	241,797	30.3%												
...Sapporo	6,804	0	NA	6,804	0	NA												
...Tokyo-HND	291,786	279,947	4.2%	291,786	279,947	4.2%												
...Tokyo-NRT	959,506	951,798	0.8%	959,506	951,798	0.8%												
Canada	364,366	319,051	14.2%	156,870	148,711	5.5%	169,623	150,856	12.4%	21,439	11,980	79.0%				16,434	7,504	119.0%
...Calgary	49,608	40,749	21.7%	12,836	12,139	5.7%	36,772	28,610	28.5%									
...Edmonton	9,198	5,694	61.5%				9,198	5,694	61.5%									
...Vancouver	302,432	269,752	12.1%	140,906	133,716	5.4%	123,653	116,552	6.1%	21,439	11,980	79.0%				16,434	7,504	119.0%
...Victoria	3,128	2,856	9.5%	3,128	2,856	9.5%												
Other Asia	408,150	286,796	42.3%	408,150	286,796	42.3%												
...Seoul	379,089	275,890	37.4%	379,089	275,890	37.4%												
...Shanghai	29,061	10,906	166.5%	29,061	10,906	166.5%												
Oceania	280,656	216,041	29.9%	280,656	216,041	29.9%												
...Auckland	32,800	28,925	13.4%	32,800	28,925	13.4%												
...Brisbane	7,329	1,638	347.4%	7,329	1,638	347.4%												
...Melbourne	4,791	1,638	192.5%	4,791	1,638	192.5%												
...Sydney	235,736	183,840	28.2%	235,736	183,840	28.2%												
Other	281,826	277,828	1.4%	281,826	277,828	1.4%												
...Apia	8,340	8,130	2.6%	8,340	8,130	2.6%												
...Christmas	6,324	7,178	-11.9%	6,324	7,178	-11.9%												
...Guam	96,022	80,416	19.4%	96,022	80,416	19.4%												
...Majuro	24,787	30,384	-18.4%	24,787	30,384	-18.4%												
...Manila	94,423	94,116	0.3%	94,423	94,116	0.3%												
...Nadi	8,586	14,008	-38.7%	8,586	14,008	-38.7%												
...Pago Pago	29,988	30,492	-1.7%	29,988	30,492	-1.7%												
...Papeete	13,356	13,104	1.9%	13,356	13,104	1.9%												

NA: Not Applicable

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

HOTEL OCCUPANCY AND ROOM RATE

Hotel Occupancy and Room Rate

**Table 94: State Hotel Occupancy and Room Rate
2012 vs. 2011**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2012	2011	Absolute Change	2012	2011	% Change	2012	2011	% Change
JANUARY	79.1	74.1	6.7	206.36	190.65	8.2	163.23	141.27	15.5
FEBRUARY	83.3	81.4	2.3	204.93	192.65	6.4	170.71	156.82	8.9
MARCH	79.1	74.7	5.9	203.64	190.34	7.0	161.08	142.18	13.3
APRIL	72.3	68.6	5.4	202.18	191.21	5.7	146.18	131.17	11.4
MAY	72.9	66.6	9.5	188.65	175.91	7.2	137.53	117.16	17.4
JUNE	76.4	70.5	8.4	200.71	186.20	7.8	153.34	131.27	16.8
JULY	81.9	76.1	7.6	214.40	197.37	8.6	175.59	150.20	16.9
AUGUST	81.3	77.3	5.2	214.55	194.76	10.2	174.43	150.55	15.9
SEPTEMBER	73.8	74.5	-0.9	186.47	172.62	8.0	137.61	128.60	7.0
OCTOBER	74.5	72.4	2.9	189.73	176.13	7.7	141.35	127.52	10.8
NOVEMBER	74.4	70.6	5.4	195.36	185.90	5.1	145.35	131.25	10.7
DECEMBER	75.1	72.8	3.2	236.06	220.12	7.2	177.28	160.25	10.6
TOTAL	76.9	73.2	5.1	204.15	189.83	7.5	156.99	138.96	13.0

**Table 95: O'ahu Hotel Occupancy and Room Rate
2012 vs. 2011**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2012	2011	Absolute Change	2012	2011	% Change	2012	2011	% Change
JANUARY	87.0	81.0	7.4	181.42	163.93	10.7	157.84	132.78	18.9
FEBRUARY	87.8	86.5	1.5	172.89	159.45	8.4	151.80	137.92	10.1
MARCH	84.1	79.0	6.5	173.78	156.32	11.2	146.15	123.49	18.3
APRIL	77.6	73.9	5.0	173.71	162.33	7.0	134.80	119.96	12.4
MAY	82.5	75.8	8.8	175.06	158.62	10.4	144.42	120.23	20.1
JUNE	85.3	78.5	8.7	181.11	160.67	12.7	154.49	126.13	22.5
JULY	91.8	83.3	10.2	195.12	168.50	15.8	179.12	140.36	27.6
AUGUST	90.0	86.8	3.7	196.96	169.03	16.5	177.26	146.72	20.8
SEPTEMBER	84.5	84.0	0.6	179.37	159.21	12.7	151.57	133.74	13.3
OCTOBER	82.0	81.2	1.0	180.21	162.83	10.7	147.77	132.22	11.8
NOVEMBER	81.9	77.8	5.3	182.99	173.57	5.4	149.87	135.04	11.0
DECEMBER	82.7	81.2	1.8	205.89	182.81	12.6	170.27	148.44	14.7
TOTAL	84.7	80.7	5.0	183.51	164.97	11.2	155.43	133.13	16.8

