

	TABLE 1. TOTAL VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
VISITOR DAYS	5,457,130	5,713,099	-4.5%	67,481,981	66,346,107	1.7%
TOTAL VISITORS	604,982	634,490	-4.7%	7,359,044	7,140,602	3.1%
DOMESTIC	400,458	429,610	-6.8%	4,968,464	4,908,398	1.2%
INTERNATIONAL	204,524	204,880	-0.2%	2,390,580	2,232,204	7.1%
AVERAGE DAILY CENSUS	181,904	190,437	-4.5%	202,042	198,048	2.0%
TOTAL AIR SEATS (EST)	863,617	850,879	1.5%	9,925,695	9,374,533	5.9%
TOTAL LOAD FACTOR (EST)	82.9%	87.8%	-4.8	87.4%	89.5%	-2.1
ISLANDS VISITED						
O'ahu	377,399	394,274	-4.3%	4,659,146	4,455,828	4.6%
O'ahu only	286,363	298,808	-4.2%	3,458,434	3,316,326	4.3%
Kaua'i	81,427	82,937	-1.8%	1,022,734	987,554	3.6%
Kaua'i only	45,055	47,549	-5.2%	545,274	532,759	2.3%
Maui County	182,562	185,653	-1.7%	2,193,058	2,138,274	2.6%
Maui	179,321	182,443	-1.7%	2,153,297	2,098,760	2.6%
Maui only	115,791	119,081	-2.8%	1,316,618	1,311,601	0.4%
Moloka'i *	4,202	4,069	3.3%	49,884	48,290	3.3%
Moloka'i only *	627	511	22.7%	6,255	6,571	-4.8%
Lāna'i *	5,227	5,317	-1.7%	68,121	66,215	2.9%
Lāna'i only *	846	747	13.3%	9,833	9,495	3.6%
Hawai'i Island	102,428	113,244	-9.6%	1,325,259	1,297,985	2.1%
Kona side	86,834	92,885	-6.5%	1,105,589	1,078,737	2.5%
Hilo side	36,317	41,735	-13.0%	487,937	477,830	2.1%
Hawai'i Island only	49,488	54,283	-8.8%	601,859	605,945	-0.7%
Any Neighbor Island	318,619	335,682	-5.1%	3,900,610	3,800,569	2.6%
NI only	227,583	240,216	-5.3%	2,699,898	2,676,494	0.9%
O'ahu & NI	91,036	95,466	-4.6%	1,200,712	1,124,075	6.8%
Any one island only	498,170	520,979	-4.4%	5,938,273	5,734,390	3.6%
Multiple Islands	106,812	113,511	-5.9%	1,420,771	1,406,212	1.0%
Avg. Islands Visited	1.24	1.23	0.5%	1.26	1.25	0.5%
Average Length of Stay in Hawai'i	9.02	9.00	0.2%	9.17	9.29	-1.3%
ACCOMMODATIONS						
Plan to stay in Hotel	380,673	401,858	-5.3%	4,657,746	4,554,383	2.3%
Hotel only	335,965	358,027	-6.2%	4,089,316	4,005,417	2.1%
Plan to stay in Condo	107,852	111,032	-2.9%	1,320,826	1,252,210	5.5%
Condo only	86,493	89,546	-3.4%	1,029,592	979,545	5.1%
Plan to stay in Timeshare	60,330	62,788	-3.9%	704,217	701,654	0.4%
Timeshare only	47,020	48,957	-4.0%	543,824	540,844	0.6%
Cruise Ship	9,324	9,856	-5.4%	115,264	116,956	-1.4%
Friends/Relatives	52,996	56,518	-6.2%	636,139	627,493	1.4%
Bed & Breakfast	6,057	5,674	6.7%	76,042	66,591	14.2%
Other	7,373	8,075	-8.7%	96,768	99,894	-3.1%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	497,056	526,532	-5.6%	6,136,034	5,959,835	3.0%
Honeymoon	50,426	58,341	-13.6%	521,678	535,575	-2.6%
Get Married	8,320	11,921	-30.2%	112,434	116,579	-3.6%
Pleasure/Vacation	446,846	467,393	-4.4%	5,611,845	5,227,846	7.3%
Mtgs/Conventions/Incentive	29,399	32,020	-8.2%	422,630	390,387	8.3%
Conventions	15,464	19,517	-20.8%	218,670	226,442	-3.4%
Corporate Meetings	4,446	6,216	-28.5%	70,744	77,361	-8.6%
Incentive	10,017	6,859	46.1%	147,866	99,615	48.4%
Other Business	20,557	21,408	-4.0%	223,996	228,591	-2.0%
Visit Friends/Rel.	52,044	55,390	-6.0%	610,675	597,378	2.2%
Gov't/Military	5,004	6,762	-26.0%	65,940	87,744	-24.8%
Attend School	541	546	-0.9%	19,099	22,057	-13.4%
Sport Events	7,922	9,402	-15.7%	76,144	80,015	-4.8%
TRAVEL STATUS						
% First Timers **	33.3	33.9	-0.6	35.1	35.3	-0.2
% Repeaters **	66.7	66.1	0.6	64.9	64.7	0.2
Average # of Trips	5.32	5.15	3.2%	4.97	4.88	1.7%
Group Tour	50,741	53,882	-5.8%	641,374	641,247	0.0%
Non-Group	554,241	580,608	-4.5%	6,717,670	6,499,355	3.4%
Package Trip	208,317	212,189	-1.8%	2,536,062	2,505,999	1.2%
No Package	396,665	422,301	-6.1%	4,822,982	4,634,602	4.1%
Net True Independent	389,271	412,342	-5.6%	4,718,449	4,533,549	4.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
DOMESTIC VISITOR DAYS	3,984,557	4,213,546	-5.4%	49,616,722	49,123,284	1.0%
DOMESTIC VISITORS	400,458	429,610	-6.8%	4,968,464	4,908,398	1.2%
DOMESTIC AVERAGE DAILY CENSUS	132,819	140,452	-5.4%	148,553	146,637	1.3%
DOMESTIC AIR SEATS (EST)	570,505	584,166	-2.3%	6,631,839	6,432,718	3.1%
DOMESTIC LOAD FACTOR (EST)	86.1%	89.8%	-3.6	91.0%	92.7%	-1.7
ISLANDS VISITED						
O'ahu	193,922	211,635	-8.4%	2,520,653	2,482,007	1.6%
O'ahu only	140,901	155,205	-9.2%	1,788,011	1,758,637	1.7%
Kaua'i	71,883	75,244	-4.5%	908,883	891,893	1.9%
Kaua'i only	43,396	45,740	-5.1%	526,480	512,327	2.8%
Maui County	148,165	154,801	-4.3%	1,795,455	1,780,802	0.8%
Maui	145,158	152,005	-4.5%	1,761,468	1,746,738	0.8%
Maui only	101,862	106,964	-4.8%	1,171,826	1,163,486	0.7%
Moloka'i *	3,457	3,079	12.3%	38,556	37,873	1.8%
Moloka'i only *	550	497	10.6%	5,685	5,775	-1.6%
Lāna'i *	4,395	4,308	2.0%	53,189	53,622	-0.8%
Lāna'i only *	823	727	13.2%	9,497	8,982	5.7%
Hawai'i Island	76,471	82,667	-7.5%	967,887	971,507	-0.4%
Kona side	66,895	72,645	-7.9%	838,823	844,209	-0.6%
Hilo side	25,474	27,012	-5.7%	327,317	328,141	-0.3%
Hawai'i Island only	45,273	48,863	-7.3%	534,658	539,828	-1.0%
Any Neighbor Island	259,557	274,404	-5.4%	3,180,453	3,149,761	1.0%
NI only	206,536	217,975	-5.2%	2,447,811	2,426,391	0.9%
O'ahu & NI	53,021	56,429	-6.0%	732,642	723,370	1.3%
Any one island only	332,805	357,995	-7.0%	4,036,157	3,989,035	1.2%
Multiple Islands	67,653	71,614	-5.5%	932,307	919,363	1.4%
Avg. Islands Visited	1.24	1.23	0.5%	1.26	1.26	-0.1%
Average Length of Stay in Hawai'i	9.95	9.81	1.4%	9.99	10.01	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	209,767	231,598	-9.4%	2,709,863	2,744,090	-1.2%
Hotel only	174,901	194,919	-10.3%	2,259,390	2,302,462	-1.9%
Plan to stay in Condo	83,877	87,713	-4.4%	1,015,194	967,383	4.9%
Condo only	67,416	70,297	-4.1%	795,439	758,265	4.9%
Plan to stay in Timeshare	53,240	54,293	-1.9%	608,551	603,192	0.9%
Timeshare only	41,698	42,599	-2.1%	470,297	467,151	0.7%
Cruise Ship	7,897	8,688	-9.1%	93,962	101,141	-7.1%
Friends/Relatives	46,862	51,358	-8.8%	564,404	554,052	1.9%
Bed & Breakfast	4,736	4,866	-2.7%	59,219	56,701	4.4%
Other	6,740	7,211	-6.5%	85,330	87,273	-2.2%

