

TABLE 1. TOTAL VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
TOTAL VISITORS	755,863	734,685	2.9	5,785,746	5,541,933	4.4
Domestic	506,245	490,790	3.1	3,953,869	3,750,197	5.4
International	249,618	243,895	2.3	1,831,877	1,791,736	2.2
VISITOR DAYS	6,637,704	6,428,462	3.3	53,044,343	50,960,454	4.1
AVERAGE DAILY CENSUS	214,119	207,370	3.3	218,289	209,714	4.1
TOTAL AIR SEATS	1,074,914	1,019,825	5.4	8,109,408	7,582,720	6.9
TOTAL LOAD FACTOR (%)	82.6	84.7	-2.5	84.1	86.3	-2.5
ISLANDS VISITED						
O'ahu	488,187	480,463	1.6	3,577,737	3,489,001	2.5
O'ahu only	369,328	364,446	1.3	2,695,691	2,613,361	3.2
O'ahu one day or less	18,694	18,493	1.1	146,694	147,585	-0.6
Kaua'i	103,358	101,049	2.3	802,554	767,668	4.5
Kaua'i only	54,176	53,209	1.8	430,676	407,876	5.6
Kaua'i one day or less	10,896	11,349	-4.0	84,057	74,879	12.3
Maui County	218,042	207,204	5.2	1,760,289	1,660,659	6.0
Maui	215,099	204,206	5.3	1,732,270	1,635,279	5.9
Maui only	129,502	121,778	6.3	1,090,601	1,008,970	8.1
Maui one day or less	11,812	13,419	-12.0	105,659	107,597	-1.8
Moloka'i *	5,080	4,687	8.4	46,336	38,925	19.0
Moloka'i only *	449	393	14.2	5,183	4,337	19.5
Moloka'i one day or less*	2,817	2,789	1.0	25,897	20,886	24.0
Lāna'i *	4,469	5,605	-20.3	43,033	44,182	-2.6
Lāna'i only *	373	620	-39.9	3,971	4,897	-18.9
Lāna'i one day or less*	3,193	3,216	-0.7	28,682	23,439	22.4
Hawai'i Island	130,103	127,337	2.2	1,035,223	987,018	4.9
Kona side	111,439	108,257	2.9	880,342	832,462	5.8
Hilo side	46,783	47,993	-2.5	376,580	360,561	4.4
Hawai'i Island only	60,834	56,812	7.1	501,128	458,059	9.4
Hawai'i Island one day or less	9,596	10,492	-8.5	84,618	85,683	-1.2
Any Neighbor Island	386,535	370,240	4.4	3,090,055	2,928,572	5.5
NI only	267,676	254,222	5.3	2,208,009	2,052,932	7.6
Oahu & NI	118,859	116,018	2.4	882,046	875,640	0.7
Any one island only	614,662	597,258	2.9	4,727,250	4,497,500	5.1
Multiple Islands	141,201	137,428	2.7	1,058,496	1,044,433	1.3
Avg. Islands Visited	1.25	1.26	-0.4	1.25	1.26	-0.4
Average Length of Stay in Hawai'i	8.78	8.75	0.4	9.17	9.20	-0.3
ACCOMMODATIONS						
Plan to stay in Hotel	478,607	477,850	0.2	3,580,892	3,500,938	2.3
Hotel only	418,979	420,153	-0.3	3,118,610	3,060,942	1.9
Plan to stay in Condo	127,875	121,891	4.9	1,036,815	989,570	4.8
Condo only	97,254	93,123	4.4	808,187	766,562	5.4
Plan to stay in Timeshare	77,435	72,380	7.0	552,355	523,865	5.4
Timeshare only	61,228	56,169	9.0	426,091	400,041	6.5
Cruise Ship	10,545	12,295	-14.2	93,509	92,075	1.6
Friends/Relatives	59,999	57,756	3.9	514,486	480,752	7.0
Bed & Breakfast	7,726	6,971	10.8	64,700	55,114	17.4
Other	10,261	9,318	10.1	87,042	75,687	15.0

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	656,002	636,453	3.1	4,843,886	4,642,543	4.3
Honeymoon/Get Married	43,896	46,806	-6.2	403,861	416,700	-3.1
Honeymoon	39,002	40,403	-3.5	362,316	371,441	-2.5
Get Married	7,344	10,043	-26.9	72,702	76,926	-5.5
Pleasure/Vacation	617,292	596,115	3.6	4,484,833	4,272,100	5.0
Mtgs/Conventions/Incentive	24,476	21,306	14.9	345,957	310,467	11.4
Conventions	13,227	11,385	16.2	170,218	163,599	4.0
Corporate Meetings	4,414	3,486	26.6	60,828	60,751	0.1
Incentive	7,508	7,366	1.9	128,397	101,282	26.8
Other Business	20,047	19,437	3.1	175,994	171,278	2.8
Visit Friends/Rel.	56,394	57,261	-1.5	476,675	455,221	4.7
Gov't/Military	8,507	8,424	1.0	66,833	61,288	9.0
Attend School	5,754	5,114	12.5	21,202	19,270	10.0
Sport Events	6,162	8,515	-27.6	36,431	50,277	-27.5
TRAVEL STATUS						
First Timers (%)**	33.4	33.9	-0.5	33.9	34.7	-0.7
Repeaters (%)**	66.6	66.1	0.5	66.1	65.3	0.7
Average # of Trips	5.04	5.07	-0.6	5.04	4.97	1.4
Group Tour	49,175	53,849	-8.7	459,631	454,426	1.1
Non-Group	706,688	680,836	3.8	5,326,115	5,087,507	4.7
Package Trip	242,510	254,861	-4.8	1,817,237	1,842,650	-1.4
No Package	513,353	479,824	7.0	3,968,509	3,699,283	7.3
Net True Independent	503,647	470,868	7.0	3,879,309	3,620,573	7.1
Ave. Age	44	44	0.0	45	45	0.0
Ave. Party Size	2.43	2.39	1.9	2.27	2.23	1.7

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

Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
DOMESTIC VISITORS	506,245	490,790	3.1	3,953,869	3,750,197	5.4
DOMESTIC VISITOR DAYS	4,775,884	4,677,925	2.1	38,865,009	37,543,067	3.5
DOMESTIC AVERAGE DAILY CENSUS	154,061	150,901	2.1	159,938	154,498	3.5
DOMESTIC AIR SEATS	747,712	711,981	5.0	5,612,601	5,114,735	9.7
DOMESTIC LOAD FACTOR (%)	82.9	84.7	-2.1	86.4	90.0	-4.0
ISLANDS VISITED						
O'ahu	254,381	253,668	0.3	1,952,463	1,903,547	2.6
O'ahu only	182,032	180,216	1.0	1,401,625	1,346,724	4.1
O'ahu one day or less	15,418	15,979	-3.5	125,282	124,961	0.3
Kaua'i	91,847	89,549	2.6	704,307	678,907	3.7
Kaua'i only	53,290	51,621	3.2	408,824	386,638	5.7
Kaua'i one day or less	6,262	6,098	2.7	51,825	47,681	8.7
Maui County	184,830	178,758	3.4	1,451,561	1,366,265	6.2
Maui	182,658	176,329	3.6	1,428,702	1,344,191	6.3
Maui only	121,944	114,925	6.1	969,794	892,405	8.7
Maui one day or less	6,234	7,076	-11.9	53,388	54,055	-1.2
Moloka'i *	3,399	3,633	-6.4	35,815	31,237	14.7
Moloka'i only *	448	393	14.1	4,837	4,189	15.5
Moloka'i one day or less*	1,525	1,886	-19.2	17,848	14,964	19.3
Lāna'i *	3,101	4,397	-29.5	32,835	36,140	-9.1
Lāna'i only *	339	584	-42.0	3,724	4,684	-20.5
Lāna'i one day or less*	1,862	2,345	-20.6	19,749	18,418	7.2
Hawai'i Island	99,378	93,729	6.0	790,884	741,609	6.6
Kona side	86,543	80,558	7.4	688,573	642,737	7.1
Hilo side	33,712	34,098	-1.1	266,707	256,870	3.8
Hawai'i Island only	55,035	49,450	11.3	452,814	407,097	11.2
Hawai'i Island one day or less	3,860	4,172	-7.5	34,288	31,087	10.3
Any Neighbor Island	324,213	310,575	4.4	2,552,244	2,403,473	6.2
NI only	251,863	237,123	6.2	2,001,406	1,846,650	8.4
Oahu & NI	72,349	73,452	-1.5	550,838	556,823	-1.1
Any one island only	413,088	397,188	4.0	3,241,617	3,041,737	6.6
Multiple Islands	93,156	93,602	-0.5	712,251	708,460	0.5
Avg. Islands Visited	1.25	1.27	-1.0	1.25	1.26	-1.0
Average Length of Stay in Hawai'i	9.43	9.53	-1.0	9.83	10.01	-1.8
ACCOMMODATIONS						
Plan to stay in Hotel	283,807	277,441	2.3	2,148,006	2,060,387	4.3
Hotel only	241,371	234,225	3.1	1,798,628	1,712,811	5.0
Plan to stay in Condo	89,635	90,005	-0.4	763,326	744,731	2.5
Condo only	70,783	69,869	1.3	599,135	577,569	3.7
Plan to stay in Timeshare	59,639	60,296	-1.1	455,941	447,547	1.9
Timeshare only	47,520	47,167	0.7	352,646	342,155	3.1
Cruise Ship	8,683	9,316	-6.8	76,626	77,569	-1.2
Friends/Relatives	52,726	51,158	3.1	458,547	424,402	8.0
Bed & Breakfast	5,764	5,585	3.2	48,769	44,218	10.3
Other	8,959	8,585	4.4	76,140	69,465	9.6

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	430,283	418,731	2.8	3,273,230	3,098,177	5.7
Honeymoon/Get Married	27,639	29,778	-7.2	174,754	174,795	0.0
Honeymoon	23,956	25,703	-6.8	147,464	146,489	0.7
Get Married	5,016	6,236	-19.6	38,399	43,347	-11.4
Pleasure/Vacation	406,662	394,085	3.2	3,131,541	2,956,737	5.9
Mtgs/Conventions/Incentive	14,375	11,963	20.2	223,886	221,942	0.9
Conventions	9,328	7,392	26.2	125,919	129,658	-2.9
Corporate Meetings	3,929	3,366	16.7	53,578	53,376	0.4
Incentive	1,519	2,023	-24.9	55,416	52,702	5.1
Other Business	18,686	18,744	-0.3	163,683	156,830	4.4
Visit Friends/Rel.	49,912	49,448	0.9	427,343	402,576	6.2
Gov't/Military	7,088	7,271	-2.5	56,891	54,218	4.9
Attend School	3,588	4,100	-12.5	13,596	14,508	-6.3
Sport Events	4,391	7,549	-41.8	27,361	37,429	-26.9
TRAVEL STATUS						
First Timers (%)**	30.87	30.7	0.2	28.72	29.0	-0.3
Repeaters (%)**	69.13	69.3	-0.2	71.28	71.0	0.3
Average # of Trips	5.48	5.54	-1.2	5.73	5.70	0.6
Group Tour	11,431	11,531	-0.9	138,607	133,509	3.8
Non-Group	494,813	479,259	3.2	3,815,262	3,616,688	5.5
Package Trip	114,272	115,004	-0.6	830,713	807,543	2.9
No Package	391,973	375,786	4.3	3,123,156	2,942,654	6.1
Net True Independent	387,637	371,425	4.4	3,078,411	2,900,051	6.2
Ave. Age of Party Head	45	45	0.2	46	46	-0.3
Ave. Party Size	2.23	2.20	1.3	2.13	2.11	1.3

