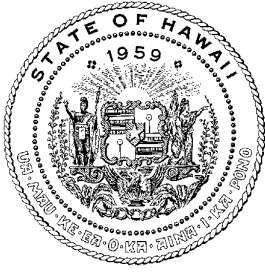




2010 Annual Visitor Research Report

HAWAII TOURISM

AUTHORITY



NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaii-tourism-authority.org

Telephone: (808) 973-2255
Fax: (808) 973-2253

Aloha,

On behalf of the Hawai'i Tourism Authority (HTA), the state agency for tourism, we are pleased to present the 2010 Annual Visitor Research Report. This report presents the final detailed statistics on Hawai'i's visitor industry performance in 2010 and a comprehensive comparison with 2009 visitor data.

Included are visitor characteristics and expenditures categorized by major market areas, select countries, purpose of trip, accommodation, status as a first-time or repeat visitor, and by island. You will also find detailed spending categories broken down by major market areas and by island, and a profile of Hawai'i's cruise visitors and spending characteristics, visitor room inventory, hotel occupancy and room rates, and air seat capacity. We hope you will find this information useful. The report is also available on HTA's website at _____

ISLAND OF MOLOKAʻI	79
ISLAND OF LĀNAʻI	80
ISLAND OF KAUAʻI	80
HAWAII ISLAND	81
HAWAII ISLAND (HILO SIDE)	82
HAWAII ISLAND (KONA SIDE)	83
SEASONALITY BY ISLAND	83
VISITOR EXPENDITURES	110
AIR AND CRUISE VISITOR TOTAL SPENDING BY CATEGORY	111
AIR AND CRUISE VISITOR TOTAL SPENDING BY ISLAND & MMA	111
AIR VISITORS PERSONAL DAILY SPENDING BY MMA	112
AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND	115
U.S. WEST, U.S. EAST AND JAPANESE AIR VISITOR PERSONAL DAILY SPENDING BY TRIP CHARACTERISTICS	117
CRUISE VISITORS	129
ARRIVALS BY AIR AND BY CRUISE SHIP	130
ISLAND VISITATION	130
LENGTH OF STAY AND TYPE OF ACCOMODATION	131
DAILY SPENDING	131
HOTEL OCCUPANCY AND ROOM RATE	141
VISITOR PLANT INVENTORY	144
TOTAL AIR SEATS OPERATED TO HAWAII	148
APPENDIX A: TECHNICAL NOTES	151
APPENDIX B: SURVEY FORMS	156

LIST OF TABLES

Table 1: Summary of Visitor Statistics: 2010 vs. 2009.....	11
Table 2: Summary of Characteristics: 2010 vs. 2009	13
Table 3: Summary of Visitor Characteristics (Percentage of Total): 2010 vs. 2009	14
Table 4: Visitor Days by Island: 2010 vs. 2009	15
Table 5: Visitor Days by Month: 2010 vs. 2009	15
Table 6: Average Daily Census by Island: 2010 vs. 2009.....	16
Table 7: Average Daily Census by Month: 2010 vs. 2009	16
Table 8: Visitors Staying Overnight or Longer: 1952–2010.....	17
Table 9: 2010 Visitor Days by Month and MMA	28
Table 10: 2010 Visitor Days Growth by Month and MMA	30
Table 11: 2010 Visitor Arrivals by Month and MMA	32
Table 12: 2010 Visitor Arrivals Growth by Month and MMA	34
Table 13: U.S. West MMA Visitor Characteristics: 2010 vs. 2009	36
Table 14: 2010 Domestic U.S. West MMA Visitor Arrivals by Month and State.....	37
Table 15: U.S. East MMA Visitor Characteristics: 2010 vs. 2009	38
Table 16: 2010 Domestic U.S. East MMA Visitor Arrivals by Month and State.....	39
Table 17: Domestic U.S. Visitors by State: 2001-2010.....	41
Table 18: 2010 Domestic U.S. Visitor Characteristics by State.....	42
Table 19: 2010 Market Penetration for Top U.S. MSAs.....	43
Table 20: Japan MMA Visitor Characteristics: 2010 vs. 2009	44
Table 21: 2010 International Japan MMA Visitor Characteristics by Region.....	45
Table 22: Canada MMA Visitor Characteristics: 2010 vs. 2009.....	46
Table 23: Europe MMA Visitor Characteristics: 2010 vs. 2009.....	47
Table 24: United Kingdom Visitor Characteristics: 2010 vs. 2009.....	48
Table 25: German Visitor Characteristics: 2010 vs. 2009	49
Table 26: Oceania MMA Visitor Characteristics: 2010 vs. 2009	50
Table 27: Australia Visitor Characteristics: 2010 vs. 2009.....	51
Table 28: New Zealand Visitor Characteristics: 2010 vs. 2009	52
Table 29: Other Asia MMA Visitor Characteristics: 2010 vs. 2009	53
Table 30: Korea Visitor Characteristics: 2010 vs. 2009.....	54
Table 31: China Visitor Characteristics: 2010 vs. 2009	55
Table 32: Latin America MMA Visitor Characteristics: 2010 vs. 2009.....	56
Table 33: Other MMA Visitor Characteristics: 2010 vs. 2009	57
Table 34: 2010 Visitor Age and Gender Distribution by MMA	58
Table 35: 2010 Visitors by Selected Purpose of Trip by MMA	63
Table 36: Honeymoon Visitor Characteristics: 2010 vs. 2009	64
Table 37: Get Married Visitor Characteristics: 2010 vs. 2009.....	65
Table 38: Meetings, Conventions and Incentives Visitor Characteristics: 2010 vs. 2009	66
Table 39: Visit Friends or Relatives Visitor Characteristics: 2010 vs. 2009	67
Table 40: Hotel-Only Visitor Characteristics: 2010 vs. 2009	70
Table 41: Condo-Only Visitor Characteristics: 2010 vs. 2009	71
Table 42: Timeshare-Only Visitor Characteristics: 2010 vs. 2009	72
Table 43: First-Time Visitor Characteristics: 2010 vs. 2009.....	74
Table 44: Repeat Visitor Characteristics: 2010 vs. 2009	75
Table 45: Visitor Arrivals by Island and Month: 2010 vs. 2009.....	84

Table 46: 2010 Average Daily Census by Island and Month.....	87
Table 47: 2010 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs	88
Table 48: 2010 Domestic U.S. Visitor Arrival Growth by Island from Top U.S. MSAs	89
Table 49: 2010 Domestic U.S. Visitor Arrivals by Island and State of Residence	90
Table 50: 2010 Domestic U.S. Visitor Arrivals Growth by Island and State Residence	91
Table 51: 2010 Domestic U.S. Visitor Length of Stay (in Days) by Island and State.....	92
Table 52: O’ahu Visitor Characteristics: 2010 vs. 2009.....	93
Table 53: Maui County Visitor Characteristics: 2010 vs. 2009.....	94
Table 54: Maui Island Visitor Characteristics: 2010 vs. 2009.....	95
Table 55: Moloka’i Visitor Characteristics: 2010 vs. 2009	96
Table 56: Lāna’i Visitor Characteristics: 2010 vs. 2009.....	97
Table 57: Kaua’i Visitor Characteristics: 2010 vs. 2009	98
Table 58: Hawai’i Island Visitor Characteristics: 2010 vs. 2009	99
Table 59: Hilo Visitor Characteristics: 2010 vs. 2009.....	100
Table 60: Kona Visitor Characteristics: 2010 vs. 2009.....	101
Table 61: 2010 Visitor Days by Island and MMA.....	102
Table 62: 2010 Visitor Days Growth by Island and MMA	104
Table 63: 2010 Visitor Arrivals by Island and MMA.....	106
Table 64: 2010 Visitor Arrivals Growth by Island and MMA.....	108
Table 65: Total Visitor Expenditures by Category: 2010 vs. 2009	118
Table 66: 2010 Total Visitor Expenditures by Island and MMA.....	119
Table 67: 2010 Total Visitor Expenditures Growth by Island and MMA	119
Table 68: U.S. West Visitor Personal Daily Spending by Category	120
Table 69: U.S. East Visitor Personal Daily Spending by Category	120
Table 70: Japanese Visitor Personal Daily Spending by Category	121
Table 71: Canadian Visitor Personal Daily Spending by Category	121
Table 72: European Visitor Personal Daily Spending by Category	122
Table 73: Oceania Visitor Personal Daily Spending by Category.....	122
Table 74: Other Asian Visitor Personal Daily Spending by Category.....	123
Table 75: Latin American Visitor Personal Daily Spending by Category	123
Table 76: Other Visitor Personal Daily Spending by Category.....	124
Table 77: Chinese Visitor Personal Daily Spending by Category	125
Table 78: Korean Visitor Personal Daily Spending by Category	125
Table 79: Australian Visitor Personal Daily Spending by Category	126
Table 80: New Zealand Visitor Personal Daily Spending by Category.....	126
Table 81: 2010 Visitor Personal Daily Spending by Category by Island.....	127
Table 82: 2010 Visitor Personal Daily Spending Growth by Category by Island	127
Table 83: Daily Spending by Trip Characteristics – U.S. West, U.S. East & Japan	128
Table 84: 2010 Cruise Ship Visitors	133
Table 85: 2010 Cruise Ship Visitor Growth.....	133
Table 86: 2010 Total Cruise Ship Passengers by MMA	134
Table 87: 2010 Cruise Visitor Per Person Per Day Spending: All Cruise Visitors	135
Table 88: 2010 Cruise Visitor Per Person Per Day Spending: U.S. West Visitors	136
Table 89: 2010 Cruise Visitor Per Person Per Day Spending: U.S. East Visitors	137
Table 90: 2010 Cruise Visitor Per Person Per Day Spending: Canadian Visitors	138
Table 91: 2010 Cruise Visitor Per Person Per Day Spending: European Visitors	139
Table 92: 2010 Cruise Visitor Per Person Per Day Spending: Other Visitors	140
Table 93: State Hotel Occupancy and Room Rate: 2010 vs. 2009	142

Table 94: O‘ahu Hotel Occupancy and Room Rate: 2010 vs. 2009.....	142
Table 95: Maui Hotel Occupancy and Room Rate: 2010 vs. 2009.....	142
Table 96: Kaua‘i Hotel Occupancy and Room Rate: 2010 vs. 2009.....	143
Table 97: Hawai‘i Hotel Occupancy and Room Rate: 2010 vs. 2009.....	143
Table 98: 2010 Visitor Plant Inventory – Existing Inventory by Island and Type.....	145
Table 99: 2010 Visitor Plant Inventory – Class of Units by County.....	146
Table 100: 1965-2010 Visitor Plant Inventory – Available Units by County.....	147
Table 101: 2010 Total Air Seats Operated to Hawai‘i.....	149
Table 102: 2010 Domestic Air Seats Operated to Hawai‘i.....	149
Table 103: 2010 International Air Seats Operated to Hawai‘i.....	150

LIST OF FIGURES

Figure 1: 2004-2010 Air Visitor Expenditures by MMA as Share of Total.....	3
Figure 2: 2005-2010 Air Visitor Days by MMA as Percentage of Total Visitor Days.....	6
Figure 3: Statewide Class of Units: 2010 vs. 2009.....	8
Figure 4: 2004-2010 Air Seats Operated to Hawai‘i by Island.....	9
Figure 5: 2004-2010 Total Air Seats by MMA.....	10
Figure 6: 2004-2010 Total Air Seats by MMA.....	10
Figure 7: Visitor Arrivals from Four Largest Markets, 2004-2010.....	19
Figure 8: 2004-2010 Europe MMA, UK, Germany Total Visitor Arrivals.....	23
Figure 9: 2004-2010 Oceania MMA Total Visitor Arrivals.....	24
Figure 10: 2004-2010 Other Asia MMA Total Visitor Arrivals.....	25
Figure 11: 2004-2010 Latin America Total Visitor Arrivals.....	27
Figure 12: 2010 Visitor Age Distribution: U.S. West.....	59
Figure 13: 2010 Visitor Age Distribution: U.S. East.....	59
Figure 14: 2010 Visitor Age Distribution: Japan.....	59
Figure 15: 2010 Visitor Age Distribution: Canada.....	59
Figure 16: 2004-2010 Hotel-only, Condo-only and Timeshare-only Visitors.....	68
Figure 17: 2000-2010 O‘ahu Visitor Arrivals by Selected MMA.....	77
Figure 18: 2000-2010 Maui Visitor Arrivals by Selected MMA.....	78
Figure 19: 2000-2010 Kaua‘i Visitor Arrivals by Selected MMA.....	80
Figure 20: 2000-2010 Hawai‘i Island Visitor Arrivals by Selected MMA.....	81
Figure 21: Total Visitor Expenditures by Category: 2010 vs. 2009.....	111
Figure 22: 2010 Visitor Personal Daily Spending by Category and Selected MMA.....	113
Figure 23: 2010 Visitor Personal Daily Spending by Category and Island.....	116
Figure 24: 2004-2010 Cruise Visitors to Hawai‘i.....	130

ABOUT THIS REPORT

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. Mike McCartney. This report was prepared by Mr. Daniel Nahoopii, Mr. Cy Feng, Mr. Lawrence Liu, Ms. Minh-Chau T. Chun and Ms. Judy Dong.

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Stryker Weiner & Yokota provided the photo and Professional Image designed the cover for this report.

The report is also available in Adobe Acrobat form on the HTA Website, <http://www.hawaii-tourism-authority.org/research-reports>

For further information on the content of this report or if you would like copies of this report, contact the HTA at (808) 973-2255.

SUMMARY OF 2010 VISITORS TO HAWAI'I

ALL VISITORS

VISITORS BY AIR

TOTAL SPENDING BY TOP FOUR

VISITOR MARKETS

PER PERSON PER DAY SPENDING

PER PERSON PER TRIP SPENDING

VISITOR DAYS AND ARRIVALS

OTHER CHARACTERISTICS OF AIR VISITORS

VISITORS BY CRUISE SHIPS

HOTEL OCCUPANCY AND ROOM RATES

VISITOR PLANT INVENTORY

TOTAL AIR SEATS OPERATED TO HAWAI'I

ALL VISITORS

2010 was the first year of positive growth after three years of losses, as Hawai'i's tourism industry continued to recover from the global economic recession. Key indicators including visitor spending, visitor days and arrivals performed better than expected with growth from all major visitor markets compared to 2009.

Contributing to the growth in Hawai'i's tourism industry in 2010 was an improved U.S. economy. Federal Reserve Board Beige Book reports showed expanded manufacturing activity in almost all U.S. Districts; fairly stable prices for final goods and services; some improvements in hiring activities; while consumer spending was positive, though most households remained price sensitive.

In addition, air seat capacity to the islands in 2010 continued to rebuild after the reduction in 2007. Except for fewer seats from Other Asia, air seats from all other visitor markets in 2010 were higher compared to 2009. Strong international currencies, combined with attractive travel packages and greater marketing efforts by visitor industry businesses also contributed to the improvement in Hawai'i's tourism industry in 2010.

Combined expenditures by visitors who came to Hawai'i by air or by cruise ships in 2010 increased 11.7 percent from 2009, to \$11.17 billion¹. Air and cruise visitors combined spent an average \$169 per person daily, up from \$164 per person in 2009. The average per trip spending by all visitors, rose (+2.8%) to \$1,576 per person from \$1,533 in 2009 (Table 1).

Total visitor days by air and cruise visitors grew 8.7 percent to 66.1 million days in 2010. A total of 7,083,663 visitors arrived by air or by cruise ships, up from 6,517,054 visitors in 2009. The combined length of stay by these visitors was 9.33 days, unchanged from 2009.

Total arrivals by air rose 8.8 percent to 6,982,425 visitors in 2010. Arrivals from all major market areas (MMA) were higher compared to 2009: U.S. West (+8.9%), U.S. East (+4.5%), Japan (+6.1%), Canada (+17.3%), Europe (+9.7%), Other Asia (+52.6%), Oceania (+18.3%), and Latin America (+14.3%).²

The number of visitors who entered Hawai'i on board cruise ships in 2010 increased 4.8 percent from the previous year to 101,239 visitors³ (See Cruise Visitors Section, page 129).

By island, a total of 4,427,372 air and cruise visitors went to O'ahu in 2010, an increase of 7.5 percent from 2009. Maui (+10.6%) reported 2,186,279 air and cruise visitors; Hawai'i Island (+6.1%) had 1,378,921 visitors; Kaua'i (+4.4%) had 1,042,633 visitors and Lāna'i (+7.6%) had

¹ 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.

² Visitors were classified by their place of residence into the following major market areas (MMAs) for marketing purposes: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, Other Asia, Latin America, Other (See Technical Notes, page 142).

³ This report primarily details characteristics and expenditures of visitors who arrived by air. Limited data for visitors who entered Hawai'i on board a cruise ship were reported here and in the Cruise Visitors Section.

72,152 visitors. Total air and cruise visitors to Molokaʻi declined slightly (-1.2%) to 52,258 visitors (Table 1).

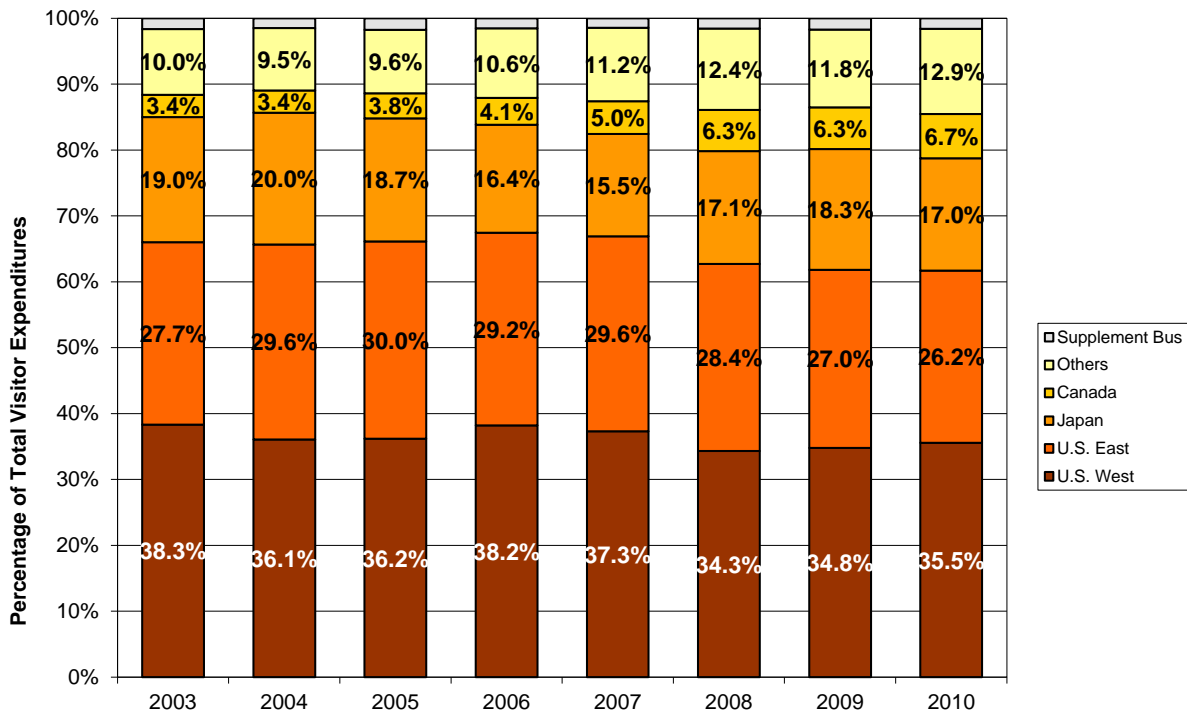
Of the \$11.17 billion in visitor expenditures by both air and cruise visitors in 2010, \$5.68 billion were spent on Oʻahu, an increase of 11.3 percent compared to the previous year. Combined air and cruise visitor expenditures on Maui rose 16.7 percent to \$2.95 billion in 2010. Spending on Hawaiʻi Island by air and cruise visitors increased 7.6 percent from 2009 to \$1.35 billion. Expenditures by air and cruise visitors on Kauaʻi totaled \$1.09 billion in 2010, up 6.9 percent from the previous year.

Combined air and cruise visitors daily spending continued to be highest on Lānaʻi at \$290 per person, followed by Oʻahu at \$177 per person, Maui at \$173 per person, Kauaʻi at \$149 per person, Hawaiʻi Island at \$145 per person and Molokaʻi at \$100 per person.

VISITORS BY AIR

TOTAL VISITOR SPENDING FROM TOP FOUR MMAS:

Figure 1: 2004-2010 Air Visitor Expenditures by MMA as Share of Total



Total expenditures by visitors who came by air rose 11.8 percent from 2009 to \$11.14 billion, boosted by growth from all visitor markets.

Spending by U.S. West visitors in 2010 increased 14.2 percent to \$3.96 billion. U.S. West expenditures continued to account for the largest portion of total expenditures among the visitor

markets. U.S. West visitors' share of total visitor spending increased slightly to 35.5 percent from 34.8 percent in 2009 (See Figure 1).

Spending by U.S. East visitors rose 8.2 percent and ranked second at \$2.92 billion. U.S. East visitors' share of total expenditures decreased to 26.2 percent, the lowest percentage share in the last seven years.

Japanese expenditures grew 4 percent and followed in third place at \$1.9 billion. Japanese visitors' share of total spending decreased to 17 percent of total spending in 2010, from 18.3 percent in 2009.

Spending by Canadian visitors was up 19 percent to \$748 million in 2010. Canadian visitors' share of total expenditures had been slowly increasing over the last seven years to 6.7 percent in 2010.

Supplemental business expenditures of \$177.3 million or 1.6 percent of total air expenditures were 2.1 percent higher than 2009. These expenditures represent additional business expenses spent locally on conventions and corporate meetings for out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

PER PERSON PER DAY SPENDING BY MMA AND SELECTED COUNTRY:

Average per person per day (PPPD) expenditures by air visitors in 2010 rose to \$170 per person from \$165 per person in 2009. Except for a decrease from Japan, visitors from all other MMAs spent more on a daily basis compared to 2009 (Table 1).

In 2010, Japanese visitors' daily spending was \$261 per person, down from \$268 per person in 2009. Visitors from Other Asia spent \$226 per person, followed by those from Latin America (\$212 per person), Oceania (\$207 per person), U.S. East (\$171 per person), Europe (\$159 per person) and Canada (\$145 per person). U.S. West visitors continued to spend the least at \$140 per person day.

Daily spending statistics by selected country showed that Chinese visitors in 2010 spent the most on a daily basis, among all visitor groups at \$350 per person, up from \$286 per person in 2009. Daily spending by Korean visitors rose to \$223 per person in 2010, from \$194 per person last year. Daily spending by Australian visitors was \$207 per person, slightly higher than \$206 per person in 2009. Daily spending by visitors from New Zealand in 2010 was \$154 per person, up from \$149 per person a year ago (Table 77 to Table 80).

PER PERSON PER TRIP SPENDING BY MMA AND SELECTED COUNTRY

Average spending per trip by air visitors in 2010 was \$1,596 per person, 2.8 percent more compared to 2009. Visitors from Latin America continued to spend the most on a per trip basis, averaging \$2,528 per person, followed by visitors from Oceania (\$2,035 per person), Europe (\$2,026 per person), Canada (\$1,840 per person), U.S. East (\$1,786 per person), Other Asia (\$1,654 per person) and Japan (\$1,533 per person). U.S. West visitors also spent the least per trip at \$1,338 per person.

Per trip spending statistics for selected country showed that Chinese visitors in 2010 spent \$2,076 per person, compared to \$2,000 per person in 2010. Korean visitors spent an average of \$1,783 per person per trip, up from \$1,533 per person last year. Per trip spending by Australian visitors was \$2,013 per person compared to \$1,863 per person in 2009. Per trip spending by visitors from New

Zealand in 2010 was \$1,638 per person, up slightly from \$1,620 per person last year (Table 24, 25, 27, 28, 30 and 31).

VISITOR DAYS AND ARRIVALS

Total visitor days (visitor arrivals multiplied by the length of stay) of those who arrived on domestic or international flights increased 8.9 percent from 2009 to 65.6 million days (Table 4). Total arrivals by air rose 8.8 percent to 6,982,425 visitors in 2010. The average length of stay by these visitors was virtually unchanged from 2009 at 9.39 days.

By Island:

After two years of decreases, all islands showed positive growth in visitor days and visitor arrivals by air in 2010 compared to 2009. The length of stay by visitors on each island in 2010 ranged from stable to slightly longer than the previous year.

Visitor days on O'ahu grew 8.9 percent from 2009 due to a 7.6 percent increase in arrivals by air to 4,328,849 visitors. These visitors' length of stay was slightly longer at 7.37 days compared to 7.28 days by those who came in 2009. In 2010, 62 percent of air visitors went to O'ahu.

For the island of Maui, a 10.6 percent growth in arrivals to 2,092,069 visitors contributed to a noticeable increase in visitor days (+11.2%). The average length of stay was 8.07 days, similar to 2009. In 2010, 30 percent of visitors by air went to Maui.

Visitor days for Hawai'i Island rose 7.5 percent in 2010. A total of 1,290,859 visitors went to Hawai'i Island, 6.2 percent higher compared to 2009. These visitors stayed 7.05 days compared to 6.97 days in 2009. Of all air visitors to the state, 18.4 percent went to Hawai'i Island in 2010.

Visitor days for Kaua'i increased 5.5 percent from 2009, boosted by a 3.9 percent growth in visitors to this island. The average length of stay increased to 7.46 days from 7.35 days in 2009. Those who visited Kaua'i comprised 13.8 percent of the total air visitors to the state.

Arrivals to Moloka'i grew 4 percent compared to 2009 contributing to a 3.9 percent increase in visitor days. The length of stay by these visitors was 4.88 days, unchanged from 2009. Visitor days on Lāna'i increased 12.4 percent boosted by a 12.8 percent growth in arrivals. The length of stay was 3.62 days, about the same as 2009.⁴

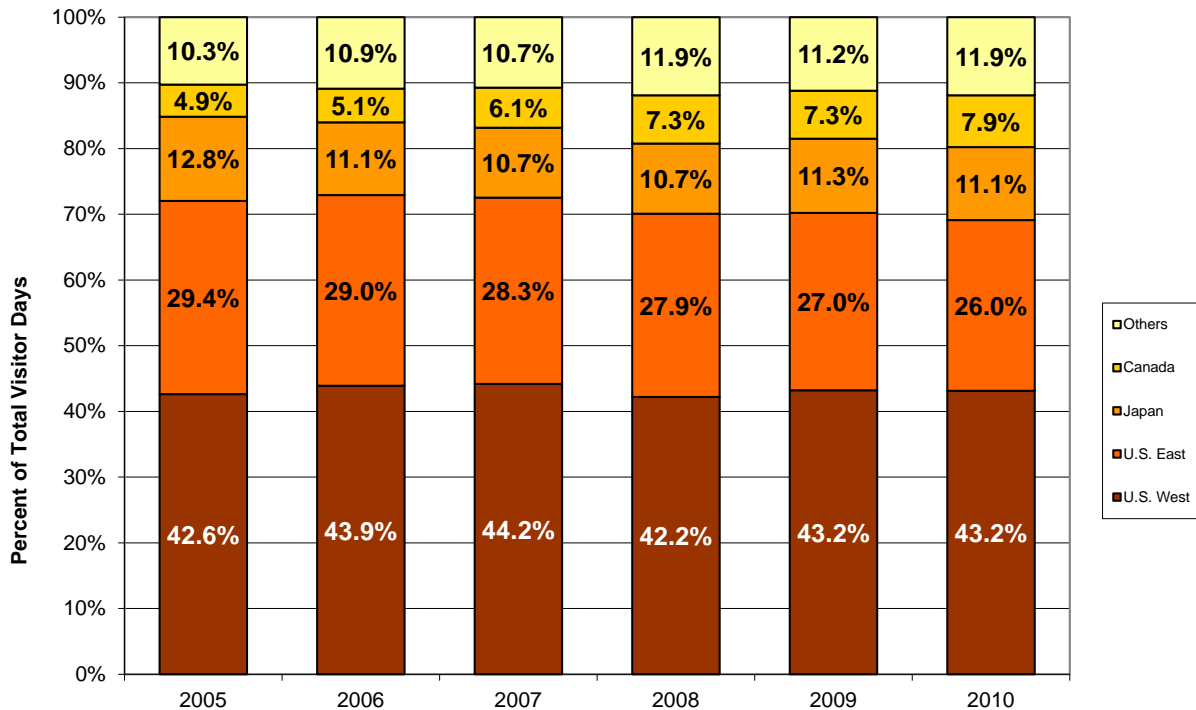
By Major Market Areas (MMA):

All major market areas in 2010 showed positive growth in visitor days and visitor arrivals by air compared to the previous year. The MMAs with largest increase in visitor days compared to 2009 were Other Asia (+43.6%), followed by Oceania (+26.1%) and Canada (+17.4%).

⁴ Small sample sizes for Moloka'i and Lāna'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

Visitor days from U.S. West, Hawai'i's largest market, increased 8.8 percent from 2009, thanks to an 8.9 percent growth in visitor arrivals. These visitors stayed an average of 9.56 days in 2010, virtually unchanged from the previous year. U.S. West visitors' share of total visitor days was the same as 2009 at 43.2 percent (Figure 2).

Figure 2: 2005-2010 Air Visitor Days by MMA as Percentage of Total Visitor Days



Growth in arrivals (+4.5%) contributed to a 4.7 percent increase in visitor days from U.S. East, the second largest visitor market to the islands. The average length of stay by this group was consistent with 2009 at 10.44 days. U.S. East's share of total visitor days had declined since 2005 to 26 percent in 2010.

Japanese visitor days rose 6.9 percent compared to 2009, boosted by a 6.1 percent growth in arrivals. The average length of stay was 5.87 days, similar to 2009. Japanese visitors' share of total visitor days dropped slightly to 11.1 percent in 2010.

A surge in arrivals (+17.3%) contributed to a 17.4 percent jump in Canadian visitor days. The average length of stay was stable at 12.7 days. Canadian visitors' share of total visitor days rose to 7.9 percent, the highest percentage in the past six years.

European visitor days rose 6.9 percent, supported by a 9.7 percent growth in arrivals from 2009. The average length of stay by these visitors was 12.75 days (13.09 days in 2009), the longest among all visitor groups.

Strong growth in visitor arrivals (+18.3%) and a longer average length of stay (9.84 days, compared to 9.24 days in 2009) led to a 26.1 percent increase Oceania visitor days in 2010.

Visitor days from Other Asia jumped 43.6 percent from 2009. Arrivals climbed 52.6 percent but the average length of stay was shorter at 7.32 days, compared to 7.78 days in 2009. Visitor arrivals from Korea increased 59.5 percent, while arrivals from China rose 48 percent compared to 2009.

CHARACTERISTICS OF VISITORS

The majority of visitors in 2010 stayed in hotels (62.5%). Some visitors stayed in condominiums (17.6%), timeshare properties (10.3%), with friends or relatives (10%), in rental homes (4.6%) and on cruise ship (1.9%) (Table 3). All types of accommodations saw increased total visitors compared to 2009, especially condominium properties (+10.8%) and hotels (+9.6%) (Table 2).

The average party size for visitors to Hawai'i was similar to 2009 at 2.12 people per party. Two out of three visitors (66.1%) in 2010 have been to the islands before, consistent with the previous year. The number of first-time visitors represented 33.9 percent of total visitors.

True independent visitors comprised 63 percent of total visitors in 2010 (63.4% in 2009) while the remainder purchased package trips or went on group tours.

The number of honeymoon visitors to the islands in 2010 rose 4.3 percent and represented 7.1 percent of total visitors (down from 7.4% of the total in 2009). Those who came to get married (1.7% of total visitors) increased 4.9 percent from 2009. Meeting, convention and incentive visitors was stable (+0.3%) compared to 2009 and comprised 5.3 percent of total visitors.

VISITORS BY CRUISE SHIPS

A total of 101,239 visitors arrived into the state by cruise ships⁵ in 2010, an increase of 4.8 percent from the previous year. In addition, another 122,454 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals, up 1.5 percent from 2009 (Table 84).

Total spending by visitors who arrived by cruise ships was down 11.3 percent from 2009 to \$22.4 million (Table 1). Total spending by all cruise visitors in 2010, including those who came by cruise ships and those who arrived by air to board cruise ships rose 2.8 percent to \$321.6 million in 2010 (Table 86).

⁵ 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.

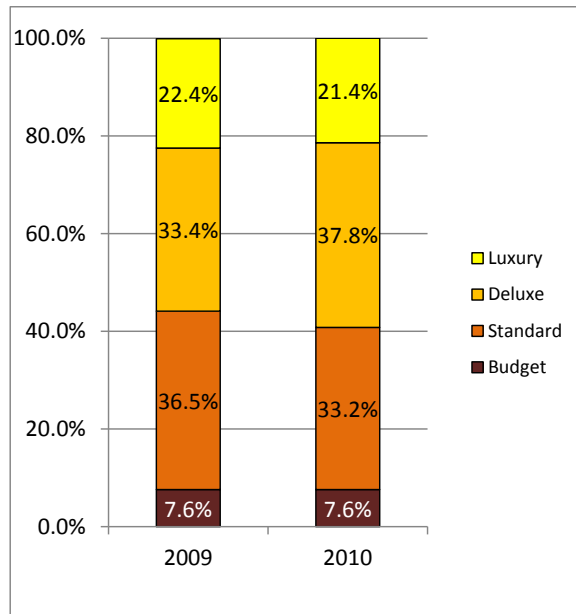
HOTEL OCCUPANCY AND ROOM RATE

The statewide hotel occupancy rate for 2010 rose to 70.7 percent from 64.8 percent in 2009. All islands experienced higher hotel occupancy rates compared to the previous year. The largest increase was on Maui where hotel occupancy rate grew 15.6 percentage points to 68.1 percent. Occupancy rate on O‘ahu increased 8.2 percentage points to 78.2 percent. Kaua‘i’s occupancy rate rose 3.9 percentage points to 59.2 percent, while Hawai‘i Island’s occupancy rate was at 56.4 percent, 5.4 percentage point higher than in 2009 (Table 93 to Table 97).

The statewide average room rate was \$174.33, down from \$177.10 in 2009. Room rates on O‘ahu were similar to 2009, while room rates on the neighbor islands were lower compared to the previous year. Maui’s room rate remained the highest among the four larger islands at \$226.07 (\$237.51 in 2009). Room rate on Kaua‘i was the second highest at \$184.52 (\$188.78 in 2009), followed by Hawai‘i Island at \$183.63 (\$185.43 in 2009). O‘ahu’s room rate remained the lowest at \$149.67 in 2010.

VISITOR PLANT INVENTORY

**Figure 3: Statewide Class of Units
2010 vs. 2009**



The total visitor plant inventory for the State in 2010 was fairly stable (-0.2%) compared to 2009 at 75,048 visitor units (Table 98 to Table 100).

While there was new inventory added to the market, including Trump International Waikiki and additional newbuild timeshare units coming online, this was balanced by lower participation in condo hotel rental pools.

Despite only a slight decrease in statewide visitor units, the total number of lodging establishments in the state increased by 190 properties (11.8 percent) from the prior year. These additional properties were located on Hawai‘i Island, Kaua‘i, Maui, and Moloka‘i but were not newly opened and were likely in operations in prior years. Establishments removed from the 2010 supply largely consisted of

individual vacation units (“IVU”s), reflecting Hawai‘i’s tough economic environment. Lana‘i was the only island reporting a decline in lodging properties (-16.7 percent).

Just under half (45.4 percent) of the statewide visitor units in 2010 were located on O‘ahu. The island of Maui continued to have the second largest share of visitor units, followed by Hawai‘i Island and Kaua‘i counties. Hotels continued to comprise the majority (56.8 percent) of visitor units statewide. Condominium hotel properties accounted for the second largest share of visitor units at 19.4 percent. Timeshare units represented 13.2 percent of the total visitor units followed by IVUs

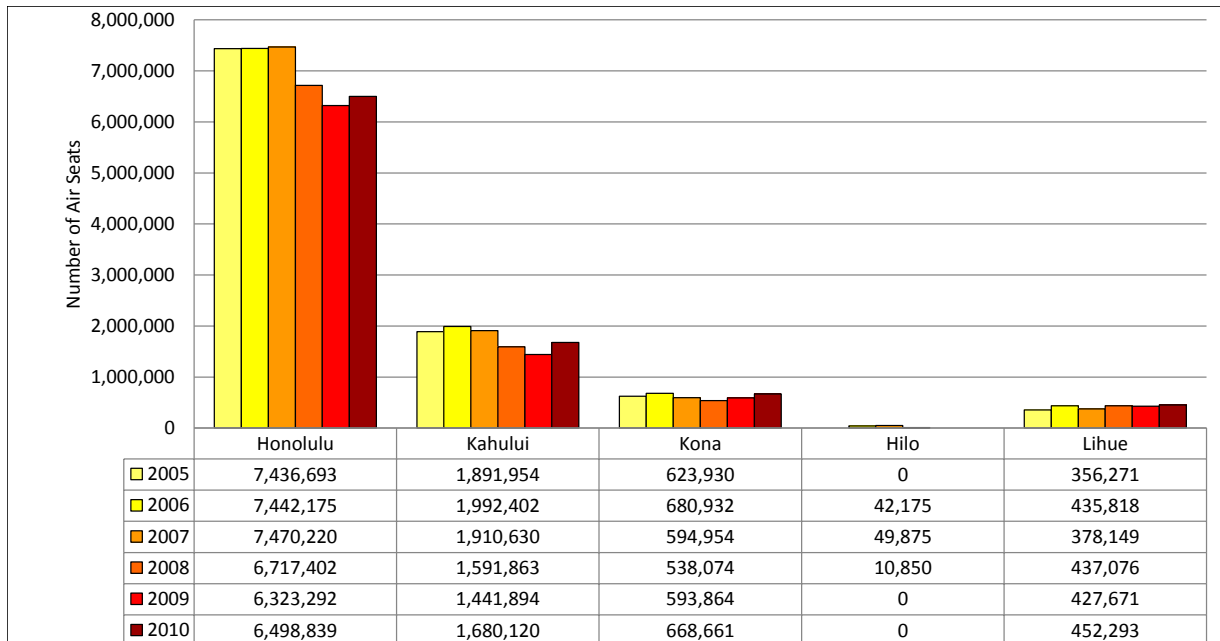
with 9.0 percent. Bed & Breakfasts, apartment hotels, and hostels combined totaled less than 2.0 percent of the total visitor units.

The State visitor supply continued to be concentrated in the Deluxe (37.8%) and Standard (33.2%) price classes for 2010. A slightly lower percentage of units were classified as Luxury in 2010 (21.4%) compared to 2009 (22.4%).

TOTAL AIR SEATS OPERATED TO HAWAII

Total air seats in 2010 rose 5.8 percent compared to 2009 to 9,299,913. This exceeded 2008 (9,295,265 seats) and 2009 (8,786,721 seats) levels, but remained below the 10,403,828 seats in 2007. Domestic seats in 2010 grew 6.6 percent while international seats increased 3.8 percent compared to 2009 (Table 101 to Table 103).

Figure 4: 2004-2010 Air Seats Operated to Hawai'i by Island



Air seat capacity to the Honolulu International Airport gained 2.8 percent from 2009 to 6,498,839 total seats (Figure 4). Growth in scheduled air seats from U.S. West (+2.5%), U.S. East (+4.2%), Japan (+3%), Canada (+14.6%) and Oceania (+2.4%) offset fewer scheduled air seats from Other Asia (-6.6%).

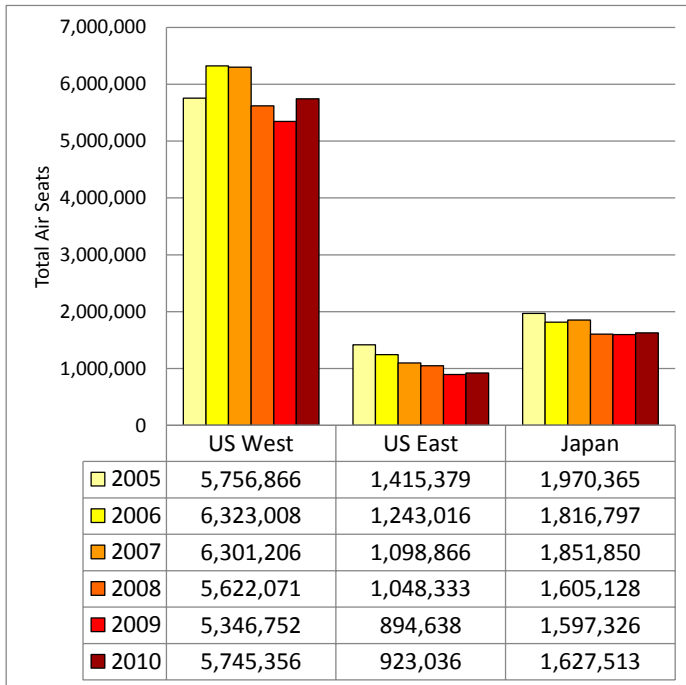
Seat capacity to Kahului airport rose 16.5 percent to 1,680,120 total seats in 2010. Double-digit growth in seats from Canada (+34%), and U.S. West (+17.3%) contributed to this increase.

Seat capacity at the Kona airport grew 12.6 percent from 2009 to 668,661 seats, the most since 2006 (680,932 seats). Growth in air seats from U.S. West (+17.6%, particularly from Los Angeles, Oakland, Denver and Seattle) and Canada (+34%) offset discontinued service from Japan to Kona.

Seat capacity at the Lihūe airport rose 5.8 percent to 452,293 seats in 2010, the most in the last six years. Seats from U.S. West rose 4.3 percent, while seats from Canada increased eightfold compared to 2009.

SEAT CAPACITY BY SELECTED MMAs:

Figure 5: 2004-2010 Total Air Seats by MMA

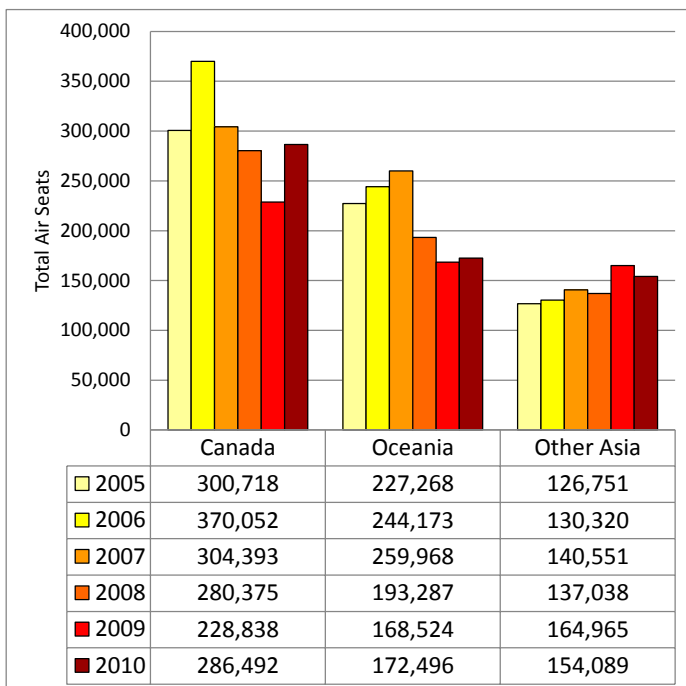


Air seats from U.S. West increased 7.5 percent to 5,745,356 seats in 2010 (Figure 5). Seats from U.S. West comprised 61.8 percent of total air seats to Hawai‘i, up from 60.9 percent in 2009.

Air seat capacity from U.S. East, which had been declining over the last five years, rose 3.2 percent from 2009 to 923,036 seats in 2010. U.S. East seats made up 9.9 percent of total air seats in 2010, down slightly from 10.2 percent in 2009.

Capacity from Japan in 2010 grew 1.9 percent from the previous year to 1,627,513 seats. Japanese seats comprised 17.5 percent of total air seats compared to 18.2 percent in 2009.

Figure 6: 2004-2010 Total Air Seats by MMA



After four years of decreases, seat capacity from Canada jumped 25.2 percent from 2009 to 286,492 seats (Figure 6). Canadian air seats accounted for 3.1 percent of total air seats in 2010, up from 2.6 percent in 2009.

Seat capacity from Oceania rose 2.4 percent from 2009 to 172,496 seats in 2010, after decreasing the past three years.

After peaking in 2009, seats capacity from Other Asia declined 6.6 percent to 154,089 seats in 2010. Growth in air seats to Honolulu from Seoul was offset by reduced service from Taipei to Honolulu.

Table 1: Summary of Visitor Statistics: 2010 vs. 2009

CATEGORY AND MMA	2010	2009	(%) Change
TOTAL EXPENDITURES (\$mil.)	11,166.3	9,993.2	11.7
Visitor arrivals by air	11,143.9	9,968.0	11.8
U.S. West	3,960.9	3,468.2	14.2
U.S. East	2,914.9	2,694.6	8.2
Japan	1,900.0	1,826.3	4.0
Canada	748.0	628.8	19.0
Europe	232.2	197.2	17.7
Oceania	329.3	256.2	28.6
Other Asia	278.7	178.7	56.0
Latin America	50.6	38.3	32.2
Other	552.0	506.1	9.1
Supplemental business (all MMAs)	177.3	173.7	2.1
Visitor arrivals by cruise ships	22.4	25.2	-11.3
TOTAL VISITOR DAYS	66,111,770	60,836,666	8.7
Visitor arrivals by air	65,598,078	60,255,061	8.9
U.S. West	28,306,801	26,027,984	8.8
U.S. East	17,039,909	16,271,465	4.7
Japan	7,277,498	6,806,138	6.9
Canada	5,159,937	4,396,325	17.4
Europe	1,460,467	1,366,674	6.9
Oceania	1,591,664	1,262,591	26.1
Other Asia	1,233,245	858,881	43.6
Latin America	238,042	206,907	15.0
Other	3,290,515	3,058,095	7.6
Visitor arrivals by cruise ships	513,692	581,605	-11.7
VISITOR ARRIVALS	7,083,663	6,517,054	8.7
Visitor arrivals by air	6,982,425	6,420,448	8.8
U.S. West	2,960,783	2,718,818	8.9
U.S. East	1,631,867	1,561,468	4.5
Japan	1,239,481	1,168,080	6.1
Canada	406,452	346,583	17.3
Europe	114,568	104,403	9.7
Oceania	161,793	136,717	18.3
Other Asia	168,486	110,380	52.6
Latin America	20,008	17,502	14.3
Other	278,987	256,498	8.8
Visitor arrivals by cruise ships	101,239	96,606	4.8
AVERAGE LENGTH OF STAY (days)	9.33	9.33	0.0
Visitor arrivals by air	9.39	9.38	0.1
U.S. West	9.56	9.57	-0.1
U.S. East	10.44	10.42	0.2
Japan	5.87	5.83	0.8
Canada	12.70	12.68	0.1
Europe	12.75	13.09	-2.6
Oceania	9.84	9.24	6.5
Other Asia	7.32	7.78	-5.9
Latin America	11.90	11.82	0.6
Other	11.79	11.92	-1.1
Visitor arrivals by cruise ships	5.07	6.02	-15.7

Source: Hawai'i Tourism Authority

Table 1: Summary of Visitor Statistics: 2010 vs. 2009 (continued)

CATEGORY AND MMA	2010	2009	(%) Change
PER PERSON PER DAY SPENDING (\$)	168.9	164.3	2.8
Visitor arrivals by air	169.9	165.4	2.7
U.S. West	139.9	133.3	5.0
U.S. East	171.1	165.6	3.3
Japan	261.1	268.3	-2.7
Canada	145.0	143.0	1.4
Europe	159.0	144.3	10.2
Oceania	206.9	202.9	2.0
Other Asia	226.0	208.0	8.6
Latin America	212.4	184.9	14.9
Other	167.8	165.5	1.4
Visitor arrivals by cruise ships	43.5	43.3	0.5
PER PERSON PER TRIP SPENDING (\$)	1,576.3	1,533.4	2.8
Visitor arrivals by air	1,596.0	1,552.5	2.8
U.S. West	1,337.8	1,275.6	4.9
U.S. East	1,786.2	1,725.7	3.5
Japan	1,532.9	1,563.5	-2.0
Canada	1,840.4	1,814.3	1.4
Europe	2,026.3	1,888.7	7.3
Oceania	2,035.4	1,873.7	8.6
Other Asia	1,654.0	1,618.7	2.2
Latin America	2,527.5	2,186.4	15.6
Other	1,978.7	1,973.0	0.3
Visitor arrivals by cruise ships	220.9	260.9	-15.3
TOTAL EXPENDITURES (\$mil.)			
O'ahu	5,683.4	5,105.9	11.3
Maui	2,953.3	2,531.5	16.7
Moloka'i	24.4	25.1	-2.8
Lāna'i	72.4	63.3	14.4
Kaua'i	1,086.9	1,017.1	6.9
Hawai'i Island	1,345.7	1,250.2	7.6
PER PERSON PER DAY SPENDING (\$)			
O'ahu	177.1	173.1	2.3
Maui	173.3	165.1	4.9
Moloka'i	99.5	106.4	-6.4
Lāna'i	290.0	284.7	1.9
Kaua'i	148.8	146.9	1.3
Hawai'i Island	145.1	144.8	0.2
VISITOR ARRIVALS (AIR + SHIP)			
O'ahu	4,427,372	4,119,517	7.5
Maui	2,186,279	1,976,852	10.6
Moloka'i	52,258	52,908	-1.2
Lāna'i	72,152	67,085	7.6
Kaua'i	1,042,633	998,918	4.4
Hawai'i Island	1,378,921	1,299,711	6.1
VISITOR ARRIVALS BY AIR			
O'ahu	4,328,849	4,024,888	7.6
Maui	2,092,069	1,892,396	10.6
Moloka'i	50,253	48,339	4.0
Lāna'i	68,884	61,054	12.8
Kaua'i	964,724	928,112	3.9
Hawai'i Island	1,290,859	1,215,256	6.2
VISITOR ARRIVALS BY SHIP			
O'ahu	98,523	94,629	4.1
Maui	94,210	84,456	11.5
Moloka'i	2,005	4,569	-56.1
Lāna'i	3,268	6,031	-45.8
Kaua'i	77,909	70,806	10.0
Hawai'i Island	88,062	84,455	4.3

Source: Hawai'i Tourism Authority

**Table 2: Summary of Characteristics: 2010 vs. 2009
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	65,598,078	60,255,061	8.9%	50,435,228	47,121,337	7.0%	15,162,850	13,133,724	15.4%
Total Visitors	6,982,425	6,420,448	8.8%	5,022,883	4,672,001	7.5%	1,959,542	1,748,447	12.1%
PARTY SIZE									
One	1,177,365	1,073,226	9.7%	988,341	919,076	7.5%	189,023	154,151	22.6%
Two	2,948,368	2,776,806	6.2%	2,165,918	2,031,710	6.6%	782,450	745,096	5.0%
Three or more	2,856,692	2,570,416	11.1%	1,868,624	1,721,215	8.6%	988,068	849,201	16.4%
Avg Party Size	2.12	2.10	0.7%	1.97	1.97	0.1%	2.49	2.46	1.3%
VISIT STATUS									
First-Time	2,365,931	2,185,039	8.3%	1,490,248	1,400,317	6.4%	875,682	784,723	11.6%
Repeat	4,616,494	4,235,408	9.0%	3,532,635	3,271,684	8.0%	1,083,860	963,724	12.5%
Average # of Trips	5.11	5.09	0.5%	5.71	5.66	0.9%	3.58	3.56	0.6%
TRAVEL METHOD									
Group Tour	653,060	608,215	7.4%	161,694	154,915	4.4%	491,367	453,300	8.4%
Package	2,477,135	2,254,358	9.9%	1,282,270	1,153,554	11.2%	1,194,865	1,100,804	8.5%
Group Tour & Pkg	546,830	511,594	6.9%	114,399	108,217	5.7%	432,431	403,377	7.2%
True Independent	4,399,060	4,069,469	8.1%	3,693,318	3,471,748	6.4%	705,742	597,721	18.1%
ISLANDS VISITED									
O'ahu	4,328,849	4,024,888	7.6%	2,587,557	2,446,800	5.8%	1,741,292	1,578,089	10.3%
Maui County	2,134,902	1,932,357	10.5%	1,840,330	1,688,448	9.0%	294,572	243,909	20.8%
...Maui	2,092,069	1,892,396	10.6%	1,802,254	1,651,970	9.1%	289,815	240,427	20.5%
...Moloka'i	50,253	48,339	4.0%	41,599	41,077	1.3%	8,653	7,262	19.2%
...Lāna'i	68,884	61,054	12.8%	57,710	52,541	9.8%	11,174	8,513	31.3%
Kaua'i	964,724	928,112	3.9%	880,358	856,599	2.8%	84,366	71,513	18.0%
Hawai'i Island	1,290,859	1,215,256	6.2%	986,086	950,843	3.7%	304,773	264,413	15.3%
...Hilo	478,223	450,967	6.0%	344,859	331,108	4.2%	133,364	119,859	11.3%
...Kona	1,072,818	1,007,680	6.5%	849,617	816,907	4.0%	223,201	190,773	17.0%
LENGTH OF STAY									
O'ahu (days)	7.37	7.28	1.2%	8.00	7.92	1.0%	6.45	6.30	2.4%
Maui (days)	8.07	8.03	0.6%	8.16	8.10	0.7%	7.53	7.49	0.6%
Moloka'i (days)	4.88	4.88	-0.1%	5.45	5.29	3.0%	2.13	2.57	-16.9%
Lāna'i (days)	3.62	3.64	-0.4%	3.94	3.91	0.9%	1.97	1.96	0.5%
Kaua'i (days)	7.46	7.35	1.5%	7.70	7.60	1.3%	4.91	4.32	13.5%
Hawai'i Island (days)	7.05	6.97	1.2%	7.92	7.81	1.4%	4.25	3.96	7.3%
...Hilo (days)	3.80	3.71	2.5%	4.39	4.31	1.9%	2.27	2.04	11.1%
...Kona (days)	6.79	6.75	0.7%	7.41	7.34	0.9%	4.44	4.20	5.7%
Statewide (days)	9.39	9.38	0.1%	10.04	10.09	-0.4%	7.74	7.51	3.0%
ACCOMMODATIONS									
Hotel	4,364,269	3,982,525	9.6%	2,779,362	2,548,670	9.1%	1,584,907	1,433,855	10.5%
...Hotel Only	3,831,737	3,477,293	10.2%	2,335,900	2,121,946	10.1%	1,495,837	1,355,347	10.4%
Condo	1,227,358	1,107,427	10.8%	978,080	901,038	8.6%	249,277	206,389	20.8%
...Condo Only	967,050	862,732	12.1%	771,246	700,028	10.2%	195,804	162,705	20.3%
Timeshare	719,669	699,840	2.8%	641,234	637,198	0.6%	78,435	62,642	25.2%
...Timeshare Only	554,270	534,691	3.7%	498,440	492,102	1.3%	55,830	42,589	31.1%
Rental House	322,423	284,584	13.3%	290,755	259,828	11.9%	31,668	24,756	27.9%
Bed & Breakfast	63,995	60,122	6.4%	54,122	52,086	3.9%	9,873	8,036	22.9%
Cruise Ship	132,329	128,066	3.3%	118,847	116,068	2.4%	13,481	11,998	12.4%
Friends or Relatives	697,832	671,214	4.0%	624,391	603,780	3.4%	73,441	67,434	8.9%
PURPOSE OF TRIP									
Pleasure (Net)	5,731,618	5,313,948	7.9%	4,092,182	3,777,989	8.3%	1,639,436	1,535,959	6.7%
.....Vacation	5,231,129	4,830,247	8.3%	3,863,246	3,559,261	8.5%	1,367,884	1,270,986	7.6%
.....Honeymoon	497,278	476,693	4.3%	234,845	224,739	4.5%	262,433	251,954	4.2%
.....Get Married	116,551	111,109	4.9%	53,887	50,125	7.5%	62,663	60,984	2.8%
MC&I (Net)	369,557	368,630	0.3%	269,057	290,801	-7.5%	100,500	77,829	29.1%
.....Convention/Conf.	225,083	247,231	-9.0%	172,715	200,205	-13.7%	52,368	47,025	11.4%
.....Corp. Meetings	70,684	61,795	14.4%	54,855	51,681	6.1%	15,829	10,114	56.5%
.....Incentive	86,094	70,003	23.0%	50,901	48,216	5.6%	35,193	21,787	61.5%
Other Business	240,281	219,539	9.4%	216,763	199,095	8.9%	23,518	20,444	15.0%
Visit Friends/Relatives	660,752	629,804	4.9%	592,417	564,577	4.9%	68,334	65,227	4.8%
Government/Military	122,133	97,623	25.1%	93,578	81,935	14.2%	28,555	15,688	82.0%
Attend School	21,312	17,990	18.5%	13,594	11,979	13.5%	7,718	6,011	28.4%
Sport Events	95,207	99,240	-4.1%	51,613	58,811	-12.2%	43,594	40,429	7.8%
EXPENDITURES *									
Total Expenditures (\$ mil.)	10,966.6	9,794.3	12.0%	7,724.8	6,928.0	11.5%	3,241.8	2,866.3	13.1%
Per Person Per Day (\$)	167.2	162.5	2.8%	153.2	147.0	4.2%	213.8	218.2	-2.0%
Per Person Per Trip (\$)	1,570.6	1,525.5	3.0%	1,537.9	1,482.9	3.7%	1,654.4	1,639.4	0.9%

* Does not include Supplemental Business expenditures.

**Table 3: Summary of Visitor Characteristics (Percentage of Total): 2010 vs. 2009
(Arrivals by air)**

2010 & 2009 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2010	2009	2010	2009	2010	2009
Total Visitors	6,982,425	6,420,448	5,022,883	4,672,001	1,959,542	1,748,447
PARTY SIZE						
One	16.9%	16.7%	19.7%	19.7%	9.6%	8.8%
Two	42.2%	43.2%	43.1%	43.5%	39.9%	42.6%
Three or more	40.9%	40.0%	37.2%	36.8%	50.4%	48.6%
Avg Party Size	2.12	2.10	1.97	1.97	2.49	2.46
VISIT STATUS						
First-Time	33.9%	34.0%	29.7%	30.0%	44.7%	44.9%
Repeat	66.1%	66.0%	70.3%	70.0%	55.3%	55.1%
Average # of Trips	5.11	5.09	5.71	5.66	3.58	3.56
TRAVEL METHOD						
Group Tour	9.4%	9.5%	3.2%	3.3%	25.1%	25.9%
Package	35.5%	35.1%	25.5%	24.7%	61.0%	63.0%
Group Tour & Pkg	7.8%	8.0%	2.3%	2.3%	22.1%	23.1%
True Independent	63.0%	63.4%	73.5%	74.3%	36.0%	34.2%
ISLANDS VISITED						
O'ahu	62.0%	62.7%	51.5%	52.4%	88.9%	90.3%
Maui County	30.6%	30.1%	36.6%	36.1%	15.0%	14.0%
...Maui	30.0%	29.5%	35.9%	35.4%	14.8%	13.8%
...Moloka'i	0.7%	0.8%	0.8%	0.9%	0.4%	0.4%
...Lāna'i	1.0%	1.0%	1.1%	1.1%	0.6%	0.5%
Kaua'i	13.8%	14.5%	17.5%	18.3%	4.3%	4.1%
Hawai'i Island	18.5%	18.9%	19.6%	20.4%	15.6%	15.1%
...Hilo	6.8%	7.0%	6.9%	7.1%	6.8%	6.9%
...Kona	15.4%	15.7%	16.9%	17.5%	11.4%	10.9%
ACCOMMODATIONS						
Hotel	62.5%	62.0%	55.3%	54.6%	80.9%	82.0%
...Hotel Only	54.9%	54.2%	46.5%	45.4%	76.3%	77.5%
Condo	17.6%	17.2%	19.5%	19.3%	12.7%	11.8%
...Condo Only	13.8%	13.4%	15.4%	15.0%	10.0%	9.3%
Timeshare	10.3%	10.9%	12.8%	13.6%	4.0%	3.6%
...Timeshare Only	7.9%	8.3%	9.9%	10.5%	2.8%	2.4%
Rental House	4.6%	4.4%	5.8%	5.6%	1.6%	1.4%
Bed & Breakfast	0.9%	0.9%	1.1%	1.1%	0.5%	0.5%
Cruise Ship	1.9%	2.0%	2.4%	2.5%	0.7%	0.7%
Friends or Relatives	10.0%	10.5%	12.4%	12.9%	3.7%	3.9%
PURPOSE OF TRIP						
Pleasure (Net)	82.1%	82.8%	81.5%	80.9%	83.7%	87.8%
.....Vacation	74.9%	75.2%	76.9%	76.2%	69.8%	72.7%
.....Honeymoon	7.1%	7.4%	4.7%	4.8%	13.4%	14.4%
.....Get Married	1.7%	1.7%	1.1%	1.1%	3.2%	3.5%
MC&I (Net)	5.3%	5.7%	5.4%	6.2%	5.1%	4.5%
.....Convention/Conf.	3.2%	3.9%	3.4%	4.3%	2.7%	2.7%
.....Corp. Meetings	1.0%	1.0%	1.1%	1.1%	0.8%	0.6%
.....Incentive	1.2%	1.1%	1.0%	1.0%	1.8%	1.2%
Other Business	3.4%	3.4%	4.3%	4.3%	1.2%	1.2%
Visit Friends/Relatives	9.5%	9.8%	11.8%	12.1%	3.5%	3.7%
Government/Military	1.7%	1.5%	1.9%	1.8%	1.5%	0.9%
Attend School	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
Sport Events	1.4%	1.5%	1.0%	1.3%	2.2%	2.3%

**Table 4: Visitor Days by Island: 2010 vs. 2009
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
TOTAL STATE	65,598,078	60,255,061	8.9%	50,435,228	47,121,337	7.0%	15,162,850	13,133,724	15.4%
O'AHU	31,918,530	29,318,351	8.9%	20,687,772	19,377,301	6.8%	11,230,758	9,941,050	13.0%
MAUI COUNTY	17,380,933	15,645,203	11.1%	15,156,875	13,808,357	9.8%	2,224,058	1,836,846	21.1%
MAUI	16,886,015	15,186,964	11.2%	14,702,450	13,385,473	9.8%	2,183,565	1,801,491	21.2%
MOLOKA'I	245,258	236,118	3.9%	226,817	217,484	4.3%	18,441	18,634	-1.0%
LĀNA'I	249,660	222,121	12.4%	227,609	205,400	10.8%	22,051	16,721	31.9%
KAUA'I	7,196,459	6,821,901	5.5%	6,782,414	6,512,716	4.1%	414,045	309,185	33.9%
HAWAII ISLAND	9,102,156	8,469,606	7.5%	7,808,166	7,422,963	5.2%	1,293,989	1,046,643	23.6%
HILO	1,817,386	1,672,669	8.7%	1,514,662	1,427,706	6.1%	302,724	244,963	23.6%
KONA	7,284,769	6,796,936	7.2%	6,293,504	5,995,257	5.0%	991,265	801,679	23.6%

**Table 5: Visitor Days by Month: 2010 vs. 2009
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JANUARY	5,690,200	5,536,201	2.8%	4,257,102	4,295,112	-0.9%	1,433,098	1,241,088	15.5%
FEBRUARY	4,970,352	4,870,413	2.1%	3,660,057	3,777,973	-3.1%	1,310,294	1,092,441	19.9%
MARCH	5,333,698	4,888,563	9.1%	3,918,469	3,661,623	7.0%	1,415,229	1,226,940	15.3%
APRIL	4,763,538	4,758,344	0.1%	3,637,278	3,621,838	0.4%	1,126,260	1,136,506	-0.9%
MAY	4,951,964	4,553,281	8.8%	3,778,961	3,729,527	1.3%	1,173,003	823,754	42.4%
JUNE	5,866,633	5,412,859	8.4%	4,869,812	4,532,207	7.4%	996,820	880,652	13.2%
JULY	6,537,788	5,900,644	10.8%	5,295,638	4,784,326	10.7%	1,242,149	1,116,319	11.3%
AUGUST	6,267,793	5,459,769	14.8%	4,814,422	4,278,162	12.5%	1,453,371	1,181,607	23.0%
SEPTEMBER	4,688,191	4,256,805	10.1%	3,485,440	3,203,522	8.8%	1,202,751	1,053,283	14.2%
OCTOBER	5,079,875	4,408,959	15.2%	3,951,789	3,479,204	13.6%	1,128,086	929,754	21.3%
NOVEMBER	5,113,373	4,375,209	16.9%	3,945,978	3,340,507	18.1%	1,167,395	1,034,702	12.8%
DECEMBER	6,334,674	5,834,015	8.6%	4,820,280	4,417,336	9.1%	1,514,393	1,416,679	6.9%
TOTAL	65,598,078	60,255,061	8.9%	50,435,228	47,121,337	7.0%	15,162,850	13,133,724	15.4%

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

**Table 6: Average Daily Census by Island: 2010 vs. 2009
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
TOTAL STATE	179,721	165,082	8.9%	138,179	129,100	7.0%	41,542	35,983	15.4%
O'AHU	87,448	80,324	8.9%	56,679	53,088	6.8%	30,769	27,236	13.0%
MAUI COUNTY	47,619	42,864	11.1%	41,526	37,831	9.8%	6,093	5,032	21.1%
MAUI	46,263	41,608	11.2%	40,281	36,673	9.8%	5,982	4,936	21.2%
MOLOKA'I	672	647	3.9%	621	596	4.3%	51	51	-1.0%
LĀNA'I	684	609	12.4%	624	563	10.8%	60	46	31.9%
KAUA'I	19,716	18,690	5.5%	18,582	17,843	4.1%	1,134	847	33.9%
HAWAII ISLAND	24,937	23,204	7.5%	21,392	20,337	5.2%	3,545	2,868	23.6%
HILO	4,979	4,583	8.7%	4,150	3,912	6.1%	829	671	23.6%
KONA	19,958	18,622	7.2%	17,242	16,425	5.0%	2,716	2,196	23.6%

**Table 7: Average Daily Census by Month: 2010 vs. 2009
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JANUARY	183,555	178,587	2.8%	137,326	138,552	-0.9%	46,229	40,035	15.5%
FEBRUARY	177,513	173,943	2.1%	130,716	134,928	-3.1%	46,796	39,016	19.9%
MARCH	172,055	157,696	9.1%	126,402	118,117	7.0%	45,653	39,579	15.3%
APRIL	158,785	158,611	0.1%	121,243	120,728	0.4%	37,542	37,884	-0.9%
MAY	159,741	146,880	8.8%	121,902	120,307	1.3%	37,839	26,573	42.4%
JUNE	195,554	180,429	8.4%	162,327	151,074	7.4%	33,227	29,355	13.2%
JULY	210,896	190,343	10.8%	170,827	154,333	10.7%	40,069	36,010	11.3%
AUGUST	202,187	176,122	14.8%	155,304	138,005	12.5%	46,883	38,116	23.0%
SEPTEMBER	156,273	141,893	10.1%	116,181	106,784	8.8%	40,092	35,109	14.2%
OCTOBER	163,867	142,224	15.2%	127,477	112,232	13.6%	36,390	29,992	21.3%
NOVEMBER	170,446	145,840	16.9%	131,533	111,350	18.1%	38,913	34,490	12.8%
DECEMBER	204,344	188,194	8.6%	155,493	142,495	9.1%	48,851	45,699	6.9%
TOTAL	179,721	165,082	8.9%	138,179	129,100	7.0%	41,542	35,983	15.4%

**Table 8: Visitors Staying Overnight or Longer: 1952–2010
(Arrivals by air)**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
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%
2010	6,982,425	8.8%	5,022,883	7.5%	1,959,542	12.1%

Source: Hawai'i Tourism Authority

**AIR VISITOR CHARACTERISTICS BY
MAJOR MARKET AREA AND SELECTED
COUNTRY**

U.S. WEST

U.S. EAST

JAPAN

CANADA

*EUROPE MMA TOTAL,
UNITED KINGDOM AND GERMANY*

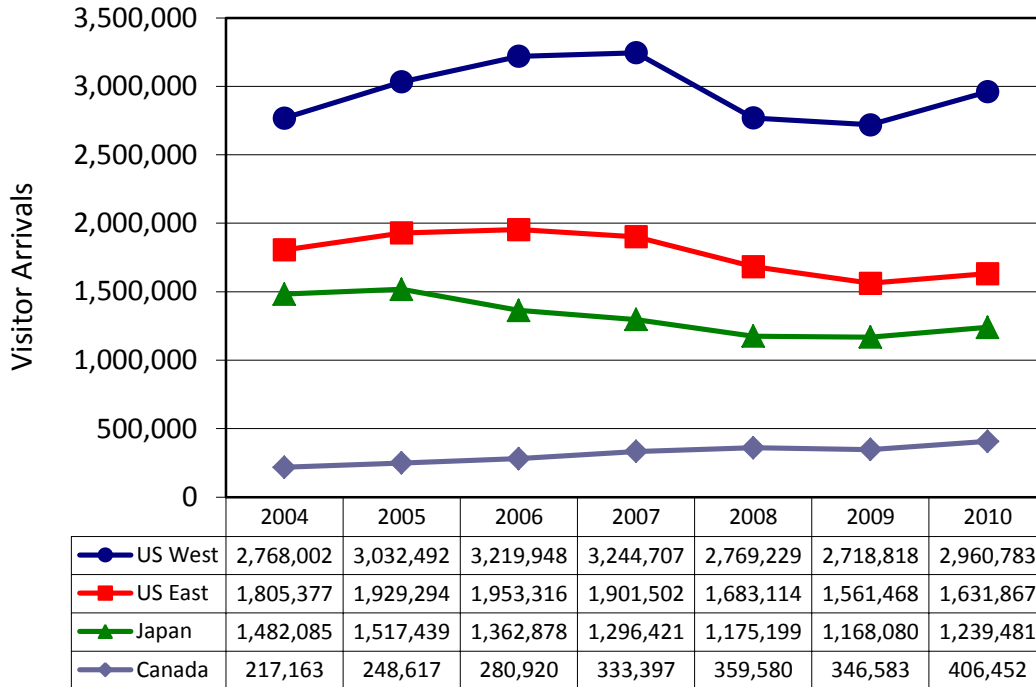
*OCEANIA MMA TOTAL,
AUSTRALIA AND NEW ZEALAND*

*OTHER ASIA MMA TOTAL,
KOREA AND CHINA*

LATIN AMERICA

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA AND SELETED COUNTRY⁶

**Figure 7: Visitor Arrivals from Four Largest Markets, 2004-2010
(by Air)**



U.S. WEST

U.S. West remained Hawai'i's largest market in terms of total expenditures, visitor days and visitor arrivals in 2010. Expenditures by U.S. West visitors rose 14.2 percent from 2009 to \$3.96 billion. Among all visitor markets, this group spent the least on a daily basis in 2010 at \$140 per person, up from \$133 per person in 2009. U.S. West visitor days increased 8.8 percent boosted by an 8.9 percent growth in visitor arrivals. The average length of stay by these visitors was 9.56 days, similar to 2009 (Table 13).

- After decreases in 2008 and 2009, U.S. West arrivals rose to 2,960,783 visitors in 2010 (Figure 7).
- Of the total U.S. West visitors, 80.8 percent were repeat visitors to the islands, consistent with 2009. This market continued to have the highest percentage of repeat visitors among all the MMAs.

⁶ Visitors are classified by their place of residence into the following major market areas (MMA) for marketing purposes: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, Other Asia, Latin America, Other (See Technical Notes, Definitions and Sources of Data, page 152).

- True independent travelers comprised 76.7 percent of U.S. West visitors, compared to 77.2 percent in 2009.
- Of all U.S. West visitors in 2010, 45.5 percent went to O‘ahu, 35 percent went to Maui, 18 percent went to Hawai‘i Island and 16.6 percent went to Kaua‘i. U.S. West visitations on all islands increased compared to 2009. Maui had the largest growth of U.S. West visitors, up 11.4 percent.
- These visitors had similar length of stay on Hawai‘i Island (8.53 days) and Maui (8.50 days), followed by Kaua‘i (8.40 days), O‘ahu (7.86 days), Moloka‘i (6.28 days) and Lāna‘i (4.26 days).
- Half (50.1%) of all U.S. West visitors stayed in hotels, 22.3 percent stayed in condominiums, 14.3 percent stayed in timeshare properties and 13.1 percent stayed with friends or relatives. U.S. West visitors who stayed in hotels (+10.3%), condominium properties (+10.7%) and rental homes (+14.7%) increased by double digits compared to 2009. Significantly more U.S. West visitors stayed in hotel only (+11.2%) and in condominium only (+12%) compared to the previous year.
- More U.S. West visitors came to vacation (+9.6%) but fewer came for conventions (-5.3%) compared to 2009.
- Over half (51.2%) of the visitors from this MMA were females. The largest age group was between 41 to 59 years (33.7%), followed by the 25 to 40 years group (26.8%) and those 60 years and older (17.9%) (Table 34).
- California continued to be the largest contributor (55.4%) from the U.S. West. Arrivals from this state rose 10.1 percent from the previous year to 1,641,251 visitors in 2010. Among other contributors from U.S. West, arrivals from Washington (+7.8% to 442,008 visitors), Oregon (+12.1% to 198,371 visitors), Arizona (+6.7% to 149,595 visitors) and Colorado (+5% to 135,365 visitors) were higher compared to 2009 (Table 17).
- The summer months continued to be the most popular with U.S. West visitors in terms of visitor days. In 2010, August was the busiest month, followed by July and June (Table 9).

U.S. EAST

The state’s second largest visitor market continued to be U.S. East. Total expenditures by U.S. East visitors in 2010 increased 8.2 percent from the previous year, to \$2.92 billion. Daily spending by this group rose to \$171 per person, from \$166 per person in 2009 (Table 1). Increased arrivals (+4.5%) contributed to a 4.7 percent growth in U.S. East visitor days in 2010. The average length of stay was virtually unchanged from 2009 at 10.44 days (Figure 7, Table 15).

- Of the total 1,631,867 U.S. East visitors in 2010, 57.7 percent were repeat visitors to the islands, up slightly from 57 percent in 2009.
- O‘ahu hosted 60.5 percent of all U.S. East visitors, 36.8 percent visited Maui, 21.9 percent visited Hawai‘i Island and 19.5 percent visited Kaua‘i. Except for a decline on Molokai (-1.9%) all other islands saw moderate increases in U.S. East visitors compared to 2009.
- These visitors stayed the longest on O‘ahu (8.01 days), followed by Maui (7.39 days), Hawai‘i Island (6.78 days), Kaua‘i (6.65 days), Moloka‘i (4.43 days) and Lāna‘i (3.59 days).
- More U.S. East visitors came to vacation (+5.2%), for corporate meetings (+5.1%) and incentives (+8.7%) but fewer came for conventions (-19.1%) compared to 2009.
- A slightly lower percentage of U.S. East visitors were true independent travelers (71.9%) compared to 72.9 percent in 2009.

- Hotels accommodated 62.3 percent of U.S. East visitors, while 14.6 percent stayed in condominiums, 12.6 percent stayed with friends or relatives and 11.5 percent stayed in timeshare properties in 2010. More U.S. East visitors stayed in hotels (+5.5%) and rental homes (+8%) but fewer stayed in timeshare properties (-1.2%) compared to 2009.
- Half of the visitors from U.S. East in 2010 were males and half were females. Those between 41 to 59 years old were the largest age group (35.8%) of U.S. East visitors, followed by those between the ages 25 to 40 (27.5%) and those 60 years and older (18.2%) (Table 34).
- Among the larger contributors from U.S. East, arrivals from Texas (+4.6% to 228,064 visitors), Illinois (+6.5% to 128,136 visitors), New York (+2.3% to 108,861 visitors) and Florida (+3.2% to 87,958 visitors) were higher compared to 2009 (Table 17).
- In 2010, July was the busiest month for U.S. East visitors in terms of visitor days, followed by June and January (Table 9).

JAPAN

Japan continued to rank third in total visitor expenditures, visitor days and arrivals. Visitor spending from this market increased 4 percent to \$1.9 billion in 2010 boosted by growth in visitor arrivals. However, these visitors spent less on a daily basis (\$261 per person) compared to 2009 (\$268 per person). Japanese daily spending was the second highest among all visitor groups, behind daily spending by Chinese visitors (Table 1).

Arrivals from Japan rose 6.1 percent compared to 2009 contributing to a 6.9 percent increase in total Japanese visitor days for 2010. The average length of stay was 5.87 days, similar to the previous year (Table 20).

- Of the 1,239,481 total Japanese visitors in 2010, 58.5 percent have been to Hawai'i before, up from 57.9 percent in 2009.
- Most of the Japanese visitors went to O'ahu (95.6%), 15.1 percent visited Hawai'i Island, 4.9 percent visited Maui and 1.7 percent visited Kaua'i.
- Hawai'i Island (+13.7%) had the largest increase in Japanese arrivals compared to 2009, followed by Maui (+9.2%), O'ahu (+4.7%) and Kaua'i (+2.2%).
- Japanese visitors stayed the longest on O'ahu (5.40 days), followed by Hawai'i Island (3.33 days), Maui (3.24 days), Kaua'i (2.34 days), Lāna'i (1.76 days) and Moloka'i (1.74 days).
- The percentage of true independent travelers increased to 21.6 percent from 19.1 percent in 2009. However, the majority of Japanese visitors still came on packaged trips (74.5%).
- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 87.3 percent of those who came in 2010. While growth in the number of Japanese visitors who stayed in hotels was moderate (+4.5%), there was a significant increase in Japanese visitors who stayed in timeshare (+38.6%) and condominium properties (+14%) compared to 2009.
- Fewer Japanese visitors honeymooned in the islands (-6.3%), but significantly more came for meetings, conventions and incentives (+33.9%) compared to 2009.
- There continued to be more female (58.2%) than male (41.8%) visitors from Japan. The dominant age group was younger compared to the U.S. markets with 41.4 percent at 25 to 40 years old, followed by those between 41 to 59 years (23.7%) and those over 60 years old (16.2%) (Table 34).

- August continued to be the busiest month for Japanese visitors in terms of visitor days, followed by September and July (Table 9).

