

	TABLE 1. TOTAL VISITORS BY AIR					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	5,164,618	4,703,744	9.8%	22,914,481	20,730,634	10.5%
TOTAL VISITORS	567,574	536,194	5.9%	2,348,032	2,174,261	8.0%
DOMESTIC	425,044	389,567	9.1%	1,666,383	1,508,415	10.5%
INTERNATIONAL	142,530	146,627	-2.8%	681,649	665,846	2.4%
AVERAGE DAILY CENSUS	172,154	156,791	9.8%	190,954	172,755	10.5%
TOTAL AIR SEATS (EST)	787,360	758,338	3.8%	3,141,707	3,014,638	4.2%
TOTAL LOAD FACTOR (EST)	83.2%	82.9%	0.3	87.2%	84.8%	2.4
ISLANDS VISITED						
O'ahu	328,827	322,126	2.1%	1,396,359	1,311,734	6.5%
O'ahu only	246,951	241,119	2.4%	1,030,671	971,975	6.0%
Kaua'i	84,314	75,509	11.7%	319,158	296,109	7.8%
Kaua'i only	47,271	41,595	13.6%	167,179	157,092	6.4%
Maui County	181,880	164,379	10.6%	746,591	678,542	10.0%
Maui	178,814	161,140	11.0%	730,309	664,256	9.9%
Maui only	118,193	105,018	12.5%	471,450	431,273	9.3%
Moloka'i *	4,669	3,500	33.4%	21,582	16,354	32.0%
Moloka'i only *	512	489	4.7%	2,575	2,400	7.3%
Lāna'i *	6,716	5,403	24.3%	28,072	21,791	28.8%
Lāna'i only *	977	1,135	-13.9%	4,735	3,727	27.1%
Big Island	104,756	102,304	2.4%	456,210	417,647	9.2%
Kona side	90,728	86,590	4.8%	387,044	347,092	11.5%
Hilo side	37,915	38,161	-0.6%	164,515	156,257	5.3%
Big Island only	55,726	51,158	8.9%	234,602	202,468	15.9%
Any Neighbor Island	320,623	295,075	8.7%	1,317,361	1,202,286	9.6%
NI only	238,747	214,068	11.5%	951,673	862,527	10.3%
O'ahu & NI	81,876	81,007	1.1%	365,688	339,758	7.6%
Any one island only	469,630	440,514	6.6%	1,911,212	1,768,934	8.0%
Multiple Islands	97,944	95,680	2.4%	436,820	405,327	7.8%
Avg. Islands Visited	1.25	1.25	-0.2%	1.26	1.25	0.2%
Average Length of Stay in Hawai'i	9.10	8.77	3.7%	9.76	9.53	2.4%
ACCOMMODATIONS						
Plan to stay in Hotel	342,710	335,467	2.2%	1,443,599	1,342,248	7.6%
Hotel only	297,096	293,674	1.2%	1,256,500	1,172,425	7.2%
Plan to stay in Condo	109,256	93,221	17.2%	458,987	400,952	14.5%
Condo only	87,842	74,446	18.0%	363,757	317,823	14.5%
Plan to stay in Timeshare	60,947	57,946	5.2%	222,192	218,982	1.5%
Timeshare only	47,420	45,059	5.2%	168,623	166,964	1.0%
Cruise Ship	15,392	12,960	18.8%	45,463	41,666	9.1%
Friends/Relatives	49,136	51,147	-3.9%	219,050	218,784	0.1%
Bed & Breakfast	4,969	4,580	8.5%	24,450	21,700	12.7%
Other	7,965	8,176	-2.6%	36,830	39,260	-6.2%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	462,850	439,075	5.4%	1,905,507	1,781,145	7.0%
Honeymoon	34,141	36,666	-6.9%	128,195	126,637	1.2%
Get Married	9,109	9,839	-7.4%	35,051	34,058	2.9%
Pleasure/Vacation	428,543	401,744	6.7%	1,775,440	1,652,034	7.5%
Mtgs/Conventions/Incentive	46,908	31,533	48.8%	188,009	133,681	40.6%
Conventions	30,549	11,694	161.2%	108,671	74,771	45.3%
Corporate Meetings	8,240	8,148	1.1%	39,233	26,714	46.9%
Incentive	9,584	13,759	-30.3%	47,047	37,883	24.2%
Other Business	21,240	19,512	8.9%	83,772	78,656	6.5%
Visit Friends/Rel.	47,588	48,789	-2.5%	200,905	197,185	1.9%
Gov't/Military	6,161	9,003	-31.6%	37,089	42,224	-12.2%
Attend School	971	815	19.1%	5,956	7,300	-18.4%
Sport Events	3,061	4,213	-27.3%	26,840	20,325	32.1%
TRAVEL STATUS						
% First Timers **	33.1	33.5	-0.5	32.9	32.8	0.1
% Repeaters **	66.9	66.5	0.5	67.1	67.2	-0.1
Average # of Trips	5.11	5.14	-0.6%	5.17	5.21	-0.8%
Group Tour	39,366	53,838	-26.9%	221,906	219,066	1.3%
Non-Group	528,208	482,356	9.5%	2,126,126	1,955,195	8.7%
Package Trip	184,312	189,357	-2.7%	774,528	734,362	5.5%
No Package	383,262	346,837	10.5%	1,573,504	1,439,899	9.3%
Net True Independent	375,433	337,902	11.1%	1,529,261	1,402,721	9.0%

** Change represents absolute change in rates rather than percentage change in rate.

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	3,918,906	3,587,912	9.2%	17,134,517	15,427,302	11.1%
DOMESTIC VISITORS	425,044	389,567	9.1%	1,666,383	1,508,415	10.5%
DOMESTIC AVERAGE DAILY CENSUS	130,630	119,597	9.2%	142,788	128,561	11.1%
DOMESTIC AIR SEATS (EST)	566,704	545,722	3.8%	2,205,753	2,118,212	4.1%
DOM LOAD FACTOR (EST)	87.6%	84.7%	2.9	91.4%	86.3%	5.1
ISLANDS VISITED						
O'ahu	209,168	195,688	6.9%	824,485	748,047	10.2%
O'ahu only	152,510	140,860	8.3%	584,017	525,529	11.1%
Kaua'i	75,071	67,460	11.3%	284,015	264,698	7.3%
Kaua'i only	45,670	38,778	17.8%	158,887	149,040	6.6%
Maui County	151,656	139,672	8.6%	611,727	557,591	9.7%
Maui	148,886	136,586	9.0%	597,671	544,925	9.7%
Maui only	103,917	93,822	10.8%	405,550	369,555	9.7%
Moloka'i *	2,938	2,977	-1.3%	17,573	13,785	27.5%
Moloka'i only *	467	489	-4.5%	2,404	2,319	3.7%
Lāna'i *	5,055	4,646	8.8%	23,730	18,215	30.3%
Lāna'i only *	958	1,122	-14.6%	4,279	3,681	16.2%
Big Island	84,377	80,154	5.3%	353,208	314,217	12.4%
Kona side	74,255	69,977	6.1%	309,827	272,044	13.9%
Hilo side	28,219	27,715	1.8%	115,601	107,555	7.5%
Big Island only	50,576	46,287	9.3%	207,668	177,247	17.2%
Any Neighbor Island	272,534	248,707	9.6%	1,082,366	982,886	10.1%
NI only	215,876	193,879	11.3%	841,898	760,368	10.7%
O'ahu & NI	56,658	54,828	3.3%	240,468	222,518	8.1%
Any one island only	354,098	321,358	10.2%	1,362,805	1,227,371	11.0%
Multiple Islands	70,946	68,209	4.0%	303,578	281,044	8.0%
Avg. Islands Visited	1.24	1.25	-1.2%	1.26	1.26	-0.1%
Average Length of Stay in Hawai'i	9.22	9.21	0.1%	10.28	10.23	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	235,433	217,713	8.1%	918,954	822,221	11.8%
Hotel only	199,723	184,195	8.4%	768,453	688,623	11.6%
Plan to stay in Condo	86,435	73,367	17.8%	349,186	305,798	14.2%
Condo only	69,681	58,584	18.9%	275,756	242,023	13.9%
Plan to stay in Timeshare	54,653	51,682	5.7%	195,604	191,092	2.4%
Timeshare only	43,107	41,085	4.9%	150,112	148,043	1.4%
Cruise Ship	10,964	11,517	-4.8%	37,381	36,580	2.2%
Friends/Relatives	43,965	45,881	-4.2%	194,275	188,506	3.1%
Bed & Breakfast	4,356	3,913	11.3%	20,595	17,611	16.9%
Other	6,836	6,386	7.0%	29,585	28,520	3.7%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	347,354	315,290	10.2%	1,339,998	1,216,688	10.1%
Honeymoon	13,506	14,442	-6.5%	46,857	45,313	3.4%
Get Married	4,411	4,172	5.7%	14,736	13,631	8.1%
Pleasure/Vacation	334,155	301,161	11.0%	1,294,958	1,172,834	10.4%
Mtgs/Conventions/Incentive	36,308	24,841	46.2%	140,389	102,600	36.8%
Conventions	22,945	8,530	169.0%	85,143	57,127	49.0%
Corporate Meetings	6,880	6,963	-1.2%	29,478	23,150	27.3%
Incentive	7,874	11,054	-28.8%	31,569	27,151	16.3%
Other Business	17,447	18,324	-4.8%	73,735	72,390	1.9%
Visit Friends/Rel.	42,343	42,584	-0.6%	176,806	170,641	3.6%
Gov't/Military	5,589	7,156	-21.9%	28,304	29,424	-3.8%
Attend School	721	553	30.4%	4,426	3,904	13.4%
Sport Events	1,975	1,594	23.9%	18,298	10,590	72.8%
TRAVEL STATUS						
% First Timers	28.0	28.8	-0.8	27.5	27.5	-0.1
% Repeaters	72.0	71.2	0.8	72.5	72.5	0.1
Average # of Trips	5.73	5.77	-0.7%	5.84	5.92	-1.4%
Group Tour	15,770	17,140	-8.0%	68,159	59,266	15.0%
Non-Group	409,274	372,427	9.9%	1,598,224	1,449,149	10.3%
Package Trip	105,600	103,180	2.3%	395,042	356,416	10.8%
No Package	319,444	286,387	11.5%	1,271,341	1,151,999	10.4%
Net True Independent	314,470	282,081	11.5%	1,251,006	1,135,211	10.2%

