

	TABLE 1. TOTAL VISITORS BY AIR					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	4,902,955	4,897,683	0.1%	27,817,436	25,628,317	8.5%
TOTAL VISITORS	548,859	547,205	0.3%	2,896,891	2,721,466	6.4%
DOMESTIC	411,758	400,579	2.8%	2,078,141	1,908,994	8.9%
INTERNATIONAL	137,101	146,626	-6.5%	818,750	812,472	0.8%
AVERAGE DAILY CENSUS	158,160	157,990	0.1%	184,221	169,724	8.5%
TOTAL AIR SEATS (EST)	752,931	758,096	-0.7%	3,883,839	3,772,734	2.9%
TOTAL LOAD FACTOR (EST)	87.9%	87.4%	0.5	87.6%	85.4%	2.2
<b>ISLANDS VISITED</b>						
O'ahu	345,147	344,037	0.3%	1,741,506	1,655,771	5.2%
O'ahu only	254,406	258,709	-1.7%	1,285,077	1,230,684	4.4%
Kaua'i	81,632	77,359	5.5%	400,790	373,468	7.3%
Kaua'i only	42,553	41,745	1.9%	209,732	198,837	5.5%
Maui County	164,289	163,335	0.6%	910,880	841,877	8.2%
Maui	161,039	160,121	0.6%	891,348	824,377	8.1%
Maui only	100,020	100,149	-0.1%	571,470	531,422	7.5%
Moloka'i *	3,587	3,673	-2.3%	25,169	20,027	25.7%
Moloka'i only *	486	421	15.4%	3,061	2,821	8.5%
Lāna'i *	6,105	5,715	6.8%	34,177	27,506	24.3%
Lāna'i only *	750	873	-14.1%	5,485	4,600	19.2%
Big Island	96,504	94,795	1.8%	552,714	512,442	7.9%
Kona side	78,912	78,220	0.9%	465,956	425,312	9.6%
Hilo side	38,066	36,608	4.0%	202,581	192,865	5.0%
Big Island only	43,787	44,393	-1.4%	278,389	246,861	12.8%
Any Neighbor Island	294,453	288,496	2.1%	1,611,814	1,490,782	8.1%
NI only	203,712	203,168	0.3%	1,155,385	1,065,695	8.4%
O'ahu & NI	90,741	85,328	6.3%	456,429	425,086	7.4%
Any one island only	442,002	446,290	-1.0%	2,353,214	2,215,224	6.2%
Multiple Islands	106,857	100,915	5.9%	543,677	506,242	7.4%
Avg. Islands Visited	1.26	1.25	0.9%	1.26	1.25	0.3%
Average Length of Stay in Hawai'i	8.93	8.95	-0.2%	9.60	9.42	2.0%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	342,631	343,276	-0.2%	1,786,230	1,685,524	6.0%
Hotel only	301,884	304,372	-0.8%	1,558,384	1,476,797	5.5%
Plan to stay in Condo	92,224	85,385	8.0%	551,211	486,337	13.3%
Condo only	73,428	67,531	8.7%	437,185	385,354	13.5%
Plan to stay in Timeshare	57,274	59,730	-4.1%	279,466	278,712	0.3%
Timeshare only	45,403	47,576	-4.6%	214,026	214,540	-0.2%
Cruise Ship	9,896	10,943	-9.6%	55,359	52,609	5.2%
Friends/Relatives	54,704	57,607	-5.0%	273,754	276,391	-1.0%
Bed & Breakfast	6,477	5,003	29.5%	30,927	26,703	15.8%
Other	8,536	9,457	-9.7%	45,366	48,717	-6.9%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	440,543	443,406	-0.6%	2,346,050	2,224,551	5.5%
Honeymoon	44,056	48,455	-9.1%	172,251	175,092	-1.6%
Get Married	11,460	11,246	1.9%	46,511	45,304	2.7%
Pleasure/Vacation	395,427	395,552	0.0%	2,170,867	2,047,586	6.0%
Mtgs/Conventions/Incentive	37,091	21,824	70.0%	225,100	155,505	44.8%
Conventions	22,599	8,952	152.4%	131,270	83,723	56.8%
Corporate Meetings	6,011	6,379	-5.8%	45,244	33,093	36.7%
Incentive	9,781	7,583	29.0%	56,828	45,466	25.0%
Other Business	19,683	19,018	3.5%	103,455	97,674	5.9%
Visit Friends/Rel.	54,349	57,013	-4.7%	255,254	254,198	0.4%
Gov't/Military	10,464	11,231	-6.8%	47,553	53,455	-11.0%
Attend School	1,224	1,426	-14.2%	7,180	8,726	-17.7%
Sport Events	5,290	3,849	37.4%	32,130	24,174	32.9%
<b>TRAVEL STATUS</b>						
% First Timers **	35.6	36.5	-0.9	33.4	33.5	-0.1
% Repeaters **	64.4	63.5	0.9	66.6	66.5	0.1
Average # of Trips	4.95	4.87	1.6%	5.13	5.14	-0.3%
Group Tour	45,705	56,581	-19.2%	267,611	275,647	-2.9%
Non-Group	503,154	490,624	2.6%	2,629,280	2,445,819	7.5%
Package Trip	191,854	203,180	-5.6%	966,382	937,542	3.1%
No Package	357,005	344,025	3.8%	1,930,509	1,783,924	8.2%
Net True Independent	348,189	334,859	4.0%	1,877,450	1,737,580	8.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	3,924,054	3,777,460	3.9%	21,058,571	19,204,762	9.7%
DOMESTIC VISITORS	411,758	400,579	2.8%	2,078,141	1,908,994	8.9%
DOMESTIC AVERAGE DAILY CENSUS	126,582	121,854	3.9%	139,461	127,184	9.7%
DOMESTIC AIR SEATS (EST)	548,523	560,095	-2.1%	2,737,204	2,678,307	2.2%
DOM LOAD FACTOR (EST)	92.9%	88.9%	4.0	91.5%	86.5%	4.9
<b>ISLANDS VISITED</b>						
O'ahu	216,746	208,163	4.1%	1,041,231	956,210	8.9%
O'ahu only	157,306	151,259	4.0%	741,323	676,788	9.5%
Kaua'i	73,660	71,892	2.5%	357,675	336,590	6.3%
Kaua'i only	42,174	41,197	2.4%	201,061	190,237	5.7%
Maui County	144,948	142,281	1.9%	756,675	699,872	8.1%
Maui	142,224	139,558	1.9%	739,895	684,483	8.1%
Maui only	95,184	94,015	1.2%	500,734	463,570	8.0%
Moloka'i *	3,017	2,923	3.2%	20,590	16,708	23.2%
Moloka'i only *	474	412	15.0%	2,878	2,731	5.4%
Lāna'i *	4,493	4,387	2.4%	28,223	22,602	24.9%
Lāna'i only *	748	868	-13.8%	5,027	4,549	10.5%
Big Island	74,779	74,570	0.3%	427,987	388,787	10.1%
Kona side	64,474	63,701	1.2%	374,301	335,745	11.5%
Hilo side	25,789	27,285	-5.5%	141,390	134,840	4.9%
Big Island only	40,791	41,096	-0.7%	248,459	218,343	13.8%
Any Neighbor Island	254,452	249,320	2.1%	1,336,818	1,232,206	8.5%
NI only	195,012	192,416	1.3%	1,036,910	952,784	8.8%
O'ahu & NI	59,440	56,904	4.5%	299,908	279,422	7.3%
Any one island only	336,677	328,847	2.4%	1,699,482	1,556,218	9.2%
Multiple Islands	75,081	71,732	4.7%	378,659	352,776	7.3%
Avg. Islands Visited	1.25	1.25	-0.1%	1.26	1.26	-0.1%
Average Length of Stay in Hawai'i	9.53	9.43	1.1%	10.13	10.06	0.7%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	231,117	219,678	5.2%	1,150,071	1,041,899	10.4%
Hotel only	197,042	186,756	5.5%	965,495	875,379	10.3%
Plan to stay in Condo	76,522	71,314	7.3%	425,708	377,112	12.9%
Condo only	60,693	56,655	7.1%	336,449	298,678	12.6%
Plan to stay in Timeshare	52,234	54,899	-4.9%	247,838	245,991	0.8%
Timeshare only	41,565	44,012	-5.6%	191,677	192,055	-0.2%
Cruise Ship	7,993	9,362	-14.6%	45,374	45,942	-1.2%
Friends/Relatives	49,275	53,132	-7.3%	243,550	241,638	0.8%
Bed & Breakfast	4,688	4,300	9.0%	25,283	21,911	15.4%
Other	7,337	7,657	-4.2%	36,922	36,177	2.1%