CANADA

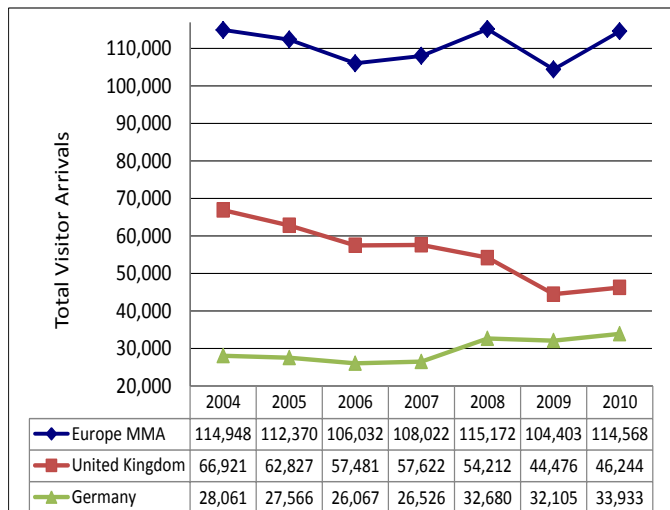
Total expenditures by Canadian visitors, Hawai‘i’s fourth largest visitor market, climbed 19 percent to \$748 million (Table 1). Contributing to the strong growth in total spending was a 17.3 percent jump in arrivals to 406,452 visitors, the highest in the last seven years. The average length of stay by these visitors was the second longest among Hawai‘i’s visitor groups in 2010 at 12.70 days, similar last year. Total visitor days increased 17.4 percent. The average daily visitor spending by these visitors was also higher (\$145 per person) compared to 2009 (\$143 per person). Over half (57.8%) of Canadian visitors 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 63.1 percent of the Canadian visitors in 2010, up from 62.5 percent in 2009.
- Direct air services from Canada to Maui contributed to slightly more Canadian visitors to Maui (48.7% of Canadian visitors) than to O‘ahu (48.4% of Canadian visitors) in 2010. All four larger islands saw double-digit increases in Canadian arrivals compared to 2009.
- Canadian visitors spent the most time on Maui (10.65 days), then O‘ahu (9.62 days), Hawai‘i Island (9.15 days), Kaula‘i (7.99 days), Moloka‘i (4.89 days) and Lāna‘i (2.85 days).
- Fewer Canadian visitors in 2010 were true independent travelers (70.9%) compared to 72.3 percent in 2009.
- Over half (51.5%) of Canadian visitors stayed in hotels, 35.9 percent stayed in condominiums and 10.6 percent stayed in timeshare properties. Hotels, condominiums, timeshares, rental homes, and bed and breakfast properties showed double-digit growth in Canadian visitors compared to 2009.
- More Canadian visitors in 2010 came to the state for vacation (+17.9%), but fewer came for meetings, conventions and incentives (-6.5%) compared to the previous year.
- Those between 41 to 59 years old comprised the largest age group (35%) of Canadian visitors, followed by those between 25 to 40 years (25.3%) and those over 60 years old (19.9%). There were more female (52.5%) than male (47.5%) Canadian visitors in 2010 (Table 34).
- The winter months continued to be the most popular with Canadian visitors in 2010. In terms of visitor days, December was the busiest month followed by January and February (Table 9).

EUROPE

Total visitor spending by Europe MMA rose 17.7 percent from 2009 to \$232.2 million. Visitor arrivals grew 9.7 percent to 114,568 visitors, just below the 2008 high of 115,172 visitors (Figure 8). The average length of stay by these visitors was 12.75 days (13.09 days in 2009), the longest among all visitor groups. Daily spending by these visitors also increased (\$159 per person) compared to \$144 per person in 2009 (Table 1).

**Figure 8: 2004-2010 Europe MMA, UK, Germany
Total Visitor Arrivals**



- Arrivals from all countries which comprised Europe MMA increased compared to 2009. Arrivals from France (+43.6%) and Switzerland (+19.8%) rose significantly from the previous year (Table 34).
- Most (86.2%) European visitors came on flights from U.S. cities (Table 23).
- The largest age group for European visitors was between 25 to 40 years (39.1%), followed by those 41 to 59 years (29%) and those over 60 years old (14.8%). Over half (53.6%) of the visitors were males (Table 34).

- Similar to the previous year, August, July and September, respectively, were the busiest months for European visitors in 2010 (Table 9).

Visitors from United Kingdom:

- The largest share (40.4%) of European visitors was residents of the United Kingdom (U.K.) (Table 12). The number of visitors from the U.K. had been declining over the last three years. In 2010, arrivals from the U.K rose 4 percent to 46,244 visitors.
- Of the total UK visitors in 2010, 71.9 percent were first time visitors, similar to 2009 (Table 24).
- Three out of four U.K. visitors went to O‘ahu (74%) while 28.3 percent went to Maui, 20.5 went to Hawai‘i Island and 13.9 percent went to Kaua‘i.
- The average length of stay by these visitors was the longest on O‘ahu (8.68 days), followed by Maui (7.51 days), Hawai‘i Island (6.81 days), Kaua‘i (6.41 days), Lāna‘i (3.21 days) and Moloka‘i (2.83 days).
- There were fewer true independent travelers from the U.K. (46.4%), compared to 2009 (49.5%).
- Hotels accommodated 76.2 percent of the U.K. visitors in 2010, a few stayed in condominium properties (9%) or with friends or relatives (7.5%).
- Significantly more U.K. visitors came to see friends or relatives (+17.4%) but fewer came for meetings, conventions and incentives (-30.6%) compared to 2009.

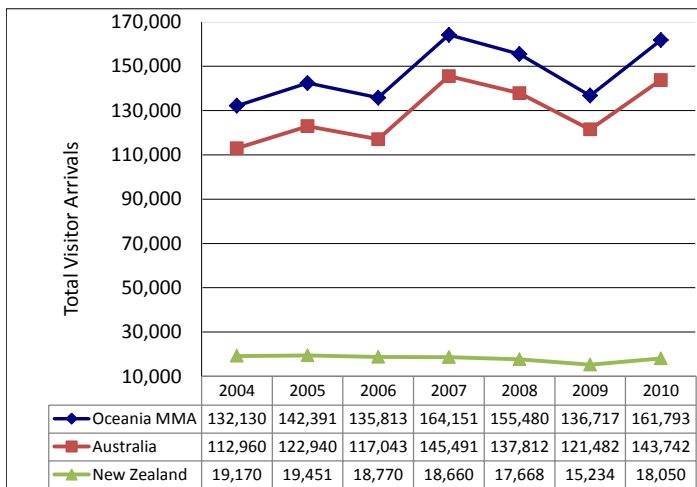
Visitors from Germany:

- Germany comprised the second largest share of European visitors at 29.6 percent. In 2010, a total of 33,933 German visitors came to the islands, the highest in the last seven year (Table 25).
- Seven out of ten German visitors in 2010 have never been to the islands before, similar to 2009.
- The majority of the German visitors went to O‘ahu (71.4%) while 47.2 percent went to Maui, 36.6 went to Hawai‘i Island and 27.7 percent went to Kaua‘i.

- The average length of stay by these visitors was the longest on O‘ahu (8.56 days), followed by Maui (7.72 days), Hawai‘i Island (7.33 days), Kaua‘i (5.91 days), Moloka‘i (4.02 days) and Lāna‘i (3.83 days).
- Six out of ten Germany visitors were true independent travelers (59.6%) in 2010, compared to 60.7 percent in 2009.
- Three out of four Germany visitors stayed in hotels (74.8%) in 2010, a few stayed with friends or relatives (9%), in condominium properties (8.6%) or in rental homes (6.9%).
- Noticeably more German visitors in 2010 came to honeymoon (+33%), but fewer came for conventions (-38.8%) compared to the previous year.

OCEANIA

Figure 9: 2004-2010 Oceania MMA Total Visitor Arrivals



Total expenditures by visitors from Oceania MMA increased 28.6 percent compared to 2009, to \$329.3 million (Table 1). This group of visitors spent more on a daily basis at \$207 per person in 2009, compared to \$203 in 2009. These visitors spent \$2,035 per person per trip in 2010, second highest among all visitor markets (up from \$1,874 per person in 2009).

Oceania visitor days climbed 26.1 percent, boosted by an 18.3 percent growth in arrivals to 161,793 visitors. The average length of stay by these visitors was longer at 9.84 days, up from 9.24 days in 2009.

- Visitors from Australia comprised 88.8 percent of all visitors from Oceania, while 11.2 percent were from New Zealand (Table 26 to Table 28).
- Those between 41 to 59 years old (32.2%), between 25 to 40 years (29.1%) and those over 60 years old (17.4%) were the three largest age groups from Oceania. Over half (54.6%) of the visitors were females (Table 34).
- In 2010, September had the highest visitor days from Oceania, followed by August and December (Table 9).

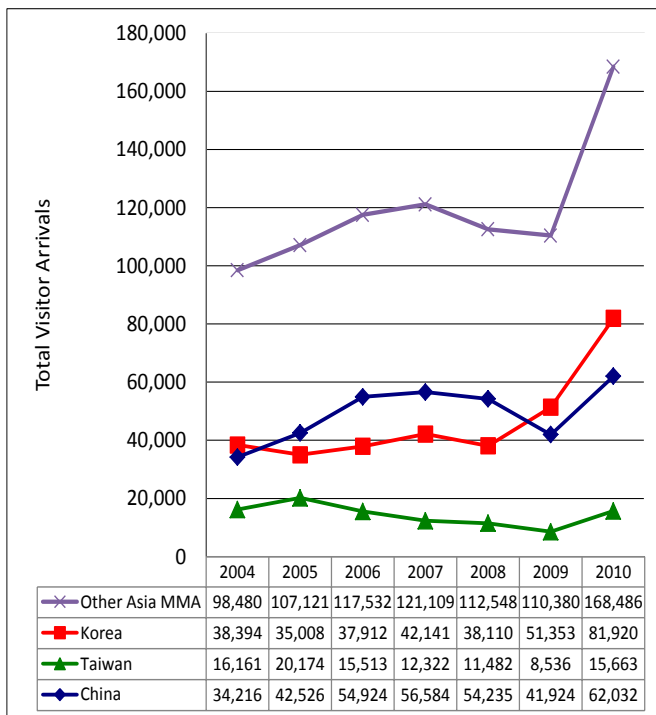
Visitors from Australia:

- Arrivals from Australia increased 18.3 percent from 2009 to 143,742 visitors.
- These visitors spent a total of \$289.4 million in 2010, an increase of 27.8 percent from the previous year. The average daily spending by Australian visitors in 2010 was \$207 per person, up slightly from \$206 per person in 2009.

- Of the total Australian visitors in 2010, 55.4 percent were first timers, compared to 56.6 percent in 2009.
- Nearly all Australian visitors in 2010 went to O’ahu (95.6%) while 20.6 percent went to Maui, 16.8 went to Hawai’i Island and 9 percent went to Kaua’i.
- The average length of stay by these visitors was the longest on O’ahu (7.91 days), followed by Maui (5.09 days), Kaua’i (4.96 days), Hawai’i Island (3.72 days), Moloka’i (1.92 days) and Lāna’i (1.91 days).
- A lower percentage of Australian visitors were independent travelers (48.3%) compared to 2009 (52.8%).
- Hotels accommodated 91 percent of the Australian visitors in 2010, a few stayed in condominium properties (6.3%) or with friends or relatives (3%).
- Significantly more Australian visitors came to honeymoon (+42%) compared to 2009.

OTHER ASIA

**Figure 10: 2004-2010 Other Asia MMA
Total Visitor Arrivals**



Expenditures by visitors from Other Asia MMA jumped 56 percent from 2009 to \$278.7 million (Table 1). Total arrivals from Other Asia climbed 52.6 percent to 168,486 visitors in 2010, making up the 2009 loss in visitors due to H1N1 flu concerns. The average length of stay was 7.32 days, down from 7.78 days in 2009. Daily spending by these visitors continued to rank second highest among all visitor groups in 2010 (\$226 per person) compared to 2009 (\$208 per person). Per trip spending by visitors from Other Asia rose 2.2 percent from 2009 to \$1,654 per person in 2010.

- Three out of four (76.8%) of the visitors from Other Asia flew directly from international airports while the rest arrived in Hawai’i through the U.S. mainland airports.
- Similar to Japanese visitors, the largest age group for visitors from Other Asia was those 25 to 40 years old (44.9%), followed by those between 41 to 59 years (32.2%) and those over 60 years old (8.6%). There were more male (50.9%) than female (49.1%) visitors from this market in 2010 (Table 34).
- Visitors from Korea (48.6%) and China (36.8%) accounted for the largest share of total visitors from Other Asia in 2010 (Table 12).

- A consistent monthly visitation pattern has not been established for this developing international market. In 2010, June had the highest visitor days by Other Asia, followed by November and September (Table 9).

Visitors from Korea:

- Korean arrivals to the island had been increasing rapidly over the last two years. In 2010 there were 81,920 Korean visitors, an increase of 59.5 percent compared to 2009 (Table 30).
- Total spending by Korean visitors in 2010 was \$146.1 million, an increase of 85.6 percent from the previous year. Their average daily spending was \$223 per person, up from \$194 per person in 2009.
- Of the total Korean visitors in 2010, 81.9 percent were first time visitors, up from 76.6 percent in 2009.
- Most Korean visitors went to O‘ahu (91.7%), while 27.1 percent went to Maui, 10.6 went to Hawai‘i Island and 2.3 percent went to Kaua‘i.
- The average length of stay by these visitors was the longest on O‘ahu (7.02 days), followed by Hawai‘i Island (5.62 days), Kaua‘i (4.41 days), Maui (3.09 days), Moloka‘i (2.60 days) and Lāna‘i (2.28 days).
- Only 34 percent were true independent travelers in 2010, compared to 40 percent in 2009.
- Hotels accommodated 89.5 percent of the Korean visitors in 2010, a few stayed with friends or relatives (5.7%) and in condominium properties (4.6%).
- The number of Korean honeymooners in 2010 doubled compared to 2009.

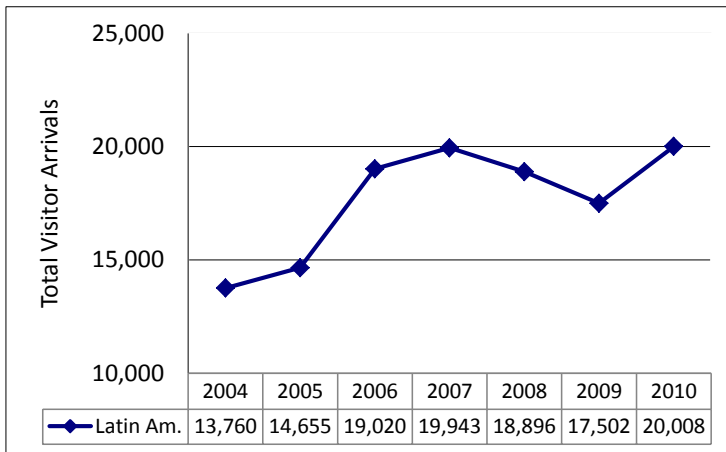
Visitors from China:

- After declining significantly in 2009 due to H1N1 concerns, arrivals from China climbed 48 percent to 62,032 visitors in 2010, the highest level in the last seven years. (Figure 10).
- Chinese visitors spent a total of \$128.8 million in 2010, up 83.8 percent from 2009. The average daily spending by Chinese visitors in 2010 was the highest among all visitor groups at \$350 per person, compared to \$286 per person in 2009.
- Of the total number of Chinese visitors, 83.8 percent were first time visitors similar to 2009.
- Nearly all Chinese visitors went to O‘ahu (94.5%), 14 went to Hawai‘i Island, 10.9 percent went to Maui and 3.3 percent went to Kaua‘i (Table 31).
- These visitors stayed the longest on O‘ahu (5.27 days), followed by Kaua‘i (4.57 days), Maui (3.28 days), Hawai‘i Island (2.86 days), Lāna‘i (2.48 days) and Moloka‘i (2.16 days).
- Similar to the previous year, only 21 percent were true independent travelers in 2010, while the majority purchased packaged trips and group tours.
- Most Chinese visitors stayed in hotels (92%), a few stayed in condominium properties (3.3%) or with friends or relatives (2.4%)

LATIN AMERICA

Total expenditures by visitors from Latin America MMA increased 32.2 percent to \$50.6 million (Table 1), boosted by higher daily spending (\$212 per person, up from \$185 per person in 2009) and a 14.3 percent growth in visitor arrivals. The average length of stay by those who came in 2010 was 11.9 days, similar to 2009. Per trip spending by this group continued to be the highest among the visitor markets at \$2,528 per person in 2010, compared to \$2,186 per person in 2009.

Figure 11: 2004-2010 Latin America Total Visitor Arrivals



- A total of 20,008 visitors from Latin American came to the islands in 2010, the highest level in the last seven years. Visitors from Brazil comprised 47.7 percent of the total, 35.4 percent were from Mexico and 16.9 percent were from Argentina (Table 12)
 - First-time visitors accounted for 68.3 percent of all visitors from this market, about the same compared to 2009 (Table 32).
 - Nearly six out of ten visitors (57.2%) in 2010 were true independent travelers, up from 53.9 percent in 2009.
- Three out of four (74.7%) of these visitors went to O‘ahu, 36.6 percent visited Maui, 21 percent went to Hawai‘i and 12.9 percent went to Kaua‘i.
 - Hotels accommodated 73.1 percent of the visitors from this market.
 - The largest age group for visitors from Latin America was those 25 to 40 years old (39.6%), followed by those between 41 to 59 years (28.8%) and those over 60 years old (10.5%). There were more male (53.8%) than female (46.2%) visitors (Table 34).

**Table 9: 2010 Visitor Days by Month and MMA
(Arrivals by air)**

2010	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,155,238	1,653,412	533,764	734,911	32,615	7,801	30,559	5,955	13,569	90,499	109,474	9,388	118,862
Feb	1,877,290	1,390,220	554,951	674,654	26,095	6,817	26,622	4,236	9,477	73,247	70,732	5,096	75,828
Mar	2,103,738	1,421,819	650,114	643,598	33,716	8,028	35,954	3,272	13,065	94,035	91,073	8,351	99,423
Apr	2,219,246	1,153,005	465,986	451,321	29,254	8,258	27,336	3,272	11,070	79,191	110,236	12,293	122,530
May	2,229,361	1,278,406	535,422	224,743	36,695	8,109	39,687	4,981	12,307	101,779	105,939	14,147	120,086
Jun	2,764,783	1,790,749	568,334	149,972	41,033	14,698	28,092	8,112	10,490	102,425	113,781	19,967	133,749
Jul	2,860,532	1,874,059	683,925	251,899	57,747	28,142	47,723	20,597	24,299	178,508	109,603	25,073	134,676
Aug	2,902,705	1,455,323	843,659	269,773	64,630	21,302	65,193	45,962	15,360	212,446	134,247	28,061	162,308
Sep	2,005,943	1,091,820	685,535	180,209	60,039	9,872	46,990	12,684	17,505	147,090	158,461	25,423	183,884
Oct	2,297,988	1,193,669	573,140	331,843	47,187	15,382	52,062	10,013	16,686	141,328	132,141	17,265	149,407
Nov	2,359,524	1,156,126	512,550	470,779	34,189	17,416	41,181	6,046	14,114	112,947	122,294	11,243	133,537
Dec	2,530,454	1,581,300	670,118	776,236	41,829	15,781	41,118	11,731	16,512	126,972	141,886	15,489	157,375
TOTAL	28,306,801	17,039,909	7,277,498	5,159,937	505,029	161,606	482,517	136,860	174,454	1,460,467	1,399,868	191,796	1,591,664
DOMESTIC													
Jan	2,093,209	1,615,911	3,157	257,229	22,690	6,931	27,820	5,315	12,091	74,847	24,136	2,477	26,613
Feb	1,832,498	1,345,798	3,314	251,695	21,685	6,125	23,447	3,872	7,843	62,973	8,797	1,261	10,058
Mar	2,067,570	1,390,097	3,955	205,594	26,849	5,555	30,831	3,056	10,169	76,460	10,453	1,766	12,219
Apr	2,183,281	1,124,511	3,014	98,002	24,594	7,291	22,689	3,096	9,450	67,119	16,025	1,700	17,725
May	2,155,346	1,248,085	4,706	93,138	32,184	6,745	34,591	4,342	11,041	88,903	20,657	1,921	22,578
Jun	2,729,356	1,737,809	5,835	73,737	38,608	8,218	26,581	7,813	9,956	91,177	21,291	3,272	24,564
Jul	2,798,589	1,831,275	6,550	145,059	53,667	21,929	45,148	19,536	23,143	163,422	24,706	4,631	29,337
Aug	2,794,150	1,390,190	6,872	171,869	60,211	16,121	61,623	44,862	14,764	197,582	23,253	3,917	27,170
Sep	1,963,715	1,056,714	5,061	109,903	57,802	6,580	44,521	12,388	16,877	138,168	30,077	3,796	33,872
Oct	2,263,429	1,165,511	3,207	175,643	43,958	8,714	49,156	9,798	15,772	127,398	29,326	3,390	32,716
Nov	2,328,862	1,120,931	4,871	219,022	25,820	7,606	37,437	5,644	12,400	88,907	15,791	2,580	18,370
Dec	2,496,812	1,559,577	6,461	377,070	37,162	9,044	38,331	11,221	15,321	111,080	15,324	2,129	17,453
TOTAL	27,706,817	16,586,408	57,003	2,177,962	445,229	110,859	442,177	130,943	158,828	1,288,036	239,836	32,840	272,675
INTERNATIONAL													
Jan	62,029	37,501	530,607	477,682	9,925	870	2,739	639	1,478	15,652	85,338	6,911	92,249
Feb	44,792	44,423	551,637	422,958	4,410	692	3,175	363	1,634	10,274	61,935	3,835	65,770
Mar	36,168	31,721	646,159	438,004	6,867	2,474	5,122	216	2,896	17,575	80,620	6,585	87,204
Apr	35,965	28,494	462,971	353,319	4,660	967	4,648	177	1,620	12,072	94,212	10,593	104,805
May	74,014	30,322	530,717	131,605	4,511	1,364	5,096	639	1,266	12,876	85,281	12,227	97,508
Jun	35,427	52,940	562,499	76,235	2,425	6,480	1,510	298	534	11,248	92,490	16,695	109,185
Jul	61,943	42,784	677,376	106,840	4,080	6,213	2,575	1,061	1,156	15,086	84,897	20,441	105,338
Aug	108,555	65,134	836,787	97,904	4,418	5,181	3,569	1,101	596	14,865	110,994	24,143	135,138
Sep	42,228	35,106	680,474	70,306	2,237	3,293	2,469	296	627	8,922	128,384	21,628	150,011
Oct	34,559	28,158	569,933	156,200	3,229	6,667	2,906	214	914	13,930	102,815	13,875	116,690
Nov	30,663	35,195	507,679	251,757	8,369	9,810	3,744	402	1,714	24,040	106,504	8,663	115,167
Dec	33,642	21,723	663,657	399,166	4,667	6,737	2,786	510	1,191	15,892	126,562	13,360	139,922
TOTAL	599,984	453,501	7,220,495	2,981,974	59,800	50,747	40,340	5,916	15,627	172,430	1,160,032	158,957	1,318,989

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

Source: Hawai'i Tourism Authority

Table 9: 2010 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2010	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	30,328	5,008	67,763	3,105	12,093	118,297	4,506	11,441	4,398	20,344	264,872	5,690,200
Feb	40,292	4,639	38,580	1,628	8,667	93,807	2,972	9,993	2,771	15,736	214,618	4,970,352
Mar	20,628	3,379	33,460	3,098	3,951	64,516	2,586	5,042	5,325	12,952	243,504	5,333,698
Apr	20,732	2,456	33,111	1,651	7,440	65,389	3,256	6,817	5,056	15,128	191,741	4,763,538
May	28,839	4,164	64,841	2,781	5,565	106,191	2,723	7,391	5,328	15,442	340,533	4,951,964
Jun	25,164	5,797	85,035	5,422	5,144	126,563	2,206	4,361	4,438	11,006	219,053	5,866,633
Jul	24,018	5,076	72,860	4,341	6,755	113,049	3,457	17,497	11,799	32,753	408,385	6,537,788
Aug	25,785	2,635	48,512	2,225	7,651	86,808	2,403	7,007	5,362	14,773	319,998	6,267,793
Sep	44,292	3,617	48,729	1,428	26,233	124,298	2,851	7,903	4,324	15,078	254,334	4,688,191
Oct	32,624	2,134	48,475	1,782	20,664	105,679	3,387	9,767	5,931	19,085	267,737	5,079,875
Nov	48,360	3,881	52,832	4,739	16,285	126,096	2,707	9,516	4,375	16,598	225,216	5,113,373
Dec	26,517	3,456	61,066	5,217	6,293	102,550	16,989	24,355	7,802	49,146	340,523	6,334,674
TOTAL	367,580	46,242	655,264	37,416	126,742	1,233,245	50,043	121,090	66,909	238,042	3,290,515	65,598,078
DOMESTIC												
Jan	7,818	1,677	7,317	618	1,129	18,559	4,362	11,199	4,223	19,784	147,792	4,257,102
Feb	11,503	666	3,126	506	700	16,502	2,908	9,888	2,647	15,444	121,775	3,660,057
Mar	11,703	686	3,228	661	932	17,209	2,562	4,859	5,203	12,624	132,741	3,918,469
Apr	8,172	656	3,526	365	546	13,265	3,072	6,657	4,904	14,633	115,728	3,637,278
May	15,801	929	5,054	703	1,037	23,524	2,651	7,072	5,266	14,989	127,693	3,778,961
Jun	15,014	1,505	6,518	791	1,160	24,987	2,206	4,208	4,403	10,817	171,530	4,869,812
Jul	12,712	1,795	8,723	2,026	1,244	26,500	3,437	17,240	11,706	32,383	262,522	5,295,638
Aug	10,368	1,081	7,868	391	2,130	21,838	2,383	6,845	5,162	14,390	190,362	4,814,422
Sep	14,440	668	4,523	342	1,102	21,076	2,807	7,441	4,284	14,532	142,400	3,485,440
Oct	14,078	743	3,949	583	997	20,349	3,346	9,544	5,759	18,649	144,887	3,951,789
Nov	16,062	893	3,089	739	938	21,721	2,645	9,296	4,001	15,942	127,353	3,945,978
Dec	16,338	875	6,024	1,424	1,499	26,160	16,948	24,176	7,589	48,714	176,954	4,820,280
TOTAL	154,009	12,173	62,945	9,149	13,413	251,689	49,328	118,424	65,147	232,900	1,861,736	50,435,228
INTERNATIONAL												
Jan	22,510	3,331	60,446	2,487	10,964	99,738	144	242	175	561	117,080	1,433,098
Feb	28,789	3,973	35,454	1,121	7,967	77,305	64	105	123	293	92,843	1,310,294
Mar	8,925	2,693	30,232	2,437	3,019	47,307	24	182	122	328	110,764	1,415,229
Apr	12,560	1,799	29,585	1,286	6,894	52,124	184	160	152	496	76,014	1,126,260
May	13,038	3,235	59,788	2,079	4,528	82,667	72	319	62	453	212,841	1,173,003
Jun	10,150	4,293	78,517	4,631	3,984	101,576	0	154	35	189	47,523	996,820
Jul	11,306	3,281	64,137	2,314	5,511	86,550	20	256	94	370	145,863	1,242,149
Aug	15,417	1,554	40,644	1,834	5,521	64,970	20	162	201	383	129,636	1,453,371
Sep	29,852	2,949	44,206	1,085	25,131	103,223	44	462	40	546	111,935	1,202,751
Oct	18,546	1,391	44,527	1,199	19,668	85,330	41	223	173	436	122,850	1,128,086
Nov	32,298	2,988	49,742	4,000	15,347	104,376	61	220	374	655	97,863	1,167,395
Dec	10,180	2,581	55,042	3,793	4,795	76,390	41	180	212	433	163,569	1,514,393
TOTAL	213,572	34,069	592,319	28,267	113,329	981,556	715	2,666	1,762	5,142	1,428,779	15,162,850

Source: Hawai'i Tourism Authority

**Table 10: 2010 Visitor Days Growth by Month and MMA
(% change over 2009)**

% 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 MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1.6%	-2.5%	-1.9%	14.3%	7.7%	-10.4%	-6.4%	-1.2%	15.8%	1.3%	29.0%	18.7%	28.1%
Feb	-0.8%	-5.4%	0.6%	20.2%	-8.6%	-9.3%	-3.8%	18.8%	-0.4%	-4.6%	55.3%	20.0%	52.3%
Mar	8.6%	6.6%	3.8%	14.0%	-34.6%	32.4%	26.8%	-17.4%	7.0%	-7.9%	72.4%	25.0%	67.1%
Apr	7.2%	-4.9%	-9.0%	14.5%	-28.8%	-25.4%	-28.8%	-32.5%	-1.6%	-25.8%	3.7%	-15.0%	1.4%
May	5.6%	-2.5%	15.4%	20.6%	5.6%	17.8%	18.4%	7.3%	6.2%	11.4%	23.6%	11.4%	22.0%
Jun	6.6%	8.2%	48.8%	0.3%	12.2%	90.9%	9.0%	11.6%	-9.6%	15.2%	35.7%	35.0%	35.6%
Jul	5.7%	14.3%	18.0%	18.9%	6.0%	82.6%	9.6%	30.9%	7.4%	17.6%	16.9%	-4.3%	12.3%
Aug	14.1%	12.3%	14.8%	28.3%	5.9%	18.1%	11.7%	4.7%	24.1%	9.7%	40.1%	36.8%	39.5%
Sep	13.1%	1.2%	6.3%	15.7%	10.3%	22.4%	6.4%	31.8%	5.9%	10.8%	24.4%	12.8%	22.6%
Oct	19.3%	6.0%	0.4%	17.6%	9.9%	53.3%	11.5%	14.0%	27.8%	16.3%	31.0%	10.6%	28.2%
Nov	19.8%	16.3%	-5.4%	24.2%	8.5%	113.1%	-20.1%	5.5%	27.9%	4.6%	14.0%	10.0%	13.7%
Dec	6.2%	8.4%	2.5%	17.9%	26.3%	56.6%	10.3%	25.0%	20.2%	22.6%	25.4%	65.7%	28.5%
TOTAL	8.8%	4.7%	6.9%	17.4%	0.9%	37.3%	3.1%	10.8%	11.0%	6.9%	27.6%	16.1%	26.1%
DOMESTIC													
Jan	1.4%	-2.5%	-24.2%	-2.7%	-10.4%	-1.8%	-8.0%	-8.4%	14.8%	-5.2%	-21.1%	-16.2%	-20.6%
Feb	-1.7%	-7.3%	22.4%	4.8%	2.9%	-9.6%	-9.3%	12.1%	6.6%	-2.4%	6.3%	22.4%	8.1%
Mar	8.2%	6.3%	6.0%	-6.9%	6.5%	13.9%	16.7%	-20.3%	4.5%	9.1%	45.5%	39.3%	44.6%
Apr	7.0%	-4.5%	-19.3%	-22.2%	-32.3%	-8.9%	-35.9%	-33.9%	-3.5%	-28.7%	33.2%	-15.7%	26.2%
May	3.2%	-3.1%	22.1%	-6.5%	9.1%	29.3%	10.9%	-3.6%	5.4%	9.9%	47.7%	-2.8%	41.4%
Jun	6.4%	7.4%	61.1%	25.3%	17.9%	24.4%	5.6%	10.4%	-7.2%	10.7%	49.3%	58.8%	50.5%
Jul	4.7%	14.4%	58.3%	27.7%	5.9%	53.8%	5.9%	30.9%	11.7%	14.1%	51.1%	23.6%	46.0%
Aug	11.8%	11.3%	0.4%	45.7%	3.7%	0.2%	9.0%	4.7%	26.6%	6.7%	74.3%	49.4%	70.2%
Sep	12.0%	0.5%	27.9%	37.8%	10.7%	-2.3%	4.0%	31.8%	4.4%	8.5%	43.8%	29.0%	41.9%
Oct	18.3%	5.1%	-14.8%	22.6%	8.1%	-4.7%	10.5%	14.7%	24.3%	10.3%	50.8%	29.5%	48.3%
Nov	20.1%	15.2%	15.5%	34.8%	5.9%	9.6%	-21.1%	4.1%	19.3%	-6.0%	18.6%	29.5%	20.0%
Dec	5.9%	8.9%	2.5%	29.5%	17.4%	1.6%	8.4%	22.7%	36.6%	15.4%	24.0%	29.7%	24.7%
TOTAL	7.9%	4.2%	11.7%	13.5%	4.1%	10.2%	-0.3%	9.4%	12.3%	4.5%	31.7%	22.2%	30.5%
INTERNATIONAL													
Jan	8.8%	0.0%	-1.8%	26.2%	100.6%	-47.3%	13.5%	184.7%	24.3%	50.1%	57.2%	39.5%	55.8%
Feb	58.5%	137.6%	0.5%	31.8%	-41.0%	-6.3%	75.8%	223.5%	-24.1%	-16.4%	66.2%	19.2%	62.5%
Mar	40.7%	21.8%	3.8%	27.4%	-73.9%	108.2%	164.8%	66.8%	17.3%	-45.2%	76.7%	21.7%	70.9%
Apr	27.5%	-18.4%	-8.9%	31.6%	-2.9%	-68.5%	53.8%	7.7%	11.4%	-3.5%	-0.1%	-14.8%	-1.8%
May	221.2%	31.7%	15.3%	51.8%	-14.0%	-18.0%	119.6%	362.2%	14.7%	23.0%	18.9%	14.1%	18.3%
Jun	29.5%	43.0%	48.7%	-16.0%	-36.6%	492.6%	151.7%	55.4%	-39.5%	70.7%	32.9%	31.1%	32.7%
Jul	79.0%	8.0%	17.7%	8.8%	6.5%	436.1%	189.1%	30.7%	-39.0%	75.7%	9.7%	-9.0%	5.5%
Aug	136.7%	37.0%	15.0%	6.1%	48.3%	164.3%	97.9%	5.5%	-17.4%	74.7%	34.5%	35.0%	34.6%
Sep	114.9%	31.7%	6.1%	-7.5%	1.2%	147.7%	86.0%	32.0%	74.2%	63.7%	20.6%	10.4%	19.0%
Oct	155.1%	63.7%	0.5%	12.4%	43.2%	650.0%	31.3%	-10.7%	150.5%	133.7%	26.2%	6.7%	23.6%
Nov	-2.1%	67.6%	-5.6%	16.2%	17.4%	696.3%	-8.7%	28.9%	168.3%	79.2%	13.4%	5.3%	12.7%
Dec	29.5%	-20.3%	2.5%	8.8%	215.0%	472.1%	45.0%	110.8%	-52.7%	116.4%	25.6%	73.3%	29.0%
TOTAL	66.4%	27.2%	6.9%	20.3%	-17.5%	195.9%	65.7%	54.3%	-0.8%	29.1%	26.7%	14.9%	25.2%

Source: Hawai'i Tourism Authority

Table 10: 2010 Visitor Days Growth by Month and MMA (continued)
(% change over 2009)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	-23.1%	-1.0%	70.7%	14.1%	16.9%	21.6%	24.1%	33.4%	-5.1%	20.8%	11.6%	2.8%
Feb	234.5%	173.3%	42.7%	1.6%	127.5%	103.1%	30.9%	46.8%	-11.2%	29.0%	2.4%	2.1%
Mar	62.9%	20.4%	18.7%	-21.1%	-35.3%	20.1%	-27.9%	-21.7%	79.0%	-0.4%	22.5%	9.1%
Apr	2.4%	-6.7%	19.5%	-67.3%	-2.9%	3.3%	19.0%	21.3%	-13.2%	6.7%	-27.6%	0.1%
May	135.9%	138.5%	165.4%	-21.8%	-28.8%	113.4%	-11.6%	20.8%	26.4%	15.1%	49.5%	8.8%
Jun	180.4%	87.7%	243.5%	76.4%	16.0%	185.5%	2.7%	-20.9%	-17.6%	-15.6%	-43.6%	8.4%
Jul	78.4%	-21.2%	36.8%	93.5%	-28.5%	33.2%	-18.5%	129.0%	33.9%	58.3%	6.1%	10.8%
Aug	29.0%	-35.0%	18.9%	15.2%	-26.9%	12.4%	27.3%	13.6%	-30.0%	-6.0%	18.3%	14.8%
Sep	-50.9%	19.8%	66.7%	26.0%	202.9%	-6.1%	30.5%	-19.4%	-29.0%	-16.6%	48.5%	10.1%
Oct	25.7%	-8.4%	68.5%	15.2%	256.9%	64.1%	53.1%	32.4%	27.7%	34.1%	43.1%	15.2%
Nov	165.9%	68.3%	26.9%	37.1%	220.6%	78.5%	78.4%	29.5%	-57.9%	-13.8%	28.9%	16.9%
Dec	32.1%	-10.3%	51.7%	-0.1%	14.8%	36.9%	78.1%	30.7%	-3.4%	35.6%	-0.7%	8.6%
TOTAL	25.2%	18.4%	61.5%	5.5%	48.9%	43.6%	28.2%	26.1%	-6.8%	15.0%	7.6%	8.9%
DOMESTIC												
Jan	-33.5%	68.5%	54.9%	-14.6%	45.9%	-2.2%	20.5%	32.7%	-4.9%	19.9%	-6.2%	-0.9%
Feb	68.6%	112.6%	-20.5%	62.4%	32.2%	38.6%	29.2%	48.0%	-9.4%	30.3%	0.2%	-3.1%
Mar	37.1%	-25.1%	5.4%	15.5%	-13.1%	21.6%	-28.5%	-24.0%	80.7%	-1.8%	18.0%	7.0%
Apr	-14.6%	27.0%	3.4%	37.1%	-23.8%	-8.4%	16.5%	26.1%	-10.6%	9.2%	-15.5%	0.4%
May	93.6%	19.1%	24.7%	7.9%	-5.5%	59.6%	-13.0%	21.0%	26.2%	14.7%	1.9%	1.3%
Jun	167.6%	60.4%	47.0%	60.4%	9.0%	99.3%	5.9%	-21.4%	-15.7%	-14.6%	5.8%	7.4%
Jul	83.4%	77.8%	66.2%	149.9%	72.4%	80.0%	-18.2%	127.3%	36.7%	59.1%	34.3%	10.7%
Aug	65.8%	-0.4%	76.0%	-54.9%	85.2%	58.0%	27.9%	13.3%	-31.9%	-7.1%	8.7%	12.5%
Sep	91.7%	-20.1%	15.8%	-9.5%	43.5%	57.1%	29.1%	-23.3%	-19.9%	-15.7%	7.4%	8.8%
Oct	17.9%	5.3%	9.7%	104.2%	39.9%	18.0%	54.0%	31.5%	26.2%	33.3%	1.9%	13.6%
Nov	46.7%	46.5%	-9.6%	82.1%	6.5%	33.6%	77.8%	32.5%	-60.4%	-14.4%	8.6%	18.1%
Dec	29.3%	-13.5%	6.7%	28.7%	4.2%	19.8%	79.4%	30.8%	-4.5%	35.8%	8.4%	9.1%
TOTAL	44.4%	25.3%	26.1%	33.2%	22.8%	36.7%	27.9%	25.9%	-5.9%	15.4%	6.9%	7.0%
INTERNATIONAL												
Jan	-18.6%	-18.1%	72.8%	24.5%	14.6%	27.4%	1100.0%	75.6%	-11.1%	61.9%	46.7%	15.5%
Feb	451.0%	187.1%	53.5%	-13.1%	142.9%	125.6%	220.0%	-17.7%	-37.2%	-15.0%	5.5%	19.9%
Mar	116.3%	42.4%	20.3%	-27.3%	-40.1%	19.6%	384.4%	314.5%	28.6%	128.6%	28.4%	15.3%
Apr	17.6%	-15.0%	21.8%	-73.1%	-0.7%	6.8%	85.4%	-53.3%	-55.3%	-36.6%	-40.6%	-0.9%
May	220.9%	234.9%	193.4%	-28.5%	-32.6%	136.0%	107.6%	15.7%	49.8%	28.8%	107.7%	42.4%
Jun	201.7%	99.7%	286.3%	79.5%	18.2%	219.5%	-100.0%	-2.5%	-78.9%	-51.3%	-79.0%	13.2%
Jul	73.1%	-39.6%	33.6%	61.6%	-36.8%	23.4%	-48.5%	357.4%	-62.2%	7.8%	-22.9%	11.3%
Aug	12.2%	-47.7%	11.9%	72.2%	-40.8%	2.5%	-19.3%	26.7%	142.6%	62.5%	35.8%	23.0%
Sep	-63.9%	35.1%	74.5%	43.7%	218.4%	-13.2%	326.5%	368.9%	-94.6%	-36.0%	190.2%	14.2%
Oct	32.4%	-14.4%	76.9%	-4.9%	287.3%	81.0%	3.0%	85.6%	108.8%	80.0%	173.2%	21.3%
Nov	345.9%	76.1%	30.2%	31.1%	265.6%	91.9%	104.2%	-34.4%	39.3%	3.4%	70.2%	12.8%
Dec	36.7%	-9.2%	59.0%	-7.8%	18.6%	44.0%	-54.2%	21.4%	63.4%	17.9%	-9.0%	6.9%

Source: Hawai'i Tourism Authority

**Table 11: 2010 Visitor Arrivals by Month and MMA
(Arrivals by Air)**

2010	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	192,781	131,974	92,774	51,853	2,345	564	1,898	483	598	5,888	11,429	898	12,327
Feb	191,187	127,933	96,947	50,560	2,614	623	1,889	320	633	6,078	7,709	602	8,310
Mar	230,214	148,904	111,751	52,447	3,050	504	2,444	254	654	6,905	9,917	893	10,810
Apr	248,862	121,644	82,120	34,632	2,820	551	2,227	358	706	6,661	12,181	1,242	13,423
May	241,281	129,488	95,416	20,263	3,469	649	3,110	462	799	8,491	12,130	1,300	13,430
Jun	283,823	171,895	101,250	13,579	3,741	967	2,089	781	710	8,288	12,143	1,711	13,854
Jul	292,259	177,537	112,229	19,806	5,182	2,294	3,457	1,393	1,553	13,879	11,426	2,626	14,052
Aug	317,138	140,906	125,591	23,724	6,118	1,757	4,103	3,901	997	16,877	12,152	2,356	14,508
Sep	220,712	107,262	115,755	15,988	5,812	948	3,497	1,115	994	12,365	15,152	2,522	17,674
Oct	245,856	119,367	103,153	26,844	4,439	1,309	3,648	880	1,028	11,305	14,098	1,454	15,552
Nov	249,804	113,102	92,269	38,498	3,300	1,077	2,867	459	858	8,561	12,330	1,135	13,466
Dec	246,864	141,855	110,226	58,257	3,353	1,463	2,704	783	967	9,270	13,076	1,311	14,387
TOTAL	2,960,783	1,631,867	1,239,481	406,452	46,244	12,707	33,933	11,187	10,498	114,568	143,742	18,050	161,793
DOMESTIC													
Jan	186,107	126,958	460	16,694	1,784	477	1,649	422	478	4,811	3,443	308	3,750
Feb	186,593	124,250	511	19,258	1,892	532	1,635	285	491	4,836	1,363	146	1,510
Mar	225,368	144,750	647	17,648	2,287	411	2,202	233	522	5,656	1,578	185	1,763
Apr	244,254	117,883	476	8,641	2,306	435	1,742	341	551	5,375	2,368	234	2,602
May	236,552	125,533	684	8,731	3,071	534	2,746	402	697	7,450	2,989	245	3,234
Jun	278,532	166,580	835	6,390	3,450	535	1,964	754	643	7,346	3,082	416	3,498
Jul	284,241	172,069	823	11,374	4,712	1,437	3,232	1,296	1,444	12,121	3,471	581	4,052
Aug	308,923	135,331	884	15,614	5,713	1,366	3,939	3,806	953	15,777	3,211	481	3,692
Sep	216,020	103,743	804	9,185	5,540	509	3,372	1,087	959	11,467	4,065	508	4,573
Oct	241,720	116,151	553	14,131	4,069	747	3,499	842	961	10,118	4,027	416	4,443
Nov	245,412	109,715	650	16,380	2,204	532	2,451	422	681	6,290	2,132	298	2,431
Dec	242,410	138,513	822	27,501	2,802	677	2,446	735	846	7,506	2,001	227	2,228
TOTAL	2,896,134	1,581,476	8,149	171,548	39,831	8,193	30,877	10,625	9,227	98,752	33,731	4,045	37,777
INTERNATIONAL													
Jan	6,674	5,016	92,314	35,159	561	87	249	60	120	1,077	7,986	590	8,576
Feb	4,594	3,683	96,436	31,302	722	91	254	34	142	1,243	6,345	455	6,801
Mar	4,846	4,154	111,104	34,799	763	93	242	20	132	1,250	8,339	708	9,047
Apr	4,608	3,761	81,644	25,991	514	116	485	17	154	1,286	9,814	1,008	10,822
May	4,729	3,955	94,732	11,532	398	115	364	60	103	1,040	9,141	1,055	10,196
Jun	5,291	5,315	100,415	7,189	291	432	125	27	67	942	9,061	1,295	10,356
Jul	8,018	5,468	111,406	8,432	470	857	225	96	109	1,758	7,955	2,045	10,000
Aug	8,215	5,575	124,707	8,110	405	391	164	95	44	1,100	8,941	1,875	10,816
Sep	4,692	3,519	114,951	6,803	272	439	125	28	35	899	11,086	2,014	13,100
Oct	4,136	3,216	102,600	12,713	370	562	149	38	67	1,186	10,071	1,038	11,108
Nov	4,392	3,387	91,619	22,118	1,096	545	416	37	177	2,271	10,198	837	11,035
Dec	4,454	3,342	109,404	30,756	551	786	258	48	121	1,764	11,074	1,085	12,159
TOTAL	64,649	50,391	1,231,332	234,904	6,413	4,514	3,056	562	1,271	15,816	110,011	14,005	124,016

Source: Hawai'i Tourism Authority

Table 11: 2010 Visitor Arrivals by Month and MMA (continued)
(Arrivals by Air)

2010	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	3,803	430	7,914	333	1,051	13,531	439	910	394	1,742	20,764	523,635
Feb	7,296	509	5,188	280	1,007	14,280	296	852	381	1,529	20,819	517,645
Mar	3,193	369	5,478	395	545	9,981	195	439	539	1,173	24,941	597,127
Apr	4,493	333	5,299	191	845	11,161	253	636	480	1,369	21,857	541,729
May	5,624	501	6,891	332	735	14,083	291	745	598	1,633	23,257	547,343
Jun	5,342	470	7,177	411	794	14,193	171	438	473	1,082	17,717	625,682
Jul	4,477	521	8,476	327	780	14,579	345	1,612	1,142	3,099	33,488	680,928
Aug	4,636	344	5,999	193	783	11,955	248	598	620	1,467	25,856	678,021
Sep	6,601	326	6,122	201	3,753	17,003	264	691	472	1,427	20,282	528,469
Oct	7,132	313	7,654	212	3,575	18,886	276	859	670	1,805	21,685	564,453
Nov	5,109	437	8,204	374	1,033	15,156	164	633	509	1,306	21,324	553,486
Dec	4,325	420	7,518	651	763	13,677	428	1,133	814	2,376	26,997	623,908
TOTAL	62,032	4,972	81,920	3,899	15,663	168,486	3,372	9,546	7,091	20,008	278,987	6,982,425
DOMESTIC												
Jan	1,366	83	721	66	107	2,343	423	875	364	1,663	11,414	354,200
Feb	2,073	94	412	67	84	2,729	288	841	319	1,448	11,267	352,402
Mar	1,736	95	383	97	133	2,445	192	419	513	1,124	12,849	412,250
Apr	1,760	100	504	48	95	2,507	235	606	447	1,288	11,986	395,011
May	2,973	77	685	91	162	3,987	279	665	584	1,528	12,898	400,600
Jun	2,707	156	909	107	153	4,032	171	421	461	1,054	15,377	483,644
Jul	1,979	158	854	125	159	3,275	343	1,586	1,122	3,051	24,575	515,581
Aug	1,884	139	912	57	243	3,235	246	586	577	1,410	17,771	502,637
Sep	2,268	99	528	46	165	3,105	261	675	463	1,399	13,270	363,567
Oct	3,213	122	557	62	156	4,111	272	835	641	1,749	13,834	406,810
Nov	3,193	96	432	103	145	3,970	158	609	429	1,196	11,573	397,616
Dec	2,279	110	652	157	156	3,355	424	1,114	769	2,307	13,924	438,566
TOTAL	27,431	1,328	7,550	1,027	1,758	39,094	3,294	9,233	6,690	19,217	170,737	5,022,883
INTERNATIONAL												
Jan	2,437	347	7,193	267	944	11,188	16	35	29	80	9,350	169,435
Feb	5,224	415	4,776	213	923	11,551	8	11	62	81	9,552	165,243
Mar	1,457	275	5,095	297	412	7,536	3	20	26	49	12,092	184,877
Apr	2,733	234	4,795	143	751	8,654	18	30	33	81	9,871	146,718
May	2,651	424	6,206	242	573	10,096	12	80	13	105	10,358	146,743
Jun	2,636	313	6,267	304	641	10,161	0	17	12	28	2,341	142,038
Jul	2,497	363	7,622	201	621	11,304	2	26	20	48	8,913	165,347
Aug	2,752	206	5,087	136	540	8,720	2	12	43	57	8,085	175,384
Sep	4,333	228	5,594	155	3,588	13,898	3	17	9	28	7,012	164,902
Oct	3,919	191	7,097	150	3,419	14,776	4	24	29	57	7,851	157,643
Nov	1,916	340	7,772	270	888	11,187	6	24	80	110	9,751	155,870
Dec	2,046	309	6,866	494	607	10,322	4	19	46	69	13,073	185,342
TOTAL	34,601	3,644	74,370	2,872	13,905	129,392	78	312	400	791	108,250	1,959,542

Source: Hawai'i Tourism Authority

Table 12: 2010 Visitor Arrivals Growth by Month and MMA
(% change over 2009)

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2.3%	-2.6%	0.1%	18.2%	-9.2%	14.9%	6.9%	19.8%	11.4%	1.7%	6.5%	28.8%	7.8%
Feb	-2.6%	-8.1%	-0.1%	17.7%	5.2%	12.5%	2.2%	9.2%	23.4%	6.8%	35.8%	25.8%	35.0%
Mar	9.3%	8.0%	4.1%	19.0%	-30.5%	-2.2%	17.6%	-27.4%	24.3%	-12.1%	63.3%	32.8%	60.3%
Apr	7.3%	-3.2%	-6.9%	4.0%	-27.3%	-30.0%	-25.5%	-23.0%	1.5%	-24.4%	23.4%	19.2%	23.0%
May	2.5%	-2.9%	17.1%	15.4%	5.7%	7.6%	19.6%	4.1%	20.1%	11.8%	9.9%	8.9%	9.8%
Jun	7.3%	10.2%	54.7%	8.1%	17.4%	84.7%	7.6%	37.6%	7.2%	20.4%	35.4%	46.9%	36.7%
Jul	3.4%	12.3%	14.8%	10.4%	11.9%	103.3%	19.3%	19.3%	16.2%	24.3%	5.7%	-1.1%	4.3%
Aug	13.6%	8.8%	7.4%	24.4%	7.6%	22.3%	14.3%	10.5%	28.6%	12.4%	16.6%	30.1%	18.6%
Sep	13.6%	-0.7%	0.1%	13.7%	13.7%	45.1%	4.1%	15.1%	22.1%	13.4%	7.4%	17.9%	8.8%
Oct	21.5%	6.1%	-0.6%	17.7%	13.7%	55.7%	9.9%	11.6%	19.9%	16.4%	21.2%	-0.4%	18.8%
Nov	21.6%	16.5%	-3.8%	29.6%	21.9%	67.2%	-16.0%	-8.7%	30.6%	8.0%	12.0%	13.5%	12.2%
Dec	8.5%	10.2%	4.1%	19.7%	27.4%	117.3%	18.2%	6.9%	33.8%	31.5%	17.3%	42.6%	19.2%
TOTAL	8.9%	4.5%	6.1%	17.3%	4.0%	43.6%	5.7%	9.6%	19.8%	9.7%	18.3%	18.5%	18.3%
DOMESTIC													
Jan	2.2%	-3.4%	3.4%	-0.9%	-10.8%	9.4%	1.0%	12.1%	-0.5%	-2.4%	-29.8%	6.8%	-27.8%
Feb	-3.1%	-9.0%	18.7%	3.4%	-1.5%	12.8%	-3.3%	2.0%	9.3%	0.5%	-8.3%	10.6%	-6.8%
Mar	9.0%	7.5%	20.2%	-5.6%	5.5%	1.0%	16.3%	-30.2%	17.9%	7.8%	42.1%	48.5%	42.8%
Apr	6.9%	-4.1%	-0.9%	-25.4%	-31.6%	-37.7%	-33.6%	-23.5%	-7.8%	-30.5%	33.3%	4.0%	30.0%
May	2.1%	-3.6%	29.7%	-5.4%	8.7%	7.0%	15.4%	-6.1%	16.8%	10.7%	36.3%	-6.5%	31.8%
Jun	7.0%	9.4%	63.1%	23.7%	18.2%	16.7%	5.0%	38.7%	4.8%	14.7%	34.3%	52.1%	36.2%
Jul	2.7%	12.0%	65.5%	22.1%	9.0%	42.8%	18.3%	20.8%	15.3%	16.7%	39.7%	20.6%	36.6%
Aug	13.4%	8.8%	16.3%	45.9%	7.9%	5.4%	13.6%	11.3%	28.5%	10.9%	61.2%	72.3%	62.5%
Sep	13.0%	-1.3%	35.8%	31.5%	13.2%	-11.4%	2.8%	15.3%	22.3%	9.5%	38.7%	52.0%	40.0%
Oct	21.4%	5.7%	-4.6%	27.4%	10.9%	4.6%	9.1%	12.5%	16.4%	10.4%	45.9%	19.3%	42.9%
Nov	21.3%	16.2%	25.7%	40.3%	11.0%	-6.2%	-20.6%	-8.9%	16.2%	-5.9%	23.9%	35.1%	25.1%
Dec	8.4%	10.6%	-2.7%	31.9%	15.9%	12.2%	13.1%	4.3%	29.8%	14.8%	22.2%	22.2%	22.2%
TOTAL	8.6%	4.0%	21.2%	13.8%	5.4%	5.9%	2.8%	8.9%	15.0%	5.8%	23.6%	28.2%	24.1%
INTERNATIONAL													
Jan	5.4%	27.0%	0.1%	30.0%	-3.6%	58.2%	75.4%	132.6%	114.0%	25.1%	36.9%	44.3%	37.4%
Feb	23.3%	37.9%	-0.2%	28.7%	28.0%	11.0%	60.8%	164.3%	122.1%	41.1%	51.5%	31.6%	50.0%
Mar	21.8%	27.9%	4.0%	37.1%	-65.6%	-13.9%	30.1%	36.2%	58.6%	-52.1%	68.1%	29.2%	64.2%
Apr	33.8%	32.9%	-7.0%	19.6%	1.8%	30.3%	31.8%	-12.0%	59.1%	19.3%	21.3%	23.4%	21.5%
May	26.9%	28.0%	17.0%	38.6%	-12.7%	10.6%	64.7%	277.6%	48.6%	20.1%	3.4%	13.2%	4.3%
Jun	27.2%	39.4%	54.6%	-2.7%	9.0%	564.6%	73.6%	13.0%	36.2%	97.4%	35.8%	45.3%	36.9%
Jul	32.3%	23.9%	14.6%	-2.2%	52.1%	602.5%	34.7%	2.6%	29.5%	126.5%	-4.5%	-5.9%	-4.8%
Aug	21.8%	9.2%	7.4%	-3.1%	3.3%	179.3%	31.2%	-12.5%	30.3%	37.5%	6.1%	22.4%	8.6%
Sep	50.1%	20.7%	-0.1%	-3.9%	23.1%	455.7%	58.2%	7.8%	17.3%	106.6%	-0.8%	11.5%	1.0%
Oct	25.9%	20.4%	-0.6%	8.6%	56.8%	342.5%	35.5%	-5.5%	109.0%	117.7%	13.5%	-6.6%	11.2%
Nov	38.2%	24.9%	-3.9%	22.7%	51.8%	607.8%	26.8%	-6.3%	149.8%	83.6%	9.8%	7.4%	9.6%
Dec	11.4%	-4.5%	4.2%	10.5%	157.5%	1022.9%	106.4%	72.2%	70.9%	247.3%	16.4%	47.8%	18.7%
TOTAL	24.9%	23.1%	6.0%	20.0%	-4.1%	303.8%	46.9%	25.2%	71.7%	42.8%	16.8%	16.0%	16.7%

Source: Hawai'i Tourism Authority

Table 12: 2010 Visitor Arrivals Growth by Month and MMA (continued)
(% change over 2009)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	-36.7%	-35.6%	95.2%	-7.8%	-19.3%	9.2%	64.2%	34.1%	-3.3%	28.8%	-5.4%	2.0%
Feb	208.9%	141.5%	75.4%	133.6%	165.3%	136.8%	34.8%	51.0%	31.1%	42.3%	8.2%	0.8%
Mar	32.6%	21.2%	90.8%	34.4%	-6.8%	54.4%	-35.7%	-6.5%	78.4%	9.1%	26.8%	10.2%
Apr	3.0%	-6.8%	40.7%	-15.1%	34.6%	19.5%	-15.2%	14.9%	-14.3%	-3.1%	4.9%	2.1%
May	125.1%	62.7%	96.5%	-8.6%	18.7%	93.0%	13.6%	15.5%	32.1%	20.7%	30.4%	6.5%
Jun	229.8%	12.5%	88.1%	24.7%	4.7%	104.5%	-24.7%	-28.5%	-10.1%	-20.8%	-33.7%	13.6%
Jul	110.3%	-10.2%	51.2%	29.9%	-17.4%	53.3%	-0.1%	104.9%	36.2%	57.3%	14.8%	9.5%
Aug	52.0%	-23.1%	28.7%	-28.8%	0.5%	29.8%	33.1%	33.4%	-31.9%	-5.1%	-0.4%	11.4%
Sep	44.1%	-11.7%	73.2%	4.0%	588.9%	84.4%	17.0%	-22.3%	-9.6%	-12.9%	35.5%	8.9%
Oct	31.9%	-21.8%	77.0%	-16.0%	519.1%	72.3%	11.1%	25.2%	61.9%	33.9%	18.4%	14.0%
Nov	33.9%	49.8%	35.6%	-11.0%	43.6%	34.2%	7.3%	32.8%	-52.2%	-23.0%	35.5%	16.1%
Dec	17.3%	-24.5%	21.1%	13.4%	8.8%	16.6%	77.0%	39.9%	31.5%	42.2%	3.3%	9.6%
TOTAL	48.0%	1.3%	59.5%	6.7%	83.5%	52.6%	13.4%	25.3%	2.7%	14.3%	8.8%	8.8%
DOMESTIC												
Jan	-17.9%	-32.6%	47.5%	-27.7%	-18.0%	-6.2%	60.0%	31.7%	-6.1%	26.3%	-5.0%	-0.8%
Feb	48.8%	148.5%	17.8%	98.6%	28.0%	45.2%	31.7%	52.5%	17.5%	39.0%	3.2%	-4.3%
Mar	26.4%	-8.9%	2.9%	22.2%	-3.2%	18.3%	-36.5%	-9.9%	75.0%	6.0%	16.1%	8.1%
Apr	-5.8%	57.4%	24.2%	42.1%	-9.9%	1.2%	-15.5%	13.1%	-15.2%	-3.9%	-12.9%	1.1%
May	98.2%	-21.2%	49.6%	-3.2%	-4.9%	71.9%	11.9%	7.8%	30.4%	16.3%	2.5%	0.9%
Jun	210.8%	28.7%	83.4%	49.2%	13.7%	138.0%	-23.3%	-29.3%	-9.6%	-20.8%	9.2%	8.9%
Jul	81.8%	34.9%	42.7%	73.4%	64.8%	66.0%	1.7%	105.3%	37.7%	58.6%	35.0%	8.4%
Aug	76.0%	5.5%	45.5%	-33.1%	80.6%	57.9%	35.7%	34.8%	-36.0%	-7.2%	11.1%	13.1%
Sep	78.0%	5.3%	36.7%	9.0%	60.7%	63.5%	17.2%	-23.3%	3.0%	-9.9%	8.1%	9.1%
Oct	30.3%	3.4%	28.0%	65.8%	96.6%	31.1%	13.1%	25.4%	58.0%	33.2%	4.2%	16.0%
Nov	56.4%	34.4%	1.7%	64.2%	37.8%	46.7%	6.9%	37.7%	-58.8%	-26.6%	5.0%	19.5%
Dec	9.4%	-8.2%	1.5%	-9.1%	-2.6%	5.5%	89.4%	40.1%	26.8%	41.9%	6.2%	10.6%
TOTAL	46.7%	10.7%	32.8%	17.1%	23.6%	40.2%	13.9%	24.4%	0.5%	13.3%	7.9%	7.5%
INTERNATIONAL												
Jan	-43.9%	-36.2%	101.7%	-1.0%	-19.4%	13.1%	433.3%	147.3%	53.1%	121.4%	-5.8%	8.3%
Feb	439.1%	139.9%	83.1%	147.3%	194.0%	178.3%	700.0%	-12.8%	224.7%	145.6%	14.8%	13.8%
Mar	40.7%	36.7%	104.0%	38.9%	-7.9%	71.4%	200.0%	390.2%	189.4%	247.5%	40.6%	15.1%
Apr	9.7%	-20.6%	42.7%	-25.2%	43.5%	26.2%	-10.0%	66.3%	-1.1%	13.5%	39.6%	5.0%
May	165.4%	101.9%	103.5%	-10.5%	27.6%	102.8%	71.4%	185.2%	231.8%	169.6%	97.4%	25.4%
Jun	251.9%	5.8%	88.8%	17.9%	2.8%	93.7%	-100.0%	3.3%	-27.2%	-21.7%	-81.5%	33.7%
Jul	140.1%	-21.6%	52.3%	12.4%	-26.7%	50.0%	-75.0%	83.0%	-16.3%	3.7%	-18.8%	13.1%
Aug	39.1%	-35.0%	26.1%	-26.8%	-16.2%	21.8%	-60.0%	-10.8%	437.3%	117.6%	-18.9%	6.8%
Sep	31.1%	-17.5%	77.7%	2.7%	711.8%	89.8%	0.0%	65.1%	-88.1%	-67.0%	161.2%	8.7%
Oct	33.3%	-32.3%	82.4%	-30.3%	586.5%	88.8%	-50.0%	19.8%	259.6%	57.5%	56.0%	9.3%
Nov	8.1%	54.7%	38.1%	-24.3%	44.6%	30.2%	20.0%	-30.5%	208.4%	69.0%	106.8%	8.3%
Dec	27.5%	-29.0%	23.4%	23.1%	12.2%	20.8%	-77.8%	28.7%	250.2%	49.6%	0.4%	7.3%
TOTAL	48.9%	-1.8%	62.8%	3.4%	95.5%	56.8%	-6.0%	57.0%	59.6%	48.4%	10.2%	12.1%

Source: Hawai'i Tourism Authority

Table 13: U.S. West MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	28,306,801	26,027,984	8.8%	27,706,817	25,667,472	7.9%	599,984	360,512	66.4%
Total Visitors	2,960,783	2,718,818	8.9%	2,896,134	2,667,058	8.6%	64,649	51,760	24.9%
PARTY SIZE									
One	535,417	486,948	10.0%	519,897	472,331	10.1%	15,520	14,616	6.2%
Two	1,215,853	1,125,761	8.0%	1,194,719	1,104,789	8.1%	21,135	20,972	0.8%
Three or more	1,209,512	1,106,109	9.3%	1,181,518	1,089,938	8.4%	27,994	16,171	73.1%
Avg Party Size	2.04	2.05	-0.2%	2.04	2.05	-0.4%	2.00	1.77	13.1%
VISIT STATUS									
First-Time	567,399	520,034	9.1%	546,050	507,844	7.5%	21,349	12,190	75.1%
Repeat	2,393,384	2,198,784	8.9%	2,350,084	2,159,213	8.8%	43,300	39,570	9.4%
Average # of Trips	6.93	6.90	0.4%	6.96	6.93	0.5%	5.40	5.20	3.9%
TRAVEL METHOD									
Group Tour	57,072	51,795	10.2%	51,973	50,204	3.5%	5,099	1,592	220.4%
Package	670,855	602,472	11.4%	657,750	595,848	10.4%	13,105	6,624	97.8%
Group Tour & Pkg	38,027	33,073	15.0%	33,354	31,795	4.9%	4,673	1,279	265.4%
True Independent	2,270,883	2,097,624	8.3%	2,219,765	2,052,801	8.1%	51,118	44,823	14.0%
ISLANDS VISITED									
O'ahu	1,347,053	1,255,017	7.3%	1,295,520	1,213,413	6.8%	51,533	41,604	23.9%
Maui County	1,059,297	951,533	11.3%	1,046,120	942,530	11.0%	13,177	9,003	46.4%
...Maui	1,037,142	931,078	11.4%	1,024,065	922,074	11.1%	13,077	9,003	45.2%
...Moloka'i	20,857	20,682	0.8%	20,701	20,300	2.0%	155	382	-59.3%
...Lāna'i	28,209	24,650	14.4%	27,954	24,269	15.2%	255	382	-33.2%
Kaua'i	490,543	482,732	1.6%	484,818	478,871	1.2%	5,725	3,861	48.3%
Hawai'i Island	531,762	506,052	5.1%	521,512	499,832	4.3%	10,250	6,220	64.8%
...Hilo	152,931	146,046	4.7%	149,226	142,714	4.6%	3,704	3,332	11.2%
...Kona	468,104	443,798	5.5%	459,305	439,192	4.6%	8,799	4,606	91.0%
LENGTH OF STAY									
O'ahu (days)	7.86	7.70	2.1%	7.87	7.77	1.2%	7.74	5.50	40.8%
Maui (days)	8.50	8.46	0.4%	8.49	8.46	0.4%	8.56	8.66	-1.2%
Moloka'i (days)	6.28	6.05	3.8%	6.32	6.15	2.9%	1.00	1.00	0.0%
Lāna'i (days)	4.26	4.19	1.7%	4.28	4.24	0.8%	2.96	1.00	195.7%
Kaua'i (days)	8.40	8.28	1.5%	8.42	8.29	1.5%	6.33	5.91	7.2%
Hawai'i Island (days)	8.53	8.43	1.2%	8.60	8.48	1.4%	5.10	4.87	4.6%
...Hilo (days)	5.06	4.97	1.9%	5.12	5.03	1.9%	2.49	2.40	3.3%
...Kona (days)	8.04	7.98	0.7%	8.10	8.01	1.0%	4.89	4.84	1.0%
Statewide (days)	9.56	9.57	-0.1%	9.57	9.62	-0.6%	9.28	6.97	33.2%
ACCOMMODATIONS									
Hotel	1,482,626	1,344,748	10.3%	1,443,926	1,310,604	10.2%	38,700	34,144	13.3%
...Hotel Only	1,264,994	1,137,630	11.2%	1,231,011	1,106,256	11.3%	33,982	31,374	8.3%
Condo	660,909	597,191	10.7%	651,697	592,858	9.9%	9,212	4,333	112.6%
...Condo Only	541,024	482,937	12.0%	534,132	479,558	11.4%	6,892	3,380	103.9%
Timeshare	422,886	416,710	1.5%	419,535	413,323	1.5%	3,351	3,387	-1.1%
...Timeshare Only	338,107	332,156	1.8%	336,277	329,019	2.2%	1,829	3,138	-41.7%
Rental House	185,928	162,120	14.7%	181,592	160,268	13.3%	4,336	1,852	134.1%
Bed & Breakfast	24,599	22,423	9.7%	24,017	22,373	7.4%	582	50	1064.8%
Cruise Ship	30,290	32,116	-5.7%	30,030	32,116	-6.5%	261	0	NA
Friends or Relatives	387,154	366,531	5.6%	375,549	358,409	4.8%	11,605	8,122	42.9%
PURPOSE OF TRIP									
Pleasure (Net)	2,436,481	2,226,385	9.4%	2,391,512	2,192,536	9.1%	44,969	33,849	32.9%
....Vacation	2,335,943	2,130,708	9.6%	2,293,118	2,097,600	9.3%	42,825	33,109	29.3%
....Honeymoon	101,591	96,701	5.1%	99,495	95,961	3.7%	2,096	740	183.1%
....Get Married	30,190	27,628	9.3%	29,337	27,628	6.2%	852	0	NA
MC&I (Net)	121,201	123,627	-2.0%	118,591	121,108	-2.1%	2,610	2,518	3.6%
....Convention/Conf.	77,785	82,138	-5.3%	75,360	80,534	-6.4%	2,426	1,604	51.2%
....Corp. Meetings	28,229	26,856	5.1%	27,967	25,984	7.6%	262	872	-69.9%
....Incentive	18,993	18,309	3.7%	18,993	18,094	5.0%	0	215	-100.0%
Other Business	137,871	126,277	9.2%	135,834	122,822	10.6%	2,037	3,455	-41.0%
Visit Friends/Relatives	360,100	337,664	6.6%	349,625	330,680	5.7%	10,475	6,984	50.0%
Government/Military	39,484	33,531	17.8%	35,756	30,999	15.3%	3,728	2,532	47.2%
Attend School	7,564	6,254	21.0%	6,980	5,821	19.9%	584	432	35.0%
Sport Events	29,764	30,268	-1.7%	29,335	30,268	-3.1%	429	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	3,960.9	3,468.2	14.2%	3,877.0	3,420.2	13.4%	84.0	48.0	74.8%
Per Person Per Day (\$)	139.9	133.3	5.0%	139.9	133.3	5.0%	139.9	133.3	5.0%
Per Person Per Trip (\$)	1,337.8	1,275.6	4.9%	1,338.7	1,282.4	4.4%	1,298.6	928.1	39.9%

Source: Hawai'i Tourism Authority

**Table 14: 2010 Domestic U.S. West MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	145,764	149,192	170,285	201,181	185,073	221,024	236,894	269,807	179,147	192,654	203,473	197,009	2,351,504
Alaska	9,523	8,097	8,321	4,970	3,812	2,630	2,669	2,745	3,061	5,163	8,175	10,706	69,873
California	84,825	84,693	101,590	140,421	132,393	171,797	190,382	213,458	129,382	130,691	133,149	128,470	1,641,251
Oregon	16,368	15,797	19,318	15,826	15,646	15,170	13,529	16,505	14,870	18,223	19,401	17,719	198,371
Washington	35,047	40,606	41,057	39,964	33,222	31,427	30,314	37,099	31,833	38,577	42,749	40,113	442,008
MOUNTAIN	40,343	37,401	55,083	43,073	51,479	57,509	47,347	39,116	36,873	49,066	41,939	45,401	544,630
Arizona	8,480	7,398	12,331	10,796	16,869	17,631	15,964	11,226	12,312	16,064	10,528	9,996	149,595
Colorado	9,736	9,724	17,238	9,580	12,609	14,144	11,140	7,988	8,107	12,434	10,504	12,161	135,365
Idaho	3,791	3,459	4,809	2,725	2,662	3,169	2,152	1,871	1,948	2,730	3,161	3,069	35,544
Montana	2,639	2,524	2,896	1,769	1,579	1,501	863	1,017	889	1,538	1,653	2,141	21,008
Nevada	4,933	4,573	6,019	6,899	6,533	7,917	7,314	8,438	5,663	6,556	6,344	7,089	78,277
New Mexico	1,897	1,498	2,564	1,693	2,793	3,486	2,853	2,138	2,018	2,000	1,854	2,472	27,266
Utah	8,148	7,433	7,950	8,675	7,738	8,820	6,525	6,061	5,597	7,166	7,074	7,646	88,835
Wyoming	719	792	1,276	935	696	842	536	377	339	579	821	828	8,740
TOTAL U.S. WEST	186,107	186,593	225,368	244,254	236,552	278,532	284,241	308,923	216,020	241,720	245,412	242,410	2,896,134

**Table 15: U.S. East MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	17,039,909	16,271,465	4.7%	16,586,408	15,915,018	4.2%	453,501	356,448	27.2%
Total Visitors	1,631,867	1,561,468	4.5%	1,581,476	1,520,548	4.0%	50,391	40,920	23.1%
PARTY SIZE									
One	367,057	346,587	5.9%	350,296	337,743	3.7%	16,762	8,844	89.5%
Two	754,311	731,660	3.1%	737,939	716,372	3.0%	16,372	15,287	7.1%
Three or more	510,499	483,222	5.6%	493,242	466,433	5.7%	17,257	16,789	2.8%
Avg Party Size	1.87	1.87	-0.1%	1.87	1.87	0.3%	1.72	1.97	-12.5%
VISIT STATUS									
First-Time	690,897	671,230	2.9%	670,637	651,914	2.9%	20,260	19,316	4.9%
Repeat	940,970	890,238	5.7%	910,839	868,634	4.9%	30,131	21,604	39.5%
Average # of Trips	4.07	4.00	1.9%	4.08	4.02	1.6%	3.82	3.21	19.0%
TRAVEL METHOD									
Group Tour	70,613	72,499	-2.6%	68,421	70,301	-2.7%	2,191	2,198	-0.3%
Package	439,269	402,496	9.1%	432,742	394,868	9.6%	6,526	7,627	-14.4%
Group Tour & Pkg	50,990	52,205	-2.3%	49,468	50,590	-2.2%	1,522	1,616	-5.8%
True Independent	1,172,977	1,138,678	3.0%	1,129,781	1,105,968	2.2%	43,196	32,710	32.1%
ISLANDS VISITED									
O'ahu	986,739	960,985	2.7%	944,340	925,095	2.1%	42,399	35,889	18.1%
Maui County	613,705	583,956	5.1%	603,799	575,699	4.9%	9,905	8,257	20.0%
...Maui	600,859	570,831	5.3%	591,312	562,710	5.1%	9,547	8,121	17.6%
...Moloka'i	15,489	15,788	-1.9%	15,419	15,474	-0.4%	70	314	-77.7%
...Lāna'i	24,970	23,303	7.2%	23,925	22,965	4.2%	1,045	338	209.4%
Kaua'i	317,416	306,976	3.4%	312,481	302,206	3.4%	4,934	4,770	3.4%
Hawai'i Island	357,310	352,734	1.3%	351,164	345,265	1.7%	6,146	7,468	-17.7%
...Hilo	154,732	151,636	2.0%	150,769	147,263	2.4%	3,962	4,373	-9.4%
...Kona	299,794	294,357	1.8%	295,128	288,672	2.2%	4,666	5,684	-17.9%
LENGTH OF STAY									
O'ahu (days)	8.01	7.89	1.5%	8.05	7.93	1.5%	7.17	6.96	3.0%
Maui (days)	7.39	7.30	1.3%	7.37	7.31	0.8%	8.80	6.53	34.8%
Moloka'i (days)	4.43	4.33	2.4%	4.45	4.39	1.2%	1.00	1.00	0.0%
Lāna'i (days)	3.59	3.61	-0.5%	3.62	3.63	-0.3%	2.99	2.41	23.9%
Kaua'i (days)	6.65	6.55	1.5%	6.66	6.58	1.2%	5.93	4.65	27.5%
Hawai'i Island (days)	6.78	6.68	1.5%	6.81	6.74	1.0%	5.35	4.04	32.7%
...Hilo (days)	3.69	3.57	3.4%	3.71	3.61	2.8%	2.86	2.16	32.6%
...Kona (days)	6.18	6.17	0.2%	6.21	6.22	-0.2%	4.62	3.64	26.9%
Statewide (days)	10.44	10.42	0.2%	10.49	10.47	0.2%	9.00	8.71	3.3%
ACCOMMODATIONS									
Hotel	1,015,979	962,930	5.5%	983,415	933,120	5.4%	32,564	29,810	9.2%
...Hotel Only	831,383	784,116	6.0%	803,328	757,376	6.1%	28,055	26,740	4.9%
Condo	237,571	227,503	4.4%	231,941	224,557	3.3%	5,630	2,947	91.1%
...Condo Only	167,496	157,579	6.3%	163,592	155,425	5.3%	3,904	2,154	81.3%
Timeshare	187,780	190,096	-1.2%	183,598	186,643	-1.6%	4,182	3,453	21.1%
...Timeshare Only	135,764	137,749	-1.4%	133,625	135,306	-1.2%	2,139	2,443	-12.4%
Rental House	81,391	75,357	8.0%	78,896	73,066	8.0%	2,495	2,291	8.9%
Bed & Breakfast	19,438	19,796	-1.8%	18,868	19,327	-2.4%	570	469	21.5%
Cruise Ship	73,982	68,498	8.0%	73,187	68,185	7.3%	795	313	154.3%
Friends or Relatives	205,105	201,864	1.6%	199,272	197,838	0.7%	5,833	4,027	44.9%
PURPOSE OF TRIP									
Pleasure (Net)	1,268,652	1,209,145	4.9%	1,237,152	1,179,496	4.9%	31,501	29,649	6.2%
....Vacation	1,170,839	1,113,349	5.2%	1,141,060	1,085,716	5.1%	29,779	27,633	7.8%
....Honeymoon	101,548	99,313	2.3%	99,675	97,646	2.1%	1,873	1,667	12.4%
....Get Married	19,454	18,699	4.0%	19,187	17,726	8.2%	267	974	-72.5%
MC&I (Net)	123,864	139,005	-10.9%	121,517	136,900	-11.2%	2,347	2,106	11.5%
....Convention/Conf.	78,623	97,194	-19.1%	77,412	95,475	-18.9%	1,211	1,719	-29.6%
....Corp. Meetings	22,886	21,769	5.1%	22,377	21,321	5.0%	510	448	13.8%
....Incentive	27,131	24,960	8.7%	26,504	24,960	6.2%	627	0	NA
Other Business	70,566	64,315	9.7%	66,856	62,829	6.4%	3,710	1,485	149.8%
Visit Friends/Relatives	201,591	195,820	2.9%	197,827	192,045	3.0%	3,764	3,775	-0.3%
Government/Military	60,985	49,909	22.2%	51,905	46,156	12.5%	9,080	3,754	141.9%
Attend School	5,127	3,819	34.3%	4,116	3,819	7.8%	1,011	0	NA
Sport Events	14,857	21,095	-29.6%	14,813	20,890	-29.1%	44	205	-78.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,914.9	2,694.6	8.2%	2,837.3	2,635.5	7.7%	77.6	59.0	31.4%
Per Person Per Day (\$)	171.1	165.6	3.3%	171.1	165.6	3.3%	171.1	165.6	3.3%
Per Person Per Trip (\$)	1,786.2	1,725.7	3.5%	1,794.1	1,733.3	3.5%	1,539.5	1,442.5	6.7%

