

TABLE 1. TOTAL VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
TOTAL VISITORS	852,037	809,098	5.3	852,037	809,098	5.3
Domestic	575,464	527,605	9.1	575,464	527,605	9.1
International	276,573	281,493	-1.7	276,573	281,493	-1.7
VISITOR DAYS	8,305,017	8,133,602	2.1	8,305,017	8,133,602	2.1
AVERAGE DAILY CENSUS	267,904	262,374	2.1	267,904	262,374	2.1
TOTAL AIR SEATS	1,202,300	1,134,182	6.0	1,202,300	1,134,182	6.0
TOTAL LOAD FACTOR (%)	84.1	84.6	-0.6	84.1	84.6	-0.6
ISLANDS VISITED						
O'ahu	512,621	491,941	4.2	512,621	491,941	4.2
O'ahu only	395,875	380,111	4.1	395,875	380,111	4.1
O'ahu one day or less	20,086	16,690	20.4	20,086	16,690	20.4
Kaua'i	113,847	106,146	7.3	113,847	106,146	7.3
Kaua'i only	61,910	58,605	5.6	61,910	58,605	5.6
Kaua'i one day or less	10,046	9,719	3.4	10,046	9,719	3.4
Maui County	247,017	238,054	3.8	247,017	238,054	3.8
Maui	242,472	234,108	3.6	242,472	234,108	3.6
Maui only	158,553	152,969	3.7	158,553	152,969	3.7
Maui one day or less	12,224	13,451	-9.1	12,224	13,451	-9.1
Moloka'i *	6,786	5,695	19.2	6,786	5,695	19.2
Moloka'i only *	1,007	834	20.7	1,007	834	20.7
Moloka'i one day or less*	3,561	2,465	44.5	3,561	2,465	44.5
Lāna'i *	6,064	6,325	-4.1	6,064	6,325	-4.1
Lāna'i only *	1,012	909	11.4	1,012	909	11.4
Lāna'i one day or less*	2,857	3,536	-19.2	2,857	3,536	-19.2
Hawai'i Island	163,530	149,431	9.4	163,530	149,431	9.4
Kona side	143,971	130,511	10.3	143,971	130,511	10.3
Hilo side	54,398	53,225	2.2	54,398	53,225	2.2
Hawai'i Island only	89,565	80,745	10.9	89,565	80,745	10.9
Hawai'i Island one day or less	8,847	8,327	6.2	8,847	8,327	6.2
Any Neighbor Island	456,162	428,987	6.3	456,162	428,987	6.3
NI only	339,415	317,157	7.0	339,415	317,157	7.0
O'ahu & NI	116,746	111,830	4.4	116,746	111,830	4.4
Any one island only	707,921	674,171	5.0	707,921	674,171	5.0
Multiple Islands	144,116	134,927	6.8	144,116	134,927	6.8
Avg. Islands Visited	1.23	1.23	-0.1	1.23	1.23	-0.1
Average Length of Stay in Hawai'i	9.75	10.05	-3.0	9.75	10.05	-3.0
ACCOMMODATIONS						
Plan to stay in Hotel	505,194	466,694	8.2	505,194	466,694	8.2
Hotel only	432,859	400,675	8.0	432,859	400,675	8.0
Plan to stay in Condo	148,985	146,819	1.5	148,985	146,819	1.5
Condo only	115,131	113,435	1.5	115,131	113,435	1.5
Plan to stay in Timeshare	65,759	62,071	5.9	65,759	62,071	5.9
Timeshare only	49,236	48,090	2.4	49,236	48,090	2.4

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	10,926	10,570	3.4	10,926	10,570	3.4
Friends/Relatives	84,681	76,509	10.7	84,681	76,509	10.7
Bed & Breakfast	11,840	11,212	5.6	11,840	11,212	5.6
Rental House	86,330	88,874	-2.9	86,330	88,874	-2.9
Hostel	7,787	8,569	-9.1	7,787	8,569	-9.1
Camp Site, Beach	7,038	6,237	12.8	7,038	6,237	12.8
Private Room in Private Home**	12,694	15,160	-16.3	12,694	15,160	-16.3
Shared Room/Space in Private Home**	4,559	5,136	-11.2	4,559	5,136	-11.2
Other	14,409	12,631	14.1	14,409	12,631	14.1
PURPOSE OF TRIP						
Pleasure (Net)	711,078	667,612	6.5	711,078	667,612	6.5
Honeymoon/Get Married	36,272	35,147	3.2	36,272	35,147	3.2
Honeymoon	32,246	31,893	1.1	32,246	31,893	1.1
Get Married	5,798	5,402	7.3	5,798	5,402	7.3
Pleasure/Vacation	679,098	636,047	6.8	679,098	636,047	6.8
Mtgs/Conventions/Incentive	56,148	59,243	-5.2	56,148	59,243	-5.2
Conventions	37,463	37,309	0.4	37,463	37,309	0.4
Corporate Meetings	9,363	10,386	-9.9	9,363	10,386	-9.9
Incentive	10,683	13,074	-18.3	10,683	13,074	-18.3
Other Business	25,349	25,984	-2.4	25,349	25,984	-2.4
Visit Friends/Rel.	68,636	65,155	5.3	68,636	65,155	5.3
Gov't/Military	10,141	8,811	15.1	10,141	8,811	15.1
Attend School	2,819	3,195	-11.7	2,819	3,195	-11.7
Sport Events	9,167	7,558	21.3	9,167	7,558	21.3
Other	29,723	27,638	7.5	29,723	27,638	7.5
TRAVEL STATUS						
% First Timers ***	29.3	29.2	0.0	29.3	29.2	0.0
% Repeaters ***	70.7	70.8	0.0	70.7	70.8	0.0
Average # of Trips	5.6	5.6	-0.3	5.6	5.6	-0.3
Group Tour	36,138	42,273	-14.5	36,138	42,273	-14.5
Non-Group	815,898	766,825	6.4	815,898	766,825	6.4
Package Trip	177,826	183,466	-3.1	177,826	183,466	-3.1
No Package	674,211	625,631	7.8	674,211	625,631	7.8
Net True Independent	663,288	612,303	8.3	663,288	612,303	8.3
Ave. Age	47	47	0.2	47	47	0.2
Ave. Party Size	2.1	2.1	-0.4	2.1	2.1	-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.

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
DOMESTIC VISITORS	575,464	527,605	9.1	575,464	527,605	9.1
DOMESTIC VISITOR DAYS	5,955,461	5,638,425	5.6	5,955,461	5,638,425	5.6
DOMESTIC AVERAGE DAILY CENSUS	192,112	181,885	5.6	192,112	181,885	5.6
DOMESTIC AIR SEATS	849,320	768,657	10.5	849,320	768,657	10.5
DOMESTIC LOAD FACTOR (%)	82.7	84.9	-2.6	82.7	84.9	-2.6
<b>ISLANDS VISITED</b>						
O'ahu	279,850	254,021	10.2	279,850	254,021	10.2
O'ahu only	210,455	193,559	8.7	210,455	193,559	8.7
O'ahu one day or less	16,493	13,285	24.1	16,493	13,285	24.1
Kaua'i	96,555	87,542	10.3	96,555	87,542	10.3
Kaua'i only	57,955	53,388	8.6	57,955	53,388	8.6
Kaua'i one day or less	6,178	5,172	19.4	6,178	5,172	19.4
Maui County	200,004	185,203	8.0	200,004	185,203	8.0
Maui	196,052	181,567	8.0	196,052	181,567	8.0
Maui only	137,710	129,354	6.5	137,710	129,354	6.5
Maui one day or less	6,699	5,993	11.8	6,699	5,993	11.8
Moloka'i *	4,195	4,255	-1.4	4,195	4,255	-1.4
Moloka'i only *	938	812	15.4	938	812	15.4
Moloka'i one day or less*	1,262	1,391	-9.3	1,262	1,391	-9.3
Lāna'i *	4,826	4,387	10.0	4,826	4,387	10.0
Lāna'i only *	963	864	11.5	963	864	11.5
Lāna'i one day or less*	1,890	1,931	-2.1	1,890	1,931	-2.1
Hawai'i Island	119,181	105,909	12.5	119,181	105,909	12.5
Kona side	105,084	93,925	11.9	105,084	93,925	11.9
Hilo side	38,940	33,825	15.1	38,940	33,825	15.1
Hawai'i Island only	75,396	69,702	8.2	75,396	69,702	8.2
Hawai'i Island one day or less	3,436	2,850	20.5	3,436	2,850	20.5
Any Neighbor Island	365,009	334,046	9.3	365,009	334,046	9.3
NI only	295,613	273,584	8.1	295,613	273,584	8.1
O'ahu & NI	69,396	60,462	14.8	69,396	60,462	14.8
Any one island only	483,416	447,679	8.0	483,416	447,679	8.0
Multiple Islands	92,047	79,925	15.2	92,047	79,925	15.2
Avg. Islands Visited	1.22	1.21	0.7	1.22	1.21	0.7
Average Length of Stay in Hawai'i	10.35	10.69	-3.2	10.35	10.69	-3.2
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	302,247	271,362	11.4	302,247	271,362	11.4
Hotel only	252,733	226,563	11.6	252,733	226,563	11.6
Plan to stay in Condo	101,130	95,263	6.2	101,130	95,263	6.2
Condo only	80,060	75,806	5.6	80,060	75,806	5.6
Plan to stay in Timeshare	51,403	47,945	7.2	51,403	47,945	7.2
Timeshare only	39,204	36,712	6.8	39,204	36,712	6.8