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

	T A B L E 2. D O M E S T I C V I S I T O R S B Y A I R (C O N T.)					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	329,538	349,803	-5.8%	4,097,993	4,031,005	1.7%
Honeymoon	15,738	15,958	-1.4%	210,603	217,730	-3.3%
Get Married	4,011	3,906	2.7%	50,073	51,690	-3.1%
Pleasure/Vacation	314,130	334,237	-6.0%	3,891,414	3,817,103	1.9%
Mtgs/Conventions/Incentive	18,240	21,502	-15.2%	284,132	278,626	2.0%
Conventions	12,632	13,814	-8.6%	171,656	172,132	-0.3%
Corporate Meetings	3,898	5,108	-23.7%	62,578	61,943	1.0%
Incentive	2,171	3,126	-30.6%	61,512	55,493	10.8%
Other Business	18,491	19,971	-7.4%	202,203	205,710	-1.7%
Visit Friends/Rel.	46,755	50,105	-6.7%	535,480	528,284	1.4%
Gov't/Military	4,263	5,662	-24.7%	57,820	78,313	-26.2%
Attend School	443	496	-10.7%	12,975	12,926	0.4%
Sport Events	6,819	7,311	-6.7%	58,929	50,210	17.4%
TRAVEL STATUS						
% First Timers **	25.3	26.1	-0.8	29.4	29.5	-0.1
% Repeaters **	74.7	73.9	0.8	70.6	70.5	0.1
Average # of Trips	6.31	6.17	2.3%	5.68	5.69	0.0%
Group Tour	10,589	12,574	-15.8%	164,728	169,357	-2.7%
Non-Group	389,869	417,036	-6.5%	4,803,736	4,739,040	1.4%
Package Trip	74,879	85,829	-12.8%	1,095,668	1,163,579	-5.8%
No Package	325,579	343,781	-5.3%	3,872,796	3,744,819	3.4%
Net True Independent	321,434	339,514	-5.3%	3,820,683	3,767,108	1.4%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
INTERNATIONAL VISITOR DAYS	1,472,573	1,499,553	-1.8%	17,865,259	17,222,824	3.7%
INTERNATIONAL VISITORS	204,524	204,880	-0.2%	2,390,580	2,232,204	7.1%
INTERNATIONAL AVERAGE DAILY CENSUS	49,086	49,985	-1.8%	53,489	51,411	4.0%
INTERNATIONAL AIR SEATS (EST)	293,112	266,713	9.9%	3,293,856	2,941,815	12.0%
INTERNATIONAL LOAD FACTOR (EST)	76.7%	83.4%	-6.7	80.1%	82.5%	-2.4
ISLANDS VISITED						
O'ahu	183,477	182,639	0.5%	2,138,493	1,973,821	8.3%
O'ahu only	145,462	143,602	1.3%	1,670,423	1,557,689	7.2%
Kaua'i	9,544	7,693	24.1%	113,851	95,661	19.0%
Kaua'i only	1,659	1,809	-8.3%	18,794	20,433	-8.0%
Maui County	34,397	30,852	11.5%	397,603	357,472	11.2%
Maui	34,163	30,437	12.2%	391,829	352,021	11.3%
Maui only	13,929	12,118	14.9%	144,792	148,115	-2.2%
Moloka'i *	745	990	-24.7%	11,328	10,417	8.7%
Moloka'i only *	77	14	452.6%	570	796	-28.4%
Lāna'i *	832	1,009	-17.6%	14,932	12,593	18.6%
Lāna'i only *	23	19	18.2%	336	513	-34.5%
Hawai'i Island	25,957	30,577	-15.1%	357,372	326,478	9.5%
Kona side	19,939	20,239	-1.5%	266,766	234,528	13.7%
Hilo side	10,843	14,723	-26.4%	160,620	149,689	7.3%
Hawai'i Island only	4,215	5,421	-22.2%	67,201	66,116	1.6%
Any Neighbor Island	59,062	61,278	-3.6%	720,157	650,809	10.7%
NI only	21,047	22,241	-5.4%	252,087	250,103	0.8%
O'ahu & NI	38,015	39,037	-2.6%	468,070	400,706	16.8%
Any one island only	165,365	162,983	1.5%	1,902,116	1,745,355	9.0%
Multiple Islands	39,159	41,897	-6.5%	488,464	486,849	0.3%
Avg. Islands Visited	1.25	1.24	0.7%	1.27	1.24	2.0%
Average Length of Stay in Hawai'i	7.20	7.32	-1.6%	7.47	7.72	-3.1%
ACCOMMODATIONS						
Plan to stay in Hotel	170,906	170,260	0.4%	1,947,883	1,810,293	7.6%
Hotel only	161,064	163,108	-1.3%	1,829,926	1,702,955	7.5%
Plan to stay in Condo	23,975	23,319	2.8%	305,632	284,827	7.3%
Condo only	19,077	19,249	-0.9%	234,153	221,281	5.8%
Plan to stay in Timeshare	7,090	8,496	-16.5%	95,666	98,462	-2.8%
Timeshare only	5,322	6,358	-16.3%	73,527	73,693	-0.2%
Cruise Ship	1,427	1,168	22.2%	21,302	15,815	34.7%
Friends/Relatives	6,134	5,160	18.9%	71,735	73,441	-2.3%
Bed & Breakfast	1,321	808	63.4%	16,823	9,890	70.1%
Other	633	864	-26.7%	11,438	12,620	-9.4%

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

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R (C O N T.) (Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	167,518	176,729	-5.2%	2,038,041	1,928,830	5.7%
Honeymoon	34,688	42,383	-18.2%	311,075	317,845	-2.1%
Get Married	4,309	8,015	-46.2%	62,361	64,888	-3.9%
Pleasure/Vacation	132,716	133,156	-0.3%	1,720,431	1,410,743	22.0%
Mtgs/Conventions/Incentive	11,159	10,519	6.1%	138,498	111,761	23.9%
Conventions	2,832	5,703	-50.3%	47,014	54,311	-13.4%
Corporate Meetings	548	1,107	-50.5%	8,166	15,418	-47.0%
Incentive	7,846	3,732	110.2%	86,354	44,122	95.7%
Other Business	2,066	1,437	43.8%	21,793	22,881	-4.8%
Visit Friends/Rel.	5,289	5,285	0.1%	75,195	69,094	8.8%
Gov't/Military	741	1,100	-32.6%	8,120	9,431	-13.9%
Attend School	98	50	97.1%	6,124	9,131	-32.9%
Sport Events	1,100	2,001	-44.5%	17,210	29,000	-42.2%
TRAVEL STATUS						
% First Timers **	49.1	50.2	-1.1	47.1	48.0	-1.0
% Repeaters **	50.9	49.8	1.1	52.9	52.0	1.0
Average # of Trips	3.37	3.02	11.5%	3.48	3.12	11.6%
Group Tour	40,152	41,308	-2.8%	476,646	471,889	1.0%
Non-Group	164,372	163,572	0.5%	1,913,934	1,760,315	8.7%
Package Trip	133,438	126,360	5.6%	1,440,394	1,342,420	7.3%
No Package	71,086	78,520	-9.5%	950,186	889,784	6.8%
Net True Independent	67,837	72,828	-6.9%	897,766	840,288	6.8%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (Includes Mountain and Pacific States)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
VISITOR DAYS	2,384,219	2,579,600	-7.6%	28,013,150	27,530,902	1.8%
TOTAL VISITORS	254,122	274,160	-7.3%	2,955,702	2,890,239	2.3%
Domestic	249,759	269,745	-7.4%	2,894,182	2,847,261	1.6%
International	4,363	4,415	-1.2%	61,520	42,978	43.1%
AVERAGE DAILY CENSUS	79,474	85,987	-7.6%	83,872	82,181	2.1%
ISLANDS VISITED						
O'ahu	109,193	119,318	-8.5%	1,319,099	1,262,958	4.4%
O'ahu only	86,083	94,952	-9.3%	1,035,106	986,758	4.9%
Kaua'i	44,656	46,317	-3.6%	521,912	503,500	3.7%
Kaua'i only	32,297	34,233	-5.7%	374,276	361,764	3.5%
Maui County	91,540	96,747	-5.4%	1,042,166	1,035,026	0.7%
Maui	89,570	94,936	-5.7%	1,021,449	1,015,517	0.6%
Maui only	71,865	76,365	-5.9%	802,696	801,081	0.2%
Moloka'i *	1,882	1,671	12.6%	20,556	19,523	5.3%
Moloka'i only *	388	374	3.6%	3,994	4,024	-0.7%
Lāna'i *	2,559	2,400	6.6%	27,292	26,719	2.1%
Lāna'i only *	624	509	22.5%	6,156	5,562	10.7%
Hawai'i Island	45,487	49,482	-8.1%	513,481	518,399	-0.9%
Kona side	40,658	44,199	-8.0%	453,206	459,878	-1.5%
Hilo side	12,300	13,361	-7.9%	146,422	143,848	1.8%
Hawai'i Island only	32,268	35,470	-9.0%	354,435	361,763	-2.0%
Any Neighbor Island*	168,039	179,209	-6.2%	1,920,596	1,922,692	-0.1%
NI only	144,929	154,842	-6.4%	1,636,603	1,630,280	0.4%
O'ahu & NI*	23,110	24,366	-5.2%	283,993	292,412	-2.9%
Any one island only*	223,525	241,903	-7.6%	2,576,663	2,607,771	-1.2%
Multiple Islands*	30,597	32,257	-5.1%	379,039	385,613	-1.7%
Avg. Islands Visited*	1.15	1.15	0.7%	1.16	1.16	0.0%
Average Length of Stay in Hawai'i	9.38	9.41	-0.3%	9.48	9.53	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	122,895	135,802	-9.5%	1,453,091	1,445,914	0.5%
Hotel only	104,081	116,045	-10.3%	1,232,397	1,229,347	0.2%
Plan to stay in Condo	58,867	62,889	-6.4%	683,877	660,606	3.5%
Condo only	48,400	51,875	-6.7%	558,965	541,085	3.3%
Plan to stay in Timeshare	36,465	37,621	-3.1%	403,908	399,831	1.0%
Timeshare only	29,201	30,318	-3.7%	321,264	317,477	1.2%
Cruise Ship	2,466	2,265	8.9%	22,105	23,135	-4.5%
Friends/Relatives	30,708	33,534	-8.4%	355,484	348,033	2.1%
Bed & Breakfast	2,428	2,483	-2.2%	26,194	25,504	2.7%
Other	4,118	4,714	-12.7%	50,038	51,461	-2.8%

