

	TABLE 1. TOTAL VISITORS BY AIR					
	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	5,612,931	4,902,955	14.5%	30,811,343	27,817,436	10.8%
TOTAL VISITORS	615,675	548,859	12.2%	3,166,330	2,896,891	9.3%
DOMESTIC	444,670	411,758	8.0%	2,181,909	2,078,141	5.0%
INTERNATIONAL	171,005	137,101	24.7%	984,421	818,750	20.2%
AVERAGE DAILY CENSUS	181,062	158,160	14.5%	202,706	184,221	10.0%
TOTAL AIR SEATS (EST)	794,729	752,931	5.6%	4,063,163	3,883,839	4.6%
TOTAL LOAD FACTOR (EST)	91.5%	87.9%	3.6	90.1%	87.5%	2.5
<b>ISLANDS VISITED</b>						
O'ahu	397,430	345,147	15.1%	1,936,408	1,741,506	11.2%
O'ahu only	299,867	254,406	17.9%	1,435,300	1,285,077	11.7%
Kaua'i	85,174	81,632	4.3%	433,755	400,790	8.2%
Kaua'i only	46,704	42,553	9.8%	236,268	209,732	12.7%
Maui County	175,374	164,289	6.7%	964,800	910,880	5.9%
Maui	172,051	161,039	6.8%	945,656	891,348	6.1%
Maui only	105,291	100,020	5.3%	600,006	571,470	5.0%
Moloka'i *	4,431	3,587	23.5%	23,417	25,169	-7.0%
Moloka'i only *	518	486	6.6%	3,289	3,061	7.4%
Lāna'i *	5,781	6,105	-5.3%	32,168	34,177	-5.9%
Lāna'i only *	538	750	-28.3%	4,990	5,485	-9.0%
Big Island	105,134	96,504	8.9%	597,769	552,714	8.2%
Kona side	85,467	78,912	8.3%	497,360	465,956	6.7%
Hilo side	41,274	38,066	8.4%	221,954	202,581	9.6%
Big Island only	48,148	43,787	10.0%	290,153	278,389	4.2%
Any Neighbor Island	315,808	294,453	7.3%	1,731,030	1,611,814	7.4%
NI only	218,245	203,712	7.1%	1,229,922	1,155,385	6.5%
O'ahu & NI	97,563	90,741	7.5%	501,108	456,429	9.8%
Any one island only	501,066	442,002	13.4%	2,570,006	2,353,214	9.2%
Multiple Islands	114,609	106,857	7.3%	596,324	543,677	9.7%
Avg. Islands Visited	1.25	1.26	-1.1%	1.25	1.26	-0.4%
Average Length of Stay in Hawai'i	9.12	8.93	2.1%	9.73	9.60	1.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	394,421	342,631	15.1%	1,988,453	1,786,230	11.3%
Hotel only	347,468	301,884	15.1%	1,737,111	1,558,384	11.5%
Plan to stay in Condo	101,787	92,224	10.4%	576,943	551,211	4.7%
Condo only	80,162	73,428	9.2%	454,604	437,185	4.0%
Plan to stay in Timeshare	60,794	57,274	6.1%	297,081	279,466	6.3%
Timeshare only	48,172	45,403	6.1%	230,079	214,026	7.5%
Cruise Ship	10,836	9,896	9.5%	55,769	55,359	0.7%
Friends/Relatives	58,054	54,704	6.1%	293,915	273,754	7.4%
Bed & Breakfast	5,660	6,477	-12.6%	32,209	30,927	4.1%
Other	8,514	8,536	-0.3%	44,251	45,366	-2.5%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	496,301	440,543	12.7%	2,607,083	2,346,050	11.1%
Honeymoon	48,678	44,056	10.5%	202,594	172,251	17.6%
Get Married	12,318	11,460	7.5%	50,913	46,511	9.5%
Pleasure/Vacation	446,867	395,427	13.0%	2,404,109	2,170,867	10.7%
Mtgs/Conventions/Incentive	42,642	37,091	15.0%	219,405	225,100	-2.5%
Conventions	27,804	22,599	23.0%	128,680	131,270	-2.0%
Corporate Meetings	6,833	6,011	13.7%	43,808	45,244	-3.2%
Incentive	9,284	9,781	-5.1%	54,933	56,828	-3.3%
Other Business	21,119	19,683	7.3%	108,865	103,455	5.2%
Visit Friends/Rel.	58,798	54,349	8.2%	271,032	255,254	6.2%
Gov't/Military	8,586	10,464	-17.9%	41,029	47,553	-13.7%
Attend School	2,226	1,224	81.9%	9,510	7,180	32.5%
Sport Events	4,215	5,290	-20.3%	33,016	32,130	2.8%
<b>TRAVEL STATUS</b>						
% First Timers **	37.9	35.6	2.3	34.6	33.4	1.2
% Repeaters **	62.1	64.4	-2.3	65.4	66.6	-1.2
Average # of Trips	4.74	4.95	-4.3%	4.98	5.13	-2.8%
Group Tour	59,212	45,705	29.6%	276,822	267,611	3.4%
Non-Group	556,463	503,154	10.6%	2,889,508	2,629,280	9.9%
Package Trip	214,902	191,854	12.0%	1,060,117	966,382	9.7%
No Package	400,773	357,005	12.3%	2,106,213	1,930,509	9.1%
Net True Independent	391,021	348,189	12.3%	2,066,563	1,877,450	10.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
DOMESTIC VISITOR DAYS	4,268,832	3,924,054	8.8%	22,162,832	21,058,571	5.2%
DOMESTIC VISITORS	444,670	411,758	8.0%	2,181,909	2,078,141	5.0%
DOMESTIC AVERAGE DAILY CENSUS	137,704	126,582	8.8%	145,808	139,461	4.6%
DOMESTIC AIR SEATS (EST)	552,431	548,523	0.7%	2,717,854	2,737,204	-0.7%
DOMESTIC LOAD FACTOR (EST)	97.8%	92.9%	4.9	95.6%	91.1%	4.5
<b>ISLANDS VISITED</b>						
O'ahu	237,752	216,746	9.7%	1,095,537	1,041,231	5.2%
O'ahu only	172,580	157,306	9.7%	783,816	741,323	5.7%
Kaua'i	79,283	73,660	7.6%	384,408	357,675	7.5%
Kaua'i only	45,857	42,174	8.7%	223,061	201,061	10.9%
Maui County	153,294	144,948	5.8%	778,545	756,675	2.9%
Maui	150,719	142,224	6.0%	762,534	739,895	3.1%
Maui only	99,522	95,184	4.6%	513,809	500,734	2.6%
Moloka'i *	3,168	3,017	5.0%	17,652	20,590	-14.3%
Moloka'i only *	451	474	-4.9%	2,976	2,878	3.4%
Lāna'i *	4,126	4,493	-8.2%	24,186	28,223	-14.3%
Lāna'i only *	532	748	-28.9%	4,214	5,027	-16.2%
Big Island	81,373	74,779	8.8%	445,738	427,987	4.1%
Kona side	69,648	64,474	8.0%	387,452	374,301	3.5%
Hilo side	29,500	25,789	14.4%	149,899	141,390	6.0%
Big Island only	44,639	40,791	9.4%	259,032	248,459	4.3%
Any Neighbor Island	272,090	254,452	6.9%	1,398,093	1,336,818	4.6%
NI only	206,918	195,012	6.1%	1,086,372	1,036,910	4.8%
O'ahu & NI	65,172	59,440	9.6%	311,721	299,908	3.9%
Any one island only	363,581	336,677	8.0%	1,786,908	1,699,482	5.1%
Multiple Islands	81,089	75,081	8.0%	395,001	378,659	4.3%
Avg. Islands Visited	1.25	1.25	0.1%	1.25	1.26	-0.6%
Average Length of Stay in Hawai'i	9.60	9.53	0.7%	10.16	10.13	0.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	251,932	231,117	9.0%	1,219,149	1,150,071	6.0%
Hotel only	213,531	197,042	8.4%	1,023,888	965,495	6.0%
Plan to stay in Condo	82,335	76,522	7.6%	433,856	425,708	1.9%
Condo only	65,580	60,693	8.1%	341,992	336,449	1.6%
Plan to stay in Timeshare	53,035	52,234	1.5%	250,418	247,838	1.0%
Timeshare only	41,858	41,565	0.7%	193,586	191,677	1.0%
Cruise Ship	8,735	7,993	9.3%	46,645	45,374	2.8%
Friends/Relatives	52,842	49,275	7.2%	252,874	243,550	3.8%
Bed & Breakfast	5,019	4,688	7.1%	27,620	25,283	9.2%
Other	8,004	7,337	9.1%	39,004	36,922	5.6%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	354,583	324,982	9.1%	1,761,576	1,664,980	5.8%
Honeymoon	22,151	23,248	-4.7%	71,963	70,105	2.7%
Get Married	6,143	5,856	4.9%	21,739	20,592	5.6%
Pleasure/Vacation	332,576	302,284	10.0%	1,680,874	1,597,242	5.9%
Mtgs/Conventions/Incentive	32,370	30,872	4.9%	167,562	171,261	-2.2%
Conventions	21,097	19,277	9.4%	100,675	104,420	-3.6%
Corporate Meetings	6,216	5,667	9.7%	36,316	35,145	3.3%
Incentive	6,316	6,987	-9.6%	37,847	38,556	-1.8%
Other Business	17,663	18,060	-2.2%	96,209	91,795	4.8%
Visit Friends/Rel.	52,971	49,162	7.7%	235,448	225,968	4.2%
Gov't/Military	7,830	7,651	2.3%	35,564	35,955	-1.1%
Attend School	701	704	-0.4%	5,142	5,130	0.2%
Sport Events	2,333	3,065	-23.9%	21,514	21,363	0.7%
<b>TRAVEL STATUS</b>						
% First Timers	32.9	32.3	0.6	28.6	28.4	0.2
% Repeaters	67.1	67.7	-0.6	71.4	71.6	-0.2
Average # of Trips	5.34	5.41	-1.3%	5.76	5.76	0.0%
Group Tour	16,310	16,250	0.4%	89,983	84,409	6.6%
Non-Group	428,360	395,508	8.3%	2,091,926	1,993,732	4.9%
Package Trip	109,981	108,828	1.1%	498,730	503,870	-1.0%
No Package	334,689	302,930	10.5%	1,683,179	1,574,271	6.9%
Net True Independent	329,494	297,970	10.6%	1,655,878	1,548,976	6.9%

