

	TABLE 1. TOTAL VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	6,927,002	6,375,938	8.6%	6,927,002	6,375,938	8.6%
TOTAL VISITORS	629,852	586,271	7.4%	629,852	586,271	7.4%
Domestic	418,122	400,657	4.4%	418,122	400,657	4.4%
International	211,730	185,614	14.1%	211,730	185,614	14.1%
AVERAGE DAILY CENSUS	223,452	205,675	8.6%	223,452	205,675	8.6%
TOTAL AIR SEATS (EST)	828,165	804,269	3.0%	828,165	804,269	3.0%
TOTAL LOAD FACTOR (EST)	89.2%	86.6%	2.7	89.2%	86.6%	2.7
ISLANDS VISITED						
O'ahu	390,120	359,847	8.4%	390,120	359,847	8.4%
O'ahu only	284,869	265,512	7.3%	284,869	265,512	7.3%
Kaua'i	83,360	75,807	10.0%	83,360	75,807	10.0%
Kaua'i only	43,121	38,038	13.4%	43,121	38,038	13.4%
Maui County	192,662	178,599	7.9%	192,662	178,599	7.9%
Maui	188,730	173,644	8.7%	188,730	173,644	8.7%
Maui only	115,721	109,551	5.6%	115,721	109,551	5.6%
Moloka'i *	4,937	4,791	3.0%	4,937	4,791	3.0%
Moloka'i only *	708	750	-5.6%	708	750	-5.6%
Lāna'i *	6,401	5,787	10.6%	6,401	5,787	10.6%
Lāna'i only *	860	1,337	-35.7%	860	1,337	-35.7%
Big Island	124,995	115,355	8.4%	124,995	115,355	8.4%
Kona side	104,266	96,956	7.5%	104,266	96,956	7.5%
Hilo side	45,748	40,723	12.3%	45,748	40,723	12.3%
Big Island only	58,805	57,769	1.8%	58,805	57,769	1.8%
Any Neighbor Island	344,983	320,759	7.6%	344,983	320,759	7.6%
NI only	239,732	226,424	5.9%	239,732	226,424	5.9%
O'ahu & NI	105,251	94,335	11.6%	105,251	94,335	11.6%
Any one island only	504,084	472,957	6.6%	504,084	472,957	6.6%
Multiple Islands	125,768	113,314	11.0%	125,768	113,314	11.0%
Avg. Islands Visited	1.27	1.25	1.1%	1.27	1.25	1.1%
Average Length of Stay in Hawai'i	11.00	10.88	1.1%	11.00	10.88	1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	394,905	357,840	10.4%	394,905	357,840	10.4%
Hotel only	343,390	313,335	9.6%	343,390	313,335	9.6%
Plan to stay in Condo	120,084	115,524	3.9%	120,084	115,524	3.9%
Condo only	93,270	90,557	3.0%	93,270	90,557	3.0%
Plan to stay in Timeshare	56,573	56,156	0.7%	56,573	56,156	0.7%
Timeshare only	42,691	42,096	1.4%	42,691	42,096	1.4%
Cruise Ship	10,307	9,209	11.9%	10,307	9,209	11.9%
Friends/Relatives	58,671	55,790	5.2%	58,671	55,790	5.2%
Bed & Breakfast	7,001	6,620	5.8%	7,001	6,620	5.8%
Other	9,183	11,737	-21.8%	9,183	11,737	-21.8%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	512,455	472,336	8.5%	512,455	472,336	8.5%
Honeymoon	32,023	31,071	3.1%	32,023	31,071	3.1%
Get Married	7,770	7,255	7.1%	7,770	7,255	7.1%
Pleasure/Vacation	481,331	440,690	9.2%	481,331	440,690	9.2%
Mtgs/Conventions/Incentive	54,312	43,457	25.0%	54,312	43,457	25.0%
Conventions	37,950	26,071	45.6%	37,950	26,071	45.6%
Corporate Meetings	10,217	11,037	-7.4%	10,217	11,037	-7.4%
Incentive	7,880	8,021	-1.8%	7,880	8,021	-1.8%
Other Business	22,572	23,008	-1.9%	22,572	23,008	-1.9%
Visit Friends/Rel.	53,051	49,387	7.4%	53,051	49,387	7.4%
Gov't/Military	7,943	10,086	-21.2%	7,943	10,086	-21.2%
Attend School	2,988	2,832	5.5%	2,988	2,832	5.5%
Sport Events	13,236	13,394	-1.2%	13,236	13,394	-1.2%
TRAVEL STATUS						
% First Timers **	31.4	31.5	-0.1	31.4	31.5	-0.1
% Repeaters **	68.6	68.5	0.1	68.6	68.5	0.1
Average # of Trips	5.32	5.48	-2.9%	5.32	5.48	-2.9%
Group Tour	54,388	58,199	-6.5%	54,388	58,199	-6.5%
Non-Group	575,464	528,072	9.0%	575,464	528,072	9.0%
Package Trip	204,888	190,123	7.8%	204,888	190,123	7.8%
No Package	424,964	396,148	7.3%	424,964	396,148	7.3%
Net True Independent	419,086	386,566	8.4%	419,086	386,566	8.4%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
DOMESTIC VISITOR DAYS	5,038,370	4,827,917	4.4%	5,038,370	4,827,917	4.4%
DOMESTIC VISITORS	418,122	400,657	4.4%	418,122	400,657	4.4%
DOMESTIC AVERAGE DAILY CENSUS	162,528	155,739	4.4%	162,528	155,739	4.4%
DOMESTIC AIR SEATS (EST)	537,280	559,772	-4.0%	537,280	559,772	-4.0%
DOMESTIC LOAD FACTOR (EST)	95.1%	88.5%	6.6	95.1%	88.5%	6.6
ISLANDS VISITED						
O'ahu	213,898	200,549	6.7%	213,898	200,549	6.7%
O'ahu only	149,582	140,654	6.3%	149,582	140,654	6.3%
Kaua'i	71,550	67,428	6.1%	71,550	67,428	6.1%
Kaua'i only	39,271	35,918	9.3%	39,271	35,918	9.3%
Maui County	149,448	145,739	2.5%	149,448	145,739	2.5%
Maui	146,113	141,980	2.9%	146,113	141,980	2.9%
Maui only	94,253	93,879	0.4%	94,253	93,879	0.4%
Moloka'i *	3,979	4,157	-4.3%	3,979	4,157	-4.3%
Moloka'i only *	657	672	-2.2%	657	672	-2.2%
Lāna'i *	4,884	4,879	0.1%	4,884	4,879	0.1%
Lāna'i only *	793	1,016	-21.9%	793	1,016	-21.9%
Big Island	91,212	88,416	3.2%	91,212	88,416	3.2%
Kona side	79,095	77,673	1.8%	79,095	77,673	1.8%
Hilo side	29,996	27,706	8.3%	29,996	27,706	8.3%
Big Island only	51,360	51,622	-0.5%	51,360	51,622	-0.5%
Any Neighbor Island	268,540	260,003	3.3%	268,540	260,003	3.3%
NI only	204,224	200,108	2.1%	204,224	200,108	2.1%
O'ahu & NI	64,316	59,895	7.4%	64,316	59,895	7.4%
Any one island only	335,916	323,761	3.8%	335,916	323,761	3.8%
Multiple Islands	82,206	76,896	6.9%	82,206	76,896	6.9%
Avg. Islands Visited	1.27	1.27	0.4%	1.27	1.27	0.4%
Average Length of Stay in Hawai'i	12.05	12.05	0.0%	12.05	12.05	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	230,191	214,799	7.2%	230,191	214,799	7.2%
Hotel only	192,072	178,650	7.5%	192,072	178,650	7.5%
Plan to stay in Condo	86,199	87,008	-0.9%	86,199	87,008	-0.9%
Condo only	66,936	68,142	-1.8%	66,936	68,142	-1.8%
Plan to stay in Timeshare	45,772	48,039	-4.7%	45,772	48,039	-4.7%
Timeshare only	34,469	36,517	-5.6%	34,469	36,517	-5.6%
Cruise Ship	8,548	8,535	0.2%	8,548	8,535	0.2%
Friends/Relatives	50,561	48,802	3.6%	50,561	48,802	3.6%
Bed & Breakfast	6,122	5,407	13.2%	6,122	5,407	13.2%
Other	8,570	8,446	1.5%	8,570	8,446	1.5%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	325,538	313,849	3.7%	325,538	313,849	3.7%
Honeymoon	11,242	10,980	2.4%	11,242	10,980	2.4%
Get Married	3,203	2,989	7.2%	3,203	2,989	7.2%
Pleasure/Vacation	314,824	303,535	3.7%	314,824	303,535	3.7%
Mtgs/Conventions/Incentive	42,453	33,659	26.1%	42,453	33,659	26.1%
Conventions	30,386	21,973	38.3%	30,386	21,973	38.3%
Corporate Meetings	7,874	7,444	5.8%	7,874	7,444	5.8%
Incentive	5,733	5,308	8.0%	5,733	5,308	8.0%
Other Business	21,597	20,561	5.0%	21,597	20,561	5.0%
Visit Friends/Rel.	45,055	42,796	5.3%	45,055	42,796	5.3%
Gov't/Military	6,918	8,439	-18.0%	6,918	8,439	-18.0%
Attend School	2,451	2,458	-0.3%	2,451	2,458	-0.3%
Sport Events	10,981	10,911	0.6%	10,981	10,911	0.6%
TRAVEL STATUS						
% First Timers **	25.9	25.7	0.2	25.9	25.7	0.2
% Repeaters **	74.1	74.3	-0.2	74.1	74.3	-0.2
Average # of Trips	6.20	6.22	-0.3%	6.20	6.22	-0.3%
Group Tour	19,140	14,467	32.3%	19,140	14,467	32.3%
Non-Group	398,982	386,190	3.3%	398,982	386,190	3.3%
Package Trip	87,078	85,977	1.3%	87,078	85,977	1.3%
No Package	331,044	314,680	5.2%	331,044	314,680	5.2%
Net True Independent	325,166	310,424	4.7%	325,166	310,424	4.7%

