

TABLE 1. TOTAL VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
TOTAL VISITORS	664,954	663,672	0.2%	664,954	663,672	0.2%
Domestic	426,550	438,333	-2.7%	426,550	438,333	-2.7%
International	238,404	225,339	5.8%	238,404	225,339	5.8%
VISITOR DAYS	7,041,275	7,011,589	0.4%	7,041,275	7,011,589	0.4%
AVERAGE DAILY CENSUS	227,138	226,180	0.4%	227,138	226,180	0.4%
TOTAL AIR SEATS	946,549	915,702	3.4%	946,549	915,702	3.4%
TOTAL LOAD FACTOR (EST)	84.3%	85.0%	-0.7	84.3%	85.0%	-0.7
ISLANDS VISITED						
O'ahu	413,425	407,151	1.5%	413,425	407,151	1.5%
O'ahu only	306,407	296,505	3.3%	306,407	296,505	3.3%
O'ahu one day or less	18,263	10,986	66.2%	18,263	10,986	66.2%
Kaua'i	91,161	92,142	-1.1%	91,161	92,142	-1.1%
Kaua'i only	48,498	46,381	4.6%	48,498	46,381	4.6%
Kaua'i one day or less	8,245	9,329	-11.6%	8,245	9,329	-11.6%
Maui County	198,990	205,583	-3.2%	198,990	205,583	-3.2%
Maui	195,400	200,937	-2.8%	195,400	200,937	-2.8%
Maui only	119,072	123,563	-3.6%	119,072	123,563	-3.6%
Maui one day or less	12,431	14,080	-11.7%	12,431	14,080	-11.7%
Moloka'i *	5,143	5,588	-8.0%	5,143	5,588	-8.0%
Moloka'i only *	695	799	-13.1%	695	799	-13.1%
Moloka'i one day or less*	2,251	2,379	-5.4%	2,251	2,379	-5.4%
Lāna'i *	5,697	6,527	-12.7%	5,697	6,527	-12.7%
Lāna'i only *	665	904	-26.4%	665	904	-26.4%
Lāna'i one day or less*	2,920	2,969	-1.6%	2,920	2,969	-1.6%
Hawai'i Island	130,059	133,953	-2.9%	130,059	133,953	-2.9%
Kona side	110,613	112,802	-1.9%	110,613	112,802	-1.9%
Hilo side	45,008	48,606	-7.4%	45,008	48,606	-7.4%
Hawai'i Island only	60,418	62,637	-3.5%	60,418	62,637	-3.5%
Hawai'i Island one day or less	10,778	11,835	-8.9%	10,778	11,835	-8.9%
Any Neighbor Island	358,547	367,167	-2.3%	358,547	367,167	-2.3%
NI only	251,529	256,521	-1.9%	251,529	256,521	-1.9%
Oahu & NI	107,018	110,646	-3.3%	107,018	110,646	-3.3%
Any one island only	535,756	530,789	0.9%	535,756	530,789	0.9%
Multiple Islands	129,199	132,883	-2.8%	129,199	132,883	-2.8%
Avg. Islands Visited	1.26	1.28	-1.2%	1.26	1.28	-1.2%
Average Length of Stay in Hawai'i	10.59	10.56	0.2%	10.59	10.56	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	417,217	414,075	0.8%	417,217	414,075	0.8%
Hotel only	364,133	359,547	1.3%	364,133	359,547	1.3%
Plan to stay in Condo	127,217	126,786	0.3%	127,217	126,786	0.3%
Condo only	99,102	97,834	1.3%	99,102	97,834	1.3%
Plan to stay in Timeshare	57,517	57,096	0.7%	57,517	57,096	0.7%
Timeshare only	42,485	42,072	1.0%	42,485	42,072	1.0%
Cruise Ship	11,850	11,199	5.8%	11,850	11,199	5.8%
Friends/Relatives	58,079	59,807	-2.9%	58,079	59,807	-2.9%
Bed & Breakfast	7,963	8,021	-0.7%	7,963	8,021	-0.7%
Other	10,490	10,130	3.6%	10,490	10,130	3.6%

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	552,250	540,640	2.1%	552,250	540,640	2.1%
Honeymoon/Get Married	48,335	38,545	25.4%	48,335	38,545	25.4%
Honeymoon	43,596	34,761	25.4%	43,596	34,761	25.4%
Get Married	7,625	6,106	24.9%	7,625	6,106	24.9%
Pleasure/Vacation	509,150	505,727	0.7%	509,150	505,727	0.7%
Mtgs/Conventions/Incentive	49,366	56,393	-12.5%	49,366	56,393	-12.5%
Conventions	31,901	32,033	-0.4%	31,901	32,033	-0.4%
Corporate Meetings	8,833	9,529	-7.3%	8,833	9,529	-7.3%
Incentive	10,429	16,322	-36.1%	10,429	16,322	-36.1%
Other Business	24,878	22,864	8.8%	24,878	22,864	8.8%
Visit Friends/Rel.	51,395	54,660	-6.0%	51,395	54,660	-6.0%
Gov't/Military	6,530	7,750	-15.7%	6,530	7,750	-15.7%
Attend School	3,628	2,567	41.3%	3,628	2,567	41.3%
Sport Events	11,536	11,681	-1.2%	11,536	11,681	-1.2%
TRAVEL STATUS						
% First Timers**	32.6	31.4	3.9%	32.6	31.4	3.9%
% Repeaters**	67.4	68.6	-1.8%	67.4	68.6	-1.8%
Average # of Trips	5.3	5.3	-1.5%	5.3	5.3	-1.5%
Group Tour	54,647	60,380	-9.5%	54,647	60,380	-9.5%
Non-Group	610,307	603,292	1.2%	610,307	603,292	1.2%
Package Trip	218,180	210,856	3.5%	218,180	210,856	3.5%
No Package	446,774	452,816	-1.3%	446,774	452,816	-1.3%
Net True Independent	438,942	442,295	-0.8%	438,942	442,295	-0.8%
Ave. Age	46.8	46.6	0.4%	46.8	46.6	0.4%
Ave. Party Size	2.06	2.03	1.6%	2.06	2.03	1.6%

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

Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
DOMESTIC VISITORS	426,550	438,333	-2.7%	426,550	438,333	-2.7%
DOMESTIC VISITOR DAYS	5,090,434	5,154,796	-1.2%	5,090,434	5,154,796	-1.2%
DOMESTIC AVERAGE DAILY CENSUS	164,208	166,284	-1.2%	164,208	166,284	-1.2%
DOMESTIC AIR SEATS	602,810	606,093	-0.5%	602,810	606,093	-0.5%
DOMESTIC LOAD FACTOR (EST)	88.9%	88.2%	0.7	88.9%	88.2%	0.7
ISLANDS VISITED						
O'ahu	213,303	219,491	-2.8%	213,303	219,491	-2.8%
O'ahu only	148,181	154,792	-4.3%	148,181	154,792	-4.3%
O'ahu one day or less	15,164	8,221	84.5%	15,164	8,221	84.5%
Kaua'i	79,300	78,030	1.6%	79,300	78,030	1.6%
Kaua'i only	43,821	43,919	-0.2%	43,821	43,919	-0.2%
Kaua'i one day or less	5,826	5,301	9.9%	5,826	5,301	9.9%
Maui County	154,038	156,261	-1.4%	154,038	156,261	-1.4%
Maui	150,773	152,823	-1.3%	150,773	152,823	-1.3%
Maui only	97,151	100,001	-2.8%	97,151	100,001	-2.8%
Maui one day or less	6,508	6,302	3.3%	6,508	6,302	3.3%
Moloka'i *	4,458	4,078	9.3%	4,458	4,078	9.3%
Moloka'i only *	632	660	-4.2%	632	660	-4.2%
Moloka'i one day or less*	1,898	1,482	28.1%	1,898	1,482	28.1%
Lāna'i *	4,874	4,900	-0.5%	4,874	4,900	-0.5%
Lāna'i only *	656	885	-25.9%	656	885	-25.9%
Lāna'i one day or less*	2,412	1,948	23.8%	2,412	1,948	23.8%
Hawai'i Island	93,315	95,360	-2.1%	93,315	95,360	-2.1%
Kona side	81,176	82,961	-2.2%	81,176	82,961	-2.2%
Hilo side	31,605	31,331	0.9%	31,605	31,331	0.9%
Hawai'i Island only	51,922	54,511	-4.7%	51,922	54,511	-4.7%
Hawai'i Island one day or less	3,815	3,784	0.8%	3,815	3,784	0.8%
Any Neighbor Island	278,369	283,541	-1.8%	278,369	283,541	-1.8%
NI only	213,248	218,842	-2.6%	213,248	218,842	-2.6%
Oahu & NI	65,121	64,699	0.7%	65,121	64,699	0.7%
Any one island only	342,364	354,768	-3.5%	342,364	354,768	-3.5%
Multiple Islands	84,186	83,565	0.7%	84,186	83,565	0.7%
Avg. Islands Visited	1.28	1.27	1.2%	1.28	1.27	1.2%
Average Length of Stay in Hawai'i	11.93	11.76	1.5%	11.93	11.76	1.5%
Plan to stay in Hotel	229,281	239,668	-4.3%	229,281	239,668	-4.3%
Hotel only	187,758	199,028	-5.7%	187,758	199,028	-5.7%
Plan to stay in Condo	90,534	90,317	0.2%	90,534	90,317	0.2%
Condo only	69,819	70,008	-0.3%	69,819	70,008	-0.3%
Plan to stay in Timeshare	47,837	46,930	1.9%	47,837	46,930	1.9%
Timeshare only	35,436	35,105	0.9%	35,436	35,105	0.9%
Cruise Ship	10,196	8,977	13.6%	10,196	8,977	13.6%
Friends/Relatives	51,192	54,042	-5.3%	51,192	54,042	-5.3%
Bed & Breakfast	6,308	6,396	-1.4%	6,308	6,396	-1.4%
Other	9,665	9,179	5.3%	9,665	9,179	5.3%

