

Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2019 AND 2020

[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/	2019			2020		
	Total	Domestic	Inter- national	Total	Domestic	Inter- national
All visitors	10,243,165	7,253,806	2,989,359	2,678,073	2,065,689	612,384
US West MMA 2/	4,595,319	4,517,996	77,323	1,311,176	1,287,712	23,464
US East MMA 3/	2,276,520	2,167,472	109,048	676,150	653,341	22,809
Japan MMA	1,576,205	8,376	1,567,829	289,137	2,098	287,039
Canada MMA	540,103	135,213	404,890	164,393	31,189	133,204
Other Asia MMA 4/	354,680	31,548	323,132	67,906	5,865	62,041
China	92,082	20,069	72,013	15,878	2,772	13,106
Hong Kong	4,116	1,892	2,224	1,068	576	492
Korea	229,056	6,558	222,498	46,884	1,934	44,950
Singapore	5,184	1,323	3,861	836	311	525
Taiwan	24,242	1,706	22,536	3,240	272	2,968
Oceania MMA 5/	363,551	50,033	313,518	50,710	9,692	41,018
Australia	287,995	39,485	248,510	41,399	7,482	33,917
New Zealand	75,556	10,548	65,008	9,310	2,209	7,101
Europe MMA 6/	137,908	107,235	30,673	21,550	16,881	4,669
United Kingdom	41,219	32,751	8,468	7,050	5,625	1,425
France	23,923	12,861	11,062	3,631	2,283	1,348
Germany	46,299	38,844	7,455	7,425	6,201	1,224
Italy	11,523	9,962	1,561	1,109	904	205
Switzerland	14,943	12,816	2,127	2,336	1,869	467
Latin America MMA 7/	25,344	23,041	2,303	6,211	5,681	530
Argentina	4,734	4,386	348	1,623	1,557	66
Brazil	10,317	9,141	1,176	2,265	2,069	196
Mexico	10,293	9,514	779	2,322	2,054	268
Other MMA 8/	373,534	212,891	160,643	90,839	53,229	37,610

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2019 AND 2020 -- Con.**

- 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.hawaiiitourismauthority.org/research/annual-visitor-research-reports/>> accessed
September 7, 2021 and records.