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)
(Visitors Arriving on Domestic Flights)

	2011P			2010P		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	365,213	349,310	4.6%	365,213	349,310	4.6%
Pacific Region	172,819	163,895	5.4%	172,819	163,895	5.4%
...California	106,995	95,970	11.5%	106,995	95,970	11.5%
...Oregon	18,117	19,482	-7.0%	18,117	19,482	-7.0%
...Washington	37,365	38,457	-2.8%	37,365	38,457	-2.8%
Mountain Region	45,332	45,594	-0.6%	45,332	45,594	-0.6%
West North Central	30,640	27,856	10.0%	30,640	27,856	10.0%
West South Central	19,068	16,737	13.9%	19,068	16,737	13.9%
...Texas	14,622	12,841	13.9%	14,622	12,841	13.9%
East North Central	35,260	34,369	2.6%	35,260	34,369	2.6%
East South Central	6,385	5,614	13.7%	6,385	5,614	13.7%
New England	9,087	9,238	-1.6%	9,087	9,238	-1.6%
Middle Atlantic	19,172	19,238	-0.3%	19,172	19,238	-0.3%
...New Jersey	4,552	4,460	2.1%	4,552	4,460	2.1%
...New York	9,215	9,103	1.2%	9,215	9,103	1.2%
South Atlantic	26,920	26,298	2.4%	26,920	26,298	2.4%
CANADA	21,515	25,154	-14.5%	21,515	25,154	-14.5%
JAPAN	458	473	-3.2%	458	473	-3.2%
EUROPE MMA	5,551	5,313	4.5%	5,551	5,313	4.5%
...France	554	453	22.3%	554	453	22.3%
...Germany	1,984	1,830	8.4%	1,984	1,830	8.4%
...Italy	386	416	-7.2%	386	416	-7.2%
...Switzerland	752	611	23.1%	752	611	23.1%
...United Kingdom	1,875	2,003	-6.4%	1,875	2,003	-6.4%
OTHER ASIA MMA	4,280	2,499	71.3%	4,280	2,499	71.3%
...People's Republic of China	3,219	1,530	110.4%	3,219	1,530	110.4%
...Taiwan	140	127	10.2%	140	127	10.2%
...Hong Kong	128	114	12.3%	128	114	12.3%
...Korea	691	648	6.6%	691	648	6.6%
...Singapore	102	80	27.5%	102	80	27.5%
LATINA AMERICA MMA	2,160	1,643	31.5%	2,160	1,643	31.5%
...Argentina	441	495	-10.9%	441	495	-10.9%
...Brazil	1,167	887	31.6%	1,167	887	31.6%
...Mexico	552	261	111.5%	552	261	111.5%
OCEANIA MMA	6,432	4,581	40.4%	6,432	4,581	40.4%
...Australia	6,051	4,176	44.9%	6,051	4,176	44.9%
...New Zealand	381	405	-5.9%	381	405	-5.9%
OTHER MMA	12,513	11,684	7.1%	12,513	11,684	7.1%
...Ireland	386	416	-7.2%	386	416	-7.2%
...Indonesia	66	98	-32.7%	66	98	-32.7%
...Malaysia	28	40	-30.0%	28	40	-30.0%
...Philippines	206	281	-26.7%	206	281	-26.7%
...Thailand	12	48	-75.0%	12	48	-75.0%
...Other	11,815	10,801	9.4%	11,815	10,801	9.4%

