

	TABLE 1. TOTAL VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
VISITOR DAYS	6,388,416	5,882,997	8.6%	50,267,073	45,753,815	9.9%
TOTAL VISITORS	723,759	651,756	11.0%	5,287,662	4,825,296	9.6%
DOMESTIC	495,332	458,572	8.0%	3,677,253	3,497,908	5.1%
INTERNATIONAL	228,427	193,184	18.2%	1,610,409	1,327,388	21.3%
AVERAGE DAILY CENSUS	206,078	189,774	8.6%	206,013	188,287	9.4%
TOTAL AIR SEATS (EST)	940,073	817,221	15.0%	6,795,813	6,343,754	7.1%
TOTAL LOAD FACTOR (EST)	89.4%	94.2%	-4.8	90.1%	90.2%	-0.1
ISLANDS VISITED						
O'ahu	462,930	410,956	12.6%	3,281,429	2,927,419	12.1%
O'ahu only	350,312	311,246	12.6%	2,426,652	2,154,950	12.6%
Kaua'i	100,057	89,228	12.1%	737,734	684,681	7.7%
Kaua'i only	54,012	49,542	9.0%	396,155	361,922	9.5%
Maui County	207,296	188,300	10.1%	1,598,535	1,509,601	5.9%
Maui	204,026	185,352	10.1%	1,568,747	1,480,415	6.0%
Maui only	125,345	117,441	6.7%	976,096	939,317	3.9%
Moloka'i *	4,087	3,837	6.5%	36,385	37,460	-2.9%
Moloka'i only *	518	420	23.3%	5,088	4,714	7.9%
Lāna'i *	6,679	5,680	17.6%	51,510	51,912	-0.8%
Lāna'i only *	805	809	-0.5%	7,525	8,062	-6.7%
Hawai'i Island	127,232	113,767	11.8%	976,304	899,693	8.5%
Kona side	108,187	94,423	14.6%	814,624	755,324	7.9%
Hilo side	46,585	40,388	15.3%	360,586	331,071	8.9%
Hawai'i Island only	58,741	53,815	9.2%	457,376	434,078	5.4%
Any Neighbor Island	373,447	340,510	9.7%	2,861,010	2,670,346	7.1%
NI only	260,829	240,799	8.3%	2,006,233	1,897,875	5.7%
O'ahu & NI	112,618	99,710	12.9%	854,777	772,469	10.7%
Any one island only	589,733	533,272	10.6%	4,268,892	3,903,043	9.4%
Multiple Islands	134,026	118,483	13.1%	1,018,770	922,253	10.5%
Avg. Islands Visited	1.25	1.24	0.8%	1.26	1.26	-0.2%
Average Length of Stay in Hawai'i	8.83	9.03	-2.2%	9.51	9.48	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	476,435	419,907	13.5%	3,353,220	2,997,558	11.9%
Hotel only	418,674	372,326	12.4%	2,929,576	2,613,520	12.1%
Plan to stay in Condo	118,650	115,642	2.6%	942,087	902,712	4.4%
Condo only	90,819	91,413	-0.7%	733,076	709,539	3.3%
Plan to stay in Timeshare	70,355	63,758	10.3%	515,381	482,137	6.9%
Timeshare only	53,806	49,957	7.7%	394,059	369,523	6.6%
Cruise Ship	11,395	8,829	29.1%	88,244	84,793	4.1%
Friends/Relatives	59,945	55,330	8.3%	476,196	452,858	5.2%
Bed & Breakfast	6,359	5,286	20.3%	49,956	48,527	2.9%
Other	9,729	8,834	10.1%	75,538	72,727	3.9%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	2012P	AUGUST 2011	% CHANGE	2012P	YEAR-TO-DATE 2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	628,720	562,744	11.7%	4,422,026	3,991,865	10.8%
Honeymoon	44,088	40,207	9.7%	352,195	306,388	15.0%
Get Married	8,998	8,113	10.9%	80,286	76,181	5.4%
Pleasure/Vacation	584,628	523,741	11.6%	4,069,324	3,683,067	10.5%
Mtgs/Conventions/Incentive	18,480	16,724	10.5%	298,734	289,156	3.3%
Conventions	9,154	8,263	10.8%	174,237	164,139	6.2%
Corporate Meetings	4,852	3,826	26.8%	60,357	59,439	1.5%
Incentive	4,880	5,087	-4.1%	74,738	76,757	-2.6%
Other Business	19,642	19,534	0.6%	168,625	159,359	5.8%
Visit Friends/Rel.	57,761	51,961	11.2%	447,953	428,560	4.5%
Gov't/Military	9,425	9,973	-5.5%	67,989	73,506	-7.5%
Attend School	4,316	3,655	18.1%	16,779	14,030	19.6%
Sport Events	5,789	5,612	3.2%	50,566	48,631	4.0%
TRAVEL STATUS						
% First Timers **	33.4	32.3	1.1	34.8	33.4	1.3
% Repeaters **	66.6	67.7	-1.1	65.2	66.6	-1.3
Average # of Trips	4.99	5.10	-2.1%	4.94	5.03	-1.7%
Group Tour	50,687	42,580	19.0%	461,973	410,199	12.6%
Non-Group	673,072	609,175	10.5%	4,825,689	4,415,097	9.3%
Package Trip	261,450	239,142	9.3%	1,827,721	1,660,093	10.1%
No Package	462,309	412,613	12.0%	3,459,941	3,165,203	9.3%
Net True Independent	454,421	404,404	12.4%	3,390,557	3,088,590	9.8%

* 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		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
DOMESTIC VISITOR DAYS	4,725,467	4,445,749	6.3%	37,088,421	35,280,376	5.1%
DOMESTIC VISITORS	495,332	458,572	8.0%	3,677,253	3,497,908	5.1%
DOMESTIC AVERAGE DAILY CENSUS	152,434	143,411	6.3%	152,002	145,187	4.7%
DOMESTIC AIR SEATS (EST)	650,038	576,641	12.7%	4,656,150	4,529,596	2.8%
DOMESTIC LOAD FACTOR (EST)	90.8%	96.9%	-6.1	94.5%	93.8%	0.8
ISLANDS VISITED						
O'ahu	252,804	235,690	7.3%	1,864,413	1,765,371	5.6%
O'ahu only	179,941	169,946	5.9%	1,314,998	1,244,490	5.7%
Kaua'i	90,324	82,225	9.8%	663,572	620,457	6.9%
Kaua'i only	52,165	48,536	7.5%	379,338	350,764	8.1%
Maui County	180,950	164,010	10.3%	1,331,674	1,282,962	3.8%
Maui	177,958	161,301	10.3%	1,306,106	1,257,149	3.9%
Maui only	117,862	108,595	8.5%	866,346	840,806	3.0%
Moloka'i *	3,340	3,094	8.0%	28,291	30,909	-8.5%
Moloka'i only *	517	352	46.7%	4,454	4,260	4.6%
Lāna'i *	5,259	4,553	15.5%	40,136	43,407	-7.5%
Lāna'i only *	777	783	-0.8%	6,687	7,576	-11.7%
Hawai'i Island	94,399	86,157	9.6%	736,692	703,216	4.8%
Kona side	81,946	74,144	10.5%	638,997	611,060	4.6%
Hilo side	32,024	29,528	8.5%	250,355	237,229	5.5%
Hawai'i Island only	50,874	47,235	7.7%	408,856	391,923	4.3%
Any Neighbor Island	315,391	288,625	9.3%	2,362,255	2,253,418	4.8%
NI only	242,528	222,882	8.8%	1,812,840	1,732,535	4.6%
O'ahu & NI	72,863	65,744	10.8%	549,415	520,881	5.5%
Any one island only	402,136	375,448	7.1%	2,980,679	2,839,819	5.0%
Multiple Islands	93,196	83,124	12.1%	696,574	658,089	5.8%
Avg. Islands Visited	1.26	1.25	0.8%	1.26	1.26	-0.2%
Average Length of Stay in Hawai'i	9.54	9.69	-1.6%	10.09	10.09	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	289,087	269,199	7.4%	2,063,691	1,949,543	5.9%
Hotel only	244,915	231,078	6.0%	1,726,857	1,633,019	5.7%
Plan to stay in Condo	91,009	84,437	7.8%	725,953	703,260	3.2%
Condo only	71,153	66,653	6.8%	566,039	550,872	2.8%
Plan to stay in Timeshare	59,148	53,924	9.7%	441,575	429,129	2.9%
Timeshare only	45,676	42,440	7.6%	339,180	330,689	2.6%
Cruise Ship	9,623	7,580	26.9%	75,765	73,112	3.6%
Friends/Relatives	52,991	48,540	9.2%	417,012	405,671	2.8%
Bed & Breakfast	5,116	4,671	9.5%	42,118	39,115	7.7%
Other	8,430	7,585	11.1%	66,176	61,466	7.7%

* 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		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	420,768	389,629	8.0%	3,029,679	2,864,050	5.8%
Honeymoon	26,258	27,256	-3.7%	145,135	144,718	0.3%
Get Married	5,482	4,961	10.5%	37,374	36,120	3.5%
Pleasure/Vacation	394,871	362,995	8.8%	2,887,338	2,723,119	6.0%
Mtgs/Conventions/Incentive	13,015	11,059	17.7%	217,843	219,037	-0.5%
Conventions	7,411	5,970	24.1%	131,949	132,199	-0.2%
Corporate Meetings	3,811	3,342	14.0%	48,080	48,273	-0.4%
Incentive	2,196	2,103	4.4%	46,950	47,677	-1.5%
Other Business	17,640	17,309	1.9%	148,793	142,750	4.2%
Visit Friends/Rel.	51,323	47,269	8.6%	395,268	385,625	2.5%
Gov't/Military	7,322	8,023	-8.7%	60,064	58,684	2.4%
Attend School	3,316	3,192	3.9%	10,711	10,682	0.3%
Sport Events	4,012	3,669	9.3%	29,960	30,994	-3.3%
TRAVEL STATUS						
% First Timers **	30.8	31.0	-0.2	29.5	29.3	0.1
% Repeaters **	69.2	69.0	0.2	70.5	70.7	-0.1
Average # of Trips	5.47	5.44	0.5%	5.63	5.63	0.1%
Group Tour	11,473	9,684	18.5%	129,689	119,703	8.3%
Non-Group	483,859	448,888	7.8%	3,547,564	3,378,205	5.0%
Package Trip	129,807	130,987	-0.9%	882,357	891,889	-1.1%
No Package	365,525	327,585	11.6%	2,794,896	2,606,019	7.2%
Net True Independent	361,601	324,299	11.5%	2,755,210	2,569,326	7.2%