Source: Smith Travel Research, Hospitality Advisors LLC

Hotel Occupancy and Room Rate

**Table 96: Maui Hotel Occupancy and Room Rate
2012 vs. 2011**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2012	2011	Absolute Change	2012	2011	% Change	2012	2011	% Change
JANUARY	77.7	72.9	6.6	269.57	247.71	8.8	209.46	180.58	16.0
FEBRUARY	83.9	83.4	0.6	277.14	255.70	8.4	232.52	213.25	9.0
MARCH	79.4	78.7	0.9	270.47	265.96	1.7	214.75	209.31	2.6
APRIL	72.5	69.8	3.9	264.14	258.30	2.3	191.50	180.29	6.2
MAY	64.2	61.3	4.7	231.36	217.20	6.5	148.53	133.14	11.6
JUNE	67.7	66.4	2.0	256.62	242.09	6.0	173.73	160.75	8.1
JULY	74.4	72.1	3.2	273.84	263.57	3.9	203.74	190.03	7.2
AUGUST	75.0	71.1	5.5	263.35	253.44	3.9	197.51	180.20	9.6
SEPTEMBER	65.1	66.1	-1.5	213.09	206.37	3.3	138.72	136.41	1.7
OCTOBER	69.1	66.4	4.1	217.27	210.01	3.5	150.13	139.45	7.7
NOVEMBER	70.6	68.4	3.2	230.91	220.82	4.6	163.02	151.04	7.9
DECEMBER	72.3	67.2	7.6	309.85	306.19	1.2	224.02	205.76	8.9
TOTAL	72.6	70.2	3.4	257.95	246.90	4.5	187.27	173.32	8.0

**Table 97: Kaua'i Hotel Occupancy and Room Rates
2012 vs. 2011**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2012	2011	Absolute Change	2012	2011	% Change	2012	2011	% Change
JANUARY	62.3	57.9	7.6	209.38	198.35	5.6	130.44	114.84	13.6
FEBRUARY	75.1	66.4	13.1	202.56	195.68	3.5	152.12	129.93	17.1
MARCH	69.3	62.3	11.2	214.63	201.54	6.5	148.74	125.56	18.5
APRIL	66.9	59.6	12.2	212.86	206.58	3.0	142.20	123.12	15.5
MAY	69.3	57.4	20.7	196.95	189.96	3.7	136.49	109.04	25.2
JUNE	73.7	64.0	15.2	214.99	211.55	1.6	158.45	135.39	17.0
JULY	75.2	70.5	6.7	223.84	212.21	5.5	168.33	149.61	12.5
AUGUST	73.9	71.8	2.9	226.11	215.95	4.7	167.10	155.05	7.8
SEPTEMBER	68.7	71.7	-4.2	199.95	193.89	3.1	137.37	139.02	-1.2
OCTOBER	68.0	67.5	0.7	198.03	192.76	2.7	134.66	130.11	3.5
NOVEMBER	63.0	59.2	6.4	196.20	187.10	4.9	123.61	110.76	11.6
DECEMBER	60.3	58.6	2.9	241.03	232.72	3.6	145.34	136.37	6.6
TOTAL	68.8	63.9	7.7	212.85	203.36	4.7	146.44	129.95	12.7

Source: Smith Travel Research, Hospitality Advisors LLC

Hotel Occupancy and Room Rate

**Table 98: Hawai'i Island Hotel Occupancy and Room Rates
2012 vs. 2011**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2012	2011	Absolute Change	2012	2011	% Change	2012	2011	% Change
JANUARY	63.6	62.0	2.6	196.20	195.63	0.3	124.78	121.29	2.9
FEBRUARY	71.6	69.6	2.9	204.22	207.53	-1.6	146.22	144.44	1.2
MARCH	66.7	60.9	9.5	197.79	173.62	13.9	131.93	105.73	24.8
APRIL	57.1	53.4	6.9	200.25	172.74	15.9	114.34	92.24	24.0
MAY	55.7	49.4	12.8	172.12	172.61	-0.3	95.87	85.27	12.4
JUNE	61.9	53.7	15.3	183.57	182.35	0.7	113.63	97.92	16.0
JULY	64.1	61.8	3.7	189.89	193.62	-1.9	121.72	119.66	1.7
AUGUST	65.6	58.3	12.5	198.55	194.00	2.3	130.25	113.10	15.2
SEPTEMBER	54.2	57.5	-5.7	162.46	161.25	0.8	88.05	92.72	-5.0
OCTOBER	61.4	54.9	11.8	177.41	165.29	7.3	108.93	90.74	20.0
NOVEMBER	61.0	56.0	8.9	184.04	174.53	5.4	112.26	97.74	14.9
DECEMBER	61.4	61.4	0.0	230.01	229.08	0.4	141.23	140.66	0.4
TOTAL	62.0	58.2	6.5	192.57	186.35	3.3	119.39	108.46	10.1

