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## TOTAL VISITOR EXPENDITURES FOR THE FIRST EIGHT MONTHS OF 2011 ROSE 14.1 PERCENT

### August 2011 Total Visitors Spending Increased 2.3 Percent Despite a 4.2 Percent Drop in Visitor Arrivals

HONOLULU – Total expenditures by visitors who came to Hawai'i in the first eight months of 2011 rose 14.1 percent, compared to the same period last year, to \$8.25 billion. Total visitor days for all visitors increased 4 percent, and total arrivals (+2.5%) continued to be ahead of last year at 4,885,685 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority.

For the month of August 2011, total visitor expenditures grew 2.3 percent (\$24.5 million) from August 2010, to \$1.08 billion. Contributing to the increase was higher daily spending by all visitors (\$179 per person, up from \$168 per person in August 2010), even though total arrivals declined 4.2 percent to 651,529 visitors.

Arrivals by air only in August 2011 decreased 4.1 percent from last August to 650,120 visitors. Arrivals from Canada rose 15.7 percent compared to August 2010, the fourteenth consecutive month of double-digit growth. Japanese arrivals showed the smallest decrease in four months, just 2.6 percent lower compared to August 2010. Arrivals from U.S. West fell 10 percent, the largest drop since March 2009 (-23.2%) and the third straight month of decline. U.S. East arrivals (-6.9%) also decreased for the third consecutive month.

A total of 1,409 visitors arrived aboard cruise ship in August 2011, down 25.8 percent. Similar to last August only one cruise ship arrived in Hawai'i in this off-season period.

For the first eight months of 2011, strong growth in arrivals and higher average daily spending contributed to a 30.1 percent jump in total expenditures by Canadian visitors. Total expenditures by U.S. West (+7.6%) and U.S. East (+8.6%) visitors continued to increase, boosted by higher average daily spending and moderate growth in arrivals. Total Japanese visitor expenditures also grew (+4.9%), even though Japanese arrivals were 8.2 percent lower compared to year-to-date 2010.

**August 2011 Arrivals at a Glance**

CATEGORY AND MMA	August 2011	August 2010	% change	YTD 2011	YTD 2010	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,079.1</b>	<b>1,054.6</b>	<b>2.3</b>	<b>8,253.7</b>	<b>7,233.2</b>	<b>14.1</b>
Total by air	1,079.0	1,054.4	2.3	8,237.4	7,221.3	14.1
U.S. West	378.6	404.6	-6.4	2,818.1	2,618.6	7.6
U.S. East	227.4	263.0	-13.6	2,177.5	2,005.7	8.6
Japan	208.6	203.5	2.5	1,271.6	1,212.8	4.9
Canada	45.6	40.5	12.5	622.3	478.4	30.1
All Others	218.9	142.8	53.3	1,347.8	905.8	48.8
Visitor arrivals by cruise ships	0.09	0.18	-50.8	16.3	11.9	36.1
<b>TOTAL VISITOR DAYS</b>	<b>6,028,412</b>	<b>6,271,985</b>	<b>-3.9</b>	<b>46,439,113</b>	<b>44,658,238</b>	<b>4.0</b>
Total by air	6,025,749	6,267,793	-3.9	46,092,859	44,381,965	3.9
U.S. West	2,623,194	2,902,705	-9.6	19,394,114	19,112,893	1.5
U.S. East	1,313,126	1,455,323	-9.8	12,135,306	12,016,994	1.0
Japan	796,562	843,659	-5.6	4,563,425	4,836,155	-5.6
Canada	306,766	269,773	13.7	4,058,078	3,400,870	19.3
All Others	986,101	796,333	23.8	5,941,937	5,015,053	18.5
Visitor arrivals by cruise ships	2,663	4,192	-36.5	346,254	276,273	25.3
<b>VISITOR ARRIVALS</b>	<b>651,529</b>	<b>679,920</b>	<b>-4.2</b>	<b>4,885,685</b>	<b>4,766,248</b>	<b>2.5</b>
Total by air	650,120	678,021	-4.1	4,821,782	4,712,109	2.3
U.S. West	285,398	317,138	-10.0	2,029,168	1,997,546	1.6
U.S. East	131,152	140,906	-6.9	1,155,714	1,150,281	0.5
Japan	122,357	125,591	-2.6	751,255	818,078	-8.2
Canada	27,458	23,724	15.7	322,885	266,864	21.0
All Others	83,755	70,662	18.5	562,760	479,339	17.4
Visitor arrivals by cruise ships	1,409	1,899	-25.8	63,903	54,139	18.0
<b>AVERAGE LENGTH OF STAY</b>	<b>9.25</b>	<b>9.22</b>	<b>0.3</b>	<b>9.51</b>	<b>9.37</b>	<b>1.4</b>
Total by air	9.27	9.24	0.3	9.56	9.42	1.5
U.S. West	9.19	9.15	0.4	9.56	9.57	-0.1
U.S. East	10.01	10.33	-3.1	10.50	10.45	0.5
Japan	6.51	6.72	-3.1	6.07	5.91	2.8
Canada	11.17	11.37	-1.8	12.57	12.74	-1.4
All Others	11.77	11.27	4.5	10.56	10.46	0.9
Visitor arrivals by cruise ships	1.89	2.21	-14.4	5.42	5.10	6.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>179.0</b>	<b>168.1</b>	<b>6.5</b>	<b>177.7</b>	<b>162.0</b>	<b>9.7</b>
Total by air	179.1	168.2	6.4	178.7	162.7	9.8
U.S. West	144.3	139.4	3.5	145.3	137.0	6.1
U.S. East	173.1	180.7	-4.2	179.4	166.9	7.5
Japan	261.8	241.2	8.6	278.7	250.8	11.1
Canada	148.5	150.2	-1.1	153.4	140.7	9.0
All Others	222.0	179.3	23.8	226.8	180.6	25.6
Visitor arrivals by cruise ships	33.4	43.2	-22.6	46.9	43.2	8.6
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,656.2</b>	<b>1,551.0</b>	<b>6.8</b>	<b>1,689.4</b>	<b>1,517.6</b>	<b>11.3</b>
Total by air	1,659.7	1,555.1	6.7	1,708.4	1,532.5	11.5
U.S. West	1,326.4	1,275.7	4.0	1,388.8	1,310.9	5.9
U.S. East	1,733.6	1,866.8	-7.1	1,884.1	1,743.6	8.1
Japan	1,704.6	1,620.2	5.2	1,692.7	1,482.5	14.2
Canada	1,659.4	1,707.9	-2.8	1,927.4	1,792.8	7.5
All Others	2,614.0	2,020.7	29.4	2,395.0	1,889.8	26.7
Visitor arrivals by cruise ships	63.2	95.3	-33.7	254.3	220.7	15.3

Source: Hawai'i Tourism Authority

### **Additional Total Air Visitor Highlights:**

- In August 2011, the total number of international honeymooners rose 2.7 percent, mainly due to increases from Canada and other developing markets.
- A lower number of total visitors came to get married (-14.3% to 7,810 visitors) as a result of declines from U.S. West (-17.5%) and Japan (-25.9%), which offset a 16.1 percent growth from U.S. East visitors.
- The number of visitors who came for sporting events was down 35.2 percent (to 5,486 visitors) in August 2011, mainly due to a 46.4 percent drop in U.S. West arrivals. A large number of University of Southern California supporters were here in late August 2010 for the football game against the University of Hawai'i.
- Fewer total visitors also came to visit friends/relatives (-15.1% to 53,644) compared to August 2010, as a result of decreases from U.S. West (-20.1%) and U.S. East (-10.1%).
- For the fifth consecutive month, the total number of visitors who went on group tours fell by double digits. The drop in total group tour activities (-13.1%) in August 2011 resulted from decreases from Japan (-13.1%), U.S. East (-21.8%) and U.S. West (-23.5%).
- The largest decline in visitor arrivals by accommodation type was from timeshare properties, down 12.6 percent compared to August 2010.

### **Major Market Areas:**

#### **U.S. West:**

- Total spending by U.S. West visitors in August 2011 dropped 6.4 percent from last August to \$378.6 million as a result of lower arrivals (-10%). Daily spending by U.S. West visitors was \$144 per person, up from \$139 per person in August 2010.
- Arrivals from the Pacific Region fell 11 percent compared to August 2010, due to decreases from California (-12.9%), Oregon (-10.3%) and Washington (-3%) which offset a 27 percent growth from Alaska. Arrivals from the Mountain Region declined 6.9 percent (Table 2).
- For the first eight months of 2011, total expenditures by U.S. West visitors rose 7.6 percent to \$2.8 billion. Total visitors days (+1.5%) and visitor arrivals (+1.6%) remained higher compared to the same period last year.

#### **U.S. East:**

- A decrease in visitor arrivals (-6.9%) and lower daily spending (\$173 per person, down from \$181 per person in August 2010), led to a 13.6 percent drop in total spending by U.S. East visitors in August 2011 to \$227.4 million.

- The average length of stay by U.S. East visitors in August 2011 decreased to 10.01 days compared to 10.33 days last August.
- Arrivals from all U.S. East regions were lower compared to August 2010: Middle Atlantic (-10%); South Atlantic (-8.3%); New England (-7.7%); East North Central (-7.1%); East South Central (-6.7%); West South Central (-4.9%) and West North Central (-3.3%) (Table 2).
- For the first eight months of 2011, total spending by U.S. East visitors grew 8.6 percent to \$2.2 billion. Visitor days increased 1 percent while visitor arrivals were up slightly (+0.5%) compared to the first eight months of 2010.