** 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		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
UNITED STATES	436,686	402,623	8.5%	3,270,806	3,113,202	5.1%
Pacific Region	259,400	240,243	8.0%	1,707,053	1,603,977	6.4%
...California	205,601	185,978	10.6%	1,223,076	1,110,455	10.1%
...Oregon	14,933	14,797	0.9%	130,841	136,482	-4.1%
...Washington	35,713	35,981	-0.7%	303,338	308,197	-1.6%
Mountain Region	39,521	36,431	8.5%	392,360	383,157	2.4%
West North Central	9,687	9,743	-0.6%	149,087	148,036	0.7%
West South Central	26,182	23,342	12.2%	216,804	203,946	6.3%
...Texas	22,184	19,454	14.0%	174,517	162,701	7.3%
East North Central	22,171	21,397	3.6%	243,019	241,499	0.6%
East South Central	4,835	4,655	3.9%	55,553	52,295	6.2%
New England	10,180	9,254	10.0%	73,819	72,614	1.7%
Middle Atlantic	32,425	27,956	16.0%	178,002	165,471	7.6%
...New Jersey	10,321	8,279	24.7%	48,362	43,082	12.3%
...New York	15,678	13,293	17.9%	81,347	75,262	8.1%
South Atlantic	31,414	28,977	8.4%	249,556	237,164	5.2%
CANADA	16,093	15,583	3.3%	131,636	138,149	-4.7%
JAPAN	664	781	-15.0%	4,628	4,740	-2.4%
EUROPE MMA	15,458	14,715	5.0%	69,145	65,576	5.4%
...France	1,657	1,472	12.5%	6,819	6,199	10.0%
...Germany	4,166	3,828	8.8%	22,359	20,076	11.4%
...Italy	3,225	3,246	-0.6%	7,076	6,987	1.3%
...Switzerland	1,122	1,180	-4.9%	7,950	7,440	6.9%
...United Kingdom	5,288	4,989	6.0%	24,941	24,874	0.3%
OTHER ASIA MMA	4,854	3,448	40.8%	37,041	26,478	39.9%
...People's Republic of China	3,526	2,434	44.9%	27,888	18,787	48.4%
...Taiwan	198	182	8.7%	1,181	1,028	14.9%
...Hong Kong	202	162	24.4%	1,116	1,006	11.0%
...Korea	853	616	38.4%	5,894	4,987	18.2%
...Singapore	75	54	39.9%	962	671	43.4%
LATIN AMERICA MMA	1,613	1,595	1.1%	16,339	14,363	13.8%
...Argentina	221	270	-18.1%	2,693	2,986	-9.8%
...Brazil	782	736	6.2%	7,923	6,240	27.0%
...Mexico	610	589	3.6%	5,723	5,137	11.4%
OCEANIA MMA	5,051	4,168	21.2%	36,339	28,237	28.7%
...Australia	4,392	3,689	19.1%	32,800	25,454	28.9%
...New Zealand	659	479	37.5%	3,539	2,783	27.2%
OTHER MMA	15,784	16,284	-3.1%	116,872	112,206	4.2%
...Ireland	157	147	6.5%	1,152	1,140	1.1%
...Indonesia	100	53	88.4%	566	401	41.1%
...Malaysia	20	50	-59.6%	202	222	-9.1%
...Philippines	299	270	10.7%	2,178	2,188	-0.5%
...Thailand	44	47	-6.2%	331	365	-9.2%
...Other	15,164	15,717	-3.5%	112,443	107,891	4.2%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
INTERNATIONAL VISITOR DAYS	1,662,949	1,437,248	15.7%	13,178,652	10,473,440	25.8%
INTERNATIONAL VISITORS	228,427	193,184	18.2%	1,610,409	1,327,388	21.3%
INTERNATIONAL AVERAGE DAILY CENSUS	53,644	46,363	15.7%	54,011	43,101	25.3%
INTERNATIONAL AIR SEATS (EST)	290,035	240,580	20.6%	2,139,663	1,814,158	17.9%
INTERNATIONAL LOAD FACTOR (EST)	86.2%	87.5%	-1.3	80.4%	81.3%	-0.9
ISLANDS VISITED						
O'ahu	210,126	175,266	19.9%	1,417,016	1,162,048	21.9%
O'ahu only	170,371	141,300	20.6%	1,111,654	910,460	22.1%
Kaua'i	9,733	7,003	39.0%	74,162	64,223	15.5%
Kaua'i only	1,847	1,005	83.8%	16,817	11,158	50.7%
Maui County	26,346	24,291	8.5%	266,861	226,640	17.7%
Maui	26,068	24,051	8.4%	262,641	223,267	17.6%
Maui only	7,483	8,846	-15.4%	109,750	98,511	11.4%
Moloka'i *	747	744	0.5%	8,094	6,551	23.6%
Moloka'i only *	1	68	-98.5%	634	454	39.5%
Lāna'i *	1,420	1,127	26.0%	11,374	8,505	33.7%
Lāna'i only *	28	26	8.1%	838	486	72.3%
Hawai'i Island	32,833	27,610	18.9%	239,612	196,477	22.0%
Kona side	26,241	20,279	29.4%	175,627	144,264	21.7%
Hilo side	14,561	10,860	34.1%	110,231	93,843	17.5%
Hawai'i Island only	7,867	6,580	19.6%	48,520	42,154	15.1%
Any Neighbor Island	58,056	51,884	11.9%	498,755	416,928	19.6%
NI only	18,301	17,918	2.1%	193,393	165,340	17.0%
O'ahu & NI	39,755	33,967	17.0%	305,362	251,588	21.4%
Any one island only	187,597	157,824	18.9%	1,288,213	1,063,224	21.2%
Multiple Islands	40,830	35,360	15.5%	322,196	264,164	22.0%
Avg. Islands Visited	1.23	1.22	0.8%	1.25	1.25	-0.1%
Average Length of Stay in Hawai'i	7.28	7.44	-2.1%	8.18	7.89	3.7%
ACCOMMODATIONS						
Plan to stay in Hotel	187,348	150,709	24.3%	1,289,529	1,048,016	23.0%
Hotel only	173,759	141,248	23.0%	1,202,719	980,501	22.7%
Plan to stay in Condo	27,641	31,205	-11.4%	216,134	199,452	8.4%
Condo only	19,666	24,760	-20.6%	167,037	158,667	5.3%
Plan to stay in Timeshare	11,207	9,834	14.0%	73,806	53,008	39.2%
Timeshare only	8,130	7,517	8.2%	54,879	38,834	41.3%
Cruise Ship	1,772	1,249	41.9%	12,479	11,681	6.8%
Friends/Relatives	6,954	6,790	2.4%	59,184	47,187	25.4%
Bed & Breakfast	1,243	615	102.1%	7,838	9,411	-16.7%
Other	1,299	1,249	4.0%	9,362	11,261	-16.9%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	207,952	173,116	20.1%	1,392,347	1,127,815	23.5%
Honeymoon	17,830	12,951	37.7%	207,060	161,671	28.1%
Get Married	3,516	3,152	11.6%	42,912	40,061	7.1%
Pleasure/Vacation	189,757	160,746	18.0%	1,181,986	959,948	23.1%
Mtgs/Conventions/Incentive	5,465	5,665	-3.5%	80,891	70,118	15.4%
Conventions	1,743	2,293	-24.0%	42,288	31,939	32.4%
Corporate Meetings	1,041	484	115.0%	12,277	11,166	9.9%
Incentive	2,684	2,984	-10.1%	27,788	29,080	-4.4%
Other Business	2,002	2,225	-10.0%	19,832	16,609	19.4%
Visit Friends/Rel.	6,438	4,692	37.2%	52,685	42,935	22.7%
Gov't/Military	2,103	1,950	7.8%	7,925	14,822	-46.5%
Attend School	1,000	463	116.1%	6,068	3,348	81.2%
Sport Events	1,777	1,943		20,606	17,637	16.8%
TRAVEL STATUS						
% First Timers **	39.0	35.2	3.8	46.9	44.2	2.6
% Repeaters **	61.0	64.8	-3.8	53.1	55.8	-2.6
Average # of Trips	3.96	4.29	-7.7%	3.36	3.44	-2.4%
Group Tour	39,214	32,896	19.2%	332,284	290,496	14.4%
Non-Group	189,213	160,288	18.0%	1,278,125	1,036,892	23.3%
Package Trip	131,643	108,156	21.7%	945,364	768,204	23.1%
No Package	96,784	85,028	13.8%	665,045	559,184	18.9%
Net True Independent	92,820	80,105	15.9%	635,347	519,265	22.4%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (Includes Pacific and Mountain States)					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
VISITOR DAYS	2,757,094	2,622,195	5.1%	20,505,045	19,394,676	5.7%
TOTAL VISITORS	307,192	285,398	7.6%	2,143,322	2,029,272	5.6%
Domestic	298,921	276,674	8.0%	2,099,413	1,987,135	5.7%
International	8,271	8,724	-5.2%	43,909	42,137	4.2%
AVERAGE DAILY CENSUS	88,939	84,587	5.1%	84,037	79,814	5.3%
ISLANDS VISITED						
O'ahu	138,007	127,973	7.8%	942,780	893,451	5.5%
O'ahu only	110,610	102,112	8.3%	735,675	695,068	5.8%
Kaua'i	52,980	49,600	6.8%	368,847	346,913	6.3%
Kaua'i only	39,143	35,911	9.0%	264,191	242,930	8.8%
Maui County	108,161	99,212	9.0%	761,981	725,015	5.1%
Maui	106,510	97,519	9.2%	747,218	710,298	5.2%
Maui only	84,930	78,564	8.1%	588,507	561,107	4.9%
Moloka'i *	1,620	1,598	1.4%	14,546	15,351	-5.2%
Moloka'i only *	347	239	45.5%	3,086	2,900	6.4%
Lāna'i *	2,661	2,349	13.3%	20,391	21,057	-3.2%
Lāna'i only *	488	553	-11.8%	4,462	4,616	-3.3%
Hawai'i Island	49,962	48,184	3.7%	390,386	374,485	4.2%
Kona side	44,497	42,438	4.9%	346,448	332,675	4.1%
Hilo side	13,443	13,481	-0.3%	108,377	105,243	3.0%
Hawai'i Island only	34,949	33,901	3.1%	272,224	260,577	4.5%
Any Neighbor Island	196,582	183,286	7.3%	1,407,647	1,334,203	5.5%
NI only	169,185	157,425	7.5%	1,200,542	1,135,820	5.7%
O'ahu & NI	27,397	25,860	5.9%	207,105	198,383	4.4%
Any one island only	270,467	251,280	7.6%	1,868,145	1,767,199	5.7%
Multiple Islands	36,725	34,118	7.6%	275,177	262,073	5.0%
Avg. Islands Visited	1.15	1.15	-0.1%	1.16	1.16	-0.4%
Average Length of Stay in Hawai'i	8.98	9.19	-2.3%	9.57	9.56	0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	163,434	151,402	7.9%	1,079,416	1,016,556	6.2%
Hotel only	140,784	132,150	6.5%	915,603	863,903	6.0%
Plan to stay in Condo	63,452	61,154	3.8%	488,785	469,125	4.2%
Condo only	51,845	50,981	1.7%	399,006	383,011	4.2%
Plan to stay in Timeshare	41,410	37,960	9.1%	289,224	278,404	3.9%
Timeshare only	33,030	30,785	7.3%	227,439	221,376	2.7%
Cruise Ship	2,088	1,974	5.8%	17,201	17,369	-1.0%
Friends/Relatives	34,644	32,120	7.9%	259,420	247,107	5.0%
Bed & Breakfast	2,675	1,708	56.6%	19,012	17,273	10.1%
Other	5,303	4,378	21.1%	38,548	37,180	3.7%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	259,586	242,605	7.0%	1,786,884	1,679,680	6.4%
Honeymoon	13,019	12,503	4.1%	66,549	63,789	4.3%
Get Married	3,473	2,891	20.2%	21,402	21,135	1.3%
Pleasure/Vacation	246,316	230,259	7.0%	1,720,007	1,615,193	6.5%
Mtgs/Conventions/Incentive	6,965	5,265	32.3%	93,046	91,957	1.2%
Conventions	3,755	2,727	37.7%	56,809	53,695	5.8%
Corporate Meetings	2,228	1,833	21.5%	22,791	23,909	-4.7%
Incentive	1,161	857	35.5%	16,621	17,798	-6.6%
Other Business	11,800	11,101	6.3%	94,887	91,348	3.9%
Visit Friends/Rel.	31,974	29,744	7.5%	237,568	228,098	4.2%
Gov't/Military	4,637	3,736	24.1%	25,680	26,666	-3.7%
Attend School	1,962	1,891	3.8%	5,402	5,590	-3.4%
Sport Events	2,896	2,977	-2.7%	17,563	18,693	-6.0%
TRAVEL STATUS						
% First Timers **	19.6	20.4	-0.8	18.6	18.7	-0.1
% Repeaters **	80.4	79.6	0.8	81.4	81.3	0.1
Average # of Trips	6.62	6.56	1.0%	6.89	6.83	0.8%
Group Tour	4,066	3,682	10.4%	39,101	39,504	-1.0%
Non-Group	303,126	281,716	7.6%	2,104,221	1,989,767	5.8%
Package Trip	73,000	75,306	-3.1%	447,057	459,641	-2.7%
No Package	234,192	210,092	11.5%	1,696,265	1,569,631	8.1%
Net True Independent	232,448	208,682	11.4%	1,680,122	1,554,964	8.0%