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

Visitor Plant Inventory

**Table 99: Visitor Plant Inventory – Existing Inventory by Island and Property
2012**

ISLAND	TYPE	2012 PROPERTIES	2011 PROPERTIES	CHANGE FROM 2011
O'ahu	Apartment/Hotel	17	4	13
	Bed & Breakfast	31	31	0
	Condominium Hotel	33	33	0
	Hostel	6	6	0
	Hotel	68	68	0
	Individual Vacation Unit*	195	124	71
	Other	2	5	-3
	Timeshare	14	16	-2
	Total	366	287	79
Hawai'i	Apartment/Hotel	1	0	1
	Bed & Breakfast	88	91	-3
	Condominium Hotel	27	15	12
	Hostel	2	1	1
	Hotel	32	30	2
	Individual Vacation Unit*	314	306	8
	Other	10	9	1
	Timeshare	14	16	-2
	Total	488	468	20
Kaua'i	Apartment/Hotel	2	2	0
	Bed & Breakfast	27	28	-1
	Condominium Hotel	21	21	0
	Hostel	0	1	-1
	Hotel	15	14	1
	Individual Vacation Unit*	472	571	-99
	Other	2	2	0
	Timeshare	20	23	-3
	Total	559	662	-103
Maui	Apartment/Hotel	2	1	1
	Bed & Breakfast	44	45	-1
	Condominium Hotel	51	50	1
	Hostel	2	2	0
	Hotel	26	24	2
	Individual Vacation Unit*	191	360	-169
	Other	3	0	3
	Timeshare	17	22	-5
	Total	336	504	-168
Moloka'i	Apartment/Hotel	2	0	2
	Bed & Breakfast	2	3	-1
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Individual Vacation Unit*	32	42	-10
	Other	0	0	0
	Timeshare	0	1	-1
	Total	38	48	-10
Lāna'i	Apartment/Hotel	1	1	0
	Bed & Breakfast	0	1	-1
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	3	3	0
	Individual Vacation Unit*	1	0	1
	Other	0	0	0
	Timeshare	0	0	0
	Total	5	5	0
Statewide	Apartment/Hotel	25	8	17
	Bed & Breakfast	192	199	-7
	Condominium Hotel	134	121	13
	Hostel	10	10	0
	Hotel	144	139	5
	Individual Vacation Unit*	1,205	1,403	-198
	Other	17	16	1
	Timeshare	65	78	-13
	STATE TOTAL	1,792	1,974	-182

* Cabins, Individual Condo Units, Vacation House/Villa/Cottage were combined.
Source: Hawai'i Tourism Authority

Visitor Plant Inventory

**Table 100: Visitor Plant Inventory – Existing Inventory by Island and Unit
2012**

ISLAND	TYPE	2012 UNITS	2011 UNITS	CHANGE FROM 2011
O'ahu	Apartment/Hotel	169	90	79
	Bed & Breakfast	57	54	3
	Condominium Hotel	4,887	5,414	-527
	Hostel	217	221	-4
	Hotel	26,186	26,001	185
	Individual Vacation Unit*	1,051	631	423
	Other	30	248	-218
	Timeshare	2,529	2,342	187
	Total	35,126	35,001	125
Hawai'i	Apartment/Hotel	80	0	80
	Bed & Breakfast	383	388	-5
	Condominium Hotel	689	784	-95
	Hostel	11	16	-5
	Hotel	6,785	6,811	-335
	Individual Vacation Unit*	1,105	1,484	-379
	Other	359	137	222
	Timeshare	1,382	1,493	-111
	Total	10,794	11,113	-319
Kaua'i	Apartment/Hotel	4	4	0
	Bed & Breakfast	98	107	-9
	Condominium Hotel	1,563	1,584	-21
	Hostel	0	40	-40
	Hotel	2,660	2,654	6
	Individual Vacation Unit*	1,172	2,662	-1,490
	Other	61	24	37
	Timeshare	2,731	2,797	-66
	Total	8,289	9,872	-1,583
Maui	Apartment/Hotel	25	12	13
	Bed & Breakfast	145	151	-6
	Condominium Hotel	4,975	4,663	312
	Hostel	32	32	0
	Hotel	7,172	7,039	133
	Individual Vacation Unit*	3,896	5,457	-1,561
	Other	7	1	6
	Timeshare	3,407	3,562	-155
	Total	19,659	20,917	-1,258
Moloka'i	Apartment/Hotel	14	0	14
	Bed & Breakfast	2	7	-5
	Condominium Hotel	74	75	-1
	Hostel	0	0	0
	Hotel	0	0	0
	Individual Vacation Unit*	339	386	-47
	Other	0	0	0
	Timeshare	0	7	-7
	Total	429	475	-46
Lāna'i	Apartment/Hotel	1	1	0
	Bed & Breakfast	0	4	-4
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	348	348	0
	Individual Vacation Unit*	4	0	4
	Other	0	0	0
	Timeshare	0	0	0
	Total	353	353	0
Statewide	Apartment/Hotel	293	107	186
	Bed & Breakfast	685	711	-26
	Condominium Hotel	12,188	12,520	-332
	Hostel	260	309	-49
	Hotel	43,151	42,853	298
	Individual Vacation Unit*	7,567	10,620	-3,053
	Other	457	410	47
	Timeshare	10,049	10,201	-152
STATE TOTAL		74,650	77,731	-3,081