### **Japan:**

- Even though arrivals fell 2.6 percent in August 2011, higher average daily spending (\$262 per person, up from \$241 per person in August 2010) contributed to a 2.5 percent growth in total Japanese visitor spending to \$208.6 million. Increased lodging costs, combined with a stronger yen that helped boost shopping expenditures, contributed to the growth in daily spending.
- The average length of stay by total Japanese visitors was 6.51 days compared to 6.72 days last August.
- Japanese arrivals to Hawai'i Island (-15.2% to 16,660 visitors), Kaua'i (-7.6% to 1,984 visitors), Maui (-3.8% to 6,506 visitors) and O'ahu (-1.1% to 115,889 visitors) were lower compared to August 2010.
- For the sixth consecutive month, the number of Japanese visitors who purchased group tours decreased by double-digits, down 13.1 percent to 24,724 visitors in August 2011. In contrast, more Japanese visitors made their own travel arrangements (FIT), which increased 9.1 percent from August 2010.
- While total Japanese arrivals for the first eight months of 2011 fell 8.2 percent, daily spending was higher at \$279 per person, compared to \$251 per person, in the first eight months of 2010. Total spending by Japanese visitors was \$1.3 billion, an increase of 4.9 percent compared to year-to-date 2010.

### **Canada:**

- Total spending by Canadian visitors in August 2011 increased 12.5 percent to \$45.6 million, elevated by a 15.7 percent growth in arrivals. Daily spending by these visitors was \$149 per person, down slightly from \$150 per person in August 2010.
- Canadian visitors who came on international flights jumped 46.4 percent compared to August 2010 (Table 7).
- Noticeably more Canadian visitors in August 2011 traveled FIT (+21.7%) than a year ago.

- For the first eight months of 2011, total expenditures by Canadian visitors climbed 30.1 percent to \$622.3 million. Total visitors days increased 19.3 percent, while visitor arrivals rose 21 percent from the same period last year.

### **Island Highlights:**

- All four of the larger Hawaiian Islands showed decreases in visitor arrivals compared to last August: Hawai'i Island (-6.1%), O'ahu (-5.3%), Maui (-2.4%) and Kaua'i (-1.2%).
- For the month of August 2011, total visitor spending on O'ahu (+10.2% to \$600 million) and Kaua'i (+7.6% to \$116.6 million) increased compared to the same month last year. However, total visitor spending on Maui (-4.8% to \$248.1 million) and Hawai'i Island (-19.4% to \$105.8 million) declined from a year ago.
- For the first eight months of 2011, O'ahu, Maui, Kaua'i, Hawai'i Island and Lāna'i saw increases in both visitor arrivals and total visitor spending. Arrivals to Moloka'i increased, but lower daily spending contributed to a 1.4 percent drop in total spending. Year to date, visitor spending on O'ahu and Kaua'i has shown increases in every month of 2011.

### **Island Highlights for Selected MMAs:**

- **O'ahu:** Total arrivals to O'ahu in August 2011 fell 5.3 percent compared to 2010, as a result of double-digits decreases from U.S. West (-17.6%) and U.S. East (-10.2%), and a 1.1 percent drop from Japan. These declines offset a 16.8 percent growth in arrivals from Canada. For the first eight months of 2011, arrivals to O'ahu from Canada rose 23 percent, but arrivals from U.S. West (-2%), U.S. East (-1.1%) and Japan (-7.7%) were lower than year-to-date 2010.
- **Hawai'i Island:** Total arrivals to Hawai'i Island in August 2011 were down 6.1 percent compared to the same month last year. Decreased arrivals from Japan (-15.2%), U.S. East (-10.4%) and U.S. West (-5%) negated a 6.6 percent growth in Canadian arrivals. For the first eight months of 2011, arrivals to Hawai'i Island from Canada (+24.2%), U.S. West (+4.5%) and U.S. East (+1.2%) increased, but Japanese arrivals dropped 19.9 percent from year-to-date 2010.
- **Maui:** Total arrivals to Maui declined 2.4 percent in August 2011. Lower arrivals from U.S. West (-8.7%), U.S. East (-6.7%) and Japan (-3.8%) offset an 18.7 percent growth in arrivals from Canada. For the first eight months of 2011, arrivals to Maui by Canadian visitors (+17.9%) were much higher compared to the same period last year. Visitors to Maui from U.S. West (+2%) and U.S. East (+1.6%) also increased, but Japanese arrivals fell 6.6 percent compared to the same period last year.
- **Kaua'i:** The drop in total arrivals to Kaua'i (-1.2%) in August 2011 was due to decreases from U.S. East (-8.8%) and Japan (-7.6%), which offset growth from U.S. West (+2.1%) and Canada (+10.7%). For the first eight months of 2011, arrivals to Kaua'i by Canadian visitors (+22.8%) rose significantly compared to the same period

last year. Visitors to Kaua'i from U.S. West (+4.5%) and Japan (+3%) also increased while U.S. East arrivals were comparable to year-to-date 2010.

### August 2011 Island Highlights

CATEGORY AND ISLAND	August 2011	August 2010	% change	YTD 2011	YTD 2010	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,079.1</b>	<b>1,054.6</b>	<b>2.3</b>	<b>8,253.7</b>	<b>7,233.2</b>	<b>14.1</b>
Total by air	1,079.0	1,054.4	2.3	8,237.4	7,221.3	14.1
Oahu	600.0	544.7	10.2	4,157.3	3,636.3	14.3
Maui	248.1	260.8	-4.8	2,144.6	1,865.5	15.0
Molokai	1.9	2.7	-30.7	18.3	18.5	-1.4
Lanai	6.5	6.5	-0.7	59.1	46.2	27.8
Kauai	116.6	108.4	7.6	877.9	750.2	17.0
Big Island	105.8	131.3	-19.4	980.2	904.6	8.4
Visitor arrivals by cruise ships	0.09	0.2	-50.8	16.3	11.9	36.1
<b>TOTAL VISITOR DAYS</b>	<b>6,028,412</b>	<b>6,271,985</b>	<b>-3.9</b>	<b>46,439,113</b>	<b>44,658,238</b>	<b>4.0</b>
Total by air	6,025,749	6,267,793	-3.9	46,092,859	44,381,965	3.9
Oahu	3,143,893	3,278,152	-4.1	22,072,341	21,532,962	2.5
Maui	1,417,488	1,502,390	-5.7	11,895,984	11,433,812	4.0
Molokai	16,270	16,519	-1.5	168,748	160,532	5.1
Lanai	20,334	20,539	-1.0	182,765	164,964	10.8
Kauai	663,171	641,497	3.4	5,188,821	4,928,408	5.3
Big Island	764,593	808,697	-5.5	6,584,200	6,161,287	6.9
Visitor arrivals by cruise ships	2,663	4,192	-36.5	346,254	276,273	25.3
<b>VISITOR ARRIVALS</b>	<b>651,529</b>	<b>679,920</b>	<b>-4.2</b>	<b>4,885,685</b>	<b>4,766,248</b>	<b>2.5</b>
Total by air	650,120	678,021	-4.1	4,821,782	4,712,109	2.3
Oahu	409,222	432,162	-5.3	2,930,213	2,902,062	1.0
Maui	188,982	193,682	-2.4	1,481,139	1,417,896	4.5
Molokai	4,427	4,100	8.0	38,947	33,091	17.7
Lanai	6,546	6,235	5.0	53,456	46,039	16.1
Kauai	89,698	90,774	-1.2	685,954	659,073	4.1
Big Island	113,619	120,957	-6.1	899,872	878,117	2.5
Visitor arrivals by cruise ships	1,409	1,899	-25.8	63,903	54,139	18.0
<b>AVERAGE LENGTH OF STAY</b>	<b>9.25</b>	<b>9.22</b>	<b>0.3</b>	<b>9.51</b>	<b>9.37</b>	<b>1.4</b>
Total by air	9.27	9.24	0.3	9.56	9.42	1.5
Oahu	7.68	7.59	1.3	7.53	7.42	1.5
Maui	7.50	7.76	-3.3	8.03	8.06	-0.4
Molokai	3.68	4.03	-8.8	4.33	4.85	-10.7
Lanai	3.11	3.29	-5.7	3.42	3.58	-4.6
Kauai	7.39	7.07	4.6	7.56	7.48	1.2
Big Island	6.73	6.69	0.7	7.32	7.02	4.3
Visitor arrivals by cruise ships	1.9	2.21	-14.4	5.42	5.10	6.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>179.0</b>	<b>168.1</b>	<b>6.5</b>	<b>177.7</b>	<b>162.0</b>	<b>9.7</b>
Total by air	179.1	168.2	6.4	178.7	162.7	9.8
Oahu	190.9	166.2	14.9	188.3	168.9	11.5
Maui	175.1	173.6	0.9	180.3	163.2	10.5
Molokai	115.3	164.0	-29.7	108.3	115.4	-6.2
Lanai	319.4	318.5	0.3	323.2	280.1	15.4
Kauai	175.9	169.0	4.1	169.2	152.2	11.2
Big Island	138.4	162.3	-14.7	148.9	146.8	1.4
Visitor arrivals by cruise ships	33.4	43.2	-22.6	46.9	43.2	8.6
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,656.2</b>	<b>1,551.0</b>	<b>6.8</b>	<b>1,689.4</b>	<b>1,517.6</b>	<b>11.3</b>
Total by air	1,659.7	1,555.1	6.7	1,708.4	1,532.5	11.5
Oahu	1,466.3	1,260.4	16.3	1,418.8	1,253.0	13.2
Maui	1,313.0	1,346.4	-2.5	1,448.0	1,315.7	10.1
Molokai	423.9	660.8	-35.9	469.3	560.0	-16.2
Lanai	992.0	1,049.3	-5.5	1,104.9	1,003.6	10.1
Kauai	1,300.2	1,194.3	8.9	1,279.9	1,138.2	12.4
Big Island	931.3	1,085.4	-14.2	1,089.3	1,030.2	5.7
Visitor arrivals by cruise ships	63.2	95.3	-33.7	254.3	220.7	15.3

Source: Hawai'i Tourism Authority

### **Meetings, Conventions, Incentive Visitor Highlights:**

- Meeting, Convention and Incentive (MCI) visitors rose 3.1 percent in August 2011.
- Total visitors who came for conventions declined 12 percent from August 2010 to 9,289 visitors.
- Total visitors who came for corporate meetings fell 6.9 percent compared to last August to 3,808 visitors.
- The total number of visitors who came on incentives climbed 72.7 percent from August 2010 to 4,790 visitors. The number of Japanese incentive travelers more than doubled in August 2011 (2,393 visitors from 942 visitors in August 2010), while U.S. East incentive travelers rose 68.1 percent to 999 visitors.
- For the first eight months of 2011, the total number of MCI visitors grew 29.1 percent from year-to-date 2010 with increases from all segments: conventions (+30%); corporate meetings (+25.7%) and incentives (+29.3%).