** 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		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
VISITOR DAYS	1,431,950	1,313,193	9.0%	12,687,986	12,136,386	4.5%
TOTAL VISITORS	143,785	131,152	9.6%	1,204,469	1,155,776	4.2%
Domestic	136,894	125,324	9.2%	1,165,844	1,121,026	4.0%
International	6,891	5,828	18.2%	38,625	34,750	11.2%
AVERAGE DAILY CENSUS	46,192	42,361	9.0%	52,000	49,944	4.1%
ISLANDS VISITED						
O'ahu	88,181	79,967	10.3%	717,630	681,167	5.4%
O'ahu only	53,481	50,966	4.9%	441,851	421,289	4.9%
Kaua'i	29,167	25,340	15.1%	239,450	224,468	6.7%
Kaua'i only	10,842	10,219	6.1%	94,974	87,118	9.0%
Maui County	53,321	47,968	11.2%	452,884	442,417	2.4%
Maui	52,273	47,222	10.7%	443,911	433,407	2.4%
Maui only	24,068	23,008	4.6%	219,393	219,874	-0.2%
Moloka'i *	1,149	1,014	13.3%	10,321	11,496	-10.2%
Moloka'i only *	151	84	79.1%	1,083	1,040	4.1%
Lāna'i *	2,365	1,647	43.6%	17,814	18,957	-6.0%
Lāna'i only *	250	175	42.6%	2,222	2,670	-16.8%
Hawai'i Island	33,940	27,982	21.3%	270,490	260,085	4.0%
Kona side	29,064	23,344	24.5%	229,335	220,468	4.0%
Hilo side	13,795	11,649	18.4%	111,141	107,068	3.8%
Hawai'i Island only	11,805	10,486	12.6%	104,943	102,708	2.2%
Any Neighbor Island	90,304	80,185	12.6%	762,618	734,487	3.8%
NI only	55,604	51,184	8.6%	486,839	474,609	2.6%
O'ahu & NI	34,700	29,001	19.7%	275,779	259,878	6.1%
Any one island only	100,597	94,939	6.0%	864,466	834,699	3.6%
Multiple Islands	43,188	36,213	19.3%	340,003	321,077	5.9%
Avg. Islands Visited	1.44	1.40	3.1%	1.41	1.41	0.1%
Average Length of Stay in Hawai'i	9.96	10.01	-0.5%	10.53	10.50	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	93,767	85,227	10.0%	760,604	725,994	4.8%
Hotel only	77,314	70,212	10.1%	620,113	590,313	5.0%
Plan to stay in Condo	19,298	18,238	5.8%	180,525	176,270	2.4%
Condo only	13,223	12,710	4.0%	123,715	122,512	1.0%
Plan to stay in Timeshare	14,982	12,973	15.5%	134,368	129,506	3.8%
Timeshare only	10,705	9,479	12.9%	97,860	93,666	4.5%
Cruise Ship	5,960	4,385	35.9%	47,932	46,138	3.9%
Friends/Relatives	16,345	15,635	4.5%	138,053	137,565	0.4%
Bed & Breakfast	1,619	1,637	-1.1%	15,176	14,519	4.5%
Other	2,475	3,000	-17.5%	22,906	23,088	-0.8%

* 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)					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	116,840	104,293	12.0%	947,439	902,717	5.0%
Honeymoon	9,577	11,083	-13.6%	60,843	61,883	-1.7%
Get Married	1,703	1,894	-10.1%	12,769	13,917	-8.2%
Pleasure/Vacation	107,460	93,794	14.6%	888,598	842,826	5.4%
Mtgs/Conventions/Incentive	5,892	5,617	4.9%	106,182	103,329	2.8%
Conventions	3,011	3,227	-6.7%	62,975	62,387	0.9%
Corporate Meetings	1,722	1,555	10.7%	22,608	20,424	10.7%
Incentive	1,346	999	34.8%	25,672	25,088	2.3%
Other Business	5,452	6,038	-9.7%	49,284	46,503	6.0%
Visit Friends/Rel.	17,806	15,088	18.0%	137,961	135,560	1.8%
Gov't/Military	3,705	5,434	-31.8%	33,431	35,703	-6.4%
Attend School	842	770	9.4%	3,235	3,079	5.1%
Sport Events	751	621	20.9%	9,351	10,127	-7.7%
TRAVEL STATUS						
% First Timers **	44.3	44.8	-0.5	41.8	41.5	0.3
% Repeaters **	55.7	55.2	0.5	58.2	58.5	-0.3
Average # of Trips	3.86	3.76	2.6%	4.02	4.04	-0.4%
Group Tour	4,126	3,162	30.5%	59,795	55,495	7.7%
Non-Group	139,659	127,990	9.1%	1,144,674	1,100,281	4.0%
Package Trip	35,648	34,843	2.3%	305,994	307,745	-0.6%
No Package	108,137	96,309	12.3%	898,475	848,030	5.9%
Net True Independent	106,933	95,251	12.3%	882,084	832,449	6.0%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
VISITOR DAYS	985,825	896,882	9.9%	5,635,678	4,837,157	16.5%
TOTAL VISITORS	155,318	137,714	12.8%	930,558	795,401	17.0%
Domestic	664	781	-15.0%	4,628	4,740	-2.4%
International	154,654	136,933	12.9%	925,930	790,661	17.1%
AVERAGE DAILY CENSUS	31,801	28,932	9.9%	23,097	19,906	16.0%
ISLANDS VISITED						
O'ahu	146,653	130,440	12.4%	894,953	763,231	17.3%
O'ahu only	126,308	110,512	14.3%	755,069	644,395	17.2%
Kaua'i	3,207	2,230	43.8%	17,896	14,678	21.9%
Kaua'i only	424	430	-1.5%	1,546	2,135	-27.6%
Maui County	7,303	7,456	-2.0%	45,193	42,271	6.9%
Maui	7,209	7,318	-1.5%	44,201	41,161	7.4%
Maui only	2,066	1,491	38.6%	7,726	7,689	0.5%
Moloka'i *	194	50	290.0%	923	1,169	-21.1%
Moloka'i only *	0	0	NA	19	30	-36.6%
Lāna'i *	98	349	-71.9%	1,314	1,514	-13.2%
Lāna'i only *	0	25	-100.0%	105	207	-49.4%
Hawai'i Island	20,207	18,754	7.7%	126,714	106,786	18.7%
Kona side	15,754	13,685	15.1%	85,802	70,975	20.9%
Hilo side	7,251	6,170	17.5%	53,672	47,435	13.1%
Hawai'i Island only	5,926	4,896	21.0%	23,358	20,036	16.6%
Any Neighbor Island	29,010	27,201	6.6%	175,489	151,005	16.2%
NI only	8,665	7,274	19.1%	35,605	32,170	10.7%
O'ahu & NI	20,345	19,927	2.1%	139,884	118,836	17.7%
Any one island only	134,724	117,355	14.8%	787,823	674,493	16.8%
Multiple Islands	20,594	20,359	1.2%	142,735	120,908	18.1%
Avg. Islands Visited	1.14	1.16	-1.1%	1.17	1.17	0.0%
Average Length of Stay in Hawai'i	6.35	6.51	-2.5%	6.06	6.08	-0.4%
ACCOMMODATIONS						
Plan to stay in Hotel	130,657	111,140	17.6%	813,038	682,153	19.2%
Hotel only	123,208	107,206	14.9%	790,790	665,386	18.8%
Plan to stay in Condo	20,068	21,027	-4.6%	88,642	90,942	-2.5%
Condo only	14,708	16,929	-13.1%	71,003	75,770	-6.3%
Plan to stay in Timeshare	9,102	8,496	7.1%	37,857	29,183	29.7%
Timeshare only	6,429	6,598	-2.6%	30,385	22,564	34.7%
Cruise Ship	142	93	53.2%	934	409	128.3%
Friends/Relatives	2,315	1,712	35.2%	11,017	11,385	-3.2%
Bed & Breakfast	175	171	2.5%	1,257	1,062	18.4%
Other	568	34	1592.8%	1,485	443	235.3%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	2012P	AUGUST 2011	% CHANGE	2012P	YEAR-TO-DATE 2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	145,471	128,677	13.1%	812,856	693,010	17.3%
Honeymoon	11,284	8,861	27.3%	146,660	119,857	22.4%
Get Married	2,648	2,563	3.3%	35,833	34,577	3.6%
Pleasure/Vacation	134,156	119,968	11.8%	663,978	568,092	16.9%
Mtgs/Conventions/Incentive	2,624	3,314	-20.8%	36,387	33,081	10.0%
Conventions	637	591	7.7%	13,042	7,459	74.9%
Corporate Meetings	393	79	396.8%	6,284	3,647	72.3%
Incentive	1,595	2,693	-40.8%	17,966	23,169	-22.5%
Other Business	1,010	795	27.0%	6,920	5,421	27.6%
Visit Friends/Rel.	2,420	2,074	16.7%	15,367	15,436	-0.4%
Gov't/Military	17	51	-66.5%	584	503	16.2%
Attend School	601	431	39.6%	2,536	1,606	57.9%
Sport Events	1,558	1,300	19.8%	17,754	14,663	21.1%
TRAVEL STATUS						
% First Timers **	30.2	27.0	3.2	40.6	39.5	1.0
% Repeaters **	69.8	73.0	-3.2	59.4	60.5	-1.0
Average # of Trips	4.61	5.07	-9.1%	3.83	4.08	-6.1%
Group Tour	30,877	27,841	10.9%	257,408	228,460	12.7%
Non-Group	124,441	109,872	13.3%	673,150	566,941	18.7%
Package Trip	102,204	87,060	17.4%	679,525	572,140	18.8%
No Package	53,114	50,654	4.9%	251,033	223,261	12.4%
Net True Independent	49,557	46,440	6.7%	226,619	192,607	17.7%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
VISITOR DAYS	306,604	306,852	-0.1%	4,451,651	4,051,941	9.9%
TOTAL VISITORS	27,282	27,458	-0.6%	340,218	322,885	5.4%
Domestic	16,093	15,583	3.3%	131,636	138,149	-4.7%
International	11,189	11,875	-5.8%	208,582	184,736	12.9%
AVERAGE DAILY CENSUS	9,890	9,898	-0.1%	18,245	16,675	9.4%
ISLANDS VISITED						
O'ahu	14,701	15,933	-7.7%	156,023	152,391	2.4%
O'ahu only	9,168	10,041	-8.7%	101,024	99,025	2.0%
Kaua'i	4,207	3,425	22.8%	46,421	43,425	6.9%
Kaua'i only	1,405	1,079	30.2%	20,023	16,894	18.5%
Maui County	12,454	12,709	-2.0%	166,597	159,581	4.4%
Maui	12,327	12,656	-2.6%	164,821	158,239	4.2%
Maui only	7,047	7,758	-9.2%	115,233	111,664	3.2%
Moloka'i *	223	158	40.9%	2,601	2,802	-7.2%
Moloka'i only *	5	16	-68.4%	306	274	11.9%
Lāna'i *	390	267	45.8%	3,561	3,400	4.7%
Lāna'i only *	37	11	239.5%	339	146	131.6%
Hawai'i Island	6,417	4,704	36.4%	67,432	60,529	11.4%
Kona side	5,710	3,925	45.5%	60,720	54,509	11.4%
Hilo side	2,944	2,082	41.4%	23,528	22,446	4.8%
Hawai'i Island only	2,553	1,656	54.1%	31,709	27,873	13.8%
Any Neighbor Island	18,114	17,418	4.0%	239,194	223,860	6.8%
NI only	12,581	11,525	9.2%	184,195	170,494	8.0%
O'ahu & NI	5,533	5,892	-6.1%	54,999	53,367	3.1%
Any one island only	20,215	20,561	-1.7%	268,634	255,876	5.0%
Multiple Islands	7,067	6,897	2.5%	71,584	67,009	6.8%
Avg. Islands Visited	1.40	1.35	3.7%	1.30	1.30	-0.6%
Average Length of Stay in Hawai'i	11.24	11.18	0.6%	13.08	12.55	4.3%
ACCOMMODATIONS						
Plan to stay in Hotel	15,338	16,127	-4.9%	171,065	163,923	4.4%
Hotel only	11,759	12,720	-7.6%	133,036	127,237	4.6%
Plan to stay in Condo	8,410	8,889	-5.4%	125,830	120,918	4.1%
Condo only	6,499	6,879	-5.5%	101,168	97,260	4.0%
Plan to stay in Timeshare	2,387	2,044	16.8%	32,207	30,283	6.4%
Timeshare only	1,768	1,414	25.0%	23,428	21,340	9.8%
Cruise Ship	1,172	654	79.2%	7,631	8,151	-6.4%
Friends/Relatives	1,088	1,218	-10.7%	14,511	14,068	3.1%
Bed & Breakfast	373	415	-10.1%	4,522	4,777	-5.3%
Other	323	364	-11.2%	3,149	3,087	2.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	25,554	25,759	-0.8%	316,785	299,164	5.9%
Honeymoon	1,625	2,117	-23.2%	8,871	9,382	-5.4%
Get Married	216	272	-20.7%	2,447	2,256	8.5%
Pleasure/Vacation	23,963	23,746	0.9%	308,110	290,100	6.2%
Mtgs/Conventions/Incentive	307	377	-18.6%	14,301	16,044	-10.9%
Conventions	222	227	-2.1%	9,924	11,722	-15.3%
Corporate Meetings	41	82	-50.3%	1,737	2,151	-19.3%
Incentive	57	90	-36.8%	3,223	2,842	13.4%
Other Business	205	257	-20.3%	2,360	2,438	-3.2%
Visit Friends/Rel.	992	1,086	-8.6%	11,046	12,144	-9.0%
Gov't/Military	230	55	315.8%	955	424	125.4%
Attend School	46	21	117.6%	343	351	-2.4%
Sport Events	164	270	-39.3%	2,091	1,673	25.0%
TRAVEL STATUS						
% First Timers **	48.0	45.2	2.8	36.7	37.5	-0.9
% Repeaters **	52.0	54.8	-2.8	63.3	62.5	0.9
Average # of Trips	3.05	2.98	2.2%	3.90	3.38	15.2%
Group Tour	589	395	49.0%	8,877	8,181	8.5%
Non-Group	26,693	27,063	-1.4%	331,341	314,703	5.3%
Package Trip	7,792	8,418	-7.4%	89,768	86,373	3.9%
No Package	19,490	19,040	2.4%	250,450	236,511	5.9%
Net True Independent	19,342	18,878	2.5%	248,597	234,321	6.1%

