

| | TABLE 1. TOTAL VISITORS BY AIR | | | | | |
|-----------------------------------|--------------------------------|-----------|----------|--------------|------------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 5,476,679 | 5,150,046 | 6.3% | 60,926,860 | 55,813,389 | 9.2% |
| TOTAL VISITORS | 612,660 | 568,211 | 7.8% | 6,483,685 | 5,946,694 | 9.0% |
| DOMESTIC | 419,125 | 399,660 | 4.9% | 4,477,188 | 4,274,395 | 4.7% |
| INTERNATIONAL | 193,535 | 168,551 | 14.8% | 2,006,497 | 1,672,299 | 20.0% |
| AVERAGE DAILY CENSUS | 176,667 | 166,131 | 6.3% | 199,760 | 183,597 | 8.8% |
| TOTAL AIR SEATS (EST) | 828,932 | 744,800 | 11.3% | 8,434,347 | 7,822,079 | 7.8% |
| TOTAL LOAD FACTOR (EST) | 90.7% | 93.2% | -2.6 | 89.8% | 90.4% | -0.7 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 385,462 | 358,394 | 7.6% | 4,051,692 | 3,644,396 | 11.2% |
| O'ahu only | 287,773 | 266,431 | 8.0% | 3,004,987 | 2,688,329 | 11.8% |
| Kaua'i | 83,854 | 81,646 | 2.7% | 905,168 | 847,713 | 6.8% |
| Kaua'i only | 44,406 | 42,333 | 4.9% | 485,175 | 445,568 | 8.9% |
| Maui County | 180,360 | 171,849 | 5.0% | 1,944,036 | 1,842,265 | 5.5% |
| Maui | 177,174 | 168,043 | 5.4% | 1,907,642 | 1,806,406 | 5.6% |
| Maui only | 110,471 | 102,811 | 7.5% | 1,180,933 | 1,136,173 | 3.9% |
| Moloka'i * | 4,116 | 4,311 | -4.5% | 44,476 | 45,396 | -2.0% |
| Moloka'i only * | 489 | 690 | -29.2% | 5,993 | 5,783 | 3.6% |
| Lāna'i * | 5,223 | 5,608 | -6.9% | 62,246 | 63,129 | -1.4% |
| Lāna'i only * | 658 | 752 | -12.5% | 9,102 | 9,456 | -3.7% |
| Hawai'i Island | 112,866 | 98,886 | 14.1% | 1,184,965 | 1,097,586 | 8.0% |
| Kona side | 95,133 | 82,602 | 15.2% | 988,559 | 920,958 | 7.3% |
| Hilo side | 38,212 | 36,064 | 6.0% | 435,521 | 404,973 | 7.5% |
| Hawai'i Island only | 52,985 | 44,978 | 17.8% | 550,990 | 520,913 | 5.8% |
| Any Neighbor Island | 324,887 | 301,780 | 7.7% | 3,478,698 | 3,258,365 | 6.8% |
| NI only | 227,198 | 209,817 | 8.3% | 2,431,993 | 2,302,296 | 5.6% |
| O'ahu & NI | 97,689 | 91,963 | 6.2% | 1,046,705 | 956,067 | 9.5% |
| Any one island only | 496,782 | 457,996 | 8.5% | 5,237,180 | 4,806,222 | 9.0% |
| Multiple Islands | 115,878 | 110,216 | 5.1% | 1,246,505 | 1,140,473 | 9.3% |
| Avg. Islands Visited | 1.25 | 1.26 | -0.6% | 1.26 | 1.26 | -0.3% |
| Average Length of Stay in Hawai'i | 8.94 | 9.06 | -1.4% | 9.40 | 9.39 | 0.1% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 397,407 | 371,827 | 6.9% | 4,132,090 | 3,741,347 | 10.4% |
| Hotel only | 352,660 | 331,428 | 6.4% | 3,624,120 | 3,276,030 | 10.6% |
| Plan to stay in Condo | 104,779 | 95,490 | 9.7% | 1,137,823 | 1,082,858 | 5.1% |
| Condo only | 83,188 | 74,985 | 10.9% | 888,029 | 850,207 | 4.4% |
| Plan to stay in Timeshare | 60,982 | 59,084 | 3.2% | 640,380 | 598,969 | 6.9% |
| Timeshare only | 47,256 | 46,054 | 2.6% | 493,093 | 460,139 | 7.2% |
| Cruise Ship | 9,793 | 10,062 | -2.7% | 107,529 | 106,381 | 1.1% |
| Friends/Relatives | 49,670 | 44,983 | 10.4% | 573,005 | 540,642 | 6.0% |
| Bed & Breakfast | 5,591 | 5,421 | 3.1% | 60,745 | 59,519 | 2.1% |
| Other | 7,210 | 7,139 | 1.0% | 90,628 | 87,757 | 3.3% |

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

| | T A B L E 1. T O T A L V I S I T O R S B Y A I R (C O N T.) | | | | | |
|----------------------------|---|---------|----------|--------------|-----------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 498,632 | 455,727 | 9.4% | 5,414,788 | 4,906,103 | 10.4% |
| Honeymoon | 62,804 | 62,263 | 0.9% | 473,476 | 428,371 | 10.5% |
| Get Married | 14,556 | 13,333 | 9.2% | 104,700 | 102,099 | 2.5% |
| Pleasure/Vacation | 435,816 | 393,084 | 10.9% | 4,940,531 | 4,475,574 | 10.4% |
| Mtgs/Conventions/Incentive | 37,004 | 42,752 | -13.4% | 354,016 | 355,170 | -0.3% |
| Conventions | 24,305 | 29,762 | -18.3% | 207,344 | 206,722 | 0.3% |
| Corporate Meetings | 5,720 | 7,454 | -23.3% | 70,183 | 72,014 | -2.5% |
| Incentive | 7,795 | 6,958 | 12.0% | 88,468 | 89,713 | -1.4% |
| Other Business | 21,204 | 20,738 | 2.2% | 208,358 | 198,790 | 4.8% |
| Visit Friends/Rel. | 48,704 | 43,918 | 10.9% | 540,312 | 514,902 | 4.9% |
| Gov't/Military | 5,585 | 6,996 | -20.2% | 81,888 | 90,011 | -9.0% |
| Attend School | 605 | 749 | -19.2% | 20,320 | 17,017 | 19.4% |
| Sport Events | 13,186 | 9,726 | 35.6% | 69,927 | 65,823 | 6.2% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 37.0 | 37.1 | -0.1 | 35.3 | 34.3 | 1.1 |
| % Repeaters ** | 63.0 | 62.9 | 0.1 | 64.7 | 65.7 | -1.1 |
| Average # of Trips | 4.89 | 4.82 | 1.5% | 4.92 | 4.97 | -1.1% |
| Group Tour | 62,128 | 59,897 | 3.7% | 571,492 | 518,810 | 10.2% |
| Non-Group | 550,532 | 508,314 | 8.3% | 5,912,193 | 5,427,884 | 8.9% |
| Package Trip | 222,174 | 223,080 | -0.4% | 2,270,807 | 2,105,727 | 7.8% |
| No Package | 390,486 | 345,131 | 13.1% | 4,212,878 | 3,840,967 | 9.7% |
| Net True Independent | 378,451 | 335,969 | 12.6% | 4,123,356 | 3,746,196 | 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) | | | | | |
|-----------------------------------|--|-----------|----------|--------------|------------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| DOMESTIC VISITOR DAYS | 4,119,999 | 3,942,772 | 4.5% | 44,894,661 | 42,887,986 | 4.7% |
| DOMESTIC VISITORS | 419,125 | 399,660 | 4.9% | 4,477,188 | 4,274,395 | 4.7% |
| DOMESTIC AVERAGE DAILY CENSUS | 132,903 | 127,186 | 4.5% | 147,196 | 141,079 | 4.3% |
| DOMESTIC AIR SEATS (EST) | 568,485 | 524,744 | 8.3% | 5,770,114 | 5,559,289 | 3.8% |
| DOMESTIC LOAD FACTOR (EST) | 94.2% | 96.8% | -2.6 | 93.8% | 94.0% | -0.2 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 207,374 | 201,962 | 2.7% | 2,270,112 | 2,162,508 | 5.0% |
| O'ahu only | 146,843 | 142,582 | 3.0% | 1,603,242 | 1,525,558 | 5.1% |
| Kaua'i | 76,782 | 74,955 | 2.4% | 816,646 | 768,513 | 6.3% |
| Kaua'i only | 43,830 | 41,830 | 4.8% | 466,605 | 433,351 | 7.7% |
| Maui County | 155,710 | 147,993 | 5.2% | 1,625,632 | 1,567,805 | 3.7% |
| Maui | 152,931 | 145,261 | 5.3% | 1,594,372 | 1,536,738 | 3.8% |
| Maui only | 102,650 | 95,414 | 7.6% | 1,056,225 | 1,023,708 | 3.2% |
| Moloka'i * | 3,369 | 3,206 | 5.1% | 34,792 | 36,988 | -5.9% |
| Moloka'i only * | 469 | 501 | -6.5% | 5,278 | 5,136 | 2.8% |
| Lāna'i * | 4,599 | 4,677 | -1.7% | 49,309 | 52,530 | -6.1% |
| Lāna'i only * | 655 | 742 | -11.8% | 8,255 | 8,959 | -7.9% |
| Hawai'i Island | 83,313 | 77,498 | 7.5% | 887,697 | 851,280 | 4.3% |
| Kona side | 73,017 | 67,192 | 8.7% | 770,458 | 739,665 | 4.2% |
| Hilo side | 25,941 | 26,180 | -0.9% | 300,950 | 288,617 | 4.3% |
| Hawai'i Island only | 46,775 | 41,993 | 11.4% | 490,007 | 470,700 | 4.1% |
| Any Neighbor Island | 272,282 | 257,078 | 5.9% | 2,873,946 | 2,748,838 | 4.6% |
| NI only | 211,751 | 197,699 | 7.1% | 2,207,076 | 2,111,885 | 4.5% |
| O'ahu & NI | 60,531 | 59,379 | 1.9% | 666,870 | 636,950 | 4.7% |
| Any one island only | 341,222 | 323,063 | 5.6% | 3,629,612 | 3,467,412 | 4.7% |
| Multiple Islands | 77,903 | 76,597 | 1.7% | 847,576 | 806,983 | 5.0% |
| Avg. Islands Visited | 1.26 | 1.27 | -0.7% | 1.26 | 1.27 | -0.2% |
| Average Length of Stay in Hawai'i | 9.83 | 9.87 | -0.4% | 10.03 | 10.03 | -0.1% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 232,420 | 227,504 | 2.2% | 2,511,572 | 2,399,487 | 4.7% |
| Hotel only | 196,180 | 193,553 | 1.4% | 2,106,712 | 2,016,292 | 4.5% |
| Plan to stay in Condo | 85,015 | 78,661 | 8.1% | 879,285 | 848,512 | 3.6% |
| Condo only | 67,876 | 62,421 | 8.7% | 687,650 | 665,519 | 3.3% |
| Plan to stay in Timeshare | 53,395 | 53,948 | -1.0% | 548,719 | 531,924 | 3.2% |
| Timeshare only | 41,744 | 42,391 | -1.5% | 424,403 | 411,868 | 3.0% |
| Cruise Ship | 8,198 | 8,742 | -6.2% | 92,465 | 91,072 | 1.5% |
| Friends/Relatives | 45,539 | 39,332 | 15.8% | 502,594 | 483,440 | 4.0% |
| Bed & Breakfast | 5,109 | 4,842 | 5.5% | 51,803 | 48,529 | 6.7% |
| Other | 6,965 | 6,402 | 8.8% | 80,036 | 74,485 | 7.5% |

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

| | TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|---------|----------|--------------|-----------|----------|
| | (Visitors Arriving on Domestic Flights) | | | | | |
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 336,269 | 318,783 | 5.5% | 3,679,793 | 3,489,707 | 5.4% |
| Honeymoon | 26,965 | 27,292 | -1.2% | 201,671 | 203,411 | -0.9% |
| Get Married | 5,531 | 4,815 | 14.9% | 47,766 | 46,534 | 2.6% |
| Pleasure/Vacation | 309,408 | 292,064 | 5.9% | 3,481,558 | 3,291,290 | 5.8% |
| Mtgs/Conventions/Incentive | 26,014 | 33,253 | -21.8% | 257,048 | 269,359 | -4.6% |
| Conventions | 18,881 | 24,865 | -24.1% | 158,271 | 167,227 | -5.4% |
| Corporate Meetings | 4,895 | 5,788 | -15.4% | 56,811 | 58,093 | -2.2% |
| Incentive | 2,931 | 3,861 | -24.1% | 52,357 | 55,075 | -4.9% |
| Other Business | 19,854 | 19,028 | 4.3% | 185,701 | 178,791 | 3.9% |
| Visit Friends/Rel. | 44,473 | 38,972 | 14.1% | 478,065 | 462,849 | 3.3% |
| Gov't/Military | 5,377 | 6,178 | -13.0% | 72,659 | 72,996 | -0.5% |
| Attend School | 462 | 547 | -15.6% | 12,420 | 12,555 | -1.1% |
| Sport Events | 9,740 | 8,098 | 20.3% | 42,890 | 43,819 | -2.1% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 30.3 | 31.4 | -1.1 | 29.8 | 29.9 | -0.1 |
| % Repeaters ** | 69.7 | 68.6 | 1.1 | 70.2 | 70.1 | 0.1 |
| Average # of Trips | 5.82 | 5.65 | 3.1% | 5.64 | 5.61 | 0.6% |
| Group Tour | 14,874 | 15,795 | -5.8% | 156,719 | 148,150 | 5.8% |
| Non-Group | 404,251 | 383,866 | 5.3% | 4,320,469 | 4,126,245 | 4.7% |
| Package Trip | 97,006 | 103,849 | -6.6% | 1,077,342 | 1,104,523 | -2.5% |
| No Package | 322,119 | 295,811 | 8.9% | 3,399,846 | 3,169,872 | 7.3% |
| Net True Independent | 318,007 | 291,616 | 9.0% | 3,352,584 | 3,125,655 | 7.3% |