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

**T A B L E 2. DOMESTIC VISITORS BY AIR (CONT.)**  
**( Visitors Arriving on Domestic Flights )**

	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
UNITED STATES	396,920	368,001	7.9%	1,933,561	1,837,798	5.2%
Pacific Region	204,023	186,923	9.1%	977,899	913,739	7.0%
...California	149,012	132,345	12.6%	646,670	574,088	12.6%
...Oregon	15,316	16,036	-4.5%	87,150	92,220	-5.5%
...Washington	34,137	34,233	-0.3%	203,823	209,164	-2.6%
Mountain Region	55,459	52,096	6.5%	250,888	242,932	3.3%
West North Central	14,819	13,429	10.4%	112,330	109,299	2.8%
West South Central	29,525	26,042	13.4%	110,962	100,965	9.9%
...Texas	22,219	20,231	9.8%	86,485	78,260	10.5%
East North Central	24,322	23,358	4.1%	163,223	161,836	0.9%
East South Central	9,055	7,984	13.4%	33,274	30,648	8.6%
New England	7,439	7,477	-0.5%	45,666	46,096	-0.9%
Middle Atlantic	19,083	18,313	4.2%	96,521	95,058	1.5%
...New Jersey	5,053	4,587	10.2%	24,269	23,055	5.3%
...New York	8,236	8,059	2.2%	44,967	44,360	1.4%
South Atlantic	32,624	31,752	2.7%	140,235	134,817	4.0%
CANADA	11,379	12,151	-6.4%	95,909	104,666	-8.4%
JAPAN	626	562	11.4%	2,697	2,677	0.7%
EUROPE MMA	8,355	7,332	14.0%	34,193	32,523	5.1%
...France	538	562	-4.3%	3,217	3,135	2.6%
...Germany	3,232	2,390	35.2%	12,651	11,132	13.6%
...Italy	499	452	10.4%	2,032	2,004	1.4%
...Switzerland	881	867	1.6%	3,738	3,517	6.3%
...United Kingdom	3,205	3,061	4.7%	12,555	12,735	-1.4%
OTHER ASIA MMA	6,480	4,748	36.5%	21,443	15,733	36.3%
...People's Republic of China	5,241	3,682	42.3%	16,370	11,152	46.8%
...Taiwan	176	131	34.4%	712	595	19.7%
...Hong Kong	157	140	12.1%	520	513	1.4%
...Korea	822	691	19.0%	3,454	3,060	12.9%
...Singapore	84	104	-19.2%	387	413	-6.3%
LATIN AMERICA MMA	2,242	1,886	18.9%	9,949	8,656	14.9%
...Argentina	351	446	-21.3%	1,878	2,033	-7.6%
...Brazil	1,186	907	30.8%	4,929	4,004	23.1%
...Mexico	705	533	32.3%	3,142	2,619	20.0%
OCEANIA MMA	4,878	3,893	25.3%	20,559	15,308	34.3%
...Australia	4,426	3,544	24.9%	18,968	13,953	35.9%
...New Zealand	452	349	29.5%	1,591	1,355	17.4%
OTHER MMA	14,361	13,812	4.0%	57,138	59,915	-4.6%
...Ireland	156	148	5.4%	637	576	10.6%
...Indonesia	63	55	14.5%	328	221	48.4%
...Malaysia	40	18	122.2%	121	119	1.7%
...Philippines	351	440	-20.2%	1,254	1,342	-6.6%
...Thailand	74	29	155.2%	185	221	-16.3%
...Other	13,677	13,122	4.2%	54,613	57,436	-4.9%

	T A B L E 3: I N T E R N A T I O N A L V I S I T O R S B Y A I R					
	( Visitors Arriving on International Flights )					
	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,344,099	978,901	37.3%	8,648,512	6,758,865	28.0%
INTERNATIONAL VISITORS	171,005	137,101	24.7%	984,421	818,750	20.2%
INTERNATIONAL AVERAGE DAILY CENSUS	43,358	31,577	37.3%	56,898	44,761	27.1%
INTERNATIONAL AIR SEATS (EST)	242,298	204,408	18.5%	1,345,309	1,146,635	17.3%
INTERNATIONAL LOAD FACTOR (EST)	75.3%	69.9%	5.4	78.8%	79.1%	-0.3
<b>ISLANDS VISITED</b>						
O'ahu	159,678	128,401	24.4%	840,871	700,275	20.1%
O'ahu only	127,287	97,100	31.1%	651,484	543,754	19.8%
Kaua'i	5,891	7,972	-26.1%	49,347	43,115	14.5%
Kaua'i only	847	379	123.5%	13,207	8,671	52.3%
Maui County	22,080	19,341	14.2%	186,255	154,205	20.8%
Maui	21,332	18,815	13.4%	183,122	151,453	20.9%
Maui only	5,769	4,836	19.3%	86,197	70,736	21.9%
Moloka'i *	1,263	570	121.6%	5,765	4,579	25.9%
Moloka'i only *	67	12	458.3%	313	183	71.0%
Lāna'i *	1,655	1,612	2.7%	7,982	5,954	34.1%
Lāna'i only *	6	2	200.0%	776	458	69.4%
Big Island	23,761	21,725	9.4%	152,031	124,727	21.9%
Kona side	15,819	14,438	9.6%	109,908	91,655	19.9%
Hilo side	11,774	12,277	-4.1%	72,055	61,191	17.8%
Big Island only	3,509	2,996	17.1%	31,121	29,930	4.0%
Any Neighbor Island	43,718	40,001	9.3%	332,937	274,996	21.1%
NI only	11,327	8,700	30.2%	143,550	118,475	21.2%
O'ahu & NI	32,391	31,301	3.5%	189,387	156,521	21.0%
Any one island only	137,485	105,325	30.5%	783,098	653,732	19.8%
Multiple Islands	33,520	31,776	5.5%	201,323	165,018	22.0%
Avg. Islands Visited	1.25	1.31	-4.4%	1.26	1.26	0.0%
Average Length of Stay in Hawai'i	7.86	7.14	10.1%	8.79	8.26	6.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	142,489	111,514	27.8%	769,304	636,159	20.9%
Hotel only	133,937	104,842	27.8%	713,223	592,889	20.3%
Plan to stay in Condo	19,452	15,702	23.9%	143,087	125,503	14.0%
Condo only	14,582	12,735	14.5%	112,612	100,736	11.8%
Plan to stay in Timeshare	7,759	5,040	53.9%	46,663	31,628	47.5%
Timeshare only	6,314	3,838	64.5%	36,493	22,349	63.3%
Cruise Ship	2,101	1,903	10.4%	9,124	9,985	-8.6%
Friends/Relatives	5,212	5,429	-4.0%	41,041	30,204	35.9%
Bed & Breakfast	641	1,789	-64.2%	4,589	5,644	-18.7%
Other	510	1,199	-57.5%	5,247	8,444	-37.9%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	141,718	115,561	22.6%	845,507	681,070	24.1%
Honeymoon	26,527	20,808	27.5%	130,631	102,146	27.9%
Get Married	6,175	5,604	10.2%	29,174	25,919	12.6%
Pleasure/Vacation	114,291	93,143	22.7%	713,235	573,625	24.3%
Mtgs/Conventions/Incentive	10,272	6,219	65.2%	51,843	53,839	-3.7%
Conventions	6,707	3,322	101.9%	28,005	26,850	4.3%
Corporate Meetings	617	344	79.4%	7,492	10,099	-25.8%
Incentive	2,968	2,794	6.2%	17,086	18,272	-6.5%
Other Business	3,456	1,623	112.9%	12,656	11,660	8.5%
Visit Friends/Rel.	5,827	5,187	12.3%	35,584	29,286	21.5%
Gov't/Military	756	2,813	-73.1%	5,465	11,598	-52.9%
Attend School	1,525	520	193.3%	4,368	2,050	113.1%
Sport Events	1,882	2,225	-15.4%	11,502	10,767	6.8%
<b>TRAVEL STATUS</b>						
% First Timers **	50.8	45.5	5.3	47.8	46.0	1.8
% Repeaters **	49.2	54.5	-5.3	52.2	54.0	-1.8
Average # of Trips	3.17	3.57	-11.2%	3.27	3.54	-7.6%
Group Tour	42,902	29,455	45.7%	186,839	183,202	2.0%
Non-Group	128,103	107,646	19.0%	797,582	635,548	25.5%
Package Trip	104,921	83,026	26.4%	561,387	462,512	21.4%
No Package	66,084	54,075	22.2%	423,034	356,238	18.8%
Net True Independent	61,527	50,219	22.5%	410,685	328,474	25.0%

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

	T A B L E 4. T O T A L U . S W E S T V I S I T O R S B Y A I R					
	( I n c l u d e s P a c i f i c a n d M o u n t a i n S t a t e s )					
	2012P	MAY 2011p	% CHANGE	2012P	YEAR-TO-DATE 2011p	% CHANGE
VISITOR DAYS	2,455,618	2,244,657	9.4%	12,019,393	11,279,021	6.6%
TOTAL VISITORS	264,158	243,073	8.7%	1,251,716	1,180,256	6.1%
Domestic	259,482	239,019	8.6%	1,228,787	1,156,670	6.2%
International	4,676	4,054	15.3%	22,929	23,586	-2.8%
AVERAGE DAILY CENSUS	79,213	72,408	9.4%	79,075	74,696	5.9%
<b>ISLANDS VISITED</b>						
O'ahu	121,359	109,671	10.7%	549,052	518,735	5.8%
O'ahu only	96,395	85,661	12.5%	432,540	405,898	6.6%
Kaua'i	46,284	44,466	4.1%	209,894	193,399	8.5%
Kaua'i only	33,456	30,878	8.3%	151,827	134,478	12.9%
Maui County	90,755	85,182	6.5%	434,193	416,488	4.3%
Maui	89,251	83,496	6.9%	424,805	406,815	4.4%
Maui only	70,412	65,648	7.3%	336,790	322,525	4.4%
Moloka'i *	1,688	1,526	10.6%	8,927	10,332	-13.6%
Moloka'i only *	362	355	2.0%	2,090	1,993	4.9%
Lāna'i *	2,014	2,496	-19.3%	12,039	13,597	-11.5%
Lāna'i only *	330	522	-36.8%	2,988	3,013	-0.8%
Big Island	43,973	41,431	6.1%	239,530	229,462	4.4%
Kona side	38,635	36,720	5.2%	212,405	204,951	3.6%
Hilo side	12,984	12,274	5.8%	66,077	62,886	5.1%
Big Island only	30,362	28,446	6.7%	170,751	163,412	4.5%
Any Neighbor Island	167,763	157,412	6.6%	819,176	774,358	5.8%
NI only	142,799	133,402	7.0%	702,664	661,521	6.2%
O'ahu & NI	24,964	24,010	4.0%	116,512	112,837	3.3%
Any one island only	231,317	211,510	9.4%	1,096,986	1,031,319	6.4%
Multiple Islands	32,841	31,563	4.0%	154,730	148,937	3.9%
Avg. Islands Visited	1.15	1.16	-1.0%	1.15	1.16	-0.8%
Average Length of Stay in Hawai'i	9.30	9.23	0.7%	9.60	9.56	0.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	132,033	118,977	11.0%	627,873	584,995	7.3%
Hotel only	112,950	101,979	10.8%	535,282	497,996	7.5%
Plan to stay in Condo	58,335	54,299	7.4%	285,949	277,739	3.0%
Condo only	48,543	45,025	7.8%	234,751	227,543	3.2%
Plan to stay in Timeshare	36,748	35,579	3.3%	158,252	153,852	2.9%
Timeshare only	30,054	29,133	3.2%	125,939	122,903	2.5%
Cruise Ship	2,129	2,060	3.3%	10,361	10,472	-1.1%
Friends/Relatives	33,856	31,047	9.0%	158,469	147,022	7.8%
Bed & Breakfast	2,216	2,505	-11.5%	12,685	11,838	7.2%
Other	4,331	4,160	4.1%	22,424	23,240	-3.5%

