

	TABLE 1. TOTAL VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	6,375,938	5,715,522	11.6%	6,375,938	5,715,522	11.6%
TOTAL VISITORS	586,271	523,544	12.0%	586,271	523,544	12.0%
Domestic	400,657	354,196	13.1%	400,657	354,196	13.1%
International	185,614	169,348	9.6%	185,614	169,348	9.6%
AVERAGE DAILY CENSUS	205,675	184,372	11.6%	205,675	184,372	11.6%
TOTAL AIR SEATS (EST)	804,269	761,824	5.6%	804,269	761,824	5.6%
TOTAL LOAD FACTOR (EST)	86.6%	83.2%	3.4	86.6%	83.2%	3.4
<b>ISLANDS VISITED</b>						
O'ahu	359,847	318,623	12.9%	359,847	318,623	12.9%
O'ahu only	265,512	233,528	13.7%	265,512	233,528	13.7%
Kaua'i	75,807	71,118	6.6%	75,807	71,118	6.6%
Kaua'i only	38,038	35,326	7.7%	38,038	35,326	7.7%
Maui County	178,599	162,516	9.9%	178,599	162,516	9.9%
Maui	173,644	159,042	9.2%	173,644	159,042	9.2%
Maui only	109,551	100,674	8.8%	109,551	100,674	8.8%
Moloka'i *	4,791	4,429	8.2%	4,791	4,429	8.2%
Moloka'i only *	750	708	5.9%	750	708	5.9%
Lāna'i *	5,787	4,926	17.5%	5,787	4,926	17.5%
Lāna'i only *	1,337	882	51.6%	1,337	882	51.6%
Big Island	115,355	105,344	9.5%	115,355	105,344	9.5%
Kona side	96,956	86,799	11.7%	96,956	86,799	11.7%
Hilo side	40,723	40,785	-0.2%	40,723	40,785	-0.2%
Big Island only	57,769	50,346	14.7%	57,769	50,346	14.7%
Any Neighbor Island	320,759	290,016	10.6%	320,759	290,016	10.6%
NI only	226,424	204,921	10.5%	226,424	204,921	10.5%
O'ahu & NI	94,335	85,095	10.9%	94,335	85,095	10.9%
Any one island only	472,957	421,464	12.2%	472,957	421,464	12.2%
Multiple Islands	113,314	102,080	11.0%	113,314	102,080	11.0%
Avg. Islands Visited	1.25	1.27	-1.0%	1.25	1.27	-1.0%
Average Length of Stay in Hawai'i	10.88	10.92	-0.4%	10.88	10.92	-0.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	357,840	311,126	15.0%	357,840	311,126	15.0%
Hotel only	313,335	271,891	15.2%	313,335	271,891	15.2%
Plan to stay in Condo	115,524	99,215	16.4%	115,524	99,215	16.4%
Condo only	90,557	78,702	15.1%	90,557	78,702	15.1%
Plan to stay in Timeshare	56,156	56,248	-0.2%	56,156	56,248	-0.2%
Timeshare only	42,096	42,794	-1.6%	42,096	42,794	-1.6%
Cruise Ship	9,209	9,916	-7.1%	9,209	9,916	-7.1%
Friends/Relatives	55,790	55,461	0.6%	55,790	55,461	0.6%
Bed & Breakfast	6,620	5,695	16.2%	6,620	5,695	16.2%
Other	11,737	11,822	-0.7%	11,737	11,822	-0.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	472,336	417,847	13.0%	472,336	417,847	13.0%
Honeymoon	31,071	28,070	10.7%	31,071	28,070	10.7%
Get Married	7,255	6,466	12.2%	7,255	6,466	12.2%
Pleasure/Vacation	440,690	389,632	13.1%	440,690	389,632	13.1%
Mtgs/Conventions/Incentive	43,457	41,123	5.7%	43,457	41,123	5.7%
Conventions	26,071	30,382	-14.2%	26,071	30,382	-14.2%
Corporate Meetings	11,037	6,494	70.0%	11,037	6,494	70.0%
Incentive	8,021	5,466	46.7%	8,021	5,466	46.7%
Other Business	23,008	20,973	9.7%	23,008	20,973	9.7%
Visit Friends/Rel.	49,387	46,993	5.1%	49,387	46,993	5.1%
Gov't/Military	10,086	11,889	-15.2%	10,086	11,889	-15.2%
Attend School	2,832	4,228	-33.0%	2,832	4,228	-33.0%
Sport Events	13,394	5,875	128.0%	13,394	5,875	128.0%
<b>TRAVEL STATUS</b>						
% First Timers **	31.5	31.1	0.4	31.5	31.1	0.4
% Repeaters **	68.5	68.9	-0.4	68.5	68.9	-0.4
Average # of Trips	5.48	5.55	-1.3%	5.48	5.55	-1.3%
Group Tour	58,199	50,976	14.2%	58,199	50,976	14.2%
Non-Group	528,072	472,568	11.7%	528,072	472,568	11.7%
Package Trip	190,123	161,175	18.0%	190,123	161,175	18.0%
No Package	396,148	362,369	9.3%	396,148	362,369	9.3%
Net True Independent	386,566	353,430	9.4%	386,566	353,430	9.4%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	4,827,917	4,257,436	13.4%	4,827,917	4,257,436	13.4%
DOMESTIC VISITORS	400,657	354,196	13.1%	400,657	354,196	13.1%
DOMESTIC AVERAGE DAILY CENSUS	155,739	137,337	13.4%	155,739	137,337	13.4%
DOMESTIC AIR SEATS (EST)	559,772	528,505	5.9%	559,772	528,505	5.9%
DOM LOAD FACTOR (EST)	88.5%	84.5%	3.9	88.5%	84.5%	3.9
<b>ISLANDS VISITED</b>						
O'ahu	200,549	179,136	12.0%	200,549	179,136	12.0%
O'ahu only	140,654	123,146	14.2%	140,654	123,146	14.2%
Kaua'i	67,428	64,227	5.0%	67,428	64,227	5.0%
Kaua'i only	35,918	33,803	6.3%	35,918	33,803	6.3%
Maui County	145,739	130,504	11.7%	145,739	130,504	11.7%
Maui	141,980	127,144	11.7%	141,980	127,144	11.7%
Maui only	93,879	82,538	13.7%	93,879	82,538	13.7%
Moloka'i *	4,157	3,834	8.4%	4,157	3,834	8.4%
Moloka'i only *	672	680	-1.2%	672	680	-1.2%
Lāna'i *	4,879	4,578	6.6%	4,879	4,578	6.6%
Lāna'i only *	1,016	881	15.3%	1,016	881	15.3%
Big Island	88,416	77,305	14.4%	88,416	77,305	14.4%
Kona side	77,673	66,610	16.6%	77,673	66,610	16.6%
Hilo side	27,706	27,104	2.2%	27,706	27,104	2.2%
Big Island only	51,622	41,645	24.0%	51,622	41,645	24.0%
Any Neighbor Island	260,003	231,050	12.5%	260,003	231,050	12.5%
NI only	200,108	175,060	14.3%	200,108	175,060	14.3%
O'ahu & NI	59,895	55,990	7.0%	59,895	55,990	7.0%
Any one island only	323,761	282,693	14.5%	323,761	282,693	14.5%
Multiple Islands	76,896	71,503	7.5%	76,896	71,503	7.5%
Avg. Islands Visited	1.27	1.29	-1.7%	1.27	1.29	-1.7%
Average Length of Stay in Hawai'i	12.05	12.02	0.2%	12.05	12.02	0.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	214,799	186,787	15.0%	214,799	186,787	15.0%
Hotel only	178,650	154,752	15.4%	178,650	154,752	15.4%
Plan to stay in Condo	87,008	74,493	16.8%	87,008	74,493	16.8%
Condo only	68,142	58,149	17.2%	68,142	58,149	17.2%
Plan to stay in Timeshare	48,039	46,893	2.4%	48,039	46,893	2.4%
Timeshare only	36,517	36,177	0.9%	36,517	36,177	0.9%
Cruise Ship	8,535	9,170	-6.9%	8,535	9,170	-6.9%
Friends/Relatives	48,802	44,659	9.3%	48,802	44,659	9.3%
Bed & Breakfast	5,407	4,600	17.5%	5,407	4,600	17.5%
Other	8,446	8,192	3.1%	8,446	8,192	3.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	313,849	275,287	14.0%	313,849	275,287	14.0%
Honeymoon	10,980	10,050	9.3%	10,980	10,050	9.3%
Get Married	2,989	2,802	6.7%	2,989	2,802	6.7%
Pleasure/Vacation	303,535	265,605	14.3%	303,535	265,605	14.3%
Mtgs/Conventions/Incentive	33,659	32,379	4.0%	33,659	32,379	4.0%
Conventions	21,973	23,541	-6.7%	21,973	23,541	-6.7%
Corporate Meetings	7,444	5,830	27.7%	7,444	5,830	27.7%
Incentive	5,308	4,131	28.5%	5,308	4,131	28.5%
Other Business	20,561	19,533	5.3%	20,561	19,533	5.3%
Visit Friends/Rel.	42,796	40,266	6.3%	42,796	40,266	6.3%
Gov't/Military	8,439	8,398	0.5%	8,439	8,398	0.5%
Attend School	2,458	2,268	8.4%	2,458	2,268	8.4%
Sport Events	10,911	3,869	182.0%	10,911	3,869	182.0%
TRAVEL STATUS						
% First Timers **	25.7	25.7	0.0	25.7	25.7	0.0
% Repeaters **	74.3	74.3	0.0	74.3	74.3	0.0
Average # of Trips	6.22	6.31	-1.4%	6.22	6.31	-1.4%
Group Tour	14,467	12,302	17.6%	14,467	12,302	17.6%
Non-Group	386,190	341,894	13.0%	386,190	341,894	13.0%
Package Trip	85,977	71,646	20.0%	85,977	71,646	20.0%
No Package	314,680	282,550	11.4%	314,680	282,550	11.4%
Net True Independent	310,424	278,506	11.5%	310,424	278,506	11.5%