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	339,837	343,820	-1.2%	339,837	343,820	-1.2%
Honeymoon/Get Married	15,797	13,929	13.4%	15,797	13,929	13.4%
Honeymoon	13,325	11,805	12.9%	13,325	11,805	12.9%
Get Married	3,892	2,982	30.5%	3,892	2,982	30.5%
Pleasure/Vacation	327,517	332,557	-1.5%	327,517	332,557	-1.5%
Mtgs/Conventions/Incentive	37,967	41,984	-9.6%	37,967	41,984	-9.6%
Conventions	26,510	28,018	-5.4%	26,510	28,018	-5.4%
Corporate Meetings	7,570	8,825	-14.2%	7,570	8,825	-14.2%
Incentive	5,498	6,519	-15.7%	5,498	6,519	-15.7%
Other Business	22,263	22,013	1.1%	22,263	22,013	1.1%
Visit Friends/Rel.	45,723	46,917	-2.5%	45,723	46,917	-2.5%
Gov't/Military	6,226	7,066	-11.9%	6,226	7,066	-11.9%
Attend School	2,987	2,123	40.7%	2,987	2,123	40.7%
Sport Events	10,097	10,186	-0.9%	10,097	10,186	-0.9%
TRAVEL STATUS						
% First Timers**	25.31	26.0	-2.7%	25.31	26.0	-2.7%
% Repeaters**	74.69	74.0	0.9%	74.69	74.0	0.9%
Average # of Trips	6.29	6.19	1.7%	6.29	6.19	1.7%
Group Tour	16,309	17,982	-9.3%	16,309	17,982	-9.3%
Non-Group	410,242	420,351	-2.4%	410,242	420,351	-2.4%
Package Trip	79,286	85,422	-7.2%	79,286	85,422	-7.2%
No Package	347,265	352,911	-1.6%	347,265	352,911	-1.6%
Net True Independent	342,173	347,466	-1.5%	342,173	347,466	-1.5%
Ave. Age of Party Head	49.0	48.4	1.2%	49.0	48.4	1.2%
Ave. Party Size	1.87	1.84	1.5%	1.87	1.84	1.5%

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
INTERNATIONAL VISITORS	238,404	225,339	5.8%	238,404	225,339	5.8%
INTERNATIONAL VISITOR DAYS	1,950,841	1,856,793	5.1%	1,950,841	1,856,793	5.1%
INTERNATIONAL AVERAGE DAILY CENSUS	62,930	59,897	5.1%	62,930	59,897	5.1%
INTERNATIONAL AIR SEATS	343,739	309,609	11.0%	343,739	309,609	11.0%
INTERNATIONAL LOAD FACTOR (EST)	76.1%	78.7%	-2.6	76.1%	78.7%	-2.6
ISLANDS VISITED						
O'ahu	200,122	187,660	6.6%	200,122	187,660	6.6%
O'ahu only	158,226	141,713	11.7%	158,226	141,713	11.7%
O'ahu one day or less	3,098	2,765	12.1%	3,098	2,765	12.1%
Kaua'i	11,862	14,112	-15.9%	11,862	14,112	-15.9%
Kaua'i only	4,677	2,462	90.0%	4,677	2,462	90.0%
Kaua'i one day or less	2,418	4,028	-40.0%	2,418	4,028	-40.0%
Maui County	44,953	49,322	-8.9%	44,953	49,322	-8.9%
Maui	44,626	48,114	-7.2%	44,626	48,114	-7.2%
Maui only	21,921	23,562	-7.0%	21,921	23,562	-7.0%
Maui one day or less	5,923	7,778	-23.8%	5,923	7,778	-23.8%
Moloka'i *	685	1,510	-54.7%	685	1,510	-54.7%
Moloka'i only *	62	139	-55.3%	62	139	-55.3%
Moloka'i one day or less*	0	897	-100.0%	0	897	-100.0%
Lāna'i *	823	1,627	-49.4%	823	1,627	-49.4%
Lāna'i only *	9	19	-50.8%	9	19	-50.8%
Lāna'i one day or less*	508	1,021	-50.3%	508	1,021	-50.3%
Hawai'i Island	36,744	38,593	-4.8%	36,744	38,593	-4.8%
Kona side	29,437	29,841	-1.4%	29,437	29,841	-1.4%
Hilo side	13,403	17,275	-22.4%	13,403	17,275	-22.4%
Hawai'i Island only	8,496	8,126	4.5%	8,496	8,126	4.5%
Hawai'i Island one day or less	6,963	8,051	-13.5%	6,963	8,051	-13.5%
Any Neighbor Island	80,178	83,626	-4.1%	80,178	83,626	-4.1%
NI only	38,282	37,679	1.6%	38,282	37,679	1.6%
Oahu & NI	41,896	45,947	-8.8%	41,896	45,947	-8.8%
Any one island only	193,392	176,021	9.9%	193,392	176,021	9.9%
Multiple Islands	45,012	49,318	-8.7%	45,012	49,318	-8.7%
Avg. Islands Visited	1.24	1.29	-4.2%	1.24	1.29	-4.2%
Average Length of Stay in Hawai'i	8.18	8.24	-0.7%	8.18	8.24	-0.7%
Plan to stay in Hotel	187,937	174,407	7.8%	187,937	174,407	7.8%
Hotel only	176,376	160,519	9.9%	176,376	160,519	9.9%
Plan to stay in Condo	36,684	36,469	0.6%	36,684	36,469	0.6%
Condo only	29,283	27,826	5.2%	29,283	27,826	5.2%
Plan to stay in Timeshare	9,680	10,166	-4.8%	9,680	10,166	-4.8%
Timeshare only	7,049	6,967	1.2%	7,049	6,967	1.2%
Cruise Ship	1,654	2,222	-25.6%	1,654	2,222	-25.6%
Friends/Relatives	6,887	5,765	19.5%	6,887	5,765	19.5%
Bed & Breakfast	1,655	1,625	1.9%	1,655	1,625	1.9%
Other	825	951	-13.3%	825	951	-13.3%

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
Pleasure (Net)	212,412	196,820	7.9%	212,412	196,820	7.9%
Honeymoon/Get Married	32,538	24,616	32.2%	32,538	24,616	32.2%
Honeymoon	30,271	22,956	31.9%	30,271	22,956	31.9%
Get Married	3,733	3,124	19.5%	3,733	3,124	19.5%
Pleasure/Vacation	181,633	173,170	4.9%	181,633	173,170	4.9%
Mtgs/Conventions/Incentive	11,399	14,409	-20.9%	11,399	14,409	-20.9%
Conventions	5,392	4,015	34.3%	5,392	4,015	34.3%
Corporate Meetings	1,263	704	79.4%	1,263	704	79.4%
Incentive	4,931	9,803	-49.7%	4,931	9,803	-49.7%
Other Business	2,615	851	207.3%	2,615	851	207.3%
Visit Friends/Rel.	5,672	7,743	-26.7%	5,672	7,743	-26.7%
Gov't/Military	304	684	-55.5%	304	684	-55.5%
Attend School	641	444	44.4%	641	444	44.4%
Sport Events	1,439	1,495	-3.7%	1,439	1,495	-3.7%
% First Timers**	45.76	41.8	9.5%	45.76	41.8	9.5%
% Repeaters**	54.24	58.2	-6.8%	54.24	58.2	-6.8%
Average # of Trips	3.41	3.69	-7.6%	3.41	3.69	-7.6%
Group Tour	38,338	42,398	-9.6%	38,338	42,398	-9.6%
Non-Group	200,066	182,941	9.4%	200,066	182,941	9.4%
Package Trip	138,895	125,434	10.7%	138,895	125,434	10.7%
No Package	99,509	99,905	-0.4%	99,509	99,905	-0.4%
Net True Independent	96,768	94,829	2.0%	96,768	94,829	2.0%
Ave. Age of Party Head	42.8	43.0	-0.6%	42.8	43.0	-0.6%
Ave. Party Size	2.40	2.55	-6.2%	2.40	2.55	-6.2%

