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**VISITOR SPENDING ROSE IN OCTOBER 2025 DESPITE DECLINING
VISITOR ARRIVALS**

FOR IMMEDIATE RELEASE

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HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), total spending by visitors in October 2025 was \$1.70 billion (measured in nominal dollars), a 6.7 percent increase compared to October 2024. Visitors in October 2025 spent more on an average daily basis (\$277 per person, +12.0%) which offset a 2.9 percent decrease in total arrivals to 749,095 visitors.

In October 2025, 727,212 visitors arrived by air service to the Hawaiian Islands, mainly from the U.S. West and U.S. East. Additionally, 21,883 visitors arrived via out-of-state cruise ships. In comparison, 736,058 visitors (-1.2%) arrived by air and 35,616 visitors (-38.6%) came by out-of-state cruise ships in October 2024.

The average length of stay by total visitors in October 2025 was 8.21 days, which was slightly shorter compared to October 2024 (8.36 days, -1.8%). The statewide average daily census¹ was 198,322 visitors in October 2025 compared to 208,123 visitors (-4.7%) in October 2024.

In October 2025, 384,159 visitors arrived from the U.S. West, a slight decrease from October 2024 (386,939 visitors, -0.7%). Although there were fewer U.S. West visitors in October 2025, they spent more on an average daily basis, resulting in higher total spending (\$856.1 million) compared to October 2024 (\$741.0 million, +15.5%). Daily spending by U.S. West visitors in October 2025 rose to \$268 per person compared \$229 per person (+17.3%) in October 2024.

There were 172,461 visitors from the U.S. East in October 2025, up 2.5 percent compared to October 2024 (168,334 visitors). U.S. East visitors in October 2025 also spent more per day, contributing to higher total spending (\$478.3 million) than in October 2024 (\$417.5 million, +14.6%). Daily spending by U.S. East visitors increased to \$315 per person in October 2025 compared to \$265 per person (+18.9%) in October 2024.

In October 2025, 70,991 visitors arrived from Japan, growth of 16.0 percent from October 2024 (61,181 visitors). Visitors from Japan spent \$103.7 million in October 2025 compared to \$89.8 million (+15.5%) in October 2024. Daily spending by Japanese visitors in October 2025 (\$248 per person) was more than October 2024 (\$240 per person, +3.3%).

In October 2025, 21,206 visitors arrived from Canada, down 20.3 percent from October 2024 (26,620 visitors). Visitors from Canada spent \$50.7 million in October 2025 compared to \$62.1 million (-18.4%) in October 2024. Daily spending by Canadian visitors in October 2025 (\$237 per person) was slightly more than October 2024 (\$235 per person, +1.1%).

There were 78,395 visitors from all other international markets in October 2025, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, the Pacific Islands and other countries. In comparison, there were 92,984 visitors (-15.7%) from all other international markets in October 2024.

Air capacity to Hawai'i in October 2025 (4,679 transpacific flights with 1,043,747 seats) increased slightly compared to October 2024 (4,680 flights, 0.0% with 1,033,867 seats, +1.0%).

Year-to-Date 2025

A total of 8,037,265 visitors arrived in the first 10 months of 2025, up slightly (+0.1%) from 8,029,831 visitors in the first 10 months of 2024.

In the first 10 months of 2025, total visitor spending was \$17.87 billion, which was an increase from \$17.01 billion (+5.0%) in the first 10 months of 2024.

¹ Average daily census measures the number of visitors present on any given day.

Other Highlights

U.S. West: In October 2025, 245,490 visitors arrived from the Pacific region and 138,591 visitors came from the Mountain region. Eight out of 10 U.S. West visitors in October 2025 had been to Hawai'i before (78.5%), while 21.5 percent were first-time visitors. In terms of accommodations, 47.9 percent of U.S. West visitors in October 2025 stayed in hotels, 18.5 percent stayed in condominiums, 15.3 percent stayed in timeshares, 10.4 percent stayed in rental homes and 8.7 percent stayed with friends and relatives.