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

	T A B L E 4. T O T A L U . S W E S T V I S I T O R S B Y A I R (C O N T.)					
	( I n c l u d e s P a c i f i c a n d M o u n t a i n S t a t e s )					
	2012P	MAY 2011p	% CHANGE	2012P	YEAR-TO-DATE 2011p	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	214,058	196,113	9.2%	1,025,941	958,855	7.0%
Honeymoon	9,626	9,976	-3.5%	33,619	31,296	7.4%
Get Married	3,389	3,388	0.0%	12,180	12,391	-1.7%
Pleasure/Vacation	204,290	186,030	9.8%	992,131	926,805	7.0%
Mtgs/Conventions/Incentive	13,541	11,406	18.7%	69,033	69,731	-1.0%
Conventions	8,810	6,421	37.2%	41,469	40,855	1.5%
Corporate Meetings	2,930	3,010	-2.7%	16,786	17,085	-1.8%
Incentive	2,311	2,460	-6.1%	13,235	14,376	-7.9%
Other Business	11,854	11,798	0.5%	59,964	58,490	2.5%
Visit Friends/Rel.	32,776	30,487	7.5%	142,203	133,441	6.6%
Gov't/Military	3,066	3,915	-21.7%	14,543	16,373	-11.2%
Attend School	319	339	-5.9%	2,423	2,538	-4.5%
Sport Events	1,579	1,852	-14.7%	11,928	11,985	-0.5%
TRAVEL STATUS						
% First Timers **	21.7	20.3	1.4	18.2	18.0	0.2
% Repeaters **	78.3	79.7	-1.4	81.8	82.0	-0.2
Average # of Trips	6.58	6.76	-2.6%	7.03	7.03	0.0%
Group Tour	4,927	5,199	-5.2%	25,992	26,761	-2.9%
Non-Group	259,231	237,874	9.0%	1,225,724	1,153,495	6.3%
Package Trip	55,757	54,980	1.4%	239,266	244,449	-2.1%
No Package	208,401	188,093	10.8%	1,012,450	935,807	8.2%
Net True Independent	206,376	186,191	10.8%	1,002,101	926,081	8.2%

\*\* 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)					
	MAY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	1,441,342	1,295,605	11.2%	7,657,103	7,383,796	3.7%
TOTAL VISITORS	140,739	131,754	6.8%	720,738	697,737	3.3%
Domestic	136,867	128,355	6.6%	702,214	678,720	3.5%
International	3,872	3,399	13.9%	18,524	19,017	-2.6%
AVERAGE DAILY CENSUS	46,495	41,794	11.2%	50,376	48,899	3.0%
<b>ISLANDS VISITED</b>						
O'ahu	89,470	82,356	8.6%	418,894	404,390	3.6%
O'ahu only	57,901	53,583	8.1%	262,962	253,253	3.8%
Kaua'i	27,047	24,822	9.0%	140,839	133,386	5.6%
Kaua'i only	10,425	9,228	13.0%	57,486	52,519	9.5%
Maui County	48,869	47,243	3.4%	272,731	269,206	1.3%
Maui	48,025	46,445	3.4%	267,046	263,182	1.5%
Maui only	22,775	23,111	-1.5%	138,901	138,463	0.3%
Moloka'i *	1,084	1,073	1.0%	6,466	7,640	-15.4%
Moloka'i only *	71	82	-13.4%	699	678	3.1%
Lāna'i *	1,942	1,942	0.0%	11,060	12,586	-12.1%
Lāna'i only *	167	189	-11.6%	1,447	1,909	-24.2%
Big Island	28,995	27,124	6.9%	159,352	154,916	2.9%
Kona side	24,283	22,791	6.5%	135,701	132,448	2.5%
Hilo side	12,844	11,399	12.7%	65,267	63,227	3.2%
Big Island only	11,069	9,963	11.1%	66,576	64,484	3.2%
Any Neighbor Island	82,838	78,171	6.0%	457,776	444,484	3.0%
NI only	51,269	49,398	3.8%	301,844	293,347	2.9%
O'ahu & NI	31,569	28,773	9.7%	155,932	151,137	3.2%
Any one island only	102,408	96,156	6.5%	528,071	511,306	3.3%
Multiple Islands	38,331	35,598	7.7%	192,667	186,431	3.3%
Avg. Islands Visited	1.40	1.39	0.1%	1.39	1.40	-0.5%
Average Length of Stay in Hawai'i	10.24	9.83	4.1%	10.62	10.58	0.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	90,217	85,244	5.8%	455,179	440,120	3.4%
Hotel only	74,731	70,951	5.3%	373,642	360,143	3.7%
Plan to stay in Condo	18,476	17,170	7.6%	105,830	105,331	0.5%
Stay in Hawai'i	12,795	12,028	6.4%	74,180	74,218	-0.1%
Plan to stay in Timeshare	14,916	14,752	1.1%	80,596	79,779	1.0%
Timeshare only	11,041	10,812	2.1%	59,600	58,170	2.5%
Cruise Ship	5,485	4,912	11.7%	29,616	28,473	4.0%
Friends/Relatives	17,034	15,552	9.5%	82,658	81,791	1.1%
Bed & Breakfast	1,826	1,830	-0.2%	9,924	9,251	7.3%
Other	3,104	2,688	15.5%	13,723	13,448	2.0%

\* 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)					
	MAY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	105,293	98,484	6.9%	550,419	531,422	3.6%
Honeymoon	9,414	10,288	-8.5%	29,898	29,851	0.2%
Get Married	2,140	2,428	-11.9%	7,614	7,957	-4.3%
Pleasure/Vacation	96,025	88,257	8.8%	521,634	502,485	3.8%
Mtgs/Conventions/Incentive	15,645	14,712	6.3%	82,530	81,007	1.9%
Conventions	10,125	9,255	9.4%	49,264	49,379	-0.2%
Corporate Meetings	2,755	2,119	30.0%	16,793	14,729	14.0%
Incentive	3,392	3,820	-11.2%	20,587	20,276	1.5%
Other Business	5,303	5,415	-2.1%	32,492	29,330	10.8%
Visit Friends/Rel.	18,030	16,364	10.2%	80,668	78,921	2.2%
Gov't/Military	4,386	4,361	0.6%	20,374	21,607	-5.7%
Attend School	340	211	61.1%	1,706	1,609	6.0%
Sport Events	435	863	-49.6%	7,499	7,443	0.8%
<b>TRAVEL STATUS</b>						
% First Timers **	47.4	45.9	1.5	40.4	39.9	0.5
% Repeaters **	52.6	54.1	-1.5	59.6	60.1	-0.5
Average # of Trips	3.64	3.69	-1.6%	4.19	4.23	-0.9%
Group Tour	6,522	6,422	1.6%	43,101	40,664	6.0%
Non-Group	134,217	125,332	7.1%	677,637	645,533	5.0%
Package Trip	37,252	38,375	-2.9%	183,251	186,183	-1.6%
No Package	103,487	93,379	10.8%	537,487	504,479	6.5%
Net True Independent	101,401	91,456	10.9%	525,720	500,365	5.1%

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

**T A B L E 6. T O T A L J A P E S E V I S I T O R S B Y A I R**

	MAY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
VISITOR DAYS	613,504	479,509	27.9%	3,098,563	2,629,218	17.9%
TOTAL VISITORS	106,569	81,127	31.4%	523,688	442,059	18.5%
Domestic	626	562	11.4%	2,697	2,677	0.7%
International	105,943	80,565	31.5%	520,991	439,382	18.6%
AVERAGE DAILY CENSUS	19,790	15,468	27.9%	20,386	17,412	17.1%
<b>ISLANDS VISITED</b>						
O'ahu	103,251	77,885	32.6%	506,169	424,783	19.2%
O'ahu only	86,796	65,124	33.3%	424,723	359,284	18.2%
Kaua'i	1,962	1,430	37.2%	9,068	7,808	16.1%
Kaua'i only	192	162	18.5%	789	1,165	-32.3%
Maui County	5,302	4,868	8.9%	26,720	23,418	14.1%
Maui	5,202	4,758	9.3%	26,143	22,711	15.1%
Maui only	912	746	22.3%	3,679	4,063	-9.5%
Moloka'i *	39	116	-66.4%	491	718	-31.6%
Moloka'i only *	13	11	18.2%	14	30	-53.3%
Lāna'i *	202	110	83.6%	935	1,059	-11.7%
Lāna'i only *	0	4	-100.0%	79	178	-55.6%
Big Island	13,940	11,445	21.8%	72,672	59,575	22.0%
Kona side	8,341	7,162	16.5%	46,251	37,767	22.5%
Hilo side	6,431	5,380	19.5%	33,604	28,728	17.0%
Big Island only	2,087	2,263	-7.8%	12,111	10,869	11.4%
Any Neighbor Island	19,773	16,003	23.6%	98,965	82,775	19.6%
NI only	3,318	3,242	2.3%	17,519	17,276	1.4%
O'ahu & NI	16,455	12,761	28.9%	81,446	65,499	24.3%
Any one island only	90,000	68,310	31.8%	441,395	375,589	17.5%
Multiple Islands	16,569	12,817	29.3%	82,293	66,470	23.8%
Avg. Islands Visited	1.17	1.18	-0.9%	1.18	1.17	0.6%
Average Length of Stay in Hawai'i	5.76	5.91	-2.6%	5.92	5.95	-0.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	92,975	70,606	31.7%	459,939	386,094	19.1%
Hotel only	90,718	68,920	31.6%	449,984	377,931	19.1%
Plan to stay in Condo	9,605	8,166	17.6%	47,334	44,923	5.4%
Stay in Hawai'i	7,577	6,605	14.7%	39,037	37,936	2.9%
Plan to stay in Timeshare	5,344	3,220	66.0%	18,883	13,187	43.2%
Timeshare only	4,594	2,658	72.8%	16,017	9,803	63.4%
Cruise Ship	0	55	-100.0%	683	192	255.7%
Friends/Relatives	791	1,036	-23.6%	5,990	6,593	-9.1%
Bed & Breakfast	99	100	-1.0%	763	659	15.8%
Other	112	70	60.0%	702	350	100.6%