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Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
INTERNATIONAL VISITORS	249,618	243,895	2.3	1,831,877	1,791,736	2.2
INTERNATIONAL VISITOR DAYS	1,861,820	1,750,536	6.4	14,179,334	13,417,387	5.7
INTERNATIONAL AVERAGE DAILY CENSUS	60,059	56,469	6.4	58,351	55,216	5.7
INTERNATIONAL AIR SEATS	327,202	307,844	6.3	2,496,807	2,467,985	1.2
INTERNATIONAL LOAD FACTOR (%)	81.9	84.5	-3.1	79.0	78.6	0.5
ISLANDS VISITED						
O'ahu	233,805	226,796	3.1	1,625,274	1,585,454	2.5
O'ahu only	187,296	184,230	1.7	1,294,066	1,266,637	2.2
O'ahu one day or less	3,275	2,514	30.3	21,413	22,624	-5.4
Kaua'i	11,511	11,501	0.1	98,247	88,761	10.7
Kaua'i only	886	1,589	-44.2	21,852	21,238	2.9
Kaua'i one day or less	4,634	5,251	-11.8	32,232	27,198	18.5
Maui County	33,212	28,446	16.8	308,729	294,394	4.9
Maui	32,441	27,877	16.4	303,568	291,088	4.3
Maui only	7,558	6,853	10.3	120,806	116,565	3.6
Maui one day or less	5,577	6,343	-12.1	52,271	53,542	-2.4
Moloka'i *	1,681	1,053	59.6	10,522	7,688	36.9
Moloka'i only *	1	0	0.0	346	148	133.9
Moloka'i one day or less*	1,292	903	43.1	8,050	5,922	35.9
Lāna'i *	1,369	1,208	13.3	10,198	8,041	26.8
Lāna'i only *	34	36	-5.4	247	213	15.9
Lāna'i one day or less*	1,331	871	52.8	8,933	5,021	77.9
Hawai'i Island	30,725	33,608	-8.6	244,339	245,409	-0.4
Kona side	24,897	27,699	-10.1	191,769	189,725	1.1
Hilo side	13,070	13,895	-5.9	109,873	103,691	6.0
Hawai'i Island only	5,799	7,362	-21.2	48,314	50,962	-5.2
Hawai'i Island one day or less	5,736	6,320	-9.2	50,331	54,596	-7.8
Any Neighbor Island	62,322	59,665	4.5	537,811	525,099	2.4
NI only	15,813	17,099	-7.5	206,603	206,282	0.2
Oahu & NI	46,510	42,566	9.3	331,207	318,816	3.9
Any one island only	201,573	200,070	0.8	1,485,633	1,455,763	2.1
Multiple Islands	48,045	43,825	9.6	346,244	335,973	3.1
Avg. Islands Visited	1.25	1.24	0.8	1.25	1.24	0.7
Average Length of Stay in Hawai'i	7.46	7.18	3.9	7.74	7.49	3.4
ACCOMMODATIONS						
Plan to stay in Hotel	194,800	200,410	-2.8	1,432,887	1,440,551	-0.5
Hotel only	177,608	185,928	-4.5	1,319,982	1,348,131	-2.1
Plan to stay in Condo	38,241	31,886	19.9	273,489	244,840	11.7
Condo only	26,471	23,254	13.8	209,051	188,993	10.6
Plan to stay in Timeshare	17,796	12,083	47.3	96,414	76,317	26.3
Timeshare only	13,707	9,002	52.3	73,445	57,886	26.9
Cruise Ship	1,861	2,979	-37.5	16,883	14,506	16.4
Friends/Relatives	7,273	6,598	10.2	55,938	56,350	-0.7
Bed & Breakfast	1,962	1,386	41.6	15,931	10,896	46.2
Other	1,302	733	77.6	10,902	6,221	75.2

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

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TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	225,719	217,722	3.7	1,570,655	1,544,366	1.7
Honeymoon/Get Married	16,257	17,028	-4.5	229,108	241,905	-5.3
Honeymoon	15,046	14,700	2.4	214,852	224,952	-4.5
Get Married	2,328	3,807	-38.8	34,303	33,578	2.2
Pleasure/Vacation	210,631	202,030	4.3	1,353,292	1,315,364	2.9
Mtgs/Conventions/Incentive	10,101	9,343	8.1	122,071	88,525	37.9
Conventions	3,898	3,993	-2.4	44,299	33,940	30.5
Corporate Meetings	485	120	304.1	7,250	7,375	-1.7
Incentive	5,989	5,344	12.1	72,981	48,580	50.2
Other Business	1,362	692	96.7	12,311	14,448	-14.8
Visit Friends/Rel.	6,482	7,812	-17.0	49,332	52,644	-6.3
Gov't/Military	1,419	1,153	23.1	9,942	7,070	40.6
Attend School	2,166	1,015	113.4	7,606	4,762	59.7
Sport Events	1,772	965	83.5	9,070	12,848	-29.4
TRAVEL STATUS						
First Timers (%)**	38.51	40.3	-1.8	45.21	46.5	-1.3
Repeaters (%)**	61.49	59.7	1.8	54.79	53.5	1.3
Average # of Trips	4.16	4.13	0.8	3.56	3.46	2.9
Group Tour	37,743	42,318	-10.8	321,024	320,917	0.0
Non-Group	211,875	201,577	5.1	1,510,853	1,470,819	2.7
Package Trip	128,238	139,857	-8.3	986,524	1,035,106	-4.7
No Package	121,380	104,038	16.7	845,353	756,630	11.7
Net True Independent	116,010	99,442	16.7	800,898	720,522	11.2
Ave. Age of Party Head	43	43	-0.5	43	43	0.5
Ave. Party Size	2.85	2.76	3.1	2.56	2.49	2.9

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Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	313,181	304,608	2.8	2,390,097	2,220,018	7.7
Domestic	305,468	297,091	2.8	2,332,211	2,160,778	7.9
International	7,713	7,517	2.6	57,886	59,240	-2.3
VISITOR DAYS	2,781,283	2,735,177	1.7	22,196,450	20,994,340	5.7
AVERAGE DAILY CENSUS	89,719	88,232	1.7	91,343	86,396	5.7
ISLANDS VISITED						
O'ahu	136,696	139,812	-2.2	1,043,434	1,006,240	3.7
O'ahu only	107,161	108,475	-1.2	825,114	784,897	5.1
O'ahu one day or less	6,795	7,469	-9.0	48,896	51,832	-5.7
Kaua'i	55,677	53,502	4.1	409,586	386,662	5.9
Kaua'i only	40,146	38,664	3.8	292,541	272,281	7.4
Kaua'i one day or less	2,805	2,171	29.2	21,198	17,465	21.4
Maui County	113,170	108,472	4.3	858,260	784,392	9.4
Maui	111,887	107,040	4.5	844,974	770,886	9.6
Maui only	88,257	82,167	7.4	667,916	599,901	11.3
Maui one day or less	2,776	2,652	4.7	24,125	21,429	12.6
Moloka'i *	1,938	1,841	5.3	18,820	16,026	17.4
Moloka'i only *	293	298	-1.7	3,206	2,924	9.6
Moloka'i one day or less*	976	827	17.9	8,982	6,541	37.3
Lāna'i *	1,864	2,383	-21.8	16,623	18,093	-8.1
Lāna'i only *	247	377	-34.4	2,432	3,136	-22.5
Lāna'i one day or less*	1,165	1,068	9.0	9,777	8,663	12.9
Hawai'i Island	53,761	50,446	6.6	430,660	388,064	11.0
Kona side	47,967	44,623	7.5	381,335	343,576	11.0
Hilo side	15,229	15,769	-3.4	123,897	112,173	10.5
Hawai'i Island only	38,047	33,887	12.3	303,320	264,876	14.5
Hawai'i Island one day or less	1,990	1,589	25.3	15,918	14,782	7.7
Any Neighbor Island	206,021	196,132	5.0	1,564,983	1,435,121	9.0
NI only	176,485	164,796	7.1	1,346,663	1,213,778	10.9
Oahu & NI	29,536	31,337	-5.7	218,320	221,343	-1.4
Any one island only	274,152	263,869	3.9	2,094,528	1,928,014	8.6
Multiple Islands	39,030	40,739	-4.2	295,569	292,005	1.2
Avg. Islands Visited	1.16	1.17	-0.9	1.16	1.16	-0.7
Average Length of Stay in Hawai'i	8.88	8.98	-1.1	9.29	9.46	-1.8
ACCOMMODATIONS						
Plan to stay in Hotel	164,367	159,327	3.2	1,191,109	1,116,166	6.7
Hotel only	141,248	136,463	3.5	1,015,111	943,193	7.6
Plan to stay in Condo	63,139	64,412	-2.0	521,090	495,207	5.2
Condo only	51,416	51,319	0.2	426,374	400,044	6.6
Plan to stay in Timeshare	41,072	41,351	-0.7	303,041	291,296	4.0
Timeshare only	33,606	33,300	0.9	241,820	228,858	5.7
Cruise Ship	2,224	2,405	-7.5	20,630	19,738	4.5
Friends/Relatives	32,729	33,440	-2.1	283,993	264,901	7.2
Bed & Breakfast	3,061	2,380	28.6	24,221	19,899	21.7
Other	5,305	5,018	5.7	44,714	39,926	12.0

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

TABLE 4. TOTAL US WEST VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	267,188	259,961	2.8	2,004,339	1,848,288	8.4
Honeymoon/Get Married	13,247	14,858	-10.8	88,368	87,874	0.6
Honeymoon	10,927	12,171	-10.2	71,289	70,254	1.5
Get Married	3,007	3,888	-22.7	22,989	25,735	-10.7
Pleasure/Vacation	256,197	248,034	3.3	1,934,462	1,778,854	8.7
Mtgs/Conventions/Incentive						
Conventions	7,095	5,788	22.6	104,376	100,677	3.7
Corporate Meetings	4,185	3,243	29.1	60,690	57,389	5.8
Incentive	2,338	2,066	13.2	27,819	28,663	-2.9
Incentive	795	1,041	-23.6	20,337	20,917	-2.8
Other Business						
Visit Friends/Rel.	11,909	11,794	1.0	101,710	99,518	2.2
Gov't/Military	31,099	32,489	-4.3	260,843	247,983	5.2
Attend School	2,915	3,234	-9.9	23,713	23,815	-0.4
Sport Events	2,351	2,595	-9.4	7,660	8,452	-9.4
Sport Events	3,719	5,620	-33.8	18,526	23,876	-22.4
TRAVEL STATUS						
First Timers (%)**	20.1	20.5	-0.4	19.0	19.0	0.1
Repeaters (%)**	79.9	79.5	0.4	81.0	81.0	-0.1
Average # of Trips	6.66	6.73	-1.0	6.89	6.89	0.0
Group Tour						
Group Tour	4,428	4,044	9.5	46,777	44,811	4.4
Non-Group	308,754	300,564	2.7	2,343,320	2,175,208	7.7
Package Trip						
Package Trip	66,019	65,262	1.2	448,097	418,957	7.0
No Package	247,162	239,345	3.3	1,942,001	1,801,062	7.8
Net True Independent	245,201	237,416	3.3	1,922,340	1,783,211	7.8
Ave. Age	45	45	0.8	46	46	-0.2
Ave. Party Size	2.33	2.33	1.9	2.23	2.19	1.8

