

	TABLE 1. TOTAL VISITORS BY AIR					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	6,387,291	6,537,788	-2.3%	40,067,110	38,114,171	5.1%
TOTAL VISITORS	667,707	680,928	-1.9%	4,171,662	4,034,088	3.4%
DOMESTIC	500,313	515,581	-3.0%	3,039,167	2,913,687	4.3%
INTERNATIONAL	167,394	165,347	1.2%	1,132,495	1,120,401	1.1%
AVERAGE DAILY CENSUS	206,042	210,896	-2.3%	188,996	179,784	5.1%
TOTAL AIR SEATS (EST)	845,198	860,926	-1.8%	5,526,533	5,449,185	1.4%
TOTAL LOAD FACTOR (EST)	95.3%	94.1%	1.2	89.6%	88.3%	1.3
<b>ISLANDS VISITED</b>						
O'ahu	406,756	422,471	-3.7%	2,520,991	2,469,900	2.1%
O'ahu only	290,966	303,279	-4.1%	1,844,785	1,818,337	1.5%
Kaua'i	103,292	100,834	2.4%	596,256	568,299	4.9%
Kaua'i only	54,687	51,882	5.4%	312,780	298,890	4.6%
Maui County	213,723	214,115	-0.2%	1,318,530	1,248,721	5.6%
Maui	210,048	210,504	-0.2%	1,292,157	1,224,214	5.5%
Maui only	127,159	127,581	-0.3%	815,479	778,079	4.8%
Moloka'i *	4,818	4,792	0.5%	34,520	28,991	19.1%
Moloka'i only *	698	472	47.8%	4,306	3,850	11.8%
Lāna'i *	6,918	6,233	11.0%	46,910	39,804	17.9%
Lāna'i only *	870	817	6.5%	7,259	6,189	17.3%
Big Island	124,765	127,505	-2.1%	786,253	757,160	3.8%
Kona side	104,773	106,415	-1.5%	661,337	627,591	5.4%
Hilo side	45,987	47,022	-2.2%	291,302	284,260	2.5%
Big Island only	54,554	55,469	-1.6%	380,590	353,928	7.5%
Any Neighbor Island	376,741	377,649	-0.2%	2,326,877	2,215,751	5.0%
NI only	260,951	258,457	1.0%	1,650,671	1,564,188	5.5%
O'ahu & NI	115,790	119,192	-2.9%	676,206	651,563	3.8%
Any one island only	528,934	539,500	-2.0%	3,365,199	3,259,273	3.2%
Multiple Islands	138,773	141,428	-1.9%	806,463	774,815	4.1%
Avg. Islands Visited	1.28	1.28	0.1%	1.26	1.26	0.3%
Average Length of Stay in Hawai'i	9.57	9.60	-0.4%	9.60	9.45	1.7%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	414,745	425,740	-2.6%	2,573,117	2,502,893	2.8%
Hotel only	354,341	367,585	-3.6%	2,234,216	2,187,366	2.1%
Plan to stay in Condo	122,939	121,428	1.2%	783,769	717,199	9.3%
Condo only	92,758	92,116	0.7%	614,846	562,982	9.2%
Plan to stay in Timeshare	73,614	73,872	-0.3%	417,648	422,148	-1.1%
Timeshare only	55,861	55,720	0.3%	318,715	322,530	-1.2%
Cruise Ship	11,757	12,836	-8.4%	78,032	77,250	1.0%
Friends/Relatives	65,471	68,099	-3.9%	401,700	410,261	-2.1%
Bed & Breakfast	5,935	5,517	7.6%	42,035	37,323	12.6%
Other	9,609	11,725	-18.0%	64,681	69,273	-6.6%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	2011P	JULY 2010	% CHANGE	2011P	YEAR-TO-DATE 2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	564,370	570,664	-1.1%	3,413,371	3,322,868	2.7%
Honeymoon	40,409	42,246	-4.3%	259,922	266,995	-2.6%
Get Married	8,539	8,736	-2.3%	66,667	67,387	-1.1%
Pleasure/Vacation	524,248	528,473	-0.8%	3,150,021	3,052,681	3.2%
Mtgs/Conventions/Incentive	26,602	35,178	-24.4%	279,443	213,032	31.2%
Conventions	16,555	26,242	-36.9%	162,347	121,473	33.6%
Corporate Meetings	5,613	5,013	12.0%	56,474	43,873	28.7%
Incentive	6,028	5,094	18.3%	71,340	56,112	27.1%
Other Business	19,784	20,272	-2.4%	141,531	137,943	2.6%
Visit Friends/Rel.	65,314	65,881	-0.9%	381,307	384,176	-0.7%
Gov't/Military	8,997	12,518	-28.1%	64,967	75,919	-14.4%
Attend School	1,538	1,770	-13.1%	10,487	12,002	-12.6%
Sport Events	5,619	3,793	48.1%	42,370	33,834	25.2%
<b>TRAVEL STATUS</b>						
% First Timers **	33.0	34.2	-1.2	33.7	33.8	-0.1
% Repeaters **	67.0	65.8	1.2	66.3	66.2	0.1
Average # of Trips	5.05	4.96	1.7%	5.08	5.08	0.1%
Group Tour	45,810	52,956	-13.5%	366,955	390,407	-6.0%
Non-Group	621,897	627,972	-1.0%	3,804,707	3,643,681	4.4%
Package Trip	230,486	243,544	-5.4%	1,411,157	1,416,612	-0.4%
No Package	437,221	437,384	0.0%	2,760,505	2,617,476	5.5%
Net True Independent	429,621	430,265	-0.1%	2,691,108	2,555,181	5.3%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	5,053,161	5,295,638	-4.6%	30,834,040	29,417,317	4.8%
DOMESTIC VISITORS	500,313	515,581	-3.0%	3,039,167	2,913,687	4.3%
DOMESTIC AVERAGE DAILY CENSUS	163,005	170,827	-4.6%	145,444	138,761	4.8%
DOMESTIC AIR SEATS (EST)	621,540	652,312	-4.7%	3,952,955	3,943,018	0.3%
DOMESTIC LOAD FACTOR (EST)	98.7%	95.5%	3.2	93.3%	90.2%	3.2
<b>ISLANDS VISITED</b>						
O'ahu	253,101	270,587	-6.5%	1,529,761	1,488,081	2.8%
O'ahu only	171,658	183,983	-6.7%	1,074,619	1,042,489	3.1%
Kaua'i	94,625	94,243	0.4%	538,231	519,373	3.6%
Kaua'i only	53,078	49,762	6.7%	302,231	287,638	5.1%
Maui County	189,463	194,090	-2.4%	1,118,963	1,070,490	4.5%
Maui	186,095	190,675	-2.4%	1,095,856	1,048,405	4.5%
Maui only	119,915	122,348	-2.0%	732,217	697,592	5.0%
Moloka'i *	3,652	4,270	-14.5%	27,815	24,716	12.5%
Moloka'i only *	551	470	17.3%	3,906	3,740	4.4%
Lāna'i *	5,504	5,591	-1.5%	38,853	33,586	15.7%
Lāna'i only *	863	791	9.1%	6,794	6,108	11.2%
Big Island	99,889	101,947	-2.0%	616,788	584,549	5.5%
Kona side	86,352	87,437	-1.2%	536,798	503,150	6.7%
Hilo side	33,938	36,894	-8.0%	207,474	205,968	0.7%
Big Island only	50,815	50,062	1.5%	344,448	316,131	9.0%
Any Neighbor Island	328,655	331,598	-0.9%	1,964,548	1,871,198	5.0%
NI only	247,212	244,994	0.9%	1,509,406	1,425,606	5.9%
O'ahu & NI	81,443	86,603	-6.0%	455,142	445,591	2.1%
Any one island only	396,880	407,416	-2.6%	2,464,215	2,353,698	4.7%
Multiple Islands	103,433	108,165	-4.4%	574,952	559,989	2.7%
Avg. Islands Visited	1.28	1.29	-0.7%	1.27	1.27	-0.3%
Average Length of Stay in Hawai'i	10.10	10.27	-1.7%	10.15	10.10	0.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	278,659	287,751	-3.2%	1,680,322	1,600,509	5.0%
Hotel only	229,960	237,475	-3.2%	1,401,936	1,337,828	4.8%
Plan to stay in Condo	98,557	101,878	-3.3%	618,800	573,318	7.9%
Condo only	74,933	78,059	-4.0%	484,202	449,383	7.7%
Plan to stay in Timeshare	67,360	68,003	-0.9%	375,175	378,888	-1.0%
Timeshare only	51,052	51,678	-1.2%	288,222	293,092	-1.7%
Cruise Ship	10,130	12,285	-17.5%	65,536	69,662	-5.9%
Friends/Relatives	57,899	62,121	-6.8%	357,063	365,788	-2.4%
Bed & Breakfast	4,761	5,012	-5.0%	34,434	31,418	9.6%
Other	8,306	9,481	-12.4%	53,863	54,586	-1.3%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	422,991	429,785	-1.6%	2,474,288	2,374,989	4.2%
Honeymoon	23,643	23,294	1.5%	117,463	117,594	-0.1%
Get Married	4,938	4,830	2.2%	31,159	29,688	5.0%
Pleasure/Vacation	399,890	407,228	-1.8%	2,359,986	2,260,644	4.4%
Mtgs/Conventions/Incentive	21,713	27,525	-21.1%	207,978	163,836	26.9%
Conventions	13,876	21,857	-36.5%	126,228	96,576	30.7%
Corporate Meetings	5,234	3,612	44.9%	44,933	35,681	25.9%
Incentive	3,959	2,729	45.0%	45,574	38,610	18.0%
Other Business	16,946	17,679	-4.1%	125,432	126,304	-0.7%
Visit Friends/Rel.	57,212	60,727	-5.8%	338,316	342,726	-1.3%
Gov't/Military	7,786	10,049	-22.5%	50,664	57,476	-11.9%
Attend School	1,309	1,158	13.0%	7,484	6,973	7.3%
Sport Events	3,285	1,947	68.7%	27,325	17,021	60.5%
<b>TRAVEL STATUS</b>						
% First Timers **	30.1	31.4	-1.3	29.1	29.6	-0.6
% Repeaters **	69.9	68.6	1.3	70.9	70.4	0.6
Average # of Trips	5.47	5.36	2.0%	5.65	5.65	0.0%
Group Tour	12,705	13,623	-6.7%	110,018	99,801	10.2%
Non-Group	487,608	501,958	-2.9%	2,929,149	2,813,886	4.1%
Package Trip	134,637	141,093	-4.6%	760,905	741,740	2.6%
No Package	365,676	374,488	-2.4%	2,278,262	2,171,947	4.9%
Net True Independent	361,396	370,184	-2.4%	2,244,858	2,143,488	4.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	2011P	JULY 2010	% CHANGE	YEAR-TO-DATE		
			2011P	2010	% CHANGE	
UNITED STATES	447,156	457,437	-2.2%	2,710,414	2,624,083	3.3%
Pacific Region	234,826	236,894	-0.9%	1,363,635	1,309,413	4.1%
...California	186,600	190,382	-2.0%	924,368	906,101	2.0%
...Oregon	13,674	13,529	1.1%	121,686	111,654	9.0%
...Washington	30,945	30,314	2.1%	272,223	251,636	8.2%
Mountain Region	49,380	47,347	4.3%	346,722	332,234	4.4%
West North Central	14,493	13,999	3.5%	138,283	128,889	7.3%
West South Central	40,014	41,486	-3.5%	180,573	180,846	-0.2%
...Texas	32,929	33,371	-1.3%	143,228	142,964	0.2%
East North Central	28,691	29,579	-3.0%	220,089	208,894	5.4%
East South Central	7,738	9,007	-14.1%	47,642	50,304	-5.3%
New England	9,272	10,143	-8.6%	63,358	60,905	4.0%
Middle Atlantic	23,684	27,254	-13.1%	137,511	137,232	0.2%
...New Jersey	6,821	7,693	-11.3%	34,802	35,923	-3.1%
...New York	10,144	11,844	-14.4%	61,965	60,877	1.8%
South Atlantic	37,879	40,600	-6.7%	208,183	210,952	-1.3%
CANADA	12,889	11,374	13.3%	122,566	88,736	38.1%
JAPAN	684	823	-16.9%	3,959	4,436	-10.8%
EUROPE MMA	10,945	12,121	-9.7%	50,862	47,595	6.9%
...France	1,090	1,437	-24.2%	4,728	4,362	8.4%
...Germany	2,811	3,232	-13.0%	16,247	15,169	7.1%
...Italy	1,039	1,296	-19.8%	3,741	3,734	0.2%
...Switzerland	1,945	1,444	34.7%	6,260	4,827	29.7%
...United Kingdom	4,060	4,712	-13.8%	19,886	19,503	2.0%
OTHER ASIA MMA	3,432	3,275	4.8%	23,035	21,318	8.1%
...People's Republic of China	2,389	1,979	20.7%	16,354	14,593	12.1%
...Taiwan	109	159	-31.4%	846	893	-5.2%
...Hong Kong	175	158	10.9%	845	762	10.8%
...Korea	661	854	-22.6%	4,372	4,469	-2.2%
...Singapore	98	125	-21.8%	618	601	2.8%
LATIN AMERICA MMA	2,820	3,051	-7.6%	12,770	11,156	14.5%
...Argentina	479	343	39.7%	2,717	1,932	40.6%
...Brazil	950	1,586	-40.1%	5,504	5,413	1.7%
...Mexico	1,391	1,122	24.0%	4,549	3,811	19.4%
OCEANIA MMA	4,864	4,052	20.0%	24,069	20,409	17.9%
...Australia	4,285	3,471	23.5%	21,765	18,294	19.0%
...New Zealand	579	581	-0.4%	2,304	2,115	8.9%
OTHER MMA	18,701	24,575	-23.9%	95,909	100,365	-4.4%
...Ireland	232	115	102.4%	992	1,049	-5.5%
...Indonesia	49	34	42.8%	348	264	31.7%
...Malaysia	22	10	129.6%	173	127	35.7%
...Philippines	276	347	-20.5%	1,919	2,107	-8.9%
...Thailand	39	21	83.9%	318	303	4.9%
...Other	18,083	24,048	-24.8%	92,159	96,515	-4.5%

