

	TABLE 1. TOTAL VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	6,025,749	6,267,793	-3.9%	46,092,859	44,381,965	3.9%
TOTAL VISITORS	650,120	678,021	-4.1%	4,821,782	4,712,109	2.3%
DOMESTIC	458,572	502,637	-8.8%	3,497,739	3,416,324	2.4%
INTERNATIONAL	191,548	175,384	9.2%	1,324,043	1,295,785	2.2%
AVERAGE DAILY CENSUS	194,379	202,187	-3.9%	189,683	182,642	3.9%
TOTAL AIR SEATS (EST)	817,221	837,360	-2.4%	6,343,754	6,286,545	0.9%
TOTAL LOAD FACTOR (EST)	94.0%	96.1%	-2.2	90.1%	89.3%	0.8
ISLANDS VISITED						
O'ahu	409,222	432,162	-5.3%	2,930,213	2,902,062	1.0%
O'ahu only	307,282	324,758	-5.4%	2,152,067	2,143,094	0.4%
Kaua'i	89,698	90,774	-1.2%	685,954	659,073	4.1%
Kaua'i only	49,490	47,335	4.6%	362,270	346,225	4.6%
Maui County	191,951	197,403	-2.8%	1,510,481	1,446,124	4.5%
Maui	188,982	193,682	-2.4%	1,481,139	1,417,896	4.5%
Maui only	117,855	121,001	-2.6%	933,334	899,080	3.8%
Moloka'i *	4,427	4,100	8.0%	38,947	33,091	17.7%
Moloka'i only *	452	538	-15.9%	4,758	4,388	8.4%
Lāna'i *	6,546	6,235	5.0%	53,456	46,039	16.1%
Lāna'i only *	806	904	-10.8%	8,065	7,093	13.7%
Big Island	113,619	120,957	-6.1%	899,872	878,117	2.5%
Kona side	94,441	101,385	-6.8%	755,778	728,977	3.7%
Hilo side	41,194	42,780	-3.7%	332,496	327,039	1.7%
Big Island only	53,303	56,679	-6.0%	433,893	410,607	5.7%
Any Neighbor Island	342,838	353,263	-3.0%	2,669,715	2,569,014	3.9%
NI only	240,898	245,859	-2.0%	1,891,569	1,810,047	4.5%
O'ahu & NI	101,940	107,404	-5.1%	778,146	758,968	2.5%
Any one island only	529,188	551,214	-4.0%	3,894,387	3,810,487	2.2%
Multiple Islands	120,932	126,806	-4.6%	927,395	901,621	2.9%
Avg. Islands Visited	1.25	1.25	-0.1%	1.26	1.26	0.2%
Average Length of Stay in Hawai'i	9.27	9.24	0.3%	9.56	9.42	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	417,874	427,949	-2.4%	2,990,991	2,930,842	2.1%
Hotel only	368,851	377,160	-2.2%	2,603,067	2,564,526	1.5%
Plan to stay in Condo	114,592	118,635	-3.4%	898,361	835,834	7.5%
Condo only	89,889	92,820	-3.2%	704,735	655,802	7.5%
Plan to stay in Timeshare	62,830	71,864	-12.6%	480,478	494,011	-2.7%
Timeshare only	49,172	56,223	-12.5%	367,887	378,753	-2.9%
Cruise Ship	9,143	10,769	-15.1%	87,175	88,019	-1.0%
Friends/Relatives	57,982	65,036	-10.8%	459,682	475,297	-3.3%
Bed & Breakfast	5,391	5,522	-2.4%	47,426	42,845	10.7%
Other	9,222	9,917	-7.0%	73,903	79,190	-6.7%

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

	T A B L E 1. T O T A L V I S I T O R S B Y A I R (C O N T.)					
	2011P	AUGUST 2010	% CHANGE	2011P	YEAR-TO-DATE 2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	557,333	578,537	-3.7%	3,970,704	3,901,405	1.8%
Honeymoon	39,882	42,093	-5.3%	299,804	309,088	-3.0%
Get Married	7,810	9,113	-14.3%	74,477	76,500	-2.6%
Pleasure/Vacation	518,664	536,662	-3.4%	3,668,685	3,589,343	2.2%
Mtgs/Conventions/Incentive	17,443	16,918	3.1%	296,886	229,950	29.1%
Conventions	9,289	10,561	-12.0%	171,636	132,034	30.0%
Corporate Meetings	3,808	4,090	-6.9%	60,282	47,963	25.7%
Incentive	4,790	2,774	72.7%	76,130	58,885	29.3%
Other Business	19,780	21,072	-6.1%	161,311	159,015	1.4%
Visit Friends/Rel.	53,644	63,173	-15.1%	434,951	447,348	-2.8%
Gov't/Military	10,717	10,890	-1.6%	75,684	86,809	-12.8%
Attend School	3,600	4,504	-20.1%	14,087	16,506	-14.7%
Sport Events	5,486	8,461	-35.2%	47,856	42,295	13.1%
TRAVEL STATUS						
% First Timers **	32.7	31.7	0.9	33.5	33.5	0.0
% Repeaters **	67.3	68.3	-0.9	66.5	66.5	0.0
Average # of Trips	5.10	5.27	-3.2%	5.08	5.10	-0.4%
Group Tour	39,876	45,886	-13.1%	406,831	436,293	-6.8%
Non-Group	610,244	632,135	-3.5%	4,414,951	4,275,816	3.3%
Package Trip	232,198	250,349	-7.3%	1,643,355	1,666,961	-1.4%
No Package	417,922	427,672	-2.3%	3,178,427	3,045,148	4.4%
Net True Independent	409,542	420,020	-2.5%	3,100,650	2,975,201	4.2%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	4,443,563	4,814,422	-7.7%	35,277,603	34,231,739	3.1%
DOMESTIC VISITORS	458,572	502,637	-8.8%	3,497,739	3,416,324	2.4%
DOMESTIC AVERAGE DAILY CENSUS	143,341	155,304	-7.7%	145,175	140,871	3.1%
DOMESTIC AIR SEATS (EST)	576,641	626,242	-7.9%	4,529,596	4,569,260	-0.9%
DOMESTIC LOAD FACTOR (EST)	96.9%	98.0%	-1.1	93.8%	91.2%	2.6
ISLANDS VISITED						
O'ahu	235,690	270,642	-12.9%	1,765,451	1,758,723	0.4%
O'ahu only	169,946	195,906	-13.3%	1,244,565	1,238,396	0.5%
Kaua'i	82,225	84,525	-2.7%	620,456	603,898	2.7%
Kaua'i only	48,536	46,414	4.6%	350,767	334,052	5.0%
Maui County	164,010	178,318	-8.0%	1,282,973	1,248,808	2.7%
Maui	161,301	175,048	-7.9%	1,257,157	1,223,453	2.8%
Maui only	108,595	115,733	-6.2%	840,812	813,325	3.4%
Moloka'i *	3,094	3,557	-13.0%	30,909	28,273	9.3%
Moloka'i only *	352	500	-29.6%	4,258	4,240	0.4%
Lāna'i *	4,553	5,460	-16.6%	43,406	39,046	11.2%
Lāna'i only *	783	876	-10.6%	7,577	6,984	8.5%
Big Island	86,157	92,818	-7.2%	702,945	677,367	3.8%
Kona side	74,144	79,506	-6.7%	610,942	582,656	4.9%
Hilo side	29,528	32,485	-9.1%	237,002	238,453	-0.6%
Big Island only	47,235	49,540	-4.7%	391,683	365,671	7.1%
Any Neighbor Island	288,626	306,730	-5.9%	2,253,174	2,177,928	3.5%
NI only	222,882	231,994	-3.9%	1,732,288	1,657,601	4.5%
O'ahu & NI	65,744	74,736	-12.0%	520,886	520,327	0.1%
Any one island only	375,447	408,969	-8.2%	2,839,662	2,762,667	2.8%
Multiple Islands	83,125	93,668	-11.3%	658,077	653,656	0.7%
Avg. Islands Visited	1.25	1.26	-0.6%	1.26	1.27	-0.3%
Average Length of Stay in Hawai'i	9.69	9.58	1.2%	10.09	10.02	0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	269,199	294,405	-8.6%	1,949,521	1,894,915	2.9%
Hotel only	231,078	251,529	-8.1%	1,633,014	1,589,358	2.7%
Plan to stay in Condo	84,437	91,261	-7.5%	703,237	664,579	5.8%
Condo only	66,653	71,290	-6.5%	550,855	520,672	5.8%
Plan to stay in Timeshare	53,924	61,193	-11.9%	429,099	440,081	-2.5%
Timeshare only	42,440	47,919	-11.4%	330,662	341,011	-3.0%
Cruise Ship	7,580	10,116	-25.1%	73,116	79,778	-8.4%
Friends/Relatives	48,540	57,033	-14.9%	405,603	422,822	-4.1%
Bed & Breakfast	4,671	4,756	-1.8%	39,105	36,174	8.1%
Other	7,585	8,050	-5.8%	61,448	62,636	-1.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	389,629	424,320	-8.2%	2,863,917	2,799,309	2.3%
Honeymoon	27,256	31,054	-12.2%	144,719	148,648	-2.6%
Get Married	4,961	5,358	-7.4%	36,120	35,047	3.1%
Pleasure/Vacation	362,995	394,087	-7.9%	2,722,981	2,654,731	2.6%
Mtgs/Conventions/Incentive	11,059	12,581	-12.1%	219,037	176,417	24.2%
Conventions	5,970	7,760	-23.1%	132,198	104,336	26.7%
Corporate Meetings	3,342	3,489	-4.2%	48,275	39,170	23.2%
Incentive	2,103	1,709	23.0%	47,677	40,319	18.3%
Other Business	17,309	19,336	-10.5%	142,741	145,641	-2.0%
Visit Friends/Rel.	47,269	54,820	-13.8%	385,585	397,546	-3.0%
Gov't/Military	8,023	8,982	-10.7%	58,687	66,458	-11.7%
Attend School	3,192	3,497	-8.7%	10,676	10,470	2.0%
Sport Events	3,669	7,026	-47.8%	30,994	24,047	28.9%
TRAVEL STATUS						
% First Timers **	31.0	31.1	-0.1	29.3	29.9	-0.5
% Repeaters **	69.0	68.9	0.1	70.7	70.1	0.5
Average # of Trips	5.44	5.43	0.2%	5.63	5.62	0.1%
Group Tour	9,684	11,980	-19.2%	119,702	111,781	7.1%
Non-Group	448,888	490,657	-8.5%	3,378,037	3,304,543	2.2%
Package Trip	130,987	147,733	-11.3%	891,892	889,473	0.3%
No Package	327,585	354,904	-7.7%	2,605,847	2,526,851	3.1%
Net True Independent	324,299	350,984	-7.6%	2,569,157	2,494,471	3.0%

