<table>
<thead>
<tr>
<th>VISITOR DAYS</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL VISITORS</td>
<td>6,927,002</td>
<td>6,375,938</td>
<td>8.6%</td>
<td>6,927,002</td>
<td>6,375,938</td>
<td>8.6%</td>
</tr>
<tr>
<td>Domestic</td>
<td>418,122</td>
<td>400,657</td>
<td>4.4%</td>
<td>418,122</td>
<td>400,657</td>
<td>4.4%</td>
</tr>
<tr>
<td>International</td>
<td>211,730</td>
<td>185,614</td>
<td>14.1%</td>
<td>211,730</td>
<td>185,614</td>
<td>14.1%</td>
</tr>
<tr>
<td>AVERAGE DAILY CENSUS</td>
<td>223,452</td>
<td>205,675</td>
<td>8.6%</td>
<td>223,452</td>
<td>205,675</td>
<td>8.6%</td>
</tr>
<tr>
<td>TOTAL AIR SEATS (EST)</td>
<td>828,165</td>
<td>804,269</td>
<td>3.0%</td>
<td>828,165</td>
<td>804,269</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

**TOTAL VISITORS BY AIR**

<table>
<thead>
<tr>
<th>ISLANDS VISITED</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>O'ahu</td>
<td>390,120</td>
<td>359,847</td>
<td>8.4%</td>
<td>390,120</td>
<td>359,847</td>
<td>8.4%</td>
</tr>
<tr>
<td>O'ahu only</td>
<td>284,869</td>
<td>265,512</td>
<td>7.3%</td>
<td>284,869</td>
<td>265,512</td>
<td>7.3%</td>
</tr>
<tr>
<td>Kaua'i</td>
<td>83,360</td>
<td>75,807</td>
<td>10.0%</td>
<td>83,360</td>
<td>75,807</td>
<td>10.0%</td>
</tr>
<tr>
<td>Kaua'i only</td>
<td>43,121</td>
<td>38,038</td>
<td>13.4%</td>
<td>43,121</td>
<td>38,038</td>
<td>13.4%</td>
</tr>
<tr>
<td>Maui</td>
<td>192,662</td>
<td>178,599</td>
<td>7.9%</td>
<td>192,662</td>
<td>178,599</td>
<td>7.9%</td>
</tr>
<tr>
<td>Maui only</td>
<td>115,721</td>
<td>109,551</td>
<td>5.6%</td>
<td>115,721</td>
<td>109,551</td>
<td>5.6%</td>
</tr>
<tr>
<td>Moloka'i</td>
<td>4,937</td>
<td>4,791</td>
<td>3.0%</td>
<td>4,937</td>
<td>4,791</td>
<td>3.0%</td>
</tr>
<tr>
<td>Moloka'i only</td>
<td>708</td>
<td>750</td>
<td>-5.6%</td>
<td>708</td>
<td>750</td>
<td>-5.6%</td>
</tr>
<tr>
<td>Lāna'i</td>
<td>6,401</td>
<td>5,787</td>
<td>10.6%</td>
<td>6,401</td>
<td>5,787</td>
<td>10.6%</td>
</tr>
<tr>
<td>Lāna'i only</td>
<td>860</td>
<td>1,337</td>
<td>-35.7%</td>
<td>860</td>
<td>1,337</td>
<td>-35.7%</td>
</tr>
<tr>
<td>Big Island</td>
<td>124,995</td>
<td>115,355</td>
<td>8.4%</td>
<td>124,995</td>
<td>115,355</td>
<td>8.4%</td>
</tr>
<tr>
<td>Kona side</td>
<td>104,266</td>
<td>96,956</td>
<td>7.5%</td>
<td>104,266</td>
<td>96,956</td>
<td>7.5%</td>
</tr>
<tr>
<td>Hilo side</td>
<td>45,748</td>
<td>40,723</td>
<td>12.3%</td>
<td>45,748</td>
<td>40,723</td>
<td>12.3%</td>
</tr>
<tr>
<td>Big Island only</td>
<td>58,805</td>
<td>57,769</td>
<td>1.8%</td>
<td>58,805</td>
<td>57,769</td>
<td>1.8%</td>
</tr>
<tr>
<td>Any Neighbor Island</td>
<td>344,983</td>
<td>320,759</td>
<td>7.6%</td>
<td>344,983</td>
<td>320,759</td>
<td>7.6%</td>
</tr>
<tr>
<td>Ni</td>
<td>239,732</td>
<td>226,424</td>
<td>5.9%</td>
<td>239,732</td>
<td>226,424</td>
<td>5.9%</td>
</tr>
<tr>
<td>O'ahu &amp; Ni</td>
<td>105,251</td>
<td>94,335</td>
<td>11.6%</td>
<td>105,251</td>
<td>94,335</td>
<td>11.6%</td>
</tr>
<tr>
<td>Any one island only</td>
<td>504,084</td>
<td>472,957</td>
<td>6.6%</td>
<td>504,084</td>
<td>472,957</td>
<td>6.6%</td>
</tr>
<tr>
<td>Multiple Islands</td>
<td>125,768</td>
<td>113,314</td>
<td>11.0%</td>
<td>125,768</td>
<td>113,314</td>
<td>11.0%</td>
</tr>
<tr>
<td>Avg. Islands Visited</td>
<td>1.27</td>
<td>1.25</td>
<td>1.1%</td>
<td>1.27</td>
<td>1.25</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

**ACCOMMODATIONS**

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan to stay in Hotel</td>
<td>394,905</td>
<td>357,840</td>
<td>10.4%</td>
<td>394,905</td>
<td>357,840</td>
<td>10.4%</td>
</tr>
<tr>
<td>Hotel only</td>
<td>343,390</td>
<td>313,335</td>
<td>9.6%</td>
<td>343,390</td>
<td>313,335</td>
<td>9.6%</td>
</tr>
<tr>
<td>Plan to stay in Condo</td>
<td>120,084</td>
<td>115,524</td>
<td>3.9%</td>
<td>120,084</td>
<td>115,524</td>
<td>3.9%</td>
</tr>
<tr>
<td>Condo only</td>
<td>93,270</td>
<td>90,557</td>
<td>3.0%</td>
<td>93,270</td>
<td>90,557</td>
<td>3.0%</td>
</tr>
<tr>
<td>Plan to stay in Timeshare</td>
<td>56,573</td>
<td>56,156</td>
<td>0.7%</td>
<td>56,573</td>
<td>56,156</td>
<td>0.7%</td>
</tr>
<tr>
<td>Timeshare only</td>
<td>42,691</td>
<td>42,096</td>
<td>1.4%</td>
<td>42,691</td>
<td>42,096</td>
<td>1.4%</td>
</tr>
<tr>
<td>Cruise Ship</td>
<td>10,307</td>
<td>9,209</td>
<td>11.9%</td>
<td>10,307</td>
<td>9,209</td>
<td>11.9%</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>58,671</td>
<td>55,790</td>
<td>5.2%</td>
<td>58,671</td>
<td>55,790</td>
<td>5.2%</td>
</tr>
<tr>
<td>Bed &amp; Breakfast</td>
<td>7,001</td>
<td>6,620</td>
<td>5.8%</td>
<td>7,001</td>
<td>6,620</td>
<td>5.8%</td>
</tr>
<tr>
<td>Other</td>
<td>9,183</td>
<td>11,737</td>
<td>-21.8%</td>
<td>9,183</td>
<td>11,737</td>
<td>-21.8%</td>
</tr>
</tbody>
</table>