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

	T A B L E 2. D O M E S T I C V I S I T O R S B Y A I R (C O N T.)					
	( V i s i t o r s A r r i v i n g o n D o m e s t i c F l i g h t s )					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	324,982	322,292	0.8%	1,664,980	1,538,980	8.2%
Honeymoon	23,248	22,541	3.1%	70,105	67,854	3.3%
Get Married	5,856	5,622	4.2%	20,592	19,253	7.0%
Pleasure/Vacation	302,284	300,092	0.7%	1,597,242	1,472,926	8.4%
Mtgs/Conventions/Incentive	30,872	15,996	93.0%	171,261	118,596	44.4%
Conventions	19,277	6,584	192.8%	104,420	63,711	63.9%
Corporate Meetings	5,667	5,224	8.5%	35,145	28,374	23.9%
Incentive	6,987	5,211	34.1%	38,556	32,362	19.1%
Other Business	18,060	17,684	2.1%	91,795	90,074	1.9%
Visit Friends/Rel.	49,162	51,691	-4.9%	225,968	222,332	1.6%
Gov't/Military	7,651	8,841	-13.5%	35,955	38,265	-6.0%
Attend School	704	659	6.8%	5,130	4,563	12.4%
Sport Events	3,065	1,168	162.4%	21,363	11,758	81.7%
<b>TRAVEL STATUS</b>						
% First Timers **	32.3	32.5	-0.2	28.4	28.6	-0.1
% Repeaters **	67.7	67.5	0.2	71.6	71.4	0.1
Average # of Trips	5.41	5.44	-0.6%	5.76	5.82	-1.1%
Group Tour	16,250	12,483	30.2%	84,409	71,749	17.6%
Non-Group	395,508	388,096	1.9%	1,993,732	1,837,245	8.5%
Package Trip	108,828	107,798	1.0%	503,870	464,214	8.5%
No Package	302,930	292,781	3.5%	1,574,271	1,444,780	9.0%
Net True Independent	297,970	289,248	3.0%	1,548,976	1,424,459	8.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	368,001	362,625	1.5%	1,837,798	1,715,185	7.1%
Pacific Region	186,923	184,988	1.0%	913,739	848,901	7.6%
...California	132,345	132,442	-0.1%	574,088	542,127	5.9%
...Oregon	16,036	15,649	2.5%	92,220	82,803	11.4%
...Washington	34,233	33,083	3.5%	209,164	189,333	10.5%
Mountain Region	52,096	51,494	1.2%	242,932	226,366	7.3%
West North Central	13,429	13,379	0.4%	109,299	100,001	9.3%
West South Central	26,042	25,873	0.7%	100,965	97,440	3.6%
...Texas	20,231	19,663	2.9%	78,260	75,655	3.4%
East North Central	23,358	22,858	2.2%	161,836	146,688	10.3%
East South Central	7,984	8,047	-0.8%	30,648	30,679	-0.1%
New England	7,477	7,050	6.1%	46,096	42,403	8.7%
Middle Atlantic	18,313	17,558	4.3%	95,058	89,056	6.7%
...New Jersey	4,587	4,572	0.3%	23,055	22,680	1.7%
...New York	8,059	7,418	8.6%	44,360	40,850	8.6%
South Atlantic	31,752	30,805	3.1%	134,817	131,336	2.7%
CANADA	12,151	8,730	39.2%	104,666	70,876	47.7%
EUROPE	11,128	10,276	8.3%	49,211	41,409	18.8%
France	562	535	5.0%	3,135	2,382	31.6%
Germany	2,390	2,748	-13.0%	11,132	9,948	11.9%
Ireland	148	170	-12.9%	576	671	-14.2%
Italy	452	402	12.4%	2,004	1,678	19.4%
Switzerland	867	697	24.4%	3,517	2,732	28.7%
United Kingdom	3,061	3,073	-0.4%	12,735	11,304	12.7%
ASIA	6,380	5,810	9.8%	21,895	19,844	10.3%
People's Republic of China	3,682	2,975	23.8%	11,152	9,872	13.0%
Taiwan	131	162	-19.1%	595	579	2.8%
Hong Kong	140	77	81.8%	513	446	15.0%
Indonesia	55	31	77.4%	221	141	56.7%
Japan	562	685	-18.0%	2,677	2,769	-3.3%
Korea	691	685	0.9%	3,060	2,695	13.5%
Malaysia	18	23	-21.7%	119	87	36.8%
Philippines	440	482	-8.7%	1,342	1,347	-0.4%
Singapore	104	91	14.3%	413	368	12.2%
Thailand	29	61	-52.5%	221	228	-3.1%
CENTRAL AMERICA	640	664	-3.6%	3,013	2,572	17.1%
Mexico	533	585	-8.9%	2,619	2,222	17.9%
SOUTH AMERICA	1,893	1,317	43.7%	8,117	6,307	28.7%
Argentina	446	279	59.9%	2,033	1,415	43.7%
Brazil	907	665	36.4%	4,004	3,396	17.9%
OCEANIA	4,202	3,598	16.8%	16,722	13,984	19.6%
Australia	3,544	2,989	18.6%	13,953	11,691	19.3%
New Zealand	349	245	42.4%	1,355	1,113	21.7%

Source: Hawaii Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	978,901	1,120,223	-12.6%	6,758,865	6,423,555	5.2%
INTERNATIONAL VISITORS	137,101	146,626	-6.5%	818,750	812,472	0.8%
INTERNATIONAL AVERAGE DAILY CENSUS	31,577	36,136	-12.6%	44,761	42,540	5.2%
INTERNATIONAL AIR SEATS (EST)	204,408	198,001	3.2%	1,146,635	1,094,427	4.8%
INT LOAD FACTOR (EST)	74.6%	83.1%	-8.5	78.3%	82.5%	-4.2
<b>ISLANDS VISITED</b>						
O'ahu	128,401	135,874	-5.5%	700,275	699,561	0.1%
O'ahu only	97,100	107,450	-9.6%	543,754	553,896	-1.8%
Kaua'i	7,972	5,467	45.8%	43,115	36,878	16.9%
Kaua'i only	379	548	-30.8%	8,671	8,600	0.8%
Maui County	19,341	21,054	-8.1%	154,205	142,005	8.6%
Maui	18,815	20,563	-8.5%	151,453	139,894	8.3%
Maui only	4,836	6,134	-21.2%	70,736	67,852	4.3%
Moloka'i *	570	750	-24.0%	4,579	3,319	37.9%
Moloka'i only *	12	9	33.3%	183	90	103.8%
Lāna'i *	1,612	1,328	21.4%	5,954	4,904	21.4%
Lāna'i only *	2	5	-60.0%	458	51	800.3%
Big Island	21,725	20,225	7.4%	124,727	123,655	0.9%
Kona side	14,438	14,519	-0.6%	91,655	89,567	2.3%
Hilo side	12,277	9,323	31.7%	61,191	58,025	5.5%
Big Island only	2,996	3,297	-9.1%	29,930	28,518	5.0%
Any Neighbor Island	40,001	39,176	2.1%	274,996	258,576	6.4%
NI only	8,700	10,752	-19.1%	118,475	112,911	4.9%
O'ahu & NI	31,301	28,424	10.1%	156,521	145,664	7.5%
Any one island only	105,325	117,443	-10.3%	653,732	659,006	-0.8%
Multiple Islands	31,776	29,183	8.9%	165,018	153,466	7.5%
Avg. Islands Visited	1.31	1.26	4.0%	1.26	1.24	1.4%
Average Length of Stay in Hawai'i	7.14	7.64	-6.5%	8.26	7.91	4.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	111,514	123,598	-9.8%	636,159	643,625	-1.2%
Hotel only	104,842	117,616	-10.9%	592,889	601,418	-1.4%
Plan to stay in Condo	15,702	14,071	11.6%	125,503	109,225	14.9%
Condo only	12,735	10,876	17.1%	100,736	86,676	16.2%
Plan to stay in Timeshare	5,040	4,831	4.3%	31,628	32,721	-3.3%
Timeshare only	3,838	3,564	7.7%	22,349	22,485	-0.6%
Cruise Ship	1,903	1,581	20.4%	9,985	6,667	49.8%
Friends/Relatives	5,429	4,475	21.3%	30,204	34,753	-13.1%
Bed & Breakfast	1,789	703	154.5%	5,644	4,792	17.8%
Other	1,199	1,800	-33.4%	8,444	12,540	-32.7%

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

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R ( C O N T . )					
	( Visitors Arriving on International Flights )					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	115,561	121,114	-4.6%	681,070	685,571	-0.7%
Honeymoon	20,808	25,914	-19.7%	102,146	107,238	-4.7%
Get Married	5,604	5,624	-0.4%	25,919	26,051	-0.5%
Pleasure/Vacation	93,143	95,460	-2.4%	573,625	574,660	-0.2%
Mtgs/Conventions/Incentive	6,219	5,828	6.7%	53,839	36,909	45.9%
Conventions	3,322	2,368	40.3%	26,850	20,012	34.2%
Corporate Meetings	344	1,155	-70.2%	10,099	4,719	114.0%
Incentive	2,794	2,372	17.8%	18,272	13,104	39.4%
Other Business	1,623	1,334	21.7%	11,660	7,600	53.4%
Visit Friends/Rel.	5,187	5,322	-2.5%	29,286	31,866	-8.1%
Gov't/Military	2,813	2,390	17.7%	11,598	15,190	-23.6%
Attend School	520	767	-32.2%	2,050	4,163	-50.8%
Sport Events	2,225	2,681	-17.0%	10,767	12,416	-13.3%
<b>TRAVEL STATUS</b>						
% First Timers **	45.5	47.5	-2.0	46.0	45.1	0.9
% Repeaters **	54.5	52.5	2.0	54.0	54.9	-0.9
Average # of Trips	3.57	3.33	7.2%	3.54	3.55	-0.2%
Group Tour	29,455	44,098	-33.2%	183,202	203,898	-10.1%
Non-Group	107,646	102,528	5.0%	635,548	608,574	4.4%
Package Trip	83,026	95,382	-13.0%	462,512	473,328	-2.3%
No Package	54,075	51,244	5.5%	356,238	339,144	5.0%
Net True Independent	50,219	45,611	10.1%	328,474	313,121	4.9%

\*\* 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)**

	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,244,657	2,227,593	0.8%	11,279,021	10,546,538	6.9%
TOTAL VISITORS	243,073	241,162	0.8%	1,180,256	1,100,128	7.3%
Domestic	239,019	236,482	1.1%	1,156,670	1,075,267	7.6%
International	4,054	4,680	-13.4%	23,586	24,861	-5.1%
AVERAGE DAILY CENSUS	72,408	71,858	0.8%	74,696	69,845	6.9%
<b>ISLANDS VISITED</b>						
O'ahu	109,671	110,156	-0.4%	518,735	488,613	6.2%
O'ahu only	85,661	85,932	-0.3%	405,898	378,450	7.3%
Kaua'i	44,466	41,657	6.7%	193,399	183,202	5.6%
Kaua'i only	30,878	29,068	6.2%	134,478	126,879	6.0%
Maui County	85,182	85,987	-0.9%	416,488	392,718	6.1%
Maui	83,496	84,410	-1.1%	406,815	383,883	6.0%
Maui only	65,648	65,736	-0.1%	322,525	301,527	7.0%
Moloka'i *	1,526	1,528	-0.1%	10,332	8,172	26.4%
Moloka'i only *	355	260	36.5%	1,993	1,743	14.3%
Lāna'i *	2,496	2,111	18.2%	13,597	10,710	27.0%
Lāna'i only *	522	552	-5.4%	3,013	2,845	5.9%
Big Island	41,431	40,912	1.3%	229,462	208,410	10.1%
Kona side	36,720	35,384	3.8%	204,951	182,513	12.3%
Hilo side	12,274	12,769	-3.9%	62,886	61,175	2.8%
Big Island only	28,446	27,938	1.8%	163,412	143,993	13.5%
Any Neighbor Island	157,412	155,230	1.4%	774,358	721,678	7.3%
NI only	133,402	131,006	1.8%	661,521	611,515	8.2%
O'ahu & NI	24,010	24,224	-0.9%	112,837	110,163	2.4%
Any one island only	211,510	209,486	1.0%	1,031,319	955,437	7.9%
Multiple Islands	31,563	31,676	-0.4%	148,937	144,691	2.9%
Avg. Islands Visited	1.16	1.16	0.0%	1.16	1.17	-0.3%
Average Length of Stay in Hawai'i	9.23	9.24	0.0%	9.56	9.59	-0.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	118,977	118,191	0.7%	584,995	538,754	8.6%
Hotel only	101,979	101,463	0.5%	497,996	458,229	8.7%
Plan to stay in Condo	54,299	50,277	8.0%	277,739	251,089	10.6%
Condo only	45,025	41,387	8.8%	227,543	206,307	10.3%
Plan to stay in Timeshare	35,579	37,785	-5.8%	153,852	154,132	-0.2%
Timeshare only	29,133	31,181	-6.6%	122,903	123,307	-0.3%
Cruise Ship	2,060	2,554	-19.3%	10,472	11,723	-10.7%
Friends/Relatives	31,047	33,303	-6.8%	147,022	148,340	-0.9%
Bed & Breakfast	2,505	1,947	28.7%	11,838	10,443	13.4%
Other	4,160	4,607	-9.7%	23,240	21,785	6.7%