### **Total Air Seats to Hawai'i (Table 9, page 25):**

- Total air seats for August 2011 fell 2.4 percent from last August. The decrease was due to fewer scheduled seats from U.S. East (-27.9%) and U.S. West (-4.9%), which offset growth in scheduled air seats from other markets. In contrast, the number of charter seats rose 74.5 percent compared to August 2010 mainly due to increases in charter service from Japan.
- The decline in scheduled seats from U.S. East resulted from the suspension of flights from Minneapolis and Detroit. In addition, there were reductions in service from Chicago to Honolulu and Kahului; and from Houston to Honolulu.
- Scheduled air seats from U.S. West dropped 4.9 percent due to fewer seats from Los Angeles, San Francisco, Seattle, Portland and San Diego. These decreases offset recently added service from Bellingham, a doubling of seats from Anchorage, and increased service from San Jose, Phoenix, Las Vegas and Salt Lake City.
- Total scheduled seat capacity from Japan rose 1.5 percent. Newly added service from Haneda, and increased service from Nagoya and Osaka, offset fewer seats from Narita. Increased charter service from Narita by Korean Airlines and Japan Airlines contributed to the large growth in international charter seats for August 2011.
- Increased flight activity from Vancouver to Honolulu and Kahului by WestJet boosted scheduled seats from Canada by 50.4 percent.
- Total scheduled seats from Other Asia climbed 90.6 percent from August 2010. The availability of scheduled air seats from South Korea rose 75.2 percent in August 2011 compared to the same month last year. In addition, China Eastern airlines began scheduled service from Shanghai to Honolulu on August 9, 2011.

- Total scheduled seats from Oceania rose 22.3 percent from August 2010, boosted by more Hawaiian Airlines' flights from Sydney which contributed to a 27.1 percent growth in seats from Australia.

**Cruise Ship Visitors (Table 8, page 24):**

- There was a total of 9,576 cruise visitors in August 2011, a decrease of 14.5 percent from 2010. Total cruise visitor days declined 16.4 percent and total days spent in Hawai'i was 9.46 days, compared to 9.67 days in August 2010.
- One cruise ship came in August 2011, with 1,409 visitors on board. This was a decrease from the 1,899 visitors aboard the cruise ship that came in August 2010.
- For the first seven months of 2011, a total of 134,110 visitors came by cruise ship or by air to board cruise ships, 6.7 percent higher compared to year-to-date 2010. Visitor days for all cruise ship visitors rose 4.9 percent from the same period last year.

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Note: Monthly visitor statistics releases can be viewed at <http://www.hawaiitourismauthority.org>

	TABLE 1. TOTAL VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	6,025,749	6,267,793	-3.9%	46,092,859	44,381,965	3.9%
TOTAL VISITORS	650,120	678,021	-4.1%	4,821,782	4,712,109	2.3%
DOMESTIC	458,572	502,637	-8.8%	3,497,739	3,416,324	2.4%
INTERNATIONAL	191,548	175,384	9.2%	1,324,043	1,295,785	2.2%
AVERAGE DAILY CENSUS	194,379	202,187	-3.9%	189,683	182,642	3.9%
TOTAL AIR SEATS (EST)	817,221	837,360	-2.4%	6,343,754	6,286,545	0.9%
TOTAL LOAD FACTOR (EST)	94.0%	96.1%	-2.2	90.1%	89.3%	0.8
<b>ISLANDS VISITED</b>						
O'ahu	409,222	432,162	-5.3%	2,930,213	2,902,062	1.0%
O'ahu only	307,282	324,758	-5.4%	2,152,067	2,143,094	0.4%
Kaua'i	89,698	90,774	-1.2%	685,954	659,073	4.1%
Kaua'i only	49,490	47,335	4.6%	362,270	346,225	4.6%
Maui County	191,951	197,403	-2.8%	1,510,481	1,446,124	4.5%
Maui	188,982	193,682	-2.4%	1,481,139	1,417,896	4.5%
Maui only	117,855	121,001	-2.6%	933,334	899,080	3.8%
Moloka'i *	4,427	4,100	8.0%	38,947	33,091	17.7%
Moloka'i only *	452	538	-15.9%	4,758	4,388	8.4%
Lāna'i *	6,546	6,235	5.0%	53,456	46,039	16.1%
Lāna'i only *	806	904	-10.8%	8,065	7,093	13.7%
Big Island	113,619	120,957	-6.1%	899,872	878,117	2.5%
Kona side	94,441	101,385	-6.8%	755,778	728,977	3.7%
Hilo side	41,194	42,780	-3.7%	332,496	327,039	1.7%
Big Island only	53,303	56,679	-6.0%	433,893	410,607	5.7%
Any Neighbor Island	342,838	353,263	-3.0%	2,669,715	2,569,014	3.9%
NI only	240,898	245,859	-2.0%	1,891,569	1,810,047	4.5%
O'ahu & NI	101,940	107,404	-5.1%	778,146	758,968	2.5%
Any one island only	529,188	551,214	-4.0%	3,894,387	3,810,487	2.2%
Multiple Islands	120,932	126,806	-4.6%	927,395	901,621	2.9%
Avg. Islands Visited	1.25	1.25	-0.1%	1.26	1.26	0.2%
Average Length of Stay in Hawai'i	9.27	9.24	0.3%	9.56	9.42	1.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	417,874	427,949	-2.4%	2,990,991	2,930,842	2.1%
Hotel only	368,851	377,160	-2.2%	2,603,067	2,564,526	1.5%
Plan to stay in Condo	114,592	118,635	-3.4%	898,361	835,834	7.5%
Condo only	89,889	92,820	-3.2%	704,735	655,802	7.5%
Plan to stay in Timeshare	62,830	71,864	-12.6%	480,478	494,011	-2.7%
Timeshare only	49,172	56,223	-12.5%	367,887	378,753	-2.9%
Cruise Ship	9,143	10,769	-15.1%	87,175	88,019	-1.0%
Friends/Relatives	57,982	65,036	-10.8%	459,682	475,297	-3.3%
Bed & Breakfast	5,391	5,522	-2.4%	47,426	42,845	10.7%
Other	9,222	9,917	-7.0%	73,903	79,190	-6.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	557,333	578,537	-3.7%	3,970,704	3,901,405	1.8%
Honeymoon	39,882	42,093	-5.3%	299,804	309,088	-3.0%
Get Married	7,810	9,113	-14.3%	74,477	76,500	-2.6%
Pleasure/Vacation	518,664	536,662	-3.4%	3,668,685	3,589,343	2.2%
<b>Mtgs/Conventions/Incentive</b>						
Conventions	17,443	16,918	3.1%	296,886	229,950	29.1%
Corporate Meetings	9,289	10,561	-12.0%	171,636	132,034	30.0%
Incentive	3,808	4,090	-6.9%	60,282	47,963	25.7%
Other Business	4,790	2,774	72.7%	76,130	58,885	29.3%
<b>Other Business</b>						
Visit Friends/Rel.	19,780	21,072	-6.1%	161,311	159,015	1.4%
Gov't/Military	53,644	63,173	-15.1%	434,951	447,348	-2.8%
Attend School	10,717	10,890	-1.6%	75,684	86,809	-12.8%
Sport Events	3,600	4,504	-20.1%	14,087	16,506	-14.7%
Sport Events	5,486	8,461	-35.2%	47,856	42,295	13.1%
<b>TRAVEL STATUS</b>						
% First Timers **	32.7	31.7	0.9	33.5	33.5	0.0
% Repeaters **	67.3	68.3	-0.9	66.5	66.5	0.0
Average # of Trips	5.10	5.27	-3.2%	5.08	5.10	-0.4%
<b>Group Tour</b>						
Group Tour	39,876	45,886	-13.1%	406,831	436,293	-6.8%
Non-Group	610,244	632,135	-3.5%	4,414,951	4,275,816	3.3%
<b>Package Trip</b>						
Package Trip	232,198	250,349	-7.3%	1,643,355	1,666,961	-1.4%
No Package	417,922	427,672	-2.3%	3,178,427	3,045,148	4.4%
Net True Independent	409,542	420,020	-2.5%	3,100,650	2,975,201	4.2%

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

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*Collaboration of the following agencies are gratefully acknowledged: Airlines, State Department of Agriculture - Plant Quarantine Branch, State Department of Transportation - Airport Division, and U.S. Department of Homeland Security, Bureau of Customs & Border Protection, - Honolulu office.*

