

**Table 7.07-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
1998 AND 1999**

| Departure from Major Market Areas (MMA) | 1998      |           |                | 1999      |           |                |
|---|-----------|-----------|----------------|-----------|-----------|----------------|
|   | Total     | Domestic  | Inter-national | Total     | Domestic  | Inter-national |
| All visitors                            | 6,595,790 | 4,014,140 | 2,581,650      | 6,741,037 | 4,255,621 | 2,485,416      |
| US West MMA                             | 2,125,993 | 2,047,943 | 78,050         | 2,308,836 | 2,208,409 | 100,427        |
| US East MMA                             | 1,508,698 | 1,414,765 | 93,933         | 1,601,238 | 1,517,603 | 83,636         |
| Japan MMA                               | 2,004,354 | 57,977    | 1,946,377      | 1,825,588 | 47,348    | 1,778,240      |
| Canada MMA                              | 232,592   | 55,403    | 177,189        | 252,777   | 37,836    | 214,941        |
| Other Asia MMA                          |           |           |                |           |           |                |
| China                                   | 29,863    | 21,324    | 8,539          | 27,466    | 19,325    | 8,141          |
| Hong Kong                               | 21,016    | 4,652     | 16,364         | 13,629    | 3,562     | 10,067         |
| Korea                                   | 20,877    | 5,449     | 15,428         | 39,263    | 8,072     | 31,191         |
| Singapore                               | 6,176     | 873       | 5,303          | 6,502     | 1,188     | 5,314          |
| Taiwan                                  | 36,549    | 5,726     | 30,823         | 42,703    | 5,107     | 37,596         |
| Oceania MMA                             |           |           |                |           |           |                |
| Australia                               | 69,748    | 26,332    | 43,416         | 78,869    | 26,011    | 52,858         |
| New Zealand                             | 37,368    | 14,587    | 22,781         | 32,336    | 11,720    | 20,616         |
| Europe MMA                              |           |           |                |           |           |                |
| United Kingdom                          | 79,778    | 65,175    | 14,603         | 85,339    | 68,971    | 16,368         |
| France                                  | 12,670    | 11,052    | 1,618          | 12,635    | 11,088    | 1,547          |
| Germany                                 | 67,540    | 59,550    | 7,990          | 64,228    | 58,552    | 5,676          |
| Italy                                   | 6,756     | 5,398     | 1,358          | 7,249     | 5,912     | 1,337          |
| Switzerland                             | 16,022    | 14,367    | 1,655          | 14,417    | 13,117    | 1,300          |
| Latin America MMA                       |           |           |                |           |           |                |
| Argentina                               | 3,740     | 3,740     | (NA)           | 3,631     | 3,631     | (NA)           |
| Brazil                                  | 11,250    | 11,250    | (NA)           | 7,577     | 7,577     | (NA)           |
| Mexico                                  | 6,388     | 6,388     | (NA)           | 6,097     | 6,097     | (NA)           |
| Other MMA                               | 298,412   | 182,189   | 116,223        | 310,656   | 194,494   | 116,162        |

NA Not available

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.