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

Source: Hawai'i Tourism Authority

TABLE 4. U.S. WEST VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
TOTAL VISITORS	231,871	242,924	-4.6%	231,871	242,924	-4.6%
Domestic	226,656	236,174	-4.0%	226,656	236,174	-4.0%
International	5,215	6,750	-22.7%	5,215	6,750	-22.7%
VISITOR DAYS	2,550,243	2,647,797	-3.7%	2,550,243	2,647,797	-3.7%
AVERAGE DAILY CENSUS	82,266	85,413	-3.7%	82,266	85,413	-3.7%
ISLANDS VISITED						
O'ahu	102,086	106,278	-3.9%	102,086	106,278	-3.9%
O'ahu only	78,584	82,234	-4.4%	78,584	82,234	-4.4%
O'ahu one day or less	5,779	3,162	82.8%	5,779	3,162	82.8%
Kaua'i	40,137	41,390	-3.0%	40,137	41,390	-3.0%
Kaua'i only	27,887	29,057	-4.0%	27,887	29,057	-4.0%
Kaua'i one day or less	2,086	2,125	-1.8%	2,086	2,125	-1.8%
Maui County	80,587	84,502	-4.6%	80,587	84,502	-4.6%
Maui	78,800	81,827	-3.7%	78,800	81,827	-3.7%
Maui only	60,179	62,915	-4.3%	60,179	62,915	-4.3%
Maui one day or less	2,482	3,532	-29.7%	2,482	3,532	-29.7%
Moloka'i *	2,150	2,692	-20.1%	2,150	2,692	-20.1%
Moloka'i only *	390	458	-14.8%	390	458	-14.8%
Moloka'i one day or less*	820	1,049	-21.8%	820	1,049	-21.8%
Lāna'i *	2,490	2,702	-7.8%	2,490	2,702	-7.8%
Lāna'i only *	419	580	-27.8%	419	580	-27.8%
Lāna'i one day or less*	1,317	1,282	2.7%	1,317	1,282	2.7%
Hawai'i Island	47,447	50,123	-5.3%	47,447	50,123	-5.3%
Kona side	41,849	44,620	-6.2%	41,849	44,620	-6.2%
Hilo side	13,797	14,232	-3.1%	13,797	14,232	-3.1%
Hawai'i Island only	32,346	34,902	-7.3%	32,346	34,902	-7.3%
Hawai'i Island one day or less	1,680	1,423	18.1%	1,680	1,423	18.1%
Any Neighbor Island	153,287	160,690	-4.6%	153,287	160,690	-4.6%
NI only	129,785	136,646	-5.0%	129,785	136,646	-5.0%
Oahu & NI	23,502	24,044	-2.3%	23,502	24,044	-2.3%
Any one island only	199,805	210,146	-4.9%	199,805	210,146	-4.9%
Multiple Islands	32,066	32,778	-2.2%	32,066	32,778	-2.2%
Avg. Islands Visited	1.18	1.17	0.6%	1.18	1.17	0.6%
Average Length of Stay in Hawai'i	11.00	10.90	0.9%	11.00	10.90	0.9%
ACCOMMODATIONS						
Plan to stay in Hotel	111,775	119,994	-6.8%	111,775	119,994	-6.8%
Hotel only	93,496	101,969	-8.3%	93,496	101,969	-8.3%
Plan to stay in Condo	54,834	56,635	-3.2%	54,834	56,635	-3.2%
Condo only	44,247	45,926	-3.7%	44,247	45,926	-3.7%
Plan to stay in Timeshare	27,286	26,414	3.3%	27,286	26,414	3.3%
Timeshare only	21,083	20,382	3.4%	21,083	20,382	3.4%
	0			0		
Cruise Ship	2,566	1,727	48.6%	2,566	1,727	48.6%
Friends/Relatives	31,053	33,046	-6.0%	31,053	33,046	-6.0%
Bed & Breakfast	2,965	2,906	2.0%	2,965	2,906	2.0%
Other	5,323	5,119	4.0%	5,323	5,119	4.0%

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

TABLE 4. U.S. WEST VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	185,049	192,415	-3.8%	185,049	192,415	-3.8%
Honeymoon/Get Married	7,707	6,498	18.6%	7,707	6,498	18.6%
Honeymoon	6,324	5,271	20.0%	6,324	5,271	20.0%
Get Married	2,207	1,625	35.8%	2,207	1,625	35.8%
Pleasure/Vacation	179,067	187,326	-4.4%	179,067	187,326	-4.4%
Mtgs/Conventions/Incentive	16,431	17,941	-8.4%	16,431	17,941	-8.4%
Conventions	11,087	11,814	-6.2%	11,087	11,814	-6.2%
Corporate Meetings	3,774	4,357	-13.4%	3,774	4,357	-13.4%
Incentive	2,379	2,293	3.7%	2,379	2,293	3.7%
Other Business	14,058	13,162	6.8%	14,058	13,162	6.8%
Visit Friends/Rel.	27,110	28,577	-5.1%	27,110	28,577	-5.1%
Gov't/Military	2,592	2,817	-8.0%	2,592	2,817	-8.0%
Attend School	1,590	1,055	50.7%	1,590	1,055	50.7%
Sport Events	5,450	5,614	-2.9%	5,450	5,614	-2.9%
TRAVEL STATUS						
% First Timers**	16.1	16.1	0.3%	16.1	16.1	0.3%
% Repeaters**	83.9	83.9	0.0%	83.9	83.9	0.0%
Average # of Trips	7.6	7.5	1.0%	7.6	7.5	1.0%
Group Tour	5,449	5,845	-6.8%	5,449	5,845	-6.8%
Non-Group	226,422	237,079	-4.5%	226,422	237,079	-4.5%
Package Trip	35,445	39,406	-10.1%	35,445	39,406	-10.1%
No Package	196,425	203,518	-3.5%	196,425	203,518	-3.5%
Net True Independent	194,306	201,308	-3.5%	194,306	201,308	-3.5%
Ave. Age of Party Head	48.8	48.1	1.4%	48.8	48.1	1.4%
Ave. Party Size	1.90	1.88	0.9%	1.90	1.88	0.9%

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

Source: Hawai'i Tourism Authority

TABLE 5. U.S. EAST VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
TOTAL VISITORS	146,190	152,416	-4.1%	146,190	152,416	-4.1%
Domestic	142,589	147,779	-3.5%	142,589	147,779	-3.5%
International	3,601	4,637	-22.3%	3,601	4,637	-22.3%
VISITOR DAYS	1,870,471	1,914,377	-2.3%	1,870,471	1,914,377	-2.3%
AVERAGE DAILY CENSUS	60,338	61,754	-2.3%	60,338	61,754	-2.3%
ISLANDS VISITED						
O'ahu	81,952	86,819	-5.6%	81,952	86,819	-5.6%
O'ahu only	49,170	51,247	-4.1%	49,170	51,247	-4.1%
O'ahu one day or less	7,913	4,495	76.0%	7,913	4,495	76.0%
Kaua'i	32,380	31,901	1.5%	32,380	31,901	1.5%
Kaua'i only	13,541	11,133	21.6%	13,541	11,133	21.6%
Kaua'i one day or less	3,343	3,229	3.5%	3,343	3,229	3.5%
Maui County	56,362	59,511	-5.3%	56,362	59,511	-5.3%
Maui	55,225	58,400	-5.4%	55,225	58,400	-5.4%
Maui only	27,437	29,454	-6.8%	27,437	29,454	-6.8%
Maui one day or less	3,235	3,268	-1.0%	3,235	3,268	-1.0%
Moloka'i *	1,647	1,653	-0.4%	1,647	1,653	-0.4%
Moloka'i only *	183	151	21.0%	183	151	21.0%
Moloka'i one day or less*	784	766	2.4%	784	766	2.4%
Lāna'i *	2,106	2,092	0.7%	2,106	2,092	0.7%
Lāna'i only *	182	215	-15.3%	182	215	-15.3%
Lāna'i one day or less*	1,011	906	11.6%	1,011	906	11.6%
Hawai'i Island	35,082	38,565	-9.0%	35,082	38,565	-9.0%
Kona side	30,048	33,253	-9.6%	30,048	33,253	-9.6%
Hilo side	13,773	15,874	-13.2%	13,773	15,874	-13.2%
Hawai'i Island only	14,522	16,272	-10.8%	14,522	16,272	-10.8%
Hawai'i Island one day or less	1,856	1,719	7.9%	1,856	1,719	7.9%
Any Neighbor Island	97,020	101,169	-4.1%	97,020	101,169	-4.1%
NI only	64,238	65,597	-2.1%	64,238	65,597	-2.1%
Oahu & NI	32,782	35,572	-7.8%	32,782	35,572	-7.8%
Any one island only	105,034	108,472	-3.2%	105,034	108,472	-3.2%
Multiple Islands	41,156	43,944	-6.3%	41,156	43,944	-6.3%
Avg. Islands Visited	1.43	1.44	-0.7%	1.43	1.44	-0.7%
Average Length of Stay in Hawai'i	12.79	12.56	1.9%	12.79	12.56	1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	88,102	93,933	-6.2%	88,102	93,933	-6.2%
Hotel only	69,911	74,385	-6.0%	69,911	74,385	-6.0%
Plan to stay in Condo	24,907	24,007	3.7%	24,907	24,007	3.7%
Condo only	17,316	16,910	2.4%	17,316	16,910	2.4%
Plan to stay in Timeshare	17,042	17,747	-4.0%	17,042	17,747	-4.0%
Timeshare only	11,955	12,546	-4.7%	11,955	12,546	-4.7%
	0			0		
Cruise Ship	6,387	7,163	-10.8%	6,387	7,163	-10.8%
Friends/Relatives	17,183	17,698	-2.9%	17,183	17,698	-2.9%
Bed & Breakfast	2,178	2,365	-7.9%	2,178	2,365	-7.9%
Other	3,367	3,364	0.1%	3,367	3,364	0.1%