** Change represents absolute change in rates rather than percentage change in rate.

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	383,142	357,289	7.2%	1,469,797	1,352,560	8.7%
Pacific Region	218,919	198,603	10.2%	726,816	663,913	9.5%
...California	150,853	138,532	8.9%	441,743	409,685	7.8%
...Oregon	15,574	15,665	-0.6%	76,184	67,154	13.4%
...Washington	47,417	39,528	20.0%	174,931	156,250	12.0%
Mountain Region	46,623	42,102	10.7%	190,836	174,872	9.1%
West North Central	11,576	12,573	-7.9%	95,870	86,622	10.7%
West South Central	16,811	16,455	2.2%	74,923	71,567	4.7%
...Texas	12,803	12,735	0.5%	58,029	55,992	3.6%
East North Central	25,654	25,950	-1.1%	138,478	123,830	11.8%
East South Central	5,058	6,286	-19.5%	22,664	22,632	0.1%
New England	9,652	9,703	-0.5%	38,619	35,353	9.2%
Middle Atlantic	20,386	17,126	19.0%	76,745	71,498	7.3%
...New Jersey	5,653	4,817	17.4%	18,468	18,108	2.0%
...New York	9,548	7,801	22.4%	36,301	33,432	8.6%
South Atlantic	28,005	28,010	0.0%	103,065	100,531	2.5%
CANADA	12,545	8,543	46.8%	92,515	62,146	48.9%
EUROPE	11,307	7,214	56.7%	38,083	31,133	22.3%
France	844	427	97.7%	2,573	1,847	39.3%
Germany	2,458	1,713	43.5%	8,742	7,200	21.4%
Ireland	125	96	30.2%	428	501	-14.6%
Italy	409	335	22.1%	1,552	1,276	21.6%
Switzerland	877	543	61.5%	2,650	2,035	30.2%
United Kingdom	3,327	2,267	46.8%	9,674	8,231	17.5%
ASIA	3,625	3,573	1.5%	15,515	14,034	10.6%
People's Republic of China	1,707	1,721	-0.8%	7,470	6,897	8.3%
Taiwan	87	93	-6.5%	464	417	11.3%
Hong Kong	83	97	-14.4%	373	369	1.1%
Indonesia	8	14	-42.9%	166	110	50.9%
Japan	405	466	-13.1%	2,115	2,084	1.5%
Korea	529	493	7.3%	2,369	2,010	17.9%
Malaysia	20	23	-13.0%	101	64	57.8%
Philippines	309	337	-8.3%	902	865	4.3%
Singapore	88	47	87.2%	309	277	11.6%
Thailand	73	67	9.0%	192	167	15.0%
CENTRAL AMERICA	1,171	497	135.6%	2,373	1,908	24.4%
Mexico	1,070	440	143.2%	2,086	1,637	27.4%
SOUTH AMERICA	1,688	1,139	48.2%	6,224	4,990	24.7%
Argentina	489	232	110.8%	1,587	1,136	39.7%
Brazil	689	595	15.8%	3,097	2,731	13.4%
OCEANIA	3,541	2,728	29.8%	12,520	10,386	20.5%
Australia	3,023	2,315	30.6%	10,409	8,702	19.6%
New Zealand	201	229	-12.2%	1,006	868	15.9%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,245,712	1,115,831	11.6%	5,779,964	5,303,332	9.0%
INTERNATIONAL VISITORS	142,530	146,627	-2.8%	681,649	665,846	2.4%
INTERNATIONAL AVERAGE DAILY CENSUS	41,524	37,194	11.6%	48,166	44,194	9.0%
INTERNATIONAL AIR SEATS (EST)	220,656	212,616	3.8%	935,954	896,426	4.4%
INTERNATIONAL LOAD FACTOR (EST)	71.9%	78.1%	-6.2	79.6%	82.3%	-2.7
ISLANDS VISITED						
O'ahu	119,659	126,438	-5.4%	571,874	563,687	1.5%
O'ahu only	94,441	100,259	-5.8%	446,654	446,446	0.0%
Kaua'i	9,243	8,049	14.8%	35,143	31,411	11.9%
Kaua'i only	1,601	2,817	-43.2%	8,292	8,052	3.0%
Maui County	30,224	24,707	22.3%	134,864	120,951	11.5%
Maui	29,928	24,554	21.9%	132,638	119,331	11.2%
Maui only	14,276	11,196	27.5%	65,900	61,718	6.8%
Moloka'i *	1,731	523	231.0%	4,009	2,569	56.0%
Moloka'i only *	45	0	NA	171	81	111.6%
Lāna'i *	1,661	757	119.4%	4,342	3,576	21.4%
Lāna'i only *	19	13	46.2%	456	46	894.0%
Big Island	20,379	22,150	-8.0%	103,002	103,430	-0.4%
Kona side	16,473	16,613	-0.8%	77,217	75,048	2.9%
Hilo side	9,696	10,446	-7.2%	48,914	48,702	0.4%
Big Island only	5,150	4,871	5.7%	26,934	25,221	6.8%
Any Neighbor Island	48,089	46,368	3.7%	234,995	219,400	7.1%
NI only	22,871	20,189	13.3%	109,775	102,159	7.5%
O'ahu & NI	25,218	26,179	-3.7%	125,220	117,240	6.8%
Any one island only	115,532	119,156	-3.0%	548,407	541,563	1.3%
Multiple Islands	26,998	27,471	-1.7%	133,242	124,283	7.2%
Avg. Islands Visited	1.28	1.24	2.9%	1.25	1.24	0.9%
Average Length of Stay in Hawai'i	8.74	7.61	14.8%	8.48	7.96	6.5%
ACCOMMODATIONS						
Plan to stay in Hotel	107,277	117,754	-8.9%	524,645	520,027	0.9%
Hotel only	97,373	109,479	-11.1%	488,047	483,802	0.9%
Plan to stay in Condo	22,821	19,854	14.9%	109,801	95,154	15.4%
Condo only	18,161	15,862	14.5%	88,001	75,800	16.1%
Plan to stay in Timeshare	6,294	6,264	0.5%	26,588	27,890	-4.7%
Timeshare only	4,313	3,974	8.5%	18,511	18,921	-2.2%
Cruise Ship	4,428	1,443	206.9%	8,082	5,086	58.9%
Friends/Relatives	5,171	5,266	-1.8%	24,775	30,278	-18.2%
Bed & Breakfast	613	667	-8.1%	3,855	4,089	-5.7%
Other	1,129	1,790	-36.9%	7,245	10,740	-32.5%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	115,496	123,785	-6.7%	565,509	564,457	0.2%
Honeymoon	20,635	22,224	-7.1%	81,338	81,324	0.0%
Get Married	4,698	5,667	-17.1%	20,315	20,427	-0.5%
Pleasure/Vacation	94,388	100,583	-6.2%	480,482	479,200	0.3%
Mtgs/Conventions/Incentive	10,600	6,692	58.4%	47,620	31,081	53.2%
Conventions	7,604	3,164	140.3%	23,528	17,644	33.3%
Corporate Meetings	1,360	1,185	14.8%	9,755	3,564	173.7%
Incentive	1,710	2,705	-36.8%	15,478	10,732	44.2%
Other Business	3,793	1,188	219.3%	10,037	6,266	60.2%
Visit Friends/Rel.	5,245	6,205	-15.5%	24,099	26,544	-9.2%
Gov't/Military	572	1,847	-69.0%	8,785	12,800	-31.4%
Attend School	250	262	-4.6%	1,530	3,396	-54.9%
Sport Events	1,086	2,619	-58.5%	8,542	9,735	-12.3%
TRAVEL STATUS						
% First Timers **	48.2	46.1	2.1	46.1	44.6	1.5
% Repeaters **	51.8	53.9	-2.1	53.9	55.4	-1.5
Average # of Trips	3.3	3.47	-5.8%	3.53	3.60	-1.7%
Group Tour	23,596	36,698	-35.7%	153,747	159,800	-3.8%
Non-Group	118,934	109,929	8.2%	527,902	506,046	4.3%
Package Trip	78,712	86,177	-8.7%	379,486	377,946	0.4%
No Package	63,818	60,450	5.6%	302,163	287,900	5.0%
Net True Independent	60,963	55,821	9.2%	278,255	267,510	4.0%