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	9,579	8,663	10.6	9,579	8,663	10.6
Friends/Relatives	70,824	65,226	8.6	70,824	65,226	8.6
Bed & Breakfast	9,181	7,831	17.2	9,181	7,831	17.2
Rental House	69,722	66,296	5.2	69,722	66,296	5.2
Hostel	5,938	5,101	16.4	5,938	5,101	16.4
Camp Site, Beach	5,701	4,480	27.2	5,701	4,480	27.2
Private Room in Private Home**	8,760	9,031	-3.0	8,760	9,031	-3.0
Shared Room/Space in Private Home**	3,329	3,747	-11.2	3,329	3,747	-11.2
Other	13,608	11,911	14.2	13,608	11,911	14.2
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	460,417	418,542	10.0	460,417	418,542	10.0
Honeymoon/Get Married	16,591	15,217	9.0	16,591	15,217	9.0
Honeymoon	13,694	12,818	6.8	13,694	12,818	6.8
Get Married	3,701	3,124	18.5	3,701	3,124	18.5
Pleasure/Vacation	446,879	406,115	10.0	446,879	406,115	10.0
Mtgs/Conventions/Incentive	43,841	43,314	1.2	43,841	43,314	1.2
Conventions	31,932	31,030	2.9	31,932	31,030	2.9
Corporate Meetings	7,873	8,528	-7.7	7,873	8,528	-7.7
Incentive	5,241	5,010	4.6	5,241	5,010	4.6
Other Business	24,063	24,624	-2.3	24,063	24,624	-2.3
Visit Friends/Rel.	59,493	55,905	6.4	59,493	55,905	6.4
Gov't/Military	10,102	8,401	20.3	10,102	8,401	20.3
Attend School	2,396	2,382	0.6	2,396	2,382	0.6
Sport Events	7,189	5,920	21.4	7,189	5,920	21.4
Other	17,393	16,226	7.2	17,393	16,226	7.2
<b>TRAVEL STATUS</b>						
% First Timers ***	24.9	24.8	0.0	24.9	24.8	0.0
% Repeaters ***	75.1	75.2	0.0	75.1	75.2	0.0
Average # of Trips	6.3	6.3	-1.2	6.3	6.3	-1.2
Group Tour	13,628	12,846	6.1	13,628	12,846	6.1
Non-Group	561,835	514,759	9.1	561,835	514,759	9.1
Package Trip	75,502	75,688	-0.2	75,502	75,688	-0.2
No Package	499,962	451,917	10.6	499,962	451,917	10.6
Net True Independent	493,926	446,788	10.6	493,926	446,788	10.6
Ave. Age of Party Head	48	48	0.1	48	48	0.1
Ave. Party Size	1.9	1.9	1.0	1.9	1.9	1.0

\*\* 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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
INTERNATIONAL VISITORS	276,573	281,493	-1.7	276,573	281,493	-1.7
INTERNATIONAL VISITOR DAYS	2,349,556	2,495,176	-5.8	2,349,556	2,495,176	-5.8
INTERNATIONAL AVERAGE DAILY CENSUS	75,792	80,490	-5.8	75,792	80,490	-5.8
INTERNATIONAL AIR SEATS	352,980	365,525	-3.4	352,980	365,525	-3.4
INTERNATIONAL LOAD FACTOR (%)	87.6	84.0	4.3	87.6	84.0	4.3
<b>ISLANDS VISITED</b>						
O'ahu	232,771	237,920	-2.2	232,771	237,920	-2.2
O'ahu only	185,420	186,552	-0.6	185,420	186,552	-0.6
O'ahu one day or less	3,593	3,404	5.5	3,593	3,404	5.5
Kaua'i	17,291	18,605	-7.1	17,291	18,605	-7.1
Kaua'i only	3,955	5,216	-24.2	3,955	5,216	-24.2
Kaua'i one day or less	3,867	4,547	-14.9	3,867	4,547	-14.9
Maui County	47,013	52,850	-11.0	47,013	52,850	-11.0
Maui	46,420	52,541	-11.6	46,420	52,541	-11.6
Maui only	20,843	23,615	-11.7	20,843	23,615	-11.7
Maui one day or less	5,525	7,458	-25.9	5,525	7,458	-25.9
Moloka'i *	2,591	1,440	80.0	2,591	1,440	80.0
Moloka'i only *	69	21	222.0	69	21	222.0
Moloka'i one day or less*	2,300	1,074	114.1	2,300	1,074	114.1
Lāna'i *	1,238	1,938	-36.1	1,238	1,938	-36.1
Lāna'i only *	49	45	8.7	49	45	8.7
Lāna'i one day or less*	968	1,605	-39.7	968	1,605	-39.7
Hawai'i Island	44,349	43,522	1.9	44,349	43,522	1.9
Kona side	38,888	36,587	6.3	38,888	36,587	6.3
Hilo side	15,459	19,400	-20.3	15,459	19,400	-20.3
Hawai'i Island only	14,169	11,043	28.3	14,169	11,043	28.3
Hawai'i Island one day or less	5,411	5,477	-1.2	5,411	5,477	-1.2
Any Neighbor Island	91,153	94,941	-4.0	91,153	94,941	-4.0
NI only	43,802	43,573	0.5	43,802	43,573	0.5
O'ahu & NI	47,350	51,368	-7.8	47,350	51,368	-7.8
Any one island only	224,505	226,492	-0.9	224,505	226,492	-0.9
Multiple Islands	52,068	55,001	-5.3	52,068	55,001	-5.3
Avg. Islands Visited	1.25	1.26	-1.5	1.25	1.26	-1.5
Average Length of Stay in Hawai'i	8.50	8.86	-4.2	8.50	8.86	-4.2
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	202,947	195,332	3.9	202,947	195,332	3.9
Hotel only	180,126	174,112	3.5	180,126	174,112	3.5
Plan to stay in Condo	47,856	51,556	-7.2	47,856	51,556	-7.2
Condo only	35,071	37,630	-6.8	35,071	37,630	-6.8
Plan to stay in Timeshare	14,356	14,126	1.6	14,356	14,126	1.6
Timeshare only	10,032	11,379	-11.8	10,032	11,379	-11.8

\* 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.)

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	1,347	1,906	-29.3	1,347	1,906	-29.3
Friends/Relatives	13,857	11,283	22.8	13,857	11,283	22.8
Bed & Breakfast	2,660	3,381	-21.3	2,660	3,381	-21.3
Rental House	16,608	22,578	-26.4	16,608	22,578	-26.4
Hostel	1,848	3,469	-46.7	1,848	3,469	-46.7
Camp Site, Beach	1,337	1,757	-23.9	1,337	1,757	-23.9
Private Room in Private Home**	3,934	6,129	-35.8	3,934	6,129	-35.8
Shared Room/Space in Private Home**	1,230	1,389	-11.4	1,230	1,389	-11.4
Other	802	720	11.3	802	720	11.3
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	250,661	249,070	0.6	250,661	249,070	0.6
Honeymoon/Get Married	19,681	19,929	-1.2	19,681	19,929	-1.2
Honeymoon	18,551	19,075	-2.7	18,551	19,075	-2.7
Get Married	2,098	2,278	-7.9	2,098	2,278	-7.9
Pleasure/Vacation	232,220	229,932	1.0	232,220	229,932	1.0
Mtgs/Conventions/Incentive	12,307	15,929	-22.7	12,307	15,929	-22.7
Conventions	5,532	6,279	-11.9	5,532	6,279	-11.9
Corporate Meetings	1,490	1,858	-19.8	1,490	1,858	-19.8
Incentive	5,441	8,064	-32.5	5,441	8,064	-32.5
Other Business	1,286	1,360	-5.4	1,286	1,360	-5.4
Visit Friends/Rel.	9,143	9,249	-1.1	9,143	9,249	-1.1
Gov't/Military	39	410	-90.5	39	410	-90.5
Attend School	424	813	-47.9	424	813	-47.9
Sport Events	1,978	1,639	20.7	1,978	1,639	20.7
Other	12,330	11,413	8.0	12,330	11,413	8.0
<b>TRAVEL STATUS</b>						
% First Timers ***	38.4	37.4	1.0	38.4	37.4	1.0
% Repeaters ***	61.6	62.6	-1.0	61.6	62.6	-1.0
Average # of Trips	4.2	4.2	-0.8	4.2	4.2	-0.8
Group Tour	22,510	29,427	-23.5	22,510	29,427	-23.5
Non-Group	254,063	252,066	0.8	254,063	252,066	0.8
Package Trip	102,324	107,778	-5.1	102,324	107,778	-5.1
No Package	174,249	173,715	0.3	174,249	173,715	0.3
Net True Independent	169,362	165,515	2.3	169,362	165,515	2.3
Ave. Age of Party Head	46	46	0.3	46	46	0.3
Ave. Party Size	2.5	2.6	-1.6	2.5	2.6	-1.6