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

	T A B L E 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
UNITED STATES	402,623	445,144	-9.6%	3,113,037	3,069,226	1.4%
Pacific Region	240,243	269,807	-11.0%	1,603,878	1,579,221	1.6%
...California	185,978	213,458	-12.9%	1,110,346	1,119,560	-0.8%
...Oregon	14,797	16,505	-10.3%	136,483	128,159	6.5%
...Washington	35,981	37,099	-3.0%	308,204	288,735	6.7%
Mountain Region	36,431	39,116	-6.9%	383,153	371,350	3.2%
West North Central	9,743	10,071	-3.3%	148,026	138,960	6.5%
West South Central	23,342	24,551	-4.9%	203,915	205,397	-0.7%
...Texas	19,454	20,532	-5.3%	162,682	163,496	-0.5%
East North Central	21,397	23,042	-7.1%	241,486	231,936	4.1%
East South Central	4,655	4,991	-6.7%	52,297	55,295	-5.4%
New England	9,254	10,024	-7.7%	72,612	70,929	2.4%
Middle Atlantic	27,956	31,055	-10.0%	165,467	168,286	-1.7%
...New Jersey	8,279	9,618	-13.9%	43,081	45,541	-5.4%
...New York	13,293	14,916	-10.9%	75,258	75,793	-0.7%
South Atlantic	28,977	31,597	-8.3%	237,160	242,550	-2.2%
CANADA	15,583	15,614	-0.2%	138,149	104,350	32.4%
JAPAN	781	884	-11.6%	4,740	5,320	-10.9%
EUROPE MMA	14,715	15,777	-6.7%	65,577	63,371	3.5%
...France	1,472	1,366	7.8%	6,200	5,727	8.3%
...Germany	3,828	3,939	-2.8%	20,075	19,109	5.1%
...Italy	3,246	3,806	-14.7%	6,987	7,540	-7.3%
...Switzerland	1,180	953	23.9%	7,440	5,780	28.7%
...United Kingdom	4,989	5,713	-12.7%	24,875	25,216	-1.4%
OTHER ASIA MMA	3,448	3,235	6.6%	26,483	24,554	7.9%
...People's Republic of China	2,434	1,884	29.2%	18,788	16,477	14.0%
...Taiwan	182	243	-25.1%	1,028	1,135	-9.5%
...Hong Kong	162	139	16.7%	1,007	901	11.7%
...Korea	616	912	-32.5%	4,988	5,381	-7.3%
...Singapore	54	57	-5.5%	672	659	2.0%
LATIN AMERICA MMA	1,595	1,410	13.1%	14,365	12,566	14.3%
...Argentina	270	246	9.6%	2,987	2,178	37.1%
...Brazil	736	586	25.5%	6,240	6,000	4.0%
...Mexico	589	577	2.1%	5,138	4,388	17.1%
OCEANIA MMA	4,168	3,692	12.9%	28,237	24,101	17.2%
...Australia	3,689	3,211	14.9%	25,454	21,505	18.4%
...New Zealand	479	481	-0.4%	2,783	2,596	7.2%
OTHER MMA	16,284	17,771	-8.4%	112,193	118,136	-5.0%
...Ireland	147	351	-58.2%	1,139	1,401	-18.7%
...Indonesia	53	22	140.6%	401	286	40.1%
...Malaysia	50	7	593.6%	223	135	65.6%
...Philippines	270	384	-29.7%	2,189	2,491	-12.1%
...Thailand	47	50	-6.5%	365	353	3.3%
...Other	15,717	16,956	-7.3%	107,876	113,470	-4.9%

	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					
	(Visitors Arriving on International Flights)					
	2011P	AUGUST 2010	% CHANGE	2011P	YEAR-TO-DATE 2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,582,186	1,453,371	8.9%	10,815,256	10,150,225	6.6%
INTERNATIONAL VISITORS	191,548	175,384	9.2%	1,324,043	1,295,785	2.2%
INTERNATIONAL AVERAGE DAILY CENSUS	51,038	46,883	8.9%	44,507	41,770	6.6%
INTERNATIONAL AIR SEATS (EST)	240,580	211,118	14.0%	1,814,158	1,717,285	5.6%
INTERNATIONAL LOAD FACTOR (EST)	86.8%	90.5%	-3.7	81.0%	84.3%	-3.3
ISLANDS VISITED						
O'ahu	173,532	161,520	7.4%	1,164,762	1,143,339	1.9%
O'ahu only	137,336	128,851	6.6%	907,502	904,699	0.3%
Kaua'i	7,473	6,249	19.6%	65,498	55,174	18.7%
Kaua'i only	954	921	3.6%	11,503	12,174	-5.5%
Maui County	27,941	19,086	46.4%	227,508	197,316	15.3%
Maui	27,681	18,634	48.6%	223,982	194,443	15.2%
Maui only	9,260	5,269	75.8%	92,522	85,756	7.9%
Moloka'i *	1,333	543	145.6%	8,038	4,817	66.9%
Moloka'i only *	100	37	166.7%	500	148	238.9%
Lāna'i *	1,993	775	157.1%	10,050	6,993	43.7%
Lāna'i only *	23	28	-18.0%	488	109	349.3%
Big Island	27,462	28,139	-2.4%	196,927	200,750	-1.9%
Kona side	20,297	21,879	-7.2%	144,836	146,321	-1.0%
Hilo side	11,666	10,295	13.3%	95,494	88,586	7.8%
Big Island only	6,068	7,139	-15.0%	42,210	44,936	-6.1%
Any Neighbor Island	54,212	46,533	16.5%	416,541	391,086	6.5%
NI only	18,016	13,864	29.9%	159,281	152,446	4.5%
O'ahu & NI	36,196	32,669	10.8%	257,260	238,640	7.8%
Any one island only	153,741	142,245	8.1%	1,054,725	1,047,820	0.7%
Multiple Islands	37,807	33,139	14.1%	269,318	247,965	8.6%
Avg. Islands Visited	1.25	1.23	1.6%	1.26	1.24	1.8%
Average Length of Stay in Hawai'i	8.26	8.29	-0.3%	8.17	7.83	4.3%
ACCOMMODATIONS						
Plan to stay in Hotel	148,675	133,544	11.3%	1,041,470	1,035,927	0.5%
Hotel only	137,773	125,631	9.7%	970,053	975,168	-0.5%
Plan to stay in Condo	30,155	27,374	10.2%	195,124	171,255	13.9%
Condo only	23,236	21,530	7.9%	153,880	135,130	13.9%
Plan to stay in Timeshare	8,906	10,671	-16.5%	51,379	53,930	-4.7%
Timeshare only	6,732	8,304	-18.9%	37,225	37,741	-1.4%
Cruise Ship	1,563	653	139.4%	14,059	8,241	70.6%
Friends/Relatives	9,442	8,002	18.0%	54,079	52,475	3.1%
Bed & Breakfast	720	766	-6.0%	8,321	6,671	24.7%
Other	1,637	1,867	-12.3%	12,455	16,554	-24.8%

* 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.)					
	(V i s i t o r s A r r i v i n g o n I n t e r n a t i o n a l F l i g h t s)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	167,704	154,217	8.7%	1,106,787	1,102,096	0.4%
Honeymoon	12,626	11,039	14.4%	155,085	160,440	-3.3%
Get Married	2,849	3,755	-24.1%	38,357	41,454	-7.5%
Pleasure/Vacation	155,669	142,575	9.2%	945,704	934,612	1.2%
Mtgs/Conventions/Incentive	6,384	4,337	47.2%	77,849	53,534	45.4%
Conventions	3,319	2,801	18.5%	39,438	27,698	42.4%
Corporate Meetings	466	601	-22.5%	12,007	8,793	36.6%
Incentive	2,687	1,065	152.3%	28,453	18,567	53.2%
Other Business	2,471	1,736	42.4%	18,570	13,374	38.9%
Visit Friends/Rel.	6,375	8,352	-23.7%	49,366	49,802	-0.9%
Gov't/Military	2,694	1,908	41.2%	16,997	20,351	-16.5%
Attend School	408	1,007	-59.5%	3,411	6,037	-43.5%
Sport Events	1,011	1,433	-30.2%	10,002	10,240	-1.9%
TRAVEL STATUS						
% First Timers **	36.7	33.5	3.2	44.6	43.1	1.5
% Repeaters **	63.3	66.5	-3.2	55.4	56.9	-1.5
Average # of Trips	4.29	4.82	-10.9%	3.65	3.75	-2.6%
Group Tour	30,192	33,906	-11.0%	287,129	324,512	-11.5%
Non-Group	161,356	141,478	14.1%	1,036,914	971,273	6.8%
Package Trip	101,211	102,616	-1.4%	751,463	777,488	-3.3%
No Package	90,337	72,768	24.1%	572,580	518,297	10.5%
Net True Independent	85,243	69,037	23.5%	531,493	480,730	10.6%

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

TABLE 4. TOTAL U.S WEST VISITORS BY AIR

(Includes Pacific and Mountain States)

