

TABLE 1. TOTAL VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
TOTAL VISITORS	815,949	778,840	4.8	6,239,078	5,972,550	4.5
Domestic	543,911	521,390	4.3	4,243,033	4,074,603	4.1
International	272,038	257,450	5.7	1,996,046	1,897,947	5.2
VISITOR DAYS	7,034,919	6,811,007	3.3	56,578,626	54,198,237	4.4
AVERAGE DAILY CENSUS	226,933	219,710	3.3	232,834	222,124	4.8
TOTAL AIR SEATS	1,096,537	1,061,887	3.3	8,240,580	8,205,212	0.4
TOTAL LOAD FACTOR (%)	87.5	85.9	1.9	88.6	85.9	3.1
ISLANDS VISITED						
O'ahu	517,206	497,994	3.9	3,814,830	3,669,194	4.0
O'ahu only	389,205	376,016	3.5	2,849,916	2,782,351	2.4
O'ahu one day or less	18,921	18,885	0.2	153,893	140,142	9.8
Kaua'i	111,904	104,838	6.7	866,572	807,659	7.3
Kaua'i only	58,770	55,028	6.8	461,953	442,685	4.4
Kaua'i one day or less	9,211	9,214	0.0	74,728	69,571	7.4
Maui County	236,554	231,448	2.2	1,883,256	1,829,108	3.0
Maui	233,266	227,652	2.5	1,855,831	1,798,630	3.2
Maui only	144,974	138,851	4.4	1,175,963	1,149,797	2.3
Maui one day or less	12,328	13,966	-11.7	101,116	95,408	6.0
Moloka'i *	4,529	5,761	-21.4	37,547	41,835	-10.3
Moloka'i only *	532	496	7.2	5,009	5,093	-1.7
Moloka'i one day or less*	2,428	2,498	-2.8	17,517	19,345	-9.4
Lāna'i *	5,464	6,039	-9.5	42,773	42,179	1.4
Lāna'i only *	675	697	-3.2	6,029	6,320	-4.6
Lāna'i one day or less*	3,021	3,531	-14.4	23,541	23,050	2.1
Hawai'i Island	152,550	133,561	14.2	1,196,926	1,049,969	14.0
Kona side	128,756	113,875	13.1	1,021,962	899,531	13.6
Hilo side	59,473	48,068	23.7	446,438	371,947	20.0
Hawai'i Island only	67,072	61,086	9.8	574,468	516,564	11.2
Hawai'i Island one day or less	10,688	10,696	-0.1	81,019	79,226	2.3
Any Neighbor Island	426,744	402,824	5.9	3,389,162	3,190,198	6.2
NI only	298,743	280,846	6.4	2,424,249	2,303,356	5.2
O'ahu & NI	128,001	121,978	4.9	964,913	886,843	8.8
Any one island only	661,228	632,174	4.6	5,073,338	4,902,811	3.5
Multiple Islands	154,721	146,666	5.5	1,165,740	1,069,739	9.0
Avg. Islands Visited	1.26	1.25	0.25	1.25	1.24	0.96
Average Length of Stay in Hawai'i	8.62	8.75	-1.4	9.07	9.07	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	514,453	493,115	4.3	3,838,187	3,698,936	3.8
Hotel only	447,000	431,287	3.6	3,318,524	3,230,438	2.7
Plan to stay in Condo	133,029	131,234	1.4	1,073,078	1,044,885	2.7
Condo only	99,420	99,721	-0.3	827,119	813,429	1.7
Plan to stay in Timeshare	76,982	74,080	3.9	561,658	544,750	3.1
Timeshare only	60,093	58,872	2.1	430,042	424,612	1.3

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	10,955	10,834	1.1	91,632	79,025	16.0
Friends/Relatives	65,865	64,580	2.0	556,803	534,691	4.1
Bed & Breakfast	9,412	7,212	30.5	69,791	65,065	7.3
Rental House	66,880	59,039	13.3	531,199	475,847	11.6
Hostel	5,764	4,894	17.8	49,194	42,107	16.8
Camp Site, Beach	3,655	4,160	-12.1	38,040	36,061	5.5
Private Room in Private Home**	11,588	7,995	44.9	85,000	31,131	173.0
Shared Room/Space in Private Home**	2,844	2,410	18.0	23,884	7,703	210.1
Other	9,896	9,257	6.9	81,011	85,247	-5.0
PURPOSE OF TRIP						
Pleasure (Net)	714,262	671,436	6.4	5,247,329	4,981,209	5.3
Honeymoon/Get Married	42,335	43,488	-2.7	390,823	401,568	-2.7
Honeymoon	37,725	38,227	-1.3	350,578	361,433	-3.0
Get Married	6,682	7,853	-14.9	67,095	68,361	-1.9
Pleasure/Vacation	676,737	632,725	7.0	4,895,369	4,619,174	6.0
Mtgs/Conventions/Incentive	16,749	23,652	-29.2	344,839	334,842	3.0
Conventions	7,025	9,669	-27.3	173,900	152,204	14.3
Corporate Meetings	4,612	4,093	12.7	62,469	57,298	9.0
Incentive	5,749	10,508	-45.3	120,018	136,107	-11.8
Other Business	18,745	21,070	-11.0	172,340	171,943	0.2
Visit Friends/Rel.	62,039	59,093	5.0	496,176	491,976	0.9
Gov't/Military	6,945	9,911	-29.9	66,418	69,004	-3.7
Attend School	6,434	5,358	20.1	21,020	21,544	-2.4
Sport Events	6,112	5,727	6.7	36,819	43,867	-16.1
Other	31,658	18,284	73.1	280,855	147,676	90.2
TRAVEL STATUS						
% First Timers ***	33.2	33.6	-0.4	33.7	34.3	-0.6
% Repeaters ***	66.8	66.4	0.4	66.3	65.7	0.6
Average # of Trips	5.1	5.0	2.4	5.1	5.0	1.3
Group Tour	38,028	48,439	-21.5	385,687	434,608	-11.3
Non-Group	777,921	730,401	6.5	5,853,391	5,537,942	5.7
Package Trip	239,708	243,679	-1.6	1,782,072	1,804,078	-1.2
No Package	576,241	535,160	7.7	4,457,007	4,168,472	6.9
Net True Independent	566,157	523,453	8.2	4,362,853	4,067,979	7.2
Ave. Age	45	45	-0.2	45	45	0.3
Ave. Party Size	2.4	2.4	0.5	2.3	2.2	0.2

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
DOMESTIC VISITORS	543,911	521,390	4.3	4,243,033	4,074,603	4.1
DOMESTIC VISITOR DAYS	4,962,714	4,817,965	3.0	40,862,341	39,405,175	3.7
DOMESTIC AVERAGE DAILY CENSUS	160,088	155,418	3.0	168,158	161,497	4.1
DOMESTIC AIR SEATS	769,825	755,639	1.9	5,690,809	5,709,640	-0.3
DOMESTIC LOAD FACTOR (%)	87.0	84.4	3.1	90.7	87.4	3.8
ISLANDS VISITED						
O'ahu	269,353	260,924	3.2	2,053,924	1,995,384	2.9
O'ahu only	192,154	187,766	2.3	1,453,499	1,440,364	0.9
O'ahu one day or less	16,015	15,544	3.0	131,914	119,872	10.0
Kaua'i	99,078	94,439	4.9	763,978	714,812	6.9
Kaua'i only	57,974	54,255	6.9	444,132	420,195	5.7
Kaua'i one day or less	5,880	5,921	-0.7	45,608	44,812	1.8
Maui County	201,467	193,318	4.2	1,563,553	1,503,930	4.0
Maui	198,999	190,400	4.5	1,540,556	1,480,028	4.1
Maui only	134,434	128,447	4.7	1,047,813	1,017,241	3.0
Maui one day or less	6,892	6,407	7.6	54,626	50,899	7.3
Moloka'i *	3,330	3,500	-4.8	28,105	30,706	-8.5
Moloka'i only *	497	496	0.2	4,622	4,659	-0.8
Moloka'i one day or less*	1,438	1,664	-13.6	11,165	13,197	-15.4
Lāna'i *	3,764	4,412	-14.7	32,304	33,115	-2.5
Lāna'i only *	607	680	-10.8	5,753	5,908	-2.6
Lāna'i one day or less*	1,890	2,059	-8.2	14,930	15,691	-4.8
Hawai'i Island	106,986	99,168	7.9	889,124	804,258	10.6
Kona side	92,701	86,284	7.4	772,924	702,100	10.1
Hilo side	38,058	34,229	11.2	309,254	266,435	16.1
Hawai'i Island only	58,151	54,764	6.2	506,689	466,866	8.5
Hawai'i Island one day or less	3,909	3,860	1.3	32,627	31,632	3.1
Any Neighbor Island	351,757	333,624	5.4	2,789,534	2,634,239	5.9
NI only	274,558	260,466	5.4	2,189,109	2,079,219	5.3
O'ahu & NI	77,199	73,158	5.5	600,425	555,021	8.2
Any one island only	443,817	426,408	4.1	3,462,508	3,355,234	3.2
Multiple Islands	100,094	94,982	5.4	780,525	719,369	8.5
Avg. Islands Visited	1.25	1.25	0.1	1.25	1.24	0.8
Average Length of Stay in Hawai'i	9.12	9.24	-1.3	9.63	9.67	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	311,349	294,700	5.6	2,339,170	2,220,392	5.3
Hotel only	264,255	249,612	5.9	1,948,574	1,870,117	4.2
Plan to stay in Condo	88,259	90,601	-2.6	758,858	763,166	-0.6
Condo only	69,146	71,268	-3.0	590,281	603,398	-2.2
Plan to stay in Timeshare	56,631	55,400	2.2	449,850	446,791	0.7
Timeshare only	44,206	43,333	2.0	344,538	347,615	-0.9

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	9,029	8,796	2.6	74,290	67,200	10.6
Friends/Relatives	57,663	57,441	0.4	486,836	472,392	3.1
Bed & Breakfast	6,296	5,558	13.3	51,635	48,572	6.3
Rental House	55,821	50,804	9.9	447,618	408,205	9.7
Hostel	4,396	3,912	12.4	31,695	29,008	9.3
Camp Site, Beach	3,315	3,783	-12.4	30,540	28,870	5.8
Private Room in Private Home**	6,759	4,942	36.8	53,030	10,650	397.9
Shared Room/Space in Private Home**	2,412	1,688	43.0	18,311	3,837	377.2
Other	9,100	8,217	10.7	70,403	76,357	-7.8
PURPOSE OF TRIP						
Pleasure (Net)	465,465	442,197	5.3	3,522,211	3,371,266	4.5
Honeymoon/Get Married	25,642	28,226	-9.2	167,852	168,504	-0.4
Honeymoon	22,212	24,651	-9.9	141,291	141,958	-0.5
Get Married	4,564	4,900	-6.9	35,786	36,532	-2.0
Pleasure/Vacation	443,665	417,785	6.2	3,382,021	3,231,299	4.7
Mtgs/Conventions/Incentive	9,742	13,527	-28.0	229,846	207,943	10.5
Conventions	5,032	7,547	-33.3	135,545	117,112	15.7
Corporate Meetings	3,822	3,801	0.6	54,154	51,692	4.8
Incentive	1,160	2,636	-56.0	49,341	47,877	3.1
Other Business	17,822	19,386	-8.1	158,599	160,358	-1.1
Visit Friends/Rel.	53,957	51,477	4.8	438,180	431,222	1.6
Gov't/Military	6,742	7,689	-12.3	55,579	57,827	-3.9
Attend School	3,967	3,287	20.7	11,196	11,140	0.5
Sport Events	5,347	4,362	22.6	28,489	32,361	-12.0
Other	18,118	17,283	4.8	143,723	137,568	4.5
TRAVEL STATUS						
% First Timers ***	31.1	31.0	0.0	29.1	29.0	0.0
% Repeaters ***	68.9	69.0	0.0	70.9	71.0	0.0
Average # of Trips	5.5	5.5	-0.3	5.7	5.7	-0.6
Group Tour	9,676	10,749	-10.0	127,770	131,298	-2.7
Non-Group	534,235	510,641	4.6	4,115,262	3,943,305	4.4
Package Trip	116,205	116,254	0.0	836,810	836,904	0.0
No Package	427,706	405,136	5.6	3,406,223	3,237,699	5.2
Net True Independent	423,634	401,070	5.6	3,360,914	3,193,780	5.2
Ave. Age of Party Head	45	45	0.1	46	46	-0.1
Ave. Party Size	2.2	2.2	1.4	2.1	2.1	0.7