In the first 10 months of 2025, there were 4,174,791 visitors from the U.S. West compared to 4,129,611 visitors (+1.1%) in the first 10 months of 2024.

U.S. West visitors spent \$8.56 billion in the first 10 months of 2025 compared to \$7.98 billion (+7.3%) in the first 10 months of 2024. The average daily visitor spending in the first 10 months of 2025 was \$246 per person, higher than the first 10 months of 2024 (\$231 per person, +6.5%).

U.S. East: In October 2025, the three largest U.S. East regions in terms of visitor arrivals were the East North Central (44,505 visitors), South Atlantic (34,422 visitors) and West South Central (31,238 visitors) regions. More than half of U.S. East visitors in October 2025 had been to Hawai'i before (53.7%), while 46.3 percent were first-time visitors. In terms of lodging, 55.3 percent of U.S. East visitors in October 2025 stayed in hotels, 15.0 percent stayed in condominiums, 10.6 percent stayed in rental homes, 10.5 percent stayed in timeshares and 8.2 percent stayed with friends and relatives.

In the first 10 months of 2025, 2,002,169 visitors arrived from the U.S. East compared to 1,981,043 visitors (+1.1%) in the first 10 months of 2024.

U.S. East visitors spent \$5.43 billion in the first 10 months of 2025 compared to \$5.05 billion (+7.4%) in the first 10 months of 2024. Daily visitor spending in the first 10 months of 2025 of \$287 per person increased from the first 10 months of 2024 (\$265 per person, +8.4%).

Japan: Of the 70,991 visitors in October 2025, 70,854 visitors arrived on international flights and 137 visitors came on domestic flights. Two out of three Japanese visitors in October 2025 were repeat visitors (65.8%), while 34.2 percent were first-time visitors to the islands. In terms of lodging, 73.9 percent of Japanese visitors in October 2025 stayed in hotels, 11.4 percent stayed in condominiums, 9.1 percent stayed in timeshares and 1.4 percent stayed with friends and relatives.

In the first 10 months of 2025, there were 601,777 visitors from Japan compared to 585,923 visitors (+2.7%) in the first 10 months of 2024.

Visitors from Japan spent \$893.3 million in the first 10 months of 2025 compared to \$872.1 million (+2.4%) in the first 10 months of 2024. Daily visitor spending in the first 10 months of 2025 (\$245 per person) increased compared to the first 10 months of 2024 (\$239 per person, +2.5%).

Canada: Of the 21,206 visitors in October 2025, 15,786 visitors arrived via direct air service from Canada and 5,420 visitors came on domestic flights. Six out of 10 Canadian visitors in October 2025 (62.1%) had been to Hawai'i before while 37.9 percent were first-time visitors. In terms of lodging, 58.9 percent of Canadian visitors in October 2025 stayed in hotels, 16.3 percent stayed in condominiums, 12.0 percent stayed in timeshares, 8.4 percent stayed in rental homes and 5.5 percent stayed with friends and relatives.

In the first 10 months of 2025, there were 308,991 visitors from Canada compared to 342,036 visitors (-9.7%) in the first 10 months of 2024.

Visitors from Canada spent \$783.2 million in the first 10 months of 2025 compared to \$832.6 million (-5.9%) in the first 10 months of 2024. Daily visitor spending in the first 10 months of 2025 of \$229 per person was higher compared to the first 10 months of 2024 (\$223 per person, +2.6%).

Island Highlights

O'ahu: There were 452,374 visitors to O'ahu in October 2025, up slightly from October 2024 (450,281 visitors, +0.5%). Visitor spending was \$724.0 million in October 2025 compared to \$697.7 million (+3.8%) in October 2024. The average daily census on O'ahu was 93,944 visitors in October 2025 compared to 97,736 visitors (-3.9%) in October 2024.

In the first 10 months of 2025, there were 4,760,759 visitors to O'ahu compared to 4,817,338 visitors (-1.2%) in the first 10 months of 2024. For the first 10 months of 2025, total visitor spending was \$7.88 billion, an increase from \$7.51 billion (+4.9%) in the first 10 months of 2024.