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

	T A B L E 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights )					
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	349,310	313,504	11.4%	349,310	313,504	11.4%
Pacific Region	163,895	145,833	12.4%	163,895	145,833	12.4%
...California	95,970	84,870	13.1%	95,970	84,870	13.1%
...Oregon	19,482	16,374	19.0%	19,482	16,374	19.0%
...Washington	38,457	35,059	9.7%	38,457	35,059	9.7%
Mountain Region	45,594	40,286	13.2%	45,594	40,286	13.2%
West North Central	27,856	23,970	16.2%	27,856	23,970	16.2%
West South Central	16,737	16,565	1.0%	16,737	16,565	1.0%
...Texas	12,841	12,749	0.7%	12,841	12,749	0.7%
East North Central	34,369	30,308	13.4%	34,369	30,308	13.4%
East South Central	5,614	5,256	6.8%	5,614	5,256	6.8%
New England	9,238	8,290	11.4%	9,238	8,290	11.4%
Middle Atlantic	19,238	17,803	8.1%	19,238	17,803	8.1%
...New Jersey	4,460	4,504	-1.0%	4,460	4,504	-1.0%
...New York	9,103	8,069	12.8%	9,103	8,069	12.8%
South Atlantic	26,298	24,738	6.3%	26,298	24,738	6.3%
CANADA	25,154	16,697	50.6%	25,154	16,697	50.6%
EUROPE	8,719	7,632	14.2%	8,719	7,632	14.2%
France	453	477	-5.0%	453	477	-5.0%
Germany	1,830	1,650	10.9%	1,830	1,650	10.9%
Ireland	99	100	-1.0%	99	100	-1.0%
Italy	416	423	-1.7%	416	423	-1.7%
Switzerland	611	479	27.6%	611	479	27.6%
United Kingdom	2,003	1,785	12.2%	2,003	1,785	12.2%
ASIA	3,634	3,286	10.6%	3,634	3,286	10.6%
People's Republic of China	1,530	1,367	11.9%	1,530	1,367	11.9%
Taiwan	127	107	18.7%	127	107	18.7%
Hong Kong	114	83	37.3%	114	83	37.3%
Indonesia	98	37	164.9%	98	37	164.9%
Japan	473	460	2.8%	473	460	2.8%
Korea	648	722	-10.2%	648	722	-10.2%
Malaysia	40	17	135.3%	40	17	135.3%
Philippines	281	203	38.4%	281	203	38.4%
Singapore	80	66	21.2%	80	66	21.2%
Thailand	48	45	6.7%	48	45	6.7%
CENTRAL AMERICA	326	444	-26.6%	326	444	-26.6%
Argentina	495	424	16.7%	495	424	16.7%
Brazil	887	876	1.3%	887	876	1.3%
Mexico	261	365	-28.5%	261	365	-28.5%
SOUTH AMERICA	1,673	1,580	5.9%	1,673	1,580	5.9%
OCEANIA	4,874	4,008	21.6%	4,874	4,008	21.6%
Australia	4,176	3,446	21.2%	4,176	3,446	21.2%
New Zealand	405	308	31.5%	405	308	31.5%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,548,021	1,458,086	6.2%	1,548,021	1,458,086	6.2%
INTERNATIONAL VISITORS	185,614	169,348	9.6%	185,614	169,348	9.6%
INT'L AVERAGE DAILY CENSUS	49,936	47,035	6.2%	49,936	47,035	6.2%
INT'L AIR SEATS (EST)	244,497	233,319	4.8%	244,497	233,319	4.8%
INT LOAD FACTOR (EST)	82.2%	80.2%	2.0	82.2%	80.2%	2.0
<b>ISLANDS VISITED</b>						
O'ahu	159,298	139,487	14.2%	159,298	139,487	14.2%
O'ahu only	124,858	110,382	13.1%	124,858	110,382	13.1%
Kaua'i	8,379	6,891	21.6%	8,379	6,891	21.6%
Kaua'i only	2,120	1,523	39.2%	2,120	1,523	39.2%
Maui County	32,860	32,012	2.6%	32,860	32,012	2.6%
Maui	31,664	31,898	-0.7%	31,664	31,898	-0.7%
Maui only	15,672	18,136	-13.6%	15,672	18,136	-13.6%
Moloka'i *	634	595	6.6%	634	595	6.6%
Moloka'i only *	78	28	178.6%	78	28	178.6%
Lāna'i *	908	348	160.9%	908	348	160.9%
Lāna'i only *	321	1	32000.0%	321	1	32000.0%
Big Island	26,939	28,039	-3.9%	26,939	28,039	-3.9%
Kona side	19,283	20,189	-4.5%	19,283	20,189	-4.5%
Hilo side	13,017	13,681	-4.9%	13,017	13,681	-4.9%
Big Island only	6,147	8,701	-29.4%	6,147	8,701	-29.4%
Any Neighbor Island	60,756	58,966	3.0%	60,756	58,966	3.0%
NI only	26,316	29,861	-11.9%	26,316	29,861	-11.9%
O'ahu & NI	34,440	29,105	18.3%	34,440	29,105	18.3%
Any one island only	149,196	138,771	7.5%	149,196	138,771	7.5%
Multiple Islands	36,418	30,577	19.1%	36,418	30,577	19.1%
Avg. Islands Visited	1.23	1.22	0.3%	1.23	1.22	0.3%
Average Length of Stay in Hawai'i	8.34	8.61	-3.1%	8.34	8.61	-3.1%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	143,041	124,339	15.0%	143,041	124,339	15.0%
Hotel only	134,685	117,139	15.0%	134,685	117,139	15.0%
Plan to stay in Condo	28,516	24,722	15.3%	28,516	24,722	15.3%
Condo only	22,415	20,553	9.1%	22,415	20,553	9.1%
Plan to stay in Timeshare	8,117	9,355	-13.2%	8,117	9,355	-13.2%
Timeshare only	5,579	6,617	-15.7%	5,579	6,617	-15.7%
Cruise Ship	674	746	-9.7%	674	746	-9.7%
Friends/Relatives	6,988	10,802	-35.3%	6,988	10,802	-35.3%
Bed & Breakfast	1,213	1,095	10.8%	1,213	1,095	10.8%
Other	3,291	3,630	-9.3%	3,291	3,630	-9.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	158,487	142,560	11.2%	158,487	142,560	11.2%
Honeymoon	20,091	18,020	11.5%	20,091	18,020	11.5%
Get Married	4,266	3,664	16.4%	4,266	3,664	16.4%
Pleasure/Vacation	137,155	124,027	10.6%	137,155	124,027	10.6%
Mtgs/Conventions/Incentive	9,798	8,744	12.1%	9,798	8,744	12.1%
Conventions	4,098	6,841	-40.1%	4,098	6,841	-40.1%
Corporate Meetings	3,593	664	441.1%	3,593	664	441.1%
Incentive	2,713	1,335	103.2%	2,713	1,335	103.2%
Other Business	2,447	1,440	69.9%	2,447	1,440	69.9%
Visit Friends/Rel.	6,591	6,727	-2.0%	6,591	6,727	-2.0%
Gov't/Military	1,647	3,491	-52.8%	1,647	3,491	-52.8%
Attend School	374	1,960	-80.9%	374	1,960	-80.9%
Sport Events	2,483	2,006	23.8%	2,483	2,006	23.8%
<b>TRAVEL STATUS</b>						
% First Timers **	44.0	42.3	1.7	44.0	42.3	1.7
% Repeaters **	56.0	57.7	-1.7	56.0	57.7	-1.7
Average # of Trips	3.88	3.96	-2.0%	3.88	3.96	-2.0%
Group Tour	43,732	38,674	13.1%	43,732	38,674	13.1%
Non-Group	141,882	130,674	8.6%	141,882	130,674	8.6%
Package Trip	104,146	89,529	16.3%	104,146	89,529	16.3%
No Package	81,468	79,819	2.1%	81,468	79,819	2.1%
Net True Independent	76,142	74,924	1.6%	76,142	74,924	1.6%