\* 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)					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	196,113	195,718	0.2%	958,855	895,677	7.1%
Honeymoon	9,976	9,417	5.9%	31,296	30,149	3.8%
Get Married	3,388	2,987	13.4%	12,391	10,643	16.4%
Pleasure/Vacation	186,030	186,286	-0.1%	926,805	865,782	7.0%
Mtgs/Conventions/Incentive	11,406	7,250	57.3%	69,731	51,428	35.6%
Conventions	6,421	2,913	120.4%	40,855	28,688	42.4%
Corporate Meetings	3,010	2,632	14.4%	17,085	13,488	26.7%
Incentive	2,460	2,098	17.3%	14,376	11,380	26.3%
Other Business	11,798	11,918	-1.0%	58,490	56,954	2.7%
Visit Friends/Rel.	30,487	31,586	-3.5%	133,441	132,624	0.6%
Gov't/Military	3,915	3,779	3.6%	16,373	16,567	-1.2%
Attend School	339	338	0.3%	2,538	2,648	-4.2%
Sport Events	1,852	827	123.9%	11,985	7,365	62.7%
<b>TRAVEL STATUS</b>						
% First Timers **	20.3	21.6	-1.4	18.0	18.4	-0.5
% Repeaters **	79.7	78.4	1.4	82.0	81.6	0.5
Average # of Trips	6.76	6.63	1.9%	7.03	7.06	-0.5%
Group Tour	5,199	4,805	8.2%	26,761	24,273	10.3%
Non-Group	237,874	236,357	0.6%	1,153,495	1,075,855	7.2%
Package Trip	54,980	57,113	-3.7%	244,449	230,075	6.2%
No Package	188,093	184,049	2.2%	935,807	870,053	7.6%
Net True Independent	186,191	182,553	2.0%	926,081	861,955	7.4%

\*\* 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)					
	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,295,605	1,278,181	1.4%	7,383,796	6,873,650	7.4%
TOTAL VISITORS	131,754	129,483	1.8%	697,737	657,656	6.1%
Domestic	128,355	125,571	2.2%	678,720	637,604	6.4%
International	3,399	3,912	-13.1%	19,017	20,052	-5.2%
AVERAGE DAILY CENSUS	41,794	41,232	1.4%	48,899	45,521	7.4%
<b>ISLANDS VISITED</b>						
O'ahu	82,356	80,843	1.9%	404,390	380,781	6.2%
O'ahu only	53,583	53,137	0.8%	253,253	241,518	4.9%
Kaua'i	24,822	25,087	-1.1%	133,386	126,206	5.7%
Kaua'i only	9,228	9,961	-7.4%	52,519	51,812	1.4%
Maui County	47,243	46,060	2.6%	269,206	250,661	7.4%
Maui	46,445	45,144	2.9%	263,182	245,011	7.4%
Maui only	23,111	21,947	5.3%	138,463	131,072	5.6%
Moloka'i *	1,073	1,058	1.4%	7,640	6,500	17.5%
Moloka'i only *	82	132	-37.9%	678	758	-10.6%
Lāna'i *	1,942	1,884	3.1%	12,586	10,340	21.7%
Lāna'i only *	189	256	-26.2%	1,909	1,442	32.4%
Big Island	27,124	26,654	1.8%	154,916	145,367	6.6%
Kona side	22,791	22,352	2.0%	132,448	122,706	7.9%
Hilo side	11,399	12,053	-5.4%	63,227	61,476	2.8%
Big Island only	9,963	10,003	-0.4%	64,484	59,121	9.1%
Any Neighbor Island	78,171	76,346	2.4%	444,484	416,138	6.8%
NI only	49,398	48,640	1.6%	293,347	276,875	5.9%
O'ahu & NI	28,773	27,706	3.9%	151,137	139,263	8.5%
Any one island only	96,156	95,436	0.8%	511,306	485,723	5.3%
Multiple Islands	35,598	34,047	4.6%	186,431	171,933	8.4%
Avg. Islands Visited	1.39	1.40	0.0%	1.40	1.39	0.6%
Average Length of Stay in Hawai'i	9.83	9.87	-0.4%	10.58	10.45	1.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	85,244	80,308	6.1%	440,120	403,744	9.0%
Hotel only	70,951	66,452	6.8%	360,143	332,452	8.3%
Plan to stay in Condo	17,170	16,595	3.5%	105,331	96,501	9.2%
Stay in Hawai'i	12,028	11,856	1.5%	74,218	69,425	6.9%
Plan to stay in Timeshare	14,752	14,820	-0.5%	79,779	80,014	-0.3%
Timeshare only	10,812	11,035	-2.0%	58,170	59,183	-1.7%
Cruise Ship	4,912	6,065	-19.0%	28,473	28,495	-0.1%
Friends/Relatives	15,552	17,610	-11.7%	81,791	83,088	-1.6%
Bed & Breakfast	1,830	1,520	20.4%	9,251	8,153	13.5%
Other	2,688	2,966	-9.4%	13,448	14,063	-4.4%

\* 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)**

	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	98,484	99,798	-1.3%	531,422	506,321	5.0%
Honeymoon	10,288	10,289	0.0%	29,851	29,637	0.7%
Get Married	2,428	2,105	15.3%	7,957	7,344	8.3%
Pleasure/Vacation	88,257	89,812	-1.7%	502,485	477,766	5.2%
Mtgs/Conventions/Incentive	14,712	7,493	96.3%	81,007	57,954	39.8%
Conventions	9,255	3,107	197.9%	49,379	30,164	63.7%
Corporate Meetings	2,119	2,146	-1.3%	14,729	12,755	15.5%
Incentive	3,820	2,822	35.4%	20,276	18,307	10.8%
Other Business	5,415	5,214	3.9%	29,330	29,821	-1.6%
Visit Friends/Rel.	16,364	17,913	-8.6%	78,921	79,127	-0.3%
Gov't/Military	4,361	5,315	-17.9%	21,607	25,155	-14.1%
Attend School	211	282	-25.2%	1,609	2,462	-34.6%
Sport Events	863	203	325.1%	7,443	3,181	134.0%
<b>TRAVEL STATUS</b>						
% First Timers **	45.9	46.9	-1.0	39.9	40.3	-0.4
% Repeaters **	54.1	53.1	1.0	60.1	59.7	0.4
Average # of Trips	3.69	3.70	-0.1%	4.23	4.27	-1.1%
Group Tour	6,422	4,702	36.6%	40,664	35,012	16.1%
Non-Group	125,331	124,781	0.4%	657,072	622,644	5.5%
Package Trip	38,375	37,978	1.0%	186,183	175,811	5.9%
No Package	93,379	91,505	2.0%	511,554	481,845	6.2%
Net True Independent	91,456	90,108	1.5%	500,365	473,080	5.8%

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

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

	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	479,509	548,770	-12.6%	2,629,218	2,709,286	-3.0%
TOTAL VISITORS	81,127	97,838	-17.1%	442,059	473,660	-6.7%
Domestic	562	685	-18.0%	2,677	2,769	-3.3%
International	80,565	97,153	-17.1%	439,382	470,891	-6.7%
AVERAGE DAILY CENSUS	15,468	17,702	-12.6%	17,412	17,943	-3.0%
<b>ISLANDS VISITED</b>						
O'ahu	77,885	93,783	-17.0%	424,783	453,845	-6.4%
O'ahu only	65,124	78,837	-17.4%	359,284	381,081	-5.7%
Kaua'i	1,430	1,501	-4.7%	7,808	7,700	1.4%
Kaua'i only	162	159	1.9%	1,165	619	88.2%
Maui County	4,868	4,769	2.1%	23,418	23,867	-1.9%
Maui	4,758	4,539	4.8%	22,711	23,482	-3.3%
Maui only	746	541	37.9%	4,063	4,119	-1.4%
Moloka'i *	116	132	-12.1%	718	480	49.6%
Moloka'i only *	11	0	NA	30	1	2900.0%
Lāna'i *	110	172	-36.0%	1,059	677	56.4%
Lāna'i only *	4	0	NA	178	12	1383.3%
Big Island	11,445	14,412	-20.6%	59,575	70,514	-15.5%
Kona side	7,162	10,399	-31.1%	37,767	47,988	-21.3%
Hilo side	5,380	5,228	2.9%	28,728	28,345	1.4%
Big Island only	2,263	3,154	-28.2%	10,869	14,225	-23.6%
Any Neighbor Island	16,003	19,001	-15.8%	82,775	92,579	-10.6%
NI only	3,242	4,055	-20.0%	17,276	19,815	-12.8%
O'ahu & NI	12,761	14,946	-14.6%	65,499	72,764	-10.0%
Any one island only	88,310	92,091	-11.4%	373,309	400,031	-6.1%
Multiple Islands	12,817	15,147	-15.4%	66,470	73,603	-9.7%
Avg. Islands Visited	1.18	1.17	0.8%	1.17	1.18	-0.6%
Average Length of Stay in Hawai'i	5.91	5.61	5.4%	5.95	5.72	4.0%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	70,606	87,668	-19.5%	386,094	420,077	-8.1%
Hotel only	68,920	86,101	-20.0%	377,931	411,870	-8.2%
Plan to stay in Condo	8,166	7,432	9.9%	44,923	41,351	8.6%
Stay in Hawai'i	6,605	6,083	8.6%	37,936	34,589	9.7%
Plan to stay in Timeshare	3,220	3,097	4.0%	13,187	12,292	7.3%
Timeshare only	2,658	2,538	4.7%	9,803	9,462	3.6%
Cruise Ship	55	27	103.7%	192	486	-60.5%
Friends/Relatives	1,036	1,128	-8.2%	6,593	6,598	-0.1%
Bed & Breakfast	100	153	-34.6%	659	866	-23.9%
Other	70	38	84.2%	350	472	-25.8%