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	146,052	142,622	2.4	1,262,127	1,233,954	2.3
Domestic	137,451	134,136	2.5	1,209,722	1,171,444	3.3
International	8,601	8,486	1.4	52,405	62,510	-16.2
VISITOR DAYS	1,448,155	1,422,615	1.8	13,076,611	12,864,907	1.6
AVERAGE DAILY CENSUS	46,715	45,891	1.8	53,813	52,942	1.6
ISLANDS VISITED						
O'ahu	89,793	86,731	3.5	737,897	731,232	0.9
O'ahu only	55,657	54,090	2.9	458,150	450,016	1.8
O'ahu one day or less	7,382	7,349	0.5	67,441	66,075	2.1
Kaua'i	27,767	28,779	-3.5	242,503	245,344	-1.2
Kaua'i only	10,152	10,482	-3.2	94,346	95,199	-0.9
Kaua'i one day or less	2,915	4,215	-30.8	27,782	27,184	2.2
Maui County	54,542	52,940	3.0	485,149	467,409	3.8
Maui	53,876	52,227	3.2	477,718	460,384	3.8
Maui only	24,927	24,179	3.1	244,047	226,622	7.7
Maui one day or less	3,024	4,487	-32.6	27,963	31,790	-12.0
Moloka'i *	1,332	1,115	19.5	14,321	11,326	26.4
Moloka'i only *	124	79	57.3	1,274	969	31.4
Moloka'i one day or less*	557	625	-10.8	8,202	6,153	33.3
Lāna'i *	1,144	1,511	-24.3	13,624	15,426	-11.7
Lāna'i only *	74	164	-55.1	1,020	1,257	-18.9
Lāna'i one day or less*	748	836	-10.6	8,685	7,773	11.7
Hawai'i Island	32,283	33,394	-3.3	285,408	282,500	1.0
Kona side	27,026	28,303	-4.5	240,851	239,638	0.5
Hilo side	13,468	14,664	-8.2	118,248	114,832	3.0
Hawai'i Island only	12,272	12,611	-2.7	115,541	111,193	3.9
Hawai'i Island one day or less	1,972	1,897	4.0	16,897	15,913	6.2
Any Neighbor Island	90,396	88,533	2.1	803,977	783,938	2.6
NI only	56,260	55,892	0.7	524,230	502,722	4.3
Oahu & NI	34,136	32,641	4.6	279,747	281,216	-0.5
Any one island only	103,206	101,605	1.6	914,378	885,256	3.3
Multiple Islands	42,846	41,017	4.5	347,750	348,698	-0.3
Avg. Islands Visited	1.41	1.43	-1.2	1.40	1.42	-0.8
Average Length of Stay in Hawai'i	9.92	9.97	-0.6	10.36	10.43	-0.6
ACCOMMODATIONS						
Plan to stay in Hotel	88,932	89,298	-0.4	769,188	759,435	1.3
Hotel only	72,574	71,551	1.4	623,002	612,833	1.7
Plan to stay in Condo	21,364	19,221	11.1	191,577	189,528	1.1
Condo only	14,665	13,443	9.1	133,175	130,255	2.2
Plan to stay in Timeshare	15,325	15,569	-1.6	134,729	136,365	-1.2
Timeshare only	11,299	11,422	-1.1	98,208	99,450	-1.2
Cruise Ship	5,025	6,598	-23.8	48,457	49,320	-1.7
Friends/Relatives	17,473	16,464	6.1	152,436	144,672	5.4
Bed & Breakfast	1,480	2,167	-31.7	16,478	17,012	-3.1
Other	2,617	2,677	-2.2	25,473	24,178	5.4

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

TABLE 5. TOTAL US EAST VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	119,656	116,161	3.0	1,001,848	982,735	1.9
Honeymoon/Get Married	10,150	10,563	-3.9	65,447	66,527	-1.6
Honeymoon	9,155	9,370	-2.3	57,534	57,680	-0.3
Get Married	1,485	1,952	-23.9	12,111	14,324	-15.4
Pleasure/Vacation	110,668	107,155	3.3	947,675	927,373	2.2
Mtgs/Conventions/Incentive	5,154	6,282	-18.0	104,169	104,503	-0.3
Conventions	3,574	4,742	-24.6	55,996	62,135	-9.9
Corporate Meetings	1,250	1,051	19.0	22,914	22,069	3.8
Incentive	482	674	-28.5	30,887	26,539	16.4
Other Business	5,873	5,789	1.5	53,711	50,443	6.5
Visit Friends/Rel.	16,548	15,898	4.1	147,024	139,003	5.8
Gov't/Military	4,802	4,056	18.4	31,955	29,909	6.8
Attend School	730	973	-25.0	3,797	4,303	-11.8
Sport Events	631	1,122	-43.8	6,544	10,696	-38.8
TRAVEL STATUS						
First Timers (%)**	44.1	44.0	0.1	41.2	41.4	-0.2
Repeaters (%)**	55.9	56.0	-0.1	58.8	58.6	0.2
Average # of Trips	3.81	3.85	-1.0	4.10	4.09	0.3
Group Tour	3,699	3,292	12.3	63,257	61,471	2.9
Non-Group	142,354	139,330	2.2	1,198,870	1,172,483	2.3
Package Trip	29,892	32,147	-7.0	277,801	278,217	-0.1
No Package	116,161	110,475	5.1	984,326	955,737	3.0
Net True Independent	115,022	109,131	5.4	966,300	938,310	3.0
Ave. Age	45	46	-1.9	47	48	-0.7
Ave. Party Size	2.06	2.03	1.1	2.02	2.01	0.6

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	157,543	156,690	0.5	980,164	990,670	-1.1
Domestic	1,097	1,143	-4.0	6,315	6,422	-1.7
International	156,446	155,547	0.6	973,849	984,248	-1.1
VISITOR DAYS	1,018,546	974,351	4.5	5,804,034	5,805,370	0.0
AVERAGE DAILY CENSUS	32,856	31,431	4.5	23,885	23,890	0.0
ISLANDS VISITED						
O'ahu	151,046	149,804	0.8	951,720	961,802	-1.0
O'ahu only	136,017	131,554	3.4	843,689	836,148	0.9
O'ahu one day or less	779	680	14.5	6,858	6,385	7.4
Kaua'i	2,411	2,405	0.3	16,848	15,621	7.9
Kaua'i only	364	155	135.0	1,511	1,317	14.7
Kaua'i one day or less	1,138	1,518	-25.0	10,271	10,051	2.2
Maui County	6,322	6,239	1.3	42,323	40,986	3.3
Maui	6,143	5,970	2.9	40,721	39,666	2.7
Maui only	1,771	1,550	14.2	6,808	6,834	-0.4
Maui one day or less	1,390	1,887	-26.3	13,978	16,463	-15.1
Moloka'i *	99	318	-68.9	1,638	1,482	10.5
Moloka'i only *	0	3	-100.0	19	8	149.9
Moloka'i one day or less*	49	285	-82.9	846	1,220	-30.6
Lāna'i *	179	215	-16.6	980	895	9.6
Lāna'i only *	0	29	-100.0	58	82	-29.1
Lāna'i one day or less*	179	185	-3.3	813	581	39.8
Hawai'i Island	13,905	18,158	-23.4	93,557	114,300	-18.1
Kona side	11,462	14,063	-18.5	70,725	79,922	-11.5
Hilo side	3,200	5,778	-44.6	30,792	46,083	-33.2
Hawai'i Island only	4,190	5,029	-16.7	17,935	19,363	-7.4
Hawai'i Island one day or less	2,148	4,289	-49.9	21,446	31,358	-31.6
Any Neighbor Island	21,527	25,135	-14.4	136,475	154,522	-11.7
NI only	6,497	6,886	-5.6	28,444	28,868	-1.5
Oahu & NI	15,029	18,249	-17.6	108,031	125,654	-14.0
Any one island only	142,342	138,322	2.9	870,020	863,752	0.7
Multiple Islands	15,202	18,368	-17.2	110,144	126,918	-13.2
Avg. Islands Visited	1.10	1.13	-2.3	1.13	1.14	-1.5
Average Length of Stay in Hawai'i	6.47	6.22	4.0	5.92	5.86	1.0
ACCOMMODATIONS						
Plan to stay in Hotel	123,580	130,441	-5.3	826,666	859,192	-3.8
Hotel only	117,973	125,312	-5.9	803,025	837,598	-4.1
Plan to stay in Condo	22,927	20,275	13.1	109,342	99,942	9.4
Condo only	17,638	15,643	12.8	89,091	82,462	8.0
Plan to stay in Timeshare	14,987	10,510	42.6	54,689	42,546	28.5
Timeshare only	12,052	7,836	53.8	44,319	34,265	29.3
Cruise Ship	8	24	-67.8	1,923	1,415	35.9
Friends/Relatives	1,722	1,811	-4.9	11,684	9,627	21.4
Bed & Breakfast	27	170	-84.1	1,164	862	35.1
Other	424	227	86.9	2,141	1,185	80.6

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

TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	143,206	142,080	0.8	809,260	836,137	-3.2
Honeymoon/Get Married	11,422	11,956	-4.5	154,651	166,693	-7.2
Honeymoon	10,476	10,559	-0.8	145,253	155,818	-6.8
Get Married	1,825	2,784	-34.4	26,522	26,679	-0.6
Pleasure/Vacation	132,638	131,213	1.1	662,527	679,618	-2.5
Mtgs/Conventions/Incentive	7,527	6,222	21.0	73,639	47,703	54.4
Conventions	2,100	1,238	69.6	13,125	7,903	66.1
Corporate Meetings	280	34	714.7	1,717	1,912	-10.2
Incentive	5,410	5,057	7.0	59,964	38,449	56.0
Other Business	668	284	135.1	4,261	4,768	-10.6
Visit Friends/Rel.	2,452	2,356	4.1	15,309	15,751	-2.8
Gov't/Military	61	111	-45.2	327	587	-44.2
Attend School	1,452	483	200.5	4,785	1,676	185.5
Sport Events	718	371	93.5	5,420	7,288	-25.6
TRAVEL STATUS						
First Timers (%)**	27.2	28.6	-1.3	38.4	39.7	-1.3
Repeaters (%)**	72.8	71.4	1.3	61.6	60.3	1.3
Average # of Trips	5.06	4.97	1.6	4.12	4.04	2.1
Group Tour	26,417	32,653	-19.1	232,929	239,255	-2.6
Non-Group	131,127	124,037	5.7	747,235	751,415	-0.6
Package Trip	93,744	103,565	-9.5	680,827	730,558	-6.8
No Package	63,800	53,125	20.1	299,337	260,113	15.1
Net True Independent	59,346	49,563	19.7	264,293	233,401	13.2
Ave. Age	43	43	0.4	43	42	1.0
Ave. Party Size	3.18	3.10	2.4	2.74	2.68	2.0