* Cabins, Individual Condo Units, Vacation House/Milla/Cottage were combined.

Source: Hawai'i Tourism Authority

Visitor Plant Inventory

**Table 101: Visitor Plant Inventory - Class of Units by Island
2012**

ISLAND	CLASS	PERCENT OF TOTAL UNITS ^[1]		% CHANGE FROM 2011
		2012 ^[2]	2011 ^[3]	
O'ahu	Budget (Up to \$100)	7.1%	7.4%	-0.3
	Standard (\$101 to \$250)	33.7%	34.6%	-0.9
	Deluxe (\$251 to \$500)	40.7%	40.0%	0.7
	Luxury (Over \$500/night)	18.4%	18.0%	0.5
	Total	100.0%	100.0%	
Hawai'i	Budget (Up to \$100)	9.9%	10.2%	-0.3
	Standard (\$101 to \$250)	28.1%	32.3%	-4.2
	Deluxe (\$251 to \$500)	48.3%	41.1%	7.2
	Luxury (Over \$500/night)	13.7%	16.4%	-2.7
	Total	100.0%	100.0%	
Kaua'i	Budget (Up to \$100)	7.7%	8.2%	-0.5
	Standard (\$101 to \$250)	26.4%	27.9%	-1.5
	Deluxe (\$251 to \$500)	40.5%	43.2%	-2.7
	Luxury (Over \$500/night)	25.4%	20.8%	4.4
	Total	100.0%	100.0%	
Maui	Budget (Up to \$100)	4.2%	2.9%	1.3
	Standard (\$101 to \$250)	25.1%	25.4%	-0.3
	Deluxe (\$251 to \$500)	23.1%	27.6%	-4.5
	Luxury (Over \$500/night)	47.6%	44.1%	3.5
	Total	100.0%	100.0%	
Moloka'i	Budget (Up to \$100)	5.2%	27.9%	-22.7
	Standard (\$101 to \$250)	88.2%	65.2%	23
	Deluxe (\$251 to \$500)	5.9%	5.5%	0.4
	Luxury (Over \$500/night)	0.7%	1.5%	-0.8
	Total	100.0%	100.0%	
Lāna'i	Budget (Up to \$100)	1.1%	0.9%	0.2
	Standard (\$101 to \$250)	3.1%	3.1%	NA
	Deluxe (\$251 to \$500)	43.4%	43.5%	-0.1
	Luxury (Over \$500/night)	52.4%	52.6%	-0.2
	Total	100.0%	100.0%	
Statewide	Budget (Up to \$100)	6.9%	6.9%	NA
	Standard (\$101 to \$250)	29.9%	31.3%	-1.4
	Deluxe (\$251 to \$500)	37.9%	37.5%	0.4
	Luxury (Over \$500/night)	25.2%	24.3%	0.9
	Total	100.0%	100.0%	

^[1] Totals may not sum to 100% due to rounding.

^[2] Based on 62,826 units (84% of total 2012 units) for which information on class of units was available.

^[3] Based on 66,442 units (85.5% of total 2011 units) for which information on class of units was available.

Source: Hawai'i Tourism Authority

Visitor Plant Inventory

**Table 102: Visitor Plant Inventory - Available Units by County
1965 – 2012**

YEAR	STATE	O'AHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
	TOTAL	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
2012	74,650	35,126	47.1	10,794	14.5	8,289	11.1	20,441	27.4

NA: Not Available.

* HVCB did not conduct an update survey in 1995

Source: Hawai'i Tourism Authority

APPENDIX A

TECHNICAL NOTES

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.

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 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.

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

Appendix A

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.

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.

Appendix A

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.

Supplemental Business Expenditures: Additional business expenditures spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space, equipment rentals, transportation, etc.). As of 2012, these figures were calculated using the Destination Marketing Association International (DMAI) Event Impact Calculator (EIC). 2011 was also revised using the DMAI and EIC method.

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.

International Intercept Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport, the Kahului Airport on Maui, the Kona International Airport, and the Lihue Airport on Kauai. In 2012, a total of 59,253 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,

Appendix A

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 forms were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2012, there were 3,146,437 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. Some 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 2012, 30,706 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 16,891 completed forms received from Maui, 1,195 forms from Moloka'i, 1,217 forms from Lāna'i, 11,181 forms from Kaua'i, 5,287 forms from Hilo and 11,770 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 all cabins on passenger ships in Hawai'i during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2012, a total of 18,833 completed forms were processed for cruise visitor information.