	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,623,194	2,902,705	-9.6%	19,394,114	19,112,893	1.5%
TOTAL VISITORS	285,398	317,138	-10.0%	2,029,168	1,997,546	1.6%
Domestic	276,674	308,923	-10.4%	1,987,031	1,950,571	1.9%
International	8,724	8,215	6.2%	42,137	46,975	-10.3%
AVERAGE DAILY CENSUS	84,619	93,636	-9.6%	79,811	78,653	1.5%
ISLANDS VISITED						
O'ahu	127,972	155,277	-17.6%	893,491	912,074	-2.0%
O'ahu only	102,112	123,951	-17.6%	695,108	708,032	-1.8%
Kaua'i	49,599	48,563	2.1%	346,919	331,936	4.5%
Kaua'i only	35,912	34,094	5.3%	242,934	228,628	6.3%
Maui County	99,212	108,616	-8.7%	725,020	710,921	2.0%
Maui	97,519	106,756	-8.7%	710,304	696,607	2.0%
Maui only	78,564	83,592	-6.0%	561,109	544,194	3.1%
Moloka'i *	1,598	1,711	-6.6%	15,351	13,810	11.2%
Moloka'i only *	239	317	-24.6%	2,900	2,772	4.6%
Lāna'i *	2,349	2,696	-12.9%	21,059	18,635	13.0%
Lāna'i only *	553	516	7.1%	4,614	4,302	7.3%
Big Island	48,184	50,698	-5.0%	374,327	358,335	4.5%
Kona side	42,438	44,720	-5.1%	332,592	314,711	5.7%
Hilo side	13,481	14,151	-4.7%	105,122	103,745	1.3%
Big Island only	33,901	34,664	-2.2%	260,428	243,228	7.1%
Any Neighbor Island	183,286	193,187	-5.1%	1,334,060	1,289,514	3.5%
NI only	157,426	161,861	-2.7%	1,135,677	1,085,471	4.6%
O'ahu & NI	25,860	31,326	-17.4%	198,383	204,042	-2.8%
Any one island only	251,281	277,134	-9.3%	1,767,093	1,731,157	2.1%
Multiple Islands	34,117	40,004	-14.7%	262,075	266,389	-1.6%
Avg. Islands Visited	1.15	1.15	-0.6%	1.16	1.17	-0.3%
Average Length of Stay in Hawai'i	9.19	9.15	0.4%	9.56	9.57	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	151,402	170,983	-11.5%	1,016,538	1,002,066	1.4%
Hotel only	132,150	148,479	-11.0%	863,899	853,076	1.3%
Plan to stay in Condo	61,154	66,512	-8.1%	469,111	446,831	5.0%
Condo only	50,981	53,971	-5.5%	382,998	364,445	5.1%
Plan to stay in Timeshare	37,960	43,158	-12.0%	278,375	285,933	-2.6%
Timeshare only	30,785	34,918	-11.8%	221,348	227,765	-2.8%
Cruise Ship	1,974	2,454	-19.6%	17,371	19,428	-10.6%
Friends/Relatives	32,121	38,028	-15.5%	247,073	260,214	-5.1%
Bed & Breakfast	1,708	1,980	-13.7%	17,267	16,290	6.0%
Other	4,378	4,687	-6.6%	37,172	36,828	0.9%

* 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)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	242,605	267,634	-9.4%	1,679,592	1,653,473	1.6%
Honeymoon	12,503	13,978	-10.6%	63,789	64,724	-1.4%
Get Married	2,891	3,505	-17.5%	21,136	19,757	7.0%
Pleasure/Vacation	230,260	253,754	-9.3%	1,615,105	1,589,574	1.6%
Mtgs/Conventions/Incentive	5,265	7,118	-26.0%	91,957	75,904	21.1%
Conventions	2,727	4,503	-39.4%	53,694	45,268	18.6%
Corporate Meetings	1,833	1,911	-4.1%	23,907	19,016	25.7%
Incentive	857	870	-1.5%	17,798	14,445	23.2%
Other Business	11,101	12,662	-12.3%	91,347	92,303	-1.0%
Visit Friends/Rel.	29,744	37,229	-20.1%	228,077	239,681	-4.8%
Gov't/Military	3,737	3,793	-1.5%	26,666	28,116	-5.2%
Attend School	1,891	1,994	-5.2%	5,590	5,896	-5.2%
Sport Events	2,976	5,553	-46.4%	18,692	16,151	15.7%
TRAVEL STATUS						
% First Timers **	20.4	20.3	0.1	18.7	19.3	-0.6
% Repeaters **	79.6	79.7	-0.1	81.3	80.7	0.6
Average # of Trips	6.58	6.59	-0.1%	6.86	6.84	0.3%
Group Tour	3,682	4,812	-23.5%	39,503	39,037	1.2%
Non-Group	281,716	312,327	-9.8%	1,989,665	1,958,509	1.6%
Package Trip	75,306	86,386	-12.8%	459,637	462,976	-0.7%
No Package	210,092	230,752	-9.0%	1,569,531	1,534,570	2.3%
Net True Independent	208,682	229,051	-8.9%	1,554,863	1,521,685	2.2%

** 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)

	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,313,126	1,455,323	-9.8%	12,135,306	12,016,994	1.0%
TOTAL VISITORS	131,152	140,906	-6.9%	1,155,714	1,150,281	0.5%
Domestic	125,324	135,331	-7.4%	1,120,964	1,113,354	0.7%
International	5,828	5,575	4.5%	34,750	36,927	-5.9%
AVERAGE DAILY CENSUS	42,359	46,946	-9.8%	49,940	49,453	1.0%
ISLANDS VISITED						
O'ahu	79,967	89,067	-10.2%	681,196	688,438	-1.1%
O'ahu only	50,967	55,439	-8.1%	421,318	428,335	-1.6%
Kaua'i	25,341	27,793	-8.8%	224,464	223,939	0.2%
Kaua'i only	10,219	9,827	4.0%	87,118	87,043	0.1%
Maui County	47,968	51,677	-7.2%	442,417	435,695	1.5%
Maui	47,222	50,630	-6.7%	433,408	426,531	1.6%
Maui only	23,008	22,838	0.7%	219,875	215,238	2.2%
Moloka'i *	1,014	1,270	-20.2%	11,494	11,104	3.5%
Moloka'i only *	84	118	-28.6%	1,039	1,100	-5.5%
Lāna'i *	1,647	2,254	-26.9%	18,955	17,596	7.7%
Lāna'i only *	175	300	-41.6%	2,670	2,247	18.8%
Big Island	27,982	31,225	-10.4%	259,986	256,898	1.2%
Kona side	23,344	25,994	-10.2%	220,438	215,545	2.3%
Hilo side	11,649	13,458	-13.4%	106,974	110,663	-3.3%
Big Island only	10,486	10,764	-2.6%	102,631	97,020	5.8%
Any Neighbor Island	80,185	85,468	-6.2%	734,396	721,946	1.7%
NI only	51,185	51,839	-1.3%	474,518	461,843	2.7%
O'ahu & NI	29,000	33,628	-13.8%	259,878	260,103	-0.1%
Any one island only	94,939	99,285	-4.4%	834,651	830,983	0.4%
Multiple Islands	36,213	41,621	-13.0%	321,063	319,299	0.6%
Avg. Islands Visited	1.40	1.44	-2.7%	1.41	1.41	-0.2%
Average Length of Stay in Hawai'i	10.01	10.33	-3.1%	10.50	10.45	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	85,226	89,783	-5.1%	725,987	711,959	2.0%
Hotel only	70,213	73,932	-5.0%	590,312	581,605	1.5%
Plan to stay in Condo	18,238	19,695	-7.4%	176,266	171,216	2.9%
Condo only	12,711	13,342	-4.7%	122,510	120,460	1.7%
Plan to stay in Timeshare	12,973	15,290	-15.2%	129,504	135,418	-4.4%
Timeshare only	9,479	10,800	-12.2%	93,663	97,778	-4.2%
Cruise Ship	4,385	6,113	-28.3%	46,143	50,858	-9.3%
Friends/Relatives	15,635	16,947	-7.7%	137,534	143,687	-4.3%
Bed & Breakfast	1,637	1,729	-5.3%	14,513	13,600	6.7%
Other	3,000	2,874	4.4%	23,077	24,077	-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)					
	2011P	AUGUST 2010	% CHANGE	2011P	YEAR-TO-DATE 2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	104,293	113,530	-8.1%	902,675	902,747	0.0%
Honeymoon	11,083	12,251	-9.5%	61,884	64,734	-4.4%
Get Married	1,894	1,631	16.1%	13,916	13,211	5.3%
Pleasure/Vacation	93,794	101,749	-7.8%	842,784	840,207	0.3%
Mtgs/Conventions/Incentive	5,617	4,563	23.1%	103,332	85,444	20.9%
Conventions	3,227	2,587	24.7%	62,389	49,615	25.7%
Corporate Meetings	1,555	1,527	1.8%	20,425	17,539	16.5%
Incentive	999	594	68.1%	25,087	22,291	12.5%
Other Business	6,038	6,028	0.2%	46,498	47,984	-3.1%
Visit Friends/Rel.	15,089	16,785	-10.1%	135,546	139,583	-2.9%
Gov't/Military	5,434	5,433	0.0%	35,706	43,003	-17.0%
Attend School	770	1,011	-23.8%	3,076	4,221	-27.1%
Sport Events	621	815	-23.8%	10,128	5,448	85.9%
TRAVEL STATUS						
% First Timers **	44.8	44.9	-0.1	41.5	42.4	-0.9
% Repeaters **	55.2	55.1	0.1	58.5	57.6	0.9
Average # of Trips	3.79	3.75	1.2%	4.06	4.03	0.8%
Group Tour	3,162	4,041	-21.8%	55,492	51,555	7.6%
Non-Group	127,990	136,865	-6.5%	1,100,222	1,098,726	0.1%
Package Trip	34,843	40,611	-14.2%	307,748	315,672	-2.5%
No Package	96,309	100,296	-4.0%	847,966	834,609	1.6%
Net True Independent	95,251	98,660	-3.5%	832,385	820,534	1.4%