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

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

	MAY			YEAR-TO-DATE		
	2012P	2011p	% CHANGE	2012P	2011p	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	92,382	70,115	31.8%	458,190	382,563	19.8%
Honeymoon	21,286	15,591	36.5%	94,203	74,777	26.0%
Get Married	5,832	4,368	33.5%	23,456	21,842	7.4%
Pleasure/Vacation	70,380	53,433	31.7%	362,927	304,064	19.4%
Mtgs/Conventions/Incentive	3,266	2,641	23.7%	17,276	19,319	-10.6%
Conventions	1,374	596	130.5%	4,872	3,864	26.1%
Corporate Meetings	449	109	311.9%	3,503	2,878	21.7%
Incentive	1,444	2,168	-33.4%	9,271	13,266	-30.1%
Other Business	1,182	508	132.7%	4,165	3,078	35.3%
Visit Friends/Rel.	1,341	1,639	-18.2%	9,532	9,013	5.8%
Gov't/Military	170	9	1788.9%	456	268	70.1%
Attend School	173	131	32.1%	1,716	842	103.8%
Sport Events	1,792	2,200	-18.5%	9,230	9,451	-2.3%
<b>TRAVEL STATUS</b>						
% First Timers **	43.0	41.2	1.8	43.2	43.5	-0.2
% Repeaters **	57.0	58.8	-1.8	56.8	56.5	0.2
Average # of Trips	3.61	3.81	-5.3%	3.62	3.78	-4.3%
Group Tour	29,137	22,141	31.6%	140,401	136,095	3.2%
Non-Group	77,432	58,986	31.3%	383,287	295,470	29.7%
Package Trip	77,338	61,204	26.4%	390,311	326,499	19.5%
No Package	29,231	19,923	46.7%	133,377	115,560	15.4%
Net True Independent	25,796	17,627	46.3%	123,372	96,209	28.2%

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

**TABLE 7. TOTAL CANADIAN VISITORS BY AIR**

	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
<b>VISITOR DAYS</b>	267,245	251,373	6.3%	3,646,163	3,259,661	11.9%
<b>TOTAL VISITORS</b>	23,630	23,591	0.2%	270,742	253,800	6.7%
Domestic	11,379	12,151	-6.4%	95,909	104,666	-8.4%
International	12,251	11,440	7.1%	174,833	149,134	17.2%
<b>AVERAGE DAILY CENSUS</b>	8,621	8,109	6.3%	23,988	21,587	11.1%
<b>ISLANDS VISITED</b>						
O'ahu	12,543	13,930	-10.0%	118,797	119,879	-0.9%
O'ahu only	8,490	9,409	-9.8%	77,680	78,553	-1.1%
Kaua'i	3,256	3,031	7.4%	36,433	35,840	1.7%
Kaua'i only	1,178	1,013	16.3%	16,656	14,426	15.5%
Maui County	10,927	10,431	4.8%	134,720	121,133	11.2%
Maui	10,877	10,363	5.0%	133,246	119,916	11.1%
Maui only	7,080	6,604	7.2%	96,654	85,168	13.5%
Moloka'i *	191	135	41.5%	2,017	2,396	-15.8%
Moloka'i only *	7	9	-22.2%	272	234	16.2%
Lāna'i *	277	336	-17.6%	2,728	2,666	2.3%
Lāna'i only *	12	14	-14.3%	272	108	151.9%
Big Island	3,820	3,733	2.3%	52,388	49,252	6.4%
Kona side	3,418	3,214	6.3%	47,546	44,890	5.9%
Hilo side	1,376	1,761	-21.9%	17,196	17,814	-3.5%
Big Island only	1,896	1,256	51.0%	25,959	23,637	9.8%
Any Neighbor Island	15,140	14,182	6.8%	193,062	175,247	10.2%
NI only	11,087	9,661	14.8%	151,945	133,921	13.5%
O'ahu & NI	4,053	4,521	-10.4%	41,117	41,326	-0.5%
Any one island only	18,663	18,305	2.0%	217,493	202,126	7.6%
Multiple Islands	4,967	5,286	-6.0%	53,249	51,674	3.0%
Avg. Islands Visited	1.31	1.34	-2.0%	1.28	1.30	-1.8%
Average Length of Stay in Hawai'i	11.31	10.66	6.1%	13.47	12.84	4.9%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	12,526	13,503	-7.2%	132,431	127,167	4.1%
Hotel only	9,963	10,961	-9.1%	103,057	98,528	4.6%
Plan to stay in Condo	8,535	7,102	20.2%	103,674	95,650	8.4%
Condo only	6,703	5,529	21.2%	84,158	77,139	9.1%
Plan to stay in Timeshare	2,056	2,120	-3.0%	26,055	24,769	5.2%
Timeshare only	1,340	1,582	-15.3%	18,982	17,674	7.4%
Cruise Ship	560	771	-27.4%	5,715	6,919	-17.4%
Friends/Relatives	928	1,125	-17.5%	11,151	10,435	6.9%
Bed & Breakfast	409	438	-6.6%	3,506	3,659	-4.2%
Other	136	183	-25.7%	2,220	2,295	-3.3%

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

**T A B L E 7. T O T A L C A N A D I A N V I S I T O R S B Y A I R (C O N T .)**

	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	21,209	20,553	3.2%	252,791	235,129	7.5%
Honeymoon	1,037	1,200	-13.6%	4,770	4,883	-2.3%
Get Married	395	296	33.4%	1,859	1,614	15.2%
Pleasure/Vacation	20,122	19,327	4.1%	248,104	230,390	7.7%
Mtgs/Conventions/Incentive	1,355	2,212	-38.7%	12,789	14,644	-12.7%
Conventions	985	1,636	-39.8%	8,758	10,916	-19.8%
Corporate Meetings	170	141	20.6%	1,606	1,828	-12.1%
Incentive	261	466	-44.0%	2,969	2,471	20.2%
Other Business	193	188	2.7%	1,618	1,723	-6.1%
Visit Friends/Rel.	636	1,144	-44.4%	8,215	9,214	-10.8%
Gov't/Military	70	20	250.0%	354	309	14.6%
Attend School	12	11	9.1%	224	261	-14.2%
Sport Events	120	118	1.7%	1,717	1,038	65.4%
<b>TRAVEL STATUS</b>						
% First Timers **	41.3	42.9	-1.7	34.1	35.4	-1.3
% Repeaters **	58.7	57.1	1.7	65.9	64.6	1.3
Average # of Trips	3.63	3.46	5.1%	4.07	4.05	0.7%
Group Tour	572	819	-30.2%	7,486	7,300	2.5%
Non-Group	23,058	22,772	1.3%	263,256	246,500	6.8%
Package Trip	6,520	6,233	4.6%	70,835	66,954	5.8%
No Package	17,111	17,358	-1.4%	199,908	186,846	7.0%
Net True Independent	16,971	17,074	-0.6%	198,464	185,095	7.2%

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

### May 2012 Arrivals at a Glance

CATEGORY AND MMA	May 2012	May 2011	% change	YTD 2012	YTD 2011	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,071.6</b>	<b>912.3</b>	<b>17.5</b>	<b>5,848.5</b>	<b>5,007.1</b>	<b>16.8</b>
Total by air	1,069.7	911.0	17.4	5,825.8	4,991.0	16.7
U.S. West	383.1	333.0	15.1	1,825.5	1,657.1	10.2
U.S. East	243.9	236.3	3.2	1,336.5	1,335.1	0.1
Japan	188.1	137.9	36.4	940.6	741.6	26.8
Canada	42.0	41.0	2.5	560.5	504.1	11.2
All Others	212.6	162.9	30.5	1,162.8	753.2	54.4
Visitor arrivals by cruise ships	1.9	1.3	48.6	22.6	16.1	40.8
<b>TOTAL VISITOR DAYS</b>	<b>5,648,656</b>	<b>4,935,439</b>	<b>14.5</b>	<b>31,259,490</b>	<b>28,158,711</b>	<b>11.0</b>
Total by air	5,612,931	4,902,955	14.5	30,811,344	27,817,436	10.8
U.S. West	2,455,618	2,244,657	9.4	12,019,393	11,279,021	6.6
U.S. East	1,441,342	1,295,605	11.2	7,657,103	7,383,796	3.7
Japan	613,504	479,509	27.9	3,098,563	2,629,218	17.9
Canada	267,245	251,373	6.3	3,646,163	3,259,661	11.9
All Others	835,221	631,811	32.2	4,390,121	3,265,740	34.4
Visitor arrivals by cruise ships	35,724	32,484	10.0	448,147	341,275	31.3
<b>VISITOR ARRIVALS</b>	<b>622,899</b>	<b>553,505</b>	<b>12.5</b>	<b>3,255,048</b>	<b>2,958,699</b>	<b>10.0</b>
Total by air	615,675	548,859	12.2	3,166,330	2,896,891	9.3
U.S. West	264,158	243,073	8.7	1,251,716	1,180,256	6.1
U.S. East	140,739	131,754	6.8	720,738	697,737	3.3
Japan	106,569	81,127	31.4	523,688	442,059	18.5
Canada	23,630	23,591	0.2	270,742	253,800	6.7
All Others	80,579	69,314	16.3	399,446	323,039	23.7
Visitor arrivals by cruise ships	7,224	4,646	55.5	88,718	61,808	43.5
<b>AVERAGE LENGTH OF STAY</b>	<b>9.07</b>	<b>8.92</b>	<b>1.7</b>	<b>9.60</b>	<b>9.52</b>	<b>0.9</b>
Total by air	9.12	8.93	2.1	9.73	9.60	1.3
U.S. West	9.30	9.23	0.7	9.60	9.56	0.5
U.S. East	10.24	9.83	4.1	10.62	10.58	0.4
Japan	5.76	5.91	-2.6	5.92	5.95	-0.5
Canada	11.31	10.66	6.1	13.47	12.84	4.9
All Others	10.37	9.12	13.7	10.99	10.11	8.7
Visitor arrivals by cruise ships	4.95	6.99	-29.3	5.05	5.52	-8.5
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>189.7</b>	<b>184.9</b>	<b>2.6</b>	<b>187.1</b>	<b>177.8</b>	<b>5.2</b>
Total by air	190.6	185.8	2.6	189.1	179.4	5.4
U.S. West	156.0	148.3	5.2	151.9	146.9	3.4
U.S. East	169.2	182.4	-7.2	174.5	180.8	-3.5
Japan	306.6	287.6	6.6	303.6	282.1	7.6
Canada	157.2	163.1	-3.6	153.7	154.6	-0.6
All Others	254.5	257.8	-1.3	264.9	230.6	14.8
Visitor arrivals by cruise ships	54.1	40.0	35.2	50.5	47.1	7.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,720.3</b>	<b>1,648.3</b>	<b>4.4</b>	<b>1,796.7</b>	<b>1,692.3</b>	<b>6.2</b>
Total by air	1,737.4	1,659.8	4.7	1,839.9	1,722.9	6.8
U.S. West	1,450.3	1,369.8	5.9	1,458.4	1,404.0	3.9
U.S. East	1,732.9	1,793.4	-3.4	1,854.3	1,913.4	-3.1
Japan	1,765.1	1,699.9	3.8	1,796.1	1,677.6	7.1
Canada	1,778.4	1,737.9	2.3	2,070.2	1,986.1	4.2
All Others	2,637.8	2,349.5	12.3	2,911.0	2,331.6	24.8
Visitor arrivals by cruise ships	267.3	279.6	-4.4	255.0	260.0	-1.9