Note: Country statistics in this table have been reorganized by Major Market Area (MMA).

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,334,130	1,242,149	7.4%	9,233,070	8,696,854	6.2%
INTERNATIONAL VISITORS	167,394	165,347	1.2%	1,132,495	1,120,401	1.1%
INTERNATIONAL AVERAGE DAILY CENSUS	43,036	40,069	7.4%	43,552	41,023	6.2%
INTERNATIONAL AIR SEATS (EST)	223,658	208,614	7.2%	1,573,578	1,506,167	4.5%
INTERNATIONAL LOAD FACTOR (EST)	85.9%	89.8%	-3.9	80.1%	83.4%	-3.3
<b>ISLANDS VISITED</b>						
O'ahu	153,655	151,885	1.2%	991,230	981,819	1.0%
O'ahu only	119,308	119,296	0.0%	770,166	775,848	-0.7%
Kaua'i	8,667	6,591	31.5%	58,025	48,926	18.6%
Kaua'i only	1,609	2,120	-24.1%	10,549	11,252	-6.3%
Maui County	24,260	20,025	21.1%	199,567	178,230	12.0%
Maui	23,953	19,829	20.8%	196,301	175,809	11.7%
Maui only	7,244	5,233	38.4%	83,262	80,487	3.4%
Moloka'i *	1,166	522	123.4%	6,705	4,275	56.9%
Moloka'i only *	147	3	5591.2%	400	110	263.5%
Lāna'i *	1,414	642	120.1%	8,057	6,218	29.6%
Lāna'i only *	7	26	-72.9%	465	81	477.2%
Big Island	24,876	25,558	-2.7%	169,465	172,611	-1.8%
Kona side	18,421	18,979	-2.9%	124,539	124,442	0.1%
Hilo side	12,049	10,128	19.0%	83,828	78,291	7.1%
Big Island only	3,739	5,408	-30.9%	36,142	37,797	-4.4%
Any Neighbor Island	48,086	46,051	4.4%	362,329	344,553	5.2%
NI only	13,739	13,462	2.1%	141,265	138,582	1.9%
O'ahu & NI	34,347	32,589	5.4%	221,064	205,972	7.3%
Any one island only	132,054	132,085	0.0%	900,984	905,575	-0.5%
Multiple Islands	35,340	33,262	6.2%	231,511	214,826	7.8%
Avg. Islands Visited	1.28	1.24	3.0%	1.26	1.24	1.8%
Average Length of Stay in Hawai'i	7.97	7.51	6.1%	8.15	7.76	5.0%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	136,086	137,989	-1.4%	892,795	902,383	-1.1%
Hotel only	124,381	130,110	-4.4%	832,280	849,537	-2.0%
Plan to stay in Condo	24,382	19,550	24.7%	164,969	143,881	14.7%
Condo only	17,825	14,057	26.8%	130,644	113,600	15.0%
Plan to stay in Timeshare	6,254	5,869	6.6%	42,473	43,259	-1.8%
Timeshare only	4,809	4,042	19.0%	30,493	29,437	3.6%
Cruise Ship	1,627	550	195.8%	12,496	7,588	64.7%
Friends/Relatives	7,572	5,978	26.7%	44,637	44,473	0.4%
Bed & Breakfast	1,174	505	132.6%	7,601	5,905	28.7%
Other	1,303	2,244	-41.9%	10,818	14,687	-26.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	141,379	140,879	0.4%	939,083	947,879	-0.9%
Honeymoon	16,766	18,952	-11.5%	142,459	149,401	-4.6%
Get Married	3,601	3,905	-7.8%	35,508	37,699	-5.8%
Pleasure/Vacation	124,358	121,245	2.6%	790,035	792,037	-0.3%
Mtgs/Conventions/Incentive	4,889	7,653	-36.1%	71,465	49,196	45.3%
Conventions	2,679	4,384	-38.9%	36,119	24,897	45.1%
Corporate Meetings	379	1,402	-73.0%	11,541	8,192	40.9%
Incentive	2,069	2,364	-12.5%	25,766	17,502	47.2%
Other Business	2,838	2,593	9.4%	16,099	11,638	38.3%
Visit Friends/Rel.	8,102	5,154	57.2%	42,991	41,450	3.7%
Gov't/Military	1,211	2,469	-51.0%	14,303	18,443	-22.4%
Attend School	229	612	-62.6%	3,003	5,030	-40.3%
Sport Events	2,334	1,846	26.4%	15,045	16,813	-10.5%
<b>TRAVEL STATUS</b>						
% First Timers **	41.6	43.0	-1.4	46.0	44.6	1.3
% Repeaters **	58.4	57.0	1.4	54.0	55.4	-1.3
Average # of Trips	3.79	3.72	1.8%	3.54	3.58	-1.0%
Group Tour	33,105	39,333	-15.8%	256,937	290,606	-11.6%
Non-Group	134,289	126,014	6.6%	875,558	829,795	5.5%
Package Trip	95,849	102,450	-6.4%	650,252	674,872	-3.6%
No Package	71,545	62,897	13.8%	482,243	445,529	8.2%
Net True Independent	68,225	60,080	13.6%	446,250	411,693	8.4%