* Sample sizes for Moloka'i and Lāna'i are relatively small.
<table>
<thead>
<tr>
<th>PURPOSE OF TRIP</th>
<th>JANUARY 2012P</th>
<th>JANUARY 2011P</th>
<th>% CHANGE</th>
<th>YEAR-TO-DATE 2012P</th>
<th>YEAR-TO-DATE 2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure (Net)</td>
<td>512,455</td>
<td>472,336</td>
<td>8.5%</td>
<td>512,455</td>
<td>472,336</td>
<td>8.5%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>32,023</td>
<td>31,071</td>
<td>3.1%</td>
<td>32,023</td>
<td>31,071</td>
<td>3.1%</td>
</tr>
<tr>
<td>Get Married</td>
<td>7,770</td>
<td>7,255</td>
<td>7.1%</td>
<td>7,770</td>
<td>7,255</td>
<td>7.1%</td>
</tr>
<tr>
<td>Pleasure/Vacation</td>
<td>481,331</td>
<td>440,690</td>
<td>9.2%</td>
<td>481,331</td>
<td>440,690</td>
<td>9.2%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>54,312</td>
<td>43,457</td>
<td>25.0%</td>
<td>54,312</td>
<td>43,457</td>
<td>25.0%</td>
</tr>
<tr>
<td>Conventions</td>
<td>37,950</td>
<td>26,071</td>
<td>45.6%</td>
<td>37,950</td>
<td>26,071</td>
<td>45.6%</td>
</tr>
<tr>
<td>Corporate Meetings</td>
<td>10,217</td>
<td>11,037</td>
<td>-7.4%</td>
<td>10,217</td>
<td>11,037</td>
<td>-7.4%</td>
</tr>
<tr>
<td>Incentive</td>
<td>7,880</td>
<td>8,021</td>
<td>-1.8%</td>
<td>7,880</td>
<td>8,021</td>
<td>-1.8%</td>
</tr>
<tr>
<td>Other Business</td>
<td>22,572</td>
<td>23,008</td>
<td>-1.9%</td>
<td>22,572</td>
<td>23,008</td>
<td>-1.9%</td>
</tr>
<tr>
<td>Visit Friends/Rel.</td>
<td>53,051</td>
<td>49,387</td>
<td>7.4%</td>
<td>53,051</td>
<td>49,387</td>
<td>7.4%</td>
</tr>
<tr>
<td>Gov/Military</td>
<td>7,943</td>
<td>10,086</td>
<td>-21.2%</td>
<td>7,943</td>
<td>10,086</td>
<td>-21.2%</td>
</tr>
<tr>
<td>Attend School</td>
<td>2,988</td>
<td>2,832</td>
<td>5.5%</td>
<td>2,988</td>
<td>2,832</td>
<td>5.5%</td>
</tr>
<tr>
<td>Sport Events</td>
<td>13,236</td>
<td>13,394</td>
<td>-1.2%</td>
<td>13,236</td>
<td>13,394</td>
<td>-1.2%</td>
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</table>

<table>
<thead>
<tr>
<th>TRAVEL STATUS</th>
<th></th>
<th></th>
<th></th>
<th></th>
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<th></th>
</tr>
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<tbody>
<tr>
<td>% First Timers **</td>
<td>31.4</td>
<td>31.5</td>
<td>-0.1%</td>
<td>31.4</td>
<td>31.5</td>
<td>-0.1%</td>
</tr>
<tr>
<td>% Repeaters **</td>
<td>68.6</td>
<td>68.5</td>
<td>0.1%</td>
<td>68.6</td>
<td>68.5</td>
<td>0.1%</td>
</tr>
<tr>
<td>Average # of Trips</td>
<td>5.32</td>
<td>5.48</td>
<td>-2.9%</td>
<td>5.32</td>
<td>5.48</td>
<td>-2.9%</td>
</tr>
<tr>
<td>Group Tour</td>
<td>54,388</td>
<td>58,199</td>
<td>-6.5%</td>
<td>54,388</td>
<td>58,199</td>
<td>-6.5%</td>
</tr>
<tr>
<td>Non-Group</td>
<td>575,464</td>
<td>528,072</td>
<td>9.0%</td>
<td>575,464</td>
<td>528,072</td>
<td>9.0%</td>
</tr>
<tr>
<td>Package Trip</td>
<td>204,888</td>
<td>190,123</td>
<td>7.8%</td>
<td>204,888</td>
<td>190,123</td>
<td>7.8%</td>
</tr>
<tr>
<td>No Package</td>
<td>424,964</td>
<td>396,148</td>
<td>7.3%</td>
<td>424,964</td>
<td>396,148</td>
<td>7.3%</td>
</tr>
<tr>
<td>Net True Independent</td>
<td>419,086</td>
<td>386,566</td>
<td>8.4%</td>
<td>419,086</td>
<td>386,566</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

* Change represents absolute change in rates rather than percentage change in rate.
| Table 2. Domestic Visitors by Air  
(Visitors Arriving on Domestic Flights) |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>DOMESTIC VISITOR DAYS</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC VISITORS</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC AVERAGE DAILY CENSUS</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC AIR SEATS (EST)</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC LOAD FACTOR (EST)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISLANDS VISITED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>O'ahu</strong></td>
</tr>
<tr>
<td><strong>O'ahu only</strong></td>
</tr>
<tr>
<td><strong>Kaua'i</strong></td>
</tr>
<tr>
<td><strong>Kaua'i only</strong></td>
</tr>
<tr>
<td><strong>Maui County</strong></td>
</tr>
<tr>
<td><strong>Maui</strong></td>
</tr>
<tr>
<td><strong>Maui only</strong></td>
</tr>
<tr>
<td>*<em>Moloka'i</em></td>
</tr>
<tr>
<td><strong>Moloka'i only</strong></td>
</tr>
<tr>
<td>*<em>Lāna'i</em></td>
</tr>
<tr>
<td><strong>Lāna'i only</strong></td>
</tr>
<tr>
<td><strong>Big Island</strong></td>
</tr>
<tr>
<td><strong>Kona side</strong></td>
</tr>
<tr>
<td><strong>Hilo side</strong></td>
</tr>
<tr>
<td><strong>Big Island only</strong></td>
</tr>
<tr>
<td><strong>Any Neighbor Island</strong></td>
</tr>
<tr>
<td><strong>Ni only</strong></td>
</tr>
<tr>
<td><strong>O'ahu &amp; Ni</strong></td>
</tr>
<tr>
<td><strong>Any one island only</strong></td>
</tr>
<tr>
<td><strong>Multiple Islands</strong></td>
</tr>
<tr>
<td><strong>Avg. Islands Visited</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Length of Stay in Hawai'i</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2012P</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACCOMMODATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan to stay in Hotel</strong></td>
</tr>
<tr>
<td><strong>Hotel only</strong></td>
</tr>
<tr>
<td><strong>Plan to stay in Condo</strong></td>
</tr>
<tr>
<td><strong>Condo only</strong></td>
</tr>
<tr>
<td><strong>Plan to stay in Timeshare</strong></td>
</tr>
<tr>
<td><strong>Timeshare only</strong></td>
</tr>
<tr>
<td><strong>Cruise Ship</strong></td>
</tr>
<tr>
<td><strong>Friends/Relatives</strong></td>
</tr>
<tr>
<td><strong>Bed &amp; Breakfast</strong></td>
</tr>
<tr>
<td><strong>Other</strong></td>
</tr>
</tbody>
</table>