* 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)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	210,657	227,190	-7.3%	2,458,359	2,403,510	2.3%
Honeymoon	7,722	7,594	1.7%	96,203	97,463	-1.3%
Get Married	2,578	2,366	9.0%	30,031	30,074	-0.1%
Pleasure/Vacation	203,068	219,669	-7.6%	2,361,918	2,305,667	2.4%
Mtgs/Conventions/Incentive	10,454	10,902	-4.1%	127,906	122,736	4.2%
Conventions	6,996	6,529	7.2%	77,622	75,476	2.8%
Corporate Meetings	2,540	3,158	-19.6%	32,509	30,943	5.1%
Incentive	1,217	1,471	-17.3%	22,582	20,319	11.1%
Other Business	12,316	12,975	-5.1%	131,361	131,341	0.0%
Visit Friends/Rel.	30,265	32,539	-7.0%	331,045	323,016	2.5%
Gov't/Military	1,727	2,389	-27.7%	24,194	32,522	-25.6%
Attend School	250	298	-16.0%	7,495	6,552	14.4%
Sport Events	3,555	3,567	-0.3%	37,025	27,003	37.1%
TRAVEL STATUS						
% First Timers **	16.6	16.9	-0.3	18.8	18.7	0.2
% Repeaters **	83.4	83.1	0.3	81.2	81.3	-0.2
Average # of Trips	7.46	7.31	2.1%	6.96	6.92	0.6%
Group Tour	4,236	4,107	3.1%	54,179	50,702	6.9%
Non-Group	249,886	270,053	-7.5%	2,901,523	2,839,538	2.2%
Package Trip	42,338	49,068	-13.7%	564,386	592,278	-4.7%
No Package	211,784	225,092	-5.9%	2,391,316	2,297,961	4.1%
Net True Independent	209,548	223,260	-6.1%	2,368,971	2,276,957	4.0%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (Includes States East of Rocky Mountains)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
VISITOR DAYS	1,075,405	1,179,861	-8.9%	16,181,685	16,161,710	0.1%
TOTAL VISITORS	105,834	116,498	-9.2%	1,556,242	1,550,580	0.4%
Domestic	102,837	112,897	-8.9%	1,496,688	1,499,931	-0.2%
International	2,997	3,601	-16.8%	59,554	50,649	17.6%
AVERAGE DAILY CENSUS	35,847	39,329	-8.9%	48,448	48,244	0.4%
ISLANDS VISITED						
O'ahu	63,935	71,972	-11.2%	927,692	911,725	1.8%
O'ahu only	41,381	46,568	-11.1%	567,286	587,755	-3.5%
Kaua'i	20,684	22,308	-7.3%	312,516	301,150	3.8%
Kaua'i only	8,202	8,569	-4.3%	121,859	139,955	-12.9%
Maui County	39,098	42,310	-7.6%	586,703	582,513	0.7%
Maui	38,333	41,550	-7.7%	575,508	570,917	0.8%
Maui only	19,541	20,513	-4.7%	280,491	279,508	0.4%
Moloka'i *	1,036	974	6.3%	14,000	13,590	3.0%
Moloka'i only *	110	87	27.0%	1,358	1,360	-0.1%
Lāna'i *	1,326	1,521	-12.8%	22,520	22,907	-1.7%
Lāna'i only *	133	181	-26.5%	2,676	2,919	-8.3%
Hawai'i Island	21,773	24,839	-12.3%	352,362	346,814	1.6%
Kona side	18,345	20,802	-11.8%	298,911	294,434	1.5%
Hilo side	9,469	11,074	-14.5%	143,716	142,618	0.8%
Hawai'i Island only	8,606	9,495	-9.4%	138,046	134,782	2.4%
Any Neighbor Island	64,453	69,929	-7.8%	988,956	996,132	-0.7%
NI only	41,899	44,526	-5.9%	628,550	626,528	0.3%
O'ahu & NI	22,554	25,403	-11.2%	360,406	369,604	-2.5%
Any one island only	77,973	85,413	-8.7%	1,111,716	1,199,591	-7.3%
Multiple Islands	27,861	31,084	-10.4%	444,526	452,594	-1.8%
Avg. Islands Visited	1.39	1.40	-0.8%	1.42	1.40	1.4%
Average Length of Stay in Hawai'i	10.16	10.13	0.3%	10.40	10.42	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	64,216	73,882	-13.1%	963,573	982,155	-1.9%
Hotel only	52,425	60,006	-12.6%	780,030	801,631	-2.7%
Plan to stay in Condo	14,647	15,292	-4.2%	239,725	228,263	5.0%
Condo only	10,520	10,647	-1.2%	164,476	156,629	5.0%
Plan to stay in Timeshare	12,896	13,087	-1.5%	175,759	175,189	0.3%
Timeshare only	9,513	9,615	-1.1%	127,967	127,954	0.0%
Cruise Ship	4,472	5,541	-19.3%	59,254	63,613	-6.9%
Friends/Relatives	13,818	14,816	-6.7%	184,316	177,079	4.1%
Bed & Breakfast	1,345	1,487	-9.6%	20,755	19,586	6.0%
Other	1,969	1,990	-1.1%	28,306	28,845	-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)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	81,907	87,687	-6.6%	1,228,804	1,213,737	1.2%
Honeymoon	6,006	6,259	-4.0%	85,007	90,628	-6.2%
Get Married	1,218	1,389	-12.3%	16,030	17,125	-6.4%
Pleasure/Vacation	76,114	81,337	-6.4%	1,147,044	1,125,584	1.9%
Mtgs/Conventions/Incentive	6,258	9,495	-34.1%	134,376	132,096	1.7%
Conventions	4,589	6,763	-32.1%	81,430	81,701	-0.3%
Corporate Meetings	1,098	1,679	-34.6%	25,996	27,324	-4.9%
Incentive	700	1,270	-44.9%	32,617	28,912	12.8%
Other Business	5,410	5,789	-6.5%	64,695	65,263	-0.9%
Visit Friends/Rel.	14,171	15,357	-7.7%	180,694	177,991	1.5%
Gov't/Military	2,337	3,171	-26.3%	32,466	43,919	-26.1%
Attend School	87	95	-8.0%	3,833	3,669	4.5%
Sport Events	2,670	3,112	-14.2%	14,850	16,246	-8.6%
TRAVEL STATUS						
% First Timers **	39.8	40.8	-1.0	42.8	42.3	0.5
% Repeaters **	60.2	59.2	1.0	57.2	57.7	-0.5
Average # of Trips	4.52	4.22	7.0%	4.04	4.01	0.8%
Group Tour	4,128	5,685	-27.4%	75,592	75,902	-0.4%
Non-Group	101,706	110,812	-8.2%	1,480,650	1,474,678	0.4%
Package Trip	20,994	24,876	-15.6%	366,675	389,811	-5.9%
No Package	84,840	91,621	-7.4%	1,189,567	1,160,769	2.5%
Net True Independent	83,339	89,101	-6.5%	1,168,682	1,139,970	2.5%

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

	TABLE 6. TOTAL JAPAN VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
VISITOR DAYS	679,211	690,046	-1.6%	8,209,090	8,043,024	2.1%
TOTAL VISITORS	122,484	121,707	0.6%	1,385,112	1,336,372	3.6%
Domestic	698	573	21.8%	6,899	6,612	4.3%
International	121,786	121,134	0.5%	1,378,213	1,329,760	3.6%
AVERAGE DAILY CENSUS	22,640	23,002	-1.6%	24,578	24,009	2.4%
ISLANDS VISITED						
O'ahu	120,237	116,758	3.0%	1,326,984	1,285,128	3.3%
O'ahu only	105,359	96,790	8.9%	1,129,458	1,082,569	4.3%
Kaua'i	1,944	1,822	6.7%	27,053	25,368	6.6%
Kaua'i only	95	222	-57.2%	3,108	2,143	45.0%
Maui County	4,877	5,473	-10.9%	75,070	63,853	17.6%
Maui	4,854	5,273	-7.9%	73,787	62,240	18.6%
Maui only	573	646	-11.3%	12,760	10,656	19.7%
Moloka'i *	41	85	-51.9%	899	1,268	-29.1%
Moloka'i only *	0	0	NA	0	54	-100.0%
Lāna'i *	90	250	-63.9%	1,610	2,090	-22.9%
Lāna'i only *	0	0	NA	64	109	-41.1%
Hawai'i Island	12,334	19,247	-35.9%	184,715	186,063	-0.7%
Kona side	8,375	11,588	-27.7%	129,273	125,335	3.1%
Hilo side	5,005	9,061	-44.8%	70,311	78,847	-10.8%
Hawai'i Island only	1,490	2,798	-46.7%	37,043	33,606	10.2%
Any Neighbor Island*	17,125	25,223	-32.1%	255,654	254,110	0.6%
NI only	2,247	5,292	-57.5%	58,128	52,214	11.3%
O'ahu & NI*	14,878	19,931	-25.4%	197,526	202,445	-2.4%
Any one island only*	107,517	100,150	7.4%	1,182,433	1,128,280	4.8%
Multiple Islands*	14,967	21,557	-30.6%	202,679	208,092	-2.6%
Avg. Islands Visited*	1.14	1.18	-3.4%	1.17	1.17	-0.3%
Average Length of Stay in Hawai'i	5.55	5.67	-2.2%	5.93	6.02	-1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	109,951	107,929	1.9%	1,200,718	1,167,306	2.9%
Hotel only	108,413	105,913	2.4%	1,172,135	1,136,820	3.1%
Plan to stay in Condo	8,965	9,008	-0.5%	136,200	123,627	10.2%
Condo only	8,323	7,571	9.9%	112,420	99,617	12.9%
Plan to stay in Timeshare	3,652	4,869	-25.0%	56,745	56,482	0.5%
Timeshare only	2,969	4,003	-25.8%	47,032	45,810	2.7%
Cruise Ship	36	333	-89.2%	1,799	1,417	26.9%
Friends/Relatives	1,176	1,639	-28.2%	16,289	16,191	0.6%
Bed & Breakfast	143	229	-37.4%	1,575	1,712	-8.0%
Other	96	116	-17.6%	2,462	2,505	-1.7%