Source: Hawai'i Tourism Authority

**Table 16: 2010 Domestic U.S. East MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	24,002	23,992	26,087	12,756	13,377	14,676	13,999	10,071	9,634	12,551	12,650	17,854	191,649
Iowa	3,418	3,483	2,954	1,716	1,440	1,771	1,606	1,178	1,150	1,396	1,475	2,297	23,884
Kansas	2,175	1,849	2,664	1,488	2,276	2,434	2,474	1,356	1,669	1,689	1,908	2,180	24,161
Minnesota	10,168	10,321	12,892	4,847	3,303	3,302	3,046	3,464	2,365	4,230	4,509	6,497	68,945
Missouri	3,762	3,546	4,034	2,489	4,142	4,975	4,774	2,731	3,043	3,290	2,938	3,538	43,264
Nebraska	2,011	2,212	1,840	1,318	1,279	1,266	1,319	747	775	1,161	884	1,569	16,383
N. Dakota	1,287	1,265	805	348	361	380	320	258	308	340	472	860	7,003
S. Dakota	1,182	1,316	898	550	576	546	459	337	324	445	464	913	8,009
W.S. CENTRAL	16,563	14,625	23,922	16,718	25,861	41,671	41,486	24,551	19,875	19,342	18,910	23,582	287,105
Arkansas	953	882	1,357	774	1,279	1,928	1,879	946	1,157	992	830	1,134	14,111
Louisiana	861	933	1,066	1,301	2,099	2,420	2,578	1,273	1,193	1,317	1,273	1,215	17,529
Oklahoma	2,003	1,480	2,322	1,707	2,829	3,574	3,658	1,800	2,005	1,875	1,859	2,291	27,402
Texas	12,745	11,330	19,178	12,936	19,655	33,750	33,371	20,532	15,520	15,158	14,948	18,942	228,064
E.N. CENTRAL	30,313	31,789	35,783	26,315	22,848	32,267	29,579	23,042	20,024	24,386	24,827	33,244	334,417
Illinois	11,158	11,056	14,018	8,359	8,631	12,371	11,998	9,435	7,594	9,127	10,235	14,154	128,136
Indiana	3,308	2,996	3,562	2,777	2,942	4,814	4,033	2,234	2,455	3,176	2,671	3,573	38,540
Michigan	5,300	6,892	5,916	5,669	3,996	4,466	4,376	4,230	3,457	4,291	4,569	6,041	59,202
Ohio	5,100	5,104	6,217	5,447	4,763	7,807	7,018	4,812	4,503	4,847	4,450	5,813	65,881
Wisconsin	5,448	5,742	6,070	4,063	2,517	2,810	2,154	2,331	2,016	2,945	2,902	3,662	42,658
E.S. CENTRAL	5,255	4,749	6,341	6,387	8,043	10,522	9,007	4,991	5,803	6,578	6,233	6,281	80,190
Alabama	1,174	980	1,740	1,450	2,105	2,748	2,224	1,365	1,366	1,435	1,353	1,453	19,393
Kentucky	1,460	1,302	1,289	1,764	1,748	2,884	2,314	1,152	1,346	1,469	2,326	1,549	20,603
Mississippi	468	476	819	500	859	1,095	1,022	475	590	685	506	628	8,123
Tennessee	2,152	1,991	2,494	2,673	3,330	3,794	3,447	1,999	2,501	2,990	2,048	2,652	32,071
NEW ENGLAND	8,293	9,868	7,492	9,838	7,047	8,224	10,143	10,024	6,313	7,347	6,764	8,523	99,877
Connecticut	1,740	2,020	1,699	2,237	1,758	1,795	2,952	2,693	1,515	1,642	1,642	2,002	23,695
Maine	734	824	631	908	489	586	625	530	467	537	590	562	7,484
Massachusetts	4,021	4,894	3,640	4,585	3,348	4,256	4,780	5,188	3,024	3,626	3,145	4,494	49,001
New Hampshire	864	1,016	721	975	590	662	813	720	625	750	617	724	9,078
Rhode Island	529	502	430	623	535	549	597	566	408	452	416	395	6,002
Vermont	405	612	370	510	327	376	377	326	274	340	354	345	4,616

Table 16: 2010 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)
(Arrivals by air)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	17,801	17,681	18,888	17,399	17,550	20,658	27,254	31,055	15,734	18,136	16,518	20,193	238,868
New Jersey	4,501	3,967	4,820	4,897	4,569	5,476	7,693	9,618	4,130	4,936	4,403	4,991	64,000
New York	8,067	8,785	8,777	7,923	7,414	8,067	11,844	14,916	7,202	8,088	7,709	10,069	108,861
Pennsylvania	5,234	4,929	5,290	4,579	5,567	7,115	7,718	6,520	4,403	5,112	4,406	5,133	66,006
S. ATLANTIC	24,731	21,546	26,237	28,471	30,806	38,561	40,600	31,597	26,359	27,812	23,812	28,836	349,369
Delaware	440	343	364	457	315	488	464	423	305	341	368	344	4,653
Washington,D.C.	664	457	629	535	631	671	708	953	578	638	534	1,024	8,023
Florida	5,889	4,825	6,199	6,988	8,212	10,364	10,285	7,360	6,974	7,278	6,379	7,206	87,958
Georgia	3,051	3,029	3,588	4,873	5,522	6,470	6,287	3,530	4,425	4,013	3,507	4,366	52,661
Maryland	3,704	3,266	3,676	3,214	3,665	4,751	5,855	4,810	3,450	3,798	3,310	4,044	47,544
N. Carolina	3,139	2,995	3,629	3,831	4,028	5,196	5,092	3,563	3,070	3,385	2,666	3,654	44,248
S. Carolina	1,443	1,044	1,424	1,745	1,738	2,420	2,242	1,351	1,453	1,337	1,189	1,457	18,843
Virginia	5,934	5,214	6,255	6,263	6,271	7,373	8,922	9,181	5,647	6,587	5,445	6,364	79,456
West Virginia	467	374	473	566	424	827	744	425	457	435	414	376	5,982
TOTAL U.S. EAST	126,958	124,250	144,750	117,883	125,533	166,580	172,069	135,331	103,743	116,151	109,715	138,513	1,581,476

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

**Table 17: Domestic U.S. Visitors by State: 2001-2010
(Arrivals by air)**

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
PACIFIC COAST	2,351,504	2,143,635	2,171,206	2,558,488	2,541,078	2,432,433	2,234,261	2,103,543	2,001,726	1,908,057
Alaska	69,873	66,076	56,075	46,577	40,737	39,349	36,835	36,954	41,630	41,545
California	1,641,251	1,490,479	1,557,050	1,946,829	1,997,750	1,919,548	1,767,696	1,666,672	1,570,367	1,468,881
Oregon	198,371	176,912	172,079	179,235	165,178	152,462	135,943	128,894	121,245	123,511
Washington	442,008	410,167	386,002	385,846	337,413	321,074	293,786	271,022	268,483	274,120
MOUNTAIN	544,630	523,423	551,782	640,831	635,764	554,935	486,249	459,975	430,499	390,046
Arizona	149,595	140,163	152,122	190,089	198,471	151,642	127,014	123,746	110,926	97,564
Colorado	135,365	128,870	133,645	145,590	140,728	135,564	126,243	124,514	121,257	107,933
Idaho	35,544	36,626	36,683	41,222	36,782	32,752	28,598	26,550	24,013	24,568
Montana	21,008	19,268	20,218	20,105	19,928	19,391	16,774	15,902	15,393	15,264
Nevada	78,277	73,561	76,733	96,806	100,014	91,186	81,437	69,986	61,486	54,879
New Mexico	27,266	25,837	26,802	31,595	30,468	27,699	24,030	23,678	21,595	18,549
Utah	88,835	90,179	96,306	105,904	100,467	88,584	74,862	68,734	69,565	65,648
Wyoming	8,740	8,919	9,274	9,519	8,907	8,117	7,292	6,865	6,265	5,640
W.N. CENTRAL	191,649	185,516	203,438	220,179	226,088	224,273	210,413	194,497	183,216	193,575
Iowa	23,884	23,443	25,851	28,324	28,709	28,221	27,762	24,269	21,938	22,236
Kansas	24,161	23,888	25,676	28,674	28,462	28,442	24,824	23,109	20,880	22,579
Minnesota	68,945	66,000	75,400	79,874	82,888	84,560	80,866	74,975	72,706	79,592
Missouri	43,264	42,492	46,298	50,764	52,998	50,363	47,504	44,829	43,136	45,285
Nebraska	16,383	16,031	16,360	17,918	18,263	18,429	16,644	15,421	13,936	13,170
N. Dakota	7,003	6,004	6,137	6,291	6,391	6,356	5,846	5,173	4,370	4,806
S. Dakota	8,009	7,658	7,716	8,333	8,377	7,901	6,967	6,721	6,249	5,907
W.S. CENTRAL	287,105	275,802	267,355	297,700	295,493	272,439	261,919	247,914	233,376	219,875
Arkansas	14,111	14,013	13,264	14,978	16,455	15,886	14,435	12,776	12,645	11,590
Louisiana	17,529	17,636	18,090	21,783	23,243	20,237	19,348	18,138	16,782	15,529
Oklahoma	27,402	26,122	26,495	30,514	29,759	26,746	26,247	24,355	25,548	21,587
Texas	228,064	218,032	209,506	230,425	226,037	209,570	201,889	192,644	178,400	171,169
E.N. CENTRAL	334,417	320,607	364,099	407,255	427,680	436,299	412,006	376,857	369,468	378,159
Illinois	128,136	120,274	135,097	147,619	153,809	151,806	145,933	139,209	132,686	132,909
Indiana	38,540	36,477	42,069	48,920	51,666	52,721	49,681	41,640	41,267	42,441
Michigan	59,202	57,369	66,683	75,859	81,670	84,412	83,296	75,321	75,659	84,999
Ohio	65,881	62,085	72,598	82,220	86,523	88,463	82,869	74,957	74,538	72,644
Wisconsin	42,658	44,402	47,652	52,636	54,012	58,897	50,226	45,729	45,317	45,166
E.S. CENTRAL	80,190	75,076	82,880	97,862	101,872	99,269	91,958	82,810	81,117	70,810
Alabama	19,393	18,766	21,167	23,638	23,896	23,524	21,300	21,989	22,588	15,640
Kentucky	20,603	18,141	20,702	24,288	27,214	26,759	26,543	21,314	22,623	19,199
Mississippi	8,123	7,893	8,392	10,551	10,639	9,768	9,577	8,376	7,302	7,661
Tennessee	32,071	30,276	32,619	39,385	40,123	39,218	34,538	31,132	28,604	28,310
NEW ENGLAND	99,877	97,319	105,260	121,707	126,058	130,519	119,060	111,412	106,158	105,925
Connecticut	23,695	22,878	25,199	29,124	30,432	31,556	29,542	27,068	25,598	26,050
Maine	7,484	7,502	8,090	9,071	9,378	9,987	9,070	7,505	7,314	6,637
Massachusetts	49,001	48,169	51,109	59,146	61,421	62,914	57,438	55,620	53,890	53,597
New Hampshire	9,078	8,321	9,300	11,485	11,254	11,719	10,549	9,787	8,962	9,290
Rhode Island	6,002	5,703	6,512	7,175	7,993	8,339	7,620	6,752	6,300	6,251
Vermont	4,616	4,745	5,051	5,706	5,581	6,003	4,843	4,680	4,095	4,100
MID ATLANTIC	238,868	230,012	246,367	283,285	285,521	290,955	274,922	253,302	231,823	240,063
New Jersey	64,000	60,716	63,500	75,337	74,534	77,295	75,139	69,991	62,465	65,654
New York	108,861	106,446	112,367	127,397	129,946	134,627	127,142	118,881	108,392	113,547
Pennsylvania	66,006	62,850	70,500	80,551	81,041	79,032	72,640	64,431	60,965	60,862
S. ATLANTIC	349,369	336,216	369,270	429,746	447,991	431,427	386,662	345,012	324,573	316,337
Delaware	4,653	4,565	5,128	6,009	8,168	5,897	5,422	4,726	4,257	4,576
Washington, D.C.	8,023	7,618	7,529	8,116	6,031	7,930	7,345	6,724	6,918	6,309
Florida	87,958	85,249	96,993	121,870	127,551	121,877	105,560	93,543	87,385	83,717
Georgia	52,661	51,144	56,095	65,536	72,763	67,544	60,780	56,765	56,378	53,781
Maryland	47,544	47,283	50,590	59,903	61,832	60,660	54,455	48,981	44,653	43,543
N. Carolina	44,248	40,454	45,863	52,886	52,574	49,633	44,986	37,690	35,417	36,595
S. Carolina	18,843	17,529	19,373	23,053	22,845	21,450	19,297	16,275	16,091	16,114
Virginia	79,456	76,712	80,936	85,295	88,888	89,226	82,316	74,461	68,145	66,277
West Virginia	5,982	5,662	6,764	7,077	7,339	7,210	6,502	5,848	5,328	5,425
UNITED STATES	4,477,610	4,187,606	4,361,657	5,057,052	5,087,546	4,872,548	4,477,449	4,175,321	3,961,956	3,822,845

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

**Table 18: 2010 Domestic U.S. Visitor Characteristics by State
(Arrivals by air)**

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	% ISLES VISITED	# OF TRIPS
PACIFIC COAST	2,351,504	9.48	22,283,343	87.7%	55.9%	17.4%	42.9%	18.9%	3.9%	3.3%	1.15	7.20
Alaska	69,873	12.48	871,936	81.7%	44.8%	17.6%	34.1%	23.9%	4.4%	2.9%	1.22	6.90
California	1,641,251	9.04	14,842,313	87.6%	54.1%	17.0%	46.7%	15.9%	4.0%	3.3%	1.15	7.38
Oregon	198,371	10.22	2,027,144	88.0%	64.7%	18.9%	31.8%	26.2%	4.0%	3.3%	1.15	6.54
Washington	442,008	10.28	4,541,950	88.8%	60.4%	18.1%	35.4%	26.1%	3.4%	3.2%	1.14	6.88
MOUNTAIN	544,630	9.96	5,423,474	83.3%	52.7%	25.3%	40.7%	16.3%	5.0%	4.1%	1.22	5.93
Arizona	149,595	9.62	1,439,404	83.6%	53.0%	25.8%	43.1%	14.1%	5.0%	4.2%	1.22	5.75
Colorado	135,365	10.20	1,380,554	81.9%	58.2%	24.9%	40.5%	17.4%	5.0%	3.9%	1.24	5.87
Idaho	35,544	10.54	374,705	85.0%	59.4%	26.1%	33.1%	23.5%	4.9%	3.8%	1.20	5.43
Montana	21,008	11.25	236,258	82.8%	61.8%	30.1%	33.5%	24.7%	5.4%	4.1%	1.23	4.98
Nevada	78,277	9.85	771,382	85.0%	44.3%	21.5%	43.1%	13.2%	3.8%	4.0%	1.20	7.28
New Mexico	27,266	10.36	282,552	80.8%	51.0%	32.2%	42.7%	14.2%	6.2%	4.2%	1.27	4.90
Utah	88,835	9.54	847,543	83.7%	46.0%	23.7%	39.0%	16.5%	5.4%	4.1%	1.22	5.99
Wyoming	8,740	10.42	91,077	81.4%	58.1%	36.2%	39.7%	18.0%	5.4%	5.2%	1.27	4.46
WEST NORTH CENTRAL	191,649	10.49	2,009,484	74.3%	44.8%	39.9%	48.0%	13.7%	8.0%	5.5%	1.37	4.18
Iowa	23,884	10.47	250,114	73.1%	44.7%	43.5%	48.5%	13.7%	8.6%	6.0%	1.39	3.90
Kansas	24,161	9.93	239,901	75.3%	45.6%	41.6%	49.5%	12.7%	7.7%	5.6%	1.37	3.90
Minnesota	68,945	10.95	754,906	74.5%	45.0%	35.4%	46.2%	14.5%	7.5%	5.2%	1.35	4.64
Missouri	43,264	10.24	443,218	73.1%	43.7%	41.4%	48.2%	13.3%	7.6%	6.1%	1.40	3.99
Nebraska	16,383	9.84	161,243	76.1%	47.2%	41.9%	50.8%	12.3%	9.6%	5.4%	1.35	4.03
North Dakota	7,003	10.61	74,304	74.3%	41.9%	46.7%	51.1%	14.0%	9.2%	4.9%	1.36	3.57
South Dakota	8,009	10.71	85,799	75.9%	45.4%	43.3%	47.7%	13.9%	8.7%	5.0%	1.36	3.86
WEST SOUTH CENTRAL	287,105	9.53	2,737,307	76.7%	43.3%	41.0%	51.8%	11.2%	6.7%	5.5%	1.34	4.17
Arkansas	14,111	10.16	143,328	76.8%	41.4%	46.1%	48.0%	13.3%	7.0%	6.2%	1.37	3.72
Louisiana	17,529	9.69	169,903	72.5%	35.1%	53.2%	51.1%	8.7%	9.6%	6.9%	1.44	3.09
Oklahoma	27,402	9.76	267,380	78.0%	44.3%	41.9%	50.5%	12.6%	7.5%	5.7%	1.33	3.96
Texas	228,064	9.46	2,156,696	76.9%	43.9%	39.7%	52.2%	11.1%	6.3%	5.3%	1.33	4.30
EAST NORTH CENTRAL	334,417	10.65	3,562,772	71.3%	45.1%	41.8%	49.2%	12.5%	7.1%	6.8%	1.42	4.05
Illinois	128,136	10.20	1,307,621	73.4%	49.2%	38.0%	52.8%	12.1%	6.7%	7.0%	1.37	4.39
Indiana	38,540	10.60	408,519	71.8%	42.3%	44.3%	48.0%	12.2%	7.6%	6.5%	1.43	3.78
Michigan	59,202	11.45	677,657	69.9%	43.5%	43.0%	45.9%	13.8%	6.7%	7.2%	1.45	3.99
Ohio	65,881	10.58	696,887	68.8%	40.0%	45.8%	48.3%	11.3%	8.0%	6.7%	1.49	3.64
Wisconsin	42,658	11.07	472,088	70.4%	45.6%	42.5%	45.4%	14.4%	7.0%	6.0%	1.43	3.96
EAST SOUTH CENTRAL	80,190	10.17	815,179	73.4%	37.1%	46.6%	52.9%	10.1%	9.2%	5.9%	1.41	3.63
Alabama	19,393	10.06	195,142	74.4%	32.4%	48.2%	54.6%	8.5%	8.5%	5.4%	1.40	3.67
Kentucky	20,603	10.32	212,725	72.1%	41.1%	45.4%	51.5%	11.9%	8.0%	5.8%	1.42	3.56
Mississippi	8,123	9.74	79,153	75.0%	33.8%	52.3%	54.3%	10.4%	11.2%	6.1%	1.38	3.38
Tennessee	32,071	10.23	328,158	73.1%	38.3%	45.0%	52.3%	9.8%	9.9%	6.3%	1.42	3.72
NEW ENGLAND	99,877	11.76	1,175,051	69.7%	42.8%	40.9%	48.2%	10.4%	7.6%	7.4%	1.44	4.38
Connecticut	23,695	11.48	272,054	67.3%	40.4%	42.6%	50.0%	9.6%	7.3%	7.4%	1.48	4.15
Maine	7,484	13.44	100,617	76.5%	42.0%	36.0%	42.3%	13.0%	6.8%	4.1%	1.34	4.94
Massachusetts	49,001	11.43	559,977	68.8%	44.6%	41.4%	49.8%	10.0%	8.2%	8.6%	1.45	4.32
New Hampshire	9,078	12.45	113,053	70.5%	41.9%	41.0%	44.7%	11.1%	7.3%	5.2%	1.45	4.28
Rhode Island	6,002	11.68	70,116	72.0%	34.2%	39.4%	52.1%	9.5%	6.6%	7.5%	1.40	4.75
Vermont	4,616	12.83	59,234	74.9%	49.9%	36.0%	34.8%	14.5%	5.8%	5.1%	1.34	5.03
MIDDLE ATLANTIC	238,868	10.86	2,594,181	65.5%	37.9%	47.3%	52.1%	7.7%	7.6%	8.2%	1.53	3.65
New Jersey	64,000	10.87	695,809	62.3%	36.6%	45.5%	54.3%	6.9%	7.8%	8.2%	1.57	3.73
New York	108,861	10.81	1,176,463	66.7%	38.4%	47.3%	52.6%	7.5%	7.1%	8.8%	1.50	3.74
Pennsylvania	66,006	10.94	721,908	66.8%	38.4%	48.9%	49.1%	8.9%	8.4%	7.1%	1.52	3.44
SOUTH ATLANTIC	349,369	10.57	3,692,435	73.1%	32.4%	41.7%	52.5%	7.6%	8.6%	5.4%	1.41	4.30
Delaware	4,653	11.11	51,705	72.1%	36.2%	38.6%	54.0%	7.1%	8.4%	6.7%	1.38	4.77
Washington D.C.	8,023	9.71	77,890	68.5%	33.8%	47.0%	47.6%	10.4%	9.4%	7.5%	1.49	3.71
Florida	87,958	11.07	973,428	70.8%	33.2%	42.2%	49.7%	7.1%	7.7%	5.5%	1.47	4.36
Georgia	52,661	9.77	514,538	74.7%	33.8%	44.0%	53.7%	8.9%	8.9%	5.5%	1.39	3.94
Maryland	47,544	10.48	498,415	73.5%	32.5%	40.2%	55.1%	7.2%	10.1%	5.4%	1.39	4.42
North Carolina	44,248	10.70	473,381	72.1%	35.3%	46.8%	48.6%	7.9%	8.7%	5.6%	1.44	3.61
South Carolina	18,843	10.86	204,620	72.0%	31.8%	46.4%	48.3%	8.5%	8.8%	5.2%	1.46	3.72
Virginia	79,456	10.54	837,295	75.7%	28.5%	35.8%	56.2%	7.1%	8.3%	5.0%	1.35	5.01
West Virginia	5,982	10.22	61,161	73.2%	33.5%	51.4%	54.0%	7.4%	10.3%	6.4%	1.43	3.10

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

**Table 19: 2010 Market Penetrations for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2010	2009	% CHNG	Population (1000) ¹	Est. 2010 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	669,158	624,890	7.1%	16,037	41.7
2	San Francisco/Oakland/San Jose, CA	552,585	484,868	14.0%	6,874	80.4
3	Seattle/Tacoma/Bremington, WA	325,380	301,223	8.0%	3,466	93.9
4	Portland/Salem, OR/WA	163,771	143,940	13.8%	2,181	75.1
5	San Diego, CA	152,045	137,152	10.9%	2,821	53.9
6	New York/Northern New Jersey/Long Island,	145,689	141,273	3.1%	20,197	7.2
7	Phoenix/Mesa, AZ	108,512	104,518	3.8%	3,014	36.0
8	Sacramento/Yolo, CA	106,598	92,336	15.4%	1,741	61.2
9	Chicago/Gary/Kenosha, IL/IN/WI	106,169	98,844	7.4%	8,886	11.9
10	Washington/Baltimore, DC/MD/VA/WV	99,879	97,612	2.3%	7,359	13.6
11	Denver/Boulder/Greeley, CO	88,365	84,041	5.1%	2,418	36.5
12	Dallas/Fort Worth, TX	80,484	75,228	7.0%	4,910	16.4
13	Houston/Galveston/Brazoria, TX	62,301	59,726	4.3%	4,494	13.9
14	Las Vegas, NV/AZ	59,244	55,110	7.5%	1,381	42.9
15	Salt Lake City/Ogden, UT	54,564	54,959	-0.7%	1,275	42.8
16	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/	52,999	51,318	3.3%	5,667	9.4
17	Minneapolis/Saint Paul, MN/WI	51,324	48,507	5.8%	2,872	17.9
18	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	38,851	37,427	3.8%	5,999	6.5
19	Anchorage, AK	37,664	35,134	7.2%	258	146.1
20	Atlanta, GA	37,616	36,516	3.0%	3,857	9.8
21	Detroit/Ann Arbor/Flint, MI	34,301	33,152	3.5%	5,469	6.3
22	Saint Louis, MO/IL	24,244	23,569	2.9%	2,569	9.4
23	Austin/San Marcos, TX	23,105	21,563	7.2%	1,146	20.2
24	Kansas City, MO/KS	21,318	20,699	3.0%	1,756	12.1
25	Tucson, AZ	19,393	18,605	4.2%	804	24.1
26	Spokane, WA	19,164	18,390	4.2%	410	46.8
27	Cleveland/Akron, OH	18,825	16,020	17.5%	2,911	6.5
28	Stockton-Lodi, CA	18,341	16,164	13.5%	563	32.6
29	Fresno, CA	17,942	17,993	-0.3%	880	20.4
30	Santa Barbara/Santa Maria/Lompoc, CA	17,755	17,033	4.2%	391	45.4
31	San Antonio, TX	17,604	18,231	-3.4%	1,565	11.2
32	Provo/Orem, UT	17,015	17,249	-1.4%	347	49.0
33	Norfolk/Virginia Beach/Newport News, VA/NC	16,816	16,106	4.4%	1,563	10.8
34	Colorado Springs, CO	16,176	15,613	3.6%	500	32.4
35	Boise City, ID	15,661	15,852	-1.2%	408	38.4
36	Miami/Fort Lauderdale, FL	15,374	14,832	3.6%	3,711	4.1
37	Reno, NV	15,337	14,919	2.8%	320	48.0
38	Cincinnati/Hamilton, OH/KY/IN	15,262	15,107	1.0%	1,961	7.8
39	Eugene/Springfield, OR	15,026	14,218	5.7%	315	47.7
40	Tampa/Saint Petersburg/Clearwater, FL	14,655	14,014	4.6%	2,278	6.4
41	Albuquerque, NM	14,638	13,841	5.8%	679	21.6
42	Pittsburgh, PA	14,133	13,487	4.8%	2,331	6.1
43	Indianapolis, IN	13,749	13,026	5.6%	1,537	8.9
44	Milwaukee/Racine, WI	13,345	13,401	-0.4%	1,648	8.1
45	Salinas, CA	12,939	11,764	10.0%	372	34.8
46	Bakersfield, CA	12,273	11,752	4.4%	642	19.1
47	Orlando, FL	12,159	12,189	-0.3%	1,535	7.9
48	Columbus, OH	11,936	11,925	0.1%	1,489	8.0
49	San Luis Obispo/Atascadero/Paso Robles, CA	11,805	11,300	4.5%	237	49.8
50	Bellingham, WA	11,760	11,274	4.3%	160	73.4
51	Modesto, CA	11,514	11,017	4.5%	437	26.4
52	Charlotte/Gastonia/Rock Hill, NC/SC	11,465	9,597	19.5%	1,417	8.1
53	Hartford, CT	11,339	10,420	8.8%	1,148	9.9
54	Oklahoma City, OK	11,205	10,476	7.0%	1,046	10.7
55	Raleigh/Durham/Chapel Hill, NC	11,002	10,563	4.2%	1,106	10.0
56	Nashville, TN	10,727	9,890	8.5%	1,172	9.2
57	Omaha, NE/IA	8,838	9,040	-2.2%	699	12.6
58	Fort Collins/Loveland, CO	8,455	7,699	9.8%	237	35.7
59	Jacksonville, FL	8,114	7,367	10.1%	1,056	7.7
60	Tulsa, OK	8,093	7,979	1.4%	786	10.3

¹ Based on 2009 population data

Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 20: Japan MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by Air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	7,277,498	6,806,138	6.9%	57,003	51,041	11.7%	7,220,495	6,755,097	6.9%
Total Visitors	1,239,481	1,168,080	6.1%	8,149	6,724	21.2%	1,231,332	1,161,356	6.0%
PARTY SIZE									
One	79,636	64,395	23.7%	2,886	2,361	22.2%	76,750	62,034	23.7%
Two	477,767	490,621	-2.6%	3,172	2,544	24.7%	474,595	488,077	-2.8%
Three or more	682,079	613,063	11.3%	2,092	1,818	15.1%	679,987	611,245	11.2%
Avg Party Size	2.73	2.66	2.4%	1.63	1.63	-0.4%	2.74	2.67	2.5%
VISIT STATUS									
First-Time	514,875	492,023	4.6%	2,699	2,014	34.0%	512,176	490,009	4.5%
Repeat	724,606	676,057	7.2%	5,450	4,710	15.7%	719,156	671,347	7.1%
Average # of Trips	3.81	3.80	0.4%	5.51	5.86	-6.0%	3.80	3.78	0.4%
TRAVEL METHOD									
Group Tour	408,379	397,244	2.8%	977	641	52.4%	407,402	396,603	2.7%
Package	923,576	904,097	2.2%	2,793	2,222	25.7%	920,784	901,875	2.1%
Group Tour & Pkg	360,174	356,146	1.1%	698	475	46.8%	359,476	355,671	1.1%
True Independent	267,699	222,885	20.1%	5,077	4,336	17.1%	262,622	218,549	20.2%
ISLANDS VISITED									
Oahu	1,185,534	1,132,226	4.7%	7,479	6,139	21.8%	1,178,055	1,126,088	4.6%
Maui County	62,072	57,103	8.7%	583	608	-4.1%	61,489	56,495	8.8%
...Maui	60,749	55,646	9.2%	561	587	-4.5%	60,189	55,059	9.3%
...Moloka'i	1,436	1,467	-2.1%	17	33	-48.3%	1,419	1,434	-1.1%
...Lana'i	1,462	1,781	-17.9%	16	31	-48.6%	1,446	1,750	-17.4%
Kaua'i	21,362	20,892	2.2%	246	227	8.2%	21,115	20,665	2.2%
Hawai'i Island	187,246	164,745	13.7%	652	576	13.3%	186,594	164,170	13.7%
...Hilo	72,624	65,846	10.3%	207	205	0.7%	72,417	65,641	10.3%
...Kona	129,429	111,301	16.3%	530	455	16.4%	128,899	110,845	16.3%
LENGTH OF STAY									
Oahu (days)	5.40	5.38	0.4%	6.33	6.71	-5.7%	5.39	5.37	0.4%
Maui (days)	3.24	3.03	6.9%	7.01	7.62	-8.0%	3.21	2.98	7.5%
Moloka'i (days)	1.74	1.27	36.6%	3.96	1.20	229.5%	1.71	1.28	34.3%
Lana'i (days)	1.76	2.10	-16.4%	3.88	2.23	74.1%	1.73	2.10	-17.4%
Kaua'i (days)	2.34	2.09	12.4%	8.89	5.38	65.2%	2.27	2.05	10.7%
Hawai'i Island (days)	3.33	3.01	10.6%	5.22	7.00	-25.5%	3.32	3.00	10.9%
...Hilo (days)	1.81	1.64	10.2%	4.07	7.68	-47.0%	1.80	1.62	11.1%
...Kona (days)	3.80	3.49	9.1%	4.83	5.38	-10.2%	3.80	3.48	9.2%
Statewide (days)	5.87	5.83	0.8%	7.00	7.59	-7.9%	5.86	5.82	0.8%
ACCOMMODATIONS									
Hotel	1,082,533	1,035,589	4.5%	6,437	5,041	27.7%	1,076,096	1,030,548	4.4%
...Hotel Only	1,059,946	1,014,478	4.5%	6,142	4,798	28.0%	1,053,804	1,009,680	4.4%
Condo	122,203	107,196	14.0%	892	850	4.9%	121,311	106,346	14.1%
...Condo Only	101,649	88,342	15.1%	757	707	7.2%	100,892	87,635	15.1%
Timeshare	40,479	29,205	38.6%	167	181	-7.6%	40,312	29,024	38.9%
...Timeshare Only	31,879	20,605	54.7%	116	145	-20.2%	31,764	20,460	55.2%
Rental House	2,866	2,310	24.0%	117	109	6.9%	2,749	2,201	24.9%
Bed & Breakfast	1,611	1,169	37.9%	30	26	15.8%	1,581	1,143	38.4%
Cruise Ship	921	754	22.1%	44	16	174.2%	877	738	18.8%
Friends or Relatives	15,718	16,197	-3.0%	578	601	-3.9%	15,140	15,595	-2.9%
PURPOSE OF TRIP									
Pleasure (Net)	1,067,634	1,074,178	-0.6%	6,671	5,620	18.7%	1,060,963	1,068,558	-0.7%
....Vacation	857,560	847,075	1.2%	5,266	4,566	15.3%	852,294	842,509	1.2%
.....Honeymoon	202,161	215,710	-6.3%	1,455	1,074	35.5%	200,706	214,636	-6.5%
...Get Married	55,222	55,934	-1.3%	75	74	2.2%	55,147	55,860	-1.3%
MC&I (Net)	47,620	35,576	33.9%	318	215	48.0%	47,303	35,361	33.8%
....Convention/Conf.	17,637	14,803	19.1%	148	110	34.5%	17,490	14,693	19.0%
.....Corp. Meetings	8,759	4,688	86.8%	138	83	66.6%	8,622	4,606	87.2%
.....Incentive	21,955	16,529	32.8%	48	31	56.2%	21,907	16,499	32.8%
Other Business	6,836	6,007	13.8%	289	204	41.9%	6,547	5,803	12.8%
Visit Friends/Relatives	21,709	23,371	-7.1%	744	715	4.2%	20,964	22,657	-7.5%
Government/Military	958	828	15.6%	106	75	41.9%	851	753	13.0%
Attend School	2,819	1,795	57.1%	55	63	-13.5%	2,764	1,732	59.6%
Sport Events	38,386	34,608	10.9%	133	121	9.4%	38,253	34,487	10.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,900.0	1,826.3	4.0%	14.9	13.7	8.7%	1,885.1	1,812.6	4.0%
Per Person Per Day (\$)	261.1	268.3	-2.7%	261.1	268.3	-2.7%	261.1	268.3	-2.7%
Per Person Per Trip (\$)	1,532.9	1,563.5	-2.0%	1,826.2	2,037.0	-10.3%	1,530.9	1,560.8	-1.9%

Source: Hawai'i Tourism Authority

Table 21: 2010 International Japan MMA Visitor Characteristics by Region

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Arrivals by Air	156,833	246,574	48,433	579,794	47,031	27,569	75,350	44,167	5,581
PARTY SIZE									
One	8,271	14,848	2,199	40,310	2,750	1,271	4,681	1,978	443
Two	65,983	91,140	19,123	222,204	19,173	10,327	27,560	17,378	1,705
Three or more	82,578	140,586	27,112	317,279	25,108	15,970	43,109	24,811	3,433
Avg Party Size	2.72	2.77	2.89	2.63	2.74	2.95	2.85	2.86	2.83
VISIT STATUS									
First-Time	76,049	104,723	26,584	202,220	24,445	14,431	40,882	20,357	2,485
Repeat	80,784	141,852	21,849	377,574	22,585	13,138	34,468	23,810	3,097
Average # of Trips	3.33	3.79	2.97	4.71	3.13	2.60	2.80	3.41	3.25
TRAVEL METHOD									
Group Tour	52,400	85,581	17,385	173,128	16,141	11,101	31,872	17,492	2,302
Package	124,926	181,998	38,682	415,018	37,152	23,727	59,983	35,842	3,455
Group Tour & Pkg	46,055	75,239	15,254	154,357	14,227	10,158	26,829	15,373	1,985
True Independent	26,195	54,118	7,832	144,258	8,124	3,109	10,758	6,463	1,765
ISLANDS VISITED									
O'ahu	150,982	237,451	47,490	548,273	45,863	26,891	73,319	42,405	5,380
Maui County	8,169	13,250	1,948	28,622	1,808	1,470	4,034	1,948	238
...Maui	7,829	13,024	1,933	28,040	1,778	1,439	3,999	1,909	238
...Moloka'i	260	318	20	571	79	41	91	39	0
...Lāna'i	217	110	0	1,015	0	40	18	45	0
Kaua'i	2,165	3,686	437	11,221	582	747	1,705	363	210
Hawai'i Island	23,647	34,366	6,318	93,998	8,081	3,571	10,219	5,722	671
...Hilo	11,244	15,045	3,274	27,806	4,771	2,230	5,533	2,323	191
...Kona	13,704	22,179	3,112	74,333	3,920	1,722	5,575	3,838	517
LENGTH OF STAY									
O'ahu (days)	5.32	5.37	5.17	5.58	5.34	5.26	5.12	5.70	5.73
Maui (days)	2.26	3.05	2.21	3.44	2.46	6.48	2.49	2.32	2.43
Moloka'i (days)	1.57	2.59	3.00	1.42	1.50	1.00	1.00	1.00	0.00
Lāna'i (days)	1.19	1.00	0.00	1.95	0.00	1.00	1.00	6.00	0.00
Kaua'i (days)	2.07	1.89	2.49	2.42	2.48	1.54	1.24	3.84	1.99
Hawai'i Island (days)	3.08	2.95	2.17	3.83	2.32	1.96	2.23	3.01	2.77
...Hilo (days)	1.78	1.77	1.16	2.05	1.37	1.26	1.28	1.34	1.70
...Kona (days)	3.91	3.43	3.24	4.17	3.14	2.43	2.86	3.75	3.03
Statewide (days)	5.69	5.74	5.43	6.07	5.69	5.73	5.42	5.95	6.01
ACCOMMODATIONS									
Hotel	142,640	215,850	44,734	489,582	42,383	26,608	69,719	39,872	4,707
...Hotel Only	140,888	212,006	44,142	476,172	41,342	26,208	69,147	39,268	4,632
Condo	10,669	22,375	3,326	72,049	3,743	960	4,286	3,552	351
...Condo Only	8,655	18,564	2,856	59,786	3,219	705	3,914	2,854	338
Timeshare	4,418	9,436	852	21,659	1,006	238	1,363	1,292	46
...Timeshare Only	3,647	7,873	860	16,673	740	179	910	834	47
Rental house	54	528	0	1,659	0	44	309	155	0
Bed & Breakfast	264	210	7	870	26	23	24	140	14
Cruise Ship	0	115	0	366	27	156	154	59	0
Friends or Relatives	1,570	2,770	268	8,521	692	101	536	209	474
PURPOSE OF TRIP									
Pleasure (Net)	134,441	209,782	40,746	503,978	39,585	24,116	65,553	38,629	4,131
.....Vacation	97,415	167,654	27,770	430,133	27,913	16,517	50,722	30,384	3,786
.....Honeymoon	37,274	39,837	12,562	69,723	11,064	7,579	13,899	8,418	351
.....Getting Married	7,000	11,794	2,929	23,429	2,568	1,919	3,522	1,985	0
MC&I (Net)	4,599	10,838	3,689	18,689	3,089	978	3,465	1,643	312
.....Convention/Conf.	1,566	4,010	1,091	8,208	672	194	1,305	257	186
.....Corp. Meetings	475	2,258	1,180	3,059	332	331	874	112	0
.....Incentive	2,520	4,707	1,500	7,937	2,039	502	1,344	1,234	123
Other Business	482	990	86	4,064	117	25	427	129	226
Visit Friends/Relatives	1,911	3,755	631	11,477	1,013	349	836	388	604
Government/Military	345	82	0	227	0	0	87	25	86
Attend School	156	417	52	1,599	78	0	122	306	35
Sport Events	4,615	7,776	726	20,398	908	439	2,039	1,319	33

**Table 22: Canada MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	5,159,937	4,396,325	17.4%	2,177,962	1,918,091	13.5%	2,981,974	2,478,235	20.3%
Total Visitors	406,452	346,583	17.3%	171,548	150,752	13.8%	234,904	195,831	20.0%
PARTY SIZE									
One	50,684	44,511	13.9%	28,435	25,718	10.6%	22,250	18,792	18.4%
Two	189,003	161,721	16.9%	76,958	67,962	13.2%	112,045	93,759	19.5%
Three or more	166,764	140,351	18.8%	66,155	57,071	15.9%	100,609	83,280	20.8%
Avg Party Size	2.18	2.16	0.9%	2.04	2.02	0.9%	2.28	2.26	0.6%
VISIT STATUS									
First-Time	149,951	130,060	15.3%	68,646	59,343	15.7%	81,305	70,718	15.0%
Repeat	256,501	216,522	18.5%	102,902	91,409	12.6%	153,599	125,113	22.8%
Average # of Trips	3.99	3.97	0.5%	4.05	4.07	-0.5%	3.95	3.89	1.4%
TRAVEL METHOD									
Group Tour	10,506	8,978	17.0%	4,846	4,601	5.3%	5,661	4,377	29.3%
Package	115,465	93,508	23.5%	45,086	38,737	16.4%	70,380	54,771	28.5%
Group Tour & Pkg	7,873	6,481	21.5%	3,445	3,388	1.7%	4,428	3,094	43.1%
True Independent	288,352	250,577	15.1%	125,061	110,801	12.9%	163,292	139,776	16.8%
ISLANDS VISITED									
O'ahu	196,737	168,911	16.5%	75,726	67,106	12.8%	121,012	101,805	18.9%
Mauai County	199,817	172,343	15.9%	77,841	68,455	13.7%	121,976	103,888	17.4%
...Mauai	198,048	170,754	16.0%	77,038	67,647	13.9%	121,010	103,107	17.4%
...Moloka'i	3,360	3,751	-10.4%	1,475	1,508	-2.2%	1,886	2,243	-15.9%
...Lāna'i	4,678	4,623	1.2%	1,804	1,546	16.7%	2,874	3,077	-6.6%
Kaua'i	54,866	44,638	22.9%	30,674	26,419	16.1%	24,192	18,219	32.8%
Hawai'i Island	75,420	67,122	12.4%	41,083	36,438	12.7%	34,337	30,684	11.9%
...Hilo	29,368	24,783	18.5%	14,201	12,098	17.4%	15,167	12,685	19.6%
...Kona	67,747	60,358	12.2%	37,244	33,095	12.5%	30,503	27,263	11.9%
LENGTH OF STAY									
O'ahu (days)	9.62	9.53	0.9%	9.27	9.33	-0.6%	9.83	9.67	1.7%
Mauai (days)	10.65	10.63	0.2%	10.25	10.35	-1.0%	10.91	10.81	0.9%
Moloka'i (days)	4.89	5.36	-8.7%	6.22	6.05	2.7%	3.85	4.89	-21.3%
Lāna'i (days)	2.85	2.84	0.2%	3.39	3.41	-0.7%	2.51	2.55	-1.8%
Kaua'i (days)	7.99	7.84	1.9%	8.79	8.78	0.2%	6.98	6.49	7.6%
Hawai'i Island (days)	9.15	8.76	4.5%	9.77	9.49	3.0%	8.41	7.89	6.6%
...Hilo (days)	3.33	3.11	7.0%	3.91	3.87	1.2%	2.78	2.39	16.4%
...Kona (days)	8.75	8.46	3.4%	9.29	9.04	2.8%	8.09	7.77	4.1%
Statewide (days)	12.70	12.68	0.1%	12.70	12.72	-0.2%	12.69	12.65	0.3%
ACCOMMODATIONS									
Hotel	209,372	177,801	17.8%	85,222	73,018	16.7%	124,150	104,783	18.5%
...Hotel Only	163,133	137,602	18.6%	65,339	55,571	17.6%	97,794	82,031	19.2%
Condo	145,972	122,775	18.9%	57,946	50,368	15.0%	88,026	72,407	21.6%
...Condo Only	116,977	98,391	18.9%	46,623	40,764	14.4%	70,355	57,628	22.1%
Timeshare	42,984	38,260	12.3%	19,494	18,658	4.5%	23,490	19,603	19.8%
...Timeshare Only	30,226	27,143	11.4%	14,532	13,629	6.6%	15,694	13,514	16.1%
Rental House	26,729	21,093	26.7%	12,101	10,449	15.8%	14,627	10,644	37.4%
Bed & Breakfast	5,262	4,189	25.6%	2,669	2,144	24.5%	2,592	2,044	26.8%
Cruise Ship	10,602	10,486	1.1%	6,197	6,308	-1.8%	4,405	4,177	5.4%
Friends or Relatives	19,311	18,377	5.1%	10,155	9,368	8.4%	9,156	9,008	1.6%
PURPOSE OF TRIP									
Pleasure (Net)	375,662	318,894	17.8%	157,202	137,210	14.6%	218,460	181,684	20.2%
....Vacation	361,611	306,690	17.9%	150,442	131,228	14.6%	211,169	175,463	20.4%
....Honeymoon	13,415	12,467	7.6%	7,001	6,229	12.4%	6,414	6,238	2.8%
...Get Married	4,003	2,920	37.1%	1,554	1,354	14.8%	2,448	1,566	56.3%
MC&I (Net)	15,989	17,109	-6.5%	7,509	8,316	-9.7%	8,480	8,793	-3.6%
....Convention/Conf.	11,757	12,329	-4.6%	5,759	6,150	-6.4%	5,998	6,179	-2.9%
....Corp. Meetings	2,010	2,585	-22.3%	848	1,037	-18.2%	1,161	1,548	-25.0%
....Incentive	2,835	2,790	1.6%	1,119	1,421	-21.3%	1,716	1,369	25.3%
Other Business	3,262	3,248	0.4%	1,961	1,968	-0.4%	1,301	1,280	1.7%
Visit Friends/Relatives	15,621	14,902	4.8%	8,519	7,982	6.7%	7,102	6,920	2.6%
Government/Military	835	553	51.0%	644	440	46.4%	192	114	68.8%
Attend School	446	380	17.5%	272	247	9.9%	174	132	31.8%
Sport Events	3,571	3,865	-7.6%	2,244	2,174	3.2%	1,327	1,691	-21.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	748.0	628.8	19.0%	315.7	274.3	15.1%	432.3	354.5	22.0%
Per Person Per Day (\$)	145.0	143.0	1.4%	145.0	143.0	1.4%	145.0	143.0	1.4%
Per Person Per Trip (\$)	1,840.4	1,814.3	1.4%	1,840.5	1,819.8	1.1%	1,840.3	1,810.0	1.7%

**Table 23: Europe MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	1,460,467	1,366,674	6.9%	1,288,036	1,233,087	4.5%	172,430	133,587	29.1%
Total Visitors	114,568	104,403	9.7%	98,752	93,329	5.8%	15,816	11,074	42.8%
PARTY SIZE									
One	27,183	26,960	0.8%	24,106	23,958	0.6%	3,076	3,002	2.5%
Two	59,302	53,789	10.3%	50,512	47,593	6.1%	8,790	6,196	41.9%
Three or more	28,083	23,655	18.7%	24,133	21,778	10.8%	3,950	1,877	110.5%
Avg Party Size	1.78	1.74	2.7%	1.77	1.74	1.6%	1.86	1.68	10.9%
VISIT STATUS									
First-Time	81,673	73,521	11.1%	69,247	64,945	6.6%	12,426	8,576	44.9%
Repeat	32,895	30,882	6.5%	29,505	28,384	3.9%	3,390	2,498	35.7%
Average # of Trips	2.30	2.32	-0.8%	2.36	2.39	-1.3%	1.90	1.67	13.5%
TRAVEL METHOD									
Group Tour	7,035	7,236	-2.8%	6,292	6,579	-4.4%	742	657	13.0%
Package	48,217	42,835	12.6%	43,111	39,369	9.5%	5,106	3,467	47.3%
Group Tour & Pkg	4,943	5,236	-5.6%	4,292	4,638	-7.5%	651	598	9.0%
True Independent	64,259	59,568	7.9%	53,640	52,020	3.1%	10,619	7,548	40.7%
ISLANDS VISITED									
O'ahu	83,034	76,412	8.7%	70,013	66,739	4.9%	13,021	9,673	34.6%
Maui County	44,668	39,698	12.5%	39,541	36,217	9.2%	5,127	3,481	47.3%
...Maui	43,785	39,012	12.2%	38,745	35,592	8.9%	5,040	3,420	47.4%
...Moloka'i	1,828	1,763	3.7%	1,443	1,466	-1.6%	385	297	29.5%
...Lāna'i	1,827	1,733	5.4%	1,390	1,287	8.0%	437	446	-2.0%
Kaua'i	22,260	20,938	6.3%	20,019	18,966	5.5%	2,241	1,972	13.7%
Hawai'i Island	31,302	30,397	3.0%	26,810	27,294	-1.8%	4,492	3,104	44.7%
...Hilo	14,782	14,567	1.5%	12,175	12,314	-1.1%	2,608	2,254	15.7%
...Kona	24,948	24,263	2.8%	21,330	21,823	-2.3%	3,618	2,440	48.3%
LENGTH OF STAY									
O'ahu (days)	8.81	9.10	-3.2%	9.06	9.25	-2.1%	7.49	8.07	-7.2%
Maui (days)	8.09	8.13	-0.5%	8.11	8.05	0.7%	7.91	8.89	-11.0%
Moloka'i (days)	3.97	4.13	-4.0%	4.59	4.61	-0.4%	1.63	1.80	-9.1%
Lāna'i (days)	3.52	2.94	19.9%	4.14	3.53	17.1%	1.56	1.21	28.9%
Kaua'i (days)	6.12	6.11	0.2%	6.32	6.25	1.1%	4.34	4.72	-8.1%
Hawai'i Island (days)	7.18	7.04	2.1%	7.49	7.29	2.6%	5.35	4.76	12.4%
...Hilo (days)	4.17	4.34	-3.9%	4.52	4.60	-1.7%	2.52	2.91	-13.1%
...Kona (days)	6.54	6.21	5.3%	6.83	6.53	4.6%	4.82	3.37	43.1%
Statewide (days)	12.75	13.09	-2.6%	13.04	13.21	-1.3%	10.90	12.06	-9.6%
ACCOMMODATIONS									
Hotel	84,654	76,887	10.1%	74,423	68,909	8.0%	10,231	7,978	28.2%
...Hotel Only	71,659	64,120	11.8%	63,174	57,699	9.5%	8,485	6,421	32.1%
Condo	10,256	8,435	21.6%	8,264	7,720	7.0%	1,992	716	178.4%
...Condo Only	5,985	5,108	17.2%	5,131	4,856	5.7%	855	252	239.0%
Timeshare	3,463	3,215	7.7%	2,813	2,848	-1.2%	650	367	77.3%
...Timeshare Only	2,680	2,342	14.4%	2,037	2,139	-4.8%	643	203	217.1%
Rental House	6,703	6,073	10.4%	6,056	5,759	5.2%	647	314	106.0%
Bed & Breakfast	5,264	5,127	2.7%	4,655	4,700	-1.0%	608	427	42.5%
Cruise Ship	3,330	3,374	-1.3%	3,003	3,181	-5.6%	326	193	69.2%
Friends or Relatives	10,583	10,162	4.2%	8,671	8,982	-3.5%	1,913	1,179	62.2%
PURPOSE OF TRIP									
Pleasure (Net)	99,145	89,807	10.4%	85,812	79,997	7.3%	13,332	9,810	35.9%
.....Vacation	85,341	78,162	9.2%	73,633	69,182	6.4%	11,708	8,980	30.4%
.....Honeymoon	14,190	11,924	19.0%	12,566	11,168	12.5%	1,624	756	115.0%
... Get Married	1,831	1,327	38.0%	1,430	1,207	18.5%	401	119	235.8%
MC&I (Net)	5,574	7,077	-21.2%	5,072	6,363	-20.3%	502	714	-29.6%
.....Convention/Conf.	4,076	5,507	-26.0%	3,607	4,997	-27.8%	469	510	-8.1%
.....Corp. Meetings	705	773	-8.9%	705	728	-3.2%	0	45	-100.0%
.....Incentive	969	966	0.2%	935	808	15.8%	34	158	-78.8%
Other Business	2,210	1,726	28.0%	1,649	1,614	2.2%	561	112	398.9%
Visit Friends/Relatives	9,236	8,113	13.8%	7,824	7,757	0.9%	1,412	356	297.2%
Government/Military	558	527	6.0%	490	416	17.7%	69	110	-38.0%
Attend School	790	724	9.2%	790	713	10.8%	0	11	-100.0%
Sport Events	2,567	2,183	17.6%	1,797	2,092	-14.1%	771	90	751.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	232.2	197.2	17.7%	204.7	177.9	15.1%	27.4	19.3	42.2%
Per Person Per Day (\$)	159.0	144.3	10.2%	159.0	144.3	10.2%	159.0	144.3	10.2%
Per Person Per Trip (\$)	2,026.3	1,888.7	7.3%	2,073.3	1,906.3	8.8%	1,733.0	1,740.5	-0.4%

Source: Hawai'i Tourism Authority

**Table 24: United Kingdom Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

United Kingdom	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	505,029	500,336	0.9%	445,229	427,838	4.1%	59,800	72,498	-17.5%
Total Visitors	46,244	44,476	4.0%	39,831	37,790	5.4%	6,413	6,686	-4.1%
PARTY SIZE									
One	8,089	8,885	-9.0%	7,455	7,441	0.2%	634	1,444	-56.1%
Two	26,408	25,781	2.4%	22,993	21,645	6.2%	3,414	4,136	-17.4%
Three or more	11,748	9,810	19.8%	9,383	8,704	7.8%	2,364	1,106	113.8%
Avg Party Size	1.91	1.83	4.7%	1.86	1.84	1.1%	2.24	1.76	27.5%
VISIT STATUS									
First-Time	33,239	31,675	4.9%	27,745	26,106	6.3%	5,494	5,568	-1.3%
Repeat	13,005	12,801	1.6%	12,086	11,684	3.4%	919	1,118	-17.8%
Average # of Trips	2.31	2.29	0.6%	2.39	2.44	-2.2%	1.82	1.46	24.4%
TRAVEL METHOD									
Group Tour	2,508	2,550	-1.7%	2,148	2,212	-2.9%	360	339	6.4%
Package	24,414	22,037	10.8%	21,484	19,799	8.5%	2,931	2,238	30.9%
Group Tour & Pkg	2,139	2,118	1.0%	1,779	1,815	-2.0%	360	303	18.7%
True Independent	21,461	22,007	-2.5%	17,979	17,594	2.2%	3,482	4,412	-21.1%
ISLANDS VISITED									
O'ahu	34,211	33,071	3.4%	28,736	27,276	5.4%	5,475	5,795	-5.5%
Maui County	13,459	12,805	5.1%	12,093	11,153	8.4%	1,366	1,652	-17.3%
...Maui	13,092	12,547	4.3%	11,813	10,941	8.0%	1,279	1,606	-20.4%
...Moloka'i	550	358	53.8%	338	331	1.8%	212	26	712.3%
...Lāna'i	861	682	26.2%	498	417	19.4%	362	265	37.0%
Kaua'i	6,419	6,435	-0.2%	5,689	5,690	0.0%	730	745	-2.0%
Hawai'i Island	9,460	9,749	-3.0%	8,417	8,666	-2.9%	1,044	1,082	-3.6%
...Hilo	4,357	4,464	-2.4%	3,608	3,711	-2.8%	748	753	-0.6%
...Kona	7,299	7,905	-7.7%	6,690	7,088	-5.6%	610	817	-25.4%
LENGTH OF STAY									
O'ahu (days)	8.68	8.56	1.4%	8.81	8.83	-0.2%	7.97	7.27	9.6%
Maui (days)	7.51	6.66	12.7%	7.62	7.64	-0.2%	6.41	0	NA
Moloka'i (days)	2.83	4.96	-42.9%	3.60	5.35	-32.6%	1.60	0	NA
Lāna'i (days)	3.21	2.32	38.4%	4.48	3.79	18.1%	1.47	0	NA
Kaua'i (days)	6.41	5.66	13.1%	6.74	6.40	5.3%	3.77	0	NA
Hawai'i Island (days)	6.81	7.08	-3.8%	7.15	7.34	-2.7%	4.13	5.00	-17.4%
...Hilo (days)	3.72	3.57	4.4%	4.16	4.29	-3.0%	1.62	0	NA
...Kona (days)	6.61	6.55	0.9%	6.75	6.73	0.3%	5.08	5.00	1.7%
Statewide (days)	10.92	10.66	2.4%	11.18	11.32	-1.3%	9.32	6.92	34.7%
ACCOMMODATIONS									
Hotel	35,246	34,322	2.7%	30,798	29,076	5.9%	4,448	5,247	-15.2%
...Hotel Only	30,919	29,513	4.8%	26,880	25,018	7.4%	4,039	4,495	-10.1%
Condo	4,142	3,403	21.7%	3,289	3,110	5.8%	853	294	190.5%
...Condo Only	2,943	2,270	29.7%	2,239	2,065	8.4%	704	204	244.2%
Timeshare	2,464	2,081	18.4%	1,821	1,760	3.5%	643	322	99.9%
...Timeshare Only	2,025	1,524	32.9%	1,382	1,321	4.6%	643	203	217.1%
Rental House	1,996	1,831	9.0%	1,810	1,735	4.3%	186	96	93.3%
Bed & Breakfast	899	983	-8.5%	899	910	-1.2%	0	73	-100.0%
Cruise Ship	1,981	1,965	0.8%	1,702	1,772	-3.9%	278	193	44.3%
Friends or Relatives	3,489	3,189	9.4%	3,149	2,979	5.7%	340	210	62.1%
PURPOSE OF TRIP									
Pleasure (Net)	40,902	39,217	4.3%	35,367	33,404	5.9%	5,535	5,813	-4.8%
....Vacation	34,534	33,020	4.6%	29,235	27,638	5.8%	5,299	5,382	-1.5%
....Honeymoon	6,467	6,315	2.4%	6,231	5,885	5.9%	236	430	-45.1%
....Get Married	571	476	19.9%	534	476	12.1%	37	0	NA
MC&I (Net)	1,874	2,699	-30.6%	1,725	2,175	-20.7%	149	524	-71.6%
....Convention/Conf.	1,342	2,043	-34.3%	1,194	1,587	-24.8%	149	455	-67.3%
....Corp. Meetings	290	336	-13.6%	290	336	-13.6%	0	0	NA
....Incentive	328	414	-20.7%	328	346	-5.0%	0	68	-100.0%
Other Business	739	699	5.6%	739	699	5.6%	0	0	NA
Visit Friends/Relatives	3,299	2,811	17.4%	2,957	2,742	7.8%	342	68	400.8%
Government/Military	278	284	-2.0%	209	173	21.0%	69	110	-38.0%
Attend School	78	40	93.1%	78	40	93.1%	0	0	NA
Sport Events	449	383	17.4%	363	336	8.1%	86	47	83.7%

**Table 25: German Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

Germany	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	482,517	467,894	3.1%	442,177	443,543	-0.3%	40,340	24,352	65.7%
Total Visitors	33,933	32,105	5.7%	30,877	30,024	2.8%	3,056	2,081	46.9%
PARTY SIZE									
One	9,189	9,730	-5.6%	8,434	8,840	-4.6%	755	889	-15.1%
Two	17,352	15,316	13.3%	15,305	14,626	4.6%	2,047	691	196.3%
Three or more	7,392	7,059	4.7%	7,138	6,558	8.8%	254	501	-49.2%
Avg Party Size	1.71	1.67	2.4%	1.71	1.68	2.1%	1.65	1.53	7.5%
VISIT STATUS									
First-Time	23,878	22,342	6.9%	21,441	20,771	3.2%	2,438	1,571	55.1%
Repeat	10,054	9,763	3.0%	9,436	9,253	2.0%	618	510	21.3%
Average # of Trips	2.33	2.34	-0.3%	2.37	2.40	-1.3%	1.98	1.49	33.1%
TRAVEL METHOD									
Group Tour	2,724	3,278	-16.9%	2,666	3,002	-11.2%	58	276	-79.0%
Package	12,561	11,439	9.8%	11,390	10,826	5.2%	1,170	613	91.0%
Group Tour & Pkg	1,588	2,113	-24.9%	1,530	1,862	-17.8%	58	252	-77.0%
True Independent	20,236	19,502	3.8%	18,350	18,058	1.6%	1,886	1,444	30.6%
ISLANDS VISITED									
O'ahu	24,216	23,589	2.7%	21,698	21,634	0.3%	2,517	1,955	28.8%
Maui County	16,243	14,648	10.9%	14,687	13,640	7.7%	1,556	1,008	54.4%
...Maui	16,006	14,419	11.0%	14,450	13,427	7.6%	1,556	992	56.8%
...Moloka'i	738	856	-13.8%	565	609	-7.2%	173	248	-30.2%
...Lāna'i	507	598	-15.3%	432	441	-2.0%	75	158	-52.7%
Kaua'i	9,398	8,435	11.4%	8,689	8,052	7.9%	709	383	85.2%
Hawai'i Island	12,434	12,047	3.2%	10,755	11,099	-3.1%	1,679	948	77.0%
...Hilo	6,029	5,807	3.8%	5,176	5,198	-0.4%	854	609	40.1%
...Kona	10,006	9,779	2.3%	8,588	8,876	-3.2%	1,418	903	57.0%
LENGTH OF STAY									
O'ahu (days)	8.56	9.04	-5.3%	8.69	9.31	-6.6%	7.47	6.13	21.8%
Maui (days)	7.72	7.85	-1.6%	7.90	8.00	-1.3%	6.04	5.78	4.4%
Moloka'i (days)	4.02	3.99	0.9%	4.74	4.97	-4.6%	1.66	1.57	5.8%
Lāna'i (days)	3.83	2.80	37.0%	4.15	3.44	20.6%	2.00	1.00	100.0%
Kaua'i (days)	5.91	6.11	-3.2%	6.07	6.24	-2.7%	4.01	3.34	20.1%
Hawai'i Island (days)	7.33	7.04	4.1%	7.65	7.21	6.1%	5.28	5.06	4.3%
...Hilo (days)	4.26	4.39	-3.1%	4.55	4.63	-1.6%	2.46	2.42	1.6%
...Kona (days)	6.54	6.06	7.9%	6.83	6.30	8.4%	4.77	3.68	29.5%
Statewide (days)	14.22	14.57	-2.4%	14.32	14.77	-3.1%	13.20	11.70	12.8%
ACCOMMODATIONS									
Hotel	25,369	22,820	11.2%	22,970	21,575	6.5%	2,399	1,245	92.6%
...Hotel Only	20,518	18,432	11.3%	18,799	17,445	7.8%	1,718	987	74.1%
Condo	2,914	2,690	8.3%	2,730	2,496	9.4%	184	194	-5.3%
...Condo Only	1,611	1,464	10.1%	1,529	1,464	4.4%	82	0	na
Timeshare	539	672	-19.8%	539	627	-14.0%	0	45	-100.0%
...Timeshare Only	357	473	-24.4%	357	473	-24.4%	0	0	na
Rental House	2,336	1,961	19.2%	2,146	1,915	12.0%	190	45	321.9%
Bed & Breakfast	2,582	2,193	17.7%	2,125	2,146	-1.0%	457	47	863.1%
Cruise Ship	904	1,071	-15.5%	884	1,071	-17.5%	21	0	na
Friends or Relatives	3,067	4,005	-23.4%	2,890	3,401	-15.0%	177	604	-70.8%
PURPOSE OF TRIP									
Pleasure (Net)	28,958	26,760	8.2%	26,270	24,816	5.9%	2,688	1,944	38.3%
....Vacation	25,864	24,482	5.6%	23,837	22,673	5.1%	2,027	1,809	12.0%
....Honeymoon	3,356	2,524	33.0%	2,695	2,390	12.8%	661	135	391.6%
...Get Married	901	472	90.7%	537	427	25.6%	364	45	706.3%
MC&I (Net)	1,835	2,604	-29.5%	1,707	2,504	-31.8%	128	100	28.4%
....Convention/Conf.	1,325	2,167	-38.8%	1,197	2,112	-43.3%	128	55	134.5%
....Corp. Meetings	164	226	-27.4%	164	181	-9.3%	0	45	-100.0%
....Incentive	391	260	50.3%	391	260	50.3%	0	0	na
Other Business	514	562	-8.6%	440	517	-15.0%	75	45	65.0%
Visit Friends/Relatives	2,883	3,317	-13.1%	2,802	3,154	-11.2%	81	163	-50.3%
Government/Military	154	173	-10.7%	154	173	-10.7%	0	0	na
Attend School	237	214	10.9%	237	214	10.9%	0	0	na
Sport Events	893	1,046	-14.7%	818	1,003	-18.4%	75	43	71.4%

**Table 26: Oceania MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	1,591,664	1,262,591	26.1%	272,675	208,918	30.5%	1,318,989	1,053,673	25.2%
Total Visitors	161,793	136,717	18.3%	37,777	30,452	24.1%	124,016	106,265	16.7%
PARTY SIZE									
One	18,252	15,329	19.1%	7,186	5,985	20.1%	11,065	9,344	18.4%
Two	81,479	70,837	15.0%	17,503	13,431	30.3%	63,976	57,406	11.4%
Three or more	62,062	50,551	22.8%	13,087	11,036	18.6%	48,975	39,515	23.9%
Avg Party Size	2.19	2.17	0.8%	1.96	1.96	0.0%	2.26	2.23	1.2%
VISIT STATUS									
First-Time	87,818	75,832	15.8%	17,639	13,776	28.0%	70,179	62,055	13.1%
Repeat	73,974	60,885	21.5%	20,137	16,675	20.8%	53,837	44,210	21.8%
Average # of Trips	2.45	2.46	-0.3%	2.78	2.94	-5.5%	2.36	2.32	1.3%
TRAVEL METHOD									
Group Tour	7,196	5,291	36.0%	862	816	5.7%	6,334	4,475	41.5%
Package	81,016	63,293	28.0%	18,340	13,545	35.4%	62,676	49,748	26.0%
Group Tour & Pkg	5,347	4,682	14.2%	632	644	-1.8%	4,715	4,039	16.7%
True Independent	78,927	72,814	8.4%	19,207	16,734	14.8%	59,720	56,081	6.5%
ISLANDS VISITED									
O'ahu	154,262	128,127	20.4%	35,286	28,352	24.5%	118,976	99,775	19.2%
Maui County	33,504	27,131	23.5%	4,876	3,410	43.0%	28,628	23,720	20.7%
...Maui	32,675	26,599	22.8%	4,734	3,354	41.1%	27,940	23,244	20.2%
...Moloka'i	2,543	1,380	84.3%	139	105	31.7%	2,404	1,274	88.7%
...Lāna'i	2,169	1,528	42.0%	144	101	43.7%	2,024	1,427	41.8%
Kaua'i	14,821	12,142	22.1%	1,847	1,313	40.6%	12,974	10,829	19.8%
Hawai'i Island	27,694	23,434	18.2%	3,241	2,405	34.8%	24,453	21,029	16.3%
...Hilo	17,065	14,255	19.7%	1,374	930	47.7%	15,690	13,324	17.8%
...Kona	21,231	18,477	14.9%	2,529	1,943	30.2%	18,702	16,534	13.1%
LENGTH OF STAY									
O'ahu (days)	7.95	7.54	5.5%	6.22	5.94	4.6%	8.47	7.99	5.9%
Maui (days)	5.15	4.89	5.4%	5.72	5.50	4.0%	5.06	4.80	5.3%
Moloka'i (days)	1.85	1.59	16.6%	3.22	2.91	10.7%	1.77	1.48	19.8%
Lāna'i (days)	1.82	1.51	20.7%	2.86	2.44	17.4%	1.75	1.45	21.0%
Kaua'i (days)	4.87	3.90	25.0%	5.27	5.92	-10.9%	4.81	3.65	31.8%
Hawai'i Island (days)	4.18	4.90	-14.6%	4.84	5.70	-15.0%	4.09	4.81	-14.8%
...Hilo (days)	2.09	2.44	-14.1%	2.92	4.37	-33.1%	2.02	2.30	-12.2%
...Kona (days)	3.77	4.33	-13.0%	4.62	4.96	-6.9%	3.66	4.26	-14.1%
Statewide (days)	9.84	9.24	6.5%	7.22	6.86	5.2%	10.64	9.92	7.3%
ACCOMMODATIONS									
Hotel	145,017	120,197	20.6%	33,669	26,617	26.5%	111,348	93,580	19.0%
...Hotel Only	130,602	107,545	21.4%	32,033	25,299	26.6%	98,568	82,246	19.8%
Condo	11,283	9,297	21.4%	1,581	1,322	19.6%	9,702	7,975	21.7%
...Condo Only	6,098	5,774	5.6%	1,184	933	26.9%	4,914	4,840	1.5%
Timeshare	3,952	3,419	15.6%	720	615	17.1%	3,232	2,804	15.2%
...Timeshare Only	1,885	2,000	-5.8%	516	398	29.6%	1,369	1,602	-14.6%
Apartment	3,157	2,973	6.2%	674	614	9.9%	2,482	2,360	5.2%
Bed & Breakfast	1,560	1,318	18.4%	193	228	-15.3%	1,367	1,090	25.4%
Cruise Ship	4,969	4,458	11.5%	676	379	78.2%	4,293	4,079	5.2%
Friends or Relatives	5,907	5,707	3.5%	1,471	1,459	0.8%	4,436	4,248	4.4%
PURPOSE OF TRIP									
Pleasure (Net)	145,691	122,454	19.0%	35,143	27,957	25.7%	110,549	94,497	17.0%
.....Vacation	134,112	113,897	17.7%	32,994	26,560	24.2%	101,119	87,337	15.8%
.....Honeymoon	11,816	8,296	42.4%	2,320	1,547	50.0%	9,495	6,749	40.7%
...Get Married	680	1,254	-45.8%	160	157	2.4%	520	1,098	-52.6%
MC&I (Net)	6,839	5,502	24.3%	827	646	28.0%	6,012	4,855	23.8%
.....Convention/Conf.	6,202	4,995	24.2%	621	526	18.1%	5,581	4,470	24.9%
.....Corp. Meetings	338	331	2.1%	113	112	1.7%	225	220	2.3%
.....Incentive	538	241	123.2%	132	75	75.1%	406	166	145.1%
Other Business	1,181	1,186	-0.4%	465	401	16.0%	717	786	-8.8%
Visit Friends/Relatives	5,151	6,110	-15.7%	1,411	1,428	-1.2%	3,740	4,682	-20.1%
Government/Military	637	409	55.7%	192	117	64.0%	445	292	52.4%
Attend School	116	132	-12.7%	30	30	1.0%	86	103	-16.6%
Sport Events	2,198	1,876	17.2%	168	199	-15.9%	2,030	1,677	21.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	329.3	256.2	28.6%	56.4	42.4	33.1%	272.9	213.8	27.7%
Per Person Per Day (\$)	206.9	202.9	2.0%	206.9	202.9	2.0%	206.9	202.9	2.0%
Per Person Per Trip (\$)	2,035.4	1,873.7	8.6%	1,493.4	1,392.0	7.3%	2,200.5	2,011.8	9.4%

**Table 27: Australia Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

Australia	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	1,399,865	1,097,379	27.6%	239,836	182,048	31.7%	1,160,029	915,331	26.7%
Total Visitors	143,742	121,482	18.3%	33,731	27,295	23.6%	110,011	94,187	16.8%
PARTY SIZE									
One	15,846	13,185	20.2%	6,210	5,226	18.8%	9,635	7,959	21.1%
Two	72,349	62,901	15.0%	15,595	12,049	29.4%	56,754	50,853	11.6%
Three or more	55,547	45,396	22.4%	11,926	10,021	19.0%	43,622	35,375	23.3%
Avg Party Size	2.20	2.19	0.5%	1.98	1.98	0.2%	2.26	2.25	0.7%
VISIT STATUS									
First-Time	79,621	68,736	15.8%	16,135	12,592	28.1%	63,486	56,144	13.1%
Repeat	64,121	52,746	21.6%	17,596	14,703	19.7%	46,525	38,043	22.3%
Average # of Trips	2.37	2.35	1.2%	2.63	2.78	-5.2%	2.29	2.22	3.3%
TRAVEL METHOD									
Group Tour	5,803	4,874	19.1%	728	762	-4.4%	5,074	4,112	23.4%
Package	72,520	56,799	27.7%	16,739	12,405	34.9%	55,780	44,394	25.6%
Group Tour & Pkg	4,067	4,328	-6.0%	538	619	-13.0%	3,529	3,709	-4.9%
True Independent	69,487	64,137	8.3%	16,802	14,747	13.9%	52,685	49,390	6.7%
ISLANDS VISITED									
O'ahu	137,462	114,322	20.2%	31,843	25,757	23.6%	105,619	88,565	19.3%
Maui County	30,283	24,661	22.8%	4,192	2,909	44.1%	26,091	21,753	19.9%
...Maui	29,652	24,231	22.4%	4,076	2,860	42.5%	25,575	21,371	19.7%
...Moloka'i	2,211	1,224	80.7%	113	91	23.3%	2,098	1,132	85.3%
...Lāna'i	1,918	1,460	31.4%	130	91	42.8%	1,788	1,369	30.6%
Kaua'i	12,928	11,055	16.9%	1,525	1,043	46.2%	11,404	10,013	13.9%
Hawai'i Island	24,122	21,096	14.3%	2,804	2,018	39.0%	21,318	19,078	11.7%
...Hilo	14,895	13,051	14.1%	1,187	793	49.7%	13,708	12,258	11.8%
...Kona	18,427	16,844	9.4%	2,203	1,621	35.9%	16,224	15,223	6.6%
LENGTH OF STAY									
O'ahu (days)	7.91	7.36	7.4%	6.16	5.83	5.7%	8.44	7.81	8.0%
Maui (days)	5.09	4.69	8.4%	5.50	5.15	6.8%	5.02	4.63	8.4%
Moloka'i (days)	1.92	1.56	22.8%	3.31	2.63	25.8%	1.84	1.48	24.9%
Lāna'i (days)	1.91	1.20	58.3%	2.71	2.41	12.6%	1.85	1.12	64.3%
Kaua'i (days)	4.96	3.64	36.3%	4.88	5.53	-11.7%	4.97	3.44	44.3%
Hawai'i Island (days)	3.72	4.64	-19.9%	4.66	5.44	-14.4%	3.60	4.56	-21.1%
...Hilo (days)	1.86	2.28	-18.4%	2.76	4.43	-37.7%	1.78	2.14	-16.8%
...Kona (days)	3.37	4.05	-16.8%	4.44	4.61	-3.6%	3.22	3.99	-19.2%
Statewide (days)	9.74	9.03	7.8%	7.11	6.67	6.6%	10.54	9.72	8.5%
ACCOMMODATIONS									
Hotel	130,777	108,794	20.2%	30,653	24,359	25.8%	100,124	84,435	18.6%
...Hotel Only	118,366	97,836	21.0%	29,225	23,225	25.8%	89,140	74,611	19.5%
Condo	9,084	7,288	24.6%	1,217	1,046	16.3%	7,867	6,242	26.0%
...Condo Only	4,895	4,401	11.2%	905	706	28.2%	3,990	3,696	8.0%
Timeshare	3,233	2,765	16.9%	552	501	10.2%	2,681	2,264	18.4%
...Timeshare Only	1,364	1,619	-15.8%	383	322	18.9%	982	1,298	-24.4%
Rental House	2,531	2,454	3.1%	546	517	5.6%	1,984	1,936	2.5%
Bed & Breakfast	1,333	1,144	16.5%	156	204	-23.5%	1,178	941	25.2%
Cruise Ship	4,602	4,343	6.0%	623	339	83.6%	3,979	4,004	-0.6%
Friends or Relatives	4,326	3,942	9.7%	1,040	1,003	3.7%	3,286	2,939	11.8%
PURPOSE OF TRIP									
Pleasure (Net)	130,746	109,822	19.1%	31,706	25,365	25.0%	99,040	84,457	17.3%
.....Vacation	119,905	101,772	17.8%	29,664	24,053	23.3%	90,241	77,719	16.1%
.....Honeymoon	11,045	7,778	42.0%	2,191	1,451	51.0%	8,853	6,327	39.9%
...Get Married	605	1,234	-51.0%	134	136	-1.3%	470	1,098	-57.1%
MC&I (Net)	5,259	4,928	6.7%	680	555	22.6%	4,579	4,373	4.7%
.....Convention/Conf.	4,721	4,516	4.5%	511	449	13.9%	4,209	4,067	3.5%
.....Corp. Meetings	303	279	8.5%	87	97	-10.0%	216	182	18.4%
.....Incentive	473	199	137.2%	118	75	56.3%	355	124	186.5%
Other Business	774	905	-14.5%	310	271	14.5%	464	634	-26.8%
Visit Friends/Relatives	3,694	4,437	-16.7%	1,018	1,021	-0.3%	2,677	3,416	-21.7%
Government/Military	535	277	93.6%	139	87	59.3%	396	189	109.4%
Attend School	100	55	81.4%	14	22	-35.4%	86	33	159.2%
Sport Events	2,033	1,764	15.2%	127	164	-22.6%	1,907	1,601	19.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	289.3	226.4	27.8%	49.6	37.6	32.0%	239.8	188.8	27.0%
Per Person Per Day (\$)	206.7	206.3	0.2%	206.7	206.3	0.2%	206.7	206.3	0.2%
Per Person Per Trip (\$)	2,012.9	1,863.4	8.0%	1,469.6	1,375.9	6.8%	2,179.5	2,004.7	8.7%