** Change represents absolute change in rates rather than percentage change in rate.

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (Includes Pacific and Mountain States)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,409,161	2,186,987	10.2%	9,034,365	8,318,945	8.6%
TOTAL VISITORS	269,790	245,203	10.0%	937,183	858,966	9.1%
Domestic	265,542	240,705	10.3%	917,651	838,785	9.4%
International	4,248	4,498	-5.6%	19,532	20,181	-3.2%
AVERAGE DAILY CENSUS	80,305	72,900	10.2%	75,286	69,325	8.6%
ISLANDS VISITED						
O'ahu	113,263	109,644	3.3%	409,064	378,457	8.1%
O'ahu only	90,077	86,658	3.9%	320,237	292,518	9.5%
Kaua'i	46,546	40,613	14.6%	148,933	141,545	5.2%
Kaua'i only	34,598	28,733	20.4%	103,600	97,811	5.9%
Maui County	95,712	85,395	12.1%	331,306	306,731	8.0%
Maui	93,954	83,618	12.4%	323,319	299,473	8.0%
Maui only	76,478	66,270	15.4%	256,877	235,791	8.9%
Moloka'i *	1,629	1,588	2.6%	8,806	6,644	32.5%
Moloka'i only *	367	375	-2.1%	1,638	1,483	10.5%
Lāna'i *	2,474	2,198	12.6%	11,101	8,599	29.1%
Lāna'i only *	570	621	-8.2%	2,491	2,293	8.6%
Big Island	50,746	46,025	10.3%	188,031	167,498	12.3%
Kona side	45,752	40,825	12.1%	168,231	147,129	14.3%
Hilo side	13,294	13,211	0.6%	50,612	48,406	4.6%
Big Island only	37,176	32,452	14.6%	134,966	116,055	16.3%
Any Neighbor Island	179,713	158,545	13.4%	616,946	566,448	8.9%
NI only	156,527	135,559	15.5%	528,119	480,509	9.9%
O'ahu & NI	23,186	22,986	0.9%	88,827	85,939	3.4%
Any one island only	239,266	215,109	11.2%	819,809	745,951	9.9%
Multiple Islands	30,524	30,094	1.4%	117,374	113,015	3.9%
Avg. Islands Visited	1.14	1.16	-1.1%	1.16	1.17	-0.4%
Average Length of Stay in Hawai'i	8.93	8.92	0.1%	9.64	9.68	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	134,197	124,195	8.1%	466,018	420,563	10.8%
Hotel only	115,496	105,968	9.0%	396,017	356,766	11.0%
Plan to stay in Condo	64,469	54,225	18.9%	223,440	200,812	11.3%
Condo only	53,845	44,703	20.5%	182,518	164,920	10.7%
Plan to stay in Timeshare	38,741	36,381	6.5%	118,273	116,347	1.7%
Timeshare only	31,346	29,209	7.3%	93,770	92,126	1.8%
Cruise Ship	2,981	3,032	-1.7%	8,412	9,169	-8.3%
Friends/Relatives	28,099	29,833	-5.8%	115,975	115,037	0.8%
Bed & Breakfast	2,060	1,950	5.6%	9,333	8,496	9.9%
Other	4,348	4,104	5.9%	19,080	17,178	11.1%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 4. TOTAL U.S. WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	227,745	203,623	11.8%	762,742	699,959	9.0%
Honeymoon	6,284	7,050	-10.9%	21,320	20,732	2.8%
Get Married	2,484	2,551	-2.6%	9,003	7,656	17.6%
Pleasure/Vacation	221,528	196,395	12.8%	740,775	679,496	9.0%
Mtgs/Conventions/Incentive	14,703	10,376	41.7%	58,325	44,178	32.0%
Conventions	8,565	4,290	99.7%	34,434	25,775	33.6%
Corporate Meetings	3,660	3,162	15.7%	14,075	10,856	29.7%
Incentive	3,121	3,493	-10.6%	11,916	9,282	28.4%
Other Business	11,959	11,926	0.3%	46,692	45,036	3.7%
Visit Friends/Rel.	26,372	27,477	-4.0%	102,954	101,038	1.9%
Gov't/Military	2,367	2,832	-16.4%	12,458	12,788	-2.6%
Attend School	423	297	42.4%	2,199	2,310	-4.8%
Sport Events	1,443	1,411	2.3%	10,133	6,538	55.0%
TRAVEL STATUS						
% First Timers **	17.6	18.3	-0.7	17.4	17.5	-0.2
% Repeaters **	82.4	81.7	0.7	82.6	82.5	0.2
Average # of Trips	6.90	7.03	-1.8%	7.10	7.18	-1.2%
Group Tour	5,798	6,202	-6.5%	21,562	19,468	10.8%
Non-Group	263,992	239,001	10.5%	915,621	839,498	9.1%
Package Trip	60,023	55,807	7.6%	189,469	172,962	9.5%
No Package	209,767	189,396	10.8%	747,714	686,004	9.0%
Net True Independent	207,718	187,589	10.7%	739,890	679,402	8.9%

** Change represents absolute change in rates rather percentage change in rates.

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (Includes States East of Rocky Mountains)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,153,441	1,135,403	1.6%	6,088,191	5,595,470	8.8%
TOTAL VISITORS	120,652	119,768	0.7%	565,983	528,173	7.2%
Domestic	117,143	116,103	0.9%	550,365	512,033	7.5%
International	3,509	3,665	-4.3%	15,618	16,140	-3.2%
AVERAGE DAILY CENSUS	38,448	37,847	1.6%	50,735	46,629	8.8%
ISLANDS VISITED						
O'ahu	73,000	70,390	3.7%	322,034	299,938	7.4%
O'ahu only	46,465	44,554	4.3%	199,670	188,381	6.0%
Kaua'i	23,107	22,821	1.3%	108,564	101,119	7.4%
Kaua'i only	8,661	8,771	-1.3%	43,291	41,851	3.4%
Maui County	44,876	44,550	0.7%	221,963	204,601	8.5%
Maui	44,033	43,410	1.4%	216,737	199,867	8.4%
Maui only	21,819	22,506	-3.1%	115,352	109,125	5.7%
Moloka'i *	958	1,103	-13.1%	6,567	5,442	20.7%
Moloka'i only *	83	90	-7.8%	596	626	-4.8%
Lāna'i *	2,371	2,107	12.5%	10,644	8,456	25.9%
Lāna'i only *	336	449	-25.2%	1,720	1,186	45.0%
Big Island	26,850	28,684	-6.4%	127,792	118,713	7.6%
Kona side	22,977	24,647	-6.8%	109,657	100,354	9.3%
Hilo side	12,064	12,333	-2.2%	51,828	49,423	4.9%
Big Island only	10,662	12,065	-11.6%	54,521	49,118	11.0%
Any Neighbor Island	74,187	75,214	-1.4%	366,313	339,792	7.8%
NI only	47,652	49,378	-3.5%	243,949	228,235	6.9%
O'ahu & NI	26,535	25,836	2.7%	122,364	111,557	9.7%
Any one island only	88,026	88,435	-0.5%	415,150	390,287	6.4%
Multiple Islands	32,626	31,333	4.1%	150,833	137,886	9.4%
Avg. Islands Visited	1.41	1.41	0.3%	1.40	1.39	0.8%
Average Length of Stay in Hawai'i	9.56	9.48	0.8%	10.76	10.59	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	78,586	77,770	1.0%	354,876	323,436	9.7%
Hotel only	64,540	64,616	-0.1%	289,192	266,000	8.7%
Plan to stay in Condo	16,165	14,786	9.3%	88,161	79,906	10.3%
Condo only	11,158	10,559	5.7%	62,190	57,569	8.0%
Plan to stay in Timeshare	13,383	13,633	-1.8%	65,027	65,194	-0.3%
Timeshare only	9,856	10,151	-2.9%	47,358	48,148	-1.6%
Cruise Ship	6,583	7,061	-6.8%	23,561	22,430	5.0%
Friends/Relatives	13,344	13,871	-3.8%	66,239	65,478	1.2%
Bed & Breakfast	1,407	1,316	6.9%	7,421	6,633	11.9%
Other	2,211	2,233	-1.0%	10,760	11,097	-3.0%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	90,289	90,014	0.3%	432,938	406,523	6.5%
Honeymoon	5,284	6,047	-12.6%	19,563	19,348	1.1%
Get Married	1,573	1,621	-3.0%	5,529	5,239	5.5%
Pleasure/Vacation	85,145	84,023	1.3%	414,228	387,954	6.8%
Mtgs/Conventions/Incentive	17,177	13,201	30.1%	66,295	50,461	31.4%
Conventions	11,040	3,577	208.6%	40,124	27,057	48.3%
Corporate Meetings	2,583	3,519	-26.6%	12,610	10,609	18.9%
Incentive	4,197	7,141	-41.2%	16,456	15,485	6.3%
Other Business	5,230	5,517	-5.2%	23,915	24,607	-2.8%
Visit Friends/Rel.	13,322	13,544	-1.6%	62,557	61,214	2.2%
Gov't/Military	3,358	4,515	-25.6%	17,246	19,840	-13.1%
Attend School	222	151	47.0%	1,398	2,180	-35.9%
Sport Events	359	339	5.9%	6,580	2,978	121.0%
TRAVEL STATUS						
% First Timers **	43.8	44.5	-0.7	38.5	38.6	-0.1
% Repeaters **	56.2	55.5	0.7	61.5	61.4	0.1
Average # of Trips	3.76	3.74	0.6%	4.35	4.41	-1.4%
Group Tour	6,555	8,342	-21.4%	34,242	30,310	13.0%
Non-Group	114,097	111,426	2.4%	531,741	497,863	6.8%
Package Trip	32,310	36,940	-12.5%	147,808	137,833	7.2%
No Package	88,342	82,828	6.7%	418,175	390,340	7.1%
Net True Independent	86,207	80,919	6.5%	408,909	382,972	6.8%