* Sample sizes for Moloka'i and Lāna'i are relatively small.
<table>
<thead>
<tr>
<th>PURPOSE OF TRIP</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure (Net)</td>
<td>325,538</td>
<td>313,849</td>
<td>3.7%</td>
<td>325,538</td>
<td>313,849</td>
<td>3.7%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>11,242</td>
<td>10,980</td>
<td>2.4%</td>
<td>11,242</td>
<td>10,980</td>
<td>2.4%</td>
</tr>
<tr>
<td>Get Married</td>
<td>3,203</td>
<td>2,989</td>
<td>7.2%</td>
<td>3,203</td>
<td>2,989</td>
<td>7.2%</td>
</tr>
<tr>
<td>Pleasure/Vacation</td>
<td>314,824</td>
<td>303,535</td>
<td>3.7%</td>
<td>314,824</td>
<td>303,535</td>
<td>3.7%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>42,453</td>
<td>33,659</td>
<td>26.1%</td>
<td>42,453</td>
<td>33,659</td>
<td>26.1%</td>
</tr>
<tr>
<td>Conventions</td>
<td>30,386</td>
<td>21,973</td>
<td>38.3%</td>
<td>30,386</td>
<td>21,973</td>
<td>38.3%</td>
</tr>
<tr>
<td>Corporate Meetings</td>
<td>7,874</td>
<td>7,444</td>
<td>5.8%</td>
<td>7,874</td>
<td>7,444</td>
<td>5.8%</td>
</tr>
<tr>
<td>Incentive</td>
<td>5,733</td>
<td>5,308</td>
<td>8.0%</td>
<td>5,733</td>
<td>5,308</td>
<td>8.0%</td>
</tr>
<tr>
<td>Other Business</td>
<td>21,597</td>
<td>20,561</td>
<td>5.0%</td>
<td>21,597</td>
<td>20,561</td>
<td>5.0%</td>
</tr>
<tr>
<td>Visit Friends/Rel.</td>
<td>45,055</td>
<td>42,796</td>
<td>5.3%</td>
<td>45,055</td>
<td>42,796</td>
<td>5.3%</td>
</tr>
<tr>
<td>Gov/Military</td>
<td>8,918</td>
<td>8,439</td>
<td>-5.8%</td>
<td>6,918</td>
<td>8,439</td>
<td>-18.0%</td>
</tr>
<tr>
<td>Attend School</td>
<td>2,451</td>
<td>2,458</td>
<td>-0.3%</td>
<td>2,451</td>
<td>2,458</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Sport Events</td>
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<td>10,981</td>
<td>10,911</td>
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<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
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<td>% First Timers **</td>
<td>25.9</td>
<td>25.7</td>
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<td>25.9</td>
<td>25.7</td>
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<tr>
<td>% Repeaters **</td>
<td>74.1</td>
<td>74.3</td>
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<td>74.1</td>
<td>74.3</td>
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<td>Average # of Trips</td>
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<td>6.20</td>
<td>6.22</td>
<td>-0.3%</td>
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<td>19,140</td>
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<td>19,140</td>
<td>14,467</td>
<td>32.3%</td>
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<td>3.3%</td>
<td>398,982</td>
<td>396,190</td>
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<td>87,078</td>
<td>85,977</td>
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<td>5.2%</td>
<td>331,044</td>
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<td>Net True Independent</td>
<td>325,166</td>
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<td>325,166</td>
<td>310,424</td>
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** Change represents absolute change in rates rather than percentage change in rate.
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<th>Region</th>
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<th>2011P</th>
<th>2010P</th>
<th>% CHANGE</th>
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<td>172,819</td>
<td>163,895</td>
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<td>106,995</td>
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<td>106,995</td>
<td>95,970</td>
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<td>18,117</td>
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<td>18,117</td>
<td>19,482</td>
<td>-7.0%</td>
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<td>37,365</td>
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<td>37,365</td>
<td>38,457</td>
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<td>45,594</td>
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<td>27,856</td>
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<td>30,640</td>
<td>27,856</td>
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<tr>
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<td>19,068</td>
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<td>14,622</td>
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<td>35,260</td>
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<td>5,614</td>
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<td>9,238</td>
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<td>9,087</td>
<td>9,238</td>
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<td>19,172</td>
<td>19,238</td>
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<td>4,552</td>
<td>4,460</td>
<td>2.1%</td>
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<td>9,215</td>
<td>9,103</td>
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<td>5,551</td>
<td>5,313</td>
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<td>453</td>
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<td>416</td>
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<td>416</td>
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<tr>
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<td>1,875</td>
<td>2,003</td>
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<td>4,280</td>
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<td>2,499</td>
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<td>1,530</td>
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<td>495</td>
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<td>1,167</td>
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<td>1,167</td>
<td>887</td>
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<td>261</td>
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<td>44.9%</td>
<td>6,051</td>
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<td>405</td>
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<td>12,513</td>
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<td>7.1%</td>
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<td>386</td>
<td>416</td>
<td>-7.2%</td>
<td>386</td>
<td>416</td>
<td>-7.2%</td>
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<td>281</td>
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<td>48</td>
<td>-75.0%</td>
<td>12</td>
<td>48</td>
<td>-75.0%</td>
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<tr>
<td>...Other</td>
<td>11,815</td>
<td>10,801</td>
<td>9.4%</td>
<td>11,815</td>
<td>10,801</td>
<td>9.4%</td>
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<tr>
<td>TABLE 3: INTERNATIONAL VISITORS BY AIR</td>
<td>JANUARY</td>
<td>2012P</td>
<td>2011P</td>
<td>% CHANGE</td>
<td>YEAR-TO-DATE</td>
<td>2012P</td>
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<td>---------</td>
<td>-------</td>
<td>-------</td>
<td>----------</td>
<td>--------------</td>
<td>-------</td>
</tr>
<tr>
<td>INTERNATIONAL VISITOR DAYS</td>
<td>1,888,632</td>
<td>1,548,021</td>
<td>22.0%</td>
<td>1,888,632</td>
<td>1,548,021</td>
<td>22.0%</td>
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<tr>
<td>INTERNATIONAL VISITORS</td>
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<td>185,614</td>
<td>14.1%</td>
<td>211,730</td>
<td>185,614</td>
<td>14.1%</td>
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<td>INTERNATIONAL AVERAGE DAILY CENSUS</td>
<td>60,924</td>
<td>49,936</td>
<td>22.0%</td>
<td>60,924</td>
<td>49,936</td>
<td>22.0%</td>
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<tr>
<td>INTERNATIONAL AVERAGE DAILY SEATS (EST)</td>
<td>290,885</td>
<td>244,497</td>
<td>19.0%</td>
<td>290,885</td>
<td>244,497</td>
<td>19.0%</td>
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<td>INTERNATIONAL LOAD FACTOR (EST)</td>
<td>78.5%</td>
<td>82.2%</td>
<td>-3.7%</td>
<td>78.5%</td>
<td>82.2%</td>
<td>-3.7%</td>
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<td>ISLANDS VISITED</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>O'ahu</td>
<td>176,222</td>
<td>159,298</td>
<td>10.6%</td>
<td>176,222</td>
<td>159,298</td>
<td>10.6%</td>
</tr>
<tr>
<td>O'ahu only</td>
<td>135,287</td>
<td>124,858</td>
<td>8.4%</td>
<td>135,287</td>
<td>124,858</td>
<td>8.4%</td>
</tr>
<tr>
<td>Kaua'i</td>
<td>11,810</td>
<td>8,379</td>
<td>40.9%</td>
<td>11,810</td>
<td>8,379</td>
<td>40.9%</td>
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<tr>
<td>Kaua'i only</td>
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<td>81.6%</td>
<td>3,850</td>
<td>2,120</td>
<td>81.6%</td>
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<td>43,214</td>
<td>32,860</td>
<td>31.5%</td>
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<tr>
<td>Maui</td>
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<td>34.6%</td>
<td>42,617</td>
<td>31,664</td>
<td>34.6%</td>
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<tr>
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<td>21,468</td>
<td>15,672</td>
<td>37.0%</td>
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<tr>
<td>Moloka'i *</td>
<td>958</td>
<td>634</td>
<td>51.1%</td>
<td>958</td>
<td>634</td>
<td>51.1%</td>
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<tr>
<td>Moloka'i only *</td>
<td>51</td>
<td>78</td>
<td>-34.6%</td>
<td>51</td>
<td>78</td>
<td>-34.6%</td>
</tr>
<tr>
<td>Lāna'i *</td>
<td>1,517</td>
<td>908</td>
<td>67.1%</td>
<td>1,517</td>
<td>908</td>
<td>67.1%</td>
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<tr>
<td>Lāna'i only *</td>
<td>67</td>
<td>321</td>
<td>-79.1%</td>
<td>67</td>
<td>321</td>
<td>-79.1%</td>
</tr>
<tr>
<td>Big Island</td>
<td>33,783</td>
<td>26,939</td>
<td>25.4%</td>
<td>33,783</td>
<td>26,939</td>
<td>25.4%</td>
</tr>
<tr>
<td>Kona side</td>
<td>25,171</td>
<td>19,283</td>
<td>30.5%</td>
<td>25,171</td>
<td>19,283</td>
<td>30.5%</td>
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<tr>
<td>Hilo side</td>
<td>15,752</td>
<td>13,017</td>
<td>21.0%</td>
<td>15,752</td>
<td>13,017</td>
<td>21.0%</td>
</tr>
<tr>
<td>Big Island only</td>
<td>7,445</td>
<td>6,147</td>
<td>21.1%</td>
<td>7,445</td>
<td>6,147</td>
<td>21.1%</td>
</tr>
<tr>
<td>Any Neighbor Island</td>
<td>76,443</td>
<td>60,756</td>
<td>25.8%</td>
<td>76,443</td>
<td>60,756</td>
<td>25.8%</td>
</tr>
<tr>
<td>Ni only</td>
<td>35,508</td>
<td>26,316</td>
<td>34.9%</td>
<td>35,508</td>
<td>26,316</td>
<td>34.9%</td>
</tr>
<tr>
<td>O'ahu &amp; Ni</td>
<td>40,935</td>
<td>34,440</td>
<td>18.9%</td>
<td>40,935</td>
<td>34,440</td>
<td>18.9%</td>
</tr>
<tr>
<td>Any one island only</td>
<td>168,168</td>
<td>149,196</td>
<td>12.7%</td>
<td>168,168</td>
<td>149,196</td>
<td>12.7%</td>
</tr>
<tr>
<td>Multiple Islands</td>
<td>43,562</td>
<td>36,418</td>
<td>19.6%</td>
<td>43,562</td>
<td>36,418</td>
<td>19.6%</td>
</tr>
<tr>
<td>Avg. Islands Visited</td>
<td>1.26</td>
<td>1.23</td>
<td>2.7%</td>
<td>1.26</td>
<td>1.23</td>
<td>2.7%</td>
</tr>
<tr>
<td>Average Length of Stay in Hawai'i</td>
<td>8.92</td>
<td>8.34</td>
<td>7.0%</td>
<td>8.92</td>
<td>8.34</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

| ACCOMMODATIONS                       |         |       |      |           |            |       |
| Plan to stay in Hotel                | 164,714 | 143,041 | 15.2%| 164,714   | 143,041   | 15.2% |
| Hotel only                           | 151,318 | 134,685 | 12.3%| 151,318   | 134,685   | 12.3% |
| Plan to stay in Condo                | 33,885  | 28,516  | 18.8%| 33,885    | 28,516    | 18.8% |
| Condo only                           | 26,334  | 22,415  | 17.5%| 26,334    | 22,415    | 17.5% |
| Plan to stay in Timeshare            | 10,801  | 8,117   | 33.1%| 10,801    | 8,117     | 33.1% |
| Timeshare only                       | 8,222   | 5,579   | 47.4%| 8,222     | 5,579     | 47.4% |
| Cruise Ship                          | 1,759   | 674     | 161.0%| 1,759     | 674       | 161.0% |
| Friends/Relatives                    | 8,110   | 6,988   | 16.1%| 8,110     | 6,988     | 16.1% |
| Bed & Breakfast                      | 879     | 1,213   | -27.5%| 879       | 1,213     | -27.5% |
| Other                                | 613     | 3,291   | -81.4%| 613       | 3,291     | -81.4% |

