

Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2018 AND 2019

[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/	2018			2019		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	9,761,448	6,736,736	3,024,712	10,243,165	7,253,806	2,989,359
US West MMA 2/	4,203,894	4,095,915	107,979	4,595,319	4,517,996	77,323
US East MMA 3/	2,173,458	2,055,288	118,170	2,276,520	2,167,472	109,048
Japan MMA	1,489,778	8,782	1,480,996	1,576,205	8,376	1,567,829
Canada MMA	548,702	136,302	412,400	540,103	135,213	404,890
Other Asia MMA 4/	379,925	35,762	344,163	354,680	31,548	323,132
China	123,246	25,022	98,224	92,082	20,069	72,013
Hong Kong	4,801	1,803	2,998	4,116	1,892	2,224
Korea	228,350	6,197	222,153	229,056	6,558	222,498
Singapore	6,006	1,195	4,811	5,184	1,323	3,861
Taiwan	17,523	1,546	15,977	24,242	1,706	22,536
Oceania MMA 5/	415,764	55,597	360,167	363,551	50,033	313,518
Australia	325,050	44,625	280,425	287,995	39,485	248,510
New Zealand	90,714	10,972	79,742	75,556	10,548	65,008
Europe MMA 6/	144,953	111,279	33,674	137,908	107,235	30,673
United Kingdom	46,523	36,362	10,161	41,219	32,751	8,468
France	25,454	13,958	11,496	23,923	12,861	11,062
Germany	45,819	37,809	8,010	46,299	38,844	7,455
Italy	11,326	9,540	1,786	11,523	9,962	1,561
Switzerland	15,831	13,610	2,221	14,943	12,816	2,127
Latin America MMA 7/	27,778	24,437	3,341	25,344	23,041	2,303
Argentina	6,814	6,151	663	4,734	4,386	348
Brazil	10,847	9,233	1,614	10,317	9,141	1,176
Mexico	10,116	9,052	1,064	10,293	9,514	779
Other MMA 8/	377,196	213,374	163,822	373,534	212,891	160,643

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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 Tourism Authority, Tourism Research, *Annual Visitor Research Report* (annual).
<<https://www.hawaiitourismauthority.org/research/annual-visitor-research-reports/>> accessed August 18, 2020 and records.