	T A B L E 3: I N T E R N A T I O N A L V I S I T O R S B Y A I R (Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,888,632	1,548,021	22.0%	1,888,632	1,548,021	22.0%
INTERNATIONAL VISITORS	211,730	185,614	14.1%	211,730	185,614	14.1%
INTERNATIONAL AVERAGE DAILY CENSUS	60,924	49,936	22.0%	60,924	49,936	22.0%
INTERNATIONAL AIR SEATS (EST)	290,885	244,497	19.0%	290,885	244,497	19.0%
INTERNATIONAL LOAD FACTOR (EST)	78.5%	82.2%	-3.7	78.5%	82.2%	-3.7
ISLANDS VISITED						
O'ahu	176,222	159,298	10.6%	176,222	159,298	10.6%
O'ahu only	135,287	124,858	8.4%	135,287	124,858	8.4%
Kaua'i	11,810	8,379	40.9%	11,810	8,379	40.9%
Kaua'i only	3,850	2,120	81.6%	3,850	2,120	81.6%
Maui County	43,214	32,860	31.5%	43,214	32,860	31.5%
Maui	42,617	31,664	34.6%	42,617	31,664	34.6%
Maui only	21,468	15,672	37.0%	21,468	15,672	37.0%
Moloka'i *	958	634	51.1%	958	634	51.1%
Moloka'i only *	51	78	-34.6%	51	78	-34.6%
Lāna'i *	1,517	908	67.1%	1,517	908	67.1%
Lāna'i only *	67	321	-79.1%	67	321	-79.1%
Big Island	33,783	26,939	25.4%	33,783	26,939	25.4%
Kona side	25,171	19,283	30.5%	25,171	19,283	30.5%
Hilo side	15,752	13,017	21.0%	15,752	13,017	21.0%
Big Island only	7,445	6,147	21.1%	7,445	6,147	21.1%
Any Neighbor Island	76,443	60,756	25.8%	76,443	60,756	25.8%
NI only	35,508	26,316	34.9%	35,508	26,316	34.9%
O'ahu & NI	40,935	34,440	18.9%	40,935	34,440	18.9%
Any one island only	168,168	149,196	12.7%	168,168	149,196	12.7%
Multiple Islands	43,562	36,418	19.6%	43,562	36,418	19.6%
Avg. Islands Visited	1.26	1.23	2.7%	1.26	1.23	2.7%
Average Length of Stay in Hawai'i	8.92	8.34	7.0%	8.92	8.34	7.0%
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.

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R (C O N T .)					
	(V i s i t o r s A r r i v i n g o n I n t e r n a t i o n a l F l i g h t s)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	186,917	158,487	17.9%	186,917	158,487	17.9%
Honeymoon	20,781	20,091	3.4%	20,781	20,091	3.4%
Get Married	4,567	4,266	7.1%	4,567	4,266	7.1%
Pleasure/Vacation	166,507	137,155	21.4%	166,507	137,155	21.4%
Mtgs/Conventions/Incentive	11,859	9,798	21.0%	11,859	9,798	21.0%
Conventions	7,564	4,098	84.6%	7,564	4,098	84.6%
Corporate Meetings	2,343	3,593	-34.8%	2,343	3,593	-34.8%
Incentive	2,147	2,713	-20.9%	2,147	2,713	-20.9%
Other Business	975	2,447	-60.2%	975	2,447	-60.2%
Visit Friends/Rel.	7,996	6,591	21.3%	7,996	6,591	21.3%
Gov't/Military	1,025	1,647	-37.8%	1,025	1,647	-37.8%
Attend School	537	374	43.6%	537	374	43.6%
Sport Events	2,255	2,483	-9.2%	2,255	2,483	-9.2%
TRAVEL STATUS						
% First Timers **	42.2	44.0	-1.8	42.2	44.0	-1.8
% Repeaters **	57.8	56.0	1.8	57.8	56.0	1.8
Average # of Trips	3.58	3.88	-7.7%	3.58	3.88	-7.7%
Group Tour	35,248	43,732	-19.4%	35,248	43,732	-19.4%
Non-Group	176,482	141,882	24.4%	176,482	141,882	24.4%
Package Trip	117,810	104,146	13.1%	117,810	104,146	13.1%
No Package	93,920	81,468	15.3%	93,920	81,468	15.3%
Net True Independent	93,920	76,142	23.3%	93,920	76,142	23.3%