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	28,214	25,924	8.8	360,634	359,727	0.3
Domestic	12,064	14,229	-15.2	115,878	136,991	-15.4
International	16,150	11,695	38.1	244,756	222,736	9.9
VISITOR DAYS	319,223	296,930	7.5	4,611,517	4,621,160	-0.2
AVERAGE DAILY CENSUS	10,298	9,578	7.5	18,977	19,017	-0.2
ISLANDS VISITED						
O'ahu	15,545	13,194	17.8	149,038	144,771	2.9
O'ahu only	8,642	8,272	4.5	97,037	90,950	6.7
O'ahu one day or less	844	833	1.3	6,774	8,207	-17.5
Kaua'i	4,264	4,188	1.8	52,593	54,030	-2.7
Kaua'i only	1,382	1,523	-9.3	25,479	26,020	-2.1
Kaua'i one day or less	603	622	-3.0	5,749	5,891	-2.4
Maui County	14,122	12,183	15.9	180,349	185,931	-3.0
Maui	14,048	12,114	16.0	178,931	184,964	-3.3
Maui only	7,594	7,557	0.5	128,858	131,290	-1.9
Maui one day or less	519	620	-16.3	6,588	7,939	-17.0
Moloka'i *	226	258	-12.6	3,257	3,379	-3.6
Moloka'i only *	5	2	124.3	461	268	71.7
Moloka'i one day or less*	138	169	-18.2	1,636	2,018	-18.9
Lāna'i *	169	333	-49.3	2,918	3,338	-12.6
Lāna'i only *	14	13	11.7	226	128	76.5
Lāna'i one day or less*	141	263	-46.2	1,957	2,120	-7.7
Hawai'i Island	6,282	5,670	10.8	74,996	73,752	1.7
Kona side	5,677	5,138	10.5	68,908	67,702	1.8
Hilo side	3,006	2,218	35.6	26,361	24,384	8.1
Hawai'i Island only	2,070	2,200	-5.9	39,096	39,154	-0.1
Hawai'i Island one day or less	210	320	-34.2	2,693	3,428	-21.4
Any Neighbor Island	19,572	17,652	10.9	263,597	268,778	-1.9
NI only	12,669	12,731	-0.5	211,596	214,957	-1.6
Oahu & NI	6,903	4,922	40.3	52,001	53,821	-3.4
Any one island only	19,706	19,567	0.7	291,156	287,810	1.2
Multiple Islands	8,508	6,357	33.8	69,478	71,917	-3.4
Avg. Islands Visited	1.44	1.38	4.2	1.28	1.29	-0.8
Average Length of Stay in Hawai'i	11.31	11.45	-1.2	12.79	12.85	-0.5
ACCOMMODATIONS						
Plan to stay in Hotel	14,846	13,727	8.2	159,422	162,941	-2.2
Hotel only	10,906	10,694	2.0	119,683	122,865	-2.6
Plan to stay in Condo	9,022	8,226	9.7	138,627	141,738	-2.2
Condo only	6,601	6,479	1.9	113,061	115,516	-2.1
Plan to stay in Timeshare	2,434	2,325	4.7	36,122	34,378	5.1
Timeshare only	1,754	1,665	5.3	25,371	23,906	6.1
Cruise Ship	736	770	-4.4	7,299	7,214	1.2
Friends/Relatives	1,806	1,068	69.1	18,823	17,084	10.2
Bed & Breakfast	501	352	42.4	6,650	5,485	21.2
Other	361	270	33.8	4,666	3,613	29.1

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

TABLE 7. TOTAL CANADA VISITORS BY AIR (CONT.)

	August			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	26,324	23,832	10.5	333,858	334,124	-0.1
Honeymoon/Get Married	1,678	1,502	11.7	11,245	12,027	-6.5
Honeymoon	1,574	1,293	21.8	9,625	9,746	-1.2
Get Married	130	265	-51.0	2,381	3,121	-23.7
Pleasure/Vacation	24,818	22,584	9.9	325,200	324,396	0.2
Mtgs/Conventions/Incentive	506	292	73.2	17,084	15,143	12.8
Conventions	390	226	72.4	12,502	10,179	22.8
Corporate Meetings	75	59	25.6	2,010	2,887	-30.4
Incentive	50	31	58.7	3,224	3,024	6.6
Other Business	210	269	-22.0	3,795	3,708	2.3
Visit Friends/Rel.	1,349	945	42.7	13,927	13,720	1.5
Gov't/Military	95	120	-20.7	1,009	1,193	-15.4
Attend School	58	43	34.8	950	614	54.8
Sport Events	257	574	-55.2	2,857	3,133	-8.8
TRAVEL STATUS						
First Timers (%)**	43.5	45.8	-2.3	34.0	35.5	-1.5
Repeaters (%)**	56.5	54.2	2.3	66.0	64.5	1.5
Average # of Trips	3.30	3.37	-1.9	3.98	3.90	2.1
Group Tour	334	523	-36.1	9,585	8,503	12.7
Non-Group	27,881	25,401	9.8	351,049	351,224	0.0
Package Trip	5,995	7,008	-14.4	75,775	78,297	-3.2
No Package	22,219	18,917	17.5	284,859	281,430	1.2
Net True Independent	22,043	18,716	17.8	281,949	278,806	1.1
Ave. Age	44	44	1.9	48	48	0.1
Ave. Party Size	2.52	2.34	7.6	2.24	2.19	2.0

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

Source: Hawai'i Tourism Authority

August 2015 Arrivals at a Glance

CATEGORY AND MMA	Aug 2015p	Aug 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,267.5	1,273.6	-0.5	10,264.5	9,959.1	3.1
Total by air	1,267.5	1,273.6	-0.5	10,244.7	9,933.6	3.1
U.S. West	449.8	446.3	0.8	3,604.2	3,370.1	6.9
U.S. East	287.4	294.7	-2.5	2,593.3	2,628.9	-1.4
Japan	226.0	246.1	-8.2	1,408.0	1,561.0	-9.8
Canada	49.3	46.1	6.9	766.5	738.1	3.8
All Others	255.1	240.4	6.1	1,872.7	1,635.5	14.5
Visitor arrivals by cruise ships	0	0	0	19.8	25.5	-22.3
TOTAL VISITOR DAYS	6,637,704	6,428,462	3.3	53,332,373	51,350,583	3.9
Total by air	6,637,704	6,428,462	3.3	53,044,343	50,960,454	4.1
U.S. West	2,781,283	2,735,177	1.7	22,196,450	20,994,340	5.7
U.S. East	1,448,155	1,422,615	1.8	13,076,611	12,864,907	1.6
Japan	1,018,546	974,351	4.5	5,804,034	5,805,370	0.0
Canada	319,223	296,930	7.5	4,611,517	4,621,160	-0.2
All Others	1,070,497	999,388	7.1	7,355,731	6,674,676	10.2
Visitor arrivals by cruise ships	0	0	0	288,030	390,129	-26.2
VISITOR ARRIVALS	755,863	734,685	2.9	5,848,212	5,619,958	4.1
Total by air	755,863	734,685	2.9	5,785,746	5,541,933	4.4
U.S. West	313,181	304,608	2.8	2,390,097	2,220,018	7.7
U.S. East	146,052	142,622	2.4	1,262,127	1,233,954	2.3
Japan	157,543	156,690	0.5	980,164	990,670	-1.1
Canada	28,214	25,924	8.8	360,634	359,727	0.3
All Others	110,871	104,841	5.8	792,723	737,563	7.5
Visitor arrivals by cruise ships	0	0	0	62,466	78,025	-19.9
AVERAGE LENGTH OF STAY	8.78	8.75	0.4	9.12	9.14	-0.2
Total by air	8.78	8.75	0.4	9.17	9.20	-0.3
U.S. West	8.88	8.98	-1.1	9.29	9.46	-1.8
U.S. East	9.92	9.97	-0.6	10.36	10.43	-0.6
Japan	6.47	6.22	4.0	5.92	5.86	1.0
Canada	11.31	11.45	-1.2	12.79	12.85	-0.5
All Others	9.66	9.53	1.3	9.28	9.05	2.5
Visitor arrivals by cruise ships	0	0	0	4.61	5.00	-7.8
PER PERSON PER DAY SPENDING (\$)	191.0	198.1	-3.6	192.5	193.9	-0.8
Total by air	191.0	198.1	-3.6	193.1	194.9	-0.9
U.S. West	161.7	163.2	-0.9	162.4	160.5	1.2
U.S. East	198.4	207.1	-4.2	198.3	204.3	-3.0
Japan	221.9	252.6	-12.2	242.6	268.9	-9.8
Canada	154.4	155.3	-0.6	166.2	159.7	4.1
All Others	238.3	240.5	-0.9	254.6	245.0	3.9
Visitor arrivals by cruise ships	0	0	0	68.7	65.3	5.3
PER PERSON PER TRIP SPENDING (\$)	1,676.9	1,733.5	-3.3	1,755.1	1,772.1	-1.0
Total by air	1,676.9	1,733.5	-3.3	1,770.7	1,792.5	-1.2
U.S. West	1,436.4	1,465.2	-2.0	1,508.0	1,518.1	-0.7
U.S. East	1,967.5	2,066.1	-4.8	2,054.7	2,130.5	-3.6
Japan	1,434.3	1,570.9	-8.7	1,436.5	1,575.7	-8.8
Canada	1,747.4	1,778.8	-1.8	2,125.3	2,051.9	3.6
All Others	2,300.6	2,292.8	0.3	2,362.3	2,217.5	6.5
Visitor arrivals by cruise ships	0	0	0	316.7	326.3	-2.9

P=Preliminary data.