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

| | TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights) | | | | | |
|-------------------------------|--|---------|----------|--------------|-----------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| UNITED STATES | 366,367 | 346,836 | 5.6% | 3,970,163 | 3,789,391 | 4.8% |
| Pacific Region | 202,487 | 181,188 | 11.8% | 2,097,358 | 1,967,147 | 6.6% |
| ...California | 146,180 | 122,321 | 19.5% | 1,512,147 | 1,364,278 | 10.8% |
| ...Oregon | 15,556 | 16,136 | -3.6% | 159,247 | 167,014 | -4.7% |
| ...Washington | 35,601 | 35,778 | -0.5% | 368,538 | 376,087 | -2.0% |
| Mountain Region | 48,280 | 47,823 | 1.0% | 479,427 | 469,273 | 2.2% |
| West North Central | 12,095 | 12,603 | -4.0% | 170,262 | 170,449 | -0.1% |
| West South Central | 19,134 | 19,705 | -2.9% | 256,678 | 244,417 | 5.0% |
| ...Texas | 15,285 | 15,331 | -0.3% | 206,567 | 194,612 | 6.1% |
| East North Central | 24,007 | 25,446 | -5.7% | 287,318 | 288,618 | -0.5% |
| East South Central | 5,983 | 6,500 | -7.9% | 66,976 | 65,230 | 2.7% |
| New England | 8,292 | 7,747 | 7.0% | 88,561 | 87,141 | 1.6% |
| Middle Atlantic | 18,758 | 18,060 | 3.9% | 214,468 | 199,716 | 7.4% |
| ...New Jersey | 4,642 | 4,528 | 2.5% | 57,494 | 51,755 | 11.1% |
| ...New York | 8,735 | 8,148 | 7.2% | 98,469 | 90,818 | 8.4% |
| South Atlantic | 26,803 | 27,259 | -1.7% | 302,602 | 291,312 | 3.9% |
| CANADA | 15,254 | 16,585 | -8.0% | 155,968 | 164,395 | -5.1% |
| JAPAN | 277 | 622 | -55.5% | 5,375 | 6,034 | -10.9% |
| EUROPE MMA | 11,344 | 10,277 | 10.4% | 93,559 | 88,277 | 6.0% |
| ...France | 1,056 | 906 | 16.6% | 8,761 | 7,919 | 10.6% |
| ...Germany | 4,148 | 3,456 | 20.0% | 30,857 | 27,359 | 12.8% |
| ...Italy | 911 | 955 | -4.6% | 9,188 | 9,135 | 0.6% |
| ...Switzerland | 1,257 | 1,369 | -8.2% | 10,627 | 10,128 | 4.9% |
| ...United Kingdom | 3,972 | 3,591 | 10.6% | 34,126 | 33,737 | 1.2% |
| OTHER ASIA MMA | 5,616 | 4,201 | 33.7% | 46,909 | 34,125 | 37.5% |
| ...People's Republic of China | 4,534 | 3,433 | 32.1% | 35,698 | 24,959 | 43.0% |
| ...Taiwan | 119 | 73 | 63.4% | 1,421 | 1,219 | 16.5% |
| ...Hong Kong | 146 | 93 | 57.2% | 1,406 | 1,190 | 18.1% |
| ...Korea | 738 | 493 | 49.8% | 7,266 | 5,887 | 23.4% |
| ...Singapore | 79 | 110 | -27.9% | 1,118 | 869 | 28.7% |
| LATIN AMERICA MMA | 2,092 | 1,967 | 6.4% | 20,091 | 18,121 | 10.9% |
| ...Argentina | 306 | 289 | 5.9% | 3,388 | 3,598 | -5.8% |
| ...Brazil | 1,084 | 1,058 | 2.5% | 9,826 | 8,194 | 19.9% |
| ...Mexico | 702 | 620 | 13.2% | 6,877 | 6,329 | 8.7% |
| OCEANIA MMA | 7,511 | 5,654 | 32.8% | 52,108 | 39,596 | 31.6% |
| ...Australia | 6,857 | 5,262 | 30.3% | 47,274 | 36,021 | 31.2% |
| ...New Zealand | 654 | 392 | 66.9% | 4,834 | 3,574 | 35.2% |
| OTHER MMA | 11,192 | 14,024 | -20.2% | 139,524 | 140,546 | -0.7% |
| ...Ireland | 76 | 189 | -59.9% | 1,362 | 1,558 | -12.6% |
| ...Indonesia | 15 | 49 | -69.5% | 586 | 596 | -1.7% |
| ...Malaysia | 8 | 28 | -71.1% | 239 | 290 | -17.5% |
| ...Philippines | 373 | 252 | 48.0% | 2,914 | 2,722 | 7.0% |
| ...Thailand | 19 | 37 | -48.4% | 380 | 420 | -9.6% |
| ...Other | 10,701 | 13,469 | -20.6% | 134,047 | 134,960 | -0.7% |

Source: HTA

| | 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) | | | | | |
|------------------------------------|--|-----------|----------|--------------|------------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| INTERNATIONAL VISITOR DAYS | 1,356,680 | 1,207,275 | 12.4% | 16,032,199 | 12,925,403 | 24.0% |
| INTERNATIONAL VISITORS | 193,535 | 168,551 | 14.8% | 2,006,497 | 1,672,299 | 20.0% |
| INTERNATIONAL AVERAGE DAILY CENSUS | 43,764 | 38,944 | 12.4% | 52,565 | 42,518 | 23.6% |
| INTERNATIONAL AIR SEATS (EST) | 260,447 | 220,056 | 18.4% | 2,664,233 | 2,262,790 | 17.7% |
| INTERNATIONAL LOAD FACTOR (EST) | 82.9% | 84.6% | -1.7 | 81.0% | 81.6% | -0.6 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 178,088 | 156,433 | 13.8% | 1,781,580 | 1,481,888 | 20.2% |
| O'ahu only | 140,930 | 123,849 | 13.8% | 1,401,745 | 1,162,771 | 20.6% |
| Kaua'i | 7,072 | 6,691 | 5.7% | 88,522 | 79,200 | 11.8% |
| Kaua'i only | 576 | 503 | 14.6% | 18,570 | 12,217 | 52.0% |
| Maui County | 24,650 | 23,857 | 3.3% | 318,404 | 274,461 | 16.0% |
| Maui | 24,243 | 22,782 | 6.4% | 313,270 | 269,668 | 16.2% |
| Maui only | 7,821 | 7,397 | 5.7% | 124,708 | 112,465 | 10.9% |
| Moloka'i * | 747 | 1,105 | -32.4% | 9,684 | 8,408 | 15.2% |
| Moloka'i only * | 20 | 189 | -89.4% | 715 | 646 | 10.6% |
| Lāna'i * | 624 | 930 | -32.9% | 12,937 | 10,598 | 22.1% |
| Lāna'i only * | 3 | 10 | -70.0% | 847 | 496 | 70.7% |
| Hawai'i Island | 29,553 | 21,388 | 38.2% | 297,268 | 246,306 | 20.7% |
| Kona side | 22,116 | 15,410 | 43.5% | 218,101 | 181,293 | 20.3% |
| Hilo side | 12,271 | 9,884 | 24.2% | 134,571 | 116,356 | 15.7% |
| Hawai'i Island only | 6,210 | 2,985 | 108.0% | 60,983 | 50,213 | 21.4% |
| Any Neighbor Island | 52,605 | 44,702 | 17.7% | 604,752 | 509,528 | 18.7% |
| NI only | 15,447 | 12,118 | 27.5% | 224,917 | 190,411 | 18.1% |
| O'ahu & NI | 37,158 | 32,584 | 14.0% | 379,835 | 319,117 | 19.0% |
| Any one island only | 155,560 | 134,933 | 15.3% | 1,607,568 | 1,338,810 | 20.1% |
| Multiple Islands | 37,975 | 33,618 | 13.0% | 398,929 | 333,489 | 19.6% |
| Avg. Islands Visited | 1.24 | 1.24 | 0.0% | 1.25 | 1.25 | -0.5% |
| Average Length of Stay in Hawai'i | 7.01 | 7.16 | -2.1% | 7.99 | 7.73 | 3.4% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 164,987 | 144,322 | 14.3% | 1,620,518 | 1,341,860 | 20.8% |
| Hotel only | 156,480 | 137,876 | 13.5% | 1,517,408 | 1,259,738 | 20.5% |
| Plan to stay in Condo | 19,764 | 16,829 | 17.4% | 258,538 | 234,346 | 10.3% |
| Condo only | 15,312 | 12,564 | 21.9% | 200,379 | 184,688 | 8.5% |
| Plan to stay in Timeshare | 7,587 | 5,136 | 47.7% | 91,661 | 67,045 | 36.7% |
| Timeshare only | 5,512 | 3,663 | 50.5% | 68,690 | 48,271 | 42.3% |
| Cruise Ship | 1,595 | 1,320 | 20.8% | 15,064 | 15,310 | -1.6% |
| Friends/Relatives | 4,131 | 5,651 | -26.9% | 70,411 | 57,202 | 23.1% |
| Bed & Breakfast | 482 | 579 | -16.8% | 8,942 | 10,990 | -18.6% |
| Other | 245 | 736 | -66.7% | 10,592 | 13,272 | -20.2% |

* 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) | | | | | |
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 162,363 | 136,944 | 18.6% | 1,734,995 | 1,416,396 | 22.5% |
| Honeymoon | 35,839 | 34,971 | 2.5% | 271,805 | 224,960 | 20.8% |
| Get Married | 9,025 | 8,519 | 5.9% | 56,934 | 55,565 | 2.5% |
| Pleasure/Vacation | 126,408 | 101,020 | 25.1% | 1,458,973 | 1,184,283 | 23.2% |
| Mtgs/Conventions/Incentive | 10,990 | 9,499 | 15.7% | 96,968 | 85,810 | 13.0% |
| Conventions | 5,424 | 4,897 | 10.8% | 49,073 | 39,495 | 24.2% |
| Corporate Meetings | 825 | 1,666 | -50.5% | 13,372 | 13,921 | -3.9% |
| Incentive | 4,864 | 3,097 | 57.0% | 36,111 | 34,637 | 4.3% |
| Other Business | 1,350 | 1,710 | -21.0% | 22,657 | 19,999 | 13.3% |
| Visit Friends/Rel. | 4,231 | 4,946 | -14.5% | 62,247 | 52,053 | 19.6% |
| Gov't/Military | 208 | 818 | -74.6% | 9,229 | 17,015 | -45.8% |
| Attend School | 143 | 202 | -29.0% | 7,900 | 4,463 | 77.0% |
| Sport Events | 3,446 | 1,628 | 111.7% | 27,037 | 22,004 | 22.9% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 51.6 | 50.6 | 1.0 | 47.6 | 45.4 | 2.2 |
| % Repeaters ** | 48.4 | 49.4 | -1.0 | 52.4 | 54.6 | -2.2 |
| Average # of Trips | 2.88 | 2.86 | 0.8% | 3.32 | 3.36 | -1.3% |
| Group Tour | 47,254 | 44,103 | 7.1% | 414,773 | 370,661 | 11.9% |
| Non-Group | 146,281 | 124,448 | 17.5% | 1,591,724 | 1,301,638 | 22.3% |
| Package Trip | 125,168 | 119,231 | 5.0% | 1,193,465 | 1,001,204 | 19.2% |
| No Package | 68,367 | 49,320 | 38.6% | 813,032 | 671,095 | 21.2% |
| Net True Independent | 60,444 | 44,353 | 36.3% | 770,772 | 620,540 | 24.2% |

** 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) | | | | | |
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 2,423,052 | 2,252,535 | 7.6% | 25,070,127 | 23,707,803 | 5.7% |
| TOTAL VISITORS | 255,602 | 233,181 | 9.6% | 2,631,000 | 2,487,490 | 5.8% |
| Domestic | 250,767 | 229,011 | 9.5% | 2,576,785 | 2,436,420 | 5.8% |
| International | 4,835 | 4,170 | 15.9% | 54,215 | 51,070 | 6.2% |
| AVERAGE DAILY CENSUS | 78,163 | 72,662 | 7.6% | 82,197 | 77,986 | 5.4% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 108,797 | 100,333 | 8.4% | 1,155,746 | 1,094,837 | 5.6% |
| O'ahu only | 83,487 | 77,593 | 7.6% | 901,491 | 851,175 | 5.9% |
| Kaua'i | 44,958 | 42,567 | 5.6% | 458,515 | 432,423 | 6.0% |
| Kaua'i only | 32,291 | 30,264 | 6.7% | 328,310 | 302,764 | 8.4% |
| Maui County | 96,666 | 85,591 | 12.9% | 941,503 | 891,987 | 5.6% |
| Maui | 94,979 | 83,918 | 13.2% | 923,446 | 874,120 | 5.6% |
| Maui only | 74,709 | 65,657 | 13.8% | 725,717 | 688,766 | 5.4% |
| Moloka'i * | 1,741 | 1,632 | 6.7% | 17,847 | 18,388 | -2.9% |
| Moloka'i only * | 323 | 333 | -2.9% | 3,650 | 3,487 | 4.7% |
| Lāna'i * | 2,407 | 2,301 | 4.6% | 25,026 | 25,505 | -1.9% |
| Lāna'i only * | 460 | 506 | -9.1% | 5,414 | 5,513 | -1.8% |
| Hawai'i Island | 43,767 | 40,762 | 7.4% | 470,505 | 452,426 | 4.0% |
| Kona side | 38,921 | 36,051 | 8.0% | 416,924 | 401,667 | 3.8% |
| Hilo side | 11,297 | 11,090 | 1.9% | 130,916 | 127,925 | 2.3% |
| Hawai'i Island only | 30,418 | 27,833 | 9.3% | 326,885 | 312,498 | 4.6% |
| Any Neighbor Island | 172,115 | 155,588 | 10.6% | 1,729,509 | 1,636,314 | 5.7% |
| NI only | 146,805 | 132,848 | 10.5% | 1,475,254 | 1,392,653 | 5.9% |
| O'ahu & NI | 25,310 | 22,741 | 11.3% | 254,255 | 243,662 | 4.3% |
| Any one island only | 221,688 | 202,185 | 9.6% | 2,291,467 | 2,164,204 | 5.9% |
| Multiple Islands | 33,914 | 30,996 | 9.4% | 339,533 | 323,286 | 5.0% |
| Avg. Islands Visited | 1.16 | 1.16 | -0.3% | 1.16 | 1.16 | -0.4% |
| Average Length of Stay in Hawai'i | 9.48 | 9.66 | -1.9% | 9.53 | 9.53 | 0.0% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 125,448 | 115,294 | 8.8% | 1,318,711 | 1,248,524 | 5.6% |
| Hotel only | 107,052 | 98,601 | 8.6% | 1,121,053 | 1,063,348 | 5.4% |
| Plan to stay in Condo | 60,521 | 54,473 | 11.1% | 599,231 | 570,727 | 5.0% |
| Condo only | 50,183 | 44,369 | 13.1% | 490,408 | 465,954 | 5.2% |
| Plan to stay in Timeshare | 36,756 | 37,345 | -1.6% | 363,633 | 351,559 | 3.4% |
| Timeshare only | 29,478 | 30,064 | -1.9% | 288,250 | 279,944 | 3.0% |
| Cruise Ship | 1,764 | 2,027 | -13.0% | 20,873 | 22,474 | -7.1% |
| Friends/Relatives | 29,807 | 26,249 | 13.6% | 317,709 | 298,643 | 6.4% |
| Bed & Breakfast | 2,304 | 2,074 | 11.1% | 23,171 | 21,212 | 9.2% |
| Other | 4,402 | 3,894 | 13.1% | 46,972 | 44,855 | 4.7% |

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

| | TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.) | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | (Includes Pacific and Mountain States) | | | | | |
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 207,635 | 189,152 | 9.8% | 2,187,693 | 2,054,042 | 6.5% |
| Honeymoon | 11,822 | 10,836 | 9.1% | 91,525 | 88,183 | 3.8% |
| Get Married | 3,423 | 2,792 | 22.6% | 27,786 | 27,510 | 1.0% |
| Pleasure/Vacation | 195,560 | 178,427 | 9.6% | 2,095,633 | 1,964,984 | 6.6% |
| Mtgs/Conventions/Incentive | | | | | | |
| Conventions | 12,643 | 13,406 | -5.7% | 112,793 | 113,485 | -0.6% |
| Corporate Meetings | 8,665 | 9,186 | -5.7% | 69,516 | 67,910 | 2.4% |
| Incentive | 2,787 | 3,205 | -13.0% | 27,731 | 29,253 | -5.2% |
| Other Business | 1,536 | 1,421 | 8.1% | 19,291 | 20,449 | -5.7% |
| Other Business | 13,248 | 12,526 | 5.8% | 118,987 | 114,484 | 3.9% |
| Visit Friends/Rel. | 28,972 | 24,782 | 16.9% | 291,109 | 276,584 | 5.3% |
| Gov't/Military | 2,154 | 2,287 | -5.8% | 30,860 | 32,351 | -4.6% |
| Attend School | 234 | 230 | 1.9% | 6,254 | 6,499 | -3.8% |
| Sport Events | 4,185 | 3,586 | 16.7% | 23,429 | 24,855 | -5.7% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 18.8 | 18.7 | 0.0 | 18.9 | 18.9 | 0.0 |
| % Repeaters ** | 81.2 | 81.3 | 0.0 | 81.1 | 81.1 | 0.0 |
| Average # of Trips | 7.10 | 7.07 | 0.5% | 6.89 | 6.83 | 0.8% |
| Group Tour | | | | | | |
| Group Tour | 4,347 | 4,539 | -4.2% | 46,815 | 47,721 | -1.9% |
| Non-Group | 251,255 | 228,642 | 9.9% | 2,584,185 | 2,439,768 | 5.9% |
| Package Trip | | | | | | |
| Package Trip | 49,027 | 50,055 | -2.1% | 545,572 | 564,204 | -3.3% |
| No Package | 206,575 | 183,126 | 12.8% | 2,085,428 | 1,923,286 | 8.4% |
| Net True Independent | 204,944 | 181,636 | 12.8% | 2,066,270 | 1,905,869 | 8.4% |