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 *2012 Visitor Plant Inventory Report*)

To access the report online visit:

<http://www.hawaiiitourismauthority.org/research/reports/visitor-plant-inventory/>

Hospitality Advisors LLC Hawai'i Hotel Flash Report: A 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

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)

- The total number of people (including myself) covered by this form is:
 1 2 3 4 5 6 7 8 9 10 >10
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
- I am a:
☐ Visitor to Hawaii.
☐ Intended resident moving to Hawaii for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)
☐ Returning Hawaii resident.
 Number of nights away from Hawaii:
 NIGHTS
 (ANSWER QUESTIONS 10 TO 14 ONLY.)
- This trip to Hawaii is my:
☐ 1st ☐ 5th
☐ 2nd ☐ 6 to 10th
☐ 3rd ☐ More than 10th
☐ 4th
- Altogether, I/we will be in the Hawaiian Islands for:
☐ A few hours only. (STOP HERE)
☐ One night or more.
 NIGHTS
 (CONTINUE TO QUESTION 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).

Plan to visit	# of nights
☐ O'ahu (includes Waikiki and Honolulu)	
☐ Maui	
☐ Molokai	
☐ Lanai	
☐ Kona (Big Island of Hawaii)	
☐ Hilo (Big Island of Hawaii)	
☐ Kauai	
- [Answer if you plan to visit O'ahu, otherwise skip to Q.7]
 Are you or any member of your party planning on attending any events at the Hawaii Convention Center?
☐ Yes ☐ No
- On this trip, I am a member of an organized tour group:
☐ Yes ☐ No
- I am on a pre-paid package trip that includes at least airfare and lodging:
☐ Yes ☐ No
- Where will you stay while in Hawaii? (mark all that apply)
☐ Hotel ☐ Cruise Ship
☐ Condominium ☐ Friends or Relatives
☐ Rental House ☐ Hostel
☐ Timeshare Unit ☐ Camp Site, Beach
☐ Bed & Breakfast ☐ Other (please specify): _____
- The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)
☐ Honeymoon ☐ Other Business
☐ To Get Married ☐ Visiting Friends or Relatives
☐ Pleasure/Vacation ☐ Government or Military Business
☐ Convention/Conference ☐ To Attend School
☐ Corporate Meeting ☐ Sports Event
☐ Incentive Trip ☐ Other (please specify): _____
- What is your age:
- What is your gender:
☐ Male ☐ Female
- Of the people covered by this form (NOT including yourself), how many are:

	# Males	# Females		# Males	# Females
12 yrs. or under			25 to 40 yrs.		
13 to 17 yrs.			41 to 59 yrs.		
18 to 24 yrs.			60 or more		
TOTAL			# Males		
			# Females		
- I am a resident of:
☐ U.S.A. (provide Zip Code below)

☐ Canada (provide postal code below)
 -
☐ All other countries (provide postal code below)
- Argentina
☐ Australia
☐ Brazil
☐ China
☐ France
☐ Germany
☐ Hong Kong
☐ Italy
☐ Korea
☐ Mexico
☐ New Zealand
☐ Philippines
☐ Singapore
☐ Switzerland
☐ Taiwan
☐ United Kingdom
☐ Other (please specify): _____
- E-mail Address (to participate in a follow-up survey):

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



HAWAII TOURISM

AUTHORITY

INT'L

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 your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (•) or print 1 2 clearly. We greatly appreciate your assistance. *Mahalo!*
Your answers will be kept strictly confidential and will be tabulated for research purposes only.

[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]

- The total number of people (including myself) covered by this form is: persons
- I am a:
 - ☐ Visitor to Hawai'i [CONTINUE TO QUESTION 3]
 - ☐ Hawai'i resident, to be away for night(s) [ANSWER QUESTIONS 9 - 13a ONLY]
- Altogether, I was in the Hawaiian Islands for:
 - ☐ A few hours only [STOP HERE]
 - ☐ night(s) [CONTINUE TO QUESTION 4]
- Including this trip, how many times have you visited Hawai'i? times
- I came on this trip as a member of an organized tour group:
 - ☐ Yes ☐ No
- I came on a prepaid package trip that included at least airfare and lodging:
 - ☐ Yes ☐ No
- 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	☐	
Maul	☐	
Molokai	☐	
Lana'i	☐	
Kona (Big Island of Hawai'i)	☐	
Hilo (Big Island of Hawai'i)	☐	
Kauai	☐	