Source:Hawai'i Tourism Authority

2015 Arrivals at a Glance by Month

2015P	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,418.7	\$1,189.4	\$1,265.5	\$1,157.7	\$1,205.8	\$1,339.5	\$1,420.2	\$1,267.5
	Total by air	\$1,415.6	\$1,186.6	\$1,261.7	\$1,153.9	\$1,201.3	\$1,339.3	\$1,418.8	\$1,267.5
	U.S. West	\$422.4	\$373.1	\$434.2	\$424.2	\$447.4	\$514.0	\$539.1	\$449.8
	U.S. East	\$394.6	\$287.8	\$299.7	\$248.5	\$302.3	\$390.7	\$382.4	\$287.4
	Japan	\$168.6	\$174.9	\$165.6	\$136.2	\$167.8	\$174.3	\$194.6	\$226.0
	Canada	\$187.6	\$154.1	\$162.5	\$88.1	\$45.5	\$32.2	\$47.3	\$49.3
	All Other	\$242.4	\$196.6	\$199.7	\$256.8	\$238.3	\$228.3	\$255.5	\$255.1
	Visitor arrivals by cruise ships	\$3.1	\$2.8	\$3.8	\$3.8	\$4.6	\$0.2	\$1.4	\$0.0
Visitor days	TOTAL (air + s	7,220,762	6,126,730	6,895,751	5,893,413	6,097,063	6,983,414	7,477,537	6,637,704
	Total by air	7,175,412	6,080,360	6,830,415	5,838,232	6,036,965	6,981,289	7,463,966	6,637,704
	U.S. West	2,613,908	2,271,873	2,694,649	2,614,367	2,632,784	3,252,967	3,334,620	2,781,283
	U.S. East	1,884,130	1,506,078	1,612,967	1,273,921	1,504,211	1,923,637	1,923,512	1,448,155
	Japan	648,390	689,386	743,769	562,723	634,404	687,604	819,211	1,018,546
	Canada	1,059,543	875,826	984,376	552,073	288,994	211,992	319,490	319,223
	All Other	969,440	737,198	794,654	835,148	976,571	905,090	1,067,134	1,070,497
	Visitor arrivals by cruise ships	45,350	46,369	65,335	55,181	60,098	2,125	13,571	0
Visitor arrivals	TOTAL (air + s	678,870	661,747	780,056	677,754	709,671	767,905	816,345	755,863
	Total by air	669,612	650,036	765,358	665,393	698,584	767,408	813,491	755,863
	U.S. West	240,905	242,601	303,827	295,683	295,550	343,941	354,408	313,181
	U.S. East	147,423	138,822	170,013	133,509	153,418	186,795	186,095	146,052
	Japan	110,969	120,511	127,400	98,240	112,486	118,911	134,103	157,543
	Canada	72,343	65,255	77,237	45,422	26,459	18,715	26,989	28,214
	All Other	97,972	82,848	86,880	92,538	110,671	99,046	111,896	110,871
	Visitor arrivals by cruise ships	9,258	11,711	14,698	12,361	11,087	497	2,854	0
length of stay	TOTAL (air + s	10.64	9.26	8.84	8.70	8.59	9.09	9.16	8.78
	Total by air	10.72	9.35	8.92	8.77	8.64	9.10	9.18	8.78
	U.S. West	10.85	9.36	8.87	8.84	8.91	9.46	9.41	8.88
	U.S. East	12.78	10.85	9.49	9.54	9.80	10.30	10.34	9.92
	Japan	5.84	5.72	5.84	5.73	5.64	5.78	6.11	6.47
	Canada	14.65	13.42	12.74	12.15	10.92	11.33	11.84	11.31
	All Other	9.90	8.90	9.15	9.02	8.82	9.14	9.54	9.66
	Visitor arrivals by cruise ships	4.90	3.96	4.45	4.46	5.42	4.28	4.76	0.00
Per Person Per Day Spending *	TOTAL (air+sh	\$196.5	\$194.1	\$183.5	\$196.4	\$197.8	\$191.8	\$189.9	\$191.0
	Total by air	\$197.3	\$195.1	\$184.7	\$197.6	\$199.0	\$191.8	\$190.1	\$191.0
	U.S. West	\$161.6	\$164.2	\$161.1	\$162.3	\$169.9	\$158.0	\$161.7	\$161.7
	U.S. East	\$209.4	\$191.1	\$185.8	\$195.1	\$200.9	\$203.1	\$198.8	\$198.4
	Japan	\$260.0	\$253.7	\$222.7	\$242.1	\$264.5	\$253.5	\$237.6	\$221.9
	Canada	\$177.0	\$176.0	\$165.1	\$159.5	\$157.3	\$151.7	\$148.0	\$154.4
	All Other	\$250.1	\$266.7	\$251.3	\$307.5	\$244.1	\$252.2	\$239.4	\$238.3
	Visitor arrivals by cruise ships	\$69.1	\$61.1	\$58.9	\$69.7	\$76.2	\$75.3	\$102.2	\$0.0
Per Person Per Trip Spending *	TOTAL (air+sh	\$2,089.8	\$1,797.3	\$1,622.4	\$1,708.1	\$1,699.1	\$1,744.4	\$1,739.7	\$1,676.9
	Total by air	\$2,114.1	\$1,825.4	\$1,648.5	\$1,734.1	\$1,719.6	\$1,745.3	\$1,744.1	\$1,676.9
	U.S. West	\$1,753.4	\$1,537.9	\$1,429.1	\$1,434.8	\$1,513.7	\$1,494.3	\$1,521.1	\$1,436.4
	U.S. East	\$2,676.7	\$2,073.1	\$1,763.0	\$1,861.6	\$1,970.2	\$2,091.4	\$2,054.7	\$1,967.5
	Japan	\$1,519.4	\$1,451.4	\$1,299.8	\$1,386.8	\$1,491.7	\$1,465.6	\$1,451.3	\$1,434.3
	Canada	\$2,592.5	\$2,362.2	\$2,104.1	\$1,938.6	\$1,718.5	\$1,718.4	\$1,751.6	\$1,747.4
	All Other	\$2,474.4	\$2,373.3	\$2,298.2	\$2,774.8	\$2,153.6	\$2,304.8	\$2,283.1	\$2,300.6
	Visitor arrivals by cruise ships	\$338.4	\$241.9	\$261.6	\$311.1	\$413.1	\$321.9	\$486.0	\$0.0

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,418.7	\$2,608.1	\$3,873.7	\$5,031.4	\$6,237.2	\$7,576.7	\$8,996.9	\$10,264.5
	Total by air	\$1,415.6	\$2,602.1	\$3,863.8	\$5,017.7	\$6,219.0	\$7,558.3	\$8,977.1	\$10,244.7
	U.S. West	\$422.4	\$795.5	\$1,229.7	\$1,653.9	\$2,101.3	\$2,615.3	\$3,154.4	\$3,604.2
	U.S. East	\$394.6	\$682.4	\$982.1	\$1,230.7	\$1,532.9	\$1,923.6	\$2,306.0	\$2,593.3
	Japan	\$168.6	\$343.5	\$509.1	\$645.4	\$813.2	\$987.4	\$1,182.0	\$1,408.0
	Canada	\$187.6	\$341.7	\$504.2	\$592.3	\$637.7	\$669.9	\$717.2	\$766.5
	All Other	\$242.4	\$439.0	\$638.7	\$895.5	\$1,133.8	\$1,362.1	\$1,617.6	\$1,872.7
	Visitor arrivals by cruise ships	\$3.1	\$6.0	\$9.8	\$13.7	\$18.2	\$18.4	\$19.8	\$19.8
Visitor days	TOTAL (air + s	7,220,762	13,347,492	20,243,242	26,136,656	32,233,719	39,217,132	46,694,669	53,332,373
	Total by air	7,175,412	13,255,772	20,086,188	25,924,420	31,961,385	38,942,673	46,406,640	53,044,343
	U.S. West	2,613,908	4,885,780	7,580,429	10,194,797	12,827,581	16,080,548	19,415,167	22,196,450
	U.S. East	1,884,130	3,390,208	5,003,175	6,277,096	7,781,308	9,704,944	11,628,456	13,076,611
	Japan	648,390	1,337,776	2,081,546	2,644,269	3,278,673	3,966,277	4,785,488	5,804,034
	Canada	1,059,543	1,935,370	2,919,746	3,471,819	3,760,813	3,972,804	4,292,294	4,611,517
	All Other	969,440	1,706,638	2,501,292	3,336,440	4,313,010	5,218,100	6,285,234	7,355,731
	Visitor arrivals by cruise ships	45,350	91,719	157,055	212,236	272,334	274,459	288,030	288,030
Visitor arrivals	TOTAL (air + s	678,870	1,340,617	2,120,673	2,798,427	3,508,098	4,276,004	5,092,349	5,848,212
	Total by air	669,612	1,319,648	2,085,006	2,750,399	3,448,984	4,216,392	5,029,883	5,785,746
	U.S. West	240,905	483,505	787,333	1,083,016	1,378,566	1,722,508	2,076,916	2,390,097
	U.S. East	147,423	286,244	456,258	589,767	743,185	929,980	1,116,075	1,262,127
	Japan	110,969	231,480	358,880	457,120	569,606	688,517	822,621	980,164
	Canada	72,343	137,598	214,835	260,257	286,716	305,431	332,420	360,634
	All Other	97,972	180,821	267,701	360,240	470,911	569,957	681,852	792,723
	Visitor arrivals by cruise ships	9,258	20,969	35,667	48,028	59,115	59,612	62,466	62,466
length of stay	TOTAL (air + s	10.64	9.96	9.55	9.34	9.19	9.17	9.17	9.12
	Total by air	10.72	10.04	9.63	9.43	9.27	9.24	9.23	9.17
	U.S. West	10.85	10.10	9.63	9.41	9.31	9.34	9.35	9.29
	U.S. East	12.78	11.84	10.97	10.64	10.47	10.44	10.42	10.36
	Japan	5.84	5.78	5.80	5.78	5.76	5.76	5.82	5.92
	Canada	14.65	14.07	13.59	13.34	13.12	13.01	12.91	12.79
	All Other	9.90	9.44	9.34	9.26	9.16	9.16	9.22	9.28
	Visitor arrivals by cruise ships	4.90	4.37	4.40	4.42	4.61	4.60	4.61	4.61
Per Person Per Day Spending*	TOTAL (air+sh	\$196.5	\$195.4	\$191.4	\$192.5	\$193.5	\$193.2	\$192.7	\$192.5
	Total by air	\$197.3	\$196.3	\$192.4	\$193.6	\$194.6	\$194.1	\$193.4	\$193.1
	U.S. West	\$161.6	\$162.8	\$162.2	\$162.2	\$163.8	\$162.6	\$162.5	\$162.4
	U.S. East	\$209.4	\$201.3	\$196.3	\$196.1	\$197.0	\$198.2	\$198.3	\$198.3
	Japan	\$260.0	\$256.8	\$244.6	\$244.1	\$248.0	\$249.0	\$247.0	\$242.6
	Canada	\$177.0	\$176.6	\$172.7	\$170.6	\$169.6	\$168.6	\$167.1	\$166.2
	All Other	\$250.1	\$257.3	\$255.4	\$268.4	\$262.9	\$261.0	\$257.4	\$254.6
	Visitor arrivals by cruise ships	\$69.1	\$65.0	\$62.5	\$64.3	\$67.0	\$67.0	\$68.7	\$68.7
Per Person Per Trip Spending*	TOTAL (air+sh	\$2,089.8	\$1,945.5	\$1,826.6	\$1,797.9	\$1,777.9	\$1,771.9	\$1,766.8	\$1,755.1
	Total by air	\$2,114.1	\$1,971.8	\$1,853.2	\$1,824.4	\$1,803.1	\$1,792.6	\$1,784.8	\$1,770.7
	U.S. West	\$1,753.4	\$1,645.3	\$1,561.8	\$1,527.1	\$1,524.3	\$1,518.3	\$1,518.8	\$1,508.0
	U.S. East	\$2,676.7	\$2,383.9	\$2,152.5	\$2,086.7	\$2,062.6	\$2,068.4	\$2,066.1	\$2,054.7
	Japan	\$1,519.4	\$1,484.0	\$1,418.6	\$1,411.8	\$1,427.6	\$1,434.1	\$1,436.9	\$1,436.5
	Canada	\$2,592.5	\$2,483.3	\$2,347.0	\$2,275.7	\$2,224.3	\$2,193.3	\$2,157.4	\$2,125.3
	All Other	\$2,474.4	\$2,428.1	\$2,385.9	\$2,485.8	\$2,407.8	\$2,389.9	\$2,372.4	\$2,362.3
	Visitor arrivals by cruise ships	\$338.4	\$284.5	\$275.1	\$284.3	\$308.5	\$308.6	\$316.7	\$316.7

Source:Hawai'i Tourism Authority
Monthly data may not add up to total due to rounding.