Source: Hawai'i Tourism Authority

**2012 Arrivals at a Glance by Month**

2012	MMA	Jan	Feb	Mar	Apr	May
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,344.7	\$1,098.9	\$1,166.5	\$1,166.8	\$1,071.6
	Total by air	\$1,341.2	\$1,094.6	\$1,161.5	\$1,158.9	\$1,069.7
	U.S. West	\$364.1	\$313.2	\$364.0	\$401.1	\$383.1
	U.S. East	\$346.7	\$278.7	\$261.0	\$206.2	\$243.9
	Japan	\$218.5	\$193.5	\$186.8	\$153.7	\$188.1
	Canada	\$165.2	\$135.2	\$134.1	\$84.0	\$42.0
	All Others	\$246.6	\$174.0	\$215.7	\$313.9	\$212.6
	Visitor arrivals by cruise ships	3.45	4.35	5.02	7.87	1.93
<b>Visitor days</b>	TOTAL (air + ships)	6,995,564	6,011,648	6,583,906	6,019,717	5,648,656
	Total by air	6,927,002	5,933,566	6,481,577	5,856,267	5,612,931
	U.S. West	2,486,692	2,146,532	2,427,197	2,503,354	2,455,618
	U.S. East	1,899,774	1,559,431	1,567,638	1,188,917	1,441,342
	Japan	642,665	642,339	685,824	514,231	613,504
	Canada	977,253	887,536	959,671	554,458	267,245
	All Others	920,618	697,727	841,247	1,095,308	835,221
	Visitor arrivals by cruise ships	68,562	78,082	102,329	163,450	35,724
<b>Visitor arrivals</b>	TOTAL (air + ships)	643,616	626,367	714,973	647,194	622,899
	Total by air	629,852	608,781	695,800	616,222	615,675
	U.S. West	222,914	221,879	264,956	277,809	264,158
	U.S. East	150,047	144,229	162,931	122,792	140,739
	Japan	108,625	107,754	114,055	86,685	106,569
	Canada	64,063	64,230	72,882	45,937	23,630
	All Others	84,203	70,689	80,976	82,999	80,579
	Visitor arrivals by cruise ships	13,764	17,586	19,173	30,972	7,224
<b>length of stay</b>	TOTAL (air + ships)	10.87	9.60	9.21	9.30	9.07
	Total by air	11.00	9.75	9.32	9.50	9.12
	U.S. West	11.16	9.67	9.16	9.01	9.30
	U.S. East	12.66	10.81	9.62	9.68	10.24
	Japan	5.92	5.96	6.01	5.93	5.76
	Canada	15.25	13.82	13.17	12.07	11.31
	All Others	10.93	9.87	10.39	13.20	10.37
	Visitor arrivals by cruise ships	4.98	4.44	5.34	5.28	4.95
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$192.2	\$182.8	\$177.2	\$193.8	\$189.7
	Total by air	\$193.6	\$184.5	\$179.2	\$197.9	\$190.6
	U.S. West	\$146.4	\$145.9	\$150.0	\$160.2	\$156.0
	U.S. East	\$182.5	\$178.7	\$166.5	\$173.5	\$169.2
	Japan	\$340.1	\$301.2	\$272.3	\$298.9	\$306.6
	Canada	\$169.0	\$152.4	\$139.7	\$151.4	\$157.2
	All Others	\$267.9	\$249.3	\$256.4	\$286.6	\$254.5
	Visitor arrivals by cruise ships	\$50.3	\$55.7	\$49.1	\$48.2	\$54.1
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$2,089.2	\$1,754.5	\$1,631.5	\$1,802.8	\$1,720.3
	Total by air	\$2,129.4	\$1,798.0	\$1,669.3	\$1,880.7	\$1,737.4
	U.S. West	\$1,633.5	\$1,411.5	\$1,373.9	\$1,443.7	\$1,450.3
	U.S. East	\$2,310.6	\$1,932.5	\$1,601.7	\$1,679.5	\$1,732.9
	Japan	\$2,011.9	\$1,795.5	\$1,637.4	\$1,773.2	\$1,765.1
	Canada	\$2,578.7	\$2,105.5	\$1,839.4	\$1,827.9	\$1,778.4
	All Others	\$2,929.2	\$2,461.1	\$2,663.4	\$3,782.3	\$2,637.8
	Visitor arrivals by cruise ships	\$250.5	\$247.1	\$262.1	\$254.2	\$267.3

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,344.7	\$2,443.6	\$3,610.1	\$4,776.9	\$5,848.5
	Total by air	\$1,341.2	\$2,435.8	\$3,597.3	\$4,756.2	\$5,825.8
	U.S. West	\$364.1	\$677.3	\$1,041.4	\$1,442.4	\$1,825.5
	U.S. East	\$346.7	\$625.4	\$886.4	\$1,092.6	\$1,336.5
	Japan	\$218.5	\$412.0	\$598.8	\$752.5	\$940.6
	Canada	\$165.2	\$300.4	\$434.5	\$518.5	\$560.5
	All Others	\$246.6	\$420.6	\$636.3	\$950.2	\$1,162.8
	Visitor arrivals by cruise ships	\$3.4	\$7.8	\$12.8	\$20.7	\$22.6
<b>Visitor days</b>	TOTAL (air + ships)	6,995,564	13,007,212	19,591,118	25,610,835	31,259,490
	Total by air	6,927,002	12,860,568	19,342,145	25,198,412	30,811,344
	U.S. West	2,486,692	4,633,224	7,060,421	9,563,775	12,019,393
	U.S. East	1,899,774	3,459,205	5,026,844	6,215,761	7,657,103
	Japan	642,665	1,285,004	1,970,828	2,485,059	3,098,563
	Canada	977,253	1,864,789	2,824,460	3,378,918	3,646,163
	All Others	920,618	1,618,345	2,459,592	3,554,900	4,390,121
	Visitor arrivals by cruise ships	68,562	146,644	248,973	412,423	448,147
<b>Visitor arrivals</b>	TOTAL (air + ships)	643,616	1,269,983	1,984,956	2,632,149	3,255,048
	Total by air	629,852	1,238,633	1,934,433	2,550,655	3,166,330
	U.S. West	222,914	444,793	709,749	987,558	1,251,716
	U.S. East	150,047	294,276	457,207	579,999	720,738
	Japan	108,625	216,379	330,434	417,119	523,688
	Canada	64,063	128,293	201,175	247,112	270,742
	All Others	84,203	154,892	235,868	318,867	399,446
	Visitor arrivals by cruise ships	13,764	31,350	50,523	81,494	88,718
<b>length of stay</b>	TOTAL (air + ships)	10.87	10.24	9.87	9.73	9.60
	Total by air	11.00	10.38	10.00	9.88	9.73
	U.S. West	11.16	10.42	9.95	9.68	9.60
	U.S. East	12.66	11.75	10.99	10.72	10.62
	Japan	5.92	5.94	5.96	5.96	5.92
	Canada	15.25	14.54	14.04	13.67	13.47
	All Others	10.93	10.45	10.43	11.15	10.99
	Visitor arrivals by cruise ships	4.98	4.68	4.93	5.06	5.05
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$192.2	\$187.9	\$184.3	\$186.5	\$187.1
	Total by air	\$193.6	\$189.4	\$186.0	\$188.7	\$189.1
	U.S. West	\$146.4	\$146.2	\$147.5	\$150.8	\$151.9
	U.S. East	\$182.5	\$180.8	\$176.3	\$175.8	\$174.5
	Japan	\$340.1	\$320.6	\$303.8	\$302.8	\$303.6
	Canada	\$169.0	\$161.1	\$153.8	\$153.4	\$153.7
	All Others	\$267.9	\$259.9	\$258.7	\$267.3	\$264.9
	Visitor arrivals by cruise ships	\$50.3	\$53.1	\$51.5	\$50.2	\$50.5
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$2,089.2	\$1,924.1	\$1,818.7	\$1,814.8	\$1,796.7
	Total by air	\$2,129.4	\$1,966.5	\$1,859.6	\$1,864.7	\$1,839.9
	U.S. West	\$1,633.5	\$1,522.8	\$1,467.2	\$1,460.6	\$1,458.4
	U.S. East	\$2,310.6	\$2,125.2	\$1,938.7	\$1,883.8	\$1,854.3
	Japan	\$2,011.9	\$1,904.1	\$1,812.1	\$1,804.0	\$1,796.1
	Canada	\$2,578.7	\$2,341.8	\$2,159.8	\$2,098.1	\$2,070.2
	All Others	\$2,929.2	\$2,715.6	\$2,697.6	\$2,980.0	\$2,911.0
	Visitor arrivals by cruise ships	\$250.5	\$248.6	\$253.7	\$253.9	\$255.0