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	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	4,443,563	4,814,422	-7.7%	35,277,603	34,231,739	3.1%
DOMESTIC VISITORS	458,572	502,637	-8.8%	3,497,739	3,416,324	2.4%
DOMESTIC AVERAGE DAILY CENSUS	143,341	155,304	-7.7%	145,175	140,871	3.1%
DOMESTIC AIR SEATS (EST)	576,641	626,242	-7.9%	4,529,596	4,569,260	-0.9%
DOMESTIC LOAD FACTOR (EST)	96.9%	98.0%	-1.1	93.8%	91.2%	2.6
ISLANDS VISITED						
O'ahu	235,690	270,642	-12.9%	1,765,451	1,758,723	0.4%
O'ahu only	169,946	195,906	-13.3%	1,244,565	1,238,396	0.5%
Kaua'i	82,225	84,525	-2.7%	620,456	603,898	2.7%
Kaua'i only	48,536	46,414	4.6%	350,767	334,052	5.0%
Maui County	164,010	178,318	-8.0%	1,282,973	1,248,808	2.7%
Maui	161,301	175,048	-7.9%	1,257,157	1,223,453	2.8%
Maui only	108,595	115,733	-6.2%	840,812	813,325	3.4%
Moloka'i *	3,094	3,557	-13.0%	30,909	28,273	9.3%
Moloka'i only *	352	500	-29.6%	4,258	4,240	0.4%
Lāna'i *	4,553	5,460	-16.6%	43,406	39,046	11.2%
Lāna'i only *	783	876	-10.6%	7,577	6,984	8.5%
Big Island	86,157	92,818	-7.2%	702,945	677,367	3.8%
Kona side	74,144	79,506	-6.7%	610,942	582,656	4.9%
Hilo side	29,528	32,485	-9.1%	237,002	238,453	-0.6%
Big Island only	47,235	49,540	-4.7%	391,683	365,671	7.1%
Any Neighbor Island	288,626	306,730	-5.9%	2,253,174	2,177,928	3.5%
NI only	222,882	231,994	-3.9%	1,732,288	1,657,601	4.5%
O'ahu & NI	65,744	74,736	-12.0%	520,886	520,327	0.1%
Any one island only	375,447	408,969	-8.2%	2,839,662	2,762,667	2.8%
Multiple Islands	83,125	93,668	-11.3%	658,077	653,656	0.7%
Avg. Islands Visited	1.25	1.26	-0.6%	1.26	1.27	-0.3%
Average Length of Stay in Hawai'i	9.69	9.58	1.2%	10.09	10.02	0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	269,199	294,405	-8.6%	1,949,521	1,894,915	2.9%
Hotel only	231,078	251,529	-8.1%	1,633,014	1,589,358	2.7%
Plan to stay in Condo	84,437	91,261	-7.5%	703,237	664,579	5.8%
Condo only	66,653	71,290	-6.5%	550,855	520,672	5.8%
Plan to stay in Timeshare	53,924	61,193	-11.9%	429,099	440,081	-2.5%
Timeshare only	42,440	47,919	-11.4%	330,662	341,011	-3.0%
Cruise Ship	7,580	10,116	-25.1%	73,116	79,778	-8.4%
Friends/Relatives	48,540	57,033	-14.9%	405,603	422,822	-4.1%
Bed & Breakfast	4,671	4,756	-1.8%	39,105	36,174	8.1%
Other	7,585	8,050	-5.8%	61,448	62,636	-1.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	389,629	424,320	-8.2%	2,863,917	2,799,309	2.3%
Honeymoon	27,256	31,054	-12.2%	144,719	148,648	-2.6%
Get Married	4,961	5,358	-7.4%	36,120	35,047	3.1%
Pleasure/Vacation	362,995	394,087	-7.9%	2,722,981	2,654,731	2.6%
Mtgs/Conventions/Incentive	11,059	12,581	-12.1%	219,037	176,417	24.2%
Conventions	5,970	7,760	-23.1%	132,198	104,336	26.7%
Corporate Meetings	3,342	3,489	-4.2%	48,275	39,170	23.2%
Incentive	2,103	1,709	23.0%	47,677	40,319	18.3%
Other Business	17,309	19,336	-10.5%	142,741	145,641	-2.0%
Visit Friends/Rel.	47,269	54,820	-13.8%	385,585	397,546	-3.0%
Govt/Military	8,023	8,982	-10.7%	58,687	66,458	-11.7%
Attend School	3,192	3,497	-8.7%	10,676	10,470	2.0%
Sport Events	3,669	7,026	-47.8%	30,994	24,047	28.9%
<b>TRAVEL STATUS</b>						
% First Timers **	31.0	31.1	-0.1	29.3	29.9	-0.5
% Repeaters **	69.0	68.9	0.1	70.7	70.1	0.5
Average # of Trips	5.44	5.43	0.2%	5.63	5.62	0.1%
Group Tour	9,684	11,980	-19.2%	119,702	111,781	7.1%
Non-Group	448,888	490,657	-8.5%	3,378,037	3,304,543	2.2%
Package Trip	130,987	147,733	-11.3%	891,892	889,473	0.3%
No Package	327,585	354,904	-7.7%	2,605,847	2,526,851	3.1%
Net True Independent	324,299	350,984	-7.6%	2,569,157	2,494,471	3.0%

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

Source: Hawai'i Tourism Authority

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
UNITED STATES	402,623	445,144	-9.6%	3,113,037	3,069,226	1.4%
Pacific Region	240,243	269,807	-11.0%	1,603,878	1,579,221	1.6%
...California	185,978	213,458	-12.9%	1,110,346	1,119,560	-0.8%
...Oregon	14,797	16,505	-10.3%	136,483	128,159	6.5%
...Washington	35,981	37,099	-3.0%	308,204	288,735	6.7%
Mountain Region	36,431	39,116	-6.9%	383,153	371,350	3.2%
West North Central	9,743	10,071	-3.3%	148,026	138,960	6.5%
West South Central	23,342	24,551	-4.9%	203,915	205,397	-0.7%
...Texas	19,454	20,532	-5.3%	162,682	163,496	-0.5%
East North Central	21,397	23,042	-7.1%	241,486	231,936	4.1%
East South Central	4,655	4,991	-6.7%	52,297	55,295	-5.4%
New England	9,254	10,024	-7.7%	72,612	70,929	2.4%
Middle Atlantic	27,956	31,055	-10.0%	165,467	168,286	-1.7%
...New Jersey	8,279	9,618	-13.9%	43,081	45,541	-5.4%
...New York	13,293	14,916	-10.9%	75,258	75,793	-0.7%
South Atlantic	28,977	31,597	-8.3%	237,160	242,550	-2.2%
CANADA	15,583	15,614	-0.2%	138,149	104,350	32.4%
JAPAN	781	884	-11.6%	4,740	5,320	-10.9%
EUROPE MMA	14,715	15,777	-6.7%	65,577	63,371	3.5%
...France	1,472	1,366	7.8%	6,200	5,727	8.3%
...Germany	3,828	3,939	-2.8%	20,075	19,109	5.1%
...Italy	3,246	3,806	-14.7%	6,987	7,540	-7.3%
...Switzerland	1,180	953	23.9%	7,440	5,780	28.7%
...United Kingdom	4,989	5,713	-12.7%	24,875	25,216	-1.4%
OTHER ASIA MMA	3,448	3,235	6.6%	26,483	24,554	7.9%
...People's Republic of China	2,434	1,884	29.2%	18,788	16,477	14.0%
...Taiwan	182	243	-25.1%	1,028	1,135	-9.5%
...Hong Kong	162	139	16.7%	1,007	901	11.7%
...Korea	616	912	-32.5%	4,988	5,381	-7.3%
...Singapore	54	57	-5.5%	672	659	2.0%
LATIN AMERICA MMA	1,595	1,410	13.1%	14,365	12,566	14.3%
...Argentina	270	246	9.6%	2,987	2,178	37.1%
...Brazil	736	586	25.5%	6,240	6,000	4.0%
...Mexico	589	577	2.1%	5,138	4,388	17.1%
OCEANIA MMA	4,168	3,692	12.9%	28,237	24,101	17.2%
...Australia	3,689	3,211	14.9%	25,454	21,505	18.4%
...New Zealand	479	481	-0.4%	2,783	2,596	7.2%
OTHER MMA	16,284	17,771	-8.4%	112,193	118,136	-5.0%
...Ireland	147	351	-58.2%	1,139	1,401	-18.7%
...Indonesia	53	22	140.6%	401	286	40.1%
...Malaysia	50	7	593.6%	223	135	65.6%
...Philippines	270	384	-29.7%	2,189	2,491	-12.1%
...Thailand	47	50	-6.5%	365	353	3.3%
...Other	15,717	16,956	-7.3%	107,876	113,470	-4.9%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,582,186	1,453,371	8.9%	10,815,256	10,150,225	6.6%
INTERNATIONAL VISITORS	191,548	175,384	9.2%	1,324,043	1,295,785	2.2%
INTERNATIONAL AVERAGE DAILY CENSUS	51,038	46,883	8.9%	44,507	41,770	6.6%
INTERNATIONAL AIR SEATS (EST)	240,580	211,118	14.0%	1,814,158	1,717,285	5.6%
INTERNATIONAL LOAD FACTOR (EST)	86.8%	90.5%	-3.7	81.0%	84.3%	-3.3
<b>ISLANDS VISITED</b>						
O'ahu	173,532	161,520	7.4%	1,164,762	1,143,339	1.9%
O'ahu only	137,336	128,851	6.6%	907,502	904,699	0.3%
Kaua'i	7,473	6,249	19.6%	65,498	55,174	18.7%
Kaua'i only	954	921	3.6%	11,503	12,174	-5.5%
Maui County	27,941	19,086	46.4%	227,508	197,316	15.3%
Maui	27,681	18,634	48.6%	223,982	194,443	15.2%
Maui only	9,260	5,269	75.8%	92,522	85,756	7.9%
Moloka'i *	1,333	543	145.6%	8,038	4,817	66.9%
Moloka'i only *	100	37	166.7%	500	148	238.9%
Lāna'i *	1,993	775	157.1%	10,050	6,993	43.7%
Lāna'i only *	23	28	-18.0%	488	109	349.3%
Big Island	27,462	28,139	-2.4%	196,927	200,750	-1.9%
Kona side	20,297	21,879	-7.2%	144,836	146,321	-1.0%
Hilo side	11,666	10,295	13.3%	95,494	88,586	7.8%
Big Island only	6,068	7,139	-15.0%	42,210	44,936	-6.1%
Any Neighbor Island	54,212	46,533	16.5%	416,541	391,086	6.5%
NI only	18,016	13,864	29.9%	159,281	152,446	4.5%
O'ahu & NI	36,196	32,669	10.8%	257,260	238,640	7.8%
Any one island only	153,741	142,245	8.1%	1,054,725	1,047,820	0.7%
Multiple Islands	37,807	33,139	14.1%	269,318	247,965	8.6%
Avg. Islands Visited	1.25	1.23	1.6%	1.26	1.24	1.8%
Average Length of Stay in Hawai'i	8.26	8.29	-0.3%	8.17	7.83	4.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	148,675	133,544	11.3%	1,041,470	1,035,927	0.5%
Hotel only	137,773	125,631	9.7%	970,053	975,168	-0.5%
Plan to stay in Condo	30,155	27,374	10.2%	195,124	171,255	13.9%
Condo only	23,236	21,530	7.9%	153,880	135,130	13.9%
Plan to stay in Timeshare	8,906	10,671	-16.5%	51,379	53,930	-4.7%
Timeshare only	6,732	8,304	-18.9%	37,225	37,741	-1.4%
Cruise Ship	1,563	653	139.4%	14,059	8,241	70.6%
Friends/Relatives	9,442	8,002	18.0%	54,079	52,475	3.1%
Bed & Breakfast	720	766	-6.0%	8,321	6,671	24.7%
Other	1,637	1,867	-12.3%	12,455	16,554	-24.8%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	167,704	154,217	8.7%	1,106,787	1,102,096	0.4%
Honeymoon	12,626	11,039	14.4%	155,085	160,440	-3.3%
Get Married	2,849	3,755	-24.1%	38,357	41,454	-7.5%
Pleasure/Vacation	155,669	142,575	9.2%	945,704	934,612	1.2%
<b>Mtgs/Conventions/Incentive</b>						
Conventions	6,384	4,337	47.2%	77,849	53,534	45.4%
Corporate Meetings	3,319	2,801	18.5%	39,438	27,698	42.4%
Incentive	466	601	-22.5%	12,007	8,793	36.6%
Other Business	2,687	1,065	152.3%	28,453	18,567	53.2%
<b>Other Business</b>						
Visit Friends/Rel.	2,471	1,736	42.4%	18,570	13,374	38.9%
Govt/Military	6,375	8,352	-23.7%	49,366	49,802	-0.9%
Attend School	2,694	1,908	41.2%	16,997	20,351	-16.5%
Sport Events	408	1,007	-59.5%	3,411	6,037	-43.5%
	1,817	1,435		16,862	18,248	-7.6%
<b>TRAVEL STATUS</b>						
% First Timers **	36.7	33.5	3.2	44.6	43.1	1.5
% Repeaters **	63.3	66.5	-3.2	55.4	56.9	-1.5
Average # of Trips	4.29	4.82	-10.9%	3.65	3.75	-2.6%
<b>Group Tour</b>						
Group Tour	30,192	33,906	-11.0%	287,129	324,512	-11.5%
Non-Group	161,356	141,478	14.1%	1,036,914	971,273	6.8%
<b>Package Trip</b>						
Package Trip	101,211	102,616	-1.4%	751,463	777,488	-3.3%
No Package	90,337	72,768	24.1%	572,580	518,297	10.5%
Net True Independent	85,243	69,037	23.5%	531,493	480,730	10.6%