* Sample sizes for Moloka'i and Lāna'i are relatively small.
<table>
<thead>
<tr>
<th>PURPOSE OF TRIP</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure (Net)</td>
<td>186,917</td>
<td>158,487</td>
<td>17.9%</td>
<td>186,917</td>
<td>158,487</td>
<td>17.9%</td>
</tr>
<tr>
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<td>3.4%</td>
<td>20,781</td>
<td>20,091</td>
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<tr>
<td>Get Married</td>
<td>4,567</td>
<td>4,266</td>
<td>7.1%</td>
<td>4,567</td>
<td>4,266</td>
<td>7.1%</td>
</tr>
<tr>
<td>Pleasure/Vacation</td>
<td>166,507</td>
<td>137,155</td>
<td>21.4%</td>
<td>166,507</td>
<td>137,155</td>
<td>21.4%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>11,859</td>
<td>9,798</td>
<td>21.0%</td>
<td>11,859</td>
<td>9,798</td>
<td>21.0%</td>
</tr>
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<td>7,564</td>
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<td>2,343</td>
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<td>975</td>
<td>2,447</td>
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<td>7,996</td>
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<td>537</td>
<td>374</td>
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<tr>
<td>Sport Events</td>
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<td>2,255</td>
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<td>-9.2%</td>
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</table>
| ** Change represents absolute change in rates rather than percentage change in rate. **

<table>
<thead>
<tr>
<th>TRAVEL STATUS</th>
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<th></th>
<th></th>
<th></th>
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<td>% First Timers **</td>
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<td>42.2</td>
<td>44.0</td>
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<td>% Repeaters **</td>
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<td>57.8</td>
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</tr>
<tr>
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<td>35,248</td>
<td>43,732</td>
<td>-19.4%</td>
</tr>
<tr>
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<td>176,482</td>
<td>141,882</td>
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<td>93,920</td>
<td>81,468</td>
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</tr>
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<td>Net True Independent</td>
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<td>76,142</td>
<td>23.3%</td>
<td>93,920</td>
<td>76,142</td>
<td>23.3%</td>
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</table>

** Change represents absolute change in rates rather than percentage change in rate.
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<tr>
<th>TABLE 4. TOTAL U.S. WEST VISITORS BY AIR</th>
<th>JANUARY</th>
<th>YEAR-TO-DATE</th>
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<td></td>
<td>2012P</td>
<td>2011p</td>
</tr>
<tr>
<td></td>
<td>2012P</td>
<td>2011p</td>
</tr>
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<td>209,489</td>
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<td>6,305</td>
</tr>
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<td>80,216</td>
<td>76,401</td>
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<td></td>
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<tr>
<td>O'ahu</td>
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<td>97,518</td>
</tr>
<tr>
<td>O'ahu only</td>
<td>77,479</td>
<td>75,909</td>
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<td>Kaua'i</td>
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<td>32,327</td>
</tr>
<tr>
<td>Kaua'i only</td>
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<td>21,197</td>
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<td>Maui County</td>
<td>76,891</td>
<td>75,603</td>
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<tr>
<td>Maui</td>
<td>75,083</td>
<td>73,604</td>
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<tr>
<td>Maui only</td>
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<td>57,244</td>
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<td>1,831</td>
</tr>
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<td>Moloka'i only *</td>
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<td>397</td>
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<tr>
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<td>2,189</td>
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<td>Lāna'i only *</td>
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<td>637</td>
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<td>Big Island</td>
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<td>44,707</td>
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<td>Kona side</td>
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<td>39,894</td>
</tr>
<tr>
<td>Hilo side</td>
<td>12,623</td>
<td>11,552</td>
</tr>
<tr>
<td>Big Island only</td>
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<td>31,235</td>
</tr>
<tr>
<td>Any Neighbor Island</td>
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<td>139,885</td>
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<td>Ni only</td>
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<tr>
<td>O'ahu &amp; Ni</td>
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<td>21,609</td>
</tr>
<tr>
<td>Any one island only</td>
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<td>186,619</td>
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<td>Multiple Islands</td>
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<td>Avg. Islands Visited</td>
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<td>1.17</td>
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<td>Average Length of Stay in Hawaii</td>
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<td>ACCOMMODATIONS</td>
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<td>Plan to stay in Hotel</td>
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<td>Plan to stay in Condo</td>
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<tr>
<td>Plan to stay in Timeshare</td>
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<tr>
<td>Timeshare only</td>
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</tr>
<tr>
<td>Cruise Ship</td>
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<td>1,834</td>
</tr>
<tr>
<td>Friends/Relatives</td>
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</tr>
<tr>
<td>Bed &amp; Breakfast</td>
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<td>2,384</td>
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<tr>
<td>Other</td>
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<td>6,202</td>
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* Sample sizes for Moloka'i and Lāna'i are relatively small.
<table>
<thead>
<tr>
<th>PURPOSE OF TRIP</th>
<th>JANUARY 2012P</th>
<th>JANUARY 2011p</th>
<th>% CHANGE</th>
<th>YEAR-TO-DATE 2012P</th>
<th>YEAR-TO-DATE 2011p</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure (Net)</td>
<td>175,494</td>
<td>169,120</td>
<td>3.8%</td>
<td>175,494</td>
<td>169,120</td>
<td>3.8%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>4,783</td>
<td>4,746</td>
<td>0.8%</td>
<td>4,783</td>
<td>4,746</td>
<td>0.8%</td>
</tr>
<tr>
<td>Get Married</td>
<td>1,702</td>
<td>1,609</td>
<td>5.8%</td>
<td>1,702</td>
<td>1,609</td>
<td>5.8%</td>
</tr>
<tr>
<td>Pleasure/Vacation</td>
<td>170,822</td>
<td>164,515</td>
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<td>170,822</td>
<td>164,515</td>
<td>3.8%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>16,238</td>
<td>14,580</td>
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<td>16,238</td>
<td>14,580</td>
<td>11.4%</td>
</tr>
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<td>9,744</td>
<td>14.0%</td>
</tr>
<tr>
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<td>3,551</td>
<td>5.4%</td>
<td>3,744</td>
<td>3,551</td>
<td>5.4%</td>
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<tr>
<td>Incentive</td>
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<td>1,868</td>
<td>1,649</td>
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</tr>
<tr>
<td>Other Business</td>
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<td>12,131</td>
<td>4.3%</td>
<td>12,658</td>
<td>12,131</td>
<td>4.3%</td>
</tr>
<tr>
<td>Visit Friends/Rel.</td>
<td>27,310</td>
<td>24,903</td>
<td>9.7%</td>
<td>27,310</td>
<td>24,903</td>
<td>9.7%</td>
</tr>
<tr>
<td>Gov't/Military</td>
<td>2,732</td>
<td>3,649</td>
<td>-25.1%</td>
<td>2,732</td>
<td>3,649</td>
<td>-25.1%</td>
</tr>
<tr>
<td>Attend School</td>
<td>1,107</td>
<td>1,200</td>
<td>-7.8%</td>
<td>1,107</td>
<td>1,200</td>
<td>-7.8%</td>
</tr>
<tr>
<td>Sport Events</td>
<td>5,451</td>
<td>5,367</td>
<td>1.6%</td>
<td>5,451</td>
<td>5,367</td>
<td>1.6%</td>
</tr>
<tr>
<td>TRAVEL STATUS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% First Timers</td>
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<td>16.1</td>
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<tr>
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<td>83.9</td>
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<tr>
<td>Average # of Trips</td>
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<td>7.5</td>
<td>7.4</td>
<td>1.0%</td>
</tr>
<tr>
<td>Group Tour</td>
<td>4,637</td>
<td>4,089</td>
<td>13.4%</td>
<td>4,637</td>
<td>4,089</td>
<td>13.4%</td>
</tr>
<tr>
<td>Non-Group</td>
<td>218,277</td>
<td>211,705</td>
<td>3.1%</td>
<td>218,277</td>
<td>211,705</td>
<td>3.1%</td>
</tr>
<tr>
<td>Package Trip</td>
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<td>37,445</td>
<td>38,164</td>
<td>-1.9%</td>
</tr>
<tr>
<td>No Package</td>
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<td>177,630</td>
<td>4.4%</td>
<td>185,469</td>
<td>177,630</td>
<td>4.4%</td>
</tr>
<tr>
<td>Net True Independent</td>
<td>183,362</td>
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<td>183,362</td>
<td>175,944</td>
<td>4.2%</td>
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</tbody>
</table>