Maui: Twenty-six months after the August 8, 2023, wildfires, there were 179,459 visitors to Maui in October 2025, a slight decrease from October 2024 (181,487 visitors, -1.1%). Visitor spending was \$437.0 million in October 2025 compared to \$392.6 million (+11.3%) in October 2024. The average daily census on Maui was 42,299 visitors in October 2025 compared to 45,737 visitors (-7.5%) in October 2024.

In the first 10 months of 2025, there were 2,071,653 visitors to Maui compared to 1,925,178 visitors (+7.6%) in the first 10 months of 2024. For the first 10 months of 2025, total visitor spending was \$4.79 billion compared to \$4.27 billion (+12.1%) in the first 10 months of 2024.

Kaua'i: There were 117,752 visitors to Kaua'i in October 2025, a 9.8 percent growth from October 2024 (107,226 visitors). Visitor spending was \$243.3 million in October 2025 compared to \$209.4 million (+16.2%) in October 2024. The average daily census on Kaua'i was 25,827 visitors in October 2025 compared to 24,900 visitors (+3.7%) in October 2024.

In the first 10 months of 2025, there were 1,193,164 visitors to Kaua'i compared to 1,164,439 visitors (+2.5%) in the first 10 months of 2024. For the first 10 months of 2025, total visitor spending was \$2.42 billion compared to \$2.41 billion (+0.5%) in the first 10 months of 2024.

Hawai'i Island: There were 146,002 visitors to Hawai'i Island in October 2025, up 9.2 percent from October 2024 (133,648 visitors). Visitor spending was \$279.1 million in October 2025 compared to \$266.3 million (+4.8%) in October 2024. The average daily census on Hawai'i Island was 32,530 visitors in October 2025 compared to 34,085 visitors (-4.6%) in October 2024.

In the first 10 months of 2025, there were 1,461,918 visitors to Hawai'i Island compared to 1,433,628 visitors (+2.0%) in the first 10 months of 2024. For the first 10 months of 2025, total visitor spending was \$2.62 billion compared to \$2.63 billion (-0.4%) in the first 10 months of 2024.

Flights and Air Seats to Hawai'i

Domestic Flights

There were 3,888 nonstop domestic flights with 829,638 seats from the continental U.S. in October 2025 compared to 3,929 flights (-1.0%) with 828,204 seats (+0.2%) in October 2024.

U.S. West: In October 2025, 3,576 scheduled flights with 747,006 seats serviced Hawai'i from U.S. West.

There were slightly fewer flights (3,594, -0.5%) but slightly more scheduled seats (740,182, +0.9%) compared to October 2024. Fewer scheduled seats from Long Beach, Los Angeles, Oakland, Ontario, Phoenix, San Diego and San Jose were offset by growth in seats from Anchorage, Denver, Las Vegas, Portland, Sacramento, Salt Lake City, San Francisco and Seattle.

U.S. East: In October 2025, 302 scheduled flights with 81,382 seats operated to Hawai'i from U.S. East.

Air capacity increased slightly from October 2024 (299 flights, +1.0% with 81,101 seats, +0.3%). Fewer seats from Boston, Detroit, New York JFK and discontinued service from Austin were offset by growth in seats from Chicago, Dallas, Minneapolis and Washington D.C.

International Flights

In October 2025, there were 791 nonstop flights with 214,109 seats to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and many other Pacific islands. International air capacity increased from October 2024 (751 flights, +5.3% with 205,663 seats, +4.1%).

Japan: In October 2025, there were 395 scheduled flights with 114,757 seats from Japan.

Air capacity decreased slightly from October 2024 (397 flights, -0.5% with 116,209 seats, -1.2%). Growth in scheduled seats from Haneda, Nagoya and Osaka was offset by fewer seats from Narita to Honolulu.

Canada: There were 110 scheduled flights with 18,930 seats from Canada in October 2025.

Air capacity decreased compared to October 2024 (112 flights, -1.8% with 19,268 seats, -1.8%). Growth in scheduled seats from Calgary was offset by fewer seats from Vancouver.