\*\* 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)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,790,025	2,860,532	-2.5%	16,770,920	16,210,187	3.5%
TOTAL VISITORS	289,213	292,259	-1.0%	1,743,770	1,680,408	3.8%
Domestic	284,207	284,241	0.0%	1,710,357	1,641,648	4.2%
International	5,006	8,018	-37.6%	33,413	38,760	-13.8%
AVERAGE DAILY CENSUS	90,001	92,275	-2.5%	79,108	76,464	3.5%
<b>ISLANDS VISITED</b>						
O'ahu	125,981	131,806	-4.4%	765,519	756,797	1.2%
O'ahu only	95,756	100,265	-4.5%	592,996	584,081	1.5%
Kaua'i	53,320	50,184	6.2%	297,320	283,372	4.9%
Kaua'i only	37,558	34,089	10.2%	207,022	194,534	6.4%
Maui County	107,537	109,370	-1.7%	625,808	602,306	3.9%
Maui	105,835	107,480	-1.5%	612,785	589,851	3.9%
Maui only	82,159	83,159	-1.2%	482,545	460,602	4.8%
Moloka'i *	1,721	2,142	-19.6%	13,753	12,099	13.7%
Moloka'i only *	350	352	-0.6%	2,661	2,455	8.4%
Lāna'i *	2,610	2,664	-2.0%	18,710	15,939	17.4%
Lāna'i only *	485	494	-1.7%	4,061	3,786	7.3%
Big Island	49,687	50,297	-1.2%	326,143	307,637	6.0%
Kona side	43,999	44,575	-1.3%	290,154	269,991	7.5%
Hilo side	14,109	14,081	0.2%	91,641	89,595	2.3%
Big Island only	32,628	32,402	0.7%	226,527	208,565	8.6%
Any Neighbor Island	193,457	191,994	0.8%	1,150,774	1,096,326	5.0%
NI only	163,232	160,453	1.7%	978,251	923,610	5.9%
O'ahu & NI	30,225	31,542	-4.2%	172,523	172,716	-0.1%
Any one island only	248,936	250,761	-0.7%	1,515,812	1,454,023	4.2%
Multiple Islands	40,277	41,498	-2.9%	227,958	226,384	0.7%
Avg. Islands Visited	1.17	1.18	-0.5%	1.17	1.17	-0.3%
Average Length of Stay in Hawai'i	9.65	9.79	-1.4%	9.62	9.65	-0.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	145,555	146,799	-0.8%	865,136	831,083	4.1%
Hotel only	121,585	123,756	-1.8%	731,749	704,596	3.9%
Plan to stay in Condo	65,318	65,730	-0.6%	407,957	380,319	7.3%
Condo only	51,902	53,092	-2.2%	332,017	310,474	6.9%
Plan to stay in Timeshare	45,863	45,052	1.8%	240,415	242,776	-1.0%
Timeshare only	35,889	35,681	0.6%	190,563	192,847	-1.2%
Cruise Ship	2,411	2,554	-5.6%	15,397	16,974	-9.3%
Friends/Relatives	34,571	36,153	-4.4%	214,952	222,186	-3.3%
Bed & Breakfast	1,817	1,844	-1.5%	15,559	14,310	8.7%
Other	4,779	5,545	-13.8%	32,794	32,140	2.0%

\* 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)					
	2011P	JULY 2010	% CHANGE	2011P	YEAR-TO-DATE 2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	245,303	247,358	-0.8%	1,436,987	1,385,839	3.7%
Honeymoon	10,202	9,953	2.5%	51,286	50,746	1.1%
Get Married	2,677	2,707	-1.1%	18,245	16,252	12.3%
Pleasure/Vacation	235,188	237,643	-1.0%	1,384,845	1,335,820	3.7%
Mtgs/Conventions/Incentive	9,982	9,424	5.9%	86,692	68,787	26.0%
Conventions	6,539	7,124	-8.2%	50,967	40,764	25.0%
Corporate Meetings	2,469	1,704	44.9%	22,074	17,106	29.0%
Incentive	1,430	876	63.3%	16,941	13,575	24.8%
Other Business	11,352	11,026	3.0%	80,246	79,641	0.8%
Visit Friends/Rel.	33,223	34,622	-4.0%	198,333	202,452	-2.0%
Gov't/Military	3,378	4,085	-17.3%	22,929	24,324	-5.7%
Attend School	665	590	12.8%	3,699	3,902	-5.2%
Sport Events	2,104	1,357	55.1%	15,716	10,599	48.3%
<b>TRAVEL STATUS</b>						
% First Timers **	18.8	20.1	-1.3	18.4	19.1	-0.7
% Repeaters **	81.2	79.9	1.3	81.6	80.9	0.7
Average # of Trips	6.74	6.62	1.8%	6.91	6.89	0.2%
Group Tour	4,400	4,729	-7.0%	35,821	34,225	4.7%
Non-Group	284,813	287,530	-0.9%	1,707,949	1,646,182	3.8%
Package Trip	72,748	73,006	-0.4%	384,331	376,590	2.1%
No Package	216,465	219,253	-1.3%	1,359,439	1,303,818	4.3%
Net True Independent	214,702	217,679	-1.4%	1,346,181	1,292,634	4.1%

\*\* 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)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,735,259	1,874,059	-7.4%	10,822,180	10,561,671	2.5%
TOTAL VISITORS	166,816	177,537	-6.0%	1,024,562	1,009,375	1.5%
Domestic	161,771	172,069	-6.0%	995,640	978,023	1.8%
International	5,045	5,468	-7.7%	28,922	31,352	-7.8%
AVERAGE DAILY CENSUS	55,976	60,454	-7.4%	51,048	49,819	2.5%
<b>ISLANDS VISITED</b>						
O'ahu	98,922	110,281	-10.3%	601,229	599,372	0.3%
O'ahu only	57,830	65,508	-11.7%	370,351	372,897	-0.7%
Kaua'i	34,305	35,658	-3.8%	199,123	196,146	1.5%
Kaua'i only	12,958	13,032	-0.6%	76,899	77,216	-0.4%
Maui County	64,307	67,168	-4.3%	394,449	384,018	2.7%
Maui	63,182	66,081	-4.4%	386,186	375,901	2.7%
Maui only	29,821	30,422	-2.0%	196,867	192,400	2.3%
Moloka'i *	1,324	1,554	-14.8%	10,480	9,834	6.6%
Moloka'i only *	136	71	90.3%	955	982	-2.7%
Lāna'i *	2,310	2,347	-1.6%	17,308	15,342	12.8%
Lāna'i only *	270	212	27.1%	2,495	1,947	28.1%
Big Island	40,459	41,588	-2.7%	232,004	225,673	2.8%
Kona side	33,972	34,695	-2.1%	197,094	189,551	4.0%
Hilo side	16,327	18,420	-11.4%	95,325	97,204	-1.9%
Big Island only	14,881	14,115	5.4%	92,145	86,255	6.8%
Any Neighbor Island	108,986	112,029	-2.7%	654,211	636,478	2.8%
NI only	67,894	67,256	0.9%	423,333	410,003	3.3%
O'ahu & NI	41,092	44,773	-8.2%	230,878	226,475	1.9%
Any one island only	115,896	123,361	-6.1%	739,712	731,697	1.1%
Multiple Islands	50,920	54,176	-6.0%	284,850	277,678	2.6%
Avg. Islands Visited	1.44	1.45	-0.6%	1.41	1.41	0.2%
Average Length of Stay in Hawai'i	10.40	10.56	-1.5%	10.56	10.46	0.9%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	103,269	112,594	-8.3%	640,761	622,176	3.0%
Hotel only	82,487	89,842	-8.2%	520,099	507,672	2.4%
Plan to stay in Condo	27,193	28,110	-3.3%	158,028	151,521	4.3%
Condo only	18,389	18,955	-3.0%	109,799	107,118	2.5%
Plan to stay in Timeshare	18,806	19,888	-5.4%	116,531	120,128	-3.0%
Timeshare only	13,368	13,456	-0.7%	84,184	86,978	-3.2%
Cruise Ship	6,571	8,146	-19.3%	41,758	44,745	-6.7%
Friends/Relatives	19,378	20,592	-5.9%	121,899	126,740	-3.8%
Bed & Breakfast	1,922	2,022	-4.9%	12,876	11,871	8.5%
Other	2,908	3,559	-18.3%	20,077	21,204	-5.3%

\* 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)					
	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	136,842	142,863	-4.2%	798,382	789,217	1.2%
Honeymoon	10,076	10,337	-2.5%	50,801	52,483	-3.2%
Get Married	1,869	1,787	4.6%	12,022	11,580	3.8%
Pleasure/Vacation	127,078	132,903	-4.4%	748,990	738,458	1.4%
Mtgs/Conventions/Incentive	10,076	14,691	-31.4%	97,715	80,881	20.8%
Conventions	6,188	11,922	-48.1%	59,162	47,028	25.8%
Corporate Meetings	2,474	1,645	50.4%	18,870	16,012	17.8%
Incentive	2,228	1,485	50.0%	24,088	21,697	11.0%
Other Business	5,722	6,036	-5.2%	40,460	41,956	-3.6%
Visit Friends/Rel.	20,346	20,836	-2.4%	120,457	122,797	-1.9%
Gov't/Military	4,480	6,193	-27.7%	30,272	37,570	-19.4%
Attend School	298	310	-3.9%	2,306	3,210	-28.2%
Sport Events	1,210	324	273.1%	9,507	4,633	105.2%
<b>TRAVEL STATUS</b>						
% First Timers **	42.1	44.8	-2.7	41.1	42.0	-0.9
% Repeaters **	57.9	55.2	2.7	58.9	58.0	0.9
Average # of Trips	3.87	3.71	4.2%	4.09	4.06	0.7%
Group Tour	5,433	6,385	-14.9%	52,330	47,514	10.1%
Non-Group	161,383	171,152	-5.7%	972,232	961,861	1.1%
Package Trip	43,376	49,420	-12.2%	272,905	275,061	-0.8%
No Package	123,440	128,117	-3.7%	751,657	734,314	2.4%
Net True Independent	121,728	126,068	-3.4%	737,134	721,873	2.1%