** 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) | | | | | |
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 1,199,222 | 1,179,106 | 1.7% | 15,003,859 | 14,464,840 | 3.7% |
| TOTAL VISITORS | 118,799 | 120,533 | -1.4% | 1,433,190 | 1,388,303 | 3.2% |
| Domestic | 115,072 | 117,319 | -1.9% | 1,386,869 | 1,346,883 | 3.0% |
| International | 3,727 | 3,214 | 16.0% | 46,321 | 41,420 | 11.8% |
| AVERAGE DAILY CENSUS | 38,685 | 38,036 | 1.7% | 49,193 | 47,582 | 3.4% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 69,723 | 73,407 | -5.0% | 853,869 | 821,915 | 3.9% |
| O'ahu only | 42,240 | 46,193 | -8.6% | 525,277 | 509,488 | 3.1% |
| Kaua'i | 24,580 | 24,419 | 0.7% | 289,022 | 273,560 | 5.7% |
| Kaua'i only | 9,082 | 8,854 | 2.6% | 113,406 | 105,243 | 7.8% |
| Maui County | 45,373 | 45,110 | 0.6% | 540,002 | 529,740 | 1.9% |
| Maui | 44,518 | 44,291 | 0.5% | 529,165 | 519,122 | 1.9% |
| Maui only | 20,958 | 20,800 | 0.8% | 259,253 | 260,292 | -0.4% |
| Moloka'i * | 1,171 | 1,095 | 6.9% | 12,618 | 13,597 | -7.2% |
| Moloka'i only * | 97 | 109 | -10.7% | 1,274 | 1,241 | 2.7% |
| Lāna'i * | 1,723 | 1,922 | -10.4% | 21,423 | 22,624 | -5.3% |
| Lāna'i only * | 157 | 195 | -19.5% | 2,738 | 3,061 | -10.6% |
| Hawai'i Island | 28,806 | 26,470 | 8.8% | 322,389 | 311,157 | 3.6% |
| Kona side | 24,986 | 22,221 | 12.4% | 274,102 | 263,691 | 3.9% |
| Hilo side | 10,611 | 11,248 | -5.7% | 131,787 | 129,315 | 1.9% |
| Hawai'i Island only | 12,029 | 10,257 | 17.3% | 125,283 | 122,112 | 2.6% |
| Any Neighbor Island | 76,559 | 74,340 | 3.0% | 907,913 | 878,815 | 3.3% |
| NI only | 49,076 | 47,126 | 4.1% | 579,321 | 566,388 | 2.3% |
| O'ahu & NI | 27,483 | 27,213 | 1.0% | 328,592 | 312,427 | 5.2% |
| Any one island only | 84,563 | 86,408 | -2.1% | 1,027,231 | 1,001,437 | 2.6% |
| Multiple Islands | 34,236 | 34,125 | 0.3% | 405,959 | 386,865 | 4.9% |
| Avg. Islands Visited | 1.44 | 1.42 | 0.8% | 1.42 | 1.41 | 0.2% |
| Average Length of Stay in Hawai'i | 10.09 | 9.78 | 3.2% | 10.47 | 10.42 | 0.5% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 76,675 | 80,922 | -5.2% | 907,938 | 881,221 | 3.0% |
| Hotel only | 63,349 | 68,285 | -7.2% | 741,817 | 720,247 | 3.0% |
| Plan to stay in Condo | 16,458 | 16,217 | 1.5% | 211,210 | 206,967 | 2.1% |
| Condo only | 11,527 | 11,604 | -0.7% | 145,053 | 144,135 | 0.6% |
| Plan to stay in Timeshare | 13,897 | 13,138 | 5.8% | 162,290 | 154,869 | 4.8% |
| Timeshare only | 10,361 | 9,690 | 6.9% | 118,568 | 112,377 | 5.5% |
| Cruise Ship | 5,210 | 5,424 | -4.0% | 58,275 | 57,178 | 1.9% |
| Friends/Relatives | 12,395 | 11,286 | 9.8% | 162,098 | 160,294 | 1.1% |
| Bed & Breakfast | 1,507 | 1,507 | 0.0% | 18,136 | 17,485 | 3.7% |
| Other | 1,964 | 1,864 | 5.4% | 27,017 | 27,545 | -1.9% |

* 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) | | | | | |
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 89,678 | 88,711 | 1.1% | 1,123,512 | 1,077,654 | 4.3% |
| Honeymoon | 11,552 | 12,112 | -4.6% | 83,849 | 87,041 | -3.7% |
| Get Married | 1,637 | 1,456 | 12.4% | 15,715 | 17,253 | -8.9% |
| Pleasure/Vacation | 78,322 | 76,849 | 1.9% | 1,042,209 | 993,230 | 4.9% |
| Mtgs/Conventions/Incentive | 11,884 | 16,151 | -26.4% | 122,859 | 126,746 | -3.1% |
| Conventions | 9,438 | 12,789 | -26.2% | 75,186 | 79,552 | -5.5% |
| Corporate Meetings | 1,716 | 2,183 | -21.4% | 25,604 | 24,019 | 6.6% |
| Incentive | 1,013 | 1,957 | -48.2% | 27,691 | 28,822 | -3.9% |
| Other Business | 5,553 | 5,816 | -4.5% | 59,806 | 57,603 | 3.8% |
| Visit Friends/Rel. | 12,632 | 11,780 | 7.2% | 162,404 | 159,586 | 1.8% |
| Gov't/Military | 2,871 | 3,635 | -21.0% | 40,845 | 44,685 | -8.6% |
| Attend School | 109 | 147 | -25.7% | 3,687 | 3,681 | 0.2% |
| Sport Events | 3,024 | 2,827 | 7.0% | 13,232 | 13,861 | -4.5% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 45.1 | 45.0 | 0.2 | 42.4 | 42.3 | 0.2 |
| % Repeaters ** | 54.9 | 55.0 | -0.2 | 57.6 | 57.7 | -0.2 |
| Average # of Trips | 3.94 | 3.83 | 2.7% | 4.01 | 4.00 | 0.3% |
| Group Tour | 5,782 | 7,085 | -18.4% | 70,196 | 67,520 | 4.0% |
| Non-Group | 113,017 | 113,448 | -0.4% | 1,362,994 | 1,320,783 | 3.2% |
| Package Trip | 30,004 | 35,743 | -16.1% | 365,426 | 378,359 | -3.4% |
| No Package | 88,795 | 84,790 | 4.7% | 1,067,764 | 1,009,943 | 5.7% |
| Net True Independent | 87,272 | 82,822 | 5.4% | 1,048,576 | 991,163 | 5.8% |

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

| | TABLE 6. TOTAL JAPANESE VISITORS BY AIR | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 718,685 | 628,822 | 14.3% | 7,202,754 | 6,207,081 | 16.0% |
| TOTAL VISITORS | 125,742 | 109,124 | 15.2% | 1,190,258 | 1,027,389 | 15.9% |
| Domestic | 277 | 622 | -55.5% | 5,375 | 6,034 | -10.9% |
| International | 125,465 | 108,502 | 15.6% | 1,184,883 | 1,021,355 | 16.0% |
| AVERAGE DAILY CENSUS | 23,183 | 20,285 | 14.3% | 23,616 | 20,418 | 15.7% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 121,891 | 105,914 | 15.1% | 1,145,083 | 986,470 | 16.1% |
| O'ahu only | 103,046 | 89,673 | 14.9% | 966,635 | 833,353 | 16.0% |
| Kaua'i | 2,996 | 2,336 | 28.2% | 23,083 | 19,409 | 18.9% |
| Kaua'i only | 121 | 256 | -52.7% | 1,867 | 2,626 | -28.9% |
| Maui County | 4,759 | 5,322 | -10.6% | 57,064 | 53,805 | 6.1% |
| Maui | 4,611 | 5,035 | -8.4% | 55,672 | 52,260 | 6.5% |
| Maui only | 548 | 821 | -33.3% | 9,808 | 9,771 | 0.4% |
| Moloka'i * | 103 | 241 | -57.2% | 1,156 | 1,486 | -22.2% |
| Moloka'i only * | 0 | 25 | -100.0% | 54 | 57 | -5.5% |
| Lāna'i * | 171 | 215 | -20.3% | 1,807 | 2,013 | -10.3% |
| Lāna'i only * | 0 | 0 | NA | 105 | 207 | -49.4% |
| Hawai'i Island | 17,360 | 13,436 | 29.2% | 162,802 | 137,457 | 18.4% |
| Kona side | 11,985 | 9,350 | 28.2% | 111,005 | 93,263 | 19.0% |
| Hilo side | 7,150 | 5,269 | 35.7% | 68,070 | 58,618 | 16.1% |
| Hawai'i Island only | 2,867 | 1,962 | 46.1% | 29,978 | 25,833 | 16.0% |
| Any Neighbor Island | 22,696 | 19,451 | 16.7% | 223,623 | 194,036 | 15.2% |
| NI only | 3,851 | 3,210 | 20.0% | 45,175 | 40,919 | 10.4% |
| O'ahu & NI | 18,845 | 16,241 | 16.0% | 178,448 | 153,117 | 16.5% |
| Any one island only | 106,582 | 92,738 | 14.9% | 1,008,447 | 871,847 | 15.7% |
| Multiple Islands | 19,160 | 16,386 | 16.9% | 181,811 | 155,542 | 16.9% |
| Avg. Islands Visited | 1.17 | 1.17 | 0.4% | 1.17 | 1.17 | 0.0% |
| Average Length of Stay in Hawai'i | 5.72 | 5.76 | -0.8% | 6.05 | 6.04 | 0.2% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 113,314 | 97,704 | 16.0% | 1,038,332 | 887,032 | 17.1% |
| Hotel only | 110,746 | 95,990 | 15.4% | 1,010,470 | 865,101 | 16.8% |
| Plan to stay in Condo | 8,922 | 8,968 | -0.5% | 112,053 | 112,449 | -0.4% |
| Condo only | 6,861 | 6,963 | -1.5% | 89,968 | 92,231 | -2.5% |
| Plan to stay in Timeshare | 4,752 | 3,189 | 49.0% | 50,710 | 38,133 | 33.0% |
| Timeshare only | 3,627 | 2,652 | 36.7% | 41,073 | 29,324 | 40.1% |
| Cruise Ship | 66 | 121 | -45.6% | 1,040 | 561 | 85.2% |
| Friends/Relatives | 1,207 | 1,094 | 10.3% | 14,199 | 13,913 | 2.1% |
| Bed & Breakfast | 82 | 74 | 11.3% | 1,432 | 1,298 | 10.4% |
| Other | 143 | 69 | 108.5% | 2,334 | 548 | 325.9% |

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

| | TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|--------|----------|--------------|---------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 106,309 | 91,119 | 16.7% | 1,040,239 | 891,703 | 16.7% |
| Honeymoon | 28,203 | 25,458 | 10.8% | 194,035 | 166,490 | 16.5% |
| Get Married | 8,882 | 8,200 | 8.3% | 48,808 | 48,730 | 0.2% |
| Pleasure/Vacation | 78,010 | 64,727 | 20.5% | 843,769 | 719,063 | 17.3% |
| Mtgs/Conventions/Incentive | 5,291 | 3,480 | 52.1% | 43,140 | 39,200 | 10.1% |
| Conventions | 1,658 | 213 | 679.4% | 15,175 | 8,332 | 82.1% |
| Corporate Meetings | 651 | 1,035 | -37.1% | 7,018 | 5,167 | 35.8% |
| Incentive | 2,999 | 2,375 | 26.3% | 21,868 | 27,038 | -19.1% |
| Other Business | 726 | 492 | 47.6% | 8,314 | 6,369 | 30.5% |
| Visit Friends/Rel. | 1,878 | 1,774 | 5.9% | 19,677 | 19,660 | 0.1% |
| Gov't/Military | 35 | 23 | 51.1% | 709 | 544 | 30.3% |
| Attend School | 117 | 141 | -17.2% | 4,013 | 2,052 | 95.6% |
| Sport Events | 2,505 | 1,016 | 146.5% | 22,847 | 18,380 | 24.3% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 48.0 | 45.0 | 3.0 | 41.4 | 40.5 | 0.9 |
| % Repeaters ** | 52.0 | 55.0 | -3.0 | 58.6 | 59.5 | -0.9 |
| Average # of Trips | 3.10 | 3.21 | -3.4% | 3.77 | 3.95 | -4.5% |
| Group Tour | 37,615 | 27,114 | 38.7% | 322,452 | 283,269 | 13.8% |
| Non-Group | 88,127 | 82,010 | 7.5% | 867,806 | 744,120 | 16.6% |
| Package Trip | 94,811 | 84,038 | 12.8% | 864,822 | 743,312 | 16.3% |
| No Package | 30,931 | 25,086 | 23.3% | 325,436 | 284,076 | 14.6% |
| Net True Independent | 23,673 | 21,117 | 12.1% | 289,443 | 244,594 | 18.3% |

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

| | TABLE 7. TOTAL CANADIAN VISITORS BY AIR | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 369,199 | 364,078 | 1.4% | 5,048,077 | 4,645,698 | 8.7% |
| TOTAL VISITORS | 28,276 | 29,562 | -4.4% | 387,733 | 372,112 | 4.2% |
| Domestic | 15,254 | 16,585 | -8.0% | 155,968 | 164,395 | -5.1% |
| International | 13,022 | 12,977 | 0.3% | 231,765 | 207,717 | 11.6% |
| AVERAGE DAILY CENSUS | 11,910 | 11,744 | 1.4% | 16,551 | 15,282 | 8.3% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 13,255 | 14,602 | -9.2% | 179,294 | 178,113 | 0.7% |
| O'ahu only | 8,430 | 9,556 | -11.8% | 115,605 | 115,362 | 0.2% |
| Kaua'i | 3,652 | 4,103 | -11.0% | 53,136 | 50,033 | 6.2% |
| Kaua'i only | 1,467 | 1,393 | 5.3% | 22,649 | 18,994 | 19.2% |
| Maui County | 14,054 | 14,784 | -4.9% | 189,922 | 183,916 | 3.3% |
| Maui | 13,933 | 14,697 | -5.2% | 187,869 | 182,449 | 3.0% |
| Maui only | 9,455 | 10,084 | -6.2% | 130,242 | 127,435 | 2.2% |
| Moloka'i * | 387 | 289 | 34.1% | 3,191 | 3,293 | -3.1% |
| Moloka'i only * | 33 | 31 | 4.9% | 351 | 311 | 12.8% |
| Lāna'i * | 310 | 300 | 3.3% | 4,181 | 3,912 | 6.9% |
| Lāna'i only * | 14 | 22 | -35.2% | 395 | 172 | 129.1% |
| Hawai'i Island | 5,775 | 5,229 | 10.4% | 77,117 | 69,666 | 10.7% |
| Kona side | 5,275 | 4,748 | 11.1% | 69,343 | 62,638 | 10.7% |
| Hilo side | 1,735 | 2,058 | -15.7% | 26,913 | 26,206 | 2.7% |
| Hawai'i Island only | 2,773 | 2,077 | 33.5% | 35,814 | 31,273 | 14.5% |
| Any Neighbor Island | 19,846 | 20,006 | -0.8% | 272,128 | 256,750 | 6.0% |
| NI only | 15,021 | 14,960 | 0.4% | 208,439 | 193,998 | 7.4% |
| O'ahu & NI | 4,825 | 5,046 | -4.4% | 63,689 | 62,751 | 1.5% |
| Any one island only | 22,172 | 23,164 | -4.3% | 305,056 | 293,548 | 3.9% |
| Multiple Islands | 6,104 | 6,399 | -4.6% | 82,677 | 78,564 | 5.2% |
| Avg. Islands Visited | 1.32 | 1.33 | -0.5% | 1.30 | 1.31 | -0.6% |
| Average Length of Stay in Hawai'i | 13.06 | 12.32 | 6.0% | 13.02 | 12.48 | 4.3% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 13,619 | 15,554 | -12.4% | 195,841 | 191,176 | 2.4% |
| Hotel only | 10,138 | 11,947 | -15.1% | 151,900 | 148,370 | 2.4% |
| Plan to stay in Condo | 10,426 | 10,132 | 2.9% | 141,727 | 136,625 | 3.7% |
| Condo only | 8,432 | 8,050 | 4.7% | 113,751 | 109,753 | 3.6% |
| Plan to stay in Timeshare | 3,518 | 3,410 | 3.2% | 37,825 | 35,756 | 5.8% |
| Timeshare only | 2,538 | 2,249 | 12.9% | 27,564 | 25,188 | 9.4% |
| Cruise Ship | 555 | 842 | -34.1% | 8,761 | 9,721 | -9.9% |
| Friends/Relatives | 1,385 | 1,334 | 3.8% | 16,684 | 16,208 | 2.9% |
| Bed & Breakfast | 440 | 349 | 26.1% | 5,261 | 5,370 | -2.0% |
| Other | 262 | 260 | 0.8% | 3,667 | 3,587 | 2.2% |