Source:Hawaii Tourism Authority

May 2012 Island Highlights

CATEGORY AND ISLAND	May 2012	May 2011	% change	YTD 2012	YTD 2011	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,071.6</b>	<b>912.3</b>	<b>17.5</b>	<b>5,848.5</b>	<b>5,007.1</b>	<b>16.8</b>
Total by air	1,069.7	911.0	17.4	5,825.8	4,991.0	16.7
O'ahu	593.7	481.5	23.3	2,910.8	2,428.1	19.9
Maui	248.1	220.9	12.3	1,580.1	1,354.8	16.6
Moloka'i	2.2	1.9	11.9	12.0	11.9	0.5
Lāna'i	4.8	7.0	-31.4	37.7	38.1	-1.0
Kaua'i	113.6	107.6	5.6	550.2	506.6	8.6
Hawai'i Island	107.4	92.1	16.6	735.0	651.5	12.8
Visitor arrivals by cruise ships	1.9	1.3	48.6	22.6	16.1	40.8
<b>TOTAL VISITOR DAYS</b>	<b>5,648,656</b>	<b>4,935,439</b>	<b>14.5</b>	<b>31,259,490</b>	<b>28,158,711</b>	<b>11.0</b>
Total by air	5,612,931	4,902,955	14.5	30,811,344	27,817,436	10.8
O'ahu	2,973,688	2,470,564	20.4	14,811,574	12,973,240	14.2
Maui	1,285,967	1,190,712	8.0	7,893,446	7,355,708	7.3
Moloka'i	17,830	15,933	11.9	118,328	113,504	4.2
Lāna'i	15,677	20,702	-24.3	112,888	116,702	-3.3
Kaua'i	625,006	577,443	8.2	3,352,645	3,064,374	9.4
Hawai'i Island	694,764	627,601	10.7	4,522,462	4,193,909	7.8
Visitor arrivals by cruise ships	35,724	32,484	10.0	448,147	341,275	31.3
<b>VISITOR ARRIVALS</b>	<b>622,899</b>	<b>553,505</b>	<b>12.5</b>	<b>3,255,048</b>	<b>2,958,699</b>	<b>10.0</b>
Total by air	615,675	548,859	12.2	3,166,330	2,896,891	9.3
O'ahu	397,430	345,147	15.1	1,936,409	1,741,506	11.2
Maui	172,052	161,039	6.8	945,656	891,348	6.1
Moloka'i	4,431	3,587	23.5	23,418	25,169	-7.0
Lāna'i	5,781	6,105	-5.3	32,168	34,177	-5.9
Kaua'i	85,174	81,632	4.3	433,755	400,790	8.2
Hawai'i Island	105,134	96,504	8.9	597,770	552,714	8.2
Visitor arrivals by cruise ships	7,224	4,646	55.5	88,718	61,808	43.5
<b>AVERAGE LENGTH OF STAY</b>	<b>9.07</b>	<b>8.92</b>	<b>1.7</b>	<b>9.60</b>	<b>9.52</b>	<b>0.9</b>
Total by air	9.12	8.93	2.1	9.73	9.60	1.3
O'ahu	7.48	7.16	4.5	7.65	7.45	2.7
Maui	7.47	7.39	1.1	8.35	8.25	1.1
Moloka'i	4.02	4.44	-9.4	5.05	4.51	12.0
Lāna'i	2.71	3.39	-20.0	3.51	3.41	2.8
Kaua'i	7.34	7.07	3.7	7.73	7.65	1.1
Hawai'i Island	6.61	6.50	1.6	7.57	7.59	-0.3
Visitor arrivals by cruise ships	4.95	6.99	-29.3	5.05	5.52	-8.5
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>189.7</b>	<b>184.9</b>	<b>2.6</b>	<b>187.1</b>	<b>177.8</b>	<b>5.2</b>
Total by air	190.6	185.8	2.6	189.1	179.4	5.4
O'ahu	199.6	194.9	2.4	196.5	187.2	5.0
Maui	192.9	185.5	4.0	200.2	184.2	8.7
Moloka'i	122.2	122.2	0.0	101.5	105.3	-3.6
Lāna'i	306.7	338.5	-9.4	334.3	326.5	2.4
Kaua'i	181.8	186.4	-2.5	164.1	165.3	-0.7
Hawai'i Island	154.5	146.7	5.4	162.5	155.3	4.6
Visitor arrivals by cruise ships	54.1	40.0	35.2	50.5	47.1	7.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,720.3</b>	<b>1,648.3</b>	<b>4.4</b>	<b>1,796.7</b>	<b>1,692.3</b>	<b>6.2</b>
Total by air	1,737.4	1,659.8	4.7	1,839.9	1,722.9	6.8
O'ahu	1,493.7	1,395.0	7.1	1,503.2	1,394.3	7.8
Maui	1,441.7	1,371.7	5.1	1,670.9	1,519.9	9.9
Moloka'i	491.8	542.9	-9.4	512.9	474.7	8.1
Lāna'i	831.7	1,147.7	-27.5	1,173.1	1,114.7	5.2
Kaua'i	1,333.8	1,318.4	1.2	1,268.5	1,264.1	0.3
Hawai'i Island	1,021.2	953.9	7.1	1,229.5	1,178.7	4.3
Visitor arrivals by cruise ships	267.3	279.6	-4.4	255.0	260.0	-1.9

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2012

2012	ISLAND	Jan	Feb	Mar	Apr	May
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,344.7	\$1,098.9	\$1,166.5	\$1,166.8	\$1,071.6
	Total by air	\$1,341.2	\$1,094.6	\$1,161.5	\$1,158.9	\$1,069.7
	O'ahu	\$655.4	\$519.3	\$552.7	\$589.8	\$593.7
	Maui	\$366.5	\$306.1	\$352.9	\$306.6	\$248.1
	Moloka'i	\$4.0	\$2.6	\$1.3	\$1.9	\$2.2
	Lāna'i	\$7.3	\$9.0	\$6.6	\$10.2	\$4.8
	Kaua'i	\$118.5	\$114.0	\$95.1	\$109.0	\$113.6
	Hawai'i Island Visitor arrivals by cruise ships	\$189.6 \$3.45	\$143.7 \$4.35	\$152.9 \$5.02	\$141.4 \$7.87	\$107.4 \$1.93
<b>Visitor days</b>	TOTAL (air + ships)	6,995,564	6,011,648	6,583,906	6,019,717	5,648,656
	Total by air	6,927,002	5,933,566	6,481,577	5,856,267	5,612,931
	O'ahu	3,177,062	2,682,763	3,018,287	2,959,773	2,973,688
	Maui	1,819,502	1,618,283	1,755,424	1,414,270	1,285,967
	Moloka'i	36,673	25,655	20,769	17,401	17,830
	Lāna'i	25,913	24,417	21,812	25,070	15,677
	Kaua'i	731,081	649,814	695,123	651,621	625,006
	Hawai'i Island Visitor arrivals by cruise ships	1,136,770 68,562	932,634 78,082	970,162 102,329	788,133 163,450	694,764 35,724
<b>Visitor arrivals</b>	TOTAL (air + ships)	643,616	626,367	714,973	647,194	622,899
	Total by air	629,852	608,781	695,800	616,222	615,675
	O'ahu	390,120	367,053	410,399	371,407	397,430
	Maui	188,730	183,801	215,047	186,026	172,052
	Moloka'i	4,937	4,715	4,303	5,032	4,431
	Lāna'i	6,401	6,102	6,837	7,048	5,781
	Kaua'i	83,360	82,301	94,733	88,187	85,174
	Hawai'i Island Visitor arrivals by cruise ships	124,995 13,764	120,713 17,586	134,475 19,173	112,454 30,972	105,134 7,224
<b>Length of stay</b>	TOTAL (air + ships)	10.87	9.60	9.21	9.30	9.07
	Total by air	11.00	9.75	9.32	9.50	9.12
	O'ahu	8.14	7.31	7.35	7.97	7.48
	Maui	9.64	8.80	8.16	7.60	7.47
	Moloka'i	7.43	5.44	4.83	3.46	4.02
	Lāna'i	4.05	4.00	3.19	3.56	2.71
	Kaua'i	8.77	7.90	7.34	7.39	7.34
	Hawai'i Island Visitor arrivals by cruise ships	9.09 4.98	7.73 4.44	7.21 5.34	7.01 5.28	6.61 4.95
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$192.2	\$182.8	\$177.2	\$193.8	\$189.7
	Total by air	\$193.6	\$184.5	\$179.2	\$197.9	\$190.6
	O'ahu	\$206.3	\$193.6	\$183.1	\$199.3	\$199.6
	Maui	\$201.4	\$189.1	\$201.0	\$216.8	\$192.9
	Moloka'i	\$108.0	\$101.3	\$63.8	\$112.0	\$122.2
	Lāna'i	\$280.2	\$367.0	\$300.6	\$404.9	\$306.7
	Kaua'i	\$162.0	\$175.4	\$136.9	\$167.3	\$181.8
	Hawai'i Island Visitor arrivals by cruise ships	\$166.8 \$50.3	\$154.1 \$55.7	\$157.6 \$49.1	\$179.5 \$48.2	\$154.5 \$54.1
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$2,089.2	\$1,754.5	\$1,631.5	\$1,802.8	\$1,720.3
	Total by air	\$2,129.4	\$1,798.0	\$1,669.3	\$1,880.7	\$1,737.4
	O'ahu	\$1,680.1	\$1,414.8	\$1,346.6	\$1,587.9	\$1,493.7
	Maui	\$1,942.1	\$1,665.1	\$1,640.8	\$1,648.0	\$1,441.7
	Moloka'i	\$802.0	\$551.3	\$307.7	\$387.3	\$491.8
	Lāna'i	\$1,134.3	\$1,468.4	\$959.1	\$1,440.2	\$831.7
	Kaua'i	\$1,421.1	\$1,384.8	\$1,004.3	\$1,236.5	\$1,333.8
	Hawai'i Island Visitor arrivals by cruise ships	\$1,516.5 \$250.5	\$1,190.3 \$247.1	\$1,137.3 \$262.1	\$1,257.7 \$254.2	\$1,021.2 \$267.3

YEAR-TO-DATE	ISLAND					
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,344.7	\$2,443.6	\$3,610.1	\$4,776.9	\$5,848.5
	Total by air	\$1,341.2	\$2,435.8	\$3,597.3	\$4,756.2	\$5,825.8
	O'ahu	\$655.4	\$1,174.8	\$1,727.4	\$2,317.2	\$2,910.8
	Maui	\$366.5	\$672.6	\$1,025.4	\$1,332.0	\$1,580.1
	Moloka'i	\$4.0	\$6.6	\$7.9	\$9.8	\$12.0
	Lāna'i	\$7.3	\$16.2	\$22.8	\$32.9	\$37.7
	Kaua'i	\$118.5	\$232.4	\$327.6	\$436.6	\$550.2
	Hawai'i Island Visitor arrivals by cruise ships	\$189.6 \$3.4	\$333.2 \$7.8	\$486.2 \$12.8	\$627.6 \$20.7	\$735.0 \$22.6
<b>Visitor days</b>	TOTAL (air + ships)	6,995,564	13,007,212	19,591,118	25,610,835	31,259,490
	Total by air	6,927,002	12,860,568	19,342,145	25,198,412	30,811,344
	O'ahu	3,177,062	5,859,826	8,878,113	11,837,886	14,811,574
	Maui	1,819,502	3,437,785	5,193,209	6,607,479	7,893,446
	Moloka'i	36,673	62,328	83,097	100,498	118,328
	Lāna'i	25,913	50,329	72,141	97,211	112,888
	Kaua'i	731,081	1,380,895	2,076,018	2,727,639	3,352,645
	Hawai'i Island Visitor arrivals by cruise ships	1,136,770 68,562	2,069,404 146,644	3,039,566 248,973	3,827,699 412,423	4,522,462 448,147
<b>Visitor arrivals</b>	TOTAL (air + ships)	643,616	1,269,983	1,984,956	2,632,149	3,255,048
	Total by air	629,852	1,238,633	1,934,433	2,550,655	3,166,330
	O'ahu	390,120	757,173	1,167,572	1,538,978	1,936,409
	Maui	188,730	372,531	587,579	773,605	945,656
	Moloka'i	4,937	9,652	13,955	18,987	23,418
	Lāna'i	6,401	12,503	19,340	26,387	32,168
	Kaua'i	83,360	165,661	260,394	348,581	433,755
	Hawai'i Island Visitor arrivals by cruise ships	124,995 13,764	245,708 31,350	380,182 50,523	492,636 81,494	597,770 88,718
<b>Length of stay</b>	TOTAL (air + ships)	10.87	10.24	9.87	9.73	9.60
	Total by air	11.00	10.38	10.00	9.88	9.73
	O'ahu	8.14	7.74	7.60	7.69	7.65
	Maui	9.64	9.23	8.84	8.54	8.35
	Moloka'i	7.43	6.46	5.95	5.29	5.05
	Lāna'i	4.05	4.03	3.73	3.68	3.51
	Kaua'i	8.77	8.34	7.97	7.82	7.73
	Hawai'i Island Visitor arrivals by cruise ships	9.09 4.98	8.42 4.68	8.00 4.93	7.77 5.06	7.57 5.05
<b>Per Person Per Day Spending</b>	TOTAL (air+ships) (\$)	\$192.2	\$187.9	\$184.3	\$186.5	\$187.1
	Total by air	\$193.6	\$189.4	\$186.0	\$188.7	\$189.1
	O'ahu	\$206.3	\$200.5	\$194.6	\$195.7	\$196.5
	Maui	\$201.4	\$195.6	\$197.5	\$201.6	\$200.2
	Moloka'i	\$108.0	\$105.2	\$94.9	\$97.8	\$101.5
	Lāna'i	\$280.2	\$322.3	\$315.7	\$338.7	\$334.3
	Kaua'i	\$162.0	\$168.3	\$157.8	\$160.1	\$164.1
	Hawai'i Island Visitor arrivals by cruise ships	\$166.8 \$50.3	\$161.0 \$53.1	\$159.9 \$51.5	\$164.0 \$50.2	\$162.5 \$50.5
<b>Per Person Per Trip Spending</b>	TOTAL (air+ships) (\$)	\$2,089.2	\$1,924.1	\$1,818.7	\$1,814.8	\$1,796.7
	Total by air	\$2,129.4	\$1,966.5	\$1,859.6	\$1,864.7	\$1,839.9
	O'ahu	\$1,680.1	\$1,551.5	\$1,479.5	\$1,505.7	\$1,503.2
	Maui	\$1,942.1	\$1,805.5	\$1,745.2	\$1,721.8	\$1,670.9
	Moloka'i	\$802.0	\$679.6	\$564.9	\$517.8	\$512.9
	Lāna'i	\$1,134.3	\$1,297.3	\$1,177.8	\$1,247.9	\$1,173.1
	Kaua'i	\$1,421.1	\$1,403.1	\$1,258.0	\$1,252.5	\$1,268.5
	Hawai'i Island Visitor arrivals by cruise ships	\$1,516.5 \$250.5	\$1,356.2 \$248.6	\$1,278.8 \$253.7	\$1,274.0 \$253.9	\$1,229.5 \$255.0