** 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)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	2,486,692	2,368,420	5.0%	2,486,692	2,368,420	5.0%
TOTAL VISITORS	222,914	215,794	3.3%	222,914	215,794	3.3%
Domestic	218,151	209,489	4.1%	218,151	209,489	4.1%
International	4,763	6,305	-24.5%	4,763	6,305	-24.5%
AVERAGE DAILY CENSUS	80,216	76,401	5.0%	80,216	76,401	5.0%
ISLANDS VISITED						
O'ahu	99,613	97,518	2.1%	99,613	97,518	2.1%
O'ahu only	77,479	75,909	2.1%	77,479	75,909	2.1%
Kaua'i	35,098	32,327	8.6%	35,098	32,327	8.6%
Kaua'i only	24,270	21,197	14.5%	24,270	21,197	14.5%
Maui County	76,891	75,603	1.7%	76,891	75,603	1.7%
Maui	75,083	73,604	2.0%	75,083	73,604	2.0%
Maui only	57,933	57,244	1.2%	57,933	57,244	1.2%
Moloka'i *	1,862	1,831	1.7%	1,862	1,831	1.7%
Moloka'i only *	415	397	4.5%	415	397	4.5%
Lāna'i *	2,084	2,189	-4.8%	2,084	2,189	-4.8%
Lāna'i only *	478	637	-25.0%	478	637	-25.0%
Big Island	46,479	44,707	4.0%	46,479	44,707	4.0%
Kona side	41,075	39,894	3.0%	41,075	39,894	3.0%
Hilo side	12,623	11,552	9.3%	12,623	11,552	9.3%
Big Island only	32,055	31,235	2.6%	32,055	31,235	2.6%
Any Neighbor Island	145,435	139,885	4.0%	145,435	139,885	4.0%
NI only	123,301	118,276	4.2%	123,301	118,276	4.2%
O'ahu & NI	22,134	21,609	2.4%	22,134	21,609	2.4%
Any one island only	192,630	186,619	3.2%	192,630	186,619	3.2%
Multiple Islands	30,284	29,175	3.8%	30,284	29,175	3.8%
Avg. Islands Visited	1.17	1.17	-0.1%	1.17	1.17	-0.1%
Average Length of Stay in Hawaii	11.16	10.98	1.6%	11.16	10.98	1.6%
ACCOMMODATIONS						
Plan to stay in Hotel	108,523	104,122	4.2%	108,523	104,122	4.2%
Hotel only	91,986	88,601	3.8%	91,986	88,601	3.8%
Plan to stay in Condo	52,118	51,884	0.5%	52,118	51,884	0.5%
Condo only	42,437	41,821	1.5%	42,437	41,821	1.5%
Plan to stay in Timeshare	25,428	27,124	-6.3%	25,428	27,124	-6.3%
Timeshare only	19,686	21,573	-8.7%	19,686	21,573	-8.7%
Cruise Ship	1,763	1,834	-3.9%	1,763	1,834	-3.9%
Friends/Relatives	31,457	28,792	9.3%	31,457	28,792	9.3%
Bed & Breakfast	2,753	2,384	15.5%	2,753	2,384	15.5%
Other	4,908	6,202	-20.9%	4,908	6,202	-20.9%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	175,494	169,120	3.8%	175,494	169,120	3.8%
Honeymoon	4,783	4,746	0.8%	4,783	4,746	0.8%
Get Married	1,702	1,609	5.8%	1,702	1,609	5.8%
Pleasure/Vacation	170,822	164,515	3.8%	170,822	164,515	3.8%
Mtgs/Conventions/Incentive	16,238	14,580	11.4%	16,238	14,580	11.4%
Conventions	11,106	9,744	14.0%	11,106	9,744	14.0%
Corporate Meetings	3,744	3,551	5.4%	3,744	3,551	5.4%
Incentive	1,868	1,649	13.3%	1,868	1,649	13.3%
Other Business	12,658	12,131	4.3%	12,658	12,131	4.3%
Visit Friends/Rel.	27,310	24,903	9.7%	27,310	24,903	9.7%
Gov't/Military	2,732	3,649	-25.1%	2,732	3,649	-25.1%
Attend School	1,107	1,200	-7.8%	1,107	1,200	-7.8%
Sport Events	5,451	5,367	1.6%	5,451	5,367	1.6%
TRAVEL STATUS						
% First Timers	16.1	16.6	-0.5	16.1	16.6	-0.5
% Repeaters	83.9	83.4	0.5	83.9	83.4	0.5
Average # of Trips	7.5	7.4	1.0%	7.5	7.4	1.0%
Group Tour	4,637	4,089	13.4%	4,637	4,089	13.4%
Non-Group	218,277	211,705	3.1%	218,277	211,705	3.1%
Package Trip	37,445	38,164	-1.9%	37,445	38,164	-1.9%
No Package	185,469	177,630	4.4%	185,469	177,630	4.4%
Net True Independent	183,362	175,944	4.2%	183,362	175,944	4.2%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (Includes States East of Rocky Mountains)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	1,899,774	1,844,011	3.0%	1,899,774	1,844,011	3.0%
TOTAL VISITORS	150,047	144,153	4.1%	150,047	144,153	4.1%
Domestic	146,533	139,350	5.2%	146,533	139,350	5.2%
International	3,514	4,803	-26.8%	3,514	4,803	-26.8%
AVERAGE DAILY CENSUS	61,283	59,484	3.0%	61,283	59,484	3.0%
ISLANDS VISITED						
O'ahu	85,200	80,974	5.2%	85,200	80,974	5.2%
O'ahu only	51,116	50,047	2.1%	51,116	50,047	2.1%
Kaua'i	30,317	28,186	7.6%	30,317	28,186	7.6%
Kaua'i only	12,670	11,560	9.6%	12,670	11,560	9.6%
Maui County	58,119	54,708	6.2%	58,119	54,708	6.2%
Maui	56,907	53,123	7.1%	56,907	53,123	7.1%
Maui only	29,489	27,668	6.6%	29,489	27,668	6.6%
Moloka'i *	1,581	1,750	-9.7%	1,581	1,750	-9.7%
Moloka'i only *	203	208	-2.4%	203	208	-2.4%
Lāna'i *	2,276	2,384	-4.5%	2,276	2,384	-4.5%
Lāna'i only *	259	489	-47.0%	259	489	-47.0%
Big Island	34,551	34,599	-0.1%	34,551	34,599	-0.1%
Kona side	29,595	30,107	-1.7%	29,595	30,107	-1.7%
Hilo side	13,123	12,952	1.3%	13,123	12,952	1.3%
Big Island only	14,326	15,515	-7.7%	14,326	15,515	-7.7%
Any Neighbor Island	98,931	94,106	5.1%	98,931	94,106	5.1%
NI only	64,847	63,179	2.6%	64,847	63,179	2.6%
O'ahu & NI	34,084	30,927	10.2%	34,084	30,927	10.2%
Any one island only	108,063	105,487	2.4%	108,063	105,487	2.4%
Multiple Islands	41,984	38,666	8.6%	41,984	38,666	8.6%
Avg. Islands Visited	1.41	1.39	0.8%	1.41	1.39	0.8%
Average Length of Stay in Hawai'i	12.66	12.79	-1.0%	12.66	12.79	-1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	92,084	86,587	6.3%	92,084	86,587	6.3%
Hotel only	74,993	69,858	7.4%	74,993	69,858	7.4%
Plan to stay in Condo	24,963	24,824	0.6%	24,963	24,824	0.6%
Condo only	17,355	17,456	-0.6%	17,355	17,456	-0.6%
Plan to stay in Timeshare	18,419	17,910	2.8%	18,419	17,910	2.8%
Timeshare only	13,700	12,841	6.7%	13,700	12,841	6.7%
Cruise Ship	5,474	5,442	0.6%	5,474	5,442	0.6%
Friends/Relatives	16,505	16,932	-2.5%	16,505	16,932	-2.5%
Bed & Breakfast	2,210	2,197	0.6%	2,210	2,197	0.6%
Other	2,786	3,155	-11.7%	2,786	3,155	-11.7%