Source: Hawai'i Tourism Authority

**Table 28: New Zealand Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

New Zealand	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	191,796	165,212	16.1%	32,840	26,870	22.2%	158,956	138,342	14.9%
Total Visitors	18,050	15,234	18.5%	4,045	3,156	28.2%	14,005	12,078	16.0%
PARTY SIZE									
One	2,406	2,144	12.2%	976	759	28.6%	1,430	1,385	3.3%
Two	9,130	7,936	15.0%	1,908	1,382	38.0%	7,222	6,554	10.2%
Three or more	6,515	5,155	26.4%	1,162	1,015	14.4%	5,353	4,140	29.3%
Avg Party Size	2.15	2.08	3.1%	1.81	1.85	-1.9%	2.24	2.14	4.7%
VISIT STATUS									
First-Time	8,197	7,096	15.5%	1,504	1,184	27.0%	6,693	5,911	13.2%
Repeat	9,854	8,139	21.1%	2,541	1,972	28.9%	7,312	6,167	18.6%
Average # of Trips	3.10	3.39	-8.6%	4.00	4.36	-8.2%	2.84	3.13	-9.5%
TRAVEL METHOD									
Group Tour	1,393	417	234.3%	134	54	147.7%	1,260	363	247.3%
Package	8,497	6,495	30.8%	1,601	1,141	40.3%	6,896	5,354	28.8%
Group Tour & Pkg	1,279	354	260.9%	94	25	274.9%	1,185	329	259.9%
True Independent	9,440	8,677	8.8%	2,405	1,987	21.1%	7,035	6,691	5.1%
ISLANDS VISITED									
O'ahu	16,800	13,805	21.7%	3,442	2,595	32.7%	13,358	11,210	19.2%
Maui County	3,221	2,469	30.4%	684	502	36.3%	2,537	1,968	28.9%
...Maui	3,023	2,367	27.7%	658	494	33.2%	2,365	1,873	26.2%
...Moloka'i	332	156	112.8%	26	14	87.2%	306	142	115.3%
...Lāna'i	251	68	268.7%	15	10	52.0%	236	58	305.3%
Kaua'i	1,892	1,087	74.2%	322	270	19.0%	1,571	816	92.4%
Hawai'i Island	3,572	2,338	52.8%	437	387	12.9%	3,135	1,951	60.7%
...Hilo	2,170	1,204	80.2%	187	137	36.4%	1,983	1,067	85.9%
...Kona	2,804	1,633	71.7%	326	322	1.4%	2,478	1,312	88.9%
LENGTH OF STAY									
O'ahu (days)	8.30	9.00	-7.7%	6.71	7.06	-4.9%	8.71	9.44	-7.7%
Maui (days)	5.78	7.00	-17.5%	7.08	8.10	-12.7%	5.41	6.71	-19.4%
Moloka'i (days)	1.41	1.84	-23.5%	2.86	5.29	-46.0%	1.29	1.51	-14.6%
Lāna'i (days)	1.19	8.26	-85.7%	4.12	3.91	5.4%	1.00	9.00	-88.9%
Kaua'i (days)	4.26	6.56	-35.2%	7.11	7.60	-6.5%	3.67	6.22	-41.0%
Hawai'i Island (days)	7.28	7.32	-0.5%	6.04	7.81	-22.6%	7.46	7.22	3.2%
...Hilo (days)	3.69	4.15	-11.0%	3.96	4.31	-8.2%	3.67	4.13	-11.2%
...Kona (days)	6.42	7.37	-13.0%	5.83	7.34	-20.6%	6.50	7.38	-12.0%
Statewide (days)	10.63	10.84	-2.0%	8.12	8.51	-4.6%	11.35	11.45	-0.9%
ACCOMMODATIONS									
Hotel	14,240	11,403	24.9%	3,016	2,258	33.5%	11,224	9,145	22.7%
...Hotel Only	12,236	9,709	26.0%	2,808	2,074	35.4%	9,428	7,635	23.5%
Condo	2,199	2,009	9.4%	364	276	31.9%	1,834	1,733	5.8%
...Condo Only	1,204	1,372	-12.3%	279	228	22.7%	924	1,144	-19.2%
Timeshare	719	654	9.9%	168	114	47.6%	551	541	1.9%
...Timeshare Only	520	381	36.7%	133	77	74.3%	387	304	27.3%
Rental House	626	520	20.4%	128	97	32.7%	498	423	17.6%
Bed & Breakfast	227	174	30.7%	37	24	53.2%	190	149	27.0%
Cruise Ship	366	115	218.6%	53	40	32.1%	314	75	317.1%
Friends or Relatives	1,582	1,764	-10.4%	431	456	-5.3%	1,150	1,309	-12.1%
PURPOSE OF TRIP									
Pleasure (Net)	14,946	12,632	18.3%	3,437	2,591	32.6%	11,508	10,041	14.6%
.....Vacation	14,207	12,125	17.2%	3,330	2,507	32.8%	10,878	9,618	13.1%
.....Honeymoon	771	518	48.7%	129	96	34.3%	642	422	52.0%
...Get Married	75	20	268.3%	26	20	27.1%	49	0	NA
MC&I (Net)	1,580	574	175.3%	147	92	60.5%	1,432	482	197.1%
.....Convention/Conf.	1,482	479	209.0%	110	77	43.0%	1,372	403	240.7%
.....Corp. Meetings	36	53	-32.1%	27	15	77.3%	9	38	-75.7%
.....Incentive	66	42	56.7%	14	0	NA	52	42	23.0%
Other Business	407	281	44.8%	155	130	19.0%	253	151	67.0%
Visit Friends/Relatives	1,456	1,673	-12.9%	393	407	-3.4%	1,063	1,266	-16.0%
Government/Military	101	132	-23.4%	52	29	77.9%	49	103	-52.4%
Attend School	16	77	-79.7%	16	8	106.6%	0	70	-100.0%
Sport Events	164	112	47.4%	41	36	15.2%	123	76	62.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	29.6	24.7	19.8%	5.1	4.0	26.1%	24.5	20.7	18.6%
Per Person Per Day (\$)	154.2	149.4	3.2%	154.2	149.4	3.2%	154.2	149.4	3.2%
Per Person Per Trip (\$)	1,638.3	1,620.0	1.1%	1,251.6	1,271.7	-1.6%	1,749.9	1,711.0	2.3%

**Table 29: Other Asia MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	1,233,245	858,881	43.6%	251,689	184,101	36.7%	981,556	674,780	45.5%
Total Visitors	168,486	110,380	52.6%	39,094	27,878	40.2%	129,392	82,502	56.8%
PARTY SIZE									
One	18,513	15,185	21.9%	8,333	6,390	30.4%	10,181	8,795	15.8%
Two	65,296	39,102	67.0%	10,004	7,370	35.7%	55,292	31,732	74.2%
Three or more	84,678	56,093	51.0%	20,758	14,118	47.0%	63,920	41,975	52.3%
Avg Party Size	2.53	2.41	4.7%	2.21	2.13	3.9%	2.62	2.51	4.5%
VISIT STATUS									
First-Time	134,138	84,069	59.6%	28,935	19,720	46.7%	105,203	64,349	63.5%
Repeat	34,349	26,310	30.6%	10,159	8,158	24.5%	24,190	18,153	33.3%
Average # of Trips	1.73	1.89	-8.5%	2.35	2.61	-9.7%	1.53	1.64	-6.5%
TRAVEL METHOD									
Group Tour	70,758	42,173	67.8%	18,132	11,589	56.5%	52,625	30,584	72.1%
Package	109,117	65,825	65.8%	24,059	15,787	52.4%	85,059	50,038	70.0%
Group Tour & Pkg	63,101	36,847	71.3%	15,515	9,461	64.0%	47,587	27,386	73.8%
True Independent	51,713	39,229	31.8%	12,417	9,963	24.6%	39,296	29,266	34.3%
ISLANDS VISITED									
Oahu	156,412	100,241	56.0%	35,376	24,619	43.7%	121,036	75,622	60.1%
Maui County	33,595	23,391	43.6%	5,676	4,370	29.9%	27,918	19,021	46.8%
...Maui	32,544	22,677	43.5%	5,416	4,173	29.8%	27,128	18,504	46.6%
...Moloka'i	1,262	944	33.8%	322	185	73.7%	941	759	24.0%
...Lana'i	829	862	-3.8%	274	244	12.3%	555	618	-10.2%
Kaua'i	4,901	4,781	2.5%	1,648	1,478	11.5%	3,253	3,303	-1.5%
Hawai'i Island	21,872	16,775	30.4%	4,050	3,063	32.2%	17,823	13,712	30.0%
...Hilo	11,419	9,095	25.5%	1,864	1,427	30.6%	9,555	7,668	24.6%
...Kona	14,284	12,339	15.8%	2,916	2,173	34.2%	11,368	10,165	11.8%
LENGTH OF STAY									
Oahu (days)	6.44	6.94	-7.2%	5.40	5.54	-2.5%	6.74	7.40	-8.8%
Maui (days)	3.31	3.44	-3.6%	4.83	4.86	-0.7%	3.01	3.12	-3.4%
Moloka'i (days)	2.56	2.01	27.0%	4.73	2.43	95.1%	1.81	1.91	-5.2%
Lana'i (days)	2.42	1.79	35.6%	4.13	2.56	61.0%	1.58	1.48	6.8%
Kaua'i (days)	4.47	4.46	0.2%	5.65	6.97	-18.9%	3.87	3.34	15.9%
Hawai'i Island (days)	4.16	3.59	15.8%	5.55	5.23	6.2%	3.85	3.23	19.1%
...Hilo (days)	3.50	2.08	68.0%	3.58	3.13	14.5%	3.48	1.89	84.4%
...Kona (days)	3.58	3.35	6.7%	5.42	5.32	2.0%	3.10	2.93	5.9%
Statewide (days)	7.32	7.78	-5.9%	6.44	6.60	-2.5%	7.59	8.18	-7.3%
ACCOMMODATIONS									
Hotel	150,527	93,615	60.8%	33,786	23,384	44.5%	116,740	70,231	66.2%
...Hotel Only	144,101	87,838	64.1%	32,099	21,823	47.1%	112,002	66,015	69.7%
Condo	7,176	5,742	25.0%	1,365	1,357	0.6%	5,811	4,385	32.5%
...Condo Only	4,649	3,297	41.0%	1,047	950	10.2%	3,602	2,347	53.5%
Timeshare	1,623	1,319	23.1%	648	675	-4.0%	975	644	51.5%
...Timeshare Only	1,047	703	48.9%	435	422	2.9%	613	281	118.0%
Rental House	1,882	1,803	4.4%	660	471	40.0%	1,222	1,331	-8.2%
Bed & Breakfast	2,246	1,570	43.1%	963	584	64.9%	1,284	986	30.2%
Cruise Ship	721	1,691	-57.3%	507	458	10.8%	214	1,233	-82.7%
Friends or Relatives	8,824	9,602	-8.1%	2,292	2,013	13.9%	6,532	7,590	-13.9%
PURPOSE OF TRIP									
Pleasure (Net)	132,862	82,175	61.7%	31,924	20,951	52.4%	100,937	61,224	64.9%
....Vacation	94,269	62,136	51.7%	30,487	19,918	53.1%	63,783	42,218	51.1%
....Honeymoon	38,546	19,408	98.6%	1,514	1,094	38.4%	37,033	18,314	102.2%
...Get Married	1,416	1,107	28.0%	239	211	13.3%	1,178	896	31.5%
MC&I (Net)	19,734	13,012	51.7%	2,174	2,370	-8.3%	17,560	10,642	65.0%
....Convention/Conf.	8,068	8,068	0.0%	987	1,249	-21.0%	7,081	6,819	3.8%
....Corp. Meetings	4,596	1,890	143.1%	410	342	20.0%	4,186	1,548	170.3%
....Incentive	8,632	3,217	168.3%	840	819	2.5%	7,793	2,398	224.9%
Other Business	6,013	5,892	2.1%	2,422	2,532	-4.3%	3,591	3,359	6.9%
Visit Friends/Relatives	8,243	7,666	7.5%	2,584	2,086	23.8%	5,659	5,579	1.4%
Government/Military	1,773	1,458	21.6%	706	462	53.0%	1,067	996	7.1%
Attend School	2,186	1,147	90.6%	189	184	2.4%	1,997	963	107.5%
Sport Events	444	953	-53.4%	124	211	-41.2%	321	743	-56.8%
EXPENDITURES									
Total Expenditures (\$ mil.)	278.7	178.7	56.0%	56.9	38.3	48.5%	221.8	140.4	58.0%
Per Person Per Day (\$)	226.0	208.0	8.6%	226.0	208.0	8.6%	226.0	208.0	8.6%
Per Person Per Trip (\$)	1,654.0	1,618.7	2.2%	1,454.8	1,373.8	5.9%	1,714.2	1,701.5	0.7%

Source: Hawai'i Tourism Authority

**Table 30: Korea Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

Korea	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	655,264	405,762	61.5%	62,945	49,902	26.1%	592,319	355,860	66.4%
Total Visitors	81,920	51,353	59.5%	7,550	5,685	32.8%	74,370	45,668	62.8%
PARTY SIZE									
One	6,767	6,258	8.1%	1,793	1,554	15.4%	4,973	4,704	5.7%
Two	46,135	26,052	77.1%	2,441	1,890	29.2%	43,694	24,162	80.8%
Three or more	29,018	19,044	52.4%	3,316	2,242	47.9%	25,702	16,802	53.0%
Avg Party Size	2.29	2.18	5.0%	1.97	1.85	6.4%	2.32	2.22	4.5%
VISIT STATUS									
First-Time	67,057	39,342	70.4%	4,255	2,885	47.5%	62,803	36,457	72.3%
Repeat	14,863	12,011	23.7%	3,295	2,800	17.7%	11,567	9,211	25.6%
Average # of Trips	1.59	1.81	-12.2%	3.27	3.78	-13.5%	1.42	1.57	-9.4%
TRAVEL METHOD									
Group Tour	24,385	14,435	68.9%	1,631	917	77.7%	22,755	13,518	68.3%
Package	51,090	28,838	77.2%	3,093	2,113	46.4%	47,997	26,724	79.6%
Group Tour & Pkg	21,372	12,393	72.4%	1,369	691	98.2%	20,003	11,703	70.9%
True Independent	27,817	20,474	35.9%	4,195	3,345	25.4%	23,622	17,129	37.9%
ISLANDS VISITED									
O'ahu	75,125	46,731	60.8%	6,454	4,634	39.3%	68,671	42,097	63.1%
Maui County	22,553	14,208	58.7%	1,375	1,130	21.6%	21,178	13,077	61.9%
...Maui	22,188	14,081	57.6%	1,329	1,094	21.5%	20,859	12,987	60.6%
...Moloka'i	507	461	10.1%	59	44	34.8%	449	417	7.5%
...Lāna'i	275	286	-4.0%	65	27	142.2%	210	259	-19.1%
Kaua'i	1,850	1,971	-6.1%	452	491	-8.0%	1,398	1,480	-5.5%
Hawai'i Island	8,693	6,797	27.9%	851	631	34.8%	7,842	6,166	27.2%
...Hilo	5,064	4,109	23.2%	352	226	55.8%	4,712	3,883	21.3%
...Kona	5,020	4,281	17.3%	664	511	30.0%	4,355	3,770	15.5%
LENGTH OF STAY									
O'ahu (days)	7.02	6.97	0.8%	6.67	7.20	-7.4%	7.06	6.94	1.7%
Maui (days)	3.09	3.11	-0.5%	5.66	6.52	-13.2%	2.93	2.82	3.8%
Moloka'i (days)	2.60	1.34	93.9%	9.04	4.28	111.0%	1.75	1.03	70.0%
Lāna'i (days)	2.28	1.52	50.6%	3.34	4.21	-20.8%	1.96	1.24	58.2%
Kaua'i (days)	4.41	4.32	2.1%	6.45	7.33	-12.0%	3.75	3.32	12.9%
Hawai'i Island (days)	5.62	3.95	42.4%	10.27	8.71	17.9%	5.12	3.46	47.8%
...Hilo (days)	5.07	2.13	137.9%	5.06	4.20	20.4%	5.07	2.01	152.2%
...Kona (days)	4.62	4.23	9.4%	10.47	8.90	17.7%	3.73	3.59	3.9%
Statewide (days)	8.00	7.90	1.2%	8.34	8.78	-5.0%	7.96	7.79	2.2%
ACCOMMODATIONS									
Hotel	73,358	43,928	67.0%	5,693	3,995	42.5%	67,665	39,933	69.4%
...Hotel Only	70,883	41,206	72.0%	5,407	3,689	46.6%	65,476	37,517	74.5%
Condo	3,770	2,985	26.3%	528	487	8.4%	3,242	2,498	29.8%
...Condo Only	2,323	1,371	69.5%	437	373	16.9%	1,886	997	89.1%
Timeshare	465	310	49.8%	164	245	-33.1%	301	65	360.8%
...Timeshare Only	307	193	59.1%	105	166	-36.5%	202	27	646.6%
Rental House	873	1,049	-16.8%	225	157	43.3%	648	892	-27.4%
Bed & Breakfast	389	145	168.1%	48	41	18.0%	340	104	227.3%
Cruise Ship	176	669	-73.7%	75	75	0.0%	100	593	-83.1%
Friends or Relatives	4,686	4,573	2.5%	929	816	13.9%	3,757	3,757	0.0%
PURPOSE OF TRIP									
Pleasure (Net)	70,759	40,011	76.9%	5,881	4,080	44.1%	64,878	35,930	80.6%
.....Vacation	35,714	22,781	56.8%	5,421	3,791	43.0%	30,293	18,991	59.5%
.....Honeymoon	34,958	17,016	105.4%	470	274	71.6%	34,488	16,742	106.0%
...Get Married	514	390	31.7%	70	48	45.7%	443	342	29.7%
MC&I (Net)	5,069	5,309	-4.5%	427	396	7.9%	4,642	4,913	-5.5%
.....Convention/Conf.	2,866	3,828	-25.1%	207	242	-14.4%	2,658	3,586	-25.9%
.....Corp. Meetings	794	615	29.1%	77	62	24.5%	717	553	29.6%
.....Incentive	1,454	950	53.1%	159	95	68.4%	1,295	855	51.4%
Other Business	716	1,015	-29.5%	262	267	-2.0%	454	749	-39.3%
Visit Friends/Relatives	3,548	3,452	2.8%	948	806	17.6%	2,600	2,647	-1.8%
Government/Military	652	987	-34.0%	97	109	-10.6%	554	879	-36.9%
Attend School	1,397	387	261.1%	104	63	64.8%	1,293	324	299.5%
Sport Events	231	410	-43.6%	55	71	-22.0%	176	339	-48.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	146.1	78.7	85.6%	14.0	9.7	45.0%	132.0	69.0	91.3%
Per Person Per Day (\$)	222.9	194.0	14.9%	222.9	194.0	14.9%	222.9	194.0	14.9%
Per Person Per Trip (\$)	1,783.0	1,532.6	16.3%	1,858.4	1,702.5	9.2%	1,775.3	1,511.5	17.5%

Source: Hawai'i Tourism Authority

**Table 31: China Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

China	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	367,580	293,538	25.2%	154,009	106,689	44.4%	213,572	186,850	14.3%
Total Visitors	62,032	41,924	48.0%	27,431	18,693	46.7%	34,601	23,231	48.9%
PARTY SIZE									
One	7,072	5,164	36.9%	5,197	3,693	40.7%	1,875	1,472	27.4%
Two	11,726	7,530	55.7%	6,133	4,330	41.6%	5,593	3,201	74.7%
Three or more	43,234	29,230	47.9%	16,101	10,671	50.9%	27,133	18,558	46.2%
Avg Party Size	3.22	3.17	1.7%	2.39	2.34	2.4%	3.88	3.84	1.2%
VISIT STATUS									
First-Time	51,962	35,169	47.7%	22,734	15,220	49.4%	29,228	19,949	46.5%
Repeat	10,070	6,756	49.1%	4,697	3,474	35.2%	5,373	3,282	63.7%
Average # of Trips	1.56	1.57	-0.7%	1.81	1.92	-5.6%	1.36	1.29	5.5%
TRAVEL METHOD									
Group Tour	38,148	25,644	48.8%	16,016	10,358	54.6%	22,132	15,286	44.8%
Package	45,269	30,047	50.7%	19,265	12,356	55.9%	26,004	17,692	47.0%
Group Tour & Pkg	34,472	22,812	51.1%	13,763	8,555	60.9%	20,709	14,257	45.3%
True Independent	13,087	9,045	44.7%	5,914	4,535	30.4%	7,174	4,510	59.1%
ISLANDS VISITED									
O'ahu	58,615	38,734	51.3%	25,691	17,139	49.9%	32,924	21,594	52.5%
Mau'i County	7,310	5,277	38.5%	3,394	2,628	29.1%	3,917	2,650	47.8%
...Mau'i	6,735	4,802	40.3%	3,204	2,498	28.2%	3,532	2,303	53.3%
...Moloka'i	582	405	43.6%	234	117	100.0%	348	288	20.7%
...Lāna'i	467	358	30.4%	174	175	-0.6%	294	184	60.0%
Kaua'i	2,044	1,391	46.9%	913	750	21.7%	1,132	641	76.4%
Hawai'i Island	8,702	6,191	40.6%	2,571	1,837	40.0%	6,130	4,354	40.8%
...Hilo	4,116	2,880	43.0%	1,259	917	37.2%	2,857	1,962	45.6%
...Kona	6,072	4,776	27.1%	1,757	1,232	42.6%	4,315	3,544	21.7%
LENGTH OF STAY									
O'ahu (days)	5.27	6.48	-18.7%	4.87	4.91	-0.7%	5.58	7.73	-27.8%
Mau'i (days)	3.28	3.47	-5.4%	4.03	3.95	2.0%	2.61	2.95	-11.6%
Moloka'i (days)	2.16	2.93	-26.3%	2.65	1.89	40.1%	1.83	3.35	-45.5%
Lāna'i (days)	2.48	2.17	13.9%	4.27	2.25	90.1%	1.41	2.10	-32.8%
Kaua'i (days)	4.57	4.98	-8.2%	4.93	7.06	-30.2%	4.29	2.56	67.8%
Hawai'i Island (days)	2.86	2.76	3.8%	3.95	3.72	6.0%	2.40	2.35	2.4%
...Hilo (days)	2.21	1.93	14.3%	3.14	2.49	26.0%	1.80	1.67	7.7%
...Kona (days)	2.60	2.41	8.1%	3.53	3.70	-4.6%	2.22	1.96	13.5%
Statewide (days)	5.93	7.00	-15.4%	5.61	5.71	-1.6%	6.17	8.04	-23.3%
ACCOMMODATIONS									
Hotel	57,048	37,608	51.7%	24,981	16,834	48.4%	32,068	20,773	54.4%
...Hotel Only	54,633	36,040	51.6%	23,781	15,786	50.7%	30,852	20,255	52.3%
Condo	2,034	1,701	19.6%	532	618	-13.9%	1,502	1,083	38.7%
...Condo Only	1,477	1,126	31.2%	372	386	-3.6%	1,106	740	49.4%
Timeshare	455	371	22.7%	335	315	6.3%	120	56	115.4%
...Timeshare Only	331	208	59.0%	222	179	23.6%	109	29	280.5%
Rental House	569	396	43.6%	303	226	34.2%	266	171	56.0%
Bed & Breakfast	1,246	789	57.9%	875	463	89.0%	371	326	13.6%
Cruise Ship	461	558	-17.4%	388	288	34.7%	73	270	-73.0%
Friends or Relatives	1,506	1,854	-18.8%	919	767	19.7%	587	1,087	-45.9%
PURPOSE OF TRIP									
Pleasure (Net)	49,295	30,734	60.4%	22,854	14,284	60.0%	26,441	16,449	60.7%
....Vacation	47,372	29,380	61.2%	22,078	13,696	61.2%	25,294	15,684	61.3%
....Honeymoon	1,972	1,337	47.5%	827	648	27.7%	1,145	690	66.0%
....Get Married	401	236	69.8%	114	121	-5.6%	287	115	148.6%
MC&I (Net)	5,906	5,410	9.2%	1,451	1,652	-12.2%	4,456	3,759	18.5%
....Convention/Conf.	2,819	2,518	12.0%	621	808	-23.1%	2,198	1,710	28.6%
....Corp. Meetings	1,148	910	26.1%	282	227	24.1%	866	683	26.8%
....Incentive	2,083	2,038	2.2%	584	638	-8.5%	1,499	1,400	7.1%
Other Business	4,787	4,317	10.9%	2,029	2,112	-3.9%	2,758	2,205	25.1%
Visit Friends/Relatives	2,044	1,599	27.8%	1,134	833	36.1%	910	766	18.7%
Government/Military	672	322	108.6%	499	247	102.0%	173	75	130.3%
Attend School	557	221	152.6%	58	74	-22.0%	500	147	240.2%
Sport Events	152	343	-55.6%	42	113	-63.0%	110	230	-51.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	128.8	83.8	53.6%	53.9	30.5	77.0%	74.8	53.4	40.2%
Per Person Per Day (\$)	350.3	285.6	22.6%	350.3	285.6	22.6%	350.3	285.6	22.6%
Per Person Per Trip (\$)	2,075.7	1,999.8	3.8%	1,966.7	1,630.2	20.6%	2,162.1	2,297.3	-5.9%

**Table 32: Latin America MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	238,042	206,907	15.0%	232,900	201,876	15.4%	5,142	5,031	2.2%
Total Visitors	20,008	17,502	14.3%	19,217	16,969	13.3%	791	533	48.4%
PARTY SIZE									
One	5,148	4,517	14.0%	4,921	4,415	11.5%	227	102	122.0%
Two	7,738	7,458	3.8%	7,361	7,078	4.0%	377	380	-0.7%
Three or more	7,124	5,527	28.9%	6,936	5,476	26.6%	189	51	270.6%
Avg Party Size	1.85	1.82	2.0%	1.86	1.82	2.2%	1.73	1.78	-2.6%
VISIT STATUS									
First-Time	13,657	12,086	13.0%	13,093	11,703	11.9%	565	383	47.4%
Repeat	6,353	5,416	17.3%	6,125	5,266	16.3%	228	150	52.3%
Average # of Trips	2.36	2.33	1.0%	2.39	2.35	1.6%	1.57	1.76	-10.7%
TRAVEL METHOD									
Group Tour	1,894	2,434	-22.2%	1,891	2,434	-22.3%	3	0	NA
Package	8,120	7,535	7.8%	7,788	7,245	7.5%	332	290	14.5%
Group Tour & Pkg	1,440	1,894	-24.0%	1,437	1,894	-24.1%	3	0	NA
True Independent	11,436	9,427	21.3%	10,975	9,184	19.5%	461	243	89.8%
ISLANDS VISITED									
O'ahu	14,954	13,561	10.3%	14,326	13,124	9.2%	628	437	43.7%
Maui County	7,466	6,492	15.0%	7,318	6,201	18.0%	148	291	-49.2%
...Maui	7,328	6,412	14.3%	7,180	6,121	17.3%	148	291	-49.2%
...Moloka'i	291	198	46.7%	291	198	46.7%	0	0	NA
...Lāna'i	303	240	26.2%	297	240	23.8%	6	0	NA
Kaua'i	2,585	2,362	9.5%	2,577	2,328	10.7%	9	33	-74.4%
Hawai'i Island	4,196	3,958	6.0%	4,013	3,746	7.1%	183	212	-13.5%
...Hilo	1,875	1,861	0.7%	1,856	1,739	6.7%	18	122	-85.2%
...Kona	3,445	3,321	3.7%	3,265	3,122	4.6%	179	200	-10.2%
LENGTH OF STAY									
O'ahu (days)	9.30	9.18	1.2%	9.44	9.26	1.9%	6.16	6.77	-9.1%
Maui (days)	7.85	6.96	12.8%	7.97	7.09	12.4%	1.77	4.17	-57.6%
Moloka'i (days)	4.26	3.14	35.7%	4.26	3.14	35.7%	0.00	0.00	NA
Lāna'i (days)	3.89	2.62	48.8%	3.97	2.62	51.6%	0.00	0.00	NA
Kaua'i (days)	5.00	4.64	7.5%	5.00	4.64	7.8%	2.62	4.83	-45.7%
Hawai'i Island (days)	6.23	6.45	-3.4%	6.27	6.63	-5.4%	5.40	3.28	64.8%
...Hilo (days)	3.57	3.67	-2.7%	3.60	3.79	-5.2%	1.13	1.92	-41.4%
...Kona (days)	5.65	5.63	0.3%	5.66	5.84	-3.1%	5.41	2.30	135.0%
Statewide (days)	11.90	11.82	0.6%	12.12	11.90	1.9%	6.48	9.44	-31.3%
ACCOMMODATIONS									
Hotel	14,625	12,549	16.5%	13,869	12,187	13.8%	756	362	109.0%
...Hotel Only	13,109	11,086	18.2%	12,374	10,725	15.4%	735	362	103.0%
Condo	1,356	1,045	29.7%	1,311	1,038	26.3%	45	7	539.7%
...Condo Only	1,043	761	37.0%	1,019	754	35.1%	23	7	232.1%
Timeshare	605	521	16.2%	605	521	16.2%	0	0	NA
...Timeshare Only	429	407	5.5%	429	407	5.5%	0	0	NA
Rental House	1,172	874	34.1%	1,172	874	34.1%	0	0	NA
Bed & Breakfast	163	164	-0.5%	163	164	-0.5%	0	0	NA
Cruise Ship	1,039	1,371	-24.2%	1,039	1,371	-24.2%	0	0	NA
Friends or Relatives	1,881	1,806	4.2%	1,867	1,671	11.8%	13	135	-90.0%
PURPOSE OF TRIP									
Pleasure (Net)	16,078	13,438	19.6%	15,449	12,970	19.1%	629	468	34.3%
....Vacation	14,631	12,096	20.9%	14,057	11,718	20.0%	574	379	51.5%
....Honeymoon	1,475	1,378	7.1%	1,420	1,289	10.2%	55	89	-38.6%
...Get Married	119	126	-5.4%	119	126	-5.4%	0	0	NA
MC&I (Net)	1,873	2,618	-28.5%	1,731	2,558	-32.3%	142	61	132.5%
....Convention/Conf.	1,224	2,017	-39.3%	1,082	1,956	-44.7%	142	61	132.5%
....Corp. Meetings	330	353	-6.5%	330	353	-6.5%	0	0	NA
....Incentive	386	353	9.4%	386	353	9.4%	0	0	NA
Other Business	402	407	-1.2%	402	407	-1.2%	0	0	NA
Visit Friends/Relatives	1,489	1,256	18.5%	1,489	1,232	20.9%	0	24	-100.0%
Government/Military	160	79	103.5%	160	79	103.5%	0	0	NA
Attend School	123	97	26.9%	123	97	26.9%	0	0	NA
Sport Events	551	460	19.7%	551	460	19.7%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	50.6	38.3	32.2%	49.5	37.3	32.5%	1.1	0.9	17.4%
Per Person Per Day (\$)	212.4	184.9	14.9%	212.4	184.9	14.9%	212.4	184.9	14.9%
Per Person Per Trip (\$)	2,527.5	2,186.4	15.6%	2,574.7	2,200.2	17.0%	1,377.7	1,745.5	-21.1%

Source: Hawai'i Tourism Authority

**Table 33: Other MMA Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	3,290,515	3,058,095	7.6%	1,861,736	1,741,734	6.9%	1,428,779	1,316,361	8.5%
Total Visitors	278,987	256,498	8.8%	170,737	158,292	7.9%	108,250	98,206	10.2%
PARTY SIZE									
One	75,475	68,796	9.7%	42,283	40,175	5.2%	33,192	28,621	16.0%
Two	97,619	95,858	1.8%	67,751	64,571	4.9%	29,868	31,287	-4.5%
Three or more	105,891	91,844	15.3%	60,703	53,547	13.4%	45,188	38,298	18.0%
Avg Party Size	1.87	1.85	1.2%	1.86	1.84	1.4%	1.88	1.86	1.0%
VISIT STATUS									
First-Time	125,522	126,184	-0.5%	73,302	69,058	6.1%	52,220	57,126	-8.6%
Repeat	153,463	130,315	17.8%	97,435	89,235	9.2%	56,028	41,080	36.4%
Average # of Trips	4.27	4.03	5.9%	4.91	4.81	2.1%	3.26	2.78	17.4%
TRAVEL METHOD									
Group Tour	19,607	20,565	-4.7%	8,298	7,751	7.1%	11,309	12,814	-11.7%
Package	81,499	72,296	12.7%	50,603	45,933	10.2%	30,897	26,363	17.2%
Group Tour & Pkg	14,935	15,029	-0.6%	5,558	5,332	4.2%	9,377	9,696	-3.3%
True Independent	192,813	178,666	7.9%	117,394	109,941	6.8%	75,419	68,725	9.7%
ISLANDS VISITED									
O'ahu	204,124	189,408	7.8%	109,492	102,212	7.1%	94,632	87,195	8.5%
Maui County	80,778	70,710	14.2%	54,576	50,958	7.1%	26,203	19,753	32.7%
...Maui	78,939	69,389	13.8%	53,203	49,711	7.0%	25,736	19,678	30.8%
...Moloka'i	3,187	2,366	34.7%	1,793	1,807	-0.8%	1,394	559	149.4%
...Lāna'i	4,439	2,334	90.1%	1,906	1,859	2.6%	2,532	476	432.4%
Kaua'i	35,971	32,652	10.2%	26,049	24,790	5.1%	9,922	7,862	26.2%
Hawai'i Island	54,058	50,039	8.0%	33,562	32,225	4.1%	20,496	17,814	15.1%
...Hilo	23,428	22,876	2.4%	13,187	12,417	6.2%	10,242	10,459	-2.1%
...Kona	43,837	39,466	11.1%	27,370	26,432	3.5%	16,467	13,034	26.3%
LENGTH OF STAY									
O'ahu (days)	9.91	9.97	-0.6%	8.81	8.80	0.0%	11.19	11.34	-1.4%
Maui (days)	8.11	8.49	-4.5%	8.07	8.02	0.5%	8.22	9.68	-15.1%
Moloka'i (days)	3.19	3.66	-12.8%	4.60	4.09	12.4%	1.38	2.27	-39.1%
Lāna'i (days)	2.30	3.51	-34.6%	3.58	4.15	-13.7%	1.33	1.00	32.8%
Kaua'i (days)	6.53	6.60	-1.1%	7.21	6.94	3.9%	4.74	5.54	-14.6%
Hawai'i Island (days)	6.88	6.94	-0.9%	7.91	7.95	-0.4%	5.19	5.13	1.3%
...Hilo (days)	4.29	4.28	0.1%	4.73	4.75	-0.5%	3.72	3.73	-0.2%
...Kona (days)	6.20	6.32	-2.0%	7.43	7.45	-0.4%	4.15	4.02	3.3%
Statewide (days)	11.79	11.92	-1.1%	10.90	11.00	-0.9%	13.20	13.40	-1.5%
ACCOMMODATIONS									
Hotel	178,936	158,208	13.1%	104,615	95,789	9.2%	74,322	62,419	19.1%
...Hotel Only	152,811	132,878	15.0%	90,399	82,400	9.7%	62,412	50,478	23.6%
Condo	30,633	28,242	8.5%	23,085	20,968	10.1%	7,548	7,274	3.8%
...Condo Only	22,128	20,544	7.7%	17,761	16,081	10.4%	4,367	4,463	-2.1%
Timeshare	15,896	17,095	-7.0%	13,653	13,734	-0.6%	2,243	3,360	-33.3%
...Timeshare Only	12,253	11,586	5.8%	10,473	10,637	-1.5%	1,780	949	87.5%
Rental House	12,597	11,981	5.1%	9,487	8,219	15.4%	3,110	3,763	-17.3%
Bed & Breakfast	3,852	4,367	-11.8%	2,563	2,540	0.9%	1,289	1,827	-29.4%
Cruise Ship	6,475	5,318	21.8%	4,164	4,053	2.7%	2,311	1,265	82.7%
Friends or Relatives	43,349	40,969	5.8%	24,536	23,440	4.7%	18,813	17,530	7.3%
PURPOSE OF TRIP									
Pleasure (Net)	189,413	177,473	6.7%	131,317	121,254	8.3%	58,096	56,219	3.3%
.....Vacation	176,822	166,133	6.4%	122,189	112,773	8.3%	54,632	53,359	2.4%
.....Honeymoon	12,537	11,497	9.0%	9,400	8,732	7.7%	3,136	2,765	13.4%
...Get Married	3,635	2,114	72.0%	1,785	1,642	8.7%	1,850	471	292.5%
MC&I (Net)	26,863	25,105	7.0%	11,318	12,326	-8.2%	15,545	12,779	21.6%
.....Convention/Conf.	19,711	20,178	-2.3%	7,740	9,208	-15.9%	11,971	10,970	9.1%
.....Corp. Meetings	2,831	2,550	11.0%	1,968	1,722	14.3%	863	827	4.4%
.....Incentive	4,656	2,637	76.5%	1,944	1,655	17.5%	2,711	982	176.1%
Other Business	11,939	10,481	13.9%	6,884	6,317	9.0%	5,055	4,165	21.4%
Visit Friends/Relatives	37,612	34,901	7.8%	22,393	20,652	8.4%	15,219	14,250	6.8%
Government/Military	16,743	10,329	62.1%	3,620	3,192	13.4%	13,124	7,137	83.9%
Attend School	2,141	3,643	-41.2%	1,039	1,005	3.4%	1,102	2,638	-58.2%
Sport Events	2,868	3,932	-27.1%	2,448	2,395	2.2%	420	1,537	-72.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	552.0	506.1	9.1%	312.3	288.2	8.4%	239.7	217.8	10.0%
Per Person Per Day (\$)	167.8	165.5	1.4%	167.8	165.5	1.4%	167.8	165.5	1.4%
Per Person Per Trip (\$)	1,978.7	1,973.0	0.3%	1,829.3	1,820.9	0.5%	2,214.4	2,218.2	-0.2%

Source: Hawai'i Tourism Authority

**Table 34: 2010 Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)
(Arrivals by air)**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.7	4.8	9.4	2.9	3.3	6.2	3.1	3.2	6.5	4.1	4.2	8.0	2.2	2.2	3.8
13-17	2.1	2.2	4.4	1.9	2.2	4.0	0.9	1.3	1.9	2.1	2.3	4.6	1.4	1.7	2.9
18-24	3.1	4.4	7.8	3.4	4.5	8.3	3.0	6.8	10.2	2.9	4.0	7.2	4.3	5.2	10.4
25-40	12.9	14.0	26.8	13.5	13.4	27.5	16.9	23.7	41.4	11.2	13.1	25.3	20.5	18.0	39.1
41-59	16.5	17.0	33.7	18.3	17.5	35.8	10.4	14.3	23.7	16.7	18.5	35.0	17.1	13.1	29.0
>60	9.5	8.8	17.9	10.0	9.0	18.2	7.5	8.9	16.2	10.5	10.3	19.9	8.1	6.4	14.8
Total	48.8	51.2	100.0	50.0	50.0	100.0	41.8	58.2	100.0	47.5	52.5	100.0	53.6	46.4	100.0
Visitors	1,444,945.97	1,515,837	2,960,783	815,806	816,061	1,631,867	518,062	721,420	1,239,481	193,111	213,341	406,452	61,387	53,181	114,568

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	3.6	3.7	7.0	2.3	2.3	5.4	3.2	2.9	5.3	3.4	3.5	6.4	3.8	4.0	7.7
13-17	1.9	2.7	3.9	1.2	1.5	2.5	2.4	2.7	4.0	1.8	1.9	3.7	1.8	2.1	3.8
18-24	3.4	5.8	10.4	2.1	3.9	6.3	5.0	6.4	11.8	4.9	5.2	10.7	3.2	4.8	8.5
25-40	12.9	16.0	29.1	23.6	24.1	44.9	20.9	17.2	39.6	17.6	15.4	33.6	14.2	15.7	30.0
41-59	14.4	18.1	32.2	17.0	12.7	32.2	16.2	12.3	28.8	16.6	14.5	32.0	16.0	16.5	32.6
>60	9.2	8.3	17.4	4.7	4.6	8.6	6.1	4.6	10.5	8.0	7.2	13.6	9.2	8.7	17.4
Total	45.4	54.6	100.0	50.9	49.1	100.0	53.8	46.2	100.0	52.3	47.7	100.0	48.2	51.8	100.0
Visitors	73,421	88,372	161,793	85,805	82,681	168,486	10,774	9,235	20,008	146,029	132,958	278,987	3,366,200	3,616,225	6,982,425

Note: Sums may not total to 100 percent due to rounding.

Source: Hawai'i Tourism Authority

Figure 12: 2010 Visitor Age Distribution: U.S. West

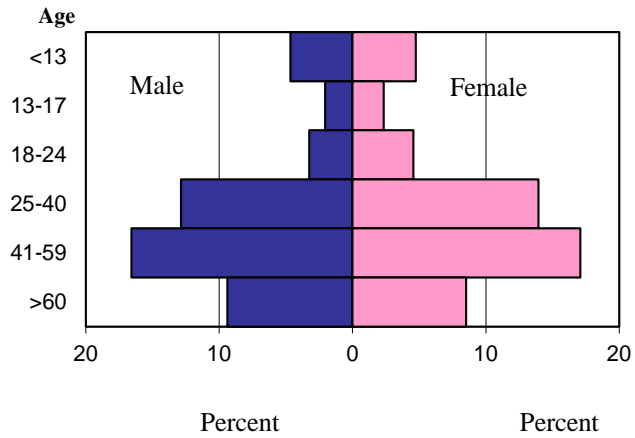
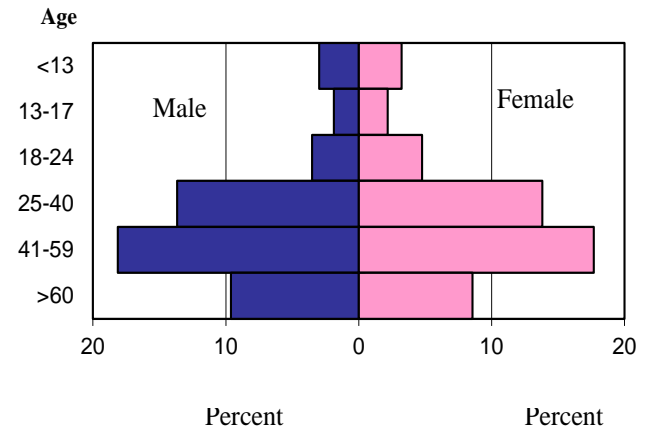


Figure 13: 2010 Visitor Age Distribution: U.S. East



59

Figure 14: 2010 Visitor Age Distribution: Japan

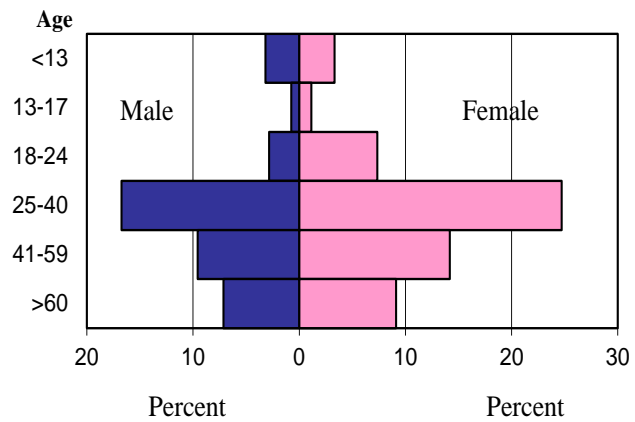
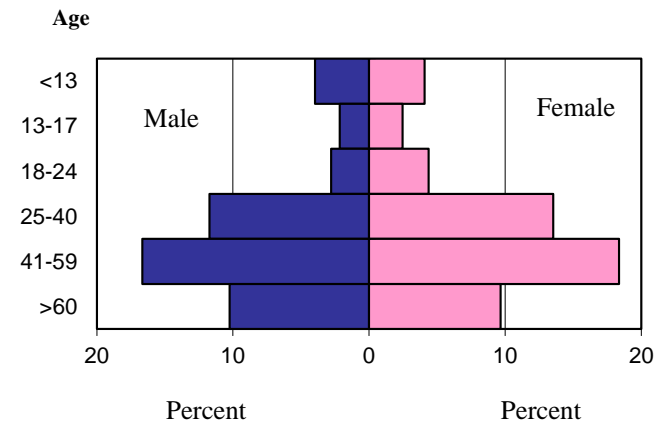


Figure 15: 2010 Visitor Age Distribution: Canada



AIR VISITOR CHARACTERISTICS BY SEGMENTS

BY PURPOSE OF TRIP:

- HONEYMOON VISITOR***
- GET MARRIED VISITOR***
- MEETINGS, CONVENTIONS AND INCENTIVES VISITOR***
- VISITING FRIENDS OR RELATIVES***

BY ACCOMMODATION:

- HOTEL-ONLY VISITOR***
- CONDOMINIUM-ONLY VISITOR***
- TIMESHARE-ONLY VISITOR***

BY FIRST-TIME/REPEAT STATUS

BY PURPOSE OF TRIP

HONEYMOON

Total visitor days for honeymoon visitors increased 6.3 percent from 2009. A total of 497,278 honeymooners visited the islands in 2010, up 4.3 percent compared to the previous year. This group comprised 7.1 percent of total air visitors to Hawai'i, similar to 2009. Japanese visitors accounted for the largest share (40.7%) of honeymoon visitors, down from 45.3 percent of total visitors in 2009. Share of honeymoon visitors from U.S. East (20.4%) and U.S. West (20.4%) were similar to 2009 (Table 35 and Table 36). The share of honeymoon visitors from Korean doubled to 7 percent in 2010 from 3.6 percent in 2009.

- The majority of the honeymooners (71.4%) were first-time visitors to the state.
- Only 31.9 percent were true independent travelers while the remainder purchased group tours (11.9%) or packaged trips (67.3%).
- Three out of four (74.1%) honeymooners visited O'ahu, 29.2 percent visited Maui, 16.4 percent visited Hawai'i Island and 13.2 percent visited Kaua'i.
- The average length of stay by this group in the state was 7.72 days, up from 7.58 days in 2009.
- There were more honeymoon visitors to Maui (+9.3%) but slightly less honeymoon visitors to Kaua'i (-0.2%) compared to 2009.
- Most (87.7%) of the honeymooners stayed in hotels. These visitors also found accommodation in condominiums (7.4%), timeshare properties (4.9%) or rental homes (2%). More honeymooners stayed in hotels (+4.8%) and rental homes (+11.4%) but slightly fewer visitors stayed in condominium (-0.3%) and timeshare properties (-0.4%) compared to 2009.

GET MARRIED

Total visitor days for those who came to get married in Hawai'i rose 4.2 percent from 2009, boosted by a 4.9 percent increase in arrivals to 116,551 visitors. This group accounted for 1.7 percent of total air visitors to the state, similar to 2009. Japanese visitors comprised 47.4 percent of all visitors who came to get married in 2010, down from 50.3 percent in the previous year. Share of those who came to get married from U.S. West (25.9%) and U.S. East (16.7%) were comparable to 2009 (Table 35 and Table 37).

- Slightly more repeat visitors (50.2%) than first time visitors (49.8%) got married in the islands in 2010.
- The majority of those who came to get married continued to purchase packaged trips (59.6%) while 17.9 percent purchased group tours. Only 39.1 percent made their own travel arrangements.
- The average party size was 3.11 persons, up slightly from 3.01 persons in 2009.
- Three out of four (73.4%) visitors who came to get married visited O'ahu, 24.1 percent visited Maui, 15.1 percent visited Hawai'i Island and 10.8 percent visited Kaua'i.
- The average length of stay by this group was 8.20 days, about the same as 2009.
- The majority (80%) stayed in hotels, 12.7 percent stayed in condominiums, 5.2 percent stayed in rental homes and 4.7 percent stayed in timeshare properties. More visitors who came to get married stayed in condominium (+5.8%) and timeshare (+8.1%) properties compared to 2009.

MEETINGS, CONVENTIONS AND INCENTIVES

A total of 369,557 visitors came for meetings, conventions and incentives (MCI) in 2010, a slight increase of .3 percent from the previous year. However, MCI visitor days declined 3.6 percent due to a shorter average length of stay (7.99 days, down from 8.31 days in 2009). MCI visitors comprised 5.3 percent of total air visitors in 2010. Visitors from U.S. East (33.5%) accounted for the largest share of all MCI visitors, down from 37.7 percent of total MCI visitors in 2009. Visitors from U.S. West made up 32.8 percent (down from 33.5% in 2009) while Japan accounted for 12.9 percent of total MCI visitors (up from 9.7% of the total in 2009) (Table 35 and Table 38).

- Repeat visitors comprised 63.8 percent of all MCI visitors, compared to 61.8 percent in 2009.
- Over half (58.6%) made their own travel arrangements instead of purchasing group tours (25%) or packaged trips (34.9%).
- The majority (60.1%) of the MCI visitors to the state went to O‘ahu, 30 percent visited Maui, 20.7 percent visited Hawai‘i Island and 10 visited Kaua‘i.
- The number of MCI visitors declined on O‘ahu (-3.3%), Kaua‘i (-5.9%) and Hawai‘i Island (-2.4%) but increased on Maui (+5.1%) compared to 2009.
- Most (89.1%) MCI visitors stayed in hotels while 7.4 percent stayed in condominiums.

VISITING FRIENDS OR RELATIVES

Total visitor days for those who came by air to visit friends or relatives rose 5.2 from 2009 due to a 4.9 percent growth in arrivals to 660,752 visitors. Their average length of stay was similar to 2009 at 11.95 days. This group accounted for 9.5 percent of all visitors who flew to Hawai‘i in 2010. Over half (54.5%) of all friends and family visitors were from U.S. West. Nearly one-third (30.5%) were from U.S. East, 3.3 percent were from Japan and 2.4 percent were from Canada (Table 35 and Table 39).

- Similar to the previous year, the majority of these visitors in 2010 (78.7%) had been to Hawai‘i before and 88 percent were independent travelers.
- Seven out of ten (72.3%) visitors went to O‘ahu, 18.8 percent visited Maui, 17.9 percent visited Hawai‘i Island and 10.3 percent visited Kaua‘i. O‘ahu saw a 5 percent growth in visitors who came to see friends or relatives, while Hawai‘i Island (-3%) and Kaua‘i (-1.4%) decreased compared to 2009.
- The average party size for this group of visitors was 1.70 people, virtually unchanged from 2009.
- Two out of three (62.8%) visitors from this group stayed with friends or relatives, 29 percent stayed in hotels and 10.4 percent stayed in condominiums.

**Table 35: 2010 Visitors by Selected Purpose of Trip by MMA
and % of Total Purpose of Trip by MMA
(Arrivals by air)**

Purpose of Trip ^{1/}	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	5,231,129	2,335,943	1,170,839	857,560	361,611	85,341	134,112	94,269	14,631	176,822
Honeymoon	497,278	101,591	101,548	202,161	13,415	14,190	11,816	38,546	1,475	12,537
Get Married	116,551	30,190	19,454	55,222	4,003	1,831	680	1,416	119	3,635
Meetings, Conventions & Incentives	369,557	121,201	123,864	47,620	15,989	5,574	6,839	19,734	1,873	26,863
Visit Friends/Relatives	660,752	360,100	201,591	21,709	15,621	9,236	5,151	8,243	1,489	37,612

Purpose of Trip ^{1/}	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	100%	44.7%	22.4%	16.4%	6.9%	1.6%	2.6%	1.8%	0.3%	3.4%
Honeymoon	100%	20.4%	20.4%	40.7%	2.7%	2.9%	2.4%	7.8%	0.3%	2.5%
Get Married	100%	25.9%	16.7%	47.4%	3.4%	1.6%	0.6%	1.2%	0.1%	3.1%
Meetings, Conventions & Incentives	100%	32.8%	33.5%	12.9%	4.3%	1.5%	1.9%	5.3%	0.5%	7.3%
Visit Friends/Relatives	100%	54.5%	30.5%	3.3%	2.4%	1.4%	0.8%	1.2%	0.2%	5.7%

Note: Sums may not total to 100 percent due to rounding.

**Table 36: Honeymoon Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	3,839,816	3,612,087	6.3%	2,188,981	2,085,562	5.0%	1,650,835	1,526,524	8.1%
Total Visitors	497,278	476,693	4.3%	234,845	224,739	4.5%	262,433	251,954	4.2%
PARTY SIZE									
One	18,657	18,073	3.2%	15,862	15,605	1.6%	2,795	2,468	13.3%
Two	416,297	392,448	6.1%	199,604	190,682	4.7%	216,693	201,766	7.4%
Three or more	62,324	66,172	-5.8%	19,380	18,452	5.0%	42,944	47,720	-10.0%
Avg Party Size	2.10	2.12	-0.9%	1.95	1.95	0.2%	2.23	2.27	-1.7%
VISIT STATUS									
First-Time	355,162	334,844	6.1%	151,656	144,384	5.0%	203,506	190,460	6.8%
Repeat	142,116	141,849	0.2%	83,189	80,355	3.5%	58,927	61,494	-4.2%
Average # of Trips	1.96	2.01	-2.4%	2.38	2.38	0.0%	1.59	1.68	-5.4%
TRAVEL METHOD									
Group Tour	59,182	64,378	-8.1%	4,128	3,958	4.3%	55,054	60,420	-8.9%
Package	334,851	322,276	3.9%	110,312	101,866	8.3%	224,539	220,410	1.9%
Group Tour & Pkg	55,213	60,416	-8.6%	3,041	2,783	9.3%	52,172	57,633	-9.5%
True Independent	158,459	150,455	5.3%	123,446	121,699	1.4%	35,012	28,757	21.8%
ISLANDS VISITED									
O'ahu	368,598	357,675	3.1%	115,587	112,074	3.1%	253,011	245,601	3.0%
Maui County	147,150	134,797	9.2%	116,184	112,019	3.7%	30,966	22,778	36.0%
...Maui	145,307	132,939	9.3%	114,573	110,433	3.7%	30,734	22,506	36.6%
...Moloka'i	2,720	2,713	0.3%	2,243	2,304	-2.7%	477	408	16.8%
...Lāna'i	4,546	4,096	11.0%	4,089	3,863	5.9%	456	233	96.2%
Kaua'i	65,404	65,558	-0.2%	61,488	59,560	3.2%	3,916	5,998	-34.7%
Hawai'i Island	81,687	79,206	3.1%	41,782	41,364	1.0%	39,905	37,842	5.5%
...Hilo	32,483	31,787	2.2%	16,761	16,654	0.6%	15,722	15,133	3.9%
...Kona	63,851	61,015	4.6%	35,714	35,591	0.3%	28,136	25,424	10.7%
LENGTH OF STAY									
O'ahu (days)	5.80	5.59	3.7%	6.27	6.11	2.7%	5.58	5.35	4.2%
Maui (days)	6.31	6.47	-2.6%	7.01	6.92	1.3%	3.67	4.27	-14.0%
Moloka'i (days)	3.64	3.39	7.4%	4.14	3.75	10.4%	1.32	1.40	-5.4%
Lāna'i (days)	3.29	3.50	-5.9%	3.44	3.62	-4.8%	1.91	1.46	30.5%
Kaua'i (days)	6.18	6.01	2.8%	6.36	6.29	1.0%	3.47	3.28	5.7%
Hawai'i Island (days)	4.38	4.23	3.8%	5.89	5.78	2.0%	2.80	2.53	11.0%
...Hilo (days)	2.25	2.05	10.1%	2.91	2.84	2.4%	1.55	1.17	32.7%
...Kona (days)	4.46	4.42	1.0%	5.53	5.39	2.6%	3.11	3.06	1.5%
Statewide (days)	7.72	7.58	1.9%	9.32	9.28	0.4%	6.29	6.06	3.8%
ACCOMMODATIONS									
Hotel	436,335	416,293	4.8%	181,495	171,685	5.7%	254,840	244,608	4.2%
...Hotel Only	407,595	387,906	5.1%	157,079	147,300	6.6%	250,516	240,606	4.1%
Condo	36,788	36,897	-0.3%	30,211	29,961	0.8%	6,578	6,936	-5.2%
...Condo Only	24,685	24,611	0.3%	20,661	19,931	3.7%	4,025	4,681	-14.0%
Timeshare	24,271	24,369	-0.4%	22,414	23,281	-3.7%	1,856	1,088	70.6%
...Timeshare Only	17,077	16,880	1.2%	15,869	16,401	-3.2%	1,207	479	152.2%
Rental House	10,147	9,108	11.4%	9,153	8,489	7.8%	994	618	60.7%
Bed & Breakfast	6,031	5,999	0.5%	5,323	5,328	-0.1%	709	670	5.7%
Cruise Ship	6,618	7,205	-8.1%	6,103	6,594	-7.4%	515	611	-15.6%
Friends or Relatives	8,943	8,389	6.6%	7,633	7,335	4.1%	1,310	1,055	24.2%
PURPOSE OF TRIP									
Pleasure (Net)	497,278	476,693	4.3%	234,845	224,739	4.5%	262,433	251,954	4.2%
....Vacation	46,569	43,932	6.0%	30,583	28,828	6.1%	15,986	15,104	5.8%
....Honeymoon	497,278	476,693	4.3%	234,845	224,739	4.5%	262,433	251,954	4.2%
....Get Married	47,801	43,888	8.9%	18,351	17,874	2.7%	29,450	26,014	13.2%
MC&I (Net)	3,374	2,176	55.0%	1,851	2,028	-8.7%	1,522	148	928.2%
....Convention/Conf.	1,646	1,381	19.2%	1,075	1,344	-20.1%	572	37	1465.5%
....Corp. Meetings	595	595	-0.1%	504	574	-12.2%	91	21	326.6%
....Incentive	1,637	886	84.8%	692	788	-12.2%	945	98	868.2%
Other Business	1,349	1,187	13.7%	1,098	1,156	-5.0%	251	31	715.4%
Visit Friends/Relatives	6,155	5,496	12.0%	5,504	5,316	3.5%	650	180	261.0%
Government/Military	453	520	-13.0%	401	520	-22.8%	51	0	na
Attend School	257	210	22.4%	189	210	-10.2%	68	0	na
Sport Events	1,313	1,552	-15.4%	591	815	-27.6%	723	737	-2.0%

**Table 37: Get Married Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	956,015	917,322	4.2%	545,332	515,566	5.8%	410,684	401,756	2.2%
Total Visitors	116,551	111,109	4.9%	53,887	50,125	7.5%	62,663	60,984	2.8%
PARTY SIZE									
One	7,922	8,156	-2.9%	7,275	7,061	3.0%	647	1,095	-41.0%
Two	45,754	43,577	5.0%	28,036	26,484	5.9%	17,718	17,093	3.7%
Three or more	62,875	59,376	5.9%	18,577	16,580	12.0%	44,298	42,796	3.5%
Avg Party Size	3.11	3.01	3.2%	2.09	2.06	1.6%	3.98	3.80	4.9%
VISIT STATUS									
First-Time	58,002	55,779	4.0%	22,509	20,495	9.8%	35,493	35,284	0.6%
Repeat	58,548	55,330	5.8%	31,378	29,630	5.9%	27,170	25,700	5.7%
Average # of Trips	3.13	3.23	-3.0%	4.05	4.18	-3.1%	2.35	2.45	-4.2%
TRAVEL METHOD									
Group Tour	20,893	19,204	8.8%	892	835	6.8%	20,002	18,369	8.9%
Package	69,495	66,547	4.4%	17,922	15,725	14.0%	51,572	50,822	1.5%
Group Tour & Pkg	19,427	17,988	8.0%	542	443	22.5%	18,885	17,546	7.6%
True Independent	45,590	43,346	5.2%	35,616	34,007	4.7%	9,974	9,339	6.8%
ISLANDS VISITED									
O'ahu	85,605	82,718	3.5%	25,336	23,873	6.1%	60,270	58,846	2.4%
Mauai County	28,544	28,502	0.1%	23,859	23,055	3.5%	4,684	5,447	-14.0%
...Mauai	28,133	27,773	1.3%	23,512	22,548	4.3%	4,621	5,225	-11.6%
...Moloka'i	589	937	-37.1%	445	632	-29.5%	144	305	-52.9%
...Lāna'i	847	1,322	-36.0%	782	941	-16.8%	64	382	-83.1%
Kaua'i	12,615	12,286	2.7%	11,318	10,494	7.8%	1,297	1,792	-27.6%
Hawai'i Island	17,578	17,640	-0.4%	8,890	8,816	0.8%	8,688	8,825	-1.5%
...Hilo	7,328	8,157	-10.2%	2,970	3,142	-5.5%	4,357	5,015	-13.1%
...Kona	12,662	12,307	2.9%	7,721	7,568	2.0%	4,940	4,739	4.2%
LENGTH OF STAY									
O'ahu (days)	6.48	6.40	1.2%	7.73	7.74	-0.2%	5.96	5.86	1.7%
Mauai (days)	7.60	7.71	-1.4%	8.06	8.08	-0.2%	5.30	6.16	-13.9%
Moloka'i (days)	3.35	3.56	-6.0%	4.10	4.80	-14.6%	1.04	1.00	3.5%
Lāna'i (days)	3.61	3.85	-6.4%	3.82	4.66	-18.0%	1.00	1.85	-46.0%
Kaua'i (days)	7.19	6.61	8.7%	7.52	7.35	2.3%	4.27	2.29	86.2%
Hawai'i Island (days)	5.21	4.75	9.7%	7.90	7.27	8.6%	2.46	2.23	10.7%
...Hilo (days)	2.67	2.21	20.7%	4.44	3.95	12.5%	1.46	1.12	30.2%
...Kona (days)	5.69	5.34	6.5%	7.38	6.83	8.0%	3.05	2.96	3.0%
Statewide (days)	8.20	8.26	-0.6%	10.12	10.29	-1.6%	6.55	6.59	-0.5%
ACCOMMODATIONS									
Hotel	93,226	88,579	5.2%	34,192	31,404	8.9%	59,033	57,175	3.3%
...Hotel Only	84,612	80,520	5.1%	27,501	25,158	9.3%	57,111	55,361	3.2%
Condo	14,798	13,992	5.8%	11,421	11,169	2.3%	3,377	2,822	19.6%
...Condo Only	10,225	9,696	5.4%	8,136	7,845	3.7%	2,088	1,851	12.8%
Timeshare	5,501	5,088	8.1%	4,106	4,250	-3.4%	1,395	838	66.4%
...Timeshare Only	3,489	3,169	10.1%	2,702	2,701	0.1%	786	468	68.1%
Rental House	6,085	6,144	-1.0%	5,624	5,116	9.9%	461	1,029	-55.2%
Bed & Breakfast	976	1,552	-37.1%	843	1,078	-21.8%	133	474	-71.9%
Cruise Ship	969	1,096	-11.7%	878	957	-8.2%	90	140	-35.3%
Friends or Relatives	4,968	4,833	2.8%	4,617	4,213	9.6%	351	620	-43.5%
PURPOSE OF TRIP									
Pleasure (Net)	116,551	111,109	4.9%	53,887	50,125	7.5%	62,663	60,984	2.8%
....Vacation	34,322	30,422	12.8%	19,239	17,724	8.5%	15,083	12,698	18.8%
....Honeymoon	47,801	43,888	8.9%	18,351	17,874	2.7%	29,450	26,014	13.2%
...Get Married	116,551	111,109	4.9%	53,887	50,125	7.5%	62,663	60,984	2.8%
MC&I (Net)	1,950	2,018	-3.3%	909	1,224	-25.7%	1,041	794	31.2%
....Convention/Conf.	661	883	-25.1%	517	806	-35.9%	144	77	87.1%
....Corp. Meetings	370	622	-40.6%	333	468	-28.7%	36	154	-76.5%
....Incentive	1,359	1,146	18.6%	426	584	-27.0%	933	562	65.9%
Other Business	656	820	-20.1%	654	650	0.6%	2	170	-99.0%
Visit Friends/Relatives	4,137	3,946	4.9%	3,814	3,477	9.7%	323	469	-31.0%
Government/Military	244	328	-25.8%	244	328	-25.8%	0	0	na
Attend School	246	629	-60.9%	178	157	12.8%	68	471	-85.5%
Sport Events	666	1,047	-36.4%	420	525	-20.1%	246	521	-52.8%

**Table 38: Meetings, Conventions and Incentives Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	2,953,107	3,062,910	-3.6%	2,230,691	2,461,014	-9.4%	722,417	601,896	20.0%
Total Visitors	369,557	368,630	0.3%	269,057	290,801	-7.5%	100,500	77,829	29.1%
PARTY SIZE									
One	93,730	95,319	-1.7%	72,340	79,436	-8.9%	21,390	15,883	34.7%
Two	146,405	155,209	-5.7%	125,354	134,037	-6.5%	21,051	21,172	-0.6%
Three or more	129,422	118,102	9.6%	71,362	77,328	-7.7%	58,060	40,774	42.4%
Avg Party Size	1.95	1.87	4.1%	1.76	1.75	-2.2%	2.45	2.31	6.0%
VISIT STATUS				472435.08					
First-Time	133,718	140,878	-5.1%	81,048	97,714	-17.1%	52,670	43,165	22.0%
Repeat	235,839	227,752	3.6%	188,009	193,088	-2.6%	47,830	34,664	38.0%
Average # of Trips	4.49	4.25	5.7%	5.11	4.74	7.8%	2.83	2.41	17.7%
TRAVEL METHOD				1374502.1					
Group Tour	92,346	87,957	5.0%	39,529	50,439	-21.6%	52,817	37,518	40.8%
Package	128,880	121,963	5.7%	70,338	81,464	-13.7%	58,542	40,499	44.6%
Group Tour & Pkg	68,133	62,438	9.1%	25,799	33,502	-23.0%	42,333	28,936	46.3%
True Independent	216,464	221,149	-2.1%	184,989	192,401	-3.9%	31,475	28,748	9.5%
ISLANDS VISITED									
O'ahu	222,224	229,807	-3.3%	135,027	163,277	-17.3%	87,197	66,530	31.1%
Maui County	115,673	109,485	5.7%	98,006	96,140	1.9%	17,667	13,345	32.4%
...Maui	110,718	105,349	5.1%	93,929	92,307	1.8%	16,789	13,042	28.7%
...Moloka'i	2,654	2,267	17.1%	1,640	1,983	-17.3%	1,014	284	256.6%
...Lāna'i	7,206	6,009	19.9%	6,125	5,507	11.2%	1,081	502	115.4%
Kaua'i	36,922	39,248	-5.9%	32,918	36,076	-8.8%	4,004	3,172	26.2%
Hawai'i Island	76,603	78,467	-2.4%	61,019	67,569	-9.7%	15,583	10,898	43.0%
...Hilo	21,559	20,931	3.0%	14,015	16,552	-15.3%	7,544	4,378	72.3%
...Kona	65,041	68,103	-4.5%	54,195	59,437	-8.8%	10,846	8,667	25.1%
LENGTH OF STAY									
O'ahu (days)	6.38	6.74	-5.3%	6.59	6.78	-2.9%	6.06	6.64	-8.7%
Maui (days)	6.89	6.94	-0.8%	7.07	6.86	3.0%	5.89	7.51	-21.6%
Moloka'i (days)	4.14	3.60	15.0%	5.92	3.85	53.8%	1.26	1.87	-32.4%
Lāna'i (days)	4.53	4.55	-0.5%	4.89	4.79	2.2%	2.48	1.95	27.1%
Kaua'i (days)	6.76	6.13	10.3%	6.61	6.36	3.9%	7.97	3.44	131.8%
Hawai'i Island (days)	6.25	6.45	-3.1%	6.88	6.75	1.8%	3.81	4.59	-17.0%
...Hilo (days)	3.34	3.35	-0.2%	3.86	3.70	4.1%	2.37	1.99	19.2%
...Kona (days)	6.26	6.41	-2.3%	6.74	6.65	1.5%	3.82	4.77	-19.8%
Statewide (days)	7.99	8.31	-3.8%	8.29	8.46	-2.0%	7.19	7.73	-7.1%
ACCOMMODATIONS									
Hotel	329,564	327,927	0.5%	237,027	257,027	-7.8%	92,536	70,900	30.5%
...Hotel Only	303,331	295,792	2.5%	215,426	230,889	-6.7%	87,905	64,903	35.4%
Condo	27,517	27,048	1.7%	21,906	23,257	-5.8%	5,612	3,790	48.0%
...Condo Only	16,439	14,253	15.3%	12,492	12,383	0.9%	3,947	1,870	111.1%
Timeshare	10,015	11,863	-15.6%	9,389	11,132	-15.7%	626	731	-14.4%
...Timeshare Only	5,838	6,476	-9.8%	5,368	5,942	-9.7%	470	534	-11.9%
Rental House	7,612	8,214	-7.3%	7,108	7,617	-6.7%	504	597	-15.7%
Bed & Breakfast	3,725	5,219	-28.6%	2,897	3,378	-14.3%	828	1,840	-55.0%
Cruise Ship	2,961	4,364	-32.2%	2,467	3,595	-31.4%	494	769	-35.8%
Friends or Relatives	10,769	12,364	-12.9%	8,959	10,246	-12.6%	1,811	2,118	-14.5%
PURPOSE OF TRIP									
Pleasure (Net)	108,831	114,606	-5.0%	92,812	101,652	-8.7%	16,018	12,954	23.7%
.....Vacation	106,188	112,687	-5.8%	91,757	100,551	-8.7%	14,431	12,136	18.9%
.....Honeymoon	3,374	2,176	55.0%	1,851	2,028	-8.7%	1,522	148	928.2%
...Get Married	1,950	2,018	-3.3%	909	1,224	-25.7%	1,041	794	31.2%
MC&I (Net)	369,557	368,630	0.3%	269,057	290,801	-7.5%	100,500	77,829	29.1%
.....Convention/Conf.	225,083	247,231	-9.0%	172,715	200,205	-13.7%	52,368	47,025	11.4%
.....Corp. Meetings	70,684	61,795	14.4%	54,855	51,681	6.1%	15,829	10,114	56.5%
.....Incentive	86,094	70,003	23.0%	50,901	48,216	5.6%	35,193	21,787	61.5%
Other Business	7,156	7,131	0.4%	6,276	6,422	-2.3%	880	709	24.1%
Visit Friends/Relatives	8,355	9,055	-7.7%	7,593	8,669	-12.4%	762	386	97.4%
Government/Military	3,407	2,987	14.1%	2,841	2,846	-0.2%	566	141	301.8%
Attend School	409	426	-3.9%	396	422	-6.1%	13	4	229.1%
Sport Events	1,218	1,540	-20.9%	920	1,280	-28.2%	298	260	14.7%

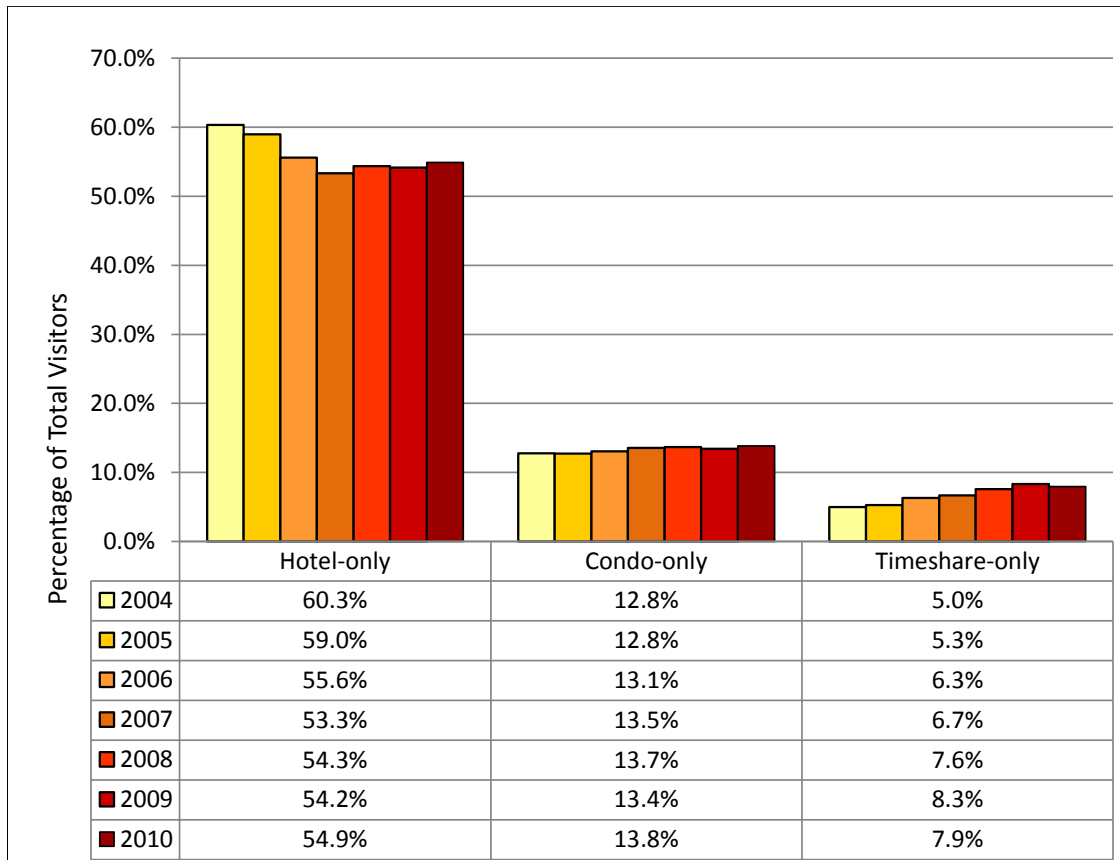
**Table 39: Visit Friends or Relatives Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	7,898,302	7,510,142	5.2%	7,043,847	6,748,285	4.4%	854,455	761,857	12.2%
Total Visitors	660,752	629,804	4.9%	592,417	564,577	4.9%	68,334	65,227	4.8%
PARTY SIZE									
One	214,649	202,874	5.8%	192,560	181,130	6.3%	22,089	21,743	1.6%
Two	242,844	234,178	3.7%	220,218	212,039	3.9%	22,626	22,140	2.2%
Three or more	203,259	192,752	5.5%	179,639	171,408	4.8%	23,620	21,344	10.7%
Avg Party Size	1.70	1.71	-0.2%	1.69	1.70	-0.8%	1.79	1.71	4.2%
VISIT STATUS									
First-Time	140,911	135,592	3.9%	118,757	115,405	2.9%	22,154	20,188	9.7%
Repeat	519,841	494,212	5.2%	473,661	449,173	5.5%	46,180	45,039	2.5%
Average # of Trips	7.95	7.84	1.3%	8.24	8.13	1.4%	5.41	5.37	0.8%
TRAVEL METHOD									
Group Tour	8,330	10,015	-16.8%	4,093	4,032	1.5%	4,238	5,984	-29.2%
Package	76,132	69,775	9.1%	60,557	55,025	10.1%	15,574	14,750	5.6%
Group Tour & Pkg	5,323	6,972	-23.6%	1,958	1,932	1.4%	3,365	5,040	-33.2%
True Independent	581,613	556,985	4.4%	529,725	507,452	4.4%	51,888	49,533	4.8%
ISLANDS VISITED									
O'ahu	477,583	454,896	5.0%	420,390	398,604	5.5%	57,193	56,292	1.6%
Maui County	130,178	129,597	0.4%	118,459	117,290	1.0%	11,718	12,308	-4.8%
...Maui	124,431	123,800	0.5%	113,085	111,784	1.2%	11,346	12,015	-5.6%
...Moloka'i	6,361	7,045	-9.7%	5,904	6,236	-5.3%	457	809	-43.5%
...Lāna'i	5,630	5,780	-2.6%	5,107	4,923	3.7%	522	857	-39.1%
Kaua'i	68,004	68,937	-1.4%	63,009	63,457	-0.7%	4,996	5,480	-8.8%
Hawai'i Island	118,002	121,656	-3.0%	107,421	108,615	-1.1%	10,581	13,042	-18.9%
...Hilo	54,677	54,811	-0.2%	49,143	48,413	1.5%	5,534	6,399	-13.5%
...Kona	86,976	91,382	-4.8%	79,430	80,576	-1.4%	7,546	10,806	-30.2%
LENGTH OF STAY									
O'ahu (days)	10.36	10.06	3.0%	10.23	10.16	0.7%	11.31	9.35	21.0%
Maui (days)	9.33	9.30	0.3%	9.34	9.26	0.8%	9.24	9.62	-3.9%
Moloka'i (days)	6.64	6.04	9.9%	7.00	6.54	7.0%	1.94	2.16	-10.6%
Lāna'i (days)	3.93	3.81	3.2%	4.19	4.25	-1.3%	1.35	1.28	5.7%
Kaua'i (days)	8.69	8.70	-0.1%	8.98	8.86	1.4%	4.95	6.77	-26.9%
Hawai'i Island (days)	9.62	9.20	4.6%	9.85	9.56	3.0%	7.24	6.15	17.8%
...Hilo (days)	7.13	6.72	6.2%	7.40	7.15	3.4%	4.82	3.43	40.5%
...Kona (days)	8.56	8.21	4.2%	8.75	8.59	1.8%	6.61	5.38	22.8%
Statewide (days)	11.95	11.92	0.2%	11.89	11.95	-0.5%	12.50	11.68	7.1%
ACCOMMODATIONS									
Hotel	191,829	179,565	6.8%	165,047	153,274	7.7%	26,782	26,291	1.9%
...Hotel Only	122,661	113,477	8.1%	103,425	93,778	10.3%	19,236	19,698	-2.3%
Condo	68,928	64,992	6.1%	60,722	56,741	7.0%	8,206	8,250	-0.5%
...Condo Only	44,212	40,921	8.0%	38,238	34,894	9.6%	5,974	6,027	-0.9%
Timeshare	29,919	30,072	-0.5%	28,128	28,784	-2.3%	1,791	1,288	39.1%
...Timeshare Only	15,897	16,045	-0.9%	14,850	15,355	-3.3%	1,047	691	51.6%
Rental House	33,804	31,546	7.2%	32,016	29,452	8.7%	1,788	2,094	-14.6%
Bed & Breakfast	6,696	5,950	12.5%	5,969	5,752	3.8%	727	198	266.6%
Cruise Ship	3,380	3,312	2.1%	2,973	3,012	-1.3%	407	300	35.6%
Friends or Relatives	415,076	399,507	3.9%	377,418	364,989	3.4%	37,658	34,518	9.1%
PURPOSE OF TRIP									
Pleasure (Net)	248,508	235,015	5.7%	223,706	213,999	4.5%	24,802	21,016	18.0%
.....Vacation	245,456	232,307	5.7%	221,110	211,487	4.6%	24,346	20,820	16.9%
.....Honeymoon	6,155	5,496	12.0%	5,504	5,316	3.5%	650	180	261.0%
...Get Married	4,137	3,946	4.9%	3,814	3,477	9.7%	323	469	-31.0%
MC&I (Net)	8,355	9,055	-7.7%	7,593	8,669	-12.4%	762	386	97.4%
.....Convention/Conf.	5,460	6,285	-13.1%	5,026	6,071	-17.2%	434	214	102.7%
.....Corp. Meetings	1,968	2,021	-2.7%	1,875	1,936	-3.2%	93	85	9.0%
.....Incentive	1,555	1,467	6.0%	1,300	1,360	-4.4%	255	106	139.6%
Other Business	15,834	15,013	5.5%	15,492	14,577	6.3%	342	436	-21.5%
Visit Friends/Relatives	660,752	629,804	4.9%	592,417	564,577	4.9%	68,334	65,227	4.8%
Government/Military	3,876	3,591	7.9%	2,976	3,129	-4.9%	900	462	94.8%
Attend School	1,609	1,721	-6.5%	1,428	1,152	23.9%	181	568	-68.1%
Sport Events	5,422	5,487	-1.2%	4,285	4,562	-6.1%	1,137	925	22.9%

Source: Hawai'i Tourism Authority

BY ACCOMMODATION

Figure 16: 2004-2010 Hotel-only, Condo-only and Timeshare-only Visitors as Share of Total Arrivals



HOTEL-ONLY

Total visitor days by hotel-only visitors increased 11.2 percent from 2009. A total of 3,831,737 visitors stayed exclusively in hotels in 2010, up 10.2 percent compared to the previous year. The length of stay by these visitors was 7.39 days, about the same as 2009. The percent of hotel-only to total air visitors to Hawai'i was slightly higher than 2009 at 54.9 percent (Table 40 and Figure 16).