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

TABLE 5. U.S. EAST VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	111,973	113,440	-1.3%	111,973	113,440	-1.3%
Honeymoon/Get Married	6,240	5,713	9.2%	6,240	5,713	9.2%
Honeymoon	5,429	5,068	7.1%	5,429	5,068	7.1%
Get Married	1,272	1,028	23.7%	1,272	1,028	23.7%
Pleasure/Vacation	107,074	108,642	-1.4%	107,074	108,642	-1.4%
Mtgs/Conventions/Incentive	18,169	20,858	-12.9%	18,169	20,858	-12.9%
Conventions	13,080	14,007	-6.6%	13,080	14,007	-6.6%
Corporate Meetings	3,048	3,925	-22.3%	3,048	3,925	-22.3%
Incentive	2,706	3,710	-27.1%	2,706	3,710	-27.1%
Other Business	7,647	7,692	-0.6%	7,647	7,692	-0.6%
Visit Friends/Rel.	15,549	16,454	-5.5%	15,549	16,454	-5.5%
Gov't/Military	3,282	4,160	-21.1%	3,282	4,160	-21.1%
Attend School	1,072	729	47.0%	1,072	729	47.0%
Sport Events	3,767	3,788	-0.6%	3,767	3,788	-0.6%
TRAVEL STATUS						
% First Timers**	34.7	35.4	-2.0%	34.7	35.4	-2.0%
% Repeaters**	65.3	64.6	1.1%	65.3	64.6	1.1%
Average # of Trips	5.0	4.8	4.2%	5.0	4.8	4.2%
Group Tour	8,304	9,929	-16.4%	8,304	9,929	-16.4%
Non-Group	137,886	142,487	-3.2%	137,886	142,487	-3.2%
Package Trip	30,281	33,151	-8.7%	30,281	33,151	-8.7%
No Package	115,909	119,265	-2.8%	115,909	119,265	-2.8%
Net True Independent	113,711	116,853	-2.7%	113,711	116,853	-2.7%
Ave. Age of Party Head	50.6	49.7	1.7%	50.6	49.7	1.7%
Ave. Party Size	1.79	1.76	1.5%	1.79	1.76	1.5%

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

Source: Hawai'i Tourism Authority

TABLE 6. JAPAN VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
TOTAL VISITORS	126,330	118,050	7.0%	126,330	118,050	7.0%
Domestic	711	431	65.0%	711	431	65.0%
International	125,619	117,619	6.8%	125,619	117,619	6.8%
VISITOR DAYS	719,770	684,406	5.2%	719,770	684,406	5.2%
AVERAGE DAILY CENSUS	23,219	22,078	5.2%	23,219	22,078	5.2%
ISLANDS VISITED						
O'ahu	122,693	113,658	7.9%	122,693	113,658	7.9%
O'ahu only	103,886	94,611	9.8%	103,886	94,611	9.8%
O'ahu one day or less	1,541	1,082	42.4%	1,541	1,082	42.4%
Kaua'i	1,986	2,783	-28.6%	1,986	2,783	-28.6%
Kaua'i only	168	514	-67.4%	168	514	-67.4%
Kaua'i one day or less	1,117	1,723	-35.2%	1,117	1,723	-35.2%
Maui County	6,508	7,230	-10.0%	6,508	7,230	-10.0%
Maui	6,327	7,039	-10.1%	6,327	7,039	-10.1%
Maui only	707	1,405	-49.7%	707	1,405	-49.7%
Maui one day or less	2,948	3,023	-2.5%	2,948	3,023	-2.5%
Moloka'i *	221	117	88.6%	221	117	88.6%
Moloka'i only *	0	0	NA	0	0	NA
Moloka'i one day or less*	115	73	57.2%	115	73	57.2%
Lāna'i *	117	205	-42.9%	117	205	-42.9%
Lāna'i only *	1	0	NA	1	0	NA
Lāna'i one day or less*	26	0	NA	26	0	NA
Hawai'i Island	17,466	16,703	4.6%	17,466	16,703	4.6%
Kona side	13,026	11,559	12.7%	13,026	11,559	12.7%
Hilo side	6,540	6,853	-4.6%	6,540	6,853	-4.6%
Hawai'i Island only	2,489	1,972	26.2%	2,489	1,972	26.2%
Hawai'i Island one day or less	3,938	5,767	-31.7%	3,938	5,767	-31.7%
Any Neighbor Island	22,444	23,439	-4.2%	22,444	23,439	-4.2%
NI only	3,637	4,392	-17.2%	3,637	4,392	-17.2%
Oahu & NI	18,807	19,047	-1.3%	18,807	19,047	-1.3%
Any one island only	107,250	98,502	8.9%	107,250	98,502	8.9%
Multiple Islands	19,080	19,548	-2.4%	19,080	19,548	-2.4%
Avg. Islands Visited	1.18	1.19	-0.9%	1.18	1.19	-0.9%
Average Length of Stay in Hawai'i	5.70	5.80	-1.7%	5.70	5.80	-1.7%
ACCOMMODATIONS						
Plan to stay in Hotel	112,368	103,775	8.3%	112,368	103,775	8.3%
Hotel only	109,438	101,024	8.3%	109,438	101,024	8.3%
Plan to stay in Condo	10,866	11,355	-4.3%	10,866	11,355	-4.3%
Condo only	9,217	8,868	3.9%	9,217	8,868	3.9%
Plan to stay in Timeshare	4,207	3,709	13.4%	4,207	3,709	13.4%
Timeshare only	3,041	2,799	8.7%	3,041	2,799	8.7%
	0			0		
Cruise Ship	673	248	171.2%	673	248	171.2%
Friends/Relatives	1,096	1,757	-37.6%	1,096	1,757	-37.6%
Bed & Breakfast	141	292	-51.8%	141	292	-51.8%
Other	92	69	33.5%	92	69	33.5%

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

TABLE 6. JAPAN VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	111,436	100,188	11.2%	111,436	100,188	11.2%
Honeymoon/Get Married	23,947	17,014	40.7%	23,947	17,014	40.7%
Honeymoon	22,879	15,948	43.5%	22,879	15,948	43.5%
Get Married	2,311	2,453	-5.8%	2,311	2,453	-5.8%
Pleasure/Vacation	88,733	83,921	5.7%	88,733	83,921	5.7%
Mtgs/Conventions/Incentive	4,239	9,782	-56.7%	4,239	9,782	-56.7%
Conventions	510	601	-15.2%	510	601	-15.2%
Corporate Meetings	251	112	124.3%	251	112	124.3%
Incentive	3,495	9,069	-61.5%	3,495	9,069	-61.5%
Other Business	632	394	60.5%	632	394	60.5%
Visit Friends/Rel.	1,865	1,782	4.6%	1,865	1,782	4.6%
Gov't/Military	28	36	-21.2%	28	36	-21.2%
Attend School	166	195	-14.8%	166	195	-14.8%
Sport Events	986	1,243	-20.7%	986	1,243	-20.7%
TRAVEL STATUS						
% First Timers**	42.0	39.2	7.0%	42.0	39.2	7.0%
% Repeaters**	58.0	60.8	-4.5%	58.0	60.8	-4.5%
Average # of Trips	3.8	4.2	-9.7%	3.8	4.2	-9.7%
Group Tour	29,075	32,876	-11.6%	29,075	32,876	-11.6%
Non-Group	97,255	85,174	14.2%	97,255	85,174	14.2%
Package Trip	100,302	86,923	15.4%	100,302	86,923	15.4%
No Package	26,028	31,127	-16.4%	26,028	31,127	-16.4%
Net True Independent	24,049	26,871	-10.5%	24,049	26,871	-10.5%
Ave. Age of Party Head	42.4	43.2	-1.9%	42.4	43.2	-1.9%
Ave. Party Size	2.47	2.74	-9.8%	2.47	2.74	-9.8%