* 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)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	110,408	108,209	2.0%	110,408	108,209	2.0%
Honeymoon	4,720	4,856	-2.8%	4,720	4,856	-2.8%
Get Married	1,181	1,063	11.1%	1,181	1,063	11.1%
Pleasure/Vacation	105,921	103,753	2.1%	105,921	103,753	2.1%
Mtgs/Conventions/Incentive	22,873	15,746	45.3%	22,873	15,746	45.3%
Conventions	16,664	9,911	68.1%	16,664	9,911	68.1%
Corporate Meetings	3,701	3,249	13.9%	3,701	3,249	13.9%
Incentive	3,490	3,176	9.9%	3,490	3,176	9.9%
Other Business	7,710	7,136	8.0%	7,710	7,136	8.0%
Visit Friends/Rel.	15,742	15,141	4.0%	15,742	15,141	4.0%
Gov't/Military	4,036	5,400	-25.3%	4,036	5,400	-25.3%
Attend School	811	825	-1.7%	811	825	-1.7%
Sport Events	4,674	4,711	-0.8%	4,674	4,711	-0.8%
TRAVEL STATUS						
% First Timers **	34.8	34.8	0.0	34.8	34.8	0.0
% Repeaters **	65.2	65.2	0.0	65.2	65.2	0.0
Average # of Trips	4.9	4.9	-1.5%	4.9	4.9	-1.5%
Group Tour	11,221	7,896	42.1%	11,221	7,896	42.1%
Non-Group	138,826	124,717	11.3%	138,826	124,717	11.3%
Package Trip	35,260	34,160	3.2%	35,260	34,160	3.2%
No Package	114,787	102,918	11.5%	114,787	102,918	11.5%
Net True Independent	111,887	108,120	3.5%	111,887	108,120	3.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	642,665	617,286	4.1%	642,665	617,286	4.1%
TOTAL VISITORS	108,625	104,580	3.9%	108,625	104,580	3.9%
Domestic	458	473	-3.2%	458	473	-3.2%
International	108,167	104,107	3.9%	108,167	104,107	3.9%
AVERAGE DAILY CENSUS	20,731	19,912	4.1%	20,731	19,912	4.1%
ISLANDS VISITED						
O'ahu	104,395	100,821	3.5%	104,395	100,821	3.5%
O'ahu only	86,828	84,977	2.2%	86,828	84,977	2.2%
Kaua'i	2,199	1,923	14.4%	2,199	1,923	14.4%
Kaua'i only	82	270	-69.6%	82	270	-69.6%
Maui County	5,776	5,407	6.8%	5,776	5,407	6.8%
Maui	5,497	5,133	7.1%	5,497	5,133	7.1%
Maui only	560	1,331	-57.9%	560	1,331	-57.9%
Moloka'i *	178	25	612.0%	178	25	612.0%
Moloka'i only *	0	0	NA	0	0	NA
Lāna'i *	354	311	13.8%	354	311	13.8%
Lāna'i only *	25	134	-81.3%	25	134	-81.3%
Big Island	15,566	13,834	12.5%	15,566	13,834	12.5%
Kona side	10,557	8,090	30.5%	10,557	8,090	30.5%
Hilo side	6,952	7,057	-1.5%	6,952	7,057	-1.5%
Big Island only	3,393	1,880	80.5%	3,393	1,880	80.5%
Any Neighbor Island	21,797	19,603	11.2%	21,797	19,603	11.2%
NI only	4,230	3,759	12.5%	4,230	3,759	12.5%
O'ahu & NI	17,567	15,844	10.9%	17,567	15,844	10.9%
Any one island only	90,888	88,592	2.6%	90,888	88,592	2.6%
Multiple Islands	17,737	15,988	10.9%	17,737	15,988	10.9%
Avg. Islands Visited	1.18	1.17	1.1%	1.18	1.17	1.1%
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	4.0%	95,045	91,378	4.0%
Hotel only	92,593	89,903	3.0%	92,593	89,903	3.0%
Plan to stay in Condo	10,619	10,284	3.3%	10,619	10,284	3.3%
Condo only	8,636	8,784	-1.7%	8,636	8,784	-1.7%
Plan to stay in Timeshare	3,759	3,201	17.4%	3,759	3,201	17.4%
Timeshare only	3,101	2,383	30.1%	3,101	2,383	30.1%
Cruise Ship	183	87	110.3%	183	87	110.3%
Friends/Relatives	1,527	1,498	1.9%	1,527	1,498	1.9%
Bed & Breakfast	67	75	-10.7%	67	75	-10.7%
Other	130	67	94.0%	130	67	94.0%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	97,565	93,162	4.7%	97,565	93,162	4.7%
Honeymoon	15,595	13,913	12.1%	15,595	13,913	12.1%
Get Married	3,676	3,776	-2.6%	3,676	3,776	-2.6%
Pleasure/Vacation	82,340	78,117	5.4%	82,340	78,117	5.4%
Mtgs/Conventions/Incentive	3,375	4,014	-15.9%	3,375	4,014	-15.9%
Conventions	581	677	-14.2%	581	677	-14.2%
Corporate Meetings	1,274	1,258	1.3%	1,274	1,258	1.3%
Incentive	1,608	2,286	-29.7%	1,608	2,286	-29.7%
Other Business	561	867	-35.3%	561	867	-35.3%
Visit Friends/Rel.	2,222	2,035	9.2%	2,222	2,035	9.2%
Gov't/Military	22	137	-83.9%	22	137	-83.9%
Attend School	116	189	-38.6%	116	189	-38.6%
Sport Events	1,737	1,929	-10.0%	1,737	1,929	-10.0%
TRAVEL STATUS						
% First Timers **	39.0	40.3	-1.4	39.0	40.3	-1.4
% Repeaters **	61.0	59.7	1.4	61.0	59.7	1.4
Average # of Trips	3.8	4.2	-9.5%	3.8	4.2	-9.5%
Group Tour	27,992	35,975	-22.2%	27,992	35,975	-22.2%
Non-Group	80,633	58,111	38.8%	80,633	58,111	38.8%
Package Trip	79,633	77,755	2.4%	79,633	77,755	2.4%
No Package	28,992	26,825	8.1%	28,992	26,825	8.1%
Net True Independent	28,974	22,156	30.8%	28,974	22,156	30.8%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	977,253	842,362	16.0%	977,253	842,362	16.0%
TOTAL VISITORS	64,063	58,773	9.0%	64,063	58,773	9.0%
Domestic	21,515	25,154	-14.5%	21,515	25,154	-14.5%
International	42,548	33,619	26.6%	42,548	33,619	26.6%
AVERAGE DAILY CENSUS	31,524	27,173	16.0%	31,524	27,173	16.0%
ISLANDS VISITED						
O'ahu	28,221	26,907	4.9%	28,221	26,907	4.9%
O'ahu only	18,564	16,549	12.2%	18,564	16,549	12.2%
Kaua'i	8,708	8,462	2.9%	8,708	8,462	2.9%
Kaua'i only	4,178	3,340	25.1%	4,178	3,340	25.1%
Maui County	31,199	27,974	11.5%	31,199	27,974	11.5%
Maui	30,861	27,372	12.7%	30,861	27,372	12.7%
Maui only	22,353	19,421	15.1%	22,353	19,421	15.1%
Moloka'i *	570	826	-31.0%	570	826	-31.0%
Moloka'i only *	70	118	-40.7%	70	118	-40.7%
Lāna'i *	631	384	64.3%	631	384	64.3%
Lāna'i only *	46	30	53.3%	46	30	53.3%
Big Island	12,722	12,267	3.7%	12,722	12,267	3.7%
Kona side	11,737	11,233	4.5%	11,737	11,233	4.5%
Hilo side	4,331	3,950	9.6%	4,331	3,950	9.6%
Big Island only	6,361	6,287	1.2%	6,361	6,287	1.2%
Any Neighbor Island	45,499	42,224	7.8%	45,499	42,224	7.8%
NI only	35,842	31,866	12.5%	35,842	31,866	12.5%
O'ahu & NI	9,657	10,358	-6.8%	9,657	10,358	-6.8%
Any one island only	51,572	45,745	12.7%	51,572	45,745	12.7%
Multiple Islands	12,491	13,028	-4.1%	12,491	13,028	-4.1%
Avg. Islands Visited	1.28	1.30	-1.6%	1.28	1.30	-1.6%
Average Length of Stay in Hawaii	15.25	14.33	6.4%	15.25	14.33	6.4%
ACCOMMODATIONS						
Plan to stay in Hotel	31,174	28,086	11.0%	31,174	28,086	11.0%
Hotel only	23,575	21,614	9.1%	23,575	21,614	9.1%
Plan to stay in Condo	25,239	22,922	10.1%	25,239	22,922	10.1%
Condo only	19,922	18,504	7.7%	19,922	18,504	7.7%
Plan to stay in Timeshare	6,972	6,414	8.7%	6,972	6,414	8.7%
Timeshare only	4,757	4,283	11.1%	4,757	4,283	11.1%
Cruise Ship	1,280	1,022	25.2%	1,280	1,022	25.2%
Friends/Relatives	2,688	2,598	3.5%	2,688	2,598	3.5%
Bed & Breakfast	752	897	-16.2%	752	897	-16.2%
Other	554	397	39.5%	554	397	39.5%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	59,976	54,124	10.8%	59,976	54,124	10.8%
Honeymoon	1,338	1,003	33.4%	1,338	1,003	33.4%
Get Married	422	346	22.0%	422	346	22.0%
Pleasure/Vacation	58,755	53,188	10.5%	58,755	53,188	10.5%
Mtgs/Conventions/Incentive	3,031	3,100	-2.2%	3,031	3,100	-2.2%
Conventions	2,577	2,227	15.7%	2,577	2,227	15.7%
Corporate Meetings	352	659	-46.6%	352	659	-46.6%
Incentive	191	308	-38.0%	191	308	-38.0%
Other Business	413	448	-7.8%	413	448	-7.8%
Visit Friends/Rel.	2,121	2,615	-18.9%	2,121	2,615	-18.9%
Gov't/Military	61	66	-7.6%	61	66	-7.6%
Attend School	103	71	45.1%	103	71	45.1%
Sport Events	729	493	47.9%	729	493	47.9%
TRAVEL STATUS						
% First Timers **	30.4	34.1	-3.7	30.4	34.1	-3.7
% Repeaters **	69.6	65.9	3.7	69.6	65.9	3.7
Average # of Trips	4.5	4.5	1.8%	4.5	4.5	1.8%
Group Tour	1,015	1,525	-33.4%	1,015	1,525	-33.4%
Non-Group	63,048	57,248	10.1%	63,048	57,248	10.1%
Package Trip	16,401	14,807	10.8%	16,401	14,807	10.8%
No Package	47,662	43,966	8.4%	47,662	43,966	8.4%
Net True Independent	47,478	43,706	8.6%	47,478	43,706	8.6%