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

**TABLE 6. TOTAL JAPANESE VISITORS BY AIR**

	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>VISITOR DAYS</b>	645,354	683,925	-5.6%	3,766,863	3,992,496	-5.7%
<b>TOTAL VISITORS</b>	101,889	112,229	-9.2%	628,898	692,487	-9.2%
Domestic	684	823	-16.9%	3,959	4,436	-10.8%
International	101,205	111,406	-9.2%	624,939	688,051	-9.2%
<b>AVERAGE DAILY CENSUS</b>	20,818	22,062	-5.6%	17,768	18,833	-5.7%
<b>ISLANDS VISITED</b>						
O'ahu	97,588	107,134	-8.9%	605,008	663,671	-8.8%
O'ahu only	82,950	89,221	-7.0%	510,424	552,180	-7.6%
Kaua'i	2,041	1,715	19.0%	11,889	11,327	5.0%
Kaua'i only	314	193	62.9%	1,639	933	75.7%
Maui County	4,587	5,596	-18.0%	33,306	35,351	-5.8%
Maui	4,466	5,507	-18.9%	32,370	34,843	-7.1%
Maui only	1,059	821	29.0%	5,946	5,702	4.3%
Moloka'i *	93	89	4.7%	1,061	659	61.0%
Moloka'i only *	0	0	NA	30	1	2710.6%
Lāna'i *	76	102	-25.1%	1,137	839	35.5%
Lāna'i only *	0	0	NA	180	13	1321.6%
Big Island	13,684	17,091	-19.9%	84,307	106,401	-20.8%
Kona side	9,632	12,471	-22.8%	54,732	73,030	-25.1%
Hilo side	5,696	5,780	-1.5%	39,606	41,874	-5.4%
Big Island only	2,506	3,891	-35.6%	14,548	20,876	-30.3%
Any Neighbor Island	18,939	23,007	-17.7%	118,474	140,307	-15.6%
NI only	4,301	5,094	-15.6%	23,890	28,816	-17.1%
O'ahu & NI	14,638	17,913	-18.3%	94,584	111,491	-15.2%
Any one island only	86,829	94,125	-7.8%	532,767	579,704	-8.1%
Multiple Islands	15,060	18,103	-16.8%	96,131	112,783	-14.8%
Avg. Islands Visited	1.16	1.17	-1.3%	1.17	1.18	-0.9%
Average Length of Stay in Hawai'i	6.33	6.09	3.9%	5.99	5.77	3.9%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	85,944	96,307	-10.8%	546,179	613,028	-10.9%
Hotel only	83,328	93,756	-11.1%	533,944	600,634	-11.1%
Plan to stay in Condo	13,043	13,123	-0.6%	66,674	62,388	6.9%
Condo only	10,764	10,329	4.2%	56,106	51,460	9.0%
Plan to stay in Timeshare	4,051	4,078	-0.7%	19,781	18,639	6.1%
Timeshare only	3,402	3,245	4.8%	15,266	14,520	5.1%
Cruise Ship	58	29	100.3%	307	557	-44.9%
Friends/Relatives	1,555	1,781	-12.7%	9,232	9,560	-3.4%
Bed & Breakfast	189	134	40.7%	858	1,192	-28.0%
Other	42	84	-49.8%	398	644	-38.2%

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

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

	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	88,503	98,588	-10.2%	539,991	602,573	-10.4%
Honeymoon	14,037	15,772	-11.0%	105,884	116,920	-9.4%
Get Married	3,521	3,523	-0.1%	30,532	32,402	-5.8%
Pleasure/Vacation	74,167	82,110	-9.7%	429,064	480,349	-10.7%
Mtgs/Conventions/Incentive	2,557	4,350	-41.2%	28,351	23,109	22.7%
Conventions	990	1,471	-32.7%	6,466	6,528	-1.0%
Corporate Meetings	93	1,088	-91.5%	3,438	5,662	-39.3%
Incentive	1,593	2,210	-27.9%	19,545	11,495	70.0%
Other Business	638	646	-1.3%	4,416	3,463	27.5%
Visit Friends/Rel.	2,182	2,373	-8.1%	12,785	13,121	-2.6%
Gov't/Military	137	66	106.8%	435	606	-28.3%
Attend School	147	209	-29.7%	1,126	1,117	0.8%
Sport Events	1,703	1,766	-3.6%	12,876	14,517	-11.3%
<b>TRAVEL STATUS</b>						
% First Timers **	35.1	37.9	-2.8	42.2	42.4	-0.2
% Repeaters **	64.9	62.1	2.8	57.8	57.6	0.2
Average # of Trips	4.32	4.14	4.2%	3.86	3.73	3.5%
Group Tour	24,760	31,991	-22.6%	192,109	246,877	-22.2%
Non-Group	77,129	80,238	-3.9%	436,789	445,610	-2.0%
Package Trip	72,186	83,772	-13.8%	463,811	522,487	-11.2%
No Package	29,703	28,456	4.4%	165,087	170,001	-2.9%
Net True Independent	26,949	26,424	2.0%	139,598	142,636	-2.1%

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

**TABLE 7. TOTAL CANADIAN VISITORS BY AIR**

	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	309,553	251,899	22.9%	3,751,312	3,131,098	19.8%
TOTAL VISITORS	25,467	19,806	28.6%	295,427	243,140	21.5%
Domestic	12,889	11,374	13.3%	122,566	88,736	38.1%
International	12,578	8,432	49.2%	172,861	154,404	12.0%
AVERAGE DAILY CENSUS	9,986	8,126	22.9%	17,695	14,769	19.8%
<b>ISLANDS VISITED</b>						
O'ahu	15,076	11,466	31.5%	144,826	117,094	23.7%
O'ahu only	9,592	6,262	53.2%	95,201	75,947	25.4%
Kaua'i	3,430	2,814	21.9%	40,891	33,003	23.9%
Kaua'i only	931	690	35.0%	15,785	12,901	22.4%
Maui County	11,990	10,343	15.9%	140,015	118,689	18.0%
Maui	11,913	10,301	15.7%	138,668	117,683	17.8%
Maui only	7,009	5,484	27.8%	96,570	82,540	17.0%
Moloka'i *	233	138	69.3%	2,694	1,978	36.2%
Moloka'i only *	7	6	18.6%	257	198	30.1%
Lāna'i *	342	305	12.1%	3,142	2,722	15.4%
Lāna'i only *	21	8	155.2%	129	130	-0.4%
Big Island	4,558	3,656	24.7%	56,427	44,818	25.9%
Kona side	4,031	3,187	26.5%	51,059	40,328	26.6%
Hilo side	2,047	1,463	39.9%	21,159	17,296	22.3%
Big Island only	1,334	1,156	15.4%	25,752	20,460	25.9%
Any Neighbor Island	15,875	13,544	17.2%	200,226	167,193	19.8%
NI only	10,391	8,340	24.6%	150,601	126,046	19.5%
O'ahu & NI	5,484	5,204	5.4%	49,625	41,147	20.6%
Any one island only	18,894	13,605	38.9%	233,694	192,176	21.6%
Multiple Islands	6,573	6,201	6.0%	61,733	50,965	21.1%
Avg. Islands Visited	1.40	1.45	-3.6%	1.31	1.31	0.3%
Average Length of Stay in Hawai'i	12.16	12.72	-4.4%	12.70	12.88	-1.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	14,316	11,239	27.4%	151,322	125,406	20.7%
Hotel only	10,658	8,237	29.4%	117,258	97,376	20.4%
Plan to stay in Condo	9,030	6,752	33.7%	109,216	87,848	24.3%
Condo only	6,692	4,582	46.1%	87,411	70,020	24.8%
Plan to stay in Timeshare	2,155	1,553	38.8%	28,104	26,301	6.9%
Timeshare only	1,277	1,030	24.0%	19,662	17,999	9.2%
Cruise Ship	722	455	58.8%	7,914	5,890	34.4%
Friends/Relatives	1,356	1,271	6.7%	12,846	11,711	9.7%
Bed & Breakfast	413	325	27.0%	4,359	3,150	38.4%
Other	305	465	-34.4%	2,713	2,558	6.1%

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

**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 (C O N T.)**

	JULY			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	23,635	17,907	32.0%	273,325	226,333	20.8%
Honeymoon	1,324	1,191	11.2%	7,270	6,102	19.1%
Get Married	174	216	-19.4%	1,953	2,344	-16.7%
Pleasure/Vacation	22,329	16,750	33.3%	266,266	219,614	21.2%
Mtgs/Conventions/Incentive	395	631	-37.4%	15,498	9,275	67.1%
Conventions	282	543	-48.1%	11,492	6,264	83.5%
Corporate Meetings	45	69	-35.1%	1,982	1,382	43.4%
Incentive	87	38	131.8%	2,645	2,147	23.2%
Other Business	199	200	-0.3%	2,131	1,816	17.4%
Visit Friends/Rel.	1,019	1,156	-11.8%	11,099	9,466	17.2%
Gov't/Military	49	212	-76.9%	381	573	-33.5%
Attend School	32	18	76.4%	337	259	30.0%
Sport Events	278	125	122.1%	1,393	1,253	11.2%
<b>TRAVEL STATUS</b>						
% First Timers **	45.5	45.8	-0.4	37.0	36.2	0.8
% Repeaters **	54.5	54.2	0.4	63.0	63.8	-0.8
Average # of Trips	3.35	3.16	6.2%	3.95	3.97	-0.6%
Group Tour	402	441	-8.9%	7,980	5,911	35.0%
Non-Group	25,065	19,365	29.4%	287,447	237,229	21.2%
Package Trip	7,180	5,905	21.6%	79,115	70,178	12.7%
No Package	18,287	13,901	31.6%	216,312	172,962	25.1%
Net True Independent	18,170	13,812	31.5%	214,327	171,260	25.1%