\*\* 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 Total VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
TOTAL VISITORS	552,578	500,068	10.5	552,578	500,068	10.5
Domestic	531,808	483,357	10.0	531,808	483,357	10.0
International	20,770	16,711	24.3	20,770	16,711	24.3
VISITOR DAYS	5,588,753	5,222,958	7.0	5,588,753	5,222,958	7.0
AVERAGE DAILY CENSUS	180,282	168,483	7.0	180,282	168,483	7.0
ISLANDS VISITED						
O'ahu	271,707	240,018	13.2	271,707	240,018	13.2
O'ahu only	205,115	185,032	10.9	205,115	185,032	10.9
O'ahu one day or less	16,091	12,135	32.6	16,091	12,135	32.6
Kaua'i	91,504	82,845	10.5	91,504	82,845	10.5
Kaua'i only	55,270	51,615	7.1	55,270	51,615	7.1
Kaua'i one day or less	6,285	4,756	32.1	6,285	4,756	32.1
Maui County	189,479	174,131	8.8	189,479	174,131	8.8
Maui	185,594	170,697	8.7	185,594	170,697	8.7
Maui only	131,858	123,307	6.9	131,858	123,307	6.9
Maui one day or less	6,324	6,040	4.7	6,324	6,040	4.7
Moloka'i *	3,986	3,886	2.6	3,986	3,886	2.6
Moloka'i only *	884	792	11.6	884	792	11.6
Moloka'i one day or less*	1,294	1,252	3.3	1,294	1,252	3.3
Lāna'i *	4,466	4,224	5.7	4,466	4,224	5.7
Lāna'i only *	927	830	11.6	927	830	11.6
Lāna'i one day or less*	1,754	1,941	-9.6	1,754	1,941	-9.6
Hawai'i Island	111,994	97,679	14.7	111,994	97,679	14.7
Kona side	98,483	86,850	13.4	98,483	86,850	13.4
Hilo side	36,456	30,794	18.4	36,456	30,794	18.4
Hawai'i Island only	70,901	65,349	8.5	70,901	65,349	8.5
Hawai'i Island one day or less	3,557	2,739	29.8	3,557	2,739	29.8
Any Neighbor Island	347,463	315,035	10.3	347,463	315,035	10.3
NI only	280,871	260,050	8.0	280,871	260,050	8.0
O'ahu & NI	66,592	54,985	21.1	66,592	54,985	21.1
Any one island only	464,955	426,925	8.9	464,955	426,925	8.9
Multiple Islands	87,623	73,142	19.8	87,623	73,142	19.8
Avg. Islands Visited	1.21	1.20	1.1	1.21	1.20	1.1
Average Length of Stay in Hawai'i	10.11	10.44	-3.2	10.11	10.44	-3.2
ACCOMMODATIONS						
Plan to stay in Hotel	291,918	255,790	14.1	291,918	255,790	14.1
Hotel only	243,828	214,165	13.9	243,828	214,165	13.9
Plan to stay in Condo	97,908	90,345	8.4	97,908	90,345	8.4
Condo only	77,078	71,836	7.3	77,078	71,836	7.3
Plan to stay in Timeshare	49,707	47,142	5.4	49,707	47,142	5.4
Timeshare only	37,558	36,223	3.7	37,558	36,223	3.7

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

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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	8,788	7,696	14.2	8,788	7,696	14.2
Friends/Relatives	69,201	62,709	10.4	69,201	62,709	10.4
Bed & Breakfast	8,529	7,021	21.5	8,529	7,021	21.5
Rental House	65,869	62,350	5.6	65,869	62,350	5.6
Hostel	4,639	4,045	14.7	4,639	4,045	14.7
Camp Site, Beach	4,981	3,914	27.2	4,981	3,914	27.2
Private Room in Private Home**	8,019	8,543	-6.1	8,019	8,543	-6.1
Shared Room/Space in Private Home	2,947	3,457	-14.8	2,947	3,457	-14.8
Other	12,474	10,926	14.2	12,474	10,926	14.2
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	440,739	394,945	11.6	440,739	394,945	11.6
Honeymoon/Get Married	15,880	13,944	13.9	15,880	13,944	13.9
Honeymoon	13,155	11,712	12.3	13,155	11,712	12.3
Get Married	3,487	2,904	20.1	3,487	2,904	20.1
Pleasure/Vacation	427,627	383,561	11.5	427,627	383,561	11.5
Mtgs/Conventions/Incentive	41,983	40,545	3.5	41,983	40,545	3.5
Conventions	30,609	28,760	6.4	30,609	28,760	6.4
Corporate Meetings	7,577	8,149	-7.0	7,577	8,149	-7.0
Incentive	4,933	4,819	2.4	4,933	4,819	2.4
Other Business	23,020	23,631	-2.6	23,020	23,631	-2.6
Visit Friends/Rel.	57,268	54,518	5.0	57,268	54,518	5.0
Gov't/Military	9,660	8,208	17.7	9,660	8,208	17.7
Attend School	2,072	2,064	0.4	2,072	2,064	0.4
Sport Events	6,846	5,477	25.0	6,846	5,477	25.0
Other	18,054	16,152	11.8	18,054	16,152	11.8
<b>TRAVEL STATUS</b>						
% First Timers ***	23.5	23.2	0.4	23.5	23.2	0.4
% Repeaters ***	76.5	76.8	-0.4	76.5	76.8	-0.4
Average # of Trips	6.4	6.5	-1.9	6.4	6.5	-1.9
Group Tour	12,449	11,264	10.5	12,449	11,264	10.5
Non-Group	540,129	488,804	10.5	540,129	488,804	10.5
Package Trip	68,681	68,021	1.0	68,681	68,021	1.0
No Package	483,898	432,046	12.0	483,898	432,046	12.0
Net True Independent	478,249	427,421	11.9	478,249	427,421	11.9
Ave. Age	48	48	-0.1	48	48	-0.1
Ave. Party Size	2.0	1.9	1.1	2.0	1.9	1.1

\*\* 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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
TOTAL VISITORS	352,525	317,890	10.9	352,525	317,890	10.9
Domestic	343,489	310,033	10.8	343,489	310,033	10.8
International	9,036	7,857	15.0	9,036	7,857	15.0
VISITOR DAYS	3,337,398	3,098,386	7.7	3,337,398	3,098,386	7.7
AVERAGE DAILY CENSUS	107,658	99,948	7.7	107,658	99,948	7.7
ISLANDS VISITED						
O'ahu	159,121	140,630	13.1	159,121	140,630	13.1
O'ahu only	129,586	117,679	10.1	129,586	117,679	10.1
O'ahu one day or less	7,204	4,896	47.2	7,204	4,896	47.2
Kaua'i	54,988	48,355	13.7	54,988	48,355	13.7
Kaua'i only	39,546	36,160	9.4	39,546	36,160	9.4
Kaua'i one day or less	2,661	1,695	56.9	2,661	1,695	56.9
Maui County	116,511	106,493	9.4	116,511	106,493	9.4
Maui	113,963	104,290	9.3	113,963	104,290	9.3
Maui only	91,528	84,775	8.0	91,528	84,775	8.0
Maui one day or less	2,626	2,498	5.1	2,626	2,498	5.1
Moloka'i *	2,405	2,333	3.1	2,405	2,333	3.1
Moloka'i only *	640	600	6.6	640	600	6.6
Moloka'i one day or less*	757	620	22.0	757	620	22.0
Lāna'i *	2,429	2,196	10.6	2,429	2,196	10.6
Lāna'i only *	610	552	10.6	610	552	10.6
Lāna'i one day or less*	921	995	-7.4	921	995	-7.4
Hawai'i Island	69,086	60,201	14.8	69,086	60,201	14.8
Kona side	61,896	54,151	14.3	61,896	54,151	14.3
Hilo side	19,323	16,673	15.9	19,323	16,673	15.9
Hawai'i Island only	50,463	46,138	9.4	50,463	46,138	9.4
Hawai'i Island one day or less	1,890	1,359	39.0	1,890	1,359	39.0
Any Neighbor Island	222,939	200,211	11.4	222,939	200,211	11.4
NI only	193,404	177,261	9.1	193,404	177,261	9.1
O'ahu & NI	29,535	22,950	28.7	29,535	22,950	28.7
Any one island only	312,373	285,903	9.3	312,373	285,903	9.3
Multiple Islands	40,152	31,987	25.5	40,152	31,987	25.5
Avg. Islands Visited	1.14	1.13	1.3	1.14	1.13	1.3
Average Length of Stay in Hawai'i	9.47	9.75	-2.9	9.47	9.75	-2.9
ACCOMMODATIONS						
Plan to stay in Hotel	175,534	152,235	15.3	175,534	152,235	15.3
Hotel only	149,839	130,732	14.6	149,839	130,732	14.6
Plan to stay in Condo	67,084	63,375	5.9	67,084	63,375	5.9
Condo only	55,009	52,642	4.5	55,009	52,642	4.5
Plan to stay in Timeshare	31,428	28,785	9.2	31,428	28,785	9.2
Timeshare only	24,404	22,932	6.4	24,404	22,932	6.4

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

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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	2,420	2,157	12.2	2,420	2,157	12.2
Friends/Relatives	45,495	40,510	12.3	45,495	40,510	12.3
Bed & Breakfast	5,470	4,392	24.5	5,470	4,392	24.5
Rental House	44,111	41,411	6.5	44,111	41,411	6.5
Hostel	2,708	2,593	4.4	2,708	2,593	4.4
Camp Site, Beach	3,350	2,534	32.2	3,350	2,534	32.2
Private Room in Private Home**	5,349	5,423	-1.4	5,349	5,423	-1.4
Shared Room/Space in Private Home	1,814	2,348	-22.7	1,814	2,348	-22.7
Other	8,096	6,808	18.9	8,096	6,808	18.9
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	286,845	255,999	12.0	286,845	255,999	12.0
Honeymoon/Get Married	8,287	7,532	10.0	8,287	7,532	10.0
Honeymoon	6,492	6,032	7.6	6,492	6,032	7.6
Get Married	2,182	1,851	17.9	2,182	1,851	17.9
Pleasure/Vacation	280,221	249,951	12.1	280,221	249,951	12.1
Mtgs/Conventions/Incentive	20,885	20,684	1.0	20,885	20,684	1.0
Conventions	14,770	14,218	3.9	14,770	14,218	3.9
Corporate Meetings	4,172	4,841	-13.8	4,172	4,841	-13.8
Incentive	2,475	2,194	12.8	2,475	2,194	12.8
Other Business	14,749	15,026	-1.8	14,749	15,026	-1.8
Visit Friends/Rel.	36,986	34,892	6.0	36,986	34,892	6.0
Gov't/Military	4,195	3,403	23.3	4,195	3,403	23.3
Attend School	1,068	1,121	-4.7	1,068	1,121	-4.7
Sport Events	4,848	3,730	30.0	4,848	3,730	30.0
Other	11,189	10,632	5.2	11,189	10,632	5.2
<b>TRAVEL STATUS</b>						
% First Timers ***	16.9	16.6	0.3	16.9	16.6	0.3
% Repeaters ***	83.1	83.4	-0.3	83.1	83.4	-0.3
Average # of Trips	7.3	7.4	-1.4	7.3	7.4	-1.4
Group Tour	5,492	4,825	13.8	5,492	4,825	13.8
Non-Group	347,034	313,065	10.9	347,034	313,065	10.9
Package Trip	39,818	39,772	0.1	39,818	39,772	0.1
No Package	312,707	278,118	12.4	312,707	278,118	12.4
Net True Independent	309,584	275,642	12.3	309,584	275,642	12.3
Ave. Age	47	47	0.1	47	47	0.1
Ave. Party Size	2.0	2.0	1.4	2.0	2.0	1.4

\*\* 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.