- Where did you stay while in Hawai'i? (Mark all that apply)
 - ☐ Hotel
 - ☐ Condominium
 - ☐ Rental House
 - ☐ Timeshare Unit
 - ☐ Bed & Breakfast
 - ☐ Cruise Ship
 - ☐ Friends or Relatives
 - ☐ Hostel
 - ☐ Camp site, Beach
 - ☐ Other (please specify) _____
- What is the name of the hotel/condominium you stayed at while in Hawai'i?
Do not write in this box. For Internal Use Only
- The primary reason for this trip was: [RESIDENTS - MARK (•)]
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
 - ☐ To attend a wedding
 - ☐ Other (please specify) _____
- What is your age?
 years old
- What is your gender? ☐ Male ☐ Female
- Of the people covered by this form (not including yourself), how many were:

	Number of Males	Number of Females
12 years or under	 	
13 to 17 years	 	
18 to 24 years	 	
25 to 40 years	 	
41 to 59 years	 	
60 or more years	 	
TOTAL	 	
- I am a resident of:

☐ U.S.A.	☐ Argentina
☐ Australia	☐ Japan
☐ Korea	☐ Brazil
☐ Mexico	☐ New Zealand
☐ China	☐ Philippines
☐ France	☐ Singapore
☐ Germany	☐ Switzerland
☐ Hong Kong	☐ Taiwan
☐ Italy	☐ United Kingdom
☐ Canada	☐ Other _____
- Please specify zipcode/postal code:

USA Zipcode

Canada Postal Code -

Other Country Postal Code

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

YOUR NAME: _____

HOME ADDRESS: _____

ZIPCODE/ POSTAL CODE: _____

EMAIL ADDRESS: _____

DEPARTING HAWAII

Day / Month / Year

Flight No. Name of Airline: _____

FOR INTERNAL USE ONLY
Airline Code

ARRIVAL IN HAWAII

Day / Month / Year

Flight No. Name of Airline: _____

FOR INTERNAL USE ONLY
Airline Code

CONTINUE ON THE OTHER SIDE 1965494031

INTERNATIONAL INTERCEPT SURVEY (BACK)

14. On this trip, I first arrived at: ☐ Honolulu International Airport ☐ Kona International Airport ☐ Maui Airport ☐ Kauai Airport ☐ Other (please specify) _____ 15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center? ☐ Yes ☐ No 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. IF NOT, please skip to Question 17. a. How much did the package trip cost? (please specify currency) , , ☐ US \$ ☐ name of currency: _____ b. What did the package trip include? (Mark all that apply) ☐ Airfare (to and from Hawai'i) ☐ Breakfast ☐ Airfare (Inter-Island) ☐ Inter-Island cruise (not including dinner/sunset cruise) ☐ Lunch/Dinner ☐ Rental Car ☐ Tours/attractions ☐ Lodging (hotel, condo, etc.) ☐ Trip to another state/country ☐ Other (please specify) _____ c. Name of the package: _____ d. Number of nights in Hawai'i covered by it: night(s) e. Number of people covered by amount in Q16a above: persons 17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? (please specify currency) , , ☐ US \$ ☐ name of currency: _____	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.) Absolutely no personal information will be shared. How many people are you reporting for? persons (specify total number of people) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">18a. Lodging (hotel, condo, B&B, hostel, etc., including tips) --- US\$</td> <td style="width: 20%;"> </td> <td style="width: 20%;"> </td> </tr> <tr> <td>18b. Total food and beverage --- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>In restaurants, bars and other eating places ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Dinner shows/dinner cruises ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Groceries/snacks ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>18c. Total Entertainment ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Attractions/entertainment ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Recreation/Sports (e.g. golf, tennis, snorkeling, hiking) ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Other activities & tours ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>18d. 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Other Spending</td> <td></td> <td></td> </tr> <tr> <td>Electronics ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Health/Wellness ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Household Items ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Art and Collectibles ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td>Other, please specify below ----- US\$</td> <td> </td> <td> </td> </tr> <tr> <td colspan="3">18. TOTAL for Question 18 (18a-18f) ----- US\$</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>	18a. Lodging (hotel, condo, B&B, hostel, etc., including tips) --- US\$			18b. Total food and beverage --- US\$			In restaurants, bars and other eating places ----- US\$			Dinner shows/dinner cruises ----- US\$			Groceries/snacks ----- US\$			18c. Total Entertainment ----- US\$			Attractions/entertainment ----- US\$			Recreation/Sports (e.g. golf, tennis, snorkeling, hiking) ----- US\$			Other activities & tours ----- US\$			18d. 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ISLAND SURVEY



HAWAII TOURISM

AUTHORITY

Island Survey

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 the quality of your Hawaii experience remains the best it can be. Please fill in the appropriate bubble ☐ or print 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:

DO NOT WRITE IN THESE BOXES

- The total number of people (including myself) covered by this form is: persons
- You are a(n):
 - ☐ Out-of-state or foreign visitor to this island. [Proceed to Q3]
 - ☐ Hawaii resident visiting this island from another island. [Proceed to Q3]
 - ☐ Resident of this island going on an out-of-island trip, to be away for nights. [Answer Questions 10-14 Only]
 - ☐ Resident of this island moving to another island/state/country. [STOP. Please turn in your form]
- On this trip, you were on this island for: [One answer only]
 - ☐ Transit only (did not leave airport). [STOP. Please turn in your form]
 - ☐ One-day trip and did not stay overnight [Proceed to Q4]
 - ☐ Stayed at least one night. [Proceed to Q4]
- 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	☐	
MauI	☐	
Kaua'i	☐	
Molokai	☐	
Lana'i	☐	
Kona (Big Island of Hawaii)	☐	
Hilo (Big Island of Hawaii)	☐	
TOTAL NIGHTS ALL ISLANDS		