** Change represents absolute change in rates rather percentage change in rates.

TABLE 6. TOTAL JAPANESE VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	387,589	472,222	-17.9%	2,149,709	2,160,517	-0.5%
TOTAL VISITORS	63,667	83,230	-23.5%	360,932	375,822	-4.0%
Domestic	405	466	-13.1%	2,115	2,084	1.5%
International	63,262	82,764	-23.6%	358,817	373,738	-4.0%
AVERAGE DAILY CENSUS	12,920	15,741	-17.9%	17,914	18,004	-0.5%
ISLANDS VISITED						
O'ahu	61,799	79,817	-22.6%	346,898	360,062	-3.7%
O'ahu only	53,864	67,127	-19.8%	294,160	302,244	-2.7%
Kaua'i	848	900	-5.8%	6,378	6,199	2.9%
Kaua'i only	59	36	63.9%	1,003	460	118.0%
Maui County	2,995	4,397	-31.9%	18,550	19,098	-2.9%
Maui	2,885	4,387	-34.2%	17,953	18,943	-5.2%
Maui only	322	1,073	-70.0%	3,317	3,578	-7.3%
Moloka'i *	111	48	131.3%	602	348	73.0%
Moloka'i only *	8	0	NA	19	1	1800.0%
Lāna'i *	113	127	-11.0%	949	505	87.9%
Lāna'i only *	16	0	NA	174	12	1350.0%
Big Island	6,938	12,260	-43.4%	48,130	56,102	-14.2%
Kona side	4,715	8,049	-41.4%	30,605	37,589	-18.6%
Hilo side	3,006	5,099	-41.0%	23,348	23,117	1.0%
Big Island only	1,321	2,099	-37.1%	8,606	11,071	-22.3%
Any Neighbor Island	9,803	16,103	-39.1%	66,772	73,578	-9.3%
NI only	1,868	3,413	-45.3%	14,034	15,760	-11.0%
O'ahu & NI	7,935	12,690	-37.5%	52,738	57,818	-8.8%
Any one island only	55,590	70,335	-21.0%	307,279	317,366	-3.2%
Multiple Islands	8,077	12,895	-37.4%	53,653	58,456	-8.2%
Avg. Islands Visited	1.14	1.17	-2.6%	1.17	1.18	-0.9%
Average Length of Stay in Hawai'i	6.09	5.67	7.3%	5.96	5.75	3.6%
ACCOMMODATIONS						
Plan to stay in Hotel	54,978	74,013	-25.7%	315,488	332,409	-5.1%
Hotel only	53,694	72,408	-25.8%	309,011	325,769	-5.1%
Plan to stay in Condo	6,818	7,603	-10.3%	36,757	33,919	8.4%
Condo only	5,854	6,208	-5.7%	31,331	28,506	9.9%
Plan to stay in Timeshare	1,967	2,202	-10.7%	9,967	9,195	8.4%
Timeshare only	1,336	1,771	-24.6%	7,145	6,924	3.2%
Cruise Ship	19	3	533.3%	137	459	-70.2%
Friends/Relatives	1,255	936	34.1%	5,557	5,470	1.6%
Bed & Breakfast	78	142	-45.1%	559	713	-21.6%
Other	20	78	-74.4%	280	434	-35.5%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	54,760	73,186	-25.2%	312,448	332,954	-6.2%
Honeymoon	15,464	16,557	-6.6%	59,186	61,660	-4.0%
Get Married	4,316	4,853	-11.1%	17,474	18,312	-4.6%
Pleasure/Vacation	38,972	56,189	-30.6%	250,631	267,822	-6.4%
Mtgs/Conventions/Incentive	2,004	1,968	1.8%	16,678	9,573	74.2%
Conventions	714	458	56.0%	3,268	3,109	5.1%
Corporate Meetings	446	396	12.7%	2,769	1,421	94.9%
Incentive	842	1,124	-25.1%	11,098	5,197	113.5%
Other Business	593	335	76.9%	2,570	1,830	40.4%
Visit Friends/Rel.	1,408	1,509	-6.7%	7,374	7,127	3.5%
Gov't/Military	2	19	-89.5%	259	247	4.9%
Attend School	89	118	-24.5%	711	734	-3.1%
Sport Events	649	1,485	-56.3%	7,251	7,737	-6.3%
TRAVEL STATUS						
% First Timers **	45.2	42.9	2.3	44.0	43.2	0.8
% Repeaters **	54.8	57.1	-2.3	56.0	56.8	-0.8
Average # of Trips	3.62	3.61	0.2%	3.78	3.67	2.9%
Group Tour	14,610	28,491	-48.7%	113,954	132,962	-14.3%
Non-Group	49,057	54,739	-10.4%	246,979	242,860	1.7%
Package Trip	48,682	62,712	-22.4%	265,295	281,179	-5.6%
No Package	14,985	20,518	-27.0%	95,637	94,643	1.1%
Net True Independent	14,090	17,499	-19.5%	78,582	79,103	-0.7%

** Change represents absolute change in rates rather percentage change in rates.

T A B L E 7. T O T A L C A N A D I A N V I S I T O R S B Y A I R

	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	547,096	433,101	26.3%	3,008,288	2,411,831	24.7%
TOTAL VISITORS	44,482	33,259	33.7%	230,209	182,443	26.2%
Domestic	12,545	8,543	46.8%	92,515	62,146	48.9%
International	31,937	24,716	29.2%	137,694	120,297	14.5%
AVERAGE DAILY CENSUS	18,237	14,437	26.3%	25,069	20,099	24.7%
ISLANDS VISITED						
O'ahu	21,767	16,615	31.0%	105,949	83,905	26.3%
O'ahu only	14,815	10,355	43.1%	69,144	54,996	25.7%
Kaua'i	6,235	5,100	22.3%	32,809	24,854	32.0%
Kaua'i only	2,262	1,801	25.6%	13,413	10,330	29.8%
Maui County	21,333	16,012	33.2%	110,702	89,313	23.9%
Maui	21,184	15,967	32.7%	109,553	88,527	23.8%
Maui only	15,105	10,909	38.5%	78,564	64,050	22.7%
Moloka'i *	234	183	27.9%	2,261	1,564	44.6%
Moloka'i only *	45	2	2150.0%	225	162	38.9%
Lāna'i *	574	462	24.2%	2,330	1,854	25.7%
Lāna'i only *	7	25	-72.0%	94	92	2.2%
Big Island	8,256	6,549	26.1%	45,519	34,471	32.1%
Kona side	7,629	6,019	26.7%	41,676	31,323	33.1%
Hilo side	3,486	2,764	26.1%	16,053	12,947	24.0%
Big Island only	3,550	2,635	34.7%	22,381	16,499	35.7%
Any Neighbor Island	29,667	22,904	29.5%	161,065	127,447	26.4%
NI only	22,715	16,644	36.5%	124,260	98,538	26.1%
O'ahu & NI	6,952	6,260	11.1%	36,805	28,909	27.3%
Any one island only	35,784	25,727	39.1%	183,821	146,129	25.8%
Multiple Islands	8,698	7,532	15.5%	46,388	36,314	27.7%
Avg. Islands Visited	1.31	1.35	-2.9%	1.30	1.29	0.6%
Average Length of Stay in Hawai'i	12.30	13.02	-5.6%	13.07	13.22	-1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	21,629	17,016	27.1%	113,664	90,900	25.0%
Hotel only	16,180	12,607	28.3%	87,567	70,151	24.8%
Plan to stay in Condo	17,127	12,774	34.1%	88,548	68,803	28.7%
Condo only	13,894	10,242	35.7%	71,610	55,562	28.9%
Plan to stay in Timeshare	4,749	3,963	19.8%	22,649	20,870	8.5%
Timeshare only	3,401	2,482	37.0%	16,092	14,257	12.9%
Cruise Ship	2,005	1,321	51.8%	6,148	4,564	34.7%
Friends/Relatives	1,490	1,241	20.1%	9,310	8,389	11.0%
Bed & Breakfast	615	395	55.7%	3,221	2,255	42.8%
Other	460	209	120.1%	2,112	1,512	39.7%

* Sample sizes for Moloka'i and Lāna'i are relatively small.

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	APRIL			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	40,954	31,532	29.9%	214,576	171,425	25.2%
Honeymoon	641	460	39.3%	3,683	2,832	30.0%
Get Married	305	493	-38.1%	1,318	1,522	-13.4%
Pleasure/Vacation	40,298	30,795	30.9%	211,063	168,120	25.5%
Mtgs/Conventions/Incentive	2,269	856	165.1%	12,432	7,354	69.1%
Conventions	1,389	350	296.9%	9,280	4,903	89.3%
Corporate Meetings	355	173	105.2%	1,687	1,063	58.7%
Incentive	629	410	53.4%	2,005	1,849	8.4%
Other Business	333	218	52.8%	1,535	1,199	28.0%
Visit Friends/Rel.	1,278	983	30.0%	8,070	6,687	20.7%
Gov't/Military	12	19	-36.8%	289	231	25.1%
Attend School	84	59	42.4%	250	199	25.6%
Sport Events	69	63	9.5%	920	938	-1.9%
TRAVEL STATUS						
% First Timers **	36.9	38.9	-2.1	34.6	33.9	0.7
% Repeaters **	63.1	61.1	2.1	65.4	66.1	-0.7
Average # of Trips	3.88	3.89	-0.3%	4.11	4.14	-0.7%
Group Tour	912	682	33.7%	6,481	4,504	43.9%
Non-Group	43,570	32,577	33.7%	223,728	177,939	25.7%
Package Trip	11,298	9,597	17.7%	60,721	51,294	18.4%
No Package	33,184	23,662	40.2%	169,488	131,149	29.2%
Net True Independent	32,953	23,469	40.4%	168,021	129,896	29.4%

