

	TABLE 1. TOTAL VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	5,158,494	4,944,926	4.3%	61,433,938	58,615,128	4.8%
TOTAL VISITORS	555,630	536,286	3.6%	6,496,328	6,292,985	3.2%
DOMESTIC	389,667	380,416	2.4%	4,663,944	4,518,785	3.2%
INTERNATIONAL	165,963	155,870	6.5%	1,832,384	1,774,200	3.3%
AVERAGE DAILY CENSUS	171,950	164,831	4.3%	183,934	175,494	4.8%
TOTAL AIR SEATS (EST)	729,542	728,717	0.1%	8,551,621	8,478,065	0.9%
TOTAL LOAD FACTOR (EST)	91.3%	91.8%	-0.5	90.5%	89.8%	0.8
ISLANDS VISITED						
O'ahu	342,476	328,823	4.2%	3,987,828	3,883,983	2.7%
O'ahu only	258,760	246,641	4.9%	2,940,226	2,874,362	2.3%
Kaua'i	73,825	69,180	6.7%	924,327	874,154	5.7%
Kaua'i only	40,376	36,209	11.5%	486,292	457,240	6.4%
Maui County	168,484	165,358	1.9%	2,013,163	1,932,686	4.2%
Maui	165,239	162,153	1.9%	1,973,589	1,894,888	4.2%
Maui only	108,578	106,745	1.7%	1,238,513	1,203,847	2.9%
Moloka'i *	4,233	3,642	16.2%	51,342	45,001	14.1%
Moloka'i only *	620	647	-4.2%	6,465	6,052	6.8%
Lāna'i *	5,133	4,739	8.3%	70,004	61,283	14.2%
Lāna'i only *	1,070	723	48.0%	10,527	9,647	9.1%
Big Island	97,051	98,029	-1.0%	1,194,528	1,166,825	2.4%
Kona side	81,806	82,727	-1.1%	1,002,926	970,014	3.4%
Hilo side	35,539	33,262	6.8%	442,553	431,039	2.7%
Big Island only	47,643	48,881	-2.5%	568,007	543,315	4.5%
Any Neighbor Island	296,870	289,645	2.5%	3,556,102	3,418,623	4.0%
NI only	213,154	207,463	2.7%	2,508,500	2,409,003	4.1%
O'ahu & NI	83,716	82,182	1.9%	1,047,602	1,009,620	3.8%
Any one island only	457,047	439,847	3.9%	5,250,030	5,094,462	3.1%
Multiple Islands	98,583	96,439	2.2%	1,246,298	1,198,523	4.0%
Avg. Islands Visited	1.24	1.24	-0.4%	1.26	1.26	0.2%
Average Length of Stay in Hawai'i	9.28	9.22	0.7%	9.46	9.31	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	346,218	335,442	3.2%	4,076,175	3,950,411	3.2%
Hotel only	303,559	297,206	2.1%	3,563,735	3,472,394	2.6%
Plan to stay in Condo	102,121	94,758	7.8%	1,180,456	1,099,721	7.3%
Condo only	80,475	75,046	7.2%	925,781	865,250	7.0%
Plan to stay in Timeshare	57,237	55,887	2.4%	654,417	659,764	-0.8%
Timeshare only	44,520	43,628	2.0%	502,739	508,956	-1.2%
Cruise Ship	9,308	9,122	2.0%	118,354	118,142	0.2%
Friends/Relatives	51,259	51,295	-0.1%	601,111	611,948	-1.8%
Bed & Breakfast	5,135	4,653	10.4%	63,161	57,552	9.7%
Other	7,139	8,347	-14.5%	96,633	102,256	-5.5%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	450,576	430,164	4.7%	5,330,266	5,176,792	3.0%
Honeymoon	49,886	41,714	19.6%	467,691	457,818	2.2%
Get Married	11,024	10,109	9.1%	110,723	108,740	1.8%
Pleasure/Vacation	400,311	388,562	3.0%	4,859,919	4,715,210	3.1%
Mtgs/Conventions/Incentive	24,010	37,578	-36.1%	389,146	334,643	16.3%
Conventions	15,599	25,354	-38.5%	232,310	198,452	17.1%
Corporate Meetings	5,153	5,972	-13.7%	77,986	66,133	17.9%
Incentive	3,678	7,500	-51.0%	92,519	81,982	12.9%
Other Business	20,740	21,427	-3.2%	221,590	219,189	1.1%
Visit Friends/Rel.	51,075	49,673	2.8%	573,353	578,537	-0.9%
Gov't/Military	9,381	8,459	10.9%	102,362	114,426	-10.5%
Attend School	653	752	-13.2%	17,898	19,555	-8.5%
Sport Events	9,147	8,999	1.6%	74,026	69,601	6.4%
TRAVEL STATUS						
% First Timers **	33.7	33.6	0.1	34.3	34.1	0.2
% Repeaters **	66.3	66.4	-0.1	65.7	65.9	-0.2
Average # of Trips	5.26	5.28	-0.4%	5.05	5.07	-0.5%
Group Tour	43,849	55,066	-20.4%	555,865	597,368	-6.9%
Non-Group	511,781	481,220	6.4%	5,940,463	5,695,617	4.3%
Package Trip	185,685	183,417	1.2%	2,268,891	2,260,514	0.4%
No Package	369,945	352,869	4.8%	4,227,437	4,032,471	4.8%
Net True Independent	361,006	343,317	5.2%	4,123,022	3,935,705	4.8%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	3,888,877	3,777,531	2.9%	46,778,154	44,966,671	4.0%
DOMESTIC VISITORS	389,667	380,416	2.4%	4,663,944	4,518,785	3.2%
DOMESTIC AVERAGE DAILY CENSUS	129,629	125,918	2.9%	140,054	134,631	4.0%
DOMESTIC AIR SEATS (EST)	501,438	529,068	-5.2%	6,060,727	6,155,740	-1.5%
DOMESTIC LOAD FACTOR (EST)	96.7%	93.8%	2.8	94.3%	91.6%	2.7
ISLANDS VISITED						
O'ahu	191,199	191,720	-0.3%	2,353,790	2,304,462	2.1%
O'ahu only	140,557	139,762	0.6%	1,666,191	1,626,956	2.4%
Kaua'i	66,355	62,075	6.9%	834,869	798,978	4.5%
Kaua'i only	39,780	35,402	12.4%	473,134	442,935	6.8%
Maui County	142,221	139,230	2.1%	1,710,086	1,669,856	2.4%
Maui	139,055	136,284	2.0%	1,675,850	1,636,054	2.4%
Maui only	98,271	96,164	2.2%	1,122,026	1,096,457	2.3%
Moloka'i *	3,078	3,126	-1.5%	40,066	37,265	7.5%
Moloka'i only *	582	558	4.3%	5,716	5,696	0.4%
Lāna'i *	4,429	4,107	7.8%	56,959	51,749	10.1%
Lāna'i only *	1,061	716	48.2%	10,021	9,358	7.1%
Big Island	75,050	73,613	2.0%	926,062	889,219	4.1%
Kona side	65,249	64,232	1.6%	804,798	767,206	4.9%
Hilo side	24,835	23,931	3.8%	313,226	309,648	1.2%
Big Island only	44,708	43,200	3.5%	515,169	483,576	6.5%
Any Neighbor Island	249,110	240,654	3.5%	2,997,753	2,891,829	3.7%
NI only	198,468	188,696	5.2%	2,310,154	2,214,323	4.3%
O'ahu & NI	50,642	51,958	-2.5%	687,599	677,506	1.5%
Any one island only	324,959	315,802	2.9%	3,792,257	3,664,977	3.5%
Multiple Islands	64,708	64,614	0.1%	871,687	853,808	2.1%
Avg. Islands Visited	1.23	1.24	-0.7%	1.26	1.27	-0.2%
Average Length of Stay in Hawai'i	9.98	9.93	0.5%	10.03	9.95	0.8%
ACCOMMODATIONS						
Plan to stay in Hotel	212,020	207,338	2.3%	2,611,509	2,510,481	4.0%
Hotel only	178,270	175,673	1.5%	2,194,579	2,112,883	3.9%
Plan to stay in Condo	79,969	75,872	5.4%	928,475	879,373	5.6%
Condo only	64,001	60,938	5.0%	729,517	693,002	5.3%
Plan to stay in Timeshare	50,596	49,911	1.4%	582,498	588,959	-1.1%
Timeshare only	39,570	39,079	1.3%	451,418	458,786	-1.6%
Cruise Ship	8,059	8,136	-0.9%	99,135	106,747	-7.1%
Friends/Relatives	44,530	46,797	-4.8%	527,905	544,615	-3.1%
Bed & Breakfast	4,438	4,179	6.2%	52,957	48,621	8.9%
Other	7,002	6,125	14.3%	81,469	80,305	1.5%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	312,650	302,867	3.2%	3,802,268	3,681,519	3.3%
Honeymoon	17,359	15,619	11.1%	220,775	219,419	0.6%
Get Married	5,115	3,537	44.6%	51,650	49,560	4.2%
Pleasure/Vacation	295,116	287,679	2.6%	3,586,308	3,467,194	3.4%
Mtgs/Conventions/Incentive	16,889	27,459	-38.5%	286,252	250,147	14.4%
Conventions	10,856	21,141	-48.6%	178,084	158,960	12.0%
Corporate Meetings	4,021	4,324	-7.0%	62,117	51,236	21.2%
Incentive	2,419	2,548	-5.1%	57,495	49,025	17.3%
Other Business	18,344	19,237	-4.6%	197,128	198,339	-0.6%
Visit Friends/Rel.	44,858	46,026	-2.5%	507,669	517,096	-1.8%
Gov't/Military	8,359	6,221	34.4%	81,357	86,803	-6.3%
Attend School	539	553	-2.5%	13,087	12,382	5.7%
Sport Events	7,741	6,046	28.0%	51,561	44,000	17.2%
TRAVEL STATUS						
% First Timers **	27.3	26.7	0.6	29.7	29.9	-0.2
% Repeaters **	72.7	73.3	-0.6	70.3	70.1	0.2
Average # of Trips	6.10	6.19	-1.5%	5.65	5.66	-0.2%
Group Tour	13,609	13,298	2.3%	161,759	150,024	7.8%
Non-Group	376,058	367,118	2.4%	4,502,185	4,368,761	3.1%
Package Trip	88,013	87,086	1.1%	1,192,553	1,170,391	1.9%
No Package	301,654	293,330	2.8%	3,471,391	3,348,394	3.7%
Net True Independent	297,892	289,393	2.9%	3,423,415	3,305,115	3.6%

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

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.)
(Visitors Arriving on Domestic Flights)