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

TABLE 6. TOTAL JAPANESE VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	796,562	843,659	-5.6%	4,563,425	4,836,155	-5.6%
TOTAL VISITORS	122,357	125,591	-2.6%	751,255	818,078	-8.2%
Domestic	781	884	-11.6%	4,740	5,320	-10.9%
International	121,576	124,707	-2.5%	746,515	812,758	-8.2%
AVERAGE DAILY CENSUS	25,696	27,215	-5.6%	18,779	19,902	-5.6%
ISLANDS VISITED						
O'ahu	115,889	117,153	-1.1%	720,897	780,824	-7.7%
O'ahu only	98,185	98,212	0.0%	608,609	650,392	-6.4%
Kaua'i	1,984	2,147	-7.6%	13,873	13,474	3.0%
Kaua'i only	384	286	34.4%	2,023	1,219	66.0%
Maui County	6,629	6,919	-4.2%	39,935	42,270	-5.5%
Maui	6,506	6,760	-3.8%	38,876	41,603	-6.6%
Maui only	1,328	1,927	-31.1%	7,274	7,629	-4.7%
Moloka'i *	44	105	-58.1%	1,105	764	44.6%
Moloka'i only *	0	1	-100.0%	30	2	1196.6%
Lāna'i *	310	106	191.9%	1,447	945	53.1%
Lāna'i only *	22	26	-15.1%	202	39	423.5%
Big Island	16,660	19,655	-15.2%	100,967	126,055	-19.9%
Kona side	12,158	15,036	-19.1%	66,890	88,067	-24.0%
Hilo side	5,480	5,829	-6.0%	45,086	47,703	-5.5%
Big Island only	4,349	6,013	-27.7%	18,897	26,889	-29.7%
Any Neighbor Island	24,172	27,378	-11.7%	142,646	167,686	-14.9%
NI only	6,468	8,438	-23.3%	30,358	37,254	-18.5%
O'ahu & NI	17,704	18,941	-6.5%	112,288	130,432	-13.9%
Any one island only	104,268	106,466	-2.1%	637,035	686,170	-7.2%
Multiple Islands	18,089	19,125	-5.4%	114,220	131,908	-13.4%
Avg. Islands Visited	1.16	1.16	-0.5%	1.17	1.18	-0.9%
Average Length of Stay in Hawai'i	6.51	6.72	-3.1%	6.07	5.91	2.8%
ACCOMMODATIONS						
Plan to stay in Hotel	98,739	99,884	-1.1%	644,918	712,912	-9.5%
Hotel only	95,240	96,108	-0.9%	629,184	696,742	-9.7%
Plan to stay in Condo	18,683	19,161	-2.5%	85,357	81,549	4.7%
Condo only	15,043	15,801	-4.8%	71,149	67,261	5.8%
Plan to stay in Timeshare	7,546	8,468	-10.9%	27,327	27,106	0.8%
Timeshare only	5,860	6,928	-15.4%	21,126	21,448	-1.5%
Cruise Ship	83	56	49.3%	390	613	-36.3%
Friends/Relatives	1,527	1,824	-16.3%	10,759	11,383	-5.5%
Bed & Breakfast	153	174	-12.3%	1,011	1,366	-26.0%
Other	31	556	-94.4%	429	1,200	-64.2%

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

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

	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	114,324	117,176	-2.4%	654,315	719,748	-9.1%
Honeymoon	7,875	9,046	-12.9%	113,759	125,966	-9.7%
Get Married	2,275	3,072	-25.9%	32,807	35,474	-7.5%
Pleasure/Vacation	106,584	107,671	-1.0%	535,648	588,020	-8.9%
Mtgs/Conventions/Incentive	2,945	2,366	24.5%	31,296	25,475	22.9%
Conventions	526	1,428	-63.2%	6,992	7,957	-12.1%
Corporate Meetings	70	87	-19.6%	3,508	5,749	-39.0%
Incentive	2,393	942	154.0%	21,938	12,437	76.4%
Other Business	708	613	15.4%	5,124	4,077	25.7%
Visit Friends/Rel.	1,849	2,284	-19.0%	14,634	15,404	-5.0%
Gov't/Military	46	45	2.0%	481	651	-26.2%
Attend School	383	696	-45.0%	1,509	1,813	-16.8%
Sport Events	1,155	1,145	0.9%	14,031	15,662	-10.4%
TRAVEL STATUS						
% First Timers **	27.0	28.3	-1.3	39.7	40.2	-0.5
% Repeaters **	73.0	71.7	1.3	60.3	59.8	0.5
Average # of Trips	5.11	5.29	-3.4%	4.06	3.97	2.4%
Group Tour	24,724	28,449	-13.1%	216,833	275,326	-21.2%
Non-Group	97,633	97,142	0.5%	534,422	542,753	-1.5%
Package Trip	77,324	85,076	-9.1%	541,135	607,562	-10.9%
No Package	45,033	40,515	11.2%	210,120	210,516	-0.2%
Net True Independent	41,292	37,862	9.1%	180,890	180,498	0.2%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	306,766	269,773	13.7%	4,058,078	3,400,870	19.3%
TOTAL VISITORS	27,458	23,724	15.7%	322,885	266,864	21.0%
Domestic	15,583	15,614	-0.2%	138,149	104,350	32.4%
International	11,875	8,110	46.4%	184,736	162,514	13.7%
AVERAGE DAILY CENSUS	9,896	8,702	13.7%	16,700	13,996	19.3%
ISLANDS VISITED						
O'ahu	16,317	13,965	16.8%	161,143	131,060	23.0%
O'ahu only	10,307	9,149	12.7%	105,508	85,096	24.0%
Kaua'i	3,450	3,118	10.7%	44,341	36,121	22.8%
Kaua'i only	1,078	965	11.7%	16,863	13,866	21.6%
Maui County	12,390	10,454	18.5%	152,405	129,143	18.0%
Maui	12,337	10,397	18.7%	151,005	128,080	17.9%
Maui only	7,401	6,170	20.0%	103,971	88,709	17.2%
Moloka'i *	158	161	-1.9%	2,852	2,139	33.3%
Moloka'i only *	16	29	-45.3%	273	227	20.3%
Lāna'i *	268	274	-2.2%	3,410	2,996	13.8%
Lāna'i only *	11	10	11.9%	140	139	0.4%
Big Island	4,736	4,443	6.6%	61,163	49,260	24.2%
Kona side	3,939	3,960	-0.5%	54,998	44,288	24.2%
Hilo side	2,116	1,955	8.2%	23,275	19,251	20.9%
Big Island only	1,654	1,635	1.2%	27,406	22,095	24.0%
Any Neighbor Island	17,151	14,575	17.7%	217,377	181,768	19.6%
NI only	11,141	9,758	14.2%	161,742	135,804	19.1%
O'ahu & NI	6,010	4,817	24.8%	55,635	45,964	21.0%
Any one island only	20,467	17,957	14.0%	254,161	210,133	21.0%
Multiple Islands	6,991	5,767	21.2%	68,724	56,731	21.1%
Avg. Islands Visited	1.36	1.36	-0.5%	1.31	1.31	0.2%
Average Length of Stay in Hawai'i	11.17	11.37	-1.8%	12.57	12.74	-1.4%
ACCOMMODATIONS						
Plan to stay in Hotel	16,264	13,756	18.2%	167,586	139,162	20.4%
Hotel only	12,830	11,185	14.7%	130,088	108,561	19.8%
Plan to stay in Condo	8,802	7,377	19.3%	118,018	95,224	23.9%
Condo only	6,768	5,695	18.8%	94,179	75,715	24.4%
Plan to stay in Timeshare	2,019	2,051	-1.5%	30,123	28,352	6.2%
Timeshare only	1,396	1,357	2.9%	21,058	19,356	8.8%
Cruise Ship	657	734	-10.5%	8,571	6,624	29.4%
Friends/Relatives	1,231	1,125	9.5%	14,077	12,836	9.7%
Bed & Breakfast	414	321	29.1%	4,773	3,471	37.5%
Other	362	317	14.1%	3,075	2,875	7.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	25,741	21,806	18.0%	299,066	248,139	20.5%
Honeymoon	2,120	1,751	21.1%	9,390	7,852	19.6%
Get Married	272	217	25.1%	2,225	2,561	-13.1%
Pleasure/Vacation	23,731	20,084	18.2%	289,997	239,698	21.0%
Mtgs/Conventions/Incentive	376	378	-0.4%	15,874	9,652	64.5%
Conventions	227	280	-19.1%	11,719	6,544	79.1%
Corporate Meetings	80	62	29.9%	2,062	1,444	42.8%
Incentive	91	39	130.6%	2,736	2,187	25.1%
Other Business	257	195	32.0%	2,388	2,010	18.8%
Visit Friends/Rel.	1,097	992	10.6%	12,196	10,458	16.6%
Gov't/Military	56	74	-23.8%	437	646	-32.4%
Attend School	21	43	-51.5%	358	302	18.4%
Sport Events	266	352	-24.3%	1,659	1,604	3.4%
TRAVEL STATUS						
% First Timers **	45.2	45.9	-0.7	37.7	37.1	0.6
% Repeaters **	54.8	54.1	0.7	62.3	62.9	-0.6
Average # of Trips	3.21	3.20	0.6%	3.89	3.91	-0.5%
Group Tour	391	536	-27.1%	8,371	6,447	29.8%
Non-Group	27,067	23,187	16.7%	314,514	260,417	20.8%
Package Trip	8,449	8,051	4.9%	87,564	78,229	11.9%
No Package	19,009	15,673	21.3%	235,321	188,635	24.7%
Net True Independent	18,849	15,486	21.7%	233,176	186,746	24.9%