Source:Hawai'i Tourism Authority

**Table 8. VISITORS BY CRUISE SHIPS**

	MAY			YEAR-TO-DATE		
	2012P	2011P	% CHANGE	2012P	2011P	% CHANGE
VISITOR DAYS	130,296	143,924	-9.5%	999,252	1,061,941	-5.9%
TOTAL VISITORS	16,105	13,309	21.0%	140,465	112,871	24.4%
ARRIVED BY SHIP	7,224	4,646	55.5%	88,718	61,808	43.5%
ARRIVED BY AIR	8,881	8,663	2.5%	51,747	51,063	1.3%
NUMBER OF SHIP ARRIVALS	5	2	150.0%	48	36	33.3%
<b>ISLANDS VISITED</b>						
Oahu	16,105	13,309	21.0%	140,465	112,871	24.4%
Kauai	16,105	13,309	21.0%	128,982	104,201	23.8%
Maui County	16,105	13,309	21.0%	133,470	108,504	23.0%
Maui	16,105	13,309	21.0%	133,470	108,504	23.0%
Molokai	208	83	149.3%	2,235	1,291	73.2%
Lanai	348	214	62.7%	3,347	2,177	53.7%
Big Island	16,105	13,309	21.0%	134,898	107,586	25.4%
Average Islands Visited	4.03	4.02	0.3%	38.0	3.87	881.4%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawaii before Cruise	1.16	2.95	-60.5%	0.87	2.88	-69.8%
Days in Hawaii during Cruise	5.49	6.38	-13.9%	4.89	5.28	-7.4%
Days in Hawaii after Cruise	1.43	1.48	-3.3%	1.36	1.25	8.5%
Total days in Hawaii	8.09	10.81	-25.2%	7.11	9.41	-24.4%
<b>ACCOMMODATIONS</b>						
Hotel	8,939	7,817	14.4%	58,718	51,807	13.3%
Hotel only	7,761	6,844	13.4%	48,966	45,483	7.7%
Condo	843	740	14.0%	7,074	4,813	47.0%
Condo only	278	239	16.5%	1,875	1,639	14.4%
Timeshare	745	595	25.2%	5,162	3,877	33.2%
Timeshare Only	266	204	30.7%	1,500	1,529	-1.9%
Bed & Breakfast	60	110	-45.9%	773	545	41.9%
Bed & Breakfast only	16	4	344.6%	103	137	-24.9%
Friends & relatives	334	464	-28.1%	3,062	2,738	11.8%
Other accommodation	497	286	73.8%	5,127	1,774	189.1%
Accommodation (NET)	9,869	8,734	13.0%	66,769	57,702	15.7%
Cruise only	6,236	4,575	36.3%	73,696	55,169	33.6%
<b>TRAVEL STATUS</b>						
% First timers	42.6	48.7	-6.15	39.1	42.6	-3.44
% Repeat visitors	57.4	51.3	6.15	60.9	57.4	3.44

Source: Hawai'i Tourism Authority

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

May	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
<b>Total Seats</b>	<b>794,729</b>	<b>752,931</b>	<b>5.6%</b>	<b>565,432</b>	<b>535,985</b>	<b>5.5%</b>	<b>130,434</b>	<b>127,672</b>	<b>2.2%</b>	<b>44,699</b>	<b>46,771</b>	<b>-4.4%</b>	<b>6,300</b>	<b>0</b>	<b>NA</b>	<b>47,864</b>	<b>42,503</b>	<b>12.6%</b>
Scheduled Seats	787,151	744,348	5.8%	557,854	527,402	5.8%	130,434	127,672	2.2%	44,699	46,771	-4.4%	6,300	0	NA	47,864	42,503	12.6%
Charter seats	7,578	8,583	-11.7%	7,578	8,583	-11.7%												
<b>Domestic Seats</b>	<b>552,431</b>	<b>548,523</b>	<b>0.7%</b>	<b>331,116</b>	<b>337,220</b>	<b>-1.8%</b>	<b>123,780</b>	<b>122,177</b>	<b>1.3%</b>	<b>44,035</b>	<b>46,623</b>	<b>-5.6%</b>	<b>6,300</b>	<b>0</b>	<b>NA</b>	<b>47,200</b>	<b>42,503</b>	<b>11.1%</b>
Scheduled Seats	546,635	542,451	0.8%	325,320	331,148	-1.8%	123,780	122,177	1.3%	44,035	46,623	-5.6%	6,300	0	NA	47,200	42,503	11.1%
Charter seats	5,796	6,072	-4.5%	5,796	6,072	-4.5%												
<b>US West</b>	<b>493,553</b>	<b>479,640</b>	<b>2.9%</b>	<b>279,719</b>	<b>277,052</b>	<b>1.0%</b>	<b>116,299</b>	<b>113,462</b>	<b>2.5%</b>	<b>44,035</b>	<b>46,623</b>	<b>-5.6%</b>	<b>6,300</b>	<b>0</b>	<b>NA</b>	<b>47,200</b>	<b>42,503</b>	<b>11.1%</b>
...Anchorage	4,867	1,924	153.0%	4,867	1,924	153.0%												
...Bellingham	4,867	4,588	6.1%	4,867	4,588	6.1%												
...Denver	9,473	10,244	-7.5%	7,285	7,564	-3.7%	732	976	-25.0%	728	976	-25.4%				728	728	0.0%
...Las Vegas	22,098	22,098	0.0%	19,830	19,830	0.0%	2,268	2,268	0.0%									
...Los Angeles	175,741	171,096	2.7%	90,605	91,152	-0.6%	42,074	41,006	2.6%	17,143	17,871	-4.1%	5,580	0	NA	20,339	21,067	-3.5%
...Oakland	31,816	14,916	113.3%	12,679	7,812	62.3%	9,403	2,516	273.7%	4,867	2,072	134.9%				4,867	2,516	93.4%
...Orange County	0	2,356	-100.0%	0	1,736	-100.0%	0	620	-100.0%									
...Phoenix	41,632	46,192	-9.9%	20,922	22,632	-7.6%	8,930	11,780	-24.2%	5,890	5,890	0.0%				5,890	5,890	0.0%
...Portland	20,215	24,800	-18.5%	12,679	12,400	2.3%	7,536	12,400	-39.2%									
...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	63,584	89,950	-29.3%	40,203	53,350	-24.6%	11,346	18,248	-37.8%	5,673	12,710	-55.4%	720	0	NA	5,642	5,642	0.0%
...San Jose	30,556	14,472	111.1%	12,679	7,812	62.3%	8,143	2,072	293.0%	4,867	2,516	93.4%				4,867	2,072	134.9%
...Seattle	50,357	45,508	10.7%	24,490	23,932	2.3%	16,133	12,400	30.1%	4,867	4,588	6.1%				4,867	4,588	6.1%
<b>US East</b>	<b>53,082</b>	<b>62,811</b>	<b>-15.5%</b>	<b>45,601</b>	<b>54,096</b>	<b>-15.7%</b>	<b>7,481</b>	<b>8,715</b>	<b>-14.2%</b>									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	8,349	19,503	-57.2%	7,843	17,763	-55.8%	506	1,740	-70.9%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Houston	7,285	6,635	9.8%	7,285	6,635	9.8%												
...Newark	7,285	6,510	11.9%	7,285	6,510	11.9%												

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.)