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

| | TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|--------|----------|--------------|---------|----------|
| | OCTOBER | | | YEAR-TO-DATE | | |
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 25,539 | 26,700 | -4.3% | 359,856 | 343,464 | 4.8% |
| Honeymoon | 1,592 | 1,574 | 1.1% | 12,588 | 12,792 | -1.6% |
| Get Married | 185 | 296 | -37.4% | 2,909 | 2,745 | 6.0% |
| Pleasure/Vacation | 24,021 | 25,129 | -4.4% | 347,519 | 331,006 | 5.0% |
| Mtgs/Conventions/Incentive | 1,188 | 1,579 | -24.8% | 15,897 | 18,418 | -13.7% |
| Conventions | 945 | 1,323 | -28.6% | 11,119 | 13,629 | -18.4% |
| Corporate Meetings | 158 | 136 | 16.1% | 1,970 | 2,388 | -17.5% |
| Incentive | 114 | 163 | -29.9% | 3,429 | 3,128 | 9.6% |
| Other Business | 280 | 250 | 12.2% | 2,838 | 2,859 | -0.7% |
| Visit Friends/Rel. | 994 | 1,136 | -12.5% | 12,827 | 14,160 | -9.4% |
| Gov't/Military | 25 | 58 | -57.1% | 1,042 | 515 | 102.5% |
| Attend School | 16 | 20 | -18.1% | 441 | 404 | 9.1% |
| Sport Events | 887 | 654 | 35.6% | 3,146 | 2,559 | 22.9% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 36.7 | 40.9 | -4.2 | 37.2 | 38.4 | -1.2 |
| % Repeaters ** | 63.3 | 59.1 | 4.2 | 62.8 | 61.6 | 1.2 |
| Average # of Trips | 4.33 | 3.57 | 21.1% | 3.90 | 3.38 | 15.4% |
| Group Tour | 469 | 5,896 | -92.0% | 9,656 | 14,596 | -33.8% |
| Non-Group | 27,807 | 23,666 | 17.5% | 378,077 | 357,515 | 5.8% |
| Package Trip | 6,757 | 11,634 | -41.9% | 102,148 | 104,369 | -2.1% |
| No Package | 21,519 | 17,928 | 20.0% | 285,585 | 267,743 | 6.7% |
| Net True Independent | 21,380 | 17,790 | 20.2% | 283,484 | 265,298 | 6.9% |

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

October 2012 Arrivals at a Glance

| CATEGORY AND MMA | Oct 2012 | Oct 2011 | % change | YTD 2012 | YTD 2011 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,112.7 | 987.2 | 12.7 | 11,783.6 | 9,913.4 | 18.9 |
| Total by air | 1,106.0 | 984.0 | 12.4 | 11,750.8 | 9,897.9 | 18.7 |
| U.S. West | 381.7 | 331.4 | 15.2 | 3,783.2 | 3,406.6 | 11.1 |
| U.S. East | 245.4 | 240.7 | 2.0 | 2,865.4 | 2,612.3 | 9.7 |
| Japan | 236.4 | 198.9 | 18.8 | 2,146.4 | 1,767.8 | 21.4 |
| Canada | 57.4 | 57.6 | -0.3 | 776.0 | 709.9 | 9.3 |
| All Others | 185.1 | 155.4 | 19.1 | 2,179.8 | 1,401.3 | 55.6 |
| Visitor arrivals by cruise ships | 6.7 | 3.2 | 109.9 | 32.8 | 15.6 | 110.9 |
| TOTAL VISITOR DAYS | 5,578,661 | 5,261,475 | 6.0 | 61,527,239 | 56,290,302 | 9.3 |
| Total by air | 5,476,679 | 5,150,046 | 6.3 | 60,926,860 | 55,813,389 | 9.2 |
| U.S. West | 2,423,052 | 2,252,535 | 7.6 | 25,070,127 | 23,707,803 | 5.7 |
| U.S. East | 1,199,222 | 1,179,106 | 1.7 | 15,003,859 | 14,464,840 | 3.7 |
| Japan | 718,685 | 628,822 | 14.3 | 7,202,754 | 6,207,081 | 16.0 |
| Canada | 369,199 | 364,078 | 1.4 | 5,048,077 | 4,645,698 | 8.7 |
| All Others | 766,521 | 725,505 | 5.7 | 8,602,043 | 6,787,967 | 26.7 |
| Visitor arrivals by cruise ships | 101,982 | 111,428 | -8.5 | 600,378 | 476,913 | 25.9 |
| VISITOR ARRIVALS | 640,666 | 590,067 | 8.6 | 6,613,948 | 6,040,330 | 9.5 |
| Total by air | 612,660 | 568,211 | 7.8 | 6,483,685 | 5,946,694 | 9.0 |
| U.S. West | 255,602 | 233,181 | 9.6 | 2,631,000 | 2,487,490 | 5.8 |
| U.S. East | 118,799 | 120,533 | -1.4 | 1,433,190 | 1,388,303 | 3.2 |
| Japan | 125,742 | 109,124 | 15.2 | 1,190,258 | 1,027,389 | 15.9 |
| Canada | 28,276 | 29,562 | -4.4 | 387,733 | 372,112 | 4.2 |
| All Others | 84,241 | 75,811 | 11.1 | 841,504 | 671,402 | 25.3 |
| Visitor arrivals by cruise ships | 28,006 | 21,856 | 28.1 | 130,263 | 93,636 | 39.1 |
| AVERAGE LENGTH OF STAY | 8.71 | 8.92 | -2.3 | 9.30 | 9.32 | -0.2 |
| Total by air | 8.94 | 9.06 | -1.4 | 9.40 | 9.39 | 0.1 |
| U.S. West | 9.48 | 9.66 | -1.9 | 9.53 | 9.53 | 0.0 |
| U.S. East | 10.09 | 9.78 | 3.2 | 10.47 | 10.42 | 0.5 |
| Japan | 5.72 | 5.76 | -0.8 | 6.05 | 6.04 | 0.2 |
| Canada | 13.06 | 12.32 | 6.0 | 13.02 | 12.48 | 4.3 |
| All Others | 9.10 | 9.57 | -4.9 | 10.22 | 10.11 | 1.1 |
| Visitor arrivals by cruise ships | 3.64 | 5.10 | -28.6 | 4.61 | 5.09 | -9.5 |
| PER PERSON PER DAY SPENDING (\$) | 199.5 | 187.6 | 6.3 | 191.5 | 176.1 | 8.7 |
| Total by air | 202.0 | 191.1 | 5.7 | 192.9 | 177.3 | 8.8 |
| U.S. West | 157.5 | 147.1 | 7.1 | 150.9 | 143.7 | 5.0 |
| U.S. East | 204.7 | 204.2 | 0.3 | 191.0 | 180.6 | 5.7 |
| Japan | 329.0 | 316.4 | 4.0 | 298.0 | 284.8 | 4.6 |
| Canada | 155.4 | 158.1 | -1.7 | 153.7 | 152.8 | 0.6 |
| All Others | 241.4 | 214.1 | 12.7 | 253.4 | 206.4 | 22.8 |
| Visitor arrivals by cruise ships | 65.2 | 28.4 | 129.3 | 54.7 | 32.6 | 67.5 |
| PER PERSON PER TRIP SPENDING (\$) | 1,736.7 | 1,673.0 | 3.8 | 1,781.6 | 1,641.2 | 8.6 |
| Total by air | 1,805.3 | 1,731.8 | 4.2 | 1,812.4 | 1,664.4 | 8.9 |
| U.S. West | 1,493.4 | 1,421.4 | 5.1 | 1,437.9 | 1,369.5 | 5.0 |
| U.S. East | 2,066.0 | 1,997.1 | 3.5 | 1,999.3 | 1,881.6 | 6.3 |
| Japan | 1,880.4 | 1,823.2 | 3.1 | 1,803.3 | 1,720.6 | 4.8 |
| Canada | 2,028.6 | 1,947.2 | 4.2 | 2,001.4 | 1,907.7 | 4.9 |
| All Others | 2,196.8 | 2,049.3 | 7.2 | 2,590.4 | 2,087.1 | 24.1 |
| Visitor arrivals by cruise ships | 237.5 | 145.0 | 63.8 | 251.9 | 166.2 | 51.6 |

Source:Hawai'i Tourism Authority

2012 Arrivals at a Glance by Month

| 2012 | MMA | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|--------------------------------------|---------------------------------------|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| EXPENDITURES (\$mil.) * | TOTAL (\$mil.) | \$1,356.9 | \$1,114.6 | \$1,183.1 | \$1,170.6 | \$1,071.9 | \$1,217.7 | \$1,282.9 | \$1,187.9 | \$1,085.4 | \$1,112.7 |
| | Total by air | \$1,353.4 | \$1,110.3 | \$1,178.1 | \$1,162.8 | \$1,070.0 | \$1,217.7 | \$1,282.9 | \$1,187.8 | \$1,081.9 | \$1,106.0 |
| | U.S. West | \$366.4 | \$319.5 | \$361.6 | \$386.9 | \$353.1 | \$410.0 | \$436.7 | \$423.0 | \$344.3 | \$381.7 |
| | U.S. East | \$356.6 | \$288.1 | \$279.9 | \$224.3 | \$274.2 | \$339.0 | \$347.8 | \$277.1 | \$232.8 | \$245.4 |
| | Japan | \$218.5 | \$193.5 | \$186.8 | \$153.7 | \$188.1 | \$219.1 | \$248.8 | \$248.0 | \$253.5 | \$236.4 |
| | Canada | \$165.2 | \$135.2 | \$134.1 | \$84.0 | \$42.0 | \$30.1 | \$46.3 | \$45.3 | \$36.5 | \$57.4 |
| | All Others | \$246.6 | \$174.0 | \$215.7 | \$313.9 | \$212.6 | \$219.5 | \$203.4 | \$194.4 | \$214.8 | \$185.1 |
| | Visitor arrivals by cruise ships | \$3.4 | \$4.3 | \$5.0 | \$7.9 | \$1.9 | \$0.0 | \$0.0 | \$0.1 | \$3.4 | \$6.7 |
| | Visitor days | TOTAL (air + ships) | 6,995,564 | 6,011,648 | 6,583,906 | 6,019,717 | 5,648,656 | 6,334,751 | 6,732,564 | 6,390,783 | 5,230,990 |
| Total by air | | 6,927,002 | 5,933,566 | 6,481,577 | 5,856,267 | 5,612,931 | 6,334,751 | 6,732,564 | 6,388,416 | 5,183,107 | 5,476,679 |
| U.S. West | | 2,486,692 | 2,146,532 | 2,427,197 | 2,503,354 | 2,455,618 | 2,816,208 | 2,912,350 | 2,757,094 | 2,142,030 | 2,423,052 |
| U.S. East | | 1,899,774 | 1,559,431 | 1,567,638 | 1,188,917 | 1,441,342 | 1,837,857 | 1,761,076 | 1,431,950 | 1,116,650 | 1,199,222 |
| Japan | | 642,665 | 642,339 | 685,824 | 514,231 | 613,504 | 718,579 | 832,711 | 985,825 | 848,391 | 718,685 |
| Canada | | 977,253 | 887,536 | 959,671 | 554,458 | 267,245 | 192,486 | 306,398 | 306,604 | 227,228 | 369,199 |
| All Others | | 920,618 | 697,727 | 841,247 | 1,095,308 | 835,221 | 769,621 | 920,029 | 906,942 | 848,809 | 766,521 |
| Visitor arrivals by cruise ships | | 68,562 | 78,082 | 102,329 | 163,450 | 35,724 | 0 | 0 | 2,367 | 47,883 | 101,982 |
| Visitor arrivals | | TOTAL (air + ships) | 643,616 | 626,367 | 714,973 | 647,194 | 622,899 | 677,218 | 720,355 | 725,642 | 595,019 |
| | Total by air | 629,852 | 608,781 | 695,800 | 616,222 | 615,675 | 677,218 | 720,355 | 723,759 | 583,363 | 612,660 |
| | U.S. West | 222,914 | 221,879 | 264,956 | 277,809 | 264,158 | 285,342 | 299,072 | 307,192 | 232,076 | 255,602 |
| | U.S. East | 150,047 | 144,229 | 162,931 | 122,792 | 140,739 | 173,002 | 166,944 | 143,785 | 109,922 | 118,799 |
| | Japan | 108,625 | 107,754 | 114,055 | 86,685 | 106,569 | 115,788 | 135,764 | 155,318 | 133,958 | 125,742 |
| | Canada | 64,063 | 64,230 | 72,882 | 45,937 | 23,630 | 16,705 | 25,489 | 27,282 | 19,239 | 28,276 |
| | All Others | 84,203 | 70,689 | 80,976 | 82,999 | 80,579 | 86,381 | 93,086 | 90,182 | 88,168 | 84,241 |
| | Visitor arrivals by cruise ships | 13,764 | 17,586 | 19,173 | 30,972 | 7,224 | 0 | 0 | 1,883 | 11,656 | 28,006 |
| | length of stay | TOTAL (air + ships) | 10.87 | 9.60 | 9.21 | 9.30 | 9.07 | 9.35 | 9.35 | 8.81 | 8.79 |
| Total by air | | 11.00 | 9.75 | 9.32 | 9.50 | 9.12 | 9.35 | 9.35 | 8.83 | 8.88 | 8.94 |
| U.S. West | | 11.16 | 9.67 | 9.16 | 9.01 | 9.30 | 9.87 | 9.74 | 8.98 | 9.23 | 9.48 |
| U.S. East | | 12.66 | 10.81 | 9.62 | 9.68 | 10.24 | 10.62 | 10.55 | 9.96 | 10.16 | 10.09 |
| Japan | | 5.92 | 5.96 | 6.01 | 5.93 | 5.76 | 6.21 | 6.13 | 6.35 | 6.33 | 5.72 |
| Canada | | 15.25 | 13.82 | 13.17 | 12.07 | 11.31 | 11.52 | 12.02 | 11.24 | 11.81 | 13.06 |
| All Others | | 10.93 | 9.87 | 10.39 | 13.20 | 10.37 | 8.91 | 9.88 | 10.06 | 9.63 | 9.10 |
| Visitor arrivals by cruise ships | | 4.98 | 4.44 | 5.34 | 5.28 | 4.95 | 0.00 | 0.00 | 1.26 | 4.11 | 3.64 |
| Per Person Per Day Spending * | | TOTAL (air+ships) | \$194.0 | \$185.4 | \$179.7 | \$194.5 | \$189.8 | \$192.2 | \$190.6 | \$185.9 | \$207.5 |
| | Total by air | \$195.4 | \$187.1 | \$181.8 | \$198.6 | \$190.6 | \$192.2 | \$190.6 | \$185.9 | \$208.7 | \$202.0 |
| | U.S. West | \$147.4 | \$148.8 | \$149.0 | \$154.5 | \$143.8 | \$145.6 | \$149.9 | \$153.4 | \$160.7 | \$157.5 |
| | U.S. East | \$187.7 | \$184.8 | \$178.6 | \$188.6 | \$190.2 | \$184.5 | \$197.5 | \$193.5 | \$208.5 | \$204.7 |
| | Japan | \$340.1 | \$301.2 | \$272.3 | \$298.9 | \$306.6 | \$304.9 | \$298.8 | \$251.5 | \$298.8 | \$329.0 |
| | Canada | \$169.0 | \$152.4 | \$139.7 | \$151.4 | \$157.2 | \$156.3 | \$151.0 | \$147.7 | \$160.8 | \$155.4 |
| | All Others | \$267.9 | \$249.3 | \$256.4 | \$286.6 | \$254.5 | \$285.2 | \$221.0 | \$214.3 | \$253.0 | \$241.4 |
| | Visitor arrivals by cruise ships | \$50.3 | \$55.7 | \$49.1 | \$48.2 | \$54.1 | \$0.0 | \$0.0 | \$51.3 | \$71.4 | \$65.2 |
| | Per Person Per Trip Spending * | TOTAL (air+ships) | \$2,108.2 | \$1,779.5 | \$1,654.7 | \$1,808.8 | \$1,720.9 | \$1,798.0 | \$1,780.9 | \$1,637.0 | \$1,824.1 |
| Total by air | | \$2,148.8 | \$1,823.7 | \$1,693.1 | \$1,886.9 | \$1,737.9 | \$1,798.0 | \$1,780.9 | \$1,641.1 | \$1,854.6 | \$1,805.3 |
| U.S. West | | \$1,643.9 | \$1,439.8 | \$1,364.9 | \$1,392.6 | \$1,336.8 | \$1,436.7 | \$1,460.1 | \$1,377.0 | \$1,483.5 | \$1,493.4 |
| U.S. East | | \$2,376.7 | \$1,997.6 | \$1,718.2 | \$1,826.4 | \$1,948.3 | \$1,959.8 | \$2,083.3 | \$1,927.2 | \$2,118.3 | \$2,066.0 |
| Japan | | \$2,011.9 | \$1,795.5 | \$1,637.4 | \$1,773.2 | \$1,765.1 | \$1,892.2 | \$1,832.7 | \$1,596.5 | \$1,892.5 | \$1,880.4 |
| Canada | | \$2,578.7 | \$2,105.5 | \$1,839.4 | \$1,827.9 | \$1,778.4 | \$1,800.7 | \$1,814.6 | \$1,660.4 | \$1,899.1 | \$2,028.6 |
| All Others | | \$2,929.2 | \$2,461.1 | \$2,663.4 | \$3,782.3 | \$2,637.8 | \$2,540.9 | \$2,184.8 | \$2,155.7 | \$2,435.7 | \$2,196.8 |
| Visitor arrivals by cruise ships | | \$250.5 | \$247.1 | \$262.1 | \$254.2 | \$267.3 | \$0.0 | \$0.0 | \$64.4 | \$293.2 | \$237.5 |