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

August 2012 Arrivals at a Glance

CATEGORY AND MMA	Aug 2012	Aug 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,187.9	1,036.5	14.6	9,585.6	7,987.3	20.0
Total by air	1,187.8	1,036.4	14.6	9,562.9	7,976.2	19.9
U.S. West	423.0	372.2	13.6	3,057.2	2,771.0	10.3
U.S. East	277.1	232.9	19.0	2,387.1	2,153.4	10.9
Japan	248.0	234.9	5.6	1,656.5	1,342.8	23.4
Canada	45.3	45.9	-1.4	682.1	615.9	10.7
All Others	194.4	150.5	29.2	1,780.0	1,093.0	62.9
Visitor arrivals by cruise ships	0.12	0.08	56.0	22.74	11.08	105.2
TOTAL VISITOR DAYS	6,390,783	5,886,427	8.6	50,717,588	46,074,479	10.1
Total by air	6,388,416	5,882,997	8.6	50,267,074	45,753,815	9.9
U.S. West	2,757,094	2,622,195	5.1	20,505,046	19,394,676	5.7
U.S. East	1,431,950	1,313,193	9.0	12,687,986	12,136,386	4.5
Japan	985,825	896,882	9.9	5,635,678	4,837,157	16.5
Canada	306,604	306,852	-0.1	4,451,651	4,051,941	9.9
All Others	906,942	743,875	21.9	6,986,713	5,333,656	31.0
Visitor arrivals by cruise ships	2,367	3,429	-31.0	450,514	320,663	40.5
VISITOR ARRIVALS	725,642	653,570	11.0	5,378,263	4,889,433	10.0
Total by air	723,759	651,756	11.0	5,287,662	4,825,296	9.6
U.S. West	307,192	285,398	7.6	2,143,322	2,029,272	5.6
U.S. East	143,785	131,152	9.6	1,204,469	1,155,776	4.2
Japan	155,318	137,714	12.8	930,558	795,401	17.0
Canada	27,282	27,458	-0.6	340,218	322,885	5.4
All Others	90,182	70,034	28.8	669,095	521,963	28.2
Visitor arrivals by cruise ships	1,883	1,814	3.8	90,601	64,137	41.3
AVERAGE LENGTH OF STAY	8.81	9.01	-2.2	9.43	9.42	0.1
Total by air	8.83	9.03	-2.2	9.51	9.48	0.3
U.S. West	8.98	9.19	-2.3	9.57	9.56	0.1
U.S. East	9.96	10.01	-0.5	10.53	10.50	0.3
Japan	6.35	6.51	-2.5	6.06	6.08	-0.4
Canada	11.24	11.18	0.6	13.08	12.55	4.3
All Others	10.06	10.62	-5.3	10.44	10.22	2.2
Visitor arrivals by cruise ships	1.26	1.89	-33.5	4.97	5.00	-0.5
PER PERSON PER DAY SPENDING (\$)	185.9	176.1	5.6	189.0	173.4	9.0
Total by air	185.9	176.2	5.5	190.2	174.3	9.1
U.S. West	153.4	142.0	8.1	149.1	142.9	4.4
U.S. East	193.5	177.4	9.1	188.1	177.4	6.0
Japan	251.5	261.9	-4.0	293.9	277.6	5.9
Canada	147.7	149.6	-1.3	153.2	152.0	0.8
All Others	214.3	202.3	5.9	254.8	204.9	24.3
Visitor arrivals by cruise ships	51.3	22.7	126.1	50.5	34.6	46.1
PER PERSON PER TRIP SPENDING (\$)	1,637.0	1,585.9	3.2	1,782.3	1,633.6	9.1
Total by air	1,641.1	1,590.2	3.2	1,808.5	1,653.0	9.4
U.S. West	1,377.0	1,304.3	5.6	1,426.4	1,365.5	4.5
U.S. East	1,927.2	1,775.8	8.5	1,981.9	1,863.2	6.4
Japan	1,596.5	1,705.6	-6.4	1,780.1	1,688.2	5.4
Canada	1,660.4	1,672.4	-0.7	2,004.9	1,907.6	5.1
All Others	2,155.7	2,148.9	0.3	2,660.4	2,094.1	27.0
Visitor arrivals by cruise ships	64.4	42.9	50.3	251.0	172.8	45.3