\*\* 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,368,420	2,154,456	9.9%	2,368,420	2,154,456	9.9%
TOTAL VISITORS	215,794	192,644	12.0%	215,794	192,644	12.0%
Domestic	209,489	186,119	12.6%	209,489	186,119	12.6%
International	6,305	6,525	-3.4%	6,305	6,525	-3.4%
AVERAGE DAILY CENSUS	76,401	69,499	9.9%	76,401	69,499	9.9%
<b>ISLANDS VISITED</b>						
O'ahu	97,518	87,564	11.4%	97,518	87,564	11.4%
O'ahu only	75,909	67,214	12.9%	75,909	67,214	12.9%
Kaua'i	32,327	30,946	4.5%	32,327	30,946	4.5%
Kaua'i only	21,197	20,342	4.2%	21,197	20,342	4.2%
Maui County	75,603	67,611	11.8%	75,603	67,611	11.8%
Maui	73,604	65,711	12.0%	73,604	65,711	12.0%
Maui only	57,244	50,159	14.1%	57,244	50,159	14.1%
Moloka'i *	1,831	1,844	-0.7%	1,831	1,844	-0.7%
Moloka'i only *	397	404	-1.7%	397	404	-1.7%
Lāna'i *	2,189	2,201	-0.5%	2,189	2,201	-0.5%
Lāna'i only *	637	528	20.6%	637	528	20.6%
Big Island	44,707	39,747	12.5%	44,707	39,747	12.5%
Kona side	39,894	34,941	14.2%	39,894	34,941	14.2%
Hilo side	11,552	11,764	-1.8%	11,552	11,764	-1.8%
Big Island only	31,235	26,566	17.6%	31,235	26,566	17.6%
Any Neighbor Island	139,885	125,430	11.5%	139,885	125,430	11.5%
NI only	118,276	105,080	12.6%	118,276	105,080	12.6%
O'ahu & NI	21,609	20,350	6.2%	21,609	20,350	6.2%
Any one island only	186,619	165,213	13.0%	186,619	165,213	13.0%
Multiple Islands	29,175	27,431	6.4%	29,175	27,431	6.4%
Avg. Islands Visited	1.17	1.18	-1.3%	1.17	1.18	-1.3%
Average Length of Stay in Hawaii	10.98	11.18	-1.9%	10.98	11.18	-1.9%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	104,122	89,489	16.4%	104,122	89,489	16.4%
Hotel only	88,601	75,559	17.3%	88,601	75,559	17.3%
Plan to stay in Condo	51,884	46,299	12.1%	51,884	46,299	12.1%
Condo only	41,821	37,952	10.2%	41,821	37,952	10.2%
Plan to stay in Timeshare	27,124	26,309	3.1%	27,124	26,309	3.1%
Timeshare only	21,573	20,746	4.0%	21,573	20,746	4.0%
Cruise Ship	1,834	2,381	-23.0%	1,834	2,381	-23.0%
Friends/Relatives	28,792	27,797	3.6%	28,792	27,797	3.6%
Bed & Breakfast	2,384	2,425	-1.7%	2,384	2,425	-1.7%
Other	6,202	4,961	25.0%	6,202	4,961	25.0%

\* 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	169,120	150,434	12.4%	169,120	150,434	12.4%
Honeymoon	4,746	4,268	11.2%	4,746	4,268	11.2%
Get Married	1,609	1,469	9.5%	1,609	1,469	9.5%
Pleasure/Vacation	164,515	146,208	12.5%	164,515	146,208	12.5%
Mtgs/Conventions/Incentive	14,580	13,620	7.0%	14,580	13,620	7.0%
Conventions	9,744	9,783	-0.4%	9,744	9,783	-0.4%
Corporate Meetings	3,551	2,753	29.0%	3,551	2,753	29.0%
Incentive	1,649	1,482	11.3%	1,649	1,482	11.3%
Other Business	12,131	11,666	4.0%	12,131	11,666	4.0%
Visit Friends/Rel.	24,903	23,461	6.1%	24,903	23,461	6.1%
Gov't/Military	3,649	4,015	-9.1%	3,649	4,015	-9.1%
Attend School	1,200	1,502	-20.1%	1,200	1,502	-20.1%
Sport Events	5,367	1,952	174.9%	5,367	1,952	174.9%
<b>TRAVEL STATUS</b>						
% First Timers **	16.6	16.8	-0.1	16.6	16.8	-0.1
% Repeaters **	83.4	83.2	0.1	83.4	83.2	0.1
Average # of Trips	7.4	7.5	-1.1%	7.4	7.5	-1.1%
Group Tour	4,089	4,798	-14.8%	4,089	4,798	-14.8%
Non-Group	211,704	187,846	12.7%	211,704	187,846	12.7%
Package Trip	38,164	33,397	14.3%	38,164	33,397	14.3%
No Package	177,629	159,247	11.5%	177,629	159,247	11.5%
Net True Independent	175,944	157,656	11.6%	175,944	157,656	11.6%

\*\* 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,844,011	1,651,089	11.7%	1,844,011	1,651,089	11.7%
TOTAL VISITORS	144,153	131,815	9.4%	144,153	131,815	9.4%
Domestic	139,350	126,930	9.8%	139,350	126,930	9.8%
International	4,803	4,885	-1.7%	4,803	4,885	-1.7%
AVERAGE DAILY CENSUS	59,484	53,261	11.7%	59,484	53,261	11.7%
<b>ISLANDS VISITED</b>						
O'ahu	80,974	73,378	10.4%	80,974	73,378	10.4%
O'ahu only	50,047	44,922	11.4%	50,047	44,922	11.4%
Kaua'i	28,186	27,158	3.8%	28,186	27,158	3.8%
Kaua'i only	11,560	10,788	7.2%	11,560	10,788	7.2%
Maui County	54,708	51,903	5.4%	54,708	51,903	5.4%
Maui	53,123	50,697	4.8%	53,123	50,697	4.8%
Maui only	27,668	27,791	-0.4%	27,668	27,791	-0.4%
Moloka'i *	1,750	1,495	17.1%	1,750	1,495	17.1%
Moloka'i only *	208	229	-9.2%	208	229	-9.2%
Lāna'i *	2,384	1,934	23.3%	2,384	1,934	23.3%
Lāna'i only *	489	302	61.9%	489	302	61.9%
Big Island	34,599	30,285	14.2%	34,599	30,285	14.2%
Kona side	30,107	25,760	16.9%	30,107	25,760	16.9%
Hilo side	12,952	12,618	2.6%	12,952	12,618	2.6%
Big Island only	15,515	12,389	25.2%	15,515	12,389	25.2%
Any Neighbor Island	94,106	86,893	8.3%	94,106	86,893	8.3%
NI only	63,179	58,437	8.1%	63,179	58,437	8.1%
O'ahu & NI	30,927	28,456	8.7%	30,927	28,456	8.7%
Any one island only	105,487	96,421	9.4%	105,487	96,421	9.4%
Multiple Islands	38,666	35,394	9.2%	38,666	35,394	9.2%
Avg. Islands Visited	1.39	1.40	-0.6%	1.39	1.40	-0.6%
Average Length of Stay in Hawai'i	12.79	12.53	2.1%	12.79	12.53	2.1%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	86,587	76,191	13.6%	86,587	76,191	13.6%
Hotel only	69,858	61,893	12.9%	69,858	61,893	12.9%
Plan to stay in Condo	24,824	22,783	9.0%	24,824	22,783	9.0%
Condo only	17,456	16,526	5.6%	17,456	16,526	5.6%
Plan to stay in Timeshare	17,910	17,945	-0.2%	17,910	17,945	-0.2%
Timeshare only	12,841	13,349	-3.8%	12,841	13,349	-3.8%
Cruise Ship	5,442	5,534	-1.7%	5,442	5,534	-1.7%
Friends/Relatives	16,932	15,346	10.3%	16,932	15,346	10.3%
Bed & Breakfast	2,197	1,793	22.5%	2,197	1,793	22.5%
Other	3,155	3,355	-6.0%	3,155	3,355	-6.0%

