

# HAWAII TOURISM

AUTHORITY



2015 Annual Visitor  
Research Report

## ABOUT THIS REPORT

The 2015 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2015 and a comprehensive comparison with 2014 visitor data. Included in this report are characteristics and expenditures data from visitors who came to Hawai'i by air or by cruise ships. Visitor statistics are categorized by Hawai'i's Major Market Areas (MMA), by select countries, purpose of trip, accommodation type, first-time or repeat visitor status and by island. Statistics about visitor room inventory, hotel occupancy, room rates and air seat capacity are also included.

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. George Szigeti. This report was prepared by Mr. Daniel Nahoopii, Ms. Jennifer Chun, Ms. Minh-Chau Chun and Mr. Lawrence Liu.

STR Inc./Hospitality Advisors LLC provided hotel occupancy and room rate statistics.

Professional Image designed the cover and printed this report.

To download this report, go to: [www.hawaiiitourismauthority.org/research/reports/annual-visitor-research](http://www.hawaiiitourismauthority.org/research/reports/annual-visitor-research) and click on [2015 Annual Research Report \[pdf\]](#).

For more information on the content of this report, contact the HTA at (808) 973-2255.

### **\* Revision to 2014 Visitor Statistics**

2014 visitor statistics in this report (including visitor expenditures, visitor days, visitor arrivals, average daily census, length of stay, accommodations, purpose of trip, visitor characteristics by major markets and by island, etc.) were revised from 2014 data published in The 2014 Annual Visitor Research Report released in August 2015. Tables with revised statistics are indicated as 2014R.

Figures were revised with updated statistics from the Federal Office of Travel and Tourism Industries (OTTI) and updated reports from airlines. Cruise visitor statistics, air seats, Visitor Plant Inventory, Visitor Satisfaction and hotel performance data were not affected.

2015 statistics presented in this report are the final numbers and reflect data from OTTI, actual air fares and updated reports from airlines and cruise ships.

## TABLE OF CONTENTS

<b>SUMMARY OF 2015 VISITORS TO HAWAII</b> .....	<b>1</b>
ALL VISITORS (BY AIR AND BY CRUISE SHIPS).....	2
VISITORS (ARRIVALS BY AIR).....	3
AIR VISITORS (BY MAJOR MARKET AREAS).....	4
U.S. WEST.....	5
U.S. EAST.....	6
JAPAN.....	7
CANADA.....	8
EUROPE.....	9
OCEANIA.....	10
OTHER ASIA.....	12
LATIN AMERICA.....	14
AIR VISITORS (BY SEGMENT).....	15
TRAVEL METHODS.....	15
PURPOSE OF TRIP.....	15
FAMILY VISITORS.....	17
ACCOMMODATIONS.....	18
FIRST-TIME/REPEAT VISITORS.....	20
AIR VISITORS (BY ISLANDS).....	21
O'AHU.....	21
MAUI.....	22
MOLOKAI.....	24
LANAI.....	24
KAUAI.....	25
HAWAII ISLAND.....	26
SEASONALITY BY ISLAND.....	28
CRUISE VISITORS.....	28
TOTAL AIR SEATS OPERATED TO HAWAII.....	30
HOTEL OCCUPANCY AND ROOM RATE.....	31
VISITOR PLANT INVENTORY.....	32
VISITOR SATISFACTION.....	33
<b>ANNUAL VISITOR RESEARCH REPORT TABLES</b> .....	<b>35</b>
<b>APPENDIX A</b> .....	<b>166</b>
TECHNICAL NOTES.....	167
DEFINITIONS.....	167
SOURCES OF DATA FOR VISITOR STATISTICS.....	170
<b>APPENDIX B</b> .....	<b>172</b>
DOMESTIC IN-FLIGHT SURVEY.....	173
INTERNATIONAL INTERCEPT SURVEY.....	175
ISLAND SURVEY.....	177
CRUISE SURVEY.....	179



## LIST OF FIGURES

Figure 1: Total Visitor Expenditures: Nominal & Real .....	2
Figure 2: 2014 Air Visitor Personal Daily Spending by Category and Selected MMA.....	3
Figure 3: Four Largest Markets’ Share of Total Visitor Expenditures .....	4
Figure 4: Visitor Arrivals from Four Largest Markets (by Air).....	4
Figure 5: Europe MMA, UK & Germany.....	9
Figure 6: Oceania MMA .....	11
Figure 7: Other Asia MMA .....	12
Figure 8: Latin America MMA.....	14
Figure 9: 2014 Visitor Personal Daily Spending by Category and Island.....	21
Figure 10: O‘ahu Visitor Arrivals by Selected MMA.....	22
Figure 11: Maui Visitor Arrivals by Selected MMA.....	23
Figure 12: Kaua‘i Visitor Arrivals by Selected MMA .....	25
Figure 13: Hawai‘i Island Visitor Arrivals by Selected MMA .....	26
Figure 14: Cruise Visitors to Hawai‘i: 2006 – 2014.....	29
Figure 15: Air Seats Operated to Hawai‘i by Island .....	31
Figure 16: Visitor Units by Type of Accommodations: 2005 – 2014 .....	32

## LIST OF TABLES

Table 1: Summary of Visitor Statistics.....	36
Table 2: Summary of Visitor Characteristics (Arrivals by Air).....	39
Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air) .....	40
Table 4: Visitor Days by Island (Arrivals by Air).....	41
Table 5: Visitor Days by Month (Arrivals by Air) .....	41
Table 6: Average Daily Census by Island (Arrivals by Air) .....	42
Table 7: Average Daily Census by Month (Arrivals by Air).....	42
Table 8: Visitors Staying Overnight or Longer (Arrivals by Air).....	43
Table 9: Visitor Days by Month and MMA (Arrivals by Air) .....	44
Table 10: Visitor Days Growth by Month and MMA.....	48
Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air).....	50
Table 12: Visitor Arrivals Growth by Month and MMA.....	54
Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air).....	56
Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air).....	57
Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air) .....	59
Table 16: Domestic U.S. East Visitor Arrivals by Month and State (Arrivals by Air) .....	60
Table 17: Domestic U.S. Visitors by State (Arrivals by Air) .....	62
Table 18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air) .....	63
Table 19: Market Penetration for Top U.S. CBSA (Arrivals by Air) .....	65
Table 20: Japan MMA Visitor Characteristics (Arrivals by Air) .....	66
Table 21: International Japanese MMA Visitor Characteristics by Region.....	67
Table 22: Canada MMA Visitor Characteristics (Arrivals by Air) .....	69
Table 23: Canadian MMA Visitor Characteristics by Province .....	70
Table 24: Europe MMA Visitor Characteristics (Arrivals by Air).....	72
Table 25: United Kingdom Visitor Characteristics (Arrivals by Air) .....	73



Table 26: Germany Visitor Characteristics (Arrivals by Air).....	74
Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air).....	75
Table 28: Australia Visitor Characteristics (Arrivals by Air).....	76
Table 29: New Zealand Visitor Characteristics (Arrivals by Air).....	77
Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air).....	78
Table 31: Korea Visitor Characteristics (Arrivals by Air).....	79
Table 32: China Visitor Characteristics (Arrivals by Air).....	80
Table 33: Taiwan Visitor Characteristics (Arrivals by Air).....	81
Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air).....	82
Table 35: Other MMA Visitor Characteristics (Arrivals by Air).....	83
Table 36: Visitor Age and Gender Distribution by MMA (Percentage of MMA Total).....	84
Table 37: Honeymoon Visitor Characteristics (Arrivals by Air).....	86
Table 38: Get Married Visitor Characteristics (Arrivals by Air).....	87
Table 39: Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air).....	88
Table 40: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air).....	89
Table 41: Family Visitors Characteristics (Arrivals by Air).....	90
Table 42: Hotel-Only Visitor Characteristics (Arrivals by Air).....	91
Table 43: Condo-Only Visitor Characteristics (Arrivals by Air).....	92
Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air).....	93
Table 45: Rental House-Only Visitor Characteristics (Arrivals by Air).....	94
Table 46: Bed and Breakfast-Only Visitor Characteristics (Arrivals by Air).....	95
Table 47: First-Time Visitor Characteristics (Arrivals by Air).....	96
Table 48: Repeat Visitor Characteristics (Arrivals by Air).....	97
Table 49: Visitor Arrivals by Island and Month (Arrivals by Air).....	98
Table 50: Average Daily Census by Island and Month (Arrivals by Air).....	101
Table 51: Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air).....	103
Table 52: Domestic U.S. Visitor Arrival Growth by Island and Top CBSA.....	105
Table 53: Domestic U.S. Visitor Arrivals by Island and State of Residence.....	106
Table 54: Domestic U.S. Visitor Arrival Growth by Island and State of Residence.....	108
Table 55: Domestic U.S. Visitor Length of Stay (in days) by Island and State.....	109
Table 56: O’ahu Visitor Characteristics (Arrivals by Air).....	111
Table 57: Maui County Visitor Characteristics (Arrivals by Air).....	112
Table 58: Maui Island Visitor Characteristics (Arrivals by Air).....	113
Table 59: Moloka’i Visitor Characteristics (Arrivals by Air).....	114
Table 60: Lāna’i Visitor Characteristics (Arrivals by Air).....	115
Table 61: Kaua’i Visitor Characteristics (Arrivals by Air).....	116
Table 62: Hawai’i Island Visitor Characteristics (Arrivals by Air).....	117
Table 63: Hilo Visitor Characteristics (Arrivals by Air).....	118
Table 64: Kona Visitor Characteristics (Arrivals by Air).....	119
Table 65: Visitor Days by Island and MMA (Arrivals by Air).....	120
Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air).....	124
Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air).....	126
Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air).....	130
Table 69: Total Visitor Expenditures by Category.....	132
Table 70: Total Air Visitor Personal Daily Spending.....	133
Table 71: U.S. West MMA Air Visitor Personal Daily Spending.....	134
Table 72: U.S. East MMA Air Visitor Personal Daily Spending.....	135
Table 73: Japan MMA Air Visitor Personal Daily Spending.....	136

Table 74: Canada MMA Air Visitor Personal Daily Spending.....	137
Table 75: Europe MMA Air Visitor Personal Daily Spending.....	138
Table 76: Oceania MMA Air Visitor Personal Daily Spending .....	139
Table 77: Other Asia MMA Air Visitor Personal Daily Spending .....	140
Table 78: Latin America MMA Air Visitor Personal Daily Spending.....	141
Table 79: Other MMA Air Visitor Personal Daily Spending .....	142
Table 80: China Air Visitor Personal Daily Spending .....	143
Table 81: Korea Air Visitor Personal Daily Spending.....	144
Table 82: Taiwan Air Visitor Personal Daily Spending.....	145
Table 83: Australia Air Visitor Personal Daily Spending.....	146
Table 84: New Zealand Air Visitor Personal Daily Spending.....	147
Table 85: Air Visitor Personal Daily Spending.....	148
Table 86: Air Visitor Personal Daily Spending Growth .....	150
Table 87: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics .....	151
Table 88: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending .....	152
Table 89: Cruise Ship Visitors.....	153
Table 90: Cruise Ship Visitor Growth .....	153
Table 91: Total Cruise Ship Passengers by MMA.....	154
Table 92: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars .....	155
Table 93: Total Air Seats Operated To Hawai‘i.....	156
Table 94: Domestic Air Seats Operated To Hawai‘i .....	156
Table 95: International Air Seats To Hawai‘i.....	157
Table 96: State Hotel Occupancy and Room Rate .....	158
Table 97: O‘ahu Hotel Occupancy and Room Rate.....	158
Table 98: Maui Hotel Occupancy and Room Rate.....	159
Table 99: Kua‘i Hotel Occupancy and Room Rates.....	159
Table 100: Hawai‘i Island Hotel Occupancy and Room Rates.....	160
Table 101: Visitor Plant Inventory – Existing Inventory by Island and Property .....	161
Table 102: Visitor Plant Inventory – Existing Inventory by Island and Unit.....	162
Table 103: Visitor Plant Inventory - Class of Units by Island .....	163
Table 104: Visitor Plant Inventory - Available Units by County.....	164
Table 105: Overall Rating of Most Recent Vacation to Hawai‘i.....	165
Table 106: Expectations of Vacation.....	165
Table 107: Likelihood to Recommend Hawai‘i .....	165
Table 108: Likelihood to Revisit Hawai‘i in the Next 5 Years .....	165

# SUMMARY OF 2015 VISITORS TO HAWAI'I

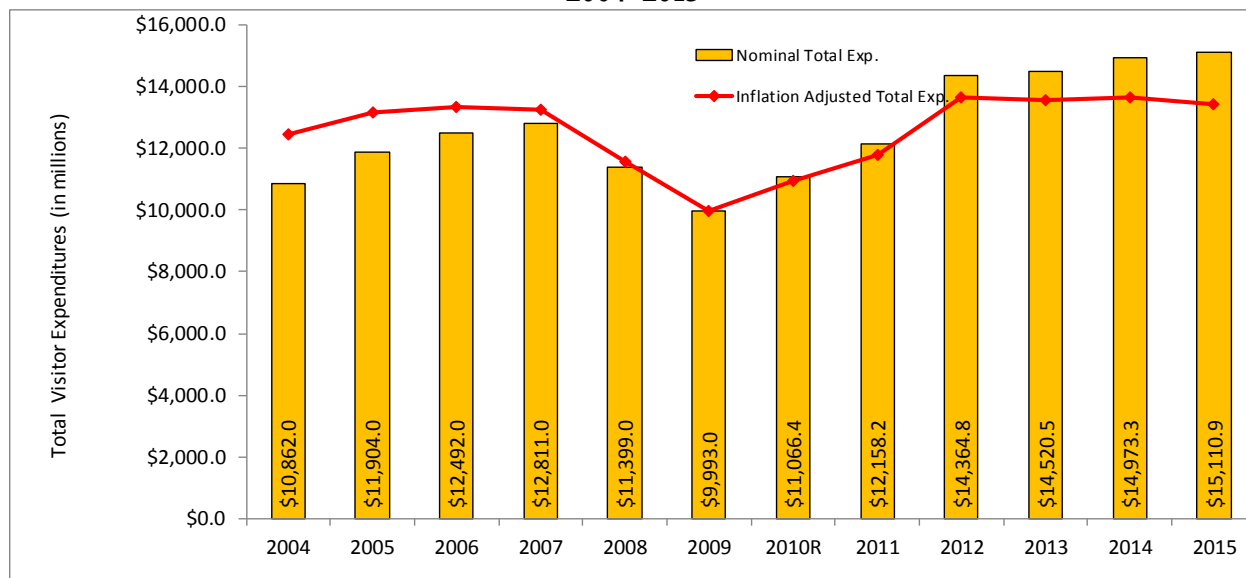
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## ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

A record total of 8,679,564 visitors arrived by air or by cruise ships to the Hawaiian Islands in 2015. This represented a 4.3 percent growth from the previous high of 8,320,785 visitors in 2014 (Table 1). Total visitor days rose 3.5 percent. However, the average spending per day by these visitors (\$191 per person) declined compared to 2014 (\$196 per person). Therefore, total expenditures by all visitors in 2015 of \$15.11 billion<sup>1</sup> was only a marginal increase from last year. When adjusted for inflation, total visitor expenditures were down 1.6 percent from 2014 (Figure 1).

**Figure 1: Total Visitor Expenditures: Nominal & Real  
2004–2015**



Note: Implicit price deflator (2009=100)

Source: 2015 State of Hawai'i Data Book Table 7.35.

Arrivals by airlines increased 4.5 percent to 8,563,018 visitors. Additionally, there were 116,546 visitors who came to the islands by cruise ships<sup>2</sup>, but this was a 6.3 percent drop compared to 2014, due to fewer out-of-state cruise ships that visited the islands (Table 89).

### Total Spending by Category:

- Lodging, the largest expenditure category by all visitors to Hawai'i, rose 1.8 percent to \$6.3 billion and comprised 42 percent of total visitor expenditures in 2015 (Table 69).
- Food and beverage, the second largest category, grew 1.8 percent to \$3.1 billion or 20 percent of total visitor spending.
- Shopping expenditures of \$2.2 billion was a decline of 5.1 percent from 2014.
- Spending on transportation (+2.7% to \$1.4 billion) and entertainment and recreation (+1.8% to \$1.3 billion) increased from last year.

<sup>1</sup>Transpacific airfare costs to and from Hawai'i were not included in visitor expenditure statistics (total spending, daily spending, per trip spending) throughout this report.

<sup>2</sup>Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

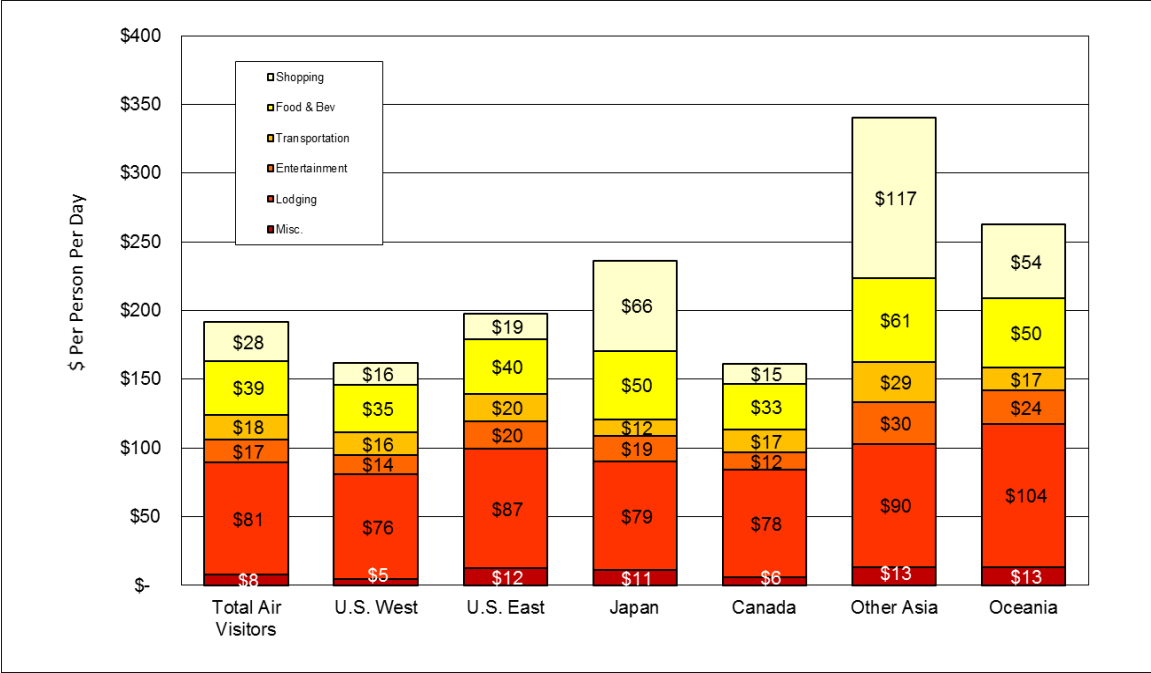
- Supplemental business expenditures of \$134.1 million were up 9.8 percent compared to 2014. These expenditures are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

### VISITORS (ARRIVALS BY AIR)

Arrivals by airlines rose 4.5 percent to 8,563,018 visitors. The average daily census showed that December was the busiest month for air visitors in 2015 (248,617 visitors per day) and in 2014 (240,996 visitors per day) (Table 7). The average party size was 2.19 visitors, similar to the previous year (Table 2).

However, lower average daily spending (-2.8% to \$191 per person) (Table 70) resulted in only a slight gain in visitor expenditures (+0.9% to \$14.94 million) compared to 2014 (Table 1).

**Figure 2: 2015 Air Visitor Personal Daily Spending by Category and Selected MMA**



- In 2015, air visitors spent less on lodging (\$81 per person per day), food and beverage (\$39) and shopping (\$28) compared to last year. Daily spending on transportation (\$18) and entertainment and recreation (\$17) were similar to 2014 (Table 70).
- Lodging was the largest daily expense for most visitor markets except for Chinese visitors who spent more on shopping (Table 80).

# AIR VISITORS (BY MAJOR MARKET AREAS)

Figure 3: Four Largest Markets' Share of Total Visitor Expenditures  
2006 - 2015

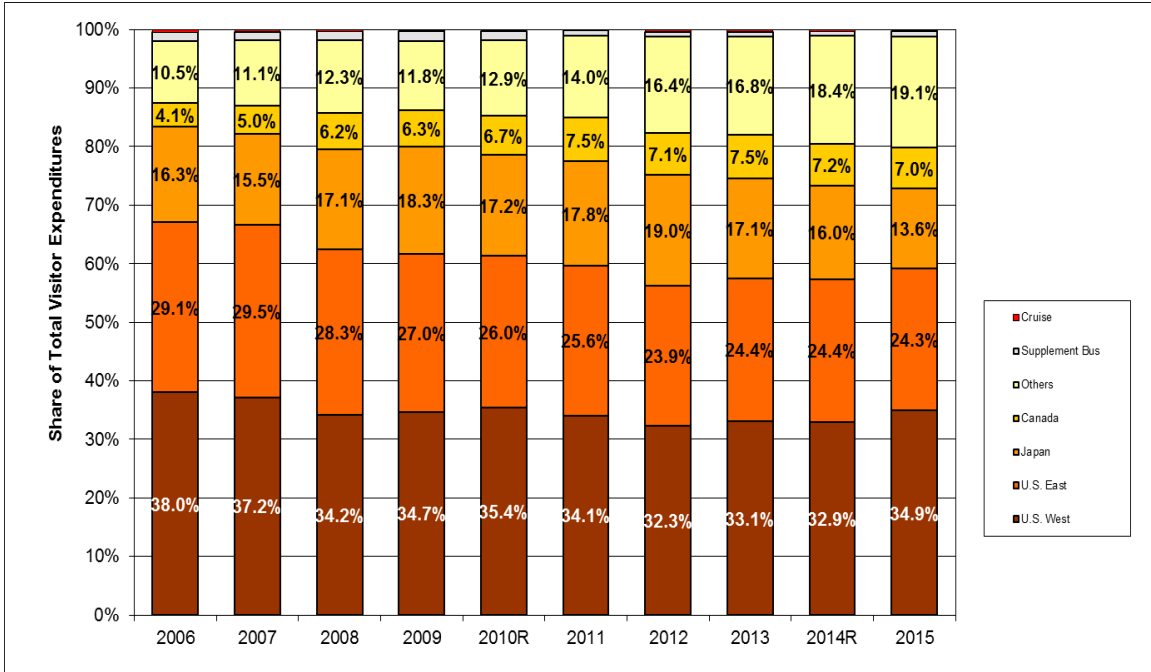
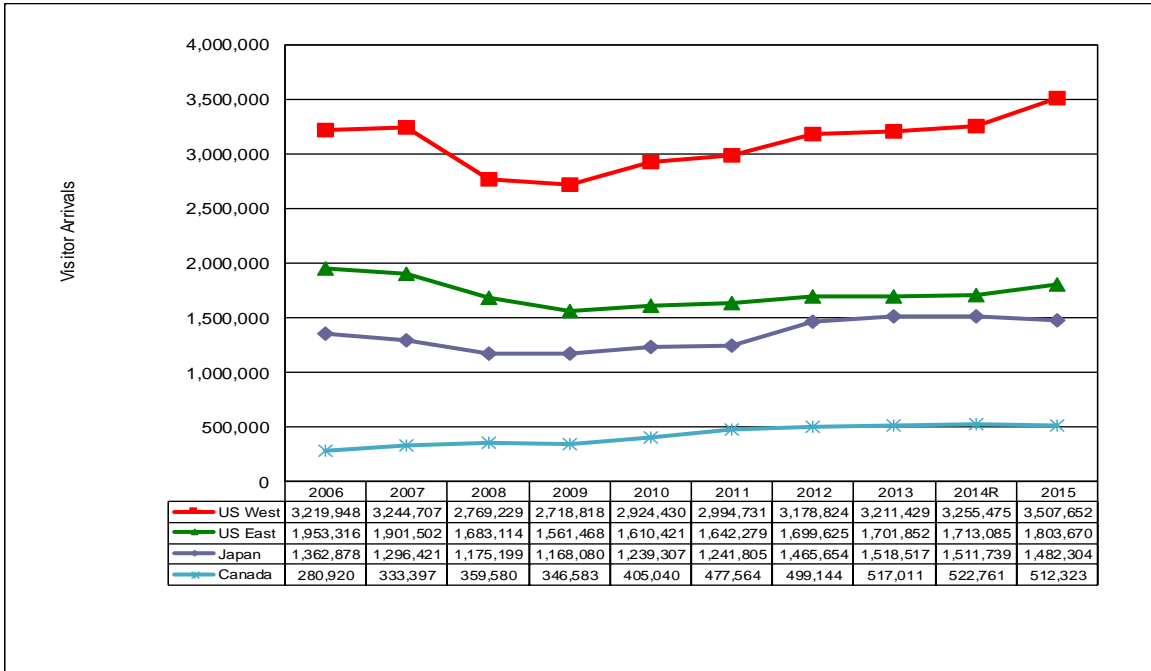


Figure 4: Visitor Arrivals from Four Largest Markets (by Air)  
2006-2015





## U.S. WEST

Air seat capacity from the U.S. West grew 8 percent to 7,217,348 seats in 2015 and comprised 60.5 percent of total air seats to the Hawaiian Islands, up from 59.2 percent in 2014 (table 94).

The U.S. West continued to be Hawai'i's largest market in terms of visitor expenditures, visitor days and visitor arrivals. In 2015, visitor expenditures gained 7 percent to \$5.3 billion. U.S. West air visitors' share of total visitor expenditures (34.9%) was up from 2014 (32.9%) (Figure 4, Tables 1).

- Daily spending was \$162 per person, up from \$160 last year (Figure 2, Table 71).
- U.S. West visitors spent more on lodging (\$76) but less on transportation (\$16) expenses compared to 2014. Spending on food and beverage (\$35), shopping (\$16) and entertainment and recreation (\$14) were about the same as last year.
- Arrivals rose 7.7 percent to 3,507,652 visitors. The average length of stay (9.28 days) was down from 2014 (9.45 days) resulting in only a 5.8 percent growth in visitor days (Figure 4 & Table 13).
- This market continued to have the highest percentage of repeat visitors (81.2%) among all the MMAs.
- True independent travelers comprised 80.9 percent of U.S. West visitors.
- Oahu hosted 43.5 percent of U.S. West visitors in 2015, 35.5 percent went to Maui, 18 percent went to Hawai'i Island and 17.2 percent went to Kaua'i. Arrivals to these four islands increased compared to 2014.
- These visitors stayed the longest on Hawai'i Island (8.84 days), followed by Maui (8.48 days) and Kaua'i (8.44 days).
- Close to half (49.7%) of U.S. West visitors stayed in hotels, 21.6 percent stayed in condominiums, 12.8 percent stayed in timeshares, 12 percent stayed with friends or relatives and 9.9 percent stayed in rental homes. More U.S. West visitors stayed in rental homes (+15%) and in bed and breakfast properties (+18.8%) compared to 2014. Stays in hotels (+6.8%), condominiums (+4.4%) and timeshares (+5%) also increased.
- More U.S. West visitors came to vacation (+9%) or to visit friends/relatives (+6.3%) but fewer came to get married (-13.2%), to honeymoon (-8.7%) or for meetings, convention and incentives (MCI) (-1.3%) compared to 2014.
- Over half (51.8%) of U.S. West visitors in 2015 were females. The largest age group was between 41 to 59 years old (30%), followed by 25 to 40 years old (25.1%) and those 60 years and older (20.1%) (Table 36).
- California continued to be the largest contributor with 1,987,085 visitors (+8.6%) in 2015. There were 489,806 visitors from Washington (+5.9%), 212,730 visitors from Oregon (+5.9%), 166,966 visitors from Arizona (+3.8%) and 148,652 visitors from Colorado (+8.6%) (Table 17).
- In terms of average daily census, June was the busiest month for U.S. West visitors in 2015, followed by July and December.

## U.S. EAST

Air capacity from U.S. East rose 8.6 percent to 928,088 seats in 2015, and accounted for 7.8 percent of total air seats to Hawai'i, up from 7.6 percent last year (Table 94).

Expenditures by U.S. East visitors in 2015 of \$3.7 billion (+0.5%) was similar to 2014. U.S. East share of total visitor expenditures was 24.3 percent, slightly down from last year (24.4%). Daily spending by these visitors decreased to \$198 per person, from \$205 in 2014 (Figure 3, Tables 1).

- Lodging expenses dropped to \$87 per person in 2015 (Figure 2, Table 72).
- These visitors also spent less on food and beverage (\$40), transportation (\$20), entertainment and recreation (\$20) and shopping (\$19) than last year.
- Arrivals and visitor days increased 5.3 percent and 4.1 percent, respectively. Of the 1,803,670 U.S. East visitors in 2015, 59.1 percent were repeat visitors to Hawai'i (Figure 3, Table 15).
- Six out of ten U.S. East visitors went to O'ahu, 36.9 percent visited Maui, 22.2 percent visited Hawai'i Island and 19.1 percent visited Kaua'i. All four islands experienced growth in U.S. East visitors compared to 2014.
- U.S. East visitors stayed the longest on Maui (7.97 days) followed by Hawai'i Island (7.51 days) and O'ahu (7.17 days).
- Fewer U.S. East visitors came to get married (-17.9%) or to honeymoon (-4.2%), while more visitors came to visit with friends/relatives (+7.9%) and to vacation (+5.9%). MCI visitors from U.S. East rose slightly (+0.9%) from last year.
- In 2015, 77.6 percent of U.S. East visitors were true independent travelers, compared to 76.6 percent in 2014.
- The majority of U.S. East visitors stayed in hotels (60.9%), while some stayed in condominiums (14.7%), with friends or relatives (12.4%), in timeshares (10.4%) and in rental homes (8.3%). Usage of rental homes by U.S. East visitors rose 13.8 percent from 2014. More visitors also stayed in hotels (+4.3%), bed and breakfast properties (+3.3%) and condominiums (+2.6%).
- There were more female (51.1%) than male (48.9%) visitors in 2015. Those between 41 to 59 years old were the largest age group (32.2%), followed by those between the ages 25 to 40 (24.6%) and those 60 years and older (21.7%) (Table 36).
- There were more visitors from Texas (+6.4% to 256,030 visitors), Illinois (+6.6% to 133,422), New York (+2.8% to 126,932 visitors) and Florida (+8.1% to 107,362 visitors) compared to 2014 (Table 17).
- In 2015, June was the busiest month for U.S. East visitors based on average daily census, followed by January and July.

## JAPAN

Air capacity from Japan dropped 3.3 percent to 1,949,420 seats. This represented 16.3 percent of total air seats to the islands in 2015, down from 17.8 percent in the previous year.

Japan continued to rank third in visitor expenditures, visitor days, and arrivals. However, devaluation of the yen to dollar exchange rates compared to 2014 impacted travel decisions and spending by Japanese visitors in Hawai'i.

Arrivals from Japan declined 1.9 percent to 1,482,304 visitors in 2015 while visitor days dropped slightly (-0.9%) compared to 2014. Combined with lower daily spending (\$236 per person, from \$273), visitor expenditures decreased 14.4 percent to \$2.1 billion. Japanese visitors' share of total expenditures of 13.6 percent was the lowest in the last ten years (Figure 3, Tables 1).

- Daily lodging expenses of \$79 were down from \$100 in 2014.
- Their daily shopping expenditures declined to \$66 per person (\$78 in 2014). However, Japanese visitors still spent nearly four times more per day than U.S. West, Canadian or European visitors.
- Their spending on food and beverage (\$50) was slightly lower than 2014 while spending on entertainment and recreation (\$19) and transportation (\$12) was about the same.
- Of the total Japanese visitors in 2015, 60.7 percent have been to Hawai'i before, compared to 58.5 percent in the previous year (Table 20).
- Nearly all Japanese visitors went to O'ahu (96.9%), 9.5 percent visited Hawai'i Island, 4 percent visited Maui and 1.7 percent visited Kaua'i. Japanese arrivals increased on Kaua'i (+7.8%) but declined on Hawai'i Island (-17.5%) and O'ahu (-2.2%) compared to 2014.
- Japanese visitors stayed the longest on O'ahu (5.50 days), followed by Hawai'i Island (3.60 days) and Maui (3.58 days).
- The majority of Japanese visitors came on packaged trips (68.4%) but this was down compared to 2014 (74.6%). True independent travelers (27.7%) comprised a higher percentage compared to 2014 (22.7%).
- While hotels remained the primary choice for lodging and were used by 84.4 percent of the Japanese visitors in 2015, stays in hotels declined from 2014 (-5.3%). Significantly more Japanese visitors stayed in timeshares (+27.6%), condominiums (+17.4%) and alternative accommodations including rental homes (+22.4%) and bed and breakfast properties (+64%).
- Noticeably more Japanese visitors came for MCI purposes (+52%) but fewer came to honeymoon (-13.9%), get married (-4.3%) and for vacation (-3%).
- There continued to be more female (57.7%) than male (42.3%) visitors from Japan. The largest age group was between 25 to 40 years old (37.3%). The second largest age group were those between 41 to 59 years (24.8%) followed by those over 60 years old (19.1%) (Table 36).
- Arrivals from Kanto (which includes Tokyo) continued to be the largest source of Japanese visitors to Hawai'i, dropped 8.5 percent to 600,388 visitors in 2015. Japanese arrivals from Chubu (-1.9% to 246,585) and Kyushu (-6% to 83,556) also decreased. However, there were more visitors from Kinki (+4.9% to 327,810), Tohoku (+10.7% to 61,520) and Hokkaido (+22.1% to 53,548) and Shikoku (+11.2% to 36,129) (Table 21).
- Based on average daily census, the busiest month for Japanese visitors in 2015 was August, followed by September and July.



## CANADA

Air capacity from Canada rose 14.9 percent to 459,636 seats in 2015 with more seats to Honolulu (+22.7%), Kahului (+13.1%), Līhu‘e (+2.4%) and Kona (+1.6%). Canada seats comprised 3.9 percent of total air seats to the state in 2015, compared to 3.5 percent last year

Expenditures by Canadian visitors, Hawai‘i’s fourth largest visitor market, declined 1.9 percent to \$1.1 billion in 2015 and Canada’s share of total expenditures dropped slightly to 7 percent (7.2% in 2014). Arrivals dropped 2 percent to 512,323 visitors and visitor days decreased 3.4 percent. Visitors in 2015 spent more (\$162 per person) on a daily basis than last year (\$159 per person) (Figure 3, Table 1).

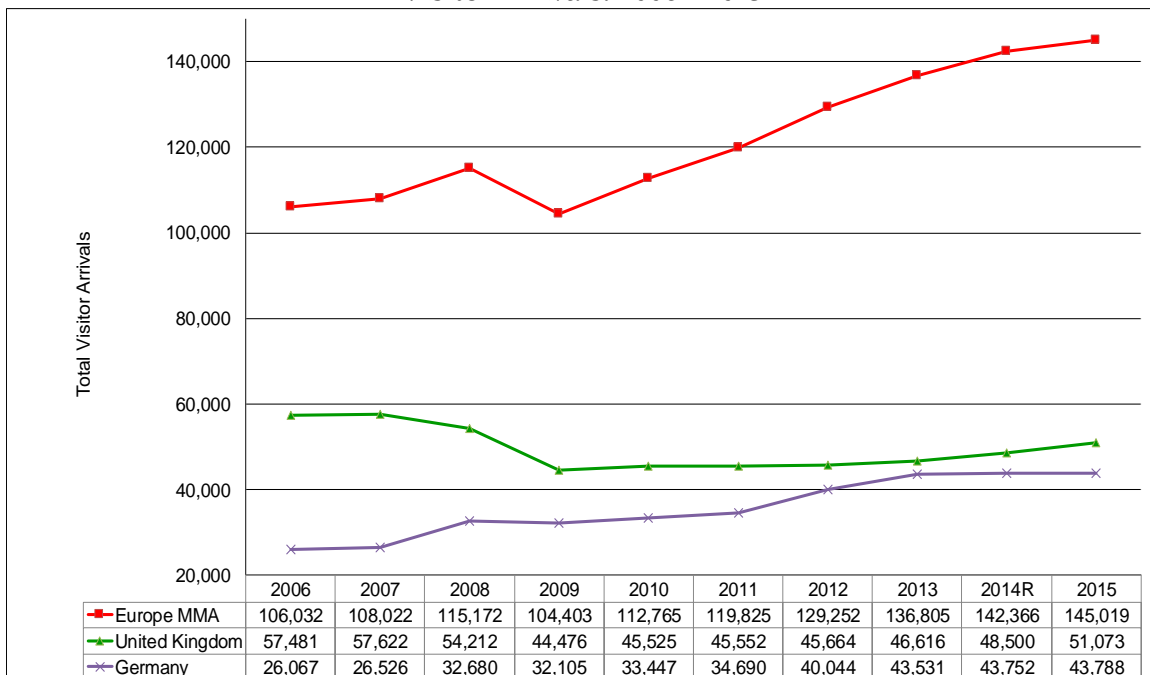
- Their lodging (\$78) and transportation (\$17) expenses were higher than 2014 but spending on shopping (\$15) declined. (Figure 2, Table 74)
- Seven out of ten Canadian visitors (68.1%) flew direct from Canada or from other international ports while the remainder arrived on flights from the U.S. mainland (Table 22).
- Repeat visitors comprised 66.2 percent of Canadian visitors in 2015.
- Direct air service contributed to more Canadians visiting to Maui (50.8% of Canadian visitors) than O‘ahu (40.7% of Canadian visitors).
- Canadian visitors spent the most time on Maui (11.12 days), then Hawai‘i Island (10.05 days) and Kaua‘i (8.98 days).
- A higher percentage of Canadian visitors were true independent travelers (79.1%) compared to 2014 (78%).
- Nearly half (43.7%) of Canadian visitors stayed in hotels, 38.5 percent stayed in condominiums, 11.4 percent stayed in rental homes, 10.6 percent stayed in timeshare properties and 5.2 percent stayed with friends or relatives. Stays in bed and breakfast properties (+18.4%), timeshares (+4.5%) and rental homes (+2.2%) increased, but usage of condominiums (-4.7%) and hotels (-4.6%) declined compared to 2014.
- More Canadian visitors came for MCI purposes (+7.4%) but fewer came to get married (-16.2%) and honeymoon (-2.3%) than last year.
- Those between 41 to 59 years old were the largest age group (32.5%) of Canadian visitors in 2015, followed by those between 25 to 40 years (23.6%) and over 60 years old (21.5%). There were more female (53.1%) than male (46.9%) Canadian visitors (Table 36).
- In 2015, the largest group of Canadian visitors was from British Columbia (42.7% or 218,632 visitors) followed by Alberta (22.7% or 116,169), Ontario (20.6% or 105,423), Quebec (6.3% or 32,236), Saskatchewan (2.9% or 14,985) and Manitoba (2.4% or 12,347) (Table 23).
- January was the busiest month in 2015, followed by March and February.

## EUROPE

Total visitor spending by Europe MMA of \$337.2 million (-0.6%) was a marginal decline from 2014. Arrivals increased 1.9 percent to 145,019 visitors. However, daily spending (\$178 per person) was lower compared to 2014 (\$182) (Table 1).

- These visitors spent less on lodging (\$77), food and beverage (\$35) and entertainment and recreation (\$16) but more on transportation (\$27) compared to 2014 (Table 75).
- There were more visitors from United Kingdom (+5.3%), and Switzerland (+3.1%) but fewer visitors from France (-1.4%) and Italy (-1.4%) compared to 2014 (Table 11 and Table 12).
- The majority of European visitors (80.1%) came on domestic flights (Table 24).
- The largest age group for European visitors was between 25 to 40 years (30.5%), followed by those 41 to 59 years (29.5%) and those over 60 years old (17%). Over half (52.3%) of the visitors were females (Table 36).
- August, July and September were the busiest months for European visitors in 2015.

**Figure 5: Europe MMA, UK & Germany  
Visitor Arrivals: 2006 - 2015**



### Visitors from United Kingdom

Visitors from the United Kingdom (U.K.) accounted for the largest share (35.2%) of the European market with 51,073 visitors, up 5.3 percent from 2014 (Table 11 and Table 12).

- Two out of three U.K. visitors in 2015 were first timers (65%) similar to last year (Table 25).
- Seven out of ten U.K. arrivals visited O‘ahu (72.3%), 33.5 percent visited Maui, 26 visited Hawai‘i Island and 14.6 percent visited Kaua‘i.
- U.K. visitors stayed the longest on Maui (7.72 days), followed by O‘ahu (7.43 days) and Hawai‘i Island (7.36 days).
- There were more true independent travelers (58.3%) from the U.K. compared to 2014 (56.3%).

- The majority of U.K. visitors stayed in hotels (72.9%). Some stayed in condominiums (11.2%), rental homes (9%), with friends or relatives (7.7%), or in timeshare properties (3.9%).
- Stays in rental homes (+27.8%) rose significantly and usage of condominiums (+11.6%) and hotels (+6.3%) also increased.
- More U.K. visitors came MCI purposes (+22.1%), to honeymoon (+11.5%) or to vacation (+7%) compared to last year.

### Visitors from Germany

- Germany accounted for second largest share of European visitors at 30.2 percent. Arrivals from Germany of 43,788 visitors (+0.1%) were comparable to 2014 (Table 11 and Table 12). These visitors stayed an average 14.59 days in 2015, the longest among all visitor groups.
- Seven out of ten were first-time visitors (70.8%) (Table 26).
- The majority of German visitors went to O‘ahu (70%), 48.4 percent went to Maui, 41.7 percent went to Hawai‘i Island and 31.6 percent went to Kaua‘i.
- The average length of stay was the longest on Hawai‘i Island (8.06 days), followed by Maui (8.03 days) and O‘ahu (7.38 days).
- A greater percentage of German visitors were true independent travelers (68.9%) compared to the previous year (66.3%).
- Two out of three German visitors stayed in hotels (66.6%), some stayed in rental homes (11.4%), condominiums (10.9%), with friends or relatives (9.1%) or in bed and breakfast properties (8.9%). Usage of condominiums (+19.3%) increased but stays in hotels (-6.7%) declined from 2014.
- More German visitors in 2015 came to vacation (+2.4%) but fewer came to honeymoon (-19.3%) or for MCI purposes (-5.5%) than in the prior year.

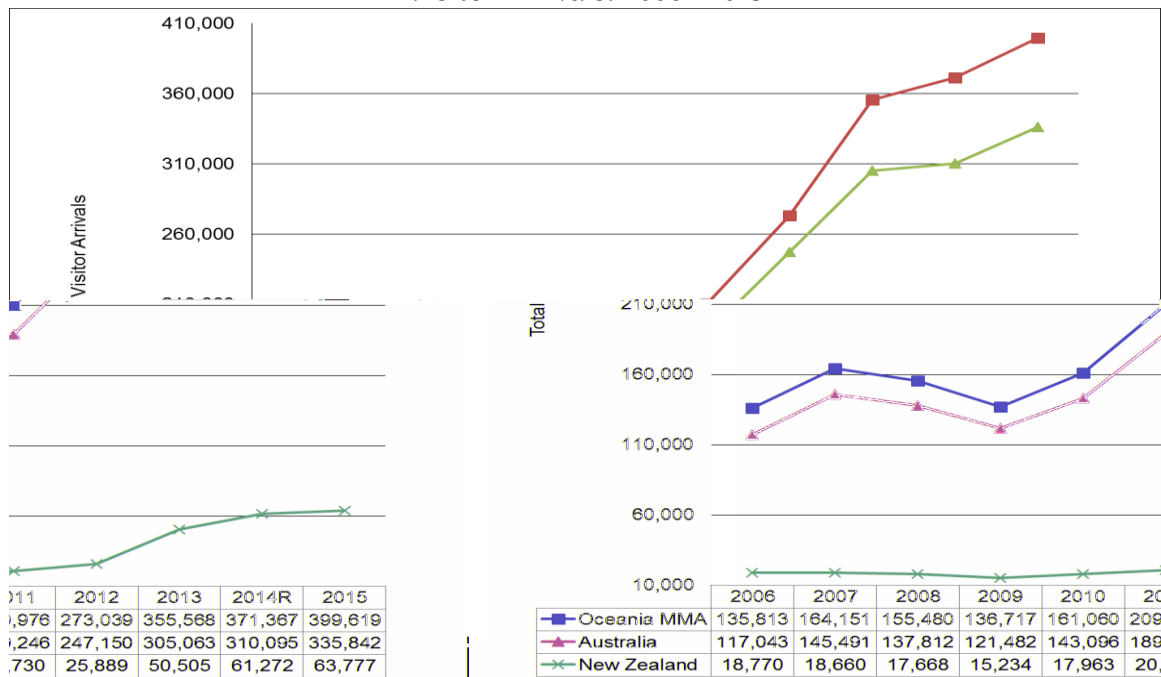
## OCEANIA

Air capacity jumped 16.4 percent from 2014 to 503,300 seats. Seats from Brisbane near doubled, in addition to growth from Melbourne and Sydney Australia. Seats from Auckland New Zealand also increased (+3.5%) compared to 2014. Oceania seats comprised 4.2 percent of total air capacity, up from 3.8 percent from a year ago.

Total expenditures by visitors from Oceania MMA jumped 12 percent to \$1.0 billion in 2015, boosted by growth in arrivals (+7.6% to 399,619 visitors) and higher daily spending (+1.6% to \$263 per person) compared to last year. (Figure 6, Table 1)

- These visitors spent more on lodging (\$104), food and beverage (\$50), and entertainment and recreation but shopping expenses (\$54) declined (Table 76).
- Visitors from Australia accounted for 84 percent of all visitors from Oceania, while 16 percent were from New Zealand (Table 11).
- Those between 41 to 59 years old (31%), between 25 to 40 years (27.1%) and those over 60 years old (17.2%) were the three largest age groups from Oceania. Over half (56.1%) of the visitors were females (Table 36)
- September was the busiest month for visitors from Oceania in 2015, followed by October and June.

**Figure 6: Oceania MMA  
Visitor Arrivals: 2006– 2015**



### Visitors from Australia

- Arrivals from Australia increased 8.3 percent to 335,842 visitors in 2015 (Table 28). These visitors stayed an average 9.53 days.
- Their daily spending of \$264 per person was lower compared to 2014 (\$270) (Table 83).
- Their lodging expenses (\$99) increased but shopping expenditures (\$58) were down.
- Most Australian visitors went to O‘ahu (97.1%) while 18.4 percent went to Maui, 14.9 went to Hawai‘i Island and 8.6 percent went to Kaua‘i (Table 28).
- These visitors spent the most time on O‘ahu (8.04 days), followed by Maui (4.39 days) and Hawai‘i Island (3.85 days).
- Over half Australian visitors in 2015 were first-timers (54.9%).
- A higher percentage of Australian visitors (60%) were true independent travelers compared to 2014 (51.5%)
- Most Australian visitors in 2014 stayed in hotels (88.6%), some stayed in condominium properties (8.8%) and rental homes (4.8%). Usage of rental homes (+55.7%) and condominiums (+34.5%) were significantly higher than in 2014.
- More Australian visitors came to vacation (+7.5%) and for MCI purposes (+44%) but fewer came to honeymoon (-8.1%) than in the previous year.

### Visitors from New Zealand

- Arrivals from New Zealand rose 4.1 percent to 63,777 visitors in 2015 (Table 29). The average length of stay was 9.54 days, compared to 9.15 days in 2014.
- Daily spending by these visitors increased to \$227 from \$220 in 2014 (Table 84).
- These visitors spent more on lodging (\$86) and food and beverage (\$47). Spending on shopping (\$55) and entertainment and recreation (\$19) were similar to last year.

- Half of the visitors from New Zealand in 2015 were first-timers (50.5%) (Table 29).
- Most New Zealand visitors went to O‘ahu (95.1%), 18 percent went to Maui, 13.6 went to Hawai‘i Island and 6.6 percent went to Kaua‘i.
- These visitors spent the most time on O‘ahu (7.99 days), followed by Maui (5.61 days) and Hawai‘i Island (4.53 days).
- There were more true independent travelers (62.2%) from New Zealand compared to 2014 (54.4%).

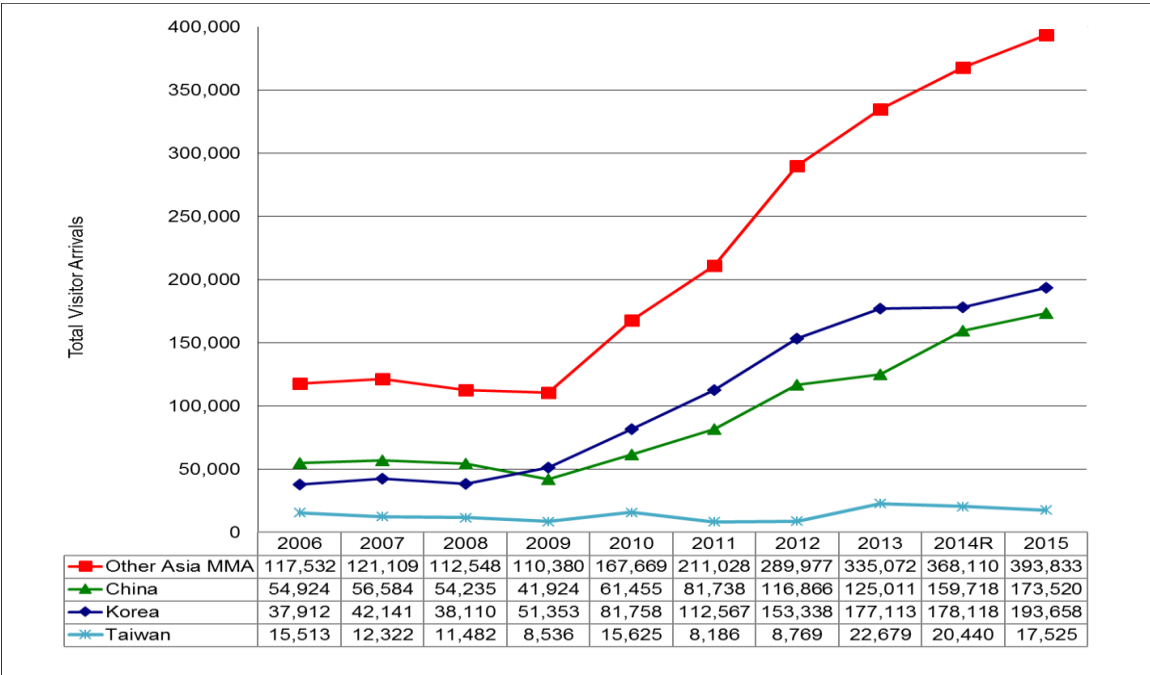
**OTHER ASIA**

Air capacity from Other Asia decreased 7.3 percent to 479,662 seats, as a result of reduced service from Taipei (-29.8%) and Seoul (-10.9%). Total seats from China increased 8.6 percent with more seats out of Beijing offsetting fewer seats from Shanghai. Other Asia seats accounted for 4 percent of total air seats in 2015, down from 4.6 percent in the previous year.

Expenditures by visitors from Other Asia gained 12.1 percent from 2014 to \$903.9 million. Arrivals rose 7 percent to 393,833 visitors and visitor days increased 5.6 percent (Figure 7, Table 1). Daily per person spending of \$340 was also higher than last year (\$321).

- These visitors spent more on lodging (\$90), food and beverage (\$61), entertainment and recreation expenses (\$30) and transportation (\$29) while shopping expenses were unchanged from 2014 (\$117) (Table 77).
- Eight out of ten (83.2%) visitors from Other Asia flew directly from international airports while the remainder arrived via U.S. mainland airports (Table 30).

**Figure 7: Other Asia MMA  
Visitor Arrivals: 2006 – 2015**





- The largest age group for visitors from Other Asia was those 25 to 40 years old (51.7%), followed by those between 41 to 59 years (24.4%) and those over 60 years old (10.1%). There were more female (53.7%) than male (46.3%) visitors from this market in 2015 (Table 36).
- Visitors from Korea (49.2%) and China (44.1%) accounted for the two largest shares of total visitors from Other Asia (Table 11).
- In 2015, February was the busiest month for visitors from Other Asia, followed by December and July.

### **Visitors from Korea**

- Arrivals from Korea rose 8.7 percent to 193,658 visitors and visitor days increased 9 percent compared to 2014 (Table 31).
- These visitors spent \$294 per person on a daily basis, up from \$270 last year (Table 81).
- Lodging, the largest expense, rose to \$94 from \$87 in 2014.
- Their spending on shopping (\$77), food and beverage (\$67) and transportation (\$26) also increased while entertainment and recreation expenses were similar to the prior year.
- Among Korean visitors in 2014, 82.6 percent were first-time visitors (Table 31).
- Nearly all Korean visitors went to O'ahu (97.7%), 22.7 percent went to Maui, 8 went to Hawai'i Island and 3.8 percent went to Kaua'i.
- The average length of stay was the longest on O'ahu (6.05 days), followed by Hawai'i Island (4.34 days) and Maui (2.61 days).
- A lower percentage of Korean visitors in 2015 were true independent travelers (38.5%), compared to 2014 (39.6%).
- In 2015, most Korean visitors stayed in hotels (91.8%), some stayed in condominium properties (5.9%), in rental homes (2.8%) or with friends or relatives (2.6%).
- The number of Korean visitors who came to get married tripled compared to 2014 (5,719 from 1,713). Korean honeymoon visitors also grew by double digits (+24.1%). There were also more Korean visitors who came for MCI purposes (+10.5%) than in 2014.

### **Visitors from China**

- Arrivals from China grew 8.6 to 173,520 visitors in 2015. Visitor days rose 6.8 percent (Table 32).
- Although daily spending by Chinese visitors of \$392 per person was lower than 2014 (\$397) it continued to be the highest among all visitor groups (Table 80).
- Chinese visitors continued to spend twice as much on shopping compared to their Japanese counterparts even though their shopping expenses (\$160) decreased from 2014 (\$183).
- This group spent more on food and beverage (\$56), entertainment and recreation (\$35) and transportation (\$33) while lodging expenses (\$86) were similar last year.
- Eight out of ten Chinese visitors in 2015, were first-time visitors (84.2%) to Hawai'i (Table 32).
- Most Chinese visitors went to O'ahu (95.5%), 26.1 percent went to Hawai'i Island, 16.1 percent went to Maui and 2.9 percent went to Kaua'i.
- These visitors stayed the longest on O'ahu (5.07 days), followed by Kaua'i (3.43 days) and Maui (3.29 days).
- While the majority of Chinese visitors continued to purchase packaged trips and group tours, there was a higher percentage of true independent travelers (27%) in 2015 than in the prior year (26.1%).
- Nearly all Chinese visitors stayed in hotels (91.3%), a few stayed in condominium properties (8.1%), in rental homes (2.7%) or with friends or relatives (1.8%).

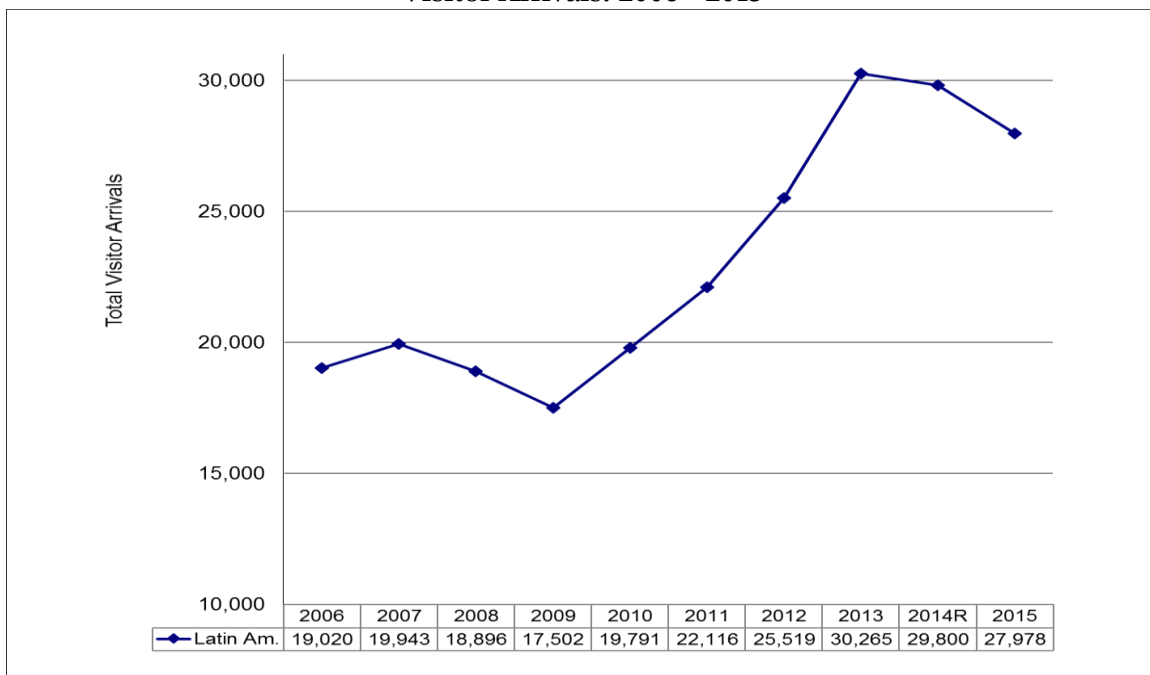
## Visitors from Taiwan

- Arrivals from Taiwan decreased 14.3 percent to 17,525 visitors in 2015. A shorter length of stay (-3.8% to 7.96 days) led to a further decline in visitor days (-17.6%) (Table 33).
- These visitors spent more on a daily basis (\$222 per person) compared to 2014 (\$204) (Table 82).
- Lodging, their largest expense, increased to \$67 from \$60 in 2014.
- Their spending on food and beverage (\$43), entertainment and recreation (\$22) and transportation (\$24) also increased but shopping expenses (\$59) declined from last year.
- Six out of ten Taiwanese visitors in 2015 were first timers (61%) to Hawai'i. Over half made their own travel arrangements (54.5%).
- Most of the Taiwanese visitors went to O'ahu (93.8%), 31.3 percent went to Hawai'i Island, 21.6 percent went to Maui and 7.3 percent went to Kaua'i.
- The majority of Taiwanese visitors stayed in hotels (71.8%), some stayed in condominium properties (10.1%), with friends or relatives (9.6%) or in rental homes (8.1%).

## LATIN AMERICA

Total expenditures by visitors from Latin America MMA declined 14.6 percent to \$79.8 million. Arrivals dropped 6.1 percent to 27,978 visitors while visitor days decreased 7 percent from 2014. Daily spending (\$247 per person) were also lower compared to the previous year (\$269) (Figure 8, Table 1).

**Figure 8: Latin America MMA  
Visitor Arrivals: 2006 - 2015**



- These visitors spent less on lodging (\$96) and shopping (\$29), but more on food and beverage (\$49) and entertainment and recreation (\$26) (Table 78).
- Visitors from Brazil comprised 46.3 percent of Latin America MMA in 2015, followed by visitors from Mexico (35.7%) and Argentina (18%) (Table 11).

- First-timers accounted for 69.9 percent of Latin American visitors compared to 70.8 percent in 2014 (Table 34).
- A higher percentage of Latin American visitors were true independent travelers (63.2%) compared to 2014 (59.9%).
- Eight out of ten visitors from this market went to O'ahu (77%), 37.3 percent went to Maui, 24 percent went to Hawai'i Island and 13.8 percent went to Kaua'i.
- The majority stayed in hotels (71.3%), 9.1 percent stayed in rental homes, 8.2 percent stayed with friends or relatives, and 6.2 percent stayed in condominium properties.
- The largest age group for visitors from Latin America was those 25 to 40 years old (35.6%), followed by those between 41 to 59 years (28.2%) and those over 60 years old (11.3%). There were more male (52%) than female (48%) visitors in 2014 (Table 36).

## **AIR VISITORS (BY SEGMENT)**

### **TRAVEL METHODS**

- A higher percentage of total air visitors in 2015 were true independent travelers (67.2%) compared to the previous year (64.9%) (Tables 2 and 3).
- True independent travelers comprised the majority of the visitors from U.S. West (80.9%), U.S. East (77.6%), Canada (79.1%), Europe (64.9%), Latin America (63.2%), New Zealand (62.2%) and Australia (60%) and about half of the visitors from Taiwan (54.5%).
- A smaller percentage of Korean (38.5%), Japanese (27.7%) and Chinese (27%) visitors in 2015 made their own travel arrangements. Most of these visitors purchased group tours or packaged trips.
- Japanese visitors who came on group tours in 2015 spent \$248 per person. Daily spending by group tour visitors from U.S. East and U.S. West was \$253 and \$231, respectively (Table 87).
- In comparison, Japanese (\$233), U.S. East (\$188) and U.S. West (\$160) visitors who made their own travel arrangements spent less.

### **PURPOSE OF TRIP**

#### **Honeymoon**

In 2015, 588,236 visitors came to honeymoon in the islands, down 6.9 percent from last year. Honeymooners accounted for 6.9 percent of total air visitors to Hawai'i compared to 7.7 percent in 2014 (Tables 2 and 37).

- The largest percentage of honeymoon visitors continued to be from Japan (38.6%) and the second largest share was from U.S. West (18.5%). Honeymoon visitors from Korea (+24.1%) rose significantly in 2015 boosting the Korean market's share of this segment to 15.1 percent, tied with U.S. East (15.1%).
- Honeymoon visitors stayed an average 7.47 days in 2015.
- Seven out of ten (73.9%) honeymooners were first-time visitors to the state.
- Over half purchased packaged trips (63.8%), while 7.1 percent purchased group tours. Only 35.8 percent made their own arrangements.

- The majority visited O‘ahu (78.4%), 26 percent visited Maui, 13.1 percent visited Hawai‘i Island and 11.3 percent visited Kaua‘i.
- Nine out of ten honeymooners stayed in hotels (87.6%). Some visitors also stayed in condominiums (7.3%), timeshare properties (3.8%), and rental homes (3.6%).
- Daily spending by Japanese honeymoon visitors was \$323 in 2015 (\$354 in 2014). U.S. East honeymoon visitors spent \$280 (\$308 in 2014) while U.S. West honeymooners spent \$211 (\$222 in 2014) (Table 87).

### **Get Married**

There were 109,921 visitors who came to get married in 2015, 7.7 percent fewer than a year ago. This segment comprised 1.3 percent of total air visitors to the state (Tables 2 and 38).

- Japanese visitors accounted for 36.8 percent of visitors who came to get married, up from 2014 (35.5%). Korean visitors who came to get married tripled from last year, elevating Korean’s share of this segment to 5.2 percent from 1.4 percent in 2014. In contrast, shares of U.S. West (31.3%, 33.3% in 2014), U.S. East (15.7%, 17.7% in 2014), and Canadian (3.5%, 3.8% in 2013) visitors declined.
- In 2015, 50.5 percent of those who came to get married were repeat visitors to the islands.
- Over half (51%) of those who came to get married made their own travel arrangements, 48.2 percent purchased packaged trips and 8.9 percent purchased group tours.
- The average travel party size was 2.27 people, similar to 2014
- Seven out of ten (70.1%) visitors from this segment went to O‘ahu, 26.8 percent visited Maui, 13.5 percent visited Hawai‘i Island and 11.6 percent visited Kaua‘i.
- The average length of stay dropped to 8.53 days, from 8.71 days in 2014.  
The majority (75.4%) stayed in hotels, 14.1 percent stayed in condominiums, 9.8 percent stayed in rental homes, and 4.8 percent stayed in timeshare properties.

### **Meetings, Conventions and Incentives (MCI)**

A total of 498,771 visitors came for meetings, conventions and incentives, an increase of 8.4 percent from 2014 (Table 39). The average length of stay was 7.54 days. MCI visitors accounted for 5.8 percent of total air visitors in 2015, up slightly from 5.6 percent last year (Tables 2 and 39).

- Visitors from U.S. West (29.8% from 32.7% in 2014) and U.S. East (29.2% from 31.3% in 2014) accounted for the two largest shares of MCI visitors though their shares declined compared to 2014. For the Japanese market, strong growth in incentive visitors and double the number of convention visitors boosted the share of this segment to 22.4 percent from 15.9 percent in 2014.
- Two out of three (65.4%) MCI visitors have been to the islands before.
- More than half (54.6%) of MCI visitors made their own travel arrangements rather than purchasing packaged trips (36.2%) or group tours (31.2%).
- The majority MCI visitors went to O‘ahu (61.7%), 29.7 percent visited Maui, 18.2 percent visited Hawai‘i Island and 10.6 percent visited Kaua‘i.
- Most MCI visitors stayed in hotels (88.7%) while 8.1 percent stayed in condominiums.
- MCI visitors from Japan (\$251), U.S. East (\$238) and U.S. West (\$205) spent more than Japanese (\$217), U.S. East (\$193) and U.S. West (\$163) pleasure visitors (Table 87).

## Visiting Friends or Relatives

There were 717,411 visitors who came to see friends or relatives, an increase of 5.8 percent from 2014 (Table 40). These visitors comprised 8.4 percent of all visitors to Hawai'i. The average length of stay was slightly shorter (11.61 days) compared to 2014 (11.78 days). (Tables 2 and 40).

- U.S. West had the largest share of this segment (54.8%) followed by U.S. East (30.3%) Japan (3.2%) and Canada (2.8%).
- Eight out of ten visitors (79.5%) from this segment were repeat visitors to Hawai'i.
- Most of the visitors made their own travel arrangements (90.2%).
- The majority visited O'ahu (69.9%), 19.3 percent visited Maui, 18.9 percent visited Hawai'i Island and 10.7 percent visited Kaua'i.
- The average party size was 1.76 persons, similar to 2014.
- Six out of ten (61.1%) visitors stayed with friends or relatives, 27.1 percent stayed in hotels, 10.8 percent stayed in condominiums, 8.3 percent stayed in rental homes, and 4.6 percent stayed in timeshare properties. More visitors used rental homes (+14.9%) compared to 2014.

## FAMILY VISITORS

In 2015, there were 2,228,799 visitors who came with children 17 years and under (family visitors), which was an increase of 14 percent from the previous year (Table 41). This group accounted for 26 percent of air visitors up from 23.9 percent in 2014.

- The majority (71%) of visitors have been to Hawai'i before (70.5% in 2014).
- Many family visitors made their own travel arrangements (69.6%) rather than purchasing group tours (5.9%) or packaged trips (29.3%).
- Six out of ten family visitors (62%) were on O'ahu, 28.7 percent went to Maui, 16 percent went to Hawai'i Island and 12 percent went to Kaua'i.
- The average party size was 3.85 persons, similar to 2014.
- Six out of ten visitors stayed in hotels, 20.1 percent stayed in condominiums, 10.5 percent were in timeshares, 8.9 percent stayed in rental homes and 6.5 percent stayed with friends or relatives.
- More family visitors stayed in rental homes (+21.8%), in bed and breakfasts (+18%) or with friends and relatives (+18.7%) compared to 2014.

## ACCOMMODATIONS

The majority of air visitors in 2015 stayed in hotels (62.2%) but the share was lower compared to 2014 (63.6%). Condominiums (17.6%) were the second most popular choice for lodging followed by timeshare properties (9.4%), friends or relatives (8.9%) and rental homes (7.4%). Usage of alternative accommodations continued to gain popularity with visitors. In 2015 stays in rental homes (+14.8%) and bed and breakfast properties (+15.4%) rose significantly compared to last year. Stays with friends or relatives (+7.6%), in timeshares (+6.2%), condominiums (+4.9%) and hotels (+2%) also increased but not as robustly. (Table 2).

- Typically, U.S. West, U.S. East and Japanese air visitors who stayed in hotels spent more per person per day than those who stayed in condominiums, timeshare properties or with friends and relatives (Table 87).
- In 2015, Japanese air visitors who stayed in hotels spent \$258 per day, compared to U.S. East visitors at \$243 and U.S. West visitors at \$205 (Table 87).
- Japanese visitors who stayed in condominiums spent \$174 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$183 and \$161, respectively.
- Visitors from Japan who used timeshare properties spent \$128. U.S. East timeshare visitors spent \$149 per person, while U.S. West timeshare visitors spent \$129 per person.

### Hotel-Only

In 2015, there were 4,656,465 visitors who stayed exclusively in hotels, which was an increase of 1.8 percent from last year. The average length of stay was 7.19 days. Hotel-only visitors (54.4%) comprised a lower percentage of total air visitors to Hawai'i than in 2014 (55.8%) (Table 42).

- The majority (72%) came for a vacation, 10.3 percent came to honeymoon, 8.7 percent came for MCI purposes and 2.6 percent came to visit friends or relatives.
- Repeat visitors accounted for 57.9 percent of hotel-only visitors in 2015, up from 56.8 percent last year.
- Half of hotel-only visitors made their own arrangements (50.3%) while 47.6 percent purchased packages.
- O'ahu had the most number of hotel-only visitors at 74.5 percent, followed by Maui with 23.2 percent, Hawai'i Island with 13.7 percent and Kaua'i with 8.1 percent.

### Condo-Only

The number of visitors who stayed entirely in condominiums rose 5.6 percent from 2014. These 1,180,114 visitors stayed an average of 11.25 days in 2015, much higher than visitors who used only hotels (Table 43).

- The majority of these visitors had been to Hawai'i before (79.7%) with an average of 6.62 trips to the islands.
- Eight out of ten visitors (83.9%) were true independent travelers.
- The majority of these visitors (89.8%) came for a vacation, 4.2 percent came to visit friends or relatives, 2.4 percent came to honeymoon and 1.9 percent came for meetings, conventions and incentives.
- Maui had the largest share of condo-only visitors at 49 percent, followed by O'ahu (31.3%), Hawai'i Island (15%) and Kaua'i (14.8%).



### **Timeshare-Only**

There were 626,356 visitors who stayed exclusively in timeshare properties in 2015, up 7.5 percent from last year. Their average length of stay was 9.85 days (Table 44).

- Most of these visitors (94.5%) came for a vacation, 2.9 percent came to visit friends or relatives, and 2.5 percent came to honeymoon.
- Most were true independent travelers (91.3%) and 84 percent were repeat visitors to Hawai'i.
- Maui had a 35.9 percent share of timeshare-only visitors, followed by O'ahu with 34.6 percent, Kaua'i with 25.5 percent, and Hawai'i Island's with 17.4 percent.

### **Rental Home-Only**

The number of visitors who stayed exclusively to rental homes climbed 17.3 percent from 2014. These 448,519 visitors stayed an average of 10.82 days in 2015 (11.36 days in 2014) (Table 45).

- Seven out of ten were repeat visitors to the state. Most were true independent travelers (92.8%).
- The majority (85.4%) came for a vacation, 8 percent came to visit friends or relatives, and 2.5 percent came to honeymoon.
- O'ahu had largest percentage of rental home-only visitors (43.6%), followed by Hawai'i Island (23.7%), Kaua'i (22.8%) and Maui (21.6%).

### **Bed & Breakfast-Only**

There were 28,939 visitors who stayed entirely in bed and breakfast properties, which was a 24.6 percent jump from 2014. Their average length of stay was 9.91 days (10.23 days in 2014) (Table 46).

- Over half of them were repeat visitors (54.1%) to Hawai'i, while most (88.1%) were true independent travelers.
- Three out of four (75.3%) came for a vacation, 10 percent came to visit friends or relatives, and 7.7 percent came to honeymoon.
- O'ahu had the highest share of bed & breakfast-only visitors at 48.3 percent, followed by Maui with 29.9 percent, Hawai'i Island with 29.6 percent and Kaua'i with 16.6 percent.

## FIRST-TIME/REPEAT VISITORS

### First-Time Visitors

Among total air arrivals in 2015, 34.4 percent or 2,944,886 visitors came for the first-time, up 2 percent from last year. Their average length of stay was 8.27 days (Table 47).

- First-time visitors comprised 18.8 percent of U.S. West, 40.9 percent of U.S. East, 39.3 percent of Japanese and 33.8 percent of Canadian visitors in 2015. In contrast, first-timers accounted for the majority of visitors from the emerging markets: Other Asia (81.5%), Latin America (69.9%), Europe (68.9%), and Oceania (54.2%).
- The majority of domestic first-time visitors (66.6%) made their own travel arrangements while only 35 percent of international first-time visitors were independent travelers.
- Three out of four (74.9%) first-time visitors stayed in hotels, 11.3 percent stayed in condominiums, 6.7 percent stayed in rental homes, 5.8 percent stayed with friends or relatives, and 4.6 percent stayed in timeshare. More first time visitors used rental homes (+18.9%) and bed and breakfast properties (+14.3%) than in 2014.
- The majority of first-time visitors went to O‘ahu (75.6%), followed by Maui (27.6%), Hawai‘i Island (18.1%) and Kaua‘i (11.9%).
- Seven out of ten (71%) came to vacation, 14.8 percent came to honeymoon, 5.9 percent came for meetings, conventions and incentives and 5 percent came to see friends and relatives.
- First-time visitors from the top three MMAs (U.S. West, U.S. East and Japan) in 2015 spent more on a daily basis than those who have been to Hawai‘i before (Table 87).
- Japanese first-time visitors spent \$260 per person, compared to \$223 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$207, while repeat visitors spent \$190.
- U.S. West first-time visitors spent \$169 versus \$161 for repeat visitors.

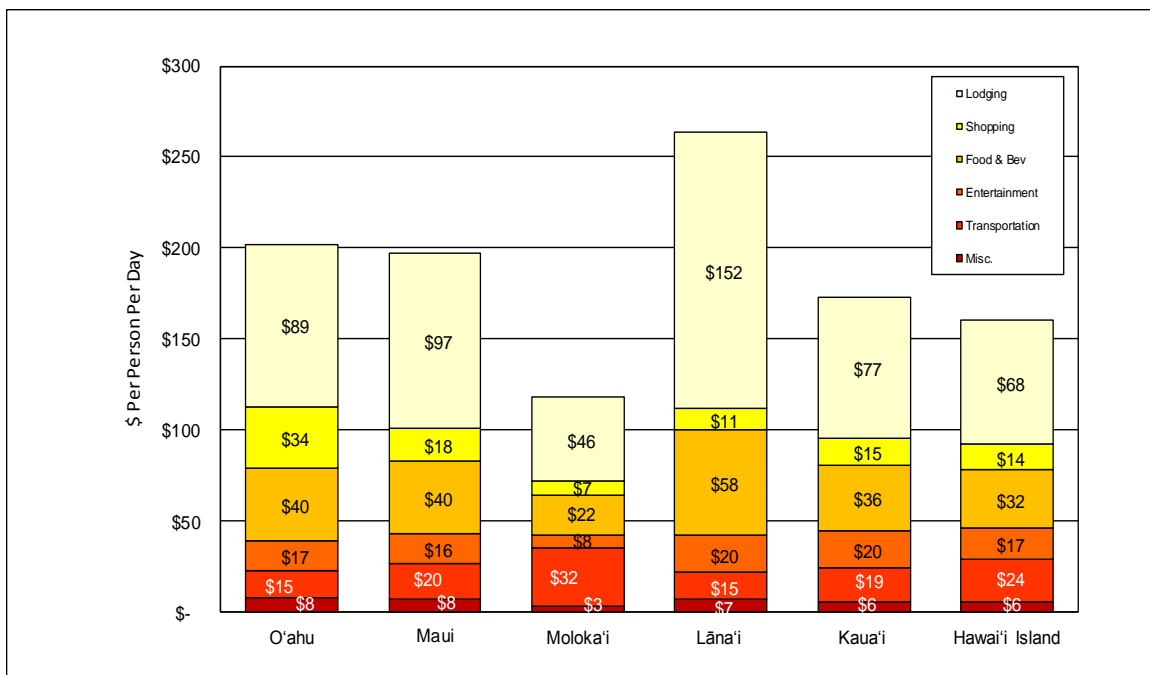
### Repeat Visitors

There were 5,618,132 visitors in 2015 who have been to Hawai‘i before, which was a 5.8 percent growth from a year ago. Repeat visitors accounted for 65.6 percent of air visitors to the state. Their average length of stay was 9.56 days (Table 48).

- The largest percentage of repeat visitors in 2015 continued to be from U.S. West (81.2%), followed by Canada (66.2%), Japan (60.7%) and U.S. East (59.1%).
- Three out of four repeat visitors (74.7%) made their own travel arrangements.
- The average number of trips for a repeat visitor was 7.20 trips, similar to 2014.
- More than half (55.5%) of repeat visitors stayed in hotels, 20.9 percent stayed in condominiums, 12 percent stayed in timeshares, 10.6 percent stayed with friends or relatives and 7.8 percent stayed in rental homes. Usage of rental homes (+13.1%) was much higher compared to 2014.
- Over half (55.4%) of all repeat visitors in 2015 went to O‘ahu, 30.7 percent visited Maui, 17.5 percent went to Hawai‘i Island and 14.7 percent went to Kaua‘i.
- The majority of repeat visitors (79.1%) came for vacation, 10.2 percent visited friends or relatives, and 5.8 percent came for meetings, conventions, and incentives.

## AIR VISITORS (BY ISLANDS)

Figure 9: 2015 Visitor Personal Daily Spending by Category and Island

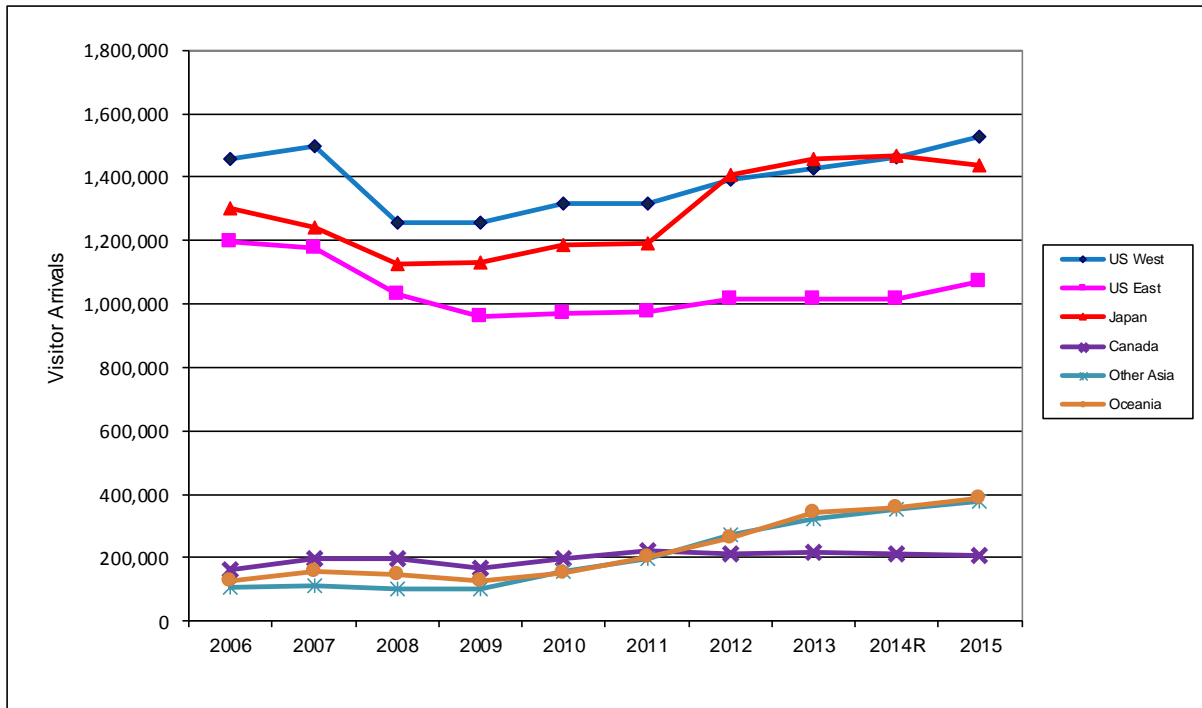


### O'AHU

Of the \$14.98 billion in total expenditures by air visitors in 2015, \$7.4 billion (-0.1%) were spent on O'ahu, similar to a year ago. Arrivals by air to O'ahu rose 2.8 percent to 5,339,912 visitors and visitor days increased 3.5 percent from 2014. However, daily spending on O'ahu (\$202 per person) declined from last year (\$209 per person) (Tables 1 & 56).

- Lodging continued to be largest expense for visitors on all islands. O'ahu visitors' spent less on lodging (\$89) than in the previous year (Figure 9, Table 85).
- Compared to the other islands, visitors to O'ahu continued to spend the most per day on shopping at \$34 per person. However, shopping expenses were also down from last year.
- Based on average daily census, 99,782 visitors were on O'ahu on any given day in 2015, which was an increase of 3.5 percent from the previous year (Table 6).
- The U.S. markets continued to have the most visitors to O'ahu. Arrivals from U.S. West grew 4.4 percent to 1,525,939 visitors, while U.S. East arrivals were up 5.5 percent to 1,072,233 visitors (Tables 67 & 68). There were more domestic visitors to O'ahu from Anchorage (+6.1%), Boston (+5.4%), Chicago (+2.9%), Dallas (+8.7%), Los Angeles (5.2%), Philadelphia (+9.2%), Phoenix (+3.4%), Portland (+3.6%) and San Francisco (+9.7%) compared to 2014 (Table 51 and Table 52).
- Japanese arrivals to O'ahu decreased 2.2 percent to 1,436,749 visitors in 2015. Prior to this decline, there were slightly more Japanese visitors than U.S. West visitors on O'ahu from 2012 to 2014 (Figure 10, Tables 67 and 68)

**Figure 10: O‘ahu Visitor Arrivals by Selected MMA  
2006 – 2015**



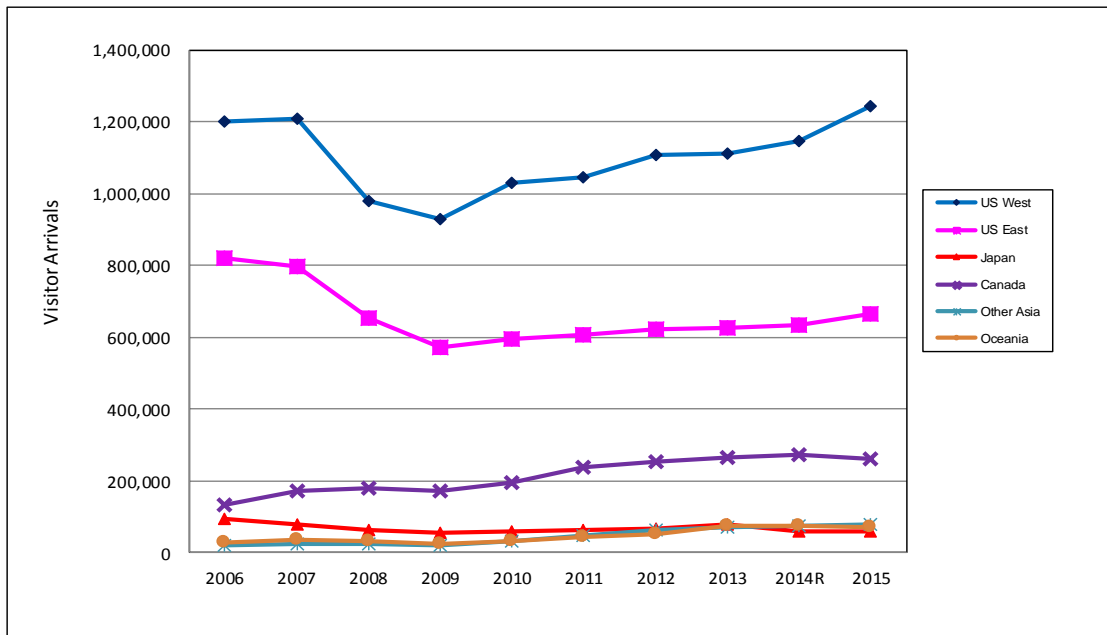
- Canadian arrivals of 208,542 visitors (-0.4%) were similar to 2014 (Figure 10, Tables 67 & 68).
- Oceania visitors to O‘ahu rose 8 percent compared to 2014, boosted by growth in arrivals from both Australia (+8.8%) and New Zealand (+3.7%).
- The number of visitors from Other Asia increased 7.5 percent with growth from China (+8.7%) and Korea (+9.8%) offsetting fewer visitors from Taiwan (-13.5%).
- Arrivals from Europe to O‘ahu grew 2.6 percent. Growth in visitors from United Kingdom (+8%) and Switzerland (+4.6%) offset a decrease France (-2.3%).
- Usage of rental homes (+17.8%) and bed and breakfast properties (+15.5%) by O‘ahu visitors increased significantly compared to 2014 (Table 56).
- The majority (71.7%) of O‘ahu visitors came to the state for vacation, 9.4 percent came to visit friends or relatives, 8.6 percent came to honeymoon, and 5.8 percent came for meetings, conventions, and incentives.

## MAUI

Arrivals by air to the island of Maui increased 5.1 percent to 2,540,162 visitors in 2015, and visitor days rose 4.3 percent. Despite lower daily spending (-1.8% to \$198 per person) visitor expenditures on Maui gained 2.5 percent from 2014 to \$4.1 billion (Tables 1 & 58).

- Maui visitors’ daily lodging expenses of \$97 per person was similar to 2014 and was second highest, behind Lāna‘i visitors’ (Figure 9, Table 85).
- Maui visitors spent slightly less on food and beverage (\$40), shopping (\$18) and entertainment and recreation (\$16) than last year.

**Figure 11: Maui Visitor Arrivals by Selected MMA  
2006 – 2015**



- Six out of ten visitors (62.9%) spent their entire time on Maui while the rest visited other islands (Table 58).
- The average daily census increased 4.3 percent to 56,981 visitors on Maui (Table 6).
- Repeat visitors accounted for 68 percent of Maui visitors, up from 66.8 percent in 2014.
- The majority of Maui visitors made their own travel arrangements (73.9%).
- The largest share of visitors to Maui in 2015 was from U.S. West (49%), followed by U.S. East (26.2%), Canada (10.2%), Other Asia (3.1%), Oceania (2.9%) and Japan (2.3%) (Table 67).
- Arrivals to Maui from U.S. West and U.S. East increased 8.6 percent and 4.7 percent, respectively. There were more visitors from Chicago (+7.5%), Colorado Springs (+9.3%), Dallas (+6.1%), Los Angeles (+7.3%), New York (+2.3%), Phoenix (+4.2%), Sacramento (+8.9%), San Francisco (+14.5%) and San Jose (+10.5%) (Table 51 and Table 52).
- The number of Japanese visitors to Maui (+0.1%) were comparable to 2014, while arrivals to Canada were down 4.4 percent (Tables 67 & 68).
- Arrivals from Oceania to Maui declined 3.3 percent, due to fewer visitors from Australia (-4.2%).
- Arrivals from Other Asia to Maui rose 6.2 percent from 2014 with increases from China (+8%), Korea (+4.4%) and Taiwan (+7.2%).
- More than half (55.1%) of visitors who went to Maui stayed in hotels while in the state, 29.3 percent stayed in condominiums, 11.8 percent stayed in timeshare properties, 6.4 percent stayed in rental homes, and 6.2 percent stayed with friends or relatives. Usage of rental homes (+11.6%) and bed and breakfast properties (+15.7%) rose significantly compared to 2014 (Table 58).
- The majority (83.7%) of Maui visitors came to the state for vacation, 6 percent came to honeymoon, 5.8 percent came for meetings, conventions, and incentives and 5.5 percent came to visit friends or relatives.

## MOLOKAʻI<sup>3</sup>

Air arrivals to Molokaʻi grew 7.8 percent to 64,767 visitors in 2015 while visitor days were up 3.1 percent. However, decreased daily spending (\$118, from \$122 in 2014) resulted in no growth in visitor expenditures (-0.5% to \$33.7 million) compared to last year (Tables 1 & 59).

- Molokaʻi visitors in 2015 spent less on lodging (\$46), food and beverages (\$22) and entertainment and recreation (\$8) but more on transportation compared to the prior year (Figure 9, Table 85).
- Most of those who visited Molokaʻi also went to other islands, while only 11.9 percent stayed exclusively on Molokaʻi.
- The average daily census of 784 visitors per day in 2015 was a 3.1 percent growth from the previous year (Table 6).
- U.S. West (40.4%) and U.S. East (29.3%) continued to be the two largest visitor markets to Molokaʻi (Table 67).
- The majority of those who went to Molokaʻi in 2015 were repeat visitors (64.7%) to the state.
- Seven out of ten visitors (72.2%) to Molokaʻi were independent travelers while the remainder purchased group tours (8.2%) or package trips (25.5%).

## LĀNAʻI<sup>3</sup>

With most of the hotel rooms on the island closed for renovation from June in 2015, arrivals to Lānaʻi decreased significantly (-14.3% to 58,390 visitors) and a much shorter length of stay led to a 27.8 percent drop in visitor days. Daily spending by these visitors (\$263 per person) was much lower compared to 2014 (\$320 per person). Despite this significant drop, daily spending on Lānaʻi remained the highest compared to the other islands (Tables 1 & 60).

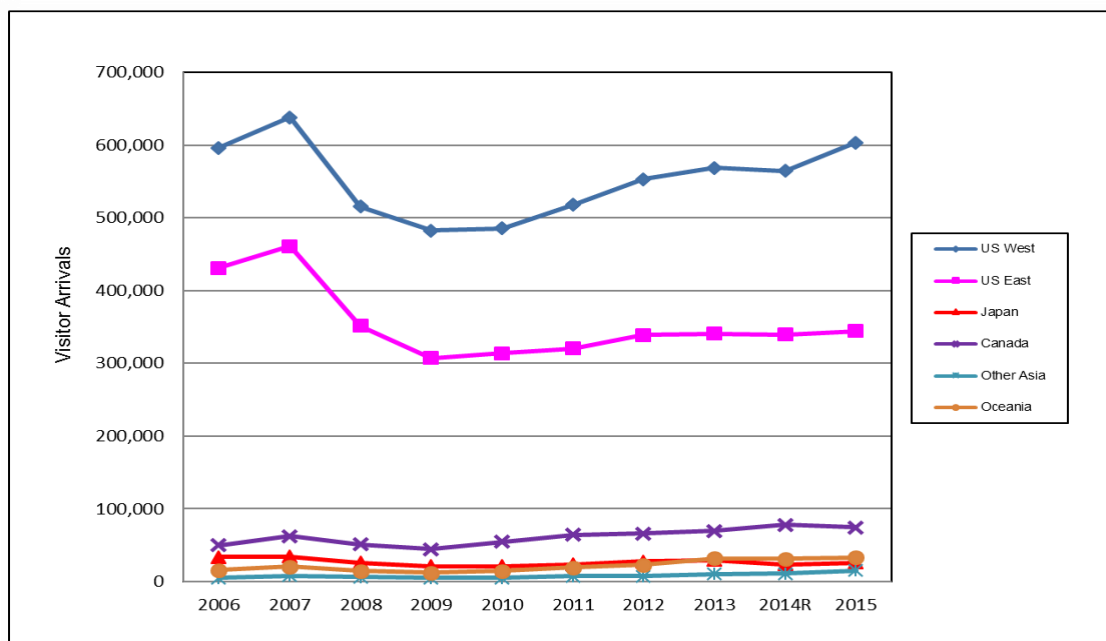
- Lānaʻi visitors in 2015 continued to spend the most on lodging, at \$152 per person down from \$176 last year.
- Spending on food and beverages (\$58), entertainment and recreation (\$20), transportation (\$15) and shopping (\$11) also declined (Figure 9, Table 85).
- Only 9.6 percent of these visitors spent their entire time on Lānaʻi while the majority visited other islands.
- The average daily census showed 446 visitors on Lānaʻi on any given day in 2015, compared to 619 visitors last year (Table 6).
- The largest group of visitors to Lānaʻi were from U.S. West (38.4%), followed by U.S. East (30.4%), Canada (6.9%) (Table 67).
- More repeat visitors (60.3%) than first-timers (39.7%) went to Lānaʻi.

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<sup>3</sup>Small sample size for Lānaʻi and Molokaʻi resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

## KAUAʻI

**Figure 12: Kauaʻi Visitor Arrivals by Selected MMA  
2006 – 2015**



Air arrivals to Kauaʻi rose 4.8 percent to 1,173,752 visitors in 2015. Visitor days increased 3.9 percent. Higher daily spending (\$173 per person, up from \$165) also contributed to an 8.8 percent growth in visitor expenditures to \$1.5 billion (Tables 1 & 61).

- Kauaʻi visitors in 2014 spent more on lodging (\$77), food and beverages (\$36), entertainment and recreation (\$20) and shopping (\$15) than in 2014 (Figure 9, Table 85).
- More than half (53.6%) of these visitors stayed on Kauaʻi exclusively.
- The average daily census increased 3.9 percent to 24,533 visitors per day (Table 6).
- U.S. West (51.4%) continued to have the largest share of visitors to Kauaʻi, followed by U.S. East (29.3%), Canada (6.4%), Europe (2.8%), Oceania (2.8%), Japan (2.2%) and Other Asia (1.3%) (Tables 67 & 68).
- Among the top four visitor markets, Canadian arrivals to Kauaʻi declined (-3.9%) but U.S. West (+6.9%), U.S. East (+1.4%) and Japanese (+7.8%) arrivals increased from 2014.
- There were more visitors from Other Asia (+37.4%) boosted by growth from China (+22.5%) and Korea (+39.7%). Arrivals from Oceania (+4.8%) and Europe (+4%) also increased.
- Repeat visitors comprised 70.2 percent of Kauaʻi visitors in 2015.
- The majority of visitors who went to Kauaʻi in 2015 were independent travelers (77.4%).
- Half (50.4%) of those who visited Kauaʻi stayed in hotels while in the state. Some stayed in condominium properties (21.9%), timeshare properties (18.5%), and rental homes (13.2%).
- Most of the visitors were in the state for vacation (84.9%), 6.5 percent visited friends or relatives, 5.7 percent honeymooned, and 4.5 percent came for meetings, conventions, and incentives.

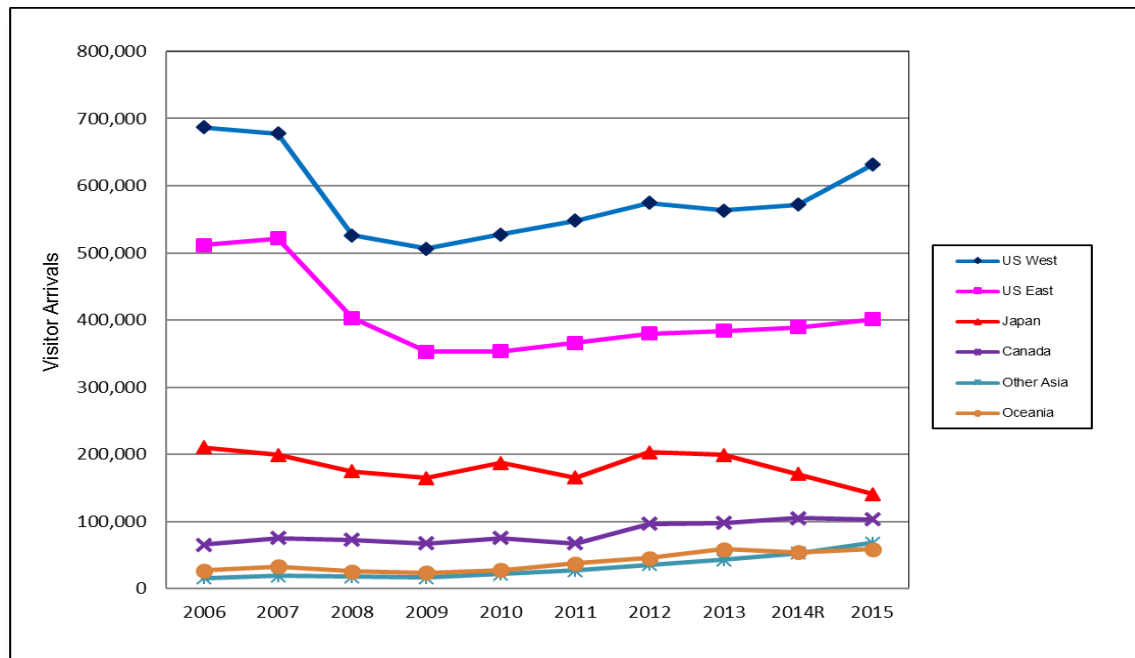


## HAWAI'I ISLAND

Arrivals by air to Hawai'i Island increased 4.1 percent to 1,514,973 visitors in 2015 and visitor days also rose 4.1 from last year. However, lower daily spending (-6.9% to \$160 per person) resulted in a decline in visitor expenditures (-3% to \$1.8 billion) (Tables 1 & 62).

- These visitors spent less on lodging (\$68), food and beverage (\$32), transportation (\$24), entertainment and recreation (\$17) and shopping (\$14) than in 2014 (Figure 9, Table 85).
- Close to half (48.2%) of these visitors spent all their time on Hawai'i Island.
- The average daily census grew 4.1 percent to 31,408 visitors present on any given day (Table 6).

**Figure 13: Hawai'i Island Visitor Arrivals by Selected MMA  
2006 - 2015**



- The largest group of visitors to Hawai'i Island continued to be from U.S. West (41.7%), followed by U.S. East (26.5%), Japan (9.3%), Canada (6.8%), Other Asia (4.5%), Oceania (3.9%) and Europe (3.3%) (Tables 67 and 68).
- Arrivals from U.S. West (+10.4%) and U.S. East (+3.1%) increased compared to 2014, with more visitors to Hawai'i Island from Chicago (+6.5%), Las Vegas (+6.7%), Los Angeles (+7.7%), Portland (+9.3%), San Francisco (+10.6%) and Seattle (+7.4%) (Table 51 and Table 52).
- Arrivals to Hawai'i Island from Japan (-17.5%) and Canada (-1.8%) declined from last year.
- Among the emerging markets, there were significantly more visitors from China (+43%) and Taiwan (+29.5%). Arrivals from Australia (+8.4%) also increased.
- Of the visitors to Hawai'i Island in 2015, 64.9 percent have been to the state before while 35.1 percent were first-time visitors.
- The majority of Hawai'i Island visitors made their own travel arrangements (71.7%) instead of purchasing group tours (7.6%) or package trips (26.4%).

