DBEDT

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

2021 Annual Visitor Research Report

ABOUT THIS REPORT

The 2021 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2021 and a comparison with 2020 visitor data. Included in this report are characteristics data from visitors who came to Hawai'i' by air or by cruise ship. Visitor statistics are categorized by Hawai'i's Major Market Areas (MMA), by select countries, purpose of trip, accommodation type and by island. Statistics about visitor room inventory, hotel occupancy, room rates and air seat capacity are also included.

2021 statistics presented in this report reflect immigration data from the U.S. Department of Commerce National Travel and Tourism Office (NTTO), updated statistics on flights and air seats from Cirium Diio Mi (DIIO) airline database and final reports received from airlines. Due to COVID-19 travel restrictions and the "conditional Sail" order enforced by the U.S. Centers for Disease Control and Prevention (CDC), there were no cruise ship activities in Hawai'i in 2021.

This report was produced by the Tourism Research Branch staff of the Department of Business, Economic Development and Tourism (DBEDT) Research and Economic Analysis Division (READ): Jennifer Chun, Minh-Chau Chun, Lawrence Liu, Joseph Patoskie, Sunnie Lasconia, and Loryn Garcia.

STR Inc. provided hotel occupancy and room rate statistics.

Cover photo by Pierce M. Myers Photography: Palawai Road Curve, Central Lāna'i.

For more information on the content of this report, please email: DBEDT.research@hawaii.gov

TABLE OF CONTENTS

SUMMARY OF 2021 VISITORS TO HAWAIʻI 1

ALL VISITORS (BY AIR AND BY CRUISE SHIPS) 2
VISITORS (ARRIVALS BY AIR) 4
U.S. WEST 4
U.S. EAST 5
JAPAN 5
CANADA 6
EUROPE 6
OCEANIA 8
OTHER ASIA 9
LATIN AMERICA 11
AIR VISITORS BY ISLANDS 12
OʻAHU 12
MAUI 13
MOLOKAʻI 13
LĀNAʻI 14
KAUAʻI 14
THE ISLAND OF HAWAIʻI 15
CRUISE VISITORS 16
TOTAL AIR CAPACITY TO HAWAIʻI 16

ANNUAL VISITOR RESEARCH REPORT 18

TABLES 18

APPENDIX A 160

TECHNICAL NOTES 161
DEFINITIONS 161
SOURCES OF DATA FOR VISITOR STATISTICS 164

APPENDIX B 166

DOMESTIC IN-FLIGHT SURVEY 167
INTERNATIONAL INTERCEPT SURVEY 169
ISLAND SURVEY 171
CRUISE SURVEY 173

LIST OF FIGURES

Figure 1. Total Visitor Expenditures....3
Figure 2. Visitor Arrivals by Air from Four Largest Markets....4
Figure 3. Europe MMA, United Kingdom (UK) and Germany (Arrivals by Air)....7
Figure 4. Oceania MMA (Arrivals by Air)....8
Figure 5. Other Asia MMA, China, Korea, Taiwan (Arrivals by Air)....9
Figure 6. Latin America MMA (Arrivals by Air)....11
Figure 7. Oʻahu Air Visitor Arrivals by Selected MMA....12
Figure 8. Maui Air Visitor Arrivals by Selected MMA....13
Figure 9. Kauaʻi Air Visitor Arrivals by Selected MMA....14
Figure 10. Island of Hawaiʻi Air Visitor Arrivals by Selected MMA....15
Figure 11. Cruise Visitors to Hawaiʻi....16
Figure 12. Air Seats Operated to Hawaiʻi by Island....17

LIST OF TABLES

Table 1. Summary of Visitor Statistics 2021 vs. 2020....19
Table 2. 2021 Monthly Market Highlights....22
Table 3. 2021 Monthly Island Highlights....23
Table 4. Summary of Air Visitor Characteristics 2021 vs. 2020....24
Table 5. Summary of Air Visitor Characteristics, Percentage of Total 2021 vs. 2020....26
Table 6. Air Visitor Days by Island 2021 vs. 2020....28
Table 7. Air Visitor Days by Month 2021 vs. 2020....28
Table 8. Average Daily Census by Island (Arrivals by Air) 2021 vs. 2020....29
Table 9. Average Daily Census by Month (Arrivals by Air) 2021 vs. 2020....29
Table 10. Visitors Staying Overnight or Longer (Arrivals by Air) 1961-2021....30
Table 11. 2021 Air Visitor Days by Month and MMA....31
Table 12. Air Visitor Days by Month and MMA, Percent change 2021 vs. 2020....33
Table 13. 2021 Air Visitor Arrivals by Month and MMA....35
Table 14. Air Visitor Arrivals by Month and MMA, Percent change 2021 vs. 2020....37
Table 15. U.S. West MMA Air Visitor Characteristics 2021 vs. 2020....39
Table 16. 2021 Domestic U.S. West MMA Air Visitor Arrivals by Month and State....41
Table 17. U.S. East MMA Air Visitor Characteristics 2021 vs. 2020....42
Table 18. 2021 Domestic U.S. East MMA Air Visitor Arrivals by Month and State....44
Table 19. Domestic U.S. Air Visitor Arrivals by State 2012-2021....45
Table 20. 2021 Domestic U.S. Air Visitor Characteristics by State....46
Table 21. Market Penetration for Top U.S. CBSA (Arrivals by Air) 2021 vs. 2020....47
Table 22. Japan MMA Air Visitor Characteristics 2021 vs. 2020....48
Table 23. 2021 International Japan MMA Air Visitor Characteristics by Region....50
Table 24. Canada MMA Air Visitor Characteristics 2021 vs. 2020....51
Table 25. 2021 Canada MMA Air Visitor Characteristics by Province....53
Table 26. Europe MMA Air Visitor Characteristics 2021 vs. 2020....54
Table 27. United Kingdom Air Visitor Characteristics 2021 vs. 2020....56
Table 28. Germany Air Visitor Characteristics 2021 vs. 2020....58
Table 29. Oceania MMA Air Visitor Characteristics 2021 vs. 2020....60
Table 30. Australia Air Visitor Characteristics 2021 vs. 2020....62
Table 31. New Zealand Air Visitor Characteristics 2021 vs. 2020....64
Table 32. Other Asia MMA Air Visitor Characteristics 2021 vs. 2020....66
Table 33. Korea Air Visitor Characteristics 2021 vs. 2020....68
Table 34. China Air Visitor Characteristics 2021 vs. 2020....70
Table 35. Taiwan Air Visitor Characteristics 2021 vs. 2020....72

Table 36. Latin America MMA Air Visitor Characteristics 2021 vs. 2020 74
Table 37. Other MMA Air Visitor Characteristics 2021 vs. 2020 76
Table 38. 2021 Air Visitor Age and Gender Distribution by MMA 78
Table 39. Honeymoon Air Visitor Characteristics 2021 vs. 2020 79
Table 40. Get Married Air Visitor Characteristics 2021 vs. 2020 80
Table 41. Meetings, Conventions, and Incentives Air Visitor Characteristics 2021 vs. 2020 81
Table 42. Visit Friends and Relatives Air Visitor Characteristics 2021 vs. 2020 82
Table 43. Family Air Visitors Characteristics 2021 vs. 2020 83
Table 44. Hotel-Only Air Visitor Characteristics 2021 vs. 2020 84
Table 45. Condo-Only Air Visitor Characteristics 2021 vs. 2020 85
Table 46. Timeshare-Only Air Visitor Characteristics 2021 vs. 2020 86
Table 47. Rental House-Only Air Visitor Characteristics 2021 vs. 2020 87
Table 48. Bed and Breakfast-Only Air Visitor Characteristics 2021 vs. 2020 88
Table 49. First-Time Air Visitor Characteristics 2021 vs. 2020 89
Table 50. Repeat Air Visitor Characteristics 2021 vs. 2020 90
Table 51. Air Visitor Arrivals by Island and Month 2021 vs. 2020 91
Table 52. 2021 Average Daily Census by Island and Month (Arrivals by Air) 94
Table 53. 2021 Domestic U.S. Air Visitor Arrivals by Island and Top CBSA 95
Table 54. Domestic U.S. Air Visitors by Island & Top CBSA, Percent change 2021 vs. 2020 96
Table 55. 2021 Domestic U.S. Air Visitor Arrivals by Island and State 97
Table 56. Domestic U.S. Air Visitors by Island and State, Percent change 2021 vs. 2020 98
Table 57. 2021 Domestic U.S. Air Visitor Length of Stay by Island and State 99
Table 58. Oʻahu Air Visitor Characteristics 2021 vs. 2020 100
Table 59. Maui County Air Visitor Characteristics 2021 vs. 2020 102
Table 60. Maui Island Air Visitor Characteristics 2021 vs. 2020 104
Table 61. Moloka'i Air Visitor Characteristics 2021 vs. 2020 106
Table 62. Lāna'i Air Visitor Characteristics 2021 vs. 2020 108
Table 63. Kaua'i Air Visitor Characteristics 2021 vs. 2020 110
Table 64. Hawai'i Island Air Visitor Characteristics 2021 vs. 2020 112
Table 65. Hilo Air Visitor Characteristics 2021 vs. 2020 114
Table 66. Kona Air Visitor Characteristics 2021 vs. 2020 116
Table 67. 2021 Air Visitor Days by Island and MMA 118
Table 68. Air Visitor Days by Island and MMA, Percent change 2021 vs. 2020 120
Table 69. 2021 Air Visitor Arrivals by Island and MMA 122
Table 70. Air Visitor Arrivals by Island and MMA , Percent change 2021 vs. 2020 124
Table 71: Total Visitor Expenditures by Category (Air, Cruise & Supplemental Business) 126
Table 72. Total Air Visitor Personal Daily Spending 127
Table 73. U.S. West MMA Air Visitor Personal Daily Spending 128
Table 74. U.S. East MMA Air Visitor Personal Daily Spending 129
Table 75. Japan MMA Air Visitor Personal Daily Spending 130
Table 76. Canada MMA Air Visitor Personal Daily Spending 131
Table 77. Europe MMA Air Visitor Personal Daily Spending 132
Table 78. Oceania MMA Air Visitor Personal Daily Spending 133
Table 79. Other Asia MMA Air Visitor Personal Daily Spending 134
Table 80. Latin America MMA Air Visitor Personal Daily Spending 135
Table 81. Other MMA Air Visitor Personal Daily Spending 136
Table 82. China Air Visitor Personal Daily Spending 137
Table 83. Korea Air Visitor Personal Daily Spending 138
Table 84. Taiwan Air Visitor Personal Daily Spending 139
Table 85. Australia Air Visitor Personal Daily Spending 140
Table 86. New Zealand Air Visitor Personal Daily Spending 141
Table 87. 2021 Air Visitor Personal Daily Spending by Island 142
Table 88. Air Visitor Personal Daily Spending by Island, Percent change 2021 vs. 2020 143
Table 89. Air Visitor Personal Daily Spending by Visitor and Trip Characteristics 144

Table 90. 2021 Meeting, Convention, and Incentive Air Visitor Characteristics and Spending.....145
Table 91. 2021 Cruise Ship Visitors 146
Table 92. Cruise Ship Visitors, Percent change 2021 vs. 2020.....146
Table 93. 2021 Total Cruise Ship Passengers by MMA.....147
Table 94. Cruise Visitor Personal Daily Spending – All Cruise Visitors 148
Table 95. Total Air Seats Operated to Hawai'I 2021 vs. 2020 149
Table 96. Domestic Air Seats Operated to Hawai'I 2021 vs. 2020 149
Table 97. International Air Seats Operated to Hawai'I 2021 vs. 2020 150
Table 98. Total Flights Operated to Hawai'I 2021 vs. 2020 151
Table 99. Domestic Flights Operated to Hawai'I 2021 vs. 2020 151
Table 100. International Flights Operated to Hawai'I 2021 vs. 2020 152
Table 101. State Hotel Performance 2021 vs. 2020 153
Table 102. O'ahu Hotel Performance 2021 vs. 2020 153
Table 103. Maui County Hotel Performance 2021 vs. 2020 154
Table 104. Kaua'i Hotel Performance 2021 vs. 2020.....154
Table 105. Hawai'i Island Hotel Performance 2021 vs. 2020 155
Table 106. Visitor Plant Inventory – Existing Inventory by Island and Property 2021 vs. 2020.....156
Table 107. Visitor Plant Inventory – Existing Inventory by Island and Unit 2021 vs. 2020.....157
Table 108. Visitor Plant Inventory – Class of Units by Island 2021 vs. 2020.....158
Table 109. Visitor Plant Inventory – Available Units by County 1968-2021.....159

SUMMARY OF 2021 VISITORS TO HAWAIʻI

ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

Hawai'i's visitor industry continued to be impacted by the global COVID-19 pandemic in 2021. After most flights were canceled, severely limiting tourism from late March 2020 through mid-October 2020, domestic visitors slowly returned when the State began implementing the Safe Travels pre-travel testing program on October 15, 2020. By late December 2020, the first COVID-19 vaccine was administered in the islands, beginning with frontline workers.

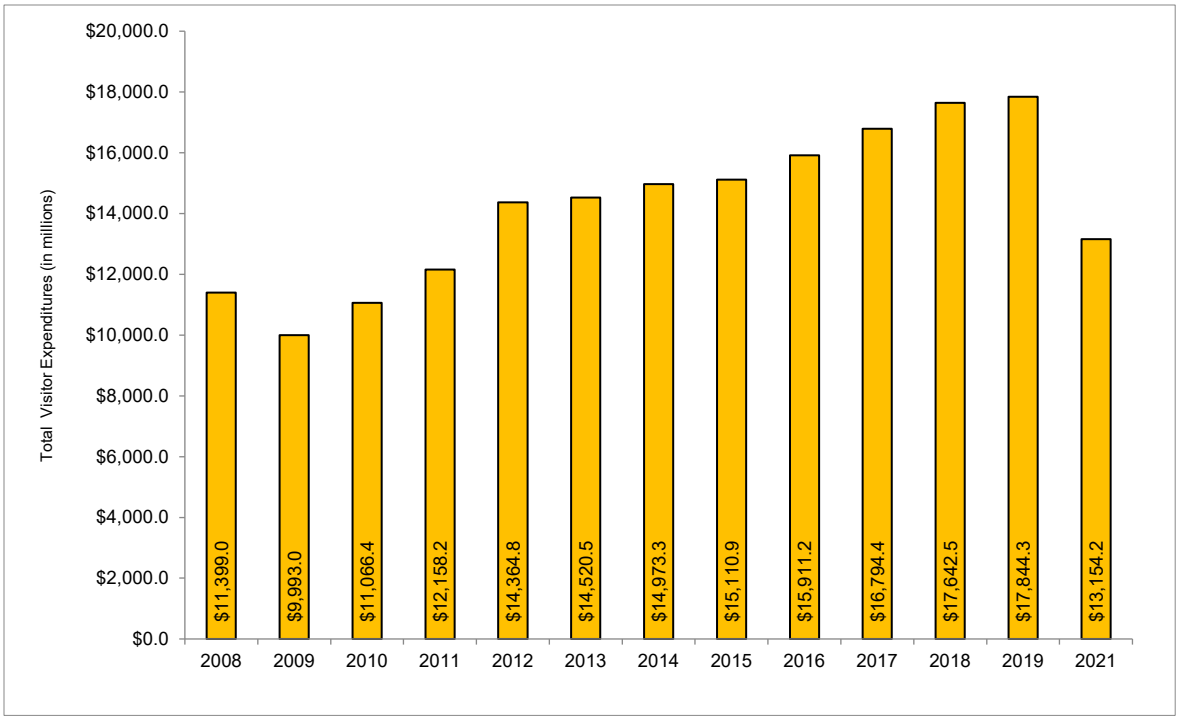
As 2021 unfolded and vaccination rates increased globally and in Hawai'i, travel restrictions and quarantine requirements began to ease. Inter-county travel restrictions were lifted as of June 4, 2021. Passengers arriving from out-of-state could bypass the State's mandatory self-quarantine with a valid negative COVID-19 test result three days prior to their departure to Hawai'i. Individuals who were fully vaccinated in Hawai'i could bypass the quarantine order beginning June 15, 2021. On June 24, 2021, Hawai'i's Governor David Ige announced that individuals vaccinated in the U.S. will be able to bypass the testing/quarantine requirement with proof of vaccination through the state's Safe Travels program.

The COVID-19 situation in Hawai'i was improving until the Delta variant was detected in the islands in late June 2021. On August 23, 2021, due to a surge in Delta variant cases, Governor Ige asked travelers to curtail non-essential travel to Hawai'i until late October 2021. Beginning November 8, 2021, passengers who came on direct international flights became exempt from Hawai'i's Safe Travels program and were instead subjected to federal U.S. entry requirements which included proof of a negative COVID-19 viral test result taken within 24 hours of travel. International visitors to Hawai'i also encountered travel restrictions, and extensive testing and quarantine requirements when they returned to their home countries.

In 2021, there were 6,777,760 total visitors to the islands. All these visitors arrived by air service as there were no cruise ship activities during the year. In comparison, 2,678,073 visitors came by air service in 2020, and 30,185 visitors came by cruise ships from January to mid-March 2020, just prior to the federal Center for Disease Control's "No Sail" order that suspended cruise activities for the rest of 2020.

Total visitor expenditures in 2021 was $13.15 billion. Comparative annual 2020 visitor spending statistics were not available due to fielding limitations (Figure 1).

Figure 1. Total Visitor Expenditures
2006 - 2021[1]



Supported by the rebound of domestic air service, visitor arrivals from U.S. West (+241.2% to 4,473,588 visitors) and U.S. East (+195.1% to 1,995,311) in 2021 more than doubled compared to 2020. However, arrivals to Hawai'i from Japan (-93.5% to 18,936), Canada (-46.5% to 87,900), Other Asia (-66.8% to 22,524), Oceania (-87.1% to 6,524), and Europe (-12.9% to 18,775) remained well below 2020 levels (Table 1).

Arrivals by air service in 2021 increased to 3,326,622 visitors on O'ahu (+120.8%), 2,303,942 visitors on Maui (+190.7%), 1,183,458 visitors on Hawai'i island (+139.7%), 813,647 visitors on Kauai (+146.4%), 47,829 visitors on Lāna'i (+166.8%) and 25,758 visitors on Moloka'i (+51.3%) (Table 1).

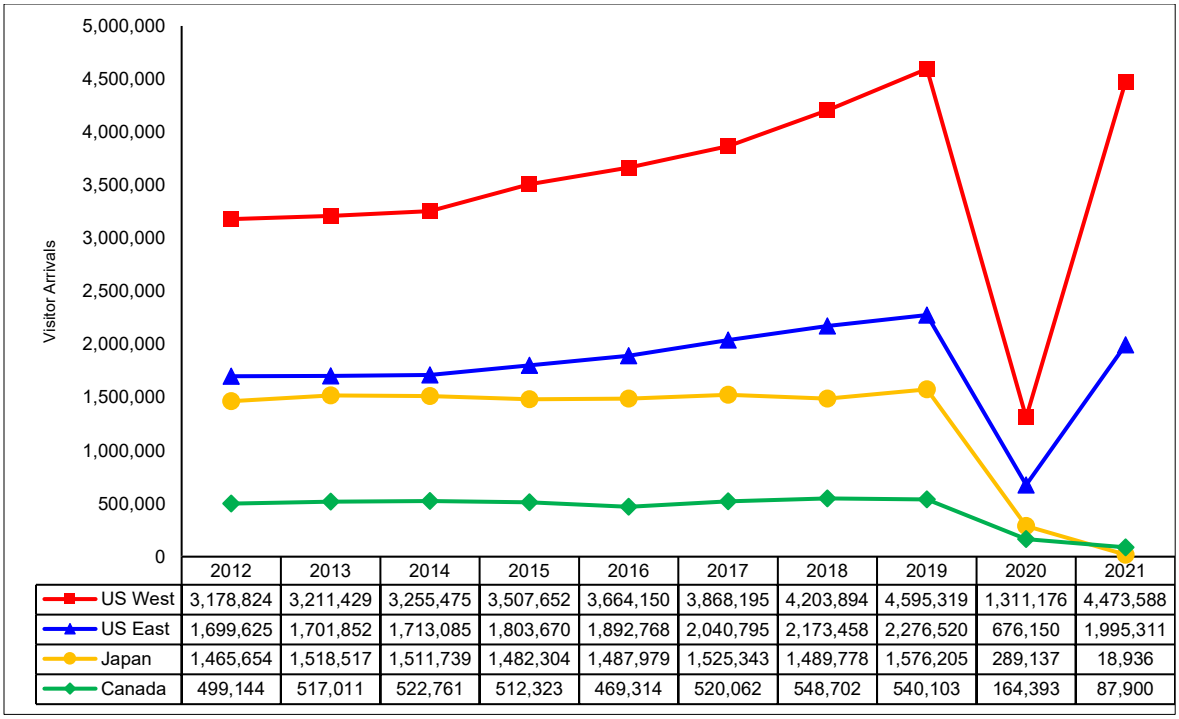
There were 51,904 trans-Pacific flights and 10,735,084 seats to Hawai'i in 2021, compared to 24,372 flights and 5,318,667 seats in 2020. Air service to Honolulu (+62.9% to 5,491,101 seats), Kahului (+174.0% to 3,020,388 seats), Kona (+165.0% to 1,363,124 seats), Līhu'e (+154.4% to 821,715 seats) and Hilo (+332.4% to 38,756 seats) rose significantly compared to the previous year (Tables 95-100).

[1] Comparative annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, the Departure Survey could not be conducted between April through October 2020 and fielding for visitor spending was limited. Visitor spending statistics for months in 2020 for which data are available are presented in Tables 2 and 3 of the 2020 Annual Visitor Research Report, posted on The DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

VISITORS (ARRIVALS BY AIR)

A total of 6,777,760 visitors (+153.1%) arrived by air service in 2021, compared to 2,678,073 visitors in 2020. The average length of stay was 9.64 days, compared to 10.65 days by visitors in 2020. The average daily census was 178,938 visitors present on any given day in 2021, compared to 77,915 in 2020 (table 4).

Figure 2. Visitor Arrivals by Air from Four Largest Markets
2012 - 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US West	3,178,824	3,211,429	3,255,475	3,507,652	3,664,150	3,868,195	4,203,894	4,595,319	1,311,176	4,473,588
US East	1,699,625	1,701,852	1,713,085	1,803,670	1,892,768	2,040,795	2,173,458	2,276,520	676,150	1,995,311
Japan	1,465,654	1,518,517	1,511,739	1,482,304	1,487,979	1,525,343	1,489,778	1,576,205	289,137	18,936
Canada	499,144	517,011	522,761	512,323	469,314	520,062	548,702	540,103	164,393	87,900

U.S. WEST

In 2021, there were 45,246 scheduled flights (+143.2%) with 8,989,207 seats (+138.3%) from the U.S. West, more than doubled 2020 levels. Air service from routes that were suspended or scaled back in 2020 due to the pandemic have all resumed. New service from Ontario, California (began in March 2021) and Santa Ana, California (began in May 2021) also contributed to the growth in air capacity compared to the previous year. (Tables 96 and 99).

- Visitors from U.S. West spent $8.0 billion and $196 per person per day in 2021 (Table 1).
- Arrivals increased to 4,473,588 visitors (+241.2%) compared to 1,311,176 visitors in 2020. Visitor days rose 193.8 percent compared to the previous year (Figure 1, Table 15).
- The average length of stay by U.S. West visitors was 9.14 days compared to 10.62 days in 2020.
- The majority of the U.S. West visitors in 2021 have visited Hawai‘i before (78.5%) while 21.5 percent were first-time visitors.
- O‘ahu hosted 44.8 percent of U.S. West visitors in 2021, 34.0 percent went to Maui, 17.1 percent went to the island of Hawai‘i and 12.1 percent went to Kaua‘i. Arrivals increased significantly on all islands compared to 2020.

- Close to half (49.5%) of U.S. West visitors in 2021 stayed in hotels, 20.9 percent stayed in condominiums, 12.0 percent stayed in rental homes, 11.4 percent stayed with friends/relatives, and 10.8 percent stayed in timeshares.
- Eight out of ten visitors in 2021 came to vacation (84.8%), 11.9 percent came to visit friends/relatives, 2.6 percent came to honeymoon and 1.2 percent came for meetings, conventions, and incentives (MCI).
- Arrivals from California, the largest single state contributor, rose 305.1 percent to 2,657,296 visitors. There were also significantly more visitors from Washington (+165.0% to 564,843 visitors), Arizona (+271.4% to 244,282 visitors), Oregon (+168.4% to 238,626 visitors), Colorado (+234.9% to 211,407 visitors), Utah (+218.0% to 203,771), and Nevada (+241.7% to 143,697) compared to 2020 (Table 19).

U.S. EAST

In 2021, there were 4,696 scheduled flights (+164.6%) with 1,249,514 seats (+156.1%) from the U.S. East, significantly more than in 2020. Air service from routes that were suspended due to the pandemic restarted in 2021. In addition, there were new service from Austin, Texas (began in April 2021), Charlotte North Carolina (began in May 2021), and Orlando Florida (began in March 2021). (Tables 96 and 99).

- Visitors from U.S. East spent $4.32 billion and $213 per person per day in 2021 (Table 1).
- Arrivals rose to 1,995,311 visitors (+195.1%) compared to 676,150 visitors in 2020. Visitor days increased 151.9 percent from the previous year (Table 17).
- The average length of stay by U.S. East visitors was 10.20 days, compared to 11.95 days in 2020.
- Over half of U.S. East visitors in 2021 have visited Hawai‘i before (53.8%) while 46.2 percent were first time visitors.
- Over half of U.S. East visitors in 2021 went to O‘ahu (57.0%), 34.1 percent visited Maui, 18.7 percent visited the island of Hawai‘i and 12.3 percent visited Kaua‘i.
- Eight out of ten U.S. East visitors in 2021 came to vacation (78.9%), 13.3 percent came to visit friends/relatives, 5.6 percent came to honeymoon and 2.0 percent came for MCI purposes.
- Over half of U.S. East visitors in 2021 stayed in hotels (57.4%), while some stayed in condominiums (16.2%), with friends/relatives (12.9%), in rental homes (11.9%) and in timeshares (8.9%).
- Texas (+287.0% to 367,441 visitors), Illinois (+210.9% to 151,620), Florida (+267.9% to 147,049 visitors) and New York (+204.1% to 140,479) were the four largest U.S. East states in terms of visitor arrivals in 2021 (Table 19).

JAPAN

There continued to be reduced air service from Japan in 2021 with 529 scheduled flights and 131,766 seats. In 2020, air service was scaled back to 1,787 scheduled flights with 483,574 seats due to the pandemic. Direct flights from Japan were suspended in May and June 2020, and there was limited air service for the rest of 2020 (Tables 97 and 100).

- Visitors from Japan spent $65.1 million and $221 per person per day in 2021 (Table 1).
- Arrivals decreased 93.5 percent to 18,936 visitors in 2021; and visitor days declined 82.9 percent compared to the previous year (Table 22).
- The average length of stay by Japanese visitors was 15.56 days, compared to 5.95 days in 2020.

- Most of the Japanese visitors in 2021 were repeat visitors (85.8%) while 14.2 percent were first-time visitors to the islands.
- Most Japanese visitors went to Oʻahu (95.1%), 5.3 percent visited the island of Hawaiʻi, 4.0 percent visited Maui and 1.9 percent visited Kauaʻi.
- Four out of ten Japanese visitors in 2021 stayed in hotels (42.0%), 26.9 percent stayed with friends/relatives, 24.1 percent stayed in condominiums, 6.9 percent stayed in timeshares and 2.7 percent stayed in rental homes.
- Seven out of ten Japanese visitors in 2021 came to vacation (68.2%), 18.7 percent came to visit friends/relatives, 3.0 percent came for MCI purposes and 1.7 percent came to honeymoon.

CANADA

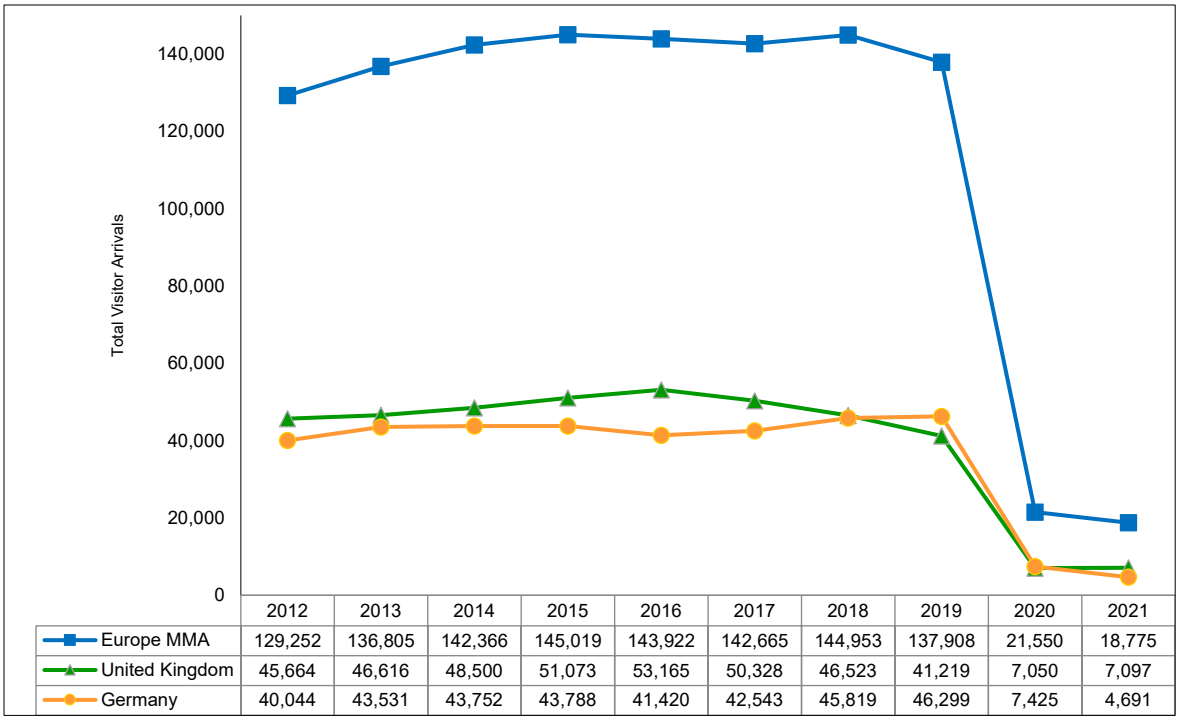
There continued to be limited air service from Canada in 2021 with 610 scheduled flights and 129,098 seats. In 2020, air service was reduced to 876 scheduled flights with 177,913 seats due to the pandemic. Direct flights were suspended from April through November 2020 and resumed in December 2020 with limited service from Calgary (Tables 97 and 100).

- Visitors from Canada spent $240.6 million and $176 per person per day in 2021 (Table 1).
- Arrivals dropped 46.5 percent to 87,900 visitors; and visitor days were down 39.8 percent compared to 2020 (Table 24).
- The average length of stay by Canadian visitors in 2021 was 15.52 days, compared to 13.78 days in the previous year.
- Eight out of ten Canadian visitors (81.5%) in 2021 flew direct from international ports while the remainder arrived on flights from the U.S. mainland.
- The majority of Canadian visitors in 2021 were repeat visitors (75.2%) while 24.8 percent were first timers to Hawaiʻi.
- Direct air service contributed to more Canadians visiting Maui (51.4% of Canadian visitors) than Oʻahu (41.7% of Canadian visitors); 14.7 percent visited the island of Hawaiʻi and 8.7 percent visited Kauaʻi.
- Four out of ten (44.6%) Canadian visitors in 2021 stayed in hotels, 27.6 percent stayed in condominiums, 12.4 percent stayed with friends/relatives, 10.4 percent stayed in timeshares and 10.4 percent stayed in rental homes.
- Most Canadian visitors in 2021 came to vacation (89.3%), 6.4 percent came to visit friends/relatives, 3.2 percent came to honeymoon and 1.5 percent came for MCI purposes.

EUROPE

Visitors from Europe spent $52.9 million and $168 per person in 2021 (Table 1). Visitor arrivals (-12.9% to 18,775 visitors) decreased compared to 2020. However, visitor days grew 6.2 percent due to a longer average length of stay (+21.9% to 16.77 days). The majority of European visitors (89.5%) came on domestic flights (Table 26). There were fewer visitors from Germany (-36.8%) and France (-18.2%) which offset growth in visitors from Switzerland (+22.5%), Italy (+4.2%) and the United Kingdom (+0.7%). (Tables 13 and 14).

Figure 3. Europe MMA, UK, and Germany
Visitor Arrivals by Air: 2012 - 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Europe MMA	129,252	136,805	142,366	145,019	143,922	142,665	144,953	137,908	21,550	18,775
United Kingdom	45,664	46,616	48,500	51,073	53,165	50,328	46,523	41,219	7,050	7,097
Germany	40,044	43,531	43,752	43,788	41,420	42,543	45,819	46,299	7,425	4,691

Visitors from United Kingdom

- Arrivals from the United Kingdom (U.K.) rose slightly (+0.7%) to 7,097 in 2021 and comprised 37.8 percent of the European market (Figure 2, Tables 13 and 14).
- The average length of stay by U.K visitors was 11.85 days, compared to 11.19 days in 2020 (Table 27).
- More than half of U.K. visitors in 2021 were repeat visitors (57.6%) while 42.4 percent were first timers to the islands.
- Over half of U.K. arrivals in 2021 visited Oʻahu (54.5%), 29.4 percent visited Maui, 20.6 percent visited the island of Hawaiʻi and 13.0 percent visited Kauaʻi.
- Over half of U.K. visitors stayed in hotels (52.9%). Some stayed with friends/relatives (17.9%), in condominiums (15.2%), rental homes (11.1%), or in timeshares (6.1%).
- Seven out of ten U.K. visitors in 2021 came to vacation (71.7%), 18.8 percent came to visit friends/relatives, 4.0 percent came to honeymoon and 2.4 percent came for MCI purposes.

Visitors from Germany

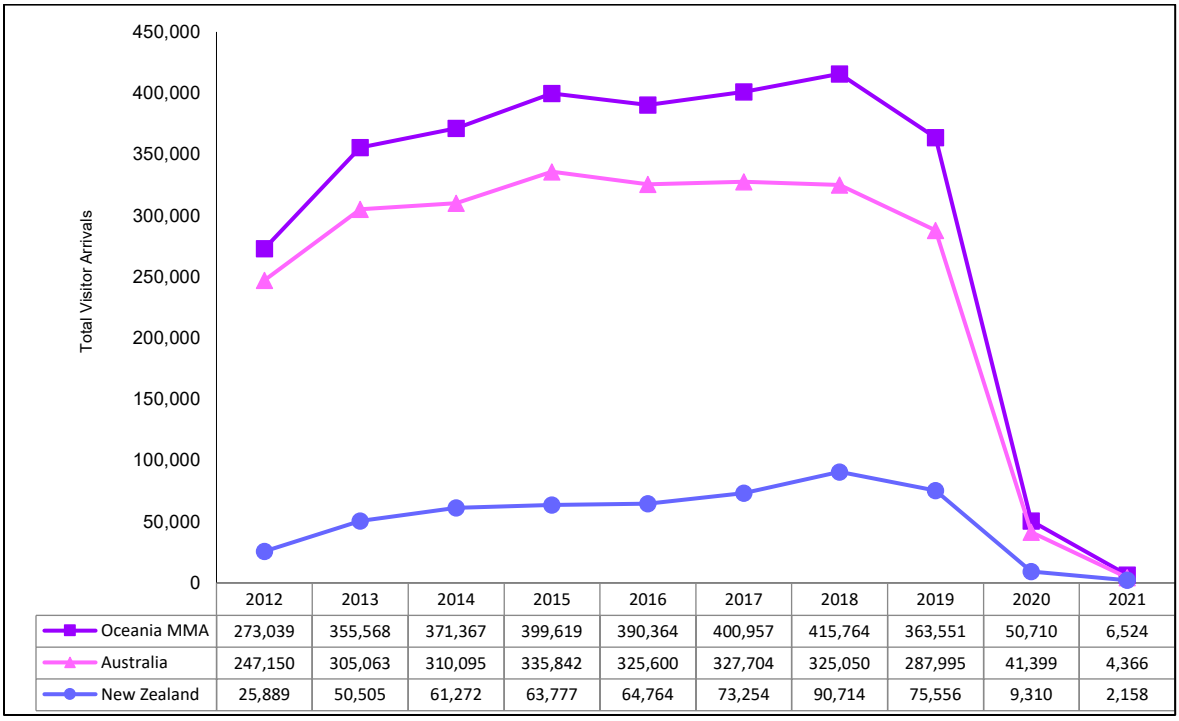
- Germany accounted for 25.0 percent of European visitors in 2021. Arrivals decreased 36.8 percent to 4,691 visitors (Figure 2, Tables 13 and 14).
- These visitors stayed an average of 21.0 days, compared to 15.84 days in 2020 (Table 28).
- The majority of German visitors in 2021 were first timers (60.7%) while 39.3 percent have been to Hawaiʻi before.
- Two out of three German visitors in 2020 went to Oʻahu (68.0%), 36.5 percent went to Maui, 31.2 percent went to the island of Hawaiʻi and 21.3 percent went to Kauaʻi.
- Close to half of German visitors stayed in hotels (46.9%) while others stayed with friends/relatives (18.4%), in rental homes (14.8%), condominiums (14.6%), hostel (9.8%), bed and breakfast properties (4.6%), and timeshares (2.7%).

- Seven out of ten German visitors in 2021 came to vacation (70.7%), 19.0 percent came to visit friends/relatives, 4.4 percent came to honeymoon, and 1.7 percent came for MCI purposes.

OCEANIA

After being suspended for most of the year, limited air service resumed in December 2021 with 19 scheduled flights and 5,396 seats from Sydney, Australia. In 2020, 328 scheduled flights with 95,737 seats operated out of Australia and New Zealand in the first three months of the year until service was suspended beginning in April 2020. (Tables 97 and 100).

Figure 4. Oceania MMA
Visitor Arrivals by Air: 2012 - 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Oceania MMA	273,039	355,568	371,367	399,619	390,364	400,957	415,764	363,551	50,710	6,524
Australia	247,150	305,063	310,095	335,842	325,600	327,704	325,050	287,995	41,399	4,366
New Zealand	25,889	50,505	61,272	63,777	64,764	73,254	90,714	75,556	9,310	2,158

Visitors from Oceania spent $19.8 million and $235 per person in 2021 (Table 1). Arrivals (-87.1% to 6,524 visitors) and visitor days (-82.4%) from Oceania decreased sharply compared to 2020 (Table 29). Visitors from Australia accounted for 66.9 percent of all visitors from Oceania, while 33.1 percent were from New Zealand (Table 13).

Visitors from Australia

- Visitors from Australia spent $237 per person per day in 2021 (table 85).
- Arrivals from Australia decreased 89.5 percent to 4,366 visitors in 2021 (Figure 3, Table 30).
- Visitors from Australia stayed an average of 13.23 days compared to 9.44 days in 2020.
- The majority of Australian visitors in 2021 were first timers (69.9%) while 30.1 percent were repeat visitors to the islands.
- Eight out of then visitors in 2021 went to Oʻahu (83.0%) while 11.6 percent went to Maui, 5.8 went to the island of Hawaiʻi and 5.0 percent went to Kauaʻi.
- Over half of Australian visitors in 2021 stayed in condominiums (57.3%), 32.2 percent stayed in hotels, 5.7 percent stayed with friends/relatives and 3.7 percent stayed in rental homes.

- Australian visitors primarily came to vacation (74.0%), 10.3 percent came to visit friends/relatives, 2.0 percent came for a honeymoon, and 1.5 percent came for MCI purposes.

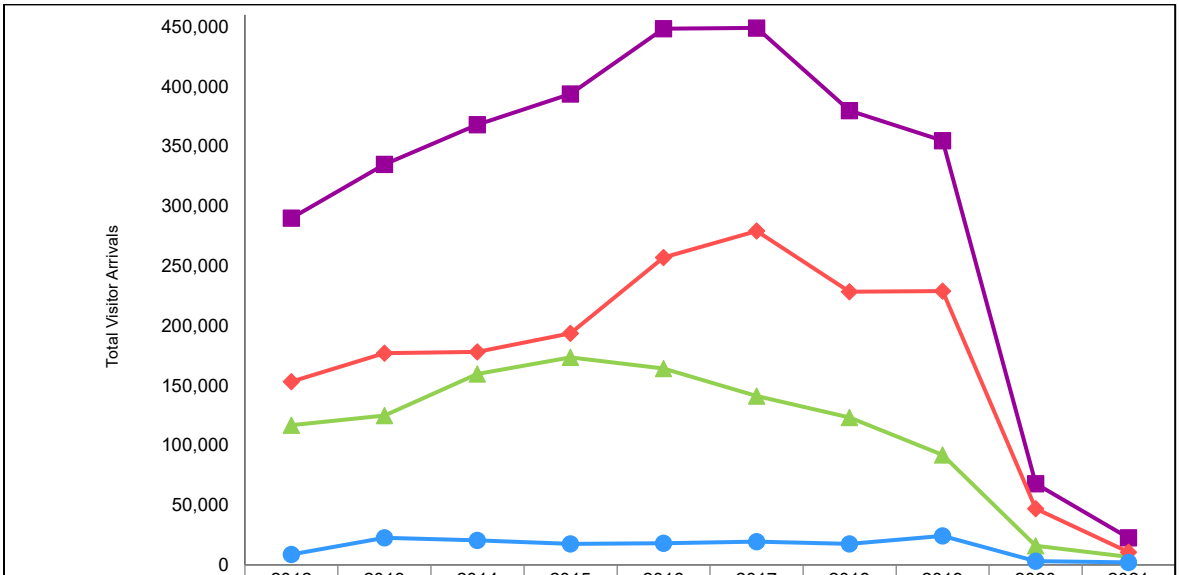
Visitors from New Zealand

- Visitors from New Zealand spent $217 per person per day in 2021 (table 86).
- Arrivals from New Zealand declined 76.8 percent to 2,158 visitors in 2021 (Figure 3, Table 31).
- Visitors from New Zealand in 2021 stayed an average of 12.34 days compared to 9.52 days in the prior year.
- Seven out of ten New Zealand visitors in 2021 were repeat visitors (68.7%) while 31.3 percent were first timers to the islands.
- Over half of New Zealand visitors went to O'ahu (56.6%), 28.6 percent went to Maui, 19.3 went to the island of Hawai'i and 16.5 percent went to Kaua'i.
- Close to half of New Zealand visitors in 2021 stayed in hotels (48.4%), 20.9 percent stayed in condominiums, 19.4 percent stayed with friends/relatives, 9.0 percent stayed in rental homes, and 6.6 percent stayed in timeshares.
- The majority of New Zealand visitors came to vacation (72.2%), 19.3 percent came to visit friends/relatives, 3.4 percent came for a honeymoon and 3.0 percent came for MCI purposes.

OTHER ASIA

There were 140 scheduled flights and 39,160 seats in 2021, all were from Korea. In 2020, 290 scheduled flights with 87,807 seats were in service prior to being suspended due to the pandemic. Direct flights from Shanghai, China was terminated in February 2020. Service from Taipei, Taiwan have been canceled since April 2020. Direct flights from Seoul, Korea which were suspended from May through October, resumed limited service in November 2020. (Tables 97 and 100).

Figure 5. Other Asia MMA
Visitor Arrivals by Air: 2012 – 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Other Asia MMA	289,977	335,072	368,110	393,833	448,414	449,082	379,925	354,680	67,906	22,524
China	116,866	125,011	159,718	173,520	164,326	141,232	123,246	92,082	15,878	6,686
Korea	153,338	177,113	178,118	193,658	257,189	279,201	228,350	229,056	46,884	10,652
Taiwan	8,769	22,679	20,440	17,525	18,107	19,463	17,523	24,242	3,240	2,113

Visitors from Korea

- Visitors from Korea spent $278 per person per day in 2021 (table 83).
- Arrivals from Korea decreased 77.3 percent to 10,652 visitors in 2021 (Figure 4, Table 33).
- Korean visitors in 2021 stayed an average of 14.03 days compared to 8.62 days in the prior year.
- Slightly over half of Korean visitors in 2021 were repeat visitors (50.6%) while 49.4 percent were first timers to Hawai'i.
- Nearly all Korean visitors in 2021 went to O'ahu (90.9%), 11.9 percent went to Maui, 11.4 percent went to the island of Hawai'i, and 3.1 percent went to Kaua'i.
- Seven out of ten Korean visitors stayed in hotels (70.6%) while some stayed with friends/relatives (14.2%), in condominiums (9.6%) or in rental homes (6.8%).
- More than half of Korean visitors in 2021 came to vacation (52.1%), 27.4 percent came to honeymoon, 10.7 percent came to visit friends/relatives and 2.8 percent came for MCI purposes.

Visitors from China

- Visitors from China spent $318 per person per day in 2021 (table 82).
- There were 6,686 visitors from China in 2021, down 57.9 percent compared to the previous year (Figure 4, Table 34).
- The average length of stay was 10.54 days compared to 9.52 days in 2020.
- The majority of the visitors in 2021 were first timers (65.7%) while 34.3 percent have been to Hawai'i before.
- Most Chinese visitors in 2021 went to O'ahu (82.6%), 29.6 percent went to the island of Hawai'i, 20.2 percent went to Maui and 6.5 percent went to Kaua'i.
- The majority of Chinese visitors stayed in hotels (79.4%). Some stayed in rental homes (10.7%), condominiums (7.8%), or with friends/relatives (4.2%).
- Most Chinese visitors came to vacation (89.8%), 4.8 percent came to honeymoon and 4.3 percent came to visit friends/relatives.

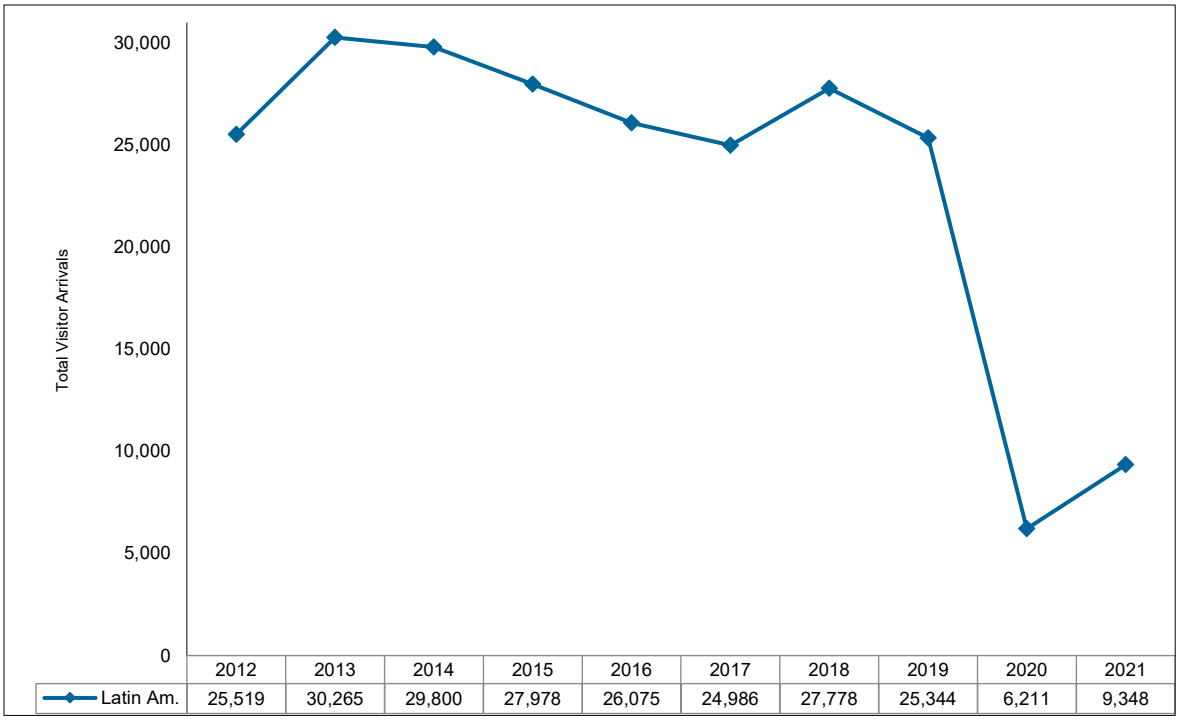
Visitors from Taiwan

- Visitors from Taiwan spent $228 per person per day in 2021 (table 84).
- Arrivals from Taiwan decreased 34.8 percent to 2,113 visitors in 2021 (Figure 4, Table 35).
- The average length of stay was 17.41 days compared to 10.00 days in 2020.
- More than half of the visitors in 2021 were repeat visitors (51.4%) while 48.6 percent were first-time visitors to Hawai'i.
- Most of the Taiwanese visitors in 2021 went to O'ahu (82.2%), 21.3 percent went to the island of Hawai'i, 13.2 percent went to Maui and 7.5 percent went to Kaua'i.
- The majority of Taiwanese visitors in 2021 stayed in hotels (62.1%) while others stayed in condominiums (17.6%), bed and breakfast properties (12.3%), with friends/relatives (8.9%), in rental homes (6.1%) or in timeshares (3.0%).
- Over half of Taiwanese visitors came to vacation (55.1%), 12.0 percent came to visit friends/relatives, 5.9 percent came for MCI purposes and 4.0 percent came to honeymoon.

LATIN AMERICA

Visitors from Latin America spent $29.9 million and $250 per person per day in 2021 (table 1). Visitor arrivals (+50.5% to 9,348 visitors) and visitor days (+35.2%) increased compared to 2020. (Figure 5, Table 36). The average length of stay was 12.79 days compared to 14.25 days in the previous year.

Figure 6. Latin America MMA
Visitor Arrivals by Air: 2012 – 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Latin Am.	25,519	30,265	29,800	27,978	26,075	24,986	27,778	25,344	6,211	9,348

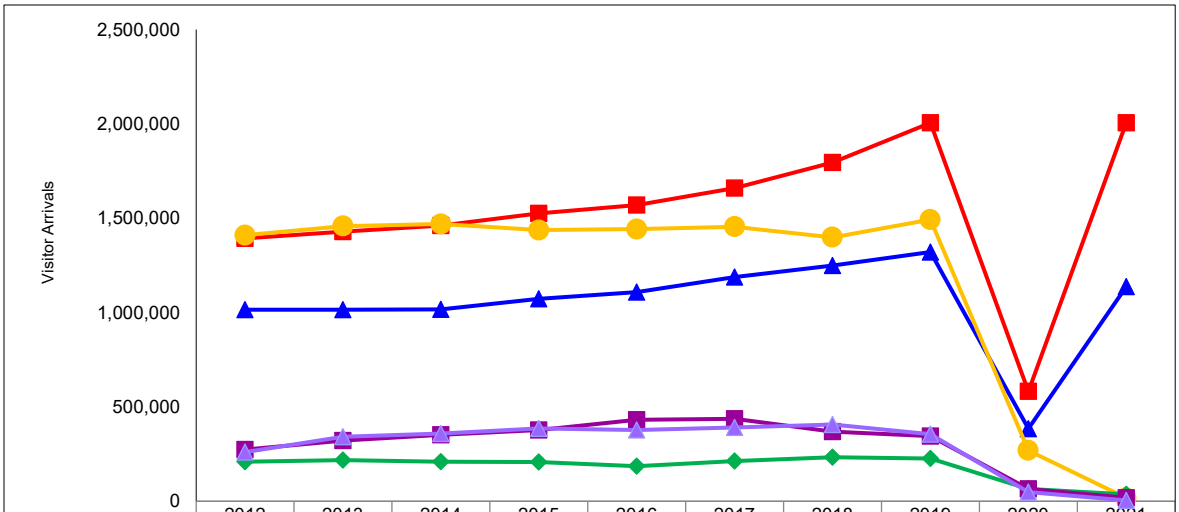
- Visitors from Mexico comprised 63.6 percent of Latin America MMA in 2021, followed by visitors from Argentina (21.6%) and Brazil (14.8%) and (Table 13).
- Many of the visitors from Latin America in 2021 were first timers (64%) while 36.0 percent were repeat visitors.
- Two out of three visitors from Latin America went to Oʻahu (66.6%), 32.8 percent went to Maui, 19.2 percent went to the island of Hawaiʻi and 8.2 percent went to Kauaʻi.
- Over half of Latin America visitors stayed in hotels (57.9%), 15.3 percent stayed with friends/relatives, 13.5 percent stayed in rental homes and 9.9 percent stayed in condominiums.

AIR VISITORS BY ISLANDS

As travel restrictions and quarantine requirements eased and domestic air service resumed in 2021, visitor arrivals to all Hawaiian Islands increased compared to the previous year. Multiple-island visitation rose 115.1 percent compared to 2020 (Table 4).

O‘AHU

Figure 7. O‘ahu Air Visitor Arrivals by Selected MMA
2012 – 2021

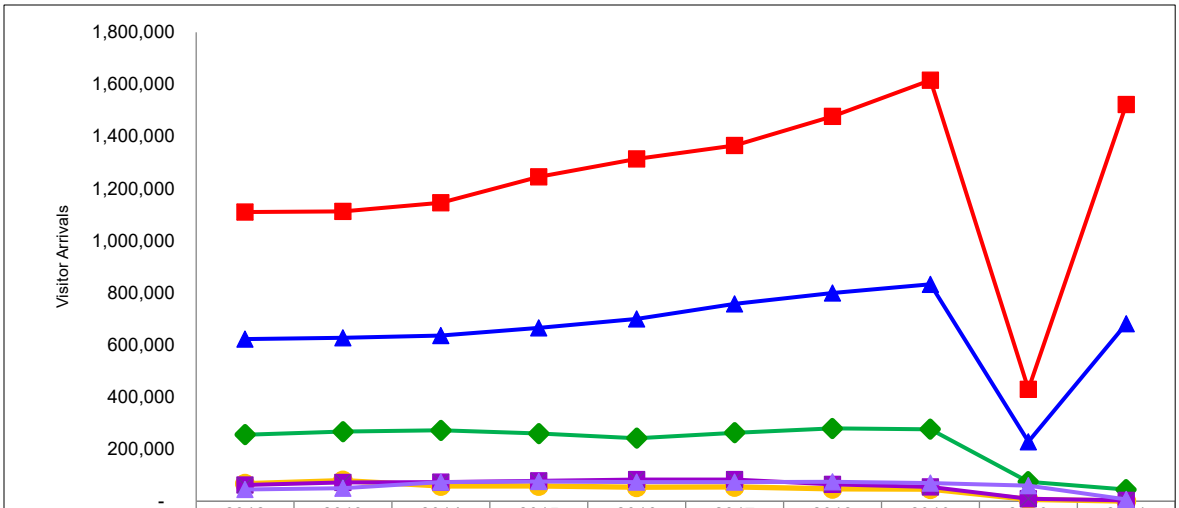


	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US West	1,393,321	1,429,387	1,462,017	1,525,939	1,569,790	1,658,938	1,795,039	2,005,506	582,276	2,005,024
US East	1,015,673	1,015,177	1,016,262	1,072,333	1,107,818	1,188,504	1,248,855	1,321,001	385,083	1,137,006
Japan	1,409,721	1,458,205	1,469,449	1,436,749	1,442,192	1,454,594	1,399,307	1,492,753	269,402	18,001
Canada	209,380	218,828	209,315	208,542	185,680	213,275	233,478	227,491	66,240	36,660
Other Asia	274,279	321,001	351,573	378,110	432,197	437,125	369,312	345,948	65,962	18,855
Oceania	260,317	342,717	358,225	386,815	377,479	391,031	406,904	356,298	49,419	4,847

- In 2021, total visitor spending by visitors on O‘ahu was $5.71 billion and daily spending was $212 per person (Table 1).
- Arrivals by air to O‘ahu in 2021 increased to 3,326,622 visitors (+120.8%); and visitor days rose 109.7 percent (Tables 1 and 58).
- The average daily census was 73,693 visitors in 2021, compared to 35,054 visitors in the previous yea (Table 8).
- Repeat visitors comprised 63.2 percent of O‘ahu visitors in 2021 while 36.8 percent were first time visitors.
- The majority (64.9%) of visitors who went to O‘ahu in 2021 stayed in hotels while in the state, 15.5 percent stayed with friends/relatives, 10.2 percent stayed in condominiums, 8.9 percent stayed in rental homes and 6.7 percent stayed in timeshares.
- The majority (78.3%) of O‘ahu visitors came to the state for a vacation, 16.7 percent came to visit friends/relatives, 3.4 percent came to honeymoon 1.0 percent came for meetings, conventions, and incentives.

MAUI

Figure 8. Maui Air Visitor Arrivals by Selected MMA
2012 – 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US West	1,109,708	1,112,225	1,145,796	1,244,689	1,313,895	1,366,003	1,477,805	1,616,213	430,261	1,523,024
US East	622,452	626,991	635,804	665,964	700,281	758,202	799,275	832,911	228,925	681,140
Japan	67,977	79,396	58,889	58,941	54,298	55,583	48,450	46,684	7,929	766
Canada	255,602	267,156	272,174	260,290	242,371	262,919	279,940	276,825	74,974	45,149
Other Asia	62,468	72,956	73,583	78,134	83,435	83,445	64,679	54,641	9,743	3,742
Oceania	45,651	50,625	73,744	75,933	73,399	73,197	74,940	69,544	60,582	7,202

- In 2021, total visitor spending by visitors on Maui was $4.04 billion and daily spending was $202 per person (Table 1).
- Arrivals by air to Maui increased to 2,303,942 visitors (+190.7%) in 2021; and visitor days rose 165.1 percent. (Tables 1 and 60).
- The average daily census was 54,866 in 2021 compared to 20,637 in 2020 (Table 8).
- Repeat visitors comprised 73.3 percent of Maui visitors in 2021 while 26.7 percent were first time visitors.
- Nearly half (45.9%) of visitors who went to Maui stayed in hotels while in the state, 32.2 percent stayed in condominiums, 11.9 percent stayed in timeshares, 11.1 percent stayed in rental homes and 6.7 percent stayed with friends/relatives.
- The majority (87.9%) of Maui visitors came to the state for a vacation, 6.5 percent came to visit friends/relatives, 4.9 percent came to honeymoon and 1.9 percent came for meetings, conventions, and incentives.

MOLOKA'I[2]

- In 2021, total visitor spending by visitors on Moloka'i was $25.2 million and daily spending was $138 per person (Table 1).
- Arrivals to Moloka'i increased 51.3 percent to 25,758 visitors in 2021; and visitor days grew 54.9 percent (Tables 1 and 61).

[2]Small sample size for Moloka'i resulted in broad estimates; use with discretion. Statistics may be used for year-to-year trends.

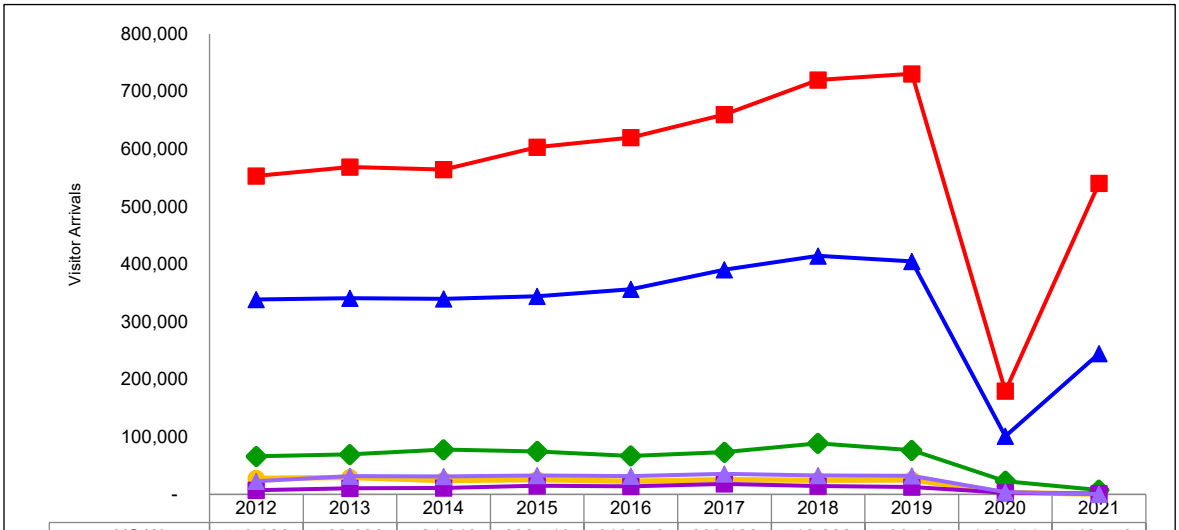
- The average daily census was 500 visitors compared to 322 visitors in 2020 (Table 8).
- Repeat visitors comprised 68.4 percent of Molokaʻi visitors in 2021 while 31.6 percent were first time visitors.

LĀNAʻI[3]

- In 2021, total visitor spending by visitors on Lānaʻi was $108.1 million and daily spending was $460 per person (Table 1).
- Arrivals increased to 47,829 visitors (+166.8%) in 2021; and visitor days rose 182.3 percent compared to 2020 (Tables 1 and 62).
- The average daily census was 644 visitors compared to 227 visitors in 2020 (Table 8).
- Repeat visitors comprised 70.1 percent of Lānaʻi visitors in 2021 while 29.9 percent were first time visitors.

KAUAʻI

Figure 9. Kauaʻi Air Visitor Arrivals by Selected MMA 2012 – 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US West	553,222	568,836	564,342	603,519	619,976	660,128	719,930	730,725	179,451	540,578
US East	338,756	340,688	339,607	344,210	356,523	390,323	414,489	404,948	101,006	244,504
Japan	27,907	29,430	23,834	25,702	22,977	25,442	24,806	25,333	3,622	361
Canada	66,205	69,476	77,760	74,710	66,873	73,333	88,711	76,777	22,958	7,660
Other Asia	7,134	10,394	11,090	15,232	13,805	18,247	14,827	12,624	2,646	1,333
Oceania	22,807	31,777	31,407	32,904	31,842	35,746	33,028	32,168	4,177	572

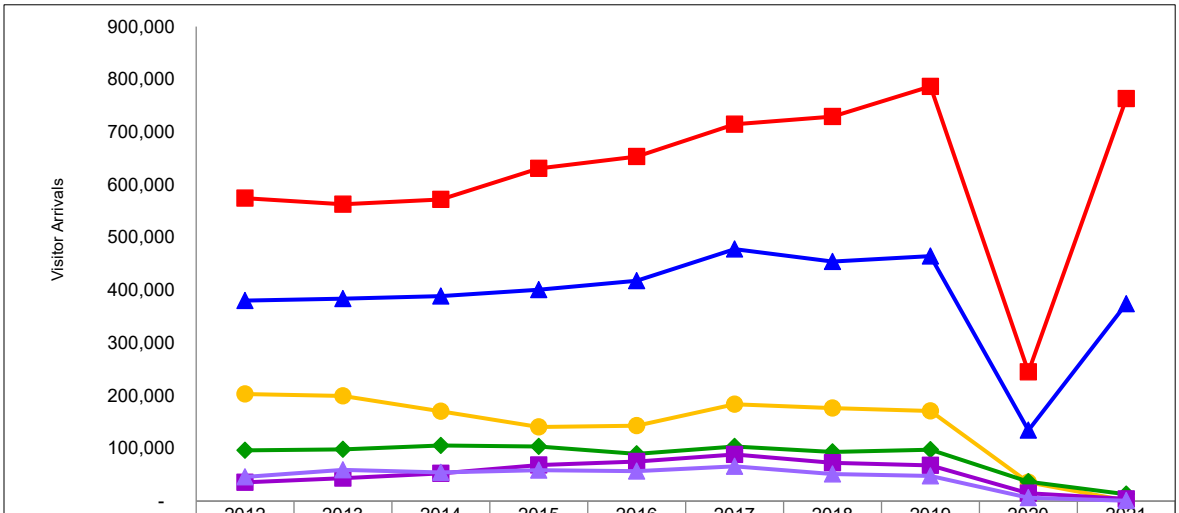
- In 2021, total visitor spending by visitors on Kauaʻi was $1.40 billion and daily spending was $201 per person (Table 1).
- Arrivals increased to 813,647 visitors (+146.4%); and visitor days rose 138.3 percent compared to 2020 (Tables 1 and 63).
- The average daily census was 19,194 visitors compared to 8,034 visitors in 2020 (Table 8).

[3]Small sample size for Lānaʻi resulted in broad estimates; use with discretion. Statistics may be used for year-to-year trends.

- Repeat visitors comprised 75.9 percent of Kauaʻi visitors in 2021 while 24.1 percent were first time visitors.
- Close to half (44.3%) of those who visited Kauaʻi stayed in hotels while in the state. Some stayed in condominiums (22.3%), rental homes (19.0%), timeshares (18.5%) or with friends/relatives (8.2%).
- Most of the visitors were in the state for a vacation (86.6%), 8.1 percent visited friends/relatives, 5.4 percent came to honeymoon, and 1.3 percent came for meetings, conventions, and incentives.

THE ISLAND OF HAWAIʻI

Figure 10. Island of Hawaiʻi Air Visitor Arrivals by Selected MMA 2012 – 2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US West	574,246	563,062	571,850	631,224	653,300	714,425	729,244	786,520	244,963	763,139
US East	380,022	383,744	389,009	400,979	418,011	477,843	454,472	464,651	134,191	374,017
Japan	203,009	199,117	170,483	140,634	143,002	183,907	176,499	170,686	35,453	1,000
Canada	96,274	97,817	105,460	103,511	89,287	103,591	93,454	97,711	36,732	12,954
Other Asia	35,399	43,194	52,772	68,210	75,017	88,412	72,328	67,764	14,850	4,218
Oceania	45,749	58,939	54,245	58,691	56,765	65,912	51,570	47,411	6,377	672

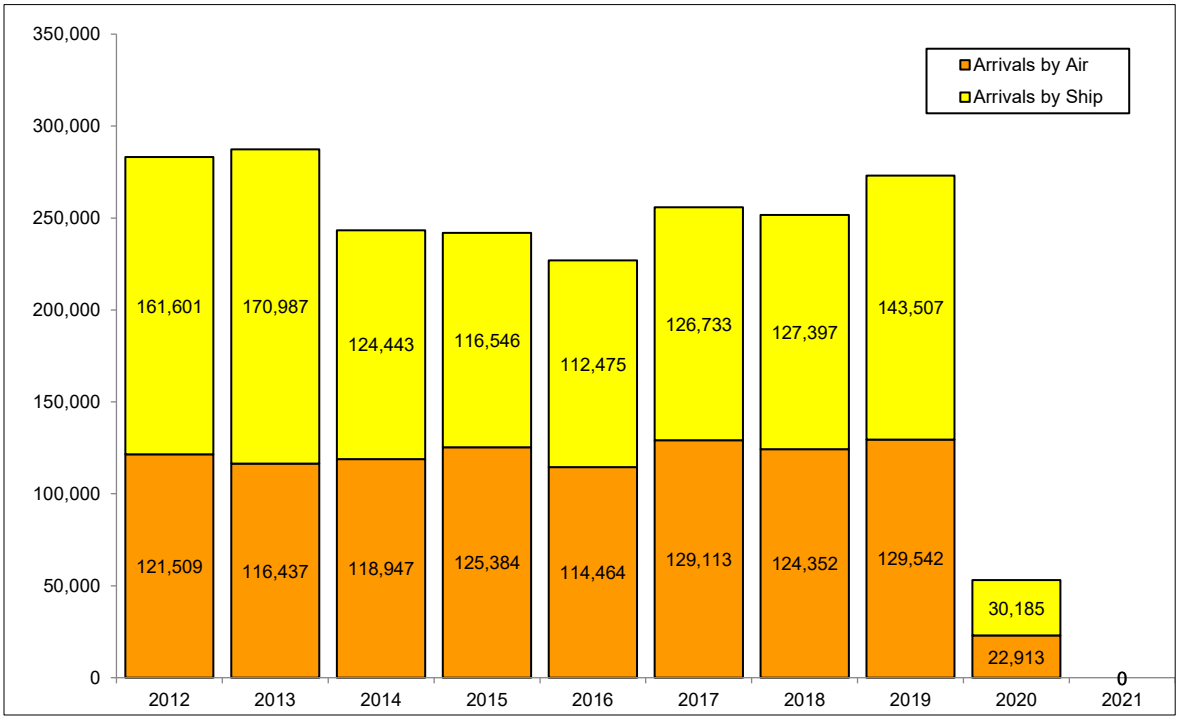
- In 2021, total visitor spending by visitors on island of Hawaiʻi was $1.84 billion and daily spending was $168 per person.
- Arrivals by air to the island of Hawaiʻi increased to 1,183,458 visitors (+139.7%); and visitor days rose 119.6 percent compared to 2020 (Tables 1 and 64).
- The average daily census was 30,041 visitors in 2021 compared to 13,641 visitors in the previous year (Table 8).
- Repeat visitors comprised 73.8 percent of Hawaiʻi island visitors in 2021 while 26.2 percent were first time visitors.
- Close to half (44.1%) of visitors to the island of Hawaiʻi stayed in hotels while in the state. Some visitors stayed in rental homes (21.7%), condominiums (18.8%), with friends/relatives (13.5%) and in timeshares (11.6%).

- The majority (83.8%) of the visitors came to the state for a vacation, 12.7 percent came to visit friends/relatives, 3.3 percent to honeymoon, and 1.9 percent for meetings, conventions, and incentives.

CRUISE VISITORS

Hawai'i's cruise industry continued to be impacted by the global pandemic. There were no cruise ship activities in 2021.

Figure 11. Cruise Visitors to Hawai'i: 2012 – 2021



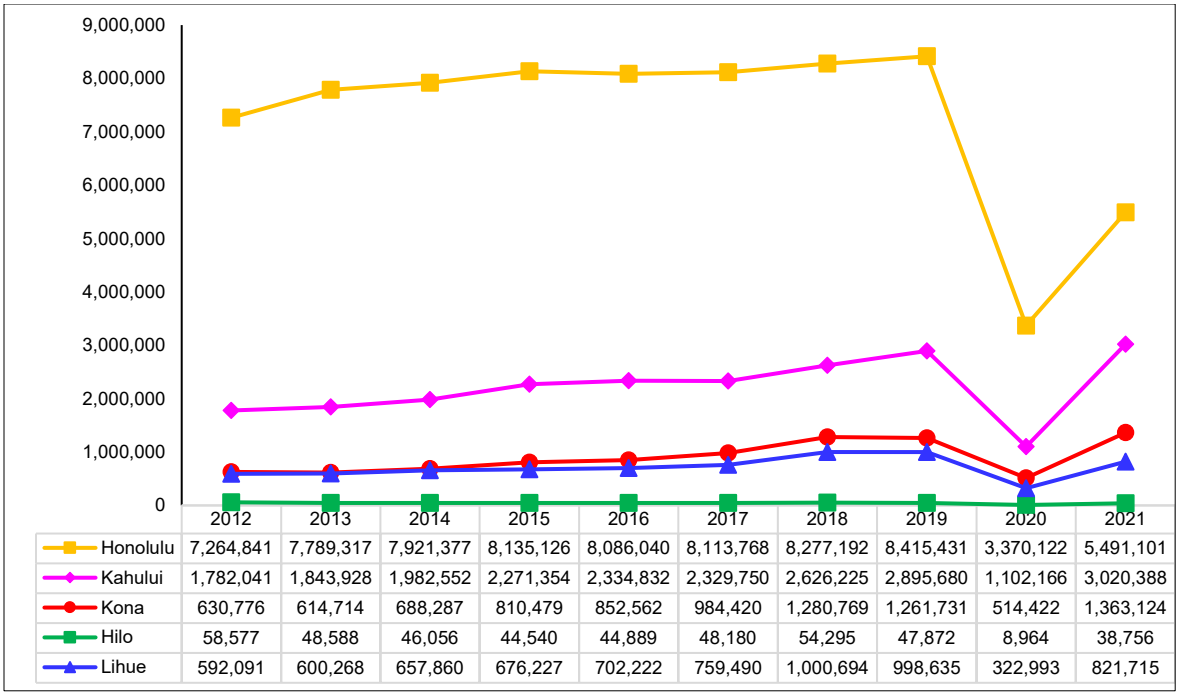
TOTAL AIR CAPACITY TO HAWAI'I

In 2021, a total of 51,904 trans-Pacific flights with 10,735,084 seats serviced the Hawaiian Islands compared to 24,372 flights and 5,318,667 seats in the previous year (Tables 95 - 100).

- Air capacity to Honolulu increased to 24,148 flights (+72.4%) and 5,491,101 seats (+62.9%) in 2021. Domestic air seats (+106.1%) doubled compared to 2020 as reduced and suspended service resumed from most U.S. routes. Additionally, new flights from Ontario and Santa Ana California, Austin Texas, Charlotte North Carolina, and Orlando Florida began operating by mid-2021. International air seats declined 58.2 percent, with limited service from Oceania (-94.4%), Japan (-71.6%), Other Asia (-55.4%), Canada (-27.3%) and Other markets (-13.2%).
- Flights (15,633, +177.0%) and seats (3,020,388, +174.0%) to Kahului were up significantly compared to 2020. Increased service from Anchorage, Chicago, Dallas, Denver, Los Angeles, Oakland, Phoenix, Portland, Sacramento, San Diego, San Francisco, San Jose and Seattle and new

service from Long Beach and Newark contributed to the growth in domestic seats (+191.1%). Seats from Canada (-20.6%) decreased compared to 2020.

Figure 12. Air Seats Operated to Hawai'i by Port of Entry 2012-2021



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Honolulu	7,264,841	7,789,317	7,921,377	8,135,126	8,086,040	8,113,768	8,277,192	8,415,431	3,370,122	5,491,101
Kahului	1,782,041	1,843,928	1,982,552	2,271,354	2,334,832	2,329,750	2,626,225	2,895,680	1,102,166	3,020,388
Kona	630,776	614,714	688,287	810,479	852,562	984,420	1,280,769	1,261,731	514,422	1,363,124
Hilo	58,577	48,588	46,056	44,540	44,889	48,180	54,295	47,872	8,964	38,756
Lihue	592,091	600,268	657,860	676,227	702,222	759,490	1,000,694	998,635	322,993	821,715

- Air capacity to Kona grew to 7,299 flights (+158.1%) and 1,363,124 seats (+165.0%) in 2021. There was increased service from Dallas, Denver, Los Angeles, Oakland, Phoenix, Portland, San Diego, San Francisco, San Jose, and Seattle and added service from Las Vegas in 2021. Service from Japan continued to be suspended in 2021, and there was reduced service from Canada (-40.4%) compared to 2020.
- Air capacity to Līhu'e rose to 4,604 flights (+149.8%) and 821,715 seats (+154.4%) in 2021. There was increased service from Denver, Los Angeles, Oakland, Phoenix, San Diego, San Francisco, San Jose, Seattle, and added service from Las Vegas in 2021. Air seats from Canada decreased 49.4 percent compared to 2020.
- Air capacity to Hilo increased to 220 flights (+307.4%) and 38,756 seats (+332.4%) as service from Los Angeles to Hilo resumed in March 2021.