Oceania:

- **Australia:** In October 2025, there were 65 scheduled flights with 17,605 seats from Melbourne and Sydney, down from 72 flights (-9.7%) with 20,688 seats (-14.9%) in October 2024. Jetstar, a low-cost carrier and subsidiary of Qantas, has pulled out of the U.S. market entirely and ended service from Sydney to Honolulu as of October 24, 2025.
- **New Zealand:** In October 2025, there were 14 scheduled flights with 3,829 seats from Auckland compared to 13 flights (+7.7%) with 3,818 seats (+0.3%) in October 2024.

Other Asia:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020.
- **Korea:** There were 97 scheduled flights with 29,581 seats from Seoul in October 2025, compared to 73 flights (+32.9%) with 21,511 seats (+37.5%) in October 2024.
- **Taiwan:** Direct air service from Taipei to Hawai'i ended in April 2020.

Other Markets:

- **Guam:** There were 31 scheduled flights with 10,850 seats from Guam in October 2025 compared to 30 flights (+3.3%) with 10,500 seats (+3.3%) in October 2024.
- **Philippines:** There were 22 scheduled flights with 6,798 seats from Manila in October 2025 compared to 20 flights (+10.0%) with 6,230 seats (+9.1%) in October 2024.
- **Samoa:** There were five scheduled flights with 835 seats from Apia in October 2025 compared to four flights (+25.0%) with 668 seats (+25.0%) in October 2024.
- **Rarotonga:** There were four scheduled flights with 756 seats from the Cook Islands in October 2025 and also in October 2024.
- **Kiribati:** There were five scheduled flights with 835 seats from Christmas Island in October 2025 and also in October 2024.
- **Marshall Islands:** There were 18 flights with 2,988 seats from Majuro in October 2025 compared to one flight (+1,700.0%) with 166 seats (+1,700.0%) in October 2024.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in October 2025 and also in October 2024.
- **American Samoa:** There were 13 scheduled flights with 3,614 seats from Pago Pago in October 2025, compared to nine flights (+44.4%) with 2,502 seats (+44.4%) in October 2024.

- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in October 2025 and also in October 2024.

In the first 10 months of 2025, there were 48,853 transpacific flights with 10,852,613 seats, compared to 49,626 flights (-1.6%) with 11,018,622 seats (-1.5%) in the first 10 months of 2024.

Cruise Ship Visitors

In October 2025, 21,883 visitors came via 10 trips by out-of-state cruise ships. Additionally, there were a combined 2,403 visitors who flew into Honolulu for turnaround trips aboard two out-of-state cruise ships that first entered Hawai'i waters in late September 2025. A turnaround trip occurs when visitors that arrive by cruise ship depart by air after touring the islands. After the initial group of cruise visitors leaves, a new group of visitors flies in to board that ship, tour the islands, then most of them will remain with the ship to visit the next out-of-state port. Another 8,807 visitors flew to the state to board the Hawai'i home-ported cruise ship Pride of America.

In October 2024, 35,616 visitors came via 14 trips by out-of-state cruise ships. One of these ships had 1,806 visitors who flew into Honolulu for a turnaround trip. Another 9,103 visitors flew to the state to board the Pride of America.

In the first 10 months of 2025, 122,387 visitors came via 65 trips aboard out-of-state cruise ships. There were 6,756 visitors who flew to Honolulu to board turnaround trips. Another 89,779 visitors flew to Hawai'i and boarded the Pride of America.

In the first 10 months of 2024, 141,798 visitors came to Hawai'i via 72 trips aboard out-of-state cruise ships. There were 3,688 visitors who flew into Honolulu to board turnaround trips on out-of-state cruise ships. Another 102,706 visitors came by air to board the Pride of America

Statement by DBEDT Director James Kunane Tokioka

In October 2025, total visitor spending rose 6.7 percent to \$1.70 billion, despite decreased total visitor arrivals (-2.9%) compared to a year ago. There was a slight drop in U.S. West visitors (-0.7%) which was offset by growth from the U.S. East (+2.5%).

We are encouraged to see improvement from the Japan market, which recorded \$103.7 million in visitor spending (+15.5%) and a 16.0 percent increase in visitor arrivals.