- Six out of ten (59.3%) visitors to Hawai'i Island stayed in hotels while in the state. Some visitors stayed in condominiums (18.2%), rental homes (11.8%), timeshare properties (10.4%) and/or with friends or relatives (10.3%). Usage of rental homes (+14.9%) rose significantly compared to 2014.
- The majority (81.3%) of the Hawai'i Island visitors came to the state for vacation, 8.9 percent came to visit friends or relatives, 6 percent for meetings, conventions and incentives and 5.1 percent to honeymoon.

### **Hawai'i Island (Hilo Side)**

There were 551,764 air visitors to the Hilo side of Hawai'i Island in 2015, which was an increase of 3.2 percent from the previous year (Table 63).

- The average daily census showed 6,181 visitors present, up 1.9 percent from 2014.
- U.S. West (32.9%) continued to be the largest group of visitors to Hilo, followed by U.S. East (30.6%), Japan (8.4%), Canada (6.5%), Oceania (6.4%) and Other Asia (5.8%) (Table 67 & 68).
- More than half (55.6%) were repeat visitors to the state and 67.6 percent were true independent travelers. Only 10 percent purchased group tours while 30 percent purchased package trips.
- Two out of three visitors to Hilo stayed in hotels (63.8%), 18.1 percent stayed on cruise ships, 13.7 percent stayed in rental homes, 12.7 percent stayed with friends or relatives, and 6.2 percent stayed in timeshare properties while in the state.

### **Hawai'i Island (Kona Side)**

Arrivals by air to Kona rose 5.3 percent to 1,288,021 visitors in 2015 (Table 64).

- The average daily census increased 4.7 percent to 25,227 visitors.
- A breakdown by visitor markets to Kona showed 43.4 percent from U.S. West, 26.1 percent from U.S. East, 8.2 percent from Japan, 7.4 percent from Canada and 3.7 percent from Oceania (Table 67).
- Two out of three visitors (66.2%) to Kona in 2015 have been to the state before.
- More visitors made their own travel arrangements (72.5%) than purchased group tours (6.8%) or package trips (25.8%).
- Six out of ten visitors to Kona stayed in hotels, 19.5 percent stayed in condominiums, 11.7 percent stayed in rental homes, 11.4 percent stayed in timeshares, 9.1 percent stayed with friends or relatives, and 7.9 percent stayed on cruise ships while in the state.

## SEASONALITY BY ISLAND

The average daily census statewide indicated that there were 213,934 visitors on any given day in 2015, which represented 3.7 percent growth from the previous year. Average daily census increased on Maui (+4.3%), Hawai'i Island (+4.1%), Kaua'i (+3.9%), O'ahu (+3.5%) and Moloka'i (+3.1%) but declined on Lāna'i (-27.8%). In 2015, the busiest month statewide was December with 248,617 visitors per day. However, peak months varied by island (Tables 6, 7 and 50).

- **O'ahu:** In 2015, July was the busiest month on O'ahu with 115,267 visitors daily, followed by December (113,185 visitors daily) and June (111,734 visitors daily).
- **Maui:** The most popular months on Maui in 2015 were December (67,232 visitors daily), January (65,099 visitors daily) and July (62,982 visitors daily).
- **Hawai'i Island:** January (40,188 visitors daily) was the busiest month on Hawai'i Island in 2015, followed by December (39,228 visitors daily) and February (34,740 visitors daily).
- **Kaua'i:** The busiest month for arrivals to Kaua'i in 2015 was July (28,747 visitors daily), followed by June (28,230 visitors daily) and January (27,680 visitors daily).
- **Lāna'i:** In 2015, with most of the hotel rooms on the island closed for renovation starting in June, February was the heaviest traffic on Lāna'i with 575 visitors daily. followed by January and March with 562 visitors daily for both months.
- **Moloka'i:** January (1,176 visitors daily) was the peak month on Moloka'i followed by February (1,100 visitors daily) and December (982 visitors daily).

## CRUISE VISITORS

There were 116,546 visitors who came by cruise ships<sup>4</sup> to the islands in 2015, which was a decrease of 6.3 percent from the previous year (Tables 89 and 90). There were fewer trips from out-of-state cruise ships (63 tours) compared to 2014 (70 tours). Expenditures from visitors who came by cruise ships declined 9.8 percent \$38.4 million (Table 1).

Another 125,384 visitors (+5.4%) flew to the state and boarded cruise ships in Hawai'i after their arrival. In all, there were 241,929 total cruise visitors in 2015, down slightly (-0.6%) from last year (Table 89). Total spending by all cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships increased 3 percent to \$402.8 million in 2015 (Table 91). U.S. East cruise visitor expenditures rose to \$216.1 million from \$198.6 million in 2014. Expenditures by U.S. West cruise visitors of \$69.1 million was 10 percent more than the prior year. In contrast, expenditures Canadian cruise visitors dropped 11.9 percent to \$42.8 million.

### Island Visitation

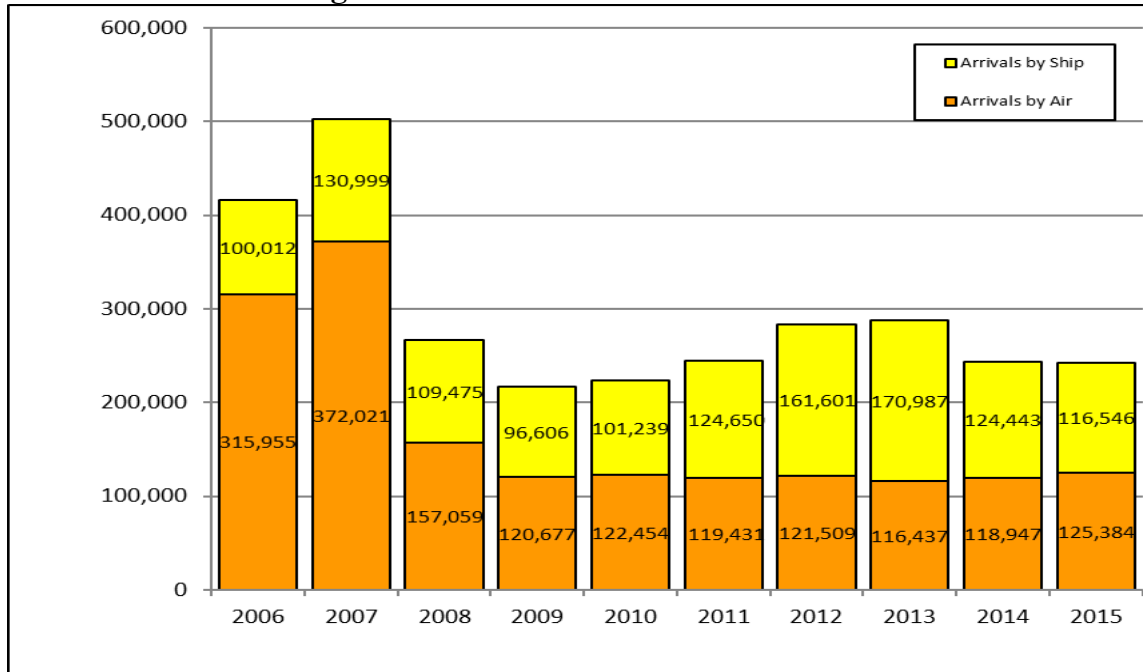
Of the 245,631 total cruise passengers in 2015, 98.5 percent (or 241,929) were visitors, while 1.5 percent (3,702) were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (98.9%) of the cruise passengers visited O'ahu, 94.6 percent visited Maui, 93 percent visited Hawai'i Island, and 87.3 percent visited Kaua'i. In addition to their cruise itinerary, 4,917 passengers visited Lāna'i and 3,212 visited Moloka'i.

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<sup>4</sup> Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

**Figure 14: Cruise Visitors to Hawai'i: 2006 – 2015**



- In terms of cruise visitors, the largest group was from U.S. East (39% of total cruise visitors), followed by visitors from U.S. West (25.7%), Canada (12.1%), Oceania (10.1%), Europe (5.3%) and other markets (7.8%).
- More than half (55.4%) of all cruise visitors have been to the islands before while 44.6 percent came for the first time. There were more first-timers among European (73%) and U.S. East (54.4%) cruise visitors. In contrast, repeat visitors comprised a larger percentage of cruise visitors from U.S. West (80.5%), Canada (52.8%) and Oceania (51.8%).
- Most (85.5%) of the visitors in 2015 cruised the islands for leisure, 9.1 percent visited friends or relatives, 2.1 percent were on their honeymoon and 1.7 percent played golf.

### **Length of Stay and Type of Accommodation**

The average length of stay by all cruise visitors in 2015 was 7.84 days compared to 8.02 days in 2014. Cruise visitors in 2015 spent an average of 5.37 days aboard ship touring the islands and 1.16 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.31 days in Hawai'i before their cruise.

- Cruise visitors from Oceania in 2015 spent the most time in the islands at 9.41 days, up from 9.18 days in 2014. Their average length of cruise in 2015 was 5.40 days and these visitors also spent 2.21 days on shore after their cruise was over.
- The average length of stay by U.S. East visitors was 8.64 days, similar to 2014. In 2015, these visitors spent 6.03 days on ship and .98 days were spent post-cruise.
- The average length of stay by Canadian visitors was 7.53 days, compared to 8.04 days in 2014. In 2015, these visitors spent 5.06 days on ship and 1.16 days were spent after cruise.
- Cruise visitors from U.S. West in 2015 stayed an average 6.82 days (7.25 in 2014). Their average length of cruise was 4.92 days and these visitors also spent 1.12 days on shore post cruise.
- European cruise visitors stayed 5.53 days in 2015 (5.32 days in 2014), the shortest among the visitor groups. In 2015, they spent 3.87 days on ship and .86 of a day in Hawai'i post cruise.

- Over half (51.1%) of the cruise visitors in 2015 stayed in hotels in addition to their cruise stay, compared to 52.3 percent in 2014.
- Other lodging used by cruise visitors included condominiums (4.3%, from 5.1% in 2014), timeshare properties (4%, unchanged from 2014) and staying with friends or relatives (2.2%, from 2.4% in 2014).

## Daily Spending

Cruise visitors in 2015 spent an average of \$283 per person per day statewide, compared to \$200 in 2014. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i home-ported ship which was considered as a Hawai'i business (Table 92).

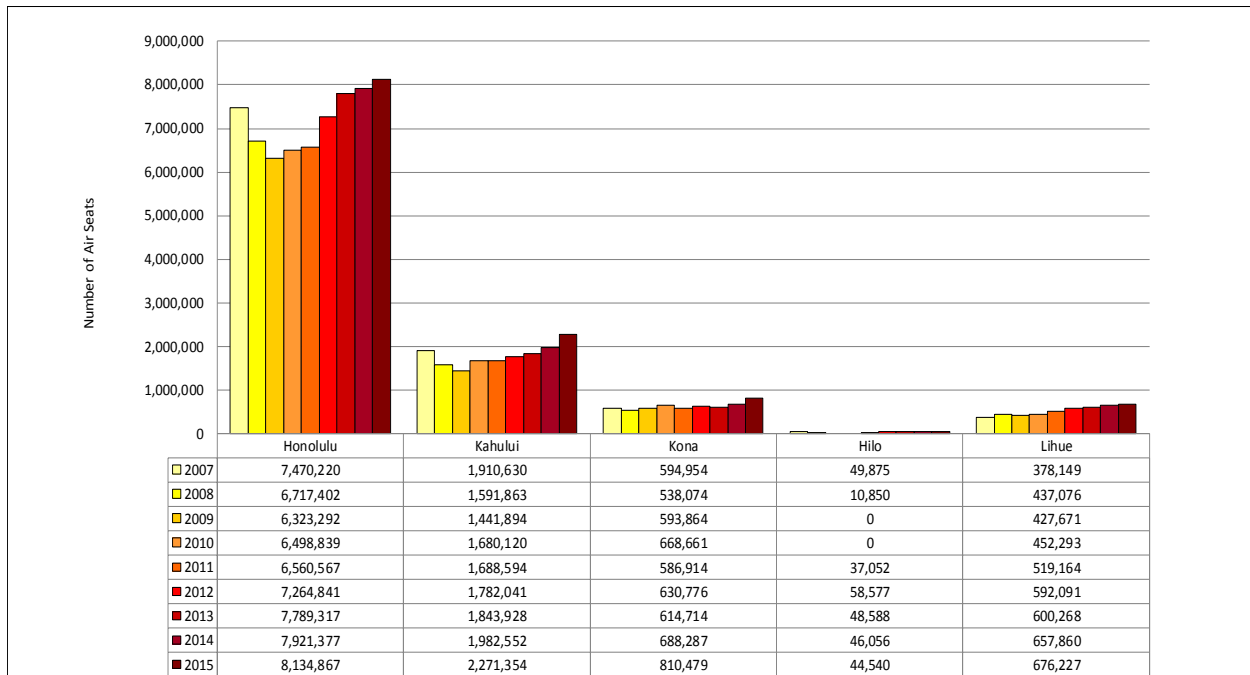
- The statewide figure of \$283 also included \$199 in visitor spending that was spent on board U.S. flagged Hawai'i home-ported ship or which cruise package expenditures could not be allocated to a specific expenditure category.
- Spending by cruise visitors on O'ahu was the highest among the four major islands at \$116, up from \$108 in 2014.
- Daily cruise visitor spending on Maui of \$73 was up from \$63 last year.
- Daily spending by cruise visitors on Hawai'i Island dropped slightly to \$69, from \$70 in 2014.
- Daily cruise visitor spending on Kaua'i of \$60 was similar to the prior year.

## TOTAL AIR SEATS OPERATED TO HAWAI'I

Total air seats to the Hawaiian Islands increased 5.7 percent to 11,937,726 in 2015. Scheduled seats rose 5.9 percent to 11,833,440 but charter seats declined 16.8 percent to 104,286 due to fewer domestic and international charters (Table 93).

- Air capacity to the Honolulu International Airport grew 2.7 percent to 8,135,126 total seats. Growth in scheduled air seats from Canada (+22.7%), Oceania (+16.4%), U.S. West (+4.6%) and U.S. East (+4.3%) offset fewer seats from Other Asia (-7.3%) and Japan (-3.3%) (Tables 94 & 95).
- Seat capacity to Kahului airport climbed 14.6 percent to 2,271,354 total seats in 2015. Seats from U.S. West were up 13.3 percent, with increased service from Los Angeles, Oakland, Phoenix, Portland, San Francisco, San Jose and Seattle, offsetting reduced service from Bellingham and San Diego. Seats from U.S. East surged 35.9 percent, with nearly three time more seats out of Chicago and a 15.5 percent growth in seats out of Dallas. There were also more seats out of Canada (+13.1%), particularly from Toronto which offset reduced service from Vancouver.
- Seat capacity to the Kona International airport increased 17.8 percent to 810,479. There were more seats from U.S. West (+18.7%), particularly from Anchorage, Denver, Los Angeles, Oakland, San Diego, San Francisco, San Jose and Seattle. Additionally, seats from Canada rose 1.6 percent compared to 2014.
- Seats to Hilo airport declined 3.3 percent, due to reduced service out of Los Angeles.
- Seat capacity to the Līhu'e airport grew 2.8 percent to 676,227 seats in 2015. Seats from U.S. West were up 3.3 percent due to increased service out of Oakland, Phoenix, San Francisco and Seattle, offsetting fewer seats out of Denver and Los Angeles. Seats out of Canada grew 2.4 percent from last year.

**Figure 15: Air Seats Operated to Hawai'i by Island  
2007-2015**



## HOTEL OCCUPANCY AND ROOM RATE

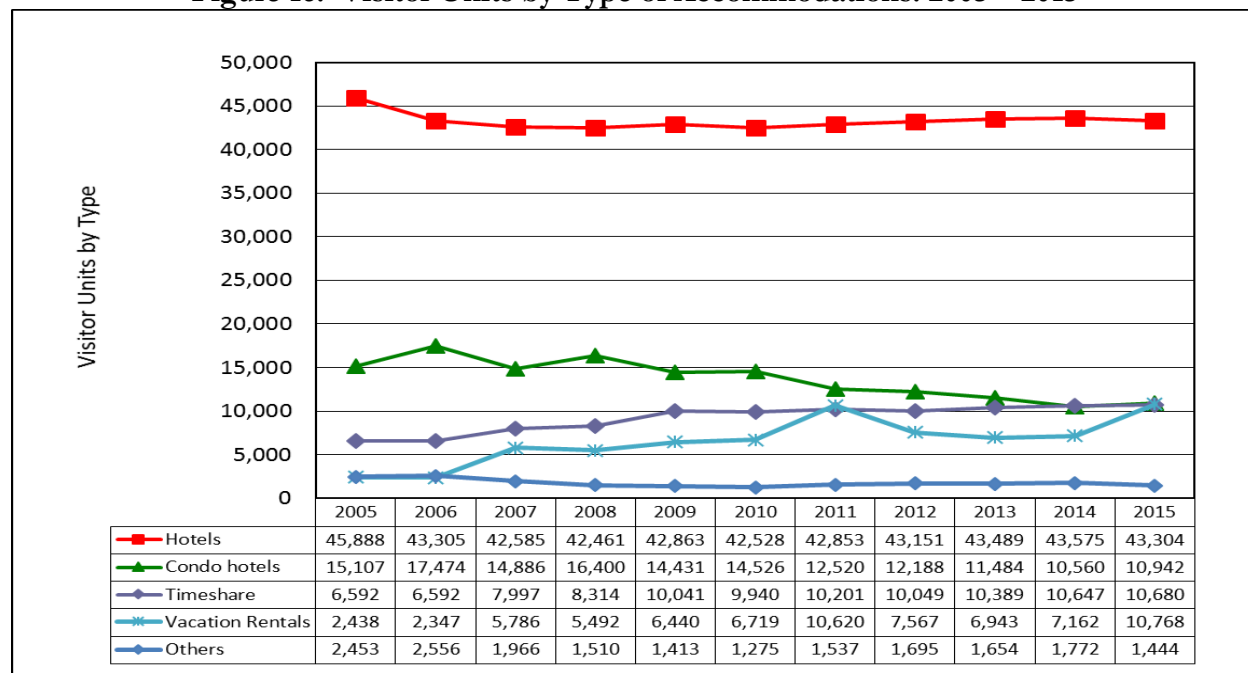
The statewide hotel occupancy rate for 2015 increased to 78.8 percent from 77 percent last year, supported by growth in visitor arrivals. All four larger Hawai'i Islands experienced higher hotel occupancy rates: Hawai'i Island (+5.3 points to 65.6%), Maui (+2 points to 74.5%), Kaua'i (+1.8 points to 78.8%) and O'ahu (+0.9 points to 85.3%) (Tables 96 to 100).

The statewide average room rate rose to \$243.93 from \$234.85 in 2014, as a result of increases from O'ahu, Maui and Kaua'i. Maui's room rate remained the highest at \$316.26 (\$295.94 in 2014). Room rates on Kaua'i at \$243.93 (\$234.85 in 2014) was second highest, followed by Hawai'i Island at \$230.26 (\$231.43 in 2014). O'ahu's room rate remained the lowest at \$219.53 (\$213.22 in 2014).

## VISITOR PLANT INVENTORY

From HTA’s 2015 Visitor Plant Inventory report (VPI)<sup>5</sup>, there were 77,138 lodging units available for short-term rental by Hawai’i visitors, which represented an increase of 4.6 percent (+3,422 units) compared to 2014. Most of the gains were in vacation rental units (+3,606) which were partially offset by decreases in hotel (-271), apartment hotel (-209) and bed and breakfast (-172) units (Tables 101 to 104).

**Figure 16: Visitor Units by Type of Accommodations: 2005 – 2015**



The large majority of the lodging supply in the State was comprised of hotel units (56.1% or 43,304 units). This count is slightly lower than 2014 (-0.6%) due to hotel properties closing for renovation or redevelopment. Nearly 60 percent of all hotel rooms were located on O’ahu (25,684).

Condo Hotels were the second largest property type in 2015 (14.2%), accounting for 10,942 visitor units. The overall number of Condo Hotel units increased by 3.6 percent. Most of the State’s Condo Hotel supply was located on Maui (4,534 units) and O’ahu (4,328).

There were 10,680 timeshare units in 2015, representing 13.8 percent of the State’s lodging units and a decrease of 0.3 percent from 2014’s count. The Island of Maui had the largest share of the state’s timeshare units, representing 30.2 percent of the State’s timeshare supply.

Vacation Rental units accounted for 14 percent of all lodging units in 2015 (10,768 units), growing by 50.3 percent over 2014. Vacation Rental includes condominium units, houses, villas, cottages, and private and shared rooms. The increase in Vacation Rental units was mainly due to a greater effort in surveying Association of Unit Owners (“AOUO”) managers located in resort areas. The increase in Vacation Rental units was also impacted by a change in classification of units that were formerly part of Condo Hotel rental pools and now operated as a Vacation Rental Condo (“VR-Condo”) in 2015.

<sup>5</sup> The 2015 Visitor Plant Inventory is posted on the HTA website: [www.hawaiiitourismauthority.org/research/reports](http://www.hawaiiitourismauthority.org/research/reports)



# VISITOR SATISFACTION

Visitor satisfaction levels are an important indicator of visitor industry performance. They provide important feedback on how well services are delivered and how well those services fulfill visitors' expectations. High satisfaction encourages return trips to Hawai'i and results in a higher likelihood to recommend Hawai'i as a vacation destination. This section examined the first four questions from the 2015 Visitor Satisfaction and Activity survey (VSAT).

## Overall Ratings of Most Recent Vacation to Hawai'i

The percentage of visitors who rated their most recent vacation to Hawai'i as "excellent"<sup>6</sup> increased from most visitor markets compared to 2014. The majority of visitors in 2015 continued to give high marks for their overall experience in Hawai'i.

- In 2015, 84.5 percent of U.S. West visitors gave "excellent" rating to their overall trip to the islands, up from 81.6% in the previous year.
- Ratings by U.S. East (+4.3 points to 88.1%) and European (+3 points to 88.2%) were also higher than in 2014 while ratings by Japanese (+0.8 points to 69.6%), Canadian (+0.4% to 83.6%) and Oceania (-0.1 points to 76.8%) visitors were similar to last year.

## Meeting Visitors' Expectations

Visitors' evaluation of their trip is influenced not only by the nature of the service they receive, but also by their needs, motivations, and interests. Overall, Hawai'i's ability to exceed expectations remained quite strong in 2015. Fewer than five percent of visitors reported that the trip failed to meet their expectations.

- A higher percentage of visitors from Europe (+2.4 points, to 51.9%) and U.S. West (+3.4 points to 38.2%) felt their trip exceeded their expectations compared to 2014.
- Ratings by Japanese visitors increased slightly (+1.4 points to 34.4%).
- Ratings by visitors from U.S. East (+0.4% to 49.1%), Canada (+0.5% to 41.2%) and Oceania (-0.1% to 36.8%) were about the same compared to last year.

## Likelihood to Recommend Hawai'i

Highly satisfied visitors are more likely to recommend their vacation destination to their friends and family. The majority of visitors surveyed in 2015 said they would very likely recommend Hawai'i to others.

- The percentage of U.S. West visitors who would "very likely" recommend Hawai'i to others rose 2 points to 90.2 percent in 2015.
- U.S. East ratings of 88.3 percent was a slight (+0.8%) increase from last year.
- However, ratings by visitors from Oceania (-1.4 points to 80.3%) and Canada (-0.9 points to 88.4%) declined from the prior year.
- Ratings by European (+0.4% to 82.9%) and Japanese (+0.4% to 75.5%) visitors were similar to 2014.

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<sup>6</sup> Excellent ratings are the sum of responses for ratings of 7 and 8 on an 8-point scale.

## Likelihood to Revisit Hawai'i

Each visitor's decision to return to Hawai'i is influenced by a variety of factors: positive experiences during their most recent trips, a desire for new experiences, amount of time available, financial considerations, and other commitments. Likelihood to revisit Hawai'i is an indicator of future demand and changes in desires. The majority of Hawai'i visitors in all MMAs except Europe continue to indicate their intention to return in the near future. The percentage likely to return was closely correlated to distance from Hawai'i – the closer the MMA, the greater the likelihood of returning.

- In 2015, 78.4 percent of U.S. West visitors reported that they were very likely to revisit Hawai'i in the next five years, compared to 75.7 percent last year.
- Ratings among U.S. East (+5.7 points to 57.7%), Oceania (+2.3 points to 52.8%) and Japanese (+1.5 points to 52.3%) also increase from 2014.
- Ratings by Canadian visitors declined 1.3 points to 61.3 percent
- European visitors have always been a bit less likely to take the long trip in the next five years. In 2015, their ratings rose 7 points to 43.4 percent.

**ANNUAL VISITOR RESEARCH REPORT**  
**TABLES**

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**Table 1: Summary of Visitor Statistics  
2015 vs. 2014R**

TOTAL EXPENDITURES (\$mil.)	2015	2014R	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>15,110.9</b>	<b>14,973.3</b>	<b>0.9</b>
Visitor expenditure by air	14,938.5	14,808.6	0.9
Visitor expenditure by cruise ships	38.4	42.5	-9.8
Supplemental business (all MMAs)	134.1	122.1	9.8

MMA (Air & Ship)	2015	2014R	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>14,976.9</b>	<b>14,851.1</b>	<b>0.8</b>
<b>Visitor arrivals by air</b>	14,938.5	14,808.6	0.9
U.S. West	5,275.7	4,930.5	7.0
U.S. East	3,674.6	3,655.0	0.5
Japan	2,052.7	2,396.7	-14.4
Canada	1,053.2	1,073.4	-1.9
Europe	337.2	339.1	-0.6
Oceania	1,001.3	894.3	12.0
Other Asia	903.9	806.7	12.1
Latin America	79.8	93.5	-14.6
Other	560.1	619.5	-9.6
<b>Visitor arrivals by cruise ships</b>	38.4	42.5	-9.8
<b>TOTAL VISITOR DAYS</b>	<b>78,620,086</b>	<b>75,932,335</b>	<b>3.5</b>
<b>Visitor arrivals by air</b>	78,086,081	75,269,197	3.7
U.S. West	32,561,688	30,780,359	5.8
U.S. East	18,580,408	17,841,799	4.1
Japan	8,685,616	8,766,526	-0.9
Canada	6,520,761	6,753,350	-3.4
Europe	1,897,157	1,868,643	1.5
Oceania	3,810,265	3,458,816	10.2
Other Asia	2,656,624	2,515,855	5.6
Latin America	322,634	346,837	-7.0
Other	3,050,930	2,937,012	3.9
<b>Visitor arrivals by cruise ships</b>	534,005	663,138	-19.5
<b>VISITOR ARRIVALS</b>	<b>8,679,564</b>	<b>8,320,785</b>	<b>4.3</b>
<b>Visitor arrivals by air</b>	8,563,018	8,196,342	4.5
U.S. West	3,507,652	3,255,475	7.7
U.S. East	1,803,670	1,713,085	5.3
Japan	1,482,304	1,511,739	-1.9
Canada	512,323	522,761	-2.0
Europe	145,019	142,366	1.9
Oceania	399,619	371,367	7.6
Other Asia	393,833	368,110	7.0
Latin America	27,978	29,800	-6.1
Other	290,621	281,639	3.2
<b>Visitor arrivals by cruise ships</b>	116,546	124,443	-6.3

Note: Sums may not add up to total due to rounding.

**Table 1: Summary of Visitor Statistics (continued)**

MMA (Air & Ship)	2015	2014R	(%) Change
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>9.06</b>	<b>9.13</b>	<b>-0.7</b>
<b>Visitor arrivals of stay by air</b>	9.12	9.18	-0.7
U.S. West	9.28	9.45	-1.8
U.S. East	10.30	10.42	-1.1
Japan	5.86	5.80	1.0
Canada	12.73	12.92	-1.5
Europe	13.08	13.13	-0.3
Oceania	9.53	9.31	2.4
Other Asia	6.75	6.83	-1.3
Latin America	11.53	11.64	-0.9
Other	10.50	10.43	0.7
<b>Visitor arrivals of stay by cruise ships</b>	4.58	5.33	-14.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>190.5</b>	<b>195.6</b>	<b>-2.6</b>
<b>Visitor arrivals by air</b>	191.3	196.7	-2.8
U.S. West	162.0	160.2	1.1
U.S. East	197.8	204.9	-3.5
Japan	236.3	273.4	-13.6
Canada	161.5	158.9	1.6
Europe	177.7	181.5	-2.1
Oceania	262.8	258.6	1.6
Other Asia	340.3	320.6	6.1
Latin America	247.4	269.4	-8.2
Other	183.6	210.9	-13.0
<b>Visitor arrivals by cruise ships</b>	71.8	64.1	12.0
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,725.5</b>	<b>1,784.8</b>	<b>-3.3</b>
<b>Visitor arrivals by air</b>	1,744.5	1,806.7	-3.4
U.S. West	1,504.0	1,514.5	-0.7
U.S. East	2,037.3	2,133.6	-4.5
Japan	1,384.8	1,585.4	-12.7
Canada	2,055.8	2,053.4	0.1
Europe	2,325.0	2,381.9	-2.4
Oceania	2,505.5	2,408.2	4.0
Other Asia	2,295.2	2,191.4	4.7
Latin America	2,853.1	3,136.1	-9.0
Other	1,927.4	2,199.6	-12.4
<b>Visitor arrivals by cruise ships</b>	329.2	341.7	-3.7

Table 1: Summary of Visitor Statistics (continued)

ISLAND (Air & Ship)	2015	2014R	(%) Change
<b>TOTAL EXPENDITURES (\$mil, AIR + SHIP)</b>	<b>14,976.9</b>	<b>14,851.1</b>	<b>0.8</b>
Total by air	14,938.5	14,808.6	0.9
O'ahu	7,366.5	7,373.6	-0.1
Maui	4,108.9	4,010.5	2.5
Moloka'i	33.7	33.9	-0.5
Lāna'i	42.9	72.2	-40.6
Kaua'i	1,548.0	1,422.2	8.8
Hawai'i Island	1,838.5	1,896.2	-3.0
<b>Visitor arrivals by cruise ships</b>	<b>38.4</b>	<b>42.5</b>	<b>-9.8</b>
<b>TOTAL VISITOR DAYS</b>	<b>78,620,086</b>	<b>75,932,335</b>	<b>3.5</b>
Total by air	78,086,081	75,269,197	3.7
O'ahu	36,420,503	35,200,568	3.5
Maui	20,798,172	19,932,485	4.3
Moloka'i	285,991	277,293	3.1
Lāna'i	162,933	225,820	-27.8
Kaua'i	8,954,641	8,620,328	3.9
Hawai'i Island	11,463,840	11,012,703	4.1
<b>Visitor arrivals by cruise ships</b>	<b>534,005</b>	<b>663,138</b>	<b>-19.5</b>
<b>VISITOR ARRIVALS</b>	<b>8,679,564</b>	<b>8,320,785</b>	<b>4.3</b>
Total by air	8,563,018	8,196,342	4.5
O'ahu	5,339,912	5,192,621	2.8
Maui	2,540,162	2,417,417	5.1
Moloka'i	64,767	60,100	7.8
Lāna'i	58,390	68,150	-14.3
Kaua'i	1,173,752	1,119,973	4.8
Hawai'i Island	1,514,973	1,454,684	4.1
<b>Visitor arrivals by cruise ships</b>	<b>116,546</b>	<b>124,443</b>	<b>-6.3</b>
<b>AVERAGE LENGTH OF STAY</b>	<b>9.06</b>	<b>9.13</b>	<b>-0.7</b>
Total by air	9.12	9.18	-0.7
O'ahu	6.82	6.78	0.6
Maui	8.19	8.25	-0.7
Moloka'i	4.42	4.61	-4.3
Lāna'i	2.79	3.31	-15.8
Kaua'i	7.63	7.70	-0.9
Hawai'i Island	7.57	7.57	0.0
<b>Visitor arrivals by cruise ships</b>	<b>4.58</b>	<b>5.33</b>	<b>-14.0</b>
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>190.5</b>	<b>195.6</b>	<b>-2.6</b>
<b>Total by air</b>	<b>191.3</b>	<b>196.7</b>	<b>-2.8</b>
O'ahu	202.3	209.5	-3.4
Maui	197.6	201.2	-1.8
Moloka'i	118.0	122.3	-3.5
Lāna'i	263.3	319.8	-17.7
Kaua'i	172.9	165.0	4.8
Hawai'i Island	160.4	172.2	-6.9
<b>Visitor arrivals by cruise ships</b>	<b>71.8</b>	<b>64.1</b>	<b>12.0</b>
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,725.5</b>	<b>1,784.8</b>	<b>-3.3</b>
<b>Total by air</b>	<b>1,744.5</b>	<b>1,806.7</b>	<b>-3.4</b>
O'ahu	1,379.5	1,420.0	-2.9
Maui	1,617.6	1,659.0	-2.5
Moloka'i	521.0	564.4	-7.7
Lāna'i	734.8	1,059.6	-30.7
Kaua'i	1,318.9	1,269.8	3.9
Hawai'i Island	1,213.5	1,303.5	-6.9
<b>Visitor arrivals by cruise ships</b>	<b>329.2</b>	<b>341.7</b>	<b>-3.7</b>

Note: Sums may not add up to total due to rounding.

**Table 2: Summary of Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	78,086,081	75,269,197	3.7%	56,949,633	55,142,678	3.3%	21,136,447	20,126,519	5.0%
Total Visitors	8,563,018	8,196,342	4.5%	5,782,140	5,486,059	5.4%	2,780,878	2,710,283	2.6%
<b>PARTY SIZE</b>									
One	1,224,856	1,195,985	2.4%	1,033,308	1,001,375	3.2%	191,548	194,610	-1.6%
Two	3,542,066	3,491,292	1.5%	2,347,339	2,265,630	3.6%	1,194,727	1,225,661	-2.5%
Three or more	3,796,095	3,509,066	8.2%	2,401,493	2,219,054	8.2%	1,394,603	1,290,012	8.1%
Avg Party Size	2.19	2.16	1.3%	2.07	2.04	1.0%	2.51	2.45	2.3%
<b>VISIT STATUS</b>									
First-Time	2,944,886	2,886,564	2.0%	1,668,531	1,605,724	3.9%	1,276,355	1,280,841	-0.4%
Repeat	5,618,132	5,309,777	5.8%	4,113,609	3,880,335	6.0%	1,504,523	1,429,442	5.3%
Average # of Trips	5.07	4.98	1.7%	5.81	5.77	0.7%	3.52	3.39	3.9%
<b>TRAVEL METHOD</b>									
Group Tour	665,019	682,490	-2.6%	191,485	194,895	-1.7%	473,533	487,595	-2.9%
Package	2,676,355	2,760,580	-3.1%	1,189,600	1,170,224	1.7%	1,486,756	1,590,356	-6.5%
Group Tour & Pkg	530,797	563,354	-5.8%	128,584	131,060	-1.9%	402,213	432,295	-7.0%
True Independent	5,752,441	5,316,626	8.2%	4,529,639	4,252,000	6.5%	1,222,802	1,064,627	14.9%
<b>ISLANDS VISITED</b>									
O'ahu	5,339,912	5,192,621	2.8%	2,868,749	2,779,642	3.2%	2,471,163	2,412,978	2.4%
Maui County	2,579,311	2,456,935	5.0%	2,115,934	2,011,878	5.2%	463,377	445,057	4.1%
...Maui	2,540,162	2,417,417	5.1%	2,083,999	1,977,718	5.4%	456,163	439,700	3.7%
...Moloka'i	64,762	60,100	7.8%	49,843	47,737	4.4%	14,924	12,363	20.7%
...Lāna'i	58,390	68,150	-14.3%	44,334	54,852	-19.2%	14,057	13,298	5.7%
Kaua'i	1,173,752	1,119,973	4.8%	1,028,294	988,312	4.0%	145,458	131,661	10.5%
Hawai'i Island	1,514,973	1,454,684	4.1%	1,154,201	1,084,443	6.4%	360,772	370,241	-2.6%
...Hilo	551,764	534,900	3.2%	389,408	373,932	4.1%	162,356	160,968	0.9%
...Kona	1,288,021	1,222,971	5.3%	1,003,389	939,176	6.8%	284,632	283,795	0.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.82	6.78	0.6%	7.33	7.40	-0.9%	6.22	6.06	2.7%
Maui (days)	8.19	8.25	-0.7%	8.42	8.54	-1.4%	7.12	6.90	3.1%
Moloka'i (days)	4.42	4.61	-4.3%	5.12	5.25	-2.5%	2.06	2.16	-4.4%
Lāna'i (days)	2.79	3.31	-15.8%	3.18	3.65	-12.7%	1.56	1.94	-19.8%
Kaua'i (days)	7.63	7.70	-0.9%	7.96	8.02	-0.8%	5.30	5.24	1.1%
Hawai'i Island (days)	7.57	7.57	0.0%	8.47	8.57	-1.1%	4.67	4.66	0.2%
...Hilo (days)	4.09	4.14	-1.3%	4.86	4.98	-2.3%	2.24	2.20	1.8%
...Kona (days)	7.15	7.19	-0.6%	7.86	7.91	-0.6%	4.64	4.83	-3.9%
Statewide (days)	9.12	9.18	-0.7%	9.85	10.05	-2.0%	7.60	7.43	2.4%
<b>ACCOMMODATIONS</b>									
Hotel	5,322,571	5,216,012	2.0%	3,138,003	3,013,359	4.1%	2,184,567	2,202,653	-0.8%
...Hotel Only	4,656,465	4,575,802	1.8%	2,633,121	2,512,933	4.8%	2,023,344	2,062,870	-1.9%
Condo	1,505,768	1,435,279	4.9%	1,102,907	1,080,226	2.1%	402,861	355,053	13.5%
...Condo Only	1,180,114	1,117,197	5.6%	871,308	843,156	3.3%	308,805	274,040	12.7%
Timeshare	807,944	760,759	6.2%	662,035	647,519	2.2%	145,909	113,240	28.8%
...Timeshare Only	626,356	582,828	7.5%	515,224	496,760	3.7%	111,132	86,068	29.1%
Rental House	635,846	553,827	14.8%	548,826	483,904	13.4%	87,020	69,923	24.5%
Hostel	63,747	62,412	2.1%	42,955	45,459	-5.5%	20,792	16,952	22.7%
Camp Site	52,410	49,813	5.2%	42,247	42,081	0.4%	10,163	7,732	31.4%
Bed & Breakfast	95,809	83,036	15.4%	72,821	67,419	8.0%	22,988	15,617	47.2%
Cruise Ship	138,065	137,766	0.2%	112,068	113,311	-1.1%	25,997	24,454	6.3%
Friends or Relatives	763,965	710,290	7.6%	679,457	632,344	7.5%	84,508	77,946	8.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	7,120,061	6,838,039	4.1%	4,762,556	4,510,388	5.6%	2,357,505	2,327,651	1.3%
....Vacation	6,536,063	6,215,979	5.1%	4,541,287	4,274,486	6.2%	1,994,776	1,941,493	2.7%
....Honeymoon	588,236	632,113	-6.9%	228,711	249,757	-8.4%	359,525	382,357	-6.0%
....Get Married	109,921	119,101	-7.7%	55,991	66,870	-16.3%	53,930	52,231	3.3%
MC&I (Net)	498,771	460,251	8.4%	322,721	327,896	-1.6%	176,050	132,355	33.0%
....Convention/Conf.	263,556	249,005	5.8%	198,049	201,393	-1.7%	65,507	47,612	37.6%
....Corp. Meetings	81,764	88,695	-7.8%	71,360	77,105	-7.5%	10,404	11,591	-10.2%
....Incentive	171,087	144,230	18.6%	67,181	69,453	-3.3%	103,907	74,777	39.0%
Other Business	257,097	269,845	-4.7%	239,163	248,612	-3.8%	17,934	21,233	-15.5%
Visit Friends/Relatives	717,411	677,848	5.8%	638,926	602,937	6.0%	78,485	74,911	4.8%
Government/Military	90,513	87,302	3.7%	78,121	78,077	0.1%	12,392	9,226	34.3%
Attend School	27,637	30,012	-7.9%	16,451	22,680	-27.5%	11,186	7,331	52.6%
Sport Events	90,477	106,294	-14.9%	57,937	71,577	-19.1%	32,540	34,717	-6.3%
Avg. of Age	45	45	0.6%	46	47	-0.3%	43	42	1.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	14,938.5	14,808.6	0.9%						
Per Person Per Day (\$)	191.3	196.7	-2.8%						
Per Person Per Trip (\$)	1,744.5	1,806.7	-3.4%						

**Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air)  
2015 vs. 2014R**

TOTAL VISITORS	TOTAL		DOMESTIC		INTERNATIONAL	
	2015	2014R	2015	2014R	2015	2014R
Total Visitors	8,563,018	8,196,342	5,782,140	5,486,059	2,780,878	2,710,283
<b>PARTY SIZE</b>						
One	14.3%	14.6%	17.9%	18.3%	6.9%	7.2%
Two	41.4%	42.6%	40.6%	41.3%	43.0%	45.2%
Three or more	44.3%	42.8%	41.5%	40.4%	50.1%	47.6%
Avg Party Size	2.19	2.16	2.07	2.04	2.51	2.45
<b>VISIT STATUS</b>						
First-Time	34.4%	35.2%	28.9%	29.3%	45.9%	47.3%
Repeat	65.6%	64.8%	71.1%	70.7%	54.1%	52.7%
Average # of Trips	5.07	4.98	5.81	5.77	3.52	3.39
<b>TRAVEL METHOD</b>						
Group Tour	7.8%	8.3%	3.3%	3.6%	17.0%	18.0%
Package	31.3%	33.7%	20.6%	21.3%	53.5%	58.7%
Group Tour & Pkg	6.2%	6.9%	2.2%	2.4%	14.5%	16.0%
True Independent	67.2%	64.9%	78.3%	77.5%	44.0%	39.3%
<b>ISLANDS VISITED</b>						
O'ahu	62.4%	63.4%	49.6%	50.7%	88.9%	89.0%
Maui County	30.1%	30.0%	36.6%	36.7%	16.7%	16.4%
...Maui	29.7%	29.5%	36.0%	36.0%	16.4%	16.2%
...Moloka'i	0.8%	0.7%	0.9%	0.9%	0.5%	0.5%
...Lāna'i	0.7%	0.8%	0.8%	1.0%	0.5%	0.5%
Kaua'i	13.7%	13.7%	17.8%	18.0%	5.2%	4.9%
Hawai'i Island	17.7%	17.7%	20.0%	19.8%	13.0%	13.7%
...Hilo	6.4%	6.5%	6.7%	6.8%	5.8%	5.9%
...Kona	15.0%	14.9%	17.4%	17.1%	10.2%	10.5%
<b>ACCOMMODATIONS</b>						
Hotel	62.2%	63.6%	54.3%	54.9%	78.6%	81.3%
...Hotel Only	54.4%	55.8%	45.5%	45.8%	72.8%	76.1%
Condo	17.6%	17.5%	19.1%	19.7%	14.5%	13.1%
...Condo Only	13.8%	13.6%	15.1%	15.4%	11.1%	10.1%
Timeshare	9.4%	9.3%	11.4%	11.8%	5.2%	4.2%
...Timeshare Only	7.3%	7.1%	8.9%	9.1%	4.0%	3.2%
Rental House	7.4%	6.8%	9.5%	8.8%	3.1%	2.6%
Hostel	0.7%	0.8%	0.7%	0.8%	0.7%	0.6%
Camp Site	0.6%	0.6%	0.7%	0.8%	0.4%	0.3%
Bed & Breakfast	1.1%	1.0%	1.3%	1.2%	0.8%	0.6%
Cruise Ship	1.6%	1.7%	1.9%	2.1%	0.9%	0.9%
Friends or Relatives	8.9%	8.7%	11.8%	11.5%	3.0%	2.9%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	83.1%	83.4%	82.4%	82.2%	84.8%	85.9%
.....Vacation	76.3%	75.8%	78.5%	77.9%	71.7%	71.6%
.....Honeymoon	6.9%	7.7%	4.0%	4.6%	12.9%	14.1%
.....Get Married	1.3%	1.5%	1.0%	1.2%	1.9%	1.9%
MC&I (Net)	5.8%	5.6%	5.6%	6.0%	6.3%	4.9%
.....Convention/Conf.	3.1%	3.0%	3.4%	3.7%	2.4%	1.8%
.....Corp. Meetings	1.0%	1.1%	1.2%	1.4%	0.4%	0.4%
.....Incentive	2.0%	1.8%	1.2%	1.3%	3.7%	2.8%
Other Business	3.0%	3.3%	4.1%	4.5%	0.6%	0.8%
Visit Friends/Relatives	8.4%	8.3%	11.0%	11.0%	2.8%	2.8%
Government/Military	1.1%	1.1%	1.4%	1.4%	0.4%	0.3%
Attend School	0.3%	0.4%	0.3%	0.4%	0.4%	0.3%
Sport Events	1.1%	1.3%	1.0%	1.3%	1.2%	1.3%



**Table 4: Visitor Days by Island (Arrivals by Air)  
2015 vs. 2014R**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
TOTAL STATE	78,086,081	75,269,197	3.7%	56,949,633	55,142,678	3.3%	21,136,447	20,126,519	5.0%
O'AHU	36,420,503	35,200,568	3.5%	21,038,028	20,574,531	2.3%	15,382,475	14,626,036	5.2%
MAUI COUNTY	21,247,096	20,435,599	4.0%	17,948,613	17,349,873	3.5%	3,298,484	3,085,726	6.9%
MAUI	20,798,172	19,932,485	4.3%	17,552,378	16,899,276	3.9%	3,245,794	3,033,209	7.0%
MOLOKA'I	285,991	277,293	3.1%	255,188	250,596	1.8%	30,803	26,697	15.4%
LĀNA'I	162,933	225,820	-27.8%	141,047	200,001	-29.5%	21,887	25,819	-15.2%
KAUA'I	8,954,641	8,620,328	3.9%	8,183,081	7,929,766	3.2%	771,560	690,562	11.7%
HAWAII ISLAND	11,463,840	11,012,703	4.1%	9,779,912	9,288,508	5.3%	1,683,928	1,724,195	-2.3%
HILO	2,256,113	2,214,946	1.9%	1,892,997	1,861,246	1.7%	363,116	353,700	2.7%
KONA	9,207,726	8,797,757	4.7%	7,886,915	7,427,262	6.2%	1,320,812	1,370,495	-3.6%

**Table 5: Visitor Days by Month (Arrivals by Air)  
2015 vs. 2014R**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JANUARY	7,186,748	7,120,459	0.9%	5,145,692	5,119,261	0.5%	2,041,056	2,001,198	2.0%
FEBRUARY	6,138,434	5,965,884	2.9%	4,269,490	4,230,014	0.9%	1,868,944	1,735,870	7.7%
MARCH	6,846,372	6,486,631	5.5%	4,842,583	4,591,870	5.5%	2,003,789	1,894,760	5.8%
APRIL	5,836,905	5,696,891	2.5%	4,228,364	4,074,471	3.8%	1,608,541	1,622,420	-0.9%
MAY	6,031,520	5,654,108	6.7%	4,566,630	4,293,777	6.4%	1,464,890	1,360,331	7.7%
JUNE	7,094,010	6,671,491	6.3%	5,557,622	5,223,758	6.4%	1,536,387	1,447,733	6.1%
JULY	7,516,378	7,084,616	6.1%	5,687,281	5,481,991	3.7%	1,829,097	1,602,625	14.1%
AUGUST	6,663,657	6,461,494	3.1%	4,776,783	4,711,021	1.4%	1,886,873	1,750,473	7.8%
SEPTEMBER	5,332,590	5,294,035	0.7%	3,768,327	3,773,951	-0.1%	1,564,262	1,520,084	2.9%
OCTOBER	5,884,940	5,731,494	2.7%	4,329,824	4,186,257	3.4%	1,555,116	1,545,237	0.6%
NOVEMBER	5,847,414	5,631,210	3.8%	4,179,799	4,079,958	2.4%	1,667,614	1,551,252	7.5%
DECEMBER	7,707,113	7,470,884	3.2%	5,597,236	5,376,347	4.1%	2,109,877	2,094,536	0.7%
<b>TOTAL</b>	<b>78,086,081</b>	<b>75,269,197</b>	<b>3.7%</b>	<b>56,949,633</b>	<b>55,142,678</b>	<b>3.3%</b>	<b>21,136,447</b>	<b>20,126,519</b>	<b>5.0%</b>

Note: Sums may not add up to total due to rounding.

**Table 6: Average Daily Census by Island (Arrivals by Air)  
2015 vs. 2014R**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
TOTAL STATE	213,934	206,217	3.7%	156,026	151,076	3.3%	57,908	55,141	5.0%
O'AHU	99,782	96,440	3.5%	57,638	56,369	2.3%	42,144	40,071	5.2%
MAUI COUNTY	58,211	55,988	4.0%	49,174	47,534	3.5%	9,037	8,454	6.9%
MAUI	56,981	54,610	4.3%	48,089	46,299	3.9%	8,893	8,310	7.0%
MOLOKA'I	784	760	3.1%	699	687	1.8%	84	73	15.4%
LĀNA'I	446	619	-27.8%	386	548	-29.5%	60	71	-15.2%
KAUAI	24,533	23,617	3.9%	22,419	21,725	3.2%	2,114	1,892	11.7%
HAWAII ISLAND	31,408	30,172	4.1%	26,794	25,448	5.3%	4,614	4,724	-2.3%
HILO	6,181	6,068	1.9%	5,186	5,099	1.7%	995	969	2.7%
KONA	25,227	24,103	4.7%	21,608	20,349	6.2%	3,619	3,755	-3.6%

**Table 7: Average Daily Census by Month (Arrivals by Air)  
2015 vs. 2014R**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JANUARY	231,831	229,692	0.9%	165,990	165,137	0.5%	65,841	64,555	2.0%
FEBRUARY	219,230	213,067	2.9%	152,482	151,072	0.9%	66,748	61,995	7.7%
MARCH	220,851	209,246	5.5%	156,212	148,125	5.5%	64,638	61,121	5.8%
APRIL	194,564	189,896	2.5%	140,945	135,816	3.8%	53,618	54,081	-0.9%
MAY	194,565	182,391	6.7%	147,311	138,509	6.4%	47,255	43,882	7.7%
JUNE	236,467	222,383	6.3%	185,254	174,125	6.4%	51,213	48,258	6.1%
JULY	242,464	228,536	6.1%	183,461	176,838	3.7%	59,003	51,698	14.1%
AUGUST	214,957	208,435	3.1%	154,090	151,968	1.4%	60,867	56,467	7.8%
SEPTEMBER	177,753	176,468	0.7%	125,611	125,798	-0.1%	52,142	50,669	2.9%
OCTOBER	189,837	184,887	2.7%	139,672	135,041	3.4%	50,165	49,846	0.6%
NOVEMBER	194,914	187,707	3.8%	139,327	135,999	2.4%	55,587	51,708	7.5%
DECEMBER	248,617	240,996	3.2%	180,556	173,431	4.1%	68,061	67,566	0.7%
<b>TOTAL</b>	<b>213,934</b>	<b>206,217</b>	<b>3.7%</b>	<b>156,026</b>	<b>151,076</b>	<b>3.3%</b>	<b>57,908</b>	<b>55,141</b>	<b>5.0%</b>

**Table 8: Visitors Staying Overnight or Longer (Arrivals by Air)  
1955 – 2015**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%
2008	6,713,436	-10.4%	4,901,893	-12.2%	1,811,543	-5.4%
2009	6,420,448	-4.4%	4,672,001	-4.7%	1,748,447	-3.5%
2010R	6,916,894	7.7%	4,957,352	6.1%	1,959,542	12.1%
2011	7,174,397	3.7%	5,127,291	3.4%	2,047,106	4.5%
2012	7,867,143	9.7%	5,403,025	5.4%	2,464,118	20.4%
2013	8,003,474	1.7%	5,405,300	0.0%	2,598,174	5.4%
2014R	8,196,342	2.4%	5,486,059	1.5%	2,710,283	4.3%
2015	8,563,018	4.5%	5,782,140	5.4%	2,780,878	2.6%

**Table 9: Visitor Days by Month and MMA (Arrivals by Air)**  
2015

2015	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL	2,614,897	1,945,376	652,678	1,045,457	31,656	16,975	43,747	6,093	22,614	121,083	257,589	34,069	291,658			
Jan	2,268,810	1,547,627	656,562	862,932	29,188	18,933	46,524	4,898	15,690	115,232	170,036	22,081	192,117			
Feb	2,714,301	1,609,689	745,732	975,706	56,050	16,093	48,801	4,900	17,829	143,672	215,946	30,319	246,265			
Mar	2,622,695	1,293,070	550,666	546,931	40,209	18,856	41,633	3,880	19,710	124,288	226,205	48,075	274,280			
Apr	2,610,995	1,495,555	651,485	285,840	42,634	17,143	53,708	7,361	22,345	143,191	295,944	53,166	349,110			
May	3,249,921	1,905,586	670,936	210,012	44,442	20,689	40,991	13,460	22,725	142,308	288,240	63,438	351,678			
Jun	3,267,716	1,931,678	806,740	315,598	60,841	41,927	55,430	17,591	46,194	221,783	273,513	76,457	349,970			
Jul	2,793,461	1,444,926	989,728	316,743	67,593	37,464	80,197	37,186	23,665	246,106	266,186	68,169	334,355			
Aug	2,168,205	1,070,280	789,678	230,818	57,495	22,407	65,765	11,167	31,717	188,551	380,002	73,630	453,632			
Sep	2,494,924	1,271,971	744,243	351,338	50,313	21,473	65,836	9,873	31,158	178,653	301,434	55,764	357,198			
Oct	2,622,878	1,171,985	669,074	541,081	34,783	17,960	46,207	5,033	17,597	121,580	243,469	35,487	278,956			
Nov	3,132,885	1,892,664	758,095	838,305	40,925	26,439	50,020	11,895	21,429	150,708	283,477	47,570	331,047			
Dec	3,256,168	1,850,408	8,685,616	6,520,761	555,929	276,358	638,858	133,338	292,673	1,897,157	3,202,041	608,224	3,810,265			
<b>DOMESTIC</b>	2,560,617	1,834,249	5,314	312,819	27,776	10,471	38,297	5,561	20,154	102,258	57,926	9,437	67,364			
Jan	2,225,447	1,463,040	5,000	256,296	23,114	12,725	41,186	4,688	13,365	95,078	15,215	2,776	17,990			
Feb	2,636,221	1,559,587	6,199	300,080	30,061	10,521	42,574	4,047	17,247	104,450	18,478	4,468	22,946			
Mar	2,564,184	1,221,441	4,921	111,165	35,377	10,254	33,057	3,280	17,100	99,068	31,739	9,161	40,900			
Apr	2,571,760	1,455,106	6,544	122,568	36,055	9,469	45,802	6,222	18,605	116,553	35,125	7,929	43,055			
May	3,179,642	1,843,772	5,601	68,747	39,067	13,031	34,065	12,048	19,153	117,364	36,561	9,198	45,759			
Jun	3,185,872	1,797,191	6,330	129,760	53,854	28,103	51,055	15,763	40,122	188,897	46,141	13,053	59,194			
Jul	2,726,735	1,381,665	8,259	134,539	60,125	29,923	74,098	31,503	20,627	216,276	33,474	7,172	40,646			
Aug	2,164,697	1,065,591	6,143	86,681	52,540	12,793	60,023	10,703	26,731	162,789	62,768	10,269	73,037			
Sep	2,470,860	1,243,727	5,421	145,011	45,141	14,806	58,222	9,178	28,750	156,097	46,916	11,236	58,151			
Oct	2,542,572	1,140,371	4,838	173,814	24,447	8,034	39,901	4,247	15,055	91,684	25,174	5,378	30,553			
Nov	3,074,246	1,830,737	7,342	224,935	35,299	13,173	43,087	10,777	18,577	120,912	26,876	5,817	32,693			
Dec	3,190,853	1,783,477	71,912	2,066,414	462,856	173,301	561,367	118,416	255,485	1,571,426	436,392	95,895	532,288			
<b>INTERNATIONAL</b>	54,280	111,127	647,364	732,637	3,880	6,504	5,450	532	2,460	18,826	199,663	24,631	224,294			
Jan	43,363	84,587	651,562	606,636	6,074	6,208	5,338	210	2,325	20,154	154,821	19,305	174,127			
Feb	78,079	50,102	739,533	675,626	25,989	5,571	6,227	853	582	39,222	197,468	25,851	223,318			
Mar	58,512	71,629	545,745	435,766	4,833	8,602	8,576	600	2,610	25,221	194,466	38,914	233,379			
Apr	39,235	40,449	644,941	163,272	6,579	7,674	7,905	739	3,740	26,638	260,819	45,237	306,056			
May	70,280	61,814	665,335	141,264	5,375	7,659	6,926	1,412	3,573	24,945	251,679	54,239	305,919			
Jun	81,844	134,487	800,410	185,838	6,787	13,824	4,375	1,829	6,072	32,887	227,372	63,403	290,776			
Jul	66,726	63,261	981,469	182,204	7,468	7,541	6,099	5,683	3,038	29,830	232,712	60,998	293,710			
Aug	3,508	4,689	783,535	144,137	4,955	9,614	5,742	464	4,986	25,761	317,234	63,361	380,594			
Sep	24,063	28,244	738,822	206,328	5,172	6,668	7,614	695	2,407	22,556	254,518	44,528	299,046			
Oct	80,306	31,614	664,236	367,268	10,336	9,926	6,306	787	2,542	29,897	218,295	30,108	248,403			
Nov	58,639	61,927	750,753	613,371	5,626	13,266	6,934	1,118	2,852	29,796	256,602	41,753	298,354			
Dec	658,835	743,930	8,613,704	4,454,347	93,073	103,057	77,490	14,922	37,188	325,730	2,765,648	512,329	3,277,977			

**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued**  
2015

2015	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL					
<b>TOTAL</b>	73,875	3,259	127,312	2,066	8,888	215,399	7,853	26,515	5,777	40,145	260,055	7,186,748					
Jan	158,067	3,289	101,468	3,538	14,934	281,297	5,105	13,122	3,905	22,132	191,724	6,138,434					
Feb	72,167	2,773	86,230	2,435	11,058	174,662	4,119	9,909	10,303	24,331	212,015	6,846,372					
Mar	76,941	2,561	99,460	4,159	7,801	190,922	3,708	9,225	7,828	20,762	213,291	5,836,905					
Apr	102,551	3,647	100,347	3,540	11,612	221,698	4,965	14,468	7,609	27,042	246,605	6,031,520					
May	99,314	4,350	104,406	4,011	15,319	227,400	3,833	9,944	7,459	21,236	314,933	7,094,010					
Jun	102,359	4,519	123,518	2,874	14,717	247,986	5,037	14,924	16,781	36,743	338,164	7,516,378					
Jul	104,251	3,907	112,073	2,833	14,586	237,651	4,290	10,063	9,991	24,344	276,343	6,663,657					
Aug	90,483	2,838	91,745	2,606	9,807	197,479	4,769	9,715	5,746	20,229	213,719	5,332,590					
Sep	76,370	2,874	118,443	2,534	8,459	208,681	4,156	11,335	5,219	20,710	257,221	5,884,940					
Oct	49,488	2,265	135,039	3,596	10,003	200,391	3,280	7,997	5,059	16,337	225,132	5,847,414					
Nov	85,406	3,535	145,184	6,664	12,268	253,058	12,148	25,342	11,133	48,622	301,728	7,707,113					
Dec	1,091,274	39,817	1,345,225	40,855	139,453	2,656,624	63,261	162,560	96,812	322,634	3,050,930	78,086,081					
<b>DOMESTIC</b>	15,509	2,379	7,946	790	893	27,516	7,656	25,795	5,560	39,010	196,545	5,145,692					
Jan	24,185	1,617	4,502	730	1,147	32,181	5,046	12,572	3,663	21,281	153,175	4,269,490					
Feb	22,155	1,816	4,897	1,225	1,769	31,862	4,030	9,216	9,419	22,665	158,573	4,842,583					
Mar	16,545	1,189	6,466	995	639	25,833	3,491	8,550	7,430	19,470	141,382	4,228,364					
Apr	42,419	2,542	5,959	1,510	1,699	54,129	4,738	13,734	6,602	25,074	171,843	4,566,630					
May	34,789	2,809	5,662	1,780	1,633	46,674	3,742	9,436	7,119	20,297	229,767	5,557,622					
Jun	23,198	2,616	7,551	1,244	1,510	36,119	4,820	14,241	16,523	35,584	248,334	5,681,281					
Jul	27,276	2,290	5,944	995	1,107	37,572	4,231	9,775	9,279	23,284	207,808	4,776,783					
Aug	18,719	1,371	5,328	716	1,236	27,370	4,561	9,427	5,530	19,518	162,501	3,768,327					
Sep	27,797	1,821	4,821	918	770	36,128	3,919	10,860	5,157	19,936	194,491	4,329,824					
Oct	16,179	1,826	5,033	541	616	24,194	3,211	7,581	4,700	15,491	156,283	4,179,799					
Nov	26,746	2,472	5,282	1,921	1,161	37,583	10,210	24,558	10,944	45,712	223,076	5,597,236					
Dec	295,517	24,749	69,392	13,324	14,179	417,161	59,652	155,746	91,926	307,324	2,243,778	56,949,633					
<b>INTERNATIONAL</b>	58,366	880	119,367	1,276	7,995	187,863	198	720	218	1,135	63,510	2,041,056					
Jan	133,882	1,672	96,966	2,808	13,788	249,116	59	550	242	851	38,548	1,868,944					
Feb	50,012	957	81,333	1,210	9,289	142,800	89	693	884	1,666	53,442	2,003,789					
Mar	60,396	1,373	92,994	3,164	7,162	165,089	217	675	399	1,291	71,909	1,608,541					
Apr	64,133	1,105	94,388	2,031	9,913	167,569	227	733	1,007	1,967	74,762	1,464,890					
May	64,525	1,541	98,744	2,231	13,686	180,726	91	508	340	939	85,166	1,536,387					
Jun	79,161	1,903	115,966	1,630	13,207	211,867	217	683	258	1,159	89,830	1,829,097					
Jul	76,975	1,617	106,129	1,879	13,479	200,079	59	288	713	1,060	68,535	1,886,873					
Aug	71,764	1,467	86,417	1,890	8,571	170,109	207	288	216	711	51,218	1,564,262					
Sep	48,573	1,053	113,622	1,616	7,689	172,553	237	475	62	774	62,730	1,555,116					
Oct	33,310	439	130,005	3,055	9,388	176,196	69	417	360	845	68,849	1,667,614					
Nov	58,660	1,063	139,902	4,743	11,107	215,475	1,938	783	189	2,910	78,652	2,109,877					
Dec	795,756	15,068	1,275,833	27,531	125,274	2,239,463	3,609	6,814	4,886	15,309	807,152	21,136,447					

**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued  
2014R**

2014R	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>	2,531,762	1,910,153	664,945	1,055,324	32,160	15,729	43,379	5,883	23,455	120,607	234,116	29,187	263,304			
Jan	2,119,499	1,523,955	713,188	878,895	34,857	22,410	46,814	5,249	15,312	124,642	143,437	15,551	158,988			
Feb	2,425,055	1,603,848	809,744	937,761	38,110	12,800	48,028	3,886	20,301	123,126	160,430	20,490	180,920			
Mar	2,461,533	1,220,399	558,283	604,075	46,126	15,193	44,977	4,885	24,232	135,414	248,542	40,980	289,522			
Apr	2,384,501	1,434,199	619,054	332,713	42,303	17,260	47,352	6,657	22,317	135,889	247,187	47,268	294,455			
May	3,073,606	1,791,586	701,430	206,096	35,336	22,942	32,473	10,915	19,094	120,759	254,590	58,623	313,213			
Jun	3,101,297	1,822,805	764,701	296,227	53,311	31,934	50,093	16,892	38,760	190,989	240,893	68,776	309,669			
Jul	2,708,028	1,401,014	974,355	295,326	60,161	41,986	85,192	40,383	20,327	248,047	244,161	71,323	315,483			
Aug	2,143,237	1,109,245	778,903	224,124	58,056	19,608	68,475	15,363	31,341	192,842	326,709	70,127	396,836			
Sep	2,408,234	1,206,324	755,236	379,740	51,054	26,722	67,387	12,020	28,158	185,341	261,230	55,202	316,432			
Oct	2,474,176	1,097,287	674,826	588,002	30,195	18,138	56,831	6,398	21,614	133,176	233,065	39,445	272,510			
Nov	2,949,431	1,720,982	751,863	955,068	39,681	28,088	55,560	10,454	24,030	157,813	303,923	43,559	347,483			
Dec	30,780,359	17,841,799	8,766,526	6,753,350	521,349	272,810	646,561	138,983	288,940	1,868,643	2,898,285	560,531	3,458,816			
<b>DOMESTIC</b>	2,492,717	1,821,934	8,765	364,957	28,265	10,145	39,950	5,326	21,204	104,890	60,024	8,649	68,673			
Jan	2,081,008	1,493,633	4,368	312,282	30,597	15,402	44,455	4,880	14,336	109,670	15,764	3,348	19,112			
Feb	2,386,096	1,556,402	6,456	329,888	28,286	8,672	40,262	3,640	17,052	97,912	17,914	3,327	21,241			
Mar	2,406,638	1,180,036	3,964	138,890	37,500	10,363	39,013	4,027	18,208	109,112	35,357	6,173	41,530			
Apr	2,358,092	1,396,627	6,222	148,257	37,083	10,492	42,782	5,943	20,403	116,703	37,577	6,440	44,017			
May	3,000,670	1,739,628	7,183	80,300	31,319	9,942	29,759	10,590	17,467	99,077	38,869	9,302	48,170			
Jun	3,031,780	1,730,027	8,259	160,043	48,321	26,360	47,555	15,879	35,990	174,105	48,545	12,657	61,201			
Jul	2,656,621	1,347,431	8,121	159,317	52,942	31,057	79,981	38,618	18,122	220,721	37,735	9,760	47,495			
Aug	2,097,473	1,077,748	6,869	110,225	53,197	13,452	63,766	14,796	29,984	175,195	69,821	12,789	82,610			
Sep	2,340,448	1,164,363	6,275	196,722	46,708	18,550	63,786	11,410	26,585	167,040	54,879	9,525	64,404			
Oct	2,408,468	1,056,482	5,099	258,533	26,982	11,469	50,159	5,781	19,778	114,168	28,388	5,495	33,883			
Nov	2,878,117	1,702,344	8,012	305,139	35,514	13,445	47,704	9,764	21,310	127,738	29,582	6,069	35,651			
Dec	30,138,128	17,266,654	79,593	2,564,554	456,715	179,351	589,173	130,653	260,438	1,616,330	474,452	93,533	567,986			
<b>INTERNATIONAL</b>	39,045	88,219	656,180	690,366	3,895	5,584	3,430	558	2,251	15,717	174,093	20,538	194,631			
Jan	38,491	30,322	708,821	566,612	4,260	7,008	2,359	369	976	14,972	127,673	12,203	139,876			
Feb	38,959	47,446	803,288	607,873	9,825	4,128	7,766	246	3,249	25,214	142,517	17,163	159,680			
Mar	54,895	40,363	554,319	465,185	8,626	4,830	5,964	858	6,025	26,302	213,186	34,806	247,992			
Apr	26,409	37,573	612,831	184,456	5,220	6,768	4,570	714	1,914	19,186	209,610	40,828	250,438			
May	72,936	51,958	694,247	125,795	4,017	13,000	2,714	325	1,626	21,682	215,721	49,322	265,043			
Jun	69,517	92,778	756,441	136,185	4,990	5,574	2,538	1,012	2,771	16,884	192,349	56,119	248,468			
Jul	51,407	53,583	966,233	136,009	7,218	10,928	5,211	1,765	2,204	27,326	206,426	61,563	267,989			
Aug	45,764	31,497	772,034	113,899	4,859	6,156	4,708	567	1,357	17,647	256,889	57,338	314,227			
Sep	67,786	41,962	748,961	183,018	4,346	8,172	3,601	609	1,573	18,301	206,352	45,677	252,028			
Oct	65,708	40,805	669,726	329,470	3,213	6,669	6,672	618	1,836	19,007	204,676	33,951	238,627			
Nov	71,314	18,638	743,852	649,929	4,166	14,643	7,856	690	2,720	30,075	274,342	37,490	311,832			
Dec	642,231	575,144	8,686,933	4,188,796	64,634	93,459	57,388	8,330	28,502	252,313	2,423,832	466,998	2,890,830			

**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued**  
2014R

2014R	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
Jan	109,448	5,826	131,671	2,452	30,035	279,432	10,099	19,375	6,450	35,925	259,009	7,120,459				
Feb	89,533	2,121	106,790	1,205	13,223	212,871	5,422	14,508	4,646	24,576	209,269	5,965,884				
Mar	56,042	2,978	86,529	2,208	13,713	161,471	3,598	11,022	6,917	21,537	223,169	6,486,631				
Apr	70,088	3,006	90,990	1,928	8,204	174,217	3,521	11,018	11,799	26,338	227,111	5,696,891				
May	93,082	8,783	89,922	3,656	9,783	205,227	3,643	11,089	6,456	21,188	226,882	5,654,108				
Jun	75,544	3,616	103,449	5,261	15,138	203,008	3,523	9,954	5,718	19,196	242,597	6,671,491				
Jul	110,321	6,345	106,323	2,642	21,720	247,352	4,680	12,837	17,627	35,144	316,432	7,084,616				
Aug	98,484	3,969	97,522	2,453	15,930	218,358	4,061	12,630	8,601	25,291	275,592	6,461,494				
Sep	104,980	3,532	94,801	3,613	10,945	217,871	4,492	15,070	6,629	26,191	204,785	5,294,035				
Oct	75,018	3,200	106,894	1,769	9,321	196,203	6,567	15,328	9,234	31,129	252,856	5,731,494				
Nov	58,178	2,530	92,062	4,274	8,740	165,784	4,558	10,853	6,020	21,431	204,018	5,631,210				
Dec	81,406	4,958	126,958	8,349	12,392	234,062	10,705	34,224	13,963	58,891	295,291	7,470,884				
<b>TOTAL</b>	<b>1,022,125</b>	<b>50,866</b>	<b>1,233,910</b>	<b>39,810</b>	<b>169,145</b>	<b>2,515,855</b>	<b>64,869</b>	<b>177,908</b>	<b>104,060</b>	<b>346,837</b>	<b>2,937,012</b>	<b>75,269,197</b>				
<b>DOMESTIC</b>																
Jan	20,062	3,219	8,050	945	1,767	34,044	10,000	18,832	6,174	35,006	188,276	5,119,261				
Feb	20,326	1,065	6,068	449	1,179	29,086	5,282	14,163	4,494	23,939	156,916	4,230,014				
Mar	14,579	1,799	5,439	628	1,654	24,098	3,533	10,458	6,157	20,148	149,630	4,591,870				
Apr	13,840	1,715	5,315	407	890	22,167	3,431	10,538	11,166	25,134	147,000	4,074,471				
May	35,030	6,433	8,150	1,259	1,245	52,117	3,595	10,779	6,271	20,645	151,097	4,293,777				
Jun	26,594	2,314	6,955	1,324	1,100	38,288	3,458	9,307	5,551	18,316	192,125	5,223,758				
Jul	25,240	4,093	6,381	1,116	2,119	38,948	4,634	12,158	17,183	33,975	243,653	5,481,991				
Aug	25,129	2,268	7,310	936	1,646	37,289	4,033	11,750	8,332	24,114	209,912	4,711,021				
Sep	22,331	1,990	6,181	781	1,038	32,321	4,408	14,579	6,469	25,456	166,054	3,773,951				
Oct	23,630	2,445	4,434	708	1,226	32,444	6,427	14,722	8,885	30,034	184,528	4,186,257				
Nov	18,997	1,774	6,992	770	1,518	30,051	4,493	10,496	5,952	20,941	152,334	4,079,958				
Dec	32,592	2,728	6,638	2,195	2,113	46,266	10,658	32,806	13,683	57,147	215,934	5,376,347				
<b>TOTAL</b>	<b>278,350</b>	<b>31,843</b>	<b>77,913</b>	<b>11,518</b>	<b>17,494</b>	<b>417,118</b>	<b>63,951</b>	<b>170,588</b>	<b>100,317</b>	<b>334,856</b>	<b>2,157,459</b>	<b>55,142,678</b>				
<b>INTERNATIONAL</b>																
Jan	89,386	2,607	123,621	1,507	28,268	245,388	99	543	276	918	70,733	2,001,198				
Feb	69,206	1,056	100,722	756	12,045	183,785	140	345	152	637	52,354	1,735,870				
Mar	41,463	1,179	81,090	1,581	12,060	137,373	65	564	760	1,389	73,539	1,894,760				
Apr	56,248	1,291	85,675	1,521	7,314	152,050	90	480	633	1,203	80,111	1,622,420				
May	58,053	2,351	81,772	2,397	8,538	153,110	48	310	185	543	75,786	1,360,331				
Jun	48,950	1,302	96,493	3,937	14,038	164,720	65	648	167	880	50,472	1,447,733				
Jul	85,081	2,253	99,942	1,526	19,602	208,404	47	679	444	1,169	72,779	1,602,625				
Aug	73,355	1,702	90,212	1,517	14,284	181,069	28	880	269	1,177	65,680	1,750,473				
Sep	82,649	1,542	88,620	2,832	9,907	185,550	84	491	160	735	38,731	1,520,084				
Oct	51,388	755	102,460	1,061	8,095	163,759	140	606	349	1,095	68,328	1,545,237				
Nov	39,181	757	85,070	3,504	7,222	135,734	65	357	68	490	51,685	1,551,252				
Dec	48,814	2,229	120,320	6,154	10,279	187,796	47	1,418	280	1,744	79,356	2,094,536				
<b>TOTAL</b>	<b>743,775</b>	<b>19,023</b>	<b>1,155,996</b>	<b>28,292</b>	<b>151,650</b>	<b>2,098,736</b>	<b>918</b>	<b>7,320</b>	<b>3,743</b>	<b>11,981</b>	<b>779,553</b>	<b>20,126,519</b>				

**Table 10: Visitor Days Growth by Month and MMA**  
 % change 2015 vs. 2014R

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>																
Jan	3.3%	1.8%	-1.8%	-0.9%	-1.6%	7.9%	0.8%	3.6%	-3.6%	0.4%	10.0%	16.7%	10.8%			
Feb	7.0%	1.6%	-7.9%	-1.8%	-16.3%	-15.5%	-0.6%	-6.7%	2.5%	-7.5%	18.5%	42.0%	20.8%			
Mar	11.9%	0.4%	-7.9%	4.0%	47.1%	25.7%	1.6%	26.1%	-12.2%	16.7%	34.6%	48.0%	36.1%			
Apr	6.5%	6.0%	-1.4%	-9.5%	-12.8%	24.1%	-7.4%	-20.6%	-18.7%	-8.2%	-9.0%	17.3%	-5.3%			
May	9.5%	4.3%	5.2%	-14.1%	0.8%	-0.7%	13.4%	10.6%	0.1%	5.4%	19.7%	12.5%	18.6%			
Jun	5.4%	6.4%	-4.3%	1.9%	25.8%	-9.8%	26.2%	23.3%	19.0%	17.8%	13.2%	8.2%	12.3%			
Jul	5.4%	6.0%	5.5%	6.5%	13.7%	31.3%	10.7%	4.1%	19.2%	16.1%	13.5%	11.2%	13.0%			
Aug	3.2%	3.1%	1.6%	7.3%	12.4%	-10.8%	-5.9%	-7.9%	16.4%	-0.8%	9.0%	-4.4%	6.0%			
Sep	1.2%	-3.5%	1.4%	3.0%	-1.0%	14.3%	-4.0%	-27.3%	1.2%	-2.2%	16.3%	5.0%	14.3%			
Oct	3.6%	5.4%	-1.5%	-7.5%	-1.5%	-19.6%	-2.3%	-17.9%	10.7%	-3.6%	15.4%	1.0%	12.9%			
Nov	6.0%	6.8%	-0.9%	-8.0%	15.2%	-1.0%	-18.7%	-21.3%	-18.6%	-8.7%	4.5%	-10.0%	2.4%			
Dec	6.2%	10.0%	0.8%	-12.2%	3.1%	-5.9%	-10.0%	13.8%	-10.8%	-4.5%	-6.7%	9.2%	-4.7%			
<b>TOTAL</b>	5.8%	4.1%	-0.9%	-3.4%	6.6%	1.3%	-1.2%	-4.1%	1.3%	1.5%	10.5%	8.5%	10.2%			
<b>DOMESTIC</b>																
Jan	2.7%	0.7%	-39.4%	-14.3%	-1.7%	3.2%	-4.1%	4.4%	-5.0%	-2.5%	-3.5%	9.1%	-1.9%			
Feb	6.9%	-2.0%	14.5%	-17.9%	-24.5%	-17.4%	-7.4%	-3.9%	-6.8%	-13.3%	-3.5%	-17.1%	-5.9%			
Mar	10.5%	0.2%	-4.0%	-9.0%	6.3%	21.3%	5.7%	11.2%	1.1%	6.7%	3.2%	34.3%	8.0%			
Apr	6.5%	3.5%	24.1%	-20.0%	-5.7%	-1.1%	-15.3%	-18.5%	-6.1%	-9.2%	-10.2%	48.4%	-1.5%			
May	9.1%	4.2%	5.2%	-17.3%	-2.8%	-9.8%	7.1%	11.4%	-8.8%	-0.1%	-6.5%	23.1%	-2.2%			
Jun	6.0%	6.0%	-22.0%	-14.4%	24.7%	31.1%	14.5%	13.8%	9.6%	18.5%	-5.9%	-1.1%	-5.0%			
Jul	5.1%	3.9%	-23.4%	-18.9%	11.4%	6.6%	7.4%	-0.7%	11.5%	8.5%	-5.0%	3.1%	-3.3%			
Aug	2.6%	2.5%	1.7%	-15.6%	13.6%	-3.7%	-7.4%	-18.4%	13.8%	-2.0%	-11.3%	-26.5%	-14.4%			
Sep	3.2%	-1.1%	-10.6%	-21.4%	-1.2%	-4.9%	-5.9%	-27.7%	-10.9%	-7.1%	-10.1%	-19.7%	-11.6%			
Oct	5.6%	6.8%	-13.6%	-26.3%	-3.4%	-20.2%	-8.7%	-19.6%	8.1%	-6.6%	-14.5%	18.0%	-9.7%			
Nov	5.6%	7.9%	-5.1%	-32.8%	-9.4%	-29.9%	-20.5%	-26.5%	-23.9%	-19.7%	-11.3%	-2.1%	-9.8%			
Dec	6.8%	7.5%	-8.4%	-26.3%	-0.6%	-2.0%	-9.7%	10.4%	-12.8%	-5.3%	-9.1%	-4.2%	-8.3%			
<b>TOTAL</b>	5.9%	3.3%	-9.6%	-19.4%	1.3%	-3.4%	-4.7%	-9.4%	-1.9%	-2.8%	-8.0%	2.5%	-6.3%			
<b>INTERNATIONAL</b>																
Jan	39.0%	26.0%	-1.3%	6.1%	-0.4%	16.5%	58.9%	-4.6%	9.3%	19.8%	14.7%	19.9%	15.2%			
Feb	12.7%	179.0%	-8.1%	7.1%	42.6%	-11.4%	126.3%	-43.1%	138.2%	34.6%	21.3%	58.2%	24.5%			
Mar	100.4%	5.6%	-7.9%	11.1%	164.5%	35.0%	-19.8%	246.7%	-82.1%	55.6%	38.6%	50.6%	39.9%			
Apr	6.6%	77.5%	-1.5%	-6.3%	-44.0%	78.1%	43.8%	-30.1%	-56.7%	-4.1%	-8.8%	11.8%	-5.9%			
May	48.6%	7.7%	5.2%	-11.5%	26.0%	13.4%	73.0%	3.5%	95.4%	38.8%	24.4%	10.8%	22.2%			
Jun	-3.6%	19.0%	-4.2%	12.3%	33.8%	-41.1%	155.2%	334.4%	119.7%	15.0%	16.7%	10.0%	15.4%			
Jul	17.7%	45.0%	5.8%	36.5%	36.0%	148.0%	72.4%	80.7%	119.2%	94.8%	18.2%	13.0%	17.0%			
Aug	29.8%	18.1%	1.6%	34.0%	3.5%	-31.0%	17.1%	222.0%	37.8%	9.2%	12.7%	-0.9%	9.6%			
Sep	-92.3%	-85.1%	1.5%	26.5%	2.0%	56.2%	22.0%	-18.2%	267.5%	46.0%	23.5%	10.5%	21.1%			
Oct	-64.5%	-32.7%	-1.4%	11.7%	19.0%	-18.4%	111.4%	14.1%	53.0%	23.2%	23.3%	-2.5%	18.7%			
Nov	22.2%	-22.5%	-0.8%	11.5%	221.7%	48.8%	-5.5%	27.3%	38.5%	57.3%	6.7%	-11.3%	4.1%			
Dec	-17.8%	232.3%	0.9%	-5.6%	35.0%	-9.4%	-11.7%	62.1%	4.9%	-0.9%	-6.5%	11.4%	-4.3%			
<b>TOTAL</b>	2.6%	29.3%	-0.8%	6.3%	44.0%	10.3%	35.0%	79.1%	30.5%	29.1%	14.1%	9.7%	13.4%			



**Table 10: Visitor Days Growth by Month and MMA continued**  
 % change 2015 vs. 2014R

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL	
<b>TOTAL</b>													
Jan	-32.5%	-44.1%	-3.3%	-15.8%	-70.4%	-22.9%	-22.2%	36.9%	-10.4%	11.7%	0.4%	0.9%	
Feb	76.5%	55.0%	-5.0%	193.7%	12.9%	32.1%	-5.8%	-9.6%	-15.9%	-9.9%	-8.4%	2.9%	
Mar	28.8%	-6.9%	-0.3%	10.3%	19.4%	8.2%	14.5%	-10.1%	49.0%	13.0%	-5.0%	5.5%	
Apr	9.8%	-14.8%	9.3%	115.7%	-4.9%	9.6%	5.3%	-16.3%	-33.7%	-21.2%	-6.1%	2.5%	
May	10.2%	-58.5%	11.6%	-3.2%	18.7%	8.0%	36.3%	30.5%	17.9%	27.6%	8.7%	6.7%	
Jun	31.5%	20.3%	0.9%	-23.8%	1.2%	12.0%	8.8%	-0.1%	30.4%	10.6%	29.8%	6.3%	
Jul	-7.2%	-28.8%	16.2%	8.8%	-32.2%	0.3%	7.6%	16.3%	-4.8%	4.5%	6.9%	6.1%	
Aug	5.9%	-1.6%	14.9%	15.5%	-8.4%	8.8%	5.6%	-20.3%	16.2%	-3.7%	0.3%	3.1%	
Sep	-13.8%	-19.7%	-3.2%	-27.9%	-10.4%	-9.4%	6.2%	-35.5%	-13.3%	-22.8%	4.4%	0.7%	
Oct	1.8%	-10.2%	10.8%	43.2%	-9.2%	6.4%	-36.7%	-26.0%	-43.5%	-33.5%	1.7%	2.7%	
Nov	-14.9%	-10.5%	46.7%	-15.9%	14.5%	20.9%	-28.0%	-26.3%	-16.0%	-23.8%	10.3%	3.8%	
Dec	4.9%	-28.7%	14.4%	-20.2%	-1.0%	8.1%	13.5%	-26.0%	-20.3%	-17.4%	2.2%	3.2%	
<b>TOTAL</b>	6.8%	-21.7%	9.0%	2.6%	-17.6%	5.6%	-2.5%	-8.6%	-7.0%	-7.0%	3.9%	3.7%	
<b>DOMESTIC</b>													
Jan	-22.7%	-26.1%	-1.3%	-16.4%	-49.5%	-19.2%	-23.4%	37.0%	-9.9%	11.4%	4.4%	0.5%	
Feb	19.0%	51.8%	-25.8%	62.8%	-2.7%	10.6%	-4.5%	-11.2%	-18.5%	-11.1%	-2.4%	0.9%	
Mar	52.0%	1.0%	-10.0%	95.2%	6.9%	32.2%	14.1%	-11.9%	53.0%	12.5%	6.0%	5.5%	
Apr	19.5%	-30.7%	21.6%	144.4%	-28.2%	16.5%	1.8%	-18.9%	-33.5%	-22.5%	-3.8%	3.8%	
May	21.1%	-60.5%	-26.9%	19.9%	36.4%	3.9%	31.8%	27.4%	5.3%	21.5%	13.7%	6.4%	
Jun	30.8%	21.4%	-18.6%	34.4%	48.5%	21.9%	8.2%	1.4%	28.2%	10.8%	19.6%	6.4%	
Jul	-8.1%	-36.1%	18.4%	11.5%	-28.7%	-7.3%	4.0%	17.1%	-3.8%	4.7%	1.9%	3.7%	
Aug	8.5%	1.0%	-18.7%	2.0%	-32.8%	0.8%	4.9%	-16.8%	11.4%	-3.4%	-1.0%	1.4%	
Sep	-16.2%	-31.1%	-13.8%	-8.4%	19.1%	-15.3%	3.5%	-35.3%	-14.5%	-23.3%	-2.1%	-0.1%	
Oct	17.6%	-25.5%	8.7%	29.7%	-37.2%	11.4%	-39.0%	-26.2%	-42.0%	-33.6%	5.4%	3.4%	
Nov	-14.8%	3.0%	-28.0%	-29.8%	-59.4%	-19.5%	-28.5%	-27.8%	-21.0%	-26.0%	2.6%	2.4%	
Dec	-17.9%	-9.4%	-20.4%	-12.5%	-45.0%	-18.8%	-4.2%	-25.1%	-20.0%	-20.0%	3.3%	4.1%	
<b>TOTAL</b>	6.2%	-22.3%	-10.9%	15.7%	-19.0%	0.0%	-6.7%	-8.7%	-8.4%	-8.2%	4.0%	3.3%	
<b>INTERNATIONAL</b>													
Jan	-34.7%	-66.2%	-3.4%	-15.3%	-71.7%	-23.4%	99.5%	32.6%	-21.3%	23.6%	-10.2%	2.0%	
Feb	93.5%	58.3%	-3.7%	271.3%	14.5%	35.5%	-57.7%	59.6%	59.2%	33.7%	-26.4%	7.7%	
Mar	20.6%	-18.9%	0.3%	-23.5%	-23.0%	4.0%	36.0%	22.9%	16.3%	19.9%	-27.3%	5.8%	
Apr	7.4%	6.3%	8.5%	108.0%	-2.1%	8.6%	141.4%	40.5%	-37.0%	7.3%	-10.2%	-0.9%	
May	3.6%	-53.0%	15.4%	-15.3%	16.1%	9.4%	373.2%	136.6%	444.3%	262.3%	-1.4%	7.7%	
Jun	31.8%	18.4%	2.3%	-43.3%	-2.5%	9.7%	39.3%	-21.5%	103.3%	6.7%	68.7%	6.1%	
Jul	-7.0%	-15.5%	16.0%	6.8%	-32.6%	1.7%	365.5%	0.7%	-41.8%	-0.9%	23.4%	14.1%	
Aug	4.9%	-5.0%	17.6%	23.9%	-5.6%	10.5%	111.6%	-67.3%	164.9%	-10.0%	4.3%	7.8%	
Sep	-13.2%	-4.9%	-2.5%	-33.3%	-13.5%	-8.3%	146.9%	-41.3%	34.9%	-3.2%	32.2%	2.9%	
Oct	-5.5%	39.5%	10.9%	52.3%	-5.0%	5.4%	69.3%	-21.6%	-82.2%	-29.3%	-8.2%	0.6%	
Nov	-15.0%	-42.0%	52.8%	-12.8%	30.0%	29.8%	5.8%	16.7%	428.8%	72.4%	33.2%	7.5%	
Dec	20.2%	-52.3%	16.3%	-22.9%	8.1%	14.7%	4052.9%	-44.7%	-32.5%	66.9%	-0.9%	0.7%	
<b>TOTAL</b>	7.0%	-20.8%	10.4%	-2.7%	-17.4%	6.7%	293.0%	-6.9%	30.5%	27.8%	3.5%	5.0%	

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air)**  
2015

2015	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL	242,996	157,170	111,706	71,278	2,550	1,190	2,400	434	945	7,519	27,623	3,983	31,606				
Jan	242,651	142,888	114,764	64,288	2,775	1,688	3,127	455	920	8,965	17,839	2,171	20,010				
Feb	308,139	170,061	127,766	76,610	4,916	1,341	3,406	447	1,084	11,193	21,957	3,233	25,190				
Mar	297,990	136,331	96,135	45,019	4,329	1,793	2,821	337	1,189	10,469	24,055	5,198	29,254				
Apr	293,064	152,946	115,529	26,174	4,351	1,600	4,232	618	1,411	12,212	32,123	6,072	38,194				
May	343,203	184,698	116,025	18,530	4,055	1,727	3,028	1,164	1,428	11,403	29,585	7,274	36,859				
Jun	347,142	187,463	132,061	26,639	5,446	2,789	3,846	1,269	2,836	16,186	29,099	7,307	36,407				
Jul	314,877	145,627	153,081	27,996	6,384	2,972	5,512	3,270	1,456	19,594	27,301	6,572	33,873				
Aug	242,170	106,802	135,796	20,324	5,507	1,647	4,586	1,210	1,846	14,796	40,435	7,574	48,009				
Sep	269,426	128,802	131,841	29,185	4,600	1,687	4,475	927	1,723	13,412	31,397	5,904	37,300				
Oct	287,114	118,947	120,454	43,041	2,722	1,283	3,033	425	1,011	8,475	24,927	3,748	28,675				
Nov	318,881	171,933	127,145	63,240	3,438	1,902	3,324	892	1,239	10,795	29,501	4,741	34,241				
Dec	3,507,652	1,803,670	1,482,304	512,323	51,073	21,620	43,788	11,448	17,089	145,019	335,842	63,777	399,619				
<b>DOMESTIC</b>	233,735	141,993	680	20,313	2,065	648	2,026	358	781	5,878	8,056	1,178	9,234				
Jan	235,704	133,589	661	19,595	2,117	949	2,710	385	770	6,931	2,254	399	2,653				
Feb	295,201	163,140	878	25,380	2,665	774	2,813	357	890	7,498	2,608	552	3,160				
Mar	288,320	127,152	602	9,793	3,466	858	2,285	262	928	7,799	4,482	1,086	5,569				
Apr	287,488	146,762	772	11,448	3,620	819	3,506	540	1,191	9,676	5,020	1,042	6,061				
May	333,225	176,167	790	5,906	3,430	984	2,560	1,015	1,195	1,202	5,175	1,202	6,377				
Jun	337,946	172,520	780	10,549	4,637	1,829	3,321	1,076	2,382	13,245	6,530	1,547	8,078				
Jul	305,518	137,481	1,098	12,067	5,527	2,269	4,983	2,812	1,270	16,861	4,716	1,004	5,720				
Aug	241,615	106,195	877	7,371	4,909	1,020	4,091	1,094	1,575	12,689	8,663	1,395	10,058				
Sep	264,743	124,623	762	11,375	4,043	1,110	3,972	844	1,546	11,515	6,760	1,433	8,192				
Oct	276,789	113,338	697	13,125	2,223	531	2,600	342	847	6,544	3,596	626	4,222				
Nov	310,154	163,819	1,020	16,356	2,793	897	2,758	774	1,055	8,277	3,631	683	4,313				
Dec	3,410,437	1,706,781	9,618	163,277	41,495	12,689	37,623	9,859	14,431	116,098	61,491	12,147	73,638				
<b>INTERNATIONAL</b>	9,261	15,177	111,026	50,965	485	542	374	76	164	1,641	19,567	2,805	22,372				
Jan	6,947	9,299	114,103	44,693	658	739	417	70	150	2,034	15,585	1,772	17,357				
Feb	12,938	6,921	126,888	51,230	2,251	567	593	90	194	3,695	19,349	2,681	22,030				
Mar	9,670	9,179	95,533	35,226	863	935	536	75	261	2,670	19,573	4,112	23,685				
Apr	5,576	6,184	114,757	14,726	731	781	726	78	220	2,536	27,103	5,030	32,133				
May	9,978	8,531	115,235	12,624	625	743	468	149	233	2,218	24,410	6,072	30,482				
Jun	9,196	14,943	131,281	16,090	809	960	525	193	454	2,941	22,569	5,760	28,329				
Jul	9,359	8,146	151,983	15,929	857	703	529	458	186	2,733	22,585	5,568	28,153				
Aug	555	607	134,919	12,953	598	627	495	116	271	2,107	31,772	6,179	37,951				
Sep	4,683	4,179	131,079	17,810	557	577	503	83	177	1,897	24,637	4,471	29,108				
Oct	10,325	5,609	119,757	29,916	499	752	433	83	164	1,931	21,331	3,122	24,453				
Nov	8,727	8,114	126,125	46,884	645	1,005	566	118	184	2,518	25,870	4,058	29,928				
Dec	97,215	96,889	1,472,686	349,046	9,578	8,931	6,165	1,589	2,658	28,921	274,351	51,630	325,981				

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued**  
2015

2015	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
<b>TOTAL</b>	10,476	286	18,164	339	1,164	30,429	658	1,815	553	3,026	20,490	676,221				
Jan	22,112	387	13,857	308	1,706	38,370	402	1,192	424	2,019	19,697	653,652				
Feb	10,386	319	12,711	324	1,276	25,016	442	808	912	2,162	21,852	767,989				
Mar	12,747	312	15,007	370	1,023	29,459	333	840	933	2,106	21,025	667,787				
Apr	18,759	488	15,144	456	1,512	36,358	458	1,100	837	2,394	24,175	701,047				
May	17,048	474	13,723	460	2,053	33,758	315	849	802	1,966	30,531	776,972				
Jun	15,861	463	15,657	342	1,791	34,115	486	1,519	1,724	3,729	31,858	815,600				
Jul	16,512	393	15,052	323	1,647	33,927	279	916	838	2,033	26,531	757,539				
Aug	15,893	313	14,356	289	1,310	32,160	446	808	631	1,885	21,956	623,899				
Sep	13,440	333	18,213	336	1,281	33,604	368	945	598	1,911	24,558	670,039				
Oct	8,673	271	20,256	339	1,186	30,724	271	548	586	1,406	20,695	659,531				
Nov	11,613	397	21,519	808	1,576	35,913	585	1,618	1,139	3,342	27,252	792,742				
Dec	173,520	4,437	193,658	4,693	17,525	393,833	5,042	12,959	9,977	27,978	290,621	8,563,018				
<b>DOMESTIC</b>	2,161	142	963	104	116	3,486	638	1,719	466	2,823	15,148	433,291				
Jan	3,938	191	709	92	140	5,070	396	1,126	387	1,910	14,372	420,485				
Feb	3,863	227	650	133	251	5,124	433	742	844	2,019	15,804	518,204				
Mar	3,175	158	977	90	87	4,487	311	759	872	1,942	14,369	460,032				
Apr	7,143	349	860	194	227	8,772	435	1,012	683	2,129	16,926	490,035				
May	5,934	291	871	170	218	7,484	302	788	750	1,840	22,359	563,332				
Jun	4,421	246	974	133	149	5,924	464	1,437	1,638	3,539	23,682	576,263				
Jul	4,692	261	735	130	141	5,959	273	868	729	1,870	19,765	506,339				
Aug	3,696	153	611	73	192	4,724	425	760	598	1,783	15,722	401,035				
Sep	5,230	216	699	118	116	6,380	344	888	567	1,799	18,401	447,790				
Oct	2,777	177	643	71	101	3,768	264	498	531	1,294	14,600	434,377				
Nov	3,652	269	756	211	145	5,033	433	1,524	1,076	3,033	18,952	530,957				
Dec	50,682	2,681	9,447	1,518	1,883	66,211	4,717	12,122	9,141	25,980	210,101	5,782,140				
<b>INTERNATIONAL</b>	8,315	144	17,201	235	1,048	26,943	20	96	87	203	5,342	242,930				
Jan	18,174	196	13,148	216	1,566	33,300	6	66	37	109	5,325	233,167				
Feb	6,523	92	12,061	191	1,025	19,892	9	66	68	143	6,048	249,785				
Mar	9,572	154	14,030	280	936	24,972	22	81	61	164	6,656	207,755				
Apr	11,616	139	14,284	262	1,285	27,586	23	88	154	265	7,249	211,012				
May	11,114	183	12,852	290	1,835	26,274	13	61	52	126	8,172	213,640				
Jun	11,440	217	14,683	209	1,642	28,191	22	82	86	190	8,176	239,337				
Jul	11,820	132	14,317	193	1,506	27,968	6	48	109	163	6,766	251,200				
Aug	12,197	160	13,745	216	1,118	27,436	21	48	33	102	6,234	222,864				
Sep	8,210	117	17,514	218	1,165	27,224	24	57	31	112	6,157	222,249				
Oct	5,896	94	19,613	288	1,085	26,956	7	50	55	112	6,095	225,154				
Nov	7,961	128	20,763	597	1,431	30,880	152	94	63	309	8,300	261,785				
Dec	122,838	1,756	184,211	3,175	15,642	327,622	325	837	836	1,998	80,520	2,780,878				

Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued  
2014R

2014R	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL	230,363	152,502	116,632	70,920	2,808	1,264	2,327	429	1,021	7,849	26,563	3,207	29,769			
Jan	221,595	142,678	124,899	66,809	3,103	1,771	3,378	447	889	9,589	14,927	1,992	16,918			
Feb	267,278	167,583	135,120	74,822	4,632	1,333	2,908	389	987	10,249	17,173	2,280	19,453			
Mar	274,592	127,228	96,396	49,165	4,311	1,470	3,699	500	1,434	11,414	26,678	4,891	31,569			
Apr	261,269	143,329	108,547	29,449	4,004	1,485	3,570	553	1,362	10,974	27,285	5,652	32,936			
May	316,300	170,722	121,770	17,093	3,335	1,632	2,580	815	1,215	9,577	27,679	5,954	33,633			
Jun	326,903	174,833	130,685	24,500	4,946	2,617	3,561	1,374	2,555	15,053	26,478	7,745	34,223			
Jul	301,533	140,621	156,692	25,783	5,476	3,109	5,358	3,347	1,228	18,518	26,806	7,308	34,114			
Aug	231,268	108,799	138,069	19,577	5,380	1,585	4,840	1,352	1,643	14,801	35,497	7,482	42,979			
Sep	257,637	121,931	134,787	29,810	4,656	2,087	4,716	1,087	1,782	14,328	28,397	5,711	34,109			
Oct	269,509	107,470	122,440	45,218	2,725	1,555	3,666	514	1,169	9,629	23,476	4,354	27,830			
Nov	297,228	155,389	125,702	69,615	3,123	2,025	3,150	805	1,282	10,385	29,136	4,697	33,833			
Dec	3,255,475	1,713,085	1,511,739	522,761	48,500	21,932	43,752	11,613	16,569	142,366	310,095	61,272	371,367			
<b>DOMESTIC</b>																
Jan	224,663	140,958	715	24,118	2,213	566	2,058	364	888	6,089	8,552	1,132	9,683			
Feb	215,657	137,907	651	24,523	2,623	1,187	3,041	404	767	8,023	2,369	461	2,829			
Mar	261,121	160,153	832	28,097	2,548	645	2,555	307	795	6,850	2,568	401	2,969			
Apr	267,592	122,561	507	12,041	3,624	780	2,847	400	1,078	8,729	4,861	894	5,755			
May	257,342	138,128	748	13,826	3,424	780	3,122	483	1,188	8,997	5,464	989	6,452			
Jun	304,798	162,333	836	6,314	2,803	732	2,246	750	1,050	7,581	5,402	1,098	6,500			
Jul	315,404	162,811	956	12,798	4,309	1,656	3,183	1,256	2,275	12,679	7,222	1,691	8,913			
Aug	294,016	132,135	1,130	14,088	4,883	2,494	4,943	3,166	1,104	16,590	5,526	1,321	6,847			
Sep	224,427	105,260	932	9,311	4,950	901	4,556	1,271	1,537	13,216	9,661	1,637	11,298			
Oct	248,638	115,671	953	15,319	4,180	1,453	4,439	1,016	1,661	12,749	7,645	1,391	9,037			
Nov	258,180	101,667	787	19,359	2,331	814	3,249	442	1,061	7,897	3,973	796	4,769			
Dec	284,720	151,717	997	21,935	2,565	823	2,669	690	1,162	7,909	3,888	753	4,641			
<b>TOTAL</b>	<b>3,156,558</b>	<b>1,631,301</b>	<b>10,044</b>	<b>201,729</b>	<b>40,454</b>	<b>12,830</b>	<b>38,907</b>	<b>10,550</b>	<b>14,568</b>	<b>117,309</b>	<b>67,131</b>	<b>12,563</b>	<b>79,694</b>			
<b>INTERNATIONAL</b>																
Jan	5,700	11,544	115,917	46,802	595	698	269	65	133	1,760	18,011	2,075	20,086			
Feb	5,938	4,771	124,248	42,286	480	584	337	43	122	1,566	12,558	1,531	14,089			
Mar	6,157	7,430	134,288	46,725	2,084	688	353	82	192	3,399	14,605	1,879	16,484			
Apr	7,000	4,667	95,889	37,124	687	690	852	100	356	2,685	21,817	3,997	25,814			
May	3,927	5,201	107,799	15,623	580	705	448	70	174	1,977	21,821	4,663	26,484			
Jun	11,502	8,389	120,934	10,779	532	900	334	65	165	1,996	22,277	4,856	27,133			
Jul	11,499	12,022	129,729	11,702	637	961	378	118	280	2,374	19,256	6,054	25,310			
Aug	7,517	8,486	155,562	11,695	593	615	415	181	124	1,928	21,280	5,987	27,267			
Sep	6,841	3,539	137,137	10,266	430	684	284	81	106	1,585	25,836	5,845	31,681			
Oct	8,999	6,260	133,834	14,491	476	634	277	71	121	1,579	20,752	4,320	25,072			
Nov	11,329	5,803	121,653	25,859	394	741	417	72	108	1,732	19,503	3,558	23,061			
Dec	12,508	3,672	124,705	47,680	558	1,202	481	115	120	2,476	25,248	3,944	29,192			
<b>TOTAL</b>	<b>98,917</b>	<b>81,784</b>	<b>1,501,695</b>	<b>321,032</b>	<b>8,046</b>	<b>9,102</b>	<b>4,845</b>	<b>1,063</b>	<b>2,001</b>	<b>25,057</b>	<b>242,964</b>	<b>48,709</b>	<b>291,673</b>			

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued**  
2014R

2014R	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER					
TOTAL	15,527	463	18,435	384	3,404	38,213	911	1,504	555	2,969	21,943	21,114	671,160			
Jan	13,008	221	14,480	254	1,741	29,704	535	1,206	511	2,252	21,114	21,114	635,558			
Feb	7,892	308	12,386	226	1,852	22,663	367	1,036	679	2,082	22,665	22,665	721,915			
Mar	11,585	371	14,098	272	1,188	27,513	331	979	1,311	2,621	23,462	23,462	643,960			
Apr	15,885	747	14,472	577	1,302	32,982	311	1,078	675	2,064	22,235	22,235	643,786			
May	13,387	468	14,201	481	1,816	30,354	218	799	524	1,541	23,023	23,023	724,012			
Jun	17,220	692	14,563	327	2,140	34,942	430	1,240	1,753	3,423	29,064	29,064	773,626			
Jul	15,441	453	13,356	301	1,747	31,298	325	959	791	2,074	25,125	25,125	735,758			
Aug	16,150	413	14,616	273	1,296	32,748	421	1,346	669	2,435	20,580	20,580	611,256			
Sep	12,061	373	16,626	307	1,354	30,721	651	1,418	758	2,828	24,488	24,488	650,638			
Oct	9,871	262	13,831	408	1,207	25,579	312	764	609	1,685	21,031	21,031	630,391			
Nov	11,691	496	17,055	759	1,393	31,394	404	2,210	1,211	3,826	26,910	26,910	754,282			
Dec	159,718	5,268	178,118	4,567	20,440	368,110	5,216	14,538	10,047	29,800	281,639	281,639	8,196,342			
TOTAL	2,600	209	1,096	105	230	4,240	900	1,452	517	2,868	14,229	14,229	427,563			
Jan	3,539	122	923	55	194	4,833	520	1,173	492	2,185	14,516	14,516	411,124			
Feb	2,380	197	700	74	212	3,562	360	982	641	1,983	14,628	14,628	480,195			
Mar	2,739	211	870	59	125	4,003	321	933	1,224	2,478	14,818	14,818	438,484			
Apr	6,233	313	1,241	149	172	8,107	305	1,016	638	1,959	14,830	14,830	450,390			
May	4,575	293	866	149	155	6,039	211	737	501	1,449	17,302	17,302	513,151			
Jun	4,305	427	1,004	109	280	6,125	425	1,175	1,692	3,292	22,291	22,291	545,269			
Jul	4,389	295	901	119	206	5,910	322	904	754	1,979	19,168	19,168	491,863			
Aug	4,164	230	723	96	168	5,381	412	1,299	647	2,357	15,047	15,047	387,229			
Sep	4,195	246	735	99	215	5,490	637	1,360	710	2,708	17,946	17,946	428,510			
Oct	2,876	162	649	116	214	4,017	305	713	575	1,593	14,311	14,311	412,580			
Nov	4,581	274	837	218	227	6,137	399	2,105	1,169	3,674	17,971	17,971	499,701			
Dec	46,576	2,980	10,544	1,346	2,398	63,843	5,117	13,848	9,561	28,525	197,056	197,056	5,486,059			
TOTAL	12,927	254	17,339	279	3,174	33,973	11	52	38	101	7,714	7,714	243,597			
Jan	9,469	99	13,557	199	1,547	24,871	15	33	19	67	6,598	6,598	224,434			
Feb	5,512	111	11,686	152	1,640	19,101	7	54	38	99	8,037	8,037	241,720			
Mar	8,846	160	13,228	213	1,063	23,510	10	46	87	143	8,644	8,644	205,476			
Apr	9,652	434	13,231	428	1,130	24,875	6	62	37	105	7,405	7,405	193,396			
May	8,812	175	13,335	332	1,661	24,315	7	62	23	92	5,721	5,721	210,861			
Jun	12,915	265	13,559	218	1,860	28,817	5	65	61	131	6,773	6,773	228,357			
Jul	11,052	158	12,455	182	1,541	25,388	3	55	37	95	5,957	5,957	243,895			
Aug	11,986	183	13,893	177	1,128	27,367	9	47	22	78	5,533	5,533	224,027			
Sep	7,866	127	15,891	208	1,139	25,231	14	58	48	120	6,542	6,542	222,128			
Oct	6,995	100	13,182	292	993	21,562	7	51	34	92	6,720	6,720	217,811			
Nov	7,110	222	16,218	541	1,166	25,257	5	105	42	152	8,939	8,939	254,581			
Dec	113,142	2,288	167,574	3,221	18,042	304,267	99	690	486	1,275	84,583	84,583	2,710,283			

**Table 12: Visitor Arrivals Growth by Month and MMA**  
 % change 2015 vs. 2014R

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA			% change
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA	TOTAL					
TOTAL	5.5%	3.1%	-4.2%	0.5%	-9.2%	-5.8%	3.1%	1.1%	-7.5%	-4.2%	4.0%	24.2%	6.2%	Jan					
Jan	9.5%	0.1%	-8.1%	-3.8%	-10.6%	-4.7%	1.8%	3.5%	-7.5%	-6.5%	19.5%	9.0%	18.3%	Feb					
Feb	15.3%	1.5%	-5.4%	2.4%	0.6%	17.1%	15.0%	9.8%	3.5%	-6.5%	27.9%	41.8%	29.5%	Mar					
Mar	8.5%	7.2%	-0.3%	-8.4%	0.4%	22.0%	-23.7%	-32.5%	-17.1%	-8.3%	-9.8%	6.3%	-7.3%	Apr					
Apr	12.2%	6.7%	6.4%	-11.1%	8.7%	7.8%	18.5%	11.7%	3.6%	11.3%	17.7%	7.4%	16.0%	May					
May	8.5%	8.2%	-4.7%	8.4%	21.6%	5.9%	17.4%	42.7%	17.5%	19.1%	6.9%	22.2%	9.6%	Jun					
Jun	6.2%	7.2%	1.1%	8.7%	10.1%	6.8%	8.0%	-7.6%	11.0%	7.5%	9.9%	-5.7%	6.4%	Jul					
Jul	4.4%	3.6%	-2.3%	8.6%	16.6%	-4.4%	2.9%	-2.3%	18.5%	5.8%	1.8%	-10.1%	-0.7%	Aug					
Aug	4.7%	-1.8%	-1.6%	3.8%	2.4%	3.9%	-5.2%	-10.5%	12.4%	0.0%	13.9%	1.2%	11.7%	Sep					
Sep	4.6%	5.6%	-2.2%	-2.1%	-1.2%	-19.2%	-5.1%	-14.7%	-3.3%	-6.4%	10.6%	3.4%	9.4%	Oct					
Oct	6.5%	10.7%	-1.6%	-4.8%	-0.1%	-17.4%	-17.3%	-17.4%	-13.5%	-12.0%	6.2%	-13.9%	3.0%	Nov					
Nov	7.3%	10.6%	1.1%	-9.2%	10.1%	-6.1%	5.5%	10.8%	-3.3%	3.9%	1.3%	0.9%	1.2%	Dec					
Dec	TOTAL	7.7%	-1.9%	-2.0%	5.3%	-1.4%	0.1%	-1.4%	3.1%	1.9%	8.3%	4.1%	7.6%	TOTAL					
<b>DOMESTIC</b>																			
Jan	4.0%	0.7%	-4.8%	-15.8%	-6.7%	14.5%	-1.6%	-1.7%	-12.1%	-3.5%	-5.8%	4.1%	-4.6%	Jan					
Feb	9.3%	-3.1%	1.5%	-20.1%	-19.3%	-20.0%	-10.9%	-4.7%	0.4%	-13.6%	-4.8%	-13.3%	-6.2%	Feb					
Mar	13.1%	1.9%	5.5%	-9.7%	4.6%	20.0%	10.1%	16.5%	12.0%	9.5%	1.6%	37.7%	6.4%	Mar					
Apr	7.7%	3.7%	18.7%	-18.7%	-4.3%	10.0%	-19.8%	-34.4%	-13.9%	-10.6%	-7.8%	21.6%	-3.2%	Apr					
May	11.7%	6.3%	3.1%	-17.2%	5.7%	5.0%	12.3%	11.8%	0.2%	7.5%	-8.1%	5.4%	-6.1%	May					
Jun	9.3%	8.5%	-5.5%	-6.5%	22.4%	34.5%	14.0%	35.2%	13.8%	21.2%	-4.2%	9.5%	-1.9%	Jun					
Jul	7.1%	6.0%	-18.3%	-17.6%	7.6%	10.5%	4.3%	-14.3%	4.7%	4.5%	-9.6%	-8.5%	-9.4%	Jul					
Aug	3.9%	4.0%	-2.9%	-14.4%	13.2%	-9.0%	0.8%	-11.2%	15.0%	1.6%	-14.7%	-24.0%	-16.5%	Aug					
Sep	7.7%	0.9%	-5.9%	-20.8%	-0.8%	13.1%	-10.2%	-14.0%	2.5%	-4.0%	-10.3%	-14.8%	-11.0%	Sep					
Oct	6.5%	7.7%	-20.0%	-25.7%	-3.3%	-23.6%	-10.5%	-16.9%	-6.9%	-9.7%	-11.6%	3.0%	-9.3%	Oct					
Nov	7.2%	11.5%	-11.5%	-32.2%	-4.6%	-34.7%	-20.0%	-22.7%	-20.1%	-17.1%	-9.5%	-21.4%	-11.5%	Nov					
Dec	8.9%	8.0%	2.4%	-25.4%	8.9%	9.0%	3.3%	12.2%	-9.2%	4.7%	-6.6%	-9.3%	-7.1%	Dec					
TOTAL	8.0%	4.6%	-4.2%	-19.1%	2.6%	-1.1%	-3.3%	-6.5%	-0.9%	-1.0%	-8.4%	-3.3%	-7.6%	TOTAL					
<b>INTERNATIONAL</b>																			
Jan	62.5%	31.5%	-4.2%	8.9%	-18.5%	-22.3%	39.0%	16.9%	23.3%	-6.8%	8.6%	35.2%	11.4%	Jan					
Feb	17.0%	94.9%	-8.2%	5.7%	37.1%	26.5%	23.7%	62.8%	23.0%	29.9%	24.1%	15.7%	23.2%	Feb					
Mar	110.1%	-6.9%	-5.5%	9.6%	8.0%	-17.6%	68.0%	9.8%	1.0%	8.7%	32.5%	42.7%	33.6%	Mar					
Apr	38.1%	96.7%	-0.4%	-5.1%	25.6%	35.5%	-37.1%	-25.0%	-26.7%	-0.6%	-10.3%	2.9%	-8.2%	Apr					
May	42.0%	18.9%	6.5%	-5.7%	26.0%	10.8%	62.1%	11.4%	26.4%	28.3%	24.2%	7.9%	21.3%	May					
Jun	-13.2%	1.7%	-4.7%	17.1%	17.5%	-17.4%	40.1%	129.2%	41.2%	11.1%	9.6%	25.0%	12.3%	Jun					
Jul	-20.0%	24.3%	1.2%	37.5%	27.0%	-0.1%	38.9%	63.6%	62.1%	23.9%	17.2%	-4.9%	11.9%	Jul					
Aug	24.5%	-4.0%	-2.3%	36.2%	44.5%	14.3%	27.5%	153.0%	50.0%	41.8%	6.1%	-7.0%	3.2%	Aug					
Sep	-91.9%	-82.8%	-1.6%	26.2%	39.1%	-8.3%	74.3%	43.2%	155.7%	32.9%	23.0%	5.7%	19.8%	Sep					
Oct	-48.0%	-33.2%	-2.1%	22.9%	17.0%	-9.0%	81.6%	16.9%	46.3%	20.1%	18.7%	3.5%	16.1%	Oct					
Nov	-8.9%	-3.3%	-1.6%	15.7%	26.6%	1.5%	3.8%	15.3%	51.9%	11.5%	9.4%	-12.3%	6.0%	Nov					
Dec	-30.2%	121.0%	1.1%	-1.7%	15.6%	-16.4%	17.7%	2.6%	53.3%	1.7%	2.5%	2.9%	2.5%	Dec					
TOTAL	-1.7%	18.5%	-1.9%	8.7%	19.0%	-1.9%	27.2%	49.5%	32.8%	15.4%	12.9%	6.0%	11.8%	TOTAL					

**Table 12: Visitor Arrivals Growth by Month and MMA continued**  
 % change 2015 vs. 2014R

OTHER ASIA MMA										LATIN AMERICA MMA					OTHER MMA	TOTAL
CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS					
-32.5%	-38.3%	-1.5%	-11.7%	-65.8%	-20.4%	-27.7%	20.7%	-0.5%	1.9%	-6.6%	0.8%					
70.0%	74.7%	-4.3%	21.3%	-2.0%	29.2%	-24.9%	-1.1%	-17.0%	-10.4%	-6.7%	2.8%					
31.6%	3.7%	2.6%	43.7%	-31.1%	10.4%	20.3%	-22.0%	34.3%	3.8%	-3.6%	6.4%					
10.0%	-15.9%	6.4%	36.0%	-13.9%	7.1%	0.5%	-14.2%	-28.8%	-19.7%	-10.4%	3.7%					
18.1%	-34.7%	4.6%	-20.9%	16.2%	10.2%	47.3%	2.0%	23.9%	16.0%	8.7%	8.9%					
27.3%	1.5%	-3.4%	-4.4%	13.0%	11.2%	44.6%	6.3%	53.0%	27.6%	32.6%	7.3%					
-7.9%	-33.1%	7.5%	4.6%	-16.3%	-2.4%	12.9%	22.5%	-1.7%	8.9%	9.6%	5.4%					
6.9%	-13.2%	12.7%	7.2%	-5.7%	8.4%	-14.2%	-4.4%	6.0%	-2.0%	5.6%	3.0%					
-1.6%	-24.2%	-1.8%	5.9%	1.1%	-1.8%	6.1%	-40.0%	-5.6%	-22.6%	6.7%	2.1%					
11.4%	-10.7%	9.5%	9.5%	-5.4%	9.4%	-43.5%	-33.4%	-21.1%	-32.4%	0.3%	3.0%					
-12.1%	3.4%	46.5%	-17.0%	-1.7%	20.1%	-13.0%	-28.2%	-3.8%	-16.6%	-1.6%	4.6%					
-0.7%	-20.0%	26.2%	6.5%	13.1%	14.4%	44.6%	-26.8%	-6.0%	-12.7%	1.3%	5.1%					
8.6%	-15.8%	8.7%	2.8%	-14.3%	7.0%	-3.3%	-10.9%	-0.7%	-6.1%	3.2%	4.5%					
-16.9%	-32.1%	-12.1%	-0.8%	-49.4%	-17.8%	-29.0%	18.4%	-10.0%	-1.6%	6.5%	1.3%					
11.3%	55.9%	-23.2%	67.5%	-27.8%	4.9%	-23.9%	-4.0%	-21.3%	-12.6%	-1.0%	2.3%					
62.3%	15.4%	-7.1%	81.0%	18.5%	43.8%	20.2%	-24.4%	31.7%	1.8%	8.0%	7.9%					
15.9%	-25.0%	12.3%	52.6%	-30.5%	12.1%	-3.2%	-18.6%	-28.8%	-21.6%	-3.0%	4.9%					
14.6%	11.4%	-30.7%	30.3%	32.3%	8.2%	42.6%	-0.4%	7.0%	8.7%	14.1%	8.8%					
29.7%	-0.4%	0.5%	14.1%	40.5%	23.9%	43.3%	6.9%	49.7%	27.0%	29.2%	9.8%					
2.7%	-42.4%	-3.0%	22.1%	-46.8%	-3.3%	9.0%	22.3%	-3.2%	7.5%	6.2%	5.7%					
6.9%	-11.5%	-18.4%	9.1%	-31.4%	0.8%	-15.2%	-3.9%	-3.2%	-5.5%	3.1%	2.9%					
-11.2%	-33.4%	-15.6%	-24.1%	14.2%	-12.2%	3.3%	-41.5%	-7.5%	-24.3%	4.5%	3.6%					
24.7%	-12.1%	-4.9%	19.4%	-46.0%	16.2%	-46.1%	-34.7%	-20.1%	-33.6%	2.5%	4.5%					
-3.4%	9.2%	-0.9%	-39.1%	-52.9%	-6.2%	-13.3%	-30.1%	-7.7%	-18.8%	2.0%	5.3%					
-20.3%	-1.9%	-9.6%	-3.2%	-36.4%	-18.0%	8.3%	-27.6%	-8.0%	-17.5%	5.5%	6.3%					
8.8%	-10.0%	-10.4%	12.8%	-21.5%	3.7%	-7.8%	-12.5%	-4.4%	-8.9%	6.6%	5.4%					
-35.7%	-43.3%	-0.8%	-15.8%	-67.0%	-20.7%	81.8%	84.6%	128.9%	101.0%	-30.7%	-0.3%					
91.9%	98.0%	-3.0%	8.5%	1.2%	33.9%	-60.0%	100.0%	94.7%	62.7%	-19.3%	3.9%					
18.3%	-17.1%	3.2%	25.7%	-37.5%	4.1%	28.6%	22.2%	78.9%	44.4%	-24.7%	3.3%					
8.2%	-3.7%	6.1%	31.5%	-11.9%	6.2%	120.0%	76.1%	-29.9%	14.7%	-23.0%	1.1%					
20.3%	-68.0%	8.0%	-38.8%	13.7%	10.9%	283.3%	41.9%	316.2%	152.4%	-2.1%	9.1%					
26.1%	4.6%	-3.6%	-12.7%	10.5%	8.1%	85.7%	-1.6%	126.1%	37.0%	42.8%	1.3%					
-11.4%	-18.1%	8.3%	-4.1%	-11.7%	-2.2%	340.0%	26.2%	41.0%	45.0%	20.7%	4.8%					
6.9%	-16.5%	14.9%	6.0%	-2.3%	10.2%	100.0%	-12.7%	194.6%	71.6%	13.6%	3.0%					
1.8%	-12.6%	-1.1%	22.0%	-0.9%	0.3%	133.3%	2.1%	50.0%	30.8%	12.7%	-0.5%					
4.4%	-7.9%	10.2%	4.8%	2.3%	7.9%	71.4%	-1.7%	-35.4%	-6.7%	-5.9%	0.1%					
-15.7%	-6.0%	48.8%	-8.2%	9.3%	25.0%	0.0%	-2.0%	61.8%	21.7%	-9.3%	3.4%					
12.0%	-42.3%	28.0%	10.4%	22.7%	22.3%	2940.0%	-10.5%	50.0%	103.3%	-7.1%	2.8%					
8.6%	-23.3%	9.9%	-1.4%	-13.3%	7.7%	228.3%	21.3%	72.0%	56.7%	-4.8%	2.6%					

**Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	32,561,688	30,780,359	5.8%	31,902,853	30,138,128	5.9%	658,835	642,231	2.6%
Total Visitors	3,507,652	3,255,475	7.7%	3,410,437	3,156,558	8.0%	97,215	98,917	-1.7%
<b>PARTY SIZE</b>									
One	559,149	538,360	3.9%	546,634	523,620	4.4%	12,515	14,739	-15.1%
Two	1,349,496	1,279,527	5.5%	1,315,187	1,238,276	6.2%	34,309	41,252	-16.8%
Three or more	1,599,007	1,437,587	11.2%	1,548,616	1,394,662	11.0%	50,391	42,926	17.4%
Avg Party Size	2.15	2.12	1.6%	2.15	2.12	1.4%	2.33	2.14	9.2%
<b>VISIT STATUS</b>									
First-Time	659,613	610,246	8.1%	639,206	585,890	9.1%	20,407	24,356	-16.2%
Repeat	2,848,039	2,645,229	7.7%	2,771,231	2,570,667	7.8%	76,808	74,561	3.0%
Average # of Trips	7.00	7.00	0.0%	7.02	7.05	-0.4%	6.41	5.37	19.3%
<b>TRAVEL METHOD</b>									
Group Tour	64,081	63,521	0.9%	59,573	61,684	-3.4%	4,508	1,837	145.4%
Package	640,889	598,594	7.1%	622,217	586,230	6.1%	18,672	12,363	51.0%
Group Tour & Pkg	36,220	37,129	-2.4%	33,671	35,391	-4.9%	2,549	1,739	46.6%
True Independent	2,838,902	2,630,489	7.9%	2,762,318	2,544,034	8.6%	76,584	86,455	-11.4%
<b>ISLANDS VISITED</b>									
O'ahu	1,525,939	1,462,017	4.4%	1,448,717	1,372,037	5.6%	77,222	89,980	-14.2%
Maui County	1,263,378	1,166,778	8.3%	1,236,955	1,146,057	7.9%	26,423	20,720	27.5%
...Maui	1,244,689	1,145,796	8.6%	1,218,266	1,125,836	8.2%	26,423	19,960	32.4%
...Moloka'i	26,145	23,948	9.2%	25,274	23,542	7.4%	871	406	114.6%
...Lāna'i	22,422	27,980	-19.9%	21,963	26,190	-16.1%	459	1,791	-74.4%
Kaua'i	603,519	564,342	6.9%	592,980	553,816	7.1%	10,538	10,526	0.1%
Hawai'i Island	631,224	571,850	10.4%	618,230	559,290	10.5%	12,995	12,560	3.5%
...Hilo	181,429	166,513	9.0%	174,809	159,915	9.3%	6,620	6,598	0.3%
...Kona	558,937	505,238	10.6%	547,776	494,543	10.8%	11,160	10,695	4.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.28	7.28	-0.1%	7.40	7.46	-0.8%	4.99	4.55	9.7%
Maui (days)	8.48	8.62	-1.6%	8.54	8.70	-1.9%	5.98	4.42	35.3%
Moloka'i (days)	5.58	5.88	-5.1%	5.74	5.88	-2.4%	1.00	6.00	-83.3%
Lāna'i (days)	3.39	3.95	-14.2%	3.43	4.08	-16.0%	1.49	2.04	-27.2%
Kaua'i (days)	8.44	8.58	-1.6%	8.49	8.63	-1.5%	5.36	5.96	-10.1%
Hawai'i Island (days)	8.84	9.02	-2.0%	8.93	9.09	-1.7%	4.42	6.03	-26.8%
...Hilo (days)	5.29	5.52	-4.2%	5.39	5.58	-3.4%	2.65	4.11	-35.5%
...Kona (days)	8.26	8.39	-1.5%	8.36	8.47	-1.3%	3.57	4.55	-21.6%
Statewide (days)	9.28	9.45	-1.8%	9.35	9.55	-2.0%	6.78	6.49	4.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,741,974	1,630,670	6.8%	1,680,171	1,559,529	7.7%	61,804	71,141	-13.1%
...Hotel Only	1,488,603	1,382,181	7.7%	1,434,251	1,319,505	8.7%	54,352	62,676	-13.3%
Condo	758,192	726,405	4.4%	743,653	713,618	4.2%	14,540	12,787	13.7%
...Condo Only	622,907	589,201	5.7%	612,243	581,011	5.4%	10,665	8,190	30.2%
Timeshare	448,539	427,102	5.0%	440,485	423,597	4.0%	8,054	3,505	129.8%
...Timeshare Only	359,476	336,907	6.7%	352,481	334,638	5.3%	6,996	2,269	208.3%
Rental House	347,517	302,320	15.0%	341,738	295,944	15.5%	5,779	6,376	-9.4%
Hostel	18,297	20,657	-11.4%	17,884	19,396	-7.8%	413	1,261	-67.2%
Camp Site	24,293	23,232	4.6%	22,865	23,232	-1.6%	1,428	0	NA
Bed & Breakfast	35,684	30,044	18.8%	33,531	29,597	13.3%	2,153	447	381.3%
Cruise Ship	31,050	29,802	4.2%	28,419	29,144	-2.5%	2,631	658	299.6%
Friends or Relatives	422,311	393,056	7.4%	410,085	380,185	7.9%	12,226	12,871	-5.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,927,726	2,702,215	8.3%	2,848,979	2,622,649	8.6%	78,746	79,567	-1.0%
....Vacation	2,820,413	2,588,396	9.0%	2,744,195	2,512,521	9.2%	76,218	75,875	0.5%
....Honeymoon	108,615	119,020	-8.7%	105,525	116,078	-9.1%	3,091	2,942	5.0%
....Get Married	34,448	39,695	-13.2%	33,742	38,946	-13.4%	705	749	-5.8%
MC&I (Net)	148,434	150,318	-1.3%	142,767	147,108	-3.0%	5,667	3,210	76.5%
....Convention/Conf.	90,948	90,082	1.0%	87,540	88,896	-1.5%	3,407	1,186	187.2%
....Corp. Meetings	37,329	41,049	-9.1%	36,183	39,327	-8.0%	1,146	1,722	-33.4%
....Incentive	25,785	28,579	-9.8%	24,672	28,277	-12.8%	1,114	302	269.0%
Other Business	149,403	157,959	-5.4%	147,960	154,518	-4.2%	1,442	3,441	-58.1%
Visit Friends/Relatives	393,141	369,983	6.3%	382,338	358,691	6.6%	10,804	11,293	-4.3%
Government/Military	32,398	33,875	-4.4%	31,458	32,880	-4.3%	940	995	-5.5%
Attend School	8,947	13,017	-31.3%	8,947	12,247	-26.9%	-	769	-100.0%
Sport Events	33,156	41,134	-19.4%	32,810	40,921	-19.8%	347	212	63.3%
Average Age	46	46	-0.2%	46	47	-0.4%	47	45	4.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	5,275.7	4,930.5	7.0%						
Per Person Per Day (\$)	162.0	160.2	1.1%						
Per Person Per Trip (\$)	1,504.0	1,514.5	-0.7%						



**Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)**  
**2015**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC COAST</b>	<b>183,426</b>	<b>189,090</b>	<b>226,924</b>	<b>239,038</b>	<b>224,582</b>	<b>268,545</b>	<b>281,294</b>	<b>263,795</b>	<b>199,546</b>	<b>209,709</b>	<b>229,254</b>	<b>254,230</b>	<b>2,769,433</b>
Alaska	10,239	8,440	10,313	5,619	5,251	3,064	2,867	2,889	3,083	6,155	9,639	12,253	79,812
California	114,375	114,205	149,748	159,910	167,436	214,447	232,981	206,252	152,661	149,485	155,119	170,463	1,987,085
Oregon	19,220	18,951	24,222	16,105	15,570	17,085	13,631	16,683	13,757	16,635	19,868	21,004	212,730
Washington	39,592	47,494	42,642	57,404	36,325	33,948	31,814	37,971	30,044	37,433	44,629	50,510	489,806
<b>MOUNTAIN</b>	<b>50,309</b>	<b>46,614</b>	<b>68,276</b>	<b>49,281</b>	<b>62,906</b>	<b>64,680</b>	<b>56,652</b>	<b>41,722</b>	<b>42,069</b>	<b>55,034</b>	<b>47,535</b>	<b>55,924</b>	<b>641,004</b>
Arizona	9,329	8,572	15,817	11,358	19,440	19,970	19,163	11,290	13,743	15,748	10,656	11,880	166,966
Colorado	11,593	10,417	16,901	11,162	13,748	14,769	12,327	9,158	9,447	13,478	11,550	14,102	148,652
Idaho	5,201	4,751	6,681	3,147	3,665	4,192	2,523	2,430	2,445	3,118	4,348	4,244	46,744
Montana	3,185	3,446	3,923	2,095	1,704	1,717	1,014	1,044	1,028	1,536	2,043	2,899	25,633
Nevada	6,792	5,992	8,597	7,080	8,328	9,467	9,666	8,142	6,612	8,521	7,409	8,673	95,280
New Mexico	1,683	1,445	2,466	2,037	2,868	2,880	2,494	1,616	1,732	1,809	1,635	2,536	25,200
Utah	11,635	11,198	12,168	11,550	12,427	10,819	8,923	7,530	6,716	10,146	9,108	10,573	122,793
Wyoming	891	794	1,723	852	727	865	542	512	346	678	787	1,018	9,734
<b>TOTAL U.S. WEST</b>	<b>233,735</b>	<b>235,704</b>	<b>295,201</b>	<b>288,320</b>	<b>287,488</b>	<b>333,225</b>	<b>337,946</b>	<b>305,518</b>	<b>241,615</b>	<b>264,743</b>	<b>276,789</b>	<b>310,154</b>	<b>3,410,437</b>

Note: Sums may not add up to total due to rounding.

**Table14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air) continued  
2014R**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC COAST</b>	<b>176,314</b>	<b>172,743</b>	<b>199,739</b>	<b>221,904</b>	<b>201,786</b>	<b>245,902</b>	<b>263,163</b>	<b>255,421</b>	<b>186,253</b>	<b>198,172</b>	<b>213,138</b>	<b>233,150</b>	<b>2,567,685</b>
Alaska	9,911	8,710	9,763	5,243	5,023	3,155	2,541	2,283	2,987	5,269	8,332	11,501	74,718
California	107,983	102,383	126,688	149,876	148,236	192,560	216,046	202,777	140,590	142,306	144,372	155,531	1,829,346
Oregon	19,667	17,687	22,244	14,794	14,605	16,365	13,514	13,897	13,900	15,532	19,202	19,550	200,957
Washington	38,753	43,962	41,044	51,992	33,921	33,822	31,063	36,464	28,777	35,065	41,233	46,567	462,664
<b>MOUNTAIN</b>	<b>48,349</b>	<b>42,914</b>	<b>61,383</b>	<b>45,688</b>	<b>55,556</b>	<b>58,896</b>	<b>52,241</b>	<b>38,595</b>	<b>38,174</b>	<b>50,466</b>	<b>45,041</b>	<b>51,570</b>	<b>588,873</b>
Arizona	9,798	9,063	15,224	10,177	19,081	18,576	18,179	11,425	12,333	15,172	10,427	11,440	160,896
Colorado	10,815	9,897	15,953	9,368	12,375	13,267	11,449	8,354	8,646	12,504	10,932	13,370	136,930
Idaho	5,681	4,585	6,709	2,803	3,396	3,848	2,554	2,083	2,229	2,772	4,061	3,721	44,441
Montana	3,413	3,193	3,870	2,032	1,537	1,689	1,144	927	903	1,664	1,842	2,656	24,869
Nevada	6,865	5,652	6,673	8,554	7,139	8,784	8,936	7,771	6,121	7,943	6,871	8,022	89,330
New Mexico	1,881	1,541	1,992	2,051	2,998	2,747	2,422	1,644	1,814	1,569	1,707	2,120	24,485
Utah	9,095	8,227	9,381	9,935	8,335	9,159	7,023	5,892	5,703	7,834	8,080	9,328	97,991
Wyoming	800	756	1,580	770	696	828	535	501	425	1,009	1,121	913	9,932
<b>TOTAL U.S. WEST</b>	<b>224,663</b>	<b>215,657</b>	<b>261,121</b>	<b>267,592</b>	<b>257,342</b>	<b>304,798</b>	<b>315,404</b>	<b>294,016</b>	<b>224,427</b>	<b>248,638</b>	<b>258,180</b>	<b>284,720</b>	<b>3,156,558</b>

Note: Sums may not add up to total due to rounding.

**Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

U.S. EAST	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	18,580,408	17,841,799	4.1%	17,836,477	17,266,654	3.3%	743,930	575,144	29.3%
Total Visitors	1,803,670	1,713,085	5.3%	1,706,781	1,631,301	4.6%	96,889	81,784	18.5%
<b>PARTY SIZE</b>									
One	365,425	346,897	5.3%	352,458	335,992	4.9%	12,967	10,905	18.9%
Two	801,045	773,934	3.5%	759,680	737,964	2.9%	41,365	35,970	15.0%
Three or more	637,200	592,253	7.6%	594,642	557,344	6.7%	42,557	34,908	21.9%
Avg Party Size	1.95	1.94	0.4%	1.94	1.93	0.3%	2.20	2.16	1.7%
<b>VISIT STATUS</b>									
First-Time	737,370	703,848	4.8%	695,499	666,407	4.4%	41,872	37,441	11.8%
Repeat	1,066,299	1,009,236	5.7%	1,011,282	964,894	4.8%	55,017	44,343	24.1%
Average # of Trips	4.17	4.18	-0.3%	4.21	4.20	0.1%	3.51	3.78	-7.3%
<b>TRAVEL METHOD</b>									
Group Tour	81,159	82,604	-1.7%	75,162	77,804	-3.4%	5,997	4,800	24.9%
Package	379,904	377,233	0.7%	360,735	360,895	0.0%	19,170	16,338	17.3%
Group Tour & Pkg	57,184	58,347	-2.0%	51,997	53,925	-3.6%	5,187	4,422	17.3%
True Independent	1,399,790	1,311,594	6.7%	1,322,880	1,246,527	6.1%	76,910	65,068	18.2%
<b>ISLANDS VISITED</b>									
O'ahu	1,072,333	1,016,262	5.5%	984,668	946,001	4.1%	87,665	70,261	24.8%
Mauai County	676,007	646,177	4.6%	657,815	625,490	5.2%	18,191	20,687	-12.1%
...Mauai	665,964	635,804	4.7%	647,773	615,117	5.3%	18,191	20,687	-12.1%
...Moloka'i	18,996	16,906	12.4%	17,599	16,483	6.8%	1,396	423	229.8%
...Lāna'i	17,727	22,430	-21.0%	17,145	21,316	-19.6%	583	1,114	-47.7%
Kaua'i	344,210	339,607	1.4%	333,456	328,864	1.4%	10,753	10,744	0.1%
Hawai'i Island	400,979	389,009	3.1%	385,009	372,715	3.3%	15,970	16,294	-2.0%
...Hilo	168,661	159,586	5.7%	155,766	151,848	2.6%	12,895	7,738	66.6%
...Kona	336,814	329,442	2.2%	327,641	315,904	3.7%	9,172	13,538	-32.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.17	7.20	-0.4%	7.30	7.34	-0.5%	5.73	5.29	8.4%
Mauai (days)	7.97	7.94	0.4%	8.04	8.07	-0.3%	5.43	4.13	31.3%
Moloka'i (days)	4.22	4.58	-8.0%	4.46	4.68	-4.5%	1.10	1.00	12.4%
Lāna'i (days)	2.86	3.17	-9.8%	2.92	3.25	-10.1%	1.00	1.62	-38.3%
Kaua'i (days)	7.08	7.06	0.3%	7.11	7.15	-0.5%	5.96	4.23	40.8%
Hawai'i Island (days)	7.51	7.53	-0.3%	7.62	7.67	-0.6%	4.78	4.31	10.8%
...Hilo (days)	4.21	4.39	-4.2%	4.30	4.44	-3.0%	3.13	3.58	-12.7%
...Kona (days)	6.83	6.77	1.0%	6.91	6.92	-0.1%	3.92	3.14	24.8%
Statewide (days)	10.30	10.42	-1.1%	10.45	10.58	-1.3%	7.68	7.03	9.2%
<b>ACCOMMODATIONS</b>									
Hotel	1,099,078	1,054,094	4.3%	1,027,589	995,785	3.2%	71,489	58,309	22.6%
...Hotel Only	892,822	852,551	4.7%	831,457	804,072	3.4%	61,365	48,479	26.6%
Condo	265,681	259,011	2.6%	254,255	249,302	2.0%	11,426	9,709	17.7%
...Condo Only	186,539	178,753	4.4%	179,294	173,113	3.6%	7,245	5,640	28.5%
Timeshare	188,372	187,906	0.2%	182,412	182,797	-0.2%	5,960	5,109	16.7%
...Timeshare Only	138,606	136,905	1.2%	133,509	132,376	0.9%	5,097	4,528	12.6%
Rental House	150,277	132,034	13.8%	145,590	128,656	13.2%	4,686	3,378	38.7%
Hostel	12,711	11,818	7.6%	10,715	10,694	0.2%	1,996	1,123	77.7%
Camp Site	12,432	11,362	9.4%	11,319	10,873	4.1%	1,113	489	127.8%
Bed & Breakfast	24,324	23,555	3.3%	22,514	21,003	7.2%	1,810	2,552	-29.1%
Cruise Ship	69,166	68,482	1.0%	67,703	65,119	4.0%	1,463	3,363	-56.5%
Friends or Relatives	222,955	207,184	7.6%	215,279	198,138	8.7%	7,676	9,046	-15.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,422,020	1,351,354	5.2%	1,342,119	1,282,699	4.6%	79,901	68,655	16.4%
....Vacation	1,338,239	1,263,195	5.9%	1,262,193	1,197,658	5.4%	76,047	65,537	16.0%
....Honeymoon	88,832	92,759	-4.2%	84,179	89,932	-6.4%	4,653	2,827	64.6%
....Get Married	17,283	21,049	-17.9%	16,539	20,574	-19.6%	744	475	56.8%
MC&I (Net)	145,486	144,159	0.9%	141,224	141,465	-0.2%	4,262	2,694	58.2%
....Convention/Conf.	86,872	89,868	-3.3%	84,321	87,462	-3.6%	2,551	2,406	6.0%
....Corp. Meetings	29,187	30,286	-3.6%	29,187	29,998	-2.7%	-	288	-100.0%
....Incentive	36,252	32,395	11.9%	34,542	32,395	6.6%	1,710	0	NA
Other Business	76,747	76,974	-0.3%	74,870	75,295	-0.6%	1,878	1,679	11.9%
Visit Friends/Relatives	217,166	201,335	7.9%	208,314	195,869	6.4%	8,852	5,466	61.9%
Government/Military	44,890	42,005	6.9%	41,500	39,259	5.7%	3,390	2,746	23.5%
Attend School	4,542	6,049	-24.9%	4,465	6,049	-26.2%	77	0	NA
Sport Events	16,740	21,152	-20.9%	16,264	20,207	-19.5%	476	946	-49.7%
Average Age	47	48	-0.6%	47	48	-0.5%	47	49	-2.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	3,674.6	3,655.0	0.5%						
Per Person Per Day (\$)	197.8	204.9	-3.5%						
Per Person Per Trip (\$)	2,037.3	2,133.6	-4.5%						

**Table 16: Domestic U.S. East Visitor Arrivals by Month and State (Arrivals by Air)  
2015**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>28,374</b>	<b>23,768</b>	<b>28,625</b>	<b>11,287</b>	<b>14,759</b>	<b>15,671</b>	<b>14,354</b>	<b>9,255</b>	<b>9,397</b>	<b>13,165</b>	<b>14,659</b>	<b>20,421</b>	<b>203,733</b>
Iowa	4,093	3,193	3,751	1,316	1,483	2,062	1,643	1,071	1,155	1,574	1,585	2,562	25,489
Kansas	2,474	1,857	2,994	1,386	2,348	2,277	2,456	1,142	1,379	1,599	2,671	2,305	24,891
Minnesota	12,274	11,119	13,822	4,037	3,579	4,069	3,184	3,284	2,543	4,574	5,047	7,880	75,412
Missouri	4,264	3,363	4,321	2,760	4,535	4,972	4,681	2,336	2,897	3,329	3,012	3,908	44,378
Nebraska	2,181	1,954	1,860	928	1,719	1,295	1,559	757	898	1,189	1,112	1,923	17,375
N. Dakota	1,664	1,238	939	442	422	547	410	292	234	437	621	903	8,149
S. Dakota	1,423	1,044	938	416	672	449	421	372	291	463	611	940	8,040
<b>W.S. CENTRAL</b>	<b>18,458</b>	<b>16,096</b>	<b>29,343</b>	<b>20,508</b>	<b>30,425</b>	<b>42,871</b>	<b>42,336</b>	<b>26,659</b>	<b>21,299</b>	<b>20,881</b>	<b>19,666</b>	<b>26,380</b>	<b>314,922</b>
Arkansas	981	731	1,184	859	1,421	1,859	1,537	865	994	826	825	1,085	13,168
Louisiana	945	1,065	1,108	1,845	2,450	2,515	2,345	1,222	1,344	1,271	1,511	1,253	18,876
Oklahoma	1,949	1,644	2,473	1,661	3,237	3,191	3,351	1,635	1,873	2,096	1,485	2,252	26,847
Texas	14,583	12,656	24,578	16,142	23,317	35,306	35,103	22,936	17,088	16,688	15,845	21,790	256,030
<b>EN. CENTRAL</b>	<b>34,065</b>	<b>34,546</b>	<b>38,622</b>	<b>27,300</b>	<b>27,027</b>	<b>32,174</b>	<b>27,797</b>	<b>21,241</b>	<b>19,373</b>	<b>26,525</b>	<b>24,329</b>	<b>36,605</b>	<b>349,602</b>
Illinois	12,507	11,635	14,908	9,170	9,895	12,850	11,438	8,782	7,332	9,979	9,583	15,364	133,442
Indiana	3,283	3,062	4,335	2,765	3,232	4,340	3,384	1,969	2,425	3,740	3,554	3,763	39,851
Michigan	6,258	8,053	6,655	6,900	4,762	4,860	4,012	4,152	3,386	4,445	4,272	7,224	64,979
Ohio	5,606	5,516	6,193	4,839	6,476	7,239	6,435	4,082	4,349	5,253	3,864	6,010	65,863
Wisconsin	6,412	6,279	6,530	3,626	2,662	2,886	2,527	2,257	1,881	3,108	3,057	4,243	45,467
<b>ES. CENTRAL</b>	<b>5,538</b>	<b>5,024</b>	<b>6,750</b>	<b>6,158</b>	<b>8,917</b>	<b>9,845</b>	<b>7,793</b>	<b>4,560</b>	<b>5,418</b>	<b>6,803</b>	<b>4,736</b>	<b>7,064</b>	<b>78,607</b>
Alabama	1,097	895	1,701	1,452	2,267	2,306	1,734	1,114	1,398	1,572	1,225	1,660	18,419
Kentucky	1,570	1,449	1,347	1,543	1,738	2,339	1,972	1,067	1,326	1,536	1,053	1,580	18,519
Mississippi	490	361	676	921	984	1,270	905	435	463	673	427	573	8,177
Tennessee	2,380	2,319	3,026	2,243	3,929	3,931	3,182	1,944	2,231	3,023	2,032	3,252	33,492
<b>NEW ENGLAND</b>	<b>9,131</b>	<b>10,470</b>	<b>8,960</b>	<b>9,849</b>	<b>7,756</b>	<b>8,963</b>	<b>9,774</b>	<b>10,365</b>	<b>6,472</b>	<b>7,973</b>	<b>6,691</b>	<b>10,501</b>	<b>106,903</b>
Connecticut	1,771	1,795	1,924	2,451	1,896	2,229	2,754	2,853	1,428	1,697	1,426	2,315	24,539
Maine	787	889	861	768	601	544	464	452	458	633	573	577	7,605
Massachusetts	4,670	5,362	4,427	4,533	3,794	4,322	4,847	5,577	3,344	3,943	3,306	5,851	53,975
New Hampshire	854	1,136	753	980	684	827	810	737	575	740	655	792	9,543
Rhode Island	570	628	504	473	441	576	629	473	391	496	373	503	6,057
Vermont	479	660	491	644	340	466	272	273	275	465	359	463	5,185
<b>MID ATLANTIC</b>	<b>20,452</b>	<b>20,134</b>	<b>20,562</b>	<b>20,474</b>	<b>21,239</b>	<b>22,749</b>	<b>28,330</b>	<b>33,083</b>	<b>16,486</b>	<b>19,834</b>	<b>16,796</b>	<b>26,233</b>	<b>266,373</b>
New Jersey	5,050	4,518	4,634	5,829	5,493	5,994	8,215	10,476	4,151	5,042	4,235	6,365	70,002
New York	9,955	10,179	9,872	9,521	9,516	9,438	12,585	16,311	7,888	9,398	8,261	14,008	126,932
Pennsylvania	5,447	5,437	6,056	5,124	6,230	7,318	7,530	6,296	4,447	5,394	4,300	5,860	69,438
<b>S. ATLANTIC</b>	<b>25,977</b>	<b>23,552</b>	<b>30,279</b>	<b>31,578</b>	<b>36,639</b>	<b>43,895</b>	<b>42,136</b>	<b>32,318</b>	<b>27,749</b>	<b>29,443</b>	<b>26,461</b>	<b>36,615</b>	<b>386,641</b>
Delaware	475	450	393	530	438	661	584	415	354	456	404	510	5,670
Washington, D.C.	661	546	844	680	804	788	981	1,219	579	697	732	1,340	9,871
Florida	6,805	6,276	8,448	8,266	10,491	13,601	11,735	8,503	8,547	8,356	7,129	9,205	107,362
Georgia	3,277	3,272	4,050	5,611	7,176	7,411	6,408	3,425	4,580	4,588	4,393	5,510	59,702
Maryland	3,653	3,038	3,866	3,998	3,912	4,889	5,493	5,064	3,112	3,639	3,398	4,843	48,906
N. Carolina	3,357	2,971	3,782	4,471	4,508	5,540	4,937	3,436	3,614	3,837	3,140	4,925	48,519
S. Carolina	1,488	1,399	1,527	1,643	2,052	2,590	2,339	1,377	1,457	1,735	1,392	1,931	20,931
Virginia	5,881	5,166	6,894	5,929	6,716	7,678	9,010	8,524	5,147	5,720	5,535	7,841	80,040
West Virginia	380	433	475	450	540	736	649	355	360	414	338	510	5,640
<b>TOTAL U.S. EAST</b>	<b>141,993</b>	<b>133,589</b>	<b>163,140</b>	<b>127,152</b>	<b>146,762</b>	<b>176,167</b>	<b>172,520</b>	<b>137,481</b>	<b>106,195</b>	<b>124,623</b>	<b>113,338</b>	<b>163,819</b>	<b>1,706,781</b>

Note: Sums may not add up to total due to rounding.

**Table16: Domestic U.S. East Visitor Arrivals by Month and State (Arrivals by Air) continued  
2014**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>28,501</b>	<b>25,421</b>	<b>29,744</b>	<b>12,296</b>	<b>14,158</b>	<b>14,242</b>	<b>13,436</b>	<b>8,654</b>	<b>9,411</b>	<b>11,618</b>	<b>11,874</b>	<b>18,630</b>	<b>197,983</b>
Iowa	3,902	3,457	4,048	1,523	1,578	1,723	1,753	1,023	1,521	1,285	1,414	2,369	25,595
Kansas	2,411	1,868	3,041	1,505	2,425	2,074	2,345	1,268	1,279	1,664	1,564	2,537	23,991
Minnesota	12,367	11,342	14,014	4,175	3,392	3,276	2,812	2,567	2,576	3,922	4,134	6,938	71,516
Missouri	4,010	3,562	4,629	2,900	4,123	4,842	4,508	2,525	2,686	2,782	2,764	3,366	42,698
Nebraska	2,197	2,007	2,014	1,124	1,545	1,387	1,253	701	770	1,041	980	1,644	16,663
N. Dakota	2,075	1,723	1,127	473	458	474	392	314	277	480	539	974	9,305
S. Dakota	1,539	1,463	870	596	638	466	372	255	304	444	478	801	8,225
<b>W.S. CENTRAL</b>	<b>17,548</b>	<b>16,608</b>	<b>27,838</b>	<b>18,467</b>	<b>27,917</b>	<b>39,421</b>	<b>39,636</b>	<b>26,270</b>	<b>20,359</b>	<b>19,901</b>	<b>18,401</b>	<b>24,906</b>	<b>297,274</b>
Arkansas	1,040	838	1,391	842	1,262	1,564	1,669	796	776	753	717	958	12,606
Louisiana	1,010	1,240	1,341	1,645	2,277	2,216	2,138	1,305	1,261	1,319	1,034	1,193	17,980
Oklahoma	1,906	1,627	2,575	1,672	3,018	2,903	3,227	1,674	1,988	1,823	1,495	2,137	26,046
Texas	13,593	12,903	22,532	14,308	21,359	32,737	32,603	22,496	16,335	16,006	15,155	20,617	240,642
<b>EN. CENTRAL</b>	<b>33,521</b>	<b>34,344</b>	<b>39,791</b>	<b>26,722</b>	<b>24,335</b>	<b>29,936</b>	<b>26,158</b>	<b>20,568</b>	<b>19,620</b>	<b>23,553</b>	<b>21,579</b>	<b>33,516</b>	<b>333,644</b>
Illinois	11,629	11,274	15,411	8,392	9,120	11,042	10,719	8,598	7,342	8,678	8,945	14,038	125,188
Indiana	3,574	3,630	4,658	2,659	3,116	4,242	3,314	1,840	2,333	3,467	2,560	3,412	38,805
Michigan	6,288	7,858	6,270	6,749	4,086	4,252	3,667	3,909	3,300	4,028	3,875	6,647	60,928
Ohio	5,930	5,559	6,928	4,908	5,457	7,488	6,085	4,066	4,602	4,531	3,621	5,212	64,387
Wisconsin	6,099	6,022	6,524	4,014	2,557	2,913	2,374	2,156	2,042	2,849	2,578	4,207	44,335
<b>E.S. CENTRAL</b>	<b>5,484</b>	<b>4,983</b>	<b>6,778</b>	<b>4,751</b>	<b>8,461</b>	<b>9,264</b>	<b>7,611</b>	<b>4,750</b>	<b>5,437</b>	<b>5,944</b>	<b>4,327</b>	<b>5,931</b>	<b>73,722</b>
Alabama	1,074	1,081	1,759	1,225	2,137	2,145	1,769	1,293	1,271	1,393	1,039	1,381	17,568
Kentucky	1,478	1,311	1,520	1,199	1,774	2,412	1,790	1,074	1,334	1,403	1,051	1,405	17,750
Mississippi	474	443	762	505	956	950	809	561	547	619	447	702	7,777
Tennessee	2,458	2,148	2,737	1,821	3,595	3,756	3,243	1,822	2,284	2,529	1,790	2,443	30,627
<b>NEW ENGLAND</b>	<b>8,991</b>	<b>10,987</b>	<b>8,770</b>	<b>10,078</b>	<b>7,638</b>	<b>8,119</b>	<b>9,577</b>	<b>9,598</b>	<b>6,557</b>	<b>7,842</b>	<b>6,300</b>	<b>10,474</b>	<b>104,931</b>
Connecticut	1,969	2,170	1,981	2,249	1,764	1,977	2,700	2,614	1,481	1,691	1,281	2,522	24,399
Maine	801	895	807	810	666	442	524	390	456	533	490	596	7,409
Massachusetts	4,406	5,462	4,219	4,867	3,681	4,118	4,638	5,159	3,398	4,105	3,282	5,588	52,921
New Hampshire	817	1,157	798	1,094	616	729	787	664	579	685	579	845	9,349
Rhode Island	502	658	487	601	529	528	601	454	404	430	334	522	6,051
Vermont	496	644	480	456	381	327	328	317	240	399	335	400	4,802
<b>MID ATLANTIC</b>	<b>21,064</b>	<b>20,664</b>	<b>18,639</b>	<b>21,225</b>	<b>21,114</b>	<b>21,393</b>	<b>26,347</b>	<b>31,419</b>	<b>16,928</b>	<b>19,514</b>	<b>16,009</b>	<b>24,775</b>	<b>259,092</b>
New Jersey	5,264	4,539	4,520	5,817	5,467	5,751	8,064	9,648	4,572	5,097	4,321	5,878	68,938
New York	10,095	10,676	9,010	10,237	9,720	8,609	11,327	15,677	7,813	9,204	7,600	13,480	123,451
Pennsylvania	5,705	5,449	5,108	5,171	5,927	7,032	6,956	6,095	4,543	5,213	4,088	5,416	66,703
<b>S. ATLANTIC</b>	<b>25,846</b>	<b>24,901</b>	<b>28,593</b>	<b>29,023</b>	<b>34,505</b>	<b>39,959</b>	<b>40,046</b>	<b>30,874</b>	<b>26,947</b>	<b>27,298</b>	<b>23,177</b>	<b>33,485</b>	<b>364,654</b>
Delaware	473	443	395	433	448	470	482	413	363	362	341	447	5,069
Washington, D.C.	715	652	763	587	730	656	831	1,185	590	649	626	1,268	9,253
Florida	6,798	6,477	8,322	7,113	9,636	11,585	11,472	7,559	8,035	7,670	6,418	8,230	99,315
Georgia	3,403	3,857	4,383	4,332	6,964	6,561	5,950	3,843	4,264	4,076	3,895	5,003	56,531
Maryland	3,552	3,293	3,380	3,724	3,757	4,716	5,518	4,793	3,279	3,414	2,880	4,293	46,598
N. Carolina	3,443	3,110	3,628	3,778	4,448	5,189	4,823	3,300	3,369	3,318	2,848	4,444	45,697
S. Carolina	1,417	1,420	1,535	1,999	1,775	2,520	2,081	1,429	1,599	1,535	1,242	1,646	20,199
Virginia	5,578	5,226	5,774	6,594	6,176	7,559	8,334	7,993	5,136	5,842	4,646	7,779	76,639
West Virginia	466	422	413	464	570	702	554	359	312	433	281	376	5,353
<b>TOTAL U.S. EAST</b>	<b>140,958</b>	<b>137,907</b>	<b>160,153</b>	<b>122,561</b>	<b>138,128</b>	<b>162,333</b>	<b>162,811</b>	<b>132,135</b>	<b>105,260</b>	<b>115,671</b>	<b>101,667</b>	<b>151,717</b>	<b>1,631,301</b>

Note: Sums may not add up to total due to rounding.

**Table 17: Domestic U.S. Visitors by State (Arrivals by Air)  
2005 – 2015**

	2015	2014R	2013	2012	2011	2010R	2009	2008	2007	2006	2005
<b>PACIFIC COAST</b>	<b>2,769,433</b>	<b>2,567,685</b>	<b>2,548,978</b>	<b>2,558,886</b>	<b>2,375,475</b>	<b>2,321,329</b>	<b>2,143,635</b>	<b>2,171,206</b>	<b>2,558,488</b>	<b>2,541,078</b>	<b>2,432,433</b>
Alaska	79,812	74,718	77,365	79,200	79,218	69,175	66,076	56,075	46,577	40,737	39,349
California	1,987,085	1,829,346	1,803,858	1,817,836	1,629,858	1,617,786	1,490,479	1,557,050	1,946,829	1,997,750	1,919,548
Oregon	212,730	200,957	201,869	200,289	204,240	196,533	176,912	172,079	179,235	165,178	152,462
Washington	489,806	462,664	465,887	461,561	462,160	437,835	410,167	386,002	385,846	337,413	321,074
<b>MOUNTAIN</b>	<b>641,004</b>	<b>588,873</b>	<b>594,199</b>	<b>574,311</b>	<b>559,924</b>	<b>538,453</b>	<b>523,423</b>	<b>551,782</b>	<b>640,831</b>	<b>635,764</b>	<b>554,935</b>
Arizona	166,966	160,896	165,660	155,940	148,450	147,722	140,163	152,122	190,089	198,471	151,642
Colorado	148,652	136,930	136,990	140,166	139,448	134,163	128,870	133,645	145,590	140,728	135,564
Idaho	46,744	44,441	46,097	39,538	38,753	35,261	36,626	36,683	41,222	36,782	32,752
Montana	25,633	24,869	25,280	23,375	23,572	20,863	19,268	20,218	20,105	19,928	19,391
Nevada	95,280	89,330	88,646	88,025	81,518	76,986	73,561	76,733	96,806	100,014	91,186
New Mexico	25,200	24,485	26,066	27,736	26,559	26,953	25,837	26,802	31,595	30,468	27,699
Utah	122,793	97,991	96,406	90,549	92,049	87,841	90,179	96,306	105,904	100,467	88,584
Wyoming	9,734	9,932	9,053	8,981	9,574	8,664	8,919	9,274	9,519	8,907	8,117
<b>W.N. CENTRAL</b>	<b>203,733</b>	<b>197,983</b>	<b>196,435</b>	<b>200,691</b>	<b>200,784</b>	<b>189,866</b>	<b>185,516</b>	<b>203,438</b>	<b>220,179</b>	<b>226,088</b>	<b>224,273</b>
Iowa	25,489	25,595	26,019	27,387	26,102	23,682	23,443	25,851	28,324	28,709	28,221
Kansas	24,891	23,981	24,059	24,362	26,017	23,904	23,888	25,676	28,674	28,462	28,442
Minnesota	75,412	71,516	68,742	70,241	71,518	68,358	66,000	75,400	79,874	82,888	84,560
Missouri	44,378	42,698	43,243	44,377	43,465	42,769	42,492	46,298	50,764	52,998	50,363
Nebraska	17,375	16,663	17,074	17,558	17,393	16,261	16,031	16,360	17,918	18,263	18,429
N. Dakota	8,149	9,305	8,785	8,434	7,724	6,947	6,004	6,137	6,291	6,391	6,356
S. Dakota	8,040	8,225	8,513	8,331	8,565	7,947	7,658	7,716	8,333	8,377	7,901
<b>W.S. CENTRAL</b>	<b>314,922</b>	<b>297,274</b>	<b>288,044</b>	<b>300,282</b>	<b>286,962</b>	<b>282,848</b>	<b>275,802</b>	<b>267,355</b>	<b>297,700</b>	<b>295,493</b>	<b>272,439</b>
Arkansas	13,168	12,606	12,919	13,145	13,487	13,923	14,013	13,264	14,978	16,455	15,886
Louisiana	18,876	17,980	16,838	17,404	17,435	17,258	17,636	18,090	21,783	23,243	20,237
Oklahoma	26,847	26,046	26,064	27,621	27,106	27,061	26,122	26,495	30,514	29,759	26,746
Texas	256,030	240,642	232,224	242,112	228,934	224,606	218,032	209,506	230,425	226,037	209,570
<b>E.N. CENTRAL</b>	<b>349,602</b>	<b>333,644</b>	<b>335,549</b>	<b>344,260</b>	<b>345,118</b>	<b>330,498</b>	<b>320,607</b>	<b>364,099</b>	<b>407,255</b>	<b>427,680</b>	<b>436,299</b>
Illinois	133,442	125,188	126,284	132,958	132,196	126,637	120,274	135,097	147,619	153,809	151,806
Indiana	39,851	38,805	38,289	39,323	39,743	38,066	36,477	42,069	48,920	51,666	52,721
Michigan	64,979	60,928	62,270	61,461	60,818	58,515	57,369	66,683	75,859	81,670	84,412
Ohio	65,863	64,387	64,309	65,183	65,880	65,021	62,085	72,598	82,220	86,523	88,463
Wisconsin	45,467	44,335	44,397	45,334	46,482	42,259	44,402	47,652	52,636	54,012	58,897
<b>E.S. CENTRAL</b>	<b>78,607</b>	<b>73,722</b>	<b>74,524</b>	<b>78,110</b>	<b>76,712</b>	<b>79,106</b>	<b>75,076</b>	<b>82,880</b>	<b>97,862</b>	<b>101,872</b>	<b>99,269</b>
Alabama	18,419	17,568	17,524	19,321	18,825	19,094	18,766	21,167	23,638	23,896	23,524
Kentucky	18,519	17,750	18,131	19,238	18,516	20,328	18,141	20,702	24,288	27,214	26,759
Mississippi	8,177	7,777	7,661	8,323	7,848	8,012	7,893	8,392	10,551	10,639	9,768
Tennessee	33,492	30,627	31,207	31,227	31,524	31,673	30,276	32,619	39,385	40,123	39,218
<b>NEW ENGLAND</b>	<b>106,903</b>	<b>104,931</b>	<b>107,911</b>	<b>105,140</b>	<b>102,404</b>	<b>98,612</b>	<b>97,319</b>	<b>105,260</b>	<b>121,707</b>	<b>126,058</b>	<b>130,519</b>
Connecticut	24,539	24,399	26,292	25,268	23,916	23,377	22,878	25,199	29,124	30,432	31,556
Maine	7,605	7,409	7,943	7,766	7,171	7,396	7,502	8,090	9,071	9,378	9,987
Massachusetts	53,975	52,921	53,502	51,946	50,919	48,390	48,169	51,109	59,146	61,421	62,914
New Hampshire	9,543	9,349	9,267	9,221	9,253	8,971	8,321	9,300	11,485	11,254	11,719
Rhode Island	6,057	6,051	5,980	6,099	6,204	5,914	5,703	6,512	7,175	7,993	8,339
Vermont	5,185	4,802	4,926	4,840	4,940	4,563	4,745	5,051	5,706	5,581	6,003
<b>MID ATLANTIC</b>	<b>266,373</b>	<b>259,092</b>	<b>270,350</b>	<b>256,818</b>	<b>235,893</b>	<b>235,053</b>	<b>230,012</b>	<b>246,367</b>	<b>283,285</b>	<b>285,521</b>	<b>290,955</b>
New Jersey	70,002	68,938	72,970	68,618	61,109	62,845	60,716	63,500	75,337	74,534	77,295
New York	126,932	123,451	128,832	119,696	108,282	107,152	106,446	112,367	127,397	129,946	134,627
Pennsylvania	69,438	66,703	68,548	68,504	66,502	65,056	62,850	70,500	80,551	81,041	79,032
<b>S. ATLANTIC</b>	<b>386,641</b>	<b>364,654</b>	<b>355,864</b>	<b>361,396</b>	<b>346,839</b>	<b>344,047</b>	<b>336,216</b>	<b>369,270</b>	<b>429,746</b>	<b>447,991</b>	<b>431,427</b>
Delaware	5,670	5,069	5,075	4,904	4,535	7,905	4,565	5,128	6,009	8,168	5,897
Washington, D.C.	9,871	9,253	8,977	8,771	9,258	4,586	7,618	7,529	8,116	6,031	7,930
Florida	107,362	99,315	95,885	95,117	89,414	86,636	85,249	96,993	121,870	127,551	121,877
Georgia	59,702	56,531	54,563	54,755	52,100	51,924	51,144	56,095	65,536	72,763	67,544
Maryland	48,906	46,598	46,564	48,971	47,393	46,816	47,283	50,590	59,903	61,832	60,660
N. Carolina	48,519	45,697	45,659	44,461	42,354	43,604	40,454	45,863	52,886	52,574	49,633
S. Carolina	20,931	20,199	18,922	19,149	18,300	18,556	17,529	19,373	23,053	22,845	21,450
Virginia	80,040	76,639	74,498	79,447	77,819	78,128	76,712	80,936	85,295	88,888	89,226
West Virginia	5,640	5,353	5,721	5,820	5,667	5,891	5,662	6,764	7,077	7,339	7,210
<b>UNITED STATES</b>	<b>5,117,218</b>	<b>4,787,858</b>	<b>4,771,854</b>	<b>4,779,893</b>	<b>4,530,111</b>	<b>4,419,811</b>	<b>4,187,606</b>	<b>4,361,657</b>	<b>5,057,052</b>	<b>5,087,546</b>	<b>4,872,548</b>

Note: Sums may not add up to total due to rounding.

**Table 18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air)  
2015**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	AVERAGE ISLES VISITED	# OF TRIPS
<b>PACIFIC COAST</b>	2,769,433	9.24	25,589,591	88.7	58.3	17.4	42.7	18.3	3.9	3.0	1.14	7.25
Alaska	79,812	11.99	956,910	87.8	52.9	15.0	30.5	25.1	4.0	3.0	1.15	7.61
California	1,987,085	8.80	17,486,723	88.4	56.9	17.9	46.4	15.5	3.9	3.0	1.14	7.24
Oregon	212,730	10.20	2,170,786	89.1	65.1	16.5	30.6	25.2	4.6	3.0	1.13	7.04
Washington	489,806	10.16	4,975,172	89.9	61.9	16.3	34.7	25.6	3.6	2.9	1.12	7.33
<b>MOUNTAIN</b>	641,004	9.85	6,313,262	84.4	54.0	24.4	39.3	16.5	5.3	3.6	1.21	6.02
Arizona	166,966	9.57	1,597,623	84.2	53.9	25.0	42.3	14.6	5.5	3.9	1.21	5.89
Colorado	148,652	10.22	1,519,699	82.0	59.0	23.8	38.9	16.9	5.6	3.3	1.24	6.09
Idaho	46,744	10.37	484,642	87.2	63.3	23.8	32.0	23.8	5.3	3.4	1.16	5.68
Montana	25,633	10.93	280,069	85.4	65.7	26.5	31.0	24.1	5.3	3.6	1.18	5.29
Nevada	95,280	9.56	910,480	85.9	44.2	22.5	43.0	13.3	4.0	3.8	1.19	7.13
New Mexico	25,200	10.40	262,031	83.5	52.6	30.9	39.9	14.2	6.8	3.9	1.22	5.24
Utah	122,793	9.41	1,155,556	85.4	49.6	23.8	37.7	16.8	5.4	3.5	1.19	5.80
Wyoming	9,734	10.60	103,163	83.0	60.8	31.0	34.3	18.7	6.2	4.2	1.22	4.96
<b>WEST NORTH CENTRAL</b>	203,733	10.63	2,166,152	75.8	49.1	37.5	44.4	14.3	8.8	4.5	1.34	4.38
Iowa	25,489	10.73	273,475	73.2	47.2	41.4	44.6	14.1	9.0	4.5	1.38	4.11
Kansas	24,891	9.94	247,293	77.0	49.0	37.9	47.4	13.4	8.3	4.2	1.33	4.27
Minnesota	75,412	11.12	838,734	76.5	52.7	33.8	41.9	15.8	8.7	4.5	1.32	4.73
Missouri	44,378	10.30	457,047	75.0	45.2	40.1	45.2	13.2	8.6	5.0	1.36	4.17
Nebraska	17,375	10.08	175,125	76.1	47.7	38.8	47.4	12.1	9.7	4.0	1.34	4.20
North Dakota	8,149	10.63	86,649	77.9	45.9	40.7	46.1	13.8	9.3	4.8	1.30	3.94
South Dakota	8,040	10.92	87,830	75.8	49.8	37.1	45.8	13.9	9.0	3.9	1.34	4.44
<b>WEST SOUTH CENTRAL</b>	314,922	9.44	2,973,439	78.3	45.1	38.6	50.6	11.2	7.4	4.3	1.31	4.42
Arkansas	13,168	9.95	131,048	75.8	42.2	43.1	44.2	12.9	8.4	4.1	1.37	3.96
Louisiana	18,876	9.59	181,044	74.9	38.4	48.8	51.3	9.2	9.9	5.1	1.41	3.50
Oklahoma	26,847	9.80	263,220	79.7	46.5	38.8	46.1	14.1	7.1	4.3	1.30	4.34
Texas	256,030	9.37	2,398,127	78.5	45.6	37.6	51.4	11.0	7.2	4.3	1.31	4.52
<b>EAST NORTH CENTRAL</b>	349,602	10.78	3,767,287	72.0	47.3	39.6	46.6	12.8	8.6	5.1	1.41	4.20
Illinois	133,442	10.26	1,369,350	73.9	50.0	35.7	50.0	12.0	8.5	5.2	1.36	4.56
Indiana	39,851	10.54	420,119	72.1	44.0	41.9	45.7	13.0	8.8	4.9	1.42	3.93
Michigan	64,979	11.55	750,686	71.4	47.8	40.2	43.0	14.4	8.2	5.2	1.42	4.15
Ohio	65,863	10.77	709,154	69.3	42.6	44.5	46.8	11.6	8.8	5.1	1.47	3.74
Wisconsin	45,467	11.39	517,977	70.7	48.2	41.2	41.8	14.8	8.7	5.1	1.43	4.08
<b>EAST SOUTH CENTRAL</b>	78,607	10.25	805,971	73.8	37.2	43.9	50.8	10.3	10.1	4.5	1.41	3.83
Alabama	18,419	10.18	187,583	75.3	31.8	44.0	53.0	9.8	9.1	4.1	1.38	3.86
Kentucky	18,519	10.42	193,008	72.2	39.9	44.0	48.2	11.5	10.0	4.8	1.44	3.84
Mississippi	8,177	9.93	81,198	79.2	33.4	50.3	55.9	8.7	14.6	5.3	1.33	3.28
Tennessee	33,492	10.28	344,181	72.5	39.5	42.2	49.8	10.2	9.6	4.5	1.42	3.94
<b>NEW ENGLAND</b>	106,903	11.39	1,217,923	69.9	43.5	40.2	45.9	9.9	8.0	5.8	1.43	4.42
Connecticut	24,539	10.96	268,933	67.1	41.8	41.0	48.5	8.7	7.9	6.0	1.48	4.29
Maine	7,605	12.72	96,757	75.9	42.7	37.6	41.0	12.2	6.8	4.3	1.36	4.96
Massachusetts	53,975	11.15	601,849	69.2	44.8	40.7	46.8	9.8	8.4	6.4	1.43	4.30
New Hampshire	9,543	12.29	117,286	72.0	42.2	41.5	43.3	11.2	8.2	4.7	1.41	4.33
Rhode Island	6,057	11.33	68,625	71.1	35.0	38.4	47.4	8.1	6.9	5.4	1.43	4.79
Vermont	5,185	12.44	64,473	76.8	52.0	35.3	34.9	13.7	7.9	3.3	1.32	5.22
<b>MIDDLE ATLANTIC</b>	266,373	10.66	2,838,232	67.1	38.6	45.6	51.0	7.7	7.5	6.2	1.49	3.76
New Jersey	70,002	10.54	737,945	64.5	37.8	44.6	53.7	7.3	7.3	6.2	1.52	3.73
New York	126,932	10.56	1,340,496	68.1	38.4	45.5	51.4	7.2	6.7	6.5	1.47	3.88
Pennsylvania	69,438	10.94	759,791	67.8	39.6	46.8	47.8	8.8	9.1	5.8	1.50	3.56
<b>SOUTH ATLANTIC</b>	386,641	10.52	4,067,475	72.6	35.2	41.4	50.1	8.0	8.7	4.4	1.41	4.27
Delaware	9,871	9.69	95,670	73.3	39.0	36.9	50.3	7.3	7.9	6.1	1.35	4.69
Washington D.C.	5,670	11.56	65,529	67.7	36.7	45.5	44.1	10.1	7.6	5.5	1.50	3.86
Florida	107,362	10.74	1,153,218	70.7	36.2	42.5	49.2	7.8	8.2	4.5	1.47	4.23
Georgia	59,702	9.92	592,131	74.1	36.3	43.9	52.8	9.1	9.1	4.5	1.38	3.92
Maryland	48,906	10.55	515,950	71.9	32.9	40.0	51.1	7.0	9.3	4.4	1.41	4.36
North Carolina	48,519	10.64	516,094	72.5	39.2	44.7	47.0	8.7	9.4	4.5	1.41	3.80
South Carolina	20,931	10.82	226,509	73.5	36.4	45.6	47.0	9.2	9.2	4.3	1.42	3.88
Virginia	80,040	10.52	842,253	74.5	31.1	35.8	51.9	7.2	8.1	4.0	1.37	4.94
West Virginia	5,640	10.66	60,121	75.3	35.9	47.6	49.2	8.7	12.0	4.5	1.39	3.61

Note: Sums may not add up to total due to rounding.

**Table18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air) continued  
2014**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	AVERAGE ISLES VISITED	# OF TRIPS
<b>PACIFIC COAST</b>	2,567,685	9.43	24,215,383	88.0	57.4	17.2	42.3	18.9	4.4	3.6	1.15	7.29
Alaska	74,718	12.36	923,844	85.4	51.7	14.4	30.6	25.4	4.9	3.3	1.17	7.67
California	1,829,346	8.97	16,401,907	87.8	55.9	17.6	46.2	15.9	4.5	3.6	1.15	7.30
Oregon	200,957	10.43	2,095,508	88.4	63.7	16.6	30.5	25.7	4.7	3.6	1.14	7.04
Washington	462,664	10.36	4,794,124	89.2	61.7	16.2	34.0	26.4	3.9	3.5	1.13	7.28
<b>MOUNTAIN</b>	588,873	10.06	5,922,746	83.5	52.5	24.6	39.5	16.4	5.7	4.2	1.22	6.02
Arizona	160,896	9.68	1,556,772	83.2	53.3	25.3	41.8	14.9	5.6	4.4	1.22	5.83
Colorado	136,930	10.46	1,432,845	81.8	59.4	23.9	38.9	17.0	6.2	4.0	1.24	6.08
Idaho	44,441	10.50	466,477	86.3	59.0	26.4	31.7	23.7	5.6	4.2	1.17	5.52
Montana	24,869	11.45	284,800	85.4	64.7	26.9	32.6	23.8	6.2	3.8	1.18	5.27
Nevada	89,330	9.78	873,537	85.0	43.0	22.1	42.9	13.8	4.3	4.3	1.20	7.10
New Mexico	24,485	10.48	256,680	82.4	54.1	30.9	41.3	14.0	7.1	4.8	1.24	5.14
Utah	97,991	9.67	947,431	83.7	43.9	23.1	38.5	15.8	6.1	3.8	1.21	6.06
Wyoming	9,932	10.49	104,205	81.9	55.0	34.2	38.1	16.8	6.6	4.0	1.25	4.57
<b>WEST NORTH CENTRAL</b>	197,983	10.78	2,133,938	74.8	49.3	37.7	45.2	14.4	10.0	4.7	1.35	4.35
Iowa	25,595	10.68	273,323	72.5	46.6	41.3	45.5	14.6	9.4	4.8	1.40	4.08
Kansas	23,981	10.02	240,276	77.1	48.5	39.3	47.3	13.3	9.7	4.5	1.33	4.19
Minnesota	71,516	11.33	810,530	75.0	52.6	33.3	42.3	15.8	10.0	4.5	1.33	4.77
Missouri	42,698	10.47	447,166	74.1	45.9	40.1	46.6	13.3	9.1	5.2	1.37	4.10
Nebraska	16,663	10.21	170,145	76.2	47.6	39.5	48.0	12.8	10.6	4.0	1.33	4.19
North Dakota	9,305	10.58	98,443	73.8	49.6	42.1	49.7	13.5	14.1	4.9	1.36	3.82
South Dakota	8,225	11.44	94,056	75.5	52.4	40.0	44.4	15.8	11.4	4.3	1.34	4.19
<b>WEST SOUTH CENTRAL</b>	297,274	9.55	2,837,906	77.5	45.7	38.6	51.6	11.4	8.0	4.8	1.32	4.39
Arkansas	12,606	10.16	128,066	75.0	41.7	42.8	45.9	14.6	8.7	4.7	1.39	3.87
Louisiana	17,980	9.69	174,263	74.7	39.3	48.7	51.3	9.8	11.6	5.6	1.40	3.40
Oklahoma	26,046	10.06	262,038	77.8	47.6	38.3	48.0	13.9	8.1	4.8	1.31	4.29
Texas	240,642	9.45	2,273,539	77.9	46.2	37.6	52.4	11.1	7.7	4.8	1.31	4.50
<b>EAST NORTH CENTRAL</b>	333,644	10.85	3,621,634	70.8	46.5	39.9	46.8	12.9	8.4	5.7	1.43	4.17
Illinois	125,188	10.32	1,291,802	72.8	49.0	35.7	49.8	12.4	7.8	6.0	1.38	4.57
Indiana	38,805	10.76	417,592	71.4	45.3	42.9	46.2	13.4	9.1	5.4	1.42	3.87
Michigan	60,928	11.68	711,513	70.1	46.3	41.2	43.8	14.0	8.6	6.0	1.45	4.08
Ohio	64,387	10.83	697,273	68.4	42.2	44.4	47.3	11.5	8.9	5.6	1.48	3.73
Wisconsin	44,335	11.36	503,454	69.4	47.3	41.0	42.7	14.1	8.7	5.1	1.45	4.07
<b>EAST SOUTH CENTRAL</b>	73,722	10.38	764,989	73.4	36.7	44.9	51.1	10.3	9.9	5.3	1.41	3.79
Alabama	15,568	10.00	175,624	74.3	31.6	45.8	54.2	8.8	10.3	4.8	1.38	3.76
Kentucky	17,750	10.65	188,974	71.1	39.8	45.0	49.0	11.6	9.1	5.5	1.45	3.79
Mississippi	7,777	10.08	78,413	77.5	34.0	49.3	52.7	10.1	10.1	4.5	1.36	3.42
Tennessee	30,627	10.51	321,978	73.1	38.5	43.3	50.2	10.4	10.0	5.6	1.41	3.90
<b>NEW ENGLAND</b>	104,931	11.60	1,217,206	69.2	43.9	40.2	46.1	10.2	8.2	6.5	1.44	4.43
Connecticut	24,399	11.21	273,567	67.6	41.8	41.5	49.4	8.5	7.9	6.8	1.47	4.12
Maine	7,409	12.93	95,823	74.7	42.6	36.7	39.7	12.2	8.7	3.9	1.36	5.18
Massachusetts	52,921	11.41	603,595	68.2	45.4	40.6	47.1	10.0	8.4	7.1	1.45	4.37
New Hampshire	9,349	12.14	113,478	71.0	43.1	40.7	43.1	12.3	7.6	5.1	1.42	4.27
Rhode Island	6,051	11.65	70,498	69.4	35.4	40.0	46.4	9.4	7.4	6.5	1.45	4.62
Vermont	4,802	12.55	60,246	75.1	53.3	34.1	34.5	14.4	8.0	4.1	1.36	5.55
<b>MIDDLE ATLANTIC</b>	259,092	10.80	2,797,168	65.7	38.2	46.1	51.3	7.9	7.8	7.2	1.51	3.74
New Jersey	68,938	10.66	734,917	63.0	36.5	45.4	54.0	7.6	8.0	7.2	1.55	3.70
New York	123,451	10.75	1,327,545	66.9	38.0	46.0	51.8	7.5	7.0	7.6	1.49	3.84
Pennsylvania	66,703	11.01	734,706	66.2	40.3	46.9	47.7	8.9	8.9	6.5	1.52	3.60
<b>SOUTH ATLANTIC</b>	364,654	10.68	3,893,813	72.4	34.1	40.9	51.0	7.9	9.2	4.9	1.42	4.34
Delaware	5,069	11.17	56,608	67.7	35.9	45.4	44.6	9.0	7.5	5.6	1.49	3.77
Washington D.C.	9,253	9.75	90,207	72.3	36.4	36.6	51.5	7.9	9.2	6.0	1.36	4.88
Florida	99,315	11.09	1,100,951	70.7	34.8	42.0	49.5	7.6	9.0	4.8	1.47	4.33
Georgia	56,531	10.06	568,718	73.5	34.6	42.3	54.1	8.8	10.5	4.7	1.39	3.95
Maryland	46,598	10.71	498,938	72.0	33.5	39.9	51.4	7.3	9.8	5.1	1.41	4.48
North Carolina	45,697	10.68	487,878	72.2	38.1	44.6	48.2	8.9	9.4	5.1	1.43	3.81
South Carolina	20,199	10.99	222,052	72.7	34.5	45.1	48.4	9.0	9.1	4.5	1.43	3.95
Virginia	76,639	10.57	810,062	74.3	30.3	35.4	53.1	7.1	8.4	4.8	1.37	4.99
West Virginia	5,353	10.91	58,398	71.8	36.0	49.6	48.5	9.6	8.4	5.4	1.44	3.59



**Table 19: Market Penetration for Top U.S. CBSA (Arrivals by Air)  
2015**

RANK	METRO AREA	2015	2014R	% CHNG	Population (1000) <sup>1</sup>	Est. 2015 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	602,222	564,014	6.8	13,340	45.1
2	San Francisco-Oakland-Hayward CA	438,626	394,351	11.2	4,656	94.2
3	Seattle-Tacoma-Bellevue WA	321,661	302,403	6.4	3,734	86.2
4	San Diego-Carlsbad CA	187,765	178,722	5.1	3,300	56.9
5	San Jose-Sunnyvale-Santa Clara CA	180,272	163,098	10.5	1,977	91.2
6	Portland-Vancouver-Hillsboro OR-WA	159,510	149,454	6.7	2,389	66.8
7	New York-Newark-Jersey City NY-NJ-PA	152,180	149,124	2.0	20,182	7.5
8	Sacramento--Roseville--Arden-Arcade CA	129,343	117,328	10.2	2,274	56.9
9	Phoenix-Mesa-Scottsdale AZ	127,486	122,429	4.1	4,575	27.9
10	Riverside-San Bernardino-Ontario CA	115,222	105,181	9.5	4,489	25.7
11	Chicago-Naperville-Elgin IL-IN-WI	111,094	105,023	5.8	9,551	11.6
12	Dallas-Fort Worth-Arlington TX	90,382	84,921	6.4	7,103	12.7
13	Denver-Aurora-Lakewood CO	84,544	77,431	9.2	2,814	30.0
14	Washington-Arlington-Alexandria DC-VA-MD-WV	80,823	77,355	4.5	6,098	13.3
15	Houston-The Woodlands-Sugar Land TX	69,660	67,464	3.3	6,657	10.5
16	Las Vegas-Henderson-Paradise NV	67,200	63,458	5.9	2,115	31.8
17	Minneapolis-St. Paul-Bloomington MN-WI	57,246	53,066	7.9	3,525	16.2
18	Anchorage AK	51,243	47,681	7.5	400	128.2
19	Salt Lake City UT	50,953	41,048	24.1	1,170	43.5
20	Oxnard-Thousand Oaks-Ventura CA	45,926	43,257	6.2	851	54.0
21	Atlanta-Sandy Springs-Roswell GA	44,191	42,195	4.7	5,711	7.7
22	Boston-Cambridge-Newton MA-NH	43,398	42,069	3.2	4,774	9.1
23	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	42,201	39,277	7.4	6,070	7.0
24	Santa Rosa CA	33,386	30,984	7.7	502	66.5
25	Detroit-Warren-Dearborn MI	30,116	28,298	6.4	4,302	7.0
26	Austin-Round Rock TX	28,676	26,210	9.4	2,001	14.3
27	Miami-Fort Lauderdale-West Palm Beach FL	27,415	24,785	10.6	6,012	4.6
28	Provo-Orem UT	26,072	20,423	27.7	586	44.5
29	Ogden-Clearfield UT	25,101	19,195	30.8	643	39.0
30	Stockton-Lodi CA	24,937	22,043	13.1	726	34.3
31	St. Louis MO-IL	24,418	23,884	2.2	2,812	8.7
32	Santa Cruz-Watsonville CA	23,890	21,756	9.8	274	87.1
32	Vallejo-Fairfield CA	23,865	20,642	15.6	436	54.7
34	Spokane-Spokane Valley WA	23,556	22,558	4.4	548	43.0
35	Kansas City MO-KS	22,776	21,356	6.6	2,087	10.9
36	Boise City ID	22,317	21,004	6.3	677	33.0
37	San Antonio-New Braunfels TX	22,158	19,851	11.6	2,384	9.3
38	Baltimore-Columbia-Towson MD	21,875	20,985	4.2	2,797	7.8
39	Tucson AZ	21,142	20,906	1.1	1,010	20.9
40	Fresno CA	20,589	19,424	6.0	975	21.1
41	Santa Maria-Santa Barbara CA	20,388	19,372	5.2	445	45.8
42	Reno NV	20,337	18,717	8.7	451	45.1
43	Bremerton-Silverdale WA	17,848	16,101	10.8	260	68.6
44	Colorado Springs CO	17,036	15,623	9.0	698	24.4
45	Tampa-St. Petersburg-Clearwater FL	16,977	16,123	5.3	2,975	5.7
46	Eugene OR	16,371	15,299	7.0	363	45.1
47	Orlando-Kissimmee-Sanford FL	16,237	14,954	8.6	2,387	6.8
48	Olympia-Tumwater WA	16,062	15,190	5.7	270	59.6
49	Salem OR	15,675	15,196	3.2	410	38.2
50	Salinas CA	15,658	14,045	11.5	434	36.1
51	Virginia Beach-Norfolk-Newport News VA-NC	15,648	14,650	6.8	1,725	9.1
52	Modesto CA	15,331	13,588	12.8	538	28.5
53	Indianapolis-Carmel-Anderson IN	15,013	15,054	-0.3	1,989	7.5
54	Cincinnati OH-KY-IN	14,915	15,029	-0.8	2,158	6.9
55	Bakersfield CA	14,529	13,627	6.6	882	16.5
56	San Luis Obispo-Paso Robles-Arroyo Grande CA	14,453	13,730	5.3	281	51.4
57	Bellingham WA	14,421	14,617	-1.3	212	67.9
58	Charlotte-Concord-Gastonia NC-SC	14,071	13,756	2.3	2,426	5.8
59	Pittsburgh PA	14,023	13,987	0.3	2,353	6.0
60	Cleveland-Elyria OH	13,463	13,608	-1.1	2,061	6.5

<sup>1</sup> Based on 2015 population estimates

Source: Hawai'i Tourism Authority, Department of Business, Economic Development and Tourism, and U.S. Bureau of the Census.