\* 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	108,209	97,805	10.6%	108,209	97,805	10.6%
Honeymoon	4,856	4,451	9.1%	4,856	4,451	9.1%
Get Married	1,063	1,055	0.8%	1,063	1,055	0.8%
Pleasure/Vacation	103,753	93,628	10.8%	103,753	93,628	10.8%
Mtgs/Conventions/Incentive	15,746	15,900	-1.0%	15,746	15,900	-1.0%
Conventions	9,911	11,634	-14.8%	9,911	11,634	-14.8%
Corporate Meetings	3,249	2,613	24.3%	3,249	2,613	24.3%
Incentive	3,176	2,272	39.8%	3,176	2,272	39.8%
Other Business	7,136	6,879	3.7%	7,136	6,879	3.7%
Visit Friends/Rel.	15,141	14,663	3.3%	15,141	14,663	3.3%
Gov't/Military	5,400	5,198	3.9%	5,400	5,198	3.9%
Attend School	825	1,719	-52.0%	825	1,719	-52.0%
Sport Events	4,711	1,572	199.7%	4,711	1,572	199.7%
<b>TRAVEL STATUS</b>						
% First Timers **	34.8	34.5	0.2	34.8	34.5	0.2
% Repeaters **	65.2	65.5	-0.2	65.2	65.5	-0.2
Average # of Trips	4.9	5.1	-2.8%	4.9	5.1	-2.8%
Group Tour	7,896	7,230	9.2%	7,896	7,230	9.2%
Non-Group	136,257	124,585	9.4%	136,257	124,585	9.4%
Package Trip	34,160	29,010	17.8%	34,160	29,010	17.8%
No Package	109,993	102,805	7.0%	109,993	102,805	7.0%
Net True Independent	108,120	100,973	7.1%	108,120	100,973	7.1%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	617,286	507,155	21.7%	617,286	507,155	21.7%
TOTAL VISITORS	104,580	88,112	18.7%	104,580	88,112	18.7%
Domestic	473	460	2.8%	473	460	2.8%
International	104,107	87,652	18.8%	104,107	87,652	18.8%
AVERAGE DAILY CENSUS	19,912	16,360	21.7%	19,912	16,360	21.7%
<b>ISLANDS VISITED</b>						
O'ahu	100,821	83,367	20.9%	100,821	83,367	20.9%
O'ahu only	84,977	69,556	22.2%	84,977	69,556	22.2%
Kaua'i	1,923	1,347	42.8%	1,923	1,347	42.8%
Kaua'i only	270	26	938.5%	270	26	938.5%
Maui County	5,407	5,171	4.6%	5,407	5,171	4.6%
Maui	5,133	5,113	0.4%	5,133	5,113	0.4%
Maui only	1,331	1,024	30.0%	1,331	1,024	30.0%
Moloka'i *	25	23	8.7%	25	23	8.7%
Moloka'i only *	0	0	NA	0	0	NA
Lāna'i *	311	88	253.4%	311	88	253.4%
Lāna'i only *	134	1	13300.0%	134	1	13300.0%
Big Island	13,834	14,320	-3.4%	13,834	14,320	-3.4%
Kona side	8,090	8,926	-9.4%	8,090	8,926	-9.4%
Hilo side	7,057	6,655	6.0%	7,057	6,655	6.0%
Big Island only	1,880	3,516	-46.5%	1,880	3,516	-46.5%
Any Neighbor Island	19,603	18,556	5.6%	19,603	18,556	5.6%
NI only	3,759	4,745	-20.8%	3,759	4,745	-20.8%
O'ahu & NI	15,844	13,811	14.7%	15,844	13,811	14.7%
Any one island only	88,592	74,123	19.5%	88,592	74,123	19.5%
Multiple Islands	15,988	13,989	14.3%	15,988	13,989	14.3%
Avg. Islands Visited	1.17	1.18	-1.4%	1.17	1.18	-1.4%
Average Length of Stay in Hawai'i	5.90	5.76	2.5%	5.90	5.76	2.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	91,378	76,923	18.8%	91,378	76,923	18.8%
Hotel only	89,903	75,695	18.8%	89,903	75,695	18.8%
Plan to stay in Condo	10,284	8,159	26.0%	10,284	8,159	26.0%
Condo only	8,784	7,177	22.4%	8,784	7,177	22.4%
Plan to stay in Timeshare	3,201	2,661	20.3%	3,201	2,661	20.3%
Timeshare only	2,383	2,116	12.6%	2,383	2,116	12.6%
Cruise Ship	87	209	-58.4%	87	209	-58.4%
Friends/Relatives	1,498	1,138	31.6%	1,498	1,138	31.6%
Bed & Breakfast	75	148	-49.3%	75	148	-49.3%
Other	67	95	-29.5%	67	95	-29.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	93,162	80,347	15.9%	93,162	80,347	15.9%
Honeymoon	13,913	12,761	9.0%	13,913	12,761	9.0%
Get Married	3,776	3,280	15.1%	3,776	3,280	15.1%
Pleasure/Vacation	78,117	67,105	16.4%	78,117	67,105	16.4%
Mtgs/Conventions/Incentive	4,014	1,714	134.2%	4,014	1,714	134.2%
Conventions	677	864	-21.6%	677	864	-21.6%
Corporate Meetings	1,258	222	466.7%	1,258	222	466.7%
Incentive	2,286	628	264.0%	2,286	628	264.0%
Other Business	867	370	134.3%	867	370	134.3%
Visit Friends/Rel.	2,035	1,348	51.0%	2,035	1,348	51.0%