	Month			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
UNITED STATES	344,807	340,378	1.3%	4,134,079	4,045,747	2.2%
Pacific Region	194,908	195,368	-0.2%	2,161,982	2,124,320	1.8%
...California	126,866	127,467	-0.5%	1,491,052	1,489,316	0.1%
...Oregon	18,122	18,774	-3.5%	185,141	178,815	3.5%
...Washington	41,334	41,324	0.0%	417,434	397,722	5.0%
Mountain Region	42,540	40,197	5.8%	511,815	493,051	3.8%
West North Central	12,838	12,068	6.4%	183,278	172,012	6.5%
West South Central	19,018	17,961	5.9%	263,407	259,266	1.6%
...Texas	15,267	14,198	7.5%	209,862	205,664	2.0%
East North Central	22,789	23,653	-3.7%	311,397	297,254	4.8%
East South Central	5,356	5,941	-9.8%	70,588	72,825	-3.1%
New England	6,430	6,438	-0.1%	93,570	90,088	3.9%
Middle Atlantic	15,986	15,662	2.1%	215,699	214,860	0.4%
...New Jersey	4,483	4,161	7.7%	56,237	57,854	-2.8%
...New York	7,076	7,314	-3.3%	97,891	97,084	0.8%
South Atlantic	24,431	22,550	8.3%	315,741	315,210	0.2%
CANADA	18,584	15,940	16.6%	182,981	142,634	28.3%
JAPAN	557	650	-14.3%	6,591	7,327	-10.0%
EUROPE MMA	6,052	5,958	1.6%	94,332	89,442	5.5%
...France	523	505	3.6%	8,443	7,363	14.7%
...Germany	2,340	2,323	0.7%	29,698	27,945	6.3%
...Italy	348	400	-13.0%	9,483	9,573	-0.9%
...Switzerland	757	646	17.2%	10,886	8,251	31.9%
...United Kingdom	2,084	2,084	0.0%	35,822	36,309	-1.3%
OTHER ASIA MMA	4,097	3,695	10.9%	38,229	34,921	9.5%
...People's Republic of China	3,230	2,968	8.8%	28,191	24,575	14.7%
...Taiwan	136	136	0.0%	1,356	1,563	-13.3%
...Hong Kong	125	90	38.9%	1,317	1,194	10.3%
...Korea	481	404	19.1%	6,370	6,736	-5.4%
...Singapore	125	97	28.9%	995	853	16.7%
LATIN AMERICA MMA	1,126	1,129	-0.3%	19,249	16,692	15.3%
...Argentina	173	149	16.1%	3,772	2,836	33.0%
...Brazil	534	573	-6.8%	8,728	8,012	8.9%
...Mexico	419	407	2.9%	6,749	5,844	15.5%
OCEANIA MMA	3,064	2,266	35.2%	42,661	34,817	22.5%
...Australia	2,781	1,986	40.0%	38,803	31,084	24.8%
...New Zealand	283	280	1.1%	3,858	3,732	3.4%
OTHER MMA	11,380	10,400	9.4%	145,822	147,205	-0.9%
...Ireland	92	139	-33.8%	1,649	1,879	-12.3%
...Indonesia	84	36	133.3%	680	380	79.0%
...Malaysia	54	52	3.8%	345	275	25.3%
...Philippines	246	280	-12.1%	2,969	3,291	-9.8%
...Thailand	29	41	-29.3%	450	509	-11.6%
...Other	10,875	9,852	10.4%	139,729	140,871	-0.8%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,269,617	1,167,395	8.8%	14,655,784	13,648,457	7.4%
INTERNATIONAL VISITORS	165,963	155,870	6.5%	1,832,384	1,774,200	3.3%
INTERNATIONAL AVERAGE DAILY CENSUS	42,321	38,913	8.8%	43,880	40,864	7.4%
INTERNATIONAL AIR SEATS (EST)	228,104	199,649	14.3%	2,490,875	2,322,325	7.3%
INTERNATIONAL LOAD FACTOR (EST)	79.4%	86.4%	-7.0	81.5%	85.0%	-3.5
ISLANDS VISITED						
O'ahu	151,277	137,103	10.3%	1,634,038	1,579,521	3.5%
O'ahu only	118,203	106,879	10.6%	1,274,035	1,247,406	2.1%
Kaua'i	7,470	7,105	5.1%	89,458	75,176	19.0%
Kaua'i only	596	807	-26.2%	13,158	14,305	-8.0%
Maui County	26,263	26,128	0.5%	303,077	262,830	15.3%
Maui	26,184	25,869	1.2%	297,739	258,834	15.0%
Maui only	10,307	10,581	-2.6%	116,487	107,390	8.5%
Moloka'i *	1,155	516	123.7%	11,276	7,736	45.8%
Moloka'i only *	38	89	-57.5%	749	356	110.7%
Lāna'i *	704	632	11.3%	13,045	9,534	36.8%
Lāna'i only *	9	7	29.4%	506	289	75.0%
Big Island	22,001	24,416	-9.9%	268,466	277,605	-3.3%
Kona side	16,557	18,495	-10.5%	198,128	202,808	-2.3%
Hilo side	10,704	9,331	14.7%	129,327	121,391	6.5%
Big Island only	2,935	5,681	-48.3%	52,838	59,739	-11.6%
Any Neighbor Island	47,760	48,991	-2.5%	558,349	526,794	6.0%
NI only	14,686	18,767	-21.7%	198,346	194,679	1.9%
O'ahu & NI	33,074	30,224	9.4%	360,003	332,115	8.4%
Any one island only	132,088	124,045	6.5%	1,457,773	1,429,485	2.0%
Multiple Islands	33,875	31,825	6.4%	374,611	344,715	8.7%
Avg. Islands Visited	1.26	1.26	0.2%	1.26	1.24	1.5%
Average Length of Stay in Hawai'i	7.65	7.49	2.1%	8.00	7.69	4.0%
ACCOMMODATIONS						
Plan to stay in Hotel	134,198	128,104	4.8%	1,464,666	1,439,930	1.7%
Hotel only	125,289	121,533	3.1%	1,369,156	1,359,511	0.7%
Plan to stay in Condo	22,152	18,886	17.3%	251,981	220,348	14.4%
Condo only	16,474	14,108	16.8%	196,264	172,248	13.9%
Plan to stay in Timeshare	6,641	5,976	11.1%	71,919	70,804	1.6%
Timeshare only	4,950	4,549	8.8%	51,321	50,171	2.3%
Cruise Ship	1,249	986	26.6%	19,219	11,395	68.7%
Friends/Relatives	6,729	4,498	49.6%	73,206	67,333	8.7%
Bed & Breakfast	697	474	47.0%	10,204	8,932	14.2%
Other	137	2,222	-93.8%	15,164	21,952	-30.9%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	137,926	127,297	8.3%	1,527,998	1,495,272	2.2%
Honeymoon	32,527	26,095	24.6%	246,916	238,398	3.6%
Get Married	5,909	6,572	-10.1%	59,073	59,180	-0.2%
Pleasure/Vacation	105,195	100,883	4.3%	1,273,611	1,248,016	2.1%
Mtgs/Conventions/Incentive	7,121	10,119	-29.6%	102,894	84,497	21.8%
Conventions	4,743	4,213	12.6%	54,226	39,492	37.3%
Corporate Meetings	1,132	1,648	-31.3%	15,869	14,897	6.5%
Incentive	1,259	4,952	-74.6%	35,024	32,957	6.3%
Other Business	2,396	2,190	9.4%	24,462	20,851	17.3%
Visit Friends/Rel.	6,217	3,647	70.5%	65,684	61,441	6.9%
Gov't/Military	1,022	2,238	-54.3%	21,005	27,623	-24.0%
Attend School	114	199	-42.8%	4,811	7,172	-32.9%
Sport Events	1,400	2,800	-50.0%	22,400	20,000	12.0%
TRAVEL STATUS						
% First Timers **	48.7	50.3	-1.6	46.0	44.8	1.2
% Repeaters **	51.3	49.7	1.6	54.0	55.2	-1.2
Average # of Trips	3.28	3.05	7.6%	3.53	3.59	-1.7%
Group Tour	30,240	41,768	-27.6%	394,106	447,345	-11.9%
Non-Group	135,723	114,102	18.9%	1,438,278	1,326,855	8.4%
Package Trip	97,672	96,331	1.4%	1,076,338	1,090,123	-1.3%
No Package	68,291	59,539	14.7%	756,046	684,077	10.5%
Net True Independent	63,114	53,924	17.0%	699,607	630,590	10.9%

** 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)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,298,950	2,268,530	1.3%	26,005,894	25,434,768	2.2%
TOTAL VISITORS	241,389	239,957	0.6%	2,728,808	2,677,566	1.9%
Domestic	237,448	235,565	0.8%	2,673,797	2,617,371	2.2%
International	3,941	4,392	-10.3%	55,011	60,195	-8.6%
AVERAGE DAILY CENSUS	76,632	75,618	1.3%	77,862	76,152	2.2%
ISLANDS VISITED						
O'ahu	103,721	105,258	-1.5%	1,198,599	1,204,774	-0.5%
O'ahu only	81,596	82,654	-1.3%	932,812	934,130	-0.1%
Kaua'i	40,255	36,998	8.8%	472,685	446,631	5.8%
Kaua'i only	29,027	25,828	12.4%	331,797	307,110	8.0%
Maui County	87,372	86,085	1.5%	979,395	967,347	1.2%
Maui	85,289	84,199	1.3%	959,446	947,658	1.2%
Maui only	68,603	67,904	1.0%	757,399	743,906	1.8%
Moloka'i *	1,720	1,751	-1.8%	20,108	18,682	7.6%
Moloka'i only *	387	409	-5.4%	3,874	3,789	2.2%
Lāna'i *	2,501	2,175	15.0%	28,008	25,330	10.6%
Lāna'i only *	793	520	52.5%	6,304	6,039	4.4%
Big Island	44,819	46,212	-3.0%	497,088	480,778	3.4%
Kona side	39,688	41,531	-4.4%	441,273	423,903	4.1%
Hilo side	12,643	11,745	7.6%	140,446	137,258	2.3%
Big Island only	31,496	33,462	-5.9%	343,845	327,888	4.9%
Any Neighbor Island	159,793	157,303	1.6%	1,795,996	1,743,436	3.0%
NI only	137,668	134,699	2.2%	1,530,209	1,472,792	3.9%
O'ahu & NI	22,125	22,604	-2.1%	265,787	270,644	-1.8%
Any one island only	211,902	210,777	0.5%	2,376,031	2,322,863	2.3%
Multiple Islands	29,487	29,180	1.1%	352,777	354,703	-0.5%
Avg. Islands Visited	1.15	1.15	0.0%	1.16	1.17	-0.2%
Average Length of Stay in Hawai'i	9.52	9.45	0.7%	9.53	9.50	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	118,907	119,929	-0.9%	1,367,425	1,343,368	1.8%
Hotel only	100,522	103,203	-2.6%	1,163,878	1,146,697	1.5%
Plan to stay in Condo	56,643	54,427	4.1%	627,368	600,273	4.5%
Condo only	46,185	44,951	2.7%	512,137	491,089	4.3%
Plan to stay in Timeshare	34,987	34,466	1.5%	386,524	390,215	-0.9%
Timeshare only	27,943	27,582	1.3%	307,864	312,206	-1.4%
Cruise Ship	2,365	2,258	4.7%	24,841	26,703	-7.0%
Friends/Relatives	28,893	30,538	-5.4%	327,503	340,375	-3.8%
Bed & Breakfast	2,011	1,974	1.9%	23,217	21,980	5.6%
Other	4,226	3,965	6.6%	49,074	48,401	1.4%

* 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)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	197,181	195,243	1.0%	2,251,165	2,204,383	2.1%
Honeymoon	7,863	6,890	14.1%	96,047	94,999	1.1%
Get Married	2,976	2,083	42.9%	30,487	28,047	8.7%
Pleasure/Vacation	188,969	188,449	0.3%	2,153,893	2,110,183	2.1%
Mtgs/Conventions/Incentive	9,027	13,750	-34.3%	122,515	113,183	8.2%
Conventions	5,420	10,211	-46.9%	73,330	72,531	1.1%
Corporate Meetings	2,663	2,588	2.9%	31,915	26,172	21.9%
Incentive	1,190	1,248	-4.6%	21,640	18,133	19.3%
Other Business	11,883	12,419	-4.3%	126,367	126,425	0.0%
Visit Friends/Rel.	29,090	29,574	-1.6%	305,654	317,372	-3.7%
Gov't/Military	3,131	2,790	12.2%	35,482	36,653	-3.2%
Attend School	279	403	-30.8%	6,779	6,971	-2.8%
Sport Events	3,653	2,617	39.6%	28,508	26,267	8.5%
TRAVEL STATUS						
% First Timers **	17.2	17.8	-0.5	18.8	19.3	-0.5
% Repeaters **	82.8	82.2	0.5	81.2	80.7	0.5
Average # of Trips	7.33	7.31	0.3%	6.90	6.88	0.4%
Group Tour	4,458	6,047	-26.3%	52,179	52,868	-1.3%
Non-Group	236,931	233,910	1.3%	2,676,629	2,624,698	2.0%
Package Trip	47,226	49,912	-5.4%	611,434	612,109	-0.1%
No Package	194,163	190,044	2.2%	2,117,374	2,065,456	2.5%
Net True Independent	192,496	188,325	2.2%	2,098,289	2,047,935	2.5%