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

August 2011 Arrivals at a Glance

CATEGORY AND MMA	August 2011	August 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,079.1	1,054.6	2.3	8,253.7	7,233.2	14.1
Total by air	1,079.0	1,054.4	2.3	8,237.4	7,221.3	14.1
U.S. West	378.6	404.6	-6.4	2,818.1	2,618.6	7.6
U.S. East	227.4	263.0	-13.6	2,177.5	2,005.7	8.6
Japan	208.6	203.5	2.5	1,271.6	1,212.8	4.9
Canada	45.6	40.5	12.5	622.3	478.4	30.1
All Others	218.9	142.8	53.3	1,347.8	905.8	48.8
Visitor arrivals by cruise ships	0.09	0.18	-50.8	16.3	11.9	36.1
TOTAL VISITOR DAYS	6,028,412	6,271,985	-3.9	46,439,113	44,658,238	4.0
Total by air	6,025,749	6,267,793	-3.9	46,092,859	44,381,965	3.9
U.S. West	2,623,194	2,902,705	-9.6	19,394,114	19,112,893	1.5
U.S. East	1,313,126	1,455,323	-9.8	12,135,306	12,016,994	1.0
Japan	796,562	843,659	-5.6	4,563,425	4,836,155	-5.6
Canada	306,766	269,773	13.7	4,058,078	3,400,870	19.3
All Others	986,101	796,333	23.8	5,941,937	5,015,053	18.5
Visitor arrivals by cruise ships	2,663	4,192	-36.5	346,254	276,273	25.3
VISITOR ARRIVALS	651,529	679,920	-4.2	4,885,685	4,766,248	2.5
Total by air	650,120	678,021	-4.1	4,821,782	4,712,109	2.3
U.S. West	285,398	317,138	-10.0	2,029,168	1,997,546	1.6
U.S. East	131,152	140,906	-6.9	1,155,714	1,150,281	0.5
Japan	122,357	125,591	-2.6	751,255	818,078	-8.2
Canada	27,458	23,724	15.7	322,885	266,864	21.0
All Others	83,755	70,662	18.5	562,760	479,339	17.4
Visitor arrivals by cruise ships	1,409	1,899	-25.8	63,903	54,139	18.0
AVERAGE LENGTH OF STAY	9.25	9.22	0.3	9.51	9.37	1.4
Total by air	9.27	9.24	0.3	9.56	9.42	1.5
U.S. West	9.19	9.15	0.4	9.56	9.57	-0.1
U.S. East	10.01	10.33	-3.1	10.50	10.45	0.5
Japan	6.51	6.72	-3.1	6.07	5.91	2.8
Canada	11.17	11.37	-1.8	12.57	12.74	-1.4
All Others	11.77	11.27	4.5	10.56	10.46	0.9
Visitor arrivals by cruise ships	1.89	2.21	-14.4	5.42	5.10	6.2
PER PERSON PER DAY SPENDING (\$)	179.0	168.1	6.5	177.7	162.0	9.7
Total by air	179.1	168.2	6.4	178.7	162.7	9.8
U.S. West	144.3	139.4	3.5	145.3	137.0	6.1
U.S. East	173.1	180.7	-4.2	179.4	166.9	7.5
Japan	261.8	241.2	8.6	278.7	250.8	11.1
Canada	148.5	150.2	-1.1	153.4	140.7	9.0
All Others	222.0	179.3	23.8	226.8	180.6	25.6
Visitor arrivals by cruise ships	33.4	43.2	-22.6	46.9	43.2	8.6
PER PERSON PER TRIP SPENDING (\$)	1,656.2	1,551.0	6.8	1,689.4	1,517.6	11.3
Total by air	1,659.7	1,555.1	6.7	1,708.4	1,532.5	11.5
U.S. West	1,326.4	1,275.7	4.0	1,388.8	1,310.9	5.9
U.S. East	1,733.6	1,866.8	-7.1	1,884.1	1,743.6	8.1
Japan	1,704.6	1,620.2	5.2	1,692.7	1,482.5	14.2
Canada	1,659.4	1,707.9	-2.8	1,927.4	1,792.8	7.5
All Others	2,614.0	2,020.7	29.4	2,395.0	1,889.8	26.7
Visitor arrivals by cruise ships	63.2	95.3	-33.7	254.3	220.7	15.3

Source: Hawai'i Tourism Authority

2011 Arrivals at a Glance by Month

2011	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
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
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0	\$1,037.3	\$1,130.2	\$1,079.0
	U.S. West	\$355.0	\$302.9	\$311.5	\$354.8	\$333.0	\$376.2	\$406.4	\$378.6
	U.S. East	\$341.5	\$284.2	\$262.7	\$210.4	\$236.3	\$306.0	\$309.1	\$227.4
	U.S. East	\$177.8	\$171.4	\$149.0	\$105.4	\$137.9	\$149.2	\$172.3	\$208.6
	Canada	\$135.1	\$124.6	\$123.7	\$79.6	\$41.0	\$26.3	\$46.4	\$45.6
	All Others	\$168.7	\$126.1	\$129.3	\$166.2	\$162.9	\$179.6	\$196.1	\$218.9
	Visitor arrivals by cruise ships	\$2.5	\$3.9	\$4.4	\$4.4	\$1.3	\$0.02	\$0.07	\$0.09
	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
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
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
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
Japan		617,286	597,948	546,885	387,589	479,509	492,291	645,354	796,562
Canada		842,362	769,106	849,723	547,096	251,373	182,098	309,553	306,766
All Others		703,859	616,299	646,442	667,330	631,811	782,996	907,100	986,101
Visitor arrivals by cruise ships		61,345	84,281	86,289	76,875	32,484	533	1,782	2,663
Visitor arrivals		TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505	607,264	668,193
	Total by air	586,271	578,634	615,553	567,574	548,859	607,064	667,707	650,120
	U.S. West	215,794	213,689	237,910	269,790	243,073	274,301	289,213	285,398
	U.S. East	144,153	141,737	159,441	120,652	131,754	160,009	166,816	131,152
	Japan	104,580	102,906	89,779	63,667	81,127	84,950	101,889	122,557
	Canada	58,773	58,598	68,356	44,482	23,591	16,160	25,467	27,458
	All Others	62,971	61,704	60,067	68,983	69,314	71,644	84,322	83,755
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646	200	486	1,409
	length of stay	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92	9.65	9.56
Total by air		10.88	9.64	9.41	9.10	8.93	9.66	9.66	9.27
U.S. West		10.98	9.62	9.26	8.93	9.23	9.85	9.65	9.19
U.S. East		12.79	10.88	9.71	9.56	9.83	10.64	10.40	10.01
Japan		5.90	5.81	6.09	6.09	5.91	5.80	6.33	6.51
Canada		14.33	13.13	12.43	12.30	10.66	11.27	12.16	11.17
All Others		11.18	9.99	10.76	9.67	9.12	10.93	10.76	11.77
Visitor arrivals by cruise ships		5.47	5.86	4.84	5.59	6.99	2.67	3.67	1.89
Per Person Per Day Spending		TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9	\$176.9	\$176.9
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8	\$176.9	\$176.9	\$179.1
	U.S. West	\$149.9	\$147.4	\$141.5	\$147.3	\$148.3	\$139.2	\$145.6	\$144.3
	U.S. East	\$185.2	\$184.3	\$169.6	\$182.4	\$182.4	\$179.7	\$178.1	\$173.1
	Japan	\$288.1	\$286.7	\$272.5	\$271.9	\$287.6	\$303.0	\$267.0	\$261.8
	Canada	\$160.4	\$162.0	\$145.6	\$145.5	\$163.1	\$144.4	\$149.9	\$148.5
	All Others	\$239.7	\$204.6	\$200.0	\$249.1	\$257.8	\$229.4	\$216.1	\$222.0
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0	\$39.7	\$40.5	\$33.4
	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
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
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
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
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
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
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
Visitor arrivals by cruise ships		\$220.9	\$273.5	\$245.9	\$318.5	\$279.6	\$105.9	\$148.7	\$63.2

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
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	
	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	
	U.S. West	\$355.0	\$657.9	\$969.4	\$1,324.1	\$1,657.1	\$2,033.2	\$2,439.6	\$2,818.1	
	U.S. East	\$341.5	\$625.7	\$888.4	\$1,098.8	\$1,335.1	\$1,641.1	\$1,950.2	\$2,177.5	
	U.S. East	\$177.8	\$349.3	\$498.3	\$603.7	\$741.6	\$890.8	\$1,063.1	\$1,271.6	
	Canada	\$135.1	\$259.7	\$383.5	\$463.1	\$504.1	\$530.4	\$576.8	\$622.3	
	All Others	\$168.7	\$294.8	\$424.1	\$590.3	\$753.2	\$932.8	\$1,128.9	\$1,347.8	
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1	\$16.1	\$16.2	\$16.3	
	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
		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
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	
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	
Japan		617,286	1,215,235	1,762,119	2,149,708	2,629,217	3,121,508	3,766,862	4,563,425	
Canada		842,362	1,611,469	2,461,191	3,008,288	3,259,661	3,441,759	3,751,312	4,058,078	
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	
Visitor arrivals by cruise ships		61,345	145,626	231,915	308,790	341,275	341,808	343,590	346,254	
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
		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
	U.S. West	215,794	429,483	667,393	937,183	1,180,256	1,454,557	1,743,770	2,029,168	
	U.S. East	144,153	285,890	445,331	565,983	697,737	857,746	1,024,562	1,155,714	
	Japan	104,580	207,486	297,265	360,932	442,059	527,009	628,898	751,255	
	Canada	58,773	117,371	185,727	230,209	253,800	269,960	295,427	322,885	
	All Others	62,971	124,675	184,742	253,725	323,039	394,683	479,005	562,760	
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808	62,008	62,494	63,903	
	length of stay	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52	9.54	9.54	9.51
		Total by air	10.88	10.26	9.97	9.76	9.60	9.61	9.60	9.56
U.S. West		10.98	10.30	9.93	9.64	9.56	9.61	9.62	9.56	
U.S. East		12.79	11.84	11.08	10.76	10.58	10.59	10.56	10.50	
Japan		5.90	5.86	5.93	5.96	5.95	5.92	5.99	6.07	
Canada		14.33	13.73	13.25	13.07	12.84	12.75	12.70	12.57	
All Others		11.18	10.59	10.65	10.38	10.11	10.26	10.35	10.56	
Visitor arrivals by cruise ships		5.47	5.69	5.34	5.40	5.52	5.51	5.50	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
		Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4	\$179.0	\$178.7	\$178.7
	U.S. West	\$149.9	\$148.7	\$146.3	\$146.6	\$146.9	\$145.4	\$145.5	\$145.3	
	U.S. East	\$185.2	\$184.8	\$180.0	\$180.5	\$180.8	\$180.6	\$180.2	\$179.4	
	Japan	\$288.1	\$287.4	\$282.8	\$280.8	\$282.1	\$285.4	\$282.2	\$278.7	
	Canada	\$160.4	\$161.2	\$155.8	\$153.9	\$154.6	\$154.1	\$153.7	\$153.4	
	All Others	\$239.7	\$223.3	\$215.7	\$224.1	\$230.6	\$230.4	\$227.8	\$226.8	
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1	\$47.1	\$47.0	\$46.9	
	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
		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
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	
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	
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	
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	
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	
Visitor arrivals by cruise ships		\$220.9	\$250.5	\$248.6	\$258.4	\$260.0	\$259.5	\$258.7	\$254.3	