| YEAR-TO-DATE | MMA | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|--------------------------------------|----------------------------------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| EXPENDITURES (\$mil.)* | TOTAL (\$mil.) | \$1,356.9 | \$2,471.5 | \$3,654.6 | \$4,825.2 | \$5,897.1 | \$7,114.8 | \$8,397.7 | \$9,585.6 | \$10,671.0 | \$11,783.6 |
| | Total by air | \$1,353.4 | \$2,463.7 | \$3,641.8 | \$4,804.5 | \$5,874.5 | \$7,092.2 | \$8,375.1 | \$9,562.9 | \$10,644.8 | \$11,750.8 |
| | U.S. West | \$366.4 | \$685.9 | \$1,047.5 | \$1,434.4 | \$1,787.5 | \$2,197.5 | \$2,634.2 | \$3,057.2 | \$3,401.4 | \$3,783.2 |
| | U.S. East | \$356.6 | \$644.7 | \$924.7 | \$1,148.9 | \$1,423.1 | \$1,762.2 | \$2,110.0 | \$2,387.1 | \$2,619.9 | \$2,865.4 |
| | Japan | \$218.5 | \$412.0 | \$598.8 | \$752.5 | \$940.6 | \$1,159.7 | \$1,408.5 | \$1,656.5 | \$1,910.0 | \$2,146.4 |
| | Canada | \$165.2 | \$300.4 | \$434.5 | \$518.5 | \$560.5 | \$590.6 | \$636.8 | \$682.1 | \$718.7 | \$776.0 |
| | All Others | \$246.6 | \$420.6 | \$636.3 | \$950.2 | \$1,162.8 | \$1,382.3 | \$1,585.6 | \$1,780.0 | \$1,994.8 | \$2,179.8 |
| | Visitor arrivals by cruise ships | \$3.4 | \$7.8 | \$12.8 | \$20.7 | \$22.6 | \$22.6 | \$22.6 | \$22.7 | \$26.2 | \$32.8 |
| | | | | | | | | | | | |
| Visitor days | TOTAL (air + ships) | 6,995,564 | 13,007,212 | 19,591,118 | 25,610,835 | 31,259,490 | 37,594,241 | 44,326,805 | 50,717,588 | 55,948,578 | 61,527,239 |
| | Total by air | 6,927,002 | 12,860,568 | 19,342,145 | 25,198,412 | 30,811,344 | 37,146,094 | 43,878,658 | 50,267,074 | 55,450,181 | 60,926,860 |
| | U.S. West | 2,486,692 | 4,633,224 | 7,060,421 | 9,563,775 | 12,019,393 | 14,835,601 | 17,747,951 | 20,505,046 | 22,647,075 | 25,070,127 |
| | U.S. East | 1,899,774 | 3,459,205 | 5,026,844 | 6,215,761 | 7,657,103 | 9,494,960 | 11,256,036 | 12,687,986 | 13,804,637 | 15,003,859 |
| | Japan | 642,665 | 1,285,004 | 1,970,828 | 2,485,059 | 3,098,563 | 3,817,142 | 4,649,853 | 5,635,678 | 6,484,069 | 7,202,754 |
| | Canada | 977,253 | 1,864,789 | 2,824,460 | 3,378,918 | 3,646,163 | 3,838,649 | 4,145,047 | 4,451,651 | 4,678,879 | 5,048,077 |
| | All Others | 920,618 | 1,618,345 | 2,459,592 | 3,554,900 | 4,390,121 | 5,159,742 | 6,079,771 | 6,986,713 | 7,835,522 | 8,602,043 |
| | Visitor arrivals by cruise ships | 68,562 | 146,644 | 248,973 | 412,423 | 448,147 | 448,147 | 448,147 | 450,514 | 498,397 | 600,378 |
| | | | | | | | | | | | |
| Visitor arrivals | TOTAL (air + ships) | 643,616 | 1,269,983 | 1,984,956 | 2,632,149 | 3,255,048 | 3,932,266 | 4,652,621 | 5,378,263 | 5,973,282 | 6,613,948 |
| | Total by air | 629,852 | 1,238,633 | 1,934,433 | 2,550,655 | 3,166,330 | 3,843,548 | 4,563,903 | 5,287,662 | 5,871,025 | 6,483,685 |
| | U.S. West | 222,914 | 444,793 | 709,749 | 987,558 | 1,251,716 | 1,537,058 | 1,836,130 | 2,143,322 | 2,375,398 | 2,631,000 |
| | U.S. East | 150,047 | 294,276 | 457,207 | 579,999 | 720,738 | 893,740 | 1,060,684 | 1,204,469 | 1,314,391 | 1,433,190 |
| | Japan | 108,625 | 216,379 | 330,434 | 417,119 | 523,688 | 639,476 | 775,240 | 930,558 | 1,064,516 | 1,190,258 |
| | Canada | 64,063 | 128,293 | 201,175 | 247,112 | 270,742 | 287,447 | 312,936 | 340,218 | 359,457 | 387,733 |
| | All Others | 84,203 | 154,892 | 235,868 | 318,867 | 399,446 | 485,827 | 578,913 | 669,095 | 757,263 | 841,504 |
| | Visitor arrivals by cruise ships | 13,764 | 31,350 | 50,523 | 81,494 | 88,718 | 88,718 | 88,718 | 90,601 | 102,257 | 130,263 |
| | | | | | | | | | | | |
| length of stay | TOTAL (air + ships) | 10.87 | 10.24 | 9.87 | 9.73 | 9.60 | 9.56 | 9.53 | 9.43 | 9.37 | 9.30 |
| | Total by air | 11.00 | 10.38 | 10.00 | 9.88 | 9.73 | 9.66 | 9.61 | 9.51 | 9.44 | 9.40 |
| | U.S. West | 11.16 | 10.42 | 9.95 | 9.68 | 9.60 | 9.65 | 9.67 | 9.57 | 9.53 | 9.53 |
| | U.S. East | 12.66 | 11.75 | 10.99 | 10.72 | 10.62 | 10.62 | 10.61 | 10.53 | 10.50 | 10.47 |
| | Japan | 5.92 | 5.94 | 5.96 | 5.96 | 5.92 | 5.97 | 6.00 | 6.06 | 6.09 | 6.05 |
| | Canada | 15.25 | 14.54 | 14.04 | 13.67 | 13.47 | 13.35 | 13.25 | 13.08 | 13.02 | 13.02 |
| | All Others | 10.93 | 10.45 | 10.43 | 11.15 | 10.99 | 10.62 | 10.50 | 10.44 | 10.35 | 10.22 |
| | Visitor arrivals by cruise ships | 4.98 | 4.68 | 4.93 | 5.06 | 5.05 | 5.05 | 5.05 | 4.97 | 4.87 | 4.61 |
| | | | | | | | | | | | |
| Per Person Per Day Spending* | TOTAL (air+ships) | \$194.0 | \$190.0 | \$186.5 | \$188.4 | \$188.7 | \$189.3 | \$189.5 | \$189.0 | \$190.7 | \$191.5 |
| | Total by air | \$195.4 | \$191.6 | \$188.3 | \$190.7 | \$190.7 | \$190.9 | \$190.9 | \$190.2 | \$192.0 | \$192.9 |
| | U.S. West | \$147.4 | \$148.0 | \$148.4 | \$150.0 | \$148.7 | \$148.1 | \$148.4 | \$149.1 | \$150.2 | \$150.9 |
| | U.S. East | \$187.7 | \$186.4 | \$183.9 | \$184.8 | \$185.9 | \$185.6 | \$187.5 | \$188.1 | \$189.8 | \$191.0 |
| | Japan | \$340.1 | \$320.6 | \$303.8 | \$302.8 | \$303.6 | \$303.8 | \$302.9 | \$293.9 | \$294.6 | \$298.0 |
| | Canada | \$169.0 | \$161.1 | \$153.8 | \$153.4 | \$153.7 | \$153.8 | \$153.6 | \$153.2 | \$153.6 | \$153.7 |
| | All Others | \$267.9 | \$259.9 | \$258.7 | \$267.3 | \$264.9 | \$267.9 | \$260.8 | \$254.8 | \$254.6 | \$253.4 |
| | Visitor arrivals by cruise ships | \$50.3 | \$53.1 | \$51.5 | \$50.2 | \$50.5 | \$50.5 | \$50.5 | \$50.5 | \$52.5 | \$54.7 |
| | | | | | | | | | | | |
| Per Person Per Trip Spending* | TOTAL (air+ships) | \$2,108.2 | \$1,946.1 | \$1,841.1 | \$1,833.2 | \$1,811.7 | \$1,809.3 | \$1,804.9 | \$1,782.3 | \$1,786.4 | \$1,781.6 |
| | Total by air | \$2,148.8 | \$1,989.0 | \$1,882.6 | \$1,883.6 | \$1,855.3 | \$1,845.2 | \$1,835.1 | \$1,808.5 | \$1,813.1 | \$1,812.4 |
| | U.S. West | \$1,643.9 | \$1,542.1 | \$1,475.9 | \$1,452.5 | \$1,428.1 | \$1,429.7 | \$1,434.6 | \$1,426.4 | \$1,431.9 | \$1,437.9 |
| | U.S. East | \$2,376.7 | \$2,190.9 | \$2,022.4 | \$1,980.9 | \$1,974.6 | \$1,971.7 | \$1,989.3 | \$1,981.9 | \$1,993.3 | \$1,999.3 |
| | Japan | \$2,011.9 | \$1,904.1 | \$1,812.1 | \$1,804.0 | \$1,796.1 | \$1,813.5 | \$1,816.8 | \$1,780.1 | \$1,794.2 | \$1,803.3 |
| | Canada | \$2,578.7 | \$2,341.8 | \$2,159.8 | \$2,098.1 | \$2,070.2 | \$2,054.5 | \$2,035.0 | \$2,004.9 | \$1,999.3 | \$2,001.4 |
| | All Others | \$2,929.2 | \$2,715.6 | \$2,697.6 | \$2,980.0 | \$2,911.0 | \$2,845.2 | \$2,739.0 | \$2,660.4 | \$2,634.2 | \$2,590.4 |
| | Visitor arrivals by cruise ships | \$250.5 | \$248.6 | \$253.7 | \$253.9 | \$255.0 | \$255.0 | \$255.0 | \$251.0 | \$255.8 | \$251.9 |
| | | | | | | | | | | | |

Source:Hawai'i Tourism Authority

October 2012 Island Highlights

| CATEGORY AND ISLAND | Oct 2012 | Oct 2011 | % change | YTD 2012 | YTD 2011 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,112.7 | 987.2 | 12.7 | 11,783.6 | 9,913.4 | 18.9 |
| Total by air | 1,106.0 | 984.0 | 12.4 | 11,750.8 | 9,897.9 | 18.7 |
| O'ahu | 590.3 | 528.4 | 11.7 | 6,089.2 | 5,131.4 | 18.7 |
| Maui | 268.6 | 237.7 | 13.0 | 2,985.7 | 2,504.7 | 19.2 |
| Moloka'i | 2.3 | 2.3 | 2.2 | 24.7 | 23.2 | 6.6 |
| Lāna'i | 6.3 | 6.4 | -0.6 | 66.3 | 66.1 | 0.2 |
| Kaua'i | 109.6 | 92.4 | 18.5 | 1,188.7 | 969.4 | 22.6 |
| Hawai'i Island | 128.9 | 116.9 | 10.3 | 1,396.2 | 1,203.1 | 16.1 |
| Visitor arrivals by cruise ships | 6.7 | 3.2 | 109.9 | 32.8 | 15.6 | 110.9 |
| TOTAL VISITOR DAYS | 5,578,661 | 5,261,475 | 6.0 | 61,527,239 | 56,290,302 | 9.3 |
| Total by air | 5,476,679 | 5,150,046 | 6.3 | 60,926,860 | 55,813,389 | 9.2 |
| O'ahu | 2,617,562 | 2,482,240 | 5.5 | 29,909,836 | 26,679,378 | 12.1 |
| Maui | 1,430,436 | 1,343,403 | 6.5 | 15,245,845 | 14,421,316 | 5.7 |
| Moloka'i | 20,894 | 25,864 | -19.2 | 211,101 | 206,829 | 2.1 |
| Lāna'i | 17,294 | 20,108 | -14.0 | 214,457 | 217,953 | -1.6 |
| Kaua'i | 603,044 | 585,883 | 2.9 | 6,781,657 | 6,337,019 | 7.0 |
| Hawai'i Island | 787,449 | 692,549 | 13.7 | 8,563,963 | 7,950,894 | 7.7 |
| Visitor arrivals by cruise ships | 101,982 | 111,428 | -8.5 | 600,378 | 476,913 | 25.9 |
| VISITOR ARRIVALS | 640,666 | 590,067 | 8.6 | 6,613,948 | 6,040,330 | 9.5 |
| Total by air | 612,660 | 568,211 | 7.8 | 6,483,685 | 5,946,694 | 9.0 |
| O'ahu | 385,462 | 358,394 | 7.6 | 4,051,692 | 3,644,396 | 11.2 |
| Maui | 177,174 | 168,043 | 5.4 | 1,907,642 | 1,806,406 | 5.6 |
| Moloka'i | 4,116 | 4,311 | -4.5 | 44,476 | 45,396 | -2.0 |
| Lāna'i | 5,223 | 5,608 | -6.9 | 62,246 | 63,129 | -1.4 |
| Kaua'i | 83,854 | 81,646 | 2.7 | 905,168 | 847,713 | 6.8 |
| Hawai'i Island | 112,866 | 98,886 | 14.1 | 1,184,965 | 1,097,586 | 8.0 |
| Visitor arrivals by cruise ships | 28,006 | 21,856 | 28.1 | 130,263 | 93,636 | 39.1 |
| AVERAGE LENGTH OF STAY | 8.71 | 8.92 | -2.3 | 9.30 | 9.32 | -0.2 |
| Total by air | 8.94 | 9.06 | -1.4 | 9.40 | 9.39 | 0.1 |
| O'ahu | 6.79 | 6.93 | -2.0 | 7.38 | 7.32 | 0.8 |
| Maui | 8.07 | 7.99 | 1.0 | 7.99 | 7.98 | 0.1 |
| Moloka'i | 5.08 | 6.00 | -15.4 | 4.75 | 4.56 | 4.2 |
| Lāna'i | 3.31 | 3.59 | -7.7 | 3.45 | 3.45 | -0.2 |
| Kaua'i | 7.19 | 7.18 | 0.2 | 7.49 | 7.48 | 0.2 |
| Hawai'i Island | 6.98 | 7.00 | -0.4 | 7.23 | 7.24 | -0.2 |
| Visitor arrivals by cruise ships | 3.64 | 5.10 | -28.6 | 4.61 | 5.09 | -9.5 |
| PER PERSON PER DAY SPENDING (\$) | 199.5 | 187.6 | 6.3 | 191.5 | 176.1 | 8.7 |
| Total by air | 202.0 | 191.1 | 5.7 | 192.9 | 177.3 | 8.8 |
| O'ahu | 225.5 | 212.9 | 5.9 | 203.6 | 192.3 | 5.8 |
| Maui | 187.8 | 176.9 | 6.1 | 195.8 | 173.7 | 12.8 |
| Moloka'i | 111.7 | 88.3 | 26.5 | 117.0 | 112.0 | 4.4 |
| Lāna'i | 365.1 | 315.9 | 15.6 | 309.1 | 303.4 | 1.9 |
| Kaua'i | 181.7 | 157.8 | 15.2 | 175.3 | 153.0 | 14.6 |
| Hawai'i Island | 163.7 | 168.8 | -3.0 | 163.0 | 151.3 | 7.7 |
| Visitor arrivals by cruise ships | 65.2 | 28.4 | 129.3 | 54.7 | 32.6 | 67.5 |
| PER PERSON PER TRIP SPENDING (\$) | 1,736.7 | 1,673.0 | 3.8 | 1,781.6 | 1,641.2 | 8.6 |
| Total by air | 1,805.3 | 1,731.8 | 4.2 | 1,812.4 | 1,664.4 | 8.9 |
| O'ahu | 1,531.4 | 1,474.4 | 3.9 | 1,502.9 | 1,408.0 | 6.7 |
| Maui | 1,516.0 | 1,414.5 | 7.2 | 1,565.1 | 1,386.5 | 12.9 |
| Moloka'i | 567.2 | 529.7 | 7.1 | 555.2 | 510.4 | 8.8 |
| Lāna'i | 1,208.9 | 1,132.8 | 6.7 | 1,065.1 | 1,047.6 | 1.7 |
| Kaua'i | 1,306.6 | 1,132.0 | 15.4 | 1,313.3 | 1,143.6 | 14.8 |
| Hawai'i Island | 1,142.1 | 1,181.9 | -3.4 | 1,178.3 | 1,096.1 | 7.5 |
| Visitor arrivals by cruise ships | 237.5 | 145.0 | 63.8 | 251.9 | 166.2 | 51.6 |

