

**Table 7.04-- VISITOR ARRIVALS BY MAJOR MARKET AREAS: 2022 AND 2023**

[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/	2022			2023		
	Total	Domestic	Inter-national	Total	Domestic	Inter-national
All visitors	9,138,674	8,233,186	905,488	9,499,995	7,942,159	1,557,836
US West MMA 2/	5,277,349	5,275,477	1,872	5,000,099	4,998,684	1,415
US East MMA 3/	2,469,128	2,468,463	665	2,427,144	2,425,989	1,155
Japan MMA	192,562	6,205	186,357	589,172	8,570	580,602
Canada MMA	414,250	77,656	336,594	474,727	87,883	386,844
Other Asia MMA 4/	137,506	25,147	112,359	214,609	25,419	189,190
China	13,771	11,193	2,578	33,966	12,509	21,457
Hong Kong	4,002	3,264	738	4,346	2,556	1,790
Korea	111,863	6,563	105,300	161,706	7,171	154,535
Singapore	3,709	2,202	1,507	4,545	1,444	3,101
Taiwan	4,161	1,925	2,236	10,045	1,738	8,307
Oceania MMA 5/	186,551	28,790	157,761	236,127	45,704	190,423
Australia	155,700	22,611	133,089	185,887	35,397	150,490
New Zealand	30,851	6,179	24,672	50,241	10,308	39,933
Europe MMA 6/	114,041	99,405	14,636	117,241	93,395	23,846
United Kingdom	35,921	32,431	3,490	36,058	29,531	6,527
France	16,591	12,207	4,384	18,225	11,477	6,748
Germany	38,137	33,592	4,545	38,996	32,284	6,712
Italy	9,710	8,994	716	9,823	8,504	1,319
Switzerland	13,681	12,180	1,501	14,139	11,599	2,540
Latin America MMA 7/	20,750	20,035	715	28,121	25,202	2,919
Argentina	4,716	4,612	104	5,420	5,133	287
Brazil	5,845	5,565	280	8,200	7,307	893
Mexico	10,189	9,858	331	14,501	12,762	1,739
Other MMA 8/	326,536	232,007	94,529	412,755	231,313	181,442

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2022 AND 2023 -- 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, *Annual Visitor Research Report* <<http://dbedt.hawaii.gov/visitor/visitor-research/>>.