**Table 20: Japan MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	8,685,616	8,766,526	-0.9%	71,912	79,593	-9.6%	8,613,704	8,686,933	-0.8%
Total Visitors	1,482,304	1,511,739	-1.9%	9,618	10,044	-4.2%	1,472,686	1,501,695	-1.9%
<b>PARTY SIZE</b>									
One	75,605	79,082	-4.4%	3,155	3,481	-9.4%	72,450	75,601	-4.2%
Two	607,358	674,234	-9.9%	3,437	3,379	1.7%	603,921	670,855	-10.0%
Three or more	799,341	758,423	5.4%	3,026	3,184	-4.9%	796,315	755,239	5.4%
Avg Party Size	2.66	2.58	3.4%	1.72	1.70	1.3%	2.67	2.59	3.4%
<b>VISIT STATUS</b>									
First-Time	583,145	628,056	-7.2%	2,780	2,970	-6.4%	580,365	625,086	-7.2%
Repeat	899,159	883,683	1.8%	6,838	7,074	-3.3%	892,321	876,609	1.8%
Average # of Trips	4.05	3.87	4.7%	6.08	5.98	1.7%	4.04	3.85	4.7%
<b>TRAVEL METHOD</b>									
Group Tour	349,244	366,067	-4.6%	980	1,130	-13.3%	348,264	364,937	-4.6%
Package	1,014,330	1,127,095	-10.0%	2,511	2,639	-4.9%	1,011,819	1,124,456	-10.0%
Group Tour & Pkg	291,541	324,444	-10.1%	617	726	-15.0%	290,925	323,718	-10.1%
True Independent	410,272	343,021	19.6%	6,744	7,001	-3.7%	403,528	336,020	20.1%
<b>ISLANDS VISITED</b>									
O'ahu	1,436,749	1,469,449	-2.2%	8,486	8,865	-4.3%	1,428,263	1,460,584	-2.2%
Mauai County	61,003	60,753	0.4%	927	1,060	-12.5%	60,076	59,693	0.6%
...Mauai	58,941	58,889	0.1%	892	1,015	-12.2%	58,050	57,874	0.3%
...Moloka'i	1,967	1,944	1.2%	27	93	-70.9%	1,940	1,851	4.8%
...Lāna'i	1,301	1,312	-0.8%	29	110	-73.7%	1,272	1,202	5.8%
Kaua'i	25,702	23,834	7.8%	487	575	-15.3%	25,215	23,259	8.4%
Hawai'i Island	140,634	170,483	-17.5%	951	1,124	-15.4%	139,683	169,359	-17.5%
...Hilo	46,436	65,853	-29.5%	386	489	-21.0%	46,050	65,364	-29.5%
...Kona	106,072	120,383	-11.9%	725	875	-17.2%	105,347	119,507	-11.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.50	5.41	1.6%	6.25	6.89	-9.3%	5.49	5.40	1.6%
Mauai (days)	3.58	3.10	15.4%	8.25	7.33	12.5%	3.51	3.03	15.9%
Moloka'i (days)	1.84	1.36	35.5%	8.35	2.22	275.5%	1.75	1.32	33.1%
Lāna'i (days)	1.91	1.68	13.6%	6.86	2.04	235.7%	1.79	1.64	9.1%
Kaua'i (days)	2.53	2.33	8.6%	7.34	6.22	18.0%	2.43	2.23	9.1%
Hawai'i Island (days)	3.60	3.34	7.6%	7.89	6.26	26.1%	3.57	3.33	7.3%
...Hilo (days)	1.89	1.75	8.0%	7.59	4.12	84.2%	1.84	1.73	6.3%
...Kona (days)	3.94	3.78	4.3%	6.30	5.73	9.9%	3.93	3.77	4.3%
Statewide (days)	5.86	5.80	1.0%	7.48	7.92	-5.6%	5.85	5.78	1.1%
<b>ACCOMMODATIONS</b>									
Hotel	1,250,653	1,320,772	-5.3%	7,070	7,347	-3.8%	1,243,583	1,313,425	-5.3%
...Hotel Only	1,215,681	1,290,135	-5.8%	6,615	6,883	-3.9%	1,209,067	1,283,251	-5.8%
Condo	166,871	142,177	17.4%	1,191	1,261	-5.6%	165,680	140,916	17.6%
...Condo Only	137,015	118,479	15.6%	981	1,056	-7.2%	136,034	117,422	15.9%
Timeshare	80,071	62,740	27.6%	354	354	0.0%	79,716	62,386	27.8%
...Timeshare Only	64,826	50,911	27.3%	273	242	12.7%	64,553	50,668	27.4%
Rental House	4,599	3,758	22.4%	309	310	-0.2%	4,290	3,448	24.4%
Hostel	1,351	1,124	20.1%	165	162	1.3%	1,186	962	23.3%
Camp Site	173	566	-69.5%	43	30	43.3%	130	536	-75.8%
Bed & Breakfast	1,832	1,117	64.0%	85	59	43.5%	1,747	1,058	65.1%
Cruise Ship	2,825	2,514	12.3%	72	86	-16.3%	2,753	2,429	13.4%
Friends or Relatives	17,587	14,429	21.9%	796	925	-13.9%	16,791	13,504	24.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,196,852	1,261,416	-5.1%	7,701	8,174	-5.8%	1,189,151	1,253,242	-5.1%
....Vacation	967,553	997,449	-3.0%	6,588	7,154	-7.9%	960,965	990,295	-3.0%
....Honeymoon	227,321	263,997	-13.9%	1,171	1,060	10.5%	226,150	262,937	-14.0%
....Get Married	40,448	42,255	-4.3%	56	116	-51.4%	40,392	42,139	-4.1%
MC&I (Net)	111,568	73,410	52.0%	455	492	-7.6%	111,114	72,917	52.4%
....Convention/Conf.	23,741	10,656	122.8%	189	243	-22.5%	23,552	10,413	126.2%
....Corp. Meetings	3,098	3,414	-9.3%	184	174	5.5%	2,914	3,240	-10.0%
....Incentive	86,469	59,970	44.2%	105	89	17.2%	86,364	59,880	44.2%
Other Business	6,552	6,941	-5.6%	472	442	6.7%	6,081	6,499	-6.4%
Visit Friends/Relatives	23,091	22,689	1.8%	965	1,051	-8.2%	22,126	21,638	2.3%
Government/Military	771	1,100	-29.9%	103	109	-5.8%	668	991	-32.6%
Attend School	7,011	2,669	162.7%	93	65	42.1%	6,919	2,604	165.7%
Sport Events	24,056	26,081	-7.8%	100	135	-25.9%	23,956	25,946	-7.7%
Average Age	43	42	2.8%	41	43	-3.3%	43	42	2.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,052.7	2,396.7	-14.4%						
Per Person Per Day (\$)	236.3	273.4	-13.6%						
Per Person Per Trip (\$)	1,384.8	1,585.4	-12.7%						

**Table 21: International Japanese MMA Visitor Characteristics by Region  
2015**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
	Visitor Counts	246,585	327,810	61,520	600,388	56,310	36,129	83,556	53,548
<b>PARTY SIZE</b>									
One	10,786	12,729	2,841	30,159	2,116	1,278	3,719	1,834	739
Two	106,575	136,940	25,347	234,534	25,712	16,211	33,087	20,948	1,637
Three or more	129,224	178,141	33,332	335,695	28,481	18,641	46,751	30,766	4,465
Avg Party Size	2.7	2.7	2.7	2.7	2.7	2.7	2.8	2.9	2.7
<b>VISIT STATUS</b>									
First-Time	104,793	117,200	29,770	163,919	27,320	19,570	41,259	22,137	3,193
Repeat	141,792	210,609	31,750	436,469	28,990	16,559	42,297	31,411	3,647
Average # of Trips	3.48	4.22	3.23	5.36	3.35	2.65	3.30	3.80	2.96
<b>TRAVEL METHOD</b>									
Group Tour	57,471	65,973	17,722	122,340	14,272	10,606	21,722	12,260	2,102
Package	181,181	216,341	47,814	380,288	41,919	27,998	60,704	37,331	3,694
Group Tour & Pkg	50,118	58,189	15,984	104,824	12,399	9,179	18,206	10,073	1,764
True Independent	58,051	103,684	11,968	202,584	12,518	6,704	19,336	14,031	2,808
<b>ISLANDS VISITED</b>									
Oahu	238,889	317,024	60,592	579,687	55,360	35,361	81,906	52,280	6,446
Maui County	10,940	12,894	2,770	23,970	1,868	737	3,219	2,932	341
...Maui	10,735	12,612	2,590	22,788	1,868	737	3,117	2,932	341
...Moloka'i	94.55	201	180	1,155	0	0	72	154	0
...Lāna'i	206	417	0	494	90	0	75	0	0
Kaua'i	4,169	5,618	1,043	12,423	969	767	1,560	766	168
Hawai'i Island	24,542	37,111	5,242	61,428	4,945	4,600	8,733	3,685	610
...Hilo	9,110	10,247	1,980	19,646	1,841	1,771	3,194	1,929	266
...Kona	17,501	29,058	3,610	48,215	3,396	2,953	6,047	2,140	487
<b>LENGTH OF STAY</b>									
Oahu (days)	5.28	5.60	5.25	5.74	5.58	5.21	5.41	5.67	5.68
Maui (days)	3.10	3.34	3.71	3.41	3.12	2.07	2.98	4.36	2.42
Moloka'i (days)	1.00	2.38	1	1.82	0	0	1.31	1.00	0
Lāna'i (days)	1.00	2.25	0	2.74	1	0	1.60	0	0
Kaua'i (days)	2.48	2.22	1.40	2.55	2.10	2.32	2.12	2.02	3.70
Hawai'i Island (days)	3.23	3.58	2.65	3.94	2.92	2.91	2.93	3.28	4.13
...Hilo (days)	1.94	1.98	1.08	1.79	1.59	1.19	1.73	1.85	1.00
...Kona (days)	3.52	3.87	3.25	4.29	3.39	3.82	3.31	3.98	4.63
Statewide (days)	5.61	5.99	5.58	6.13	5.88	5.56	5.76	6.04	5.93
<b>ACCOMMODATIONS</b>									
Hotel	212,491	266,576	55,731	477,069	49,222	32,319	72,149	44,438	5,288
...Hotel Only	207,858	258,041	54,290	459,604	47,595	31,452	70,410	43,439	4,973
Condo	22,772	41,486	4,610	86,563	5,067	3,155	7,919	7,716	1,059
...Condo Only	19,526	33,210	3,456	70,931	4,055	2,186	5,922	6,994	828
Timeshare	13,971	27,336	2,287	46,635	2,479	1,183	4,656	2,059	412
...Timeshare Only	11,706	22,284	1,976	37,244	1,531	995	3,942	1,651	412
Rental house	376	1,077	0	1,984	403	0	282	99	0
Bed & Breakfast	246	134	0	1,240	0	56	85.54	57	0
Cruise Ship	233	551	251	1,765	0	0	119	92	59
Friends or Relatives	1,515	2,510	149	8,770	786	471	617	192	288
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	197,547	273,178	44,884	510,578	43,633	27,957	65,124	40,543	4,720
....Vacation	150,026	225,283	32,610	454,729	29,651	18,789	50,569	31,286	4,345
.....Honeymoon	46,938	47,320	12,549	54,027	13,520	9,054	14,747	9,231	325
.....Getting Married	7,074	10,484	2,253	12,333	2,311	1,935	1,858	1,708	50
MC&I (Net)	17,493	19,076	6,333	30,095	4,457	2,986	6,808	4,278	612
....Convention/Conf.	2,862	5,079	874	8,347	1,429	759	1,513	1,191	105
.....Corp. Meetings	50	1,163	0	1,000	0	0	207	0	82
.....Incentive	14,742	13,177	5,459	21,176	3,029	2,374	5,118	3,087	426
Other Business	715	1,170	352	2,635	175	59	430	376	146
Visit Friends/Relatives	3,077	3,786	520	12,987	712	156	1,332	441	306
Government/Military	25	25	0	346	0	26	0	25	89
Attend School	1,284	1,124	524	1,082	335	385	381	23	193
Sport Events	4,027	5,783	1,904	11,774	448	709	1,704	742	197
Average Age	44	45	45	45	44	43	45	46	45

**Table21: International Japanese MMA Visitor Characteristics by Region continued  
2014R**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
	Visitor Counts	251,278	312,459	55,592	656,277	56,259	32,482	88,882	43,866
<b>PARTY SIZE</b>									
One	10,032	13,188	2,595	33,075	1,984	1,219	3,823	1,794	566
Two	113,195	139,879	22,979	279,334	25,868	13,691	41,282	18,074	1,508
Three or more	128,052	159,392	30,018	343,869	28,408	17,573	43,777	23,998	2,524
Avg Party Size	2.7	2.6	2.7	2.6	2.7	2.8	2.6	2.7	2.6
<b>VISIT STATUS</b>									
First-Time	112,661	119,268	26,930	211,702	28,459	15,989	45,185	18,905	2,144
Repeat	138,617	193,191	28,663	444,575	27,801	16,494	43,697	24,961	2,455
Average # of Trips	3.27	4.13	2.89	5.11	3.13	2.99	3.05	3.53	2.57
<b>TRAVEL METHOD</b>									
Group Tour	63,361	71,005	15,893	144,080	16,268	8,448	25,097	10,593	1,811
Package	194,227	222,954	43,478	460,126	42,806	25,731	69,586	32,982	2,492
Group Tour & Pkg	55,989	61,637	13,170	130,757	13,696	7,606	22,937	9,553	1,368
True Independent	49,680	80,137	9,390	182,829	10,881	5,909	17,135	9,844	1,663
<b>ISLANDS VISITED</b>									
O'ahu	245,398	303,163	53,954	633,238	55,468	32,221	87,599	42,806	4,429
Maui County	10,617	13,839	2,298	28,031	1,866	1,228	3,077	1,306	118
...Maui	10,376	12,815	2,298	27,258	1,790	1,228	3,077	1,306	118
...Moloka'i	241.89	884	0	921	76.61	0	0	0	0
...Lāna'i	31	260	0	685	0	0	0	0	0
Kaua'i	4,495	5,931	1,191	11,603	810	264	1,292	480	41
Hawai'i Island	32,118	42,348	5,779	75,672	7,043	2,431	9,105	4,574	946
...Hilo	13,040	16,761	2,877	25,448	3,298	580	4,229	1,538	724
...Kona	22,576	28,910	3,600	57,306	4,108	1,949	5,725	3,216	222
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.20	5.46	5.15	5.69	5.49	5.37	5.27	5.65	5.97
Maui (days)	2.72	2.58	2.80	3.34	2.05	1.58	2.27	2.29	17.81
Moloka'i (days)	1.00	1.15	0	1.22	1.00	0	0	0	0
Lāna'i (days)	1.00	1.55	0	1.96	0	0	0	0	0
Kaua'i (days)	2.88	1.85	2.03	2.27	2.16	5.06	2.37	1.35	3.89
Hawai'i Island (days)	3.12	3.19	2.85	3.66	2.73	3.31	3.46	3.34	3.59
...Hilo (days)	1.54	1.66	1.16	1.68	1.74	2.49	2.54	1.35	4.21
...Kona (days)	3.55	3.71	3.65	4.08	3.28	3.39	3.63	4.11	1.57
Statewide (days)	5.65	5.87	5.46	6.09	5.85	5.67	5.66	5.94	6.98
<b>ACCOMMODATIONS</b>									
Hotel	224,146	264,239	49,745	549,241	48,772	29,568	80,374	37,699	3,634
...Hotel Only	218,826	256,960	49,441	531,851	47,930	28,956	78,674	37,156	3,516
Condo	20,193	34,431	4,243	79,559	5,739	2,072	6,146	4,599	825
...Condo Only	16,365	28,352	4,030	65,552	4,976	1,617	4,962	4,197	707
Timeshare	9,840	19,010	1,632	38,760	2,221	1,112	3,146	1,879	0
...Timeshare Only	7,426	15,518	1,433	31,052	1,850	1,053	2,421	1,826	0
Rental house	355	392	0	1,800	54	0	352	0	0
Bed & Breakfast	162	325	0	448	54	0	26.81	0	0
Cruise Ship	845	543	59	989	55	55	83	0	0
Friends or Relatives	2,008	3,035	221	6,580	429	287	627	172	258
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	209,822	263,002	43,036	563,524	42,978	24,890	71,635	35,283	3,271
....Vacation	157,512	211,296	29,599	484,044	29,884	16,852	52,301	27,417	2,962
....Honeymoon	51,823	52,142	13,756	78,979	13,115	8,160	20,364	7,523	308
....Getting Married	7,199	9,361	2,444	13,875	1,445	1,590	1,392	1,286	53
MC&I (Net)	11,983	10,752	5,468	23,384	3,407	2,272	5,215	1,691	423
....Convention/Conf.	1,204	2,132	573	3,897	707	250	849	236	302
....Corp. Meetings	357	394.22	20	1,106	47.97	216.46	0	53	0
....Incentive	10,422	8,279	4,924	18,538	2,728	1,806	4,366	1,474	121
Other Business	1,024	800	388	2,206	376	400.93	220	72	222
Visit Friends/Relatives	3,068	4,462	515	12,457	644	432	873	154	249
Government/Military	0	0	53.64	375	83.51	0	0	0	0
Attend School	394	217	24	1,163	136	24.19	56	110	28
Sport Events	2,983	6,891	742	12,295	763	577	2,136	1,626	365
Average Age	43	44	42	44	43	42	42	44	44

**Table 22: Canada MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	6,520,761	6,753,350	-3.4%	2,066,414	2,564,554	-19.4%	4,454,347	4,188,796	6.3%
Total Visitors	512,323	522,761	-2.0%	163,277	201,729	-19.1%	349,046	321,032	8.7%
<b>PARTY SIZE</b>									
One	63,008	68,264	-7.7%	27,066	33,352	-18.8%	35,942	34,912	2.9%
Two	231,327	238,108	-2.8%	72,493	89,341	-18.9%	158,834	148,767	6.8%
Three or more	217,988	216,389	0.7%	63,718	79,036	-19.4%	154,270	137,353	12.3%
Avg Party Size	2.19	2.16	1.8%	2.05	2.05	-0.1%	2.27	2.23	1.9%
<b>VISIT STATUS</b>									
First-Time	173,218	180,396	-4.0%	60,520	77,328	-21.7%	112,698	103,068	9.3%
Repeat	339,105	342,366	-1.0%	102,757	124,401	-17.4%	236,348	217,964	8.4%
Average # of Trips	4.07	4.01	1.5%	4.37	4.21	3.8%	3.92	3.88	1.1%
<b>TRAVEL METHOD</b>									
Group Tour	11,935	11,536	3.5%	4,375	6,221	-29.7%	7,560	5,314	42.3%
Package	103,318	111,257	-7.1%	32,034	43,622	-26.6%	71,284	67,635	5.4%
Group Tour & Pkg	8,183	7,837	4.4%	2,959	4,268	-30.7%	5,223	3,569	46.3%
True Independent	405,253	407,805	-0.6%	129,828	156,153	-16.9%	275,425	251,652	9.4%
<b>ISLANDS VISITED</b>									
O'ahu	208,542	209,315	-0.4%	68,237	89,470	-23.7%	140,304	119,845	17.1%
Maui County	262,271	274,008	-4.3%	70,114	90,242	-22.3%	192,158	183,765	4.6%
...Maui	260,290	272,174	-4.4%	69,277	89,249	-22.4%	191,012	182,925	4.4%
...Moloka'i	4,714	5,367	-12.2%	1,649	1,936	-14.8%	3,065	3,431	-10.7%
...Lāna'i	4,006	5,098	-21.4%	1,429	1,978	-27.8%	2,577	3,120	-17.4%
Kaua'i	74,710	77,760	-3.9%	30,536	36,058	-15.3%	44,173	41,701	5.9%
Hawai'i Island	103,511	105,460	-1.8%	44,287	49,585	-10.7%	59,225	55,876	6.0%
...Hilo	35,900	35,224	1.9%	14,485	17,139	-15.5%	21,415	18,085	18.4%
...Kona	94,916	96,912	-2.1%	40,641	45,196	-10.1%	54,275	51,716	4.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.02	8.99	0.4%	8.22	8.44	-2.7%	9.41	9.39	0.2%
Maui (days)	11.12	11.12	0.0%	10.66	10.64	0.1%	11.29	11.35	-0.6%
Moloka'i (days)	4.93	4.54	8.7%	5.53	5.93	-6.7%	4.61	3.75	22.9%
Lāna'i (days)	2.80	2.82	-0.5%	2.90	3.29	-11.7%	2.75	2.52	9.2%
Kaua'i (days)	8.98	9.14	-1.8%	9.31	9.02	3.2%	8.75	9.24	-5.4%
Hawai'i Island (days)	10.05	10.40	-3.3%	10.61	10.41	1.9%	9.63	10.39	-7.3%
...Hilo (days)	3.68	4.01	-8.2%	4.43	4.47	-0.8%	3.17	3.57	-11.3%
...Kona (days)	9.57	9.86	-2.9%	9.98	9.73	2.6%	9.26	9.98	-7.2%
Statewide (days)	12.73	12.92	-1.5%	12.66	12.71	-0.4%	12.76	13.05	-2.2%
<b>ACCOMMODATIONS</b>									
Hotel	223,837	234,643	-4.6%	73,069	94,565	-22.7%	150,769	140,078	7.6%
...Hotel Only	167,621	176,128	-4.8%	53,620	69,904	-23.3%	114,001	106,223	7.3%
Condo	197,336	206,970	-4.7%	55,970	70,883	-21.0%	141,366	136,087	3.9%
...Condo Only	161,939	168,756	-4.0%	44,819	56,531	-20.7%	117,120	112,224	4.4%
Timeshare	54,264	51,938	4.5%	17,362	20,106	-13.6%	36,902	31,832	15.9%
...Timeshare Only	38,720	36,789	5.2%	12,894	14,408	-10.5%	25,826	22,382	15.4%
Rental House	58,403	57,145	2.2%	20,905	23,385	-10.6%	37,498	33,760	11.1%
Hostel	7,281	6,239	16.7%	2,811	3,019	-6.9%	4,470	3,219	38.9%
Camp Site	5,985	5,100	17.4%	2,241	2,453	-8.6%	3,744	2,646	41.5%
Bed & Breakfast	9,181	7,755	18.4%	3,187	3,485	-8.6%	5,994	4,270	40.4%
Cruise Ship	10,863	10,857	0.1%	5,354	6,984	-23.3%	5,509	3,872	42.3%
Friends or Relatives	26,626	24,875	7.0%	9,618	11,085	-13.2%	17,008	13,790	23.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	475,286	486,359	-2.3%	150,911	185,704	-18.7%	324,375	300,655	7.9%
....Vacation	461,198	471,177	-2.1%	146,022	179,115	-18.5%	315,176	292,061	7.9%
....Honeymoon	15,265	15,632	-2.3%	5,440	7,222	-24.7%	9,826	8,410	16.8%
....Get Married	3,808	4,545	-16.2%	1,183	1,812	-34.7%	2,626	2,734	-4.0%
MC&I (Net)	22,561	21,004	7.4%	7,809	9,895	-21.1%	14,752	11,109	32.8%
....Convention/Conf.	16,770	14,379	16.6%	5,772	6,760	-14.6%	10,998	7,619	44.3%
....Corp. Meetings	2,706	4,008	-32.5%	974	1,782	-45.4%	1,732	2,225	-22.2%
....Incentive	4,257	3,844	10.8%	1,366	1,950	-29.9%	2,891	1,894	52.6%
Other Business	4,945	6,140	-19.4%	2,277	3,285	-30.7%	2,668	2,855	-6.5%
Visit Friends/Relatives	20,137	20,095	0.2%	7,693	9,086	-15.3%	12,443	11,010	13.0%
Government/Military	1,383	1,456	-5.0%	550	906	-39.3%	834	551	51.5%
Attend School	1,262	933	35.4%	300	512	-41.5%	963	420	129.1%
Sport Events	4,762	5,359	-11.1%	1,676	2,506	-33.1%	3086.6002	2,853	8.2%
Average Age	47	48	-0.4%	46	46	0.1%	48	49	-1.5%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	1,053.2	1,073.4	-1.9%						
Per Person Per Day (\$)	161.5	158.9	1.6%						
Per Person Per Trip (\$)	2,055.8	2,053.4	0.1%						

**Table 23: Canadian MMA Visitor Characteristics by Province**  
2015

	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory	Unknown Canada zip
<b>Visitor Counts</b>	512,323	116,169	218,632	12,347	2,536	2,010	1,063	3,245	105,423	811	32,236	14,985	1,909	957
<b>PARTY SIZE</b>														
One	63,008	13,032	23,064	1,307	356	268	150	544	15,523	132	6,843	1,418	284	87
Two	231,327	48,293	97,379	6,218	1,453	1,016	487	1,804	50,052	365	14,810	8,144	886	420
Three or more	217,988	54,844	98,189	4,823	727	726	426	898	39,848	314	10,584	5,423	739	448
Avg Party Size	2.19	2.29	2.26	2.20	2.04	2.08	2.14	1.91	2.09	2.03	1.90	2.19	2.09	2.31
<b>VISIT STATUS</b>														
First-Time	173,218	33,575	46,613	5,559	1,457	1,311	330	1,749	54,570	355	20,996	5,856	654	191
Repeat	339,105	82,595	172,019	6,789	1,079	698	733	1,497	50,852	456	11,241	9,130	1,254	764
Average # of Trips	4.07	4.07	5.16	3.96	2.38	2.22	4.20	2.78	2.64	2.25	2.09	3.28	4.65	3.84
<b>TRAVEL METHOD</b>														
Group Tour	11,935	1,357	2,642	200	296	132	13	175	4,878	42	1,286	889	24	0
Package	103,318	22,525	41,423	2,352	698	461	70	741	24,264	155	6,527	3,633	249	217
True Independent	405,253	93,097	176,119	9,926	1,810	1,498	979	2,494	79,529	655	25,447	11,301	1,660	738
<b>ISLANDS VISITED</b>														
Oahu	208,542	41,711	82,029	7,002	1,246	1,282	465	1,544	49,212	457	15,357	6,716	717	803
Mauai County	262,271	53,124	109,695	5,227	1,265	899	440	1,659	61,237	414	20,057	7,124	867	262
...Mauai	260,290	52,768	108,712	5,168	1,263	897	439	1,651	60,846	414	19,920	7,090	861	262
...Moikea'i	4,714	809	1,723	75	28	8	9	1,152	12	12	613	212	12	32
...Lāna'i	4,006	826	1,165	89	25	7	2	81	1,223	43	311	192	9	34
Kaua'i	74,710	17,357	24,959	1,402	345	325	90	539	18,806	136	7,863	2,405	335	147
Hawai'i Island	103,511	25,139	33,856	2,392	828	446	278	692	25,287	237	10,301	3,588	332	135
...Hilo	35,900	6,187	9,626	824	407	220	38	348	11,164	170	5,677	1,076	88	75
...Kona	94,916	23,798	31,321	2,218	802	422	259	611	22,699	151	8,884	3,338	283	131
<b>LENGTH OF STAY</b>														
Oahu (days)	9.02	9.69	9.50	11.96	7.16	10.38	8.88	9.11	7.38	15.66	7.59	10.69	9.49	9.31
Mauai (days)	11.12	11.18	12.37	10.32	10.49	10.55	10.92	9.96	10.92	8.80	9.43	11.06	13.07	6.34
Moikea'i (days)	4.93	3.69	4.56	4.56	4.51	2.70	3.26	2.72	3.98	1.00	4.36	2.60	8.88	1
Lāna'i (days)	2.80	3.87	3.29	2.80	2.80	2.34	1.00	2.87	2.18	1	1.69	1.74	3.04	1
Kaua'i (days)	8.98	10.42	10.28	8.06	5.84	12.71	10.71	9.99	6.84	6.46	7.11	8.97	12.90	2.20
Hawai'i Island (days)	10.05	11.70	11.35	10.47	9.21	7.14	10.57	9.22	7.59	5.72	7.67	10.56	12.77	16.45
...Hilo (days)	3.68	4.05	4.34	3.59	2.40	2.64	8.65	3.17	3.05	3.19	3.59	3.30	6.84	1.61
...Kona (days)	9.57	11.31	10.94	9.96	8.29	6.16	10.07	6.63	6.96	5.51	6.50	10.28	12.89	15.93
Statewide (days)	12.73	12.70	12.72	14.09	12.62	13.81	12.26	13.29	12.06	16.16	13.72	14.05	14.02	12.29
<b>ACCOMMODATIONS</b>														
Hotel	223,837	43,258	86,493	5,579	1,477	1,006	542	1,792	61,001	440	15,623	5,434	635	555
...Hotel Only	167,621	33,020	68,292	4,051	1,238	614	406	1,249	43,968	239	9,584	4,144	475	340
Condo	197,336	48,399	95,697	5,039	591	666	409	833	26,818	356	10,691	6,728	996	113
...Condo Only	161,939	40,881	83,021	4,079	474	410	306	645	18,364	239	7,013	5,642	758	107
Timeshare	54,264	13,594	23,102	1,329	248	229	63	345	11,299	61	1,681	1,930	146	237
...Timeshare Only	38,720	9,881	17,284	798	146	159	24	186	7,419	45	1,116	1,432	126	101
Rental House	58,403	16,187	20,538	1,266	161	261	175	398	12,770	41	4,508	1,882	242	174
Hostel	7,281	994	1,753	63	22	81	1	66	1,431	23	2,646	146	55	0
Camp Site	5,985	995	1,949	62	28	59	10	24	925	6	1,796	57	75	0
Bed & Breakfast	9,181	1,481	2,493	183	45	34	47	61	2,731	80	1,664	313	47	1
Cruise Ship	10,863	1,284	1,660	249	121	171	2	162	5,376	54	1,584	162	8	32
Friends or Relatives	26,626	5,401	10,179	648	163	169	21	240	6,836	44	2,175	629	66	56
<b>PURPOSE OF TRIP</b>														
Pleasure (Net)	475,286	109,082	205,678	11,312	2,233	1,828	886	2,842	94,320	739	29,466	14,072	1,831	897
...Vacation	461,198	106,032	201,459	11,019	2,162	1,707	969	2,722	89,627	723	28,420	13,653	1,810	897
...Honeymoon	15,265	3,293	4,514	287	78	124	15	130	5,059	16	1,173	443	95	0
...Get Married	3,808	1,075	1,468	104	25	30	2	13	796	0	176	48	75	0
MC&I (Net)	22,561	3,876	6,245	646	187	263	42	278	7,850	53	2,307	755	34	23
...Convention/Conf.	16,770	2,799	5,003	533	136	191	39	165	5,299	48	1,821	677	34	23
...Corp. Meetings	2,706	509	840	109	36	20	3	46	1,060	3	390	30	0	0
...Incentive	4,257	922	1,859	109	25	51	0	98	1,908	2	250	50	0	0
Other Business	4,945	902	1,859	109	51	0	1	58	1,393	5	447	72	29	19
Visit Friends/Relatives	20,137	3,737	7,749	522	125	44	18	236	5,503	63	1,507	568	49	16
Government/Military	1,383	294	450	64	1	1	0	27	432	3	86	26	0	0
Attend School	1,262	228	370	33	9	23	19	6	447	14	71	35	6	0
Sport Events	4,762	787	1,779	145	8	34	13	16	1,588	0	376	40	5	0
Average Age	47	47	48	49	47	48	46	50	47	50	43	50	45	48

**Table23: Canadian MMA Visitor Characteristics by Province continued  
2014R**

	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory	Unknown Canada Zip
<b>Visitor Counts</b>	522,761	118,473	236,965	12,437	2,387	1,479	1,426	3,193	95,666	543	29,111	18,416	2,039	625
<b>PARTY SIZE</b>														
One	68,264	13,760	27,129	1,434	380	158	107	699	15,935	43	6,364	1,946	272	37
Two	238,108	51,636	103,765	6,466	1,376	974	711	1,752	45,731	317	14,339	9,622	936	484
Three or more	216,389	53,077	106,071	4,536	631	347	609	743	34,000	183	8,408	6,848	831	105
Avg Party Size	2.16	2.24	2.24	2.13	1.97	2.02	2.29	1.79	2.01	2.21	1.85	2.16	2.11	2.00
<b>VISIT STATUS</b>														
First-Time	180,396	37,873	54,240	5,704	1,612	984	508	1,629	50,681	280	19,291	6,513	722	358
Repeat	342,366	80,600	182,724	6,733	775	495	919	1,564	44,985	263	11,902	11,902	1,318	267
Average # of Trips	4.01	4.04	4.86	3.51	1.93	2.03	3.83	3.15	2.68	3.21	2.16	3.65	3.88	2.35
<b>TRAVEL METHOD</b>														
Group Tour	11,536	1,571	3,508	344	149	73	12	189	4,099	28	1,205	352	4	0
Package	111,257	23,356	47,982	2,288	496	406	331	466	23,652	91	6,995	4,454	534	205
True Independent	407,805	94,427	187,847	10,044	1,855	1,025	1,091	2,629	70,854	431	21,850	13,846	1,505	421
<b>ISLANDS VISITED</b>														
Oahu	209,315	44,118	86,643	6,788	1,260	1,039	622	1,519	43,158	300	14,437	8,134	907	390
Mauai County	274,008	54,236	129,372	6,058	1,222	728	495	1,519	53,604	183	17,038	8,644	779	129
...Mauai	272,174	53,926	128,516	6,021	1,207	725	441	1,505	53,234	178	16,941	8,576	775	129
...Molokai	5,367	1,020	2,229	165	15	9	54	43	1,022	7	644	148	13	0
...Lānaʻi	5,098	812	1,875	310	55	67	9	33	1,459	0	404	64	10	0
Kauai	77,760	17,875	25,965	1,836	452	280	116	593	19,864	192	7,595	2,417	275	180
Hawai'i Island	105,460	27,221	35,758	2,555	387	365	387	828	25,028	87	9,013	3,256	342	107
...Hilo	35,224	6,746	10,795	964	260	258	94	399	9,846	24	4,616	1,069	83	69
...Kona	96,912	25,707	33,141	2,335	468	312	370	778	22,327	76	7,848	3,110	330	107
<b>LENGTH OF STAY</b>														
Oahu (days)	8,991	9,821	9,241	10,431	9,881	8,231	10,778	10,281	7,491	11,139	7,321	10,721	11,311	8,101
Mauai (days)	11,121	11,001	11,951	9,991	10,781	7,611	14,661	10,331	9,641	9,991	9,511	12,891	11,611	9,581
Molokai (days)	4,541	3,191	5,621	1,771	2,448	1,001	6,191	4,031	3,561	10,401	4,201	5,831	2,651	0
Lāna'i (days)	2,821	2,961	3,201	1,271	1,321	1,101	4,491	2,681	2,751	0	2,801	2,771	0	0
Kauai (days)	9,141	10,171	10,291	8,591	6,951	4,761	10,931	9,001	7,451	8,021	7,251	10,181	11,751	6,591
Hawai'i Island (days)	10,401	11,811	11,081	11,081	7,941	5,131	16,091	9,901	7,961	14,281	8,381	11,291	13,231	15,921
...Hilo (days)	9,861	11,381	10,871	10,681	7,231	3,471	14,281	6,851	7,421	15,371	7,211	10,721	12,691	15,281
...Kona (days)	4,011	4,271	4,441	3,501	4,441	3,181	9,931	5,631	3,401	2,961	4,111	3,201	3,971	1,001
Statewide (days)	12,921	12,971	12,791	14,131	13,871	11,741	14,741	13,891	12,461	14,811	13,781	14,131	13,291	11,661
<b>ACCOMMODATIONS</b>														
Hotel	234,643	47,121	95,353	5,717	1,077	1,061	736	1,779	56,847	262	16,126	7,409	767	387
...Hotel Only	176,128	34,966	75,108	4,057	726	733	511	1,308	41,616	183	10,512	5,428	639	309
Condo	206,970	50,597	105,728	5,348	815	279	403	879	24,822	227	8,561	8,186	975	151
...Condo Only	168,756	41,282	91,046	4,277	654	155	306	669	16,969	171	5,489	6,799	842	97
Timeshare	51,938	14,162	22,004	980	200	116	116	217	10,205	35	1,520	2,225	43	116
...Timeshare Only	36,789	9,676	16,568	725	156	81	92	122	6,741	28	876	1,598	33	93
Rental House	57,145	15,137	22,683	1,363	389	89	316	339	10,133	52	4,300	2,019	316	8
Hostel	6,239	844	2,191	75	35	10	24	44	936	2	1,891	99	39	47
Camp Site	5,100	573	2,345	69	12	12	27	23	668	0	1,147	119	104	0
Bed & Breakfast	7,755	1,123	2,572	177	60	25	111	56	2,117	4	1,357	130	22	0
Cruise Ship	10,857	1,195	2,264	394	160	151	111	181	4,721	15	1,558	206	3	0
Friends or Relatives	24,875	4,911	10,844	508	103	102	30	302	5,439	29	1,753	710	95	49
<b>PURPOSE OF TRIP</b>														
Pleasure (Net)	486,359	111,658	222,637	11,620	2,116	1,276	1,345	2,671	86,078	485	26,396	17,535	1,946	594
...Vacation	471,177	108,732	217,378	11,129	2,076	1,195	1,327	2,598	81,355	471	25,338	17,136	1,853	591
...Honeymoon	15,632	3,046	5,315	430	53	6	23	92	5,007	14	1,074	397	81	0
...Get Married	4,545	1,019	2,071	194	10	1	0	5	818	0	261	145	13	3
MCR (Net)	21,004	3,905	6,237	514	184	82	69	353	6,822	35	2,063	499	150	70
...Convention/Conf.	14,379	2,874	4,720	393	144	49	69	256	4,003	32	1,300	334	134	70
...Corp. Meetings	4,008	497	1,234	105	22	22	22	1	1,478	1	447	124	16	0
...Incentive	3,844	708	766	74	19	11	0	54	1,703	3	440	67	0	0
Other Business	6,140	1,075	2,577	132	25	24	1	52	1,675	4	437	136	4	0
Visit Friends/Relatives	20,095	3,801	8,817	542	71	107	30	274	4,533	31	1,297	537	53	3
Government/Military	1,456	165	382	13	6	4	0	61	453	4	80	93	0	0
Attend School	933	171	382	19	6	4	0	5	193	0	112	41	3	0
Sport Events	5,359	1,130	2,600	105	8	8	10	30	887	3	397	158	19	0
Average Age	48	47	48	49	52	48	51	48	47	51	44	49	46	51

**Table 24: Europe MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	1,897,157	1,868,643	1.5%	1,571,426	1,616,330	-2.8%	325,730	252,313	29.1%
Total Visitors	145,019	142,366	1.9%	116,098	117,309	-1.0%	28,921	25,057	15.4%
<b>PARTY SIZE</b>									
One	34,390	36,157	-4.9%	28,472	29,677	-4.1%	5,918	6,480	-8.7%
Two	71,333	69,329	2.9%	55,699	56,653	-1.7%	15,634	12,676	23.3%
Three or more	39,296	36,881	6.5%	31,927	30,979	3.1%	7,369	5,901	24.9%
Avg Party Size	1.80	1.77	1.9%	1.80	1.78	1.2%	1.83	1.74	5.0%
<b>VISIT STATUS</b>									
First-Time	99,886	98,262	1.7%	79,644	81,319	-2.1%	20,242	16,943	19.5%
Repeat	45,133	44,104	2.3%	36,454	35,990	1.3%	8,679	8,114	7.0%
Average # of Trips	2.41	2.33	3.6%	2.45	2.39	2.3%	2.26	2.02	12.2%
<b>TRAVEL METHOD</b>									
Group Tour	8,399	7,761	8.2%	7,346	6,787	8.2%	1,053	975	8.0%
Package	47,850	46,747	2.4%	41,265	42,210	-2.2%	6,586	4,536	45.2%
Group Tour & Pkg	5,309	4,747	11.8%	4,647	4,388	5.9%	662	359	84.3%
True Independent	94,079	92,605	1.6%	72,134	72,700	-0.8%	21,945	19,906	10.2%
<b>ISLANDS VISITED</b>									
O'ahu	105,998	103,362	2.6%	80,102	82,042	-2.4%	25,896	21,320	21.5%
Maui County	61,005	59,212	3.0%	51,453	52,979	-2.9%	9,552	6,233	53.3%
...Maui	60,361	58,479	3.2%	50,809	52,247	-2.8%	9,552	6,233	53.3%
...Moloka'i	2,445	2,857	-14.4%	2,101	2,343	-10.3%	344	514	-33.0%
...Lāna'i	1,492	2,052	-27.3%	1,326	2,009	-34.0%	165	43	284.8%
Kaua'i	33,406	32,130	4.0%	28,218	28,052	0.6%	5,188	4,078	27.2%
Hawai'i Island	49,755	47,799	4.1%	39,880	39,051	2.1%	9,875	8,748	12.9%
...Hilo	25,002	24,049	4.0%	18,439	19,123	-3.6%	6,564	4,926	33.3%
...Kona	41,319	39,352	5.0%	32,547	31,653	2.8%	8,772	7,699	13.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.68	7.95	-3.4%	7.74	8.02	-3.5%	7.50	7.68	-2.4%
Maui (days)	7.92	8.11	-2.4%	8.32	8.42	-1.2%	5.79	5.52	4.9%
Moloka'i (days)	3.84	3.58	7.4%	4.23	4.15	2.0%	1.50	1.00	50.1%
Lāna'i (days)	2.73	2.74	-0.2%	2.95	2.77	6.3%	1.00	1.00	0.0%
Kaua'i (days)	6.34	6.20	2.3%	6.64	6.52	1.8%	4.71	3.95	19.2%
Hawai'i Island (days)	7.63	7.48	2.0%	8.24	8.20	0.5%	5.18	4.28	20.9%
...Hilo (days)	4.57	4.30	6.3%	5.08	4.88	4.1%	3.12	2.01	55.1%
...Kona (days)	6.43	6.46	-0.6%	7.22	7.16	0.7%	3.50	3.58	-2.4%
Statewide (days)	13.08	13.13	-0.3%	13.54	13.78	-1.8%	11.26	10.07	11.8%
<b>ACCOMMODATIONS</b>									
Hotel	102,621	99,873	2.8%	81,944	84,584	-3.1%	20,677	15,289	35.2%
...Hotel Only	81,653	80,531	1.4%	66,077	67,956	-2.8%	15,576	12,575	23.9%
Condo	14,948	15,879	-5.9%	11,742	11,368	3.3%	3,206	4,510	-28.9%
...Condo Only	8,016	9,658	-17.0%	6,800	6,544	3.9%	1,216	3,113	-60.9%
Timeshare	3,487	3,272	6.6%	3,061	3,104	-1.4%	427	167	155.0%
...Timeshare Only	2,239	2,220	0.9%	2,097	2,073	1.1%	143	147	-2.7%
Rental House	15,773	14,112	11.8%	13,106	12,095	8.4%	2,667	2,017	32.2%
Hostel	8,769	7,907	10.9%	5,091	5,396	-5.6%	3,678	2,511	46.4%
Camp Site	3,409	3,969	-14.1%	2,406	2,319	3.7%	1,003	1,650	-39.2%
Bed & Breakfast	9,806	8,639	13.5%	7,180	7,773	-7.6%	2,626	865	203.4%
Cruise Ship	3,146	3,986	-21.1%	3,005	3,566	-15.7%	141	421	-66.5%
Friends or Relatives	11,272	11,048	2.0%	9,339	9,562	-2.3%	1,932	1,486	30.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	126,397	124,789	1.3%	100,023	101,949	-1.9%	26,374	22,841	15.5%
....Vacation	113,107	110,725	2.2%	88,170	89,078	-1.0%	24,937	21,646	15.2%
....Honeymoon	13,855	14,701	-5.8%	12,585	13,709	-8.2%	1,270	993	28.0%
...Get Married	1,654	1,847	-10.5%	1,305	1,645	-20.6%	348	202	72.5%
MC&I (Net)	9,246	7,279	27.0%	7,757	6,468	19.9%	1,489	811	83.6%
....Convention/Conf.	6,369	4,481	42.1%	5,296	3,998	32.5%	1,074	484	122.0%
....Corp. Meetings	1,296	1,384	-6.4%	1,054	1,219	-13.5%	243	166	46.3%
....Incentive	1,834	1,792	2.3%	1,661	1,631	1.9%	173	161	6.9%
Other Business	2,520	3,037	-17.0%	2,228	2,753	-19.1%	293	284	3.0%
Visit Friends/Relatives	9,508	10,201	-6.8%	8,349	8,734	-4.4%	1,159	1,467	-21.0%
Government/Military	630	610	3.3%	384	610	-37.0%	246	0	NA
Attend School	1,508	1,442	4.6%	996	1,339	-25.6%	512	103	395.9%
Sport Events	2,641	3,511	-24.8%	2,402	2,502	-4.0%	239	1,010	-76.3%
Average Age	43	42	1.0%	43	43	0.6%	41	39	3.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	337.2	339.1	-0.6%						
Per Person Per Day (\$)	177.7	181.5	-2.1%						
Per Person Per Trip (\$)	2,325.0	2,381.9	-2.4%						



**Table 25: United Kingdom Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

UNITED KINGDOM	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	555,929	521,349	6.6%	462,856	456,715	1.3%	93,073	64,634	44.0%
Total Visitors	51,073	48,500	5.3%	41,495	40,454	2.6%	9,578	8,046	19.0%
<b>PARTY SIZE</b>									
One	9,338	9,867	-5.4%	8,170	7,999	2.1%	1,168	1,868	-37.5%
Two	28,249	25,315	11.6%	21,960	21,399	2.6%	6,290	3,916	60.6%
Three or more	13,486	13,318	1.3%	11,365	11,056	2.8%	2,120	2,262	-6.3%
Avg Party Size	1.89	1.86	1.5%	1.88	1.88	0.2%	1.95	1.81	7.9%
<b>VISIT STATUS</b>									
First-Time	33,422	31,518	6.0%	27,407	26,374	3.9%	6,015	5,144	16.9%
Repeat	17,652	16,982	3.9%	14,088	14,080	0.1%	3,563	2,902	22.8%
Average # of Trips	2.58	2.54	1.8%	2.69	2.69	0.1%	2.10	1.77	18.6%
<b>TRAVEL METHOD</b>									
Group Tour	2,371	1,948	21.8%	2,017	1,862	8.3%	355	86	312.3%
Package	20,724	20,672	0.3%	18,332	18,403	-0.4%	2,392	2,269	5.4%
Group Tour & Pkg	1,816	1,413	28.5%	1,461	1,413	3.4%	355	0	NA
True Independent	29,793	27,293	9.2%	22,608	21,602	4.7%	7,186	5,691	26.3%
<b>ISLANDS VISITED</b>									
O'ahu	36,934	34,212	8.0%	28,306	28,102	0.7%	8,627	6,110	41.2%
Maui County	17,281	16,517	4.6%	14,339	14,419	-0.6%	2,942	2,098	40.2%
...Maui	17,085	16,235	5.2%	14,143	14,137	0.0%	2,942	2,098	40.2%
...Moloka'i	647	555	16.5%	445	555	-19.8%	201	0	NA
...Lāna'i	432	704	-38.7%	375	661	-43.3%	57	43	32.4%
Kaua'i	7,482	7,333	2.0%	6,602	6,706	-1.6%	880	626	40.5%
Hawai'i Island	13,285	12,703	4.6%	10,844	10,301	5.3%	2,441	2,402	1.6%
...Hilo	5,643	5,297	6.5%	4,179	4,474	-6.6%	1,463	823	77.8%
...Kona	10,868	10,723	1.4%	9,121	8,604	6.0%	1,747	2,119	-17.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.43	7.41	0.2%	7.64	7.75	-1.5%	6.76	5.86	15.5%
Maui (days)	7.72	7.70	0.3%	8.04	7.98	0.8%	6.15	5.80	6.0%
Moloka'i (days)	3.56	2.97	20.0%	4.33	2.97	45.9%	1.86	0	NA
Lāna'i (days)	2.21	2.61	-15.5%	2.39	2.72	-12.0%	1.00	1.00	0.0%
Kaua'i (days)	6.49	6.36	2.1%	6.76	6.52	3.7%	4.40	4.56	-3.7%
Hawai'i Island (days)	7.36	7.29	0.9%	7.88	7.66	2.9%	5.05	5.74	-11.9%
...Hilo (days)	4.39	4.34	1.2%	4.74	4.60	3.0%	3.39	2.90	16.9%
...Kona (days)	6.72	6.50	3.4%	7.20	6.77	6.3%	4.22	5.37	-21.5%
Statewide (days)	10.88	10.75	1.3%	11.15	11.29	-1.2%	9.72	8.03	21.0%
<b>ACCOMMODATIONS</b>									
Hotel	37,244	35,049	6.3%	30,306	30,055	0.8%	6,937	4,994	38.9%
...Hotel Only	31,449	29,456	6.8%	25,864	25,064	3.2%	5,584	4,392	27.2%
Condo	5,704	5,111	11.6%	4,107	4,156	-1.2%	1,597	955	67.2%
...Condo Only	3,515	3,259	7.9%	2,756	2,647	4.1%	760	612	24.1%
Timeshare	1,975	2,027	-2.5%	1,833	1,859	-1.4%	143	167	-14.8%
...Timeshare Only	1,473	1,434	2.7%	1,330	1,288	3.3%	143	147	-2.7%
Rental House	4,582	3,587	27.8%	3,755	3,241	15.9%	827	346	139.2%
Hostel	1,435	1,585	-9.4%	791	841	-5.9%	644	744	-13.4%
Camp Site	348	393	-11.4%	303	307	-1.2%	45	86	-47.7%
Bed & Breakfast	1,402	1,230	14.0%	1,038	1,021	1.6%	364	209	74.3%
Cruise Ship	1,751	2,187	-19.9%	1,637	2,058	-20.4%	114	129	-11.7%
Friends or Relatives	3,922	4,509	-13.0%	3,196	3,234	-1.2%	726	1,275	-43.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	44,848	41,806	7.3%	36,127	35,358	2.2%	8,721	6,448	35.3%
....Vacation	39,471	36,873	7.0%	31,425	30,681	2.4%	8,046	6,193	29.9%
....Honeymoon	5,507	4,937	11.5%	4,831	4,884	-1.1%	676	53	1169.8%
...Get Married	468	768	-39.0%	468	566	-17.2%	0	202	-100.0%
MC&I (Net)	3,272	2,679	22.1%	2,608	2,279	14.4%	664	400	66.1%
....Convention/Conf.	1,923	1,712	12.3%	1,674	1,478	13.3%	249	234	6.3%
....Corp. Meetings	713	629	13.3%	470	463	1.5%	243	166	46.3%
....Incentive	752	487	54.4%	580	487	19.0%	173	0	NA
Other Business	1,140	1,308	-12.8%	898	1,214	-26.0%	243	94	158.0%
Visit Friends/Relatives	3,461	3,567	-3.0%	2,991	2,991	0.0%	470	576	-18.4%
Government/Military	177	260	-31.9%	177	260	-31.9%	0	0	NA
Attend School	336	160	110.3%	93	160	-41.6%	243	0	NA
Sport Events	669	581	15.1%	604	581	4.0%	64	0	NA
Average Age	45	46	-1.6%	46	46	-0.2%	44	47	-6.7%

**Table 26: Germany Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

GERMANY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	638,858	646,561	-1.2%	561,367	589,173	-4.7%	77,490	57,388	35.0%
Total Visitors	43,788	43,752	0.1%	37,623	38,907	-3.3%	6,165	4,845	27.2%
<b>PARTY SIZE</b>									
One	12,278	11,811	4.0%	10,370	11,078	-6.4%	1,908	733	160.1%
Two	20,234	21,661	-6.6%	17,674	18,547	-4.7%	2,559	3,114	-17.8%
Three or more	11,277	10,280	9.7%	9,579	9,282	3.2%	1,698	998	70.2%
Avg Party Size	1.72	1.73	-0.2%	1.73	1.71	1.4%	1.69	1.92	-12.0%
<b>VISIT STATUS</b>									
First-Time	30,984	30,332	2.1%	26,096	27,712	-5.8%	4,888	2,620	86.6%
Repeat	12,805	13,421	-4.6%	11,528	11,195	3.0%	1,277	2,225	-42.6%
Average # of Trips	2.26	2.28	-0.8%	2.33	2.22	4.8%	1.84	2.74	-32.8%
<b>TRAVEL METHOD</b>									
Group Tour	2,926	3,463	-15.5%	2,864	2,933	-2.4%	62	529	-88.2%
Package	12,332	12,964	-4.9%	11,684	12,299	-5.0%	648	666	-2.7%
Group Tour & Pkg	1,660	1,666	-0.3%	1,598	1,666	-4.1%	62	0	NA
True Independent	30,191	28,991	4.1%	24,673	25,341	-2.6%	5,517	3,650	51.2%
<b>ISLANDS VISITED</b>									
O'ahu	30,656	30,570	0.3%	25,392	26,514	-4.2%	5,264	4,055	29.8%
Maui County	21,410	22,414	-4.5%	19,270	20,272	-4.9%	2,140	2,141	0.0%
...Maui	21,193	22,209	-4.6%	19,053	20,068	-5.1%	2,140	2,141	0.0%
...Moloka'i	1,065	1,453	-26.7%	921	939	-1.9%	143	514	-72.1%
...Lāna'i	528	605	-12.8%	446	605	-26.2%	81	0	NA
Kaua'i	13,852	13,266	4.4%	11,914	11,759	1.3%	1,938	1,507	28.6%
Hawai'i Island	18,271	17,528	4.2%	15,760	15,289	3.1%	2,510	2,238	12.2%
...Hilo	9,326	9,475	-1.6%	7,690	7,663	0.4%	1,636	1,812	-9.7%
...Kona	15,057	13,902	8.3%	12,593	12,190	3.3%	2,465	1,711	44.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.38	7.69	-4.1%	7.29	7.83	-6.9%	7.82	6.81	14.8%
Maui (days)	8.03	8.19	-1.9%	8.31	8.47	-1.9%	5.56	5.51	1.0%
Moloka'i (days)	3.71	3.26	13.9%	4.13	4.50	-8.1%	1.00	1.00	0.0%
Lāna'i (days)	2.72	2.49	9.4%	3.04	2.49	21.9%	1.00	0	NA
Kaua'i (days)	6.48	6.41	1.0%	6.79	6.66	1.9%	4.57	4.46	2.5%
Hawai'i Island (days)	8.06	7.89	2.2%	8.38	8.34	0.4%	6.11	4.80	27.4%
...Hilo (days)	4.78	4.41	8.5%	5.19	4.95	4.8%	2.86	2.11	35.8%
...Kona (days)	6.82	6.94	-1.7%	7.31	7.35	-0.5%	4.33	4.04	7.0%
Statewide (days)	14.59	14.78	-1.3%	14.92	15.14	-1.5%	12.57	11.84	6.1%
<b>ACCOMMODATIONS</b>									
Hotel	29,159	31,239	-6.7%	25,808	27,197	-5.1%	3,351	4,042	-17.1%
...Hotel Only	22,077	24,361	-9.4%	19,724	21,055	-6.3%	2,352	3,306	-28.8%
Condo	4,783	4,008	19.3%	4,158	3,714	12.0%	625	294	112.3%
...Condo Only	2,316	2,131	8.7%	2,122	1,926	10.2%	194	205	-5.3%
Timeshare	722	660	9.5%	677	660	2.6%	46	0	NA
...Timeshare Only	391	390	0.3%	391	390	0.3%	0	0	NA
Rental House	4,997	5,012	-0.3%	4,494	4,665	-3.7%	502	347	45.0%
Hostel	4,532	3,226	40.5%	2,401	2,509	-4.3%	2,130	717	197.2%
Camp Site	1,638	1,216	34.7%	1,029	1,103	-6.7%	610	113	437.9%
Bed & Breakfast	3,900	3,696	5.5%	3,320	3,480	-4.6%	579	215	169.3%
Cruise Ship	834	968	-13.9%	807	968	-16.7%	27	0	NA
Friends or Relatives	3,993	3,395	17.6%	3,216	3,325	-3.3%	777	70	1004.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	38,189	38,211	-0.1%	32,397	33,609	-3.6%	5,791	4,602	25.9%
....Vacation	35,384	34,541	2.4%	29,655	30,426	-2.5%	5,729	4,115	39.2%
....Honeymoon	3,326	4,120	-19.3%	3,201	3,634	-11.9%	125	486	-74.3%
...Get Married	529	644	-17.9%	466	644	-27.6%	62	0	NA
MC&I (Net)	2,459	2,600	-5.5%	2,427	2,190	10.9%	31	411	-92.4%
....Convention/Conf.	1,663	1,521	9.3%	1,632	1,271	28.3%	31	249	-87.5%
....Corp. Meetings	240	322	-25.3%	240	322	-25.3%	0	0	NA
....Incentive	613	863	-28.9%	613	701	-12.5%	0	161	-100.0%
Other Business	662	856	-22.7%	639	773	-17.3%	23	84	-72.6%
Visit Friends/Relatives	3,417	3,367	1.5%	3,028	3,164	-4.3%	389	203	91.6%
Government/Military	92	163	-43.6%	92	163	-43.6%	0	0	NA
Attend School	216	269	-19.8%	216	269	-19.8%	0	0	NA
Sport Events	850	1,101	-22.7%	803	922	-12.9%	47	179	-73.6%
Average Age	42	43	-1.0%	43	42	1.2%	38	44	-13.0%

**Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	3,810,265	3,458,816	10.2%	532,288	567,986	-6.3%	3,277,977	2,890,830	13.4%
Total Visitors	399,619	371,367	7.6%	73,638	79,694	-7.6%	325,981	291,673	11.8%
<b>PARTY SIZE</b>									
One	31,787	31,331	1.5%	12,051	13,275	-9.2%	19,736	18,056	9.3%
Two	187,956	178,415	5.3%	31,799	33,855	-6.1%	156,156	144,560	8.0%
Three or more	179,876	161,620	11.3%	29,787	32,564	-8.5%	150,089	129,057	16.3%
Avg Party Size	2.35	2.32	1.4%	2.08	2.08	0.2%	2.42	2.40	1.1%
<b>VISIT STATUS</b>									
First-Time	216,440	204,045	6.1%	33,561	36,401	-7.8%	182,879	167,643	9.1%
Repeat	183,179	167,322	9.5%	40,077	43,293	-7.4%	143,102	124,030	15.4%
Average # of Trips	2.32	2.28	2.0%	2.73	2.68	1.6%	2.23	2.17	3.1%
<b>TRAVEL METHOD</b>									
Group Tour	7,715	7,285	5.9%	1,599	1,870	-14.5%	6,116	5,415	12.9%
Package	156,783	176,232	-11.0%	29,867	34,676	-13.9%	126,915	141,556	-10.3%
Group Tour & Pkg	5,969	5,342	11.7%	1,155	1,429	-19.1%	4,814	3,913	23.0%
True Independent	241,090	193,192	24.8%	43,326	44,577	-2.8%	197,764	148,615	33.1%
<b>ISLANDS VISITED</b>									
O'ahu	386,815	358,225	8.0%	68,909	75,070	-8.2%	317,906	283,155	12.3%
Maui County	74,780	77,165	-3.1%	8,808	9,346	-5.8%	65,972	67,819	-2.7%
...Maui	73,399	75,933	-3.3%	8,653	9,191	-5.9%	64,746	66,742	-3.0%
...Moloka'i	4,457	4,441	0.3%	205	334	-38.7%	4,252	4,107	3.5%
...Lāna'i	5,393	4,922	9.6%	183	323	-43.5%	5,210	4,598	13.3%
Kaua'i	32,904	31,407	4.8%	3,419	3,536	-3.3%	29,485	27,871	5.8%
Hawai'i Island	58,691	54,245	8.2%	5,237	6,020	-13.0%	53,454	48,226	10.8%
...Hilo	35,423	30,917	14.6%	2,215	2,527	-12.4%	33,208	28,390	17.0%
...Kona	47,836	45,323	5.5%	4,172	4,930	-15.4%	43,664	40,393	8.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.03	7.75	3.6%	6.12	6.01	1.8%	8.45	8.22	2.8%
Maui (days)	4.58	4.55	0.8%	6.68	6.52	2.4%	4.30	4.28	0.6%
Moloka'i (days)	1.54	1.51	1.8%	3.87	2.12	82.5%	1.43	1.46	-2.4%
Lāna'i (days)	1.26	1.39	-9.2%	2.77	2.66	4.4%	1.21	1.30	-7.0%
Kaua'i (days)	3.68	3.33	10.5%	5.88	5.73	2.6%	3.42	3.02	13.2%
Hawai'i Island (days)	3.95	4.01	-1.5%	6.00	5.82	3.0%	3.75	3.78	-0.9%
...Hilo (days)	1.91	1.81	5.3%	3.66	3.48	5.4%	1.79	1.66	7.6%
...Kona (days)	3.43	3.56	-3.6%	5.58	5.33	4.8%	3.23	3.35	-3.5%
Statewide (days)	9.53	9.31	2.4%	7.23	7.13	1.4%	10.06	9.91	1.5%
<b>ACCOMMODATIONS</b>									
Hotel	348,967	333,280	4.7%	63,730	70,824	-10.0%	285,238	262,456	8.7%
...Hotel Only	308,224	299,068	3.1%	60,580	67,111	-9.7%	247,644	231,957	6.8%
Condo	37,647	28,947	30.1%	4,102	4,035	1.7%	33,545	24,912	34.7%
...Condo Only	21,764	16,618	31.0%	3,208	2,960	8.4%	18,555	13,659	35.8%
Timeshare	10,205	8,416	21.3%	1,371	1,503	-8.8%	8,834	6,913	27.8%
...Timeshare Only	5,848	5,120	14.2%	1,044	944	10.5%	4,805	4,175	15.1%
Rental House	19,734	12,810	54.1%	2,696	2,467	9.3%	17,038	10,343	64.7%
Hostel	4,585	3,165	44.9%	906	1,036	-12.5%	3,679	2,129	72.8%
Camp Site	711	647	9.9%	152	286	-47.0%	560	361	55.1%
Bed & Breakfast	3,215	2,841	13.2%	645	601	7.3%	2,570	2,240	14.7%
Cruise Ship	11,381	13,393	-15.0%	1,120	1,401	-20.0%	10,260	11,993	-14.4%
Friends or Relatives	9,033	7,753	16.5%	2,310	2,323	-0.6%	6,723	5,430	23.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	372,179	349,656	6.4%	69,218	74,863	-7.5%	302,961	274,793	10.3%
....Vacation	352,119	328,247	7.3%	65,704	70,760	-7.1%	286,415	257,486	11.2%
....Honeymoon	20,567	22,015	-6.6%	3,753	4,582	-18.1%	16,814	17,433	-3.5%
...Get Married	2,080	2,171	-4.2%	303	459	-34.0%	1,777	1,713	3.8%
MC&I (Net)	8,214	6,478	26.8%	1,051	1,168	-10.1%	7,163	5,310	34.9%
....Convention/Conf.	5,872	5,078	15.6%	692	752	-7.9%	5,179	4,326	19.7%
....Corp. Meetings	927	641	44.6%	187	306	-38.8%	740	335	120.7%
....Incentive	1,663	982	69.3%	205	256	-19.9%	1,458	726	100.8%
Other Business	1,492	2,413	-38.2%	846	1,338	-36.8%	646	1,076	-40.0%
Visit Friends/Relatives	9,956	8,915	11.7%	2,358	2,394	-1.5%	7,598	6,521	16.5%
Government/Military	575	628	-8.5%	194	364	-46.6%	381	264	44.1%
Attend School	389	335	15.9%	64	216	-70.5%	325	119	172.9%
Sport Events	3,271	3,146	4.0%	245	592	-58.6%	3,027	2,554	18.5%
Average Age	45	45	-0.2%	46	45	0.4%	45	45	-0.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	1,001.3	894.3	12.0%						
Per Person Per Day (\$)	262.8	258.6	1.6%						
Per Person Per Trip (\$)	2,505.5	2,408.2	4.0%						

**Table 28: Australia Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

AUSTRALIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	3,202,041	2,898,285	10.5%	436,392	474,452	-8.0%	2,765,648	2,423,832	14.1%
Total Visitors	335,842	310,095	8.3%	61,491	67,131	-8.4%	274,351	242,964	12.9%
<b>PARTY SIZE</b>									
One	25,486	25,106	1.5%	10,039	11,068	-9.3%	15,447	14,037	10.0%
Two	156,995	149,709	4.9%	26,501	28,643	-7.5%	130,495	121,066	7.8%
Three or more	153,360	135,280	13.4%	24,951	27,419	-9.0%	128,409	107,861	19.1%
Avg Party Size	2.37	2.33	1.6%	2.08	2.08	0.2%	2.45	2.42	1.3%
<b>VISIT STATUS</b>									
First-Time	184,240	173,266	6.3%	28,603	31,441	-9.0%	155,638	141,825	9.7%
Repeat	151,602	136,829	10.8%	32,888	35,690	-7.9%	118,713	101,139	17.4%
Average # of Trips	2.25	2.19	2.3%	2.58	2.56	0.6%	2.17	2.09	3.8%
<b>TRAVEL METHOD</b>									
Group Tour	6,132	5,180	18.4%	1,245	1,256	-0.9%	4,886	3,924	24.5%
Package	132,981	148,805	-10.6%	25,456	29,464	-13.6%	107,525	119,340	-9.9%
Group Tour & Pkg	4,684	3,742	25.2%	898	942	-4.7%	3,786	2,801	35.2%
True Independent	201,413	159,852	26.0%	35,687	37,352	-4.5%	165,726	122,500	35.3%
<b>ISLANDS VISITED</b>									
O'ahu	326,169	299,706	8.8%	58,345	63,911	-8.7%	267,824	235,796	13.6%
Maui County	62,904	65,638	-4.2%	6,968	7,578	-8.0%	55,936	58,060	-3.7%
...Maui	61,936	64,640	-4.2%	6,828	7,460	-8.5%	55,108	57,180	-3.6%
...Moloka'i	3,149	3,942	-20.1%	181	258	-29.9%	2,968	3,683	-19.4%
...Lāna'i	4,478	4,101	9.2%	144	260	-44.5%	4,334	3,842	12.8%
Kaua'i	28,725	27,385	4.9%	2,498	2,773	-9.9%	26,226	24,613	6.6%
Hawai'i Island	50,016	46,155	8.4%	4,184	4,917	-14.9%	45,831	41,238	11.1%
...Hilo	30,557	26,995	13.2%	1,869	2,080	-10.2%	28,688	24,915	15.1%
...Kona	40,539	38,333	5.8%	3,306	4,054	-18.4%	37,233	34,279	8.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.04	7.79	3.2%	6.05	6.00	1.0%	8.47	8.27	2.4%
Maui (days)	4.39	4.42	-0.7%	6.46	6.39	1.0%	4.14	4.16	-0.7%
Moloka'i (days)	1.54	1.43	7.5%	3.55	2.16	64.4%	1.42	1.38	2.6%
Lāna'i (days)	1.26	1.41	-10.1%	2.74	2.63	4.1%	1.22	1.32	-8.2%
Kaua'i (days)	3.62	3.21	13.0%	5.59	5.41	3.3%	3.44	2.96	16.2%
Hawai'i Island (days)	3.85	3.88	-0.8%	5.75	5.57	3.4%	3.68	3.68	-0.1%
...Hilo (days)	1.87	1.76	6.3%	3.53	3.21	10.0%	1.76	1.64	7.5%
...Kona (days)	3.34	3.43	-2.7%	5.28	5.10	3.5%	3.17	3.23	-2.1%
Statewide (days)	9.53	9.35	2.0%	7.10	7.07	0.4%	10.08	9.98	1.0%
<b>ACCOMMODATIONS</b>									
Hotel	297,600	281,539	5.7%	54,412	60,701	-10.4%	243,188	220,839	10.1%
...Hotel Only	264,081	253,970	4.0%	51,875	57,670	-10.0%	212,205	196,301	8.1%
Condo	29,440	21,884	34.5%	2,873	3,010	-4.5%	26,567	18,874	40.8%
...Condo Only	16,892	12,799	32.0%	2,214	2,170	2.1%	14,678	10,629	38.1%
Timeshare	7,251	6,519	11.2%	973	1,070	-9.0%	6,278	5,449	15.2%
...Timeshare Only	4,049	4,388	-7.7%	748	644	16.1%	3,301	3,743	-11.8%
Rental House	16,166	10,385	55.7%	2,130	1,979	7.6%	14,037	8,406	67.0%
Hostel	3,842	2,527	52.0%	766	839	-8.6%	3,076	1,688	82.2%
Camp Site	615	468	31.4%	88	222	-60.2%	526	246	113.8%
Bed & Breakfast	2,714	2,341	15.9%	517	448	15.5%	2,197	1,893	16.0%
Cruise Ship	9,890	11,895	-16.9%	994	1,201	-17.2%	8,896	10,694	-16.8%
Friends or Relatives	6,172	4,491	37.4%	1,453	1,479	-1.8%	4,719	3,012	56.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	313,439	294,363	6.5%	58,244	63,638	-8.5%	255,196	230,724	10.6%
....Vacation	296,055	275,336	7.5%	55,147	60,014	-8.1%	240,907	215,322	11.9%
....Honeymoon	17,866	19,450	-8.1%	3,298	4,018	-17.9%	14,567	15,431	-5.6%
...Get Married	1,676	1,784	-6.1%	221	354	-37.6%	1,455	1,430	1.7%
MC&I (Net)	6,460	4,486	44.0%	779	846	-7.9%	5,682	3,641	56.1%
....Convention/Conf.	4,845	3,536	37.0%	504	551	-8.6%	4,342	2,985	45.5%
....Corp. Meetings	630	423	48.7%	135	214	-36.8%	495	210	136.0%
....Incentive	1,223	706	73.2%	164	182	-10.1%	1,059	524	102.2%
Other Business	1,002	1,816	-44.8%	592	1,024	-42.2%	410	791	-48.2%
Visit Friends/Relatives	7,078	5,881	20.4%	1,526	1,618	-5.7%	5,552	4,263	30.3%
Government/Military	342	512	-33.2%	130	263	-50.4%	211	249	-15.0%
Attend School	112	210	-46.9%	36	170	-79.0%	76	40	87.8%
Sport Events	2,922	2,476	18.0%	185	421	-55.9%	2,737	2,055	33.1%
Average Age	45	45	-0.5%	45	45	0.5%	44	45	-0.7%

**Table 29: New Zealand Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

NEW ZEALAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	608,224	560,531	8.5%	95,895	93,533	2.5%	512,329	466,998	9.7%
Total Visitors	63,777	61,272	4.1%	12,147	12,563	-3.3%	51,630	48,709	6.0%
<b>PARTY SIZE</b>									
One	6,301	6,225	1.2%	2,012	2,207	-8.8%	4,289	4,019	6.7%
Two	30,960	28,707	7.9%	5,299	5,212	1.7%	25,662	23,494	9.2%
Three or more	26,515	26,340	0.7%	4,836	5,145	-6.0%	21,679	21,196	2.3%
Avg Party Size	2.27	2.26	0.2%	2.08	2.07	0.5%	2.32	2.32	-0.1%
<b>VISIT STATUS</b>									
First-Time	32,200	30,779	4.6%	4,959	4,961	0.0%	27,241	25,818	5.5%
Repeat	31,577	30,494	3.6%	7,189	7,603	-5.4%	24,389	22,891	6.5%
Average # of Trips	2.73	2.69	1.3%	3.47	3.33	4.3%	2.55	2.53	0.9%
<b>TRAVEL METHOD</b>									
Group Tour	1,584	2,105	-24.8%	354	614	-42.3%	1,230	1,491	-17.5%
Package	23,802	27,427	-13.2%	4,411	5,211	-15.4%	19,390	22,216	-12.7%
Group Tour & Pkg	1,285	1,600	-19.7%	257	487	-47.2%	1,028	1,113	-7.6%
True Independent	39,677	33,340	19.0%	7,639	7,225	5.7%	32,038	26,115	22.7%
<b>ISLANDS VISITED</b>									
O'ahu	60,646	58,519	3.6%	10,564	11,160	-5.3%	50,082	47,359	5.7%
Maui County	11,875	11,527	3.0%	1,839	1,768	4.0%	10,036	9,758	2.8%
...Maui	11,463	11,293	1.5%	1,824	1,731	5.4%	9,638	9,561	0.8%
...Moloka'i	1,307	500	161.6%	24	76	-68.6%	1,284	424	202.7%
...Lāna'i	915	820	11.5%	39	64	-39.5%	876	757	15.8%
Kaua'i	4,179	4,021	3.9%	921	763	20.7%	3,259	3,258	0.0%
Hawai'i Island	8,675	8,091	7.2%	1,053	1,103	-4.5%	7,623	6,988	9.1%
...Hilo	4,866	3,922	24.1%	346	447	-22.6%	4,520	3,475	30.1%
...Kona	7,297	6,990	4.4%	866	877	-1.2%	6,431	6,113	5.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.99	7.58	5.4%	6.48	6.10	6.4%	8.31	7.93	4.7%
Maui (days)	5.61	5.27	6.5%	7.50	7.07	6.1%	5.26	4.95	6.2%
Moloka'i (days)	1.54	2.15	-28.4%	6.30	1.98	217.8%	1.45	2.18	-33.4%
Lāna'i (days)	1.25	1.30	-4.1%	2.90	2.76	5.1%	1.18	1.18	-0.3%
Kaua'i (days)	4.03	4.15	-2.9%	6.65	6.89	-3.4%	3.29	3.51	-6.3%
Hawai'i Island (days)	4.53	4.75	-4.6%	6.97	6.97	0.0%	4.19	4.39	-4.6%
...Hilo (days)	2.15	2.18	-1.4%	4.38	4.72	-7.2%	1.98	1.86	6.7%
...Kona (days)	3.95	4.27	-7.5%	6.73	6.37	5.7%	3.58	3.97	-9.9%
Statewide (days)	9.54	9.15	4.2%	7.89	7.45	6.0%	9.92	9.59	3.5%
<b>ACCOMMODATIONS</b>									
Hotel	51,368	51,740	-0.7%	9,318	10,123	-8.0%	42,050	41,617	1.0%
...Hotel Only	44,143	45,098	-2.1%	8,705	9,442	-7.8%	35,439	35,656	-0.6%
Condo	8,206	7,063	16.2%	1,229	1,025	19.8%	6,978	6,038	15.6%
...Condo Only	4,871	3,819	27.5%	994	790	25.8%	3,877	3,029	28.0%
Timeshare	2,953	1,897	55.7%	397	433	-8.3%	2,556	1,464	74.6%
...Timeshare Only	1,799	732	145.8%	296	300	-1.5%	1,503	432	248.0%
Rental House	3,568	2,425	47.1%	567	488	16.1%	3,001	1,937	55.0%
Hostel	742	638	16.4%	140	197	-29.1%	603	441	36.6%
Camp Site	97	179	-46.1%	63	65	-1.9%	33	115	-71.0%
Bed & Breakfast	501	499	0.4%	128	153	-16.5%	374	347	7.8%
Cruise Ship	1,490	1,498	-0.5%	126	199	-36.8%	1,364	1,299	5.0%
Friends or Relatives	2,860	3,262	-12.3%	857	843	1.6%	2,004	2,418	-17.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	58,740	55,294	6.2%	10,975	11,225	-2.2%	47,765	44,069	8.4%
....Vacation	56,064	52,911	6.0%	10,556	10,746	-1.8%	45,508	42,164	7.9%
....Honeymoon	2,701	2,566	5.3%	454	564	-19.4%	2,247	2,002	12.3%
...Get Married	404	387	4.2%	82	105	-22.0%	322	283	14.0%
MC&I (Net)	1,753	1,992	-12.0%	272	323	-15.6%	1,481	1,669	-11.2%
....Convention/Conf.	1,026	1,542	-33.5%	189	201	-6.1%	838	1,341	-37.5%
....Corp. Meetings	297	218	36.5%	52	92	-43.4%	245	126	95.2%
....Incentive	439	276	59.5%	41	73	-44.3%	398	202	97.2%
Other Business	489	598	-18.1%	254	314	-19.0%	235	284	-17.2%
Visit Friends/Relatives	2,878	3,034	-5.1%	833	776	7.3%	2,046	2,258	-9.4%
Government/Military	233	116	100.6%	64	101	-36.7%	169	16	981.1%
Attend School	277	125	121.5%	28	46	-39.5%	249	79	216.8%
Sport Events	349	670	-47.8%	60	171	-65.2%	290	499	-41.9%
Average Age	47	46	1.7%	47	47	-0.1%	47	46	2.1%

**Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	2,656,624	2,515,855	5.6%	417,161	417,118	0.0%	2,239,463	2,098,736	6.7%
Total Visitors	393,833	368,110	7.0%	66,211	63,843	3.7%	327,622	304,267	7.7%
<b>PARTY SIZE</b>									
One	27,030	27,362	-1.2%	10,474	10,246	2.2%	16,556	17,115	-3.3%
Two	176,069	160,139	9.9%	18,998	18,553	2.4%	157,071	141,586	10.9%
Three or more	190,734	180,610	5.6%	36,739	35,044	4.8%	153,995	145,565	5.8%
Avg Party Size	2.50	2.51	-0.5%	2.41	2.40	0.4%	2.52	2.54	-0.7%
<b>VISIT STATUS</b>									
First-Time	321,166	301,729	6.4%	46,959	45,385	3.5%	274,207	256,345	7.0%
Repeat	72,667	66,381	9.5%	19,252	18,459	4.3%	53,415	47,922	11.5%
Average # of Trips	1.62	1.56	3.8%	2.55	2.57	-1.0%	1.44	1.35	6.3%
<b>TRAVEL METHOD</b>									
Group Tour	121,542	112,964	7.6%	28,029	25,323	10.7%	93,513	87,641	6.7%
Package	246,663	227,686	8.3%	38,491	36,612	5.1%	208,172	191,075	8.9%
Group Tour & Pkg	111,636	103,225	8.1%	23,865	21,294	12.1%	87,771	81,931	7.1%
True Independent	137,263	130,686	5.0%	23,556	23,203	1.5%	113,707	107,482	5.8%
<b>ISLANDS VISITED</b>									
O'ahu	378,110	351,573	7.5%	60,209	58,158	3.5%	317,901	293,415	8.3%
Maui County	79,808	74,411	7.3%	8,712	8,955	-2.7%	71,096	65,456	8.6%
...Maui	78,134	73,583	6.2%	8,469	8,657	-2.2%	69,665	64,926	7.3%
...Moloka'i	2,860	1,357	110.7%	408	498	-17.9%	2,452	860	185.2%
...Lāna'i	2,420	1,169	107.0%	309	416	-25.7%	2,111	753	180.3%
Kaua'i	15,232	11,090	37.4%	2,760	2,632	4.9%	12,472	8,458	47.5%
Hawai'i Island	68,210	52,772	29.3%	8,843	8,667	2.0%	59,366	44,104	34.6%
...Hilo	31,954	27,236	17.3%	4,099	4,232	-3.2%	27,856	23,004	21.1%
...Kona	51,589	36,395	41.7%	6,343	6,145	3.2%	45,247	30,250	49.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.64	5.80	-2.8%	5.04	5.14	-1.8%	5.75	5.94	-3.1%
Maui (days)	3.02	3.08	-2.1%	5.51	5.58	-1.2%	2.72	2.75	-1.2%
Moloka'i (days)	1.65	1.92	-14.3%	2.94	2.75	6.7%	1.43	1.44	-0.6%
Lāna'i (days)	1.72	2.26	-23.6%	3.43	2.16	58.9%	1.47	2.31	-36.2%
Kaua'i (days)	3.16	3.52	-10.1%	6.04	5.92	2.0%	2.53	2.77	-8.8%
Hawai'i Island (days)	3.39	3.87	-12.4%	5.41	6.01	-10.0%	3.09	3.45	-10.4%
...Hilo (days)	2.05	2.12	-3.1%	3.45	4.13	-16.3%	1.85	1.75	5.7%
...Kona (days)	3.21	4.03	-20.2%	5.31	5.64	-5.8%	2.92	3.70	-21.1%
Statewide (days)	6.75	6.83	-1.3%	6.30	6.53	-3.6%	6.84	6.90	-0.9%
<b>ACCOMMODATIONS</b>									
Hotel	355,088	333,365	6.5%	57,110	55,496	2.9%	297,978	277,869	7.2%
...Hotel Only	331,053	315,602	4.9%	53,845	52,564	2.4%	277,208	263,038	5.4%
Condo	28,541	22,677	25.9%	2,332	2,446	-4.6%	26,209	20,232	29.5%
...Condo Only	14,758	12,120	21.8%	1,621	1,628	-0.5%	13,137	10,492	25.2%
Timeshare	3,941	3,163	24.6%	1,218	1,146	6.4%	2,723	2,017	35.0%
...Timeshare Only	1,879	1,943	-3.3%	832	807	3.1%	1,047	1,136	-7.8%
Rental House	12,095	7,802	55.0%	2,854	2,222	28.5%	9,241	5,580	65.6%
Hostel	2,611	2,580	1.2%	707	799	-11.5%	1,904	1,781	6.9%
Camp Site	1,284	942	36.3%	764	683	11.8%	520	259	101.0%
Bed & Breakfast	5,827	4,719	23.5%	1,232	905	36.2%	4,595	3,814	20.5%
Cruise Ship	2,992	1,697	76.3%	666	728	-8.5%	2,325	969	140.0%
Friends or Relatives	10,650	12,223	-12.9%	3,327	3,368	-1.2%	7,323	8,855	-17.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	357,482	331,822	7.7%	58,374	56,204	3.9%	299,108	275,618	8.5%
....Vacation	254,739	242,235	5.2%	54,899	52,547	4.5%	199,840	189,688	5.4%
....Honeymoon	99,760	87,158	14.5%	3,679	3,918	-6.1%	96,081	83,240	15.4%
...Get Married	7,339	4,687	56.6%	568	665	-14.7%	6,771	4,022	68.4%
MC&I (Net)	24,236	19,553	24.0%	2,977	2,959	0.6%	21,259	16,594	28.1%
....Convention/Conf.	13,017	10,425	24.9%	1,481	1,406	5.3%	11,536	9,019	27.9%
....Corp. Meetings	3,075	2,401	28.1%	424	456	-7.2%	2,651	1,944	36.4%
....Incentive	8,539	7,070	20.8%	1,132	1,260	-10.1%	7,407	5,810	27.5%
Other Business	4,213	5,390	-21.8%	1,698	1,789	-5.1%	2,514	3,601	-30.2%
Visit Friends/Relatives	8,267	9,407	-12.1%	3,111	3,307	-5.9%	5,156	6,100	-15.5%
Government/Military	1,099	1,302	-15.6%	494	528	-6.6%	606	774	-21.8%
Attend School	1,694	1,528	10.9%	215	381	-43.6%	1,480	1,147	29.0%
Sport Events	523	1,225	-57.3%	261	414	-36.8%	262	811	-67.7%
Average Age	38	38	1.0%	40	39	1.9%	38	38	0.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	903.9	806.7	12.1%						
Per Person Per Day (\$)	340.3	320.6	6.1%						
Per Person Per Trip (\$)	2,295.2	2,191.4	4.7%						

**Table 31: Korea Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

KOREA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	1,345,225	1,233,910	9.0%	69,392	77,913	-10.9%	1,275,833	1,155,996	10.4%
Total Visitors	193,658	178,118	8.7%	9,447	10,544	-10.4%	184,211	167,574	9.9%
<b>PARTY SIZE</b>									
One	7,358	8,742	-15.8%	1,831	2,011	-8.9%	5,526	6,731	-17.9%
Two	115,529	100,399	15.1%	3,508	4,090	-14.2%	112,022	96,309	16.3%
Three or more	70,771	68,977	2.6%	4,108	4,444	-7.6%	66,663	64,533	3.3%
Avg Party Size	2.38	2.39	-0.3%	2.09	2.08	0.2%	2.40	2.41	-0.5%
<b>VISIT STATUS</b>									
First-Time	159,939	147,494	8.4%	5,432	6,430	-15.5%	154,507	141,064	9.5%
Repeat	33,719	30,624	10.1%	4,015	4,114	-2.4%	29,704	26,510	12.0%
Average # of Trips	1.51	1.42	6.5%	2.88	2.79	3.3%	1.44	1.33	8.1%
<b>TRAVEL METHOD</b>									
Group Tour	32,105	35,166	-8.7%	2,054	2,575	-20.3%	30,052	32,591	-7.8%
Package	116,155	104,119	11.6%	3,482	4,257	-18.2%	112,672	99,861	12.8%
Group Tour & Pkg	29,254	31,630	-7.5%	1,575	2,099	-24.9%	27,679	29,531	-6.3%
True Independent	74,652	70,463	5.9%	5,486	5,810	-5.6%	69,166	64,653	7.0%
<b>ISLANDS VISITED</b>									
O'ahu	189,159	172,219	9.8%	8,274	9,445	-12.4%	180,884	162,775	11.1%
Maui County	44,273	42,452	4.3%	1,257	1,429	-12.1%	43,016	41,023	4.9%
...Maui	43,891	42,050	4.4%	1,240	1,386	-10.5%	42,651	40,664	4.9%
...Moloka'i	419	527	-20.4%	26	66	-60.9%	394	461	-14.6%
...Lāna'i	533	444	20.1%	23	67	-65.9%	510	377	35.3%
Kaua'i	7,312	5,233	39.7%	539	456	18.2%	6,773	4,776	41.8%
Hawai'i Island	15,439	15,144	1.9%	881	897	-1.7%	14,558	14,248	2.2%
...Hilo	7,699	8,496	-9.4%	323	330	-2.1%	7,376	8,166	-9.7%
...Kona	10,742	9,581	12.1%	700	720	-2.9%	10,043	8,861	13.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.05	6.03	0.3%	6.04	6.18	-2.3%	6.05	6.02	0.5%
Maui (days)	2.61	2.62	-0.6%	6.05	6.00	0.8%	2.51	2.50	0.0%
Moloka'i (days)	1.48	1.49	-0.9%	1.94	1.69	14.9%	1.45	1.47	-1.1%
Lāna'i (days)	2.24	2.50	-10.2%	6.19	2.29	170.1%	2.07	2.54	-18.4%
Kaua'i (days)	2.43	2.85	-14.9%	7.36	5.98	23.1%	2.04	2.56	-20.4%
Hawai'i Island (days)	4.34	4.51	-3.9%	8.82	9.19	-4.0%	4.07	4.22	-3.6%
...Hilo (days)	2.13	1.88	13.3%	4.30	4.24	1.4%	2.03	1.78	14.1%
...Kona (days)	4.71	5.46	-13.9%	9.13	9.50	-3.9%	4.40	5.14	-14.4%
Statewide (days)	6.95	6.93	0.3%	7.35	7.39	-0.6%	6.93	6.90	0.4%
<b>ACCOMMODATIONS</b>									
Hotel	177,796	163,804	8.5%	7,456	8,270	-9.8%	170,340	155,533	9.5%
...Hotel Only	168,344	157,560	6.8%	7,025	7,904	-11.1%	161,320	149,655	7.8%
Condo	11,377	8,237	38.1%	525	565	-7.0%	10,852	7,672	41.5%
...Condo Only	5,766	4,639	24.3%	375	412	-8.9%	5,391	4,227	27.5%
Timeshare	838	748	12.0%	236	262	-9.9%	602	486	23.8%
...Timeshare Only	380	487	-22.0%	171	191	-10.1%	209	296	-29.6%
Rental House	5,438	2,768	96.5%	484	410	17.9%	4,955	2,357	110.2%
Hostel	1,012	671	50.9%	197	275	-28.3%	815	396	105.9%
Camp Site	79	82	-3.3%	29	57	-48.6%	50	25	99.8%
Bed & Breakfast	2,134	2,210	-3.5%	104	83	24.6%	2,030	2,127	-4.6%
Cruise Ship	729	457	59.7%	49	102	-51.9%	680	355	91.6%
Friends or Relatives	5,013	6,047	-17.1%	799	904	-11.6%	4,213	5,143	-18.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	181,827	164,644	10.4%	7,816	8,623	-9.4%	174,012	156,021	11.5%
....Vacation	90,207	92,086	-2.0%	6,583	7,272	-9.5%	83,624	84,814	-1.4%
....Honeymoon	88,738	71,522	24.1%	1,233	1,386	-11.0%	87,505	70,135	24.8%
...Get Married	5,719	1,713	233.9%	57	140	-59.4%	5,662	1,572	260.1%
MC&I (Net)	7,270	6,581	10.5%	425	663	-35.9%	6,845	5,919	15.7%
....Convention/Conf.	4,556	3,448	32.1%	207	264	-21.3%	4,348	3,184	36.6%
....Corp. Meetings	316	631	-50.0%	67	101	-34.4%	249	530	-53.0%
....Incentive	2,519	2,645	-4.7%	157	321	-51.2%	2,362	2,323	1.7%
Other Business	913	1,216	-25.0%	237	301	-21.1%	675	915	-26.2%
Visit Friends/Relatives	3,504	3,862	-9.3%	806	992	-18.7%	2,698	2,870	-6.0%
Government/Military	252	511	-50.6%	122	175	-30.6%	131	335	-61.0%
Attend School	473	719	-34.2%	52	100	-48.6%	421	618	-31.9%
Sport Events	135	400	-66.2%	53	69	-23.7%	82	331	-75.1%
Average Age	37	37	-1.1%	43	42	2.2%	37	37	-1.2%

**Table 32: China Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

CHINA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	1,091,274	1,022,125	6.8%	295,517	278,350	6.2%	795,756	743,775	7.0%
Total Visitors	173,520	159,718	8.6%	50,682	46,576	8.8%	122,838	113,142	8.6%
<b>PARTY SIZE</b>									
One	15,187	13,266	14.5%	6,992	6,477	7.9%	8,195	6,788	20.7%
Two	50,330	47,148	6.7%	13,564	12,196	11.2%	36,766	34,952	5.2%
Three or more	108,003	99,304	8.8%	30,126	27,902	8.0%	77,877	71,401	9.1%
Avg Party Size	2.72	2.77	-1.9%	2.57	2.59	-0.6%	2.78	2.85	-2.4%
<b>VISIT STATUS</b>									
First-Time	146,077	133,980	9.0%	38,941	35,948	8.3%	107,135	98,032	9.3%
Repeat	27,444	25,737	6.6%	11,741	10,628	10.5%	15,703	15,110	3.9%
Average # of Trips	1.58	1.57	0.5%	2.23	2.24	-0.6%	1.31	1.30	1.2%
<b>TRAVEL METHOD</b>									
Group Tour	87,924	74,657	17.8%	25,414	22,111	14.9%	62,510	52,546	19.0%
Package	120,168	112,363	6.9%	33,128	30,086	10.1%	87,040	82,276	5.8%
Group Tour & Pkg	81,336	68,920	18.0%	21,874	18,706	16.9%	59,462	50,214	18.4%
True Independent	46,764	41,617	12.4%	14,014	13,084	7.1%	32,750	28,533	14.8%
<b>ISLANDS VISITED</b>									
O'ahu	165,632	152,389	8.7%	47,514	43,524	9.2%	118,117	108,866	8.5%
Maui County	29,132	26,226	11.1%	6,011	5,971	0.7%	23,121	20,255	14.2%
...Maui	27,899	25,839	8.0%	5,819	5,755	1.1%	22,080	20,084	9.9%
...Moloka'i	2,116	647	227.1%	334	300	11.6%	1,782	347	413.2%
...Lāna'i	1,715	545	214.7%	238	232	2.2%	1,477	312	372.9%
Kaua'i	5,111	4,173	22.5%	1,455	1,395	4.3%	3,656	2,778	31.6%
Hawai'i Island	45,304	31,684	43.0%	6,698	6,561	2.1%	38,606	25,123	53.7%
...Hilo	19,997	16,018	24.8%	3,286	3,330	-1.3%	16,711	12,688	31.7%
...Kona	35,261	22,107	59.5%	4,627	4,448	4.0%	30,634	17,659	73.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.07	5.28	-3.9%	4.76	4.66	1.9%	5.20	5.53	-5.9%
Maui (days)	3.29	3.49	-5.7%	4.98	5.22	-4.5%	2.85	3.00	-4.9%
Moloka'i (days)	1.69	2.30	-26.6%	2.70	3.25	-16.8%	1.50	1.48	1.2%
Lāna'i (days)	1.51	2.36	-36.2%	3.48	2.44	42.6%	1.19	2.30	-48.3%
Kaua'i (days)	3.43	3.63	-5.5%	4.98	5.59	-11.0%	2.82	2.65	6.5%
Hawai'i Island (days)	2.99	3.45	-13.5%	4.72	5.48	-13.9%	2.69	2.92	-8.0%
...Hilo (days)	1.99	2.17	-8.2%	3.23	4.15	-22.1%	1.74	1.65	5.9%
...Kona (days)	2.71	3.38	-19.7%	4.54	4.98	-8.9%	2.44	2.98	-18.1%
Statewide (days)	6.29	6.40	-1.7%	5.83	5.98	-2.4%	6.48	6.57	-1.5%
<b>ACCOMMODATIONS</b>									
Hotel	158,344	147,240	7.5%	45,552	42,555	7.0%	112,791	104,685	7.7%
...Hotel Only	147,019	138,313	6.3%	43,146	40,440	6.7%	103,873	97,872	6.1%
Condo	14,051	11,416	23.1%	1,206	1,258	-4.1%	12,845	10,158	26.5%
...Condo Only	6,997	5,727	22.2%	803	771	4.2%	6,194	4,957	25.0%
Timeshare	1,696	1,160	46.2%	664	597	11.2%	1,032	563	83.4%
...Timeshare Only	890	544	63.8%	439	430	2.2%	451	114	295.9%
Rental House	4,639	3,129	48.2%	1,914	1,279	49.7%	2,725	1,851	47.2%
Hostel	971	879	10.4%	373	327	14.0%	598	552	8.2%
Camp Site	986	724	36.3%	671	549	22.3%	315	175	80.4%
Bed & Breakfast	2,697	1,642	64.2%	960	675	42.3%	1,736	967	79.5%
Cruise Ship	1,204	951	26.6%	529	514	2.9%	675	437	54.5%
Friends or Relatives	3,157	3,223	-2.1%	1,823	1,646	10.8%	1,334	1,578	-15.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	155,687	144,568	7.7%	45,807	42,240	8.4%	109,880	102,329	7.4%
....Vacation	146,690	133,151	10.2%	43,907	40,458	8.5%	102,783	92,693	10.9%
....Honeymoon	8,930	10,510	-15.0%	2,076	1,958	6.1%	6,854	8,552	-19.9%
....Get Married	1,423	2,001	-28.9%	375	333	12.7%	1,048	1,668	-37.2%
MC&I (Net)	12,384	8,922	38.8%	2,093	1,843	13.6%	10,291	7,079	45.4%
....Convention/Conf.	5,213	4,156	25.4%	1,005	885	13.5%	4,208	3,271	28.7%
....Corp. Meetings	2,000	1,070	87.0%	237	228	4.1%	1,763	842	109.5%
....Incentive	5,411	3,797	42.5%	870	812	7.2%	4,541	2,985	52.1%
Other Business	2,783	3,533	-21.2%	1,165	1,138	2.4%	1,618	2,395	-32.5%
Visit Friends/Relatives	3,039	2,950	3.0%	1,649	1,478	11.6%	1,389	1,471	-5.6%
Government/Military	623	385	61.7%	213	255	-16.4%	410	131	213.9%
Attend School	595	373	59.5%	100	185	-45.7%	494	188	163.2%
Sport Events	164	619	-73.5%	111	227	-51.1%	53	393	-86.4%
Average Age	40	39	2.6%	39	38	2.4%	40	39	2.7%



**Table 33: Taiwan Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

TAIWAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	139,453	169,145	-17.6%	14,179	17,494	-19.0%	125,274	151,650	-17.4%
Total Visitors	17,525	20,440	-14.3%	1,883	2,398	-21.5%	15,642	18,042	-13.3%
<b>PARTY SIZE</b>									
One	2,503	3,149	-20.5%	554	640	-13.4%	1,949	2,509	-22.3%
Two	6,928	8,957	-22.6%	527	825	-36.1%	6,401	8,132	-21.3%
Three or more	8,094	8,334	-2.9%	802	933	-14.1%	7,293	7,401	-1.5%
Avg Party Size	2.20	2.16	1.6%	1.89	1.88	0.4%	2.24	2.21	1.6%
<b>VISIT STATUS</b>									
First-Time	10,693	15,213	-29.7%	908	1,209	-24.9%	9,785	14,004	-30.1%
Repeat	6,833	5,227	30.7%	976	1,189	-17.9%	5,857	4,038	45.0%
Average # of Trips	2.20	1.78	23.5%	3.82	3.50	9.3%	2.01	1.55	29.0%
<b>TRAVEL METHOD</b>									
Group Tour	986	1,806	-45.4%	316	270	17.0%	671	1,536	-56.3%
Package	7,565	8,428	-10.2%	774	1,004	-23.0%	6,792	7,424	-8.5%
Group Tour & Pkg	577	1,637	-64.8%	205	191	7.4%	371	1,446	-74.3%
True Independent	9,550	11,843	-19.4%	999	1,315	-24.0%	8,551	10,528	-18.8%
<b>ISLANDS VISITED</b>									
O'ahu	16,437	19,008	-13.5%	1,615	2,013	-19.8%	14,823	16,995	-12.8%
Maui County	3,788	3,539	7.0%	339	457	-25.7%	3,449	3,082	11.9%
...Maui	3,784	3,528	7.2%	335	446	-24.9%	3,449	3,082	11.9%
...Moloka'i	138	30	357.9%	14	30	-53.6%	124	0	NA
...Lāna'i	28	14	98.1%	28	14	98.1%	0	0	NA
Kaua'i	1,282	819	56.5%	116	173	-33.1%	1,166	646	80.6%
Hawai'i Island	5,481	4,234	29.5%	348	380	-8.3%	5,133	3,854	33.2%
...Hilo	3,280	2,003	63.7%	151	195	-22.3%	3,129	1,809	73.0%
...Kona	3,951	3,249	21.6%	278	297	-6.3%	3,673	2,953	24.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.31	7.07	-10.7%	6.03	5.70	5.8%	6.34	7.23	-12.3%
Maui (days)	3.90	4.31	-9.4%	6.03	6.67	-9.5%	3.70	3.97	-6.9%
Moloka'i (days)	1.00	1.43	-30.0%	1.00	1.43	-30.0%	1.00	0	NA
Lāna'i (days)	1.12	1.61	-30.8%	1.12	1.61	-30.8%	0	0	NA
Kaua'i (days)	2.47	4.70	-47.5%	4.90	5.64	-13.2%	2.23	4.45	-49.9%
Hawai'i Island (days)	3.22	3.70	-13.0%	5.18	5.27	-1.6%	3.09	3.54	-12.9%
...Hilo (days)	1.91	2.33	-17.7%	3.61	3.31	9.1%	1.83	2.22	-17.5%
...Kona (days)	2.88	3.38	-15.0%	4.53	4.57	-1.0%	2.75	3.26	-15.7%
Statewide (days)	7.96	8.28	-3.8%	7.53	7.30	3.2%	8.01	8.41	-4.7%
<b>ACCOMMODATIONS</b>									
Hotel	12,588	15,080	-16.5%	1,446	1,701	-15.0%	11,142	13,379	-16.7%
...Hotel Only	10,333	13,400	-22.9%	1,309	1,581	-17.3%	9,024	11,818	-23.6%
Condo	1,775	2,009	-11.7%	75	157	-52.5%	1,700	1,852	-8.2%
...Condo Only	1,097	1,218	-9.9%	47	102	-54.2%	1,050	1,115	-5.8%
Timeshare	961	651	47.5%	61	97	-37.4%	900	554	62.3%
...Timeshare Only	314	386	-18.7%	42	75	-44.0%	272	312	-12.6%
Rental House	1,420	1,248	13.8%	85	173	-50.8%	1,335	1,075	24.2%
Hostel	309	925	-66.5%	50	107	-53.6%	260	818	-68.2%
Camp Site	164	68	141.8%	9	9	-0.6%	155	59	162.5%
Bed & Breakfast	762	698	9.2%	70	61	14.3%	692	637	8.7%
Cruise Ship	883	141	524.4%	21	44	-53.2%	862	97	788.3%
Friends or Relatives	1,685	1,928	-12.6%	196	249	-21.3%	1,489	1,679	-11.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	12,430	15,478	-19.7%	1,341	1,920	-30.2%	11,090	13,557	-18.2%
....Vacation	10,589	10,595	-0.1%	1,173	1,642	-28.6%	9,416	8,953	5.2%
....Honeymoon	1,845	4,401	-58.1%	171	301	-43.0%	1,673	4,100	-59.2%
...Get Married	59	894	-93.4%	59	144	-59.0%	0	751	-100.0%
MC&I (Net)	3,917	2,357	66.2%	199	145	37.9%	3,717	2,212	68.1%
....Convention/Conf.	2,891	1,796	61.0%	116	95	22.6%	2,775	1,701	63.1%
....Corp. Meetings	678	486	39.5%	57	50	14.3%	621	436	42.4%
....Incentive	363	140	160.2%	41	33	23.0%	322	106	203.4%
Other Business	292	312	-6.7%	92	107	-14.0%	200	205	-2.8%
Visit Friends/Relatives	1,020	1,575	-35.2%	196	280	-30.0%	824	1,295	-36.4%
Government/Military	161	299	-46.0%	122	46	163.3%	39	252	-84.6%
Attend School	591	363	62.8%	27	46	-42.0%	564	317	78.2%
Sport Events	44	128	-65.6%	44	44	-0.3%	0	84	-100.0%
Average Age	40	37	8.0%	41	41	0.2%	40	37	8.9%

**Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	322,634	346,837	-7.0%	307,324	334,856	-8.2%	15,309	11,981	27.8%
Total Visitors	27,978	29,800	-6.1%	25,980	28,525	-8.9%	1,998	1,275	56.7%
<b>PARTY SIZE</b>									
One	6,422	6,439	-0.3%	5,521	6,112	-9.7%	901	327	175.8%
Two	10,338	11,802	-12.4%	9,683	11,000	-12.0%	655	801	-18.2%
Three or more	11,217	11,560	-3.0%	10,776	11,413	-5.6%	442	147	200.5%
Avg Party Size	1.95	1.96	-0.3%	2.00	1.97	1.2%	1.49	1.65	-9.7%
<b>VISIT STATUS</b>									
First-Time	19,555	21,113	-7.4%	18,054	20,023	-9.8%	1,501	1,090	37.7%
Repeat	8,423	8,687	-3.0%	7,926	8,502	-6.8%	497	185	168.4%
Average # of Trips	2.15	2.12	1.2%	2.16	2.13	1.5%	1.94	1.90	2.0%
<b>TRAVEL METHOD</b>									
Group Tour	2,408	2,862	-15.9%	2,171	2,707	-19.8%	237	155	53.1%
Package	9,466	11,219	-15.6%	8,485	10,460	-18.9%	981	759	29.3%
Group Tour & Pkg	1,568	2,125	-26.2%	1,331	1,970	-32.4%	237	155	53.1%
True Independent	17,671	17,844	-1.0%	16,655	17,328	-3.9%	1,017	516	97.0%
<b>ISLANDS VISITED</b>									
O'ahu	21,550	23,500	-8.3%	19,633	22,225	-11.7%	1,917	1,275	50.4%
Maui County	10,547	10,971	-3.9%	9,940	10,755	-7.6%	608	217	180.5%
...Maui	10,444	10,838	-3.6%	9,836	10,621	-7.4%	608	217	180.5%
...Moloka'i	355	392	-9.3%	355	392	-9.3%	0	0	NA
...Lāna'i	497	387	28.6%	237	387	-38.8%	261	0	NA
Kaua'i	3,871	4,055	-4.6%	3,568	3,917	-8.9%	303	138	119.1%
Hawai'i Island	6,705	7,044	-4.8%	6,305	6,682	-5.6%	400	362	10.4%
...Hilo	2,929	3,153	-7.1%	2,610	3,008	-13.2%	319	145	119.5%
...Kona	5,698	5,687	0.2%	5,299	5,471	-3.1%	400	217	84.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.77	7.66	1.4%	8.01	7.75	3.4%	5.29	6.10	-13.2%
Maui (days)	8.00	8.04	-0.4%	8.30	8.10	2.5%	3.22	5.02	-35.9%
Moloka'i (days)	4.87	5.69	-14.3%	4.87	5.69	-14.3%	0	0	NA
Lāna'i (days)	1.85	6.33	-70.7%	2.79	6.33	-55.9%	1.00	0	NA
Kaua'i (days)	5.20	6.27	-17.1%	5.25	6.30	-16.7%	4.60	5.35	-13.9%
Hawai'i Island (days)	7.29	7.06	3.3%	7.51	7.08	6.0%	3.89	6.58	-40.9%
...Hilo (days)	3.62	4.35	-16.8%	3.79	4.41	-14.1%	2.18	3.00	-27.3%
...Kona (days)	6.72	6.33	6.2%	7.07	6.23	13.5%	2.15	8.98	-76.1%
Statewide (days)	11.53	11.64	-0.9%	11.83	11.74	0.8%	7.66	9.40	-18.5%
<b>ACCOMMODATIONS</b>									
Hotel	19,935	22,733	-12.3%	18,518	21,665	-14.5%	1,417	1,067	32.8%
...Hotel Only	17,567	20,072	-12.5%	16,385	19,221	-14.8%	1,182	851	39.0%
Condo	1,721	1,848	-6.9%	1,721	1,777	-3.2%	0	71	-100.0%
...Condo Only	1,259	1,163	8.2%	1,259	1,163	8.2%	0	0	NA
Timeshare	544	684	-20.5%	544	684	-20.5%	0	0	NA
...Timeshare Only	379	420	-9.7%	379	420	-9.7%	0	0	NA
Rental House	2,541	2,199	15.6%	2,541	2,159	17.7%	0	40	-100.0%
Hostel	1,550	1,196	29.6%	969	1,095	-11.5%	581	101	473.4%
Camp Site	152	228	-33.3%	152	228	-33.3%	0	0	NA
Bed & Breakfast	546	327	67.2%	312	327	-4.6%	235	0	NA
Cruise Ship	1,185	1,508	-21.4%	1,185	1,508	-21.4%	0	0	NA
Friends or Relatives	2,294	2,476	-7.4%	2,294	2,265	1.3%	0	212	-100.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	23,556	24,783	-5.0%	21,616	23,622	-8.5%	1,940	1,161	67.2%
....Vacation	21,879	22,639	-3.4%	19,939	21,478	-7.2%	1,940	1,161	67.2%
....Honeymoon	1,782	2,278	-21.8%	1,782	2,278	-21.8%	0	0	NA
...Get Married	193	318	-39.2%	193	318	-39.2%	0	0	NA
MC&I (Net)	1,976	3,435	-42.5%	1,918	3,172	-39.5%	58	263	-77.9%
....Convention/Conf.	1,248	2,440	-48.9%	1,190	2,177	-45.4%	58	263	-77.9%
....Corp. Meetings	365	665	-45.1%	365	665	-45.1%	0	0	NA
....Incentive	492	539	-8.7%	492	539	-8.7%	0	0	NA
Other Business	487	593	-17.8%	487	526	-7.4%	0	67	-100.0%
Visit Friends/Relatives	1,651	1,607	2.8%	1,651	1,607	2.8%	0	0	NA
Government/Military	186	164	13.5%	186	164	13.5%	0	0	NA
Attend School	312	273	14.2%	312	273	14.2%	0	0	NA
Sport Events	877	964	-9.0%	877	964	-9.0%	0	0	NA
Average Age	42	42	0.2%	43	42	0.8%	36	38	-4.1%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	79.8	93.5	-14.6%						
Per Person Per Day (\$)	247.4	269.4	-8.2%						
Per Person Per Trip (\$)	2,853.1	3,136.1	-9.0%						

