



STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

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**VISITOR SPENDING INCREASED IN NOVEMBER 2025 DESPITE
FEWER VISITOR ARRIVALS**

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HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), total spending by visitors in November 2025 was \$1.77 billion (measured in nominal dollars), up 15.9 percent compared to November 2024. Visitors in November 2025 spent more on an average daily basis (\$271 per person, +15.2%) which offset a 3.6 percent decrease in total arrivals to 736,831 visitors.

In November 2025, 728,072 visitors arrived by air service to the Hawaiian Islands, mainly from the U.S. West and U.S. East. Additionally, 8,760 visitors arrived via out-of-state cruise ships. In comparison, 755,784 visitors (-3.7%) arrived by air and 8,271 visitors (+5.9%) came by out-of-state cruise ships in November 2024.

The average length of stay by total visitors in November 2025 was 8.85 days, which was longer compared to November 2024 (8.49 days, +4.3%). The statewide average

daily census¹ was 217,412 visitors in November 2025 compared to 216,109 visitors (+0.6%) in November 2024.

In November 2025, 402,840 visitors arrived from the U.S. West, a 2.4 percent decrease from November 2024 (412,957 visitors). Although there were fewer U.S. West visitors in November 2025, they spent more on an average daily basis, resulting in higher total spending (\$901.0 million) compared to November 2024 (\$728.0 million, +23.8%). Daily spending by U.S. West visitors in November 2025 rose to \$260 per person compared \$215 per person (+20.6%) in November 2024.

There were 168,386 visitors from the U.S. East in November 2025, up 3.1 percent compared to November 2024 (163,246 visitors). U.S. East visitors in November 2025 also spent more per day, contributing to higher total spending (\$515.9 million) than in November 2024 (\$408.0 million, +26.5%). Daily spending by U.S. East visitors increased to \$311 per person in November 2025 compared to \$271 per person (+14.7%) in November 2024.

In November 2025, 58,216 visitors arrived from Japan, growth of 4.2 percent from November 2024 (55,869 visitors). Visitors from Japan spent \$83.0 million in November 2025 compared to \$81.7 million (+1.6%) in November 2024. Daily spending by Japanese visitors in November 2025 (\$248 per person) decreased slightly compared to November 2024 (\$252 per person, -1.6%), due to lower spending on shopping, food, entertainment and recreation.

In November 2025, 38,721 visitors arrived from Canada, down 22.2 percent from November 2024 (49,746 visitors). Visitors from Canada spent \$94.8 million in November 2025 compared to \$122.1 million (-22.3%) in November 2024. Daily spending by Canadian visitors in November 2025 (\$226 per person) was slightly more than November 2024 (\$224 per person, +0.8%).

There were 59,909 visitors from all other international markets in November 2025, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, the Pacific Islands and other countries. In comparison, there were 73,966 visitors (-19.0%) from all other international markets in November 2024.

Air capacity to Hawai'i in November 2025 (4,792 transpacific flights with 1,059,378 seats) dropped slightly compared to November 2024 (4,795 flights, -0.1% with 1,061,794 seats, -0.2%).

Year-to-Date 2025

A total of 8,774,096 visitors arrived in the first 11 months of 2025, down slightly (-0.2%) from 8,793,885 visitors in the first 11 months of 2024.

In the first 11 months of 2025, total visitor spending was \$19.64 billion, which was an increase from \$18.54 billion (+5.9%) in the first 11 months of 2024.

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

Other Highlights

U.S. West: In November 2025, 327,718 visitors arrived from the Pacific region and 74,943 visitors came from the Mountain region. Eight out of 10 U.S. West visitors in November 2025 had been to Hawai'i before (85.1%), while 14.9 percent were first-time visitors. In terms of accommodations, 56.1 percent of U.S. West visitors in November 2025 stayed in hotels, 14.1 percent stayed in condominiums, 12.5 percent stayed with friends and relatives, 10.2 percent stayed in rental homes and 9.7 percent stayed in timeshares.

In the first 11 months of 2025, there were 4,577,631 visitors from the U.S. West compared to 4,542,568 visitors (+0.8%) in the first 11 months of 2024.