Source: Hawai'i Tourism Authority

2012 Arrivals at a Glance by Month

2012	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,356.9	\$1,114.6	\$1,183.1	\$1,170.6	\$1,071.9	\$1,217.7	\$1,282.9	\$1,187.9
	Total by air	\$1,353.4	\$1,110.3	\$1,178.1	\$1,162.8	\$1,070.0	\$1,217.7	\$1,282.9	\$1,187.8
	U.S. West	\$366.4	\$319.5	\$361.6	\$386.9	\$353.1	\$410.0	\$436.7	\$423.0
	U.S. East	\$356.6	\$288.1	\$279.9	\$224.3	\$274.2	\$339.0	\$347.8	\$277.1
	Japan	\$218.5	\$193.5	\$186.8	\$153.7	\$188.1	\$219.1	\$248.8	\$248.0
	Canada	\$165.2	\$135.2	\$134.1	\$84.0	\$42.0	\$30.1	\$46.3	\$45.3
	All Others	\$246.6	\$174.0	\$215.7	\$313.9	\$212.6	\$219.5	\$203.4	\$194.4
	Visitor arrivals by cruise ships	3.45	4.35	5.02	7.87	1.93	0.00	0.00	0.12
Visitor days	TOTAL (air + ships)	6,995,564	6,011,648	6,583,906	6,019,717	5,648,656	6,334,751	6,732,564	6,390,783
	Total by air	6,927,002	5,933,566	6,481,577	5,856,267	5,612,931	6,334,751	6,732,564	6,388,416
	U.S. West	2,486,692	2,146,532	2,427,197	2,503,354	2,455,618	2,816,208	2,912,350	2,757,094
	U.S. East	1,899,774	1,559,431	1,567,638	1,188,917	1,441,342	1,837,857	1,761,076	1,431,950
	Japan	642,665	642,339	685,824	514,231	613,504	718,579	832,711	985,825
	Canada	977,253	887,536	959,671	554,458	267,245	192,486	306,398	306,604
	All Others	920,618	697,727	841,247	1,095,308	835,221	769,621	920,029	906,942
	Visitor arrivals by cruise ships	68,562	78,082	102,329	163,450	35,724	0	0	2,367
Visitor arrivals	TOTAL (air + ships)	643,616	626,367	714,973	647,194	622,899	677,218	720,355	725,642
	Total by air	629,852	608,781	695,800	616,222	615,675	677,218	720,355	723,759
	U.S. West	222,914	221,879	264,956	277,809	264,158	285,342	299,072	307,192
	U.S. East	150,047	144,229	162,931	122,792	140,739	173,002	166,944	143,785
	Japan	108,625	107,754	114,055	86,685	106,569	115,788	135,764	155,318
	Canada	64,063	64,230	72,882	45,937	23,630	16,705	25,489	27,282
	All Others	84,203	70,689	80,976	82,999	80,579	86,381	93,086	90,182
	Visitor arrivals by cruise ships	13,764	17,586	19,173	30,972	7,224	0	0	1,883
length of stay	TOTAL (air + ships)	10.87	9.60	9.21	9.30	9.07	9.35	9.35	8.81
	Total by air	11.00	9.75	9.32	9.50	9.12	9.35	9.35	8.83
	U.S. West	11.16	9.67	9.16	9.01	9.30	9.87	9.74	8.98
	U.S. East	12.66	10.81	9.62	9.68	10.24	10.62	10.55	9.96
	Japan	5.92	5.96	6.01	5.93	5.76	6.21	6.13	6.35
	Canada	15.25	13.82	13.17	12.07	11.31	11.52	12.02	11.24
	All Others	10.93	9.87	10.39	13.20	10.37	8.91	9.88	10.06
	Visitor arrivals by cruise ships	4.98	4.44	5.34	5.28	4.95	0.00	0.00	1.26
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$194.0	\$185.4	\$179.7	\$194.5	\$189.8	\$192.2	\$190.6	\$185.9
	Total by air	\$195.4	\$187.1	\$181.8	\$198.6	\$190.6	\$192.2	\$190.6	\$185.9
	U.S. West	\$147.4	\$148.8	\$149.0	\$154.5	\$143.8	\$145.6	\$149.9	\$153.4
	U.S. East	\$187.7	\$184.8	\$178.6	\$188.6	\$190.2	\$184.5	\$197.5	\$193.5
	Japan	\$340.1	\$301.2	\$272.3	\$298.9	\$306.6	\$304.9	\$298.8	\$251.5
	Canada	\$169.0	\$152.4	\$139.7	\$151.4	\$157.2	\$156.3	\$151.0	\$147.7
	All Others	\$267.9	\$249.3	\$256.4	\$286.6	\$254.5	\$285.2	\$221.0	\$214.3
	Visitor arrivals by cruise ships	\$50.3	\$55.7	\$49.1	\$48.2	\$54.1	\$0.0	\$0.0	\$51.3
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,108.2	\$1,779.5	\$1,654.7	\$1,808.8	\$1,720.9	\$1,798.0	\$1,780.9	\$1,637.0
	Total by air	\$2,148.8	\$1,823.7	\$1,693.1	\$1,886.9	\$1,737.9	\$1,798.0	\$1,780.9	\$1,641.1
	U.S. West	\$1,643.9	\$1,439.8	\$1,364.9	\$1,392.6	\$1,336.8	\$1,436.7	\$1,460.1	\$1,377.0
	U.S. East	\$2,376.7	\$1,997.6	\$1,718.2	\$1,826.4	\$1,948.3	\$1,959.8	\$2,083.3	\$1,927.2
	Japan	\$2,011.9	\$1,795.5	\$1,637.4	\$1,773.2	\$1,765.1	\$1,892.2	\$1,832.7	\$1,596.5
	Canada	\$2,578.7	\$2,105.5	\$1,839.4	\$1,827.9	\$1,778.4	\$1,800.7	\$1,814.6	\$1,660.4
	All Others	\$2,929.2	\$2,461.1	\$2,663.4	\$3,782.3	\$2,637.8	\$2,540.9	\$2,184.8	\$2,155.7
	Visitor arrivals by cruise ships	\$250.5	\$247.1	\$262.1	\$254.2	\$267.3	\$0.0	\$0.0	\$64.4

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,356.9	\$2,471.5	\$3,654.6	\$4,825.2	\$5,897.1	\$7,114.8	\$8,397.7	\$9,585.6
	Total by air	\$1,353.4	\$2,463.7	\$3,641.8	\$4,804.5	\$5,874.5	\$7,092.2	\$8,375.1	\$9,562.9
	U.S. West	\$366.4	\$685.9	\$1,047.5	\$1,434.4	\$1,787.5	\$2,197.5	\$2,634.2	\$3,057.2
	U.S. East	\$356.6	\$644.7	\$924.7	\$1,148.9	\$1,423.1	\$1,762.2	\$2,110.0	\$2,387.1
	Japan	\$218.5	\$412.0	\$598.8	\$752.5	\$940.6	\$1,159.7	\$1,408.5	\$1,656.5
	Canada	\$165.2	\$300.4	\$434.5	\$518.5	\$560.5	\$590.6	\$636.8	\$682.1
	All Others	\$246.6	\$420.6	\$636.3	\$950.2	\$1,162.8	\$1,382.3	\$1,585.6	\$1,780.0
	Visitor arrivals by cruise ships	3.45	7.79	12.82	20.69	22.62	22.62	22.62	22.74
	Visitor days	TOTAL (air + ships)	6,995,564	13,007,212	19,591,118	25,610,835	31,259,490	37,594,241	44,326,805
Total by air		6,927,002	12,860,568	19,342,145	25,198,412	30,811,344	37,146,094	43,878,658	50,267,074
U.S. West		2,486,692	4,633,224	7,060,421	9,563,775	12,019,393	14,835,601	17,747,951	20,505,046
U.S. East		1,899,774	3,459,205	5,026,844	6,215,761	7,657,103	9,494,960	11,256,036	12,687,986
Japan		642,665	1,285,004	1,970,828	2,485,059	3,098,563	3,817,142	4,649,853	5,635,678
Canada		977,253	1,864,789	2,824,460	3,378,918	3,646,163	3,838,649	4,145,047	4,451,651
All Others		920,618	1,618,345	2,459,592	3,554,900	4,390,121	5,159,742	6,079,771	6,986,713
Visitor arrivals by cruise ships		68,562	146,644	248,973	412,423	448,147	448,147	448,147	450,514
Visitor arrivals		TOTAL (air + ships)	643,616	1,269,983	1,984,956	2,632,149	3,255,048	3,932,266	4,652,621
	Total by air	629,852	1,238,633	1,934,433	2,550,655	3,166,330	3,843,548	4,563,903	5,287,662
	U.S. West	222,914	444,793	709,749	987,558	1,251,716	1,537,058	1,836,130	2,143,322
	U.S. East	150,047	294,276	457,207	579,999	720,738	893,740	1,060,684	1,204,469
	Japan	108,625	216,379	330,434	417,119	523,688	639,476	775,240	930,558
	Canada	64,063	128,293	201,175	247,112	270,742	287,447	312,936	340,218
	All Others	84,203	154,892	235,868	318,867	399,446	485,827	578,913	669,095
	Visitor arrivals by cruise ships	13,764	31,350	50,523	81,494	88,718	88,718	88,718	90,601
	length of stay	TOTAL (air + ships)	10.87	10.24	9.87	9.73	9.60	9.56	9.53
Total by air		11.00	10.38	10.00	9.88	9.73	9.66	9.61	9.51
U.S. West		11.16	10.42	9.95	9.68	9.60	9.65	9.67	9.57
U.S. East		12.66	11.75	10.99	10.72	10.62	10.62	10.61	10.53
Japan		5.92	5.94	5.96	5.96	5.92	5.97	6.00	6.06
Canada		15.25	14.54	14.04	13.67	13.47	13.35	13.25	13.08
All Others		10.93	10.45	10.43	11.15	10.99	10.62	10.50	10.44
Visitor arrivals by cruise ships		4.98	4.68	4.93	5.06	5.05	5.05	5.05	4.97
Per Person Per Day Spending*		TOTAL (air+ships) (\$)	\$194.0	\$190.0	\$186.5	\$188.4	\$188.7	\$189.3	\$189.5
	Total by air	\$195.4	\$191.6	\$188.3	\$190.7	\$190.7	\$190.9	\$190.9	\$190.2
	U.S. West	\$147.4	\$148.0	\$148.4	\$150.0	\$148.7	\$148.1	\$148.4	\$149.1
	U.S. East	\$187.7	\$186.4	\$183.9	\$184.8	\$185.9	\$185.6	\$187.5	\$188.1
	Japan	\$340.1	\$320.6	\$303.8	\$302.8	\$303.6	\$303.8	\$302.9	\$293.9
	Canada	\$169.0	\$161.1	\$153.8	\$153.4	\$153.7	\$153.8	\$153.6	\$153.2
	All Others	\$267.9	\$259.9	\$258.7	\$267.3	\$264.9	\$267.9	\$260.8	\$254.8
	Visitor arrivals by cruise ships	\$50.3	\$53.1	\$51.5	\$50.2	\$50.5	\$50.5	\$50.5	\$50.5
	Per Person Per Trip Spending*	TOTAL (air+ships) (\$)	\$2,108.2	\$1,946.1	\$1,841.1	\$1,833.2	\$1,811.7	\$1,809.3	\$1,804.9
Total by air		\$2,148.8	\$1,989.0	\$1,882.6	\$1,883.6	\$1,855.3	\$1,845.2	\$1,835.1	\$1,808.5
U.S. West		\$1,643.9	\$1,542.1	\$1,475.9	\$1,452.5	\$1,428.1	\$1,429.7	\$1,434.6	\$1,426.4
U.S. East		\$2,376.7	\$2,190.9	\$2,022.4	\$1,980.9	\$1,974.6	\$1,971.7	\$1,989.3	\$1,981.9
Japan		\$2,011.9	\$1,904.1	\$1,812.1	\$1,804.0	\$1,796.1	\$1,813.5	\$1,816.8	\$1,780.1
Canada		\$2,578.7	\$2,341.8	\$2,159.8	\$2,098.1	\$2,070.2	\$2,054.5	\$2,035.0	\$2,004.9
All Others		\$2,929.2	\$2,715.6	\$2,697.6	\$2,980.0	\$2,911.0	\$2,845.2	\$2,739.0	\$2,660.4
Visitor arrivals by cruise ships		\$250.5	\$248.6	\$253.7	\$253.9	\$255.0	\$255.0	\$255.0	\$251.0