However, there were declines in visitor traffic from other international markets. Visitor arrivals from Canada were down 20.3 percent in October 2025. Impacted by economic and political uncertainty, there have been fewer visitors from Canada in every month of 2025 so far compared to 2024.

As we continue to face tough competition from other travel destinations, it is important that we continue to market to our key major market areas during this challenging time.

In October 2025, there were more than 3,000 out-of-state visitors to Moloka'i. Many of these visitors came for the Moloka'i Hoe World Championship men's canoe races,

which took place on October 12. This year saw a record 106 participating teams, including 83 from Hawai'i and 23 from California, Washington, Australia, French Polynesia, Hong Kong and New Zealand.

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OCTOBER 2025 ARRIVALS AT A GLANCE

	2025P	2024	% change	2025P YTD	2024 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,701.7	1,594.6	6.7	17,870.8	17,013.2	5.0
Total by air	1,692.5	1,575.9	7.4	17,812.4	16,939.0	5.2
U.S. Total	1,334.4	1,158.5	15.2	13,988.3	13,030.0	7.4
U.S. West	856.1	741.0	15.5	8,561.0	7,977.4	7.3
U.S. East	478.3	417.5	14.6	5,427.3	5,052.7	7.4
Japan	103.7	89.8	15.5	893.3	872.1	2.4
Canada	50.7	62.1	-18.4	783.2	832.6	-5.9
All Others	203.7	265.5	-23.3	2,147.6	2,204.3	-2.6
Visitor arrivals by cruise ships	9.2	18.7	-50.7	58.4	74.2	-21.4
TOTAL VISITOR DAYS	6,147,989	6,451,823	-4.7	69,474,141	69,738,954	-0.4
Total by air	6,058,329	6,300,555	-3.8	68,912,134	69,082,899	-0.2
U.S. Total	4,709,947	4,815,507	-2.2	53,732,978	53,647,573	0.2
U.S. West	3,190,566	3,239,084	-1.5	34,802,832	34,552,278	0.7
U.S. East	1,519,381	1,576,423	-3.6	18,930,146	19,095,295	-0.9
Japan	418,352	374,386	11.7	3,647,075	3,649,123	-0.1
Canada	213,734	264,847	-19.3	3,423,153	3,733,268	-8.3
All Others	716,295	845,815	-15.3	8,108,928	8,052,935	0.7
Visitor arrivals by cruise ships	89,661	151,268	-40.7	562,007	656,054	-14.3
VISITOR ARRIVALS	749,095	771,673	-2.9	8,037,265	8,029,831	0.1
Total by air	727,212	736,058	-1.2	7,914,877	7,888,033	0.3