ANNUAL VISITOR RESEARCH REPORT
TABLES

Table 1. Summary of Visitor Statistics
2021 vs. 2020

TOTAL EXPENDITURES ($mil.)	2021	2020	(%) Change
TOTAL EXPENDITURES ($mil.)	**13,154.2**	**NA**	**NA**
Visitor expenditure by air	**13,127.0**	**NA**	**NA**
Visitor expenditure by cruise ships	0	**NA**	**NA**
Supplemental business (all MMAs)	**27.2**	**NA**	**NA**
MMA (Air & Ship)	2021	2020	(%) Change
TOTAL EXPENDITURES ($mil.)	**13,127.0**	**NA**	**NA**
Visitor arrivals by air	13,127.0	NA	NA
U.S. West	7,994.4	NA	NA
U.S. East	4,323.5	NA	NA
Japan	65.1	NA	NA
Canada	240.6	NA	NA
Europe	52.9	NA	NA
Oceania	19.8	NA	NA
Other Asia	83.2	NA	NA
Latin America	29.9	NA	NA
Other	317.6	NA	NA
Visitor arrivals by cruise ships	0	NA	NA
TOTAL VISITOR DAYS	**65,312,274**	**28,659,776**	**127.9**
Visitor arrivals by air	65,312,274	28,516,797	129.0
U.S. West	40,900,008	13,921,800	193.8
U.S. East	20,349,720	8,077,056	151.9
Japan	294,720	1,719,843	-82.9
Canada	1,364,326	2,265,568	-39.8
Europe	314,899	296,487	6.2
Oceania	84,413	479,534	-82.4
Other Asia	291,950	609,087	-52.1
Latin America	119,596	88,475	35.2
Other	1,592,643	1,058,948	50.4
Visitor arrivals by cruise ships	0	142,979	-100.0
VISITOR ARRIVALS	**6,777,760**	**2,708,258**	**150.3**
Visitor arrivals by air	6,777,760	2,678,073	153.1
U.S. West	4,473,588	1,311,176	241.2
U.S. East	1,995,311	676,150	195.1
Japan	18,936	289,137	-93.5
Canada	87,900	164,393	-46.5
Europe	18,775	21,550	-12.9
Oceania	6,524	50,710	-87.1
Other Asia	22,524	67,906	-66.8
Latin America	9,348	6,211	50.5
Other	144,853	90,839	59.5
Visitor arrivals by cruise ships	0	30,185	-100.0

Table 1: Summary of Visitor Statistics (continued)
2021 vs. 2020

MMA (Air & Ship)	2021	2020	(%) Change
AVERAGE LENGTH OF STAY (days)	**9.64**	**10.58**	**-8.9**
Visitor arrivals of stay by air	9.64	10.65	-9.5
U.S. West	9.14	10.62	-13.9
U.S. East	10.20	11.95	-14.6
Japan	15.56	5.95	161.6
Canada	15.52	13.78	12.6
Europe	16.77	13.76	21.9
Oceania	12.94	9.46	36.8
Other Asia	12.96	8.97	44.5
Latin America	12.79	14.25	-10.2
Other	10.99	11.66	-5.7
Visitor arrivals of stay by cruise ships	0	4.74	-100.0
PER PERSON PER DAY SPENDING ($)	**201.0**	**NA**	**NA**
Visitor arrivals by air	201.0	NA	NA
U.S. West	195.5	NA	NA
U.S. East	212.5	NA	NA
Japan	220.9	NA	NA
Canada	176.4	NA	NA
Europe	167.9	NA	NA
Oceania	235.1	NA	NA
Other Asia	285.1	NA	NA
Latin America	249.7	NA	NA
Other	199.4	NA	NA
Visitor arrivals by cruise ships	0	NA	NA
PER PERSON PER TRIP SPENDING ($)	**1,936.8**	**NA**	**NA**
Visitor arrivals by air	1,936.8	NA	NA
U.S. West	1,787.0	NA	NA
U.S. East	2,166.8	NA	NA
Japan	3,438.7	NA	NA
Canada	2,737.5	NA	NA
Europe	2,815.3	NA	NA
Oceania	3,041.4	NA	NA
Other Asia	3,695.6	NA	NA
Latin America	3,194.1	NA	NA
Other	2,192.2	NA	NA
Visitor arrivals by cruise ships	0	NA	NA

NA = Annual 2020 visitor spending statistics were not available.
Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020. Visitor spending statistics for months in 2020 for which data are available are presented in Table 2 & 3 of the 2020 Annual Visitor Research Report, posted on
The DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 1: Summary of Visitor Statistics (continued)
2021 vs. 2020

ISLAND (Air & Ship)	2021	2020	(%) Change
TOTAL EXPENDITURES ($mil, AIR + SHIP)	**13,127.0**	**NA**	**NA**
Total by air	13,127.0	NA	NA
O'ahu	5,708.7	NA	NA
Maui	4,043.1	NA	NA
Moloka'i	25.2	NA	NA
Lāna'i	108.1	NA	NA
Kaua'i	1,404.7	NA	NA
Hawai'i Island	1,837.2	NA	NA
Visitor arrivals by cruise ships	0	NA	NA
TOTAL VISITOR DAYS	**65,312,274**	**28,659,776**	**127.9**
Total by air	65,312,274	28,516,797	129.0
O'ahu	26,898,075	12,829,630	109.7
Maui	20,025,929	7,553,095	165.1
Moloka'i	182,658	117,947	54.9
Lāna'i	234,938	83,228	182.3
Kaua'i	7,005,805	2,940,354	138.3
Hawai'i Island	10,964,869	4,992,542	119.6
Visitor arrivals by cruise ships	0	142,979	-100.0
VISITOR ARRIVALS	**6,777,760**	**2,708,258**	**150.3**
Total by air	6,777,760	2,678,073	153.1
O'ahu	3,326,622	1,506,316	120.8
Maui	2,303,942	792,602	190.7
Moloka'i	25,758	17,025	51.3
Lāna'i	47,829	17,924	166.8
Kaua'i	813,647	330,263	146.4
Hawai'i Island	1,183,458	493,817	139.7
Visitor arrivals by cruise ships	0	30,185	-100.0
AVERAGE LENGTH OF STAY	**9.64**	**10.58**	**-8.9**
Total by air	9.64	10.65	-9.5
O'ahu	8.09	8.52	-5.0
Maui	8.69	9.53	-8.8
Moloka'i	7.09	6.93	2.3
Lāna'i	4.91	4.64	5.7
Kaua'i	8.61	8.90	-3.3
Hawai'i Island	9.27	10.11	-8.3
Visitor arrivals by cruise ships	0.00	4.74	-100.0
PER PERSON PER DAY SPENDING ($)	**201.0**	**NA**	**NA**
Total by air	201.0	NA	NA
O'ahu	212.2	NA	NA
Maui	201.9	NA	NA
Moloka'i	138.0	NA	NA
Lāna'i	460.2	NA	NA
Kaua'i	200.5	NA	NA
Hawai'i Island	167.6	NA	NA
Visitor arrivals by cruise ships	0	NA	NA
PER PERSON PER TRIP SPENDING ($)	**1,936.8**	**NA**	**NA**
Total by air	1,936.8	NA	NA
O'ahu	1,716.1	NA	NA
Maui	1,754.9	NA	NA
Moloka'i	978.9	NA	NA
Lāna'i	2,260.4	NA	NA
Kaua'i	1,726.4	NA	NA
Hawai'i Island	1,552.4	NA	NA
Visitor arrivals by cruise ships	0	NA	NA

NA = Annual 2020 visitor spending statistics were not available.
Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020. Visitor spending statistics for months in 2020 for which data are available are presented in Table 2 & 3 of the 2020 Annual Visitor Research Report, posted on
The DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 2: 2021 Monthly Market Highlights

MMA (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
TOTAL EXPENDITURES ($mil.)	**402.4**	**399.4**	**775.0**	**853.0**	**1,151.5**	**1,497.9**	**1,600.7**	**1,371.8**	**1,048.2**	**1,125.2**	**1,189.3**	**1,712.7**	**13,127.0**
Total by air	402.4	399.4	775.0	853.0	1,151.5	1,497.9	1,600.7	1,371.8	1,048.2	1,125.2	1,189.3	1,712.7	13,127.0
U.S. West	227.2	267.5	497.8	580.8	712.6	926.3	969.6	809.6	650.1	688.1	760.5	904.3	7,994.4
U.S. East	139.3	116.4	252.1	236.6	386.7	518.3	560.9	479.2	335.2	359.9	323.8	615.1	4,323.5
Japan	5.0	2.2	3.4	4.0	3.9	5.0	8.8	7.7	5.4	5.3	6.4	8.1	65.1
Canada	16.0	2.3	1.4	1.8	1.7	1.9	5.2	15.3	13.4	29.7	55.0	97.0	240.6
Europe	1.2	0.5	1.2	2.0	2.1	2.4	2.5	7.9	6.0	4.1	7.3	15.7	52.9
Oceania	0.9	0.3	0.6	0.6	0.8	1.1	1.3	1.3	0.8	0.7	1.9	9.5	19.8
Other Asia	2.8	1.4	2.4	3.2	7.5	6.4	6.8	8.5	6.7	5.3	12.1	20.1	83.2
Latin America	1.2	0.6	1.0	1.5	1.8	3.1	2.2	2.7	3.7	3.0	2.8	6.2	29.9
Other MMA	8.8	8.3	15.3	22.3	34.3	33.4	43.3	39.5	27.1	28.9	19.5	36.7	317.6
Visitor arrivals by cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL VISITOR DAYS	**2,506,145**	**2,539,868**	**4,259,791**	**4,544,287**	**5,906,488**	**7,679,183**	**8,221,214**	**6,553,003**	**4,622,029**	**5,099,902**	**5,734,772**	**7,645,593**	**65,312,274**
Total by air	2,506,145	2,539,868	4,259,791	4,544,287	5,906,488	7,679,183	8,221,214	6,553,003	4,622,029	5,099,902	5,734,772	7,645,593	65,312,274
U.S. West	1,471,371	1,689,154	2,804,846	3,219,277	3,759,713	4,879,585	5,177,691	4,010,652	2,903,079	3,212,569	3,617,635	4,154,433	40,900,008
U.S. East	827,345	755,936	1,327,953	1,174,744	1,944,401	2,544,490	2,715,478	2,162,875	1,433,207	1,503,548	1,519,601	2,440,141	20,349,720
Japan	23,875	10,930	15,611	18,357	16,741	22,050	40,762	37,536	22,425	25,305	25,922	35,206	294,720
Canada	91,808	14,111	9,230	12,519	10,595	11,514	31,524	80,068	69,715	164,674	324,048	544,520	1,364,326
Europe	9,372	5,284	7,203	9,900	11,414	14,621	18,344	36,748	36,401	22,894	55,246	87,473	314,899
Oceania	3,835	1,432	2,590	2,414	3,061	4,496	5,439	5,301	3,242	3,558	7,362	41,680	84,413
Other Asia	11,527	5,941	7,977	10,935	23,748	23,372	26,112	30,868	25,383	20,988	38,117	66,981	291,950
Latin America	5,744	3,139	4,429	5,588	8,286	9,362	13,505	11,207	11,594	9,632	12,501	24,607	119,596
Other MMA	61,267	53,939	79,952	90,552	128,528	169,692	192,358	177,747	116,982	136,734	134,340	250,551	1,592,643
Visitor arrivals by cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
VISITOR ARRIVALS	**171,980**	**235,271**	**439,796**	**484,547**	**629,847**	**791,520**	**879,554**	**723,017**	**504,586**	**550,785**	**614,018**	**752,840**	**6,777,760**
Total by air	171,980	235,271	439,796	484,547	629,847	791,520	879,554	723,017	504,586	550,785	614,018	752,840	6,777,760
U.S. West	111,998	165,022	296,168	352,552	417,174	522,434	578,801	469,647	337,892	364,715	409,789	447,395	4,473,588
U.S. East	50,840	63,915	133,199	119,370	195,775	247,527	273,088	223,513	145,357	157,200	156,181	229,345	1,995,311
Japan	1,173	632	937	1,190	1,055	1,279	2,276	2,424	1,505	1,842	2,207	2,418	18,936
Canada	3,053	508	337	538	553	626	2,019	6,358	4,508	9,966	22,792	36,641	87,900
Europe	350	319	543	723	925	1,020	1,227	1,695	1,146	1,415	3,810	5,602	18,775
Oceania	127	56	157	157	233	300	374	429	264	251	536	3,640	6,524
Other Asia	416	316	517	711	1,401	1,664	1,803	1,951	1,767	1,748	4,357	5,873	22,524
Latin America	282	194	366	436	711	792	1,200	988	1,055	801	974	1,548	9,348
Other MMA	3,741	4,308	7,572	8,870	12,019	15,878	18,765	16,012	11,093	12,846	13,371	20,377	144,853
Visitor arrivals by cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
AVERAGE DAILY CENSUS	**80,843**	**90,710**	**137,413**	**151,476**	**190,532**	**255,973**	**265,200**	**211,387**	**154,068**	**164,513**	**191,159**	**246,632**	**178,938**
Total by air	80,843	90,710	137,413	151,476	190,532	255,973	265,200	211,387	154,068	164,513	191,159	246,632	178,938
U.S. West	47,464	60,327	90,479	107,309	121,281	162,653	167,022	129,376	96,769	103,631	120,588	134,014	112,055
U.S. East	26,689	26,998	42,837	39,158	62,723	84,816	87,596	69,770	47,774	48,502	50,653	78,714	55,753
Japan	770	390	504	612	540	735	1,315	1,211	747	816	864	1,136	807
Canada	2,962	504	298	417	342	384	1,017	2,583	2,324	5,312	10,802	17,565	3,738
Europe	302	189	232	330	368	487	592	1,185	1,213	739	1,842	2,822	863
Oceania	124	51	84	80	99	150	175	171	108	115	245	1,345	231
Other Asia	372	212	257	365	766	779	842	996	846	677	1,271	2,161	800
Latin America	185	112	143	186	267	312	436	362	386	311	417	794	328
Other MMA	1,976	1,926	2,579	3,018	4,146	5,656	6,205	5,734	3,899	4,411	4,478	8,082	4,363
Visitor arrivals by cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
AVERAGE LENGTH OF STAY	**14.57**	**10.80**	**9.69**	**9.38**	**9.38**	**9.70**	**9.35**	**9.06**	**9.16**	**9.26**	**9.34**	**10.16**	**9.64**
Total by air	14.57	10.80	9.69	9.38	9.38	9.70	9.35	9.06	9.16	9.26	9.34	10.16	9.64
U.S. West	13.14	10.24	9.47	9.13	9.01	9.34	8.95	8.54	8.59	8.81	8.83	9.29	9.14
U.S. East	16.27	11.83	9.97	9.84	9.93	10.28	9.94	9.68	9.86	9.56	9.73	10.64	10.20
Japan	20.36	17.31	16.67	15.42	15.87	17.24	17.91	15.49	14.90	13.74	11.74	14.56	15.56
Canada	30.07	27.75	27.41	23.27	19.17	18.39	15.61	12.59	15.46	16.52	14.22	14.86	15.52
Europe	26.75	16.57	13.25	13.70	12.34	14.34	14.95	21.68	31.77	16.18	14.50	15.61	16.77
Oceania	30.20	25.49	16.48	15.35	13.11	15.00	14.56	12.35	12.30	14.19	13.74	11.45	12.94
Other Asia	27.68	18.79	15.44	15.38	16.95	14.04	14.48	15.82	14.36	12.01	8.75	11.40	12.96
Latin America	20.41	16.16	12.10	12.83	11.65	11.81	11.25	11.34	10.99	12.02	12.84	15.89	12.79
Other MMA	16.38	12.52	10.56	10.21	10.69	10.69	10.25	11.10	10.55	10.64	10.05	12.30	10.99
Visitor arrivals by cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PER PERSON PER DAY SPENDING ($)	**160.6**	**157.3**	**181.9**	**187.7**	**195.0**	**195.1**	**194.7**	**209.3**	**226.8**	**220.6**	**207.4**	**224.0**	**201.0**
Total by air	160.6	157.3	181.9	187.7	195.0	195.1	194.7	209.3	226.8	220.6	207.4	224.0	201.0
U.S. West	154.4	158.4	177.5	180.4	189.5	189.8	187.3	201.9	223.9	214.2	210.2	217.7	195.5
U.S. East	168.3	154.0	189.8	201.4	198.9	203.7	206.6	221.6	233.9	239.4	213.1	252.1	212.5
Japan	209.0	197.7	214.8	216.5	234.6	225.6	216.5	204.4	240.4	211.1	247.7	229.6	220.9
Canada	173.8	163.4	146.7	144.8	161.5	163.9	165.8	191.3	192.0	180.5	169.6	178.1	176.4
Europe	130.0	94.0	159.8	206.0	185.0	161.6	137.2	213.8	163.9	180.7	132.2	179.5	167.9
Oceania	235.7	211.2	241.7	240.4	247.6	237.6	244.1	251.5	256.6	206.7	257.7	227.4	235.1
Other Asia	242.1	230.9	297.6	296.2	317.1	275.6	261.4	275.4	262.7	254.9	317.5	299.4	285.1
Latin America	210.5	186.9	214.8	268.1	222.4	330.4	162.7	244.1	315.1	313.9	226.7	253.2	249.7
Other MMA	144.2	154.2	191.2	246.8	267.2	196.8	225.0	222.3	231.5	211.5	145.2	146.6	199.4
Visitor arrivals by cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PER PERSON PER TRIP SPENDING ($)	**2,339.8**	**1,697.8**	**1,762.1**	**1,760.3**	**1,828.2**	**1,892.4**	**1,819.9**	**1,897.3**	**2,077.4**	**2,042.9**	**1,936.8**	**2,275.0**	**1,936.8**
Total by air	2,339.8	1,697.8	1,762.1	1,760.3	1,828.2	1,892.4	1,819.9	1,897.3	2,077.4	2,042.9	1,936.8	2,275.0	1,936.8
U.S. West	2,028.9	1,621.0	1,680.8	1,647.5	1,708.2	1,773.1	1,675.1	1,723.9	1,923.9	1,886.6	1,855.7	2,021.3	1,787.0
U.S. East	2,739.0	1,821.0	1,892.4	1,982.5	1,975.0	2,093.9	2,053.9	2,144.0	2,305.9	2,289.5	2,073.2	2,682.2	2,166.8
Japan	4,255.8	3,421.0	3,579.8	3,339.7	3,722.1	3,890.8	3,877.2	3,166.2	3,583.4	2,899.5	2,908.3	3,343.7	3,438.7
Canada	5,226.5	4,534.2	4,020.4	3,368.0	3,095.3	3,013.7	2,587.9	2,409.7	2,969.8	2,982.7	2,410.9	2,647.0	2,737.5
Europe	3,478.5	1,557.6	2,117.9	2,823.0	2,282.8	2,317.3	2,050.1	4,635.5	5,207.6	2,922.8	1,917.1	2,802.0	2,815.3
Oceania	7,117.4	5,382.6	3,983.0	3,690.1	3,247.1	3,564.6	3,554.2	3,104.9	3,156.4	2,932.0	3,540.0	2,603.7	3,041.4
Other Asia	6,703.0	4,337.4	4,595.8	4,555.0	5,374.9	3,869.4	3,785.7	4,356.7	3,773.0	3,060.8	2,777.6	3,414.0	3,695.6
Latin America	4,296.2	3,020.2	2,599.8	3,439.6	2,592.4	3,903.7	1,831.1	2,768.7	3,462.5	3,772.5	2,910.3	4,024.3	3,194.1
Other MMA	2,362.5	1,931.0	2,018.8	2,519.0	2,857.1	2,103.4	2,306.0	2,467.7	2,441.4	2,251.4	1,458.6	1,802.6	2,192.2
Visitor arrivals by cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 3: 2021 Monthly Island Highlights

ISLAND (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
TOTAL EXPENDITURES ($mil.)	**402.4**	**399.4**	**775.0**	**853.0**	**1,151.5**	**1,497.9**	**1,600.7**	**1,371.8**	**1,048.2**	**1,125.2**	**1,189.3**	**1,712.7**	**13,127.0**
Total by air	402.4	399.4	775.0	853.0	1,151.5	1,497.9	1,600.7	1,371.8	1,048.2	1,125.2	1,189.3	1,712.7	13,127.0
O'ahu	169.1	164.9	335.2	366.1	530.9	646.9	674.4	624.0	462.5	468.5	533.2	733.0	5,708.7
Maui	130.3	136.3	262.3	289.0	353.0	453.4	494.3	390.7	314.2	345.5	354.5	519.6	4,043.1
Moloka'i	0.6	0.9	2.0	2.1	2.6	2.2	2.5	1.6	1.3	2.9	2.8	3.9	25.2
Lāna'i	1.4	4.1	6.3	6.5	9.3	10.3	14.5	13.1	8.3	10.4	9.2	14.8	108.1
Kaua'i	29.1	29.8	52.3	79.0	119.7	179.5	191.9	154.8	125.8	136.2	131.6	174.9	1,404.7
Hawai'i Island	71.8	63.3	116.9	110.3	136.0	205.6	223.1	187.6	136.2	161.8	158.0	266.4	1,837.2
Visitor arrivals by cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL VISITOR DAYS	**2,506,145**	**2,539,868**	**4,259,791**	**4,544,287**	**5,906,488**	**7,679,183**	**8,221,214**	**6,553,003**	**4,622,029**	**5,099,902**	**5,734,772**	**7,645,593**	**65,312,274**
Total by air	2,506,145	2,539,868	4,259,791	4,544,287	5,906,488	7,679,183	8,221,214	6,553,003	4,622,029	5,099,902	5,734,772	7,645,593	65,312,274
O'ahu	1,056,852	1,004,599	1,755,921	1,806,174	2,508,563	3,238,670	3,541,120	2,848,696	1,835,205	1,920,460	2,207,807	3,174,009	26,898,075
Maui	815,427	902,372	1,520,358	1,542,143	1,818,252	2,245,914	2,362,252	1,873,524	1,402,638	1,620,751	1,734,545	2,187,755	20,025,929
Moloka'i	9,145	9,420	13,185	12,664	16,346	18,918	18,102	13,695	8,850	14,209	21,207	26,918	182,658
Lāna'i	6,023	10,378	14,490	18,340	21,452	23,775	27,628	26,618	16,942	20,037	21,352	27,902	234,938
Kaua'i	93,165	104,427	156,640	395,036	629,971	905,950	980,472	791,997	624,954	700,243	746,767	876,184	7,005,805
Hawai'i Island	525,534	508,672	799,196	769,929	911,904	1,245,957	1,291,639	998,474	733,439	824,203	1,003,095	1,352,826	10,964,869
Visitor arrivals by cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
VISITOR ARRIVALS	**171,980**	**235,271**	**439,796**	**484,547**	**629,847**	**791,520**	**879,554**	**723,017**	**504,586**	**550,785**	**614,018**	**752,840**	**6,777,760**
Total by air	171,980	235,271	439,796	484,547	629,847	791,520	879,554	723,017	504,586	550,785	614,018	752,840	6,777,760
O'ahu	78,875	105,402	206,936	223,079	310,874	394,775	453,617	369,671	244,850	256,930	292,395	389,219	3,326,622
Maui	67,029	92,611	170,766	178,579	216,413	261,045	282,736	232,992	172,762	190,210	202,919	235,880	2,303,942
Moloka'i	819	992	1,665	1,590	2,265	2,979	3,202	2,598	1,693	2,014	2,587	3,354	25,758
Lāna'i	954	1,603	2,590	3,385	4,339	5,056	6,040	5,622	3,915	4,416	4,347	5,562	47,829
Kaua'i	3,988	7,347	15,132	41,916	73,235	104,349	115,947	98,705	77,243	84,549	89,810	101,428	813,647
Hawai'i Island	34,278	46,559	82,682	81,962	102,839	136,750	149,349	119,981	80,313	94,174	110,702	143,869	1,183,458
Visitor arrivals by cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
AVERAGE DAILY CENSUS	**80,843**	**90,710**	**137,413**	**151,476**	**190,532**	**255,973**	**265,200**	**211,387**	**154,068**	**164,513**	**191,159**	**246,632**	**178,938**
Total by air	80,843	90,710	137,413	151,476	190,532	255,973	265,200	211,387	154,068	164,513	191,159	246,632	178,938
O'ahu	34,092	35,879	56,643	60,206	80,921	107,956	114,230	91,893	61,174	61,950	73,594	102,387	73,693
Maui	26,304	32,228	49,044	51,405	58,653	74,864	76,202	60,436	46,755	52,282	57,818	70,573	54,866
Moloka'i	295	336	425	422	527	631	584	442	295	458	707	868	500
Lāna'i	194	371	467	611	692	792	891	859	565	646	712	900	644
Kaua'i	3,005	3,730	5,053	13,168	20,322	30,198	31,628	25,548	20,832	22,588	24,892	28,264	19,194
Hawai'i Island	16,953	18,167	25,781	25,664	29,416	41,532	41,666	32,209	24,448	26,587	33,436	43,640	30,041
Visitor arrivals by cruise ships	0	0	0	0	0	0	0	0	0	0	0	0	0
AVERAGE LENGTH OF STAY	**14.57**	**10.80**	**9.69**	**9.38**	**9.38**	**9.70**	**9.35**	**9.06**	**9.16**	**9.26**	**9.34**	**10.16**	**9.64**
Total by air	14.57	10.80	9.69	9.38	9.38	9.70	9.35	9.06	9.16	9.26	9.34	10.16	9.64
O'ahu	13.40	9.53	8.49	8.10	8.07	8.20	7.81	7.71	7.50	7.47	7.55	8.15	8.09
Maui	12.17	9.74	8.90	8.64	8.40	8.60	8.35	8.04	8.12	8.52	8.55	9.27	8.69
Moloka'i	11.16	9.50	7.92	7.96	7.22	6.35	5.65	5.27	5.23	7.06	8.20	8.03	7.09
Lāna'i	6.31	6.47	5.59	5.42	4.94	4.70	4.57	4.73	4.33	4.54	4.91	5.02	4.91
Kaua'i	23.36	14.21	10.35	9.42	8.60	8.68	8.46	8.02	8.09	8.28	8.32	8.64	8.61
Hawai'i Island	15.33	10.93	9.67	9.39	8.87	9.11	8.65	8.32	9.13	8.75	9.06	9.40	9.27
Visitor arrivals by cruise ships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
PER PERSON PER DAY SPENDING ($)	**160.56**	**157.3**	**181.9**	**187.7**	**195.0**	**195.1**	**194.7**	**209.3**	**226.8**	**220.6**	**207.4**	**224.0**	**200.99**
Total by air	160.6	157.3	181.9	187.7	195.0	195.1	194.7	209.3	226.8	220.6	207.4	224.0	201.0
O'ahu	160.0	164.1	190.9	202.7	211.6	199.7	190.4	219.0	252.0	244.0	241.5	230.9	212.2
Maui	159.9	151.0	172.5	187.4	194.1	201.9	209.2	208.6	224.0	213.2	204.4	237.5	201.9
Moloka'i	68.2	98.6	148.9	164.3	160.6	114.2	136.5	114.3	144.1	203.7	130.2	143.6	138.0
Lāna'i	226.9	399.6	434.4	355.1	433.0	434.7	524.8	491.4	487.5	516.6	429.1	531.0	460.2
Kaua'i	312.6	285.8	334.0	199.9	190.0	198.1	195.8	195.5	201.3	194.5	176.2	199.7	200.5
Hawai'i Island	136.7	124.5	146.3	143.3	149.2	165.0	172.7	187.9	185.7	196.3	157.5	196.9	167.6
Visitor arrivals by cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
PER PERSON PER TRIP SPENDING ($)	**2,339.78**	**1,697.79**	**1,762.11**	**1,760.34**	**1,828.21**	**1,892.41**	**1,819.85**	**1,897.32**	**2,077.39**	**2,042.90**	**1,936.85**	**2,275.00**	**1,936.77**
Total by air	2,339.8	1,697.8	1,762.1	1,760.3	1,828.2	1,892.4	1,819.9	1,897.3	2,077.4	2,042.9	1,936.8	2,275.0	1,936.8
O'ahu	2,143.7	1,564.4	1,619.9	1,640.9	1,707.8	1,638.6	1,486.6	1,688.0	1,888.8	1,823.5	1,823.7	1,883.4	1,716.1
Maui	1,944.6	1,471.7	1,536.0	1,618.5	1,630.9	1,736.7	1,748.2	1,677.1	1,818.5	1,816.4	1,747.1	2,202.9	1,754.9
Moloka'i	761.1	937.0	1,179.3	1,308.4	1,159.1	725.2	771.5	602.2	753.4	1,437.0	1,067.6	1,152.5	978.9
Lāna'i	1,432.4	2,587.0	2,430.2	1,924.3	2,140.4	2,044.2	2,400.8	2,326.3	2,110.1	2,344.1	2,107.5	2,663.6	2,260.4
Kaua'i	7,303.6	4,061.5	3,457.2	1,883.6	1,634.2	1,720.2	1,655.4	1,568.3	1,628.8	1,610.8	1,465.4	1,724.8	1,726.4
Hawai'i Island	2,095.9	1,360.5	1,413.9	1,346.2	1,322.6	1,503.7	1,493.9	1,563.6	1,696.3	1,717.6	1,427.1	1,851.9	1,552.4
Visitor arrivals by cruise ships	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 4. Summary of Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	6,777,760	2,678,073	153.1	6,656,779	2,065,689	222.3	120,981	612,384	-80.2
VISITOR DAYS	65,312,274	28,516,797	129.0	63,473,882	23,395,216	171.3	1,838,392	5,121,581	-64.1
AVERAGE DAILY CENSUS	178,938	77,915	129.7	173,901	63,921	172.1	5,037	13,993	-64.0
ISLANDS VISITED									
O'ahu	3,326,622	1,506,316	120.8	3,250,596	998,149	225.7	76,026	508,167	-85.0
O'ahu only	2,737,925	1,212,897	125.7	2,671,018	794,044	236.4	66,906	418,853	-84.0
O'ahu one day or less	88,689	51,342	72.7	87,733	45,511	92.8	956	5,831	-83.6
Kaua'i	813,647	330,263	146.4	807,658	295,843	173.0	5,990	34,420	-82.6
Kaua'i only	559,170	202,393	176.3	556,375	193,327	187.8	2,796	9,066	-69.2
Kaua'i one day or less	21,215	24,378	-13.0	20,622	16,294	26.6	592	8,083	-92.7
Maui County	2,340,915	807,308	190.0	2,298,908	706,499	225.4	42,007	100,810	-58.3
Maui	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
Maui only	1,819,488	573,983	217.0	1,785,759	523,412	241.2	33,729	50,571	-33.3
Maui one day or less	36,454	29,965	21.7	35,363	18,805	88.1	1,091	11,160	-90.2
Moloka'i *	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
Moloka'i only *	6,022	3,449	74.6	6,019	3,319	81.3	3	130	-97.7
Moloka'i one day or less*	8,299	7,343	13.0	8,159	4,037	102.1	140	3,306	-95.8
Lāna'i *	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9
Lāna'i only *	13,820	4,045	241.6	13,788	3,924	251.3	32	121	-73.2
Lāna'i one day or less*	15,967	7,829	103.9	15,587	5,897	164.3	381	1,932	-80.3
Hawai'i Island	1,183,458	493,817	139.7	1,172,729	402,530	191.3	10,729	91,287	-88.2
Kona side	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6
Hilo side	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
Hawai'i Island only	853,639	315,159	170.9	847,634	279,815	202.9	6,004	35,343	-83.0
Hawai'i Island one day or less	27,122	20,289	33.7	26,558	10,727	147.6	564	9,562	-94.1
Any Neighbor Island	4,039,836	1,465,176	175.7	3,985,761	1,271,645	213.4	54,075	193,531	-72.1
NI only	3,451,138	1,171,757	194.5	3,406,184	1,067,540	219.1	44,955	104,217	-56.9
O'ahu & NI	588,697	293,419	100.6	579,577	204,104	184.0	9,120	89,314	-89.8
Any one island only	5,990,064	2,311,925	159.1	5,880,593	1,797,842	227.1	109,471	514,083	-78.7
Multiple Islands	787,696	366,147	115.1	776,186	267,847	189.8	11,510	98,301	-88.3
Avg. Islands Visited	1.14	1.18	-3.6	1.14	1.17	-2.9	1.12	1.21	-7.4
Average Length of Stay in Hawai'i	9.64	10.65	-9.5	9.54	11.33	-15.8	15.20	8.36	81.7
O'ahu	8.09	8.52	-5.1	7.97	9.46	-15.8	13.21	6.66	98.3
Maui	8.69	9.53	-8.8	8.59	9.57	-10.3	14.46	9.23	56.7
Moloka'i	7.09	6.93	2.4	7.13	8.37	-14.9	3.61	2.27	58.9
Lāna'i	4.91	4.64	5.8	4.94	5.04	-2.0	2.47	2.13	16.1
Kaua'i	8.61	8.90	-3.3	8.60	9.19	-6.5	10.24	6.42	59.5
Hawai'i Island	9.27	10.11	-8.4	9.21	10.96	-16.0	15.43	6.38	142.0
Hilo	6.04	6.34	-4.8	6.04	7.20	-16.1	5.93	2.86	107.5
Kona	8.63	9.26	-6.7	8.57	9.97	-14.0	15.11	6.13	146.4
ACCOMMODATIONS									
Plan to stay in Hotel	3,518,677	1,414,380	148.8	3,461,805	973,339	255.7	56,872	441,041	-87.1
Hotel only	3,060,294	1,215,787	151.7	3,010,088	818,104	267.9	50,205	397,683	-87.4
Plan to stay in Condo	1,317,768	476,483	176.6	1,286,219	369,549	248.1	31,549	106,934	-70.5
Condo only	1,084,786	377,812	187.1	1,057,556	299,472	253.1	27,230	78,340	-65.2
Plan to stay in Timeshare	684,971	217,747	214.6	675,741	188,207	259.0	9,230	29,539	-68.8
Timeshare only	563,945	170,693	230.4	556,603	149,137	273.2	7,343	21,557	-65.9
Cruise Ship	0	24,638	-100.0	0	21,926	-100.0	0	2,712	-100.0
Friends/Relatives	814,744	374,371	117.6	795,987	343,111	132.0	18,757	31,260	-40.0
Bed & Breakfast	67,635	33,588	101.4	67,093	27,358	145.2	542	6,230	-91.3
Rental House	805,724	289,342	178.5	797,945	256,091	211.6	7,779	33,250	-76.6
Hostel	33,816	20,398	65.8	32,618	16,764	94.6	1,198	3,633	-67.0

Table 4. Summary of Air Visitor Characteristics (continued)
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	33,380	20,052	66.5	32,563	16,800	93.8	817	3,252	-74.9
Private Room in Private Home**	61,303	41,180	48.9	59,611	34,021	75.2	1,691	7,160	-76.4
Shared Room/Space in Private Home**	17,634	13,351	32.1	17,184	11,332	51.6	450	2,019	-77.7
Other Accommodations	99,054	52,384	89.1	95,862	49,994	91.7	3,192	2,390	33.6
PURPOSE OF TRIP									
Pleasure (Net)	5,831,791	2,120,465	175.0	5,734,311	1,585,412	261.7	97,480	535,054	-81.8
Honeymoon/Get Married	273,529	103,084	165.3	268,157	58,538	358.1	5,372	44,545	-87.9
Honeymoon	238,889	88,981	168.5	233,858	47,461	392.7	5,031	41,520	-87.9
Get Married	45,874	20,539	123.4	45,350	14,301	217.1	524	6,238	-91.6
Pleasure/Vacation	5,607,641	2,031,507	176.0	5,515,116	1,537,844	258.6	92,526	493,663	-81.3
Mtgs/Conventions/Incentive	97,243	132,442	-26.6	95,390	99,372	-4.0	1,853	33,070	-94.4
Conventions	43,621	77,848	-44.0	43,061	63,258	-31.9	560	14,590	-96.2
Corporate Meetings	28,882	24,396	18.4	28,179	21,473	31.2	703	2,923	-75.9
Incentive	28,451	34,098	-16.6	27,826	17,909	55.4	624	16,190	-96.1
Other Business	145,090	99,514	45.8	143,234	95,644	49.8	1,856	3,870	-52.0
Visit Friends/Rel.	837,314	340,936	145.6	823,269	314,952	161.4	14,045	25,984	-45.9
Gov't/Military	59,611	36,938	61.4	56,630	34,972	61.9	2,980	1,966	51.6
Attend School	15,720	8,755	79.6	14,998	6,973	115.1	722	1,782	-59.5
Sport Events	18,861	16,921	11.5	18,337	13,642	34.4	524	3,279	-84.0
Other	139,416	105,305	32.4	134,433	72,470	85.5	4,984	32,835	-84.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	29.4	NA	NA	29.4	24.7	4.7	29.3	NA	NA
% Repeaters ***	70.6	NA	NA	70.6	75.3	-4.7	70.7	NA	NA
Average # of Trips	5.6	NA	NA	5.56	6.46	-13.9	6.9	NA	NA
Group Tour	84,781	NA	NA	83,512	40,101	108.3	1,269	NA	NA
Non-Group	6,692,976	NA	NA	6,573,267	2,025,587	224.5	119,709	NA	NA
Package Trip	928,834	NA	NA	919,219	242,519	279.0	9,615	NA	NA
No Package	5,848,925	NA	NA	5,737,560	1,823,170	214.7	111,365	NA	NA
Net True Independent	5,804,888	NA	NA	5,694,152	1,805,154	215.4	110,736	NA	NA
Ave. Age	44	45	-3.1	44	46	-3.5	46	45	1.1
Ave. Party Size	2.18	2.03	7.5	2.20	1.94	13.5	1.57	2.42	-35.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 5. Summary of Air Visitor Characteristics Percentage of Total
2021 vs. 2020

	TOTAL		DOMESTIC		INTERNATIONAL	
	2021	2020	2021	2020	2021	2020
VISITOR ARRIVALS	6,777,760	2,678,073	6,656,779	2,065,689	120,981	612,384
VISITOR DAYS	65,312,274	28,516,797	63,473,882	23,395,216	1,838,392	5,121,581
AVERAGE DAILY CENSUS	178,938	77,915	173,901	63,921	5,037	13,993
ISLANDS VISITED						
O'ahu	49.1%	56.2%	48.8%	48.3%	62.8%	83.0%
O'ahu only	40.4%	45.3%	40.1%	38.4%	55.3%	68.4%
O'ahu one day or less	1.3%	1.9%	1.3%	2.2%	0.8%	1.0%
Kaua'i	12.0%	12.3%	12.1%	14.3%	5.0%	5.6%
Kaua'i only	8.3%	7.6%	8.4%	9.4%	2.3%	1.5%
Kaua'i one day or less	0.3%	0.9%	0.3%	0.8%	0.5%	1.3%
Maui County	34.5%	30.1%	34.5%	34.2%	34.7%	16.5%
Maui	34.0%	29.6%	34.0%	33.6%	34.6%	16.2%
Maui only	26.8%	21.4%	26.8%	25.3%	27.9%	8.3%
Maui one day or less	0.5%	1.1%	0.5%	0.9%	0.9%	1.8%
Moloka'i *	0.4%	0.6%	0.4%	0.6%	0.2%	0.7%
Moloka'i only *	0.1%	0.1%	0.1%	0.2%	0.0%	0.0%
Moloka'i one day or less*	0.1%	0.3%	0.1%	0.2%	0.1%	0.5%
Lāna'i *	0.7%	0.7%	0.7%	0.7%	0.4%	0.4%
Lāna'i only *	0.2%	0.2%	0.2%	0.2%	0.0%	0.0%
Lāna'i one day or less*	0.2%	0.3%	0.2%	0.3%	0.3%	0.3%
Hawai'i Island	17.5%	18.4%	17.6%	19.5%	8.9%	14.9%
Kona side	15.7%	16.2%	15.8%	17.1%	8.3%	13.2%
Hilo side	4.3%	5.8%	4.4%	6.0%	2.0%	5.0%
Hawai'i Island only	12.6%	11.8%	12.7%	13.5%	5.0%	5.8%
Hawai'i Island one day or less	0.4%	0.8%	0.4%	0.5%	0.5%	1.6%
Any Neighbor Island	59.6%	54.7%	59.9%	61.6%	44.7%	31.6%
NI only	50.9%	43.8%	51.2%	51.7%	37.2%	17.0%
O'ahu & NI	8.7%	11.0%	8.7%	9.9%	7.5%	14.6%
Any one island only	88.4%	86.3%	88.3%	87.0%	90.5%	83.9%
Multiple Islands	11.6%	13.7%	11.7%	13.0%	9.5%	16.1%
Avg. Islands Visited	1.24	1.24	1.24	1.24	1.23	1.23
ACCOMMODATIONS						
Plan to stay in Hotel	51.9%	52.8%	52.0%	47.1%	47.0%	72.0%
Hotel only	45.2%	45.4%	45.2%	39.6%	41.5%	64.9%
Plan to stay in Condo	19.4%	17.8%	19.3%	17.9%	26.1%	17.5%
Condo only	16.0%	14.1%	15.9%	14.5%	22.5%	12.8%
Plan to stay in Timeshare	10.1%	8.1%	10.2%	9.1%	7.6%	4.8%
Timeshare only	8.3%	6.4%	8.4%	7.2%	6.1%	3.5%
Cruise Ship	0.0%	0.9%	0.0%	1.1%	0.0%	0.4%
Friends/Relatives	12.0%	14.0%	12.0%	16.6%	15.5%	5.1%
Bed & Breakfast	1.0%	1.3%	1.0%	1.3%	0.4%	1.0%
Rental House	11.9%	10.8%	12.0%	12.4%	6.4%	5.4%
Hostel	0.5%	0.8%	0.5%	0.8%	1.0%	0.6%

Table 5. Summary of Air Visitor Characteristics Percentage of Total (continued)
2021 vs. 2020

	TOTAL		DOMESTIC		INTERNATIONAL	
	2021	2020	2021	2020	2021	2020
Camp Site, Beach	0.5%	0.7%	0.5%	0.8%	0.7%	0.5%
Private Room in Private Home**	0.9%	1.5%	0.9%	1.6%	1.4%	1.2%
Shared Room/Space in Private Home**	0.3%	0.5%	0.3%	0.5%	0.4%	0.3%
Other Accommodations	1.5%	2.0%	1.4%	2.4%	2.6%	0.4%
PURPOSE OF TRIP						
Pleasure (Net)	86.0%	79.2%	86.1%	76.7%	80.6%	87.4%
Honeymoon/Get Married	4.0%	3.8%	4.0%	2.8%	4.4%	7.3%
Honeymoon	3.5%	3.3%	3.5%	2.3%	4.2%	6.8%
Get Married	0.7%	0.8%	0.7%	0.7%	0.4%	1.0%
Pleasure/Vacation	82.7%	75.9%	82.8%	74.4%	76.5%	80.6%
Mtgs/Conventions/Incentive	1.4%	4.9%	1.4%	4.8%	1.5%	5.4%
Conventions	0.6%	2.9%	0.6%	3.1%	0.5%	2.4%
Corporate Meetings	0.4%	0.9%	0.4%	1.0%	0.6%	0.5%
Incentive	0.4%	1.3%	0.4%	0.9%	0.5%	2.6%
Other Business	2.1%	3.7%	2.2%	4.6%	1.5%	0.6%
Visit Friends/Rel.	12.4%	12.7%	12.4%	15.2%	11.6%	4.2%
Gov't/Military	0.9%	1.4%	0.9%	1.7%	2.5%	0.3%
Attend School	0.2%	0.3%	0.2%	0.3%	0.6%	0.3%
Sport Events	0.3%	0.6%	0.3%	0.7%	0.4%	0.5%
Other	2.1%	3.9%	2.0%	3.5%	4.1%	5.4%
VISIT STATUS/TRAVEL METHOD						
% First Timers	29.4%	NA	29.4%	24.7%	29.3%	NA
% Repeaters	70.6%	NA	70.6%	75.3%	70.7%	NA
Average # of Trips	5.58	NA	5.56	6.46	6.86	NA
Group Tour	1.3%	NA	1.3%	1.9%	1.0%	NA
Non-Group	98.7%	NA	98.7%	98.1%	98.9%	NA
Package Trip	13.7%	NA	13.8%	11.7%	7.9%	NA
No Package	86.3%	NA	86.2%	88.3%	92.1%	NA
Net True Independent	85.6%	NA	85.5%	87.4%	91.5%	NA
Ave. Age	44	45	44	46	46	45
Ave. Party Size	2.18	2.03	2.20	1.94	1.57	2.42

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 6. Air Visitor Days by Island
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
TOTAL STATE	65,312,274	28,516,797	129.0	63,473,882	23,395,216	171.3	1,838,392	5,121,581	-64.1
O'AHU	26,898,075	12,829,630	109.7	25,893,464	9,442,818	174.2	1,004,611	3,386,812	-70.3
MAUI COUNTY	20,443,525	7,754,271	163.6	19,836,684	6,822,700	190.7	606,841	931,571	-34.9
MAUI	20,025,929	7,553,095	165.1	19,421,323	6,635,859	192.7	604,605	917,237	-34.1
MOLOKA'I	182,658	117,947	54.9	181,753	108,795	67.1	905	9,152	-90.1
LĀNA'I	234,938	83,228	182.3	233,607	78,047	199.3	1,331	5,182	-74.3
KAUA'I	7,005,805	2,940,354	138.3	6,944,451	2,719,315	155.4	61,355	221,039	-72.2
HAWAI'I ISLAND	10,964,869	4,992,542	119.6	10,799,284	4,410,383	144.9	165,585	582,159	-71.6
HILO	1,773,536	982,431	80.5	1,759,510	894,781	96.6	14,026	87,650	-84.0
KONA	9,191,332	4,010,111	129.2	9,039,774	3,515,602	157.1	151,559	494,509	-69.4

Table 7. Air Visitor Days by Month
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
JANUARY	2,506,145	8,272,732	-69.7	2,394,224	5,955,461	-59.8	111,921	2,317,271	-95.2
FEBRUARY	2,539,868	7,121,132	-64.3	2,506,545	5,294,514	-52.7	33,322	1,826,618	-98.2
MARCH	4,259,791	3,907,993	9.0	4,225,955	3,117,379	35.6	33,835	790,614	-95.7
APRIL	4,544,287	131,623	3,352.5	4,506,210	124,681	3,514.2	38,077	6,943	448.5
MAY	5,906,488	283,207	1,985.6	5,856,723	280,436	1,988.4	49,765	2,771	1,696.0
JUNE	7,679,183	473,130	1,523.1	7,617,527	466,756	1,532.0	61,656	6,373	867.4
JULY	8,221,214	567,595	1,348.4	8,132,970	544,765	1,392.9	88,244	22,830	286.5
AUGUST	6,553,003	701,388	834.3	6,426,044	689,658	831.8	126,958	11,730	982.4
SEPTEMBER	4,622,029	614,172	652.6	4,539,018	605,128	650.1	83,011	9,044	817.9
OCTOBER	5,099,902	1,222,402	317.2	4,920,574	1,208,179	307.3	179,329	14,223	1,160.8
NOVEMBER	5,734,772	2,286,098	150.9	5,379,554	2,267,152	137.3	355,218	18,946	1,774.9
DECEMBER	7,645,593	2,935,326	160.5	6,968,537	2,841,108	145.3	677,055	94,218	618.6
TOTAL	**65,312,274**	**28,516,797**	**129.0**	**63,473,882**	**23,395,216**	**171.3**	**1,838,392**	**5,121,581**	**-64.1**

Table 8. Average Daily Census by Island (Arrivals by Air)
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
TOTAL STATE	178,938	77,915	129.7	173,901	63,921	172.1	5,037	13,993	-64.0
O'AHU	73,693	35,054	110.2	70,941	25,800	175.0	2,752	9,254	-70.3
MAUI COUNTY	56,010	21,187	164.4	54,347	18,641	191.5	1,663	2,545	-34.7
MAUI	54,866	20,637	165.9	53,209	18,131	193.5	1,656	2,506	-33.9
MOLOKA'I	500	322	55.3	498	297	67.5	2	25	-90.1
LĀNA'I	644	227	183.1	640	213	200.1	4	14	-74.2
KAUA'I	19,194	8,034	138.9	19,026	7,430	156.1	168	604	-72.2
HAWAI'I ISLAND	30,041	13,641	120.2	29,587	12,050	145.5	454	1,591	-71.5
HILO	4,859	2,684	81.0	4,821	2,445	97.2	38	239	-84.0
KONA	25,182	10,957	129.8	24,767	9,605	157.8	415	1,351	-69.3

Table 9. Average Daily Census by Month (Arrivals by Air)
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
JANUARY	80,843	266,862	-69.7	77,233	192,112	-59.8	3,610	74,751	-95.2
FEBRUARY	90,710	245,556	-63.1	89,519	182,569	-51.0	1,190	62,987	-98.1
MARCH	137,413	126,064	9.0	136,321	100,561	35.6	1,091	25,504	-95.7
APRIL	151,476	4,387	3,352.5	150,207	4,156	3,514.2	1,269	231	448.5
MAY	190,532	9,136	1,985.6	188,927	9,046	1,988.4	1,605	89	1,696.0
JUNE	255,973	15,771	1,523.1	253,918	15,559	1,532.0	2,055	212	867.4
JULY	265,200	18,310	1,348.4	262,354	17,573	1,392.9	2,847	736	286.5
AUGUST	211,387	22,625	834.3	207,292	22,247	831.8	4,095	378	982.4
SEPTEMBER	154,068	20,472	652.6	151,301	20,171	650.1	2,767	301	817.9
OCTOBER	164,513	39,432	317.2	158,728	38,974	307.3	5,785	459	1,160.8
NOVEMBER	191,159	76,203	150.9	179,318	75,572	137.3	11,841	632	1,774.9
DECEMBER	246,632	94,688	160.5	224,792	91,649	145.3	21,840	3,039	618.6
TOTAL	**178,938**	**77,915**	**129.7**	**173,901**	**63,921**	**172.1**	**5,037**	**13,993**	**-64.0**

Table 10. Visitors Staying Overnight or Longer (Arrivals by Air)
1961 – 2021

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
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	0.6	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
2013	8,003,474	1.7	5,405,300	0.0	2,598,174	5.4
2014	8,196,342	2.4	5,486,059	1.5	2,710,283	4.3
2015	8,563,018	4.5	5,782,140	5.4	2,780,878	2.6
2016	8,821,802	3.0	5,968,779	3.2	2,853,023	2.6
2017	9,277,613	5.2	6,239,748	4.5	3,037,865	6.5
2018	9,761,448	5.2	6,736,736	8.0	3,024,712	-0.4
2019	10,243,165	4.9	7,253,806	7.7	2,989,359	-1.2
2020	2,678,073	-73.9	2,065,689	-71.5	612,384	-79.5
2021	6,777,760	153.1	6,656,779	222.3	120,981	-80.2

Table 11. 2021 Air Visitor Days by Month and MMA

2021	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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	1,471,371	827,345	23,875	91,808	3,183	621	2,721	974	1,873	9,372	2,337	1,498	3,835
Feb	1,689,154	755,936	10,930	14,111	2,329	704	897	684	670	5,284	1,082	350	1,432
Mar	2,804,846	1,327,953	15,611	9,230	3,289	617	1,649	172	1,475	7,203	1,246	1,344	2,590
Apr	3,219,277	1,174,744	18,357	12,519	3,587	827	1,935	530	3,022	9,900	1,045	1,369	2,414
May	3,759,713	1,944,401	16,741	10,595	5,240	1,142	1,815	570	2,647	11,414	1,720	1,342	3,061
Jun	4,879,585	2,544,490	22,050	11,514	5,896	1,276	2,997	301	4,150	14,621	1,493	3,003	4,496
Jul	5,177,691	2,715,478	40,762	31,524	7,822	1,036	4,809	931	3,746	18,344	1,875	3,564	5,439
Aug	4,010,652	2,162,875	37,536	80,068	7,199	5,803	16,213	1,965	5,568	36,748	1,873	3,429	5,301
Sep	2,903,079	1,433,207	22,425	69,715	5,174	8,983	9,923	1,630	10,691	36,401	1,860	1,382	3,242
Oct	3,212,569	1,503,548	25,305	164,674	4,111	7,995	5,519	610	4,659	22,894	1,501	2,058	3,558
Nov	3,617,635	1,519,601	25,922	324,048	13,158	9,408	19,545	2,646	10,490	55,246	4,981	2,382	7,362
Dec	4,154,433	2,440,141	35,206	544,520	23,130	13,708	30,502	6,951	13,182	87,473	36,766	4,915	41,680
TOTAL	40,900,008	20,349,720	294,720	1,364,326	84,119	52,118	98,526	17,964	62,173	314,899	57,777	26,635	84,413
DOMESTIC													
Jan	1,470,692	826,235	891	15,305	2,805	585	2,721	974	1,794	8,879	2,283	1,478	3,761
Feb	1,686,655	755,552	483	6,225	2,299	704	897	672	670	5,242	1,082	330	1,412
Mar	2,804,545	1,327,226	1,430	5,723	3,273	600	1,649	172	1,475	7,170	715	1,258	1,973
Apr	3,218,825	1,173,859	918	8,723	3,489	819	1,823	471	3,022	9,622	1,010	1,336	2,346
May	3,759,146	1,942,853	1,548	9,942	5,201	1,130	1,793	570	2,605	11,299	1,452	1,296	2,747
Jun	4,878,014	2,542,826	1,870	11,514	5,802	1,258	2,987	301	4,134	14,482	1,344	2,773	4,117
Jul	5,175,606	2,712,472	3,439	27,036	7,591	952	4,793	931	3,724	17,990	1,783	3,429	5,212
Aug	4,008,999	2,160,922	4,287	31,511	7,037	2,800	16,101	1,951	5,528	33,417	1,568	3,401	4,968
Sep	2,902,196	1,431,961	2,177	36,285	5,124	3,944	9,867	1,630	10,647	31,212	1,338	1,345	2,684
Oct	3,211,385	1,501,536	1,470	48,267	3,788	2,221	5,015	594	4,300	15,918	1,308	1,934	3,241
Nov	3,616,021	1,517,796	2,950	33,670	12,570	5,466	18,139	2,557	10,123	48,856	4,543	2,344	6,886
Dec	4,152,032	2,437,415	4,422	41,303	22,346	6,300	28,328	6,756	13,038	76,769	3,569	3,437	7,006
TOTAL	40,884,114	20,330,654	25,884	275,506	81,325	26,778	94,114	17,579	61,060	280,855	21,994	24,360	46,355
INTERNATIONAL													
Jan	679	1,110	22,984	76,504	378	36	0	0	79	493	54	20	74
Feb	2,499	383	10,447	7,886	30	0	0	12	0	42	0	20	20
Mar	302	727	14,182	3,506	16	17	0	0	0	33	531	86	617
Apr	452	886	17,440	3,796	98	8	113	59	0	278	35	33	68
May	567	1,548	15,193	653	39	12	22	0	42	115	268	46	314
Jun	1,571	1,664	20,180	0	95	18	10	0	16	139	149	230	379
Jul	2,085	3,005	37,323	4,488	231	84	16	0	22	353	92	135	227
Aug	1,654	1,954	33,249	48,557	163	3,003	112	14	40	3,331	305	28	333
Sep	883	1,246	20,247	33,430	50	5,039	56	0	44	5,188	522	37	559
Oct	1,185	2,011	23,834	116,407	323	5,774	504	16	360	6,977	193	124	317
Nov	1,615	1,806	22,972	290,378	588	3,941	1,406	89	366	6,390	438	38	476
Dec	2,402	2,726	30,784	503,217	784	7,408	2,174	194	144	10,704	33,197	1,478	34,675
TOTAL	15,893	19,066	268,836	1,088,820	2,794	25,340	4,412	384	1,113	34,044	35,783	2,275	38,058

Table 11. 2021 Air Visitor Days by Month and MMA (continued)

2021	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	1,650	738	7,860	143	1,137	11,527	3,051	288	2,406	5,744	61,267	2,506,145
Feb	1,102	414	3,836	312	277	5,941	1,245	487	1,407	3,139	53,939	2,539,868
Mar	1,770	766	4,820	227	394	7,977	1,581	321	2,527	4,429	79,952	4,259,791
Apr	1,589	844	7,666	290	546	10,935	1,765	508	3,315	5,588	90,552	4,544,287
May	6,920	2,197	8,557	591	5,483	23,748	1,898	1,300	5,088	8,286	128,528	5,906,488
Jun	6,310	2,330	8,963	1,379	4,390	23,372	1,627	1,498	6,237	9,362	169,692	7,679,183
Jul	4,873	3,262	12,998	1,254	3,725	26,112	2,390	1,715	9,400	13,505	192,358	8,221,214
Aug	8,603	3,093	13,711	1,289	4,172	30,868	2,128	2,256	6,824	11,207	177,747	6,553,003
Sep	2,835	1,641	13,916	1,151	5,841	25,383	2,482	1,645	7,468	11,594	116,982	4,622,029
Oct	4,564	1,587	11,775	1,005	2,056	20,988	3,378	1,441	4,813	9,632	136,734	5,099,902
Nov	7,775	2,239	24,185	1,431	2,486	38,117	2,574	3,438	6,489	12,501	134,340	5,734,772
Dec	22,476	3,089	31,211	3,922	6,284	66,981	8,767	7,211	8,629	24,607	250,551	7,645,593
TOTAL	70,468	22,201	149,496	12,995	36,790	291,950	32,885	22,108	64,603	119,596	1,592,643	65,312,274
DOMESTIC												
Jan	1,370	720	3,576	129	86	5,881	3,051	280	2,406	5,736	56,844	2,394,224
Feb	1,004	414	569	225	121	2,333	1,245	466	1,407	3,118	45,524	2,506,545
Mar	1,724	766	1,713	218	281	4,703	1,581	321	2,522	4,424	68,763	4,225,955
Apr	1,522	815	3,239	196	522	6,295	1,757	508	3,315	5,580	80,042	4,506,210
May	6,638	1,977	1,743	575	5,049	15,982	1,898	1,300	5,076	8,274	104,931	5,856,723
Jun	5,626	2,330	2,312	1,315	1,270	12,853	1,615	1,470	6,237	9,322	142,529	7,617,527
Jul	4,424	3,199	3,476	1,164	1,632	13,895	2,390	1,699	9,400	13,489	163,830	8,132,970
Aug	6,729	2,870	4,283	1,172	3,293	18,348	2,128	2,224	6,812	11,163	152,430	6,426,044
Sep	2,662	1,641	4,198	1,056	4,905	14,461	2,482	1,624	7,361	11,466	106,575	4,539,018
Oct	2,923	1,573	2,105	821	866	8,289	3,365	1,383	4,805	9,553	120,915	4,920,574
Nov	7,163	2,022	3,587	1,398	1,736	15,906	2,552	3,385	6,400	12,337	125,132	5,379,554
Dec	21,152	2,871	3,831	3,455	6,057	37,365	8,688	7,177	8,574	24,439	187,786	6,968,537
TOTAL	62,938	21,199	34,632	11,725	25,817	156,312	32,751	21,836	64,316	118,903	1,355,300	63,473,882
INTERNATIONAL												
Jan	280	18	4,283	14	1,050	5,646	0	8	0	8	4,423	111,921
Feb	98	0	3,267	87	156	3,608	0	21	0	21	8,415	33,322
Mar	46	0	3,106	9	113	3,275	0	0	5	5	11,189	33,835
Apr	67	29	4,426	94	24	4,640	8	0	0	8	10,510	38,077
May	282	221	6,814	16	434	7,766	0	0	12	12	23,597	49,765
Jun	684	0	6,651	64	3,120	10,519	12	28	0	40	27,163	61,656
Jul	449	63	9,522	90	2,093	12,217	0	16	0	16	28,529	88,244
Aug	1,874	223	9,428	117	879	12,520	0	32	12	44	25,316	126,958
Sep	173	0	9,718	95	936	10,922	0	21	107	128	10,407	83,011
Oct	1,641	14	9,670	184	1,190	12,699	13	58	8	79	15,820	179,329
Nov	612	217	20,598	33	750	22,211	22	54	88	164	9,208	355,218
Dec	1,323	218	27,380	467	227	29,616	79	34	55	168	62,765	677,055
TOTAL	7,530	1,002	114,864	1,270	10,972	135,638	134	272	287	693	237,344	1,838,392

Table 12. Air Visitor Days by Month and MMA
Percent change 2021 vs. 2020

% 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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	-56.1	-63.2	-96.6	-90.1	-88.8	-95.0	-92.5	-82.6	-86.7	-90.3	-98.8	-96.6	-98.4
Feb	-44.2	-60.4	-98.4	-98.2	-90.4	-96.5	-98.0	-88.1	-95.8	-95.3	-99.1	-98.4	-99.0
Mar	55.8	16.3	-94.3	-97.4	-78.3	-86.3	-93.5	-90.2	-81.7	-86.9	-97.9	-91.2	-96.5
Apr	4,087.0	2,742.9	2,663.0	4,115.4	725.8	598.7	2,310.9	11,818.2	4,334.4	1,303.2	2,921.2	1,287.8	1,711.7
May	2,184.0	1,874.9	2,377.3	1,589.4	1,387.2	5,579.0	1,428.2	1,715.2	4,303.3	1,858.6	1,538.8	83.1	265.4
Jun	1,726.0	1,400.2	882.8	284.8	1,779.2	2,255.2	967.4	304.0	1,117.8	1,274.1	144.3	443.3	286.3
Jul	1,663.1	1,225.7	1,767.4	858.7	705.6	646.3	794.1	335.5	1,662.6	784.5	171.1	270.0	228.6
Aug	926.1	813.7	371.7	1,124.7	291.7	1,577.7	560.4	3,536.7	2,010.9	641.4	207.2	273.4	247.0
Sep	779.8	548.8	1,168.4	515.5	516.1	1,718.5	891.6	6,862.6	1,431.8	1,091.2	44.2	16.4	30.8
Oct	293.6	355.7	647.8	766.2	203.7	2,364.7	566.5	14.5	504.9	501.0	39.5	383.8	137.0
Nov	123.6	180.4	177.7	647.4	399.7	835.7	803.7	209.3	594.9	576.5	84.1	239.6	116.1
Dec	132.3	159.7	85.0	512.9	903.1	1,570.0	902.6	1,412.7	543.4	908.1	2,122.8	314.8	1,368.2
TOTAL	193.8	151.9	-82.9	-39.8	6.7	28.3	-16.2	17.0	41.2	6.2	-85.2	-70.0	-82.4
DOMESTIC													
Jan	-55.1	-62.0	-74.2	-90.2	-88.6	-94.9	-91.4	-80.4	-85.6	-89.6	-93.3	-84.6	-91.4
Feb	-43.8	-59.3	-88.4	-95.8	-88.5	-94.4	-97.8	-87.4	-95.3	-94.4	-88.0	-86.0	-87.6
Mar	58.4	18.3	-62.3	-91.0	-74.1	-82.8	-91.9	-88.6	-76.8	-83.9	-89.2	-39.3	-77.3
Apr	4,151.9	2,857.4	141.2	2,837.4	2,701.0	1,001.6	4,112.6	10,490.7	8,261.0	3,303.5	2,820.0	1,739.0	2,087.6
May	2,189.4	1,879.2	139.7	1,485.4	1,479.2	5,519.3	1,518.7	2,693.8	4,233.5	1,989.5	1,283.4	76.8	228.0
Jun	1,727.9	1,402.2	-16.7	284.8	1,748.9	3,476.0	963.8	366.7	1,180.7	1,324.0	143.9	401.7	273.0
Jul	1,671.2	1,227.3	57.5	722.2	903.4	585.8	791.1	335.5	1,652.3	867.5	163.1	255.9	217.6
Aug	925.9	813.3	41.8	382.0	282.9	709.6	562.0	3,510.8	2,177.1	580.2	175.2	338.6	269.4
Sep	779.5	548.2	145.7	220.3	542.3	698.4	886.0	6,862.6	1,425.5	935.7	3.7	14.5	8.9
Oct	293.5	355.1	34.8	153.9	179.8	591.0	505.7	13.8	458.2	319.4	27.2	368.9	125.0
Nov	123.5	180.1	192.1	-22.3	382.5	443.7	738.7	198.9	570.6	500.3	67.9	238.5	102.7
Dec	132.3	159.4	269.3	43.8	918.1	713.1	849.2	1,370.5	548.4	811.3	128.8	199.2	158.6
TOTAL	196.5	156.3	7.6	-43.3	20.4	-12.5	-9.2	25.4	56.7	10.2	-62.3	18.4	-41.3
INTERNATIONAL													
Jan	-99.1	-98.5	-96.7	-90.1	-90.0	-96.8	-100.0	-100.0	-95.0	-95.7	-100.0	-99.9	-100.0
Feb	-90.8	-99.2	-98.5	-98.8	-99.3	-100.0	-100.0	-97.2	-100.0	-99.8	-100.0	-99.9	-100.0
Mar	-99.0	-96.3	-94.8	-98.8	-99.4	-98.3	-100.0	-100.0	-100.0	-99.7	-99.0	-99.3	-99.1
Apr	-61.9	-45.7	6,040.7	NA	-68.3	-81.8	204.1	NA	-100.0	-34.3	NA	26.9	161.5
May	35.0	426.5	50,543.7	NA	69.6	NA	175.0	-100.0	NA	173.8	NA	NA	NA
Jun	327.4	396.9	NA	NA	NA	-5.3	NA	-100.0	-11.1	195.5	148.0	NA	531.3
Jul	42.3	524.5	NA	NA	7.9	NA	NA	NA	NA	64.7	557.1	NA	1,521.4
Aug	1,697.4	1,432.9	573.7	NA	NA	NA	387.0	NA	90.5	7,471.0	662.4	-80.4	81.9
Sep	44,061.8	31,053.8	2,196.6	NA	18.1	NA	NA	NA	NA	12,253.5	NA	184.6	4,197.3
Oct	19,644.1	NA	939.2	NA	NA	192,381.0	NA	45.5	NA	49,734.4	302.1	853.8	419.7
Nov	NA	60,089.6	175.9	NA	1,999.0	NA	NA	NA	NA	22,723.0	NA	322.2	5,187.0
Dec	272.9	NA	72.6	736.9	607.1	16,004.5	3,647.9	NA	278.9	4,133.5	35,174.3	4,004.9	26,550.1
TOTAL	-88.1	-86.8	-84.1	-38.8	-75.3	152.7	-68.4	-71.2	-78.1	-18.4	-89.2	-96.7	-90.5

NA = Not applicable.

Table 12. Air Visitor Days by Month and MMA (continued)

Percent change 2021 vs. 2020

%change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	-98.5	-86.0	-96.4	-96.6	-94.8	-96.8	-60.7	-97.7	-62.1	-78.2	-80.8	-69.7
Feb	-94.8	-81.7	-97.4	-79.3	-95.8	-96.6	-75.9	-93.9	-67.6	-82.1	-77.5	-64.3
Mar	-61.4	-33.5	-76.5	-55.7	-77.2	-72.0	-0.1	-92.3	-27.3	-52.0	-52.0	9.0
Apr	536.2	635.7	291.1	NA	4,674.0	368.1	16,530.7	592.0	3,064.0	2,859.1	896.3	3,352.5
May	910.3	1,600.3	1,599.8	391.0	2,723.4	1,354.9	6,411.4	943.2	862.2	1,114.0	751.3	1,985.6
Jun	766.9	2,202.3	1,314.9	1,072.5	3,258.1	1,266.1	7,197.9	615.9	861.4	963.5	546.8	1,523.1
Jul	365.7	217.7	2,497.3	494.0	705.6	704.1	436.7	664.2	-19.0	10.0	333.6	1,348.4
Aug	453.3	433.0	147.6	691.7	1,060.1	276.6	1,035.1	2,642.7	159.7	286.9	326.2	834.3
Sep	92.5	228.6	162.5	1,098.0	3,934.9	237.8	730.0	NA	145.6	247.2	246.1	652.6
Oct	175.8	262.7	707.9	282.9	3,342.3	442.0	303.5	198.6	325.9	293.2	223.3	317.2
Nov	179.5	279.6	1,196.9	1,020.4	363.5	546.0	208.9	216.9	238.7	226.1	156.0	150.9
Dec	382.6	156.1	743.8	467.9	1,735.9	532.2	133.9	434.8	133.8	180.0	264.1	160.5
TOTAL	-53.4	65.8	-63.0	63.0	13.5	-52.1	57.1	-21.3	63.8	35.2	50.4	129.0
DOMESTIC												
Jan	-86.4	-54.5	-31.2	-86.6	-85.7	-68.1	-59.7	-97.6	-58.1	-77.0	-67.5	-59.8
Feb	-71.2	-67.6	-84.2	-62.3	-79.8	-75.6	-74.7	-93.7	-65.7	-81.0	-69.9	-52.7
Mar	-5.8	-1.0	-38.4	-42.4	-6.3	-22.4	1.4	-91.2	-15.6	-45.9	-23.6	35.6
Apr	787.9	610.4	70.7	NA	4,464.0	186.7	16,455.3	592.0	3,290.5	2,968.6	1,270.4	3,514.2
May	869.1	1,429.7	313.6	377.7	2,499.9	930.9	6,411.4	1,014.8	859.9	1,126.6	694.8	1,988.4
Jun	673.0	2,202.3	291.5	1,018.1	1,006.8	678.1	7,144.1	602.5	861.4	959.0	587.5	1,532.0
Jul	322.8	222.6	654.9	451.4	291.0	344.3	436.7	657.1	-18.9	10.0	587.3	1,392.9
Aug	355.6	435.1	-22.7	687.8	815.7	127.6	1,035.1	2,603.8	159.3	285.4	329.4	831.8
Sep	81.5	228.6	-20.8	999.1	3,709.4	93.0	730.0	NA	142.1	243.4	314.3	650.1
Oct	80.0	264.5	85.4	242.9	5,779.9	140.6	302.0	186.6	325.2	290.0	291.7	307.3
Nov	157.5	242.8	150.9	1,129.3	300.6	197.4	206.3	211.9	234.1	221.8	194.7	137.3
Dec	380.1	188.4	56.9	455.8	3,143.8	331.9	131.8	435.5	132.7	178.6	238.1	145.3
TOTAL	111.2	164.2	12.5	225.2	667.0	106.8	60.0	-16.9	68.8	40.1	102.3	171.3
INTERNATIONAL												
Jan	-99.7	-99.5	-98.0	-99.6	-95.1	-98.3	-100.0	-98.6	-100.0	-99.4	-96.9	-95.2
Feb	-99.4	-100.0	-97.7	-90.4	-97.4	-97.8	-100.0	-96.9	-100.0	-98.1	-90.5	-98.2
Mar	-98.3	-100.0	-82.5	-93.3	-92.1	-85.4	-100.0	-100.0	-99.0	-99.5	-85.4	-95.7
Apr	-14.5	NA	7,039.0	NA	NA	3,206.5	NA	NA	-100.0	14.3	223.6	448.5
May	NA	NA	8,209.3	NA	NA	9,370.9	NA	-100.0	NA	50.0	1,145.3	1,696.0
Jun	NA	NA	15,368.2	NA	19,399.1	17,728.7	NA	NA	NA	NA	393.4	867.4
Jul	NA	80.0	23,705.0	NA	4,551.2	10,080.8	NA	NA	-100.0	128.6	39.0	286.5
Aug	2,302.8	406.5	NA	733.3	NA	9,106.1	NA	NA	NA	NA	307.5	982.4
Sep	2,783.3	NA	NA	NA	5,750.0	49,546.3	NA	NA	NA	NA	28.8	817.9
Oct	5,194.4	133.3	2,901.2	700.0	2,544.4	2,872.6	NA	NA	NA	NA	38.5	1,160.8
Nov	NA	NA	4,635.2	135.7	628.2	3,923.7	NA	NA	NA	NA	-8.2	1,774.9
Dec	426.4	3.5	2,078.3	577.3	45.8	1,423.8	NA	325.0	685.7	1,018.3	373.3	618.6
TOTAL	-93.8	-81.3	-69.2	-70.9	-62.2	-74.6	-70.5	-85.1	-78.7	-80.9	-39.0	-64.1

NA = Not applicable.

Table 13. 2021 Air Visitor Arrivals by Month and MMA

2021	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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	111,998	50,840	1,173	3,053	153	28	78	23	69	350	51	76	127
Feb	165,022	63,915	632	508	169	39	49	27	36	319	26	31	56
Mar	296,168	133,199	937	337	309	53	82	17	83	543	42	115	157
Apr	352,552	119,370	1,190	538	376	62	108	35	141	723	51	106	157
May	417,174	195,775	1,055	553	511	89	121	52	152	925	76	157	233
Jun	522,434	247,527	1,279	626	564	87	148	27	194	1,020	68	232	300
Jul	578,801	273,088	2,276	2,019	654	63	193	62	256	1,227	108	266	374
Aug	469,647	223,513	2,424	6,358	659	277	415	113	231	1,695	132	297	429
Sep	337,892	145,357	1,505	4,508	374	179	302	50	241	1,146	120	143	264
Oct	364,715	157,200	1,842	9,966	403	464	285	47	217	1,415	80	170	251
Nov	409,789	156,181	2,207	22,792	1,176	695	1,177	209	553	3,810	284	252	536
Dec	447,395	229,345	2,418	36,641	1,752	935	1,733	493	689	5,602	3,327	313	3,640
TOTAL	4,473,588	1,995,311	18,936	87,900	7,097	2,970	4,691	1,156	2,861	18,775	4,366	2,158	6,524
DOMESTIC													
Jan	111,959	50,784	41	542	142	25	78	23	67	334	48	74	122
Feb	164,870	63,877	53	237	168	39	49	26	36	317	26	30	55
Mar	296,120	133,159	101	217	307	51	82	17	83	539	29	114	143
Apr	352,511	119,292	102	391	368	61	103	33	141	707	46	103	149
May	417,099	195,659	142	519	509	88	119	52	150	918	67	153	220
Jun	522,272	247,352	215	626	553	84	147	27	192	1,003	52	226	278
Jul	578,574	272,830	296	1,721	638	56	192	62	255	1,202	96	256	352
Aug	469,467	223,291	337	2,453	646	142	407	112	229	1,536	114	293	407
Sep	337,782	145,207	198	2,076	370	94	297	50	238	1,049	87	141	229
Oct	364,556	156,997	180	2,863	377	132	251	45	198	1,002	66	164	231
Nov	409,611	156,008	321	2,092	1,119	393	1,069	201	523	3,305	247	248	495
Dec	446,877	228,755	422	2,532	1,693	436	1,612	475	677	4,893	350	257	607
TOTAL	4,471,699	1,993,212	2,406	16,270	6,887	1,600	4,406	1,124	2,788	16,805	1,229	2,059	3,288
INTERNATIONAL													
Jan	39	56	1,132	2,511	11	3	0	0	2	16	3	2	5
Feb	152	38	579	271	1	0	0	1	0	2	0	1	1
Mar	48	40	836	120	2	2	0	0	0	4	13	1	14
Apr	41	78	1,088	147	8	1	5	2	0	16	5	3	8
May	75	116	913	34	2	1	2	0	2	7	9	4	13
Jun	162	175	1,064	0	11	3	1	0	2	17	16	6	22
Jul	227	258	1,980	298	16	7	1	0	1	25	12	10	22
Aug	180	222	2,087	3,905	13	135	8	1	2	159	18	4	22
Sep	110	150	1,307	2,432	4	85	5	0	3	97	33	2	35
Oct	159	203	1,662	7,103	26	332	34	2	19	413	14	6	20
Nov	178	173	1,886	20,700	57	302	108	8	30	505	37	4	41
Dec	518	590	1,996	34,109	59	499	121	18	12	709	2,977	56	3,033
TOTAL	1,889	2,099	16,530	71,630	210	1,370	285	32	73	1,970	3,137	99	3,236

Table 13. 2021 Air Visitor Arrivals by Month and MMA (continued)

2021	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
Jan	105	53	210	14	35	416	151	19	111	282	3,741	171,980
Feb	81	30	171	17	17	316	90	30	74	194	4,308	235,271
Mar	141	84	228	29	34	517	77	42	247	366	7,572	439,796
Apr	167	106	340	34	64	711	96	36	304	436	8,870	484,547
May	654	190	403	54	100	1,401	110	119	482	711	12,019	629,847
Jun	597	218	529	111	209	1,664	122	92	579	792	15,878	791,520
Jul	463	276	743	114	207	1,803	161	142	897	1,200	18,765	879,554
Aug	564	213	869	111	195	1,951	145	142	702	988	16,012	723,017
Sep	340	175	826	65	362	1,767	198	85	772	1,055	11,093	504,586
Oct	361	174	969	92	152	1,748	242	85	474	801	12,846	550,785
Nov	873	199	2,899	133	252	4,357	228	172	573	974	13,371	614,018
Dec	2,341	286	2,465	295	486	5,873	396	418	733	1,548	20,377	752,840
TOTAL	6,686	2,004	10,652	1,069	2,113	22,524	2,015	1,382	5,950	9,348	144,853	6,777,760
DOMESTIC												
Jan	98	51	115	12	12	287	151	18	111	281	3,537	167,887
Feb	74	30	48	16	11	179	90	29	74	193	3,829	233,611
Mar	135	84	92	28	24	364	77	42	246	365	6,952	437,960
Apr	159	105	151	28	58	501	95	36	304	435	8,182	482,270
May	642	186	152	53	89	1,122	110	119	481	710	10,724	627,114
Jun	574	218	234	107	117	1,250	121	91	579	790	14,086	787,872
Jul	447	274	311	109	135	1,276	161	140	897	1,198	16,842	874,292
Aug	499	205	319	106	156	1,284	145	140	701	985	14,388	714,148
Sep	326	175	259	60	310	1,129	198	83	764	1,045	10,202	498,916
Oct	335	172	219	84	95	905	241	82	473	796	12,014	539,545
Nov	827	192	376	129	207	1,732	226	167	563	957	12,767	587,289
Dec	2,218	260	366	253	457	3,554	389	414	727	1,531	16,704	705,876
TOTAL	6,333	1,952	2,642	985	1,671	13,583	2,003	1,361	5,922	9,287	130,228	6,656,779
INTERNATIONAL												
Jan	7	2	95	2	23	129	0	1	0	1	204	4,093
Feb	7	0	123	1	6	137	0	1	0	1	479	1,660
Mar	6	0	136	1	10	153	0	0	1	1	620	1,836
Apr	8	1	189	6	6	210	1	0	0	1	688	2,277
May	12	4	251	1	11	279	0	0	1	1	1,295	2,733
Jun	23	0	295	4	92	414	1	1	0	2	1,792	3,648
Jul	16	2	432	5	72	527	0	2	0	2	1,923	5,262
Aug	65	8	550	5	39	667	0	2	1	3	1,624	8,869
Sep	14	0	567	5	52	638	0	2	8	10	891	5,670
Oct	26	2	750	8	57	843	1	3	1	5	832	11,240
Nov	46	7	2,523	4	45	2,625	2	5	10	17	604	26,729
Dec	123	26	2,099	42	29	2,319	7	4	6	17	3,673	46,964
TOTAL	353	52	8,010	84	442	8,941	12	21	28	61	14,625	120,981

Table 14. Air Visitor Arrivals by Month and MMA
Percent change 2021 vs. 2020

% 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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	-68.4	-74.6	-99.0	-95.4	-94.3	-97.9	-96.8	-94.6	-90.9	-95.4	-99.8	-98.4	-99.5
Feb	-53.2	-67.1	-99.5	-99.2	-93.0	-97.5	-98.5	-94.2	-96.2	-96.3	-99.8	-98.7	-99.6
Mar	44.5	11.4	-97.9	-98.7	-78.2	-90.4	-94.6	-87.8	-81.2	-86.6	-99.3	-93.6	-98.1
Apr	11,118.1	9,010.5	5,803.1	5,843.3	2,102.6	442.8	1,898.4	1,920.1	1,823.6	1,581.9	1,954.3	1,645.6	1,735.2
May	6,387.6	6,642.4	6,303.3	2,403.5	2,524.9	4,627.7	1,973.4	2,532.0	8,005.2	2,879.7	3,829.9	574.7	825.5
Jun	4,892.4	4,217.3	2,973.1	966.4	2,539.5	1,243.0	2,124.2	760.1	1,498.1	1,949.2	224.8	1,116.5	648.8
Jul	4,422.5	3,559.5	4,194.7	2,060.4	1,502.0	591.0	1,219.4	681.8	2,413.2	1,384.9	469.6	707.2	620.4
Aug	3,460.6	2,814.7	625.3	6,125.6	2,010.0	1,663.8	1,127.1	3,093.8	1,749.6	1,651.3	852.7	1,019.9	962.4
Sep	3,222.4	2,267.1	1,649.8	2,511.6	1,140.2	2,952.3	1,742.4	4,191.6	1,627.3	1,597.0	585.3	416.9	482.2
Oct	582.3	702.1	1,043.3	2,460.7	600.9	2,212.5	701.9	205.2	736.1	816.6	149.2	547.2	328.2
Nov	198.1	288.5	389.6	2,741.1	719.4	1,020.4	1,658.8	808.7	1,469.3	1,052.1	338.6	386.3	359.8
Dec	193.8	220.2	40.3	801.7	891.8	1,644.4	1,833.9	2,172.5	733.6	1,220.6	5,059.2	379.6	2,705.2
TOTAL	241.2	195.1	-93.5	-46.5	0.7	-18.2	-36.8	4.2	22.5	-12.9	-89.5	-76.8	-87.1
DOMESTIC													
Jan	-67.4	-73.0	-92.3	-95.0	-93.3	-96.9	-96.0	-92.8	-88.5	-94.2	-99.0	-94.5	-98.1
Feb	-52.6	-65.7	-91.3	-98.1	-91.2	-96.1	-98.3	-93.4	-95.4	-95.4	-98.1	-90.7	-96.7
Mar	49.9	14.5	-81.0	-95.8	-72.3	-83.3	-93.3	-84.9	-74.7	-82.5	-96.9	-58.0	-88.2
Apr	11,447.5	9,588.7	1,152.5	4,219.6	8,949.5	723.4	4,172.7	1,806.0	4,128.0	3,626.8	1,753.1	2,427.5	2,172.2
May	6,427.1	6,754.1	818.7	2,249.5	2,656.2	4,574.4	2,359.0	5,241.0	7,898.6	3,173.5	3,366.8	557.5	773.9
Jun	4,929.3	4,271.5	416.2	966.4	2,488.0	1,434.5	2,109.2	1,158.0	1,794.1	2,091.1	190.1	1,084.9	650.0
Jul	4,476.5	3,591.2	458.4	1,741.6	1,905.0	514.0	1,212.5	681.8	2,403.4	1,532.4	466.0	676.9	605.2
Aug	3,471.7	2,826.0	613.6	2,301.7	1,968.4	805.1	1,140.1	3,065.5	2,313.5	1,555.4	949.9	1,787.2	1,442.2
Sep	3,221.7	2,265.4	605.9	1,102.6	1,169.0	1,500.0	1,711.9	4,191.6	1,605.8	1,476.7	397.3	428.8	416.3
Oct	582.1	701.0	226.5	635.7	555.7	591.6	606.1	212.4	663.0	557.6	119.4	549.0	315.3
Nov	198.0	288.1	235.2	160.8	685.1	533.8	1,497.5	773.9	1,384.1	902.5	281.4	388.0	328.3
Dec	193.6	219.4	370.7	190.6	886.3	744.9	1,782.9	2,089.5	739.4	1,090.0	509.0	306.2	402.7
TOTAL	247.3	205.1	14.7	-47.8	22.5	-29.9	-29.0	24.3	49.2	-0.5	-83.6	-6.8	-66.1
INTERNATIONAL													
Jan	-99.6	-99.5	-99.0	-95.5	-98.1	-99.5	-100.0	-100.0	-98.9	-99.2	-100.0	-99.9	-100.0
Feb	-96.9	-99.5	-99.5	-99.5	-99.8	-100.0	-100.0	-98.6	-100.0	-99.9	-100.0	-100.0	-100.0
Mar	-99.4	-98.8	-98.1	-99.4	-99.4	-99.2	-100.0	-100.0	-100.0	-99.6	-99.8	-99.9	-99.8
Apr	-54.4	-1.3	8,966.7	NA	-38.5	-75.0	66.7	NA	-100.0	-33.3	NA	50.0	300.0
May	87.5	136.7	91,200.0	NA	100.0	NA	100.0	-100.0	NA	133.3	NA	NA	NA
Jun	102.5	133.3	NA	NA	NA	200.0	NA	-100.0	0.0	325.0	433.3	NA	633.3
Jul	45.5	263.4	NA	NA	77.8	NA	NA	NA	NA	177.8	500.0	NA	1,000.0
Aug	291.3	500.0	627.2	NA	NA	NA	700.0	NA	-33.3	3,875.0	500.0	-63.6	57.1
Sep	10,900.0	7,400.0	2,153.4	NA	300.0	NA	NA	NA	NA	9,600.0	NA	100.0	3,400.0
Oct	5,200.0	NA	1,467.9	NA	NA	33,100.0	NA	100.0	NA	20,550.0	600.0	500.0	566.7
Nov	NA	17,200.0	431.3	NA	5,600.0	NA	NA	NA	NA	50,400.0	NA	300.0	4,000.0
Dec	463.0	NA	22.2	968.6	1,080.0	24,850.0	2,925.0	NA	500.0	5,353.8	42,428.6	2,700.0	33,600.0
TOTAL	-91.9	-90.8	-94.2	-46.2	-85.3	1.6	-76.7	-84.4	-84.4	-57.8	-90.8	-98.6	-92.1

NA = Not applicable.