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

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

	MAY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	70,115	81,806	-14.3%	382,563	414,760	-7.8%
Honeymoon	15,591	18,902	-17.5%	74,777	80,562	-7.2%
Get Married	4,368	4,870	-10.3%	21,842	23,182	-5.8%
Pleasure/Vacation	53,433	62,653	-14.7%	304,064	330,475	-8.0%
Mtgs/Conventions/Incentive	2,641	4,359	-39.4%	19,319	13,932	38.7%
Conventions	596	1,396	-57.3%	3,864	4,505	-14.2%
Corporate Meetings	109	996	-89.1%	2,878	2,417	19.1%
Incentive	2,168	1,968	10.2%	13,266	7,165	85.2%
Other Business	508	437	16.2%	3,078	2,267	35.8%
Visit Friends/Rel.	1,639	1,815	-9.7%	9,013	8,942	0.8%
Gov't/Military	9	263	-96.6%	268	510	-47.5%
Attend School	131	130	0.8%	842	864	-2.5%
Sport Events	2,200	2,416	-8.9%	9,451	10,153	-6.9%
<b>TRAVEL STATUS</b>						
% First Timers **	41.2	42.5	-1.4	43.5	43.1	0.4
% Repeaters **	58.8	57.5	1.4	56.5	56.9	-0.4
Average # of Trips	3.81	3.61	5.5%	3.78	3.66	3.4%
Group Tour	22,141	37,967	-41.7%	136,095	170,929	-20.4%
Non-Group	58,986	59,871	-1.5%	305,965	302,731	1.1%
Package Trip	61,204	73,190	-16.4%	326,499	354,369	-7.9%
No Package	19,922	24,648	-19.2%	115,559	119,291	-3.1%
Net True Independent	17,627	19,738	-10.7%	96,209	98,841	-2.7%

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

	T A B L E 7. TOTAL CANADIAN VISITORS BY AIR					
	2011P	MAY 2010P	% CHANGE	2011P	YEAR-TO-DATE 2010P	% CHANGE
VISITOR DAYS	251,373	219,614	14.5%	3,259,661	2,631,445	23.9%
TOTAL VISITORS	23,591	19,804	19.1%	253,800	202,247	25.5%
Domestic	12,151	8,730	39.2%	104,666	70,876	47.7%
International	11,440	11,074	3.3%	149,134	131,371	13.5%
AVERAGE DAILY CENSUS	8,109	7,084	14.5%	21,587	17,426	23.9%
<b>ISLANDS VISITED</b>						
O'ahu	13,930	10,143	37.3%	119,879	94,048	27.5%
O'ahu only	9,409	7,094	32.6%	78,553	62,090	26.5%
Kaua'i	3,031	2,829	7.1%	35,840	27,683	29.5%
Kaua'i only	1,013	1,153	-12.1%	14,426	11,483	25.6%
Maui County	10,431	9,091	14.7%	121,133	98,404	23.1%
Maui	10,363	9,013	15.0%	119,916	97,540	22.9%
Maui only	6,604	6,383	3.5%	85,168	70,433	20.9%
Moloka'i *	135	161	-16.1%	2,396	1,725	38.9%
Moloka'i only *	9	17	-47.1%	234	179	30.7%
Lāna'i *	336	227	48.0%	2,666	2,081	28.1%
Lāna'i only *	14	24	-41.7%	108	116	-6.9%
Big Island	3,733	3,166	17.9%	49,252	37,637	30.9%
Kona side	3,214	2,752	16.8%	44,890	34,075	31.7%
Hilo side	1,761	1,275	38.1%	17,814	14,222	25.3%
Big Island only	1,256	1,411	-11.0%	23,637	17,910	32.0%
Any Neighbor Island	14,182	12,710	11.6%	175,247	140,157	25.0%
NI only	9,661	9,661	0.0%	133,921	108,199	23.8%
O'ahu & NI	4,521	3,049	48.3%	41,326	31,958	29.3%
Any one island only	18,305	16,082	13.8%	202,126	162,211	24.6%
Multiple Islands	5,286	3,722	42.0%	51,674	40,036	29.1%
Avg. Islands Visited	1.34	1.29	3.6%	1.30	1.29	0.8%
Average Length of Stay in Hawai'i	10.66	11.09	-3.9%	12.84	13.01	-1.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	13,503	11,135	21.3%	127,167	102,035	24.6%
Hotel only	10,961	9,049	21.1%	98,528	79,200	24.4%
Plan to stay in Condo	7,102	5,672	25.2%	95,650	74,475	28.4%
Condo only	5,529	4,580	20.7%	77,139	60,142	28.3%
Plan to stay in Timeshare	2,120	2,213	-4.2%	24,769	23,083	7.3%
Timeshare only	1,582	1,644	-3.8%	17,674	15,901	11.2%
Cruise Ship	771	543	42.0%	6,919	5,107	35.5%
Friends/Relatives	1,125	948	18.7%	10,435	9,337	11.8%
Bed & Breakfast	438	306	43.1%	3,659	2,561	42.9%
Other	183	262	-30.2%	2,295	1,774	29.4%

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

	T A B L E 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	2011P	MAY 2010P	% CHANGE	YEAR-TO-DATE		
				2011P	2010P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	20,553	18,091	13.6%	235,129	189,516	24.1%
Honeymoon	1,200	1,031	16.4%	4,883	3,863	26.4%
Get Married	296	306	-3.3%	1,614	1,828	-11.7%
Pleasure/Vacation	19,327	17,047	13.4%	230,390	185,167	24.4%
Mtgs/Conventions/Incentive	2,212	528	318.9%	14,644	7,882	85.8%
Conventions	1,636	264	519.7%	10,916	5,167	111.3%
Corporate Meetings	141	165	-14.5%	1,828	1,228	48.9%
Incentive	466	119	291.6%	2,471	1,968	25.6%
Other Business	188	190	-1.1%	1,723	1,389	24.0%
Visit Friends/Rel.	1,144	779	46.9%	9,214	7,466	23.4%
Gov't/Military	20	48	-58.3%	309	279	10.8%
Attend School	11	17	-35.3%	261	216	20.8%
Sport Events	118	69	71.0%	1,038	1,007	3.1%
<b>TRAVEL STATUS</b>						
% First Timers **	42.9	43.4	-0.5	35.4	34.8	0.6
% Repeaters **	57.1	56.6	0.5	64.6	65.2	-0.6
Average # of Trips	3.46	3.51	-1.5%	4.05	4.08	-0.7%
Group Tour	819	515	59.0%	7,300	5,019	45.4%
Non-Group	22,772	19,289	18.1%	246,501	197,228	25.0%
Package Trip	6,233	6,264	-0.5%	66,954	57,558	16.3%
No Package	17,358	13,540	28.2%	186,845	144,689	29.1%
Net True Independent	17,074	13,331	28.1%	185,095	143,227	29.2%

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

May 2011 Arrivals at a Glance

CATEGORY AND MMA	May 2011	May 2010	% change	YTD 2011	YTD 2010	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>912.3</b>	<b>861.4</b>	<b>5.9</b>	<b>5,007.1</b>	<b>4,343.7</b>	<b>15.3</b>
Total by air	911.0	860.7	5.8	4,991.0	4,328.7	15.3
U.S. West	333.0	318.8	4.5	1,657.1	1,488.7	11.3
U.S. East	236.3	220.4	7.2	1,335.1	1,139.7	17.1
Japan	137.9	154.0	-10.4	741.6	704.6	5.3
Canada	41.0	30.9	32.9	504.1	374.0	34.8
All Others	162.9	136.7	19.1	753.2	621.7	21.1
Visitor arrivals by cruise ships	1.3	0.7	81.6	16.1	15.0	7.0
<b>TOTAL VISITOR DAYS</b>	<b>4,935,439</b>	<b>4,914,227</b>	<b>0.4</b>	<b>28,158,711</b>	<b>25,955,062</b>	<b>8.5</b>
Total by air	4,902,955	4,897,683	0.1	27,817,436	25,628,317	8.5
U.S. West	2,244,657	2,227,593	0.8	11,279,021	10,546,538	6.9
U.S. East	1,295,605	1,278,181	1.4	7,383,796	6,873,650	7.4
Japan	479,509	548,770	-12.6	2,629,217	2,709,286	-3.0
Canada	251,373	219,614	14.5	3,259,661	2,631,445	23.9
All Others	631,811	623,525	1.3	3,265,741	2,867,397	13.9
Visitor arrivals by cruise ships	32,484	16,545	96.3	341,275	326,745	4.4
<b>VISITOR ARRIVALS</b>	<b>553,505</b>	<b>549,954</b>	<b>0.6</b>	<b>2,958,699</b>	<b>2,773,553</b>	<b>6.7</b>
Total by air	548,859	547,205	0.3	2,896,891	2,721,466	6.4
U.S. West	243,073	241,162	0.8	1,180,256	1,100,128	7.3
U.S. East	131,754	129,483	1.8	697,737	657,656	6.1
Japan	81,127	97,838	-17.1	442,059	473,660	-6.7
Canada	23,591	19,804	19.1	253,800	202,247	25.5
All Others	69,314	58,918	17.6	323,039	287,775	12.3
Visitor arrivals by cruise ships	4,646	2,749	69.0	61,808	52,087	18.7
<b>AVERAGE LENGTH OF STAY</b>	<b>8.92</b>	<b>8.94</b>	<b>-0.2</b>	<b>9.52</b>	<b>9.36</b>	<b>1.7</b>
Total by air	8.93	8.95	-0.2	9.60	9.42	2.0
U.S. West	9.23	9.24	0.0	9.56	9.59	-0.3
U.S. East	9.83	9.87	-0.4	10.58	10.45	1.3
Japan	5.91	5.61	5.4	5.95	5.72	4.0
Canada	10.66	11.09	-3.9	12.84	13.01	-1.3
All Others	9.12	10.58	-13.9	10.11	9.96	1.5
Visitor arrivals by cruise ships	7.0	6.02	16.2	5.52	6.27	-12.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>184.9</b>	<b>175.3</b>	<b>5.5</b>	<b>177.8</b>	<b>167.4</b>	<b>6.3</b>
Total by air	185.8	175.7	5.7	179.4	168.9	6.2
U.S. West	148.3	143.1	3.7	146.9	141.2	4.1
U.S. East	182.4	172.4	5.8	180.8	165.8	9.1
Japan	287.6	280.6	2.5	282.1	260.1	8.5
Canada	163.1	140.5	16.1	154.6	142.1	8.8
All Others	257.8	219.3	17.5	230.6	216.8	6.4
Visitor arrivals by cruise ships	40.0	43.2	-7.5	47.1	46.0	2.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,648.3</b>	<b>1,566.3</b>	<b>5.2</b>	<b>1,692.3</b>	<b>1,566.1</b>	<b>8.1</b>
Total by air	1,659.8	1,572.9	5.5	1,722.9	1,590.6	8.3
U.S. West	1,369.8	1,321.7	3.6	1,404.0	1,353.2	3.8
U.S. East	1,793.4	1,702.1	5.4	1,913.4	1,732.9	10.4
Japan	1,699.9	1,573.6	8.0	1,677.6	1,487.5	12.8
Canada	1,737.9	1,558.0	11.5	1,986.1	1,849.0	7.4
All Others	2,349.5	2,320.6	1.2	2,331.6	2,160.5	7.9
Visitor arrivals by cruise ships	279.6	260.3	7.4	260.0	288.4	-9.9