** Change represents absolute change in rates rather percentage change in rates.

April 2011 Arrivals at a Glance

CATEGORY AND MMA	April 2011	April 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	920.7	765.8	20.2	4,094.8	3,476.8	17.8
Total by air	916.3	760.2	20.5	4,080.0	3,468.0	17.6
U.S. West	354.8	296.8	19.5	1,324.1	1,170.0	13.2
U.S. East	210.4	178.7	17.7	1,098.8	919.3	19.5
Japan	105.3	121.6	-13.4	603.6	550.6	9.6
Canada	79.6	60.2	32.2	463.1	343.1	35.0
All Others	166.3	102.9	61.6	590.4	485.0	21.7
Visitor arrivals by cruise ships	4.4	5.6	-21.1	14.8	8.8	68.7
TOTAL VISITOR DAYS	5,241,493	4,813,155	8.9	23,223,272	20,931,423	10.9
Total by air	5,164,618	4,703,744	9.8	22,914,481	20,730,634	10.5
U.S. West	2,409,161	2,186,987	10.2	9,034,365	8,318,945	8.6
U.S. East	1,153,441	1,135,403	1.6	6,088,191	5,595,470	8.8
Japan	387,349	472,222	-18.0	2,149,468	2,160,517	-0.5
Canada	547,096	433,101	26.3	3,008,288	2,411,831	24.7
All Others	667,570	476,031	40.2	2,634,169	2,243,872	17.4
Visitor arrivals by cruise ships	76,875	109,412	-29.7	308,790	200,789	53.8
VISITOR ARRIVALS	581,324	552,059	5.3	2,405,194	2,207,734	8.9
Total by air	567,574	536,194	5.9	2,348,032	2,174,261	8.0
U.S. West	269,790	245,203	10.0	937,183	858,966	9.1
U.S. East	120,652	119,768	0.7	565,983	528,173	7.2
Japan	63,667	83,230	-23.5	360,932	375,822	-4.0
Canada	44,482	33,259	33.7	230,209	182,443	26.2
All Others	68,983	54,734	26.0	253,725	228,857	10.9
Visitor arrivals by cruise ships	13,750	15,865	-13.3	57,162	33,473	70.8
AVERAGE LENGTH OF STAY	9.02	8.72	3.4	9.66	9.48	1.8
Total by air	9.10	8.77	3.7	9.76	9.53	2.4
U.S. West	8.93	8.92	0.1	9.64	9.68	-0.5
U.S. East	9.56	9.48	0.8	10.76	10.59	1.5
Japan	6.08	5.67	7.2	5.96	5.75	3.6
Canada	12.30	13.02	-5.6	13.07	13.22	-1.1
All Others	9.68	8.70	11.3	10.38	9.80	5.9
Visitor arrivals by cruise ships	5.6	6.90	-18.9	5.40	6.00	-9.9
PER PERSON PER DAY SPENDING (\$)	175.7	159.1	10.4	176.3	166.1	6.2
Total by air	177.4	161.6	9.8	178.1	167.3	6.4
U.S. West	147.3	135.7	8.5	146.6	140.6	4.2
U.S. East	182.4	157.4	15.9	180.5	164.3	9.9
Japan	271.9	257.6	5.6	280.8	254.9	10.2
Canada	145.5	139.0	4.7	153.9	142.3	8.2
All Others	249.1	216.2	15.2	224.1	216.1	3.7
Visitor arrivals by cruise ships	57.0	50.7	12.3	47.8	43.6	9.7
PER PERSON PER TRIP SPENDING (\$)	1,583.8	1,387.1	14.2	1,702.5	1,574.8	8.1
Total by air	1,614.4	1,417.8	13.9	1,737.6	1,595.0	8.9
U.S. West	1,314.9	1,210.4	8.6	1,412.9	1,362.1	3.7
U.S. East	1,743.6	1,492.3	16.8	1,941.4	1,740.5	11.5
Japan	1,654.4	1,461.3	13.2	1,672.4	1,465.1	14.1
Canada	1,789.2	1,809.5	-1.1	2,011.5	1,880.6	7.0
All Others	2,410.1	1,879.9	28.2	2,326.9	2,119.3	9.8
Visitor arrivals by cruise ships	318.5	350.0	-9.0	258.4	261.6	-1.2

Source: Hawai'i Tourism Authority

2011 Arrivals at a Glance by Month

2011	MMA	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	
	U.S. West	\$355.0	\$302.9	\$311.5	\$354.8	
	U.S. East	\$341.5	\$284.2	\$262.7	\$210.4	
	U.S. East	\$177.8	\$171.4	\$149.0	\$105.4	
	Canada	\$135.1	\$124.6	\$123.7	\$79.6	
	All Others	\$168.7	\$126.1	\$129.3	\$166.2	
	Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4	\$4.4	
Visitor days	TOTAL VISITOR DAYS	6,437,283	5,664,284	5,880,212	5,241,493	
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	
	U.S. West	2,368,420	2,054,634	2,202,149	2,409,161	
	U.S. East	1,844,011	1,542,015	1,548,724	1,153,441	
	Japan	617,286	597,948	546,885	387,589	
	Canada	842,362	769,106	849,723	547,096	
	All Others	703,859	616,299	646,442	667,330	
	Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	
Visitor arrivals	VISITOR ARRIVALS	597,487	593,018	633,365	581,324	
	Total by air	586,271	578,634	615,553	567,574	
	U.S. West	215,794	213,689	237,910	269,790	
	U.S. East	144,153	141,737	159,441	120,652	
	Japan	104,580	102,906	89,779	63,667	
	Canada	58,773	58,598	68,356	44,482	
	All Others	62,971	61,704	60,067	68,983	
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	
length of stay	AVERAGE LENGTH OF STAY	10.77	9.55	9.28	9.02	
	Total by air	10.88	9.64	9.41	9.10	
	U.S. West	10.98	9.62	9.26	8.93	
	U.S. East	12.79	10.88	9.71	9.56	
	Japan	5.90	5.81	6.09	6.09	
	Canada	14.33	13.13	12.43	12.30	
	All Others	11.18	9.99	10.76	9.67	
	Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	
PPPD spending	PER PERSON PER DAY SPENDING (\$)	\$183.4	\$178.9	\$166.8	\$175.7	
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	
	U.S. West	\$149.9	\$147.4	\$141.5	\$147.3	
	U.S. East	\$185.2	\$184.3	\$169.6	\$182.4	
	Japan	\$288.1	\$286.7	\$272.5	\$271.9	
	Canada	\$160.4	\$162.0	\$145.6	\$145.5	
	All Others	\$239.7	\$204.6	\$200.0	\$249.1	
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	
PPPT spending	PER PERSON PER TRIP SPENDING (\$)	\$1,976.0	\$1,708.5	\$1,548.4	\$1,583.8	
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	
	U.S. West	\$1,645.1	\$1,417.3	\$1,309.3	\$1,314.9	
	U.S. East	\$2,368.8	\$2,005.1	\$1,647.9	\$1,743.6	
	Japan	\$1,700.5	\$1,666.1	\$1,659.8	\$1,655.4	
	Canada	\$2,298.9	\$2,126.6	\$1,810.3	\$1,789.2	
	All Others	\$2,679.7	\$2,043.4	\$2,152.8	\$2,409.3	
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	

YTD THROUGH APR	MMA	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	
	U.S. West	\$355.0	\$657.9	\$969.4	\$1,324.1	
	U.S. East	\$341.5	\$625.7	\$888.4	\$1,098.8	
	Japan	\$177.8	\$349.3	\$498.3	\$603.7	
	Canada	\$135.1	\$259.7	\$383.5	\$463.1	
	All Others	\$168.7	\$294.8	\$424.1	\$590.3	
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	
Visitor days	TOTAL VISITOR DAYS	6,437,283	12,101,566	17,981,779	23,223,272	
	Total by air	6,375,938	11,955,940	17,749,863	22,914,481	
	U.S. West	2,368,420	4,423,054	6,625,203	9,034,365	
	U.S. East	1,844,011	3,386,026	4,934,750	6,088,191	
	Japan	617,286	1,215,235	1,762,119	2,149,708	
	Canada	842,362	1,611,469	2,461,191	3,008,288	
	All Others	703,859	1,320,157	1,966,600	2,633,930	
	Visitor arrivals by cruise ships	61,345	145,626	231,915	308,790	
Visitor arrivals	VISITOR ARRIVALS	597,487	1,190,506	1,823,870	2,405,194	
	Total by air	586,271	1,164,905	1,780,458	2,348,032	
	U.S. West	215,794	429,483	667,393	937,183	
	U.S. East	144,153	285,890	445,331	565,983	
	Japan	104,580	207,486	297,265	360,932	
	Canada	58,773	117,371	185,727	230,209	
	All Others	62,971	124,675	184,742	253,725	
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	
length of stay	AVERAGE LENGTH OF STAY	10.77	10.17	9.86	9.66	
	Total by air	10.88	10.26	9.97	9.76	
	U.S. West	10.98	10.30	9.93	9.64	
	U.S. East	12.79	11.84	11.08	10.76	
	Japan	5.90	5.86	5.93	5.96	
	Canada	14.33	13.73	13.25	13.07	
	All Others	11.18	10.59	10.65	10.38	
	Visitor arrivals by cruise ships	5.47	5.69	5.34	5.40	
PPPD spending	PER PERSON PER DAY SPENDING (\$)	\$183.4	\$181.3	\$176.5	\$176.3	
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	
	U.S. West	\$149.9	\$148.7	\$146.3	\$146.6	
	U.S. East	\$185.2	\$184.8	\$180.0	\$180.5	
	Japan	\$288.1	\$287.4	\$282.8	\$280.8	
	Canada	\$160.4	\$161.2	\$155.8	\$153.9	
	All Others	\$239.7	\$223.3	\$215.7	\$224.1	
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	
PPPT spending	PER PERSON PER TRIP SPENDING (\$)	\$1,976.0	\$1,842.7	\$1,740.5	\$1,702.5	
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	
	U.S. West	\$1,645.1	\$1,531.8	\$1,452.5	\$1,412.9	
	U.S. East	\$2,368.8	\$2,188.5	\$1,995.0	\$1,941.4	
	Japan	\$1,700.5	\$1,683.4	\$1,676.3	\$1,672.6	
	Canada	\$2,298.9	\$2,212.9	\$2,064.7	\$2,011.5	
	All Others	\$2,679.7	\$2,364.8	\$2,295.8	\$2,326.7	
	Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6	\$258.4	