Table 14. Air Visitor Arrivals by Month and MMA (continued)

Percent change 2021 vs. 2020

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
Jan	-99.2	-89.4	-99.2	-96.6	-98.5	-99.0	-77.7	-98.0	-83.7	-88.0	-87.3	-79.7
Feb	-96.2	-87.7	-99.1	-92.4	-97.5	-98.5	-83.6	-96.2	-85.4	-89.5	-83.1	-70.9
Mar	-69.9	-26.2	-90.1	-73.2	-82.5	-83.8	-47.9	-86.5	-41.7	-58.5	-55.9	2.5
Apr	1,457.8	1,968.2	2,041.7	NA	1,201.3	1,841.6	11,628.1	2,079.4	6,652.4	6,163.0	2,077.8	9,620.9
May	3,444.1	4,797.4	1,498.6	1,007.8	1,307.8	2,254.6	11,170.8	3,957.4	5,383.5	5,495.7	2,247.7	6,190.4
Jun	1,948.0	6,360.4	2,048.4	3,384.2	4,685.1	2,472.1	3,725.0	1,532.2	1,742.9	1,870.5	1,180.3	4,363.5
Jul	2,162.2	1,432.5	4,302.1	1,952.4	2,643.1	2,534.1	1,764.0	4,150.9	838.5	1,015.9	911.1	3,796.4
Aug	1,186.5	1,563.7	1,200.9	1,521.5	2,229.2	1,307.6	2,291.2	3,804.3	1,141.5	1,392.4	831.3	2,995.6
Sep	1,153.4	620.0	1,098.3	1,048.6	7,917.1	1,254.4	6,109.2	NA	1,134.6	1,505.3	624.5	2,640.9
Oct	395.8	485.9	1,780.5	966.0	2,873.9	942.0	775.4	171.8	709.5	581.9	395.9	618.2
Nov	363.3	453.4	3,057.8	735.7	567.5	1,077.6	323.3	222.2	336.5	307.9	250.4	234.1
Dec	479.7	269.9	1,124.9	592.1	1,385.9	675.1	171.4	394.4	182.5	215.7	301.1	218.2
TOTAL	-57.9	87.6	-77.3	27.9	-34.8	-66.8	24.1	-39.0	156.2	50.5	59.5	153.1
DOMESTIC												
Jan	-92.4	-70.3	-82.1	-88.7	-82.8	-87.4	-76.5	-98.0	-80.1	-86.7	-77.6	-70.8
Feb	-84.5	-77.8	-91.4	-80.5	-86.4	-86.6	-82.7	-96.0	-83.9	-88.7	-75.0	-59.3
Mar	-34.5	16.9	-65.7	-32.7	-30.1	-41.7	-46.5	-83.9	-24.4	-49.9	-18.7	31.2
Apr	2,680.9	1,948.7	988.5	NA	1,078.8	1,591.6	11,505.6	2,079.4	8,577.8	7,197.8	3,905.0	10,460.9
May	3,379.1	4,694.5	553.9	987.2	1,153.4	1,851.4	11,170.8	6,045.4	5,372.1	5,965.1	2,574.7	6,295.3
Jun	1,869.1	6,360.4	890.3	3,258.9	3,376.6	1,894.0	3,693.6	1,514.4	1,742.9	1,865.5	1,738.4	4,508.7
Jul	2,084.1	1,510.9	1,858.6	1,862.1	2,869.4	1,911.0	1,764.0	4,091.3	848.5	1,024.5	1,439.6	3,953.7
Aug	1,152.5	1,797.9	377.7	2,088.5	1,762.2	883.1	2,291.2	3,749.2	1,139.7	1,387.8	1,200.5	3,095.7
Sep	1,147.8	620.0	276.1	959.9	8,719.4	778.9	6,109.2	NA	1,121.8	1,490.1	1,301.2	2,744.2
Oct	366.5	499.3	415.3	1,166.8	4,405.1	496.3	771.8	162.2	707.8	577.7	611.6	613.1
Nov	338.9	433.9	353.8	826.9	573.1	392.0	319.6	212.9	328.9	300.8	289.4	221.2
Dec	471.9	275.1	192.3	572.5	1,749.5	451.3	166.6	395.5	181.2	213.5	284.7	205.9
TOTAL	128.5	238.7	36.6	217.0	514.4	131.6	28.6	-34.2	188.3	63.5	144.7	222.3
INTERNATIONAL												
Jan	-99.9	-99.4	-99.6	-99.3	-98.9	-99.7	-100.0	-98.8	-100.0	-99.6	-98.5	-98.5
Feb	-99.6	-100.0	-99.3	-99.3	-99.0	-99.3	-100.0	-98.4	-100.0	-99.3	-95.3	-99.3
Mar	-97.7	-100.0	-93.3	-98.5	-93.8	-94.0	-100.0	-100.0	-99.0	-99.3	-92.8	-98.1
Apr	60.0	NA	9,350.0	NA	NA	2,900.0	NA	NA	-100.0	0.0	238.9	444.7
May	NA	NA	12,450.0	NA	NA	13,850.0	NA	-100.0	NA	0.0	1,066.7	1,220.3
Jun	NA	NA	29,400.0	NA	9,100.0	20,600.0	NA	NA	NA	NA	278.1	471.8
Jul	NA	100.0	43,100.0	NA	2,300.0	10,440.0	NA	NA	-100.0	100.0	152.4	423.1
Aug	1,525.0	300.0	NA	150.0	NA	8,237.5	NA	NA	NA	NA	164.9	779.0
Sep	1,300.0	NA	NA	NA	5,100.0	31,800.0	NA	NA	NA	NA	11.0	553.2
Oct	2,500.0	100.0	8,233.3	300.0	1,800.0	5,168.7	NA	NA	NA	NA	-7.8	989.1
Nov	NA	NA	27,933.3	100.0	542.9	14,483.3	NA	NA	NA	NA	12.5	2,827.6
Dec	668.7	225.0	2,661.8	740.0	262.5	1,952.2	NA	300.0	500.0	750.0	397.7	710.7
TOTAL	-97.3	-89.4	-82.2	-84.0	-85.1	-85.6	-81.8	-89.3	-89.6	-88.5	-61.1	-80.2

NA = Not applicable.

Table 15. U.S. West MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	4,473,588	1,311,176	241.2	4,471,699	1,287,712	247.3	1,889	23,464	-91.9
VISITOR DAYS	40,900,008	13,921,800	193.8	40,884,114	13,788,639	196.5	15,893	133,161	-88.1
AVERAGE DAILY CENSUS	112,055	38,038	194.6	112,011	37,674	197.3	44	364	-88.0
ISLANDS VISITED									
O'ahu	2,005,024	582,276	244.3	2,003,159	559,036	258.3	1,865	23,240	-92.0
O'ahu only	1,745,465	495,573	252.2	1,743,695	476,476	266.0	1,771	19,098	-90.7
O'ahu one day or less	41,770	19,673	112.3	41,719	18,539	125.0	51	1,134	-95.5
Kaua'i	540,578	179,451	201.2	540,560	177,731	204.1	18	1,721	-99.0
Kaua'i only	422,669	137,652	207.1	422,664	137,652	207.1	5	0	NA
Kaua'i one day or less	10,996	6,985	57.4	10,996	6,068	81.2	0	916	-100.0
Maui County	1,546,151	438,612	252.5	1,546,075	437,400	253.5	76	1,212	-93.7
Maui	1,523,024	430,261	254.0	1,522,948	429,298	254.8	76	963	-92.1
Maui only	1,315,352	362,818	262.5	1,315,335	362,787	262.6	16	31	-46.2
Maui one day or less	18,176	8,467	114.7	18,175	8,018	126.7	1	449	-99.8
Moloka'i *	15,779	7,423	112.6	15,779	7,174	120.0	0	249	-100.0
Moloka'i only *	4,360	2,307	89.0	4,360	2,307	89.0	0	0	NA
Moloka'i one day or less*	4,526	2,172	108.4	4,526	1,922	135.4	0	249	-100.0
Lāna'i *	26,221	7,968	229.1	26,221	7,968	229.1	0	0	NA
Lāna'i only *	8,906	2,447	264.0	8,906	2,447	264.0	0	0	NA
Lāna'i one day or less*	8,851	2,880	207.4	8,851	2,880	207.4	0	0	NA
Hawai'i Island	763,139	244,963	211.5	763,101	242,276	215.0	38	2,687	-98.6
Kona side	695,843	217,681	219.7	695,805	215,188	223.3	37	2,493	-98.5
Hilo side	174,674	66,218	163.8	174,673	65,302	167.5	1	916	-99.9
Hawai'i Island only	616,265	193,141	219.1	616,263	192,948	219.4	2	193	-99.0
Hawai'i Island one day or less	12,860	5,688	126.1	12,860	5,382	138.9	0	305	-100.0
Any Neighbor Island	2,728,123	815,603	234.5	2,728,005	811,237	236.3	118	4,366	-97.3
NI only	2,468,564	728,901	238.7	2,468,540	728,677	238.8	24	224	-89.4
O'ahu & NI	259,559	86,702	199.4	259,464	82,560	214.3	95	4,142	-97.7
Any one island only	4,113,018	1,193,938	244.5	4,111,223	1,174,616	250.0	1,794	19,322	-90.7
Multiple Islands	360,570	117,238	207.6	360,476	113,096	218.7	95	4,142	-97.7
Avg. Islands Visited	1.09	1.11	-1.6	1.09	1.11	-1.4	1.06	1.23	-14.0
Average Length of Stay in Hawai'i	9.14	10.62	-13.9	9.14	10.71	-14.6	8.41	5.68	48.3
O'ahu	7.82	9.06	-13.8	7.81	9.25	-15.5	7.96	4.46	78.7
Maui	8.63	9.58	-10.0	8.63	9.59	-10.1	7.19	4.02	79.0
Moloka'i	7.35	9.01	-18.4	7.35	9.29	-20.9	0	1.00	-100.0
Lāna'i	5.11	5.59	-8.6	5.11	5.59	-8.6	0	0	NA
Kaua'i	8.81	9.45	-6.8	8.81	9.51	-7.4	5.31	2.85	86.1
Hawai'i Island	9.28	11.09	-16.3	9.28	11.12	-16.6	10.44	7.66	36.4
Hilo	5.97	7.61	-21.6	5.97	7.67	-22.2	4.00	3.53	13.3
Kona	8.68	10.16	-14.6	8.68	10.20	-14.9	10.60	6.95	52.6
ACCOMMODATIONS									
Plan to stay in Hotel	2,216,389	579,501	282.5	2,214,940	563,873	292.8	1,449	15,628	-90.7
Hotel only	1,952,029	495,447	294.0	1,950,668	481,926	304.8	1,362	13,521	-89.9
Plan to stay in Condo	932,755	259,108	260.0	932,746	255,132	265.6	9	3,975	-99.8
Condo only	793,008	216,268	266.7	793,003	213,032	272.2	5	3,236	-99.9
Plan to stay in Timeshare	482,885	124,941	286.5	482,823	124,218	288.7	62	723	-91.5
Timeshare only	405,146	101,081	300.8	405,099	100,857	301.7	47	225	-79.0
Cruise Ship	0	5,361	-100.0	0	5,361	-100.0	0	0	NA
Friends/Relatives	511,545	218,225	134.4	511,382	214,401	138.5	163	3,824	-95.7
Bed & Breakfast	40,098	15,936	151.6	40,098	15,550	157.9	0	386	-100.0
Rental House	538,899	166,739	223.2	538,868	166,265	224.1	31	474	-93.5
Hostel	17,608	8,065	118.3	17,568	8,065	117.8	41	0	NA

Table 15. U.S. West MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	19,040	10,026	89.9	19,002	10,026	89.5	38	0	NA
Private Room in Private Home**	38,597	21,178	82.3	38,568	20,776	85.6	28	401	-93.0
Shared Room/Space in Private Home**	10,444	6,635	57.4	10,444	6,635	57.4	0	0	NA
Other Accommodations	60,724	30,921	96.4	60,515	30,921	95.7	209	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	3,903,665	1,022,954	281.6	3,902,775	1,004,798	288.4	890	18,156	-95.1
Honeymoon/Get Married	137,221	30,941	343.5	137,215	30,717	346.7	6	225	-97.3
Honeymoon	115,240	24,029	379.6	115,235	23,804	384.1	5	225	-97.8
Get Married	27,654	8,536	224.0	27,653	8,536	223.9	1	0	NA
Pleasure/Vacation	3,795,168	998,287	280.2	3,794,284	980,356	287.0	884	17,931	-95.1
Mtgs/Conventions/Incentive	52,735	47,904	10.1	52,725	47,390	11.3	9	514	-98.2
Conventions	25,344	29,902	-15.2	25,343	29,541	-14.2	1	362	-99.7
Corporate Meetings	16,185	11,246	43.9	16,181	11,093	45.9	4	153	-97.6
Incentive	12,917	8,146	58.6	12,912	8,146	58.5	5	0	NA
Other Business	94,126	61,044	54.2	94,074	60,622	55.2	52	422	-87.7
Visit Friends/Rel.	530,949	199,630	166.0	530,598	196,472	170.1	351	3,158	-88.9
Gov't/Military	23,093	14,834	55.7	22,796	14,790	54.1	296	44	573.7
Attend School	8,623	3,808	126.5	8,620	3,808	126.4	3	0	NA
Sport Events	11,082	8,930	24.1	11,062	8,930	23.9	20	0	NA
Other	83,679	46,082	81.6	83,363	44,342	88.0	316	1,739	-81.9
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	21.5	NA	NA	21.5	16.9	4.6	30.3	NA	NA
% Repeaters ***	78.5	NA	NA	78.5	83.1	-4.6	69.7	NA	NA
Average # of Trips	6.4	NA	NA	6.4	7.5	-14.5	6.6	NA	NA
Group Tour	43,863	NA	NA	43,862	15,914	175.6	2	NA	NA
Non-Group	4,429,725	NA	NA	4,427,838	1,271,799	248.2	1,887	NA	NA
Package Trip	592,101	NA	NA	592,059	130,260	354.5	43	NA	NA
No Package	3,881,487	NA	NA	3,879,641	1,157,452	235.2	1,846	NA	NA
Net True Independent	3,856,005	NA	NA	3,854,161	1,148,623	235.5	1,845	NA	NA
Ave. Age	44	45	-2.5	44	45	-2.5	41	44	-6.8
Ave. Party Size	2.29	2.01	13.9	2.29	2.01	13.6	1.33	1.75	-23.6

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 16. 2021 Domestic U.S. West MMA Air Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	**82,633**	**125,934**	**212,599**	**280,509**	**315,114**	**412,623**	**472,717**	**393,757**	**270,905**	**279,687**	**332,400**	**358,173**	**3,537,051**
Alaska	5,782	7,760	9,225	6,765	6,702	3,957	3,391	3,151	2,801	6,447	9,106	11,200	76,286
California	48,130	72,375	142,212	191,425	237,557	334,664	396,049	305,066	217,117	211,710	244,578	256,413	2,657,296
Oregon	8,706	11,758	21,947	19,047	21,883	22,808	21,309	26,401	15,919	19,009	24,424	25,415	238,626
Washington	20,015	34,041	39,214	63,272	48,971	51,195	51,968	59,140	35,068	42,520	54,292	65,145	564,843
MOUNTAIN	**29,326**	**38,935**	**83,521**	**72,002**	**101,986**	**109,648**	**105,858**	**75,709**	**66,877**	**84,869**	**77,211**	**88,705**	**934,648**
Arizona	4,730	6,756	18,267	15,135	29,319	32,944	33,606	19,574	21,013	25,156	17,302	20,481	244,282
Colorado	6,104	8,092	18,938	14,368	22,073	24,802	23,949	16,998	14,408	19,716	19,373	22,586	211,407
Idaho	2,891	4,086	8,135	5,842	6,234	6,836	5,408	5,147	3,898	4,803	6,670	6,570	66,519
Montana	879	1,317	2,875	2,156	2,174	2,212	1,444	1,596	1,156	2,027	2,457	2,899	23,192
Nevada	4,269	5,337	11,740	9,747	13,939	17,195	18,938	12,204	11,444	13,006	12,273	13,605	143,697
New Mexico	586	665	1,950	1,739	3,709	4,349	4,258	3,063	2,409	2,803	2,920	3,654	32,104
Utah	9,584	12,257	19,995	22,260	23,693	20,244	17,385	16,386	12,158	16,767	15,158	17,883	203,771
Wyoming	284	426	1,620	754	845	1,067	870	741	391	591	1,058	1,028	9,675
TOTAL U.S. WEST	**111,959**	**164,870**	**296,120**	**352,511**	**417,099**	**522,272**	**578,574**	**469,467**	**337,782**	**364,556**	**409,611**	**446,877**	**4,471,699**

Table 17. U.S. East MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	1,995,311	676,150	195.1	1,993,212	653,341	205.1	2,099	22,809	-90.8
VISITOR DAYS	20,349,720	8,077,056	151.9	20,330,654	7,932,466	156.3	19,066	144,588	-86.8
AVERAGE DAILY CENSUS	55,753	22,068	152.6	55,700	21,673	157.0	52	395	-86.8
ISLANDS VISITED									
O'ahu	1,137,006	385,083	195.3	1,134,981	362,692	212.9	2,024	22,391	-91.0
O'ahu only	842,090	279,945	200.8	840,140	261,821	220.9	1,951	18,124	-89.2
O'ahu one day or less	42,430	24,035	76.5	42,429	23,730	78.8	1	305	-99.7
Kaua'i	244,504	101,006	142.1	244,479	100,089	144.3	25	916	-97.3
Kaua'i only	121,349	47,810	153.8	121,324	47,810	153.8	25	0	NA
Kaua'i one day or less	8,344	9,294	-10.2	8,344	8,877	-6.0	0	418	-100.0
Maui County	693,244	233,393	197.0	693,183	231,199	199.8	62	2,194	-97.2
Maui	681,140	228,925	197.5	681,081	226,730	200.4	60	2,194	-97.3
Maui only	431,285	140,395	207.2	431,240	139,977	208.1	45	418	-89.3
Maui one day or less	15,818	9,884	60.0	15,818	9,323	69.7	0	561	-100.0
Moloka'i *	8,536	4,808	77.5	8,534	4,808	77.5	2	0	NA
Moloka'i only *	1,444	853	69.4	1,444	853	69.4	0	0	NA
Moloka'i one day or less*	3,263	1,813	80.0	3,261	1,813	79.9	2	0	NA
Lāna'i *	19,148	6,559	192.0	19,148	6,559	192.0	0	0	NA
Lāna'i only *	4,410	1,317	234.9	4,410	1,317	234.9	0	0	NA
Lāna'i one day or less*	6,040	2,673	126.0	6,040	2,673	126.0	0	0	NA
Hawai'i Island	374,017	134,191	178.7	373,955	132,086	183.1	62	2,104	-97.1
Kona side	327,886	114,449	186.5	327,824	113,149	189.7	62	1,300	-95.3
Hilo side	106,556	49,861	113.7	106,536	48,904	117.8	20	957	-97.9
Hawai'i Island only	210,028	71,920	192.0	210,022	71,920	192.0	6	0	NA
Hawai'i Island one day or less	12,671	5,062	150.3	12,671	4,645	172.8	0	418	-100.0
Any Neighbor Island	1,153,221	396,205	191.1	1,153,072	391,520	194.5	148	4,685	-96.8
NI only	858,305	291,066	194.9	858,230	290,649	195.3	75	418	-82.1
O'ahu & NI	294,915	105,138	180.5	294,842	100,871	192.3	73	4,267	-98.3
Any one island only	1,610,606	542,240	197.0	1,608,580	523,699	207.2	2,026	18,542	-89.1
Multiple Islands	384,705	133,910	187.3	384,632	129,642	196.7	73	4,267	-98.3
Avg. Islands Visited	1.24	1.27	-3.0	1.24	1.27	-3.1	1.03	1.21	-14.5
Average Length of Stay in Hawai'i	10.20	11.95	-14.6	10.20	12.14	-16.0	9.08	6.34	43.3
O'ahu	8.07	9.46	-14.7	8.07	9.71	-16.9	8.75	5.43	61.2
Maui	8.42	9.32	-9.7	8.42	9.37	-10.2	12.93	4.47	189.4
Moloka'i	6.41	7.26	-11.7	6.41	7.26	-11.7	1.00	0	NA
Lāna'i	4.66	4.42	5.4	4.66	4.42	5.4	0	0	NA
Kaua'i	8.14	8.60	-5.4	8.14	8.64	-5.9	7.12	4.20	69.7
Hawai'i Island	8.84	10.17	-13.1	8.84	10.26	-13.9	6.56	4.47	46.6
Hilo	5.99	6.56	-8.7	6.00	6.62	-9.4	2.00	3.95	-49.4
Kona	8.13	9.07	-10.3	8.13	9.12	-10.8	5.90	4.33	36.1
ACCOMMODATIONS									
Plan to stay in Hotel	1,145,253	359,127	218.9	1,143,601	342,465	233.9	1,653	16,662	-90.1
Hotel only	971,586	295,280	229.0	970,010	280,536	245.8	1,576	14,744	-89.3
Plan to stay in Condo	322,941	99,125	225.8	322,922	96,454	234.8	19	2,671	-99.3
Condo only	240,257	74,061	224.4	240,249	72,565	231.1	9	1,496	-99.4
Plan to stay in Timeshare	178,478	57,924	208.1	178,451	57,241	211.8	27	683	-96.0
Timeshare only	139,755	43,607	220.5	139,752	43,174	223.7	2	433	-99.5
Cruise Ship	0	14,747	-100.0	0	14,747	-100.0	0	0	NA
Friends/Relatives	257,657	114,313	125.4	257,401	111,614	130.6	257	2,699	-90.5
Bed & Breakfast	24,177	9,416	156.8	24,177	9,079	166.3	0	337	-100.0
Rental House	237,724	75,346	215.5	237,671	73,978	221.3	53	1,368	-96.1
Hostel	11,887	5,391	120.5	11,882	4,974	138.9	4	418	-99.0

Table 17. U.S. East MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	11,870	4,808	146.9	11,870	4,808	146.9	0	0	NA
Private Room in Private Home**	18,150	10,118	79.4	18,148	9,893	83.4	2	224	-99.1
Shared Room/Space in Private Home**	5,656	3,547	59.5	5,645	3,547	59.1	11	0	NA
Other Accommodations	30,339	15,330	97.9	30,179	15,274	97.6	160	56	186.8
PURPOSE OF TRIP									
Pleasure (Net)	1,678,144	503,113	233.6	1,677,006	483,400	246.9	1,138	19,713	-94.2
Honeymoon/Get Married	122,271	24,600	397.0	122,224	23,603	417.8	47	997	-95.3
Honeymoon	111,073	21,011	428.6	111,026	20,013	454.8	47	997	-95.3
Get Married	16,195	5,011	223.2	16,195	5,011	223.2	0	0	NA
Pleasure/Vacation	1,574,624	482,476	226.4	1,573,533	463,760	239.3	1,091	18,716	-94.2
Mtgs/Conventions/Incentive	39,120	45,507	-14.0	39,119	44,525	-12.1	1	982	-99.9
Conventions	16,246	30,409	-46.6	16,246	29,524	-45.0	0	885	-100.0
Corporate Meetings	10,770	8,866	21.5	10,770	8,769	22.8	0	97	-100.0
Incentive	13,776	7,797	76.7	13,775	7,797	76.7	1	0	NA
Other Business	43,897	30,481	44.0	43,823	30,290	44.7	74	191	-61.2
Visit Friends/Rel.	266,189	104,521	154.7	265,875	103,509	156.9	314	1,012	-69.0
Gov't/Military	30,609	18,424	66.1	30,217	18,401	64.2	392	23	1,604.8
Attend School	4,510	2,198	105.2	4,510	2,198	105.2	0	0	NA
Sport Events	6,142	3,908	57.2	6,120	3,908	56.6	21	0	NA
Other	45,056	24,253	85.8	44,832	23,081	94.2	225	1,171	-80.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	46.2	NA	NA	46.3	37.1	9.1	31.8	NA	NA
% Repeaters ***	53.8	NA	NA	53.7	62.9	-9.1	68.2	NA	NA
Average # of Trips	3.7	NA	NA	3.7	4.7	-21.9	5.9	NA	NA
Group Tour	35,426	NA	NA	35,424	19,280	83.7	2	NA	NA
Non-Group	1,959,885	NA	NA	1,957,788	634,061	208.8	2,097	NA	NA
Package Trip	299,463	NA	NA	299,285	89,358	234.9	179	NA	NA
No Package	1,695,847	NA	NA	1,693,927	563,982	200.4	1,920	NA	NA
Net True Independent	1,679,991	NA	NA	1,678,073	556,707	201.4	1,918	NA	NA
Ave. Age	44	46	-6.1	44	46	-5.7	40	50	-19.2
Ave. Party Size	2.05	1.83	12.1	2.05	1.82	12.4	1.31	1.98	-33.8

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 18. 2021 Domestic U.S. East MMA Air Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
West North Central	**8,098**	**10,030**	**20,278**	**12,743**	**19,790**	**22,130**	**24,196**	**19,628**	**13,413**	**17,280**	**17,214**	**27,063**	**211,863**
Iowa	1,096	1,245	2,166	1,312	1,890	2,862	3,023	2,053	1,464	1,613	1,959	3,442	24,124
Kansas	798	840	2,082	1,406	3,185	3,290	4,199	2,581	2,188	2,300	2,609	3,500	28,978
Minnesota	3,602	4,426	9,857	5,388	5,675	6,255	6,122	7,297	3,639	6,031	5,909	10,114	74,314
Missouri	1,498	1,817	3,403	2,885	5,654	6,645	7,293	5,186	4,132	4,807	3,898	5,525	52,744
Nebraska	545	866	1,502	997	2,060	2,006	2,422	1,617	1,265	1,502	1,500	2,628	18,910
N. Dakota	248	420	655	339	503	463	524	383	293	382	580	788	5,577
S. Dakota	312	416	613	416	824	609	614	510	432	644	757	1,068	7,215
West South Central	**8,868**	**11,077**	**29,788**	**23,039**	**46,384**	**65,073**	**69,622**	**41,033**	**32,065**	**32,880**	**34,409**	**43,521**	**437,758**
Arkansas	459	381	1,406	862	1,958	2,448	2,212	1,234	1,117	1,171	1,184	1,548	15,979
Louisiana	440	696	840	1,323	2,804	3,288	3,521	1,495	1,383	1,571	1,733	2,174	21,270
Oklahoma	857	1,048	2,274	1,789	4,261	4,757	4,542	2,669	2,402	2,648	2,449	3,371	33,069
Texas	7,112	8,953	25,267	19,064	37,361	54,579	59,347	35,636	27,163	27,490	29,043	36,428	367,441
East North Central	**11,652**	**15,147**	**34,060**	**23,591**	**33,780**	**42,181**	**44,230**	**37,279**	**27,400**	**30,792**	**31,805**	**50,364**	**382,281**
Illinois	4,456	5,943	15,152	8,247	12,587	15,700	18,834	15,208	10,353	11,252	12,870	21,018	151,620
Indiana	1,298	1,413	3,167	2,922	3,720	5,514	5,279	3,102	3,128	4,758	3,604	5,603	43,509
Michigan	2,314	3,510	6,007	5,048	6,369	6,434	6,645	7,000	5,285	5,530	5,672	9,581	69,395
Ohio	1,623	2,051	4,285	3,988	7,139	9,828	9,305	6,695	5,588	5,295	5,087	7,811	68,696
Wisconsin	1,961	2,230	5,449	3,385	3,965	4,706	4,166	5,274	3,046	3,956	4,572	6,351	49,061
East South Central	**2,206**	**2,501**	**5,732**	**5,577**	**11,865**	**14,012**	**12,316**	**7,135**	**6,830**	**8,495**	**6,611**	**10,174**	**93,455**
Alabama	492	449	1,170	1,363	2,824	2,842	2,937	1,517	1,408	1,528	1,443	2,204	20,178
Kentucky	560	643	1,133	1,449	2,648	3,399	2,758	1,638	1,706	1,940	1,463	2,220	21,557
Mississippi	158	234	616	550	1,252	1,314	1,381	676	569	639	587	928	8,903
Tennessee	995	1,175	2,812	2,216	5,141	6,457	5,240	3,304	3,147	4,389	3,119	4,822	42,817
New England	**3,185**	**4,460**	**5,194**	**9,866**	**10,272**	**12,593**	**15,526**	**18,692**	**8,656**	**9,742**	**9,279**	**14,340**	**121,804**
Connecticut	605	670	1,093	1,881	2,069	2,775	3,906	4,382	1,740	1,803	1,770	2,811	25,503
Maine	292	349	356	682	638	665	644	732	565	700	630	919	7,172
Massachusetts	1,701	2,575	2,850	5,648	5,888	7,074	8,694	11,043	4,770	5,377	5,004	8,487	69,111
New Hampshire	269	358	336	717	764	987	1,036	1,087	739	848	905	941	8,989
Rhode Island	182	277	377	577	590	617	806	1,027	517	605	514	706	6,795
Vermont	136	231	183	361	323	475	439	423	323	408	456	477	4,234
Mid Atlantic	**6,482**	**8,324**	**14,212**	**15,824**	**25,780**	**30,139**	**38,860**	**47,938**	**20,807**	**21,580**	**20,572**	**30,337**	**280,854**
New Jersey	1,530	1,854	3,566	4,518	6,756	8,089	11,065	14,495	5,301	5,909	5,567	7,464	76,112
New York	3,606	4,777	7,722	8,200	13,156	13,482	18,512	24,581	10,381	10,139	9,953	15,971	140,479
Pennsylvania	1,347	1,693	2,924	3,105	5,868	8,568	9,284	8,862	5,125	5,532	5,053	6,903	64,263
South Atlantic	**10,292**	**12,338**	**23,896**	**28,652**	**47,788**	**61,224**	**68,082**	**51,585**	**36,037**	**36,227**	**36,119**	**52,956**	**465,196**
Delaware	163	154	232	399	437	659	742	698	436	485	520	556	5,481
Washington,D.C.	226	304	472	712	1,065	1,131	1,305	1,807	806	886	880	1,689	11,284
Florida	3,452	4,066	9,755	9,121	15,842	19,928	21,996	14,348	11,892	10,966	11,649	14,034	147,049
Georgia	1,534	2,380	2,927	5,483	8,888	11,117	11,408	6,125	6,627	6,078	6,221	8,164	76,952
Maryland	1,019	1,158	2,376	2,479	4,390	6,167	7,733	8,528	3,786	4,252	3,937	6,491	52,316
N. Carolina	1,381	1,662	3,180	3,947	7,077	8,395	8,660	6,179	4,600	5,223	4,675	8,144	63,123
S. Carolina	636	689	1,087	2,095	2,538	3,458	3,835	2,485	1,894	1,956	1,976	2,770	25,419
Virginia	1,762	1,825	3,676	4,185	6,994	9,634	11,657	10,961	5,623	6,040	5,891	10,703	78,952
West Virginia	118	100	192	231	556	733	744	455	374	341	370	405	4,620
Total Domestic U.S. East	**50,784**	**63,877**	**133,159**	**119,292**	**195,659**	**247,352**	**272,830**	**223,291**	**145,207**	**156,997**	**156,008**	**228,755**	**1,993,212**

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

Table 19. Domestic U.S. Air Visitor Arrivals by State
2012 – 2021

	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Pacific Coast	**3,537,051**	**1,000,558**	**3,641,257**	**3,305,395**	**3,037,050**	**2,910,610**	**2,769,433**	**2,567,685**	**2,548,978**	**2,558,886**
Alaska	76,286	42,574	93,249	88,336	80,950	81,644	79,812	74,718	77,365	79,200
California	2,657,296	655,937	2,637,893	2,357,641	2,176,869	2,095,908	1,987,085	1,829,346	1,803,858	1,817,836
Oregon	238,626	88,907	281,280	265,168	238,825	223,210	212,730	200,957	201,869	200,289
Washington	564,843	213,140	628,836	594,250	540,406	509,849	489,806	462,664	465,887	461,561
Mountain	**934,648**	**287,155**	**876,739**	**790,520**	**709,491**	**666,614**	**641,004**	**588,873**	**594,199**	**574,311**
Arizona	244,282	65,780	220,549	195,487	179,898	175,945	166,966	160,896	165,660	155,940
Colorado	211,407	63,123	205,036	189,349	168,368	154,498	148,652	136,930	136,990	140,166
Idaho	66,519	25,129	70,826	61,826	54,234	49,040	46,744	44,441	46,097	39,538
Montana	23,192	13,981	32,365	30,128	27,177	26,037	25,633	24,869	25,280	23,375
Nevada	143,697	42,050	128,742	110,222	103,167	99,633	95,280	89,330	88,646	88,025
New Mexico	32,104	8,962	34,054	29,282	27,007	25,700	25,200	24,485	26,066	27,736
Utah	203,771	64,086	173,552	162,937	139,634	126,416	122,793	97,991	96,406	90,549
Wyoming	9,675	4,044	11,615	11,289	10,007	9,344	9,734	9,932	9,053	8,981
West North Central	**211,863**	**108,208**	**268,161**	**249,916**	**229,046**	**213,548**	**203,733**	**197,983**	**196,435**	**200,691**
Iowa	24,124	14,037	30,848	31,336	27,678	25,266	25,489	25,595	26,019	27,387
Kansas	28,978	10,814	32,666	28,407	27,135	25,007	24,891	23,981	24,059	24,362
Minnesota	74,314	47,525	102,222	95,876	87,168	81,029	75,412	71,516	68,742	70,241
Missouri	52,744	18,117	59,424	53,585	49,858	46,433	44,378	42,698	43,243	44,377
Nebraska	18,910	8,818	23,312	21,888	20,071	19,122	17,375	16,663	17,074	17,558
N. Dakota	5,577	4,361	9,541	8,672	7,962	8,041	8,149	9,305	8,785	8,434
S. Dakota	7,215	4,537	10,148	10,151	9,175	8,650	8,040	8,225	8,513	8,331
West South Central	**437,758**	**114,390**	**410,553**	**379,496**	**343,731**	**323,807**	**314,922**	**297,274**	**288,044**	**300,282**
Arkansas	15,979	4,225	17,435	16,362	15,080	14,120	13,168	12,606	12,919	13,145
Louisiana	21,270	5,787	22,066	21,190	19,159	18,227	18,876	17,980	16,838	17,404
Oklahoma	33,069	9,436	34,490	32,172	28,746	27,554	26,847	26,046	26,064	27,621
Texas	367,441	94,943	336,563	309,772	280,746	263,905	256,030	240,642	232,224	242,112
East North Central	**382,281**	**139,144**	**433,157**	**416,127**	**383,938**	**366,129**	**349,602**	**333,644**	**335,549**	**344,260**
Illinois	151,620	48,764	157,541	147,915	140,814	136,783	133,442	125,188	126,284	132,958
Indiana	43,509	14,787	50,724	48,685	44,257	41,097	39,851	38,805	38,289	39,323
Michigan	69,395	28,243	82,689	80,578	73,507	67,845	64,979	60,928	62,270	61,461
Ohio	68,696	23,412	82,682	82,028	73,164	69,642	65,863	64,387	64,309	65,183
Wisconsin	49,061	23,938	59,520	56,920	52,195	50,762	45,467	44,335	44,397	45,334
East South Central	**93,455**	**27,801**	**105,630**	**99,243**	**90,676**	**84,941**	**78,607**	**73,722**	**74,524**	**78,110**
Alabama	20,178	6,278	24,139	23,702	21,454	21,021	18,419	17,568	17,524	19,321
Kentucky	21,557	6,610	24,316	22,985	21,036	19,431	18,519	17,750	18,131	19,238
Mississippi	8,903	2,740	10,387	9,379	8,765	8,433	8,177	7,777	7,661	8,323
Tennessee	42,817	12,173	46,788	43,177	39,421	36,055	33,492	30,627	31,207	31,227
New England	**121,804**	**42,200**	**134,780**	**126,858**	**122,254**	**115,114**	**106,903**	**104,931**	**107,911**	**105,140**
Connecticut	25,503	7,471	27,816	27,633	26,834	26,756	24,539	24,399	26,292	25,268
Maine	7,172	3,514	9,696	9,183	8,586	8,123	7,605	7,409	7,943	7,766
Massachusetts	69,111	22,434	72,311	65,648	63,727	58,487	53,975	52,921	53,502	51,946
New Hampshire	8,989	4,481	11,972	11,241	10,998	10,142	9,543	9,349	9,267	9,221
Rhode Island	6,795	2,114	7,169	7,289	6,772	6,361	6,057	6,051	5,980	6,099
Vermont	4,234	2,185	5,815	5,864	5,337	5,245	5,185	4,802	4,926	4,840
Mid Atlantic	**280,854**	**87,773**	**315,396**	**303,217**	**298,499**	**281,153**	**266,373**	**259,092**	**270,350**	**256,818**
New Jersey	76,112	20,276	81,214	78,247	76,591	72,318	70,002	68,938	72,970	68,618
New York	140,479	46,188	154,937	147,288	147,617	137,307	126,932	123,451	128,832	119,696
Pennsylvania	64,263	21,309	79,245	77,682	74,292	71,528	69,438	66,703	68,548	68,504
South Atlantic	**465,196**	**133,824**	**499,796**	**480,432**	**444,207**	**413,054**	**386,641**	**364,654**	**355,864**	**361,396**
Delaware	5,481	1,898	6,513	6,337	5,970	5,269	5,670	5,069	5,075	4,904
Washington,D.C.	11,284	3,478	12,974	12,187	11,246	10,571	9,871	9,253	8,977	8,771
Florida	147,049	39,975	138,005	130,990	123,552	114,345	107,362	99,315	95,885	95,117
Georgia	76,952	19,755	77,996	74,899	70,431	65,628	59,702	56,531	54,563	54,755
Maryland	52,316	15,636	63,520	60,301	55,278	50,995	48,906	46,598	46,564	48,971
N. Carolina	63,123	17,743	65,429	64,800	57,778	52,078	48,519	45,697	45,659	44,461
S. Carolina	25,419	7,832	28,110	27,480	24,320	22,743	20,931	20,199	18,922	19,149
Virginia	78,952	25,840	100,434	96,913	89,878	85,562	80,040	76,639	74,498	79,447
West Virginia	4,620	1,668	6,815	6,525	5,753	5,863	5,640	5,353	5,721	5,820
United States	**6,464,911**	**1,941,053**	**6,685,468**	**6,151,203**	**5,658,893**	**5,374,969**	**5,117,218**	**4,787,858**	**4,771,854**	**4,779,893**

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

Table 20. 2021 Domestic U.S. Air Visitor Characteristics by State

STATE & REGION	VISITORS	L.O.S. IN HAWAI'I	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	AVERAGE ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	3,537,051	9.05	32,000,311	96.3	57.4	21.0	70.5	28.1	1.7	3.9	1.08	6.63
Alaska	76,286	11.75	896,151	97.4	60.7	14.2	48.5	49.6	2.2	3.3	1.07	8.17
California	2,657,296	8.66	23,022,519	96.2	54.8	22.1	75.1	23.6	1.6	3.8	1.09	6.46
Oregon	238,626	10.00	2,385,490	96.6	69.4	18.0	51.8	46.1	2.2	4.8	1.07	6.92
Washington	564,843	10.08	5,696,151	96.6	64.1	18.0	57.9	40.5	1.7	4.1	1.08	7.10
MOUNTAIN	934,648	9.50	8,883,804	94.8	58.6	28.2	68.0	29.8	2.9	5.3	1.11	5.58
Arizona	244,282	9.11	2,225,975	94.7	57.7	30.7	71.9	26.4	2.4	5.3	1.11	5.29
Colorado	211,407	10.02	2,118,731	92.6	67.4	28.6	65.9	31.5	2.9	5.9	1.14	5.43
Idaho	66,519	9.76	649,076	95.9	66.2	25.6	56.1	41.7	3.0	5.2	1.08	5.49
Montana	23,192	10.92	253,202	95.0	71.4	25.6	52.6	44.5	3.3	5.5	1.09	5.51
Nevada	143,697	9.08	1,305,332	96.1	47.9	26.7	74.2	24.1	2.0	4.4	1.10	6.59
New Mexico	32,104	9.86	316,419	93.3	55.7	38.5	70.7	26.9	3.7	6.0	1.13	4.49
Utah	203,771	9.39	1,912,675	96.2	54.2	25.0	66.2	31.4	3.9	5.0	1.09	5.61
Wyoming	9,675	10.58	102,393	93.6	67.2	31.8	61.7	35.3	3.3	5.9	1.11	5.03
WEST NORTH CENTRAL	211,863	10.13	2,145,557	89.9	55.0	43.9	69.6	27.3	4.0	8.2	1.18	3.95
Iowa	24,124	10.44	251,849	89.8	55.2	45.7	69.2	28.0	4.1	8.3	1.18	3.82
Kansas	28,978	9.58	277,487	89.8	55.4	44.4	71.0	26.3	3.8	8.2	1.17	3.79
Minnesota	74,314	10.52	781,950	90.1	56.7	40.6	67.4	29.1	3.7	8.2	1.18	4.22
Missouri	52,744	9.73	513,298	88.7	51.6	47.8	70.8	26.1	3.8	8.5	1.20	3.67
Nebraska	18,910	9.69	183,305	91.1	56.4	43.4	72.3	25.1	4.7	7.8	1.16	3.95
North Dakota	5,577	10.64	59,357	92.2	53.8	45.1	72.2	25.0	6.0	8.7	1.15	4.08
South Dakota	7,215	10.85	78,309	91.1	56.4	41.4	68.8	28.2	4.8	7.3	1.15	4.14
WEST SOUTH CENTRAL	437,758	9.20	4,029,252	90.5	45.9	46.3	78.1	19.9	2.7	6.8	1.17	3.90
Arkansas	15,979	9.65	154,179	91.1	48.1	48.4	72.0	24.9	4.4	8.5	1.17	3.68
Louisiana	21,270	9.21	195,846	90.2	39.6	57.0	78.9	18.7	3.5	9.1	1.17	3.13
Oklahoma	33,069	9.29	307,300	92.0	48.5	46.1	74.2	23.7	3.5	7.9	1.14	3.80
Texas	367,441	9.18	3,371,927	90.3	46.0	45.7	78.6	19.4	2.5	6.5	1.18	3.96
EAST NORTH CENTRAL	382,281	10.31	3,940,216	87.0	52.6	48.6	74.0	22.7	3.3	9.8	1.23	3.63
Illinois	151,620	9.97	1,510,973	87.7	52.5	45.2	77.8	19.5	2.7	8.8	1.22	3.85
Indiana	43,509	10.07	438,069	87.3	50.8	51.1	71.8	24.8	4.1	9.7	1.22	3.45
Michigan	69,395	10.90	756,119	86.3	53.8	51.1	71.2	24.9	3.6	11.1	1.23	3.52
Ohio	68,696	10.39	713,542	85.2	50.6	52.4	73.5	22.6	3.7	11.5	1.25	3.32
Wisconsin	49,061	10.63	521,513	87.7	56.0	48.3	68.0	28.6	3.5	8.9	1.21	3.67
EAST SOUTH CENTRAL	280,854	10.89	3,059,031	80.2	45.4	55.2	81.3	15.4	2.7	11.7	1.34	3.30
Alabama	76,112	10.63	809,417	78.6	45.2	55.2	83.4	13.6	2.7	11.6	1.37	3.22
Kentucky	140,479	11.08	1,555,822	80.1	44.7	55.4	81.9	14.9	2.3	11.6	1.34	3.34
Mississippi	64,263	10.80	693,793	82.4	47.2	54.7	77.2	18.7	3.5	12.1	1.30	3.30
Tennessee	121,804	11.55	1,406,260	81.8	48.1	50.9	77.8	18.3	2.9	11.9	1.31	3.76
NEW ENGLAND	25,503	11.41	290,967	80.9	48.3	52.4	79.5	17.2	3.3	11.5	1.32	3.58
Connecticut	7,172	12.34	88,519	88.2	49.0	42.6	71.9	23.5	4.4	9.1	1.23	4.81
Maine	69,111	11.34	783,531	80.5	47.6	52.0	78.7	17.2	2.5	12.4	1.33	3.60
Massachusetts	8,989	12.28	110,377	82.4	47.8	50.2	73.8	21.4	3.6	13.0	1.30	3.95
New Hampshire	6,795	11.46	77,881	85.7	43.1	51.6	80.2	16.5	2.5	11.7	1.26	3.88
Rhode Island	4,234	12.99	54,985	89.2	60.3	39.0	63.6	33.6	2.7	7.4	1.20	5.27
Vermont	93,455	9.85	920,285	88.5	42.1	52.8	77.5	19.8	3.7	9.0	1.20	3.45
MIDDLE ATLANTIC	20,178	9.70	195,790	89.8	37.7	55.0	79.3	18.4	4.3	8.0	1.19	3.34
New Jersey	21,557	10.08	217,348	86.9	44.7	52.5	74.5	22.5	3.5	10.2	1.23	3.41
New York	8,903	9.37	83,411	90.1	34.3	58.7	80.3	17.9	3.8	6.7	1.17	3.10
Pennsylvania	42,817	9.90	423,735	88.4	44.5	50.7	77.5	19.6	3.5	9.4	1.21	3.60
SOUTH ATLANTIC	465,196	10.38	4,830,052	86.2	38.2	52.3	82.6	14.7	3.3	8.1	1.25	3.67
Delaware	11,284	10.58	119,358	83.6	47.6	46.4	80.6	15.0	2.6	11.1	1.28	4.15
Washington D.C.	5,481	10.76	58,965	83.3	40.4	56.4	79.6	16.8	3.9	9.2	1.30	3.21
Florida	147,049	10.32	1,517,422	84.9	37.0	55.0	84.1	13.5	3.2	7.5	1.28	3.59
Georgia	76,952	9.70	746,150	87.4	37.6	54.9	82.7	15.0	3.4	7.7	1.23	3.30
Maryland	52,316	10.56	552,208	86.2	37.9	50.1	82.1	14.9	2.9	8.4	1.25	3.80
North Carolina	63,123	10.40	656,226	85.9	41.4	52.8	80.4	16.6	3.7	8.9	1.25	3.47
South Carolina	25,419	10.55	268,245	88.0	39.7	51.9	80.5	16.7	3.9	8.1	1.23	3.62
Virginia	78,952	10.92	862,119	87.5	36.1	45.9	83.1	14.1	3.1	8.2	1.24	4.28
West Virginia	4,620	10.68	49,360	87.5	42.6	57.0	76.2	21.2	3.9	10.4	1.21	3.26

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

Table 21. Market Penetration for Top U.S. CBSA (Arrivals by Air)
2021 vs. 2020

RANK	METRO AREA	2021	2020	% CHNG	Population (1000)[1]	Est. 2021 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	816,891	170,460	379.2	12,997	62.9
2	San Francisco-Oakland-Hayward CA	569,033	162,305	250.6	4,623	123.1
3	Seattle-Tacoma-Bellevue WA	380,437	138,869	174.0	4,012	94.8
4	Portland-Vancouver-Hillsboro OR-WA	188,701	67,649	178.9	2,512	75.1
5	San Diego-Carlsbad CA	260,621	64,064	306.8	3,286	79.3
6	San Jose-Sunnyvale-Santa Clara CA	246,102	59,940	310.6	1,952	126.1
7	Sacramento--Roseville--Arden-Arcade CA	185,066	52,895	249.9	2,411	76.7
8	Phoenix-Mesa-Scottsdale AZ	195,965	51,861	277.9	4,946	39.6
9	New York-Newark-Jersey City NY-NJ-PA	172,216	50,265	242.6	19,768	8.7
10	Chicago-Naperville-Elgin IL-IN-WI	134,560	40,698	230.6	9,510	14.1
11	Dallas-Fort Worth-Arlington TX	133,844	37,265	259.2	7,760	17.2
12	Denver-Aurora-Lakewood CO	129,420	36,644	253.2	2,973	43.5
13	Minneapolis-St. Paul-Bloomington MN-WI	60,741	35,054	73.3	3,691	16.5
14	Riverside-San Bernardino-Ontario CA	178,078	33,496	431.6	4,653	38.3
15	Las Vegas-Henderson-Paradise NV	107,179	28,777	272.4	2,292	46.8
16	Anchorage AK	51,567	28,263	82.5	399	129.3
17	Salt Lake City UT	77,682	24,739	214.0	1,263	61.5
18	Washington-Arlington-Alexandria DC-VA-MD-WV	84,738	24,582	244.7	6,356	13.3
19	Houston-The Woodlands-Sugar Land TX	87,637	21,620	305.4	7,207	12.2
20	Boston-Cambridge-Newton MA-NH	55,860	18,257	206.0	4,900	11.4
21	Provo-Orem UT	50,742	15,354	230.5	697	72.8
22	Atlanta-Sandy Springs-Roswell GA	59,080	14,617	304.2	6,144	9.6
23	Santa Rosa CA	37,983	13,711	177.0	486	78.2
24	Boise City ID	35,341	12,472	183.4	795	44.4
25	Ogden-Clearfield UT	40,487	12,347	227.9	707	57.3
26	Austin-Round Rock TX	56,470	12,103	366.6	2,352	24.0
27	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	41,187	12,098	240.5	6,229	6.6
28	Detroit-Warren-Dearborn MI	34,160	12,005	184.5	4,365	7.8
29	Spokane-Spokane Valley WA	28,412	11,580	145.4	593	47.9
30	Oxnard-Thousand Oaks-Ventura CA	53,725	11,450	369.2	840	64.0
31	Kansas City MO-KS	28,646	10,802	165.2	2,199	13.0
32	Reno NV	27,352	10,118	170.3	6,092	4.5
32	Miami-Fort Lauderdale-West Palm Beach FL	24,111	9,330	158.4	498	48.5
34	Stockton-Lodi CA	38,645	9,163	321.7	789	49.0
35	St. Louis MO-IL	42,222	9,085	364.7	2,809	15.0
36	Vallejo-Fairfield CA	35,875	9,066	295.7	452	79.4
37	San Antonio-New Braunfels TX	33,555	8,230	307.7	2,602	12.9
38	Santa Cruz-Watsonville CA	23,813	8,026	196.7	268	88.9
39	Bremerton-Silverdale WA	17,700	7,762	128.0	274	64.5
40	Baltimore-Columbia-Towson MD	35,875	7,318	390.2	2,838	12.6
41	Salem OR	18,846	6,900	173.1	436	43.2
42	Tucson AZ	26,003	6,783	283.3	1,052	24.7
43	Tampa-St. Petersburg-Clearwater FL	23,508	6,500	261.6	3,220	7.3
44	Orlando-Kissimmee-Sanford FL	25,164	6,466	289.2	2,692	9.3
45	Colorado Springs CO	20,841	6,369	227.2	763	27.3
46	Fresno CA	26,077	6,266	316.2	1,014	25.7
47	Olympia-Tumwater WA	16,910	6,204	172.6	298	56.7
48	Milwaukee-Waukesha-West Allis WI	15,513	6,187	150.7	1,566	9.9
49	Virginia Beach-Norfolk-Newport News VA-NC	14,282	6,124	133.2	1,803	7.9
50	Eugene OR	15,557	5,953	161.3	383	40.6
51	Bend-Redmond OR	15,392	5,740	168.1	205	75.2
52	Indianapolis-Carmel-Anderson IN	18,644	5,673	228.6	2,127	8.8
53	Bellingham WA	13,535	5,570	143.0	229	59.1
54	Modesto CA	20,552	5,520	272.3	553	37.2
55	Nashville-Davidson--Murfreesboro--Franklin TN	19,250	5,420	255.2	2,012	9.6
56	Cincinnati OH-KY-IN	16,818	5,412	210.8	2,260	7.4
57	Santa Maria-Santa Barbara CA	22,115	5,406	309.1	446	49.5
58	Albuquerque NM	19,655	5,188	278.8	918	21.4
59	Omaha-Council Bluffs NE-IA	11,922	5,187	129.8	972	12.3
60	Boulder CO	18,036	5,135	251.2	330	54.7

[1] Based on 2021 population estimates
Source: Hawai'i Tourism Authority, Department of Business, Economic Development and Tourism, and U.S. Bureau of the Census

Table 22. Japan MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	18,936	289,137	-93.5	2,406	2,098	14.7	16,530	287,039	-94.2
VISITOR DAYS	294,720	1,719,843	-82.9	25,884	24,064	7.6	268,835	1,695,778	-84.1
AVERAGE DAILY CENSUS	807	4,699	-82.8	71	66	7.9	737	4,633	-84.1
ISLANDS VISITED									
O'ahu	18,001	269,402	-93.3	1,733	1,774	-2.3	16,267	267,628	-93.9
O'ahu only	17,032	245,105	-93.1	1,482	1,665	-11.0	15,550	243,440	-93.6
O'ahu one day or less	100	1,010	-90.1	38	27	41.4	62	983	-93.7
Kaua'i	361	3,622	-90.0	245	112	117.4	117	3,510	-96.7
Kaua'i only	116	446	-74.0	110	67	65.1	6	379	-98.5
Kaua'i one day or less	108	2,236	-95.2	51	21	146.0	57	2,215	-97.4
Maui County	775	8,265	-90.6	476	186	156.4	300	8,079	-96.3
Maui	766	7,929	-90.3	468	179	161.2	298	7,750	-96.1
Maui only	393	1,518	-74.1	311	107	189.5	82	1,411	-94.2
Maui one day or less	52	2,646	-98.0	18	12	50.6	34	2,634	-98.7
Moloka'i *	16	416	-96.3	9	7	44.0	6	409	-98.5
Moloka'i only *	0	2	-100.0	0	2	-100.0	0	0	NA
Moloka'i one day or less*	9	355	-97.4	4	4	-5.3	5	351	-98.6
Lāna'i *	19	128	-84.9	15	9	65.3	5	119	-95.9
Lāna'i only *	4	2	88.9	4	2	88.9	0	0	NA
Lāna'i one day or less*	7	71	-90.3	2	4	-53.4	5	67	-92.7
Hawai'i Island	1,000	35,453	-97.2	294	205	43.4	705	35,248	-98.0
Kona side	810	31,095	-97.4	254	170	49.0	556	30,925	-98.2
Hilo side	283	9,431	-97.0	72	67	7.2	211	9,363	-97.7
Hawai'i Island only	342	17,301	-98.0	188	112	68.1	154	17,190	-99.1
Hawai'i Island one day or less	103	4,584	-97.8	8	13	-36.8	94	4,571	-97.9
Any Neighbor Island	1,904	44,032	-95.7	924	434	113.2	980	43,599	-97.8
NI only	936	19,735	-95.3	673	325	107.3	263	19,411	-98.6
O'ahu & NI	968	24,297	-96.0	251	109	130.9	717	24,188	-97.0
Any one island only	17,887	264,375	-93.2	2,095	1,955	7.2	15,792	262,420	-94.0
Multiple Islands	1,049	24,763	-95.8	311	143	117.1	738	24,619	-97.0
Avg. Islands Visited	1.06	1.10	-2.9	1.15	1.09	5.4	1.05	1.10	-4.0
Average Length of Stay in Hawai'i	15.56	5.95	161.7	10.76	11.47	-6.2	16.26	5.91	175.3
O'ahu	15.36	5.66	171.2	10.12	11.20	-9.6	15.92	5.63	182.9
Maui	7.50	3.67	104.4	7.53	7.56	-0.5	7.47	3.58	108.5
Moloka'i	1.42	1.61	-11.9	1.56	2.17	-28.0	1.19	1.60	-25.7
Lāna'i	3.70	1.63	126.2	4.60	4.25	8.1	1.00	1.44	-30.7
Kaua'i	5.58	2.70	106.6	6.53	5.98	9.2	3.59	2.60	38.3
Hawai'i Island	10.38	4.36	138.2	10.65	10.32	3.2	10.27	4.32	137.5
Hilo	11.52	1.97	484.7	13.97	10.85	28.7	10.69	1.91	460.4
Kona	8.79	4.37	101.0	8.38	8.15	2.9	8.97	4.35	106.2
ACCOMMODATIONS									
Plan to stay in Hotel	7,955	239,697	-96.7	1,358	1,283	5.9	6,597	238,415	-97.2
Hotel only	6,776	232,734	-97.1	1,209	1,197	1.0	5,567	231,537	-97.6
Plan to stay in Condo	4,555	35,844	-87.3	427	238	79.3	4,128	35,606	-88.4
Condo only	3,650	29,038	-87.4	351	204	71.8	3,299	28,833	-88.6
Plan to stay in Timeshare	1,301	15,399	-91.6	144	52	179.1	1,157	15,348	-92.5
Timeshare only	1,015	12,201	-91.7	107	39	178.1	908	12,162	-92.5
Cruise Ship	0	265	-100.0	0	10	-100.0	0	255	-100.0
Friends/Relatives	5,103	3,837	33.0	352	314	12.4	4,750	3,524	34.8
Bed & Breakfast	68	378	-81.9	29	21	39.1	40	358	-88.9
Rental House	520	1,361	-61.8	163	101	61.0	357	1,260	-71.7
Hostel	90	351	-74.4	33	59	-43.9	57	292	-80.5

Table 22. Japan MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	19	21	-6.4	9	9	8.8	10	12	-17.5
Private Room in Private Home**	233	1,218	-80.9	32	69	-53.5	201	1,149	-82.5
Shared Room/Space in Private Home**	231	199	16.0	24	17	43.3	208	183	13.6
Other Accommodations	836	451	85.6	62	62	-0.3	774	388	99.4
PURPOSE OF TRIP									
Pleasure (Net)	13,254	247,980	-94.7	1,697	1,448	17.2	11,557	246,533	-95.3
Honeymoon/Get Married	403	27,616	-98.5	87	121	-28.1	316	27,494	-98.9
Honeymoon	325	25,630	-98.7	68	110	-37.8	257	25,520	-99.0
Get Married	134	4,814	-97.2	19	13	47.8	115	4,801	-97.6
Pleasure/Vacation	12,910	222,616	-94.2	1,630	1,332	22.4	11,280	221,284	-94.9
Mtgs/Conventions/Incentive	563	18,464	-97.0	91	83	10.2	472	18,382	-97.4
Conventions	135	3,983	-96.6	49	31	60.7	85	3,952	-97.8
Corporate Meetings	368	951	-61.4	34	46	-26.2	333	905	-63.2
Incentive	75	13,922	-99.5	15	8	96.8	60	13,915	-99.6
Other Business	698	1,433	-51.3	117	97	21.5	581	1,336	-56.5
Visit Friends/Rel.	3,534	4,894	-27.8	397	356	11.6	3,137	4,538	-30.9
Gov't/Military	163	107	52.1	82	36	127.0	82	71	14.5
Attend School	509	1,435	-64.5	33	55	-41.4	476	1,379	-65.5
Sport Events	221	1,511	-85.4	28	34	-18.4	194	1,477	-86.9
Other	920	24,275	-96.2	139	120	16.4	781	24,156	-96.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	14.2	NA	NA	25.1	27.7	-2.6	12.7	NA	NA
% Repeaters ***	85.8	NA	NA	74.9	72.3	2.6	87.3	NA	NA
Average # of Trips	11.0	NA	NA	6.6	6.3	4.8	11.7	NA	NA
Group Tour	204	NA	NA	68	144	-52.6	136	NA	NA
Non-Group	18,733	NA	NA	2,338	1,955	19.6	16,394	NA	NA
Package Trip	593	NA	NA	270	377	-28.4	323	NA	NA
No Package	18,344	NA	NA	2,137	1,722	24.1	16,207	NA	NA
Net True Independent	18,155	NA	NA	2,081	1,684	23.5	16,074	NA	NA
Ave. Age	46	45	1.1	41	39	5.1	46	45	2.0
Ave. Party Size	1.34	2.67	-49.8	1.72	1.53	12.6	1.30	2.68	-51.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 23. 2021 International Japan MMA Air Visitor Characteristics by Region

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	1,138	2,258	240	11,821	207	146	468	134	118
PARTY SIZE									
One	696	1,399	134	7,187	147	93	261	63	90
Two	278	504	68	2,826	24	28	100	58	20
Three or more	164	353	40	1,809	34	26	112	14	6
Avg Party Size	2.74	2.75	2.66	2.62	2.86	2.33	2.69	3.07	2.73
VISIT STATUS									
First-Time	167	267	24	1,492	22	22	68	20	13
Repeat	973	1,990	216	10,329	185	125	401	114	105
Average # of Trips	5	5	4	5	4	4	4	5	5
TRAVEL METHOD									
Group Tour	1	8	7	104	11	3	1	0	0
Package	38	36	14	230	2	0	0	0	4
Group Tour & Pkg	0	0	0	3	0	0	0	0	0
True Independent	1,100	2,211	221	11,491	195	143	465	133	114
ISLANDS VISITED									
O'ahu	1,130	2,222	220	11,647	203	144	463	125	112
Maui County	5	62	18	201	6	0	4	1	1
Maui	5	62	18	200	6	0	4	1	1
Moloka'I *	0	0	0	6	0	0	0	0	0
Lāna'i *	0	0	0	4	0	0	0	0	1
Kaua'i	0	1	1	112	0	0	0	0	1
Hawai'i Island	70	82	12	423	14	2	76	9	16
Hilo	19	16	8	143	0	0	4	9	13
Kona	55	67	5	334	14	2	74	0	4
LENGTH OF STAY									
O'ahu (days)	5.51	5.58	5.44	5.71	5.11	5.58	5.38	6.37	8.12
Maui (days)	3.46	3.60	3.46	3.98	2.89	3.00	2.65	3.88	2.00
Moloka'i (days)	1.00	4.17	0	1.00	0	0	0	0	0
Lāna'i (days)	1.00	0	1.00	1.23	0	2.00	0	0	0
Kaua'i (days)	1.33	2.59	1.58	2.17	1.00	1.00	1.80	2.20	0
Hawai'i Island (days)	3.92	4.08	3.48	4.32	4.96	5.05	4.04	4.75	1.83
Hilo (days)	1.04	1.33	1.22	1.82	4.14	2.24	1.00	2.18	0
Kona (days)	4.18	4.20	3.63	4.36	4.43	4.18	4.22	5.11	1.83
Statewide (days)	5.77	5.84	5.72	6.01	5.68	5.74	5.51	6.65	8.64
ACCOMMODATIONS									
Hotel	427	885	88	4,764	74	59	222	35	43
Hotel Only	394	732	77	4,020	57	56	168	22	41
Condo	296	615	49	2,883	71	45	107	44	18
Condo Only	275	476	43	2,268	56	40	85	40	16
Timeshare	73	191	18	818	7	8	10	21	10
Timeshare Only	66	142	15	641	3	7	9	17	8
Rental House	18	54	10	224	5	3	18	17	9
Rental House Only	9	45	8	166	4	0	11	11	7
Hostel	7	10	0	37	1	0	1	0	0
Camp Site, Beach	0	0	0	10	0	0	0	0	0
Private Room in Private Home **	12	38	4	137	1	0	2	4	3
Shared Room Space in Private Home **	10	27	1	163	1	0	3	1	0
Bed & Breakfast	3	5	0	32	0	0	0	0	0
Cruise Ship	5	3	0	44	0	0	1	0	0
Friends or Relatives	303	604	76	3,465	59	30	150	25	39
Other Accommodation									
PURPOSE OF TRIP									
Pleasure (Net)	797	1,587	159	8,330	158	100	319	44	63
Vacation	780	1,560	153	8,117	157	100	306	44	63
Honeymoon	13	23	7	199	1	0	15	0	0
Getting Married	10	17	0	88	0	0	0	0	0
MC&I (Net)	23	56	8	363	6	3	4	8	1
Convention/Conf.	5	11	0	61	0	0	1	6	0
Corp. Meetings	17	43	7	247	5	3	3	7	1
Incentive	0	0	0	60	0	0	0	0	0
Other Business	26	74	8	439	10	8	7	3	5
Visit Friends/Relatives	225	436	64	2,203	31	28	75	42	33
Government/Military	0	0	4	70	0	0	0	0	8
Attend School	55	77	4	289	3	3	18	23	3
Sport Events	48	22	0	117	3	0	0	4	0
Other Purpose	63	99	6	508	1	12	66	17	9
Average Age	52	52	50	51	50	54	49	51	47

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 24. Canada MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	87,900	164,393	-46.5	16,270	31,189	-47.8	71,630	133,204	-46.2
VISITOR DAYS	1,364,326	2,265,568	-39.8	275,506	485,937	-43.3	1,088,820	1,779,631	-38.8
AVERAGE DAILY CENSUS	3,738	6,190	-39.6	755	1,328	-43.1	2,983	4,862	-38.7
ISLANDS VISITED									
O'ahu	36,660	66,240	-44.7	7,326	13,965	-47.5	29,334	52,275	-43.9
O'ahu only	27,717	46,420	-40.3	4,982	9,758	-48.9	22,735	36,662	-38.0
O'ahu one day or less	968	2,226	-56.5	231	659	-65.0	737	1,567	-53.0
Kaua'i	7,660	22,958	-66.6	2,361	5,804	-59.3	5,299	17,154	-69.1
Kaua'i only	3,561	11,869	-70.0	1,175	3,246	-63.8	2,386	8,622	-72.3
Kaua'i one day or less	578	1,908	-69.7	66	310	-78.9	512	1,598	-67.9
Maui County	45,458	75,634	-39.9	5,871	9,828	-40.3	39,587	65,806	-39.8
Maui	45,149	74,974	-39.8	5,745	9,671	-40.6	39,404	65,302	-39.7
Maui only	36,180	54,060	-33.1	3,626	5,979	-39.3	32,554	48,082	-32.3
Maui one day or less	799	2,747	-70.9	80	277	-71.2	719	2,469	-70.9
Moloka'i *	316	1,042	-69.7	91	189	-51.8	225	853	-73.6
Moloka'i only *	14	184	-92.6	10	54	-80.6	3	130	-97.7
Moloka'i one day or less*	153	399	-61.8	20	55	-63.6	133	344	-61.5
Lāna'i *	699	1,602	-56.4	165	185	-10.4	534	1,417	-62.3
Lāna'i only *	63	133	-52.6	31	18	71.3	32	115	-71.9
Lāna'i one day or less*	409	1,087	-62.3	34	85	-60.5	376	1,002	-62.5
Hawai'i Island	12,954	36,732	-64.7	4,619	9,282	-50.2	8,334	27,450	-69.6
Kona side	12,194	33,595	-63.7	4,306	8,536	-49.6	7,888	25,060	-68.5
Hilo side	2,730	10,595	-74.2	953	2,840	-66.4	1,776	7,755	-77.1
Hawai'i Island only	8,150	23,670	-65.6	3,193	6,404	-50.1	4,957	17,267	-71.3
Hawai'i Island one day or less	437	679	-35.5	61	108	-43.8	377	570	-34.0
Any Neighbor Island	60,183	117,973	-49.0	11,288	21,431	-47.3	48,895	96,542	-49.4
NI only	51,240	98,153	-47.8	8,944	17,224	-48.1	42,296	80,929	-47.7
O'ahu & NI	8,943	19,820	-54.9	2,344	4,207	-44.3	6,599	15,613	-57.7
Any one island only	75,685	136,336	-44.5	13,018	25,459	-48.9	62,668	110,877	-43.5
Multiple Islands	12,215	28,056	-56.5	3,252	5,730	-43.2	8,962	22,327	-59.9
Avg. Islands Visited	1.18	1.24	-5.0	1.25	1.25	-0.4	1.16	1.23	-6.0
Average Length of Stay in Hawai'i	15.52	13.78	12.6	16.93	15.58	8.7	15.20	13.36	13.8
O'ahu	10.77	10.18	5.8	10.86	10.54	3.0	10.75	10.08	6.7
Maui	14.54	12.17	19.4	13.21	14.36	-8.0	14.73	11.85	24.3
Moloka'i	8.45	7.21	17.2	20.09	11.02	82.3	3.75	6.37	-41.1
Lāna'i	3.25	3.00	8.2	5.70	4.17	36.7	2.48	2.85	-12.8
Kaua'i	10.89	9.71	12.2	11.33	10.69	6.0	10.70	9.38	14.1
Hawai'i Island	17.35	12.07	43.7	19.60	14.54	34.8	16.10	11.24	43.3
Hilo	6.94	5.22	32.9	9.83	6.52	50.7	5.38	4.74	13.5
Kona	16.88	11.55	46.1	18.85	13.64	38.2	15.80	10.84	45.7
ACCOMMODATIONS									
Plan to stay in Hotel	39,218	71,021	-44.8	7,565	13,502	-44.0	31,653	57,519	-45.0
Hotel only	32,965	53,312	-38.2	6,015	10,065	-40.2	26,949	43,247	-37.7
Plan to stay in Condo	24,234	54,581	-55.6	3,744	7,929	-52.8	20,490	46,651	-56.1
Condo only	20,269	44,083	-54.0	2,951	6,241	-52.7	17,318	37,842	-54.2
Plan to stay in Timeshare	9,182	14,594	-37.1	1,551	2,730	-43.2	7,631	11,864	-35.7
Timeshare only	7,418	10,310	-28.0	1,267	1,935	-34.5	6,151	8,374	-26.5
Cruise Ship	0	1,631	-100.0	0	546	-100.0	0	1,086	-100.0
Friends/Relatives	10,898	9,869	10.4	1,793	2,677	-33.0	9,105	7,192	26.6
Bed & Breakfast	674	3,103	-78.3	196	666	-70.6	479	2,436	-80.4
Rental House	9,173	25,024	-63.3	2,343	5,401	-56.6	6,831	19,622	-65.2
Hostel	1,063	2,985	-64.4	301	874	-65.5	762	2,111	-63.9

Table 24. Canada MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	992	3,733	-73.4	245	807	-69.7	748	2,926	-74.4
Private Room in Private Home**	1,469	3,282	-55.3	334	699	-52.2	1,134	2,583	-56.1
Shared Room/Space in Private Home**	297	1,102	-73.0	92	284	-67.7	205	818	-74.9
Other Accommodations	1,352	2,297	-41.1	523	935	-44.1	829	1,362	-39.1
PURPOSE OF TRIP									
Pleasure (Net)	81,112	153,536	-47.2	13,964	28,289	-50.6	67,148	125,247	-46.4
Honeymoon/Get Married	3,108	3,284	-5.4	1,067	693	54.0	2,041	2,591	-21.2
Honeymoon	2,839	2,799	1.4	953	590	61.6	1,886	2,209	-14.6
Get Married	372	589	-36.8	158	127	24.6	213	461	-53.8
Pleasure/Vacation	78,534	150,856	-47.9	13,068	27,749	-52.9	65,466	123,106	-46.8
Mtgs/Conventions/Incentive	1,280	6,485	-80.3	369	1,257	-70.6	911	5,228	-82.6
Conventions	405	4,842	-91.6	117	888	-86.8	288	3,954	-92.7
Corporate Meetings	348	856	-59.4	137	197	-30.5	211	660	-68.0
Incentive	562	995	-43.5	123	199	-38.1	439	796	-44.8
Other Business	1,010	1,200	-15.8	460	520	-11.5	550	680	-19.2
Visit Friends/Rel.	5,641	6,848	-17.6	1,797	2,085	-13.8	3,843	4,763	-19.3
Gov't/Military	46	79	-41.6	35	64	-45.4	11	15	-25.7
Attend School	207	193	7.0	136	108	26.3	71	85	-17.3
Sport Events	206	1,141	-82.0	51	116	-56.2	155	1,025	-84.9
Other	1,645	2,486	-33.8	407	617	-34.0	1,238	1,869	-33.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	24.8	NA	NA	35.2	35.4	-0.2	22.4	NA	NA
% Repeaters ***	75.2	NA	NA	64.8	64.6	0.2	77.6	NA	NA
Average # of Trips	6.6	NA	NA	5.4	5.1	6.8	6.8	NA	NA
Group Tour	667	NA	NA	234	571	-59.1	433	NA	NA
Non-Group	87,233	NA	NA	16,036	30,618	-47.6	71,197	NA	NA
Package Trip	8,365	NA	NA	1,792	4,764	-62.4	6,574	NA	NA
No Package	79,535	NA	NA	14,478	26,425	-45.2	65,056	NA	NA
Net True Independent	79,122	NA	NA	14,358	26,165	-45.1	64,763	NA	NA
Ave. Age	48	49	-2.5	44	47	-6.5	49	50	-2.3
Ave. Party Size	1.82	2.15	-15.6	1.75	1.91	-8.5	1.83	2.22	-17.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 25. 2021 Canada MMA Air Visitor Characteristics by Province

CANADA BY REGION	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
Visitor Counts	87,900	16,808	41,812	1,129	270	271	210	338	20,030	122	4,890	1,596	411
PARTY SIZE													
One	22,607	5,481	9,378	275	51	31	37	96	5,242	12	1,576	368	59
Two	37,376	6,140	18,764	458	154	102	152	108	8,376	22	2,062	730	306
Three or more	27,916	5,187	13,670	397	66	138	21	134	6,412	89	1,251	498	46
Avg Party Size	1.82	2.15	2.12	2.25	2.13	2.33	1.54	3.15	2.11	2.03	1.89	2.08	2.43
VISIT STATUS													
First-Time	21,766	3,274	6,008	374	158	222	86	196	8,504	114	2,451	337	42
Repeat	66,134	13,537	35,815	755	112	49	124	142	11,517	8	2,436	1,259	370
Average # of Trips	7	5	6	4	3	3	3	4	3	3	2	4	5
TRAVEL METHOD													
Group Tour	667	42	266	2	0	0	0	2	269	0	75	7	4
Package	8,365	1,311	3,801	137	14	1	2	10	2,319	16	610	122	20
True independent	79,122	15,481	37,790	990	256	270	207	328	17,590	106	4,237	1,466	388
ISLANDS VISITED													
O'ahu	36,660	7,335	17,159	484	66	19	116	135	8,363	18	2,107	640	212
Maui County	45,458	7,405	22,817	500	192	248	182	134	10,722	63	2,261	754	174
Maui	45,149	7,399	22,699	500	186	248	182	134	10,575	63	2,233	750	174
Moloka'I *	316	24	222	2	0	0	0	0	28	0	34	5	0
Lāna'i *	699	27	408	0	9	0	0	0	236	0	17	2	0
Kaua'i	7,660	957	2,791	70	48	0	4	37	2,765	46	809	101	32
Hawai'i Island	12,954	2,811	4,411	145	38	15	22	134	3,916	4	1,168	234	55
Hilo	2,730	474	978	33	6	3	1	93	854	0	260	15	11
Kona	12,194	2,667	4,162	127	36	15	21	60	3,691	4	1,130	226	55
LENGTH OF STAY													
O'ahu (days)	10.77	12.57	10.59	11.80	8.13	12.20	6.34	5.85	9.55	14.31	10.23	14.82	14.18
Maui (days)	14.54	17.38	14.82	15.24	10.58	9.67	16.23	15.03	12.02	11.88	12.54	19.47	16.38
Moloka'i (days)	8.45	18.74	5.61	7.00	0	0	0	0	16.52	0	13.01	10.41	0
Lāna'i (days)	3.25	7.06	2.62	0	5.12	0	0	0	3.66	0	5.11	5.00	0
Kaua'i (days)	10.89	13.20	11.43	7.68	9.03	0	8.00	8.86	8.98	19.30	11.40	27.89	6.55
Hawai'i Island (days)	17.35	20.17	16.91	22.83	15.77	7.16	38.33	13.16	15.49	7.00	15.14	36.32	16.54
Hilo (days)	6.94	4.75	7.66	8.88	9.62	9.25	11.00	7.38	7.02	0	7.27	13.50	2.00
Kona (days)	16.88	20.41	16.12	23.70	15.20	4.93	40.00	17.93	14.81	7.00	13.97	36.78	16.12
Statewide (days)	15.52	17.29	14.99	15.22	13.22	10.07	21.79	14.44	14.66	15.67	15.74	22.23	16.95
ACCOMMODATIONS													
Hotel	39,218	7,497	17,391	543	180	193	31	142	10,080	23	2,319	595	220
Hotel Only	32,965	6,573	15,105	460	126	180	31	92	7,926	21	1,825	516	104
Condo	24,234	3,988	13,570	351	23	39	136	78	4,344	6	1,087	508	102
Condo Only	20,269	3,463	11,793	336	5	39	94	74	3,160	6	789	426	82
Timeshare	9,182	2,153	4,332	81	13	0	0	13	2,015	0	183	269	123
Timeshare Only	7,418	1,681	3,590	55	6	0	0	8	1,639	0	134	250	55
Rental House	9,173	1,637	3,342	109	69	1	57	63	2,972	63	714	102	42
Hostel	1,063	93	369	14	1	12	28	0	349	0	180	6	11
Camp Site, Beach	992	112	345	13	47	0	4	2	189	0	247	0	33
Private Room in Private Home **	1,469	317	657	17	0	0	0	3	261	0	119	94	0
Shared Room Space in Private Home **	297	33	118	4	3	0	0	2	79	0	54	1	2
Bed & Breakfast	674	85	231	1	1	0	1	0	322	0	31	2	0
Cruise Ship	4	-	1	0	0	0	0	0	2	0	0	0	0
Friends or Relatives	10,898	2,292	4,856	102	33	39	22	54	2,564	30	747	150	7
Other Accommodation													
PURPOSE OF TRIP													
Pleasure (Net)	81,112	15,575	39,167	1,018	251	258	210	261	18,069	78	4,295	1,514	408
Vacation	78,534	15,321	38,456	986	244	259	179	249	16,876	78	4,065	1,408	409
Honeymoon	2,839	349	810	60	6	0	31	4	1,262	0	234	81	0
Getting Married	372	78	137	5	3	0	0	8	92	0	21	29	0
MC&I (Net)	1,280	270	311	8	0	4	0	1	484	0	190	6	4
Convention/Conf.	405	36	126	5	0	4	0	1	148	0	77	0	4
Corp. Meetings	348	30	68	4	0	0	0	0	175	0	64	6	0
Incentive	562	229	119	0	0	0	0	0	164	0	51	0	0
Other Business	1,010	216	426	20	0	3	0	3	214	16	105	7	0
Visit Friends/Relatives	5,641	842	2,340	97	16	35	0	45	1,681	29	468	69	14
Government/Military	46	5	21	0	0	0	0	0	21	0	0	0	0
Attend School	207	78	57	8	4	0	0	1	41	1	10	7	0
Sport Events	206	5	141	0	0	10	0	0	41	0	8	1	0
Other Purpose	1,645	280	917	23	3	3	0	33	301	0	77	7	1
Average Age	47	48	49	47	44	47	44	51	43	41	40	49	55