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
TOTAL VISITORS	200,053	182,177	9.8	200,053	182,177	9.8
Domestic	188,319	173,323	8.7	188,319	173,323	8.7
International	11,734	8,854	32.5	11,734	8,854	32.5
VISITOR DAYS	2,251,355	2,124,571	6.0	2,251,355	2,124,571	6.0
AVERAGE DAILY CENSUS	72,624	68,535	6.0	72,624	68,535	6.0
ISLANDS VISITED						
O'ahu	112,586	99,388	13.3	112,586	99,388	13.3
O'ahu only	75,529	67,353	12.1	75,529	67,353	12.1
O'ahu one day or less	8,887	7,239	22.8	8,887	7,239	22.8
Kaua'i	36,516	34,490	5.9	36,516	34,490	5.9
Kaua'i only	15,724	15,455	1.7	15,724	15,455	1.7
Kaua'i one day or less	3,624	3,061	18.4	3,624	3,061	18.4
Maui County	72,967	67,638	7.9	72,967	67,638	7.9
Maui	71,631	66,407	7.9	71,631	66,407	7.9
Maui only	40,330	38,532	4.7	40,330	38,532	4.7
Maui one day or less	3,698	3,542	4.4	3,698	3,542	4.4
Moloka'i *	1,582	1,553	1.9	1,582	1,553	1.9
Moloka'i only *	244	192	27.2	244	192	27.2
Moloka'i one day or less*	537	632	-15.1	537	632	-15.1
Lāna'i *	2,037	2,028	0.4	2,037	2,028	0.4
Lāna'i only *	317	279	13.7	317	279	13.7
Lāna'i one day or less*	833	946	-12.0	833	946	-12.0
Hawai'i Island	42,908	37,477	14.5	42,908	37,477	14.5
Kona side	36,587	32,699	11.9	36,587	32,699	11.9
Hilo side	17,134	14,121	21.3	17,134	14,121	21.3
Hawai'i Island only	20,438	19,211	6.4	20,438	19,211	6.4
Hawai'i Island one day or less	1,667	1,380	20.8	1,667	1,380	20.8
Any Neighbor Island	124,524	114,824	8.4	124,524	114,824	8.4
NI only	87,467	82,789	5.7	87,467	82,789	5.7
O'ahu & NI	37,057	32,035	15.7	37,057	32,035	15.7
Any one island only	152,582	141,022	8.2	152,582	141,022	8.2
Multiple Islands	47,471	41,155	15.3	47,471	41,155	15.3
Avg. Islands Visited	1.34	1.32	0.8	1.34	1.32	0.8
Average Length of Stay in Hawai'i	11.25	11.66	-3.5	11.25	11.66	-3.5
ACCOMMODATIONS						
Plan to stay in Hotel	116,384	103,555	12.4	116,384	103,555	12.4
Hotel only	93,989	83,432	12.7	93,989	83,432	12.7
Plan to stay in Condo	30,824	26,969	14.3	30,824	26,969	14.3
Condo only	22,069	19,193	15.0	22,069	19,193	15.0
Plan to stay in Timeshare	18,280	18,357	-0.4	18,280	18,357	-0.4
Timeshare only	13,154	13,291	-1.0	13,154	13,291	-1.0

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

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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	6,368	5,539	15.0	6,368	5,539	15.0
Friends/Relatives	23,706	22,199	6.8	23,706	22,199	6.8
Bed & Breakfast	3,059	2,629	16.3	3,059	2,629	16.3
Rental House	21,759	20,939	3.9	21,759	20,939	3.9
Hostel	1,931	1,453	32.9	1,931	1,453	32.9
Camp Site, Beach	1,631	1,380	18.2	1,631	1,380	18.2
Private Room in Private Home**	2,670	3,120	-14.4	2,670	3,120	-14.4
Shared Room/Space in Private Home	1,133	1,109	2.1	1,133	1,109	2.1
Other	4,378	4,119	6.3	4,378	4,119	6.3
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	153,893	138,946	10.8	153,893	138,946	10.8
Honeymoon/Get Married	7,593	6,412	18.4	7,593	6,412	18.4
Honeymoon	6,664	5,680	17.3	6,664	5,680	17.3
Get Married	1,304	1,052	23.9	1,304	1,052	23.9
Pleasure/Vacation	147,406	133,610	10.3	147,406	133,610	10.3
Mtgs/Conventions/Incentive	21,097	19,860	6.2	21,097	19,860	6.2
Conventions	15,839	14,541	8.9	15,839	14,541	8.9
Corporate Meetings	3,405	3,308	2.9	3,405	3,308	2.9
Incentive	2,458	2,625	-6.4	2,458	2,625	-6.4
Other Business	8,272	8,605	-3.9	8,272	8,605	-3.9
Visit Friends/Rel.	20,283	19,626	3.3	20,283	19,626	3.3
Gov't/Military	5,464	4,805	13.7	5,464	4,805	13.7
Attend School	1,003	943	6.4	1,003	943	6.4
Sport Events	1,998	1,746	14.4	1,998	1,746	14.4
Other	6,865	5,520	24.4	6,865	5,520	24.4
<b>TRAVEL STATUS</b>						
% First Timers ***	35.3	34.7	0.7	35.3	34.7	0.7
% Repeaters ***	64.7	65.3	-0.7	64.7	65.3	-0.7
Average # of Trips	4.8	4.9	-3.5	4.8	4.9	-3.5
Group Tour	6,958	6,438	8.1	6,958	6,438	8.1
Non-Group	193,096	175,739	9.9	193,096	175,739	9.9
Package Trip	28,863	28,249	2.2	28,863	28,249	2.2
No Package	171,190	153,928	11.2	171,190	153,928	11.2
Net True Independent	168,665	151,779	11.1	168,665	151,779	11.1
Ave. Age	49	49	-0.4	49	49	-0.4
Ave. Party Size	1.8	1.8	0.6	1.8	1.8	0.6

\*\* 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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
TOTAL VISITORS	128,686	120,424	6.9	128,686	120,424	6.9
Domestic	531	569	-6.6	531	569	-6.6
International	128,155	119,855	6.9	128,155	119,855	6.9
VISITOR DAYS	768,565	723,314	6.3	768,565	723,314	6.3
AVERAGE DAILY CENSUS	24,792	23,333	6.3	24,792	23,333	6.3
ISLANDS VISITED						
O'ahu	120,078	115,713	3.8	120,078	115,713	3.8
O'ahu only	108,236	104,335	3.7	108,236	104,335	3.7
O'ahu one day or less	485	1,267	-61.7	485	1,267	-61.7
Kaua'i	1,677	2,459	-31.8	1,677	2,459	-31.8
Kaua'i only	159	83	91.5	159	83	91.5
Kaua'i one day or less	1,055	1,739	-39.3	1,055	1,739	-39.3
Maui County	4,126	4,535	-9.0	4,126	4,535	-9.0
Maui	4,003	4,479	-10.6	4,003	4,479	-10.6
Maui only	940	484	94.1	940	484	94.1
Maui one day or less	1,418	1,721	-17.6	1,418	1,721	-17.6
Moloka'i *	165	45	263.5	165	45	263.5
Moloka'i only *	1			1		
Moloka'i one day or less*	164	44	270.4	164	44	270.4
Lāna'i *	77	71	7.9	77	71	7.9
Lāna'i only *	2			2		
Lāna'i one day or less*	30	71	-58.1	30	71	-58.1
Hawai'i Island	16,220	11,804	37.4	16,220	11,804	37.4
Kona side	14,315	9,648	48.4	14,315	9,648	48.4
Hilo side	4,007	3,883	3.2	4,007	3,883	3.2
Hawai'i Island only	7,300	3,731	95.7	7,300	3,731	95.7
Hawai'i Island one day or less	2,510	2,676	-6.2	2,510	2,676	-6.2
Any Neighbor Island	20,450	16,088	27.1	20,450	16,088	27.1
NI only	8,608	4,711	82.7	8,608	4,711	82.7
O'ahu & NI	11,842	11,378	4.1	11,842	11,378	4.1
Any one island only	116,637	108,633	7.4	116,637	108,633	7.4
Multiple Islands	12,049	11,791	2.2	12,049	11,791	2.2
Avg. Islands Visited	1.11	1.12	-1.1	1.11	1.12	-1.1
Average Length of Stay in Hawai'i	5.97	6.01	-0.6	5.97	6.01	-0.6
ACCOMMODATIONS						
Plan to stay in Hotel	104,702	97,804	7.1	104,702	97,804	7.1
Hotel only	100,622	93,954	7.1	100,622	93,954	7.1
Plan to stay in Condo	17,526	16,616	5.5	17,526	16,616	5.5
Condo only	14,018	13,389	4.7	14,018	13,389	4.7
Plan to stay in Timeshare	8,468	6,821	24.2	8,468	6,821	24.2
Timeshare only	6,642	5,913	12.3	6,642	5,913	12.3