- On this trip, you first arrived at:
 - ☐ Honolulu International Airport
 - ☐ Kona International Airport
 - ☐ Maui Airport
 - ☐ Kaua'i Airport
 - ☐ Other (please specify) _____
- You came on this trip as a member of an organized group tour:
 - ☐ Yes ☐ No
- You came on a pre-paid package trip that included at least airfare and lodging:
 - ☐ Yes ☐ No
- 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) _____

DO NOT WRITE IN THESE BOXES
- What is the name of the hotel/condominium you stayed at while on this island? _____

DO NOT WRITE IN THESE BOXES
- On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?
 - ☐ Yes ☐ No
- The primary reason for the trip to this island was: [Residents - Mark Purpose of Trip]
 - ☐ 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) _____

DO NOT WRITE IN THESE BOXES

- What is your age? years old
- What is your gender?
 - ☐ Male ☐ Female
- Of the people covered by this form (NOT including yourself), how many are:

	Number of Males	Number of Females
12 years or under		
13 to 17 years		
18 to 24 years		
25 to 40 years		
41 to 59 years		
60 or more years		
TOTAL		
- 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
 - ☐ Philippines
 - ☐ Singapore
 - ☐ Switzerland
 - ☐ Taiwan
 - ☐ United Kingdom
 - ☐ Other (please specify) _____

DO NOT WRITE IN THESE BOXES

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

5b. Including this trip, how many times have you visited Hawaii?

5c. [IF TWO OR MORE TRIPS TO HAWAII] What year did you last visit Hawaii? _____

Specify Year:

8934310042

CONTINUE TO OTHER SIDE →

ISLAND SURVEY (BACK)

15. Was this trip to this island a day-only trip or did you stay at least one night? ☐ Day-only trip ☐ Stayed at least one night 16. Did you come to this island on a pre-paid package trip (including at least airfare and any of the following)? ☐ Yes [IF YES, CONTINUE] ☐ No [IF NO, SKIP TO QUESTION 17a] a. What did your package include? Please mark ALL that apply: ☐ Airfare (to and from Hawai'i) ☐ Airfare (Inter-island) ☐ Inter-island cruise ☐ Trip to another state/country _____ (specify) ☐ Rental car ☐ Breakfast ☐ Lunch/Dinner ☐ Lodging ☐ Tours/Attractions ☐ Other (please specify): _____ b. How much did your package cost? US\$ _____ c. Number of nights covered by it: _____ d. Number of people covered by amount: _____ e. Name of the package: _____ f. Name of travel company: _____ g. Did your package include a stay on: ☐ This island only ☐ Multiple Hawaiian Islands	18. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expense and transpacific airfare in Questions 16 and 17). Of this amount, how much did you spend for: How many people are you reporting for? [SPECIFY NUMBER OF PEOPLE] _____ persons <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td>18a. Lodging (hotel, condo, B&B, incl. tips)</td> <td>US\$ _____</td> </tr> <tr> <td>18b. Total Food and Beverage</td> <td>US\$ _____</td> </tr> <tr> <td>• In restaurants, bars and other eating places</td> <td>US\$ _____</td> </tr> <tr> <td>• Dinner shows/ Dinner cruises</td> <td>US\$ _____</td> </tr> <tr> <td>• Groceries/snacks</td> <td>US\$ _____</td> </tr> <tr> <td>18c. Total Entertainment</td> <td>US\$ _____</td> </tr> <tr> <td>• Attractions</td> <td>US\$ _____</td> </tr> <tr> <td>• Recreation (golf, tennis, snorkeling, etc.)</td> <td>US\$ _____</td> </tr> <tr> <td>• Other entertainment & tours</td> <td>US\$ _____</td> </tr> <tr> <td>18d. Total Ground Transportation</td> <td>US\$ _____</td> </tr> <tr> <td>• Ground transportation (buses, taxis, trolleys)</td> <td>US\$ _____</td> </tr> <tr> <td>• Rental car/moped</td> <td>US\$ _____</td> </tr> <tr> <td>• Other transportation costs (gas, parking)</td> <td>US\$ _____</td> </tr> <tr> <td>18e. Total Shopping</td> <td>US\$ _____</td> </tr> <tr> <td>• Fashion and clothing</td> <td>US\$ _____</td> </tr> <tr> <td>• Jewelry/watches</td> <td>US\$ _____</td> </tr> <tr> <td>• Cosmetics/perfumes</td> <td>US\$ _____</td> </tr> <tr> <td>• Leather goods (belts, wallets, handbags, etc.)</td> <td>US\$ _____</td> </tr> <tr> <td>• Hawai'i food products (fruits, nuts, & other products)</td> <td>US\$ _____</td> </tr> <tr> <td>• Souvenirs</td> <td>US\$ _____</td> </tr> <tr> <td>18f. Other Spending (Describe)</td> <td>US\$ _____</td> </tr> <tr> <td>_____</td> <td>US\$ _____</td> </tr> <tr> <td>_____</td> <td>US\$ _____</td> </tr> <tr> <td>_____</td> <td>US\$ _____</td> </tr> <tr> <td>SUM OF Q18a-Q18f</td> <td>US\$ _____</td> </tr> </tbody> </table>	"Amount spent on THIS ISLAND ONLY"		18a. Lodging (hotel, condo, B&B, incl. tips)	US\$ _____	18b. Total Food and Beverage	US\$ _____	• In restaurants, bars and other eating places	US\$ _____	• Dinner shows/ Dinner cruises	US\$ _____	• Groceries/snacks	US\$ _____	18c. Total Entertainment	US\$ _____	• Attractions	US\$ _____	• Recreation (golf, tennis, snorkeling, etc.)	US\$ _____	• Other entertainment & tours	US\$ _____	18d. Total Ground Transportation	US\$ _____	• Ground transportation (buses, taxis, trolleys)	US\$ _____	• Rental car/moped	US\$ _____	• Other transportation costs (gas, parking)	US\$ _____	18e. Total Shopping	US\$ _____	• Fashion and clothing	US\$ _____	• Jewelry/watches	US\$ _____	• Cosmetics/perfumes	US\$ _____	• Leather goods (belts, wallets, handbags, etc.)	US\$ _____	• Hawai'i food products (fruits, nuts, & other products)	US\$ _____	• Souvenirs	US\$ _____	18f. Other Spending (Describe)	US\$ _____	_____	US\$ _____	_____	US\$ _____	_____	US\$ _____	SUM OF Q18a-Q18f	US\$ _____
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17a. Did you arrive on this island on a transpacific flight or an inter-island flight?