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

Source: Hawai'i Tourism Authority

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,623,194	2,902,705	-9.6%	19,394,114	19,112,893	1.5%
TOTAL VISITORS	285,398	317,138	-10.0%	2,029,168	1,997,546	1.6%
Domestic	276,674	308,923	-10.4%	1,987,031	1,950,571	1.9%
International	8,724	8,215	6.2%	42,137	46,975	-10.3%
AVERAGE DAILY CENSUS	84,619	93,636	-9.6%	79,811	78,653	1.5%
<b>ISLANDS VISITED</b>						
O'ahu	127,972	155,277	-17.6%	893,491	912,074	-2.0%
O'ahu only	102,112	123,951	-17.6%	695,108	708,032	-1.8%
Kaua'i	49,599	48,563	2.1%	346,919	331,936	4.5%
Kaua'i only	35,912	34,094	5.3%	242,934	228,628	6.3%
Maui County	99,212	108,616	-8.7%	725,020	710,921	2.0%
Maui	97,519	106,756	-8.7%	710,304	696,607	2.0%
Maui only	78,564	83,592	-6.0%	561,109	544,194	3.1%
Moloka'i *	1,598	1,711	-6.6%	15,351	13,810	11.2%
Moloka'i only *	239	317	-24.6%	2,900	2,772	4.6%
Lāna'i *	2,349	2,696	-12.9%	21,059	18,635	13.0%
Lāna'i only *	553	516	7.1%	4,614	4,302	7.3%
Big Island	48,184	50,698	-5.0%	374,327	358,335	4.5%
Kona side	42,438	44,720	-5.1%	332,592	314,711	5.7%
Hilo side	13,481	14,151	-4.7%	105,122	103,745	1.3%
Big Island only	33,901	34,664	-2.2%	260,428	243,228	7.1%
Any Neighbor Island	183,286	193,187	-5.1%	1,334,060	1,289,514	3.5%
NI only	157,426	161,861	-2.7%	1,135,677	1,085,471	4.6%
O'ahu & NI	25,860	31,326	-17.4%	198,383	204,042	-2.8%
Any one island only	251,281	277,134	-9.3%	1,767,093	1,731,157	2.1%
Multiple Islands	34,117	40,004	-14.7%	262,075	266,389	-1.6%
Avg. Islands Visited	1.15	1.15	-0.6%	1.16	1.17	-0.3%
Average Length of Stay in Hawai'i	9.19	9.15	0.4%	9.56	9.57	-0.1%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	151,402	170,983	-11.5%	1,016,538	1,002,066	1.4%
Hotel only	132,150	148,479	-11.0%	863,899	853,076	1.3%
Plan to stay in Condo	61,154	66,512	-8.1%	469,111	446,831	5.0%
Condo only	50,981	53,971	-5.5%	382,998	364,445	5.1%
Plan to stay in Timeshare	37,960	43,158	-12.0%	278,375	285,933	-2.6%
Timeshare only	30,785	34,918	-11.8%	221,348	227,765	-2.8%
Cruise Ship	1,974	2,454	-19.6%	17,371	19,428	-10.6%
Friends/Relatives	32,121	38,028	-15.5%	247,073	260,214	-5.1%
Bed & Breakfast	1,708	1,980	-13.7%	17,267	16,290	6.0%
Other	4,378	4,687	-6.6%	37,172	36,828	0.9%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	242,605	267,634	-9.4%	1,679,592	1,653,473	1.6%
Honeymoon	12,503	13,978	-10.6%	63,789	64,724	-1.4%
Get Married	2,891	3,505	-17.5%	21,136	19,757	7.0%
Pleasure/Vacation	230,260	253,754	-9.3%	1,615,105	1,589,574	1.6%
Mtgs/Conventions/Incentive	5,265	7,118	-26.0%	91,957	75,904	21.1%
Conventions	2,727	4,503	-39.4%	53,694	45,268	18.6%
Corporate Meetings	1,833	1,911	-4.1%	23,907	19,016	25.7%
Incentive	857	870	-1.5%	17,798	14,445	23.2%
Other Business	11,101	12,662	-12.3%	91,347	92,303	-1.0%
Visit Friends/Rel.	29,744	37,229	-20.1%	228,077	239,681	-4.8%
Govt/Military	3,737	3,793	-1.5%	26,666	28,116	-5.2%
Attend School	1,891	1,994	-5.2%	5,590	5,896	-5.2%
Sport Events	2,976	5,553	-46.4%	18,692	16,151	15.7%
<b>TRAVEL STATUS</b>						
% First Timers **	20.4	20.3	0.1	18.7	19.3	-0.6
% Repeaters **	79.6	79.7	-0.1	81.3	80.7	0.6
Average # of Trips	6.58	6.59	-0.1%	6.86	6.84	0.3%
Group Tour	3,682	4,812	-23.5%	39,503	39,037	1.2%
Non-Group	281,716	312,327	-9.8%	1,989,665	1,958,509	1.6%
Package Trip	75,306	86,386	-12.8%	459,637	462,976	-0.7%
No Package	210,092	230,752	-9.0%	1,569,531	1,534,570	2.3%
Net True Independent	208,682	229,051	-8.9%	1,554,863	1,521,685	2.2%

\*\* Change represents absolute change in rates rather percentage change in rates.

Source: Hawai'i Tourism Authority

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR					
	(Includes States East of Rocky Mountains)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,313,126	1,455,323	-9.8%	12,135,306	12,016,994	1.0%
TOTAL VISITORS	131,152	140,906	-6.9%	1,155,714	1,150,281	0.5%
Domestic	125,324	135,331	-7.4%	1,120,964	1,113,354	0.7%
International	5,828	5,575	4.5%	34,750	36,927	-5.9%
AVERAGE DAILY CENSUS	42,359	46,946	-9.8%	49,940	49,453	1.0%
<b>ISLANDS VISITED</b>						
O'ahu	79,967	89,067	-10.2%	681,196	688,438	-1.1%
O'ahu only	50,967	55,439	-8.1%	421,318	428,335	-1.6%
Kaua'i	25,341	27,793	-8.8%	224,464	223,939	0.2%
Kaua'i only	10,219	9,827	4.0%	87,118	87,043	0.1%
Maui County	47,968	51,677	-7.2%	442,417	435,695	1.5%
Maui	47,222	50,630	-6.7%	433,408	426,531	1.6%
Maui only	23,008	22,838	0.7%	219,875	215,238	2.2%
Moloka'i *	1,014	1,270	-20.2%	11,494	11,104	3.5%
Moloka'i only*	84	118	-28.6%	1,039	1,100	-5.5%
Lāna'i *	1,647	2,254	-26.9%	18,955	17,596	7.7%
Lāna'i only*	175	300	-41.6%	2,670	2,247	18.8%
Big Island	27,982	31,225	-10.4%	259,986	256,898	1.2%
Kona side	23,344	25,994	-10.2%	220,438	215,545	2.3%
Hilo side	11,649	13,458	-13.4%	106,974	110,663	-3.3%
Big Island only	10,486	10,764	-2.6%	102,631	97,020	5.8%
Any Neighbor Island	80,185	85,468	-6.2%	734,396	721,946	1.7%
NI only	51,185	51,839	-1.3%	474,518	461,843	2.7%
O'ahu & NI	29,000	33,628	-13.8%	259,878	260,103	-0.1%
Any one island only	94,939	99,285	-4.4%	834,651	830,983	0.4%
Multiple Islands	36,213	41,621	-13.0%	321,063	319,299	0.6%
Avg. Islands Visited	1.40	1.44	-2.7%	1.41	1.41	-0.2%
Average Length of Stay in Hawai'i	10.01	10.33	-3.1%	10.50	10.45	0.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	85,226	89,783	-5.1%	725,987	711,959	2.0%
Hotel only	70,213	73,932	-5.0%	590,312	581,605	1.5%
Plan to stay in Condo	18,238	19,695	-7.4%	176,266	171,216	2.9%
Condo only	12,711	13,342	-4.7%	122,510	120,460	1.7%
Plan to stay in Timeshare	12,973	15,290	-15.2%	129,504	135,418	-4.4%
Timeshare only	9,479	10,800	-12.2%	93,663	97,778	-4.2%
Cruise Ship	4,385	6,113	-28.3%	46,143	50,858	-9.3%
Friends/Relatives	15,635	16,947	-7.7%	137,534	143,687	-4.3%
Bed & Breakfast	1,637	1,729	-5.3%	14,513	13,600	6.7%
Other	3,000	2,874	4.4%	23,077	24,077	-4.2%