**Table 35: Other MMA Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	3,050,930	2,937,012	3.9%	2,243,778	2,157,459	4.0%	807,152	779,553	3.5%
Total Visitors	290,621	281,639	3.2%	210,101	197,056	6.6%	80,520	84,583	-4.8%
<b>PARTY SIZE</b>									
One	62,040	62,093	-0.1%	47,477	45,619	4.1%	14,563	16,474	-11.6%
Two	107,144	105,803	1.3%	80,362	76,610	4.9%	26,782	29,194	-8.3%
Three or more	121,437	113,743	6.8%	82,262	74,828	9.9%	39,175	38,915	0.7%
Avg Party Size	2.00	1.97	1.8%	1.95	1.93	1.3%	2.16	2.08	4.0%
<b>VISIT STATUS</b>									
First-Time	134,493	138,870	-3.2%	92,308	90,001	2.6%	42,185	48,869	-13.7%
Repeat	156,128	142,769	9.4%	117,792	107,055	10.0%	38,335	35,714	7.3%
Average # of Trips	4.27	4.01	6.6%	4.73	4.64	1.9%	3.08	2.53	22.1%
<b>TRAVEL METHOD</b>									
Group Tour	18,535	27,890	-33.5%	12,249	11,368	7.7%	6,286	16,522	-62.0%
Package	77,152	84,518	-8.7%	53,996	52,880	2.1%	23,157	31,637	-26.8%
Group Tour & Pkg	13,187	20,158	-34.6%	8,343	7,670	8.8%	4,845	12,488	-61.2%
True Independent	208,120	189,389	9.9%	152,198	140,477	8.3%	55,922	48,913	14.3%
<b>ISLANDS VISITED</b>									
O'ahu	203,877	198,917	2.5%	129,789	125,774	3.2%	74,088	73,143	1.3%
Maui County	90,512	87,460	3.5%	71,211	66,992	6.3%	19,301	20,467	-5.7%
...Maui	87,939	85,923	2.3%	70,023	65,786	6.4%	17,916	20,137	-11.0%
...Moloka'i	2,827	2,888	-2.1%	2,225	2,118	5.1%	602	770	-21.9%
...Lāna'i	3,133	2,801	11.9%	1,713	2,123	-19.3%	1,420	677	109.6%
Kaua'i	40,200	35,748	12.5%	32,869	30,862	6.5%	7,331	4,886	50.0%
Hawai'i Island	55,263	56,021	-1.4%	45,459	41,308	10.0%	9,804	14,713	-33.4%
...Hilo	24,029	22,369	7.4%	16,599	15,651	6.1%	7,430	6,718	10.6%
...Kona	44,840	44,240	1.4%	38,245	34,459	11.0%	6,595	9,781	-32.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.94	7.94	-0.1%	7.76	7.90	-1.7%	8.25	8.03	2.8%
Maui (days)	7.86	7.65	2.7%	8.39	8.35	0.5%	5.78	5.36	7.9%
Moloka'i (days)	3.67	3.54	3.6%	4.33	4.47	-2.9%	1.21	1.00	20.7%
Lāna'i (days)	2.12	3.63	-41.5%	3.05	3.49	-12.4%	1.00	4.07	-75.5%
Kaua'i (days)	7.20	7.02	2.6%	7.43	7.46	-0.4%	6.13	4.19	46.4%
Hawai'i Island (days)	7.87	7.65	3.0%	8.58	8.91	-3.7%	4.58	4.10	11.8%
...Hilo (days)	4.53	4.83	-6.3%	5.30	5.39	-1.7%	2.80	3.52	-20.5%
...Kona (days)	7.28	7.24	0.5%	7.90	8.23	-4.0%	3.66	3.75	-2.4%
Statewide (days)	10.50	10.43	0.7%	10.68	10.95	-2.5%	10.02	9.22	8.8%
<b>ACCOMMODATIONS</b>									
Hotel	180,416	186,582	-3.3%	128,804	123,564	4.2%	51,613	63,018	-18.1%
...Hotel Only	153,241	159,534	-3.9%	110,292	105,715	4.3%	42,949	53,819	-20.2%
Condo	34,830	31,365	11.0%	27,942	25,536	9.4%	6,888	5,829	18.2%
...Condo Only	25,917	22,449	15.4%	21,084	19,149	10.1%	4,833	3,300	46.4%
Timeshare	18,521	15,537	19.2%	15,227	14,227	7.0%	3,294	1,310	151.4%
...Timeshare Only	14,382	11,613	23.8%	11,715	10,850	8.0%	2,667	763	249.6%
Rental House	24,907	21,648	15.1%	19,085	16,667	14.5%	5,821	4,981	16.9%
Hostel	6,594	7,727	-14.7%	3,708	3,863	-4.0%	2,886	3,864	-25.3%
Camp Site	3,971	3,766	5.4%	2,306	1,976	16.7%	1,665	1,790	-7.0%
Bed & Breakfast	5,394	4,039	33.5%	4,136	3,670	12.7%	1,258	370	240.1%
Cruise Ship	5,459	5,526	-1.2%	4,545	4,776	-4.9%	914	750	21.9%
Friends or Relatives	41,237	37,245	10.7%	26,407	24,493	7.8%	14,830	12,752	16.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	218,564	205,645	6.3%	163,615	154,525	5.9%	54,949	51,120	7.5%
....Vacation	206,816	191,917	7.8%	153,578	144,174	6.5%	53,238	47,743	11.5%
....Honeymoon	12,238	14,553	-15.9%	10,598	10,978	-3.5%	1,640	3,575	-54.1%
....Get Married	2,669	2,534	5.3%	2,102	2,336	-10.0%	567	198	186.7%
MC&I (Net)	27,050	34,617	-21.9%	16,763	15,169	10.5%	10,288	19,448	-47.1%
....Convention/Conf.	18,721	21,594	-13.3%	11,569	9,698	19.3%	7,152	11,896	-39.9%
....Corp. Meetings	3,781	4,848	-22.0%	2,802	3,177	-11.8%	978	1,671	-41.5%
....Incentive	5,796	9,060	-36.0%	3,006	3,056	-1.7%	2,790	6,004	-53.5%
Other Business	10,737	10,399	3.3%	8,325	8,666	-3.9%	2,412	1,732	39.2%
Visit Friends/Relatives	34,493	33,617	2.6%	24,146	22,200	8.8%	10,347	11,417	-9.4%
Government/Military	8,580	6,161	39.3%	3,253	3,257	-0.1%	5,328	2,904	83.4%
Attend School	1,972	3,766	-47.6%	1,060	1,597	-33.6%	912	2,169	-57.9%
Sport Events	4,450	3,722	19.5%	3,303	3,337	-1.0%	1,147	385	197.9%
Average Age	44	44	-0.9%	45	45	0.6%	40	42	-4.5%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	560.1	619.5	-9.6%						
Per Person Per Day (\$)	183.6	210.9	-13.0%						
Per Person Per Trip (\$)	1,927.4	2,199.6	-12.4%						

**Table 36: Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)  
(Arrivals by Air)  
2015**

Age	U.S. West		U.S. East		Japan		Canada		Europe	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<=12	5.4	5.5	3.7	4.0	3.7	3.8	4.8	4.9	2.9	2.6
13-17	2.6	2.9	2.4	2.8	1.0	1.3	2.5	2.8	1.6	1.6
18-24	3.7	4.7	3.8	4.8	2.8	6.2	3.0	4.5	5.9	8.3
25-40	11.8	13.3	11.9	12.7	15.7	21.5	10.7	12.9	14.6	15.9
41-59	14.6	15.4	16.0	16.2	10.3	14.5	15.1	17.4	14.2	15.3
>60	10.1	10.0	11.1	10.6	8.7	10.4	10.8	10.7	8.5	8.6
<b>Total</b>	48.2	51.8	48.9	51.1	42.3	57.7	46.9	53.1	47.7	52.3
<b>Visitors</b>	1,689,251	1,818,401	881,774	921,896	626,297	856,007	240,052	272,272	69,119	75,900
		3,507,652	1,803,670		1,482,304		512,323		145,019	

Age	Oceania		Other Asia		Latin America		Other		All Visitors	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<=12	4.1	4.2	3.7	3.5	3.7	3.7	4.4	4.3	4.5	4.7
13-17	2.4	3.2	1.1	1.3	3.3	3.4	2.7	2.9	2.2	2.6
18-24	4.0	6.8	1.5	2.7	5.0	5.7	4.1	5.6	3.5	5.1
25-40	11.8	15.3	24.0	27.7	18.5	17.1	14.8	14.9	13.0	15.1
41-59	13.4	17.6	11.3	13.0	15.6	12.6	15.1	15.0	14.2	15.5
>60	8.1	9.0	4.7	5.5	6.0	5.4	8.2	8.0	9.8	9.8
<b>Total</b>	43.9	56.1	46.3	53.7	52.0	48.0	49.2	50.8	47.3	52.7
<b>Visitors</b>	175,332	224,287	182,302	211,531	14,556	13,422	143,053	147,567	4,048,634	4,514,383
		399,619	393,833		27,978	290,621		8,563,018		

**Table 36: Visitor Age and Gender Distribution by MMA (Percentage of MMA Total) continued  
(Arrivals by Air)  
2014R**

Age	U.S. West		U.S. East		Japan		Canada		Europe	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<=12	7.0	7.2	4.9	5.2	3.2	3.5	5.4	5.5	3.5	4.1
13-17	3.2	3.6	3.1	3.6	0.9	1.2	2.6	3.2	2.9	3.6
18-24	4.0	4.9	4.1	5.0	2.7	6.8	3.2	4.4	4.7	6.9
25-40	10.6	12.2	10.5	11.6	16.3	23.6	10.0	12.3	16.4	17.2
41-59	13.3	14.5	14.3	15.9	9.7	14.4	14.6	17.1	12.7	14.7
>60	9.5	10.1	10.6	11.3	7.9	9.8	10.8	10.9	6.9	6.5
<b>Total</b>	47.5	52.5	47.5	52.5	40.6	59.4	46.6	53.4	47.0	53.0
<b>Visitors</b>	1,547,369	1,708,106	812,881	900,203	614,237	897,502	243,347	279,414	66,950	75,416
		3,255,475	1,713,085	1,511,739		522,761			142,366	

Age	Oceania		Other Asia		Latin America		Other		All Visitors	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<=12	4.4	4.6	3.4	3.5	4.7	5.1	5.2	4.9	5.3	5.5
13-17	2.6	3.4	1.2	1.3	3.4	4.1	3.1	3.0	2.6	3.0
18-24	3.6	6.5	2.2	3.9	5.1	6.3	4.3	5.2	3.6	5.4
25-40	10.7	14.1	22.4	26.4	15.9	18.2	13.5	15.7	12.5	15.3
41-59	13.7	18.0	11.9	13.4	12.6	13.6	14.9	16.1	12.8	15.1
>60	8.8	9.5	5.1	5.4	5.6	5.3	7.2	6.9	9.1	9.8
<b>Total</b>	43.9	56.1	46.1	53.9	47.3	52.7	48.2	51.8	45.9	54.1
<b>Visitors</b>	163,166	208,201	169,806	198,305	14,096	15,704	135,858	145,781	3,762,629	4,433,712
		371,367	388,110	29,800	281,639				8,196,342	

**Table 37: Honeymoon Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	4,392,460	4,796,425	-8.4%	2,138,850	2,381,275	-10.2%	2,253,610	2,415,150	-6.7%
Total Visitors	588,236	632,113	-6.9%	228,711	249,757	-8.4%	359,525	382,357	-6.0%
<b>PARTY SIZE</b>									
One	19,024	25,095	-24.2%	16,192	21,122	-23.3%	2,832	3,973	-28.7%
Two	515,585	548,246	-6.0%	182,476	193,304	-5.6%	333,109	354,942	-6.2%
Three or more	53,627	58,772	-8.8%	30,043	35,330	-15.0%	23,584	23,442	0.6%
Avg Party Size	2.03	2.02	0.5%	1.99	1.98	0.8%	2.05	2.05	0.2%
<b>VISIT STATUS</b>									
First-Time	434,482	455,248	-4.6%	137,732	143,712	-4.2%	296,750	311,536	-4.7%
Repeat	153,754	176,865	-13.1%	90,979	106,044	-14.2%	62,775	70,821	-11.4%
Average # of Trips	1.93	2.03	-5.1%	2.72	2.94	-7.5%	1.43	1.44	-0.9%
<b>TRAVEL METHOD</b>									
Group Tour	41,587	53,882	-22.8%	4,570	6,084	-24.9%	37,017	47,798	-22.6%
Package	375,128	407,804	-8.0%	80,886	88,225	-8.3%	294,242	319,579	-7.9%
Group Tour & Pkg	38,811	50,042	-22.4%	3,054	3,730	-18.1%	35,757	46,312	-22.8%
True Independent	210,332	220,469	-4.6%	146,308	159,178	-8.1%	64,023	61,291	4.5%
<b>ISLANDS VISITED</b>									
O'ahu	461,242	496,670	-7.1%	110,124	122,991	-10.5%	351,118	373,679	-6.0%
Maui County	154,277	164,721	-6.3%	110,557	117,684	-6.1%	43,720	47,037	-7.1%
...Maui	152,897	163,060	-6.2%	109,503	116,262	-5.8%	43,394	46,798	-7.3%
...Moloka'i	3,336	3,302	1.0%	2,601	2,811	-7.5%	735	491	49.7%
...Lāna'i	3,328	4,389	-24.2%	2,623	3,588	-26.9%	705	801	-12.0%
Kaua'i	66,651	73,410	-9.2%	58,949	65,114	-9.5%	7,702	8,296	-7.2%
Hawai'i Island	77,313	89,223	-13.3%	44,917	47,663	-5.8%	32,396	41,560	-22.1%
...Hilo	28,011	33,944	-17.5%	17,499	18,758	-6.7%	10,512	15,186	-30.8%
...Kona	65,195	72,113	-9.6%	38,894	41,079	-5.3%	26,300	31,035	-15.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.62	5.68	-0.9%	5.73	5.94	-3.5%	5.59	5.59	0.0%
Maui (days)	6.29	6.34	-0.8%	7.34	7.40	-0.8%	3.63	3.71	-2.0%
Moloka'i (days)	2.72	3.28	-17.1%	3.04	3.65	-16.6%	1.58	1.19	33.5%
Lāna'i (days)	1.93	2.73	-29.4%	2.12	2.86	-26.1%	1.22	2.13	-42.7%
Kaua'i (days)	6.30	6.51	-3.3%	6.63	6.82	-2.8%	3.74	4.07	-8.0%
Hawai'i Island (days)	5.20	4.96	4.9%	6.67	6.82	-2.3%	3.17	2.83	12.1%
...Hilo (days)	2.84	2.79	2.0%	3.53	3.92	-9.9%	1.70	1.39	22.3%
...Kona (days)	4.95	4.83	2.5%	6.11	6.13	-0.3%	3.22	3.11	3.9%
Statewide (days)	7.47	7.59	-1.6%	9.35	9.53	-1.9%	6.27	6.32	-0.8%
<b>ACCOMMODATIONS</b>									
Hotel	515,427	554,062	-7.0%	168,265	182,125	-7.6%	347,162	371,936	-6.7%
...Hotel Only	481,613	515,551	-6.6%	143,055	153,180	-6.6%	338,557	362,371	-6.6%
Condo	43,055	47,840	-10.0%	31,052	37,227	-16.6%	12,003	10,613	13.1%
...Condo Only	28,230	30,260	-6.7%	20,854	24,381	-14.5%	7,376	5,879	25.5%
Timeshare	22,566	26,560	-15.0%	20,148	24,018	-16.1%	2,419	2,542	-4.8%
...Timeshare Only	15,579	17,699	-12.0%	14,255	16,179	-11.9%	1,324	1,520	-12.9%
Rental House	21,328	21,227	0.5%	18,028	18,944	-4.8%	3,300	2,284	44.5%
Hostel	1,952	3,373	-42.1%	1,665	2,808	-40.7%	287	565	-49.2%
Camp Site	2,938	4,349	-32.4%	2,676	3,528	-24.1%	262	821	-68.1%
Bed & Breakfast	8,862	9,434	-6.1%	7,056	7,516	-6.1%	1,807	1,918	-5.8%
Cruise Ship	6,415	7,395	-13.3%	4,988	6,526	-23.6%	1,427	869	64.3%
Friends or Relatives	10,724	15,545	-31.0%	9,715	12,977	-25.1%	1,009	2,567	-60.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	588,236	632,113	-6.9%	228,711	249,757	-8.4%	359,525	382,357	-6.0%
....Vacation	50,940	59,141	-13.9%	34,591	42,384	-18.4%	16,349	16,758	-2.4%
....Honeymoon	588,236	632,113	-6.9%	228,711	249,757	-8.4%	359,525	382,357	-6.0%
...Get Married	47,590	51,252	-7.1%	15,779	24,926	-36.7%	31,811	26,325	20.8%
MC&I (Net)	6,620	16,791	-60.6%	5,602	15,352	-63.5%	1,018	1,439	-29.3%
....Convention/Conf.	3,873	8,104	-52.2%	3,317	7,568	-56.2%	556	536	3.8%
....Corp. Meetings	1,825	7,183	-74.6%	1,669	6,948	-76.0%	156	235	-33.5%
....Incentive	2,551	8,403	-69.6%	1,985	7,462	-73.4%	566	941	-39.8%
Other Business	13,599	33,160	-59.0%	12,630	32,332	-60.9%	969	828	17.1%
Visit Friends/Relatives	8,425	16,713	-49.6%	7,365	15,726	-53.2%	1,060	987	7.4%
Government/Military	1,514	6,491	-76.7%	1,331	6,337	-79.0%	183	154	18.4%
Attend School	1,733	8,293	-79.1%	1,459	8,027	-81.8%	274	266	2.9%
Sport Events	2,133	9,371	-77.2%	1,716	8,894	-80.7%	417	477	-12.5%
Average Age	32	33	-1.2%	36	36	-1.5%	31	31	0.8%

**Table 38: Get Married Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	937,960	1,037,068	-9.6%	569,911	686,727	-17.0%	368,049	350,341	5.1%
Total Visitors	109,921	119,101	-7.7%	55,991	66,870	-16.3%	53,930	52,231	3.3%
<b>PARTY SIZE</b>									
One	7,914	9,864	-19.8%	6,800	8,705	-21.9%	1,114	1,160	-3.9%
Two	63,604	63,726	-0.2%	25,897	31,158	-16.9%	37,707	32,568	15.8%
Three or more	38,403	45,510	-15.6%	23,294	27,007	-13.7%	15,109	18,503	-18.3%
Avg Party Size	2.27	2.30	-1.2%	2.23	2.19	2.0%	2.31	2.46	-5.9%
<b>VISIT STATUS</b>									
First-Time	54,439	54,988	-1.0%	19,667	24,149	-18.6%	34,773	30,840	12.8%
Repeat	55,481	64,112	-13.5%	36,324	42,721	-15.0%	19,157	21,391	-10.4%
Average # of Trips	3.45	3.69	-6.3%	4.71	4.63	1.7%	2.15	2.48	-13.3%
<b>TRAVEL METHOD</b>									
Group Tour	9,757	11,178	-12.7%	1,204	1,722	-30.1%	8,553	9,456	-9.5%
Package	53,030	55,319	-4.1%	12,697	16,020	-20.7%	40,333	39,299	2.6%
Group Tour & Pkg	8,969	9,702	-7.6%	741	920	-19.5%	8,228	8,782	-6.3%
True Independent	56,102	62,305	-10.0%	42,830	50,048	-14.4%	13,272	12,257	8.3%
<b>ISLANDS VISITED</b>									
O'ahu	77,031	80,762	-4.6%	25,536	31,151	-18.0%	51,495	49,610	3.8%
Maui County	29,985	32,548	-7.9%	23,829	28,025	-15.0%	6,157	4,524	36.1%
...Maui	29,468	32,083	-8.1%	23,415	27,589	-15.1%	6,053	4,493	34.7%
...Moloka'i	870	859	1.3%	722	750	-3.7%	148	110	35.2%
...Lāna'i	784	1,162	-32.5%	733	1,009	-27.4%	51	153	-66.3%
Kaua'i	12,785	15,672	-18.4%	11,453	14,439	-20.7%	1,332	1,232	8.1%
Hawai'i Island	14,823	17,394	-14.8%	10,172	11,506	-11.6%	4,651	5,888	-21.0%
...Hilo	4,701	6,281	-25.2%	3,316	3,977	-16.6%	1,385	2,304	-39.9%
...Kona	12,733	14,156	-10.1%	8,999	9,939	-9.5%	3,733	4,217	-11.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.42	6.50	-1.2%	7.26	7.33	-0.9%	6.00	5.97	0.5%
Maui (days)	8.00	8.18	-2.2%	8.58	8.45	1.5%	5.73	6.48	-11.6%
Moloka'i (days)	3.51	4.51	-22.2%	3.86	4.91	-21.5%	1.80	1.74	3.9%
Lāna'i (days)	2.71	5.74	-52.8%	2.80	6.20	-54.9%	1.51	2.72	-44.2%
Kaua'i (days)	7.92	7.86	0.8%	8.08	8.12	-0.5%	6.51	4.72	38.1%
Hawai'i Island (days)	6.83	6.69	2.0%	8.46	8.51	-0.7%	3.26	3.12	4.5%
...Hilo (days)	3.98	3.77	5.6%	5.03	5.28	-4.8%	1.49	1.17	27.3%
...Kona (days)	6.47	6.54	-1.1%	7.71	7.74	-0.5%	3.51	3.72	-5.6%
Statewide (days)	8.53	8.71	-2.0%	10.18	10.27	-0.9%	6.82	6.71	1.7%
<b>ACCOMMODATIONS</b>									
Hotel	82,884	86,305	-4.0%	32,240	38,468	-16.2%	50,644	47,837	5.9%
...Hotel Only	73,905	75,925	-2.7%	25,537	30,011	-14.9%	48,368	45,914	5.3%
Condo	15,446	19,160	-19.4%	11,878	15,275	-22.2%	3,568	3,886	-8.2%
...Condo Only	10,538	13,678	-23.0%	8,504	10,740	-20.8%	2,034	2,937	-30.7%
Timeshare	5,235	6,921	-24.4%	4,521	6,093	-25.8%	714	827	-13.7%
...Timeshare Only	3,206	4,481	-28.4%	2,941	3,830	-23.2%	266	651	-59.2%
Rental House	10,775	11,552	-6.7%	9,677	10,436	-7.3%	1,098	1,117	-1.7%
Hostel	733	989	-25.9%	509	876	-41.9%	225	113	98.7%
Camp Site	871	936	-7.0%	754	919	-17.9%	117	17	593.1%
Bed & Breakfast	1,442	1,959	-26.4%	1,236	1,711	-27.7%	206	249	-17.2%
Cruise Ship	999	1,398	-28.6%	845	1,292	-34.6%	153	106	44.4%
Friends or Relatives	5,247	6,686	-21.5%	4,791	6,086	-21.3%	456	600	-24.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	109,921	119,101	-7.7%	55,991	66,870	-16.3%	53,930	52,231	3.3%
....Vacation	28,348	35,081	-19.2%	20,351	24,984	-18.5%	7,997	10,097	-20.8%
....Honeymoon	47,590	51,252	-7.1%	15,779	24,926	-36.7%	31,811	26,325	20.8%
...Get Married	109,921	119,101	-7.7%	55,991	66,870	-16.3%	53,930	52,231	3.3%
MC&I (Net)	2,952	6,412	-54.0%	2,265	5,928	-61.8%	687	484	42.0%
....Convention/Conf.	1,745	3,182	-45.1%	1,283	3,069	-58.2%	462	113	308.7%
....Corp. Meetings	1,148	3,597	-68.1%	897	3,375	-73.4%	251	222	12.9%
....Incentive	1,541	3,865	-60.1%	1,172	3,527	-66.8%	369	338	9.3%
Other Business	1,934	8,243	-76.5%	1,798	7,944	-77.4%	137	299	-54.4%
Visit Friends/Relatives	4,814	8,792	-45.2%	4,514	8,350	-45.9%	300	442	-32.1%
Government/Military	1,214	2,910	-58.3%	777	2,813	-72.4%	437	97	349.1%
Attend School	944	3,550	-73.4%	756	3,406	-77.8%	189	144	30.7%
Sport Events	1,185	3,995	-70.3%	907	3,695	-75.5%	278	300	-7.2%
Average Age	37	39	-4.1%	41	41	-1.4%	34	35	-3.1%

**Table 39: Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	3,762,800	3,550,700	6.0%	2,677,786	2,719,499	-1.5%	1,085,014	831,202	30.5%
Total Visitors	498,771	460,251	8.4%	322,721	327,896	-1.6%	176,050	132,355	33.0%
<b>PARTY SIZE</b>									
One	110,989	108,046	2.7%	81,406	85,363	-4.6%	29,583	22,683	30.4%
Two	195,693	184,940	5.8%	150,532	151,320	-0.5%	45,161	33,620	34.3%
Three or more	192,088	167,265	14.8%	90,782	91,212	-0.5%	101,306	76,053	33.2%
Avg Party Size	2.00	1.94	3.1%	1.80	1.79	0.9%	2.51	2.47	1.5%
<b>VISIT STATUS</b>									
First-Time	172,626	162,918	6.0%	97,149	101,548	-4.3%	75,476	61,370	23.0%
Repeat	326,145	297,334	9.7%	225,571	226,348	-0.3%	100,574	70,986	41.7%
Average # of Trips	4.36	4.35	0.3%	5.07	5.00	1.3%	3.07	2.73	12.3%
<b>TRAVEL METHOD</b>									
Group Tour	155,508	130,794	18.9%	50,204	51,934	-3.3%	105,304	78,860	33.5%
Package	180,636	162,453	11.2%	81,863	83,487	-1.9%	98,773	78,966	25.1%
Group Tour & Pkg	109,699	93,925	16.8%	32,665	32,472	0.6%	77,034	61,454	25.4%
True Independent	272,326	260,929	4.4%	223,319	224,947	-0.7%	49,007	35,982	36.2%
<b>ISLANDS VISITED</b>									
O'ahu	307,912	278,503	10.6%	152,374	165,740	-8.1%	155,538	112,763	37.9%
Maui County	150,530	132,631	13.5%	124,297	113,548	9.5%	26,233	19,083	37.5%
...Maui	148,109	130,119	13.8%	122,463	111,408	9.9%	25,646	18,711	37.1%
...Moloka'i	4,551	2,720	67.3%	3,379	2,240	50.8%	1,172	480	144.3%
...Lāna'i	4,588	4,439	3.4%	4,089	3,896	4.9%	500	543	-7.9%
Kaua'i	52,687	44,247	19.1%	45,810	40,082	14.3%	6,877	4,165	65.1%
Hawai'i Island	90,971	94,544	-3.8%	68,484	74,043	-7.5%	22,487	20,500	9.7%
...Hilo	25,470	23,532	8.2%	16,570	16,065	3.1%	8,900	7,468	19.2%
...Kona	77,965	81,482	-4.3%	60,823	66,438	-8.5%	17,142	15,044	13.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.69	5.93	-4.0%	6.17	6.22	-0.9%	5.22	5.49	-4.9%
Maui (days)	7.14	7.21	-1.0%	7.39	7.43	-0.5%	5.95	5.93	0.3%
Moloka'i (days)	2.33	3.81	-39.0%	2.58	4.39	-41.1%	1.58	1.14	39.3%
Lāna'i (days)	2.44	3.87	-37.1%	2.60	4.20	-38.1%	1.11	1.52	-26.5%
Kaua'i (days)	6.59	6.96	-5.4%	6.93	7.24	-4.3%	4.30	4.27	0.8%
Hawai'i Island (days)	6.44	6.62	-2.9%	7.25	7.35	-1.4%	3.97	4.02	-1.3%
...Hilo (days)	3.45	3.74	-7.8%	4.32	4.59	-5.9%	1.83	1.93	-4.9%
...Kona (days)	6.38	6.61	-3.4%	6.98	7.08	-1.4%	4.25	4.52	-5.9%
Statewide (days)	7.54	7.71	-2.2%	8.30	8.29	0.0%	6.16	6.28	-1.9%
<b>ACCOMMODATIONS</b>									
Hotel	442,592	409,835	8.0%	280,367	285,243	-1.7%	162,226	124,592	30.2%
...Hotel Only	403,336	373,862	7.9%	250,723	255,233	-1.8%	152,613	118,628	28.6%
Condo	40,476	36,666	10.4%	27,520	28,828	-4.5%	12,956	7,838	65.3%
...Condo Only	22,343	19,283	15.9%	14,649	15,496	-5.5%	7,694	3,788	103.1%
Timeshare	14,881	14,039	6.0%	12,111	12,956	-6.5%	2,769	1,082	155.8%
...Timeshare Only	7,361	7,149	3.0%	6,113	6,643	-8.0%	1,248	506	146.5%
Rental House	19,119	16,549	15.5%	15,966	15,138	5.5%	3,153	1,411	123.5%
Hostel	4,386	5,011	-12.5%	3,180	3,691	-13.9%	1,206	1,320	-8.6%
Camp Site	3,456	3,321	4.1%	2,899	3,094	-6.3%	557	227	145.1%
Bed & Breakfast	7,599	5,144	47.7%	5,845	4,545	28.6%	1,754	599	192.8%
Cruise Ship	4,692	4,529	3.6%	4,009	3,889	3.1%	684	641	6.7%
Friends or Relatives	14,044	14,949	-6.1%	11,247	13,124	-14.3%	2,797	1,826	53.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	145,299	143,068	1.6%	112,154	119,897	-6.5%	33,145	23,171	43.0%
....Vacation	140,681	133,275	5.6%	108,456	111,298	-2.6%	32,225	21,977	46.6%
....Honeymoon	6,620	16,791	-60.6%	5,602	15,352	-63.5%	1,018	1,439	-29.3%
...Get Married	2,952	6,412	-54.0%	2,265	5,928	-61.8%	687	484	42.0%
MC&I (Net)	498,771	460,251	8.4%	322,721	327,896	-1.6%	176,050	132,355	33.0%
....Convention/Conf.	263,556	249,005	5.8%	198,049	201,393	-1.7%	65,507	47,612	37.6%
....Corp. Meetings	81,764	88,695	-7.8%	71,360	77,105	-7.5%	10,404	11,591	-10.2%
....Incentive	171,087	144,230	18.6%	67,181	69,453	-3.3%	103,907	74,777	39.0%
Other Business	12,181	21,375	-43.0%	10,387	20,138	-48.4%	1,794	1,236	45.1%
Visit Friends/Relatives	8,985	14,857	-39.5%	8,391	13,777	-39.1%	594	1,081	-45.1%
Government/Military	3,266	5,845	-44.1%	2,681	5,375	-50.1%	585	470	24.5%
Attend School	2,176	5,592	-61.1%	1,415	5,390	-73.7%	761	202	276.7%
Sport Events	2,345	6,764	-65.3%	1,823	6,280	-71.0%	522	485	7.7%
Average Age	45	45	-0.6%	47	47	0.5%	42	42	0.7%



**Table 40: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	8,326,325	7,985,932	4.3%	7,444,094	7,200,906	3.4%	882,231	785,026	12.4%
Total Visitors	717,411	677,848	5.8%	638,926	602,937	6.0%	78,485	74,911	4.8%
<b>PARTY SIZE</b>									
One	213,862	207,106	3.3%	194,750	186,015	4.7%	19,112	21,090	-9.4%
Two	264,567	253,450	4.4%	235,469	225,294	4.5%	29,098	28,156	3.3%
Three or more	238,982	217,292	10.0%	208,707	191,628	8.9%	30,275	25,664	18.0%
Avg Party Size	1.76	1.74	1.3%	1.74	1.73	0.7%	1.91	1.80	6.2%
<b>VISIT STATUS</b>									
First-Time	146,984	141,701	3.7%	126,000	118,350	6.5%	20,984	23,351	-10.1%
Repeat	570,427	536,147	6.4%	512,926	484,587	5.8%	57,501	51,559	11.5%
Average # of Trips	8.10	8.00	1.2%	8.32	8.30	0.3%	6.29	5.61	12.1%
<b>TRAVEL METHOD</b>									
Group Tour	10,529	8,940	17.8%	5,110	5,269	-3.0%	5,419	3,671	47.6%
Package	64,930	61,979	4.8%	48,100	47,602	1.0%	16,830	14,377	17.1%
Group Tour & Pkg	4,862	5,231	-7.0%	2,198	2,119	3.7%	2,664	3,112	-14.4%
True Independent	646,814	612,160	5.7%	587,914	552,185	6.5%	58,899	59,975	-1.8%
<b>ISLANDS VISITED</b>									
O'ahu	501,821	477,529	5.1%	435,158	414,018	5.1%	66,663	63,510	5.0%
Maui County	145,476	139,099	4.6%	129,784	125,408	3.5%	15,693	13,691	14.6%
...Maui	138,787	133,495	4.0%	124,122	120,178	3.3%	14,666	13,317	10.1%
...Moloka'i	7,413	7,401	0.2%	6,834	6,461	5.8%	579	940	-38.4%
...Lāna'i	5,997	5,711	5.0%	4,421	5,014	-11.8%	1,575	696	126.3%
Kaua'i	76,633	74,232	3.2%	69,832	67,646	3.2%	6,801	6,586	3.3%
Hawai'i Island	135,541	123,956	9.3%	120,380	111,584	7.9%	15,161	12,372	22.5%
...Hilo	62,462	57,340	8.9%	53,426	50,322	6.2%	9,036	7,019	28.7%
...Kona	103,630	94,758	9.4%	91,411	84,612	8.0%	12,220	10,146	20.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.45	9.52	-0.8%	9.52	9.69	-1.8%	9.04	8.41	7.4%
Maui (days)	10.01	9.97	0.4%	10.15	10.23	-0.8%	8.75	7.58	15.5%
Moloka'i (days)	6.68	6.23	7.3%	7.05	6.83	3.3%	2.28	2.11	8.1%
Lāna'i (days)	3.41	4.74	-28.0%	4.15	4.77	-13.0%	1.35	4.51	-70.1%
Kaua'i (days)	9.40	9.41	0.0%	9.63	9.79	-1.7%	7.07	5.44	29.8%
Hawai'i Island (days)	10.36	10.77	-3.9%	10.83	10.99	-1.5%	6.60	8.79	-25.0%
...Hilo (days)	7.51	7.97	-5.8%	8.13	8.19	-0.7%	3.83	6.37	-39.8%
...Kona (days)	9.02	9.27	-2.7%	9.51	9.63	-1.2%	5.35	6.31	-15.3%
Statewide (days)	11.61	11.78	-1.5%	11.65	11.94	-2.4%	11.24	10.48	7.3%
<b>ACCOMMODATIONS</b>									
Hotel	194,720	196,456	-0.9%	164,115	162,450	1.0%	30,605	34,007	-10.0%
...Hotel Only	122,510	125,845	-2.6%	101,439	99,968	1.5%	21,071	25,877	-18.6%
Condo	77,631	76,521	1.5%	67,768	66,129	2.5%	9,863	10,391	-5.1%
...Condo Only	49,722	49,292	0.9%	43,793	41,729	4.9%	5,929	7,564	-21.6%
Timeshare	32,964	32,393	1.8%	29,118	30,336	-4.0%	3,846	2,058	86.9%
...Timeshare Only	18,454	17,397	6.1%	16,323	16,141	1.1%	2,131	1,255	69.8%
Rental House	59,352	51,643	14.9%	53,852	47,880	12.5%	5,500	3,763	46.2%
Hostel	5,390	6,722	-19.8%	4,131	5,257	-21.4%	1,259	1,466	-14.1%
Camp Site	8,290	8,157	1.6%	6,877	7,455	-7.8%	1,413	701	101.5%
Bed & Breakfast	8,867	7,733	14.7%	7,440	6,971	6.7%	1,427	762	87.3%
Cruise Ship	5,361	4,848	10.6%	3,200	4,347	-26.4%	2,161	502	330.7%
Friends or Relatives	438,403	405,490	8.1%	398,038	372,099	7.0%	40,365	33,391	20.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	263,188	255,022	3.2%	234,444	229,359	2.2%	28,744	25,663	12.0%
....Vacation	258,896	245,353	5.5%	230,359	220,319	4.6%	28,537	25,034	14.0%
....Honeymoon	8,425	16,713	-49.6%	7,365	15,726	-53.2%	1,060	987	7.4%
...Get Married	4,814	8,792	-45.2%	4,514	8,350	-45.9%	300	442	-32.1%
MC&I (Net)	8,985	14,857	-39.5%	8,391	13,777	-39.1%	594	1,081	-45.1%
....Convention/Conf.	5,640	8,913	-36.7%	5,275	8,121	-35.0%	365	792	-53.9%
....Corp. Meetings	2,786	5,534	-49.7%	2,543	5,198	-51.1%	243	336	-27.7%
....Incentive	2,101	4,956	-57.6%	1,812	4,763	-62.0%	289	192	50.2%
Other Business	17,943	26,207	-31.5%	17,066	25,339	-32.7%	877	868	1.1%
Visit Friends/Relatives	717,411	677,848	5.8%	638,926	602,937	6.0%	78,485	74,911	4.8%
Government/Military	4,212	7,001	-39.8%	3,539	6,630	-46.6%	673	371	81.5%
Attend School	2,163	5,718	-62.2%	1,934	5,460	-64.6%	229	258	-11.3%
Sport Events	4,660	9,038	-48.4%	4,131	8,449	-51.1%	529	590	-10.3%
Average Age	46	46	-0.1%	46	46	-0.4%	48	47	1.8%

**Table 41: Family Visitors Characteristics (Arrivals by Air)  
2015 vs. 2014R**

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	19,444,782	17,144,285	13.4%	14,059,103	12,639,766	11.2%	5,385,679	4,504,519	19.6%
Total Visitors	2,228,799	1,955,913	14.0%	1,513,194	1,336,671	13.2%	715,604	619,241	15.6%
<b>PARTY SIZE</b>									
One	14,549	13,020	11.7%	14,465	12,796	13.0%	84	224	-62.6%
Two	128,296	118,339	8.4%	104,784	93,816	11.7%	23,512	24,523	-4.1%
Three or more	2,085,953	1,824,553	14.3%	1,393,945	1,230,060	13.3%	692,009	594,494	16.4%
Avg Party Size	3.85	3.82	0.8%	3.70	3.68	0.5%	4.23	4.16	1.5%
<b>VISIT STATUS</b>									
First-Time	647,365	577,776	12.0%	371,664	333,598	11.4%	275,701	244,178	12.9%
Repeat	1,581,434	1,378,136	14.8%	1,141,531	1,003,073	13.8%	439,903	375,063	17.3%
Average # of Trips	4.96	4.91	1.1%	5.60	5.56	0.7%	3.62	3.51	3.2%
<b>TRAVEL METHOD</b>									
Group Tour	131,333	127,014	3.4%	29,299	26,722	9.6%	102,034	100,292	1.7%
Package	652,401	617,949	5.6%	320,217	287,960	11.2%	332,184	329,989	0.7%
Group Tour & Pkg	105,684	104,651	1.0%	18,629	17,083	9.1%	87,055	87,568	-0.6%
True Independent	1,550,749	1,315,601	17.9%	1,182,308	1,039,073	13.8%	368,441	276,528	33.2%
<b>ISLANDS VISITED</b>									
O'ahu	1,382,727	1,227,644	12.6%	705,619	638,115	10.6%	677,108	589,529	14.9%
Maui County	646,405	569,330	13.5%	565,159	499,077	13.2%	81,246	70,253	15.6%
...Maui	638,900	562,425	13.6%	559,467	493,312	13.4%	79,433	69,112	14.9%
...Moloka'i	11,401	9,864	15.6%	8,759	8,094	8.2%	2,642	1,770	49.3%
...Lāna'i	12,027	11,634	3.4%	8,759	10,201	-14.1%	3,269	1,433	128.2%
Kaua'i	267,187	243,403	9.8%	242,945	219,985	10.4%	24,242	23,418	3.5%
Hawai'i Island	356,531	316,265	12.7%	278,582	240,127	16.0%	77,950	76,137	2.4%
...Hilo	115,902	104,371	11.0%	81,594	71,983	13.4%	34,308	32,388	5.9%
...Kona	309,443	271,848	13.8%	248,371	213,037	16.6%	61,072	58,811	3.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.97	6.83	2.1%	7.22	7.24	-0.2%	6.72	6.39	5.1%
Maui (days)	7.92	7.96	-0.6%	8.30	8.43	-1.5%	5.20	4.59	13.2%
Moloka'i (days)	3.41	4.04	-15.5%	4.10	4.34	-5.6%	1.14	2.65	-56.9%
Lāna'i (days)	2.61	3.30	-21.0%	3.10	3.57	-13.2%	1.30	1.40	-7.4%
Kaua'i (days)	7.75	7.88	-1.7%	8.15	8.24	-1.1%	3.70	4.50	-17.7%
Hawai'i Island (days)	7.30	7.23	1.1%	8.17	8.23	-0.8%	4.21	4.05	3.8%
...Hilo (days)	3.79	3.66	3.7%	4.44	4.48	-1.0%	2.26	1.82	24.2%
...Kona (days)	6.99	7.00	-0.1%	7.70	7.76	-0.8%	4.10	4.25	-3.3%
Statewide (days)	8.72	8.77	-0.5%	9.29	9.46	-1.7%	7.53	7.27	3.5%
<b>ACCOMMODATIONS</b>									
Hotel	1,373,112	1,222,922	12.3%	822,899	725,303	13.5%	550,213	497,619	10.6%
...Hotel Only	1,198,129	1,066,967	12.3%	696,391	608,064	14.5%	501,738	458,902	9.3%
Condo	448,285	394,128	13.7%	326,079	299,028	9.0%	122,205	95,100	28.5%
...Condo Only	352,703	309,030	14.1%	261,565	237,428	10.2%	91,138	71,602	27.3%
Timeshare	233,191	203,730	14.5%	181,722	169,203	7.4%	51,469	34,527	49.1%
...Timeshare Only	180,335	157,564	14.5%	142,218	130,996	8.6%	38,117	26,569	43.5%
Rental House	199,232	163,578	21.8%	172,588	146,100	18.1%	26,644	17,478	52.4%
Hostel	4,472	4,091	9.3%	3,347	3,427	-2.3%	1,125	663	69.6%
Camp Site	8,435	7,323	15.2%	5,902	5,539	6.6%	2,533	1,784	42.0%
Bed & Breakfast	11,051	9,369	18.0%	7,912	6,863	15.3%	3,139	2,506	25.3%
Cruise Ship	21,061	19,799	6.4%	16,855	15,390	9.5%	4,206	4,409	-4.6%
Friends or Relatives	145,483	122,530	18.7%	129,618	112,166	15.6%	15,865	10,365	53.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,004,785	1,756,439	14.1%	1,371,081	1,208,013	13.5%	633,705	548,426	15.5%
....Vacation	1,983,222	1,734,747	14.3%	1,357,095	1,193,867	13.7%	626,128	540,879	15.8%
....Honeymoon	20,367	21,419	-4.9%	12,700	13,920	-8.8%	7,667	7,499	2.2%
....Get Married	16,473	17,575	-6.3%	12,936	12,768	1.3%	3,537	4,807	-26.4%
MC&I (Net)	82,319	75,074	9.7%	53,776	51,823	3.8%	28,543	23,251	22.8%
....Convention/Conf.	47,114	43,086	9.3%	35,214	33,619	4.7%	11,900	9,467	25.7%
....Corp. Meetings	11,943	11,888	0.5%	10,288	10,359	-0.7%	1,655	1,529	8.2%
....Incentive	26,349	23,629	11.5%	10,692	11,180	-4.4%	15,656	12,449	25.8%
Other Business	25,017	24,774	1.0%	23,778	23,571	0.9%	1,239	1,203	3.0%
Visit Friends/Relatives	148,197	126,916	16.8%	131,259	115,136	14.0%	16,938	11,780	43.8%
Government/Military	7,758	7,119	9.0%	5,787	5,682	1.9%	1,971	1,437	37.1%
Attend School	4,617	4,061	13.7%	2,284	2,672	-14.5%	2,333	1,389	68.0%
Sport Events	16,146	17,114	-5.7%	11,104	12,472	-11.0%	5,042	4,642	8.6%
Average Age	44	44	0.4%	44	44	-0.1%	44	43	1.4%

**Table 42: Hotel-Only Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	33,486,784	32,840,537	2.0%	20,802,748	20,094,002	3.5%	12,684,036	12,746,535	-0.5%
Total Visitors	4,656,465	4,575,802	1.8%	2,633,121	2,512,933	4.8%	2,023,344	2,062,870	-1.9%
<b>PARTY SIZE</b>									
One	581,099	587,602	-1.1%	469,240	466,579	0.6%	111,859	121,023	-7.6%
Two	1,991,912	2,023,838	-1.6%	1,063,966	1,036,863	2.6%	927,946	986,974	-6.0%
Three or more	2,083,454	1,964,363	6.1%	1,099,915	1,009,491	9.0%	983,539	954,872	3.0%
Avg Party Size	2.25	2.21	1.6%	2.07	2.03	1.7%	2.53	2.48	2.2%
<b>VISIT STATUS</b>									
First-Time	1,962,413	1,978,357	-0.8%	925,526	904,681	2.3%	1,036,887	1,073,676	-3.4%
Repeat	2,694,052	2,597,446	3.7%	1,707,595	1,608,252	6.2%	986,457	989,193	-0.3%
Average # of Trips	4.00	3.90	2.6%	4.78	4.71	1.4%	2.99	2.91	2.8%
<b>TRAVEL METHOD</b>									
Group Tour	586,472	608,567	-3.6%	145,835	149,212	-2.3%	440,638	459,355	-4.1%
Package	2,216,644	2,310,178	-4.0%	858,604	839,091	2.3%	1,358,040	1,471,086	-7.7%
Group Tour & Pkg	488,025	519,562	-6.1%	104,370	106,211	-1.7%	383,655	413,351	-7.2%
True Independent	2,341,373	2,176,620	7.6%	1,733,053	1,630,841	6.3%	608,321	545,779	11.5%
<b>ISLANDS VISITED</b>									
O'ahu	3,470,401	3,478,490	-0.2%	1,541,376	1,512,798	1.9%	1,929,025	1,965,692	-1.9%
Maui County	1,096,533	1,062,892	3.2%	884,492	839,404	5.4%	212,041	223,488	-5.1%
...Maui	1,081,306	1,046,650	3.3%	874,418	826,546	5.8%	206,888	220,105	-6.0%
...Moloka'i	22,231	19,294	15.2%	14,340	13,739	4.4%	7,891	5,555	42.1%
...Lāna'i	25,328	31,244	-18.9%	17,094	24,924	-31.4%	8,234	6,319	30.3%
Kaua'i	378,692	357,627	5.9%	320,189	306,461	4.5%	58,503	51,166	14.3%
Hawai'i Island	638,335	632,507	0.9%	432,003	403,489	7.1%	206,333	229,018	-9.9%
...Hilo	195,582	203,475	-3.9%	109,509	105,815	3.5%	86,073	97,660	-11.9%
...Kona	527,403	508,854	3.6%	375,959	348,404	7.9%	151,444	160,450	-5.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.92	5.86	1.1%	6.26	6.28	-0.2%	5.65	5.54	2.0%
Maui (days)	6.50	6.47	0.6%	7.02	7.05	-0.4%	4.32	4.28	1.0%
Moloka'i (days)	2.43	2.47	-1.7%	2.96	2.93	0.9%	1.46	1.32	10.4%
Lāna'i (days)	2.40	3.20	-24.9%	2.88	3.54	-18.5%	1.41	1.88	-25.1%
Kaua'i (days)	5.99	6.04	-0.8%	6.47	6.50	-0.5%	3.32	3.24	2.7%
Hawai'i Island (days)	5.51	5.34	3.2%	6.60	6.57	0.3%	3.24	3.17	2.3%
...Hilo (days)	2.86	2.77	3.0%	3.79	3.91	-3.2%	1.67	1.54	8.7%
...Kona (days)	5.61	5.53	1.5%	6.48	6.43	0.8%	3.47	3.59	-3.4%
Statewide (days)	7.19	7.18	0.2%	7.90	8.00	-1.2%	6.27	6.18	1.5%
<b>ACCOMMODATIONS</b>									
Hotel	4,656,465	4,575,802	1.8%	2,633,121	2,512,933	4.8%	2,023,344	2,062,870	-1.9%
...Hotel Only	4,656,465	4,575,802	1.8%	2,633,121	2,512,933	4.8%	2,023,344	2,062,870	-1.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,835,371	3,789,525	1.2%	2,142,049	2,029,981	5.5%	1,693,321	1,759,544	-3.8%
....Vacation	3,353,630	3,277,859	2.3%	2,002,739	1,883,107	6.4%	1,350,891	1,394,752	-3.1%
....Honeymoon	481,613	515,551	-6.6%	143,055	153,180	-6.6%	338,557	362,371	-6.6%
...Get Married	73,905	75,925	-2.7%	25,537	30,011	-14.9%	48,368	45,914	5.3%
MC&I (Net)	403,336	373,862	7.9%	250,723	255,233	-1.8%	152,613	118,628	28.6%
....Convention/Conf.	197,957	191,183	3.5%	148,212	152,222	-2.6%	49,745	38,961	27.7%
....Corp. Meetings	65,620	68,908	-4.8%	57,102	60,027	-4.9%	8,518	8,881	-4.1%
....Incentive	153,157	128,555	19.1%	55,916	56,543	-1.1%	97,241	72,013	35.0%
Other Business	162,202	168,971	-4.0%	150,971	153,606	-1.7%	11,231	15,364	-26.9%
Visit Friends/Relatives	122,510	125,845	-2.6%	101,439	99,968	1.5%	21,071	25,877	-18.6%
Government/Military	64,473	60,596	6.4%	56,268	54,308	3.6%	8,205	6,289	30.5%
Attend School	9,197	8,402	9.5%	4,670	6,971	-33.0%	4,527	1,431	216.4%
Sport Events	54,140	63,877	-15.2%	31,141	39,351	-20.9%	22,998	24,525	-6.2%
Avg of Age	44	43	1.1%	45	45	0.1%	42	41	1.7%

**Table 43: Condo-Only Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	13,274,438	12,838,028	3.4%	9,884,127	9,755,859	1.3%	3,390,311	3,082,169	10.0%
Total Visitors	1,180,114	1,117,197	5.6%	871,308	843,156	3.3%	308,805	274,040	12.7%
<b>PARTY SIZE</b>									
One	120,258	118,897	1.1%	99,472	98,241	1.3%	20,786	20,656	0.6%
Two	456,190	441,817	3.3%	358,249	351,091	2.0%	97,941	90,726	8.0%
Three or more	603,666	556,483	8.5%	413,588	393,824	5.0%	190,078	162,659	16.9%
Avg Party Size	2.39	2.35	1.7%	2.29	2.27	0.9%	2.70	2.61	3.6%
<b>VISIT STATUS</b>									
First-Time	239,656	227,751	5.2%	158,296	156,036	1.4%	81,360	71,714	13.4%
Repeat	940,458	889,446	5.7%	713,012	687,120	3.8%	227,446	202,326	12.4%
Average # of Trips	6.62	6.67	-0.7%	7.09	7.06	0.3%	5.31	5.45	-2.6%
<b>TRAVEL METHOD</b>									
Group Tour	20,856	20,784	0.3%	5,071	5,128	-1.1%	15,785	15,657	0.8%
Package	180,688	183,256	-1.4%	116,076	120,765	-3.9%	64,612	62,490	3.4%
Group Tour & Pkg	11,956	12,622	-5.3%	1,835	2,093	-12.3%	10,121	10,530	-3.9%
True Independent	990,526	925,779	7.0%	751,996	719,356	4.5%	238,529	206,423	15.6%
<b>ISLANDS VISITED</b>									
O'ahu	369,751	340,073	8.7%	176,204	176,236	0.0%	193,547	163,837	18.1%
Maui County	583,404	559,466	4.3%	475,757	458,702	3.7%	107,647	100,764	6.8%
...Maui	578,015	554,406	4.3%	471,069	454,087	3.7%	106,947	100,319	6.6%
...Moloka'i	9,551	8,437	13.2%	7,893	7,304	8.1%	1,658	1,133	46.3%
...Lāna'i	7,658	7,942	-3.6%	6,365	6,629	-4.0%	1,293	1,313	-1.5%
Kaua'i	174,367	170,339	2.4%	158,838	153,393	3.5%	15,528	16,946	-8.4%
Hawai'i Island	176,547	167,528	5.4%	140,161	133,439	5.0%	36,386	34,089	6.7%
...Hilo	33,021	31,856	3.7%	23,007	22,520	2.2%	10,013	9,336	7.3%
...Kona	163,351	155,567	5.0%	132,374	125,643	5.4%	30,977	29,925	3.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.28	9.48	-2.1%	9.97	10.25	-2.8%	8.64	8.64	0.0%
Maui (days)	10.68	10.89	-1.9%	10.38	10.62	-2.3%	12.04	12.11	-0.6%
Moloka'i (days)	6.80	7.68	-11.4%	7.44	8.20	-9.2%	3.75	4.34	-13.7%
Lāna'i (days)	2.91	3.26	-10.7%	3.01	3.51	-14.3%	2.43	1.99	21.9%
Kaua'i (days)	9.82	9.89	-0.7%	9.92	9.97	-0.5%	8.83	9.22	-4.2%
Hawai'i Island (days)	10.59	10.74	-1.5%	11.31	11.33	-0.2%	7.80	8.44	-7.5%
...Hilo (days)	4.19	3.87	8.3%	4.69	4.52	3.7%	3.05	2.30	32.6%
...Kona (days)	10.59	10.78	-1.7%	11.16	11.23	-0.6%	8.18	8.89	-8.0%
Statewide (days)	11.25	11.49	-2.1%	11.34	11.57	-2.0%	10.98	11.25	-2.4%
<b>ACCOMMODATIONS</b>									
Condo	1,180,114	1,117,197	5.6%	871,308	843,156	3.3%	308,805	274,040	12.7%
...Condo Only	1,180,114	1,117,197	5.6%	871,308	843,156	3.3%	308,805	274,040	12.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,088,682	1,031,507	5.5%	806,516	781,059	3.3%	282,166	250,448	12.7%
....Vacation	1,060,252	1,001,046	5.9%	785,542	757,577	3.7%	274,709	243,470	12.8%
....Honeymoon	28,230	30,260	-6.7%	20,854	24,381	-14.5%	7,376	5,879	25.5%
....Get Married	10,538	13,678	-23.0%	8,504	10,740	-20.8%	2,034	2,937	-30.7%
MC&I (Net)	22,343	19,283	15.9%	14,649	15,496	-5.5%	7,694	3,788	103.1%
....Convention/Conf.	15,046	12,878	16.8%	10,482	10,835	-3.3%	4,564	2,042	123.5%
....Corp. Meetings	3,441	3,916	-12.1%	2,995	3,665	-18.3%	446	251	77.6%
....Incentive	4,536	3,923	15.6%	1,686	2,267	-25.6%	2,850	1,656	72.0%
Other Business	25,201	26,487	-4.9%	22,909	24,622	-7.0%	2,292	1,865	22.9%
Visit Friends/Relatives	49,722	49,292	0.9%	43,793	41,729	4.9%	5,929	7,564	-21.6%
Government/Military	3,604	3,781	-4.7%	3,367	3,458	-2.6%	236	324	-27.0%
Attend School	4,224	4,175	1.2%	1,469	2,255	-34.8%	2,755	1,919	43.5%
Sport Events	12,064	14,516	-16.9%	8,458	9,256	-8.6%	3,606	5,260	-31.4%
Avg of Age	49	49	-0.2%	49	49	-0.2%	47	47	0.1%

**Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	6,166,543	5,785,904	6.6%	5,145,601	4,985,376	3.2%	1,020,942	800,528	27.5%
Total Visitors	626,356	582,828	7.5%	515,224	496,760	3.7%	111,132	86,068	29.1%
<b>PARTY SIZE</b>									
One	53,078	51,468	3.1%	48,956	47,853	2.3%	4,122	3,614	14.1%
Two	275,742	264,120	4.4%	238,537	231,037	3.2%	37,205	33,083	12.5%
Three or more	297,536	267,240	11.3%	227,732	217,869	4.5%	69,804	49,371	41.4%
Avg Party Size	2.38	2.34	1.6%	2.30	2.29	0.5%	2.84	2.71	4.7%
<b>VISIT STATUS</b>									
First-Time	100,447	98,090	2.4%	84,996	85,789	-0.9%	15,451	12,301	25.6%
Repeat	525,909	484,738	8.5%	430,228	410,971	4.7%	95,681	73,767	29.7%
Average # of Trips	7.19	7.00	2.8%	7.29	7.08	3.0%	6.70	6.49	3.2%
<b>TRAVEL METHOD</b>									
Group Tour	3,382	3,314	2.0%	1,921	1,913	0.4%	1,461	1,401	4.2%
Package	51,949	46,883	10.8%	41,783	40,708	2.6%	10,166	6,175	64.6%
Group Tour & Pkg	856	1,090	-21.5%	566	587	-3.6%	290	503	-42.4%
True Independent	571,882	533,720	7.2%	472,086	454,725	3.8%	99,796	78,995	26.3%
<b>ISLANDS VISITED</b>									
O'ahu	216,988	198,687	9.2%	136,669	138,048	-1.0%	80,319	60,640	32.5%
Maui County	226,744	211,227	7.3%	205,728	194,633	5.7%	21,016	16,594	26.7%
...Maui	224,556	209,316	7.3%	203,781	192,783	5.7%	20,775	16,533	25.7%
...Moloka'i	3,100	2,935	5.6%	2,729	2,747	-0.7%	371	188	97.3%
...Lāna'i	3,297	3,963	-16.8%	3,158	3,519	-10.3%	139	443	-68.6%
Kaua'i	159,802	156,789	1.9%	149,387	146,309	2.1%	10,415	10,481	-0.6%
Hawai'i Island	108,918	102,303	6.5%	90,862	86,519	5.0%	18,057	15,784	14.4%
...Hilo	19,488	16,521	18.0%	14,110	13,853	1.9%	5,378	2,668	101.6%
...Kona	102,455	96,447	6.2%	86,093	81,877	5.1%	16,362	14,570	12.3%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.51	7.51	-0.1%	7.59	7.55	0.5%	7.37	7.42	-0.7%
Maui (days)	9.30	9.29	0.1%	9.26	9.28	-0.1%	9.63	9.41	2.2%
Moloka'i (days)	3.83	2.95	29.9%	3.67	3.02	21.6%	5.04	1.98	154.1%
Lāna'i (days)	3.23	2.88	12.0%	3.24	3.02	7.5%	2.88	1.81	59.2%
Kaua'i (days)	9.31	9.20	1.2%	9.28	9.29	-0.1%	9.73	7.90	23.1%
Hawai'i Island (days)	8.63	8.67	-0.5%	8.96	8.97	-0.1%	6.94	7.02	-1.2%
...Hilo (days)	3.11	3.32	-6.5%	3.53	3.58	-1.2%	2.00	2.01	-0.6%
...Kona (days)	8.58	8.63	-0.6%	8.88	8.88	0.1%	7.00	7.24	-3.3%
Statewide (days)	9.85	9.93	-0.8%	9.99	10.04	-0.5%	9.19	9.30	-1.2%
<b>ACCOMMODATIONS</b>									
Timeshare	626,356	582,828	7.5%	515,224	496,760	3.7%	111,132	86,068	29.1%
...Timeshare Only	626,356	582,828	7.5%	515,224	496,760	3.7%	111,132	86,068	29.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	606,005	563,657	7.5%	498,042	479,794	3.8%	107,963	83,863	28.7%
....Vacation	592,011	547,480	8.1%	484,891	465,405	4.2%	107,120	82,075	30.5%
....Honeymoon	15,579	17,699	-12.0%	14,255	16,179	-11.9%	1,324	1,520	-12.9%
...Get Married	3,206	4,481	-28.4%	2,941	3,830	-23.2%	266	651	-59.2%
MC&I (Net)	7,361	7,149	3.0%	6,113	6,643	-8.0%	1,248	506	146.5%
....Convention/Conf.	4,323	4,084	5.8%	3,546	3,824	-7.3%	777	261	198.0%
....Corp. Meetings	1,734	2,221	-22.0%	1,712	2,137	-19.9%	21	84	-74.5%
....Incentive	1,532	1,526	0.4%	1,070	1,314	-18.6%	463	212	117.9%
Other Business	5,651	7,416	-23.8%	5,548	7,249	-23.5%	103	168	-38.8%
Visit Friends/Relatives	18,454	17,397	6.1%	16,323	16,141	1.1%	2,131	1,255	69.8%
Government/Military	698	1,057	-34.0%	603	1,046	-42.3%	94	11	792.4%
Attend School	498	1,063	-53.1%	458	921	-50.2%	40	142	-72.2%
Sport Events	2,280	3,375	-32.4%	1,603	2,479	-35.3%	677	896	-24.4%
Average Age	51	51	0.1%	51	51	0.5%	50	51	-1.2%

**Table 45: Rental House-Only Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	4,851,430	4,343,354	11.7%	4,265,721	3,880,227	9.9%	585,709	463,127	26.5%
Total Visitors	448,519	382,458	17.3%	397,345	343,136	15.8%	51,174	39,322	30.1%
<b>PARTY SIZE</b>									
One	65,071	56,032	16.1%	59,048	51,100	15.6%	6,024	4,933	22.1%
Two	151,609	130,459	16.2%	135,243	117,864	14.7%	16,366	12,595	29.9%
Three or more	231,838	195,966	18.3%	203,055	174,172	16.6%	28,784	21,794	32.1%
Avg Party Size	2.30	2.28	0.6%	2.28	2.27	0.4%	2.48	2.42	2.3%
<b>VISIT STATUS</b>									
First-Time	132,852	109,640	21.2%	112,557	94,113	19.6%	20,295	15,527	30.7%
Repeat	315,667	272,817	15.7%	284,788	249,022	14.4%	30,879	23,795	29.8%
Average # of Trips	4.85	4.96	-2.2%	5.08	5.18	-1.9%	3.05	3.04	0.4%
<b>TRAVEL METHOD</b>									
Group Tour	4,820	3,492	38.0%	3,501	2,923	19.8%	1,319	569	131.6%
Package	28,957	24,066	20.3%	24,036	21,027	14.3%	4,921	3,039	61.9%
Group Tour & Pkg	1,526	1,138	34.1%	1,068	1,026	4.2%	457	112	306.3%
True Independent	416,268	356,037	16.9%	370,877	320,211	15.8%	45,391	35,826	26.7%
<b>ISLANDS VISITED</b>									
O'ahu	195,633	158,713	23.3%	166,074	139,028	19.5%	29,560	19,685	50.2%
Maui County	100,166	88,377	13.3%	86,579	74,933	15.5%	13,587	13,444	1.1%
...Maui	96,939	85,550	13.3%	83,480	72,243	15.6%	13,460	13,307	1.1%
...Moloka'i	3,745	3,309	13.2%	3,312	3,096	7.0%	433	212	103.8%
...Lāna'i	2,701	2,319	16.5%	2,466	2,256	9.3%	235	63	273.6%
Kaua'i	102,106	90,903	12.3%	94,234	85,074	10.8%	7,872	5,829	35.0%
Hawai'i Island	106,179	90,493	17.3%	95,497	82,089	16.3%	10,683	8,404	27.1%
...Hilo	34,755	29,230	18.9%	29,986	26,578	12.8%	4,768	2,652	79.8%
...Kona	89,949	76,211	18.0%	80,642	68,788	17.2%	9,308	7,423	25.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.26	9.93	-6.8%	9.27	10.03	-7.6%	9.20	9.29	-1.0%
Maui (days)	9.70	10.16	-4.5%	9.58	10.12	-5.4%	10.43	10.35	0.8%
Moloka'i (days)	6.19	6.22	-0.6%	6.74	6.39	5.4%	1.97	3.74	-47.4%
Lāna'i (days)	4.23	4.73	-10.5%	4.29	4.78	-10.2%	3.64	3.01	20.8%
Kaua'i (days)	9.53	9.79	-2.6%	9.55	9.86	-3.1%	9.19	8.68	5.8%
Hawai'i Island (days)	10.30	10.79	-4.6%	10.41	10.79	-3.5%	9.30	10.80	-13.9%
...Hilo (days)	7.26	7.89	-8.0%	7.74	7.96	-2.8%	4.24	7.22	-41.4%
...Kona (days)	9.35	9.79	-4.4%	9.45	9.80	-3.6%	8.51	9.65	-11.8%
Statewide (days)	10.82	11.36	-4.8%	10.74	11.31	-5.1%	11.45	11.78	-2.8%
<b>ACCOMMODATIONS</b>									
Rental House	448,519	382,458	17.3%	397,345	343,136	15.8%	51,174	39,322	30.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	395,736	338,023	17.1%	351,479	302,036	16.4%	44,257	35,988	23.0%
....Vacation	382,864	326,612	17.2%	339,763	291,244	16.7%	43,101	35,367	21.9%
....Honeymoon	11,317	10,345	9.4%	10,082	9,698	4.0%	1,235	647	90.9%
...Get Married	6,767	6,686	1.2%	6,398	6,517	-1.8%	369	170	117.6%
MC&I (Net)	7,995	6,761	18.3%	6,870	6,320	8.7%	1,125	441	155.3%
....Convention/Conf.	5,329	4,404	21.0%	4,669	4,036	15.7%	660	368	79.1%
....Corp. Meetings	1,571	1,803	-12.9%	1,467	1,753	-16.3%	104	50	105.4%
....Incentive	1,369	1,010	35.5%	927	982	-5.6%	442	28	1459.0%
Other Business	11,646	11,278	3.3%	11,042	11,072	-0.3%	604	206	193.4%
Visit Friends/Relatives	35,957	30,427	18.2%	32,737	28,654	14.3%	3,219	1,773	81.5%
Government/Military	1,637	1,642	-0.3%	1,591	1,603	-0.7%	46	39	19.6%
Attend School	2,164	2,155	0.4%	1,485	1,827	-18.7%	679	328	106.9%
Sport Events	5,865	6,110	-4.0%	5,190	5,635	-7.9%	675	475	42.1%
Average Age	44	45	-0.9%	44	45	-1.3%	44	43	2.3%

**Table 46: Bed and Breakfast-Only Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	286,900	237,482	20.8%	235,557	199,291	18.2%	51,344	38,191	34.4%
Total Visitors	28,939	23,219	24.6%	23,622	19,148	23.4%	5,318	4,071	30.6%
<b>PARTY SIZE</b>									
One	7,332	5,568	31.7%	6,022	4,850	24.2%	1,310	718	82.4%
Two	15,795	13,583	16.3%	12,766	10,982	16.2%	3,029	2,601	16.5%
Three or more	5,812	4,068	42.9%	4,833	3,315	45.8%	979	753	30.1%
Avg Party Size	1.73	1.73	0.0%	1.73	1.71	1.3%	1.74	1.85	-6.0%
<b>VISIT STATUS</b>									
First-Time	13,281	10,221	29.9%	9,789	7,918	23.6%	3,492	2,303	51.6%
Repeat	15,659	12,998	20.5%	13,833	11,230	23.2%	1,826	1,768	3.3%
Average # of Trips	3.77	3.92	-4.0%	4.18	4.25	-1.6%	1.94	2.41	-19.1%
<b>TRAVEL METHOD</b>									
Group Tour	523	460	13.8%	406	282	43.8%	117	177	-34.0%
Package	3,151	2,238	40.8%	2,063	1,912	7.9%	1,088	327	233.2%
Group Tour & Pkg	243	141	72.7%	158	85	87.2%	85	56	50.9%
True Independent	25,508	20,662	23.5%	21,311	17,038	25.1%	4,198	3,624	15.8%
<b>ISLANDS VISITED</b>									
O'ahu	13,968	9,616	45.3%	9,988	7,248	37.8%	3,980	2,367	68.1%
Maui County	8,819	7,441	18.5%	7,747	6,378	21.5%	1,072	1,064	0.8%
...Maui	8,647	7,272	18.9%	7,578	6,216	21.9%	1,069	1,057	1.1%
...Moloka'i	307	362	-15.2%	294	298	-1.3%	13	64	-79.7%
...Lāna'i	204	194	5.5%	202	187	8.0%	2	6	-68.4%
Kaua'i	4,792	4,537	5.6%	4,422	4,108	7.6%	370	429	-13.7%
Hawai'i Island	8,576	8,122	5.6%	7,578	6,786	11.7%	998	1,336	-25.3%
...Hilo	4,843	4,806	0.8%	4,069	3,801	7.1%	774	1,006	-23.1%
...Kona	6,047	5,581	8.4%	5,574	4,947	12.7%	474	634	-25.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.46	7.17	4.0%	7.17	6.96	3.0%	8.18	7.81	4.8%
Maui (days)	8.10	8.08	0.3%	8.10	8.25	-1.9%	8.10	7.04	15.2%
Moloka'i (days)	4.34	5.27	-17.6%	4.28	5.23	-18.2%	5.84	5.46	7.0%
Lāna'i (days)	3.22	3.39	-5.0%	3.22	3.38	-4.8%	3.00	3.53	-15.0%
Kaua'i (days)	7.58	8.00	-5.3%	7.70	8.06	-4.5%	6.15	7.41	-17.0%
Hawai'i Island (days)	8.68	8.74	-0.7%	8.79	9.17	-4.1%	7.78	6.53	19.0%
...Hilo (days)	6.20	6.20	0.1%	6.28	6.50	-3.3%	5.78	5.05	14.4%
...Kona (days)	7.34	7.38	-0.6%	7.37	7.59	-2.9%	6.94	5.76	20.6%
Statewide (days)	9.91	10.23	-3.1%	9.97	10.41	-4.2%	9.66	9.38	2.9%
<b>ACCOMMODATIONS</b>									
Bed & Breakfast	28,939	23,219	24.6%	23,622	19,148	23.4%	5,318	4,071	30.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	23,818	19,870	19.9%	19,793	16,081	23.1%	4,025	3,788	6.2%
....Vacation	21,791	18,175	19.9%	18,298	14,731	24.2%	3,494	3,444	1.4%
....Honeymoon	2,238	1,790	25.0%	1,644	1,464	12.3%	594	326	82.2%
...Get Married	364	365	-0.4%	307	337	-8.8%	57	28	100.5%
MC&I (Net)	872	635	37.5%	805	561	43.4%	68	73	-7.9%
....Convention/Conf.	648	462	40.5%	613	404	51.9%	35	58	-39.5%
....Corp. Meetings	157	94	67.0%	141	94	50.6%	15	0	NA
....Incentive	78	122	-36.5%	60	107	-44.0%	18	15	14.8%
Other Business	1,200	862	39.2%	975	811	20.1%	225	50	345.9%
Visit Friends/Relatives	2,887	2,082	38.7%	2,339	1,946	20.2%	548	137	300.9%
Government/Military	161	149	7.9%	141	110	28.6%	19	39	-50.8%
Attend School	512	219	134.2%	96	187	-49.0%	416	31	1,238.7%
Sport Events	697	316	120.7%	296	297	-0.3%	401	19	2,063.6%
Average Age	43	45	-5.1%	44	45	-2.7%	38	44	-14.4%

**Table 47: First-Time Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	24,359,032	23,925,087	1.8%	15,445,799	15,147,882	2.0%	8,913,233	8,777,205	1.5%
Total Visitors	2,944,886	2,886,564	2.0%	1,668,531	1,605,724	3.9%	1,276,355	1,280,841	-0.4%
<b>PARTY SIZE</b>									
One	404,795	395,535	2.3%	322,008	312,190	3.1%	82,787	83,344	-0.7%
Two	1,334,944	1,354,354	-1.4%	714,805	701,176	1.9%	620,139	653,179	-5.1%
Three or more	1,205,148	1,136,675	6.0%	631,718	592,358	6.6%	573,429	544,317	5.3%
Avg Party Size	2.17	2.15	0.8%	2.00	1.99	0.6%	2.44	2.40	1.7%
<b>VISIT STATUS</b>									
First-Time	2,944,886	2,886,564	2.0%	1,668,531	1,605,724	3.9%	1,276,355	1,280,841	-0.4%
Repeat	0	0	NA	0	0	NA	0	0	NA
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	355,565	371,802	-4.4%	107,297	110,012	-2.5%	248,268	261,790	-5.2%
Package	1,325,707	1,392,112	-4.8%	528,847	528,698	0.0%	796,860	863,414	-7.7%
Group Tour & Pkg	294,863	315,719	-6.6%	78,912	81,537	-3.2%	215,951	234,182	-7.8%
True Independent	1,558,477	1,438,370	8.4%	1,111,299	1,048,551	6.0%	447,178	389,819	14.7%
<b>ISLANDS VISITED</b>									
O'ahu	2,225,658	2,202,382	1.1%	1,041,240	1,016,219	2.5%	1,184,418	1,186,163	-0.1%
Maui County	824,788	811,998	1.6%	618,947	605,200	2.3%	205,841	206,797	-0.5%
...Maui	812,728	802,691	1.3%	611,277	597,525	2.3%	201,451	205,166	-1.8%
...Moloka'i	22,882	22,038	3.8%	15,627	15,982	-2.2%	7,255	6,057	19.8%
...Lāna'i	23,205	23,698	-2.1%	14,772	17,735	-16.7%	8,433	5,963	41.4%
Kaua'i	349,889	341,733	2.4%	288,650	286,730	0.7%	61,239	55,003	11.3%
Hawai'i Island	531,987	521,304	2.0%	361,665	346,935	4.2%	170,322	174,369	-2.3%
...Hilo	245,140	242,713	1.0%	157,878	156,895	0.6%	87,262	85,818	1.7%
...Kona	435,517	420,423	3.6%	304,815	290,552	4.9%	130,702	129,871	0.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.19	6.15	0.7%	6.54	6.56	-0.4%	5.89	5.79	1.7%
Maui (days)	6.58	6.56	0.3%	7.06	7.11	-0.8%	5.12	4.94	3.8%
Moloka'i (days)	2.83	2.98	-4.9%	3.36	3.53	-4.8%	1.70	1.53	11.3%
Lāna'i (days)	2.18	2.55	-14.5%	2.63	2.79	-5.6%	1.40	1.86	-24.7%
Kaua'i (days)	5.74	5.80	-0.9%	6.11	6.14	-0.5%	4.02	4.02	0.0%
Hawai'i Island (days)	5.84	5.79	0.9%	6.83	6.81	0.3%	3.73	3.75	-0.6%
...Hilo (days)	3.22	3.22	0.0%	3.90	3.94	-1.0%	2.00	1.91	4.4%
...Kona (days)	5.32	5.32	0.1%	6.09	6.01	1.4%	3.53	3.77	-6.5%
Statewide (days)	8.27	8.29	-0.2%	9.26	9.43	-1.9%	6.98	6.85	1.9%
<b>ACCOMMODATIONS</b>									
Hotel	2,207,002	2,212,148	-0.2%	1,095,065	1,074,657	1.9%	1,111,937	1,137,492	-2.2%
...Hotel Only	1,962,413	1,978,357	-0.8%	925,526	904,681	2.3%	1,036,887	1,073,676	-3.4%
Condo	333,865	320,858	4.1%	215,634	215,553	0.0%	118,231	105,306	12.3%
...Condo Only	239,656	227,751	5.2%	158,296	156,036	1.4%	81,360	71,714	13.4%
Timeshare	134,317	132,594	1.3%	111,042	113,897	-2.5%	23,274	18,697	24.5%
...Timeshare Only	100,447	98,090	2.4%	84,996	85,789	-0.9%	15,451	12,301	25.6%
Rental House	198,597	167,082	18.9%	159,651	137,436	16.2%	38,946	29,647	31.4%
Hostel	40,527	36,522	11.0%	24,893	24,115	3.2%	15,634	12,407	26.0%
Camp Site	24,330	21,733	12.0%	17,941	16,684	7.5%	6,390	5,049	26.6%
Bed & Breakfast	47,068	41,188	14.3%	32,546	30,625	6.3%	14,522	10,563	37.5%
Cruise Ship	78,381	81,322	-3.6%	64,566	65,694	-1.7%	13,815	15,627	-11.6%
Friends or Relatives	171,092	158,360	8.0%	147,517	132,743	11.1%	23,575	25,617	-8.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,519,375	2,482,768	1.5%	1,429,424	1,373,696	4.1%	1,089,951	1,109,072	-1.7%
....Vacation	2,091,117	2,035,428	2.7%	1,299,671	1,239,180	4.9%	791,447	796,248	-0.6%
....Honeymoon	434,482	455,248	-4.6%	137,732	143,712	-4.2%	296,750	311,536	-4.7%
...Get Married	54,439	54,988	-1.0%	19,667	24,149	-18.6%	34,773	30,840	12.8%
MC&I (Net)	172,626	162,918	6.0%	97,149	101,548	-4.3%	75,476	61,370	23.0%
....Convention/Conf.	87,259	87,205	0.1%	60,081	63,691	-5.7%	27,178	23,514	15.6%
....Corp. Meetings	21,674	23,607	-8.2%	17,034	19,362	-12.0%	4,640	4,245	9.3%
....Incentive	69,175	58,847	17.6%	24,100	24,719	-2.5%	45,075	34,128	32.1%
Other Business	46,908	53,100	-11.7%	41,705	46,169	-9.7%	5,203	6,931	-24.9%
Visit Friends/Relatives	146,984	141,701	3.7%	126,000	118,350	6.5%	20,984	23,351	-10.1%
Government/Military	24,317	21,272	14.3%	18,699	18,692	0.0%	5,618	2,580	117.7%
Attend School	11,429	11,511	-0.7%	5,451	7,916	-31.1%	5,978	3,595	66.3%
Sport Events	26,753	31,910	-16.2%	16,986	21,080	-19.4%	9,766	10,830	-9.8%
Average Age	40	40	0.6%	42	42	-0.6%	38	38	1.5%



**Table 48: Repeat Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days	53,727,049	51,344,109	4.6%	41,503,834	39,994,796	3.8%	12,223,214	11,349,313	7.7%
Total Visitors	5,618,132	5,309,777	5.8%	4,113,609	3,880,335	6.0%	1,504,523	1,429,442	5.3%
<b>PARTY SIZE</b>									
One	820,061	800,450	2.5%	711,300	689,185	3.2%	108,761	111,265	-2.3%
Two	2,207,123	2,136,937	3.3%	1,632,534	1,564,455	4.4%	574,588	572,482	0.4%
Three or more	2,590,948	2,372,391	9.2%	1,769,775	1,626,696	8.8%	821,173	745,695	10.1%
Avg Party Size	2.22	2.18	1.7%	2.09	2.07	1.2%	2.57	2.50	2.8%
<b>VISIT STATUS</b>									
First-Time	0	0	NA	0	0	NA	0	0	NA
Repeat	5,618,132	5,309,777	5.8%	4,113,609	3,880,335	6.0%	1,504,523	1,429,442	5.3%
Average # of Trips	7.20	7.15	0.7%	7.76	7.74	0.2%	5.66	5.53	2.4%
<b>TRAVEL METHOD</b>									
Group Tour	309,454	310,689	-0.4%	84,188	84,883	-0.8%	225,265	225,805	-0.2%
Package	1,350,648	1,368,468	-1.3%	660,753	641,526	3.0%	689,895	726,942	-5.1%
Group Tour & Pkg	235,934	247,636	-4.7%	49,672	49,523	0.3%	186,262	198,113	-6.0%
True Independent	4,193,964	3,878,256	8.1%	3,418,340	3,203,448	6.7%	775,624	674,808	14.9%
<b>ISLANDS VISITED</b>									
O'ahu	3,114,254	2,990,239	4.1%	1,827,510	1,763,423	3.6%	1,286,744	1,226,816	4.9%
Maui County	1,754,522	1,644,937	6.7%	1,496,987	1,406,678	6.4%	257,535	238,260	8.1%
...Maui	1,727,434	1,614,727	7.0%	1,472,722	1,380,193	6.7%	254,712	234,534	8.6%
...Moloka'i	41,885	38,061	10.0%	34,216	31,755	7.7%	7,669	6,306	21.6%
...Lāna'i	35,185	44,452	-20.8%	29,561	37,117	-20.4%	5,624	7,335	-23.3%
Kaua'i	823,863	778,239	5.9%	739,644	701,582	5.4%	84,219	76,658	9.9%
Hawai'i Island	982,986	933,380	5.3%	792,536	737,507	7.5%	190,450	195,872	-2.8%
...Hilo	306,624	292,187	4.9%	231,530	217,037	6.7%	75,094	75,150	-0.1%
...Kona	852,504	802,547	6.2%	698,575	648,623	7.7%	153,929	153,924	0.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.27	7.24	0.3%	7.79	7.89	-1.2%	6.53	6.32	3.3%
Maui (days)	8.95	9.08	-1.5%	8.99	9.16	-1.9%	8.69	8.61	0.9%
Moloka'i (days)	5.28	5.56	-5.0%	5.93	6.12	-3.1%	2.41	2.77	-12.9%
Lāna'i (days)	3.19	3.72	-14.2%	3.46	4.06	-14.8%	1.80	2.01	-10.7%
Kaua'i (days)	8.43	8.53	-1.2%	8.68	8.79	-1.3%	6.24	6.12	1.9%
Hawai'i Island (days)	8.50	8.57	-0.8%	9.22	9.39	-1.8%	5.51	5.46	0.8%
...Hilo (days)	4.78	4.90	-2.5%	5.52	5.73	-3.7%	2.52	2.52	-0.3%
...Kona (days)	8.08	8.18	-1.2%	8.63	8.76	-1.4%	5.58	5.72	-2.4%
Statewide (days)	9.56	9.67	-1.1%	10.09	10.31	-2.1%	8.12	7.94	2.3%
<b>ACCOMMODATIONS</b>									
Hotel	3,115,569	3,003,864	3.7%	2,042,939	1,938,703	5.4%	1,072,630	1,065,161	0.7%
...Hotel Only	2,694,052	2,597,446	3.7%	1,707,595	1,608,252	6.2%	986,457	989,193	-0.3%
Condo	1,171,903	1,114,420	5.2%	887,273	864,673	2.6%	284,630	249,747	14.0%
...Condo Only	940,458	889,446	5.7%	713,012	687,120	3.8%	227,446	202,326	12.4%
Timeshare	673,627	628,165	7.2%	550,993	533,622	3.3%	122,635	94,543	29.7%
...Timeshare Only	525,909	484,738	8.5%	430,228	410,971	4.7%	95,681	73,767	29.7%
Rental House	437,249	386,744	13.1%	389,175	346,468	12.3%	48,074	40,276	19.4%
Hostel	23,221	25,890	-10.3%	18,062	21,344	-15.4%	5,159	4,545	13.5%
Camp Site	28,079	28,080	0.0%	24,306	25,397	-4.3%	3,773	2,683	40.6%
Bed & Breakfast	48,741	41,848	16.5%	40,275	36,795	9.5%	8,466	5,053	67.5%
Cruise Ship	59,684	56,444	5.7%	47,503	47,617	-0.2%	12,182	8,827	38.0%
Friends or Relatives	592,873	551,930	7.4%	531,939	499,601	6.5%	60,933	52,329	16.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	4,600,686	4,355,271	5.6%	3,333,132	3,136,692	6.3%	1,267,555	1,218,578	4.0%
....Vacation	4,444,945	4,180,551	6.3%	3,241,616	3,035,307	6.8%	1,203,329	1,145,245	5.1%
....Honeymoon	153,754	176,865	-13.1%	90,979	106,044	-14.2%	62,775	70,821	-11.4%
...Get Married	55,481	64,112	-13.5%	36,324	42,721	-15.0%	19,157	21,391	-10.4%
MC&I (Net)	326,145	297,334	9.7%	225,571	226,348	-0.3%	100,574	70,986	41.7%
....Convention/Conf.	176,298	161,800	9.0%	137,969	137,702	0.2%	38,329	24,098	59.1%
....Corp. Meetings	60,090	65,089	-7.7%	54,326	57,743	-5.9%	5,764	7,346	-21.5%
....Incentive	101,912	85,383	19.4%	43,081	44,734	-3.7%	58,831	40,649	44.7%
Other Business	210,189	216,745	-3.0%	197,459	202,443	-2.5%	12,730	14,302	-11.0%
Visit Friends/Relatives	570,427	536,147	6.4%	512,926	484,587	5.8%	57,501	51,559	11.5%
Government/Military	66,196	66,030	0.3%	59,421	59,385	0.1%	6,774	6,645	1.9%
Attend School	16,208	18,501	-12.4%	11,000	14,765	-25.5%	5,208	3,736	39.4%
Sport Events	63,724	74,384	-14.3%	40,951	50,497	-18.9%	22,774	23,887	-4.7%
Average Age	48	48	0.3%	48	48	-0.2%	47	46	1.4%

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air)  
2015 vs. 2014R**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	676,221	671,160	0.8%	433,291	427,563	1.3%	242,930	243,597	-0.3%
FEB	653,652	635,558	2.8%	420,485	411,124	2.3%	233,167	224,434	3.9%
MAR	767,989	721,915	6.4%	518,204	480,195	7.9%	249,785	241,720	3.3%
APR	667,787	643,960	3.7%	460,032	438,484	4.9%	207,755	205,476	1.1%
MAY	701,047	643,786	8.9%	490,035	450,390	8.8%	211,012	193,396	9.1%
JUN	776,972	724,012	7.3%	563,332	513,151	9.8%	213,640	210,861	1.3%
JUL	815,600	773,626	5.4%	576,263	545,269	5.7%	239,337	228,357	4.8%
AUG	757,539	735,758	3.0%	506,339	491,863	2.9%	251,200	243,895	3.0%
SEPT	623,899	611,256	2.1%	401,035	387,229	3.6%	222,864	224,027	-0.5%
OCT	670,039	650,638	3.0%	447,790	428,510	4.5%	222,249	222,128	0.1%
NOV	659,531	630,391	4.6%	434,377	412,580	5.3%	225,154	217,811	3.4%
DEC	792,742	754,282	5.1%	530,957	499,701	6.3%	261,785	254,581	2.8%
<b>TOTAL</b>	<b>8,563,018</b>	<b>8,196,342</b>	<b>4.5%</b>	<b>5,782,140</b>	<b>5,486,059</b>	<b>5.4%</b>	<b>2,780,878</b>	<b>2,710,283</b>	<b>2.6%</b>
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	405,600	417,883	-2.9%	205,248	214,547	-4.3%	200,353	203,336	-1.5%
FEB	400,686	392,615	2.1%	201,519	205,564	-2.0%	199,166	187,052	6.5%
MAR	458,776	436,845	5.0%	250,627	236,293	6.1%	208,149	200,552	3.8%
APR	401,169	392,377	2.2%	223,576	218,837	2.2%	177,593	173,540	2.3%
MAY	447,537	414,450	8.0%	250,902	234,355	7.1%	196,635	180,095	9.2%
JUN	484,757	466,256	4.0%	284,539	267,576	6.3%	200,218	198,680	0.8%
JUL	513,577	496,626	3.4%	293,507	281,295	4.3%	220,071	215,331	2.2%
AUG	489,423	481,795	1.6%	254,465	255,007	-0.2%	234,957	226,788	3.6%
SEPT	413,826	413,046	0.2%	204,588	202,988	0.8%	209,238	210,058	-0.4%
OCT	429,361	422,734	1.6%	223,753	215,782	3.7%	205,608	206,952	-0.6%
NOV	407,376	392,912	3.7%	210,175	197,812	6.2%	197,202	195,101	1.1%
DEC	487,824	465,081	4.9%	265,850	249,588	6.5%	221,974	215,494	3.0%
<b>TOTAL</b>	<b>5,339,912</b>	<b>5,192,621</b>	<b>2.8%</b>	<b>2,868,749</b>	<b>2,779,642</b>	<b>3.2%</b>	<b>2,471,163</b>	<b>2,412,978</b>	<b>2.4%</b>
KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	97,695	92,591	5.5%	79,402	79,465	-0.1%	18,293	13,126	39.4%
FEB	86,270	82,926	4.0%	74,233	70,958	4.6%	12,037	11,969	0.6%
MAR	103,457	92,947	11.3%	86,067	80,926	6.4%	17,390	12,022	44.7%
APR	93,008	89,283	4.2%	79,994	77,213	3.6%	13,013	12,070	7.8%
MAY	98,417	92,364	6.6%	88,854	84,534	5.1%	9,564	7,829	22.2%
JUN	110,805	104,708	5.8%	100,979	95,438	5.8%	9,826	9,270	6.0%
JUL	116,421	113,116	2.9%	106,688	102,050	4.5%	9,733	11,066	-12.0%
AUG	103,924	101,319	2.6%	91,859	89,793	2.3%	12,065	11,526	4.7%
SEPT	85,284	81,245	5.0%	75,014	72,755	3.1%	10,270	8,490	21.0%
OCT	91,860	85,422	7.5%	82,376	78,172	5.4%	9,484	7,249	30.8%
NOV	82,979	82,505	0.6%	73,388	71,643	2.4%	9,591	10,862	-11.7%
DEC	103,632	101,546	2.1%	89,440	85,364	4.8%	14,192	16,182	-12.3%
<b>TOTAL</b>	<b>1,173,752</b>	<b>1,119,973</b>	<b>4.8%</b>	<b>1,028,294</b>	<b>988,312</b>	<b>4.0%</b>	<b>145,458</b>	<b>131,661</b>	<b>10.5%</b>

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air) continued  
2015 vs. 2014R**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	216,728	204,222	6.1%	162,303	154,509	5.0%	54,425	49,713	9.5%
FEB	201,221	194,928	3.2%	156,299	148,424	5.3%	44,921	46,504	-3.4%
MAR	236,319	219,959	7.4%	187,198	173,843	7.7%	49,122	46,116	6.5%
APR	206,074	202,165	1.9%	169,035	159,935	5.7%	37,038	42,230	-12.3%
MAY	209,771	194,024	8.1%	180,332	165,741	8.8%	29,439	28,283	4.1%
JUN	236,802	211,825	11.8%	206,446	186,734	10.6%	30,356	25,090	21.0%
JUL	246,557	230,298	7.1%	211,651	202,239	4.7%	34,906	28,059	24.4%
AUG	219,226	207,878	5.5%	184,846	179,386	3.0%	34,380	28,492	20.7%
SEPT	179,692	174,316	3.1%	151,390	145,726	3.9%	28,301	28,590	-1.0%
OCT	193,491	192,730	0.4%	164,694	160,470	2.6%	28,797	32,260	-10.7%
NOV	197,550	192,123	2.8%	156,339	154,944	0.9%	41,211	37,178	10.8%
DEC	235,881	232,468	1.5%	185,401	179,926	3.0%	50,481	52,542	-3.9%
<b>TOTAL</b>	<b>2,579,311</b>	<b>2,456,935</b>	<b>5.0%</b>	<b>2,115,934</b>	<b>2,011,878</b>	<b>5.2%</b>	<b>463,377</b>	<b>445,057</b>	<b>4.1%</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	212,977	200,642	6.1%	159,066	151,248	5.2%	53,911	49,394	9.1%
FEB	197,832	191,758	3.2%	153,182	145,682	5.1%	44,650	46,076	-3.1%
MAR	231,792	216,562	7.0%	183,414	170,945	7.3%	48,378	45,617	6.1%
APR	203,082	199,374	1.9%	166,580	157,365	5.9%	36,502	42,010	-13.1%
MAY	206,494	190,841	8.2%	177,419	162,982	8.9%	29,075	27,859	4.4%
JUN	232,297	208,635	11.3%	203,803	184,123	10.7%	28,494	24,511	16.2%
JUL	243,708	227,228	7.3%	209,067	199,417	4.8%	34,641	27,810	24.6%
AUG	216,265	204,886	5.6%	182,674	176,964	3.2%	33,592	27,922	20.3%
SEPT	177,153	171,316	3.4%	149,506	143,545	4.2%	27,647	27,771	-0.4%
OCT	191,102	189,390	0.9%	162,577	157,629	3.1%	28,526	31,761	-10.2%
NOV	194,885	188,599	3.3%	154,218	151,880	1.5%	40,668	36,719	10.8%
DEC	232,573	228,187	1.9%	182,492	175,937	3.7%	50,081	52,250	-4.2%
<b>TOTAL</b>	<b>2,540,162</b>	<b>2,417,417</b>	<b>5.1%</b>	<b>2,083,999</b>	<b>1,977,718</b>	<b>5.4%</b>	<b>456,163</b>	<b>439,700</b>	<b>3.7%</b>
MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	6,228	5,363	16.1%	5,083	4,485	13.3%	1,144	877	30.4%
FEB	7,300	4,867	50.0%	6,136	3,760	63.2%	1,164	1,107	5.2%
MAR	7,001	4,711	48.6%	5,698	3,470	64.2%	1,303	1,242	5.0%
APR	4,100	4,341	-5.6%	3,309	3,380	-2.1%	791	961	-17.7%
MAY	4,960	4,881	1.6%	4,099	4,092	0.2%	861	789	9.2%
JUN	6,893	5,130	34.3%	4,232	4,066	4.1%	2,661	1,064	150.1%
JUL	5,341	5,199	2.7%	4,094	4,609	-11.2%	1,247	590	111.4%
AUG	5,158	4,740	8.8%	3,399	3,671	-7.4%	1,759	1,069	64.5%
SEPT	4,267	4,545	-6.1%	2,971	3,411	-12.9%	1,296	1,134	14.3%
OCT	4,054	4,944	-18.0%	3,387	3,998	-15.3%	667	946	-29.5%
NOV	3,921	5,088	-22.9%	3,043	3,787	-19.7%	878	1,301	-32.5%
DEC	5,545	6,289	-11.8%	4,393	5,006	-12.2%	1,152	1,283	-10.2%
<b>TOTAL</b>	<b>64,767</b>	<b>60,100</b>	<b>7.8%</b>	<b>49,843</b>	<b>47,737</b>	<b>4.4%</b>	<b>14,924</b>	<b>12,363</b>	<b>20.7%</b>
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	5,666	6,027	-6.0%	4,452	4,881	-8.8%	1,214	1,146	5.9%
FEB	6,342	5,256	20.7%	5,036	4,190	20.2%	1,307	1,067	22.5%
MAR	6,290	5,425	15.9%	5,216	4,531	15.1%	1,073	894	20.1%
APR	4,774	5,550	-14.0%	3,784	4,601	-17.8%	990	949	4.3%
MAY	5,280	5,925	-10.9%	4,180	4,680	-10.7%	1,100	1,245	-11.6%
JUN	6,402	4,957	29.2%	3,613	4,128	-12.5%	2,789	829	236.5%
JUL	4,099	5,540	-26.0%	3,548	4,878	-27.3%	550	661	-16.8%
AUG	4,567	5,632	-18.9%	3,101	4,422	-29.9%	1,466	1,210	21.1%
SEPT	3,659	5,785	-36.8%	2,537	3,818	-33.6%	1,122	1,966	-43.0%
OCT	3,580	5,412	-33.9%	2,910	4,434	-34.4%	670	978	-31.5%
NOV	3,450	5,409	-36.2%	2,585	4,379	-41.0%	865	1,030	-16.0%
DEC	4,282	7,233	-40.8%	3,371	5,910	-43.0%	911	1,323	-31.2%
<b>TOTAL</b>	<b>58,390</b>	<b>68,150</b>	<b>-14.3%</b>	<b>44,334</b>	<b>54,852</b>	<b>-19.2%</b>	<b>14,057</b>	<b>13,298</b>	<b>5.7%</b>

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air) continued  
2015 vs. 2014R**

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	130,646	131,463	-0.6%	95,743	93,679	2.2%	34,903	37,784	-7.6%
FEB	124,858	121,409	2.8%	91,102	89,766	1.5%	33,756	31,643	6.7%
MAR	138,285	127,682	8.3%	105,160	95,406	10.2%	33,126	32,276	2.6%
APR	117,142	109,439	7.0%	88,557	82,747	7.0%	28,585	26,692	7.1%
MAY	116,589	106,601	9.4%	91,542	83,720	9.3%	25,047	22,881	9.5%
JUN	139,027	126,074	10.3%	109,851	98,227	11.8%	29,176	27,847	4.8%
JUL	148,574	140,127	6.0%	113,851	107,364	6.0%	34,723	32,763	6.0%
AUG	130,351	127,923	1.9%	99,391	94,292	5.4%	30,960	33,631	-7.9%
SEPT	101,424	100,586	0.8%	73,943	69,809	5.9%	27,481	30,777	-10.7%
OCT	115,229	115,589	-0.3%	89,167	84,782	5.2%	26,062	30,806	-15.4%
NOV	109,178	107,439	1.6%	83,824	80,806	3.7%	25,355	26,633	-4.8%
DEC	143,670	140,353	2.4%	112,072	103,845	7.9%	31,598	36,508	-13.4%
<b>TOTAL</b>	<b>1,514,973</b>	<b>1,454,684</b>	<b>4.1%</b>	<b>1,154,201</b>	<b>1,084,443</b>	<b>6.4%</b>	<b>360,772</b>	<b>370,241</b>	<b>-2.6%</b>
HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	46,893	45,695	2.6%	32,004	31,766	0.8%	14,889	13,929	6.9%
FEB	43,486	41,570	4.6%	30,424	29,127	4.5%	13,062	12,443	5.0%
MAR	50,160	43,670	14.9%	34,853	30,375	14.7%	15,308	13,295	15.1%
APR	42,681	41,196	3.6%	29,320	29,042	1.0%	13,361	12,154	9.9%
MAY	45,532	43,449	4.8%	33,366	31,910	4.6%	12,166	11,540	5.4%
JUN	50,243	48,620	3.3%	36,261	34,703	4.5%	13,983	13,916	0.5%
JUL	54,643	49,777	9.8%	38,701	37,244	3.9%	15,942	12,533	27.2%
AUG	46,841	48,277	-3.0%	33,719	34,367	-1.9%	13,121	13,909	-5.7%
SEPT	39,682	41,268	-3.8%	26,993	26,183	3.1%	12,689	15,085	-15.9%
OCT	40,516	42,217	-4.0%	28,737	27,661	3.9%	11,779	14,556	-19.1%
NOV	37,506	37,146	1.0%	26,323	25,876	1.7%	11,183	11,269	-0.8%
DEC	53,579	52,015	3.0%	38,707	35,677	8.5%	14,872	16,338	-9.0%
<b>TOTAL</b>	<b>551,764</b>	<b>534,900</b>	<b>3.2%</b>	<b>389,408</b>	<b>373,932</b>	<b>4.1%</b>	<b>162,356</b>	<b>160,968</b>	<b>0.9%</b>
KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
JAN	111,285	111,509	-0.2%	83,265	81,443	2.2%	28,020	30,066	-6.8%
FEB	106,516	102,750	3.7%	79,007	78,392	0.8%	27,509	24,359	12.9%
MAR	117,783	108,365	8.7%	90,792	83,387	8.9%	26,992	24,979	8.1%
APR	99,853	92,679	7.7%	77,588	71,819	8.0%	22,265	20,860	6.7%
MAY	98,272	87,829	11.9%	79,242	71,554	10.7%	19,030	16,275	16.9%
JUN	117,798	104,562	12.7%	95,784	85,028	12.7%	22,014	19,535	12.7%
JUL	126,199	118,857	6.2%	99,662	92,778	7.4%	26,537	26,079	1.8%
AUG	111,612	108,682	2.7%	86,553	80,964	6.9%	25,060	27,718	-9.6%
SEPT	84,935	81,456	4.3%	63,409	59,474	6.6%	21,527	21,982	-2.1%
OCT	98,348	96,842	1.6%	78,147	74,295	5.2%	20,201	22,547	-10.4%
NOV	94,005	91,985	2.2%	73,833	70,892	4.1%	20,172	21,093	-4.4%
DEC	121,415	117,454	3.4%	96,109	89,152	7.8%	25,306	28,302	-10.6%
<b>TOTAL</b>	<b>1,288,021</b>	<b>1,222,971</b>	<b>5.3%</b>	<b>1,003,389</b>	<b>939,176</b>	<b>6.8%</b>	<b>284,632</b>	<b>283,795</b>	<b>0.3%</b>

Note: Sums may not add up to total due to rounding.