- Repeat visitors accounted for 58.4 percent of hotel-only visitors in 2010, unchanged from a year ago.
- True independent travelers comprised 45.4 percent, while more than half of hotel-only visitors came to Hawai'i on a package trip (52.5%).
- Three out of four (74.2%) hotels-only visitors went to O'ahu, 23.1 percent visited Maui, 15 percent visited Hawai'i Island, while 7.6 percent went to Kauai. All islands experienced more hotel-only visitors than in 2009.
- The majority of the hotel-only visitors came to the islands for vacation (71.1%). Honeymooners accounted for 10.6 percent while 7.9 percent of the total from this group came for meetings, conventions and incentives.

CONDOMINIUM-ONLY

Total visitor days by those who stayed only in condominiums in 2010 rose 11.1 percent from the previous year. Of total air visitors to Hawai'i in 2010, 13.8 percent or 967,050 visitors stayed exclusively in condominiums, an increase of 12.1 percent compared to 2009. The average length of stay by these visitors was 11.46 (11.56 in 2009), much longer than their hotel-only counterparts (Table 41). Over the last six years, the percent of condo-only to total air visitors had been fairly stable at 13 percent to 14 percent.

- Nearly 80 percent of these visitors had been to Hawai'i before with an average of 6.60 trips to the islands.
- Most (89.5%) of the condominium-only visitors came to vacation, 4.6 percent came to visit friends or relatives and 2.6 percent came to honeymoon.
- Eight out of ten of these visitors (78.3%) were true independent travelers.
- Half (50.4%) of all condominium-only visitors were on Maui, 28.8 percent were on O'ahu, 15.7 percent were on Hawai'i Island and 14.9 percent were on Kaua'i. There were more condo-only visitors on all islands except for Moloka'i compared to 2009.

TIMESHARE-ONLY

Total visitor days by timeshare-only visitors grew 3.7 percent compared to 2009. Those who stayed exclusively in timeshare properties while in the islands rose 3.7 percent to 554,270 visitors. The average length of stay by this group of visitors was unchanged from 2009 at 9.78 days. After increasing over the last five years, the share of timeshare-only visitors dropped slightly to 7.9 percent of all visitors who came by air in 2010 (Table 42).

- Most of these visitors (93.7%) came to Hawai'i for a vacation, 3.1 percent came to honeymoon and 2.9 percent came to visit friends or relatives.
- Nearly all (89.9%) were from the domestic market; 90.6 percent were true independent travelers and only 18.1 percent were first-time visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 37.8 percent, followed by O'ahu with 29.8 percent, Kaua'i with 28.7 percent, and Hawai'i Island's with 17.3 percent.

**Table 40: Hotel-Only Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	28,302,413	25,452,453	11.2%	18,857,592	17,158,479	9.9%	9,444,821	8,293,975	13.9%
Total Visitors	3,831,737	3,477,293	10.2%	2,335,900	2,121,946	10.1%	1,495,837	1,355,347	10.4%
PARTY SIZE									
One	586,985	522,485	12.3%	470,895	430,810	9.3%	116,090	91,675	26.6%
Two	1,652,206	1,556,156	6.2%	1,026,305	944,589	8.7%	625,901	611,567	2.3%
Three or more	1,592,546	1,398,652	13.9%	838,700	746,547	12.3%	753,846	652,105	15.6%
Avg Party Size	2.20	2.17	1.1%	1.95	1.94	0.5%	2.58	2.53	1.9%
VISIT STATUS									
First-Time	1,595,735	1,446,981	10.3%	857,222	784,332	9.3%	738,514	662,649	11.4%
Repeat	2,236,002	2,030,311	10.1%	1,478,678	1,337,614	10.5%	757,324	692,697	9.3%
Average # of Trips	4.06	4.06	0.0%	4.70	4.66	0.8%	3.06	3.11	-1.8%
TRAVEL METHOD									
Group Tour	582,962	538,498	8.3%	120,596	115,956	4.0%	462,365	422,542	9.4%
Package	2,011,374	1,831,954	9.8%	907,873	808,016	12.4%	1,103,501	1,023,938	7.8%
Group Tour & Pkg	502,263	466,120	7.8%	89,047	84,195	5.8%	413,216	381,925	8.2%
True Independent	1,739,665	1,572,960	10.6%	1,396,477	1,282,169	8.9%	343,187	290,791	18.0%
ISLANDS VISITED									
O'ahu	2,843,335	2,612,119	8.9%	1,433,717	1,321,897	8.5%	1,409,618	1,290,222	9.3%
Maui County	904,783	796,124	13.6%	757,004	675,394	12.1%	147,779	120,730	22.4%
...Maui	884,127	778,776	13.5%	739,342	659,518	12.1%	144,785	119,257	21.4%
...Moloka'i	15,926	13,290	19.8%	11,615	10,963	6.0%	4,311	2,327	85.2%
...Lāna'i	35,722	29,457	21.3%	29,638	26,171	13.2%	6,084	3,286	85.2%
Kaua'i	289,628	271,779	6.6%	254,320	237,963	6.9%	35,308	33,816	4.4%
Hawai'i Island	575,106	526,169	9.3%	367,504	345,243	6.4%	207,602	180,925	14.7%
...Hilo	185,713	172,268	7.8%	96,730	91,131	6.1%	88,984	81,137	9.7%
...Kona	456,707	414,879	10.1%	314,102	293,658	7.0%	142,605	121,220	17.6%
LENGTH OF STAY									
O'ahu (days)	6.24	6.17	1.2%	6.81	6.78	0.4%	5.66	5.54	2.2%
Maui (days)	6.46	6.36	1.6%	6.81	6.73	1.3%	4.65	4.30	8.0%
Moloka'i (days)	2.66	2.74	-2.9%	3.05	3.02	0.9%	1.61	1.41	14.3%
Lāna'i (days)	3.94	4.09	-3.7%	4.30	4.31	-0.2%	2.16	2.35	-7.8%
Kaua'i (days)	5.96	5.76	3.4%	6.30	6.18	1.9%	3.52	2.83	24.0%
Hawai'i Island (days)	5.11	5.07	0.8%	6.25	6.20	0.7%	3.10	2.90	6.9%
...Hilo (days)	2.59	2.57	0.7%	3.47	3.47	0.0%	1.63	1.56	4.3%
...Kona (days)	5.38	5.36	0.4%	6.24	6.21	0.4%	3.50	3.29	6.5%
Statewide (days)	7.39	7.32	0.9%	8.07	8.09	-0.2%	6.31	6.12	3.2%
ACCOMMODATIONS									
Hotel	3,831,737	3,477,293	10.2%	2,335,900	2,121,946	10.1%	1,495,837	1,355,347	10.4%
...Hotel Only	3,831,737	3,477,293	10.2%	2,335,900	2,121,946	10.1%	1,495,837	1,355,347	10.4%
PURPOSE OF TRIP									
Pleasure (Net)	3,136,206	2,894,951	8.3%	1,872,923	1,677,905	11.6%	1,263,283	1,217,046	3.8%
....Vacation	2,723,312	2,498,696	9.0%	1,718,801	1,533,448	12.1%	1,004,510	965,248	4.1%
....Honeymoon	407,595	387,906	5.1%	157,079	147,300	6.6%	250,516	240,606	4.1%
...Get Married	84,612	80,520	5.1%	27,501	25,158	9.3%	57,111	55,361	3.2%
MC&I (Net)	303,331	295,792	2.5%	215,426	230,889	-6.7%	87,905	64,903	35.4%
....Convention/Conf.	177,910	193,679	-8.1%	135,327	156,686	-13.6%	42,583	36,992	15.1%
....Corp. Meetings	59,268	49,599	19.5%	44,340	40,925	8.3%	14,928	8,673	72.1%
....Incentive	76,606	60,749	26.1%	43,448	40,588	7.0%	33,158	20,162	64.5%
Other Business	158,156	142,601	10.9%	141,604	127,385	11.2%	16,552	15,216	8.8%
Visit Friends/Relatives	122,661	113,477	8.1%	103,425	93,778	10.3%	19,236	19,698	-2.3%
Government/Military	86,133	70,553	22.1%	70,363	60,049	17.2%	15,770	10,503	50.1%
Attend School	6,148	3,964	55.1%	3,699	3,345	10.6%	2,449	619	295.6%
Sport Events	63,761	67,819	-6.0%	30,725	36,592	-16.0%	33,036	31,228	5.8%

**Table 41: Condo-Only Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	11,079,483	9,972,513	11.1%	8,849,959	8,107,870	9.2%	2,229,524	1,864,643	19.6%
Total Visitors	967,050	862,732	12.1%	771,246	700,028	10.2%	195,804	162,705	20.3%
PARTY SIZE									
One	111,098	100,630	10.4%	95,067	87,534	8.6%	16,031	13,096	22.4%
Two	387,787	352,983	9.9%	326,474	299,390	9.0%	61,312	53,594	14.4%
Three or more	468,165	409,119	14.4%	349,704	313,104	11.7%	118,460	96,014	23.4%
Avg Party Size	2.32	2.30	0.8%	2.23	2.22	0.6%	2.65	2.64	0.7%
VISIT STATUS									
First-Time	198,169	176,596	12.2%	149,261	137,193	8.8%	48,908	39,403	24.1%
Repeat	768,881	686,136	12.1%	621,985	562,834	10.5%	146,895	123,302	19.1%
Average # of Trips	6.60	6.66	-0.9%	6.83	6.85	-0.2%	5.67	5.85	-3.1%
TRAVEL METHOD									
Group Tour	20,305	18,673	8.7%	4,043	3,773	7.1%	16,262	14,900	9.1%
Package	203,465	171,374	18.7%	152,670	131,071	16.5%	50,795	40,303	26.0%
Group Tour & Pkg	14,319	12,879	11.2%	1,964	1,982	-0.9%	12,355	10,897	13.4%
True Independent	757,598	685,564	10.5%	616,497	567,165	8.7%	141,101	118,399	19.2%
ISLANDS VISITED									
O'ahu	278,889	255,190	9.3%	155,325	148,343	4.7%	123,565	106,847	15.6%
Maui County	492,101	426,393	15.4%	425,772	374,357	13.7%	66,328	52,037	27.5%
...Maui	487,217	421,194	15.7%	421,330	369,706	14.0%	65,888	51,488	28.0%
...Moloka'i	7,716	8,016	-3.7%	6,825	7,042	-3.1%	892	974	-8.5%
...Lāna'i	7,048	6,749	4.4%	6,189	5,623	10.1%	858	1,126	-23.7%
Kaua'i	144,528	137,157	5.4%	135,702	131,327	3.3%	8,827	5,830	51.4%
Hawai'i Island	151,666	142,269	6.6%	125,580	120,193	4.5%	26,085	22,076	18.2%
...Hilo	27,338	25,113	8.9%	19,946	18,516	7.7%	7,392	6,596	12.1%
...Kona	139,379	131,591	5.9%	118,043	112,936	4.5%	21,336	18,655	14.4%
LENGTH OF STAY									
O'ahu (days)	10.27	10.18	0.8%	10.89	10.63	2.5%	9.48	9.56	-0.8%
Maui (days)	10.65	10.80	-1.3%	10.41	10.55	-1.3%	12.18	12.58	-3.2%
Moloka'i (days)	7.72	7.57	1.9%	8.25	8.15	1.2%	3.61	3.38	6.7%
Lāna'i (days)	3.23	3.22	0.4%	3.42	3.34	2.5%	1.89	2.65	-28.5%
Kaua'i (days)	9.70	9.54	1.7%	9.85	9.69	1.6%	7.35	6.03	21.9%
Hawai'i Island (days)	10.17	10.10	0.7%	10.81	10.67	1.3%	7.09	6.95	2.0%
...Hilo (days)	4.00	4.02	-0.5%	4.71	4.48	5.1%	2.08	2.72	-23.7%
...Kona (days)	10.28	10.15	1.3%	10.70	10.62	0.8%	7.96	7.27	9.5%
Statewide (days)	11.46	11.56	-0.9%	11.47	11.58	-0.9%	11.39	11.46	-0.6%
ACCOMMODATIONS									
Condo	895,831	862,732	3.8%	700,028	700,028	0.0%	195,804	162,705	20.3%
...Condo Only	895,831	862,732	3.8%	700,028	700,028	0.0%	195,804	162,705	20.3%
PURPOSE OF TRIP									
Pleasure (Net)	890,415	794,246	12.1%	713,666	645,168	10.6%	176,749	149,078	18.6%
....Vacation	865,081	768,687	12.5%	692,624	624,832	10.8%	172,457	143,854	19.9%
....Honeymoon	24,685	24,611	0.3%	20,661	19,931	3.7%	4,025	4,681	-14.0%
...Get Married	10,225	9,696	5.4%	8,136	7,845	3.7%	2,088	1,851	12.8%
MC&I (Net)	16,439	14,253	15.3%	12,492	12,383	0.9%	3,947	1,870	111.1%
....Convention/Conf.	12,174	9,904	22.9%	9,038	8,886	1.7%	3,136	1,018	208.1%
....Corp. Meetings	2,657	2,895	-8.2%	2,485	2,497	-0.5%	173	398	-56.6%
....Incentive	1,874	1,717	9.2%	1,214	1,219	-0.3%	660	498	32.5%
Other Business	22,026	21,326	3.3%	20,676	20,003	3.4%	1,349	1,323	2.0%
Visit Friends/Relatives	44,212	40,921	8.0%	38,238	34,894	9.6%	5,974	6,027	-0.9%
Government/Military	3,307	3,081	7.3%	3,254	2,880	13.0%	52	202	-74.0%
Attend School	3,547	1,666	112.9%	1,028	841	22.2%	2,520	826	205.2%
Sport Events	11,734	12,220	-4.0%	6,440	6,422	0.3%	5,294	5,798	-8.7%

**Table 42: Timeshare-Only Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	5,419,408	5,227,266	3.7%	4,914,195	4,829,705	1.7%	505,213	397,560	27.1%
Total Visitors	554,270	534,691	3.7%	498,440	492,102	1.3%	55,830	42,589	31.1%
PARTY SIZE									
One	53,113	52,795	0.6%	50,466	50,043	0.8%	2,648	2,752	-3.8%
Two	258,882	248,914	4.0%	238,772	232,945	2.5%	20,111	15,969	25.9%
Three or more	242,275	232,982	4.0%	209,203	209,114	0.0%	33,072	23,868	38.6%
Avg Party Size	2.31	2.27	1.4%	2.26	2.25	0.5%	2.72	2.58	5.7%
VISIT STATUS									
First-Time	100,405	103,097	-2.6%	91,430	96,152	-4.9%	8,975	6,946	29.2%
Repeat	453,866	431,594	5.2%	407,010	395,950	2.8%	46,855	35,644	31.5%
Average # of Trips	6.51	6.24	4.3%	6.49	6.23	4.1%	6.70	6.35	5.4%
TRAVEL METHOD									
Group Tour	2,766	2,292	20.7%	1,453	1,471	-1.2%	1,313	820	60.1%
Package	50,372	48,908	3.0%	44,588	46,013	-3.1%	5,784	2,895	99.8%
Group Tour & Pkg	1,095	677	61.6%	454	416	9.1%	641	262	145.1%
True Independent	502,227	484,169	3.7%	452,853	445,033	1.8%	49,375	39,136	26.2%
ISLANDS VISITED									
O'ahu	165,210	161,271	2.4%	127,117	131,641	-3.4%	38,092	29,630	28.6%
Maui County	211,608	205,691	2.9%	200,160	195,571	2.3%	11,448	10,120	13.1%
...Maui	209,616	203,951	2.8%	198,260	193,869	2.3%	11,356	10,081	12.6%
...Moloka'i	2,587	2,360	9.6%	2,522	2,275	10.9%	65	86	-24.7%
...Lāna'i	3,522	3,137	12.3%	3,404	3,002	13.4%	119	135	-11.9%
Kaua'i	159,181	156,936	1.4%	153,751	153,293	0.3%	5,430	3,642	49.1%
Hawai'i Island	95,673	93,639	2.2%	85,055	85,646	-0.7%	10,618	7,992	32.9%
...Hilo	14,782	14,796	-0.1%	13,019	13,126	-0.8%	1,763	1,670	5.6%
...Kona	89,945	87,984	2.2%	80,283	80,883	-0.7%	9,663	7,102	36.1%
LENGTH OF STAY									
O'ahu (days)	7.54	7.44	1.3%	7.63	7.44	2.5%	7.24	7.45	-2.8%
Maui (days)	9.13	8.97	1.9%	9.06	8.91	1.7%	10.45	10.16	2.8%
Moloka'i (days)	3.43	3.81	-10.1%	3.38	3.75	-9.9%	5.26	5.47	-3.9%
Lāna'i (days)	3.24	2.90	11.6%	3.24	2.97	9.1%	3.08	1.34	129.5%
Kaua'i (days)	9.07	8.95	1.3%	9.12	9.00	1.4%	7.68	7.10	8.1%
Hawai'i Island (days)	8.31	8.28	0.4%	8.55	8.49	0.7%	6.44	6.00	7.4%
...Hilo (days)	3.32	3.39	-2.1%	3.50	3.59	-2.4%	1.95	1.82	7.2%
...Kona (days)	8.30	8.24	0.7%	8.49	8.41	0.9%	6.72	6.32	6.3%
Statewide (days)	9.78	9.78	0.0%	9.86	9.81	0.5%	9.05	9.33	-3.1%
ACCOMMODATIONS									
Timeshare	554,270	534,691	3.7%	498,440	492,102	1.3%	55,830	42,589	31.1%
...Timeshare Only	554,270	534,691	3.7%	498,440	492,102	1.3%	55,830	42,589	31.1%
PURPOSE OF TRIP									
Pleasure (Net)	535,680	516,881	3.6%	482,063	475,467	1.4%	53,617	41,414	29.5%
....Vacation	519,569	500,735	3.8%	467,240	460,014	1.6%	52,329	40,721	28.5%
.....Honeymoon	17,077	16,880	1.2%	15,869	16,401	-3.2%	1,207	479	152.2%
....Get Married	3,489	3,169	10.1%	2,702	2,701	0.1%	786	468	68.1%
MC&I (Net)	5,838	6,476	-9.8%	5,368	5,942	-9.7%	470	534	-11.9%
....Convention/Conf.	3,572	4,097	-12.8%	3,260	3,816	-14.6%	312	281	11.2%
....Corp. Meetings	1,465	1,582	-7.4%	1,416	1,444	-1.9%	48	137	-64.8%
.....Incentive	894	894	-0.1%	784	779	0.6%	110	115	-4.9%
Other Business	5,283	5,159	2.4%	5,256	5,024	4.6%	27	135	-79.9%
Visit Friends/Relatives	15,897	16,045	-0.9%	14,850	15,355	-3.3%	1,047	691	51.6%
Government/Military	530	539	-1.6%	485	529	-8.3%	46	10	337.1%
Attend School	349	260	34.0%	240	260	-7.6%	108	0	na
Sport Events	2,296	2,365	-2.9%	1,561	1,849	-15.6%	734	516	42.3%

BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITOR

A total of 2,365,931 visitors, or 33.9 percent of total air visitors in 2010, came to the islands for the first-time, an increase of 8.3 percent from the previous year (Table 43). This contributed to a 7.8 percent growth in visitor days. These visitors stayed an average of 8.52 days, virtually unchanged from 2009.

- First-time visitors accounted for 19.2 percent of U.S. West (Table 13), 42.3 percent of U.S. East (Table 15), 41.8 percent of the Japanese (Table 20) and 36.9 percent of the Canadian markets (Table 22), but comprised the majority of the smaller Other Asia (79.6%), European (71.3%), Latin America (68.3%) and Oceania (54.3%) markets (Table 23 to Table 32).
- Of the total first-time visitors in 2010, less than half (47.3%) made their own travel arrangements.
- Three out of four (75.5%) first-time visitors stayed in hotels, 11.3 percent stayed in condominiums, 6.6 percent stayed with friends or relatives, 5.7 percent stayed in timeshare properties and 3.7 percent stayed in rental homes. Except for a 3.3 percent drop in timeshare properties, all other accommodations experienced more first-time visitors in 2010.
- The majority of the first-time visitors went to O‘ahu (73.6%), followed by Maui (28.7%), Hawai‘i Island (18.4%) and Kaua‘i (12.5%).
- Seven out of ten (69.6%) came to vacation, 15 percent came to honeymoon, 6 percent came to see friends and relatives, and 5.7 percent came for meetings, conventions and incentives.

REPEAT VISITOR

Of the total visitors who flew into the state, 66.1 percent or 4,616,494 were repeat visitors to Hawai‘i, 9 percent higher compared to 2009. Repeat visitors who came in 2010 stayed 9.84 days, similar to the previous year. Visitor days from this group rose 9.3 percent. More of these visitors came on domestic flights (76.5%) than from foreign ports (23.5%) (Table 44).

- U.S. West (80.8% of U.S. West arrivals) continued to have the highest percentage of repeat visitors in 2010, followed by Canada (63.1% of Canadian arrivals), Japan (58.5% of Japanese arrivals) and U.S. East (57.7% of U.S. East arrivals) (Table 13, Table 15, Table 20, and Table 22).
- The majority of repeat visitors (71%) were independent travelers. The average number of trips for a repeat visitor was 7 trips, same as in 2009.
- Over half (55.9%) of the repeat visitors stayed in hotels, 20.8 percent stayed in condominiums, 12.7 percent stayed in timeshare properties and 11.7 percent stayed with friends or relatives. All types of accommodations saw more usage from repeat visitors, especially condominium (+11%) and rental homes (+13.5%) which had the largest increase compared to 2009.
- O‘ahu was visited by 56 percent of all repeat visitors, 30.6 percent visited Maui, 18.5 percent went to Hawai‘i Island and 14.5 percent went to Kaua‘i.
- Three out of four (77.6%) of these visitors came back for vacation, 11.2 percent visited friends or relatives and 5.1 percent came for meetings, conventions and incentives.

**Table 43: First-Time Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	20,165,885	18,705,864	7.8%	13,862,425	13,077,670	6.0%	6,303,460	5,628,194	12.0%
Total Visitors	2,365,931	2,185,039	8.3%	1,490,248	1,400,317	6.4%	875,682	784,723	11.6%
PARTY SIZE									
One	377,777	354,744	6.5%	305,291	292,501	4.4%	72,486	62,242	16.5%
Two	1,092,889	1,035,255	5.6%	696,627	660,683	5.4%	396,262	374,571	5.8%
Three or more	895,265	795,041	12.6%	488,330	447,132	9.2%	406,935	347,909	17.0%
Avg Party Size	2.13	2.10	1.6%	1.92	1.90	0.8%	2.50	2.45	2.0%
VISIT STATUS									
First-Time	2,365,931	2,185,039	8.3%	1,490,248	1,400,317	6.4%	875,682	784,723	11.6%
Average # of Trips	1	1	0.0%	1	1	0.0%	1	1	0.0%
TRAVEL METHOD									
Group Tour	342,158	310,398	10.2%	93,704	87,885	6.6%	248,454	222,512	11.7%
Package	1,195,551	1,082,185	10.5%	581,575	525,736	10.6%	613,975	556,449	10.3%
Group Tour & Pkg	291,401	264,173	10.3%	71,993	66,307	8.6%	219,408	197,866	10.9%
True Independent	1,119,623	1,056,630	6.0%	886,962	853,002	4.0%	232,661	203,628	14.3%
ISLANDS VISITED									
O'ahu	1,741,971	1,623,714	7.3%	941,499	898,958	4.7%	800,472	724,756	10.4%
Maui County	687,826	623,165	10.4%	559,342	519,515	7.7%	128,484	103,650	24.0%
...Maui	678,442	613,854	10.5%	551,378	511,709	7.8%	127,065	102,145	24.4%
...Moloka'i	18,689	17,300	8.0%	14,633	13,978	4.7%	4,057	3,322	22.1%
...Lāna'i	22,356	20,706	8.0%	17,612	16,818	4.7%	4,745	3,888	22.0%
Kaua'i	296,853	288,240	3.0%	262,785	255,712	2.8%	34,068	32,528	4.7%
Hawai'i Island	436,509	417,750	4.5%	308,465	299,452	3.0%	128,044	118,298	8.2%
...Hilo	207,911	202,681	2.6%	144,787	139,393	3.9%	63,124	63,289	-0.3%
...Kona	346,697	328,046	5.7%	257,041	248,322	3.5%	89,656	79,724	12.5%
LENGTH OF STAY									
O'ahu (days)	6.69	6.68	0.1%	7.15	7.12	0.3%	6.14	6.14	0.1%
Maui (days)	6.49	6.43	0.9%	6.56	6.47	1.4%	6.17	6.21	-0.6%
Moloka'i (days)	3.00	3.12	-3.7%	3.40	3.42	-0.5%	1.57	1.86	-15.8%
Lāna'i (days)	2.72	2.65	2.4%	3.01	2.90	3.9%	1.62	1.59	2.1%
Kaua'i (days)	5.61	5.57	0.6%	5.79	5.73	1.1%	4.17	4.33	-3.7%
Hawai'i Island (days)	5.35	5.25	1.9%	6.12	6.01	1.9%	3.48	3.33	4.5%
...Hilo (days)	2.92	2.83	3.4%	3.36	3.27	2.8%	1.92	1.85	3.5%
...Kona (days)	4.98	4.94	0.8%	5.45	5.41	0.8%	3.62	3.47	4.3%
Statewide (days)	8.52	8.56	-0.4%	9.30	9.34	-0.4%	7.20	7.17	0.4%
ACCOMMODATIONS									
Hotel	1,785,437	1,626,099	9.8%	1,009,077	930,336	8.5%	776,360	695,763	11.6%
...Hotel Only	1,595,735	1,446,981	10.3%	857,222	784,332	9.3%	738,514	662,649	11.4%
Condo	268,404	243,390	10.3%	202,316	189,483	6.8%	66,088	53,907	22.6%
...Condo Only	198,169	176,596	12.2%	149,261	137,193	8.8%	48,908	39,403	24.1%
Timeshare	134,316	138,897	-3.3%	120,319	126,749	-5.1%	13,997	12,148	15.2%
...Timeshare Only	100,405	103,097	-2.6%	91,430	96,152	-4.9%	8,975	6,946	29.2%
Rental House	88,271	78,223	12.8%	75,827	68,105	11.3%	12,444	10,119	23.0%
Bed & Breakfast	28,830	27,668	4.2%	23,541	22,661	3.9%	5,290	5,007	5.7%
Cruise Ship	79,708	76,863	3.7%	71,490	69,518	2.8%	8,218	7,345	11.9%
Friends or Relatives	155,529	154,452	0.7%	132,711	132,244	0.4%	22,818	22,209	2.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,999,466	1,870,434	6.9%	1,272,422	1,180,231	7.8%	727,045	690,202	5.3%
.....Vacation	1,647,315	1,534,823	7.3%	1,127,475	1,042,275	8.2%	519,839	492,548	5.5%
.....Honeymoon	355,162	334,844	6.1%	151,656	144,384	5.0%	203,506	190,460	6.8%
...Get Married	58,002	55,779	4.0%	22,509	20,495	9.8%	35,493	35,284	0.6%
MC&I (Net)	133,718	140,878	-5.1%	81,048	97,714	-17.1%	52,670	43,165	22.0%
.....Convention/Conf.	77,739	97,052	-19.9%	52,482	70,866	-25.9%	25,257	26,185	-3.5%
.....Corp. Meetings	20,263	17,016	19.1%	12,779	12,051	6.0%	7,483	4,965	50.7%
.....Incentive	40,601	30,289	34.0%	18,650	17,533	6.4%	21,951	12,757	72.1%
Other Business	47,299	41,644	13.6%	36,198	33,899	6.8%	11,101	7,745	43.3%
Visit Friends/Relatives	140,911	135,592	3.9%	118,757	115,405	2.9%	22,154	20,188	9.7%
Government/Military	34,124	26,069	30.9%	22,620	19,650	15.1%	11,503	6,419	79.2%
Attend School	8,988	7,318	22.8%	4,791	4,483	6.9%	4,197	2,834	48.1%
Sport Events	27,860	31,556	-11.7%	14,869	18,730	-20.6%	12,991	12,826	1.3%

**Table 44: Repeat Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	45,432,193	41,549,196	9.3%	36,572,803	34,043,667	7.4%	8,859,390	7,505,529	18.0%
Total Visitors	4,616,494	4,235,408	9.0%	3,532,635	3,271,684	8.0%	1,083,860	963,724	12.5%
PARTY SIZE									
One	799,588	718,483	11.3%	683,051	626,574	9.0%	116,537	91,909	26.8%
Two	1,855,479	1,741,551	6.5%	1,469,291	1,371,027	7.2%	386,189	370,524	4.2%
Three or more	1,961,427	1,775,375	10.5%	1,380,294	1,274,084	8.3%	581,134	501,291	15.9%
Avg Party Size	2.11	2.11	0.3%	2.00	2.00	-0.2%	2.49	2.47	1.0%
VISIT STATUS									
Repeat	4,616,494	4,235,408	9.0%	3,532,635	3,271,684	8.0%	1,083,860	963,724	12.5%
Average # of Trips	7	7	0.3%	8	8	0.6%	6	6	0.3%
TRAVEL METHOD									
Group Tour	310,903	297,817	4.4%	67,990	67,030	1.4%	242,912	230,787	5.3%
Package	1,281,584	1,172,173	9.3%	700,695	627,818	11.6%	580,889	544,355	6.7%
Group Tour & Pkg	255,430	247,421	3.2%	42,407	41,910	1.2%	213,023	205,511	3.7%
True Independent	3,279,437	3,012,839	8.8%	2,806,356	2,618,746	7.2%	473,081	394,093	20.0%
ISLANDS VISITED									
O'ahu	2,586,878	2,401,175	7.7%	1,646,057	1,547,842	6.3%	940,821	853,333	10.3%
Maui County	1,447,075	1,309,192	10.5%	1,280,988	1,168,933	9.6%	166,087	140,259	18.4%
...Maui	1,413,627	1,278,542	10.6%	1,250,876	1,140,261	9.7%	162,750	138,282	17.7%
...Moloka'i	31,563	31,038	1.7%	26,967	27,099	-0.5%	4,597	3,940	16.7%
...Lāna'i	46,528	40,348	15.3%	40,098	35,723	12.2%	6,429	4,625	39.0%
Kaua'i	667,871	639,872	4.4%	617,573	600,888	2.8%	50,298	38,984	29.0%
Hawai'i Island	854,350	797,506	7.1%	677,621	651,392	4.0%	176,729	146,114	21.0%
...Hilo	270,311	248,285	8.9%	200,072	191,715	4.4%	70,240	56,570	24.2%
...Kona	726,121	679,635	6.8%	592,576	568,585	4.2%	133,545	111,050	20.3%
LENGTH OF STAY									
O'ahu (days)	7.84	7.69	1.9%	8.48	8.38	1.2%	6.71	6.44	4.2%
Maui (days)	8.83	8.79	0.4%	8.86	8.83	0.3%	8.60	8.44	1.9%
Moloka'i (days)	5.99	5.87	2.1%	6.56	6.26	4.8%	2.63	3.16	-16.8%
Lāna'i (days)	4.06	4.14	-2.0%	4.35	4.38	-0.7%	2.23	2.28	-2.1%
Kaua'i (days)	8.28	8.15	1.6%	8.52	8.40	1.4%	5.41	4.32	25.2%
Hawai'i Island (days)	7.92	7.87	0.7%	8.74	8.63	1.2%	4.80	4.47	7.5%
...Hilo (days)	4.48	4.43	1.1%	5.14	5.07	1.4%	2.58	2.26	14.6%
...Kona (days)	7.66	7.62	0.5%	8.26	8.18	0.9%	4.99	4.73	5.6%
Statewide (days)	9.84	9.81	0.3%	10.35	10.41	-0.5%	8.17	7.79	5.0%
ACCOMMODATIONS									
Hotel	2,578,832	2,356,426	9.4%	1,770,284	1,618,334	9.4%	808,547	738,092	9.5%
...Hotel Only	2,236,002	2,030,311	10.1%	1,478,678	1,337,614	10.5%	757,324	692,697	9.3%
Condo	958,953	864,036	11.0%	775,764	711,555	9.0%	183,189	152,481	20.1%
...Condo Only	768,881	686,136	12.1%	621,985	562,834	10.5%	146,895	123,302	19.1%
Timeshare	585,353	560,943	4.4%	520,915	510,449	2.1%	64,438	50,494	27.6%
...Timeshare Only	453,866	431,594	5.2%	407,010	395,950	2.8%	46,855	35,644	31.5%
Rental House	234,152	206,361	13.5%	214,928	191,723	12.1%	19,224	14,638	31.3%
Bed & Breakfast	35,165	32,454	8.4%	30,582	29,425	3.9%	4,583	3,029	51.3%
Cruise Ship	52,621	51,203	2.8%	47,358	46,550	1.7%	5,263	4,653	13.1%
Friends or Relatives	542,303	516,762	4.9%	491,680	471,536	4.3%	50,623	45,225	11.9%
PURPOSE OF TRIP									
Pleasure (Net)	3,732,152	3,443,514	8.4%	2,819,761	2,597,758	8.5%	912,391	845,756	7.9%
....Vacation	3,583,815	3,295,424	8.8%	2,735,770	2,516,986	8.7%	848,045	778,438	8.9%
....Honeymoon	142,116	141,849	0.2%	83,189	80,355	3.5%	58,927	61,494	-4.2%
...Get Married	58,548	55,330	5.8%	31,378	29,630	5.9%	27,170	25,700	5.7%
MC&I (Net)	235,839	227,752	3.6%	188,009	193,088	-2.6%	47,830	34,664	38.0%
....Convention/Conf.	147,343	150,179	-1.9%	120,233	129,339	-7.0%	27,111	20,840	30.1%
....Corp. Meetings	50,422	44,779	12.6%	42,076	39,629	6.2%	8,346	5,150	62.1%
....Incentive	45,494	39,714	14.6%	32,251	30,684	5.1%	13,242	9,030	46.6%
Other Business	192,982	177,895	8.5%	180,565	165,196	9.3%	12,417	12,699	-2.2%
Visit Friends/Relatives	519,841	494,212	5.2%	473,661	449,173	5.5%	46,180	45,039	2.5%
Government/Military	88,010	71,554	23.0%	70,958	62,285	13.9%	17,052	9,269	84.0%
Attend School	12,324	10,673	15.5%	8,803	7,496	17.4%	3,521	3,176	10.8%
Sport Events	67,348	67,685	-0.5%	36,744	40,081	-8.3%	30,604	27,603	10.9%

ISLAND SUPPLEMENT

O‘AHU

MAUI

MOLOKA‘I

LĀNA‘I

KAUA‘I

HAWAI‘I ISLAND

HAWAI‘I ISLAND (HILO SIDE)

HAWAI‘I ISLAND (KONA SIDE)

SEASONALITY BY ISLAND

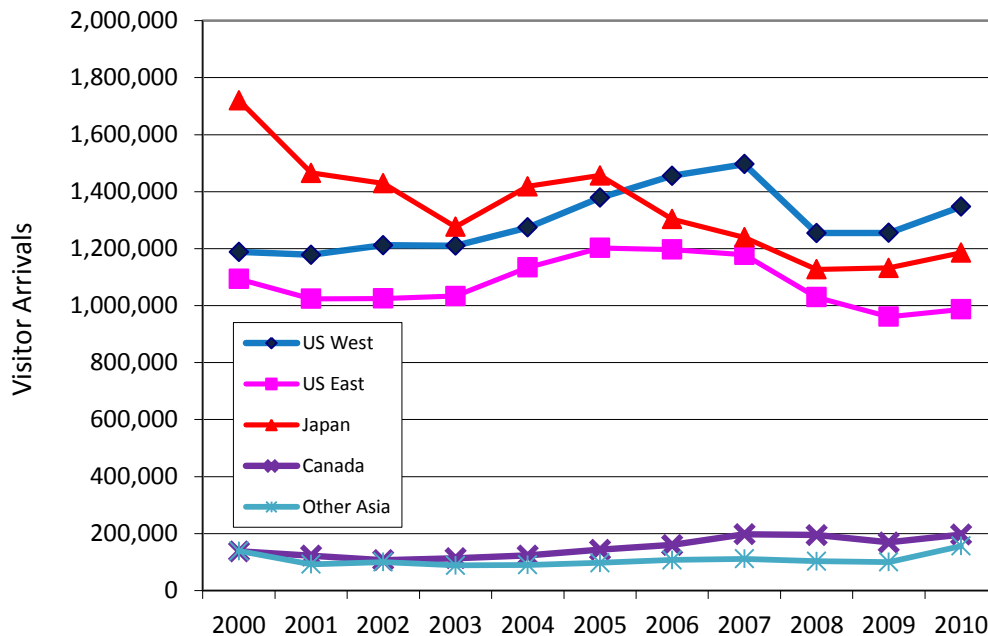
ISLAND SUPPLEMENT

ISLAND OF O‘AHU

A total of 4,328,849 visitors arrived by air to O‘ahu in 2010, up 7.6 percent from the previous year (Table 52).

- Of these visitors, 74 percent stayed exclusively on O‘ahu while the remainder also visited other islands.
- The average daily census showed that 87,448 visitors were on O‘ahu on any given day in 2010, an increase of 8.9 percent compared to 2009 (Table 6).
- Since 2006, there had been more U.S. West visitors than Japanese visitors on O‘ahu. In 2010, 1,347,053 U.S. West visitors (31.1% of all O‘ahu visitors) were on this island, compared to 1,185,534 visitors (27.4% of all O‘ahu visitors) from Japan.
- U.S. East visitors comprised 22.8 percent, Canadians made up 4.5 percent, Oceania visitors accounted for 3.6 percent and Other Asia visitors were 3.6 of all visitors to O‘ahu in 2010.
- Arrivals to O‘ahu from all top four visitor markets: U.S. West (+7.3%), U.S. East (+2.7%), Japan (+4.7%) and Canada (+16.5%) were higher compared to 2009.
- Domestic arrivals to O‘ahu from Los Angeles (+11.1%) and Anchorage (+22.2%) increased considerably compared to 2009 (Table 47 and Table 48).

**Figure 17: 2000-2010 O‘ahu Visitor Arrivals by Selected MMA
(Arrivals by air)**



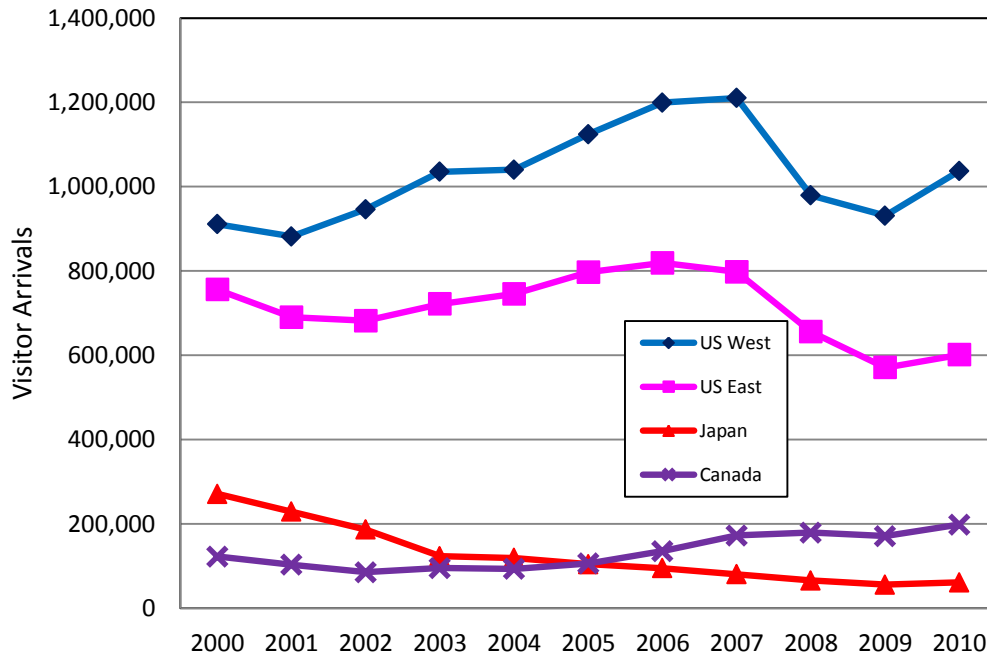
- Arrivals to this island in 2010 from Other Asia (+56%), Oceania (+20.4%), Europe (+8.7%), and Latin America (+10.3%) rose significantly compared to the previous year.
- In 2010, visitor arrivals to O‘ahu from Korea (+60.8%), China (+51.3%) and Taiwan (+91.4%) rose by double digits compared to 2009. There were also more visitors from France (+54.9%),

Switzerland (+16.7%), Australia (+20.2%), New Zealand (+21.7%) and Brazil (+24.4%) to this island than the previous year (Table 64).

- Similar to 2009, more O‘ahu visitors in 2010 made their own travel arrangements (55.3%) than purchased packages (42.8%).
- There were more repeat visitors (59.8%) than first-time visitors (40.2%) to the state.
- Three out of four O‘ahu visitors stayed in hotels while in Hawai‘i, 11.1 percent stayed with friends or relatives, 9.9 percent stayed in condominiums and 5.9 percent stayed in timeshare properties. All types of accommodations saw increased usage from O‘ahu visitors, especially rental homes (+12.8%), hotels (+8.3%) and condominium properties (+7.7%).
- The majority (70%) of the O‘ahu visitors came to the state for vacation; 11 percent visited friends or relatives; 8.5 percent came to honeymoon and 5.1 percent for meetings, conventions and incentives.

ISLAND OF MAUI

Figure 18: 2000-2010 Maui Visitor Arrivals by Selected MMA
(Arrivals by air)



Arrivals by air to Maui increased 10.6 percent to 2,092,069 visitors in 2010 (Table 54).

- Two thirds of (63.4%) of these visitors spent all their time on Maui while the rest went to other islands.
- The average daily census on Maui rose 11.2 percent from 2009 to 46,263 visitors on any given day (Table 6).
- Repeat visitors accounted for 67.6 percent of the total visitors to Maui while 32.4 percent were first-time visitors.
- A higher percentage of Maui visitors in 2010 made their own travel arrangements (68.9%) compared to 2009 (70.1%).

- The largest share of visitors to Maui continued to be from U.S. West (49.6%), followed by U.S. East (28.7%), Canada (9.5%), Japan (2.9%) and Europe (2.1%) (Table 63). Arrivals to Maui from all top four visitor markets as well as Europe, Oceania, Other Asia and Latin America were higher compared to 2009.
- Over half (54.4%) of all Maui visitors stayed in hotels while in Hawai‘i, 29.6 percent stayed in condominiums, 13.4 percent stayed in timeshare properties and 6.6 percent stayed with friends or relatives. Most types of accommodations saw growth in Maui visitors compared to 2009, except for accommodations with friends and relatives which had about the same number of visitors as last year.
- The majority (82.4%) of Maui visitors came to Hawai‘i for vacation: 6.9 percent came to honeymoon; 5.3 percent came for meetings, conventions and incentives and 5.9 percent came to visit friends or relatives.
- Maui experienced considerable domestic visitor arrival growth from Sacramento (+34.3%), Portland (+21.6%), Houston (+19.9%), San Francisco (+19.4%), San Diego (+17.2%) and Seattle (+13.2%) compared to 2009 (Table 47 and Table 48).
- Significantly more visitors from Korea (+57.6%), China (+40.3%), Hong Kong (+21.5%), Germany (+11%) Switzerland (+20.4%) and France (+44.1%) went to Maui in 2010, compared to the previous year (Table 64).

ISLAND OF MOLOKA‘I⁷

A total of 50,253 visitors flew to Moloka‘i in 2010, an increase of 4 percent compared to the previous year (Table 55).

- Most of those who went to Moloka‘i also visited other islands while only 13.4 percent stayed on Moloka‘i exclusively.
- The average daily census rose from 647 visitors to 672 visitors per day on this island in 2010 (Table 6).
- U.S. West and U.S. East continued to be the two largest markets to Moloka‘i in 2010, with 41.5 percent and 30.8 percent of the visitors to this island, respectively (Table 63).
- Repeat visitors accounted for 62.8 percent while 37.2 percent were first-timers to the state.
- Seven out of ten visitors to Moloka‘i were independent travelers while the remainder purchased group tours (9.4%) or package trips (29.1%).
- Half (54.4%) stayed in hotels, 24.9 percent stayed in condominiums, 15.4 percent stayed with friends or relatives, 9.6 percent stayed in rental homes and 8.5 percent stayed in timeshare properties while in Hawai‘i.
- Three-quarters (78%) of the Moloka‘i visitors came to vacation while 12.7 percent visited friends or relatives.

⁷ Small sample size for Lāna‘i and Moloka‘i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

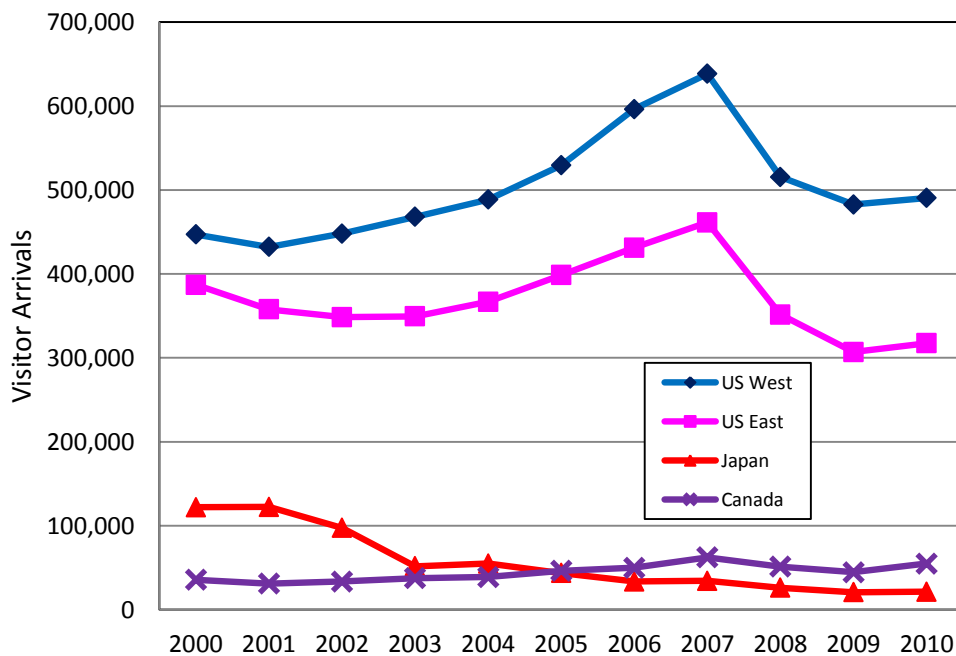
ISLAND OF LĀNA‘Ī

Arrivals by air to Lāna‘ī rose 12.8 percent to 68,884 visitors in 2010 (Table 56).

- Only 16.1 percent of these visitors spent their entire time on this island.
- The average daily census showed 684 visitors on Lāna‘ī on any given day in 2010, up from 609 visitors in 2009 (Table 6).
- Four out of ten visitors to Lāna‘ī were from U.S. West, 36.2 percent were from U.S. East and 6.8 percent were from Canada (Table 63).
- More repeat visitors (67.5%) than first-timers (32.5%) went to Lāna‘ī. There were also more independent travelers to Lāna‘ī (71.3%) than those who purchased group tours (8.5%) or package trips (26.6%).
- The majority (68.8%) of the Lāna‘ī visitors stayed in hotels while in Hawai‘i, 16.5 percent stayed in condominiums and 9.6 percent stayed with friends or relatives.
- Three-quarters (75.5%) of the Lāna‘ī visitors in 2010 came to the state for a vacation; 10.5 percent came for meetings, conventions and incentives and 8.2 percent to visit friends or relatives.

ISLAND OF KAUA‘Ī

**Figure 19: 2000-2010 Kaua‘i Visitor Arrivals by Selected MMA
(Arrivals by air)**



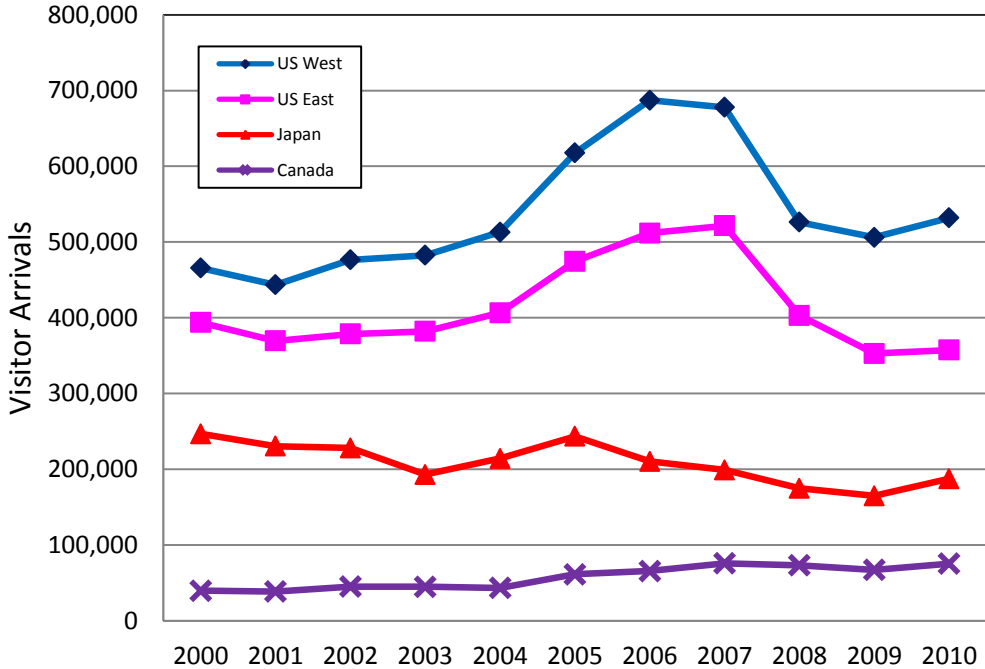
Arrivals by air to Kaua‘i grew 3.9 percent from 2009 to 964,724 visitors in 2010 (Table 57).

- Half (52.1%) of these visitors stayed exclusively on Kaua‘i.
- The average daily census increased 5.5 percent from 2009 to 19,716 visitors daily. (Table 6).

- The largest share of Kaua'i's visitors continued to be from U.S. West (50.8%), followed by U.S. East (32.9%), Canada (5.7%) and Japan (2.2%) (Table 63).
- Repeat visitors comprised 69.2 percent while 30.8 percent were first-timers in 2010.
- Three out of four (73.6%) Kaua'i visitors in 2010 were independent travelers, compared to 74.9 percent in 2009.
- Close to half (49.2%) of those who visited Kaua'i stayed in hotels while in Hawai'i while 22.8 percent stayed in timeshare properties and 22.2 percent stayed in condominium properties.
- Most types of accommodations saw more Kaua'i visitors, except for accommodations with friends and relatives which had about the same number of visitors as 2009.
- Most of the visitors were in the state for vacation (83.4%); 7.1 percent visited friends or relatives; 6.8 percent honeymooned and 3.8 percent came for meetings, conventions and incentives.
- Considerably more Chinese visitors went to Kaua'i (+46.9%) than in 2009. Visitors to this island from Switzerland (+13.8%), Germany (+11.4%), and Brazil (+13.3%) also increased compared to the previous year (Table 64).

HAWAI'I ISLAND

**Figure 20: 2000-2010 Hawai'i Island Visitor Arrivals by Selected MMA
(Arrivals by air)**



A total of 1,290,859 visitors flew to Hawai'i Island in 2010, an increase of 6.2 percent from the previous year (Table 58).

- Nearly half (46.5%) of these visitors spent all their time on Hawai'i Island.
- The average daily census showed a 7.5 percent growth from 2009 to 24,937 visitors per day (Table 6).

- U.S. West continued to have the most visitors to Hawai'i Island in 2010 (41.2%), followed by U.S. East (27.7%), Japan (14.5%) and Canada (5.8%) (Table 63).
- Two out of three visitors have been to the state before while 33.8 percent were first-time visitors.
- There was also a higher percentage of Hawai'i Island visitors who traveled independently (65.4%) instead of purchasing group tours (9.4%) or package trips (32.8%).
- Three out of five (61.4%) visitors to Hawai'i Island stayed in hotels while in the state, 18.2 percent stayed in condominiums, 11 percent stayed in timeshare properties, 10.8 percent stayed with friends or relatives, and 8 percent stayed on cruise ships. Fewer visitors found accommodations with friends or relatives (-2.3%) but all other types of accommodations saw more Hawai'i Island visitors compared to 2009.
- The majority (79.3%) of the Hawai'i Island visitors came to the state for vacation, 9.1 percent came to visit friends or relatives; 6.3 percent honeymooned and 5.9 percent for meetings, conventions and incentives.
- Domestic arrivals to Hawai'i Island from San Francisco (+17.7%) and Anchorage (+10.7%) noticeably increased compared to 2009 (Table 47 and Table 48).
- In 2010, the number of visitors from China (+40.6%), Korea (+27.9%), Taiwan (+52.7%), France (+20.6%) and Switzerland (+11.3%) who went to Hawai'i Island jumped by double-digits compared to the previous year. (Table 64).

HAWAI'I ISLAND (HILO SIDE)

Arrivals by air to Hilo rose 6 percent to 478,223 visitors in 2010 (Table 59).

- The average daily census showed 4,979 visitors present, 8.7 percent higher compared to 2009 (Table 6).
- The largest share of the visitors to Hilo was from the U.S. East (32.4%), followed by U.S. West (32%), Japan (15.2%) and Canada (6.1%) (Table 63).
- Over half (56.5) were repeat visitors to the state; and 60.1 percent traveled independently. Group tours accounted for 13 percent of Hilo visitors while package visitors were 37.4 percent.
- Two out of three visitors to Hilo stayed in hotels, 20.4 percent stayed on cruise ships, 13.2 percent stayed with friends or relatives, 12.3 percent stayed in condominium properties, 7.7 percent stayed in rental homes and 6 percent stayed in timeshare properties while in the state.

HAWAI'I ISLAND (KONA SIDE)

A total of 1,072,818 air visitors went to Kona in 2010, up 6.5 percent from 2009 (Table 60).

- The average daily census rose 7.2 percent from 2009 to 19,958 visitors (Table 6).
- The largest share of visitors to Kona was from U.S. West (43.6%), 27.9 percent was from U.S. East, 12.1 percent was from Japan and 6.3 percent was from Canada (Table 63).
- Repeat visitors comprised 67.7 percent of the Kona visitors in 2010.
- There were also more visitors who traveled independently (66.9%) than those who purchased group tours (8.2%) or package trips (31.4%).

- Six out of ten visitors to Kona stayed in hotels, 19.9 percent stayed in condominiums, 12.3 percent stayed in timeshares, 9.6 percent stayed with friends or relatives and 9 percent stayed on cruise ships while in the state.

SEASONALITY BY ISLAND

The average daily census statewide increased 8.9 percent from 2009 to 179,721 visitors in 2010 (Table 6). All islands showed growth in average daily census compared to 2009: O‘ahu (+8.9%), Maui (+11.2%), Hawai‘i Island (+7.5%), Kaua‘i (+5.5%), Lāna‘i (+12.4%) and Moloka‘i (+3.9%). The busiest month statewide was July with 210,896 visitors per day. However peak months varied by island (Table 46).

- **O‘ahu:** In 2010, August was the busiest month on O‘ahu with 105,747 visitors daily, followed by July (104,077 visitors daily) and December (99,373 visitors daily). In 2009, July was the busiest month on O‘ahu with 93,549 visitors daily, followed by December (92,630 visitors daily) and August (90,539 visitors daily).
- **Maui:** In 2010, the most popular months were December (53,388 visitors daily), July (52,839 visitors daily) and February (49,834 visitors daily). The most popular months in 2009 were July (47,525 visitors daily), January (47,473 visitors daily) and December (47,422 visitors daily).
- **Hawai‘i Island:** January (29,874 visitors daily) was the busiest month on Hawai‘i Island in 2010, followed by December (29,213 visitors daily) and July (27,992 visitors daily). In 2009, January (28,313 visitors daily) was also the busiest month followed by December (27,413 visitors daily) and February (27,113 visitors daily).
- **Kaua‘i:** The busiest month for arrivals to Kaua‘i in 2010, was July (24,544 visitors daily), followed by June (22,880 visitors daily) and August (20,693 visitor daily). In 2009, July (22,636 visitors daily) was also the busiest month followed by June (21,919 visitors daily) and February (19,860 visitors daily).
- **Lāna‘i:** In 2010, December had the heaviest traffic on Lāna‘i with 903 visitors daily followed by July with 760 visitors daily, In 2009, December also had the heaviest traffic on Lāna‘i with 744 visitors daily followed by February with 717 visitors daily.
- **Moloka‘i:** In 2010, January was the peak month on Moloka‘i with 1,104 visitors daily, followed by December with 890 visitors daily. In 2009, January (1,074 visitors daily) and December (876 visitors daily) were also the two busiest months on this island.

**Table 45: Visitor Arrivals by Island and Month: 2010 vs. 2009
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	523,635	513,392	2.0%	354,200	356,893	-0.8%	169,435	156,499	8.3%
FEB	517,645	513,613	0.8%	352,402	368,379	-4.3%	165,243	145,234	13.8%
MAR	597,127	541,851	10.2%	412,250	381,257	8.1%	184,877	160,594	15.1%
APR	541,729	530,417	2.1%	395,011	390,668	1.1%	146,718	139,749	5.0%
MAY	547,343	514,102	6.5%	400,600	397,113	0.9%	146,743	116,989	25.4%
JUN	625,682	550,563	13.6%	483,644	444,305	8.9%	142,038	106,258	33.7%
JUL	680,928	621,751	9.5%	515,581	475,570	8.4%	165,347	146,181	13.1%
AUG	678,021	608,522	11.4%	502,637	444,265	13.1%	175,384	164,257	6.8%
SEPT	528,469	485,084	8.9%	363,567	333,372	9.1%	164,902	151,712	8.7%
OCT	564,453	494,926	14.0%	406,810	350,645	16.0%	157,643	144,281	9.3%
NOV	553,486	476,801	16.1%	397,616	332,826	19.5%	155,870	143,975	8.3%
DEC	623,908	569,425	9.6%	438,566	396,707	10.6%	185,342	172,718	7.3%
TOTAL	6,982,425	6,420,448	8.8%	5,022,883	4,672,001	7.5%	1,959,542	1,748,447	12.1%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	318,332	318,134	0.1%	179,013	182,420	-1.9%	139,319	135,714	2.7%
FEB	311,715	314,425	-0.9%	172,291	189,315	-9.0%	139,424	125,110	11.4%
MAR	357,945	326,149	9.7%	200,932	186,087	8.0%	157,013	140,062	12.1%
APR	325,934	329,652	-1.1%	200,084	205,942	-2.8%	125,850	123,710	1.7%
MAY	343,218	325,688	5.4%	208,041	216,975	-4.1%	135,177	108,713	24.3%
JUN	390,284	329,899	18.3%	257,133	233,752	10.0%	133,151	96,147	38.5%
JUL	422,471	388,763	8.7%	270,587	251,954	7.4%	151,885	136,809	11.0%
AUG	432,162	385,429	12.1%	270,642	232,651	16.3%	161,520	152,778	5.7%
SEPT	345,324	327,705	5.4%	191,729	186,263	2.9%	153,595	141,442	8.6%
OCT	348,922	316,158	10.4%	203,438	181,901	11.8%	145,484	134,257	8.4%
NOV	342,867	302,191	13.5%	205,764	171,015	20.3%	137,103	131,176	4.5%
DEC	389,675	360,695	8.0%	227,903	208,525	9.3%	161,772	152,170	6.3%
TOTAL	4,328,849	4,024,888	7.6%	2,587,557	2,446,800	5.8%	1,741,292	1,578,089	10.3%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	71,049	70,860	0.3%	64,208	64,342	-0.2%	6,840	6,518	4.9%
FEB	69,781	71,532	-2.4%	61,730	65,283	-5.4%	8,051	6,249	28.8%
MAR	79,858	73,011	9.4%	71,281	65,666	8.6%	8,577	7,345	16.8%
APR	76,508	76,054	0.6%	68,316	69,696	-2.0%	8,193	6,358	28.9%
MAY	77,700	81,849	-5.1%	71,867	78,118	-8.0%	5,832	3,730	56.3%
JUN	92,569	87,719	5.5%	87,727	82,628	6.2%	4,842	5,091	-4.9%
JUL	100,834	95,422	5.7%	94,243	89,654	5.1%	6,591	5,768	14.3%
AUG	90,774	86,317	5.2%	84,525	80,408	5.1%	6,249	5,909	5.7%
SEPT	73,646	71,501	3.0%	67,143	66,655	0.7%	6,503	4,846	34.2%
OCT	79,332	73,192	8.4%	72,938	68,245	6.9%	6,394	4,947	29.3%
NOV	71,715	62,769	14.3%	64,611	58,816	9.9%	7,105	3,952	79.8%
DEC	80,958	77,887	3.9%	71,768	67,088	7.0%	9,190	10,800	-14.9%
TOTAL	964,724	928,112	3.9%	880,358	856,599	2.8%	84,366	71,513	18.0%

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

Table 45: Visitor Arrivals by Island and Month: 2010 vs. 2009 (continued)
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	162,436	158,992	2.2%	130,643	129,854	0.6%	31,793	29,139	9.1%
FEB	166,301	155,773	6.8%	134,821	132,487	1.8%	31,480	23,286	35.2%
MAR	185,186	162,329	14.1%	152,594	136,674	11.6%	32,592	25,655	27.0%
APR	165,937	159,588	4.0%	140,758	137,209	2.6%	25,180	22,379	12.5%
MAY	164,605	148,625	10.8%	142,421	132,628	7.4%	22,184	15,997	38.7%
JUN	190,140	179,407	6.0%	175,164	165,483	5.8%	14,977	13,924	7.6%
JUL	214,115	193,017	10.9%	194,090	176,951	9.7%	20,025	16,066	24.6%
AUG	197,403	180,027	9.7%	178,318	163,286	9.2%	19,086	16,741	14.0%
SEPT	155,361	137,881	12.7%	136,725	122,840	11.3%	18,636	15,041	23.9%
OCT	174,855	145,918	19.8%	154,105	130,434	18.1%	20,749	15,484	34.0%
NOV	168,613	141,470	19.2%	142,485	120,114	18.6%	26,128	21,356	22.3%
DEC	189,949	169,331	12.2%	158,207	140,488	12.6%	31,742	28,842	10.1%
TOTAL	2,134,902	1,932,357	10.5%	1,840,330	1,688,448	9.0%	294,572	243,909	20.8%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	158,963	155,297	2.4%	127,283	126,646	0.5%	31,679	28,650	10.6%
FEB	162,636	152,294	6.8%	131,755	129,348	1.9%	30,881	22,946	34.6%
MAR	181,337	158,711	14.3%	149,440	133,509	11.9%	31,897	25,203	26.6%
APR	162,651	156,415	4.0%	137,613	134,259	2.5%	25,038	22,156	13.0%
MAY	161,441	145,399	11.0%	139,699	129,869	7.6%	21,742	15,530	40.0%
JUN	186,682	176,358	5.9%	171,939	162,502	5.8%	14,743	13,856	6.4%
JUL	210,504	189,646	11.0%	190,675	173,803	9.7%	19,829	15,843	25.2%
AUG	193,682	176,690	9.6%	175,048	160,243	9.2%	18,634	16,447	13.3%
SEPT	152,156	134,833	12.8%	134,029	120,018	11.7%	18,128	14,815	22.4%
OCT	171,275	142,786	20.0%	150,880	127,451	18.4%	20,395	15,335	33.0%
NOV	165,227	138,509	19.3%	139,358	117,434	18.7%	25,869	21,076	22.7%
DEC	185,515	165,458	12.1%	154,534	136,888	12.9%	30,981	28,570	8.4%
TOTAL	2,092,069	1,892,396	10.6%	1,802,254	1,651,970	9.1%	289,815	240,427	20.5%
MOLO-KA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	4,349	4,960	-12.3%	3,834	3,936	-2.6%	515	1,024	-49.7%
FEB	4,239	4,213	0.6%	3,558	3,476	2.4%	681	738	-7.7%
MAR	4,198	4,213	-0.4%	3,416	3,144	8.7%	782	1,069	-26.8%
APR	3,558	4,089	-13.0%	3,023	3,244	-6.8%	536	845	-36.6%
MAY	3,745	3,694	1.4%	2,921	3,191	-8.5%	824	502	64.0%
JUN	4,110	3,584	14.7%	3,694	3,406	8.5%	415	178	132.8%
JUL	4,792	4,636	3.4%	4,270	3,982	7.2%	522	654	-20.2%
AUG	4,100	3,630	12.9%	3,557	3,519	1.1%	543	111	387.0%
SEPT	4,244	3,538	20.0%	2,811	3,186	-11.8%	1,433	352	307.5%
OCT	4,417	3,679	20.0%	3,447	3,384	1.9%	970	296	227.8%
NOV	3,794	3,571	6.3%	3,278	2,893	13.3%	516	678	-23.9%
DEC	4,707	4,532	3.9%	3,790	3,718	2.0%	917	814	12.7%
TOTAL	50,253	48,339	4.0%	41,599	41,077	1.3%	8,653	7,262	19.2%
LĀNA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	4,926	5,304	-7.1%	4,581	4,277	7.1%	345	1,027	-66.4%
FEB	5,742	5,053	13.6%	4,468	4,454	0.3%	1,274	599	112.7%
MAR	5,729	5,498	4.2%	4,523	4,325	4.6%	1,206	1,173	2.8%
APR	5,476	5,148	6.4%	4,716	4,407	7.0%	761	742	2.6%
MAY	5,873	5,024	16.9%	4,388	4,298	2.1%	1,486	726	104.8%
JUN	5,824	5,413	7.6%	5,320	5,012	6.1%	505	402	25.7%
JUL	6,233	5,486	13.6%	5,591	4,724	18.3%	642	762	-15.7%
AUG	6,235	5,072	22.9%	5,460	4,471	22.1%	775	601	29.0%
SEPT	5,664	4,719	20.0%	4,445	4,257	4.4%	1,219	462	163.6%
OCT	5,340	4,301	24.2%	4,650	3,909	19.0%	690	392	76.0%
NOV	4,918	4,296	14.5%	4,286	3,689	16.2%	632	607	4.1%
DEC	6,922	5,740	20.6%	5,282	4,719	11.9%	1,640	1,021	60.7%
TOTAL	68,884	61,054	12.8%	57,710	52,541	9.8%	11,174	8,513	31.3%

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

Table 45: Visitor Arrivals by Island and Month: 2010 vs. 2009 (continued)
(Arrivals by air)

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	105,203	101,898	3.2%	77,280	78,165	-1.1%	27,922	23,733	17.7%
FEB	102,227	103,048	-0.8%	75,269	79,505	-5.3%	26,958	23,543	14.5%
MAR	107,398	106,031	1.3%	81,489	79,966	1.9%	25,909	26,064	-0.6%
APR	103,511	106,779	-3.1%	81,031	81,826	-1.0%	22,480	24,952	-9.9%
MAY	95,241	90,980	4.7%	74,546	74,492	0.1%	20,695	16,487	25.5%
JUN	116,075	106,732	8.8%	92,986	88,487	5.1%	23,089	18,245	26.5%
JUL	127,505	118,502	7.6%	101,947	96,731	5.4%	25,558	21,771	17.4%
AUG	120,957	108,079	11.9%	92,818	86,515	7.3%	28,139	21,564	30.5%
SEPT	92,393	84,793	9.0%	65,526	62,988	4.0%	26,866	21,805	23.2%
OCT	105,329	91,768	14.8%	79,756	71,399	11.7%	25,573	20,369	25.5%
NOV	100,612	87,235	15.3%	76,196	66,744	14.2%	24,416	20,491	19.2%
DEC	114,408	109,413	4.6%	87,241	84,025	3.8%	27,168	25,387	7.0%
TOTAL	1,290,859	1,215,256	6.2%	986,086	950,843	3.7%	304,773	264,413	15.3%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	40,580	36,947	9.8%	27,091	25,861	4.8%	13,489	11,085	21.7%
FEB	37,718	33,597	12.3%	25,383	25,288	0.4%	12,335	8,309	48.5%
MAR	38,907	38,170	1.9%	27,353	24,798	10.3%	11,554	13,372	-13.6%
APR	38,636	40,780	-5.3%	28,186	29,063	-3.0%	10,450	11,717	-10.8%
MAY	36,850	36,036	2.3%	27,272	28,272	-3.5%	9,579	7,764	23.4%
JUN	44,545	39,769	12.0%	33,789	31,157	8.5%	10,756	8,612	24.9%
JUL	47,022	44,405	5.9%	36,894	34,611	6.6%	10,128	9,794	3.4%
AUG	42,780	38,993	9.7%	32,485	30,355	7.0%	10,295	8,639	19.2%
SEPT	36,790	34,027	8.1%	25,457	25,187	1.1%	11,333	8,841	28.2%
OCT	37,748	34,294	10.1%	25,608	25,149	1.8%	12,140	9,144	32.8%
NOV	34,544	31,969	8.1%	25,212	21,952	14.9%	9,331	10,017	-6.8%
DEC	42,101	41,979	0.3%	30,128	29,415	2.4%	11,973	12,564	-4.7%
TOTAL	478,223	450,967	6.0%	344,859	331,108	4.2%	133,364	119,859	11.3%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
JAN	86,545	84,300	2.7%	66,592	67,584	-1.5%	19,952	16,716	19.4%
FEB	84,153	86,974	-3.2%	65,109	68,966	-5.6%	19,044	18,008	5.8%
MAR	89,288	87,555	2.0%	70,348	69,762	0.8%	18,940	17,793	6.4%
APR	87,686	89,888	-2.4%	70,669	70,809	-0.2%	17,018	19,079	-10.8%
MAY	78,527	74,243	5.8%	63,683	63,132	0.9%	14,844	11,111	33.6%
JUN	94,978	88,308	7.6%	79,312	75,625	4.9%	15,665	12,683	23.5%
JUL	106,415	98,913	7.6%	87,437	82,736	5.7%	18,979	16,177	17.3%
AUG	101,385	90,763	11.7%	79,506	74,506	6.7%	21,879	16,257	34.6%
SEPT	75,817	69,599	8.9%	56,027	53,290	5.1%	19,790	16,308	21.3%
OCT	87,815	75,730	16.0%	69,613	61,307	13.5%	18,203	14,424	26.2%
NOV	84,752	71,144	19.1%	66,257	57,640	15.0%	18,495	13,504	37.0%
DEC	95,457	90,263	5.8%	75,065	71,552	4.9%	20,393	18,712	9.0%
TOTAL	1,072,818	1,007,680	6.5%	849,617	816,907	4.0%	223,201	190,773	17.0%

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

**Table 46: 2010 Average Daily Census by Island and Month
(Arrivals by air)**

2010 TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	83,853	79,936	80,131	75,321	82,114	96,718	104,077	105,747	80,574	77,217	83,134	99,373	87,448
Maui County	50,238	51,332	48,879	42,444	40,130	50,327	54,283	49,660	37,832	45,198	45,831	55,180	47,619
....Maui	48,482	49,834	47,549	41,312	39,084	49,005	52,839	48,464	36,696	43,927	44,485	53,388	46,263
....Moloka'i	1,104	785	656	437	451	639	684	533	478	654	751	890	672
....Lāna'i	652	713	673	695	595	684	760	663	658	617	594	903	684
Kaua'i	19,589	19,346	19,071	18,167	17,886	22,880	24,544	20,693	17,847	18,444	17,432	20,578	19,716
Hawai'i Island	29,874	26,898	23,974	22,853	19,610	25,630	27,992	26,087	20,020	23,007	24,048	29,213	24,937
....Hilo	5,760	5,190	4,686	4,161	4,393	5,525	5,956	5,534	3,996	4,560	4,368	5,580	4,979
...Kona	24,114	21,708	19,288	18,692	15,217	20,105	22,037	20,553	16,024	18,447	19,680	23,633	19,958
TOTAL DOM and INT'L	183,555	177,513	172,055	158,785	159,741	195,554	210,896	202,187	156,273	163,867	170,446	204,344	179,721
DOMESTIC													
O'ahu	53,036	48,574	48,396	48,410	52,020	70,249	72,226	69,428	48,964	49,485	53,936	64,472	56,679
Maui County	40,749	42,108	40,358	36,380	35,412	46,530	50,667	44,103	34,489	40,636	39,715	46,929	41,526
....Maui	39,054	40,766	39,170	35,313	34,470	45,258	49,291	42,980	33,550	39,452	38,460	45,375	40,281
....Moloka'i	1,061	722	597	413	409	617	653	501	383	601	718	780	621
....Lāna'i	633	619	590	653	533	655	723	622	556	583	537	774	624
Kaua'i	18,364	17,788	17,678	16,786	17,188	22,348	23,455	19,910	16,097	17,639	16,617	18,956	18,582
Hawai'i Island	25,178	22,247	19,970	19,667	17,282	23,200	24,479	21,863	16,631	19,717	21,265	25,135	21,392
....Hilo	4,941	4,117	3,668	3,520	3,656	4,926	4,922	4,598	3,240	3,477	3,890	4,807	4,150
...Kona	20,237	18,130	16,302	16,147	13,626	18,274	19,557	17,265	13,391	16,240	17,376	20,328	17,242
TOTAL DOMESTIC	137,326	130,716	126,402	121,243	121,902	162,327	170,827	155,304	116,181	127,477	131,533	155,493	138,179
INTERNATIONAL													
O'ahu	30,818	31,362	31,735	26,910	30,094	26,469	31,851	36,319	31,610	27,733	29,199	34,901	30,769
Maui County	9,490	9,225	8,521	6,064	4,718	3,797	3,616	5,557	3,343	4,562	6,116	8,252	6,093
....Maui	9,427	9,068	8,379	5,998	4,614	3,747	3,548	5,485	3,146	4,475	6,025	8,013	5,982
....Moloka'i	43	63	59	24	42	22	31	32	95	53	33	110	51
....Lāna'i	19	94	82	42	62	28	37	41	102	34	58	128	60
Kaua'i	1,226	1,558	1,393	1,381	699	532	1,089	783	1,750	805	815	1,621	1,134
Hawai'i Island	4,696	4,651	4,004	3,187	2,328	2,430	3,513	4,224	3,389	3,290	2,783	4,078	3,545
....Hilo	819	1,073	1,019	641	737	599	1,033	936	756	1,083	479	773	829
...Kona	3,877	3,578	2,985	2,545	1,590	1,831	2,480	3,288	2,632	2,207	2,304	3,305	2,716
TOTAL INT'L	46,229	46,796	45,653	37,542	37,839	33,227	40,069	46,883	40,092	36,390	38,913	48,851	41,542

