

Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2017 AND 2018

[Covers visitors who arrived by air and stayed overnight or longer anywhere in the state. 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]

Major Market Areas (MMA) 1/	2017			2018		
	Total 2/	Domestic	Inter-national 2/	Total	Domestic	Inter-national
All visitors	9,277,613	6,239,748	3,037,865	9,761,448	6,736,736	3,024,712
US West MMA 3/	3,868,195	3,746,542	121,653	4,203,894	4,095,915	107,979
US East MMA 4/	2,040,795	1,912,352	128,443	2,173,458	2,055,288	118,170
Japan MMA	1,525,343	7,996	1,517,347	1,489,778	8,782	1,480,996
Canada MMA	520,062	134,750	385,312	548,702	136,302	412,400
Other Asia MMA 5/	449,082	44,005	405,077	379,925	35,762	344,163
China	141,232	31,785	109,447	123,246	25,022	98,224
Hong Kong	4,569	1,949	2,620	4,801	1,803	2,998
Korea	279,201	7,292	271,909	228,350	6,197	222,153
Singapore	4,617	1,306	3,311	6,006	1,195	4,811
Taiwan	19,463	1,673	17,790	17,523	1,546	15,977
Oceania MMA 6/	400,957	57,375	343,582	415,764	55,597	360,167
Australia	327,704	46,715	280,989	325,050	44,625	280,425
New Zealand	73,254	10,661	62,593	90,714	10,972	79,742
Europe MMA 7/	142,665	108,416	34,249	144,953	111,279	33,674
United Kingdom	50,328	38,200	12,128	46,523	36,362	10,161
France	22,146	12,005	10,141	25,454	13,958	11,496
Germany	42,543	34,359	8,184	45,819	37,809	8,010
Italy	10,964	9,270	1,694	11,326	9,540	1,786
Switzerland	16,685	14,583	2,102	15,831	13,610	2,221
Latin America MMA 8/	24,986	23,111	1,875	27,778	24,437	3,341
Argentina	6,571	6,191	380	6,814	6,151	663
Brazil	9,610	8,672	938	10,847	9,233	1,614
Mexico	8,805	8,248	557	10,116	9,052	1,064
Other MMA 9/	305,527	205,200	100,327	377,196	213,374	163,822

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- 1/ MMA's are geographical areas defined by the Hawaii Tourism Authority for marketing purposes.
- 2/ Revised data from previous *Data Book*.
- 3/ Pacific and Mountain States of the United States.
- 4/ All other States in the continental United States not included in U.S. West.
- 5/ Includes China, Hong Kong, Korea (South), Singapore, and Taiwan.
- 6/ Includes Australia and New Zealand.
- 7/ Includes United Kingdom, Germany, France, Italy, and Switzerland.
- 8/ Includes Argentina, Brazil, and Mexico.
- 9/ 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 Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual).
<<https://www.hawaiitourismauthority.org/research/annual-visitor-research-reports/>> accessed November 6, 2019 and records.