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
INTERNATIONAL VISITORS	272,038	257,450	5.7	1,996,046	1,897,947	5.2
INTERNATIONAL VISITOR DAYS	2,072,204	1,993,042	4.0	15,716,285	14,793,061	6.2
INTERNATIONAL AVERAGE DAILY CENSUS	66,845	64,292	4.0	64,676	60,627	6.7
INTERNATIONAL AIR SEATS	326,712	306,248	6.7	2,549,771	2,495,572	2.2
INTERNATIONAL LOAD FACTOR (%)	88.9	89.7	-0.9	83.7	82.7	1.2
ISLANDS VISITED						
O'ahu	247,853	237,070	4.5	1,760,906	1,673,810	5.2
O'ahu only	197,051	188,250	4.7	1,396,418	1,341,988	4.1
O'ahu one day or less	2,906	3,341	-13.0	21,978	20,270	8.4
Kaua'i	12,826	10,399	23.3	102,594	92,847	10.5
Kaua'i only	796	774	2.8	17,821	22,490	-20.8
Kaua'i one day or less	3,332	3,293	1.2	29,121	24,759	17.6
Maui County	35,087	38,130	-8.0	319,703	325,179	-1.7
Maui	34,268	37,252	-8.0	315,275	318,602	-1.0
Maui only	10,540	10,405	1.3	128,150	132,556	-3.3
Maui one day or less	5,435	7,560	-28.1	46,491	44,509	4.5
Moloka'i *	1,199	2,262	-47.0	9,442	11,130	-15.2
Moloka'i only *	35	0	0.0	387	434	-10.8
Moloka'i one day or less*	990	834	18.7	6,353	6,148	3.3
Lāna'i *	1,700	1,627	4.5	10,469	9,064	15.5
Lāna'i only *	68	17	307.7	277	413	-33.0
Lāna'i one day or less*	1,131	1,472	-23.1	8,611	7,359	17.0
Hawai'i Island	45,564	34,393	32.5	307,802	245,711	25.3
Kona side	36,055	27,592	30.7	249,038	197,431	26.1
Hilo side	21,415	13,839	54.7	137,184	105,512	30.0
Hawai'i Island only	8,921	6,321	41.1	67,778	49,698	36.4
Hawai'i Island one day or less	6,778	6,836	-0.8	48,392	47,594	1.7
Any Neighbor Island	74,987	69,200	8.4	599,628	555,959	7.9
NI only	24,185	20,380	18.7	235,140	224,137	4.9
O'ahu & NI	50,802	48,820	4.1	364,488	331,822	9.8
Any one island only	217,411	205,766	5.7	1,610,831	1,547,578	4.1
Multiple Islands	54,627	51,684	5.7	385,215	350,369	9.9
Avg. Islands Visited	1.26	1.25	0.6	1.26	1.24	1.4
Average Length of Stay in Hawai'i	7.62	7.74	-1.6	7.87	7.79	1.0
ACCOMMODATIONS						
Plan to stay in Hotel	203,104	198,414	2.4	1,499,017	1,478,544	1.4
Hotel only	182,745	181,675	0.6	1,369,950	1,360,322	0.7
Plan to stay in Condo	44,770	40,632	10.2	314,220	281,718	11.5
Condo only	30,274	28,452	6.4	236,838	210,031	12.8
Plan to stay in Timeshare	20,351	18,680	8.9	111,808	97,960	14.1
Timeshare only	15,887	15,540	2.2	85,504	76,997	11.0

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,926	2,037	-5.5	17,342	11,825	46.7
Friends/Relatives	8,202	7,139	14.9	69,966	62,298	12.3
Bed & Breakfast	3,115	1,655	88.3	18,156	16,493	10.1
Rental House	11,060	8,235	34.3	83,581	67,642	23.6
Hostel	1,367	983	39.2	17,499	13,099	33.6
Camp Site, Beach	340	377	-9.7	7,500	7,191	4.3
Private Room in Private Home**	4,830	3,054	58.2	31,970	20,481	56.1
Shared Room/Space in Private Home**	432	722	-40.2	5,573	3,866	44.1
Other	796	1,040	-23.4	10,608	8,890	19.3
PURPOSE OF TRIP						
Pleasure (Net)	248,797	229,239	8.5	1,725,119	1,609,943	7.2
Honeymoon/Get Married	16,693	15,262	9.4	222,971	233,064	-4.3
Honeymoon	15,513	13,576	14.3	209,287	219,476	-4.6
Get Married	2,118	2,953	-28.3	31,309	31,829	-1.6
Pleasure/Vacation	233,073	214,940	8.4	1,513,348	1,387,876	9.0
Mtgs/Conventions/Incentive	7,007	10,125	-30.8	114,993	126,899	-9.4
Conventions	1,993	2,122	-6.1	38,355	35,092	9.3
Corporate Meetings	790	292	170.3	8,315	5,606	48.3
Incentive	4,589	7,872	-41.7	70,677	88,230	-19.9
Other Business	922	1,684	-45.2	13,741	11,585	18.6
Visit Friends/Rel.	8,082	7,616	6.1	57,995	60,754	-4.5
Gov't/Military	202	2,222	-90.9	10,839	11,177	-3.0
Attend School	2,467	2,071	19.1	9,823	10,404	-5.6
Sport Events	765	1,365	-44.0	8,330	11,506	-27.6
Other	13,540	1,002	1,251.6	137,131	10,108	1,256.6
TRAVEL STATUS						
% First Timers ***	37.6	38.9	-1.3	43.6	45.6	-2.0
% Repeaters ***	62.4	61.1	1.3	56.4	54.4	2.0
Average # of Trips	4.4	3.9	10.3	3.8	3.5	8.5
Group Tour	28,352	37,690	-24.8	257,917	303,309	-15.0
Non-Group	243,686	219,760	10.9	1,738,129	1,594,638	9.0
Package Trip	123,504	127,426	-3.1	945,262	967,175	-2.3
No Package	148,534	130,024	14.2	1,050,783	930,772	12.9
Net True Independent	142,522	122,383	16.5	1,001,939	874,199	14.6
Ave. Age of Party Head	44	44	-0.8	44	43	1.0
Ave. Party Size	2.9	3.0	-2.0	2.6	2.6	-1.2

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
TOTAL VISITORS	342,054	329,951	3.7	2,583,538	2,491,537	3.7
Domestic	332,693	320,297	3.9	2,515,897	2,430,664	3.5
International	9,361	9,654	-3.0	67,641	60,873	11.1
VISITOR DAYS	2,909,422	2,892,068	0.6	23,467,826	22,775,613	3.0
AVERAGE DAILY CENSUS	93,852	93,293	0.6	96,575	93,343	3.5
ISLANDS VISITED						
O'ahu	149,891	144,385	3.8	1,106,958	1,074,640	3.0
O'ahu only	121,419	114,712	5.8	875,467	859,219	1.9
O'ahu one day or less	5,952	5,742	3.6	49,778	46,929	6.1
Kaua'i	59,182	55,202	7.2	441,294	417,234	5.8
Kaua'i only	43,899	40,465	8.5	317,839	302,984	4.9
Kaua'i one day or less	1,911	2,160	-11.5	15,713	17,139	-8.3
Maui County	122,797	123,184	-0.3	924,031	904,907	2.1
Maui	121,373	120,735	0.5	910,041	889,914	2.3
Maui only	97,547	95,510	2.1	724,703	713,149	1.6
Maui one day or less	3,127	4,338	-27.9	22,089	23,195	-4.8
Moloka'i *	1,695	3,300	-48.6	15,019	18,041	-16.8
Moloka'i only *	350	314	11.3	3,340	3,146	6.1
Moloka'i one day or less*	666	1,080	-38.3	5,246	6,875	-23.7
Lāna'i *	1,845	2,256	-18.2	16,136	17,080	-5.5
Lāna'i only *	426	480	-11.3	3,944	3,649	8.1
Lāna'i one day or less*	886	1,072	-17.4	6,817	8,161	-16.5
Hawai'i Island	55,561	53,418	4.0	482,297	438,704	9.9
Kona side	49,282	47,676	3.4	428,005	390,482	9.6
Hilo side	16,072	15,120	6.3	142,997	123,029	16.2
Hawai'i Island only	39,201	38,154	2.7	340,710	313,995	8.5
Hawai'i Island one day or less	1,559	1,608	-3.0	13,192	14,306	-7.8
Any Neighbor Island	220,635	215,239	2.5	1,708,071	1,632,317	4.6
NI only	192,162	185,566	3.6	1,476,579	1,416,897	4.2
O'ahu & NI	28,472	29,673	-4.0	231,492	215,421	7.5
Any one island only	302,841	289,635	4.6	2,266,003	2,196,143	3.2
Multiple Islands	39,212	40,316	-2.7	317,535	295,394	7.5
Avg. Islands Visited	1.14	1.15	-0.9	1.15	1.15	0.4
Average Length of Stay in Hawai'i	8.51	8.77	-3.0	9.08	9.14	-0.6
ACCOMMODATIONS						
Plan to stay in Hotel	182,402	170,863	6.8	1,308,621	1,249,288	4.7
Hotel only	159,049	147,378	7.9	1,112,775	1,073,579	3.7
Plan to stay in Condo	61,690	67,361	-8.4	522,915	531,751	-1.7
Condo only	50,277	54,870	-8.4	424,734	438,281	-3.1
Plan to stay in Timeshare	39,064	39,903	-2.1	303,807	299,236	1.5
Timeshare only	31,578	32,302	-2.2	237,988	239,480	-0.6