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

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	104,293	113,530	-8.1%	902,675	902,747	0.0%
Honeymoon	11,083	12,251	-9.5%	61,884	64,734	-4.4%
Get Married	1,894	1,631	16.1%	13,916	13,211	5.3%
Pleasure/Vacation	93,794	101,749	-7.8%	842,784	840,207	0.3%
<b>Mtgs/Conventions/Incentive</b>						
Conventions	5,617	4,563	23.1%	103,332	85,444	20.9%
Corporate Meetings	3,227	2,587	24.7%	62,389	49,615	25.7%
Incentive	1,555	1,527	1.8%	20,425	17,539	16.5%
Incentive	999	594	68.1%	25,087	22,291	12.5%
<b>Other Business</b>						
Visit Friends/Rel.	6,038	6,028	0.2%	46,498	47,984	-3.1%
Gov't/Military	15,089	16,785	-10.1%	135,546	139,583	-2.9%
Attend School	5,434	5,433	0.0%	35,706	43,003	-17.0%
Sport Events	770	1,011	-23.8%	3,076	4,221	-27.1%
Sport Events	621	815	-23.8%	10,128	5,448	85.9%
<b>TRAVEL STATUS</b>						
% First Timers **	44.8	44.9	-0.1	41.5	42.4	-0.9
% Repeaters **	55.2	55.1	0.1	58.5	57.6	0.9
Average # of Trips	3.79	3.75	1.2%	4.06	4.03	0.8%
<b>Group Tour</b>						
Group Tour	3,162	4,041	-21.8%	55,492	51,555	7.6%
Non-Group	127,990	136,865	-6.5%	1,100,222	1,098,726	0.1%
<b>Package Trip</b>						
Package Trip	34,843	40,611	-14.2%	307,748	315,672	-2.5%
No Package	96,309	100,296	-4.0%	847,966	834,609	1.6%
Net True Independent	95,251	98,660	-3.5%	832,385	820,534	1.4%

\*\* Change represents absolute change in rates rather percentage change in rates.

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	796,562	843,659	-5.6%	4,563,425	4,836,155	-5.6%
TOTAL VISITORS	122,357	125,591	-2.6%	751,255	818,078	-8.2%
Domestic	781	884	-11.6%	4,740	5,320	-10.9%
International	121,576	124,707	-2.5%	746,515	812,758	-8.2%
AVERAGE DAILY CENSUS	25,696	27,215	-5.6%	18,779	19,902	-5.6%
<b>ISLANDS VISITED</b>						
O'ahu	115,889	117,153	-1.1%	720,897	780,824	-7.7%
O'ahu only	98,185	98,212	0.0%	608,609	650,392	-6.4%
Kaua'i	1,984	2,147	-7.6%	13,873	13,474	3.0%
Kaua'i only	384	286	34.4%	2,023	1,219	66.0%
Maui County	6,629	6,919	-4.2%	39,935	42,270	-5.5%
Maui	6,506	6,760	-3.8%	38,876	41,603	-6.6%
Maui only	1,328	1,927	-31.1%	7,274	7,629	-4.7%
Moloka'i *	44	105	-58.1%	1,105	764	44.6%
Moloka'i only*	0	1	-100.0%	30	2	1196.6%
Lāna'i *	310	106	191.9%	1,447	945	53.1%
Lāna'i only*	22	26	-15.1%	202	39	423.5%
Big Island	16,660	19,655	-15.2%	100,967	126,055	-19.9%
Kona side	12,158	15,036	-19.1%	66,890	88,067	-24.0%
Hilo side	5,480	5,829	-6.0%	45,086	47,703	-5.5%
Big Island only	4,349	6,013	-27.7%	18,897	26,889	-29.7%
Any Neighbor Island	24,172	27,378	-11.7%	142,646	167,686	-14.9%
NI only	6,468	8,438	-23.3%	30,358	37,254	-18.5%
O'ahu & NI	17,704	18,941	-6.5%	112,288	130,432	-13.9%
Anyone island only	104,268	106,466	-2.1%	637,035	686,170	-7.2%
Multiple Islands	18,089	19,125	-5.4%	114,220	131,908	-13.4%
Avg. Islands Visited	1.16	1.16	-0.5%	1.17	1.18	-0.9%
Average Length of Stay in Hawai'i	6.51	6.72	-3.1%	6.07	5.91	2.8%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	98,739	99,884	-1.1%	644,918	712,912	-9.5%
Hotel only	95,240	96,108	-0.9%	629,184	696,742	-9.7%
Plan to stay in Condo	18,683	19,161	-2.5%	85,357	81,549	4.7%
Condo only	15,043	15,801	-4.8%	71,149	67,261	5.8%
Plan to stay in Timeshare	7,546	8,468	-10.9%	27,327	27,106	0.8%
Timeshare only	5,860	6,928	-15.4%	21,126	21,448	-1.5%
Cruise Ship	83	56	49.3%	390	613	-36.3%
Friends/Relatives	1,527	1,824	-16.3%	10,759	11,383	-5.5%
Bed & Breakfast	153	174	-12.3%	1,011	1,366	-26.0%
Other	31	556	-94.4%	429	1,200	-64.2%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	114,324	117,176	-2.4%	654,315	719,748	-9.1%
Honeymoon	7,875	9,046	-12.9%	113,759	125,966	-9.7%
Get Married	2,275	3,072	-25.9%	32,807	35,474	-7.5%
Pleasure/Vacation	106,584	107,671	-1.0%	535,648	588,020	-8.9%
Mtgs/Conventions/Incentive	2,945	2,366	24.5%	31,296	25,475	22.9%
Conventions	526	1,428	-63.2%	6,992	7,957	-12.1%
Corporate Meetings	70	87	-19.6%	3,508	5,749	-39.0%
Incentive	2,393	942	154.0%	21,938	12,437	76.4%
Other Business	708	613	15.4%	5,124	4,077	25.7%
Visit Friends/Rel.	1,849	2,284	-19.0%	14,634	15,404	-5.0%
Gov't/Military	46	45	2.0%	481	651	-26.2%
Attend School	383	696	-45.0%	1,509	1,813	-16.8%
Sport Events	1,155	1,145	0.9%	14,031	15,662	-10.4%
<b>TRAVEL STATUS</b>						
% First Timers **	27.0	28.3	-1.3	39.7	40.2	-0.5
% Repeaters **	73.0	71.7	1.3	60.3	59.8	0.5
Average # of Trips	5.11	5.29	-3.4%	4.06	3.97	2.4%
Group Tour	24,724	28,449	-13.1%	216,833	275,326	-21.2%
Non-Group	97,633	97,142	0.5%	534,422	542,753	-1.5%
Package Trip	77,324	85,076	-9.1%	541,135	607,562	-10.9%
No Package	45,033	40,515	11.2%	210,120	210,516	-0.2%
Net True Independent	41,292	37,862	9.1%	180,890	180,498	0.2%

\*\* Change represents absolute change in rates rather percentage change in rates.

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	306,766	269,773	13.7%	4,058,078	3,400,870	19.3%
TOTAL VISITORS	27,458	23,724	15.7%	322,885	266,864	21.0%
Domestic	15,583	15,614	-0.2%	138,149	104,350	32.4%
International	11,875	8,110	46.4%	184,736	162,514	13.7%
AVERAGE DAILY CENSUS	9,896	8,702	13.7%	16,700	13,996	19.3%
<b>ISLANDS VISITED</b>						
O'ahu	16,317	13,965	16.8%	161,143	131,060	23.0%
O'ahu only	10,307	9,149	12.7%	105,508	85,096	24.0%
Kaua'i	3,450	3,118	10.7%	44,341	36,121	22.8%
Kaua'i only	1,078	965	11.7%	16,863	13,866	21.6%
Maui County	12,390	10,454	18.5%	152,405	129,143	18.0%
Maui	12,337	10,397	18.7%	151,005	128,080	17.9%
Maui only	7,401	6,170	20.0%	103,971	88,709	17.2%
Moloka'i *	158	161	-1.9%	2,852	2,139	33.3%
Moloka'i only *	16	29	-45.3%	273	227	20.3%
Lāna'i *	268	274	-2.2%	3,410	2,996	13.8%
Lāna'i only *	11	10	11.9%	140	139	0.4%
Big Island	4,736	4,443	6.6%	61,163	49,260	24.2%
Kona side	3,939	3,960	-0.5%	54,998	44,288	24.2%
Hilo side	2,116	1,955	8.2%	23,275	19,251	20.9%
Big Island only	1,654	1,635	1.2%	27,406	22,095	24.0%
Any Neighbor Island	17,151	14,575	17.7%	217,377	181,768	19.6%
NI only	11,141	9,758	14.2%	161,742	135,804	19.1%
O'ahu & NI	6,010	4,817	24.8%	55,635	45,964	21.0%
Any one island only	20,467	17,957	14.0%	254,161	210,133	21.0%
Multiple Islands	6,991	5,767	21.2%	68,724	56,731	21.1%
Avg. Islands Visited	1.36	1.36	-0.5%	1.31	1.31	0.2%
Average Length of Stay in Hawai'i	11.17	11.37	-1.8%	12.57	12.74	-1.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	16,264	13,756	18.2%	167,586	139,162	20.4%
Hotel only	12,830	11,185	14.7%	130,088	108,561	19.8%
Plan to stay in Condo	8,802	7,377	19.3%	118,018	95,224	23.9%
Condo only	6,768	5,695	18.8%	94,179	75,715	24.4%
Plan to stay in Timeshare	2,019	2,051	-1.5%	30,123	28,352	6.2%
Timeshare only	1,396	1,357	2.9%	21,058	19,356	8.8%
Cruise Ship	657	734	-10.5%	8,571	6,624	29.4%
Friends/Relatives	1,231	1,125	9.5%	14,077	12,836	9.7%
Bed & Breakfast	414	321	29.1%	4,773	3,471	37.5%
Other	362	317	14.1%	3,075	2,875	7.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	25,741	21,806	18.0%	299,066	248,139	20.5%
Honeymoon	2,120	1,751	21.1%	9,390	7,852	19.6%
Get Married	272	217	25.1%	2,225	2,561	-13.1%
Pleasure/Vacation	23,731	20,084	18.2%	289,997	239,698	21.0%
Mtgs/Conventions/Incentive	376	378	-0.4%	15,874	9,652	64.5%
Conventions	227	280	-19.1%	11,719	6,544	79.1%
Corporate Meetings	80	62	29.9%	2,062	1,444	42.8%
Incentive	91	39	130.6%	2,736	2,187	25.1%
Other Business	257	195	32.0%	2,388	2,010	18.8%
Visit Friends/Rel.	1,097	992	10.6%	12,196	10,458	16.6%
Govt/Military	56	74	-23.8%	437	646	-32.4%
Attend School	21	43	-51.5%	358	302	18.4%
Sport Events	266	352	-24.3%	1,659	1,604	3.4%
<b>TRAVEL STATUS</b>						
% First Timers **	45.2	45.9	-0.7	37.7	37.1	0.6
% Repeaters **	54.8	54.1	0.7	62.3	62.9	-0.6
Average # of Trips	3.21	3.20	0.6%	3.89	3.91	-0.5%
Group Tour	391	536	-27.1%	8,371	6,447	29.8%
Non-Group	27,067	23,187	16.7%	314,514	260,417	20.8%
Package Trip	8,449	8,051	4.9%	87,564	78,229	11.9%
No Package	19,009	15,673	21.3%	235,321	188,635	24.7%
Net True Independent	18,849	15,486	21.7%	233,176	186,746	24.9%