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 26. Europe MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	18,775	21,550	-12.9	16,805	16,881	-0.5	1,970	4,669	-57.8
VISITOR DAYS	314,899	296,487	6.2	280,855	254,764	10.2	34,044	41,724	-18.4
AVERAGE DAILY CENSUS	863	810	6.5	769	696	10.5	93	114	-18.2
ISLANDS VISITED									
O'ahu	11,843	15,411	-23.2	10,574	11,146	-5.1	1,269	4,266	-70.2
O'ahu only	8,126	8,419	-3.5	6,865	5,773	18.9	1,261	2,646	-52.3
O'ahu one day or less	330	890	-62.9	330	553	-40.4	0	336	-100.0
Kaua'i	3,135	4,696	-33.2	3,008	3,626	-17.0	127	1,070	-88.1
Kaua'i only	1,038	533	94.7	911	533	70.8	127	0	NA
Kaua'i one day or less	234	245	-4.4	234	245	-4.4	0	0	NA
Maui County	6,129	8,535	-28.2	5,809	7,299	-20.4	320	1,236	-74.1
Maui	5,967	8,315	-28.2	5,647	7,147	-21.0	320	1,167	-72.6
Maui only	2,970	2,807	5.8	2,658	2,638	0.7	312	169	84.6
Maui one day or less	133	417	-68.0	131	246	-46.6	2	171	-98.7
Moloka'i *	245	433	-43.5	245	290	-15.5	0	143	-100.0
Moloka'i only *	8	10	-14.2	8	10	-14.2	0	0	NA
Moloka'i one day or less*	62	148	-58.3	62	74	-16.6	0	74	-100.0
Lāna'i *	221	253	-12.5	221	253	-12.5	0	0	NA
Lāna'i only *	34	24	43.1	34	24	43.1	0	0	NA
Lāna'i one day or less*	86	79	8.5	86	79	8.5	0	0	NA
Hawai'i Island	4,539	6,634	-31.6	4,276	5,464	-21.8	263	1,170	-77.5
Kona side	3,665	5,654	-35.2	3,402	4,484	-24.1	263	1,170	-77.5
Hilo side	1,670	2,606	-35.9	1,670	2,515	-33.6	0	91	-100.0
Hawai'i Island only	2,070	1,524	35.8	1,808	1,524	18.7	262	0	NA
Hawai'i Island one day or less	111	103	7.5	111	85	30.2	0	18	-100.0
Any Neighbor Island	10,649	13,131	-18.9	9,940	11,108	-10.5	709	2,023	-65.0
NI only	6,932	6,139	12.9	6,231	5,736	8.6	701	403	73.8
O'ahu & NI	3,717	6,992	-46.8	3,709	5,372	-31.0	8	1,620	-99.5
Any one island only	14,246	13,316	7.0	12,283	10,502	17.0	1,962	2,815	-30.3
Multiple Islands	4,529	8,234	-45.0	4,522	6,380	-29.1	8	1,854	-99.6
Avg. Islands Visited	1.38	1.66	-16.7	1.43	1.65	-13.8	1.00	1.67	-40.0
Average Length of Stay in Hawai'i	16.77	13.76	21.9	16.71	15.09	10.7	17.28	8.94	93.4
O'ahu	14.18	8.28	71.2	13.70	9.30	47.4	18.12	5.62	222.4
Maui	10.50	8.65	21.4	10.07	9.17	9.9	17.98	5.46	229.3
Moloka'i	5.33	4.01	32.9	5.33	5.03	6.1	0	1.96	-100.0
Lāna'i	4.36	5.38	-18.9	4.36	5.38	-18.9	0	0	NA
Kaua'i	8.41	6.69	25.8	8.22	7.19	14.2	13.08	4.99	162.3
Hawai'i Island	12.28	9.42	30.4	12.18	10.38	17.4	13.84	4.92	181.2
Hilo	8.70	6.27	38.8	8.70	6.46	34.7	0	1.00	-100.0
Kona	11.24	8.16	37.8	11.04	9.03	22.3	13.84	4.84	185.7
ACCOMMODATIONS									
Plan to stay in Hotel	9,697	13,741	-29.4	8,640	10,130	-14.7	1,058	3,611	-70.7
Hotel only	7,820	10,627	-26.4	6,766	7,822	-13.5	1,054	2,805	-62.4
Plan to stay in Condo	3,050	1,582	92.8	2,186	1,523	43.6	863	59	1,356.2
Condo only	2,409	969	148.6	1,546	969	59.5	863	0	NA
Plan to stay in Timeshare	724	448	61.5	723	448	61.3	1	0	NA
Timeshare only	535	301	77.4	535	301	77.4	0	0	NA
Cruise Ship	0	362	-100.0	0	307	-100.0	0	55	-100.0
Friends/Relatives	2,977	2,189	36.0	2,947	2,072	42.3	30	118	-74.8
Bed & Breakfast	519	1,242	-58.2	519	894	-41.9	0	349	-100.0
Rental House	2,266	2,878	-21.3	2,262	2,335	-3.1	3	543	-99.4
Hostel	915	1,357	-32.6	908	1,099	-17.4	7	258	-97.3

Table26. Europe MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	369	486	-24.2	369	417	-11.5	0	70	-100.0
Private Room in Private Home**	571	1,342	-57.4	571	926	-38.3	0	416	-100.0
Shared Room/Space in Private Home**	284	428	-33.8	284	292	-2.8	0	137	-100.0
Other Accommodations	774	563	37.4	762	563	35.4	11	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	14,071	17,442	-19.3	12,619	13,187	-4.3	1,452	4,256	-65.9
Honeymoon/Get Married	932	1,040	-10.3	908	801	13.4	24	239	-90.1
Honeymoon	813	944	-13.9	791	705	12.1	22	239	-90.7
Get Married	165	143	15.4	163	143	14.4	1	0	NA
Pleasure/Vacation	13,328	16,738	-20.4	11,900	12,537	-5.1	1,428	4,200	-66.0
Mtgs/Conventions/Incentive	348	2,047	-83.0	334	1,768	-81.1	14	279	-94.8
Conventions	156	829	-81.2	156	805	-80.7	0	23	-100.0
Corporate Meetings	140	372	-62.4	129	372	-65.3	11	0	NA
Incentive	82	967	-91.5	78	711	-89.0	4	256	-98.6
Other Business	590	557	6.0	545	546	-0.2	45	11	311.6
Visit Friends/Rel.	3,174	1,971	61.0	2,903	1,775	63.5	271	196	38.3
Gov't/Military	329	119	175.8	318	116	173.3	11	3	276.2
Attend School	849	268	216.3	745	268	177.6	104	0	NA
Sport Events	200	139	43.5	157	137	14.8	42	2	2,008.4
Other	475	528	-9.9	452	528	-14.4	24	0	NA
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	54.0	NA	NA	51.3	59.9	-8.6	76.8	NA	NA
% Repeaters ***	46.0	NA	NA	48.7	40.1	8.6	23.2	NA	NA
Average # of Trips	4.0	NA	NA	3.9	3.0	28.5	5.0	NA	NA
Group Tour	521	NA	NA	521	1,186	-56.0	0	NA	NA
Non-Group	18,254	NA	NA	16,284	15,695	3.7	1,970	NA	NA
Package Trip	2,292	NA	NA	2,292	3,962	-42.2	0	NA	NA
No Package	16,483	NA	NA	14,513	12,919	12.3	1,970	NA	NA
Net True Independent	16,198	NA	NA	14,228	12,461	14.2	1,970	NA	NA
Ave. Age	40	44	-8.4	40	44	-8.0	39	44	-10.2
Ave. Party Size	1.62	1.66	-2.1	1.73	1.66	4.1	1.08	1.66	-35.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 27. United Kingdom Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	7,097	7,050	0.7	6,887	5,625	22.5	210	1,425	-85.3
VISITOR DAYS	84,119	78,853	6.7	81,325	67,525	20.4	2,795	11,329	-75.3
AVERAGE DAILY CENSUS	230	215	7.0	223	184	20.8	8	31	-75.3
ISLANDS VISITED									
O'ahu	3,871	4,998	-22.5	3,738	3,573	4.6	133	1,425	-90.6
O'ahu only	3,069	3,386	-9.4	2,937	2,365	24.2	132	1,021	-87.1
O'ahu one day or less	102	296	-65.5	102	204	-50.0	0	91	-100.0
Kaua'i	922	896	2.9	911	805	13.2	11	91	-88.0
Kaua'i only	498	222	123.8	487	222	118.9	11	0	NA
Kaua'i one day or less	74	98	-23.7	74	98	-23.7	0	0	NA
Maui County	2,151	2,292	-6.1	2,119	2,037	4.0	32	255	-87.4
Maui	2,088	2,235	-6.6	2,056	1,980	3.8	32	255	-87.4
Maui only	1,484	1,039	42.8	1,453	1,039	39.8	31	0	NA
Maui one day or less	34	174	-80.3	34	101	-66.0	0	73	-100.0
Moloka'i *	30	50	-40.7	30	50	-40.7	0	0	NA
Moloka'i only *	6	5	15.2	6	5	15.2	0	0	NA
Moloka'i one day or less*	7	32	-77.1	7	32	-77.1	0	0	NA
Lāna'i *	76	69	9.9	76	69	9.9	0	0	NA
Lāna'i only *	22	15	46.9	22	15	46.9	0	0	NA
Lāna'i one day or less*	26	28	-6.9	26	28	-6.9	0	0	NA
Hawai'i Island	1,460	1,592	-8.3	1,424	1,388	2.6	36	205	-82.3
Kona side	1,284	1,380	-7.0	1,247	1,176	6.1	36	205	-82.3
Hilo side	368	624	-41.0	368	533	-30.9	0	91	-100.0
Hawai'i Island only	956	547	75.0	921	547	68.6	35	0	NA
Hawai'i Island one day or less	38	58	-34.7	38	40	-5.6	0	18	-100.0
Any Neighbor Island	4,028	3,664	9.9	3,950	3,260	21.2	78	404	-80.7
NI only	3,226	2,051	57.3	3,149	2,051	53.5	77	0	NA
O'ahu & NI	802	1,612	-50.2	801	1,209	-33.7	1	404	-99.7
Any one island only	6,036	5,214	15.8	5,827	4,193	39.0	209	1,021	-79.6
Multiple Islands	1,062	1,835	-42.1	1,061	1,431	-25.9	1	404	-99.7
Avg. Islands Visited	1.19	1.40	-14.8	1.20	1.40	-14.5	1.01	1.39	-27.0
Average Length of Stay in Hawai'i	11.85	11.19	6.0	11.81	12.01	-1.6	13.31	7.95	67.4
O'ahu	10.03	7.61	31.7	9.86	8.23	19.7	14.81	6.07	144.1
Maui	9.83	8.73	12.5	9.81	9.09	7.9	11.00	5.97	84.4
Moloka'i	5.64	3.46	63.0	5.64	3.46	63.0	0	0	NA
Lāna'i	4.50	3.62	24.3	4.50	3.62	24.3	0	0	NA
Kaua'i	8.61	7.27	18.4	8.58	7.78	10.2	11.34	2.79	306.9
Hawai'i Island	11.19	9.00	24.3	11.24	9.67	16.2	9.47	4.44	113.2
Hilo	8.98	5.88	52.6	8.98	6.72	33.6	0	1.00	-100.0
Kona	10.16	7.73	31.5	10.18	8.38	21.5	9.47	3.99	137.1
ACCOMMODATIONS									
Plan to stay in Hotel	3,753	4,540	-17.3	3,642	3,486	4.5	111	1,054	-89.4
Hotel only	3,232	3,626	-10.9	3,120	2,879	8.4	111	746	-85.1
Plan to stay in Condo	1,077	610	76.7	1,008	574	75.6	70	36	93.1
Condo only	846	409	106.6	776	409	89.6	70	0	NA
Plan to stay in Timeshare	435	296	47.2	435	296	47.2	0	0	NA
Timeshare only	354	216	63.4	354	216	63.4	0	0	NA
Cruise Ship	0	251	-100.0	0	196	-100.0	0	55	-100.0
Friends/Relatives	1,270	875	45.1	1,253	785	59.6	17	90	-81.5
Bed & Breakfast	83	208	-60.1	83	129	-35.5	0	79	-100.0
Rental House	788	762	3.4	787	607	29.6	1	155	-99.2
Hostel	86	194	-55.9	86	134	-36.2	0	60	-100.0

Table 27. United Kingdom Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	54	94	-42.2	54	46	17.0	0	48	-100.0
Private Room in Private Home**	89	201	-55.4	89	123	-27.3	0	78	-100.0
Shared Room/Space in Private Home**	38	127	-70.5	38	37	0.3	0	90	-100.0
Other Accommodations	253	128	97.3	242	128	88.6	11	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	5,362	5,594	-4.1	5,224	4,282	22.0	138	1,311	-89.4
Honeymoon/Get Married	333	318	4.7	328	263	24.7	6	55	-89.9
Honeymoon	285	280	1.8	280	224	24.8	5	55	-91.4
Get Married	66	51	29.4	65	51	27.9	1	0	NA
Pleasure/Vacation	5,087	5,306	-4.1	4,954	4,050	22.3	133	1,256	-89.4
Mtgs/Conventions/Incentive	171	584	-70.7	164	584	-71.9	7	0	NA
Conventions	69	329	-79.0	69	329	-79.0	0	0	NA
Corporate Meetings	71	135	-47.3	64	135	-52.7	7	0	NA
Incentive	53	151	-64.8	53	151	-64.8	0	0	NA
Other Business	230	225	2.3	218	214	1.9	12	11	9.8
Visit Friends/Rel.	1,335	835	59.8	1,297	673	92.7	38	162	-76.3
Gov't/Military	206	43	373.9	201	43	362.7	5	0	NA
Attend School	41	27	48.9	41	27	48.9	0	0	NA
Sport Events	40	60	-32.8	39	60	-35.1	1	0	NA
Other	177	176	0.2	170	176	-3.6	7	0	NA
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	42.4	NA	NA	41.4	53.1	-11.6	75.6	NA	NA
% Repeaters ***	57.6	NA	NA	58.6	46.9	11.6	24.4	NA	NA
Average # of Trips	4.6	NA	NA	4.6	3.7	25.5	3.6	NA	NA
Group Tour	162.4	NA	NA	162	249	-34.7	0	NA	NA
Non-Group	6,935	NA	NA	6,725	5,376	25.1	210	NA	NA
Package Trip	1,078	NA	NA	1,078	1,514	-28.8	0	NA	NA
No Package	6,020	NA	NA	5,810	4,110	41.3	210	NA	NA
Net True Independent	5,930	NA	NA	5,720	4,016	42.4	210	NA	NA
Ave. Age	43	48	-11.4	43	47	-8.6	38	53	-27.6
Ave. Party Size	1.89	1.75	8.6	1.93	1.70	13.8	1.15	1.96	-41.1

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 28. Germany Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	4,691	7,425	-36.8	4,406	6,201	-29.0	285	1,224	-76.7
VISITOR DAYS	98,526	117,609	-16.2	94,114	103,650	-9.2	0	13,959	-100.0
AVERAGE DAILY CENSUS	270	321	-16.0	258	283	-9.0	0	38	-100.0
ISLANDS VISITED									
O'ahu	3,190	5,006	-36.3	3,045	4,016	-24.2	145	990	-85.4
O'ahu only	1,771	2,050	-13.6	1,631	1,629	0.1	140	421	-66.6
O'ahu one day or less	139	217	-35.9	139	147	-5.4	0	70	-100.0
Kaua'i	1,000	2,161	-53.7	960	1,731	-44.6	41	429	-90.5
Kaua'i only	188	150	25.3	147	150	-1.8	41	0	NA
Kaua'i one day or less	64	64	0.7	64	64	0.7	0	0	NA
Maui County	1,761	3,506	-49.8	1,702	3,156	-46.1	59	351	-83.1
Maui	1,712	3,404	-49.7	1,653	3,100	-46.7	59	304	-80.6
Maui only	516	942	-45.2	461	942	-51.0	55	0	NA
Maui one day or less	45	83	-46.1	45	83	-46.1	0	0	NA
Moloka'i *	97	257	-62.3	97	136	-28.9	0	121	-100.0
Moloka'i only *	2	2	-0.4	2	2	-0.4	0	0	NA
Moloka'i one day or less*	29	95	-69.5	29	20	41.0	0	74	-100.0
Lāna'i *	66	74	-10.4	66	74	-10.4	0	0	NA
Lāna'i only *	3	6	-50.0	3	6	-50.0	0	0	NA
Lāna'i one day or less*	36	20	86.1	36	20	86.1	0	0	NA
Hawai'i Island	1,464	2,991	-51.0	1,420	2,390	-40.6	45	601	-92.5
Kona side	1,108	2,558	-56.7	1,063	1,957	-45.7	45	601	-92.5
Hilo side	626	1,183	-47.0	626	1,183	-47.0	0	0	NA
Hawai'i Island only	485	554	-12.5	440	554	-20.6	45	0	NA
Hawai'i Island one day or less	39	33	18.3	39	33	18.3	0	0	NA
Any Neighbor Island	2,919	5,375	-45.7	2,775	4,572	-39.3	145	803	-82.0
NI only	1,501	2,419	-38.0	1,360	2,185	-37.7	140	234	-40.1
O'ahu & NI	1,419	2,956	-52.0	1,414	2,387	-40.7	4	569	-99.3
Any one island only	2,966	3,705	-19.9	2,686	3,284	-18.2	281	421	-33.3
Multiple Islands	1,724	3,720	-53.6	1,720	2,917	-41.0	4	803	-99.5
Avg. Islands Visited	1.61	1.87	-14.2	1.64	1.85	-11.0	0	2.00	-100.0
Average Length of Stay in Hawai'i	21.00	15.84	32.6	21.36	16.72	27.8	0	11.40	-100.0
O'ahu	15.82	8.46	87.0	15.90	9.13	74.2	14.05	5.74	144.7
Maui	10.73	8.66	23.9	10.33	8.85	16.7	22.04	6.71	228.6
Moloka'i	6.19	3.86	60.1	6.19	5.72	8.2	0	1.77	-100.0
Lāna'i	3.41	4.75	-28.3	3.41	4.75	-28.3	0	0	NA
Kaua'i	8.76	6.75	29.8	8.59	6.97	23.3	12.69	5.85	116.8
Hawai'i Island	13.73	9.98	37.6	13.77	11.03	24.9	12.52	5.84	114.5
Hilo	10.25	6.83	49.9	10.25	6.83	49.9	0	0.00	NA
Kona	12.36	8.52	45.1	12.35	9.34	32.3	12.52	5.84	114.5
ACCOMMODATIONS									
Plan to stay in Hotel	2,200	4,531	-51.4	2,048	3,671	-44.2	152	860	-82.3
Hotel only	1,570	3,449	-54.5	1,418	2,745	-48.3	152	704	-78.4
Plan to stay in Condo	684	508	34.7	555	485	14.5	129	23	454.0
Condo only	463	276	67.3	334	276	20.7	129	0	NA
Plan to stay in Timeshare	125	61	105.9	125	61	105.9	0	0	NA
Timeshare only	70	30	133.7	70	30	133.7	0	0	NA
Cruise Ship	0	58	-100.0	0	58	-100.0	0	0	NA
Friends/Relatives	864	681	26.9	860	681	26.3	4	0	NA
Bed & Breakfast	218	737	-70.4	218	468	-53.4	0	269	-100.0
Rental House	692	957	-27.7	692	910	-24.0	0	47	-100.0
Hostel	460	605	-24.0	460	605	-24.0	0	0	NA

Table 28. Germany Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	173	255	-32.4	173	255	-32.4	0	0	NA
Private Room in Private Home**	229	723	-68.3	229	505	-54.6	0	218	-100.0
Shared Room/Space in Private Home**	113	220	-48.5	113	173	-34.7	0	47	-100.0
Other Accommodations	223	245	-8.9	223	245	-8.9	0	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	3,494	5,904	-40.8	3,256	4,961	-34.4	238	944	-74.8
Honeymoon/Get Married	252	389	-35.3	245	303	-19.3	7	86	-91.9
Honeymoon	204	349	-41.5	198	263	-24.8	6	86	-92.7
Get Married	72	68	5.1	71	68	4.1	1	0	NA
Pleasure/Vacation	3,319	5,683	-41.6	3,088	4,739	-34.9	231	944	-75.5
Mtgs/Conventions/Incentive	79	1,035	-92.3	77	755	-89.9	3	279	-99.0
Conventions	39	285	-86.4	39	261	-85.2	0	23	-100.0
Corporate Meetings	30	117	-74.2	28	117	-75.7	2	0	NA
Incentive	10	703	-98.5	9	447	-97.9	1	256	-99.6
Other Business	124	132	-6.5	119	132	-9.9	5	0	NA
Visit Friends/Rel.	891	589	51.3	863	589	46.6	28	0	NA
Gov't/Military	21	26	-19.5	21	26	-19.5	0	0	NA
Attend School	278	91	205.0	268	91	194.3	10	0	NA
Sport Events	48	39	22.3	48	39	22.3	0	0	NA
Other	125	226	-44.8	122	226	-45.7	2	0	NA
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	60.7	NA	NA	59.0	64.5	-5.5	87.0	NA	NA
% Repeaters ***	39.3	NA	NA	41.0	35.5	5.5	13.0	NA	NA
Average # of Trips	3.3	NA	NA	3.3	2.5	29.9	0.0	NA	NA
Group Tour	131	NA	NA	131	599	-78.1	0	NA	NA
Non-Group	4,560	NA	NA	4,275	5,602	-23.7	285	NA	NA
Package Trip	474	NA	NA	474	1,473	-67.8	0	NA	NA
No Package	4,217	NA	NA	3,932	4,728	-16.8	285	NA	NA
Net True Independent	4,150	NA	NA	3,865	4,489	-13.9	285	NA	NA
Ave. Age	38	41	-8.1	38	42	-9.7	0	38	-100.0
Ave. Party Size	1.53	1.70	-10.0	1.58	1.66	-4.8	1.04	1.95	-46.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 29. Oceania MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	6,524	50,710	-87.1	3,288	9,692	-66.1	3,236	41,018	-92.1
VISITOR DAYS	84,413	479,534	-82.4	46,355	78,983	-41.3	38,059	400,550	-90.5
AVERAGE DAILY CENSUS	231	1,310	-82.3	127	216	-41.2	104	1,094	-90.5
ISLANDS VISITED									
O'ahu	4,847	49,419	-90.2	2,062	8,924	-76.9	2,785	40,495	-93.1
O'ahu only	4,356	38,203	-88.6	1,640	7,892	-79.2	2,716	30,311	-91.0
O'ahu one day or less	72	1,023	-93.0	49	259	-81.2	23	765	-97.0
Kaua'i	572	4,177	-86.3	441	435	1.3	130	3,742	-96.5
Kaua'i only	281	191	47.6	186	126	47.8	96	65	47.3
Kaua'i one day or less	128	1,568	-91.8	128	74	72.1	0	1,494	-100.0
Maui County	1,161	7,371	-84.2	843	952	-11.5	319	6,419	-95.0
Maui	1,125	7,202	-84.4	806	934	-13.7	319	6,268	-94.9
Maui only	811	544	49.1	527	349	51.0	284	195	45.7
Maui one day or less	20	1,963	-99.0	20	79	-74.4	0	1,884	-100.0
Moloka'i *	21	703	-97.0	21	15	37.3	0	688	-100.0
Moloka'i only *	3	2	40.0	3	2	40.0	0	0	NA
Moloka'i one day or less*	14	612	-97.8	14	9	54.5	0	604	-100.0
Lāna'i *	36	718	-95.0	36	30	17.5	0	688	-100.0
Lāna'i only *	7	15	-49.2	7	9	-15.6	0	6	-100.0
Lāna'i one day or less*	15	667	-97.8	15	14	4.2	0	653	-100.0
Hawai'i Island	672	6,377	-89.5	602	692	-13.1	71	5,685	-98.8
Kona side	602	5,466	-89.0	531	569	-6.5	71	4,897	-98.6
Hilo side	187	3,792	-95.1	187	262	-28.8	0	3,530	-100.0
Hawai'i Island only	446	439	1.5	375	236	59.3	71	204	-65.2
Hawai'i Island one day or less	21	587	-96.4	21	53	-59.8	0	534	-100.0
Any Neighbor Island	2,168	12,507	-82.7	1,648	1,800	-8.4	520	10,707	-95.1
NI only	1,677	1,291	29.9	1,226	768	59.7	451	523	-13.8
O'ahu & NI	491	11,216	-95.6	422	1,032	-59.1	69	10,184	-99.3
Any one island only	5,905	39,393	-85.0	2,738	8,613	-68.2	3,167	30,780	-89.7
Multiple Islands	619	11,316	-94.5	550	1,079	-49.0	69	10,238	-99.3
Avg. Islands Visited	1.11	1.35	-17.6	1.21	1.14	6.0	1.02	1.40	-27.2
Average Length of Stay in Hawai'i	12.94	9.46	36.8	14.10	8.15	73.0	11.76	9.77	20.4
O'ahu	10.90	8.04	35.6	11.78	6.74	74.9	10.25	8.33	23.1
Maui	12.13	4.53	167.5	11.01	8.80	25.1	14.96	3.90	283.7
Moloka'i	15.01	1.34	1,021.1	15.01	5.90	154.5	0	1.24	-100.0
Lāna'i	4.38	1.24	253.5	4.38	4.23	3.5	0	1.11	-100.0
Kaua'i	9.86	3.81	158.6	10.23	7.89	29.7	8.64	3.34	158.7
Hawai'i Island	17.57	4.99	252.1	13.64	10.13	34.7	50.91	4.37	1,066.2
Hilo	8.56	2.40	257.2	8.56	5.11	67.3	0	2.19	-100.0
Kona	16.96	4.16	307.7	12.43	9.97	24.7	50.91	3.49	1,360.0
ACCOMMODATIONS									
Plan to stay in Hotel	2,450	42,887	-94.3	1,811	7,774	-76.7	639	35,113	-98.2
Hotel only	2,187	38,077	-94.3	1,561	7,279	-78.6	626	30,798	-98.0
Plan to stay in Condo	2,951	4,832	-38.9	473	551	-14.2	2,478	4,281	-42.1
Condo only	2,842	2,847	-0.2	364	395	-8.0	2,478	2,452	1.1
Plan to stay in Timeshare	165	627	-73.7	164	160	3.0	1	468	-99.8
Timeshare only	150	316	-52.6	150	102	46.8	0	214	-100.0
Cruise Ship	0	1,054	-100.0	0	103	-100.0	0	951	-100.0
Friends/Relatives	670	1,804	-62.9	577	556	3.7	93	1,247	-92.6
Bed & Breakfast	65	632	-89.7	65	104	-37.1	0	529	-100.0
Rental House	354	3,108	-88.6	354	575	-38.5	0	2,533	-100.0
Hostel	71	528	-86.6	57	167	-65.7	14	361	-96.2

Table 29. Oceania MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	27	185	-85.1	27	36	-23.2	0	149	-100.0
Private Room in Private Home**	50	625	-92.1	38	91	-58.1	12	534	-97.8
Shared Room/Space in Private Home**	12	217	-94.7	12	44	-73.8	0	173	-100.0
Other Accommodations	120	151	-20.4	107	151	-29.0	13	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	4,978	46,357	-89.3	2,372	8,557	-72.3	2,606	37,800	-93.1
Honeymoon/Get Married	229	1,803	-87.3	168	346	-51.5	61	1,457	-95.8
Honeymoon	161	1,714	-90.6	125	306	-58.9	36	1,409	-97.5
Get Married	77	186	-58.3	52	42	23.8	26	144	-82.1
Pleasure/Vacation	4,790	44,818	-89.3	2,245	8,263	-72.8	2,545	36,555	-93.0
Mtgs/Conventions/Incentive	128	717	-82.1	103	170	-39.2	25	547	-95.4
Conventions	34	575	-94.0	34	122	-71.8	0	453	-100.0
Corporate Meetings	61	33	84.6	37	23	64.4	24	11	127.8
Incentive	38	108	-65.2	37	25	47.3	1	83	-98.8
Other Business	207	345	-40.1	174	189	-7.8	33	156	-79.1
Visit Friends/Rel.	867	1,896	-54.2	525	482	9.0	342	1,413	-75.8
Gov't/Military	234	231	1.3	160	70	130.4	74	162	-54.2
Attend School	16	81	-80.3	16	8	99.5	0	73	-100.0
Sport Events	90	829	-89.1	66	54	22.4	24	775	-96.9
Other	283	1,736	-83.7	116	422	-72.4	167	1,314	-87.3
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	57.1	NA	NA	30.9	37.1	-6.2	83.8	NA	NA
% Repeaters ***	42.9	NA	NA	69.1	62.9	6.2	16.2	NA	NA
Average # of Trips	3.9	NA	NA	5.6	3.5	58.8	2.2	NA	NA
Group Tour	72	NA	NA	72	123	-41.4	0	NA	NA
Non-Group	6,452	NA	NA	3,216	9,568	-66.4	3,236	NA	NA
Package Trip	533	NA	NA	406	2,718	-85.1	127	NA	NA
No Package	5,991	NA	NA	2,882	6,973	-58.7	3,109	NA	NA
Net True Independent	5,956	NA	NA	2,847	6,909	-58.8	3,109	NA	NA
Ave. Age	41	46	-11.8	40	45	-11.1	42	47	-10.1
Ave. Party Size	1.47	2.63	-44.1	1.77	2.24	-20.9	1.25	2.74	-54.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 30. Australia Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	4,366	41,399	-89.5	1,229	7,482	-83.6	3,137	33,917	-90.8
VISITOR DAYS	57,777	390,887	-85.2	21,994	58,417	-62.3	35,784	332,470	-89.2
AVERAGE DAILY CENSUS	158	1,068	-85.2	60	160	-62.2	98	908	-89.2
ISLANDS VISITED									
O'ahu	3,626	40,434	-91.0	925	7,025	-86.8	2,701	33,409	-91.9
O'ahu only	3,413	31,140	-89.0	782	6,205	-87.4	2,631	24,935	-89.4
O'ahu one day or less	48	872	-94.4	25	212	-88.0	23	660	-96.5
Kaua'i	216	3,606	-94.0	86	303	-71.7	130	3,302	-96.1
Kaua'i only	147	146	0.6	51	81	-37.0	96	65	47.3
Kaua'i one day or less	3	1,347	-99.8	3	51	-93.8	0	1,296	-100.0
Maui County	527	5,990	-91.2	222	685	-67.6	305	5,305	-94.2
Maui	509	5,899	-91.4	203	673	-69.8	305	5,226	-94.2
Maui only	396	403	-1.9	125	208	-40.0	271	195	38.8
Maui one day or less	0	1,685	-100.0	0	71	-100.0	0	1,613	-100.0
Moloka'i *	8	603	-98.6	8	12	-29.8	0	591	-100.0
Moloka'i only *	3	2	40.0	3	2	40.0	0	0	NA
Moloka'i one day or less*	2	531	-99.6	2	7	-68.0	0	524	-100.0
Lāna'i *	14	556	-97.6	14	22	-37.6	0	534	-100.0
Lāna'i only *	2	8	-73.2	2	8	-73.2	0	0	NA
Lāna'i one day or less*	0	513	-100.0	0	9	-100.0	0	505	-100.0
Hawai'i Island	255	5,217	-95.1	185	499	-62.9	70	4,719	-98.5
Kona side	234	4,594	-94.9	164	419	-60.8	70	4,175	-98.3
Hilo side	52	3,044	-98.3	52	188	-72.4	0	2,856	-100.0
Hawai'i Island only	172	331	-48.0	102	137	-25.2	70	194	-64.0
Hawai'i Island one day or less	2	425	-99.5	2	49	-95.6	0	376	-100.0
Any Neighbor Island	953	10,260	-90.7	448	1,278	-64.9	506	8,982	-94.4
NI only	740	965	-23.3	304	457	-33.6	436	508	-14.1
O'ahu & NI	213	9,295	-97.7	144	820	-82.5	69	8,474	-99.2
Any one island only	4,133	32,030	-87.1	1,065	6,641	-84.0	3,068	25,389	-87.9
Multiple Islands	234	9,370	-97.5	165	842	-80.5	69	8,528	-99.2
Avg. Islands Visited	1.06	1.36	-22.1	1.16	1.14	1.4	1.02	1.41	-27.4
Average Length of Stay in Hawai'i	13.23	9.44	40.1	17.89	7.81	129.2	11.41	9.80	16.4
O'ahu	11.05	8.01	37.9	14.46	6.50	122.3	9.88	8.33	18.6
Maui	14.27	4.43	222.3	13.81	8.39	64.7	14.58	3.92	272.0
Moloka'i	31.97	1.33	2,305.0	31.97	6.32	405.6	0	1.23	-100.0
Lāna'i	6.22	1.26	393.9	6.22	4.75	30.9	0	1.12	-100.0
Kaua'i	15.93	3.80	318.8	27.00	7.34	267.9	8.64	3.48	148.4
Hawai'i Island	26.12	4.89	434.2	16.95	9.39	80.4	50.40	4.41	1,041.8
Hilo	17.89	2.40	643.9	17.89	4.14	331.6	0	2.29	-100.0
Kona	24.49	3.96	518.4	13.45	9.32	44.3	50.40	3.42	1,372.6
ACCOMMODATIONS									
Plan to stay in Hotel	1,406	35,745	-96.1	791	6,247	-87.3	615	29,499	-97.9
Hotel only	1,302	32,122	-95.9	700	5,905	-88.1	602	26,217	-97.7
Plan to stay in Condo	2,500	3,672	-31.9	82	339	-75.8	2,418	3,333	-27.5
Condo only	2,485	2,095	18.6	67	245	-72.6	2,418	1,850	30.7
Plan to stay in Timeshare	23	407	-94.4	22	90	-75.6	1	317	-99.7
Timeshare only	21	207	-89.9	21	60	-65.0	0	148	-100.0
Cruise Ship	0	765	-100.0	0	91	-100.0	0	674	-100.0
Friends/Relatives	251	1,143	-78.1	168	317	-47.0	83	826	-90.0
Bed & Breakfast	23	446	-94.8	23	74	-68.5	0	373	-100.0
Rental House	160	2,467	-93.5	160	394	-59.5	0	2,072	-100.0
Hostel	34	366	-90.8	20	124	-83.8	14	241	-94.4

Table 30. Australia Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	11	147	-92.8	11	26	-59.2	0	121	-100.0
Private Room in Private Home**	32	469	-93.2	20	57	-64.7	12	412	-97.2
Shared Room/Space in Private Home**	2	172	-98.7	2	27	-92.1	0	144	-100.0
Other Accommodations	61	117	-47.9	53	117	-54.7	8	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	3,358	38,224	-91.2	806	6,759	-88.1	2,552	31,466	-91.9
Honeymoon/Get Married	135	1,386	-90.3	73	295	-75.1	61	1,092	-94.4
Honeymoon	88	1,331	-93.4	52	265	-80.4	36	1,066	-96.7
Get Married	48	124	-61.2	22	31	-27.2	26	93	-72.4
Pleasure/Vacation	3,232	37,050	-91.3	741	6,507	-88.6	2,491	30,543	-91.8
Mtgs/Conventions/Incentive	64	579	-88.9	39	116	-66.3	25	464	-94.6
Conventions	18	481	-96.3	18	83	-78.8	0	397	-100.0
Corporate Meetings	38	18	107.3	14	18	-23.9	24	0	NA
Incentive	14	80	-83.1	13	14	-10.7	1	66	-98.4
Other Business	103	237	-56.4	72	93	-22.5	32	145	-78.1
Visit Friends/Rel.	451	1,298	-65.3	151	281	-46.3	300	1,018	-70.5
Gov't/Military	199	208	-4.3	126	46	172.7	73	162	-54.8
Attend School	5	6	-8.9	5	6	-8.9	0	0	NA
Sport Events	70	464	-84.8	47	46	2.0	23	417	-94.5
Other	225	1,469	-84.7	58	292	-80.1	167	1,177	-85.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	69.9	NA	NA	33.9	37.1	-3.2	84.0	NA	NA
% Repeaters ***	30.1	NA	NA	66.1	62.9	3.2	16.0	NA	NA
Average # of Trips	2.8	NA	NA	4.5	3.4	30.3	2.2	NA	NA
Group Tour	52	NA	NA	52	92	-43.8	0	NA	NA
Non-Group	4,315	NA	NA	1,178	7,391	-84.1	3,137	NA	NA
Package Trip	330	NA	NA	203	2,224	-90.9	127	NA	NA
No Package	4,036	NA	NA	1,026	5,258	-80.5	3,010	NA	NA
Net True Independent	4,015	NA	NA	1,005	5,216	-80.7	3,010	NA	NA
Ave. Age	41	46	-11.6	39	45	-13.1	42	47	-10.4
Ave. Party Size	1.32	2.64	-49.9	1.53	2.26	-32.2	1.25	2.74	-54.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 31. New Zealand Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	2,158	9,310	-76.8	2,059	2,209	-6.8	99	7,101	-98.6
VISITOR DAYS	26,635	88,647	-70.0	24,360	20,567	18.4	2,275	68,080	-96.7
AVERAGE DAILY CENSUS	73	242	-69.9	67	56	18.8	6	186	-96.6
ISLANDS VISITED									
O'ahu	1,221	8,985	-86.4	1,137	1,899	-40.2	85	7,086	-98.8
O'ahu only	943	7,063	-86.6	859	1,687	-49.1	85	5,376	-98.4
O'ahu one day or less	23	151	-84.6	23	47	-50.7	0	104	-100.0
Kaua'i	355	571	-37.8	355	132	169.3	0	439	-100.0
Kaua'i only	135	45	200.8	135	45	200.8	0	0	NA
Kaua'i one day or less	125	221	-43.5	125	24	427.1	0	197	-100.0
Maui County	634	1,381	-54.1	621	267	132.1	13	1,114	-98.8
Maui	616	1,303	-52.7	603	261	130.9	13	1,042	-98.7
Maui only	415	141	194.9	402	141	185.5	13	0	NA
Maui one day or less	20	279	-92.8	20	7	170.7	0	271	-100.0
Moloka'i *	13	100	-87.4	13	3	283.8	0	97	-100.0
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Moloka'i one day or less*	12	82	-85.9	12	2	427.1	0	80	-100.0
Lāna'i *	22	162	-86.4	22	9	156.0	0	154	-100.0
Lāna'i only *	5	7	-22.1	5	1	410.2	0	6	-100.0
Lāna'i one day or less*	15	153	-90.4	15	5	166.7	0	148	-100.0
Hawai'i Island	417	1,160	-64.0	416	193	115.4	1	966	-99.9
Kona side	368	872	-57.7	367	150	145.4	1	722	-99.9
Hilo side	135	748	-82.0	135	74	82.5	0	674	-100.0
Hawai'i Island only	274	108	152.6	273	99	176.2	1	10	-89.6
Hawai'i Island one day or less	19	161	-88.2	19	3	485.6	0	158	-100.0
Any Neighbor Island	1,215	2,247	-45.9	1,200	522	130.0	14	1,725	-99.2
NI only	937	326	187.6	922	310	197.2	14	15	-6.8
O'ahu & NI	278	1,922	-85.5	278	212	31.4	0	1,710	-100.0
Any one island only	1,772	7,364	-75.9	1,673	1,973	-15.2	99	5,391	-98.2
Multiple Islands	386	1,947	-80.2	386	237	63.0	0	1,710	-100.0
Avg. Islands Visited	1.23	1.32	-7.1	1.24	1.13	9.4	1.00	1.38	-27.4
Average Length of Stay in Hawai'i	12.34	9.52	29.6	11.83	9.31	27.1	22.98	9.59	139.7
O'ahu	10.47	8.15	28.4	9.60	7.59	26.4	22.13	8.30	166.5
Maui	10.36	5.01	106.8	10.07	9.87	2.0	23.61	3.79	522.3
Moloka'i	3.61	1.40	158.7	3.61	4.33	-16.6	0	1.30	-100.0
Lāna'i	3.26	1.17	177.6	3.26	2.93	11.2	0	1.08	-100.0
Kaua'i	6.17	3.88	59.1	6.17	9.15	-32.5	0	2.30	-100.0
Hawai'i Island	12.35	5.44	127.0	12.17	12.02	1.3	86.00	4.12	1,985.0
Hilo	4.96	2.36	110.4	4.96	7.59	-34.7	0	1.78	-100.0
Kona	12.18	5.22	133.5	11.98	11.78	1.7	86.00	3.86	2,130.1
ACCOMMODATIONS									
Plan to stay in Hotel	1,044	7,142	-85.4	1,020	1,527	-33.2	24	5,615	-99.6
Hotel only	885	5,955	-85.1	861	1,374	-37.3	24	4,581	-99.5
Plan to stay in Condo	451	1,160	-61.1	391	213	83.7	60	947	-93.7
Condo only	356	752	-52.6	296	150	97.5	60	602	-90.0
Plan to stay in Timeshare	142	221	-35.5	142	69	105.1	0	151	-100.0
Timeshare only	129	109	18.5	129	42	204.7	0	66	-100.0
Cruise Ship	0	289	-100.0	0	12	-100.0	0	277	-100.0
Friends/Relatives	419	661	-36.6	409	239	70.9	10	421	-97.6
Bed & Breakfast	42	186	-77.5	42	30	41.0	0	156	-100.0
Rental House	194	641	-69.7	194	181	7.2	0	460	-100.0
Hostel	37	162	-77.0	37	43	-13.1	0	119	-100.0

Table 31. New Zealand Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	17	37	-55.0	17	10	72.3	0	28	-100.0
Private Room in Private Home**	18	156	-88.5	18	34	-46.7	0	122	-100.0
Shared Room/Space in Private Home**	9	45	-79.4	9	17	-43.5	0	29	-100.0
Other Accommodations	59	34	74.3	54	34	59.7	5	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	1,620	8,133	-80.1	1,566	1,798	-12.9	54	6,335	-99.1
Honeymoon/Get Married	95	417	-77.3	95	52	83.4	0	365	-100.0
Honeymoon	73	383	-80.8	73	41	81.4	0	342	-100.0
Get Married	29	62	-52.5	29	11	164.7	0	51	-100.0
Pleasure/Vacation	1,558	7,769	-79.9	1,504	1,757	-14.4	54	6,012	-99.1
Mtgs/Conventions/Incentive	64	137	-53.2	64	54	19.2	0	83	-100.0
Conventions	17	94	-82.2	17	39	-56.7	0	55	-100.0
Corporate Meetings	23	15	56.5	23	4	442.1	0	11	-100.0
Incentive	24	28	-14.4	24	11	121.8	0	17	-100.0
Other Business	103	108	-4.2	102	96	6.2	1	12	-91.3
Visit Friends/Rel.	417	597	-30.2	375	202	86.0	42	396	-89.4
Gov't/Military	35	23	51.1	34	23	46.9	1	0	NA
Attend School	11	75	-85.8	11	2	382.5	0	73	-100.0
Sport Events	20	366	-94.6	19	8	147.0	1	358	-99.7
Other	58	266	-78.1	58	130	-55.0	0	137	-100.0
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	31.3	NA	NA	29.1	36.9	-7.8	77.8	NA	NA
% Repeaters ***	68.7	NA	NA	70.9	63.1	7.8	22.2	NA	NA
Average # of Trips	6.1	NA	NA	6.3	3.9	61.5	2.5	NA	NA
Group Tour	21	NA	NA	21	32	-34.4	0	NA	NA
Non-Group	2,137	NA	NA	2,038	2,178	-6.4	99	NA	NA
Package Trip	203	NA	NA	203	494	-59.0	0	NA	NA
No Package	1,955	NA	NA	1,856	1,715	8.2	99	NA	NA
Net True Independent	1,941	NA	NA	1,842	1,693	8.8	99	NA	NA
Ave. Age	41	46	-9.6	41	45	-8.6	41	46	-10.5
Ave. Party Size	1.90	2.59	-26.6	1.96	2.19	-10.4	1.17	2.75	-57.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 32. Other Asia MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	22,524	67,906	-66.8	13,583	5,865	131.6	8,941	62,041	-85.6
VISITOR DAYS	291,950	609,087	-52.1	156,312	75,586	106.8	135,638	533,501	-74.6
AVERAGE DAILY CENSUS	800	1,664	-51.9	428	207	107.4	372	1,458	-74.5
ISLANDS VISITED									
O'ahu	18,855	65,962	-71.4	10,242	4,682	118.7	8,613	61,280	-85.9
O'ahu only	14,180	45,363	-68.7	6,866	3,458	98.6	7,314	41,905	-82.5
O'ahu one day or less	679	1,049	-35.3	599	310	93.4	79	740	-89.3
Kaua'i	1,333	2,646	-49.6	1,206	354	240.6	126	2,292	-94.5
Kaua'i only	429	121	255.0	412	121	241.3	17	0	NA
Kaua'i one day or less	260	1,522	-82.9	237	80	196.5	23	1,442	-98.4
Maui County	3,948	9,873	-60.0	3,170	1,160	173.2	778	8,713	-91.1
Maui	3,742	9,743	-61.6	2,979	1,134	162.8	762	8,609	-91.1
Maui only	1,514	730	107.5	1,402	493	184.1	112	236	-52.4
Maui one day or less	253	2,164	-88.3	144	82	76.6	108	2,082	-94.8
Moloka'i *	74	197	-62.2	57	27	107.7	17	169	-89.7
Moloka'i only *	15	4	230.9	15	4	230.9	0	0	NA
Moloka'i one day or less*	14	186	-92.6	14	16	-16.0	0	169	-100.0
Lāna'i *	293	252	16.0	293	41	606.8	0	211	-100.0
Lāna'i only *	28	3	787.8	28	3	787.8	0	0	NA
Lāna'i one day or less*	168	225	-25.5	168	14	1,079.0	0	211	-100.0
Hawai'i Island	4,218	14,850	-71.6	3,334	1,241	168.5	884	13,608	-93.5
Kona side	3,534	12,450	-71.6	2,749	1,004	174.0	784	11,446	-93.1
Hilo side	1,611	7,660	-79.0	1,260	508	148.0	351	7,152	-95.1
Hawai'i Island only	1,230	932	32.0	1,037	448	131.6	194	485	-60.0
Hawai'i Island one day or less	227	2,300	-90.1	136	63	115.9	91	2,237	-95.9
Any Neighbor Island	8,344	22,543	-63.0	6,717	2,407	179.1	1,627	20,136	-91.9
NI only	3,670	1,944	88.8	3,341	1,183	182.5	328	761	-56.8
O'ahu & NI	4,675	20,599	-77.3	3,376	1,224	175.7	1,298	19,375	-93.3
Any one island only	17,396	47,154	-63.1	9,759	4,527	115.6	7,637	42,627	-82.1
Multiple Islands	5,128	20,752	-75.3	3,824	1,338	185.9	1,304	19,414	-93.3
Avg. Islands Visited	1.27	1.38	-8.2	1.33	1.28	4.5	1.16	1.39	-16.2
Average Length of Stay in Hawai'i	12.96	8.97	44.5	11.51	12.89	-10.7	15.17	8.60	76.4
O'ahu	10.93	7.57	44.3	8.51	10.36	-17.9	13.81	7.36	87.7
Maui	6.99	3.66	91.0	7.45	7.94	-6.2	5.21	3.10	68.2
Moloka'i	16.05	1.60	905.0	20.06	5.29	279.4	3.00	1.00	200.0
Lāna'i	4.53	1.58	187.0	4.53	4.52	0.2	0	1.00	-100.0
Kaua'i	6.45	2.87	124.5	6.63	8.80	-24.7	4.80	1.96	145.0
Hawai'i Island	11.52	4.42	160.9	10.96	11.79	-7.0	13.61	3.74	263.8
Hilo	6.60	2.59	154.6	6.73	5.13	31.1	6.13	2.41	154.3
Kona	10.74	3.67	192.5	10.21	11.99	-14.9	12.61	2.94	328.4
ACCOMMODATIONS									
Plan to stay in Hotel	15,780	54,367	-71.0	9,209	3,810	141.7	6,570	50,557	-87.0
Hotel only	13,989	46,822	-70.1	7,988	3,336	139.4	6,001	43,486	-86.2
Plan to stay in Condo	2,434	8,722	-72.1	1,495	428	248.9	939	8,293	-88.7
Condo only	1,626	4,188	-61.2	961	328	193.4	665	3,861	-82.8
Plan to stay in Timeshare	464	580	-20.0	434	125	246.4	30	454	-93.4
Timeshare only	337	232	45.0	321	84	283.7	16	149	-89.3
Cruise Ship	0	395	-100.0	0	31	-100.0	0	365	-100.0
Friends/Relatives	2,509	3,024	-17.0	1,315	725	81.3	1,194	2,298	-48.1
Bed & Breakfast	613	1,182	-48.1	590	144	310.8	24	1,039	-97.7
Rental House	1,919	6,019	-68.1	1,443	705	104.7	476	5,315	-91.0
Hostel	224	340	-34.2	161	146	10.0	63	194	-67.5

Table 32. Other Asia MMA Air Visitor Characteristics (continued)
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	165	149	10.6	143	54	166.3	21	95	-77.4
Private Room in Private Home**	440	1,401	-68.6	237	155	53.3	203	1,246	-83.7
Shared Room/Space in Private Home**	111	782	-85.8	98	78	26.4	13	704	-98.2
Other Accommodations	522	223	134.3	431	183	135.2	90	39	129.8
PURPOSE OF TRIP									
Pleasure (Net)	18,522	62,906	-70.6	11,414	4,511	153.0	7,108	58,395	-87.8
Honeymoon/Get Married	3,644	11,219	-67.5	795	285	178.6	2,849	10,934	-73.9
Honeymoon	3,435	10,564	-67.5	667	249	168.3	2,768	10,316	-73.2
Get Married	313	871	-64.0	162	41	296.0	151	830	-81.8
Pleasure/Vacation	15,035	51,782	-71.0	10,762	4,258	152.8	4,273	47,523	-91.0
Mtgs/Conventions/Incentive	577	2,485	-76.8	327	272	20.1	250	2,212	-88.7
Conventions	197	1,088	-81.9	120	144	-16.6	77	945	-91.8
Corporate Meetings	217	255	-14.6	136	65	109.4	81	190	-57.2
Incentive	246	1,216	-79.8	154	76	102.2	91	1,140	-92.0
Other Business	512	483	6.1	332	207	60.2	180	276	-34.6
Visit Friends/Rel.	2,268	2,234	1.5	1,350	728	85.5	917	1,506	-39.1
Gov't/Military	463	73	534.3	387	73	430.3	76	0	NA
Attend School	157	323	-51.3	114	97	17.6	43	226	-80.9
Sport Events	141	21	574.3	101	21	384.4	40	0	NA
Other	793	996	-20.3	269	263	2.3	525	733	-28.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	52.3	NA	NA	50.9	50.0	0.9	54.3	NA	NA
% Repeaters ***	47.7	NA	NA	49.1	50.0	-0.9	45.7	NA	NA
Average # of Trips	3.6	NA	NA	3.6	3.6	0.9	3.6	NA	NA
Group Tour	1,419	NA	NA	724	478	51.3	695	NA	NA
Non-Group	21,103	NA	NA	12,860	5,387	138.7	8,243	NA	NA
Package Trip	4,786	NA	NA	2,564	1,430	79.3	2,222	NA	NA
No Package	17,737	NA	NA	11,019	4,435	148.5	6,718	NA	NA
Net True Independent	17,216	NA	NA	10,697	4,269	150.5	6,519	NA	NA
Ave. Age	37	39	-4.1	35	37	-4.2	40	39	1.6
Ave. Party Size	1.72	2.71	-36.4	1.86	1.80	3.0	1.55	2.85	-45.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 33. Korea Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	10,652	46,884	-77.3	2,642	1,934	36.6	8,010	44,950	-82.2
VISITOR DAYS	149,496	404,206	-63.0	34,632	30,795	12.5	114,863	373,411	-69.2
AVERAGE DAILY CENSUS	410	1,104	-62.9	95	84	12.8	315	1,020	-69.2
ISLANDS VISITED									
O'ahu	9,678	46,133	-79.0	1,851	1,623	14.0	7,827	44,510	-82.4
O'ahu only	8,092	35,240	-77.0	1,556	1,398	11.3	6,536	33,841	-80.7
O'ahu one day or less	133	536	-75.2	53	67	-20.2	79	469	-83.1
Kaua'i	332	1,361	-75.6	211	79	167.2	121	1,282	-90.6
Kaua'i only	107	22	377.7	93	22	315.5	14	0	NA
Kaua'i one day or less	72	1,002	-92.8	49	26	89.5	23	976	-97.6
Maui County	1,299	4,711	-72.4	590	268	120.2	709	4,443	-84.0
Maui	1,268	4,668	-72.8	575	259	122.1	693	4,408	-84.3
Maui only	401	172	133.8	355	127	179.7	46	45	3.2
Maui one day or less	136	1,255	-89.2	27	21	32.8	108	1,234	-91.2
Moloka'i *	31	71	-56.3	14	8	76.5	17	63	-72.4
Moloka'i only *	8	2	274.7	8	2	274.7	0	0	NA
Moloka'i one day or less*	2	69	-97.0	2	5	-62.0	0	63	-100.0
Lāna'i *	14	105	-87.0	14	8	78.0	0	98	-100.0
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i one day or less*	6	98	-93.5	6	0	NA	0	98	-100.0
Hawai'i Island	1,215	6,923	-82.5	412	244	69.0	803	6,679	-88.0
Kona side	1,074	5,850	-81.6	370	205	81.1	703	5,646	-87.5
Hilo side	432	4,218	-89.8	83	76	9.6	349	4,142	-91.6
Hawai'i Island only	368	525	-29.8	251	138	82.6	117	387	-69.8
Hawai'i Island one day or less	106	911	-88.4	15	10	53.9	91	902	-89.9
Any Neighbor Island	2,561	11,645	-78.0	1,087	536	102.6	1,474	11,109	-86.7
NI only	974	751	29.7	791	311	154.4	183	440	-58.5
O'ahu & NI	1,586	10,894	-85.4	295	225	31.1	1,291	10,668	-87.9
Any one island only	8,977	35,961	-75.0	2,263	1,687	34.1	6,713	34,274	-80.4
Multiple Islands	1,676	10,923	-84.7	379	247	53.3	1,297	10,676	-87.9
Avg. Islands Visited	1.18	1.26	-6.9	1.16	1.15	1.4	1.18	1.27	-6.9
Average Length of Stay in Hawai'i	14.03	8.62	62.8	13.11	15.92	-17.7	14.34	8.31	72.6
O'ahu	12.09	7.64	58.2	9.04	13.16	-31.3	12.81	7.44	72.2
Maui	5.91	3.30	79.2	8.16	8.05	1.4	4.04	3.02	33.8
Moloka'i	13.92	1.12	1,138.4	27.95	2.14	1,203.8	3.00	1.00	200.0
Lāna'i	4.47	1.61	178.3	4.47	9.29	-51.9	0	1.00	-100.0
Kaua'i	6.01	1.84	227.2	6.76	6.21	8.8	4.71	1.57	200.2
Hawai'i Island	18.51	4.84	282.7	27.53	27.80	-1.0	13.89	4.00	247.4
Hilo	8.90	2.37	274.6	20.40	6.23	227.4	6.16	2.30	167.2
Kona	17.37	4.01	333.0	26.02	30.81	-15.6	12.82	3.04	321.5
ACCOMMODATIONS									
Plan to stay in Hotel	7,519	37,697	-80.1	1,562	1,123	39.0	5,958	36,574	-83.7
Hotel only	6,815	33,609	-79.7	1,415	999	41.7	5,400	32,611	-83.4
Plan to stay in Condo	1,027	4,751	-78.4	321	165	94.0	706	4,586	-84.6
Condo only	698	2,564	-72.8	256	133	92.9	442	2,431	-81.8
Plan to stay in Timeshare	146	182	-19.7	118	39	200.5	28	142	-80.5
Timeshare only	102	151	-32.3	87	28	214.6	16	124	-87.1
Cruise Ship	0	287	-100.0	0	18	-100.0	0	269	-100.0
Friends/Relatives	1,513	1,812	-16.5	383	310	23.4	1,130	1,501	-24.7
Bed & Breakfast	64	838	-92.4	40	20	97.6	24	817	-97.1
Rental House	720	5,000	-85.6	244	211	15.6	476	4,789	-90.1
Hostel	89	59	50.7	29	59	-50.3	60	0	NA

Table 33. Korea Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	44	69	-35.7	23	5	323.5	21	63	-66.1
Private Room in Private Home**	228	515	-55.6	30	43	-30.0	198	472	-58.0
Shared Room/Space in Private Home**	40	429	-90.7	29	41	-29.5	11	388	-97.2
Other Accommodations	148	95	55.8	80	84	-4.7	68	11	518.5
PURPOSE OF TRIP									
Pleasure (Net)	8,533	44,623	-80.9	2,008	1,344	49.4	6,525	43,279	-84.9
Honeymoon/Get Married	3,020	9,495	-68.2	177	135	30.8	2,843	9,359	-69.6
Honeymoon	2,917	9,107	-68.0	152	130	17.4	2,765	8,977	-69.2
Get Married	174	591	-70.6	27	6	382.2	147	585	-74.9
Pleasure/Vacation	5,546	35,174	-84.2	1,850	1,212	52.6	3,696	33,961	-89.1
Mtgs/Conventions/Incentive	299	840	-64.4	69	73	-5.5	231	767	-69.9
Conventions	110	331	-66.8	32	30	7.9	77	301	-74.3
Corporate Meetings	86	23	280.2	21	23	-6.8	65	0	NA
Incentive	111	487	-77.3	22	20	12.4	88	467	-81.1
Other Business	233	284	-17.9	105	83	26.2	128	200	-36.2
Visit Friends/Rel.	1,144	1,040	10.0	417	314	32.9	727	726	0.1
Gov't/Military	98	37	162.2	42	37	11.5	56	0	NA
Attend School	56	147	-62.0	23	42	-45.2	33	105	-68.8
Sport Events	67	4	1,431.3	30	4	574.0	38	0	NA
Other	555	623	-10.9	84	130	-35.7	471	492	-4.3
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	49.4	NA	NA	37.5	44.0	-6.5	53.3	NA	NA
% Repeaters ***	50.6	NA	NA	62.5	56.0	6.5	46.7	NA	NA
Average # of Trips	3.8	NA	NA	4.7	4.4	5.5	3.6	NA	NA
Group Tour	801	NA	NA	106	181	-41.4	695	NA	NA
Non-Group	9,851	NA	NA	2,536	1,754	44.6	7,315	NA	NA
Package Trip	2,650	NA	NA	438	336	30.4	2,212	NA	NA
No Package	8,003	NA	NA	2,204	1,599	37.9	5,798	NA	NA
Net True Independent	7,747	NA	NA	2,146	1,530	40.3	5,601	NA	NA
Ave. Age	41	39	3.1	44	41	6.4	40	39	0.9
Ave. Party Size	1.68	2.87	-41.5	1.85	1.78	3.7	1.63	2.94	-44.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 34. China Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	6,686	15,878	-57.9	6,333	2,772	128.5	353	13,106	-97.3
VISITOR DAYS	70,468	151,110	-53.4	62,938	29,796	111.2	7,530	121,313	-93.8
AVERAGE DAILY CENSUS	193	413	-53.2	172	81	111.8	21	331	-93.8
ISLANDS VISITED									
O'ahu	5,526	15,167	-63.6	5,250	2,297	128.6	276	12,871	-97.9
O'ahu only	3,366	7,483	-55.0	3,093	1,468	110.6	273	6,015	-95.5
O'ahu one day or less	431	456	-5.3	431	199	116.5	0	256	-100.0
Kaua'i	438	1,004	-56.4	435	132	228.3	3	871	-99.7
Kaua'i only	124	41	200.6	124	41	200.6	0	0	NA
Kaua'i one day or less	29	483	-94.0	29	17	66.0	0	466	-100.0
Maui County	1,400	4,000	-65.0	1,363	591	130.6	37	3,409	-98.9
Maui	1,349	3,925	-65.6	1,312	580	126.3	37	3,346	-98.9
Maui only	459	298	54.1	425	169	151.6	34	129	-73.8
Maui one day or less	81	827	-90.3	81	54	47.8	0	773	-100.0
Moloka'i *	20	107	-81.0	20	11	85.3	0	96	-100.0
Moloka'i only *	3	2	42.9	3	2	42.9	0	0	NA
Moloka'i one day or less*	11	100	-89.3	11	4	146.3	0	96	-100.0
Lāna'i *	62	79	-22.3	62	15	299.2	0	64	-100.0
Lāna'i only *	4	1	283.8	4	1	283.8	0	0	NA
Lāna'i one day or less*	14	70	-80.6	14	7	106.9	0	64	-100.0
Hawai'i Island	1,980	6,412	-69.1	1,937	790	145.1	43	5,622	-99.2
Kona side	1,608	5,237	-69.3	1,565	629	148.8	43	4,608	-99.1
Hilo side	873	2,811	-69.0	873	352	147.8	0	2,459	-100.0
Hawai'i Island only	428	284	51.1	386	209	84.5	43	75	-42.6
Hawai'i Island one day or less	99	1,192	-91.7	99	50	98.2	0	1,141	-100.0
Any Neighbor Island	3,320	8,395	-60.4	3,241	1,303	148.6	80	7,091	-98.9
NI only	1,160	710	63.4	1,084	475	128.3	77	235	-67.4
O'ahu & NI	2,160	7,684	-71.9	2,157	829	160.3	3	6,856	-100.0
Any one island only	4,385	8,109	-45.9	4,035	1,891	113.4	350	6,218	-94.4
Multiple Islands	2,302	7,769	-70.4	2,299	881	160.9	3	6,888	-100.0
Avg. Islands Visited	1.40	1.68	-16.6	1.42	1.38	3.1	1.02	1.74	-41.7
Average Length of Stay in Hawai'i	10.54	9.52	10.7	9.94	10.75	-7.6	21.33	9.26	130.4
O'ahu	8.00	7.13	12.3	7.12	7.96	-10.5	24.68	6.98	253.6
Maui	6.50	3.58	81.5	6.44	7.47	-13.8	8.58	2.91	195.1
Moloka'i	11.32	1.91	493.4	11.32	9.86	14.8	0	1.00	-100.0
Lāna'i	4.84	1.58	205.9	4.84	3.99	21.3	0	1.00	-100.0
Kaua'i	6.29	3.62	73.6	6.30	11.63	-45.8	5.00	2.41	107.8
Hawai'i Island	7.17	3.89	84.2	7.13	6.91	3.2	8.84	3.47	155.0
Hilo	4.49	2.92	53.6	4.49	4.93	-8.9	0	2.63	-100.0
Kona	6.39	3.20	99.9	6.33	5.93	6.7	8.84	2.83	213.0
ACCOMMODATIONS									
Plan to stay in Hotel	5,310	12,976	-59.1	5,096	2,062	147.2	214	10,914	-98.0
Hotel only	4,643	10,403	-55.4	4,429	1,785	148.2	214	8,618	-97.5
Plan to stay in Condo	520	3,188	-83.7	401	132	204.6	118	3,056	-96.1
Condo only	390	1,433	-72.8	272	99	176.1	118	1,335	-91.1
Plan to stay in Timeshare	58	196	-70.6	58	12	381.4	0	184	-100.0
Timeshare only	32	1	2,846.1	32	1	2,846.1	0	0	NA
Cruise Ship	0	104	-100.0	0	9	-100.0	0	96	-100.0
Friends/Relatives	283	631	-55.1	273	215	27.2	10	416	-97.6
Bed & Breakfast	204	254	-19.5	204	99	107.0	0	155	-100.0
Rental House	717	725	-1.0	717	375	91.4	0	350	-100.0
Hostel	67	91	-26.6	65	75	-13.4	2	16	-88.9

Table 34. China Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	73	66	11.8	73	34	117.9	0	32	-100.0
Private Room in Private Home**	121	694	-82.5	118	77	53.5	3	617	-99.5
Shared Room/Space in Private Home**	30	232	-87.3	30	28	6.5	0	204	-100.0
Other Accommodations	125	75	66.6	119	59	101.0	6	16	-61.0
PURPOSE OF TRIP									
Pleasure (Net)	6,276	14,405	-56.4	6,015	2,406	149.9	261	11,998	-97.8
Honeymoon/Get Married	346	1,110	-68.8	343	101	240.5	4	1,010	-99.6
Honeymoon	322	947	-66.0	322	91	255.1	0	857	-100.0
Get Married	35	176	-80.3	31	14	116.4	4	162	-97.8
Pleasure/Vacation	6,002	13,322	-54.9	5,745	2,321	147.5	257	11,001	-97.7
Mtgs/Conventions/Incentive	69	684	-89.9	66	92	-27.9	3	593	-99.5
Conventions	23	392	-94.0	23	55	-57.5	0	337	-100.0
Corporate Meetings	14	131	-89.5	14	3	331.5	0	128	-100.0
Incentive	40	162	-75.0	37	34	8.7	3	128	-97.6
Other Business	41	77	-47.1	37	57	-35.2	4	20	-80.8
Visit Friends/Rel.	288	686	-58.1	222	204	8.9	66	482	-86.3
Gov't/Military	11	13	-20.9	11	13	-20.9	0	0	NA
Attend School	39	86	-54.9	35	22	58.1	4	64	-94.3
Sport Events	14	14	-3.5	14	14	-3.5	0	0	NA
Other	75	259	-71.1	59	83	-28.2	16	177	-91.2
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	65.7	NA	NA	65.7	61.8	4.0	64.4	NA	NA
% Repeaters ***	34.3	NA	NA	34.3	38.2	-4.0	35.6	NA	NA
Average # of Trips	2.0	NA	NA	1.9	2.1	-10.8	4.2	NA	NA
Group Tour	222	NA	NA	222	238	-6.5	0	NA	NA
Non-Group	6,464	NA	NA	6,111	2,534	141.2	353	NA	NA
Package Trip	1,305	NA	NA	1,305	878	48.6	0	NA	NA
No Package	5,382	NA	NA	5,029	1,894	165.5	353	NA	NA
Net True Independent	5,289	NA	NA	4,936	1,830	169.7	353	NA	NA
Ave. Age	30	37	-19.2	30	33	-9.2	36	38	-5.8
Ave. Party Size	1.68	2.50	-32.8	1.73	1.89	-8.2	1.09	2.68	-59.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 35. Taiwan Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	2,113	3,240	-34.8	1,671	272	514.4	442	2,968	-85.1
VISITOR DAYS	36,790	32,410	13.5	25,817	3,366	667.0	10,972	29,045	-62.2
AVERAGE DAILY CENSUS	101	89	13.8	71	9	669.1	30	79	-62.1
ISLANDS VISITED									
O'ahu	1,736	3,110	-44.2	1,333	205	551.1	404	2,905	-86.1
O'ahu only	1,244	1,608	-22.6	845	165	413.5	399	1,444	-72.3
O'ahu one day or less	64	29	121.9	64	15	325.3	0	14	-100.0
Kaua'i	159	149	7.0	157	20	672.7	2	128	-98.6
Kaua'i only	58	13	355.2	56	13	341.5	2	0	NA
Kaua'i one day or less	10	1	887.0	10	1	887.0	0	0	NA
Maui County	381	564	-32.4	370	48	663.5	12	515	-97.8
Maui	279	556	-49.9	267	46	477.6	12	510	-97.7
Maui only	120	95	26.4	109	32	237.1	12	63	-81.7
Maui one day or less	12	75	-84.2	12	0	NA	0	75	-100.0
Moloka'i *	15	11	31.3	15	1	1,229.3	0	10	-100.0
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Moloka'i one day or less*	0	10	-100.0	0	0	NA	0	10	-100.0
Lāna'i *	174	3	5,266.2	174	3	5,266.2	0	0	NA
Lāna'i only *	11	1	912.3	11	1	912.3	0	0	NA
Lāna'i one day or less*	133	0	NA	133	0	NA	0	0	NA
Hawai'i Island	451	1,209	-62.7	422	45	832.2	29	1,164	-97.5
Kona side	367	1,080	-66.0	338	30	1,022.0	29	1,049	-97.2
Hilo side	136	492	-72.3	134	29	363.2	2	463	-99.5
Hawai'i Island only	114	19	498.2	89	19	366.1	25	0	NA
Hawai'i Island one day or less	4	162	-97.3	4	0	NA	0	162	-100.0
Any Neighbor Island	869	1,632	-46.7	826	107	668.8	43	1,524	-97.2
NI only	377	130	189.6	338	67	402.8	38	63	-38.8
O'ahu & NI	492	1,502	-67.2	488	40	1,114.1	4	1,461	-99.7
Any one island only	1,547	1,736	-10.9	1,109	230	383.1	438	1,507	-70.9
Multiple Islands	566	1,504	-62.3	562	42	1,225.5	4	1,461	-99.7
Avg. Islands Visited	1.33	1.56	-14.4	1.42	1.18	20.1	1.01	1.59	-36.5
Average Length of Stay in Hawai'i	17.41	10.00	74.0	15.45	12.37	24.8	24.82	9.79	153.7
O'ahu	14.01	7.96	76.1	10.84	9.43	14.9	24.50	7.86	211.9
Maui	10.60	3.58	196.1	8.71	8.49	2.6	54.57	3.13	1,640.6
Moloka'i	32.61	1.49	2,083.2	32.61	6.00	443.5	0	1.00	-100.0
Lāna'i	4.30	2.00	115.0	4.30	2.00	115.0	0	0	NA
Kaua'i	9.98	3.96	151.9	9.99	11.00	-9.2	9.46	2.85	232.5
Hawai'i Island	14.83	4.18	254.9	14.82	17.80	-16.7	14.99	3.65	310.8
Hilo	13.72	2.51	447.0	13.90	5.41	157.1	2.00	2.33	-14.0
Kona	13.11	3.54	270.6	12.96	21.52	-39.8	14.85	3.02	391.2
ACCOMMODATIONS									
Plan to stay in Hotel	1,312	2,477	-47.0	964	164	486.5	348	2,313	-84.9
Hotel only	1,147	1,686	-31.9	811	140	479.7	336	1,546	-78.2
Plan to stay in Condo	372	672	-44.6	331	20	1,578.0	42	652	-93.6
Condo only	138	101	35.8	106	7	1,526.6	32	95	-66.7
Plan to stay in Timeshare	63	140	-55.2	61	12	390.4	2	128	-98.4
Timeshare only	49	28	76.0	49	3	1,446.5	0	25	-100.0
Cruise Ship	0	0	NA	0	0	NA	0	0	NA
Friends/Relatives	188	350	-46.4	146	35	313.9	42	315	-86.7
Bed & Breakfast	260	85	208.2	260	18	1,346.2	0	66	-100.0
Rental House	128	123	4.7	128	23	455.6	0	100	-100.0
Hostel	28	44	-36.3	27	6	317.5	1	38	-96.2

Table 35. Taiwan Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	15	15	-0.6	15	15	-0.6	0	0	NA
Private Room in Private Home**	23	169	-86.3	21	11	99.5	2	158	-98.9
Shared Room/Space in Private Home**	15	112	-86.2	14	0	NA	2	112	-98.3
Other Accommodations	150	26	469.5	135	14	862.2	15	12	22.4
PURPOSE OF TRIP									
Pleasure (Net)	1,295	2,507	-48.4	1,076	190	464.9	219	2,316	-90.6
Honeymoon/Get Married	145	569	-74.5	142	36	289.3	3	532	-99.4
Honeymoon	85	466	-81.7	82	16	403.0	3	449	-99.3
Get Married	64	103	-38.4	64	20	217.2	0	83	-100.0
Pleasure/Vacation	1,165	1,957	-40.5	949	165	476.8	216	1,792	-88.0
Mtgs/Conventions/Incentive	124	409	-69.6	109	16	577.3	15	393	-96.1
Conventions	24	213	-88.6	24	9	180.6	0	204	-100.0
Corporate Meetings	64	69	-7.2	49	7	555.9	15	62	-75.5
Incentive	56	190	-70.8	56	1	5,219.0	0	189	-100.0
Other Business	146	32	362.7	102	21	373.9	44	10	339.0
Visit Friends/Rel.	254	254	0.1	153	36	330.6	101	218	-53.8
Gov't/Military	308	1	27,872.9	288	1	26,075.3	20	0	NA
Attend School	31	76	-58.8	24	18	32.6	7	57	-88.1
Sport Events	20	1	1,706.1	20	1	1,706.1	0	0	NA
Other	75	79	-5.3	39	16	136.8	36	63	-42.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	48.6	NA	NA	46.5	39.8	6.7	56.3	NA	NA
% Repeaters ***	51.4	NA	NA	53.5	60.2	-6.7	43.7	NA	NA
Average # of Trips	5.0	NA	NA	5.1	5.2	-2.2	4.6	NA	NA
Group Tour	350	NA	NA	350	31	1027.5	0	NA	NA
Non-Group	1,760	NA	NA	1,321	241	448.2	439	NA	NA
Package Trip	447	NA	NA	437	61	616.5	10	NA	NA
No Package	1,665	NA	NA	1,234	211	484.9	431	NA	NA
Net True Independent	1,523	NA	NA	1,095	188	483.5	429	NA	NA
Ave. Age	40	39	1.5	39	38	2.2	42	39	7.8
Ave. Party Size	1.84	2.45	-24.6	2.23	1.65	34.9	1.12	2.56	-56.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 36. Latin America MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	9,348	6,211	50.5	9,287	5,681	63.5	61	530	-88.5
VISITOR DAYS	119,596	88,475	35.2	118,903	84,857	40.1	693	3,618	-80.9
AVERAGE DAILY CENSUS	328	242	35.5	326	232	40.5	2	10	-80.8
ISLANDS VISITED									
O'ahu	6,226	4,537	37.2	6,176	4,007	54.1	50	530	-90.6
O'ahu only	4,134	3,189	29.6	4,084	2,659	53.6	50	530	-90.6
O'ahu one day or less	293	178	64.4	293	178	64.4	0	0	NA
Kaua'i	770	639	20.6	770	639	20.6	0	0	NA
Kaua'i only	321	186	72.5	321	186	72.5	0	0	NA
Kaua'i one day or less	37	66	-43.2	37	66	-43.2	0	0	NA
Maui County	3,604	2,061	74.8	3,595	2,061	74.4	9	0	NA
Maui	3,531	2,031	73.9	3,522	2,031	73.4	9	0	NA
Maui only	1,731	889	94.7	1,721	889	93.6	9	0	NA
Maui one day or less	136	110	24.0	136	110	24.0	0	0	NA
Moloka'i *	79	25	221.3	79	25	221.3	0	0	NA
Moloka'i only *	8	0	NA	8	0	NA	0	0	NA
Moloka'i one day or less*	24	13	85.7	24	13	85.7	0	0	NA
Lāna'i *	110	57	91.4	110	57	91.4	0	0	NA
Lāna'i only *	26	14	84.2	26	14	84.2	0	0	NA
Lāna'i one day or less*	30	12	153.4	30	12	153.4	0	0	NA
Hawai'i Island	1,798	1,048	71.6	1,796	1,048	71.4	2	0	NA
Kona side	1,543	888	73.7	1,541	888	73.5	2	0	NA
Hilo side	518	363	42.7	518	363	42.7	0	0	NA
Hawai'i Island only	763	459	66.3	762	459	65.9	2	0	NA
Hawai'i Island one day or less	68	49	38.8	68	49	38.8	0	0	NA
Any Neighbor Island	5,214	3,022	72.6	5,203	3,022	72.2	11	0	NA
NI only	3,121	1,673	86.5	3,110	1,673	85.9	11	0	NA
O'ahu & NI	2,093	1,348	55.2	2,093	1,348	55.2	0	0	NA
Any one island only	6,983	4,737	47.4	6,922	4,207	64.5	61	530	-88.5
Multiple Islands	2,365	1,473	60.5	2,365	1,473	60.5	0	0	NA
Avg. Islands Visited	1.34	1.34	-0.3	1.34	1.37	-2.4	1.00	1.00	0.0
Average Length of Stay in Hawai'i	12.79	14.25	-10.2	12.80	14.94	-14.3	11.36	6.83	66.3
O'ahu	8.77	8.65	1.3	8.74	8.90	-1.7	11.62	6.83	70.3
Maui	11.10	10.49	5.8	11.10	10.49	5.8	10.67	0	NA
Moloka'i	6.61	1.74	279.5	6.61	1.74	279.5	0	0	NA
Lāna'i	7.82	4.71	66.0	7.82	4.71	66.0	0	0	NA
Kaua'i	8.52	7.57	12.6	8.52	7.57	12.6	0	0	NA
Hawai'i Island	9.94	21.71	-54.2	9.94	21.71	-54.2	7.50	0	NA
Hilo	6.53	6.05	8.0	6.53	6.05	8.0	0	0	NA
Kona	9.40	23.14	-59.4	9.40	23.14	-59.4	7.50	0	NA
ACCOMMODATIONS									
Plan to stay in Hotel	5,412	3,903	38.7	5,376	3,393	58.5	36	511	-92.9
Hotel only	4,863	3,484	39.6	4,827	2,974	62.3	36	511	-92.9
Plan to stay in Condo	929	412	125.3	910	398	128.8	19	15	31.0
Condo only	734	311	136.4	715	296	141.6	19	15	31.0
Plan to stay in Timeshare	233	107	117.4	233	107	117.4	0	0	NA
Timeshare only	161	65	147.3	161	65	147.3	0	0	NA
Cruise Ship	0	110	-100.0	0	110	-100.0	0	0	NA
Friends/Relatives	1,431	786	82.2	1,427	786	81.7	4	0	NA
Bed & Breakfast	93	51	81.6	93	51	81.6	0	0	NA
Rental House	1,260	822	53.3	1,260	822	53.3	0	0	NA
Hostel	393	241	62.9	393	241	62.9	0	0	NA

Table 36. Latin America MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	122	36	242.1	122	36	242.1	0	0	NA
Private Room in Private Home**	213	197	8.2	213	197	8.2	0	0	NA
Shared Room/Space in Private Home**	81	41	97.0	81	41	97.0	0	0	NA
Other Accommodations	202	115	75.1	200	115	73.4	2	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	7,918	4,977	59.1	7,866	4,447	76.9	53	530	-90.0
Honeymoon/Get Married	688	227	203.5	688	227	203.5	0	0	NA
Honeymoon	658	202	226.4	658	202	226.4	0	0	NA
Get Married	56	27	107.1	56	27	107.1	0	0	NA
Pleasure/Vacation	7,297	4,783	52.6	7,244	4,253	70.3	53	530	-90.0
Mtgs/Conventions/Incentive	246	433	-43.0	246	433	-43.0	0	0	NA
Conventions	87	201	-57.0	87	201	-57.0	0	0	NA
Corporate Meetings	68	106	-35.5	68	106	-35.5	0	0	NA
Incentive	110	159	-30.4	110	159	-30.4	0	0	NA
Other Business	166	174	-4.9	164	174	-6.0	2	0	NA
Visit Friends/Rel.	1,073	569	88.4	1,068	569	87.6	5	0	NA
Gov't/Military	25	28	-8.6	25	28	-8.6	0	0	NA
Attend School	69	30	131.8	69	30	131.8	0	0	NA
Sport Events	128	60	112.4	127	60	110.3	1	0	NA
Other	229	269	-14.8	229	269	-14.8	0	0	NA
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	64.0	NA	NA	63.8	61.9	1.9	82.0	NA	NA
% Repeaters ***	36.0	NA	NA	36.2	38.1	-1.9	18.0	NA	NA
Average # of Trips	2.4	NA	NA	2.4	2.5	-3.0	2.9	NA	NA
Group Tour	512	NA	NA	512	466	10.0	0	NA	NA
Non-Group	8,835	NA	NA	8,774	5,215	68.3	61	NA	NA
Package Trip	1,969	NA	NA	1,969	1,511	30.3	0	NA	NA
No Package	7,378	NA	NA	7,317	4,170	75.5	61	NA	NA
Net True Independent	7,168	NA	NA	7,107	4,016	77.0	61	NA	NA
Ave. Age	40	43	-7.7	40	43	-7.1	40	46	-13.0
Ave. Party Size	1.89	2.02	-6.8	1.89	1.98	-4.1	1.10	2.73	-59.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 37. Other MMA Air Visitor Characteristics
2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
VISITOR ARRIVALS	144,853	90,839	59.5	130,228	53,229	144.7	14,625	37,610	-61.1
VISITOR DAYS	1,592,643	1,058,948	50.4	1,355,300	669,920	102.3	237,342	389,028	-39.0
AVERAGE DAILY CENSUS	4,363	2,893	50.8	3,713	1,830	102.9	650	1,063	-38.8
ISLANDS VISITED									
O'ahu	88,161	67,985	29.7	74,341	31,923	132.9	13,819	36,062	-61.7
O'ahu only	74,824	50,679	47.6	61,265	24,541	149.6	13,558	26,138	-48.1
O'ahu one day or less	2,048	1,256	63.0	2,046	1,256	62.8	2	0	NA
Kaua'i	14,734	11,068	33.1	14,587	7,053	106.8	147	4,015	-96.3
Kaua'i only	9,407	3,587	162.3	9,273	3,587	158.5	134	0	NA
Kaua'i one day or less	530	554	-4.5	530	554	-4.5	0	0	NA
Maui County	40,444	23,564	71.6	39,887	16,414	143.0	557	7,150	-92.2
Maui	39,498	23,223	70.1	38,941	16,073	142.3	557	7,150	-92.2
Maui only	29,253	10,221	186.2	28,939	10,192	183.9	315	29	983.6
Maui one day or less	1,066	1,568	-32.0	840	659	27.4	226	908	-75.1
Moloka'i *	692	1,978	-65.0	692	464	49.1	0	1,514	-100.0
Moloka'i only *	170	87	95.6	170	87	95.6	0	0	NA
Moloka'i one day or less*	235	1,644	-85.7	235	130	80.4	0	1,514	-100.0
Lāna'i *	1,083	387	179.7	1,083	387	179.7	0	0	NA
Lāna'i only *	341	91	276.6	341	91	276.6	0	0	NA
Lāna'i one day or less*	362	136	165.8	362	136	165.8	0	0	NA
Hawai'i Island	21,122	13,569	55.7	20,752	10,234	102.8	370	3,336	-88.9
Kona side	18,496	11,916	55.2	18,130	8,581	111.3	366	3,336	-89.0
Hilo side	5,604	4,507	24.3	5,598	3,599	55.6	6	908	-99.3
Hawai'i Island only	14,344	5,771	148.5	13,986	5,766	142.6	358	5	7,290.7
Hawai'i Island one day or less	624	1,237	-49.6	622	329	89.0	2	908	-99.7
Any Neighbor Island	70,030	40,160	74.4	68,963	28,688	140.4	1,067	11,472	-90.7
NI only	56,693	22,854	148.1	55,887	21,307	162.3	806	1,548	-47.9
O'ahu & NI	13,337	17,306	-22.9	13,076	7,381	77.2	261	9,925	-97.4
Any one island only	128,338	70,435	82.2	113,974	44,263	157.5	14,364	26,171	-45.1
Multiple Islands	16,515	20,404	-19.1	16,254	8,966	81.3	261	11,439	-97.7
Avg. Islands Visited	1.14	1.30	-12.3	1.15	1.24	-7.0	1.02	1.38	-26.5
Average Length of Stay in Hawai'i	10.99	11.66	-5.7	10.41	12.59	-17.3	16.23	10.34	56.9
O'ahu	10.21	9.50	7.5	9.06	10.41	-13.0	16.40	8.69	88.8
Maui	8.83	8.28	6.6	8.80	9.20	-4.4	10.91	6.21	75.5
Moloka'i	8.45	2.47	241.5	8.45	7.28	16.0	0	1.00	-100.0
Lāna'i	5.58	4.53	23.1	5.58	4.53	23.1	0	0	NA
Kaua'i	8.42	7.52	12.0	8.47	8.96	-5.5	3.86	4.98	-22.5
Hawai'i Island	9.85	9.66	1.9	9.83	11.85	-17.1	10.99	2.94	273.5
Hilo	7.13	6.59	8.1	7.13	8.01	-10.9	2.42	1.00	142.2
Kona	9.08	8.51	6.8	9.04	10.78	-16.1	11.06	2.67	314.2
ACCOMMODATIONS									
Plan to stay in Hotel	76,522	50,136	52.6	69,305	27,110	155.6	7,217	23,026	-68.7
Hotel only	68,078	40,004	70.2	61,044	22,970	165.8	7,034	17,034	-58.7
Plan to stay in Condo	23,920	12,278	94.8	21,317	6,896	209.1	2,604	5,383	-51.6
Condo only	19,991	6,048	230.6	17,416	5,442	220.0	2,574	606	325.1
Plan to stay in Timeshare	11,540	3,127	269.1	11,219	3,127	258.8	321	0	NA
Timeshare only	9,429	2,580	265.5	9,211	2,580	257.0	218	0	NA
Cruise Ship	0	713	-100.0	0	713	-100.0	0	0	NA
Friends/Relatives	21,953	20,324	8.0	18,792	9,967	88.5	3,161	10,357	-69.5
Bed & Breakfast	1,326	1,647	-19.5	1,326	850	55.9	0	796	-100.0
Rental House	13,610	8,045	69.2	13,582	5,909	129.8	28	2,135	-98.7
Hostel	1,566	1,140	37.3	1,315	1,140	15.3	251	0	NA