U.S. Total	556,620	555,273	0.2	6,176,960	6,110,654	1.1
U.S. West	384,159	386,939	-0.7	4,174,791	4,129,611	1.1
U.S. East	172,461	168,334	2.5	2,002,169	1,981,043	1.1
Japan	70,991	61,181	16.0	601,777	585,923	2.7
Canada	21,206	26,620	-20.3	308,991	342,036	-9.7
All Others	78,395	92,984	-15.7	827,150	849,420	-2.6
Visitor arrivals by cruise ships	21,883	35,616	-38.6	122,387	141,798	-13.7
AVERAGE DAILY CENSUS	198,322	208,123	-4.7	228,533	228,652	-0.1
Total by air	195,430	203,244	-3.8	226,685	226,501	0.1
U.S. Total	151,934	155,339	-2.2	176,753	175,894	0.5
U.S. West	102,921	104,487	-1.5	114,483	113,286	1.1
U.S. East	49,012	50,852	-3.6	62,270	62,608	-0.5
Japan	13,495	12,077	11.7	11,997	11,964	0.3
Canada	6,895	8,543	-19.3	11,260	12,240	-8.0
All Others	23,106	27,284	-15.3	26,674	26,403	1.0
Visitor arrivals by cruise ships	2,892	4,880	-40.7	1,849	2,151	-14.1
AVERAGE LENGTH OF STAY	8.21	8.36	-1.8	8.64	8.68	-0.5
Total by air	8.33	8.56	-2.7	8.71	8.76	-0.6
U.S. Total	8.46	8.67	-2.4	8.70	8.78	-0.9
U.S. West	8.31	8.37	-0.8	8.34	8.37	-0.4
U.S. East	8.81	9.36	-5.9	9.45	9.64	-1.9
Japan	5.89	6.12	-3.7	6.06	6.23	-2.7
Canada	10.08	9.95	1.3	11.08	10.91	1.5
All Others	9.14	9.10	0.4	9.80	9.48	3.4
Visitor arrivals by cruise ships	4.10	4.25	-3.5	4.59	4.63	-0.7
PER PERSON PER DAY SPENDING (\$)	276.8	247.1	12.0	257.2	244.0	5.4
Total by air	279.4	250.1	11.7	258.5	245.2	5.4
U.S. Total	283.3	240.6	17.8	260.3	242.9	7.2
U.S. West	268.3	228.8	17.3	246.0	230.9	6.5
U.S. East	314.8	264.8	18.9	286.7	264.6	8.4
Japan	247.9	239.9	3.3	244.9	239.0	2.5
Canada	237.3	234.6	1.1	228.8	223.0	2.6
All Others	284.4	313.9	-9.4	264.8	273.7	-3.2
Visitor arrivals by cruise ships	102.7	123.4	-16.8	103.9	103.9	-8.2
PER PERSON PER TRIP SPENDING (\$)	2,271.7	2,066.4	9.9	2,223.5	2,118.8	4.9
Total by air	2,327.4	2,141.0	8.7	2,250.5	2,147.4	4.8
U.S. Total	2,397.3	2,086.3	14.9	2,264.6	2,132.3	6.2
U.S. West	2,228.4	1,915.1	16.4	2,050.7	1,931.7	6.2
U.S. East	2,773.6	2,479.9	11.8	2,710.7	2,550.5	6.3
Japan	1,460.7	1,468.0	-0.5	1,484.5	1,488.5	-0.3
Canada	2,391.3	2,334.1	2.5	2,534.8	2,434.2	4.1
All Others	2,598.6	2,855.1	-9.0	2,596.3	2,595.0	0.1
Visitor arrivals by cruise ships	420.6	524.2	-19.8	476.9	523.4	-8.9