Source: Hawai'i Tourism Authority

August 2012 Island Highlights

CATEGORY AND ISLAND	Aug 2012	Aug 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,188	1,037	14.6	9,586	7,987	20.0
Total by air	1,187.8	1,036.4	14.6	9,562.9	7,976.2	19.9
O'ahu	639.7	562.7	13.7	4,912.1	4,077.8	20.5
Maui	281.0	245.5	14.4	2,475.9	2,054.1	20.5
Moloka'i	1.6	2.6	-38.2	19.3	18.7	3.2
Lāna'i	5.6	6.6	-14.5	54.3	54.0	0.4
Kaua'i	119.6	96.6	23.8	960.5	793.4	21.1
Hawai'i Island	140.3	122.4	14.6	1,140.8	978.2	16.6
Visitor arrivals by cruise ships	0.12	0.08	56.0	22.74	11.08	105.2
TOTAL VISITOR DAYS	6,390,783	5,886,427	8.6	50,717,588	46,074,479	10.1
Total by air	6,388,416	5,882,997	8.6	50,267,074	45,753,815	9.9
O'ahu	3,294,364	3,028,513	8.8	24,634,360	21,708,837	13.5
Maui	1,505,822	1,391,958	8.2	12,628,896	11,927,962	5.9
Moloka'i	14,627	15,277	-4.3	170,403	166,430	2.4
Lāna'i	21,556	19,502	10.5	177,307	180,006	-1.5
Kaua'i	703,982	662,610	6.2	5,578,910	5,187,731	7.5
Hawai'i Island	848,065	765,138	10.8	7,077,196	6,582,850	7.5
Visitor arrivals by cruise ships	2,367	3,429	-31.0	450,514	320,663	40.5
VISITOR ARRIVALS	725,642	653,570	11.0	5,378,263	4,889,433	10.0
Total by air	723,759	651,756	11.0	5,287,662	4,825,296	9.6
O'ahu	462,930	410,956	12.6	3,281,429	2,927,419	12.1
Maui	204,026	185,352	10.1	1,568,747	1,480,415	6.0
Moloka'i	4,087	3,837	6.5	36,385	37,460	-2.9
Lāna'i	6,679	5,680	17.6	51,510	51,912	-0.8
Kaua'i	100,057	89,228	12.1	737,734	684,681	7.7
Hawai'i Island	127,232	113,767	11.8	976,304	899,693	8.5
Visitor arrivals by cruise ships	1,883	1,814	3.8	90,601	64,137	41.3
AVERAGE LENGTH OF STAY	8.81	9.01	-2.2	9.43	9.42	0.1
Total by air	8.83	9.03	-2.2	9.51	9.48	0.3
O'ahu	7.12	7.37	-3.4	7.51	7.42	1.2
Maui	7.38	7.51	-1.7	8.05	8.06	-0.1
Moloka'i	3.58	3.98	-10.1	4.68	4.44	5.4
Lāna'i	3.23	3.43	-6.0	3.44	3.47	-0.7
Kaua'i	7.04	7.43	-5.3	7.56	7.58	-0.2
Hawai'i Island	6.67	6.73	-0.9	7.25	7.32	-0.9
Visitor arrivals by cruise ships	1.26	1.89	-33.5	4.97	5.00	-0.5
PER PERSON PER DAY SPENDING (\$)	185.9	176.1	5.6	189.0	173.4	9.0
Total by air	185.9	176.2	5.5	190.2	174.3	9.1
O'ahu	194.2	185.8	4.5	199.4	187.8	6.2
Maui	186.6	176.4	5.8	196.1	172.2	13.8
Moloka'i	108.3	167.7	-35.4	113.1	112.2	0.8
Lāna'i	261.1	337.6	-22.7	306.0	300.1	2.0
Kaua'i	169.9	145.8	16.5	172.2	152.9	12.6
Hawai'i Island	165.4	160.0	3.4	161.2	148.6	8.5
Visitor arrivals by cruise ships	51.3	22.7	126.1	50.5	34.6	46.1
PER PERSON PER TRIP SPENDING (\$)	1,637.0	1,585.9	3.2	1,782.3	1,633.6	9.1
Total by air	1,641.1	1,590.2	3.2	1,808.5	1,653.0	9.4
O'ahu	1,381.9	1,369.2	0.9	1,496.9	1,393.0	7.5
Maui	1,377.1	1,324.7	4.0	1,578.3	1,387.5	13.7
Moloka'i	387.5	667.4	-41.9	529.6	498.3	6.3
Lāna'i	842.8	1,159.0	-27.3	1,053.2	1,040.5	1.2
Kaua'i	1,195.2	1,082.9	10.4	1,302.0	1,158.7	12.4
Hawai'i Island	1,102.6	1,076.3	2.4	1,168.5	1,087.2	7.5
Visitor arrivals by cruise ships	64.4	42.9	50.3	251.0	172.8	45.3

Source: Hawai'i Tourism Authority

Monthly Island Highlights 2012

2012	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,356.9	\$1,114.6	\$1,183.1	\$1,170.6	\$1,071.9	\$1,217.7	\$1,282.9	\$1,187.9
	Total by air	\$1,353.4	\$1,110.3	\$1,178.1	\$1,162.8	\$1,070.0	\$1,217.7	\$1,282.9	\$1,187.8
	O'ahu	\$661.4	\$526.8	\$554.0	\$580.8	\$627.1	\$622.2	\$700.2	\$639.7
	Maui	\$369.9	\$310.4	\$353.7	\$301.9	\$239.1	\$305.5	\$314.4	\$281.0
	Moloka'i	\$4.0	\$2.6	\$1.3	\$1.9	\$3.0	\$2.5	\$2.3	\$1.6
	Lāna'i	\$7.3	\$9.1	\$6.6	\$10.0	\$4.5	\$6.3	\$4.9	\$5.6
	Kaua'i	\$119.5	\$115.6	\$109.2	\$128.9	\$102.2	\$150.4	\$115.0	\$119.6
	Hawai'i Island Visitor arrivals by cruise ships	\$191.3 \$3.45	\$145.7 \$4.35	\$153.3 \$5.02	\$139.3 \$7.87	\$94.1 \$1.93	\$130.8 \$0.00	\$146.1 \$0.00	\$140.3 \$0.12
Visitor days	TOTAL (air + ships)	6,995,564	6,011,648	6,583,906	6,019,717	5,648,656	6,334,751	6,732,564	6,390,783
	Total by air	6,927,002	5,933,566	6,481,577	5,856,267	5,612,931	6,334,751	6,732,564	6,388,416
	O'ahu	3,177,062	2,682,763	3,018,287	2,959,773	2,973,688	3,140,463	3,387,959	3,294,364
	Maui	1,819,502	1,618,283	1,755,424	1,414,270	1,285,967	1,585,751	1,643,877	1,505,822
	Moloka'i	36,673	25,655	20,769	17,401	17,830	18,496	18,953	14,627
	Lāna'i	25,913	24,417	21,812	25,070	15,677	22,333	20,530	21,556
	Kaua'i	731,081	649,814	695,123	651,621	625,006	759,088	763,196	703,982
	Hawai'i Island Visitor arrivals by cruise ships	1,136,770 68,562	932,634 78,082	970,162 102,329	788,133 163,450	694,764 35,724	808,620 0	898,049 0	848,065 2,367
Visitor arrivals	TOTAL (air + ships)	643,616	626,367	714,973	647,194	622,899	677,218	720,355	725,642
	Total by air	629,852	608,781	695,800	616,222	615,675	677,218	720,355	723,759
	O'ahu	390,120	367,053	410,399	371,407	397,430	425,482	456,608	462,930
	Maui	188,730	183,801	215,047	186,026	172,052	206,406	212,659	204,026
	Moloka'i	4,937	4,715	4,303	5,032	4,431	4,220	4,660	4,087
	Lāna'i	6,401	6,102	6,837	7,048	5,781	6,540	6,123	6,679
	Kaua'i	83,360	82,301	94,733	88,187	85,174	102,142	101,780	100,057
	Hawai'i Island Visitor arrivals by cruise ships	124,995 13,764	120,713 17,586	134,475 19,173	112,454 30,972	105,134 7,224	118,313 0	132,990 0	127,232 1,883
Length of stay	TOTAL (air + ships)	10.87	9.60	9.21	9.30	9.07	9.35	9.35	8.81
	Total by air	11.00	9.75	9.32	9.50	9.12	9.35	9.35	8.83
	O'ahu	8.14	7.31	7.35	7.97	7.48	7.38	7.42	7.12
	Maui	9.64	8.80	8.16	7.60	7.47	7.68	7.73	7.38
	Moloka'i	7.43	5.44	4.83	3.46	4.02	4.38	4.07	3.58
	Lāna'i	4.05	4.00	3.19	3.56	2.71	3.41	3.35	3.23
	Kaua'i	8.77	7.90	7.34	7.39	7.34	7.43	7.50	7.04
	Hawai'i Island Visitor arrivals by cruise ships	9.09 4.98	7.73 4.44	7.21 5.34	7.01 5.28	6.61 4.95	6.83 0.00	6.75 0.00	6.67 1.26
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$194.0	\$185.4	\$179.7	\$194.5	\$189.8	\$192.2	\$190.6	\$185.9
	Total by air	\$195.4	\$187.1	\$181.8	\$198.6	\$190.6	\$192.2	\$190.6	\$185.9
	O'ahu	\$208.2	\$196.3	\$183.5	\$196.2	\$210.9	\$198.1	\$206.7	\$194.2
	Maui	\$203.3	\$191.8	\$201.5	\$213.5	\$185.9	\$192.7	\$191.3	\$186.6
	Moloka'i	\$109.0	\$102.8	\$63.9	\$110.3	\$168.8	\$134.1	\$122.2	\$108.3
	Lāna'i	\$282.8	\$372.2	\$301.3	\$398.7	\$286.5	\$280.0	\$238.4	\$261.1
	Kaua'i	\$163.5	\$177.9	\$157.1	\$197.8	\$163.6	\$198.1	\$150.7	\$169.9
	Hawai'i Island Visitor arrivals by cruise ships	\$168.3 \$50.3	\$156.3 \$55.7	\$158.0 \$49.1	\$176.7 \$48.2	\$135.4 \$54.1	\$161.7 \$0.0	\$162.7 \$0.0	\$165.4 \$51.3
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,108.2	\$1,779.5	\$1,654.7	\$1,808.8	\$1,720.9	\$1,798.0	\$1,780.9	\$1,637.0
	Total by air	\$2,148.8	\$1,823.7	\$1,693.1	\$1,886.9	\$1,737.9	\$1,798.0	\$1,780.9	\$1,641.1
	O'ahu	\$1,695.4	\$1,435.1	\$1,349.8	\$1,563.7	\$1,577.8	\$1,462.4	\$1,533.4	\$1,381.9
	Maui	\$1,959.8	\$1,689.0	\$1,644.7	\$1,622.9	\$1,389.8	\$1,480.3	\$1,478.4	\$1,377.1
	Moloka'i	\$809.3	\$559.2	\$308.4	\$381.4	\$679.1	\$587.9	\$497.1	\$387.5
	Lāna'i	\$1,144.7	\$1,489.4	\$961.3	\$1,418.3	\$777.0	\$956.3	\$799.5	\$842.8
	Kaua'i	\$1,434.1	\$1,404.6	\$1,153.0	\$1,461.7	\$1,200.3	\$1,472.4	\$1,130.0	\$1,195.2
	Hawai'i Island Visitor arrivals by cruise ships	\$1,530.3 \$250.5	\$1,207.3 \$247.1	\$1,140.0 \$262.1	\$1,238.6 \$254.2	\$894.6 \$267.3	\$1,105.3 \$0.0	\$1,098.5 \$0.0	\$1,102.6 \$64.4