August 2015 Island Highlights

CATEGORY AND ISLAND	Aug 2015p	Aug 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,267.5	1,273.6	-0.5	10,264.5	9,959.1	3.1
Total by air	1,267.5	1,273.6	-0.5	10,244.7	9,933.6	3.1
O'ahu	637.7	659.1	-3.2	4,857.3	4,872.9	-0.3
Maui	333.6	330.4	1.0	2,935.6	2,758.6	6.4
Moloka'i	2.1	2.8	-26.2	22.8	22.8	-0.1
Lāna'i	1.9	5.9	-67.3	39.2	49.0	-20.1
Kaua'i	130.4	118.3	10.2	1,111.4	962.0	15.5
Hawai'i Island	161.9	157.1	3.1	1,278.5	1,268.3	0.8
Visitor arrivals by cruise ships	0	0	0	19.8	25.5	-22.3
TOTAL VISITOR DAYS	6,637,704	6,428,462	3.3	53,332,373	51,350,583	3.9
Total by air	6,637,704	6,428,462	3.3	53,044,343	50,960,454	4.1
O'ahu	3,349,381	3,259,178	2.8	24,703,530	23,832,151	3.7
Maui	1,621,832	1,528,894	6.1	14,132,550	13,438,856	5.2
Moloka'i	19,375	16,074	20.5	194,018	173,431	11.9
Lāna'i	10,738	16,308	-34.2	115,830	145,461	-20.4
Kaua'i	739,075	726,691	1.7	6,136,496	5,957,758	3.0
Hawai'i Island	897,303	881,316	1.8	7,761,919	7,412,798	4.7
Visitor arrivals by cruise ships	0	0	0	288,030	390,129	-26.2
VISITOR ARRIVALS	755,863	734,685	2.9	5,848,212	5,619,958	4.1
Total by air	755,863	734,685	2.9	5,785,746	5,541,933	4.4
O'ahu	488,187	480,463	1.6	3,577,737	3,489,001	2.5
Maui	215,099	204,206	5.3	1,732,270	1,635,279	5.9
Moloka'i	5,080	4,687	8.4	46,336	38,925	19.0
Lāna'i	4,469	5,605	-20.3	43,033	44,182	-2.6
Kaua'i	103,358	101,049	2.3	802,554	767,668	4.5
Hawai'i Island	130,103	127,337	2.2	1,035,223	987,018	4.9
Visitor arrivals by cruise ships	0	0	0	62,466	78,025	-19.9
AVERAGE LENGTH OF STAY	8.78	8.75	0.4	9.12	9.14	-0.2
Total by air	8.78	8.75	0.4	9.17	9.20	-0.3
O'ahu	6.86	6.78	1.1	6.90	6.83	1.1
Maui	7.54	7.49	0.7	8.16	8.22	-0.7
Moloka'i	3.81	3.43	11.2	4.19	4.46	-6.0
Lāna'i	2.40	2.91	-17.4	2.69	3.29	-18.2
Kaua'i	7.15	7.19	-0.6	7.65	7.76	-1.5
Hawai'i Island	6.90	6.92	-0.4	7.50	7.51	-0.2
Visitor arrivals by cruise ships	0	0	0	4.61	5.00	-7.8
PER PERSON PER DAY SPENDING (\$)	191.0	198.1	-3.6	192.5	193.9	-0.8
Total by air	191.0	198.1	-3.6	193.1	194.9	-0.9
O'ahu	190.4	202.2	-5.9	196.6	204.5	-3.8
Maui	205.7	216.1	-4.8	207.7	205.3	1.2
Moloka'i	106.7	174.3	-38.8	117.5	131.6	-10.7
Lāna'i	180.9	364.7	-50.4	338.3	337.0	0.4
Kaua'i	176.4	162.7	8.4	181.1	161.5	12.2
Hawai'i Island	180.4	178.2	1.2	164.7	171.1	-3.7
Visitor arrivals by cruise ships	0	0	0	68.7	65.3	5.3
PER PERSON PER TRIP SPENDING (\$)	1,676.9	1,733.5	-3.3	1,755.1	1,772.1	-1.0
Total by air	1,676.9	1,733.5	-3.3	1,770.7	1,792.5	-1.2
O'ahu	1,306.2	1,371.8	-4.8	1,357.6	1,396.6	-2.8
Maui	1,550.8	1,618.2	-4.2	1,694.6	1,686.9	0.5
Moloka'i	406.9	598.0	-32.0	492.1	586.2	-16.1
Lāna'i	434.7	1,061.2	-59.0	910.6	1,109.6	-17.9
Kaua'i	1,261.3	1,170.4	7.8	1,384.8	1,253.2	10.5
Hawai'i Island	1,244.3	1,233.5	0.9	1,235.0	1,285.0	-3.9
Visitor arrivals by cruise ships	0	0	0	316.7	326.3	-2.9

P=Preliminary data.

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2015

2015P	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,418.7	\$1,189.4	\$1,265.5	\$1,157.7	\$1,205.8	\$1,339.5	\$1,420.2	\$1,267.5
	Total by air	\$1,415.6	\$1,186.6	\$1,261.7	\$1,153.9	\$1,201.3	\$1,339.3	\$1,418.8	\$1,267.5
	O'ahu	\$606.4	\$530.2	\$568.9	\$556.4	\$618.2	\$652.7	\$686.7	\$637.7
	Maui	\$446.7	\$367.5	\$381.9	\$343.1	\$308.5	\$366.4	\$387.8	\$333.6
	Moloka'i	\$4.4	\$3.5	\$3.9	\$1.7	\$2.4	\$3.0	\$1.9	\$2.1
	Lāna'i	\$6.5	\$6.5	\$9.0	\$5.7	\$3.6	\$4.8	\$1.2	\$1.9
	Kaua'i	\$151.8	\$129.9	\$138.0	\$116.9	\$136.2	\$148.4	\$159.9	\$130.4
	Hawai'i Island	\$199.8	\$148.9	\$160.0	\$130.1	\$132.5	\$164.1	\$181.2	\$161.9
	Visitor arrivals by cruise ships	\$3.13	\$2.83	\$3.85	\$3.85	\$4.58	\$0.16	\$1.39	\$0.00
Visitor days	TOTAL (air + ship)	7,220,762	6,126,730	6,895,751	5,893,413	6,097,063	6,983,414	7,477,537	6,637,704
	Total by air	7,175,412	6,080,360	6,830,415	5,838,232	6,036,965	6,981,289	7,463,966	6,637,704
	O'ahu	3,016,957	2,679,641	3,123,931	2,702,415	2,974,754	3,306,601	3,549,850	3,349,381
	Maui	2,008,781	1,700,277	1,888,471	1,609,713	1,540,890	1,815,770	1,946,816	1,621,832
	Moloka'i	36,649	30,374	26,275	18,792	18,788	23,637	20,127	19,375
	Lāna'i	17,537	15,669	17,429	14,520	13,788	14,252	11,898	10,738
	Kaua'i	860,398	691,687	752,206	672,208	712,528	821,459	886,936	739,075
	Hawai'i Island	1,235,090	962,712	1,022,104	820,584	776,217	999,570	1,048,339	897,303
	Visitor arrivals by cruise ships	45,350	46,369	65,335	55,181	60,098	2,125	13,571	0
Visitor arrivals	TOTAL (air + ship)	678,870	661,747	780,056	677,754	709,671	767,905	816,345	755,863
	Total by air	669,612	650,036	765,358	665,393	698,584	767,408	813,491	755,863
	O'ahu	400,525	396,899	457,893	400,404	444,772	479,264	509,792	488,187
	Maui	211,032	195,624	230,309	201,910	206,253	229,002	243,041	215,099
	Moloka'i	6,060	7,058	7,076	4,039	5,047	6,758	5,218	5,080
	Lāna'i	5,727	6,156	6,267	4,977	5,323	5,957	4,156	4,469
	Kaua'i	97,219	86,497	100,651	92,452	98,782	107,929	115,666	103,358
	Hawai'i Island	130,713	122,491	135,841	116,121	115,640	137,323	146,992	130,103
	Visitor arrivals by cruise ships	9,258	11,711	14,698	12,361	11,087	497	2,854	0
Length of stay	TOTAL (air + ship)	10.64	9.26	8.84	8.70	8.59	9.09	9.16	8.78
	Total by air	10.72	9.35	8.92	8.77	8.64	9.10	9.18	8.78
	O'ahu	7.53	6.75	6.82	6.75	6.69	6.90	6.96	6.86
	Maui	9.52	8.69	8.20	7.97	7.47	7.93	8.01	7.54
	Moloka'i	6.05	4.30	3.71	4.65	3.72	3.50	3.86	3.81
	Lāna'i	3.06	2.55	2.78	2.92	2.59	2.39	2.86	2.40
	Kaua'i	8.85	8.00	7.47	7.27	7.21	7.61	7.67	7.15
	Hawai'i Island	9.45	7.86	7.52	7.07	6.71	7.28	7.13	6.90
	Visitor arrivals by cruise ships	4.90	3.96	4.45	4.46	5.42	4.28	4.76	0.00
Per Person Per Day Spending *	TOTAL (air+ship)	\$196.5	\$194.1	\$183.5	\$196.4	\$197.8	\$191.8	\$189.9	\$191.0
	Total by air	\$197.3	\$195.1	\$184.7	\$197.6	\$199.0	\$191.8	\$190.1	\$191.0
	O'ahu	\$201.0	\$197.9	\$182.1	\$205.9	\$207.8	\$197.4	\$193.5	\$190.4
	Maui	\$222.4	\$216.2	\$202.2	\$213.2	\$200.2	\$201.8	\$199.2	\$205.7
	Moloka'i	\$119.1	\$114.9	\$91.6	\$91.6	\$126.0	\$125.5	\$96.7	\$106.7
	Lāna'i	\$372.8	\$412.9	\$514.1	\$390.9	\$259.6	\$335.3	\$104.5	\$180.9
	Kaua'i	\$176.4	\$187.8	\$183.5	\$173.8	\$191.1	\$180.7	\$180.3	\$176.4
	Hawai'i Island	\$161.8	\$154.7	\$156.6	\$158.5	\$170.7	\$164.1	\$172.8	\$180.4
	Visitor arrivals by cruise ships	\$69.1	\$61.1	\$58.9	\$69.7	\$76.2	\$75.3	\$102.21	\$0.0
Per Person Per Trip Spending *	TOTAL (air+ship)	\$2,089.8	\$1,797.3	\$1,622.4	\$1,708.1	\$1,699.1	\$1,744.4	\$1,739.7	\$1,676.9
	Total by air	\$2,114.1	\$1,825.4	\$1,648.5	\$1,734.1	\$1,719.6	\$1,745.3	\$1,744.1	\$1,676.9
	O'ahu	\$1,514.1	\$1,336.0	\$1,242.5	\$1,389.6	\$1,389.8	\$1,361.8	\$1,347.1	\$1,306.2
	Maui	\$2,116.7	\$1,878.7	\$1,658.3	\$1,699.4	\$1,495.7	\$1,600.2	\$1,595.7	\$1,550.8
	Moloka'i	\$720.3	\$494.5	\$548.0	\$426.1	\$469.0	\$439.0	\$373.0	\$406.9
	Lāna'i	\$1,141.4	\$1,051.0	\$1,429.7	\$1,140.5	\$672.4	\$802.2	\$299.1	\$434.7
	Kaua'i	\$1,561.0	\$1,502.0	\$1,371.0	\$1,264.0	\$1,378.6	\$1,375.0	\$1,382.6	\$1,261.3
	Hawai'i Island	\$1,528.8	\$1,215.7	\$1,178.1	\$1,120.0	\$1,145.7	\$1,194.7	\$1,232.6	\$1,244.3
	Visitor arrivals by cruise ships	\$338.4	\$241.9	\$261.6	\$311.1	\$413.1	\$321.9	\$485.99	\$0.0