** Change represents absolute change in rates rather percentage change in rates.
<table>
<thead>
<tr>
<th></th>
<th>JANUARY 2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>JANUARY 2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
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</thead>
<tbody>
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<td>VISITOR DAYS</td>
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<td>1,899,774</td>
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<td>3,514</td>
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<tr>
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<td>61,283</td>
<td>59,484</td>
<td>3.0%</td>
</tr>
<tr>
<td>ISLANDS VISITED</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>7.1%</td>
</tr>
<tr>
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<td>29,489</td>
<td>27,668</td>
<td>6.6%</td>
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<tr>
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<tr>
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<td>2,276</td>
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</tr>
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<tr>
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<tr>
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<td>-1.7%</td>
</tr>
<tr>
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<td>12,952</td>
<td>1.3%</td>
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<tr>
<td>Big Island only</td>
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<td>5.1%</td>
</tr>
<tr>
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<td>64,847</td>
<td>63,179</td>
<td>2.6%</td>
</tr>
<tr>
<td>O'ahu &amp; Ni</td>
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<td>34,084</td>
<td>30,927</td>
<td>10.2%</td>
</tr>
<tr>
<td>Any one island only</td>
<td>108,063</td>
<td>105,487</td>
<td>2.4%</td>
<td>108,063</td>
<td>105,487</td>
<td>2.4%</td>
</tr>
<tr>
<td>Multiple Islands</td>
<td>41,984</td>
<td>38,666</td>
<td>8.6%</td>
<td>41,984</td>
<td>38,666</td>
<td>8.6%</td>
</tr>
<tr>
<td>Avg. Islands Visited</td>
<td>1.41</td>
<td>1.39</td>
<td>0.8%</td>
<td>1.41</td>
<td>1.39</td>
<td>0.8%</td>
</tr>
<tr>
<td>Average Length of Stay in Hawai'i</td>
<td>12.66</td>
<td>12.79</td>
<td>-1.0%</td>
<td>12.66</td>
<td>12.79</td>
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</tr>
<tr>
<td>ACCOMMODATIONS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Plan to stay in Hotel</td>
<td>92,084</td>
<td>86,587</td>
<td>6.3%</td>
<td>92,084</td>
<td>86,587</td>
<td>6.3%</td>
</tr>
<tr>
<td>Hotel only</td>
<td>74,993</td>
<td>69,858</td>
<td>7.4%</td>
<td>74,993</td>
<td>69,858</td>
<td>7.4%</td>
</tr>
<tr>
<td>Plan to stay in Condo</td>
<td>24,963</td>
<td>24,824</td>
<td>0.6%</td>
<td>24,963</td>
<td>24,824</td>
<td>0.6%</td>
</tr>
<tr>
<td>Condo only</td>
<td>17,355</td>
<td>17,456</td>
<td>-0.6%</td>
<td>17,355</td>
<td>17,456</td>
<td>-0.6%</td>
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<tr>
<td>Plan to stay in Timeshare</td>
<td>18,419</td>
<td>17,910</td>
<td>2.8%</td>
<td>18,419</td>
<td>17,910</td>
<td>2.8%</td>
</tr>
<tr>
<td>Timeshare only</td>
<td>13,700</td>
<td>12,841</td>
<td>6.7%</td>
<td>13,700</td>
<td>12,841</td>
<td>6.7%</td>
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<tr>
<td>Cruise Ship</td>
<td>5,474</td>
<td>5,442</td>
<td>0.6%</td>
<td>5,474</td>
<td>5,442</td>
<td>0.6%</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>16,505</td>
<td>16,932</td>
<td>-2.5%</td>
<td>16,505</td>
<td>16,932</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Bed &amp; Breakfast</td>
<td>2,210</td>
<td>2,197</td>
<td>0.6%</td>
<td>2,210</td>
<td>2,197</td>
<td>0.6%</td>
</tr>
<tr>
<td>Other</td>
<td>2,786</td>
<td>3,155</td>
<td>-11.7%</td>
<td>2,786</td>
<td>3,155</td>
<td>-11.7%</td>
</tr>
</tbody>
</table>
* Sample sizes for Moloka'i and Lāna'i are relatively small.
<table>
<thead>
<tr>
<th>PURPOSE OF TRIP</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure (Net)</td>
<td>110,408</td>
<td>108,209</td>
<td>2.0%</td>
<td>110,408</td>
<td>108,209</td>
<td>2.0%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>4,720</td>
<td>4,856</td>
<td>-2.8%</td>
<td>4,720</td>
<td>4,856</td>
<td>-2.8%</td>
</tr>
<tr>
<td>Get Married</td>
<td>1,181</td>
<td>1,063</td>
<td>11.1%</td>
<td>1,181</td>
<td>1,063</td>
<td>11.1%</td>
</tr>
<tr>
<td>Pleasure/Vacation</td>
<td>105,921</td>
<td>103,753</td>
<td>2.1%</td>
<td>105,921</td>
<td>103,753</td>
<td>2.1%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>22,873</td>
<td>15,746</td>
<td>45.3%</td>
<td>22,873</td>
<td>15,746</td>
<td>45.3%</td>
</tr>
<tr>
<td>Conventions</td>
<td>16,664</td>
<td>9,911</td>
<td>68.1%</td>
<td>16,664</td>
<td>9,911</td>
<td>68.1%</td>
</tr>
<tr>
<td>Corporate Meetings</td>
<td>3,701</td>
<td>3,249</td>
<td>13.9%</td>
<td>3,701</td>
<td>3,249</td>
<td>13.9%</td>
</tr>
<tr>
<td>Incentive</td>
<td>3,490</td>
<td>3,176</td>
<td>9.9%</td>
<td>3,490</td>
<td>3,176</td>
<td>9.9%</td>
</tr>
<tr>
<td>Other Business</td>
<td>7,710</td>
<td>7,136</td>
<td>8.0%</td>
<td>7,710</td>
<td>7,136</td>
<td>8.0%</td>
</tr>
<tr>
<td>Visit Friends/Rel.</td>
<td>15,742</td>
<td>15,141</td>
<td>4.0%</td>
<td>15,742</td>
<td>15,141</td>
<td>4.0%</td>
</tr>
<tr>
<td>Gov’t/Military</td>
<td>4,036</td>
<td>5,400</td>
<td>-25.3%</td>
<td>4,036</td>
<td>5,400</td>
<td>-25.3%</td>
</tr>
<tr>
<td>Attend School</td>
<td>811</td>
<td>825</td>
<td>-1.7%</td>
<td>811</td>
<td>825</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Sport Events</td>
<td>4,674</td>
<td>4,711</td>
<td>-0.8%</td>
<td>4,674</td>
<td>4,711</td>
<td>-0.8%</td>
</tr>
<tr>
<td>**</td>
<td>34.8</td>
<td>34.8</td>
<td>0.0</td>
<td>34.8</td>
<td>34.8</td>
<td>0.0</td>
</tr>
<tr>
<td>% Repeateders</td>
<td>65.2</td>
<td>65.2</td>
<td>0.0</td>
<td>65.2</td>
<td>65.2</td>
<td>0.0</td>
</tr>
<tr>
<td>Average # of Trips</td>
<td>4.9</td>
<td>4.9</td>
<td>-1.5%</td>
<td>4.9</td>
<td>4.9</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Group Tour</td>
<td>11,221</td>
<td>7,896</td>
<td>42.1%</td>
<td>11,221</td>
<td>7,896</td>
<td>42.1%</td>
</tr>
<tr>
<td>Non-Group</td>
<td>138,826</td>
<td>124,717</td>
<td>11.3%</td>
<td>138,826</td>
<td>124,717</td>
<td>11.3%</td>
</tr>
<tr>
<td>Package Trip</td>
<td>35,260</td>
<td>34,160</td>
<td>3.2%</td>
<td>35,260</td>
<td>34,160</td>
<td>3.2%</td>
</tr>
<tr>
<td>No Package</td>
<td>114,787</td>
<td>102,918</td>
<td>11.5%</td>
<td>114,787</td>
<td>102,918</td>
<td>11.5%</td>
</tr>
<tr>
<td>Net True Independent</td>
<td>111,887</td>
<td>108,120</td>
<td>3.5%</td>
<td>111,887</td>
<td>108,120</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