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

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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	95	477	-80.1	95	477	-80.1
Friends/Relatives	1,400	2,278	-38.6	1,400	2,278	-38.6
Bed & Breakfast	150	78	92.8	150	78	92.8
Rental House	865	542	59.8	865	542	59.8
Hostel	272	99	175.1	272	99	175.1
Camp Site, Beach	2	4	-49.7	2	4	-49.7
Private Room in Private Home**	644	399	61.3	644	399	61.3
Shared Room/Space in Private Home	92	128	-28.6	92	128	-28.6
Other	169	11	1491.3	169	11	1491.3
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	116,147	105,443	10.2	116,147	105,443	10.2
Honeymoon/Get Married	11,628	11,157	4.2	11,628	11,157	4.2
Honeymoon	10,910	10,724	1.7	10,910	10,724	1.7
Get Married	1,627	1,543	5.5	1,627	1,543	5.5
Pleasure/Vacation	105,477	94,726	11.3	105,477	94,726	11.3
Mtgs/Conventions/Incentive	5,293	7,988	-33.7	5,293	7,988	-33.7
Conventions	1,328	826	60.8	1,328	826	60.8
Corporate Meetings	46	97	-52.0	46	97	-52.0
Incentive	3,936	7,247	-45.7	3,936	7,247	-45.7
Other Business	598	427	39.8	598	427	39.8
Visit Friends/Rel.	1,804	2,091	-13.7	1,804	2,091	-13.7
Gov't/Military	6	65	-91.6	6	65	-91.6
Attend School	225	158	42.6	225	158	42.6
Sport Events	1,038	552	88.0	1,038	552	88.0
Other	8,015	6,793	18.0	8,015	6,793	18.0
<b>TRAVEL STATUS</b>						
% First Timers ***	29.0	26.9	2.1	29.0	26.9	2.1
% Repeaters ***	71.0	73.1	-2.1	71.0	73.1	-2.1
Average # of Trips	5.2	5.5	-4.8	5.2	5.5	-4.8
Group Tour	16,874	20,465	-17.5	16,874	20,465	-17.5
Non-Group	111,812	99,959	11.9	111,812	99,959	11.9
Package Trip	67,526	65,967	2.4	67,526	65,967	2.4
No Package	61,160	54,456	12.3	61,160	54,456	12.3
Net True Independent	57,819	49,825	16.0	57,819	49,825	16.0
Ave. Age	47	46	2.1	47	46	2.1
Ave. Party Size	2.7	2.7	-0.5	2.7	2.7	-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.

Source: Hawai'i Tourism Authority

NA = Not applicable

TABLE 4. TOTAL CANADA VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
TOTAL VISITORS	65,123	68,462	-4.9	65,123	68,462	-4.9
Domestic	10,924	10,897	0.3	10,924	10,897	0.3
International	54,199	57,565	-5.8	54,199	57,565	-5.8
VISITOR DAYS	913,550	976,857	-6.5	913,550	976,857	-6.5
AVERAGE DAILY CENSUS	29,469	31,512	-6.5	29,469	31,512	-6.5
ISLANDS VISITED						
O'ahu	26,477	26,250	0.9	26,477	26,250	0.9
O'ahu only	16,800	17,489	-3.9	16,800	17,489	-3.9
O'ahu one day or less	1,141	1,174	-2.8	1,141	1,174	-2.8
Kaua'i	9,956	10,671	-6.7	9,956	10,671	-6.7
Kaua'i only	4,913	5,244	-6.3	4,913	5,244	-6.3
Kaua'i one day or less	870	946	-8.0	870	946	-8.0
Maui County	31,830	34,101	-6.7	31,830	34,101	-6.7
Maui	31,635	33,897	-6.7	31,635	33,897	-6.7
Maui only	21,330	24,652	-13.5	21,330	24,652	-13.5
Maui one day or less	1,500	1,061	41.5	1,500	1,061	41.5
Moloka'i *	355	485	-26.7	355	485	-26.7
Moloka'i only *	92	10	806.2	92	10	806.2
Moloka'i one day or less*	147	253	-42.0	147	253	-42.0
Lāna'i *	722	946	-23.6	722	946	-23.6
Lāna'i only *	48	52	-8.2	48	52	-8.2
Lāna'i one day or less*	483	677	-28.7	483	677	-28.7
Hawai'i Island	14,503	14,246	1.8	14,503	14,246	1.8
Kona side	13,063	13,286	-1.7	13,063	13,286	-1.7
Hilo side	4,438	4,268	4.0	4,438	4,268	4.0
Hawai'i Island only	8,607	8,721	-1.3	8,607	8,721	-1.3
Hawai'i Island one day or less	288	326	-11.7	288	326	-11.7
Any Neighbor Island	48,323	50,973	-5.2	48,323	50,973	-5.2
NI only	38,647	42,212	-8.4	38,647	42,212	-8.4
O'ahu & NI	9,676	8,761	10.4	9,676	8,761	10.4
Any one island only	51,790	56,169	-7.8	51,790	56,169	-7.8
Multiple Islands	13,333	12,293	8.5	13,333	12,293	8.5
Avg. Islands Visited	1.28	1.26	1.7	1.28	1.26	1.7
Average Length of Stay in Hawai'i	14.03	14.27	-1.7	14.03	14.27	-1.7
ACCOMMODATIONS						
Plan to stay in Hotel	27,848	27,558	1.1	27,848	27,558	1.1
Hotel only	19,647	20,721	-5.2	19,647	20,721	-5.2
Plan to stay in Condo	23,111	23,951	-3.5	23,111	23,951	-3.5
Condo only	18,032	18,975	-5.0	18,032	18,975	-5.0
Plan to stay in Timeshare	5,774	6,497	-11.1	5,774	6,497	-11.1
Timeshare only	3,822	4,855	-21.3	3,822	4,855	-21.3

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

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

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	702	770	-8.9	702	770	-8.9
Friends/Relatives	3,728	3,862	-3.5	3,728	3,862	-3.5
Bed & Breakfast	1,431	1,205	18.8	1,431	1,205	18.8
Rental House	9,935	11,569	-14.1	9,935	11,569	-14.1
Hostel	1,508	1,379	9.3	1,508	1,379	9.3
Camp Site, Beach	1,581	1,138	38.9	1,581	1,138	38.9
Private Room in Private Home**	1,433	1,766	-18.8	1,433	1,766	-18.8
Shared Room/Space in Private Home	646	497	29.9	646	497	29.9
Other	921	834	10.4	921	834	10.4
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	61,243	63,585	-3.7	61,243	63,585	-3.7
Honeymoon/Get Married	1,264	1,375	-8.1	1,264	1,375	-8.1
Honeymoon	1,142	1,271	-10.1	1,142	1,271	-10.1
Get Married	150	125	19.8	150	125	19.8
Pleasure/Vacation	60,270	62,481	-3.5	60,270	62,481	-3.5
Mtgs/Conventions/Incentive	3,044	3,893	-21.8	3,044	3,893	-21.8
Conventions	2,492	2,658	-6.2	2,492	2,658	-6.2
Corporate Meetings	333	1,100	-69.7	333	1,100	-69.7
Incentive	319	205	55.7	319	205	55.7
Other Business	418	536	-22.0	418	536	-22.0
Visit Friends/Rel.	2,297	2,414	-4.9	2,297	2,414	-4.9
Gov't/Military	25	17	47.1	25	17	47.1
Attend School	93	36	156.6	93	36	156.6
Sport Events	663	910	-27.1	663	910	-27.1
Other	731	823	-11.2	731	823	-11.2
<b>TRAVEL STATUS</b>						
% First Timers ***	29.8	30.0	-0.1	29.8	30.0	-0.1
% Repeaters ***	70.2	70.0	0.1	70.2	70.0	0.1
Average # of Trips	4.7	4.7	-0.2	4.7	4.7	-0.2
Group Tour	644	1,065	-39.5	644	1,065	-39.5
Non-Group	64,479	67,397	-4.3	64,479	67,397	-4.3
Package Trip	10,224	10,517	-2.8	10,224	10,517	-2.8
No Package	54,899	57,945	-5.3	54,899	57,945	-5.3
Net True Independent	54,611	57,583	-5.2	54,611	57,583	-5.2
Ave. Age	48	49	-2.7	48	49	-2.7
Ave. Party Size	2.2	2.2	0.2	2.2	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.