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

	TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	97,509	103,666	-5.9%	1,161,453	1,165,020	-0.3%
Honeymoon	23,398	27,977	-16.4%	217,991	226,722	-3.9%
Get Married	3,947	6,928	-43.0%	55,194	56,843	-2.9%
Pleasure/Vacation	73,871	75,304	-1.9%	939,217	935,458	0.4%
Mtgs/Conventions/Incentive	5,941	4,898	21.3%	81,843	48,909	67.3%
Conventions	234	1,423	-83.6%	10,356	16,810	-38.4%
Corporate Meetings	103	512	-79.9%	1,779	7,687	-76.9%
Incentive	5,639	2,969	90.0%	70,768	25,352	179.1%
Other Business	471	662	-28.9%	7,498	9,187	-18.4%
Visit Friends/Rel.	1,621	2,270	-28.6%	23,220	22,505	3.2%
Gov't/Military	6	34	-82.6%	538	764	-29.6%
Attend School	20	18	12.5%	3,434	4,147	-17.2%
Sport Events	384	1,399	-72.5%	10,611	24,701	-57.0%
TRAVEL STATUS						
% First Timers **	44.7	46.8	-2.1	40.3	42.0	-1.7
% Repeaters **	55.3	53.2	2.1	59.7	58.0	1.7
Average # of Trips	3.61	3.40	6.3%	3.93	3.73	5.5%
Group Tour	31,822	32,322	-1.5%	362,460	359,427	0.8%
Non-Group	90,662	89,385	1.4%	1,022,652	976,945	4.7%
Package Trip	99,411	91,893	8.2%	1,022,577	974,135	5.0%
No Package	23,073	29,814	-22.6%	362,535	362,238	0.1%
Net True Independent	20,627	24,817	-16.9%	320,984	320,630	0.1%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
VISITOR DAYS	575,675	574,261	0.2%	5,539,981	5,581,460	-0.7%
TOTAL VISITORS	44,650	44,357	0.7%	442,030	429,885	2.8%
Domestic	21,224	19,515	8.8%	192,842	175,533	9.9%
International	23,426	24,842	-5.7%	249,188	254,352	-2.0%
AVERAGE DAILY CENSUS	19,189	19,142	0.2%	16,587	16,661	-0.4%
ISLANDS VISITED						
O'ahu	16,435	17,163	-4.2%	190,018	182,753	4.0%
O'ahu only	10,832	11,020	-1.7%	125,288	116,392	7.6%
Kaua'i	6,017	5,474	9.9%	59,002	58,207	1.4%
Kaua'i only	3,099	2,697	14.9%	26,753	25,880	3.4%
Maui County	23,605	23,818	-0.9%	224,821	222,033	1.3%
Maui	23,330	23,641	-1.3%	223,059	219,902	1.4%
Maui only	18,142	17,942	1.1%	161,878	157,613	2.7%
Moloka'i *	395	410	-3.6%	3,528	3,495	0.9%
Moloka'i only *	106	30	249.6%	438	388	12.8%
Lāna'i *	407	270	50.5%	4,886	4,400	11.0%
Lāna'i only *	51	21	147.8%	310	418	-25.8%
Hawai'i Island	8,435	8,203	2.8%	83,176	84,398	-1.4%
Kona side	7,893	7,743	1.9%	75,843	76,487	-0.8%
Hilo side	2,178	2,672	-18.5%	26,928	28,377	-5.1%
Hawai'i Island only	4,881	4,476	9.0%	41,800	41,072	1.8%
Any Neighbor Island*	33,818	33,337	1.4%	316,742	325,490	-2.7%
NI only	28,215	27,194	3.8%	252,012	244,644	3.0%
O'ahu & NI*	5,603	6,143	-8.8%	64,730	80,845	-19.9%
Any one island only*	37,111	36,186	2.6%	356,467	421,697	-15.5%
Multiple Islands*	7,539	8,171	-7.7%	85,563	102,279	-16.3%
Avg. Islands Visited*	1.23	1.24	-0.9%	1.28	1.29	-0.9%
Average Length of Stay in Hawai'i	12.89	12.95	-0.4%	12.53	12.98	-3.5%
ACCOMMODATIONS						
Plan to stay in Hotel	19,025	20,079	-5.2%	205,543	210,058	-2.1%
Hotel only	14,410	15,745	-8.5%	158,317	163,020	-2.9%
Plan to stay in Condo	18,145	18,193	-0.3%	173,695	162,980	6.6%
Condo only	15,073	15,210	-0.9%	141,565	132,333	7.0%
Plan to stay in Timeshare	5,239	5,261	-0.4%	41,613	43,166	-3.6%
Timeshare only	4,048	3,906	3.6%	30,357	31,649	-4.1%
Cruise Ship	712	485	46.7%	8,565	8,836	-3.1%
Friends/Relatives	1,817	1,814	0.1%	19,654	18,395	6.8%
Bed & Breakfast	564	511	10.3%	6,677	5,838	14.4%
Other	392	369	6.1%	3,814	4,052	-5.9%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	41,702	41,836	-0.3%	413,463	399,712	3.4%
Honeymoon	1,039	1,206	-13.9%	12,309	13,869	-11.2%
Get Married	235	298	-21.1%	2,820	3,268	-13.7%
Pleasure/Vacation	40,684	40,716	-0.1%	401,483	386,213	4.0%
Mtgs/Conventions/Incentive	1,237	1,377	-10.2%	14,506	17,680	-18.0%
Conventions	1,061	1,027	3.3%	10,343	12,330	-16.1%
Corporate Meetings	127	194	-34.7%	1,684	2,233	-24.6%
Incentive	61	169	-63.9%	2,924	3,789	-22.8%
Other Business	372	269	38.5%	3,493	3,160	10.5%
Visit Friends/Rel.	1,423	1,542	-7.7%	15,673	14,405	8.8%
Gov't/Military	48	36	33.3%	450	1,054	-57.3%
Attend School	22	33	-32.9%	457	465	-1.8%
Sport Events	338	399	-15.2%	3,345	3,530	-5.2%
TRAVEL STATUS						
% First Timers **	30.5	31.0	-0.5	35.7	36.4	-0.7
% Repeaters **	69.5	69.0	0.5	64.3	63.6	0.7
Average # of Trips	4.30	3.85	11.8%	3.82	3.44	11.1%
Group Tour	575	947	-39.3%	8,680	10,472	-17.1%
Non-Group	44,075	43,410	1.5%	433,350	419,413	3.3%
Package Trip	8,509	9,726	-12.5%	104,562	109,326	-4.4%
No Package	36,141	34,631	4.4%	337,468	320,559	5.3%
Net True Independent	35,879	34,196	4.9%	334,681	317,976	5.3%

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

NOVEMBER 2013 Arrivals at a Glance

CATEGORY AND MMA	Nov 2013	Nov 2012	% change	YTD 2013	YTD 2012	% change
TOTAL EXPENDITURES (\$mil.)	1,098.8	1,122.7	-2.1	13,193.0	12,816.3	2.9
Total by air	1,094.4	1,115.0	-1.9	13,145.6	12,761.8	3.0
U.S. West	368.0	397.7	-7.5	4,350.4	4,160.8	4.6
U.S. East	201.0	236.5	-15.0	3,242.2	3,107.1	4.3
Japan	209.6	224.1	-6.5	2,298.8	2,489.4	-7.7
Canada	98.5	89.9	9.5	904.7	883.0	2.5
All Other	217.2	166.8	30.2	2,349.5	2,121.6	10.7
Visitor arrivals by cruise ships	4.4	7.7	-42.5	47.3	54.4	-13.0
TOTAL VISITOR DAYS	5,536,128	5,830,519	-5.0	68,279,221	67,150,250	1.7
Total by air	5,457,130	5,713,099	-4.5	67,481,981	66,346,107	1.7
U.S. West	2,384,219	2,579,600	-7.6	28,013,150	27,530,902	1.8
U.S. East	1,075,405	1,179,861	-8.9	16,181,685	16,161,710	0.1
Japan	679,211	690,046	-1.6	8,209,090	8,043,024	2.1
Canada	575,675	574,261	0.2	5,539,981	5,581,460	-0.7
All Other	742,621	689,331	7.7	9,538,077	9,029,011	5.6
Visitor arrivals by cruise ships	78,998	117,421	-32.7	797,240	804,143	-0.9
VISITOR ARRIVALS	620,051	656,181	-5.5	7,513,089	7,292,644	3.0
Total by air	604,982	634,490	-4.7	7,359,045	7,140,602	3.1
U.S. West	254,122	274,160	-7.3	2,955,702	2,890,239	2.3
U.S. East	105,834	116,498	-9.2	1,556,242	1,550,580	0.4
Japan	122,484	121,707	0.6	1,385,112	1,336,372	3.6
Canada	44,650	44,357	0.7	442,030	429,885	2.8
All Other	77,892	77,768	0.2	1,019,959	933,525	9.3
Visitor arrivals by cruise ships	15,069	21,691	-30.5	154,044	152,043	1.3
AVERAGE LENGTH OF STAY	8.93	8.89	0.5	9.09	9.21	-1.3
Total by air	9.02	9.00	0.2	9.17	9.29	-1.3
U.S. West	9.38	9.41	-0.3	9.48	9.53	-0.5
U.S. East	10.16	10.13	0.3	10.40	10.42	-0.2
Japan	5.55	5.67	-2.2	5.93	6.02	-1.5
Canada	12.89	12.95	-0.4	12.53	12.98	-3.5
All Other	9.53	8.86	7.6	9.35	9.67	-3.3
Visitor arrivals by cruise ships	5.24	5.41	-3.2	5.18	5.29	-2.1
PER PERSON PER DAY SPENDING (\$)	198.5	192.6	3.1	193.2	190.9	1.2
Total by air	200.5	195.2	2.8	194.8	192.4	1.3
U.S. West	154.3	154.2	0.1	155.3	151.1	2.8
U.S. East	186.9	200.4	-6.7	200.4	192.3	4.2
Japan	308.6	324.7	-5.0	280.0	309.5	-9.5
Canada	171.0	156.6	9.2	163.3	158.2	3.2
All Other	292.5	242.0	20.9	246.3	235.0	4.8
Visitor arrivals by cruise ships	56.1	65.6	-14.6	59.4	67.7	-12.3
PER PERSON PER TRIP SPENDING (\$)	1,772.1	1,711.0	3.6	1,756.0	1,757.4	-0.1
Total by air	1,808.9	1,757.4	2.9	1,786.3	1,787.2	-0.1
U.S. West	1,448.1	1,450.7	-0.2	1,471.9	1,439.6	2.2
U.S. East	1,899.5	2,029.8	-6.4	2,083.3	2,003.8	4.0
Japan	1,711.5	1,841.2	-7.0	1,659.7	1,862.8	-10.9
Canada	2,205.1	2,027.4	8.8	2,046.7	2,054.0	-0.4
All Other	2,789.1	2,144.8	30.0	2,303.5	2,272.7	1.4
Visitor arrivals by cruise ships	293.9	355.2	-17.3	307.4	358.0	-14.1

