

**2012 Preliminary Visitor Arrivals by quarter and MMA
(Arrivals by air)**

2012	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
Quarter	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA MMA
Q1	709,749	457,207	345,850	201,175	9,846	3,464	8,200	1,255	2,596	25,361	52,537	3,647	56,184
Q2	827,309	436,533	317,282	86,272	10,582	4,070	8,622	1,797	2,976	28,047	58,733	6,538	65,271
Q3	838,340	420,651	421,489	72,010	16,000	5,995	12,612	5,685	4,961	45,253	69,710	9,268	78,978
Q4	819,577	384,733	367,942	138,784	10,421	5,015	10,903	2,340	3,702	32,381	72,430	6,056	78,486
Jan-Dec	3,194,975	1,699,124	1,452,563	498,241	46,849	18,544	40,337	11,077	14,235	131,042	253,410	25,509	278,919
DOMESTIC													
Q1	696,398	446,926	1,611	71,536	6,477	1,917	7,199	1,100	2,087	18,780	10,562	722	11,284
Q2	812,017	422,351	1,700	30,202	9,217	1,955	7,628	1,661	2,539	23,000	12,530	1,413	13,943
Q3	817,603	402,520	1,787	38,976	14,460	3,833	11,882	5,516	4,744	40,435	17,325	2,045	19,370
Q4	805,120	373,847	628	62,643	8,685	2,496	9,971	2,165	3,379	26,696	13,984	1,210	15,194
Jan-Dec	3,131,138	1,645,644	5,726	203,357	38,839	10,201	36,680	10,442	12,749	108,911	54,401	5,390	59,791
INTERNATIONAL													
Q1	13,351	10,281	344,239	129,639	3,369	1,547	1,001	155	509	6,581	41,975	2,925	44,900
Q2	15,292	14,182	315,582	56,070	1,365	2,115	994	136	437	5,047	46,203	5,125	51,328
Q3	20,737	18,131	419,702	33,034	1,540	2,162	730	169	217	4,818	52,385	7,223	59,608
Q4	14,457	10,886	367,314	76,141	1,736	2,519	932	175	323	5,685	58,446	4,846	63,292
Jan-Dec	63,837	53,480	1,446,837	294,884	8,010	8,343	3,657	635	1,486	22,131	199,009	20,119	219,128

Hawai'i Tourism Authority

Note: January – July 2012 statistics for Japan, Other Asia, Oceania, Europe and Latin America MMAs were revised with updated statistics from the Federal Office of Travel and Tourism Industries (OTTI).

**2011 Visitor Arrivals by quarter and MMA
(Arrivals by air)**

2011	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
Quarter	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Q1	667,394	445,330	304,221	185,727	9,996	3,105	7,095	1,224	2,020	23,441	33,731	2,753	36,484
Q2	787,267	412,478	241,751	84,233	10,670	3,671	7,949	1,634	2,798	26,722	51,040	5,042	56,082
Q3	799,648	409,962	372,293	72,589	15,278	5,230	10,970	5,611	4,592	41,681	52,772	7,949	60,721
Q4	740,423	374,509	323,540	135,015	9,609	4,539	8,675	1,977	3,181	27,981	51,703	4,987	56,689
Jan-Dec	2,994,731	1,642,279	1,241,805	477,564	45,552	16,546	34,690	10,447	12,589	119,825	189,246	20,730	209,976
DOMESTIC													
Q1	652,110	433,221	1,711	79,970	6,346	1,728	6,283	1,143	1,773	17,274	7,385	804	8,189
Q2	774,144	400,710	1,564	29,707	9,479	1,908	7,153	1,559	2,543	22,642	10,094	921	11,015
Q3	781,155	395,633	2,137	38,132	14,321	3,376	10,466	5,477	4,444	38,084	13,280	1,458	14,738
Q4	727,991	365,148	1,875	62,931	8,445	2,267	8,178	1,892	3,008	23,790	10,516	905	11,420
Jan-Dec	2,935,399	1,594,712	7,287	210,740	38,590	9,280	32,081	10,072	11,766	101,790	41,275	4,087	45,362
INTERNATIONAL													
Q1	15,284	12,109	302,510	105,757	3,650	1,377	812	81	247	6,167	26,346	1,949	28,295
Q2	13,123	11,768	240,187	54,526	1,191	1,763	796	75	255	4,080	40,946	4,121	45,067
Q3	18,493	14,329	370,156	34,457	957	1,854	504	134	148	3,597	39,492	6,491	45,983
Q4	12,432	9,361	321,665	72,084	1,164	2,272	497	85	173	4,191	41,187	4,082	45,269
Jan-Dec	59,332	47,567	1,234,518	266,824	6,962	7,266	2,609	375	823	18,035	147,971	16,643	164,614