Source: Hawai'i Tourism Authority

NA = Not applicable



**JANUARY 2020 ARRIVALS AT A GLANCE**

TOTAL EXPENDITURES (\$mil.)	2020P	2019P	% change	2020P YTD	2019P YTD	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,713.0</b>	<b>1,631.9</b>	<b>5.0</b>	<b>1,713.0</b>	<b>1,631.9</b>	<b>5.0</b>
Total by air	1,708.0	1,628.4	4.9	1,708.0	1,628.4	4.9
U.S. Total	1,129.1	1,022.0	10.5	1,129.1	1,022.0	10.5
U.S. West	621.7	558.8	11.2	621.7	558.8	11.2
U.S. East	507.4	463.2	9.6	507.4	463.2	9.6
Japan	184.4	172.1	7.1	184.4	172.1	7.1
Canada	160.4	167.6	-4.3	160.4	167.6	-4.3
All Others	234.2	266.7	-12.2	234.2	266.7	-12.2
Visitor arrivals by cruise ships	5.0	3.4	44.3	5.0	3.4	44.3
<b>TOTAL VISITOR DAYS</b>	<b>8,352,039</b>	<b>8,184,522</b>	<b>2.0</b>	<b>8,352,039</b>	<b>8,184,522</b>	<b>2.0</b>
Total by air	8,305,017	8,133,602	2.1	8,305,017	8,133,602	2.1
U.S. Total	5,588,753	5,222,958	7.0	5,588,753	5,222,958	7.0
U.S. West	3,337,398	3,098,386	7.7	3,337,398	3,098,386	7.7
U.S. East	2,251,355	2,124,571	6.0	2,251,355	2,124,571	6.0
Japan	768,565	723,314	6.3	768,565	723,314	6.3
Canada	913,550	976,857	-6.5	913,550	976,857	-6.5
All Others	1,034,149	1,210,473	-14.6	1,034,149	1,210,473	-14.6
Visitor arrivals by cruise ships	47,023	50,920	-7.7	47,023	50,920	-7.7
<b>VISITOR ARRIVALS</b>	<b>862,574</b>	<b>820,621</b>	<b>5.1</b>	<b>862,574</b>	<b>820,621</b>	<b>5.1</b>
Total by air	852,037	809,098	5.3	852,037	809,098	5.3
U.S. Total	552,578	500,068	10.5	552,578	500,068	10.5
U.S. West	352,525	317,890	10.9	352,525	317,890	10.9
U.S. East	200,053	182,177	9.8	200,053	182,177	9.8
Japan	128,686	120,424	6.9	128,686	120,424	6.9
Canada	65,123	68,462	-4.9	65,123	68,462	-4.9
All Others	105,649	120,144	-12.1	105,649	120,144	-12.1
Visitor arrivals by cruise ships	10,538	11,523	-8.6	10,538	11,523	-8.6
<b>AVERAGE DAILY CENSUS</b>	<b>269,421</b>	<b>264,017</b>	<b>2.0</b>	<b>269,421</b>	<b>264,017</b>	<b>2.0</b>
Total by air	267,904	262,374	2.1	267,904	262,374	2.1
U.S. Total	180,282	168,483	7.0	180,282	168,483	7.0
U.S. West	107,658	99,948	7.7	107,658	99,948	7.7
U.S. East	72,624	68,535	6.0	72,624	68,535	6.0
Japan	24,792	23,333	6.3	24,792	23,333	6.3
Canada	29,469	31,512	-6.5	29,469	31,512	-6.5
All Others	33,360	39,048	-14.6	33,360	39,048	-14.6
Visitor arrivals by cruise ships	1,517	1,643	-7.7	1,517	1,643	-7.7
<b>AVERAGE LENGTH OF STAY</b>	<b>9.68</b>	<b>9.97</b>	<b>-2.9</b>	<b>9.68</b>	<b>9.97</b>	<b>-2.9</b>
Total by air	9.75	10.05	-3.0	9.75	10.05	-3.0
U.S. Total	10.11	10.44	-3.2	10.11	10.44	-3.2
U.S. West	9.47	9.75	-2.9	9.47	9.75	-2.9
U.S. East	11.25	11.66	-3.5	11.25	11.66	-3.5
Japan	5.97	6.01	-0.6	5.97	6.01	-0.6
Canada	14.03	14.27	-1.7	14.03	14.27	-1.7
All Others	9.79	10.08	-2.8	9.79	10.08	-2.8
Visitor arrivals by cruise ships	4.46	4.42	1.0	4.46	4.42	1.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>205.1</b>	<b>199.4</b>	<b>2.9</b>	<b>205.1</b>	<b>199.4</b>	<b>2.9</b>
Total by air	205.7	200.2	2.7	205.7	200.2	2.7
U.S. Total	202.0	195.7	3.2	202.0	195.7	3.2
U.S. West	186.3	180.4	3.3	186.3	180.4	3.3
U.S. East	225.4	218.0	3.4	225.4	218.0	3.4
Japan	239.9	238.0	0.8	239.9	238.0	0.8
Canada	175.6	171.6	2.3	175.6	171.6	2.3
All Others	226.5	220.4	2.8	226.5	220.4	2.8
Visitor arrivals by cruise ships	105.6	67.6	56.3	105.6	67.6	56.3
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,985.9</b>	<b>1,988.6</b>	<b>-0.1</b>	<b>1,985.9</b>	<b>1,988.6</b>	<b>-0.1</b>
Total by air	2,004.7	2,012.7	-0.4	2,004.7	2,012.7	-0.4
U.S. Total	2,043.2	2,043.7	0.0	2,043.2	2,043.7	0.0
U.S. West	1,763.4	1,757.9	0.3	1,763.4	1,757.9	0.3
U.S. East	2,536.3	2,542.3	-0.2	2,536.3	2,542.3	-0.2
Japan	1,432.7	1,429.4	0.2	1,432.7	1,429.4	0.2
Canada	2,462.8	2,448.2	0.6	2,462.8	2,448.2	0.6
All Others	2,217.1	2,220.1	-0.1	2,217.1	2,220.1	-0.1
Visitor arrivals by cruise ships	471.3	298.6	57.8	471.3	298.6	57.8

P=Preliminary data.

Source:Hawai'i Tourism Authority

MONTH-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,713.0						
	Total by air	\$1,708.0						
	U.S. Total	\$1,129.1						
	U.S. West	\$621.7						
	U.S. East	\$507.4						
	Japan	\$184.4						
	Canada	\$160.4						
	All Other	\$234.2						
	Visitor arrivals by cruise ships	\$5.0						
	<b>Visitor Days</b>	TOTAL (air + s	8,352,039					
Total by air		8,305,017						
U.S. Total		5,588,753						
U.S. West		3,337,398						
U.S. East		2,251,355						
Japan		768,565						
Canada		913,550						
All Other		1,034,149						
Visitor arrivals by cruise ships		\$47,022.7						
<b>Visitor Arrivals</b>		TOTAL (air + s	862,574					
	Total by air	852,037						
	U.S. Total	552,578						
	U.S. West	352,525						
	U.S. East	200,053						
	Japan	128,686						
	Canada	65,123						
	All Other	105,649						
	Visitor arrivals by cruise ships	10,538						
	<b>Average Daily Census</b>	TOTAL (air + s	269,421					
Total by air		267,904						
U.S. Total		180,282						
U.S. West		107,658						
U.S. East		72,624						
Japan		24,792						
Canada		29,469						
All Other		33,360						
Visitor arrivals by cruise ships		1,517						
<b>Average Length of Stay</b>		TOTAL (air + s	9.68					
	Total by air	9.75						
	U.S. Total	10.11						
	U.S. West	9.47						
	U.S. East	11.25						
	Japan	5.97						
	Canada	14.03						
	All Other	9.79						
	Visitor arrivals by cruise ships	4.46						
	<b>Per Person Per Day Spending</b>	TOTAL (air + s	\$205.1					
Total by air		\$205.7						
U.S. Total		\$202.0						
U.S. West		\$186.3						
U.S. East		\$225.4						
Japan		\$239.9						
Canada		\$175.6						
All Other		\$226.5						
Visitor arrivals by cruise ships		\$105.6						
<b>Per Person Per Trip Spending</b>		TOTAL (air + s	\$1,985.9					
	Total by air	\$2,004.7						
	U.S. Total	\$2,043.2						
	U.S. West	\$1,763.4						
	U.S. East	\$2,536.3						
	Japan	\$1,432.7						
	Canada	\$2,462.8						
	All Other	\$2,217.1						
	Visitor arrivals by cruise ships	\$471.3						

YEAR-TO-DATE	MMA	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.)</b>	TOTAL (\$mil.)	\$1,713.0						
	Total by air	\$1,708.0						
	U.S. Total	\$1,129.1						
	U.S. West	\$621.7						
	U.S. East	\$507.4						
	Japan	\$184.4						
	Canada	\$160.4						
	All Other	\$234.2						
	Visitor arrivals by cruise ships	\$5.0						
	<b>Visitor Days</b>	TOTAL (air + s	8,352,039					
Total by air		8,305,017						
U.S. Total		5,588,753						
U.S. West		3,337,398						
U.S. East		2,251,355						
Japan		768,565						
Canada		913,550						
All Other		1,034,149						
Visitor arrivals by cruise ships		47,023						
<b>Visitor Arrivals</b>		TOTAL (air + s	862,574					
	Total by air	852,037						
	U.S. Total	552,578						
	U.S. West	352,525						
	U.S. East	200,053						
	Japan	128,686						
	Canada	65,123						
	All Other	105,649						
	Visitor arrivals by cruise ships	10,538						
	<b>Average Daily Census</b>	TOTAL (air + s	269,421					
Total by air		267,904						
U.S. Total		180,282						
U.S. West		107,658						
U.S. East		72,624						
Japan		24,792						
Canada		29,469						
All Other		33,360						
Visitor arrivals by cruise ships		1,517						
<b>Average Length of Stay</b>		TOTAL (air + s	9.68					
	Total by air	9.75						
	U.S. Total	10.11						
	U.S. West	9.47						
	U.S. East	11.25						
	Japan	5.97						
	Canada	14.03						
	All Other	9.79						
	Visitor arrivals by cruise ships	4.46						
	<b>Per Person Per Day Spending</b>	TOTAL (air + s	\$205.1					
Total by air		\$205.7						
U.S. Total		\$202.0						
U.S. West		\$186.3						
U.S. East		\$225.4						
Japan		\$239.9						
Canada		\$175.6						
All Other		\$226.5						
Visitor arrivals by cruise ships		\$105.6						
<b>Per Person Per Trip Spending</b>		TOTAL (air + s	\$1,985.9					
	Total by air	\$2,004.7						
	U.S. Total	\$2,043.2						
	U.S. West	\$1,763.4						
	U.S. East	\$2,536.3						
	Japan	\$1,432.7						
	Canada	\$2,462.8						
	All Other	\$2,217.1						
	Visitor arrivals by cruise ships	\$471.3						

Source: Hawaii Tourism Authority  
Monthly data may not add up to total due to rounding.