Source: Hawai'i Tourism Authority

2013 Arrivals at a Glance by Month

2013	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,434.7	\$1,225.3	\$1,275.4	\$1,104.6	\$1,049.5	\$1,307.1	\$1,315.5	\$1,247.4	\$1,041.2	\$1,093.3	\$1,098.8	
	Total by air	\$1,428.3	\$1,218.1	\$1,268.6	\$1,093.8	\$1,048.0	\$1,307.1	\$1,315.5	\$1,246.8	\$1,040.6	\$1,084.5	\$1,094.4	
	U.S. West	\$419.4	\$382.3	\$440.6	\$383.1	\$350.9	\$482.2	\$437.8	\$412.7	\$322.6	\$350.8	\$368.0	
	U.S. East	\$394.2	\$311.5	\$295.3	\$256.1	\$284.7	\$361.1	\$353.2	\$308.0	\$240.4	\$236.7	\$201.0	
	Japan	\$228.7	\$206.3	\$205.6	\$154.3	\$185.5	\$208.3	\$197.8	\$255.6	\$214.9	\$232.4	\$209.6	
	Canada	\$168.1	\$136.9	\$144.8	\$81.4	\$42.3	\$33.4	\$51.6	\$49.2	\$39.3	\$59.4	\$98.5	
	All Other	\$218.0	\$181.2	\$182.4	\$218.9	\$184.7	\$222.1	\$275.1	\$221.3	\$223.4	\$205.2	\$217.2	
	Visitor arrivals by cruise ships	\$6.4	\$7.2	\$6.8	\$10.9	\$1.5	\$0.0	\$0.1	\$0.6	\$0.6	\$8.8	4.43	
	Visitor days	TOTAL (air + ships)	7,112,937	6,199,938	6,867,920	5,785,579	5,601,938	6,618,517	7,097,057	6,607,112*	5,235,213	5,616,881	5,536,128
		Total by air	7,011,589	6,086,115	6,759,005	5,620,720	5,584,244	6,618,517	7,095,781	6,599,144*	5,166,709	5,483,026	5,457,130
U.S. West		2,647,797	2,276,527	2,644,562	2,501,895	2,435,847	3,077,181	3,009,093	2,730,064	2,036,687	2,269,278	2,384,219	
U.S. East		1,914,377	1,550,206	1,579,353	1,220,805	1,417,392	1,787,114	1,850,030	1,493,485	1,133,887	1,159,634	1,075,405	
Japan		684,406	687,936	773,838	589,683	641,087	708,568	790,629	1,052,062	808,627	793,044	679,211	
Canada		971,750	824,700	942,042	506,981	283,344	196,810	321,135	308,001	224,994	384,549	575,675	
All Other		793,259	746,745	819,210	801,363	806,574	848,845	1,124,893	1,015,532*	962,515	876,520	742,621	
Visitor arrivals by cruise ships		101,348	113,823	108,915	164,859	17,694	0	1,276	7,968	68,504	133,855	78,998	
Visitor arrivals		TOTAL (air + ships)	681,911	675,573	769,137	666,959	645,711	716,577	757,969	748,775	594,181	636,245	620,051
		Total by air	663,672	650,131	746,729	637,207	641,611	716,577	757,488	746,877	582,274	611,497	604,982
	U.S. West	242,924	239,809	295,309	278,627	268,120	313,526	310,710	301,323	216,958	234,274	254,122	
	U.S. East	152,416	144,851	165,356	129,973	142,530	170,991	177,162	146,528	109,794	112,807	105,834	
	Japan	118,050	119,281	128,034	100,243	111,432	120,417	128,363	161,731	136,052	139,025	122,484	
	Canada	67,323	65,290	74,685	42,605	26,689	17,582	26,237	27,824	19,188	29,957	44,650	
	All Other	82,959	80,900	83,345	87,758	92,840	94,061	115,016	109,471	100,282	95,434	77,892	
	Visitor arrivals by cruise ships	18,239	25,442	22,408	29,752	4,100	0	481	1,898	11,907	24,748	15,069	
	length of stay	TOTAL (air + ships)	10.43	9.18	8.93	8.67	8.68	9.24	9.36	8.82	8.81	8.83	8.93
		Total by air	10.56	9.36	9.05	8.82	8.70	9.24	9.37	8.84	8.87	8.97	9.02
U.S. West		10.90	9.49	8.96	8.98	9.08	9.81	9.68	9.06	9.39	9.69	9.38	
U.S. East		12.56	10.70	9.55	9.54	9.94	10.45	10.44	10.19	10.33	10.28	10.16	
Japan		5.80	5.77	6.04	5.88	5.75	5.88	6.16	6.51	5.94	5.70	5.55	
Canada		14.43	12.63	12.61	11.90	10.62	11.19	12.24	11.07	11.73	12.84	12.89	
All Other		9.56	9.23	9.83	9.13	8.69	9.02	9.78	9.28	9.60	9.18	9.53	
Visitor arrivals by cruise ships		5.56	4.47	4.86	5.54	4.32	0.00	2.66	4.20	5.75	5.41	5.24	
Per Person Per Day Spending *		TOTAL (air+ships) (\$)	\$201.7	\$197.6	\$185.7	\$190.9	\$187.3	\$197.5	\$185.4	\$188.8	\$198.9	\$194.6	\$198.5
		Total by air	\$203.7	\$200.1	\$187.7	\$194.6	\$187.7	\$197.5	\$185.4	\$188.9	\$201.4	\$197.8	\$200.5
	U.S. West	\$158.4	\$167.9	\$166.6	\$153.1	\$144.1	\$156.7	\$145.5	\$151.2	\$158.4	\$154.6	\$154.3	
	U.S. East	\$205.9	\$200.9	\$186.9	\$209.8	\$200.8	\$202.0	\$190.9	\$206.2	\$212.1	\$204.1	\$186.9	
	Japan	\$334.2	\$299.9	\$265.7	\$261.6	\$289.3	\$293.9	\$250.1	\$242.9	\$265.7	\$293.0	\$308.6	
	Canada	\$173.0	\$166.0	\$153.7	\$160.6	\$149.1	\$169.6	\$160.6	\$159.7	\$174.7	\$154.4	\$171.0	
	All Other	\$274.8	\$242.6	\$222.7	\$273.1	\$229.0	\$261.6	\$244.5	\$217.9	\$232.1	\$234.1	\$292.5	
	Visitor arrivals by cruise ships	\$63.0	\$63.5	\$62.6	\$65.9	\$83.9	\$0.0	\$59.8	\$77.8	\$9.0	\$66.0	\$56.1	
	Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,104.0	\$1,813.7	\$1,658.3	\$1,656.2	\$1,625.4	\$1,824.1	\$1,735.6	\$1,665.9	\$1,752.4	\$1,718.4	\$1,772.1
		Total by air	\$2,152.2	\$1,873.6	\$1,698.9	\$1,716.5	\$1,633.4	\$1,824.1	\$1,736.6	\$1,669.3	\$1,787.2	\$1,773.5	\$1,808.9
U.S. West		\$1,726.4	\$1,594.0	\$1,491.9	\$1,375.0	\$1,308.7	\$1,538.1	\$1,409.1	\$1,369.7	\$1,487.1	\$1,497.4	\$1,448.1	
U.S. East		\$2,586.0	\$2,150.5	\$1,785.6	\$2,001.3	\$1,997.2	\$2,111.7	\$1,993.9	\$2,101.8	\$2,190.0	\$2,098.4	\$1,899.5	
Japan		\$1,937.3	\$1,729.5	\$1,605.9	\$1,538.8	\$1,664.7	\$1,729.6	\$1,540.7	\$1,580.3	\$1,579.3	\$1,671.6	\$1,711.5	
Canada		\$2,497.5	\$2,096.3	\$1,938.4	\$1,910.8	\$1,583.1	\$1,899.0	\$1,965.9	\$1,767.9	\$2,048.0	\$1,981.4	\$2,205.1	
All Other		\$2,627.3	\$2,239.4	\$2,188.8	\$2,494.1	\$1,989.8	\$2,361.1	\$2,391.5	\$2,021.8	\$2,227.6	\$2,150.1	\$2,789.1	
Visitor arrivals by cruise ships		\$350.2	\$283.9	\$304.3	\$364.9	\$362.1	\$0.0	\$158.9	\$326.6	\$52.1	\$356.9	\$293.9	