Source:Hawai'i Tourism Authority

August 2011 Island Highlights

CATEGORY AND ISLAND	August 2011	August 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,079.1	1,054.6	2.3	8,253.7	7,233.2	14.1
Total by air	1,079.0	1,054.4	2.3	8,237.4	7,221.3	14.1
O'ahu	600.0	544.7	10.2	4,157.3	3,636.3	14.3
Maui	248.1	260.8	-4.8	2,144.6	1,865.5	15.0
Moloka'i	1.9	2.7	-30.7	18.3	18.5	-1.4
Lāna'i	6.5	6.5	-0.7	59.1	46.2	27.8
Kaua'i	116.6	108.4	7.6	877.9	750.2	17.0
Hawai'i Island	105.8	131.3	-19.4	980.2	904.6	8.4
Visitor arrivals by cruise ships	0.09	0.18	-50.8	16.25	11.95	36.1
TOTAL VISITOR DAYS	6,028,412	6,271,985	-3.9	46,439,113	44,658,238	4.0
Total by air	6,025,749	6,267,793	-3.9	46,092,859	44,381,965	3.9
O'ahu	3,143,893	3,278,152	-4.1	22,072,341	21,532,962	2.5
Maui	1,417,488	1,502,390	-5.7	11,895,984	11,433,812	4.0
Moloka'i	16,270	16,519	-1.5	168,748	160,532	5.1
Lāna'i	20,334	20,539	-1.0	182,765	164,964	10.8
Kaua'i	663,171	641,497	3.4	5,188,821	4,928,408	5.3
Hawai'i Island	764,593	808,697	-5.5	6,584,200	6,161,287	6.9
Visitor arrivals by cruise ships	2,663	4,192	-36.5	346,254	276,273	25.3
VISITOR ARRIVALS	651,529	679,920	-4.2	4,885,685	4,766,248	2.5
Total by air	650,120	678,021	-4.1	4,821,782	4,712,109	2.3
O'ahu	409,222	432,162	-5.3	2,930,213	2,902,062	1.0
Maui	188,982	193,682	-2.4	1,481,139	1,417,896	4.5
Moloka'i	4,427	4,100	8.0	38,947	33,091	17.7
Lāna'i	6,546	6,235	5.0	53,456	46,039	16.1
Kaua'i	89,698	90,774	-1.2	685,954	659,073	4.1
Hawai'i Island	113,619	120,957	-6.1	899,872	878,117	2.5
Visitor arrivals by cruise ships	1,409	1,899	-25.8	63,903	54,139	18.0
AVERAGE LENGTH OF STAY	9.25	9.22	0.3	9.51	9.37	1.4
Total by air	9.27	9.24	0.3	9.56	9.42	1.5
O'ahu	7.68	7.59	1.3	7.53	7.42	1.5
Maui	7.50	7.76	-3.3	8.03	8.06	-0.4
Moloka'i	3.68	4.03	-8.8	4.33	4.85	-10.7
Lāna'i	3.11	3.29	-5.7	3.42	3.58	-4.6
Kaua'i	7.39	7.07	4.6	7.56	7.48	1.2
Hawai'i Island	6.73	6.69	0.7	7.32	7.02	4.3
Visitor arrivals by cruise ships	1.89	2.21	-14.4	5.42	5.10	6.2
PER PERSON PER DAY SPENDING (\$)	179.0	168.1	6.5	177.7	162.0	9.7
Total by air	179.1	168.2	6.4	178.7	162.7	9.8
Oahu	190.9	166.2	14.9	188.3	168.9	11.5
Maui	175.1	173.6	0.9	180.3	163.2	10.5
Molokai	115.3	164.0	-29.7	108.3	115.4	-6.2
Lanai	319.4	318.5	0.3	323.2	280.1	15.4
Kauai	175.9	169.0	4.1	169.2	152.2	11.2
Big Island	138.4	162.3	-14.7	148.9	146.8	1.4
Visitor arrivals by cruise ships	33.4	43.2	-22.6	46.9	43.2	8.6
PER PERSON PER TRIP SPENDING (\$)	1,656.2	1,551.0	6.8	1,689.4	1,517.6	11.3
Total by air	1,659.7	1,555.1	6.7	1,708.4	1,532.5	11.5
Oahu	1,466.3	1,260.4	16.3	1,418.8	1,253.0	13.2
Maui	1,313.0	1,346.4	-2.5	1,448.0	1,315.7	10.1
Molokai	423.9	660.8	-35.9	469.3	560.0	-16.2
Lanai	992.0	1,049.3	-5.5	1,104.9	1,003.6	10.1
Kauai	1,300.2	1,194.3	8.9	1,279.9	1,138.2	12.4
Big Island	931.3	1,085.4	-14.2	1,089.3	1,030.2	5.7
Visitor arrivals by cruise ships	63.2	95.3	-33.7	254.3	220.7	15.3

Source: Hawai'i Tourism Authority

Monthly Island Highlights 2011

2011	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
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
	Total by air	\$1,178.2	\$1,009.2	\$976.3	\$916.3	\$911.0	\$1,037.3	\$1,130.2	\$1,079.0
	O'ahu	\$549.6	\$486.6	\$462.0	\$448.5	\$481.5	\$545.8	\$583.4	\$600.0
	Maui	\$323.8	\$279.5	\$283.2	\$247.3	\$220.9	\$255.6	\$286.1	\$248.1
	Moloka'i	\$3.3	\$2.8	\$2.9	\$1.0	\$1.9	\$2.2	\$2.2	\$1.9
	Lāna'i	\$8.3	\$7.5	\$9.1	\$6.2	\$7.0	\$6.6	\$7.8	\$6.5
	Kaua'i	\$113.7	\$98.1	\$88.3	\$99.0	\$107.6	\$121.1	\$133.5	\$116.6
	Hawai'i Island	\$179.5	\$134.7	\$130.8	\$114.3	\$92.1	\$105.9	\$117.1	\$105.8
	Visitor arrivals by cruise ships	2.5	3.9	4.4	4.4	1.3	\$0.02	\$0.07	\$0.09
	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
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
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
Maui		1,649,674	1,517,842	1,618,815	1,378,664	1,190,712	1,468,393	1,654,396	1,417,488
Moloka'i		33,285	23,394	25,133	15,759	15,933	19,269	19,705	16,270
Lāna'i		24,181	23,862	26,792	21,165	20,702	20,855	24,874	20,334
Kaua'i		672,612	607,179	604,274	602,866	577,443	692,617	768,659	663,171
Hawai'i Island		1,074,717	877,809	864,569	749,213	627,601	769,354	856,345	764,593
Visitor arrivals by cruise ships		61,345	84,281	86,289	76,875	32,484	533	1,782	2,663
Visitor arrivals		TOTAL (air + ships)	597,487	593,018	633,365	581,324	553,505	607,264	668,193
	Total by air	586,271	578,634	615,553	567,574	548,859	607,064	667,707	650,120
	O'ahu	359,847	349,056	358,629	328,827	345,147	372,729	406,756	409,222
	Maui	173,644	176,249	201,602	178,814	161,039	190,761	210,048	188,982
	Moloka'i	4,791	4,544	7,578	4,669	3,587	4,533	4,818	4,427
	Lāna'i	5,787	6,102	9,467	6,716	6,105	5,815	6,918	6,546
	Kaua'i	75,807	76,983	82,054	84,314	81,632	92,174	103,292	89,698
	Hawai'i Island	115,355	117,009	119,090	104,756	96,504	108,774	124,765	113,619
	Visitor arrivals by cruise ships	11,216	14,384	17,812	13,750	4,646	200	486	1,409
	Length of stay	TOTAL (air + ships)	10.77	9.55	9.28	9.02	8.92	9.65	9.56
Total by air		10.88	9.64	9.41	9.10	8.93	9.66	9.57	9.27
O'ahu		8.12	7.25	7.40	7.29	7.16	7.76	7.53	7.68
Maui		9.50	8.61	8.03	7.71	7.39	7.70	7.88	7.50
Moloka'i		6.95	5.15	3.32	3.38	4.44	4.25	4.09	3.68
Lāna'i		4.18	3.91	2.83	3.15	3.39	3.59	3.60	3.11
Kaua'i		8.87	7.89	7.36	7.15	7.07	7.51	7.44	7.39
Hawai'i Island		9.32	7.50	7.26	7.15	6.50	7.07	6.86	6.73
Visitor arrivals by cruise ships		5.47	5.86	4.84	5.59	6.99	2.67	3.67	1.89
Per Person Per Day Spending		TOTAL (air+ships) (\$)	\$183.4	\$178.9	\$166.8	\$175.7	\$184.9	\$176.9	\$176.9
	Total by air	\$184.8	\$180.9	\$168.5	\$177.4	\$185.8	\$176.9	\$176.9	\$179.1
	O'ahu	\$188.1	\$192.3	\$174.1	\$187.1	\$194.9	\$188.7	\$190.4	\$190.9
	Maui	\$196.3	\$184.1	\$174.9	\$179.4	\$185.5	\$174.1	\$172.9	\$175.1
	Moloka'i	\$99.3	\$121.7	\$114.5	\$61.5	\$122.2	\$114.7	\$113.9	\$115.3
	Lāna'i	\$341.3	\$314.0	\$341.0	\$293.3	\$338.5	\$317.6	\$315.5	\$319.4
	Kaua'i	\$169.0	\$161.5	\$146.1	\$164.2	\$186.4	\$174.9	\$173.7	\$175.9
	Hawai'i Island	\$167.0	\$153.5	\$151.3	\$152.6	\$146.7	\$137.6	\$136.7	\$138.4
	Visitor arrivals by cruise ships	\$40.4	\$46.7	\$50.8	\$57.0	\$40.0	\$39.7	\$40.5	\$33.4
	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
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
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
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
Moloka'i		\$690.0	\$626.4	\$379.7	\$209.0	\$542.9	\$487.5	\$466.0	\$423.9
Lāna'i		\$1,426.2	\$1,228.0	\$965.2	\$926.4	\$1,147.7	\$1,138.9	\$1,134.3	\$992.0
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
Hawai'i Island		\$1,556.3	\$1,151.4	\$1,098.6	\$1,092.2	\$953.9	\$973.4	\$938.4	\$931.3
Visitor arrivals by cruise ships		\$220.9	\$273.5	\$245.9	\$318.5	\$279.6	\$105.9	\$148.7	\$63.2