**Change represents absolute change in rates rather percentage change in rates.**
<table>
<thead>
<tr>
<th></th>
<th>JANUARY</th>
<th>% CHANGE</th>
<th>YEAR-TO-DATE</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VISITOR DAYS</td>
<td>642,665</td>
<td>617,286</td>
<td>642,665</td>
<td>617,286</td>
</tr>
<tr>
<td>TOTAL VISITORS</td>
<td>108,625</td>
<td>104,580</td>
<td>108,625</td>
<td>104,580</td>
</tr>
<tr>
<td>Domestic</td>
<td>458</td>
<td>473</td>
<td>458</td>
<td>473</td>
</tr>
<tr>
<td>AVERAGE DAILY CENSUS</td>
<td>20,731</td>
<td>19,912</td>
<td>20,731</td>
<td>19,912</td>
</tr>
</tbody>
</table>

| ISLANDS VISITED         |             |           |             |           |
|                         |             |           |             |           |
| O'ahu                   | 104,395     | 100,821   | 104,395     | 100,821   |
| O'ahu only              | 86,828      | 84,977    | 86,828      | 84,977    |
| Kaua'i                  | 2,199       | 1,923     | 2,199       | 1,923     |
| Kaua'i only             | 82          | 270       | 82          | 270       |
| Maui County             | 5,776       | 5,407     | 5,776       | 5,407     |
| Maui                    | 5,497       | 5,133     | 5,497       | 5,133     |
| Maui only               | 560         | 1,331     | 560         | 1,331     |
| Moloka'i                | 178         | 25        | 178         | 25        |
| Moloka'i only           | 0           | 0         | 0           | 0         |
| Lāna'i                  | 354         | 311       | 354         | 311       |
| Lāna'i only             | 25          | 134       | 25          | 134       |
| Big Island              | 15,566      | 13,834    | 15,566      | 13,834    |
| Kona side               | 10,557      | 8,090     | 10,557      | 8,090     |
| Hilo side               | 6,952       | 7,057     | 6,952       | 7,057     |
| Big Island only         | 3,993       | 1,880     | 3,993       | 1,880     |
| Any Neighbor Island     | 21,797      | 19,603    | 21,797      | 19,603    |
| Ni only                 | 4,230       | 3,759     | 4,230       | 3,759     |
| O'ahu & Ni              | 17,567      | 15,844    | 17,567      | 15,844    |
| Any one island only     | 90,888      | 88,592    | 90,888      | 88,592    |
| Multiple Islands        | 17,737      | 15,988    | 17,737      | 15,988    |
| Avg. Islands Visited    | 1.18        | 1.17      | 1.18        | 1.17      |
| Average Length of Stay in Hawai'i | 5.92 | 5.90 | 0.2% | 5.92 | 5.90 | 0.2% |

| ACCOMMODATIONS          |             |           |             |           |
|                         |             |           |             |           |
| Plan to stay in Hotel   | 95,045      | 91,378    | 95,045      | 91,378    |
| Hotel only              | 92,593      | 89,903    | 92,593      | 89,903    |
| Plan to stay in Condo   | 10,619      | 10,284    | 10,619      | 10,284    |
| Condo only              | 8,636       | 8,784     | 8,636       | 8,784     |
| Plan to stay in Timeshare| 3,759     | 3,201     | 3,759       | 3,201     |
| Timeshare only          | 3,101       | 2,383     | 3,101       | 2,383     |
| Cruise Ship             | 183         | 87        | 183         | 87        |
| Friends/Relatives       | 1,527       | 1,498     | 1,527       | 1,498     |
| Bed & Breakfast         | 67          | 75        | 67          | 75        |
| Other                   | 130         | 67        | 130         | 67        |

* Sample sizes for Moloka'i and Lāna'i are relatively small.
<table>
<thead>
<tr>
<th>PURPOSE OF TRIP</th>
<th>JANUARY 2012P</th>
<th>JANUARY 2011p</th>
<th>% CHANGE</th>
<th>YEAR-TO-DATE 2012P</th>
<th>YEAR-TO-DATE 2011p</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pleasure (Net)</strong></td>
<td>97,565</td>
<td>93,162</td>
<td>4.7%</td>
<td>97,565</td>
<td>93,162</td>
<td>4.7%</td>
</tr>
<tr>
<td><strong>Honeymoon</strong></td>
<td>15,595</td>
<td>13,913</td>
<td>12.1%</td>
<td>15,595</td>
<td>13,913</td>
<td>12.1%</td>
</tr>
<tr>
<td><strong>Get Married</strong></td>
<td>3,676</td>
<td>3,776</td>
<td>-2.6%</td>
<td>3,676</td>
<td>3,776</td>
<td>-2.6%</td>
</tr>
<tr>
<td><strong>Pleasure/Vacation</strong></td>
<td>82,340</td>
<td>78,117</td>
<td>5.4%</td>
<td>82,340</td>
<td>78,117</td>
<td>5.4%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>3,375</td>
<td>4,014</td>
<td>-15.9%</td>
<td>3,375</td>
<td>4,014</td>
<td>-15.9%</td>
</tr>
<tr>
<td>Conventions</td>
<td>581</td>
<td>677</td>
<td>-14.2%</td>
<td>581</td>
<td>677</td>
<td>-14.2%</td>
</tr>
<tr>
<td>Corporate Meetings</td>
<td>1,274</td>
<td>1,258</td>
<td>1.3%</td>
<td>1,274</td>
<td>1,258</td>
<td>1.3%</td>
</tr>
<tr>
<td>Incentive</td>
<td>1,608</td>
<td>2,286</td>
<td>-29.7%</td>
<td>1,608</td>
<td>2,286</td>
<td>-29.7%</td>
</tr>
<tr>
<td>Other Business</td>
<td>561</td>
<td>867</td>
<td>-35.3%</td>
<td>561</td>
<td>867</td>
<td>-35.3%</td>
</tr>
<tr>
<td>Visit Friends/Rel.</td>
<td>2,222</td>
<td>2,035</td>
<td>9.2%</td>
<td>2,222</td>
<td>2,035</td>
<td>9.2%</td>
</tr>
<tr>
<td>Gov’t/Military</td>
<td>22</td>
<td>137</td>
<td>-83.9%</td>
<td>22</td>
<td>137</td>
<td>-83.9%</td>
</tr>
<tr>
<td>Attend School</td>
<td>116</td>
<td>189</td>
<td>-38.6%</td>
<td>116</td>
<td>189</td>
<td>-38.6%</td>
</tr>
<tr>
<td>Sport Events</td>
<td>1,737</td>
<td>1,929</td>
<td>-10.0%</td>
<td>1,737</td>
<td>1,929</td>
<td>-10.0%</td>
</tr>
<tr>
<td><strong>TRAVEL STATUS</strong></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>% First Timers **</td>
<td>39.0</td>
<td>40.3</td>
<td>-1.4%</td>
<td>39.0</td>
<td>40.3</td>
<td>-1.4%</td>
</tr>
<tr>
<td>% Repeaters **</td>
<td>61.0</td>
<td>59.7</td>
<td>1.4%</td>
<td>61.0</td>
<td>59.7</td>
<td>1.4%</td>
</tr>
<tr>
<td>Average # of Trips</td>
<td>3.8</td>
<td>4.2</td>
<td>-9.5%</td>
<td>3.8</td>
<td>4.2</td>
<td>-9.5%</td>
</tr>
<tr>
<td>Group Tour</td>
<td>27,992</td>
<td>35,975</td>
<td>-22.2%</td>
<td>27,992</td>
<td>35,975</td>
<td>-22.2%</td>
</tr>
<tr>
<td>Non-Group</td>
<td>80,633</td>
<td>58,111</td>
<td>38.8%</td>
<td>80,633</td>
<td>58,111</td>
<td>38.8%</td>
</tr>
<tr>
<td>Package Trip</td>
<td>79,633</td>
<td>77,755</td>
<td>2.4%</td>
<td>79,633</td>
<td>77,755</td>
<td>2.4%</td>
</tr>
<tr>
<td>No Package</td>
<td>28,992</td>
<td>26,825</td>
<td>8.1%</td>
<td>28,992</td>
<td>26,825</td>
<td>8.1%</td>
</tr>
<tr>
<td>Net True Independent</td>
<td>28,974</td>
<td>22,156</td>
<td>30.8%</td>
<td>28,974</td>
<td>22,156</td>
<td>30.8%</td>
</tr>
</tbody>
</table>

**change represents absolute change in rates rather percentage change in rates.**
| Table 7. Total Canadian Visitors by Air |