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

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

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,876	2,326	-19.3	16,599	16,555	0.3
Friends/Relatives	38,204	37,154	2.8	305,085	292,462	4.3
Bed & Breakfast	2,939	2,545	15.5	25,289	23,335	8.4
Rental House	36,006	32,828	9.7	286,993	258,840	10.9
Hostel	1,940	1,561	24.3	14,700	13,146	11.8
Camp Site, Beach	1,678	1,892	-11.3	16,579	16,686	-0.6
Private Room in Private Home**	4,250	3,099	37.1	32,682	7,133	358.2
Shared Room/Space in Private Home	1,379	919	50.0	10,390	2,303	351.1
Other	5,429	4,953	9.6	40,735	44,781	-9.0
PURPOSE OF TRIP						
Pleasure (Net)	292,787	281,187	4.1	2,166,648	2,085,090	3.9
Honeymoon/Get Married	13,714	14,231	-3.6	85,742	85,911	-0.2
Honeymoon	10,953	11,381	-3.8	66,825	68,377	-2.3
Get Married	3,392	3,546	-4.3	23,759	22,765	4.4
Pleasure/Vacation	281,280	269,056	4.5	2,096,854	2,015,352	4.0
Mtgs/Conventions/Incentive	5,493	6,488	-15.3	105,336	99,373	6.0
Conventions	2,738	3,464	-21.0	61,941	57,226	8.2
Corporate Meetings	2,261	2,196	3.0	27,923	26,675	4.7
Incentive	651	1,078	-39.6	19,288	19,267	0.1
Other Business	11,422	12,359	-7.6	99,415	100,135	-0.7
Visit Friends/Rel.	35,132	33,820	3.9	268,872	263,974	1.9
Gov't/Military	2,658	3,349	-20.6	22,519	24,276	-7.2
Attend School	2,727	2,220	22.8	6,245	7,675	-18.6
Sport Events	3,536	3,062	15.5	18,529	20,197	-8.3
Other	12,226	10,942	11.7	97,168	83,827	15.9
TRAVEL STATUS						
% First Timers ***	21.0	20.8	0.2	19.2	19.3	-0.1
% Repeaters ***	79.0	79.2	-0.2	80.8	80.7	0.1
Average # of Trips	6.5	6.7	-2.5	6.8	6.8	-0.2
Group Tour	3,626	3,883	-6.6	46,076	43,952	4.8
Non-Group	338,428	326,067	3.8	2,537,462	2,447,584	3.7
Package Trip	69,038	67,666	2.0	458,562	457,814	0.2
No Package	273,016	262,285	4.1	2,124,976	2,033,723	4.5
Net True Independent	271,201	260,430	4.1	2,104,030	2,014,804	4.4
Ave. Age	45	45	-0.6	46	46	-0.2
Ave. Party Size	2.3	2.3	0.0	2.2	2.2	0.5

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
TOTAL VISITORS	159,572	149,705	6.6	1,412,071	1,305,457	8.2
Domestic	151,756	141,389	7.3	1,347,622	1,249,536	7.8
International	7,816	8,316	-6.0	64,449	55,921	15.3
VISITOR DAYS	1,553,412	1,460,450	6.4	14,341,158	13,408,750	7.0
AVERAGE DAILY CENSUS	50,110	47,111	6.4	59,017	54,954	7.4
ISLANDS VISITED						
O'ahu	95,225	90,569	5.1	812,945	755,494	7.6
O'ahu only	58,691	56,717	3.5	505,158	474,097	6.6
O'ahu one day or less	7,822	7,661	2.1	71,868	63,909	12.5
Kaua'i	31,393	30,249	3.8	271,536	248,307	9.4
Kaua'i only	11,414	11,211	1.8	106,600	99,449	7.2
Kaua'i one day or less	3,177	3,202	-0.8	27,990	24,254	15.4
Maui County	59,410	55,528	7.0	537,525	497,469	8.1
Maui	58,638	54,607	7.4	530,260	489,450	8.3
Maui only	28,751	25,763	11.6	275,547	255,643	7.8
Maui one day or less	3,386	3,117	8.6	30,487	26,536	14.9
Moloka'i *	1,270	1,146	10.8	10,384	10,674	-2.7
Moloka'i only *	121	120	1.0	1,018	1,165	-12.6
Moloka'i one day or less*	693	584	18.6	5,108	5,224	-2.2
Lāna'i *	1,555	2,027	-23.3	13,701	13,883	-1.3
Lāna'i only *	139	138	0.8	1,487	1,835	-18.9
Lāna'i one day or less*	850	1,162	-26.9	7,164	6,994	2.4
Hawai'i Island	38,538	32,081	20.1	332,417	290,187	14.6
Kona side	32,243	27,320	18.0	280,730	248,045	13.2
Hilo side	17,431	13,226	31.8	139,730	114,087	22.5
Hawai'i Island only	14,238	12,575	13.2	134,951	121,251	11.3
Hawai'i Island one day or less	2,169	1,638	32.4	17,915	16,459	8.8
Any Neighbor Island	100,881	92,988	8.5	906,913	831,360	9.1
NI only	64,347	59,137	8.8	599,126	549,963	8.9
O'ahu & NI	36,534	33,852	7.9	307,787	281,398	9.4
Any one island only	113,354	106,523	6.4	1,024,760	953,439	7.5
Multiple Islands	46,218	43,183	7.0	387,310	352,018	10.0
Avg. Islands Visited	1.42	1.41	0.9	1.40	1.38	0.8
Average Length of Stay in Hawai'i	9.73	9.76	-0.2	10.16	10.27	-1.1
ACCOMMODATIONS						
Plan to stay in Hotel	99,126	93,344	6.2	858,416	790,130	8.6
Hotel only	79,262	76,700	3.3	690,763	640,181	7.9
Plan to stay in Condo	21,022	19,373	8.5	202,223	197,091	2.6
Condo only	13,988	13,094	6.8	139,965	137,237	2.0
Plan to stay in Timeshare	15,231	15,053	1.2	136,854	134,355	1.9
Timeshare only	11,215	11,352	-1.2	99,275	99,214	0.1

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

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

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	6,350	5,302	19.8	51,352	42,825	19.9
Friends/Relatives	18,617	17,860	4.2	168,084	160,217	4.9
Bed & Breakfast	2,082	1,592	30.8	18,554	16,435	12.9
Rental House	15,913	13,583	17.2	137,716	120,041	14.7
Hostel	960	980	-2.1	9,789	7,862	24.5
Camp Site, Beach	847	955	-11.3	9,152	8,275	10.6
Private Room in Private Home**	1,828	1,123	62.9	18,191	3,654	397.8
Shared Room/Space in Private Home	733	432	69.8	6,378	1,335	377.5
Other	2,707	2,451	10.4	24,766	25,368	-2.4
PURPOSE OF TRIP						
Pleasure (Net)	132,895	123,009	8.0	1,130,825	1,037,885	9.0
Honeymoon/Get Married	8,923	10,514	-15.1	69,446	63,706	9.0
Honeymoon	7,998	9,392	-14.8	60,512	55,886	8.3
Get Married	1,321	1,789	-26.2	12,538	11,971	4.7
Pleasure/Vacation	125,091	113,672	10.0	1,071,015	983,687	8.9
Mtgs/Conventions/Incentive	3,570	4,840	-26.3	107,243	90,989	17.9
Conventions	1,759	2,254	-22.0	62,042	48,573	27.7
Corporate Meetings	1,477	1,497	-1.4	23,570	21,338	10.5
Incentive	429	1,254	-65.8	26,238	25,121	4.4
Other Business	5,411	6,232	-13.2	52,863	52,589	0.5
Visit Friends/Rel.	17,893	16,766	6.7	153,640	151,340	1.5
Gov't/Military	3,811	4,695	-18.8	33,837	33,911	-0.2
Attend School	827	949	-12.9	3,277	3,733	-12.2
Sport Events	1,383	924	49.7	8,030	9,084	-11.6
Other	5,720	5,074	12.7	49,797	43,548	14.3
TRAVEL STATUS						
% First Timers ***	44.5	43.8	0.7	42.0	41.2	0.8
% Repeaters ***	55.5	56.2	-0.7	58.0	58.8	-0.8
Average # of Trips	4.0	3.8	5.0	4.0	4.1	-2.0
Group Tour	3,110	3,567	-12.8	60,380	56,456	6.9
Non-Group	156,461	146,138	7.1	1,351,691	1,249,001	8.2
Package Trip	31,765	32,566	-2.5	289,633	276,173	4.9
No Package	127,807	117,139	9.1	1,122,438	1,029,284	9.1
Net True Independent	126,485	115,876	9.2	1,103,573	1,011,691	9.1
Ave. Age	45	45	0.4	47	47	-0.3
Ave. Party Size	2.1	2.1	1.8	2.0	2.0	1.2

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
TOTAL VISITORS	160,424	152,438	5.2	1,034,352	969,533	6.7
Domestic	1,031	952	8.3	5,304	5,415	-2.0
International	159,393	151,486	5.2	1,029,048	964,118	6.7
VISITOR DAYS	1,033,986	963,989	7.3	6,204,718	5,708,128	8.7
AVERAGE DAILY CENSUS	33,354	31,096	7.3	25,534	23,394	9.1
ISLANDS VISITED						
O'ahu	150,855	145,950	3.4	991,105	939,100	5.5
O'ahu only	133,154	129,223	3.0	876,608	837,352	4.7
O'ahu one day or less	1,005	1,804	-44.3	5,943	5,445	9.1
Kaua'i	2,554	2,475	3.2	16,807	15,400	9.1
Kaua'i only	146	291	-50.0	1,242	1,537	-19.2
Kaua'i one day or less	1,415	1,474	-4.0	9,759	9,783	-0.2
Maui County	6,559	4,720	38.9	39,296	36,988	6.2
Maui	6,438	4,717	36.5	38,580	36,334	6.2
Maui only	2,280	1,182	92.9	6,926	6,481	6.9
Maui one day or less	1,651	1,465	12.7	13,235	13,450	-1.6
Moloka'i *	196	110	78.0	1,455	1,143	27.3
Moloka'i only *	0	0	0.0	0	30	-100.0
Moloka'i one day or less*	106	1	9024.6	1,253	701	78.7
Lāna'i *	317	2	13136.3	1,318	738	78.7
Lāna'i only *	0	0	0.0	87	29	203.4
Lāna'i one day or less*	287	1	24666.7	1,058	585	80.9
Hawai'i Island	20,157	17,363	16.1	118,239	93,263	26.8
Kona side	16,261	13,501	20.4	93,028	70,535	31.9
Hilo side	6,545	5,582	17.3	38,994	31,198	25.0
Hawai'i Island only	6,719	4,510	49.0	32,459	19,803	63.9
Hawai'i Island one day or less	2,969	3,732	-20.4	23,603	21,780	8.4
Any Neighbor Island	27,270	23,215	17.5	157,745	132,182	19.3
NI only	9,568	6,488	47.5	43,247	30,433	42.1
O'ahu & NI	17,701	16,727	5.8	114,497	101,749	12.5
Any one island only	142,298	135,206	5.2	917,322	865,231	6.0
Multiple Islands	18,126	17,232	5.2	117,031	104,302	12.2
Avg. Islands Visited	1.13	1.12	0.5	1.13	1.12	0.8
Average Length of Stay in Hawai'i	6.45	6.32	1.9	6.00	5.89	1.9
ACCOMMODATIONS						
Plan to stay in Hotel	121,085	120,225	0.7	847,467	820,597	3.3
Hotel only	115,140	114,911	0.2	818,227	794,827	2.9
Plan to stay in Condo	27,043	21,757	24.3	133,689	105,735	26.4
Condo only	20,718	16,678	24.2	106,888	84,276	26.8
Plan to stay in Timeshare	16,419	13,861	18.5	66,296	55,056	20.4
Timeshare only	13,303	11,490	15.8	53,058	45,017	17.9