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2012

| 2012 | ISLAND | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|---------------------------------------|----------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| EXPENDITURES (\$mil.) * | TOTAL (\$mil.) | \$1,356.9 | \$1,114.6 | \$1,183.1 | \$1,170.6 | \$1,071.9 | \$1,217.7 | \$1,282.9 | \$1,187.9 | \$1,085.4 | \$1,112.7 |
| | Total by air | \$1,353.4 | \$1,110.3 | \$1,178.1 | \$1,162.8 | \$1,070.0 | \$1,217.7 | \$1,282.9 | \$1,187.8 | \$1,081.9 | \$1,106.0 |
| | O'ahu | \$661.4 | \$526.8 | \$554.0 | \$580.8 | \$627.1 | \$622.2 | \$700.2 | \$639.7 | \$586.8 | \$590.3 |
| | Maui | \$369.9 | \$310.4 | \$353.7 | \$301.9 | \$239.1 | \$305.5 | \$314.4 | \$281.0 | \$241.2 | \$268.6 |
| | Moloka'i | \$4.0 | \$2.6 | \$1.3 | \$1.9 | \$3.0 | \$2.5 | \$2.3 | \$1.6 | \$3.1 | \$2.3 |
| | Lāna'i | \$7.3 | \$9.1 | \$6.6 | \$10.0 | \$4.5 | \$6.3 | \$4.9 | \$5.6 | \$5.7 | \$6.3 |
| | Kaua'i | \$119.5 | \$115.6 | \$109.2 | \$128.9 | \$102.2 | \$150.4 | \$115.0 | \$119.6 | \$118.7 | \$109.6 |
| | Hawai'i Island | \$191.3 | \$145.7 | \$153.3 | \$139.3 | \$94.1 | \$130.8 | \$146.1 | \$140.3 | \$126.5 | \$128.9 |
| | Visitor arrivals by cruise ships | \$3.45 | \$4.35 | \$5.02 | \$7.87 | \$1.93 | \$0.00 | \$0.00 | \$0.12 | \$3.42 | \$6.65 |
| Visitor days | TOTAL (air + ships) | 6,995,564 | 6,011,648 | 6,583,906 | 6,019,717 | 5,648,656 | 6,334,751 | 6,732,564 | 6,390,783 | 5,230,990 | 5,578,661 |
| | Total by air | 6,927,002 | 5,933,566 | 6,481,577 | 5,856,267 | 5,612,931 | 6,334,751 | 6,732,564 | 6,388,416 | 5,183,107 | 5,476,679 |
| | O'ahu | 3,177,062 | 2,682,763 | 3,018,287 | 2,959,773 | 2,973,688 | 3,140,463 | 3,387,959 | 3,294,364 | 2,657,914 | 2,617,562 |
| | Maui | 1,819,502 | 1,618,283 | 1,755,424 | 1,414,270 | 1,285,967 | 1,585,751 | 1,643,877 | 1,505,822 | 1,186,513 | 1,430,436 |
| | Moloka'i | 36,673 | 25,655 | 20,769 | 17,401 | 17,830 | 18,496 | 18,953 | 14,627 | 19,804 | 20,894 |
| | Lāna'i | 25,913 | 24,417 | 21,812 | 25,070 | 15,677 | 22,333 | 20,530 | 21,556 | 19,856 | 17,294 |
| | Kaua'i | 731,081 | 649,814 | 695,123 | 651,621 | 625,006 | 759,088 | 763,196 | 703,982 | 599,703 | 603,044 |
| | Hawai'i Island | 1,136,770 | 932,634 | 970,162 | 788,133 | 694,764 | 808,620 | 898,049 | 848,065 | 699,318 | 787,449 |
| | Visitor arrivals by cruise ships | 68,562 | 78,082 | 102,329 | 163,450 | 35,724 | 0 | 0 | 2,367 | 47,883 | 101,982 |
| Visitor arrivals | TOTAL (air + ships) | 643,616 | 626,367 | 714,973 | 647,194 | 622,899 | 677,218 | 720,355 | 725,642 | 595,019 | 640,666 |
| | Total by air | 629,852 | 608,781 | 695,800 | 616,222 | 615,675 | 677,218 | 720,355 | 723,759 | 583,363 | 612,660 |
| | O'ahu | 390,120 | 367,053 | 410,399 | 371,407 | 397,430 | 425,482 | 456,608 | 462,930 | 384,801 | 385,462 |
| | Maui | 188,730 | 183,801 | 215,047 | 186,026 | 172,052 | 206,406 | 212,659 | 204,026 | 161,721 | 177,174 |
| | Moloka'i | 4,937 | 4,715 | 4,303 | 5,032 | 4,431 | 4,220 | 4,660 | 4,087 | 3,975 | 4,116 |
| | Lāna'i | 6,401 | 6,102 | 6,837 | 7,048 | 5,781 | 6,540 | 6,123 | 6,679 | 5,513 | 5,223 |
| | Kaua'i | 83,360 | 82,301 | 94,733 | 88,187 | 85,174 | 102,142 | 101,780 | 100,057 | 83,580 | 83,854 |
| | Hawai'i Island | 124,995 | 120,713 | 134,475 | 112,454 | 105,134 | 118,313 | 132,990 | 127,232 | 95,795 | 112,866 |
| | Visitor arrivals by cruise ships | 13,764 | 17,586 | 19,173 | 30,972 | 7,224 | 0 | 0 | 1,883 | 11,656 | 28,006 |
| Length of stay | TOTAL (air + ships) | 10.87 | 9.60 | 9.21 | 9.30 | 9.07 | 9.35 | 9.35 | 8.81 | 8.79 | 8.71 |
| | Total by air | 11.00 | 9.75 | 9.32 | 9.50 | 9.12 | 9.35 | 9.35 | 8.83 | 8.88 | 8.94 |
| | O'ahu | 8.14 | 7.31 | 7.35 | 7.97 | 7.48 | 7.38 | 7.42 | 7.12 | 6.91 | 6.79 |
| | Maui | 9.64 | 8.80 | 8.16 | 7.60 | 7.47 | 7.68 | 7.73 | 7.38 | 7.34 | 8.07 |
| | Moloka'i | 7.43 | 5.44 | 4.83 | 3.46 | 4.02 | 4.38 | 4.07 | 3.58 | 4.98 | 5.08 |
| | Lāna'i | 4.05 | 4.00 | 3.19 | 3.56 | 2.71 | 3.41 | 3.35 | 3.23 | 3.60 | 3.31 |
| | Kaua'i | 8.77 | 7.90 | 7.34 | 7.39 | 7.34 | 7.43 | 7.50 | 7.04 | 7.18 | 7.19 |
| | Hawai'i Island | 9.09 | 7.73 | 7.21 | 7.01 | 6.61 | 6.83 | 6.75 | 6.67 | 7.30 | 6.98 |
| | Visitor arrivals by cruise ships | 4.98 | 4.44 | 5.34 | 5.28 | 4.95 | 0.00 | 0.00 | 1.26 | 4.11 | 3.64 |
| Per Person Per Day Spending * | TOTAL (air+ships) (\$) | \$194.0 | \$185.4 | \$179.7 | \$194.5 | \$189.8 | \$192.2 | \$190.6 | \$185.9 | \$207.5 | \$199.5 |
| | Total by air | \$195.4 | \$187.1 | \$181.8 | \$198.6 | \$190.6 | \$192.2 | \$190.6 | \$185.9 | \$208.7 | \$202.0 |
| | O'ahu | \$208.2 | \$196.3 | \$183.5 | \$196.2 | \$210.9 | \$198.1 | \$206.7 | \$194.2 | \$220.8 | \$225.5 |
| | Maui | \$203.3 | \$191.8 | \$201.5 | \$213.5 | \$185.9 | \$192.7 | \$191.3 | \$186.6 | \$203.3 | \$187.8 |
| | Moloka'i | \$109.0 | \$102.8 | \$63.9 | \$110.3 | \$168.8 | \$134.1 | \$122.2 | \$108.3 | \$156.1 | \$111.7 |
| | Lāna'i | \$282.8 | \$372.2 | \$301.3 | \$398.7 | \$286.5 | \$280.0 | \$238.4 | \$261.1 | \$288.7 | \$365.1 |
| | Kaua'i | \$163.5 | \$177.9 | \$157.1 | \$197.8 | \$163.6 | \$198.1 | \$150.7 | \$169.9 | \$197.9 | \$181.7 |
| | Hawai'i Island | \$168.3 | \$156.3 | \$158.0 | \$176.7 | \$135.4 | \$161.7 | \$162.7 | \$165.4 | \$180.9 | \$163.7 |
| | Visitor arrivals by cruise ships | \$50.3 | \$55.7 | \$49.1 | \$48.2 | \$54.1 | \$0.0 | \$0.0 | \$51.3 | \$71.4 | \$65.2 |
| Per Person Per Trip Spending * | TOTAL (air+ships) (\$) | \$2,108.2 | \$1,779.5 | \$1,654.7 | \$1,808.8 | \$1,720.9 | \$1,798.0 | \$1,780.9 | \$1,637.0 | \$1,824.1 | \$1,736.7 |
| | Total by air | \$2,148.8 | \$1,823.7 | \$1,693.1 | \$1,886.9 | \$1,737.9 | \$1,798.0 | \$1,780.9 | \$1,641.1 | \$1,854.6 | \$1,805.3 |
| | O'ahu | \$1,695.4 | \$1,435.1 | \$1,349.8 | \$1,563.7 | \$1,577.8 | \$1,462.4 | \$1,533.4 | \$1,381.9 | \$1,524.8 | \$1,531.4 |
| | Maui | \$1,959.8 | \$1,689.0 | \$1,644.7 | \$1,622.9 | \$1,389.8 | \$1,480.3 | \$1,478.4 | \$1,377.1 | \$1,491.3 | \$1,516.0 |
| | Moloka'i | \$809.3 | \$559.2 | \$308.4 | \$381.4 | \$679.1 | \$587.9 | \$497.1 | \$387.5 | \$777.7 | \$567.2 |
| | Lāna'i | \$1,144.7 | \$1,489.4 | \$961.3 | \$1,418.3 | \$777.0 | \$956.3 | \$799.5 | \$842.8 | \$1,039.7 | \$1,208.9 |
| | Kaua'i | \$1,434.1 | \$1,404.6 | \$1,153.0 | \$1,461.7 | \$1,200.3 | \$1,472.4 | \$1,130.0 | \$1,195.2 | \$1,419.8 | \$1,306.6 |
| | Hawai'i Island | \$1,530.3 | \$1,207.3 | \$1,140.0 | \$1,238.6 | \$894.6 | \$1,105.3 | \$1,098.5 | \$1,102.6 | \$1,320.6 | \$1,142.1 |
| | Visitor arrivals by cruise ships | \$250.5 | \$247.1 | \$262.1 | \$254.2 | \$267.3 | \$0.0 | \$0.0 | \$64.4 | \$293.2 | \$237.5 |