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

**Table 47: 2010 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Albuquerque	14,638	7,099	5,036	4,952	131	151	3,204	2,796	1,034	2,380
Anchorage	37,664	21,744	11,682	11,336	439	278	4,389	7,291	1,899	6,414
Atlanta	37,616	24,082	12,611	12,339	341	521	6,355	8,099	3,450	6,863
Austin	23,105	11,419	9,064	8,846	191	391	4,854	5,056	2,080	4,267
Bakersfield	12,273	6,066	4,388	4,313	91	102	1,943	2,020	761	1,682
Bellingham	11,760	4,032	4,819	4,729	78	75	2,151	2,355	704	2,088
Boise	15,661	6,131	5,936	5,795	103	203	3,163	3,076	840	2,787
Boston	52,999	29,888	21,114	20,629	477	877	12,081	12,683	5,183	10,642
Charlotte	11,465	7,433	4,048	3,973	108	174	2,116	2,554	1,055	2,194
Chicago	106,169	51,966	48,387	47,519	936	1,761	20,738	21,108	7,336	18,491
Cincinnati	15,262	8,853	6,365	6,254	116	200	3,253	3,761	1,591	3,173
Cleveland	18,825	11,175	8,200	8,043	201	240	3,689	4,306	1,895	3,589
Colorado Springs	16,176	9,173	4,796	4,698	124	146	3,136	3,050	1,087	2,612
Columbus	11,936	6,790	5,089	4,965	152	187	2,458	3,059	1,303	2,622
Dallas	80,484	39,755	32,859	32,231	663	1,353	15,497	15,196	5,403	13,087
Denver	88,365	35,716	34,652	33,780	768	1,194	18,762	18,821	5,859	16,780
Detroit	34,301	19,516	14,716	14,468	351	473	7,529	7,747	3,228	6,628
Eugene	15,026	4,891	6,474	6,322	147	200	2,694	3,162	980	2,765
Fort Collins	8,455	3,409	3,085	2,989	104	73	1,977	1,979	658	1,729
Fresno	17,942	7,843	6,831	6,719	93	158	2,945	3,307	905	2,962
Hartford	11,339	7,323	4,348	4,261	131	144	2,280	2,596	1,127	2,126
Houston	62,301	37,224	24,338	23,856	549	965	11,246	12,097	5,562	9,787
Indianapolis	13,749	7,565	5,880	5,765	162	157	3,040	2,913	1,328	2,430
Jacksonville, FL	8,114	5,728	2,514	2,454	80	98	1,380	1,627	774	1,333
Kansas City	21,318	11,588	8,307	8,150	142	304	4,238	4,257	1,808	3,618
Las Vegas	59,244	36,418	17,589	17,174	446	527	7,877	8,886	3,341	7,279
Los Angeles	669,158	331,749	226,410	221,593	3,772	6,611	106,189	105,719	28,166	92,830
Miami	15,374	10,253	5,936	5,776	160	343	2,982	3,598	1,758	2,983
Milwaukee	13,345	7,213	5,463	5,340	181	171	3,001	3,259	1,324	2,723
Minneapolis	51,324	28,078	19,224	18,839	422	651	10,001	10,908	3,814	9,502
Modesto	11,514	4,829	4,533	4,467	100	102	1,743	1,984	536	1,785
Nashville	10,727	6,178	4,120	4,054	75	128	1,979	2,463	1,011	2,105
New York	145,689	89,111	62,747	61,307	1,342	2,934	32,278	35,251	14,121	29,853
Norfolk	16,816	13,673	3,363	3,247	129	189	2,006	2,525	1,283	1,934
Oklahoma City	11,205	6,137	4,273	4,199	85	114	1,968	2,058	817	1,721
Omaha	8,838	4,592	3,580	3,510	67	162	1,388	1,919	665	1,665
Orlando	12,159	8,119	4,175	4,083	130	215	2,344	2,736	1,270	2,316
Philadelphia	38,851	23,128	16,490	16,232	463	658	8,328	9,226	4,241	7,610
Phoenix	108,512	50,102	40,091	39,299	775	1,278	21,555	19,385	6,246	16,921
Pittsburgh	14,133	8,640	5,888	5,806	114	205	2,950	3,825	1,847	3,233
Portland	163,771	59,653	74,795	73,465	1,438	1,591	23,509	26,974	7,858	23,566
Provo	17,015	10,336	4,588	4,492	99	118	3,200	2,282	827	2,006
Raleigh	11,002	6,449	3,944	3,850	124	167	2,410	2,882	1,251	2,432
Reno	15,337	5,814	6,025	5,915	128	147	2,700	3,311	859	2,970
Sacramento	106,598	42,134	44,995	44,360	733	882	17,722	17,168	4,934	14,975
Saint Louis	24,244	13,542	10,063	9,859	239	465	5,167	4,970	2,090	4,247
Salinas	12,939	5,675	4,404	4,280	106	142	2,203	2,495	673	2,234
Salt Lake City	54,564	28,460	17,920	17,438	394	575	11,133	8,481	2,733	7,474
San Antonio	17,604	11,656	5,099	4,961	131	240	2,629	3,167	1,397	2,538
San Diego	152,045	73,541	51,331	49,995	1,052	1,641	27,248	24,007	7,109	20,704
San Francisco	552,585	241,172	192,920	188,758	3,338	5,359	83,488	107,932	28,207	96,427
San Luis/Obispo	11,805	4,023	4,273	4,169	101	142	2,732	2,657	798	2,321
Santa Barbara	17,755	6,870	5,961	5,807	117	211	4,126	3,521	836	3,152
Seattle	325,380	131,830	123,966	121,833	2,125	2,525	50,978	59,160	15,956	52,714
Spokane	19,164	7,107	7,894	7,759	152	148	3,443	3,559	966	3,222
Stockton	18,341	8,386	6,985	6,868	141	141	2,660	2,841	844	2,473
Tampa	14,655	9,732	5,138	5,023	158	247	2,760	3,469	1,562	2,929
Tucson	19,393	9,305	6,168	6,009	115	249	4,179	4,004	1,492	3,406
Tulsa	8,093	4,277	3,194	3,135	75	97	1,564	1,583	695	1,365
Washington	99,879	68,374	29,534	28,841	771	1,275	16,923	19,916	8,538	16,302

Source: Hawai'i Tourism Authority

**Table 48: 2010 Domestic U.S. Visitor Arrival Growth by Island from Top U.S. MSAs
(% change over 2009)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Albuquerque	5.8%	7.5%	6.8%	7.0%	7.5%	4.1%	1.1%	-4.2%	-3.4%	-5.1%
Anchorage	7.2%	22.2%	-11.4%	-11.6%	-7.0%	4.8%	2.8%	10.7%	6.3%	10.2%
Atlanta	3.0%	4.2%	-3.1%	-2.6%	23.3%	-17.5%	-3.7%	-1.6%	-2.2%	-0.7%
Austin	7.2%	1.0%	10.7%	11.0%	-13.7%	38.8%	4.0%	2.1%	1.8%	4.0%
Bakersfield	4.4%	6.7%	9.2%	9.2%	3.6%	-1.8%	-8.6%	-2.7%	25.6%	-7.4%
Bellingham	4.3%	1.5%	13.3%	13.5%	-21.9%	22.9%	-5.6%	3.3%	16.0%	3.3%
Boise	-1.2%	-7.1%	-0.6%	-1.8%	19.4%	31.4%	2.0%	-3.5%	-0.8%	-3.5%
Boston	3.3%	0.8%	3.4%	3.3%	0.9%	6.2%	5.8%	8.0%	5.5%	10.9%
Charlotte	19.5%	26.2%	12.3%	11.8%	47.1%	23.6%	15.4%	15.3%	16.8%	17.3%
Chicago	7.4%	8.8%	7.0%	7.3%	9.1%	4.2%	5.0%	-2.2%	2.1%	-2.7%
Cincinnati	1.0%	4.9%	-6.4%	-6.1%	-48.2%	-26.7%	-0.1%	7.0%	6.9%	6.5%
Cleveland	17.5%	12.5%	20.8%	21.1%	5.5%	2.1%	10.6%	8.7%	4.7%	10.7%
Colorado Springs	3.6%	5.4%	3.7%	3.2%	-1.0%	18.4%	2.5%	8.9%	3.0%	8.6%
Columbus	0.1%	3.1%	2.6%	2.4%	-2.5%	0.8%	-1.8%	-2.5%	7.0%	-4.0%
Dallas	7.0%	0.9%	5.5%	5.8%	-0.9%	6.5%	6.7%	6.2%	2.6%	6.7%
Denver	5.1%	5.7%	6.3%	6.1%	2.2%	4.8%	0.0%	-1.0%	2.9%	-0.5%
Detroit	3.5%	2.7%	3.1%	3.3%	10.9%	-0.6%	9.2%	6.1%	8.8%	7.7%
Eugene	5.7%	-6.6%	11.1%	10.8%	-10.5%	74.6%	8.1%	2.9%	5.2%	1.6%
Fort Collins	9.8%	10.6%	3.8%	3.8%	5.8%	-24.9%	2.1%	9.9%	4.7%	8.3%
Fresno	-0.3%	-4.5%	1.9%	1.9%	-28.4%	-10.7%	-6.1%	1.9%	0.0%	1.6%
Hartford	8.8%	10.0%	6.9%	7.3%	6.1%	-21.1%	1.4%	2.6%	0.5%	1.7%
Houston	4.3%	-6.2%	19.2%	19.9%	3.4%	5.2%	-0.3%	-2.3%	-5.7%	-0.2%
Indianapolis	5.6%	8.3%	8.3%	8.8%	11.4%	-22.6%	12.1%	-1.7%	16.3%	-4.5%
Jacksonville, FL	10.1%	11.8%	9.0%	9.5%	-4.1%	-28.1%	0.4%	-3.4%	-3.8%	-2.4%
Kansas City	3.0%	5.4%	1.1%	1.5%	-18.0%	-8.5%	1.5%	-1.8%	-0.7%	0.3%
Las Vegas	7.5%	7.6%	8.7%	8.7%	10.9%	0.0%	4.1%	3.0%	4.7%	4.4%
Los Angeles	7.1%	11.1%	5.1%	5.0%	1.5%	16.0%	-0.2%	-1.6%	-1.7%	-2.1%
Miami	3.6%	4.1%	1.0%	0.5%	-0.7%	14.9%	0.6%	-10.2%	-8.6%	-11.9%
Milwaukee	-0.4%	-4.8%	-6.0%	-6.1%	-2.4%	-19.4%	4.9%	1.8%	-3.8%	-0.5%
Minneapolis	5.8%	6.0%	2.9%	3.0%	-8.7%	24.7%	3.5%	2.0%	3.4%	1.8%
Modesto	4.5%	3.5%	3.3%	3.6%	15.3%	-1.7%	-8.9%	5.1%	1.6%	6.0%
Nashville	8.5%	6.3%	4.6%	5.0%	14.6%	-11.7%	12.7%	14.3%	9.3%	16.5%
New York	3.1%	0.0%	5.3%	5.5%	-6.6%	8.7%	3.8%	2.5%	-1.2%	3.9%
Norfolk	4.4%	3.9%	6.8%	5.9%	8.7%	50.1%	-4.5%	-1.3%	-0.8%	-1.6%
Oklahoma City	7.0%	-0.2%	9.9%	10.6%	-30.1%	-20.7%	7.5%	-7.3%	-13.6%	-9.9%
Omaha	-2.2%	-4.3%	7.1%	7.3%	-20.2%	84.6%	-9.8%	-9.4%	-11.0%	-6.2%
Orlando	-0.3%	0.3%	-1.6%	-2.2%	-4.7%	21.1%	-0.7%	-0.4%	2.9%	0.3%
Philadelphia	3.8%	1.9%	7.3%	8.4%	1.6%	3.2%	1.5%	-2.6%	3.6%	-3.8%
Phoenix	3.8%	5.5%	4.3%	4.3%	-7.7%	15.8%	-2.6%	-0.4%	2.2%	-1.3%
Pittsburgh	4.8%	3.1%	10.7%	11.4%	9.6%	-7.0%	7.8%	4.0%	13.0%	4.4%
Portland	13.8%	9.1%	21.5%	21.6%	9.0%	20.8%	-0.2%	2.3%	2.9%	2.7%
Provo	-1.4%	6.1%	-15.5%	-16.1%	-19.5%	-30.2%	-3.7%	-2.4%	1.2%	-2.4%
Raleigh	4.2%	-0.6%	-0.1%	0.6%	13.3%	-4.2%	4.2%	-0.5%	-3.8%	1.6%
Reno	2.8%	-0.1%	10.0%	10.4%	36.7%	-15.2%	-2.0%	-8.1%	-1.4%	-9.1%
Sacramento	15.4%	3.1%	33.7%	34.3%	27.0%	10.2%	-0.7%	6.4%	5.0%	6.5%
Saint Louis	2.9%	1.7%	6.3%	6.5%	3.0%	19.8%	9.2%	0.6%	6.1%	-0.3%
Salinas	10.0%	8.3%	18.2%	19.0%	4.7%	22.6%	-4.3%	4.1%	18.2%	4.6%
Salt Lake City	-0.7%	6.9%	-13.2%	-13.8%	3.2%	1.8%	-3.7%	-3.2%	-6.2%	-2.6%
San Antonio	-3.4%	-6.6%	-1.8%	-2.1%	-18.8%	8.3%	-2.7%	-0.4%	-0.4%	-0.1%
San Diego	10.9%	9.3%	17.2%	17.2%	9.5%	19.9%	0.6%	0.2%	5.2%	-1.3%
San Francisco	14.0%	7.6%	19.2%	19.4%	7.0%	23.6%	0.8%	17.7%	14.9%	20.0%
San Luis/Obispo	4.5%	-2.2%	14.4%	14.8%	-8.0%	79.9%	-3.4%	4.6%	9.4%	4.9%
Santa Barbara	4.2%	0.3%	6.0%	6.0%	-31.9%	18.4%	7.2%	0.4%	-1.9%	0.8%
Seattle	8.0%	0.0%	12.9%	13.2%	-6.9%	22.2%	7.2%	7.7%	8.3%	7.2%
Spokane	4.2%	-5.1%	8.8%	8.3%	-4.0%	26.3%	12.6%	3.6%	15.2%	3.1%
Stockton	13.5%	1.9%	28.8%	29.7%	13.1%	-1.8%	3.3%	7.8%	8.2%	10.0%
Tampa	4.6%	5.2%	0.8%	1.1%	-14.0%	1.4%	-2.5%	-5.3%	-11.1%	-3.3%
Tucson	4.2%	6.3%	-1.0%	-1.4%	-25.1%	30.6%	1.8%	-4.1%	0.5%	-5.4%
Tulsa	1.4%	-5.1%	5.2%	5.6%	-26.7%	-12.9%	8.7%	1.0%	10.3%	1.5%
Washington	2.3%	1.4%	6.8%	7.1%	1.0%	10.2%	1.3%	-2.5%	-1.2%	-2.0%

Source: Hawai'i Tourism Authority

**Table 49: 2010 Domestic U.S. Visitor Arrivals by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	19,393	13,112	5,881	5,700	206	290	3,581	4,317	2,057	3,477
Alaska	69,873	38,549	21,499	20,763	982	535	9,140	15,016	4,334	13,080
Arizona	149,595	70,264	52,838	51,665	1,108	1,773	30,436	27,746	9,481	23,982
Arkansas	14,111	8,263	5,083	5,006	130	209	2,846	2,936	1,373	2,518
California	1,641,251	754,133	574,917	562,804	10,124	15,960	264,231	286,002	77,723	252,139
Colorado	135,365	56,536	50,813	49,520	1,216	1,707	29,630	29,098	9,295	25,759
Connecticut	23,695	14,119	9,732	9,510	245	416	4,931	5,887	2,328	4,924
Delaware	4,653	3,080	1,734	1,696	75	89	908	1,107	523	931
Florida	87,958	58,778	30,776	30,039	989	1,508	17,160	20,797	9,903	17,263
Georgia	52,661	34,873	16,991	16,606	479	746	8,837	11,448	5,128	9,611
Idaho	35,544	14,440	12,998	12,672	329	407	7,126	7,503	2,145	6,750
Illinois	128,136	65,156	57,040	56,014	1,152	2,028	25,439	26,262	9,601	22,887
Indiana	38,540	22,253	15,801	15,509	423	543	7,892	8,506	3,882	7,140
Iowa	23,884	13,210	9,540	9,396	214	284	4,699	5,468	2,160	4,694
Kansas	24,161	13,140	9,564	9,411	193	343	4,970	5,082	2,179	4,399
Kentucky	20,603	12,125	8,449	8,303	213	304	3,739	4,602	2,007	3,828
Louisiana	17,529	11,366	6,315	6,204	167	252	3,373	3,937	2,096	3,224
Maine	7,484	4,343	2,369	2,277	93	92	1,470	1,770	743	1,471
Maryland	47,544	32,101	14,616	14,297	399	545	8,481	10,075	4,444	8,217
Massachusetts	49,001	27,141	19,786	19,319	436	835	11,277	11,827	4,804	9,851
Michigan	59,202	33,446	24,929	24,468	600	870	13,004	13,629	5,719	11,588
Minnesota	68,945	37,937	25,974	25,452	587	813	13,304	14,833	5,297	12,787
Mississippi	8,123	5,376	2,591	2,538	68	130	1,321	1,758	808	1,413
Missouri	43,264	24,365	17,374	17,016	434	705	8,995	9,146	4,034	7,780
Montana	21,008	8,022	8,004	7,798	256	240	4,878	4,577	1,485	4,066
Nebraska	16,383	8,652	6,469	6,347	144	243	2,845	3,820	1,337	3,336
Nevada	78,277	43,605	25,004	24,450	614	693	11,366	12,956	4,459	10,869
New Hampshire	9,078	5,275	3,393	3,314	94	131	2,115	2,197	974	1,830
New Jersey	64,000	40,550	28,693	28,137	686	1,179	14,228	15,853	6,807	13,231
New Mexico	27,266	13,362	8,730	8,535	273	270	6,429	5,687	2,248	4,791
New York	108,861	67,110	44,490	43,435	1,116	2,077	23,973	25,619	10,873	21,664
North Carolina	44,248	28,629	14,873	14,551	477	623	8,645	10,661	4,924	8,916
North Dakota	7,003	4,067	2,679	2,612	102	87	1,291	1,332	517	1,151
Ohio	65,881	39,537	27,454	26,932	677	907	13,659	16,131	7,297	13,595
Oklahoma	27,402	15,264	10,417	10,238	238	298	5,144	5,287	2,290	4,467
Oregon	198,371	70,124	88,186	86,533	1,899	1,922	31,182	35,823	10,561	31,471
Pennsylvania	66,006	40,681	27,074	26,634	729	1,085	14,101	17,244	8,344	14,271
Rhode Island	6,002	3,950	2,033	1,993	68	58	1,125	1,194	460	989
South Carolina	18,843	12,855	6,304	6,171	195	268	3,617	4,454	2,205	3,718
South Dakota	8,009	4,373	3,129	3,074	84	96	1,525	1,706	597	1,535
Tennessee	32,071	19,800	11,515	11,285	294	442	5,969	7,778	3,381	6,642
Texas	228,064	127,954	85,892	84,105	1,973	3,598	42,351	44,304	18,620	36,862
Utah	88,835	47,934	27,927	27,230	610	883	17,927	13,691	4,621	12,028
Vermont	4,616	2,311	1,640	1,603	49	42	1,048	1,148	559	901
Virginia	79,456	56,836	21,695	21,153	684	1,080	12,425	15,244	6,883	12,366
Washington	442,008	174,890	172,172	169,177	3,194	3,441	70,396	81,224	22,152	72,420
Washington, D.C.	8,023	5,116	2,591	2,501	68	123	1,538	1,721	726	1,434
West Virginia	5,982	3,978	2,007	1,961	62	54	1,092	1,428	621	1,213
Wisconsin	42,658	23,220	16,905	16,503	575	533	9,563	10,657	4,270	9,004
Wyoming	8,740	3,661	3,030	2,920	95	123	2,075	2,187	723	1,949

Source: Hawai'i Tourism Authority

**Table 50: 2010 Domestic U.S. Visitor Arrivals Growth by Island and State Residence
(% change over 2009)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	3.3%	1.7%	7.9%	7.4%	23.5%	13.1%	-2.8%	9.3%	10.5%	7.4%
Alaska	5.7%	18.5%	-10.4%	-10.6%	-4.2%	8.7%	2.8%	6.8%	-1.4%	8.3%
Arizona	6.7%	8.7%	5.7%	5.7%	-4.7%	19.2%	1.3%	1.3%	4.9%	0.5%
Arkansas	0.7%	-3.1%	6.3%	6.9%	9.6%	-0.2%	14.6%	-0.9%	5.2%	3.5%
California	10.1%	8.3%	13.3%	13.5%	4.8%	17.5%	0.0%	6.2%	5.9%	6.5%
Colorado	5.0%	5.0%	5.7%	5.6%	-1.0%	4.9%	1.0%	0.1%	1.4%	0.3%
Connecticut	3.6%	3.7%	4.1%	4.3%	1.9%	-3.0%	0.4%	5.8%	7.9%	4.9%
Delaware	1.9%	3.2%	4.8%	3.9%	28.2%	87.4%	-7.2%	-4.1%	5.3%	-2.9%
Florida	3.2%	3.7%	0.5%	0.5%	-4.6%	1.2%	-0.4%	-3.6%	-4.2%	-2.8%
Georgia	3.0%	4.1%	-2.9%	-2.8%	14.5%	-10.6%	-3.4%	0.2%	-1.5%	1.4%
Idaho	-3.0%	-6.9%	-2.1%	-2.8%	17.8%	26.3%	-2.8%	-3.9%	-6.2%	-2.4%
Illinois	6.5%	7.5%	6.8%	6.9%	6.4%	7.1%	4.8%	-0.6%	2.8%	-0.6%
Indiana	5.7%	6.9%	7.5%	8.2%	5.6%	-9.5%	6.1%	1.3%	13.8%	-1.0%
Iowa	1.9%	-0.3%	0.1%	0.8%	1.2%	-10.5%	2.3%	6.8%	2.5%	8.2%
Kansas	1.1%	-0.4%	2.9%	3.4%	3.2%	6.3%	0.0%	-1.4%	1.4%	0.6%
Kentucky	13.6%	8.3%	20.4%	20.9%	-12.9%	-2.8%	6.9%	9.3%	8.1%	8.4%
Louisiana	-0.6%	-2.2%	-5.4%	-4.4%	-27.9%	-24.2%	4.9%	-9.0%	-8.5%	-9.7%
Maine	-0.2%	-4.1%	0.9%	0.3%	22.9%	-16.5%	-0.7%	9.7%	-1.3%	15.6%
Maryland	0.6%	-0.5%	1.9%	2.2%	-7.0%	0.1%	-2.2%	-2.6%	-1.9%	-2.5%
Massachusetts	1.7%	-1.2%	2.3%	2.2%	-2.4%	6.0%	3.9%	6.7%	4.1%	7.6%
Michigan	3.2%	2.1%	2.6%	2.6%	-6.1%	-0.1%	4.8%	2.6%	5.5%	3.4%
Minnesota	4.5%	4.6%	1.3%	1.4%	-6.4%	21.0%	0.2%	0.0%	2.3%	-0.6%
Mississippi	2.9%	-3.2%	2.4%	2.6%	-0.3%	18.9%	8.6%	9.4%	2.4%	12.2%
Missouri	1.8%	0.4%	6.1%	6.0%	6.0%	15.1%	7.1%	3.2%	9.0%	4.3%
Montana	9.0%	2.9%	12.4%	12.3%	-1.7%	27.5%	16.5%	4.4%	10.4%	5.5%
Nebraska	2.2%	0.4%	2.3%	2.4%	-1.3%	50.3%	0.6%	3.2%	-2.1%	6.8%
Nevada	6.4%	6.2%	9.2%	9.3%	19.9%	-7.4%	2.0%	-1.3%	1.9%	-1.6%
New Hampshire	9.1%	10.1%	11.7%	12.4%	-11.4%	12.7%	12.4%	8.6%	8.0%	13.6%
New Jersey	5.4%	0.7%	10.8%	11.0%	9.6%	18.2%	5.2%	5.1%	1.3%	6.2%
New Mexico	5.5%	7.5%	3.4%	3.5%	0.2%	-8.2%	8.5%	-2.5%	3.6%	-3.8%
New York	2.3%	0.9%	2.2%	2.5%	-7.0%	3.2%	4.0%	-1.7%	-1.2%	-0.5%
North Carolina	9.4%	9.3%	3.5%	3.4%	9.5%	-0.4%	8.1%	10.9%	10.0%	12.5%
North Dakota	16.6%	15.1%	19.6%	18.6%	119.5%	51.2%	20.5%	8.5%	8.1%	14.5%
Ohio	6.1%	7.0%	5.9%	5.9%	-12.1%	-0.5%	4.2%	5.7%	9.0%	5.4%
Oklahoma	4.9%	-2.4%	10.1%	10.6%	-24.1%	-20.7%	9.7%	0.0%	-2.9%	0.5%
Oregon	12.1%	7.6%	19.2%	19.3%	8.8%	22.5%	1.5%	0.7%	4.1%	1.1%
Pennsylvania	5.0%	3.9%	9.1%	10.0%	-2.9%	4.3%	5.8%	3.5%	12.8%	2.0%
Rhode Island	5.2%	-0.2%	6.1%	6.6%	-9.1%	-31.5%	1.0%	0.9%	-18.8%	0.7%
South Carolina	7.5%	10.3%	4.3%	4.2%	10.0%	-6.1%	2.9%	4.9%	4.4%	6.4%
South Dakota	4.6%	1.0%	6.6%	6.2%	32.0%	27.3%	0.7%	-7.6%	-23.3%	-1.1%
Tennessee	5.9%	5.0%	2.0%	2.1%	6.5%	-3.5%	9.3%	13.3%	8.5%	16.2%
Texas	4.6%	-1.9%	8.5%	8.8%	-4.2%	9.2%	3.2%	1.5%	-0.3%	2.5%
Utah	-1.5%	5.0%	-12.7%	-13.3%	-6.4%	-4.8%	-4.9%	-5.5%	-8.5%	-4.9%
Vermont	-2.7%	-3.9%	-1.0%	-0.3%	-12.3%	-25.7%	3.5%	-5.7%	25.3%	-11.9%
Virginia	3.6%	2.9%	8.4%	8.4%	11.0%	27.9%	1.0%	-1.9%	0.4%	-1.8%
Washington	7.8%	0.2%	12.9%	13.1%	-6.7%	19.6%	6.4%	5.9%	7.2%	5.6%
Washington, D.C.	5.3%	3.6%	18.4%	19.9%	-4.7%	-9.2%	6.1%	6.6%	12.8%	8.2%
West Virginia	5.6%	2.5%	7.3%	6.8%	-6.4%	-14.1%	2.2%	8.7%	-7.5%	10.5%
Wisconsin	-3.9%	-9.5%	-6.7%	-6.9%	9.5%	-13.5%	0.2%	-3.2%	-5.4%	-4.3%
Wyoming	-2.0%	-9.7%	-0.2%	-0.5%	21.6%	-17.9%	3.9%	6.6%	5.2%	10.8%

Source: Hawai'i Tourism Authority

**Table 51: 2010 Domestic U.S. Visitor Length of Stay (in Days) by Island and State
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.06	8.22	6.15	4.06	3.68	6.77	6.04	3.44	5.47
Alaska	12.48	8.95	10.79	9.81	4.25	10.28	13.13	9.58	11.90
Arizona	9.62	7.87	8.12	4.80	3.69	7.83	7.81	4.67	7.20
Arkansas	10.16	8.13	7.18	3.76	3.86	6.74	6.71	3.23	6.07
California	9.04	7.56	8.12	5.46	4.25	8.17	8.01	4.81	7.61
Colorado	10.20	7.85	8.60	6.10	4.37	8.44	8.46	4.71	7.86
Connecticut	11.48	8.68	7.68	4.61	3.64	6.68	6.94	4.17	6.33
Delaware	11.11	8.31	7.73	3.45	2.32	6.12	6.29	3.37	5.59
Florida	11.07	8.73	7.02	3.48	3.51	6.08	6.57	3.74	5.77
Georgia	9.77	7.92	6.67	3.44	3.34	5.88	6.25	3.09	5.79
Idaho	10.54	8.38	9.13	6.88	5.42	8.81	9.43	5.01	8.89
Illinois	10.20	7.51	7.94	4.18	4.00	6.97	6.99	3.50	6.55
Indiana	10.60	7.98	7.55	5.49	3.52	6.66	6.72	3.56	6.07
Iowa	10.47	7.86	7.72	5.70	3.37	7.00	7.07	3.94	6.43
Kansas	9.93	7.85	7.36	2.52	3.52	6.69	6.41	2.85	5.99
Kentucky	10.32	7.89	7.18	4.29	3.03	6.37	6.90	3.73	6.34
Louisiana	9.69	7.81	6.22	3.47	3.63	5.63	5.60	3.40	4.63
Maine	13.44	10.95	9.43	7.25	4.35	8.84	9.91	7.75	8.01
Maryland	10.48	8.57	6.93	3.82	3.38	6.51	6.51	3.75	5.96
Massachusetts	11.43	8.44	7.99	5.82	3.88	7.23	7.54	4.50	6.86
Michigan	11.45	8.14	8.30	5.41	3.57	7.35	7.39	3.98	6.73
Minnesota	10.95	7.85	8.72	5.70	4.01	8.05	8.19	4.52	7.62
Mississippi	9.74	8.16	6.32	5.21	3.44	5.82	6.12	3.52	5.61
Missouri	10.24	7.83	7.43	4.13	3.65	6.78	6.64	3.18	6.16
Montana	11.25	8.61	9.44	11.55	4.50	8.93	10.05	4.44	9.69
Nebraska	9.84	7.37	7.62	3.80	2.60	6.78	7.49	3.51	7.17
Nevada	9.85	8.28	8.33	7.03	3.96	7.67	8.66	5.27	8.17
New Hampshire	12.45	9.66	7.93	3.90	2.94	7.61	8.62	5.96	7.17
New Jersey	10.87	7.63	6.96	3.59	3.99	6.00	6.17	3.30	5.69
New Mexico	10.36	8.08	7.98	5.55	3.44	8.44	8.75	5.56	7.78
New York	10.81	7.94	7.16	4.33	3.83	6.27	6.62	3.68	5.98
North Carolina	10.70	8.61	6.75	4.93	3.53	6.16	6.65	4.08	5.69
North Dakota	10.61	8.00	8.02	7.23	3.24	7.28	7.79	4.04	7.20
Ohio	10.58	7.84	7.14	4.94	3.43	6.20	6.42	3.18	5.91
Oklahoma	9.76	7.97	7.25	4.51	3.75	6.69	6.60	3.38	6.08
Oregon	10.22	8.37	9.04	7.04	4.19	9.18	9.77	6.12	9.07
Pennsylvania	10.94	8.04	7.05	4.70	3.16	6.09	6.63	3.69	5.85
Rhode Island	11.68	9.21	7.71	6.93	6.67	7.63	7.46	5.32	6.53
South Carolina	10.86	8.72	6.58	4.32	2.83	6.25	6.24	3.14	5.62
South Dakota	10.71	8.09	8.07	6.73	2.86	7.25	8.04	3.56	7.55
Tennessee	10.23	7.97	6.85	4.83	3.73	6.13	6.88	3.22	6.42
Texas	9.46	7.57	7.07	3.54	3.65	6.75	6.48	3.62	5.96
Utah	9.54	8.04	7.92	4.10	4.60	7.68	7.45	4.09	6.91
Vermont	12.83	9.30	10.07	4.86	5.42	8.81	10.37	7.67	8.45
Virginia	10.54	8.79	6.91	4.54	3.31	6.68	6.70	3.83	6.13
Washington	10.28	8.53	9.32	8.08	4.61	9.26	9.61	5.45	9.11
Washington D.C.	9.71	7.57	6.99	4.01	3.95	6.27	6.55	3.83	5.92
West Virginia	10.22	8.03	6.76	4.68	3.05	5.59	6.57	4.21	5.58
Wisconsin	11.07	7.77	8.03	6.33	3.52	7.49	7.70	4.04	7.19
Wyoming	10.42	7.84	8.55	5.62	4.50	8.17	8.85	4.45	8.28

Source: Hawai'i Tourism Authority

**Table 52: O'ahu Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	31,918,530	29,318,351	8.9%	20,687,772	19,377,301	6.8%	11,230,758	9,941,050	13.0%
Total Visitors	4,328,849	4,024,888	7.6%	2,587,557	2,446,800	5.8%	1,741,292	1,578,089	10.3%
PARTY SIZE									
One	803,805	731,228	9.9%	643,039	600,024	7.2%	160,766	131,205	22.5%
Two	1,738,343	1,681,268	3.4%	1,047,830	1,008,022	3.9%	690,513	673,246	2.6%
Three or more	1,786,701	1,612,391	10.8%	896,687	838,754	6.9%	890,014	773,638	15.0%
Avg Party Size	2.13	2.10	1.0%	1.86	1.86	-0.1%	2.53	2.49	1.7%
VISIT STATUS									
First-Time	1,741,971	1,623,714	7.3%	941,499	898,958	4.7%	800,472	724,756	10.4%
Repeat	2,586,878	2,401,175	7.7%	1,646,057	1,547,842	6.3%	940,821	853,333	10.3%
Average # of Trips	4.60	4.56	0.7%	5.32	5.24	1.5%	3.52	3.51	0.2%
TRAVEL METHOD									
Group Tour	585,040	549,890	6.4%	113,960	109,215	4.3%	471,079	440,675	6.9%
Package	1,851,662	1,722,821	7.5%	724,062	669,759	8.1%	1,127,600	1,053,062	7.1%
Group Tour & Pkg	500,074	471,437	6.1%	83,532	78,399	6.5%	416,542	393,038	6.0%
True Independent	2,392,222	2,223,615	7.6%	1,833,067	1,746,225	5.0%	559,155	477,390	17.1%
ISLANDS VISITED									
O'ahu	4,328,849	4,024,888	7.6%	2,587,557	2,446,800	5.8%	1,741,292	1,578,089	10.3%
Mauui County	616,771	589,910	4.6%	457,474	457,998	-0.1%	159,297	131,912	20.8%
...Mauui	598,116	572,269	4.5%	442,383	443,078	-0.2%	155,733	129,192	20.5%
...Moloka'i	28,495	27,336	4.2%	20,963	21,203	-1.1%	7,532	6,133	22.8%
...Lāna'i	30,610	28,316	8.1%	21,723	21,496	1.1%	8,887	6,819	30.3%
Kaua'i	350,128	346,160	1.1%	287,562	289,609	-0.7%	62,566	56,552	10.6%
Hawai'i Island	578,657	557,106	3.9%	348,413	349,423	-0.3%	230,244	207,683	10.9%
...Hilo	309,700	296,706	4.4%	193,493	192,193	0.7%	116,206	104,513	11.2%
...Kona	431,607	416,930	3.5%	275,993	275,265	0.3%	155,614	141,665	9.8%
O'ahu Only	3,205,466	2,934,138	9.2%	1,830,348	1,680,289	8.9%	1,375,118	1,253,849	9.7%
LENGTH OF STAY									
O'ahu (days)	7.37	7.28	1.2%	8.00	7.92	1.0%	6.45	6.30	2.4%
Mauui (days)	4.64	4.69	-1.0%	4.85	4.88	-0.5%	4.04	4.03	0.2%
Moloka'i (days)	3.47	3.24	7.3%	4.08	3.62	12.7%	1.79	1.91	-6.4%
Lāna'i (days)	2.58	2.60	-0.6%	2.97	2.90	2.5%	1.63	1.65	-1.3%
Kaua'i (days)	4.36	4.34	0.4%	4.54	4.55	-0.1%	3.51	3.28	6.9%
Hawai'i Island (days)	3.99	3.97	0.5%	4.65	4.59	1.5%	2.98	2.93	1.8%
...Hilo (days)	2.30	2.32	-0.9%	2.70	2.69	0.2%	1.63	1.63	-0.1%
...Kona (days)	3.70	3.65	1.3%	3.98	3.94	1.1%	3.19	3.09	3.4%
Statewide (days)	8.87	8.81	0.7%	10.01	10.05	-0.4%	7.35	7.15	2.8%
ACCOMMODATIONS 1/									
Hotel	3,224,153	2,977,401	8.3%	1,737,288	1,618,701	7.3%	1,486,866	1,358,700	9.4%
...Hotel Only	2,843,335	2,612,119	8.9%	1,433,717	1,321,897	8.5%	1,409,618	1,290,222	9.3%
Condo	428,215	397,424	7.7%	261,344	254,324	2.8%	166,871	143,100	16.6%
...Condo Only	278,889	255,190	9.3%	155,325	148,343	4.7%	123,565	106,847	15.6%
Timeshare	254,335	253,169	0.5%	198,358	207,336	-4.3%	55,977	45,833	22.1%
...Timeshare Only	165,210	161,271	2.4%	127,117	131,641	-3.4%	38,092	29,630	28.6%
Rental House	149,763	132,802	12.8%	128,558	117,041	9.8%	21,205	15,760	34.5%
Bed & Breakfast	31,769	30,872	2.9%	24,941	24,587	1.4%	6,828	6,285	8.6%
Cruise Ship	123,562	118,304	4.4%	110,382	107,109	3.1%	13,181	11,196	17.7%
Friends or Relatives	484,571	464,259	4.4%	424,222	409,096	3.7%	60,350	55,163	9.4%
PURPOSE OF TRIP									
Pleasure (Net)	3,402,578	3,221,124	5.6%	1,950,832	1,831,138	6.5%	1,451,746	1,389,986	4.4%
....Vacation	3,030,133	2,856,281	6.1%	1,840,197	1,724,245	6.7%	1,189,936	1,132,036	5.1%
....Honeymoon	368,598	357,675	3.1%	115,587	112,074	3.1%	253,011	245,601	3.0%
...Get Married	85,605	82,718	3.5%	25,336	23,873	6.1%	60,270	58,846	2.4%
MC&I (Net)	222,224	229,807	-3.3%	135,027	163,277	-17.3%	87,197	66,530	31.1%
....Convention/Conf.	136,962	162,883	-15.9%	93,913	123,691	-24.1%	43,049	39,192	9.8%
....Corp. Meetings	43,572	35,336	23.3%	29,075	27,064	7.4%	14,497	8,272	75.3%
....Incentive	47,537	35,946	32.2%	15,354	16,345	-6.1%	32,183	19,601	64.2%
Other Business	179,457	162,114	10.7%	158,086	144,079	9.7%	21,371	18,035	18.5%
Visit Friends/Relatives	477,583	454,896	5.0%	420,390	398,604	5.5%	57,193	56,292	1.6%
Government/Military	112,989	90,009	25.5%	85,973	74,979	14.7%	27,016	15,030	79.7%
Attend School	16,198	14,453	12.1%	10,332	9,264	11.5%	5,867	5,189	13.1%
Sport Events	72,486	78,624	-7.8%	32,119	41,794	-23.1%	40,366	36,830	9.6%

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

**Table 53: Maui County Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	17,380,933	15,645,203	11.1%	15,156,875	13,808,357	9.8%	2,224,058	1,836,846	21.1%
Total Visitors	2,134,902	1,932,357	10.5%	1,840,330	1,688,448	9.0%	294,572	243,909	20.8%
PARTY SIZE									
One	289,008	262,795	10.0%	256,795	236,113	8.8%	32,213	26,682	20.7%
Two	998,432	916,370	9.0%	865,906	800,532	8.2%	132,526	115,838	14.4%
Three or more	847,462	753,192	12.5%	717,629	651,803	10.1%	129,833	101,388	28.1%
Avg Party Size	2.14	2.13	0.6%	2.11	2.11	0.2%	2.31	2.25	2.4%
VISIT STATUS									
First-Time	687,826	623,165	10.4%	559,342	519,515	7.7%	128,484	103,650	24.0%
Repeat	1,447,075	1,309,192	10.5%	1,280,988	1,168,933	9.6%	166,087	140,259	18.4%
Average # of Trips	5.20	5.20	0.0%	5.45	5.42	0.6%	3.65	3.70	-1.2%
TRAVEL METHOD									
Group Tour	102,260	87,956	16.3%	63,514	58,269	9.0%	38,745	29,688	30.5%
Package	636,424	551,664	15.4%	519,336	457,262	13.6%	117,089	94,401	24.0%
Group Tour & Pkg	78,305	66,282	18.1%	45,420	41,393	9.7%	32,885	24,889	32.1%
True Independent	1,474,523	1,359,019	8.5%	1,302,900	1,214,310	7.3%	171,622	144,709	18.6%
ISLANDS VISITED									
O'ahu	616,771	589,910	4.6%	457,474	457,998	-0.1%	159,297	131,912	20.8%
Maui County	2,134,902	1,932,357	10.5%	1,840,330	1,688,448	9.0%	294,572	243,909	20.8%
...Maui	2,092,069	1,892,396	10.6%	1,802,254	1,651,970	9.1%	289,815	240,427	20.5%
...Moloka'i	50,253	48,339	4.0%	41,599	41,077	1.3%	8,653	7,262	19.2%
...Lāna'i	68,884	61,054	12.8%	57,710	52,541	9.8%	11,174	8,513	31.3%
Kaua'i	254,690	246,001	3.5%	220,187	215,264	2.3%	34,502	30,737	12.3%
Hawai'i Island	298,016	281,978	5.7%	241,158	235,146	2.6%	56,858	46,831	21.4%
...Hilo	179,275	172,559	3.9%	144,541	140,733	2.7%	34,734	31,825	9.1%
...Kona	252,308	237,064	6.4%	205,339	199,537	2.9%	46,969	37,527	25.2%
Maui County Only	1,373,600	1,202,883	14.2%	1,249,231	1,100,960	13.5%	124,369	101,923	22.0%
LENGTH OF STAY									
O'ahu (days)	5.19	5.16	0.7%	5.05	5.04	0.1%	5.62	5.55	1.2%
Maui (days)	8.07	8.03	0.6%	8.16	8.10	0.7%	7.53	7.49	0.6%
Moloka'i (days)	4.88	4.88	-0.1%	5.45	5.29	3.0%	2.13	2.57	-16.9%
Lāna'i (days)	3.62	3.64	-0.4%	3.94	3.91	0.9%	1.97	1.96	0.5%
Kaua'i (days)	3.64	3.64	0.2%	3.79	3.78	0.4%	2.72	2.67	1.9%
Hawai'i Island (days)	3.95	3.95	0.0%	4.09	4.10	-0.2%	3.37	3.23	4.1%
...Hilo (days)	2.03	2.08	-2.3%	2.13	2.11	1.0%	1.61	1.94	-17.2%
...Kona (days)	3.22	3.19	1.2%	3.30	3.34	-1.1%	2.89	2.39	20.8%
Statewide (days)	10.58	10.67	-0.9%	10.48	10.60	-1.1%	11.56	11.49	0.6%
ACCOMMODATIONS 1/									
Hotel	1,165,398	1,040,443	12.0%	977,658	886,956	10.2%	187,740	153,486	22.3%
...Hotel Only	904,783	796,124	13.6%	757,004	675,394	12.1%	147,779	120,730	22.4%
Condo	626,140	549,685	13.9%	536,228	480,387	11.6%	89,912	69,298	29.7%
...Condo Only	492,101	426,393	15.4%	425,772	374,357	13.7%	66,328	52,037	27.5%
Timeshare	283,014	276,721	2.3%	264,340	260,235	1.6%	18,673	16,486	13.3%
...Timeshare Only	211,608	205,691	2.9%	200,160	195,571	2.3%	11,448	10,120	13.1%
Rental House	79,987	68,900	16.1%	69,774	59,664	16.9%	10,213	9,236	10.6%
Bed & Breakfast	24,608	22,619	8.8%	21,228	20,200	5.1%	3,380	2,420	39.7%
Cruise Ship	108,551	105,199	3.2%	96,390	94,159	2.4%	12,160	11,040	10.1%
Friends or Relatives	146,008	146,799	-0.5%	130,603	131,210	-0.5%	15,404	15,589	-1.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,900,172	1,718,735	10.6%	1,645,278	1,502,940	9.5%	254,894	215,795	18.1%
....Vacation	1,755,588	1,585,726	10.7%	1,531,790	1,393,781	9.9%	223,798	191,945	16.6%
....Honeymoon	147,150	134,797	9.2%	116,184	112,019	3.7%	30,966	22,778	36.0%
...Get Married	28,544	28,502	0.1%	23,859	23,055	3.5%	4,684	5,447	-14.0%
MC&I (Net)	115,673	109,485	5.7%	98,006	96,140	1.9%	17,667	13,345	32.4%
....Convention/Conf.	68,968	67,831	1.7%	57,487	59,123	-2.8%	11,481	8,708	31.8%
....Corp. Meetings	22,050	20,367	8.3%	19,714	18,370	7.3%	2,336	1,998	16.9%
....Incentive	29,554	25,405	16.3%	25,200	22,530	11.9%	4,354	2,875	51.4%
Other Business	52,905	48,524	9.0%	48,563	44,867	8.2%	4,342	3,657	18.7%
Visit Friends/Relatives	130,178	129,597	0.4%	118,459	117,290	1.0%	11,718	12,308	-4.8%
Government/Military	8,866	6,259	41.7%	6,243	5,818	7.3%	2,623	441	494.7%
Attend School	3,895	3,342	16.5%	2,065	1,927	7.1%	1,830	1,415	29.3%
Sport Events	17,449	16,111	8.3%	12,993	12,051	7.8%	4,456	4,060	9.8%

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

**Table 54: Maui Island Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	16,886,015	15,186,964	11.2%	14,702,450	13,385,473	9.8%	2,183,565	1,801,491	21.2%
Total Visitors	2,092,069	1,892,396	10.6%	1,802,254	1,651,970	9.1%	289,815	240,427	20.5%
PARTY SIZE									
One	279,874	254,494	10.0%	248,510	228,335	8.8%	31,364	26,159	19.9%
Two	977,311	896,494	9.0%	846,757	781,939	8.3%	130,554	114,554	14.0%
Three or more	834,885	741,409	12.6%	706,987	641,695	10.2%	127,898	99,714	28.3%
Avg Party Size	2.15	2.13	0.6%	2.12	2.12	0.2%	2.31	2.25	2.6%
VISIT STATUS									
First-Time	678,442	613,854	10.5%	551,378	511,709	7.8%	127,065	102,145	24.4%
Repeat	1,413,627	1,278,542	10.6%	1,250,876	1,140,261	9.7%	162,750	138,282	17.7%
Average # of Trips	5.17	5.16	0.1%	5.41	5.38	0.6%	3.64	3.68	-0.9%
TRAVEL METHOD									
Group Tour	99,169	85,447	16.1%	61,679	56,541	9.1%	37,490	28,907	29.7%
Package	627,618	544,141	15.3%	512,450	450,818	13.7%	115,168	93,323	23.4%
Group Tour & Pkg	76,059	64,701	17.6%	44,254	40,243	10.0%	31,805	24,458	30.0%
True Independent	1,441,341	1,327,509	8.6%	1,272,379	1,184,853	7.4%	168,961	142,655	18.4%
ISLANDS VISITED									
O'ahu	598,116	572,269	4.5%	442,383	443,078	-0.2%	155,733	129,192	20.5%
Maui County	2,092,069	1,892,396	10.6%	1,802,254	1,651,970	9.1%	289,815	240,427	20.5%
...Maui	2,092,069	1,892,396	10.6%	1,802,254	1,651,970	9.1%	289,815	240,427	20.5%
...Moloka'i	31,915	30,123	6.0%	25,473	24,638	3.4%	6,442	5,485	17.4%
...Lāna'i	43,538	38,288	13.7%	35,089	31,823	10.3%	8,449	6,465	30.7%
Kaua'i	249,204	241,178	3.3%	215,319	210,663	2.2%	33,885	30,516	11.0%
Hawai'i Island	291,001	274,888	5.9%	235,415	228,846	2.9%	55,585	46,042	20.7%
...Hilo	176,555	169,857	3.9%	142,490	138,426	2.9%	34,064	31,431	8.4%
...Kona	246,550	231,396	6.5%	200,608	194,370	3.2%	45,942	37,026	24.1%
Maui Only	1,326,848	1,161,684	14.2%	1,204,990	1,061,824	13.5%	121,858	99,860	22.0%
LENGTH OF STAY									
O'ahu (days)	5.18	5.13	1.0%	5.02	5.01	0.3%	5.62	5.54	1.6%
Maui (days)	8.07	8.03	0.6%	8.16	8.10	0.7%	7.53	7.49	0.6%
Moloka'i (days)	2.60	2.84	-8.3%	2.83	2.98	-4.7%	1.68	2.22	-24.4%
Lāna'i (days)	2.32	2.31	0.3%	2.50	2.49	0.1%	1.59	1.43	11.0%
Kaua'i (days)	3.59	3.58	0.2%	3.72	3.71	0.3%	2.72	2.67	1.8%
Hawai'i Island (days)	3.91	3.89	0.5%	4.04	4.02	0.5%	3.36	3.25	3.5%
...Hilo (days)	2.01	2.05	-2.1%	2.10	2.07	1.4%	1.61	1.95	-17.5%
...Kona (days)	3.18	3.12	1.9%	3.25	3.26	-0.3%	2.88	2.39	20.5%
Statewide (days)	10.56	10.65	-0.9%	10.45	10.57	-1.1%	11.60	11.52	0.7%
ACCOMMODATIONS 1/									
Hotel	1,138,931	1,017,462	11.9%	954,736	866,033	10.2%	184,195	151,429	21.6%
...Hotel Only	884,127	778,776	13.5%	739,342	659,518	12.1%	144,785	119,257	21.4%
Condo	618,572	541,729	14.2%	529,373	473,282	11.9%	89,198	68,448	30.3%
...Condo Only	487,217	421,194	15.7%	421,330	369,706	14.0%	65,888	51,488	28.0%
Timeshare	279,862	273,930	2.2%	261,368	257,483	1.5%	18,494	16,447	12.4%
...Timeshare Only	209,616	203,951	2.8%	198,260	193,869	2.3%	11,356	10,081	12.6%
Rental House	76,078	65,523	16.1%	66,189	56,409	17.3%	9,888	9,114	8.5%
Bed & Breakfast	23,886	21,769	9.7%	20,527	19,484	5.4%	3,359	2,285	47.0%
Cruise Ship	108,235	104,757	3.3%	96,075	93,826	2.4%	12,160	10,931	11.2%
Friends or Relatives	139,045	139,409	-0.3%	124,129	124,475	-0.3%	14,916	14,935	-0.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,867,566	1,687,816	10.6%	1,616,204	1,474,899	9.6%	251,362	212,917	18.1%
....Vacation	1,724,777	1,556,910	10.8%	1,504,280	1,367,352	10.0%	220,497	189,558	16.3%
....Honeymoon	145,307	132,939	9.3%	114,573	110,433	3.7%	30,734	22,506	36.6%
...Get Married	28,133	27,773	1.3%	23,512	22,548	4.3%	4,621	5,225	-11.6%
MC&I (Net)	110,718	105,349	5.1%	93,929	92,307	1.8%	16,789	13,042	28.7%
....Convention/Conf.	66,620	66,061	0.8%	55,735	57,497	-3.1%	10,885	8,564	27.1%
....Corp. Meetings	20,785	19,198	8.3%	18,697	17,316	8.0%	2,088	1,883	10.9%
....Incentive	27,984	23,978	16.7%	23,691	21,147	12.0%	4,293	2,832	51.6%
Other Business	50,989	46,457	9.8%	46,686	42,990	8.6%	4,303	3,466	24.1%
Visit Friends/Relatives	124,431	123,800	0.5%	113,085	111,784	1.2%	11,346	12,015	-5.6%
Government/Military	8,202	5,842	40.4%	5,754	5,401	6.5%	2,448	441	454.9%
Attend School	3,778	3,277	15.3%	1,949	1,863	4.6%	1,830	1,414	29.4%
Sport Events	16,684	15,349	8.7%	12,480	11,468	8.8%	4,204	3,880	8.3%

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

**Table 55: Moloka'i Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	245,258	236,118	3.9%	226,817	217,484	4.3%	18,441	18,634	-1.0%
Total Visitors	50,253	48,339	4.0%	41,599	41,077	1.3%	8,653	7,262	19.2%
PARTY SIZE									
One	10,541	10,186	3.5%	9,103	9,038	0.7%	1,438	1,147	25.3%
Two	23,806	24,077	-1.1%	20,572	20,696	-0.6%	3,234	3,382	-4.4%
Three or more	15,906	14,076	13.0%	11,925	11,343	5.1%	3,982	2,733	45.7%
Avg Party Size	1.93	1.90	1.4%	1.86	1.86	-0.1%	2.28	2.15	6.0%
VISIT STATUS									
First-Time	18,689	17,300	8.0%	14,633	13,978	4.7%	4,057	3,322	22.1%
Repeat	31,563	31,038	1.7%	26,967	27,099	-0.5%	4,597	3,940	16.7%
Average # of Trips	5.20	5.50	-5.5%	5.52	5.68	-2.9%	3.66	4.49	-18.6%
TRAVEL METHOD									
Group Tour	4,705	3,848	22.3%	2,221	2,161	2.8%	2,484	1,687	47.2%
Package	14,627	12,154	20.3%	9,923	9,348	6.2%	4,704	2,806	67.6%
Group Tour & Pkg	4,004	2,540	57.6%	1,548	1,526	1.4%	2,456	1,014	142.2%
True Independent	34,925	34,877	0.1%	31,003	31,093	-0.3%	3,922	3,783	3.7%
ISLANDS VISITED									
O'ahu	28,495	27,336	4.2%	20,963	21,203	-1.1%	7,532	6,133	22.8%
Mau'i County	50,253	48,339	4.0%	41,599	41,077	1.3%	8,653	7,262	19.2%
...Mau'i	31,915	30,123	6.0%	25,473	24,638	3.4%	6,442	5,485	17.4%
...Moloka'i	50,253	48,339	4.0%	41,599	41,077	1.3%	8,653	7,262	19.2%
...Lāna'i	12,755	11,738	8.7%	9,245	8,714	6.1%	3,510	3,024	16.1%
Kaua'i	15,491	14,639	5.8%	10,897	10,829	0.6%	4,594	3,811	20.6%
Hawai'i Island	17,942	17,193	4.4%	12,424	12,707	-2.2%	5,518	4,486	23.0%
...Hilo	14,464	13,371	8.2%	9,461	9,349	1.2%	5,003	4,022	24.4%
...Kona	15,948	14,853	7.4%	10,780	11,081	-2.7%	5,168	3,772	37.0%
Moloka'i only	6,739	6,657	1.2%	6,366	6,416	-0.8%	373	241	54.5%
LENGTH OF STAY									
O'ahu (days)	6.07	6.72	-9.6%	6.35	6.62	-4.1%	5.31	7.07	-24.9%
Mau'i (days)	5.17	5.30	-2.4%	5.65	5.67	-0.3%	3.31	3.67	-9.6%
Moloka'i (days)	4.88	4.88	-0.1%	5.45	5.29	3.0%	2.13	2.57	-16.9%
Lāna'i (days)	1.64	1.59	2.9%	1.80	1.74	3.5%	1.22	1.18	3.6%
Kaua'i (days)	3.19	3.22	-0.7%	3.74	3.69	1.3%	1.89	1.86	1.5%
Hawai'i Island (days)	4.51	4.96	-9.0%	5.10	5.24	-2.8%	3.20	4.15	-23.0%
...Hilo (days)	2.36	2.98	-20.9%	2.91	3.01	-3.4%	1.33	2.92	-54.5%
...Kona (days)	2.94	3.06	-3.9%	3.33	3.48	-4.3%	2.13	1.82	16.7%
Statewide (days)	14.89	15.08	-1.3%	15.01	15.07	-0.4%	12.76	15.34	-16.8%
ACCOMMODATIONS 1/									
Hotel	27,330	24,012	13.8%	20,576	19,665	4.6%	6,754	4,347	55.4%
...Hotel Only	15,926	13,290	19.8%	11,615	10,963	6.0%	4,311	2,327	85.2%
Condo	12,516	13,008	-3.8%	11,008	11,332	-2.9%	1,508	1,675	-10.0%
...Condo Only	7,716	8,016	-3.7%	6,825	7,042	-3.1%	892	974	-8.5%
Timeshare	4,294	3,991	7.6%	4,063	3,836	5.9%	232	156	48.9%
...Timeshare Only	2,587	2,360	9.6%	2,522	2,275	10.9%	65	86	-24.7%
Rental House	4,824	4,172	15.6%	4,504	3,845	17.1%	321	327	-1.8%
Bed & Breakfast	1,951	1,900	2.7%	1,535	1,610	-4.6%	416	290	43.2%
Cruise Ship	5,048	4,706	7.3%	3,707	3,360	10.3%	1,342	1,346	-0.3%
Friends or Relatives	7,744	8,909	-13.1%	7,065	7,579	-6.8%	678	1,330	-49.0%
PURPOSE OF TRIP									
Pleasure (Net)	41,624	39,710	4.8%	34,334	33,750	1.7%	7,290	5,960	22.3%
....Vacation	39,210	36,997	6.0%	32,289	31,726	1.8%	6,921	5,270	31.3%
....Honeymoon	2,720	2,713	0.3%	2,243	2,304	-2.7%	477	408	16.8%
....Get Married	589	937	-37.1%	445	632	-29.5%	144	305	-52.9%
MC&I (Net)	2,654	2,267	17.1%	1,640	1,983	-17.3%	1,014	284	256.6%
....Convention/Conf.	1,927	1,526	26.3%	1,063	1,382	-23.1%	864	144	498.5%
....Corp. Meetings	375	424	-11.5%	262	310	-15.4%	113	115	-1.1%
....Incentive	400	426	-6.2%	363	401	-9.4%	36	25	44.0%
Other Business	2,310	2,436	-5.2%	1,979	2,053	-3.6%	331	383	-13.6%
Visit Friends/Relatives	6,361	7,045	-9.7%	5,904	6,236	-5.3%	457	809	-43.5%
Government/Military	552	588	-6.1%	552	539	2.5%	0	49	-100.0%
Attend School	254	248	2.6%	254	189	34.7%	0	59	-100.0%
Sport Events	1,093	834	31.1%	562	727	-22.7%	531	106	400.5%

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

**Table 56: Lānaʻi Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

LĀNAʻI	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	249,660	222,121	12.4%	227,609	205,400	10.8%	22,051	16,721	31.9%
Total Visitors	68,884	61,054	12.8%	57,710	52,541	9.8%	11,174	8,513	31.3%
PARTY SIZE									
One	11,846	9,980	18.7%	9,984	9,029	10.6%	1,861	951	95.8%
Two	34,507	32,773	5.3%	30,161	28,298	6.6%	4,347	4,475	-2.9%
Three or more	22,531	18,302	23.1%	17,565	15,215	15.4%	4,966	3,087	60.9%
Avg Party Size	2.01	1.99	1.1%	1.96	1.95	0.5%	2.27	2.23	1.9%
VISIT STATUS									
First-Time	22,356	20,706	8.0%	17,612	16,818	4.7%	4,745	3,888	22.0%
Repeat	46,528	40,348	15.3%	40,098	35,723	12.2%	6,429	4,625	39.0%
Average # of Trips	5.46	5.50	-0.7%	5.76	5.70	1.2%	3.92	4.30	-8.8%
TRAVEL METHOD									
Group Tour	5,822	4,970	17.2%	3,614	3,731	-3.1%	2,209	1,239	78.3%
Package	18,356	16,455	11.6%	14,351	13,401	7.1%	4,005	3,054	31.2%
Group Tour & Pkg	4,376	3,343	30.9%	2,506	2,668	-6.1%	1,870	675	177.1%
True Independent	49,082	42,972	14.2%	42,251	38,077	11.0%	6,831	4,896	39.5%
ISLANDS VISITED									
Oʻahu	30,610	28,316	8.1%	21,723	21,496	1.1%	8,887	6,819	30.3%
Maui County	68,884	61,054	12.8%	57,710	52,541	9.8%	11,174	8,513	31.3%
...Maui	43,538	38,288	13.7%	35,089	31,823	10.3%	8,449	6,465	30.7%
...Molokaʻi	12,755	11,738	8.7%	9,245	8,714	6.1%	3,510	3,024	16.1%
...Lānaʻi	68,884	61,054	12.8%	57,710	52,541	9.8%	11,174	8,513	31.3%
Kauaʻi	18,048	16,697	8.1%	12,849	12,595	2.0%	5,199	4,102	26.7%
Hawaiʻi Island	20,480	19,915	2.8%	14,733	14,970	-1.6%	5,747	4,945	16.2%
...Hilo	14,591	13,700	6.5%	9,541	9,774	-2.4%	5,050	3,926	28.6%
...Kona	18,106	18,167	-0.3%	13,326	13,388	-0.5%	4,780	4,779	0.0%
Lānaʻi Only	11,069	9,724	13.8%	10,752	9,366	14.8%	317	357	-11.3%
LENGTH OF STAY									
Oʻahu (days)	6.40	5.98	6.9%	5.79	5.60	3.3%	7.87	7.17	9.8%
Maui (days)	5.78	5.80	-0.3%	6.25	6.15	1.7%	3.81	4.07	-6.4%
Molokaʻi (days)	1.79	1.71	4.5%	1.98	1.90	4.1%	1.29	1.16	10.9%
Lānaʻi (days)	3.62	3.64	-0.4%	3.94	3.91	0.9%	1.97	1.96	0.5%
Kauaʻi (days)	3.14	3.10	1.2%	3.66	3.59	2.0%	1.85	1.60	15.1%
Hawaiʻi Island (days)	4.41	4.26	3.4%	4.85	4.81	0.7%	3.28	2.58	26.8%
...Hilo (days)	2.18	2.08	5.2%	2.58	2.43	6.2%	1.42	1.18	20.5%
...Kona (days)	3.22	3.11	3.8%	3.51	3.61	-2.8%	2.44	1.70	43.0%
Statewide (days)	12.35	12.51	-1.3%	12.30	12.48	-1.4%	14.06	13.48	4.3%
ACCOMMODATIONS 1/									
Hotel	47,401	40,501	17.0%	39,102	34,804	12.3%	8,299	5,697	45.7%
...Hotel Only	35,722	29,457	21.3%	29,638	26,171	13.2%	6,084	3,286	85.2%
Condo	11,370	10,683	6.4%	9,863	8,761	12.6%	1,507	1,922	-21.6%
...Condo Only	7,048	6,749	4.4%	6,189	5,623	10.1%	858	1,126	-23.7%
Timeshare	5,970	5,076	17.6%	5,395	4,797	12.5%	575	279	106.2%
...Timeshare Only	3,522	3,137	12.3%	3,404	3,002	13.4%	119	135	-11.9%
Rental House	2,949	2,482	18.8%	2,678	2,350	14.0%	271	132	105.1%
Bed & Breakfast	1,461	1,095	33.4%	1,115	1,003	11.2%	346	92	275.0%
Cruise Ship	5,799	6,204	-6.5%	3,879	4,060	-4.4%	1,919	2,144	-10.5%
Friends or Relatives	6,620	7,052	-6.1%	6,003	5,972	0.5%	617	1,080	-42.9%
PURPOSE OF TRIP									
Pleasure (Net)	56,309	50,977	10.5%	47,881	43,781	9.4%	8,428	7,196	17.1%
....Vacation	51,986	46,710	11.3%	44,012	40,118	9.7%	7,975	6,592	21.0%
....Honeymoon	4,546	4,096	11.0%	4,089	3,863	5.9%	456	233	96.2%
...Get Married	847	1,322	-36.0%	782	941	-16.8%	64	382	-83.1%
MC&I (Net)	7,206	6,009	19.9%	6,125	5,507	11.2%	1,081	502	115.4%
....Convention/Conf.	3,445	2,402	43.4%	2,629	2,125	23.8%	815	277	194.3%
....Corp. Meetings	1,669	1,671	-0.1%	1,490	1,491	0.0%	179	181	-0.9%
....Incentive	2,537	2,337	8.6%	2,415	2,288	5.5%	122	48	151.7%
Other Business	3,106	2,310	34.5%	2,252	1,966	14.5%	854	343	148.7%
Visit Friends/Relatives	5,630	5,780	-2.6%	5,107	4,923	3.7%	522	857	-39.1%
Government/Military	777	484	60.6%	506	434	16.6%	271	49	449.4%
Attend School	188	192	-1.9%	183	167	9.5%	5	25	-78.5%
Sport Events	604	629	-4.0%	385	456	-15.6%	219	173	26.6%

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

**Table 57: Kaua'i Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	7,196,459	6,821,901	5.5%	6,782,414	6,512,716	4.1%	414,045	309,185	33.9%
Total Visitors	964,724	928,112	3.9%	880,358	856,599	2.8%	84,366	71,513	18.0%
PARTY SIZE									
One	136,984	130,701	4.8%	125,626	122,469	2.6%	11,359	8,232	38.0%
Two	491,224	474,359	3.6%	455,158	439,542	3.6%	36,066	34,817	3.6%
Three or more	336,515	323,052	4.2%	299,574	294,588	1.7%	36,941	28,464	29.8%
Avg Party Size	2.07	2.07	0.0%	2.05	2.05	-0.2%	2.25	2.23	0.7%
VISIT STATUS									
First-Time	296,853	288,240	3.0%	262,785	255,712	2.8%	34,068	32,528	4.7%
Repeat	667,871	639,872	4.4%	617,573	600,888	2.8%	50,298	38,984	29.0%
Average # of Trips	5.16	5.13	0.6%	5.31	5.27	0.8%	3.64	3.53	3.2%
TRAVEL METHOD									
Group Tour	44,054	42,875	2.7%	32,219	31,071	3.7%	11,835	11,804	0.3%
Package	243,175	221,970	9.6%	209,794	192,808	8.8%	33,381	29,162	14.5%
Group Tour & Pkg	32,857	31,564	4.1%	22,821	22,065	3.4%	10,036	9,500	5.6%
True Independent	710,352	694,832	2.2%	661,166	654,786	1.0%	49,186	40,046	22.8%
ISLANDS VISITED									
O'ahu	350,128	346,160	1.1%	287,562	289,609	-0.7%	62,566	56,552	10.6%
Maui County	254,690	246,001	3.5%	220,187	215,264	2.3%	34,502	30,737	12.3%
...Maui	249,204	241,178	3.3%	215,319	210,663	2.2%	33,885	30,516	11.0%
...Moloka'i	15,491	14,639	5.8%	10,897	10,829	0.6%	4,594	3,811	20.6%
...Lāna'i	18,048	16,697	8.1%	12,849	12,595	2.0%	5,199	4,102	26.7%
Kaua'i	964,724	928,112	3.9%	880,358	856,599	2.8%	84,366	71,513	18.0%
Hawai'i Island	208,799	203,541	2.6%	175,230	172,916	1.3%	33,569	30,625	9.6%
...Hilo	143,055	138,673	3.2%	118,874	115,542	2.9%	24,180	23,131	4.5%
...Kona	182,292	178,004	2.4%	154,268	151,345	1.9%	28,024	26,659	5.1%
Kaua'i Only	502,550	472,801	6.3%	486,551	463,496	5.0%	15,999	9,305	71.9%
LENGTH OF STAY									
O'ahu (days)	5.38	5.06	6.4%	5.05	4.91	2.8%	6.90	5.81	18.8%
Maui (days)	4.25	4.28	-0.9%	4.40	4.44	-0.9%	3.25	3.18	2.1%
Moloka'i (days)	2.14	2.30	-6.9%	2.51	2.56	-2.0%	1.28	1.58	-18.8%
Lāna'i (days)	1.91	1.89	1.0%	2.17	2.13	1.5%	1.28	1.15	11.1%
Kaua'i (days)	7.46	7.35	1.5%	7.70	7.60	1.3%	4.91	4.32	13.5%
Hawai'i Island (days)	3.97	4.06	-2.0%	4.14	4.15	-0.2%	3.09	3.51	-12.0%
...Hilo (days)	1.91	1.97	-2.8%	2.02	2.01	0.5%	1.39	1.77	-21.1%
...Kona (days)	3.05	3.10	-1.7%	3.15	3.21	-1.9%	2.50	2.50	-0.1%
Statewide (days)	11.36	11.27	0.8%	11.32	11.26	0.5%	12.71	11.93	6.5%
ACCOMMODATIONS 1/									
Hotel	474,147	447,758	5.9%	417,426	396,203	5.4%	56,721	51,555	10.0%
...Hotel Only	289,628	271,779	6.6%	254,320	237,963	6.9%	35,308	33,816	4.4%
Condo	213,971	204,771	4.5%	197,452	193,865	1.9%	16,519	10,906	51.5%
...Condo Only	144,528	137,157	5.4%	135,702	131,327	3.3%	8,827	5,830	51.4%
Timeshare	220,231	218,388	0.8%	209,332	210,557	-0.6%	10,899	7,830	39.2%
...Timeshare Only	159,181	156,936	1.4%	153,751	153,293	0.3%	5,430	3,642	49.1%
Rental House	83,961	78,576	6.9%	79,090	74,023	6.8%	4,871	4,553	7.0%
Bed & Breakfast	17,414	16,701	4.3%	15,229	15,360	-0.9%	2,185	1,341	63.0%
Cruise Ship	99,711	95,161	4.8%	88,212	85,308	3.4%	11,499	9,853	16.7%
Friends or Relatives	73,715	73,906	-0.3%	66,855	69,271	-3.5%	6,860	4,636	48.0%
PURPOSE OF TRIP									
Pleasure (Net)	867,175	834,742	3.9%	795,835	773,127	2.9%	71,341	61,616	15.8%
....Vacation	804,492	772,057	4.2%	737,386	716,670	2.9%	67,106	55,387	21.2%
....Honeymoon	65,404	65,558	-0.2%	61,488	59,560	3.2%	3,916	5,998	-34.7%
....Get Married	12,615	12,286	2.7%	11,318	10,494	7.8%	1,297	1,792	-27.6%
MC&I (Net)	36,922	39,248	-5.9%	32,918	36,076	-8.8%	4,004	3,172	26.2%
....Convention/Conf.	24,165	27,645	-12.6%	21,402	25,187	-15.0%	2,764	2,458	12.4%
....Corp. Meetings	6,756	5,800	16.5%	6,128	5,533	10.8%	628	267	135.0%
....Incentive	7,381	7,125	3.6%	6,645	6,469	2.7%	736	656	12.3%
Other Business	24,731	23,174	6.7%	23,025	21,879	5.2%	1,706	1,295	31.8%
Visit Friends/Relatives	68,004	68,937	-1.4%	63,009	63,457	-0.7%	4,996	5,480	-8.8%
Government/Military	7,148	7,050	1.4%	6,218	6,151	1.1%	930	899	3.4%
Attend School	1,783	1,200	48.7%	1,218	1,121	8.7%	565	79	619.3%
Sport Events	5,206	4,981	4.5%	3,492	4,090	-14.6%	1,714	891	92.3%

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

**Table 58: Hawai'i Island Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	9,102,156	8,469,606	7.5%	7,808,166	7,422,963	5.2%	1,293,989	1,046,643	23.6%
Total Visitors	1,290,859	1,215,256	6.2%	986,086	950,843	3.7%	304,773	264,413	15.3%
PARTY SIZE									
One	197,504	189,261	4.4%	170,598	166,072	2.7%	26,906	23,190	16.0%
Two	595,637	566,037	5.2%	460,848	446,311	3.3%	134,789	119,726	12.6%
Three or more	497,718	459,958	8.2%	354,640	338,461	4.8%	143,078	121,497	17.8%
Avg Party Size	2.12	2.09	1.2%	2.01	2.00	0.3%	2.47	2.42	2.0%
VISIT STATUS									
First-Time	436,509	417,750	4.5%	308,465	299,452	3.0%	128,044	118,298	8.2%
Repeat	854,350	797,506	7.1%	677,621	651,392	4.0%	176,729	146,114	21.0%
Average # of Trips	5.08	5.04	0.7%	5.54	5.51	0.5%	3.58	3.36	6.5%
TRAVEL METHOD									
Group Tour	121,605	109,297	11.3%	49,215	47,411	3.8%	72,390	61,886	17.0%
Package	423,147	380,132	11.3%	244,790	226,278	8.2%	178,358	153,854	15.9%
Group Tour & Pkg	98,005	88,400	10.9%	34,928	33,823	3.3%	63,076	54,577	15.6%
True Independent	844,112	814,227	3.7%	727,010	710,977	2.3%	117,102	103,250	13.4%
ISLANDS VISITED									
O'ahu	578,657	557,106	3.9%	348,413	349,423	-0.3%	230,244	207,683	10.9%
Maui County	298,016	281,978	5.7%	241,158	235,146	2.6%	56,858	46,831	21.4%
...Maui	291,001	274,888	5.9%	235,415	228,846	2.9%	55,585	46,042	20.7%
...Moloka'i	17,942	17,193	4.4%	12,424	12,707	-2.2%	5,518	4,486	23.0%
...Lana'i	20,480	19,915	2.8%	14,733	14,970	-1.6%	5,747	4,945	16.2%
Kaua'i	208,799	203,541	2.6%	175,230	172,916	1.3%	33,569	30,625	9.6%
Hawai'i Island	1,290,859	1,215,256	6.2%	986,086	950,843	3.7%	304,773	264,413	15.3%
...Hilo	478,223	450,967	6.0%	344,859	331,108	4.2%	133,364	119,859	11.3%
...Kona	1,072,818	1,007,680	6.5%	849,617	816,907	4.0%	223,201	190,773	17.0%
Hawai'i Island Only	599,549	548,073	9.4%	534,357	500,039	6.9%	65,192	48,034	35.7%
LENGTH OF STAY									
O'ahu (days)	5.39	5.14	4.9%	5.35	5.33	0.3%	5.45	4.81	13.3%
Maui (days)	4.04	4.13	-2.3%	4.22	4.26	-1.1%	3.28	3.48	-5.5%
Moloka'i (days)	2.23	2.44	-8.9%	2.60	2.77	-6.0%	1.39	1.53	-9.2%
Lana'i (days)	2.08	2.12	-2.1%	2.37	2.34	1.4%	1.33	1.47	-9.8%
Kaua'i (days)	3.51	3.43	2.3%	3.57	3.56	0.1%	3.21	2.70	19.1%
Hawai'i Island (days)	7.05	6.97	1.2%	7.92	7.81	1.4%	4.25	3.96	7.3%
...Hilo (days)	3.80	3.71	2.5%	4.39	4.31	1.9%	2.27	2.04	11.1%
...Kona (days)	6.79	6.75	0.7%	7.41	7.34	0.9%	4.44	4.20	5.7%
Statewide (days)	11.28	11.27	0.1%	11.52	11.51	0.0%	9.37	8.71	7.6%
ACCOMMODATIONS 1/									
Hotel	792,859	727,977	8.9%	548,433	517,803	5.9%	244,426	210,175	16.3%
...Hotel Only	575,106	526,169	9.3%	367,504	345,243	6.4%	207,602	180,925	14.7%
Condo	234,757	220,457	6.5%	191,125	184,431	3.6%	43,632	36,027	21.1%
...Condo Only	151,666	142,269	6.6%	125,580	120,193	4.5%	26,085	22,076	18.2%
Timeshare	141,929	138,698	2.3%	123,711	125,589	-1.5%	18,218	13,109	39.0%
...Timeshare Only	95,673	93,639	2.2%	85,055	85,646	-0.7%	10,618	7,992	32.9%
Rental House	88,884	77,939	14.0%	81,391	72,108	12.9%	7,493	5,832	28.5%
Bed & Breakfast	37,557	32,825	14.4%	30,994	29,814	4.0%	6,563	3,011	118.0%
Cruise Ship	103,601	99,917	3.7%	91,740	89,190	2.9%	11,861	10,727	10.6%
Friends or Relatives	139,147	142,438	-2.3%	125,726	127,726	-1.6%	13,422	14,712	-8.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,101,659	1,030,919	6.9%	835,213	798,502	4.6%	266,446	232,417	14.6%
....Vacation	1,023,121	953,961	7.2%	796,557	760,371	4.8%	226,564	193,590	17.0%
....Honeymoon	81,686	79,205	3.1%	41,782	41,364	1.0%	39,904	37,841	5.5%
...Get Married	17,578	17,640	-0.4%	8,890	8,816	0.8%	8,688	8,825	-1.5%
MC&I (Net)	76,603	78,467	-2.4%	61,019	67,569	-9.7%	15,583	10,898	43.0%
....Convention/Conf.	48,305	52,604	-8.2%	39,163	45,617	-14.1%	9,142	6,987	30.8%
....Corp. Meetings	12,681	12,794	-0.9%	10,310	11,470	-10.1%	2,371	1,324	79.1%
....Incentive	18,708	16,333	14.5%	14,087	13,518	4.2%	4,621	2,815	64.2%
Other Business	43,914	41,779	5.1%	38,278	38,305	-0.1%	5,636	3,474	62.2%
Visit Friends/Relatives	118,002	121,656	-3.0%	107,421	108,615	-1.1%	10,581	13,042	-18.9%
Government/Military	9,857	6,065	62.5%	6,077	5,471	11.1%	3,781	594	537.0%
Attend School	4,594	3,733	23.1%	3,384	2,978	13.6%	1,210	754	60.3%
Sport Events	19,096	19,887	-4.0%	13,784	13,654	1.0%	5,312	6,233	-14.8%

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

**Table 59: Hilo Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	1,817,386	1,672,669	8.7%	1,514,662	1,427,706	6.1%	302,724	244,963	23.6%
Total Visitors	478,223	450,967	6.0%	344,859	331,108	4.2%	133,364	119,859	11.3%
PARTY SIZE									
One	81,770	76,090	7.5%	68,117	64,383	5.8%	13,654	11,708	16.6%
Two	225,916	216,410	4.4%	167,468	162,420	3.1%	58,448	53,991	8.3%
Three or more	170,536	158,466	7.6%	109,274	104,305	4.8%	61,262	54,160	13.1%
Avg Party Size	2.06	2.05	0.5%	1.92	1.92	-0.2%	2.42	2.39	1.0%
VISIT STATUS									
First-Time	207,911	202,681	2.6%	144,787	139,393	3.9%	63,124	63,289	-0.3%
Repeat	270,311	248,285	8.9%	200,072	191,715	4.4%	70,240	56,570	24.2%
Average # of Trips	3.98	3.93	1.2%	4.32	4.31	0.3%	3.10	2.89	7.1%
TRAVEL METHOD									
Group Tour	62,270	55,289	12.6%	27,530	24,546	12.2%	34,740	30,743	13.0%
Package	179,000	163,484	9.5%	100,142	92,794	7.9%	78,859	70,690	11.6%
Group Tour & Pkg	50,393	45,328	11.2%	20,024	17,968	11.4%	30,369	27,359	11.0%
True Independent	287,346	277,521	3.5%	237,211	231,736	2.4%	50,135	45,785	9.5%
ISLANDS VISITED									
O'ahu	309,700	296,706	4.4%	193,493	192,193	0.7%	116,206	104,513	11.2%
Maui County	179,275	172,559	3.9%	144,541	140,733	2.7%	34,734	31,825	9.1%
...Maui	176,555	169,857	3.9%	142,490	138,426	2.9%	34,064	31,431	8.4%
...Moloka'i	14,464	13,371	8.2%	9,461	9,349	1.2%	5,003	4,022	24.4%
...Lāna'i	14,591	13,700	6.5%	9,541	9,774	-2.4%	5,050	3,926	28.6%
Kaua'i	143,055	138,673	3.2%	118,874	115,542	2.9%	24,180	23,131	4.5%
Hawai'i Island	478,223	450,967	6.0%	344,859	331,108	4.2%	133,364	119,859	11.3%
...Hilo	478,223	450,967	6.0%	344,859	331,108	4.2%	133,364	119,859	11.3%
...Kona	260,182	243,391	6.9%	208,390	197,172	5.7%	51,792	46,219	12.1%
LENGTH OF STAY									
O'ahu (days)	5.85	5.49	6.5%	5.51	5.51	0.0%	6.42	5.46	17.6%
Maui (days)	3.22	3.34	-3.6%	3.34	3.40	-1.8%	2.70	3.05	-11.6%
Moloka'i (days)	1.95	2.08	-6.2%	2.26	2.35	-3.9%	1.37	1.46	-5.7%
Lāna'i (days)	1.65	1.65	-0.1%	1.90	1.86	2.2%	1.17	1.13	3.7%
Kaua'i (days)	2.61	2.55	2.0%	2.70	2.66	1.3%	2.15	2.00	7.5%
Hawai'i Island (days)	5.89	5.69	3.5%	6.83	6.67	2.4%	3.47	2.99	16.0%
...Hilo (days)	3.80	3.71	2.5%	4.39	4.31	1.9%	2.27	2.04	11.1%
...Kona (days)	3.85	3.68	4.6%	4.03	3.96	1.8%	3.09	2.46	25.6%
Statewide (days)	11.93	11.27	5.8%	12.35	12.35	0.0%	10.24	9.02	13.5%
ACCOMMODATIONS 1/									
Hotel	315,982	289,900	9.0%	204,849	191,532	7.0%	111,133	98,368	13.0%
...Hotel Only	185,713	172,268	7.8%	96,730	91,131	6.1%	88,984	81,137	9.7%
Condo	58,878	53,014	11.1%	43,713	41,429	5.5%	15,166	11,585	30.9%
...Condo Only	27,338	25,113	8.9%	19,946	18,516	7.7%	7,392	6,596	12.1%
Timeshare	28,810	26,601	8.3%	23,948	23,934	0.1%	4,862	2,667	82.3%
...Timeshare Only	14,782	14,796	-0.1%	13,019	13,126	-0.8%	1,763	1,670	5.6%
Rental House	36,700	31,571	16.2%	32,661	28,315	15.3%	4,038	3,256	24.0%
Bed & Breakfast	25,153	21,702	15.9%	20,217	19,361	4.4%	4,936	2,341	110.9%
Cruise Ship	97,689	94,054	3.9%	86,208	83,821	2.8%	11,482	10,233	12.2%
Friends or Relatives	62,996	64,468	-2.3%	56,336	55,759	1.0%	6,660	8,709	-23.5%
PURPOSE OF TRIP									
Pleasure (Net)	402,907	380,284	5.9%	288,442	275,465	4.7%	114,465	104,819	9.2%
....Vacation	372,062	350,070	6.3%	273,535	260,684	4.9%	98,528	89,385	10.2%
....Honeymoon	32,483	31,787	2.2%	16,761	16,654	0.6%	15,722	15,133	3.9%
...Get Married	7,328	8,157	-10.2%	2,970	3,142	-5.5%	4,357	5,015	-13.1%
MC&I (Net)	21,559	20,931	3.0%	14,015	16,552	-15.3%	7,544	4,378	72.3%
....Convention/Conf.	14,460	15,186	-4.8%	9,557	12,255	-22.0%	4,902	2,931	67.3%
....Corp. Meetings	3,282	3,108	5.6%	2,325	2,484	-6.4%	957	623	53.4%
....Incentive	4,528	3,404	33.0%	2,654	2,484	6.9%	1,875	921	103.6%
Other Business	17,989	16,965	6.0%	15,310	15,127	1.2%	2,679	1,838	45.8%
Visit Friends/Relatives	54,677	54,811	-0.2%	49,143	48,413	1.5%	5,534	6,399	-13.5%
Government/Military	5,355	3,394	57.8%	3,363	3,189	5.4%	1,993	204	875.4%
Attend School	2,357	1,900	24.1%	1,611	1,541	4.5%	746	358	108.2%
Sport Events	4,831	5,503	-12.2%	2,708	2,892	-6.4%	2,122	2,610	-18.7%