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

TABLE 4. TOTAL JAPAN VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	3	193	-98.3	1,735	1,380	25.7
Friends/Relatives	1,908	1,759	8.5	13,349	10,359	28.9
Bed & Breakfast	264	363	-27.4	1,917	1,204	59.3
Rental House	1,075	1,022	5.2	4,035	3,362	20.0
Hostel	162	56	190.3	1,335	704	89.7
Camp Site, Beach	166	2	7069.3	684	365	87.4
Private Room in Private Home**	733	621	18.0	2,916	2,375	22.8
Shared Room/Space in Private Home	106	267	-60.3	1,259	813	54.9
Other	127	294	-56.8	1,365	2,036	-32.9
PURPOSE OF TRIP						
Pleasure (Net)	148,285	136,380	8.7	869,530	792,878	9.7
Honeymoon/Get Married	9,776	10,148	-3.7	138,669	147,759	-6.2
Honeymoon	9,435	9,707	-2.8	132,191	140,320	-5.8
Get Married	1,175	1,434	-18.1	21,377	22,921	-6.7
Pleasure/Vacation	139,177	126,923	9.7	738,439	653,002	13.1
Mtgs/Conventions/Incentive	4,795	7,586	-36.8	72,332	87,769	-17.6
Conventions	1,122	757	48.1	12,244	14,738	-16.9
Corporate Meetings	179	40	346.4	3,461	1,792	93.2
Incentive	3,857	6,881	-44.0	58,349	72,497	-19.5
Other Business	272	668	-59.3	4,492	3,606	24.6
Visit Friends/Rel.	2,284	2,428	-5.9	17,251	14,937	15.5
Gov't/Military	45	51	-12.4	961	541	77.8
Attend School	514	1,181	-56.5	4,844	5,686	-14.8
Sport Events	121	461	-73.8	4,815	6,775	-28.9
Other	9,320	390	2288.4	105,533	3,967	2560.1
TRAVEL STATUS						
% First Timers ***	22.9	27.5	-4.6	34.1	37.7	-3.7
% Repeaters ***	77.1	72.5	4.6	65.9	62.3	3.7
Average # of Trips	5.5	4.8	15.6	4.6	4.1	12.9
Group Tour	21,603	28,979	-25.5	190,037	216,363	-12.2
Non-Group	138,821	123,459	12.4	844,315	753,170	12.1
Package Trip	82,705	87,794	-5.8	628,586	643,930	-2.4
No Package	77,719	64,644	20.2	405,767	325,603	24.6
Net True Independent	72,314	58,385	23.9	366,638	278,986	31.4
Ave. Age	44	45	-0.9	44	43	2.1
Ave. Party Size	3.2	3.3	-0.9	2.7	2.8	-2.2

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

Source: Hawai'i Tourism Authority

NA = Not applicable

TABLE 4. TOTAL CANADA VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
TOTAL VISITORS	29,542	27,881	6.0	345,044	323,571	6.6
Domestic	13,449	11,457	17.4	86,718	73,582	17.9
International	16,093	16,424	-2.0	258,326	249,989	3.3
VISITOR DAYS	327,294	302,218	8.3	4,338,726	4,136,732	4.9
AVERAGE DAILY CENSUS	10,558	9,749	8.3	17,855	16,954	5.3
ISLANDS VISITED						
O'ahu	15,358	14,914	3.0	144,557	132,414	9.2
O'ahu only	8,752	9,416	-7.1	95,777	87,559	9.4
O'ahu one day or less	870	841	3.4	6,581	5,650	16.5
Kaua'i	3,912	3,429	14.1	49,261	45,616	8.0
Kaua'i only	1,155	869	33.0	22,485	22,125	1.6
Kaua'i one day or less	393	364	8.0	4,530	4,635	-2.3
Maui County	15,661	14,232	10.0	172,744	165,933	4.1
Maui	15,448	14,161	9.1	171,138	164,150	4.3
Maui only	9,057	8,784	3.1	123,104	119,653	2.9
Maui one day or less	486	489	-0.6	5,625	4,954	13.5
Moloka'i *	165	141	16.9	2,654	3,179	-16.5
Moloka'i only *	10	7	40.8	436	438	-0.4
Moloka'i one day or less*	122	85	44.5	1,291	1,910	-32.4
Lāna'i *	347	248	39.8	3,386	2,859	18.4
Lāna'i only *	77	27	185.7	260	371	-30.0
Lāna'i one day or less*	235	184	27.4	2,296	1,918	19.7
Hawai'i Island	5,839	4,812	21.4	69,759	60,690	14.9
Kona side	5,087	4,234	20.1	62,898	55,068	14.2
Hilo side	2,400	2,080	15.4	24,979	20,416	22.4
Hawai'i Island only	2,095	1,785	17.4	36,401	32,874	10.7
Hawai'i Island one day or less	351	113	209.4	3,030	2,330	30.0
Any Neighbor Island	20,790	18,465	12.6	249,267	236,012	5.6
NI only	14,183	12,967	9.4	200,487	191,157	4.9
O'ahu & NI	6,607	5,498	20.2	48,780	44,855	8.7
Any one island only	21,147	20,888	1.2	278,464	263,020	5.9
Multiple Islands	8,395	6,994	20.0	66,580	60,551	10.0
Avg. Islands Visited	1.39	1.35	2.8	1.28	1.26	1.1
Average Length of Stay in Hawai'i	11.08	10.84	2.2	12.57	12.78	-1.6
ACCOMMODATIONS						
Plan to stay in Hotel	15,102	14,935	1.1	153,327	143,770	6.6
Hotel only	11,101	11,539	-3.8	114,794	110,395	4.0
Plan to stay in Condo	9,239	8,696	6.2	125,861	120,753	4.2
Condo only	6,925	6,605	4.9	102,155	98,667	3.5
Plan to stay in Timeshare	2,878	2,125	35.4	32,046	32,789	-2.3
Timeshare only	1,828	1,634	11.9	23,725	24,921	-4.8

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

TABLE 4. TOTAL CANADA VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	440	710	-38.0	5,459	4,859	12.3
Friends/Relatives	1,403	1,179	18.9	17,293	16,931	2.1
Bed & Breakfast	460	436	5.3	5,681	5,051	12.5
Rental House	3,825	3,221	18.8	43,819	35,852	22.2
Hostel	521	528	-1.4	5,754	4,450	29.3
Camp Site, Beach	385	549	-29.7	4,548	3,672	23.8
Private Room in Private Home**	523	352	48.4	6,444	2,266	184.4
Shared Room/Space in Private Home	108	75	44.8	1,568	634	147.1
Other	356	320	11.2	3,517	3,271	7.5
PURPOSE OF TRIP						
Pleasure (Net)	27,927	25,637	8.9	323,691	300,593	7.7
Honeymoon/Get Married	1,553	1,458	6.6	10,176	9,442	7.8
Honeymoon	1,481	1,308	13.3	9,106	8,052	13.1
Get Married	121	216	-43.9	1,638	1,854	-11.7
Pleasure/Vacation	26,586	24,329	9.3	315,119	292,839	7.6
Mtgs/Conventions/Incentive	281	319	-11.9	14,004	13,581	3.1
Conventions	179	188	-4.5	9,462	8,834	7.1
Corporate Meetings	86	29	200.5	1,832	1,804	1.5
Incentive	22	103	-78.9	3,109	3,397	-8.5
Other Business	181	148	22.1	2,169	2,329	-6.9
Visit Friends/Rel.	1,045	1,068	-2.2	12,994	11,411	13.9
Gov't/Military	33	235	-86.0	266	679	-60.9
Attend School	36	45	-20.6	335	443	-24.4
Sport Events	216	293	-26.3	1,543	1,718	-10.2
Other	1,009	409	146.3	6,504	3,056	112.8
TRAVEL STATUS						
% First Timers ***	45.7	46.2	-0.5	35.5	34.8	0.7
% Repeaters ***	54.3	53.8	0.5	64.5	65.2	-0.7
Average # of Trips	3.2	3.0	7.6	4.0	4.0	0.1
Group Tour	260	371	-30.1	5,860	6,671	-12.1
Non-Group	29,282	27,510	6.4	339,184	316,901	7.0
Package Trip	7,370	6,788	8.6	66,832	66,641	0.3
No Package	22,172	21,093	5.1	278,212	256,930	8.3
Net True Independent	22,069	20,895	5.6	276,210	254,706	8.4
Ave. Age	44	44	-0.9	47	47	-0.4
Ave. Party Size	2.6	2.4	6.1	2.3	2.3	0.4

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

Source: Hawai'i Tourism Authority

NA = Not applicable

AUGUST 2017 ARRIVALS AT A GLANCE

CATEGORY AND MMA	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,392.4	1,312.2	6.1	11,339.2	10,446.6	8.5
Total by air	1,391.4	1,311.4	6.1	11,316.0	10,423.9	8.6
U.S. West	489.9	482.8	1.5	4,150.1	3,775.1	9.9
U.S. East	328.3	294.0	11.7	2,992.4	2,652.3	12.8
Japan	231.6	211.7	9.4	1,485.1	1,327.8	11.8
Canada	51.0	48.0	6.2	706.2	650.5	8.6
All Others	290.5	274.9	5.7	1,982.2	2,018.1	-1.8
Visitor arrivals by cruise ships	1.0	0.9	14.2	23.2	22.7	2.3
TOTAL VISITOR DAYS	7,050,768	6,817,669	3.4	56,921,460	54,469,009	4.5
Total by air	7,034,919	6,811,007	3.3	56,578,626	54,198,237	4.4
U.S. West	2,909,422	2,892,068	0.6	23,467,826	22,775,613	3.0
U.S. East	1,553,412	1,460,450	6.4	14,341,158	13,408,750	7.0
Japan	1,033,986	963,989	7.3	6,204,718	5,708,128	8.7
Canada	327,294	302,218	8.3	4,338,726	4,136,732	4.9
All Others	1,210,805	1,192,281	1.6	8,226,199	8,169,013	0.7
Visitor arrivals by cruise ships	15,850	6,662	137.9	342,834	270,772	26.6
VISITOR ARRIVALS	818,581	780,723	4.8	6,315,435	6,031,940	4.7
Total by air	815,949	778,840	4.8	6,239,078	5,972,550	4.5
U.S. West	342,054	329,951	3.7	2,583,538	2,491,537	3.7
U.S. East	159,572	149,705	6.6	1,412,071	1,305,457	8.2
Japan	160,424	152,438	5.2	1,034,352	969,533	6.7
Canada	29,542	27,881	6.0	345,044	323,571	6.6
All Others	124,358	118,864	4.6	864,074	882,452	-2.1
Visitor arrivals by cruise ships	2,632	1,883	39.8	76,356	59,390	28.6
AVERAGE LENGTH OF STAY	8.61	8.73	-1.4	9.01	9.03	-0.2
Total by air	8.62	8.75	-1.4	9.07	9.07	-0.1
U.S. West	8.51	8.77	-3.0	9.08	9.14	-0.6
U.S. East	9.73	9.76	-0.2	10.16	10.27	-1.1
Japan	6.45	6.32	1.9	6.00	5.89	1.9
Canada	11.08	10.84	2.2	12.57	12.78	-1.6
All Others	9.74	10.03	-2.9	9.52	9.26	2.8
Visitor arrivals by cruise ships	6.02	3.54	70.2	4.49	4.56	-1.5
PER PERSON PER DAY SPENDING (\$)	197.5	192.5	2.6	199.2	191.8	3.9
Total by air	197.8	192.5	2.7	200.0	192.3	4.0
U.S. West	168.4	166.9	0.9	176.8	165.8	6.7
U.S. East	211.4	201.3	5.0	208.7	197.8	5.5
Japan	224.0	219.6	2.0	239.3	232.6	2.9
Canada	155.7	158.7	-1.9	162.8	157.3	3.5
All Others	240.0	230.5	4.1	241.0	247.0	-2.5
Visitor arrivals by cruise ships	61.2	127.6	-52.0	67.7	83.8	-19.2
PER PERSON PER TRIP SPENDING (\$)	1,701.0	1,680.8	1.2	1,795.5	1,731.9	3.7
Total by air	1,705.3	1,683.7	1.3	1,813.7	1,745.3	3.9
U.S. West	1,432.3	1,463.2	-2.1	1,606.4	1,515.2	6.0
U.S. East	2,057.6	1,964.0	4.8	2,119.1	2,031.7	4.3
Japan	1,443.9	1,388.9	4.0	1,435.8	1,369.6	4.8
Canada	1,725.0	1,720.4	0.3	2,046.7	2,010.5	1.8
All Others	2,336.4	2,312.4	1.0	2,294.0	2,286.9	0.3
Visitor arrivals by cruise ships	368.8	451.5	-18.3	304.2	382.2	-20.4

P=Preliminary data.