| YEAR-TO-DATE | ISLAND | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |
|---------------------------------------|---|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| EXPENDITURES (\$mil.) * | TOTAL (\$mil.) | \$1,356.9 | \$2,471.5 | \$3,654.6 | \$4,825.2 | \$5,897.1 | \$7,114.8 | \$8,397.7 | \$9,585.6 | \$10,671.0 | \$11,783.6 |
| | Total by air | \$1,353.4 | \$2,463.7 | \$3,641.8 | \$4,804.5 | \$5,874.5 | \$7,092.2 | \$8,375.1 | \$9,562.9 | \$10,644.8 | \$11,750.8 |
| | O'ahu | \$661.4 | \$1,188.2 | \$1,742.1 | \$2,322.9 | \$2,950.0 | \$3,572.2 | \$4,272.4 | \$4,912.1 | \$5,498.9 | \$6,089.2 |
| | Maui | \$369.9 | \$680.3 | \$1,034.0 | \$1,335.9 | \$1,575.0 | \$1,880.6 | \$2,195.0 | \$2,475.9 | \$2,717.1 | \$2,985.7 |
| | Moloka'i | \$4.0 | \$6.6 | \$8.0 | \$9.9 | \$12.9 | \$15.4 | \$17.7 | \$19.3 | \$22.4 | \$24.7 |
| | Lāna'i | \$7.3 | \$16.4 | \$23.0 | \$33.0 | \$37.5 | \$43.7 | \$48.6 | \$54.3 | \$60.0 | \$66.3 |
| | Kaua'i | \$119.5 | \$235.1 | \$344.4 | \$473.3 | \$575.5 | \$725.9 | \$840.9 | \$960.5 | \$1,079.2 | \$1,188.7 |
| | Hawai'i Island Visitor arrivals by cruise ships | \$191.3 \$3.4 | \$337.0 \$7.8 | \$490.3 \$12.8 | \$629.6 \$20.7 | \$723.7 \$22.6 | \$854.4 \$22.6 | \$1,000.5 \$22.6 | \$1,140.8 \$22.7 | \$1,267.3 \$26.2 | \$1,396.2 \$32.8 |
| Visitor days | TOTAL (air + ships) | 6,995,564 | 13,007,212 | 19,591,118 | 25,610,835 | 31,259,490 | 37,594,241 | 44,326,805 | 50,717,588 | 55,948,578 | 61,527,239 |
| | Total by air | 6,927,002 | 12,860,568 | 19,342,145 | 25,198,412 | 30,811,344 | 37,146,094 | 43,878,658 | 50,267,074 | 55,450,181 | 60,926,860 |
| | O'ahu | 3,177,062 | 5,859,826 | 8,878,113 | 11,837,886 | 14,811,574 | 17,952,037 | 21,339,996 | 24,634,360 | 27,292,274 | 29,909,836 |
| | Maui | 1,819,502 | 3,437,785 | 5,193,209 | 6,607,479 | 7,893,446 | 9,479,197 | 11,123,074 | 12,628,896 | 13,815,409 | 15,245,845 |
| | Moloka'i | 36,673 | 62,328 | 83,097 | 100,498 | 118,328 | 136,823 | 155,776 | 170,403 | 190,208 | 211,101 |
| | Lāna'i | 25,913 | 50,329 | 72,141 | 97,211 | 112,888 | 135,221 | 155,751 | 177,307 | 197,163 | 214,457 |
| | Kaua'i | 731,081 | 1,380,895 | 2,076,018 | 2,727,639 | 3,352,645 | 4,111,733 | 4,874,929 | 5,578,910 | 6,178,613 | 6,781,657 |
| | 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 | 5,331,083 448,147 | 6,229,131 448,147 | 7,077,196 450,514 | 7,776,514 498,397 | 8,563,963 600,378 |
| Visitor arrivals | TOTAL (air + ships) | 643,616 | 1,269,983 | 1,984,956 | 2,632,149 | 3,255,048 | 3,932,266 | 4,652,621 | 5,378,263 | 5,973,282 | 6,613,948 |
| | Total by air | 629,852 | 1,238,633 | 1,934,433 | 2,550,655 | 3,166,330 | 3,843,548 | 4,563,903 | 5,287,662 | 5,871,025 | 6,483,685 |
| | O'ahu | 390,120 | 757,173 | 1,167,572 | 1,538,978 | 1,936,409 | 2,361,891 | 2,818,499 | 3,281,429 | 3,666,230 | 4,051,692 |
| | Maui | 188,730 | 372,531 | 587,579 | 773,605 | 945,656 | 1,152,062 | 1,364,721 | 1,568,747 | 1,730,468 | 1,907,642 |
| | Moloka'i | 4,937 | 9,652 | 13,955 | 18,987 | 23,418 | 27,638 | 32,298 | 36,385 | 40,360 | 44,476 |
| | Lāna'i | 6,401 | 12,503 | 19,340 | 26,387 | 32,168 | 38,708 | 44,831 | 51,510 | 57,023 | 62,246 |
| | Kaua'i | 83,360 | 165,661 | 260,394 | 348,581 | 433,755 | 535,897 | 637,677 | 737,734 | 821,314 | 905,168 |
| | 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 | 716,083 88,718 | 849,072 88,718 | 976,304 90,601 | 1,072,099 102,257 | 1,184,965 130,263 |
| Length of stay | TOTAL (air + ships) | 10.87 | 10.24 | 9.87 | 9.73 | 9.60 | 9.56 | 9.53 | 9.43 | 9.37 | 9.30 |
| | Total by air | 11.00 | 10.38 | 10.00 | 9.88 | 9.73 | 9.66 | 9.61 | 9.51 | 9.44 | 9.40 |
| | O'ahu | 8.14 | 7.74 | 7.60 | 7.69 | 7.65 | 7.60 | 7.57 | 7.51 | 7.44 | 7.38 |
| | Maui | 9.64 | 9.23 | 8.84 | 8.54 | 8.35 | 8.23 | 8.15 | 8.05 | 7.98 | 7.99 |
| | Moloka'i | 7.43 | 6.46 | 5.95 | 5.29 | 5.05 | 4.95 | 4.82 | 4.68 | 4.71 | 4.75 |
| | Lāna'i | 4.05 | 4.03 | 3.73 | 3.68 | 3.51 | 3.49 | 3.47 | 3.44 | 3.46 | 3.45 |
| | Kaua'i | 8.77 | 8.34 | 7.97 | 7.82 | 7.73 | 7.67 | 7.64 | 7.56 | 7.52 | 7.49 |
| | 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 | 7.44 5.05 | 7.34 5.05 | 7.25 4.97 | 7.25 4.87 | 7.23 4.61 |
| Per Person Per Day Spending * | TOTAL (air+ships) (\$) | \$194.0 | \$190.0 | \$186.5 | \$188.4 | \$188.7 | \$189.3 | \$189.5 | \$189.0 | \$190.7 | \$191.5 |
| | Total by air | \$195.4 | \$191.6 | \$188.3 | \$190.7 | \$190.7 | \$190.9 | \$190.9 | \$190.2 | \$192.0 | \$192.9 |
| | O'ahu | \$208.2 | \$202.8 | \$196.2 | \$196.2 | \$199.2 | \$199.0 | \$200.2 | \$199.4 | \$201.5 | \$203.6 |
| | Maui | \$203.3 | \$197.9 | \$199.1 | \$202.2 | \$199.5 | \$198.4 | \$197.3 | \$196.1 | \$196.7 | \$195.8 |
| | Moloka'i | \$109.0 | \$106.4 | \$95.8 | \$98.3 | \$108.9 | \$112.3 | \$113.5 | \$113.1 | \$117.6 | \$117.0 |
| | Lāna'i | \$282.8 | \$326.2 | \$318.6 | \$339.3 | \$332.0 | \$323.4 | \$312.2 | \$306.0 | \$304.2 | \$309.1 |
| | Kaua'i | \$163.5 | \$170.3 | \$165.9 | \$173.5 | \$171.7 | \$176.5 | \$172.5 | \$172.2 | \$174.7 | \$175.3 |
| | Hawai'i Island Visitor arrivals by cruise ships | \$168.3 \$50.3 | \$162.9 \$53.1 | \$161.3 \$51.5 | \$164.5 \$50.2 | \$160.0 \$50.5 | \$160.3 \$50.5 | \$160.6 \$50.5 | \$161.2 \$50.5 | \$163.0 \$52.5 | \$163.0 \$54.7 |
| Per Person Per Trip Spending * | TOTAL (air+ships) (\$) | \$2,108.2 | \$1,946.1 | \$1,841.1 | \$1,833.2 | \$1,811.7 | \$1,809.3 | \$1,804.9 | \$1,782.3 | \$1,786.4 | \$1,781.6 |
| | Total by air | \$2,148.8 | \$1,989.0 | \$1,882.6 | \$1,883.6 | \$1,855.3 | \$1,845.2 | \$1,835.1 | \$1,808.5 | \$1,813.1 | \$1,812.4 |
| | O'ahu | \$1,695.4 | \$1,569.2 | \$1,492.1 | \$1,509.4 | \$1,523.4 | \$1,512.4 | \$1,515.8 | \$1,496.9 | \$1,499.9 | \$1,502.9 |
| | Maui | \$1,959.8 | \$1,826.2 | \$1,759.8 | \$1,726.8 | \$1,665.5 | \$1,632.3 | \$1,608.4 | \$1,578.3 | \$1,570.2 | \$1,565.1 |
| | Moloka'i | \$809.3 | \$687.2 | \$570.4 | \$520.3 | \$550.3 | \$556.1 | \$547.6 | \$529.6 | \$554.0 | \$555.2 |
| | Lāna'i | \$1,144.7 | \$1,312.9 | \$1,188.6 | \$1,249.9 | \$1,165.0 | \$1,129.7 | \$1,084.6 | \$1,053.2 | \$1,051.9 | \$1,065.1 |
| | Kaua'i | \$1,434.1 | \$1,419.5 | \$1,322.5 | \$1,357.7 | \$1,326.8 | \$1,354.6 | \$1,318.7 | \$1,302.0 | \$1,314.0 | \$1,313.3 |
| | Hawai'i Island Visitor arrivals by cruise ships | \$1,530.3 \$250.5 | \$1,371.6 \$248.6 | \$1,289.7 \$253.7 | \$1,278.0 \$253.9 | \$1,210.6 \$255.0 | \$1,193.2 \$255.0 | \$1,178.4 \$255.0 | \$1,168.5 \$251.0 | \$1,182.1 \$255.8 | \$1,178.3 \$251.9 |

Source:Hawai'i Tourism Authority

Table 8. CRUISE SHIP VISITORS

| | OCTOBER | | | YEAR-TO-DATE | | |
|-------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2012P | 2011 | % CHANGE | 2012P | 2011 | % CHANGE |
| VISITOR DAYS | 195,368 | 229,728 | -15.0% | 1,696,752 | 1,554,431 | 9.2% |
| TOTAL VISITORS | 36,638 | 32,772 | 11.8% | 232,366 | 192,758 | 20.5% |
| ARRIVED BY SHIP | 28,006 | 21,856 | 28.1% | 130,263 | 93,636 | 39.1% |
| ARRIVED BY AIR | 8,632 | 10,916 | -20.9% | 102,103 | 99,122 | 3.0% |
| NUMBER OF SHIP ARRIVALS | 13 | 10 | 30.0% | 68 | 53 | 28.3% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 36,638 | 32,772 | 11.8% | 232,366 | 192,179 | 20.9% |
| Kaua'i | 30,336 | 29,559 | 2.6% | 213,023 | 175,800 | 21.2% |
| Maui County | 33,753 | 32,772 | 3.0% | 220,999 | 185,145 | 19.4% |
| Maui | 33,753 | 32,772 | 3.0% | 220,999 | 185,145 | 19.4% |
| Moloka'i | 739 | 524 | 41.0% | 3,482 | 2,338 | 48.9% |
| Lāna'i | 1,211 | 916 | 32.2% | 5,181 | 3,528 | 46.9% |
| Hawai'i Island | 36,638 | 32,772 | 11.8% | 225,198 | 184,050 | 22.4% |
| Average Islands Visited | 3.80 | 3.95 | -3.7% | 3.9 | 3.85 | 0.5% |
| AVERAGE LENGTH OF STAY | | | | | | |
| Days in Hawai'i before Cruise | 0.55 | 0.76 | -27.8% | 1.00 | 1.27 | -21.1% |
| Days in Hawai'i during Cruise | 3.35 | 5.08 | -34.1% | 4.84 | 5.51 | -12.1% |
| Days in Hawai'i after Cruise | 1.43 | 1.16 | 22.9% | 1.46 | 1.28 | 13.4% |
| Total days in Hawai'i | 5.33 | 7.01 | -23.9% | 7.30 | 8.06 | -9.5% |
| ACCOMMODATIONS | | | | | | |
| Hotel | 12,430 | 12,353 | 0.6% | 110,837 | 97,966 | 13.1% |
| Hotel only | 9,708 | 10,454 | -7.1% | 95,507 | 86,441 | 10.5% |
| Condo | 1,752 | 1,442 | 21.5% | 10,675 | 8,862 | 20.5% |
| Condo only | 366 | 448 | -18.3% | 2,923 | 2,911 | 0.4% |
| Timeshare | 1,328 | 1,038 | 28.0% | 9,109 | 6,621 | 37.6% |
| Timeshare Only | 424 | 313 | 35.6% | 3,326 | 2,348 | 41.6% |
| Bed & Breakfast | 220 | 179 | 23.0% | 1,352 | 990 | 36.5% |
| Bed & Breakfast only | 36 | 32 | 12.6% | 236 | 218 | 8.5% |
| Friends & relatives | 797 | 840 | -5.2% | 4,730 | 4,349 | 8.8% |
| Other accommodation | 1,873 | 473 | 295.7% | 8,393 | 2,917 | 187.7% |
| Accommodation (NET) | 14,737 | 13,709 | 7.5% | 124,790 | 107,383 | 16.2% |
| Cruise only | 21,901 | 19,063 | 14.9% | 107,576 | 85,375 | 26.0% |
| TRAVEL STATUS | | | | | | |
| % First timers | 39.0 | 36.5 | 2.51 | 41.3 | 41.5 | -0.25 |
| % Repeat visitors | 61.0 | 63.5 | -2.51 | 58.7 | 58.5 | 0.25 |

Source: Hawai'i Tourism Authority

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

| October | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|------------------------|----------------|----------------|---------------|----------------|----------------|---------------|----------------|----------------|---------------|---------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|-------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| Total Seats | 828,932 | 744,800 | 11.3% | 594,458 | 529,328 | 12.3% | 135,150 | 123,873 | 9.1% | 50,158 | 43,301 | 15.8% | 3,192 | 5,652 | -43.5% | 45,974 | 42,646 | 7.8% |
| Scheduled Seats | 823,091 | 736,736 | 11.7% | 588,617 | 521,264 | 12.9% | 135,150 | 123,873 | 9.1% | 50,158 | 43,301 | 15.8% | 3,192 | 5,652 | -43.5% | 45,974 | 42,646 | 7.8% |
| Charter seats | 5,841 | 8,064 | -27.6% | 5,841 | 8,064 | -27.6% | | | | | | | | | | | | |
| Domestic Seats | 568,485 | 524,744 | 8.3% | 341,374 | 315,850 | 8.1% | 129,115 | 117,295 | 10.1% | 49,494 | 43,301 | 14.3% | 3,192 | 5,652 | -43.5% | 45,310 | 42,646 | 6.2% |
| Scheduled Seats | 563,517 | 518,672 | 8.6% | 336,406 | 309,778 | 8.6% | 129,115 | 117,295 | 10.1% | 49,494 | 43,301 | 14.3% | 3,192 | 5,652 | -43.5% | 45,310 | 42,646 | 6.2% |
| Charter seats | 4,968 | 6,072 | -18.2% | 4,968 | 6,072 | -18.2% | | | | | | | | | | | | |
| US West | 496,058 | 461,956 | 7.4% | 275,922 | 261,302 | 5.6% | 122,140 | 109,055 | 12.0% | 49,494 | 43,301 | 14.3% | 3,192 | 5,652 | -43.5% | 45,310 | 42,646 | 6.2% |
| ...Anchorage | 2,041 | 4,867 | -58.1% | 2,041 | 4,867 | -58.1% | | | | | | | | | | | | |
| ...Bellingham | 2,826 | 4,867 | -41.9% | 2,826 | 4,867 | -41.9% | | | | | | | | | | | | |
| ...Denver | 7,295 | 11,081 | -34.2% | 5,267 | 7,731 | -31.9% | 676 | 1,220 | -44.6% | 676 | 1,220 | -44.6% | | | | 676 | 910 | -25.7% |
| ...Fresno | 664 | 0 | NA | 664 | 0 | NA | | | | | | | | | | | | |
| ...Las Vegas | 27,028 | 20,586 | 31.3% | 24,760 | 20,586 | 20.3% | 2,268 | 0 | NA | | | | | | | | | |
| ...Los Angeles | 180,512 | 169,850 | 6.3% | 97,501 | 86,170 | 13.1% | 41,291 | 39,340 | 5.0% | 18,104 | 18,053 | 0.3% | 3,192 | 4,867 | -34.4% | 20,424 | 21,420 | -4.6% |
| ...Oakland | 31,816 | 17,546 | 81.3% | 9,403 | 7,812 | 20.4% | 12,679 | 4,867 | 160.5% | 4,867 | 2,041 | 138.5% | | | | 4,867 | 2,826 | 72.2% |
| ...Orange County | 0 | 1,240 | -100.0% | 0 | 620 | -100.0% | 0 | 620 | -100.0% | | | | | | | | | |
| ...Phoenix | 36,882 | 36,312 | 1.6% | 19,592 | 18,832 | 4.0% | 7,980 | 6,840 | 16.7% | 4,940 | 5,700 | -13.3% | | | | 4,370 | 4,940 | -11.5% |
| ...Portland | 17,546 | 25,358 | -30.8% | 12,679 | 12,679 | 0.0% | 4,867 | 12,679 | -61.6% | | | | | | | | | |
| ...Sacramento | 14,720 | 12,679 | 16.1% | 7,812 | 7,812 | 0.0% | 6,908 | 4,867 | 41.9% | | | | | | | | | |
| ...Salt Lake City | 8,122 | 8,122 | 0.0% | 8,122 | 8,122 | 0.0% | | | | | | | | | | | | |
| ...San Diego | 20,837 | 12,679 | 64.3% | 13,144 | 7,812 | 68.3% | 7,693 | 4,867 | 58.1% | | | | | | | | | |
| ...San Francisco | 68,310 | 72,320 | -5.5% | 38,974 | 41,090 | -5.1% | 12,924 | 16,209 | -20.3% | 11,173 | 8,594 | 30.0% | 0 | 785 | -100.0% | 5,239 | 5,642 | -7.1% |
| ...San Jose | 30,556 | 17,546 | 74.1% | 8,647 | 7,812 | 10.7% | 12,175 | 4,867 | 150.2% | 4,867 | 2,826 | 72.2% | | | | 4,867 | 2,041 | 138.5% |
| ...Seattle | 46,903 | 46,903 | 0.0% | 24,490 | 24,490 | 0.0% | 12,679 | 12,679 | 0.0% | 4,867 | 4,867 | 0.0% | | | | 4,867 | 4,867 | 0.0% |
| US East | 67,459 | 56,716 | 18.9% | 60,484 | 48,476 | 24.8% | 6,975 | 8,240 | -15.4% | | | | | | | | | |
| ...Atlanta | 9,238 | 9,238 | 0.0% | 9,238 | 9,238 | 0.0% | | | | | | | | | | | | |
| ...Chicago | 8,339 | 13,383 | -37.7% | 8,339 | 12,118 | -31.2% | 0 | 1,265 | -100.0% | | | | | | | | | |
| ...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% | | | | | | | | | | | | |
| ...NewYorkCity | 15,562 | 6,535 | 138.1% | 15,562 | 6,535 | 138.1% | | | | | | | | | | | | |
| ...Washington D.C. | 6,110 | 0 | NA | 6,110 | 0 | NA | | | | | | | | | | | | |