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

January 2012 Arrivals at a Glance

CATEGORY AND MMA	January 2012	January 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,344.7	1,180.6	13.9	1,344.7	1,180.6	13.9
Total by air	1,341.2	1,178.2	13.8	1,341.2	1,178.2	13.8
U.S. West	364.1	355.0	2.6	364.1	355.0	2.6
U.S. East	346.7	341.5	1.5	346.7	341.5	1.5
Japan	218.5	177.8	22.9	218.5	177.8	22.9
Canada	165.2	135.1	22.3	165.2	135.1	22.3
All Others	246.6	168.7	46.2	246.6	168.7	46.2
Visitor arrivals by cruise ships	3.4	2.5	39.1	3.4	2.5	39.1
TOTAL VISITOR DAYS	6,995,564	6,437,283	8.7	6,995,564	6,437,283	8.7
Total by air	6,927,002	6,375,938	8.6	6,927,002	6,375,938	8.6
U.S. West	2,486,692	2,368,420	5.0	2,486,692	2,368,420	5.0
U.S. East	1,899,774	1,844,011	3.0	1,899,774	1,844,011	3.0
Japan	642,665	617,286	4.1	642,665	617,286	4.1
Canada	977,253	842,362	16.0	977,253	842,362	16.0
All Others	920,618	703,859	30.8	920,618	703,859	30.8
Visitor arrivals by cruise ships	68,562	61,345	11.8	68,562	61,345	11.8
VISITOR ARRIVALS	643,616	597,487	7.7	643,616	597,487	7.7
Total by air	629,852	586,271	7.4	629,852	586,271	7.4
U.S. West	222,914	215,794	3.3	222,914	215,794	3.3
U.S. East	150,047	144,153	4.1	150,047	144,153	4.1
Japan	108,625	104,580	3.9	108,625	104,580	3.9
Canada	64,063	58,773	9.0	64,063	58,773	9.0
All Others	84,203	62,971	33.7	84,203	62,971	33.7
Visitor arrivals by cruise ships	13,764	11,216	22.7	13,764	11,216	22.7
AVERAGE LENGTH OF STAY	10.87	10.77	0.9	10.87	10.77	0.9
Total by air	11.00	10.88	1.1	11.00	10.88	1.1
U.S. West	11.16	10.98	1.6	11.16	10.98	1.6
U.S. East	12.66	12.79	-1.0	12.66	12.79	-1.0
Japan	5.92	5.90	0.2	5.92	5.90	0.2
Canada	15.25	14.33	6.4	15.25	14.33	6.4
All Others	10.93	11.18	-2.2	10.93	11.18	-2.2
Visitor arrivals by cruise ships	4.98	5.47	-8.9	4.98	5.47	-8.9
PER PERSON PER DAY SPENDING (\$)	192.2	183.4	4.8	192.2	183.4	4.8
Total by air	193.6	184.8	4.8	193.6	184.8	4.8
U.S. West	146.4	149.9	-2.3	146.4	149.9	-2.3
U.S. East	182.5	185.2	-1.5	182.5	185.2	-1.5
Japan	340.1	288.1	18.0	340.1	288.1	18.0
Canada	169.0	160.4	5.4	169.0	160.4	5.4
All Others	267.9	239.7	11.8	267.9	239.7	11.8
Visitor arrivals by cruise ships	50.3	40.4	24.5	50.3	40.4	24.5
PER PERSON PER TRIP SPENDING (\$)	2,089.2	1,976.0	5.7	2,089.2	1,976.0	5.7
Total by air	2,129.4	2,009.6	6.0	2,129.4	2,009.6	6.0
U.S. West	1,633.5	1,645.1	-0.7	1,633.5	1,645.1	-0.7
U.S. East	2,310.6	2,368.8	-2.5	2,310.6	2,368.8	-2.5
Japan	2,011.9	1,700.5	18.3	2,011.9	1,700.5	18.3
Canada	2,578.7	2,298.9	12.2	2,578.7	2,298.9	12.2
All Others	2,929.2	2,679.7	9.3	2,929.2	2,679.7	9.3
Visitor arrivals by cruise ships	250.5	220.9	13.4	250.5	220.9	13.4

Source:Hawai'i Tourism Authority

2012 Arrivals at a Glance by Month

2012	MMA	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7					
	Total by air	\$1,341.2					
	U.S. West	\$364.1					
	U.S. East	\$346.7					
	Japan	\$218.5					
	Canada	\$165.2					
	All Others	\$246.6					
	Visitor arrivals by cruise ships	3.45					
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	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					

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7					
	Total by air	\$1,341.2					
	U.S. West	\$364.1					
	U.S. East	\$346.7					
	Japan	\$218.5					
	Canada	\$165.2					
	All Others	\$246.6					
Visitor arrivals by cruise ships	\$3.4						
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	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