Gov't/Military	137	105	30.5%	137	105	30.5%
Attend School	189	61	209.8%	189	61	209.8%
Sport Events	1,929	1,586	21.6%	1,929	1,586	21.6%
<b>TRAVEL STATUS</b>						
% First Timers **	40.3	39.5	0.9	40.3	39.5	0.9
% Repeaters **	59.7	60.5	-0.9	59.7	60.5	-0.9
Average # of Trips	4.2	4.2	-0.1%	4.2	4.2	-0.1%
Group Tour	35,975	32,907	9.3%	35,975	32,907	9.3%
Non-Group	68,606	55,205	24.3%	68,606	55,205	24.3%
Package Trip	77,755	65,027	19.6%	77,755	65,027	19.6%
No Package	26,825	23,085	16.2%	26,825	23,085	16.2%
Net True Independent	22,156	19,140	15.8%	22,156	19,140	15.8%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	842,362	703,491	19.7%	842,362	703,491	19.7%
TOTAL VISITORS	58,773	49,481	18.8%	58,773	49,481	18.8%
Domestic	25,154	16,697	50.6%	25,154	16,697	50.6%
International	33,619	32,784	2.5%	33,619	32,784	2.5%
AVERAGE DAILY CENSUS	27,173	22,693	19.7%	27,173	22,693	19.7%
<b>ISLANDS VISITED</b>						
O'ahu	26,907	22,941	17.3%	26,907	22,941	17.3%
O'ahu only	16,549	15,725	5.2%	16,549	15,725	5.2%
Kaua'i	8,462	6,276	34.8%	8,462	6,276	34.8%
Kaua'i only	3,340	2,881	15.9%	3,340	2,881	15.9%
Maui County	27,974	22,959	21.8%	27,974	22,959	21.8%
Maui	27,372	22,847	19.8%	27,372	22,847	19.8%
Maui only	19,421	16,788	15.7%	19,421	16,788	15.7%
Moloka'i *	826	374	120.9%	826	374	120.9%
Moloka'i only *	118	50	136.0%	118	50	136.0%
Lāna'i *	384	260	47.7%	384	260	47.7%
Lāna'i only *	30	13	130.8%	30	13	130.8%
Big Island	12,267	9,458	29.7%	12,267	9,458	29.7%
Kona side	11,233	8,535	31.6%	11,233	8,535	31.6%
Hilo side	3,950	3,559	11.0%	3,950	3,559	11.0%
Big Island only	6,287	4,780	31.5%	6,287	4,780	31.5%
Any Neighbor Island	42,224	33,756	25.1%	42,224	33,756	25.1%
NI only	31,866	26,540	20.1%	31,866	26,540	20.1%
O'ahu & NI	10,358	7,216	43.5%	10,358	7,216	43.5%
Any one island only	45,745	40,237	13.7%	45,745	40,237	13.7%
Multiple Islands	13,028	9,244	40.9%	13,028	9,244	40.9%
Avg. Islands Visited	1.30	1.26	3.2%	1.30	1.26	3.2%
Average Length of Stay in Hawaii	14.33	14.22	0.8%	14.33	14.22	0.8%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	28,086	24,037	16.8%	28,086	24,037	16.8%
Hotel only	21,614	18,394	17.5%	21,614	18,394	17.5%
Plan to stay in Condo	22,922	18,011	27.3%	22,922	18,011	27.3%
Condo only	18,504	14,447	28.1%	18,504	14,447	28.1%
Plan to stay in Timeshare	6,414	6,591	-2.7%	6,414	6,591	-2.7%
Timeshare only	4,283	4,557	-6.0%	4,283	4,557	-6.0%
Cruise Ship	1,022	803	27.3%	1,022	803	27.3%
Friends/Relatives	2,598	2,678	-3.0%	2,598	2,678	-3.0%
Bed & Breakfast	897	617	45.4%	897	617	45.4%
Other	397	549	-27.7%	397	549	-27.7%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	54,124	45,676	18.5%	54,124	45,676	18.5%
Honeymoon	1,003	846	18.6%	1,003	846	18.6%
Get Married	346	177	95.5%	346	177	95.5%
Pleasure/Vacation	53,188	44,843	18.6%	53,188	44,843	18.6%
Mtgs/Conventions/Incentive	3,100	2,976	4.2%	3,100	2,976	4.2%
Conventions	2,227	2,266	-1.7%	2,227	2,266	-1.7%
Corporate Meetings	659	271	143.2%	659	271	143.2%
Incentive	308	537	-42.6%	308	537	-42.6%
Other Business	448	481	-6.9%	448	481	-6.9%
Visit Friends/Rel.	2,615	2,140	22.2%	2,615	2,140	22.2%
Gov't/Military	66	106	-37.7%	66	106	-37.7%
Attend School	71	109	-34.9%	71	109	-34.9%
Sport Events	493	216	128.2%	493	216	128.2%
<b>TRAVEL STATUS</b>						
% First Timers **	34.1	31.9	2.2	34.1	31.9	2.2
% Repeaters **	65.9	68.1	-2.2	65.9	68.1	-2.2
Average # of Trips	4.5	4.4	0.6%	4.5	4.4	0.6%
Group Tour	1,525	1,575	-3.2%	1,525	1,575	-3.2%
Non-Group	57,248	47,906	19.5%	57,248	47,906	19.5%
Package Trip	14,807	13,074	13.3%	14,807	13,074	13.3%
No Package	43,966	36,407	20.8%	43,966	36,407	20.8%
Net True Independent	43,706	35,874	21.8%	43,706	35,874	21.8%