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

**Table 60: Kona Visitor Characteristics: 2010 vs. 2009
(Arrivals by air)**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2010	2009	% Change	2010	2009	% Change	2010	2009	% Change
Total Visitor Days	7,284,769	6,796,936	7.2%	6,293,504	5,995,257	5.0%	991,265	801,679	23.6%
Total Visitors	1,072,818	1,007,680	6.5%	849,617	816,907	4.0%	223,201	190,773	17.0%
PARTY SIZE									
One	154,910	149,518	3.6%	135,839	132,263	2.7%	19,070	17,255	10.5%
Two	504,503	476,380	5.9%	401,818	387,484	3.7%	102,685	88,896	15.5%
Three or more	413,406	381,783	8.3%	311,960	297,161	5.0%	101,446	84,622	19.9%
Avg Party Size	2.12	2.10	1.1%	2.04	2.03	0.4%	2.43	2.37	2.3%
VISIT STATUS									
First-Time	346,697	328,046	5.7%	257,041	248,322	3.5%	89,656	79,724	12.5%
Repeat	726,121	679,635	6.8%	592,576	568,585	4.2%	133,545	111,050	20.3%
Average # of Trips	5.23	5.20	0.6%	5.61	5.58	0.4%	3.79	3.55	6.9%
TRAVEL METHOD									
Group Tour	88,294	79,684	10.8%	42,268	41,571	1.7%	46,026	38,114	20.8%
Package	337,205	300,375	12.3%	214,154	197,847	8.2%	123,051	102,528	20.0%
Group Tour & Pkg	70,131	62,704	11.8%	30,045	29,881	0.5%	40,087	32,824	22.1%
True Independent	717,450	690,325	3.9%	623,240	607,370	2.6%	94,210	82,955	13.6%
ISLANDS VISITED									
O'ahu	431,607	416,930	3.5%	275,993	275,265	0.3%	155,614	141,665	9.8%
Maui County	252,308	237,064	6.4%	205,339	199,537	2.9%	46,969	37,527	25.2%
...Maui	246,550	231,396	6.5%	200,608	194,370	3.2%	45,942	37,026	24.1%
...Moloka'i	15,948	14,853	7.4%	10,780	11,081	-2.7%	5,168	3,772	37.0%
...Lāna'i	18,106	18,167	-0.3%	13,326	13,388	-0.5%	4,780	4,779	0.0%
Kaua'i	182,292	178,004	2.4%	154,268	151,345	1.9%	28,024	26,659	5.1%
Hawai'i Island	1,072,818	1,007,680	6.5%	849,617	816,907	4.0%	223,201	190,773	17.0%
...Hilo	260,182	243,391	6.9%	208,390	197,172	5.7%	51,792	46,219	12.1%
...Kona	1,072,818	1,007,680	6.5%	849,617	816,907	4.0%	223,201	190,773	17.0%
LENGTH OF STAY									
O'ahu (days)	5.06	4.91	3.0%	5.12	5.06	1.2%	4.97	4.63	7.2%
Maui (days)	3.98	4.05	-1.8%	4.10	4.12	-0.7%	3.45	3.65	-5.5%
Moloka'i (days)	2.12	2.34	-9.2%	2.47	2.59	-4.5%	1.39	1.60	-12.9%
Lāna'i (days)	2.11	2.10	0.4%	2.37	2.33	1.7%	1.39	1.46	-4.9%
Kaua'i (days)	3.41	3.33	2.6%	3.42	3.42	0.0%	3.39	2.81	20.7%
Hawai'i Island (days)	7.38	7.33	0.7%	8.03	7.94	1.0%	4.93	4.71	4.6%
...Hilo (days)	2.44	2.43	0.5%	2.53	2.51	0.7%	2.11	2.11	0.1%
...Kona (days)	6.79	6.75	0.7%	7.41	7.34	0.9%	4.44	4.20	5.7%
Statewide (days)	10.98	11.27	-2.6%	11.35	11.34	0.1%	9.59	9.32	2.9%
ACCOMMODATIONS 1/									
Hotel	645,305	588,687	9.6%	471,038	441,627	6.7%	174,266	147,060	18.5%
...Hotel Only	456,707	414,879	10.1%	314,102	293,658	7.0%	142,605	121,220	17.6%
Condo	213,198	200,813	6.2%	176,169	169,563	3.9%	37,029	31,250	18.5%
...Condo Only	139,379	131,591	5.9%	118,043	112,936	4.5%	21,336	18,655	14.4%
Timeshare	131,724	128,693	2.4%	115,124	116,758	-1.4%	16,600	11,935	39.1%
...Timeshare Only	89,945	87,984	2.2%	80,283	80,883	-0.7%	9,663	7,102	36.1%
Rental House	72,318	63,951	13.1%	66,342	59,003	12.4%	5,976	4,948	20.8%
Bed & Breakfast	29,727	25,639	15.9%	24,534	23,320	5.2%	5,193	2,319	124.0%
Cruise Ship	96,920	93,472	3.7%	86,229	83,382	3.4%	10,691	10,089	6.0%
Friends or Relatives	103,229	104,483	-1.2%	93,135	94,531	-1.5%	10,094	9,952	1.4%
PURPOSE OF TRIP									
Pleasure (Net)	931,501	866,099	7.6%	733,735	699,077	5.0%	197,766	167,022	18.4%
....Vacation	870,967	806,857	7.9%	700,647	666,264	5.2%	170,320	140,592	21.1%
....Honeymoon	63,851	61,015	4.6%	35,714	35,591	0.3%	28,136	25,424	10.7%
...Get Married	12,662	12,307	2.9%	7,721	7,568	2.0%	4,940	4,739	4.2%
MC&I (Net)	65,041	68,103	-4.5%	54,195	59,437	-8.8%	10,846	8,667	25.1%
....Convention/Conf.	40,917	45,384	-9.8%	34,375	39,591	-13.2%	6,542	5,792	12.9%
....Corp. Meetings	10,848	11,039	-1.7%	9,110	10,180	-10.5%	1,738	859	102.3%
....Incentive	16,080	14,647	9.8%	13,027	12,415	4.9%	3,054	2,232	36.8%
Other Business	33,030	31,846	3.7%	29,206	29,337	-0.4%	3,825	2,509	52.4%
Visit Friends/Relatives	86,976	91,382	-4.8%	79,430	80,576	-1.4%	7,546	10,806	-30.2%
Government/Military	6,097	3,921	55.5%	3,902	3,372	15.7%	2,195	548	300.2%
Attend School	3,229	2,587	24.8%	2,408	1,943	23.9%	820	644	27.3%
Sport Events	16,038	16,656	-3.7%	12,169	12,151	0.1%	3,869	4,506	-14.1%

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

**Table 61: 2010 Visitor Days by Island and MMA
(Arrivals by air)**

2010	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	10,589,490	7,907,692	6,402,160	1,891,866	296,877	82,869	207,362	65,396	79,115	731,619	1,087,163	139,503	1,226,666
Maui	8,811,121	4,440,197	196,911	2,109,332	98,260	42,797	123,594	41,741	47,831	354,222	150,888	17,458	168,347
Moloka'i	131,081	68,654	2,500	16,430	1,556	602	2,970	603	1,522	7,252	4,243	468	4,711
Lāna'i	120,293	89,723	2,567	13,312	2,764	442	1,940	533	753	6,432	3,655	298	3,953
Kaua'i	4,119,332	2,110,385	50,069	438,640	41,114	10,739	55,552	13,446	15,359	136,209	64,122	8,053	72,175
Hawai'i Island	4,535,484	2,423,258	623,292	690,356	64,459	24,158	91,099	15,142	29,875	224,733	89,796	26,016	115,812
...Hilo	773,680	570,373	131,139	97,803	16,220	6,526	25,667	5,168	8,002	61,583	27,706	8,010	35,716
...Kona	3,761,804	1,852,884	492,153	592,554	48,239	17,632	65,432	9,974	21,872	163,150	62,090	18,006	80,096
STATE	28,306,801	17,039,909	7,277,498	5,159,937	505,029	161,606	482,517	136,860	174,454	1,460,467	1,399,868	191,796	1,591,664
DOMESTIC													
O'ahu	10,190,870	7,603,595	47,354	702,099	253,220	56,300	188,563	63,428	72,631	634,141	196,192	23,115	219,308
Maui	8,699,160	4,356,154	3,930	789,319	90,057	25,044	114,198	41,019	44,017	314,335	22,422	4,656	27,078
Moloka'i	130,925	68,584	67	9,165	1,216	602	2,682	603	1,522	6,624	373	75	447
Lāna'i	119,539	86,602	61	6,106	2,230	442	1,791	533	753	5,749	351	62	413
Kaua'i	4,083,074	2,081,119	2,188	269,769	38,359	9,545	52,709	11,979	13,894	126,485	7,444	2,289	9,733
Hawai'i Island	4,483,250	2,390,355	3,404	401,503	60,148	18,927	82,235	13,383	26,010	200,702	13,054	2,643	15,696
...Hilo	764,475	559,035	842	55,592	15,010	5,618	23,571	3,855	6,945	54,999	3,274	741	4,015
...Kona	3,718,776	1,831,320	2,561	345,911	45,138	13,309	58,664	9,528	19,064	145,703	9,779	1,902	11,681
STATE	27,706,817	16,586,408	57,003	2,177,962	445,229	110,859	442,177	130,943	158,828	1,288,036	239,836	32,840	272,675
INTERNATIONAL													
O'ahu	398,620	304,098	6,354,805	1,189,767	43,658	26,569	18,800	1,968	6,484	97,478	890,971	116,388	1,007,359
Maui	111,962	84,044	192,981	1,320,012	8,203	17,753	9,396	722	3,813	39,887	128,467	12,802	141,269
Moloka'i	155	70	2,433	7,265	340	0	288	0	0	628	3,870	394	4,264
Lāna'i	754	3,121	2,506	7,206	534	0	149	0	0	683	3,304	236	3,540
Kaua'i	36,258	29,266	47,882	168,871	2,755	1,194	2,843	1,467	1,465	9,724	56,678	5,763	62,441
Hawai'i Island	52,234	32,903	619,888	288,853	4,311	5,231	8,864	1,759	3,865	24,031	76,742	23,373	100,116
...Hilo	9,206	11,339	130,297	42,211	1,210	908	2,096	1,313	1,057	6,584	24,432	7,269	31,701
...Kona	43,028	21,564	489,591	246,643	3,101	4,323	6,768	447	2,808	17,447	52,311	16,104	68,415
STATE	599,984	453,501	7,220,495	2,981,974	59,800	50,747	40,340	5,916	15,627	172,430	1,160,032	158,957	1,318,989

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

Source: Hawai'i Tourism Authority

Table 61: 2010 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2010	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
O'ahu	308,810	35,231	527,626	27,436	108,154	1,007,258	23,220	82,810	33,018	139,047	2,022,733	31,918,530
Maui	22,113	6,904	68,644	3,916	6,251	107,828	21,629	19,956	15,926	57,510	640,546	16,886,015
Moloka'i	1,257	252	1,319	309	90	3,227	94	609	536	1,239	10,164	245,258
Lāna'i	1,158	34	627	113	79	2,010	134	631	414	1,179	10,190	249,660
Kaua'i	9,350	818	8,164	1,512	2,048	21,893	1,753	5,823	5,337	12,913	234,843	7,196,459
Hawai'i Island	24,892	3,003	48,884	4,130	10,121	91,029	3,213	11,261	11,680	26,154	372,038	9,102,156
...Hilo	9,097	1,288	25,670	1,205	2,673	39,932	566	2,727	3,406	6,698	100,462	1,817,386
...Kona	15,794	1,715	23,215	2,925	7,447	51,097	2,647	8,535	8,274	19,456	271,577	7,284,769
STATE	367,580	46,242	655,264	37,416	126,742	1,233,245	50,043	121,090	66,909	238,042	3,290,515	65,598,078
DOMESTIC												
O'ahu	125,087	8,649	43,022	5,030	9,321	191,109	22,711	80,477	31,990	135,178	964,119	20,687,772
Maui	12,912	2,089	7,519	1,547	2,066	26,134	21,574	19,840	15,835	57,249	429,091	14,702,450
Moloka'i	621	35	532	309	26	1,522	94	609	536	1,239	8,242	226,817
Lāna'i	742	34	216	113	27	1,133	134	631	414	1,179	6,827	227,609
Kaua'i	4,496	567	2,915	823	511	9,312	1,730	5,823	5,337	12,890	187,844	6,782,414
Hawai'i Island	10,150	799	8,740	1,328	1,463	22,479	3,085	11,044	11,036	25,165	265,612	7,808,166
...Hilo	3,953	175	1,781	182	580	6,672	545	2,727	3,406	6,678	62,354	1,514,662
...Kona	6,196	624	6,959	1,146	882	15,807	2,540	8,317	7,630	18,487	203,258	6,293,504
STATE	154,009	12,173	62,945	9,149	13,413	251,689	49,328	118,424	65,147	232,900	1,861,736	50,435,228
INTERNATIONAL												
O'ahu	183,723	26,583	484,604	22,406	98,833	816,148	509	2,333	1,028	3,869	1,058,613	11,230,758
Maui	9,201	4,814	61,125	2,369	4,185	81,695	55	116	90	261	211,455	2,183,565
Moloka'i	636	218	787	0	64	1,704	0	0	0	0	1,922	18,441
Lāna'i	415	0	411	0	51	878	0	0	0	0	3,363	22,051
Kaua'i	4,854	251	5,249	690	1,538	12,581	23	0	0	23	47,000	414,045
Hawai'i Island	14,742	2,203	40,144	2,802	8,658	68,550	128	217	644	989	106,426	1,293,989
...Hilo	5,144	1,113	23,888	1,022	2,093	33,260	20	0	0	20	38,107	302,724
...Kona	9,598	1,091	16,256	1,780	6,565	35,290	108	217	644	969	68,319	991,265
STATE	213,572	34,069	592,319	28,267	113,329	981,556	715	2,666	1,762	5,142	1,428,779	15,162,850

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

Source: Hawai'i Tourism Authority

**Table 62: 2010 Visitor Days Growth by Island and MMA
(% change over 2009)**

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND
O'ahu	9.6%	4.2%	5.1%	17.5%	3.5%	42.7%	-2.8%	5.3%	5.3%	5.2%	29.1%	12.3%	27.0%
Maui	11.8%	6.6%	16.7%	16.2%	-3.3%	62.6%	9.2%	17.1%	18.6%	11.7%	32.7%	7.1%	29.5%
Moloka'i	4.7%	0.5%	33.7%	-18.2%	-13.5%	33.5%	-13.1%	4.9%	45.3%	-0.5%	121.9%	67.1%	114.9%
Lāna'i	16.4%	6.6%	-31.4%	1.4%	49.7%	24.6%	16.0%	42.1%	-10.3%	26.4%	108.0%	-45.9%	71.3%
Kaua'i	3.1%	5.0%	14.9%	25.3%	2.0%	-2.2%	7.9%	18.9%	11.5%	6.5%	59.3%	13.8%	52.5%
Hawai'i Island	6.3%	2.8%	25.7%	17.4%	-5.1%	12.0%	7.5%	12.2%	14.4%	5.1%	-8.3%	54.7%	0.9%
...Hilo	6.7%	5.5%	21.6%	26.8%	-9.0%	-14.1%	0.6%	32.2%	-3.7%	-2.5%	-6.9%	61.6%	2.9%
...Kona	6.2%	2.0%	26.8%	16.0%	-3.7%	26.1%	10.4%	4.1%	22.8%	8.3%	-9.0%	51.8%	0.0%
STATE	8.8%	4.7%	6.9%	17.4%	0.9%	37.3%	3.1%	10.8%	11.0%	6.9%	27.6%	16.1%	26.1%
DOMESTIC													
O'ahu	8.1%	3.6%	14.9%	12.2%	5.1%	17.8%	-6.4%	5.8%	7.6%	2.7%	30.7%	26.1%	30.2%
Maui	11.5%	5.9%	-12.1%	12.8%	7.8%	2.7%	6.3%	17.3%	21.3%	9.7%	52.3%	25.2%	46.8%
Moloka'i	4.9%	0.9%	70.2%	0.5%	-31.4%	33.5%	-11.4%	4.9%	63.7%	-1.9%	55.0%	12.7%	45.9%
Lāna'i	16.1%	3.9%	-10.5%	15.9%	41.0%	24.6%	18.2%	42.1%	4.3%	26.4%	60.7%	133.7%	68.6%
Kaua'i	2.8%	4.7%	78.8%	16.4%	5.3%	6.4%	5.0%	11.3%	14.1%	6.7%	29.1%	14.3%	25.3%
Hawai'i Island	5.8%	2.7%	-15.5%	16.1%	-5.5%	1.6%	2.8%	2.7%	9.1%	0.8%	18.9%	-3.2%	14.5%
...Hilo	6.6%	5.2%	-46.6%	18.8%	-5.7%	-3.5%	-2.0%	3.3%	-2.1%	-2.8%	-6.8%	34.1%	-1.2%
...Kona	5.7%	2.0%	4.5%	15.7%	-5.4%	3.9%	4.9%	2.5%	13.9%	2.3%	31.0%	-12.6%	21.1%
STATE	7.9%	4.2%	11.7%	13.5%	4.1%	10.2%	-0.3%	9.4%	12.3%	4.5%	31.7%	22.2%	30.5%
INTERNATIONAL													
O'ahu	74.4%	21.7%	5.0%	20.9%	-5.1%	158.6%	56.9%	-8.7%	-14.8%	24.9%	28.8%	9.9%	26.3%
Maui	43.6%	58.4%	17.5%	18.4%	-54.5%	819.2%	63.7%	9.2%	-5.5%	31.2%	29.8%	1.8%	26.6%
Moloka'i	-59.3%	-77.7%	32.9%	-33.8%	1202.8%	NA	-26.2%	NA	-100.0%	17.7%	131.5%	83.9%	126.1%
Lāna'i	97.7%	283.3%	-31.8%	-8.3%	101.6%	NA	-5.4%	NA	-100.0%	26.4%	114.7%	-54.9%	71.6%
Kaua'i	58.9%	31.9%	13.1%	42.8%	-29.1%	-40.4%	122.5%	167.8%	-8.0%	4.5%	64.4%	13.6%	57.9%
Hawai'i Island	72.3%	9.2%	26.0%	19.3%	0.7%	77.8%	84.6%	275.7%	69.3%	62.7%	-11.8%	65.9%	-1.0%
...Hilo	14.9%	20.2%	22.6%	39.2%	-36.6%	-48.7%	42.3%	635.7%	-13.1%	0.6%	-6.9%	65.1%	3.4%
...Kona	93.0%	4.2%	27.0%	16.5%	30.8%	269.1%	103.4%	54.1%	163.4%	112.1%	-13.9%	66.3%	-2.9%
STATE	66.4%	27.2%	6.9%	20.3%	-17.5%	195.9%	65.7%	54.3%	-0.8%	29.1%	26.7%	14.9%	25.2%

NA: Not Applicable

Source: Hawai'i Tourism Authority

Table 62: 2010 Visitor Days Growth by Island and MMA (continued)
(% change over 2009)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
O'ahu	23.1%	21.7%	62.1%	28.6%	56.5%	44.7%	30.6%	25.6%	-19.1%	11.7%	7.1%	8.9%
Maui	32.7%	80.9%	56.8%	-51.7%	12.1%	38.3%	35.0%	24.5%	26.7%	28.9%	8.7%	11.2%
Moloka'i	5.9%	2397.1%	113.6%	2007.7%	29.8%	69.9%	-9.2%	391.3%	35.8%	99.1%	17.4%	3.9%
Lāna'i	48.6%	-78.1%	44.6%	137.9%	-37.6%	30.4%	70.8%	104.4%	71.9%	87.7%	24.4%	12.4%
Kaua'i	34.9%	-26.9%	-4.2%	-19.0%	-28.9%	2.7%	-13.0%	31.0%	18.3%	17.7%	8.9%	5.5%
Hawai'i Island	45.9%	-39.8%	82.1%	1.5%	38.0%	51.0%	5.7%	22.3%	-12.1%	2.4%	7.1%	7.5%
...Hilo	63.5%	31.5%	193.1%	-22.6%	28.6%	110.9%	-3.3%	-10.1%	5.9%	-2.0%	2.5%	8.7%
...Kona	37.4%	-57.2%	28.3%	16.3%	41.7%	23.5%	7.9%	38.3%	-17.8%	4.1%	8.9%	7.2%
STATE	25.2%	18.4%	61.5%	5.5%	48.9%	43.6%	28.2%	26.1%	-6.8%	15.0%	7.6%	8.9%
DOMESTIC												
O'ahu	48.8%	29.2%	28.9%	23.9%	13.0%	40.1%	30.7%	25.0%	-19.6%	11.2%	7.2%	6.8%
Maui	30.8%	88.3%	5.4%	41.0%	95.2%	28.9%	35.0%	24.9%	37.2%	31.9%	7.6%	9.8%
Moloka'i	180.2%	244.5%	184.4%	2007.7%	62.7%	238.9%	-9.2%	391.3%	35.8%	99.1%	11.5%	4.3%
Lāna'i	89.0%	-20.5%	91.8%	621.6%	-56.4%	80.7%	70.8%	104.4%	71.9%	87.7%	-11.5%	10.8%
Kaua'i	-15.0%	-4.7%	-19.1%	80.2%	45.6%	-9.6%	-13.5%	35.5%	18.3%	19.3%	9.2%	4.1%
Hawai'i Island	48.4%	-36.8%	59.0%	8.3%	23.1%	40.4%	2.1%	21.9%	-13.5%	1.3%	3.7%	5.2%
...Hilo	73.0%	-39.9%	87.6%	-53.5%	7.0%	49.6%	-3.8%	-8.1%	11.1%	1.2%	5.6%	6.1%
...Kona	36.1%	-35.9%	53.0%	37.4%	36.7%	36.8%	3.5%	36.5%	-21.3%	1.4%	3.2%	5.0%
STATE	44.4%	25.3%	26.1%	33.2%	22.8%	36.7%	27.9%	25.9%	-5.9%	15.4%	6.9%	7.0%
INTERNATIONAL												
O'ahu	10.1%	19.4%	65.9%	29.7%	62.4%	45.9%	27.0%	52.3%	-0.1%	30.6%	7.0%	13.0%
Maui	35.5%	77.9%	66.7%	-66.2%	-7.4%	41.6%	55.5%	-20.9%	-91.2%	-78.5%	11.0%	21.2%
Moloka'i	-34.2%	NA	82.8%	NA	20.1%	17.6%	NA	NA	NA	NA	51.8%	-1.0%
Lāna'i	7.5%	-100.0%	28.0%	-100.0%	-18.8%	-4.0%	NA	NA	NA	NA	607.0%	31.9%
Kaua'i	196.1%	-52.2%	6.7%	-51.1%	-39.2%	14.1%	63.0%	-100.0%	NA	-86.1%	7.8%	33.9%
Hawai'i Island	44.2%	-40.8%	88.0%	-1.5%	40.9%	54.8%	593.7%	49.3%	21.4%	42.5%	16.5%	23.6%
...Hilo	56.8%	61.7%	206.0%	-12.1%	36.2%	129.8%	10.7%	-100.0%	-100.0%	-91.3%	-2.3%	23.6%
...Kona	38.2%	-64.1%	20.0%	5.9%	42.4%	18.4%	NA	173.7%	69.5%	111.0%	30.5%	23.6%
STATE	14.3%	16.2%	66.4%	-1.1%	52.8%	45.5%	52.6%	35.2%	-32.0%	2.2%	8.5%	15.4%

NA: Not Applicable

Source: Hawai'i Tourism Authority

**Table 63: 2010 Visitor Arrivals by Island and MMA
(Arrivals by Air)**

2010	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	1,347,053	986,739	1,185,534	196,737	34,211	9,649	24,216	7,596	7,363	83,034	137,462	16,800	154,262
Mauī	1,037,142	600,859	60,749	198,048	13,092	4,424	16,006	5,019	5,244	43,785	29,652	3,023	32,675
Molokaī	20,857	15,489	1,436	3,360	550	132	738	160	249	1,828	2,211	332	2,543
Lānaī	28,209	24,970	1,462	4,678	861	110	507	149	200	1,827	1,918	251	2,169
Kauaī	490,543	317,416	21,362	54,866	6,419	1,841	9,398	2,086	2,517	22,260	12,928	1,892	14,821
Hawai'i Island	531,762	357,310	187,246	75,420	9,460	3,617	12,434	2,191	3,599	31,302	24,122	3,572	27,694
...Hilo	152,931	154,732	72,624	29,368	4,357	1,731	6,029	963	1,701	14,782	14,895	2,170	17,065
...Kona	468,104	299,794	129,429	67,747	7,299	2,961	10,006	1,738	2,943	24,948	18,427	2,804	21,231
STATE	2,960,783	1,631,867	1,239,481	406,452	46,244	12,707	33,933	11,187	10,498	114,568	143,742	18,050	161,793
DOMESTIC													
O'ahu	1,295,520	944,340	7,479	75,726	28,736	5,879	21,698	7,277	6,422	70,013	31,843	3,442	35,286
Mauī	1,024,065	591,312	561	77,038	11,813	2,928	14,450	4,858	4,695	38,745	4,076	658	4,734
Molokaī	20,701	15,419	17	1,475	338	132	565	160	249	1,443	113	26	139
Lānaī	27,954	23,925	16	1,804	498	110	432	149	200	1,390	130	15	144
Kauaī	484,818	312,481	246	30,674	5,689	1,483	8,689	1,923	2,235	20,019	1,525	322	1,847
Hawai'i Island	521,512	351,164	652	41,083	8,417	2,513	10,755	2,028	3,097	26,810	2,804	437	3,241
...Hilo	149,226	150,769	207	14,201	3,608	1,214	5,176	841	1,336	12,175	1,187	187	1,374
...Kona	459,305	295,128	530	37,244	6,690	1,924	8,588	1,636	2,493	21,330	2,203	326	2,529
STATE	2,896,134	1,581,476	8,149	171,548	39,831	8,193	30,877	10,625	9,227	98,752	33,731	4,045	37,777
INTERNATIONAL													
O'ahu	51,533	42,399	1,178,055	121,012	5,475	3,770	2,517	319	941	13,021	105,619	13,358	118,976
Mauī	13,077	9,547	60,189	121,010	1,279	1,496	1,556	160	549	5,040	25,575	2,365	27,940
Molokaī	155	70	1,419	1,886	212	0	173	0	0	385	2,098	306	2,404
Lānaī	255	1,045	1,446	2,874	362	0	75	0	0	437	1,788	236	2,024
Kauaī	5,725	4,934	21,115	24,192	730	358	709	163	282	2,241	11,404	1,571	12,974
Hawai'i Island	10,250	6,146	186,594	34,337	1,044	1,104	1,679	163	502	4,492	21,318	3,135	24,453
...Hilo	3,704	3,962	72,417	15,167	748	517	854	123	366	2,608	13,708	1,983	15,690
...Kona	8,799	4,666	128,899	30,503	610	1,037	1,418	103	451	3,618	16,224	2,478	18,702
STATE	64,649	50,391	1,231,332	234,904	6,413	4,514	3,056	562	1,271	15,816	110,011	14,005	124,016

Table 63: 2010 Visitor Arrivals by Island and MMA (continued)
(Arrivals by Air)

2010	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
O'ahu	58,615	4,357	75,125	3,405	14,910	156,412	2,350	7,959	4,645	14,954	204,124	4,328,849
Maui	6,735	1,172	22,188	627	1,822	32,544	1,649	2,861	2,817	7,328	78,939	2,092,069
Moloka'i	582	96	507	14	63	1,262	52	102	137	291	3,187	50,253
Lāna'i	467	7	275	17	64	829	59	97	147	303	4,439	68,884
Kaua'i	2,044	132	1,850	341	534	4,901	378	1,108	1,100	2,585	35,971	964,724
Hawai'i Island	8,702	833	8,693	966	2,679	21,872	506	1,516	2,174	4,196	54,058	1,290,859
...Hilo	4,116	477	5,064	691	1,071	11,419	216	681	977	1,875	23,428	478,223
...Kona	6,072	441	5,020	537	2,214	14,284	429	1,201	1,815	3,445	43,837	1,072,818
STATE	62,032	4,973	81,920	3,899	15,663	168,487	3,372	9,546	7,092	20,010	278,985	6,982,425
DOMESTIC												
O'ahu	25,691	1,044	6,454	747	1,440	35,376	2,272	7,669	4,385	14,326	109,492	2,587,557
Maui	3,204	261	1,329	223	400	5,416	1,622	2,815	2,743	7,180	53,203	1,802,254
Moloka'i	234	9	59	14	6	322	52	102	137	291	1,793	41,599
Lāna'i	174	7	65	17	13	274	53	97	147	297	1,906	57,710
Kaua'i	913	71	452	121	92	1,648	369	1,108	1,100	2,577	26,049	880,358
Hawai'i Island	2,571	158	851	232	238	4,050	488	1,493	2,032	4,013	33,562	986,086
...Hilo	1,259	56	352	86	110	1,864	198	681	977	1,856	13,187	344,859
...Kona	1,757	117	664	195	183	2,916	415	1,177	1,673	3,265	27,370	849,617
STATE	27,431	1,328	7,550	1,027	1,758	39,094	3,294	9,233	6,690	19,217	170,737	5,022,883
INTERNATIONAL												
O'ahu	32,924	3,313	68,671	2,658	13,469	121,036	78	290	261	628	94,632	1,741,292
Maui	3,532	912	20,859	404	1,421	27,128	27	46	74	148	25,736	289,815
Moloka'i	348	87	449	0	57	941	0	0	0	0	1,394	8,653
Lāna'i	294	0	210	0	51	555	6	0	0	6	2,532	11,174
Kaua'i	1,132	61	1,398	220	442	3,253	9	0	0	9	9,922	84,366
Hawai'i Island	6,130	675	7,842	734	2,441	17,823	18	23	142	183	20,496	304,773
...Hilo	2,857	421	4,712	604	961	9,555	18	0	0	18	10,242	133,364
...Kona	4,315	325	4,355	342	2,031	11,368	14	23	142	179	16,467	223,201
STATE	34,601	3,645	74,370	2,872	13,905	129,393	78	313	402	793	108,248	1,959,542

**Table 64: 2010 Visitor Arrivals Growth by Island and MMA
(% change over 2009)**

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND
O'ahu	7.3%	2.7%	4.7%	16.5%	3.4%	54.9%	2.7%	5.3%	16.7%	8.7%	20.2%	21.7%	20.4%
Maui	11.4%	5.3%	9.2%	16.0%	4.3%	44.1%	11.0%	8.6%	20.4%	12.2%	22.4%	27.7%	22.8%
Moloka'i	0.8%	-1.9%	-2.1%	-10.4%	53.8%	-6.5%	-13.8%	-10.2%	8.0%	3.7%	80.7%	112.8%	84.3%
Lāna'i	14.4%	7.2%	-17.9%	1.2%	26.2%	-4.5%	-15.3%	17.8%	-5.0%	5.4%	31.4%	268.7%	42.0%
Kaua'i	1.6%	3.4%	2.2%	22.9%	-0.2%	4.4%	11.4%	-0.4%	13.8%	6.3%	16.9%	74.2%	22.1%
Hawai'i Island	5.1%	1.3%	13.7%	12.4%	-3.0%	20.6%	3.2%	-7.5%	11.3%	3.0%	14.3%	52.8%	18.2%
...Hilo	4.7%	2.0%	10.3%	18.5%	-2.4%	8.5%	3.8%	-9.7%	4.1%	1.5%	14.1%	80.2%	19.7%
...Kona	5.5%	1.8%	16.3%	12.2%	-7.7%	35.4%	2.3%	-4.6%	14.5%	2.8%	9.4%	71.7%	14.9%
STATE	8.9%	4.5%	6.1%	17.3%	4.0%	43.6%	5.7%	9.6%	19.8%	9.7%	18.3%	18.5%	18.3%
DOMESTIC													
O'ahu	6.8%	2.1%	21.8%	12.8%	5.4%	7.8%	0.3%	7.5%	14.5%	4.9%	23.6%	32.7%	24.5%
Maui	11.1%	5.1%	-4.5%	13.9%	8.0%	7.6%	7.6%	8.5%	16.7%	8.9%	42.5%	33.2%	41.1%
Moloka'i	2.0%	-0.4%	-48.3%	-2.2%	1.8%	-6.5%	-7.2%	-10.2%	20.3%	-1.6%	23.3%	87.2%	31.7%
Lāna'i	15.2%	4.2%	-48.6%	16.7%	19.4%	-4.5%	-2.0%	17.8%	7.0%	8.0%	42.8%	52.0%	43.7%
Kaua'i	1.2%	3.4%	8.2%	16.1%	0.0%	8.5%	7.9%	2.9%	12.4%	5.5%	46.2%	19.0%	40.6%
Hawai'i Island	4.3%	1.7%	13.3%	12.7%	-2.9%	0.5%	-3.1%	-4.2%	6.4%	-1.8%	39.0%	12.9%	34.8%
...Hilo	4.6%	2.4%	0.7%	17.4%	-2.8%	4.1%	-0.4%	-5.4%	-1.0%	-1.1%	49.7%	36.4%	47.7%
...Kona	4.6%	2.2%	16.4%	12.5%	-5.6%	0.1%	-3.2%	-2.7%	10.5%	-2.3%	35.9%	1.4%	30.2%
STATE	8.6%	4.0%	21.2%	13.8%	5.4%	5.9%	2.8%	8.9%	15.0%	5.8%	23.6%	28.2%	24.1%
INTERNATIONAL													
O'ahu	23.9%	18.1%	4.6%	18.9%	-5.5%	387.2%	28.8%	-29.0%	34.4%	34.6%	19.3%	19.2%	19.2%
Maui	45.2%	17.6%	9.3%	17.4%	-20.4%	328.3%	56.8%	13.4%	66.0%	47.4%	19.7%	26.2%	20.2%
Moloka'i	-59.3%	-77.7%	-1.1%	-15.9%	712.3%	NA	-30.2%	NA	-100.0%	29.5%	85.3%	115.3%	88.7%
Lāna'i	-33.2%	209.4%	-17.4%	-6.6%	37.0%	NA	-52.7%	NA	-100.0%	-2.0%	30.6%	305.3%	41.8%
Kaua'i	48.3%	3.4%	2.2%	32.8%	-2.0%	-9.7%	85.2%	-27.5%	26.1%	13.7%	13.9%	92.4%	19.8%
Hawai'i Island	64.8%	-17.7%	13.7%	11.9%	-3.6%	122.4%	77.0%	-35.5%	55.2%	44.7%	11.7%	60.7%	16.3%
...Hilo	11.2%	-9.4%	10.3%	19.6%	-0.6%	20.6%	40.1%	-31.2%	28.6%	15.7%	11.8%	85.9%	17.8%
...Kona	91.0%	-17.9%	16.3%	11.9%	-25.4%	291.6%	57.0%	-27.4%	43.6%	48.3%	6.6%	88.9%	13.1%
STATE	24.9%	23.1%	6.0%	20.0%	-4.1%	303.8%	46.9%	25.2%	71.8%	42.8%	16.8%	16.0%	16.7%

NA: Not Applicable

Source: Hawai'i Tourism Authority

Table 64: 2010 Visitor Arrivals Growth by Island and MMA (continued)
(% change over 2009)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER
O'ahu	51.3%	7.6%	60.8%	15.8%	91.4%	56.0%	9.8%	24.4%	-7.5%	10.3%	7.8%	7.6%
Maui	40.3%	21.5%	57.6%	-40.5%	2.6%	43.5%	19.7%	15.9%	9.8%	14.3%	13.8%	10.6%
Moloka'i	43.6%	970.2%	10.1%	10.7%	10.9%	33.8%	36.4%	35.8%	60.8%	46.7%	34.7%	4.0%
Lāna'i	30.4%	-93.2%	-4.0%	-63.3%	-16.1%	-3.8%	38.1%	-8.1%	60.2%	26.2%	90.1%	12.8%
Kaua'i	46.9%	-64.7%	-6.1%	9.3%	-27.1%	2.5%	23.0%	13.3%	2.2%	9.5%	10.2%	3.9%
Hawai'i Island	40.6%	-19.1%	27.9%	-3.8%	52.7%	30.4%	29.4%	11.1%	-1.3%	6.0%	8.0%	6.2%
...Hilo	43.0%	-20.4%	23.2%	6.9%	24.3%	25.5%	27.2%	4.6%	-6.1%	0.7%	2.4%	6.0%
...Kona	27.1%	-51.9%	17.3%	-39.4%	49.8%	15.8%	43.4%	12.4%	-7.1%	3.7%	11.1%	6.5%
STATE	48.0%	1.3%	59.5%	6.7%	83.5%	52.6%	13.4%	25.3%	2.7%	14.3%	8.8%	8.8%
DOMESTIC												
O'ahu	49.9%	9.1%	39.3%	10.5%	18.7%	43.7%	10.0%	23.7%	-9.7%	9.2%	7.1%	5.8%
Maui	28.2%	19.0%	21.5%	26.2%	116.1%	29.8%	18.6%	15.4%	18.5%	17.3%	7.0%	9.1%
Moloka'i	100.0%	3.7%	34.8%	10.7%	73.5%	73.7%	36.4%	35.8%	60.8%	46.7%	-0.8%	1.3%
Lāna'i	-0.6%	-59.0%	142.2%	23.5%	-2.8%	12.3%	24.6%	-8.1%	60.2%	23.8%	2.6%	9.8%
Kaua'i	21.7%	-34.0%	-8.0%	96.4%	35.5%	11.5%	21.8%	16.8%	2.2%	10.7%	5.1%	2.8%
Hawai'i Island	40.0%	-22.8%	34.8%	17.4%	23.1%	32.2%	28.7%	11.8%	0.0%	7.1%	4.1%	3.7%
...Hilo	37.2%	-39.3%	55.8%	-5.5%	10.5%	30.6%	25.4%	9.6%	1.8%	6.7%	6.2%	4.2%
...Kona	42.6%	-29.3%	30.0%	33.8%	53.2%	34.2%	38.6%	13.4%	-6.2%	4.6%	3.5%	4.0%
STATE	46.7%	10.8%	32.8%	17.1%	23.6%	40.2%	13.9%	24.4%	0.5%	13.3%	7.9%	7.5%
INTERNATIONAL												
O'ahu	52.5%	7.2%	63.1%	17.4%	104.9%	60.1%	1.9%	45.5%	61.1%	43.7%	8.5%	10.3%
Maui	53.3%	22.2%	60.6%	-53.9%	-10.6%	46.6%	160.2%	57.7%	-70.5%	-49.2%	30.8%	20.5%
Moloka'i	20.7%	NA	7.5%	NA	7.1%	24.0%	NA	NA	NA	NA	149.4%	19.2%
Lāna'i	60.0%	-100.0%	-19.1%	-100.0%	-18.8%	-10.2%	NA	NA	NA	NA	432.4%	31.3%
Kaua'i	76.4%	-77.2%	-5.5%	-12.1%	-33.5%	-1.5%	112.2%	-100.0%	na	-74.4%	26.2%	18.0%
Hawai'i Island	40.8%	-18.2%	27.2%	-9.0%	56.4%	30.0%	50.3%	-20.5%	-16.8%	-13.5%	15.1%	15.3%
...Hilo	45.6%	-16.9%	21.3%	9.0%	26.1%	24.6%	50.3%	-100.0%	-100.0%	-85.2%	-2.1%	11.3%
...Kona	21.7%	-56.8%	15.5%	-53.8%	49.5%	11.8%	NA	-20.5%	-16.8%	-10.2%	26.3%	17.0%
STATE	48.9%	-1.8%	62.8%	3.4%	95.5%	56.8%	-6.0%	57.3%	60.2%	48.8%	10.2%	12.1%

NA: Not Applicable

Source: Hawai'i Tourism Authority

VISITOR EXPENDITURES

***AIR AND CRUISE VISITOR - TOTAL SPENDING
BY CATEGORY***

***AIR AND CRUISE VISITOR - TOTAL SPENDING
BY ISLAND BY MMA***

AIR VISITOR DAILY SPENDING BY MMA

***AIR VISITOR DAILY SPENDING BY SELECTED COUNTRIES:
CHINA, KOREA, AUSTRALIA AND NEW ZEALAND***

AIR VISITOR - DAILY SPENDING BY ISLAND

***U.S. WEST, U.S. EAST, JAPANESE AIR VISITORS DAILY
SPENDING BY TRIP CHARACTERISTICS:
- ACCOMMODATIONS, PURPOSE OF TRIP, TRIP STATUS***

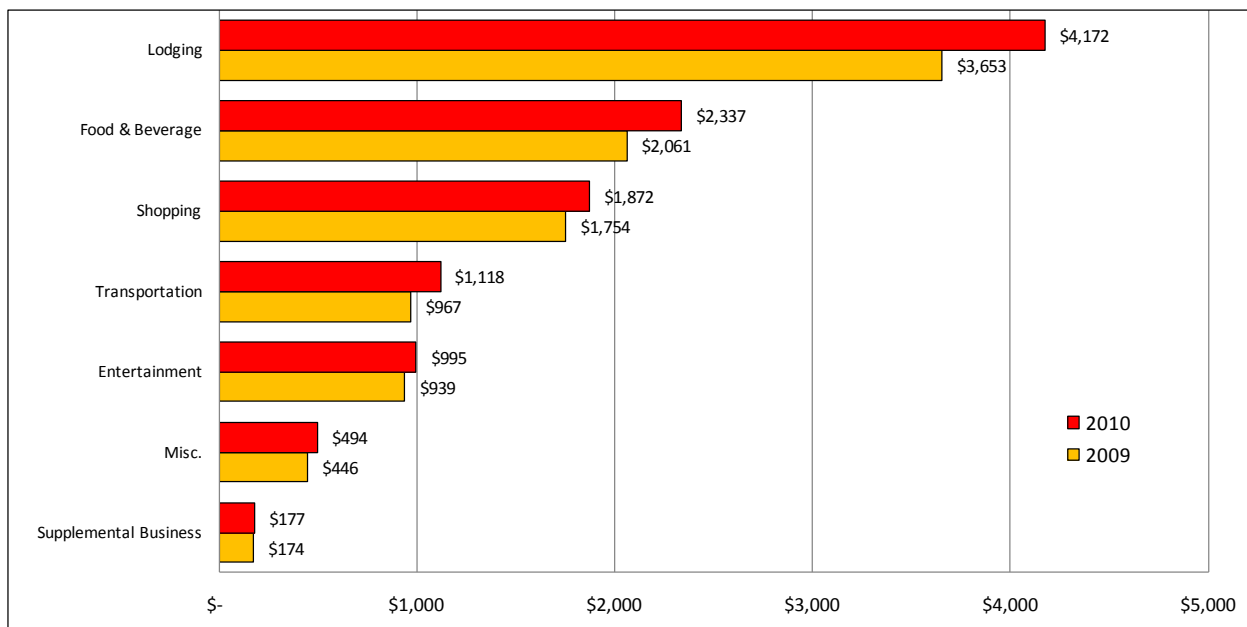
ALL VISITOR EXPENDITURES

AIR AND CRUISE VISITOR TOTAL SPENDING BY CATEGORY

Total expenditures by all visitors who came by air or by cruise ship to Hawai'i in 2010 increased 11.7 percent from 2009 to \$11.17 billion, due to higher average daily visitor spending and growth in visitor days (Table 65).

Lodging, the largest expenditure category, rose 14.2 percent to \$4.17 billion and accounted for 37.4 percent of total visitor expenditures. Food and beverage, the second largest category was up 13.4 percent to \$2.34 billion or 20 percent of total visitor spending. Shopping expenditures increased 6.8 percent to \$1.87 billion or 16.8 percent of total visitor spending. Entertainment and recreation expenditures grew 6 percent to \$995.4 million, while transportation expenditures rose 15.6 percent to \$1.1 billion.

Figure 21: Total Visitor Expenditures by Category: 2010 vs. 2009 (in Millions)



AIR AND CRUISE VISITOR TOTAL SPENDING BY ISLAND AND MMA

- U.S. West visitors (\$4.03 billion) continued to be the largest contributors to combined air and cruise spending in 2010 (Table 66 and Table 67).
- Canadians spent more on Maui (\$325.5 million) than on O'ahu (\$280.6 million).
- Japanese visitors spent the most on O'ahu (\$1.72 billion), followed by Hawai'i Island (\$132.8 million).

- Spending on O‘ahu totaled \$5.68 billion in 2010, 11.3 percent higher compared to 2009. Spending by visitors from Japan (+2.2% from 2009 to \$1.72 billion), U.S. West (+15.5% to \$1.44 billion), U.S. East (+8.1% to \$1.28 billion), Canada (+20.3% to \$280.6 million), Oceania (+31.2% to \$264 million), Other Asia (+60.8% to \$235.5 million), Europe (+23.5% to \$114.9 million), and Latin America (+48% to \$26.3 million) on O‘ahu increased compared to the previous year.
- Visitor expenditures on Maui increased 16.7 percent to \$2.95 billion in 2010. U.S. West visitors spent the most on Maui at \$1.38 billion, up 19.8 percent from 2009. Spending by U.S. East visitors was second highest at \$923.1 billion (+12.2%), followed by Canadian visitors at \$325.5 million (+16%), European visitors at \$59.5 million (+17.1%), Japanese visitors at \$45.7 million (+39.5%), Oceania visitors at \$35.3 million (+24.2%), Other Asia visitors at \$20.3 million (+12%) and Latin America visitors at \$17.3 million (+25.5%).
- Visitor spending on Hawai‘i Island rose 7.6 percent from 2009 to \$1.35 billion. Expenditures on this island from U.S. West (+6%, to \$582.6 million), U.S. East (+2.4% to \$394.5 million), Japan (+22.4% to \$132.8 million), Canada (+17.7% to \$92 million), Europe (+5% to \$37.3 million), Other Asia (+66.2% to \$23.5 million) and Latin America (+0.1% to \$6.6 million) increased but total spending from Oceania (-3% to \$20.7 million) declined compared to 2009.
- Expenditures on Kaua‘i totaled \$1.09 billion in 2010, an increase of 6.9 percent from the previous year. U.S. West visitors spent the most on Kaua‘i at \$577 million (+5.5%), followed by spending from U.S. East (+5.2% to \$364.4 million), Canadian (+27.1% to \$60 million), European (+13.8% to \$24.5 million), Japanese (-5.9% to \$7.8 million), Oceania (+45.9% to \$11.2 million), Other Asia (-18.6% to \$3.7 million) and Latin America (+14.2% to \$1.5 million) visitors.

AIR VISITORS PERSONAL DAILY SPENDING BY MMA

U.S. WEST

U.S. West air visitors in 2010 spent an average of \$140 per person on a daily basis, up from \$133 per person in 2009 (Table 68).

- Daily spending by this group of visitors continued to be the lowest among the visitor markets.
- Lodging expenditures by U.S. West visitors in 2010 (\$58 per person per day) was higher compared to 2009 (\$54 per person per day).
- This group spent more on food and beverage (\$33 per person, from \$31 per person), and transportation (\$16 per person, from \$15 per person) compared to 2009. U.S. West visitors in 2010 spent about the same amount on shopping (\$16 per person) and entertainment (\$13 per person) compared to a year ago.

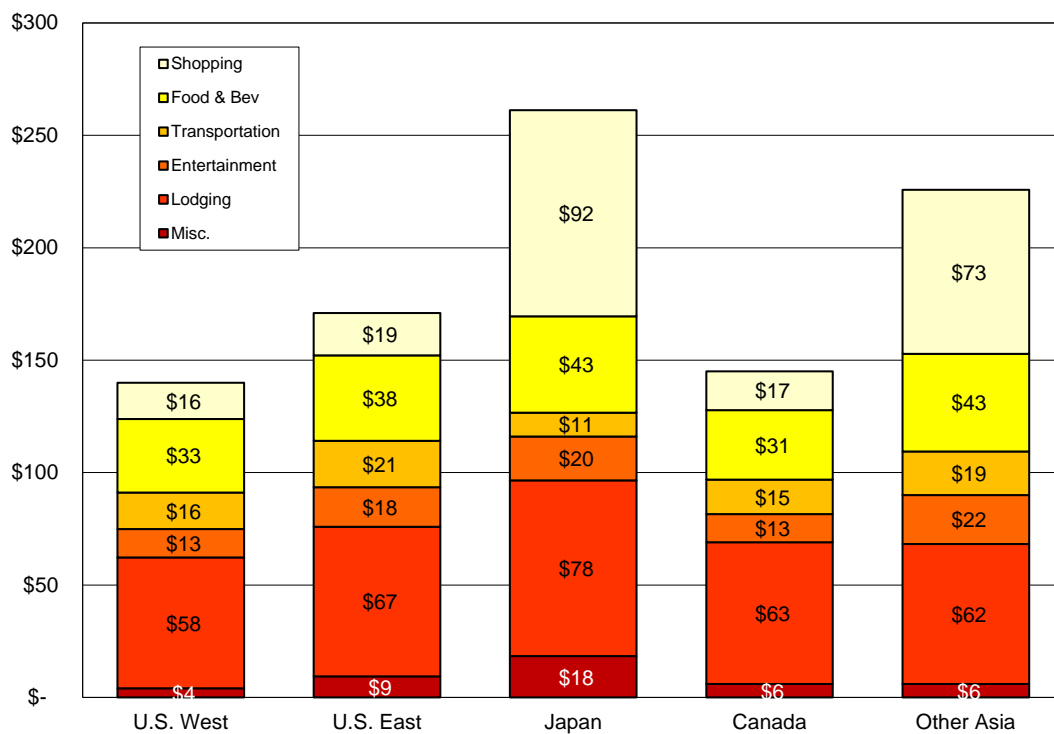
U.S. EAST

Per day expenditures by U.S. East air visitors increased to \$171 per person in 2010, from \$166 per person in 2009 (Table 69).

- Lodging expenditures, the largest expense for U.S. East visitors, rose from \$64 per person per day in 2009 to \$67 per person per day in 2010.
- Similar to their U.S. West counterparts, U.S. East visitors in 2010 also spent more on food and beverages (\$38 per person, from \$36 per person) and transportation (\$21 per person, from \$19

per person); and about the same amount on shopping (\$19 per person) and entertainment and recreation (\$18 per person) as the previous year.

Figure 22: 2010 Visitor Personal Daily Spending by Category and Selected MMA



JAPAN

Daily spending by air visitors from Japan was the second highest, after daily spending by Chinese visitors. In 2010, Japanese visitors' daily spending declined to \$261 per person from \$268 per person in 2009 (Table 70).

- The largest expenditure by Japanese visitors continued to be shopping. These visitors spent nearly five times as much per day in shopping as those from the U.S. mainland, Canada or Europe. Shopping expenses decreased from \$99 per person per day to \$92 per person in 2010.
- Japanese visitor spending on lodging, at \$78 per person, was slightly less compared to 2009 (\$77 per person).
- These visitors spent slightly less on entertainment and recreation (\$20 per person, from \$21 per person) and a similar amount on food and beverages (\$43 per person) and transportation (\$11 per person) compared to 2009.

CANADA

Per day spending by Canadian air visitors in 2010 rose to \$145 per person, from \$143 per person in 2009 (Table 71).

- Lodging expenditures by these visitors was unchanged from 2009 at \$63 per person.
- This group also spent about the same amount as 2009 on shopping (\$17 per person) and transportation (\$15 per person).

- Daily spending on food and beverages was slightly higher at \$31 per person compared to 2009 (\$30 per person).

EUROPE

Daily spending by European air visitors increased to \$159 per person in 2010, from \$144 per person in the previous year (Table 72).

- These visitors spent more on lodging (\$69 per person, from \$61 per person), food and beverages (\$35 per person, from \$31 per person), transportation (\$22 per person, from \$20 per person), and entertainment and recreation (\$13 per person from \$12 per person) compared to 2009.
- European visitors spent slightly less on shopping in 2010 (\$15 per person) compared to the previous year (\$16 per person).

OCEANIA

Daily spending by air visitors from Oceania rose from \$203 per person in 2009 to \$207 per person in 2010 (Table 73).

- Oceania visitors' spending on lodging was \$70 per person in 2010, up from \$68 per person from the previous year.
- These visitors also spent more on shopping (\$54 per person, from \$50 per person) and about the same amount on food and beverages (\$43 per person), and transportation (\$14 per person) compared to 2009.
- Spending on entertainment and recreation in 2010 was slightly lower (\$18 per person) compared to the prior year (\$20 per person).

OTHER ASIA

Daily spending by visitors from Other Asia increased to \$226 per person in 2010 (from \$208 per person in 2009) (Table 74).

- Daily lodging expenditures by these visitors rose to \$62 per person from \$57 per person in 2009.
- Visitors from Other Asia in 2010 spent \$73 per person on shopping, up from \$61 per person a year ago.
- This group also spent more on food and beverages (\$43 per person, from \$39 per person) compared to 2009.
- Spending on entertainment and recreation (\$22 per person) and transportation (\$19 per person) in 2010 was similar to those who came in the previous year.

Chinese Visitors:

Daily spending by visitors from China was the highest among all visitors at \$350 per person in 2010, up from \$286 per person in 2009 (Table 77).

- Similar to Japanese visitors, the largest expenditure by Chinese visitors was shopping. Daily shopping expenditure by Chinese visitors rose significantly, from \$79 per person in 2009 to \$101 per person in 2010.

- Chinese visitor spending on lodging in 2010 (\$66 per person) also increased from the previous year (\$56 per person).
- This group also spent more on entertainment and recreation (\$34 per person) compared to 2009 (\$28 per person).
- Spending on food and beverage (\$26 per person, from \$28 per person in 2009) and transportation (\$12 per person, from \$14 per person in 2009) were lower than the previous year.

Korean Visitors:

Korean visitors in 2010 spent \$223 per person on a daily basis, up from \$194 per person a year ago (Table 74). Korean visitors spent more in all categories compared to 2009 (Table 78).

- Lodging was the largest expense for these visitors at \$62 per person, up from \$54 per person in 2009.
- Spending on shopping by Korean visitors rose significantly from \$36 per person in 2009 to \$48 per person in 2010.
- This group also spent more on food and beverage (\$30 per person), entertainment and recreation (\$23 per person) and transportation (\$14 per person) compared to 2009.

LATIN AMERICA

Per day spending by air visitors from Latin America in 2010 rose to \$212 per person from \$185 per person in 2009 (Table 75).

- These visitors spent \$68 per person daily on lodging in 2010, up from \$58 per person in the previous year.
- They also spent more on food and beverages (\$41 per person from \$33 per person), shopping (\$38 per person, from \$33 per person), transportation (\$28 per person, from \$24 per person) and entertainment and recreation (\$19 per person from \$17 per person) compared to 2009.

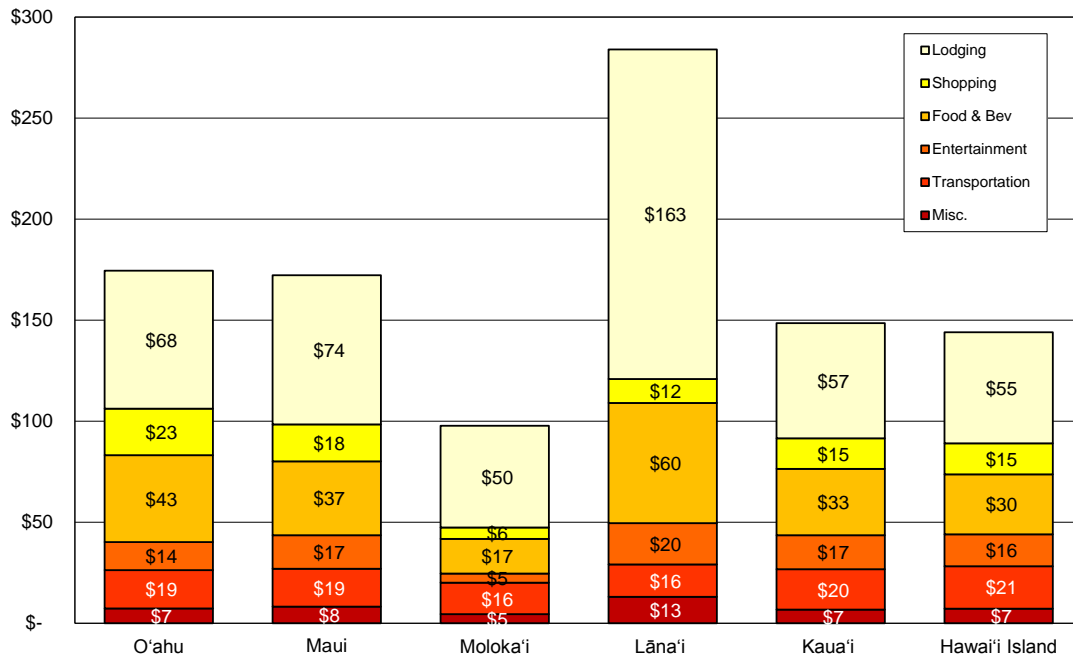
AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

Total daily spending by air visitors in 2010 increased on Maui and O'ahu but declined on Moloka'i, Lāna'i and Hawai'i Island compared to the previous year (Table 81 and Table 82).

- Visitor by air to Lāna'i continued to spend the most on a daily basis at \$284 per person, down slightly from \$285 per person in 2009.
- Daily spending on O'ahu was the second highest at \$175 per person, compared to \$174 per person in 2009.
- Daily spending on Maui was the third highest in 2010 at \$172 per person, up from \$167 in 2009.
- Visitors to Kaua'i in 2010 spent \$149 per person, about the same as the previous year.
- Hawai'i Island visitors spent \$144 per person, down from \$148 per person in 2009.
- Moloka'i visitors spent \$98 per person, down from \$107 per person in 2009.
- Lodging remained the largest expense for visitors across all islands and Lāna'i visitors continued to spend the most. In 2010 Lāna'i visitors spent \$163 per person on lodging (up from \$159 per person in 2009), followed by Maui visitors at \$74 per person (\$73 per person in 2009) and O'ahu

visitors at \$68 per person (\$66 per person in 2009). Visitors on Kaua'i spent \$57 per person per day on lodging, about the same as 2009. Visitors on Hawai'i Island spent \$55 per person on lodging (\$58 per person in 2009) while Moloka'i visitors spent \$50 per person (\$47 per person in 2009)

Figure 23: 2010 Visitor Personal Daily Spending by Category and Island



- Daily spending on food and beverage was the second largest category. Visitors on Lāna'i again spent the most at \$60 per person, followed by visitors on O'ahu (\$43 per person), Maui (\$37 per person), Kaua'i (\$33 per person), Hawai'i Island (\$30 per person) and Moloka'i (\$17 per person).
- All islands except Maui saw decreases in daily visitor spending on shopping. Visitors on O'ahu (\$23 per person) spent the most on shopping in 2010 at \$23 per person (\$26 per person in 2009). Visitors on Maui spent \$18 per person on shopping, similar to 2009. Visitors on Hawai'i Island and Kaua'i spent \$15 per person on each island, down slightly from \$16 per person in 2009. Those on Lāna'i spent \$12 per person (\$16 per person in 2009), while visitors on Moloka'i spent \$6 per person.
- Visitors on Lāna'i spent \$20 per person daily on entertainment and recreation in 2010. Visitors on Kaua'i and Maui spent about the same amount at \$17 per person per day on each island. Visitors on Hawai'i Island spent \$16 per person on entertainment and recreation, while those on O'ahu spent \$14 per person.
- Daily spending on transportation by visitors on Hawai'i Island was the highest at \$21 per person, followed by visitors on Kaua'i (\$20 per person), O'ahu (\$19 per person), Maui (\$19 per person), Lāna'i (\$16 per person) and Moloka'i (\$16 per person).

SELECTED AIR VISITOR PERSONAL DAILY SPENDING BY TRIP CHARACTERISTICS

Trip Status:

- First-time visitors from all of the top three MMAs in 2010 spent more on a daily basis than those who have been to the islands before.
- Japanese first-time visitors spent \$285 per person, compared to \$247 per person by repeat Japanese visitors.
- U.S. East first-time visitors spent \$183 per person, while repeat visitors spent \$164 per person. U.S. West first-time visitors spent \$150 per person versus \$138 per person for repeat visitors (Table 83).

Purpose of Trip:

- Honeymoon visitors from all of the top three MMAs in 2010 spent more than MCI visitors or those who came for pleasure. Daily spending by Japanese honeymoon visitors averaged \$346 per person in 2010. U.S. East honeymooners spent \$250 per person while U.S. West honeymooners spent \$193 per person.
- U.S. East (\$231 per person) and U.S. West (\$186 per person) MCI visitors spent more than U.S. East (\$168 per person) and U.S. West (\$140 per person) pleasure visitors.
- In contrast, Japanese visitors who came for pleasure (\$241 per person) spent more than those who came for MCI (\$233 per person).

By Accommodation:

- As expected, U.S. West, U.S. East and Japanese visitors who stayed in hotels, spent more on average than those who stayed in condominiums, timeshare properties or with friends and relatives.
- Japanese visitors who stayed in hotels spent \$281 per day, compared to U.S. East visitors at \$214 per person and U.S. West visitors at \$184 per person.
- Japanese visitors who stayed in condominiums spent \$182 per person. U.S. East and U.S. West visitors who stayed in condominiums spent \$163 per person and \$138 per person, respectively.
- Visitors from Japan who used time share properties spent \$150 per person. U.S. East timeshare visitors spent \$125 per person, while U.S. West timeshare visitors spent \$109 per person.

Group Tour & True Independent:

Japanese visitors who came on group tours spent \$269 per person, significantly higher than visitors from U.S. West (\$208 per person) and U.S. East (\$201 per person). Comparatively, U.S. East (\$170 per person) and U.S. West (\$140 per person) visitors who made their own travel arrangements spent much less.

Table 65: Total Visitor Expenditures by Category: 2010 vs. 2009
(Total Air and Cruise Visitor Spending in millions of dollars)

Expenditure Type	2010	2009	% change
GRAND TOTAL	11,166.3	9,993.2	11.7
Total Food and beverage	2,336.9	2,061.2	13.4
Restaurant food	1,584.9	1,381.2	14.8
Dinner shows and cruises	243.3	207.3	17.4
Groceries and snacks	508.7	472.7	7.6
Entertainment & Recreation	995.4	939.1	6.0
Total Transportation	1,117.7	967.1	15.6
Interisland airfare	196.2	150.6	30.4
Ground transportation	98.1	89.1	10.1
Rental vehicles	727.4	645.3	12.7
Gasoline, parking, etc.	95.9	82.1	16.8
Total Shopping	1,872.4	1,753.5	6.8
Fashion and clothing	666.6	618.2	7.8
Jewelry and watches	312.7	294.1	6.3
Cosmetics, perfume	70.8	64.0	10.5
Leather goods	282.7	279.8	1.0
Hawai'i food products	212.4	194.4	9.3
Souvenirs	327.3	302.9	8.0
Lodging	4,172.3	3,653.1	14.2
All other expenses 1/	494.2	445.5	10.9
Supplemental business	177.3	173.7	2.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 66: 2010 Total Visitor Expenditures by Island and MMA
(Total Air and Cruise Visitor Spending in \$millions)**

2010	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	1,441.7	1,275.7	1,722.7	280.6	114.9	264.0	235.5	26.3	322.1	5,683.4
Maui	1,380.2	923.1	45.7	325.5	59.5	35.3	20.3	17.3	146.5	2,953.3
Moloka'i	13.1	6.5	0.4	1.5	0.5	0.8	0.5	0.0	1.0	24.4
Lāna'i	35.3	25.9	0.6	2.8	1.6	0.5	0.6	0.2	5.1	72.4
Kaua'i	577.0	364.4	7.8	60.0	24.5	11.2	3.7	1.5	37.0	1,086.9
Hawai'i Island	582.6	394.5	132.8	92.0	37.3	20.7	23.5	6.6	55.9	1,345.7
STATE	4,029.9	2,990.1	1,909.9	762.3	238.3	332.5	283.8	51.9	567.6	11,166.3

**Table 67: 2010 Total Visitor Expenditures Growth by Island and MMA
(% change over 2009)**

2010	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	15.5%	8.1%	2.2%	20.3%	23.5%	31.2%	60.8%	48.0%	7.1%	11.3%
Maui	19.8%	12.2%	39.5%	16.0%	17.1%	24.2%	12.0%	25.5%	11.0%	16.7%
Moloka'i	3.2%	-16.7%	-11.0%	7.2%	-53.0%	105.8%	55.5%	2.1%	19.8%	-2.8%
Lāna'i	31.9%	-2.2%	-54.0%	-13.1%	95.1%	62.6%	61.9%	80.3%	27.2%	14.4%
Kaua'i	5.5%	5.2%	-5.9%	27.1%	13.8%	45.9%	-18.6%	14.2%	11.1%	6.9%
Hawai'i Island	6.0%	2.4%	22.4%	17.7%	5.0%	-3.0%	66.2%	0.1%	9.1%	7.6%
STATE	13.9%	8.0%	4.0%	18.4%	17.5%	28.2%	54.5%	31.1%	8.7%	11.7%

**Table 68: U.S. West Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	139.9	133.3	5.0
Total Food and beverage	32.7	30.8	6.2
Restaurant food	21.6	19.8	8.9
Dinner shows and cruises	3.1	2.8	11.1
Groceries and snacks	8.0	8.2	-2.0
Entertainment & Recreation	12.6	12.8	-1.9
Total Transportation	16.3	15.4	5.7
Interisland airfare	2.0	1.5	34.8
Ground transportation	0.7	0.7	1.4
Rental vehicles	12.1	11.8	2.5
Gasoline, parking, etc.	1.5	1.4	3.7
Total Shopping	16.1	16.3	-1.5
Fashion and clothing	6.2	6.3	-0.7
Jewelry and watches	3.2	3.2	-0.5
Cosmetics, perfume	0.2	0.3	-7.8
Leather goods	0.5	0.5	-5.3
Hawai'i food products	2.1	2.1	-1.1
Souvenirs	3.8	3.9	-2.8
Lodging	58.2	54.4	6.8
All other expenses 1/	4.1	3.4	19.2

**Table 69: U.S. East Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	171.1	165.6	3.3
Total Food and beverage	38.0	35.9	5.6
Restaurant food	27.0	25.2	7.3
Dinner shows and cruises	4.3	4.0	7.8
Groceries and snacks	6.7	6.8	-1.8
Entertainment & Recreation	17.6	18.1	-2.7
Total Transportation	20.6	18.9	8.9
Interisland airfare	4.5	3.6	24.3
Ground transportation	1.0	1.0	1.3
Rental vehicles	13.2	12.7	4.7
Gasoline, parking, etc.	1.9	1.7	12.0
Total Shopping	18.9	19.5	-2.7
Fashion and clothing	7.0	6.9	1.9
Jewelry and watches	3.9	4.3	-8.4
Cosmetics, perfume	0.2	0.2	-10.8
Leather goods	0.5	0.6	-20.7
Hawai'i food products	2.1	2.1	-1.4
Souvenirs	5.2	5.4	-2.2
Lodging	66.5	64.2	3.7
All other expenses 1/	9.4	9.0	4.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 70: Japanese Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	261.1	268.3	-2.7
Total Food and beverage	42.8	43.0	-0.4
Restaurant food	30.0	30.1	-0.2
Dinner shows and cruises	4.7	4.8	-1.6
Groceries and snacks	8.1	8.2	-0.7
Entertainment & Recreation	19.5	20.7	-6.1
Total Transportation	10.6	10.5	0.9
Interisland airfare	2.1	2.3	-7.8
Ground transportation	4.6	4.7	-2.2
Rental vehicles	3.5	3.1	10.8
Gasoline, parking, etc.	0.4	0.4	8.1
Total Shopping	91.7	98.8	-7.3
Fashion and clothing	24.3	26.9	-9.8
Jewelry and watches	12.4	12.3	0.2
Cosmetics, perfume	5.2	5.5	-4.7
Leather goods	29.7	33.5	-11.4
Hawai'i food products	11.7	11.8	-0.8
Souvenirs	8.5	8.9	-4.4
Lodging	78.2	76.9	1.7
All other expenses 1/	18.4	18.4	0.1

**Table 71: Canadian Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	145.0	143.0	1.4
Total Food and beverage	30.9	30.1	2.7
Restaurant food	18.2	17.5	4.3
Dinner shows and cruises	3.2	3.1	2.6
Groceries and snacks	9.5	9.5	-0.2
Entertainment & Recreation	12.6	11.9	6.0
Total Transportation	15.3	15.2	0.7
Interisland airfare	1.6	1.7	-9.9
Ground transportation	0.9	0.9	-8.7
Rental vehicles	11.4	11.0	3.2
Gasoline, parking, etc.	1.5	1.5	0.8
Total Shopping	17.2	17.1	0.8
Fashion and clothing	8.7	8.4	3.9
Jewelry and watches	2.7	2.9	-8.3
Cosmetics, perfume	0.3	0.2	14.4
Leather goods	0.5	0.5	0.2
Hawai'i food products	1.6	1.6	3.6
Souvenirs	3.4	3.4	-1.4
Lodging	63.0	63.0	0.0
All other expenses 1/	6.0	5.8	3.6

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 72: European Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	159.0	144.3	10.2
Total Food and beverage	35.1	31.1	12.8
Restaurant food	25.4	22.9	10.6
Dinner shows and cruises	3.0	1.7	75.4
Groceries and snacks	6.7	6.4	4.3
Entertainment & Recreation	13.4	12.3	8.9
Total Transportation	22.1	19.6	12.8
Interisland airfare	6.7	5.2	28.1
Ground transportation	1.9	1.4	37.5
Rental vehicles	12.0	11.6	3.3
Gasoline, parking, etc.	1.6	1.4	10.6
Total Shopping	15.3	16.3	-5.8
Fashion and clothing	7.5	8.7	-13.7
Jewelry and watches	2.1	1.8	17.0
Cosmetics, perfume	0.3	0.3	-1.8
Leather goods	0.5	0.7	-23.2
Hawai'i food products	1.0	1.2	-14.7
Souvenirs	3.8	3.5	7.8
Lodging	69.2	60.5	14.4
All other expenses 1/	3.8	4.5	-14.9

**Table 73: Oceania Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	206.9	202.9	2.0
Total Food and beverage	42.5	42.7	-0.4
Restaurant food	30.1	30.1	0.0
Dinner shows and cruises	4.5	4.5	-0.9
Groceries and snacks	7.9	8.1	-1.4
Entertainment & Recreation	18.3	19.5	-6.4
Total Transportation	14.4	14.1	2.4
Interisland airfare	3.9	3.5	9.3
Ground transportation	3.2	3.2	-0.5
Rental vehicles	6.3	6.2	1.4
Gasoline, parking, etc.	1.0	1.1	-5.5
Total Shopping	53.7	50.4	6.4
Fashion and clothing	30.5	28.7	6.3
Jewelry and watches	8.2	7.5	9.8
Cosmetics, perfume	4.3	3.4	24.4
Leather goods	3.3	3.2	1.3
Hawai'i food products	1.4	1.3	7.5
Souvenirs	6.0	6.3	-5.0
Lodging	70.0	68.3	2.5
All other expenses 1/	8.1	7.9	1.4

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 74: Other Asian Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	226.0	208.0	8.6
Total Food and beverage	43.4	39.0	11.5
Restaurant food	30.4	28.3	7.1
Dinner shows and cruises	6.8	5.7	20.0
Groceries and snacks	6.3	5.0	26.6
Entertainment & Recreation	21.7	22.0	-1.3
Total Transportation	19.4	19.1	2.0
Interisland airfare	7.0	6.5	8.3
Ground transportation	3.4	2.7	30.0
Rental vehicles	7.6	9.0	-15.8
Gasoline, parking, etc.	1.4	0.9	49.8
Total Shopping	73.0	61.0	19.7
Fashion and clothing	24.1	23.4	2.8
Jewelry and watches	8.1	7.7	4.6
Cosmetics, perfume	7.0	4.8	45.7
Leather goods	21.3	14.3	49.2
Hawai'i food products	6.6	5.9	12.0
Souvenirs	5.9	4.8	22.2
Lodging	62.3	57.2	8.8
All other expenses 1/	6.0	9.7	-38.0

**Table 75: Latin American Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	212.4	184.9	14.9
Total Food and beverage	41.3	33.4	23.8
Restaurant food	29.8	24.5	21.6
Dinner shows and cruises	6.1	3.8	60.9
Groceries and snacks	5.4	5.1	6.1
Entertainment & Recreation	18.6	17.2	8.0
Total Transportation	27.6	23.8	15.8
Interisland airfare	10.2	8.4	20.6
Ground transportation	1.5	1.1	36.5
Rental vehicles	13.6	12.4	9.3
Gasoline, parking, etc.	2.3	1.8	25.6
Total Shopping	37.5	33.0	13.5
Fashion and clothing	19.6	16.8	16.3
Jewelry and watches	4.8	5.2	-7.5
Cosmetics, perfume	0.8	0.9	-14.6
Leather goods	4.3	3.5	24.5
Hawai'i food products	1.1	1.0	12.8
Souvenirs	6.9	5.6	23.1
Lodging	68.1	58.1	17.3
All other expenses 1/	19.4	19.5	-0.4

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 76: Other Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	167.8	165.5	1.4
Total Food and beverage	33.4	36.4	-8.5
Restaurant food	21.6	24.3	-11.4
Dinner shows and cruises	3.6	3.6	-1.0
Groceries and snacks	8.2	8.5	-3.5
Entertainment & Recreation	13.7	14.8	-7.4
Total Transportation	18.2	16.4	10.8
Interisland airfare	3.2	3.0	7.9
Ground transportation	3.0	3.1	-4.2
Rental vehicles	10.4	9.0	16.3
Gasoline, parking, etc.	1.6	1.4	16.2
Total Shopping	37.6	35.9	4.7
Fashion and clothing	16.0	15.8	1.1
Jewelry and watches	6.6	7.0	-5.9
Cosmetics, perfume	1.4	1.9	-25.2
Leather goods	2.6	2.6	-1.4
Hawai'i food products	3.4	2.7	24.8
Souvenirs	7.7	5.9	29.9
Lodging	58.4	52.7	10.9
All other expenses 1/	6.4	9.2	-30.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 77: Chinese Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	350.3	285.6	22.6
Total Food and beverage	26.4	28.1	-6.3
Restaurant food	16.6	18.2	-8.8
Dinner shows and cruises	3.9	4.9	-19.9
Groceries and snacks	5.8	5.0	15.8
Entertainment & Recreation	33.5	27.5	21.8
Total Transportation	11.9	13.9	-14.7
Interisland airfare	4.5	3.5	30.0
Ground transportation	3.4	4.4	-22.9
Rental vehicles	3.4	5.5	-38.8
Gasoline, parking, etc.	0.6	0.6	7.8
Total Shopping	101.3	79.3	27.6
Fashion and clothing	23.8	14.8	60.5
Jewelry and watches	25.8	25.7	0.3
Cosmetics, perfume	14.0	7.7	82.7
Leather goods	28.4	20.1	41.6
Hawai'i food products	6.1	5.7	6.8
Souvenirs	3.1	5.3	-41.5
Lodging	65.5	55.7	17.6
All other expenses 1/	111.9	81.1	38.0

**Table 78: Korean Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	222.9	194.0	14.9
Total Food and beverage	29.8	28.2	5.8
Restaurant food	20.2	19.2	5.6
Dinner shows and cruises	5.4	4.8	11.8
Groceries and snacks	4.2	4.2	0.0
Entertainment & Recreation	22.9	22.7	0.5
Total Transportation	13.9	12.2	13.5
Interisland airfare	5.8	5.2	12.6
Ground transportation	2.2	2.3	-4.8
Rental vehicles	4.8	4.2	16.1
Gasoline, parking, etc.	1.0	0.6	74.5
Total Shopping	48.0	36.1	32.8
Fashion and clothing	15.6	13.0	20.0
Jewelry and watches	3.4	1.5	130.7
Cosmetics, perfume	3.8	3.0	27.4
Leather goods	17.4	11.2	55.3
Hawai'i food products	4.6	4.4	4.5
Souvenirs	3.1	3.0	3.4
Lodging	61.9	53.6	15.4
All other expenses 1/	46.5	41.1	13.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 79: Australian Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	206.7	206.3	0.2
Total Food and beverage	28.5	30.4	-6.5
Restaurant food	19.8	21.0	-5.7
Dinner shows and cruises	3.2	3.7	-15.1
Groceries and snacks	5.5	5.7	-3.5
Entertainment & Recreation	19.8	20.6	-4.0
Total Transportation	10.0	11.0	-9.0
Interisland airfare	3.4	3.0	11.8
Ground transportation	2.3	2.5	-7.9
Rental vehicles	3.6	4.6	-22.5
Gasoline, parking, etc.	0.7	0.8	-11.6
Total Shopping	39.1	37.8	3.4
Fashion and clothing	22.9	21.3	7.6
Jewelry and watches	5.2	5.4	-3.2
Cosmetics, perfume	3.4	2.7	27.4
Leather goods	2.7	2.9	-8.9
Hawai'i food products	0.7	0.7	-3.3
Souvenirs	4.2	4.8	-12.8
Lodging	65.5	65.9	-0.5
All other expenses 1/	43.8	40.5	8.0

**Table 80: New Zealand Visitor Personal Daily Spending by Category
2010 vs. 2009 (Arrivals by air, in dollars)**

Expenditure Type	2010	2009	% change
GRAND TOTAL	154.2	149.4	3.2
Total Food and beverage	23.8	28.1	-15.3
Restaurant food	15.9	18.4	-13.4
Dinner shows and cruises	1.9	2.7	-26.6
Groceries and snacks	5.9	7.0	-16.0
Entertainment & Recreation	10.9	11.2	-3.2
Total Transportation	9.1	11.3	-19.2
Interisland airfare	2.5	2.5	-0.3
Ground transportation	2.4	2.4	1.9
Rental vehicles	3.8	4.9	-22.1
Gasoline, parking, etc.	0.5	1.6	-70.0
Total Shopping	33.4	31.7	5.4
Fashion and clothing	21.1	21.6	-2.3
Jewelry and watches	3.2	3.0	8.7
Cosmetics, perfume	2.5	1.3	88.9
Leather goods	2.2	1.6	43.2
Hawai'i food products	1.3	1.1	15.1
Souvenirs	3.1	3.2	-3.1
Lodging	51.7	50.6	2.1
All other expenses 1/	25.3	16.5	53.6

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 81: 2010 Visitor Personal Daily Spending by Category by Island
(Arrivals by air, in dollars)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	175.1	172.0	97.6	283.8	148.5	143.9
Total Food and beverage	43.2	36.6	17.1	59.5	32.9	29.7
Restaurant food	30.6	23.8	7.1	52.8	20.3	19.3
Dinner shows and cruises	4.4	4.1	0.8	1.2	3.3	2.0
Groceries and snacks	8.3	8.6	9.2	5.5	9.2	8.4
Entertainment & Recreation	13.9	16.6	4.6	20.4	16.8	15.8
Total Transportation	19.2	18.7	15.5	16.0	20.0	21.0
Interisland airfare	3.5	2.3	8.4	10.0	3.0	4.5
Ground transportation	1.6	0.6	0.3	2.8	0.4	0.6
Rental vehicles	12.1	14.3	6.2	2.8	15.4	13.9
Gasoline, parking, etc.	2.0	1.4	0.6	0.4	1.2	2.0
Total Shopping	23.2	18.3	5.7	11.8	15.1	15.3
Fashion and clothing	9.3	7.2	1.0	4.9	5.2	5.2
Jewelry and watches	3.8	4.2	0.5	1.6	3.7	2.8
Cosmetics, perfume	0.4	0.2	0.1	0.4	0.2	0.2
Leather goods	1.0	0.5	0.0	0.2	0.2	0.4
Hawai'i food products	3.2	1.7	1.2	0.9	1.7	2.6
Souvenirs	5.5	4.4	2.9	3.7	4.1	4.1
Lodging	68.2	73.8	50.3	163.1	57.1	55.0
All other expenses 1/	7.3	8.2	4.5	13.1	6.7	7.2

**Table 82: 2010 Visitor Personal Daily Spending Growth by Category by Island
(% change over 2009)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	0.5%	3.2%	-8.3%	-0.5%	-0.4%	-2.5%
Total Food and beverage	4.5%	0.7%	-18.9%	-7.5%	-1.4%	-3.5%
Restaurant food	7.6%	2.4%	-22.6%	-8.4%	-1.1%	-1.9%
Dinner shows and cruises	12.9%	3.8%	753.4%	203.3%	-5.5%	-1.5%
Groceries and snacks	-8.8%	-5.1%	-22.6%	-12.8%	-0.5%	-7.3%
Entertainment & Recreation	-13.6%	1.8%	-41.2%	-8.7%	-8.3%	-2.1%
Total Transportation	1.7%	6.5%	-18.7%	8.0%	-0.5%	-2.6%
Interisland airfare	17.5%	77.3%	62.5%	24.3%	32.2%	-0.7%
Ground transportation	-9.6%	13.4%	-45.7%	30.6%	1.5%	-5.0%
Rental vehicles	-0.8%	0.7%	-46.8%	-30.0%	-4.7%	-3.7%
Gasoline, parking, etc.	3.7%	-2.7%	-64.3%	-31.2%	-5.8%	2.3%
Total Shopping	-11.8%	-0.2%	-11.4%	-24.1%	-6.9%	-5.8%
Fashion and clothing	-10.4%	0.1%	-39.6%	-27.5%	-6.8%	-5.8%
Jewelry and watches	-15.5%	1.1%	-13.3%	-37.3%	-6.7%	0.2%
Cosmetics, perfume	-9.2%	-15.9%	-54.2%	139.0%	-22.9%	-20.0%
Leather goods	-16.6%	-0.5%	-43.1%	293.2%	-36.8%	-32.1%
Hawai'i food products	-8.1%	-2.1%	-26.1%	36.8%	-9.2%	-6.7%
Souvenirs	-13.0%	0.0%	20.5%	-30.1%	-3.7%	-4.7%
Lodging	4.0%	0.9%	8.3%	2.6%	0.5%	-4.6%
All other expenses 1/	21.4%	57.4%	-21.3%	42.6%	53.3%	32.9%

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

**Table 83: Daily Spending by Trip Characteristics – U.S. West, U.S. East & Japan
(Arrivals by Air, in dollars 2010 vs. 2009)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2010	% change	2010	% change	2010	% change
ALL VISITORS	139.9	5.0	171.1	3.3	261.1	-2.7
Group tour status:						
Organized group tour	208.4	17.0	201.6	-11.0	268.6	-1.7
Individually arranged	139.6	5.0	170.5	3.8	0.0	NA
Arrived on package tour:						
Yes	170.7	1.6	207.0	-0.9	284.3	-2.9
No	132.7	5.3	150.4	3.3	0.0	NA
Accommodations:						
Hotel	184.0	2.5	214.1	1.2	280.5	-2.3
Condo	138.3	3.2	162.9	6.0	182.1	0.4
Guests of friends and relatives	68.1	14.7	75.6	8.0	93.6	-7.6
Timeshare	108.8	5.3	124.7	-0.1	150.1	-6.0
Previous visits:						
First trip	150.3	2.7	183.2	0.3	285.2	-4.2
Repeat visitors	137.8	3.6	164.4	4.7	246.7	-1.6
Purpose of trip:						
Pleasure	140.2	3.9	168.4	4.4	241.2	-2.1
Business, meetings, Conventions, incentive	185.6	5.3	230.6	3.7	233.4	5.7
Honeymoon	193.3	2.9	250.4	-0.6	345.6	-5.7

NA: Not Available.