U.S. West visitors spent \$9.46 billion in the first 11 months of 2025 compared to \$8.71 billion (+8.7%) in the first 11 months of 2024. The average daily visitor spending in the first 11 months of 2025 was \$247 per person, higher than the first 11 months of 2024 (\$229 per person, +7.7%).

U.S. East: In November 2025, the three largest U.S. East regions in terms of visitor arrivals were the Mid-Atlantic (36,550 visitors), South Atlantic (34,912 visitors) and East North Central (33,035 visitors) regions. Six out of ten U.S. East visitors in November 2025 had been to Hawai'i before (62.4%), while 37.6 percent were first-time visitors. In terms of lodging, 63.7 percent of U.S. East visitors in November 2025 stayed in hotels, 12.9 percent stayed with friends and relatives, 9.7 percent stayed in rental homes, 9.5 percent stayed in condominiums and 7.6 percent stayed in timeshares.

In the first 11 months of 2025, 2,170,555 visitors arrived from the U.S. East compared to 2,144,288 visitors (+1.2%) in the first 11 months of 2024.

U.S. East visitors spent \$5.94 billion in the first 11 months of 2025 compared to \$5.46 billion (+8.8%) in the first 11 months of 2024. Daily visitor spending in the first 11 months of 2025 of \$289 per person increased from the first 11 months of 2024 (\$265 per person, +8.9%).

Japan: Of the 58,216 visitors in November 2025, 58,160 visitors arrived on international flights and 56 visitors came on domestic flights. Seven out of 10 Japanese visitors in November 2025 were repeat visitors (70.9%), while 29.1 percent were first-time visitors to the islands. In terms of lodging, 76.6 percent of Japanese visitors in November 2025 stayed in hotels, 15.3 percent stayed in condominiums, 9.5 percent stayed in timeshares and 1.4 percent stayed with friends and relatives.

In the first 11 months of 2025, there were 659,993 visitors from Japan compared to 641,792 visitors (+2.8%) in the first 11 months of 2024.

Visitors from Japan spent \$976.3 million in the first 11 months of 2025 compared to \$953.9 million (+2.4%) in the first 11 months of 2024. Daily visitor spending in the first 11 months of 2025 (\$245 per person) increased compared to the first 11 months of 2024 (\$240 per person, +2.1%).

Canada: Of the 38,721 visitors in November 2025, 33,607 visitors arrived via direct air service from Canada and 5,114 visitors came on domestic flights. Seven out of 10 Canadian visitors in November 2025 (67.7%) had been to Hawai'i before while 32.3 percent were first-time visitors. In terms of lodging, 55.0 percent of Canadian visitors in November 2025 stayed in hotels, 23.0 percent stayed in condominiums, 11.1 percent stayed in timeshares, 9.2 percent stayed in rental homes and 5.8 percent stayed with friends and relatives.

In the first 11 months of 2025, there were 347,712 visitors from Canada compared to 391,782 visitors (-11.2%) in the first 11 months of 2024.

Visitors from Canada spent \$878.1 million in the first 11 months of 2025 compared to \$954.7 million (-8.0%) in the first 11 months of 2024. Daily visitor spending in the first 11 months of 2025 of \$229 per person was higher compared to the first 11 months of 2024 (\$223 per person, +2.4%).

Island Highlights

O'ahu: There were 425,967 visitors to O'ahu in November 2025 compared to 444,095 visitors (-4.1%) in November 2024. Visitor spending increased to \$735.9 million in November 2025 from \$598.0 million (+23.1%) in November 2024. The average daily census on O'ahu was 102,195 visitors in November 2025 compared to 100,677 visitors (+1.5%) in November 2024.

In the first 11 months of 2025, there were 5,186,726 visitors to O'ahu compared to 5,261,434 visitors (-1.4%) in the first 11 months of 2024. For the first 11 months of 2025, total visitor spending was \$8.61 billion, an increase from \$8.11 billion (+6.2%) in the first 11 months of 2024.