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,356.9	\$2,471.5	\$3,654.6	\$4,825.2	\$5,897.1	\$7,114.8	\$8,397.7	\$9,585.6
	Total by air	\$1,353.4	\$2,463.7	\$3,641.8	\$4,804.5	\$5,874.5	\$7,092.2	\$8,375.1	\$9,562.9
	O'ahu	\$661.4	\$1,188.2	\$1,742.1	\$2,322.9	\$2,950.0	\$3,572.2	\$4,272.4	\$4,912.1
	Maui	\$369.9	\$680.3	\$1,034.0	\$1,335.9	\$1,575.0	\$1,880.6	\$2,195.0	\$2,475.9
	Moloka'i	\$4.0	\$6.6	\$8.0	\$9.9	\$12.9	\$15.4	\$17.7	\$19.3
	Lāna'i	\$7.3	\$16.4	\$23.0	\$33.0	\$37.5	\$43.7	\$48.6	\$54.3
	Kaua'i	\$119.5	\$235.1	\$344.4	\$473.3	\$575.5	\$725.9	\$840.9	\$960.5
	Hawai'i Island	\$191.3	\$337.0	\$490.3	\$629.6	\$723.7	\$854.4	\$1,000.5	\$1,140.8
	Visitor arrivals by cruise ships	\$3.45	\$7.79	\$12.82	\$20.69	\$22.62	\$22.62	\$22.62	\$22.74
Visitor days	TOTAL (air + ships)	6,995,564	13,007,212	19,591,118	25,610,835	31,259,490	37,594,241	44,326,805	50,717,588
	Total by air	6,927,002	12,860,568	19,342,145	25,198,412	30,811,344	37,146,094	43,878,658	50,267,074
	O'ahu	3,177,062	5,859,826	8,878,113	11,837,886	14,811,574	17,952,037	21,339,996	24,634,360
	Maui	1,819,502	3,437,785	5,193,209	6,607,479	7,893,446	9,479,197	11,123,074	12,628,896
	Moloka'i	36,673	62,328	83,097	100,498	118,328	136,823	155,776	170,403
	Lāna'i	25,913	50,329	72,141	97,211	112,888	135,221	155,751	177,307
	Kaua'i	731,081	1,380,895	2,076,018	2,727,639	3,352,645	4,111,733	4,874,929	5,578,910
	Hawai'i Island	1,136,770	2,069,404	3,039,566	3,827,699	4,522,462	5,331,083	6,229,131	7,077,196
	Visitor arrivals by cruise ships	68,562	146,644	248,973	412,423	448,147	448,147	448,147	450,514
Visitor arrivals	TOTAL (air + ships)	643,616	1,269,983	1,984,956	2,632,149	3,255,048	3,932,266	4,652,621	5,378,263
	Total by air	629,852	1,238,633	1,934,433	2,550,655	3,166,330	3,843,548	4,563,903	5,287,662
	O'ahu	390,120	757,173	1,167,572	1,538,978	1,936,409	2,361,891	2,818,499	3,281,429
	Maui	188,730	372,531	587,579	773,605	945,656	1,152,062	1,364,721	1,568,747
	Moloka'i	4,937	9,652	13,955	18,987	23,418	27,638	32,298	36,385
	Lāna'i	6,401	12,503	19,340	26,387	32,168	38,708	44,831	51,510
	Kaua'i	83,360	165,661	260,394	348,581	433,755	535,897	637,677	737,734
	Hawai'i Island	124,995	245,708	380,182	492,636	597,770	716,083	849,072	976,304
	Visitor arrivals by cruise ships	13,764	31,350	50,523	81,494	88,718	88,718	88,718	90,601
Length of stay	TOTAL (air + ships)	10.87	10.24	9.87	9.73	9.60	9.56	9.53	9.43
	Total by air	11.00	10.38	10.00	9.88	9.73	9.66	9.61	9.51
	O'ahu	8.14	7.74	7.60	7.69	7.65	7.60	7.57	7.51
	Maui	9.64	9.23	8.84	8.54	8.35	8.23	8.15	8.05
	Moloka'i	7.43	6.46	5.95	5.29	5.05	4.95	4.82	4.68
	Lāna'i	4.05	4.03	3.73	3.68	3.51	3.49	3.47	3.44
	Kaua'i	8.77	8.34	7.97	7.82	7.73	7.67	7.64	7.56
	Hawai'i Island	9.09	8.42	8.00	7.77	7.57	7.44	7.34	7.25
	Visitor arrivals by cruise ships	4.98	4.68	4.93	5.06	5.05	5.05	5.05	4.97
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$194.0	\$190.0	\$186.5	\$188.4	\$188.7	\$189.3	\$189.5	\$189.0
	Total by air	\$195.4	\$191.6	\$188.3	\$190.7	\$190.7	\$190.9	\$190.9	\$190.2
	O'ahu	\$208.2	\$202.8	\$196.2	\$196.2	\$199.2	\$199.0	\$200.2	\$199.4
	Maui	\$203.3	\$197.9	\$199.1	\$202.2	\$199.5	\$198.4	\$197.3	\$196.1
	Moloka'i	\$109.0	\$106.4	\$95.8	\$98.3	\$108.9	\$112.3	\$113.5	\$113.1
	Lāna'i	\$282.8	\$326.2	\$318.6	\$339.3	\$332.0	\$323.4	\$312.2	\$306.0
	Kaua'i	\$163.5	\$170.3	\$165.9	\$173.5	\$171.7	\$176.5	\$172.5	\$172.2
	Hawai'i Island	\$168.3	\$162.9	\$161.3	\$164.5	\$160.0	\$160.3	\$160.6	\$161.2
	Visitor arrivals by cruise ships	\$50.3	\$53.1	\$51.5	\$50.2	\$50.5	\$50.5	\$50.5	\$50.5
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,108.2	\$1,946.1	\$1,841.1	\$1,833.2	\$1,811.7	\$1,809.3	\$1,804.9	\$1,782.3
	Total by air	\$2,148.8	\$1,989.0	\$1,882.6	\$1,883.6	\$1,855.3	\$1,845.2	\$1,835.1	\$1,808.5
	O'ahu	\$1,695.4	\$1,569.2	\$1,492.1	\$1,509.4	\$1,523.4	\$1,512.4	\$1,515.8	\$1,496.9
	Maui	\$1,959.8	\$1,826.2	\$1,759.8	\$1,726.8	\$1,665.5	\$1,632.3	\$1,608.4	\$1,578.3
	Moloka'i	\$809.3	\$687.2	\$570.4	\$520.3	\$550.3	\$556.1	\$547.6	\$529.6
	Lāna'i	\$1,144.7	\$1,312.9	\$1,188.6	\$1,249.9	\$1,165.0	\$1,129.7	\$1,084.6	\$1,053.2
	Kaua'i	\$1,434.1	\$1,419.5	\$1,322.5	\$1,357.7	\$1,326.8	\$1,354.6	\$1,318.7	\$1,302.0
	Hawai'i Island	\$1,530.3	\$1,371.6	\$1,289.7	\$1,278.0	\$1,210.6	\$1,193.2	\$1,178.4	\$1,168.5
	Visitor arrivals by cruise ships	\$250.5	\$248.6	\$253.7	\$253.9	\$255.0	\$255.0	\$255.0	\$251.0

Source:Hawai'i Tourism Authority

Table 8. CRUISE SHIP VISITORS

	AUGUST			YEAR-TO-DATE		
	2012P	2011	% CHANGE	2012P	2011	% CHANGE
VISITOR DAYS	101,938	92,574	10.1%	1,332,617	1,189,058	12.1%
TOTAL VISITORS	11,227	9,987	12.4%	173,262	143,906	20.4%
ARRIVED BY SHIP	1,883	1,814	3.8%	90,601	64,137	41.3%
ARRIVED BY AIR	9,344	8,174	14.3%	82,661	79,770	3.6%
NUMBER OF SHIP ARRIVALS	1	1	0.0%	49	39	25.6%
ISLANDS VISITED						
O'ahu	11,227	9,987	12.4%	173,262	143,328	20.9%
Kaua'i	9,669	8,290	16.6%	160,221	133,147	20.3%
Maui County	9,740	8,400	16.0%	164,780	137,555	19.8%
Maui	9,740	8,400	16.0%	164,780	137,555	19.8%
Moloka'i	87	106	-18.0%	2,411	1,698	42.0%
Lāna'i	121	93	29.1%	3,593	2,382	50.8%
Hawai'i Island	9,625	8,324	15.6%	166,094	136,901	21.3%
Average Islands Visited	3.60	3.52	2.3%	3.9	3.86	0.3%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.75	1.92	-8.7%	1.09	1.40	-21.9%
Days in Hawai'i during Cruise	5.83	5.91	-1.4%	5.21	5.56	-6.3%
Days in Hawai'i after Cruise	1.50	1.44	4.4%	1.39	1.31	6.3%
Total days in Hawai'i	9.08	9.27	-2.0%	7.69	8.26	-6.9%
ACCOMMODATIONS						
Hotel	8,303	7,103	16.9%	84,646	77,114	9.8%
Hotel only	7,753	6,329	22.5%	73,065	68,612	6.5%
Condo	435	588	-26.1%	8,301	6,638	25.0%
Condo only	193	201	-4.0%	2,256	2,239	0.8%
Timeshare	377	313	20.7%	6,872	4,882	40.7%
Timeshare Only	231	103	124.7%	2,457	1,834	34.0%
Bed & Breakfast	50	0	NA	1,022	694	47.2%
Bed & Breakfast only	38	0	NA	160	179	-10.7%
Friends & relatives	251	264	-5.1%	3,523	3,210	9.8%
Other accommodation	192	216	-11.5%	5,865	2,199	166.7%
Accommodation (NET)	8,954	7,646	17.1%	94,860	84,378	12.4%
Cruise only	2,272	2,341	-2.9%	78,402	59,528	31.7%
TRAVEL STATUS						
% First timers	46.8	50.0	-3.26	40.4	42.9	-2.54
% Repeat visitors	53.2	50.0	3.26	59.6	57.1	2.54

Source: Hawai'i Tourism Authority

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2012 vs 2011

August	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
Total Seats	940,073	817,221	15.0%	667,582	572,014	16.7%	159,664	140,837	13.4%	54,464	47,567	14.5%	4,864	5,495	-11.5%	53,499	51,308	4.3%
Scheduled Seats	920,937	801,119	15.0%	648,446	555,912	16.6%	159,664	140,837	13.4%	54,464	47,567	14.5%	4,864	5,495	-11.5%	53,499	51,308	4.3%
Charter seats	19,136	16,102	18.8%	19,136	16,102	18.8%												
Domestic Seats	650,038	576,641	12.7%	384,201	337,424	13.9%	154,504	134,847	14.6%	53,634	47,567	12.8%	4,864	5,495	-11.5%	52,835	51,308	3.0%
Scheduled Seats	644,794	570,845	13.0%	378,957	331,628	14.3%	154,504	134,847	14.6%	53,634	47,567	12.8%	4,864	5,495	-11.5%	52,835	51,308	3.0%
Charter seats	5,244	5,796	-9.5%	5,244	5,796	-9.5%												
US West	571,357	512,073	11.6%	313,033	281,602	11.2%	146,991	126,101	16.6%	53,634	47,567	12.8%	4,864	5,495	-11.5%	52,835	51,308	3.0%
...Anchorage	4,239	4,867	-12.9%	4,239	4,867	-12.9%												
...Bellingham	4,553	4,867	-6.5%	4,553	4,867	-6.5%												
...Denver	8,377	11,343	-26.1%	5,477	6,219	-11.9%	1,098	3,294	-66.7%	1,070	1,281	-16.5%				732	549	33.3%
...Fresno	664	0	NA	664	0	NA												
...Las Vegas	25,430	21,846	16.4%	23,162	19,830	16.8%	2,268	2,016	12.5%									
...Los Angeles	220,569	193,266	14.1%	112,100	95,034	18.0%	55,051	43,978	25.2%	22,667	22,260	1.8%	4,560	4,867	-6.3%	26,191	27,127	-3.5%
...Oakland	33,328	21,326	56.3%	12,175	7,812	55.8%	11,419	8,647	32.1%	4,867	2,041	138.5%				4,867	2,826	72.2%
...Orange County	0	7,688	-100.0%	0	3,844	-100.0%	0	3,844	-100.0%									
...Phoenix	44,102	43,152	2.2%	23,772	21,112	12.6%	9,500	10,260	-7.4%	4,940	5,890	-16.1%				5,890	5,890	0.0%
...Portland	19,587	25,358	-22.8%	12,679	12,679	0.0%	6,908	12,679	-45.5%									
...Sacramento	14,720	12,679	16.1%	7,812	7,812	0.0%	6,908	4,867	41.9%									
...Salt Lake City	8,122	8,122	0.0%	8,122	8,122	0.0%												
...San Diego	20,837	12,679	64.3%	13,144	7,812	68.3%	7,693	4,867	58.1%									
...San Francisco	84,875	77,659	9.3%	47,808	46,518	2.8%	20,986	14,103	48.8%	10,356	8,402	23.3%	304	628	-51.6%	5,421	8,008	-32.3%
...San Jose	32,068	17,546	82.8%	12,679	7,812	62.3%	9,655	4,867	98.4%	4,867	2,826	72.2%				4,867	2,041	138.5%
...Seattle	49,886	49,675	0.4%	24,647	27,262	-9.6%	15,505	12,679	22.3%	4,867	4,867	0.0%				4,867	4,867	0.0%
US East	73,437	58,772	25.0%	65,924	50,026	31.8%	7,513	8,746	-14.1%									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	13,377	15,464	-13.5%	12,839	13,693	-6.2%	538	1,771	-69.6%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Houston	7,050	6,635	6.3%	7,050	6,635	6.3%												
...New York City	15,562	6,510	139.0%	15,562	6,510	139.0%												
...Washington D.C.	7,285	0	NA	7,285	0	NA												

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: 2012 vs 2011 (Cont.)