Hawai'i Tourism Authority

2012 vs 2011 Visitor Arrivals by quarter and MMA (%)
(Arrivals by air)

2012	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA							OCEANIA MMA		
Quarter	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA	
Q1	6.3	2.7	13.7	8.3	-1.5	11.5	15.6	2.5	28.5	8.2	55.8	32.5	54.0	
Q2	5.1	5.8	31.2	2.4	-0.8	10.9	8.5	9.9	6.4	5.0	15.1	29.7	16.4	
Q3	4.8	2.6	13.2	-0.8	4.7	14.6	15.0	1.3	8.0	8.6	32.1	16.6	30.1	
Q4	10.7	2.7	13.7	2.8	8.5	10.5	25.7	18.3	16.4	15.7	40.1	21.4	38.4	
Jan-Dec	6.7	3.5	17.0	4.3	2.8	12.1	16.3	6.0	13.1	9.4	33.9	23.1	32.8	
DOMESTIC														
Q1	6.8	3.2	-5.8	-10.5	2.1	10.9	14.6	-3.8	17.7	8.7	43.0	-10.2	37.8	
Q2	4.9	5.4	8.7	1.7	-2.8	2.5	6.6	6.5	-0.1	1.6	24.1	53.5	26.6	
Q3	4.7	1.7	-16.4	2.2	1.0	13.5	13.5	0.7	6.8	6.2	30.5	40.2	31.4	
Q4	10.6	2.4	-66.5	-0.5	2.8	10.1	21.9	14.4	12.4	12.2	33.0	33.8	33.0	
Jan-Dec	6.7	3.2	-21.4	-3.5	0.6	9.9	14.3	3.7	8.4	7.0	31.8	31.9	31.8	
INTERNATIONAL														
Q1	-12.6	-15.1	13.8	22.6	-7.7	12.3	23.3	91.4	106.1	6.7	59.3	50.1	58.7	
Q2	16.5	20.5	31.4	2.8	14.6	20.0	24.9	81.3	71.4	23.7	12.8	24.4	13.9	
Q3	12.1	26.5	13.4	-4.1	60.9	16.6	44.8	26.1	46.6	33.9	32.6	11.3	29.6	
Q4	16.3	16.3	14.2	5.6	49.1	10.9	87.5	105.9	86.7	35.6	41.9	18.7	39.8	
Jan-Dec	7.6	12.4	17.2	10.5	15.1	14.8	40.2	69.3	80.6	22.7	34.5	20.9	33.1	

Hawai'i Tourism Authority

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**2012 Preliminary Visitor Arrivals by quarter and MMA (Cont.)
(Arrivals by air)**

2012	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
Quarter	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Q1	24,927	1,108	35,183	996	2,230	64,444	1,173	3,000	1,722	5,895	68,568	1,934,433
Q2	31,499	1,142	34,636	2,265	2,244	71,786	968	2,872	2,180	6,020	70,595	1,909,115
Q3	28,906	1,483	43,651	981	2,259	77,280	1,003	3,263	2,577	6,843	66,633	2,027,477
Q4	30,595	1,429	43,349	1,728	2,908	80,009	845	3,658	2,332	6,835	57,422	1,966,169
Jan-Dec	115,927	5,162	156,819	5,970	9,641	293,519	3,989	12,793	8,811	25,593	263,218	7,837,194
DOMESTIC												
Q1	7,986	286	1,974	234	416	10,896	1,130	2,881	1,601	5,612	38,442	1,301,485
Q2	12,916	372	2,337	519	439	16,583	954	2,770	2,091	5,815	42,964	1,368,575
Q3	10,262	602	2,217	286	447	13,814	998	3,091	2,483	6,572	46,926	1,388,003
Q4	11,654	524	2,228	416	604	15,426	837	3,504	2,213	6,554	33,800	1,339,908
Jan-Dec	42,818	1,784	8,756	1,455	1,906	56,719	3,919	12,246	8,388	24,553	162,132	5,397,971
INTERNATIONAL												
Q1	16,941	822	33,209	762	1,814	53,548	43	119	121	283	30,126	632,948
Q2	18,583	770	32,299	1,746	1,805	55,203	14	102	89	205	27,631	540,540
Q3	18,644	881	41,434	695	1,812	63,466	5	172	94	271	19,707	639,474
Q4	18,941	905	41,121	1,312	2,304	64,583	8	154	119	281	23,622	626,261
Jan-Dec	73,109	3,378	148,063	4,515	7,735	236,800	70	547	423	1,040	101,086	2,439,223