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,434.7	\$2,660.0	\$3,935.5	\$5,038.6	\$6,088.1	\$7,396.7	\$8,712.2	\$9,959.6	\$11,000.9	\$12,094.2	\$13,193.0
	Total by air	\$1,428.3	\$2,646.4	\$3,915.0	\$5,007.3	\$6,055.3	\$7,363.9	\$8,679.4	\$9,926.2	\$10,966.8	\$12,051.3	\$13,145.6
	U.S. West	\$419.4	\$801.6	\$1,242.2	\$1,626.1	\$1,977.0	\$2,458.5	\$2,896.3	\$3,309.0	\$3,631.6	\$3,982.4	\$4,350.4
	U.S. East	\$394.2	\$705.7	\$1,000.9	\$1,257.7	\$1,542.4	\$1,902.8	\$2,256.0	\$2,564.0	\$2,804.4	\$3,041.1	\$3,242.2
	Japan	\$228.7	\$435.0	\$640.6	\$792.3	\$977.8	\$1,188.6	\$1,386.4	\$1,642.0	\$1,856.8	\$2,089.2	\$2,298.8
	Canada	\$168.1	\$305.0	\$449.8	\$531.2	\$573.5	\$606.8	\$658.4	\$707.6	\$746.9	\$806.3	\$904.7
	All Other	\$218.0	\$399.1	\$581.6	\$799.9	\$984.6	\$1,207.3	\$1,482.3	\$1,703.6	\$1,927.0	\$2,132.2	\$2,349.5
	Visitor arrivals by cruise ships	\$6.4	\$13.6	\$20.4	\$31.3	\$32.8	\$32.8	\$32.8	\$33.5	\$34.1	\$42.9	\$47.3
	Visitor days	TOTAL (air + ships)	7,112,937	13,312,875	20,180,795	25,964,284	31,566,225	38,186,830	45,283,887	51,890,998*	57,126,222	62,743,103
Total by air		7,011,589	13,097,704	19,856,709	25,475,339	31,059,587	37,680,192	44,775,973	51,375,116*	56,541,835	62,024,861	67,481,981
U.S. West		2,647,797	4,924,325	7,568,887	10,075,488	12,511,335	15,583,809	18,592,902	21,322,966	23,359,652	25,628,930	28,013,150
U.S. East		1,914,377	3,464,583	5,043,936	6,268,416	7,685,801	9,469,244	11,319,274	12,812,759	13,946,646	15,106,280	16,181,685
Japan		684,406	1,372,342	2,146,181	2,727,050	3,368,340	4,085,516	4,876,146	5,928,208	6,736,835	7,529,879	8,209,090
Canada		971,750	1,796,450	2,738,491	3,245,780	3,529,118	3,725,626	4,046,761	4,354,762	4,579,756	4,964,306	5,539,981
All Other		793,259	1,540,004	2,359,214	3,158,604	3,964,994	4,815,997	5,940,890	6,956,421*	7,918,946	8,795,466	9,538,077
Visitor arrivals by cruise ships		101,348	215,171	324,086	488,945	506,638	506,638	507,914	515,883	584,386	718,241	797,240
Visitor arrivals		TOTAL (air + ships)	681,911	1,357,484	2,126,621	2,793,377	3,439,088	4,155,868	4,913,837	5,662,612	6,256,793	6,893,038
	Total by air	663,672	1,313,803	2,060,532	2,697,535	3,339,147	4,055,927	4,813,415	5,560,292	6,142,566	6,754,063	7,359,045
	U.S. West	242,924	482,733	778,042	1,057,153	1,325,273	1,638,315	1,949,025	2,250,348	2,467,306	2,701,580	2,955,702
	U.S. East	152,416	297,267	462,623	590,939	733,468	904,117	1,081,279	1,227,807	1,337,601	1,450,408	1,556,242
	Japan	118,050	237,331	365,365	464,433	575,865	697,457	825,820	987,551	1,123,603	1,262,628	1,385,112
	Canada	67,323	132,613	207,298	249,947	276,635	294,174	320,411	348,235	367,423	397,380	442,030
	All Other	82,959	163,859	247,204	335,064	427,906	521,864	636,880	746,351	846,633	942,067	1,019,959
	Visitor arrivals by cruise ships	18,239	43,681	66,089	95,841	99,941	99,941	100,422	102,320	114,227	138,975	154,044
	length of stay	TOTAL (air + ships)	10.43	9.81	9.49	9.29	9.18	9.19	9.22	9.16	9.13	9.10
Total by air		10.56	9.97	9.64	9.44	9.30	9.29	9.30	9.24	9.20	9.18	9.17
U.S. West		10.90	10.20	9.73	9.53	9.44	9.51	9.54	9.48	9.47	9.49	9.48
U.S. East		12.56	11.65	10.90	10.61	10.48	10.47	10.47	10.44	10.43	10.42	10.40
Japan		5.80	5.78	5.87	5.87	5.85	5.86	5.90	6.00	6.00	5.96	5.93
Canada		14.43	13.55	13.21	12.99	12.76	12.66	12.63	12.51	12.46	12.49	12.53
All Other		9.56	9.40	9.54	9.43	9.27	9.23	9.33	9.32	9.35	9.34	9.35
Visitor arrivals by cruise ships		5.56	4.93	4.90	5.10	5.07	5.07	5.06	5.04	5.12	5.17	5.18
Per Person Per Day Spending*		TOTAL (air+ships) (\$)	\$201.7	\$199.8	\$195.0	\$194.1	\$192.9	\$193.7	\$192.4	\$191.9	\$192.6	\$192.8
	Total by air	\$203.7	\$202.1	\$197.2	\$196.6	\$195.0	\$195.4	\$193.8	\$193.2	\$194.0	\$194.3	\$194.8
	U.S. West	\$158.4	\$162.8	\$164.1	\$161.4	\$158.0	\$157.8	\$155.8	\$155.2	\$155.5	\$155.4	\$155.3
	U.S. East	\$205.9	\$203.7	\$198.4	\$200.6	\$200.7	\$200.9	\$199.3	\$200.1	\$201.1	\$201.3	\$200.4
	Japan	\$334.2	\$317.0	\$298.5	\$290.5	\$290.3	\$290.9	\$284.3	\$277.0	\$275.6	\$277.5	\$280.0
	Canada	\$173.0	\$169.8	\$164.2	\$163.7	\$162.5	\$162.9	\$162.7	\$162.5	\$163.1	\$162.4	\$163.3
	All Other	\$274.8	\$259.2	\$246.5	\$253.2	\$248.3	\$250.7	\$249.5	\$244.9	\$243.3	\$242.4	\$246.3
	Visitor arrivals by cruise ships	\$63.0	\$63.3	\$63.0	\$64.0	\$64.7	\$64.7	\$64.7	\$64.9	\$58.3	\$59.8	\$59.4
	Per Person Per Trip Spending*	TOTAL (air+ships) (\$)	\$2,104.0	\$1,959.5	\$1,850.6	\$1,803.7	\$1,770.3	\$1,779.8	\$1,773.0	\$1,758.8	\$1,758.2	\$1,754.6
Total by air		\$2,152.2	\$2,014.3	\$1,900.0	\$1,856.2	\$1,813.4	\$1,815.6	\$1,803.2	\$1,785.2	\$1,785.4	\$1,784.3	\$1,786.3
U.S. West		\$1,726.4	\$1,660.6	\$1,596.6	\$1,538.2	\$1,491.8	\$1,500.6	\$1,486.0	\$1,470.4	\$1,471.9	\$1,474.1	\$1,471.9
U.S. East		\$2,586.0	\$2,373.8	\$2,163.5	\$2,128.3	\$2,102.9	\$2,104.5	\$2,086.4	\$2,088.3	\$2,096.6	\$2,096.8	\$2,083.3
Japan		\$1,937.3	\$1,832.8	\$1,753.3	\$1,705.9	\$1,698.0	\$1,704.2	\$1,678.8	\$1,662.7	\$1,652.6	\$1,654.7	\$1,659.7
Canada		\$2,497.5	\$2,300.0	\$2,169.7	\$2,125.4	\$2,073.1	\$2,062.8	\$2,054.9	\$2,031.9	\$2,032.8	\$2,028.9	\$2,046.7
All Other		\$2,627.3	\$2,435.8	\$2,352.5	\$2,387.3	\$2,301.1	\$2,313.3	\$2,327.5	\$2,282.6	\$2,276.1	\$2,263.3	\$2,303.5
Visitor arrivals by cruise ships		\$350.2	\$311.6	\$309.1	\$326.4	\$327.9	\$327.9	\$327.1	\$327.1	\$298.4	\$308.8	\$307.4

* Note: Visitor days for All Other visitors in August 2013, was adjusted (from 1,015,542 days to 1,015,532 days), resulting in similar revisions to total visitor days and visitor days by air.
Source:Hawaii Tourism Authority

NOVEMBER 2013 Island Highlights

CATEGORY AND ISLAND	Nov 2013	Nov 2012	% change	YTD 2013P	YTD 2012	% change
TOTAL EXPENDITURES (\$mil.)	1,098.8	1,122.7	-2.1	13,193.0	12,816.3	2.9
Total by air	1,094.4	1,115.0	-1.9	13,145.6	12,761.8	3.0
O'ahu	553.0	600.5	-7.9	6,639.7	6,916.3	-4.0
Maui	289.6	273.8	5.8	3,360.6	3,098.9	8.4
Moloka'i	2.6	2.3	13.6	26.6	25.4	4.5
Lāna'i	7.3	6.2	18.0	77.1	71.5	7.9
Kaua'i	110.8	101.3	9.3	1,322.9	1,158.6	14.2
Hawai'i Island	131.0	130.9	0.1	1,718.7	1,491.1	15.3
Visitor arrivals by cruise ships	4.4	7.7	-42.5	47.3	54.4	-13.0
TOTAL VISITOR DAYS	5,536,128	5,830,519	-5.0	68,279,221	67,150,250	1.7
Total by air	5,457,130	5,713,099	-4.5	67,481,981	66,346,107	1.7
O'ahu	2,500,982	2,746,695	-8.9	32,333,379	32,335,783	0.0
Maui	1,510,178	1,478,022	2.2	17,339,873	16,797,608	3.2
Moloka'i	23,464	21,864	7.3	231,080	232,516	-0.6
Lāna'i	19,487	19,801	-1.6	234,023	231,032	1.3
Kaua'i	624,474	618,047	1.0	7,737,323	7,391,485	4.7
Hawai'i Island	778,545	828,668	-6.0	9,606,303	9,357,684	2.7
Visitor arrivals by cruise ships	78,998	117,421	-32.7	797,240	804,143	-0.9
VISITOR ARRIVALS	620,051	656,181	-5.5	7,513,089	7,292,644	3.0
Total by air	604,982	634,490	-4.7	7,359,045	7,140,602	3.1
O'ahu	377,399	394,274	-4.3	4,659,146	4,455,828	4.6
Maui	179,321	182,443	-1.7	2,153,297	2,098,760	2.6
Moloka'i	4,202	4,069	3.3	49,884	48,290	3.3
Lāna'i	5,227	5,317	-1.7	68,121	66,215	2.9
Kaua'i	81,427	82,937	-1.8	1,022,734	987,554	3.6
Hawai'i Island	102,428	113,244	-9.6	1,325,259	1,297,985	2.1
Visitor arrivals by cruise ships	15,069	21,691	-30.5	154,044	152,043	1.3
AVERAGE LENGTH OF STAY	8.93	8.89	0.5	9.09	9.21	-1.3
Total by air	9.02	9.00	0.2	9.17	9.29	-1.3
O'ahu	6.63	6.97	-4.9	6.94	7.26	-4.4
Maui	8.42	8.10	4.0	8.05	8.00	0.6
Moloka'i	5.58	5.37	3.9	4.63	4.81	-3.8
Lāna'i	3.73	3.72	0.1	3.44	3.49	-1.5
Kaua'i	7.67	7.45	2.9	7.57	7.48	1.1
Hawai'i Island	7.60	7.32	3.9	7.25	7.21	0.5
Visitor arrivals by cruise ships	5.24	5.41	-3.2	5.18	5.29	-2.1
PER PERSON PER DAY SPENDING (\$)	198.5	192.6	3.1	193.2	190.9	1.2
Total by air	200.5	195.2	2.8	194.8	192.4	1.3
O'ahu	221.1	218.6	1.1	205.4	213.9	-4.0
Maui	191.8	185.3	3.5	193.8	184.5	5.1
Moloka'i	109.3	103.3	5.8	115.0	109.4	5.2
Lāna'i	374.6	312.5	19.9	329.6	309.5	6.5
Kaua'i	177.4	164.0	8.2	171.0	156.7	9.1
Hawai'i Island	168.3	158.0	6.5	178.9	159.3	12.3
Visitor arrivals by cruise ships	56.1	65.6	-14.6	59.4	67.7	-12.3
PER PERSON PER TRIP SPENDING (\$)	1,772.1	1,711.0	3.6	1,756.0	1,757.4	-0.1
Total by air	1,808.9	1,757.4	2.9	1,786.3	1,787.2	-0.1
O'ahu	1,465.4	1,523.0	-3.8	1,425.1	1,552.2	-8.2
Maui	1,615.1	1,500.8	7.6	1,560.7	1,476.6	5.7
Moloka'i	610.6	555.2	10.0	532.7	526.6	1.2
Lāna'i	1,396.7	1,163.7	20.0	1,132.3	1,079.9	4.8
Kaua'i	1,360.7	1,222.0	11.4	1,293.5	1,173.2	10.3
Hawai'i Island	1,279.4	1,156.1	10.7	1,296.9	1,148.8	12.9
Visitor arrivals by cruise ships	293.9	355.2	-17.3	307.4	358.0	-14.1