Source: Hawai'i Tourism Authority

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIPS

ISLAND VISITATION

LENGTH OF STAY AND ACCOMODATIONS

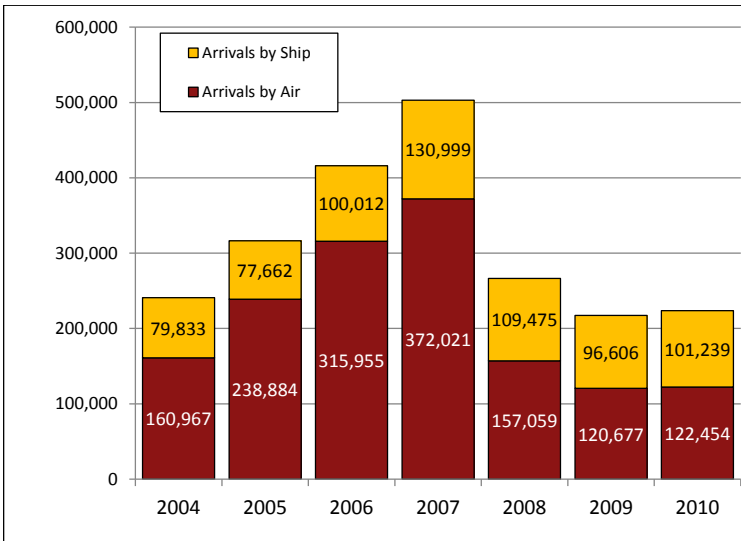
DAILY SPENDING

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIP

After double digit losses in 2008 (-47%) and 2009 (-18.5%) the total number of cruise visitors to Hawai'i in 2010 rose 3 percent to 223,693 visitors (Table 84 to Table 86).

Figure 24: 2004-2010 Cruise Visitors to Hawai'i



2009 and 2010 cruise arrivals were impacted by proposed changes to the Passenger Vessel Services Act, which would have required foreign flagged cruise ships to stop for at least 48 hours at each foreign port, even though most port calls averaged eight hours or less in duration. Although the rule change was denied in December 2008, uncertainty caused many cruise lines to restrict their visits to the islands during the fall of 2009 and spring 2010.

Of the total cruise visitors, 101,239 visitors entered Hawai'i aboard 23 foreign flagged cruise ships which toured the islands 60 times. This was an increase of 4.8 percent from 2009 when 96,606 visitors arrived on 23 foreign flagged cruise ships which came 55 times. Another 122,454 visitors flew to the islands and boarded cruise ships in 2010, up 1.5 percent compared to 2009.

Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) rose 2.8 percent to \$321.6 million in 2010. U.S. East cruise visitors spent \$173.5 million, down from \$179.6 million in 2009. Spending by U.S. West cruise visitors increased to \$70.2 million (from \$65.1 million in 2009), Canadian cruise visitors spent \$39 million (from \$34.5 million in 2009) while European cruise visitors spent \$8.3 million (from \$7.4 million in 2009).

ISLAND VISITATION

In total there were 225,616 passengers aboard cruise ships in 2010, 99.2 percent (223,693) of these passengers were visitors while .8 percent or 1,923 passengers 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, 96.9 percent visited Maui, 94.4 percent visited Hawai'i Island and 89.6 percent visited Kauai. In addition to their cruise itinerary, 4,280 passengers visited Lāna'i and 2,885 visited Moloka'i.

- In terms of cruise visitors, the largest group was from U.S. East (44.4% of total cruise visitors), followed by visitors from U.S. West (30%), Canada (12.4%), Europe (5.5%) and other markets (7.6%).
- Over half (58.6%) of all cruise visitors had been to the islands before while 41.4 percent came to Hawai'i for the first-time. The majority of U.S. West (80.8%) and Canadians (56.4%) were repeat visitors while the majority of European (80.3%) and U.S. East visitors (52.8%) were first-timers.
- Most (83.1%) of the visitors cruised the islands for leisure in 2010, 9.6 percent visited friends or relatives, 2.9 percent were on their honeymoon and 2.9 percent played golf.

LENGTH OF STAY AND TYPE OF ACCOMODATION

The total average length of stay in the state by cruise visitors was 9.59 days in 2010 similar to 9.70 days in 2009. Cruise visitors in 2010 spent an average of 5.60 days aboard ship touring the islands and 1.26 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 2.73 days in Hawai'i before their cruise.

- Cruise visitors from U.S. West spent the most time in the islands at 10.27 days, compared to 10.48 days in 2009. Their average length of cruise in 2010 was 5.06 days and these visitors also spent 1.33 days on shore after their cruise was over.
- The average length of stay by Canadian visitors was 10.11 days, compared to 10 days in 2009. In 2010, these visitors spent 5.68 days on ship and 1.72 days were spent post-cruise.
- U.S East cruise visitors spent an average of 9.26 days in 2010, 6.10 days aboard ship and 0.98 of a day after cruise. This was virtually unchanged from 2009.
- The average length of stay by European visitors in 2010 continued to be much shorter than other markets at 6.09 days, compared to 5.90 days in 2009. Europeans visitors in 2010 spent 4.29 days on ship and .83 of a day in Hawai'i before cruise.
- Similar to 2009 (51.8%) about half (52.2%) of the cruise visitors in 2010 stayed in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (4.4%, down from 6.3% in 2009), timeshare properties (3.2%, down from 5.7% in 2009) and staying with friends or relatives (2.1%, compared to 4% in 2009).

DAILY SPENDING

Cruise visitors in 2010 spent an average of \$150 per person per day (PPPD) statewide, slightly higher than the \$149 per person in 2009. 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 ships which were considered as Hawai'i businesses (Table 87).

- The statewide figure of \$150 per person also included \$87 per person 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.
- In 2010, on island spending by cruise visitors on O'ahu was the highest at \$83 per person per day among the four major islands, up from \$78 per person in 2009.

- Cruise visitor daily spending on Maui (\$60 per person) rose significantly from 2009 (\$50 per person in 2009).
- Daily spending by cruise visitors on Hawai'i Island was similar to Maui at \$60 per person, up from \$57 per person in 2009.
- Cruise visitors daily spending on Kaua'i (\$54 per person) in 2010 increased from \$47 per person in 2009.
- U.S. East visitors was the highest spenders statewide in 2010 at \$188 per person (included unallocated spending of \$107 per person), similar to the previous year. By island, U.S. East visitors spent the most on O'ahu (\$91 per person), followed by Hawai'i Island (\$75 per person), Maui (\$69 per person) and Kaua'i (\$63 per person) (Table 89).
- Spending by cruise visitors from Canada was about the same as 2009 at \$139 per person (included unallocated spending of \$68 per person). Canadian cruise visitors spent the most on O'ahu in 2010 (\$88 per person), followed by Maui (\$68 per person), Hawai'i Island (\$58 per person) and Kaua'i (\$54 per person) (Table 90).
- Daily spending by European cruise visitors fell to \$111 per person in 2010 (included unallocated spending of \$38 per person) from \$157 per person in 2009 (Table 91). These visitors spent the most on O'ahu at \$83 per person, followed by Hawai'i Island at \$68 per person, Maui at \$62 per person and Kaua'i at \$48 per person (Table 91).
- U.S. West cruise visitors continued to spend the least among the visitor markets in 2010 at \$102 per person per day statewide (included unallocated spending of \$70 per person), up from \$89 per person in 2009. By island, these visitors spent \$50 per person on O'ahu, \$40 per person on Maui, \$38 per person on Hawai'i Island and \$33 per person on Kaua'i (Table 88).
- Other visitors outside of the four major markets, spent \$171 per person per day statewide (included \$90 in unallocated spending per person) compared to \$203 per person in 2009. On a daily basis, these visitors spent the most on O'ahu (\$80 per person), followed by Hawai'i Island (\$64 per person), Maui (\$60 per person) and Kaua'i (\$60 per person) (Table 92).

Table 84: 2010 Cruise Ship Visitors

2010	SHIP ARRIVALS FROM OUT-OF-STATE 1/	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	6	9,192	11,104	11	20,296	10.45	212,184
FEBRUARY	10	13,536	8,876	14	22,412	8.96	200,881
MARCH	6	10,729	9,105	10	19,834	10.01	198,458
APRIL	7	15,854	11,042	12	26,896	9.57	257,280
MAY	3	2,929	11,095	8	14,023	9.88	138,553
JUNE	0	0	9,738	4	9,738	9.94	96,790
JULY	0	0	12,453	5	12,453	10.68	133,056
AUGUST	1	1,899	9,295	5	11,194	9.67	108,277
SEPTEMBER	6	10,786	10,893	12	21,679	9.50	205,934
OCTOBER	5	10,065	10,192	10	20,257	9.57	193,827
NOVEMBER	9	16,249	9,547	14	25,796	8.61	221,984
DECEMBER	7	9,999	9,114	11	19,113	9.29	177,546
TOTAL	60	101,239	122,454	116	223,693	9.59	2,144,771

Table 85: 2010 Cruise Ship Visitor Growth

2010	SHIP ARRIVALS FROM OUT-OF-STATE 1/	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	0.0%	-9.2%	20.4%	0.0%	4.9%	-8.6%	-4.0%
FEBRUARY	42.9%	-3.0%	8.6%	27.3%	1.3%	5.7%	7.1%
MARCH	-40.0%	-27.0%	8.3%	-28.6%	-14.1%	10.5%	-5.2%
APRIL	0.0%	31.1%	-15.1%	-7.7%	7.2%	4.8%	12.3%
MAY	50.0%	32.8%	0.3%	14.3%	5.7%	2.3%	8.1%
JUNE	na	na	1.0%	0.0%	1.0%	2.1%	3.0%
JULY	-100.0%	-100.0%	25.7%	-16.7%	-0.1%	9.0%	8.9%
AUGUST	na	na	-23.3%	0.0%	-7.6%	-8.2%	-15.1%
SEPTEMBER	20.0%	15.3%	-3.4%	9.1%	5.1%	-0.7%	4.3%
OCTOBER	0.0%	-7.2%	-2.7%	0.0%	-5.0%	-4.7%	-9.5%
NOVEMBER	50.0%	37.6%	11.3%	40.0%	26.5%	-11.2%	12.2%
DECEMBER	40.0%	11.5%	3.4%	22.2%	7.5%	-7.7%	-0.9%
TOTAL	9.1%	4.8%	1.5%	4.5%	3.0%	-5.7%	1.8%

Table 86: 2010 Total Cruise Ship Passengers by MMA

	Visitors by MMA						Hawai'i Residents	Total Passengers
	Visitors	US West	US East	Canada	Europe	Other		
Total Passengers	223,693	67,190	99,405	27,738	12,261	17,098	1,923	225,616
Island Visitation (Number of Passengers)								
O'ahu	221,274	66,216	98,763	27,355	12,006	16,934	1,914	223,188
Kaua'i	200,362	57,916	92,668	24,731	9,629	15,418	1,897	202,259
Maui County	216,663	64,380	97,357	26,740	11,563	16,624	1,912	218,575
Maui	216,663	64,380	97,357	26,740	11,563	16,624	1,912	218,575
Moloka'i	2,833	1,339	1,115	168	43	168	51	2,885
Lāna'i	4,258	1,749	1,644	425	131	309	23	4,280
Big Island	211,078	62,081	95,797	26,265	10,648	16,287	1,913	212,991
Purpose of Trip (Number of Passengers)								
Honeymoon	6,496	1,509	3,397	544	338	708	20	6,515
Get Married	1,082	467	423	54	37	100	0	1,082
Attend Wedding	2,087	415	963	385	67	257	0	2,087
Convention / Conference	1,859	487	931	169	29	243	0	1,859
Business	2,202	979	1,006	111	18	88	122	2,324
Visit Friends or Relatives	21,363	9,874	8,183	1,959	300	1,047	688	22,050
Play Golf	6,520	1,470	3,424	663	199	764	88	6,608
Leisure	185,914	53,494	82,768	24,018	11,377	14,256	1,076	186,990
Type of Accomodation Before or After Cruise (Number of Passengers)								
Hotel	116,762	27,146	61,468	14,815	3,139	10,195	87	116,849
Hotel only	104,230	22,276	56,782	12,820	2,868	9,484	60	104,290
Condo	9,933	3,771	3,108	2,207	143	704	104	10,037
Condo only	3,284	1,096	1,192	696	57	243	94	3,379
Timeshare	7,241	2,759	3,182	999	50	252	0	7,241
Timeshare Only	2,946	947	1,456	470	35	38	0	2,946
Cruise only	95,190	35,791	32,949	11,085	8,982	6,383	1,306	96,497
Bed & Breakfast	1,122	397	392	114	182	37	0	1,122
Bed & Breakfast only	279	76	154	34	0	15	0	279
Friends & relatives	4,692	2,172	1,911	305	82	221	145	4,837
Friends only	2,324	1,086	983	177	35	43	127	2,452
Other accomodation	4,127	1,550	1,852	484	13	229	308	4,436
Other accomodation only	1,862	668	803	291	13	87	308	2,171
Average Length of Stay (days)								
Total Length of Stay in Hawai'i	9.59	10.27	9.26	10.11	6.09	10.45	6.76	9.56
LOS in Hawai'i Before Cruise	2.73	3.89	2.19	2.71	0.83	2.70	0.00	2.70
LOS in Hawai'i During Cruise	5.60	5.06	6.10	5.68	4.29	5.67	6.76	5.61
LOS in Hawai'i After Cruise	1.26	1.33	0.98	1.72	0.96	2.08	0.00	1.25
Type of Visitors								
First Timers	92,700	12,909	52,530	12,095	9,846	7,149	NA	NA
Repeat Visitors	130,992	54,281	46,876	15,643	2,415	9,949	NA	NA
Total Expenditures (\$mil)								
PPPD (All visitors, \$)	321.6	70.2	173.5	39.0	8.3	30.62	NA	NA
PPPD (On domestic ships, \$)	149.5	101.7	188.4	139.2	110.7	171.42	NA	NA
PPPD (On foreign ships, \$)	223.0	209.8	232.2	198.7	191.9	244.09	NA	NA
PPPD (On foreign ships, \$)	43.5	31.6	57.5	55.6	64.8	45.03	NA	NA

NA: Not Available

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

Table 87: 2010 Cruise Visitor Per Person Per Day Spending: All Cruise Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	149.5	0.7	83.1	7.1	60.4	20.4	53.5	14.8	59.8	4.9
Lodging	8.6	3.0	26.4	41.1	7.5	70.7	5.6	68.1	4.7	34.4
Food & beverages	8.0	15.1	13.5	8.3	6.1	17.2	4.0	7.3	4.2	-3.3
Restaurant	5.5	20.4	10.0	14.4	3.8	10.3	2.2	-0.6	2.7	7.6
Dinner shows	1.2	7.9	1.8	-10.8	1.2	60.0	1.0	34.3	0.5	-29.1
Groceries/snacks	1.2	2.0	1.7	-0.3	1.1	7.0	0.8	3.5	1.0	-11.9
Entertainment and Recreation	4.0	35.6	6.0	29.1	3.3	57.9	2.6	26.4	2.7	6.8
Shore Tour	20.5	20.9	11.6	-1.9	22.5	50.2	26.6	32.7	28.2	22.3
Total Transportation	5.9	3.9	7.4	-6.3	6.2	35.2	4.5	-6.4	4.5	-6.4
Inter-island airfare	0.9	-32.3	1.0	-39.1	1.0	-16.1	0.8	-29.9	0.7	-41.9
Ground transportation	1.4	7.4	2.4	-2.2	1.0	36.2	0.6	-22.0	0.8	-4.5
Rental car/moped	3.1	18.5	3.3	8.5	3.6	52.8	2.6	10.2	2.4	5.6
Other transportation	0.6	20.9	0.7	-4.8	0.6	104.6	0.4	-7.4	0.5	32.2
Total Shopping	12.6	-16.2	15.2	-16.4	12.5	-21.0	8.0	-17.6	12.6	-12.8
Fashion& clothing	4.0	-11.4	5.4	-13.9	3.7	-19.0	2.4	-15.0	3.4	-1.9
Jewelry/watch	3.4	-20.1	4.2	-14.5	4.2	-27.4	2.1	-17.7	2.5	-20.6
Cosmetics/perfumes	0.2	31.0	0.4	37.6	0.1	-27.4	0.1	-15.4	0.2	66.5
leather goods	0.2	-39.2	0.2	-49.8	0.1	-48.1	0.1	8.1	0.2	-26.2
Hawai'i food products	1.4	-16.1	1.2	-22.7	0.9	-12.0	0.9	-3.1	2.7	-14.8
Souvenirs	3.5	-17.8	3.9	-19.3	3.5	-14.6	2.4	-24.8	3.7	-16.5
All other spending outside ship	2.6	-25.6	3.1	-21.9	2.3	-25.7	2.1	-25.2	2.8	-34.4
Unallocated and on ship spending 1/	87.2	-2.0								

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

Table 88: 2010 Cruise Visitor Per Person Per Day Spending: U.S. West Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	101.7	14.5	50.4	-3.7	40.4	22.3	33.3	3.4	37.8	-5.9
Lodging	5.8	75.2	13.6	77.9	3.9	120.3	1.8	29.4	2.1	31.5
Food & beverages	6.2	28.0	10.1	23.6	6.1	51.6	3.3	9.6	3.6	4.3
Restaurant	4.0	25.7	7.2	29.0	3.2	14.2	1.7	-10.2	2.4	25.2
Dinner shows	1.1	43.0	1.6	7.5	1.7	241.6	0.9	81.2	0.1	-71.6
Groceries/snacks	1.1	23.2	1.3	17.6	1.2	67.8	0.7	13.5	1.0	1.4
Entertainment and Recreation	3.2	39.4	4.7	31.2	2.9	67.8	2.4	38.0	2.2	15.5
Shore Tour	14.1	35.1	8.4	1.2	14.7	86.7	17.8	48.1	18.4	25.6
Total Transportation	5.3	36.3	6.1	17.6	5.8	98.7	4.4	29.6	4.4	18.1
Inter-island airfare	0.6	11.0	0.7	-1.3	0.5	-7.1	0.8	59.2	0.5	5.3
Ground transportation	1.3	41.5	2.1	25.6	1.5	177.0	0.5	-19.6	0.8	6.8
Rental car/moped	2.8	36.0	2.8	17.2	3.2	95.4	2.6	28.4	2.6	21.7
Other transportation	0.5	69.4	0.5	20.0	0.6	213.0	0.5	102.1	0.5	38.9
Total Shopping	10.3	-17.0	12.4	-23.5	11.0	-10.3	6.7	-18.7	10.1	-14.0
Fashion& clothing	3.3	-13.3	4.2	-24.5	3.4	-12.0	2.3	-6.3	3.0	4.4
Jewelry/watch	2.7	-23.7	3.6	-17.0	3.7	-15.0	1.3	-47.0	1.8	-31.7
Cosmetics/perfumes	0.1	14.0	0.2	26.9	0.1	-43.2	0.1	3.9	0.2	63.4
leather goods	0.1	-47.0	0.1	-74.2	0.1	-44.9	0.1	159.1	0.2	15.0
Hawai'i food products	1.2	-11.1	1.1	-17.9	0.8	-1.0	0.8	-11.2	2.3	-12.2
Souvenirs	2.8	-15.3	3.1	-26.0	2.9	-0.1	2.1	-7.8	2.7	-21.3
All other spending outside ship	2.5	-10.8	2.9	-12.8	2.1	-11.5	2.0	-17.1	2.8	-9.0
Unallocated and on ship spending 1/	69.9	43.1								

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

Table 89: 2010 Cruise Visitor Per Person Per Day Spending: U.S. East Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	188.4	-0.3	90.7	-2.4	69.4	3.5	63.2	1.9	75.2	6.2
Lodging	9.7	-15.8	25.2	0.8	4.6	-21.2	3.4	-38.6	4.9	-2.9
Food & beverages	8.3	1.5	14.4	-5.8	5.9	8.2	4.4	4.4	4.6	-5.9
Restaurant	5.8	8.6	10.9	2.0	3.8	12.9	2.3	-0.8	2.9	0.5
Dinner shows	1.3	-13.2	1.8	-31.7	1.2	15.6	1.3	17.5	0.6	-17.6
Groceries/snacks	1.2	-10.7	1.7	-13.5	0.9	-15.0	0.8	2.0	1.0	-13.6
Entertainment and Recreation	4.5	31.1	5.0	-8.2	3.8	70.1	3.0	16.1	3.4	24.0
Shore Tour	26.2	5.5	14.5	-11.2	28.9	18.1	33.1	11.6	35.9	11.3
Total Transportation	6.6	-7.3	8.8	-13.9	6.6	10.4	4.7	-18.3	4.9	-9.2
Inter-island airfare	0.9	-51.9	1.0	-57.3	1.1	-37.9	0.7	-51.7	0.7	-57.1
Ground transportation	1.2	-8.8	2.3	-17.6	0.7	-8.6	0.5	-15.7	0.8	2.0
Rental car/moped	3.7	12.3	4.4	5.0	4.1	31.8	3.0	5.1	2.8	6.3
Other transportation	0.8	29.0	1.0	36.4	0.8	74.3	0.5	-39.1	0.7	71.1
Total Shopping	13.1	-19.3	14.4	-14.1	13.4	-30.4	9.1	-20.3	14.7	-11.8
Fashion& clothing	3.4	-19.0	4.0	-15.4	3.4	-27.9	2.5	-22.8	3.4	-11.9
Jewelry/watch	4.0	-16.9	4.7	-2.5	4.8	-38.5	2.7	-0.2	3.4	-4.9
Cosmetics/perfumes	0.1	8.1	0.2	-14.4	0.1	-24.5	0.1	32.3	0.2	76.9
leather goods	0.1	-27.4	0.1	-37.4	0.1	-24.1	0.1	-47.0	0.2	-2.0
Hawai'i food products	1.5	-23.5	1.2	-32.3	1.0	-19.2	1.0	-7.3	3.0	-19.3
Souvenirs	4.0	-20.7	4.2	-16.6	4.0	-23.4	2.8	-34.6	4.6	-13.6
All other spending outside ship	2.6	-29.1	3.3	-16.7	2.3	-41.6	1.9	-34.1	2.5	-34.0
Unallocated and on ship spending 1/	106.6	-6.4								

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

Table 90: 2010 Cruise Visitor Per Person Per Day Spending: Canadian Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	139.2	-0.1	87.8	-7.9	67.5	5.6	53.8	7.7	57.9	-14.8
Lodging	13.9	-12.8	28.4	-9.0	13.3	13.1	6.7	102.6	7.1	85.8
Food & beverages	9.6	-4.0	15.0	-8.3	7.6	-12.0	4.6	8.4	4.2	-10.1
Restaurant	6.4	-4.7	10.3	-11.7	4.9	-11.6	2.6	12.9	2.8	-2.8
Dinner shows	1.5	8.2	2.5	22.8	1.0	-13.5	0.9	-8.4	0.4	-39.6
Groceries/snacks	1.7	-10.5	2.2	-17.2	1.7	-12.2	1.1	14.2	1.0	-10.3
Entertainment and Recreation	3.8	2.2	5.8	6.5	3.0	14.9	2.0	42.7	1.5	-56.7
Shore Tour	17.8	6.6	11.4	14.7	18.7	20.4	24.0	8.8	24.9	0.1
Total Transportation	5.3	-19.5	6.0	-27.1	6.8	1.4	4.0	-23.3	3.5	-27.9
Inter-island airfare	1.2	-40.2	1.0	-57.6	1.9	1.2	1.0	-39.7	0.9	-43.8
Ground transportation	1.3	-20.2	2.3	-20.8	0.8	-13.9	0.4	-53.7	0.6	-41.3
Rental car/moped	2.5	-3.2	2.4	-1.5	3.4	1.7	2.3	3.7	1.6	-15.6
Other transportation	0.4	-19.5	0.3	-44.5	0.6	29.4	0.3	-35.1	0.4	13.3
Total Shopping	12.2	-28.6	13.8	-33.1	12.8	-22.5	8.0	-23.2	12.3	-23.9
Fashion& clothing	4.6	-29.9	5.9	-33.6	4.6	-24.0	2.3	-38.7	3.9	-17.5
Jewelry/watch	2.6	-35.1	2.6	-47.2	3.8	-9.5	2.1	6.3	1.8	-50.0
Cosmetics/perfumes	0.1	-38.6	0.2	-28.5	0.1	-64.6	0.0	-62.2	0.1	-26.5
leather goods	0.1	-71.9	0.1	-64.0	0.1	-82.8	0.1	-40.7	0.1	-75.2
Hawai'i food products	1.7	-10.1	1.5	-16.3	0.9	-17.7	1.3	21.2	3.3	-6.8
Souvenirs	3.1	-23.7	3.5	-21.0	3.3	-21.7	2.1	-35.1	3.1	-19.5
All other spending outside ship	2.6	-44.0	3.3	-0.1	2.4	4.5	1.9	-39.1	1.8	-82.6
Unallocated and on ship spending 1/	67.8	4.8								

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

Table 91: 2010 Cruise Visitor Per Person Per Day Spending: European Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	110.7	-29.5	82.9	-10.8	62.1	-19.0	47.9	-26.1	67.5	-15.5
Lodging	7.8	59.9	14.2	34.9	4.1	85.2	2.6	-10.6	2.4	-6.4
Food & beverages	8.1	-3.8	12.0	9.1	5.8	-30.2	3.5	-50.0	6.7	-2.7
Restaurant	5.9	1.6	9.1	12.1	4.6	-19.5	2.3	-51.2	3.5	-15.5
Dinner shows	1.0	46.3	1.4	77.9	0.0	-78.8	0.5	-33.5	1.6	91.2
Groceries/snacks	1.2	-36.7	1.4	-30.9	1.2	-51.1	0.7	-53.9	1.6	-16.8
Entertainment and Recreation	3.5	115.2	4.9	102.0	2.5	97.6	2.3	95.0	2.0	37.2
Shore Tour	17.4	-15.5	11.6	-24.8	17.4	-10.0	20.2	-8.9	26.3	-1.6
Total Transportation	7.0	-39.8	8.9	-26.8	6.2	-42.8	5.7	-50.8	6.2	-48.3
Inter-island airfare	2.9	-53.7	2.9	-52.8	2.8	-56.6	3.0	-52.6	3.0	-53.3
Ground transportation	2.4	-30.4	4.0	-2.4	1.6	-45.8	1.5	-53.8	2.0	-43.8
Rental car/moped	1.5	2.4	1.8	28.6	1.6	39.6	1.1	-30.8	1.0	-37.6
Other transportation	0.2	-54.8	0.2	-60.8	0.2	-37.1	0.1	-72.9	0.2	-52.3
Total Shopping	15.9	-38.0	21.9	-36.8	18.1	-35.6	7.5	-47.5	10.7	-52.0
Fashion& clothing	5.6	-28.6	8.3	-31.7	5.9	-28.3	2.3	-41.8	3.9	-31.7
Jewelry/watch	3.8	-39.5	5.2	-51.8	5.8	-32.0	1.5	-29.6	0.7	-70.5
Cosmetics/perfumes	0.2	-60.3	0.3	-64.4	0.2	-27.9	0.1	-78.8	0.1	-81.7
leather goods	0.3	-62.5	0.8	9.2	0.1	-87.1	0.1	-71.6	0.2	-85.7
Hawai'i food products	0.8	-59.2	0.9	-62.6	0.5	-55.2	0.4	-51.4	1.1	-65.4
Souvenirs	5.1	-36.9	6.3	-15.9	5.5	-38.9	3.1	-53.4	4.8	-48.1
All other spending outside ship	3.5	-49.2	2.6	-62.6	2.8	-58.0	2.3	-62.2	7.6	-5.6
Unallocated and on ship spending 1/	38.2	-50.6								

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

Table 92: 2010 Cruise Visitor Per Person Per Day Spending: Other Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	171.4	-15.4	79.8	-34.3	59.6	-11.6	60.0	9.8	64.1	-16.2
Lodging	18.0	-9.5	18.0	-54.3	7.5	-21.5	7.7	13.8	7.3	-29.3
Food & beverages	10.1	-5.6	10.1	-46.4	5.4	-25.8	3.9	-7.8	3.6	-46.3
Restaurant	7.7	7.2	7.7	-43.6	3.7	-16.1	2.9	5.2	2.3	-30.4
Dinner shows	0.7	-44.9	0.7	-61.7	0.8	-47.1	0.5	-21.8	0.3	-71.4
Groceries/snacks	1.6	-24.1	1.6	-49.1	0.9	-34.4	0.6	-35.9	1.0	-57.5
Entertainment and Recreation	4.8	-2.3	4.8	-25.6	2.7	-36.9	2.2	-26.2	2.0	-57.1
Shore Tour	18.4	-1.1	18.4	57.4	23.0	26.1	28.3	30.0	28.7	4.0
Total Transportation	5.7	-23.2	5.7	-44.4	5.6	3.5	3.9	-35.4	4.1	-34.3
Inter-island airfare	1.3	-10.2	1.3	-10.9	1.3	-12.6	0.8	-47.0	0.8	-45.9
Ground transportation	2.0	21.4	2.0	-38.0	1.1	66.5	1.3	71.9	1.5	52.7
Rental car/moped	2.1	-31.5	2.1	-33.8	3.1	2.0	1.7	-51.6	1.6	-41.6
Other transportation	0.2	-82.0	0.2	-90.8	0.2	-39.8	0.1	-60.2	0.2	-82.1
Total Shopping	18.2	-7.2	18.2	-35.3	11.8	-39.9	8.5	-2.3	12.6	-17.5
Fashion& clothing	8.1	20.0	8.1	-28.2	5.1	-14.6	3.7	30.9	5.1	39.6
Jewelry/watch	3.8	-32.3	3.8	-43.2	3.2	-60.7	1.8	-14.8	1.9	-55.9
Cosmetics/perfumes	1.0	98.1	1.0	-5.8	0.3	46.7	0.1	-46.1	0.7	313.1
leather goods	0.5	33.9	0.5	-39.9	0.3	136.6	0.3	366.0	0.2	76.0
Hawai'i food products	1.2	3.2	1.2	3.4	0.5	-27.3	0.6	11.3	1.9	-21.5
Souvenirs	3.5	-31.2	3.5	-49.7	2.3	-47.2	2.2	-30.6	2.9	-37.9
All other spending outside ship	3.1	-39.4	3.1	-53.7	2.6	-16.0	4.4	7.6	4.5	-19.1
Unallocated and on ship spending 1/	90.0	-22.6								

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

HOTEL OCCUPANCY AND ROOM RATE

*HOTEL OCCUPANCY RATE, AVERAGE ROOM RATE
AND REVENUE PER AVAILABLE ROOM*

STATE

O'AHU

MAUI

KAUA'I

HAWAI'I (Big Island)

Table 93: State Hotel Occupancy and Room Rate: 2010 vs. 2009

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2010	2009	Absolute Change	2010	2009	% Change	2010	2009	% Change
JANUARY	66.5	63.1	5.4	176.88	197.41	-10.4	117.63	124.57	-5.6
FEBRUARY	75.5	72.3	4.4	175.21	188.19	-6.9	132.28	136.06	-2.8
MARCH	70.6	65.2	8.3	173.41	182.83	-5.2	122.43	119.21	2.7
APRIL	65.4	62.8	4.1	175.84	179.69	-2.1	115.00	112.85	1.9
MAY	65.4	61.0	7.2	160.05	165.61	-3.4	104.67	101.02	3.6
JUNE	71.4	61.8	15.5	169.68	172.24	-1.5	121.15	106.44	13.8
JULY	79.5	68.8	15.6	180.98	176.87	2.3	143.88	121.69	18.2
AUGUST	75.7	69.4	9.1	181.49	178.22	1.8	137.39	123.68	11.1
SEPTEMBER	70.8	63.6	11.3	159.88	160.41	-0.3	113.20	102.02	11.0
OCTOBER	70.9	66.4	6.8	163.52	164.63	-0.7	115.94	109.31	6.1
NOVEMBER	67.8	61.1	11.0	168.81	162.46	3.9	114.45	99.26	15.3
DECEMBER	69.7	62.9	10.8	203.56	196.02	3.8	141.88	123.30	15.1
TOTAL	70.7	64.8	9.1	174.33	177.10	-1.6	123.25	114.76	7.4

Table 94: O'ahu Hotel Occupancy and Room Rate: 2010 vs. 2009

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2010	2009	Absolute Change	2010	2009	% Change	2010	2009	% Change
JANUARY	72.1	68.2	5.7	149.18	162.66	-8.3	107.56	110.93	-3.0
FEBRUARY	80.5	77.1	4.4	142.89	155.14	-7.9	115.03	119.61	-3.8
MARCH	76.0	69.6	9.2	143.26	148.14	-3.3	108.88	103.11	5.6
APRIL	69.9	70.1	-0.3	144.58	147.85	-2.2	101.06	103.64	-2.5
MAY	73.5	69.1	6.4	142.10	145.77	-2.5	104.44	100.73	3.7
JUNE	78.8	67.0	17.6	145.54	145.69	-0.1	114.69	97.61	17.5
JULY	89.6	77.3	15.9	155.84	149.57	4.2	139.63	115.62	20.8
AUGUST	83.7	77.5	8.0	154.06	149.94	2.7	128.95	116.20	11.0
SEPTEMBER	81.7	74.2	10.1	147.76	145.46	1.6	120.72	107.93	11.9
OCTOBER	78.2	75.6	3.4	148.21	150.04	-1.2	115.90	113.43	2.2
NOVEMBER	75.2	71.6	5.0	151.22	144.82	4.4	113.72	103.69	9.7
DECEMBER	79.8	71.6	11.5	167.81	157.30	6.7	133.91	112.63	18.9
TOTAL	78.2	72.3	8.2	149.67	150.06	-0.3	117.04	108.49	7.9

Table 95: Maui Hotel Occupancy and Room Rate: 2010 vs. 2009

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2010	2009	Absolute Change	2010	2009	% Change	2010	2009	% Change
JANUARY	67.5	59.8	12.9	228.73	276.22	-17.2	154.39	165.18	-6.5
FEBRUARY	77.9	70.1	11.1	235.62	256.74	-8.2	183.55	179.97	2.0
MARCH	72.4	62.7	15.5	231.47	254.27	-9.0	167.58	159.43	5.1
APRIL	66.7	56.2	18.7	227.89	245.37	-7.1	152.00	137.90	10.2
MAY	60.5	53.8	12.5	198.41	212.93	-6.8	120.04	114.56	4.8
JUNE	65.7	59.0	11.4	223.80	229.76	-2.6	147.04	135.56	8.5
JULY	73.1	61.5	18.9	240.46	241.99	-0.6	175.78	148.82	18.1
AUGUST	73.4	63.5	15.6	238.07	236.16	0.8	174.74	149.96	16.5
SEPTEMBER	63.7	53.3	19.5	190.82	199.86	-4.5	121.55	106.53	14.1
OCTOBER	67.1	56.1	19.6	194.24	200.64	-3.2	130.34	112.56	15.8
NOVEMBER	65.7	53.7	22.3	206.76	200.61	3.1	135.84	107.73	26.1
DECEMBER	64.7	57.6	12.3	283.67	277.69	2.2	183.53	159.95	14.7
TOTAL	68.1	58.9	15.6	226.07	237.51	-4.8	153.95	139.89	10.1

Source: Smith Travel Research, Hospitality Advisors LLC

Table 96: Kaua'i Hotel Occupancy and Room Rate: 2010 vs. 2009

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2010	2009	Absolute Change	2010	2009	% Change	2010	2009	% Change
JANUARY	54.3	56.5	-3.9	193.86	198.47	-2.3	105.27	112.14	-6.1
FEBRUARY	62.8	67.3	-6.7	183.36	199.10	-7.9	115.15	133.99	-14.1
MARCH	55.7	61.5	-9.4	186.07	194.71	-4.4	103.64	119.75	-13.5
APRIL	54.1	54.1	0.0	188.12	195.15	-3.6	101.77	105.58	-3.6
MAY	61.7	55.5	11.2	171.69	180.46	-4.9	105.93	100.16	5.8
JUNE	70.1	57.1	22.8	177.44	182.50	-2.8	124.39	104.21	19.4
JULY	68.1	62.5	9.0	192.01	191.18	0.4	130.76	119.49	9.4
AUGUST	62.4	61.6	1.3	192.83	189.99	1.5	120.33	117.03	2.8
SEPTEMBER	58.7	55.0	6.7	171.65	171.92	-0.2	100.76	94.56	6.6
OCTOBER	61.2	60.2	1.7	172.07	181.04	-5.0	105.31	108.99	-3.4
NOVEMBER	51.0	47.0	8.5	175.71	175.16	0.3	89.61	82.33	8.8
DECEMBER	49.2	48.0	2.5	214.89	205.05	4.8	105.73	98.42	7.4
TOTAL	59.2	57.0	3.9	184.52	188.78	-2.3	109.24	107.60	1.5

Table 97: Hawai'i Hotel Occupancy and Room Rate: 2010 vs. 2009

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2010	2009	Absolute Change	2010	2009	% Change	2010	2009	% Change
JANUARY	53.2	55.2	-3.6	187.27	201.48	-7.1	99.63	111.22	-10.4
FEBRUARY	62.4	62.7	-0.5	188.48	193.02	-2.4	117.61	121.02	-2.8
MARCH	57.9	56.9	1.8	181.86	189.25	-3.9	105.30	107.68	-2.2
APRIL	54.9	54.3	1.1	199.77	197.07	1.4	109.67	107.01	2.5
MAY	48.1	48.6	-1.0	165.37	165.36	0.0	79.54	80.36	-1.0
JUNE	56.9	51.3	10.9	175.29	174.00	0.7	99.74	89.26	11.7
JULY	62.6	56.3	11.2	183.55	178.62	2.8	114.90	100.56	14.3
AUGUST	60.6	56.3	7.6	191.97	194.98	-1.5	116.33	109.77	6.0
SEPTEMBER	52.1	49.6	5.0	156.38	159.56	-2.0	81.47	79.14	2.9
OCTOBER	57.6	55.3	4.2	171.65	162.27	5.8	98.87	89.74	10.2
NOVEMBER	55.7	45.6	22.1	173.74	176.55	-1.6	96.77	80.51	20.2
DECEMBER	55.3	50.4	9.7	221.69	227.21	-2.4	122.59	114.51	7.1
TOTAL	56.4	53.5	5.4	183.63	185.43	-1.0	103.57	99.21	4.4

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS

Please refer to the *2010 Visitor Plant Inventory Report* posted on the HTA website: www.hawaii tourism authority.org for a more detailed analysis of Hawai'i's visitor accommodations in 2010.

Table 98: 2010 Visitor Plant Inventory – Existing Inventory by Island and Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	2010	UNIT CHANGE FROM 2009	% CHANGE FROM 2009
O'AHU	APARTMENT/ HOTEL	4	83	93	-10	-10.8%
	BED & BREAKFAST	27	88	105	-17	-16.2%
	CONDOMINIUM HOTEL	33	5,277	4,695	582	12.4%
	HOSTEL	7	247	251	-4	-1.6%
	HOTEL	61	25,527	25,786	-259	-1.0%
	INDIVIDUAL VACATION UNIT	74	370	653	-283	-43.3%
	TIMESHARE	16	2,369	2,362	7	0.3%
	OTHER	2	79	82	-3	-3.7%
TOTAL		224	34,040	34,027	13	0.0%
HAWAII	APARTMENT/ HOTEL	0	0	5	-5	-100.0%
	BED & BREAKFAST	95	362	382	-20	-5.2%
	CONDOMINIUM HOTEL	19	872	968	-96	-9.9%
	HOSTEL	1	6	11	-5	-45.5%
	HOTEL	31	6,958	6,846	112	1.6%
	INDIVIDUAL VACATION UNIT	277	1,675	1,540	135	8.8%
	TIMESHARE	15	1,609	1,669	-60	-3.6%
	OTHER	5	113	120	-7	-5.8%
TOTAL		443	11,595	11,541	54	0.5%
KAUAI	APARTMENT/ HOTEL	1	3	3	0	0.0%
	BED & BREAKFAST	31	108	128	-20	-15.6%
	CONDOMINIUM HOTEL	32	2,179	2,579	-400	-15.5%
	HOSTEL	1	40	40	0	0.0%
	HOTEL	14	2,657	2,703	-46	-1.7%
	INDIVIDUAL VACATION UNIT	524	1,722	1,324	398	30.1%
	TIMESHARE	22	2,626	2,679	-53	-2.0%
	OTHER	3	10	13	-3	-23.1%
TOTAL		628	9,345	9,469	-124	-1.3%
MAUI	APARTMENT/ HOTEL	1	0	14	-14	-100.0%
	BED & BREAKFAST	34	91	105	-14	-13.3%
	CONDOMINIUM HOTEL	84	5,941	5,931	10	0.2%
	HOSTEL	2	32	42	-10	-23.8%
	HOTEL	26	7,129	7,130	-1	0.0%
	INDIVIDUAL VACATION UNIT	282	2,831	2,901	-70	-2.4%
	TIMESHARE	29	3,298	3,324	-26	-0.8%
	OTHER	3	2	8	-6	-75.0%
TOTAL		461	19,324	19,455	-131	-0.7%
MOLOKA'I	BED & BREAKFAST	3	7	7	0	0.0%
	CONDOMINIUM HOTEL	4	257	258	-1	-0.4%
	HOTEL	1	0	50	-50	-100.0%
	INDIVIDUAL VACATION UNIT	35	121	21	100	476.2%
	TIMESHARE	1	7	7	0	0.0%
	OTHER	0	0	0	0	0.0%
TOTAL		44	392	343	49	14.3%
LĀNA'I	APARTMENT/ HOTEL	1	1	1	0	0.0%
	BED & BREAKFAST	1	3	3	0	0.0%
	HOTEL	3	348	348	0	0.0%
	INDIVIDUAL VACATION UNIT	0	0	1	-1	-100.0%
TOTAL		5	352	353	-1	-0.3%
STATEWIDE	APARTMENT/ HOTEL	7	87	116	-29	-25.0%
	BED & BREAKFAST	191	659	730	-71	-9.7%
	CONDOMINIUM HOTEL	172	14,526	14,431	95	0.7%
	HOSTEL	11	325	344	-19	-5.5%
	HOTEL	136	42,619	42,863	-244	-0.6%
	INDIVIDUAL VACATION UNIT	1,192	6,719	6,440	279	4.3%
	TIMESHARE	83	9,909	10,041	-132	-1.3%
	OTHER	13	204	223	-19	-8.5%
STATE TOTAL		1,805	75,048	75,188	-140	-0.2%

Source: Hawai'i Tourism Authority

Table 99: 2010 Visitor Plant Inventory – Class of Units by County

ISLAND	CLASS	PERCENT OF TOTAL UNITS		Percentage Point Change from 2009
		2010 ^{1/}	2009 ^{2/}	
O'AHU	BUDGET (UP TO \$100)	7.2%	8.1%	-0.9%
	STANDARD (\$101 TO \$250)	34.9%	41.1%	-6.2%
	DELUXE (\$251 TO \$500)	42.4%	33.4%	9.0%
	LUXURY (OVER \$500/NIGHT)	15.5%	17.3%	-1.8%
	TOTAL	100%	100%	
HAWAI'I	BUDGET (UP TO \$100)	13.1%	11.2%	1.9%
	STANDARD (\$101 TO \$250)	32.6%	29.3%	3.3%
	DELUXE (\$251 TO \$500)	40.3%	36.8%	3.5%
	LUXURY (OVER \$500/NIGHT)	14.0%	22.7%	-8.7%
	TOTAL	100%	100%	
KAUA'I	BUDGET (UP TO \$100)	7.6%	6.9%	0.7%
	STANDARD (\$101 TO \$250)	32.6%	35.2%	-2.6%
	DELUXE (\$251 TO \$500)	38.4%	36.5%	1.9%
	LUXURY (OVER \$500/NIGHT)	21.5%	21.4%	0.1%
	TOTAL	100%	100%	
MAUI	BUDGET (UP TO \$100)	4.6%	3.7%	0.9%
	STANDARD (\$101 TO \$250)	30.7%	34.6%	-3.9%
	DELUXE (\$251 TO \$500)	27.9%	29.1%	-1.2%
	LUXURY (OVER \$500/NIGHT)	36.8%	32.5%	4.3%
	TOTAL	100%	100%	
MOLOKA'I	BUDGET (UP TO \$100)	30.9%	36.9%	-6.0%
	STANDARD (\$101 TO \$250)	65.8%	60.2%	5.6%
	DELUXE (\$251 TO \$500)	2.8%	2.7%	0.1%
	LUXURY (OVER \$500/NIGHT)	0.5%	0.3%	0.2%
	TOTAL	100%	100%	
LĀNA'I	BUDGET (UP TO \$100)	0.9%	0.8%	0.1%
	STANDARD (\$101 TO \$250)	3.1%	3.4%	-0.3%
	DELUXE (\$251 TO \$500)	50.0%	49.9%	0.1%
	LUXURY (OVER \$500/NIGHT)	46.0%	45.9%	0.1%
	TOTAL	100%	100%	
STATEWIDE	BUDGET (UP TO \$100)	7.6%	7.6%	0.0%
	STANDARD (\$101 TO \$250)	33.2%	36.5%	-3.3%
	DELUXE (\$251 TO \$500)	37.8%	33.4%	4.4%
	LUXURY (OVER \$500/NIGHT)	21.4%	22.4%	-1.0%
	TOTAL			
STATE TOTAL		100%	100%	

^{1/} Based on 71,244 units (94.9 percent of the total units in 2010) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding errors.

^{2/} Based on 73,970 units (98.4 percent of the total units in 2009) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding errors.

Source: Hawai'i Tourism Authority

Table 100: 1965-2010 Visitor Plant Inventory – Available Units by County

YEAR	STATE TOTAL	O'AHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,579	35,541	50.4	9,478	13.4	7,257	10.3	18,303	25.9
2004	72,176	35,769	49.6	9,857	13.7	8,105	11.2	18,445	25.6
2005	72,307	33,926	46.9	10,940	15.1	8,221	11.4	19,290	26.7
2006	72,274	33,606	46.5	10,831	15.0	8,266	11.4	19,571	27.1
2007	73,220	33,588	45.9	11,061	15.1	8,692	11.9	19,879	27.1
2008	74,177	34,081	45.9	11,240	15.2	9,203	12.4	19,653	26.5
2009	75,188	34,027	45.3	11,541	15.3	9,469	12.6	20,151	26.8
2010	75,048	34,040	45.4	11,595	15.5	9,345	12.5	20,068	26.7

NA: Not Available.

* HVCB did not conduct an update survey in 1995

**TOTAL AIR SEATS OPERATED TO
HAWAI'I**

TOTAL AIR SEATS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS

Table 101: 2010 Total Air Seats Operated to Hawai'i

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge
TOTAL SEATS	9,299,913	8,786,721	5.8%	6,498,839	6,323,292	2.8%	1,680,120	1,441,894	16.5%	668,661	593,864	12.6%	0	0	NA	452,293	427,671	5.8%
Scheduled Seats	9,190,240	8,676,773	5.9%	6,389,166	6,213,344	2.8%	1,680,120	1,441,894	16.5%	668,661	593,864	12.6%	0	0	NA	452,293	427,671	5.8%
Charter seats	109,673	109,948	-0.3%	109,673	109,948	-0.3%												

Table 102: 2010 Domestic Air Seats Operated to Hawai'i

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge
DOMESTIC SEATS	6,741,532	6,326,122	6.6%	4,145,727	4,044,504	2.5%	1,557,143	1,350,143	15.3%	593,673	504,634	17.6%	0	0	NA	444,989	426,841	4.3%
Scheduled Seats	6,668,392	6,241,390	6.8%	4,072,587	3,959,772	2.8%	1,557,143	1,350,143	15.3%	593,673	504,634	17.6%	0	0	NA	444,989	426,841	4.3%
Charter seats	73,140	84,732	-13.7%	73,140	84,732	-13.7%												
US West	5,745,356	5,346,752	7.5%	3,280,204	3,199,083	2.5%	1,426,490	1,216,194	17.3%	593,673	504,634	17.6%	0	0	NA	444,989	426,841	4.3%
...Anchorage	50,240	61,544	-18.4%	40,349	36,738	9.8%	9,891	24,806	-60.1%									
...Denver	151,188	159,624	-5.3%	98,668	98,986	-0.3%	29,152	40,992	-28.9%	14,132	10,410	35.8%				9,236	9,236	0.0%
...Las Vegas	239,841	232,488	3.2%	233,289	232,488	0.3%	6,552	0	NA									
...Los Angeles	2,148,410	1,919,093	11.9%	1,114,975	1,056,956	5.5%	530,345	426,888	24.2%	255,231	218,903	16.6%				247,859	216,346	14.6%
...Oakland	178,769	104,105	71.7%	92,988	95,784	-2.9%	61,289	4,710	1201.3%	24,492	3,611	578.3%						
...Orange County	49,352	0	NA	28,768	0	NA	20,584	0	NA									
...Phoenix	453,550	441,538	2.7%	211,632	203,376	4.1%	114,712	113,291	1.3%	64,589	64,655	-0.1%				62,617	60,216	4.0%
...Portland	303,358	286,548	5.9%	149,520	166,590	-10.2%	149,285	119,958	24.4%	4,553	0	NA						
...Sacramento	136,097	94,524	44.0%	91,980	94,524	-2.7%	44,117	0	NA									
...Salt Lake City	89,337	135,472	-34.1%	78,408	83,508	-6.1%	10,929	51,964	-79.0%									
...San Diego	131,978	94,524	39.6%	100,398	94,524	6.2%	31,580	0	NA									
...San Francisco	1,049,063	1,045,236	0.4%	621,951	581,118	7.0%	215,756	230,630	-6.4%	143,384	149,750	-4.3%				67,972	83,738	-18.8%
...San Jose	131,900	86,964	51.7%	85,428	86,964	-1.8%	19,939	0	NA	26,533	0	NA						
...Seattle	632,273	685,092	-7.7%	331,850	367,527	-9.7%	182,359	202,955	-10.1%	60,759	57,305	6.0%				57,305	57,305	0.0%
US East	923,036	894,638	3.2%	792,383	760,689	4.2%	130,653	133,949	-2.5%									
...Atlanta	105,170	124,013	-15.2%	105,170	124,013	-15.2%												
...Charlotte	43,680	3,150	1286.7%	43,680	3,150	1286.7%												
...Chicago	206,457	171,494	20.4%	165,129	119,670	38.0%	41,328	51,824	-20.3%									
...Dallas	253,575	246,375	2.9%	164,250	164,250	0.0%	89,325	82,125	8.8%									
...Detroit	21,456	0	NA	21,456	0	NA												
...Houston	137,582	173,952	-20.9%	137,582	173,952	-20.9%												
...Minneapolis	72,666	92,678	-21.6%	72,666	92,678	-21.6%												
...Newark	82,450	82,976	-0.6%	82,450	82,976	-0.6%												

NA: Not Applicable

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

Table 103: 2010 International Air Seats Operated to Hawai'i

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge	2010	2009	%Chge
INTERNATIONAL SEATS	2,555,181	2,460,599	3.8%	2,353,112	2,278,788	3.3%	122,977	91,751	34.0%	74,988	89,230	-16.0%				7,304	830	780.0%
Scheduled Seats	2,521,848	2,435,383	3.6%	2,316,579	2,253,572	2.8%	122,977	91,751	34.0%	74,988	89,230	-16.0%				7,304	830	780.0%
Charter Seats	36,533	25,216	44.9%	36,533	25,216	44.9%												
Japan	1,627,513	1,597,326	1.9%	1,563,883	1,517,906	3.0%				63,630	79,420	-19.9%						
...Nagoya	137,356	151,160	-9.1%	137,356	151,160	-9.1%												
...Osaka	264,773	270,846	-2.2%	264,773	270,846	-2.2%												
...Tokyo-HND	37,124	0	NA	37,124	0	NA												
...Tokyo-NRT	1,188,260	1,175,320	1.1%	1,124,630	1,095,900	2.6%				63,630	79,420	-19.9%						
Canada	286,492	228,838	25.2%	144,853	126,447	14.6%	122,977	91,751	34.0%	11,358	9,810	15.8%				7,304	830	780.0%
...Calgary	24,678	2,743	799.7%	10,161	1,266	702.6%	14,517	1,477	882.9%									
...Edmonton	1,224	0	NA				1,224	0	NA									
...Vancouver	256,918	225,007	14.2%	131,020	124,093	5.6%	107,236	90,274	18.8%	11,358	9,810	15.8%				7,304	830	780.0%
...Victoria	3,672	1,088	237.5%	3,672	1,088	237.5%												
Other Asia	154,089	164,965	-6.6%	154,089	164,965	-6.6%												
...Seoul	147,729	135,035	9.4%	147,729	135,035	9.4%												
...Taipei	6,360	29,930	-78.8%	6,360	29,930	-78.8%												
Oceania	172,496	168,524	2.4%	172,496	168,524	2.4%												
...Auckland	26,786	26,786	0.0%	26,786	26,786	0.0%												
...Sydney	145,710	141,738	2.8%	145,710	141,738	2.8%												
Other	281,258	275,730	2.0%	281,258	275,730	2.0%												
...Apia	8,424	2,592	225.0%	8,424	2,592	225.0%												
...Christmas	4,352	0	NA	4,352	0	NA												
...Guam	81,538	92,285	-11.6%	81,538	92,285	-11.6%												
...Majuro	29,516	25,905	13.9%	29,516	25,905	13.9%												
...Manila	93,790	95,568	-1.9%	93,790	95,568	-1.9%												
...Nadi	20,042	14,572	37.5%	20,042	14,572	37.5%												
...Pago Pago	30,492	31,344	-2.7%	30,492	31,344	-2.7%												
...Papeete	13,104	13,464	-2.7%	13,104	13,464	-2.7%												

NA: Not Applicable

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

APPENDIX A: TECHNICAL NOTES

TECHNICAL NOTES

DEFINITIONS

SOURCES OF DATA

TECHNICAL NOTES, DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

TECHNICAL NOTES

DEFINITIONS

Arrivals by air: Visitors who entered Hawai'i via arriving airline flights and did not include visitors who arrived into Hawai'i via foreign-flagged cruise ships. Visitor counts were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey. The surveys only covered arriving and departing flights and did not include visitors who arrived into Hawai'i via foreign flagged cruise ships.

Arrivals by cruise ships: Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from the Cruise Visitor survey which covered U.S. flagged and foreign flagged cruise ships.

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 Ships, U.S. Flagged: The Pride of America home-ported in Hawai'i was considered a Hawai'i business. Therefore, visitor expenditures for these ships included both on-ship and on-shore spending.

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

Domestic Visitor: Visitor who arrived on flights from the U.S. mainland. Total domestic arrivals included U.S. residents and international visitors 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. Did 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 U.S. flagged cruise ships included spending on ships because U.S. flagged cruise ships were considered Hawai'i businesses. Expenditures by 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.

International Visitor: 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
10. Hawai'i Convention Center

Market Penetration: Number of visitors from a given Metro Area 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 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.

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.

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

Seats, Charter: Number of seats, on all flights not reported by OAG MAX but reported on the state Airport ramp report.

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

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

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

SOURCES OF DATA

The data in this report came from the following sources:

Airline Passenger Counts: Every airline (both chartered and scheduled) reported passenger counts each month. These counts provided the total number of arriving passengers. Visitor counts were then derived by subtracting out the estimated in-transit passengers, returning Hawai'i residents and intended residents, as determined by the U.S. Customs Declaration Forms and domestic in-flight surveys.

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.

Bureau of Customs & Border Protection, Honolulu: Monthly reports from the Bureau of Customs & Border Protection Honolulu office provided counts of Canadian visitors, U.S. permanent residents and U.S. citizens coming on flights from international cities. These reports did not give the U.S. citizens state of residence.

U.S. Customs Declaration Forms: Customs Declaration Forms were analyzed to determine the number of returning Hawai'i residents on international flights. HTA did not collect names, addresses or other personally identifying information.

International Intercept Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2010, a total of 58,674 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.

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 form were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2010, there were 2,948,282 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. The characteristics of respondents were attributed to non-respondents using ascription.

Island Visitor Survey: Surveys were conducted at departure area of the airports on all the islands. In 2010, 27,740 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 15,716 completed forms received from Maui, 577 forms from Moloka'i, 667 forms from Lāna'i, 10,271 forms from Kaua'i, 2,423 forms from Hilo and 10,109 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures.

Cruise Visitor Survey: The cruise visitor survey forms are distributed to the cabins on the ships, collecting information specific to cruise visitors, including purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2010, a total of 12,330 completed forms were processed for cruise visitor information.

Honolulu International Airport Billing Records: The billings records showed the number of passengers on flights from Canada who were pre-cleared in Canada and not included in the INS, Honolulu reports.

Cruise Passenger Counts: All cruise ships which entered Honolulu, Hilo and Lahaina Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. HTA obtained 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: (refer to HTA's *2010 Visitor Plant Inventory Report*)

Hospitality Advisors LLC Hawai'i Hotel Flash Report: A hotel survey compiled in conjunction with Smith Travel Research and Hospitality Advisors. Source of hotel occupancy rate, average room rate and revenue per available room.

APPENDIX B: SURVEY FORMS

DOMESTIC IN-FLIGHT SURVEY FORM

INTERNATIONAL INTERCEPT SURVEY FORM

ISLAND SURVEY FORM

CRUISE VISITOR SURVEY FORM

DOMESTIC IN-FLIGHT SURVEY FORM



STATE OF HAWAI'I

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

Aloha! 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 that the quality of your Hawai'i 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 Hawai'i residents, those moving to Hawai'i, frequent or repeat visitors to Hawai'i 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)

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

1 2 3 4 5 6 7 8 9 10 >10

2. I am a:

Visitor to Hawai'i.
 Intended resident moving to Hawai'i for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)
 Returning Hawai'i resident.
 Number of nights away from Hawai'i:
 NIGHTS
 (ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawai'i is my:

1st 5th
 2nd 6 to 10th
 3rd More than 10th
 4th

4. Altogether, I/we will be in the Hawaiian Islands for:

A few hours only. (STOP HERE)
 One night or more.
 NIGHTS
 (CONTINUE TO QUESTION 5.)

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).

Plan to visit	# of nights
<input type="radio"/> O'ahu (Includes Waikiki and Honolulu)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Maui	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Moloka'i	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Lana'i	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Kona (Big Island of Hawai'i)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Hilo (Big Island of Hawai'i)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Kaula'i	<input type="text"/> <input type="text"/> <input type="text"/>

6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7]

Are you or any member of your party planning on attending any events at the Hawaii Convention Center?

Yes No

7. On this trip, I am a member of an organized tour group:

Yes No

8. I am on a pre-paid package trip that includes at least airfare and lodging:

Yes No

9. Where will you stay while in Hawai'i? (mark all that apply)

Hotel Cruise Ship
 Condominium Friends or Relatives
 Rental House Hostel
 Timeshare Unit Camp Site, Beach
 Bed & Breakfast Other (please specify): _____

10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)

Honeymoon Other Business
 To Get Married Visiting Friends or Relatives
 Pleasure/Vacation Government or Military Business
 Convention/Conference To Attend School
 Corporate Meeting Sports Event
 Incentive Trip Other (please specify): _____

11. What is your age:

12. What is your gender:

Male Female

13. Of the people covered by this form (NOT including yourself), how many are:

Age	# Males	# Females
12 yrs. or under	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

14. I am a resident of:

U.S.A. (provide Zip Code below)

1
 2
 3
 4
 5
 6
 7
 8
 9
 0

Canada (provide postal code below)
 -

Japan
 -

Argentina
 Australia
 Brazil
 China
 France
 Germany
 Hong Kong
 Italy
 Korea
 Mexico
 New Zealand
 Philippines
 Singapore
 Switzerland
 Taiwan
 United Kingdom
 Other (please specify) _____

DOA/DBEDT Form Rev. 01-14-2005 Printed in U.S.A.

●●●●● **Mahalo (thank you) and Aloha**
We welcome you to our home and hope you enjoy your stay with us.

61618



DOMESTIC IN-FLIGHT SURVEY FORM

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en Inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
 TAGALOG Ang pormularyong ito ay dapat sagutin bago mag-"landing" ang eroplano. Kung hindi niyo mabasa ang pormularyong ito, mangrari po lamang na humiling sa "flight attendant" na isang pormularyo 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貸して下さい。
 KOREAN 착륙하기전에 이 양식에 반드시 기입하여야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
 CHINESE 請在下機前填寫完畢這份表格。如果看不懂此表，請向空中服務員索取一份中文表格。



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 Hawaii 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 _____ Phone No. _____ - _____ - _____ No. in Party _____
 Name of Airline/Ship _____ Flight No. _____ Date of Arrival _____ / _____ / _____

Signature _____ Date _____ 61618



INTERNATIONAL INTERCEPT SURVEY FORM

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please mark each box or print 1 2 clearly.

Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance, **Mahalo.**

[Fill out one form per family/party]

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

1 2 3 4 5 6 7 8 9 10 11 or more

2. I am a:

Visitor to Hawai'i [CONTINUE TO QUESTION 3]

Hawai'i resident, to be away for

night(s) [ANSWER QUESTIONS 9 - 13 ONLY]

3. Altogether I was in the Hawaiian Islands for:

A few hours only [STOP HERE]

night(s) [CONTINUE TO QUESTION 4]

4. This trip to Hawai'i was my:

1st time 5th

2nd 6th to 10th

3rd more than 10 times

4th

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 check if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	Number of Nights Stayed (write "0" if day-only trip)
O'ahu	<input type="checkbox"/>	<input type="text"/> Night(s)
Maui	<input type="checkbox"/>	<input type="text"/> Night(s)
Moloka'i	<input type="checkbox"/>	<input type="text"/> Night(s)
Lana'i	<input type="checkbox"/>	<input type="text"/> Night(s)
Kona-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> Night(s)
Hilo-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> Night(s)
Kauai	<input type="checkbox"/>	<input type="text"/> Night(s)

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

Hotel

Condominium

Rental House

Timeshare Unit

Bed & Breakfast

Cruise Ship

Friends or Relatives

Hostel

Camp site, Beach

Other (please specify) _____

8a. The name of hotel/condominium you stayed at while in Hawai'i:

9. The primary reason for this trip was: [RESIDENTS - CHECK 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

Other (please specify) _____

10. What is your age?

12 yrs or under 25 to 40 yrs

13 to 17 yrs 41 to 59 yrs

18 to 24 yrs 60 yrs or more

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	<input type="text"/>	<input type="text"/>
13 to 17 years	<input type="text"/>	<input type="text"/>
18 to 24 years	<input type="text"/>	<input type="text"/>
25 to 40 years	<input type="text"/>	<input type="text"/>
41 to 59 years	<input type="text"/>	<input type="text"/>
60 or more years	<input type="text"/>	<input type="text"/>
TOTAL:	<input type="text"/>	<input type="text"/>

13. I am a resident of:

U.S.A. zip code

Argentina Japan

Australia Korea

Brazil Mexico

New Zealand China

Philippines France

Singapore Germany

Switzerland Hong Kong

Taiwan Italy

United Kingdom Canada

Other postal code

YOUR NAME: _____

HOME ADDRESS: _____

for internal purposes only

DEPARTING HAWAII' Day Month Year / /

Name of Airline _____ Flight No. _____

ARRIVAL IN HAWAII' Day Month Year / /

Name of Airline _____ Flight No. _____

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CONTINUE ON THE OTHER SIDE →

INTERNATIONAL INTERCEPT SURVEY FORM

<p>14. On this trip, I first arrived at:</p> <p><input type="checkbox"/> Honolulu International Airport</p> <p><input type="checkbox"/> Kona International Airport</p> <p><input type="checkbox"/> Maui Airport</p> <p><input type="checkbox"/> Kauai Airport</p> <p><input type="checkbox"/> Other (please specify) _____</p> <p>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <hr/> <p>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.</p> <p>IF NOT, please skip to Question 17.</p> <p>a. How much did the package trip cost? (please specify currency)</p> <p> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> <input type="checkbox"/> US \$ <input type="checkbox"/> name of currency: _____ </p> <p>b. What did the package trip include? (Check all that apply)</p> <p><input type="checkbox"/> Airfare (to and from Hawai'i)</p> <p><input type="checkbox"/> Breakfast</p> <p><input type="checkbox"/> Airfare (inter island)</p> <p><input type="checkbox"/> Lunch/Dinner</p> <p><input type="checkbox"/> Rental Car</p> <p><input type="checkbox"/> Tours/attractions</p> <p><input type="checkbox"/> Lodging (hotel, condo, etc.)</p> <p><input type="checkbox"/> Trip to another state/country</p> <p><input type="checkbox"/> Other (please specify) _____</p> <p>c. Name of the package: _____</p> <p>d. Number of nights in Hawai'i covered by it: <input type="text"/> <input type="text"/> <input type="text"/> night(s)</p> <p>e. Number of people covered by amount: <input type="text"/> <input type="text"/> persons</p> <hr/> <p>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? (please specify currency)</p> <p> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> <input type="checkbox"/> US \$ <input type="checkbox"/> name of currency: _____ </p>	<p>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.)</p> <p>How many people are you reporting for? <input type="text"/> <input type="text"/> persons (specify total number of people)</p> <p>18a. Lodging (hotel, condo, B&B, hostel, etc., including tips) _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18b. Total food and beverage _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">In restaurants, bars and other eating places _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Dinner shows/dinner cruises _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Groceries/snacks _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18c. Total Entertainment _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Attractions/entertainment _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Recreation (golf, tennis, snorkling, etc.) _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Other activities & tours _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18d. Total Transportation _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Inter island airfare _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Bus, taxi, trolley, etc. _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Rental car/mopeds _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Other expenses (gasoline, parking, etc.) _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18e. Total Shopping _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Fashion and clothing _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Jewelry/watches _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Cosmetics/perfumes _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Leather goods (belts, wallets, handbags, etc.) _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Hawai'i food products to take home (fruits, nuts, coffee etc.) _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Souvenirs _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18f. Other Spending _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>(Please describe) _____</p> <p>18. TOTAL for Question 18 (18a-18f) _____ US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p>
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Statewide International 2008Q1

ISLAND SURVEY FORM

15. Was this trip to this island a day-only trip or did you stay at least one night?

- Day-only trip
 Stayed at least one night

16. Did you come to this island on a pre-paid package trip (including at least airfare and any of the following)?

- Yes [IF YES, CONTINUE]
 No [IF NO, SKIP TO QUESTION 17a]

a. What did your package include? Please mark ALL that apply:

- Airfare (to and from Hawai'i)
 Airfare (inter-island)
 Inter-island cruise
 Trip to another state/country _____ (specify)
 Rental car
 Breakfast
 Lunch/Dinner
 Lodging
 Tours/Attractions
 Other (please specify): _____

b. How much did your package cost? US\$,

c. Number of nights covered by it: -----

d. Number of people covered by amount: -----

e. Name of the package: _____ DO NOT WRITE IN THESE BOXES

f. Name of travel company: _____ DO NOT WRITE IN THESE BOXES

g. Did your package include a stay on:

- This island only
 Multiple Hawaiian islands

17a. Did you arrive on this island on a transpacific flight or an inter-island flight?

- Transpacific flight
 Inter-island flight

17b. How much did you pay for your flight (if not included as part of a package)?

- Transpacific flight (round-trip) US\$,
- Inter-island flight (one-way) US\$,

18. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expenses and transpacific airfare in Questions 16 and 17). Of this amount, how much did you spend for:

How many people are you reporting for? persons
 [SPECIFY NUMBER OF PEOPLE] -----

"Amount spent on THIS ISLAND ONLY"	
18a. Lodging (hotel, condo, B&B, incl. tips)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
18b. Total Food and Beverage	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• In restaurants, bars and other eating places	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Dinner shows/ Dinner cruises	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Groceries/snacks	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
18c. Total Entertainment	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Attractions	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Recreation (golf, tennis, snorkeling, etc.)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Other entertainment & tours	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
18d. Total Ground Transportation	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Ground transportation (buses, taxis, trolleys)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Rental car/moped	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Other transportation costs (gas, parking)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
18e. Total Shopping	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Fashion and clothing	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Jewelry/watches	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Cosmetics/perfumes	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Leather goods (belts, wallets, handbags, etc.)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Hawai'i food products (fruits, nuts, & other products)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
• Souvenirs	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
18f. Other Spending (Describe)	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
_____	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
_____	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
_____	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>
SUM OF Q18a-Q18f	US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/>

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Mahalo (Thank You)! Please return your completed survey to the interviewer.

Island Survey (NI) 2010Q4

CRUISE VISITOR SURVEY FORM



DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawai'i experience remains the best it can be. Please mark each box 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 Hawai'i
 Resident of Hawai'i

3. Including this trip, I have made:

		trips to Hawai'i in my lifetime
--	--	---------------------------------

4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise		
During this cruise		
Expect to spend after this cruise		
TOTAL NIGHTS IN HAWAII <i>(Before, during and after cruise)</i>		

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maui	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaua'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lana'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Molokai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Excluding the nights spent on this cruise ship, where did you stay in Hawai'i on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="checkbox"/>	<input type="checkbox"/>
Condominium	<input type="checkbox"/>	<input type="checkbox"/>
Timeshare unit	<input type="checkbox"/>	<input type="checkbox"/>
Bed & breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Friends or relatives	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify:	<input type="checkbox"/>	<input type="checkbox"/>
DO NOT WRITE IN THESE BOXES		

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:

--	--

Number of people covered by (\$) amount:

--	--

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

- Airfare (Transpacific)

--	--

 (Number of round-trip flights)
- Airfare (Inter island)

--	--

 (Number of one-way flights)
- Non-cruise lodging

--	--

 (Number of nights)
- Additional vacation stop to other location (aside from Hawai'i)
- Meals on shore

--	--

 (Number of meals)
- Rental car

--	--

 (Number of days)
- None of the above

9. I am a resident of:

- U.S.A.

--	--	--	--

(specify zip code)
- Canada United Kingdom
 Japan Germany
 Korea France
 Taiwan Switzerland
 Hong Kong Australia
 Other (specify)

--	--

10. Did you do any of the following on this trip to Hawai'i?

- Go on honeymoon
 Get married
 Attend a wedding
 Attend a Convention/Conference
 Conduct some business
 Visit friends or relatives
 Play golf

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
Under 10 years		
10 - 19		
20 - 29		
30 - 39		
40 - 49		
50 - 59		
60 or more		
TOTAL		

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CONTINUE TO OTHER SIDE →