Maui: Twenty-seven months after the August 8, 2023, wildfires, there were 200,823 visitors to Maui in November 2025 compared to 197,803 visitors (+1.5%) in November 2024. Visitor spending rose to \$522.6 million in November 2025 from \$445.3 million (+17.4%) in November 2024. The average daily census on Maui was 54,479 visitors in November 2025 compared to 52,473 visitors (+3.8%) in November 2024.

In the first 11 months of 2025, there were 2,272,476 visitors to Maui compared to 2,122,981 visitors (+7.0%) in the first 11 months of 2024. For the first 11 months of 2025, total visitor spending was \$5.31 billion compared to \$4.72 billion (+12.6%) in the first 11 months of 2024.

Kaua'i: There were 103,858 visitors to Kaua'i in November 2025 compared to 104,894 visitors (-1.0%) in November 2024. Visitor spending was \$236.9 million in November 2025 compared to \$209.6 million (+13.1%) in November 2024. The average daily census on Kaua'i was 27,183 visitors in November 2025 compared to 25,858 visitors (+5.1%) in November 2024.

In the first 11 months of 2025, there were 1,297,022 visitors to Kaua'i compared to 1,269,333 visitors (+2.2%) in the first 11 months of 2024. For the first 11 months of 2025, total visitor spending was \$2.66 billion compared to \$2.62 billion (+1.5%) in the first 11 months of 2024.

Hawai'i Island: There were 124,356 visitors to Hawai'i Island in November 2025 compared to 133,444 visitors (-6.8%) in November 2024. Visitor spending of \$254.5 million in November 2025 was slightly higher than November 2024 (\$254.3 million, +0.1%). The average daily census on Hawai'i Island was 31,225 visitors in November 2025 compared to 34,787 visitors (-10.2%) in November 2024.

In the first 11 months of 2025, there were 1,586,274 visitors to Hawai'i Island compared to 1,567,072 visitors (+1.2%) in the first 11 months of 2024. For the first 11 months of 2025, total visitor spending was \$2.87 billion compared to \$2.88 billion (-0.3%) in the first 11 months of 2024.

Flights and Air Seats to Hawai'i

Domestic Flights

There were 3,931 nonstop domestic flights with 838,688 seats from the continental U.S. in November 2025 compared to 3,906 flights (+0.6%) with 836,463 seats (+0.3%) in November 2024.

U.S. West: In November 2025, 3,550 scheduled flights with 736,517 seats serviced Hawai'i from U.S. West.

There were slightly more flights (3,535, +0.4%) but slightly fewer scheduled seats (737,031, -0.1%) compared to November 2024. Growth in seats from Anchorage, Denver, Las Vegas, Portland, Sacramento, Salt Lake City and Seattle were offset by fewer seats from Los Angeles, Oakland, Ontario, San Diego, San Francisco and San Jose.

U.S. East: In November 2025, 364 scheduled flights with 99,359 seats operated to Hawai'i from U.S. East.

Air capacity increased from November 2024 (356 flights, +2.2% with 97,155 seats, +2.3%). Fewer seats from Boston, Detroit, New York JFK and discontinued service from Austin were offset by growth in seats from Atlanta, Chicago, Dallas, Minneapolis and Newark.

International Flights

In November 2025, there were 861 nonstop flights with 220,690 seats to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and many other Pacific islands. International air capacity decreased from November 2024 (889 flights, -3.1% with 225,331 seats, -2.1%).

Japan: In November 2025, there were 369 scheduled flights with 107,232 seats from Japan.

Air capacity decreased slightly from November 2024 (370 flights, -0.3% with 108,329 seats, -1.0%). Growth in scheduled seats from Haneda, Nagoya and Osaka was offset by fewer seats from Fukuoka and Narita to Honolulu.

Canada: There were 231 scheduled flights with 40,328 seats from Canada in November 2025.

Air capacity decreased compared to November 2024 (281 flights, -17.8% with 49,099 seats, -17.9%). Growth in scheduled seats from Edmonton was offset by fewer seats from Calgary and Vancouver.

