

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:  
2012 AND 2013**

[Covers visitors staying overnight or longer anywhere in the state, and any overnight or non-overnight interisland trips reported by these visitors. Domestic includes passengers from all flights originating from the mainland United States. International includes passengers from all flights originating from U.S. territories and other countries]

Resides in Major Market Areas (MMA) 1/	2012			2013		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	7,867,143	5,403,025	2,464,118	8,003,474	5,405,300	2,598,174
US West MMA 2/	3,178,824	3,133,196	45,628	3,211,429	3,143,177	68,252
US East MMA 3/	1,699,625	1,646,697	52,928	1,701,852	1,628,677	73,175
Japan MMA	1,465,654	7,319	1,458,335	1,518,517	7,727	1,510,790
Canada MMA	499,144	203,533	295,611	517,011	218,097	298,914
Other Asia MMA 4/	289,977	56,755	233,222	335,072	56,786	278,286
China	116,866	42,843	74,023	125,011	39,768	85,243
Hong Kong	4,915	1,786	3,129	5,447	2,786	2,661
Korea	153,338	8,762	144,576	177,113	10,049	167,064
Singapore	6,089	1,456	4,633	4,822	1,423	3,399
Taiwan	8,769	1,908	6,861	22,679	2,760	19,919
Oceania MMA 5/	273,039	59,815	213,224	355,568	73,765	281,803
Australia	247,150	54,423	192,727	305,063	64,297	240,766
New Zealand	25,889	5,392	20,497	50,505	9,468	41,037
Europe MMA 6/	129,252	108,979	20,273	136,805	114,934	21,871
United Kingdom	45,664	38,862	6,802	46,616	39,450	7,166
France	18,258	10,206	8,052	19,827	11,833	7,994
Germany	40,044	36,703	3,341	43,531	39,356	4,175
Italy	11,085	10,450	635	11,014	10,117	897
Switzerland	14,200	12,757	1,443	15,818	14,179	1,639
Latin America MMA 7/	25,519	24,576	943	30,265	28,898	1,367
Argentina	4,027	3,920	107	5,425	5,273	152
Brazil	12,734	12,258	476	14,854	14,293	561
Mexico	8,758	8,398	360	9,986	9,332	654
Other MMA 8/	306,110	162,156	143,954	196,955	133,239	63,716

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- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Pacific and Mountain States of the United States.
- 3/ All other States in the continental United States not included in U.S. West.
- 4/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 5/ Includes Australia and New Zealand.
- 6/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 7/ Includes Argentina, Brazil, and Mexico.
- 8/ Includes all countries and districts not listed in other MMAs, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories.

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