January 2012 Island Highlights

CATEGORY AND ISLAND	January 2012	January 2011	% change	YTD 2012	YTD 2011	% change
TOTAL EXPENDITURES (\$mil.)	1,344.7	1,180.6	13.9	1,344.7	1,180.6	13.9
Total by air	1,341.2	1,178.2	13.8	1,341.2	1,178.2	13.8
Oahu	655.4	549.6	19.3	655.4	549.6	19.3
Maui	366.5	323.8	13.2	366.5	323.8	13.2
Molokai	4.0	3.3	19.8	4.0	3.3	19.8
Lanai	7.3	8.3	-12.0	7.3	8.3	-12.0
Kauai	118.5	113.7	4.2	118.5	113.7	4.2
Big Island	189.6	179.5	5.6	189.6	179.5	5.6
Visitor arrivals by cruise ships	3.4	2.5	39.1	3.4	2.5	39.1
TOTAL VISITOR DAYS	6,995,564	6,437,283	8.7	6,995,564	6,437,283	8.7
Total by air	6,927,002	6,375,938	8.6	6,927,002	6,375,938	8.6
Oahu	3,177,062	2,921,468	8.7	3,177,062	2,921,468	8.7
Maui	1,819,502	1,649,674	10.3	1,819,502	1,649,674	10.3
Molokai	36,673	33,285	10.2	36,673	33,285	10.2
Lanai	25,913	24,181	7.2	25,913	24,181	7.2
Kauai	731,081	672,612	8.7	731,081	672,612	8.7
Big Island	1,136,770	1,074,717	5.8	1,136,770	1,074,717	5.8
Visitor arrivals by cruise ships	68,562	61,345	11.8	68,562	61,345	11.8
VISITOR ARRIVALS	643,616	597,487	7.7	643,616	597,487	7.7
Total by air	629,852	586,271	7.4	629,852	586,271	7.4
Oahu	390,120	359,847	8.4	390,120	359,847	8.4
Maui	188,730	173,644	8.7	188,730	173,644	8.7
Molokai	4,937	4,791	3.0	4,937	4,791	3.0
Lanai	6,401	5,787	10.6	6,401	5,787	10.6
Kauai	83,360	75,807	10.0	83,360	75,807	10.0
Big Island	124,995	115,355	8.4	124,995	115,355	8.4
Visitor arrivals by cruise ships	13,764	11,216	22.7	13,764	11,216	22.7
AVERAGE LENGTH OF STAY	10.87	10.77	0.9	10.87	10.77	0.9
Total by air	11.00	10.88	1.1	11.00	10.88	1.1
Oahu	8.14	8.12	0.3	8.14	8.12	0.3
Maui	9.64	9.50	1.5	9.64	9.50	1.5
Molokai	7.43	6.95	6.9	7.43	6.95	6.9
Lanai	4.05	4.18	-3.1	4.05	4.18	-3.1
Kauai	8.77	8.87	-1.2	8.77	8.87	-1.2
Big Island	9.09	9.32	-2.4	9.09	9.32	-2.4
Visitor arrivals by cruise ships	4.98	5.47	-8.9	4.98	5.47	-8.9
PER PERSON PER DAY SPENDING (\$)	192.2	183.4	4.8	192.2	183.4	4.8
Total by air	193.6	184.8	4.8	193.6	184.8	4.8
Oahu	206.3	188.1	9.7	206.3	188.1	9.7
Maui	201.4	196.3	2.6	201.4	196.3	2.6
Molokai	108.0	99.3	8.7	108.0	99.3	8.7
Lanai	280.2	341.3	-17.9	280.2	341.3	-17.9
Kauai	162.0	169.0	-4.1	162.0	169.0	-4.1
Big Island	166.8	167.0	-0.2	166.8	167.0	-0.2
Visitor arrivals by cruise ships	50.3	40.4	24.5	50.3	40.4	24.5
PER PERSON PER TRIP SPENDING (\$)	2,089.2	1,976.0	5.7	2,089.2	1,976.0	5.7
Total by air	2,129.4	2,009.6	6.0	2,129.4	2,009.6	6.0
Oahu	1,680.1	1,527.2	10.0	1,680.1	1,527.2	10.0
Maui	1,942.1	1,865.0	4.1	1,942.1	1,865.0	4.1
Molokai	802.0	690.0	16.2	802.0	690.0	16.2
Lanai	1,134.3	1,426.2	-20.5	1,134.3	1,426.2	-20.5
Kauai	1,421.1	1,499.6	-5.2	1,421.1	1,499.6	-5.2
Big Island	1,516.5	1,556.3	-2.6	1,516.5	1,556.3	-2.6
Visitor arrivals by cruise ships	250.5	220.9	13.4	250.5	220.9	13.4

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2012

2012	ISLAND	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7					
	Total by air	\$1,341.2					
	O'ahu	\$655.4					
	Maui	\$366.5					
	Moloka'i	\$4.0					
	Lāna'i	\$7.3					
	Kaua'i	\$118.5					
	Hawai'i Island Visitor arrivals by cruise ships	\$189.6 \$3.45					
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					
	Lāna'i	25,913					
	Kaua'i	731,081					
	Hawai'i Island visitor arrivals by cruise ships	1,136,770 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					
	Lāna'i	6,401					
	Kaua'i	83,360					
	Hawai'i Island Visitor arrivals by cruise ships	124,995 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					
	Lāna'i	4.05					
	Kaua'i	8.77					
	Hawai'i Island Visitor arrivals by cruise ships	9.09 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					
	Lāna'i	\$280.2					
	Kaua'i	\$162.0					
	Hawai'i Island Visitor arrivals by cruise ships	\$166.8 \$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					
	Lāna'i	\$1,134.3					
	Kaua'i	\$1,421.1					
	Hawai'i Island Visitor arrivals by cruise ships	\$1,516.5 \$250.5					

YEAR-TO-DATE	ISLAND					
EXPENDITURES (\$mil.)	TOTAL (\$mil.)	\$1,344.7				
	Total by air	\$1,341.2				
	O'ahu	\$655.4				
	Maui	\$366.5				
	Moloka'i	\$4.0				
	Lāna'i	\$7.3				
	Kaua'i	\$118.5				
	Hawai'i Island Visitor arrivals by cruise ships	\$189.6 \$3.4				
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				
	Lāna'i	25,913				
	Kaua'i	731,081				
	Hawai'i Island Visitor arrivals by cruise ships	1,136,770 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				
	Lāna'i	6,401				
	Kaua'i	83,360				
	Hawai'i Island Visitor arrivals by cruise ships	124,995 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				
	Lāna'i	4.05				
	Kaua'i	8.77				
	Hawai'i Island Visitor arrivals by cruise ships	9.09 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				
	Lāna'i	\$280.2				
	Kaua'i	\$162.0				
	Hawai'i Island Visitor arrivals by cruise ships	\$166.8 \$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				
	Lāna'i	\$1,134.3				
	Kaua'i	\$1,421.1				
	Hawai'i Island Visitor arrivals by cruise ships	\$1,516.5 \$250.5				

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	JANUARY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	172,689	213,898	-19.3%	172,689	213,898	-19.3%
TOTAL VISITORS	23,267	22,140	5.1%	23,267	22,140	5.1%
ARRIVED BY SHIP	13,764	11,221	22.7%	13,764	11,221	22.7%
ARRIVED BY AIR	9,503	10,919	-13.0%	9,503	10,919	-13.0%
NUMBER OF SHIP ARRIVALS	9	8	12.5%	9	8	12.5%
ISLANDS VISITED						
Oahu	23,267	22,140	5.1%	23,267	22,140	5.1%
Kauai	22,145	19,595	13.0%	22,145	19,595	13.0%
Maui County	23,267	20,192	15.2%	23,267	20,192	15.2%
Maui	23,267	20,192	15.2%	23,267	20,192	15.2%
Molokai	254	268	-5.2%	254	268	-5.2%
Lanai	477	353	35.1%	477	353	35.1%
Big Island	23,267	20,087	15.8%	23,267	20,087	15.8%
Average Islands Visited	3.98	3.73	6.7%	3.98	3.73	6.7%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	1.07	3.14	-66.1%	1.07	3.14	-66.1%
Days in Hawaii during Cruise	5.05	5.21	-3.1%	5.05	5.21	-3.1%
Days in Hawaii after Cruise	1.30	1.30	0.0%	1.30	1.30	0.0%
Total days in Hawaii	7.42	9.66	-23.2%	7.42	9.66	-23.2%
ACCOMMODATIONS						
Hotel	10,268	10,900	-5.8%	10,268	10,900	-5.8%
Hotel only	8,747	9,444	-7.4%	8,747	9,444	-7.4%
Condo	1,229	1,089	12.8%	1,229	1,089	12.8%
Condo only	359	319	12.4%	359	319	12.4%
Timeshare	953	1,039	-8.3%	953	1,039	-8.3%
Timeshare Only	347	514	-32.6%	347	514	-32.6%
Bed & Breakfast	102	115	-11.4%	102	115	-11.4%
Bed & Breakfast only	24	24	-0.2%	24	24	-0.2%
Friends & relatives	523	439	19.2%	523	439	19.2%
Other accommodation	725	340	113.2%	725	340	113.2%
Accommodation (NET)	11,640	12,150	-4.2%	11,640	12,150	-4.2%
Cruise only	11,627	9,990	16.4%	11,627	9,990	16.4%
TRAVEL STATUS						
% First timers	37.5	39.9	-2.48	37.5	39.9	-2.48
% Repeat visitors	62.5	60.1	2.48	62.5	60.1	2.48