Source:Hawai'i Tourism Authority



**2011 Arrivals at a Glance by Month**

<b>2011</b>	<b>MMA</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$912.3
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0
	U.S. West	\$355.0	\$302.9	\$311.5	\$354.8	\$333.0
	U.S. East	\$341.5	\$284.2	\$262.7	\$210.4	\$236.3
	U.S. East	\$177.8	\$171.4	\$149.0	\$105.4	\$137.9
	Canada	\$135.1	\$124.6	\$123.7	\$79.6	\$41.0
	All Others	\$168.7	\$126.1	\$129.3	\$166.2	\$162.9
	Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4	\$4.4	\$1.3
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	5,664,284	5,880,212	5,241,493	4,935,439
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	4,902,955
	U.S. West	2,368,420	2,054,634	2,202,149	2,409,161	2,244,657
	U.S. East	1,844,011	1,542,015	1,548,724	1,153,441	1,295,605
	Japan	617,286	597,948	546,885	387,589	479,509
	Canada	842,362	769,106	849,723	547,096	251,373
	All Others	703,859	616,299	646,442	667,330	631,811
	Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	32,484
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505
	Total by air	586,271	578,634	615,553	567,574	548,859
	U.S. West	215,794	213,689	237,910	269,790	243,073
	U.S. East	144,153	141,737	159,441	120,652	131,754
	Japan	104,580	102,906	89,779	63,667	81,127
	Canada	58,773	58,598	68,356	44,482	23,591
	All Others	62,971	61,704	60,067	68,983	69,314
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646
<b>length of stay</b>	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92
	Total by air	10.88	9.64	9.41	9.10	8.93
	U.S. West	10.98	9.62	9.26	8.93	9.23
	U.S. East	12.79	10.88	9.71	9.56	9.83
	Japan	5.90	5.81	6.09	6.09	5.91
	Canada	14.33	13.13	12.43	12.30	10.66
	All Others	11.18	9.99	10.76	9.67	9.12
	Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	6.99
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8
	U.S. West	\$149.9	\$147.4	\$141.5	\$147.3	\$148.3
	U.S. East	\$185.2	\$184.3	\$169.6	\$182.4	\$182.4
	Japan	\$288.1	\$286.7	\$272.5	\$271.9	\$287.6
	Canada	\$160.4	\$162.0	\$145.6	\$145.5	\$163.1
	All Others	\$239.7	\$204.6	\$200.0	\$249.1	\$257.8
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0
<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
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,659.8
	U.S. West	\$1,645.1	\$1,417.3	\$1,309.3	\$1,314.9	\$1,369.8
	U.S. East	\$2,368.8	\$2,005.1	\$1,647.9	\$1,743.6	\$1,793.4
	Japan	\$1,700.5	\$1,666.1	\$1,659.8	\$1,655.4	\$1,699.9
	Canada	\$2,298.9	\$2,126.6	\$1,810.3	\$1,789.2	\$1,737.9
	All Others	\$2,679.7	\$2,043.4	\$2,152.8	\$2,409.3	\$2,349.5
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	\$279.6

YTD THROUGH MAY	MMA	Jan	Feb	Mar	Apr	May
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	\$5,007.1
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	\$4,991.0
	U.S. West	\$355.0	\$657.9	\$969.4	\$1,324.1	\$1,657.1
	U.S. East	\$341.5	\$625.7	\$888.4	\$1,098.8	\$1,335.1
	U.S. East	\$177.8	\$349.3	\$498.3	\$603.7	\$741.6
	Canada	\$135.1	\$259.7	\$383.5	\$463.1	\$504.1
	All Others	\$168.7	\$294.8	\$424.1	\$590.3	\$753.2
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	12,101,566	17,981,779	23,223,272	28,158,711
	Total by air	6,375,938	11,955,940	17,749,863	22,914,481	27,817,436
	U.S. West	2,368,420	4,423,054	6,625,203	9,034,365	11,279,021
	U.S. East	1,844,011	3,386,026	4,934,750	6,088,191	7,383,796
	Japan	617,286	1,215,235	1,762,119	2,149,708	2,629,217
	Canada	842,362	1,611,469	2,461,191	3,008,288	3,259,661
	All Others	703,859	1,320,157	1,966,600	2,633,930	3,265,741
	Visitor arrivals by cruise ships	61,345	145,626	231,915	308,790	341,275
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	1,190,506	1,823,870	2,405,194	2,958,699
	Total by air	586,271	1,164,905	1,780,458	2,348,032	2,896,891
	U.S. West	215,794	429,483	667,393	937,183	1,180,256
	U.S. East	144,153	285,890	445,331	565,983	697,737
	Japan	104,580	207,486	297,265	360,932	442,059
	Canada	58,773	117,371	185,727	230,209	253,800
	All Others	62,971	124,675	184,742	253,725	323,039
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808
<b>length of stay</b>	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52
	Total by air	10.88	10.26	9.97	9.76	9.60
	U.S. West	10.98	10.30	9.93	9.64	9.56
	U.S. East	12.79	11.84	11.08	10.76	10.58
	Japan	5.90	5.86	5.93	5.96	5.95
	Canada	14.33	13.73	13.25	13.07	12.84
	All Others	11.18	10.59	10.65	10.38	10.11
	Visitor arrivals by cruise ships	5.47	5.69	5.34	5.40	5.52
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$181.3	\$176.5	\$176.3	\$177.8
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4
	U.S. West	\$149.9	\$148.7	\$146.3	\$146.6	\$146.9
	U.S. East	\$185.2	\$184.8	\$180.0	\$180.5	\$180.8
	Japan	\$288.1	\$287.4	\$282.8	\$280.8	\$282.1
	Canada	\$160.4	\$161.2	\$155.8	\$153.9	\$154.6
	All Others	\$239.7	\$223.3	\$215.7	\$224.1	\$230.6
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1
<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
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	\$1,722.9
	U.S. West	\$1,645.1	\$1,531.8	\$1,452.5	\$1,412.9	\$1,404.0
	U.S. East	\$2,368.8	\$2,188.5	\$1,995.0	\$1,941.4	\$1,913.4
	Japan	\$1,700.5	\$1,683.4	\$1,676.3	\$1,672.6	\$1,677.6
	Canada	\$2,298.9	\$2,212.9	\$2,064.7	\$2,011.5	\$1,986.1
	All Others	\$2,679.7	\$2,364.8	\$2,295.8	\$2,326.7	\$2,331.6
	Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6	\$258.4	\$260.0