Table 37. Other MMA Air Visitor Characteristics (continued)

2021 vs. 2020

	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Camp Site, Beach	775	608	27.4	775	608	27.4	0	0	NA
Private Room in Private Home**	1,581	1,821	-13.2	1,470	1,215	21.0	111	606	-81.6
Shared Room/Space in Private Home**	519	400	29.8	506	396	27.7	13	4	238.6
Other Accommodations	4,186	2,334	79.4	3,082	1,789	72.3	1,104	545	102.5
PURPOSE OF TRIP									
Pleasure (Net)	110,125	61,200	79.9	104,597	36,775	184.4	5,528	24,424	-77.4
Honeymoon/Get Married	5,031	2,353	113.8	5,004	1,745	186.7	28	608	-95.5
Honeymoon	4,345	2,089	108.0	4,335	1,483	192.3	11	606	-98.2
Get Married	908	364	149.7	891	361	146.8	17	2	595.3
Pleasure/Vacation	105,955	59,152	79.1	100,449	35,336	184.3	5,506	23,816	-76.9
Mtgs/Conventions/Incentive	2,246	8,399	-73.3	2,075	3,474	-40.3	170	4,925	-96.5
Conventions	1,017	6,019	-83.1	909	2,002	-54.6	108	4,017	-97.3
Corporate Meetings	726	1,711	-57.6	687	803	-14.4	39	908	-95.7
Incentive	644	788	-18.3	621	788	-21.2	23	0	NA
Other Business	3,884	3,797	2.3	3,545	2,999	18.2	339	798	-57.5
Visit Friends/Rel.	23,618	18,373	28.5	18,754	8,975	108.9	4,864	9,398	-48.2
Gov't/Military	4,648	3,041	52.8	2,610	1,394	87.3	2,037	1,648	23.6
Attend School	780	419	86.2	755	401	88.4	25	18	37.4
Sport Events	652	382	70.7	624	382	63.5	28	0	NA
Other	6,335	4,681	35.3	4,626	2,829	63.5	1,710	1,852	-7.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	34.4	NA	NA	32.9	34.5	-1.5	47.3	NA	NA
% Repeaters ***	65.6	NA	NA	67.1	65.5	1.5	52.7	NA	NA
Average # of Trips	5.5	NA	NA	5.6	5.8	-3.1	4.9	NA	NA
Group Tour	2,097	NA	NA	2,095	1,940	8.0	2	NA	NA
Non-Group	142,756	NA	NA	128,133	51,289	149.8	14,623	NA	NA
Package Trip	18,731	NA	NA	18,583	8,138	128.4	148	NA	NA
No Package	126,122	NA	NA	111,645	45,091	147.6	14,477	NA	NA
Net True Independent	125,076	NA	NA	110,599	44,320	149.5	14,477	NA	NA
Ave. Age	45	44	2.1	45	45	0.4	42	40	4.1
Ave. Party Size	1.93	1.81	6.4	2.07	1.82	13.8	1.20	1.80	-33.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 38. 2021 Air Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)

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	6.9	6.9	13.7	4.9	5.0	10.0	1.6	2.1	3.7	2.8	2.9	5.7	4.3	4.7	9.0
13-17	3.8	4.1	7.9	3.6	4.0	7.6	0.7	1.0	1.7	1.3	2.0	3.3	2.9	3.5	6.4
18-24	4.7	6.0	10.7	5.2	6.9	12.1	3.8	6.4	10.2	3.2	4.9	8.1	7.4	9.6	17.0
25-40	12.3	14.7	26.9	13.6	15.8	29.4	10.9	16.4	27.3	13.1	15.3	28.4	17.4	16.3	33.6
41-59	11.9	13.4	25.3	12.2	13.8	26.0	15.9	17.9	33.7	13.5	15.4	28.9	11.4	10.6	22.0
>60	7.3	8.1	15.5	7.1	7.9	15.0	11.1	12.3	23.4	12.9	12.7	25.6	5.8	6.1	11.9
Total	46.8	53.2	100.0	46.6	53.4	100.0	44.0	56.0	100.0	46.8	53.2	100.0	49.2	50.8	100.0
Visitors	2,093,567	2,380,022	4,473,588	929,756	1,065,555	1,995,311	8,334	10,603	18,936	41,158	46,741	87,900	9,237	9,538	18,775

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	2.7	1.9	4.6	2.3	2.5	4.8	4.9	4.7	9.5	5.1	5.5	10.7	6.2	6.2	12.4
13-17	1.7	1.9	3.6	1.4	2.4	3.8	3.2	3.5	6.7	3.4	3.5	6.9	3.6	4.0	7.7
18-24	7.1	9.2	16.4	6.5	8.4	14.9	5.7	7.8	13.5	4.8	5.8	10.7	4.9	6.3	11.1
25-40	19.1	15.5	34.6	22.3	25.6	48.0	17.9	20.2	38.1	13.0	14.7	27.7	12.8	15.1	27.8
41-59	15.5	12.1	27.6	8.4	8.9	17.3	11.2	11.3	22.5	12.8	14.4	27.3	12.0	13.6	25.6
>60	5.7	7.6	13.2	5.2	6.0	11.2	4.6	5.1	9.7	8.1	8.6	16.8	7.3	8.1	15.4
Total	51.8	48.2	100.0	46.1	53.9	100.0	47.4	52.6	100.0	47.4	52.6	100.0	46.8	53.2	100.0
Visitors	3,379	3,145	6,524	10,393	12,132	22,524	4,434	4,913	9,348	68,659	76,194	144,853	3,168,891	3,608,869	6,777,760

Table 39. Honeymoon Air Visitor Characteristics
2021 vs. 2020

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	2,166,968	716,324	202.5	2,120,431	442,033	379.7	46,536	274,291	-83.0
Total Visitors	238,889	88,981	168.5	233,858	47,461	392.7	5,031	41,520	-87.9
PARTY SIZE									
One	15,061	3,544	325.0	14,557	3,113	367.7	504	431	16.9
Two	194,354	77,007	152.4	190,086	38,770	390.3	4,270	38,237	-88.8
Three or more	29,474	8,431	249.6	29,215	5,579	423.7	257	2,852	-91.0
Avg Party Size	2.00	2.02	-0.7	2.00	1.99	0.6	1.85	2.04	-9.3
VISIT STATUS									
First-Time	141,953	NA	NA	138,454	26,749	417.6	3,499	NA	NA
Repeat	96,936	NA	NA	95,404	20,712	360.6	1,532	NA	NA
Average # of Trips	2.56	NA	NA	2.55	2.95	-13.3	2.70	NA	NA
TRAVEL METHOD									
Group Tour	2,920	NA	NA	2,496	658	279.5	424	NA	NA
Package	53,988	NA	NA	51,963	10,580	391.1	2,024	NA	NA
Group Tour & Pkg	1,340	NA	NA	957	335	185.3	383	NA	NA
True Independent	183,322	NA	NA	180,356	36,559	393.3	2,966	NA	NA
ISLANDS VISITED									
O'ahu	114,001	63,576	79.3	109,876	23,562	366.3	4,125	40,014	-89.7
Maui County	113,441	24,063	371.4	111,979	20,562	444.6	1,462	3,501	-58.2
Maui	111,803	23,800	369.8	110,341	20,299	443.6	1,462	3,501	-58.2
Moloka'i *	1,136	276	311.9	1,136	271	319.3	0	5	-100.0
Lāna'i *	3,868	546	608.9	3,863	490	689.2	5	56	-91.3
Kaua'i	44,095	11,021	300.1	43,777	9,791	347.1	318	1,230	-74.1
Hawai'i Island	38,651	12,860	200.5	38,071	8,645	340.4	580	4,215	-86.2
Hilo	12,249	5,293	131.4	12,054	3,636	231.5	194	1,657	-88.3
Kona	34,609	10,703	223.4	34,049	7,397	360.3	560	3,306	-83.1
LENGTH OF STAY									
O'ahu (days)	6.32	6.09	3.7	6.28	6.36	-1.2	7.38	5.93	24.5
Maui (days)	7.55	7.22	4.6	7.56	7.68	-1.6	7.08	4.52	56.5
Moloka'i (days)	5.38	6.68	-19.3	5.38	6.78	-20.5	0	1.00	-100.0
Lāna'i (days)	4.21	3.78	11.2	4.21	3.86	9.1	1.52	3.12	-51.2
Kaua'i (days)	6.85	6.69	2.4	6.86	6.93	-1.0	6.11	4.80	27.3
Hawai'i Island (days)	7.19	6.20	15.9	7.20	7.49	-3.9	6.51	3.56	82.8
Hilo (days)	4.15	3.67	13.0	4.18	4.23	-1.2	2.37	2.44	-3.0
Kona (days)	6.56	5.64	16.4	6.57	6.68	-1.6	5.93	3.32	78.7
Statewide (days)	9.07	8.05	12.7	9.07	9.31	-2.6	9.25	6.61	40.0
ACCOMMODATIONS									
Hotel	176,205	70,921	148.5	172,015	32,461	429.9	4,190	38,461	-89.1
Hotel Only	150,835	64,197	135.0	147,141	27,177	441.4	3,694	37,020	-90.0
Condo	35,467	8,846	301.0	34,844	6,448	440.4	623	2,398	-74.0
Condo Only	24,388	6,049	303.2	24,019	4,592	423.1	368	1,457	-74.7
Timeshare	14,496	3,712	290.5	14,376	3,242	343.4	120	469	-74.4
Timeshare Only	10,720	2,705	296.2	10,671	2,384	347.6	48	321	-85.0
Rental House	25,506	6,233	309.2	25,210	5,512	357.4	296	721	-59.0
Hostel	1,013	425	138.4	972	345	181.9	41	80	-48.8
Camp Site	2,183	859	154.2	2,133	715	198.4	50	144	-65.5
Private Room in Private Home**	2,386	984	142.5	2,300	746	208.1	87	238	-63.6
Shared Room/Space in Private Home**	475	312	52.3	464	212	119.5	11	100	-89.1
Bed & Breakfast	5,629	1,620	247.5	5,543	1,329	316.9	86	291	-70.4
Cruise Ship	0	798	-100.0	0	683	-100.0	0	115	-100.0
Friends or Relatives	7,486	2,959	152.9	7,280	2,524	188.4	206	435	-52.6
PURPOSE OF TRIP									
Pleasure (Net)	238,889	88,981	168.5	233,858	47,461	392.7	5,031	41,520	-87.9
Vacation	37,071	10,150	265.2	36,701	7,604	382.7	370	2,546	-85.5
Honeymoon	238,889	88,981	168.5	233,858	47,461	392.7	5,031	41,520	-87.9
Getting Married	11,234	6,436	74.5	11,051	3,223	242.8	183	3,213	-94.3
MC&I (Net)	1,006	508	98.2	992	420	136.2	15	88	-83.3
Convention/Conf.	409	249	64.4	400	236	69.8	9	13	-33.5
Corp. Meetings	443	110	302.6	439	97	352.7	4	13	-68.2
Incentive	459	253	81.3	457	178	156.3	2	75	-97.6
Other Business	773	309	150.6	769	309	149.3	4	0	NA
Visit Friends/Relatives	5,010	1,303	284.4	4,996	1,239	303.2	14	64	-77.7
Government/Military	245	116	111.0	245	116	111.0	0	0	NA
Attend School	157	29	450.1	157	29	450.1	0	0	NA
Sport Events	231	89	159.3	231	89	159.3	0	0	NA
Other Purpose	1,620	973	66.4	1,602	456	251.0	18	517	-96.5
Average Age	33	34	-1.1	33	35	-5.5	33	32	1.9

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

Table 40. Get Married Air Visitor Characteristics

2021 vs. 2020

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	447,831	189,352	136.5	441,816	145,562	203.5	6,015	43,789	-86.3
Total Visitors	45,874	20,539	123.4	45,350	14,301	217.1	524	6,238	-91.6
PARTY SIZE									
One	5,104	2,164	135.9	4,963	1,996	148.6	141	168	-15.7
Two	21,504	11,099	93.7	21,138	6,737	213.8	368	4,362	-91.6
Three or more	19,265	7,276	164.8	19,249	5,567	245.8	15	1,708	-99.1
Avg Party Size	2.27	2.19	3.5	2.28	2.15	5.8	1.60	2.28	-30.0
VISIT STATUS									
First-Time	17,700	NA	NA	17,468	4,979	250.8	232	NA	NA
Repeat	28,173	NA	NA	27,881	9,321	199.1	292	NA	NA
Average # of Trips	4.35	NA	NA	4.34	4.71	-7.8	4.85	NA	NA
TRAVEL METHOD									
Group Tour	788	NA	NA	740	293	152.4	48	NA	NA
Package	7,180	NA	NA	7,024	2,250	212.1	156	NA	NA
Group Tour & Pkg	276	NA	NA	247	98	150.8	29	NA	NA
True Independent	38,181	NA	NA	37,832	11,855	219.1	350	NA	NA
ISLANDS VISITED									
O'ahu	22,213	12,573	76.7	21,840	6,707	225.6	373	5,866	-93.6
Maui County	18,206	6,230	192.2	18,028	5,580	223.1	178	650	-72.7
Maui	17,836	6,049	194.8	17,658	5,400	227.0	178	650	-72.7
Moloka'I *	281	122	129.6	280	122	128.8	1	0	NA
Lāna'i *	718	258	178.5	690	223	208.8	28	34	-18.4
Kaua'i	6,513	2,757	136.2	6,496	2,513	158.5	17	244	-93.0
Hawai'i Island	7,564	3,072	146.3	7,530	2,427	210.2	35	644	-94.6
Hilo	1,963	1,096	79.2	1,951	783	149.1	12	312	-96.2
Kona	6,847	2,611	162.2	6,813	2,191	211.0	34	420	-92.0
LENGTH OF STAY									
O'ahu (days)	7.70	7.21	6.9	7.67	8.13	-5.6	9.70	6.16	57.4
Maui (days)	8.54	8.56	-0.2	8.52	8.81	-3.3	9.73	6.43	51.4
Moloka'i (days)	11.18	7.05	58.6	11.21	7.05	59.0	3	0.00	NA
Lāna'i (days)	3.82	5.74	-33.4	3.82	6.47	-41.0	3.89	1.00	289.1
Kaua'i (days)	7.97	7.56	5.4	7.97	7.94	0.3	8.17	3.56	129.7
Hawai'i Island (days)	8.82	7.75	13.8	8.80	8.74	0.7	11.95	4.01	198.2
Hilo (days)	5.74	4.77	20.4	5.76	4.84	19.1	3.00	4.61	-35.0
Kona (days)	8.09	7.11	13.8	8.08	7.95	1.5	11.26	2.72	314.4
Statewide (days)	9.76	9.22	5.9	9.74	10.18	-4.3	11.48	7.02	63.5
ACCOMMODATIONS									
Hotel	27,025	13,417	101.4	26,665	7,761	243.6	359	5,656	-93.6
Hotel Only	21,987	11,564	90.1	21,728	6,196	250.7	258	5,368	-95.2
Condo	9,897	3,098	219.4	9,795	2,472	296.2	101	626	-83.8
Condo Only	7,368	2,221	231.8	7,333	1,850	296.4	35	371	-90.5
Timeshare	2,661	962	176.7	2,619	889	194.5	42	72	-42.5
Timeshare Only	1,868	626	198.6	1,837	611	200.7	31	15	112.3
Rental House	7,428	2,909	155.3	7,374	2,751	168.0	54	158	-65.7
Hostel	374	119	215.2	374	119	215.2	0	0	NA
Camp Site	418	194	115.5	405	164	146.4	13	30	-55.5
Private Room in Private Home**	643	230	179.1	613	204	200.4	30	26	13.3
Shared Room/Space in Private Home**	218	98	122.9	217	98	121.6	1	0	NA
Bed & Breakfast	995	346	187.7	983	285	244.6	12	60	-80.7
Cruise Ship	0	181	-100.0	0	181	-100.0	0	0	NA
Friends or Relatives	3,548	1,587	123.6	3,503	1,563	124.1	45	24	87.1
PURPOSE OF TRIP									
Pleasure (Net)	45,874	20,539	123.4	45,350	14,301	217.1	524	6,238	-91.6
Vacation	17,620	5,958	195.7	17,520	4,804	264.7	101	1,154	-91.3
Honeymoon	11,234	6,436	74.5	11,051	3,223	242.8	183	3,213	-94.3
Getting Married	45,874	20,539	123.4	45,350	14,301	217.1	524	6,238	-91.6
MC&I (Net)	797	291	173.6	797	252	216.2	0	39	-100.0
Convention/Conf.	421	175	139.9	421	162	159.2	0	13	-100.0
Corp. Meetings	363	73	400.1	363	60	510.2	0	13	-100.0
Incentive	403	172	134.9	403	145	177.3	0	26	-100.0
Other Business	453	206	119.6	453	206	119.6	0	0	NA
Visit Friends/Relatives	2,823	1,039	171.5	2,802	1,028	172.7	21	12	73.8
Government/Military	221	71	212.2	221	71	212.2	0	0	NA
Attend School	198	42	369.3	198	42	369.3	0	0	NA
Sport Events	224	82	171.2	224	82	171.2	0	0	NA
Other Purpose	698	774	-9.9	681	265	157.0	17	509	-96.7
Average Age	39	39	0.4	39	40	-3.1	35	36	-3.8

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

Table 41. Meetings, Conventions, and Incentives Air Visitor Characteristics
2021 vs. 2020

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	824,165	1,033,260	-20.2	801,542	818,135	-2.0	22,623	215,125	-89.5
Total Visitors	97,243	132,442	-26.6	95,390	99,372	-4.0	1,853	33,070	-94.4
PARTY SIZE									
One	21,134	29,966	-29.5	20,319	24,492	-17.0	815	5,474	-85.1
Two	44,586	53,403	-16.5	44,132	46,506	-5.1	454	6,898	-93.4
Three or more	31,523	49,072	-35.8	30,939	28,374	9.0	584	20,698	-97.2
Avg Party Size	1.90	1.96	-3.1	1.91	1.81	5.5	1.56	2.63	-40.4
VISIT STATUS									
First-Time	26,106	NA	NA	25,278	23,868	5.9	829	NA	NA
Repeat	71,137	NA	NA	70,112	75,504	-7.1	1,025	NA	NA
Average # of Trips	5.49	NA	NA	5.50	5.75	-4.5	4.89	NA	NA
TRAVEL METHOD									
Group Tour	12,973	NA	NA	12,795	11,278	13.4	178	NA	NA
Package	22,110	NA	NA	21,802	17,994	21.2	308	NA	NA
Group Tour & Pkg	7,990	NA	NA	7,879	6,716	17.3	111	NA	NA
True Independent	70,150	NA	NA	68,672	76,816	-10.6	1,479	NA	NA
ISLANDS VISITED									
O'ahu	32,648	68,579	-52.4	31,571	40,519	-22.1	1,077	28,060	-96.2
Maui County	44,501	43,980	1.2	43,878	40,114	9.4	623	3,866	-83.9
Maui	43,290	42,978	0.7	42,668	39,145	9.0	622	3,833	-83.8
Moloka'i *	468	488	-4.2	468	472	-0.9	0	16	-100.0
Lāna'i *	1,775	1,389	27.8	1,774	1,323	34.1	1	66	-98.9
Kaua'i	10,932	15,244	-28.3	10,776	14,738	-26.9	156	506	-69.1
Hawai'i Island	21,914	24,368	-10.1	21,630	19,354	11.8	284	5,014	-94.3
Hilo	3,431	5,869	-41.6	3,379	4,020	-15.9	51	1,850	-97.2
Kona	20,361	21,756	-6.4	20,100	17,315	16.1	262	4,441	-94.1
LENGTH OF STAY									
O'ahu (days)	6.71	6.02	11.6	6.62	6.25	5.9	9.44	5.67	66.4
Maui (days)	7.63	7.62	0.1	7.61	7.62	-0.1	8.73	7.68	13.8
Moloka'i (days)	7.54	4.39	71.8	7.54	4.50	67.5	0	1.00	-100.0
Lāna'i (days)	4.80	4.84	-0.8	4.80	4.98	-3.6	7.00	2.01	247.7
Kaua'i (days)	7.41	7.48	-0.9	7.44	7.46	-0.3	5.20	7.96	-34.7
Hawai'i Island (days)	8.30	6.99	18.8	8.12	7.65	6.2	21.84	4.44	391.6
Hilo (days)	5.33	4.20	26.9	5.29	5.16	2.7	7.92	2.13	272.2
Kona (days)	8.03	6.69	20.0	7.85	7.35	6.8	22.17	4.13	436.7
Statewide (days)	8.48	7.80	8.6	8.40	8.23	2.1	12.21	6.51	87.7
ACCOMMODATIONS									
Hotel	79,614	112,366	-29.1	78,350	84,258	-7.0	1,263	28,107	-95.5
Hotel Only	71,877	102,957	-30.2	70,714	76,032	-7.0	1,163	26,925	-95.7
Condo	9,856	10,164	-3.0	9,606	7,707	24.6	251	2,457	-89.8
Condo Only	6,121	6,572	-6.9	5,898	4,823	22.3	223	1,749	-87.2
Timeshare	3,679	2,701	36.2	3,628	2,430	49.3	52	271	-81.0
Timeshare Only	2,410	1,458	65.2	2,362	1,347	75.3	48	111	-56.8
Rental House	6,646	7,699	-13.7	6,557	6,754	-2.9	89	945	-90.6
Hostel	738	871	-15.3	683	770	-11.3	54	101	-45.9
Camp Site	548	669	-18.1	545	601	-9.3	3	68	-95.4
Private Room in Private Home**	846	1,006	-15.9	817	939	-13.0	29	67	-56.6
Shared Room/Space in Private Home**	458	450	1.8	457	421	8.5	1	29	-95.7
Bed & Breakfast	956	2,240	-57.3	935	1,145	-18.4	22	1,095	-98.0
Cruise Ship	0	371	-100.0	0	322	-100.0	0	50	-100.0
Friends or Relatives	3,826	4,488	-14.8	3,626	3,409	6.4	200	1,079	-81.5
PURPOSE OF TRIP									
Pleasure (Net)	34,743	43,300	-19.8	34,220	32,891	4.0	523	10,409	-95.0
Vacation	34,061	42,947	-20.7	33,544	32,613	2.9	517	10,334	-95.0
Honeymoon	1,006	508	98.2	992	420	136.2	15	88	-83.3
Getting Married	797	291	173.6	797	252	216.2	0	39	-100.0
MC&I (Net)	97,243	132,442	-26.6	95,390	99,372	-4.0	1,853	33,070	-94.4
Convention/Conf.	43,621	77,848	-44.0	43,061	63,258	-31.9	560	14,590	-96.2
Corp. Meetings	28,882	24,396	18.4	28,179	21,473	31.2	703	2,923	-75.9
Incentive	28,451	34,098	-16.6	27,826	17,909	55.4	624	16,190	-96.1
Other Business	2,795	2,257	23.9	2,774	2,186	26.9	21	71	-70.2
Visit Friends/Relatives	2,834	2,272	24.7	2,768	2,196	26.1	65	76	-13.6
Government/Military	612	499	22.6	604	499	21.1	8	0	NA
Attend School	338	139	142.9	338	136	148.0	0	3	-100.0
Sport Events	432	410	5.5	425	158	168.9	7	252	-97.1
Other Purpose	859	662	29.7	824	527	56.5	35	136	-74.3
Average Age	46	45	2.7	46	47	-0.8	45	41	9.8

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

Table 42. Visit Friends and Relatives Air Visitor Characteristics
2021 vs. 2020

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	9,801,925	4,920,726	99.2	9,513,511	4,646,283	104.8	288,413	274,444	5.1
Total Visitors	837,314	340,936	145.6	823,269	314,952	161.4	14,045	25,984	-45.9
PARTY SIZE									
One	244,976	124,592	96.6	236,603	115,046	105.7	8,374	9,546	-12.3
Two	279,790	118,469	136.2	276,244	110,245	150.6	3,544	8,224	-56.9
Three or more	312,548	97,875	219.3	310,422	89,660	246.2	2,127	8,214	-74.1
Avg Party Size	1.80	1.63	10.8	1.82	1.63	11.5	1.30	1.62	-19.5
VISIT STATUS									
First-Time	174,144	NA	NA	170,161	57,744	194.7	3,983	NA	NA
Repeat	663,170	NA	NA	653,108	257,208	153.9	10,062	NA	NA
Average # of Trips	8.08	NA	NA	8.09	8.48	-4.7	7.52	NA	NA
TRAVEL METHOD									
Group Tour	4,594	NA	NA	4,502	1,761	155.7	92	NA	NA
Package	36,471	NA	NA	36,191	11,450	216.1	279	NA	NA
Group Tour & Pkg	1,029	NA	NA	994	438	126.8	35	NA	NA
True Independent	797,278	NA	NA	783,570	302,179	159.3	13,708	NA	NA
ISLANDS VISITED									
O'ahu	556,708	226,728	145.5	545,329	204,490	166.7	11,379	22,239	-48.8
Maui County	154,032	62,844	145.1	151,765	59,705	154.2	2,266	3,139	-27.8
Maui	148,919	60,689	145.4	146,689	57,649	154.5	2,231	3,040	-26.6
Moloka'i *	4,643	2,229	108.3	4,632	2,135	116.9	12	93	-87.6
Lāna'i *	4,131	1,681	145.8	4,087	1,607	154.4	44	74	-41.0
Kaua'i	66,086	25,669	157.5	65,802	24,617	167.3	284	1,052	-73.0
Hawai'i Island	150,723	62,785	140.1	149,733	59,143	153.2	990	3,643	-72.8
Hilo	56,281	24,311	131.5	56,057	22,646	147.5	224	1,665	-86.6
Kona	119,971	49,694	141.4	119,071	46,273	157.3	900	3,421	-73.7
LENGTH OF STAY									
O'ahu (days)	10.34	12.70	-18.5	10.15	13.08	-22.4	19.58	9.23	112.1
Maui (days)	10.57	12.94	-18.3	10.46	13.06	-19.9	17.86	10.72	66.6
Moloka'i (days)	9.35	10.64	-12.1	9.36	10.76	-12.9	2	7.91	-69.9
Lāna'i (days)	6.29	6.31	-0.4	6.28	6.39	-1.8	6.87	4.59	49.7
Kaua'i (days)	10.66	13.30	-19.8	10.64	13.56	-21.5	15.15	7.31	107.2
Hawai'i Island (days)	11.25	14.02	-19.8	11.18	14.42	-22.5	21.34	7.62	180.1
Hilo (days)	8.89	11.13	-20.1	8.88	11.74	-24.4	11.47	2.79	311.6
Kona (days)	9.96	12.27	-18.9	9.88	12.68	-22.1	20.62	6.76	205.2
Statewide (days)	11.71	14.43	-18.9	11.56	14.75	-21.7	20.53	10.56	94.4
ACCOMMODATIONS									
Hotel	196,415	63,376	209.9	191,285	55,538	244.4	5,130	7,838	-34.6
Hotel Only	128,385	40,095	220.2	123,778	33,715	267.1	4,607	6,380	-27.8
Condo	86,185	29,940	187.9	83,961	26,598	215.7	2,224	3,342	-33.5
Condo Only	58,960	19,827	197.4	57,014	17,581	224.3	1,947	2,246	-13.4
Timeshare	30,958	9,405	229.1	30,597	9,008	239.7	361	398	-9.2
Timeshare Only	19,288	5,499	250.8	18,996	5,268	260.6	292	230	26.7
Rental House	63,678	23,711	168.6	63,188	22,496	180.9	490	1,215	-59.7
Hostel	3,598	1,730	107.9	3,481	1,570	121.7	117	160	-27.3
Camp Site	5,370	2,391	124.6	5,311	2,297	131.2	59	93	-37.0
Private Room in Private Home**	14,426	8,664	66.5	14,209	8,011	77.4	217	653	-66.8
Shared Room/Space in Private Home**	4,220	2,587	63.1	4,099	2,463	66.5	121	125	-2.8
Bed & Breakfast	6,663	2,943	126.4	6,650	2,796	137.8	12	147	-91.7
Cruise Ship	0	532	-100.0	0	532	-100.0	0	0	NA
Friends or Relatives	541,693	237,112	128.5	535,913	223,685	139.6	5,780	13,426	-57.0
PURPOSE OF TRIP									
Pleasure (Net)	229,274	81,489	181.4	227,696	74,859	204.2	1,578	6,629	-76.2
Vacation	226,513	80,629	180.9	224,946	74,031	203.9	1,567	6,598	-76.2
Honeymoon	5,010	1,303	284.4	4,996	1,239	303.2	14	64	-77.7
Getting Married	2,823	1,039	171.5	2,802	1,028	172.7	21	12	73.8
MC&I (Net)	2,834	2,272	24.7	2,768	2,196	26.1	65	76	-13.6
Convention/Conf.	1,190	1,427	-16.6	1,161	1,377	-15.7	29	50	-41.9
Corp. Meetings	1,168	590	98.0	1,150	565	103.5	19	25	-26.1
Incentive	907	391	131.8	889	391	127.3	17	0	NA
Other Business	11,253	6,067	85.5	11,198	5,990	86.9	55	76	-27.2
Visit Friends/Relatives	837,314	340,936	145.6	823,269	314,952	161.4	14,045	25,984	-45.9
Government/Military	2,386	1,082	120.5	2,333	1,032	126.0	53	49	6.8
Attend School	1,341	626	114.2	1,331	622	114.1	10	4	131.8
Sport Events	1,293	900	43.6	1,266	851	48.8	27	49	-46.0
Other Purpose	10,876	6,299	72.7	10,732	5,982	79.4	145	317	-54.4
Average Age	43	43	-0.6	43	44	-1.1	46	42	10.2

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

Table 43. Family Air Visitors Characteristics
2021 vs. 2020

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	18,106,892	5,920,644	205.8	17,980,429	4,738,330	279.5	126,462	1,182,314	-89.3
Total Visitors	1,982,175	609,244	225.3	1,971,257	465,067	323.9	10,918	144,177	-92.4
PARTY SIZE									
One	12,111	0	NA	12,111	0	NA	0	0	NA
Two	106,366	35,500	199.6	105,728	32,151	228.8	638	3,349	-80.9
Three or more	1,863,698	573,744	224.8	1,853,418	432,916	328.1	10,280	140,828	-92.7
Avg Party Size	3.87	3.94	-1.7	3.87	3.83	1.1	3.94	4.33	-9.1
VISIT STATUS									
First-Time	496,059	NA	NA	493,777	94,621	421.8	2,282	NA	NA
Repeat	1,486,116	NA	NA	1,477,480	370,446	298.8	8,636	NA	NA
Average # of Trips	5.43	NA	NA	5.43	6.33	-14.2	5.83	NA	NA
TRAVEL METHOD									
Group Tour	19,197	NA	NA	19,180	5,643	239.9	17	NA	NA
Package	312,382	NA	NA	311,121	56,640	449.3	1,262	NA	NA
Group Tour & Pkg	8,487	NA	NA	8,483	2,632	222.3	4	NA	NA
True Independent	1,659,080	NA	NA	1,649,439	405,416	306.9	9,641	NA	NA
ISLANDS VISITED									
O'ahu	944,518	342,667	175.6	935,578	209,094	347.4	8,940	133,573	-93.3
Maui County	693,584	180,925	283.4	690,973	163,647	322.2	2,611	17,277	-84.9
Maui	686,476	178,956	283.6	683,881	161,842	322.6	2,595	17,114	-84.8
Moloka'i *	5,354	3,440	55.6	5,338	1,652	223.1	16	1,788	-99.1
Lāna'i *	9,859	2,555	285.9	9,715	2,272	327.7	143	283	-49.4
Kaua'i	218,041	61,921	252.1	217,934	57,166	281.2	107	4,755	-97.7
Hawai'i Island	338,011	98,748	242.3	337,467	80,567	318.9	544	18,181	-97.0
Hilo	76,386	26,758	185.5	76,129	20,255	275.8	257	6,502	-96.0
Kona	310,720	88,679	250.4	310,239	73,062	324.6	480	15,617	-96.9
LENGTH OF STAY									
O'ahu (days)	7.76	8.20	-5.4	7.73	8.81	-12.2	10.50	7.25	44.8
Maui (days)	8.50	8.89	-4.4	8.49	9.14	-7.1	10.55	6.55	61.0
Moloka'i (days)	6.06	4.36	38.9	6.07	8.00	-24.2	3	1.00	200.0
Lāna'i (days)	4.46	4.05	10.3	4.51	4.43	1.9	1.00	1.00	0.0
Kaua'i (days)	8.62	9.19	-6.2	8.62	9.67	-10.8	4.39	3.49	25.8
Hawai'i Island (days)	8.85	9.37	-5.6	8.85	10.45	-15.3	8.46	4.60	83.9
Hilo (days)	5.23	5.80	-9.8	5.22	6.75	-22.6	6.68	2.82	136.7
Kona (days)	8.34	8.69	-4.0	8.34	9.65	-13.6	6.02	4.18	43.9
Statewide (days)	9.13	9.72	-6.0	9.12	10.19	-10.5	11.58	8.20	41.2
ACCOMMODATIONS									
Hotel	1,089,548	331,907	228.3	1,083,172	224,554	382.4	6,376	107,353	-94.1
Hotel Only	956,301	287,485	232.6	950,760	192,699	393.4	5,541	94,786	-94.2
Condo	409,707	122,527	234.4	407,037	92,951	337.9	2,670	29,576	-91.0
Condo Only	339,766	99,313	242.1	337,706	77,285	337.0	2,059	22,028	-90.7
Timeshare	199,606	50,821	292.8	198,602	43,922	352.2	1,004	6,898	-85.4
Timeshare Only	163,384	40,304	305.4	162,701	35,323	360.6	683	4,981	-86.3
Rental House	251,410	80,680	211.6	250,476	70,627	254.6	935	10,053	-90.7
Hostel	3,296	1,241	165.5	3,296	1,035	218.3	0	206	-100.0
Camp Site	4,915	2,135	130.2	4,887	1,987	146.0	29	148	-80.7
Private Room in Private Home**	9,611	5,247	83.2	9,540	4,291	122.3	71	956	-92.6
Shared Room/Space in Private Home**	2,640	1,807	46.1	2,634	1,293	103.8	6	515	-98.8
Bed & Breakfast	10,108	3,703	172.9	10,108	3,171	218.7	0	532	-100.0
Cruise Ship	0	2,392	-100.0	0	1,611	-100.0	0	780	-100.0
Friends or Relatives	168,489	61,907	172.2	167,646	58,286	187.6	843	3,621	-76.7
PURPOSE OF TRIP									
Pleasure (Net)	1,823,043	532,048	242.6	1,813,432	397,240	356.5	9,611	134,808	-92.9
Vacation	1,812,640	3,143	57,581.2	1,803,047	1,993	90,350.3	9,593	1,149	734.8
Honeymoon	9,508	3,276	190.3	9,430	2,854	230.4	78	422	-81.5
Getting Married	10,222	22,009	-53.6	10,205	16,757	-39.1	17	5,253	-99.7
MC&I (Net)	17,159	14,102	21.7	16,910	11,921	41.9	250	2,181	-88.6
Convention/Conf.	9,793	2,839	244.9	9,747	2,656	267.0	46	183	-74.9
Corp. Meetings	3,911	5,593	-30.1	3,911	2,705	44.6	0	2,889	-100.0
Incentive	4,004	8,423	-52.5	3,800	8,323	-54.3	204	100	104.0
Other Business	17,281	58,784	-70.6	17,228	57,058	-69.8	54	1,726	-96.9
Visit Friends/Relatives	185,270	1,869	9,813.7	184,365	1,853	9,849.7	906	16	5,610.8
Government/Military	4,443	1,301	241.5	4,318	739	484.4	124	562	-77.9
Attend School	2,425	3,197	-24.2	2,349	2,505	-6.2	76	692	-89.0
Sport Events	3,320	18,177	-81.7	3,313	11,767	-71.8	7	6,410	-99.9
Other Purpose	26,228	43	60,704.6	25,833	43	60,549.4	394	45	780.5
Average Age	43	43	0.6	43	43	1.9	44	45	-1.8

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

Table 44. Hotel-Only Air Visitor Characteristics
2021 vs. 2020

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	24,288,253	9,212,801	163.6	23,633,600	6,627,019	256.6	654,653	2,585,782	-74.7
Total Visitors	3,060,294	1,215,787	151.7	3,010,088	818,104	267.9	50,205	397,683	-87.4
PARTY SIZE									
One	441,467	192,870	128.9	420,618	166,455	152.7	20,848	26,415	-21.1
Two	1,087,882	507,887	114.2	1,071,572	343,511	211.9	16,310	164,377	-90.1
Three or more	1,530,945	515,030	197.3	1,517,897	308,139	392.6	13,048	206,891	-93.7
Avg Party Size	2.25	2.12	6.0	2.27	1.97	15.0	1.55	2.52	-38.6
VISIT STATUS									
First-Time	1,098,910	NA	NA	1,080,280	241,617	347.1	18,630	NA	NA
Repeat	1,961,383	NA	NA	1,929,808	576,487	234.8	31,575	NA	NA
Average # of Trips	4.47	NA	NA	4.45	5.34	-16.7	5.34	NA	NA
TRAVEL METHOD									
Group Tour	58,732	NA	NA	57,810	26,677	116.7	922	NA	NA
Package	721,732	NA	NA	714,491	166,957	327.9	7,241	NA	NA
Group Tour & Pkg	33,865	NA	NA	33,308	16,125	106.6	557	NA	NA
True Independent	2,313,693	NA	NA	2,271,095	640,596	254.5	42,598	NA	NA
ISLANDS VISITED									
O'ahu	1,901,509	834,334	127.9	1,865,745	471,834	295.4	35,764	362,499	-90.1
Maui County	885,602	294,252	201.0	870,901	256,671	239.3	14,701	37,581	-60.9
Maui	867,608	288,514	200.7	853,008	251,566	239.1	14,600	36,948	-60.5
Moloka'I *	7,131	5,391	32.3	7,093	2,766	156.4	38	2,625	-98.6
Lāna'i *	25,400	8,398	202.4	25,250	7,282	246.7	150	1,116	-86.5
Kaua'i	261,309	103,233	153.1	259,755	91,042	185.3	1,554	12,191	-87.3
Hawai'i Island	387,795	161,459	140.2	384,701	116,643	229.8	3,094	44,816	-93.1
Hilo	80,486	42,748	88.3	79,813	29,043	174.8	673	13,705	-95.1
Kona	351,642	141,215	149.0	348,835	102,247	241.2	2,808	38,968	-92.8
LENGTH OF STAY									
O'ahu (days)	6.92	6.49	6.5	6.83	7.00	-2.5	11.71	5.83	100.7
Maui (days)	7.41	7.11	4.1	7.31	7.24	0.9	13.33	6.26	113.0
Moloka'i (days)	3.58	2.85	25.7	3.60	4.39	-18.1	1.20	1.23	-2.3
Lāna'i (days)	4.90	4.42	10.8	4.91	4.82	1.8	3.39	1.82	86.7
Kaua'i (days)	6.92	6.53	5.8	6.91	6.91	0.1	7.35	3.75	96.1
Hawai'i Island (days)	7.09	6.29	12.7	7.08	7.09	-0.2	9.49	4.23	124.3
Hilo (days)	4.36	3.75	16.3	4.38	4.61	-5.1	2.87	1.93	48.6
Kona (days)	6.83	6.06	12.6	6.80	6.78	0.4	9.77	4.19	133.3
Statewide (days)	7.94	7.58	4.7	7.85	8.10	-3.1	13.04	6.50	100.5
ACCOMMODATIONS									
Hotel Only	3,060,294	1,215,787	151.7	3,010,088	818,104	267.9	50,205	397,683	-87.4
PURPOSE OF TRIP									
Pleasure (Net)	2,764,102	989,354	179.4	2,724,794	642,779	323.9	39,308	346,575	-88.7
Vacation	2,622,272	925,242	183.4	2,586,612	615,665	320.1	35,659	309,578	-88.5
Honeymoon	150,835	64,197	135.0	147,141	27,177	441.4	3,694	37,020	-90.0
Getting Married	21,987	11,564	90.1	21,728	6,196	250.7	258	5,368	-95.2
MC&I (Net)	71,877	102,957	-30.2	70,714	76,032	-7.0	1,163	26,925	-95.7
Convention/Conf.	30,553	57,760	-47.1	30,198	46,986	-35.7	355	10,774	-96.7
Corp. Meetings	21,354	18,543	15.2	20,993	17,082	22.9	361	1,461	-75.3
Incentive	22,668	29,760	-23.8	22,194	14,520	52.9	474	15,240	-96.9
Other Business	80,937	56,617	43.0	79,865	54,246	47.2	1,073	2,372	-54.8
Visit Friends/Relatives	128,385	40,095	220.2	123,778	33,715	267.1	4,607	6,380	-27.8
Government/Military	44,563	26,630	67.3	42,766	25,417	68.3	1,797	1,214	48.1
Attend School	4,663	2,285	104.0	4,483	1,320	239.7	180	966	-81.3
Sport Events	12,326	10,450	18.0	12,039	8,171	47.3	287	2,279	-87.4
Other Purpose	64,378	52,743	22.1	61,645	27,016	128.2	2,733	25,727	-89.4
Avg of Age	43	44	-3.8	43	44	-3.8	44	44	-1.1

* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 45. Condo-Only Air Visitor Characteristics
2021 vs. 2020

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	11,384,255	4,940,931	130.4	10,921,310	3,994,364	173.4	462,945	946,567	-51.1
Total Visitors	1,084,786	377,812	187.1	1,057,556	299,472	253.1	27,230	78,340	-65.2
PARTY SIZE									
One	130,765	47,890	173.1	121,614	40,866	197.6	9,150	7,024	30.3
Two	390,446	162,632	140.1	379,852	134,288	182.9	10,596	28,344	-62.6
Three or more	563,576	167,290	236.9	556,090	124,318	347.3	7,484	42,972	-82.6
Avg Party Size	2.34	2.23	5.1	2.37	2.16	9.6	1.66	2.53	-34.3
VISIT STATUS									
First-Time	238,727	NA	NA	229,966	45,266	408.0	8,761	NA	NA
Repeat	846,059	NA	NA	827,590	254,206	225.6	18,469	NA	NA
Average # of Trips	6.44	NA	NA	6.44	7.99	-19.4	6.49	NA	NA
TRAVEL METHOD									
Group Tour	5,948	NA	NA	5,865	1,348	335.2	83	NA	NA
Package	83,671	NA	NA	82,750	22,590	266.3	921	NA	NA
Group Tour & Pkg	1,329	NA	NA	1,329	316	320.9	0	NA	NA
True Independent	996,495	NA	NA	970,269	275,851	251.7	26,226	NA	NA
ISLANDS VISITED									
O'ahu	238,551	110,141	116.6	226,715	63,662	256.1	11,836	46,480	-74.5
Maui County	622,827	191,047	226.0	609,084	164,590	270.1	13,743	26,457	-48.1
Maui	618,191	188,770	227.5	604,450	162,693	271.5	13,740	26,077	-47.3
Moloka'I *	5,384	2,865	87.9	5,300	2,385	122.2	84	480	-82.4
Lāna'i *	5,999	2,233	168.6	5,839	1,882	210.3	160	352	-54.6
Kaua'i	131,570	48,213	172.9	130,394	43,704	198.4	1,176	4,509	-73.9
Hawai'i Island	158,700	58,371	171.9	156,603	47,166	232.0	2,098	11,204	-81.3
Hilo	21,953	8,956	145.1	21,680	6,500	233.5	273	2,456	-88.9
Kona	152,420	55,575	174.3	150,412	45,115	233.4	2,008	10,460	-80.8
LENGTH OF STAY									
O'ahu (days)	9.91	11.84	-16.3	9.66	13.92	-30.6	14.57	9.00	61.9
Maui (days)	9.69	12.01	-19.3	9.54	11.70	-18.5	16.49	13.97	18.1
Moloka'i (days)	9.20	11.45	-19.6	9.32	12.46	-25.2	2.18	6.41	-66.1
Lāna'i (days)	3.95	4.94	-20.1	4.02	5.38	-25.4	1.36	2.55	-46.6
Kaua'i (days)	9.49	11.31	-16.1	9.46	11.37	-16.8	12.13	10.72	13.2
Hawai'i Island (days)	10.76	13.36	-19.4	10.59	14.16	-25.2	23.43	9.97	134.9
Hilo (days)	4.46	5.66	-21.2	4.42	6.68	-33.9	7.74	2.95	161.9
Kona (days)	10.56	13.12	-19.5	10.39	13.84	-24.9	23.42	9.99	134.4
Statewide (days)	10.49	13.08	-19.8	10.33	13.34	-22.6	17.00	12.08	40.7
ACCOMMODATIONS									
...Condo Only	1,084,786	377,812	187.1	1,057,556	299,472	253.1	27,230	78,340	-65.2
PURPOSE OF TRIP									
Pleasure (Net)	1,019,695	346,000	194.7	995,230	272,585	265.1	24,465	73,415	-66.7
Vacation	995,863	339,875	193.0	971,756	267,904	262.7	24,108	71,972	-66.5
Honeymoon	24,388	6,049	303.2	24,019	4,592	423.1	368	1,457	-74.7
Getting Married	7,368	2,221	231.8	7,333	1,850	296.4	35	371	-90.5
MC&I (Net)	6,121	6,572	-6.9	5,898	4,823	22.3	223	1,749	-87.2
Convention/Conf.	3,594	4,765	-24.6	3,578	3,682	-2.8	16	1,083	-98.5
Corp. Meetings	1,634	1,077	51.7	1,506	827	82.1	128	250	-48.9
Incentive	1,022	836	22.2	936	405	130.8	86	431	-80.0
Other Business	17,448	9,967	75.1	17,233	9,706	77.5	216	261	-17.2
Visit Friends/Relatives	58,960	19,827	197.4	57,014	17,581	224.3	1,947	2,246	-13.4
Government/Military	2,003	1,449	38.3	1,894	1,408	34.6	109	41	163.4
Attend School	1,406	731	92.3	1,180	445	165.3	226	286	-21.2
Sport Events	1,693	1,210	40.0	1,617	922	75.4	76	288	-73.4
Other Purpose	16,283	8,472	92.2	15,808	6,614	139.0	476	1,858	-74.4
Avg of Age	47	49	-5.6	47	50	-6.3	47	48	-1.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 46. Timeshare-Only Air Visitor Characteristics
2021 vs. 2020

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	5,483,144	1,797,171	205.1	5,380,630	1,584,089	239.7	102,514	213,082	-51.9
Total Visitors	563,945	170,693	230.4	556,603	149,137	273.2	7,343	21,557	-65.9
PARTY SIZE									
One	55,286	17,197	221.5	54,337	16,142	236.6	949	1,055	-10.1
Two	229,682	84,056	173.2	225,718	74,179	204.3	3,964	9,877	-59.9
Three or more	278,977	69,440	301.8	276,547	58,816	370.2	2,430	10,625	-77.1
Avg Party Size	2.37	2.24	5.9	2.38	2.20	7.8	2.07	2.52	-17.7
VISIT STATUS									
First-Time	83,179	NA	NA	82,430	19,067	332.3	749	NA	NA
Repeat	480,766	NA	NA	474,173	130,069	264.6	6,593	NA	NA
Average # of Trips	7.82	NA	NA	7.81	8.55	-8.7	8.66	NA	NA
TRAVEL METHOD									
Group Tour	2,656	NA	NA	2,599	515	404.8	57	NA	NA
Package	33,055	NA	NA	32,571	8,372	289.0	484	NA	NA
Group Tour & Pkg	548	NA	NA	548	87	533.6	0	NA	NA
True Independent	528,783	NA	NA	521,981	140,336	272.0	6,802	NA	NA
ISLANDS VISITED									
O'ahu	167,183	54,706	205.6	163,260	40,561	302.5	3,923	14,145	-72.3
Maui County	224,997	65,473	243.7	222,210	61,701	260.1	2,787	3,772	-26.1
Maui	223,123	64,981	243.4	220,363	61,252	259.8	2,760	3,729	-26.0
Moloka'I *	1,259	428	193.9	1,249	412	203.4	10	17	-37.8
Lāna'i *	2,669	682	291.4	2,612	640	308.3	57	42	36.1
Kaua'i	118,703	36,907	221.6	117,835	35,145	235.3	868	1,761	-50.7
Hawai'i Island	105,517	30,954	240.9	104,581	26,556	293.8	936	4,398	-78.7
Hilo	12,665	4,101	208.8	12,584	3,486	261.0	81	615	-86.8
Kona	101,769	29,563	244.2	100,833	25,428	296.5	936	4,135	-77.4
LENGTH OF STAY									
O'ahu (days)	7.89	8.00	-1.4	7.80	8.12	-3.9	11.59	7.66	51.3
Maui (days)	9.36	10.45	-10.4	9.32	10.30	-9.6	12.69	12.78	-0.7
Moloka'i (days)	4.56	4.71	-3.1	4.59	4.82	-4.7	1.00	2.00	-50.0
Lāna'i (days)	4.60	4.17	10.3	4.62	4.38	5.7	3.40	1.00	240.1
Kaua'i (days)	9.37	10.19	-8.0	9.35	10.15	-8.0	12.98	10.88	19.3
Hawai'i Island (days)	8.96	9.69	-7.6	8.94	9.87	-9.5	11.25	8.59	30.9
Hilo (days)	3.44	3.55	-3.1	3.45	3.78	-8.7	1.20	2.23	-46.1
Kona (days)	8.86	9.65	-8.2	8.84	9.79	-9.7	11.16	8.81	26.7
Statewide (days)	9.72	10.53	-7.7	9.67	10.62	-9.0	13.96	9.88	41.2
ACCOMMODATIONS									
...Timeshare Only	563,945	170,693	230.4	556,603	149,137	273.2	7,343	21,557	-65.9
PURPOSE OF TRIP									
Pleasure (Net)	548,655	164,853	232.8	541,570	143,622	277.1	7,085	21,230	-66.6
Vacation	538,877	162,226	232.2	531,870	141,329	276.3	7,007	20,897	-66.5
Honeymoon	10,720	2,705	296.2	10,671	2,384	347.6	48	321	-85.0
Getting Married	1,868	626	198.6	1,837	611	200.7	31	15	112.3
MC&I (Net)	2,410	1,458	65.2	2,362	1,347	75.3	48	111	-56.8
Convention/Conf.	1,197	884	35.4	1,159	801	44.7	38	83	-54.0
Corp. Meetings	705	373	89.3	696	355	95.8	10	17	-44.0
Incentive	534	237	125.9	534	220	142.6	0	16	-100.0
Other Business	3,260	1,483	119.8	3,235	1,444	123.9	25	38	-35.5
Visit Friends/Relatives	19,288	5,499	250.8	18,996	5,268	260.6	292	230	26.7
Government/Military	309	147	110.9	306	147	108.5	4	0	NA
Attend School	286	100	186.9	264	60	339.4	22	40	-44.3
Sport Events	449	477	-5.9	418	354	18.1	31	123	-74.8
Other Purpose	5,849	2,181	168.2	5,691	1,976	188.1	157	205	-23.3
Average Age	51	53	-3.1	51	53	-3.0	55	53	3.5

* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 47. Rental House-Only Air Visitor Characteristics
2021 vs. 2020

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	6,168,644	2,644,358	133.3	6,108,842	2,396,743	154.9	59,801	247,615	-75.8
Total Visitors	607,207	214,951	182.5	602,656	194,854	209.3	4,551	20,097	-77.4
PARTY SIZE									
One	93,033	36,016	158.3	92,201	34,525	167.1	831	1,491	-44.2
Two	190,344	74,877	154.2	188,746	68,851	174.1	1,598	6,026	-73.5
Three or more	323,830	104,058	211.2	321,708	91,478	251.7	2,122	12,580	-83.1
Avg Party Size	2.30	2.20	4.8	2.30	2.15	6.9	2.11	2.72	-22.3
VISIT STATUS									
First-Time	190,224	NA	NA	188,964	55,426	240.9	1,260	NA	NA
Repeat	416,983	NA	NA	413,691	139,428	196.7	3,292	NA	NA
Average # of Trips	4.53	NA	NA	4.53	4.99	-9.2	4.82	NA	NA
TRAVEL METHOD									
Group Tour	4,467	NA	NA	4,427	1,519	191.4	39	NA	NA
Package	26,236	NA	NA	26,169	8,894	194.2	67	NA	NA
Group Tour & Pkg	897	NA	NA	897	350	156.2	0	NA	NA
True Independent	577,402	NA	NA	572,956	184,791	210.1	4,445	NA	NA
ISLANDS VISITED									
O'ahu	198,096	86,171	129.9	196,404	75,655	159.6	1,691	10,515	-83.9
Maui County	181,861	53,641	239.0	179,964	48,470	271.3	1,897	5,171	-63.3
Maui	179,271	52,497	241.5	177,410	47,349	274.7	1,860	5,148	-63.9
Moloka'I *	1,909	1,168	63.4	1,908	1,140	67.4	1	29	-95.2
Lāna'i *	3,118	888	251.4	3,080	854	260.8	38	34	12.6
Kaua'i	106,366	37,573	183.1	105,938	35,133	201.5	428	2,440	-82.5
Hawai'i Island	179,395	60,431	196.9	178,280	54,703	225.9	1,114	5,728	-80.5
Hilo	47,367	17,773	166.5	47,169	15,905	196.6	197	1,868	-89.4
Kona	161,642	52,984	205.1	160,579	47,872	235.4	1,063	5,112	-79.2
LENGTH OF STAY									
O'ahu (days)	9.99	11.47	-12.9	9.97	11.65	-14.4	13.09	10.20	28.3
Maui (days)	8.38	9.96	-15.9	8.36	10.00	-16.4	10.54	9.60	9.8
Moloka'i (days)	7.02	10.14	-30.8	7.02	10.16	-30.9	3.90	9.39	-58.5
Lāna'i (days)	4.62	5.75	-19.6	4.66	5.91	-21.0	1.15	1.76	-34.5
Kaua'i (days)	8.88	10.53	-15.7	8.88	10.56	-16.0	9.65	10.02	-3.7
Hawai'i Island (days)	9.56	11.92	-19.9	9.54	11.96	-20.3	12.45	11.55	7.8
Hilo (days)	6.33	8.72	-27.4	6.33	9.08	-30.3	8.21	5.70	44.0
Kona (days)	8.75	10.67	-18.0	8.73	10.66	-18.1	11.52	10.85	6.2
Statewide (days)	10.16	12.30	-17.4	10.14	12.30	-17.6	13.14	12.32	6.6
ACCOMMODATIONS									
Rental House Only	607,207	214,951	182.5	602,656	194,854	209.3	4,551	20,097	-77.4
PURPOSE OF TRIP									
Pleasure (Net)	562,390	189,548	196.7	558,273	170,777	226.9	4,117	18,772	-78.1
Vacation	548,675	185,473	195.8	544,641	167,055	226.0	4,033	18,418	-78.1
Honeymoon	13,715	3,497	292.2	13,634	3,158	331.7	81	339	-76.1
Getting Married	4,894	1,940	152.3	4,878	1,871	160.7	16	69	-77.0
MC&I (Net)	3,643	4,502	-19.1	3,626	3,771	-3.8	17	731	-97.6
Convention/Conf.	1,793	3,296	-45.6	1,792	2,753	-34.9	1	543	-99.8
Corp. Meetings	1,151	727	58.3	1,142	653	74.8	9	74	-87.6
Incentive	754	565	33.6	747	408	83.2	7	157	-95.5
Other Business	9,409	7,141	31.8	9,372	7,022	33.5	37	119	-68.9
Visit Friends/Relatives	39,889	15,387	159.2	39,596	14,580	171.6	293	807	-63.7
Government/Military	1,083	842	28.6	1,081	827	30.7	2	16	-84.8
Attend School	1,527	700	118.2	1,515	680	122.6	12	19	-37.4
Sport Events	1,258	1,470	-14.4	1,241	1,387	-10.5	17	82	-79.7
Other Purpose	10,362	6,393	62.1	10,266	6,042	69.9	97	352	-72.6
Average Age	41	42	-3.2	41	42	-2.7	46	46	0.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 48. Bed and Breakfast-Only Air Visitor Characteristics
2021 vs. 2020

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	315,698	152,997	106.3	312,670	126,525	147.1	3,028	26,471	-88.6
Total Visitors	34,134	15,933	114.2	33,961	13,023	160.8	174	2,910	-94.0
PARTY SIZE									
One	7,167	4,144	73.0	7,102	3,080	130.6	64	1,063	-94.0
Two	15,636	7,552	107.0	15,542	6,498	139.2	94	1,054	-91.1
Three or more	11,332	4,237	167.4	11,317	3,445	228.5	16	792	-98.0
Avg Party Size	1.92	1.78	8.0	1.92	1.81	6.0	1.50	1.63	-7.5
VISIT STATUS									
First-Time	14,719	NA	NA	14,635	5,253	178.6	84	NA	NA
Repeat	19,415	NA	NA	19,326	7,770	148.7	90	NA	NA
Average # of Trips	3.40	NA	NA	3.40	3.90	-12.7	2.42	NA	NA
TRAVEL METHOD									
Group Tour	322	NA	NA	322	170	89.7	0	NA	NA
Package	2,411	NA	NA	2,383	927	157.0	28	NA	NA
Group Tour & Pkg	80	NA	NA	80	31	160.4	0	NA	NA
True Independent	31,482	NA	NA	31,337	11,958	162.1	145	NA	NA
ISLANDS VISITED									
O'ahu	12,349	7,870	56.9	12,300	5,671	116.9	48	2,199	-97.8
Maui County	12,232	4,130	196.2	12,135	3,648	232.6	96	482	-80.0
Maui	12,058	4,063	196.8	11,962	3,581	234.0	96	482	-80.0
Moloka'I *	164	145	12.7	164	103	58.7	0	42	-100.0
Lāna'i *	173	67	157.1	173	67	157.1	0	0	NA
Kaua'i	3,817	1,935	97.2	3,805	1,587	139.8	11	348	-96.7
Hawai'i Island	10,233	4,848	111.1	10,206	4,119	147.8	26	729	-96.4
Hilo	4,340	1,991	118.0	4,330	1,778	143.5	10	213	-95.2
Kona	8,422	4,029	109.0	8,395	3,378	148.5	26	651	-95.9
LENGTH OF STAY									
O'ahu (days)	8.36	7.74	8.0	8.25	7.95	3.9	36.27	7.22	402.4
Maui (days)	7.55	7.57	-0.2	7.54	7.82	-3.7	9.79	5.69	72.2
Moloka'i (days)	5.68	5.83	-2.5	5.68	7.80	-27.1	0	1.00	-100.0
Lāna'i (days)	3.74	2.85	31.3	3.74	2.85	31.3	0	0.00	NA
Kaua'i (days)	7.46	7.33	1.8	7.46	7.70	-3.2	9.52	5.65	68.6
Hawai'i Island (days)	8.92	9.50	-6.1	8.92	9.77	-8.6	8.56	8.02	6.8
Hilo (days)	5.93	6.87	-13.6	5.94	7.11	-16.5	5.00	4.88	2.5
Kona (days)	7.78	8.04	-3.2	7.79	8.16	-4.6	6.64	7.38	-10.0
Statewide (days)	9.25	9.60	-3.7	9.21	9.72	-5.2	17.44	9.10	91.7
ACCOMMODATIONS									
Bed & Breakfast	34,134	15,933	114.2	33,961	13,023	160.8	174	2,910	-94.0
PURPOSE OF TRIP									
Pleasure (Net)	30,631	13,107	133.7	30,482	11,105	174.5	149	2,002	-92.6
Vacation	28,797	12,525	129.9	28,651	10,634	169.4	146	1,891	-92.3
Honeymoon	2,020	615	228.6	2,019	504	300.6	1	111	-98.7
Getting Married	313	91	244.3	311	91	242.7	2	0	NA
MC&I (Net)	265	1,316	-79.9	245	353	-30.7	20	963	-97.9
Convention/Conf.	156	1,168	-86.6	136	257	-47.2	20	911	-97.8
Corp. Meetings	63	97	-35.2	63	45	40.7	0	52	-100.0
Incentive	50	62	-19.2	50	62	-19.2	0	0	NA
Other Business	724	447	61.9	723	440	64.3	1	7	-82.5
Visit Friends/Relatives	2,901	1,165	149.0	2,889	1,126	156.6	12	39	-69.3
Government/Military	81	58	38.7	81	58	38.7	0	0	NA
Attend School	102	27	276.0	100	27	271.3	1	0	NA
Sport Events	62	101	-39.0	62	101	-39.0	0	0	NA
Other Purpose	777	604	28.7	776	525	47.8	1	79	-98.8
Average Age	39	41	-4.2	39	42	-6.3	39	37	6.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 49. First-Time Air Visitor Characteristics
2021 vs. 2020

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	17,435,996	NA	NA	16,973,579	5,193,095	226.8	462,417	NA	NA
Total Visitors	1,990,563	NA	NA	1,955,147	510,574	282.9	35,416	NA	NA
PARTY SIZE									
One	364,932	NA	NA	349,288	124,761	180.0	15,644	NA	NA
Two	757,550	NA	NA	744,892	217,780	242.0	12,658	NA	NA
Three or more	868,081	NA	NA	860,967	168,033	412.4	7,114	NA	NA
Avg Party Size	2.09	NA	NA	2.10	1.86	13.2	1.48	NA	NA
VISIT STATUS									
First-Time	1,990,563	NA	NA	1,955,147	510,574	282.9	35,416	NA	NA
Average # of Trips	1.00	NA	NA	1.00	1.00	0.0	1.00	NA	NA
TRAVEL METHOD									
Group Tour	39,520	NA	NA	38,751	18,163	113.4	768	NA	NA
Package	404,760	NA	NA	400,220	97,443	310.7	4,541	NA	NA
Group Tour & Pkg	22,182	NA	NA	21,702	11,452	89.5	480	NA	NA
True Independent	1,568,461	NA	NA	1,537,878	406,421	278.4	30,583	NA	NA
ISLANDS VISITED									
O'ahu	1,224,945	NA	NA	1,199,545	312,869	283.4	25,400	NA	NA
Maui County	624,845	NA	NA	615,058	166,460	269.5	9,788	NA	NA
Maui	616,139	NA	NA	606,366	163,999	269.7	9,773	NA	NA
Moloka'I *	8,133	NA	NA	8,086	3,426	136.0	47	NA	NA
Lāna'i *	14,289	NA	NA	14,225	4,299	230.9	64	NA	NA
Kaua'i	196,264	NA	NA	194,266	70,866	174.1	1,998	NA	NA
Hawai'i Island	310,026	NA	NA	306,676	99,273	208.9	3,350	NA	NA
Hilo	93,177	NA	NA	92,388	41,007	125.3	789	NA	NA
Kona	270,620	NA	NA	267,521	84,293	217.4	3,099	NA	NA
LENGTH OF STAY									
O'ahu (days)	7.26	NA	NA	7.15	8.10	-11.7	12.33	NA	NA
Maui (days)	7.44	NA	NA	7.40	7.64	-3.3	9.96	NA	NA
Moloka'i (days)	4.67	NA	NA	4.68	5.03	-6.9	2.80	NA	NA
Lāna'i (days)	4.03	NA	NA	4.03	3.93	2.6	4.27	NA	NA
Kaua'i (days)	7.11	NA	NA	7.11	6.82	4.3	7.23	NA	NA
Hawai'i Island (days)	7.97	NA	NA	7.94	8.94	-11.2	11.06	NA	NA
Hilo (days)	5.42	NA	NA	5.44	5.96	-8.9	3.87	NA	NA
Kona (days)	7.26	NA	NA	7.22	7.62	-5.3	10.97	NA	NA
Statewide (days)	8.76	NA	NA	8.68	10.17	-14.6	13.06	NA	NA
ACCOMMODATIONS									
Hotel	1,234,269	NA	NA	1,213,424	288,109	321.2	20,845	NA	NA
Hotel Only	1,098,910	NA	NA	1,080,280	241,617	347.1	18,630	NA	NA
Condo	299,681	NA	NA	289,813	60,028	382.8	9,868	NA	NA
Condo Only	238,727	NA	NA	229,966	45,266	408.0	8,761	NA	NA
Timeshare	102,331	NA	NA	101,412	24,609	312.1	918	NA	NA
Timeshare Only	83,179	NA	NA	82,430	19,067	332.3	749	NA	NA
Rental House	255,761	NA	NA	253,311	73,964	242.5	2,450	NA	NA
Hostel	17,420	NA	NA	16,835	9,010	86.8	585	NA	NA
Camp Site	14,654	NA	NA	14,203	6,835	107.8	451	NA	NA
Private Room in Private Home**	19,073	NA	NA	18,533	10,511	76.3	540	NA	NA
Shared Room/Space in Private Home**	6,393	NA	NA	6,310	4,212	49.8	83	NA	NA
Bed & Breakfast	28,543	NA	NA	28,292	11,059	155.8	250	NA	NA
Cruise Ship	0	NA	NA	0	12,194	-100.0	0	NA	NA
Friends or Relatives	175,174	NA	NA	172,739	65,989	161.8	2,435	NA	NA
PURPOSE OF TRIP									
Pleasure (Net)	1,774,533	NA	NA	1,746,985	412,436	323.6	27,549	NA	NA
Vacation	1,644,023	NA	NA	1,619,920	386,883	318.7	24,103	NA	NA
Honeymoon	141,953	NA	NA	138,454	26,749	417.6	3,499	NA	NA
Getting Married	17,700	NA	NA	17,468	4,979	250.8	232	NA	NA
MC&I (Net)	26,106	NA	NA	25,278	23,868	5.9	829	NA	NA
Convention/Conf.	9,655	NA	NA	9,401	14,483	-35.1	254	NA	NA
Corp. Meetings	6,913	NA	NA	6,705	4,711	42.3	208	NA	NA
Incentive	10,506	NA	NA	10,137	5,528	83.4	369	NA	NA
Other Business	27,658	NA	NA	27,135	16,762	61.9	523	NA	NA
Visit Friends/Relatives	174,144	NA	NA	170,161	57,744	194.7	3,983	NA	NA
Government/Military	17,288	NA	NA	16,225	8,953	81.2	1,063	NA	NA
Attend School	4,995	NA	NA	4,786	2,143	123.3	209	NA	NA
Sport Events	5,549	NA	NA	5,354	3,671	45.8	196	NA	NA
Other Purpose	45,186	NA	NA	43,319	19,542	121.7	1,867	NA	NA
Average Age	39	NA	NA	39	40	-2.7	40	NA	NA

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 50. Repeat Air Visitor Characteristics
2021 vs. 2020

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
Total Visitor Days	47,876,278	NA	NA	46,500,303	18,202,121	155.5	1,375,974	NA	NA
Total Visitors	4,787,198	NA	NA	4,701,632	1,555,115	202.3	85,565	NA	NA
PARTY SIZE									
One	732,174	NA	NA	699,459	323,374	116.3	32,715	NA	NA
Two	1,662,958	NA	NA	1,634,108	643,464	154.0	28,850	NA	NA
Three or more	2,392,066	NA	NA	2,368,065	588,276	302.5	24,001	NA	NA
Avg Party Size	2.23	NA	NA	2.24	1.97	14.1	1.60	NA	NA
VISIT STATUS									
Repeat	4,787,198	NA	NA	4,701,632	1,555,115	202.3	85,565	NA	NA
Average # of Trips	7.49	NA	NA	7.46	8.25	-9.7	9.28	NA	NA
TRAVEL METHOD									
Group Tour	45,262	NA	NA	44,761	21,939	104.0	501	NA	NA
Package	524,074	NA	NA	518,999	145,076	257.7	5,075	NA	NA
Group Tour & Pkg	18,565	NA	NA	18,401	10,634	73.1	163	NA	NA
True Independent	4,236,427	NA	NA	4,156,274	1,398,733	197.1	80,153	NA	NA
ISLANDS VISITED									
O'ahu	2,101,677	NA	NA	2,051,051	685,280	199.3	50,627	NA	NA
Maui County	1,716,070	NA	NA	1,683,850	540,038	211.8	32,220	NA	NA
Maui	1,687,802	NA	NA	1,655,771	529,199	212.9	32,031	NA	NA
Moloka'i *	17,625	NA	NA	17,422	9,573	82.0	204	NA	NA
Lāna'i *	33,541	NA	NA	33,066	11,190	195.5	475	NA	NA
Kaua'i	617,383	NA	NA	613,391	224,977	172.6	3,992	NA	NA
Hawai'i Island	873,432	NA	NA	866,053	303,257	185.6	7,379	NA	NA
Hilo	200,656	NA	NA	199,080	83,352	138.8	1,576	NA	NA
Kona	793,952	NA	NA	787,022	268,275	193.4	6,930	NA	NA
LENGTH OF STAY									
O'ahu (days)	8.57	NA	NA	8.44	10.08	-16.3	13.66	NA	NA
Maui (days)	9.15	NA	NA	9.02	10.17	-11.3	15.84	NA	NA
Moloka'i (days)	8.21	NA	NA	8.26	9.57	-13.7	3.80	NA	NA
Lāna'i (days)	5.29	NA	NA	5.33	5.47	-2.5	2.23	NA	NA
Kaua'i (days)	9.09	NA	NA	9.07	9.94	-8.7	11.75	NA	NA
Hawai'i Island (days)	9.72	NA	NA	9.66	11.62	-16.9	17.42	NA	NA
Hilo (days)	6.32	NA	NA	6.32	7.80	-19.0	6.96	NA	NA
Kona (days)	9.10	NA	NA	9.03	10.71	-15.7	16.96	NA	NA
Statewide (days)	10.00	NA	NA	9.89	11.70	-15.5	16.08	NA	NA
ACCOMMODATIONS									
Hotel	2,284,407	NA	NA	2,248,380	685,230	228.1	36,027	NA	NA
Hotel Only	1,961,383	NA	NA	1,929,808	576,487	234.8	31,575	NA	NA
Condo	1,018,087	NA	NA	996,406	309,521	221.9	21,681	NA	NA
Condo Only	846,059	NA	NA	827,590	254,206	225.6	18,469	NA	NA
Timeshare	582,641	NA	NA	574,329	163,598	251.1	8,311	NA	NA
Timeshare Only	480,766	NA	NA	474,173	130,069	264.6	6,593	NA	NA
Rental House	549,963	NA	NA	544,634	182,127	199.0	5,329	NA	NA
Hostel	16,395	NA	NA	15,783	7,754	103.5	613	NA	NA
Camp Site	18,725	NA	NA	18,360	9,965	84.2	366	NA	NA
Private Room in Private Home**	42,230	NA	NA	41,079	23,510	74.7	1,152	NA	NA
Shared Room/Space in Private Home**	11,241	NA	NA	10,874	7,120	52.7	367	NA	NA
Bed & Breakfast	39,092	NA	NA	38,800	16,300	138.0	292	NA	NA
Cruise Ship	0	NA	NA	0	9,732	-100.0	0	NA	NA
Friends or Relatives	639,569	NA	NA	623,247	277,122	124.9	16,322	NA	NA
PURPOSE OF TRIP									
Pleasure (Net)	4,057,258	NA	NA	3,987,327	1,172,976	239.9	69,931	NA	NA
Vacation	3,963,618	NA	NA	3,895,196	1,150,961	238.4	68,423	NA	NA
Honeymoon	96,936	NA	NA	95,404	20,712	360.6	1,532	NA	NA
Getting Married	28,173	NA	NA	27,881	9,321	199.1	292	NA	NA
MC&I (Net)	71,137	NA	NA	70,112	75,504	-7.1	1,025	NA	NA
Convention/Conf.	33,966	NA	NA	33,660	48,775	-31.0	306	NA	NA
Corp. Meetings	21,969	NA	NA	21,474	16,763	28.1	495	NA	NA
Incentive	17,945	NA	NA	17,689	12,381	42.9	255	NA	NA
Other Business	117,432	NA	NA	116,099	78,882	47.2	1,333	NA	NA
Visit Friends/Relatives	663,170	NA	NA	653,108	257,208	153.9	10,062	NA	NA
Government/Military	42,322	NA	NA	40,405	26,018	55.3	1,917	NA	NA
Attend School	10,724	NA	NA	10,212	4,830	111.4	512	NA	NA
Sport Events	13,312	NA	NA	12,983	9,971	30.2	329	NA	NA
Other Purpose	94,230	NA	NA	91,114	52,928	72.1	3,117	NA	NA
Average Age	46	NA	NA	46	47	-2.6	48	NA	NA

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

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.