Source:Hawai'i Tourism Authority

2017 Arrivals at a Glance by Month

2017P	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,609.5	\$1,351.6	\$1,419.0	\$1,250.4	\$1,282.1	\$1,447.8	\$1,586.4	\$1,392.4
	Total by air	\$1,603.8	\$1,347.6	\$1,416.5	\$1,245.8	\$1,277.5	\$1,447.8	\$1,585.5	\$1,391.4
	U.S. West	\$544.0	\$470.0	\$521.2	\$490.4	\$478.7	\$557.1	\$598.8	\$489.9
	U.S. East	\$433.1	\$358.1	\$343.9	\$298.6	\$351.0	\$427.0	\$452.5	\$328.3
	Japan	\$200.4	\$175.5	\$187.2	\$145.6	\$168.8	\$183.5	\$192.5	\$231.6
	Canada	\$161.0	\$135.7	\$138.2	\$90.4	\$46.1	\$37.2	\$46.6	\$51.0
	All Other	\$265.2	\$208.3	\$226.0	\$220.9	\$232.9	\$243.0	\$295.2	\$290.5
	Visitor arrivals by cruise ships	\$5.7	\$3.9	\$2.5	\$4.6	\$4.6	\$0.0	\$0.9	\$1.0
	Visitor days	TOTAL (air + ships)	7,727,309	6,529,752	7,074,794	6,478,220	6,452,706	7,513,663	8,094,248
Total by air		7,647,469	6,472,227	7,036,231	6,411,268	6,379,647	7,513,663	8,083,202	7,034,919
U.S. West		2,750,838	2,417,958	2,809,305	2,788,834	2,783,119	3,452,559	3,555,789	2,909,422
U.S. East		2,095,246	1,676,082	1,746,973	1,387,703	1,686,556	2,090,226	2,104,961	1,553,412
Japan		733,521	713,058	819,565	655,349	687,071	732,262	829,906	1,033,986
Canada		925,661	808,523	865,027	608,486	273,367	215,614	314,754	327,294
All Other		1,142,204	856,606	795,361	970,896	949,533	1,023,001	1,277,792	1,210,805
Visitor arrivals by cruise ships		79,840	57,525	38,563	66,952	73,059	0	11,045	15,850
Visitor arrivals		TOTAL (air + ships)	755,989	706,113	802,802	752,964	751,191	835,918	891,878
	Total by air	738,559	692,709	792,671	737,783	737,254	835,918	888,236	815,949
	U.S. West	266,770	261,415	320,247	321,877	313,654	372,287	385,235	342,054
	U.S. East	172,670	159,940	185,278	147,532	173,010	205,540	208,530	159,572
	Japan	123,390	123,577	136,735	109,604	117,970	126,353	136,300	160,424
	Canada	64,935	60,905	69,469	48,952	25,396	19,154	26,691	29,542
	All Other	110,795	86,871	80,941	109,818	107,224	112,584	131,482	124,358
	Visitor arrivals by cruise ships	17,430	13,404	10,131	15,181	13,937	0	3,641	2,632
	length of stay	TOTAL (air + ships)	10.22	9.25	8.81	8.60	8.59	8.99	9.08
Total by air		10.35	9.34	8.88	8.69	8.65	8.99	9.10	8.62
U.S. West		10.31	9.25	8.77	8.66	8.87	9.27	9.23	8.51
U.S. East		12.13	10.48	9.43	9.41	9.75	10.17	10.09	9.73
Japan		5.94	5.77	5.99	5.98	5.82	5.80	6.09	6.45
Canada		14.26	13.28	12.45	12.43	10.76	11.26	11.79	11.08
All Other		10.31	9.86	9.83	8.84	8.86	9.09	9.72	9.74
Visitor arrivals by cruise ships		4.58	4.29	3.81	4.41	5.24	0.00	3.03	6.02
Per Person Per Day Spending *		TOTAL (air+ships)	\$208.3	\$207.0	\$200.6	\$193.0	\$198.7	\$192.7	\$196.0
	Total by air	\$209.7	\$208.2	\$201.3	\$194.3	\$200.2	\$192.7	\$196.1	\$197.8
	U.S. West	\$197.8	\$194.4	\$185.5	\$175.8	\$172.0	\$161.4	\$168.4	\$168.4
	U.S. East	\$206.7	\$213.6	\$196.8	\$215.1	\$208.1	\$204.3	\$215.0	\$211.4
	Japan	\$273.2	\$246.1	\$228.4	\$222.1	\$245.7	\$250.7	\$231.9	\$224.0
	Canada	\$174.0	\$167.9	\$159.8	\$148.6	\$168.5	\$172.7	\$147.9	\$155.7
	All Other	\$232.2	\$243.2	\$284.2	\$227.5	\$245.3	\$237.5	\$231.1	\$240.0
	Visitor arrivals by cruise ships	\$71.9	\$68.4	\$64.1	\$68.9	\$63.1	\$0.0	\$80.2	\$61.2
	Per Person Per Trip Spending *	TOTAL (air+ships)	\$2,129.0	\$1,914.1	\$1,767.6	\$1,660.7	\$1,706.7	\$1,732.0	\$1,778.7
Total by air		\$2,171.5	\$1,945.4	\$1,787.0	\$1,688.6	\$1,732.8	\$1,732.0	\$1,785.0	\$1,705.3
U.S. West		\$2,039.3	\$1,797.7	\$1,627.5	\$1,523.6	\$1,526.3	\$1,496.4	\$1,554.3	\$1,432.3
U.S. East		\$2,508.3	\$2,238.9	\$1,855.9	\$2,023.7	\$2,028.6	\$2,077.4	\$2,169.8	\$2,057.6
Japan		\$1,623.8	\$1,420.3	\$1,369.1	\$1,328.0	\$1,430.8	\$1,452.7	\$1,412.1	\$1,443.9
Canada		\$2,479.8	\$2,228.8	\$1,989.8	\$1,846.6	\$1,813.4	\$1,943.8	\$1,744.3	\$1,725.0
All Other		\$2,393.8	\$2,398.1	\$2,792.5	\$2,011.5	\$2,172.6	\$2,158.3	\$2,245.5	\$2,336.4
Visitor arrivals by cruise ships		\$329.3	\$293.7	\$244.1	\$303.7	\$330.7	\$0.0	\$243.4	\$368.8

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.)*	TOTAL (\$mil.)	\$1,609.5	\$2,961.1	\$4,380.1	\$5,630.5	\$6,912.6	\$8,360.4	\$9,946.8	\$11,339.2
	Total by air	\$1,603.8	\$2,951.4	\$4,367.9	\$5,613.7	\$6,891.2	\$8,339.1	\$9,924.6	\$11,316.0
	U.S. West	\$544.0	\$1,014.0	\$1,535.2	\$2,025.6	\$2,504.3	\$3,061.4	\$3,660.2	\$4,150.1
	U.S. East	\$433.1	\$791.2	\$1,135.1	\$1,433.6	\$1,784.6	\$2,211.6	\$2,664.0	\$2,992.4
	Japan	\$200.4	\$375.9	\$563.1	\$708.6	\$877.4	\$1,061.0	\$1,253.4	\$1,485.1
	Canada	\$161.0	\$296.8	\$435.0	\$525.4	\$571.4	\$608.7	\$655.2	\$706.2
	All Other	\$265.2	\$473.6	\$699.6	\$920.5	\$1,153.4	\$1,396.4	\$1,691.7	\$1,982.2
	Visitor arrivals by cruise ships	\$5.7	\$9.7	\$12.1	\$16.8	\$21.4	\$21.4	\$22.3	\$23.2
Visitor days	TOTAL (air + s	7,727,309	14,257,061	21,331,855	27,810,076	34,262,782	41,776,444	49,870,692	56,921,460
	Total by air	7,647,469	14,119,696	21,155,927	27,567,196	33,946,842	41,460,505	49,543,707	56,578,626
	U.S. West	2,750,838	5,168,796	7,978,102	10,766,936	13,550,055	17,002,615	20,558,403	23,467,826
	U.S. East	2,095,246	3,771,327	5,518,300	6,906,003	8,592,559	10,682,785	12,787,746	14,341,158
	Japan	733,521	1,446,579	2,266,143	2,921,493	3,608,564	4,340,826	5,170,732	6,204,718
	Canada	925,661	1,734,184	2,599,210	3,207,696	3,481,063	3,696,677	4,011,432	4,338,726
	All Other	1,142,204	1,998,811	2,794,172	3,765,068	4,714,601	5,737,602	7,015,394	8,226,199
	Visitor arrivals by cruise ships	79,840	137,365	175,928	242,880	315,939	315,939	326,984	342,834
Visitor arrivals	TOTAL (air + s	755,989	1,462,102	2,264,903	3,017,867	3,769,058	4,604,976	5,496,854	6,315,435
	Total by air	738,559	1,431,268	2,223,939	2,961,721	3,698,975	4,534,893	5,423,129	6,239,078
	U.S. West	266,770	528,185	848,432	1,170,308	1,483,963	1,856,249	2,241,484	2,583,538
	U.S. East	172,670	332,610	517,888	665,420	838,430	1,043,970	1,252,499	1,412,071
	Japan	123,390	246,967	383,702	493,306	611,276	737,629	873,928	1,034,352
	Canada	64,935	125,840	195,309	244,261	269,657	288,812	315,502	345,044
	All Other	110,795	197,666	278,607	388,426	495,650	608,234	739,715	864,074
	Visitor arrivals by cruise ships	17,430	30,834	40,965	56,146	70,083	70,083	73,724	76,356
length of stay	TOTAL (air + s	10.22	9.75	9.42	9.22	9.09	9.07	9.07	9.01
	Total by air	10.35	9.87	9.51	9.31	9.18	9.14	9.14	9.07
	U.S. West	10.31	9.79	9.40	9.20	9.13	9.16	9.17	9.08
	U.S. East	12.13	11.34	10.66	10.38	10.25	10.23	10.21	10.16
	Japan	5.94	5.86	5.91	5.92	5.90	5.88	5.92	6.00
	Canada	14.26	13.78	13.31	13.13	12.91	12.80	12.71	12.57
	All Other	10.31	10.11	10.03	9.69	9.51	9.43	9.48	9.52
	Visitor arrivals by cruise ships	4.58	4.46	4.29	4.33	4.51	4.51	4.44	4.49
Per Person Per Day Spending*	TOTAL (air+s	\$208.3	\$207.7	\$205.3	\$202.5	\$201.8	\$200.1	\$199.5	\$199.2
	Total by air	\$209.7	\$209.0	\$206.5	\$203.6	\$203.0	\$201.1	\$200.3	\$200.0
	U.S. West	\$197.8	\$196.2	\$192.4	\$188.1	\$184.8	\$180.1	\$178.0	\$176.8
	U.S. East	\$206.7	\$209.8	\$205.7	\$207.6	\$207.7	\$207.0	\$208.3	\$208.7
	Japan	\$273.2	\$259.8	\$248.5	\$242.6	\$243.2	\$244.4	\$242.4	\$239.3
	Canada	\$174.0	\$171.1	\$167.4	\$163.8	\$164.2	\$164.7	\$163.3	\$162.8
	All Other	\$232.2	\$236.9	\$250.4	\$244.5	\$244.7	\$243.4	\$241.1	\$241.0
	Visitor arrivals by cruise ships	\$71.9	\$70.4	\$69.1	\$69.0	\$67.6	\$67.6	\$68.1	\$67.7
Per Person Per Trip Spending*	TOTAL (air+s	\$2,129.0	\$2,025.2	\$1,933.9	\$1,865.7	\$1,834.0	\$1,815.5	\$1,809.5	\$1,795.5
	Total by air	\$2,171.5	\$2,062.1	\$1,964.0	\$1,895.4	\$1,863.0	\$1,838.9	\$1,830.0	\$1,813.7
	U.S. West	\$2,039.3	\$1,919.8	\$1,809.5	\$1,730.8	\$1,687.6	\$1,649.3	\$1,632.9	\$1,606.4
	U.S. East	\$2,508.3	\$2,378.8	\$2,191.7	\$2,154.4	\$2,128.5	\$2,118.4	\$2,127.0	\$2,119.1
	Japan	\$1,623.8	\$1,522.0	\$1,467.5	\$1,436.5	\$1,435.4	\$1,438.4	\$1,434.3	\$1,435.8
	Canada	\$2,479.8	\$2,358.3	\$2,227.2	\$2,150.9	\$2,119.2	\$2,107.5	\$2,076.8	\$2,046.7
	All Other	\$2,393.8	\$2,395.7	\$2,511.0	\$2,369.8	\$2,327.1	\$2,295.9	\$2,286.9	\$2,294.0
	Visitor arrivals by cruise ships	\$329.3	\$313.8	\$296.6	\$298.5	\$304.9	\$304.9	\$301.9	\$304.2