** 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)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,110,502	1,100,865	0.9%	15,574,597	15,234,311	2.2%
TOTAL VISITORS	109,789	107,660	2.0%	1,498,042	1,468,566	2.0%
Domestic	106,847	104,273	2.5%	1,453,680	1,421,517	2.3%
International	2,942	3,387	-13.1%	44,362	47,049	-5.7%
AVERAGE DAILY CENSUS	37,017	36,696	0.9%	46,631	45,612	2.2%
ISLANDS VISITED						
O'ahu	66,586	67,948	-2.0%	888,531	880,877	0.9%
O'ahu only	44,566	45,012	-1.0%	554,083	550,603	0.6%
Kaua'i	19,540	19,284	1.3%	293,096	288,391	1.6%
Kaua'i only	7,853	7,080	10.9%	113,097	110,788	2.1%
Maui County	40,208	38,967	3.2%	569,960	558,178	2.1%
Maui	39,461	38,153	3.4%	558,595	546,694	2.2%
Maui only	21,138	19,969	5.9%	281,440	275,155	2.3%
Moloka'i *	999	1,026	-2.6%	14,595	13,961	4.5%
Moloka'i only *	126	114	10.5%	1,366	1,404	-2.7%
Lāna'i *	1,426	1,487	-4.1%	24,049	22,497	6.9%
Lanai only *	194	154	26.0%	3,256	2,820	15.5%
Big Island	21,681	20,669	4.9%	332,739	323,201	3.0%
Kona side	18,262	17,252	5.9%	281,925	271,630	3.8%
Hilo side	9,433	8,983	5.0%	138,654	139,736	-0.8%
Big Island only	8,816	7,794	13.1%	130,850	121,700	7.5%
Any Neighbor Island	65,223	62,648	4.1%	943,959	917,962	2.8%
NI only	43,203	39,712	8.8%	609,511	587,689	3.7%
O'ahu & NI	22,020	22,937	-4.0%	334,448	330,273	1.3%
Any one island only	82,693	80,122	3.2%	1,084,092	1,062,470	2.0%
Multiple Islands	27,096	27,538	-1.6%	413,950	406,096	1.9%
Avg. Islands Visited	1.36	1.38	-1.2%	1.41	1.41	-0.3%
Average Length of Stay in Hawai'i	10.11	10.23	-1.1%	10.40	10.37	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	70,570	68,915	2.4%	951,792	918,646	3.6%
Hotel only	58,799	56,894	3.3%	779,051	753,190	3.4%
Plan to stay in Condo	14,710	13,894	5.9%	221,676	212,921	4.1%
Condo only	10,608	9,773	8.5%	154,743	150,167	3.0%
Plan to stay in Timeshare	12,136	12,469	-2.7%	167,005	172,373	-3.1%
Timeshare only	9,089	8,900	2.1%	121,465	124,954	-2.8%
Cruise Ship	4,473	4,607	-2.9%	61,655	67,187	-8.2%
Friends/Relatives	12,806	13,595	-5.8%	173,069	177,896	-2.7%
Bed & Breakfast	1,302	1,243	4.7%	18,781	17,320	8.4%
Other	2,066	2,565	-19.4%	29,600	30,897	-4.2%

* 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)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	80,415	78,888	1.9%	1,158,037	1,140,264	1.6%
Honeymoon	6,966	6,801	2.4%	94,009	95,029	-1.1%
Get Married	1,673	1,025	63.2%	18,925	17,815	6.2%
Pleasure/Vacation	73,527	72,352	1.6%	1,066,723	1,048,589	1.7%
Mtgs/Conventions/Incentive	6,147	11,412	-46.1%	132,898	115,888	14.7%
Conventions	4,179	9,289	-55.0%	83,734	72,683	15.2%
Corporate Meetings	1,179	1,327	-11.2%	25,199	21,665	16.3%
Incentive	891	992	-10.2%	29,712	26,202	13.4%
Other Business	5,894	5,760	2.3%	63,492	64,748	-1.9%
Visit Friends/Rel.	13,361	13,717	-2.6%	172,934	174,449	-0.9%
Gov't/Military	5,132	4,300	19.4%	49,820	57,307	-13.1%
Attend School	121	130	-6.9%	3,799	4,696	-19.1%
Sport Events	3,538	2,935	20.5%	17,400	11,971	45.4%
TRAVEL STATUS						
% First Timers **	41.8	41.6	0.2	42.2	42.8	-0.6
% Repeaters **	58.2	58.4	-0.2	57.8	57.2	0.6
Average # of Trips	4.21	4.21	0.1%	4.03	4.01	0.5%
Group Tour	5,885	5,153	14.2%	73,402	66,249	10.8%
Non-Group	103,904	102,506	1.4%	1,424,640	1,402,317	1.6%
Package Trip	27,265	26,613	2.4%	405,630	403,724	0.5%
No Package	82,524	81,047	1.8%	1,092,412	1,064,842	2.6%
Net True Independent	81,098	79,665	1.8%	1,072,205	1,046,835	2.4%

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

TABLE 6. TOTAL JAPANESE VISITORS BY AIR

	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	552,075	512,232	7.8%	6,417,418	6,606,092	-2.9%
TOTAL VISITORS	96,591	92,226	4.7%	1,068,306	1,129,081	-5.4%
Domestic	557	607	-8.2%	6,591	7,153	-7.9%
International	96,034	91,619	4.8%	1,061,715	1,121,928	-5.4%
AVERAGE DAILY CENSUS	18,402	17,074	7.8%	19,214	19,778	-2.9%
ISLANDS VISITED						
O'ahu	93,205	88,816	4.9%	1,026,245	1,078,201	-4.8%
O'ahu only	78,735	75,037	4.9%	866,911	899,613	-3.6%
Kaua'i	1,713	1,927	-11.1%	20,082	19,143	4.9%
Kaua'i only	228	103	122.0%	2,718	1,906	42.6%
Maui County	4,606	4,365	5.5%	55,504	56,301	-1.4%
Maui	4,581	4,311	6.3%	54,007	55,324	-2.4%
Maui only	455	490	-7.1%	9,708	10,094	-3.8%
Moloka'i *	76	54	40.6%	1,484	941	57.6%
Moloka'i only *	0	31	-100.0%	56	33	68.1%
Lāna'i *	65	42	56.1%	1,988	1,172	69.7%
Lāna'i only *	0	0	NA	202	97	108.5%
Big Island	12,861	13,313	-3.4%	142,973	173,746	-17.7%
Kona side	9,227	8,662	6.5%	97,296	120,631	-19.3%
Hilo side	4,892	6,006	-18.5%	60,603	66,770	-9.2%
Big Island only	2,555	2,469	3.5%	26,962	36,487	-26.1%
Any Neighbor Island	17,856	17,189	3.9%	201,395	229,467	-12.2%
NI only	3,386	3,410	-0.7%	42,061	50,879	-17.3%
O'ahu & NI	14,470	13,780	5.0%	159,334	178,588	-10.8%
Any one island only	81,973	78,129	4.9%	906,557	948,231	-4.4%
Multiple Islands	14,618	14,097	3.7%	161,749	180,849	-10.6%
Avg. Islands Visited	1.16	1.18	-1.0%	1.17	1.18	-0.8%
Average Length of Stay in Hawai'i	5.72	5.55	2.9%	6.01	5.85	2.7%
ACCOMMODATIONS						
Plan to stay in Hotel	83,308	81,788	1.9%	922,917	988,031	-6.6%
Hotel only	81,393	80,279	1.4%	900,383	966,887	-6.9%
Plan to stay in Condo	9,850	7,724	27.5%	115,625	109,056	6.0%
Condo only	7,657	6,328	21.0%	94,452	90,088	4.8%
Plan to stay in Timeshare	4,691	3,113	50.7%	40,523	37,481	8.1%
Timeshare only	3,616	2,499	44.7%	31,166	29,605	5.3%
Cruise Ship	30	161	-81.4%	564	888	-36.5%
Friends/Relatives	1,155	1,022	13.0%	14,320	14,544	-1.5%
Bed & Breakfast	52	84	-38.3%	1,287	1,592	-19.2%
Other	5	175	-97.1%	535	1,675	-68.1%

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

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

	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	83,510	74,823	11.6%	926,638	986,498	-6.1%
Honeymoon	22,965	18,113	26.8%	181,048	184,035	-1.6%
Get Married	5,308	6,078	-12.7%	51,541	52,019	-0.9%
Pleasure/Vacation	60,531	56,559	7.0%	739,655	794,768	-6.9%
Mtgs/Conventions/Incentive	1,782	5,361	-66.8%	38,894	37,563	3.5%
Conventions	409	1,185	-65.5%	8,232	9,760	-15.7%
Corporate Meetings	584	551	5.9%	5,537	8,285	-33.2%
Incentive	789	3,645	-78.4%	26,402	20,219	30.6%
Other Business	467	741	-37.0%	6,495	5,885	10.4%
Visit Friends/Rel.	1,824	1,213	50.4%	20,477	19,520	4.9%
Gov't/Military	31	93	-66.8%	552	883	-37.5%
Attend School	119	65	81.7%	2,053	2,342	-12.4%
Sport Events	1,228	1,751	-29.9%	18,790	20,702	-9.2%
TRAVEL STATUS						
% First Timers **	45.8	46.8	-1.0	41.1	41.5	-0.4
% Repeaters **	54.2	53.2	1.0	58.9	58.5	0.4
Average # of Trips	3.41	3.21	6.2%	3.88	3.81	1.9%
Group Tour	23,209	32,847	-29.3%	292,127	370,820	-21.2%
Non-Group	73,382	59,379	23.6%	776,179	758,262	2.4%
Package Trip	71,913	68,325	5.3%	775,686	843,563	-8.0%
No Package	24,678	23,901	3.2%	292,620	285,519	2.5%
Net True Independent	20,698	18,771	10.3%	251,019	242,359	3.6%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	509,198	465,034	9.5%	5,159,516	4,367,505	18.1%
TOTAL VISITORS	40,008	38,058	5.1%	412,122	346,783	18.8%
Domestic	18,584	15,940	16.6%	182,981	142,635	28.3%
International	21,424	22,118	-3.1%	229,141	204,148	12.2%
AVERAGE DAILY CENSUS	16,973	15,501	9.5%	15,447	13,076	18.1%
ISLANDS VISITED						
O'ahu	18,975	17,365	9.3%	206,623	169,300	22.0%
O'ahu only	12,789	11,495	11.3%	135,207	109,695	23.3%
Kaua'i	4,984	4,859	2.6%	56,017	46,892	19.5%
Kaua'i only	2,000	1,962	1.9%	20,976	17,920	17.1%
Maui County	19,808	20,027	-1.1%	195,865	170,041	15.2%
Maui	19,623	19,908	-1.4%	194,157	168,633	15.1%
Maui only	14,629	14,365	1.8%	133,642	117,106	14.1%
Moloka'i *	357	447	-20.2%	3,707	2,986	24.2%
Moloka'i only *	70	16	332.8%	379	293	29.4%
Lāna'i *	381	645	-40.9%	4,300	4,057	6.0%
Lāna'i only *	29	18	61.5%	194	212	-8.4%
Big Island	6,528	6,670	-2.1%	76,944	63,650	20.9%
Kona side	5,617	5,884	-4.5%	68,836	57,019	20.7%
Hilo side	2,524	2,915	-13.4%	29,654	25,313	17.2%
Big Island only	2,844	2,784	2.1%	33,641	27,939	20.4%
Any Neighbor Island	27,219	26,563	2.5%	276,915	237,088	16.8%
NI only	21,033	20,693	1.6%	205,499	177,483	15.8%
O'ahu & NI	6,186	5,870	5.4%	71,416	59,605	19.8%
Any one island only	32,361	30,640	5.6%	324,039	273,165	18.6%
Multiple Islands	7,647	7,418	3.1%	88,083	73,617	19.6%
Avg. Islands Visited	1.27	1.31	-3.1%	1.31	1.31	0.1%
Average Length of Stay in Hawai'i	12.73	12.22	4.2%	12.52	12.59	-0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	19,055	19,012	0.2%	214,165	181,895	17.7%
Hotel only	14,782	14,778	0.0%	166,188	142,205	16.9%
Plan to stay in Condo	15,743	13,949	12.9%	149,219	122,678	21.6%
Condo only	13,222	11,487	15.1%	119,643	97,790	22.3%
Plan to stay in Timeshare	4,086	4,201	-2.7%	39,725	36,422	9.1%
Timeshare only	2,897	3,352	-13.6%	27,816	25,603	8.6%
Cruise Ship	774	1,193	-35.1%	10,950	9,172	19.4%
Friends/Relatives	1,679	1,526	10.0%	17,891	16,221	10.3%
Bed & Breakfast	491	573	-14.3%	5,854	4,731	23.7%
Other	318	427	-25.4%	3,889	3,740	4.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	36,877	34,117	8.1%	380,223	319,484	19.0%
Honeymoon	1,490	1,051	41.7%	14,257	12,315	15.8%
Get Married	492	486	1.2%	3,196	3,696	-13.5%
Pleasure/Vacation	35,310	32,915	7.3%	366,230	306,328	19.6%
Mtgs/Conventions/Incentive	1,181	1,818	-35.0%	19,419	14,213	36.6%
Conventions	926	1,358	-31.8%	14,554	10,289	41.4%
Corporate Meetings	201	174	15.3%	2,492	1,783	39.8%
Incentive	74	312	-76.3%	3,088	2,735	12.9%
Other Business	305	369	-17.3%	3,112	2,862	8.8%
Visit Friends/Rel.	1,281	1,302	-1.6%	15,496	13,003	19.2%
Gov't/Military	100	52	91.8%	631	757	-16.6%
Attend School	24	58	-58.7%	435	418	4.0%
Sport Events	259	472	-45.1%	2,797	2,969	-5.8%
TRAVEL STATUS						
% First Timers **	32.8	35.8	-3.0	37.9	37.6	0.3
% Repeaters **	67.2	64.2	3.0	62.1	62.4	-0.3
Average # of Trips	4.45	4.21	5.7%	3.92	3.92	-0.1%
Group Tour	777	1,266	-38.6%	15,080	8,575	75.9%
Non-Group	39,231	36,792	6.6%	397,042	338,208	17.4%
Package Trip	9,516	10,081	-5.6%	114,770	100,839	13.8%
No Package	30,492	27,977	9.0%	297,352	245,944	20.9%
Net True Independent	30,342	27,649	9.7%	294,805	243,519	21.1%

