

**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
2015 AND 2016**

[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/	2015			2016		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	8,563,018	5,782,140	2,780,878	8,821,802	5,968,779	2,853,023
US West MMA 2/	3,507,652	3,410,437	97,215	3,664,150	3,577,224	86,926
US East MMA 3/	1,803,670	1,706,781	96,889	1,892,768	1,797,746	95,022
Japan MMA	1,482,304	9,618	1,472,686	1,487,979	8,431	1,479,548
Canada MMA	512,323	163,277	349,046	469,314	119,621	349,693
Other Asia MMA 4/	393,833	66,211	327,622	448,414	56,519	391,895
China	173,520	50,682	122,838	164,326	42,823	121,503
Hong Kong	4,437	2,681	1,756	4,511	2,619	1,892
Korea	193,658	9,447	184,211	257,189	8,063	249,126
Singapore	4,693	1,518	3,175	4,280	1,292	2,988
Taiwan	17,525	1,883	15,642	18,107	1,721	16,386
Oceania MMA 5/	399,619	73,638	325,981	390,364	63,361	327,003
Australia	335,842	61,491	274,351	325,600	53,080	272,520
New Zealand	63,777	12,147	51,630	64,764	10,281	54,483
Europe MMA 6/	145,019	116,098	28,921	143,922	111,897	32,025
United Kingdom	51,073	41,495	9,578	53,165	40,723	12,442
France	21,620	12,689	8,931	21,014	11,724	9,290
Germany	43,788	37,623	6,165	41,420	34,772	6,648
Italy	11,448	9,859	1,589	11,068	9,496	1,572
Switzerland	17,089	14,431	2,658	17,255	15,182	2,073
Latin America MMA 7/	27,978	25,980	1,998	26,075	24,396	1,679
Argentina	5,042	4,717	325	6,328	6,101	227
Brazil	12,959	12,122	837	10,194	9,478	716
Mexico	9,977	9,141	836	9,554	8,818	736
Other MMA 8/	290,621	210,101	80,520	298,817	209,585	89,232

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**Table 7.04-- OVERNIGHT AND LONGER VISITORS TO HAWAII:
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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.