

Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2020 AND 2021

[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/	2020			2021		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	2,678,073	2,065,689	612,384	6,777,760	6,656,779	120,981
US West MMA 2/	1,311,176	1,287,712	23,464	4,473,588	4,471,699	1,889
US East MMA 3/	676,150	653,341	22,809	1,995,311	1,993,212	2,099
Japan MMA	289,137	2,098	287,039	18,936	2,406	16,530
Canada MMA	164,393	31,189	133,204	87,900	16,270	71,630
Other Asia MMA 4/	67,906	5,865	62,041	22,524	13,583	8,941
China	15,878	2,772	13,106	6,686	6,333	353
Hong Kong	1,068	576	492	2,004	1,952	52
Korea	46,884	1,934	44,950	10,652	2,642	8,010
Singapore	836	311	525	1,069	985	84
Taiwan	3,240	272	2,968	2,113	1,671	442
Oceania MMA 5/	50,710	9,692	41,018	6,524	3,288	3,236
Australia	41,399	7,482	33,917	4,366	1,229	3,137
New Zealand	9,310	2,209	7,101	2,158	2,059	99
Europe MMA 6/	21,550	16,881	4,669	18,775	16,805	1,970
United Kingdom	7,050	5,625	1,425	7,097	6,887	210
France	3,631	2,283	1,348	2,970	1,600	1,370
Germany	7,425	6,201	1,224	4,691	4,406	285
Italy	1,109	904	205	1,156	1,124	32
Switzerland	2,336	1,869	467	2,861	2,788	73
Latin America MMA 7/	6,211	5,681	530	9,348	9,287	61
Argentina	1,623	1,557	66	2,015	2,003	12
Brazil	2,265	2,069	196	1,382	1,361	21
Mexico	2,322	2,054	268	5,950	5,922	28
Other MMA 8/	90,839	53,229	37,610	144,853	130,228	14,625

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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 Research, *Annual Visitor Research Report* (annual) <<http://dbedt.hawaii.gov/visitor/visitor-research/>> accessed August 12, 2022.