Source:Hawai'i Tourism Authority

Monthly data may not add up to total due to rounding.

AUGUST 2017 ISLAND HIGHLIGHTS

CATEGORY AND ISLAND	2017P	2016P	% change	YTD 2017P	YTD 2016P	% change
TOTAL EXPENDITURES (\$mil.)	1,392.4	1,312.2	6.1	11,339.2	10,446.6	8.5
Total by air	1,391.4	1,311.4	6.1	11,316.0	10,423.9	8.6
O'ahu	698.7	643.5	8.6	5,150.8	4,803.5	7.2
Maui	364.8	350.6	4.0	3,210.4	3,052.2	5.2
Moloka'i	1.4	3.3	-55.6	22.5	20.8	8.2
Lāna'i	5.4	10.1	-46.2	53.3	54.9	-2.9
Kaua'i	147.4	141.7	4.0	1,267.0	1,126.4	12.5
Hawai'i Island	173.7	162.2	7.1	1,612.0	1,366.1	18.0
Visitor arrivals by cruise ships	1.0	0.9	14.2	23.2	22.7	2.3
TOTAL VISITOR DAYS	7,050,768	6,817,669	3.4	56,921,460	54,469,009	4.5
Total by air	7,034,919	6,811,007	3.3	56,578,626	54,198,237	4.4
O'ahu	3,468,841	3,416,674	1.5	26,030,970	25,192,602	3.3
Maui	1,732,476	1,703,536	1.7	14,921,064	14,604,491	2.2
Moloka'i	17,099	27,213	-37.2	183,661	196,527	-6.5
Lāna'i	15,346	18,390	-16.6	142,102	142,160	0.0
Kaua'i	787,352	746,544	5.5	6,548,901	6,229,939	5.1
Hawai'i Island	1,013,805	898,650	12.8	8,751,928	7,832,517	11.7
Visitor arrivals by cruise ships	15,850	6,662	137.9	342,834	270,772	26.6
VISITOR ARRIVALS	818,581	780,723	4.8	6,315,435	6,031,940	4.7
Total by air	815,949	778,840	4.8	6,239,078	5,972,550	4.5
O'ahu	517,206	497,994	3.9	3,814,830	3,669,194	4.0
Maui	233,266	227,652	2.5	1,855,831	1,798,630	3.2
Moloka'i	4,529	5,761	-21.4	37,547	41,835	-10.3
Lāna'i	5,464	6,039	-9.5	42,773	42,179	1.4
Kaua'i	111,904	104,838	6.7	866,572	807,659	7.3
Hawai'i Island	152,550	133,561	14.2	1,196,926	1,049,969	14.0
Visitor arrivals by cruise ships	2,632	1,883	39.8	76,356	59,390	28.6
AVERAGE LENGTH OF STAY	8.61	8.73	-1.4	9.01	9.03	-0.2
Total by air	8.62	8.75	-1.4	9.07	9.07	-0.1
O'ahu	6.71	6.86	-2.2	6.82	6.87	-0.6
Maui	7.43	7.48	-0.7	8.04	8.12	-1.0
Moloka'i	3.78	4.72	-20.1	4.89	4.70	4.1
Lāna'i	2.81	3.05	-7.8	3.32	3.37	-1.4
Kaua'i	7.04	7.12	-1.2	7.56	7.71	-2.0
Hawai'i Island	6.65	6.73	-1.2	7.31	7.46	-2.0
Visitor arrivals by cruise ships	6.02	3.54	70.2	4.49	4.56	-1.5
PER PERSON PER DAY SPENDING (\$)	197.5	192.5	2.6	199.2	191.8	3.9
Total by air	197.8	192.5	2.7	200.0	192.3	4.0
O'ahu	201.4	188.3	6.9	197.9	190.7	3.8
Maui	210.6	205.8	2.3	215.2	209.0	3.0
Moloka'i	84.8	120.1	-29.4	122.5	105.8	15.7
Lāna'i	353.0	547.6	-35.5	375.2	386.3	-2.9
Kaua'i	187.2	189.8	-1.4	193.5	180.8	7.0
Hawai'i Island	171.3	180.5	-5.1	184.2	174.4	5.6
Visitor arrivals by cruise ships	61.2	127.6	-52.0	67.7	83.8	-19.2
PER PERSON PER TRIP SPENDING (\$)	1,701.0	1,680.8	1.2	1,795.5	1,731.9	3.7
Total by air	1705.3	1683.7	1.3	1813.7	1745.3	3.9
O'ahu	1350.9	1292.2	4.5	1350.2	1309.1	3.1
Maui	1564.0	1540.3	1.5	1729.9	1697.0	1.9
Moloka'i	320.1	567.2	-43.6	599.3	497.2	20.5
Lāna'i	991.4	1667.5	-40.5	1246.5	1301.9	-4.3
Kaua'i	1316.8	1351.5	-2.6	1462.1	1394.6	4.8
Hawai'i Island	1138.5	1214.4	-6.3	1346.8	1301.1	3.5
Visitor arrivals by cruise ships	368.8	451.5	-18.3	304.2	382.2	-20.4

P=Preliminary data.

Source:Hawai'i Tourism Authority

Monthly Island Highlights 2017

2017P	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,609.5	\$1,351.6	\$1,419.0	\$1,250.4	\$1,282.1	\$1,447.8	\$1,586.4	\$1,392.4
	Total by air	\$1,603.8	\$1,347.6	\$1,416.5	\$1,245.8	\$1,277.5	\$1,447.8	\$1,585.5	\$1,391.4
	O'ahu	\$675.1	\$563.4	\$624.1	\$547.1	\$601.0	\$677.0	\$764.4	\$698.7
	Maui	\$464.7	\$405.3	\$423.7	\$371.2	\$354.5	\$393.7	\$432.5	\$364.8
	Moloka'i	\$6.0	\$3.7	\$2.9	\$2.3	\$2.6	\$2.2	\$1.4	\$1.4
	Lāna'i	\$7.7	\$4.9	\$9.3	\$7.4	\$7.2	\$6.3	\$5.1	\$5.4
	Kaua'i	\$187.0	\$156.8	\$153.3	\$140.6	\$143.9	\$172.6	\$165.5	\$147.4
	Hawai'i Island	\$263.3	\$213.6	\$203.3	\$177.2	\$168.3	\$196.0	\$216.7	\$173.7
	Visitor arrivals by cruise ships	\$5.7	\$3.9	\$2.5	\$4.6	\$4.6	\$0.0	\$0.9	\$1.0
Visitor days	TOTAL (air + ships)	7,727,309	6,529,752	7,074,794	6,478,220	6,452,706	7,513,663	8,094,248	7,050,768
	Total by air	7,647,469	6,472,227	7,036,231	6,411,268	6,379,647	7,513,663	8,083,202	7,034,919
	O'ahu	3,302,021	2,883,001	3,171,208	2,900,729	3,036,244	3,473,574	3,795,351	3,468,841
	Maui	2,054,585	1,745,058	1,956,644	1,769,384	1,653,929	1,966,457	2,042,532	1,732,476
	Moloka'i	38,857	27,715	25,133	18,042	19,706	19,549	17,560	17,099
	Lāna'i	16,998	14,707	21,361	16,468	18,427	19,842	18,954	15,346
	Kaua'i	887,404	739,187	765,293	736,819	746,750	921,587	964,510	787,352
	Hawai'i Island	1,347,604	1,062,560	1,096,591	969,827	904,590	1,112,654	1,244,296	1,013,805
	Visitor arrivals by cruise ships	79,840	57,525	38,563	66,952	73,059	0	11,045	15,850
Visitor arrivals	TOTAL (air + ships)	755,989	706,113	802,802	752,964	751,191	835,918	891,878	818,581
	Total by air	738,559	692,709	792,671	737,783	737,254	835,918	888,236	815,949
	O'ahu	446,571	419,723	465,272	437,436	458,860	514,791	514,791	517,206
	Maui	218,414	202,578	239,356	226,511	222,096	251,645	251,645	233,266
	Moloka'i	5,536	4,674	5,516	3,852	4,416	4,755	4,755	4,529
	Lāna'i	4,639	4,360	6,150	5,508	6,033	5,369	5,369	5,464
	Kaua'i	99,355	94,381	102,368	101,293	104,882	124,130	124,130	111,904
	Hawai'i Island	151,112	136,421	151,876	137,459	133,976	157,303	157,303	152,550
	Visitor arrivals by cruise ships	17,430	13,404	10,131	15,181	13,937	0	3,641	2,632
Length of stay	TOTAL (air + ships)	10.22	9.25	8.81	8.60	8.59	8.99	9.08	8.61
	Total by air	10.35	9.34	8.88	8.69	8.65	8.99	9.10	8.62
	O'ahu	7.39	6.87	6.82	6.63	6.62	6.75	7.37	6.71
	Maui	9.41	8.61	8.17	7.81	7.45	7.81	8.12	7.43
	Moloka'i	7.02	5.93	4.56	4.68	4.46	4.11	3.69	3.78
	Lāna'i	3.66	3.37	3.47	2.99	3.05	3.70	3.53	2.81
	Kaua'i	8.93	7.83	7.48	7.27	7.12	7.42	7.77	7.04
	Hawai'i Island	8.92	7.79	7.22	7.06	6.75	7.07	7.91	6.65
	Visitor arrivals by cruise ships	4.58	4.29	3.81	4.41	5.24	0.00	3.03	6.02
Per Person Per Day Spending *	TOTAL (air+ships) (\$)	\$208.3	\$207.0	\$200.6	\$193.0	\$198.7	\$192.7	\$196.0	\$197.5
	Total by air	\$209.7	\$208.2	\$201.3	\$194.3	\$200.2	\$192.7	\$196.1	\$197.8
	O'ahu	\$204.4	\$195.4	\$196.8	\$188.6	\$197.9	\$194.9	\$201.4	\$201.4
	Maui	\$226.2	\$232.2	\$216.5	\$209.8	\$214.3	\$200.2	\$211.7	\$210.6
	Moloka'i	\$153.4	\$132.3	\$114.8	\$128.2	\$132.9	\$113.0	\$79.8	\$84.8
	Lāna'i	\$455.7	\$333.2	\$434.9	\$447.3	\$389.4	\$317.5	\$270.1	\$353.0
	Kaua'i	\$210.7	\$212.1	\$200.3	\$190.8	\$192.7	\$187.3	\$171.6	\$187.2
	Hawai'i Island	\$195.4	\$201.0	\$185.3	\$182.7	\$186.1	\$176.1	\$174.1	\$171.3
	Visitor arrivals by cruise ships	\$71.9	\$68.4	\$64.1	\$68.9	\$63.1	\$0.0	\$80.2	\$61.2
Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,129.0	\$1,914.1	\$1,767.6	\$1,660.7	\$1,706.7	\$1,732.0	\$1,778.7	\$1,701.0
	Total by air	\$2,171.5	\$1,945.4	\$1,787.0	\$1,688.6	\$1,732.8	\$1,732.0	\$1,785.0	\$1,705.3
	O'ahu	\$1,511.7	\$1,342.3	\$1,341.4	\$1,250.8	\$1,309.8	\$1,315.0	\$1,484.9	\$1,350.9
	Maui	\$2,127.8	\$2,000.5	\$1,770.2	\$1,638.8	\$1,596.0	\$1,564.6	\$1,718.5	\$1,564.0
	Moloka'i	\$1,076.3	\$784.4	\$523.1	\$600.5	\$592.9	\$464.4	\$294.9	\$320.1
	Lāna'i	\$1,669.5	\$1,124.0	\$1,510.6	\$1,337.6	\$1,189.3	\$1,173.2	\$953.5	\$991.4
	Kaua'i	\$1,881.7	\$1,661.3	\$1,497.3	\$1,387.8	\$1,372.1	\$1,390.8	\$1,333.2	\$1,316.8
	Hawai'i Island	\$1,742.4	\$1,565.9	\$1,338.3	\$1,289.1	\$1,256.2	\$1,246.0	\$1,377.3	\$1,138.5
	Visitor arrivals by cruise ships	\$329.3	\$293.7	\$244.1	\$303.7	\$330.7	\$0.0	\$243.4	\$368.8