**JANUARY 2020 ISLAND HIGHLIGHTS**

TOTAL EXPENDITURES (\$mil.)	2020P	2019P	% change	2020P YTD	2019P YTD	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,713.0</b>	<b>1,631.9</b>	<b>5.0</b>	<b>1,713.0</b>	<b>1,631.9</b>	<b>5.0</b>
Total by air	1,708.0	1,628.4	4.9	1,708.0	1,628.4	4.9
O'ahu	701.6	711.7	-1.4	701.6	711.7	-1.4
Maui	510.7	474.2	7.7	510.7	474.2	7.7
Moloka'i	4.3	2.9	49.7	4.30	2.9	49.7
Lāna'i	9.6	9.2	4.9	9.6	9.2	4.9
Kaua'i	191.3	176.0	8.7	191.3	176.0	8.7
Hawai'i Island	290.5	254.6	14.1	290.5	254.6	14.1
Visitor arrivals by cruise ships	5.0	3.4	44.3	5.0	3.4	44.3
<b>TOTAL VISITOR DAYS</b>	<b>8,352,039</b>	<b>8,184,522</b>	<b>2.0</b>	<b>8,352,039</b>	<b>8,184,522</b>	<b>2.0</b>
Total by air	8,305,017	8,133,602	2.1	8,305,017	8,133,602	2.1
O'ahu	3,688,771	3,654,481	0.9	3,688,771	3,654,481	0.9
Maui	2,194,995	2,166,388	1.3	2,194,995	2,166,388	1.3
Moloka'i	36,927	38,323	-3.6	36,927	38,323	-3.6
Lāna'i	25,117	21,414	17.3	25,117	21,414	17.3
Kaua'i	921,575	923,164	-0.2	921,575	923,164	-0.2
Hawai'i Island	1,437,632	1,329,831	8.1	1,437,632	1,329,831	8.1
Visitor arrivals by cruise ships	47,023	50,920	-7.7	47,023	50,920	-7.7
<b>VISITOR ARRIVALS</b>	<b>862,574</b>	<b>820,621</b>	<b>5.1</b>	<b>862,574</b>	<b>820,621</b>	<b>5.1</b>
Total by air	852,037	809,098	5.3	852,037	809,098	5.3
O'ahu	512,621	491,941	4.2	512,621	491,941	4.2
Maui	242,472	234,108	3.6	242,472	234,108	3.6
Moloka'i	6,786	5,695	19.2	6,786	5,695	19.2
Lāna'i	6,064	6,325	-4.1	6,064	6,325	-4.1
Kaua'i	113,847	106,146	7.3	113,847	106,146	7.3
Hawai'i Island	163,530	149,431	9.4	163,530	149,431	9.4
Visitor arrivals by cruise ships	10,538	11,523	-8.6	10,538	11,523	-8.6
<b>AVERAGE DAILY CENSUS</b>	<b>269,421</b>	<b>264,017</b>	<b>2.0</b>	<b>269,421</b>	<b>264,017</b>	<b>2.0</b>
Total by air	267,904	262,374	2.1	267,904	262,374	2.1
O'ahu	118,993	117,886	0.9	118,993	117,886	0.9
Maui	70,806	69,883	1.3	70,806	69,883	1.3
Moloka'i	1,191	1,236	-3.6	1,191	1,236	-3.6
Lāna'i	810	691	17.3	810	691	17.3
Kaua'i	29,728	29,779	-0.2	29,728	29,779	-0.2
Hawai'i Island	46,375	42,898	8.1	46,375	42,898	8.1
Visitor arrivals by cruise ships	1,517	1,643	-7.7	1,517	1,643	-7.7
<b>AVERAGE LENGTH OF STAY</b>	<b>9.68</b>	<b>9.97</b>	<b>-2.9</b>	<b>9.68</b>	<b>9.97</b>	<b>-2.9</b>
Total by air	9.75	10.05	-3.0	9.75	10.05	-3.0
O'ahu	7.20	7.43	-3.1	7.20	7.43	-3.1
Maui	9.05	9.25	-2.2	9.05	9.25	-2.2
Moloka'i	5.44	6.73	-19.1	5.44	6.73	-19.1
Lāna'i	4.14	3.39	22.3	4.14	3.39	22.3
Kaua'i	8.09	8.70	-6.9	8.09	8.70	-6.9
Hawai'i Island	8.79	8.90	-1.2	8.79	8.90	-1.2
Visitor arrivals by cruise ships	4.46	4.42	1.0	4.46	4.42	1.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>205.1</b>	<b>199.4</b>	<b>2.9</b>	<b>205.1</b>	<b>199.4</b>	<b>2.9</b>
Total by air	205.7	200.2	2.7	205.7	200.2	2.7
O'ahu	190.2	194.7	-2.3	190.2	194.7	-2.3
Maui	232.7	218.9	6.3	232.7	218.9	6.3
Moloka'i	116.5	75.0	55.3	116.5	75.0	55.3
Lāna'i	382.9	428.1	-10.6	382.9	428.1	-10.6
Kaua'i	207.5	190.6	8.9	207.5	190.6	8.9
Hawai'i Island	202.1	191.4	5.6	202.1	191.4	5.6
Visitor arrivals by cruise ships	105.6	67.6	56.3	105.6	67.6	56.3
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,985.9</b>	<b>1,988.6</b>	<b>-0.1</b>	<b>1,985.9</b>	<b>1,988.6</b>	<b>-0.1</b>
Total by air	2,004.7	2,012.7	-0.4	2,004.7	2,012.7	-0.4
O'ahu	1,368.7	1,446.6	-5.4	1,368.7	1,446.6	-5.4
Maui	2,106.1	2,025.5	4.0	2,106.1	2,025.5	4.0
Moloka'i	634.1	504.8	25.6	634.1	504.8	25.6
Lāna'i	1,585.8	1,449.4	9.4	1,585.8	1,449.4	9.4
Kaua'i	1,680.0	1,657.9	1.3	1,680.0	1,657.9	1.3
Hawai'i Island	1,776.6	1,703.6	4.3	1,776.6	1,703.6	4.3
Visitor arrivals by cruise ships	471.3	298.6	57.8	471.3	298.6	57.8

P=Preliminary data.

Source:Hawai'i Tourism Authority

MONTH-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.) *</b>	TOTAL (\$mil.)	\$1,713.0						
	Total by air	\$1,708.0						
	O'ahu	\$701.6						
	Maui	\$510.7						
	Moloka'i	\$4.3						
	Lāna'i	\$9.6						
	Kaua'i	\$191.3						
	Hawai'i Island Visitor arrivals by d	\$290.5 \$5.0						
<b>Visitor Days</b>	TOTAL (air + ships)	8,352,039						
	Total by air	8,305,017						
	O'ahu	3,688,771						
	Maui	2,194,995						
	Moloka'i	36,927						
	Lāna'i	25,117						
	Kaua'i	921,575						
	Hawai'i Island cruise ships	1,437,632 47,023						
<b>Visitor Arrivals</b>	TOTAL (air + ships)	862,574						
	Total by air	852,037						
	O'ahu	512,621						
	Maui	242,472						
	Moloka'i	6,786						
	Lāna'i	6,064						
	Kaua'i	113,847						
	Hawai'i Island cruise ships	163,530 10,538						
<b>Average Daily Census</b>	TOTAL (air + ships)	269,421						
	Total by air	267,904						
	O'ahu	118,993						
	Maui	70,806						
	Moloka'i	1,191						
	Lāna'i	810						
	Kaua'i	29,728						
	Hawai'i Island cruise ships	46,375 1,517						
<b>Average Length of Stay</b>	TOTAL (air + ships)	9.68						
	Total by air	9.75						
	O'ahu	7.20						
	Maui	9.05						
	Moloka'i	5.44						
	Lāna'i	4.14						
	Kaua'i	8.09						
	Hawai'i Island cruise ships	8.79 4.46						
<b>Per Person Per Day Spending *</b>	TOTAL (air+ships)	\$205.1						
	Total by air	\$205.7						
	O'ahu	\$190.2						
	Maui	\$232.7						
	Moloka'i	\$116.5						
	Lāna'i	\$382.9						
	Kaua'i	\$207.5						
	Hawai'i Island cruise ships	\$202.1 \$105.6						
<b>Per Person Per Trip Spending *</b>	TOTAL (air+ships)	\$1,985.9						
	Total by air	\$2,004.7						
	O'ahu	\$1,368.7						
	Maui	\$2,106.1						
	Moloka'i	\$634.1						
	Lāna'i	\$1,585.8						
	Kaua'i	\$1,680.0						
	Hawai'i Island cruise ships	\$1,776.6 \$471.3						