\*\* Change represents absolute change in rates rather percentage change in rates.

Source: Hawai'i Tourism Authority

<b>Table 8. VISITORS BY CRUISE SHIPS</b>						
	<b>August</b>			<b>YEAR-TO-DATE</b>		
	<b>2011P</b>	<b>2010</b>	<b>% CHANGE</b>	<b>2011P</b>	<b>2010</b>	<b>% CHANGE</b>
VISITOR DAYS	90,547	108,277	-16.4%	1,388,073	1,345,481	3.2%
TOTAL VISITORS	9,576	11,194	-14.5%	143,686	136,847	5.0%
ARRIVED BY SHIP	1,409	1,899	-25.8%	63,903	54,139	18.0%
ARRIVED BY AIR	8,167	9,295	-12.1%	79,783	82,708	-3.5%
NUMBER OF SHIP ARRIVALS	1	1	0.0%	39	33	18.2%
<b>ISLANDS VISITED</b>						
O'ahu	9,576	11,194	-14.5%	143,531	135,352	6.0%
Kaua'i	8,257	9,549	-13.5%	133,091	124,178	7.2%
Maui County	8,342	9,647	-13.5%	137,512	132,523	3.8%
Maui	8,342	9,647	-13.5%	137,512	132,523	3.8%
Moloka'i	103	161	-35.9%	1,603	1,599	0.3%
Lāna'i	87	104	-16.2%	2,484	2,624	-5.3%
Hawai'i Island	8,284	9,564	-13.4%	136,940	132,222	3.6%
Average Islands Visited	3.6	3.6	0.7%	3.9	4.3	-10.9%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	1.98	2.50	-20.9%	2.80	2.76	1.6%
Days in Hawai'i during Cruise	6.12	5.98	2.4%	5.56	5.80	-4.0%
Days in Hawai'i after Cruise	1.36	1.20	13.6%	1.29	1.28	1.3%
Total days in Hawai'i	9.46	9.67	-2.2%	9.66	9.83	-1.7%
<b>ACCOMMODATIONS</b>						
Hotel	7,057	7,869	-10.3%	76,314	76,083	0.3%
Hotel only	6,469	7,270	-11.0%	68,062	68,794	-1.1%
Condo	316	543	-41.8%	6,137	6,166	-0.5%
Condo only	124	142	-13.2%	2,129	2,045	4.1%
Timeshare	308	340	-9.2%	4,803	4,316	11.3%
Timeshare Only	97	156	-37.9%	1,778	1,761	1.0%
Bed & Breakfast	0	71	-100.0%	614	654	-6.1%
Bed & Breakfast only	0	2	-100.0%	180	140	28.3%
Friends & relatives	266	260	2.4%	3,249	2,963	9.6%
Other accommodation	216	201	7.5%	2,284	2,059	10.9%
Accommodation (NET)	7,515	8,425	-10.8%	83,499	83,087	0.5%
Cruise only	2,061	2,768	-25.6%	60,187	53,760	12.0%
<b>TRAVEL STATUS</b>						
% First timers	51.5	48.1	3.40	43.8	43.5	0.33
% Repeat visitors	48.5	51.9	-3.40	56.2	56.5	-0.33

Source: Hawai'i Tourism Authority

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

August	STATEWIDE			HONOLULU			KAHULUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
<b>Total Seats</b>	<b>817,221</b>	<b>837,360</b>	<b>-2.4%</b>	<b>572,014</b>	<b>577,158</b>	<b>-0.9%</b>	<b>140,837</b>	<b>155,027</b>	<b>-9.2%</b>	<b>47,567</b>	<b>61,641</b>	<b>-22.8%</b>	<b>5,495</b>	<b>0</b>	<b>NA</b>	<b>51,308</b>	<b>43,534</b>	<b>17.9%</b>
Scheduled Seats	801,119	828,133	-3.3%	555,912	567,931	-2.1%	140,837	155,027	-9.2%	47,567	61,641	-22.8%	5,495	0	NA	51,308	43,534	17.9%
Charter seats	16,102	9,227	74.5%	16,102	9,227	74.5%												
<b>Domestic Seats</b>	<b>576,641</b>	<b>626,242</b>	<b>-7.9%</b>	<b>337,424</b>	<b>375,552</b>	<b>-10.2%</b>	<b>134,847</b>	<b>152,025</b>	<b>-11.3%</b>	<b>47,567</b>	<b>55,131</b>	<b>-13.7%</b>	<b>5,495</b>	<b>0</b>	<b>NA</b>	<b>51,308</b>	<b>43,534</b>	<b>17.9%</b>
Scheduled Seats	570,845	619,894	-7.9%	331,628	369,204	-10.2%	134,847	152,025	-11.3%	47,567	55,131	-13.7%	5,495	0	NA	51,308	43,534	17.9%
Charter seats	5,796	6,348	-8.7%	5,796	6,348	-8.7%												
<b>US West</b>	<b>512,073</b>	<b>538,397</b>	<b>-4.9%</b>	<b>281,602</b>	<b>299,930</b>	<b>-6.1%</b>	<b>126,101</b>	<b>139,802</b>	<b>-9.8%</b>	<b>47,567</b>	<b>55,131</b>	<b>-13.7%</b>	<b>5,495</b>	<b>0</b>	<b>NA</b>	<b>51,308</b>	<b>43,534</b>	<b>17.9%</b>
...Anchorage	4,867	2,041	138.5%	4,867	2,041	138.5%												
...Bellingham	4,867	0	NA	4,867	0	NA												
...Denver	11,343	11,712	-3.2%	6,219	8,296	-25.0%	3,294	976	237.5%	1,281	1,708	-25.0%				549	732	-25.0%
...Las Vegas	21,846	19,908	9.7%	19,830	19,908	-0.4%	2,016	0	NA									
...Los Angeles	193,266	214,131	-9.7%	95,034	110,468	-14.0%	43,978	51,675	-14.9%	22,260	25,965	-14.3%	4,867	0	NA	27,127	26,023	4.2%
...Oakland	21,326	20,995	1.6%	7,812	8,316	-6.1%	8,647	10,481	-17.5%	2,041	2,198	-7.1%				2,826	0	NA
...Orange County	7,688	7,688	0.0%	3,844	3,844	0.0%	3,844	3,844	0.0%									
...Phoenix	43,152	40,112	7.6%	21,112	18,642	13.2%	10,260	9,310	10.2%	5,890	5,890	0.0%				5,890	6,270	-6.1%
...Portland	25,358	26,315	-3.6%	12,679	13,636	-7.0%	12,679	12,679	0.0%									
...Sacramento	12,679	12,679	0.0%	7,812	7,812	0.0%	4,867	4,867	0.0%									
...Salt Lake City	8,122	6,696	21.3%	8,122	6,696	21.3%												
...San Diego	12,679	14,226	-10.9%	7,812	8,178	-4.5%	4,867	6,048	-19.5%									
...San Francisco	77,659	93,917	-17.3%	46,518	56,263	-17.3%	14,103	20,178	-30.1%	8,402	11,834	-29.0%	628	0	NA	8,008	5,642	41.9%
...San Jose	17,546	12,679	38.4%	7,812	7,812	0.0%	4,867	2,198	121.4%	2,826	2,669	5.9%				2,041	0	NA
...Seattle	49,675	55,298	-10.2%	27,262	28,018	-2.7%	12,679	17,546	-27.7%	4,867	4,867	0.0%				4,867	4,867	0.0%
<b>US East</b>	<b>58,772</b>	<b>81,497</b>	<b>-27.9%</b>	<b>50,026</b>	<b>69,274</b>	<b>-27.8%</b>	<b>8,746</b>	<b>12,223</b>	<b>-28.4%</b>									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	15,464	21,491	-28.0%	13,693	16,243	-15.7%	1,771	5,248	-66.3%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Detroit	0	3,874	-100.0%	0	3,874	-100.0%												
...Houston	6,635	13,320	-50.2%	6,635	13,320	-50.2%												
...Minneapolis	0	5,364	-100.0%	0	5,364	-100.0%												
...Newark	6,510	7,285	-10.6%	6,510	7,285	-10.6%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