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
EXPENDITURES (\$mil.) *	TOTAL (\$mil.)	\$1,609.5	\$2,961.1	\$4,380.1	\$5,630.5	\$6,912.6	\$8,360.4	\$9,946.8	\$11,339.2
	Total by air	\$1,603.8	\$2,951.4	\$4,367.9	\$5,613.7	\$6,891.2	\$8,339.1	\$9,924.6	\$11,316.0
	O'ahu	\$675.1	\$1,238.4	\$1,862.6	\$2,409.7	\$3,010.7	\$3,687.7	\$4,452.1	\$5,150.8
	Maui	\$464.7	\$870.0	\$1,293.7	\$1,664.9	\$2,019.4	\$2,413.1	\$2,845.6	\$3,210.4
	Moloka'i	\$6.0	\$9.6	\$12.5	\$14.8	\$17.4	\$19.7	\$21.1	\$22.5
	Lāna'i	\$7.7	\$12.6	\$21.9	\$29.3	\$36.5	\$42.8	\$47.9	\$53.3
	Kaua'i	\$187.0	\$343.7	\$497.0	\$637.6	\$781.5	\$954.1	\$1,119.6	\$1,267.0
	Hawai'i Island	\$263.3	\$476.9	\$680.2	\$857.4	\$1,025.7	\$1,221.7	\$1,438.3	\$1,612.0
	Visitor arrivals by cruise ships	\$5.7	\$9.7	\$12.1	\$16.8	\$21.4	\$21.4	\$22.3	\$23.2
	Visitor days	TOTAL (air + ships)	7,727,309	14,257,061	21,331,855	27,810,076	34,262,782	41,776,444	49,870,692
Total by air		7,647,469	14,119,696	21,155,927	27,567,196	33,946,842	41,460,505	49,543,707	56,578,626
O'ahu		3,302,021	6,185,023	9,356,231	12,256,960	15,293,204	18,766,778	22,562,129	26,030,970
Maui		2,054,585	3,799,642	5,756,287	7,525,670	9,179,599	11,146,056	13,188,588	14,921,064
Moloka'i		38,557	66,572	91,705	109,746	129,453	149,001	166,561	183,661
Lāna'i		16,998	31,705	53,066	69,534	87,961	107,802	126,756	142,102
Kaua'i		887,404	1,626,591	2,391,884	3,128,703	3,875,453	4,797,040	5,761,550	6,548,901
Hawai'i Island		1,347,604	2,410,164	3,506,756	4,476,583	5,381,173	6,493,827	7,738,123	8,751,928
Visitor arrivals by cruise ships		79,840	137,365	175,928	242,880	315,939	315,939	326,984	342,834
Visitor arrivals		TOTAL (air + ships)	755,989	1,462,102	2,264,903	3,017,867	3,769,058	4,604,976	5,496,854
	Total by air	738,559	1,431,268	2,223,939	2,961,721	3,698,975	4,534,893	5,423,129	6,239,078
	O'ahu	446,571	866,293	1,331,565	1,769,001	2,227,861	2,742,652	3,257,442	3,774,648
	Maui	218,414	420,992	660,348	886,859	1,108,955	1,360,600	1,612,246	1,845,512
	Moloka'i	5,536	10,210	15,727	19,579	23,995	28,750	33,504	38,033
	Lāna'i	4,639	8,999	15,150	20,657	26,691	32,060	37,429	42,894
	Kaua'i	99,355	193,736	296,105	397,398	502,279	626,409	750,539	862,443
	Hawai'i Island	151,112	287,533	439,409	576,868	710,844	868,147	1,025,450	1,177,999
	Visitor arrivals by cruise ships	17,430	30,834	40,965	56,146	70,083	70,083	73,724	76,356
	Length of stay	TOTAL (air + ships)	10.22	9.75	9.42	9.22	9.09	9.07	9.07
Total by air		10.35	9.87	9.51	9.31	9.18	9.14	9.14	9.07
O'ahu		7.39	7.14	7.03	6.93	6.86	6.84	6.93	6.90
Maui		9.41	9.03	8.72	8.49	8.28	8.19	8.18	8.09
Moloka'i		7.02	6.52	5.83	5.61	5.39	5.18	4.97	4.83
Lāna'i		3.66	3.52	3.50	3.37	3.30	3.36	3.39	3.31
Kaua'i		8.93	8.40	8.08	7.87	7.72	7.66	7.68	7.59
Hawai'i Island		8.92	8.38	7.98	7.76	7.57	7.48	7.55	7.43
Visitor arrivals by cruise ships		4.58	4.46	4.29	4.33	4.51	4.51	4.44	4.49
Per Person Per Day Spending *		TOTAL (air+ships) (\$)	\$208.3	\$207.7	\$205.3	\$202.5	\$201.8	\$200.1	\$199.5
	Total by air	\$209.7	\$209.0	\$206.5	\$203.6	\$203.0	\$201.1	\$200.3	\$200.0
	O'ahu	\$204.4	\$200.2	\$199.1	\$196.6	\$196.9	\$196.5	\$197.3	\$197.9
	Maui	\$226.2	\$229.0	\$224.2	\$221.2	\$220.0	\$216.5	\$215.8	\$215.2
	Moloka'i	\$153.4	\$144.6	\$136.4	\$135.1	\$134.7	\$131.9	\$126.4	\$122.5
	Lāna'i	\$455.7	\$398.9	\$413.4	\$421.4	\$414.7	\$396.8	\$377.9	\$375.2
	Kaua'i	\$210.7	\$211.3	\$207.8	\$203.8	\$201.7	\$198.9	\$194.3	\$193.5
	Hawai'i Island	\$195.4	\$197.9	\$194.0	\$191.5	\$190.6	\$188.1	\$185.9	\$184.2
	Visitor arrivals by cruise ships	\$71.9	\$70.4	\$69.1	\$69.0	\$67.6	\$67.6	\$68.1	\$67.7
	Per Person Per Trip Spending *	TOTAL (air+ships) (\$)	\$2,129.0	\$2,025.2	\$1,933.9	\$1,865.7	\$1,834.0	\$1,815.5	\$1,809.5
Total by air		\$2,171.5	\$2,062.1	\$1,964.0	\$1,895.4	\$1,863.0	\$1,838.9	\$1,830.0	\$1,813.7
O'ahu		\$1,511.7	\$1,429.6	\$1,398.8	\$1,362.2	\$1,351.4	\$1,344.6	\$1,366.7	\$1,364.6
Maui		\$2,127.8	\$2,066.6	\$1,959.1	\$1,877.3	\$1,821.0	\$1,773.6	\$1,765.0	\$1,739.6
Moloka'i		\$1,076.3	\$942.7	\$795.5	\$757.1	\$726.9	\$683.5	\$628.3	\$591.6
Lāna'i		\$1,669.5	\$1,405.2	\$1,448.0	\$1,418.6	\$1,366.8	\$1,334.3	\$1,279.7	\$1,243.0
Kaua'i		\$1,881.7	\$1,774.3	\$1,678.5	\$1,604.4	\$1,555.9	\$1,523.2	\$1,491.8	\$1,469.1
Hawai'i Island		\$1,742.4	\$1,658.6	\$1,547.9	\$1,486.2	\$1,442.9	\$1,407.2	\$1,402.6	\$1,368.4
Visitor arrivals by cruise ships		\$329.3	\$313.8	\$296.6	\$298.5	\$304.9	\$304.9	\$301.9	\$304.2

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		
	2017P	2016P	% CHANGE	2017P	2016P	% CHANGE
VISITOR DAYS	125,570	111,178	12.9	1,262,387	1,057,814	19.3
TOTAL VISITORS	12,715	11,582	9.8	160,964	132,057	21.9
ARRIVED BY SHIP	2,632	1,883	39.8	76,356	59,390	28.6
ARRIVED BY AIR	10,083	9,699	4.0	84,608	72,667	16.4
NUMBER OF SHIP ARRIVALS	1	1	0.0	43	31	38.7
ISLANDS VISITED						
O'ahu	12,715	11,582	9.8	160,964	132,057	21.9
Kaua'i	12,715	9,921	28.2	130,736	110,490	18.3
Maui County	12,715	11,582	9.8	148,789	124,402	19.6
Maui	12,715	11,582	9.8	148,716	124,387	19.6
Moloka'i	207	81	155.2	2,469	1,746	41.4
Lāna'i	205	147	39.9	3,182	2,658	19.7
Hawai'i Island	12,715	11,582	9.8	150,564	121,459	24.0
Average Islands Visited	4.03	3.88	4.0	3.71	3.73	-0.7
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.02	2.02	-0.1	1.35	1.37	-0.8
Days in Hawai'i during Cruise	6.59	6.35	3.7	5.38	5.62	-4.3
Days in Hawai'i after Cruise	1.27	1.24	3.2	1.11	1.03	8.1
Total days in Hawai'i	9.88	9.60	2.9	7.84	8.01	-2.1
ACCOMMODATIONS						
Hotel	8,997	8,576	4.9	83,257	74,091	12.4
Hotel only	8,250	8,015	2.9	74,686	67,301	11.0
Condo	550	422	30.4	6,335	5,133	23.4
Condo only	256	186	37.5	1,870	1,635	14.4
Timeshare	556	415	33.8	6,479	5,126	26.4
Timeshare Only	275	173	58.8	2,686	2,117	26.9
Bed & Breakfast	58	26	123.9	806	911	-11.5
Bed & Breakfast only	6	-	0.0	213	221	-3.4
Friends & relatives	314	206	52.5	2,878	2,852	0.9
Other accommodation	409	151	171.9	1,994	2,851	-30.1
Accommodation (NET)	9,997	9,167	9.1	90,952	82,224	10.6
Cruise only	2,717	2,415	12.5	70,012	49,833	40.5
PURPOSE OF TRIP						
Honeymoon	555	453	22.4	3,360	2,886	16.5
Get Married	24	33	-27.1	729	344	111.7
Wedding	39	76	-49.4	677	1,005	-32.6
Convention/Conference	40	47	-14.3	879	773	13.8
Business	66	121	-45.5	1,309	1,375	-4.8
Visiting Friends & relatives	1,001	1,124	-10.9	14,307	11,597	23.4
Play Golf	308	185	66.3	2,215	2,539	-12.8
Leisure	10,776	9,657	11.6	139,668	113,171	23.4
TRAVEL STATUS						
% First timers	55.7	56.4	-0.7	47.1	48.4	-1.3
% Repeat visitors	44.3	43.6	0.7	52.9	51.6	1.3