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2013

2013	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,434.7	\$1,225.3	\$1,275.4	\$1,104.6	\$1,049.5	\$1,307.1	\$1,315.5	\$1,247.4	\$1,041.2	\$1,093.3	\$1,098.8
	Total by air	\$1,428.3	\$1,218.1	\$1,268.6	\$1,093.8	\$1,048.0	\$1,307.1	\$1,315.5	\$1,246.8	\$1,040.6	\$1,084.5	\$1,094.4
	O'ahu	\$670.4	\$584.6	\$638.2	\$539.0	\$568.9	\$670.1	\$639.2	\$660.3	\$560.2	\$555.5	\$553.0
	Maui	\$391.6	\$339.7	\$328.6	\$295.6	\$241.4	\$328.8	\$360.6	\$294.5	\$227.4	\$262.9	\$289.6
	Moloka'i	\$4.5	\$3.0	\$2.3	\$2.1	\$2.2	\$2.0	\$2.0	\$1.6	\$1.9	\$2.6	\$2.6
	Lāna'i	\$7.9	\$7.1	\$7.5	\$6.1	\$5.5	\$6.1	\$7.5	\$8.0	\$7.1	\$7.0	\$7.3
	Kaua'i	\$136.6	\$120.4	\$125.0	\$108.1	\$104.4	\$136.4	\$135.9	\$125.2	\$106.6	\$113.4	\$110.8
	Hawai'i Island	\$217.3	\$163.3	\$167.1	\$142.9	\$125.6	\$163.7	\$170.3	\$157.3	\$137.4	\$143.0	\$131.0
	Visitor arrivals by cruise ships	\$6.39	\$7.22	\$6.82	\$10.86	\$1.48	\$0.00	\$0.08	\$0.62	\$0.62	\$8.83	\$4.43
	Visitor days	TOTAL (air + ships)	7,112,937	6,199,938	6,867,920	5,785,579	5,601,938	6,618,517	7,097,057	6,607,122	5,235,213	5,616,881
Total by air		7,011,589	6,086,115	6,759,005	5,620,720	5,584,244	6,618,517	7,095,781	6,599,153	5,166,709	5,483,026	5,457,130
O'ahu		3,126,674	2,757,911	3,181,237	2,724,971	2,896,044	3,194,551	3,445,359	3,343,136	2,554,735	2,607,783	2,500,982
Maui		1,847,033	1,652,727	1,838,253	1,460,280	1,311,275	1,651,318	1,803,701	1,596,379	1,243,259	1,425,472	1,510,178
Moloka'i		34,957	22,106	20,120	17,343	17,675	19,713	20,552	15,089	17,199	22,864	23,464
Lāna'i		25,018	20,941	26,353	19,260	16,718	22,496	23,009	21,454	18,036	21,251	19,487
Kaua'i		779,183	682,321	737,097	617,334	642,238	809,658	853,331	749,706	604,025	637,956	624,474
Hawai'i Island		1,198,724	950,108	955,944	781,533	700,294	920,781	949,830	873,389	729,456	767,700	778,545
Visitor arrivals by cruise ships		101,348	113,823	108,915	164,859	17,694	0	1,276	7,968	68,504	133,855	78,998
Visitor arrivals		TOTAL (air + ships)	681,911	675,573	769,137	666,959	645,711	716,577	757,969	748,775	594,181	636,245
	Total by air	663,672	650,131	746,729	637,207	641,611	716,577	757,488	746,877	582,274	611,497	604,982
	O'ahu	407,151	396,182	445,723	392,074	418,217	456,476	491,504	486,473	388,800	399,147	377,399
	Maui	200,937	194,498	221,544	190,464	182,461	210,286	226,113	210,350	163,533	173,790	179,321
	Moloka'i	5,588	4,259	4,483	4,422	4,254	4,732	4,948	3,872	4,632	4,492	4,202
	Lāna'i	6,527	6,292	6,867	5,672	5,422	6,963	6,765	6,278	6,199	5,909	5,227
	Kaua'i	92,142	90,058	95,814	84,715	91,258	106,745	109,557	100,778	83,980	86,260	81,427
	Hawai'i Island	133,953	130,646	135,771	112,723	109,022	131,563	135,669	128,281	101,009	104,194	102,428
	Visitor arrivals by cruise ships	18,239	25,442	22,408	29,752	4,100	0	481	1,898	11,907	24,748	15,069
	Length of stay	TOTAL (air + ships)	10.43	9.18	8.93	8.67	8.66	9.24	9.36	8.82	8.81	8.83
Total by air		10.56	9.36	9.05	8.82	8.70	9.24	9.37	8.84	8.87	8.97	9.02
O'ahu		7.68	6.96	7.14	6.95	6.92	7.00	7.01	6.87	6.57	6.53	6.63
Maui		9.19	8.50	8.30	7.67	7.19	7.85	7.98	7.59	7.60	8.20	8.42
Moloka'i		6.26	5.19	4.49	3.92	4.15	4.17	4.15	3.90	3.71	5.09	5.58
Lāna'i		3.83	3.33	3.84	3.40	3.08	3.23	3.40	3.42	2.91	3.60	3.73
Kaua'i		8.46	7.58	7.69	7.29	7.04	7.58	7.79	7.44	7.19	7.40	7.67
Hawai'i Island		8.95	7.27	7.04	6.93	6.42	7.00	7.00	6.81	7.22	7.37	7.60
Visitor arrivals by cruise ships		5.56	4.47	4.86	5.54	4.32	0.00	2.66	4.20	5.75	5.41	5.24
Per Person Per Day Spending *		TOTAL (air+ships) (\$)	\$201.7	\$197.6	\$185.7	\$190.9	\$187.3	\$197.5	\$185.4	\$188.8	\$198.9	\$194.6
	Total by air	\$203.7	\$200.1	\$187.7	\$194.6	\$187.7	\$197.5	\$185.4	\$188.9	\$201.4	\$197.8	\$200.5
	O'ahu	\$214.4	\$212.0	\$200.6	\$197.8	\$196.5	\$209.8	\$185.5	\$197.5	\$219.3	\$213.0	\$221.1
	Maui	\$212.0	\$205.5	\$178.8	\$202.4	\$184.1	\$199.1	\$199.9	\$184.4	\$182.9	\$184.4	\$191.8
	Moloka'i	\$129.7	\$134.2	\$112.1	\$119.3	\$123.2	\$102.8	\$94.9	\$103.8	\$108.0	\$114.0	\$109.3
	Lāna'i	\$317.0	\$339.2	\$284.7	\$318.8	\$327.0	\$269.3	\$325.8	\$371.5	\$395.2	\$331.1	\$374.6
	Kaua'i	\$175.3	\$176.5	\$169.5	\$175.2	\$162.6	\$168.5	\$159.2	\$167.0	\$176.6	\$177.8	\$177.4
	Hawai'i Island	\$181.3	\$171.8	\$174.8	\$182.8	\$179.3	\$177.7	\$179.3	\$180.1	\$188.3	\$186.3	\$168.3
	Visitor arrivals by cruise ships	\$63.0	\$63.5	\$62.6	\$65.9	\$83.9	\$0.0	\$59.8	\$77.8	\$9.0	\$66.0	\$56.1
	Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,104.0	\$1,813.7	\$1,658.3	\$1,656.2	\$1,625.4	\$1,824.1	\$1,735.6	\$1,665.9	\$1,752.4	\$1,718.4
Total by air		\$2,152.2	\$1,873.6	\$1,698.9	\$1,716.5	\$1,633.4	\$1,824.1	\$1,736.6	\$1,669.3	\$1,787.2	\$1,773.5	\$1,808.9
O'ahu		\$1,646.6	\$1,475.7	\$1,431.9	\$1,374.8	\$1,360.4	\$1,468.0	\$1,300.6	\$1,357.4	\$1,441.0	\$1,391.8	\$1,465.4
Maui		\$1,948.7	\$1,746.5	\$1,483.2	\$1,551.8	\$1,323.3	\$1,563.6	\$1,594.9	\$1,399.8	\$1,390.5	\$1,512.6	\$1,615.1
Moloka'i		\$811.4	\$696.8	\$502.9	\$467.8	\$511.8	\$428.2	\$394.3	\$404.5	\$401.1	\$580.1	\$610.6
Lāna'i		\$1,215.1	\$1,128.8	\$1,092.4	\$1,082.6	\$1,008.1	\$869.9	\$1,108.1	\$1,269.5	\$1,149.9	\$1,190.7	\$1,396.7
Kaua'i		\$1,482.7	\$1,337.2	\$1,304.2	\$1,276.4	\$1,144.4	\$1,278.1	\$1,240.2	\$1,242.0	\$1,269.9	\$1,315.1	\$1,360.7
Hawai'i Island		\$1,622.0	\$1,249.7	\$1,230.7	\$1,267.5	\$1,151.8	\$1,243.9	\$1,255.2	\$1,226.3	\$1,359.8	\$1,372.3	\$1,279.4
Visitor arrivals by cruise ships		\$350.2	\$283.9	\$304.3	\$364.9	\$362.1	\$0.0	\$158.9	\$326.6	\$52.1	\$356.9	\$293.9