April 2011 Island Highlights

CATEGORY AND ISLAND	April 2011	April 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	920.7	765.8	20.2	4,094.8	3,476.8	17.8
Total by air	916.3	760.2	20.5	4,080.0	3,468.0	17.6
O'ahu	448.5	371.6	20.7	1,946.6	1,655.1	17.6
Maui	247.3	202.1	22.4	1,133.9	976.1	16.2
Moloka'i	1.0	1.1	-13.2	10.0	9.0	10.8
Lāna'i	6.2	6.7	-7.4	31.1	21.7	43.5
Kaua'i	99.0	75.8	30.5	399.0	340.1	17.3
Hawai'i Island	114.3	102.9	11.1	559.4	465.9	20.1
Visitor arrivals by cruise ships	4.4	5.6	-21.1	14.8	8.8	68.7
TOTAL VISITOR DAYS	5,241,493	4,813,155	8.9	23,223,272	20,931,423	10.9
Total by air	5,164,618	4,703,744	9.8	22,914,481	20,730,634	10.5
O'ahu	2,396,951	2,227,555	7.6	10,502,675	9,595,384	9.5
Maui	1,378,664	1,226,286	12.4	6,164,995	5,584,677	10.4
Moloka'i	15,759	12,878	22.4	97,571	89,456	9.1
Lāna'i	21,165	20,509	3.2	96,000	81,547	17.7
Kaua'i	602,866	538,306	12.0	2,486,931	2,276,437	9.2
Hawai'i Island	749,213	678,211	10.5	3,566,308	3,103,134	14.9
Visitor arrivals by cruise ships	76,875	109,412	-29.7	308,790	200,789	53.8
VISITOR ARRIVALS	581,324	552,059	5.3	2,405,194	2,207,734	8.9
Total by air	707,975	669,982	5.7	2,951,569	2,727,891	8.2
O'ahu	328,827	322,126	2.1	1,396,359	1,311,734	6.5
Maui	178,814	161,140	11.0	730,309	664,256	9.9
Moloka'i	4,640	3,500	32.6	21,553	16,354	31.8
Lāna'i	6,701	5,403	24.0	28,057	21,791	28.8
Kaua'i	84,314	75,509	11.7	319,158	296,109	7.8
Hawai'i Island	104,679	102,304	2.3	456,133	417,647	9.2
Visitor arrivals by cruise ships	13,750	15,865	-13.3	57,162	33,473	70.8
AVERAGE LENGTH OF STAY	9.02	8.72	3.4	9.66	9.48	1.8
Total by air	9.10	8.77	3.7	9.76	9.53	2.4
O'ahu	7.29	6.92	5.4	7.52	7.32	2.8
Maui	7.71	7.61	1.3	8.44	8.41	0.4
Moloka'i	3.40	3.68	-7.7	4.53	5.47	-17.2
Lāna'i	3.16	3.80	-16.8	3.42	3.74	-8.6
Kaua'i	7.15	7.13	0.3	7.79	7.69	1.4
Hawai'i Island	7.16	6.63	8.0	7.82	7.43	5.2
Visitor arrivals by cruise ships	5.6	6.90	-18.9	5.40	6.00	-9.9
PER PERSON PER DAY SPENDING (\$)	175.7	159.1	10.4	176.3	166.1	6.2
Total by air	177.4	161.6	9.8	178.1	167.3	6.4
O'ahu	187.1	166.8	12.2	185.3	172.5	7.5
Maui	179.4	164.8	8.9	183.9	174.8	5.2
Moloka'i	61.5	86.8	-29.1	102.5	100.9	1.6
Lāna'i	293.3	327.0	-10.3	323.9	265.6	21.9
Kaua'i	164.2	140.9	16.5	160.4	149.4	7.4
Hawai'i Island	152.6	151.7	0.6	156.9	150.2	4.5
Visitor arrivals by cruise ships	57.0	50.7	12.3	47.8	43.6	9.7
PER PERSON PER TRIP SPENDING (\$)	1,583.8	1,387.1	14.2	1,702.5	1,574.8	8.1
Total by air	1,614.4	1,417.8	13.9	1,737.6	1,595.0	8.9
O'ahu	1,363.8	1,153.6	18.2	1,394.1	1,261.8	10.5
Maui	1,383.2	1,254.1	10.3	1,552.6	1,469.5	5.7
Moloka'i	209.0	319.2	-34.5	464.0	552.0	-15.9
Lāna'i	926.4	1,241.3	-25.4	1,108.1	994.0	11.5
Kaua'i	1,174.1	1,004.5	16.9	1,250.2	1,148.7	8.8
Hawai'i Island	1,092.2	1,005.5	8.6	1,226.4	1,115.6	9.9
Visitor arrivals by cruise ships	318.5	350.0	-9.0	258.4	261.6	-1.2

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2011

2011	ISLAND	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$916.3
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$916.3
	O'ahu	\$549.6	\$486.6	\$462.0	\$448.5	\$448.5
	Maui	\$323.8	\$279.5	\$283.2	\$247.3	\$247.3
	Moloka'i	\$3.3	\$2.8	\$2.9	\$1.0	\$1.0
	Lāna'i	\$8.3	\$7.5	\$9.1	\$6.2	\$6.2
	Kaua'i	\$113.7	\$98.1	\$88.3	\$99.0	\$99.0
	Hawai'i Island	\$179.5	\$134.7	\$130.8	\$114.3	\$114.3
Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4	\$4.4	\$4.4	
Visitor days	TOTAL VISITOR	6,437,283	5,664,284	5,880,212	5,241,493	5,241,493
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	5,164,618
	O'ahu	2,921,468	2,529,916	2,654,340	2,396,951	2,396,951
	Maui	1,649,674	1,517,842	1,618,815	1,378,664	1,378,664
	Moloka'i	33,285	23,394	25,133	15,759	15,759
	Lāna'i	24,181	23,862	26,792	21,165	21,165
	Kaua'i	672,612	607,179	604,274	602,866	602,866
	Hawai'i Island	1,074,717	877,809	864,569	749,213	749,213
Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	76,875	
Visitor arrivals	VISITOR ARRIVALS	597,487	593,018	633,365	581,324	581,324
	Total by air	586,271	578,634	778,420	707,975	707,975
	O'ahu	359,847	349,056	358,629	328,827	328,827
	Maui	173,644	176,249	201,602	178,814	178,814
	Moloka'i	4,791	4,544	7,578	4,640	4,640
	Lāna'i	5,787	6,102	9,467	6,701	6,701
	Kaua'i	75,807	76,983	82,054	84,314	84,314
	Hawai'i Island	115,355	117,009	119,090	104,679	104,679
Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	13,750	
Length of stay	AVERAGE LENGTH OF STAY	10.77	9.55	9.28	9.02	9.02
	Total by air	10.88	9.64	9.41	9.10	9.10
	O'ahu	8.12	7.25	7.40	7.29	7.29
	Maui	9.50	8.61	8.03	7.71	7.71
	Moloka'i	6.95	5.15	3.32	3.40	3.40
	Lāna'i	4.18	3.91	2.83	3.16	3.16
	Kaua'i	8.87	7.89	7.36	7.15	7.15
	Hawai'i Island	9.32	7.50	7.26	7.16	7.16
Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	5.59	
PPPD spending	PER PERSON	\$183.4	\$178.9	\$166.8	\$175.7	\$175.7
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$177.4
	O'ahu	\$188.1	\$192.3	\$174.1	\$187.1	\$187.1
	Maui	\$196.3	\$184.1	\$174.9	\$179.4	\$179.4
	Moloka'i	\$99.3	\$121.7	\$114.5	\$61.5	\$61.5
	Lāna'i	\$341.3	\$314.0	\$341.0	\$293.3	\$293.3
	Kaua'i	\$169.0	\$161.5	\$146.1	\$164.2	\$164.2
	Hawai'i Island	\$167.0	\$153.5	\$151.3	\$152.6	\$152.6
Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$57.0	
PPPT spending	PER PERSON	\$1,976.0	\$1,708.5	\$1,548.4	\$1,583.8	\$1,583.8
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,614.4
	O'ahu	\$1,527.2	\$1,394.0	\$1,288.3	\$1,363.8	\$1,363.8
	Maui	\$1,865.0	\$1,585.9	\$1,404.7	\$1,383.2	\$1,383.2
	Moloka'i	\$690.0	\$626.4	\$379.7	\$209.0	\$209.0
	Lāna'i	\$1,426.2	\$1,228.0	\$965.2	\$926.4	\$926.4
	Kaua'i	\$1,499.6	\$1,274.1	\$1,075.6	\$1,174.1	\$1,174.1
	Hawai'i Island	\$1,556.3	\$1,151.4	\$1,098.6	\$1,092.2	\$1,092.2
Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	\$318.5	