NA = Not applicable

Source: Hawai'i Tourism Authority

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

AUGUST	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
INTERNATIONAL	326,712	306,248	6.7	315,352	298,784	5.5	7,746	7,464	3.8	3,614	0	NA						
SCHEDULES	322,495	296,639	8.7	311,135	289,175	7.6	7,746	7,464	3.8	3,614	0	NA						
CHARTERS	4,217	9,609	-56.1	4,217	9,609	-56.1												
JAPAN	188,216	162,824	15.6	184,602	162,824	13.4				3,614	0	NA						
Fukuoka	7,006	7,006	0.0	7,006	7,006	0.0												
Nagoya	15,193	14,375	5.7	15,193	14,375	5.7												
Osaka	37,970	23,715	60.1	37,970	23,715	60.1												
Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
Tokyo HND	23,901	24,149	-1.0	20,287	24,149	-16.0												
Tokyo NRT	100,779	90,212	11.7	100,779	90,212	11.7												
CANADA	19,158	19,158	0.0	11,412	11,694	-2.4	7,746	7,464	3.8									
Vancouver	19,158	19,158	0.0	11,412	11,694	-2.4	7,746	7,464	3.8									
OTHER ASIA	48,578	48,129	0.9	48,578	48,129	0.9												
Beijing	6,695	6,903	-3.0	6,695	6,903	-3.0												
Seoul	32,308	32,919	-1.9	32,308	32,919	-1.9												
Shanghai	6,812	5,544	22.9	6,812	5,544	22.9												
Taipei	2,763	2,763	0.0	2,763	2,763	0.0												
OCEANIA	40,919	42,308	-3.3	40,919	42,308	-3.3												
Auckland	9,050	8,956	1.0	9,050	8,956	1.0												
Brisbane	3,614	7,678	-52.9	3,614	7,678	-52.9												
Melbourne	4,355	4,355	0.0	4,355	4,355	0.0												
Sydney	23,900	21,319	12.1	23,900	21,319	12.1												
OTHER	25,624	24,220	5.8	25,624	24,220	5.8												
Apia	656	656	0.0	656	656	0.0												
Christmas Island	610	580	5.2	610	580	5.2												
Guam	11,284	10,664	5.8	11,284	10,664	5.8												
Majuro	2,158	2,324	-7.1	2,158	2,324	-7.1												
Manila	6,040	5,291	14.2	6,040	5,291	14.2												
Nadi	656	680	-3.5	656	680	-3.5												
Pago Pago	3,108	2,849	9.1	3,108	2,849	9.1												
Papeete	1,112	1,176	-5.4	1,112	1,176	-5.4												

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 (continued)

AUGUST YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
TOTAL	8,240,580	8,205,212	0.4	5,442,380	5,464,879	-0.4	1,594,546	1,611,023	-1.0	667,685	602,036	10.9	31,142	29,513	5.5	504,827	497,761	1.4
SCHEDULES	8,183,939	8,137,884	0.6	5,388,700	5,401,657	-0.2	1,593,406	1,608,182	-0.9	666,522	601,325	10.8	31,142	29,357	6.1	504,169	497,363	1.4
CHARTERS	56,641	67,328	-15.9	53,680	63,222	-15.1	1,140	2,841	-59.9	1,163	711	63.6	0	156	-100.0	658	398	65.3
US TOTAL	5,690,809	5,709,640	-0.3	3,109,928	3,165,965	-1.8	1,451,515	1,460,943	-0.6	613,389	575,786	6.5	31,142	29,513	5.5	484,835	477,433	1.6
SCHEDULES	5,646,222	5,663,481	-0.3	3,068,302	3,123,912	-1.8	1,450,375	1,458,102	-0.5	612,226	575,075	6.5	31,142	29,357	6.1	484,177	477,035	1.5
CHARTERS	44,587	46,159	-3.4	41,626	42,053	-1.0	1,140	2,841	-59.9	1,163	711	63.6	0	156	-100.0	658	398	65.3
US WEST	4,938,248	5,043,282	-2.1	2,484,533	2,596,682	-4.3	1,349,996	1,365,133	-1.1	588,400	575,075	2.3	31,142	29,357	6.1	484,177	477,035	1.5
Anchorage	50,721	52,812	-4.0	38,637	39,772	-2.9	7,632	8,150	-6.4	4,452	4,890	-9.0						
Bellingham	10,516	26,243	-59.9	0	17,441	-100.0	8,427	8,802	-4.3	2,089	0	NA						
Denver	147,432	112,458	31.1	86,592	68,011	27.3	32,786	31,096	5.4	21,801	10,478	108.1				6,253	2,873	117.6
Las Vegas	194,560	196,000	-0.7	194,560	196,000	-0.7												
Los Angeles	1,708,039	1,738,388	-1.7	832,267	897,034	-7.2	431,003	404,585	6.5	207,209	208,096	-0.4	31,142	29,357	6.1	206,418	199,316	3.6
Oakland	276,460	295,529	-6.5	94,454	101,631	-7.1	100,199	103,760	-3.4	40,407	51,171	-21.0				41,400	38,967	6.2
Phoenix	318,677	346,204	-8.0	155,489	174,116	-10.7	71,216	75,904	-6.2	44,676	44,744	-0.2				47,296	51,440	-8.1
Portland	207,378	215,918	-4.0	113,091	117,629	-3.9	66,939	69,764	-4.0	16,854	17,604	-4.3				10,494	10,921	-3.9
Sacramento	101,854	102,968	-1.1	63,217	63,196	0.0	38,637	39,772	-2.9									
Salt Lake City	66,303	63,162	5.0	66,303	63,162	5.0												
San Diego	193,439	202,299	-4.4	107,738	108,248	-0.5	42,135	49,389	-14.7	18,444	18,908	-2.5				25,122	25,754	-2.5
San Francisco	831,268	837,797	-0.8	407,067	406,255	0.2	277,294	285,802	-3.0	90,661	88,604	2.3				56,246	57,136	-1.6
San Jose	211,479	232,948	-9.2	82,784	92,766	-10.8	89,070	99,708	-10.7	17,524	17,654	-0.7				22,101	22,820	-3.2
Seattle	620,122	620,556	-0.1	242,334	251,421	-3.6	184,658	188,401	-2.0	124,283	112,926	10.1				68,847	67,808	1.5
US EAST	707,974	620,199	14.2	583,769	527,230	10.7	100,379	92,969	8.0	23,826	0	NA						
Atlanta	71,199	71,718	-0.7	71,199	71,718	-0.7												
Chicago	99,420	93,889	5.9	86,272	81,161	6.3	13,148	12,728	3.3									
Dallas	226,282	186,749	21.2	115,225	106,508	8.2	87,231	80,241	8.7	23,826	0	NA						
Houston	86,392	83,936	2.9	86,392	83,936	2.9												
Minneapolis	59,479	21,271	179.6	59,479	21,271	179.6												
New York JFK	81,628	71,644	13.9	81,628	71,644	13.9												
Newark	51,872	58,564	-11.4	51,872	58,564	-11.4												
Washington D.C.	31,702	32,428	-2.2	31,702	32,428	-2.2												

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 (continued)

AUGUST YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
INTERNATIONAL	2,549,771	2,495,572	2.2	2,332,452	2,298,914	1.5	143,031	150,080	-4.7	54,296	26,250	106.8				19,992	20,328	-1.7
SCHEDULES	2,537,717	2,474,403	2.6	2,320,398	2,277,745	1.9	143,031	150,080	-4.7	54,296	26,250	106.8				19,992	20,328	-1.7
CHARTERS	12,054	21,169	-43.1	12,054	21,169	-43.1												
JAPAN	1,341,163	1,218,336	10.1	1,311,371	1,218,336	7.6				29,792	0	NA						
Fukuoka	44,953	41,584	8.1	44,953	41,584	8.1												
Nagoya	103,582	118,748	-12.8	103,582	118,748	-12.8												
Osaka	222,882	207,955	7.2	222,882	207,955	7.2												
Sapporo	26,936	27,195	-1.0	26,936	27,195	-1.0												
Tokyo HND	218,453	203,904	7.1	188,661	203,904	-7.5				29,792	0	NA						
Tokyo NRT	724,357	618,950	17.0	724,357	618,950	17.0												
CANADA	318,183	330,615	-3.8	130,656	133,957	-2.5	143,031	150,080	-4.7	24,504	26,250	-6.7				19,992	20,328	-1.7
Calgary	39,915	38,807	2.9	8,646	8,505	1.7	31,269	30,302	3.2									
Edmonton	8,646	13,002	-33.5				8,646	13,002	-33.5									
Toronto	4,794	8,178	-41.4	4,794	8,178	-41.4												
Vancouver	264,828	268,418	-1.3	117,216	115,064	1.9	103,116	106,776	-3.4	24,504	26,250	-6.7				19,992	20,328	-1.7
Victoria	0	2,210	-100.0	0	2,210	-100.0												
OTHER ASIA	363,261	380,764	-4.6	363,261	380,764	-4.6												
Beijing	59,295	59,244	0.1	59,295	59,244	0.1												
Seoul	233,166	249,590	-6.6	233,166	249,590	-6.6												
Shanghai	50,340	51,184	-1.6	50,340	51,184	-1.6												
Taipei	20,460	20,746	-1.4	20,460	20,746	-1.4												
OCEANIA	319,571	348,649	-8.3	319,571	348,649	-8.3												
Auckland	68,484	65,944	3.9	68,484	65,944	3.9												
Brisbane	29,746	65,984	-54.9	29,746	65,984	-54.9												
Melbourne	39,865	41,540	-4.0	39,865	41,540	-4.0												
Sydney	181,476	175,181	3.6	181,476	175,181	3.6												
OTHER	195,539	196,039	-0.3	195,539	196,039	-0.3												
Apia	5,576	5,740	-2.9	5,576	5,740	-2.9												
Christmas Island	3,652	4,240	-13.9	3,652	4,240	-13.9												
Guam	86,412	83,936	2.9	86,412	83,936	2.9												
Majuro	17,264	17,430	-1.0	17,264	17,430	-1.0												
Manila	45,885	46,769	-1.9	45,885	46,769	-1.9												
Nadi	5,740	5,878	-2.3	5,740	5,878	-2.3												
Pago Pago	21,238	21,756	-2.4	21,238	21,756	-2.4												
Papeete	9,772	10,290	-5.0	9,772	10,290	-5.0												

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