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

November 2011 Arrivals at a Glance

CATEGORY AND MMA	November 2011	November 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	972.5	899.0	8.2	11,283.1	9,802.4	15.1
Total by air	969.9	895.9	8.3	11,254.4	9,782.2	15.1
U.S. West	333.8	348.0	-4.1	3,803.5	3,556.6	6.9
U.S. East	204.6	212.2	-3.6	2,851.6	2,605.4	9.5
Japan	176.9	147.2	20.1	1,852.4	1,713.4	8.1
Canada	73.7	70.3	4.7	795.0	628.3	26.5
All Others	180.9	118.1	53.1	1,951.9	1,278.4	52.7
Visitor arrivals by cruise ships	2.6	3.2	-18.2	28.7	20.3	41.3
TOTAL VISITOR DAYS	5,219,262	5,015,754	4.1	61,999,985	59,079,464	4.9
Total by air	5,158,494	4,944,926	4.3	61,433,938	58,615,127	4.8
U.S. West	2,298,950	2,268,530	1.3	26,005,894	25,434,771	2.2
U.S. East	1,110,502	1,100,865	0.9	15,574,597	15,234,311	2.2
Japan	552,075	512,232	7.8	6,417,418	6,606,090	-2.9
Canada	509,198	465,034	9.5	5,159,516	4,367,503	18.1
All Others	687,769	598,265	15.0	8,276,514	6,972,453	18.7
Visitor arrivals by cruise ships	60,769	70,828	-14.2	566,047	464,337	21.9
VISITOR ARRIVALS	566,672	552,535	2.6	6,600,776	6,384,224	3.4
Total by air	555,630	536,286	3.6	6,496,328	6,292,985	3.2
U.S. West	241,389	239,957	0.6	2,728,808	2,677,566	1.9
U.S. East	109,789	107,660	2.0	1,498,042	1,468,566	2.0
Japan	96,591	92,226	4.7	1,068,306	1,129,080	-5.4
Canada	40,008	38,058	5.1	412,122	346,782	18.8
All Others	67,853	58,385	16.2	789,050	670,991	17.6
Visitor arrivals by cruise ships	11,042	16,249	-32.0	104,448	91,239	14.5
AVERAGE LENGTH OF STAY	9.21	9.08	1.5	9.39	9.25	1.5
Total by air	9.28	9.22	0.7	9.46	9.31	1.5
U.S. West	9.52	9.45	0.7	9.53	9.50	0.3
U.S. East	10.11	10.23	-1.1	10.40	10.37	0.2
Japan	5.72	5.55	2.9	6.01	5.85	2.7
Canada	12.73	12.22	4.2	12.52	12.59	-0.6
All Others	10.14	10.25	-1.1	10.49	10.39	0.9
Visitor arrivals by cruise ships	5.50	4.36	26.3	5.42	5.09	6.5
PER PERSON PER DAY SPENDING (\$)	186.3	179.2	4.0	182.0	165.9	9.7
Total by air	188.0	181.2	3.8	183.2	166.9	9.8
U.S. West	145.2	153.4	-5.3	146.3	139.8	4.6
U.S. East	184.3	192.8	-4.4	183.1	171.0	7.1
Japan	320.4	287.5	11.5	288.7	259.4	11.3
Canada	144.7	151.3	-4.4	154.1	143.9	7.1
All Others	263.0	197.5	33.2	235.8	183.3	28.6
Visitor arrivals by cruise ships	42.4	44.5	-4.7	50.7	43.7	15.9
PER PERSON PER TRIP SPENDING (\$)	1,716.1	1,627.1	5.5	1,709.4	1,535.4	11.3
Total by air	1,745.6	1,670.5	4.5	1,732.4	1,554.5	11.4
U.S. West	1,382.9	1,450.1	-4.6	1,393.8	1,328.3	4.9
U.S. East	1,864.0	1,971.0	-5.4	1,903.5	1,774.1	7.3
Japan	1,831.2	1,596.6	14.7	1,734.0	1,517.6	14.3
Canada	1,841.3	1,848.4	-0.4	1,929.0	1,811.9	6.5
All Others	2,666.0	2,023.4	31.8	2,473.7	1,905.2	29.8
Visitor arrivals by cruise ships	233.4	193.9	20.3	274.5	222.4	23.4

Source:Hawai'i Tourism Authority

2011 Arrivals at a Glance by Month

2011	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$912.3	\$1,037.3	\$1,130.2	\$1,079.1	\$1,004.7	\$1,050.7	\$972.5	
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0	\$1,037.3	\$1,130.2	\$1,079.0	\$1,002.1	\$1,045.0	\$969.9	
	U.S. West	\$355.0	\$302.9	\$311.5	\$354.8	\$333.0	\$376.2	\$406.4	\$378.6	\$309.7	\$341.8	\$333.8	
	U.S. East	\$341.5	\$284.2	\$262.7	\$210.4	\$236.3	\$306.0	\$309.1	\$227.4	\$220.9	\$248.5	\$204.6	
	U.S. East	\$177.8	\$171.4	\$149.0	\$105.4	\$137.9	\$149.2	\$172.3	\$208.6	\$214.7	\$189.2	\$176.9	
	Canada	\$135.1	\$124.6	\$123.7	\$79.6	\$41.0	\$26.3	\$46.4	\$45.6	\$36.7	\$61.2	\$73.7	
	All Others	\$168.7	\$126.1	\$129.3	\$166.2	\$162.9	\$179.6	\$196.1	\$218.9	\$220.1	\$204.3	\$180.9	
	Visitor arrivals by cruise ships	2.48	3.93	4.38	4.38	1.30	0.02	0.07	0.09	2.57	5.75	2.58	
Visitor days	TOTAL (air + ships)	6,437,283	5,664,284	5,880,212	5,241,493	4,935,439	5,862,916	6,389,074	6,028,412	5,058,379	5,283,231	5,219,262	
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	4,902,955	5,862,383	6,387,291	6,025,749	5,013,008	5,169,577	5,158,494	
	U.S. West	2,368,420	2,054,634	2,202,149	2,409,161	2,244,657	2,701,873	2,790,025	2,623,194	2,060,147	2,252,684	2,298,950	
	U.S. East	1,844,011	1,542,015	1,548,724	1,153,441	1,295,605	1,703,124	1,735,259	1,313,126	1,148,989	1,179,800	1,110,502	
	Japan	617,286	597,948	546,885	387,589	479,509	492,291	645,354	796,562	704,087	597,831	552,075	
	Canada	842,362	769,106	849,723	547,096	251,373	182,098	309,553	306,766	229,238	363,002	509,198	
	All Others	703,859	616,299	646,442	667,330	631,811	782,996	907,100	986,101	870,547	776,261	687,769	
	Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	32,484	533	1,782	2,663	45,372	113,653	60,769	
Visitor arrivals	TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505	607,264	668,193	651,529	560,707	587,711	566,672	
	Total by air	586,271	578,634	615,553	567,574	548,859	607,064	667,707	650,120	553,068	565,848	555,630	
	U.S. West	215,794	213,689	237,910	269,790	243,073	274,301	289,213	285,398	225,037	233,214	241,389	
	U.S. East	144,153	141,737	159,441	120,652	131,754	160,009	166,816	131,152	111,994	120,545	109,789	
	Japan	104,580	102,906	89,779	63,667	81,127	84,950	101,889	122,357	116,725	103,735	96,591	
	Canada	58,773	58,598	68,356	44,482	23,591	16,160	25,467	27,458	19,664	29,565	40,008	
	All Others	62,971	61,704	60,067	68,983	69,314	71,644	84,322	83,755	79,648	78,789	67,853	
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646	200	486	1,409	7,639	21,863	11,042	
length of stay	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92	9.65	9.56	9.25	9.02	8.99	9.21	
	Total by air	10.88	9.64	9.41	9.10	8.93	9.66	9.57	9.27	9.06	9.14	9.28	
	U.S. West	10.98	9.62	9.26	8.93	9.23	9.85	9.65	9.19	9.15	9.66	9.52	
	U.S. East	12.79	10.88	9.71	9.56	9.83	10.64	10.40	10.01	10.26	9.79	10.11	
	Japan	5.90	5.81	6.09	6.09	5.91	5.80	6.33	6.51	6.03	5.76	5.72	
	Canada	14.33	13.13	12.43	12.30	10.66	11.27	12.16	11.17	11.66	12.28	12.73	
	All Others	11.18	9.99	10.76	9.67	9.12	10.93	10.76	11.77	10.93	9.85	10.14	
	Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	6.99	2.67	3.67	1.89	5.94	5.20	5.50	
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9	\$176.9	\$176.9	\$179.0	\$198.6	\$198.9	\$186.3	
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8	\$176.9	\$176.9	\$179.1	\$199.9	\$202.1	\$188.0	
	U.S. West	\$149.9	\$147.4	\$141.5	\$147.3	\$148.3	\$139.2	\$145.6	\$144.3	\$150.3	\$151.7	\$145.2	
	U.S. East	\$185.2	\$184.3	\$169.6	\$182.4	\$182.4	\$179.7	\$178.1	\$173.1	\$192.3	\$210.6	\$184.3	
	Japan	\$288.1	\$286.7	\$272.5	\$271.9	\$287.6	\$303.0	\$267.0	\$261.8	\$304.9	\$316.5	\$320.4	
	Canada	\$160.4	\$162.0	\$145.6	\$145.5	\$163.1	\$144.4	\$149.9	\$148.5	\$160.0	\$168.5	\$144.7	
	All Others	\$239.7	\$204.6	\$200.0	\$249.1	\$257.8	\$229.4	\$216.1	\$222.0	\$252.8	\$263.2	\$263.0	
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0	\$39.7	\$40.5	\$33.4	\$56.7	\$50.6	\$42.4	
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$1,976.0	\$1,708.5	\$1,548.4	\$1,583.8	\$1,648.3	\$1,708.1	\$1,691.5	\$1,656.2	\$1,791.8	\$1,787.8	\$1,716.1	
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,659.8	\$1,708.7	\$1,692.6	\$1,659.7	\$1,811.9	\$1,846.7	\$1,745.6	
	U.S. West	\$1,645.1	\$1,417.3	\$1,309.3	\$1,314.9	\$1,369.8	\$1,371.3	\$1,405.0	\$1,326.4	\$1,376.3	\$1,465.6	\$1,382.9	
	U.S. East	\$2,368.8	\$2,005.1	\$1,647.9	\$1,743.6	\$1,793.4	\$1,912.6	\$1,852.7	\$1,733.6	\$1,972.6	\$2,061.4	\$1,864.0	
	Japan	\$1,700.5	\$1,666.1	\$1,659.8	\$1,655.4	\$1,699.9	\$1,755.8	\$1,691.0	\$1,704.6	\$1,839.4	\$1,824.1	\$1,831.2	
	Canada	\$2,298.9	\$2,126.6	\$1,810.3	\$1,789.2	\$1,737.9	\$1,627.0	\$1,822.3	\$1,659.4	\$1,865.1	\$2,068.8	\$1,841.3	
	All Others	\$2,679.7	\$2,043.4	\$2,152.8	\$2,409.3	\$2,349.5	\$2,507.2	\$2,325.0	\$2,614.0	\$2,763.3	\$2,592.7	\$2,666.0	
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	\$279.6	\$105.9	\$148.7	\$63.2	\$336.5	\$263.2	\$233.4	