May 2011 Island Highlights

CATEGORY AND ISLAND	May 2011	May 2010	% change	YTD 2011	YTD 2010	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>912.3</b>	<b>861.4</b>	<b>5.9</b>	<b>5,007.1</b>	<b>4,343.7</b>	<b>15.3</b>
Total by air	911.0	860.7	5.8	4,991.0	4,328.7	15.3
O'ahu	481.5	446.3	7.9	2,428.1	2,101.5	15.5
Maui	220.9	227.7	-3.0	1,354.8	1,203.8	12.5
Moloka'i	1.9	1.6	18.8	11.9	10.7	12.0
Lāna'i	7.0	3.1	122.9	38.1	24.8	53.6
Kaua'i	107.6	87.0	23.8	506.6	427.1	18.6
Hawai'i Island	92.1	94.9	-3.0	651.5	560.9	16.2
Visitor arrivals by cruise ships	1.3	0.7	81.6	16.1	15.0	7.0
<b>TOTAL VISITOR DAYS</b>	<b>4,935,439</b>	<b>4,914,227</b>	<b>0.4</b>	<b>28,158,711</b>	<b>25,955,062</b>	<b>8.5</b>
Total by air	4,902,955	4,897,683	0.1	27,817,436	25,628,317	8.5
O'ahu	2,470,564	2,515,583	-1.8	12,973,240	12,110,967	7.1
Maui	1,190,712	1,190,409	0.0	7,355,708	6,775,086	8.6
Moloka'i	15,933	13,901	14.6	113,504	103,358	9.8
Lāna'i	20,702	18,266	13.3	116,702	99,812	16.9
Kaua'i	577,443	552,675	4.5	3,064,374	2,829,112	8.3
Hawai'i Island	627,601	606,848	3.4	4,193,909	3,709,983	13.0
Visitor arrivals by cruise ships	32,484	16,545	96.3	341,275	326,745	4.4
<b>VISITOR ARRIVALS</b>	<b>553,505</b>	<b>549,954</b>	<b>0.6</b>	<b>2,958,699</b>	<b>2,773,553</b>	<b>6.7</b>
Total by air	548,859	547,205	0.3	2,896,891	2,721,466	6.4
O'ahu	345,147	344,037	0.3	1,741,506	1,655,771	5.2
Maui	161,039	160,121	0.6	891,348	824,377	8.1
Moloka'i	3,587	3,673	-2.3	25,169	20,027	25.7
Lāna'i	6,105	5,715	6.8	34,177	27,506	24.3
Kaua'i	81,632	77,359	5.5	400,790	373,468	7.3
Hawai'i Island	96,504	94,795	1.8	552,714	512,442	7.9
Visitor arrivals by cruise ships	4,646	2,749	69.0	61,808	52,087	18.7
<b>AVERAGE LENGTH OF STAY</b>	<b>8.92</b>	<b>8.94</b>	<b>-0.2</b>	<b>9.52</b>	<b>9.36</b>	<b>1.7</b>
Total by air	8.93	8.95	-0.2	9.60	9.42	2.0
O'ahu	7.16	7.31	-2.1	7.45	7.31	1.8
Maui	7.39	7.43	-0.5	8.25	8.22	0.4
Moloka'i	4.44	3.78	17.4	4.51	5.16	-12.6
Lāna'i	3.39	3.20	6.1	3.41	3.63	-5.9
Kaua'i	7.07	7.14	-1.0	7.65	7.58	0.9
Hawai'i Island	6.50	6.40	1.6	7.59	7.24	4.8
Visitor arrivals by cruise ships	6.99	6.02	16.2	5.52	6.27	-12.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>184.9</b>	<b>175.3</b>	<b>5.5</b>	<b>177.8</b>	<b>167.4</b>	<b>6.3</b>
Total by air	185.8	175.7	5.7	179.4	168.9	6.2
Oahu	194.9	177.4	9.8	187.2	173.5	7.9
Maui	185.5	191.3	-3.0	184.2	177.7	3.7
Molokai	122.2	117.9	3.7	105.3	103.2	2.0
Lanai	338.5	172.1	96.6	326.5	248.5	31.4
Kauai	186.4	157.3	18.5	165.3	151.0	9.5
Big Island	146.7	156.4	-6.2	155.3	151.2	2.8
Visitor arrivals by cruise ships	40.0	43.2	-7.5	47.1	46.0	2.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,648.3</b>	<b>1,566.3</b>	<b>5.2</b>	<b>1,692.3</b>	<b>1,566.1</b>	<b>8.1</b>
Total by air	1,659.8	1,572.9	5.5	1,722.9	1,590.6	8.3
Oahu	1,395.0	1,297.3	7.5	1,394.3	1,269.2	9.9
Maui	1,371.7	1,422.0	-3.5	1,519.9	1,460.3	4.1
Molokai	542.9	446.3	21.6	474.7	532.6	-10.9
Lanai	1,147.7	550.2	108.6	1,114.7	901.8	23.6
Kauai	1,318.4	1,124.1	17.3	1,264.1	1,143.6	10.5
Big Island	953.9	1,001.3	-4.7	1,178.7	1,094.5	7.7
Visitor arrivals by cruise ships	279.6	260.3	7.4	260.0	288.4	-9.9

Source: Hawai'i Tourism Authority

Monthly Island Highlights 2011

2011	ISLAND	Jan	Feb	Mar	Apr	May
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$912.3
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0
	O'ahu	\$549.6	\$486.6	\$462.0	\$448.5	\$481.5
	Maui	\$323.8	\$279.5	\$283.2	\$247.3	\$220.9
	Moloka'i	\$3.3	\$2.8	\$2.9	\$1.0	\$1.9
	Lāna'i	\$8.3	\$7.5	\$9.1	\$6.2	\$7.0
	Kaua'i	\$113.7	\$98.1	\$88.3	\$99.0	\$107.6
	Hawai'i Island Visitor arrivals by cruise ships	\$179.5 \$2.5	\$134.7 \$3.9	\$130.8 \$4.4	\$114.3 \$4.4	\$92.1 \$1.3
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	5,664,284	5,880,212	5,241,493	4,935,439
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	4,902,955
	O'ahu	2,921,468	2,529,916	2,654,340	2,396,951	2,470,564
	Maui	1,649,674	1,517,842	1,618,815	1,378,664	1,190,712
	Moloka'i	33,285	23,394	25,133	15,759	15,933
	Lāna'i	24,181	23,862	26,792	21,165	20,702
	Kaua'i	672,612	607,179	604,274	602,866	577,443
	Hawai'i Island Visitor arrivals by cruise ships	1,074,717 61,345	877,809 84,281	864,569 86,289	749,213 76,875	627,601 32,484
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505
	Total by air	586,271	578,634	615,553	567,574	548,859
	O'ahu	359,847	349,056	358,629	328,827	345,147
	Maui	173,644	176,249	201,602	178,814	161,039
	Moloka'i	4,791	4,544	7,578	4,669	3,587
	Lāna'i	5,787	6,102	9,467	6,716	6,105
	Kaua'i	75,807	76,983	82,054	84,314	81,632
	Hawai'i Island Visitor arrivals by cruise ships	115,355 11,216	117,009 14,384	119,090 17,812	104,756 13,750	96,504 4,646
<b>Length of stay</b>	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92
	Total by air	10.88	9.64	9.41	9.10	8.93
	O'ahu	8.12	7.25	7.40	7.29	7.16
	Maui	9.50	8.61	8.03	7.71	7.39
	Moloka'i	6.95	5.15	3.32	3.38	4.44
	Lāna'i	4.18	3.91	2.83	3.15	3.39
	Kaua'i	8.87	7.89	7.36	7.15	7.07
	Hawai'i Island Visitor arrivals by cruise ships	9.32 5.47	7.50 5.86	7.26 4.84	7.15 5.59	6.50 6.99
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8
	O'ahu	\$188.1	\$192.3	\$174.1	\$187.1	\$194.9
	Maui	\$196.3	\$184.1	\$174.9	\$179.4	\$185.5
	Moloka'i	\$99.3	\$121.7	\$114.5	\$61.5	\$122.2
	Lāna'i	\$341.3	\$314.0	\$341.0	\$293.3	\$338.5
	Kaua'i	\$169.0	\$161.5	\$146.1	\$164.2	\$186.4
	Hawai'i Island Visitor arrivals by cruise ships	\$167.0 \$40.4	\$153.5 \$46.7	\$151.3 \$50.8	\$152.6 \$57.0	\$146.7 \$40.0
<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
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,659.8
	O'ahu	\$1,527.2	\$1,394.0	\$1,288.3	\$1,363.8	\$1,395.0
	Maui	\$1,865.0	\$1,585.9	\$1,404.7	\$1,383.2	\$1,371.7
	Moloka'i	\$690.0	\$626.4	\$379.7	\$209.0	\$542.9
	Lāna'i	\$1,426.2	\$1,228.0	\$965.2	\$926.4	\$1,147.7
	Kaua'i	\$1,499.6	\$1,274.1	\$1,075.6	\$1,174.1	\$1,318.4
	Hawai'i Island Visitor arrivals by cruise ships	\$1,556.3 \$220.9	\$1,151.4 \$273.5	\$1,098.6 \$245.9	\$1,092.2 \$318.5	\$953.9 \$279.6

YTD THROUGH MAY	ISLAND	Jan	Feb	Mar	Apr	May
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	\$5,007.1
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	\$4,991.0
	O'ahu	\$549.6	\$1,036.1	\$1,498.2	\$1,946.6	\$2,428.1
	Maui	\$323.8	\$603.3	\$886.5	\$1,133.9	\$1,354.8
	Moloka'i	\$3.3	\$6.2	\$9.0	\$10.0	\$11.9
	Lāna'i	\$8.3	\$15.7	\$24.9	\$31.1	\$38.1
	Kaua'i	\$113.7	\$211.8	\$300.0	\$399.0	\$506.6
	Hawai'i Island Visitor arrivals by cruise ships	\$179.5 \$2.5	\$314.3 \$6.4	\$445.1 \$10.8	\$559.4 \$14.8	\$651.5 \$16.1
<b>Visitor days</b>	TOTAL (air + ships)	6,437,283	12,101,566	17,981,779	23,223,272	28,158,711
	Total by air	6,375,938	11,955,940	17,749,863	22,914,481	27,817,436
	O'ahu	2,921,468	5,451,384	8,105,724	10,502,675	12,973,240
	Maui	1,649,674	3,167,516	4,786,332	6,164,995	7,355,708
	Moloka'i	33,285	56,679	81,812	97,571	113,504
	Lāna'i	24,181	48,043	74,835	96,000	116,702
	Kaua'i	672,612	1,279,791	1,884,065	2,486,931	3,064,374
	Hawai'i Island Visitor arrivals by cruise ships	1,074,717 61,345	1,952,527 145,626	2,817,095 231,915	3,566,308 308,790	4,193,909 341,275
<b>Visitor arrivals</b>	TOTAL (air + ships)	597,487	1,190,506	1,823,870	2,405,194	2,958,699
	Total by air	586,271	1,164,905	1,780,458	2,348,032	2,896,891
	O'ahu	359,847	708,903	1,067,532	1,396,359	1,741,506
	Maui	173,644	349,893	551,495	730,309	891,348
	Moloka'i	4,791	9,335	16,913	21,582	25,169
	Lāna'i	5,787	11,889	21,356	28,072	34,177
	Kaua'i	75,807	152,790	234,844	319,158	400,790
	Hawai'i Island Visitor arrivals by cruise ships	115,355 11,216	232,364 25,601	351,454 43,412	456,210 57,162	552,714 61,808
<b>Length of stay</b>	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52
	Total by air	10.88	10.26	9.97	9.76	9.60
	O'ahu	8.12	7.69	7.59	7.52	7.45
	Maui	9.50	9.05	8.68	8.44	8.25
	Moloka'i	6.95	6.07	4.84	4.52	4.51
	Lāna'i	4.18	4.04	3.50	3.42	3.41
	Kaua'i	8.87	8.38	8.02	7.79	7.65
	Hawai'i Island Visitor arrivals by cruise ships	9.32 5.47	8.40 5.69	8.02 5.34	7.82 5.40	7.59 5.52
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$183.4	\$181.3	\$176.5	\$176.3	\$177.8
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4
	O'ahu	\$188.1	\$190.1	\$184.8	\$185.3	\$187.2
	Maui	\$196.3	\$190.5	\$185.2	\$183.9	\$184.2
	Moloka'i	\$99.3	\$108.5	\$110.4	\$102.5	\$105.3
	Lāna'i	\$341.3	\$327.8	\$332.5	\$323.9	\$326.5
	Kaua'i	\$169.0	\$165.5	\$159.2	\$160.4	\$165.3
	Hawai'i Island Visitor arrivals by cruise ships	\$167.0 \$40.4	\$160.9 \$44.0	\$158.0 \$46.5	\$156.9 \$47.8	\$155.3 \$47.1
<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
	Total by air	\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	\$1,722.9
	O'ahu	\$1,527.2	\$1,461.6	\$1,403.4	\$1,394.1	\$1,394.3
	Maui	\$1,865.0	\$1,724.4	\$1,607.5	\$1,552.6	\$1,519.9
	Moloka'i	\$690.0	\$659.1	\$533.9	\$464.0	\$474.7
	Lāna'i	\$1,426.2	\$1,324.4	\$1,165.2	\$1,108.1	\$1,114.7
	Kaua'i	\$1,499.6	\$1,386.0	\$1,277.5	\$1,250.2	\$1,264.1
	Hawai'i Island Visitor arrivals by cruise ships	\$1,556.3 \$220.9	\$1,352.4 \$250.5	\$1,266.4 \$248.6	\$1,226.4 \$258.4	\$1,178.7 \$260.0