YEAR-TO-DATE	ISLAND	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>EXPENDITURES (\$mil.) *</b>	TOTAL (\$mil.)	\$1,713.0						
	Total by air	\$1,708.0						
	O'ahu	\$701.6						
	Maui	\$510.7						
	Moloka'i	\$4.3						
	Lāna'i	\$9.6						
	Kaua'i	\$191.3						
	Hawai'i Island cruise ships	\$290.5 \$5.0						
<b>Visitor Days</b>	TOTAL (air + ships)	8,352,039						
	Total by air	8,305,017						
	O'ahu	3,688,771						
	Maui	2,194,995						
	Moloka'i	36,927						
	Lāna'i	25,117						
	Kaua'i	921,575						
	Hawai'i Island cruise ships	1,437,632 47,023						
<b>Visitor Arrivals</b>	TOTAL (air + ships)	862,574						
	Total by air	852,037						
	O'ahu	512,621						
	Maui	242,472						
	Moloka'i	6,786						
	Lāna'i	6,064						
	Kaua'i	113,847						
	Hawai'i Island cruise ships	163,530 10,538						
<b>Average Daily Census</b>	TOTAL (air + ships)	269,421						
	Total by air	267,904						
	O'ahu	118,993						
	Maui	70,806						
	Moloka'i	1,191						
	Lāna'i	810						
	Kaua'i	29,728						
	Hawai'i Island cruise ships	46,375 1,517						
<b>Length of Stay</b>	TOTAL (air + ships)	9.68						
	Total by air	9.75						
	O'ahu	7.20						
	Maui	9.05						
	Moloka'i	5.44						
	Lāna'i	4.14						
	Kaua'i	8.09						
	Hawai'i Island cruise ships	8.79 4.46						
<b>Per Person Per Day Spending *</b>	TOTAL (air+ships)	\$205.1						
	Total by air	\$205.7						
	O'ahu	\$190.2						
	Maui	\$232.7						
	Moloka'i	\$116.5						
	Lāna'i	\$382.9						
	Kaua'i	\$207.5						
	Hawai'i Island cruise ships	\$202.1 \$105.6						
<b>Per Person Per Trip Spending *</b>	TOTAL (air+ships)	\$1,985.9						
	Total by air	\$2,004.7						
	O'ahu	\$1,368.7						
	Maui	\$2,106.1						
	Moloka'i	\$634.1						
	Lāna'i	\$1,585.8						
	Kaua'i	\$1,680.0						
	Hawai'i Island cruise ships	\$1,776.6 \$471.3						

Source:Hawai'i Tourism Authority

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

Table 8. VISITORS BY CRUISE SHIPS

	JANUARY			YEAR-TO-DATE		
	2020P	2019P	% CHANGE	2020P	2019P	% CHANGE
VISITOR DAYS	146,853	153,983	-4.6	146,853	153,983	-4.6
TOTAL VISITORS	19,892	20,881	-4.7	19,892	20,881	-4.7
ARRIVED BY SHIP	10,538	11,523	-8.6	10,538	11,523	-8.6
ARRIVED BY AIR	9,354	9,358	0.0	9,354	9,358	0.0
NUMBER OF SHIP ARRIVALS	9	7	28.6	9	7	28.6
ISLANDS VISITED						
O'ahu	19,892	20,881	-4.7	19,892	20,881	-4.7
Kaua'i	18,346	16,478	11.3	18,346	16,478	11.3
Maui County	18,780	20,321	-7.6	18,780	20,321	-7.6
Maui	18,772	20,321	-7.6	18,772	20,321	-7.6
Moloka'i	220	233	-5.5	220	233	-5.5
Lāna'i	387	406	-4.7	387	406	-4.7
Hawai'i Island	18,648	19,331	-3.5	18,648	19,331	-3.5
Average Islands Visited	3.83	3.72	3.1	3.83	3.72	3.1
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.15	1.16	-0.8	1.15	1.16	-0.8
Days in Hawai'i during Cruise	5.35	5.30	0.9	5.35	5.30	0.9
Days in Hawai'i after Cruise	0.88	0.92	-3.5	0.88	0.92	-3.5
Total days in Hawai'i	7.38	7.37	0.1	7.38	7.37	0.1
ACCOMMODATIONS						
Hotel	9,436	9,253	2.0	9,436	9,253	2.0
Hotel only	8,340	8,104	2.9	8,340	8,104	2.9
Condo	952	952	0.0	952	952	0.0
Condo only	337	301	12.0	337	301	12.0
Timeshare	689	807	-14.6	689	807	-14.6
Timeshare Only	287	392	-26.9	287	392	-26.9
Bed & Breakfast	186	173	7.3	186	173	7.3
Bed & Breakfast only	80	68	18.3	80	68	18.3
Friends & relatives	490	450	8.9	490	450	8.9
Other accommodation	356	284	25.3	356	284	25.3
Accommodation (NET)	10,704	10,526	1.7	10,704	10,526	1.7
Cruise only	9,187	10,355	-11.3	9,187	10,355	-11.3
PURPOSE OF TRIP						
Honeymoon	480	420	14.1	480	420	14.1
Get Married	15	54	-71.7	15	54	-71.7
Wedding	87	77	12.7	87	77	12.7
Convention/Conference	106	94	12.3	106	94	12.3
Business	101	178	-43.4	101	178	-43.4
Visiting Friends & relatives	1,733	1,857	-6.7	1,733	1,857	-6.7
Play Golf	144	297	-51.4	144	297	-51.4
Leisure	17,377	18,111	-4.1	17,377	18,111	-4.1
TRAVEL STATUS						
% First timers	41.4	42.3	-0.9	41.4	42.3	-0.9
% Repeat visitors	58.6	57.7	0.9	58.6	57.7	0.9

NA = Not applicable

Source: Hawai'i Tourism Authority





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

JANUARY	STATE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2020	2019	%CHANGE	2020	2019	%CHANGE	2020	2019	%CHANGE	2020	2019	%CHANGE	2020	2019	%CHANGE	2020	2019	%CHANGE
<b>INTERNATIONAL</b>	<b>352,980</b>	<b>365,525</b>	<b>-3.4</b>	<b>300,956</b>	<b>307,434</b>	<b>-2.1</b>	<b>28,637</b>	<b>32,788</b>	<b>-12.7</b>	<b>17,993</b>	<b>17,543</b>	<b>2.6</b>				<b>5,394</b>	<b>7,760</b>	<b>-30.5</b>
<b>SCHEDULES</b>	<b>351,780</b>	<b>364,755</b>	<b>-3.6</b>	<b>299,756</b>	<b>306,664</b>	<b>-2.3</b>	<b>28,637</b>	<b>32,788</b>	<b>-12.7</b>	<b>17,993</b>	<b>17,543</b>	<b>2.6</b>				<b>5,394</b>	<b>7,760</b>	<b>-30.5</b>
<b>CHARTERS</b>	<b>1,200</b>	<b>770</b>	<b>55.8</b>	<b>1,200</b>	<b>770</b>	<b>55.8</b>												
<b>JAPAN</b>	<b>176,196</b>	<b>174,100</b>	<b>1.2</b>	<b>166,135</b>	<b>164,317</b>	<b>1.1</b>				<b>10,061</b>	<b>9,783</b>	<b>2.8</b>						
Fukuoka	4,726	5,424	-12.9	4,726	5,424	-12.9												
Nagoya	12,833	12,818	0.1	12,833	12,818	0.1												
Osaka	35,624	46,154	-22.8	35,624	46,154	-22.8												
Sapporo	3,892	3,614	7.7	3,892	3,614	7.7												
Tokyo HND	24,862	24,862		20,970	21,248	-1.3				3,892	3,614	7.7						
Tokyo NRT	94,259	81,228	16.0	88,090	75,059	17.4				6,169	6,169							
<b>CANADA</b>	<b>65,590</b>	<b>72,049</b>	<b>-9.0</b>	<b>23,627</b>	<b>23,741</b>	<b>-0.5</b>	<b>28,637</b>	<b>32,788</b>	<b>-12.7</b>	<b>7,932</b>	<b>7,760</b>	<b>2.2</b>				<b>5,394</b>	<b>7,760</b>	<b>-30.5</b>
Calgary	8,810	11,338	-22.3		2,358	-100.0	8,810	8,980	-1.9									
Edmonton		2,358	-100.0					2,358	-100.0									
Toronto	3,278	624	425.3	3,278	624	425.3												
Vancouver	53,502	57,729	-7.3	20,349	20,759	-2.0	19,827	21,450	-7.6	7,932	7,760	2.2				5,394	7,760	-30.5
<b>OTHER ASIA</b>	<b>41,139</b>	<b>47,299</b>	<b>-13.0</b>	<b>41,139</b>	<b>47,299</b>	<b>-13.0</b>												
Beijing		3,081	-100.0		3,081	-100.0												
Hangzhou		262	-100.0		262	-100.0												
Seoul	30,793	33,610	-8.4	30,793	33,610	-8.4												
Shanghai	7,592	7,592		7,592	7,592													
Taipei	2,754	2,754		2,754	2,754													
<b>OCEANIA</b>	<b>41,669</b>	<b>44,633</b>	<b>-6.6</b>	<b>41,669</b>	<b>44,633</b>	<b>-6.6</b>												
Auckland	11,522	12,112	-4.9	11,522	12,112	-4.9												
Brisbane	3,614	4,170	-13.3	3,614	4,170	-13.3												
Melbourne	4,690	4,355	7.7	4,690	4,355	7.7												
Sydney	21,843	23,996	-9.0	21,843	23,996	-9.0												
<b>OTHER</b>	<b>27,186</b>	<b>26,674</b>	<b>1.9</b>	<b>27,186</b>	<b>26,674</b>	<b>1.9</b>												
Apia	826	668	23.7	826	668	23.7												
Christmas Island	736	610	20.7	736	610	20.7												
Guam	11,284	11,284		11,284	11,284													
Majuro	2,988	2,822	5.9	2,988	2,822	5.9												
Manila	6,798	5,896	15.3	6,798	5,896	15.3												
Nadi	662	668	-0.9	662	668	-0.9												
Pago Pago	2,502	3,058	-18.2	2,502	3,058	-18.2												
Papeete	1,390	1,668	-16.7	1,390	1,668	-16.7												

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