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	1,418.7	2,608.1	3,873.7	5,031.4	6,237.2	7,576.7	8,996.9	10,264.5
	Total by air	1,415.6	2,602.1	3,863.8	5,017.7	6,219.0	7,558.3	8,977.1	10,244.7
	O'ahu	606.4	1,136.7	1,705.6	2,262.0	2,880.1	3,532.8	4,219.6	4,857.3
	Maui	446.7	814.2	1,196.1	1,539.2	1,847.7	2,214.2	2,602.0	2,935.6
	Moloka'i	4.4	7.9	11.7	13.5	15.8	18.8	20.7	22.8
	Lāna'i	6.5	13.0	22.0	27.6	31.2	36.0	37.2	39.2
	Kaua'i	151.8	281.7	419.7	536.5	672.7	821.1	981.0	1,111.4
	Hawai'i Island	199.8	348.8	508.8	638.8	771.3	935.4	1,116.6	1,278.5
	Visitor arrivals by cruise ships	3.1	6.0	9.8	13.7	18.2	18.4	19.8	19.8
Visitor days	TOTAL (air + ship)	7,220,762	13,347,492	20,243,242	26,136,656	32,233,719	39,217,132	46,694,669	53,332,373
	Total by air	7,175,412	13,255,772	20,086,188	25,924,420	31,961,385	38,942,673	46,406,640	53,044,343
	O'ahu	3,016,957	5,696,598	8,820,529	11,522,944	14,497,698	17,804,299	21,354,149	24,703,530
	Maui	2,008,781	3,709,059	5,597,530	7,207,243	8,748,132	10,563,902	12,510,718	14,132,550
	Moloka'i	36,649	67,023	93,298	112,090	130,879	154,516	174,642	194,018
	Lāna'i	17,537	33,206	50,635	65,155	78,943	93,195	105,093	115,830
	Kaua'i	860,398	1,552,085	2,304,290	2,976,499	3,689,026	4,510,485	5,397,421	6,136,496
	Hawai'i Island	1,235,090	2,197,802	3,219,906	4,040,490	4,816,707	5,816,277	6,864,616	7,761,919
	Visitor arrivals by cruise ships	45,350	91,719	157,055	212,236	272,334	274,459	288,030	288,030
Visitor arrivals	TOTAL (air + ship)	678,870	1,340,617	2,120,673	2,798,427	3,508,098	4,276,004	5,092,349	5,848,212
	Total by air	669,612	1,319,648	2,085,006	2,750,399	3,448,984	4,216,392	5,029,883	5,785,746
	O'ahu	400,525	797,424	1,255,318	1,655,722	2,100,494	2,579,758	3,089,550	3,577,737
	Maui	211,032	406,656	636,965	838,875	1,045,128	1,274,129	1,517,171	1,732,270
	Moloka'i	6,060	13,118	20,195	24,234	29,280	36,038	41,257	46,336
	Lāna'i	5,727	11,884	18,150	23,127	28,450	34,407	38,564	43,033
	Kaua'i	97,219	183,716	284,367	376,820	475,601	583,530	699,196	802,554
	Hawai'i Island	130,713	253,204	389,044	505,166	620,806	758,129	905,120	1,035,223
	Visitor arrivals by cruise ships	9,258	20,969	35,667	48,028	59,115	59,612	62,466	62,466
Length of stay	TOTAL (air + ship)	10.64	9.96	9.55	9.34	9.19	9.17	9.17	9.12
	Total by air	10.72	10.04	9.63	9.43	9.27	9.24	9.23	9.17
	O'ahu	7.53	7.14	7.03	6.96	6.90	6.90	6.91	6.90
	Maui	9.52	9.12	8.79	8.59	8.37	8.29	8.25	8.16
	Moloka'i	6.05	5.11	4.62	4.63	4.47	4.29	4.23	4.19
	Lāna'i	3.06	2.79	2.79	2.82	2.77	2.71	2.73	2.69
	Kaua'i	8.85	8.45	8.10	7.90	7.76	7.73	7.72	7.65
	Hawai'i Island	9.45	8.68	8.28	8.00	7.76	7.67	7.58	7.50
	Visitor arrivals by cruise ships	4.90	4.37	4.40	4.42	4.61	4.60	4.61	4.61
Per Person Per Day Spending *	TOTAL (air+ship)	\$196.5	\$195.4	\$191.4	\$192.5	\$193.5	\$193.2	\$192.7	\$192.5
	Total by air	\$197.3	\$196.3	\$192.4	\$193.6	\$194.6	\$194.1	\$193.4	\$193.1
	O'ahu	\$201.0	\$199.5	\$193.4	\$196.3	\$198.7	\$198.4	\$197.6	\$196.6
	Maui	\$222.4	\$219.5	\$213.7	\$213.6	\$211.2	\$209.6	\$208.0	\$207.7
	Moloka'i	\$119.1	\$117.2	\$125.8	\$120.0	\$120.9	\$121.6	\$118.7	\$117.5
	Lāna'i	\$372.8	\$391.7	\$433.8	\$424.3	\$395.5	\$386.3	\$354.4	\$338.3
	Kaua'i	\$176.4	\$181.5	\$182.1	\$180.3	\$182.4	\$182.0	\$181.8	\$181.1
	Hawai'i Island	\$161.8	\$158.7	\$158.0	\$158.1	\$160.1	\$160.8	\$162.7	\$164.7
	Visitor arrivals by cruise ships	\$69.1	\$65.0	\$62.5	\$64.3	\$67.0	\$67.0	\$68.7	\$68.7
Per Person Per Trip Spending *	TOTAL (air+ship)	\$2,089.8	\$1,945.5	\$1,826.6	\$1,797.9	\$1,777.9	\$1,771.9	\$1,766.8	\$1,755.1
	Total by air	\$2,114.1	\$1,971.8	\$1,853.2	\$1,824.4	\$1,803.1	\$1,792.6	\$1,784.8	\$1,770.7
	O'ahu	\$1,514.1	\$1,425.4	\$1,358.7	\$1,366.2	\$1,371.2	\$1,369.4	\$1,365.8	\$1,357.6
	Maui	\$2,116.7	\$2,002.2	\$1,877.8	\$1,834.9	\$1,768.0	\$1,737.8	\$1,715.0	\$1,694.6
	Moloka'i	\$720.3	\$598.8	\$581.0	\$555.2	\$540.3	\$521.3	\$502.6	\$492.1
	Lāna'i	\$1,141.4	\$1,094.5	\$1,210.3	\$1,195.2	\$1,097.4	\$1,046.3	\$965.8	\$910.6
	Kaua'i	\$1,561.0	\$1,533.2	\$1,475.8	\$1,423.8	\$1,414.4	\$1,407.1	\$1,403.1	\$1,384.8
	Hawai'i Island	\$1,528.8	\$1,377.4	\$1,307.8	\$1,264.6	\$1,242.5	\$1,233.8	\$1,233.6	\$1,235.0
	Visitor arrivals by cruise ships	\$338.4	\$284.5	\$275.1	\$284.3	\$308.5	\$308.6	\$316.7	\$316.7

Source:Hawai'i Tourism Authority
Monthly data may not add up to total due to rounding.

Table 8. VISITORS BY CRUISE SHIPS

	AUGUST			YEAR-TO-DATE		
	2015P	2014F	% CHANGE	2015P	2014F	% CHANGE
VISITOR DAYS	133,463	120,361	10.9	1,199,403	1,256,257	-4.5
TOTAL VISITORS	12,232	11,475	6.6	146,486	158,362	-7.5
ARRIVED BY SHIP	0	0	NA	62,466	78,025	-19.9
ARRIVED BY AIR	12,232	11,475	6.6	84,020	80,337	4.6
NUMBER OF SHIP ARRIVALS	0	0	NA	36	44	-18.2
ISLANDS VISITED						
O'ahu	12,232	11,475	6.6	144,973	156,286	-7.2
Kaua'i	12,232	11,475	6.6	127,454	142,179	-10.4
Maui County	12,232	11,475	6.6	139,827	147,093	-4.9
Maui	12,232	11,475	6.6	139,827	147,093	-4.9
Moloka'i	158	110	43.0	1,462	1,708	-14.4
Lāna'i	134	113	18.3	2,318	2,790	-16.9
Hawai'i Island	12,232	11,475	6.6	136,434	146,006	-6.6
Average Islands Visited	4.0	4.02	0.1	3.8	3.76	0.2
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.45	2.19	11.8	1.45	1.19	22.1
Days in Hawai'i during Cruise	7.00	7.00	0.0	5.58	5.43	2.7
Days in Hawai'i after Cruise	1.46	1.30	12.6	1.16	1.32	-11.7
Total days in Hawai'i	10.91	10.49	4.0	8.19	7.93	3.2
ACCOMMODATIONS						
Hotel	10,004	9,529	5.0	79,409	84,079	-5.6
Hotel only	9,517	8,950	6.3	71,592	72,988	-1.9
Condo	551	381	44.8	6,063	8,008	-24.3
Condo only	230	157	46.6	1,870	2,266	-17.5
Timeshare	458	362	26.5	5,261	6,266	-16.0
Timeshare Only	269	208	29.4	2,124	2,184	-2.8
Bed & Breakfast	87	102	-14.8	864	1,202	-28.1
Bed & Breakfast only	36	26	35.3	239	196	22.0
Friends & relatives	258	190	35.5	2,946	3,906	-24.6
Other accommodation	192	191	0.8	4,224	6,494	-35.0
Accommodation (NET)	10,879	10,107	7.6	88,819	94,653	-6.2
Cruise only	1,353	1,368	-1.1	57,667	63,709	-9.5
TRAVEL STATUS						
% First timers	50.8	54.2	-3.4	45.8	42.2	3.6
% Repeat visitors	49.2	45.8	3.4	54.2	57.8	-3.6

Source:Hawai'i Tourism Authority

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA

AUGUST	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
Total Seats	1,074,914	1,019,825	5.4	740,994	716,089	3.5	190,165	170,585	11.5	73,769	64,761	13.9	4,978	4,774	4.3	65,008	63,616	2.2
Scheduled	1,061,707	1,004,090	5.7	727,787	700,354	3.9	190,165	170,585	11.5	73,769	64,761	13.9	4,978	4,774	4.3	65,008	63,616	2.2
Charters	13,207	15,735	-16.1	13,207	15,735	-16.1												
Domestic	747,712	711,981	5.0	422,570	415,464	1.7	182,953	165,106	10.8	73,073	63,891	14.4	4,978	4,774	4.3	64,138	62,746	2.2
Scheduled	742,744	707,013	5.1	417,602	410,496	1.7	182,953	165,106	10.8	73,073	63,891	14.4	4,978	4,774	4.3	64,138	62,746	2.2
Charters	4,968	4,968	0.0	4,968	4,968	0.0												
US West	659,004	629,480	4.7	349,234	345,113	1.2	167,581	152,956	9.6	73,073	63,891	14.4	4,978	4,774	4.3	64,138	62,746	2.2
...Anchorage	3,749	2,771	35.3	3,749	2,771	35.3												
...Bellingham	0	2,282	-100.0	0	2,282	-100.0												
...Denver	12,484	15,526	-19.6	10,664	10,664	0.0	910	3,406	-73.3	910	910	0.0				0	546	-100.0
...Eugene	0	456	-100.0	0	456	-100.0												
...Fresno	0	684	-100.0	0	684	-100.0												
...Las Vegas	25,653	25,992	-1.3	25,653	25,992	-1.3												
...Los Angeles	255,027	246,535	3.4	128,125	124,267	3.1	61,619	61,371	0.4	33,374	27,525	21.2	4,978	4,774	4.3	26,931	28,598	-5.8
...Oakland	40,434	39,611	2.1	13,658	13,713	-0.4	13,082	13,082	0.0	8,208	7,589	8.2				5,486	5,227	5.0
...Phoenix	46,029	45,459	1.3	23,799	24,179	-1.6	9,500	9,690	-2.0	5,130	5,320	-3.6				7,600	6,270	21.2
...Phoenix Mesa	0	912	-100.0	0	912	-100.0												
...Portland	23,222	21,717	6.9	15,561	14,545	7.0	7,661	7,172	6.8									
...Sacramento	13,082	13,082	0.0	8,029	8,029	0.0	5,053	5,053	0.0									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	27,696	27,533	0.6	14,004	14,167	-1.2	7,009	8,802	-20.4	2,119	0	NA				4,564	4,564	0.0
...San Francisco	103,291	89,071	16.0	52,387	54,228	-3.4	27,954	14,197	96.9	13,010	12,638	2.9				9,940	8,008	24.1
...San Jose	31,903	30,570	4.4	12,754	12,315	3.6	13,082	13,082	0.0	3,133	2,239	39.9				2,934	2,934	0.0
...Seattle	68,343	58,276	17.3	32,760	26,906	21.8	21,711	17,101	27.0	7,189	7,670	-6.3				6,683	6,599	1.3
...Stockton	0	912	-100.0	0	912	-100.0												
US East	83,740	77,533	8.0	68,368	65,383	4.6	15,372	12,150	26.5									
...Atlanta	11,656	9,083	28.3	11,656	9,083	28.3												
...Chicago	15,136	11,696	29.4	10,664	10,664	0.0	4,472	1,032	333.3									
...Dallas	25,070	24,634	1.8	14,170	13,516	4.8	10,900	11,118	-2.0									
...Houston	10,664	10,664	0.0	10,664	10,664	0.0												
...New York JFK	9,114	9,114	0.0	9,114	9,114	0.0												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C.	4,598	4,840	-5.0	4,598	4,840	-5.0												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continue)