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

July 2011 Arrivals at a Glance

CATEGORY AND MMA	July 2011	July 2010	% change	YTD 2011	YTD 2010	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,130.2</b>	<b>1,074.4</b>	<b>5.2</b>	<b>7,174.6</b>	<b>6,178.7</b>	<b>16.1</b>
Total by air	1,130.2	1,074.4	5.2	7,158.5	6,166.9	16.1
U.S. West	406.4	394.7	2.9	2,439.6	2,214.0	10.2
U.S. East	309.1	328.8	-6.0	1,950.2	1,742.6	11.9
Japan	172.3	165.8	3.9	1,063.1	1,009.3	5.3
Canada	46.4	33.6	37.9	576.8	437.9	31.7
All Others	196.1	151.4	29.5	1,128.9	763.0	47.9
Visitor arrivals by cruise ships	0.07	0.00	NA	16.2	11.8	37.4
<b>TOTAL VISITOR DAYS</b>	<b>6,389,074</b>	<b>6,537,788</b>	<b>-2.3</b>	<b>40,410,700</b>	<b>38,386,252</b>	<b>5.3</b>
Total by air	6,387,291	6,537,788	-2.3	40,067,110	38,114,171	5.1
U.S. West	2,790,025	2,860,532	-2.5	16,770,920	16,210,187	3.5
U.S. East	1,735,259	1,874,059	-7.4	10,822,180	10,561,671	2.5
Japan	645,354	683,925	-5.6	3,766,862	3,992,496	-5.7
Canada	309,553	251,899	22.9	3,751,312	3,131,098	19.8
All Others	907,100	867,371	4.6	4,955,837	4,218,720	17.5
Visitor arrivals by cruise ships	1,782	0	NA	343,590	272,081	26.3
<b>VISITOR ARRIVALS</b>	<b>668,193</b>	<b>680,928</b>	<b>-1.9</b>	<b>4,234,156</b>	<b>4,086,328</b>	<b>3.6</b>
Total by air	667,707	680,928	-1.9	4,171,662	4,034,088	3.4
U.S. West	289,213	292,259	-1.0	1,743,770	1,680,408	3.8
U.S. East	166,816	177,537	-6.0	1,024,562	1,009,375	1.5
Japan	101,889	112,229	-9.2	628,898	692,487	-9.2
Canada	25,467	19,806	28.6	295,427	243,140	21.5
All Others	84,322	79,097	6.6	479,005	408,678	17.2
Visitor arrivals by cruise ships	486	0	NA	62,494	52,240	19.6
<b>AVERAGE LENGTH OF STAY</b>	<b>9.56</b>	<b>9.60</b>	<b>-0.4</b>	<b>9.54</b>	<b>9.39</b>	<b>1.6</b>
Total by air	9.57	9.60	-0.4	9.60	9.45	1.7
U.S. West	9.65	9.79	-1.4	9.62	9.65	-0.3
U.S. East	10.40	10.56	-1.5	10.56	10.46	0.9
Japan	6.33	6.09	3.9	5.99	5.77	3.9
Canada	12.16	12.72	-4.4	12.70	12.88	-1.4
All Others	10.76	10.97	-1.9	10.35	10.32	0.2
Visitor arrivals by cruise ships	3.67	0.00	NA	5.50	5.21	5.6
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>176.9</b>	<b>164.3</b>	<b>7.7</b>	<b>177.5</b>	<b>161.0</b>	<b>10.3</b>
Total by air	176.9	164.3	7.7	178.7	161.8	10.4
U.S. West	145.6	138.0	5.5	145.5	136.6	6.5
U.S. East	178.1	175.5	1.5	180.2	165.0	9.2
Japan	267.0	242.4	10.1	282.2	252.8	11.6
Canada	149.9	133.6	12.2	153.7	139.9	9.9
All Others	216.1	174.5	23.8	227.8	180.9	25.9
Visitor arrivals by cruise ships	40.5	0.0	NA	47.0	43.2	8.8
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,691.5</b>	<b>1,577.8</b>	<b>7.2</b>	<b>1,694.5</b>	<b>1,512.0</b>	<b>12.1</b>
Total by air	1,692.6	1,577.8	7.3	1,716.0	1,528.7	12.3
U.S. West	1,405.0	1,350.6	4.0	1,399.0	1,317.5	6.2
U.S. East	1,852.7	1,852.1	0.0	1,903.4	1,726.4	10.3
Japan	1,691.0	1,477.2	14.5	1,690.4	1,457.5	16.0
Canada	1,822.3	1,698.9	7.3	1,952.3	1,801.1	8.4
All Others	2,325.0	1,913.9	21.5	2,356.7	1,867.1	26.2
Visitor arrivals by cruise ships	148.7	0.0	NA	258.7	225.2	14.8

Source:Hawai'i Tourism Authority

**2011 Arrivals at a Glance by Month**

2011	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$912.3	\$1,037.3	\$1,130.2
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0	\$1,037.3	\$1,130.2
	U.S. West	\$355.0	\$302.9	\$311.5	\$354.8	\$333.0	\$376.2	\$406.4
	U.S. East	\$341.5	\$284.2	\$262.7	\$210.4	\$236.3	\$306.0	\$309.1
	U.S. East	\$177.8	\$171.4	\$149.0	\$105.4	\$137.9	\$149.2	\$172.3
	Canada	\$135.1	\$124.6	\$123.7	\$79.6	\$41.0	\$26.3	\$46.4
	All Others	\$168.7	\$126.1	\$129.3	\$166.2	\$162.9	\$179.6	\$196.1
	Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4	\$4.4	\$1.3	\$0.02	\$0.07
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	5,664,284	5,880,212	5,241,493	4,935,439	5,862,916	6,389,074
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	4,902,955	5,862,383	6,387,291
	U.S. West	2,368,420	2,054,634	2,202,149	2,409,161	2,244,657	2,701,873	2,790,025
	U.S. East	1,844,011	1,542,015	1,548,724	1,153,441	1,295,605	1,703,124	1,735,259
	Japan	617,286	597,948	546,885	387,589	479,509	492,291	645,354
	Canada	842,362	769,106	849,723	547,096	251,373	182,098	309,553
	All Others	703,859	616,299	646,442	667,330	631,811	782,996	907,100
	Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	32,484	533	1,782
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505	607,264	668,193
	Total by air	586,271	578,634	615,553	567,574	548,859	607,064	667,707
	U.S. West	215,794	213,689	237,910	269,790	243,073	274,301	289,213
	U.S. East	144,153	141,737	159,441	120,652	131,754	160,009	166,816
	Japan	104,580	102,906	89,779	63,667	81,127	84,950	101,889
	Canada	58,773	58,598	68,356	44,482	23,591	16,160	25,467
	All Others	62,971	61,704	60,067	68,983	69,314	71,644	84,322
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646	200	486
<b>length of stay</b>	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92	9.65	9.56
	Total by air	10.88	9.64	9.41	9.10	8.93	9.66	9.57
	U.S. West	10.98	9.62	9.26	8.93	9.23	9.85	9.65
	U.S. East	12.79	10.88	9.71	9.56	9.83	10.64	10.40
	Japan	5.90	5.81	6.09	6.09	5.91	5.80	6.33
	Canada	14.33	13.13	12.43	12.30	10.66	11.27	12.16
	All Others	11.18	9.99	10.76	9.67	9.12	10.93	10.76
	Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	6.99	2.67	3.67
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9	\$176.9	\$176.9
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8	\$176.9	\$176.9
	U.S. West	\$149.9	\$147.4	\$141.5	\$147.3	\$148.3	\$139.2	\$145.6
	U.S. East	\$185.2	\$184.3	\$169.6	\$182.4	\$182.4	\$179.7	\$178.1
	Japan	\$288.1	\$286.7	\$272.5	\$271.9	\$287.6	\$303.0	\$267.0
	Canada	\$160.4	\$162.0	\$145.6	\$145.5	\$163.1	\$144.4	\$149.9
	All Others	\$239.7	\$204.6	\$200.0	\$249.1	\$257.8	\$229.4	\$216.1
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0	\$39.7	\$40.5
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$1,976.0	\$1,708.5	\$1,548.4	\$1,583.8	\$1,648.3	\$1,708.1	\$1,691.5
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,659.8	\$1,708.7	\$1,692.6
	U.S. West	\$1,645.1	\$1,417.3	\$1,309.3	\$1,314.9	\$1,369.8	\$1,371.3	\$1,405.0
	U.S. East	\$2,368.8	\$2,005.1	\$1,647.9	\$1,743.6	\$1,793.4	\$1,912.6	\$1,852.7
	Japan	\$1,700.5	\$1,666.1	\$1,659.8	\$1,655.4	\$1,699.9	\$1,755.8	\$1,691.0
	Canada	\$2,298.9	\$2,126.6	\$1,810.3	\$1,789.2	\$1,737.9	\$1,627.0	\$1,822.3
	All Others	\$2,679.7	\$2,043.4	\$2,152.8	\$2,409.3	\$2,349.5	\$2,507.2	\$2,325.0
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	\$279.6	\$105.9	\$148.7

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	\$5,007.1	\$6,044.4	\$7,174.6	
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	\$4,991.0	\$6,028.3	\$7,158.5	
	U.S. West	\$355.0	\$657.9	\$969.4	\$1,324.1	\$1,657.1	\$2,033.2	\$2,439.6	
	U.S. East	\$341.5	\$625.7	\$888.4	\$1,098.8	\$1,335.1	\$1,641.1	\$1,950.2	
	U.S. East Canada	\$177.8 \$135.1	\$349.3 \$259.7	\$498.3 \$383.5	\$603.7 \$463.1	\$741.6 \$504.1	\$890.8 \$530.4	\$1,063.1 \$576.8	
	All Others	\$168.7	\$294.8	\$424.1	\$590.3	\$753.2	\$932.8	\$1,128.9	
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1	\$16.1	\$16.2	
	<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	12,101,566	17,981,779	23,223,272	28,158,711	34,021,627	40,410,700
		Total by air	6,375,938	11,955,940	17,749,863	22,914,481	27,817,436	33,679,819	40,067,110
U.S. West		2,368,420	4,423,054	6,625,203	9,034,365	11,279,021	13,980,895	16,770,920	
U.S. East		1,844,011	3,386,026	4,934,750	6,088,191	7,383,796	9,086,920	10,822,180	
Japan		617,286	1,215,235	1,762,119	2,149,708	2,629,217	3,121,508	3,766,862	
Canada		842,362	1,611,469	2,461,191	3,008,288	3,259,661	3,441,759	3,751,312	
All Others		703,859	1,320,157	1,966,600	2,633,930	3,265,741	4,048,737	4,955,837	
Visitor arrivals by cruise ships		61,345	145,626	231,915	308,790	341,275	341,808	343,590	
<b>Visitor arrivals</b>		TOTAL (air + ships)	597,487	1,190,506	1,823,870	2,405,194	2,958,699	3,565,963	4,234,156
	Total by air	586,271	1,164,905	1,780,458	2,348,032	2,896,891	3,503,955	4,171,662	
	U.S. West	215,794	429,483	667,393	937,183	1,180,256	1,454,557	1,743,770	
	U.S. East	144,153	285,890	445,331	565,983	697,737	857,746	1,024,562	
	Japan	104,580	207,486	297,265	360,932	442,059	527,009	628,898	
	Canada	58,773	117,371	185,727	230,209	253,800	269,960	295,427	
	All Others	62,971	124,675	184,742	253,725	323,039	394,683	479,005	
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808	62,008	62,494	
	<b>length of stay</b>	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52	9.54	9.54
Total by air		10.88	10.26	9.97	9.76	9.60	9.61	9.60	
U.S. West		10.98	10.30	9.93	9.64	9.56	9.61	9.62	
U.S. East		12.79	11.84	11.08	10.76	10.58	10.59	10.56	
Japan		5.90	5.86	5.93	5.96	5.95	5.92	5.99	
Canada		14.33	13.73	13.25	13.07	12.84	12.75	12.70	
All Others		11.18	10.59	10.65	10.38	10.11	10.26	10.35	
Visitor arrivals by cruise ships		5.47	5.69	5.34	5.40	5.52	5.51	5.50	
<b>Per Person Per Day Spending</b>		TOTAL (air+ships) (\$)	\$183.4	\$181.3	\$176.5	\$176.3	\$177.8	\$177.7	\$177.5
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4	\$179.0	\$178.7	
	U.S. West	\$149.9	\$148.7	\$146.3	\$146.6	\$146.9	\$145.4	\$145.5	
	U.S. East	\$185.2	\$184.8	\$180.0	\$180.5	\$180.8	\$180.6	\$180.2	
	Japan	\$288.1	\$287.4	\$282.8	\$280.8	\$282.1	\$285.4	\$282.2	
	Canada	\$160.4	\$161.2	\$155.8	\$153.9	\$154.6	\$154.1	\$153.7	
	All Others	\$239.7	\$223.3	\$215.7	\$224.1	\$230.6	\$230.4	\$227.8	
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1	\$47.1	\$47.0	
	<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$1,976.0	\$1,842.7	\$1,740.5	\$1,702.5	\$1,692.3	\$1,695.0	\$1,694.5
Total by air		\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	\$1,722.9	\$1,720.4	\$1,716.0	
U.S. West		\$1,645.1	\$1,531.8	\$1,452.5	\$1,412.9	\$1,404.0	\$1,397.8	\$1,399.0	
U.S. East		\$2,368.8	\$2,188.5	\$1,995.0	\$1,941.4	\$1,913.4	\$1,913.3	\$1,903.4	
Japan		\$1,700.5	\$1,683.4	\$1,676.3	\$1,672.6	\$1,677.6	\$1,690.2	\$1,690.4	
Canada		\$2,298.9	\$2,212.9	\$2,064.7	\$2,011.5	\$1,986.1	\$1,964.6	\$1,952.3	
All Others		\$2,679.7	\$2,364.8	\$2,295.8	\$2,326.7	\$2,331.6	\$2,363.5	\$2,356.7	
Visitor arrivals by cruise ships		\$220.9	\$250.5	\$248.6	\$258.4	\$260.0	\$259.5	\$258.7	