The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 51. Air Visitor Arrivals by Island and Month
2021 vs. 2020

STATE	TOTAL		%	DOMESTIC		%	INTERNATIONAL		%
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	171,980	846,137	-79.7	167,887	575,464	-70.8	4,093	270,673	-98.5
FEB	235,271	808,824	-70.9	233,611	574,272	-59.3	1,660	234,552	-99.3
MAR	439,796	428,997	2.5	437,960	333,722	31.2	1,836	95,275	-98.1
APR	484,547	4,985	9,620.9	482,270	4,567	10,460.9	2,277	418	444.7
MAY	629,847	10,013	6,190.4	627,114	9,806	6,295.3	2,733	207	1,220.3
JUN	791,520	17,733	4,363.5	787,872	17,095	4,508.7	3,648	638	471.8
JUL	879,554	22,574	3,796.4	874,292	21,568	3,953.7	5,262	1,006	423.1
AUG	723,017	23,356	2,995.6	714,148	22,347	3,095.7	8,869	1,009	779.0
SEPT	504,586	18,409	2,640.9	498,916	17,541	2,744.2	5,670	868	553.2
OCT	550,785	76,691	618.2	539,545	75,659	613.1	11,240	1,032	989.1
NOV	614,018	183,779	234.1	587,289	182,866	221.2	26,729	913	2,827.6
DEC	752,840	236,575	218.2	705,876	230,782	205.9	46,964	5,793	710.7
TOTAL	6,777,760	2,678,073	153.1	6,656,779	2,065,689	222.3	120,981	612,384	-80.2
O'AHU	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	78,875	506,708	-84.4	76,682	279,850	-72.6	2,193	226,857	-99.0
FEB	105,402	467,959	-77.5	103,941	274,553	-62.1	1,461	193,406	-99.2
MAR	206,936	236,640	-12.6	205,197	158,187	29.7	1,739	78,453	-97.8
APR	223,079	3,601	6,094.7	220,960	3,183	6,841.6	2,119	418	406.8
MAY	310,874	7,365	4,120.9	308,194	7,158	4,205.5	2,681	207	1,195.1
JUN	394,775	13,029	2,929.9	391,178	12,391	3,056.8	3,596	638	463.7
JUL	453,617	16,448	2,657.8	448,687	15,442	2,805.6	4,930	1,006	390.0
AUG	369,671	16,917	2,085.2	362,837	15,908	2,180.9	6,835	1,009	577.4
SEPT	244,850	11,885	1,960.1	240,553	11,018	2,083.2	4,297	867	395.6
OCT	256,930	36,009	613.5	250,165	34,977	615.2	6,764	1,032	555.5
NOV	292,395	76,662	281.4	279,320	75,826	268.4	13,075	836	1,463.3
DEC	389,219	113,090	244.2	362,881	109,653	230.9	26,338	3,437	666.4
TOTAL	3,326,622	1,506,316	120.8	3,250,596	998,149	225.7	76,026	508,167	-85.0
KAUA'I	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	3,988	113,796	-96.5	3,981	96,555	-95.9	6	17,241	-100.0
FEB	7,347	110,478	-93.3	7,337	98,035	-92.5	10	12,443	-99.9
MAR	15,132	56,725	-73.3	15,129	52,015	-70.9	3	4,710	-99.9
APR	41,916	306	13,576.7	41,912	306	13,575.4	4	0	NA
MAY	73,235	603	12,043.3	73,215	603	12,040.1	19	0	NA
JUN	104,349	1,068	9,666.8	104,346	1,068	9,666.6	2	0	NA
JUL	115,947	1,349	8,492.1	115,928	1,349	8,490.7	19	0	NA
AUG	98,705	1,342	7,254.5	98,645	1,342	7,250.1	60	0	NA
SEPT	77,243	1,096	6,949.0	77,151	1,096	6,940.6	92	0	NA
OCT	84,549	11,249	651.6	84,359	11,249	649.9	190	0	NA
NOV	89,810	28,487	215.3	87,153	28,487	205.9	2,656	0	NA
DEC	101,428	3,762	2,595.9	98,500	3,736	2,536.7	2,928	27	10,886.9
TOTAL	813,647	330,263	146.4	807,658	295,843	173.0	5,990	34,420	-82.6

Table 51. Air Visitor Arrivals by Island and Month (continued)
2021 vs. 2020

MAUI COUNTY	TOTAL		%	DOMESTIC		%	INTERNATIONAL		%
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	67,933	247,639	-72.6	66,310	200,004	-66.8	1,623	47,635	-96.6
FEB	93,997	239,510	-60.8	93,806	201,544	-53.5	191	37,966	-99.5
MAR	172,908	127,608	35.5	172,807	114,819	50.5	102	12,789	-99.2
APR	181,313	638	28,306.5	181,153	638	28,281.5	160	0	NA
MAY	219,597	1,193	18,301.0	219,543	1,193	18,296.5	54	0	NA
JUN	264,898	2,079	12,639.9	264,838	2,079	12,637.0	59	0	NA
JUL	287,201	2,778	10,239.2	286,852	2,778	10,226.6	348	0	NA
AUG	237,283	2,547	9,214.4	235,197	2,547	9,132.5	2,086	0	NA
SEPT	175,310	2,556	6,759.9	173,854	2,556	6,702.9	1,456	0	NA
OCT	193,484	23,839	711.6	189,283	23,839	694.0	4,201	0	NA
NOV	206,354	64,594	219.5	193,584	64,564	199.8	12,770	30	42,427.1
DEC	240,637	92,326	160.6	221,680	89,936	146.5	18,958	2,390	693.3
TOTAL	2,340,915	807,308	190.0	2,298,908	706,499	225.4	42,007	100,810	-58.3
MAUI	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	67,029	243,086	-72.4	65,407	196,052	-66.6	1,623	47,034	-96.6
FEB	92,611	234,823	-60.6	92,420	197,506	-53.2	191	37,317	-99.5
MAR	170,766	125,353	36.2	170,665	112,719	51.4	102	12,634	-99.2
APR	178,579	624	28,502.5	178,419	624	28,476.9	160	0	NA
MAY	216,413	1,131	19,042.4	216,359	1,131	19,037.6	54	0	NA
JUN	261,045	1,988	13,029.8	260,986	1,988	13,026.9	59	0	NA
JUL	282,736	2,568	10,909.5	282,389	2,568	10,896.0	346	0	NA
AUG	232,992	2,453	9,398.2	230,910	2,453	9,313.3	2,082	0	NA
SEPT	172,762	2,479	6,868.3	171,308	2,479	6,809.6	1,453	0	NA
OCT	190,210	23,178	720.6	186,013	23,178	702.5	4,197	0	NA
NOV	202,919	63,748	218.3	190,224	63,718	198.5	12,695	30	42,178.8
DEC	235,880	91,171	158.7	217,038	88,781	144.5	18,842	2,390	688.4
TOTAL	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
MOLOKAʻI	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	819	6,858	-88.1	817	4,195	-80.5	2	2,662	-99.9
FEB	992	5,089	-80.5	992	3,998	-75.2	0	1,091	-100.0
MAR	1,665	2,384	-30.2	1,665	2,111	-21.1	0	273	-100.0
APR	1,590	31	5,098.6	1,588	31	5,090.7	2	0	NA
MAY	2,265	76	2,890.7	2,265	76	2,890.7	0	0	NA
JUN	2,979	114	2,509.8	2,979	114	2,509.8	0	0	NA
JUL	3,202	225	1,326.0	3,197	225	1,323.7	5	0	NA
AUG	2,598	109	2,290.2	2,594	109	2,286.6	4	0	NA
SEPT	1,693	75	2,150.0	1,690	75	2,146.2	3	0	NA
OCT	2,014	375	437.0	2,009	375	435.6	5	0	NA
NOV	2,587	640	304.1	2,423	640	278.6	164	0	NA
DEC	3,354	1,050	219.4	3,289	1,050	213.2	65	0	NA
TOTAL	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
LĀNA'I	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	954	6,066	-84.3	941	4,826	-80.5	13	1,240	-99.0
FEB	1,603	6,146	-73.9	1,601	5,132	-68.8	3	1,014	-99.7
MAR	2,590	2,604	-0.5	2,590	2,423	6.9	0	182	-100.0
APR	3,385	21	15,806.0	3,380	21	15,782.0	5	0	NA
MAY	4,339	26	16,652.5	4,338	26	16,647.6	1	0	NA
JUN	5,056	64	7,857.0	5,056	64	7,857.0	0	0	NA
JUL	6,040	121	4,890.8	6,039	121	4,890.4	0	0	NA
AUG	5,622	81	6,857.3	5,616	81	6,849.3	7	0	NA
SEPT	3,915	39	9,916.0	3,907	39	9,895.9	8	0	NA
OCT	4,416	595	641.5	4,409	595	640.3	7	0	NA
NOV	4,347	904	380.9	4,215	904	366.3	132	0	NA
DEC	5,562	1,257	342.5	5,200	1,257	313.6	363	0	NA
TOTAL	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9

Table 51. Air Visitor Arrivals by Island and Month (continued)
2021 vs. 2020

HAWAI'I ISLAND	TOTAL		%	DOMESTIC		%	INTERNATIONAL		%
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	34,278	165,297	-79.3	33,937	119,181	-71.5	342	46,116	-99.3
FEB	46,559	148,204	-68.6	46,523	116,576	-60.1	36	31,628	-99.9
MAR	82,682	77,933	6.1	82,650	64,486	28.2	32	13,447	-99.8
APR	81,962	701	11,598.7	81,934	701	11,594.9	27	0	NA
MAY	102,839	1,300	7,812.6	102,802	1,300	7,809.8	37	0	NA
JUN	136,750	2,605	5,148.7	136,668	2,605	5,145.6	82	0	NA
JUL	149,349	3,608	4,038.8	149,248	3,608	4,036.0	101	0	NA
AUG	119,981	3,683	3,157.6	119,864	3,683	3,154.5	117	0	NA
SEPT	80,313	3,642	2,105.4	80,191	3,641	2,102.6	122	1	12,072.5
OCT	94,174	10,641	785.0	93,783	10,641	781.3	391	0	NA
NOV	110,702	28,056	294.6	107,214	28,010	282.8	3,488	47	7,384.5
DEC	143,869	48,147	198.8	137,914	48,097	186.7	5,955	50	11,898.6
TOTAL	1,183,458	493,817	139.7	1,172,729	402,530	191.3	10,729	91,287	-88.2
HILO	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	8,215	55,207	-85.1	8,179	38,940	-79.0	36	16,268	-99.8
FEB	10,308	48,777	-78.9	10,299	37,854	-72.8	9	10,923	-99.9
MAR	18,632	22,696	-17.9	18,617	19,233	-3.2	16	3,463	-99.5
APR	18,447	294	6,181.8	18,441	294	6,180.0	5	0	NA
MAY	25,688	595	4,217.7	25,684	595	4,217.1	4	0	NA
JUN	33,109	1,217	2,619.5	33,077	1,217	2,616.9	32	0	NA
JUL	36,887	1,656	2,127.3	36,848	1,656	2,124.9	39	0	NA
AUG	30,595	1,637	1,769.1	30,571	1,637	1,767.6	25	0	NA
SEPT	20,550	1,278	1,508.1	20,515	1,278	1,505.4	35	0	NA
OCT	23,134	2,986	674.9	23,071	2,986	672.8	62	0	NA
NOV	27,758	6,423	332.2	27,123	6,423	322.3	634	0	NA
DEC	40,511	12,267	230.2	39,042	12,248	218.8	1,468	20	7,384.7
TOTAL	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
KONA	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2021	2020	Change	2021	2020	Change	2021	2020	Change
JAN	30,809	145,479	-78.8	30,480	105,084	-71.0	329	40,395	-99.2
FEB	42,762	131,017	-67.4	42,727	103,154	-58.6	35	27,863	-99.9
MAR	76,280	69,135	10.3	76,254	56,859	34.1	26	12,277	-99.8
APR	75,156	428	17,470.1	75,129	428	17,463.8	27	0	NA
MAY	93,368	790	11,717.3	93,334	790	11,713.0	34	0	NA
JUN	124,351	1,581	7,765.1	124,286	1,581	7,761.0	65	0	NA
JUL	134,553	2,290	5,775.0	134,472	2,290	5,771.5	81	0	NA
AUG	107,155	2,390	4,383.6	107,059	2,390	4,379.6	95	0	NA
SEPT	71,516	2,641	2,608.1	71,406	2,640	2,604.9	110	1	10,877.1
OCT	84,086	9,010	833.3	83,725	9,010	829.3	360	0	NA
NOV	98,883	25,221	292.1	95,561	25,175	279.6	3,322	47	7,028.8
DEC	125,653	43,212	190.8	120,109	43,168	178.2	5,544	44	12,410.4
TOTAL	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6

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

Table 52. 2021 Average Daily Census by Island and Month (Arrivals by Air)

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	34,092	35,879	56,643	60,206	80,921	107,956	114,230	91,893	61,174	61,950	73,594	102,387	73,693
Maui County	26,793	32,935	49,937	52,438	59,873	76,287	77,677	61,737	47,614	53,387	59,237	72,341	56,010
Maui	26,304	32,228	49,044	51,405	58,653	74,864	76,202	60,436	46,755	52,282	57,818	70,573	54,866
Moloka'i	295	336	425	422	527	631	584	442	295	458	707	868	500
Lāna'i	194	371	467	611	692	792	891	859	565	646	712	900	644
Kaua'i	3,005	3,730	5,053	13,168	20,322	30,198	31,628	25,548	20,832	22,588	24,892	28,264	19,194
Hawai'i Island	16,953	18,167	25,781	25,664	29,416	41,532	41,666	32,209	24,448	26,587	33,436	43,640	30,041
Hilo	2,955	2,742	3,640	3,643	4,849	6,803	6,480	5,835	3,953	4,155	5,193	7,860	4,859
Kona	13,997	15,425	22,140	22,021	24,567	34,729	35,186	26,374	20,495	22,433	28,244	35,780	25,182
TOTAL DOM and INT'L	80,843	90,710	137,413	151,476	190,532	255,973	265,200	211,387	154,068	164,513	191,159	246,632	178,938
DOMESTIC													
O'ahu	32,416	34,901	55,649	59,073	79,354	105,976	111,575	88,690	59,148	58,755	69,382	93,201	70,941
Maui County	25,290	32,762	49,855	52,310	59,850	76,255	77,526	60,904	46,968	51,055	54,342	63,362	54,347
Maui	24,801	32,055	48,963	51,280	58,631	74,832	76,051	59,605	46,110	49,954	52,958	61,621	53,209
Moloka'i	295	336	425	421	527	631	584	441	294	456	688	863	498
Lāna'i	193	371	467	609	692	792	891	858	564	645	696	878	640
Kaua'i	3,004	3,728	5,051	13,167	20,316	30,198	31,624	25,532	20,803	22,528	24,014	27,255	19,026
Hawai'i Island	16,523	18,129	25,765	25,657	29,406	41,488	41,629	32,166	24,382	26,390	31,580	40,974	29,587
Hilo	2,938	2,740	3,634	3,643	4,849	6,794	6,468	5,823	3,946	4,138	5,102	7,578	4,821
Kona	13,586	15,389	22,131	22,015	24,557	34,695	35,161	26,342	20,437	22,252	26,478	33,395	24,767
TOTAL DOMESTIC	77,233	89,519	136,321	150,207	188,927	253,918	262,354	207,292	151,301	158,728	179,318	224,792	173,901
INTERNATIONAL													
O'ahu	1,676	977	993	1,133	1,567	1,979	2,655	3,204	2,026	3,196	4,211	9,186	2,752
Maui County	1,504	173	81	128	22	32	151	833	647	2,332	4,895	8,979	1,663
Maui	1,503	173	81	124	22	32	150	831	645	2,328	4,860	8,952	1,656
Moloka'i	0	0	0	1	0	0	0	1	1	2	19	5	2
Lāna'i	1	0	0	2	0	0	0	1	1	1	15	22	4
Kaua'i	1	2	1	1	6	0	4	16	29	61	878	1,009	168
Hawai'i Island	429	38	16	7	10	43	37	43	66	197	1,856	2,666	454
Hilo	18	2	6	0	0	9	12	11	8	16	91	282	38
Kona	412	36	9	7	10	34	25	32	58	181	1,765	2,384	415
TOTAL INT'L	3,610	1,190	1,091	1,269	1,605	2,055	2,847	4,095	2,767	5,785	11,841	21,840	5,037

Table 53. 2021 Domestic U.S. Air Visitor Arrivals by Island and Top CBSA*

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Anchorage AK	51,567	21,820	17,282	16,873	529	180	2,688	12,865	2,564	12,001
Atlanta-Sandy Springs-Roswell GA	59,080	37,618	18,514	18,124	230	602	6,077	10,359	2,877	8,929
Austin-Round Rock TX	56,470	28,338	20,987	20,591	254	566	8,173	10,441	3,205	9,079
Bakersfield CA	17,944	9,566	5,266	5,184	34	101	1,806	2,503	650	2,170
Baltimore-Columbia-Towson MD	23,813	15,207	7,366	7,236	102	200	2,819	4,342	1,330	3,763
Bellingham WA	13,535	3,831	5,619	5,541	85	70	1,798	3,073	696	2,828
Boise City ID	35,341	12,676	14,064	13,839	214	197	4,815	6,499	1,422	6,010
Boston-Cambridge-Newton MA-NH	55,860	31,579	21,230	20,888	209	554	9,218	12,188	3,748	10,712
Bremerton-Silverdale WA	17,700	7,362	5,800	5,739	65	82	2,056	3,658	769	3,350
Charlotte-Concord-Gastonia NC-SC	21,650	13,273	7,220	7,083	88	255	2,633	4,232	1,154	3,654
Chicago-Naperville-Elgin IL-IN-WI	134,560	68,274	54,800	53,978	514	1,324	15,946	23,626	5,956	21,240
Cincinnati OH-KY-IN	16,818	9,011	6,629	6,533	89	119	2,320	3,396	930	3,015
Cleveland-Elyria OH	13,079	6,850	5,155	5,058	47	164	1,658	2,663	857	2,273
Colorado Springs CO	20,841	10,427	6,541	6,424	89	140	2,734	3,654	970	3,246
Dallas-Fort Worth-Arlington TX	133,844	70,248	49,170	48,426	452	1,186	14,428	21,076	5,275	18,958
Denver-Aurora-Lakewood CO	129,420	46,893	52,525	51,814	501	963	20,817	26,883	6,331	24,634
Detroit-Warren-Dearborn MI	34,160	17,451	14,076	13,906	128	290	4,338	6,253	1,606	5,513
Eugene OR	15,557	4,814	5,871	5,756	109	108	2,081	3,864	893	3,555
Fresno CA	26,077	12,851	8,981	8,824	141	188	2,585	3,472	859	3,076
Houston-The Woodlands-Sugar Land TX	87,637	53,193	28,175	27,669	287	756	8,879	14,257	4,148	12,520
Indianapolis-Carmel-Anderson IN	18,644	9,154	7,252	7,146	70	156	2,684	3,552	1,064	3,130
Kansas City MO-KS	30,203	14,784	11,223	11,069	114	243	3,952	5,296	1,477	4,701
Las Vegas-Henderson-Paradise NV	107,179	65,295	30,818	30,404	304	502	7,873	13,329	4,031	11,169
Los Angeles-Long Beach-Anaheim CA	816,891	423,087	256,412	252,189	2,174	5,359	93,434	115,877	27,283	103,702
Miami-Fort Lauderdale-West Palm Beach FL	42,222	28,353	14,054	13,767	160	556	4,818	7,982	2,133	6,913
Minneapolis-St. Paul-Bloomington MN-WI	60,741	28,535	23,235	22,945	263	463	7,582	12,143	3,241	10,914
Modesto CA	20,552	9,813	7,263	7,223	74	75	2,038	2,640	573	2,436
New York-Newark-Jersey City NY-NJ-PA	172,216	101,829	68,784	67,448	778	2,624	25,327	36,328	10,474	31,901
Ogden-Clearfield UT	40,487	19,254	14,011	13,762	202	209	5,600	5,185	1,302	4,651
Olympia-Tumwater WA	16,910	7,042	5,709	5,652	61	83	1,810	3,425	782	3,162
Orlando-Kissimmee-Sanford FL	25,164	17,411	7,150	7,028	127	231	2,493	4,449	1,339	3,762
Oxnard-Thousand Oaks-Ventura CA	53,725	22,009	19,401	19,116	161	334	7,970	8,677	1,919	7,788
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	41,187	23,436	15,924	15,692	162	543	5,905	8,403	2,399	7,378
Phoenix-Mesa-Scottsdale AZ	195,965	88,765	73,084	72,062	737	1,240	24,353	30,461	7,093	27,422
Pittsburgh PA	13,318	7,118	5,166	5,079	54	146	1,721	2,837	862	2,484
Portland-Vancouver-Hillsboro OR-WA	188,701	66,256	71,556	70,513	838	1,009	21,738	41,620	8,786	38,619
Provo-Orem UT	50,742	28,234	15,140	14,955	120	236	6,179	5,696	1,489	5,088
Reno NV	27,352	9,357	11,283	11,121	76	218	3,508	5,466	1,130	5,008
Riverside-San Bernardino-Ontario CA	178,078	96,314	53,925	53,112	544	958	18,432	23,695	5,838	21,002
Sacramento--Roseville--Arden-Arcade CA	185,066	79,780	74,180	73,483	565	835	19,832	25,440	6,074	22,852
Salem OR	18,846	6,562	7,640	7,511	105	117	2,017	3,909	750	3,651
Salinas CA	17,607	7,560	5,873	5,788	62	113	2,502	2,953	635	2,705
Salt Lake City UT	77,682	35,640	27,531	27,232	226	343	11,123	10,304	2,548	9,386
San Antonio-New Braunfels TX	33,555	21,591	8,817	8,643	109	265	3,297	4,707	1,334	4,080
San Diego-Carlsbad CA	260,621	119,520	84,709	83,630	745	1,266	37,841	41,704	10,048	37,680
San Francisco-Oakland-Hayward CA	569,033	256,590	188,519	185,311	1,611	3,847	70,244	101,272	21,856	93,809
San Jose-Sunnyvale-Santa Clara CA	246,102	119,142	80,300	79,279	599	1,207	28,169	40,697	9,620	37,938
San Luis Obispo-Paso Robles-Arroyo Grande CA	15,780	4,961	5,667	5,558	87	97	3,150	3,309	768	3,009
Santa Cruz-Watsonville CA	24,111	7,071	8,707	8,585	113	124	4,997	5,177	1,280	4,713
Santa Maria-Santa Barbara CA	22,115	8,222	7,542	7,377	72	192	4,080	4,358	970	3,964
Santa Rosa CA	37,983	11,349	16,180	15,931	160	226	6,088	7,080	1,505	6,473
Seattle-Tacoma-Bellevue WA	380,437	150,439	141,272	139,308	1,354	2,047	39,394	77,903	16,229	72,438
Spokane-Spokane Valley WA	28,412	9,518	12,113	11,999	113	133	3,041	5,668	1,071	5,266
St. Louis MO-IL	28,646	14,458	10,518	10,349	149	293	4,091	5,829	1,482	5,217
Stockton-Lodi CA	38,645	21,691	11,656	11,506	112	152	3,196	4,550	955	4,135
Tampa-St. Petersburg-Clearwater FL	23,508	14,785	7,321	7,161	134	228	2,787	4,539	1,313	3,890
Tucson AZ	26,003	11,671	8,347	8,203	98	148	3,712	5,090	1,325	4,569
Vallejo-Fairfield CA	35,875	19,730	10,850	10,702	97	165	3,299	4,449	1,053	3,988
Virginia Beach-Norfolk-Newport News VA-NC	14,282	11,153	2,466	2,411	48	69	1,173	1,758	589	1,480
Washington-Arlington-Alexandria DC-VA-MD-WV	84,738	54,861	25,154	24,603	338	826	10,386	16,277	5,089	14,018

*CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

Table 54. Domestic U.S. Air Visitor Arrivals by Island and Top CBSA*
Percent change 2021 vs. 2020

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Anchorage AK	82.5	83.9	96.3	99.1	31.8	53.6	10.3	71.2	55.8	70.0
Atlanta-Sandy Springs-Roswell GA	304.2	307.2	327.2	329.2	172.3	236.0	249.3	298.3	208.9	304.2
Austin-Round Rock TX	366.6	404.2	365.3	363.7	214.9	460.2	349.7	361.8	369.0	354.5
Bakersfield CA	423.3	467.4	405.4	410.5	28.2	226.5	345.8	273.9	127.3	358.4
Baltimore-Columbia-Towson MD	225.4	202.1	275.3	277.2	107.8	281.0	177.2	215.1	128.7	223.5
Bellingham WA	143.0	149.0	142.1	144.5	61.8	43.8	105.9	148.8	95.1	155.9
Boise City ID	183.4	192.9	191.3	192.4	92.2	258.3	122.2	154.1	126.7	160.8
Boston-Cambridge-Newton MA-NH	206.0	197.1	240.6	242.5	83.5	198.0	218.3	204.1	155.7	213.9
Bremerton-Silverdale WA	128.0	106.4	159.7	163.4	57.2	66.9	72.5	151.5	117.2	158.7
Charlotte-Concord-Gastonia NC-SC	328.4	372.0	329.7	330.4	164.7	337.0	265.0	276.0	234.7	267.8
Chicago-Naperville-Elgin IL-IN-WI	230.6	251.2	212.1	212.1	96.7	229.7	160.0	220.2	154.8	231.2
Cincinnati OH-KY-IN	210.8	211.0	208.0	212.6	21.3	105.4	170.9	174.3	92.1	180.4
Cleveland-Elyria OH	206.2	200.3	205.7	204.8	61.8	282.8	116.2	174.8	96.1	188.5
Colorado Springs CO	227.2	199.5	273.9	274.5	137.7	273.3	193.2	232.6	165.2	238.9
Dallas-Fort Worth-Arlington TX	259.2	272.6	253.4	253.4	158.2	247.3	215.3	231.1	169.4	245.6
Denver-Aurora-Lakewood CO	253.2	233.0	266.9	266.9	181.7	282.2	223.3	262.6	210.6	273.4
Detroit-Warren-Dearborn MI	184.5	196.5	173.6	174.0	40.1	136.6	114.2	140.9	86.2	138.4
Eugene OR	161.3	170.9	173.7	173.1	98.4	345.2	116.5	140.8	80.2	147.7
Fresno CA	316.2	352.5	301.3	302.9	289.0	444.9	237.8	233.3	152.0	248.3
Houston-The Woodlands-Sugar Land TX	305.4	300.9	314.3	313.2	141.2	284.1	255.5	299.7	203.1	319.6
Indianapolis-Carmel-Anderson IN	228.6	243.2	207.5	210.2	8.3	160.8	161.6	184.0	121.1	180.9
Kansas City MO-KS	179.6	188.0	167.4	168.7	56.7	80.9	104.5	163.4	99.3	173.9
Las Vegas-Henderson-Paradise NV	272.4	271.2	304.2	305.5	134.5	285.4	204.0	209.7	174.7	224.2
Los Angeles-Long Beach-Anaheim CA	379.2	378.1	390.5	391.6	231.8	360.4	363.2	334.7	260.2	353.5
Miami-Fort Lauderdale-West Palm Beach FL	352.5	382.5	361.6	361.1	185.8	439.0	347.4	344.9	219.0	377.4
Minneapolis-St. Paul-Bloomington MN-WI	73.3	81.1	66.1	67.0	3.4	40.6	17.6	58.9	29.3	59.3
Modesto CA	272.3	308.3	260.7	262.9	428.6	191.0	195.8	183.9	107.1	201.7
New York-Newark-Jersey City NY-NJ-PA	242.6	227.4	294.8	296.5	118.2	331.3	268.7	251.8	171.8	264.0
Ogden-Clearfield UT	227.9	249.6	235.1	236.0	165.5	221.9	133.4	197.1	124.9	210.7
Olympia-Tumwater WA	172.6	177.3	169.6	171.7	56.8	85.5	121.2	163.8	115.3	171.3
Orlando-Kissimmee-Sanford FL	289.2	322.9	247.3	246.4	222.4	450.9	206.5	275.0	200.4	270.5
Oxnard-Thousand Oaks-Ventura CA	369.2	327.8	409.3	408.6	248.7	398.9	374.2	336.4	223.1	362.4
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	240.5	249.8	256.4	258.3	87.2	426.2	228.3	235.2	168.1	244.8
Phoenix-Mesa-Scottsdale AZ	277.9	272.3	293.0	294.8	133.8	249.6	223.3	235.0	191.4	239.6
Pittsburgh PA	195.3	176.1	240.0	245.4	51.5	141.9	136.3	190.5	134.0	200.9
Portland-Vancouver-Hillsboro OR-WA	178.9	174.8	183.9	185.0	87.9	162.1	137.4	180.6	138.5	188.9
Provo-Orem UT	230.5	257.5	229.4	232.1	126.6	193.8	133.8	198.3	158.4	207.4
Reno NV	170.3	166.0	194.9	193.9	79.9	348.1	128.8	138.7	107.7	146.7
Riverside-San Bernardino-Ontario CA	431.6	422.0	456.2	459.2	204.2	344.7	406.0	357.3	256.1	389.6
Sacramento--Roseville--Arden-Arcade CA	249.9	237.1	278.1	278.9	127.1	200.0	201.6	217.8	160.6	226.6
Salem OR	173.1	184.8	194.2	195.9	178.7	145.8	107.8	152.5	92.3	158.7
Salinas CA	258.0	267.0	287.3	288.9	165.7	370.9	225.7	199.9	156.1	205.0
Salt Lake City UT	214.0	220.6	210.3	212.0	131.2	134.7	172.2	178.2	103.1	195.5
San Antonio-New Braunfels TX	307.7	314.9	283.9	284.9	144.5	255.6	262.8	265.2	155.0	284.5
San Diego-Carlsbad CA	306.8	274.9	337.4	339.7	207.6	198.0	316.5	315.0	247.6	331.2
San Francisco-Oakland-Hayward CA	250.6	255.9	255.9	255.8	148.3	284.9	234.0	232.7	182.6	243.5
San Jose-Sunnyvale-Santa Clara CA	310.6	331.2	299.5	299.4	350.1	251.5	297.3	290.4	237.6	299.9
San Luis Obispo-Paso Robles-Arroyo Grande CA	241.2	246.1	250.1	255.0	198.2	160.0	245.1	207.7	161.6	206.6
Santa Cruz-Watsonville CA	200.4	197.1	218.0	219.4	111.7	217.6	198.3	173.2	132.7	179.4
Santa Maria-Santa Barbara CA	309.1	289.7	304.0	307.4	219.0	177.3	335.5	281.2	230.5	291.1
Santa Rosa CA	177.0	162.8	218.5	219.4	56.9	330.5	144.6	138.8	106.7	143.2
Seattle-Tacoma-Bellevue WA	174.0	175.9	179.2	180.4	70.0	165.5	126.7	180.7	147.1	187.1
Spokane-Spokane Valley WA	145.4	145.6	162.1	166.0	-4.5	46.7	58.7	147.4	85.2	155.9
St. Louis MO-IL	215.3	224.1	185.7	187.4	74.8	111.9	150.6	217.2	118.3	226.3
Stockton-Lodi CA	321.7	374.3	279.7	281.0	147.6	183.0	214.9	296.4	262.9	306.5
Tampa-St. Petersburg-Clearwater FL	261.6	257.4	280.8	277.0	261.3	265.0	207.1	259.6	177.2	260.4
Tucson AZ	283.3	282.5	296.1	297.1	224.2	228.6	231.7	266.4	170.1	281.3
Vallejo-Fairfield CA	295.7	302.5	321.0	319.3	146.5	363.0	206.8	240.0	158.2	260.2
Virginia Beach-Norfolk-Newport News VA-NC	133.2	126.3	134.5	134.8	157.5	119.6	125.3	126.2	83.7	135.0
Washington-Arlington-Alexandria DC-VA-MD-WV	244.7	231.2	290.1	291.1	106.5	330.4	230.2	256.0	188.8	263.9

*CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

Table 55. 2021 Domestic U.S. Air Visitor Arrivals by Island and State

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	20,178	13,018	5,550	5,424	101	153	1,993	3,283	1,033	2,770
Alaska	76,286	31,831	24,880	24,203	862	290	4,636	19,882	4,120	18,560
Arizona	244,282	110,023	88,936	87,646	926	1,528	31,286	39,876	9,623	35,787
Arkansas	15,979	8,741	5,287	5,228	49	119	1,649	2,898	781	2,583
California	2,657,296	1,263,906	880,333	867,220	7,739	15,796	321,429	414,026	95,864	375,918
Colorado	211,407	76,482	83,504	82,205	929	1,625	35,386	44,224	11,005	40,285
Connecticut	25,503	14,171	9,812	9,589	130	357	3,849	5,692	1,443	5,070
Delaware	5,481	3,449	1,841	1,812	27	78	729	1,049	302	929
Florida	147,049	96,734	44,427	43,514	700	1,578	16,919	28,077	8,038	24,034
Georgia	76,952	49,976	22,977	22,448	305	767	7,729	13,228	3,788	11,311
Idaho	66,519	24,101	26,011	25,583	373	414	8,913	12,674	2,732	11,654
Illinois	151,620	77,486	60,738	59,829	606	1,426	18,062	26,924	6,911	24,162
Indiana	43,509	22,796	16,294	16,092	183	357	5,652	7,965	2,299	6,988
Iowa	24,124	11,566	9,281	9,165	87	182	2,765	4,665	1,284	4,183
Kansas	28,978	13,791	11,165	10,997	124	248	3,775	5,102	1,415	4,564
Kentucky	21,557	12,540	7,244	7,120	111	162	2,542	4,037	1,164	3,465
Louisiana	21,270	13,253	6,041	5,946	71	215	2,049	3,421	944	3,018
Maine	7,172	3,906	2,314	2,250	47	70	1,034	1,506	505	1,266
Maryland	52,316	34,072	15,399	15,103	221	468	6,097	9,610	3,021	8,288
Massachusetts	69,111	39,060	25,992	25,557	292	693	11,084	14,892	4,607	13,003
Michigan	69,395	34,510	27,462	27,076	336	523	9,349	13,853	3,878	12,182
Minnesota	74,314	34,912	28,126	27,757	325	552	9,152	15,191	4,215	13,540
Mississippi	8,903	5,991	2,301	2,258	40	86	746	1,297	370	1,102
Missouri	52,744	27,231	18,570	18,280	229	488	7,027	10,068	2,782	8,910
Montana	23,192	7,220	8,997	8,802	187	130	3,449	5,599	1,253	5,191
Nebraska	18,910	8,817	7,105	7,015	55	155	2,358	3,546	846	3,240
Nevada	143,697	78,203	45,577	44,911	432	806	12,496	20,626	5,562	17,830
New Hampshire	8,989	5,052	3,236	3,186	43	40	1,428	1,949	598	1,671
New Jersey	76,112	44,853	31,342	30,943	352	876	10,944	15,957	4,534	14,021
New Mexico	32,104	15,092	10,305	10,167	99	198	4,903	5,829	1,618	5,118
New York	140,479	83,118	53,160	51,942	660	2,147	20,120	29,804	8,834	26,038
North Carolina	63,123	38,782	19,253	18,854	247	652	7,591	12,618	3,860	10,932
North Dakota	5,577	2,745	1,964	1,927	15	53	524	1,122	265	999
Ohio	68,696	36,389	26,139	25,728	326	608	8,818	14,109	4,008	12,397
Oklahoma	33,069	17,830	10,989	10,850	144	220	3,631	5,178	1,333	4,661
Oregon	238,626	78,566	92,194	90,777	1,233	1,295	29,335	54,736	11,663	50,838
Pennsylvania	64,263	36,171	23,984	23,537	337	759	8,707	13,865	4,029	12,175
Rhode Island	6,795	4,090	2,299	2,252	33	70	911	1,234	411	1,033
South Carolina	25,419	16,047	7,499	7,310	117	245	2,840	4,651	1,372	3,967
South Dakota	7,215	3,362	2,529	2,484	30	69	1,013	1,366	381	1,187
Tennessee	42,817	24,968	13,796	13,547	163	369	4,785	7,810	2,158	6,859
Texas	367,441	208,558	122,211	120,060	1,333	3,188	40,373	58,578	16,256	51,669
Utah	203,771	98,404	69,234	68,307	726	975	27,771	26,165	6,556	23,641
Vermont	4,234	1,850	1,411	1,375	37	34	715	1,059	366	887
Virginia	78,952	52,759	21,391	20,952	342	605	9,178	14,173	4,344	12,139
Washington	564,843	215,896	212,503	209,666	2,194	3,062	59,660	117,053	24,190	108,729
Washington, D.C.	11,284	6,353	3,828	3,718	42	173	1,724	2,485	807	2,188
West Virginia	4,620	2,764	1,338	1,310	31	27	545	929	265	797
Wisconsin	49,061	23,271	18,888	18,646	245	334	6,070	10,763	3,089	9,599
Wyoming	9,675	3,434	3,601	3,464	80	102	1,295	2,411	486	2,254

Table 56. Domestic U.S. Air Visitor Arrivals by Island and State
Percent change 2021 vs. 2020

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	221.4	204.9	245.0	245.3	118.2	130.7	112.0	203.5	98.1	223.4
Alaska	79.2	87.5	93.5	95.6	35.0	63.1	10.7	63.5	41.2	62.8
Arizona	271.4	266.1	285.5	287.5	121.5	217.5	219.0	232.2	180.1	239.0
Arkansas	278.2	277.6	275.1	278.4	83.6	185.3	178.0	252.9	167.4	264.5
California	305.1	311.3	312.9	313.7	180.9	285.3	278.7	268.5	206.8	281.7
Colorado	234.9	221.0	249.2	249.6	145.9	256.8	209.0	231.3	186.6	239.1
Connecticut	241.3	219.9	300.7	299.5	85.3	351.6	240.4	243.8	152.3	265.3
Delaware	188.8	198.3	164.1	165.8	63.3	455.0	163.4	150.4	113.7	159.4
Florida	267.9	280.7	268.0	266.9	189.7	330.6	225.4	257.1	172.5	261.7
Georgia	289.5	290.8	308.0	310.4	139.0	220.8	240.2	274.9	189.0	280.4
Idaho	164.7	171.0	178.3	179.7	90.2	224.7	92.6	141.9	113.1	144.4
Illinois	210.9	226.8	187.8	187.9	82.0	189.7	132.9	197.7	123.2	207.8
Indiana	194.2	203.8	176.0	179.0	17.1	122.3	118.7	158.3	99.7	159.0
Iowa	71.9	73.7	59.2	58.4	8.3	32.5	-1.3	52.3	6.4	57.5
Kansas	168.0	168.0	164.4	165.1	72.6	100.7	93.0	151.7	74.8	166.5
Kentucky	226.1	244.5	199.9	200.9	39.3	58.5	146.8	207.0	130.4	198.8
Louisiana	267.5	253.9	233.8	235.3	55.7	327.9	169.8	219.4	93.2	242.0
Maine	104.1	95.4	120.4	123.0	9.6	149.9	80.5	95.2	60.3	104.8
Maryland	234.6	220.5	267.5	269.8	71.6	261.8	184.2	229.1	151.7	235.8
Massachusetts	208.1	202.0	234.3	236.7	89.5	199.5	211.6	196.3	141.7	206.7
Michigan	145.7	157.9	129.7	130.3	16.2	62.0	78.7	113.3	69.1	114.8
Minnesota	56.4	65.3	45.7	46.2	-8.5	29.7	4.4	44.6	23.0	44.0
Mississippi	225.0	241.8	186.0	188.8	124.2	67.5	119.9	125.3	37.5	137.5
Missouri	191.1	197.5	171.0	172.7	45.8	106.2	131.0	177.4	102.2	184.1
Montana	65.9	68.5	71.8	73.9	14.5	5.1	22.4	61.3	52.1	60.4
Nebraska	114.5	119.0	94.4	94.9	-11.3	74.9	48.9	75.8	28.4	81.8
Nevada	241.7	249.3	264.4	264.7	116.5	298.1	167.7	185.3	154.9	196.2
New Hampshire	100.6	95.8	113.8	116.0	39.2	25.4	84.4	110.1	64.4	109.5
New Jersey	275.4	251.1	342.7	346.3	201.3	400.5	266.8	303.4	187.5	312.8
New Mexico	258.2	268.9	263.9	265.1	52.0	230.5	190.0	241.6	188.2	253.9
New York	204.1	195.3	237.7	237.9	77.5	280.9	202.2	195.6	131.4	207.2
North Carolina	255.8	265.3	256.4	257.2	97.6	244.5	195.0	232.6	175.2	235.3
North Dakota	27.9	39.1	15.5	15.4	-50.0	157.3	-38.8	16.0	-21.5	14.5
Ohio	193.4	185.9	180.5	181.5	27.8	167.3	122.0	170.4	83.9	178.3
Oklahoma	250.5	258.3	244.7	245.8	274.3	128.4	150.1	213.9	118.0	235.6
Oregon	168.4	168.3	175.6	176.8	88.3	129.0	125.9	163.4	119.8	170.7
Pennsylvania	201.6	198.2	221.8	222.3	102.1	254.7	159.5	186.8	121.8	193.8
Rhode Island	221.4	213.4	275.3	278.9	149.4	188.0	175.0	186.8	99.3	214.7
South Carolina	224.5	221.0	228.5	227.8	64.9	148.8	180.0	202.4	150.3	202.1
South Dakota	59.0	58.4	61.1	61.5	-20.1	94.6	14.4	30.2	4.1	29.2
Tennessee	251.7	261.8	234.2	234.3	130.4	231.9	147.3	201.7	108.9	208.3
Texas	287.0	297.6	283.7	283.7	154.0	258.1	241.2	264.6	192.5	279.0
Utah	218.0	232.2	220.5	221.8	159.5	145.2	147.8	180.9	119.7	194.2
Vermont	93.8	83.4	96.3	94.8	114.5	74.8	65.2	74.6	59.1	73.2
Virginia	205.5	190.2	245.9	247.9	111.1	233.1	196.6	212.1	143.1	224.0
Washington	165.0	167.1	172.6	174.2	56.9	144.9	108.1	167.8	132.0	173.5
Washington, D.C.	224.4	212.1	260.5	255.6	144.2	591.5	267.1	263.5	202.2	273.0
West Virginia	176.9	163.2	179.4	180.5	76.4	93.0	159.0	187.6	97.3	206.5
Wisconsin	104.9	112.8	85.5	86.7	1.7	31.9	28.5	82.1	41.7	85.8
Wyoming	139.2	132.7	155.3	151.2	191.0	284.0	71.7	154.6	66.6	175.2

Table 57. 2021 Domestic U.S. Air Visitor Length of Stay (in days) by Island and State

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	9.70	8.02	7.98	12.22	5.55	9.27	8.37	5.17	8.00
Alaska	11.75	9.32	10.89	12.98	6.64	12.24	13.38	8.10	12.54
Arizona	9.11	7.81	8.33	6.34	4.98	8.55	8.92	6.14	8.28
Arkansas	9.65	7.72	8.56	3.35	4.99	8.74	9.24	6.43	8.43
California	8.66	7.49	8.20	5.91	5.00	8.47	8.69	5.79	8.09
Colorado	10.02	8.04	8.99	9.37	5.14	9.18	9.56	5.85	8.90
Connecticut	11.41	8.74	8.72	9.48	5.94	7.77	8.81	6.42	8.07
Delaware	10.76	8.06	8.59	5.19	3.68	8.59	8.50	4.78	8.05
Florida	10.32	8.14	8.11	4.60	4.42	7.66	8.44	5.96	7.87
Georgia	9.70	7.91	7.84	6.53	4.79	7.95	8.13	5.91	7.54
Idaho	9.76	8.34	9.06	8.29	5.17	9.28	10.13	6.38	9.52
Illinois	9.97	7.68	8.69	7.99	4.62	8.21	8.80	5.59	8.20
Indiana	10.07	7.93	8.56	5.44	4.51	8.14	8.90	6.65	7.95
Iowa	10.44	8.34	9.18	6.25	4.26	8.69	9.85	6.62	8.96
Kansas	9.58	7.81	8.45	5.29	4.16	8.17	8.70	5.13	8.13
Kentucky	10.08	8.16	8.28	5.29	3.82	7.80	8.67	5.97	8.10
Louisiana	9.21	8.02	7.60	3.82	3.63	7.85	7.96	5.45	7.32
Maine	12.34	9.89	10.21	6.19	8.71	9.27	10.91	8.28	9.68
Maryland	10.56	8.54	8.12	6.55	4.89	8.06	8.93	6.01	8.16
Massachusetts	11.34	8.39	8.80	5.54	4.41	8.39	8.94	6.17	8.05
Michigan	10.90	8.24	9.21	9.46	4.52	8.77	9.74	6.32	9.06
Minnesota	10.52	8.01	9.38	7.71	3.96	9.30	10.00	7.03	9.03
Mississippi	9.37	8.25	7.80	4.09	3.87	7.54	7.93	5.62	7.44
Missouri	9.73	7.77	8.31	7.94	4.31	8.13	8.82	5.92	8.12
Montana	10.92	9.20	9.77	12.06	5.55	9.95	11.34	6.15	10.74
Nebraska	9.69	7.94	8.40	2.89	4.93	8.34	9.53	5.87	8.90
Nevada	9.08	7.93	8.35	7.39	5.07	8.81	9.35	7.08	8.61
New Hampshire	12.28	9.16	9.54	8.10	6.03	9.08	10.34	7.88	9.24
New Jersey	10.63	7.69	8.04	5.39	4.98	7.29	8.13	5.30	7.54
New Mexico	9.86	8.33	8.61	9.36	5.13	9.55	9.33	7.09	8.39
New York	11.08	8.22	8.38	8.24	4.98	7.86	8.82	6.47	7.90
North Carolina	10.40	8.38	8.26	5.74	4.26	7.92	8.79	5.76	8.11
North Dakota	10.64	8.59	9.20	5.45	7.62	9.68	11.13	10.28	9.78
Ohio	10.39	8.00	8.59	7.13	4.90	7.98	8.91	6.14	8.16
Oklahoma	9.29	7.83	8.17	5.86	3.48	8.31	9.13	5.97	8.44
Oregon	10.00	8.61	9.50	9.09	4.78	9.56	10.02	5.89	9.44
Pennsylvania	10.80	8.20	8.48	6.24	4.54	7.84	8.92	5.70	8.27
Rhode Island	11.46	9.66	8.76	6.62	5.11	7.88	8.83	7.59	7.52
South Carolina	10.55	8.64	8.64	6.07	5.04	8.14	8.90	6.40	8.23
South Dakota	10.85	8.94	9.66	11.28	3.48	9.52	10.27	8.17	9.20
Tennessee	9.90	8.02	8.20	6.74	5.42	8.06	9.04	5.98	8.41
Texas	9.18	7.60	7.96	4.60	4.56	8.01	8.32	5.50	7.70
Utah	9.39	8.46	8.60	7.14	5.12	8.83	9.06	5.92	8.39
Vermont	12.99	10.09	9.69	7.76	6.07	11.65	13.38	11.29	11.32
Virginia	10.92	9.15	8.35	6.50	4.61	8.17	8.77	6.06	8.07
Washington	10.08	8.63	9.68	8.31	5.63	9.67	10.17	5.94	9.62
Washington D.C.	10.58	8.23	8.30	7.22	5.31	7.98	8.54	5.66	7.61
West Virginia	10.68	8.81	9.15	4.06	7.71	8.35	8.76	5.93	8.24
Wisconsin	10.63	8.07	9.07	7.33	4.46	8.93	9.94	5.51	9.38
Wyoming	10.58	8.75	9.52	6.15	7.16	9.96	10.46	6.08	9.88

Table 58. O‘ahu Air Visitor Characteristics
2021 vs. 2020

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	26,898,075	12,829,630	109.7	25,893,464	9,442,818	174.2	1,004,611	3,386,812	-70.3
Total Visitors	3,326,622	1,506,316	120.8	3,250,596	998,149	225.7	76,026	508,167	-85.0
AVERAGE DAILY CENSUS	73,693	35,054	110.2	70,941	25,800	175.0	2,752	9,254	-70.3
TOTAL AIR SEATS	5,490,401	3,370,122	62.9	5,121,525	2,484,927	106.1	368,876	885,195	-58.3
ISLANDS VISITED									
O'ahu	3,326,622	1,506,316	120.8	3,250,596	998,149	225.7	76,026	508,167	-85.0
O'ahu only	2,737,925	1,212,897	125.7	2,671,018	794,044	236.4	66,906	418,853	-84.0
Kaua'i	145,938	89,739	62.6	144,005	68,273	110.9	1,933	21,467	-91.0
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	335,111	164,810	103.3	328,941	122,680	168.1	6,169	42,130	-85.4
Maui	323,829	159,713	102.8	317,768	118,641	167.8	6,061	41,072	-85.2
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	9,785	7,548	29.6	9,649	5,306	81.8	136	2,242	-93.9
Moloka'i only*	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	12,972	6,863	89.0	12,739	5,058	151.9	232	1,805	-87.1
Lāna'i only*	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	219,357	137,865	59.1	215,881	86,525	149.5	3,476	51,340	-93.2
Kona side	175,501	112,237	56.4	172,442	69,451	148.3	3,059	42,786	-92.9
Hilo side	78,277	65,803	19.0	76,869	43,832	75.4	1,409	21,971	-93.6
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	588,697	293,419	100.6	579,577	204,104	184.0	9,120	89,314	-89.8
NI only									
Oahu & NI	588,697	293,419	100.6	579,577	204,104	184.0	9,120	89,314	-89.8
Any one island only	2,737,925	1,212,897	125.7	2,671,018	794,044	236.4	66,906	418,853	-84.0
Multiple Islands	588,697	293,419	100.6	579,577	204,104	184.0	9,120	89,314	-89.8
Avg. Islands Visited	1.21	1.27	-4.2	1.22	1.28	-5.4	1.16	1.23	-6.2
Average Length of Stay on O'ahu	8.09	8.52	-5.1	7.97	9.46	-15.8	13.21	6.66	98.3
ACCOMMODATIONS									
Plan to stay in Hotel	2,158,523	959,901	124.9	2,118,116	561,561	277.2	40,406	398,340	-89.9
Hotel only	1,901,509	834,334	127.9	1,865,745	471,834	295.4	35,764	362,499	-90.1
Plan to stay in Condo	340,743	161,661	110.8	326,524	92,550	252.8	14,220	69,112	-79.4
Condo only	238,551	110,141	116.6	226,715	63,662	256.1	11,836	46,480	-74.5
Plan to stay in Timeshare	222,597	76,833	189.7	217,482	56,771	283.1	5,116	20,062	-74.5
Timeshare only	167,183	54,706	205.6	163,260	40,561	302.5	3,923	14,145	-72.3
Cruise Ship	0	22,774	-100.0	0	20,134	-100.0	0	2,639	-100.0
Friends/Relatives	516,520	239,579	115.6	501,943	214,015	134.5	14,577	25,564	-43.0
Bed & Breakfast	26,801	16,234	65.1	26,596	11,823	124.9	205	4,410	-95.3
Rental House	294,771	125,607	134.7	290,922	105,196	176.6	3,849	20,411	-81.1
Hostel	19,413	12,338	57.3	18,690	10,193	83.4	723	2,145	-66.3
Camp Site, Beach	13,964	6,898	102.4	13,653	5,973	128.6	311	925	-66.4
Private Room in Private Home**	27,123	21,507	26.1	26,096	15,936	63.8	1,028	5,571	-81.6
Shared Room/Space in Private Home**	8,542	7,196	18.7	8,233	5,780	42.4	309	1,416	-78.2
Other	49,680	26,965	84.2	47,157	25,901	82.1	2,522	1,064	137.1

Table 58. O‘ahu Air Visitor Characteristics (continued)
2021 vs. 2020

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	2,709,195	1,127,200	140.3	2,653,597	689,334	285.0	55,598	437,866	-87.3
Honeymoon/Get Married	130,877	71,450	83.2	126,529	28,710	340.7	4,349	42,740	-89.8
Honeymoon	114,001	63,576	79.3	109,876	23,562	366.3	4,125	40,014	-89.7
Get Married	22,213	12,573	76.7	21,840	6,707	225.6	373	5,866	-93.6
Pleasure/Vacation	2,603,871	1,064,104	144.7	2,552,343	666,152	283.1	51,528	397,952	-87.1
Mtgs/Conventions/Incentive	32,648	68,579	-52.4	31,571	40,519	-22.1	1,077	28,060	-96.2
Conventions	11,028	36,503	-69.8	10,763	25,056	-57.0	265	11,447	-97.7
Corporate Meetings	13,089	12,926	1.3	12,579	10,589	18.8	510	2,337	-78.2
Incentive	9,615	20,833	-53.8	9,306	6,097	52.6	309	14,736	-97.9
Other Business	87,626	64,766	35.3	86,241	61,644	39.9	1,385	3,122	-55.6
Visit Friends/Rel.	556,708	226,728	145.5	545,329	204,490	166.7	11,379	22,239	-48.8
Gov't/Military	54,908	34,182	60.6	51,934	32,261	61.0	2,975	1,921	54.9
Attend School	12,100	6,475	86.9	11,442	4,805	138.1	658	1,670	-60.6
Sport Events	14,037	13,744	2.1	13,572	10,699	26.9	464	3,045	-84.7
Other	83,442	74,636	11.8	78,994	43,157	83.0	4,447	31,479	-85.9
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	36.8	NA	NA	36.9	31.3	5.6	33.4	NA	NA
% Repeaters ***	63.2	NA	NA	63.1	68.7	-5.6	66.6	NA	NA
Average # of Trips	5.0	NA	NA	4.89	5.82	-15.9	7.7	NA	NA
Group Tour	49,106	NA	NA	48,271	23,560	104.9	835	NA	NA
Non-Group	3,277,513	NA	NA	3,202,325	974,589	228.6	75,189	NA	NA
Package Trip	534,278	NA	NA	527,342	132,313	298.6	6,935	NA	NA
No Package	2,792,344	NA	NA	2,723,253	865,836	214.5	69,090	NA	NA
Net True Independent	2,768,614	NA	NA	2,699,879	856,168	215.3	68,735	NA	NA
Ave. Age of Party Head	42	44	-4.0	42	44	-3.5	44	45	-1.8
Ave. Party Size	2.11	2.01	5.0	2.13	1.83	16.4	1.49	2.48	-39.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 59. Maui County Air Visitor Characteristics
2021 vs. 2020

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	20,443,525	7,754,271	163.6	19,836,684	6,822,700	190.7	606,841	931,571	-34.9
Total Visitors	2,340,915	807,308	190.0	2,298,908	706,499	225.4	42,007	100,810	-58.3
AVERAGE DAILY CENSUS	56,010	21,187	164.4	54,347	18,641	191.5	1,663	2,545	-34.7
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	335,111	164,810	103.3	328,941	122,680	168.1	6,169	42,130	-85.4
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	116,832	68,127	71.5	114,760	55,318	107.5	2,072	12,809	-83.8
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,340,915	807,308	190.0	2,298,908	706,499	225.4	42,007	100,810	-58.3
Maui	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
Maui only	1,819,488	573,983	NA	1,785,759	523,412	NA	33,729	50,571	NA
Moloka'i *	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
Moloka'i only *	6,022	3,449	NA	6,019	3,319	NA	3	130	NA
Lāna'i *	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9
Lāna'i only *	13,820	4,045	NA	13,788	3,924	NA	32	121	NA
Hawai'i Island	135,610	79,511	70.6	133,505	62,387	114.0	2,105	17,125	-87.7
Kona side	115,877	68,989	68.0	113,946	53,673	112.3	1,931	15,316	-87.4
Hilo side	40,520	39,510	2.6	39,681	31,801	24.8	839	7,709	-89.1
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,340,915	807,308	190.0	2,298,908	706,499	225.4	42,007	100,810	-58.3
NI only									
Oahu & NI	335,111	164,810	103.3	328,941	122,680	168.1	6,169	42,130	-85.4
Any one island only	1,839,330	581,477	216.3	1,805,566	530,656	240.3	33,765	50,821	-33.6
Multiple Islands	501,585	225,831	122.1	493,342	175,843	180.6	8,243	49,988	-83.5
Avg. Islands Visited	1.27	1.41	-10.3	1.27	1.36	-7.0	1.26	1.77	-28.6
Average Length of	8.73	9.61	-9.1	8.63	9.66	-10.6	14.45	9.24	56.3
Stay on Maui County									
ACCOMMODATIONS									
Plan to stay in Hotel	1,077,995	380,926	183.0	1,060,397	327,309	224.0	17,598	53,617	-67.2
Hotel only	885,602	294,252	201.0	870,901	256,671	239.3	14,701	37,581	-60.9
Plan to stay in Condo	747,201	240,924	210.1	731,038	201,614	262.6	16,162	39,310	-58.9
Condo only	622,827	191,047	226.0	609,084	164,590	270.1	13,743	26,457	-48.1
Plan to stay in Timeshare	277,542	85,829	223.4	273,896	79,746	243.5	3,646	6,082	-40.1
Timeshare only	224,997	65,473	243.7	222,210	61,701	260.1	2,787	3,772	-26.1
Cruise Ship	0	19,898	-100.0	0	17,445	-100.0	0	2,453	-100.0
Friends/Relatives	159,310	75,071	112.2	155,770	68,944	125.9	3,540	6,127	-42.2
Bed & Breakfast	26,525	11,011	140.9	26,196	9,528	174.9	330	1,483	-77.8
Rental House	259,326	80,707	221.3	256,197	70,879	261.5	3,128	9,827	-68.2
Hostel	13,706	8,123	68.7	13,156	6,434	104.5	550	1,688	-67.4
Camp Site, Beach	14,273	9,512	50.1	13,715	7,580	80.9	558	1,932	-71.1
Private Room in Private Home**	16,863	10,238	64.7	16,266	8,902	82.7	597	1,336	-55.3
Shared Room/Space in Private Home**	4,622	3,683	25.5	4,531	2,908	55.8	91	776	-88.2
Other	27,351	12,560	117.8	26,624	11,970	122.4	727	590	23.1

Table 59. Maui County Air Visitor Characteristics (continued)
2021 vs. 2020

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	2,160,585	706,734	205.7	2,121,145	611,640	246.8	39,441	95,094	-58.5
Honeymoon/Get Married	126,402	28,667	340.9	124,809	24,682	405.7	1,593	3,985	-60.0
Honeymoon	113,441	24,063	371.4	111,979	20,562	444.6	1,462	3,501	-58.2
Get Married	18,206	6,230	192.2	18,028	5,580	223.1	178	650	-72.7
Pleasure/Vacation	2,053,681	682,813	200.8	2,015,642	591,251	240.9	38,039	91,562	-58.5
Mtgs/Conventions/Incentive	44,501	43,980	1.2	43,878	40,114	9.4	623	3,866	-83.9
Conventions	21,864	27,621	-20.8	21,696	25,067	-13.4	168	2,554	-93.4
Corporate Meetings	10,917	8,103	34.7	10,835	7,700	40.7	82	403	-79.6
Incentive	13,485	9,695	39.1	13,109	8,660	51.4	376	1,035	-63.7
Other Business	36,751	21,707	69.3	36,344	21,383	70.0	407	324	25.5
Visit Friends/Rel.	154,032	62,844	145.1	151,765	59,705	154.2	2,266	3,139	-27.8
Gov't/Military	2,942	1,754	67.7	2,938	1,754	67.5	3	0	NA
Attend School	1,470	773	90.2	1,409	706	99.6	61	67	-8.8
Sport Events	2,914	1,982	47.1	2,852	1,708	67.0	62	273	-77.3
Other	35,683	19,599	82.1	35,149	17,525	100.6	535	2,073	-74.2
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	26.7	NA	NA	26.8	23.6	3.2	23.3	NA	NA
% Repeaters ***	73.3	NA	NA	73.2	76.4	-3.2	76.7	NA	NA
Average # of Trips	5.7	NA	NA	5.73	6.54	-12.4	5.8	NA	NA
Group Tour	27,781	NA	NA	27,424	17,749	54.5	357	NA	NA
Non-Group	2,313,134	NA	NA	2,271,484	688,750	229.8	41,651	NA	NA
Package Trip	295,679	NA	NA	292,865	94,139	211.1	2,813	NA	NA
No Package	2,045,236	NA	NA	2,006,042	612,360	227.6	39,194	NA	NA
Net True Independent	2,030,639	NA	NA	1,991,700	605,753	228.8	38,940	NA	NA
Ave. Age of Party Head	45	47	-5.2	45	47	-4.8	51	50	2.3
Ave. Party Size	2.29	2.10	9.0	2.30	2.08	10.9	1.76	2.29	-22.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 60. Maui Island Air Visitor Characteristics
2021 vs. 2020

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	20,025,929	7,553,095	165.1	19,421,323	6,635,859	192.7	604,605	917,237	-34.1
Total Visitors	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
AVERAGE DAILY CENSUS	54,866	20,637	165.9	53,209	18,131	193.5	1,656	2,506	-33.9
TOTAL AIR SEATS	3,020,388	1,102,166	174.0	2,955,085	1,015,080	191.1	65,303	87,086	-25.0
ISLANDS VISITED									
O'ahu	323,829	159,713	102.8	317,768	118,641	167.8	6,061	41,072	-85.2
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	113,103	66,539	70.0	111,037	54,117	105.2	2,066	12,422	-83.4
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
Maui	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
Maui only	1,819,488	573,983	NA	1,785,759	523,412	NA	33,729	50,571	NA
Moloka'i *	13,644	9,812	39.0	13,464	6,738	99.8	180	3,075	-94.2
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	22,425	10,218	119.5	22,018	8,249	166.9	407	1,968	-79.3
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	130,074	77,097	68.7	128,023	60,465	111.7	2,051	16,632	-87.7
Kona side	110,951	66,872	65.9	109,074	52,000	109.8	1,877	14,872	-87.4
Hilo side	38,873	38,915	-0.1	38,033	31,257	21.7	839	7,658	-89.0
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,303,942	792,602	190.7	2,262,137	693,197	226.3	41,805	99,404	-57.9
NI only									
Oahu & NI	323,829	159,713	102.8	317,768	118,641	167.8	6,061	41,072	-85.2
Any one island only	1,819,488	573,983	217.0	1,785,759	523,412	241.2	33,729	50,571	-33.3
Multiple Islands	484,453	218,619	121.6	476,378	169,785	180.6	8,075	48,834	-83.5
Avg. Islands Visited	1.26	1.41	-10.4	1.26	1.36	-7.1	1.26	1.76	-28.4
Average Length of Stay on Maui	8.69	9.53	-8.8	8.59	9.57	-10.3	14.46	9.23	56.7
ACCOMMODATIONS									
Plan to stay in Hotel	1,056,646	373,803	182.7	1,039,176	320,895	223.8	17,470	52,908	-67.0
Hotel only	867,608	288,514	200.7	853,008	251,566	239.1	14,600	36,948	-60.5
Plan to stay in Condo	740,911	237,943	211.4	724,760	199,039	264.1	16,151	38,903	-58.5
Condo only	618,191	188,770	227.5	604,450	162,693	271.5	13,740	26,077	-47.3
Plan to stay in Timeshare	275,079	85,093	223.3	271,460	79,059	243.4	3,619	6,035	-40.0
Timeshare only	223,123	64,981	243.4	220,363	61,252	259.8	2,760	3,729	-26.0
Cruise Ship	0	19,790	-100.0	0	17,386	-100.0	0	2,405	-100.0
Friends/Relatives	153,692	72,264	112.7	150,171	66,255	126.7	3,521	6,009	-41.4
Bed & Breakfast	26,021	10,785	141.3	25,692	9,322	175.6	330	1,464	-77.5
Rental House	255,437	78,967	223.5	252,361	69,214	264.6	3,076	9,753	-68.5
Hostel	13,518	8,010	68.8	12,968	6,350	104.2	550	1,660	-66.9
Camp Site, Beach	14,118	9,391	50.3	13,561	7,486	81.2	558	1,905	-70.7
Private Room in Private Home**	16,251	9,762	66.5	15,654	8,564	82.8	597	1,198	-50.2
Shared Room/Space in Private Home**	4,424	3,544	24.8	4,333	2,821	53.6	91	723	-87.4
Other	26,573	12,050	120.5	25,846	11,460	125.5	727	590	23.1

Table 60. Maui Island Air Visitor Characteristics (continued)
2021 vs. 2020

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	2,130,208	695,799	206.2	2,090,941	601,815	247.4	39,267	93,984	-58.2
Honeymoon/Get Married	124,515	28,273	340.4	122,921	24,288	406.1	1,593	3,985	-60.0
Honeymoon	111,803	23,800	369.8	110,341	20,299	443.6	1,462	3,501	-58.2
Get Married	17,836	6,049	194.8	17,658	5,400	227.0	178	650	-72.7
Pleasure/Vacation	2,024,834	672,182	201.2	1,986,969	581,729	241.6	37,865	90,452	-58.1
Mtgs/Conventions/Incentive	43,290	42,978	0.7	42,668	39,145	9.0	622	3,833	-83.8
Conventions	21,553	27,298	-21.0	21,386	24,744	-13.6	167	2,554	-93.5
Corporate Meetings	10,431	7,733	34.9	10,349	7,362	40.6	82	370	-77.8
Incentive	12,981	9,322	39.2	12,605	8,287	52.1	376	1,035	-63.7
Other Business	35,096	20,836	68.4	34,717	20,512	69.3	379	324	16.8
Visit Friends/Rel.	148,919	60,689	145.4	146,689	57,649	154.5	2,231	3,040	-26.6
Gov't/Military	2,750	1,618	69.9	2,747	1,618	69.7	3	0	NA
Attend School	1,425	761	87.2	1,364	694	96.5	61	67	-8.8
Sport Events	2,846	1,932	47.3	2,784	1,658	67.9	62	273	-77.3
Other	34,733	18,733	85.4	34,198	16,903	102.3	535	1,830	-70.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	26.7	NA	NA	26.8	23.7	3.1	23.4	NA	NA
% Repeaters ***	73.3	NA	NA	73.2	76.3	-3.1	76.6	NA	NA
Average # of Trips	5.7	NA	NA	5.71	6.52	-12.4	5.8	NA	NA
Group Tour	26,947	NA	NA	26,590	17,281	53.9	357	NA	NA
Non-Group	2,276,994	NA	NA	2,235,547	675,916	230.7	41,448	NA	NA
Package Trip	291,966	NA	NA	289,152	92,786	211.6	2,813	NA	NA
No Package	2,011,976	NA	NA	1,972,985	600,411	228.6	38,991	NA	NA
Net True Independent	1,997,820	NA	NA	1,959,083	594,029	229.8	38,737	NA	NA
Ave. Age of Party Head	45	47	-5.2	45	47	-4.8	51	50	2.4
Ave. Party Size	2.30	2.11	9.0	2.31	2.08	10.9	1.76	2.29	-23.1

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 61. Moloka'i Air Visitor Characteristics
2021 vs. 2020

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	182,658	117,947	54.9	181,753	108,795	67.1	905	9,152	-90.1
Total Visitors	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
AVERAGE DAILY CENSUS	500	322	55.3	498	297	67.5	2	25	-90.1
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	9,785	7,548	29.6	9,649	5,306	81.8	136	2,242	-93.9
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	3,723	4,176	-10.8	3,660	2,648	38.3	63	1,528	-95.9
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
Maui	13,644	9,812	39.0	13,464	6,738	99.8	180	3,075	-94.2
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
Moloka'i only *	6,022	3,449	NA	6,019	3,319	NA	3	130	NA
Lāna'i *	3,756	3,038	23.6	3,707	2,130	74.0	49	908	-94.6
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	5,223	4,815	8.5	5,142	3,403	51.1	81	1,412	-94.3
Kona side	4,533	4,364	3.9	4,481	2,999	49.4	52	1,366	-96.2
Hilo side	3,109	3,204	-3.0	3,050	2,261	34.9	`	942	-93.8
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	25,758	17,025	51.3	25,508	12,999	96.2	251	4,026	-93.8
NI only									
Oahu & NI	9,785	7,548	29.6	9,649	5,306	81.8	136	2,242	-93.9
Any one island only	6,022	3,449	74.6	6,019	3,319	81.3	3	130	-97.7
Multiple Islands	19,737	13,576	45.4	19,489	9,680	101.3	247	3,896	-93.6
Avg. Islands Visited	2.40	2.73	-11.9	2.40	2.56	-6.2	3.03	3.28	-7.5
Average Length of Stay on Moloka'i	7.09	6.93	2.4	7.13	8.37	-14.9	3.61	2.27	58.9
ACCOMMODATIONS									
Plan to stay in Hotel	11,011	8,272	33.1	10,913	5,091	114.4	98	3,181	-96.9
Hotel only	7,131	5,391	32.3	7,093	2,766	156.4	38	2,625	-98.6
Plan to stay in Condo	7,882	4,312	82.8	7,764	3,723	108.5	118	589	-80.0
Condo only	5,384	2,865	87.9	5,300	2,385	122.2	84	480	-82.4
Plan to stay in Timeshare	1,964	914	114.8	1,954	840	132.7	10	75	-86.1
Timeshare only	1,259	428	193.9	1,249	412	203.4	10	17	-37.8
Cruise Ship	0	1,129	-100.0	0	631	-100.0	0	498	-100.0
Friends/Relatives	5,037	2,807	79.5	4,991	2,705	84.5	45	101	-55.2
Bed & Breakfast	629	532	18.1	628	454	38.5	0	78	-99.5
Rental House	3,582	2,221	61.3	3,544	2,070	71.2	38	151	-74.6
Hostel	396	297	33.3	396	243	62.7	0	54	-100.0
Camp Site, Beach	387	299	29.2	358	260	37.5	29	39	-26.4
Private Room in Private Home**	561	499	12.3	560	405	38.3	1	95	-98.8
Shared Room/Space in Private Home**	232	208	11.8	232	155	49.5	0	52	-100.0
Other	936	695	34.8	935	695	34.6	1	0	NA

Table 61. Moloka'i Air Visitor Characteristics (continued)
2021 vs. 2020

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	20,770	13,854	49.9	20,527	10,160	102.0	244	3,695	-93.4
Honeymoon/Get Married	1,322	352	276.1	1,321	347	281.0	1	5	-78.0
Honeymoon	1,136	276	311.9	1,136	271	319.3	0	5	-100.0
Get Married	281	122	129.6	280	122	128.8	1	0	NA
Pleasure/Vacation	19,745	13,573	45.5	19,502	9,884	97.3	243	3,690	-93.4
Mtgs/Conventions/Incentive	468	488	-4.2	468	472	-0.9	0	16	-100.0
Conventions	209	280	-25.4	209	280	-25.4	0	0	NA
Corporate Meetings	170	158	7.2	170	142	19.2	0	16	-100.0
Incentive	151	75	102.8	151	75	102.8	0	0	NA
Other Business	1,190	724	64.3	1,182	724	63.2	8	0	NA
Visit Friends/Rel.	4,643	2,229	108.3	4,632	2,135	116.9	12	93	-87.6
Gov't/Military	276	142	94.0	276	142	94.0	0	0	NA
Attend School	134	51	160.9	134	51	160.9	0	0	NA
Sport Events	90	66	35.2	90	66	35.2	0	0	NA
Other	1,033	966	6.9	1,030	687	49.9	3	279	-99.0
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	31.6	NA	NA	31.7	26.4	5.3	18.6	NA	NA
% Repeaters ***	68.4	NA	NA	68.3	73.6	-5.3	81.4	NA	NA
Average # of Trips	6.3	NA	NA	6.22	7.01	-11.2	10.1	NA	NA
Group Tour	609	NA	NA	609	500	22.0	0	NA	NA
Non-Group	25,149	NA	NA	24,899	12,499	99.2	251	NA	NA
Package Trip	2,827	NA	NA	2,827	1,318	114.5	0	NA	NA
No Package	22,932	NA	NA	22,681	11,681	94.2	251	NA	NA
Net True Independent	22,572	NA	NA	22,321	11,397	95.9	251	NA	NA
Ave. Age of Party Head	47	51	-7.1	47	51	-7.6	49	50	-3.1
Ave. Party Size	2.00	1.95	2.5	2.00	1.79	11.9	1.97	2.76	-28.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 62. Lāna'i Air Visitor Characteristics
2021 vs. 2020

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	234,938	83,228	182.3	233,607	78,047	199.3	1,331	5,182	-74.3
Total Visitors	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9
AVERAGE DAILY CENSUS	644	227	183.1	640	213	200.1	4	14	-74.2
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	12,972	6,863	89.0	12,739	5,058	151.9	232	1,805	-87.1
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	6,449	4,127	56.3	6,378	2,807	127.2	70	1,319	-94.7
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9
Maui	22,425	10,218	119.5	22,018	8,249	166.9	407	1,968	-79.3
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	3,756	3,038	23.6	3,707	2,130	74.0	49	908	-94.6
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9
Lāna'i only *	13,820	4,045	NA	13,788	3,924	NA	32	121	NA
Hawai'i Island	8,337	5,170	61.3	8,215	3,787	116.9	122	1,383	-91.2
Kona side	7,506	4,727	58.8	7,423	3,410	117.7	82	1,317	-93.8
Hilo side	3,480	3,299	5.5	3,408	2,142	59.2	71	1,158	-93.8
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	47,829	17,924	166.8	47,291	15,489	205.3	539	2,435	-77.9
NI only									
Oahu & NI	12,972	6,863	89.0	12,739	5,058	151.9	232	1,805	-87.1
Any one island only	13,820	4,045	241.6	13,788	3,924	251.3	32	121	-73.2
Multiple Islands	34,009	13,879	145.0	33,503	11,565	189.7	506	2,314	-78.1
Avg. Islands Visited	2.13	2.64	-19.4	2.12	2.42	-12.4	2.63	4.03	-34.7
Average Length of Stay on Lāna'i	4.91	4.64	5.8	4.94	5.04	-2.0	2.47	2.13	16.1
ACCOMMODATIONS									
Plan to stay in Hotel	30,521	11,153	173.6	30,302	9,375	223.2	218	1,779	-87.7
Hotel only	25,400	8,398	202.4	25,250	7,282	246.7	150	1,116	-86.5
Plan to stay in Condo	8,618	3,054	182.2	8,402	2,595	223.7	215	459	-53.1
Condo only	5,999	2,233	168.6	5,839	1,882	210.3	160	352	-54.6
Plan to stay in Timeshare	3,637	1,072	239.4	3,578	996	259.2	59	76	-22.3
Timeshare only	2,669	682	291.4	2,612	640	308.3	57	42	36.1
Cruise Ship	0	1,203	-100.0	0	584	-100.0	0	620	-100.0
Friends/Relatives	4,604	2,074	122.0	4,587	2,019	127.2	17	55	-69.9
Bed & Breakfast	796	277	187.4	796	277	187.4	0	0	NA
Rental House	5,070	1,703	197.7	5,009	1,586	215.7	62	117	-47.4
Hostel	320	220	45.7	305	206	47.7	16	14	15.2
Camp Site, Beach	337	236	42.7	324	218	48.5	13	18	-26.6
Private Room in Private Home**	559	350	59.9	529	302	75.3	30	48	-37.4
Shared Room/Space in Private Home**	195	127	53.4	195	122	59.5	0	5	-100.0
Other	854	359	137.9	828	359	130.5	26	0	NA

Table 62. Lāna'i Air Visitor Characteristics (continued)

2021 vs. 2020

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	41,875	14,710	184.7	41,369	12,413	233.3	505	2,297	-78.0
Honeymoon/Get Married	4,317	746	478.8	4,286	655	553.9	31	90	-65.3
Honeymoon	3,868	546	608.9	3,863	490	689.2	5	56	-91.3
Get Married	718	258	178.5	690	223	208.8	28	34	-18.4
Pleasure/Vacation	38,161	14,153	169.6	37,686	11,912	216.4	475	2,241	-78.8
Mtgs/Conventions/Incentive	1,775	1,389	27.8	1,774	1,323	34.1	1	66	-98.9
Conventions	455	392	16.1	454	392	15.9	1	0	NA
Corporate Meetings	672	445	50.9	672	428	56.8	0	17	-100.0
Incentive	830	617	34.4	830	568	46.1	0	49	-100.0
Other Business	1,615	808	99.8	1,594	808	97.2	21	0	NA
Visit Friends/Rel.	4,131	1,681	145.8	4,087	1,607	154.4	44	74	-41.0
Gov't/Military	247	105	134.3	247	105	134.3	0	0	NA
Attend School	108	33	228.1	108	33	228.1	0	0	NA
Sport Events	66	83	-20.3	66	67	-0.8	0	16	-100.0
Other	1,079	616	75.2	1,077	590	82.5	1	25	-94.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	29.9	NA	NA	30.1	27.8	2.3	11.9	NA	NA
% Repeaters ***	70.1	NA	NA	69.9	72.2	-2.3	88.1	NA	NA
Average # of Trips	5.7	NA	NA	5.65	5.97	-5.4	8.2	NA	NA
Group Tour	1,321	NA	NA	1,321	1,026	28.8	0	NA	NA
Non-Group	46,508	NA	NA	45,969	14,463	217.8	539	NA	NA
Package Trip	5,433	NA	NA	5,431	2,336	132.4	2	NA	NA
No Package	42,396	NA	NA	41,860	13,153	218.3	537	NA	NA
Net True Independent	41,751	NA	NA	41,215	12,715	224.2	537	NA	NA
Ave. Age of Party Head	45	49	-7.5	45	48	-5.7	47	55	-13.7
Ave. Party Size	2.08	1.93	7.7	2.08	1.88	10.7	2.31	2.37	-2.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 63. Kaua'i Air Visitor Characteristics
2021 vs. 2020

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	7,005,805	2,940,354	138.3	6,944,451	2,719,315	155.4	61,355	221,039	-72.2
Total Visitors	813,647	330,263	146.4	807,658	295,843	173.0	5,990	34,420	-82.6
AVERAGE DAILY CENSUS	19,194	8,034	138.9	19,026	7,430	156.1	168	604	-72.2
TOTAL AIR SEATS	821,715	322,993	154.4	814,407	308,551	163.9	7,308	14,442	-49.4
ISLANDS VISITED									
O'ahu	145,938	89,739	62.6	144,005	68,273	110.9	1,933	21,467	-91.0
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	813,647	330,263	146.4	807,658	295,843	173.0	5,990	34,420	-82.6
Kaua'i only	559,170	202,393	NA	556,375	193,327	NA	2,796	9,066	NA
Maui County	116,832	68,127	71.5	114,760	55,318	107.5	2,072	12,809	-83.8
Maui	113,103	66,539	70.0	111,037	54,117	105.2	2,066	12,422	-83.4
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	3,723	4,176	-10.8	3,660	2,648	38.3	63	1,528	-95.9
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	6,449	4,127	56.3	6,378	2,807	127.2	70	1,319	-94.7
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	68,594	51,974	32.0	67,517	40,631	66.2	1,077	11,343	-90.5
Kona side	58,878	45,775	28.6	57,883	35,815	61.6	995	9,960	-90.0
Hilo side	22,714	30,600	-25.8	22,209	24,503	-9.4	504	6,097	-91.7
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	813,647	330,263	146.4	807,658	295,843	173.0	5,990	34,420	-82.6
NI only									
Oahu & NI	145,938	89,739	62.6	144,005	68,273	110.9	1,933	21,467	-91.0
Any one island only	559,170	202,393	176.3	556,375	193,327	187.8	2,796	9,066	-69.2
Multiple Islands	254,477	127,870	99.0	251,283	102,516	145.1	3,194	25,354	-87.4
Avg. Islands Visited	1.42	1.66	-14.5	1.41	1.57	-10.0	1.87	2.40	-22.0
Average Length of Stay on Kaua'i	8.61	8.90	-3.3	8.60	9.19	-6.5	10.24	6.42	59.5
ACCOMMODATIONS									
Plan to stay in Hotel	360,153	155,297	131.9	357,454	133,683	167.4	2,699	21,613	-87.5
Hotel only	261,309	103,233	153.1	259,755	91,042	185.3	1,554	12,191	-87.3
Plan to stay in Condo	181,613	70,006	159.4	179,840	60,705	196.3	1,773	9,301	-80.9
Condo only	131,570	48,213	172.9	130,394	43,704	198.4	1,176	4,509	-73.9
Plan to stay in Timeshare	150,836	49,860	202.5	149,666	46,554	221.5	1,170	3,305	-64.6
Timeshare only	118,703	36,907	221.6	117,835	35,145	235.3	868	1,761	-50.7
Cruise Ship	0	18,006	-100.0	0	15,706	-100.0	0	2,300	-100.0
Friends/Relatives	66,614	29,611	125.0	66,264	28,200	135.0	350	1,411	-75.2
Bed & Breakfast	9,948	5,497	81.0	9,907	4,708	110.4	41	789	-94.8
Rental House	154,814	54,664	183.2	153,938	49,674	209.9	876	4,990	-82.5
Hostel	4,216	3,585	17.6	4,093	2,877	42.3	123	708	-82.6
Camp Site, Beach	8,589	6,134	40.0	8,383	4,742	76.8	206	1,392	-85.2
Private Room in Private Home**	8,362	5,548	50.7	8,173	4,701	73.9	188	847	-77.8
Shared Room/Space in Private Home**	2,256	1,879	20.1	2,225	1,517	46.7	31	362	-91.4
Other	12,343	6,739	83.2	12,137	6,500	86.7	206	239	-13.7

Table 63. Kaua'i Air Visitor Characteristics (continued)
2021 vs. 2020

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	745,923	290,545	156.7	740,395	258,048	186.9	5,529	32,497	-83.0
Honeymoon/Get Married	48,410	12,943	274.0	48,086	11,545	316.5	324	1,398	-76.9
Honeymoon	44,095	11,021	300.1	43,777	9,791	347.1	318	1,230	-74.1
Get Married	6,513	2,757	136.2	6,496	2,513	158.5	17	244	-93.0
Pleasure/Vacation	704,597	279,721	151.9	699,314	248,463	181.5	5,283	31,258	-83.1
Mtgs/Conventions/Incentive	10,932	15,244	-28.3	10,776	14,738	-26.9	156	506	-69.1
Conventions	5,959	10,846	-45.1	5,871	10,463	-43.9	88	383	-77.1
Corporate Meetings	2,982	2,696	10.6	2,918	2,643	10.4	64	53	19.9
Incentive	2,517	2,227	13.0	2,492	2,141	16.4	25	86	-70.6
Other Business	13,676	9,136	49.7	13,592	8,985	51.3	84	151	-44.3
Visit Friends/Rel.	66,086	25,669	157.5	65,802	24,617	167.3	284	1,052	-73.0
Gov't/Military	2,983	1,803	65.4	2,981	1,775	68.0	2	28	-92.3
Attend School	656	376	74.7	628	373	68.4	28	3	886.6
Sport Events	688	1,160	-40.6	683	896	-23.7	5	264	-98.1
Other	13,355	8,279	61.3	13,247	7,345	80.4	109	935	-88.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	24.1	NA	NA	24.1	24.0	0.1	33.4	NA	NA
% Repeaters ***	75.9	NA	NA	75.9	76.0	-0.1	66.6	NA	NA
Average # of Trips	5.9	NA	NA	5.87	6.16	-4.6	4.8	NA	NA
Group Tour	8,728	NA	NA	8,687	8,217	5.7	42	NA	NA
Non-Group	804,919	NA	NA	798,971	287,626	177.8	5,948	NA	NA
Package Trip	80,088	NA	NA	79,575	37,492	112.2	513	NA	NA
No Package	733,559	NA	NA	728,083	258,351	181.8	5,476	NA	NA
Net True Independent	728,948	NA	NA	723,473	255,564	183.1	5,475	NA	NA
Ave. Age of Party Head	46	49	-5.7	46	48	-5.1	48	52	-8.2
Ave. Party Size	2.22	2.04	9.0	2.23	2.01	10.6	1.87	2.30	-19.0

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 64. Hawai'i Island Air Visitor Characteristics
2021 vs. 2020