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	\$5,007.1	\$6,044.4	\$7,174.6	\$8,253.7	\$9,259.9	\$10,310.6	\$11,283.1	
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	\$4,991.0	\$6,028.3	\$7,158.5	\$8,237.4	\$9,239.5	\$10,284.5	\$11,254.4	
	U.S. West	\$355.0	\$657.9	\$969.4	\$1,324.1	\$1,657.1	\$2,033.2	\$2,439.6	\$2,818.1	\$3,127.9	\$3,469.7	\$3,803.5	
	U.S. East	\$341.5	\$625.7	\$888.4	\$1,098.8	\$1,335.1	\$1,641.1	\$1,950.2	\$2,177.5	\$2,398.5	\$2,646.9	\$2,851.6	
	U.S. East	\$177.8	\$349.3	\$498.3	\$603.7	\$741.6	\$890.8	\$1,063.1	\$1,271.6	\$1,486.3	\$1,675.6	\$1,852.4	
	Canada	\$135.1	\$259.7	\$383.5	\$463.1	\$504.1	\$530.4	\$576.8	\$622.3	\$660.2	\$721.3	\$795.0	
	All Others	\$168.7	\$294.8	\$424.1	\$590.3	\$753.2	\$932.8	\$1,128.9	\$1,347.8	\$1,566.7	\$1,771.0	\$1,951.9	
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1	\$16.1	\$16.2	\$16.3	\$20.3	\$26.1	\$28.7	
	Visitor days	TOTAL (air + ships)	6,437,283	12,101,566	17,981,779	23,223,272	28,158,711	34,021,627	40,410,700	46,439,113	51,497,492	56,780,723	61,999,985
		Total by air	6,375,938	11,955,940	17,749,863	22,914,481	27,817,436	33,679,819	40,067,110	46,092,859	51,105,867	56,275,445	61,433,938
U.S. West		2,368,420	4,423,054	6,625,203	9,034,365	11,279,021	13,980,895	16,770,920	19,394,114	21,454,261	23,706,944	26,005,894	
U.S. East		1,844,011	3,386,026	4,934,750	6,088,191	7,383,796	9,086,920	10,822,180	12,135,306	13,284,295	14,464,096	15,574,597	
Japan		617,286	1,215,235	1,762,119	2,149,708	2,629,217	3,121,508	3,766,862	4,563,424	5,267,512	5,865,343	6,417,418	
Canada		842,362	1,611,469	2,461,191	3,008,288	3,259,661	3,441,759	3,751,312	4,058,078	4,287,316	4,650,317	5,159,516	
All Others		703,859	1,320,157	1,966,600	2,633,930	3,265,741	4,048,737	4,955,837	5,941,937	6,812,484	7,588,744	8,276,514	
Visitor arrivals by cruise ships		61,345	145,626	231,915	308,790	341,275	341,808	343,590	346,254	391,625	505,278	566,047	
Visitor arrivals		TOTAL (air + ships)	597,487	1,190,506	1,823,870	2,405,194	2,958,699	3,565,963	4,234,156	4,885,685	5,446,393	6,034,104	6,600,776
		Total by air	586,271	1,164,905	1,780,458	2,348,032	2,896,891	3,503,955	4,171,662	4,821,782	5,374,850	5,940,698	6,496,328
	U.S. West	215,794	429,483	667,393	937,183	1,180,256	1,454,557	1,743,770	2,029,168	2,254,205	2,487,419	2,728,808	
	U.S. East	144,153	285,890	445,331	565,983	697,737	857,746	1,024,562	1,155,714	1,267,708	1,388,253	1,498,042	
	Japan	104,580	207,486	297,265	360,932	442,059	527,009	628,898	751,255	867,980	971,715	1,068,306	
	Canada	58,773	117,371	185,727	230,209	253,800	269,960	295,427	322,885	342,549	372,114	412,122	
	All Others	62,971	124,675	184,742	253,725	323,039	394,683	479,005	562,760	642,408	721,197	789,050	
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808	62,008	62,494	63,903	71,543	93,406	104,448	
	length of stay	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52	9.54	9.54	9.51	9.46	9.41	9.39
		Total by air	10.88	10.26	9.97	9.76	9.60	9.61	9.60	9.56	9.51	9.47	9.46
U.S. West		10.98	10.30	9.93	9.64	9.56	9.61	9.62	9.56	9.52	9.53	9.53	
U.S. East		12.79	11.84	11.08	10.76	10.58	10.59	10.56	10.50	10.48	10.42	10.40	
Japan		5.90	5.86	5.93	5.96	5.95	5.92	5.99	6.07	6.07	6.04	6.01	
Canada		14.33	13.73	13.25	13.07	12.84	12.75	12.70	12.57	12.52	12.50	12.52	
All Others		11.18	10.59	10.65	10.38	10.11	10.26	10.35	10.56	10.60	10.52	10.49	
Visitor arrivals by cruise ships		5.47	5.69	5.34	5.40	5.52	5.51	5.50	5.42	5.47	5.41	5.42	
Per Person Per Day Spending		TOTAL (air+ships) (\$)	\$183.4	\$181.3	\$176.5	\$176.3	\$177.8	\$177.7	\$177.5	\$177.7	\$179.8	\$181.6	\$182.0
		Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4	\$179.0	\$178.7	\$178.7	\$180.8	\$182.8	\$183.2
	U.S. West	\$149.9	\$148.7	\$146.3	\$146.6	\$146.9	\$145.4	\$145.5	\$145.3	\$145.8	\$146.4	\$146.3	
	U.S. East	\$185.2	\$184.8	\$180.0	\$180.5	\$180.8	\$180.6	\$180.2	\$179.4	\$180.5	\$183.0	\$183.1	
	Japan	\$288.1	\$287.4	\$282.8	\$280.8	\$282.1	\$285.4	\$282.2	\$278.7	\$282.2	\$285.7	\$288.7	
	Canada	\$160.4	\$161.2	\$155.8	\$153.9	\$154.6	\$154.1	\$153.7	\$153.4	\$154.0	\$155.1	\$154.1	
	All Others	\$239.7	\$223.3	\$215.7	\$224.1	\$230.6	\$230.4	\$227.8	\$226.8	\$230.0	\$233.4	\$235.8	
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1	\$47.1	\$47.0	\$46.9	\$51.9	\$51.6	\$50.7	
	Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$1,976.0	\$1,842.7	\$1,740.5	\$1,702.5	\$1,692.3	\$1,695.0	\$1,694.5	\$1,689.4	\$1,700.2	\$1,708.7	\$1,709.4
		Total by air	\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	\$1,722.9	\$1,720.4	\$1,716.0	\$1,708.4	\$1,719.0	\$1,731.2	\$1,732.4
U.S. West		\$1,645.1	\$1,531.8	\$1,452.5	\$1,412.9	\$1,404.0	\$1,397.8	\$1,399.0	\$1,388.8	\$1,387.6	\$1,394.9	\$1,393.8	
U.S. East		\$2,368.8	\$2,188.5	\$1,995.0	\$1,941.4	\$1,913.4	\$1,913.3	\$1,903.4	\$1,884.1	\$1,892.0	\$1,906.7	\$1,903.5	
Japan		\$1,700.5	\$1,683.4	\$1,676.3	\$1,672.6	\$1,677.6	\$1,690.2	\$1,690.4	\$1,692.7	\$1,712.4	\$1,724.3	\$1,734.0	
Canada		\$2,298.9	\$2,212.9	\$2,064.7	\$2,011.5	\$1,986.1	\$1,964.6	\$1,952.3	\$1,927.4	\$1,927.2	\$1,938.5	\$1,929.0	
All Others		\$2,679.7	\$2,364.8	\$2,295.8	\$2,326.7	\$2,331.6	\$2,363.5	\$2,356.7	\$2,395.0	\$2,438.9	\$2,455.7	\$2,473.7	
Visitor arrivals by cruise ships		\$220.9	\$250.5	\$248.6	\$258.4	\$260.0	\$259.5	\$258.7	\$254.3	\$284.3	\$279.4	\$274.5	

Source:Hawai'i Tourism Authority

November 2011 Island Highlights

CATEGORY AND ISLAND	November 2011	November 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	972.5	899.0	8.2	11,283.1	9,802.4	15.1
Total by air	969.9	895.9	8.3	11,254.4	9,782.2	15.1
Oahu	505.3	445.2	13.5	5,854.3	4,955.4	18.1
Maui	249.5	236.8	5.4	2,835.0	2,511.8	12.9
Molokai	2.6	2.3	13.8	25.4	24.9	2.2
Lanai	7.0	5.6	24.8	78.3	61.7	27.0
Kauai	101.8	93.0	9.5	1,186.0	1,006.3	17.9
Big Island	103.7	113.0	-8.2	1,275.5	1,222.0	4.4
Visitor arrivals by cruise ships	2.6	3.2	-18.2	28.7	20.3	41.3
TOTAL VISITOR DAYS	5,219,262	5,015,754	4.1	61,999,985	59,079,464	4.9
Total by air	5,158,494	4,944,926	4.3	61,433,938	58,615,127	4.8
Oahu	2,489,480	2,388,574	4.2	29,637,313	28,414,531	4.3
Maui	1,359,567	1,311,838	3.6	15,758,733	15,148,303	4.0
Molokai	21,617	21,572	0.2	230,063	214,970	7.0
Lanai	20,822	17,197	21.1	241,733	219,334	10.2
Kauai	551,997	504,457	9.4	6,899,574	6,490,190	6.3
Big Island	715,011	701,287	2.0	8,666,523	8,127,800	6.6
Visitor arrivals by cruise ships	60,769	70,828	-14.2	566,047	464,337	21.9
VISITOR ARRIVALS	566,672	552,535	2.6	6,600,776	6,384,224	3.4
Total by air	555,630	536,286	3.6	6,496,328	6,292,985	3.2
Oahu	342,476	328,823	4.2	3,987,828	3,883,983	2.7
Maui	165,239	162,153	1.9	1,973,589	1,894,888	4.2
Molokai	4,233	3,642	16.2	51,342	45,001	14.1
Lanai	5,133	4,739	8.3	70,004	61,283	14.2
Kauai	73,825	69,180	6.7	924,327	874,154	5.7
Big Island	97,051	98,029	-1.0	1,194,528	1,166,825	2.4
Visitor arrivals by cruise ships	11,042	16,249	-32.0	104,448	91,239	14.5
AVERAGE LENGTH OF STAY	9.21	9.08	1.5	9.39	9.25	1.5
Total by air	9.28	9.22	0.7	9.46	9.31	1.5
Oahu	7.27	7.26	0.1	7.43	7.32	1.6
Maui	8.23	8.09	1.7	7.98	7.99	-0.1
Molokai	5.11	5.92	-13.8	4.48	4.78	-6.2
Lanai	4.06	3.63	11.8	3.45	3.58	-3.5
Kauai	7.48	7.29	2.5	7.46	7.42	0.5
Big Island	7.37	7.15	3.0	7.26	6.97	4.2
Visitor arrivals by cruise ships	5.50	4.36	26.3	5.42	5.09	6.5
PER PERSON PER DAY SPENDING (\$)	186.3	179.2	4.0	182.0	165.9	9.7
Total by air	188.0	181.2	3.8	183.2	166.9	9.8
Oahu	203.0	186.4	8.9	197.5	174.4	13.3
Maui	183.5	180.5	1.7	179.9	165.8	8.5
Molokai	120.9	106.5	13.5	110.5	115.7	-4.5
Lanai	334.8	324.7	3.1	323.9	281.2	15.2
Kauai	184.4	184.3	0.0	171.9	155.1	10.9
Big Island	145.1	161.2	-10.0	147.2	150.4	-2.1
Visitor arrivals by cruise ships	42.4	44.5	-4.7	50.7	43.7	15.9
PER PERSON PER TRIP SPENDING (\$)	1,716.1	1,627.1	5.5	1,709.4	1,535.4	11.3
Total by air	1,745.6	1,670.5	4.5	1,732.4	1,554.5	11.4
Oahu	1,475.5	1,354.1	9.0	1,468.0	1,275.9	15.1
Maui	1,509.9	1,460.1	3.4	1,436.4	1,325.6	8.4
Molokai	617.4	630.8	-2.1	495.1	552.8	-10.4
Lanai	1,358.0	1,178.2	15.3	1,118.4	1,006.3	11.1
Kauai	1,378.5	1,343.7	2.6	1,283.1	1,151.2	11.5
Big Island	1,068.9	1,153.1	-7.3	1,067.8	1,047.3	2.0
Visitor arrivals by cruise ships	233.4	193.9	20.3	274.5	222.4	23.4