AUGUST	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
International	327,202	307,844	6.3	318,424	300,625	5.9	7,212	5,479	31.6	696	870	-20.0	0	0	NA	870	870	0.0
Scheduled	318,963	297,077	7.4	310,185	289,858	7.0	7,212	5,479	31.6	696	870	-20.0				870	870	0.0
Charters	8,239	10,767	-23.5	8,239	10,767	-23.5												
Japan	184,182	172,792	6.6	184,182	172,792	6.6												
...Fukuoka	7,006	6,800	3.0	7,006	6,800	3.0												
...Nagoya	19,065	18,600	2.5	19,065	18,600	2.5												
...Osaka	33,059	33,015	0.1	33,059	33,015	0.1												
...Sapporo	3,367	3,626	-7.1	3,367	3,626	-7.1												
...Tokyo-HND	27,807	28,819	-3.5	27,807	28,819	-3.5												
...Tokyo-NRT	93,878	81,932	14.6	93,878	81,932	14.6												
Canada	19,736	15,181	30.0	10,958	7,962	37.6	7,212	5,479	31.6	696	870	-20.0				870	870	0.0
...Vancouver	19,736	15,181	30.0	10,958	7,962	37.6	7,212	5,479	31.6	696	870	-20.0				870	870	0.0
Other Asia	48,609	49,480	-1.8	48,609	49,480	-1.8												
...Beijing	9,036	7,434	21.5	9,036	7,434	21.5												
...Seoul	30,474	32,683	-6.8	30,474	32,683	-6.8												
...Shanghai	6,336	6,600	-4.0	6,336	6,600	-4.0												
...Taipei	2,763	2,763	0.0	2,763	2,763	0.0												
Oceania	40,830	35,994	13.4	40,830	35,994	13.4												
...Auckland	8,034	8,104	-0.9	8,034	8,104	-0.9												
...Brisbane	7,716	4,662	65.5	7,716	4,662	65.5												
...Melbourne	4,242	4,242	0.0	4,242	4,242	0.0												
...Sydney	20,838	18,986	9.8	20,838	18,986	9.8												
Other	25,606	23,630	8.4	25,606	23,630	8.4												
...Apia	656	820	-20.0	656	820	-20.0												
...Christmas	488	488	0.0	488	488	0.0												
...Guam	10,664	10,664	0.0	10,664	10,664	0.0												
...Majuro	2,015	2,015	0.0	2,015	2,015	0.0												
...Manila	6,644	5,016	32.5	6,644	5,016	32.5												
...Nadi	820	826	-0.7	820	826	-0.7												
...Pago Pago	2,849	2,331	22.2	2,849	2,331	22.2												
...Papeete	1,470	1,470	0.0	1,470	1,470	0.0												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continue)

YTD AUGUST	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
Total Seats	8,109,379	7,582,720	6.9	5,475,847	5,296,688	3.4	1,561,463	1,329,922	17.4	569,439	474,559	20.0	29,430	31,888	-7.7	473,200	449,663	5.2
Scheduled	8,057,277	7,524,650	7.1	5,423,745	5,238,618	3.5	1,561,463	1,329,922	17.4	569,439	474,559	20.0	29,430	31,888	-7.7	473,200	449,663	5.2
Charters	52,102	58,070	-10.3	52,102	58,070	-10.3												
Domestic	5,613,429	5,114,735	9.8	3,172,560	3,003,767	5.6	1,420,679	1,205,077	17.9	541,746	447,656	21.0	29,430	31,888	-7.7	449,014	426,347	5.3
Scheduled	5,575,617	5,076,923	9.8	3,134,748	2,965,955	5.7	1,420,679	1,205,077	17.9	541,746	447,656	21.0	29,430	31,888	-7.7	449,014	426,347	5.3
Charters	37,812	37,812	0.0	37,812	37,812	0.0												
US West	4,940,842	4,505,125	9.7	2,618,545	2,470,579	6.0	1,302,107	1,128,655	15.4	541,746	447,656	21.0	29,430	31,888	-7.7	449,014	426,347	5.3
...Anchorage	42,706	41,475	3.0	31,459	32,840	-4.2	6,683	6,437	3.8	4,564	2,198	107.6						
...Bellingham	28,525	45,037	-36.7	19,723	30,945	-36.3	8,802	14,092	-37.5									
...Boise	0	2,954	-100.0	0	2,954	-100.0												
...Denver	115,553	102,052	13.2	74,317	56,799	30.8	25,545	32,877	-22.3	11,024	6,370	73.1				4,667	6,006	-22.3
...Eugene	0	2,280	-100.0	0	2,280	-100.0												
...Fresno	0	4,560	-100.0	0	4,560	-100.0												
...Las Vegas	199,560	197,867	0.9	199,560	197,867	0.9												
...Los Angeles	1,765,786	1,647,203	7.2	930,428	866,588	7.4	416,065	388,676	7.0	208,794	170,435	22.5	29,430	31,888	-7.7	181,069	189,616	-4.5
...Oakland	267,499	251,651	6.3	91,565	93,495	-2.1	102,546	98,814	3.8	45,299	34,245	32.3				28,089	25,097	11.9
...Phoenix	354,181	340,147	4.1	177,627	175,227	1.4	78,894	73,720	7.0	45,600	45,030	1.3				52,060	46,170	12.8
...Phoenix Mesa	0	4,560	-100.0	0	4,560	-100.0												
...Portland	212,418	203,154	4.6	115,107	111,326	3.4	67,645	64,196	5.4	18,908	16,956	11.5				10,758	10,676	0.8
...Sacramento	102,546	101,808	0.7	62,937	62,937	0.0	39,609	38,871	1.9									
...Salt Lake City	63,423	63,423	0.0	63,423	63,423	0.0												
...San Diego	191,247	183,878	4.0	107,954	107,749	0.2	45,314	51,284	-11.6	12,551	0	NA				25,428	24,845	2.3
...San Francisco	773,394	632,873	22.2	391,482	371,951	5.3	225,106	120,569	86.7	99,350	93,761	6.0				57,456	46,592	23.3
...San Jose	242,609	197,760	22.7	92,197	60,219	53.1	102,546	98,562	4.0	25,209	16,844	49.7				22,657	22,135	2.4
...Seattle	581,395	474,473	22.5	260,766	216,889	20.2	183,352	140,557	30.4	70,447	61,817	14.0				66,830	55,210	21.0
...Spokane	0	3,410	-100.0	0	3,410	-100.0												
...Stockton	0	4,560	-100.0	0	4,560	-100.0												
US East	634,775	571,798	11.0	516,203	495,376	4.2	118,572	76,422	55.2									
...Atlanta	81,258	71,634	13.4	81,258	71,634	13.4												
...Chicago	116,272	90,824	28.0	83,592	83,944	-0.4	32,680	6,880	375.0									
...Dallas	198,162	175,272	13.1	112,270	105,730	6.2	85,892	69,542	23.5									
...Houston	81,821	76,962	6.3	81,821	76,962	6.3												
...New York JFK	64,334	63,210	1.8	64,334	63,210	1.8												
...Newark	58,564	58,806	-0.4	58,564	58,806	-0.4												
...Washington D.C.	34,364	35,090	-2.1	34,364	35,090	-2.1												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continue)

YTD AUGUST	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
International	2,495,950	2,467,985	1.1	2,303,287	2,292,921	0.5	140,784	124,845	12.8	27,693	26,903	2.9	0	0	NA	24,186	23,316	3.7
Scheduled	2,481,660	2,447,727	1.4	2,288,997	2,272,663	0.7	140,784	124,845	12.8	27,693	26,903	2.9				24,186	23,316	3.7
Charters	14,290	20,258	-29.5	14,290	20,258	-29.5												
Japan	1,309,479	1,363,454	-4.0	1,309,479	1,363,454	-4.0												
...Fukuoka	47,661	100,796	-52.7	47,661	100,796	-52.7												
...Nagoya	137,919	147,763	-6.7	137,919	147,763	-6.7												
...Osaka	257,567	241,192	6.8	257,567	241,192	6.8												
...Sapporo	26,936	27,195	-1.0	26,936	27,195	-1.0												
...Tokyo-HND	218,339	219,657	-0.6	218,339	219,657	-0.6												
...Tokyo-NRT	621,057	626,851	-0.9	621,057	626,851	-0.9												
Canada	323,950	276,313	17.2	131,287	101,249	29.7	140,784	124,845	12.8	27,693	26,903	2.9				24,186	23,316	3.7
...Calgary	33,993	35,044	-3.0	6,831	6,831	0.0	27,162	28,213	-3.7									
...Edmonton	10,350	10,350	0.0				10,350	10,350	0.0									
...Toronto	7,560	0	NA	7,560	0	NA												
...Vancouver	269,735	228,607	18.0	114,584	92,106	24.4	103,272	86,282	19.7	27,693	26,903	2.9				24,186	23,316	3.7
...Victoria	2,312	2,312	0.0	2,312	2,312	0.0												
Other Asia	317,667	354,906	-10.5	317,667	354,906	-10.5												
...Beijing	60,201	41,563	44.8	60,201	41,563	44.8												
...Seoul	195,429	230,147	-15.1	195,429	230,147	-15.1												
...Shanghai	40,854	49,358	-17.2	40,854	49,358	-17.2												
...Taipei	21,183	33,838	-37.4	21,183	33,838	-37.4												
Oceania	329,766	278,111	18.6	329,766	278,111	18.6												
...Auckland	62,166	59,194	5.0	62,166	59,194	5.0												
...Brisbane	66,318	32,893	101.6	66,318	32,893	101.6												
...Melbourne	31,209	26,967	15.7	31,209	26,967	15.7												
...Sydney	170,073	159,057	6.9	170,073	159,057	6.9												
Other	200,798	174,943	14.8	200,798	174,943	14.8												
...Apia	6,074	5,740	5.8	6,074	5,740	5.8												
...Christmas	4,270	4,270	0.0	4,270	4,270	0.0												
...Guam	83,592	84,264	-0.8	83,592	84,264	-0.8												
...Majuro	16,120	16,120	0.0	16,120	16,120	0.0												
...Manila	53,408	29,040	83.9	53,408	29,040	83.9												
...Nadi	5,442	5,794	-6.1	5,442	5,794	-6.1												
...Pago Pago	20,720	19,425	6.7	20,720	19,425	6.7												
...Papeete	11,172	10,290	8.6	11,172	10,290	8.6												

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