May	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
<b>International Seats</b>	<b>242,298</b>	<b>204,408</b>	<b>18.5%</b>	<b>234,316</b>	<b>198,765</b>	<b>17.9%</b>	<b>6,654</b>	<b>5,495</b>	<b>21.1%</b>	<b>664</b>	<b>148</b>	<b>348.6%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>664</b>	<b>0</b>	<b>NA</b>
Scheduled Seats	240,516	201,897	19.1%	232,534	196,254	18.5%	6,654	5,495	21.1%	664	148	348.6%	0	0	NA	664	0	NA
Charter Seats	1,782	2,511	-29.0%	1,782	2,511	-29.0%												
<b>Japan</b>	<b>148,718</b>	<b>122,793</b>	<b>21.1%</b>	<b>148,718</b>	<b>122,793</b>	<b>21.1%</b>												
...Fukuoka	8,232	0	NA	8,232	0	NA												
...Nagoya	11,760	6,510	80.6%	11,760	6,510	80.6%												
...Osaka	24,529	15,853	54.7%	24,529	15,853	54.7%												
...Tokyo-HND	24,707	25,079	-1.5%	24,707	25,079	-1.5%												
...Tokyo-NRT	79,490	75,351	5.5%	79,490	75,351	5.5%												
<b>Canada</b>	<b>16,881</b>	<b>14,240</b>	<b>18.5%</b>	<b>8,899</b>	<b>8,597</b>	<b>3.5%</b>	<b>6,654</b>	<b>5,495</b>	<b>21.1%</b>	<b>664</b>	<b>148</b>	<b>348.6%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>664</b>	<b>0</b>	<b>NA</b>
...Calgary	0	211	-100.0%	0	211	-100.0%												
...Vancouver	16,881	14,029	20.3%	8,899	8,386	6.1%	6,654	5,495	21.1%	664	148	348.6%				664	0	NA
<b>Other Asia</b>	<b>30,676</b>	<b>22,888</b>	<b>34.0%</b>	<b>30,676</b>	<b>22,888</b>	<b>34.0%</b>												
...Seoul	28,028	22,888	22.5%	28,028	22,888	22.5%												
...Shanghai	2,648	0	NA	2,648	0	NA												
<b>Oceania</b>	<b>20,654</b>	<b>18,288</b>	<b>12.9%</b>	<b>20,654</b>	<b>18,288</b>	<b>12.9%</b>												
...Auckland	2,106	1,816	16.0%	2,106	1,816	16.0%												
...Sydney	18,548	16,472	12.6%	18,548	16,472	12.6%												
<b>Other</b>	<b>23,587</b>	<b>23,688</b>	<b>-0.4%</b>	<b>23,587</b>	<b>23,688</b>	<b>-0.4%</b>												
...Apia	648	592	9.5%	648	592	9.5%												
...Christmas	600	544	10.3%	600	544	10.3%												
...Guam	7,843	6,610	18.7%	7,843	6,610	18.7%												
...Majuro	2,340	2,669	-12.3%	2,340	2,669	-12.3%												
...Manila	8,232	7,968	3.3%	8,232	7,968	3.3%												
...Nadi	648	1,525	-57.5%	648	1,525	-57.5%												
...Pago Pago	2,268	2,520	-10.0%	2,268	2,520	-10.0%												
...Papeete	1,008	1,260	-20.0%	1,008	1,260	-20.0%												

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

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

YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
<b>Total Seats</b>	<b>4,057,430</b>	<b>3,883,839</b>	<b>4.5%</b>	<b>2,788,065</b>	<b>2,713,619</b>	<b>2.7%</b>	<b>745,458</b>	<b>719,230</b>	<b>3.6%</b>	<b>265,816</b>	<b>258,999</b>	<b>2.6%</b>	<b>28,748</b>	<b>0</b>	<b>NA</b>	<b>229,343</b>	<b>191,991</b>	<b>19.5%</b>
Scheduled Seats	4,004,843	3,840,006	4.3%	2,735,478	2,669,786	2.5%	745,458	719,230	3.6%	265,816	258,999	2.6%	28,748	0	NA	229,343	191,991	19.5%
Charter seats	52,587	43,833	20.0%	52,587	43,833	20.0%												
<b>Domestic Seats</b>	<b>2,717,854</b>	<b>2,737,204</b>	<b>-0.7%</b>	<b>1,576,935</b>	<b>1,669,268</b>	<b>-5.5%</b>	<b>638,437</b>	<b>631,104</b>	<b>1.2%</b>	<b>253,521</b>	<b>250,021</b>	<b>1.4%</b>	<b>28,748</b>	<b>0</b>	<b>NA</b>	<b>220,213</b>	<b>186,811</b>	<b>17.9%</b>
Scheduled Seats	2,687,494	2,708,224	-0.8%	1,546,575	1,640,288	-5.7%	638,437	631,104	1.2%	253,521	250,021	1.4%	28,748	0	NA	220,213	186,811	17.9%
Charter seats	30,360	28,980	4.8%	30,360	28,980	4.8%												
<b>US West</b>	<b>2,424,960</b>	<b>2,385,083</b>	<b>1.7%</b>	<b>1,323,048</b>	<b>1,362,834</b>	<b>-2.9%</b>	<b>599,430</b>	<b>585,417</b>	<b>2.4%</b>	<b>253,521</b>	<b>250,021</b>	<b>1.4%</b>	<b>28,748</b>	<b>0</b>	<b>NA</b>	<b>220,213</b>	<b>186,811</b>	<b>17.9%</b>
...Anchorage	30,615	25,604	19.6%	23,864	19,684	21.2%	6,751	5,920	14.0%									
...Bellingham	23,864	21,460	11.2%	23,864	21,460	11.2%												
...Denver	54,905	69,500	-21.0%	27,669	40,120	-31.0%	19,154	20,008	-4.3%	4,260	5,368	-20.6%				3,822	4,004	-4.5%
...Las Vegas	108,636	107,850	0.7%	97,548	97,014	0.6%	11,088	10,836	2.3%									
...Los Angeles	849,521	835,687	1.7%	429,429	446,544	-3.8%	201,083	202,471	-0.7%	91,581	92,785	-1.3%	25,267	0	NA	102,161	93,887	8.8%
...Oakland	127,482	68,396	86.4%	46,468	38,052	22.1%	44,276	15,248	190.4%	17,584	9,620	82.8%				19,154	5,476	249.8%
...Orange County	7,477	15,700	-52.4%	7,229	10,216	-29.2%	248	5,484	-95.5%									
...Phoenix	188,404	192,712	-2.2%	92,644	95,622	-3.1%	41,040	42,750	-4.0%	28,880	28,690	0.7%				25,840	25,650	0.7%
...Portland	105,731	129,236	-18.2%	62,420	60,400	3.3%	34,519	60,400	-42.8%	8,792	8,436	4.2%						
...Sacramento	62,168	60,400	2.9%	38,304	38,052	0.7%	23,864	22,348	6.8%									
...Salt Lake City	39,344	32,616	20.6%	39,344	32,616	20.6%												
...San Diego	86,032	60,400	42.4%	62,168	38,052	63.4%	23,864	22,348	6.8%									
...San Francisco	349,018	444,202	-21.4%	194,464	259,542	-25.1%	70,630	89,824	-21.4%	52,655	63,830	-17.5%	3,481	0	NA	27,788	31,006	-10.4%
...San Jose	122,442	64,692	89.3%	46,468	38,052	22.1%	39,236	9,620	307.9%	19,154	12,728	50.5%				17,584	4,292	309.7%
...Seattle	269,321	256,628	4.9%	131,165	127,408	2.9%	83,677	78,160	7.1%	30,615	28,564	7.2%				23,864	22,496	6.1%
<b>US East</b>	<b>262,534</b>	<b>323,141</b>	<b>-18.8%</b>	<b>223,527</b>	<b>277,454</b>	<b>-19.4%</b>	<b>39,007</b>	<b>45,687</b>	<b>-14.6%</b>									
...Atlanta	45,506	44,998	1.1%	45,506	44,998	1.1%												
...Chicago	45,288	94,015	-51.8%	40,481	82,303	-50.8%	4,807	11,712	-59.0%									
...Dallas	102,600	101,925	0.7%	68,400	67,950	0.7%	34,200	33,975	0.7%									
...Detroit	0	298	-100.0%	0	298	-100.0%												
...Houston	35,620	40,080	-11.1%	35,620	40,080	-11.1%												
...Minneapolis	0	8,940	-100.0%	0	8,940	-100.0%												
...Newark	33,520	32,885	1.9%	33,520	32,885	1.9%												

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

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

YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge	2012	2011	%Chge
<b>International Seats</b>	<b>1,339,576</b>	<b>1,146,635</b>	<b>16.8%</b>	<b>1,211,130</b>	<b>1,044,351</b>	<b>16.0%</b>	<b>107,021</b>	<b>88,126</b>	<b>21.4%</b>	<b>12,295</b>	<b>8,978</b>	<b>36.9%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>9,130</b>	<b>5,180</b>	<b>76.3%</b>
Scheduled Seats	1,317,349	1,131,782	16.4%	1,188,903	1,029,498	15.5%	107,021	88,126	21.4%	12,295	8,978	36.9%	0	0	NA	9,130	5,180	76.3%
Charter Seats	22,227	14,853	49.6%	22,227	14,853	49.6%							0	0				
<b>Japan</b>	<b>727,730</b>	<b>655,071</b>	<b>11.1%</b>	<b>727,730</b>	<b>655,071</b>	<b>11.1%</b>												
...Fukuoka	25,410	0	NA	25,410	0	NA												
...Nagoya	61,792	54,451	13.5%	61,792	54,451	13.5%												
...Osaka	127,787	77,141	65.7%	127,787	77,141	65.7%												
...Tokyo-HND	121,144	110,389	9.7%	121,144	110,389	9.7%												
...Tokyo-NRT	391,597	413,090	-5.2%	391,597	413,090	-5.2%												
<b>Canada</b>	<b>212,751</b>	<b>175,920</b>	<b>20.9%</b>	<b>84,305</b>	<b>73,636</b>	<b>14.5%</b>	<b>107,021</b>	<b>88,126</b>	<b>21.4%</b>	<b>12,295</b>	<b>8,978</b>	<b>36.9%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>9,130</b>	<b>5,180</b>	<b>76.3%</b>
...Calgary	40,813	31,799	28.3%	10,889	9,794	11.2%	29,924	22,005	36.0%									
...Edmonton	7,227	4,818	50.0%				7,227	4,818	50.0%									
...Vancouver	162,399	136,991	18.5%	71,104	61,530	15.6%	69,870	61,303	14.0%	12,295	8,978	36.9%				9,130	5,180	76.3%
...Victoria	2,312	2,312	0.0%	2,312	2,312	0.0%												
<b>Other Asia</b>	<b>152,288</b>	<b>104,951</b>	<b>45.1%</b>	<b>152,288</b>	<b>104,951</b>	<b>45.1%</b>												
...Seoul	139,684	104,951	33.1%	139,684	104,951	33.1%												
...Shanghai	12,604	0	NA	12,604	0	NA												
<b>Oceania</b>	<b>109,747</b>	<b>81,461</b>	<b>34.7%</b>	<b>109,747</b>	<b>81,461</b>	<b>34.7%</b>												
...Auckland	10,062	9,761	3.1%	10,062	9,761	3.1%												
...Brisbane	3,549	0	NA	3,549	0	NA												
...Melbourne	3,276	0	NA	3,276	0	NA												
...Sydney	92,860	71,700	29.5%	92,860	71,700	29.5%												
<b>Other</b>	<b>114,833</b>	<b>114,379</b>	<b>0.4%</b>	<b>114,833</b>	<b>114,379</b>	<b>0.4%</b>												
...Apia	3,402	3,108	9.5%	3,402	3,108	9.5%												
...Christmas	2,640	2,856	-7.6%	2,640	2,856	-7.6%												
...Guam	38,456	32,235	19.3%	38,456	32,235	19.3%												
...Majuro	10,803	13,502	-20.0%	10,803	13,502	-20.0%												
...Manila	39,084	39,084	0.0%	39,084	39,084	0.0%												
...Nadi	3,564	6,710	-46.9%	3,564	6,710	-46.9%												
...Pago Pago	11,340	11,340	0.0%	11,340	11,340	0.0%												
...Papeete	5,544	5,544	0.0%	5,544	5,544	0.0%												

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