

Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2021 AND 2022

[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/	2021			2022		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	6,777,760	6,656,779	120,981	9,138,674	8,233,186	905,488
US West MMA 2/	4,473,588	4,471,699	1,889	5,277,349	5,275,477	1,872
US East MMA 3/	1,995,311	1,993,212	2,099	2,469,128	2,468,463	665
Japan MMA	18,936	2,406	16,530	192,562	6,205	186,357
Canada MMA	87,900	16,270	71,630	414,250	77,656	336,594
Other Asia MMA 4/	22,524	13,583	8,941	137,506	25,147	112,359
China	6,686	6,333	353	13,771	11,193	2,578
Hong Kong	2,004	1,952	52	4,002	3,264	738
Korea	10,652	2,642	8,010	111,863	6,563	105,300
Singapore	1,069	985	84	3,709	2,202	1,507
Taiwan	2,113	1,671	442	4,161	1,925	2,236
Oceania MMA 5/	6,524	3,288	3,236	186,551	28,790	157,761
Australia	4,366	1,229	3,137	155,700	22,611	133,089
New Zealand	2,158	2,059	99	30,851	6,179	24,672
Europe MMA 6/	18,775	16,805	1,970	114,041	99,405	14,636
United Kingdom	7,097	6,887	210	35,921	32,431	3,490
France	2,970	1,600	1,370	16,591	12,207	4,384
Germany	4,691	4,406	285	38,137	33,592	4,545
Italy	1,156	1,124	32	9,710	8,994	716
Switzerland	2,861	2,788	73	13,681	12,180	1,501
Latin America MMA 7/	9,348	9,287	61	20,750	20,035	715
Argentina	2,015	2,003	12	4,716	4,612	104
Brazil	1,382	1,361	21	5,845	5,565	280
Mexico	5,950	5,922	28	10,189	9,858	331
Other MMA 8/	144,853	130,228	14,625	326,536	232,007	94,529

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2021 AND 2022 -- 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 State Department of Business, Economic Development, and Tourism Research, *Annual Visitor Research Report* (annual) <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.