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	10,964,869	4,992,542	119.6	10,799,284	4,410,383	144.9	165,585	582,159	-71.6
Total Visitors	1,183,458	493,817	139.7	1,172,729	402,530	191.3	10,729	91,287	-88.2
AVERAGE DAILY CENSUS	30,041	13,641	120.2	29,587	12,050	145.5	454	1,591	-71.5
TOTAL AIR SEATS	1,401,880	523,386	167.8	1,390,252	484,700	186.8	11,628	38,686	-69.9
ISLANDS VISITED									
O'ahu	219,357	137,865	59.1	215,881	86,525	149.5	3,476	51,340	-93.2
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	68,594	51,974	32.0	67,517	40,631	66.2	1,077	11,343	-90.5
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	135,610	79,511	70.6	133,505	62,387	114.0	2,105	17,125	-87.7
Maui	130,074	77,097	68.7	128,023	60,465	111.7	2,051	16,632	-87.7
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	5,223	4,815	8.5	5,142	3,403	51.1	81	1,412	-94.3
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	8,337	5,170	61.3	8,215	3,787	116.9	122	1,383	-91.2
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,183,458	493,817	139.7	1,172,729	402,530	191.3	10,729	91,287	-88.2
Kona side	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6
Hilo side	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
Hawai'i Island only	853,639	315,159	NA	847,634	279,815	NA	6,004	35,343	NA
Any Neighbor Island	1,183,458	493,817	139.7	1,172,729	402,530	191.3	10,729	91,287	-88.2
NI only									
Oahu & NI	219,357	137,865	59.1	215,881	86,525	149.5	3,476	51,340	-93.2
Any one island only	853,639	315,159	170.9	847,634	279,815	202.9	6,004	35,343	-83.0
Multiple Islands	329,819	178,658	84.6	325,095	122,714	164.9	4,725	55,944	-91.6
Avg. Islands Visited	1.36	1.56	-12.6	1.36	1.48	-8.2	1.63	1.90	-14.0
Average Length of Stay on Hawai'i Island	9.27	10.11	-8.4	9.21	10.96	-16.0	15.43	6.38	142.0
ACCOMMODATIONS									
Plan to stay in Hotel	522,467	231,262	125.9	517,780	171,742	201.5	4,687	59,519	-92.1
Hotel only	387,795	161,459	140.2	384,701	116,643	229.8	3,094	44,816	-93.1
Plan to stay in Condo	222,374	85,941	158.8	219,413	67,138	226.8	2,960	18,803	-84.3
Condo only	158,700	58,371	171.9	156,603	47,166	232.0	2,098	11,204	-81.3
Plan to stay in Timeshare	137,074	43,608	214.3	135,833	36,959	267.5	1,241	6,649	-81.3
Timeshare only	105,517	30,954	240.9	104,581	26,556	293.8	936	4,398	-78.7
Cruise Ship	0	19,143	-100.0	0	16,799	-100.0	0	2,344	-100.0
Friends/Relatives	160,033	76,722	108.6	158,973	70,242	126.3	1,060	6,480	-83.6
Bed & Breakfast	28,055	14,675	91.2	27,870	12,050	131.3	185	2,624	-92.9
Rental House	257,236	90,155	185.3	255,227	79,328	221.7	2,009	10,827	-81.4
Hostel	7,853	4,825	62.8	7,637	4,074	87.5	216	752	-71.2
Camp Site, Beach	8,683	4,903	77.1	8,612	4,171	106.5	71	732	-90.3
Private Room in Private Home**	21,833	13,892	57.2	21,509	12,121	77.5	324	1,771	-81.7
Shared Room/Space in Private Home**	5,660	4,788	18.2	5,569	3,667	51.9	90	1,121	-91.9
Other	25,471	14,082	80.9	25,172	13,406	87.8	298	676	-55.9

Table 64. Hawai'i Island Air Visitor Characteristics (continued)
2021 vs. 2020

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	1,026,806	404,991	153.5	1,017,210	322,661	215.3	9,596	82,330	-88.3
Honeymoon/Get Married	43,933	14,900	194.9	43,338	10,442	315.0	595	4,457	-86.7
Honeymoon	38,651	12,860	200.5	38,071	8,645	340.4	580	4,215	-86.2
Get Married	7,564	3,072	146.3	7,530	2,427	210.2	35	644	-94.6
Pleasure/Vacation	991,912	392,414	152.8	982,833	314,349	212.7	9,079	78,065	-88.4
Mtgs/Conventions/Incentive	21,914	24,368	-10.1	21,630	19,354	11.8	284	5,014	-94.3
Conventions	10,281	13,853	-25.8	10,113	12,366	-18.2	168	1,487	-88.7
Corporate Meetings	5,978	5,294	12.9	5,907	4,017	47.0	71	1,276	-94.4
Incentive	6,631	6,066	9.3	6,582	3,762	74.9	49	2,304	-97.9
Other Business	28,833	19,092	51.0	28,670	18,229	57.3	163	863	-81.1
Visit Friends/Rel.	150,723	62,785	140.1	149,733	59,143	153.2	990	3,643	-72.8
Gov't/Military	3,016	1,753	72.0	3,003	1,708	75.8	14	45	-70.1
Attend School	3,624	2,111	71.7	3,548	1,990	78.3	76	121	-37.3
Sport Events	3,938	2,454	60.5	3,902	2,097	86.1	37	357	-89.8
Other	23,395	16,630	40.7	23,092	14,344	61.0	303	2,286	-86.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	26.2	NA	NA	26.2	24.7	1.5	31.2	NA	NA
% Repeaters ***	73.8	NA	NA	73.8	75.3	-1.5	68.8	NA	NA
Average # of Trips	6.0	NA	NA	6.02	6.59	-8.6	4.8	NA	NA
Group Tour	19,112	NA	NA	18,895	11,704	61.4	217	NA	NA
Non-Group	1,164,344	NA	NA	1,153,834	390,826	195.2	10,510	NA	NA
Package Trip	129,521	NA	NA	128,732	46,579	176.4	790	NA	NA
No Package	1,053,937	NA	NA	1,043,997	355,950	193.3	9,939	NA	NA
Net True Independent	1,044,380	NA	NA	1,034,529	350,933	194.8	9,851	NA	NA
Ave. Age of Party Head	46	48	-4.6	46	48	-4.5	45	49	-7.3
Ave. Party Size	2.17	2.02	7.5	2.17	1.93	12.3	1.85	2.50	-26.0

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 65. Hilo Air Visitor Characteristics
2021 vs. 2020

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	1,773,536	982,431	80.5	1,759,510	894,781	96.6	14,026	87,650	-84.0
Total Visitors	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
AVERAGE DAILY CENSUS	4,859	2,684	81.0	4,821	2,445	97.2	38	239	-84.0
TOTAL AIR SEATS	38,776	8,964	332.6	38,776	8,964	332.6	0	0	NA
ISLANDS VISITED									
O'ahu	78,277	65,803	19.0	76,869	43,832	75.4	1,409	21,971	-93.6
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	22,714	30,600	-25.8	22,209	24,503	-9.4	504	6,097	-91.7
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	40,520	39,510	2.6	39,681	31,801	24.8	839	7,709	-89.1
Maui	38,873	38,915	-0.1	38,033	31,257	21.7	839	7,658	-89.0
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	3,109	3,204	-3.0	3,050	2,261	34.9	59	942	-93.8
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	3,480	3,299	5.5	3,408	2,142	59.2	71	1,158	-93.8
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
Kona side	174,946	94,410	85.3	173,281	74,398	132.9	1,665	20,012	-91.7
Hilo side	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
Hawai'i Island only	188,641	77,330	NA	187,956	69,998	NA	685	7,332	NA
Any Neighbor Island	293,833	155,033	89.5	291,467	124,360	134.4	2,365	30,673	-92.3
NI only									
Oahu & NI	78,277	65,803	19.0	76,869	43,832	75.4	1,409	21,971	-93.6
Any one island only	188,641	77,330	143.9	187,956	69,998	168.5	685	7,332	-90.7
Multiple Islands	105,192	77,703	35.4	103,511	54,362	90.4	1,680	23,341	-92.8
Avg. Islands Visited	1.50	1.91	-21.7	1.49	1.84	-18.7	2.22	2.23	-0.7
Average Length of Stay in Hilo	6.04	6.34	-4.8	6.04	7.20	-16.1	5.93	2.86	107.5
ACCOMMODATIONS									
Plan to stay in Hotel	135,055	79,510	69.9	133,738	58,437	128.9	1,317	21,072	-93.8
Hotel only	80,486	42,748	88.3	79,813	29,043	174.8	673	13,705	-95.1
Plan to stay in Condo	45,107	19,571	130.5	44,509	13,793	222.7	598	5,779	-89.7
Condo only	21,953	8,956	145.1	21,680	6,500	233.5	273	2,456	-88.9
Plan to stay in Timeshare	20,842	7,460	179.4	20,662	6,165	235.1	181	1,295	-86.1
Timeshare only	12,665	4,101	208.8	12,584	3,486	261.0	81	615	-86.8
Cruise Ship	0	17,483	-100.0	0	15,356	-100.0	0	2,127	-100.0
Friends/Relatives	58,428	28,946	101.8	58,131	26,105	122.7	297	2,841	-89.6
Bed & Breakfast	14,974	7,972	87.8	14,899	6,690	122.7	75	1,282	-94.1
Rental House	83,928	32,329	159.6	83,335	27,679	201.1	593	4,650	-87.2
Hostel	3,511	2,553	37.6	3,437	2,070	66.0	74	482	-84.6
Camp Site, Beach	4,215	2,736	54.0	4,178	2,327	79.5	37	409	-91.0
Private Room in Private Home**	7,948	5,959	33.4	7,844	4,949	58.5	104	1,010	-89.7
Shared Room/Space in Private Home**	2,059	2,106	-2.2	2,033	1,615	25.9	26	491	-94.7
Other	8,778	5,377	63.3	8,725	5,131	70.1	53	246	-78.4

Table 65. Hilo Air Visitor Characteristics (continued)

2021 vs. 2020

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	240,555	123,483	94.8	238,475	96,231	147.8	2,080	27,253	-92.4
Honeymoon/Get Married	13,526	5,925	128.3	13,320	4,130	222.5	206	1,795	-88.5
Honeymoon	12,249	5,293	131.4	12,054	3,636	231.5	194	1,657	-88.3
Get Married	1,963	1,096	79.2	1,951	783	149.1	12	312	-96.2
Pleasure/Vacation	230,060	118,547	94.1	228,149	92,972	145.4	1,911	25,576	-92.5
Mtgs/Conventions/Incentive	3,431	5,869	-41.6	3,379	4,020	-15.9	51	1,850	-97.2
Conventions	1,741	3,453	-49.6	1,699	2,810	-39.5	42	643	-93.4
Corporate Meetings	997	948	5.1	991	753	31.6	6	195	-97.0
Incentive	869	1,612	-46.1	865	596	45.3	3	1,016	-99.7
Other Business	9,499	7,012	35.5	9,471	6,855	38.2	28	156	-82.1
Visit Friends/Rel.	56,281	24,311	131.5	56,057	22,646	147.5	224	1,665	-86.6
Gov't/Military	1,365	899	51.8	1,365	899	51.8	0	0	NA
Attend School	1,409	855	64.7	1,366	807	69.4	43	49	-12.1
Sport Events	895	908	-1.5	895	717	24.8	0	191	-100.0
Other	7,733	6,368	21.4	7,661	5,801	32.1	72	567	-87.3
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	31.7	NA	NA	31.7	33.0	-1.3	33.4	NA	NA
% Repeaters ***	68.3	NA	NA	68.3	67.0	1.3	66.6	NA	NA
Average # of Trips	5.1	NA	NA	5.13	5.24	-2.1	4.8	NA	NA
Group Tour	4,962	NA	NA	4,931	5,965	-17.3	31	NA	NA
Non-Group	288,871	NA	NA	286,537	118,395	142.0	2,334	NA	NA
Package Trip	27,549	NA	NA	27,370	18,446	48.4	179	NA	NA
No Package	266,284	NA	NA	264,097	105,914	149.4	2,186	NA	NA
Net True Independent	263,806	NA	NA	261,630	103,822	152.0	2,176	NA	NA
Ave. Age of Party Head	44	47	-6.6	44	47	-7.0	46	47	-3.0
Ave. Party Size	2.20	2.05	7.4	2.20	1.97	11.9	1.86	2.49	-25.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 66. Kona Air Visitor Characteristics
2021 vs. 2020

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
Total Visitor Days	9,191,332	4,010,111	129.2	9,039,774	3,515,602	157.1	151,559	494,509	-69.4
Total Visitors	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6
AVERAGE DAILY CENSUS	25,182	10,957	129.8	24,767	9,605	157.8	415	1,351	-69.3
TOTAL AIR SEATS	1,363,124	514,422	165.0	1,351,496	475,736	184.1	11,628	38,686	-69.9
ISLANDS VISITED									
O'ahu	175,501	112,237	56.4	172,442	69,451	148.3	3,059	42,786	-92.9
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	58,878	45,775	28.6	57,883	35,815	61.6	995	9,960	-90.0
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	115,877	68,989	68.0	113,946	53,673	112.3	1,931	15,316	-87.4
Maui	110,951	66,872	65.9	109,074	52,000	109.8	1,877	14,872	-87.4
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	4,533	4,364	3.9	4,481	2,999	49.4	52	1,366	-96.2
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	7,506	4,727	58.8	7,423	3,410	117.7	82	1,317	-93.8
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6
Kona side	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6
Hilo side	174,946	94,410	85.3	173,281	74,398	132.9	1,665	20,012	-91.7
Hawai'i Island only	791,591	285,888	NA	785,805	252,006	NA	5,787	33,881	NA
Any Neighbor Island	1,064,571	433,194	145.7	1,054,543	352,568	199.1	10,029	80,626	-87.6
NI only									
Oahu & NI	175,501	112,237	56.4	172,442	69,451	148.3	3,059	42,786	-92.9
Any one island only	791,591	285,888	176.9	785,805	252,006	211.8	5,787	33,881	-82.9
Multiple Islands	272,980	147,306	85.3	268,738	100,561	167.2	4,242	46,745	-90.9
Avg. Islands Visited	1.34	1.54	-13.3	1.33	1.46	-9.0	1.60	1.87	-14.3
Average Length of Stay in Kona	8.63	9.26	-6.7	8.57	9.97	-14.0	15.11	6.13	146.4
ACCOMMODATIONS									
Plan to stay in Hotel	470,359	203,012	131.7	466,058	151,065	208.5	4,301	51,946	-91.7
Hotel only	351,642	141,215	149.0	348,835	102,247	241.2	2,808	38,968	-92.8
Plan to stay in Condo	210,680	80,083	163.1	207,866	63,230	228.7	2,814	16,853	-83.3
Condo only	152,420	55,575	174.3	150,412	45,115	233.4	2,008	10,460	-80.8
Plan to stay in Timeshare	131,161	41,375	217.0	129,930	35,145	269.7	1,231	6,230	-80.2
Timeshare only	101,769	29,563	244.2	100,833	25,428	296.5	936	4,135	-77.4
Cruise Ship	0	17,858	-100.0	0	15,822	-100.0	0	2,036	-100.0
Friends/Relatives	127,410	60,950	109.0	126,506	55,492	128.0	904	5,459	-83.4
Bed & Breakfast	24,056	12,282	95.9	23,873	10,110	136.1	182	2,171	-91.6
Rental House	230,181	78,840	192.0	228,285	69,360	229.1	1,897	9,480	-80.0
Hostel	6,586	4,018	63.9	6,389	3,386	88.7	196	632	-68.9
Camp Site, Beach	7,323	4,184	75.0	7,266	3,523	106.3	57	661	-91.4
Private Room in Private Home**	18,954	11,705	61.9	18,636	10,126	84.0	318	1,579	-79.8
Shared Room/Space in Private Home**	4,850	3,960	22.5	4,763	2,970	60.4	87	990	-91.2
Other	21,411	11,519	85.9	21,123	10,917	93.5	288	602	-52.1

Table 66. Kona Air Visitor Characteristics (continued)
2021 vs. 2020

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2021	2020	% CHANGE	2021	2020	% CHANGE	2021	2020	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	941,533	363,868	158.8	932,494	291,196	220.2	9,039	72,671	-87.6
Honeymoon/Get Married	39,392	12,525	214.5	38,819	9,033	329.7	573	3,493	-83.6
Honeymoon	34,609	10,703	223.4	34,049	7,397	360.3	560	3,306	-83.1
Get Married	6,847	2,611	162.2	6,813	2,191	211.0	34	420	-92.0
Pleasure/Vacation	910,331	353,400	157.6	901,787	284,068	217.5	8,545	69,332	-87.7
Mtgs/Conventions/Incentive	20,361	21,756	-6.4	20,100	17,315	16.1	262	4,441	-94.1
Conventions	9,612	12,320	-22.0	9,461	10,971	-13.8	151	1,350	-88.8
Corporate Meetings	5,474	4,769	14.8	5,408	3,588	50.7	66	1,180	-94.4
Incentive	6,206	5,456	13.7	6,157	3,498	76.0	49	1,958	-97.5
Other Business	23,036	14,715	56.5	22,896	13,926	64.4	140	790	-82.2
Visit Friends/Rel.	119,971	49,694	141.4	119,071	46,273	157.3	900	3,421	-73.7
Gov't/Military	2,070	1,133	82.7	2,056	1,088	89.1	14	45	-70.1
Attend School	2,830	1,586	78.4	2,790	1,488	87.5	39	99	-60.1
Sport Events	3,333	1,861	79.1	3,297	1,656	99.0	37	205	-82.2
Other	19,364	12,932	49.7	19,087	10,929	74.6	277	2,003	-86.2
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	25.4	NA	NA	25.4	23.9	1.5	30.9	NA	NA
% Repeaters ***	74.6	NA	NA	74.6	76.1	-1.5	69.1	NA	NA
Average # of Trips	6.1	NA	NA	6.07	6.66	-8.9	4.7	NA	NA
Group Tour	16,938	NA	NA	16,740	10,071	66.2	198	NA	NA
Non-Group	1,047,631	NA	NA	1,037,803	342,496	203.0	9,828	NA	NA
Package Trip	117,999	NA	NA	117,279	41,310	183.9	721	NA	NA
No Package	946,572	NA	NA	937,264	311,257	201.1	9,308	NA	NA
Net True Independent	938,045	NA	NA	928,818	306,921	202.6	9,228	NA	NA
Ave. Age of Party Head	46	48	-4.9	46	48	-4.7	45	49	-7.9
Ave. Party Size	2.07	1.95	6.2	2.07	1.85	12.1	1.95	2.51	-22.5

* Sample sizes for Moloka'i and Lāna'i are relatively small.
** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.
*** Change represents absolute change in rates rather than percentage change in rate.
NA = Visitor Status/Travel Method data from international visitors were not available for all months in 2020. Due to COVID-19 restrictions, Departure surveys were not conducted from April – October 2020. See 2020 Annual Visitor Research Report, Technical Notes for details.
The 2020 Annual Report is posted on the DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 67. 2021 Air Visitor Days by Island and MMA

2021	U.S. WEST MMA	U.S. 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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	15,669,283	9,175,918	276,483	394,922	38,817	33,635	50,453	10,270	34,705	167,880	40,059	12,786	52,845
Maui	13,138,515	5,735,146	5,748	656,291	20,513	8,997	18,375	3,616	11,133	62,634	7,257	6,383	13,640
Moloka'i	116,036	54,745	22	2,670	166	88	600	187	264	1,305	271	46	317
Lāna'i	133,983	89,268	72	2,269	342	126	226	28	244	966	84	72	156
Kaua'i	4,759,828	1,989,236	2,016	83,451	7,938	2,701	8,762	1,342	5,637	26,379	3,444	2,194	5,638
Hawai'i Island	7,082,363	3,305,407	10,379	224,723	16,343	6,570	20,111	2,521	10,191	55,735	6,661	5,155	11,816
…Hilo	1,042,466	638,784	3,261	18,937	3,306	1,326	6,419	1,151	2,326	14,528	929	667	1,596
…Kona	6,039,897	2,666,623	7,118	205,786	13,037	5,244	13,692	1,370	7,864	41,207	5,732	4,488	10,220
STATE	40,900,008	20,349,720	294,720	1,364,326	84,119	52,118	98,526	17,964	62,173	314,899	57,777	26,635	84,413
DOMESTIC													
O'ahu	15,654,429	9,158,207	17,550	79,545	36,842	15,504	48,421	10,008	34,110	144,885	13,379	10,912	24,291
Maui	13,137,970	5,734,373	3,520	75,889	20,160	5,221	17,072	3,531	10,904	56,889	2,806	6,068	8,874
Moloka'i	116,036	54,743	15	1,827	166	88	600	187	264	1,305	271	46	317
Lāna'i	133,983	89,268	67	943	342	126	226	28	244	966	84	72	156
Kaua'i	4,759,732	1,989,059	1,598	26,755	7,814	1,788	8,245	1,321	5,546	24,714	2,318	2,194	4,512
Hawai'i Island	7,081,964	3,305,004	3,135	90,547	16,000	4,050	19,550	2,505	9,992	52,098	3,136	5,069	8,205
…Hilo	1,042,462	638,743	1,007	9,374	3,306	1,326	6,419	1,151	2,326	14,528	929	667	1,596
…Kona	6,039,501	2,666,260	2,128	81,173	12,695	2,724	13,131	1,354	7,666	37,569	2,207	4,402	6,609
STATE	40,884,114	20,330,654	25,884	275,506	81,325	26,778	94,114	17,579	61,060	280,855	21,994	24,360	46,355
INTERNATIONAL													
O'ahu	14,853	17,711	258,933	315,377	1,975	18,131	2,032	263	595	22,996	26,681	1,874	28,555
Maui	545	773	2,229	580,402	353	3,776	1,303	84	230	5,746	4,451	315	4,766
Moloka'i	0	2	7	843	0	0	0	0	0	0	0	0	0
Lāna'i	0	0	5	1,326	0	0	0	0	0	0	0	0	0
Kaua'i	95	176	419	56,697	124	913	516	21	91	1,665	1,126	0	1,126
Hawai'i Island	399	404	7,244	134,176	342	2,520	561	16	198	3,638	3,525	86	3,611
…Hilo	4	41	2,255	9,562	0	0	0	0	0	0	0	0	0
…Kona	395	363	4,989	124,614	342	2,520	561	16	198	3,638	3,525	86	3,611
STATE	15,893	19,066	268,836	1,088,820	2,794	25,340	4,412	384	1,113	34,044	35,783	2,275	38,058

Table 67. 2021 Air Visitor Days by Island and MMA (continued)

2021	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
O'ahu	44,222	13,452	117,020	7,070	24,333	206,096	10,815	12,354	31,418	54,587	900,060	26,898,075
Maui	8,772	4,479	7,498	2,450	2,955	26,153	17,572	4,492	17,124	39,188	348,612	20,025,929
Moloka'i	229	11	432	43	477	1,193	143	197	182	522	5,849	182,658
Lāna'i	298	148	61	72	746	1,325	171	34	651	856	6,044	234,938
Kaua'i	2,753	1,489	1,997	772	1,588	8,599	1,225	1,420	3,920	6,565	124,094	7,005,805
Hawai'i Island	14,193	2,623	22,489	2,588	6,690	48,583	2,959	3,611	11,308	17,879	207,984	10,964,869
...Hilo	3,915	491	3,839	514	1,871	10,629	698	642	2,041	3,381	39,954	1,773,536
...Kona	10,278	2,132	18,649	2,074	4,819	37,954	2,262	2,969	9,267	14,497	168,030	9,191,332
STATE	70,468	22,201	149,496	12,995	36,790	291,950	32,885	22,108	64,603	119,596	1,592,643	65,312,274
DOMESTIC												
O'ahu	37,402	12,574	16,734	5,968	14,446	87,125	10,709	12,095	31,204	54,008	673,424	25,893,464
Maui	8,456	4,370	4,698	2,330	2,328	22,183	17,544	4,480	17,064	39,088	342,538	19,421,323
Moloka'i	229	11	380	43	477	1,140	143	197	182	522	5,849	181,753
Lāna'i	298	148	61	72	746	1,325	171	34	651	856	6,044	233,607
Kaua'i	2,738	1,489	1,428	765	1,571	7,992	1,225	1,420	3,920	6,565	123,525	6,944,451
Hawai'i Island	13,814	2,607	11,331	2,547	6,248	36,547	2,959	3,611	11,295	17,865	203,920	10,799,284
...Hilo	3,915	491	1,693	514	1,867	8,479	698	642	2,041	3,381	39,939	1,759,510
...Kona	9,899	2,116	9,637	2,033	4,382	28,068	2,262	2,969	9,253	14,484	163,981	9,039,774
STATE	62,938	21,199	34,632	11,725	25,817	156,312	32,751	21,836	64,316	118,903	1,355,300	63,473,882
INTERNATIONAL												
O'ahu	6,820	878	100,286	1,102	9,886	118,972	106	260	214	579	226,636	1,004,611
Maui	316	108	2,799	119	628	3,971	28	12	60	100	6,074	604,605
Moloka'i	0	0	52	0	0	52	0	0	0	0	0	905
Lāna'i	0	0	0	0	0	0	0	0	0	0	0	1,331
Kaua'i	15	0	569	7	17	607	0	0	0	0	569	61,355
Hawai'i Island	379	16	11,158	41	442	12,036	0	0	14	14	4,064	165,585
...Hilo	0	0	2,146	0	4	2,150	0	0	0	0	15	14,026
...Kona	379	16	9,012	41	437	9,886	0	0	14	14	4,050	151,559
STATE	7,530	1,002	114,864	1,270	10,972	135,638	134	272	287	693	237,344	1,838,392

Table 68. Air Visitor Days by Island and MMA
Percent change 2021 vs. 2020

% change	U.S. WEST MMA	U.S. 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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	197.0	151.8	-81.9	-41.4	2.0	65.3	19.1	6.9	101.5	31.6	-87.6	-82.5	-86.7
Maui	218.7	168.7	-80.3	-28.1	5.1	13.7	-37.7	0.5	-2.3	-12.9	-72.2	-2.2	-58.2
Moloka'i	73.4	56.8	-96.7	-64.5	-3.3	78.5	-39.7	425.5	-45.8	-24.9	-66.1	-67.4	-66.3
Lāna'i	200.9	207.7	-65.8	-52.8	36.7	-79.0	-35.7	-46.9	127.3	-29.1	-88.0	-62.2	-82.5
Kaua'i	180.7	128.9	-79.4	-62.6	21.8	-32.8	-39.9	99.2	0.1	-16.0	-74.9	-1.0	-64.6
Hawai'i Island	160.8	142.2	-93.3	-49.3	14.0	-14.7	-32.7	81.7	10.8	-10.8	-73.9	-18.3	-62.9
...Hilo	106.8	95.2	-82.5	-65.8	-10.0	-28.1	-20.6	134.5	3.5	-11.1	-87.3	-62.1	-82.4
...Kona	173.1	157.0	-94.8	-47.0	22.3	-10.5	-37.1	52.8	13.2	-10.7	-68.5	-1.3	-55.1
STATE	193.8	151.9	-82.9	-39.8	6.7	28.3	-16.2	17.0	41.2	6.2	-85.2	-70.0	-82.4
DOMESTIC													
O'ahu	202.6	160.0	-11.7	-46.0	25.3	14.9	32.1	20.5	116.8	39.8	-70.7	-24.3	-59.6
Maui	219.0	169.9	160.0	-45.3	12.0	-23.1	-37.8	-1.8	12.4	-13.2	-50.3	135.6	8.0
Moloka'i	74.1	56.8	3.7	-12.2	-3.3	78.5	-23.1	425.5	-37.1	-10.4	255.0	220.1	249.5
Lāna'i	200.9	207.7	78.6	22.4	36.7	-79.0	-35.7	-46.9	127.3	-29.1	-18.4	184.6	21.6
Kaua'i	181.5	129.9	137.3	-56.9	24.8	-40.3	-31.6	105.6	34.7	-5.2	4.1	81.8	31.4
Hawai'i Island	162.8	143.8	48.0	-32.9	19.2	-39.4	-25.8	80.6	12.5	-8.2	-33.0	118.2	17.1
...Hilo	108.2	97.4	37.9	-49.4	-7.7	-28.1	-20.6	134.5	3.5	-10.6	19.1	19.1	19.1
...Kona	175.2	158.3	53.4	-30.3	28.9	-43.7	-28.1	51.0	15.6	-7.2	-43.5	149.6	16.6
STATE	196.5	156.3	7.6	-43.3	20.4	-12.5	-9.2	25.4	56.7	10.2	-62.3	18.4	-41.3
INTERNATIONAL													
O'ahu	-85.7	-85.4	-82.8	-40.1	-77.2	164.5	-64.2	-79.8	-60.2	-4.1	-90.4	-96.8	-91.5
Maui	-85.9	-92.1	-92.0	-25.0	-76.8	236.3	-36.1	NA	-86.4	-9.9	-78.3	-92.0	-80.5
Moloka'i	-100.0	NA	-98.9	-84.5	NA	NA	-100.0	NA	-100.0	-100.0	-100.0	-100.0	-100.0
Lāna'i	NA	NA	-97.2	-67.1	NA	NA	NA	NA	NA	NA	-100.0	-100.0	-100.0
Kaua'i	-98.1	-95.4	-95.4	-64.7	-51.3	-10.9	-79.5	-33.2	-94.0	-68.8	-90.2	-100.0	-91.0
Hawai'i Island	-98.1	-95.7	-95.2	-56.5	-62.3	145.8	-84.0	NA	-36.7	-36.8	-83.1	-97.8	-85.4
...Hilo	-99.9	-98.9	-87.4	-74.0	-100.0	NA	NA	NA	NA	-100.0	-100.0	-100.0	-100.0
...Kona	-97.7	-93.6	-96.3	-54.1	-58.1	145.8	-84.0	NA	-36.7	-35.8	-75.3	-96.9	-78.9
STATE	-88.1	-86.8	-84.1	-38.8	-75.3	152.7	-68.4	-71.2	-78.1	-18.4	-89.2	-96.7	-90.5

NA = Not applicable.

Table 68. Air Visitor Days by Island and MMA (continued)
Percent change 2021 vs. 2020

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
O'ahu	-59.1	43.6	-66.8	49.4	-1.7	-58.7	26.4	-29.5	138.3	39.0	39.4	109.7
Maui	-37.6	151.9	-51.3	0.9	48.3	-26.7	83.8	-32.9	239.2	83.9	81.2	165.1
Moloka'i	12.6	857.8	441.7	242.0	2,765.8	280.0	673.8	9,298.1	719.2	1,119.4	19.5	54.9
Lāna'i	137.7	118.7	-63.7	143.9	11,436.7	233.0	112.0	-67.3	661.9	217.8	244.3	182.3
Kaua'i	-24.3	130.9	-20.2	226.8	169.5	13.0	37.8	-0.4	55.6	35.8	49.2	138.3
Hawai'i Island	-43.1	71.2	-32.8	385.4	32.4	-25.9	62.4	54.0	-39.2	-21.4	58.6	119.6
...Hilo	-52.3	41.8	-61.7	1,185.7	51.6	-46.5	62.8	16.7	67.9	54.1	34.4	80.5
...Kona	-38.6	79.8	-20.5	320.6	26.2	-17.0	62.3	65.5	-46.7	-29.5	65.7	129.2
STATE	-53.4	65.8	-63.0	63.0	13.5	-52.1	57.1	-21.3	63.8	35.2	50.4	129.0
DOMESTIC												
O'ahu	104.5	150.9	-21.6	212.7	648.3	79.6	32.2	-23.0	163.6	51.5	102.6	174.2
Maui	95.2	237.2	125.2	160.9	492.4	146.5	83.5	-33.1	238.0	83.5	131.6	192.7
Moloka'i	112.8	857.8	2,201.1	242.0	7,124.9	688.0	673.8	9,298.1	719.2	1,119.4	73.0	67.1
Lāna'i	384.3	711.9	-14.3	143.9	11,436.7	608.0	112.0	-67.3	661.9	217.8	244.3	199.3
Kaua'i	77.8	139.0	190.6	223.8	601.3	156.6	37.8	-0.4	55.6	35.8	95.5	155.4
Hawai'i Island	152.9	142.8	67.3	384.9	676.2	149.6	62.4	54.0	-39.2	-21.5	68.1	144.9
...Hilo	125.7	140.3	258.7	1,185.7	1,090.7	225.1	62.8	16.7	67.9	54.1	38.6	96.6
...Kona	165.5	143.4	52.9	319.0	575.9	133.3	62.3	65.5	-46.7	-29.6	77.3	157.1
STATE	111.2	164.2	12.5	225.2	667.0	106.8	60.0	-16.9	68.8	40.1	102.3	171.3
INTERNATIONAL												
O'ahu	-92.4	-79.8	-69.7	-61.0	-56.7	-73.6	-76.7	-85.7	-84.1	-84.0	-27.7	-70.3
Maui	-96.8	-77.5	-79.0	-92.2	-60.8	-85.1	NA	NA	NA	NA	-86.3	-34.1
Moloka'i	-100.0	NA	-17.2	NA	-100.0	-69.0	NA	NA	NA	NA	-100.0	-90.1
Lāna'i	-100.0	-100.0	-100.0	NA	NA	-100.0	NA	NA	NA	NA	NA	-74.3
Kaua'i	-99.3	-100.0	-71.7	NA	-95.5	-86.5	NA	NA	NA	NA	-97.2	-72.2
Hawai'i Island	-98.1	-96.5	-58.2	418.6	-89.6	-76.4	NA	NA	NA	NA	-58.6	-71.6
...Hilo	-100.0	-100.0	-77.5	NA	-99.6	-87.5	NA	NA	NA	NA	-98.4	-84.0
...Kona	-97.1	-94.9	-47.5	418.6	-86.2	-70.6	NA	NA	NA	NA	-54.5	-69.4
STATE	-93.8	-81.3	-69.2	-70.9	-62.2	-74.6	-70.5	-85.1	-78.7	-80.9	-39.0	-64.1

NA = Not applicable.

Table 69. 2021 Air Visitor Arrivals by Island and MMA

2021	U.S. WEST MMA	U.S. 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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	2,005,024	1,137,006	18,001	36,660	3,871	2,084	3,190	810	1,888	11,843	3,626	1,221	4,847
Maui	1,523,024	681,140	766	45,149	2,088	642	1,712	479	1,046	5,967	509	616	1,125
Moloka'i	15,779	8,536	16	316	30	19	97	28	71	245	8	13	21
Lāna'i	26,221	19,148	19	699	76	21	66	6	51	221	14	22	36
Kaua'i	540,578	244,504	361	7,660	922	280	1,000	234	699	3,135	216	355	572
Hawai'i Island	763,139	374,017	1,000	12,954	1,460	531	1,464	321	762	4,539	255	417	672
...Hilo	174,674	106,556	283	2,730	368	148	626	195	332	1,670	52	135	187
...Kona	695,843	327,886	810	12,194	1,284	455	1,108	196	621	3,665	234	368	602
STATE	4,473,588	1,995,311	18,936	87,900	7,097	2,970	4,691	1,156	2,861	18,775	4,366	2,158	6,524
DOMESTIC													
O'ahu	2,003,159	1,134,981	1,733	7,326	3,738	1,150	3,045	790	1,850	10,574	925	1,137	2,062
Maui	1,522,948	681,081	468	5,745	2,056	438	1,653	471	1,030	5,647	203	603	806
Moloka'i	15,779	8,534	9	91	30	19	97	28	71	245	8	13	21
Lāna'i	26,221	19,148	15	165	76	21	66	6	51	221	14	22	36
Kaua'i	540,560	244,479	245	2,361	911	213	960	232	692	3,008	86	355	441
Hawai'i Island	763,101	373,955	294	4,619	1,424	364	1,420	319	750	4,276	185	416	602
...Hilo	174,673	106,536	72	953	368	148	626	195	332	1,670	52	135	187
...Kona	695,805	327,824	254	4,306	1,247	288	1,063	194	609	3,402	164	367	531
STATE	4,471,699	1,993,212	2,406	16,270	6,887	1,600	4,406	1,124	2,788	16,805	1,229	2,059	3,288
INTERNATIONAL													
O'ahu	1,865	2,024	16,267	29,334	133	933	145	21	38	1,269	2,701	85	2,785
Maui	76	60	298	39,404	32	204	59	8	17	320	305	13	319
Moloka'i	0	2	6	225	0	0	0	0	0	0	0	0	0
Lāna'i	0	0	5	534	0	0	0	0	0	0	0	0	0
Kaua'i	18	25	117	5,299	11	67	41	2	7	127	130	0	130
Hawai'i Island	38	62	705	8,334	36	168	45	2	12	263	70	1	71
...Hilo	1	20	211	1,776	0	0	0	0	0	0	0	0	0
...Kona	37	62	556	7,888	36	168	45	2	12	263	70	1	71
STATE	1,889	2,099	16,530	71,630	210	1,370	285	32	73	1,970	3,137	99	3,236

Table 69. 2021 Air Visitor Arrivals by Island and MMA (continued)

2021	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
O'ahu	5,526	1,243	9,678	671	1,736	18,855	1,190	956	4,080	6,226	88,161	3,326,622
Maui	1,349	550	1,268	296	279	3,742	1,011	414	2,106	3,531	39,498	2,303,942
Moloka'i	20	4	31	4	15	74	33	11	35	79	692	25,758
Lāna'i	62	20	14	24	174	293	47	11	52	110	1,083	47,829
Kaua'i	438	295	332	108	159	1,333	171	130	469	770	14,734	813,647
Hawai'i Island	1,980	335	1,215	237	451	4,218	278	239	1,282	1,798	21,122	1,183,458
...Hilo	873	83	432	88	136	1,611	113	63	341	518	5,604	293,833
...Kona	1,608	287	1,074	198	367	3,534	229	215	1,099	1,543	18,496	1,064,571
STATE	6,686	2,004	10,652	1,069	2,113	22,524	2,015	1,382	5,950	9,348	144,853	6,777,760
DOMESTIC												
O'ahu	5,250	1,203	1,851	606	1,333	10,242	1,181	936	4,059	6,176	74,341	3,250,596
Maui	1,312	541	575	283	267	2,979	1,008	413	2,100	3,522	38,941	2,262,137
Moloka'i	20	4	14	4	15	57	33	11	35	79	692	25,508
Lāna'i	62	20	14	24	174	293	47	11	52	110	1,083	47,291
Kaua'i	435	295	211	107	157	1,206	171	130	469	770	14,587	807,658
Hawai'i Island	1,937	331	412	233	422	3,334	278	239	1,280	1,796	20,752	1,172,729
...Hilo	873	83	83	88	134	1,260	113	63	341	518	5,598	291,467
...Kona	1,565	283	370	193	338	2,749	229	215	1,097	1,541	18,130	1,054,543
STATE	6,333	1,952	2,642	985	1,671	13,583	2,003	1,361	5,922	9,287	130,228	6,656,779
INTERNATIONAL												
O'ahu	276	40	7,827	66	404	8,613	9	20	20	50	13,819	76,026
Maui	37	8	693	13	12	762	3	1	6	9	557	41,805
Moloka'i	0	0	17	0	0	17	0	0	0	0	0	251
Lāna'i	0	0	0	0	0	0	0	0	0	0	0	539
Kaua'i	3	0	121	1	2	126	0	0	0	0	147	5,990
Hawai'i Island	43	4	803	5	29	884	0	0	2	2	370	10,729
...Hilo	0	0	349	0	2	351	0	0	0	0	6	2,365
...Kona	43	4	703	5	29	784	0	0	2	2	366	10,029
STATE	353	52	8,010	84	442	8,941	12	21	28	61	14,625	120,981

Table 70. Air Visitor Arrival by Island and MMA

Percent change 2021 vs. 2020

% change	U.S. WEST MMA	U.S. 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	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	244.3	195.3	-93.3	-44.7	-22.5	-30.2	-36.3	-4.1	19.8	-23.1	-91.0	-86.4	-90.2
Maui	254.0	197.5	-90.3	-39.8	-6.7	-49.3	-49.7	35.2	-1.0	-28.3	-91.4	-53.0	-84.4
Moloka'i	112.6	77.5	-96.3	-69.7	-40.7	34.1	-62.3	136.6	-29.1	-43.5	-98.6	-87.4	-97.0
Lāna'i	229.1	192.0	-84.9	-56.4	9.9	-69.4	-10.4	-16.4	57.9	-12.5	-97.6	-86.4	-95.0
Kaua'i	201.2	142.1	-90.0	-66.6	2.8	-63.1	-53.7	101.6	-8.7	-33.3	-94.0	-37.8	-86.3
Hawai'i Island	211.5	178.7	-97.2	-64.7	-8.4	-51.3	-51.0	99.4	-4.5	-31.6	-95.1	-64.0	-89.5
...Hilo	163.8	113.7	-97.0	-74.2	-41.0	-55.7	-47.0	147.0	-14.1	-35.9	-98.3	-82.0	-95.1
...Kona	219.7	186.5	-97.4	-63.7	-7.1	-50.7	-56.7	62.5	-7.4	-35.2	-94.9	-57.7	-89.0
STATE	241.2	195.1	-93.5	-46.5	0.7	-18.2	-36.8	4.2	22.5	-12.9	-89.5	-76.8	-87.1
DOMESTIC													
O'ahu	258.3	212.9	-2.3	-47.5	4.6	-29.8	-24.2	23.3	44.8	-5.1	-86.8	-40.2	-76.9
Maui	254.8	200.4	161.2	-40.6	3.8	-47.0	-46.7	33.1	16.0	-21.0	-69.8	130.9	-13.7
Moloka'i	120.0	77.5	44.0	-51.8	-40.7	34.1	-28.9	136.6	-8.5	-15.5	-29.8	283.8	37.3
Lāna'i	229.1	192.0	65.3	-10.4	9.9	-69.4	-10.4	-16.4	57.9	-12.5	-37.6	156.0	17.5
Kaua'i	204.1	144.3	117.4	-59.3	13.2	-48.9	-44.6	122.1	21.9	-17.0	-71.7	169.3	1.3
Hawai'i Island	215.0	183.1	43.4	-50.2	2.6	-51.5	-40.6	98.2	-3.4	-21.8	-62.9	115.4	-13.1
...Hilo	167.5	117.8	7.2	-66.4	-30.9	-55.7	-47.0	147.0	-14.1	-33.6	-72.4	82.5	-28.8
...Kona	223.3	189.7	49.0	-49.6	6.1	-50.6	-45.7	60.9	-6.1	-24.1	-60.8	145.4	-6.5
STATE	247.3	205.1	14.7	-47.8	22.5	-29.9	-29.0	24.3	49.2	-0.5	-83.6	-6.8	-66.1
INTERNATIONAL													
O'ahu	-92.0	-91.0	-93.9	-43.9	-90.6	-30.7	-85.4	-90.0	-87.4	-70.2	-91.9	-98.8	-93.1
Maui	-92.1	-97.3	-96.1	-39.7	-87.5	-53.6	-80.6	NA	-90.2	-72.7	-94.2	-98.7	-94.9
Moloka'i	-100.0	NA	-98.5	-73.6	NA	NA	-100.0	NA	-100.0	-100.0	-100.0	-100.0	-100.0
Lāna'i	NA	NA	-95.9	-62.3	NA	NA	NA	NA	NA	NA	-100.0	-100.0	-100.0
Kaua'i	-99.0	-97.3	-96.7	-69.1	-88.1	-80.3	-90.5	-83.7	-96.6	-88.1	-96.1	-100.0	-96.5
Hawai'i Island	-98.6	-97.1	-98.0	-69.6	-82.4	-50.9	-92.5	NA	-45.3	-77.5	-98.5	-99.9	-98.8
...Hilo	-99.9	-97.9	-97.7	-77.1	-100.0	NA	NA	NA	NA	-100.0	-100.0	-100.0	-100.0
...Kona	-98.5	-95.3	-98.2	-68.5	-82.4	-50.9	-92.5	NA	-45.3	-77.5	-98.3	-99.9	-98.6
STATE	-91.9	-90.8	-94.2	-46.2	-85.3	1.6	-76.7	-84.4	-84.4	-57.8	-90.8	-98.6	-92.1

NA = Not applicable.

Table 70: Air Visitor Arrival by Island and MMA (continued)

Percent change 2021 vs. 2020

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
O'ahu	-63.6	46.6	-79.0	-4.3	-44.1	-71.4	1.4	-46.8	161.1	37.3	29.7	120.8
Maui	-65.6	114.1	-72.8	-12.7	-50.0	-61.6	30.2	-42.4	290.9	73.6	70.1	190.7
Moloka'i	-81.0	281.8	-56.3	-36.3	31.3	-62.2	406.3	407.7	120.8	221.3	-65.0	51.3
Lāna'i	-22.3	-64.3	-87.0	150.4	5,266.2	16.0	260.9	-53.9	144.7	91.4	179.7	166.8
Kaua'i	-56.4	200.1	-75.6	212.0	6.5	-49.7	-9.4	-42.4	109.2	20.6	33.1	146.4
Hawai'i Island	-69.1	31.7	-82.5	349.9	-62.7	-71.6	28.7	-23.5	146.6	71.6	55.7	139.7
...Hilo	-69.0	-34.8	-89.8	637.8	-72.3	-79.0	21.8	-45.9	123.4	42.7	24.3	89.5
...Kona	-69.3	21.4	-81.6	308.6	-66.0	-71.6	30.7	-18.7	144.9	73.7	55.2	145.7
STATE	-57.9	87.6	-77.3	27.9	-34.8	-66.8	24.1	-39.0	156.2	50.5	59.5	153.1
DOMESTIC												
O'ahu	128.6	218.9	14.0	236.3	551.1	118.7	6.6	-41.6	213.1	54.1	132.9	225.7
Maui	126.3	313.4	122.1	140.2	477.6	162.8	29.9	-42.4	291.3	73.4	142.3	226.3
Moloka'i	85.3	281.8	76.5	-36.3	1,229.3	107.7	406.3	407.7	120.8	221.3	49.1	96.2
Lāna'i	299.2	263.1	78.0	150.4	5,266.2	606.8	260.9	-53.9	144.7	91.4	179.7	205.3
Kaua'i	228.3	237.5	167.2	209.4	672.7	240.6	-9.4	-42.4	109.2	20.6	106.8	173.0
Hawai'i Island	145.1	195.1	69.0	363.0	832.2	168.5	28.7	-23.5	146.3	71.4	102.8	191.3
...Hilo	147.8	110.1	9.6	637.8	363.2	148.0	21.8	-45.9	123.4	42.7	55.6	134.4
...Kona	148.8	200.6	81.1	320.6	1,022.0	174.0	30.7	-18.7	144.5	73.5	111.3	199.1
STATE	128.5	238.7	36.6	217.0	514.4	131.6	28.6	-34.2	188.3	63.5	144.7	222.3
INTERNATIONAL												
O'ahu	-97.9	-91.6	-82.4	-87.4	-86.1	-85.9	-85.8	-89.7	-92.3	-90.5	-61.7	-85.0
Maui	-98.9	-93.4	-84.3	-94.2	-97.8	-91.2	NA	0.0	186.4	211.7	-92.2	-58.0
Moloka'i	-100.0	NA	-72.4	NA	-100.0	-89.7	NA	NA	NA	NA	-100.0	-93.8
Lāna'i	-100.0	-100.0	-100.0	NA	NA	-100.0	NA	NA	NA	NA	NA	-77.9
Kaua'i	-99.7	-100.0	-90.6	NA	-98.6	-94.5	NA	NA	NA	NA	-96.3	-82.6
Hawai'i Island	-99.2	-97.2	-88.0	87.2	-97.5	-93.5	NA	NA	NA	NA	-88.9	-88.2
...Hilo	-100.0	-100.0	-91.6	NA	-99.5	-95.1	NA	NA	NA	NA	-99.3	-92.3
...Kona	-99.1	-97.2	-87.5	87.2	-97.2	-93.2	NA	NA	NA	NA	-89.0	-87.6
STATE	-97.3	-89.4	-82.2	-84.0	-85.1	-85.6	-81.8	-89.3	-89.6	-88.5	-61.1	-80.2

NA = Not applicable.

Table 71: Total Visitor Expenditures by Category
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**13,154.2**	**NA**	**NA**
Total Food and beverage	**2,747.9**	**NA**	**NA**
Restaurant food	1,770.5	NA	NA
Dinner shows and cruises	265.3	NA	NA
Groceries and snacks	692.0	NA	NA
Entertainment & Recreation	**1,189.7**	**NA**	**NA**
Total Transportation	**1,576.6**	**NA**	**NA**
Interisland airfare	85.5	NA	NA
Ground transportation	99.7	NA	NA
Rental vehicles	1,301.5	NA	NA
Gasoline, parking, etc.	89.8	NA	NA
Total Shopping	**1,424.9**	**NA**	**NA**
Fashion and clothing	550.5	NA	NA
Jewelry and watches	174.5	NA	NA
Cosmetics, perfume	27.1	NA	NA
Leather goods	176.4	NA	NA
Hawai'i food products	200.6	NA	NA
Souvenirs	295.7	NA	NA
Lodging	**5,949.6**	**NA**	**NA**
All other expenses 1/	**238.4**	**NA**	**NA**
Supplemental business	**27.2**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 72. Total Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**201.0**	**NA**	**NA**
Total Food and beverage	**42.1**	**NA**	**NA**
Restaurant food	27.5	NA	NA
Dinner shows and cruises	4.2	NA	NA
Groceries and snacks	10.4	NA	NA
Entertainment & Recreation	**18.2**	**NA**	**NA**
Attractions/entertainment	4.7	NA	NA
Recreation	7.6	NA	NA
Other activities & tours	6.0	NA	NA
Total Transportation	**24.1**	**NA**	**NA**
Interisland airfare	1.3	NA	NA
Ground transportation	1.5	NA	NA
Rental vehicles	19.9	NA	NA
Gasoline, parking, etc.	1.4	NA	NA
Total Shopping	**21.8**	**NA**	**NA**
Fashion and clothing	8.4	NA	NA
Jewelry and watches	2.7	NA	NA
Cosmetics, perfume	0.4	NA	NA
Leather goods	2.7	NA	NA
Hawai'i food products	3.1	NA	NA
Souvenirs	4.5	NA	NA
Lodging	**91.1**	**NA**	**NA**
All other expenses 1/	**3.6**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 73. U.S. West MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**195.5**	**NA**	**NA**
Total Food and beverage	**41.0**	**NA**	**NA**
Restaurant food	26.1	NA	NA
Dinner shows and cruises	3.9	NA	NA
Groceries and snacks	11.0	NA	NA
Entertainment & Recreation	**16.4**	**NA**	**NA**
Attractions/entertainment	3.9	NA	NA
Recreation	7.3	NA	NA
Other activities & tours	5.1	NA	NA
Total Transportation	**23.4**	**NA**	**NA**
Interisland airfare	0.7	NA	NA
Ground transportation	1.3	NA	NA
Rental vehicles	20.1	NA	NA
Gasoline, parking, etc.	1.3	NA	NA
Total Shopping	**20.9**	**NA**	**NA**
Fashion and clothing	7.8	NA	NA
Jewelry and watches	2.6	NA	NA
Cosmetics, perfume	0.3	NA	NA
Leather goods	2.9	NA	NA
Hawai'i food products	3.1	NA	NA
Souvenirs	4.2	NA	NA
Lodging	**90.5**	**NA**	**NA**
All other expenses 1/	**3.3**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 74. U.S. East MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**212.5**	**NA**	**NA**
Total Food and beverage	**44.5**	**NA**	**NA**
Restaurant food	30.1	NA	NA
Dinner shows and cruises	5.0	NA	NA
Groceries and snacks	9.5	NA	NA
Entertainment & Recreation	**21.8**	**NA**	**NA**
Attractions/entertainment	5.5	NA	NA
Recreation	8.7	NA	NA
Other activities & tours	7.6	NA	NA
Total Transportation	**25.9**	**NA**	**NA**
Interisland airfare	1.9	NA	NA
Ground transportation	1.7	NA	NA
Rental vehicles	20.9	NA	NA
Gasoline, parking, etc.	1.5	NA	NA
Total Shopping	**20.3**	**NA**	**NA**
Fashion and clothing	7.8	NA	NA
Jewelry and watches	2.8	NA	NA
Cosmetics, perfume	0.3	NA	NA
Leather goods	1.4	NA	NA
Hawai'i food products	2.8	NA	NA
Souvenirs	5.2	NA	NA
Lodging	**96.2**	**NA**	**NA**
All other expenses 1/	**3.7**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 75. Japan MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**220.9**	**NA**	**NA**
Total Food and beverage	**51.5**	**NA**	**NA**
Restaurant food	33.5	NA	NA
Dinner shows and cruises	1.1	NA	NA
Groceries and snacks	16.9	NA	NA
Entertainment & Recreation	**11.2**	**NA**	**NA**
Attractions/entertainment	2.9	NA	NA
Recreation	6.3	NA	NA
Other activities & tours	2.1	NA	NA
Total Transportation	**15.6**	**NA**	**NA**
Interisland airfare	0.7	NA	NA
Ground transportation	3.8	NA	NA
Rental vehicles	9.5	NA	NA
Gasoline, parking, etc.	1.5	NA	NA
Total Shopping	**54.9**	**NA**	**NA**
Fashion and clothing	23.9	NA	NA
Jewelry and watches	5.1	NA	NA
Cosmetics, perfume	2.7	NA	NA
Leather goods	13.0	NA	NA
Hawai'i food products	8.4	NA	NA
Souvenirs	5.9	NA	NA
Lodging	**81.2**	**NA**	**NA**
All other expenses 1/	**6.5**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 76. Canada MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**176.4**	**NA**	**NA**
Total Food and beverage	**41.1**	**NA**	**NA**
Restaurant food	23.9	NA	NA
Dinner shows and cruises	2.0	NA	NA
Groceries and snacks	15.2	NA	NA
Entertainment & Recreation	**11.1**	**NA**	**NA**
Attractions/entertainment	2.7	NA	NA
Recreation	5.8	NA	NA
Other activities & tours	2.8	NA	NA
Total Transportation	**21.7**	**NA**	**NA**
Interisland airfare	1.4	NA	NA
Ground transportation	1.2	NA	NA
Rental vehicles	17.5	NA	NA
Gasoline, parking, etc.	1.7	NA	NA
Total Shopping	**16.6**	**NA**	**NA**
Fashion and clothing	8.3	NA	NA
Jewelry and watches	1.2	NA	NA
Cosmetics, perfume	0.3	NA	NA
Leather goods	1.3	NA	NA
Hawai'i food products	2.6	NA	NA
Souvenirs	2.8	NA	NA
Lodging	**82.7**	**NA**	**NA**
All other expenses 1/	**3.2**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 77. Europe MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**167.9**	**NA**	**NA**
Total Food and beverage	**40.4**	**NA**	**NA**
Restaurant food	29.2	NA	NA
Dinner shows and cruises	2.6	NA	NA
Groceries and snacks	8.6	NA	NA
Entertainment & Recreation	**16.7**	**NA**	**NA**
Attractions/entertainment	4.9	NA	NA
Recreation	5.7	NA	NA
Other activities & tours	6.2	NA	NA
Total Transportation	**24.5**	**NA**	**NA**
Interisland airfare	4.1	NA	NA
Ground transportation	3.4	NA	NA
Rental vehicles	15.2	NA	NA
Gasoline, parking, etc.	1.7	NA	NA
Total Shopping	**12.7**	**NA**	**NA**
Fashion and clothing	6.5	NA	NA
Jewelry and watches	1.2	NA	NA
Cosmetics, perfume	0.7	NA	NA
Leather goods	0.6	NA	NA
Hawai'i food products	0.9	NA	NA
Souvenirs	2.8	NA	NA
Lodging	**67.9**	**NA**	**NA**
All other expenses 1/	**5.6**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 78. Oceania MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**235.1**	**NA**	**NA**
Total Food and beverage	**48.9**	**NA**	**NA**
Restaurant food	35.3	NA	NA
Dinner shows and cruises	4.6	NA	NA
Groceries and snacks	9.1	NA	NA
Entertainment & Recreation	**22.6**	**NA**	**NA**
Attractions/entertainment	10.3	NA	NA
Recreation	3.9	NA	NA
Other activities & tours	8.3	NA	NA
Total Transportation	**14.4**	**NA**	**NA**
Interisland airfare	3.0	NA	NA
Ground transportation	3.4	NA	NA
Rental vehicles	7.4	NA	NA
Gasoline, parking, etc.	0.6	NA	NA
Total Shopping	**50.2**	**NA**	**NA**
Fashion and clothing	32.5	NA	NA
Jewelry and watches	4.1	NA	NA
Cosmetics, perfume	3.6	NA	NA
Leather goods	4.6	NA	NA
Hawai'i food products	1.5	NA	NA
Souvenirs	3.9	NA	NA
Lodging	**86.3**	**NA**	**NA**
All other expenses 1/	**12.6**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 79. Other Asia MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**285.1**	**NA**	**NA**
Total Food and beverage	**56.0**	**NA**	**NA**
Restaurant food	43.9	NA	NA
Dinner shows and cruises	4.1	NA	NA
Groceries and snacks	8.0	NA	NA
Entertainment & Recreation	**28.5**	**NA**	**NA**
Attractions/entertainment	16.2	NA	NA
Recreation	7.8	NA	NA
Other activities & tours	4.4	NA	NA
Total Transportation	**28.4**	**NA**	**NA**
Interisland airfare	7.9	NA	NA
Ground transportation	3.2	NA	NA
Rental vehicles	16.1	NA	NA
Gasoline, parking, etc.	1.2	NA	NA
Total Shopping	**82.3**	**NA**	**NA**
Fashion and clothing	27.1	NA	NA
Jewelry and watches	7.9	NA	NA
Cosmetics, perfume	6.5	NA	NA
Leather goods	28.3	NA	NA
Hawai'i food products	7.0	NA	NA
Souvenirs	5.4	NA	NA
Lodging	**84.7**	**NA**	**NA**
All other expenses 1/	**5.3**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 80. Latin America MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**249.7**	**NA**	**NA**
Total Food and beverage	**45.6**	**NA**	**NA**
Restaurant food	28.5	NA	NA
Dinner shows and cruises	8.3	NA	NA
Groceries and snacks	8.7	NA	NA
Entertainment & Recreation	**24.5**	**NA**	**NA**
Attractions/entertainment	7.4	NA	NA
Recreation	10.0	NA	NA
Other activities & tours	7.0	NA	NA
Total Transportation	**29.9**	**NA**	**NA**
Interisland airfare	7.3	NA	NA
Ground transportation	2.4	NA	NA
Rental vehicles	18.9	NA	NA
Gasoline, parking, etc.	1.3	NA	NA
Total Shopping	**34.6**	**NA**	**NA**
Fashion and clothing	19.0	NA	NA
Jewelry and watches	3.2	NA	NA
Cosmetics, perfume	1.3	NA	NA
Leather goods	0.7	NA	NA
Hawai'i food products	3.4	NA	NA
Souvenirs	7.0	NA	NA
Lodging	**97.7**	**NA**	**NA**
All other expenses 1/	**17.4**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 81. Other MMA Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**199.4**	**NA**	**NA**
Total Food and beverage	**40.3**	**NA**	**NA**
Restaurant food	25.4	NA	NA
Dinner shows and cruises	4.7	NA	NA
Groceries and snacks	10.2	NA	NA
Entertainment & Recreation	**18.6**	**NA**	**NA**
Attractions/entertainment	7.1	NA	NA
Recreation	3.8	NA	NA
Other activities & tours	7.8	NA	NA
Total Transportation	**24.1**	**NA**	**NA**
Interisland airfare	4.6	NA	NA
Ground transportation	4.1	NA	NA
Rental vehicles	13.2	NA	NA
Gasoline, parking, etc.	2.2	NA	NA
Total Shopping	**40.0**	**NA**	**NA**
Fashion and clothing	20.4	NA	NA
Jewelry and watches	2.0	NA	NA
Cosmetics, perfume	1.8	NA	NA
Leather goods	6.2	NA	NA
Hawai'i food products	4.8	NA	NA
Souvenirs	4.7	NA	NA
Lodging	**68.7**	**NA**	**NA**
All other expenses 1/	**7.7**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 82. China Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**317.8**	**NA**	**NA**
Total Food and beverage	**49.9**	**NA**	**NA**
Restaurant food	39.9	NA	NA
Dinner shows and cruises	3.7	NA	NA
Groceries and snacks	6.3	NA	NA
Entertainment & Recreation	**32.9**	**NA**	**NA**
Attractions/entertainment	24.5	NA	NA
Recreation	4.0	NA	NA
Other activities & tours	4.4	NA	NA
Total Transportation	**34.7**	**NA**	**NA**
Interisland airfare	12.7	NA	NA
Ground transportation	4.6	NA	NA
Rental vehicles	15.8	NA	NA
Gasoline, parking, etc.	1.5	NA	NA
Total Shopping	**103.0**	**NA**	**NA**
Fashion and clothing	37.3	NA	NA
Jewelry and watches	19.0	NA	NA
Cosmetics, perfume	13.6	NA	NA
Leather goods	23.1	NA	NA
Hawai'i food products	6.2	NA	NA
Souvenirs	3.8	NA	NA
Lodging	**89.4**	**NA**	**NA**
All other expenses 1/	**7.9**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 83. Korea Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**278.0**	**NA**	**NA**
Total Food and beverage	**58.6**	**NA**	**NA**
Restaurant food	42.1	NA	NA
Dinner shows and cruises	1.4	NA	NA
Groceries and snacks	15.2	NA	NA
Entertainment & Recreation	**26.7**	**NA**	**NA**
Attractions/entertainment	8.1	NA	NA
Recreation	14.6	NA	NA
Other activities & tours	4.7	NA	NA
Total Transportation	**25.2**	**NA**	**NA**
Interisland airfare	2.0	NA	NA
Ground transportation	4.8	NA	NA
Rental vehicles	16.7	NA	NA
Gasoline, parking, etc.	2.5	NA	NA
Total Shopping	**56.1**	**NA**	**NA**
Fashion and clothing	38.0	NA	NA
Jewelry and watches	1.1	NA	NA
Cosmetics, perfume	2.3	NA	NA
Leather goods	31.3	NA	NA
Hawai'i food products	6.4	NA	NA
Souvenirs	7.1	NA	NA
Lodging	**107.5**	**NA**	**NA**
All other expenses 1/	**4.0**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 84. Taiwan Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**227.9**	**NA**	**NA**
Total Food and beverage	**44.4**	**NA**	**NA**
Restaurant food	34.3	NA	NA
Dinner shows and cruises	3.4	NA	NA
Groceries and snacks	6.8	NA	NA
Entertainment & Recreation	**21.8**	**NA**	**NA**
Attractions/entertainment	15.5	NA	NA
Recreation	3.2	NA	NA
Other activities & tours	3.2	NA	NA
Total Transportation	**25.2**	**NA**	**NA**
Interisland airfare	7.9	NA	NA
Ground transportation	3.3	NA	NA
Rental vehicles	12.5	NA	NA
Gasoline, parking, etc.	1.5	NA	NA
Total Shopping	**62.6**	**NA**	**NA**
Fashion and clothing	26.9	NA	NA
Jewelry and watches	4.7	NA	NA
Cosmetics, perfume	3.9	NA	NA
Leather goods	12.8	NA	NA
Hawai'i food products	9.1	NA	NA
Souvenirs	5.2	NA	NA
Lodging	**68.3**	**NA**	**NA**
All other expenses 1/	**5.6**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 85. Australia Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**237.4**	**NA**	**NA**
Total Food and beverage	**49.9**	**NA**	**NA**
Restaurant food	36.0	NA	NA
Dinner shows and cruises	5.0	NA	NA
Groceries and snacks	8.9	NA	NA
Entertainment & Recreation	**23.2**	**NA**	**NA**
Attractions/entertainment	10.7	NA	NA
Recreation	3.9	NA	NA
Other activities & tours	8.5	NA	NA
Total Transportation	**14.3**	**NA**	**NA**
Interisland airfare	3.0	NA	NA
Ground transportation	3.4	NA	NA
Rental vehicles	7.4	NA	NA
Gasoline, parking, etc.	0.6	NA	NA
Total Shopping	**49.8**	**NA**	**NA**
Fashion and clothing	31.2	NA	NA
Jewelry and watches	4.3	NA	NA
Cosmetics, perfume	3.7	NA	NA
Leather goods	4.9	NA	NA
Hawai'i food products	1.4	NA	NA
Souvenirs	4.3	NA	NA
Lodging	**87.1**	**NA**	**NA**
All other expenses 1/	**13.1**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 86. New Zealand Air Visitor Personal Daily Spending by Category in Dollars 2021 vs. 2020

Expenditure Type	2021	2020	% change
GRAND TOTAL	**216.7**	**NA**	**NA**
Total Food and beverage	**43.2**	**NA**	**NA**
Restaurant food	31.3	NA	NA
Dinner shows and cruises	2.9	NA	NA
Groceries and snacks	9.0	NA	NA
Entertainment & Recreation	**19.8**	**NA**	**NA**
Attractions/entertainment	8.9	NA	NA
Recreation	3.7	NA	NA
Other activities & tours	7.2	NA	NA
Total Transportation	**14.6**	**NA**	**NA**
Interisland airfare	3.1	NA	NA
Ground transportation	3.5	NA	NA
Rental vehicles	7.3	NA	NA
Gasoline, parking, etc.	0.7	NA	NA
Total Shopping	**49.2**	**NA**	**NA**
Fashion and clothing	35.4	NA	NA
Jewelry and watches	3.1	NA	NA
Cosmetics, perfume	3.3	NA	NA
Leather goods	3.1	NA	NA
Hawai'i food products	1.9	NA	NA
Souvenirs	2.5	NA	NA
Lodging	**80.1**	**NA**	**NA**
All other expenses 1/	**9.8**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 87. 2021 Air Visitor Personal Daily Spending by Island by Category in Dollars

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	**212.2**	**201.9**	**138.0**	**460.2**	**200.5**	**167.6**
Total Food and beverage	**46.6**	**41.2**	**27.4**	**180.8**	**38.9**	**35.0**
Restaurant food	30.8	26.8	10.1	91.1	24.0	22.6
Dinner shows and cruises	5.0	4.3	0	0	3.2	2.8
Groceries and snacks	10.7	10.1	17.4	89.6	11.7	9.6
Entertainment & Recreation	**19.8**	**15.9**	**12.2**	**10.6**	**21.3**	**16.9**
Total Transportation	**21.3**	**23.7**	**38.0**	**80.5**	**30.9**	**24.3**
Interisland airfare	0.7	0.9	6.6	33.3	1.9	1.7
Ground transportation	2.5	0.9	0.9	2.7	0.9	0.8
Rental vehicles	16.5	20.8	30.1	37.6	27.0	20.4
Gasoline, parking, etc.	1.6	1.1	0.4	6.8	1.2	1.5
Total Shopping	**30.9**	**16.7**	**5.7**	**9.4**	**14.9**	**12.6**
Fashion and clothing	11.2	6.6	1.1	9.4	6.0	4.6
Jewelry and watches	3.6	2.5	1.0	0	2.0	1.3
Cosmetics, perfume	0.6	0.2	0	0	0.2	0.1
Leather goods	5.3	1.7	0	0	0.1	0.1
Hawai'i food products	4.0	2.0	0.8	0	2.6	3.4
Souvenirs	6.2	3.6	2.9	0	4.1	3.0
Lodging	**89.7**	**101.4**	**52.6**	**176.6**	**91.5**	**75.2**
All other expenses 1/	**4.0**	**3.0**	**2.1**	**2.2**	**3.0**	**3.5**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 88. Air Visitor Personal Daily Spending by Island
Percent change 2021 vs. 2020

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Total Food and beverage	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Restaurant food	NA	NA	NA	NA	NA	NA
Dinner shows and cruises	NA	NA	NA	NA	NA	NA
Groceries and snacks	NA	NA	NA	NA	NA	NA
Entertainment & Recreation	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Total Transportation	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Interisland airfare	NA	NA	NA	NA	NA	NA
Ground transportation	NA	NA	NA	NA	NA	NA
Rental vehicles	NA	NA	NA	NA	NA	NA
Gasoline, parking, etc.	NA	NA	NA	NA	NA	NA
Total Shopping	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
Fashion and clothing	NA	NA	NA	NA	NA	NA
Jewelry and watches	NA	NA	NA	NA	NA	NA
Cosmetics, perfume	NA	NA	NA	NA	NA	NA
Leather goods	NA	NA	NA	NA	NA	NA
Hawai'i food products	NA	NA	NA	NA	NA	NA
Souvenirs	NA	NA	NA	NA	NA	NA
Lodging	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**
All other expenses 1/	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
NA = Annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, Visitor surveys were not conducted from April-October 2020. Visitor spending statistics for months in 2020 which data are available are presented in Table 2 and 3 of the 2020 Annual Visitor Research Report, posted on DBEDT website: https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf

Table 89. Air Visitor Personal Daily Spending by Visitor and Trip Characteristics 2021 vs 2020

	Total*		U.S. West		U.S. East		Japan		Canada	
Expenditure Type	2021	2020	2021	2020	2021	2020	2021	2020	2021	2020
ALL VISITORS	**201.0**	**N/A**	**195.5**	**N/A**	**212.5**	**N/A**	**220.9**	**N/A**	**176.4**	**N/A**
Group tour status:										
Organized group tour	150.5	NA	274.1	NA	317.2	NA	273.3	NA	87.2	NA
Individually arranged	198.9	NA	196.3	NA	213.3	NA	218.6	NA	177.0	NA
Arrived on package tour:										
Yes	234.5	NA	199.6	NA	221.7	NA	285.1	NA	209.1	NA
No	198.3	NA	195.9	NA	212.8	NA	218.4	NA	173.4	NA
Accommodations:										
Hotel	219.6	NA	232.9	NA	262.4	NA	263.8	NA	201.1	NA
Condo	244.9	NA	211.0	NA	219.6	NA	197.4	NA	191.4	NA
Guests of friends and relatives	95.0	NA	84.4	NA	83.3	NA	157.2	NA	113.5	NA
Timeshare	169.1	NA	197.5	NA	169.6	NA	205.2	NA	147.6	NA
Rental House	177.4	NA	209.9	NA	209.1	NA	172.7	NA	197.5	NA
Previous visits:										
First trip	231.8	NA	198.4	NA	227.3	NA	238.6	NA	194.4	NA
Repeat visitors	185.8	NA	196.1	NA	198.4	NA	216.5	NA	173.4	NA
Purpose of trip:										
Pleasure	225.3	NA	203.3	NA	219.6	NA	225.8	NA	178.6	NA
Business, meetings, Conventions, incentive	210.9	NA	229.0	NA	219.8	NA	197.1	NA	275.0	NA
Honeymoon	315.0	NA	283.8	NA	318.0	NA	240.2	NA	241.1	NA

*Total refers to all reporting major marketing areas (MMA), not just those presented in the table.

Table 90. 2021 Meeting, Convention, and Incentive (MCI) Air Visitor Characteristics and Spending

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON PER DAY PERSONAL SPENDING $	TOTAL PERSONAL SPENDING $	TOTAL SUPPLEMENTAL BUSINESS SPENDING $	TOTAL SPENDING $
Convention/Conference	**42,012**							**$123,190,444**
Party Size	2.05							
Delegates	20,522	4.0	4.7	8.7	$277.5	$49,558,355	$21,832,465	$71,390,820
Companions	21,490	4.0	4.7	8.7		$51,799,624		$51,799,624
Corporate Meeting	**27,824**							**$70,435,769**
Party Size	1.70							
Delegates	16,338	3.0	5.1	8.1	$286.0	$38,043,245	$5,408,231	$43,451,476
Companions	11,486	3.0	5.1	8.1		$26,984,292		$26,984,292
Incentive	**27,407**							**$58,388,363**
Party Size	1.94							
Delegates	14,150	0	0	8.2	$258.4	$30,164,565		$30,164,565
Companions	13,257	0	0	8.2		$28,223,797		$28,223,797
MCI TOTAL						**$224,773,879**	**$27,240,696**	**$252,014,575**

Table 91. 2021 Cruise Ship Visitors

2021	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	0	0	0	0	0	0	0
FEBRUARY	0	0	0	0	0	0	0
MARCH	0	0	0	0	0	0	0
APRIL	0	0	0	0	0	0	0
MAY	0	0	0	0	0	0	0
JUNE	0	0	0	0	0	0	0
JULY	0	0	0	0	0	0	0
AUGUST	0	0	0	0	0	0	0
SEPTEMBER	0	0	0	0	0	0	0
OCTOBER	0	0	0	0	0	0	0
NOVEMBER	0	0	0	0	0	0	0
DECEMBER	0	0	0	0	0	0	0
TOTAL	**0**	**0**	**0**	**0**	**0**	**0**	**0**

Note: Due to COVID-19 and the "conditional Sail" order enforced by the U.S. Centers for Disease Control and Prevention (CDC), there were no cruise ships in Hawaii in 2021.

Table 92. Cruise Ship Visitors
Percent change 2021 vs. 2020

	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	NA	NA	NA	NA	NA	NA	NA
FEBRUARY	NA	NA	NA	NA	NA	NA	NA
MARCH	NA	NA	NA	NA	NA	NA	NA
APRIL	NA	NA	NA	NA	NA	NA	NA
MAY	NA	NA	NA	NA	NA	NA	NA
JUNE	NA	NA	NA	NA	NA	NA	NA
JULY	NA	NA	NA	NA	NA	NA	NA
AUGUST	NA	NA	NA	NA	NA	NA	NA
SEPTEMBER	NA	NA	NA	NA	NA	NA	NA
OCTOBER	NA	NA	NA	NA	NA	NA	NA
NOVEMBER	NA	NA	NA	NA	NA	NA	NA
DECEMBER	NA	NA	NA	NA	NA	NA	NA
TOTAL	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

Note: Due to COVID-19 and the "conditional Sail" order enforced by the U.S. Centers for Disease Control and Prevention (CDC), there were no cruise ships in Hawaii in 2021.

Table 93. 2021 Total Cruise Ship Passengers by MMA

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total Passengers
Total Passengers	0	0	0	0	0	0	0	0	0
Island Visitation (Number of Passengers)									
O'ahu	0	0	0	0	0	0	0	0	0
Kaua'i	0	0	0	0	0	0	0	0	0
Maui County	0	0	0	0	0	0	0	0	0
Maui	0	0	0	0	0	0	0	0	0
Moloka'i	0	0	0	0	0	0	0	0	0
Lāna'i	0	0	0	0	0	0	0	0	0
Hawai'i Island	0	0	0	0	0	0	0	0	0
Purpose of Trip (Number of Passengers)									
Honeymoon	0	0	0	0	0	0	0	0	0
Get Married	0	0	0	0	0	0	0	0	0
Attend Wedding	0	0	0	0	0	0	0	0	0
Convention / Conference	0	0	0	0	0	0	0	0	0
Business	0	0	0	0	0	0	0	0	0
Visit Friends or Relatives	0	0	0	0	0	0	0	0	0
Play Golf	0	0	0	0	0	0	0	0	0
Leisure	0	0	0	0	0	0	0	0	0
Type of Accomodation Before or After Cruise (Number of Passengers)									
Hotel	0	0	0	0	0	0	0	0	0
Hotel only	0	0	0	0	0	0	0	0	0
Condo	0	0	0	0	0	0	0	0	0
Condo only	0	0	0	0	0	0	0	0	0
Timeshare	0	0	0	0	0	0	0	0	0
Timeshare Only	0	0	0	0	0	0	0	0	0
Cruise only	0	0	0	0	0	0	0	0	0
Bed & Breakfast	0	0	0	0	0	0	0	0	0
Bed & Breakfast only	0	0	0	0	0	0	0	0	0
Friends & relatives	0	0	0	0	0	0	0	0	0
Other accomodation	0	0	0	0	0	0	0	0	0
Average Length of Stay (days)									
Total Length of Stay in Hawai'i	0	0	0	0	0	0	0	0	0
LOS in Hawai'i Before Cruise	0	0	0	0	0	0	0	0	0
LOS in Hawai'i During Cruise	0	0	0	0	0	0	0	0	0
LOS in Hawai'i After Cruise	0	0	0	0	0	0	0	0	0
Type of Visitors									
First Timers	0	0	0	0	0	0	0	0	0
Repeat Visitors	0	0	0	0	0	0	0	0	0
Total Expenditures ($mil) 1/	0	0	0	0	0	0	0	0	0
PPPD (All visitors, $)	0	0	0	0	0	0	0	0	0
PPPD (On domestic ships, $)	0	0	0	0	0	0	0	0	0
PPPD (On foreign ships, $)	0	0	0	0	0	0	0	0	0

Note: Due to the "Condtional Sail" order enforced by the U.S. Centers for Disease Control (CDC), there were no cruise ships in Hawaii in 2021.