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

Source: Hawai'i Tourism Authority

TABLE 7. CANADA VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
TOTAL VISITORS	70,167	67,323	4.2%	70,167	67,323	4.2%
Domestic	24,316	23,634	2.9%	24,316	23,634	2.9%
International	45,851	43,689	4.9%	45,851	43,689	4.9%
VISITOR DAYS	1,042,557	971,750	7.3%	1,042,557	971,750	7.3%
AVERAGE DAILY CENSUS	33,630	31,347	7.3%	33,630	31,347	7.3%
ISLANDS VISITED						
O'ahu	25,780	26,711	-3.5%	25,780	26,711	-3.5%
O'ahu only	16,975	16,844	0.8%	16,975	16,844	0.8%
O'ahu one day or less	1,231	1,027	19.9%	1,231	1,027	19.9%
Kaua'i	10,902	9,800	11.2%	10,902	9,800	11.2%
Kaua'i only	5,681	4,484	26.7%	5,681	4,484	26.7%
Kaua'i one day or less	730	755	-3.3%	730	755	-3.3%
Maui County	36,001	34,819	3.4%	36,001	34,819	3.4%
Maui	35,770	34,558	3.5%	35,770	34,558	3.5%
Maui only	26,591	25,509	4.2%	26,591	25,509	4.2%
Maui one day or less	1,074	936	14.8%	1,074	936	14.8%
Moloka'i *	621	512	21.3%	621	512	21.3%
Moloka'i only *	94	91	3.8%	94	91	3.8%
Moloka'i one day or less*	241	211	14.4%	241	211	14.4%
Lāna'i *	443	947	-53.3%	443	947	-53.3%
Lāna'i only *	18	43	-58.4%	18	43	-58.4%
Lāna'i one day or less*	200	534	-62.5%	200	534	-62.5%
Hawai'i Island	14,311	13,426	6.6%	14,311	13,426	6.6%
Kona side	13,183	12,281	7.3%	13,183	12,281	7.3%
Hilo side	4,346	4,205	3.4%	4,346	4,205	3.4%
Hawai'i Island only	8,101	6,943	16.7%	8,101	6,943	16.7%
Hawai'i Island one day or less	584	569	2.7%	584	569	2.7%
Any Neighbor Island	53,192	50,479	5.4%	53,192	50,479	5.4%
NI only	44,387	40,612	9.3%	44,387	40,612	9.3%
Oahu & NI	8,805	9,867	-10.8%	8,805	9,867	-10.8%
Any one island only	57,461	53,914	6.6%	57,461	53,914	6.6%
Multiple Islands	12,706	13,409	-5.2%	12,706	13,409	-5.2%
Avg. Islands Visited	1.25	1.28	-2.1%	1.25	1.28	-2.1%
Average Length of Stay in Hawai'i	14.86	14.43	2.9%	14.86	14.43	2.9%
ACCOMMODATIONS						
Plan to stay in Hotel	29,961	29,889	0.2%	29,961	29,889	0.2%
Hotel only	22,745	21,553	5.5%	22,745	21,553	5.5%
Plan to stay in Condo	28,878	28,797	0.3%	28,878	28,797	0.3%
Condo only	23,918	22,463	6.5%	23,918	22,463	6.5%
Plan to stay in Timeshare	7,227	6,948	4.0%	7,227	6,948	4.0%
Timeshare only	5,086	4,798	6.0%	5,086	4,798	6.0%
Cruise Ship	969	847	14.4%	969	847	14.4%
Friends/Relatives	3,398	2,769	22.7%	3,398	2,769	22.7%
Bed & Breakfast	1,179	1,181	-0.1%	1,179	1,181	-0.1%
Other	760	672	13.0%	760	672	13.0%

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

TABLE 7. CANADA VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2014	2013	CHANGE	2014	2013	CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	65,426	63,743	2.6%	65,426	63,743	2.6%
Honeymoon/Get Married	1,955	1,171	66.9%	1,955	1,171	66.9%
Honeymoon	1,630	926	76.0%	1,630	926	76.0%
Get Married	481	343	40.2%	481	343	40.2%
Pleasure/Vacation	63,906	62,828	1.7%	63,906	62,828	1.7%
Mtgs/Conventions/Incentive	4,253	2,102	102.3%	4,253	2,102	102.3%
Conventions	3,136	1,699	84.6%	3,136	1,699	84.6%
Corporate Meetings	1,089	308	253.7%	1,089	308	253.7%
Incentive	241	153	57.2%	241	153	57.2%
Other Business	907	418	117.1%	907	418	117.1%
Visit Friends/Rel.	2,612	2,409	8.4%	2,612	2,409	8.4%
Gov't/Military	118	65	80.9%	118	65	80.9%
Attend School	137	68	101.5%	137	68	101.5%
Sport Events	691	534	29.4%	691	534	29.4%
TRAVEL STATUS						
% First Timers**	29.2	29.8	-2.2%	29.2	29.8	-2.2%
% Repeaters**	70.8	70.2	0.9%	70.8	70.2	0.9%
Average # of Trips	4.3	4.1	4.4%	4.3	4.1	4.4%
Group Tour	1,408	1,537	-8.4%	1,408	1,537	-8.4%
Non-Group	68,760	65,786	4.5%	68,760	65,786	4.5%
Package Trip	13,828	14,842	-6.8%	13,828	14,842	-6.8%
No Package	56,339	52,480	7.4%	56,339	52,480	7.4%
Net True Independent	55,836	52,048	7.3%	55,836	52,048	7.3%
Ave. Age of Party Head	50.4	49.6	1.5%	50.4	49.6	1.5%
Ave. Party Size	2.09	2.11	-1.0%	2.09	2.11	-1.0%