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,434.7	\$2,660.0	\$3,935.5	\$5,038.6	\$6,088.1	\$7,396.7	\$8,712.2	\$9,959.6	\$11,000.9	\$12,094.2	\$13,193.0
	Total by air	\$1,428.3	\$2,646.4	\$3,915.0	\$5,007.3	\$6,055.3	\$7,363.9	\$8,679.4	\$9,926.2	\$10,966.8	\$12,051.3	\$13,145.6
	O'ahu	\$670.4	\$1,255.0	\$1,893.3	\$2,431.2	\$3,000.1	\$3,671.3	\$4,272.3	\$4,992.2	\$5,633.0	\$6,086.7	\$6,639.7
	Maui	\$391.6	\$731.3	\$1,059.9	\$1,355.1	\$1,596.5	\$1,925.6	\$2,309.4	\$2,537.8	\$2,698.6	\$3,071.0	\$3,360.6
	Moloka'i	\$4.5	\$7.5	\$9.8	\$11.8	\$14.0	\$16.0	\$17.9	\$19.8	\$21.5	\$24.0	\$26.6
	Lāna'i	\$7.9	\$15.0	\$22.5	\$28.7	\$34.1	\$40.2	\$49.5	\$59.3	\$66.3	\$69.8	\$77.1
	Kaua'i	\$136.6	\$257.0	\$382.0	\$490.1	\$594.5	\$731.0	\$867.9	\$1,001.5	\$1,104.6	\$1,212.1	\$1,322.9
	Hawai'i Island	\$217.3	\$380.5	\$547.6	\$690.4	\$816.0	\$979.7	\$1,162.4	\$1,315.5	\$1,442.7	\$1,587.7	\$1,718.7
	Visitor arrivals by cruise ships	\$6.39	\$13.61	\$20.43	\$31.29	\$32.77	\$32.77	\$32.85	\$33.47	\$34.09	\$42.92	\$47.35
Visitor days	TOTAL (air + ships)	7,112,937	13,312,875	20,180,795	25,964,284	31,566,225	38,186,830	45,283,887	51,891,009	57,126,222	62,743,103	68,279,221
	Total by air	7,011,589	13,097,704	19,856,709	25,475,339	31,059,587	37,680,192	44,775,973	51,375,126	56,541,835	62,024,861	67,481,981
	O'ahu	3,126,674	5,884,585	9,065,822	11,788,078	14,684,124	17,881,389	21,326,748	24,669,885	27,224,619	29,832,402	32,333,379
	Maui	1,847,033	3,499,760	5,338,013	6,798,241	8,109,518	9,760,887	11,564,588	13,160,967	14,404,225	15,829,697	17,339,873
	Moloka'i	34,957	57,062	77,182	94,551	112,226	131,912	152,464	167,553	184,753	207,616	231,080
	Lāna'i	25,018	45,959	72,312	91,597	108,314	130,786	153,795	175,249	193,285	214,536	234,023
	Kaua'i	779,183	1,461,505	2,198,602	2,816,260	3,458,498	4,267,832	5,121,163	5,870,869	6,474,894	7,112,850	7,737,323
	Hawai'i Island	1,198,724	2,148,833	3,104,777	3,886,612	4,586,906	5,507,385	6,457,215	7,330,604	8,060,059	8,827,759	9,606,303
	Visitor arrivals by cruise ships	101,348	215,171	324,086	488,945	506,638	506,638	507,914	515,883	584,386	718,241	797,240
Visitor arrivals	TOTAL (air + ships)	681,911	1,357,484	2,126,621	2,793,377	3,439,088	4,155,868	4,913,837	5,662,612	6,256,793	6,893,038	7,513,089
	Total by air	663,672	1,313,803	2,060,532	2,697,535	3,339,147	4,055,927	4,813,415	5,560,292	6,142,566	6,754,063	7,359,045
	O'ahu	407,151	803,333	1,249,056	1,640,829	2,059,046	2,515,823	3,007,327	3,493,800	3,882,600	4,281,747	4,659,146
	Maui	200,937	395,435	616,979	807,516	989,977	1,200,190	1,426,303	1,636,653	1,800,186	1,973,976	2,153,297
	Moloka'i	5,588	9,847	14,330	18,757	23,011	27,738	32,686	36,558	41,190	45,682	49,884
	Lāna'i	6,527	12,819	19,686	25,365	30,787	37,743	44,508	50,786	56,985	62,894	68,121
	Kaua'i	92,142	182,200	278,014	362,813	454,071	560,732	670,289	771,067	855,047	941,307	1,022,734
	Hawai'i Island	133,953	264,599	400,370	513,164	622,186	753,678	889,347	1,017,628	1,118,637	1,222,831	1,325,259
	Visitor arrivals by cruise ships	18,239	43,681	66,089	95,841	99,941	99,941	100,422	102,320	114,227	138,975	154,044
Length of stay	TOTAL (air + ships)	10.43	9.81	9.49	9.29	9.18	9.19	9.22	9.16	9.13	9.10	9.09
	Total by air	10.56	9.97	9.64	9.44	9.30	9.29	9.30	9.24	9.20	9.18	9.17
	O'ahu	7.68	7.33	7.26	7.18	7.13	7.11	7.09	7.06	7.01	6.97	6.94
	Maui	9.19	8.85	8.65	8.42	8.19	8.13	8.11	8.04	8.00	8.02	8.05
	Moloka'i	6.26	5.79	5.39	5.04	4.88	4.76	4.66	4.58	4.49	4.54	4.63
	Lāna'i	3.83	3.59	3.67	3.61	3.52	3.47	3.46	3.45	3.39	3.41	3.44
	Kaua'i	8.46	8.02	7.91	7.76	7.62	7.61	7.64	7.61	7.57	7.56	7.57
	Hawai'i Island	8.95	8.12	7.75	7.57	7.37	7.31	7.26	7.20	7.21	7.22	7.25
	Visitor arrivals by cruise ships	5.56	4.93	4.90	5.10	5.07	5.07	5.06	5.04	5.12	5.17	5.18
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$201.7	\$199.8	\$195.0	\$194.1	\$192.9	\$193.7	\$192.4	\$191.9	\$192.6	\$192.8	\$193.2
	Total by air	\$203.7	\$202.1	\$197.2	\$196.6	\$195.0	\$195.4	\$193.8	\$193.2	\$194.0	\$194.3	\$194.8
	O'ahu	\$214.4	\$213.3	\$208.8	\$206.2	\$204.3	\$205.3	\$200.3	\$202.4	\$206.9	\$204.0	\$205.4
	Maui	\$212.0	\$208.9	\$198.5	\$199.3	\$196.9	\$197.3	\$199.7	\$192.8	\$187.3	\$194.0	\$193.8
	Moloka'i	\$129.7	\$131.5	\$126.4	\$125.1	\$124.8	\$121.5	\$117.7	\$118.2	\$116.5	\$115.6	\$115.0
	Lāna'i	\$317.0	\$327.1	\$311.6	\$313.1	\$315.2	\$307.4	\$321.5	\$338.3	\$343.2	\$325.5	\$329.6
	Kaua'i	\$175.3	\$175.9	\$173.7	\$174.0	\$171.9	\$171.3	\$169.5	\$170.6	\$170.6	\$170.4	\$171.0
	Hawai'i Island	\$181.3	\$177.1	\$176.4	\$177.6	\$177.9	\$177.9	\$180.0	\$179.5	\$179.0	\$179.9	\$178.9
	Visitor arrivals by cruise ships	\$63.0	\$63.3	\$63.0	\$64.0	\$64.7	\$64.7	\$64.7	\$64.9	\$58.3	\$59.8	\$59.4
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,104.0	\$1,959.5	\$1,850.6	\$1,803.7	\$1,770.3	\$1,779.8	\$1,773.0	\$1,758.8	\$1,758.2	\$1,754.6	\$1,756.0
	Total by air	\$2,152.2	\$2,014.3	\$1,900.0	\$1,856.2	\$1,813.4	\$1,815.6	\$1,803.2	\$1,785.2	\$1,785.4	\$1,784.3	\$1,786.3
	O'ahu	\$1,646.6	\$1,562.3	\$1,515.8	\$1,481.7	\$1,457.0	\$1,459.3	\$1,420.6	\$1,428.9	\$1,450.8	\$1,421.5	\$1,425.1
	Maui	\$1,948.7	\$1,849.2	\$1,717.8	\$1,678.1	\$1,612.7	\$1,604.4	\$1,619.2	\$1,550.6	\$1,499.1	\$1,555.7	\$1,560.7
	Moloka'i	\$811.4	\$761.8	\$680.8	\$630.5	\$608.5	\$577.9	\$549.1	\$541.9	\$522.6	\$525.6	\$532.7
	Lāna'i	\$1,215.1	\$1,172.8	\$1,144.7	\$1,130.6	\$1,109.0	\$1,065.1	\$1,111.1	\$1,167.2	\$1,164.0	\$1,110.3	\$1,132.3
	Kaua'i	\$1,482.7	\$1,410.8	\$1,374.0	\$1,350.8	\$1,309.3	\$1,303.6	\$1,294.8	\$1,298.9	\$1,291.8	\$1,287.7	\$1,293.5
	Hawai'i Island	\$1,622.0	\$1,438.2	\$1,367.8	\$1,345.4	\$1,311.5	\$1,299.9	\$1,307.0	\$1,292.7	\$1,289.7	\$1,298.4	\$1,296.9
	Visitor arrivals by cruise ships	\$350.2	\$311.6	\$309.1	\$326.4	\$327.9	\$327.9	\$327.1	\$327.1	\$298.4	\$308.8	\$307.4

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	NOVEMBER			YEAR-TO-DATE		
	2013P	2012	% CHANGE	2013P	2012	% CHANGE
VISITOR DAYS	187,932	213,335	-11.9%	1,969,027	2,016,691	-2.4%
TOTAL VISITORS	24,928	30,203	-17.5%	261,331	262,495	-0.4%
ARRIVED BY SHIP	15,069	21,691	-30.5%	154,044	152,043	1.3%
ARRIVED BY AIR	9,860	8,512	15.8%	107,287	110,452	-2.9%
NUMBER OF SHIP ARRIVALS	7	12	-41.7%	76	81	-6.2%
ISLANDS VISITED						
Oahu	24,928	30,202	-17.5%	258,325	262,496	-1.6%
Kauai	19,749	25,140	-21.4%	230,450	225,972	2.0%
Maui County	24,928	29,749	-16.2%	249,090	243,499	2.3%
Maui	24,928	29,749	-16.2%	249,090	243,499	2.3%
Molokai	419	740	-43.4%	4,352	4,231	2.9%
Lanai	512	1,150	-55.5%	6,082	6,282	-3.2%
Hawai'i Island	24,409	29,770	-18.0%	252,682	249,304	1.4%
Average Islands Visited	3.81	3.87	-1.5%	3.8	3.78	1.6%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	0.89	0.73	22.4%	1.02	1.02	0.1%
Days in Hawaii during Cruise	5.19	4.79	8.3%	5.10	5.15	-0.8%
Days in Hawaii after Cruise	1.46	1.55	-5.5%	1.41	1.52	-7.1%
Total days in Hawai'i	7.54	7.06	6.7%	7.53	7.68	-1.9%
ACCOMMODATIONS						
Hotel	10,320	10,796	-4.4%	120,286	123,486	-2.6%
Hotel only	8,553	8,430	1.5%	103,454	106,594	-2.9%
Condo	1,274	1,945	-34.5%	12,405	12,271	1.1%
Condo only	282	458	-38.6%	3,175	3,399	-6.6%
Timeshare	1,095	1,458	-24.9%	10,716	10,969	-2.3%
Timeshare Only	279	555	-49.7%	3,662	4,247	-13.8%
Bed & Breakfast	121	243	-50.2%	1,843	1,613	14.3%
Bed & Breakfast only	-	14	-100.0%	244	288	-15.2%
Friends & relatives	885	995	-11.1%	6,211	5,558	11.7%
Other accommodation	1,219	1,277	-4.6%	10,186	10,187	0.0%
Accommodation (NET)	12,281	13,237	-7.2%	137,816	141,163	-2.4%
Cruise only	12,647	16,966	-25.5%	123,514	121,333	1.8%
TRAVEL STATUS						
% First timers	38.3	34.8	3.52	40.6	40.6	-0.03
% Repeat visitors	61.7	65.2	-3.52	58.9	59.4	-0.55

Source: Hawai'i Tourism Authority