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**2011 Preliminary Visitor Arrivals by quarter and MMA (Cont.)
(Arrivals by air)**

2011	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
Quarter	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Q1	16,046	957	25,538	1,012	2,092	45,645	1,125	2,494	1,035	4,654	68,550	1,781,445
Q2	18,367	884	25,341	1,055	1,726	47,373	1,146	2,203	2,219	5,568	62,731	1,724,205
Q3	24,416	1,190	25,452	762	2,111	53,931	1,083	2,642	2,609	6,334	55,674	1,872,833
Q4	22,909	1,051	36,236	1,624	2,258	64,079	699	2,762	2,100	5,560	68,118	1,795,914
Jan-Dec	81,738	4,082	112,567	4,453	8,186	211,028	4,053	10,101	7,963	22,116	255,073	7,174,397
DOMESTIC												
Q1	5,763	290	1,839	220	377	8,489	1,098	2,407	1,016	4,521	35,854	1,241,338
Q2	8,200	379	1,870	300	360	11,109	1,140	2,146	2,141	5,427	41,367	1,297,685
Q3	7,563	429	1,685	239	410	10,326	1,071	2,583	2,552	6,206	49,301	1,335,712
Q4	10,128	294	1,751	428	375	12,977	688	2,731	1,978	5,396	41,028	1,252,556
Jan-Dec	31,654	1,392	7,145	1,187	1,521	42,901	3,997	9,867	7,687	21,550	167,550	5,127,291
INTERNATIONAL												
Q1	10,283	667	23,699	792	1,715	37,156	27	87	19	133	32,696	540,107
Q2	10,167	505	23,471	755	1,366	36,264	6	57	78	141	21,364	426,520
Q3	16,853	761	23,767	523	1,701	43,605	12	59	57	128	6,373	537,121
Q4	12,781	757	34,485	1,196	1,883	51,102	11	31	122	164	27,090	543,358
Jan-Dec	50,084	2,690	105,422	3,266	6,665	168,127	56	234	276	566	87,523	2,047,106

Hawai'i Tourism Authority

2012 vs 2011 Visitor Arrivals by quarter and MMA (%)
(Arrivals by air)

2012	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
Quarter	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Q1	55.3	15.8	37.8	-1.6	6.6	41.2	4.3	20.3	66.4	26.7	0.0	8.6
Q2	71.5	29.2	36.7	114.8	30.0	51.5	-15.5	30.4	-1.8	8.1	12.5	10.7
Q3	18.4	24.7	71.5	28.7	7.0	43.3	-7.4	23.5	-1.2	8.0	19.7	8.3
Q4	33.5	35.9	19.6	6.4	28.8	24.9	20.9	32.4	11.1	22.9	-15.7	9.5
Jan-Dec	41.8	26.5	39.3	34.1	17.8	39.1	-1.6	26.7	10.7	15.7	3.2	9.2
DOMESTIC												
Q1	38.6	-1.4	7.3	6.4	10.5	28.4	2.9	19.7	57.6	24.1	7.2	4.8
Q2	57.5	-1.8	25.0	73.2	21.9	49.3	-16.3	29.1	-2.3	7.2	3.9	5.5
Q3	35.7	40.4	31.6	19.4	9.1	33.8	-6.9	19.7	-2.7	5.9	-4.8	3.9
Q4	15.1	77.9	27.3	-2.9	61.1	18.9	21.7	28.3	11.9	21.5	-17.6	7.0
Jan-Dec	35.3	28.2	22.5	22.5	25.3	32.2	-1.9	24.1	9.1	13.9	-3.2	5.3
INTERNATIONAL												
Q1	64.7	23.2	40.1	-3.8	5.8	44.1	59.3	36.8	536.8	112.8	-7.9	17.2
Q2	82.8	52.5	37.6	131.3	32.1	52.2	133.3	78.9	14.1	45.4	29.3	26.7
Q3	10.6	15.8	74.3	32.9	6.5	45.5	-58.3	191.5	64.9	111.7	209.2	19.1
Q4	48.2	19.6	19.2	9.7	22.4	26.4	-27.3	396.8	-2.5	71.3	-12.8	15.3
Jan-Dec	46.0	25.6	40.4	38.2	16.1	40.8	25.0	133.8	53.3	83.7	15.5	19.2

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