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

**January 2011 Arrivals at a Glance**

	Visitor Arrivals		Average Length of Stay		Visitor Days		Per Person Per Day Spending (\$)		Per Person Per Trip Spending (\$)		Total Expenditures (\$ mil.)	
	2011p	% Chge	2011p	% Chge	2011p	% Chge	2011p	% Chge	2011p	% Chge	2011p	% Chge
<b>January 2011</b>												
Total	597,487	12.2%	10.77	-0.6%	6,437,283	11.5%	183.4	7.5	1,976.0	6.8	1,180.6	19.8
Total by Air	586,271	12.0%	10.88	-0.4%	6,375,938	11.6%	184.8	7.4	2,009.6	7.0	1,178.2	19.8
U.S. West	215,794	12.0%	10.98	-1.9%	2,368,420	9.9%	149.9	2.5	1,645.1	0.6	355.0	12.7
U.S. East	144,153	9.4%	12.79	2.1%	1,844,011	11.7%	185.2	7.8	2,368.8	10.1	341.5	20.4
Japan	104,580	18.7%	5.90	2.5%	617,286	21.7%	288.1	10.1	1,700.5	12.9	177.8	34.0
Canada	58,773	18.8%	14.33	0.8%	842,362	19.7%	160.4	6.5	2,298.9	7.4	135.1	27.6
All Others	62,971	2.4%	11.18	-1.7%	703,859	0.6%	239.7	14.7	2,679.7	12.7	168.7	15.4
Total by Ship	11,216	22.0%	5.47	-16.8%	61,345	1.6%	40.4	0.0	220.9	-16.8	2.5	1.6
<b>YTD Through Jan 2011</b>												
Total	597,487	12.2%	10.77	-0.6%	6,437,283	11.5%	183.4	7.5	1,976.0	6.8	1,180.6	19.8
Total by Air	586,271	12.0%	10.88	-0.4%	6,375,938	11.6%	184.8	7.4	2,009.6	7.0	1,178.2	19.8
U.S. West	215,794	12.0%	10.98	-1.9%	2,368,420	9.9%	149.9	2.5	1,645.1	0.6	355.0	12.7
U.S. East	144,153	9.4%	12.79	2.1%	1,844,011	11.7%	185.2	7.8	2,368.8	10.1	341.5	20.4
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All Others	62,971	2.4%	11.18	-1.7%	703,859	0.6%	239.7	14.7	2,679.7	12.7	168.7	15.4
Total by Ship	11,216	22.0%	5.47	-16.8%	61,345	1.6%	40.4	0.0	220.9	-16.8	2.5	1.6