Source: Hawaii'i Tourism Authority

Monthly Island Highlights 2011

2011	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$1,013.2	\$980.7	\$920.7	\$912.3	\$1,037.3	\$1,130.2	\$1,079.1	\$1,004.7	\$1,050.7	\$972.5
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0	\$1,037.3	\$1,130.2	\$1,079.0	\$1,002.1	\$1,045.0	\$969.9
	O'ahu	\$549.6	\$486.6	\$462.0	\$448.5	\$481.5	\$545.8	\$583.4	\$600.0	\$552.0	\$639.6	\$505.3
	Maui	\$323.8	\$279.5	\$283.2	\$247.3	\$220.9	\$255.6	\$286.1	\$248.1	\$225.9	\$215.0	\$249.5
	Moloka'i	\$3.3	\$2.8	\$2.9	\$1.0	\$1.9	\$2.2	\$2.2	\$1.9	\$1.9	\$2.6	\$2.6
	Lāna'i	\$8.3	\$7.5	\$9.1	\$6.2	\$7.0	\$6.6	\$7.8	\$6.5	\$6.3	\$6.0	\$7.0
	Kaua'i	\$113.7	\$98.1	\$88.3	\$99.0	\$107.6	\$121.1	\$133.5	\$116.6	\$112.1	\$94.2	\$101.8
	Hawai'i Island	\$179.5	\$134.7	\$130.8	\$114.3	\$92.1	\$105.9	\$117.1	\$105.8	\$103.9	\$87.6	\$103.7
	Visitor arrivals by cruise ships	\$2.48	\$3.93	\$4.38	\$4.38	\$1.30	\$0.02	\$0.07	\$0.09	\$2.57	\$5.75	\$2.58
Visitor days	TOTAL (air + ships)	6,437,283	5,664,284	5,880,212	5,241,493	4,935,439	5,862,916	6,389,074	6,028,412	5,058,379	5,283,231	5,219,262
	Total by air	6,375,938	5,580,003	5,793,923	5,164,618	4,902,955	5,862,383	6,387,291	6,025,749	5,013,008	5,169,577	5,158,494
	O'ahu	2,921,468	2,529,916	2,654,340	2,396,951	2,470,564	2,891,895	3,063,313	3,143,893	2,574,137	2,501,355	2,489,480
	Maui	1,649,674	1,517,842	1,618,815	1,378,664	1,190,712	1,468,393	1,654,396	1,417,478	1,159,014	1,344,168	1,359,567
	Moloka'i	33,285	23,394	25,133	15,759	15,933	19,269	19,705	16,270	14,863	24,836	21,617
	Lāna'i	24,181	23,862	26,792	21,165	20,702	20,855	24,874	20,334	17,748	20,399	20,822
	Kaua'i	672,612	607,179	604,274	602,866	577,443	692,617	768,659	663,131	572,644	586,111	551,997
	Hawai'i Island	1,074,717	877,809	864,569	749,213	627,601	769,354	856,345	764,593	674,603	692,708	715,011
	Visitor arrivals by cruise ships	61,345	84,281	86,289	76,875	32,484	533	1,782	2,663	45,372	113,653	60,769
Visitor arrivals	TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505	607,264	668,193	651,529	560,707	587,711	566,672
	Total by air	586,271	578,634	615,553	567,574	548,859	607,064	667,707	650,120	553,068	565,848	555,630
	O'ahu	359,847	349,056	358,629	328,827	345,147	372,729	406,756	409,222	358,751	356,388	342,476
	Maui	173,644	176,249	201,602	178,814	161,039	190,761	210,048	188,982	159,359	167,852	165,239
	Moloka'i	4,791	4,544	7,578	4,669	3,587	4,533	4,818	4,427	3,959	4,203	4,233
	Lāna'i	5,787	6,102	9,467	6,716	6,105	5,815	6,918	6,546	5,547	5,868	5,133
	Kaua'i	75,807	76,983	82,054	84,314	81,632	92,174	103,292	89,689	82,487	82,061	73,825
	Hawai'i Island	115,355	117,009	119,090	104,756	96,504	108,774	124,765	113,619	98,745	98,860	97,051
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646	200	486	1,409	7,639	21,863	11,042
Length of stay	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92	9.65	9.56	9.25	9.02	8.99	9.21
	Total by air	10.88	9.64	9.41	9.10	8.93	9.66	9.57	9.27	9.06	9.14	9.28
	O'ahu	8.12	7.25	7.40	7.29	7.16	7.76	7.53	7.68	7.17	7.02	7.27
	Maui	9.50	8.61	8.03	7.71	7.39	7.70	7.88	7.50	7.28	8.01	8.23
	Moloka'i	6.95	5.15	3.32	3.38	4.44	4.25	4.09	3.68	3.75	5.91	5.11
	Lāna'i	4.18	3.91	2.83	3.15	3.39	3.59	3.60	3.11	3.20	3.48	4.06
	Kaua'i	8.87	7.89	7.36	7.15	7.07	7.51	7.44	7.39	6.94	7.14	7.48
	Hawai'i Island	9.32	7.50	7.26	7.15	6.50	7.07	6.86	6.73	6.83	7.01	7.37
	Visitor arrivals by cruise ships	5.47	5.86	4.84	5.59	6.99	2.67	3.67	1.89	5.94	5.20	5.50
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9	\$176.9	\$176.9	\$179.0	\$198.6	\$198.9	\$186.3
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8	\$176.9	\$176.9	\$179.1	\$199.9	\$202.1	\$188.0
	O'ahu	\$188.1	\$192.3	\$174.1	\$187.1	\$194.9	\$188.7	\$190.4	\$190.9	\$214.4	\$255.7	\$203.0
	Maui	\$196.3	\$184.1	\$174.9	\$179.4	\$185.5	\$174.1	\$172.9	\$175.1	\$194.9	\$159.9	\$183.5
	Moloka'i	\$99.3	\$121.7	\$114.5	\$61.5	\$122.2	\$114.7	\$113.9	\$115.3	\$128.4	\$105.4	\$120.9
	Lāna'i	\$341.3	\$314.0	\$341.0	\$293.3	\$338.5	\$317.6	\$315.5	\$319.4	\$355.5	\$291.8	\$334.8
	Kaua'i	\$169.0	\$161.5	\$146.1	\$164.2	\$186.4	\$174.9	\$173.7	\$175.9	\$195.8	\$160.7	\$184.4
	Hawai'i Island	\$167.0	\$153.5	\$151.3	\$152.6	\$146.7	\$137.6	\$136.7	\$138.4	\$154.1	\$126.4	\$145.1
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0	\$39.7	\$40.5	\$33.4	\$56.7	\$50.6	\$42.4
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$1,976.0	\$1,708.5	\$1,548.4	\$1,583.8	\$1,648.3	\$1,708.1	\$1,691.5	\$1,656.2	\$1,791.8	\$1,787.8	\$1,716.1
	Total by air	\$2,009.6	\$1,744.1	\$1,586.1	\$1,614.4	\$1,659.8	\$1,708.7	\$1,692.6	\$1,659.7	\$1,811.9	\$1,846.7	\$1,745.6
	O'ahu	\$1,527.2	\$1,394.0	\$1,288.3	\$1,363.8	\$1,395.0	\$1,464.4	\$1,434.2	\$1,466.3	\$1,538.6	\$1,794.8	\$1,475.5
	Maui	\$1,865.0	\$1,585.9	\$1,404.7	\$1,383.2	\$1,371.7	\$1,339.9	\$1,362.1	\$1,313.0	\$1,417.3	\$1,280.8	\$1,509.9
	Moloka'i	\$690.0	\$626.4	\$379.7	\$209.0	\$542.9	\$487.5	\$466.0	\$423.9	\$482.0	\$622.7	\$617.4
	Lāna'i	\$1,426.2	\$1,228.0	\$965.2	\$926.4	\$1,147.7	\$1,138.9	\$1,134.3	\$992.0	\$1,137.5	\$1,014.3	\$1,358.0
	Kaua'i	\$1,499.6	\$1,274.1	\$1,075.6	\$1,174.1	\$1,318.4	\$1,314.1	\$1,292.9	\$1,300.2	\$1,359.1	\$1,147.7	\$1,378.5
	Hawai'i Island	\$1,556.3	\$1,151.4	\$1,098.6	\$1,092.2	\$953.9	\$973.4	\$938.4	\$931.3	\$1,052.5	\$886.0	\$1,068.9
	Visitor arrivals by cruise ships	\$220.9	\$273.5	\$245.9	\$318.5	\$279.6	\$105.9	\$148.7	\$63.2	\$336.5	\$263.2	\$233.4