August	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
International Seats	290,035	240,580	20.6%	283,381	234,590	20.8%	5,160	5,990	-13.9%	830	0	NA	0	0	NA	664	0	NA
Scheduled Seats	276,143	230,274	19.9%	269,489	224,284	20.2%	5,160	5,990	-13.9%	830	0	NA	0	0	NA	664	0	NA
Charter Seats	13,892	10,306	34.8%	13,892	10,306	34.8%												
Japan	173,574	148,644	16.8%	173,574	148,644	16.8%												
...Fukuoka	14,322	0	NA	14,322	0	NA												
...Nagoya	13,020	15,063	-13.6%	13,020	15,063	-13.6%												
...Osaka	33,790	26,815	26.0%	33,790	26,815	26.0%												
...Tokyo-HND	24,707	24,728	-0.1%	24,707	24,728	-0.1%												
...Tokyo-NRT	87,735	82,038	6.9%	87,735	82,038	6.9%												
Canada	14,934	14,723	1.4%	8,280	8,733	-5.2%	5,160	5,990	-13.9%	830	0	NA	0	0	NA	664	0	NA
...Vancouver	14,934	14,723	1.4%	8,280	8,733	-5.2%	5,160	5,990	-13.9%	830	0	NA	0	0	NA	664	0	NA
Other Asia	39,558	24,827	59.3%	39,558	24,827	59.3%												
...Seoul	37,200	22,818	63.0%	37,200	22,818	63.0%												
...Shanghai	2,358	2,009	17.4%	2,358	2,009	17.4%												
Oceania	23,966	17,926	33.7%	23,966	17,926	33.7%												
...Auckland	3,952	3,042	29.9%	3,952	3,042	29.9%												
...Sydney	20,014	14,884	34.5%	20,014	14,884	34.5%												
Other	24,111	24,154	-0.2%	24,111	24,154	-0.2%												
...Apia	648	648	0.0%	648	648	0.0%												
...Christmas	600	740	-18.9%	600	740	-18.9%												
...Guam	8,339	6,610	26.2%	8,339	6,610	26.2%												
...Majuro	2,128	2,727	-22.0%	2,128	2,727	-22.0%												
...Manila	7,716	7,968	-3.2%	7,716	7,968	-3.2%												
...Nadi	648	1,177	-44.9%	648	1,177	-44.9%												
...Pago Pago	3,024	3,276	-7.7%	3,024	3,276	-7.7%												
...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: 2012 vs 2011 (Cont.)

YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
Total Seats	6,795,813	6,356,604	6.9%	4,709,530	4,416,101	6.6%	1,221,464	1,165,408	4.8%	429,249	409,731	4.8%	44,252	15,072	193.6%	391,318	350,292	11.7%
Scheduled Seats	6,709,657	6,282,286	6.8%	4,623,374	4,341,783	6.5%	1,221,464	1,165,408	4.8%	429,249	409,731	4.8%	44,252	15,072	193.6%	391,318	350,292	11.7%
Charter seats	86,156	74,318	15.9%	86,156	74,318	15.9%												
Domestic Seats	4,656,150	4,529,596	2.8%	2,718,486	2,709,392	0.3%	1,098,752	1,059,267	3.7%	414,630	400,753	3.5%	44,252	15,072	193.6%	380,030	345,112	10.1%
Scheduled Seats	4,610,610	4,482,952	2.8%	2,672,946	2,662,748	0.4%	1,098,752	1,059,267	3.7%	414,630	400,753	3.5%	44,252	15,072	193.6%	380,030	345,112	10.1%
Charter seats	45,540	46,644	-2.4%	45,540	46,644	-2.4%												
US West	4,128,972	3,978,544	3.8%	2,253,974	2,231,812	1.0%	1,036,086	985,795	5.1%	414,630	400,753	3.5%	44,252	15,072	193.6%	380,030	345,112	10.1%
...Anchorage	44,431	39,734	11.8%	37,680	33,814	11.4%	6,751	5,920	14.0%									
...Bellingham	37,994	35,904	5.8%	37,994	35,904	5.8%												
...Denver	82,833	116,823	-29.1%	44,856	62,861	-28.6%	23,363	36,478	-36.0%	8,427	10,797	-22.0%				6,187	6,687	-7.5%
...Fresno	1,829	0	NA	1,829	0	NA												
...Las Vegas	180,572	173,358	4.2%	162,932	155,970	4.5%	17,640	17,388	1.4%									
...Los Angeles	1,499,161	1,433,901	4.6%	758,230	745,851	1.7%	363,058	340,965	6.5%	157,847	158,606	-0.5%	39,099	13,188	196.5%	180,927	175,291	3.2%
...Oakland	226,334	135,431	67.1%	83,592	61,236	36.5%	77,116	44,655	72.7%	32,028	15,743	103.4%				33,598	13,797	143.5%
...Orange County	8,185	35,416	-76.9%	7,937	21,004	-62.2%	248	14,412	-98.3%									
...Phoenix	329,958	327,616	0.7%	165,988	162,126	2.4%	73,530	76,190	-3.5%	45,410	46,170	-1.6%				45,030	43,130	4.4%
...Portland	164,083	204,492	-19.8%	100,205	98,028	2.2%	55,086	98,028	-43.8%	8,792	8,436	4.2%						
...Sacramento	105,762	98,028	7.9%	61,488	61,236	0.4%	44,274	36,792	20.3%									
...Salt Lake City	63,448	56,720	11.9%	63,448	56,720	11.9%												
...San Diego	147,198	98,028	50.2%	100,726	61,236	64.5%	46,472	36,792	26.3%									
...San Francisco	603,274	708,204	-14.8%	338,971	411,730	-17.7%	131,729	138,794	-5.1%	83,469	96,944	-13.9%	5,153	1,884	173.5%	43,952	58,852	-25.3%
...San Jose	216,758	116,293	86.4%	84,096	61,236	37.3%	67,036	23,593	184.1%	33,598	21,049	59.6%				32,028	10,415	207.5%
...Seattle	417,152	398,596	4.7%	204,002	202,860	0.6%	129,783	115,788	12.1%	45,059	43,008	4.8%				38,308	36,940	3.7%
US East	481,638	504,408	-4.5%	418,972	430,936	-2.8%	62,666	73,472	-14.7%									
...Atlanta	73,027	72,414	0.8%	73,027	72,414	0.8%												
...Chicago	88,295	146,801	-39.9%	80,529	128,004	-37.1%	7,766	18,797	-58.7%									
...Dallas	164,700	164,025	0.4%	109,800	109,350	0.4%	54,900	54,675	0.4%									
...Detroit	0	298	-100.0%	0	298	-100.0%												
...Houston	57,005	59,725	-4.6%	57,005	59,725	-4.6%												
...Minneapolis	0	8,940	-100.0%	0	8,940	-100.0%												
...New York City	78,636	52,205	50.6%	78,636	52,205	50.6%												
...Washington D.C.	19,975	0	NA	19,975	0	NA												

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: 2012 vs 2011 (Cont.)

YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
International Seats	2,139,663	1,827,008	17.1%	1,991,044	1,706,709	16.7%	122,712	106,141	15.6%	14,619	8,978	62.8%	0	0	NA	11,288	5,180	117.9%
Scheduled Seats	2,099,047	1,799,334	16.7%	1,950,428	1,679,035	16.2%	122,712	106,141	15.6%	14,619	8,978	62.8%	0	0	NA	11,288	5,180	117.9%
Charter Seats	40,616	27,674	46.8%	40,616	27,674	46.8%												
Japan	1,217,678	1,077,998	13.0%	1,217,678	1,077,998	13.0%												
...Fukuoka	63,882	12,850	397.1%	63,882	12,850	397.1%												
...Nagoya	100,432	92,074	9.1%	100,432	92,074	9.1%												
...Osaka	213,997	146,137	46.4%	213,997	146,137	46.4%												
...Tokyo-HND	194,468	183,539	6.0%	194,468	183,539	6.0%												
...Tokyo-NRT	644,899	643,398	0.2%	644,899	643,398	0.2%												
Canada	257,221	220,179	16.8%	108,602	99,880	8.7%	122,712	106,141	15.6%	14,619	8,978	62.8%	0	0	NA	11,288	5,180	117.9%
...Calgary	40,813	31,799	28.3%	10,889	9,794	11.2%	29,924	22,005	36.0%									
...Edmonton	7,227	4,818	50.0%				7,227	4,818	50.0%									
...Vancouver	206,869	181,250	14.1%	95,401	87,774	8.7%	85,561	79,318	7.9%	14,619	8,978	62.8%	0	0	NA	11,288	5,180	117.9%
...Victoria	2,312	2,312	0.0%	2,312	2,312	0.0%												
Other Asia	257,528	174,710	47.4%	257,528	174,710	47.4%												
...Seoul	237,792	172,701	37.7%	237,792	172,701	37.7%												
...Shanghai	19,736	2,009	882.4%	19,736	2,009	882.4%												
Oceania	178,859	139,723	28.0%	178,859	139,723	28.0%												
...Auckland	20,562	18,629	10.4%	20,562	18,629	10.4%												
...Brisbane	3,549	0	NA	3,549	0	NA												
...Melbourne	3,276	0	NA	3,276	0	NA												
...Sydney	151,472	121,094	25.1%	151,472	121,094	25.1%												
Other	187,761	186,724	0.6%	187,761	186,724	0.6%												
...Apia	5,508	5,214	5.6%	5,508	5,214	5.6%												
...Christmas	4,200	4,928	-14.8%	4,200	4,928	-14.8%												
...Guam	63,204	51,880	21.8%	63,204	51,880	21.8%												
...Majuro	16,883	21,724	-22.3%	16,883	21,724	-22.3%												
...Manila	62,560	62,484	0.1%	62,560	62,484	0.1%												
...Nadi	5,670	10,758	-47.3%	5,670	10,758	-47.3%												
...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