☐ Transpacific flight

☐ Inter-island flight

17b. How much did you pay for your flight (if not included as part of a package)?

• Transpacific flight (round-trip) US\$ _____

• Inter-island flight (one-way) US\$ _____

DO NOT WRITE IN THESE BOXES

DO NOT WRITE IN THESE BOXES

1767310049

Mahalo (Thank You)! Please return your completed survey to the interviewer.

Island Survey (Oahu) 2012Q4

CRUISE SURVEY



HAWAII

TOURISM AUTHORITY

Aloha. On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawaii experience remains the best it can be. Please fill in the appropriate bubble ☐ or print 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 Hawaii
☐ Resident of Hawaii

3. Including this trip, I have made:
 trips to Hawaii in my lifetime

4. Please indicate the number of nights you have spent in Hawaii on this trip...

Before starting this cruise		
During this cruise		
Expect to spend after this cruise		
TOTAL NIGHTS IN HAWAII <i>(Before, during and after cruise)</i>		

5. Please indicate where you spent your nights in Hawaii on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	☐	☐	☐
Maui	☐	☐	☐
Big Island	☐	☐	☐
Kauai	☐	☐	☐
Lana'i	☐	☐	☐
Molokai	☐	☐	☐

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

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	☐	☐
Condominium	☐	☐
Timeshare unit	☐	☐
Bed & breakfast	☐	☐
Friends or relatives	☐	☐
Other, specify: _____	☐	☐
DONOT WRITE IN THESE BOXES		

7. While you were on your cruise, did you purchase any shore tours in Hawaii?
☐ Yes ☐ No

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

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

☐ Non-cruise lodging
 (Number of nights)

☐ 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) _____

DONOT WRITE IN THESE BOXES

10. Did you do any of the following on this trip to Hawaii?

☐ 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		
10 - 19		
20 - 29		
30 - 39		
40 - 49		
50 - 59		
60 or more		
TOTAL		

4378098908
CONTINUE TO OTHER SIDE →

CRUISE SURVEY (BACK)

FOR ALL PARTS OF QUESTION 14:
 DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.

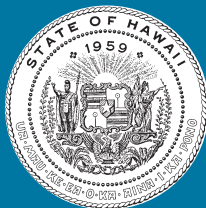
14. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)

US\$

14.1 Including yourself, how many people does this expenditure cover?

Of this total amount (Q14), how much was spent for:

	O'AHU (IN US\$)	MAUI (Maui/Molokai/Lanai) (IN US\$)	KAUAI (IN US\$)	BIG ISLAND OF HAWAII KONA (IN US\$) HILO (IN US\$)		
14a. Lodging (total bill of hotel, condo, B&B, etc.)	 	 	 	 	 	
14b. Total Food and Beverage	 	 	 	 	 	
• In restaurants and other eating places	 	 	 	 	 	
• Dinner shows/cruises	 	 	 	 	 	



HAWAII TOURISM

AUTHORITY

1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

hawaii tourism authority.org