Source:Hawai'i Tourism Authority

### July 2011 Island Highlights

CATEGORY AND ISLAND	July 2011	July 2010	% change	YTD 2011	YTD 2010	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,130.2</b>	<b>1,074.4</b>	<b>5.2</b>	<b>7,174.6</b>	<b>6,178.7</b>	<b>16.1</b>
Total by air	1,130.2	1,074.4	5.2	7,158.5	6,166.9	16.1
O'ahu	583.4	536.2	8.8	3,557.3	3,091.6	15.1
Maui	286.1	276.8	3.4	1,896.5	1,604.7	18.2
Moloka'i	2.2	2.8	-20.4	16.4	15.8	3.7
Lāna'i	7.8	7.1	10.1	52.6	39.7	32.5
Kaua'i	133.5	114.9	16.3	761.3	641.8	18.6
Hawai'i Island	117.1	136.6	-14.3	874.4	773.4	13.1
Visitor arrivals by cruise ships	0.07	0.00	NA	16.16	11.77	37.4
<b>TOTAL VISITOR DAYS</b>	<b>6,389,074</b>	<b>6,537,788</b>	<b>-2.3</b>	<b>40,410,700</b>	<b>38,386,252</b>	<b>5.3</b>
Total by air	6,387,291	6,537,788	-2.3	40,067,110	38,114,171	5.1
O'ahu	3,063,313	3,226,387	-5.1	18,928,448	18,254,811	3.7
Maui	1,654,396	1,637,997	1.0	10,478,496	9,931,421	5.5
Moloka'i	19,705	21,199	-7.0	152,478	144,013	5.9
Lāna'i	24,874	23,575	5.5	162,431	144,425	12.5
Kaua'i	768,659	760,863	1.0	4,525,650	4,286,912	5.6
Hawai'i Island	856,345	867,766	-1.3	5,819,608	5,352,590	8.7
Visitor arrivals by cruise ships	1,782	0	NA	343,590	272,081	26.3
<b>VISITOR ARRIVALS</b>	<b>668,193</b>	<b>680,928</b>	<b>-1.9</b>	<b>4,234,156</b>	<b>4,086,328</b>	<b>3.6</b>
Total by air	667,707	680,928	-1.9	4,171,662	4,034,088	3.4
O'ahu	406,756	422,471	-3.7	2,520,991	2,469,900	2.1
Maui	210,048	210,504	-0.2	1,292,157	1,224,214	5.5
Moloka'i	4,818	4,792	0.5	34,520	28,991	19.1
Lāna'i	6,918	6,233	11.0	46,910	39,804	17.9
Kaua'i	103,292	100,834	2.4	596,256	568,299	4.9
Hawai'i Island	124,765	127,505	-2.1	786,253	757,160	3.8
Visitor arrivals by cruise ships	486	0	NA	62,494	52,240	19.6
<b>AVERAGE LENGTH OF STAY</b>	<b>9.56</b>	<b>9.60</b>	<b>-0.4</b>	<b>9.54</b>	<b>9.39</b>	<b>1.6</b>
Total by air	9.57	9.60	-0.4	9.60	9.45	1.7
O'ahu	7.53	7.64	-1.4	7.51	7.39	1.6
Maui	7.88	7.78	1.2	8.11	8.11	0.0
Moloka'i	4.09	4.42	-7.5	4.42	4.97	-11.1
Lāna'i	3.60	3.78	-4.9	3.46	3.63	-4.6
Kaua'i	7.44	7.55	-1.4	7.59	7.54	0.6
Hawai'i Island	6.86	6.81	0.9	7.40	7.07	4.7
Visitor arrivals by cruise ships	3.67	0.00	NA	5.50	5.21	5.6
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>176.9</b>	<b>164.3</b>	<b>7.7</b>	<b>177.5</b>	<b>161.0</b>	<b>10.3</b>
Total by air	176.9	164.3	7.7	178.7	161.8	10.4
Oahu	190.4	166.2	14.6	187.9	169.4	11.0
Maui	172.9	169.0	2.3	181.0	161.6	12.0
Molokai	113.9	133.1	-14.4	107.6	109.9	-2.1
Lanai	315.5	302.4	4.3	323.6	274.6	17.8
Kauai	173.7	151.0	15.1	168.2	149.7	12.4
Big Island	136.7	157.4	-13.1	150.3	144.5	4.0
Visitor arrivals by cruise ships	40.5	0.0	NA	47.0	43.2	8.8
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,691.5</b>	<b>1,577.8</b>	<b>7.2</b>	<b>1,694.5</b>	<b>1,512.0</b>	<b>12.1</b>
Total by air	1,692.6	1,577.8	7.3	1,716.0	1,528.7	12.3
Oahu	1,434.2	1,269.2	13.0	1,411.1	1,252.9	12.6
Maui	1,362.1	1,314.8	3.6	1,467.7	1,312.4	11.8
Molokai	466.0	588.9	-20.9	475.2	542.9	-12.5
Lanai	1,134.3	1,143.7	-0.8	1,120.6	1,001.8	11.9
Kauai	1,292.9	1,139.2	13.5	1,276.8	1,130.2	13.0
Big Island	938.4	1,071.1	-12.4	1,112.1	1,022.6	8.8
Visitor arrivals by cruise ships	148.7	0.0	NA	258.7	225.2	14.8

Source: Hawai'i Tourism Authority

Monthly Island Highlights 2011

2011	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$912.3	\$1,037.3	\$1,130.2
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0	\$1,037.3	\$1,130.2
	O'ahu	\$549.6	\$486.6	\$462.0	\$448.5	\$481.5	\$545.8	\$583.4
	Maui	\$323.8	\$279.5	\$283.2	\$247.3	\$220.9	\$255.6	\$286.1
	Moloka'i	\$3.3	\$2.8	\$2.9	\$1.0	\$1.9	\$2.2	\$2.2
	Lāna'i	\$8.3	\$7.5	\$9.1	\$6.2	\$7.0	\$6.6	\$7.8
	Kaua'i	\$113.7	\$98.1	\$88.3	\$99.0	\$107.6	\$121.1	\$133.5
	Hawai'i Island	\$179.5	\$134.7	\$130.8	\$114.3	\$92.1	\$105.9	\$117.1
	Visitor arrivals by cruise ships	2.5	3.9	4.4	4.4	1.3	\$0.02	\$0.07
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	5,664,284	5,880,212	5,241,493	4,935,439	5,862,916	6,389,074
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	4,902,955	5,862,383	6,387,291
	O'ahu	2,921,468	2,529,916	2,654,340	2,396,951	2,470,564	2,891,895	3,063,313
	Maui	1,649,674	1,517,842	1,618,815	1,378,664	1,190,712	1,468,393	1,654,396
	Moloka'i	33,285	23,394	25,133	15,759	15,933	19,269	19,705
	Lāna'i	24,181	23,862	26,792	21,165	20,702	20,855	24,874
	Kaua'i	672,612	607,179	604,274	602,866	577,443	692,617	768,659
	Hawai'i Island	1,074,717	877,809	864,569	749,213	627,601	769,354	856,345
	Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	32,484	533	1,782
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505	607,264	668,193
	Total by air	586,271	578,634	615,553	567,574	548,859	607,064	667,707
	O'ahu	359,847	349,056	358,629	328,827	345,147	372,729	406,756
	Maui	173,644	176,249	201,602	178,814	161,039	190,761	210,048
	Moloka'i	4,791	4,544	7,578	4,669	3,587	4,533	4,818
	Lāna'i	5,787	6,102	9,467	6,716	6,105	5,815	6,918
	Kaua'i	75,807	76,983	82,054	84,314	81,632	92,174	103,292
	Hawai'i Island	115,355	117,009	119,090	104,756	96,504	108,774	124,765
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646	200	486
<b>Length of stay</b>	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92	9.65	9.56
	Total by air	10.88	9.64	9.41	9.10	8.93	9.66	9.57
	O'ahu	8.12	7.25	7.40	7.29	7.16	7.76	7.53
	Maui	9.50	8.61	8.03	7.71	7.39	7.70	7.88
	Moloka'i	6.95	5.15	3.32	3.38	4.44	4.25	4.09
	Lāna'i	4.18	3.91	2.83	3.15	3.39	3.59	3.60
	Kaua'i	8.87	7.89	7.36	7.15	7.07	7.51	7.44
	Hawai'i Island	9.32	7.50	7.26	7.15	6.50	7.07	6.86
	Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	6.99	2.67	3.67
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9	\$176.9	\$176.9
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8	\$176.9	\$176.9
	O'ahu	\$188.1	\$192.3	\$174.1	\$187.1	\$194.9	\$188.7	\$190.4
	Maui	\$196.3	\$184.1	\$174.9	\$179.4	\$185.5	\$174.1	\$172.9
	Moloka'i	\$99.3	\$121.7	\$114.5	\$61.5	\$122.2	\$114.7	\$113.9
	Lāna'i	\$341.3	\$314.0	\$341.0	\$293.3	\$338.5	\$317.6	\$315.5
	Kaua'i	\$169.0	\$161.5	\$146.1	\$164.2	\$186.4	\$174.9	\$173.7
	Hawai'i Island	\$167.0	\$153.5	\$151.3	\$152.6	\$146.7	\$137.6	\$136.7
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0	\$39.7	\$40.5
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$1,976.0	\$1,708.5	\$1,548.4	\$1,583.8	\$1,648.3	\$1,708.1	\$1,691.5
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,659.8	\$1,708.7	\$1,692.6
	O'ahu	\$1,527.2	\$1,394.0	\$1,288.3	\$1,363.8	\$1,395.0	\$1,464.4	\$1,434.2
	Maui	\$1,865.0	\$1,585.9	\$1,404.7	\$1,383.2	\$1,371.7	\$1,339.9	\$1,362.1
	Moloka'i	\$690.0	\$626.4	\$379.7	\$209.0	\$542.9	\$487.5	\$466.0
	Lāna'i	\$1,426.2	\$1,228.0	\$965.2	\$926.4	\$1,147.7	\$1,138.9	\$1,134.3
	Kaua'i	\$1,499.6	\$1,274.1	\$1,075.6	\$1,174.1	\$1,318.4	\$1,314.1	\$1,292.9
	Hawai'i Island	\$1,556.3	\$1,151.4	\$1,098.6	\$1,092.2	\$953.9	\$973.4	\$938.4
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	\$279.6	\$105.9	\$148.7