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

Source: Hawai'i Tourism Authority

January 2014 Arrivals at a Glance

CATEGORY AND MMA	Jan 2014	Jan 2013	% change	YTD 2014	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,366.7	1,434.7	-4.7	1,366.7	1,434.7	-4.7
Total by air	1,360.3	1,428.3	-4.8	1,360.3	1,428.3	-4.8
U.S. West	393.8	419.4	-6.1	393.8	419.4	-6.1
U.S. East	381.8	394.2	-3.1	381.8	394.2	-3.1
Japan	212.0	228.7	-7.3	212.0	228.7	-7.3
Canada	153.6	168.1	-8.7	153.6	168.1	-8.7
All Other	219.1	218.0	0.5	219.1	218.0	0.5
Visitor arrivals by cruise ships	6.4	6.4	0.4	6.4	6.4	0.4
TOTAL VISITOR DAYS	7,144,609	7,112,937	0.4	7,144,609	7,112,937	0.4
Total by air	7,041,275	7,011,589	0.4	7,041,275	7,011,589	0.4
U.S. West	2,550,243	2,647,797	-3.7	2,550,243	2,647,797	-3.7
U.S. East	1,870,471	1,914,377	-2.3	1,870,471	1,914,377	-2.3
Japan	719,770	684,406	5.2	719,770	684,406	5.2
Canada	1,042,557	971,750	7.3	1,042,557	971,750	7.3
All Other	858,234	793,259	8.2	858,234	793,259	8.2
Visitor arrivals by cruise ships	103,334	101,348	2.0	103,334	101,348	2.0
VISITOR ARRIVALS	682,634	681,911	0.1	682,634	681,911	0.1
Total by air	664,954	663,672	0.2	664,954	663,672	0.2
U.S. West	231,871	242,924	-4.6	231,871	242,924	-4.6
U.S. East	146,190	152,416	-4.1	146,190	152,416	-4.1
Japan	126,330	118,050	7.0	126,330	118,050	7.0
Canada	70,167	67,323	4.2	70,167	67,323	4.2
All Other	90,396	82,959	9.0	90,396	82,959	9.0
Visitor arrivals by cruise ships	17,680	18,239	-3.1	17,680	18,239	-3.1
AVERAGE LENGTH OF STAY	10.47	10.43	0.3	10.47	10.43	0.3
Total by air	10.59	10.56	0.2	10.59	10.56	0.2
U.S. West	11.00	10.90	0.9	11.00	10.90	0.9
U.S. East	12.79	12.56	1.9	12.79	12.56	1.9
Japan	5.70	5.80	-1.7	5.70	5.80	-1.7
Canada	14.86	14.43	2.9	14.86	14.43	2.9
All Other	9.49	9.56	-0.7	9.49	9.56	-0.7
Visitor arrivals by cruise ships	5.84	5.56	5.2	5.84	5.56	5.2
PER PERSON PER DAY SPENDING (\$)	191.3	201.7	-5.2	191.3	201.7	-5.2
Total by air	193.2	203.7	-5.2	193.2	203.7	-5.2
U.S. West	154.4	158.4	-2.5	154.4	158.4	-2.5
U.S. East	204.1	205.9	-0.9	204.1	205.9	-0.9
Japan	294.5	334.2	-11.9	294.5	334.2	-11.9
Canada	147.3	173.0	-14.9	147.3	173.0	-14.9
All Other	255.3	274.8	-7.1	255.3	274.8	-7.1
Visitor arrivals by cruise ships	62.0	63.0	-1.6	62.0	63.0	-1.6
PER PERSON PER TRIP SPENDING (\$)	2,002.1	2,104.0	-4.8	2,002.1	2,104.0	-4.8
Total by air	2,045.6	2,152.2	-4.9	2,045.6	2,152.2	-4.9
U.S. West	1,698.3	1,726.4	-1.6	1,698.3	1,726.4	-1.6
U.S. East	2,611.7	2,586.0	1.0	2,611.7	2,586.0	1.0
Japan	1,677.8	1,937.3	-13.4	1,677.8	1,937.3	-13.4
Canada	2,188.8	2,497.5	-12.4	2,188.8	2,497.5	-12.4
All Other	2,424.0	2,627.3	-7.7	2,424.0	2,627.3	-7.7
Visitor arrivals by cruise ships	362.6	350.2	3.5	362.6	350.2	3.5

Source: Hawai'i Tourism Authority

2014 Arrivals at a Glance by Month

2014	MMA	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,366.7					
	Total by air	\$1,360.3					
	U.S. West	\$393.8					
	U.S. East	\$381.8					
	Japan	\$212.0					
	Canada	\$153.6					
	All Other	\$219.1					
	Visitor arrivals by cruise ships	\$6.4					
Visitor days	TOTAL (air + sh)	7,144,609					
	Total by air	7,041,275					
	U.S. West	2,550,243					
	U.S. East	1,870,471					
	Japan	719,770					
	Canada	1,042,557					
	All Other	858,234					
	Visitor arrivals by cruise ships	103,334					
Visitor arrivals	TOTAL (air + sh)	682,634					
	Total by air	664,954					
	U.S. West	231,871					
	U.S. East	146,190					
	Japan	126,330					
	Canada	70,167					
	All Other	90,396					
	Visitor arrivals by cruise ships	17,680					
length of stay	TOTAL (air + sh)	10.47					
	Total by air	10.59					
	U.S. West	11.00					
	U.S. East	12.79					
	Japan	5.70					
	Canada	14.86					
	All Other	9.49					
	Visitor arrivals by cruise ships	5.84					
Per Person Per Day Spending *	TOTAL (air+ship)	\$191.3					
	Total by air	\$193.2					
	U.S. West	\$154.4					
	U.S. East	\$204.1					
	Japan	\$294.5					
	Canada	\$147.3					
	All Other	\$255.3					
	Visitor arrivals by cruise ships	\$62.0					
Per Person Per Trip Spending *	TOTAL (air+ship)	\$2,002.1					
	Total by air	\$2,045.6					
	U.S. West	\$1,698.3					
	U.S. East	\$2,611.7					
	Japan	\$1,677.8					
	Canada	\$2,188.8					
	All Other	\$2,424.0					
	Visitor arrivals by cruise ships	\$362.6					

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,366.7					
	Total by air	\$1,360.3					
	U.S. West	\$393.8					
	U.S. East	\$381.8					
	Japan	\$212.0					
	Canada	\$153.6					
	All Other	\$219.1					
Visitor arrivals by cruise ships	\$6.4						
Visitor days	TOTAL (air + sh)	7,144,609					
	Total by air	7,041,275					
	U.S. West	2,550,243					
	U.S. East	1,870,471					
	Japan	719,770					
	Canada	1,042,557					
	All Other	858,234					
Visitor arrivals by cruise ships	103,334						
Visitor arrivals	TOTAL (air + sh)	682,634					
	Total by air	664,954					
	U.S. West	231,871					
	U.S. East	146,190					
	Japan	126,330					
	Canada	70,167					
	All Other	90,396					
Visitor arrivals by cruise ships	17,680						
length of stay	TOTAL (air + sh)	10.47					
	Total by air	10.59					
	U.S. West	11.00					
	U.S. East	12.79					
	Japan	5.70					
	Canada	14.86					
	All Other	9.49					
Visitor arrivals by cruise ships	5.84						
Per Person Per Day Spending*	TOTAL (air+ship)	\$191.3					
	Total by air	\$193.2					
	U.S. West	\$154.4					
	U.S. East	\$204.1					
	Japan	\$294.5					
	Canada	\$147.3					
	All Other	\$255.3					
Visitor arrivals by cruise ships	\$62.0						
Per Person Per Trip Spending*	TOTAL (air+ship)	\$2,002.1					
	Total by air	\$2,045.6					
	U.S. West	\$1,698.3					
	U.S. East	\$2,611.7					
	Japan	\$1,677.8					
	Canada	\$2,188.8					
	All Other	\$2,424.0					
Visitor arrivals by cruise ships	\$362.6						

Source:Hawai'i Tourism Authority

January 2014 Island Highlights

CATEGORY AND ISLAND	Jan 2014	Jan 2013	% change	YTD 2014	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,366.7	1,434.7	-4.7	1,366.7	1,434.7	-4.7
Total by air	1,360.3	1,428.3	-4.8	1,360.3	1,428.3	-4.8
O'ahu ²	654.7	670.4	-2.3	654.7	670.4	-2.3
Maui ²	352.8	391.6	-9.9	352.8	391.6	-9.9
Moloka'i ²	4.2	4.5	-8.2	4.2	4.5	-8.2
Lāna'i ²	7.4	7.9	-6.8	7.4	7.9	-6.8
Kaua'i ²	147.1	136.6	7.7	147.1	136.6	7.7
Hawai'i Island ²	194.1	217.3	-10.7	194.1	217.3	-10.7
Visitor arrivals by cruise ships	6.4	6.4	0.4	6.4	6.4	0.4
TOTAL VISITOR DAYS	7,144,609	7,112,937	0.4	7,144,609	7,112,937	0.4
Total by air	7,041,275	7,011,589	0.4	7,041,275	7,011,589	0.4
O'ahu	3,040,666	3,126,674	-2.8	3,040,666	3,126,674	-2.8
Maui	1,898,652	1,847,033	2.8	1,898,652	1,847,033	2.8
Moloka'i	34,669	34,957	-0.8	34,669	34,957	-0.8
Lāna'i	23,025	25,018	-8.0	23,025	25,018	-8.0
Kaua'i	828,480	779,183	6.3	828,480	779,183	6.3
Hawai'i Island	1,215,783	1,198,724	1.4	1,215,783	1,198,724	1.4
Visitor arrivals by cruise ships	103,334	101,348	2.0	103,334	101,348	2.0
VISITOR ARRIVALS	682,634	681,911	0.1	682,634	681,911	0.1
Total by air	664,954	663,672	0.2	664,954	663,672	0.2
O'ahu	413,425	407,151	1.5	413,425	407,151	1.5
Maui	195,400	200,937	-2.8	195,400	200,937	-2.8
Moloka'i	5,143	5,588	-8.0	5,143	5,588	-8.0
Lāna'i	5,697	6,527	-12.7	5,697	6,527	-12.7
Kaua'i	91,161	92,142	-1.1	91,161	92,142	-1.1
Hawai'i Island	130,059	133,953	-2.9	130,059	133,953	-2.9
Visitor arrivals by cruise ships	17,680	18,239	-3.1	17,680	18,239	-3.1
AVERAGE LENGTH OF STAY	10.47	10.43	0.3	10.47	10.43	0.3
Total by air	10.59	10.56	0.2	10.59	10.56	0.2
O'ahu	7.35	7.68	-4.2	7.35	7.68	-4.2
Maui	9.72	9.19	5.7	9.72	9.19	5.7
Moloka'i	6.74	6.26	7.8	6.74	6.26	7.8
Lāna'i	4.04	3.83	5.4	4.04	3.83	5.4
Kaua'i	9.09	8.46	7.5	9.09	8.46	7.5
Hawai'i Island	9.35	8.95	4.5	9.35	8.95	4.5
Visitor arrivals by cruise ships	5.84	5.56	5.2	5.84	5.56	5.2
PER PERSON PER DAY SPENDING (\$)	191.3	201.7	-5.2	191.3	201.7	-5.2
Total by air	193.2	203.7	-5.2	193.2	203.7	-5.2
O'ahu ²	215.3	214.4	0.4	215.3	214.4	0.4
Maui ²	185.8	212.0	-12.3	185.8	212.0	-12.3
Moloka'i ²	120.0	129.7	-7.5	120.0	129.7	-7.5
Lāna'i ²	321.1	317.0	1.3	321.1	317.0	1.3
Kaua'i ²	177.6	175.3	1.3	177.6	175.3	1.3
Hawai'i Island ²	159.6	181.3	-11.9	159.6	181.3	-11.9
Visitor arrivals by cruise ships	62.0	63.0	-1.6	62.0	63.0	-1.6
PER PERSON PER TRIP SPENDING (\$)	2,002.1	2,104.0	-4.8	2,002.1	2,104.0	-4.8
Total by air	2,045.6	2,152.2	-4.9	2,045.6	2,152.2	-4.9
O'ahu ²	1,583.6	1,646.6	-3.8	1,583.6	1,646.6	-3.8
Maui ²	1,805.7	1,948.7	-7.3	1,805.7	1,948.7	-7.3
Moloka'i ²	809.0	811.4	-0.3	809.0	811.4	-0.3
Lāna'i ²	1,297.6	1,215.1	6.8	1,297.6	1,215.1	6.8
Kaua'i ²	1,614.0	1,482.7	8.9	1,614.0	1,482.7	8.9
Hawai'i Island ²	1,492.1	1,622.0	-8.0	1,492.1	1,622.0	-8.0
Visitor arrivals by cruise ships	362.6	350.2	3.5	362.6	350.2	3.5