Oceania:

- **Australia:** In November 2025, there were 53 scheduled flights with 13,898 seats from Melbourne and Sydney, down from 64 flights (-17.2%) with 18,107 seats (-23.2%) in November 2024.
- **New Zealand:** In November 2025, there were 19 scheduled flights with 5,216 seats from Auckland compared to 19 flights (0.0%) with 5,273 seats (-1.1%) in November 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 84 scheduled flights with 25,833 seats from Seoul in November 2025, compared to 74 flights (+13.5%) with 20,962 seats (+23.2%) in November 2024.
- **Taiwan:** Direct air service from Taipei to Hawai'i ended in April 2020.

Other Markets:

- **Guam:** There were 29 scheduled flights with 10,150 seats from Guam in November 2025 compared to 30 flights (-3.3%) with 10,500 seats (-3.3%) in November 2024.
- **Philippines:** There were 21 scheduled flights with 6,489 seats from Manila in November 2025 compared to 19 flights (+10.5%) with 5,921 seats (+9.6%) in November 2024.
- **Samoa:** There were four scheduled flights with 668 seats from Apia in November 2025 and also in November 2024.
- **Rarotonga:** There were five scheduled flights with 945 seats from the Cook Islands in November 2025 compared to four flights (+25.0%) and 756 seats (+25.0%) in November 2024.
- **Kiribati:** There were four scheduled flights with 668 seats from Christmas Island in November 2025 and also in November 2024.
- **Marshall Islands:** There were 15 flights with 2,490 seats from Majuro in November 2025. There was no service from Majuro in November 2024.
- **Fiji:** There were five scheduled flights with 850 seats from Nadi in November 2025 compared to four flights (+25.0%) and 680 seats (+25.0%) in November 2024.
- **American Samoa:** There were 12 scheduled flights with 3,336 seats from Pago Pago in November 2025, compared to eight flights (+50.0%) with 2,224 seats (+50.0%) in November 2024.

- **French Polynesia:** There were five scheduled flights with 1,390 seats from Papeete in November 2025 compared to four flights (+25.0%) and 1,112 seats (+25.0%) in November 2024.

In the first 11 months of 2025, there were 53,645 transpacific flights with 11,911,991 seats, compared to 54,421 flights (-1.4%) with 12,080,416 seats (-1.4%) in the first 11 months of 2024.

Cruise Ship Visitors

In November 2025, 8,760 visitors came via four trips by out-of-state cruise ships. Another 11,237 visitors flew to the state to board the Hawai'i home-ported cruise ship Pride of America.

In November 2024, 8,271 visitors (+5.9%) came via five trips by out-of-state cruise ships. One of these ships had a turnaround trip, with visitors that arrived on that ship departing by air after touring the Hawaiian Islands. After the first group of cruise visitors for that ship left, a new group of visitors flew into Honolulu to board the same ship, toured the islands, then most of them remained with the ship to visit the next out-of-state port. There were 1,853 visitors who flew into Honolulu for the turnaround trip. Another 11,336 visitors (-0.9%) flew to the state to board the Hawai'i home-ported cruise ship Pride of America.

In the first 11 months of 2025, 131,147 visitors came via 69 trips aboard out-of-state cruise ships. There were 6,756 visitors who flew to Honolulu to board turnaround trips. Another 101,016 visitors flew to Hawai'i and boarded the Pride of America.

In the first 11 months of 2024, 150,069 visitors (-12.6%) came to Hawai'i via 77 trips aboard out-of-state cruise ships. There were 5,541 visitors who flew into Honolulu to board turnaround trips on out-of-state cruise ships. Another 114,042 visitors (-11.4%) came by air to board the Pride of America.

Statement by DBEDT Director James Kunane Tokioka

In November 2025, total visitor spending increased 15.9 percent to \$1.77 billion. Even though there were fewer total visitors (-3.6%) than a year ago, these visitors stayed longer and spent more on a daily basis.

Both U.S. West and U.S. East markets recorded growth in visitor spending (U.S West, +23.8%; U.S. East, +26.5%) and in visitor days (U.S West, +2.6%; U.S East, +10.3%) compared to November 2024.