Source: Hawai'i Tourism Authority

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

Scheduled Seats	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
Total Seats	828,165	803,159	3.1%	572,935	566,864	1.1%	153,466	145,374	5.6%	53,400	54,946	-2.8%	5,495	0	NA	42,869	35,975	19.2%
Scheduled Seats	816,647	794,981	2.7%	561,417	558,686	0.5%	153,466	145,374	5.6%	53,400	54,946	-2.8%	5,495	0	NA	42,869	35,975	19.2%
Charter seats	11,518	8,178	40.8%	11,518	8,178	40.8%												
Domestic Seats	537,280	559,772	-4.0%	314,513	345,379	-8.9%	126,329	127,191	-0.7%	50,232	52,559	-4.4%	5,495	0	NA	40,711	34,643	17.5%
Scheduled Seats	530,656	553,700	-4.2%	307,889	339,307	-9.3%	126,329	127,191	-0.7%	50,232	52,559	-4.4%	5,495	0	NA	40,711	34,643	17.5%
Charter seats	6,624	6,072	9.1%	6,624	6,072	9.1%												
US West	476,593	486,004	-1.9%	261,813	280,554	-6.7%	118,342	118,248	0.1%	50,232	52,559	-4.4%	5,495	0	NA	40,711	34,643	17.5%
...Anchorage	6,908	6,660	3.7%	4,867	4,588	6.1%	2,041	2,072	-1.5%									
...Bellingham	4,867	3,700	31.5%	4,867	3,700	31.5%												
...Denver	9,430	12,312	-23.4%	6,510	8,474	-23.2%	1,464	1,708	-14.3%	728	1,220	-40.3%				728	910	-20.0%
...Las Vegas	22,098	22,350	-1.1%	19,830	20,082	-1.3%	2,268	2,268	0.0%									
...Los Angeles	166,120	171,938	-3.4%	84,891	93,902	-9.6%	38,428	41,202	-6.7%	17,631	18,417	-4.3%	4,867	0	NA	20,303	18,417	10.2%
...Oakland	20,570	14,920	37.9%	7,812	7,812	0.0%	7,891	5,184	52.2%	2,198	1,924	14.2%				2,669	0	NA
...Orange County	496	2,448	-79.7%	248	1,224	-79.7%	248	1,224	-79.7%									
...Phoenix	36,502	34,982	4.3%	18,452	18,642	-1.0%	7,980	6,460	23.5%	5,890	5,890	0.0%				4,180	3,990	4.8%
...Portland	22,892	27,464	-16.6%	12,679	12,400	2.3%	7,387	12,400	-40.4%	2,826	2,664	6.1%						
...Sacramento	12,679	12,400	2.3%	7,812	7,812	0.0%	4,867	4,588	6.1%									
...Salt Lake City	8,122	6,696	21.3%	8,122	6,696	21.3%												
...San Diego	17,546	12,400	41.5%	12,679	7,812	62.3%	4,867	4,588	6.1%									
...San Francisco	69,619	89,786	-22.5%	35,623	52,138	-31.7%	16,220	17,642	-8.1%	11,382	13,268	-14.2%	628	0	NA	5,766	6,738	-14.4%
...San Jose	19,814	12,400	59.8%	7,812	7,812	0.0%	7,135	1,924	270.8%	2,669	2,664	0.2%				2,198	0	NA
...Seattle	58,930	55,548	6.1%	29,609	27,460	7.8%	17,546	16,988	3.3%	6,908	6,512	6.1%				4,867	4,588	6.1%
US East	54,063	67,696	-20.1%	46,076	58,753	-21.6%	7,987	8,943	-10.7%									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	10,880	16,636	-34.6%	9,868	14,668	-32.7%	1,012	1,968	-48.6%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Detroit	0	298	-100.0%	0	298	-100.0%												
...Houston	6,510	8,525	-23.6%	6,510	8,525	-23.6%												
...Minneapolis	0	5,364	-100.0%	0	5,364	-100.0%												
...Newark	6,510	6,710	-3.0%	6,510	6,710	-3.0%												

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.)

January	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
International Seats	290,885	243,387	19.5%	258,422	221,485	16.7%	27,137	18,183	49.2%	3,168	2,387	32.7%				2,158	1,332	62.0%
Scheduled Seats	285,991	241,281	18.5%	253,528	219,379	15.6%	27,137	18,183	49.2%	3,168	2,387	32.7%				2,158	1,332	62.0%
Charter Seats	4,894	2,106	132.4%	4,894	2,106	132.4%												
Japan	150,287	144,029	4.3%	150,287	144,029	4.3%												
...Fukuoka	4,620	0	NA	4,620	0	NA												
...Nagoya	13,492	13,981	-3.5%	13,492	13,981	-3.5%												
...Osaka	26,998	15,748	71.4%	26,998	15,748	71.4%												
...Tokyo-HND	24,707	20,956	17.9%	24,707	20,956	17.9%												
...Tokyo-NRT	80,470	93,344	-13.8%	80,470	93,344	-13.8%												
Canada	51,801	38,138	35.8%	19,338	16,236	19.1%	27,137	18,183	49.2%	3,168	2,387	32.7%				2,158	1,332	62.0%
...Calgary	11,108	5,697	95.0%	2,775	1,899	46.1%	8,333	3,798	119.4%									
...Edmonton	1,971	0	NA				1,971	0	NA									
...Vancouver	38,178	31,897	19.7%	16,019	13,793	16.1%	16,833	14,385	17.0%	3,168	2,387	32.7%				2,158	1,332	62.0%
...Victoria	544	544	0.0%	544	544	0.0%												
Other Asia	33,219	18,589	78.7%	33,219	18,589	78.7%												
...Seoul	30,636	18,589	64.8%	30,636	18,589	64.8%												
...Shanghai	2,583	0	NA	2,583	0	NA												
Oceania	27,114	16,680	62.6%	27,114	16,680	62.6%												
...Auckland	2,106	2,043	3.1%	2,106	2,043	3.1%												
...Brisbane	2,184	0	NA	2,184	0	NA												
...Melbourne	2,184	0	NA	2,184	0	NA												
...Sydney	20,640	14,637	41.0%	20,640	14,637	41.0%												
Other	23,570	23,845	-1.2%	23,570	23,845	-1.2%												
...Apia	648	592	9.5%	648	592	9.5%												
...Christmas	480	544	-11.8%	480	544	-11.8%												
...Guam	7,843	6,610	18.7%	7,843	6,610	18.7%												
...Majuro	2,041	2,826	-27.8%	2,041	2,826	-27.8%												
...Manila	7,968	7,968	0.0%	7,968	7,968	0.0%												
...Nadi	810	1,525	-46.9%	810	1,525	-46.9%												
...Pago Pago	2,520	2,520	0.0%	2,520	2,520	0.0%												
...Papeete	1,260	1,260	0.0%	1,260	1,260	0.0%												

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