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	\$5,007.1	\$6,044.4	\$7,174.6
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	\$4,991.0	\$6,028.3	\$7,158.5
	O'ahu	\$549.6	\$1,036.1	\$1,498.2	\$1,946.6	\$2,428.1	\$2,973.9	\$3,557.3
	Maui	\$323.8	\$603.3	\$886.5	\$1,133.9	\$1,354.8	\$1,610.4	\$1,896.5
	Moloka'i	\$3.3	\$6.2	\$9.0	\$10.0	\$11.9	\$14.2	\$16.4
	Lāna'i	\$8.3	\$15.7	\$24.9	\$31.1	\$38.1	\$44.7	\$52.6
	Kaua'i	\$113.7	\$211.8	\$300.0	\$399.0	\$506.6	\$627.8	\$761.3
	Hawai'i Island	\$179.5	\$314.3	\$445.1	\$559.4	\$651.5	\$757.3	\$874.4
Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1	\$16.1	\$16.2	
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	12,101,566	17,981,779	23,223,272	28,158,711	34,021,627	40,410,700
	Total by air	6,375,938	11,955,940	17,749,863	22,914,481	27,817,436	33,679,819	40,067,110
	O'ahu	2,921,468	5,451,384	8,105,724	10,502,675	12,973,240	15,865,135	18,928,448
	Maui	1,649,674	3,167,516	4,786,332	6,164,995	7,355,708	8,824,100	10,478,496
	Moloka'i	33,285	56,679	81,812	97,571	113,504	132,773	152,478
	Lāna'i	24,181	48,043	74,835	96,000	116,702	137,557	162,431
	Kaua'i	672,612	1,279,791	1,884,065	2,486,931	3,064,374	3,756,991	4,525,650
	Hawai'i Island	1,074,717	1,952,527	2,817,095	3,566,308	4,193,909	4,963,263	5,819,608
Visitor arrivals by cruise ships	61,345	145,626	231,915	308,790	341,275	341,808	343,590	
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	1,190,506	1,823,870	2,405,194	2,958,699	3,565,963	4,234,156
	Total by air	586,271	1,164,905	1,780,458	2,348,032	2,896,891	3,503,955	4,171,662
	O'ahu	359,847	708,903	1,067,532	1,396,359	1,741,506	2,114,235	2,520,991
	Maui	173,644	349,893	551,495	730,309	891,348	1,082,109	1,292,157
	Moloka'i	4,791	9,335	16,913	21,582	25,169	29,702	34,520
	Lāna'i	5,787	11,889	21,356	28,072	34,177	39,992	46,910
	Kaua'i	75,807	152,790	234,844	319,158	400,790	492,964	596,256
	Hawai'i Island	115,355	232,364	351,454	456,210	552,714	661,488	786,253
Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808	62,008	62,494	
<b>Length of stay</b>	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52	9.54	9.54
	Total by air	10.88	10.26	9.97	9.76	9.60	9.61	9.60
	O'ahu	8.12	7.69	7.59	7.52	7.45	7.50	7.51
	Maui	9.50	9.05	8.68	8.44	8.25	8.15	8.11
	Moloka'i	6.95	6.07	4.84	4.52	4.51	4.47	4.42
	Lāna'i	4.18	4.04	3.50	3.42	3.41	3.44	3.46
	Kaua'i	8.87	8.38	8.02	7.79	7.65	7.62	7.59
	Hawai'i Island	9.32	8.40	8.02	7.82	7.59	7.50	7.40
Visitor arrivals by cruise ships	5.47	5.69	5.34	5.40	5.52	5.51	5.50	
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$181.3	\$176.5	\$176.3	\$177.8	\$177.7	\$177.5
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4	\$179.0	\$178.7
	O'ahu	\$188.1	\$190.1	\$184.8	\$185.3	\$187.2	\$187.5	\$187.9
	Maui	\$196.3	\$190.5	\$185.2	\$183.9	\$184.2	\$182.5	\$181.0
	Moloka'i	\$99.3	\$108.5	\$110.4	\$102.5	\$105.3	\$106.6	\$107.6
	Lāna'i	\$341.3	\$327.8	\$332.5	\$323.9	\$326.5	\$325.1	\$323.6
	Kaua'i	\$169.0	\$165.5	\$159.2	\$160.4	\$165.3	\$167.1	\$168.2
	Hawai'i Island	\$167.0	\$160.9	\$158.0	\$156.9	\$155.3	\$152.6	\$150.3
Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1	\$47.1	\$47.0	
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$1,976.0	\$1,842.7	\$1,740.5	\$1,702.5	\$1,692.3	\$1,695.0	\$1,694.5
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	\$1,722.9	\$1,720.4	\$1,716.0
	O'ahu	\$1,527.2	\$1,461.6	\$1,403.4	\$1,394.1	\$1,394.3	\$1,406.6	\$1,411.1
	Maui	\$1,865.0	\$1,724.4	\$1,607.5	\$1,552.6	\$1,519.9	\$1,488.2	\$1,467.7
	Moloka'i	\$690.0	\$659.1	\$533.9	\$464.0	\$474.7	\$476.6	\$475.2
	Lāna'i	\$1,426.2	\$1,324.4	\$1,165.2	\$1,108.1	\$1,114.7	\$1,118.2	\$1,120.6
	Kaua'i	\$1,499.6	\$1,386.0	\$1,277.5	\$1,250.2	\$1,264.1	\$1,273.4	\$1,276.8
	Hawai'i Island	\$1,556.3	\$1,352.4	\$1,266.4	\$1,226.4	\$1,178.7	\$1,144.9	\$1,112.1
Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6	\$258.4	\$260.0	\$259.5	\$258.7	

Notes: Total arrivals by air have been revised for March and April and the YTD.

Source:Hawai'i Tourism Authority

**Table 8. VISITORS BY CRUISE SHIPS**

	July			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	127,348	133,056	-4.3%	1,297,526	1,237,203	4.9%
TOTAL VISITORS	11,796	12,453	-5.3%	134,110	125,653	6.7%
ARRIVED BY SHIP	486	0	NA	62,494	52,240	19.6%
ARRIVED BY AIR	11,310	12,453	-9.2%	71,616	73,413	-2.4%
NUMBER OF SHIP ARRIVALS	1	0	NA	38	32	18.8%
<b>ISLANDS VISITED</b>						
O'ahu	11,796	12,453	-5.3%	133,956	124,158	7.9%
Kaua'i	11,367	12,453	-8.7%	124,834	114,629	8.9%
Maui County	11,390	12,453	-8.5%	129,170	122,877	5.1%
Maui	11,390	12,453	-8.5%	129,170	122,877	5.1%
Moloka'i	129	74	73.6%	1,499	1,437	4.3%
Lāna'i	128	76	67.6%	2,397	2,520	-4.9%
Hawai'i Island	11,796	12,453	-5.3%	128,656	122,657	4.9%
Average Islands Visited	4.0	4.0	-1.5%	3.9	4.3	-10.2%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	2.52	2.21	14.2%	2.86	2.78	2.9%
Days in Hawai'i during Cruise	6.84	6.98	-2.1%	5.53	5.78	-4.4%
Days in Hawai'i after Cruise	1.44	1.49	-3.6%	1.29	1.28	0.4%
Total days in Hawai'i	10.80	10.68	1.0%	9.68	9.85	-1.7%
<b>ACCOMMODATIONS</b>						
Hotel	9,429	11,134	-15.3%	69,258	68,214	1.5%
Hotel only	8,633	10,242	-15.7%	61,593	61,524	0.1%
Condo	686	734	-6.6%	5,821	5,622	3.5%
Condo only	253	155	63.4%	2,006	1,903	5.4%
Timeshare	253	280	-9.7%	4,494	3,976	13.0%
Timeshare Only	73	76	-3.9%	1,681	1,605	4.7%
Bed & Breakfast	22	0	NA	614	583	5.3%
Bed & Breakfast only	20	0	NA	180	138	30.5%
Friends & relatives	175	117	49.5%	2,983	2,703	10.3%
Other accommodation	235	155	51.2%	2,069	1,858	11.3%
Accommodation (NET)	9,968	11,494	-13.3%	75,985	74,662	1.8%
Cruise only	1,828	959	90.6%	58,126	50,991	14.0%
<b>TRAVEL STATUS</b>						
% First timers	46.7	55.7	-8.98	43.2	43.0	0.19
% Repeat visitors	53.3	44.3	8.98	56.8	57.0	-0.19