The Canadian market continued to be impacted by economic and political uncertainty and recorded decreased visitor spending (-22.3%) and visitor arrivals (-22.2%) in November 2025.

We are encouraged to see continued improvement from Japan, which recorded a 4.2 percent increase in visitor arrivals and \$83.0 million in visitor spending (+1.6%) for November 2025. This marked the third month of consecutive increases in both categories.

Similar to the rest of the country, Hawai'i has seen growth from Korean visitors. Arrivals (15,271 visitors, +38.4%) and total visitor spending (\$39.1 million, +38.2%) from this market was very strong in November 2025 compared to the same month last year. For the first 11 months of 2025, arrivals from Korea rose 7.1 percent to 147,070 visitors while total spending increased 4.7 percent to \$382.9 million.

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NOVEMBER 2025 ARRIVALS AT A GLANCE

	2025P	2024	% change	2025P YTD	2024 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,765.9	1,524.2	15.9	19,636.7	18,537.4	5.9
Total by air	1,761.6	1,519.5	15.9	19,574.0	18,458.5	6.0
U.S. Total	1,416.9	1,135.9	24.7	15,405.2	14,166.0	8.7
U.S. West	901.0	728.0	23.8	9,462.1	8,705.3	8.7
U.S. East	515.9	408.0	26.5	5,943.2	5,460.6	8.8
Japan	83.0	81.7	1.6	976.3	953.9	2.4
Canada	94.8	122.1	-22.3	878.1	954.7	-8.0
All Others	166.9	179.7	-7.2	2,314.4	2,384.0	-2.9
Visitor arrivals by cruise ships	4.3	4.7	-8.9	62.7	79.0	-20.6
TOTAL VISITOR DAYS	6,522,358	6,483,257	0.6	75,996,499	76,222,210	-0.3
Total by air	6,482,130	6,439,999	0.7	75,394,264	75,522,898	-0.2
U.S. Total	5,125,305	4,882,750	5.0	58,858,283	58,530,323	0.6
U.S. West	3,467,932	3,379,834	2.6	38,270,764	37,932,112	0.9
U.S. East	1,657,373	1,502,916	10.3	20,587,519	20,598,211	-0.1
Japan	335,247	324,918	3.2	3,982,323	3,974,042	0.2
Canada	419,341	543,875	-22.9	3,842,493	4,277,143	-10.2
All Others	602,237	688,456	-12.5	8,711,165	8,741,391	-0.3
Visitor arrivals by cruise ships	40,228	43,258	-7.0	602,235	699,312	-13.9
VISITOR ARRIVALS	736,831	764,055	-3.6	8,774,096	8,793,885	-0.2
Total by air	728,072	755,784	-3.7	8,642,949	8,643,816	0.0