**Table 50: Average Daily Census by Island and Month (Arrivals by Air)**  
2015

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	97,126	96,993	100,133	89,543	95,736	111,734	115,267	108,480	88,434	89,418	90,457	113,185	99,782
Maui County	66,837	62,832	62,556	54,786	50,881	62,790	64,017	53,493	45,515	50,755	55,348	68,706	58,211
....Maui	65,099	61,158	61,135	53,676	49,831	61,500	62,982	52,518	44,697	49,724	54,181	67,232	56,981
....Molokai	1,176	1,100	859	634	607	795	655	626	514	704	769	982	784
....Lānaʻi	562	575	562	476	443	495	380	349	305	328	398	492	446
Kauaʻi	27,680	24,664	24,894	22,626	22,750	28,230	28,747	23,908	20,290	21,810	21,125	27,497	24,533
Hawaiʻi Island	40,188	34,740	33,268	27,608	25,198	33,714	34,433	29,075	23,513	27,854	27,984	39,228	31,408
....Hilo	7,559	6,371	6,024	5,184	5,447	7,048	6,844	6,276	5,045	5,194	5,169	7,958	6,181
....Kona	32,630	28,370	27,244	22,424	19,751	26,665	27,589	22,799	18,469	22,659	22,815	31,270	25,227
<b>TOTAL DOM and INTL</b>	<b>231,831</b>	<b>219,230</b>	<b>220,851</b>	<b>194,564</b>	<b>194,565</b>	<b>236,467</b>	<b>242,464</b>	<b>214,957</b>	<b>177,753</b>	<b>189,837</b>	<b>194,914</b>	<b>248,617</b>	<b>213,934</b>
<b>DOMESTIC</b>													
Oahu	57,100	51,941	57,183	52,023	57,555	70,973	69,959	59,587	46,396	49,985	50,666	67,402	57,638
Maui County	52,062	50,131	50,170	45,609	45,897	57,478	56,417	47,305	40,497	44,747	44,900	54,707	49,174
....Maui	50,536	48,642	48,911	44,633	44,927	56,421	55,468	46,472	39,792	43,794	43,880	53,396	48,089
....Molokai	1,050	993	757	551	572	676	601	534	446	654	691	881	699
....Lānaʻi	477	496	503	425	397	381	348	299	259	300	329	430	386
Kauaʻi	23,516	21,709	21,294	20,363	21,458	27,120	27,419	22,358	18,895	20,517	19,489	24,702	22,419
Hawaiʻi Island	33,311	28,701	27,565	22,950	22,401	29,682	29,667	24,840	19,823	24,422	24,271	33,746	26,794
....Hilo	6,305	5,397	4,929	4,180	4,762	5,951	5,685	5,335	4,018	4,369	4,381	6,872	5,186
....Kona	27,006	23,304	22,636	18,770	17,638	23,731	23,982	19,504	15,805	20,054	19,890	26,874	21,608
<b>TOTAL DOMESTIC</b>	<b>165,990</b>	<b>152,482</b>	<b>156,212</b>	<b>140,945</b>	<b>147,311</b>	<b>185,254</b>	<b>183,461</b>	<b>154,090</b>	<b>125,611</b>	<b>139,672</b>	<b>139,327</b>	<b>180,556</b>	<b>156,026</b>
<b>INTERNATIONAL</b>													
Oahu	40,025	45,052	42,950	37,520	38,181	40,760	45,308	48,893	42,038	39,433	39,791	45,783	42,144
Maui County	14,774	12,701	12,386	9,177	4,985	5,312	7,601	6,188	5,019	6,008	10,448	14,000	9,037
....Maui	14,563	12,516	12,225	9,043	4,903	5,079	7,514	6,046	4,905	5,930	10,300	13,837	8,893
....Molokai	126	106	102	83	35	119	54	92	68	50	78	101	84
....Lānaʻi	85	79	59	51	46	114	32	50	46	28	69	62	60
Kauaʻi	4,164	2,956	3,600	2,263	1,292	1,110	1,328	1,551	1,395	1,293	1,635	2,796	2,114
Hawaiʻi Island	6,877	6,039	5,703	4,658	2,797	4,031	4,766	4,236	3,690	3,431	3,713	5,482	4,614
....Hilo	1,254	974	1,094	1,005	685	1,097	1,159	941	1,026	826	788	1,085	995
....Kona	5,623	5,066	4,608	3,654	2,113	2,934	3,607	3,295	2,664	2,606	2,925	4,396	3,619
<b>TOTAL INTL</b>	<b>65,841</b>	<b>66,748</b>	<b>64,638</b>	<b>53,618</b>	<b>47,255</b>	<b>51,213</b>	<b>59,003</b>	<b>60,867</b>	<b>52,142</b>	<b>50,165</b>	<b>55,587</b>	<b>68,061</b>	<b>57,908</b>

**Table 50: Average Daily Census by Island and Month (Arrivals by Air) continued  
2014R**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	99,002	93,311	95,239	86,590	89,208	108,272	109,970	105,846	88,196	87,217	85,916	107,668	96,440
Maui County	64,343	61,895	59,930	54,417	48,080	56,590	58,763	50,524	44,375	50,656	53,709	68,664	55,988
....Maui	62,463	60,434	58,685	53,232	46,857	55,294	57,570	49,475	43,216	49,420	52,172	66,591	54,610
....Molokai	1,121	838	630	620	613	768	630	521	630	693	942	1,116	760
....Lānaʻi	759	623	615	566	610	528	563	528	529	544	595	957	619
Kauaʻi	26,863	23,609	23,339	22,433	21,683	26,929	27,944	23,487	19,291	20,503	20,771	26,391	23,617
Hawaiʻi Island	39,484	34,252	30,738	26,455	23,419	30,592	31,858	28,578	24,606	26,511	27,312	38,273	30,172
....Hilo	7,635	6,255	5,657	5,084	5,349	6,737	6,610	6,315	5,478	5,334	4,947	7,373	6,068
....Kona	31,849	27,997	25,081	21,372	18,070	23,855	25,248	22,263	19,128	21,178	22,365	30,900	24,103
<b>TOTAL DOM and INTL</b>	<b>229,692</b>	<b>213,067</b>	<b>209,246</b>	<b>189,896</b>	<b>182,391</b>	<b>222,383</b>	<b>228,536</b>	<b>208,435</b>	<b>176,468</b>	<b>184,887</b>	<b>187,707</b>	<b>240,996</b>	<b>206,217</b>
<b>DOMESTIC</b>													
Oahu	58,738	53,306	54,332	50,669	54,137	68,921	67,646	59,995	47,447	48,412	48,384	63,814	56,369
Maui County	50,345	48,621	47,936	43,384	43,127	52,481	54,682	45,873	39,782	44,526	44,831	54,612	47,534
....Maui	48,640	47,314	46,842	42,303	42,074	51,367	53,564	44,932	38,787	43,395	43,436	52,736	46,299
....Molokai	1,019	749	567	573	574	637	592	477	560	631	856	1,006	687
....Lānaʻi	686	558	526	508	480	478	526	465	435	499	539	870	548
Kauaʻi	23,547	20,853	20,608	20,034	20,649	25,614	26,453	22,160	18,387	19,609	19,112	23,472	21,725
Hawaiʻi Island	32,506	28,291	25,249	21,729	20,596	27,109	28,057	23,941	20,182	22,494	23,671	31,533	25,448
....Hilo	6,647	5,365	4,591	4,218	4,564	5,834	5,805	5,419	3,998	4,168	4,254	6,287	5,099
....Kona	25,860	22,926	20,658	17,510	16,032	21,275	22,252	18,522	16,185	18,325	19,417	25,246	20,349
<b>TOTAL DOMESTIC</b>	<b>165,137</b>	<b>151,072</b>	<b>148,125</b>	<b>135,816</b>	<b>138,509</b>	<b>174,125</b>	<b>176,838</b>	<b>151,968</b>	<b>125,798</b>	<b>135,041</b>	<b>135,999</b>	<b>173,431</b>	<b>151,076</b>
<b>INTERNATIONAL</b>													
Oahu	40,263	40,004	40,907	35,921	35,072	39,351	42,324	45,851	40,748	38,805	37,531	43,854	40,071
Maui County	13,998	13,274	11,994	11,033	4,953	4,109	4,081	4,651	4,593	6,130	8,878	14,052	8,454
....Maui	13,823	13,120	11,843	10,928	4,784	3,927	4,006	4,544	4,428	6,024	8,736	13,855	8,310
....Molokai	101	89	63	47	39	132	38	44	70	61	86	110	73
....Lānaʻi	73	65	89	58	130	50	36	64	95	45	56	87	71
Kauaʻi	3,316	2,756	2,731	2,399	1,034	1,314	1,492	1,328	904	893	1,658	2,919	1,892
Hawaiʻi Island	6,977	5,961	5,489	4,727	2,823	3,483	3,801	4,637	4,424	4,018	3,641	6,741	4,724
....Hilo	988	890	1,066	866	785	903	805	896	1,480	1,165	693	1,086	969
....Kona	5,989	5,071	4,424	3,861	2,038	2,580	2,996	3,741	2,944	2,852	2,948	5,654	3,755
<b>TOTAL INTL</b>	<b>64,555</b>	<b>61,995</b>	<b>61,121</b>	<b>54,081</b>	<b>43,882</b>	<b>48,258</b>	<b>51,698</b>	<b>56,467</b>	<b>50,669</b>	<b>49,846</b>	<b>51,708</b>	<b>67,566</b>	<b>55,141</b>

**Table 51: Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air)  
2015**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage AK	51,243	25,339	14,954	14,404	728	286	5,747	12,047	3,153	11,004
Atlanta-Sandy Springs-Roswell GA	44,191	27,306	15,899	15,684	318	383	7,593	9,792	3,861	8,417
Austin-Round Rock TX	28,676	13,607	11,000	10,850	270	265	5,904	6,398	2,357	5,444
Bakersfield CA	14,529	6,604	5,091	5,001	92	152	2,350	2,585	846	2,203
Baltimore-Columbia-Towson MD	21,875	14,816	7,050	6,954	216	199	3,893	4,887	2,175	4,045
Bellingham WA	14,421	5,040	6,043	5,921	158	102	2,391	2,404	602	2,192
Boise City ID	22,317	7,969	8,611	8,483	156	169	4,660	4,493	1,248	4,090
Boston-Cambridge-Newton MA-NH	43,398	24,069	17,154	16,911	395	382	9,575	10,572	4,138	8,844
Bremerton-Silverdale WA	17,848	8,672	5,295	5,199	113	79	2,868	3,198	941	2,807
Charlotte-Concord-Gastonia NC-SC	14,071	8,151	5,606	5,524	124	150	2,828	3,364	1,439	2,854
Chicago-Naperville-Elgin IL-IN-WI	111,094	53,562	50,496	49,909	1,068	1,154	21,025	23,211	8,006	20,254
Cincinnati OH-KY-IN	14,915	8,515	6,352	6,245	189	161	3,317	3,635	1,506	3,100
Cleveland-Elyria OH	13,463	7,417	6,005	5,905	172	156	2,909	3,332	1,401	2,839
Colorado Springs CO	17,036	9,469	4,943	4,823	189	157	3,240	3,183	1,098	2,694
Dallas-Fort Worth-Arlington TX	90,382	44,047	38,038	37,609	732	868	16,346	16,621	5,723	14,360
Denver-Aurora-Lakewood CO	84,544	34,363	32,672	32,219	729	755	17,899	18,594	5,909	16,503
Detroit-Warren-Dearborn MI	30,116	15,795	13,517	13,350	328	296	6,328	6,651	2,504	5,824
Eugene OR	16,371	5,486	6,131	6,033	139	129	3,092	3,870	1,122	3,446
Fresno CA	20,589	9,067	7,698	7,611	120	136	3,189	3,529	1,009	3,095
Houston-The Woodlands-Sugar Land TX	69,660	40,369	25,161	24,793	607	637	12,533	14,710	5,891	12,493
Indianapolis-Carmel-Anderson IN	15,013	8,246	6,473	6,367	191	131	3,017	3,307	1,268	2,810
Kansas City MO-KS	22,776	11,610	9,009	8,868	159	258	4,192	4,722	1,649	4,127
Las Vegas-Henderson-Paradise NV	67,200	43,233	19,149	18,741	502	493	8,237	9,525	3,597	7,745
Los Angeles-Long Beach-Anaheim CA	602,222	286,919	207,337	204,634	3,619	3,432	96,985	96,657	27,402	84,191
Miami-Fort Lauderdale-West Palm Beach FL	27,415	16,930	11,368	11,218	282	306	5,400	7,006	3,091	6,082
Minneapolis-St. Paul-Bloomington MN-WI	57,246	26,533	23,465	23,140	563	532	11,749	12,735	4,280	11,107
Modesto CA	15,331	5,593	6,183	6,122	103	82	2,538	2,642	710	2,357
New York-Newark-Jersey City NY-NJ-PA	152,180	93,727	61,926	61,008	1,569	1,485	31,611	36,375	14,333	30,953
Ogden-Clearfield UT	25,101	12,994	7,722	7,596	196	146	5,738	3,265	1,070	2,855
Olympia-Tumwater WA	16,062	6,365	5,856	5,740	129	115	2,537	3,139	922	2,794
Orlando-Kissimmee-Sanford FL	16,237	10,394	6,050	5,950	168	193	3,083	3,818	1,744	3,169
Oxnard-Thousand Oaks-Ventura CA	45,926	18,488	17,337	17,129	267	272	8,925	7,998	2,128	7,049
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	42,201	24,966	17,516	17,260	467	477	9,156	10,452	4,308	8,951
Phoenix-Mesa-Scottsdale AZ	127,486	58,579	47,630	46,933	1,088	1,157	24,461	22,206	7,102	19,423
Pittsburgh PA	14,023	8,111	5,981	5,891	244	157	2,930	3,655	1,625	3,121
Portland-Vancouver-Hillsboro OR-WA	159,510	58,486	61,357	60,263	1,329	966	25,724	32,888	8,658	29,668
Provo-Orem UT	26,072	14,850	7,119	7,004	148	138	5,491	3,106	1,015	2,703
Reno NV	20,337	6,959	8,360	8,239	144	151	3,468	4,347	1,181	3,879
Riverside-San Bernardino-Ontario CA	115,222	55,753	39,772	39,218	638	738	18,681	17,915	5,331	15,576
Sacramento-Roseville--Arden-Arcade CA	129,343	48,829	54,316	53,665	927	785	22,576	20,418	5,872	18,071
Salem OR	15,675	5,779	6,027	5,914	133	118	2,460	3,496	924	3,147
Salinas CA	15,658	6,043	5,567	5,450	136	118	2,868	3,049	875	2,663
Salt Lake City UT	50,953	23,744	17,479	17,231	312	356	11,390	7,471	2,468	6,563
San Antonio-New Braunfels TX	22,158	14,112	6,484	6,354	192	182	3,498	3,987	1,685	3,307
San Diego-Carlsbad CA	187,765	87,102	61,002	60,045	1,230	1,243	36,944	30,540	9,116	26,830
San Francisco-Oakland-Hayward CA	438,626	179,902	162,372	160,352	2,697	2,482	71,749	79,154	20,119	70,737
San Jose-Sunnyvale-Santa Clara CA	180,272	72,814	71,446	70,769	1,144	998	27,497	31,603	8,787	28,180
San Luis Obispo-Paso Robles-Arroyo Grande CA	14,453	4,510	5,323	5,218	143	109	3,572	3,126	921	2,793
Santa Cruz-Watsonville CA	23,890	6,589	8,869	8,741	201	131	5,901	5,204	1,538	4,591
Santa Maria-Santa Barbara CA	20,388	8,283	6,726	6,613	143	136	4,648	3,811	1,062	3,385
Santa Rosa CA	33,386	9,473	13,984	13,781	283	214	6,766	6,859	1,831	6,188
Seattle-Tacoma-Bellevue WA	321,661	124,008	123,757	122,159	2,278	1,731	50,799	59,667	14,836	54,182
Spokane-Spokane Valley WA	23,556	8,051	9,578	9,427	231	172	4,231	4,563	1,124	4,184
St. Louis MO-IL	24,418	13,266	10,044	9,879	247	272	4,947	5,257	2,119	4,469
Stockton-Lodi CA	24,937	11,263	9,470	9,365	144	163	3,423	3,624	1,098	3,138
Tampa-St. Petersburg-Clearwater FL	16,977	10,984	5,952	5,850	174	193	3,428	4,112	1,838	3,489
Tucson AZ	21,142	9,732	7,308	7,177	171	126	4,420	4,267	1,534	3,695
Vallejo-Fairfield CA	23,865	11,255	8,506	8,404	127	138	3,340	3,533	933	3,086
Virginia Beach-Norfolk-Newport News VA-NC	15,648	12,094	3,680	3,603	137	113	2,228	2,596	1,215	2,092
Washington-Arlington-Alexandria DC-VA-MD-WV	80,823	54,235	24,021	23,618	673	614	13,902	17,388	7,054	14,490

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting  
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table52: Domestic U.S. Visitors by Island and Top CBSA (Arrivals by Air) continued  
2014R**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage AK	47,681	23,873	14,484	14,002	631	281	5,684	11,108	2,723	10,053
Atlanta-Sandy Springs-Roswell GA	42,195	26,813	14,455	14,183	357	570	7,365	9,621	3,675	8,277
Austin-Round Rock TX	26,210	12,366	10,154	9,956	277	312	5,640	5,871	2,220	4,956
Bakersfield CA	13,627	6,515	4,806	4,728	97	128	2,218	2,194	618	1,954
Baltimore-Columbia-Towson MD	20,985	13,934	6,996	6,884	194	239	4,112	4,854	2,196	4,017
Bellingham WA	14,617	5,592	5,946	5,872	91	101	2,300	2,453	746	2,146
Boise City ID	21,004	8,479	7,584	7,489	129	107	4,115	4,090	1,221	3,647
Boston-Cambridge-Newton MA-NH	42,069	22,842	16,686	16,408	370	569	9,790	10,706	4,120	9,056
Bremerton-Silverdale WA	16,101	7,609	5,136	5,050	124	92	2,625	2,782	838	2,461
Charlotte-Concord-Gastonia NC-SC	13,756	8,128	5,126	5,050	118	133	2,685	3,457	1,390	2,957
Chicago-Naperville-Elgin IL-IN-WI	105,023	52,034	47,089	46,418	990	1,417	20,662	21,789	7,830	18,936
Cincinnati OH-KY-IN	15,029	8,898	6,201	6,104	190	230	3,162	3,824	1,570	3,275
Cleveland-Elyria OH	13,608	7,691	5,874	5,784	175	191	2,906	3,531	1,462	3,032
Colorado Springs CO	15,623	8,633	4,503	4,410	123	141	2,987	3,083	1,177	2,639
Dallas-Fort Worth-Arlington TX	84,921	40,516	35,933	35,458	668	1,267	15,549	15,846	5,471	13,624
Denver-Aurora-Lakewood CO	77,431	30,684	30,099	29,549	677	809	16,900	16,584	4,829	14,681
Detroit-Warren-Dearborn MI	28,298	15,257	12,464	12,286	303	377	6,361	6,594	2,460	5,723
Eugene OR	15,299	5,527	5,614	5,503	175	165	2,829	3,561	1,040	3,192
Fresno CA	19,424	9,283	7,007	6,936	99	158	2,967	3,069	862	2,709
Houston-The Woodlands-Sugar Land TX	67,464	39,023	24,501	24,156	534	678	11,766	14,183	5,744	11,857
Indianapolis-Carmel-Anderson IN	15,054	7,858	6,844	6,728	170	211	3,104	3,289	1,419	2,798
Kansas City MO-KS	21,356	10,854	8,551	8,385	179	350	4,001	4,433	1,737	3,728
Las Vegas-Henderson-Paradise NV	63,458	41,613	17,477	17,064	464	576	8,202	8,924	3,464	7,282
Los Angeles-Long Beach-Anaheim CA	564,014	272,630	194,241	190,741	3,399	4,832	92,844	89,754	25,393	78,273
Miami-Fort Lauderdale-West Palm Beach FL	24,785	15,526	9,513	9,352	295	370	5,090	6,224	2,791	5,304
Minneapolis-St. Paul-Bloomington MN-WI	53,066	24,916	21,300	20,992	433	561	11,069	12,214	3,906	10,747
Modesto CA	13,588	5,061	5,768	5,691	94	98	2,237	2,092	551	1,842
New York-Newark-Jersey City NY-NJ-PA	149,124	93,374	60,676	59,650	1,455	2,112	32,406	36,151	14,417	30,805
Ogden-Clearfield UT	19,195	11,034	5,596	5,469	130	150	3,920	2,918	924	2,641
Olympia-Tumwater WA	15,190	6,185	5,856	5,770	203	100	2,400	2,805	863	2,475
Orlando-Kissimmee-Sanford FL	14,954	10,072	5,004	4,920	124	203	2,889	3,432	1,529	2,897
Oxnard-Thousand Oaks-Ventura CA	43,257	18,001	16,066	15,800	252	377	8,423	7,171	1,977	6,358
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	39,277	22,862	16,849	16,635	441	541	8,777	10,104	4,215	8,582
Phoenix-Mesa-Scottsdale AZ	122,429	56,680	45,802	45,059	918	1,170	24,140	20,810	6,373	18,370
Pittsburgh PA	13,987	8,173	5,820	5,727	135	193	3,051	3,599	1,470	3,050
Portland-Vancouver-Hillsboro OR-WA	149,454	56,464	56,942	55,855	1,271	1,008	24,385	30,090	7,778	27,175
Provo-Orem UT	20,423	13,305	4,811	4,701	108	156	3,743	2,333	739	2,035
Reno NV	18,717	6,444	7,767	7,664	149	175	3,412	3,864	1,064	3,442
Riverside-San Bernardino-Ontario CA	105,181	51,786	36,808	36,232	743	872	17,288	15,814	5,026	13,497
Sacramento-Roseville-Arden-Arcade CA	117,328	46,159	50,053	49,298	1,038	916	19,767	17,776	5,114	15,694
Salem OR	15,196	6,206	5,872	5,731	162	105	2,261	2,993	869	2,669
Salinas CA	14,045	5,432	4,918	4,833	73	123	2,645	2,846	737	2,537
Salt Lake City UT	41,048	21,228	13,264	13,045	272	283	8,718	5,914	1,908	5,251
San Antonio-New Braunfels TX	19,851	12,337	6,015	5,894	159	250	3,178	3,781	1,529	3,150
San Diego-Carlsbad CA	178,722	85,605	60,040	58,939	1,227	1,499	35,641	25,242	7,811	21,600
San Francisco-Oakland-Hayward CA	394,351	164,042	142,622	140,079	2,597	3,474	67,061	71,599	18,801	63,785
San Jose-Sunnyvale-Santa Clara CA	163,098	67,549	64,851	64,057	1,011	1,222	24,695	27,000	7,377	24,211
San Luis Obispo-Paso Robles-Arroyo Grande CA	13,730	4,223	5,133	5,002	168	108	3,444	2,820	873	2,470
Santa Cruz-Watsonville CA	21,756	6,466	8,370	8,227	187	186	5,145	4,485	1,295	3,971
Santa Maria-Santa Barbara CA	19,372	7,716	6,306	6,135	142	191	4,560	3,743	1,046	3,249
Santa Rosa CA	30,984	8,951	12,901	12,664	302	257	6,385	6,275	1,702	5,620
Seattle-Tacoma-Bellevue WA	302,403	115,637	118,893	117,146	2,109	2,245	48,490	55,573	14,251	50,402
Spokane-Spokane Valley WA	22,558	8,525	8,944	8,786	196	140	3,753	4,257	1,122	3,878
St. Louis MO-IL	23,884	12,781	10,052	9,883	238	329	4,842	5,163	2,005	4,422
Stockton-Lodi CA	22,043	10,402	7,985	7,905	128	122	3,157	3,159	882	2,792
Tampa-St. Petersburg-Clearwater FL	16,123	10,435	5,590	5,468	161	228	3,376	3,973	1,722	3,367
Tucson AZ	20,906	9,789	7,196	7,054	144	217	4,484	4,331	1,561	3,763
Vallejo-Fairfield CA	20,642	9,980	7,139	7,027	155	163	3,101	2,966	834	2,614
Virginia Beach-Norfolk-Newport News VA-NC	14,650	11,433	3,172	3,096	133	150	2,166	2,524	1,110	2,061
Washington-Arlington-Alexandria DC-VA-MD-WV	77,355	52,411	22,656	22,173	645	740	12,935	16,824	6,888	13,835

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting  
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census



**Table 52: Domestic U.S. Visitor Arrival Growth by Island and Top CBSA**  
**% change 2015 vs. 2014R**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage AK	7.5%	6.1%	3.2%	2.9%	15.4%	2.0%	1.1%	8.4%	15.8%	9.5%
Atlanta-Sandy Springs-Roswell GA	4.7%	1.8%	10.0%	10.6%	-11.0%	-32.9%	3.1%	1.8%	5.1%	1.7%
Austin-Round Rock TX	9.4%	10.0%	8.3%	9.0%	-2.7%	-15.3%	4.7%	9.0%	6.2%	9.8%
Bakersfield CA	6.6%	1.4%	5.9%	5.8%	-4.9%	18.9%	6.0%	17.8%	36.8%	12.8%
Baltimore-Columbia-Towson MD	4.2%	6.3%	0.8%	1.0%	11.1%	-16.7%	-5.3%	0.7%	-1.0%	0.7%
Bellingham WA	-1.3%	-9.9%	1.6%	0.8%	72.9%	0.5%	4.0%	-2.0%	-19.4%	2.1%
Boise City ID	6.3%	-6.0%	13.5%	13.3%	21.1%	58.9%	13.2%	9.9%	2.2%	12.2%
Boston-Cambridge-Newton MA-NH	3.2%	5.4%	2.8%	3.1%	6.8%	-32.9%	-2.2%	-1.2%	0.5%	-2.3%
Bremerton-Silverdale WA	10.8%	14.0%	3.1%	3.0%	-8.9%	-14.0%	9.3%	14.9%	12.3%	14.0%
Charlotte-Concord-Gastonia NC-SC	2.3%	0.3%	9.4%	9.4%	5.0%	12.5%	5.3%	-2.7%	3.5%	-3.5%
Chicago-Naperville-Elgin IL-IN-WI	5.8%	2.9%	7.2%	7.5%	7.9%	-18.6%	1.8%	6.5%	2.2%	7.0%
Cincinnati OH-KY-IN	-0.8%	-4.3%	2.4%	2.3%	-0.6%	-29.7%	4.9%	-4.9%	-4.1%	-5.3%
Cleveland-Elyria OH	-1.1%	-3.6%	2.2%	2.1%	-2.1%	-18.5%	0.1%	-5.6%	-4.2%	-6.4%
Colorado Springs CO	9.0%	9.7%	9.8%	9.3%	53.5%	11.3%	8.5%	3.3%	-6.8%	2.1%
Dallas-Fort Worth-Arlington TX	6.4%	8.7%	5.9%	6.1%	9.6%	-31.5%	5.1%	4.9%	4.6%	5.4%
Denver-Aurora-Lakewood CO	9.2%	12.0%	8.5%	9.0%	7.7%	-6.6%	5.9%	12.1%	22.4%	12.4%
Detroit-Warren-Dearborn MI	6.4%	3.5%	8.4%	8.7%	8.2%	-21.6%	-0.5%	0.9%	1.8%	1.8%
Eugene OR	7.0%	-0.7%	9.2%	9.6%	-20.8%	-22.1%	9.3%	8.7%	7.9%	8.0%
Fresno CA	6.0%	-2.3%	9.9%	9.7%	20.9%	-13.8%	7.5%	15.0%	17.2%	14.3%
Houston-The Woodlands-Sugar Land TX	3.3%	3.4%	2.7%	2.6%	13.7%	-6.0%	6.5%	3.7%	2.6%	5.4%
Indianapolis-Carmel-Anderson IN	-0.3%	4.9%	-5.4%	-5.4%	12.5%	-37.9%	-2.8%	0.5%	-10.7%	0.4%
Kansas City MO-KS	6.6%	7.0%	5.4%	5.8%	-10.9%	-26.4%	4.8%	6.5%	-5.1%	10.7%
Las Vegas-Henderson-Paradise NV	5.9%	3.9%	9.6%	9.8%	8.2%	-14.5%	0.4%	6.7%	3.8%	6.4%
Los Angeles-Long Beach-Anaheim CA	6.8%	5.2%	6.7%	7.3%	6.5%	-29.0%	4.5%	7.7%	7.9%	7.6%
Miami-Fort Lauderdale-West Palm Beach FL	10.6%	9.0%	19.5%	20.0%	-4.4%	-17.3%	6.1%	12.6%	10.8%	14.7%
Minneapolis-St. Paul-Bloomington MN-WI	7.9%	6.5%	10.2%	10.2%	30.2%	-5.2%	6.2%	4.3%	9.6%	3.3%
Modesto CA	12.8%	10.5%	7.2%	7.6%	9.4%	-16.7%	13.5%	26.3%	28.8%	27.9%
New York-Newark-Jersey City NY-NJ-PA	2.0%	0.4%	2.1%	2.3%	7.8%	-29.7%	-2.5%	0.6%	-0.6%	0.5%
Ogden-Clearfield UT	30.8%	17.8%	38.0%	38.9%	51.5%	-2.1%	46.4%	11.9%	15.7%	8.1%
Olympia-Tumwater WA	5.7%	2.9%	0.0%	-0.5%	-36.5%	14.3%	5.7%	11.9%	6.8%	12.9%
Orlando-Kissimmee-Sanford FL	8.6%	3.2%	20.9%	20.9%	35.9%	-4.7%	6.7%	11.2%	14.1%	9.4%
Oxnard-Thousand Oaks-Ventura CA	6.2%	2.7%	7.9%	8.4%	5.8%	-27.9%	6.0%	11.5%	7.6%	10.9%
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	7.4%	9.2%	4.0%	3.8%	5.9%	-11.8%	4.3%	3.4%	2.2%	4.3%
Phoenix-Mesa-Scottsdale AZ	4.1%	3.4%	4.0%	4.2%	18.6%	-1.1%	1.3%	6.7%	11.4%	5.7%
Pittsburgh PA	0.3%	-0.8%	2.8%	2.9%	80.5%	-18.4%	-4.0%	1.6%	10.5%	2.3%
Portland-Vancouver-Hillsboro OR-WA	6.7%	3.6%	7.8%	7.9%	4.5%	-4.2%	5.5%	9.3%	11.3%	9.2%
Provo-Orem UT	27.7%	11.6%	48.0%	49.0%	36.7%	-11.4%	46.7%	33.1%	37.3%	32.8%
Reno NV	8.7%	8.0%	7.6%	7.5%	-3.0%	-14.0%	1.6%	12.5%	10.9%	12.7%
Riverside-San Bernardino-Ontario CA	9.5%	7.7%	8.1%	8.2%	-14.1%	-15.4%	8.1%	13.3%	6.1%	15.4%
Sacramento--Roseville--Arden-Arcade CA	10.2%	5.8%	8.5%	8.9%	-10.7%	-14.3%	14.2%	14.9%	14.8%	15.1%
Salem OR	3.2%	-6.9%	2.6%	3.2%	-17.6%	12.3%	8.8%	16.8%	6.4%	17.9%
Salinas CA	11.5%	11.2%	13.2%	12.8%	85.0%	-3.6%	8.4%	7.1%	18.7%	5.0%
Salt Lake City UT	24.1%	11.8%	31.8%	32.1%	15.1%	26.1%	30.7%	26.3%	29.3%	25.0%
San Antonio-New Braunfels TX	11.6%	14.4%	7.8%	7.8%	20.9%	-27.3%	10.1%	5.5%	10.2%	5.0%
San Diego-Carlsbad CA	5.1%	1.7%	1.6%	1.9%	0.2%	-17.1%	3.7%	21.0%	16.7%	24.2%
San Francisco-Oakland-Hayward CA	11.2%	9.7%	13.8%	14.5%	3.9%	-28.6%	7.0%	10.6%	7.0%	10.9%
San Jose-Sunnyvale-Santa Clara CA	10.5%	7.8%	10.2%	10.5%	13.2%	-18.3%	11.3%	17.0%	19.1%	16.4%
San Luis Obispo-Paso Robles-Arroyo Grande CA	5.3%	6.8%	3.7%	4.3%	-15.0%	0.8%	3.7%	10.9%	5.4%	13.1%
Santa Cruz-Watsonville CA	9.8%	1.9%	6.0%	6.3%	7.5%	-29.4%	14.7%	16.0%	18.8%	15.6%
Santa Maria-Santa Barbara CA	5.2%	7.3%	6.7%	7.8%	0.9%	-28.8%	1.9%	1.8%	1.5%	4.2%
Santa Rosa CA	7.7%	5.8%	8.4%	8.8%	-6.3%	-16.4%	6.0%	9.3%	7.6%	10.1%
Seattle-Tacoma-Bellevue WA	6.4%	7.2%	4.1%	4.3%	8.0%	-22.9%	4.8%	7.4%	4.1%	7.5%
Spokane-Spokane Valley WA	4.4%	-5.6%	7.1%	7.3%	17.7%	22.7%	12.7%	7.2%	0.2%	7.9%
St. Louis MO-IL	2.2%	3.8%	-0.1%	0.0%	3.7%	-17.3%	2.2%	1.8%	5.7%	1.1%
Stockton-Lodi CA	13.1%	8.3%	18.6%	18.5%	12.4%	34.0%	8.4%	14.7%	24.5%	12.4%
Tampa-St. Petersburg-Clearwater FL	5.3%	5.3%	6.5%	7.0%	8.2%	-15.5%	1.5%	3.5%	6.8%	3.6%
Tucson AZ	1.1%	-0.6%	1.6%	1.7%	18.8%	-41.8%	-1.4%	-1.5%	-1.7%	-1.8%
Vallejo-Fairfield CA	15.6%	12.8%	19.1%	19.6%	-17.9%	-15.5%	7.7%	19.1%	11.8%	18.1%
Virginia Beach-Norfolk-Newport News VA-NC	6.8%	5.8%	16.0%	16.3%	2.9%	-24.6%	2.9%	2.9%	9.4%	1.5%
Washington-Arlington-Alexandria DC-VA-MD-WV	4.5%	3.5%	6.0%	6.5%	4.4%	-17.1%	7.5%	3.4%	2.4%	4.7%

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting  
 Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 53: Domestic U.S. Visitor Arrivals by Island and State of Residence  
2015**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	18,419	12,553	5,503	5,388	176	212	3,316	3,723	1,843	3,115
Alaska	79,812	37,574	23,320	22,386	1,189	526	10,043	19,843	5,495	18,055
Arizona	166,966	77,022	60,697	59,714	1,466	1,459	32,701	30,349	10,015	26,389
Arkansas	13,168	7,616	4,946	4,879	140	142	2,405	2,921	1,362	2,407
California	1,987,085	855,755	723,117	713,713	12,815	11,991	337,258	338,632	94,473	298,402
Colorado	148,652	60,904	54,805	53,869	1,428	1,335	32,907	33,227	10,849	29,085
Connecticut	24,539	14,292	10,160	10,015	255	219	5,336	6,126	2,413	5,185
Delaware	5,670	3,588	2,211	2,171	56	75	1,192	1,427	673	1,213
Florida	107,362	68,492	39,875	39,276	1,174	1,295	21,507	26,289	11,929	22,344
Georgia	59,702	38,032	20,681	20,334	544	548	10,052	13,107	5,425	11,151
Idaho	46,744	17,134	16,985	16,686	385	387	9,909	9,938	2,781	9,036
Illinois	133,442	66,681	59,484	58,784	1,309	1,340	25,575	28,213	10,099	24,519
Indiana	39,851	22,318	16,753	16,466	493	427	7,923	8,892	3,752	7,599
Iowa	25,489	13,460	10,223	10,044	320	248	5,168	5,906	2,140	5,049
Kansas	24,891	12,685	10,312	10,165	227	271	4,642	5,192	1,941	4,468
Kentucky	18,519	11,121	7,398	7,290	210	241	3,640	4,103	1,893	3,467
Louisiana	18,876	11,623	6,792	6,676	198	230	3,535	4,315	2,037	3,632
Maine	7,605	4,360	2,459	2,412	97	66	1,624	1,772	814	1,446
Maryland	48,906	32,824	15,536	15,291	476	466	8,839	11,027	4,754	9,224
Massachusetts	53,975	29,774	21,512	21,203	506	503	12,106	13,107	5,222	11,004
Michigan	64,979	33,935	27,949	27,518	792	674	14,129	15,095	5,830	12,965
Minnesota	75,412	35,677	30,820	30,393	813	698	15,299	16,751	5,717	14,610
Mississippi	8,177	5,443	2,553	2,510	91	73	1,162	1,561	769	1,268
Missouri	44,378	24,303	17,092	16,771	440	487	8,511	9,710	3,785	8,268
Montana	25,633	8,796	9,550	9,333	326	229	5,841	5,834	1,584	5,324
Nebraska	17,375	9,083	6,704	6,595	190	174	3,412	3,823	1,411	3,328
Nevada	95,280	53,177	30,363	29,764	733	724	13,171	15,494	5,271	13,055
New Hampshire	9,543	5,515	3,435	3,378	111	111	2,067	2,245	941	1,821
New Jersey	70,002	43,526	30,124	29,735	739	688	15,026	16,993	6,948	14,515
New Mexico	25,200	11,948	7,838	7,595	312	206	5,473	5,243	1,927	4,390
New York	126,932	78,188	49,474	48,652	1,405	1,239	26,091	30,594	12,479	25,869
North Carolina	48,519	29,477	17,358	17,088	461	560	9,142	11,853	5,061	9,995
North Dakota	8,149	4,405	3,022	2,956	101	91	1,376	1,639	550	1,441
Ohio	65,863	37,822	27,475	27,020	791	676	14,234	16,150	6,853	13,737
Oklahoma	26,847	14,357	10,131	9,990	255	296	4,823	5,177	2,118	4,459
Oregon	212,730	74,268	81,435	79,890	1,941	1,380	36,931	46,351	12,473	41,860
Pennsylvania	69,438	41,909	28,402	27,948	847	738	14,508	18,092	7,817	15,431
Rhode Island	6,057	3,935	2,070	2,044	61	43	1,238	1,326	612	1,073
South Carolina	20,931	13,310	7,439	7,283	172	240	3,904	4,767	2,062	4,073
South Dakota	8,040	4,039	3,051	2,992	82	76	1,524	2,038	636	1,809
Tennessee	33,492	20,249	12,801	12,626	345	392	6,342	7,746	3,361	6,555
Texas	256,030	139,228	95,059	93,766	2,147	2,345	46,111	50,615	19,072	43,210
Utah	122,793	61,893	38,600	37,990	799	792	27,187	17,235	5,611	15,014
Vermont	5,185	2,490	1,746	1,710	69	43	1,205	1,324	584	1,097
Virginia	80,040	55,170	22,936	22,507	728	628	13,380	16,868	7,202	13,861
Washington	489,806	186,432	186,867	184,031	3,775	2,827	79,263	93,781	23,640	85,098
Washington, D.C.	9,871	6,024	3,029	2,984	86	78	1,934	2,177	793	1,824
West Virginia	5,640	3,615	1,955	1,918	52	74	967	1,185	568	1,006
Wisconsin	45,467	23,547	19,347	18,995	641	436	10,211	11,159	4,304	9,606
Wyoming	9,734	3,815	3,378	3,296	106	105	2,296	2,303	690	2,069

**Table 53: Domestic U.S. Visitor Arrivals by Island and State of Residence continued  
2014R**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	17,568	12,009	5,179	5,058	205	237	2,918	3,851	1,647	3,241
Alaska	74,718	36,110	22,351	21,576	1,032	475	9,657	18,656	4,991	16,831
Arizona	160,896	75,130	58,662	57,628	1,261	1,576	32,304	28,734	9,289	25,162
Arkansas	12,606	7,353	4,800	4,720	162	215	2,374	2,714	1,199	2,294
California	1,829,346	806,127	664,447	653,216	12,426	15,419	315,664	302,558	85,347	265,972
Colorado	136,930	55,637	50,470	49,468	1,278	1,447	31,232	30,145	9,644	26,379
Connecticut	24,399	14,196	10,039	9,902	247	305	5,183	6,078	2,251	5,211
Delaware	5,069	3,250	1,948	1,930	56	66	1,025	1,245	573	1,050
Florida	99,315	64,728	34,761	34,088	1,065	1,470	20,222	24,263	10,905	20,492
Georgia	56,531	36,982	18,521	18,169	549	761	9,682	12,667	5,051	10,782
Idaho	44,441	18,235	15,637	15,374	326	332	8,901	8,838	2,593	7,917
Illinois	125,188	63,791	55,494	54,730	1,237	1,709	25,220	26,339	9,885	22,809
Indiana	38,805	21,235	16,725	16,471	431	560	8,110	8,479	3,787	7,076
Iowa	25,595	13,665	10,476	10,312	269	326	5,526	5,707	2,258	4,995
Kansas	23,981	12,339	9,460	9,314	251	367	4,737	4,911	1,990	4,213
Kentucky	17,750	10,681	7,017	6,859	189	245	3,344	4,344	1,835	3,668
Louisiana	17,980	10,910	6,726	6,612	197	304	3,328	3,901	1,905	3,249
Maine	7,409	4,256	2,444	2,357	112	90	1,530	1,707	730	1,399
Maryland	46,598	30,976	14,970	14,710	409	497	8,571	10,666	4,806	8,746
Massachusetts	52,921	28,912	21,143	20,788	477	712	12,423	13,544	5,479	11,345
Michigan	60,928	32,728	25,900	25,491	681	822	13,850	14,600	5,751	12,502
Minnesota	71,516	33,920	28,733	28,294	598	803	15,330	16,515	5,411	14,509
Mississippi	7,777	5,134	2,426	2,393	83	120	1,254	1,575	753	1,312
Missouri	42,698	23,113	17,398	17,061	439	619	8,204	9,195	3,837	7,671
Montana	24,869	8,781	9,315	9,137	222	227	5,382	5,598	1,673	4,921
Nebraska	16,663	8,738	6,434	6,345	151	163	3,164	3,629	1,282	3,185
Nevada	89,330	50,938	27,927	27,351	684	819	13,030	14,175	4,969	11,930
New Hampshire	9,349	5,320	3,352	3,281	111	120	2,051	2,367	1,010	1,916
New Jersey	68,938	43,764	29,341	28,874	784	993	15,331	17,179	7,035	14,736
New Mexico	24,485	11,243	7,927	7,786	209	220	5,617	5,359	2,103	4,527
New York	123,451	76,560	48,274	47,424	1,224	1,714	26,452	29,962	12,347	25,246
North Carolina	45,697	28,289	15,563	15,271	525	550	9,073	11,542	4,909	9,701
North Dakota	9,305	4,691	4,122	4,067	114	106	1,927	1,757	591	1,532
Ohio	64,387	37,240	27,021	26,590	857	916	13,705	16,144	6,880	13,723
Oklahoma	26,046	13,659	9,946	9,805	203	292	5,198	5,080	2,005	4,328
Oregon	200,957	73,025	76,981	75,413	1,875	1,542	34,856	42,409	11,357	38,251
Pennsylvania	66,703	39,796	27,450	27,021	782	915	15,033	18,142	7,993	15,252
Rhode Island	6,051	3,906	2,159	2,126	77	80	1,275	1,331	646	1,071
South Carolina	20,199	13,231	6,708	6,589	208	241	3,905	4,711	2,098	3,970
South Dakota	8,225	3,915	3,378	3,333	61	85	1,839	1,787	656	1,540
Tennessee	30,627	18,827	10,806	10,626	300	326	5,998	7,077	2,978	6,029
Texas	240,642	129,550	90,646	89,252	2,059	3,010	43,800	47,592	18,480	40,189
Utah	97,991	55,008	28,720	28,153	638	732	20,165	13,947	4,555	12,328
Vermont	4,802	2,242	1,786	1,741	43	54	1,153	1,276	529	1,034
Virginia	76,639	53,417	21,267	20,799	677	734	13,059	16,272	6,850	13,369
Washington	462,664	177,333	180,263	177,466	3,486	3,258	74,917	86,561	22,613	78,329
Washington, D.C.	9,253	5,884	2,858	2,797	77	106	1,782	1,979	742	1,641
West Virginia	5,353	3,424	1,904	1,878	56	67	932	1,350	542	1,168
Wisconsin	44,335	23,368	18,314	18,040	514	618	10,358	11,240	4,221	9,709
Wyoming	9,932	4,470	3,357	3,267	103	143	2,092	2,311	782	1,997

**Table 54: Domestic U.S. Visitor Arrival Growth by Island and State of Residence**  
**% change 2015 vs. 2014R**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	4.8%	4.5%	6.2%	6.5%	-14.4%	-10.5%	13.6%	-3.3%	11.9%	-3.9%
Alaska	6.8%	4.1%	4.3%	3.8%	15.2%	10.8%	4.0%	6.4%	10.1%	7.3%
Arizona	3.8%	2.5%	3.5%	3.6%	16.2%	-7.4%	1.2%	5.6%	7.8%	4.9%
Arkansas	4.5%	3.6%	3.0%	3.4%	-13.5%	-34.3%	1.3%	7.7%	13.6%	4.9%
California	8.6%	6.2%	8.8%	9.3%	3.1%	-22.2%	6.8%	11.9%	10.7%	12.2%
Colorado	8.6%	9.5%	8.6%	8.9%	11.7%	-7.7%	5.4%	10.2%	12.5%	10.3%
Connecticut	0.6%	0.7%	1.2%	1.1%	3.3%	-28.1%	3.0%	0.8%	7.2%	-0.5%
Delaware	11.9%	10.4%	13.5%	12.5%	1.1%	14.7%	16.3%	14.6%	17.4%	15.5%
Florida	8.1%	5.8%	14.7%	15.2%	10.2%	-11.9%	6.4%	8.4%	9.4%	9.0%
Georgia	5.6%	2.8%	11.7%	11.9%	-0.9%	-28.0%	3.8%	3.5%	7.4%	3.4%
Idaho	5.2%	-6.0%	8.6%	8.5%	18.0%	16.7%	11.3%	12.4%	7.2%	14.1%
Illinois	6.6%	4.5%	7.2%	7.4%	5.8%	-21.6%	1.4%	7.1%	2.2%	7.5%
Indiana	2.7%	5.1%	0.2%	0.0%	14.4%	-23.8%	-2.3%	4.9%	-0.9%	7.4%
Iowa	-0.4%	-1.5%	-2.4%	-2.6%	19.0%	-24.0%	-6.5%	3.5%	-5.2%	1.1%
Kansas	3.8%	2.8%	9.0%	9.1%	-9.9%	-26.1%	-2.0%	5.7%	-2.5%	6.0%
Kentucky	4.3%	4.1%	5.4%	6.3%	11.1%	-1.9%	8.9%	-5.5%	3.1%	-5.5%
Louisiana	5.0%	6.5%	1.0%	1.0%	0.6%	-24.4%	6.2%	10.6%	7.0%	11.8%
Maine	2.6%	2.4%	0.6%	2.3%	-14.0%	-26.4%	6.1%	3.8%	11.5%	3.4%
Maryland	5.0%	6.0%	3.8%	3.9%	16.4%	-6.1%	3.1%	3.4%	-1.1%	5.5%
Massachusetts	2.0%	3.0%	1.7%	2.0%	5.9%	-29.4%	-2.6%	-3.2%	-4.7%	-3.0%
Michigan	6.6%	3.7%	7.9%	8.0%	16.4%	-18.0%	2.0%	3.4%	1.4%	3.7%
Minnesota	5.4%	5.2%	7.3%	7.4%	35.8%	-13.0%	-0.2%	1.4%	5.7%	0.7%
Mississippi	5.2%	6.0%	5.2%	4.9%	9.8%	-39.1%	-7.3%	-0.9%	2.1%	-3.4%
Missouri	3.9%	5.1%	-1.8%	-1.7%	0.2%	-21.2%	3.7%	5.6%	-1.3%	7.8%
Montana	3.1%	0.2%	2.5%	2.1%	46.3%	0.9%	8.5%	4.2%	-5.3%	8.2%
Nebraska	4.3%	3.9%	4.2%	3.9%	26.1%	6.4%	7.8%	5.3%	10.0%	4.5%
Nevada	6.7%	4.4%	8.7%	8.8%	7.1%	-11.7%	1.1%	9.3%	6.1%	9.4%
New Hampshire	2.1%	3.7%	2.5%	2.9%	-0.3%	-8.0%	0.8%	-5.1%	-6.8%	-4.9%
New Jersey	1.5%	-0.5%	2.7%	3.0%	-5.6%	-30.7%	-2.0%	-1.1%	-1.2%	-1.5%
New Mexico	2.9%	6.3%	-1.1%	-2.4%	49.8%	-6.2%	-2.6%	-2.2%	-8.4%	-3.0%
New York	2.8%	2.1%	2.5%	2.6%	14.7%	-27.7%	-1.4%	2.1%	1.1%	2.5%
North Carolina	6.2%	4.2%	11.5%	11.9%	-12.2%	1.8%	0.8%	2.7%	3.1%	3.0%
North Dakota	-12.4%	-6.1%	-26.7%	-27.3%	-11.6%	-13.7%	-28.6%	-6.7%	-7.0%	-6.0%
Ohio	2.3%	1.6%	1.7%	1.6%	-7.8%	-26.2%	3.9%	0.0%	-0.4%	0.1%
Oklahoma	3.1%	5.1%	1.9%	1.9%	25.4%	1.4%	-7.2%	1.9%	5.6%	3.0%
Oregon	5.9%	1.7%	5.8%	5.9%	3.5%	-10.5%	6.0%	9.3%	9.8%	9.4%
Pennsylvania	4.1%	5.3%	3.5%	3.4%	8.3%	-19.3%	-3.5%	-0.3%	-2.2%	1.2%
Rhode Island	0.1%	0.7%	-4.1%	-3.9%	-20.0%	-46.2%	-2.9%	-0.4%	-5.2%	0.1%
South Carolina	3.6%	0.6%	10.9%	10.5%	-17.6%	0.0%	0.0%	1.2%	-1.7%	2.6%
South Dakota	-2.3%	3.2%	-9.7%	-10.2%	33.8%	-10.1%	-17.1%	14.0%	-3.1%	17.4%
Tennessee	9.4%	7.6%	18.5%	18.8%	15.2%	20.2%	5.7%	9.5%	12.8%	8.7%
Texas	6.4%	7.5%	4.9%	5.1%	4.3%	-22.1%	5.3%	6.4%	3.2%	7.5%
Utah	25.3%	12.5%	34.4%	34.9%	25.2%	8.3%	34.8%	23.6%	23.2%	21.8%
Vermont	8.0%	11.0%	-2.2%	-1.8%	60.2%	-20.4%	4.5%	3.7%	10.5%	6.1%
Virginia	4.4%	3.3%	7.8%	8.2%	7.6%	-14.4%	2.5%	3.7%	5.1%	3.7%
Washington	5.9%	5.1%	3.7%	3.7%	8.3%	-13.2%	5.8%	8.3%	4.5%	8.6%
Washington, D.C.	6.7%	2.4%	6.0%	6.7%	11.4%	-26.1%	8.5%	10.0%	6.8%	11.1%
West Virginia	5.4%	5.6%	2.7%	2.2%	-7.2%	11.1%	3.8%	-12.2%	4.7%	-13.9%
Wisconsin	2.6%	0.8%	5.6%	5.3%	24.6%	-29.4%	-1.4%	-0.7%	2.0%	-1.1%
Wyoming	-2.0%	-14.6%	0.6%	0.9%	3.2%	-26.6%	9.8%	-0.3%	-11.8%	3.6%

**Table 55: Domestic U.S. Visitor Length of Stay (in days) by Island and State  
(Arrivals by Air)  
2015**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.18	7.91	7.23	3.32	2.48	6.87	6.82	3.79	5.92
Alaska	11.99	8.52	11.33	11.33	4.58	10.69	13.10	8.38	11.84
Arizona	9.57	7.47	8.32	4.91	3.02	8.04	8.26	4.90	7.64
Arkansas	9.95	7.19	7.82	3.53	2.81	6.57	7.33	4.29	6.48
California	8.80	7.10	8.06	4.72	3.23	8.18	8.25	5.17	7.73
Colorado	10.22	7.24	8.81	5.18	2.93	8.67	9.25	5.42	8.54
Connecticut	10.96	7.08	8.11	6.13	3.16	7.31	7.37	4.27	6.72
Delaware	11.56	7.95	8.28	3.80	4.92	6.70	7.32	3.98	6.41
Florida	10.74	7.62	7.66	3.60	3.02	6.45	6.99	3.88	6.15
Georgia	9.92	7.45	7.36	4.85	3.31	6.33	6.94	3.99	6.22
Idaho	10.37	7.85	9.32	7.11	4.17	9.17	10.00	5.46	9.32
Illinois	10.26	6.86	8.43	4.83	2.76	7.29	7.79	4.11	7.27
Indiana	10.54	7.15	8.18	5.16	2.63	7.06	7.45	4.28	6.60
Iowa	10.73	7.23	8.52	4.84	2.68	7.68	8.24	4.46	7.75
Kansas	9.94	7.14	8.00	3.27	3.43	7.50	7.50	4.06	6.95
Kentucky	10.42	7.26	7.91	4.70	2.39	6.67	7.03	4.12	6.07
Louisiana	9.59	7.00	7.18	3.28	2.83	6.02	6.77	4.10	5.74
Maine	12.72	9.64	9.15	8.64	2.90	8.50	10.05	6.30	8.78
Maryland	10.55	7.63	7.75	3.96	2.61	6.95	7.47	4.42	6.65
Massachusetts	11.15	7.36	8.53	5.16	3.30	7.42	8.22	5.33	7.26
Michigan	11.55	7.55	9.01	5.66	2.84	7.89	8.53	4.76	7.79
Minnesota	11.12	7.45	9.42	4.91	2.67	8.44	9.05	4.85	8.47
Mississippi	9.93	7.65	7.33	3.74	3.92	6.60	8.26	6.40	6.29
Missouri	10.30	7.16	8.30	4.62	4.27	7.41	7.89	4.23	7.33
Montana	10.93	7.62	9.67	6.53	3.99	9.61	10.91	6.07	10.14
Nebraska	10.08	6.97	8.22	4.46	2.89	7.28	8.22	4.58	7.50
Nevada	9.56	7.71	8.56	6.77	4.16	7.91	8.61	5.59	7.96
New Hampshire	12.29	8.63	9.08	4.07	2.43	9.11	8.68	5.16	8.03
New Jersey	10.54	6.74	7.59	3.70	2.56	6.42	6.94	3.89	6.26
New Mexico	10.40	7.84	8.88	6.41	4.65	8.94	9.36	6.01	8.54
New York	10.56	7.03	7.75	4.05	2.94	6.72	7.49	4.61	6.63
North Carolina	10.64	7.80	7.79	4.41	2.64	6.75	7.42	4.20	6.67
North Dakota	10.63	7.12	9.39	3.41	3.42	8.54	9.24	5.39	8.46
Ohio	10.77	7.11	8.02	4.40	3.27	6.91	7.41	3.97	6.73
Oklahoma	9.80	7.50	8.01	3.11	2.13	7.10	7.70	4.38	6.86
Oregon	10.20	7.81	9.52	6.98	3.96	9.27	10.12	5.90	9.44
Pennsylvania	10.94	7.27	7.85	4.81	2.89	6.56	7.41	3.89	6.72
Rhode Island	11.33	8.15	8.10	3.39	3.01	7.67	7.65	4.61	6.83
South Carolina	10.82	7.98	7.87	4.65	3.24	6.82	7.30	3.64	6.70
South Dakota	10.92	7.44	8.84	8.39	2.44	8.15	8.86	4.20	8.51
Tennessee	10.28	7.34	7.58	3.40	2.44	6.89	6.98	3.75	6.32
Texas	9.37	6.97	7.58	4.35	2.90	7.14	7.33	4.02	6.81
Utah	9.41	7.61	8.29	4.75	4.65	8.20	8.09	4.71	7.52
Vermont	12.44	8.21	9.83	6.64	2.42	9.85	11.18	8.99	8.70
Virginia	10.52	7.96	7.72	3.87	2.84	7.16	7.64	4.55	6.94
Washington	10.16	8.18	9.50	7.08	3.49	9.28	9.93	5.46	9.42
Washington D.C.	9.69	6.98	7.43	3.11	2.13	7.36	7.72	4.94	7.07
West Virginia	10.66	7.84	7.94	4.14	2.51	6.79	8.08	4.62	6.92
Wisconsin	11.39	7.24	8.85	5.43	3.33	7.63	8.64	4.82	7.88
Wyoming	10.60	7.49	9.08	5.21	2.92	8.73	10.32	6.77	9.23

**Table 55: Domestic U.S. Visitor Length of Stay (in days) by Island and State continued  
(Arrivals by Air)  
2014R**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.00	7.57	7.16	3.31	2.78	6.94	6.99	4.02	6.26
Alaska	12.36	8.42	11.39	10.93	4.75	11.09	13.58	9.16	12.34
Arizona	9.68	7.44	8.35	5.24	3.81	8.10	8.44	5.06	7.77
Arkansas	10.16	7.28	7.90	2.52	3.34	6.99	7.21	3.74	6.57
California	8.97	7.16	8.20	4.88	3.97	8.30	8.36	5.23	7.84
Colorado	10.46	7.42	9.05	6.30	3.69	9.04	9.17	5.53	8.46
Connecticut	11.21	7.53	8.23	4.47	3.70	6.89	7.76	4.65	7.04
Delaware	11.17	7.36	8.15	3.33	2.11	6.71	7.83	4.20	6.99
Florida	11.09	7.97	7.82	4.17	3.28	6.52	7.30	4.25	6.38
Georgia	10.06	7.51	7.43	3.55	3.04	6.55	6.95	4.06	6.27
Idaho	10.50	8.02	9.46	6.24	4.87	9.07	10.22	6.42	9.31
Illinois	10.32	6.80	8.44	4.69	3.17	7.36	7.57	4.07	6.97
Indiana	10.76	7.27	8.30	4.83	3.08	7.21	7.57	4.32	6.76
Iowa	10.68	7.00	8.40	5.98	2.96	7.60	8.16	4.17	7.44
Kansas	10.02	7.08	8.07	3.18	4.55	7.51	8.10	4.42	7.35
Kentucky	10.65	7.42	7.85	3.66	3.13	6.68	7.38	4.23	6.63
Louisiana	9.69	7.24	7.18	4.05	3.17	6.10	6.59	3.95	5.60
Maine	12.93	9.52	10.09	6.01	5.05	9.37	9.38	6.21	8.21
Maryland	10.71	7.86	7.70	3.57	3.69	7.01	7.40	4.57	6.51
Massachusetts	11.41	7.52	8.66	4.49	3.42	7.38	8.12	5.40	7.09
Michigan	11.68	7.51	8.99	6.31	3.50	7.73	8.39	4.68	7.64
Minnesota	11.33	7.45	9.40	7.82	3.59	8.49	9.33	5.29	8.65
Mississippi	10.08	7.77	7.61	2.16	1.73	7.29	6.84	4.27	5.77
Missouri	10.47	7.22	8.30	4.85	3.39	7.26	8.16	4.60	7.48
Montana	11.45	7.90	10.21	7.29	4.06	9.75	11.99	7.31	11.15
Nebraska	10.21	6.97	8.28	4.81	2.83	7.76	8.51	4.52	7.88
Nevada	9.78	7.84	8.62	4.68	3.82	8.12	8.90	5.82	8.16
New Hampshire	12.14	8.40	8.87	4.75	3.44	8.43	9.07	5.16	8.48
New Jersey	10.66	6.61	7.63	3.79	3.21	6.49	6.95	4.09	6.15
New Mexico	10.48	7.71	8.86	6.42	4.97	8.75	9.22	6.11	8.08
New York	10.75	7.10	7.83	4.67	3.53	6.68	7.48	4.45	6.70
North Carolina	10.68	7.70	7.68	3.82	2.78	6.70	7.65	4.47	6.85
North Dakota	10.58	6.69	8.52	5.67	4.59	8.15	8.87	5.94	7.88
Ohio	10.83	7.10	7.99	4.86	3.65	6.77	7.43	4.05	6.71
Oklahoma	10.06	7.61	7.83	3.92	2.88	7.73	7.78	4.68	6.96
Oregon	10.43	7.90	9.71	7.13	5.09	9.36	10.36	6.36	9.59
Pennsylvania	11.01	7.21	7.76	4.45	2.89	6.50	7.40	4.03	6.69
Rhode Island	11.65	7.97	8.63	2.72	2.57	7.11	8.66	5.47	7.47
South Carolina	10.99	7.94	7.88	4.52	2.88	6.93	7.73	4.62	6.73
South Dakota	11.44	7.89	8.70	8.01	4.63	8.07	10.33	7.09	8.96
Tennessee	10.51	7.56	7.72	4.50	3.25	7.17	7.38	4.19	6.60
Texas	9.45	7.00	7.62	4.93	2.88	7.24	7.36	4.35	6.72
Utah	9.67	7.77	8.30	4.73	5.05	8.22	8.14	4.86	7.42
Vermont	12.55	7.86	10.40	6.40	6.14	9.62	10.05	7.58	8.53
Virginia	10.57	8.01	7.75	4.57	3.34	7.23	7.43	4.42	6.78
Washington	10.36	8.19	9.70	7.63	4.05	9.47	10.07	5.75	9.47
Washington D.C.	9.75	7.04	7.65	3.50	3.21	7.26	6.98	4.29	6.48
West Virginia	10.91	7.84	8.02	1.97	2.76	6.74	7.34	3.27	6.96
Wisconsin	11.36	7.12	8.71	5.84	2.98	7.60	8.57	4.86	7.81
Wyoming	10.49	7.38	9.27	5.40	3.81	8.36	9.68	5.68	8.97

**Table 56: O'ahu Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	36,420,503	35,200,568	3.5%	21,038,028	20,574,531	2.3%	15,382,475	14,626,036	5.2%
Total Visitors	5,339,912	5,192,621	2.8%	2,868,749	2,779,642	3.2%	2,471,163	2,412,978	2.4%
<b>PARTY SIZE</b>									
One	793,072	787,133	0.8%	638,204	628,980	1.5%	154,869	158,153	-2.1%
Two	2,134,926	2,153,140	-0.8%	1,073,173	1,060,358	1.2%	1,061,753	1,092,782	-2.8%
Three or more	2,411,913	2,252,347	7.1%	1,157,373	1,090,304	6.2%	1,254,540	1,162,043	8.0%
Avg Party Size	2.20	2.16	1.5%	1.97	1.95	1.0%	2.54	2.48	2.3%
<b>VISIT STATUS</b>									
First-Time	2,225,658	2,202,382	1.1%	1,041,240	1,016,219	2.5%	1,184,418	1,186,163	-0.1%
Repeat	3,114,254	2,990,239	4.1%	1,827,510	1,763,423	3.6%	1,286,744	1,226,816	4.9%
Average # of Trips	4.43	4.34	2.1%	5.24	5.20	0.8%	3.48	3.34	4.2%
<b>TRAVEL METHOD</b>									
Group Tour	586,432	605,201	-3.1%	586,432	605,201	-3.1%	457,429	471,403	-3.0%
Package	2,079,133	2,182,163	-4.7%	2,079,133	2,182,163	-4.7%	1,420,253	1,519,872	-6.6%
Group Tour & Pkg	482,286	513,759	-6.1%	482,286	513,759	-6.1%	390,657	419,949	-7.0%
True Independent	3,156,633	2,919,016	8.1%	3,156,633	2,919,016	8.1%	984,137	841,651	16.9%
<b>ISLANDS VISITED</b>									
O'ahu	5,339,912	5,192,621	2.8%	2,868,749	2,779,642	3.2%	2,471,163	2,412,978	2.4%
Mauí County	755,705	749,273	0.9%	496,157	498,102	-0.4%	259,548	251,171	3.3%
...Mauí	736,286	730,560	0.8%	482,391	483,817	-0.3%	253,896	246,743	2.9%
...Moloka'i	38,100	36,332	4.9%	25,264	25,663	-1.6%	12,836	10,669	20.3%
...Lāna'i	32,452	34,775	-6.7%	19,903	23,595	-15.6%	12,548	11,180	12.2%
Kaua'i	399,063	391,261	2.0%	296,760	299,401	-0.9%	102,302	91,861	11.4%
Hawai'i Island	643,209	650,977	-1.2%	367,711	368,618	-0.2%	275,498	282,359	-2.4%
...Hilo	337,646	337,742	0.0%	195,137	195,989	-0.4%	142,509	141,754	0.5%
...Kona	501,717	499,871	0.4%	294,285	295,580	-0.4%	207,433	204,291	1.5%
O'ahu Only	4,038,993	3,891,557	3.8%	2,061,135	1,968,176	4.7%	1,977,858	1,923,381	2.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.82	6.78	0.6%	7.33	7.40	-0.9%	6.22	6.06	2.7%
Mauí (days)	5.42	5.40	0.4%	6.31	6.33	-0.3%	3.72	3.57	4.2%
Moloka'i (days)	3.01	3.30	-8.9%	3.80	4.03	-5.7%	1.46	1.57	-6.6%
Lāna'i (days)	1.98	2.40	-17.6%	2.45	2.76	-11.3%	1.24	1.65	-24.9%
Kaua'i (days)	4.70	4.79	-2.0%	5.20	5.31	-2.0%	3.26	3.12	4.2%
Hawai'i Island (days)	4.63	4.66	-0.6%	5.67	5.80	-2.2%	3.23	3.16	2.3%
...Hilo (days)	2.70	2.76	-2.2%	3.39	3.48	-2.5%	1.75	1.76	-0.8%
...Kona (days)	4.12	4.20	-2.0%	4.84	4.93	-1.8%	3.09	3.15	-1.7%
Statewide (days)	8.51	8.52	-0.2%	9.71	9.90	-2.0%	7.12	6.93	2.7%
<b>ACCOMMODATIONS 2/</b>									
Hotel	3,934,655	3,925,595	0.2%	1,863,768	1,839,583	1.3%	2,070,887	2,086,012	-0.7%
...Hotel Only	3,470,401	3,478,490	-0.2%	1,541,376	1,512,798	1.9%	1,929,025	1,965,692	-1.9%
Condo	556,733	521,490	6.8%	285,420	292,448	-2.4%	271,314	229,042	18.5%
...Condo Only	369,751	340,073	8.7%	176,204	176,236	0.0%	193,547	163,837	18.1%
Timeshare	313,694	293,785	6.8%	204,601	211,738	-3.4%	109,092	82,047	33.0%
...Timeshare Only	216,988	198,687	9.2%	136,669	138,048	-1.0%	80,319	60,640	32.5%
Rental House	306,550	260,125	17.8%	249,092	217,007	14.8%	57,459	43,118	33.3%
Hostel	46,166	45,502	1.5%	29,007	31,261	-7.2%	17,159	14,241	20.5%
Camp Site	26,324	26,162	0.6%	19,542	20,803	-6.1%	6,782	5,359	26.6%
Bed & Breakfast	50,243	43,499	15.5%	34,597	32,636	6.0%	15,646	10,863	44.0%
Cruise Ship	128,157	124,445	3.0%	102,968	101,971	1.0%	25,190	22,473	12.1%
Friends or Relatives	515,801	482,461	6.9%	446,007	419,417	6.3%	69,793	63,045	10.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	4,286,972	4,193,825	2.2%	2,205,799	2,132,276	3.4%	2,081,174	2,061,549	1.0%
....Vacation	3,827,385	3,702,098	3.4%	2,101,059	2,017,767	4.1%	1,726,327	1,684,331	2.5%
....Honeymoon	461,242	496,670	-7.1%	110,124	122,991	-10.5%	351,114	373,679	-6.0%
...Get Married	77,031	80,762	-4.6%	25,536	31,151	-18.0%	51,495	49,610	3.8%
MC&I (Net)	307,912	278,503	10.6%	152,374	165,740	-8.1%	155,538	112,763	37.9%
....Convention/Conf.	157,028	148,673	5.6%	104,247	112,905	-7.7%	52,781	35,768	47.6%
....Corp. Meetings	41,635	45,984	-9.5%	33,812	37,394	-9.6%	7,823	8,590	-8.9%
....Incentive	116,648	93,532	24.7%	19,468	24,172	-19.5%	97,179	69,360	40.1%
Other Business	179,266	187,073	-4.2%	164,153	169,378	-3.1%	15,113	17,695	-14.6%
Visit Friends/Relatives	501,821	477,529	5.1%	435,158	414,018	5.1%	66,663	63,510	5.0%
Government/Military	79,905	77,321	3.3%	69,425	68,424	1.5%	10,479	8,897	17.8%
Attend School	21,598	21,259	1.6%	11,510	14,701	-21.7%	10,089	6,558	53.8%
Sport Events	62,570	78,268	-20.1%	33,636	46,396	-27.5%	28,935	31,872	-9.2%
Average Age	44	44	0.9%	45	46	-0.3%	43	42	2.0%

1/ Total Visitor Days represent days on O'ahu and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on O'ahu but statewide.

**Table 57: Maui County Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	21,247,096	20,435,599	4.0%	17,948,613	17,349,873	3.5%	3,298,484	3,085,726	6.9%
Total Visitors	2,579,311	2,456,935	5.0%	2,115,934	2,011,878	5.2%	463,377	445,057	4.1%
<b>PARTY SIZE</b>									
One	316,802	310,120	2.2%	278,250	270,134	3.0%	38,552	39,986	-3.6%
Two	1,166,454	1,134,806	2.8%	947,158	918,172	3.2%	219,296	216,634	1.2%
Three or more	1,096,055	1,012,009	8.3%	890,526	823,572	8.1%	205,529	188,437	9.1%
Avg Party Size	2.21	2.18	1.3%	2.18	2.15	1.0%	2.35	2.29	2.7%
<b>VISIT STATUS</b>									
First-Time	824,788	811,998	1.6%	618,947	605,200	2.3%	205,841	206,797	-0.5%
Repeat	1,754,522	1,644,937	6.7%	1,496,987	1,406,678	6.4%	257,535	238,260	8.1%
Average # of Trips	5.23	5.19	0.7%	5.66	5.63	0.7%	3.26	3.25	0.3%
<b>TRAVEL METHOD</b>									
Group Tour	109,967	114,330	-3.8%	70,516	72,883	-3.2%	39,451	41,447	-4.8%
Package	640,486	640,816	-0.1%	484,775	477,590	1.5%	155,711	163,226	-4.6%
Group Tour & Pkg	78,378	85,081	-7.9%	47,034	50,462	-6.8%	31,343	34,619	-9.5%
True Independent	1,907,236	1,786,870	6.7%	1,607,678	1,511,867	6.3%	299,558	275,003	8.9%
<b>ISLANDS VISITED</b>									
O'ahu	755,705	749,273	0.9%	496,157	498,102	-0.4%	259,548	251,171	3.3%
Maui County	2,579,311	2,456,935	5.0%	2,115,934	2,011,878	5.2%	463,377	445,057	4.1%
...Maui	2,540,162	2,417,417	5.1%	2,083,999	1,977,718	5.4%	456,163	439,700	3.7%
...Moloka'i	64,767	60,100	7.8%	49,843	47,737	4.4%	14,924	12,363	20.7%
...Lāna'i	58,390	68,150	-14.3%	44,334	54,852	-19.2%	14,057	13,298	5.7%
Kaua'i	312,060	302,778	3.1%	248,339	243,596	1.9%	63,721	59,182	7.7%
Hawai'i Island	361,053	354,063	2.0%	269,088	263,666	2.1%	91,965	90,397	1.7%
...Hilo	215,178	206,173	4.4%	152,071	148,835	2.2%	63,107	57,337	10.1%
...Kona	303,470	297,684	1.9%	226,900	223,808	1.4%	76,570	73,876	3.6%
Maui County Only	1,635,011	1,527,366	7.0%	1,449,242	1,353,119	7.1%	185,769	174,246	6.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.27	4.28	-0.2%	3.52	3.57	-1.5%	5.71	5.69	0.5%
Maui County (days)	8.24	8.32	-1.0%	8.48	8.62	-1.6%	7.12	6.93	2.7%
Maui (days)	8.19	8.25	-0.7%	8.42	8.54	-1.4%	7.12	6.90	3.1%
Moloka'i (days)	4.42	4.61	-4.3%	5.12	5.25	-2.5%	2.06	2.16	-4.4%
Lāna'i (days)	2.79	3.31	-15.8%	3.18	3.65	-12.7%	1.56	1.94	-19.8%
Kaua'i (days)	3.89	3.89	-0.2%	4.07	4.11	-0.9%	3.15	3.01	4.6%
Hawai'i Island (days)	4.17	4.27	-2.4%	4.48	4.56	-1.8%	3.26	3.43	-4.9%
...Hilo (days)	2.20	2.26	-2.3%	2.43	2.47	-1.6%	1.65	1.69	-2.4%
...Kona (days)	3.40	3.52	-3.4%	3.68	3.73	-1.3%	2.56	2.89	-11.3%
Statewide (days)	10.54	10.72	-1.6%	10.36	10.60	-2.3%	11.40	11.24	1.4%
<b>ACCOMMODATIONS 2/</b>									
Hotel	1,419,474	1,372,590	3.4%	1,132,112	1,084,731	4.4%	287,362	287,859	-0.2%
...Hotel Only	1,096,533	1,062,892	3.2%	884,492	839,404	5.4%	212,041	223,488	-5.1%
Condo	752,852	723,963	4.0%	600,766	585,749	2.6%	152,085	138,214	10.0%
...Condo Only	583,404	559,466	4.3%	475,757	458,702	3.7%	107,647	100,764	6.8%
Timeshare	303,829	286,262	6.1%	272,562	261,739	4.1%	31,266	24,523	27.5%
...Timeshare Only	226,744	211,227	7.3%	205,728	194,633	5.7%	21,016	16,594	26.7%
Rental House	167,193	150,182	11.3%	140,170	124,078	13.0%	27,023	26,103	3.5%
Hostel	23,257	21,288	9.2%	16,533	16,662	-0.8%	6,725	4,627	45.3%
Camp Site	167,193	150,182	11.3%	140,170	124,078	13.0%	27,023	26,103	3.5%
Bed & Breakfast	40,597	35,278	15.1%	31,205	28,381	10.0%	9,392	6,897	36.2%
Cruise Ship	113,864	110,131	3.4%	90,252	88,413	2.1%	23,612	21,718	8.7%
Friends or Relatives	163,475	148,908	9.8%	142,251	134,511	5.8%	21,225	14,397	47.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,305,646	2,208,725	4.4%	1,886,762	1,800,754	4.8%	418,884	407,971	2.7%
....Vacation	2,154,555	2,049,096	5.1%	1,780,103	1,688,747	5.4%	374,452	360,349	3.9%
....Honeymoon	154,277	164,721	-6.3%	110,557	117,684	-6.1%	43,720	47,037	-7.1%
....Get Married	29,985	32,548	-7.9%	23,829	28,025	-15.0%	6,157	4,524	36.1%
MC&I (Net)	150,530	132,631	13.5%	124,297	113,548	9.5%	26,233	19,083	37.5%
....Convention/Conf.	84,854	70,118	21.0%	69,333	60,472	14.7%	15,522	9,646	60.9%
....Corp. Meetings	30,222	32,176	-6.1%	27,138	29,117	-6.8%	3,084	3,059	0.8%
....Incentive	43,656	39,985	9.2%	34,670	32,802	5.7%	8,987	7,183	25.1%
Other Business	62,118	64,799	-4.1%	58,636	61,318	-4.4%	3,482	3,481	0.0%
Visit Friends/Relatives	145,476	139,099	4.6%	129,784	125,408	3.5%	15,693	13,691	14.6%
Government/Military	7,886	7,513	5.0%	6,768	6,961	-2.8%	1,118	553	102.2%
Attend School	5,234	6,084	-14.0%	3,198	5,148	-37.9%	2,036	935	117.6%
Sport Events	18,805	19,173	-1.9%	14,924	16,067	-7.1%	3,882	3,105	25.0%
Average Age	47	47	-0.3%	47	47	-0.2%	45	46	-0.8%

1/ Total Visitor Days represent days in Maui County and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide.



**Table 58: Maui Island Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	20,798,172	19,932,485	4.3%	17,552,378	16,899,276	3.9%	3,245,794	3,033,209	7.0%
Total Visitors	2,540,162	2,417,417	5.1%	2,083,999	1,977,718	5.4%	456,163	439,700	3.7%
<b>PARTY SIZE</b>									
One	308,697	301,782	2.3%	271,112	262,412	3.3%	37,585	39,370	-4.5%
Two	1,149,481	1,116,819	2.9%	932,657	902,179	3.4%	216,824	214,640	1.0%
Three or more	1,081,983	998,817	8.3%	880,229	813,127	8.3%	201,754	185,690	8.7%
Avg Party Size	2.21	2.18	1.3%	2.18	2.16	1.0%	2.35	2.29	2.6%
<b>VISIT STATUS</b>									
First-Time	812,728	802,691	1.3%	611,277	597,525	2.3%	201,451	205,166	-1.8%
Repeat	1,727,434	1,614,727	7.0%	1,472,722	1,380,193	6.7%	254,712	234,534	8.6%
Average # of Trips	5.21	5.17	0.9%	5.64	5.60	0.8%	3.25	3.23	0.6%
<b>TRAVEL METHOD</b>									
Group Tour	107,161	112,175	-4.5%	69,350	71,551	-3.1%	37,811	40,624	-6.9%
Package	631,076	633,721	-0.4%	479,883	472,555	1.6%	151,194	161,166	-6.2%
Group Tour & Pkg	76,314	83,533	-8.6%	46,401	49,695	-6.6%	29,913	33,837	-11.6%
True Independent	1,878,238	1,755,054	7.0%	1,581,166	1,483,307	6.6%	297,072	271,747	9.3%
<b>ISLANDS VISITED</b>									
O'ahu	736,286	730,560	0.8%	482,391	483,817	-0.3%	253,896	246,743	2.9%
Maui County	2,540,162	2,417,417	5.1%	2,083,999	1,977,718	5.4%	456,163	439,700	3.7%
...Maui	2,540,162	2,417,417	5.1%	2,083,999	1,977,718	5.4%	456,163	439,700	3.7%
...Moloka'i	41,500	39,792	4.3%	30,792	30,449	1.1%	10,708	9,343	14.6%
...Lāna'i	41,202	47,929	-14.0%	30,457	37,028	-17.7%	10,745	10,901	-1.4%
Kaua'i	305,784	296,840	3.0%	243,078	238,592	1.9%	62,707	58,247	7.7%
Hawai'i Island	353,293	346,296	2.0%	262,378	257,248	2.0%	90,915	89,048	2.1%
...Hilo	211,890	202,542	4.6%	149,267	146,185	2.1%	62,623	56,356	11.1%
...Kona	297,134	291,706	1.9%	221,451	218,496	1.4%	75,683	73,211	3.4%
Maui Only	1,597,116	1,484,205	7.6%	1,414,007	1,312,750	7.7%	183,109	171,455	6.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.24	4.26	-0.3%	3.47	3.55	-2.2%	5.71	5.64	1.1%
Maui (days)	8.19	8.25	-0.7%	8.42	8.54	-1.4%	7.12	6.90	3.1%
Moloka'i (days)	2.38	2.53	-6.1%	2.69	2.81	-4.2%	1.49	1.64	-9.3%
Lāna'i (days)	1.86	2.19	-15.1%	2.05	2.32	-11.6%	1.31	1.74	-24.9%
Kaua'i (days)	3.85	3.84	0.3%	4.03	4.05	-0.6%	3.17	2.98	6.6%
Hawai'i Island (days)	4.13	4.22	-2.3%	4.43	4.50	-1.5%	3.25	3.43	-5.2%
...Hilo (days)	2.18	2.23	-2.4%	2.40	2.44	-1.7%	1.65	1.69	-2.4%
...Kona (days)	3.35	3.46	-3.2%	3.63	3.66	-0.8%	2.54	2.87	-11.5%
Statewide (days)	10.52	10.69	-1.6%	10.32	10.57	-2.4%	11.44	11.23	1.9%
<b>ACCOMMODATIONS 2/</b>									
Hotel	1,399,378	1,350,277	3.6%	1,117,663	1,066,762	4.8%	281,715	283,515	-0.6%
...Hotel Only	1,081,306	1,046,650	3.3%	874,418	826,546	5.8%	206,888	220,105	-6.0%
Condo	744,982	716,296	4.0%	593,838	578,753	2.6%	151,144	137,542	9.9%
...Condo Only	578,015	554,406	4.3%	471,069	454,087	3.7%	106,947	100,319	6.6%
Timeshare	300,679	282,914	6.3%	269,718	258,872	4.2%	30,961	24,042	28.8%
...Timeshare Only	224,556	209,316	7.3%	203,781	192,783	5.7%	20,775	16,533	25.7%
Rental House	161,959	145,183	11.6%	135,161	119,351	13.2%	26,798	25,833	3.7%
Hostel	22,822	20,947	9.0%	16,168	16,323	-0.9%	6,654	4,624	43.9%
Camp Site	17,833	16,186	10.2%	13,751	13,194	4.2%	4,082	2,992	36.4%
Bed & Breakfast	39,806	34,391	15.7%	30,491	27,607	10.4%	9,315	6,784	37.3%
Cruise Ship	113,306	109,593	3.4%	89,866	87,983	2.1%	23,440	21,609	8.5%
Friends or Relatives	156,534	142,243	10.0%	135,706	128,105	5.9%	20,828	14,138	47.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,276,169	2,178,847	4.5%	1,862,503	1,774,018	5.0%	413,665	404,829	2.2%
....Vacation	2,126,528	2,020,821	5.2%	1,756,879	1,663,378	5.6%	369,649	357,443	3.4%
....Honeymoon	152,897	163,060	-6.2%	109,503	116,262	-5.8%	43,394	46,798	-7.3%
....Get Married	29,468	32,083	-8.1%	23,415	27,589	-15.1%	6,053	4,493	34.7%
MC&I (Net)	148,109	130,119	13.8%	122,463	111,408	9.9%	25,646	18,711	37.1%
....Convention/Conf.	83,648	68,971	21.3%	68,383	59,446	15.0%	15,265	9,526	60.3%
....Corp. Meetings	29,699	31,653	-6.2%	26,636	28,594	-6.9%	3,063	3,059	0.1%
....Incentive	42,874	38,995	9.9%	34,197	32,064	6.7%	8,677	6,931	25.2%
Other Business	60,166	61,951	-2.9%	56,744	58,997	-3.8%	3,422	2,954	15.8%
Visit Friends/Relatives	138,787	133,495	4.0%	124,122	120,178	3.3%	14,666	13,317	10.1%
Government/Military	7,416	7,205	2.9%	6,298	6,652	-5.3%	1,118	553	102.2%
Attend School	5,027	5,861	-14.2%	3,086	4,989	-38.1%	1,941	872	122.6%
Sport Events	18,133	18,247	-0.6%	14,407	15,492	-7.0%	3,726	2,755	35.2%
Average Age	47	47	-0.2%	47	47	-0.2%	45	46	-0.7%

1/ Total Visitor Days represent days on Maui and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide.

**Table 59: Moloka'i Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	285,991	277,293	3.1%	255,188	250,596	1.8%	30,803	26,697	15.4%
Total Visitors	64,767	60,100	7.8%	49,843	47,737	4.4%	14,924	12,363	20.7%
<b>PARTY SIZE</b>									
One	12,380	11,742	5.4%	10,003	10,157	-1.5%	2,377	1,586	49.9%
Two	30,040	29,421	2.1%	23,621	22,751	3.8%	6,419	6,670	-3.8%
Three or more	22,347	18,937	18.0%	16,219	14,829	9.4%	6,128	4,107	49.2%
Avg Party Size	1.98	1.93	2.7%	1.93	1.89	1.9%	2.19	2.09	4.9%
<b>VISIT STATUS</b>									
First-Time	22,882	22,038	3.8%	15,627	15,982	-2.2%	7,255	6,057	19.8%
Repeat	41,885	38,061	10.0%	34,216	31,755	7.7%	7,669	6,306	21.6%
Average # of Trips	5.59	5.78	-3.2%	5.91	5.74	2.9%	4.53	5.90	-23.2%
<b>TRAVEL METHOD</b>									
Group Tour	5,289	4,795	10.3%	2,575	2,874	-10.4%	2,714	1,921	41.2%
Package	16,517	15,029	9.9%	9,720	9,986	-2.7%	6,797	5,043	34.8%
Group Tour & Pkg	3,788	3,095	22.4%	1,615	1,952	-17.3%	2,173	1,143	90.1%
True Independent	46,749	43,371	7.8%	39,163	36,830	6.3%	7,586	6,541	16.0%
<b>ISLANDS VISITED</b>									
O'ahu	38,100	36,332	4.9%	25,264	25,663	-1.6%	12,836	10,669	20.3%
Maui County	64,767	60,100	7.8%	49,843	47,737	4.4%	14,924	12,363	20.7%
...Maui	41,500	39,792	4.3%	30,792	30,449	1.1%	10,708	9,343	14.6%
...Moloka'i	64,767	60,100	7.8%	49,843	47,737	4.4%	14,924	12,363	20.7%
...Lāna'i	16,951	16,407	3.3%	11,338	12,575	-9.8%	5,613	3,832	46.5%
Kaua'i	19,452	20,823	-6.6%	13,206	14,294	-7.6%	6,246	6,529	-4.3%
Hawai'i Island	23,657	24,065	-1.7%	16,303	16,968	-3.9%	7,354	7,097	3.6%
...Hilo	17,700	18,888	-6.3%	11,572	13,062	-11.4%	6,128	5,826	5.2%
...Kona	21,236	21,448	-1.0%	14,017	15,253	-8.1%	7,219	6,194	16.5%
Moloka'i Only	7,726	6,666	15.9%	6,994	6,337	10.4%	732	329	122.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.85	5.62	-13.7%	4.74	4.89	-3.1%	5.07	7.37	-31.3%
Maui (days)	5.30	5.35	-0.9%	6.14	5.87	4.5%	2.90	3.65	-20.5%
Moloka'i (days)	4.42	4.61	-4.3%	5.12	5.25	-2.5%	2.06	2.16	-4.4%
Lāna'i (days)	1.46	1.82	-20.1%	1.65	1.87	-11.9%	1.06	1.66	-35.9%
Kaua'i (days)	3.15	3.45	-8.9%	3.91	3.99	-2.0%	1.53	2.27	-32.8%
Hawai'i Island (days)	4.40	4.88	-9.8%	5.17	5.50	-6.0%	2.69	3.39	-20.7%
...Hilo (days)	2.30	2.49	-7.6%	2.87	2.81	2.0%	1.22	1.76	-30.7%
...Kona (days)	2.99	3.28	-9.1%	3.65	3.71	-1.8%	1.70	2.23	-23.6%
Statewide (days)	13.60	15.20	-10.5%	14.42	15.27	-5.6%	10.87	14.94	-27.2%
<b>ACCOMMODATIONS 2/</b>									
Hotel	35,802	34,093	5.0%	24,565	24,557	0.0%	11,236	9,537	17.8%
...Hotel Only	22,231	19,294	15.2%	14,340	13,739	4.4%	7,891	5,555	42.1%
Condo	15,554	14,652	6.2%	12,921	12,303	5.0%	2,633	2,348	12.2%
...Condo Only	9,551	8,437	13.2%	7,893	7,304	8.1%	1,658	1,133	46.3%
Timeshare	5,678	5,668	0.2%	4,950	4,843	2.2%	728	826	-11.9%
...Timeshare Only	3,100	2,935	5.6%	2,729	2,747	-0.7%	371	188	97.3%
Rental House	7,987	7,102	12.5%	7,037	6,584	6.9%	950	518	83.4%
Hostel	1,588	1,414	12.3%	1,420	1,257	13.0%	168	157	6.8%
Camp Site	1,554	1,311	18.6%	1,442	1,148	25.6%	113	163	-30.8%
Bed & Breakfast	2,569	2,396	7.2%	2,330	1,979	17.7%	239	417	-42.7%
Cruise Ship	5,987	6,303	-5.0%	3,863	3,787	2.0%	2,124	2,516	-15.6%
Friends or Relatives	8,946	8,636	3.6%	8,260	7,769	6.3%	686	867	-20.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	52,789	49,678	6.3%	40,249	39,700	1.4%	12,540	9,978	25.7%
....Vacation	49,731	46,806	6.2%	37,992	37,308	1.8%	11,738	9,499	23.6%
....Honeymoon	3,336	3,302	1.0%	2,601	2,811	-7.5%	735	491	49.7%
....Get Married	870	859	1.3%	722	750	-3.7%	148	110	35.2%
MC&I (Net)	4,551	2,720	67.3%	3,379	2,240	50.8%	1,172	480	144.3%
....Convention/Conf.	2,981	1,570	89.8%	2,408	1,325	81.7%	573	245	133.7%
....Corp. Meetings	659	568	16.1%	638	535	19.2%	21	33	-35.5%
....Incentive	1,192	806	47.9%	612	604	1.3%	580	202	187.2%
Other Business	2,937	2,865	2.5%	2,882	2,700	6.7%	55	165	-66.5%
Visit Friends/Relatives	7,413	7,401	0.2%	6,834	6,461	5.8%	579	940	-38.4%
Government/Military	859	688	24.8%	825	545	51.5%	34	143	-76.5%
Attend School	465	440	5.6%	365	344	5.9%	100	96	4.2%
Sport Events	1,196	1,500	-20.3%	788	1,030	-23.6%	408	470	-13.1%
Average Age	50	50	-1.1%	49	49	0.1%	51	53	-4.7%

1/ Total Visitor Days represent days on Moloka'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Moloka'i but statewide.

**Table 60: Lāna'i Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	162,933	225,820	-27.8%	141,047	200,001	-29.5%	21,887	25,819	-15.2%
Total Visitors	58,390	68,150	-14.3%	44,334	54,852	-19.2%	14,057	13,298	5.7%
<b>PARTY SIZE</b>									
One	9,206	11,452	-19.6%	8,140	9,616	-15.3%	1,065	1,836	-42.0%
Two	27,842	34,544	-19.4%	20,840	27,201	-23.4%	7,003	7,342	-4.6%
Three or more	21,342	22,155	-3.7%	15,353	18,035	-14.9%	5,989	4,120	45.4%
Avg Party Size	2.07	1.99	4.0%	1.98	1.99	-0.1%	2.40	2.01	19.7%
<b>VISIT STATUS</b>									
First-Time	23,205	23,698	-2.1%	14,772	17,735	-16.7%	8,433	5,963	41.4%
Repeat	35,185	44,452	-20.8%	29,561	37,117	-20.4%	5,624	7,335	-23.3%
Average # of Trips	4.83	5.63	-14.3%	5.34	5.66	-5.8%	3.22	5.51	-41.5%
<b>TRAVEL METHOD</b>									
Group Tour	4,444	4,525	-1.8%	4,444	4,525	-1.8%	1,583	993	59.5%
Package	18,373	17,324	6.1%	18,373	17,324	6.1%	7,706	5,170	49.0%
Group Tour & Pkg	3,514	3,438	2.2%	3,514	3,438	2.2%	1,492	950	57.0%
True Independent	39,088	49,739	-21.4%	39,088	49,739	-21.4%	6,260	8,086	-22.6%
<b>ISLANDS VISITED</b>									
O'ahu	32,452	34,775	-6.7%	19,903	23,595	-15.6%	12,548	11,180	12.2%
Maui County	58,390	68,150	-14.3%	44,334	54,852	-19.2%	14,057	13,298	5.7%
...Maui	41,202	47,929	-14.0%	30,457	37,028	-17.7%	10,745	10,901	-1.4%
...Moloka'i	16,951	16,407	3.3%	11,338	12,575	-9.8%	5,613	3,832	46.5%
...Lāna'i	58,390	68,150	-14.3%	44,334	54,852	-19.2%	14,057	13,298	5.7%
Kaua'i	20,566	22,867	-10.1%	13,504	16,050	-15.9%	7,062	6,817	3.6%
Hawai'i Island	24,119	26,787	-10.0%	15,999	18,700	-14.4%	8,120	8,087	0.4%
...Hilo	18,089	20,264	-10.7%	10,848	13,408	-19.1%	7,241	6,855	5.6%
...Kona	22,109	24,046	-8.1%	14,346	16,944	-15.3%	7,763	7,102	9.3%
Lāna'i only	5,591	8,130	-31.2%	5,193	7,793	-33.4%	398	337	18.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.25	5.10	3.0%	4.61	4.48	2.8%	6.28	6.40	-2.0%
Maui (days)	5.48	6.11	-10.4%	6.40	6.49	-1.3%	2.85	4.84	-41.1%
Moloka'i (days)	1.56	1.64	-5.3%	1.79	1.80	-0.8%	1.08	1.12	-2.9%
Lāna'i (days)	2.79	3.31	-15.8%	3.18	3.65	-12.7%	1.56	1.94	-19.8%
Kaua'i (days)	2.74	3.10	-11.7%	3.45	3.72	-7.1%	1.38	1.65	-16.7%
Hawai'i Island (days)	3.95	4.15	-4.8%	4.57	4.68	-2.3%	2.74	2.93	-6.7%
...Hilo (days)	1.97	2.14	-8.2%	2.46	2.39	3.1%	1.23	1.67	-26.3%
...Kona (days)	2.70	2.82	-4.1%	3.23	3.27	-1.2%	1.72	1.73	-0.8%
Statewide (days)	12.62	13.28	-5.0%	12.81	13.05	-1.9%	12.04	14.24	-15.4%
<b>ACCOMMODATIONS 2/</b>									
Hotel	35,747	44,624	-19.9%	24,602	34,595	-28.9%	11,145	10,029	11.1%
...Hotel Only	25,328	31,244	-18.9%	17,094	24,924	-31.4%	8,234	6,319	30.3%
Condo	11,239	12,210	-7.9%	9,253	10,425	-11.2%	1,986	1,785	11.2%
...Condo Only	7,658	7,942	-3.6%	6,365	6,629	-4.0%	1,293	1,313	-1.5%
Timeshare	5,189	6,177	-16.0%	4,903	5,541	-11.5%	286	636	-55.0%
...Timeshare Only	3,297	3,963	-16.8%	3,158	3,519	-10.3%	139	443	-68.6%
Rental House	4,832	4,623	4.5%	4,357	4,231	3.0%	475	392	21.3%
Hostel	1,173	1,014	15.6%	1,030	959	7.5%	142	56	156.3%
Camp Site	1,158	1,127	2.8%	1,104	1,006	9.7%	55	121	-55.1%
Bed & Breakfast	1,666	1,572	6.0%	1,548	1,413	9.5%	118	159	-25.8%
Cruise Ship	6,428	7,485	-14.1%	4,058	4,225	-4.0%	2,369	3,259	-27.3%
Friends or Relatives	6,068	6,872	-11.7%	5,405	6,054	-10.7%	663	818	-18.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	48,092	57,512	-16.4%	36,226	46,206	-21.6%	11,866	11,306	5.0%
....Vacation	45,007	53,447	-15.8%	33,897	42,913	-21.0%	11,110	10,534	5.5%
....Honeymoon	3,328	4,389	-24.2%	2,623	3,588	-26.9%	705	801	-12.0%
...Get Married	784	1,162	-32.5%	733	1,009	-27.4%	51	153	-66.3%
MC&I (Net)	4,588	4,439	3.4%	4,089	3,896	4.9%	500	543	-7.9%
....Convention/Conf.	2,662	1,733	53.6%	2,422	1,507	60.7%	240	226	6.4%
....Corp. Meetings	835	1,036	-19.4%	826	980	-15.7%	8	56	-85.0%
....Incentive	1,503	2,032	-26.0%	1,236	1,768	-30.1%	267	264	1.0%
Other Business	2,555	3,617	-29.4%	2,496	3,198	-22.0%	59	419	-85.9%
Visit Friends/Relatives	5,997	5,711	5.0%	4,421	5,014	-11.8%	1,575	696	126.3%
Government/Military	709	588	20.7%	700	472	48.4%	9	116	-92.2%
Attend School	381	382	-0.2%	360	348	3.5%	21	34	-38.5%
Sport Events	613	738	-16.9%	432	583	-25.9%	181	155	17.1%
Average Age	49	49	-0.3%	49	48	0.6%	49	50	-3.1%

1/ Total Visitor Days represent days on Lāna'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lāna'i but statewide.