Source: Hawaii Tourism Authority







### January 2011 Island Highlights







						
January 2011	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	359,847 12.9%	75,807 6.6%	173,644 9.2%	4,791 8.2%	5,787 17.5%	115,355 9.5%
Total Visitor Days	2,921,468 11.1%	672,612 10.8%	1,649,674 10.3%	33,285 -2.9%	24,181 19.6%	1,074,717 15.9%
Total Expenditures (\$mil.)	549.6 18.8%	113.7 14.9%	323.8 21.1%	3.3 -14.8%	8.3 43.9%	179.5 23.9%
PPPD Spending (\$) **	188.1 7.0%	169.0 3.7%	196.3 9.8%	99.3 -12.3%	341.3 20.3%	167.0 7.0%
Domestic Arrivals	200,549 12.0%	67,428 5.0%	141,980 11.7%	4,157 8.4%	4,879 6.6%	88,416 14.4%
Int'l Arrivals	159,298 14.2%	8,379 21.6%	31,664 -0.7%	634 6.6%	908 160.9%	26,939 -3.9%
Total LOS	8.12 -1.7%	8.87 3.9%	9.50 1.0%	6.95 -10.2%	4.18 1.8%	9.32 5.8%
Domestic LOS	9.46 2.9%	9.10 2.6%	9.59 0.9%	6.90 -19.6%	4.33 0.9%	10.22 1.2%
Int'l LOS	6.42 -9.1%	7.00 28.9%	9.07 0.4%	7.23 213.0%	3.35 100.6%	6.33 20.8%
YTD Through Jan 2011	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	359,847 12.9%	75,807 6.6%	173,644 9.2%	4,791 8.2%	5,787 17.5%	115,355 9.5%
Total Visitor Days	2,921,468 11.1%	672,612 10.8%	1,649,674 10.3%	33,285 -2.9%	24,181 19.6%	1,074,717 15.9%
Total Expenditures (\$mil.)	549.6 18.8%	113.7 14.9%	323.8 21.1%	3.3 -14.8%	8.3 43.9%	179.5 23.9%
PPPD Spending (\$) **	188.1 7.0%	169.0 3.7%	196.3 9.8%	99.3 -12.3%	341.3 20.3%	167.0 7.0%
Domestic Arrivals	200,549 12.0%	67,428 5.0%	141,980 11.7%	4,157 8.4%	4,879 6.6%	88,416 14.4%
Int'l Arrivals	159,298 14.2%	8,379 21.6%	31,664 -0.7%	634 6.6%	908 160.9%	26,939 -3.9%
Total LOS	8.12 -1.7%	8.87 3.9%	9.50 1.0%	6.95 -10.2%	4.18 1.8%	9.32 5.8%
Domestic LOS	9.46 2.9%	9.10 2.6%	9.59 0.9%	6.90 -19.6%	4.33 0.9%	10.22 1.2%
Int'l LOS	6.42 -9.1%	7.00 28.9%	9.07 0.4%	7.23 213.0%	3.35 100.6%	6.33 20.8%

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

\*\* PPPD - Per Person Per Day

Source: Hawai'i Tourism Authority







January 2011 Island Highlights for Selected MMAs

						
	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
	% Chge	% Chge	% Chge	% Chge	% Chge	% Chge
<b>U.S. West</b>						
Total Visitor Days	849,435 10.8%	308,723 6.8%	706,603 10.6%	15,197 -19.7%	10,836 3.0%	477,031 10.9%
Total Arrivals	97,518 11.4%	32,327 4.5%	73,604 12.0%	1,831 -0.7%	2,189 -0.5%	44,707 12.5%
LOS	8.71 -0.5%	9.55 2.2%	9.60 -1.2%	8.30 -19.1%	4.95 3.6%	10.67 -1.4%
<b>U.S. East</b>						
Total Visitor Days	774,851 13.3%	239,464 7.1%	491,990 8.5%	9,730 -4.7%	9,405 21.9%	318,606 16.8%
Total Arrivals	80,974 10.4%	28,186 3.8%	53,123 4.8%	1,750 17.1%	2,384 23.3%	34,599 14.2%
LOS	9.57 2.7%	8.50 3.2%	9.26 3.6%	5.56 -18.6%	3.95 -1.1%	9.21 2.3%
<b>Japan</b>						
Total Visitor Days	555,476 25.2%	6,794 223.4%	15,757 4.6%	29 26.1%	916 739.8%	38,196 -17.6%
Total Arrivals	100,821 20.9%	1,923 42.8%	5,133 0.4%	25 8.7%	311 253.4%	13,834 -3.4%
LOS	5.51 3.5%	3.53 126.5%	3.07 4.1%	1.16 16.0%	2.94 137.6%	2.76 -14.7%
<b>Canada</b>						
Total Visitor Days	279,029 12.4%	79,452 31.8%	328,328 14.2%	6,833 148.4%	1,176 56.3%	147,626 42.2%
Total Arrivals	26,907 17.3%	8,462 34.8%	27,372 19.8%	826 120.9%	384 47.7%	12,267 29.7%
LOS	10.37 -4.2%	9.39 -2.2%	12.00 -4.7%	8.27 12.5%	3.06 5.9%	12.03 9.7%