Source: Hawai'i Tourism Authority



Table 9. Nonstop Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

July	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>International Seats</b>	<b>223,658</b>	<b>7.2%</b>	<b>217,457</b>	<b>9.4%</b>	<b>6,201</b>	<b>83.5%</b>	<b>0</b>	<b>-100.0%</b>	<b>0</b>	<b>NA</b>	<b>0</b>	<b>NA</b>
<b>Scheduled Seats</b>	<b>222,549</b>	<b>6.7%</b>	<b>216,348</b>	<b>8.9%</b>	<b>6,201</b>	<b>83.5%</b>	<b>0</b>	<b>-100.0%</b>	<b>0</b>	<b>NA</b>	<b>0</b>	<b>NA</b>
<b>Charter Seats</b>	<b>1,109</b>	<b>NA</b>	<b>1,109</b>	<b>NA</b>								
<b>Japan</b>	<b>138,679</b>	<b>-4.7%</b>	<b>138,679</b>	<b>-0.2%</b>			<b>0</b>	<b>-100.0%</b>				
...Nagoya	12,850	-1.3%	12,850	-1.3%								
...Osaka	23,791	-6.7%	23,791	-6.7%								
...Tokyo-HND	24,602	NA	24,602	NA								
...Tokyo-NRT	77,436	-27.6%	77,436	-22.9%			0	-100.0%				
<b>Canada</b>	<b>15,145</b>	<b>51.5%</b>	<b>8,944</b>	<b>35.1%</b>	<b>6,201</b>	<b>83.5%</b>						
...Vancouver	15,145	51.5%	8,944	35.1%	6,201	83.5%						
<b>Other Asia</b>	<b>22,888</b>	<b>71.8%</b>	<b>22,888</b>	<b>71.8%</b>								
...Seoul	22,888	71.8%	22,888	71.8%								
<b>Oceania</b>	<b>21,404</b>	<b>43.8%</b>	<b>21,404</b>	<b>43.8%</b>								
...Auckland	3,720	17.1%	3,720	17.1%								
...Sydney	17,684	51.1%	17,684	51.1%								
<b>Other</b>	<b>24,433</b>	<b>-2.0%</b>	<b>24,433</b>	<b>-2.0%</b>								
...Apia	810	0.0%	810	0.0%								
...Christmas	592	8.8%	592	8.8%								
...Guam	6,610	-0.4%	6,610	-0.4%								
...Majuro	2,826	0.0%	2,826	0.0%								
...Manila	7,716	-7.1%	7,716	-7.1%								
...Nadi	1,595	25.0%	1,595	25.0%								
...Pago Pago	3,024	-7.7%	3,024	-7.7%								
...Papeete	1,260	0.0%	1,260	0.0%								

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

Table 9. Nonstop Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

Year thru July	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>Total Seats</b>	<b>5,526,533</b>	<b>1.4%</b>	<b>3,831,237</b>	<b>1.1%</b>	<b>1,024,571</b>	<b>4.5%</b>	<b>362,164</b>	<b>-11.4%</b>	<b>9,577</b>	<b>NA</b>	<b>298,984</b>	<b>10.4%</b>
Scheduled Seats	5,468,317	1.4%	3,773,021	1.1%	1,024,571	4.5%	362,164	-11.4%	9,577	NA	298,984	10.4%
Charter seats	58,216	-0.8%	58,216	-0.8%								
<b>Domestic Seats</b>	<b>3,952,955</b>	<b>0.3%</b>	<b>2,371,968</b>	<b>-2.2%</b>	<b>924,420</b>	<b>3.1%</b>	<b>353,186</b>	<b>-0.5%</b>	<b>9,577</b>	<b>NA</b>	<b>293,804</b>	<b>10.8%</b>
Scheduled Seats	3,912,107	0.3%	2,331,120	-2.2%	924,420	3.1%	353,186	-0.5%	9,577	NA	293,804	10.8%
Charter seats	40,848	-4.5%	40,848	-4.5%								
<b>US West</b>	<b>3,466,471</b>	<b>4.1%</b>	<b>1,950,210</b>	<b>2.7%</b>	<b>859,694</b>	<b>6.0%</b>	<b>353,186</b>	<b>-0.5%</b>	<b>9,577</b>	<b>NA</b>	<b>293,804</b>	<b>10.8%</b>
...Anchorage	34,867	11.0%	28,947	15.2%	5,920	-5.7%						
...Bellingham	31,037	NA	31,037	NA								
...Denver	105,480	13.1%	56,642	-2.1%	33,184	61.0%	9,516	10.0%			6,138	0.0%
...Las Vegas	151,512	12.8%	136,140	1.4%	15,372	NA						
...Los Angeles	1,240,635	-1.1%	650,817	1.2%	296,987	-3.2%	136,346	-12.8%	8,321	NA	148,164	0.1%
...Oakland	114,105	12.9%	53,424	0.0%	36,008	7.4%	13,702	-3.0%			10,971	NA
...Orange County	27,728	-12.0%	17,160	-5.9%	10,568	-20.3%						
...Phoenix	284,464	5.4%	141,014	16.0%	65,930	-3.3%	40,280	-2.3%			37,240	-4.2%
...Portland	179,134	2.1%	85,349	-3.8%	85,349	-1.6%	8,436	NA				
...Sacramento	85,349	16.1%	53,424	0.0%	31,925	58.9%						
...Salt Lake City	48,598	-14.3%	48,598	6.1%	0	-100.0%						
...San Diego	85,349	17.6%	53,424	-13.1%	31,925	187.9%						
...San Francisco	630,545	3.3%	365,212	2.8%	124,691	-2.6%	88,542	0.2%	1,256	NA	50,844	30.9%
...San Jose	98,747	42.4%	53,424	14.0%	18,726	95.5%	18,223	41.5%			8,374	NA
...Seattle	348,921	-2.1%	175,598	-9.6%	103,109	7.7%	38,141	14.6%			32,073	-3.6%
<b>US East</b>	<b>445,636</b>	<b>-21.8%</b>	<b>380,910</b>	<b>-21.2%</b>	<b>64,726</b>	<b>-24.8%</b>						
...Atlanta	63,176	6.0%	63,176	6.0%								
...Charlotte	0	-100.0%	0	-100.0%								
...Chicago	131,337	6.8%	114,311	24.6%	17,026	-45.4%						
...Dallas	143,100	-4.8%	95,400	0.0%	47,700	-13.1%						
...Detroit	298	-96.2%	298	-96.2%								
...Houston	53,090	-41.0%	53,090	-41.0%								
...Minneapolis	8,940	-80.9%	8,940	-80.9%								
...Newark	45,695	-6.0%	45,695	-6.0%								

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

Table 9. Nonstop Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

Year thru July	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>International Seats</b>	<b>1,573,578</b>	<b>4.5%</b>	<b>1,459,269</b>	<b>7.0%</b>	<b>100,151</b>	<b>20.4%</b>	<b>8,978</b>	<b>-83.4%</b>	<b>0</b>	<b>0.0%</b>	<b>5,180</b>	<b>NA</b>
<b>Scheduled Seats</b>	<b>1,556,210</b>	<b>4.4%</b>	<b>1,441,901</b>	<b>7.0%</b>	<b>100,151</b>	<b>20.4%</b>	<b>8,978</b>	<b>-83.4%</b>	<b>0</b>	<b>0.0%</b>	<b>5,180</b>	<b>NA</b>
<b>Charter Seats</b>	<b>17,368</b>	<b>9.3%</b>	<b>17,368</b>	<b>9.3%</b>								
<b>Japan</b>	<b>916,504</b>	<b>-4.4%</b>	<b>916,504</b>	<b>0.3%</b>			<b>0</b>	<b>-100.0%</b>				
...Nagoya	77,011	-13.5%	77,011	-13.5%								
...Osaka	119,322	-27.3%	119,322	-27.3%								
...Tokyo-HND	158,811	NA	158,811	NA								
...Tokyo-NRT	561,360	-20.4%	561,360	-15.0%			<b>0</b>	<b>-100.0%</b>				
<b>Canada</b>	<b>205,456</b>	<b>8.7%</b>	<b>91,147</b>	<b>0.4%</b>	<b>100,151</b>	<b>20.4%</b>	<b>8,978</b>	<b>-2.7%</b>			<b>5,180</b>	<b>-10.8%</b>
...Calgary	31,799	71.3%	9,794	28.4%	22,005	101.3%						
...Edmonton	4,818	293.6%			4,818	293.6%						
...Vancouver	166,527	-0.1%	79,041	-2.0%	73,328	3.2%	8,978	-2.7%			5,180	-10.8%
...Victoria	2,312	-5.6%	2,312	-5.6%								
<b>Other Asia</b>	<b>149,883</b>	<b>79.4%</b>	<b>149,883</b>	<b>79.4%</b>								
...Seoul	149,883	94.2%	149,883	94.2%								
...Taipei	0	-100.0%	0	-100.0%								
<b>Oceania</b>	<b>121,797</b>	<b>28.0%</b>	<b>121,797</b>	<b>28.0%</b>								
...Auckland	15,587	5.6%	15,587	5.6%								
...Sydney	106,210	32.0%	106,210	32.0%								
<b>Other</b>	<b>162,570</b>	<b>-0.9%</b>	<b>162,570</b>	<b>-0.9%</b>								
...Apia	4,566	-6.0%	4,566	-6.0%								
...Christmas	4,188	207.9%	4,188	207.9%								
...Guam	45,270	-7.3%	45,270	-7.3%								
...Majuro	18,997	19.8%	18,997	19.8%								
...Manila	54,516	-0.2%	54,516	-0.2%								
...Nadi	9,581	-26.4%	9,581	-26.4%								
...Pago Pago	17,640	0.0%	17,640	0.0%								
...Papeete	7,812	0.0%	7,812	0.0%								

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