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,180.6	\$2,193.8	\$3,174.5	\$4,094.8	\$5,007.1	\$6,044.4	\$7,174.6	\$8,253.7	\$9,259.9	\$10,310.6	\$11,283.1
	Total by air	\$1,178.2	\$2,187.4	\$3,163.7	\$4,080.0	\$4,991.0	\$6,028.3	\$7,158.5	\$8,237.4	\$9,239.5	\$10,284.5	\$11,254.4
	O'ahu	\$549.6	\$1,036.1	\$1,498.2	\$1,946.6	\$2,428.1	\$2,973.9	\$3,557.3	\$4,157.3	\$4,709.3	\$5,348.9	\$5,854.3
	Maui	\$323.8	\$603.3	\$886.5	\$1,133.9	\$1,354.8	\$1,610.4	\$1,896.5	\$2,144.6	\$2,370.5	\$2,585.5	\$2,835.0
	Moloka'i	\$3.3	\$6.2	\$9.0	\$10.0	\$11.9	\$14.2	\$16.4	\$18.3	\$20.2	\$22.8	\$25.4
	Lāna'i	\$8.3	\$15.7	\$24.9	\$31.1	\$38.1	\$44.7	\$52.6	\$59.1	\$65.4	\$71.3	\$78.3
	Kaua'i	\$113.7	\$211.8	\$300.0	\$399.0	\$506.6	\$627.8	\$761.3	\$877.9	\$990.0	\$1,084.2	\$1,186.0
	Hawai'i Island	\$179.5	\$314.3	\$445.1	\$559.4	\$651.5	\$757.3	\$874.4	\$980.2	\$1,084.2	\$1,171.8	\$1,275.5
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1	\$16.1	\$16.2	\$16.3	\$20.3	\$26.1	\$28.7
	Visitor days	TOTAL (air + ships)	6,437,283	12,101,566	17,981,779	23,223,272	28,158,711	34,021,627	40,410,700	46,439,113	51,497,492	56,780,723
Total by air		6,375,938	11,955,940	17,749,863	22,914,481	27,817,436	33,679,819	40,067,110	46,092,859	51,105,867	56,275,445	61,433,938
O'ahu		2,921,468	5,451,384	8,105,724	10,502,675	12,973,240	15,865,135	18,928,448	22,072,341	24,646,478	27,147,833	29,637,313
Maui		1,649,674	3,167,516	4,786,332	6,164,995	7,355,708	8,824,100	10,478,496	11,895,984	13,054,998	14,399,166	15,758,733
Moloka'i		33,285	56,679	81,812	97,571	113,504	132,773	152,478	168,748	183,611	208,447	230,063
Lāna'i		24,181	48,043	74,835	96,000	116,702	137,557	162,431	182,765	200,513	220,912	241,733
Kaua'i		672,612	1,279,791	1,884,065	2,486,931	3,064,374	3,756,991	4,525,650	5,188,821	5,761,465	6,347,576	6,899,574
Hawai'i Island		1,074,717	1,952,527	2,817,095	3,566,308	4,193,909	4,963,263	5,819,608	6,584,200	7,258,803	7,951,511	8,666,523
Visitor arrivals by cruise ships		61,345	145,626	231,915	308,790	341,275	341,808	343,590	346,254	391,625	505,278	566,047
Visitor arrivals		TOTAL (air + ships)	597,487	1,190,506	1,823,870	2,405,194	2,958,699	3,565,963	4,234,156	4,885,685	5,446,393	6,034,104
	Total by air	586,271	1,164,905	1,780,458	2,348,032	2,896,891	3,503,955	4,171,662	4,821,782	5,374,850	5,940,698	6,496,328
	O'ahu	359,847	708,903	1,067,532	1,396,359	1,741,506	2,114,235	2,520,991	2,930,213	3,288,964	3,645,352	3,987,828
	Maui	173,644	349,893	551,495	730,309	891,348	1,082,109	1,292,157	1,481,139	1,640,498	1,808,350	1,973,589
	Moloka'i	4,791	9,335	16,913	21,582	25,169	29,702	34,520	38,947	42,906	47,109	51,342
	Lāna'i	5,787	11,889	21,356	28,072	34,177	39,992	46,910	53,456	59,003	64,871	70,004
	Kaua'i	75,807	152,790	234,844	319,158	400,790	492,964	596,256	685,954	768,441	850,502	924,327
	Hawai'i Island	115,355	232,364	351,454	456,210	552,714	661,488	786,253	899,872	998,617	1,097,477	1,194,528
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808	62,008	62,494	63,903	71,543	93,406	104,448
	Length of stay	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52	9.54	9.54	9.51	9.46	9.41
Total by air		10.88	10.26	9.97	9.76	9.60	9.61	9.60	9.56	9.51	9.47	9.46
O'ahu		8.12	7.69	7.59	7.52	7.45	7.50	7.51	7.53	7.49	7.45	7.43
Maui		9.50	9.05	8.68	8.44	8.25	8.15	8.11	8.03	7.96	7.96	7.98
Moloka'i		6.95	6.07	4.84	4.52	4.51	4.47	4.42	4.33	4.28	4.42	4.48
Lāna'i		4.18	4.04	3.50	3.42	3.41	3.44	3.46	3.42	3.40	3.41	3.45
Kaua'i		8.87	8.38	8.02	7.79	7.65	7.62	7.59	7.56	7.50	7.46	7.46
Hawai'i Island		9.32	8.40	8.02	7.82	7.59	7.50	7.40	7.32	7.27	7.25	7.26
Visitor arrivals by cruise ships		5.47	5.69	5.34	5.40	5.52	5.51	5.50	5.42	5.47	5.41	5.42
Per Person Per Day Spending		TOTAL (air+ships) (\$)	\$183.4	\$181.3	\$176.5	\$176.3	\$177.8	\$177.7	\$177.5	\$177.7	\$179.8	\$181.6
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4	\$179.0	\$178.7	\$178.7	\$180.8	\$182.8	\$183.2
	O'ahu	\$188.1	\$190.1	\$184.8	\$185.3	\$187.2	\$187.5	\$187.9	\$188.3	\$191.1	\$197.0	\$197.5
	Maui	\$196.3	\$190.5	\$185.2	\$183.9	\$184.2	\$182.5	\$181.0	\$180.3	\$181.6	\$179.6	\$179.9
	Moloka'i	\$99.3	\$108.5	\$110.4	\$102.5	\$105.3	\$106.6	\$107.6	\$108.3	\$109.9	\$109.4	\$110.5
	Lāna'i	\$341.3	\$327.8	\$332.5	\$323.9	\$326.5	\$325.1	\$323.6	\$323.2	\$326.0	\$322.9	\$323.9
	Kaua'i	\$169.0	\$165.5	\$159.2	\$160.4	\$165.3	\$167.1	\$168.2	\$169.2	\$171.8	\$170.8	\$171.9
	Hawai'i Island	\$167.0	\$160.9	\$158.0	\$156.9	\$155.3	\$152.6	\$150.3	\$148.9	\$149.4	\$147.4	\$147.2
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1	\$47.1	\$47.0	\$46.9	\$51.9	\$51.6	\$50.7
	Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$1,976.0	\$1,842.7	\$1,740.5	\$1,702.5	\$1,692.3	\$1,695.0	\$1,694.5	\$1,689.4	\$1,700.2	\$1,708.7
Total by air		\$2,009.6	\$1,877.7	\$1,776.9	\$1,737.6	\$1,722.9	\$1,720.4	\$1,716.0	\$1,708.4	\$1,719.0	\$1,731.2	\$1,732.4
O'ahu		\$1,527.2	\$1,461.6	\$1,403.4	\$1,394.1	\$1,394.3	\$1,406.6	\$1,411.1	\$1,418.8	\$1,431.8	\$1,467.3	\$1,468.0
Maui		\$1,865.0	\$1,724.4	\$1,607.5	\$1,552.6	\$1,519.9	\$1,488.2	\$1,467.7	\$1,448.0	\$1,445.0	\$1,429.7	\$1,436.4
Moloka'i		\$690.0	\$659.1	\$533.9	\$464.0	\$474.7	\$476.6	\$475.2	\$469.3	\$470.5	\$484.1	\$495.1
Lāna'i		\$1,426.2	\$1,324.4	\$1,165.2	\$1,108.1	\$1,114.7	\$1,118.2	\$1,120.6	\$1,104.9	\$1,107.9	\$1,099.5	\$1,118.4
Kaua'i		\$1,499.6	\$1,386.0	\$1,277.5	\$1,250.2	\$1,264.1	\$1,273.4	\$1,276.8	\$1,279.9	\$1,288.4	\$1,274.8	\$1,283.1
Hawai'i Island		\$1,556.3	\$1,352.4	\$1,266.4	\$1,226.4	\$1,178.7	\$1,144.9	\$1,112.1	\$1,089.3	\$1,085.7	\$1,067.7	\$1,067.8
Visitor arrivals by cruise ships		\$220.9	\$250.5	\$248.6	\$258.4	\$260.0	\$259.5	\$258.7	\$254.3	\$284.3	\$279.4	\$274.5

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	NOVEMBER			YEAR-TO-DATE		
	2011P	2010F	% CHANGE	2011P	2010F	% CHANGE
VISITOR DAYS	202,543	221,984	-8.8%	1,958,257	1,967,225	-0.5%
TOTAL VISITORS	19,776	25,796	-23.3%	212,315	204,580	3.8%
ARRIVED BY SHIP	11,042	16,249	-32.0%	104,448	91,240	14.5%
ARRIVED BY AIR	8,733	9,547	-8.5%	107,867	113,340	-4.8%
NUMBER OF SHIP ARRIVALS	6	9	-33.3%	59	53	11.3%
ISLANDS VISITED						
Oahu	19,776	24,873	-20.5%	212,160	202,161	4.9%
Kauai	17,484	21,121	-17.2%	193,209	182,237	6.0%
Maui County	17,973	24,076	-25.3%	203,078	198,536	2.3%
Maui	17,973	24,076	-25.3%	203,078	198,536	2.3%
Molokai	201	487	-58.8%	2,447	2,562	-4.5%
Lanai	345	525	-34.3%	3,888	3,940	-1.3%
Big Island	19,117	21,730	-12.0%	203,212	191,965	5.9%
Average Islands Visited	3.79	3.60	5.3%	3.9	3.9	-0.7%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.44	2.82	22.2%	2.42	2.73	-11.3%
Days in Hawaii during Cruise	5.36	4.70	14.2%	5.50	5.62	-2.2%
Days in Hawaii after Cruise	1.44	1.09	31.8%	1.30	1.26	3.1%
Total days in Hawaii	10.24	8.61	19.0%	9.22	9.62	-4.1%
ACCOMMODATIONS						
Hotel	9,452	9,822	-3.8%	106,690	107,777	-1.0%
Hotel only	7,896	8,034	-1.7%	93,919	96,290	-2.5%
Condo	1,094	1,145	-4.4%	9,382	8,946	4.9%
Condo only	299	373	-19.9%	3,073	2,879	6.7%
Timeshare	1,046	920	13.7%	7,635	6,665	14.6%
Timeshare Only	377	327	15.1%	2,731	2,779	-1.7%
Bed & Breakfast	150	236	-36.2%	1,049	1,009	4.0%
Bed & Breakfast only	35	67	-47.6%	251	247	1.7%
Friends & relatives	586	684	-14.4%	4,932	4,330	13.9%
Other accommodation	302	721	-58.0%	3,379	3,805	-11.2%
Accommodation (NET)	10,590	11,431	-7.4%	117,287	118,509	-1.0%
Cruise only	9,185	14,365	-36.1%	95,028	86,071	10.4%
TRAVEL STATUS						
% First timers	36.1	36.6	-0.48	42.1	41.8	0.30
% Repeat visitors	63.9	63.4	0.48	57.9	58.2	-0.30

Source: Hawai'i Tourism Authority

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

November	STATEWIDE			HONOLULU			KAHULUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
Total Seats	729,542	728,717	0.1%	517,138	515,162	0.4%	125,829	135,639	-7.2%	42,372	46,282	-8.4%	5,338	0	NA	38,865	31,634	22.9%
Scheduled Seats	720,040	721,249	-0.2%	507,636	507,694	0.0%	125,829	135,639	-7.2%	42,372	46,282	-8.4%	5,338	0	NA	38,865	31,634	22.9%
Charter seats	9,502	7,468	27.2%	9,502	7,468	27.2%												
Domestic Seats	501,438	529,068	-5.2%	300,575	327,161	-8.1%	114,454	123,991	-7.7%	42,372	46,282	-8.4%	5,338	0	NA	38,699	31,634	22.3%
Scheduled Seats	495,642	522,996	-5.2%	294,779	321,089	-8.2%	114,454	123,991	-7.7%	42,372	46,282	-8.4%	5,338	0	NA	38,699	31,634	22.3%
Charter seats	5,796	6,072	-4.5%	5,796	6,072	-4.5%												
US West	441,712	457,559	-3.5%	247,599	263,714	-6.1%	107,704	115,929	-7.1%	42,372	46,282	-8.4%	5,338	0	NA	38,699	31,634	22.3%
...Anchorage	6,280	5,652	11.1%	4,710	4,082	15.4%	1,570	1,570	0.0%									
...Bellingham	4,710	0	NA	4,710	0	NA												
...Denver	8,489	10,728	-20.9%	6,300	8,296	-24.1%	732	976	-25.0%	729	728	0.1%				728	728	0.0%
...Las Vegas	21,312	21,114	0.9%	19,296	19,098	1.0%	2,016	2,016	0.0%									
...Los Angeles	158,090	164,431	-3.9%	79,792	87,370	-8.7%	36,847	42,405	-13.1%	16,500	17,340	-4.8%	4,710	0	NA	20,241	17,316	16.9%
...Oakland	16,980	12,522	35.6%	7,560	7,812	-3.2%	4,710	2,669	76.5%	2,041	2,041	0.0%				2,669	0	NA
...Orange County	992	1,364	-27.3%	496	1,364		496	0		0	0							
...Phoenix	29,790	33,020	-9.8%	17,060	17,060	0.0%	7,030	9,120	-22.9%	2,850	3,420	-16.7%				2,850	3,420	-16.7%
...Portland	26,738	26,267	1.8%	12,270	12,270	0.0%	12,270	12,270	0.0%	2,198	1,727	27.3%						
...Sacramento	12,270	12,270	0.0%	7,560	7,560	0.0%	4,710	4,710	0.0%									
...Salt Lake City	7,668	6,048	26.8%	7,668	6,048	26.8%												
...San Diego	14,468	12,270	17.9%	9,758	7,560	29.1%	4,710	4,710	0.0%									
...San Francisco	62,879	84,954	-26.0%	36,135	50,798	-28.9%	11,708	16,462	-28.9%	8,948	12,234	-26.9%	628	0	NA	5,460	5,460	0.0%
...San Jose	16,980	12,270	38.4%	7,560	7,560	0.0%	4,710	2,041	130.8%	2,669	2,669	0.0%				2,041	0	NA
...Seattle	54,066	54,649	-1.1%	26,724	26,836	-0.4%	16,195	16,980	-4.6%	6,437	6,123	5.1%				4,710	4,710	0.0%
US East	53,930	65,437	-17.6%	47,180	57,375	-17.8%	6,750	8,062	-16.3%									
...Atlanta	8,940	8,940	0.0%	8,940	8,940	0.0%												
...Charlotte																		
...Chicago	11,190	14,977	-25.3%	11,190	13,665	-18.1%	0	1,312	-100.0%									
...Dallas	20,250	20,250	0.0%	13,500	13,500	0.0%	6,750	6,750	0.0%									
...Detroit	0	596	-100.0%	0	596	-100.0%												
...Houston	7,050	8,760	-19.5%	7,050	8,760	-19.5%												
...Minneapolis	0	5,364	-100.0%	0	5,364	-100.0%												
...Newark	6,500	6,550	-0.8%	6,500	6,550	-0.8%												