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

Source: Hawai'i Tourism Authority

**Year-to-Date through January 2011 - Arrivals by Island for Selected MMAs**

						
<b>YTD Through Jan 2011</b>	<b>O'ahu    % Chge</b>	<b>Kaua'i    % Chge</b>	<b>Maui    % Chge</b>	<b>Moloka'i *    % Chge</b>	<b>Lāna'i *    % Chge</b>	<b>Big Island    % Chge</b>
<b>U.S. West</b>	97,518    11.4%	32,327    4.5%	73,604    12.0%	1,831    -0.7%	2,189    -0.5%	44,707    12.5%
<b>U.S. East</b>	80,974    10.4%	28,186    3.8%	53,123    4.8%	1,750    17.1%	2,384    23.3%	34,599    14.2%
<b>Japan</b>	100,821    20.9%	1,923    42.8%	5,133    0.4%	25    8.7%	311    253.4%	13,834    -3.4%
<b>Canada</b>	26,907    17.3%	8,462    34.8%	27,372    19.8%	826    120.9%	384    47.7%	12,267    29.7%

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

Source: Hawai'i Tourism Authority

**Table 8. VISITORS BY CRUISE SHIPS**

	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	213,898	212,479	0.7%	213,898	212,479	0.7%
TOTAL VISITORS	22,140	20,297	9.1%	22,140	20,297	9.1%
ARRIVED BY SHIP	11,216	9,193	22.0%	11,216	9,193	22.0%
ARRIVED BY AIR	10,919	11,104	-1.7%	10,919	11,104	-1.7%
NUMBER OF SHIP ARRIVALS	8	6	33.3%	8	6	33.3%
<b>ISLANDS VISITED</b>						
O'ahu	22,140	20,297	9.1%	22,140	20,297	9.1%
Kaua'i	19,595	19,613	-0.1%	19,595	19,613	-0.1%
Maui County	20,192	19,657	2.7%	20,192	19,657	2.7%
Maui	20,192	19,657	2.7%	20,192	19,657	2.7%
Moloka'i	268	156	72.0%	268	156	72.0%
Lāna'i	353	474	-25.5%	353	474	-25.5%
Big Island	20,087	19,909	0.9%	20,087	19,909	0.9%
Average Islands Visited	3.7	3.9	-5.4%	3.7	3.9	-5.4%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	3.14	3.06	2.7%	3.14	3.06	2.7%
Days in Hawai'i during Cruise	5.21	5.74	-9.2%	5.21	5.74	-9.2%
Days in Hawai'i after Cruise	1.30	1.66	-21.7%	1.30	1.66	-21.7%
Total days in Hawai'i	9.66	10.47	-7.7%	9.66	10.47	-7.7%
<b>ACCOMMODATIONS</b>						
Hotel	10,900	10,416	4.6%	10,900	10,416	4.6%
Hotel only	9,444	9,319	1.3%	9,444	9,319	1.3%
Condo	1,089	1,031	5.7%	1,089	1,031	5.7%
Condo only	319	464	-31.3%	319	464	-31.3%
Timeshare	1,039	718	44.8%	1,039	718	44.8%
Timeshare Only	514	345	48.8%	514	345	48.8%
Bed & Breakfast	115	132	-12.6%	115	132	-12.6%
Bed & Breakfast only	24	-	NA	24	-	NA
Friends & relatives	439	532	-17.4%	439	532	-17.4%
Other accommodation	340	387	-12.2%	340	387	-12.2%
Accommodation (NET)	12,150	11,828	2.7%	12,150	11,828	2.7%
Cruise only	9,990	8,469	18.0%	9,990	8,469	18.0%
<b>TRAVEL STATUS</b>						
% First timers	39.9	41.5	-1.60	39.9	41.5	-1.60
% Repeat visitors	60.1	58.5	1.60	60.1	58.5	1.60

Source: Hawai'i Tourism Authority

**Table 9. Total Air Seats Operated to Hawai'i**

<b>JANUARY 2011</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	804,269	5.4%	567,974	3.6%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Scheduled Seats	794,981	5.8%	558,686	4.0%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Charter seats	9,288	-18.2%	9,288	-18.2%								
<b>Domestic Seats</b>	559,772	5.9%	345,379	0.7%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
Scheduled Seats	553,700	6.2%	339,307	1.0%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
...US West	486,004	10.8%	280,554	6.3%	118,248	21.0%	52,559	17.2%			34,643	8.1%
...US East	67,696	-18.2%	58,753	-18.3%	8,943	-18.0%	0	NA			0	NA
Charter seats	6,072	-15.4%	6,072	-15.4%								
<b>International Seats</b>	244,497	4.3%	222,595	8.4%	18,183	-0.6%	2,387	-74.2%			1,332	NA
Scheduled Seats	241,281	4.8%	219,379	9.1%	18,183	-0.6%	2,387	-74.2%			1,332	NA
...Japan	144,029	5.7%	144,029	11.2%			0	-100.0%				
...Canada	38,138	-5.3%	16,236	-9.4%	18,183	-0.6%	2,387	-6.4%			1,332	NA
...Other Asia	18,589	30.1%	18,589	30.1%								
...Aus./N. Zealand	16,680	10.2%	16,680	10.2%								
...Other	23,845	-1.7%	23,845	-1.7%								
Charter Seats	3,216	-23.0%	3,216	-23.0%								
<hr/>												
<b>YTD Through Jan 2011</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	804,269	5.4%	567,974	3.6%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Scheduled Seats	794,981	5.8%	558,686	4.0%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Charter seats	9,288	-18.2%	9,288	-18.2%								
<b>Domestic Seats</b>	559,772	5.9%	345,379	0.7%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
Scheduled Seats	553,700	6.2%	339,307	1.0%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
...US West	486,004	10.8%	280,554	6.3%	118,248	21.0%	52,559	17.2%		NA	34,643	8.1%
...US East	67,696	-18.2%	58,753	-18.3%	8,943	-18.0%	0	NA			0	NA
Charter seats	6,072	-15.4%	6,072	-15.4%								
<b>International Seats</b>	244,497	4.3%	222,595	8.4%	18,183	-0.6%	2,387	-74.2%			1,332	-10.8%
Scheduled Seats	241,281	4.8%	219,379	9.1%	18,183	-0.6%	2,387	-74.2%			1,332	-10.8%
...Japan	144,029	5.7%	144,029	11.2%			0	-100.0%				
...Canada	38,138	-5.3%	16,236	-9.4%	18,183	-0.6%	2,387	-6.4%			1,332	-10.8%
...Other Asia	18,589	30.1%	18,589	30.1%								
...Aus./N. Zealand	16,680	10.2%	16,680	10.2%								
...Other	23,845	-1.7%	23,845	-1.7%								
Charter Seats	3,216	-23.0%	3,216	-23.0%								

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