<table>
<thead>
<tr>
<th></th>
<th>JANUARY</th>
<th></th>
<th>YEAR-TO-DATE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012P</td>
<td>2011P</td>
<td>% CHANGE</td>
<td>2012P</td>
</tr>
<tr>
<td><strong>VISITOR DAYS</strong></td>
<td>977,253</td>
<td>842,362</td>
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<td>977,253</td>
</tr>
<tr>
<td><strong>TOTAL VISITORS</strong></td>
<td>64,063</td>
<td>58,773</td>
<td>9.0%</td>
<td>64,063</td>
</tr>
<tr>
<td>Domestic</td>
<td>21,515</td>
<td>25,154</td>
<td>-14.5%</td>
<td>21,515</td>
</tr>
<tr>
<td>International</td>
<td>42,548</td>
<td>33,619</td>
<td>26.6%</td>
<td>42,548</td>
</tr>
<tr>
<td><strong>AVERAGE DAILY CENSUS</strong></td>
<td>31,524</td>
<td>27,173</td>
<td>16.0%</td>
<td>31,524</td>
</tr>
<tr>
<td><strong>ISLANDS VISITED</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>O'ahu</td>
<td>28,221</td>
<td>26,907</td>
<td>4.9%</td>
<td>28,221</td>
</tr>
<tr>
<td>O'ahu only</td>
<td>18,564</td>
<td>16,549</td>
<td>12.2%</td>
<td>18,564</td>
</tr>
<tr>
<td>Kaua'i</td>
<td>8,708</td>
<td>8,462</td>
<td>2.9%</td>
<td>8,708</td>
</tr>
<tr>
<td>Kaua'i only</td>
<td>4,178</td>
<td>3,340</td>
<td>25.1%</td>
<td>4,178</td>
</tr>
<tr>
<td>Maui County</td>
<td>31,199</td>
<td>27,974</td>
<td>11.5%</td>
<td>31,199</td>
</tr>
<tr>
<td>Maui</td>
<td>30,861</td>
<td>27,372</td>
<td>12.7%</td>
<td>30,861</td>
</tr>
<tr>
<td>Maui only</td>
<td>22,353</td>
<td>19,421</td>
<td>15.1%</td>
<td>22,353</td>
</tr>
<tr>
<td>Moloka'i *</td>
<td>570</td>
<td>826</td>
<td>-31.0%</td>
<td>570</td>
</tr>
<tr>
<td>Moloka'i only *</td>
<td>70</td>
<td>118</td>
<td>-40.7%</td>
<td>70</td>
</tr>
<tr>
<td>Lāna'i *</td>
<td>631</td>
<td>384</td>
<td>64.3%</td>
<td>631</td>
</tr>
<tr>
<td>Lāna'i only *</td>
<td>46</td>
<td>30</td>
<td>53.3%</td>
<td>46</td>
</tr>
<tr>
<td>Big Island</td>
<td>12,722</td>
<td>12,267</td>
<td>3.7%</td>
<td>12,722</td>
</tr>
<tr>
<td>Kona side</td>
<td>11,737</td>
<td>11,233</td>
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</tr>
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<td>Hilo side</td>
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<tr>
<td>Big Island only</td>
<td>6,361</td>
<td>6,287</td>
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<tr>
<td>Any Neighbor Island</td>
<td>45,499</td>
<td>42,224</td>
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</tr>
<tr>
<td>Ni only</td>
<td>35,842</td>
<td>31,866</td>
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<tr>
<td>O'ahu &amp; Ni</td>
<td>9,657</td>
<td>10,358</td>
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<tr>
<td>Any one island only</td>
<td>51,572</td>
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<td>Multiple Islands</td>
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<td>Avg. Islands Visited</td>
<td>1.28</td>
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<td>Average Length of Stay in Hawaii</td>
<td>15.25</td>
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<td><strong>ACCOMMODATIONS</strong></td>
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<td>Plan to stay in Hotel</td>
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<td>28,086</td>
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<td>21,614</td>
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<td>Plan to stay in Condo</td>
<td>25,239</td>
<td>22,922</td>
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<tr>
<td>Condo only</td>
<td>19,922</td>
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<td>Plan to stay in Timeshare</td>
<td>6,792</td>
<td>6,414</td>
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<td>Timeshare only</td>
<td>4,757</td>
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<td>Bed &amp; Breakfast</td>
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<td>Other</td>
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* Sample sizes for Moloka'i and Lāna'i are relatively small.
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<th>PURPOSE OF TRIP</th>
<th>JANUARY 2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
<th>YEAR-TO-DATE 2012P</th>
<th>2011P</th>
<th>% CHANGE</th>
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<tr>
<td>Pleasure (Net)</td>
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<td>54,124</td>
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<td>59,976</td>
<td>54,124</td>
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<td>1,003</td>
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<td>22.0%</td>
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<td>Pleasure/Vacation</td>
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<td>53,188</td>
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<td>3,100</td>
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<td>3,100</td>
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<td>-46.6%</td>
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<tr>
<td>Incentive</td>
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<td>308</td>
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<td>191</td>
<td>308</td>
<td>-38.0%</td>
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<tr>
<td>Other Business</td>
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<td>448</td>
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<td>413</td>
<td>448</td>
<td>-7.8%</td>
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<td>Visit Friends/Rel.</td>
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<td>2,121</td>
<td>2,615</td>
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<tr>
<td>Govt/Military</td>
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<td>66</td>
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<td>61</td>
<td>66</td>
<td>-7.6%</td>
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<td>Attend School</td>
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<td>71</td>
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<td>103</td>
<td>71</td>
<td>45.1%</td>
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<tr>
<td>Sport Events</td>
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<td>493</td>
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<td>47.9%</td>
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<table>
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<td>% First Timers **</td>
<td>30.4</td>
<td>34.1</td>
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<td>30.4</td>
<td>34.1</td>
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<tr>
<td>% Repeaters **</td>
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<td>65.9</td>
<td>3.7%</td>
<td>69.6</td>
<td>65.9</td>
<td>3.7%</td>
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<tr>
<td>Average # of Trips</td>
<td>4.5</td>
<td>4.5</td>
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<td>4.5</td>
<td>4.5</td>
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<tr>
<td>Group Tour</td>
<td>1,015</td>
<td>1,525</td>
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<td>1,015</td>
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<td>Non-Group</td>
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<td>57,248</td>
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<td>63,048</td>
<td>57,248</td>
<td>10.1%</td>
</tr>
<tr>
<td>Package Trip</td>
<td>16,401</td>
<td>14,807</td>
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<td>16,401</td>
<td>14,807</td>
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<tr>
<td>No Package</td>
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<td>47,662</td>
<td>43,966</td>
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<tr>
<td>Net True Independent</td>
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<td>43,706</td>
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<td>47,478</td>
<td>43,706</td>
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** Change represents absolute change in rates rather percentage change in rates.
## January 2012 Arrivals at a Glance

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<tr>
<th>CATEGORY AND MMA</th>
<th>January 2012</th>
<th>January 2011</th>
<th>% change</th>
<th>YTD 2012</th>
<th>YTD 2011</th>
<th>% change</th>
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<tr>
<td><strong>TOTAL EXPENDITURES ($mil.)</strong></td>
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<td>1,180.6</td>
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<td>1,344.7</td>
<td>1,180.6</td>
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<td>1,341.2</td>
<td>1,178.2</td>
<td>13.8</td>
<td>1,341.2</td>
<td>1,178.2</td>
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<td>364.1</td>
<td>355.0</td>
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<td>341.5</td>
<td>1.5</td>
<td>346.7</td>
<td>341.5</td>
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<td>Japan</td>
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<td>177.8</td>
<td>22.9</td>
<td>218.5</td>
<td>177.8</td>
<td>22.9</td>
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<tr>
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<td>131.5</td>
<td>23.3</td>
<td>165.2</td>
<td>131.5</td>
<td>23.3</td>
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<td>All Others</td>
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<td>168.7</td>
<td>46.2</td>
<td>246.6</td>
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<td>Visitor arrivals by cruise ships</td>
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<td>2.5</td>
<td>39.1</td>
<td>3.4</td>
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<tr>
<td><strong>TOTAL VISITOR DAYS</strong></td>
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<td>6,437,283</td>
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<td>6,995,564</td>
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<tr>
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<td>6,375,938</td>
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<td>2,368,420</td>
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<td>2,486,692</td>
<td>2,368,420</td>
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<td>617,286</td>
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<td>842,362</td>
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<tr>
<td>All Others</td>
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<td>703,859</td>
<td>30.8</td>
<td>920,618</td>
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<td>68,562</td>
<td>61,345</td>
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<tr>
<td><strong>VISITOR ARRIVALS</strong></td>
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<td>643,616</td>
<td>597,487</td>
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Source: Hawai'i Tourism Authority
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<th>Mar</th>
<th>Apr</th>
<th>May</th>
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Visitor days

| TOTAL (air + ships) | 6,995,564 |         |         |         |         |         |         |
| Total by air       | 6,927,002 |         |         |         |         |         |         |
| U.S. West          | 2,486,692 |         |         |         |         |         |         |
| U.S. East          | 1,899,774 |         |         |         |         |         |         |
| Japan              | 642,665   |         |         |         |         |         |         |
| Canada             | 977,253   |         |         |         |         |         |         |
| All Others         | 920,618   |         |         |         |         |         |         |
| visitor arrivals by cruise ships | 68,562 |         |         |         |         |         |         |