U.S. Total	571,226	576,203	-0.9	6,748,186	6,686,857	0.9
U.S. West	402,840	412,957	-2.4	4,577,631	4,542,568	0.8
U.S. East	168,386	163,246	3.1	2,170,555	2,144,288	1.2
Japan	58,216	55,869	4.2	659,993	641,792	2.8
Canada	38,721	49,746	-22.2	347,712	391,782	-11.2
All Others	59,909	73,966	-19.0	887,059	923,386	-3.9
Visitor arrivals by cruise ships	8,760	8,271	5.9	131,147	150,069	-12.6
AVERAGE DAILY CENSUS	217,412	216,109	0.6	227,534	227,529	0.0
Total by air	216,071	214,667	0.7	225,731	225,441	0.1
U.S. Total	170,843	162,758	5.0	176,222	174,717	0.9
U.S. West	115,598	112,661	2.6	114,583	113,230	1.2
U.S. East	55,246	50,097	10.3	61,639	61,487	0.2
Japan	11,175	10,831	3.2	11,923	11,863	0.5
Canada	13,978	18,129	-22.9	11,504	12,768	-9.9
All Others	20,075	22,949	-12.5	26,081	26,094	0.0
Visitor arrivals by cruise ships	1,341	1,442	-7.0	1,803	2,087	-13.6
AVERAGE LENGTH OF STAY	8.85	8.49	4.3	8.66	8.67	-0.1
Total by air	8.90	8.52	4.5	8.72	8.74	-0.2
U.S. Total	8.97	8.47	5.9	8.72	8.75	-0.4
U.S. West	8.61	8.18	5.2	8.36	8.35	0.1
U.S. East	9.84	9.21	6.9	9.48	9.61	-1.3
Japan	5.76	5.82	-1.0	6.03	6.19	-2.6
Canada	10.83	10.93	-0.9	11.05	10.92	1.2
All Others	10.05	9.31	8.0	9.82	9.47	3.7
Visitor arrivals by cruise ships	4.59	5.23	-12.2	4.59	4.66	-1.5
PER PERSON PER DAY SPENDING (\$)	270.7	235.1	15.2	258.4	243.2	6.2
Total by air	271.8	235.9	15.2	259.6	244.4	6.2
U.S. Total	276.4	232.6	18.8	261.7	242.0	8.1
U.S. West	259.8	215.4	20.6	247.2	229.5	7.7
U.S. East	311.3	271.5	14.7	288.7	265.1	8.9
Japan	247.6	251.5	-1.6	245.2	240.0	2.1
Canada	226.2	224.4	0.8	228.5	223.2	2.4
All Others	277.1	261.1	6.1	265.7	272.7	-2.6
Visitor arrivals by cruise ships	107.1	109.3	-2.0	104.1		-7.8
PER PERSON PER TRIP SPENDING (\$)	2,396.6	1,994.9	20.1	2,238.0	2,108.0	6.2
Total by air	2,419.5	2,010.5	20.3	2,264.7	2,135.5	6.1
U.S. Total	2,480.4	1,971.4	25.8	2,282.9	2,118.5	7.8
U.S. West	2,236.6	1,762.8	26.9	2,067.0	1,916.4	7.9
U.S. East	3,063.7	2,499.1	22.6	2,738.1	2,546.6	7.5
Japan	1,425.7	1,462.8	-2.5	1,479.3	1,486.2	-0.5
Canada	2,449.3	2,453.8	-0.2	2,525.3	2,436.7	3.6
All Others	2,785.5	2,429.8	14.6	2,609.1	2,581.8	1.1
Visitor arrivals by cruise ships	491.7	571.6	-14.0	477.9	526.1	-9.2