**Table 61: Kaua'i Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	8,954,641	8,620,328	3.9%	8,183,081	7,929,766	3.2%	771,560	690,562	11.7%
Total Visitors	1,173,752	1,119,973	4.8%	1,028,294	988,312	4.0%	145,458	131,661	10.5%
<b>PARTY SIZE</b>									
One	152,498	144,683	5.4%	139,015	133,455	4.2%	13,483	11,228	20.1%
Two	570,765	557,367	2.4%	500,450	487,521	2.7%	70,315	69,847	0.7%
Three or more	450,488	417,923	7.8%	388,829	367,337	5.9%	61,660	50,586	21.9%
Avg Party Size	2.14	2.12	0.6%	2.12	2.11	0.4%	2.31	2.26	2.2%
<b>VISIT STATUS</b>									
First-Time	349,889	341,733	2.4%	288,650	286,730	0.7%	61,239	55,003	11.3%
Repeat	823,863	778,239	5.9%	739,644	701,582	5.4%	84,219	76,658	9.9%
Average # of Trips	5.36	5.27	1.7%	5.59	5.48	2.0%	3.72	3.67	1.3%
<b>TRAVEL METHOD</b>									
Group Tour	54,928	47,841	14.8%	36,760	35,562	3.4%	18,169	12,279	48.0%
Package	249,410	245,968	1.4%	199,368	199,091	0.1%	50,042	46,876	6.8%
Group Tour & Pkg	39,644	35,172	12.7%	25,364	25,010	1.4%	14,281	10,161	40.5%
True Independent	909,058	861,336	5.5%	817,530	778,669	5.0%	91,527	82,667	10.7%
<b>ISLANDS VISITED</b>									
O'ahu	399,063	391,261	2.0%	296,760	299,401	-0.9%	102,302	91,861	11.4%
Maui County	312,060	302,778	3.1%	248,339	243,596	1.9%	63,721	59,182	7.7%
...Maui	305,784	296,840	3.0%	243,078	238,592	1.9%	62,707	58,247	7.7%
...Moloka'i	19,452	20,823	-6.6%	13,206	14,294	-7.6%	6,246	6,529	-4.3%
...Lāna'i	20,566	22,867	-10.1%	13,504	16,050	-15.9%	7,062	6,817	3.6%
Kaua'i	1,173,752	1,119,973	4.8%	1,028,294	988,312	4.0%	145,458	131,661	10.5%
Hawai'i Island	239,630	237,301	1.0%	185,631	184,825	0.4%	53,999	52,476	2.9%
...Hilo	161,533	156,880	3.0%	119,516	118,688	0.7%	42,017	38,192	10.0%
...Kona	208,591	209,119	-0.3%	160,683	161,241	-0.3%	47,908	47,878	0.1%
Kaua'i only	629,600	589,596	6.8%	597,943	561,488	6.5%	31,657	28,108	12.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.15	4.23	-1.8%	3.53	3.58	-1.4%	5.97	6.37	-6.2%
Maui (days)	5.08	5.15	-1.2%	5.54	5.50	0.8%	3.32	3.71	-10.6%
Moloka'i (days)	1.97	2.19	-10.0%	2.35	2.51	-6.2%	1.16	1.49	-22.2%
Lāna'i (days)	1.58	1.79	-11.7%	1.84	2.04	-9.7%	1.08	1.21	-10.3%
Kaua'i (days)	7.63	7.70	-0.9%	7.96	8.02	-0.8%	5.30	5.24	1.1%
Hawai'i Island (days)	4.24	4.38	-3.0%	4.61	4.68	-1.7%	3.00	3.29	-8.7%
...Hilo (days)	2.09	2.14	-2.3%	2.31	2.36	-2.0%	1.45	1.45	0.3%
...Kona (days)	3.26	3.36	-3.1%	3.60	3.63	-0.9%	2.11	2.45	-13.9%
Statewide (days)	11.29	11.54	-2.2%	11.17	11.38	-1.8%	12.15	12.78	-4.9%
<b>ACCOMMODATIONS 2/</b>									
Hotel	591,204	567,613	4.2%	495,261	480,559	3.1%	95,943	87,054	10.2%
...Hotel Only	378,692	357,627	5.9%	320,189	306,461	4.5%	58,503	51,166	14.3%
Condo	257,132	252,300	1.9%	227,404	223,665	1.7%	29,728	28,635	3.8%
...Condo Only	174,367	170,339	2.4%	158,838	153,393	3.5%	15,528	16,946	-8.4%
Timeshare	217,446	215,520	0.9%	201,535	199,385	1.1%	15,911	16,134	-1.4%
...Timeshare Only	159,802	156,789	1.9%	149,387	146,309	2.1%	10,415	10,481	-0.6%
Rental House	154,549	141,439	9.3%	139,207	127,823	8.9%	15,342	13,616	12.7%
Hostel	11,612	10,758	7.9%	8,559	8,861	-3.4%	3,053	1,897	60.9%
Camp Site	17,525	15,336	14.3%	13,573	12,916	5.1%	3,952	2,420	63.3%
Bed & Breakfast	23,453	20,633	13.7%	19,100	18,808	1.6%	4,353	1,825	138.6%
Cruise Ship	101,082	98,105	3.0%	79,293	78,244	1.3%	21,789	19,862	9.7%
Friends or Relatives	81,048	76,743	5.6%	73,972	70,668	4.7%	7,076	6,075	16.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,059,411	1,018,146	4.1%	930,287	898,298	3.6%	129,124	119,848	7.7%
....Vacation	996,171	949,592	4.9%	874,636	838,140	4.4%	121,535	111,453	9.0%
....Honeymoon	66,651	73,410	-9.2%	58,949	65,114	-9.5%	7,702	8,296	-7.2%
....Get Married	12,785	15,672	-18.4%	11,453	14,439	-20.7%	1,332	1,232	8.1%
MC&I (Net)	52,687	44,247	19.1%	45,810	40,082	14.3%	6,877	4,165	65.1%
....Convention/Conf.	30,655	26,996	13.6%	27,242	24,899	9.4%	3,413	2,097	62.8%
....Corp. Meetings	9,891	9,596	3.1%	9,560	9,051	5.6%	331	544	-39.2%
....Incentive	14,628	10,353	41.3%	11,306	8,661	30.5%	3,322	1,691	96.4%
Other Business	27,505	30,973	-11.2%	25,880	29,920	-13.5%	1,625	1,053	54.3%
Visit Friends/Relatives	76,633	74,232	3.2%	69,832	67,646	3.2%	6,801	6,586	3.3%
Government/Military	6,852	7,091	-3.4%	5,496	6,639	-17.2%	1,356	452	199.9%
Attend School	2,162	3,305	-34.6%	1,714	2,973	-42.4%	448	332	34.8%
Sport Events	5,090	7,099	-28.3%	3,881	5,722	-32.2%	1,209	1,377	-12.2%
Average Age	48	49	-0.7%	48	48	-0.2%	49	51	-3.7%

1/ Total Visitor Days represent days on Kaua'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Kaua'i but statewide.

**Table 62: Hawai'i Island Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	11,463,840	11,012,703	4.1%	9,779,912	9,288,508	5.3%	1,683,928	1,724,195	-2.3%
Total Visitors	1,514,973	1,454,684	4.1%	1,154,201	1,084,443	6.4%	360,772	370,241	-2.6%
<b>PARTY SIZE</b>									
One	221,833	212,296	4.5%	193,415	186,361	3.8%	28,418	25,935	9.6%
Two	672,651	667,796	0.7%	512,863	493,711	3.9%	159,788	174,085	-8.2%
Three or more	620,490	574,592	8.0%	447,923	404,370	10.8%	172,567	170,222	1.4%
Avg Party Size	2.13	2.12	0.8%	2.05	2.03	1.3%	2.43	2.42	0.4%
<b>VISIT STATUS</b>									
First-Time	531,987	521,304	2.0%	361,665	346,935	4.2%	170,322	174,369	-2.3%
Repeat	982,986	933,380	5.3%	792,536	737,507	7.5%	190,450	195,872	-2.8%
Average # of Trips	5.11	5.00	2.1%	5.62	5.55	1.2%	3.46	3.38	2.2%
<b>TRAVEL METHOD</b>									
Group Tour	114,527	110,693	3.5%	53,288	53,733	-0.8%	61,239	56,961	7.5%
Package	400,622	415,853	-3.7%	238,674	229,919	3.8%	161,949	185,934	-12.9%
Group Tour & Pkg	86,165	85,600	0.7%	35,286	36,429	-3.1%	50,879	49,171	3.5%
True Independent	1,085,989	1,013,738	7.1%	897,526	837,221	7.2%	188,463	176,518	6.8%
<b>ISLANDS VISITED</b>									
O'ahu	643,209	650,977	-1.2%	367,711	368,618	-0.2%	275,498	282,359	-2.4%
Maui County	361,053	354,063	2.0%	269,088	263,666	2.1%	91,965	90,397	1.7%
...Maui	353,293	346,296	2.0%	262,378	257,248	2.0%	90,915	89,048	2.1%
...Moloka'i	23,657	24,065	-1.7%	16,303	16,968	-3.9%	7,354	7,097	3.6%
...Lāna'i	24,119	26,787	-10.0%	15,999	18,700	-14.4%	8,120	8,087	0.4%
Kaua'i	239,630	237,301	1.0%	185,631	184,825	0.4%	53,999	52,476	2.9%
Hawai'i Island	1,514,973	1,454,684	4.1%	1,154,201	1,084,443	6.4%	360,772	370,241	-2.6%
...Hilo	551,764	534,900	3.2%	389,408	373,932	4.1%	162,356	160,968	0.9%
...Kona	1,288,021	1,222,971	5.3%	1,003,389	939,176	6.8%	284,632	283,795	0.3%
Hawai'i Island only	729,540	667,639	9.3%	657,780	594,707	10.6%	71,760	72,932	-1.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.33	4.37	-0.9%	3.59	3.65	-1.7%	5.31	5.30	0.2%
Maui (days)	4.84	4.84	0.0%	5.42	5.38	0.7%	3.17	3.28	-3.4%
Moloka'i (days)	2.11	2.07	1.9%	2.48	2.42	2.5%	1.29	1.23	4.6%
Lāna'i (days)	1.74	1.99	-12.3%	2.03	2.17	-6.4%	1.18	1.56	-24.6%
Kaua'i (days)	3.63	3.64	-0.2%	3.86	3.92	-1.5%	2.82	2.63	7.2%
Hawai'i Island (days)	7.57	7.57	0.0%	8.47	8.57	-1.1%	4.67	4.66	0.2%
...Hilo (days)	4.09	4.14	-1.3%	4.86	4.98	-2.3%	2.24	2.20	1.8%
...Kona (days)	7.15	7.19	-0.6%	7.86	7.91	-0.6%	4.64	4.83	-3.9%
Statewide (days)	11.17	11.34	-1.5%	11.53	11.83	-2.5%	10.00	9.92	0.8%
<b>ACCOMMODATIONS 2/</b>									
Hotel	898,783	887,599	1.3%	630,402	599,065	5.2%	268,381	288,534	-7.0%
...Hotel Only	638,335	632,507	0.9%	432,003	403,489	7.1%	206,333	229,018	-9.9%
Condo	275,117	268,947	2.3%	210,714	206,315	2.1%	64,403	62,632	2.8%
...Condo Only	176,547	167,528	5.4%	140,161	133,439	5.0%	36,386	34,089	6.7%
Timeshare	157,892	150,642	4.8%	130,876	127,592	2.6%	27,016	23,050	17.2%
...Timeshare Only	108,918	102,303	6.5%	90,862	86,519	5.0%	18,057	15,784	14.4%
Rental House	179,083	155,839	14.9%	154,272	136,612	12.9%	24,811	19,227	29.0%
Hostel	18,244	16,574	10.1%	12,244	12,910	-5.2%	6,000	3,664	63.8%
Camp Site	16,827	16,142	4.2%	13,493	13,516	-0.2%	3,333	2,626	26.9%
Bed & Breakfast	47,541	45,273	5.0%	36,276	35,958	0.9%	11,265	9,315	20.9%
Cruise Ship	107,864	103,482	4.2%	85,053	82,642	2.9%	22,811	20,840	9.5%
Friends or Relatives	155,565	142,273	9.3%	138,025	128,010	7.8%	17,540	14,263	23.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,304,253	1,249,059	4.4%	982,425	919,066	6.9%	321,828	329,993	-2.5%
....Vacation	1,231,791	1,164,665	5.8%	941,655	876,533	7.4%	290,136	288,132	0.7%
....Honeymoon	77,313	89,223	-13.3%	44,917	47,663	-5.8%	32,396	41,560	-22.1%
....Get Married	14,823	17,394	-14.8%	10,172	11,506	-11.6%	4,651	5,888	-21.0%
MC&I (Net)	90,971	94,544	-3.8%	68,484	74,043	-7.5%	22,487	20,500	9.7%
....Convention/Conf.	53,751	56,236	-4.4%	42,305	45,917	-7.9%	11,446	10,319	10.9%
....Corp. Meetings	15,511	18,007	-13.9%	14,035	15,522	-9.6%	1,476	2,485	-40.6%
....Incentive	25,448	24,718	3.0%	15,299	16,739	-8.6%	10,149	7,979	27.2%
Other Business	48,125	49,670	-3.1%	44,769	46,060	-2.8%	3,356	3,611	-7.0%
Visit Friends/Relatives	135,541	123,956	9.3%	120,380	111,584	7.9%	15,161	12,372	22.5%
Government/Military	6,504	6,121	6.3%	5,846	5,932	-1.4%	658	189	247.3%
Attend School	5,809	6,476	-10.3%	4,177	5,712	-26.9%	1,632	764	113.7%
Sport Events	20,774	22,021	-5.7%	16,206	17,440	-7.1%	4,568	4,581	-0.3%
Average Age	48	48	0.0%	48	48	-0.4%	47	46	0.9%

1/ Total Visitor Days represent days on Hawai'i Island and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on the Hawai'i Island but statewide.

**Table 63: Hilo Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	2,256,113	2,214,946	1.9%	1,892,997	1,861,246	1.7%	363,116	353,700	2.7%
Total Visitors	551,764	534,900	3.2%	389,408	373,932	4.1%	162,356	160,968	0.9%
<b>PARTY SIZE</b>									
One	85,819	82,860	3.6%	72,627	71,627	1.4%	13,191	11,233	17.4%
Two	252,346	250,258	0.8%	179,520	175,156	2.5%	72,826	75,102	-3.0%
Three or more	213,599	201,781	5.9%	137,261	127,149	8.0%	76,338	74,632	2.3%
Avg Party Size	2.09	2.08	0.3%	1.98	1.96	1.1%	2.42	2.45	-1.4%
<b>VISIT STATUS</b>									
First-Time	245,140	242,713	1.0%	157,878	156,895	0.6%	87,262	85,818	1.7%
Repeat	306,624	292,187	4.9%	231,530	217,037	6.7%	75,094	75,150	-0.1%
Average # of Trips	4.05	4.01	0.8%	4.48	4.36	2.7%	3.00	3.20	-6.2%
<b>TRAVEL METHOD</b>									
Group Tour	55,307	57,059	-3.1%	25,759	25,614	0.6%	29,548	31,445	-6.0%
Package	165,304	176,773	-6.5%	91,805	89,358	2.7%	73,499	87,415	-15.9%
Group Tour & Pkg	41,719	45,953	-9.2%	17,576	17,903	-1.8%	24,143	28,051	-13.9%
True Independent	372,872	347,021	7.4%	289,420	276,863	4.5%	83,452	70,159	18.9%
<b>ISLANDS VISITED</b>									
O'ahu	337,646	337,742	0.0%	195,137	195,989	-0.4%	142,509	141,754	0.5%
Maui County	215,178	206,173	4.4%	152,071	148,835	2.2%	63,107	57,337	10.1%
...Maui	211,890	202,542	4.6%	149,267	146,185	2.1%	62,623	56,356	11.1%
...Moloka'i	17,700	18,888	-6.3%	11,572	13,062	-11.4%	6,128	5,826	5.2%
...Lāna'i	18,089	20,264	-10.7%	10,848	13,408	-19.1%	7,241	6,855	5.6%
Kaua'i	161,533	156,880	3.0%	119,516	118,688	0.7%	42,017	38,192	10.0%
Hawai'i Island	551,764	534,900	3.2%	389,408	373,932	4.1%	162,356	160,968	0.9%
...Hilo	551,764	534,900	3.2%	389,408	373,932	4.1%	162,356	160,968	0.9%
...Kona	324,812	303,186	7.1%	238,596	228,665	4.3%	86,216	74,521	15.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.52	4.51	0.2%	3.56	3.65	-2.5%	5.85	5.72	2.3%
Maui (days)	4.30	4.28	0.6%	5.00	4.93	1.3%	2.65	2.59	2.3%
Moloka'i (days)	1.74	1.75	-0.4%	2.05	2.03	1.1%	1.15	1.11	3.2%
Lāna'i (days)	1.49	1.75	-14.4%	1.75	1.88	-6.5%	1.10	1.49	-25.9%
Kaua'i (days)	2.99	2.92	2.6%	3.12	3.17	-1.6%	2.62	2.12	23.6%
Hawai'i Island (days)	6.54	6.53	0.2%	7.72	7.81	-1.2%	3.73	3.54	5.3%
...Hilo (days)	4.09	4.14	-1.3%	4.86	4.98	-2.3%	2.24	2.20	1.8%
...Kona (days)	4.17	4.21	-1.0%	4.66	4.64	0.5%	2.81	2.91	-3.2%
Statewide (days)	11.94	11.98	-0.3%	12.48	12.80	-2.5%	10.65	10.09	5.6%
<b>ACCOMMODATIONS 2/</b>									
Hotel	351,849	353,033	-0.3%	226,038	220,051	2.7%	125,810	132,982	-5.4%
...Hotel Only	195,582	203,475	-3.9%	109,509	105,815	3.5%	86,073	97,660	-11.9%
Condo	72,387	71,574	1.1%	50,521	51,050	-1.0%	21,866	20,523	6.5%
...Condo Only	33,021	31,856	3.7%	23,007	22,520	2.2%	10,013	9,336	7.3%
Timeshare	34,025	31,470	8.1%	26,003	25,875	0.5%	8,023	5,595	43.4%
...Timeshare Only	19,488	16,521	18.0%	14,110	13,853	1.9%	5,378	2,668	101.6%
Rental House	75,319	64,709	16.4%	61,439	56,114	9.5%	13,880	8,595	61.5%
Hostel	11,863	30,101	-60.6%	7,380	23,504	-68.6%	4,483	6,597	-32.0%
Camp Site	10,081	96,233	-89.5%	7,949	76,107	-89.6%	2,132	20,126	-89.4%
Bed & Breakfast	32,054	64,122	-50.0%	23,382	56,308	-58.5%	8,672	7,814	11.0%
Cruise Ship	99,942	96,233	3.9%	78,936	76,107	3.7%	21,006	20,126	4.4%
Friends or Relatives	70,191	64,122	9.5%	60,169	56,308	6.9%	10,021	7,814	28.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	471,632	457,291	3.1%	327,563	316,002	3.7%	144,070	141,288	2.0%
....Vacation	446,178	425,392	4.9%	312,521	299,741	4.3%	133,657	125,650	6.4%
....Honeymoon	28,011	33,944	-17.5%	17,499	18,758	-6.7%	10,512	15,186	-30.8%
...Get Married	4,701	6,281	-25.2%	3,316	3,977	-16.6%	1,385	2,304	-39.9%
MC&I (Net)	25,470	23,532	8.2%	16,570	16,065	3.1%	8,900	7,468	19.2%
....Convention/Conf.	15,730	14,418	9.1%	11,196	10,902	2.7%	4,534	3,517	28.9%
....Corp. Meetings	3,524	3,790	-7.0%	3,063	3,045	0.6%	461	746	-38.1%
....Incentive	7,096	6,426	10.4%	3,160	3,090	2.3%	3,935	3,336	17.9%
Other Business	18,700	19,910	-6.1%	16,996	17,835	-4.7%	1,705	2,075	-17.9%
Visit Friends/Relatives	62,462	57,340	8.9%	53,426	50,322	6.2%	9,036	7,019	28.7%
Government/Military	3,324	3,247	2.4%	3,107	3,104	0.1%	217	143	51.7%
Attend School	3,101	2,761	12.3%	2,036	2,413	-15.6%	1,065	348	205.9%
Sport Events	4,437	5,722	-22.5%	2,942	3,761	-21.8%	1,495	1,960	-23.7%
Average Age	48	48	0.5%	48	49	-0.2%	48	47	1.7%

1/ Total Visitor Days represent days in Hilo and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Hilo but statewide.

**Table 64: Kona Visitor Characteristics (Arrivals by Air)  
2015 vs. 2014R**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2015	2014R	% Change	2015	2014R	% Change	2015	2014R	% Change
Total Visitor Days 1/	9,207,726	8,797,757	4.7%	7,886,915	7,427,262	6.2%	1,320,812	1,370,495	-3.6%
Total Visitors	1,288,021	1,222,971	5.3%	1,003,389	939,176	6.8%	284,632	283,795	0.3%
<b>PARTY SIZE</b>									
One	179,215	171,163	4.7%	157,389	151,282	4.0%	21,825	19,882	9.8%
Two	578,778	569,633	1.6%	449,954	432,429	4.1%	128,824	137,205	-6.1%
Three or more	530,028	482,174	9.9%	396,046	355,465	11.4%	133,982	126,709	5.7%
Avg Party Size	2.15	2.13	1.1%	2.08	2.06	1.2%	2.41	2.39	1.2%
<b>VISIT STATUS</b>									
First-Time	435,517	420,423	3.6%	304,815	290,552	4.9%	130,702	129,871	0.6%
Repeat	852,504	802,547	6.2%	698,575	648,623	7.7%	153,929	153,924	0.0%
Average # of Trips	5.24	5.13	2.1%	5.70	5.63	1.1%	3.62	3.46	4.7%
<b>TRAVEL METHOD</b>									
Group Tour	87,520	80,224	9.1%	45,538	46,182	-1.4%	41,982	34,041	23.3%
Package	332,068	331,901	0.1%	210,719	202,262	4.2%	121,349	129,639	-6.4%
Group Tour & Pkg	64,780	59,833	8.3%	30,211	31,415	-3.8%	34,570	28,418	21.6%
True Independent	933,214	870,678	7.2%	777,343	722,146	7.6%	155,870	148,532	4.9%
<b>ISLANDS VISITED</b>									
O'ahu	501,717	499,871	0.4%	294,285	295,580	-0.4%	207,433	204,291	1.5%
Maui County	303,470	297,684	1.9%	226,900	223,808	1.4%	76,570	73,876	3.6%
...Maui	297,134	291,706	1.9%	221,451	218,496	1.4%	75,683	73,211	3.4%
...Moloka'i	21,236	21,448	-1.0%	14,017	15,253	-8.1%	7,219	6,194	16.5%
...Lāna'i	22,109	24,046	-8.1%	14,346	16,944	-15.3%	7,763	7,102	9.3%
Kaua'i	208,591	209,119	-0.3%	160,683	161,241	-0.3%	47,908	47,878	0.1%
Hawai'i Island	1,288,021	1,222,971	5.3%	1,003,389	939,176	6.8%	284,632	283,795	0.3%
...Hilo	324,812	303,186	7.1%	238,596	228,665	4.3%	86,216	74,521	15.7%
...Kona	1,288,021	1,222,971	5.3%	1,003,389	939,176	6.8%	284,632	283,795	0.3%
<b>LENGTH OF STAY</b>				<b>3.42</b>	<b>0.00</b>		<b>5.19</b>	<b>0.00</b>	
O'ahu (days)	4.16	4.27	-2.7%	3.42	3.53	-3.0%	5.19	5.34	-2.7%
Maui (days)	4.80	4.81	-0.3%	5.33	5.28	1.1%	3.23	3.42	-5.7%
Moloka'i (days)	2.03	2.02	0.4%	2.42	2.33	3.7%	1.26	1.24	1.6%
Lāna'i (days)	1.70	1.91	-10.9%	1.99	2.17	-8.3%	1.17	1.29	-9.3%
Kaua'i (days)	3.50	3.51	-0.1%	3.71	3.77	-1.6%	2.82	2.62	7.7%
Hawai'i Island (days)	7.80	7.86	-0.8%	8.54	8.61	-0.9%	5.21	5.36	-3.0%
...Hilo (days)	2.59	2.69	-3.9%	2.85	2.90	-2.0%	1.87	2.04	-8.4%
...Kona (days)	7.15	7.19	-0.6%	7.86	7.91	-0.6%	4.64	4.83	-3.9%
Statewide (days)	11.16	11.43	-2.4%	11.37	11.68	-2.6%	10.39	10.59	-1.9%
<b>ACCOMMODATIONS 2/</b>									
Hotel	754,515	731,155	3.2%	548,582	518,120	5.9%	205,933	213,035	-3.3%
...Hotel Only	527,403	508,854	3.6%	375,959	348,404	7.9%	151,444	160,450	-5.6%
Condo	250,971	245,251	2.3%	194,832	189,989	2.5%	56,139	55,262	1.6%
...Condo Only	163,351	155,567	5.0%	132,374	125,643	5.4%	30,977	29,925	3.5%
Timeshare	146,825	139,723	5.1%	122,298	118,951	2.8%	24,528	20,772	18.1%
...Timeshare Only	102,455	96,447	6.2%	86,093	81,877	5.1%	16,362	14,570	12.3%
Rental House	150,350	130,757	15.0%	129,111	113,294	14.0%	21,239	17,463	21.6%
Hostel	13,786	35,722	-61.4%	9,099	28,713	-68.3%	4,687	7,009	-33.1%
Camp Site	13,419	98,440	-86.4%	10,562	77,782	-86.4%	2,857	20,658	-86.2%
Bed & Breakfast	37,683	107,491	-64.9%	28,762	97,012	-70.4%	8,922	10,479	-14.9%
Cruise Ship	101,516	98,440	3.1%	79,378	77,782	2.1%	22,138	20,658	7.2%
Friends or Relatives	117,788	107,491	9.6%	104,885	97,012	8.1%	12,903	10,479	23.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,124,615	1,064,727	5.6%	868,963	808,472	7.5%	255,652	256,255	-0.2%
....Vacation	1,063,460	997,231	6.6%	833,389	771,943	8.0%	230,072	225,289	2.1%
....Honeymoon	65,195	72,113	-9.6%	38,894	41,079	-5.3%	26,300	31,035	-15.3%
...Get Married	12,733	14,156	-10.1%	8,999	9,939	-9.5%	3,733	4,217	-11.5%
MC&I (Net)	77,965	81,482	-4.3%	60,823	66,438	-8.5%	17,142	15,044	13.9%
....Convention/Conf.	46,475	48,529	-4.2%	37,126	40,761	-8.9%	9,349	7,768	20.4%
....Corp. Meetings	13,561	15,927	-14.9%	12,465	13,916	-10.4%	1,097	2,010	-45.4%
....Incentive	21,310	20,852	2.2%	14,035	15,423	-9.0%	7,275	5,429	34.0%
Other Business	37,856	38,877	-2.6%	35,411	36,593	-3.2%	2,445	2,285	7.0%
Visit Friends/Relatives	103,630	94,758	9.4%	91,411	84,612	8.0%	12,220	10,146	20.4%
Government/Military	4,429	4,216	5.0%	3,819	4,090	-6.6%	609	126	382.9%
Attend School	4,256	5,011	-15.1%	2,991	4,414	-32.3%	1,266	597	112.1%
Sport Events	18,275	18,993	-3.8%	14,619	15,501	-5.7%	3,655	3,492	4.7%
Average Age	48	48	-0.3%	48	49	-0.5%	47	47	0.5%

1/ Total Visitor Days represent days in Kona and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Kona but statewide.

**Table 65: Visitor Days by Island and MMA (Arrivals by Air)  
2015**

2015	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA					
<b>TOTAL</b>	11,109,298	7,692,841	7,897,469	1,880,866	274,499	140,438	226,178	58,997	114,047	814,159	2,622,905	484,592	3,107,497					
Oahu	10,558,226	5,309,418	211,239	2,894,478	131,834	52,408	170,237	44,559	78,989	478,028	271,985	64,340	336,324					
Maui	145,901	80,125	3,628	23,259	2,305	1,151	3,952	458	1,534	9,400	4,844	2,015	6,859					
Molokai	75,974	50,625	2,480	11,234	955	405	1,436	330	946	4,072	5,662	1,141	6,804					
Lānaʻi	5,093,325	2,435,464	64,904	670,655	48,529	23,568	89,709	12,383	37,610	211,798	104,108	16,852	120,961					
Kauaʻi	5,578,963	3,011,935	505,895	1,040,271	97,808	58,388	147,345	16,612	59,546	379,699	192,536	39,284	231,820					
Hawaii Island	959,456	710,377	87,546	132,008	24,785	20,839	44,597	3,925	20,045	114,191	57,114	10,462	67,577					
...Hilo	4,619,507	2,301,558	418,348	908,263	73,023	37,549	102,749	12,686	39,501	265,508	135,422	28,822	164,244					
...Kona	32,561,688	18,580,408	8,685,616	6,520,761	555,929	276,358	638,858	133,338	292,673	1,897,157	3,202,041	608,224	3,810,265					
<b>DOMESTIC</b>	10,724,008	7,190,225	53,063	560,861	216,160	73,572	185,030	51,331	93,941	620,035	353,221	68,486	421,707					
Oahu	10,400,143	5,210,696	7,353	738,182	113,736	38,895	158,335	40,314	71,421	422,702	44,093	13,680	57,773					
Maui	145,030	78,555	225	9,126	1,931	1,151	3,809	458	1,534	8,883	642	149	791					
Molokai	75,291	50,043	198	4,147	898	405	1,355	303	946	3,907	394	112	506					
Lānaʻi	5,036,815	2,371,337	3,572	284,204	44,662	16,485	80,842	11,024	34,334	187,347	13,967	6,126	20,093					
Kauaʻi	5,521,567	2,935,622	7,501	469,894	85,469	42,792	131,997	14,987	53,308	328,553	24,075	7,342	31,417					
Hawaii Island	941,917	670,051	2,935	64,223	19,819	14,050	39,913	3,498	16,438	93,719	6,603	1,513	8,115					
...Hilo	4,579,650	2,265,571	4,566	405,671	65,650	28,741	92,084	11,489	36,869	234,834	17,472	5,829	23,301					
...Kona	31,902,853	17,836,477	71,912	2,066,414	462,856	173,301	561,367	118,416	255,485	1,571,426	436,392	95,895	532,288					
<b>INTERNATIONAL</b>	385,290	502,615	7,844,406	1,320,004	58,339	66,866	41,148	7,666	20,105	194,124	2,269,685	416,106	2,685,790					
Oahu	158,084	98,723	203,886	2,156,296	18,098	13,513	11,902	4,245	7,568	55,326	227,892	50,659	278,551					
Maui	871	1,570	3,403	14,132	374	0	143	0	0	517	4,202	1,865	6,067					
Molokai	683	583	2,282	7,087	57	0	81	27	0	165	5,268	1,030	6,297					
Lānaʻi	56,510	64,127	61,332	386,450	3,867	7,082	8,867	1,359	3,276	24,451	90,141	10,727	100,868					
Kauaʻi	57,397	76,313	498,394	570,377	12,339	15,596	15,349	1,625	6,238	51,147	168,461	31,942	200,404					
Hawaii Island	17,540	40,326	84,611	67,785	4,965	6,789	4,684	428	3,607	20,472	50,512	8,950	59,461					
...Hilo	39,857	35,987	413,782	602,592	7,373	8,807	10,665	1,197	2,631	30,674	117,950	22,993	140,943					
...Kona	658,835	743,930	8,613,704	4,454,347	93,073	103,057	77,490	14,922	37,188	325,730	2,765,648	512,329	3,277,977					
STATE																		



**Table 65: Visitor Days by Island and MMA (Arrivals by Air) continued**  
2015

2015	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
<b>TOTAL</b>																
Oahu	840,281	20,745	1,144,338	23,248	103,701	2,132,312	27,827	92,867	46,695	167,389	1,618,673	36,420,503				
Maui	91,882	6,883	114,357	8,111	14,770	236,004	25,178	34,160	24,251	83,590	690,865	20,798,172				
Molokai	3,573	262	621	121	138	4,715	770	670	292	1,731	10,373	285,991				
Lānaʻi	2,581	307	1,196	56	31	4,171	174	336	412	922	6,651	162,933				
Kauaʻi	17,544	5,001	17,757	4,708	3,165	48,176	3,333	10,694	6,083	20,110	289,249	8,954,641				
Hawaiʻi Island	135,413	6,620	66,956	4,611	17,647	231,246	5,980	23,832	19,079	48,892	435,119	11,463,840				
...Hilo	39,767	1,711	16,396	1,398	6,281	65,553	1,601	4,831	4,156	10,589	108,817	2,256,113				
...Kona	95,646	4,909	50,559	3,213	11,366	165,693	4,379	19,001	14,923	38,303	326,302	9,207,726				
STATE	1,091,274	39,817	1,345,225	40,855	139,453	2,656,624	63,261	162,560	96,812	322,634	3,050,930	78,086,081				
<b>DOMESTIC</b>																
Oahu	225,949	11,536	49,946	6,553	9,741	303,725	25,111	88,317	43,815	157,243	1,007,162	21,038,028				
Maui	28,981	4,933	7,505	3,220	2,020	46,660	24,633	33,271	23,730	81,633	587,237	17,552,378				
Molokai	904	203	50	29	14	1,199	770	670	292	1,731	9,647	255,188				
Lānaʻi	827	47	140	17	31	1,062	174	336	151	661	5,232	141,047				
Kauaʻi	7,242	3,797	3,972	1,097	567	16,676	3,333	9,482	5,902	18,717	244,320	8,183,081				
Hawaiʻi Island	31,614	4,233	7,778	2,408	1,805	47,838	5,632	23,671	18,037	47,339	390,182	9,779,912				
...Hilo	10,610	1,004	1,391	605	546	14,156	1,427	4,831	3,635	9,894	87,987	1,892,997				
...Kona	21,004	3,228	6,387	1,803	1,259	33,682	4,205	18,839	14,402	37,446	302,194	7,886,915				
STATE	295,517	24,749	69,392	13,324	14,179	417,161	59,652	155,746	91,926	307,324	2,243,778	56,949,633				
<b>INTERNATIONAL</b>																
Oahu	614,332	9,209	1,094,392	16,695	93,960	1,828,587	2,716	4,551	2,881	10,147	611,511	15,382,475				
Maui	62,901	1,950	106,852	4,891	12,751	189,344	546	889	521	1,956	103,628	3,245,794				
Molokai	2,669	60	571	92	124	3,516	0	0	0	0	726	30,803				
Lānaʻi	1,754	260	1,056	38	0	3,109	0	0	261	261	1,420	21,887				
Kauaʻi	10,301	1,204	13,785	3,611	2,598	31,499	0	1,213	181	1,393	44,929	771,560				
Hawaiʻi Island	103,799	2,387	59,178	2,203	15,841	183,408	348	162	1,043	1,552	44,937	1,683,928				
...Hilo	29,157	707	15,005	793	5,735	51,397	174	0	521	695	20,829	363,116				
...Kona	74,642	1,680	44,173	1,410	10,106	132,011	174	162	521	857	24,108	1,320,812				
STATE	795,756	15,068	1,275,833	27,531	125,274	2,239,463	3,609	6,814	4,886	15,309	807,152	21,136,447				

Table 65: Visitor Days by Island and MMA (Arrivals by Air) continued  
2014R

2014R	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA					
<b>TOTAL</b>	10,649,468	7,316,289	7,953,234	1,881,205	253,674	157,534	235,209	58,384	116,767	821,568	2,334,252	443,752	2,778,005					
Oahu	9,881,693	5,050,760	182,846	3,026,161	124,936	47,160	181,799	45,373	75,279	474,547	285,791	59,540	345,331					
Maui	140,802	77,484	2,646	24,352	1,649	1,914	4,736	405	1,528	10,232	5,638	1,075	6,714					
Molokai	110,554	71,009	2,201	14,362	1,841	735	1,505	402	1,129	5,613	5,768	1,067	6,835					
Lānaʻi	4,839,471	2,395,941	55,415	710,713	46,599	17,259	85,058	14,362	35,799	199,077	87,801	16,703	104,504					
Kauaʻi	5,158,372	2,930,316	570,184	1,096,558	92,649	48,208	138,254	20,057	58,438	357,605	179,034	38,393	217,428					
Hawaii Island	918,789	701,290	114,986	141,111	22,990	14,692	41,755	5,005	18,864	103,307	47,467	8,554	56,021					
...Hilo	4,239,584	2,229,026	455,198	955,447	69,659	33,515	96,499	15,052	39,574	254,298	131,567	29,839	161,407					
...Kona	30,780,359	17,841,799	8,766,526	6,753,350	521,349	272,810	646,561	138,983	288,940	1,868,643	2,898,285	560,531	3,458,816					
<b>STATE</b>																		
<b>DOMESTIC</b>																		
Oahu	10,240,148	6,944,685	61,113	755,481	217,891	76,308	207,587	54,087	101,944	657,818	383,156	68,030	451,186					
Maui	9,793,417	4,965,224	7,442	949,717	112,764	41,470	170,010	44,177	71,728	440,149	47,682	12,236	59,918					
Molokai	138,366	77,061	206	11,485	1,649	1,914	4,222	405	1,528	9,718	557	150	707					
Lānaʻi	106,893	69,204	224	6,501	1,798	735	1,505	402	1,129	5,570	683	176	859					
Kauaʻi	4,776,720	2,350,442	3,576	325,233	43,742	16,578	78,333	12,996	31,307	182,956	15,003	5,253	20,257					
Hawaii Island	5,082,584	2,860,040	7,032	516,137	78,871	42,346	127,515	18,586	52,803	320,120	27,371	7,689	35,059					
...Hilo	891,701	673,586	2,016	76,591	20,601	13,405	37,934	4,661	16,803	93,403	6,678	2,106	8,784					
...Kona	4,190,884	2,186,454	5,016	439,546	58,269	28,941	89,581	13,925	36,000	226,717	20,692	5,583	26,275					
<b>STATE</b>	30,138,128	17,266,654	79,593	2,584,554	456,715	179,351	589,173	130,653	260,438	1,616,330	474,452	93,533	567,986					
<b>INTERNATIONAL</b>																		
Oahu	409,320	371,604	7,892,121	1,125,724	35,783	81,226	27,621	4,297	14,823	163,751	1,951,096	375,723	2,326,819					
Maui	88,276	85,536	175,404	2,076,444	12,172	5,690	11,789	1,196	3,552	34,399	238,109	47,304	285,413					
Molokai	2,436	423	2,440	12,866	0	0	514	0	0	514	5,081	925	6,007					
Lānaʻi	3,661	1,805	1,977	7,861	43	0	0	0	0	43	5,084	891	5,976					
Kauaʻi	62,751	45,499	51,839	385,481	2,857	681	6,725	1,366	4,492	16,122	72,798	11,449	84,247					
Hawaii Island	75,788	70,276	563,152	580,420	13,779	5,862	10,739	1,471	5,635	37,485	151,664	30,705	182,368					
...Hilo	27,088	27,704	112,970	64,520	2,389	1,288	3,821	344	2,061	9,903	40,789	6,448	47,237					
...Kona	48,700	42,572	450,183	515,900	11,390	4,574	6,918	1,127	3,574	27,582	110,875	24,256	135,131					
<b>STATE</b>	642,231	575,144	8,686,933	4,188,796	64,634	93,459	57,388	8,330	28,502	252,313	2,423,832	466,998	2,890,830					

Table 65: Visitor Days by Island and MMA (Arrivals by Air) continued  
2014R

2014R	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER					
<b>TOTAL</b>																
Oahu	804,581	32,049	1,038,572	30,917	134,363	2,040,482	28,586	102,544	48,815	179,945	1,580,371				35,200,568	
Maui	90,199	6,855	110,182	4,530	15,207	226,974	25,203	39,022	22,859	87,084	657,089				19,932,485	
Molokai	1,487	252	786	41	43	2,610	1,252	558	416	2,227	10,227				277,293	
Lānaʻi	1,284	172	1,109	49	23	2,637	320	427	1,703	2,450	10,160				225,820	
Kauaʻi	15,149	3,833	14,936	1,245	3,851	39,014	4,398	10,751	10,267	25,416	250,777				8,620,328	
Hawaiʻi Island	109,424	7,704	68,324	3,028	15,657	204,138	5,110	24,605	19,999	49,715	428,388				11,012,703	
...Hilo	34,712	1,849	15,963	449	4,662	57,636	906	6,403	6,396	13,705	108,103				2,214,946	
...Kona	74,712	5,855	52,360	2,579	10,996	146,502	4,205	18,202	13,604	36,011	320,285				8,797,757	
STATE	1,022,125	50,866	1,233,910	39,810	169,145	2,515,855	64,869	177,908	104,060	346,837	2,937,012				75,269,197	
<b>DOMESTIC</b>																
Oahu	203,023	19,170	58,357	6,833	11,479	298,862	27,668	97,692	46,811	172,171	993,068				20,574,531	
Maui	30,018	5,007	8,320	1,966	2,971	48,282	25,203	38,006	22,787	85,996	549,132				16,899,276	
Molokai	974	201	111	41	43	1,369	1,252	558	416	2,227	9,457				250,596	
Lānaʻi	567	139	153	18	23	900	320	427	1,703	2,450	7,400				200,001	
Kauaʻi	7,798	3,107	2,731	972	977	15,585	4,398	10,751	9,528	24,677	230,322				7,929,766	
Hawaiʻi Island	35,969	4,219	8,242	1,689	2,001	52,120	5,110	23,154	19,071	47,335	368,080				9,288,508	
...Hilo	13,804	1,234	1,401	388	644	17,471	906	5,968	6,396	13,269	84,425				1,861,246	
...Kona	22,165	2,985	6,841	1,301	1,357	34,649	4,205	17,186	12,675	34,066	283,655				7,427,262	
STATE	278,350	31,843	77,913	11,518	17,494	417,118	63,951	170,588	100,317	334,856	2,157,459				55,142,678	
<b>INTERNATIONAL</b>																
Oahu	601,558	12,879	980,215	24,084	122,884	1,741,620	918	4,852	2,004	7,774	587,303				14,626,036	
Maui	60,180	1,849	101,863	2,564	12,236	178,692	0	1,016	71	1,088	107,958				3,033,209	
Molokai	514	52	676	0	0	1,241	0	0	0	0	770				26,697	
Lānaʻi	717	33	957	30	0	1,737	0	0	0	0	2,760				25,819	
Kauaʻi	7,351	726	12,205	273	2,874	23,429	0	0	739	739	20,454				690,562	
Hawaiʻi Island	73,455	3,485	60,082	1,339	13,657	152,017	0	1,452	929	2,381	60,307				1,724,195	
...Hilo	20,908	615	14,563	61	4,018	40,165	0	436	0	436	23,678				353,700	
...Kona	52,547	2,869	45,519	1,279	9,639	111,853	0	1,016	929	1,945	36,630				1,370,495	
STATE	743,775	19,023	1,155,996	28,292	151,650	2,098,736	918	7,320	3,743	11,981	779,553				20,126,519	

**Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air)**  
 % change 2015 vs. 2014R

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA	CANADA MMA	EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA	
<b>TOTAL</b>																
Oahu	4.3%	5.1%	-0.7%	0.0%	-0.7%	0.0%	8.2%	-10.9%	-3.8%	1.0%	-2.3%	-0.9%	12.4%	9.2%	11.9%	
Maui	6.8%	5.1%	15.5%	-4.4%	15.5%	-4.4%	5.5%	11.1%	-6.4%	-1.8%	4.9%	0.7%	-4.8%	8.1%	-2.6%	
Molokai	3.6%	3.4%	37.1%	-4.5%	37.1%	-4.5%	39.7%	-39.9%	-16.6%	13.1%	0.4%	-8.1%	-14.1%	87.3%	2.2%	
Lānaʻi	-31.3%	-28.7%	12.7%	-21.8%	12.7%	-21.8%	-48.2%	-44.9%	-4.6%	-17.9%	-16.2%	-27.4%	-1.8%	6.9%	-0.5%	
Kauaʻi	5.2%	1.6%	17.1%	-5.6%	17.1%	-5.6%	4.1%	36.6%	5.5%	-13.8%	5.1%	6.4%	18.6%	0.9%	15.7%	
Hawaii Island	8.2%	2.8%	-11.3%	-5.1%	-11.3%	-5.1%	5.6%	21.1%	6.6%	-17.2%	1.9%	6.2%	7.5%	2.3%	6.6%	
...Hilo	4.4%	1.3%	-23.9%	-6.5%	-23.9%	-6.5%	7.8%	41.8%	6.8%	-21.6%	6.3%	10.5%	20.3%	22.3%	20.6%	
...Kona	9.0%	3.3%	-8.1%	-4.9%	-8.1%	-4.9%	4.8%	12.0%	6.5%	-15.7%	-0.2%	4.4%	2.9%	-3.4%	1.8%	
<b>STATE</b>	5.8%	4.1%	-0.9%	-3.4%	-0.9%	-3.4%	6.6%	1.3%	-1.2%	-4.1%	1.3%	1.5%	10.5%	8.5%	10.2%	
<b>DOMESTIC</b>																
Oahu	4.7%	3.5%	-13.2%	-25.8%	-13.2%	-25.8%	-0.8%	-3.6%	-10.9%	-5.1%	-7.9%	-5.7%	-7.8%	0.7%	-6.5%	
Maui	6.2%	4.9%	-1.2%	-22.3%	-1.2%	-22.3%	0.9%	-6.2%	-6.9%	-8.7%	-0.4%	-4.0%	-7.5%	11.8%	-3.6%	
Molokai	4.8%	1.9%	9.4%	-20.5%	9.4%	-20.5%	17.1%	-39.9%	-9.8%	13.1%	0.4%	-8.6%	15.2%	-0.3%	11.9%	
Lānaʻi	-29.6%	-27.7%	-11.8%	-36.2%	-11.8%	-36.2%	-50.1%	-44.9%	-10.0%	-24.7%	-16.2%	-29.9%	-42.3%	-36.4%	-41.1%	
Kauaʻi	5.4%	0.9%	-0.1%	-12.6%	-0.1%	-12.6%	2.1%	-0.6%	3.2%	-15.2%	9.7%	2.4%	-6.9%	16.6%	-0.8%	
Hawaii Island	8.6%	2.6%	6.7%	-9.0%	6.7%	-9.0%	8.4%	1.1%	3.5%	-19.4%	1.0%	2.6%	-12.0%	-4.5%	-10.4%	
...Hilo	5.6%	-0.5%	45.6%	-16.1%	45.6%	-16.1%	-3.8%	4.8%	5.2%	-25.0%	-2.2%	0.3%	-1.1%	-28.2%	-7.6%	
...Kona	9.3%	3.6%	-9.0%	-7.7%	-9.0%	-7.7%	12.7%	-0.7%	2.8%	-17.5%	2.4%	3.6%	-15.6%	4.4%	-11.3%	
<b>STATE</b>	5.9%	3.3%	-9.6%	-19.4%	-9.6%	-19.4%	1.3%	-3.4%	-4.7%	-9.4%	-1.9%	-2.8%	-8.0%	2.5%	-6.3%	
<b>INTERNATIONAL</b>																
Oahu	-5.9%	35.3%	-0.6%	17.3%	-0.6%	17.3%	63.0%	-17.7%	49.0%	78.4%	35.6%	18.5%	16.3%	10.7%	15.4%	
Maui	79.1%	15.4%	16.2%	3.8%	16.2%	3.8%	48.7%	137.5%	1.0%	254.9%	113.1%	60.8%	-4.3%	7.1%	-2.4%	
Molokai	-64.2%	270.7%	39.5%	9.8%	39.5%	9.8%	NA	NA	-72.1%	NA	NA	0.5%	-17.3%	101.6%	1.0%	
Lānaʻi	-81.3%	-67.7%	15.5%	-9.8%	15.5%	-9.8%	32.4%	NA	NA	NA	NA	284.8%	3.6%	15.5%	5.4%	
Kauaʻi	-9.9%	40.9%	18.3%	0.3%	18.3%	0.3%	35.3%	939.7%	31.9%	-0.5%	-27.1%	51.7%	23.8%	-6.3%	19.7%	
Hawaii Island	-24.3%	8.6%	-11.5%	-1.7%	-11.5%	-1.7%	-10.5%	166.1%	42.9%	10.5%	10.7%	36.4%	11.1%	4.0%	9.9%	
...Hilo	-35.2%	45.6%	-25.1%	5.1%	-25.1%	5.1%	107.8%	427.1%	22.6%	24.3%	75.0%	106.7%	23.8%	38.8%	25.9%	
...Kona	-18.2%	-15.5%	-8.1%	-2.6%	-8.1%	-2.6%	-35.3%	92.6%	54.2%	6.3%	-26.4%	11.2%	6.4%	-5.2%	4.3%	
<b>STATE</b>	2.6%	29.3%	-0.8%	6.3%	-0.8%	6.3%	44.0%	10.3%	35.0%	79.1%	30.5%	29.1%	14.1%	9.7%	13.4%	

NA = Not Applicable

**Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air) continued**  
 % change 2015 vs. 2014R

%change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA		
<b>TOTAL</b>												
Oahu	4.4%	-35.3%	10.2%	-24.8%	-22.8%	4.5%	-2.7%	-9.4%	-4.3%	-7.0%	2.4%	3.5%
Maui	1.9%	0.4%	3.8%	79.1%	-2.9%	4.0%	-0.1%	-12.5%	6.1%	-4.0%	5.1%	4.3%
Molokai	140.2%	3.9%	-21.1%	196.9%	220.7%	80.7%	-38.5%	20.0%	-29.9%	-22.3%	1.4%	3.1%
Lānaʻi	101.0%	78.4%	7.9%	15.0%	37.1%	58.2%	-45.6%	-21.3%	-75.8%	-62.4%	-34.5%	-27.8%
Kauaʻi	15.8%	30.5%	18.9%	278.2%	-17.8%	23.5%	-24.2%	-0.5%	-40.7%	-20.9%	15.3%	3.9%
Hawaiʻi Island	23.8%	-14.1%	-2.0%	52.3%	12.7%	13.3%	17.0%	-3.1%	-4.6%	-1.7%	1.6%	4.1%
...Hilo	14.6%	-7.5%	2.7%	211.5%	34.7%	13.7%	76.8%	-24.5%	-35.0%	-22.7%	0.7%	1.9%
...Kona	28.0%	-16.2%	-3.4%	24.6%	3.4%	13.1%	4.1%	4.4%	9.7%	6.4%	1.9%	4.7%
<b>STATE</b>	<b>6.8%</b>	<b>-21.7%</b>	<b>9.0%</b>	<b>2.6%</b>	<b>-17.6%</b>	<b>5.6%</b>	<b>-2.5%</b>	<b>-8.6%</b>	<b>-7.0%</b>	<b>-7.0%</b>	<b>3.9%</b>	<b>3.7%</b>
<b>DOMESTIC</b>												
Oahu	11.3%	-39.8%	-14.4%	-4.1%	-15.1%	1.6%	-9.2%	-9.6%	-6.4%	-8.7%	1.4%	2.3%
Maui	-3.5%	-1.5%	-9.8%	63.8%	-32.0%	-3.4%	-2.3%	-12.5%	4.1%	-5.1%	6.9%	3.9%
Molokai	-7.1%	0.9%	-55.1%	-29.9%	-67.5%	-12.4%	-38.5%	20.0%	-29.9%	-22.3%	2.0%	1.8%
Lānaʻi	45.7%	-66.2%	-8.0%	-4.5%	37.1%	18.1%	-45.6%	-21.3%	-91.1%	-73.0%	-29.3%	-29.5%
Kauaʻi	-7.1%	22.2%	45.4%	12.9%	-42.0%	7.0%	-24.2%	-11.8%	-38.1%	-24.2%	6.1%	3.2%
Hawaiʻi Island	-12.1%	0.3%	-5.6%	42.6%	-9.8%	-8.2%	10.2%	2.2%	-5.4%	0.0%	6.0%	5.3%
...Hilo	-23.1%	-18.6%	-0.7%	56.0%	-15.2%	-19.0%	57.6%	-19.0%	-43.2%	-25.4%	4.2%	1.7%
...Kona	-5.2%	8.1%	-6.6%	38.6%	-7.2%	-2.8%	0.0%	9.6%	13.6%	9.9%	6.5%	6.2%
<b>STATE</b>	<b>6.2%</b>	<b>-22.3%</b>	<b>-10.9%</b>	<b>15.7%</b>	<b>-19.0%</b>	<b>0.0%</b>	<b>-6.7%</b>	<b>-8.7%</b>	<b>-8.4%</b>	<b>-8.2%</b>	<b>4.0%</b>	<b>3.3%</b>
<b>INTERNATIONAL</b>												
Oahu	2.1%	-28.5%	11.6%	-30.7%	-23.5%	5.0%	195.7%	-6.2%	43.7%	30.5%	4.1%	5.2%
Maui	4.5%	5.5%	4.9%	90.7%	4.2%	6.0%	NA	-12.5%	629.7%	79.8%	-4.0%	7.0%
Molokai	419.6%	15.8%	-15.5%	NA	NA	183.4%	NA	NA	NA	NA	-5.7%	15.4%
Lānaʻi	144.6%	687.7%	10.4%	26.8%	NA	79.0%	NA	NA	NA	NA	-48.6%	-15.2%
Kauaʻi	40.1%	65.7%	12.9%	1220.6%	-9.6%	34.4%	NA	NA	-75.5%	88.6%	119.7%	11.7%
Hawaiʻi Island	41.3%	-31.5%	-1.5%	64.5%	16.0%	20.6%	NA	-88.9%	12.3%	-34.8%	-25.5%	-2.3%
...Hilo	39.5%	14.9%	3.0%	1206.6%	42.7%	28.0%	NA	-100.0%	NA	59.7%	-12.0%	2.7%
...Kona	42.0%	-41.4%	-3.0%	10.3%	4.9%	18.0%	NA	-84.1%	-43.9%	-55.9%	-34.2%	-3.6%
<b>STATE</b>	<b>7.0%</b>	<b>-20.8%</b>	<b>10.4%</b>	<b>-2.7%</b>	<b>-17.4%</b>	<b>6.7%</b>	<b>293.0%</b>	<b>-6.9%</b>	<b>30.5%</b>	<b>27.8%</b>	<b>3.5%</b>	<b>5.0%</b>

NA = Not Applicable

Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air)  
2015

2015	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>																
Ohio	1,525,939	1,072,333	1,436,749	208,542	36,934	17,855	30,656	7,909	12,645	105,998	326,169	60,646	386,815			
Maui	1,244,689	665,964	58,941	260,290	17,085	7,327	21,193	5,771	8,985	60,361	61,936	11,463	73,399			
Molokai	26,145	18,996	1,967	4,714	647	193	1,065	141	399	2,445	3,149	1,307	4,457			
Lānaʻi	22,422	17,727	1,301	4,006	432	128	528	126	278	1,492	4,478	915	5,393			
Kauaʻi	603,519	344,210	25,702	74,710	7,482	3,908	13,852	1,986	6,177	33,406	28,725	4,179	32,904			
Hawaiʻi Island	631,224	400,979	140,634	103,511	13,285	8,360	18,271	2,650	7,190	49,755	50,016	8,675	58,691			
...Hilo	181,429	168,661	46,436	35,900	5,643	4,791	9,326	1,158	4,086	25,002	30,557	4,866	35,423			
...Kona	558,937	336,814	106,072	94,916	10,868	7,265	15,057	2,250	5,879	41,319	40,539	7,297	47,836			
STATE	3,507,652	1,803,670	1,482,304	512,323	51,073	21,620	43,788	11,448	17,089	145,019	335,842	63,777	399,619			
<b>DOMESTIC</b>																
Ohio	1,448,717	984,668	8,486	68,237	28,306	9,404	25,392	6,609	10,392	80,102	58,345	10,564	68,909			
Maui	1,218,266	647,773	892	69,277	14,143	4,579	19,053	5,079	7,956	50,809	6,828	1,824	8,653			
Molokai	25,274	17,599	27	1,649	445	193	921	141	399	2,101	181	24	205			
Lānaʻi	21,963	17,145	29	1,429	375	128	446	99	278	1,326	144	39	183			
Kauaʻi	592,980	333,456	487	30,536	6,802	2,658	11,914	1,760	5,283	28,218	2,498	921	3,419			
Hawaiʻi Island	618,230	385,009	951	44,287	10,844	4,897	15,760	2,206	6,172	39,880	4,184	1,053	5,237			
...Hilo	174,809	155,766	386	14,485	4,179	2,410	7,690	927	3,232	18,439	1,869	346	2,215			
...Kona	547,776	327,641	725	40,641	9,121	3,994	12,593	1,833	5,006	32,547	3,306	866	4,172			
STATE	3,410,437	1,706,781	9,618	163,277	41,495	12,689	37,623	9,859	14,431	116,098	61,491	12,147	73,638			
<b>INTERNATIONAL</b>																
Ohio	77,222	87,665	1,428,263	140,304	8,627	8,451	5,264	1,300	2,253	25,896	267,824	50,082	317,906			
Maui	26,423	18,191	58,050	191,012	2,942	2,748	2,140	692	1,029	9,552	55,108	9,638	64,746			
Molokai	871	1,396	1,940	3,065	201	0	143	0	0	344	2,968	1,284	4,252			
Lānaʻi	459	563	1,272	2,577	57	0	81	27	0	165	4,334	876	5,210			
Kauaʻi	10,538	10,753	25,215	44,173	880	1,249	1,938	226	894	5,188	26,226	3,259	29,485			
Hawaiʻi Island	12,995	15,970	139,683	59,225	2,441	3,462	2,510	444	1,018	9,875	45,831	7,623	53,454			
...Hilo	6,620	12,895	46,050	21,415	1,463	2,380	1,636	231	854	6,564	28,688	4,520	33,208			
...Kona	11,160	9,172	105,347	54,275	1,747	3,271	2,465	417	873	8,772	37,233	6,431	43,664			
STATE	97,215	96,889	1,472,686	349,046	9,578	8,931	6,165	1,589	2,658	28,921	274,351	51,630	325,981			

Note: Sums may not total to total MMA due to rounding.

Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air) continued  
2015

2015	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
<b>TOTAL</b>	165,632	3,236	189,159	3,646	16,437	378,110	3,700	10,849	7,001	21,550	203,877	5,339,912				
Oahu	27,899	1,180	43,891	1,379	3,784	78,134	2,440	4,369	3,636	10,444	87,939	2,540,162				
Maui	2,116	82	419	104	138	2,860	83	171	101	355	2,827	64,767				
Molokai	1,715	98	533	46	28	2,420	67	94	337	497	3,133	58,390				
Lānaʻi	5,111	713	7,312	813	1,282	15,232	578	1,928	1,364	3,871	40,200	1,173,752				
Kauaʻi	45,304	1,162	15,439	822	5,481	68,210	860	2,912	2,933	6,705	55,263	1,514,973				
Hawaiʻi Island	19,997	511	7,699	467	3,280	31,954	410	1,182	1,336	2,929	24,029	551,764				
...Hilo	35,261	922	10,742	713	3,951	51,589	696	2,433	2,569	5,698	44,840	1,288,021				
...Kona	173,520	4,437	193,658	4,693	17,525	393,833	5,042	12,959	9,977	27,978	290,621	8,563,018				
<b>STATE</b>																
<b>DOMESTIC</b>																
Oahu	47,514	1,757	8,274	1,048	1,615	60,209	3,375	10,093	6,165	19,633	129,789	2,868,749				
Maui	5,819	648	1,240	428	335	8,469	2,335	4,126	3,375	9,836	70,023	2,083,999				
Molokai	334	23	26	12	14	408	83	171	101	355	2,225	49,843				
Lānaʻi	238	14	23	8	28	309	67	94	77	237	1,713	44,334				
Kauaʻi	1,455	447	539	203	116	2,760	578	1,686	1,304	3,568	32,869	1,028,294				
Hawaiʻi Island	6,698	580	881	335	348	8,843	802	2,831	2,672	6,305	45,459	1,154,201				
...Hilo	3,286	194	323	144	151	4,099	352	1,182	1,075	2,610	16,599	389,408				
...Kona	4,627	479	700	259	278	6,343	638	2,352	2,309	5,299	38,245	1,003,389				
<b>STATE</b>	50,682	2,681	9,447	1,518	1,883	66,211	4,717	12,122	9,141	25,980	210,101	5,782,140				
<b>INTERNATIONAL</b>																
Oahu	118,117	1,479	180,884	2,597	14,823	317,901	325	756	836	1,917	74,088	2,471,163				
Maui	22,080	533	42,651	952	3,449	69,665	105	243	261	608	17,916	456,163				
Molokai	1,782	60	394	92	124	2,452	0	0	0	0	602	14,924				
Lānaʻi	1,477	85	510	38	0	2,111	0	0	261	261	1,420	14,057				
Kauaʻi	3,656	266	6,773	610	1,166	12,472	0	243	60	303	7,331	145,458				
Hawaiʻi Island	38,606	582	14,558	487	5,133	59,366	58	81	261	400	9,804	360,772				
...Hilo	16,711	317	7,376	323	3,129	27,856	58	0	261	319	7,430	162,356				
...Kona	30,634	443	10,043	454	3,673	45,247	58	81	261	400	6,595	284,632				
<b>STATE</b>	122,838	1,756	184,211	3,175	15,642	327,622	325	837	836	1,998	80,520	2,780,878				

Note: Sums may not total to total MMA due to rounding.

Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air) continued  
2014R

2014R	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA					
<b>TOTAL</b>	1,462,017	1,016,262	1,469,449	209,315	34,212	18,275	30,570	8,215	12,090	103,362	299,706	58,519	358,225					
Oahu	1,145,796	635,804	58,889	272,174	16,235	5,516	22,209	5,782	8,737	58,479	64,640	11,293	75,933					
Maui	23,948	16,906	1,944	5,367	555	253	1,453	190	406	2,857	3,942	500	4,441					
Molokai	27,980	22,430	1,312	5,098	704	240	605	195	308	2,052	4,101	820	4,922					
Lānaʻi	564,342	339,607	23,834	77,760	7,333	3,404	13,266	2,478	5,649	32,130	27,385	4,021	31,407					
Kauaʻi	571,850	389,009	170,483	105,460	12,703	7,629	17,528	2,857	7,082	47,799	46,155	8,091	54,245					
Hawaiʻi Island	166,513	159,586	65,853	35,224	5,297	3,909	9,475	1,332	4,035	24,049	26,995	3,922	30,917					
...Hilo	505,238	329,442	120,383	96,912	10,723	6,609	13,902	2,318	5,799	39,352	38,333	6,990	45,323					
...Kona	3,255,475	1,713,085	1,511,739	522,761	48,500	21,932	43,752	11,613	16,569	142,366	310,095	61,272	371,367					
<b>STATE</b>																		
<b>DOMESTIC</b>																		
Oahu	1,372,037	946,001	8,865	89,470	28,102	9,596	26,514	7,229	10,600	82,042	63,911	11,160	75,070					
Maui	1,125,836	615,117	1,015	89,249	14,137	4,801	20,068	5,407	7,833	52,247	7,460	1,731	9,191					
Molokai	23,542	16,483	93	1,936	555	253	939	190	406	2,343	258	76	334					
Lānaʻi	26,190	21,316	110	1,978	661	240	605	195	308	2,009	260	64	323					
Kauaʻi	553,816	328,864	575	36,058	6,706	2,723	11,759	2,217	4,647	28,052	2,773	763	3,536					
Hawaiʻi Island	559,290	372,715	1,124	49,585	10,301	4,916	15,289	2,513	6,031	39,051	4,917	1,103	6,020					
...Hilo	159,915	151,848	489	17,139	4,474	2,621	7,663	1,160	3,204	19,123	2,080	447	2,527					
...Kona	494,543	315,904	875	45,196	8,604	3,896	12,190	2,052	4,911	31,653	4,054	877	4,930					
<b>STATE</b>	3,156,558	1,631,301	10,044	201,729	40,454	12,830	38,907	10,550	14,568	117,309	67,131	12,563	79,694					
<b>INTERNATIONAL</b>																		
Oahu	89,980	70,261	1,460,584	119,845	6,110	8,679	4,055	986	1,490	21,320	235,796	47,359	283,155					
Maui	19,960	20,687	57,874	182,925	2,098	715	2,141	375	903	6,233	57,180	9,561	66,742					
Molokai	406	423	1,851	3,431	0	0	514	0	0	514	3,683	424	4,107					
Lānaʻi	1,791	1,114	1,202	3,120	43	0	0	0	0	43	3,842	757	4,598					
Kauaʻi	10,526	10,744	23,259	41,701	626	681	1,507	262	1,002	4,078	24,613	3,258	27,871					
Hawaiʻi Island	12,560	16,294	169,359	55,876	2,402	2,713	2,238	344	1,051	8,748	41,238	6,988	48,226					
...Hilo	6,598	7,738	65,364	18,085	823	1,288	1,812	172	831	4,926	24,915	3,475	28,390					
...Kona	10,695	13,538	119,507	51,716	2,119	2,713	1,711	267	889	7,699	34,279	6,113	40,393					
<b>STATE</b>	98,917	81,784	1,501,695	321,032	8,046	9,102	4,845	1,063	2,001	25,057	242,964	48,709	291,673					

Note: Sums may not total to total MMA due to rounding.



Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air) continued  
2014R

2014R	OTHER ASIA MMA										LATIN AMERICA MMA			OTHER MMA		TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
<b>TOTAL</b>	152,389	4,003	172,219	3,953	19,008	351,573	3,783	12,563	7,154	23,500	198,917	5,192,621				
Oahu	25,839	1,203	42,050	963	3,528	73,583	2,301	4,906	3,631	10,838	85,923	2,417,417				
Maui	647	130	527	23	30	1,357	75	183	134	392	2,888	60,100				
Molokai	545	121	444	45	14	1,169	56	172	159	387	2,801	68,150				
Lānaʻi	4,173	675	5,233	190	819	11,090	595	1,945	1,515	4,055	35,748	1,119,973				
Kauaʻi	31,684	1,204	15,144	505	4,234	52,772	729	3,343	2,972	7,044	56,021	1,454,684				
Hawaiʻi Island	16,018	568	8,496	151	2,003	27,236	269	1,453	1,431	3,153	22,369	534,900				
...Hilo	22,107	995	9,581	462	3,249	36,395	594	2,718	2,376	5,687	44,240	1,222,971				
...Kona	159,718	5,268	178,118	4,567	20,440	368,110	5,216	14,538	10,047	29,800	281,639	8,196,342				
<b>STATE</b>	43,524	2,155	9,445	1,021	2,013	58,158	3,684	11,873	6,668	22,225	125,774	2,779,642				
<b>DOMESTIC</b>	5,755	748	1,386	322	446	8,657	2,301	4,761	3,559	10,621	65,786	1,977,718				
Oahu	300	78	66	23	30	498	75	183	134	392	2,118	47,737				
Maui	232	88	67	15	14	416	56	172	159	387	2,123	54,852				
Molokai	1,395	478	456	129	173	2,632	595	1,945	1,377	3,917	30,862	988,312				
Lānaʻi	6,561	545	897	284	380	8,667	729	3,053	2,901	6,682	41,308	1,084,443				
Kauaʻi	3,330	257	330	121	195	4,232	269	1,308	1,431	3,008	15,651	373,932				
Hawaiʻi Island	4,448	439	720	241	297	6,145	594	2,572	2,304	5,471	34,459	939,176				
...Hilo	46,576	2,980	10,544	1,346	2,398	63,843	5,117	13,848	9,561	28,525	197,056	5,486,059				
...Kona	108,866	1,848	162,775	2,932	16,995	293,415	99	690	486	1,275	73,143	2,412,978				
<b>STATE</b>	20,084	454	40,664	641	3,082	64,926	0	145	71	217	20,137	439,700				
<b>INTERNATIONAL</b>	347	52	461	0	0	860	0	0	0	0	770	12,363				
Oahu	312	33	377	30	0	753	0	0	0	0	677	13,298				
Maui	2,778	198	4,776	61	646	8,458	0	0	138	138	4,886	131,661				
Molokai	25,123	659	14,248	221	3,854	44,104	0	290	71	362	14,713	370,241				
Lānaʻi	12,688	311	8,166	30	1,809	23,004	0	145	0	145	6,718	160,968				
Kauaʻi	17,659	556	8,861	221	2,953	30,250	0	145	71	217	9,781	283,795				
Hawaiʻi Island	113,142	2,288	167,574	3,221	18,042	304,267	99	690	486	1,275	84,583	2,710,283				
...Hilo	113,142	2,288	167,574	3,221	18,042	304,267	99	690	486	1,275	84,583	2,710,283				
...Kona	113,142	2,288	167,574	3,221	18,042	304,267	99	690	486	1,275	84,583	2,710,283				
<b>STATE</b>	113,142	2,288	167,574	3,221	18,042	304,267	99	690	486	1,275	84,583	2,710,283				

Note: Sums may not total to total MMA due to rounding.

**Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air)**  
 % change 2015 vs. 2014R

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>																
Oahu	4.4%	5.5%	-2.2%	-0.4%	8.0%	-2.3%	0.3%	-3.7%	4.6%	2.6%	8.8%	3.6%	8.0%			
Maui	8.6%	4.7%	0.1%	-4.4%	5.2%	32.8%	-4.6%	-0.2%	2.8%	3.2%	-4.2%	1.5%	-3.3%			
Molokai	9.2%	12.4%	1.2%	-12.2%	16.5%	-23.7%	-26.7%	-25.4%	-1.7%	-14.4%	-20.1%	161.6%	0.3%			
Lānaʻi	-19.9%	-21.0%	-0.8%	-21.4%	-38.7%	-46.5%	-12.8%	-35.3%	-9.9%	-27.3%	9.2%	11.5%	9.6%			
Kauaʻi	6.9%	1.4%	7.8%	-3.9%	2.0%	14.8%	4.4%	-19.9%	9.4%	4.0%	4.9%	3.9%	4.8%			
Hawaii Island	10.4%	3.1%	-17.5%	-1.8%	4.6%	9.6%	4.2%	-7.3%	1.5%	4.1%	8.4%	7.2%	8.2%			
...Hilo	9.0%	5.7%	-29.5%	1.9%	6.5%	22.6%	-1.6%	-13.1%	1.3%	4.0%	13.2%	24.1%	14.6%			
...Kona	10.6%	2.2%	-11.9%	-2.1%	1.4%	9.9%	8.3%	-3.0%	1.4%	5.0%	5.8%	4.4%	5.5%			
STATE	7.7%	5.3%	-1.9%	-2.0%	5.3%	-1.4%	0.1%	-1.4%	3.1%	1.9%	8.3%	4.1%	7.6%			
<b>DOMESTIC</b>																
Oahu	5.6%	4.1%	-4.3%	-23.7%	0.7%	-2.0%	-4.2%	-8.6%	-2.0%	-2.4%	-8.7%	-5.3%	-8.2%			
Maui	8.2%	5.3%	-12.2%	-22.4%	0.0%	-4.6%	-5.1%	-6.1%	1.6%	-2.8%	-8.5%	5.4%	-5.9%			
Molokai	7.4%	6.8%	-70.9%	-14.8%	-19.8%	-23.7%	-1.9%	-25.4%	-1.7%	-10.3%	-29.9%	-68.6%	-38.7%			
Lānaʻi	-16.1%	-19.6%	-73.7%	-27.8%	-43.3%	-46.5%	-26.2%	-49.3%	-9.9%	-34.0%	-44.5%	-39.5%	-43.5%			
Kauaʻi	7.1%	1.4%	-15.3%	-15.3%	-1.6%	-2.4%	1.3%	-20.6%	13.7%	0.6%	-9.9%	20.7%	-3.3%			
Hawaii Island	10.5%	3.3%	-15.4%	-10.7%	5.3%	-0.4%	3.1%	-12.2%	2.3%	2.1%	-14.9%	-4.5%	-13.0%			
...Hilo	9.3%	2.6%	-21.0%	-15.5%	-6.6%	-8.0%	0.4%	-20.1%	0.9%	-3.6%	-10.2%	-22.6%	-12.4%			
...Kona	10.8%	3.7%	-17.2%	-10.1%	6.0%	2.5%	3.3%	-10.7%	1.9%	2.8%	-18.4%	-1.2%	-15.4%			
STATE	8.0%	4.6%	-4.2%	-19.1%	2.6%	-1.1%	-3.3%	-6.5%	-0.9%	-1.0%	-8.4%	-3.3%	-7.6%			
<b>INTERNATIONAL</b>																
Oahu	-14.2%	24.8%	-2.2%	17.1%	41.2%	-2.6%	29.8%	31.9%	51.2%	21.5%	13.6%	5.7%	12.3%			
Maui	32.4%	-12.1%	0.3%	4.4%	40.2%	284.4%	0.0%	84.6%	13.9%	53.3%	-3.6%	0.8%	-3.0%			
Molokai	114.6%	229.8%	4.8%	-10.7%	NA	NA	-72.1%	NA	NA	-33.0%	-19.4%	202.7%	3.5%			
Lānaʻi	-74.4%	-47.7%	5.8%	-17.4%	32.4%	NA	NA	NA	NA	284.8%	12.8%	15.8%	13.3%			
Kauaʻi	0.1%	0.1%	8.4%	5.9%	40.5%	83.4%	28.6%	-13.4%	-10.8%	27.2%	6.6%	0.0%	5.8%			
Hawaii Island	3.5%	-2.0%	-17.5%	6.0%	1.6%	27.6%	12.2%	29.0%	-3.2%	12.9%	11.1%	9.1%	10.8%			
...Hilo	0.3%	66.6%	-29.5%	18.4%	77.8%	84.8%	-9.7%	34.1%	2.8%	33.3%	15.1%	30.1%	17.0%			
...Kona	4.3%	-32.2%	-11.8%	4.9%	-17.6%	20.6%	44.0%	56.2%	-1.8%	13.9%	8.6%	5.2%	8.1%			
STATE	-1.7%	18.5%	-1.9%	8.7%	19.0%	-1.9%	27.2%	49.5%	32.8%	15.4%	12.9%	6.0%	11.8%			

NA = Not Applicable

**Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued**  
 % change 2014 vs. 2013

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
<b>TOTAL</b>																
Oahu	8.7%	-19.2%	9.8%	-7.8%	-13.5%	7.5%	-2.2%	-13.6%	-2.1%	-8.3%	2.5%	2.8%				
Maui	8.0%	-1.9%	4.4%	43.3%	7.2%	6.2%	6.0%	-10.9%	0.1%	-3.6%	2.3%	5.1%				
Moloka'i	227.1%	-36.7%	-20.4%	343.4%	357.9%	110.7%	11.4%	-6.8%	-24.2%	-9.3%	-2.1%	7.8%				
Lāna'i	214.7%	-18.8%	20.1%	1.5%	98.1%	107.0%	19.3%	-45.5%	111.6%	28.6%	11.9%	-14.3%				
Kaua'i	22.5%	5.6%	39.7%	328.1%	56.5%	37.4%	-2.7%	-0.9%	-10.0%	-4.6%	12.5%	4.8%				
Hawai'i Island	43.0%	-3.5%	1.9%	62.8%	29.5%	29.3%	18.0%	-12.9%	-1.3%	-4.8%	-1.4%	4.1%				
...Hilo	24.8%	-10.1%	-9.4%	208.7%	63.7%	17.3%	52.4%	-18.6%	-6.7%	-7.1%	7.4%	3.2%				
...Kona	59.5%	-7.3%	12.1%	54.3%	21.6%	41.7%	17.1%	-10.5%	8.1%	0.2%	1.4%	5.3%				
STATE	8.6%	-15.8%	8.7%	2.8%	-14.3%	7.0%	-3.3%	-10.9%	-0.7%	-6.1%	3.2%	4.5%				
<b>DOMESTIC</b>																
Oahu	9.2%	-18.5%	-12.4%	2.7%	-19.8%	3.5%	-8.4%	-15.0%	-7.5%	-11.7%	3.2%	3.2%				
Maui	1.1%	-13.5%	-10.5%	32.8%	-24.9%	-2.2%	1.5%	-13.3%	-5.2%	-7.4%	6.4%	5.4%				
Moloka'i	11.6%	-71.2%	-60.9%	-50.7%	-53.6%	-17.9%	11.4%	-6.8%	-24.2%	-9.3%	5.1%	4.4%				
Lāna'i	2.2%	-84.4%	-65.9%	-49.6%	98.1%	-25.7%	19.3%	-45.5%	-51.9%	-38.8%	-19.3%	-19.2%				
Kaua'i	4.3%	-6.5%	18.2%	57.1%	-33.1%	4.9%	-2.7%	-13.4%	-5.3%	-8.9%	6.5%	4.0%				
Hawai'i Island	2.1%	6.4%	-1.7%	18.1%	-8.3%	2.0%	10.1%	-7.3%	-7.9%	-5.6%	10.0%	6.4%				
...Hilo	-1.3%	-24.5%	-2.1%	19.0%	-22.3%	-3.2%	30.8%	-9.6%	-24.9%	-13.2%	6.1%	4.1%				
...Kona	4.0%	9.3%	-2.9%	7.5%	-6.3%	3.2%	7.4%	-8.6%	0.2%	-3.1%	11.0%	6.8%				
STATE	8.8%	-10.0%	-10.4%	12.8%	-21.5%	3.7%	-7.8%	-12.5%	-4.4%	-8.9%	6.6%	5.4%				
<b>INTERNATIONAL</b>																
Oahu	8.5%	-20.0%	11.1%	-11.4%	-12.8%	8.3%	228.3%	9.6%	72.0%	50.4%	1.3%	2.4%				
Maui	9.9%	17.2%	4.9%	48.6%	11.9%	7.3%	NA	67.0%	264.8%	180.5%	-11.0%	3.7%				
Moloka'i	413.2%	15.8%	-14.6%	NA	NA	185.2%	NA	NA	NA	NA	-21.9%	20.7%				
Lāna'i	372.9%	156.6%	35.3%	26.8%	NA	180.3%	NA	NA	NA	NA	109.6%	5.7%				
Kaua'i	31.6%	34.8%	41.8%	904.8%	80.6%	47.5%	NA	NA	-56.4%	119.1%	50.0%	10.5%				
Hawai'i Island	53.7%	-11.6%	2.2%	120.2%	33.2%	34.6%	NA	-72.2%	264.8%	10.4%	-33.4%	-2.6%				
...Hilo	31.7%	1.7%	-9.7%	964.8%	73.0%	21.1%	NA	-100.0%	NA	119.5%	10.6%	0.9%				
...Kona	73.5%	-20.4%	13.3%	105.2%	24.4%	49.6%	NA	-44.3%	264.8%	84.4%	-32.6%	0.3%				
STATE	8.6%	-23.3%	9.9%	-1.4%	-13.3%	7.7%	228.3%	21.3%	72.0%	56.7%	-4.8%	2.6%				

NA = Not Applicable

**Table 69: Total Visitor Expenditures by Category**  
**(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)**  
**2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>15,110.9</b>	<b>14,973.3</b>	<b>0.9</b>
<b>Total Food and beverage</b>	<b>3,075.3</b>	<b>3,021.2</b>	<b>1.8</b>
Restaurant food	2,063.1	2,070.2	-0.3
Dinner shows and cruises	298.1	290.8	2.5
Groceries and snacks	714.1	660.2	8.2
<b>Entertainment &amp; Recreation</b>	<b>1,337.1</b>	<b>1,313.1</b>	<b>1.8</b>
<b>Total Transportation</b>	<b>1,385.0</b>	<b>1,349.1</b>	<b>2.7</b>
Interisland airfare	227.6	224.3	1.5
Ground transportation	136.1	136.4	-0.2
Rental vehicles	932.0	884.6	5.4
Gasoline, parking, etc.	89.3	103.8	-14.0
<b>Total Shopping</b>	<b>2,211.9</b>	<b>2,329.7</b>	<b>-5.1</b>
Fashion and clothing	844.3	881.8	-4.3
Jewelry and watches	293.3	318.8	-8.0
Cosmetics, perfume	113.5	122.3	-7.2
Leather goods	310.5	366.8	-15.3
Hawai'i food products	301.9	300.9	0.3
Souvenirs	348.4	338.9	2.8
<b>Lodging</b>	<b>6,343.7</b>	<b>6,230.5</b>	<b>1.8</b>
<b>All other expenses 1/</b>	<b>623.9</b>	<b>607.7</b>	<b>2.7</b>
<b>Supplemental business</b>	<b>134.1</b>	<b>122.1</b>	<b>9.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 70: Total Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>191.3</b>	<b>196.7</b>	<b>-2.8</b>
<b>Total Food and beverage</b>	<b>39.3</b>	<b>40.1</b>	<b>-1.9</b>
Restaurant food	26.4	27.4	-3.9
Dinner shows and cruises	3.8	3.9	-1.2
Groceries and snacks	9.1	8.8	4.2
<b>Entertainment &amp; Recreation</b>	<b>17.0</b>	<b>17.3</b>	<b>-1.7</b>
Attractions/entertainment	5.2	5.0	5.2
Recreation	5.8	6.1	-4.7
Other activities & tours	5.9	6.2	-4.4
<b>Total Transportation</b>	<b>17.7</b>	<b>17.9</b>	<b>-1.0</b>
Interisland airfare	2.9	3.0	-2.1
Ground transportation	1.7	1.8	-3.8
Rental vehicles	11.9	11.7	1.6
Gasoline, parking, etc.	1.1	1.4	-17.1
<b>Total Shopping</b>	<b>28.2</b>	<b>30.8</b>	<b>-8.5</b>
Fashion and clothing	10.8	11.7	-7.7
Jewelry and watches	3.7	4.2	-11.5
Cosmetics, perfume	1.4	1.6	-10.6
Leather goods	4.0	4.9	-18.5
Hawai'i food products	3.8	4.0	-3.2
Souvenirs	4.4	4.5	-0.7
<b>Lodging</b>	<b>81.2</b>	<b>82.7</b>	<b>-1.9</b>
<b>All other expenses 1/</b>	<b>8.0</b>	<b>8.0</b>	<b>-0.8</b>

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.  
Does not include Supplemental business expenditures  
Note: Sums may not add up to total due to rounding.

**Table 71: U.S. West MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>162.0</b>	<b>160.2</b>	<b>1.1</b>
<b>Total Food and beverage</b>	<b>34.5</b>	<b>35.4</b>	<b>-2.5</b>
Restaurant food	21.8	23.0	-5.0
Dinner shows and cruises	3.4	3.3	2.5
Groceries and snacks	9.3	9.1	2.2
<b>Entertainment &amp; Recreation</b>	<b>14.1</b>	<b>14.3</b>	<b>-1.5</b>
Attractions/entertainment	3.4	3.2	7.4
Recreation	6.2	6.5	-5.8
Other activities & tours	4.5	4.6	-1.4
<b>Total Transportation</b>	<b>16.3</b>	<b>16.9</b>	<b>-3.4</b>
Interisland airfare	1.8	1.8	-2.6
Ground transportation	0.7	0.7	-5.4
Rental vehicles	12.7	12.9	-1.6
Gasoline, parking, etc.	1.2	1.4	-19.6
<b>Total Shopping</b>	<b>16.3</b>	<b>16.2</b>	<b>1.0</b>
Fashion and clothing	6.1	6.4	-5.0
Jewelry and watches	2.9	2.7	10.7
Cosmetics, perfume	0.4	0.4	-1.7
Leather goods	0.8	0.6	40.3
Hawai'i food products	2.5	2.5	-2.9
Souvenirs	3.6	3.6	1.1
<b>Lodging</b>	<b>76.3</b>	<b>73.2</b>	<b>4.3</b>
<b>All other expenses <sup>1/</sup></b>	<b>4.5</b>	<b>4.3</b>	<b>5.1</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-  
Note: Sums may not add up to total due to rounding errors.

**Table 72: U.S. East MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>197.8</b>	<b>204.9</b>	<b>-3.5</b>
<b>Total Food and beverage</b>	<b>40.0</b>	<b>42.1</b>	<b>-4.9</b>
Restaurant food	27.3	29.5	-7.5
Dinner shows and cruises	4.5	4.7	-3.6
Groceries and snacks	8.3	7.9	4.2
<b>Entertainment &amp; Recreation</b>	<b>19.5</b>	<b>20.7</b>	<b>-5.6</b>
Attractions/entertainment	5.6	5.8	-3.2
Recreation	6.6	7.4	-10.2
Other activities & tours	7.3	7.5	-2.9
<b>Total Transportation</b>	<b>20.1</b>	<b>20.9</b>	<b>-3.8</b>
Interisland airfare	3.8	4.1	-7.3
Ground transportation	1.0	1.0	0.7
Rental vehicles	13.9	14.1	-1.8
Gasoline, parking, etc.	1.4	1.7	-14.5
<b>Total Shopping</b>	<b>18.6</b>	<b>19.4</b>	<b>-3.9</b>
Fashion and clothing	6.7	6.9	-3.1
Jewelry and watches	3.3	3.8	-15.0
Cosmetics, perfume	0.4	0.4	12.1
Leather goods	0.5	0.7	-26.2
Hawai'i food products	2.7	2.6	3.0
Souvenirs	5.1	5.0	1.6
<b>Lodging</b>	<b>87.4</b>	<b>91.2</b>	<b>-4.1</b>
<b>All other expenses 1/</b>	<b>12.1</b>	<b>10.7</b>	<b>13.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 73: Japan MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>236.3</b>	<b>273.4</b>	<b>-13.6</b>
<b>Total Food and beverage</b>	<b>49.9</b>	<b>50.7</b>	<b>-1.5</b>
Restaurant food	37.3	37.7	-1.2
Dinner shows and cruises	3.9	4.4	-10.3
Groceries and snacks	8.7	8.6	1.7
<b>Entertainment &amp; Recreation</b>	<b>18.7</b>	<b>19.1</b>	<b>-1.9</b>
Attractions/entertainment	6.0	4.9	22.1
Recreation	4.0	4.2	-3.6
Other activities & tours	8.7	10.0	-12.9
<b>Total Transportation</b>	<b>12.0</b>	<b>12.2</b>	<b>-1.2</b>
Interisland airfare	2.0	2.1	-5.7
Ground transportation	5.8	6.3	-7.3
Rental vehicles	3.9	3.5	12.2
Gasoline, parking, etc.	0.4	0.4	0.3
<b>Total Shopping</b>	<b>65.5</b>	<b>77.8</b>	<b>-15.7</b>
Fashion and clothing	18.2	20.5	-11.5
Jewelry and watches	5.8	7.5	-23.3
Cosmetics, perfume	3.5	4.5	-23.0
Leather goods	17.6	24.8	-29.0
Hawai'i food products	13.6	13.3	1.8
Souvenirs	6.9	7.0	-1.9
<b>Lodging</b>	<b>79.3</b>	<b>99.7</b>	<b>-20.4</b>
<b>All other expenses 1/</b>	<b>10.8</b>	<b>14.0</b>	<b>-22.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.



**Table 74: Canada MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>161.5</b>	<b>158.9</b>	<b>1.6</b>
<b>Total Food and beverage</b>	<b>33.0</b>	<b>33.4</b>	<b>-1.0</b>
Restaurant food	18.4	19.9	-7.6
Dinner shows and cruises	3.0	2.8	6.7
Groceries and snacks	11.6	10.7	9.3
<b>Entertainment &amp; Recreation</b>	<b>12.4</b>	<b>12.7</b>	<b>-2.4</b>
Attractions/entertainment	3.8	3.7	2.0
Recreation	4.9	5.3	-8.5
Other activities & tours	3.8	3.7	2.1
<b>Total Transportation</b>	<b>17.1</b>	<b>16.1</b>	<b>6.4</b>
Interisland airfare	1.7	1.2	43.6
Ground transportation	1.0	1.0	-1.1
Rental vehicles	13.2	12.3	7.7
Gasoline, parking, etc.	1.3	1.7	-24.1
<b>Total Shopping</b>	<b>14.9</b>	<b>16.5</b>	<b>-9.5</b>
Fashion and clothing	7.4	8.2	-10.5
Jewelry and watches	1.9	2.3	-17.3
Cosmetics, perfume	0.3	0.3	-1.4
Leather goods	0.6	0.6	-5.8
Hawai'i food products	2.0	2.0	-2.6
Souvenirs	2.8	3.0	-7.1
<b>Lodging</b>	<b>78.2</b>	<b>74.3</b>	<b>5.3</b>
<b>All other expenses 1/</b>	<b>5.8</b>	<b>6.0</b>	<b>-3.7</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-  
Note: Sums may not add up to total due to rounding.

**Table 75: Europe MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>177.7</b>	<b>181.5</b>	<b>-2.1</b>
<b>Total Food and beverage</b>	<b>35.4</b>	<b>37.8</b>	<b>-6.4</b>
Restaurant food	23.4	26.7	-12.4
Dinner shows and cruises	3.0	3.8	-21.3
Groceries and snacks	9.0	7.3	23.3
<b>Entertainment &amp; Recreation</b>	<b>16.2</b>	<b>19.7</b>	<b>-17.6</b>
Attractions/entertainment	4.4	4.9	-9.5
Recreation	5.5	4.9	11.4
Other activities & tours	6.3	9.9	-36.1
<b>Total Transportation</b>	<b>26.6</b>	<b>22.9</b>	<b>16.4</b>
Interisland airfare	7.4	5.9	24.5
Ground transportation	2.2	2.2	-2.0
Rental vehicles	15.8	13.2	19.6
Gasoline, parking, etc.	1.3	1.5	-14.7
<b>Total Shopping</b>	<b>16.2</b>	<b>16.2</b>	<b>0.4</b>
Fashion and clothing	8.2	8.3	-1.2
Jewelry and watches	1.7	1.3	27.4
Cosmetics, perfume	0.7	0.7	-6.8
Leather goods	0.5	0.8	-34.9
Hawai'i food products	1.6	1.5	6.0
Souvenirs	3.4	3.4	1.2
<b>Lodging</b>	<b>77.2</b>	<b>79.6</b>	<b>-2.9</b>
<b>All other expenses 1/</b>	<b>6.0</b>	<b>5.3</b>	<b>12.1</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 76: Oceania MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>262.8</b>	<b>258.6</b>	<b>1.6</b>
<b>Total Food and beverage</b>	<b>50.4</b>	<b>48.7</b>	<b>3.6</b>
Restaurant food	36.5	36.0	1.4
Dinner shows and cruises	4.3	3.8	13.6
Groceries and snacks	9.6	8.9	8.3
<b>Entertainment &amp; Recreation</b>	<b>24.2</b>	<b>22.8</b>	<b>6.1</b>
<b>Attractions/entertainment</b>	<b>10.3</b>	<b>9.4</b>	<b>9.3</b>
<b>Recreation</b>	<b>5.1</b>	<b>4.8</b>	<b>7.5</b>
<b>Other activities &amp; tours</b>	<b>8.8</b>	<b>8.6</b>	<b>1.8</b>
Total Transportation	16.6	15.7	5.9
<b>Interisland airfare</b>	<b>3.9</b>	<b>3.9</b>	<b>0.7</b>
Ground transportation	4.1	4.0	0.2
Rental vehicles	8.0	7.0	13.9
Gasoline, parking, etc.	0.7	0.8	-11.6
Total Shopping	54.1	62.7	-13.7
<b>Fashion and clothing</b>	<b>34.7</b>	<b>39.2</b>	<b>-11.6</b>
Jewelry and watches	4.7	5.8	-19.2
Cosmetics, perfume	4.9	6.2	-21.2
Leather goods	3.9	5.4	-27.3
Hawai'i food products	1.6	1.8	-10.7
Souvenirs	4.3	4.2	1.7
Lodging	104.2	96.6	7.9
<b>All other expenses 1/</b>	<b>13.2</b>	<b>12.1</b>	<b>9.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 77: Other Asia MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>340.3</b>	<b>320.6</b>	<b>6.1</b>
<b>Total Food and beverage</b>	<b>60.7</b>	<b>56.2</b>	<b>7.9</b>
Restaurant food	47.3	43.2	9.4
Dinner shows and cruises	5.6	6.1	-8.5
Groceries and snacks	7.8	6.9	12.6
<b>Entertainment &amp; Recreation</b>	<b>30.4</b>	<b>27.1</b>	<b>12.5</b>
Attractions/entertainment	19.4	18.8	3.3
Recreation	7.0	5.3	32.8
Other activities & tours	4.0	3.0	34.7
<b>Total Transportation</b>	<b>29.2</b>	<b>25.6</b>	<b>14.1</b>
Interisland airfare	9.9	9.7	1.8
Ground transportation	4.4	3.6	21.3
Rental vehicles	13.7	10.7	27.6
Gasoline, parking, etc.	1.2	1.5	-19.7
<b>Total Shopping</b>	<b>116.9</b>	<b>116.9</b>	<b>0.0</b>
Fashion and clothing	39.5	41.4	-4.6
Jewelry and watches	16.5	18.5	-10.9
Cosmetics, perfume	13.3	12.1	10.2
Leather goods	34.3	32.4	6.0
Hawai'i food products	7.6	8.3	-8.5
Souvenirs	5.7	4.2	34.8
<b>Lodging</b>	<b>89.8</b>	<b>86.4</b>	<b>4.0</b>
<b>All other expenses 1/</b>	<b>13.2</b>	<b>8.5</b>	<b>55.9</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 78: Latin America MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>247.4</b>	<b>269.4</b>	<b>-8.2</b>
<b>Total Food and beverage</b>	<b>49.2</b>	<b>37.4</b>	<b>31.3</b>
Restaurant food	30.8	25.5	20.7
Dinner shows and cruises	7.5	4.5	66.2
Groceries and snacks	10.9	7.4	46.2
<b>Entertainment &amp; Recreation</b>	<b>25.7</b>	<b>19.7</b>	<b>30.9</b>
Attractions/entertainment	7.8	4.8	61.2
Recreation	8.9	6.6	35.1
Other activities & tours	9.1	8.3	9.8
<b>Total Transportation</b>	<b>29.2</b>	<b>28.6</b>	<b>2.3</b>
Interisland airfare	8.1	8.0	1.4
Ground transportation	1.6	1.0	61.6
Rental vehicles	18.3	18.1	1.3
Gasoline, parking, etc.	1.2	1.5	-21.3
<b>Total Shopping</b>	<b>29.7</b>	<b>58.4</b>	<b>-49.3</b>
Fashion and clothing	16.3	25.7	-36.5
Jewelry and watches	2.2	15.6	-86.1
Cosmetics, perfume	1.8	3.4	-45.4
Leather goods	0.7	1.0	-34.1
Hawai'i food products	2.2	4.5	-51.8
Souvenirs	6.5	8.3	-21.6
<b>Lodging</b>	<b>96.2</b>	<b>114.9</b>	<b>-16.2</b>
<b>All other expenses 1/</b>	<b>17.4</b>	<b>10.4</b>	<b>66.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 79: Other MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>183.6</b>	<b>210.9</b>	<b>-13.0</b>
<b>Total Food and beverage</b>	<b>38.3</b>	<b>38.2</b>	<b>0.3</b>
Restaurant food	26.2	25.8	1.6
Dinner shows and cruises	3.3	3.5	-4.9
Groceries and snacks	8.8	8.9	-1.3
<b>Entertainment &amp; Recreation</b>	<b>15.9</b>	<b>16.3</b>	<b>-2.4</b>
Attractions/entertainment	5.3	5.4	-1.7
Recreation	4.5	4.9	-7.4
Other activities & tours	6.1	6.0	1.1
<b>Total Transportation</b>	<b>19.7</b>	<b>22.4</b>	<b>-12.2</b>
Interisland airfare	4.1	5.5	-24.9
Ground transportation	2.2	2.4	-10.2
Rental vehicles	11.9	12.8	-7.3
Gasoline, parking, etc.	1.5	1.7	-10.2
<b>Total Shopping</b>	<b>32.2</b>	<b>40.5</b>	<b>-20.5</b>
Fashion and clothing	17.7	19.5	-9.4
Jewelry and watches	2.0	3.5	-43.5
Cosmetics, perfume	1.6	2.5	-36.6
Leather goods	2.9	4.1	-28.5
Hawai'i food products	3.3	4.4	-24.6
Souvenirs	4.8	6.6	-27.2
<b>Lodging</b>	<b>72.5</b>	<b>79.8</b>	<b>-9.1</b>
<b>All other expenses 1/</b>	<b>4.9</b>	<b>13.7</b>	<b>-64.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 80: China Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>392.0</b>	<b>396.8</b>	<b>-1.2</b>
<b>Total Food and beverage</b>	<b>55.6</b>	<b>54.1</b>	<b>2.7</b>
Restaurant food	42.2	39.8	6.0
Dinner shows and cruises	5.5	6.4	-13.0
Groceries and snacks	7.9	8.0	-1.1
<b>Entertainment &amp; Recreation</b>	<b>35.0</b>	<b>29.5</b>	<b>18.7</b>
Attractions/entertainment	26.9	24.1	11.5
Recreation	4.1	2.9	41.6
Other activities & tours	4.1	2.5	60.7
<b>Total Transportation</b>	<b>33.0</b>	<b>29.7</b>	<b>11.1</b>
Interisland airfare	12.9	11.0	17.9
Ground transportation	6.5	5.3	23.9
Rental vehicles	12.2	11.9	2.3
Gasoline, parking, etc.	1.4	1.6	-11.7
<b>Total Shopping</b>	<b>160.0</b>	<b>182.7</b>	<b>-12.5</b>
Fashion and clothing	54.9	63.3	-13.2
Jewelry and watches	30.8	37.8	-18.6
Cosmetics, perfume	21.7	21.4	1.5
Leather goods	39.0	46.1	-15.3
Hawai'i food products	8.0	9.7	-17.8
Souvenirs	5.5	4.4	24.2
<b>Lodging</b>	<b>86.3</b>	<b>85.4</b>	<b>1.1</b>
<b>All other expenses 1/</b>	<b>22.1</b>	<b>15.3</b>	<b>44.1</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 81: Korea Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>293.9</b>	<b>270.4</b>	<b>8.7</b>
<b>Total Food and beverage</b>	<b>66.5</b>	<b>60.2</b>	<b>10.6</b>
Restaurant food	52.9	47.9	10.5
Dinner shows and cruises	5.8	6.1	-5.7
Groceries and snacks	7.8	6.1	27.2
<b>Entertainment &amp; Recreation</b>	<b>26.3</b>	<b>26.5</b>	<b>-0.7</b>
Attractions/entertainment	13.1	16.2	-19.1
Recreation	9.5	7.2	31.3
Other activities & tours	3.8	3.1	20.3
<b>Total Transportation</b>	<b>25.7</b>	<b>22.7</b>	<b>13.0</b>
Interisland airfare	7.1	9.2	-23.5
Ground transportation	2.5	2.4	5.6
Rental vehicles	15.0	9.6	56.1
Gasoline, parking, etc.	1.1	1.5	-26.9
<b>Total Shopping</b>	<b>77.2</b>	<b>71.1</b>	<b>8.6</b>
Fashion and clothing	25.1	25.4	-1.0
Jewelry and watches	3.7	5.0	-26.0
Cosmetics, perfume	6.0	5.8	2.6
Leather goods	30.2	23.8	27.0
Hawai'i food products	6.7	7.0	-4.1
Souvenirs	5.5	4.1	33.1
<b>Lodging</b>	<b>93.5</b>	<b>86.8</b>	<b>7.7</b>
<b>All other expenses 1/</b>	<b>4.7</b>	<b>3.0</b>	<b>54.1</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.