Visitor arrivals

| TOTAL (air + ships) | 643,616   |         |         |         |         |         |         |
| Total by air       | 629,852   |         |         |         |         |         |         |
| U.S. West          | 222,914   |         |         |         |         |         |         |
| U.S. East          | 150,047   |         |         |         |         |         |         |
| Japan              | 108,625   |         |         |         |         |         |         |
| Canada             | 64,063    |         |         |         |         |         |         |
| All Others         | 84,203    |         |         |         |         |         |         |
| visitor arrivals by cruise ships | 13,764 |         |         |         |         |         |         |

length of stay

| TOTAL (air + ships) | 10.87     |         |         |         |         |         |         |
| Total by air       | 11.00     |         |         |         |         |         |         |
| U.S. West          | 11.16     |         |         |         |         |         |         |
| U.S. East          | 5.92      |         |         |         |         |         |         |
| Canada             | 15.25     |         |         |         |         |         |         |
| All Others         | 10.93     |         |         |         |         |         |         |
| visitor arrivals by cruise ships | 4.98 |         |         |         |         |         |         |

Per Person Per Day Spending

| TOTAL (air+ships) ($) | $192.2     |         |         |         |         |         |         |
| Total by air         | $193.6     |         |         |         |         |         |         |
| U.S. West            | $146.4     |         |         |         |         |         |         |
| U.S. East            | $182.5     |         |         |         |         |         |         |
| Japan                | $340.1     |         |         |         |         |         |         |
| Canada               | $169.0     |         |         |         |         |         |         |
| All Others           | $267.9     |         |         |         |         |         |         |
| visitor arrivals by cruise ships | $50.3 |         |         |         |         |         |         |

Per Person Per Trip Spending

<p>| TOTAL (air+ships) ($) | $2,089.2   |         |         |         |         |         |         |
| Total by air         | $2,129.4   |         |         |         |         |         |         |
| U.S. West            | $1,633.5   |         |         |         |         |         |         |
| U.S. East            | $2,310.6   |         |         |         |         |         |         |
| Japan                | $2,011.9   |         |         |         |         |         |         |
| Canada               | $2,578.7   |         |         |         |         |         |         |
| All Others           | $2,929.2   |         |         |         |         |         |         |
| visitor arrivals by cruise ships | $250.5 |         |         |         |         |         |         |</p>
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| Visitor days | | | | | | |
| TOTAL (air + ships) | 6,995,564 | | | | | |
| Total by air | 6,927,002 | | | | | |
| U.S. West | 2,486,692 | | | | | |
| U.S. East | 1,899,774 | | | | | |
| Japan | 642,665 | | | | | |
| Canada | 977,253 | | | | | |
| All Others | 920,818 | | | | | |
| Visitor arrivals by cruise ships | | 68,562 | | | | |

| Visitor arrivals | | | | | | |
| TOTAL (air + ships) | 643,616 | | | | | |
| Total by air | 629,852 | | | | | |
| U.S. West | 222,914 | | | | | |
| U.S. East | 150,047 | | | | | |
| Japan | 108,625 | | | | | |
| Canada | 64,063 | | | | | |
| All Others | 84,203 | | | | | |
| Visitor arrivals by cruise ships | | 13,764 | | | | |

| length of stay | | | | | | |
| TOTAL (air + ships) | 10.87 | | | | | |
| Total by air | 11.00 | | | | | |
| U.S. West | 11.16 | | | | | |
| U.S. East | 12.66 | | | | | |
| Japan | 5.92 | | | | | |
| Canada | 15.25 | | | | | |
| All Others | 10.93 | | | | | |
| Visitor arrivals by cruise ships | | 4.98 | | | | |

| Per Person Per Day Spending | | | | | | |
| TOTAL (air+ships) ($) | $192.2 | | | | | |
| Total by air | $193.6 | | | | | |
| U.S. West | $146.4 | | | | | |
| U.S. East | $182.5 | | | | | |
| Japan | $340.1 | | | | | |
| Canada | $169.0 | | | | | |
| All Others | $267.9 | | | | | |
| Visitor arrivals by cruise ships | | $50.3 | | | | |

| Per Person Per Trip Spending | | | | | | |
| TOTAL (air+ships) ($) | $2,089.2 | | | | | |
| Total by air | $2,129.4 | | | | | |
| U.S. West | $1,633.5 | | | | | |
| U.S. East | $2,310.6 | | | | | |
| Japan | $2,011.9 | | | | | |
| Canada | $2,578.7 | | | | | |
| All Others | $2,929.2 | | | | | |
| Visitor arrivals by cruise ships | | $250.5 | | | | |

Source: Hawai‘i Tourism Authority
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Source: Hawai'i Tourism Authority
### Monthly Island Highlights 2012

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### EXPENDITURES ($mil.)

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### Visitor days

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### Visitor arrivals

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### Per Person Per Day Spending

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### Per Person Per Trip Spending

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| Visitor days |   |   |   |   |
| TOTAL (air + ships) | 6,995,564 |   |   |   |
| Total by air | 6,927,002 |   |   |   |
| O'ahu | 3,177,062 |   |   |   |
| Maui | 1,819,502 |   |   |   |
| Moloka'i | 36,673 |   |   |   |
| Lâna'i | 25,913 |   |   |   |
| Kaua'i | 731,081 |   |   |   |
| Hawai'i Island | 1,136,770 |   |   |   |
| Visitor arrivals by cruise ships | 68,562 |   |   |   |

| Visitor arrivals |   |   |   |   |
| TOTAL (air + ships) | 643,616 |   |   |   |
| Total by air | 629,852 |   |   |   |
| O'ahu | 390,120 |   |   |   |
| Maui | 188,730 |   |   |   |
| Moloka'i | 4,937 |   |   |   |
| Lâna'i | 6,401 |   |   |   |
| Kaua'i | 83,360 |   |   |   |
| Hawai'i Island | 124,995 |   |   |   |
| Visitor arrivals by cruise ships | 13,764 |   |   |   |

| Length of stay |   |   |   |   |
| TOTAL (air + ships) | 10.87 |   |   |   |
| Total by air | 11.00 |   |   |   |
| O'ahu | 8.14 |   |   |   |
| Maui | 9.64 |   |   |   |
| Moloka'i | 7.43 |   |   |   |
| Lâna'i | 4.05 |   |   |   |
| Kaua'i | 8.77 |   |   |   |
| Hawai'i Island | 9.09 |   |   |   |
| Visitor arrivals by cruise ships | 4.98 |   |   |   |

| Per Person Per Day Spending |   |   |   |   |
| TOTAL (air+ships) ($) | $192.2 |   |   |   |
| Total by air | $193.6 |   |   |   |
| O'ahu | $206.3 |   |   |   |
| Maui | $201.4 |   |   |   |
| Moloka'i | $108.0 |   |   |   |
| Lâna'i | $280.2 |   |   |   |
| Kaua'i | $162.0 |   |   |   |
| Hawai'i Island | $166.8 |   |   |   |
| Visitor arrivals by cruise ships | $50.3 |   |   |   |

| Per Person Per Trip Spending |   |   |   |   |
| TOTAL (air+ships) ($) | $2,089.2 |   |   |   |
| Total by air | $2,129.4 |   |   |   |
| O'ahu | $1,680.1 |   |   |   |
| Maui | $1,942.1 |   |   |   |
| Moloka'i | $802.0 |   |   |   |
| Lâna'i | $1,134.3 |   |   |   |
| Kaua'i | $1,421.1 |   |   |   |
| Hawai'i Island | $1,516.5 |   |   |   |
| Visitor arrivals by cruise ships | $250.5 |   |   |   |

Source:Hawai'i Tourism Authority
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Source: Hawai‘i Tourism Authority
Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2012 vs 2011

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<th>Scheduled Seats</th>
<th>STATEWIDE</th>
<th>HONOLULU</th>
<th>KAHULUI</th>
<th>KONA</th>
<th>HILO</th>
<th>LIHUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Seats</td>
<td>828,165</td>
<td>803,159</td>
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<tr>
<td>Charter seats</td>
<td>11,518</td>
<td>8,178</td>
<td>40.8%</td>
<td>11,518</td>
<td>8,178</td>
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<tr>
<td>Domestic Seats</td>
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<td>314,513</td>
<td>345,379</td>
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</tr>
<tr>
<td>Scheduled Seats</td>
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<td>307,889</td>
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<tr>
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<td>6,710</td>
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Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division
<table>
<thead>
<tr>
<th>January</th>
<th>STATEWIDE</th>
<th>HONOLULU</th>
<th>KAHULUI</th>
<th>KONA</th>
<th>HILO</th>
<th>LIHUE</th>
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<tbody>
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<td>253,528</td>
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<td>4,894</td>
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<td>150,287</td>
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<tr>
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<td>1,260</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

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