YTD THROUGH APR	ISLAND	Jan	Feb	Mar	Apr	May
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	
	O'ahu	\$549.6	\$1,036.1	\$1,498.2	\$1,946.6	
	Maui	\$323.8	\$603.3	\$886.5	\$1,133.9	
	Moloka'i	\$3.3	\$6.2	\$9.0	\$10.0	
	Lāna'i	\$8.3	\$15.7	\$24.9	\$31.1	
	Kaua'i	\$113.7	\$211.8	\$300.0	\$399.0	
	Hawai'i Island	\$179.5	\$314.3	\$445.1	\$559.4	
Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8		
Visitor days	TOTAL VISITOR	6,437,283	12,101,566	17,981,779	23,223,272	
	Total by air	6,375,938	11,955,940	17,749,863	22,914,481	
	O'ahu	2,921,468	5,451,384	8,105,724	10,502,675	
	Maui	1,649,674	3,167,516	4,786,332	6,164,995	
	Moloka'i	33,285	56,679	81,812	97,571	
	Lāna'i	24,181	48,043	74,835	96,000	
	Kaua'i	672,612	1,279,791	1,884,065	2,486,931	
	Hawai'i Island	1,074,717	1,952,527	2,817,095	3,566,308	
Visitor arrivals by cruise ships	61,345	145,626	231,915	308,790		
Visitor arrivals	VISITOR ARRIV	597,487	1,190,506	1,823,870	2,405,194	
	Total by air	586,271	1,164,905	2,243,594	2,951,569	
	O'ahu	359,847	708,903	1,067,532	1,396,359	
	Maui	173,644	349,893	551,495	730,309	
	Moloka'i	4,791	9,335	16,913	21,553	
	Lāna'i	5,787	11,889	21,356	28,057	
	Kaua'i	75,807	152,790	234,844	319,158	
	Hawai'i Island	115,355	232,364	351,454	456,133	
Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162		
Length of stay	AVERAGE LEN	10.77	10.17	9.86	9.66	
	Total by air	10.88	10.26	9.97	9.76	
	O'ahu	8.12	7.69	7.59	7.52	
	Maui	9.50	9.05	8.68	8.44	
	Moloka'i	6.95	6.07	4.84	4.53	
	Lāna'i	4.18	4.04	3.50	3.42	
	Kaua'i	8.87	8.38	8.02	7.79	
	Hawai'i Island	9.32	8.40	8.02	7.82	
Visitor arrivals by cruise ships	5.47	5.69	5.34	5.40		
PPPD spending	PER PERSON	\$183.4	\$181.3	\$176.5	\$176.3	
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	
	O'ahu	\$188.1	\$190.1	\$184.8	\$185.3	
	Maui	\$196.3	\$190.5	\$185.2	\$183.9	
	Moloka'i	\$99.3	\$108.5	\$110.4	\$102.5	
	Lāna'i	\$341.3	\$327.8	\$332.5	\$323.9	
	Kaua'i	\$169.0	\$165.5	\$159.2	\$160.4	
	Hawai'i Island	\$167.0	\$160.9	\$158.0	\$156.9	
Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8		
PPPT spending	PER PERSON	\$1,976.0	\$1,842.7	\$1,740.5	\$1,702.5	
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	
	O'ahu	\$1,527.2	\$1,461.6	\$1,403.4	\$1,394.1	
	Maui	\$1,865.0	\$1,724.4	\$1,607.5	\$1,552.6	
	Moloka'i	\$690.0	\$659.1	\$533.9	\$464.0	
	Lāna'i	\$1,426.2	\$1,324.4	\$1,165.2	\$1,108.1	
	Kaua'i	\$1,499.6	\$1,386.0	\$1,277.5	\$1,250.2	
	Hawai'i Island	\$1,556.3	\$1,352.4	\$1,266.4	\$1,226.4	
Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6	\$258.4		

Table 8. VISITORS BY CRUISE SHIPS

	April			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	243,153	260,292	-6.6%	918,017	872,603	5.2%
TOTAL VISITORS	26,321	26,892	-2.1%	99,562	89,438	11.3%
ARRIVED BY SHIP	13,750	15,865	-13.3%	57,162	49,338	15.9%
ARRIVED BY AIR	12,571	11,027	14.0%	42,399	40,100	5.7%
NUMBER OF SHIP ARRIVALS	8	7	14.3%	34	29	17.2%
ISLANDS VISITED						
O'ahu	26,321	26,892	-2.1%	99,562	87,937	13.2%
Kaua'i	23,861	23,285	2.5%	90,891	78,546	15.7%
Maui County	25,702	26,892	-4.4%	95,195	86,806	9.7%
Maui	25,702	26,892	-4.4%	95,195	86,806	9.7%
Moloka'i	293	633	-53.8%	1,207	1,399	-13.7%
Lāna'i	386	906	-57.4%	1,963	2,361	-16.9%
Hawai'i Island	26,321	26,892	-2.1%	94,277	86,581	8.9%
Average Islands Visited	3.9	3.9	-0.4%	3.8	3.8	0.2%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.53	2.93	-13.5%	2.87	3.03	-5.1%
Days in Hawai'i during Cruise	5.67	5.60	1.2%	5.13	5.38	-4.7%
Days in Hawai'i after Cruise	1.03	1.15	-10.1%	1.22	1.34	-9.4%
Total days in Hawai'i	9.24	9.68	-4.6%	9.22	9.76	-5.5%
ACCOMMODATIONS						
Hotel	11,764	10,861	8.3%	43,990	39,695	10.8%
Hotel only	10,503	9,167	14.6%	38,639	34,673	11.4%
Condo	960	1,406	-31.7%	4,073	4,364	-6.7%
Condo only	409	314	30.3%	1,400	1,483	-5.6%
Timeshare	777	1,161	-33.0%	3,282	3,248	1.0%
Timeshare Only	323	312	3.5%	1,325	1,194	10.9%
Bed & Breakfast	152	390	-61.0%	434	706	-38.5%
Bed & Breakfast only	46	29	56.1%	133	62	116.1%
Friends & relatives	639	761	-16.0%	2,274	2,257	0.8%
Other accommodation	369	771	-52.2%	1,488	1,600	-7.0%
Accommodation (NET)	13,153	12,282	7.1%	48,967	44,568	9.9%
Cruise only	13,168	14,609	-9.9%	50,595	44,870	12.8%
TRAVEL STATUS						
% First timers	47.6	39.2	8.37	41.7	39.8	1.95
% Repeat visitors	52.4	60.8	-8.37	58.3	60.2	-1.95

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

April 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	776,561	2.4%	528,943	1.0%	153,977	11.4%	49,833	-15.5%	0	NA	43,808	16.0%
Scheduled Seats	768,970	2.3%	521,352	0.9%	153,977	11.4%	49,833	-15.5%	0	NA	43,808	16.0%
Charter seats	7,591	10.5%	7,591	10.5%								
Domestic Seats	549,632	0.7%	328,008	-2.7%	131,554	8.1%	47,594	-5.4%	0	NA	42,476	16.5%
Scheduled Seats	543,836	0.8%	322,212	-2.7%	131,554	8.1%	47,594	-5.4%	0	NA	42,476	16.5%
...US West	481,154	3.0%	269,412	0.3%	121,672	9.2%	47,594	-5.4%	0	NA	42,476	16.5%
...US East	62,682	-13.8%	52,800	-15.5%	9,882	-3.8%						
Charter seats	5,796	-4.5%	5,796	-4.5%								
International Seats	226,929	6.7%	200,935	7.9%	22,423	36.4%	2,239	-74.1%			1,332	NA
Scheduled Seats	225,134	6.3%	199,140	7.4%	22,423	36.4%	2,239	-74.1%			1,332	NA
...Japan	120,018	-7.7%	120,018	-3.0%			0	-100.0%				
...Canada	42,607	15.1%	16,613	-1.7%	22,423	36.4%	2,239	-4.2%			1,332	NA
...Other Asia	21,748	144.9%	21,748	144.9%								
...Aus./N. Zealand	18,291	36.0%	18,291	36.0%								
...Other	22,470	0.2%	22,470	0.2%								
Charter Seats	1,795	124.4%	1,795	124.4%								
<hr/>												
YTD Through Apr 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	3,130,908	3.9%	2,177,634	3.1%	591,558	10.4%	212,228	-6.2%	0	NA	149,488	6.1%
Scheduled Seats	3,095,658	3.9%	2,142,384	3.2%	591,558	10.4%	212,228	-6.2%	0	NA	149,488	6.1%
Charter seats	35,250	-2.0%	35,250	-2.0%								
Domestic Seats	2,188,681	3.3%	1,332,048	0.5%	508,927	9.3%	203,398	6.1%	0	NA	144,308	6.7%
Scheduled Seats	2,165,773	3.5%	1,309,140	0.7%	508,927	9.3%	203,398	6.1%	0	NA	144,308	6.7%
...US West	1,905,443	7.1%	1,085,782	5.1%	471,955	12.5%	203,398	6.1%	0	NA	144,308	6.7%
...US East	260,330	-17.0%	223,358	-16.6%	36,972	-19.6%						
Charter seats	22,908	-9.8%	22,908	-9.8%								
International Seats	942,227	5.1%	845,586	7.6%	82,631	17.2%	8,830	-74.5%			5,180	-8.2%
Scheduled Seats	929,885	5.0%	833,244	7.5%	82,631	17.2%	8,830	-74.5%			5,180	-8.2%
...Japan	532,278	-0.7%	532,278	4.2%			0	-100.0%				
...Canada	161,680	4.7%	65,039	-5.8%	82,631	17.2%	8,830	-4.3%			5,180	-8.2%
...Other Asia	82,063	64.8%	82,063	64.8%								
...Aus./N. Zealand	63,173	18.4%	63,173	18.4%								
...Other	90,691	-1.6%	90,691	-1.6%								
Charter Seats	12,342	16.7%	12,342	16.7%								

Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

April	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
Total Seats	776,561	2.4%	528,943	1.0%	153,977	11.4%	49,833	-15.5%	43,808	16.0%
Scheduled Seats	768,970	2.3%	521,352	0.9%	153,977	11.4%	49,833	-15.5%	43,808	16.0%
Charter seats	7,591	10.5%	7,591	10.5%						
Domestic Seats	549,632	0.7%	328,008	-2.7%	131,554	8.1%	47,594	-5.4%	42,476	16.5%
Scheduled Seats	543,836	0.8%	322,212	-2.7%	131,554	8.1%	47,594	-5.4%	42,476	16.5%
Charter seats	5,796	-4.5%	5,796	-4.5%						
US West	481,154	3.0%	269,412	0.3%	121,672	9.2%	47,594	-5.4%	42,476	16.5%
...Anchorage	4,588	-8.7%	4,440	-5.7%	148	-52.9%				
...Bellingham	4,440	NA	4,440	NA						
...Denver	16,704	43.5%	8,230	2.3%	6,344	225.0%	1,220	33.5%	910	25.0%
...Las Vegas	21,312	8.4%	19,296	-1.8%	2,016	NA				
...Los Angeles	164,774	-6.7%	85,902	-4.5%	40,870	-10.0%	17,682	-17.4%	20,320	2.8%
...Oakland	14,664	19.5%	7,560	0.0%	2,664	-0.2%	1,776	-13.0%	2,664	NA
...Orange County	5,456	-8.3%	3,720	0.0%	1,736	-22.2%				
...Phoenix	40,240	2.6%	18,960	7.8%	9,880	-1.6%	5,700	-1.6%	5,700	-1.6%
...Portland	24,888	1.2%	12,000	-2.6%	12,000	-2.2%	888	NA		
...Sacramento	12,000	-2.2%	7,560	0.0%	4,440	-5.7%				
...Salt Lake City	6,480	0.0%	6,480	0.0%						
...San Diego	12,000	58.7%	7,560	0.0%	4,440	NA				
...San Francisco	89,856	3.8%	51,788	1.7%	18,918	8.8%	12,780	0.0%	6,370	16.7%
...San Jose	13,776	14.6%	7,560	3.4%	1,776	-13.0%	2,664	-0.2%	1,776	NA
...Seattle	49,976	5.9%	23,916	-5.6%	16,440	32.3%	4,884	3.7%	4,736	0.6%
US East	62,682	-13.8%	52,800	-15.5%	9,882	-3.8%				
...Atlanta	8,940	11.2%	8,940	11.2%						
...Charlotte	0	-100.0%	0	-100.0%						
...Chicago	20,322	24.8%	17,190	25.8%	3,132	19.4%				
...Dallas	20,250	-4.3%	13,500	0.0%	6,750	-11.8%				
...Houston	6,820	-19.8%	6,820	-19.8%						
...Minneapolis	0	-100.0%	0	-100.0%						
...Newark	6,350	-3.1%	6,350	-3.1%						

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

April	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
International Seats	226,929	6.7%	200,935	7.9%	22,423	36.4%	2,239	-74.1%	1,332	NA
Scheduled Seats	225,134	6.3%	199,140	7.4%	22,423	36.4%	2,239	-74.1%	1,332	NA
Charter Seats	1,795	124.4%	1,795	124.4%						
Japan	120,018	-7.7%	120,018	-3.0%	0	NA	0	-100.0%	0	NA
...Nagoya	7,351	-41.7%	7,351	-41.7%						
...Osaka	15,568	-26.7%	15,568	-26.7%						
...Tokyo-HND	23,880	NA	23,880	NA						
...Tokyo-NRT	73,219	-23.9%	73,219	-18.6%						
Canada	42,607	15.1%	16,613	-1.7%	22,423	36.4%	2,239	-4.2%	1,332	0.3%
...Calgary	9,428	146.1%	2,783	53.8%	6,645	228.8%				
...Edmonton	1,752	157.6%	0	NA	1,752	157.6%				
...Vancouver	30,883	-3.3%	13,286	-8.6%	14,026	2.1%	2,239	-4.2%	1,332	0.3%
...Victoria	544	0.0%	544	0.0%						
Other Asia	21,748	144.9%	21,748	144.9%	0	NA	0	NA	0	NA
...Seoul	21,748	144.9%	21,748	144.9%						
Oceania	18,291	36.0%	18,291	36.0%	0	NA	0	NA	0	NA
...Auckland	2,043	0.0%	2,043	0.0%						
...Sydney	16,248	42.5%	16,248	42.5%						
Other	21,926	-2.2%	22,470	0.2%	0	NA	0	NA	0	NA
...Apia	740	-8.6%	740	-8.6%						
...Christmas	544	NA	544	NA						
...Guam	6,400	-0.4%	6,400	-0.4%						
...Majuro	2,826	38.5%	2,826	38.5%						
...Manila	7,716	0.0%	7,716	0.0%						
...Nadi	1,220	-35.9%	1,220	-35.9%						
...Pago Pago	2,016	-11.1%	2,016	-11.1%						
...Papeete	1,008	-20.0%	1,008	-20.0%						

Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

Note: 2010 Charter seat statistics were revised; and March 2011 U.S. West scheduled seats for Orange County, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco and San Jose were corrected. Revised March 2011 Excel File can be viewed at <http://www.hawaiiourismauthority.org>

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

Year thru Apr	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
Total Seats	3,130,908	3.9%	2,177,634	3.1%	591,558	10.4%	212,228	-6.2%	149,488	6.1%
Scheduled Seats	3,095,658	3.9%	2,142,384	3.2%	591,558	10.4%	212,228	-6.2%	149,488	6.1%
Charter seats	35,250	-2.0%	35,250	-2.0%						
Domestic Seats	2,188,681	3.3%	1,332,048	0.5%	508,927	9.3%	203,398	6.1%	144,308	6.7%
Scheduled Seats	2,165,773	3.5%	1,309,140	0.7%	508,927	9.3%	203,398	6.1%	144,308	6.7%
Charter seats	22,908	-9.8%	22,908	-9.8%						
US West	1,905,443	7.1%	1,085,782	5.1%	471,955	12.5%	203,398	6.1%	144,308	6.7%
...Anchorage	23,680	-5.7%	17,760	-5.7%	5,920	-5.7%				
...Bellingham	16,872	NA	16,872	NA						
...Denver	59,256	7.6%	32,556	0.6%	19,032	18.2%	4,392	24.6%	3,276	5.9%
...Las Vegas	85,752	14.6%	77,184	3.1%	8,568	NA				
...Los Angeles	664,591	1.4%	355,392	3.9%	161,465	1.2%	74,914	-8.4%	72,820	1.0%
...Oakland	53,480	9.0%	30,240	0.0%	12,732	17.5%	7,548	-5.7%	2,960	NA
...Orange County	13,344	25.1%	8,480	24.3%	4,864	26.5%				
...Phoenix	146,520	4.5%	72,990	14.4%	30,970	-7.8%	22,800	-4.0%	19,760	3.4%
...Portland	104,436	8.0%	48,000	0.7%	48,000	-2.2%	8,436	NA		
...Sacramento	48,000	33.7%	30,240	0.0%	17,760	214.2%				
...Salt Lake City	25,920	-29.7%	25,920	0.0%	0	-100.0%				
...San Diego	48,000	58.7%	30,240	0.0%	17,760	NA				
...San Francisco	354,252	4.9%	206,192	6.1%	71,576	1.9%	51,120	-0.1%	25,364	14.8%
...San Jose	50,220	58.4%	30,240	27.7%	7,548	118.5%	10,212	124.3%	2,220	NA
...Seattle	211,120	6.0%	103,476	-7.2%	65,760	31.6%	23,976	27.3%	17,908	-4.9%
US East	260,330	-17.0%	223,358	-16.6%	36,972	-19.6%				
...Atlanta	35,760	11.2%	35,760	11.2%						
...Charlotte	0	-100.0%	0	-100.0%						
...Chicago	74,512	35.0%	64,540	48.8%	9,972	-15.5%				
...Dallas	81,000	-8.2%	54,000	0.0%	27,000	-21.1%				
...Detroit	298	NA	298	NA						
...Houston	33,445	-41.0%	33,445	-41.0%						
...Minneapolis	8,940	-69.6%	8,940	-69.6%						
...Newark	26,375	-4.8%	26,375	-4.8%						

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

Year thru Apr	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
International Seats	942,227	5.1%	845,586	7.6%	82,631	17.2%	8,830	-74.5%	5,180	-8.2%
Scheduled Seats	929,885	5.0%	833,244	7.5%	82,631	17.2%	8,830	-74.5%	5,180	-8.2%
Charter Seats	12,342	16.7%	12,342	16.7%						
Japan	532,278	-0.7%	532,278	4.2%	0	NA	0	-100.0%	0	NA
...Nagoya	47,941	-4.9%	47,941	-4.9%						
...Osaka	61,288	-33.2%	61,288	-33.2%						
...Tokyo-HND	85,310	NA	85,310	NA						
...Tokyo-NRT	337,739	-14.3%	337,739	-8.4%						
Canada	161,680	4.7%	65,039	-5.8%	82,631	17.2%	8,830	-4.3%	5,180	-8.2%
...Calgary	31,588	71.5%	9,583	25.6%	22,005	103.9%				
...Edmonton	4,818	293.6%	0	NA	4,818	293.6%				
...Vancouver	122,962	-7.1%	53,144	-10.1%	55,808	-4.5%	8,830	-4.3%	5,180	-8.2%
...Victoria	2,312	0.0%	2,312	0.0%						
Other Asia	82,063	64.8%	82,063	64.8%	0	NA	0	NA	0	NA
...Seoul	82,063	88.9%	82,063	88.9%						
...Taipei	0	-100.0%	0	-100.0%						
Oceania	63,173	18.4%	63,173	18.4%	0	NA	0	NA	0	NA
...Auckland	7,945	2.9%	7,945	2.9%						
...Sydney	55,228	21.1%	55,228	21.1%						
Other	90,691	-1.6%	90,691	-1.6%	0	NA	0	NA	0	NA
...Apia	2,516	-8.6%	2,516	-8.6%						
...Christmas	2,312	NA	2,312	NA						
...Guam	25,625	-12.3%	25,625	-12.3%						
...Majuro	10,833	32.7%	10,833	32.7%						
...Manila	31,116	1.7%	31,116	1.7%						
...Nadi	5,185	-35.9%	5,185	-35.9%						
...Pago Pago	8,820	0.0%	8,820	0.0%						
...Papeete	4,284	-5.6%	4,284	-5.6%						

Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

Note: 2010 Charter seat statistics were revised; and March 2011 U.S. West scheduled seats for Orange County, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco and San Jose were corrected. Revised March 2011 Excel File can be viewed at <http://www.hawaii tourism authority.org>