P = Preliminary data.

OCTOBER 2025 ISLAND HIGHLIGHTS

	2025P	2024	% change	2025P YTD 1/	2024 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,701.7	1,594.6	6.7	17,870.8	17,013.2	5.0
Total by air	1,692.5	1,575.9	7.4	17,812.4	16,939.0	5.2
O'ahu	724.0	697.7	3.8	7,878.7	7,513.2	4.9
Maui	437.0	392.6	11.3	4,790.0	4,274.0	12.1
Moloka'i	3.7	2.4	54.3	25.1	25.0	0.5
Lāna'i	5.4	7.4	-26.9	79.5	89.8	-11.5
Kaua'i	243.3	209.4	16.2	2,419.3	2,407.9	0.5
Hawai'i Island	279.1	266.3	4.8	2,619.9	2,629.3	-0.4
Visitor arrivals by cruise ships	9.2	18.7	-50.7	58.4	74.2	-21.4
TOTAL VISITOR DAYS	6,147,989	6,451,823	-4.7	69,474,141	69,738,954	-0.4
Total by air	6,058,329	6,300,555	-3.8	68,912,134	69,082,899	-0.2
O'ahu	2,912,273	3,029,821	-3.9	33,142,215	33,943,885	-2.4
Maui	1,311,264	1,417,852	-7.5	15,926,406	15,189,070	4.9
Moloka'i	17,439	11,483	51.9	128,401	144,619	-11.2
Lāna'i	8,260	12,876	-35.9	131,226	142,620	-8.0
Kaua'i	800,652	771,887	3.7	8,689,166	8,655,645	0.4
Hawai'i Island	1,008,441	1,056,636	-4.6	10,894,720	11,007,061	-1.0
Visitor arrivals by cruise ships	89,661	151,268	-40.7	562,007	656,054	-14.3
VISITOR ARRIVALS	749,095	771,673	-2.9	8,037,265	8,029,831	0.1
Total by air	727,212	736,058	-1.2	7,914,877	7,888,033	0.3
O'ahu	452,374	450,281	0.5	4,760,759	4,817,338	-1.2
Maui	179,459	181,487	-1.1	2,071,653	1,925,178	7.6
Moloka'i	3,078	1,871	64.5	25,624	25,919	-1.1
Lāna'i	2,334	3,440	-32.2	36,900	38,201	-3.4
Kaua'i	117,752	107,226	9.8	1,193,164	1,164,439	2.5
Hawai'i Island	146,002	133,648	9.2	1,461,918	1,433,628	2.0
Visitor arrivals by cruise ships	21,883	35,616	-38.6	122,387	141,798	-13.7
AVERAGE DAILY CENSUS	198,322	208,123	-4.7	228,533	228,652	-0.1
Total by air	195,430	203,244	-3.8	226,685	226,501	0.1
O'ahu	93,944	97,736	-3.9	109,020	111,291	-2.0
Maui	42,299	45,737	-7.5	52,389	49,800	5.2
Moloka'i	563	370	51.9	422	474	-10.9
Lāna'i	266	415	-35.9	432	468	-7.7
Kaua'i	25,827	24,900	3.7	28,583	28,379	0.7
Hawai'i Island	32,530	34,085	-4.6	35,838	36,089	-0.7
Visitor arrivals by cruise ships	2,892	4,880	-40.7	1,849	2,151	-14.1
AVERAGE LENGTH OF STAY	8.21	8.36	-1.8	8.64	8.68	-0.5
Total by air	8.33	8.56	-2.7	8.71	8.76	-0.6
O'ahu	6.44	6.73	-4.3	6.96	7.05	-1.2
Maui	7.31	7.81	-6.5	7.69	7.89	-2.6
Moloka'i	5.67	6.14	-7.7	5.01	5.58	-10.2
Lāna'i	3.54	3.74	-5.4	3.56	3.73	-4.7
Kaua'i	6.80	7.20	-5.5	7.28	7.43	-2.0
Hawai'i Island	6.91	7.91	-12.6	7.45	7.68	-2.9
Visitor arrivals by cruise ships	4.10	4.25	-3.5	4.59	4.63	-0.7
PER PERSON PER DAY SPENDING (\$)	276.8	247.1	12.0	257.2	244.0	5.4
Total by air	279.4	250.1	11.7	258.5	245.2	5.4
O'ahu	248.6	230.3	8.0	237.7	221.3	7.4
Maui	333.3	276.9	20.4	300.8	281.4	6.9
Moloka'i	212.3	208.9	1.6	195.4	172.6	13.2
Lāna'i	658.3	577.7	14.0	605.6	629.4	-3.8
Kaua'i	303.9	271.2	12.0	278.4	278.2	0.1
Hawai'i Island	276.7	252.0	9.8	240.5	238.9	0.7
Visitor arrivals by cruise ships	102.7	123.4	-16.8	103.9	113.1	-8.2
PER PERSON PER TRIP SPENDING (\$)	2,271.7	2,066.4	9.9	2,223.5	2,118.8	4.9
Total by air	2,327.4	2,141.0	8.7	2,250.5	2,147.4	4.8
O'ahu	1,600.5	1,549.6	3.3	1,654.9	1,559.6	6.1
Maui	2,435.2	2,163.4	12.6	2,312.2	2,220.0	4.2
Moloka'i	1,202.7	1,282.6	-6.2	979.1	963.2	1.7
Lāna'i	2,329.9	2,162.3	7.8	2,153.7	2,349.8	-8.3
Kaua'i	2,066.2	1,952.6	5.8	2,027.6	2,067.8	-1.9
Hawai'i Island	1,911.5	1,992.7	-4.1	1,792.1	1,834.0	-2.3
Visitor arrivals by cruise ships	420.6	524.2	-19.8	476.9	523.4	-8.9

P=Preliminary data.