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**

	May			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	143,924	138,282	4.1%	1,061,941	1,010,885	5.1%
TOTAL VISITORS	13,309	13,838	-3.8%	112,871	103,276	9.3%
ARRIVED BY SHIP	4,646	2,749	69.0%	61,808	52,087	18.7%
ARRIVED BY AIR	8,663	11,089	-21.9%	51,063	51,189	-0.2%
NUMBER OF SHIP ARRIVALS	2	2	0.0%	36	31	16.1%
<b>ISLANDS VISITED</b>						
O'ahu	13,309	13,838	-3.8%	112,871	101,774	10.9%
Kaua'i	13,309	13,838	-3.8%	104,201	92,383	12.8%
Maui County	13,309	13,838	-3.8%	108,504	100,644	7.8%
Maui	13,309	13,838	-3.8%	108,504	100,644	7.8%
Moloka'i	83	199	-58.1%	1,291	1,598	-19.2%
Lāna'i	214	263	-18.7%	2,177	2,625	-17.1%
Hawai'i Island	13,309	13,838	-3.8%	107,586	100,419	7.1%
Average Islands Visited	4.0	4.0	-0.3%	3.9	4.3	-11.0%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	2.95	2.48	19.1%	2.88	2.96	-2.5%
Days in Hawai'i during Cruise	6.38	6.50	-1.9%	5.28	5.53	-4.6%
Days in Hawai'i after Cruise	1.48	1.01	46.5%	1.25	1.30	-3.9%
Total days in Hawai'i	10.81	9.99	8.2%	9.41	9.79	-3.9%
<b>ACCOMMODATIONS</b>						
Hotel	7,817	9,388	-16.7%	51,807	49,083	5.6%
Hotel only	6,844	8,826	-22.5%	45,483	43,499	4.6%
Condo	740	420	76.2%	4,813	4,783	0.6%
Condo only	239	83	186.1%	1,639	1,566	4.6%
Timeshare	595	504	18.1%	3,877	3,752	3.3%
Timeshare Only	204	238	-14.6%	1,529	1,433	6.7%
Bed & Breakfast	110	71	54.8%	545	778	-29.9%
Bed & Breakfast only	4	29	-88.0%	137	91	50.4%
Friends & relatives	464	346	34.2%	2,738	2,602	5.2%
Other accommodation	286	136	109.7%	1,774	1,737	2.1%
Accommodation (NET)	8,734	10,080	-13.3%	57,702	54,648	5.6%
Cruise only	4,575	3,758	21.8%	55,169	48,628	13.5%
<b>TRAVEL STATUS</b>						
% First timers	48.7	43.7	4.97	42.6	40.3	2.25
% Repeat visitors	51.3	56.3	-4.97	57.4	59.7	-2.25

Source: Hawai'i Tourism Authority

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

<b>MAY 2011</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	752,931	-0.7%	535,985	-0.1%	127,672	0.1%	46,771	-15.9%	0	NA	42,503	9.7%
Scheduled Seats	744,348	-0.9%	527,402	-0.4%	127,672	0.1%	46,771	-15.9%	0	NA	42,503	9.7%
Charter seats	8,583	24.9%	8,583	24.9%								
<b>Domestic Seats</b>	548,523	-2.1%	337,220	-4.0%	122,177	0.8%	46,623	-5.0%	0	NA	42,503	10.2%
Scheduled Seats	542,451	-2.1%	331,148	-4.1%	122,177	0.8%	46,623	-5.0%	0	NA	42,503	10.2%
...US West	479,640	0.0%	277,052	-0.8%	113,462	0.8%	46,623	-5.0%	0	NA	42,503	10.2%
...US East	62,811	-15.8%	54,096	-18.0%	8,715	1.2%						
Charter seats	6,072	0.0%	6,072	0.0%								
<b>International Seats</b>	204,408	3.2%	198,765	7.4%	5,495	-13.3%	148	-97.7%				
Scheduled Seats	201,897	2.4%	196,254	6.6%	5,495	-13.3%	148	-97.7%				
...Japan	122,793	-9.7%	122,793	-5.1%			0	-100.0%				
...Canada	14,240	-7.6%	8,597	-3.6%	5,495	-13.3%	148	NA				
...Other Asia	22,888	149.4%	22,888	149.4%								
...Aus./N. Zealand	18,288	33.0%	18,288	33.0%								
...Other	23,688	3.4%	23,688	3.4%								
Charter Seats	2,511	213.9%	2,511	213.9%								
<hr/>												
<b>YTD Through May 2011</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	3,883,839	2.9%	2,713,619	2.5%	719,230	8.4%	258,999	-8.1%	0	NA	191,991	6.9%
Scheduled Seats	3,840,006	3.0%	2,669,786	2.5%	719,230	8.4%	258,999	-8.1%	0	NA	191,991	6.9%
Charter seats	43,833	2.3%	43,833	2.3%								
<b>Domestic Seats</b>	2,737,204	2.2%	1,669,268	-0.5%	631,104	7.6%	250,021	3.9%	0	NA	186,811	7.5%
Scheduled Seats	2,708,224	2.3%	1,640,288	-0.3%	631,104	7.6%	250,021	3.9%	0	NA	186,811	7.5%
...US West	2,385,083	5.6%	1,362,834	3.9%	585,417	10.0%	250,021	3.9%	0	NA	186,811	7.5%
...US East	323,141	-16.8%	277,454	-16.8%	45,687	-16.4%						
Charter seats	28,980	-7.9%	28,980	-7.9%								
<b>International Seats</b>	1,146,635	4.8%	1,044,351	7.6%	88,126	14.7%	8,978	-78.2%			5,180	-10.8%
Scheduled Seats	1,131,782	4.5%	1,029,498	7.3%	88,126	14.7%	8,978	-78.2%			5,180	-10.8%
...Japan	655,071	-2.5%	655,071	2.3%			0	-100.0%				
...Canada	175,920	3.6%	73,636	-5.5%	88,126	14.7%	8,978	-2.7%			5,180	-10.8%
...Other Asia	104,951	78.0%	104,951	78.0%								
...Aus./N. Zealand	81,461	21.4%	81,461	21.4%								
...Other	114,379	-0.6%	114,379	-0.6%								
Charter Seats	14,853	30.5%	14,853	30.5%								

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

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

May	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>Total Seats</b>	<b>752,931</b>	<b>-0.7%</b>	<b>535,985</b>	<b>-0.1%</b>	<b>127,672</b>	<b>0.1%</b>	<b>46,771</b>	<b>-15.9%</b>	<b>42,503</b>	<b>9.7%</b>
Scheduled Seats	744,348	-0.9%	527,402	-0.4%	127,672	0.1%	46,771	-15.9%	42,503	9.7%
Charter seats	8,583	24.9%	8,583	24.9%						
<b>Domestic Seats</b>	<b>548,523</b>	<b>-2.1%</b>	<b>337,220</b>	<b>-4.0%</b>	<b>122,177</b>	<b>0.8%</b>	<b>46,623</b>	<b>-5.0%</b>	<b>42,503</b>	<b>10.2%</b>
Scheduled Seats	542,451	-2.1%	331,148	-4.1%	122,177	0.8%	46,623	-5.0%	42,503	10.2%
Charter seats	6,072	0.0%	6,072	0.0%						
<b>US West</b>	<b>479,640</b>	<b>0.0%</b>	<b>277,052</b>	<b>-0.8%</b>	<b>113,462</b>	<b>0.8%</b>	<b>46,623</b>	<b>-5.0%</b>	<b>42,503</b>	<b>10.2%</b>
...Anchorage	1,924	-12.5%	1,924	-12.5%						
...Bellingham	4,588	NA	4,588	NA						
...Denver	10,244	-19.6%	7,564	-10.7%	976	-54.2%	976	-20.0%	728	-20.0%
...Las Vegas	22,098	11.0%	19,830	-0.4%	2,268	NA				
...Los Angeles	171,096	-5.4%	91,152	-4.9%	41,006	-6.5%	17,871	-12.8%	21,067	1.8%
...Oakland	14,916	17.6%	7,812	0.0%	2,516	-11.0%	2,072	1.5%	2,516	NA
...Orange County	2,356	-58.7%	1,736	-54.8%	620	-66.7%				
...Phoenix	46,192	7.5%	22,632	17.8%	11,780	3.3%	5,890	0.0%	5,890	-8.8%
...Portland	24,800	-2.5%	12,400	-2.8%	12,400	-2.2%				
...Sacramento	12,400	-2.2%	7,812	0.0%	4,588	-5.7%				
...Salt Lake City	6,696	0.0%	6,696	0.0%						
...San Diego	12,400	58.7%	7,812	0.0%	4,588	NA				
...San Francisco	89,950	3.8%	53,350	4.5%	18,248	0.1%	12,710	8.2%	5,642	0.0%
...San Jose	14,472	14.1%	7,812	0.0%	2,072	1.5%	2,516	-11.0%	2,072	NA
...Seattle	45,508	-9.8%	23,932	-14.6%	12,400	-2.2%	4,588	-5.7%	4,588	-5.7%
<b>US East</b>	<b>62,811</b>	<b>-15.8%</b>	<b>54,096</b>	<b>-18.0%</b>	<b>8,715</b>	<b>1.2%</b>				
...Atlanta	9,238	0.0%	9,238	0.0%						
...Charlotte	0	-100.0%	0	-100.0%						
...Chicago	19,503	14.8%	17,763	15.8%	1,740	6.1%				
...Dallas	20,925	0.0%	13,950	0.0%	6,975	0.0%				
...Houston	6,635	-11.5%	6,635	-11.5%						
...Minneapolis	0	-100.0%	0	-100.0%						
...Newark	6,510	-0.8%	6,510	-0.8%						