Notes: ² January 2014 island visitor expenditure statistics from the February 27, 2014 Visitor Press Release were updated.

All other visitor statistics remained the same.

Source: Hawai'i Tourism Authority

Monthly Island Highlights 2014

2014	ISLAND	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,366.7					
	Total by air	\$1,360.3					
	O'ahu	\$654.7					
	Maui	\$352.8					
	Moloka'i	\$4.2					
	Lāna'i	\$7.4					
	Kaua'i	\$147.1					
	Hawai'i Island	\$194.1					
Visitor arrivals by cruise ships	\$6.41						
Visitor days	TOTAL (air + sh)	7,144,609					
	Total by air	7,041,275					
	O'ahu	3,040,666					
	Maui	1,898,652					
	Moloka'i	34,669					
	Lāna'i	23,025					
	Kaua'i	828,480					
	Hawai'i Island	1,215,783					
Visitor arrivals by cruise ships	103,334						
Visitor arrivals	TOTAL (air + sh)	682,634					
	Total by air	664,954					
	O'ahu	413,425					
	Maui	195,400					
	Moloka'i	5,143					
	Lāna'i	5,697					
	Kaua'i	91,161					
	Hawai'i Island	130,059					
Visitor arrivals by cruise ships	17,680						
Length of stay	TOTAL (air + sh)	10.47					
	Total by air	10.59					
	O'ahu	7.35					
	Maui	9.72					
	Moloka'i	6.74					
	Lāna'i	4.04					
	Kaua'i	9.09					
	Hawai'i Island	9.35					
Visitor arrivals by cruise ships	5.84						
Per Person Per Day Spending *	TOTAL (air+ship)	\$191.3					
	Total by air	\$193.2					
	O'ahu	\$215.3					
	Maui	\$185.8					
	Moloka'i	\$120.0					
	Lāna'i	\$321.1					
	Kaua'i	\$177.6					
	Hawai'i Island	\$159.6					
Visitor arrivals by cruise ships	\$62.0						
Per Person Per Trip Spending *	TOTAL (air+ship)	\$2,002.1					
	Total by air	\$2,045.6					
	O'ahu	\$1,583.6					
	Maui	\$1,805.7					
	Moloka'i	\$809.0					
	Lāna'i	\$1,297.6					
	Kaua'i	\$1,614.0					
	Hawai'i Island	\$1,492.1					
Visitor arrivals by cruise ships	\$362.6						

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,366.7					
	Total by air	\$1,360.3					
	O'ahu	\$654.7					
	Maui	\$352.8					
	Moloka'i	\$4.2					
	Lāna'i	\$7.4					
	Kaua'i	\$147.1					
	Hawai'i Island	\$194.1					
Visitor arrivals by cruise ships	\$6.41						
Visitor days	TOTAL (air + sh)	7,144,609					
	Total by air	7,041,275					
	O'ahu	3,040,666					
	Maui	1,898,652					
	Moloka'i	34,669					
	Lāna'i	23,025					
	Kaua'i	828,480					
	Hawai'i Island	1,215,783					
Visitor arrivals by cruise ships	103,334						
Visitor arrivals	TOTAL (air + sh)	682,634					
	Total by air	664,954					
	O'ahu	413,425					
	Maui	195,400					
	Moloka'i	5,143					
	Lāna'i	5,697					
	Kaua'i	91,161					
	Hawai'i Island	130,059					
Visitor arrivals by cruise ships	17,680						
Length of stay	TOTAL (air + sh)	10.47					
	Total by air	10.59					
	O'ahu	7.35					
	Maui	9.72					
	Moloka'i	6.74					
	Lāna'i	4.04					
	Kaua'i	9.09					
	Hawai'i Island	9.35					
Visitor arrivals by cruise ships	5.84						
Per Person Per Day Spending *	TOTAL (air+ship)	\$191.3					
	Total by air	\$193.2					
	O'ahu	\$215.3					
	Maui	\$185.8					
	Moloka'i	\$120.0					
	Lāna'i	\$321.1					
	Kaua'i	\$177.6					
	Hawai'i Island	\$159.6					
Visitor arrivals by cruise ships	\$62.0						
Per Person Per Trip Spending *	TOTAL (air+ship)	\$2,002.1					
	Total by air	\$2,045.6					
	O'ahu	\$1,583.6					
	Maui	\$1,805.7					
	Moloka'i	\$809.0					
	Lāna'i	\$1,297.6					
	Kaua'i	\$1,614.0					
	Hawai'i Island	\$1,492.1					
Visitor arrivals by cruise ships	\$362.6						

Source:Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	JANUARY			YEAR-TO-DATE		
	2014P	2013P	% CHANGE	2014P	2013P	% CHANGE
VISITOR DAYS	207,941	205,837	1.0%	207,941	205,837	1.0%
TOTAL VISITORS	27,393	27,666	-1.0%	27,393	27,666	-1.0%
ARRIVED BY SHIP	17,680	18,239	-3.1%	17,680	18,239	-3.1%
ARRIVED BY AIR	9,713	9,427	3.0%	9,713	9,427	3.0%
NUMBER OF SHIP ARRIVALS	12	9	33.3%	12	9	33.3%
ISLANDS VISITED						
Oahu	27,392	27,665	-1.0%	27,392	27,665	-1.0%
Kauai	26,774	26,958	-0.7%	26,774	26,958	-0.7%
Maui County	26,816	27,093	-1.0%	26,816	27,093	-1.0%
Maui	26,816	27,093	-1.0%	26,816	27,093	-1.0%
Molokai	345	539	-36.0%	345	539	-36.0%
Lanai	615	820	-25.0%	615	820	-25.0%
Hawai'i Island	27,392	27,665	-1.0%	27,392	27,665	-1.0%
Average Islands Visited	3.99	4.00	-0.3%	4.0	4.00	-0.3%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	0.83	0.88	-5.6%	0.83	0.88	-5.6%
Days in Hawaii during Cruise	5.37	5.01	7.1%	5.37	5.01	7.1%
Days in Hawaii after Cruise	1.39	1.54	-10.2%	1.39	1.54	-10.2%
Total days in Hawai'i	7.59	7.44	2.0%	7.59	7.44	2.0%
ACCOMMODATIONS						
Hotel	11,962	11,955	0.1%	11,962	11,955	0.1%
Hotel only	9,964	9,870	1.0%	9,964	9,870	1.0%
Condo	1,529	1,461	4.7%	1,529	1,461	4.7%
Condo only	356	372	-4.2%	356	372	-4.2%
Timeshare	1,036	1,125	-7.9%	1,036	1,125	-7.9%
Timeshare Only	311	304	2.3%	311	304	2.3%
Bed & Breakfast	261	187	39.2%	261	187	39.2%
Bed & Breakfast only	58	14	326.3%	58	14	326.3%
Friends & relatives	645	887	-27.3%	645	887	-27.3%
Other accommodation	1,385	1,229	12.7%	1,385	1,229	12.7%
Accommodation (NET)	13,912	14,005	-0.7%	13,912	14,005	-0.7%
Cruise only	13,481	13,661	-1.3%	13,481	13,661	-1.3%
TRAVEL STATUS						
% First timers	36.6	37.1	-0.59	36.6	37.1	-0.59
% Repeat visitors	63.4	62.9	0.59	63.4	62.9	0.59