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
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
	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
	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
	Maui	\$323.8	\$603.3	\$886.5	\$1,133.9	\$1,354.8	\$1,610.4	\$1,896.5	\$2,144.6
	Moloka'i	\$3.3	\$6.2	\$9.0	\$10.0	\$11.9	\$14.2	\$16.4	\$18.3
	Lāna'i	\$8.3	\$15.7	\$24.9	\$31.1	\$38.1	\$44.7	\$52.6	\$59.1
	Kaua'i	\$113.7	\$211.8	\$300.0	\$399.0	\$506.6	\$627.8	\$761.3	\$877.9
	Hawai'i Island	\$179.5	\$314.3	\$445.1	\$559.4	\$651.5	\$757.3	\$874.4	\$980.2
	Visitor arrivals by cruise ships	\$2.5	\$6.4	\$10.8	\$14.8	\$16.1	\$16.1	\$16.2	\$16.3
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
	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
	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
	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
	Moloka'i	33,285	56,679	81,812	97,571	113,504	132,773	152,478	168,748
	Lāna'i	24,181	48,043	74,835	96,000	116,702	137,557	162,431	182,765
	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
	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
	Visitor arrivals by cruise ships	61,345	145,626	231,915	308,790	341,275	341,808	343,590	346,254
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
	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
	O'ahu	359,847	708,903	1,067,532	1,396,359	1,741,506	2,114,235	2,520,991	2,930,213
	Maui	173,644	349,893	551,495	730,309	891,348	1,082,109	1,292,157	1,481,139
	Moloka'i	4,791	9,335	16,913	21,582	25,169	29,702	34,520	38,947
	Lāna'i	5,787	11,889	21,356	28,072	34,177	39,992	46,910	53,456
	Kaua'i	75,807	152,790	234,844	319,158	400,790	492,964	596,256	685,954
	Hawai'i Island	115,355	232,364	351,454	456,210	552,714	661,488	786,253	899,872
	Visitor arrivals by cruise ships	11,216	25,601	43,412	57,162	61,808	62,008	62,494	63,903
Length of stay	TOTAL (air + ships)	10.77	10.17	9.86	9.66	9.52	9.54	9.54	9.51
	Total by air	10.88	10.26	9.97	9.76	9.60	9.61	9.60	9.56
	O'ahu	8.12	7.69	7.59	7.52	7.45	7.50	7.51	7.53
	Maui	9.50	9.05	8.68	8.44	8.25	8.15	8.11	8.03
	Moloka'i	6.95	6.07	4.84	4.52	4.51	4.47	4.42	4.33
	Lāna'i	4.18	4.04	3.50	3.42	3.41	3.44	3.46	3.42
	Kaua'i	8.87	8.38	8.02	7.79	7.65	7.62	7.59	7.56
	Hawai'i Island	9.32	8.40	8.02	7.82	7.59	7.50	7.40	7.32
	Visitor arrivals by cruise ships	5.47	5.69	5.34	5.40	5.52	5.51	5.50	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
	Total by air	\$184.8	\$183.0	\$178.2	\$178.1	\$179.4	\$179.0	\$178.7	\$178.7
	O'ahu	\$188.1	\$190.1	\$184.8	\$185.3	\$187.2	\$187.5	\$187.9	\$188.3
	Maui	\$196.3	\$190.5	\$185.2	\$183.9	\$184.2	\$182.5	\$181.0	\$180.3
	Moloka'i	\$99.3	\$108.5	\$110.4	\$102.5	\$105.3	\$106.6	\$107.6	\$108.3
	Lāna'i	\$341.3	\$327.8	\$332.5	\$323.9	\$326.5	\$325.1	\$323.6	\$323.2
	Kaua'i	\$169.0	\$165.5	\$159.2	\$160.4	\$165.3	\$167.1	\$168.2	\$169.2
	Hawai'i Island	\$167.0	\$160.9	\$158.0	\$156.9	\$155.3	\$152.6	\$150.3	\$148.9
	Visitor arrivals by cruise ships	\$40.4	\$44.0	\$46.5	\$47.8	\$47.1	\$47.1	\$47.0	\$46.9
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
	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
	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
	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
	Moloka'i	\$690.0	\$659.1	\$533.9	\$464.0	\$474.7	\$476.6	\$475.2	\$469.3
	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
	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
	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
	Visitor arrivals by cruise ships	\$220.9	\$250.5	\$248.6	\$258.4	\$260.0	\$259.5	\$258.7	\$254.3

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	August			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	90,547	108,277	-16.4%	1,388,073	1,345,481	3.2%
TOTAL VISITORS	9,576	11,194	-14.5%	143,686	136,847	5.0%
ARRIVED BY SHIP	1,409	1,899	-25.8%	63,903	54,139	18.0%
ARRIVED BY AIR	8,167	9,295	-12.1%	79,783	82,708	-3.5%
NUMBER OF SHIP ARRIVALS	1	1	0.0%	39	33	18.2%
ISLANDS VISITED						
O'ahu	9,576	11,194	-14.5%	143,531	135,352	6.0%
Kaua'i	8,257	9,549	-13.5%	133,091	124,178	7.2%
Maui County	8,342	9,647	-13.5%	137,512	132,523	3.8%
Maui	8,342	9,647	-13.5%	137,512	132,523	3.8%
Moloka'i	103	161	-35.9%	1,603	1,599	0.3%
Lāna'i	87	104	-16.2%	2,484	2,624	-5.3%
Hawai'i Island	8,284	9,564	-13.4%	136,940	132,222	3.6%
Average Islands Visited	3.6	3.6	0.7%	3.9	4.3	-10.9%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.98	2.50	-20.9%	2.80	2.76	1.6%
Days in Hawai'i during Cruise	6.12	5.98	2.4%	5.56	5.80	-4.0%
Days in Hawai'i after Cruise	1.36	1.20	13.6%	1.29	1.28	1.3%
Total days in Hawai'i	9.46	9.67	-2.2%	9.66	9.83	-1.7%
ACCOMMODATIONS						
Hotel	7,057	7,869	-10.3%	76,314	76,083	0.3%
Hotel only	6,469	7,270	-11.0%	68,062	68,794	-1.1%
Condo	316	543	-41.8%	6,137	6,166	-0.5%
Condo only	124	142	-13.2%	2,129	2,045	4.1%
Timeshare	308	340	-9.2%	4,803	4,316	11.3%
Timeshare Only	97	156	-37.9%	1,778	1,761	1.0%
Bed & Breakfast	0	71	-100.0%	614	654	-6.1%
Bed & Breakfast only	0	2	-100.0%	180	140	28.3%
Friends & relatives	266	260	2.4%	3,249	2,963	9.6%
Other accommodation	216	201	7.5%	2,284	2,059	10.9%
Accommodation (NET)	7,515	8,425	-10.8%	83,499	83,087	0.5%
Cruise only	2,061	2,768	-25.6%	60,187	53,760	12.0%
TRAVEL STATUS						
% First timers	51.5	48.1	3.40	43.8	43.5	0.33
% Repeat visitors	48.5	51.9	-3.40	56.2	56.5	-0.33

Source: Hawai'i Tourism Authority

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

August	STATEWIDE			HONOLULU			KAHALUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
Total Seats	817,221	837,360	-2.4%	572,014	577,158	-0.9%	140,837	155,027	-9.2%	47,567	61,641	-22.8%	5,495	0	NA	51,308	43,534	17.9%
Scheduled Seats	801,119	828,133	-3.3%	555,912	567,931	-2.1%	140,837	155,027	-9.2%	47,567	61,641	-22.8%	5,495	0	NA	51,308	43,534	17.9%
Charter seats	16,102	9,227	74.5%	16,102	9,227	74.5%												
Domestic Seats	576,641	626,242	-7.9%	337,424	375,552	-10.2%	134,847	152,025	-11.3%	47,567	55,131	-13.7%	5,495	0	NA	51,308	43,534	17.9%
Scheduled Seats	570,845	619,894	-7.9%	331,628	369,204	-10.2%	134,847	152,025	-11.3%	47,567	55,131	-13.7%	5,495	0	NA	51,308	43,534	17.9%
Charter seats	5,796	6,348	-8.7%	5,796	6,348	-8.7%												
US West	512,073	538,397	-4.9%	281,602	299,930	-6.1%	126,101	139,802	-9.8%	47,567	55,131	-13.7%	5,495	0	NA	51,308	43,534	17.9%
...Anchorage	4,867	2,041	138.5%	4,867	2,041	138.5%												
...Bellingham	4,867	0	NA	4,867	0	NA												
...Denver	11,343	11,712	-3.2%	6,219	8,296	-25.0%	3,294	976	237.5%	1,281	1,708	-25.0%				549	732	-25.0%
...Las Vegas	21,846	19,908	9.7%	19,830	19,908	-0.4%	2,016	0	NA									
...Los Angeles	193,266	214,131	-9.7%	95,034	110,468	-14.0%	43,978	51,675	-14.9%	22,260	25,965	-14.3%	4,867	0	NA	27,127	26,023	4.2%
...Oakland	21,326	20,995	1.6%	7,812	8,316	-6.1%	8,647	10,481	-17.5%	2,041	2,198	-7.1%				2,826	0	NA
...Orange County	7,688	7,688	0.0%	3,844	3,844	0.0%	3,844	3,844	0.0%									
...Phoenix	43,152	40,112	7.6%	21,112	18,642	13.2%	10,260	9,310	10.2%	5,890	5,890	0.0%				5,890	6,270	-6.1%
...Portland	25,358	26,315	-3.6%	12,679	13,636	-7.0%	12,679	12,679	0.0%									
...Sacramento	12,679	12,679	0.0%	7,812	7,812	0.0%	4,867	4,867	0.0%									
...Salt Lake City	8,122	6,696	21.3%	8,122	6,696	21.3%												
...San Diego	12,679	14,226	-10.9%	7,812	8,178	-4.5%	4,867	6,048	-19.5%									
...San Francisco	77,659	93,917	-17.3%	46,518	56,263	-17.3%	14,103	20,178	-30.1%	8,402	11,834	-29.0%	628	0	NA	8,008	5,642	41.9%
...San Jose	17,546	12,679	38.4%	7,812	7,812	0.0%	4,867	2,198	121.4%	2,826	2,669	5.9%				2,041	0	NA
...Seattle	49,675	55,298	-10.2%	27,262	28,018	-2.7%	12,679	17,546	-27.7%	4,867	4,867	0.0%				4,867	4,867	0.0%
US East	58,772	81,497	-27.9%	50,026	69,274	-27.8%	8,746	12,223	-28.4%									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	15,464	21,491	-28.0%	13,693	16,243	-15.7%	1,771	5,248	-66.3%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Detroit	0	3,874	-100.0%	0	3,874	-100.0%												
...Houston	6,635	13,320	-50.2%	6,635	13,320	-50.2%												
...Minneapolis	0	5,364	-100.0%	0	5,364	-100.0%												
...Newark	6,510	7,285	-10.6%	6,510	7,285	-10.6%												

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.)