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

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

November	STATEWIDE			HONOLULU			KAHULUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
International Seats	228,104	199,649	14.3%	216,563	188,001	15.2%	11,375	11,648	-2.3%							166	0	NA
Scheduled Seats	224,398	198,253	13.2%	212,857	186,605	14.1%	11,375	11,648	-2.3%							166	0	NA
Charter Seats	3,706	1,396	165.5%	3,706	1,396	165.5%												
Japan	130,867	118,464	10.5%	130,867	118,464	10.5%												
...Fukuoka																		
...Hiroshima																		
...Nagoya	11,961	6,300	89.9%	11,961	6,300	89.9%												
...Niigata																		
...Osaka	22,800	15,240	49.6%	22,800	15,240	49.6%												
...Sapporo																		
...Sendai																		
...Tokyo-HND	23,084	15,744	46.6%	23,084	15,744	46.6%												
...Tokyo-NRT	73,022	81,180	-10.0%	73,022	81,180	-10.0%												
Canada	24,812	26,944	-7.9%	13,271	15,296	-13.2%	11,375	11,648	-2.3%							166	0	NA
...Abbotsford																		
...Calgary	1,688	1,688	0.0%	844	844	0.0%	844	844	0.0%									
...Edmonton																		
...Kelowna																		
...Toronto																		
...Vancouver	23,124	24,576	-5.9%	12,427	13,772	-9.8%	10,531	10,804	-2.5%							166	0	NA
...Victoria	0	680	-100.0%	0	680	-100.0%												
Other Asia	29,411	15,433	90.6%	29,411	15,433	90.6%												
...Seoul	26,828	15,433	73.8%	26,828	15,433	73.8%												
...Taipei																		
...Shanghai	2,583	0	NA	2,583	0	NA												
Oceania	17,041	14,883	14.5%	17,041	14,883	14.5%												
...Auckland	2,106	2,043	3.1%	2,106	2,043	3.1%												
...Brisbane																		
...Melbourne																		
...Sydney	14,935	12,840	16.3%	14,935	12,840	16.3%												
Other	22,267	22,529	-1.2%	22,267	22,529	-1.2%												
...Apia	648	648	0.0%	648	648	0.0%												
...Christmas	600	544	10.3%	600	544	10.3%												
...Fiji																		
...Guam	7,590	6,400	18.6%	7,590	6,400	18.6%												
...Johnston Island																		
...Kwajalein																		
...Majuro	2,041	2,669	-23.5%	2,041	2,669	-23.5%												
...Midway																		
...Manila	7,716	7,968	-3.2%	7,716	7,968	-3.2%												
...Nadi	648	1,276	-49.2%	648	1,276	-49.2%												
...Noumea, NC																		
...Pago Pago	2,016	2,016	0.0%	2,016	2,016	0.0%												
...Papeete	1,008	1,008	0.0%	1,008	1,008	0.0%												

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

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

Year-to-Date	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
Total Seats	8,551,621	8,478,065	0.9%	5,981,365	5,926,143	0.9%	1,533,887	1,523,977	0.7%	533,214	613,896	-13.1%	31,400	0	NA	471,755	414,049	13.9%
Scheduled Seats	8,451,209	8,378,833	0.9%	5,880,953	5,826,911	0.9%	1,533,887	1,523,977	0.7%	533,214	613,896	-13.1%	31,400	0	NA	471,755	414,049	13.9%
Charter seats	100,412	99,232	1.2%	100,412	99,232	1.2%												
Domestic Seats	6,060,727	6,155,740	-1.5%	3,634,713	3,789,705	-4.1%	1,403,969	1,416,761	-0.9%	524,236	541,035	-3.1%	31,400	0	NA	466,409	408,239	14.2%
Scheduled Seats	5,996,143	6,088,672	-1.5%	3,570,129	3,722,637	-4.1%	1,403,969	1,416,761	-0.9%	524,236	541,035	-3.1%	31,400	0	NA	466,409	408,239	14.2%
Charter seats	64,584	67,068	-3.7%	64,584	67,068	-3.7%												
US West	5,327,759	5,237,069	1.7%	2,996,957	2,992,744	0.1%	1,308,757	1,295,051	1.1%	524,236	541,035	-3.1%	31,400	0	NA	466,409	408,239	14.2%
...Anchorage	55,591	43,332	28.3%	48,101	35,482	35.6%	7,490	7,850	-4.6%									
...Bellingham	50,191	0	NA	50,191	0	NA												
...Denver	144,627	136,800	5.7%	84,150	90,252	-6.8%	39,406	24,760	59.2%	12,746	13,280	-4.0%				8,325	8,508	-2.2%
...Las Vegas	234,552	216,987	8.1%	215,148	212,703	1.1%	19,404	4,284	352.9%									
...Los Angeles	1,928,829	1,967,382	-2.0%	997,253	1,017,381	-2.0%	456,378	487,385	-6.4%	210,069	235,176	-10.7%	27,475	0	NA	237,654	227,440	4.5%
...Oakland	187,441	161,302	16.2%	84,672	85,176	-0.6%	58,942	53,675	9.8%	21,866	22,451	-2.6%				21,961	0	NA
...Orange County	39,632	43,524	-8.9%	23,112	24,924	-7.3%	16,520	18,600	-11.2%									
...Phoenix	425,978	417,998	1.9%	215,078	192,610	11.7%	97,090	105,782	-8.2%	58,520	60,789	-3.7%				55,290	58,817	-6.0%
...Portland	281,128	275,174	2.2%	135,247	136,841	-1.2%	135,247	136,606	-1.0%	10,634	1,727	515.7%						
...Sacramento	135,247	123,418	9.6%	84,168	84,168	0.0%	51,079	39,250	30.1%									
...Salt Lake City	80,370	82,641	-2.7%	80,370	71,712	12.1%	0	10,929	-100.0%									
...San Diego	137,445	119,299	15.2%	86,366	92,586	-6.7%	51,079	26,713	91.2%									
...San Francisco	913,722	954,581	-4.3%	530,907	566,985	-6.4%	181,310	196,506	-7.7%	122,166	130,054	-6.1%	3,925	0	NA	75,414	61,036	23.6%
...San Jose	167,799	119,221	40.7%	84,168	77,616	8.4%	37,880	17,898	111.6%	29,213	23,707	23.2%				16,538	0	NA
...Seattle	545,207	575,410	-5.2%	278,026	304,308	-8.6%	156,932	164,813	-4.8%	59,022	53,851	9.6%				51,227	52,438	-2.3%
US East	668,384	851,603	-21.5%	573,172	729,893	-21.5%	95,212	121,710	-21.8%									
...Atlanta	99,532	95,932	3.8%	99,532	95,932	3.8%												
...Charlotte	0	43,680	-100.0%	0	43,680	-100.0%												
...Chicago	182,789	188,921	-3.2%	162,727	149,561	8.8%	20,062	39,360	-49.0%									
...Dallas	225,450	232,650	-3.1%	150,300	150,300	0.0%	75,150	82,350	-8.7%									
...Detroit	298	19,668	-98.5%	298	19,668	-98.5%												
...Houston	79,835	127,612	-37.4%	79,835	127,612	-37.4%												
...Minneapolis	8,940	67,600	-86.8%	8,940	67,600	-86.8%												
...Newark	71,540	75,540	-5.3%	71,540	75,540	-5.3%												

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

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

Year-to-Date	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
International Seats	2,490,894	2,322,325	7.3%	2,346,652	2,136,438	9.8%	129,918	107,216	21.2%	8,978	72,861	-87.7%				5,346	5,810	-8.0%
Scheduled Seats	2,455,066	2,290,161	7.2%	2,310,824	2,104,274	9.8%	129,918	107,216	21.2%	8,978	72,861	-87.7%				5,346	5,810	-8.0%
Charter Seats	35,828	32,164	11.4%	35,828	32,164	11.4%												
Japan	1,476,990	1,486,890	-0.7%	1,476,990	1,423,260	3.8%				0	63,630	-100.0%						
...Fukuoka																		
...Hiroshima																		
...Nagoya	129,171	127,470	1.3%	129,171	127,470	1.3%												
...Niigata																		
...Osaka	218,027	248,605	-12.3%	218,027	248,605	-12.3%												
...Sapporo																		
...Sendai																		
...Tokyo-HND	255,240	16,168	1478.7%	255,240	16,168	1478.7%												
...Tokyo-NRT	874,552	1,094,647	-20.1%	874,552	1,031,017	-15.2%				0	63,630	-100.0%						
Canada	275,281	250,836	9.7%	131,039	128,579	1.9%	129,918	107,216	21.2%	8,978	9,231	-2.7%				5,346	5,810	-8.0%
...Abbotsford																		
...Calgary	33,487	20,458	63.7%	10,638	8,684	22.5%	22,849	11,774	94.1%									
...Edmonton	4,818	1,224	293.6%				4,818	1,224	293.6%									
...Kelowna																		
...Toronto																		
...Vancouver	234,664	226,026	3.8%	118,089	116,767	1.1%	102,251	94,218	8.5%	8,978	9,231	-2.7%				5,346	5,810	-8.0%
...Victoria	2,312	3,128	-26.1%	2,312	3,128	-26.1%												
Other Asia	256,437	137,971	85.9%	256,437	137,971	85.9%												
...Seoul	248,114	131,611	88.5%	248,114	131,611	88.5%												
...Taipei	0	6,360	-100.0%	0	6,360	-100.0%												
...Shanghai	8,323	0	NA	8,323	0	NA												
Oceania	192,616	157,181	22.5%	192,616	157,181	22.5%												
...Auckland	26,819	24,970	7.4%	26,819	24,970	7.4%												
...Brisbane																		
...Melbourne																		
...Sydney	165,797	132,211	25.4%	165,797	132,211	25.4%												
Other	253,742	257,283	-1.4%	253,742	257,283	-1.4%												
...Apia	7,320	7,614	-3.9%	7,320	7,614	-3.9%												
...Christmas	6,698	3,672	82.4%	6,698	3,672	82.4%												
...Fiji																		
...Guam	72,573	74,903	-3.1%	72,573	74,903	-3.1%												
...Johnston Island																		
...Kwajalein																		
...Majuro	28,343	26,690	6.2%	28,343	26,690	6.2%												
...Midway																		
...Manila	85,884	86,074	-0.2%	85,884	86,074	-0.2%												
...Nadi	13,360	18,766	-28.8%	13,360	18,766	-28.8%												
...Noumea, N.C.																		
...Pago Pago	27,468	27,468	0.0%	27,468	27,468	0.0%												
...Papeete	12,096	12,096	0.0%	12,096	12,096	0.0%												
...Rarotonga																		
...Tongatapu																		

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

2010 Arrivals at a Glance by Month (REVISED)

2010	MMA	Jun	Aug	Nov
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$888.3	\$1,005.0	\$899.0
	Total by air	\$888.3	\$1,004.9	\$895.9
	U.S. West	\$341.2	\$382.7	\$348.0
	U.S. East	\$276.8	\$245.7	\$212.2
	U.S. East	\$145.9	\$203.3	\$147.2
	Canada	\$22.7	\$39.2	\$70.3
	All Others	\$101.7	\$133.9	\$118.1
	Visitor arrivals by cruise ships	0.00	0.18	3.15
Visitor days	TOTAL (air + ships)	5,682,587	5,976,201	5,015,754
	Total by air	5,682,587	5,972,010	4,944,926
	U.S. West	2,671,247	2,745,659	2,268,530
	U.S. East	1,717,858	1,359,176	1,100,865
	Japan	567,979	843,042	512,232
	Canada	147,967	261,324	465,034
	All Others	577,536	762,808	598,265
	Visitor arrivals by cruise ships	0	4,192	70,828
Visitor arrivals	TOTAL (air + ships)	607,820	649,450	552,535
	Total by air	607,820	647,551	536,286
	U.S. West	274,527	299,930	239,957
	U.S. East	165,096	131,700	107,660
	Japan	101,199	125,510	92,226
	Canada	13,405	22,926	38,058
	All Others	53,593	67,485	58,385
	Visitor arrivals by cruise ships	0	1,899	16,249
length of stay	TOTAL (air + ships)	9.35	9.20	9.08
	Total by air	9.35	9.22	9.22
	U.S. West	9.73	9.15	9.45
	U.S. East	10.41	10.32	10.23
	Japan	5.61	6.72	5.55
	Canada	11.04	11.40	12.22
	All Others	10.78	11.30	10.25
	Visitor arrivals by cruise ships	na	2.21	4.36
Per Person Per Day Spending	TOTAL (air+ships) (\$)	\$156.3	\$168.2	\$179.2
	Total by air	\$156.3	\$168.3	\$181.2
	U.S. West	\$127.7	\$139.4	\$153.4
	U.S. East	\$161.1	\$180.7	\$192.8
	Japan	\$256.9	\$241.2	\$287.5
	Canada	\$153.1	\$150.2	\$151.3
	All Others	\$176.1	\$175.6	\$197.5
	Visitor arrivals by cruise ships	na	\$43.2	\$44.5
Per Person Per Trip Spending	TOTAL (air+ships) (\$)	\$1,461.5	\$1,547.5	\$1,627.1
	Total by air	\$1,461.5	\$1,551.8	\$1,670.5
	U.S. West	\$1,242.9	\$1,275.9	\$1,450.1
	U.S. East	\$1,676.5	\$1,865.4	\$1,971.0
	Japan	\$1,442.1	\$1,620.1	\$1,596.6
	Canada	\$1,690.5	\$1,712.0	\$1,848.4
	All Others	\$1,898.1	\$1,984.5	\$2,023.4
	Visitor arrivals by cruise ships	na	\$95.3	\$193.9