**Table 82: Taiwan Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>221.8</b>	<b>204.3</b>	<b>8.6</b>
<b>Total Food and beverage</b>	<b>42.8</b>	<b>37.4</b>	<b>14.5</b>
Restaurant food	33.5	30.5	10.0
Dinner shows and cruises	2.2	3.6	-36.9
Groceries and snacks	7.0	3.3	110.5
<b>Entertainment &amp; Recreation</b>	<b>21.7</b>	<b>16.1</b>	<b>35.2</b>
Attractions/entertainment	16.1	9.4	72.1
Recreation	2.0	2.9	-30.3
Other activities & tours	3.6	3.8	-5.7
<b>Total Transportation</b>	<b>24.0</b>	<b>21.0</b>	<b>14.3</b>
Interisland airfare	11.0	6.7	64.7
Ground transportation	2.6	3.7	-28.6
Rental vehicles	9.2	9.3	-1.2
Gasoline, parking, etc.	1.2	1.3	-10.5
<b>Total Shopping</b>	<b>59.3</b>	<b>65.8</b>	<b>-9.9</b>
Fashion and clothing	19.0	31.0	-38.7
Jewelry and watches	0.8	4.9	-83.8
Cosmetics, perfume	2.9	2.5	16.7
Leather goods	15.1	15.7	-3.7
Hawai'i food products	13.0	9.1	43.3
Souvenirs	8.5	2.7	214.1
<b>Lodging</b>	<b>66.6</b>	<b>60.0</b>	<b>11.0</b>
<b>All other expenses 1/</b>	<b>7.4</b>	<b>4.0</b>	<b>82.6</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 83: Australia Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>264.1</b>	<b>270.1</b>	<b>-2.2</b>
<b>Total Food and beverage</b>	<b>53.1</b>	<b>53.8</b>	<b>-1.2</b>
Restaurant food	38.5	41.2	-6.4
Dinner shows and cruises	5.4	4.7	16.1
Groceries and snacks	9.2	8.0	15.5
<b>Entertainment &amp; Recreation</b>	<b>24.5</b>	<b>23.8</b>	<b>3.1</b>
Attractions/entertainment	10.9	10.7	2.5
Recreation	4.8	4.2	14.5
Other activities & tours	8.8	8.9	-1.5
<b>Total Transportation</b>	<b>15.7</b>	<b>15.2</b>	<b>3.5</b>
Interisland airfare	4.3	4.1	5.9
Ground transportation	3.7	3.7	0.1
Rental vehicles	7.0	6.8	2.9
Gasoline, parking, etc.	0.7	0.6	13.2
<b>Total Shopping</b>	<b>58.3</b>	<b>70.9</b>	<b>-17.8</b>
Fashion and clothing	35.7	43.3	-17.6
Jewelry and watches	5.8	7.6	-23.5
Cosmetics, perfume	5.5	6.9	-20.3
Leather goods	5.4	6.6	-17.0
Hawai'i food products	1.4	1.3	2.5
Souvenirs	4.5	5.2	-14.1
<b>Lodging</b>	<b>99.0</b>	<b>93.2</b>	<b>6.2</b>
<b>All other expenses 1/</b>	<b>13.5</b>	<b>13.3</b>	<b>2.0</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 84: New Zealand Air Visitor Personal Daily Spending  
by Category in Dollars  
2015 vs. 2014R**

<b>Expenditure Type</b>	<b>2015</b>	<b>2014R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>227.3</b>	<b>220.3</b>	<b>3.2</b>
<b>Total Food and beverage</b>	<b>46.7</b>	<b>45.1</b>	<b>3.6</b>
Restaurant food	34.0	31.7	7.1
Dinner shows and cruises	3.4	4.1	-18.3
Groceries and snacks	9.4	9.2	1.5
<b>Entertainment &amp; Recreation</b>	<b>19.3</b>	<b>18.7</b>	<b>2.9</b>
Attractions/entertainment	7.4	8.4	-11.7
Recreation	4.8	3.4	44.3
Other activities & tours	7.0	7.0	0.6
<b>Total Transportation</b>	<b>15.3</b>	<b>15.0</b>	<b>1.9</b>
Interisland airfare	4.0	4.0	0.3
Ground transportation	4.2	3.5	20.6
Rental vehicles	6.4	6.5	-2.7
Gasoline, parking, etc.	0.7	0.9	-28.0
<b>Total Shopping</b>	<b>55.1</b>	<b>55.6</b>	<b>-0.9</b>
Fashion and clothing	39.4	39.2	0.6
Jewelry and watches	3.0	4.6	-34.7
Cosmetics, perfume	5.3	4.0	30.2
Leather goods	2.8	2.5	13.2
Hawai'i food products	1.7	1.9	-8.9
Souvenirs	2.8	3.3	-16.2
<b>Lodging</b>	<b>86.3</b>	<b>79.8</b>	<b>8.1</b>
<b>All other expenses 1/</b>	<b>4.7</b>	<b>6.1</b>	<b>-23.2</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 85: Air Visitor Personal Daily Spending  
by Category and Island in Dollars  
2015**

<b>Expenditure Type</b>	<b>O'ahu</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Kaua'i</b>	<b>Hawai'i Island</b>
<b>GRAND TOTAL</b>	<b>202.3</b>	<b>197.6</b>	<b>118.0</b>	<b>263.3</b>	<b>172.9</b>	<b>160.4</b>
<b>Total Food and beverage</b>	<b>39.5</b>	<b>40.0</b>	<b>21.9</b>	<b>58.4</b>	<b>36.4</b>	<b>32.1</b>
Restaurant food	26.4	25.4	10.4	49.8	22.5	21.0
Dinner shows and cruises	4.6	4.3	0.1	0.3	3.7	2.1
Groceries and snacks	8.5	10.3	11.4	8.3	10.2	9.1
<b>Entertainment &amp; Recreation</b>	<b>17.0</b>	<b>16.2</b>	<b>7.5</b>	<b>20.0</b>	<b>19.9</b>	<b>17.0</b>
<b>Total Transportation</b>	<b>14.7</b>	<b>19.6</b>	<b>32.0</b>	<b>14.9</b>	<b>19.4</b>	<b>23.8</b>
Interisland airfare	2.0	2.6	9.6	7.4	3.0	7.1
Ground transportation	1.9	0.6	1.0	2.0	0.4	0.5
Rental vehicles	9.7	15.3	19.9	5.1	15.1	14.6
Gasoline, parking, etc.	1.1	1.1	1.4	0.4	1.0	1.7
<b>Total Shopping</b>	<b>34.0</b>	<b>17.6</b>	<b>7.2</b>	<b>11.2</b>	<b>14.6</b>	<b>13.9</b>
Fashion and clothing	13.0	7.1	2.1	7.2	5.9	4.9
Jewelry and watches	4.2	3.5	0.8	0.8	2.7	1.8
Cosmetics, perfume	1.7	0.5	0.0	0.1	0.3	0.2
Leather goods	4.2	0.7	0.0	0.0	0.1	0.2
Hawai'i food products	3.3	2.0	2.0	1.3	2.0	3.1
Souvenirs	7.6	3.8	2.3	1.8	3.5	3.7
<b>Lodging</b>	<b>89.1</b>	<b>96.5</b>	<b>46.1</b>	<b>151.6</b>	<b>77.1</b>	<b>68.0</b>
<b>All other expenses 1/</b>	<b>8.0</b>	<b>7.5</b>	<b>3.4</b>	<b>7.3</b>	<b>5.5</b>	<b>5.5</b>

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 85: Air Visitor Personal Daily Spending continued  
by Category and Island in Dollars  
2014R**

<b>Expenditure Type</b>	<b>O'ahu</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Kaua'i</b>	<b>Hawai'i Island</b>
<b>GRAND TOTAL</b>	<b>209.5</b>	<b>201.2</b>	<b>122.3</b>	<b>319.8</b>	<b>165.0</b>	<b>172.2</b>
<b>Total Food and beverage</b>	<b>40.6</b>	<b>41.0</b>	<b>22.9</b>	<b>74.1</b>	<b>34.4</b>	<b>34.0</b>
Restaurant food	28.7	26.4	10.7	66.0	21.1	22.5
Dinner shows and cruises	3.9	4.6	0.1	2.4	3.5	2.2
Groceries and snacks	7.9	9.9	12.0	5.7	9.8	9.3
<b>Entertainment &amp; Recreation</b>	<b>16.7</b>	<b>17.6</b>	<b>11.6</b>	<b>26.0</b>	<b>19.0</b>	<b>18.1</b>
<b>Total Transportation</b>	<b>14.7</b>	<b>19.8</b>	<b>26.2</b>	<b>17.6</b>	<b>19.6</b>	<b>25.0</b>
Interisland airfare	2.2	2.8	10.5	10.5	2.5	6.6
Ground transportation	2.0	0.7	1.6	1.9	0.3	0.6
Rental vehicles	9.3	14.8	12.0	4.2	15.5	15.9
Gasoline, parking, etc.	1.2	1.5	2.1	1.0	1.2	2.0
<b>Total Shopping</b>	<b>37.4</b>	<b>18.8</b>	<b>6.9</b>	<b>16.1</b>	<b>13.6</b>	<b>15.4</b>
Fashion and clothing	14.5	7.9	1.7	9.4	5.4	5.4
Jewelry and watches	4.6	3.7	0.6	2.0	2.5	2.6
Cosmetics, perfume	1.8	0.5	0.1	0.7	0.3	0.2
Leather goods	5.3	0.7	0.3	0.2	0.1	0.4
Hawai'i food products	3.2	2.1	1.8	1.7	1.8	3.3
Souvenirs	8.0	3.9	2.4	2.2	3.4	3.6
<b>Lodging</b>	<b>92.8</b>	<b>97.0</b>	<b>52.0</b>	<b>175.9</b>	<b>72.9</b>	<b>73.6</b>
<b>All other expenses 1/</b>	<b>7.4</b>	<b>7.0</b>	<b>2.7</b>	<b>10.0</b>	<b>5.4</b>	<b>6.1</b>

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 86: Air Visitor Personal Daily Spending Growth  
by Category and Island  
% change 2014 vs. 2013**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
<b>GRAND TOTAL</b>	<b>-3.4%</b>	<b>-1.8%</b>	<b>-3.5%</b>	<b>-17.7%</b>	<b>4.8%</b>	<b>-6.9%</b>
<b>Total Food and beverage</b>	<b>-2.8%</b>	<b>-2.4%</b>	<b>-4.6%</b>	<b>-21.2%</b>	<b>5.8%</b>	<b>-5.4%</b>
Restaurant food	-8.0%	-3.8%	-2.7%	-24.5%	6.4%	-6.4%
Dinner shows and cruises	15.5%	-6.5%	-63.9%	-87.4%	6.6%	-8.1%
Groceries and snacks	6.8%	3.1%	-5.6%	45.5%	4.2%	-2.1%
<b>Entertainment &amp; Recreation</b>	<b>1.8%</b>	<b>-7.5%</b>	<b>-35.1%</b>	<b>-23.2%</b>	<b>4.6%</b>	<b>-6.2%</b>
<b>Total Transportation</b>	<b>0.3%</b>	<b>-0.8%</b>	<b>22.0%</b>	<b>-15.5%</b>	<b>-1.0%</b>	<b>-4.7%</b>
Interisland airfare	-10.1%	-5.2%	-8.2%	-29.8%	18.2%	7.7%
Ground transportation	-3.1%	-7.0%	-41.5%	3.3%	12.7%	-24.9%
Rental vehicles	4.6%	3.1%	66.0%	22.5%	-2.7%	-8.2%
Gasoline, parking, etc.	-8.3%	-27.7%	-29.8%	-60.5%	-22.0%	-11.9%
<b>Total Shopping</b>	<b>-9.0%</b>	<b>-6.3%</b>	<b>3.9%</b>	<b>-30.4%</b>	<b>7.1%</b>	<b>-10.0%</b>
Fashion and clothing	-10.3%	-10.8%	19.3%	-23.4%	8.8%	-10.1%
Jewelry and watches	-8.9%	-4.2%	46.6%	-59.9%	6.8%	-29.8%
Cosmetics, perfume	-3.5%	-3.0%	-36.1%	-79.0%	-4.2%	-17.0%
Leather goods	-22.0%	-3.2%	-95.4%	-95.8%	5.7%	-40.8%
Hawai'i food products	5.1%	-2.7%	11.1%	-20.0%	10.9%	-5.5%
Souvenirs	-5.0%	-2.0%	-7.3%	-19.6%	3.7%	3.7%
<b>Lodging</b>	<b>-3.9%</b>	<b>-0.6%</b>	<b>-11.5%</b>	<b>-13.8%</b>	<b>5.7%</b>	<b>-7.6%</b>
<b>All other expenses 1/</b>	<b>8.1%</b>	<b>7.9%</b>	<b>25.6%</b>	<b>-27.5%</b>	<b>2.3%</b>	<b>-8.8%</b>

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 87: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics  
(in Dollars, 2014 vs. 2013)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2015	2014R	2015	2014R	2015	2014R
<b>ALL VISITORS</b>	<b>162.0</b>	<b>160.2</b>	<b>197.8</b>	<b>204.9</b>	<b>236.3</b>	<b>273.4</b>
Group tour status:						
Organized group tour	230.8	212.3	253.2	262.5	248.3	276.5
Individually arranged	160.1	158.7	188.3	196.0	233.2	262.3
Arrived on package tour:						
Yes	183.4	190.2	229.0	243.9	260.0	289.4
No	155.6	151.5	180.5	183.7	186.3	197.3
Accommodations:						
Hotel	205.3	209.3	243.5	252.3	257.8	285.6
Condo	161.3	156.4	183.2	183.6	174.2	179.8
Guests of friends and relatives	72.9	73.1	75.0	76.2	100.3	93.0
Timeshare	128.8	122.2	148.8	148.6	127.7	136.5
Previous visits:						
First trip	169.5	172.3	207.3	218.7	259.7	290.5
Repeat visitors	160.6	158.7	190.3	185.4	223.4	249.4
Purpose of trip:						
Pleasure	163.1	162.3	192.8	198.1	217.2	241.7
Business, meetings, Conventions, incentive	204.8	202.8	237.9	221.1	250.7	265.3
Honeymoon	211.2	221.5	280.1	308.2	323.0	354.2

Source: Hawai'i Tourism Authority

**Table 88: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending  
2015**

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON		TOTAL		
					PER DAY PERSONAL SPENDING \$	TOTAL PERSONAL SPENDING \$	SUPPLEMENTAL BUSINESS SPENDING \$	TOTAL SPENDING \$	
<b>Convention/Conference</b>	<b>254,023</b>								<b>\$637,853,188</b>
Party Size	1.87								
Delegates	135,607	4.0	4.5	8.5	\$237.4	\$272,449,369	\$127,013,471	\$399,462,840	
Companions	118,416	4.0	4.5	8.5		\$238,390,348		\$238,390,348	
<b>Corporate Meeting</b>	<b>78,606</b>								<b>\$159,872,196</b>
Party Size	1.71								
Delegates	45,964	3.0	4.5	7.5	\$261.3	\$90,374,818	\$7,064,216	\$97,439,034	
Companions	32,642	3.0	4.5	7.5		\$62,433,162		\$62,433,162	
<b>Incentive</b>	<b>166,142</b>								<b>\$237,691,361</b>
Party Size	2.46								
Delegates	67,464			6.2	\$240.4	\$101,263,623		\$101,263,623	
Companions	98,678			6.2		\$136,427,738		\$136,427,738	
<b>MCI TOTAL</b>							<b>\$134,077,687</b>	<b>\$1,035,416,745</b>	



**Table 89: Cruise Ship Visitors  
2015**

2015	SHIP ARRIVALS FROM OUT-OF-STATE <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	7	9,261	11,517	12	20,778	8.68	180,330
FEBRUARY	6	11,713	8,469	10	20,182	6.69	135,079
MARCH	8	14,692	8,792	12	23,484	6.87	161,228
APRIL	6	12,361	11,597	11	23,958	7.62	182,521
MAY	6	11,087	11,563	11	22,650	8.16	184,815
JUNE	1	497	10,042	5	10,539	10.45	110,142
JULY	2	2,854	9,793	6	12,647	8.41	106,342
AUGUST	0	0	12,233	5	12,233	10.91	133,414
SEPTEMBER	13	23,302	11,588	19	34,890	6.77	236,242
OCTOBER	8	17,701	11,232	13	28,933	7.05	203,979
NOVEMBER	3	6,325	8,949	7	15,274	7.54	115,175
DECEMBER	3	6,753	9,609	7	16,362	9.04	147,945
<b>TOTAL</b>	<b>63</b>	<b>116,546</b>	<b>125,384</b>	<b>118</b>	<b>241,929</b>	<b>7.84</b>	<b>1,897,212</b>

<sup>1/</sup> Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority and Hawai'i State Department of Transportation, Harbors Division.

**Table 90: Cruise Ship Visitor Growth  
% change 2015 vs. 2014**

2015 vs 2014	SHIP ARRIVALS FROM OUT-OF-STATE <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	-46.2%	-52.1%	19.1%	-33.3%	-28.3%	27.4%	-8.7%
FEBRUARY	-25.0%	-25.7%	-4.0%	-16.7%	-17.9%	-5.3%	-22.3%
MARCH	60.0%	38.7%	-19.2%	20.0%	9.3%	-13.9%	-5.9%
APRIL	-45.5%	-46.4%	30.4%	-31.3%	-25.0%	9.0%	-18.3%
MAY	50.0%	58.1%	6.1%	22.2%	26.4%	-5.8%	19.2%
JUNE	-50.0%	-64.4%	0.9%	-16.7%	-7.1%	7.0%	-0.6%
JULY	100.0%	233.0%	0.5%	20.0%	19.3%	-14.2%	2.4%
AUGUST	NA	NA	6.6%	0.0%	6.6%	4.0%	10.8%
SEPTEMBER	62.5%	77.6%	20.4%	46.2%	53.4%	-19.7%	23.2%
OCTOBER	33.3%	48.3%	27.4%	30.0%	39.4%	-5.9%	31.2%
NOVEMBER	-50.0%	-26.5%	-17.2%	-36.4%	-21.3%	-12.6%	-31.2%
DECEMBER	-50.0%	-47.1%	2.6%	-30.0%	-26.1%	10.9%	-18.0%
<b>TOTAL</b>	<b>-10.0%</b>	<b>-6.3%</b>	<b>5.4%</b>	<b>-5.6%</b>	<b>-0.6%</b>	<b>-2.2%</b>	<b>-2.8%</b>

<sup>1/</sup> Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

NA = Not applicable

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority and Hawai'i State Department of Transportation, Harbors Division.

**Table 91: Total Cruise Ship Passengers by MMA  
2015**

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawaii Residents	Total Passengers
<b>Total Passengers</b>	241,929	62,104	94,308	29,329	24,446	12,862	18,880	3,702	245,631
<b>Island Visitation (Number of Passengers)</b>									
Oahu	239,329	61,784	93,846	28,971	23,845	12,216	18,667	3,702	243,031
Kauai	210,738	55,445	86,941	24,363	21,860	6,775	15,354	3,629	214,367
Maui County	228,674	58,572	91,830	27,810	23,414	10,653	16,395	3,702	232,376
Maui	228,674	58,572	91,830	27,810	23,414	10,653	16,395	3,702	232,376
Molokai	3,140	1,461	912	337	174	112	144	72	3,212
Lana'i	4,858	2,041	1,612	365	331	183	326	59	4,917
Hawaii Island	224,685	58,387	90,889	25,542	23,067	9,799	17,001	3,702	228,387
<b>Purpose of Trip (Number of Passengers)</b>									
Honeymoon	5,107	1,079	2,121	405	434	421	647	104	5,211
Get Married	892	142	351	95	152	25	127	15	907
Attend Wedding	1,311	291	496	194	120	45	165	41	1,352
Convention / Conference	2,488	505	1,122	322	176	101	262	36	2,524
Business	2,493	802	1,034	128	92	105	332	146	2,639
Visit Friends or Relatives	21,974	9,145	8,258	1,723	810	267	1,771	826	22,800
Play Golf	4,232	695	2,035	512	465	125	400	124	4,356
Leisure	206,969	50,277	80,308	26,262	22,645	11,961	15,516	2,661	209,630
<b>Type of Accommodation Before or After Cruise (Number of Passengers)</b>									
Hotel	123,597	22,092	58,879	13,678	15,679	3,728	9,541	135	123,732
Hotel only	110,219	17,544	55,021	11,583	14,211	3,513	8,347	94	110,313
Condo	10,433	3,800	2,558	1,963	1,056	138	918	150	10,583
Condo only	2,977	866	936	607	295	39	234	109	3,086
Timeshare	9,766	3,628	3,865	995	657	208	413	18	9,784
Timeshare Only	4,220	1,318	1,955	416	268	122	141	0	4,220
Cruise only	101,891	33,912	29,438	13,781	7,719	8,605	8,436	3,366	105,257
Bed & Breakfast	1,442	422	457	213	80	155	115	26	1,468
Bed & Breakfast only	381	125	180	19	11	17	29	7	388
Friends & relatives	5,302	2,180	2,173	323	256	63	307	101	5,403
Other accommodation	7,505	2,951	1,785	924	689	409	747	3	7,508
<b>Average Length of Stay (days)</b>									
Total Length of Stay in Hawaii	7.84	6.82	8.64	7.53	9.41	5.53	8.16	6.84	7.83
LOS in Hawaii Before Cruise	1.31	0.79	1.63	1.31	1.80	0.80	1.50	0.00	1.29
LOS in Hawaii During Cruise	5.37	4.92	6.03	5.06	5.40	3.87	5.23	6.84	5.39
LOS in Hawaii After Cruise	1.16	1.12	0.98	1.16	2.21	0.86	1.42	0.00	1.14
<b>Type of Visitors</b>									
First Timers	107,811	12,091	51,260	13,847	11,795	9,390	10,300		
Repeat Visitors	134,118	50,013	43,048	15,482	12,651	3,472	8,580		
<b>Total Expenditures (\$mil)</b>	<b>402.8</b>	<b>69.1</b>	<b>216.1</b>	<b>42.8</b>	<b>0.00</b>	<b>0.00</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>
PPPD (All visitors, \$)	212.3	163.0	265.3	193.5	0.00	0.00	N/A	N/A	N/A
PPPD (On domestic ships, \$)	274.3	263.3	315.7	262.3	0.00	0.00	N/A	N/A	N/A
PPPD (On foreign ships, \$)	71.8	63.4	78.6	70.9	0.00	0.00	N/A	N/A	N/A

NA = Not Applicable

Table 92: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars  
2014

Expenditure Type	State	%Change	O'ahu	%Change	Maui	%Change	Kauai	%Change	Hawai'i Island	%Change
<b>Total per person per day spending</b>	<b>283.4</b>	<b>41.4</b>	<b>115.7</b>	<b>7.4</b>	<b>72.7</b>	<b>14.9</b>	<b>60.1</b>	<b>-0.8</b>	<b>69.3</b>	<b>-1.3</b>
<b>Lodging</b>	<b>18.6</b>	<b>23.3</b>	<b>37.2</b>	<b>22.4</b>	<b>9.6</b>	<b>23.2</b>	<b>8.1</b>	<b>14.9</b>	<b>8.4</b>	<b>13.4</b>
<b>Food &amp; beverages</b>	<b>11.6</b>	<b>1.5</b>	<b>20.1</b>	<b>-1.0</b>	<b>8.8</b>	<b>12.6</b>	<b>5.5</b>	<b>-1.1</b>	<b>6.8</b>	<b>-7.9</b>
Restaurant	8.2	-2.1	14.6	-5.1	6.1	9.7	3.6	-0.9	4.3	-11.8
Dinner shows	1.3	1.8	2.4	2.2	1.1	18.3	0.9	2.5	0.4	-30.9
Groceries/snacks	2.1	18.4	3.1	21.1	1.6	21.1	1.0	-4.4	2.0	10.1
<b>Entertainment and Recreation</b>	<b>3.8</b>	<b>4.5</b>	<b>5.6</b>	<b>-1.3</b>	<b>2.8</b>	<b>9.8</b>	<b>3.0</b>	<b>19.8</b>	<b>2.8</b>	<b>0.1</b>
<b>Shore Tour</b>	<b>22.2</b>	<b>9.9</b>	<b>15.9</b>	<b>9.9</b>	<b>23.1</b>	<b>22.7</b>	<b>26.4</b>	<b>4.7</b>	<b>27.2</b>	<b>7.7</b>
<b>Total Transportation</b>	<b>7.5</b>	<b>8.4</b>	<b>11.2</b>	<b>16.1</b>	<b>6.6</b>	<b>9.7</b>	<b>4.6</b>	<b>-10.4</b>	<b>5.1</b>	<b>-2.6</b>
Inter-island airfare	1.4	10.9	1.8	19.3	1.3	8.5	1.1	-6.3	1.2	5.4
Ground transportation	2.3	16.3	4.4	21.6	1.3	23.2	0.8	-15.6	1.5	5.4
Rental car/moped	3.3	5.9	4.2	12.8	3.6	10.4	2.5	-9.0	2.1	-7.4
Other transportation	0.5	-11.8	0.7	-1.6	0.4	-17.2	0.3	-19.7	0.3	-26.3
<b>Total Shopping</b>	<b>18.2</b>	<b>6.1</b>	<b>22.8</b>	<b>8.6</b>	<b>18.9</b>	<b>18.7</b>	<b>10.4</b>	<b>-8.4</b>	<b>16.7</b>	<b>-4.3</b>
Fashion & clothing	6.4	4.5	8.7	2.2	6.6	19.3	3.7	-4.5	4.8	-4.5
Jewelry/watch	4.3	27.1	5.6	45.2	5.1	27.0	2.3	1.3	3.2	8.8
Cosmetics/perfumes	0.6	8.7	0.8	-23.6	0.9	79.3	0.2	7.4	0.3	36.0
leather goods	0.8	109.8	0.7	24.0	0.6	40.3	0.1	-49.4	1.7	656.8
Hawai'i food products	1.9	-16.3	2.3	15.3	1.4	-1.3	1.0	-16.7	2.4	-43.6
Souvenirs	4.3	-5.5	4.7	-6.3	4.4	7.2	3.0	-14.5	4.4	-9.5
<b>All other spending outside ship</b>	<b>2.6</b>	<b>-47.3</b>	<b>2.9</b>	<b>-53.2</b>	<b>2.9</b>	<b>-33.4</b>	<b>2.1</b>	<b>-44.2</b>	<b>2.3</b>	<b>-50.7</b>
<b>Unallocated and on ship spending 1/</b>	<b>198.9</b>	<b>64.3</b>								

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Note: Sums may not add up to total due to rounding.

**Table 93: Total Air Seats Operated To Hawai'i  
2015 vs. 2014**

	STATEWIDE		HONOLULU		KAHALUI		KONA		HILO		LIHUE				
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014			
TOTAL SEATS	11,937,726	11,296,132	5.7	8,135,126	7,921,377	2.7	2,271,354	1,982,552	14.6	810,479	688,287	17.8	676,227	657,860	2.8
Scheduled Seats	11,833,440	11,170,732	5.9	8,039,005	7,808,115	3.0	2,265,402	1,975,832	14.7	808,981	686,553	17.8	675,512	654,176	3.3
Charter seats	104,286	125,400	-16.8	96,121	113,262	-15.1	5,952	6,720	(11.4)	1,498	1,734	-13.6	715	3,684	-80.6

Source: Scheduled seats from Dilo MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

**Table 94: Domestic Air Seats Operated To Hawai'i  
2015 vs. 2014**

	STATEWIDE		HONOLULU		KAHALUI		KONA		HILO		LIHUE				
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014			
<b>DOMESTIC SEATS</b>	<b>928,088</b>	<b>854,518</b>	<b>8.6</b>	<b>768,778</b>	<b>737,266</b>	<b>4.3</b>	<b>159,310</b>	<b>117,252</b>	<b>35.9</b>						
Scheduled Seats	117,518	107,380	9.4	117,518	107,380	9.4	40,936	14,792	176.7						
Charter seats	810,570	747,138	8.1	651,260	630,886	3.2	118,374	102,460	15.5						
<b>US West</b>	<b>7,217,348</b>	<b>6,681,786</b>	<b>8.0</b>	<b>3,853,180</b>	<b>3,682,655</b>	<b>4.6</b>	<b>1,904,542</b>	<b>1,680,424</b>	<b>13.3</b>	<b>771,992</b>	<b>650,143</b>	<b>18.7</b>	<b>44,540</b>	<b>46,056</b>	<b>-3.3</b>
...Anchorage	66,504	60,546	9.8	48,411	45,228	7.0	10,921	10,512	3.9	7,172	4,806	49.2			
...Bellingham	39,935	60,522	-34.0	25,428	40,725	-37.6	14,507	19,797	-26.7						
...Boise	0	2,954	-100.0	0	2,954	-100.0									
...Denver	158,160	146,350	8.1	104,210	86,173	20.9	30,797	37,973	-18.9	15,951	11,466	39.1			
...Eugene	0	2,280	-100.0	0	2,280	-100.0									
...Fresno	0	4,560	-100.0	0	4,560	-100.0									
...Las Vegas	297,479	296,747	0.2	297,479	296,747	0.2									
...Los Angeles	2,541,330	2,456,779	3.4	1,358,011	1,306,843	3.9	590,630	583,813	1.2	288,998	249,496	15.8	44,540	46,056	-3.3
...Oakland	393,196	366,472	7.3	135,443	136,802	-1.0	154,625	150,298	2.9	65,364	45,799	42.7	44,540	46,056	-3.3
...Phoenix	503,861	485,599	3.8	258,297	255,129	1.2	114,512	107,540	6.5	60,386	58,520	3.2			
...Phoenix Mesa	0	4,560	-100.0	0	4,560	-100.0									
...Portland	323,294	308,441	4.8	176,105	168,365	4.6	101,875	96,959	5.1	28,851	26,736	7.9			
...Sacramento	154,030	153,292	0.5	94,535	94,535	0.0	59,495	58,757	1.3						
...Salt Lake City	92,628	92,916	-0.3	92,628	92,916	-0.3									
...San Diego	285,632	269,449	6.0	161,426	163,491	-1.3	67,808	71,170	-4.7	21,027	0	NA			
...San Francisco	1,145,676	933,968	22.7	582,950	545,474	6.9	333,855	180,200	85.3	144,913	134,584	7.7			
...San Jose	357,418	313,038	14.2	135,384	103,857	30.4	154,030	150,046	2.7	34,100	25,590	33.3			
...Seattle	858,205	715,343	20.0	382,873	324,046	18.2	271,487	213,359	27.2	105,230	93,146	13.0			
...Spokane	0	7,970	-100.0	0	7,970	-100.0									
<b>US East</b>	<b>117,518</b>	<b>107,380</b>	<b>9.4</b>	<b>117,518</b>	<b>107,380</b>	<b>9.4</b>									
...Atlanta	164,471	140,704	16.9	123,535	125,912	-1.9									
...Chicago	283,836	261,382	8.6	165,462	158,922	4.1									
...Dallas	123,789	118,930	4.1	123,789	118,930	4.1									
...Houston	10,622	0	NA	10,622	0	NA									
...Minneapolis	98,866	95,684	3.3	98,866	95,684	3.3									
...New York JFK	87,362	88,330	-1.1	87,362	88,330	-1.1									
...Newark	41,624	42,108	-1.1	41,624	42,108	-1.1									
...Washington D.C.															

NA = Not Applicable  
Source: Scheduled seats from Dilo MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 95: International Air Seats To Hawai'i  
2015 vs. 2014

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>INTERNATIONAL SEATS</b>	<b>3,713,162</b>	<b>3,669,507</b>	<b>1.2</b>	<b>3,442,205</b>	<b>3,423,273</b>	<b>0.6</b>	<b>201,550</b>	<b>178,156</b>	<b>13.1</b>	<b>36,989</b>	<b>36,410</b>	<b>1.6</b>	<b>32,418</b>	<b>31,668</b>	<b>2.4</b>	<b>32,418</b>	<b>31,668</b>	<b>2.4</b>
Scheduled Seats	3,688,004	3,634,428	1.5	3,417,047	3,388,194	0.9	201,550	178,156	13.1	36,989	36,410	1.6	32,418	31,668	2.4	32,418	31,668	2.4
Charter seats	25,158	35,079	-28.3	25,158	35,079	-28.3												
<b>Japan</b>	<b>1,949,420</b>	<b>2,015,905</b>	<b>-3.3</b>	<b>1,949,420</b>	<b>2,015,905</b>	<b>-3.3</b>												
...Fukuoka	69,131	124,580	-44.5	69,131	124,580	-44.5												
...Nagoya	198,659	218,356	-9.0	198,659	218,356	-9.0												
...Osaka	366,283	367,817	-0.4	366,283	367,817	-0.4												
...Sapporo	40,404	40,663	-0.6	40,404	40,663	-0.6												
...Tokyo-HND	324,345	330,655	-1.9	324,345	330,655	-1.9												
...Tokyo-NRT	950,598	933,834	1.8	950,598	933,834	1.8												
<b>Canada</b>	<b>459,636</b>	<b>399,960</b>	<b>14.9</b>	<b>188,679</b>	<b>153,726</b>	<b>22.7</b>	<b>201,550</b>	<b>178,156</b>	<b>13.1</b>	<b>36,989</b>	<b>36,410</b>	<b>1.6</b>	<b>32,418</b>	<b>31,668</b>	<b>2.4</b>	<b>32,418</b>	<b>31,668</b>	<b>2.4</b>
...Calgary	43,969	44,260	-0.7	8,121	8,073	0.6												
...Edmonton	12,582	12,213	3.0															
...Toronto	106,922	1,960	5355.2	63,174	1,960	3123.2	12,582	12,213	3.0	3,978	-	NA	3,978	-	NA			
...Vancouver	292,941	338,263	-13.4	114,162	140,429	-18.7	117,328	129,756	-9.6	33,011	36,410	-9.3	28,440	31,668	-10.2	28,440	31,668	-10.2
...Victoria	3,222	3,264	-1.3	3,222	3,264	-1.3												
<b>Other Asia</b>	<b>479,662</b>	<b>517,432</b>	<b>-7.3</b>	<b>479,662</b>	<b>517,432</b>	<b>-7.3</b>												
...Beijing	89,472	70,123	27.6	89,472	70,123	27.6												
...Seoul	297,964	334,360	-10.9	297,964	334,360	-10.9												
...Shanghai	60,918	68,366	-10.9	60,918	68,366	-10.9												
...Taipei	31,308	44,583	-29.8	31,308	44,583	-29.8												
<b>Oceania</b>	<b>503,300</b>	<b>432,280</b>	<b>16.4</b>	<b>503,300</b>	<b>432,280</b>	<b>16.4</b>												
...Auckland	93,600	90,394	3.5	93,600	90,394	3.5												
...Brisbane	101,079	53,410	89.3	101,079	53,410	89.3												
...Melbourne	49,314	43,026	14.6	49,314	43,026	14.6												
...Sydney	259,307	245,450	5.6	259,307	245,450	5.6												
<b>Other</b>	<b>295,986</b>	<b>268,851</b>	<b>10.1</b>	<b>295,986</b>	<b>268,851</b>	<b>10.1</b>												
...Apia	8,862	9,840	-9.9	8,862	9,840	-9.9												
...Christmas	6,466	6,676	-3.1	6,466	6,676	-3.1												
...Guam	125,560	126,232	-0.5	125,560	126,232	-0.5												
...Majuro	24,609	24,335	1.1	24,609	24,335	1.1												
...Manila	75,774	49,896	51.9	75,774	49,896	51.9												
...Nadi	8,242	7,282	13.2	8,242	7,282	13.2												
...Pago Pago	30,044	29,008	3.6	30,044	29,008	3.6												
...Papeete	16,429	15,582	5.4	16,429	15,582	5.4												

NA= Not Applicable  
Source: Scheduled seats from Dito MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

**Table 96: State Hotel Occupancy and Room Rate  
2015 vs. 2014**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2015	2014	Absolute Change	2015	2014	%	2015	2014	%
JANUARY	77.5%	79.5%	-2.0%	254.62	248.74	2.4%	197.33	197.75	-0.2%
FEBRUARY	83.5%	84.8%	-1.3%	252.93	245.51	3.0%	211.20	208.19	1.4%
MARCH	80.0%	78.6%	1.4%	247.78	236.99	4.6%	198.22	186.27	6.4%
APRIL	74.8%	72.6%	2.2%	234.81	227.65	3.1%	175.64	165.27	6.3%
MAY	76.8%	72.8%	4.0%	222.91	210.82	5.7%	171.19	153.48	11.5%
JUNE	82.2%	76.5%	5.7%	245.05	227.78	7.6%	201.43	174.25	15.6%
JULY	81.7%	81.2%	0.5%	259.66	247.54	4.9%	212.14	201.00	5.5%
AUGUST	81.2%	78.8%	2.4%	249.67	242.93	2.8%	202.73	191.43	5.9%
SEPTEMBER	76.7%	76.0%	0.7%	217.72	212.13	2.6%	166.99	161.22	3.6%
OCTOBER	78.4%	76.7%	1.7%	222.01	217.27	2.2%	174.06	166.65	4.4%
NOVEMBER	76.7%	73.0%	3.7%	225.25	218.44	3.1%	172.77	159.46	8.3%
DECEMBER	78.9%	74.5%	4.4%	287.34	280.20	2.5%	226.71	208.75	8.6%
<b>TOTAL</b>	<b>78.8%</b>	<b>77.0%</b>	<b>1.8%</b>	<b>243.93</b>	<b>234.85</b>	<b>3.9%</b>	<b>192.22</b>	<b>180.83</b>	<b>6.3%</b>

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 97: O'ahu Hotel Occupancy and Room Rate  
2015 vs. 2014**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2015	2014	Absolute Change	2015	2014	%	2015	2014	%
JANUARY	81.2%	84.4%	-3.2%	223.10	222.43	0.3%	181.16	187.73	-3.5%
FEBRUARY	86.5%	89.6%	-3.1%	216.47	215.23	0.6%	187.25	192.85	-2.9%
MARCH	83.4%	83.4%	0.0%	207.70	205.78	0.9%	173.22	171.62	0.9%
APRIL	79.2%	77.7%	1.5%	202.06	199.74	1.2%	160.03	155.20	3.1%
MAY	84.2%	80.5%	3.7%	204.96	194.92	5.2%	172.58	156.91	10.0%
JUNE	89.6%	86.5%	3.1%	226.16	208.34	8.6%	202.64	180.21	12.4%
JULY	88.1%	90.4%	-2.3%	236.95	228.86	3.5%	208.75	206.89	0.9%
AUGUST	88.6%	88.3%	0.3%	230.82	227.97	1.3%	204.51	201.30	1.6%
SEPTEMBER	86.8%	86.1%	0.7%	211.42	206.05	2.6%	183.51	177.41	3.4%
OCTOBER	86.9%	84.3%	2.6%	213.76	207.38	3.1%	185.76	174.82	6.3%
NOVEMBER	84.0%	79.8%	4.2%	212.61	203.40	4.5%	178.59	162.31	10.0%
DECEMBER	87.2%	81.2%	6.0%	246.01	238.26	3.3%	214.52	193.47	10.9%
<b>TOTAL</b>	<b>85.3%</b>	<b>84.4%</b>	<b>0.9%</b>	<b>219.53</b>	<b>213.22</b>	<b>3.0%</b>	<b>187.26</b>	<b>179.96</b>	<b>4.1%</b>

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 98: Maui Hotel Occupancy and Room Rate  
2015 vs. 2014**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2015	2014	Absolute Change	2015	2014	%	2015	2014	%
JANUARY	76.1%	75.7%	0.4%	342.62	327.36	4.7%	260.73	247.81	5.2%
FEBRUARY	79.9%	81.0%	-1.1%	347.55	330.08	5.3%	277.69	267.36	3.9%
MARCH	79.3%	77.8%	1.5%	351.72	316.77	11.0%	278.91	246.45	13.2%
APRIL	73.2%	71.2%	2.0%	313.61	290.46	8.0%	229.56	206.81	11.0%
MAY	71.6%	67.3%	4.3%	279.10	253.86	9.9%	199.84	170.85	17.0%
JUNE	77.0%	68.2%	8.8%	310.11	286.76	8.1%	238.78	195.57	22.1%
JULY	75.4%	73.2%	2.2%	336.26	307.38	9.4%	253.54	225.00	12.7%
AUGUST	73.9%	71.1%	2.8%	311.61	289.90	7.5%	230.28	206.12	11.7%
SEPTEMBER	68.4%	69.0%	-0.6%	251.30	239.97	4.7%	171.89	165.58	3.8%
OCTOBER	71.8%	70.7%	1.1%	253.99	248.59	2.2%	182.36	175.75	3.8%
NOVEMBER	72.4%	70.7%	1.7%	270.70	260.57	3.9%	195.99	184.22	6.4%
DECEMBER	72.4%	72.4%	0.0%	403.18	387.47	4.1%	291.90	280.53	4.1%
<b>TOTAL</b>	<b>74.5%</b>	<b>72.5%</b>	<b>2.0%</b>	<b>316.26</b>	<b>295.94</b>	<b>6.9%</b>	<b>235.61</b>	<b>214.56</b>	<b>9.8%</b>

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 99: Kaua'i Hotel Occupancy and Room Rates  
2015 vs. 2014**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2015	2014	Absolute Change	2015	2014	%	2015	2014	%
JANUARY	73.9%	74.4%	-0.5%	238.45	235.63	1.2%	176.21	175.31	0.5%
FEBRUARY	80.9%	78.2%	2.7%	241.91	229.80	5.3%	195.71	179.70	8.9%
MARCH	73.4%	71.0%	2.4%	239.28	220.28	8.6%	175.63	156.40	12.3%
APRIL	69.0%	68.6%	0.4%	239.47	228.75	4.7%	165.23	156.92	5.3%
MAY	68.0%	70.7%	-2.7%	230.63	212.40	8.6%	156.83	150.17	4.4%
JUNE	72.6%	68.3%	4.3%	245.30	228.27	7.5%	178.09	155.91	14.2%
JULY	74.8%	73.5%	1.3%	262.32	246.15	6.6%	196.22	180.92	8.5%
AUGUST	72.3%	69.2%	3.1%	256.86	240.56	6.8%	185.71	166.47	11.6%
SEPTEMBER	65.9%	67.8%	-1.9%	217.73	211.15	3.1%	143.48	143.16	0.2%
OCTOBER	68.5%	71.1%	-2.6%	224.52	211.69	6.1%	153.80	150.51	2.2%
NOVEMBER	68.2%	62.5%	5.7%	222.99	205.58	8.5%	152.08	128.49	18.4%
DECEMBER	68.2%	64.0%	4.2%	283.72	267.27	6.2%	193.50	171.05	13.1%
<b>TOTAL</b>	<b>78.8%</b>	<b>77.0%</b>	<b>1.8%</b>	<b>243.93</b>	<b>234.85</b>	<b>3.9%</b>	<b>192.22</b>	<b>180.83</b>	<b>6.3%</b>

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 100: Hawai'i Island Hotel Occupancy and Room Rates  
2015 vs. 2014**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2015	2014	Absolute Change	2015	2014	% Change	2015	2014	% Change
JANUARY	68.3%	70.2%	-1.9%	241.51	235.12	2.7%	164.95	165.05	-0.1%
FEBRUARY	79.7%	76.6%	3.1%	250.59	238.81	4.9%	199.72	182.93	9.2%
MARCH	72.3%	65.8%	6.5%	239.90	239.63	0.1%	173.45	157.68	10.0%
APRIL	64.2%	57.8%	6.4%	231.73	240.30	-3.6%	148.77	138.89	7.1%
MAY	63.2%	53.5%	9.7%	201.94	209.84	-3.8%	127.63	112.26	13.7%
JUNE	68.6%	56.7%	11.9%	218.72	220.83	-1.0%	150.04	125.21	19.8%
JULY	71.6%	64.0%	7.6%	232.56	233.47	-0.4%	166.51	149.42	11.4%
AUGUST	70.1%	60.8%	9.3%	231.09	234.49	-1.4%	161.99	142.57	13.6%
SEPTEMBER	62.5%	60.8%	1.7%	204.24	212.02	-3.7%	127.65	128.91	-1.0%
OCTOBER	58.6%	53.8%	4.8%	189.78	189.43	0.2%	111.21	101.91	9.1%
NOVEMBER	61.5%	57.0%	4.5%	205.20	218.96	-6.3%	126.20	124.81	1.1%
DECEMBER	64.9%	58.5%	6.4%	285.68	287.36	-0.6%	185.41	168.11	10.3%
<b>TOTAL</b>	<b>65.6%</b>	<b>60.3%</b>	<b>5.3%</b>	<b>230.26</b>	<b>231.43</b>	<b>-0.5%</b>	<b>151.05</b>	<b>139.55</b>	<b>8.2%</b>

Source: Smith Travel Research, Hospitality Advisors, LLC



**Table 101: Visitor Plant Inventory – Existing Inventory by Island and Property  
2015**

ISLAND	TYPE	2015	2014	CHANGE
		PROPERTIES	PROPERTIES	FROM 2014
HAWAII ISLAND	Apartment/ Hotel	2	1	1
	Bed & Breakfast	57	84	-27
	Condominium Hotel	13	12	1
	Hostel	3	3	0
	Hotel	29	27	2
	Vacation Rental Unit	426	417	9
	Timeshare	17	13	4
	Other	14	11	3
	<b>Total</b>	<b>561</b>	<b>568</b>	<b>-7</b>
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	12	21	-9
	Condominium Hotel	22	17	5
	Hostel	0	0	0
	Hotel	15	15	0
	Vacation Rental Unit	265	442	-177
	Timeshare	21	17	4
	Other	4	3	1
<b>Total</b>	<b>339</b>	<b>515</b>	<b>-176</b>	
MAUI	Apartment/ Hotel	2	2	0
	Bed & Breakfast	36	85	-49
	Condominium Hotel	58	41	17
	Hostel	3	3	0
	Hotel	31	32	-1
	Vacation Rental Unit	602	147	455
	Timeshare	25	17	8
	Other	4	4	0
<b>Total</b>	<b>761</b>	<b>331</b>	<b>430</b>	
MOLOKAI	Apartment/ Hotel	0	1	-1
	Bed & Breakfast	1	2	-1
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	18	22	-4
	Timeshare	1	0	1
	Other	0	0	0
<b>Total</b>	<b>22</b>	<b>27</b>	<b>-5</b>	
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	2	3	-1
	Vacation Rental Unit	1	1	0
	Timeshare	0	0	0
	Other	0	0	0
<b>Total</b>	<b>3</b>	<b>4</b>	<b>-1</b>	
OAHU	Apartment/ Hotel	3	8	-5
	Bed & Breakfast	26	29	-3
	Condominium Hotel	29	24	5
	Hostel	6	6	0
	Hotel	64	68	-4
	Vacation Rental Unit	328	104	224
	Timeshare	19	13	6
	Other	4	3	1
<b>Total</b>	<b>479</b>	<b>255</b>	<b>224</b>	
STATEWIDE	Apartment/ Hotel	7	12	-5
	Bed & Breakfast	132	221	-89
	Condominium Hotel	124	96	28
	Hostel	12	12	0
	Hotel	141	145	-4
	Vacation Rental Unit	1,640	1,133	507
	Timeshare	83	60	23
	Other	26	21	5
<b>State Total</b>	<b>2,165</b>	<b>1,700</b>	<b>465</b>	

**Table 102: Visitor Plant Inventory – Existing Inventory by Island and Unit  
2015**

ISLAND	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
HAWAII ISLAND	Apartment/ Hotel	36	45	-9
	Bed & Breakfast	289	358	-69
	Condominium Hotel	620	791	-171
	Hostel	24	24	0
	Hotel	6,564	6,347	217
	Vacation Rental Unit	1,766	1,327	439
	Timeshare	1,663	1,652	11
	Other	123	122	1
	<b>Total</b>	<b>11,085</b>	<b>10,666</b>	<b>419</b>
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	56	79	-23
	Condominium Hotel	1,387	1,563	-176
	Hostel	0	0	0
	Hotel	2,667	2,732	-65
	Vacation Rental Unit	1,800	1,600	200
	Timeshare	2,632	2,481	151
	Other	40	37	3
	<b>Total</b>	<b>8,582</b>	<b>8,492</b>	<b>90</b>
MAUI	Apartment/ Hotel	25	25	0
	Bed & Breakfast	189	263	-74
	Condominium Hotel	4,534	4,123	411
	Hostel	53	48	5
	Hotel	8,142	7,482	660
	Vacation Rental Unit	4,773	3,385	1,388
	Timeshare	3,227	2,845	382
	Other	29	39	-10
	<b>Total</b>	<b>20,972</b>	<b>18,210</b>	<b>2,762</b>
MOLOKAI	Apartment/ Hotel	0	20	-20
	Bed & Breakfast	1	2	-1
	Condominium Hotel	73	73	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	108	36	72
	Timeshare	7	0	7
	Other	0	0	0
	<b>Total</b>	<b>189</b>	<b>131</b>	<b>58</b>
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	247	349	-102
	Vacation Rental Unit	5	4	1
	Timeshare	0	0	0
	Other	0	0	0
	<b>Total</b>	<b>252</b>	<b>353</b>	<b>-101</b>
O'AHU	Apartment/ Hotel	55	235	-180
	Bed & Breakfast	48	53	-5
	Condominium Hotel	4,328	4,010	318
	Hostel	235	231	4
	Hotel	25,684	26,665	-981
	Vacation Rental Unit	2,316	810	1,506
	Timeshare	3,151	3,669	-518
	Other	241	191	50
	<b>Total</b>	<b>36,058</b>	<b>35,864</b>	<b>194</b>
STATEWIDE	Apartment/ Hotel	116	325	-209
	Bed & Breakfast	583	755	-172
	Condominium Hotel	10,942	10,560	382
	Hostel	312	303	9
	Hotel	43,304	43,575	-271
	Vacation Rental Unit	10,768	7,162	3,606
	Timeshare	10,680	10,647	33
	Other	433	389	44
	<b>State Total</b>	<b>77,138</b>	<b>73,716</b>	<b>3,422</b>

\* Cabins, Individual Condo Units, Vacation House/Villa/Cottage were combined.

**Table 103: Visitor Plant Inventory - Class of Units by Island  
2015**

ISLAND	CLASS	PERCENT OF TOTAL UNITS <sup>[1]</sup>		
		2015 <sup>[2]</sup>	2014 <sup>[3]</sup>	% CHANGE FROM 2014
HAWAII ISLAND	Budget (Up to \$100)	9.90%	8.30%	1.60%
	Standard (\$101 to \$250)	32.90%	28.10%	4.80%
	Deluxe (\$251 to \$500)	36.50%	44.00%	-7.50%
	Luxury (Over \$500/Night)	20.60%	19.60%	1.00%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	
KAUAI	Budget (Up to \$100)	2.70%	7.20%	-4.50%
	Standard (\$101 to \$250)	33.70%	19.60%	14.10%
	Deluxe (\$251 to \$500)	26.60%	44.70%	-18.10%
	Luxury (Over \$500/Night)	37.00%	28.60%	8.40%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	
MAUI	Budget (Up to \$100)	1.90%	3.10%	-1.20%
	Standard (\$101 to \$250)	19.20%	22.30%	-3.10%
	Deluxe (\$251 to \$500)	25.20%	27.30%	-2.10%
	Luxury (Over \$500/Night)	53.80%	47.30%	6.50%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	
MOLOKAI	Budget (Up to \$100)	6.20%	2.90%	3.30%
	Standard (\$101 to \$250)	85.60%	92.80%	-7.20%
	Deluxe (\$251 to \$500)	8.20%	3.60%	4.60%
	Luxury (Over \$500/Night)	0.00%	0.70%	-0.70%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	
LANAI	Budget (Up to \$100)	0.00%	0.00%	0.00%
	Standard (\$101 to \$250)	4.50%	4.20%	0.30%
	Deluxe (\$251 to \$500)	26.30%	43.30%	-17.00%
	Luxury (Over \$500/Night)	69.20%	52.40%	16.80%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	
OAHU	Budget (Up to \$100)	3.10%	6.60%	-3.50%
	Standard (\$101 to \$250)	32.20%	24.00%	8.20%
	Deluxe (\$251 to \$500)	36.10%	46.60%	-10.50%
	Luxury (Over \$500/Night)	28.60%	22.80%	5.80%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	
STATEWIDE	Budget (Up to \$100)	3.80%	6.10%	-2.30%
	Standard (\$101 to \$250)	29.40%	23.80%	5.60%
	Deluxe (\$251 to \$500)	32.60%	41.70%	-9.10%
	Luxury (Over \$500/Night)	34.10%	28.40%	5.70%
	<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	

<sup>[1]</sup> Totals may not sum to 100% due to rounding.

<sup>[2]</sup> Based on 44,519 units (57.7 percent of the total units in 2015) for which information on the class of units was available.

<sup>[3]</sup> Based on 59,995 units (81.4 percent of the total units in 2014) for which information on the class of units was available.

**Table 104: Visitor Plant Inventory - Available Units by County  
1965 – 2015**

YEAR	STATE TOTAL	% CHANGE	HAWAII ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1965	12,903		865		776		1,231		10,031	
1966	14,827	14.9%	1,387	60.3%	860	10.8%	1,497	21.6%	11,083	10.5%
1967	17,217	16.1%	1,790	29.1%	1,115	29.7%	1,714	14.5%	12,598	13.7%
1968	18,657	8.4%	2,188	22.2%	1,260	13.0%	2,043	19.2%	13,166	4.5%
1969	22,801	22.2%	2,480	13.3%	1,914	51.9%	2,415	18.2%	15,992	21.5%
1970	26,923	18.1%	3,166	27.7%	2,565	34.0%	2,743	13.6%	18,449	15.4%
1971	32,289	19.9%	3,435	8.5%	2,628	2.5%	3,695	34.7%	22,531	22.1%
1972	35,797	10.9%	4,241	23.5%	2,719	3.5%	4,095	10.8%	24,742	9.8%
1973	36,608	2.3%	4,796	13.1%	2,629	-3.3%	4,075	-0.5%	25,108	1.5%
1974	38,675	5.6%	5,234	9.1%	2,868	9.1%	5,208	27.8%	25,365	1.0%
1975	39,632	2.5%	5,348	2.2%	3,102	8.2%	5,830	11.9%	25,352	-0.1%
1976	42,648	7.6%	6,045	13.0%	3,520	13.5%	7,232	24.0%	25,851	2.0%
1977	44,986	5.5%	5,929	-1.9%	3,657	3.9%	8,037	11.1%	27,363	5.8%
1978	47,070	4.6%	6,002	1.2%	3,786	3.5%	8,736	8.7%	28,546	4.3%
1979	49,832	5.9%	6,093	1.5%	4,202	11.0%	9,472	8.4%	30,065	5.3%
1980	54,246	8.9%	5,889	-3.3%	4,322	2.9%	9,701	2.4%	34,334	14.2%
1981	56,769	4.7%	6,705	13.9%	4,738	9.6%	11,359	17.1%	33,967	-1.1%
1982	57,968	2.1%	7,167	6.9%	5,147	8.6%	12,162	7.1%	33,492	-1.4%
1983	58,765	1.4%	7,469	4.2%	4,193	-18.5%	12,749	4.8%	34,354	2.6%
1984	62,448	6.3%	7,149	-4.3%	5,313	26.7%	13,138	3.1%	36,848	7.3%
1985	65,919	5.6%	7,511	5.1%	5,656	6.5%	14,152	7.7%	38,600	4.8%
1986	66,308	0.6%	7,280	-3.1%	5,922	4.7%	14,096	-0.4%	39,010	1.1%
1987	65,318	-1.5%	7,328	0.7%	5,956	0.6%	13,849	-1.8%	38,185	-2.1%
1988	69,012	5.7%	8,823	20.4%	7,180	20.6%	15,168	9.5%	37,841	-0.9%
1989	67,734	-1.9%	8,161	-7.5%	7,398	3.0%	15,708	3.6%	36,467	-3.6%
1990	71,266	5.2%	8,952	9.7%	7,546	2.0%	17,869	13.8%	36,899	1.2%
1991	72,275	1.4%	9,383	4.8%	7,567	0.3%	18,702	4.7%	36,623	-0.7%
1992	73,089	1.1%	9,170	-2.3%	7,778	2.8%	19,290	3.1%	36,851	0.6%
1993	69,502	-4.9%	9,140	-0.3%	4,631	-40.5%	19,127	-0.8%	36,604	-0.7%
1994	70,463	1.4%	9,595	5.0%	5,870	26.8%	18,804	-1.7%	36,194	-1.1%
1995*										
1996	70,288	-0.2%	9,558	-0.4%	6,760	15.2%	17,824	-5.2%	36,146	-0.1%
1997	71,025	1.0%	9,913	3.7%	6,589	-2.5%	18,552	4.1%	35,971	-0.5%
1998	71,480	0.6%	9,655	-2.6%	6,969	5.8%	18,650	0.5%	36,206	0.7%
1999	71,157	-0.5%	9,815	1.7%	6,872	-1.4%	18,609	-0.2%	35,861	-1.0%
2000	71,506	0.5%	9,774	-0.4%	7,159	4.2%	18,270	-1.8%	36,303	1.2%
2001	72,204	1.0%	9,944	1.7%	7,202	0.6%	18,234	-0.2%	36,824	1.4%
2002	70,783	-2.0%	9,297	-6.5%	7,037	-2.3%	17,992	-1.3%	36,457	-1.0%
2003	70,579	-0.3%	9,478	1.9%	7,257	3.1%	18,303	1.7%	35,541	-2.5%
2004	72,176	2.3%	9,857	4.0%	8,105	11.7%	18,445	0.8%	35,769	0.6%
2005	72,307	0.2%	10,940	11.0%	8,221	1.4%	19,220	4.2%	33,926	-5.2%
2006	72,274	0.0%	10,831	-1.0%	8,266	0.5%	19,571	1.8%	33,606	-0.9%
2007	73,220	1.3%	11,061	2.1%	8,692	5.2%	19,879	1.6%	33,588	-0.1%
2008	74,177	1.3%	11,240	1.6%	9,203	5.9%	19,653	-1.1%	34,081	1.5%
2009	75,188	1.4%	11,541	2.7%	9,469	2.9%	20,151	2.5%	34,027	-0.2%
2010	74,988	-0.3%	11,479	-0.5%	9,344	-1.3%	20,383	1.2%	33,782	-0.7%
2011	77,731	3.7%	11,113	-3.2%	9,872	5.7%	21,745	6.7%	35,001	3.6%
2012	74,650	-4.0%	10,594	-4.7%	8,289	-16.0%	20,441	-6.0%	35,326	0.9%
2013	73,959	-0.9%	10,903	2.9%	8,675	4.7%	18,691	-8.6%	35,690	1.0%
2014	73,716	-0.3%	10,666	-2.2%	8,492	-2.1%	18,694	0.0%	35,864	0.5%
2015	77,138	4.6%	11,085	3.9%	8,582	1.1%	21,413	14.5%	36,058	0.5%

NA: Not Available.

\* HVCB did not conduct an update survey in 1995

**Table 105: Overall Rating of Most Recent Vacation to Hawai‘i  
(Percentage of 2015 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Excellent	84.5	88.1	69.6	83.6	88.2	76.8
Above Average	13.7	10.6	28.8	15.0	10.6	20.8
Below Average	1.4	1.2	1.3	1.2	1.0	2.2
Poor	0.4	0.2	0.3	0.2	0.2	0.2

**Table 106: Expectations of Vacation  
(Percentage of 2015 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Exceeded your expectations	38.2	49.1	34.4	41.2	51.9	36.8
Met your expectations	59.0	48.4	62.1	56.3	45.6	58.4
Did not meet your expectations	2.8	2.5	3.5	2.4	2.5	4.8

**Table 107: Likelihood to Recommend Hawai‘i  
(Percentage of 2015 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Very likely	90.2	88.3	75.5	88.4	82.9	80.3
Somewhat likely	8.6	9.9	21.8	10.3	14.6	16.2
Not too likely	0.9	1.4	2.5	1.2	2.1	3.2
Not at all likely	0.3	0.4	0.2	0.2	0.3	0.3

**Table 108: Likelihood to Revisit Hawai‘i in the Next 5 Years  
(Percentage of 2015 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Very likely	78.4	57.7	52.3	61.3	43.4	52.8
Somewhat likely	15.9	24.3	30.4	24.6	28.9	28.7
Not too likely	4.9	14.8	15.8	11.9	22.3	14.8
Not at all likely	0.9	3.1	1.5	2.2	5.4	3.7

## APPENDIX A

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# TECHNICAL NOTES

## DEFINITIONS

**Airline Passenger Counts:** Every airline is required to complete an Air Traffic Summary Report to the Department of Transportation on a monthly basis (both chartered and scheduled flights). The report shows passenger counts from U.S., Canada, Japan, Europe, Other Asia, Oceania and Other Pacific, arriving to the Honolulu International, Kahului, Kona, Hilo and Lihū'e airports, and also includes counts of any in-transit passengers (international or domestic).

**Arrivals by Air:** Visitors who entered Hawai'i via arriving airline flights, not including visitors who arrived into Hawai'i via out-of-state cruise ships. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey.

**Arrivals by Cruise Ships:** Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from monthly State of Hawai'i Department of Transportation - Harbors reports and from the Cruise survey.

**Cruise Ships (Arrivals by Air):** Derived from the Domestic In-flight and International Departure surveys which sampled only visitor arrivals by air. This figure represented an estimate of visitors staying on cruise ships. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and cruise ship passenger counts.

**Cruise Ships, Foreign Flagged:** These ships were not considered Hawai'i businesses and therefore on-ship spending were not included in the reported visitor expenditures.

**Cruise Ship, U.S. Flagged:** The Pride of America which is home-ported in Hawai'i was considered a Hawai'i business. Therefore, visitor expenditures for this ship included both on-ship and on-shore spending.

**Daily Census:** Average number of visitors present on a single day.

**Domestic:** Visitor who arrived on flights from the U.S. mainland. Total domestic arrivals included U.S. residents and foreign residents who came to Hawai'i on flights from the U.S. mainland. A foreign resident arriving on flights from the U.S. mainland was counted as a domestic visitor.

**Expenditures:** The U.S. dollar amount spent in Hawai'i attributed to a visitor. Included direct spending by visitors while in Hawai'i as well as any prepaid package purchased before arrival. Expenditure data does not include transpacific air costs to and from Hawai'i, commissions paid to travel agents or portions of the package in another state or country.

**Expenditures, Total by Island:** Included on-ship spending on U.S. flagged cruise ships. The expenditures were allocated to each island in proportion to visitor days.

**Per Person Per Day (PPPD) Expenditures, by Island:** The denominator was air and cruise visitor days by island.

**Expenditures, Cruise Visitor:** Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard the U.S. flagged cruise ship included spending on ship

because the U.S. flagged cruise ship was considered a Hawai'i business. Visitors onboard foreign flagged cruise ships reported only on island expenditures.

**Group Tour:** Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit. For Japanese visitors, company-paid incentive travels were included in this category.

**In-transit, International:**

- True Transit: Passengers who clear U.S. Immigration and Customs at Honolulu International Airport and then proceed to another city.
- Bonded transit: Passengers who are held in a sterile lounge area and reboard an aircraft without being processed by either U.S. Immigration or Customs.

**In-Transit, Domestic:**

- U.S. to Foreign: Passengers who arrive at Honolulu International Airport from the Mainland or the Neighbor Islands and reboard an aircraft destined for a foreign country (without leaving Honolulu International Airport).
- Neighbor Island to Mainland: Passengers who arrived at Honolulu International Airport from a Neighbor Island airport and reboard an aircraft destined for the Mainland (without leaving Honolulu International Airport).

**Intended Residents:** Air passengers who are intending to move to Hawai'i and seek long-term residence for at least one year. Students or military members have often classified themselves in this category.

**International:** Visitor who arrived on flights from U.S. territories and foreign countries. A U.S. visitor who arrived on flight from a foreign country was counted as an international visitor.

**Length of Stay:** Average numbers of days visitors were present, including the day of arrival and of departure.

**Major Market Areas (MMAs):** Visitors were classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands and other U.S. territories

**Market Penetration:** Number of visitors from a given Metro Area (CBSA) divided by the population of that area. Reported as the rate per 1,000 visitors.



**MC&I (Net):** Visitors whose reasons for traveling were for corporate meetings, conventions, or incentives, or any combination of these reasons. If a visitor selected two or more sub-categories within the MC&I category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the MC&I category.

**Package:** Visitors who purchased a packaged trip which included at least air-tickets and accommodations.

**Passengers:** The total number of people on a flight or on a cruise, including visitors and Hawai'i residents.

**Pleasure (Net):** Visitors whose reasons for traveling were for vacation, honeymoon, or to get married, or any combination of these reasons. If a visitor selected two or more sub-categories within the pleasure category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

**Returning Hawai'i Residents:** These air passengers are Hawai'i residents who are returning to the islands after travelling out of state for various purposes (pleasure, MCI, friends/family, school, etc.).

**True Independent:** Visitors who were not part of a tour group and did not purchase their air-tickets and accommodations as a package.

**Seats, Scheduled:** Total number of seats, on all flights reported by DIIO, arriving into Hawai'i.

**Seats, Charter:** Number of seats, on all flights not reported by DIIO but reported on the state monthly.

**Seats, Total:** Total number of seats, on all flights arriving into Hawai'i. The sum of Scheduled and Charter seats.

**Supplemental Business Expenditures:** Additional business expenditures spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space, equipment rentals, transportation, etc.). As of 2012, these figures were calculated using the Destination Marketing Association International (DMAI) Event Impact Calculator (EIC).

**Visitor:** Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year. Air Visitors were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors by cruise ships were calculated by subtracting Hawai'i resident from counts of passengers who came to Hawai'i aboard foreign flagged cruise ships.

## SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

**Air Traffic Summary Report:** All domestic and international airlines with flights to the Hawaiian Islands are required to complete this report of airline passenger counts and in-transit counts and submit them to the Department of Transportation – Airports Division, by the 10<sup>th</sup> of each month with data for the previous month.

**Summary of International Travel to the United States report:** The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. U.S. Office of Travel and Tourism Industries (OTII) manages the program. The monthly reports provided counts of international visitors to Hawai‘i by their country of residence. The reports also identified those simply passing through Hawai‘i (in-transit). Canadian and U.S residents were not included in these counts.

**International Intercept Survey:** Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport, the Kahului Airport on Maui, the Kona International Airport, and the Līhu‘e Airport on Kaua‘i. In 2015, a total of 61,688 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription. The 2015 International Intercept Survey form is included in Appendix B.

**Domestic Survey:** The domestic survey form is on the reverse side of the Hawai‘i State Department of Agriculture’s mandatory Plants and Animals declaration form. The dual-sided forms were distributed to passengers on all flights from the U.S. mainland to Hawai‘i every day of the year. In 2015, there were 3,320,284 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. Some characteristics of respondents were attributed to non-respondents using ascription. The 2015 Domestic Survey form is included in Appendix B.

**Island Visitor Survey:** Surveys were conducted at departure area of the airports on all the islands. In 2015, 32,748 completed survey forms were received from Honolulu International Airport for O‘ahu specific data, 16,477 completed forms received from Maui, 914 forms from Moloka‘i, 887 forms from Lāna‘i, 11,699 forms from Kaua‘i, 5,420 forms from Hilo, and 12,546 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures. The 2015 Island Visitor Survey form is included in Appendix B.

**Cruise Visitor Survey:** The Cruise visitor survey forms are distributed to all cabins on passenger ships in Hawaii during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2015, a total of 12,446 completed forms were processed for cruise visitor information. The 2015 Cruise Survey form is included in Appendix B.

**Cruise Ship Passenger Counts Report:** All cruise ships which entered Honolulu, Hilo, Kona, Lahaina, Kahului and Nawiliwili Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. HTA obtained monthly passenger counts from these harbors and estimated counts for other harbors based on this information. The HTA figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

**Visitor Plant Inventory Survey:** The purpose of this survey is to compile an accurate annual assessment of existing and planned visitor accommodations for the State of Hawai'i by island, location, property type (hotel, condo-hotel, bed and breakfast, individual vacation units, rental house, hostels, timeshare, and apartment-hotel), and class of units (standard, budget, deluxe, luxury).

To access the report online,

visit: [www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/](http://www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/)

**Hawai'i Hotel Flash Report:** A survey compiled in conjunction with STR, Inc. and Hospitality Advisors. Source of hotel occupancy rate, average daily room rate and revenue per available room.

**Air Seat Statistics:** Since 2013, HTA has used airline schedules from Diio Mi as the source of its data on scheduled air seats. Diio Mi is an online database of airline industry data used by airlines, airports and destination marketing organizations across the U.S.

**Daily Passenger Counts:** published by the Department of Business, Economic Development and Tourism daily, these are counts of passengers on domestic and international flights, (excludes flights from Canada).

**Visitor Satisfaction Survey (VSAT):** This post trip survey collects data on visitors' satisfaction with Hawai'i as a vacation destination, their willingness to return to the islands, activities they participated in, their trip planning, and their visitor profile. Survey forms were mailed to a sample of visitors from U.S. West, U.S. East, Japanese, Canada, Europe, and Oceania after they returned home from their trip to Hawai'i. Respondents completed forms and returned them in postage-paid envelopes. English and Japanese-speaking respondents were also given the option of filling out the VSAT questionnaire online. Those who provided e-mail addresses were sent an e-mail invitation with the link to the survey.

In 2015, 20,220 completed survey forms were collected by mail or via on-line from U.S. West, U.S. East, Japanese, Canada, Europe and Oceania. U.S. samples were drawn from In-flight forms used in the Domestic Survey. Japanese samples were drawn from departure survey forms used in the International Intercept Survey. Canada, Europe and Oceania samples were drawn from both In-flight forms and departure survey forms.

To access the 2015 Visitor Satisfaction and Activities report online in October 2016,

visit: [www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/](http://www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/)

## APPENDIX B

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# DOMESTIC IN-FLIGHT SURVEY

SPANISH Debe completar este formulario antes de descender del avión. Si no es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.  
 TAGALOG Ang pormalayong ito ay dapat sagutin bago mag "landing" ang eroplano. Kung hindi niyo maipasa ang pormalayong ito, mangyari po lamang na humingi sa "flight attendant" na isang pormalayong sa wikang tagalog.  
 JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を借して下さい。  
 KOREAN 작곡하기 전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.  
 CHINESE 请在下机前填写完毕这份表格。如看不懂此表，请向乘务员索取。份中文表格。



## STATE OF HAWAII Department of Agriculture PLANTS AND ANIMALS DECLARATION FORM MANDATORY DECLARATION



FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS

ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

**YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM.** Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawai'i is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

**A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:**

- Fresh Fruit & Vegetables
- Cut Flowers & Foliage
- Rooted Plants & Plant Cuttings, or Algae
- Raw or Propagative Seeds or Bulbs
- Soil, Growing Media, Sand, etc.
- Live Seafood (lobsters, clams, oysters, etc.)
- Cultures of Bacteria, Fungi, Viruses, or Protozoa
- Insects, Live Fishes, Amphibians, etc.

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

**B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:**

- Dogs
- Cats
- Birds
- Reptiles (Turtles, Lizards, Snakes, etc.)
- Other Animals

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.  
 (Items meeting State requirements will be inspected and released.)


1 \_\_\_\_\_ 3 \_\_\_\_\_  
 2 \_\_\_\_\_ 4 \_\_\_\_\_

Origin (State or Country) of above items \_\_\_\_\_

Full Name (Print) \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Hawai'i Address or Name of Hotel/Lodging \_\_\_\_\_  
 Island \_\_\_\_\_ PhoneNo. \_\_\_\_\_ No. in Party \_\_\_\_\_  
 Name of Airline/Ship \_\_\_\_\_ Flight No. \_\_\_\_\_ Date of Arrival \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ 24661  
 HTA Form Rev. 04-23-2013 Printed in U.S.A. See Reverse Side

# DOMESTIC IN-FLIGHT SURVEY (BACK)



## STATE OF HAWAII

HAWAII TOURISM AUTHORITY

Aloha! On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawaii experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

TO BE COMPLETED BY: Returning Hawaii residents, those moving to Hawaii, frequent or repeat visitors to Hawaii and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.) ●


(Fill out one form per party/family)

<p><b>1. The total number of people (including myself) covered by this form is:</b>                  1 2 3 4 5 6 7 8 9 10 &gt;10  <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p><b>2. I am a:</b>  <input type="radio"/> Visitor to Hawaii.  <input type="radio"/> Intended resident moving to Hawaii for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)  <input type="radio"/> Returning Hawaii resident.                  Number of nights away from Hawaii:  <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> NIGHTS                  (ANSWER QUESTIONS 10 TO 14 ONLY.)</p> <p><b>3. This trip to Hawaii is my:</b>  <input type="radio"/> 1st      <input type="radio"/> 5th  <input type="radio"/> 2nd      <input type="radio"/> 6 to 10th  <input type="radio"/> 3rd      <input type="radio"/> More than 10th  <input type="radio"/> 4th</p> <p><b>4. Altogether, I/we will be in the Hawaiian Islands for:</b>  <input type="radio"/> A few hours only. (STOP HERE)  <input type="radio"/> One night or more.  <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> NIGHTS                  (CONTINUE TO QUESTION 5.)</p> <p><b>5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).</b></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; font-size: small;">Plan to visit</th> <th style="text-align: left; font-size: small;"># of nights</th> </tr> </thead> <tbody> <tr> <td><input type="radio"/> O'ahu (includes Waikiki and Honolulu)</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td><input type="radio"/> Maui</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td><input type="radio"/> Molokai</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td><input type="radio"/> Lanai</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td><input type="radio"/> Kona (Big Island of Hawaii)</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td><input type="radio"/> Hilo (Big Island of Hawaii)</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td><input type="radio"/> Kauai</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> </tbody> </table> <p><b>6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7]</b></p> <p>Are you or any member of your party planning on attending any events at the Hawaii Convention Center?  <input type="radio"/> Yes    <input type="radio"/> No</p>	Plan to visit	# of nights	<input type="radio"/> O'ahu (includes Waikiki and Honolulu)	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input type="radio"/> Maui	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input type="radio"/> Molokai	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input type="radio"/> Lanai	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input type="radio"/> Kona (Big Island of Hawaii)	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input type="radio"/> Hilo (Big Island of Hawaii)	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input type="radio"/> Kauai	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<p><b>7. On this trip, I am a member of an organized tour group:</b>  <input type="radio"/> Yes    <input type="radio"/> No</p> <p><b>8. I am on a pre-paid package trip that includes at least airfare and lodging:</b>  <input type="radio"/> Yes    <input type="radio"/> No</p> <p><b>9. Where will you stay while in Hawaii? (mark all that apply)</b>  <input type="radio"/> Hotel                                    <input type="radio"/> Cruise Ship  <input type="radio"/> Condominium                           <input type="radio"/> Friends or Relatives  <input type="radio"/> Rental House                           <input type="radio"/> Hostel  <input type="radio"/> Timeshare Unit                         <input type="radio"/> Camp Site, Beach  <input type="radio"/> Bed &amp; Breakfast                      <input type="radio"/> Other (please specify): _____</p> <p><b>10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)</b>  <input type="radio"/> Honeymoon                            <input type="radio"/> Other Business  <input type="radio"/> To Get Married                         <input type="radio"/> Visiting Friends or Relatives  <input type="radio"/> Pleasure/Vacation                     <input type="radio"/> Government or Military Business  <input type="radio"/> Convention/Conference              <input type="radio"/> To Attend School  <input type="radio"/> Corporate Meeting                    <input type="radio"/> Sports Event  <input type="radio"/> Incentive Trip                         <input type="radio"/> Other (please specify): _____</p> <p><b>11. What is your age:</b>  <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></p> <p><b>12. What is your gender:</b>  <input type="radio"/> Male    <input type="radio"/> Female</p> <p><b>13. Of the people covered by this form (NOT including yourself), how many are:</b></p> <table style="width: 100%; border-collapse: collapse; font-size: x-small;"> <thead> <tr> <th></th> <th># Males</th> <th># Females</th> <th># Males</th> <th># Females</th> </tr> </thead> <tbody> <tr> <td>12 yrs. or under</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td>25 to 40 yrs.</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td>13 to 17 yrs.</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td>41 to 59 yrs.</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td>18 to 24 yrs.</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td>60 or more</td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> <tr> <td colspan="2" style="text-align: center;"><b>TOTAL</b></td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> <td><input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></td> </tr> </tbody> </table> <p><b>14. I am a resident of:</b></p> <p><input type="radio"/> U.S.A. (provide Zip Code below)  <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></p> <table style="width: 100%; border-collapse: collapse; font-size: x-small;"> <tr> <td style="width: 50%; vertical-align: top;">                 1 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  2 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  3 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  4 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  6 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  7 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  8 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  9 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>                  0 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> </td> <td style="width: 50%; vertical-align: top;"> <input type="radio"/> Argentina  <input type="radio"/> Australia  <input type="radio"/> Brazil  <input type="radio"/> China  <input type="radio"/> France  <input type="radio"/> Germany  <input type="radio"/> Hong Kong  <input type="radio"/> Italy  <input type="radio"/> Japan  <input type="radio"/> Korea  <input type="radio"/> Mexico  <input type="radio"/> New Zealand  <input type="radio"/> Philippines  <input type="radio"/> Singapore  <input type="radio"/> Switzerland  <input type="radio"/> Taiwan  <input type="radio"/> United Kingdom  <input type="radio"/> Other (please specify)             </td> </tr> </table> <p><input type="radio"/> Canada (provide postal code below)  <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> - <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></p> <p><input type="radio"/> All other countries (provide postal code below)  <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/> <input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/></p> <p><b>15. E-mail Address (to participate in a follow-up survey):</b>                  _____</p>		# Males	# Females	# Males	# Females	12 yrs. or under	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	25 to 40 yrs.	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	13 to 17 yrs.	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	41 to 59 yrs.	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	18 to 24 yrs.	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	60 or more	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<b>TOTAL</b>		<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	<input style="width: 20px; height: 15px; border: 1px solid black;" type="text"/>	1 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 2 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 3 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 4 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 5 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 6 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 7 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 8 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 9 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 0 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> Argentina <input type="radio"/> Australia <input type="radio"/> Brazil <input type="radio"/> China <input type="radio"/> France <input type="radio"/> Germany <input type="radio"/> Hong Kong <input type="radio"/> Italy <input type="radio"/> Japan <input type="radio"/> Korea <input type="radio"/> Mexico <input type="radio"/> New Zealand <input type="radio"/> Philippines <input type="radio"/> Singapore <input type="radio"/> Switzerland <input type="radio"/> Taiwan <input type="radio"/> United Kingdom <input type="radio"/> Other (please specify)
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HTA Form Rev. 04-23-2013 Printed in U.S.A. 24661

●●○○○○ **Mahalo (thank you) and Aloha!**

*We welcome you to our home and hope you enjoy your stay with us.*



# INTERNATIONAL INTERCEPT SURVEY



## HAWAII TOURISM

AUTHORITY

INT'L

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (●) or print 1 2 clearly. We greatly appreciate your assistance. *Mahalo!*  
Your answers will be kept strictly confidential and will be tabulated for research purposes only.

**[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]**

1. The total number of people (including myself) covered by this form is: \_\_\_\_\_ persons

2. I am a:  
 Visitor to Hawai'i [CONTINUE TO QUESTION 3]  
 Hawai'i resident, to be away for \_\_\_\_\_ night(s) [ANSWER QUESTIONS 9 - 13a ONLY]

3. Altogether, I was in the Hawaiian Islands for:  
 A few hours only [STOP HERE]  
 \_\_\_\_\_ night(s) [CONTINUE TO QUESTION 4]

4. Including this trip, how many times have you visited Hawai'i? \_\_\_\_\_ times

5. I came on this trip as a member of an organized tour group:  
 Yes  No

6. I came on a prepaid package trip that included at least airfare and lodging:  
 Yes  No

7. Please mark (●) if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed <small>(write "0" if day-only trip)</small>
O'ahu	<input type="radio"/>	____
Maui	<input type="radio"/>	____
Molokai	<input type="radio"/>	____
Lana'i	<input type="radio"/>	____
Kona <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	____
Hilo <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	____
Kaua'i	<input type="radio"/>	____

8. Where did you stay while in Hawai'i? (Mark all that apply)

Hotel  
 Condominium  
 Rental House  
 Timeshare Unit  
 Bed & Breakfast  
 Cruise Ship  
 Friends or Relatives  
 Hostel  
 Camp site, Beach  
 Other (please specify) \_\_\_\_\_

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i?  
Do not write in this box For Internal Use Only  
 \_\_\_\_\_

9. The primary reason for this trip was: [RESIDENTS - MARK (●)]  
**PURPOSE OF THIS TRIP**

Honeymoon  
 To get married  
 Pleasure/Vacation  
 Convention/Conference  
 Corporate meeting  
 Incentive trip  
 Other business  
 Visiting friends or relatives  
 Government or military business  
 To attend school  
 Sports events  
 To attend a wedding  
 Other (please specify) \_\_\_\_\_

10. What is your age?  
 \_\_\_\_\_ years old

11. What is your gender?  Male  Female

12. Of the people covered by this form (not including yourself), how many were:

	Number of Males	Number of Females
12 years or under	____	____
13 to 17 years	____	____
18 to 24 years	____	____
25 to 40 years	____	____
41 to 59 years	____	____
60 or more years	____	____
<b>TOTAL</b>	<b>____</b>	<b>____</b>

13. I am a resident of:

U.S.A.  Argentina  
 Australia  Japan  
 Korea  Brazil  
 Mexico  New Zealand  
 China  Philippines  
 France  Singapore  
 Germany  Switzerland  
 Hong Kong  Taiwan  
 Italy  United Kingdom  
 Canada  Other \_\_\_\_\_

13a. Please specify zipcode/postal code:  
 USA Zipcode: \_\_\_\_\_  
 Canada Postal Code: \_\_\_\_\_  
 Other Country Postal Code: \_\_\_\_\_

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

YOUR NAME: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

ZIPCODE/ POSTAL CODE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

**DEPARTING HAWAII**

Day / Month / Year  
 \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Flight No. \_\_\_\_\_ Name of Airline: \_\_\_\_\_

\_\_\_\_\_  
FOR INTERNAL USE ONLY Airline Code

**ARRIVAL IN HAWAII**

Day / Month / Year  
 \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Flight No. \_\_\_\_\_ Name of Airline: \_\_\_\_\_

\_\_\_\_\_  
FOR INTERNAL USE ONLY Airline Code

CONTINUE ON THE OTHER SIDE 1965494031



# INTERNATIONAL INTERCEPT SURVEY (BACK)

<p><b>14. On this trip, I first arrived at:</b></p> <p><input type="radio"/> Honolulu International Airport</p> <p><input type="radio"/> Kona International Airport</p> <p><input type="radio"/> Maui Airport</p> <p><input type="radio"/> Kauai Airport</p> <p><input type="radio"/> Other (please specify) _____</p> <p><b>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</b></p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <hr/> <p><b>16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e.</b></p> <p><b>IF NOT, please skip to Question 17.</b></p> <p><b>a. How much did the package trip cost?</b> (please specify currency)</p> <p> <input type="text"/> , <input type="text"/> , <input type="text"/> <input type="radio"/> US \$             <input type="radio"/> name of currency: _____         </p> <p><b>b. What did the package trip include? (Mark all that apply)</b></p> <p><input type="radio"/> Airfare (to and from Hawai'i)</p> <p><input type="radio"/> Breakfast</p> <p><input type="radio"/> Airfare (inter-island)</p> <p><input type="radio"/> Inter-island cruise (not including dinner/sunset cruise)</p> <p><input type="radio"/> Lunch/Dinner</p> <p><input type="radio"/> Rental Car</p> <p><input type="radio"/> Tours/attractions</p> <p><input type="radio"/> Lodging (hotel, condo, etc.)</p> <p><input type="radio"/> Trip to another state/country</p> <p><input type="radio"/> Other (please specify) _____</p> <p><b>c. Name of the package:</b> _____</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin-left: 300px;">DO NOT WRITE IN THESE BOXES</div> <p><b>d. Number of nights in Hawai'i covered by it:</b> <input type="text"/> night(s)</p> <p><b>e. Number of people covered by amount in Q16a above:</b> <input type="text"/> persons</p> <hr/> <p><b>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)?</b> (please specify currency)</p> <p> <input type="text"/> , <input type="text"/> , <input type="text"/> <input type="radio"/> US \$             <input type="radio"/> name of currency: _____         </p>	<p><b>18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.) Absolutely no personal information will be shared.</b></p> <p>How many people are you reporting for? <input type="text"/> persons (specify total number of people)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;"><b>18a. Lodging (hotel, condo, B&amp;B, hostel, etc., including tips).....</b></td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;"><b>18b. 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Int'l Q4 2014






# ISLAND SURVEY (BACK)

<p>15. Was this trip to <b>this island</b> a day-only trip or did you stay at least one night?</p> <p><input type="radio"/> Day-only trip  <input type="radio"/> Stayed at least one night</p> <p>16. Did you come to this island on a pre-paid package trip (including at least airfare and any of the following)?</p> <p><input type="radio"/> Yes [IF YES, CONTINUE]  <input type="radio"/> No [IF NO, SKIP TO QUESTION 17a]</p> <p>a. What did your package include? Please mark ALL that apply:</p> <p><input type="radio"/> Airfare (to and from Hawai'i)  <input type="radio"/> Airfare (inter-island)  <input type="radio"/> Inter-island cruise  <input type="radio"/> Trip to another state/country _____ (specify)  <input type="radio"/> Rental car  <input type="radio"/> Breakfast  <input type="radio"/> Lunch/Dinner  <input type="radio"/> Lodging  <input type="radio"/> Tours/Attractions  <input type="radio"/> Other (please specify): _____</p> <p>b. How much did your package cost? US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/></p> <p>c. Number of nights covered by it: <input style="width: 40px;" type="text"/></p> <p>d. Number of people covered by amount in Q16b above: <input style="width: 40px;" type="text"/></p> <p>e. Name of the package: <input style="width: 100px;" type="text"/></p> <p>f. Name of travel company: <input style="width: 100px;" type="text"/></p> <p>g. Did your package include a stay on:</p> <p><input type="radio"/> This island only  <input type="radio"/> Multiple Hawaiian islands</p>	<p>18. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expenses and airfare in Questions 16 and 17). Of this amount, how much did you spend for: Absolutely no personal information will be shared.</p> <p>How many people are you reporting for? <input style="width: 40px;" type="text"/> persons          [SPECIFY NUMBER OF PEOPLE]</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">18a. Lodging (hotel, condo, B&amp;B, incl. tips) -----</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;">18b. 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18c. Total Entertainment and Recreation -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Attractions -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking) -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Other activities & tours -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
18d. Total Ground Transportation -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Ground transportation (buses, taxis, trolleys) -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Rental car/moped -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Other transportation costs (gas, parking) -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
18e. Total Shopping -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Fashion and clothing -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Jewelry/watches -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Cosmetics/perfumes -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Leather goods (belts, wallets, handbags, etc.) -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Hawai'i food products (fruits, nuts, & coffee, etc.) -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Souvenirs -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
18f. Other Spending -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Electronics -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Health/Wellness -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Household Items -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Art and Collectibles -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
Other, please specify below -----	US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																								
<b>SUM OF Q18a-Q18f</b> US\$ <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																									

1105150676
Mahalo (Thank You)! Please return your completed survey to the interviewer.
NI A Q4 2014

# CRUISE SURVEY



## HAWAII TOURISM AUTHORITY

Aloha. On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawaii experience remains the best it can be. Please fill in the appropriate bubble  or print 1 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

---

**Cruise Start Date:**  
 /  /   
Month Day Year

**1. The total number of people (including myself) covered by this form is:**  
*(Fill out one form per party/family)*  
 persons

**2. I am a:**  
 Visitor to Hawaii  
 Resident of Hawaii

**7. How much did you pay for your cruise package?**  
 US\$  ,

**7a. Was this a gift or paid by someone else other than yourself?**  
 Yes  No

**7b. Package details:**  
 Number of nights covered:

**11. What is your age?**  years old

**12. What is your gender?**  
 Male  Female

**13. Of the people covered by this form (including yourself), how many were:**

NUMBER OF MALES	NUMBER OF FEMALES
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

---

**3. How many times have you visited Hawaii (including this trip)?**  times

**4. Please indicate the number of nights you have spent in Hawaii on this trip...**

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0-19	20-29	30-39	40-49

**5. How much did you spend on this trip (including this trip)?**  (Please indicate the number of nights you have spent in Hawaii on this trip...)

**6. What was included in the cruise package you purchased when booking your cruise to Hawaii? (Please mark (s) all that apply)**

<input type="checkbox"/> Airfare (Transpacific)	<input type="checkbox"/> Number of round-trip flights: <input type="text"/>
<input type="checkbox"/> Meals on shore	<input type="checkbox"/> Number of meals: <input type="text"/>
<input type="checkbox"/> Other (specify): <input type="text"/>	

**8. Overall, how would you rate this current trip to Hawaii?**

<input type="radio"/> Excellent	<input type="radio"/> Above Average	<input type="radio"/> Below Average	<input type="radio"/> Poor
8	7	6	5

**9. I am a resident of:**

<input type="radio"/> U.S.A. (specify zip code: <input type="text"/> )	<input type="radio"/> Canada	<input type="radio"/> United Kingdom
<input type="radio"/> Japan	<input type="radio"/> Germany	<input type="radio"/> France
<input type="radio"/> Korea	<input type="radio"/> Other (specify: <input type="text"/> )	

**10. Please indicate where you spent your nights in Hawaii on this trip?**

<input type="radio"/> Hawaii Island I	<input type="radio"/> Kauai	<input type="radio"/> Lanai	<input type="radio"/> Molokai
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**11. How likely are you to recommend Hawaii as a vacation place to your friends and relatives?**

<input type="radio"/> Very Likely	<input type="radio"/> Somewhat Likely	<input type="radio"/> Not Too Likely	<input type="radio"/> Not Likely
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**12. How likely are you to return to visit Hawaii in the next five years?**

<input type="radio"/> Very Likely	<input type="radio"/> Somewhat Likely	<input type="radio"/> Not Too Likely	<input type="radio"/> Not Likely
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**13. Did you do any of the following on this trip to Hawaii?**

<input type="checkbox"/> Go on a honeymoon	<input type="checkbox"/> Visit friends or relatives
<input type="checkbox"/> Visit a friend	<input type="checkbox"/> Play golf
<input type="checkbox"/> Attend a wedding	<input type="checkbox"/> Other (specify: <input type="text"/> )

789606343 CONTINUE ON OTHER SIDE →

## CRUISE SURVEY (BACK)

**FOR ALL PARTS OF QUESTION 18:**  
**DO NOT** include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please *estimate* your expenses for your total time in Hawai'i and write your answers below.

18. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)..... US\$   ,

18.1. Including yourself, how many people does this expenditure cover?

**Of this total amount (Q18), how much was spent for:**

	ON SHIP (IN US\$)	O'AHU (IN US\$)	MAUI (Maui/Mo'okaa'i/Lāna'i) (IN US\$)	KAUAI (IN US\$)	HAWAI'I ISLAND KONA (IN US\$)	HILO (IN US\$)
18a. Lodging (hotel, condo, B&B, hostel, etc., including tips).....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18b. Total Food and Beverage.. <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
In restaurants, bars and other eating places.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Dinner shows/dinner cruises....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Groceries/snacks.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18c. Total Entertainment and Recreation..... <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18d. Total Shore Tours..... <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18e. Total Transportation..... <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Inter island airfare.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Bus, taxi, trolley, etc.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Rental car/mopeds.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Other expenses (gasoline, parking, etc.).....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18f. Total Shopping..... <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Fashion and clothing.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Jewelry/watches.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Cosmetics/perfumes.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Leather goods (belts, wallets, handbags, etc.).....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Hawai'i food products to take home (fruits, nuts, coffee, etc.)	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Souvenirs.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18g. Other Spending <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Electronics.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Health/wellness.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Household items.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Art and collectibles.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Other.....	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
Please specify:.....						

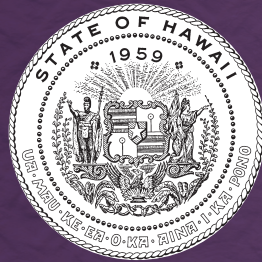
Cruise Domestic  
2015Q2

NAME OF CRUISE SHIP: \_\_\_\_\_

DO NOT WRITE IN THESE BOXES

3080606340





# HAWAII TOURISM

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