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

May	STATEWIDE		HONOLULU		KAHALUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>International Seats</b>	<b>204,408</b>	<b>3.2%</b>	<b>198,765</b>	<b>7.4%</b>	<b>5,495</b>	<b>-13.3%</b>	<b>148</b>	<b>-97.7%</b>	<b>0</b>	<b>NA</b>
<b>Scheduled Seats</b>	<b>201,897</b>	<b>2.4%</b>	<b>196,254</b>	<b>6.6%</b>	<b>5,495</b>	<b>-13.3%</b>	<b>148</b>	<b>-97.7%</b>	<b>0</b>	<b>NA</b>
<b>Charter Seats</b>	<b>2,511</b>	<b>213.9%</b>	<b>2,511</b>	<b>213.9%</b>						
<b>Japan</b>	<b>122,793</b>	<b>-9.7%</b>	<b>122,793</b>	<b>-5.1%</b>			<b>0</b>	<b>-100.0%</b>		
...Nagoya	6,510	-50.0%	6,510	-50.0%						
...Osaka	15,853	-28.8%	15,853	-28.8%						
...Tokyo-HND	25,079	NA	25,079	NA						
...Tokyo-NRT	75,351	-25.2%	75,351	-20.0%			0	-100.0%		
<b>Canada</b>	<b>14,240</b>	<b>-7.6%</b>	<b>8,597</b>	<b>-3.6%</b>	<b>5,495</b>	<b>-13.3%</b>	<b>148</b>	<b>NA</b>	<b>0</b>	<b>-100.0%</b>
...Calgary	211	55.1%	211	NA	0	-100.0%				
...Vancouver	14,029	-7.4%	8,386	-4.5%	5,495	-11.4%	148	NA	0	-100.0%
...Victoria	0	-100.0%	0	-100.0%						
<b>Other Asia</b>	<b>22,888</b>	<b>149.4%</b>	<b>22,888</b>	<b>149.4%</b>						
...Seoul	22,888	149.4%	22,888	149.4%						
<b>Oceania</b>	<b>18,288</b>	<b>33.0%</b>	<b>18,288</b>	<b>33.0%</b>						
...Auckland	1,816	-11.1%	1,816	-11.1%						
...Sydney	16,472	40.7%	16,472	40.7%						
<b>Other</b>	<b>23,688</b>	<b>3.4%</b>	<b>23,688</b>	<b>3.4%</b>						
...Apia	592	-8.6%	592	-8.6%						
...Christmas	544	300.0%	544	300.0%						
...Guam	6,610	0.0%	6,610	0.0%						
...Majuro	2,669	30.8%	2,669	30.8%						
...Manila	7,968	0.0%	7,968	0.0%						
...Nadi	1,525	-31.4%	1,525	-31.4%						
...Pago Pago	2,520	11.1%	2,520	11.1%						
...Papeete	1,260	25.0%	1,260	25.0%						

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

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

Year thru May	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>Total Seats</b>	<b>3,883,839</b>	<b>2.9%</b>	<b>2,713,619</b>	<b>2.5%</b>	<b>719,230</b>	<b>8.4%</b>	<b>258,999</b>	<b>-8.1%</b>	<b>191,991</b>	<b>6.9%</b>
Scheduled Seats	3,840,006	3.0%	2,669,786	2.5%	719,230	8.4%	258,999	-8.1%	191,991	6.9%
Charter seats	43,833	2.3%	43,833	2.3%						
<b>Domestic Seats</b>	<b>2,737,204</b>	<b>2.2%</b>	<b>1,669,268</b>	<b>-0.5%</b>	<b>631,104</b>	<b>7.6%</b>	<b>250,021</b>	<b>3.9%</b>	<b>186,811</b>	<b>7.5%</b>
Scheduled Seats	2,708,224	2.3%	1,640,288	-0.3%	631,104	7.6%	250,021	3.9%	186,811	7.5%
Charter seats	28,980	-7.9%	28,980	-7.9%						
<b>US West</b>	<b>2,385,083</b>	<b>5.6%</b>	<b>1,362,834</b>	<b>3.9%</b>	<b>585,417</b>	<b>10.0%</b>	<b>250,021</b>	<b>3.9%</b>	<b>186,811</b>	<b>7.5%</b>
...Anchorage	25,604	-6.3%	19,684	-6.4%	5,920	-5.7%				
...Bellingham	21,460	NA	21,460	NA						
...Denver	69,500	2.5%	40,120	-1.8%	20,008	9.7%	5,368	13.2%	4,004	0.0%
...Las Vegas	107,850	13.8%	97,014	2.4%	10,836	NA				
...Los Angeles	835,687	-0.1%	446,544	1.9%	202,471	-0.5%	92,785	-9.3%	93,887	1.2%
...Oakland	68,396	10.7%	38,052	0.0%	15,248	11.6%	9,620	-4.3%	5,476	NA
...Orange County	15,700	-4.1%	10,216	-4.2%	5,484	-3.9%				
...Phoenix	192,712	5.2%	95,622	15.2%	42,750	-5.0%	28,690	-3.2%	25,650	0.3%
...Portland	129,236	5.8%	60,400	0.0%	60,400	-2.2%	8,436	NA		
...Sacramento	60,400	24.4%	38,052	0.0%	22,348	112.5%				
...Salt Lake City	32,616	-25.1%	32,616	0.0%	0	-100.0%				
...San Diego	60,400	58.7%	38,052	0.0%	22,348	NA				
...San Francisco	444,202	4.6%	259,542	5.8%	89,824	1.5%	63,830	1.4%	31,006	11.8%
...San Jose	64,692	45.8%	38,052	20.8%	9,620	75.1%	12,728	72.5%	4,292	NA
...Seattle	256,628	2.8%	127,408	-8.6%	78,160	24.8%	28,564	20.5%	22,496	-5.1%
<b>US East</b>	<b>323,141</b>	<b>-16.8%</b>	<b>277,454</b>	<b>-16.8%</b>	<b>45,687</b>	<b>-16.4%</b>				
...Atlanta	44,998	8.7%	44,998	8.7%						
...Charlotte	0	-100.0%	0	-100.0%						
...Chicago	94,015	30.3%	82,303	40.2%	11,712	-12.9%				
...Dallas	101,925	-6.6%	67,950	0.0%	33,975	-17.5%				
...Detroit	298	NA	298	NA						
...Houston	40,080	-37.5%	40,080	-37.5%						
...Minneapolis	8,940	-75.4%	8,940	-75.4%						
...Newark	32,885	-4.0%	32,885	-4.0%						

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

Year thru May	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
<b>International Seats</b>	<b>1,146,635</b>	<b>4.8%</b>	<b>1,044,351</b>	<b>7.6%</b>	<b>88,126</b>	<b>14.7%</b>	<b>8,978</b>	<b>-78.2%</b>	<b>5,180</b>	<b>-10.8%</b>
<b>Scheduled Seats</b>	<b>1,131,782</b>	<b>4.5%</b>	<b>1,029,498</b>	<b>7.3%</b>	<b>88,126</b>	<b>14.7%</b>	<b>8,978</b>	<b>-78.2%</b>	<b>5,180</b>	<b>-10.8%</b>
<b>Charter Seats</b>	<b>14,853</b>	<b>30.5%</b>	<b>14,853</b>	<b>30.5%</b>						
<b>Japan</b>	<b>655,071</b>	<b>-2.5%</b>	<b>655,071</b>	<b>2.3%</b>			<b>0</b>	<b>-100.0%</b>		
...Nagoya	54,451	-14.1%	54,451	-14.1%						
...Osaka	77,141	-32.3%	77,141	-32.3%						
...Tokyo-HND	110,389	NA	110,389	NA						
...Tokyo-NRT	413,090	-16.5%	413,090	-10.7%			0	-100.0%		
<b>Canada</b>	<b>175,920</b>	<b>3.6%</b>	<b>73,636</b>	<b>-5.5%</b>	<b>88,126</b>	<b>14.7%</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	136,991	-7.2%	61,530	-9.3%	61,303	-5.2%	8,978	-2.7%	5,180	-10.8%
...Victoria	2,312	-5.6%	2,312	-5.6%						
<b>Other Asia</b>	<b>104,951</b>	<b>78.0%</b>	<b>104,951</b>	<b>78.0%</b>						
...Seoul	104,951	99.5%	104,951	99.5%						
...Taipei	0	-100.0%	0	-100.0%						
<b>Oceania</b>	<b>81,461</b>	<b>21.4%</b>	<b>81,461</b>	<b>21.4%</b>						
...Auckland	9,761	0.0%	9,761	0.0%						
...Sydney	71,700	25.1%	71,700	25.1%						
<b>Other</b>	<b>114,379</b>	<b>-0.6%</b>	<b>114,379</b>	<b>-0.6%</b>						
...Apia	3,108	-8.6%	3,108	-8.6%						
...Christmas	2,856	2000.0%	2,856	2000.0%						
...Guam	32,235	-10.0%	32,235	-10.0%						
...Majuro	13,502	32.3%	13,502	32.3%						
...Manila	39,084	1.3%	39,084	1.3%						
...Nadi	6,710	-34.9%	6,710	-34.9%						
...Pago Pago	11,340	2.3%	11,340	2.3%						
...Papeete	5,544	0.0%	5,544	0.0%						

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