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

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

| October | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------------|----------------|----------------|---------------|----------------|----------------|---------------|--------------|--------------|--------------|------------|----------|-----------|----------|----------|-----------|------------|----------|-----------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| International Seats | 260,447 | 220,056 | 18.4% | 253,084 | 213,478 | 18.6% | 6,035 | 6,578 | -8.3% | 664 | 0 | NA | 0 | 0 | NA | 664 | 0 | NA |
| Scheduled Seats | 259,574 | 218,064 | 19.0% | 252,211 | 211,486 | 19.3% | 6,035 | 6,578 | -8.3% | 664 | 0 | NA | 0 | 0 | NA | 664 | 0 | NA |
| Charter Seats | 873 | 1,992 | -56.2% | 873 | 1,992 | -56.2% | | | | | | | | | | | | |
| Japan | 158,101 | 135,752 | 16.5% | 158,101 | 135,752 | 16.5% | | | | | | | | | | | | |
| ...Fukuoka | 12,852 | 0 | NA | 12,852 | 0 | NA | | | | | | | | | | | | |
| ...Nagoya | 15,484 | 12,386 | 25.0% | 15,484 | 12,386 | 25.0% | | | | | | | | | | | | |
| ...Osaka | 25,915 | 23,560 | 10.0% | 25,915 | 23,560 | 10.0% | | | | | | | | | | | | |
| ...Sapporo | 252 | 0 | NA | 252 | 0 | NA | | | | | | | | | | | | |
| ...Tokyo-HND | 24,707 | 24,707 | 0.0% | 24,707 | 24,707 | 0.0% | | | | | | | | | | | | |
| ...Tokyo-NRT | 78,891 | 75,099 | 5.0% | 78,891 | 75,099 | 5.0% | | | | | | | | | | | | |
| Canada | 16,020 | 15,688 | 2.1% | 8,657 | 9,110 | -5.0% | 6,035 | 6,578 | -8.3% | 664 | 0 | NA | 0 | 0 | NA | 664 | 0 | NA |
| ...Vancouver | 16,020 | 15,688 | 2.1% | 8,657 | 9,110 | -5.0% | 6,035 | 6,578 | -8.3% | 664 | 0 | NA | | | | 664 | 0 | NA |
| Other Asia | 36,760 | 26,225 | 40.2% | 36,760 | 26,225 | 40.2% | | | | | | | | | | | | |
| ...Seoul | 34,140 | 25,077 | 36.1% | 34,140 | 25,077 | 36.1% | | | | | | | | | | | | |
| ...Shanghai | 2,620 | 1,148 | 128.2% | 2,620 | 1,148 | 128.2% | | | | | | | | | | | | |
| Oceania | 25,128 | 18,229 | 37.8% | 25,128 | 18,229 | 37.8% | | | | | | | | | | | | |
| ...Auckland | 3,042 | 3,042 | 0.0% | 3,042 | 3,042 | 0.0% | | | | | | | | | | | | |
| ...Sydney | 22,086 | 15,187 | 45.4% | 22,086 | 15,187 | 45.4% | | | | | | | | | | | | |
| Other | 23,565 | 22,170 | 6.3% | 23,565 | 22,170 | 6.3% | | | | | | | | | | | | |
| ...Apia | 564 | 648 | -13.0% | 564 | 648 | -13.0% | | | | | | | | | | | | |
| ...Christmas | 642 | 522 | 23.0% | 642 | 522 | 23.0% | | | | | | | | | | | | |
| ...Guam | 8,339 | 6,653 | 25.3% | 8,339 | 6,653 | 25.3% | | | | | | | | | | | | |
| ...Majuro | 2,128 | 2,041 | 4.3% | 2,128 | 2,041 | 4.3% | | | | | | | | | | | | |
| ...Manila | 7,968 | 7,968 | 0.0% | 7,968 | 7,968 | 0.0% | | | | | | | | | | | | |
| ...Nadi | 648 | 810 | -20.0% | 648 | 810 | -20.0% | | | | | | | | | | | | |
| ...Pago Pago | 2,268 | 2,268 | 0.0% | 2,268 | 2,268 | 0.0% | | | | | | | | | | | | |
| ...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 | | | LIHU'E | | |
|------------------------|------------------|------------------|--------------|------------------|------------------|--------------|------------------|------------------|---------------|----------------|----------------|-------------|---------------|---------------|--------------|----------------|----------------|--------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| Total Seats | 8,434,347 | 7,822,079 | 7.8% | 5,900,941 | 5,464,227 | 8.0% | 1,477,969 | 1,408,058 | 5.0% | 522,376 | 490,842 | 6.4% | 50,940 | 26,062 | 95.5% | 482,121 | 432,890 | 11.4% |
| Scheduled Seats | 8,334,914 | 7,731,169 | 7.8% | 5,801,508 | 5,373,317 | 8.0% | 1,477,969 | 1,408,058 | 5.0% | 522,376 | 490,842 | 6.4% | 50,940 | 26,062 | 95.5% | 482,121 | 432,890 | 11.4% |
| Charter seats | 99,433 | 90,910 | 9.4% | 99,433 | 90,910 | 9.4% | | | | | | | | | | | | |
| Domestic Seats | 5,770,114 | 5,559,289 | 3.8% | 3,399,555 | 3,334,138 | 2.0% | 1,343,851 | 1,289,515 | 4.2% | 506,429 | 481,864 | 5.1% | 50,940 | 26,062 | 95.5% | 469,339 | 427,710 | 9.7% |
| Scheduled Seats | 5,714,914 | 5,500,501 | 3.9% | 3,344,355 | 3,275,350 | 2.1% | 1,343,851 | 1,289,515 | 4.2% | 506,429 | 481,864 | 5.1% | 50,940 | 26,062 | 95.5% | 469,339 | 427,710 | 9.7% |
| Charter seats | 55,200 | 58,788 | -6.1% | 55,200 | 58,788 | -6.1% | | | | | | | | | | | | |
| US West | 5,100,337 | 4,886,047 | 4.4% | 2,806,169 | 2,749,358 | 2.1% | 1,267,460 | 1,201,053 | 5.5% | 506,429 | 481,864 | 5.1% | 50,940 | 26,062 | 95.5% | 469,339 | 427,710 | 9.7% |
| ...Anchorage | 48,513 | 49,311 | -1.6% | 41,762 | 43,391 | -3.8% | 6,751 | 5,920 | 14.0% | | | | | | | | | |
| ...Bellingham | 43,489 | 45,481 | -4.4% | 43,489 | 45,481 | -4.4% | | | | | | | | | | | | |
| ...Denver | 98,153 | 136,138 | -27.9% | 55,613 | 77,850 | -28.6% | 24,884 | 38,674 | -35.7% | 9,948 | 12,017 | -17.2% | | | | 7,708 | 7,597 | 1.5% |
| ...Fresno | 3,658 | 0 | NA | 3,658 | 0 | NA | | | | | | | | | | | | |
| ...Las Vegas | 234,382 | 213,240 | 9.9% | 212,458 | 195,852 | 8.5% | 21,924 | 17,388 | 26.1% | | | | | | | | | |
| ...Los Angeles | 1,856,471 | 1,770,739 | 4.8% | 951,467 | 917,461 | 3.7% | 444,811 | 419,531 | 6.0% | 193,471 | 193,569 | -0.1% | 45,787 | 22,765 | 101.1% | 220,935 | 217,413 | 1.6% |
| ...Oakland | 288,582 | 170,461 | 69.3% | 105,013 | 77,112 | 36.2% | 98,789 | 54,232 | 82.2% | 41,605 | 19,825 | 109.9% | | | | 43,175 | 19,292 | 123.8% |
| ...Orange County | 8,185 | 38,640 | -78.8% | 7,937 | 22,616 | -64.9% | 248 | 16,024 | -98.5% | | | | | | | | | |
| ...Phoenix | 397,580 | 396,188 | 0.4% | 202,640 | 198,018 | 2.3% | 87,400 | 90,060 | -3.0% | 53,770 | 55,670 | -3.4% | | | | 53,770 | 52,440 | 2.5% |
| ...Portland | 198,766 | 254,390 | -21.9% | 125,154 | 122,977 | 1.8% | 64,820 | 122,977 | -47.3% | 8,792 | 8,436 | 4.2% | | | | | | |
| ...Sacramento | 134,793 | 122,977 | 9.6% | 76,860 | 76,608 | 0.3% | 57,933 | 46,369 | 24.9% | | | | | | | | | |
| ...Salt Lake City | 79,430 | 72,702 | 9.3% | 79,430 | 72,702 | 9.3% | | | | | | | | | | | | |
| ...San Diego | 188,134 | 122,977 | 53.0% | 126,590 | 76,608 | 65.2% | 61,544 | 46,369 | 32.7% | | | | | | | | | |
| ...San Francisco | 733,200 | 850,843 | -13.8% | 416,641 | 494,772 | -15.8% | 156,113 | 169,602 | -8.0% | 101,032 | 113,218 | -10.8% | 5,153 | 3,297 | 56.3% | 54,261 | 69,954 | -22.4% |
| ...San Jose | 276,990 | 150,819 | 83.7% | 105,013 | 76,608 | 37.1% | 87,197 | 33,170 | 162.9% | 43,175 | 26,544 | 62.7% | | | | 41,605 | 14,497 | 187.0% |
| ...Seattle | 510,011 | 491,141 | 3.8% | 252,444 | 251,302 | 0.5% | 155,046 | 140,737 | 10.2% | 54,636 | 52,585 | 3.9% | | | | 47,885 | 46,517 | 2.9% |
| US East | 614,577 | 614,454 | 0.0% | 538,186 | 525,992 | 2.3% | 76,391 | 88,462 | -13.6% | | | | | | | | | |
| ...Atlanta | 91,205 | 90,592 | 0.7% | 91,205 | 90,592 | 0.7% | | | | | | | | | | | | |
| ...Chicago | 104,704 | 171,599 | -39.0% | 96,938 | 151,537 | -36.0% | 7,766 | 20,062 | -61.3% | | | | | | | | | |
| ...Dallas | 205,875 | 205,200 | 0.3% | 137,250 | 136,800 | 0.3% | 68,625 | 68,400 | 0.3% | | | | | | | | | |
| ...Detroit | 0 | 298 | -100.0% | 0 | 298 | -100.0% | | | | | | | | | | | | |
| ...Houston | 71,340 | 72,785 | -2.0% | 71,340 | 72,785 | -2.0% | | | | | | | | | | | | |
| ...Minneapolis | 0 | 8,940 | -100.0% | 0 | 8,940 | -100.0% | | | | | | | | | | | | |
| ...Newark | 109,258 | 65,040 | 68.0% | 109,258 | 65,040 | 68.0% | | | | | | | | | | | | |
| ...Washington D.C. | 32,195 | 0 | NA | 32,195 | 0 | NA | | | | | | | | | | | | |

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

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

| YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------------|------------------|------------------|--------------|------------------|------------------|--------------|----------------|----------------|--------------|---------------|--------------|--------------|----------|----------|-----------|---------------|--------------|---------------|
| | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge | 2012 | 2011 | %Chge |
| International Seats | 2,664,233 | 2,262,790 | 17.7% | 2,501,386 | 2,130,089 | 17.4% | 134,118 | 118,543 | 13.1% | 15,947 | 8,978 | 77.6% | 0 | 0 | NA | 12,782 | 5,180 | 146.8% |
| Scheduled Seats | 2,620,000 | 2,230,668 | 17.5% | 2,457,153 | 2,097,967 | 17.1% | 134,118 | 118,543 | 13.1% | 15,947 | 8,978 | 77.6% | 0 | 0 | NA | 12,782 | 5,180 | 146.8% |
| Charter Seats | 44,233 | 32,122 | 37.7% | 44,233 | 32,122 | 37.7% | | | | | | | | | | | | |
| Japan | 1,536,639 | 1,346,123 | 14.2% | 1,536,639 | 1,346,123 | 14.2% | | | | | | | | | | | | |
| ...Fukuoka | 89,964 | 0 | NA | 89,964 | 0 | NA | | | | | | | | | | | | |
| ...Nagoya | 128,516 | 117,210 | 9.6% | 128,516 | 117,210 | 9.6% | | | | | | | | | | | | |
| ...Osaka | 267,137 | 195,227 | 36.8% | 267,137 | 195,227 | 36.8% | | | | | | | | | | | | |
| ...Sapporo | 252 | 0 | NA | 252 | 0 | NA | | | | | | | | | | | | |
| ...Tokyo-HND | 243,085 | 232,156 | 4.7% | 243,085 | 232,156 | 4.7% | | | | | | | | | | | | |
| ...Tokyo-NRT | 807,685 | 801,530 | 0.8% | 807,685 | 801,530 | 0.8% | | | | | | | | | | | | |
| Canada | 287,843 | 250,469 | 14.9% | 124,996 | 117,768 | 6.1% | 134,118 | 118,543 | 13.1% | 15,947 | 8,978 | 77.6% | | | | 12,782 | 5,180 | 146.8% |
| ...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 | 237,491 | 211,540 | 12.3% | 111,795 | 105,662 | 5.8% | 96,967 | 91,720 | 5.7% | 15,947 | 8,978 | 77.6% | | | | 12,782 | 5,180 | 146.8% |
| ...Victoria | 2,312 | 2,312 | 0.0% | 2,312 | 2,312 | 0.0% | | | | | | | | | | | | |
| Other Asia | 332,069 | 227,026 | 46.3% | 332,069 | 227,026 | 46.3% | | | | | | | | | | | | |
| ...Seoul | 307,849 | 221,286 | 39.1% | 307,849 | 221,286 | 39.1% | | | | | | | | | | | | |
| ...Shanghai | 24,220 | 5,740 | 322.0% | 24,220 | 5,740 | 322.0% | | | | | | | | | | | | |
| Oceania | 229,137 | 175,575 | 30.5% | 229,137 | 175,575 | 30.5% | | | | | | | | | | | | |
| ...Auckland | 26,716 | 24,713 | 8.1% | 26,716 | 24,713 | 8.1% | | | | | | | | | | | | |
| ...Brisbane | 3,549 | 0 | NA | 3,549 | 0 | NA | | | | | | | | | | | | |
| ...Melbourne | 3,276 | 0 | NA | 3,276 | 0 | NA | | | | | | | | | | | | |
| ...Sydney | 195,596 | 150,862 | 29.7% | 195,596 | 150,862 | 29.7% | | | | | | | | | | | | |
| Other | 234,312 | 231,475 | 1.2% | 234,312 | 231,475 | 1.2% | | | | | | | | | | | | |
| ...Apia | 6,882 | 6,672 | 3.1% | 6,882 | 6,672 | 3.1% | | | | | | | | | | | | |
| ...Christmas | 5,322 | 6,098 | -12.7% | 5,322 | 6,098 | -12.7% | | | | | | | | | | | | |
| ...Guam | 79,613 | 64,983 | 22.5% | 79,613 | 64,983 | 22.5% | | | | | | | | | | | | |
| ...Majuro | 20,835 | 26,302 | -20.8% | 20,835 | 26,302 | -20.8% | | | | | | | | | | | | |
| ...Manila | 78,244 | 78,168 | 0.1% | 78,244 | 78,168 | 0.1% | | | | | | | | | | | | |
| ...Nadi | 7,128 | 12,712 | -43.9% | 7,128 | 12,712 | -43.9% | | | | | | | | | | | | |
| ...Pago Pago | 25,200 | 25,452 | -1.0% | 25,200 | 25,452 | -1.0% | | | | | | | | | | | | |
| ...Papeete | 11,088 | 11,088 | 0.0% | 11,088 | 11,088 | 0.0% | | | | | | | | | | | | |

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