Source: Hawai'i Tourism Authority

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2014 vs 2013

January	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
Total Seats	946,549	915,702	3.4%	662,208	627,661	5.5%	164,413	168,325	-2.3%	61,923	59,716	3.7%	3,804	4,239	-10.3%	54,201	55,761	-2.8%
Scheduled Seats	938,772	909,223	3.2%	654,431	621,182	5.4%	164,413	168,325	-2.3%	61,923	59,716	3.7%	3,804	4,239	-10.3%	54,201	55,761	-2.8%
Charter seats	7,777	6,479	20.0%	7,777	6,479	20.0%												
Domestic Seats	602,810	606,093	-0.5%	356,805	351,098	1.6%	137,709	141,269	-2.5%	55,685	55,884	-0.4%	3,804	4,239	-10.3%	48,807	53,603	-8.9%
Scheduled Seats	598,118	601,401	-0.5%	352,113	346,406	1.6%	137,709	141,269	-2.5%	55,685	55,884	-0.4%	3,804	4,239	-10.3%	48,807	53,603	-8.9%
Charter seats	4,692	4,692	0.0%	4,692	4,692	0.0%												
US West	526,470	530,195	-0.7%	287,223	282,230	1.8%	130,951	134,239	-2.4%	55,685	55,884	-0.4%	3,804	4,239	-10.3%	48,807	53,603	-8.9%
...Anchorage	7,536	7,536	0.0%	4,867	4,867	0.0%	2,041	2,041	0.0%	628	628	0.0%						
...Bellingham	9,999	11,360	-12.0%	5,592	6,874	-18.6%	4,407	4,486	-1.8%									
...Boise	902	0	NA	902	0	NA												
...Denver	11,830	12,282	-3.7%	6,734	6,586	2.2%	3,640	4,272	-14.8%	728	712	2.2%				728	712	2.2%
...Eugene	0	1,115	-100.0%	0	1,115	-100.0%												
...Fresno	0	1,338	-100.0%	0	1,338	-100.0%												
...Las Vegas	24,599	22,855	7.6%	24,599	22,855	7.6%												
...Los Angeles	177,783	171,708	3.5%	98,036	90,518	8.3%	37,748	36,965	2.1%	17,720	17,781	-0.3%	3,804	4,239	-10.3%	20,475	22,205	-7.8%
...Oakland	26,428	32,208	-17.9%	9,921	9,547	3.9%	11,640	12,927	-10.0%	2,826	4,867	-41.9%				2,041	4,867	-58.1%
...Phoenix	40,329	39,326	2.6%	19,999	19,833	0.8%	8,550	8,299	3.0%	6,460	6,562	-1.6%				5,320	4,632	14.9%
...Phoenix Mesa																		
...Portland	30,780	28,156	9.3%	13,981	12,927	8.2%	9,106	9,734	-6.5%	4,867	2,826	72.2%				2,826	2,669	5.9%
...Sacramento	12,896	12,927	-0.2%	8,029	8,060	-0.4%	4,867	4,867	0.0%									
...Salt Lake City	8,091	6,926	16.8%	8,091	6,926	16.8%												
...San Diego	20,261	18,236	11.1%	13,353	13,369	-0.1%	4,867	4,867	0.0%							2,041	0	NA
...San Francisco	72,200	69,935	3.2%	40,239	37,556	7.1%	13,597	15,060	-9.7%	12,722	10,733	18.5%				5,642	6,586	-14.3%
...San Jose	20,581	30,908	-33.4%	4,074	8,247	-50.6%	11,640	12,927	-10.0%	2,041	4,867	-58.1%				2,826	4,867	-41.9%
...Santa Maria	0	892	-100.0%	0	892	-100.0%												
...Seattle	61,125	61,372	-0.4%	27,676	29,605	-6.5%	18,848	17,794	5.9%	7,693	6,908	11.4%				6,908	7,065	-2.2%
...Spokane	1,130	0	NA	1,130	0	NA												
...Stockton	0	1,115	-100.0%	0	1,115	-100.0%												
US East	71,648	71,206	0.6%	64,890	64,176	1.1%	6,758	7,030	-3.9%									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	13,266	10,666	24.4%	13,266	10,394	27.6%	0	272	-100.0%									
...Dallas	20,274	20,274	0.0%	13,516	13,516	0.0%	6,758	6,758	0.0%									
...Houston	10,664	8,284	28.7%	10,664	8,284	28.7%												
...New York JFK	8,526	9,114	-6.5%	8,526	9,114	-6.5%												
...Newark	7,502	7,285	3.0%	7,502	7,285	3.0%												
...Washington D.C.	2,178	6,345	-65.7%	2,178	6,345	-65.7%												

Source: Scheduled seats from Diio 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: 2014 vs 2013 (Cont.)

January	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
International Seats	343,739	309,609	11.0%	305,403	276,563	10.4%	26,704	27,056	-1.3%	6,238	3,832	62.8%	0	0	NA	5,394	2,158	150.0%
Scheduled Seats	340,654	307,822	10.7%	302,318	274,776	10.0%	26,704	27,056	-1.3%	6,238	3,832	62.8%	0	0	NA	5,394	2,158	150.0%
Charter Seats	3,085	1,787	72.6%	3,085	1,787	72.6%												
Japan	177,800	161,357	10.2%	177,800	161,357	10.2%	0	0	NA	0	0	NA						
...Fukuoka	15,035	14,818	1.5%	15,035	14,818	1.5%												
...Nagoya	19,065	13,888	37.3%	19,065	13,888	37.3%												
...Osaka	30,256	26,842	12.7%	30,256	26,842	12.7%												
...Sapporo	3,626	3,380	7.3%	3,626	3,380	7.3%												
...Tokyo-HND	28,267	28,270	0.0%	28,267	28,270	0.0%												
...Tokyo-NRT	81,551	74,159	10.0%	81,551	74,159	10.0%												
Canada	56,342	51,657	9.1%	18,006	18,611	-3.3%	26,704	27,056	-1.3%	6,238	3,832	62.8%				5,394	2,158	150.0%
...Calgary	9,387	9,817	-4.4%	1,863	2,078	-10.3%	7,524	7,739	-2.8%									
...Edmonton	2,484	2,484	0.0%				2,484	2,484	0.0%									
...Vancouver	43,791	38,676	13.2%	15,463	15,853	-2.5%	16,696	16,833	-0.8%	6,238	3,832	62.8%				5,394	2,158	150.0%
...Victoria	680	680	0.0%	680	680	0.0%												
Other Asia	46,367	38,158	21.5%	46,367	38,158	21.5%												
...Beijing	1,415	0	NA	1,415	0	NA												
...Seoul	31,741	35,025	-9.4%	31,741	35,025	-9.4%												
...Shanghai	6,332	3,133	102.1%	6,332	3,133	102.1%												
...Taipei	6,879	0	NA	6,879	0	NA												
Oceania	37,903	31,549	20.1%	37,903	31,549	20.1%												
...Auckland	7,332	3,042	141.0%	7,332	3,042	141.0%												
...Brisbane	3,626	3,380	7.3%	3,626	3,380	7.3%												
...Melbourne	4,848	2,727	77.8%	4,848	2,727	77.8%												
...Sydney	22,097	22,400	-1.4%	22,097	22,400	-1.4%												
Other	22,242	25,101	-11.4%	22,242	25,101	-11.4%												
...Apia	820	720	13.9%	820	720	13.9%												
...Christmas	610	560	8.9%	610	560	8.9%												
...Guam	10,788	8,432	27.9%	10,788	8,432	27.9%												
...Majuro	2,170	2,041	6.3%	2,170	2,041	6.3%												
...Manila	3,432	8,988	-61.8%	3,432	8,988	-61.8%												
...Nadi	656	720	-8.9%	656	720	-8.9%												
...Pago Pago	2,590	2,600	-0.4%	2,590	2,600	-0.4%												
...Papeete	1,176	1,040	13.1%	1,176	1,040	13.1%												

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