August	STATEWIDE			HONOLULU			KAHALUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
International Seats	240,580	211,118	14.0%	234,590	201,606	16.4%	5,990	3,002	99.5%	0	6,510	-100.0%	0	0	NA	0	0	NA
Scheduled Seats	230,274	208,239	10.6%	224,284	198,727	12.9%	5,990	3,002	99.5%	0	6,510	-100.0%	0	0	NA	0	0	NA
Charter Seats	10,306	2,879	258.0%	10,306	2,879	258.0%												
Japan	148,644	146,451	1.5%	148,644	139,941	6.2%	0	0	NA	0	6,510	-100.0%						
...Nagoya	15,063	13,020	15.7%	15,063	13,020	15.7%												
...Osaka	26,815	25,513	5.1%	26,815	25,513	5.1%												
...Tokyo-HND	24,728	0	NA	24,728	0	NA												
...Tokyo-NRT	82,038	107,918	-24.0%	82,038	101,408	-19.1%				0	6,510	-100.0%						
Canada	14,723	9,788	50.4%	8,733	6,786	28.7%	5,990	3,002	99.5%									
...Vancouver	14,723	9,788	50.4%	8,733	6,786	28.7%	5,990	3,002	99.5%									
Other Asia	24,827	13,024	90.6%	24,827	13,024	90.6%												
...Seoul	22,818	13,024	75.2%	22,818	13,024	75.2%												
...Taipei	0	0	NA	0	0	NA												
...Shanghai	2,009	0	NA	2,009	0	NA												
Oceania	17,926	14,658	22.3%	17,926	14,658	22.3%												
...Auckland	3,042	2,951	3.1%	3,042	2,951	3.1%												
...Sydney	14,884	11,707	27.1%	14,884	11,707	27.1%												
Other	24,154	24,318	-0.7%	24,154	24,318	-0.7%												
...Apia	648	648	0.0%	648	648	0.0%												
...Christmas	740	544	36.0%	740	544	36.0%												
...Guam	6,610	6,610	0.0%	6,610	6,610	0.0%												
...Majuro	2,727	2,669	2.2%	2,727	2,669	2.2%												
...Manila	7,968	7,968	0.0%	7,968	7,968	0.0%												
...Nadi	1,177	1,595	-26.2%	1,177	1,595	-26.2%												
...Pago Pago	3,276	3,276	0.0%	3,276	3,276	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

Table 9. 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	6,343,754	6,286,545	0.9%	4,403,251	4,366,501	0.8%	1,165,408	1,135,070	2.7%	409,731	470,531	-12.9%	15,072	0	NA	350,292	314,443	11.4%
Scheduled Seats	6,269,436	6,218,646	0.8%	4,328,933	4,298,602	0.7%	1,165,408	1,135,070	2.7%	409,731	470,531	-12.9%	15,072	0	NA	350,292	314,443	11.4%
Charter seats	74,318	67,899	9.5%	74,318	67,899	9.5%												
Domestic Seats	4,529,596	4,569,260	-0.9%	2,709,392	2,801,696	-3.3%	1,059,267	1,048,871	1.0%	400,753	410,060	-2.3%	15,072	0	NA	345,112	308,633	11.8%
Scheduled Seats	4,482,952	4,520,132	-0.8%	2,662,748	2,752,568	-3.3%	1,059,267	1,048,871	1.0%	400,753	410,060	-2.3%	15,072	0	NA	345,112	308,633	11.8%
Charter seats	46,644	49,128	-5.1%	46,644	49,128	-5.1%												
US West	3,978,544	3,869,064	2.8%	2,231,812	2,199,783	1.5%	985,795	950,588	3.7%	400,753	410,060	-2.3%	15,072	0	NA	345,112	308,633	11.8%
...Anchorage	39,734	33,441	18.8%	33,814	27,161	24.5%	5,920	6,280	-5.7%									
...Bellingham	35,904	0	NA	35,904	0	NA												
...Denver	116,823	104,976	11.3%	62,861	66,162	-5.0%	36,478	21,588	69.0%	10,797	10,356	4.3%				6,687	6,870	-2.7%
...Las Vegas	173,358	154,224	12.4%	155,970	154,224	1.1%	17,388	0	NA									
...Los Angeles	1,433,901	1,468,746	-2.4%	745,851	753,872	-1.1%	340,965	358,506	-4.9%	158,606	182,367	-13.0%	13,188	0	NA	175,291	174,001	0.7%
...Oakland	135,431	122,067	10.9%	61,236	61,740	-0.8%	44,655	43,999	1.5%	15,743	16,328	-3.6%				13,797	0	NA
...Orange County	35,416	39,184	-9.6%	21,004	22,072	-4.8%	14,412	17,112	-15.8%									
...Phoenix	327,616	309,946	5.7%	162,126	140,228	15.6%	76,190	77,472	-1.7%	46,170	47,109	-2.0%				43,130	45,137	-4.4%
...Portland	204,492	201,740	1.4%	98,028	102,353	-4.2%	98,028	99,387	-1.4%	8,436	0	NA						
...Sacramento	98,028	86,199	13.7%	61,236	61,236	0.0%	36,792	24,963	47.4%									
...Salt Lake City	56,720	63,417	-10.6%	56,720	52,488	8.1%	0	10,929	-100.0%									
...San Diego	98,028	86,790	12.9%	61,236	69,654	-12.1%	36,792	17,136	114.7%									
...San Francisco	708,204	704,497	0.5%	411,730	411,683	0.0%	138,794	148,134	-6.3%	96,944	100,206	-3.3%	1,884	0	NA	58,852	44,474	32.3%
...San Jose	116,293	82,002	41.8%	61,236	54,684	12.0%	23,593	11,775	100.4%	21,049	15,543	35.4%				10,415	0	NA
...Seattle	398,596	411,835	-3.2%	202,860	222,226	-8.7%	115,788	113,307	2.2%	43,008	38,151	12.7%				36,940	38,151	-3.2%
US East	504,408	651,068	-22.5%	430,936	552,785	-22.0%	73,472	98,283	-25.2%									
...Atlanta	72,414	68,814	5.2%	72,414	68,814	5.2%												
...Charlotte	0	43,680	-100.0%	0	43,680	-100.0%												
...Chicago	146,801	144,421	1.6%	128,004	108,013	18.5%	18,797	36,408	-48.4%									
...Dallas	164,025	171,225	-4.2%	109,350	109,350	0.0%	54,675	61,875	-11.6%									
...Detroit	298	11,622	-97.4%	298	11,622	-97.4%												
...Houston	59,725	103,322	-42.2%	59,725	103,322	-42.2%												
...Minneapolis	8,940	52,104	-82.8%	8,940	52,104	-82.8%												
...Newark	52,205	55,880	-6.6%	52,205	55,880	-6.6%												

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.)

Year-to-Date	STATEWIDE			HONOLULU			KAHALUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
International Seats	1,814,158	1,717,285	5.6%	1,693,859	1,564,805	8.2%	106,141	86,199	23.1%	8,978	60,471	-85.2%	0	0	NA	5,180	5,810	-10.8%
Scheduled Seats	1,786,484	1,698,514	5.2%	1,666,185	1,546,034	7.8%	106,141	86,199	23.1%	8,978	60,471	-85.2%	0	0	NA	5,180	5,810	-10.8%
Charter Seats	27,674	18,771	47.4%	27,674	18,771	47.4%												
Japan	1,065,148	1,104,947	-3.6%	1,065,148	1,053,707	1.1%				0	51,240	-100.0%						
...Nagoya	92,074	102,060	-9.8%	92,074	102,060	-9.8%												
...Osaka	146,137	189,672	-23.0%	146,137	189,672	-23.0%												
...Tokyo-HND	183,539	0	NA	183,539	0	NA												
...Tokyo-NRT	643,398	813,215	-20.9%	643,398	761,975	-15.6%				0	51,240	-100.0%						
Canada	220,179	198,793	10.8%	99,880	97,553	2.4%	106,141	86,199	23.1%	8,978	9,231	-2.7%						
...Calgary	31,799	18,559	71.3%	9,794	7,629	28.4%	22,005	10,930	101.3%									
...Edmonton	4,818	1,224	293.6%				4,818	1,224	293.6%									
...Vancouver	181,250	176,562	2.7%	87,774	87,476	0.3%	79,318	74,045	7.1%	8,978	9,231	-2.7%				5,180	5,810	-10.8%
...Victoria	2,312	2,448	-5.6%	2,312	2,448	-5.6%												
Other Asia	174,710	96,568	80.9%	174,710	96,568	80.9%												
...Seoul	172,701	90,208	91.4%	172,701	90,208	91.4%												
...Taipei	0	6,360	-100.0%	0	6,360	-100.0%												
...Shanghai	2,009	0	NA	2,009	0	NA												
Oceania	139,723	109,847	27.2%	139,723	109,847	27.2%												
...Auckland	18,629	17,706	5.2%	18,629	17,706	5.2%												
...Sydney	121,094	92,141	31.4%	121,094	92,141	31.4%												
Other	186,724	188,359	-0.9%	186,724	188,359	-0.9%												
...Apia	5,214	5,508	-5.3%	5,214	5,508	-5.3%												
...Christmas	4,928	1,904	158.8%	4,928	1,904	158.8%												
...Guam	51,880	55,468	-6.5%	51,880	55,468	-6.5%												
...Majuro	21,724	18,526	17.3%	21,724	18,526	17.3%												
...Manila	62,484	62,598	-0.2%	62,484	62,598	-0.2%												
...Nadi	10,758	14,619	-26.4%	10,758	14,619	-26.4%												
...Pago Pago	20,916	20,916	0.0%	20,916	20,916	0.0%												
...Papeete	8,820	8,820	0.0%	8,820	8,820	0.0%												

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