P = Preliminary data.

NOVEMBER 2025 ISLAND HIGHLIGHTS

	2025P	2024	% change	2025P YTD 1/	2024 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,765.9	1,524.2	15.9	19,636.7	18,537.4	5.9
Total by air	1,761.6	1,519.5	15.9	19,574.0	18,458.5	6.0
O'ahu	735.9	598.0	23.1	8,614.5	8,111.1	6.2
Maui	522.6	445.3	17.4	5,312.7	4,719.2	12.6
Moloka'i	2.2	2.4	-9.4	27.3	27.4	-0.4
Lāna'i	9.4	9.9	-4.9	88.9	99.7	-10.8
Kaua'i	236.9	209.6	13.1	2,656.2	2,617.4	1.5
Hawai'i Island	254.5	254.3	0.1	2,874.4	2,883.6	-0.3
Visitor arrivals by cruise ships	4.3	4.7	-8.9	62.7	79.0	-20.6
TOTAL VISITOR DAYS	6,522,358	6,483,257	0.6	75,996,499	76,222,210	-0.3
Total by air	6,482,130	6,439,999	0.7	75,394,264	75,522,898	-0.2
O'ahu	3,065,845	3,020,304	1.5	36,208,061	36,964,189	-2.0
Maui	1,634,377	1,574,184	3.8	17,560,783	16,763,254	4.8
Moloka'i	13,259	11,788	12.5	141,660	156,407	-9.4
Lāna'i	16,402	14,372	14.1	147,628	156,992	-6.0
Kaua'i	815,498	775,732	5.1	9,504,664	9,431,377	0.8
Hawai'i Island	936,749	1,043,618	-10.2	11,831,468	12,050,679	-1.8
Visitor arrivals by cruise ships	40,228	43,258	-7.0	602,235	699,312	-13.9
VISITOR ARRIVALS	736,831	764,055	-3.6	8,774,096	8,793,885	-0.2
Total by air	728,072	755,784	-3.7	8,642,949	8,643,816	0.0
O'ahu	425,967	444,095	-4.1	5,186,726	5,261,434	-1.4
Maui	200,823	197,803	1.5	2,272,476	2,122,981	7.0
Moloka'i	2,407	1,722	39.7	28,031	27,642	1.4
Lāna'i	3,645	3,242	12.4	40,545	41,444	-2.2
Kaua'i	103,858	104,894	-1.0	1,297,022	1,269,333	2.2
Hawai'i Island	124,356	133,444	-6.8	1,586,274	1,567,072	1.2
Visitor arrivals by cruise ships	8,760	8,271	5.9	131,147	150,069	-12.6
AVERAGE DAILY CENSUS	217,412	216,109	0.6	227,534	227,529	0.0
Total by air	216,071	214,667	0.7	225,731	225,441	0.1
O'ahu	102,195	100,677	1.5	108,407	110,341	-1.8
Maui	54,479	52,473	3.8	52,577	50,040	5.1
Moloka'i	442	393	12.5	424	467	-9.2
Lāna'i	547	479	14.1	442	469	-5.7
Kaua'i	27,183	25,858	5.1	28,457	28,153	1.1
Hawai'i Island	31,225	34,787	-10.2	35,424	35,972	-1.5
Visitor arrivals by cruise ships	1,341	1,442	-7.0	1,803	2,087	-13.6
AVERAGE LENGTH OF STAY	8.85	8.49	4.3	8.66	8.67	-0.1
Total by air	8.90	8.52	4.5	8.72	8.74	-0.2
O'ahu	7.20	6.80	5.8	6.98	7.03	-0.6
Maui	8.14	7.96	2.3	7.73	7.90	-2.1
Moloka'i	5.51	6.84	-19.5	5.05	5.66	-10.7
Lāna'i	4.50	4.43	1.5	3.64	3.79	-3.9
Kaua'i	7.85	7.40	6.2	7.33	7.43	-1.4
Hawai'i Island	7.53	7.82	-3.7	7.46	7.69	-3.0
Visitor arrivals by cruise ships	4.59	5.23	-12.2	4.59	4.66	-1.5
PER PERSON PER DAY SPENDING (\$)	270.7	235.1	15.2	258.4	243.2	6.2
Total by air	271.8	235.9	15.2	259.6	244.4	6.2
O'ahu	240.0	198.0	21.2	237.9	219.4	8.4
Maui	319.8	282.9	13.1	302.5	281.5	7.5
Moloka'i	166.9	207.3	-19.5	192.7	175.2	10.0
Lāna'i	575.5	690.7	-16.7	602.3	635.0	-5.2
Kaua'i	290.5	270.2	7.5	279.5	277.5	0.7
Hawai'i Island	271.7	243.7	11.5	242.9	239.3	1.5
Visitor arrivals by cruise ships	107.1	109.3	-2.0	104.1	112.9	-7.8
PER PERSON PER TRIP SPENDING (\$)	2,396.6	1,994.9	20.1	2,238.0	2,108.0	6.2
Total by air	2,419.5	2,010.5	20.3	2,264.7	2,135.5	6.1
O'ahu	1,727.5	1,346.5	28.3	1,660.9	1,541.6	7.7
Maui	2,602.5	2,251.0	15.6	2,337.8	2,222.9	5.2
Moloka'i	919.4	1,418.6	-35.2	974.0	991.6	-1.8
Lāna'i	2,589.7	3,061.6	-15.4	2,192.9	2,405.5	-8.8
Kaua'i	2,281.3	1,998.0	14.2	2,047.9	2,062.1	-0.7
Hawai'i Island	2,046.6	1,905.6	7.4	1,812.0	1,840.1	-1.5
Visitor arrivals by cruise ships	491.7	571.6	-14.0	477.9	526.1	-9.2

P=Preliminary data.