Table 94. Cruise Visitor Personal Daily Spending – All Cruise Visitors in Dollars 2021 and Percent Change vs 2020

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Lodging	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Food & beverages	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Restaurant	0	NA	0	NA	0	NA	0	NA	0	NA
Dinner shows	0	NA	0	NA	0	NA	0	NA	0	NA
Groceries/snacks	0	NA	0	NA	0	NA	0	NA	0	NA
Entertainment and Recreation	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Shore Tour	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Total Transportation	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Inter-island airfare	0	NA	0	NA	0	NA	0	NA	0	NA
Ground transportation	0	NA	0	NA	0	NA	0	NA	0	NA
Rental car/moped	0	NA	0	NA	0	NA	0	NA	0	NA
Other transportation	0	NA	0	NA	0	NA	0	NA	0	NA
Total Shopping	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
Fashion& clothing	0	NA	0	NA	0	NA	0	NA	0	NA
Jewelry/watch	0	NA	0	NA	0	NA	0	NA	0	NA
Cosmetics/perfumes	0	NA	0	NA	0	NA	0	NA	0	NA
leather goods	0	NA	0	NA	0	NA	0	NA	0	NA
Hawai'i food products	0	NA	0	NA	0	NA	0	NA	0	NA
Souvenirs	0	NA	0	NA	0	NA	0	NA	0	NA
All other spending outside ship	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**
			0		0		0		0	
Unallocated and on ship spending 2/	0	**NA**	0	**NA**	0	**NA**	0	**NA**	0	**NA**

Table 95. Total Air Seats Operated to Hawai‘i
2021 vs. 2020

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
DepCityName	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge
TOTAL	**10,735,084**	**5,318,667**	**101.8**	**5,491,101**	**3,370,122**	**62.9**	**3,020,388**	**1,102,166**	**174.0**	**1,363,124**	**514,422**	**165.0**	**38,756**	**8,964**	**332.4**	**821,715**	**322,993**	**154.4**
SCHEDULES	**10,685,154**	**5,267,336**	**102.9**	**5,468,312**	**3,332,677**	**64.1**	**2,997,073**	**1,090,974**	**174.7**	**1,360,898**	**512,416**	**165.6**	**38,577**	**8,798**	**338.5**	**820,294**	**322,471**	**154.4**
CHARTERS	**49,930**	**51,331**	**-2.7**	**22,789**	**37,445**	**-39.1**	**23,315**	**11,192**	**108.3**	**2,226**	**2,006**	**11.0**	**179**	**166**	**7.8**	**1,421**	**522**	**172.2**

Table 96. Domestic Air Seats Operated To Hawai‘i
2021 vs. 2020

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
DepCityName	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge
DOMESTIC	**10,281,269**	**4,293,258**	**139.5**	**5,121,525**	**2,484,927**	**106.1**	**2,955,085**	**1,015,080**	**191.1**	**1,351,496**	**475,736**	**184.1**	**38,756**	**8,964**	**332.4**	**814,407**	**308,551**	**163.9**
SCHEDULES	**10,238,721**	**4,259,922**	**140.3**	**5,105,944**	**2,460,389**	**107.5**	**2,931,944**	**1,008,976**	**190.6**	**1,349,270**	**473,730**	**184.8**	**38,577**	**8,798**	**338.5**	**812,986**	**308,029**	**163.9**
CHARTERS	**42,548**	**33,336**	**27.6**	**15,581**	**24,538**	**-36.5**	**23,141**	**6,104**	**279.1**	**2,226**	**2,006**	**11.0**	**179**	**166**	**7.8**	**1,421**	**522**	**172.2**
US WEST	**8,989,207**	**3,772,048**	**138.3**	**4,201,047**	**2,089,250**	**101.1**	**2,690,125**	**912,989**	**194.7**	**1,246,472**	**452,982**	**175.2**	**38,577**	**8,798**	**338.5**	**812,986**	**308,029**	**163.9**
Anchorage	70,231	38,001	84.8	36,428	16,536	120.3	23,850	11,448	108.3	9,953	10,017	-0.6						
Denver	369,975	151,196	144.7	129,697	74,260	74.7	130,538	38,235	241.4	62,024	20,787	198.4				47,716	17,914	166.4
Las Vegas	364,127	89,658	306.1	274,982	80,964	239.6	69,370	8,694	697.9	8,225	0	NA				11,550		
Long Beach	229,873	19,467	1,080.8	128,436	19,467	559.8	101,437	0	NA									
Los Angeles	2,480,143	1,064,204	133.1	1,200,611	614,438	95.4	648,204	220,612	193.8	336,780	130,232	158.6	38,577	8,798	338.5	255,971	90,124	184.0
Oakland	540,358	301,658	79.1	214,632	161,813	32.6	180,271	80,031	125.3	64,409	27,060	138.0				81,046	32,754	147.4
Ontario	50,652	0	NA	50,652	0	NA												
Phoenix	578,351	178,178	224.6	277,290	84,450	228.3	149,425	37,240	301.2	86,009	33,320	158.1				65,627	23,168	183.3
Portland	320,873	157,607	103.6	127,401	71,950	77.1	132,792	54,735	142.6	50,186	17,407	188.3				10,494	13,515	-22.4
Sacramento	271,339	122,192	122.1	149,805	69,123	116.7	120,134	47,271	154.1	1,400	5,798	-75.9						
Salt Lake City	144,163	52,546	174.4	93,953	33,786	178.1	50,210	18,760	167.6									
San Diego	545,821	156,944	247.8	244,259	91,042	168.3	180,889	41,556	335.3	70,879	12,421	470.6				49,794	11,925	317.6
San Francisco	1,210,504	655,968	84.5	554,453	380,074	45.9	341,349	147,730	131.1	217,847	95,186	128.9				96,855	32,978	193.7
San Jose	627,362	192,437	226.0	238,374	74,699	219.1	213,190	66,471	220.7	111,446	26,885	314.5				64,352	24,382	163.9
Santa Ana	29,736	0	NA	29,736	0	NA												
Seattle	1,155,699	591,992	95.2	450,338	316,648	42.2	348,466	140,206	148.5	227,314	73,869	207.7				129,581	61,269	111.5
US EAST	**1,249,514**	**487,874**	**156.1**	**904,897**	**371,139**	**143.8**	**241,819**	**95,987**	**151.9**	**102,798**	**20,748**	**395.5**						
Atlanta	88,613	27,706	219.8	88,613	27,706	219.8												
Austin	24,186	0	NA	24,186	0	NA												
Boston	50,040	18,070	176.9	50,040	18,070	176.9												
Charlotte	61,698	0	NA	61,698	0	NA												
Chicago	230,275	113,955	102.1	151,912	90,061	68.7	57,465	23,894	140.5	20,898	0	NA						
Dallas	437,477	205,890	112.5	186,086	113,049	64.6	169,491	72,093	135.1	81,900	20,748	294.7						
Detroit	0	1,758	-100.0	0	1,758	-100.0												
Houston	86,084	41,876	105.6	86,084	41,876	105.6												
Minneapolis	60,391	20,945	188.3	60,391	20,945	188.3												
New York JFK	76,172	26,282	189.8	76,172	26,282	189.8												
Newark	73,322	24,330	201.4	58,459	24,330	140.3	14,863	0	NA									
Orlando	27,800	0	NA	27,800	0	NA												
Washington D.C.	33,456	7,062	373.7	33,456	7,062	373.7												

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

Table 97. International Air Seats Operated To Hawai‘i
2021 vs. 2020

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
DepCityName	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge
INTERNATIONAL	**453,815**	**1,025,409**	**-55.7**	**369,576**	**885,195**	**-58.2**	**65,303**	**87,086**	**-25.0**	**11,628**	**38,686**	**-69.9**				**7,308**	**14,442**	**-49.4**
SCHEDULES	**446,433**	**1,007,414**	**-55.7**	**362,368**	**872,288**	**-58.5**	**65,129**	**81,998**	**-20.6**	**11,628**	**38,686**	**-69.9**				**7,308**	**14,442**	**-49.4**
CHARTERS	**7,382**	**17,995**	**-59.0**	**7,208**	**12,907**	**-44.2**	**174**	**5,088**	**-96.6**									
JAPAN	**131,766**	**483,574**	**-72.8**	**131,766**	**464,406**	**-71.6**				0	**19,168**	**-100.0**						
Fukuoka	0	13,622	-100.0	0	13,622	-100.0												
Nagoya	186	32,280	-99.4	186	32,280	-99.4												
Osaka	16,124	93,916	-82.8	16,124	93,916	-82.8												
Sapporo	0	10,008	-100.0	0	10,008	-100.0												
Tokyo HND	46,516	67,721	-31.3	46,516	60,493	-23.1				0	7,228	-100.0						
Tokyo NRT	68,940	266,027	-74.1	68,940	254,087	-72.9				0	11,940	-100.0						
CANADA	**129,098**	**177,913**	**-27.4**	**45,033**	**61,955**	**-27.3**	**65,129**	**81,998**	**-20.6**	**11,628**	**19,518**	**-40.4**				**7,308**	**14,442**	**-49.4**
Calgary	10,362	32,244	-67.9	1,772	1,280	38.4	8,590	30,964	-72.3									
Toronto	2,980	9,393	-68.3	1,490	9,393	-84.1	1,490											
Vancouver	115,756	136,276	-15.1	41,771	51,282	-18.5	55,049	51,034	7.9	11,628	19,518	-40.4				7,308	14,442	-49.4
OTHER ASIA	**39,160**	**87,807**	**-55.4**	**39,160**	**87,807**	**-55.4**												
Seoul	39,160	72,287	-45.8	39,160	72,287	-45.8												
Shanghai	0	8,176	-100.0	0	8,176	-100.0												
Taipei	0	7,344	-100.0	0	7,344	-100.0												
OCEANIA	**5,396**	**95,737**	**-94.4**	**5,396**	**95,737**	**-94.4**												
Auckland	0	25,438	-100.0	0	25,438	-100.0												
Brisbane	0	10,008	-100.0	0	10,008	-100.0												
Melbourne	0	10,385	-100.0	0	10,385	-100.0												
Sydney	5,396	49,906	-89.2	5,396	49,906	-89.2												
OTHER	**141,013**	**162,383**	**-13.2**	**141,013**	**162,383**	**-13.2**												
Apia	0	1,314	-100.0	0	1,314	-100.0												
Christmas Island	0	1,224	-100.0	0	1,224	-100.0												
Guam	122,388	120,484	1.6	122,388	120,484	1.6												
Majuro	0	6,102	-100.0	0	6,102	-100.0												
Manila	10,197	24,411	-58.2	10,197	24,411	-58.2												
Nadi	644	1,342	-52.0	644	1,342	-52.0												
Pago Pago	1,946	4,726	-58.8	1,946	4,726	-58.8												
Papeete	5,838	2,780	110.0	5,838	2,780	110.0												

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

Table 98. Total Flights Operated To Hawai‘i
2021 vs. 2020

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
DepCityName	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge
TOTAL	**51,904**	**24,372**	**113.0**	**24,148**	**14,004**	**72.4**	**15,633**	**5,643**	**177.0**	**7,299**	**2,828**	**158.1**	**220**	**54**	**307.4**	**4,604**	**1,843**	**149.8**
SCHEDULES	**51,666**	**24,157**	**113.9**	**24,068**	**13,857**	**73.7**	**15,495**	**5,591**	**177.1**	**7,288**	**2,816**	**158.8**	**219**	**53**	**313.2**	**4,596**	**1,840**	**149.8**
CHARTERS	**238**	**215**	**10.7**	**80**	**147**	**-45.6**	**138**	**52**	**165.4**	**11**	**12**	**-8.3**	**1**	**1**	**0.0**	**8**	**3**	**166.7**

Table 99. Domestic Flights Operated To Hawai‘i
2021 vs. 2020

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
DepCityName	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge	2021	2020	%Chge
DOMESTIC	**50,154**	**20,523**	**144.4**	**22,767**	**10,822**	**110.4**	**15,373**	**5,246**	**193.0**	**7,232**	**2,641**	**173.8**	**220**	**54**	**307.4**	**4,562**	**1,760**	**159.2**
SCHEDULES	**49,942**	**20,376**	**145.1**	**22,712**	**10,725**	**111.8**	**15,236**	**5,212**	**192.3**	**7,221**	**2,629**	**174.7**	**219**	**53**	**313.2**	**4,554**	**1,757**	**159.2**
CHARTERS	**212**	**147**	**44.2**	**55**	**97**	**-43.3**	**137**	**34**	**302.9**	**11**	**12**	**-8.3**	**1**	**1**	**0.0**	**8**	**3**	**166.7**
US WEST	**45,246**	**18,601**	**143.2**	**19,356**	**9,366**	**106.7**	**14,282**	**4,872**	**193.1**	**6,835**	**2,553**	**167.7**	**219**	**53**	**313.2**	**4,554**	**1,757**	**159.2**
Anchorage	438	239	83.3	226	104	117.3	150	72	108.3	62	63	-1.6						
Denver	1,634	628	160.2	522	240	117.5	550	159	245.9	318	123	158.5				244	106	130.2
Las Vegas	1,601	343	366.8	1,104	297	271.7	384	46	734.8	47						66	0	NA
Long Beach	1,263	103	1,126.2	706	103	585.4	557	0	NA									
Los Angeles	11,967	5,109	134.2	5,284	2,733	93.3	3,309	1,153	187.0	1,756	694	153.0	219	53	313.2	1,399	476	193.9
Oakland	3,012	1,708	76.3	1,197	913	31.1	1,003	453	121.4	368	158	132.9				444	184	141.3
Ontario	268	0	NA	268	0	NA												
Phoenix	2,764	795	247.7	1,235	322	283.5	743	181	310.5	446	170	162.4				340	122	178.7
Portland	1,839	883	108.3	700	364	92.3	768	325	136.3	305	109	179.8				66	85	-22.4
Sacramento	1,388	672	106.5	720	370	94.6	660	269	145.4	8	33	-75.8						
Salt Lake City	575	191	201.0	362	124	191.9	213	67	217.9									
San Diego	3,037	878	245.9	1,253	481	160.5	1,049	244	329.9	433	78	455.1				302	75	302.7
San Francisco	5,495	2,787	97.2	2,024	1,313	54.2	1,804	746	141.8	1,121	531	111.1				546	197	177.2
San Jose	3,615	1,097	229.5	1,357	416	226.2	1,222	380	221.6	652	155	320.6				384	146	163.0
Santa Ana	236	0	NA	236	0	NA												
Seattle	6,114	3,168	93.0	2,162	1,586	36.3	1,870	777	140.7	1,319	439	200.5				763	366	108.5
US EAST	**4,696**	**1,775**	**164.6**	**3,356**	**1,359**	**146.9**	**954**	**340**	**180.6**	**386**	**76**	**407.9**						
Atlanta	322	98	228.6	322	98	228.6												
Austin	87	0	NA	87	0	NA												
Boston	180	65	176.9	180	65	176.9												
Charlotte	226	0	NA	226	0	NA												
Chicago	882	409	115.6	552	338	63.3	244	71	243.7	86								
Dallas	1,582	758	108.7	661	413	60.0	621	269	130.9	300	76	294.7						
Detroit	0	6	-100.0	0	6	-100.0												
Houston	342	134	155.2	342	134	155.2												
Minneapolis	223	74	201.4	223	74	201.4												
New York JFK	274	95	188.4	274	95	188.4												
Newark	337	103	227.2	248	103	140.8	89	0	NA									
Orlando	100	0	NA	100	0	NA												
Washington D.C.	141	33	327.3	141	33	327.3												

Table 100. International Flights Operated To Hawai‘i
2021 vs. 2020

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
DepCityName	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge	2021	2020	% Chge
INTERNATIONAL	**1,750**	**3,849**	**-54.5**	**1,381**	**3,182**	**-56.6**	**260**	**397**	**-34.5**	**67**	**187**	**-64.2**				**42**	**83**	**-49.4**
SCHEDULES	**1,724**	**3,781**	**-54.4**	**1,356**	**3,132**	**-56.7**	**259**	**379**	**-31.7**	**67**	**187**	**-64.2**				**42**	**83**	**-49.4**
CHARTERS	**26**	**68**	**-61.8**	**25**	**50**	**-50.0**	**1**	**18**	**-94.4**									
JAPAN	**529**	**1,787**	**-70.4**	**529**	**1,701**	**-68.9**				0	**86**	**-100.0**						
Fukuoka	0	49	-100.0	0	49	-100.0												
Nagoya	1	138	-99.3	1	138	-99.3												
Osaka	58	335	-82.7	58	335	-82.7												
Sapporo	0	36	-100.0	0	36	-100.0												
Tokyo HND	220	259	-15.1	220	233	-5.6				0	26	-100.0						
Tokyo NRT	250	970	-74.2	250	910	-72.5				0	60	-100.0						
CANADA	**610**	**876**	**-30.4**	**242**	**313**	**-22.7**	**259**	**379**	**-31.7**	**67**	**101**	**-33.7**				**42**	**83**	**-49.4**
Calgary	44	106	-58.5	12	4	200.0	32	102	-68.6									
Toronto	10	32	-68.8	5	32	-84.4	5											
Vancouver	556	738	-24.7	225	277	-18.8	222	277	-19.9	67	101	-33.7				42	83	-49.4
OTHER ASIA	**140**	**290**	**-51.7**	**140**	**290**	**-51.7**												
Seoul	140	238	-41.2	140	238	-41.2												
Shanghai	0	28	-100.0	0	28	-100.0												
Taipei	0	24	-100.0	0	24	-100.0												
OCEANIA	**19**	**328**	**-94.2**	**19**	**328**	**-94.2**												
Auckland	0	86	-100.0	0	86	-100.0												
Brisbane	0	36	-100.0	0	36	-100.0												
Melbourne	0	31	-100.0	0	31	-100.0												
Sydney	19	175	-89.1	19	175	-89.1												
OTHER	**426**	**500**	**-14.8**	**426**	**500**	**-14.8**												
Apia	0	9	-100.0	0	9	-100.0												
Christmas Island	0	9	-100.0	0	9	-100.0												
Guam	361	331	9.1	361	331	9.1												
Majuro	0	37	-100.0	0	37	-100.0												
Manila	33	79	-58.2	33	79	-58.2												
Nadi	4	8	-50.0	4	8	-50.0												
Pago Pago	7	17	-58.8	7	17	-58.8												
Papeete	21	10	110.0	21	10	110.0												

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

Table 101. State Hotel Performance
2021 vs. 2020

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2021	2020	Absolute Change	2021	2020	% Change	2021	2020	% Change
JANUARY	23.3	83.5	-60.2	251.30	314.77	-20.2	58.47	262.81	-77.8
FEBRUARY	30.5	84.5	-54.0	258.77	310.01	-16.5	78.97	262.04	-69.9
MARCH	43.1	43.9	-0.7	284.73	280.71	1.4	122.86	123.20	-0.3
APRIL	50.8	8.8	42.0	300.27	125.85	138.6	152.52	11.05	1280.9
MAY	61.5	15.3	46.3	287.76	119.98	139.8	177.08	18.30	867.6
JUNE	77.0	20.1	56.9	320.30	141.11	127.0	246.75	28.38	769.4
JULY	82.4	22.3	60.1	367.81	165.93	121.7	303.01	37.01	718.8
AUGUST	73.4	22.3	51.2	355.24	158.46	124.2	260.84	35.28	639.3
SEPTEMBER	55.2	20.6	34.6	304.32	150.12	102.7	167.92	30.95	442.5
OCTOBER	54.9	19.7	35.3	307.50	183.90	67.2	168.90	36.17	366.9
NOVEMBER	59.7	22.6	37.1	332.65	233.22	42.6	198.61	52.68	277.0
DECEMBER	72.7	23.7	49.0	419.24	290.83	44.2	304.75	68.97	341.9
TOTAL	**57.6**	**37.6**	**20.1**	**328.68**	**266.81**	**23.2**	**189.35**	**100.21**	**89.0**

Source: STR, Inc.

Table 102. O‘ahu Hotel Hotel Performance
2021 vs. 2020

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2021	2020	Absolute Change	2021	2020	% Change	2021	2020	% Change
JANUARY	23.6	87.2	-63.6	168.32	253.77	-33.7	39.72	221.16	-82.0
FEBRUARY	29.3	86.0	-56.7	169.26	243.49	-30.5	49.61	209.39	-76.3
MARCH	40.4	42.5	-2.0	183.84	219.12	-16.1	74.32	93.03	-20.1
APRIL	47.0	7.7	39.3	192.77	136.94	40.8	90.60	10.55	758.4
MAY	59.3	12.7	46.6	195.94	136.15	43.9	116.27	17.32	571.4
JUNE	75.4	18.3	57.1	227.22	151.62	49.9	171.40	27.80	516.6
JULY	82.0	25.7	56.3	258.65	165.82	56.0	212.00	42.58	397.9
AUGUST	73.0	27.9	45.0	244.73	157.60	55.3	178.54	44.01	305.7
SEPTEMBER	51.8	22.4	29.4	212.16	155.65	36.3	109.93	34.94	214.6
OCTOBER	48.9	22.1	26.8	210.96	157.97	33.5	103.21	34.95	195.3
NOVEMBER	53.4	23.0	30.5	225.32	170.18	32.4	120.41	39.07	208.2
DECEMBER	75.0	23.7	51.3	282.48	183.96	53.6	211.79	43.52	386.7
TOTAL	**55.6**	**39.2**	**16.4**	**225.31**	**215.65**	**4.5**	**125.19**	**84.46**	**48.2**

Source: STR, Inc.

Table 103. Maui County Hotel Performance
2021 vs. 2020

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2021	2020	Absolute Change	2021	2020	% Change	2021	2020	% Change
JANUARY	21.9	77.0	-55.1	450.56	478.25	-5.8	98.55	368.16	-73.2
FEBRUARY	31.7	81.2	-49.5	446.23	481.12	-7.3	141.41	390.61	-63.8
MARCH	49.0	45.8	3.2	465.87	420.00	10.9	228.28	192.36	18.7
APRIL	62.1	11.6	50.5	482.80	111.38	333.5	299.97	12.93	2220.3
MAY	67.1	16.7	50.4	467.09	108.64	329.9	313.56	18.17	1626.0
JUNE	79.2	17.6	61.6	497.66	138.10	260.4	394.26	24.28	1524.0
JULY	81.7	12.9	68.8	618.50	204.43	202.5	505.07	26.31	1819.8
AUGUST	73.6	9.2	64.4	596.17	201.71	195.6	438.86	18.61	2258.8
SEPTEMBER	59.2	18.6	40.6	487.93	146.48	233.1	289.09	27.31	958.7
OCTOBER	60.3	14.1	46.2	479.70	273.59	75.3	289.26	38.56	650.1
NOVEMBER	65.4	20.5	44.9	530.62	379.33	39.9	346.91	77.76	346.1
DECEMBER	68.0	25.7	42.3	736.46	500.44	47.2	500.88	128.68	289.2
TOTAL	**60.2**	**34.6**	**25.6**	**536.47**	**409.19**	**31.1**	**322.70**	**141.55**	**128.0**

Source: STR, Inc.

Table 104. Kaua'i Hotel Performance
2021 vs. 2020

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2021	2020	Absolute Change	2021	2020	% Change	2021	2020	% Change
JANUARY	18.4	78.5	-60.1	168.44	326.81	-48.5	30.98	256.39	-87.9
FEBRUARY	26.4	83.8	-57.4	180.80	316.76	-42.9	47.74	265.45	-82.0
MARCH	30.9	45.1	-14.3	200.19	293.26	-31.7	61.82	132.37	-53.3
APRIL	36.9	7.0	29.9	247.96	132.74	86.8	91.47	9.30	883.2
MAY	57.7	14.9	42.7	272.04	124.47	118.6	156.92	18.60	743.5
JUNE	78.4	21.4	57.0	339.49	144.48	135.0	266.16	30.98	759.2
JULY	83.0	21.7	61.3	369.43	163.07	126.5	306.62	35.41	765.9
AUGUST	76.7	16.8	59.9	357.18	165.13	116.3	274.07	27.78	886.5
SEPTEMBER	66.1	15.1	51.1	316.49	152.24	107.9	209.29	22.94	812.1
OCTOBER	67.9	21.3	46.6	310.90	214.14	45.2	211.03	45.61	362.7
NOVEMBER	71.6	27.9	43.7	328.55	216.22	52.0	235.14	60.34	289.7
DECEMBER	69.4	13.6	55.8	408.70	185.81	120.0	283.84	25.27	1023.2
TOTAL	**58.5**	**33.2**	**25.3**	**324.19**	**264.58**	**22.5**	**189.64**	**87.89**	**115.8**

Source: STR, Inc.

Table 105. Hawai'i Island Hotel Performance
2021 vs. 2020

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2021	2020	Absolute Change	2021	2020	% Change	2021	2020	% Change
JANUARY	26.9	82.3	-55.4	268.48	312.63	-14.1	72.28	257.24	-71.9
FEBRUARY	35.3	84.6	-49.3	276.44	303.64	-9.0	97.62	256.88	-62.0
MARCH	49.6	46.0	3.5	317.09	269.61	17.6	157.20	124.12	26.7
APRIL	53.7	11.2	42.5	326.23	106.95	205.0	175.23	12.00	1360.2
MAY	62.7	22.4	40.2	303.72	97.70	210.9	190.29	21.91	768.4
JUNE	79.0	32.2	46.8	355.61	115.31	208.4	281.05	37.18	655.9
JULY	85.3	27.0	58.3	375.10	132.68	182.7	319.83	35.77	794.2
AUGUST	73.2	26.3	47.0	384.57	128.85	198.5	281.62	33.84	732.2
SEPTEMBER	56.0	21.1	34.9	306.86	129.14	137.6	171.74	27.26	529.9
OCTOBER	64.3	20.0	44.3	331.18	140.18	136.3	213.05	28.01	660.6
NOVEMBER	70.3	22.1	48.2	354.02	223.41	58.5	248.82	49.31	404.6
DECEMBER	73.5	26.5	47.0	489.13	324.04	50.9	359.38	85.93	318.2
TOTAL	**61.1**	**39.7**	**21.4**	**348.08**	**248.94**	**39.8**	**212.62**	**98.77**	**115.3**

Source: STR, Inc.

Table 106. Visitor Plant Inventory – Existing Inventory by Island and Property 2021 vs. 2020

ISLAND	TYPE	2021 PROPERTIES	2020 PROPERTIES	CHANGE FROM 2020
HAWAI'I	Apartment/ Hotel	2	2	0
ISLAND	Bed & Breakfast	46	52	-6
	Condominium Hotel	12	11	1
	Hostel	3	3	0
	Hotel	30	30	0
	Vacation Rental Unit	268	291	-23
	Timeshare	19	18	1
	Other	5	5	0
	Total	**385**	**412**	**-27**
KAUA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	7	7	0
	Condominium Hotel	16	16	0
	Hostel	0	0	0
	Hotel	15	16	-1
	Vacation Rental Unit	295	301	-6
	Timeshare	20	20	0
	Other	4	4	0
	Total	**357**	**364**	**-7**
MAUI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	62	58	4
	Condominium Hotel	47	52	-5
	Hostel	3	3	0
	Hotel	29	29	0
	Vacation Rental Unit	202	229	-27
	Timeshare	27	27	0
	Other	2	2	0
	Total	**372**	**400**	**-28**
MOLOKA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	22	24	-2
	Timeshare	1	1	0
	Other	0	0	0
	Total	**26**	**28**	**-2**
LĀNA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	3	3	0
	Vacation Rental Unit	1	1	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	**4**	**4**	**0**
O'AHU	Apartment/ Hotel	2	2	0
	Bed & Breakfast	16	16	0
	Condominium Hotel	22	23	-1
	Hostel	10	10	0
	Hotel	74	73	1
	Vacation Rental Unit	131	111	20
	Timeshare	19	20	-1
	Other	5	5	0
	Total	**279**	**260**	**19**
STATEWIDE	Apartment/ Hotel	4	4	0
	Bed & Breakfast	132	134	-2
	Condominium Hotel	99	104	-5
	Hostel	16	16	0
	Hotel	151	151	0
	Vacation Rental Unit	919	957	-38
	Timeshare	86	86	0
	Other	16	16	0
	State Total	**1,423**	**1,468**	**-45**

Table 107. Visitor Plant Inventory – Existing Inventory by Island and Unit 2021 vs. 2020

ISLAND	TYPE	2021 UNITS	2020 UNITS	CHANGE FROM 2020
HAWAI'I	Apartment/ Hotel	119	119	0
ISLAND	Bed & Breakfast	215	230	-15
	Condominium Hotel	393	483	-90
	Hostel	59	59	0
	Hotel	5,711	6,115	-404
	Vacation Rental Unit	2,192	2,192	0
	Timeshare	1,878	1,877	1
	Other	48	48	0
	Total	**10,615**	**11,123**	**-508**
KAUA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	21	19	2
	Condominium Hotel	1,548	1,606	-58
	Hostel	0	0	0
	Hotel	2,863	2,861	2
	Vacation Rental Unit	1,945	1,925	20
	Timeshare	2,744	2,799	-55
	Other	39	40	-1
	Total	**9,160**	**9,250**	**-90**
MAUI	Apartment/ Hotel	15	15	0
	Bed & Breakfast	197	192	5
	Condominium Hotel	3,726	4,112	-386
	Hostel	62	62	0
	Hotel	7,361	7,251	110
	Vacation Rental Unit	6,334	6,056	278
	Timeshare	3,679	3,679	0
	Other	40	40	0
	Total	**21,414**	**21,407**	**7**
MOLOKA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	80	95	-15
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	196	175	21
	Timeshare	7	7	0
	Other	0	0	0
	Total	**284**	**278**	**6**
LĀNA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	320	320	0
	Vacation Rental Unit	4	4	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	**324**	**324**	**0**
O'AHU	Apartment/ Hotel	50	50	0
	Bed & Breakfast	38	38	0
	Condominium Hotel	3,582	3,575	7
	Hostel	285	285	0
	Hotel	26,841	26,966	-125
	Vacation Rental Unit	3,918	3,848	70
	Timeshare	3,819	3,819	0
	Other	225	225	0
	Total	**38,758**	**38,806**	**-48**
STATEWIDE	Apartment/ Hotel	184	184	0
	Bed & Breakfast	472	480	-8
	Condominium Hotel	9,329	9,871	-542
	Hostel	406	406	0
	Hotel	43,096	43,513	-417
	Vacation Rental Unit	14,589	14,200	389
	Timeshare	12,127	12,181	-54
	Other	352	353	-1
	State Total	**80,555**	**81,188**	**-633**

Table 108. Visitor Plant Inventory - Class of Units by Island
2021 vs. 2020

ISLAND	CLASS	PERCENT OF TOTAL UNITS[1] 2021[2]	2020[3]	% CHANGE FROM 2019
HAWAI'I	Budget (Up to $100)	8.4	10.7	-2.3
ISLAND	Standard ($101 to $250)	25.4	24.5	0.9
	Deluxe ($251 to $500)	33.0	32.7	0.3
	Luxury (Over $500/Night)	33.2	32.0	1.2
	Total	100.0	100.0	
KAUA'I	Budget (Up to $100)	1.5	2.4	-0.9
	Standard ($101 to $250)	31.6	32.6	-1.0
	Deluxe ($251 to $500)	23.4	22.1	1.3
	Luxury (Over $500/Night)	43.5	43.0	0.5
	Total	100.0	100.0	
MAUI	Budget (Up to $100)	0.7	0.7	0.0
	Standard ($101 to $250)	17.0	18.5	-1.5
	Deluxe ($251 to $500)	28.1	26.1	2.0
	Luxury (Over $500/Night)	54.2	54.7	-0.5
	Total	100.0	100.0	
MOLOKA'I	Budget (Up to $100)	0.6	0.6	0.0
	Standard ($101 to $250)	95.9	94.8	1.1
	Deluxe ($251 to $500)	3.5	4.0	-0.5
	Luxury (Over $500/Night)	0.0	0.6	-0.6
	Total	100.0	100.0	
LĀNA'I	Budget (Up to $100)	0.0	0.0	0.0
	Standard ($101 to $250)	1.2	1.2	0.0
	Deluxe ($251 to $500)	29.7	29.7	0.0
	Luxury (Over $500/Night)	69.1	69.1	0.0
	Total	100.0	100.0	
O'AHU	Budget (Up to $100)	3.2	2.4	0.8
	Standard ($101 to $250)	28.5	29.8	-1.3
	Deluxe ($251 to $500)	36.1	34.8	1.3
	Luxury (Over $500/Night)	32.1	33.0	-0.9
	Total	100.0	100.0	
STATEWIDE	Budget (Up to $100)	3.2	3.2	0.0
	Standard ($101 to $250)	25.8	26.7	-0.9
	Deluxe ($251 to $500)	32.6	31.2	1.4
	Luxury (Over $500/Night)	38.5	38.9	-0.4
	Total	100.0	100.0	

[1] Totals may not sum to 100% due to rounding.
[2] Based on 48,259 units (59.4 percent of the total units in 2020) for which information on the class of units was available.
[3] Based on 47,497 units (59.0 percent of the total units in 2019) for which information on the class of units was available.

Table 109. Visitor Plant Inventory - Available Units by County
1968 – 2021

YEAR	STATE TOTAL	% CHANGE	HAWAIʻI ISLAND	% CHANGE	KAUAʻI	% CHANGE	MAUI COUNTY	% CHANGE	OʻAHU	% CHANGE
1968	18,657	8.4	2,188	22.2	1,260	13.0	2,043	19.2	13,166	4.5
1969	22,801	22.2	2,480	13.3	1,914	51.9	2,415	18.2	15,992	21.5
1970	26,923	18.1	3,166	27.7	2,565	34.0	2,743	13.6	18,449	15.4
1971	32,289	19.9	3,435	8.5	2,628	2.5	3,695	34.7	22,531	22.1
1972	35,797	10.9	4,241	23.5	2,719	3.5	4,095	10.8	24,742	9.8
1973	36,608	2.3	4,796	13.1	2,629	-3.3	4,075	-0.5	25,108	1.5
1974	38,675	5.6	5,234	9.1	2,868	9.1	5,208	27.8	25,365	1.0
1975	39,632	2.5	5,348	2.2	3,102	8.2	5,830	11.9	25,352	-0.1
1976	42,648	7.6	6,045	13.0	3,520	13.5	7,232	24.0	25,851	2.0
1977	44,986	5.5	5,929	-1.9	3,657	3.9	8,037	11.1	27,363	5.8
1978	47,070	4.6	6,002	1.2	3,786	3.5	8,736	8.7	28,546	4.3
1979	49,832	5.9	6,093	1.5	4,202	11.0	9,472	8.4	30,065	5.3
1980	54,246	8.9	5,889	-3.3	4,322	2.9	9,701	2.4	34,334	14.2
1981	56,769	4.7	6,705	13.9	4,738	9.6	11,359	17.1	33,967	-1.1
1982	57,968	2.1	7,167	6.9	5,147	8.6	12,162	7.1	33,492	-1.4
1983	58,765	1.4	7,469	4.2	4,193	-18.5	12,749	4.8	34,354	2.6
1984	62,448	6.3	7,149	-4.3	5,313	26.7	13,138	3.1	36,848	7.3
1985	65,919	5.6	7,511	5.1	5,656	6.5	14,152	7.7	38,600	4.8
1986	66,308	0.6	7,280	-3.1	5,922	4.7	14,096	-0.4	39,010	1.1
1987	65,318	-1.5	7,328	0.7	5,956	0.6	13,849	-1.8	38,185	-2.1
1988	69,012	5.7	8,823	20.4	7,180	20.6	15,168	9.5	37,841	-0.9
1989	67,734	-1.9	8,161	-7.5	7,398	3.0	15,708	3.6	36,467	-3.6
1990	71,266	5.2	8,952	9.7	7,546	2.0	17,869	13.8	36,899	1.2
1991	72,275	1.4	9,383	4.8	7,567	0.3	18,702	4.7	36,623	-0.7
1992	73,089	1.1	9,170	-2.3	7,778	2.8	19,290	3.1	36,851	0.6
1993	69,502	-4.9	9,140	-0.3	4,631	-40.5	19,127	-0.8	36,604	-0.7
1994	70,463	1.4	9,595	5.0	5,870	26.8	18,804	-1.7	36,194	-1.1
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	-0.2	9,558	-0.4	6,760	15.2	17,824	-5.2	36,146	-0.1
1997	71,025	1.0	9,913	3.7	6,589	-2.5	18,552	4.1	35,971	-0.5
1998	71,480	0.6	9,655	-2.6	6,969	5.8	18,650	0.5	36,206	0.7
1999	71,157	-0.5	9,815	1.7	6,872	-1.4	18,609	-0.2	35,861	-1.0
2000	71,506	0.5	9,774	-0.4	7,159	4.2	18,270	-1.8	36,303	1.2
2001	72,204	1.0	9,944	1.7	7,202	0.6	18,234	-0.2	36,824	1.4
2002	70,783	-2.0	9,297	-6.5	7,037	-2.3	17,992	-1.3	36,457	-1.0
2003	70,579	-0.3	9,478	1.9	7,257	3.1	18,303	1.7	35,541	-2.5
2004	72,176	2.3	9,857	4.0	8,105	11.7	18,445	0.8	35,769	0.6
2005	72,307	0.2	10,940	11.0	8,221	1.4	19,220	4.2	33,926	-5.2
2006	72,274	0.0	10,831	-1.0	8,266	0.5	19,571	1.8	33,606	-0.9
2007	73,220	1.3	11,061	2.1	8,692	5.2	19,879	1.6	33,588	-0.1
2008	74,177	1.3	11,240	1.6	9,203	5.9	19,653	-1.1	34,081	1.5
2009	75,188	1.4	11,541	2.7	9,469	2.9	20,151	2.5	34,027	-0.2
2010	74,988	-0.3	11,479	-0.5	9,344	-1.3	20,383	1.2	33,782	-0.7
2011	77,731	3.7	11,113	-3.2	9,872	5.7	21,745	6.7	35,001	3.6
2012	74,650	-4.0	10,594	-4.7	8,289	-16.0	20,441	-6.0	35,326	0.9
2013	73,959	-0.9	10,903	2.9	8,675	4.7	18,691	-8.6	35,690	1.0
2014	73,716	-0.3	10,666	-2.2	8,492	-2.1	18,694	0.0	35,864	0.5
2015	77,138	4.6	11,085	3.9	8,582	1.1	21,413	14.5	36,058	0.5
2016	79,092	2.5	11,349	2.4	8,444	-1.6	21,899	2.3	37,400	3.7
2017	80,709	2.0	11,286	-0.6	8,821	4.5	21,723	-0.8	38,879	4.0
2018	80,751	0.1	10,811	-4.2	9,022	2.3	21,829	0.5	39,089	0.5
2019	80,554	-0.2	10,505	-2.8	9,036	0.2	21,773	-0.3	39,240	0.4
2020	81,188	0.8	11,123	5.9	9,250	2.4	22,009	1.1	38,806	-1.1
2021	80,555	-0.8	10,615	-4.6	9,160	-1.0	22,022	0.1	38,758	-0.1

* NA = Not Available. HVCB (Hawaii Visitors and Convention Bureau) did not conduct an update survey in 1995

APPENDIX A

TECHNICAL NOTES

Technical notes regarding 2020 data: Due to COVID-19 restrictions, departure surveys were not conducted from April – October 2020. International visitor basic characteristics data (excluding visitor spending) were collected from In-flight survey forms distributed on international flights from April 1 – May 15, 2020. International visitor characteristics data from May 16 – August 31 were compiled from the State of Hawai'i Department of Health's Mandatory Travel Declaration Form (MTD). International visitor characteristics data for September through October were compiled from the State of Hawai'i Department of Enterprise Technology Services' Safe Travels Program (Safe Travel). Questions regarding visit status (first-time/ repeat) and travel method (package/non-package, group/non group, true independent) were not asked on the MTD and Safe Travel forms. Statistics for these categories were missing from international visitors from May – October 2020 and therefore not available to report for annual 2020. Fielding for visitor spending was limited for 2020 due to COVID-19 restrictions and annual 2020 visitor statistics were not available. Visitor spending statistics for months in 2020 with available data are presented in Tables 2 and 3 of the 2020 Annual Visitor Research Report, posted on the DBEDT website: http://dbedt.hawaii.gov/visitor/visitor-research/.

DEFINITIONS

Airline Passenger Counts: Passengers arriving in Hawai'i on trans-Pacific flights (both scheduled and chartered) from the U.S., Canada, Japan, Europe, Other Asia, Oceania, and Other Pacific regions, as reported in the Air Traffic Summary Report, which airlines submit to the State of Hawai'i, Department of Transportation each month. The report shows passenger counts arriving to the Daniel K. Inouye, Kahului, Ellison Onizuka, Hilo and Līhu'e airports and includes counts of any in-transit passengers (domestic or international).

Arrivals by Air: Visitors who enter Hawai'i via arriving trans-Pacific flights. This data is derived from the Domestic In-flight Survey and International Departure Survey.

Arrivals by Cruise Ships: Visitors entering Hawai'i via foreign-flagged cruise ships. This data is derived from monthly reports from State of Hawai'i Department of Transportation Harbors Division and Hawai'i.PortCall.com, and from the Cruise Visitor Survey.

Cruise Ships (Arrivals by Air): An estimate of visitors staying on cruise ships who arrived in Hawai'i via trans-Pacific flights. 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: Ships that are not considered Hawai'i businesses. On-ship spending is not included in the reported visitor expenditures.

Cruise Ship U.S. Flagged: The Pride of America which is home-ported in Hawai'i is considered a Hawai'i business. Visitor expenditures for this ship include both on-ship and on-shore spending.

Daily Census: Average number of visitors present in Hawai'i on a single day.

Domestic: This category refers to the origin of the transpacific flight to Hawai'i and not the residence of the passenger. Visitor arriving on a trans-Pacific flight from the Continental Unites States. Total domestic arrivals include U.S. residents and foreign residents who come to Hawai'i on flights from the Continental Unites States. A foreign resident arriving on flights from the U.S. mainland is counted as a domestic visitor.

Expenditures: The U.S. dollar amount spent in Hawai'i attributed to a visitor. This includes direct spending by visitors while in Hawai'i, as well as any prepaid package purchased before arrival. The expenditure data does not include trans-Pacific airfare 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: Includes on-ship spending on U.S. flagged cruise ships. The expenditures are allocated to each island in proportion to visitor days.

Per Person Per Day (PPPD) Expenditures, by Island: The denominator is 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 include on-ship spending because U.S. flagged cruise ships are considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships include only onshore expenditures.

Group Tour: Visitors traveling and participating in activities in a group with a tour guide during much of their stay.

In-transit, International:

- True Transit: Passengers clearing U.S. Immigration and Customs at Hawai'i's major airports and proceeding to another city.
- Bonded transit: Passengers held in a sterile lounge area who re-board an aircraft without being processed by either U.S. Immigration and Customs Enforcement.

In-Transit, Domestic:

- U.S. to Foreign: Passengers arriving at Hawai'i's major airports from the Continental United States, or the neighbor islands who re-board an aircraft destined for a foreign country (without leaving the airport).
- Neighbor Island to Mainland: Passengers arriving at Daniel K. Inouye International Airport (HNL) from a neighbor island airport who re-board an aircraft destined for the U.S. mainland (without leaving HNL). This excludes passengers doing mileage runs who do not need to go to HNL. A mileage run is a trip for the sole purpose of earning frequent-flier miles; assuming that the fare is cheap enough so that the miles balance out the cost.

Intended Residents: Passengers arriving by trans-Pacific flights who are moving to Hawai'i and seeking long-term residence for at least one year. Students or military members have often classified themselves in this category.

International: This category refers to the origin of the transpacific flight to Hawai'i and not the residence of the passenger. Visitors arriving on trans-Pacific flights from foreign countries and U.S. territories. A U.S. visitor arriving on a trans-Pacific flight from a foreign country is counted as an international visitor.

Length of Stay: The average number of days that visitors are present in Hawai'i, including the day of arrival and day of departure.

Major Market Areas (MMAs): Visitors were classified by their place of residence in the U.S. or foreign country in the following geographical areas, as defined by Hawai'i Tourism Authority (HTA).

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

Market Penetration: Number of visitors from a given Metro Area (CBSA) divided by the population of that area and reported as the rate per 1,000 visitors.

MC&I (Net): Visitors traveling to Hawai'i for corporate meetings, conventions or incentives, or any combination of these reasons. A visitor selecting two or more sub-categories within the MCI category is counted once. Therefore, the sum of the sub-categories may be larger than the MCI category.

Package: Visitors who purchase a package trip that includes airline tickets and accommodations.

Passengers: The total number of people on a flight or on a cruise ship, including visitors and Hawai'i residents.

Pleasure (Net): Visitors traveling for vacation, honeymoon or to get married, or any combination of these reasons. A visitor selecting two or more sub-categories within the pleasure category is counted once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

Returning Hawai'i Residents: Arriving passengers on trans-Pacific flights who are returning Hawai'i residents after traveling out of state for various purposes (leisure, business, school, etc.).

True Independent: Visitors who are not part of a tour group and did not purchase airline tickets and accommodations as a package.

Seats, Scheduled: The total number of scheduled air seats on all flights reported by DIIO arriving into Hawai'i.

Seats, Charter: The number of charter air seats on all flights not reported by DIIO, but reported by the State of Hawai'i monthly.

Seats, Total: The total number of all air seats for both scheduled and charter flights arriving in Hawai'i.

Supplemental Business Expenditures: Additional business expenditures spent in Hawai'i 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 Destinations International (formerly known as Destination Marketing Associations International) Event Impact Calculator (EIC).

Visitor: An out-of-state traveler who stays in Hawai'i for at least one night but less than one year. Visitors arriving by trans-Pacific flights are calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors arriving by cruise ships are calculated by subtracting Hawai'i residents from counts of passengers who came to Hawai'i onboard foreign-flagged cruise ships.

SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

Air Traffic Summary Report: All domestic and international airlines with flights to the Hawaiian Islands are required to complete this report of airline passenger counts and in-transit counts and submit them to the Department of Transportation – Airports Division, by the 10th of each month with data for the previous month.

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. The National Travel and Tourism Office (NTTO) manages 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 Līhu'e Airport on Kaua'i. In 2021, a total of 5,267 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription.
The International Intercept Survey form is included in Appendix B.

Mandatory Travel Declaration Form (MTD): Per Hawai'i Revised Statutes Section 127A-12 and 127A-13. From the State of Hawai'i Department of Health, effective May 16 through August 31, 2020 this form was required for all air passengers and crew members to complete. To screen and monitor travelers for COVID-19, questions on the form included traveler information, contact information during their stay in Hawai'i, flight information, destination location, purpose of visit, travel information and health history.

Safe Travels Program Form (Safe Travels): This digital platform was launched on Sept. 1, 2020, by the State of Hawai'i Department of Enterprise Technology Services. Travelers were required to use the Safe Travels app to complete their Profile, Trips, and Health Questionnaire to obtain a QR code. Once the online travel forms were completed, a reminder email will be sent notifying the traveler to

enter their health information no sooner than 24 hours before departure. The Safe Travels program ended on March 25, 2022.

Domestic In-Flight 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 In-flight forms were distributed to passengers on all flights from the Continental United States to Hawai'i every day of the year. In 2021, there were 3,495,632 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. The Domestic Survey form is included in Appendix B. From March 26 through May 15, 2020, international arrivals to Hawai'i were also required to complete the declaration form.

Island Survey: Surveys were conducted at the departure area of the airports on all the islands. From 2021, 31,621 completed survey forms were received from the Daniel K. Inouye Airport for O'ahu specific data, 12,073 completed forms received from Maui, 123 forms from Moloka'i, 59 forms from Lāna'i, 2,575 forms from Kaua'i, 1,102 forms from Hilo, and 3,032 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures. The Island Visitor Survey form is included in Appendix B.

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. There were no cruise activities in Hawaii in 2021 and zero completed forms were processed for cruise visitor information. The Cruise Survey form is included in Appendix B.

Cruise Ship Passenger Counts Report: All cruise ships which entered Honolulu, Hilo, Kona, Lahaina, Kahului, and Nāwiliwili Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. DBEDT obtained monthly cruise ship passenger counts from cruise ship agents and from these harbors Monthly cruise ship reports are also provided by Hawaii.Portcall.com, a synchronized operating system which simplifies scheduling and billing for ports, pilots, and agents. DBEDT 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: The purpose of this survey is to compile an accurate annual assessment of existing and planned visitor accommodations for the State of Hawai'i by island, location, property type (hotel, condo-hotel, bed and breakfast, individual vacation units, rental house, hostels, timeshare, and apartment-hotel), and class of units (standard, budget, deluxe, luxury). To access the report online, visit: dbedt.hawaii.gov/visitor/visitor-plant/

Hawai'i Hotel Performance Data: STR, Inc. is the source of hotel occupancy rate, average daily room rate and revenue per available room data. Hotel performance statistics are posted on the HTA website: www.hawaiitourismauthority.org/research/infrastructure-research/

Air Seat Statistics: Since 2013, HTA and DBEDT have used airline schedules from Cirium Diio Mi (DIIO)as the source of its data on scheduled air seats. DIIO is an online database of airline industry data used by airlines, airports, and destination marketing organizations across the U.S.

APPENDIX B

DOMESTIC IN-FLIGHT SURVEY

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
TAGALOG Ang pormularyong ito ay dapat sagutin bago mag "landing" ang eroplano. Kung hindi ninyo mabasa ang pormularyong ito, mangyari po lamang na humiling sa "Flight attendant" na isang pormularyo sa wikang tagalog.
JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を貰って下さい。
KOREAN 착륙하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
CHINESE 请在下机前填写完毕这份表格，如果看不懂此表，请向乘务员索取一份中文表格。

STATE OF HAWAI'I
Department of Agriculture

PLANTS AND ANIMALS DECLARATION FORM
MANDATORY DECLARATION
FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS

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

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

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

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

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

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

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

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

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

☐ NONE OF THE ABOVE

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

1 _____ 3 _____

2 _____ 4 _____

Origin (State or Country) of above items _____

Full Name (Print)

Home Address

City State Zip

Hawai'i Address or Name of Hotel/Lodging

Island Phone No. – – No. in Party

Name of Airline/Ship Flight No. Date of Arrival / /

Signature _____ Date _____

58844

HTA Form Rev. 02-01-2016 Printed in U.S.A.

See Reverse Side

DOMESTIC IN-FLIGHT SURVEY (BACK)

STATE OF HAWAI'I

HAWAII TOURISM AUTHORITY

Aloha! On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawai'i 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 Hawai'i residents, those moving to Hawai'i, frequent or repeat visitors to Hawai'i 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)

1. **The total number of people (including myself) covered by this form is:**
   1 2 3 4 5 6 7 8 9 10 >10
   ○○○○○○○○○○○ ○

2. **I am a:**
   - ○ Visitor to Hawai'i.
   - ○ Intended resident moving to Hawai'i for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)
   - ○ Returning Hawai'i resident. Number of nights away from Hawai'i. ☐☐☐ NIGHTS (ANSWER QUESTIONS 10 TO 14 ONLY.)

3. **This trip to Hawai'i is my:**
   - ○ 1st
   - ○ 2nd
   - ○ 3rd
   - ○ 4th
   - ○ 5th
   - ○ 6 to 10th
   - ○ More than 10th

4. **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.)

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	☐☐☐
○ Moloka'i	☐☐☐
○ Lāna'i	☐☐☐
○ Kona (Big Island of Hawai'i)	☐☐☐
○ Hilo (Big Island of Hawai'i)	☐☐☐
○ Kaua'i	☐☐☐

6. **[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 Hawai'i Convention Center?
   - ○ Yes ○ No

7. **On this trip, I am a member of an organized tour group:**
   - ○ Yes ○ No

8. **I am on a pre-paid package trip that includes at least airfare and lodging:**
   - ○ Yes ○ No

9. **Where will 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
   - ○ Private Room in Private Home
   - ○ Shared Room/Space in Private Home
   - ○ Other (please specify): _____

10. **The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)**
    - ○ 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 Event
    - ○ Other (please specify): _____

11. **What is your age:** ☐☐

12. **What is your gender:**
    - ○ Male ○ Female

13. **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	☐☐	☐☐			

14. **I am a resident of:**
    - ○ U.S.A. (provide Zip Code below) ☐☐☐☐☐
      1 ○ ① ① ① ① ①
      2 ○ ② ② ② ② ②
      3 ○ ③ ③ ③ ③ ③
      4 ○ ④ ④ ④ ④ ④
      5 ○ ⑤ ⑤ ⑤ ⑤ ⑤
      6 ○ ⑥ ⑥ ⑥ ⑥ ⑥
      7 ○ ⑦ ⑦ ⑦ ⑦ ⑦
      8 ○ ⑧ ⑧ ⑧ ⑧ ⑧
      9 ○ ⑨ ⑨ ⑨ ⑨ ⑨
      0 ○ ⓪ ⓪ ⓪ ⓪ ⓪
    - ○ Canada (provide postal code below) ☐☐☐ - ☐☐☐
    - All other countries (provide postal code below) ☐☐☐☐☐☐☐☐☐☐
    - ○ Argentina
    - ○ Australia
    - ○ Brazil
    - ○ China
    - ○ France
    - ○ Germany
    - ○ Hong Kong
    - ○ Italy
    - ○ Japan
    - ○ Korea
    - ○ Mexico
    - ○ New Zealand
    - ○ Philippines
    - ○ Singapore
    - ○ Switzerland
    - ○ Taiwan
    - ○ United Kingdom
    - ○ Other (please specify) _____

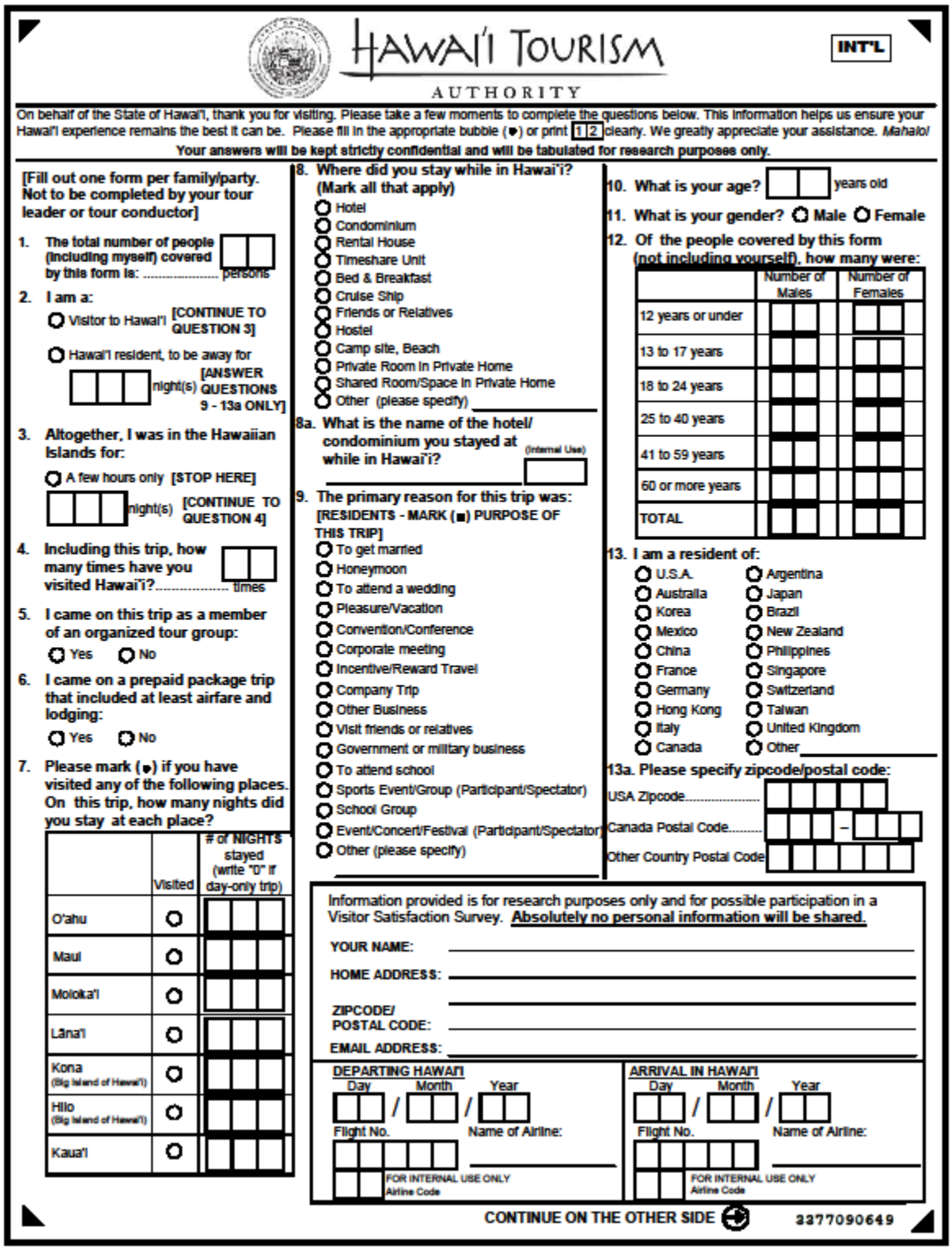
16. **E-mail Address** (to participate in a follow-up survey): _____

HTA Form Rev. 02-01-2016 Printed in U.S.A. 58844

○●○○○○ *Mahalo (thank you) and Aloha!*

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

INTERNATIONAL INTERCEPT SURVEY



HAWAI'I 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]

1. **The total number of people (including myself) covered by this form is:** ..... persons
2. **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]**
3. **Altogether, I was in the Hawaiian Islands for:**
   - ○ A few hours only **[STOP HERE]**
   - ___ night(s) **[CONTINUE TO QUESTION 4]**
4. **Including this trip, how many times have you visited Hawai'i?**..... times
5. **I came on this trip as a member of an organized tour group:** ○ Yes ○ No
6. **I came on a prepaid package trip that included at least airfare and lodging:** ○ Yes ○ No
7. **Please 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	○	
Moloka'i	○	
Lāna'i	○	
Kona (Big Island of Hawai'i)	○	
Hilo (Big Island of Hawai'i)	○	
Kaua'i	○	

8. **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
   - ○ Private Room in Private Home
   - ○ Shared Room/Space in Private Home
   - ○ Other (please specify) _____

8a. **What is the name of the hotel/ condominium you stayed at while in Hawai'i?** (Internal Use) _____

9. **The primary reason for this trip was: [RESIDENTS - MARK (■) PURPOSE OF THIS TRIP]**
   - ○ To get married
   - ○ Honeymoon
   - ○ To attend a wedding
   - ○ Pleasure/Vacation
   - ○ Convention/Conference
   - ○ Corporate meeting
   - ○ Incentive/Reward Travel
   - ○ Company Trip
   - ○ Other Business
   - ○ Visit friends or relatives
   - ○ Government or military business
   - ○ To attend school
   - ○ Sports Event/Group (Participant/Spectator)
   - ○ School Group
   - ○ Event/Concert/Festival (Participant/Spectator)
   - ○ Other (please specify) _____

10. **What is your age?** ___ years old
11. **What is your gender?** ○ Male ○ Female
12. **Of the people covered by this form (not including yourself), how many were:**

	Number of Males	Number of Females
12 years or under		
13 to 17 years		
18 to 24 years		
25 to 40 years		
41 to 59 years		
60 or more years		
TOTAL		

13. **I am a resident of:**
   - ○ U.S.A.
   - ○ Australia
   - ○ Korea
   - ○ Mexico
   - ○ China
   - ○ France
   - ○ Germany
   - ○ Hong Kong
   - ○ Italy
   - ○ Canada
   - ○ Argentina
   - ○ Japan
   - ○ Brazil
   - ○ New Zealand
   - ○ Philippines
   - ○ Singapore
   - ○ Switzerland
   - ○ Taiwan
   - ○ United Kingdom
   - ○ Other _____

13a. **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 HAWAI'I

Day / Month / Year

Flight No. Name of Airline:

FOR INTERNAL USE ONLY Airline Code

ARRIVAL IN HAWAI'I

Day / Month / Year

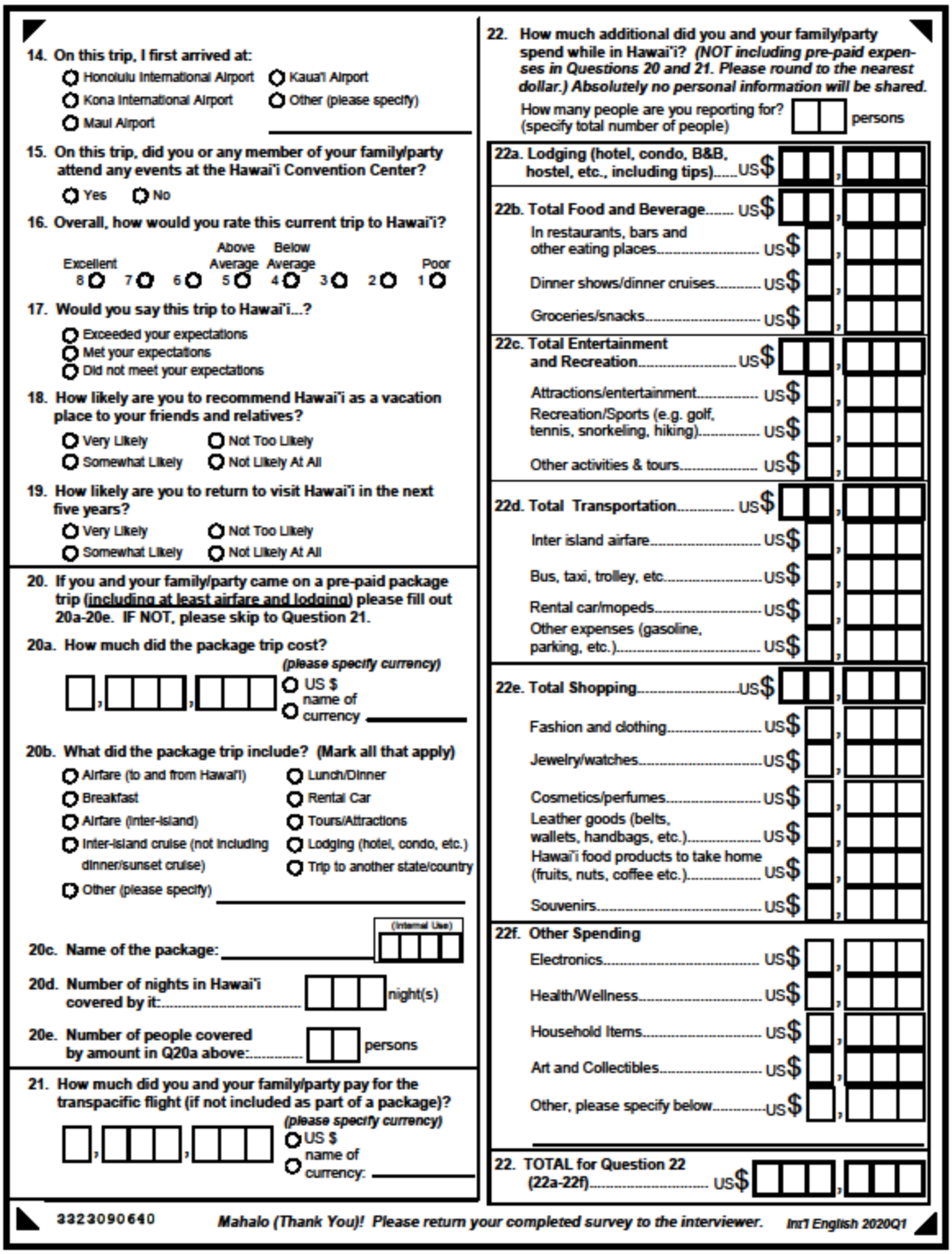
Flight No. Name of Airline:

FOR INTERNAL USE ONLY Airline Code

CONTINUE ON THE OTHER SIDE

3377090649

INTERNATIONAL INTERCEPT SURVEY (BACK)



14. On this trip, I first arrived at:

- ○ Honolulu International Airport
- ○ Kona International Airport
- ○ Maui Airport
- ○ Kaua'i Airport
- ○ Other (please specify) _____

15. On this trip, did you or any member of your family/party attend any events at the Hawai'i Convention Center?

- ○ Yes
- ○ No

16. Overall, how would you rate this current trip to Hawai'i?

Excellent 8 ○ 7 ○ 6 ○ Above Average 5 ○ Below Average 4 ○ 3 ○ 2 ○ Poor 1 ○

17. Would you say this trip to Hawai'i...?

- ○ Exceeded your expectations
- ○ Met your expectations
- ○ Did not meet your expectations

18. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?

- ○ Very Likely
- ○ Somewhat Likely
- ○ Not Too Likely
- ○ Not Likely At All

19. How likely are you to return to visit Hawai'i in the next five years?

- ○ Very Likely
- ○ Somewhat Likely
- ○ Not Too Likely
- ○ Not Likely At All

20. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 20a-20e. IF NOT, please skip to Question 21.

20a. How much did the package trip cost? *(please specify currency)*

□□□,□□□,□□□

- ○ US $
- ○ name of currency _____

20b. 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) _____

20c. Name of the package: _____ (Internal Use) □□□□

20d. Number of nights in Hawai'i covered by it: □□□ night(s)

20e. Number of people covered by amount in Q20a above: □□ persons

21. 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: _____

22. How much additional did you and your family/party spend while in Hawai'i? ***(NOT including pre-paid expenses in Questions 20 and 21. Please round to the nearest dollar.) Absolutely no personal information will be shared.***

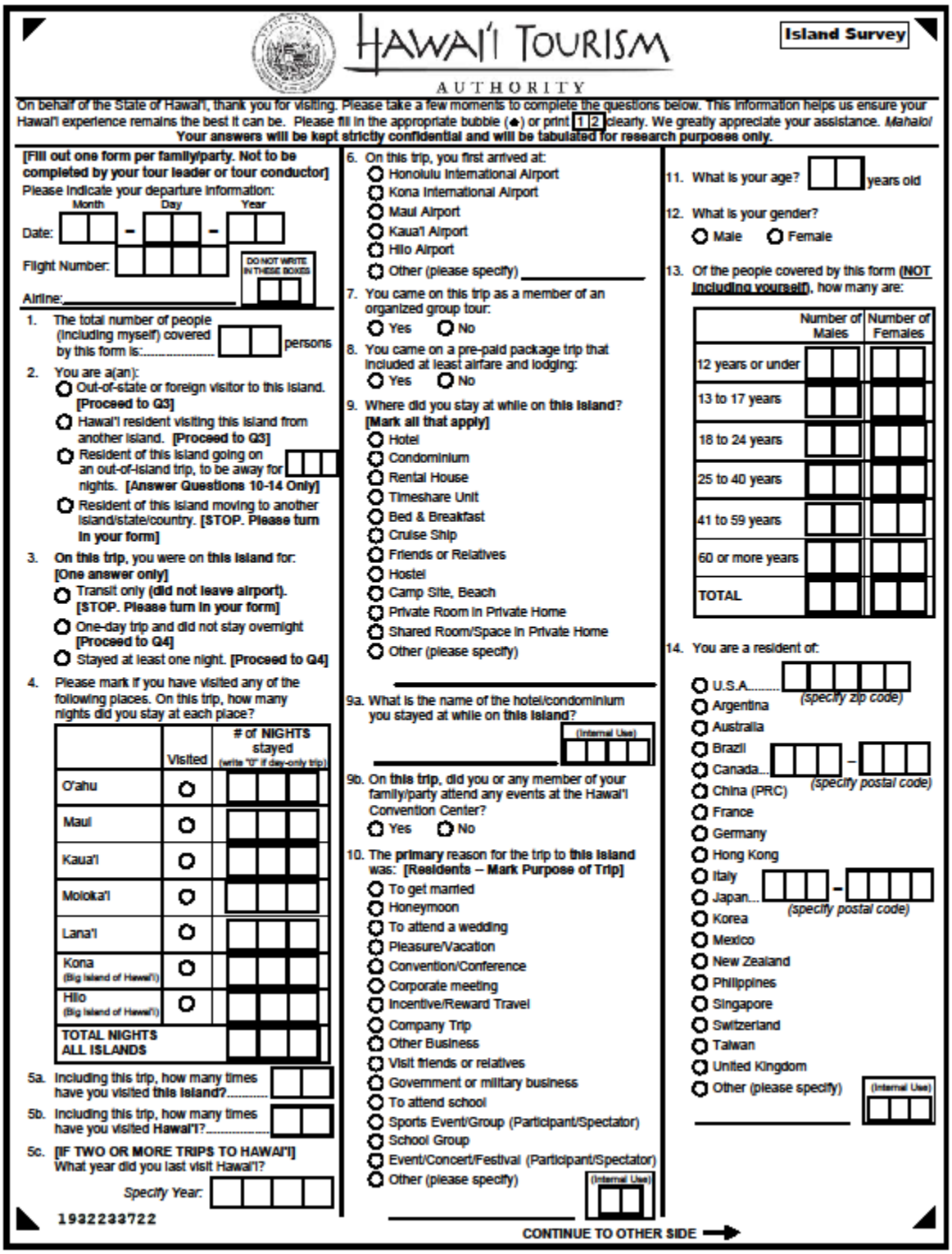
How many people are you reporting for? (specify total number of people) □□ persons

22a. Lodging (hotel, condo, B&B, hostel, etc., including tips)	US$	□□□,□□□
22b. Total Food and Beverage	US$	□□□,□□□
In restaurants, bars and other eating places	US$	□□□,□□□
Dinner shows/dinner cruises	US$	□□□,□□□
Groceries/snacks	US$	□□□,□□□
22c. Total Entertainment and Recreation	US$	□□□,□□□
Attractions/entertainment	US$	□□□,□□□
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)	US$	□□□,□□□
Other activities & tours	US$	□□□,□□□
22d. Total Transportation	US$	□□□,□□□
Inter island airfare	US$	□□□,□□□
Bus, taxi, trolley, etc.	US$	□□□,□□□
Rental car/mopeds	US$	□□□,□□□
Other expenses (gasoline, parking, etc.)	US$	□□□,□□□
22e. Total Shopping	US$	□□□,□□□
Fashion and clothing	US$	□□□,□□□
Jewelry/watches	US$	□□□,□□□
Cosmetics/perfumes	US$	□□□,□□□
Leather goods (belts, wallets, handbags, etc.)	US$	□□□,□□□
Hawai'i food products to take home (fruits, nuts, coffee etc.)	US$	□□□,□□□
Souvenirs	US$	□□□,□□□
22f. Other Spending		
Electronics	US$	□□□,□□□
Health/Wellness	US$	□□□,□□□
Household Items	US$	□□□,□□□
Art and Collectibles	US$	□□□,□□□
Other, please specify below _____	US$	□□□,□□□
22. TOTAL for Question 22 (22a-22f)	US$	□□□,□□□

3323090640

Mahalo (Thank You)! Please return your completed survey to the interviewer. *Int'l English 2020Q1*

ISLAND SURVEY



HAWAI'I TOURISM AUTHORITY

Island Survey

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]

Please indicate your departure information:

Date: Month ☐☐ – Day ☐☐ – Year ☐☐

Flight Number: ☐☐☐☐ DO NOT WRITE IN THESE BOXES ☐☐

Airline: _____

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

2. You are a(an):
   - ○ Out-of-state or foreign visitor to this island. **[Proceed to Q3]**
   - ○ Hawai'i 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]**

3. **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]**

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

	Visited	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	○	☐☐☐
Maui	○	☐☐☐
Kaua'i	○	☐☐☐
Moloka'i	○	☐☐☐
Lana'i	○	☐☐☐
Kona (Big Island of Hawai'i)	○	☐☐☐
Hilo (Big Island of Hawai'i)	○	☐☐☐
TOTAL NIGHTS ALL ISLANDS		☐☐☐

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

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

5c. **[IF TWO OR MORE TRIPS TO HAWAI'I]** What year did you last visit Hawai'i?

Specify Year: ☐☐☐☐

1932233722

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

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

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

9. Where did you stay at while on **this island**? **[Mark all that apply]**
   - ○ Hotel
   - ○ Condominium
   - ○ Rental House
   - ○ Timeshare Unit
   - ○ Bed & Breakfast
   - ○ Cruise Ship
   - ○ Friends or Relatives
   - ○ Hostel
   - ○ Camp Site, Beach
   - ○ Private Room in Private Home
   - ○ Shared Room/Space in Private Home
   - ○ Other (please specify) _____

9a. What is the name of the hotel/condominium you stayed at while on **this island**? _____ (Internal Use) ☐☐☐

9b. On **this trip**, did you or any member of your family/party attend any events at the Hawai'i Convention Center?
   - ○ Yes ○ No

10. 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/Reward Travel
   - ○ Company Trip
   - ○ Other Business
   - ○ Visit friends or relatives
   - ○ Government or military business
   - ○ To attend school
   - ○ Sports Event/Group (Participant/Spectator)
   - ○ School Group
   - ○ Event/Concert/Festival (Participant/Spectator)
   - ○ Other (please specify) _____ (Internal Use) ☐☐

11. What is your age? ☐☐ years old

12. What is your gender?
   - ○ Male ○ Female

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

	Number of Males	Number of Females
12 years or under	☐☐	☐☐
13 to 17 years	☐☐	☐☐
18 to 24 years	☐☐	☐☐
25 to 40 years	☐☐	☐☐
41 to 59 years	☐☐	☐☐
60 or more years	☐☐	☐☐
TOTAL	☐☐	☐☐

14. You are a resident of:
   - ○ U.S.A. ..... ☐☐☐☐☐ *(specify zip code)*
   - ○ Argentina
   - ○ Australia
   - ○ Brazil
   - ○ Canada ☐☐☐ – ☐☐☐ *(specify postal code)*
   - ○ China (PRC)
   - ○ France
   - ○ Germany
   - ○ Hong Kong
   - ○ Italy
   - ○ Japan ☐☐☐ – ☐☐☐☐ *(specify postal code)*
   - ○ Korea
   - ○ Mexico
   - ○ New Zealand
   - ○ Philippines
   - ○ Singapore
   - ○ Switzerland
   - ○ Taiwan
   - ○ United Kingdom
   - ○ Other (please specify) _____ (Internal Use) ☐☐☐

CONTINUE TO OTHER SIDE →

ISLAND SURVEY (BACK)

15. Did you come to this island on a pre-paid package trip (**including at least airfare and any items in Q16a**)?
- ○ Yes... **[IF YES, CONTINUE TO Q16a]**
- ○ No.... **[IF NO, SKIP TO Q17a]**

16a. What did your package include? **Please mark ALL that apply:**
- ○ Airfare (to and from Hawai'i)
- ○ Airfare (inter-island)
- ○ Inter-island cruise
- ○ Breakfast
- ○ Trip to another state/country (specify) _____
- ○ Rental car
- ○ Lunch/Dinner
- ○ Lodging
- ○ Tours/Attractions
- ○ Other (please specify): _____

16b. How much did your package cost? US$,

16c. Number of nights covered by it: .....

16d. Number of people covered by amount in Q16b above: .....

16e. Did your package include a stay on:
- ○ This island only
- ○ Multiple Hawaiian islands

17a. Did you arrive on **this island** on a/an....
- ○ 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$,

18. Overall, how would you rate this current trip to **this island**?

Excellent 8 ○ 7 ○ 6 ○ 5 ○ 4 ○ 3 ○ 2 ○ 1 ○ Poor

19. Would you say this trip to **this island**....?
- ○ Exceeded your expectations
- ○ Met your expectations
- ○ Did not meet your expectations

20. How likely are you to recommend **this island** as a vacation place to your friends and relatives?
- ○ Very Likely
- ○ Somewhat Likely
- ○ Not Too Likely
- ○ Not Likely At All

21. How likely are you to return to visit **this island** in the next five years?
- ○ Very Likely
- ○ Somewhat Likely
- ○ Not Too Likely
- ○ Not Likely At All

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

EMAIL ADDRESS: _____

22. How much additional did you and your family/party spend while on **this island**? ***(NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)***

How many people are you reporting for? (specify total number of people) persons

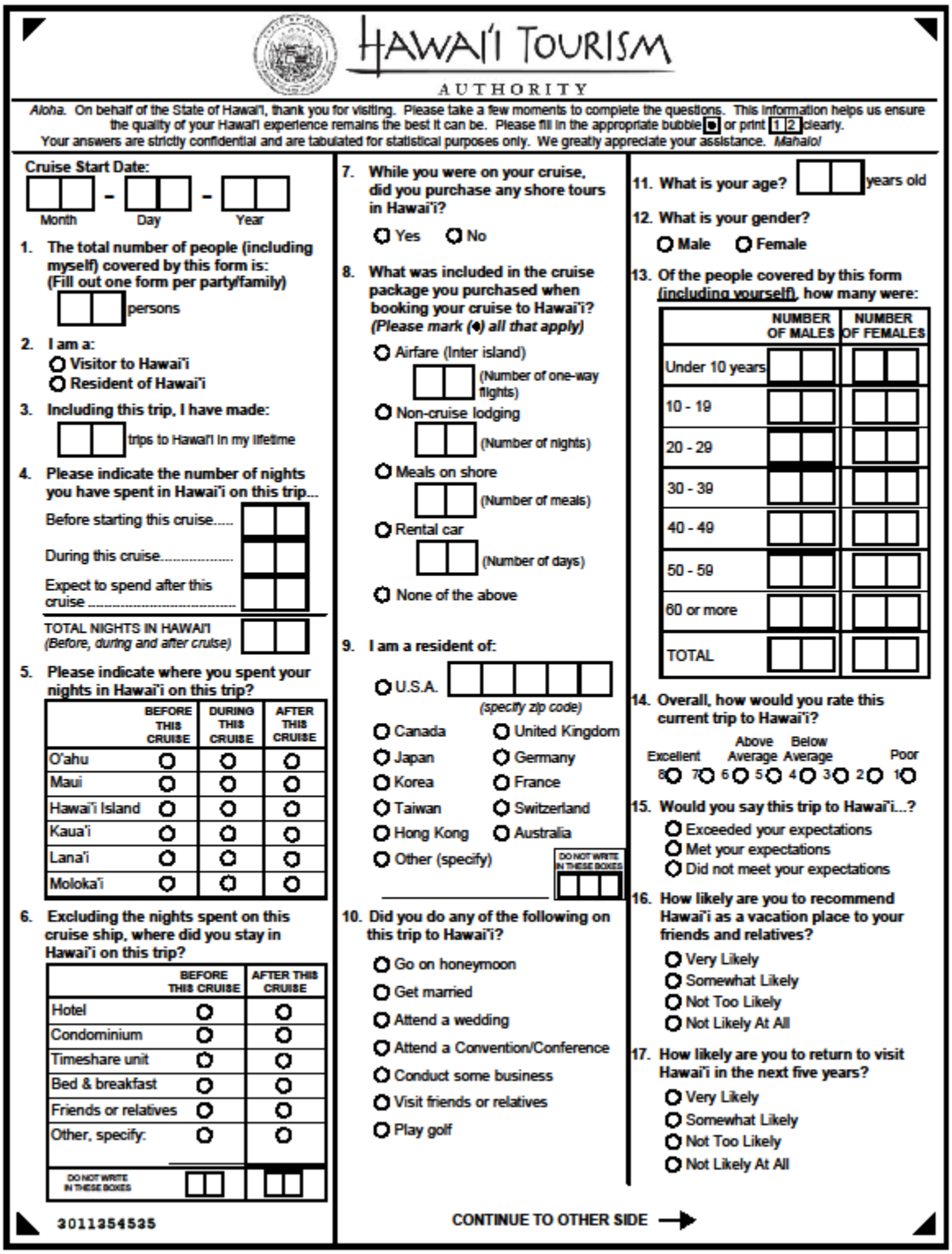
Absolutely no personal information will be shared.

"Amount spent on THIS ISLAND ONLY"

22a. Lodging (hotel, condo, B&B, incl. tips)	US$,
22b. Total Food and Beverage	US$,
In restaurants, bars and other eating places	US$,
Dinner shows/ Dinner cruises	US$,
Groceries/snacks	US$,
22c. Total Entertainment and Recreation	US$,
Attractions	US$,
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)	US$,
Other activities & tours	US$,
22d. Total Ground Transportation	US$,
Ground transportation (buses, taxis, trolleys)	US$,
Rental car/moped	US$,
Other transportation costs (gas, parking)	US$,
22e. Total Shopping	US$,
Fashion and clothing	US$,
Jewelry/watches	US$,
Cosmetics/perfumes	US$,
Leather goods (belts, wallets, handbags, etc.)	US$,
Hawai'i food products (fruits, nuts, & coffee, etc.)	US$,
Souvenirs	US$,
22f. Other Spending	
Electronics	US$,
Health/Wellness	US$,
Household items	US$,
Art and Collectibles	US$,
Other, please specify below _____	US$,
SUM OF Q22a-Q22f	US$,

4388157433 ***Mahalo (Thank You)! Please return your completed survey to the interviewer.*** *NI English 2020Q1*

CRUISE SURVEY



HAWAI'I TOURISM AUTHORITY

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

Cruise Start Date:
Month – Day – Year

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

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

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

4. **Please indicate the number of nights you have spent in Hawai'i on this trip...**
Before starting this cruise.....
During this cruise.....
Expect to spend after this cruise .....
TOTAL NIGHTS IN HAWAI'I *(Before, during and after cruise)*

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

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	○	○	○
Maui	○	○	○
Hawai'i Island	○	○	○
Kaua'i	○	○	○
Lana'i	○	○	○
Moloka'i	○	○	○

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

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	○	○
Condominium	○	○
Timeshare unit	○	○
Bed & breakfast	○	○
Friends or relatives	○	○
Other, specify:	○	○
DO NOT WRITE IN THESE BOXES		

3011354535

7. **While you were on your cruise, did you purchase any shore tours in Hawai'i?**
○ Yes ○ No

8. **What was included in the cruise package you purchased when booking your cruise to Hawai'i?** ***(Please mark (●) 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) DO NOT WRITE IN THESE BOXES

10. **Did you do any of the following on this trip to Hawai'i?**
○ Go on honeymoon
○ Get married
○ Attend a wedding
○ Attend a Convention/Conference
○ Conduct some business
○ Visit friends or relatives
○ Play golf

11. **What is your age?** years old

12. **What is your gender?**
○ Male ○ Female

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

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years		
10 - 19		
20 - 29		
30 - 39		
40 - 49		
50 - 59		
60 or more		
TOTAL		

14. **Overall, how would you rate this current trip to Hawai'i?**
Excellent 8 ○ 7 ○ 6 ○ Above Average 5 ○ 4 ○ Below Average 3 ○ 2 ○ Poor 1 ○

15. **Would you say this trip to Hawai'i...?**
○ Exceeded your expectations
○ Met your expectations
○ Did not meet your expectations

16. **How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?**
○ Very Likely
○ Somewhat Likely
○ Not Too Likely
○ Not Likely At All

17. **How likely are you to return to visit Hawai'i in the next five years?**
○ Very Likely
○ Somewhat Likely
○ Not Too Likely
○ Not Likely At All

CONTINUE TO OTHER SIDE →

CRUISE SURVEY (BACK)

FOR ALL PARTS OF QUESTION 18:
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.*

18. 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$ ☐☐☐,☐☐☐

18.1 Including yourself, how many people does this expenditure cover? ☐☐

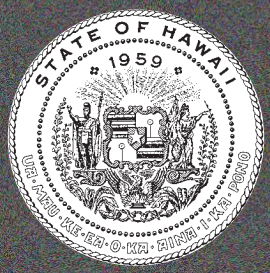
Of this total amount (Q18), how much was spent for:

	O'AHU (IN US$)	MAUI (Maui/Moloka'i/Lana'i) (IN US$)	KAUA'I (IN US$)	HAWAI'I ISLAND KONA (IN US$)	HAWAI'I ISLAND HILO (IN US$)
18a. Lodging (hotel, condo, B&B, hostel , etc., including tips)	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐
18b. Total Food and Beverage	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐
In restaurants, bars and other eating places	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Dinner shows/dinner cruises	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Groceries/snacks	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
18c. Total Entertainment and Recreation	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐
18d. Total Shore Tours	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐
18e. Total Transportation	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐
Inter island airfare	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Bus, taxi, trolley, etc.	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Rental car/mopeds	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Other expenses (gasoline, parking, etc.)	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
18f. Total Shopping	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐	☐☐,☐☐☐
Fashion and clothing	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Jewelry/watches	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Cosmetics/perfumes	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Leather goods (belts, wallets, handbags, etc.)	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Hawai'i food products to take home (fruits, nuts, coffee, etc.)	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Souvenirs	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
18g. Other Spending					
Electronics	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Health/wellness	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Household items	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Art and collectibles	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Other	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐	☐,☐☐☐
Please specify:	_____	_____	_____	_____	_____

Cruise International 2020Q1

NAME OF CRUISE SHIP: _____ ☐☐☐ DO NOT WRITE IN THESE BOXES

0506354531



DBEDT

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

1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

dbedt.hawaii.gov/visitor/visitor-research/