August	STATEWIDE			HONOLULU			KAHULUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
<b>International Seats</b>	<b>240,580</b>	<b>211,118</b>	<b>14.0%</b>	<b>234,590</b>	<b>201,606</b>	<b>16.4%</b>	<b>5,990</b>	<b>3,002</b>	<b>99.5%</b>	<b>0</b>	<b>6,510</b>	<b>-100.0%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>0</b>	<b>0</b>	<b>NA</b>
Scheduled Seats	230,274	208,239	10.6%	224,284	198,727	12.9%	5,990	3,002	99.5%	0	6,510	-100.0%	0	0	NA	0	0	NA
Charter Seats	10,306	2,879	258.0%	10,306	2,879	258.0%												
<b>Japan</b>	<b>148,644</b>	<b>146,451</b>	<b>1.5%</b>	<b>148,644</b>	<b>139,941</b>	<b>6.2%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>0</b>	<b>6,510</b>	<b>-100.0%</b>						
...Nagoya	15,063	13,020	15.7%	15,063	13,020	15.7%												
...Osaka	26,815	25,513	5.1%	26,815	25,513	5.1%												
...Tokyo-HND	24,728	0	NA	24,728	0	NA												
...Tokyo-NRT	82,038	107,918	-24.0%	82,038	101,408	-19.1%				0	6,510	-100.0%						
<b>Canada</b>	<b>14,723</b>	<b>9,788</b>	<b>50.4%</b>	<b>8,733</b>	<b>6,786</b>	<b>28.7%</b>	<b>5,990</b>	<b>3,002</b>	<b>99.5%</b>									
...Vancouver	14,723	9,788	50.4%	8,733	6,786	28.7%	5,990	3,002	99.5%									
<b>Other Asia</b>	<b>24,827</b>	<b>13,024</b>	<b>90.6%</b>	<b>24,827</b>	<b>13,024</b>	<b>90.6%</b>												
...Seoul	22,818	13,024	75.2%	22,818	13,024	75.2%												
...Taipei	0	0	NA	0	0	NA												
...Shanghai	2,009	0	NA	2,009	0	NA												
<b>Oceania</b>	<b>17,926</b>	<b>14,658</b>	<b>22.3%</b>	<b>17,926</b>	<b>14,658</b>	<b>22.3%</b>												
...Auckland	3,042	2,951	3.1%	3,042	2,951	3.1%												
...Sydney	14,884	11,707	27.1%	14,884	11,707	27.1%												
<b>Other</b>	<b>24,154</b>	<b>24,318</b>	<b>-0.7%</b>	<b>24,154</b>	<b>24,318</b>	<b>-0.7%</b>												
...Apia	648	648	0.0%	648	648	0.0%												
...Christmas	740	544	36.0%	740	544	36.0%												
...Guam	6,610	6,610	0.0%	6,610	6,610	0.0%												
...Majuro	2,727	2,669	2.2%	2,727	2,669	2.2%												
...Manila	7,968	7,968	0.0%	7,968	7,968	0.0%												
...Nadi	1,177	1,595	-26.2%	1,177	1,595	-26.2%												
...Pago Pago	3,276	3,276	0.0%	3,276	3,276	0.0%												
...Papeete	1,008	1,008	0.0%	1,008	1,008	0.0%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

Year-to-Date	STATEWIDE			HONOLULU			KAHALUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
<b>Total Seats</b>	<b>6,343,754</b>	<b>6,286,545</b>	<b>0.9%</b>	<b>4,403,251</b>	<b>4,366,501</b>	<b>0.8%</b>	<b>1,165,408</b>	<b>1,135,070</b>	<b>2.7%</b>	<b>409,731</b>	<b>470,531</b>	<b>-12.9%</b>	<b>15,072</b>	<b>0</b>	<b>NA</b>	<b>350,292</b>	<b>314,443</b>	<b>11.4%</b>
<b>Scheduled Seats</b>	<b>6,269,436</b>	<b>6,218,646</b>	<b>0.8%</b>	<b>4,328,933</b>	<b>4,298,602</b>	<b>0.7%</b>	<b>1,165,408</b>	<b>1,135,070</b>	<b>2.7%</b>	<b>409,731</b>	<b>470,531</b>	<b>-12.9%</b>	<b>15,072</b>	<b>0</b>	<b>NA</b>	<b>350,292</b>	<b>314,443</b>	<b>11.4%</b>
<b>Charter seats</b>	<b>74,318</b>	<b>67,899</b>	<b>9.5%</b>	<b>74,318</b>	<b>67,899</b>	<b>9.5%</b>												
<b>Domestic Seats</b>	<b>4,529,596</b>	<b>4,569,260</b>	<b>-0.9%</b>	<b>2,709,392</b>	<b>2,801,696</b>	<b>-3.3%</b>	<b>1,059,267</b>	<b>1,048,871</b>	<b>1.0%</b>	<b>400,753</b>	<b>410,060</b>	<b>-2.3%</b>	<b>15,072</b>	<b>0</b>	<b>NA</b>	<b>345,112</b>	<b>308,633</b>	<b>11.8%</b>
<b>Scheduled Seats</b>	<b>4,482,952</b>	<b>4,520,132</b>	<b>-0.8%</b>	<b>2,662,748</b>	<b>2,752,568</b>	<b>-3.3%</b>	<b>1,059,267</b>	<b>1,048,871</b>	<b>1.0%</b>	<b>400,753</b>	<b>410,060</b>	<b>-2.3%</b>	<b>15,072</b>	<b>0</b>	<b>NA</b>	<b>345,112</b>	<b>308,633</b>	<b>11.8%</b>
<b>Charter seats</b>	<b>46,644</b>	<b>49,128</b>	<b>-5.1%</b>	<b>46,644</b>	<b>49,128</b>	<b>-5.1%</b>												
<b>US West</b>	<b>3,978,544</b>	<b>3,869,064</b>	<b>2.8%</b>	<b>2,231,812</b>	<b>2,199,783</b>	<b>1.5%</b>	<b>985,795</b>	<b>950,588</b>	<b>3.7%</b>	<b>400,753</b>	<b>410,060</b>	<b>-2.3%</b>	<b>15,072</b>	<b>0</b>	<b>NA</b>	<b>345,112</b>	<b>308,633</b>	<b>11.8%</b>
...Anchorage	39,734	33,441	18.8%	33,814	27,161	24.5%	5,920	6,280	-5.7%									
...Bellingham	35,904	0	NA	35,904	0	NA												
...Denver	116,823	104,976	11.3%	62,861	66,162	-5.0%	36,478	21,588	69.0%	10,797	10,356	4.3%				6,687	6,870	-2.7%
...Las Vegas	173,358	154,224	12.4%	155,970	154,224	1.1%	17,388	0	NA									
...Los Angeles	1,433,901	1,468,746	-2.4%	745,851	753,872	-1.1%	340,965	358,506	-4.9%	158,606	182,367	-13.0%	13,188	0	NA	175,291	174,001	0.7%
...Oakland	135,431	122,067	10.9%	61,236	61,740	-0.8%	44,655	43,999	1.5%	15,743	16,328	-3.6%				13,797	0	NA
...Orange County	35,416	39,184	-9.6%	21,004	22,072	-4.8%	14,412	17,112	-15.8%									
...Phoenix	327,616	309,946	5.7%	162,126	140,228	15.6%	76,190	77,472	-1.7%	46,170	47,109	-2.0%				43,130	45,137	-4.4%
...Portland	204,492	201,740	1.4%	98,028	102,353	-4.2%	98,028	99,387	-1.4%	8,436	0	NA						
...Sacramento	98,028	86,199	13.7%	61,236	61,236	0.0%	36,792	24,963	47.4%									
...Salt Lake City	56,720	63,417	-10.6%	56,720	52,488	8.1%	0	10,929	-100.0%									
...San Diego	98,028	86,790	12.9%	61,236	69,654	-12.1%	36,792	17,136	114.7%									
...San Francisco	708,204	704,497	0.5%	411,730	411,683	0.0%	138,794	148,134	-6.3%	96,944	100,206	-3.3%	1,884	0	NA	58,852	44,474	32.3%
...San Jose	116,293	82,002	41.8%	61,236	54,684	12.0%	23,593	11,775	100.4%	21,049	15,543	35.4%				10,415	0	NA
...Seattle	398,596	411,835	-3.2%	202,860	222,226	-8.7%	115,788	113,307	2.2%	43,008	38,151	12.7%				36,940	38,151	-3.2%
<b>US East</b>	<b>504,408</b>	<b>651,068</b>	<b>-22.5%</b>	<b>430,936</b>	<b>552,785</b>	<b>-22.0%</b>	<b>73,472</b>	<b>98,283</b>	<b>-25.2%</b>									
...Atlanta	72,414	68,814	5.2%	72,414	68,814	5.2%												
...Charlotte	0	43,680	-100.0%	0	43,680	-100.0%												
...Chicago	146,801	144,421	1.6%	128,004	108,013	18.5%	18,797	36,408	-48.4%									
...Dallas	164,025	171,225	-4.2%	109,350	109,350	0.0%	54,675	61,875	-11.6%									
...Detroit	298	11,622	-97.4%	298	11,622	-97.4%												
...Houston	59,725	103,322	-42.2%	59,725	103,322	-42.2%												
...Minneapolis	8,940	52,104	-82.8%	8,940	52,104	-82.8%												
...Newark	52,205	55,880	-6.6%	52,205	55,880	-6.6%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

Year-to-Date	STATEWIDE			HONOLULU			KAHALUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
<b>International Seats</b>	<b>1,814,158</b>	<b>1,717,285</b>	<b>5.6%</b>	<b>1,693,859</b>	<b>1,564,805</b>	<b>8.2%</b>	<b>106,141</b>	<b>86,199</b>	<b>23.1%</b>	<b>8,978</b>	<b>60,471</b>	<b>-85.2%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>5,180</b>	<b>5,810</b>	<b>-10.8%</b>
<b>Scheduled Seats</b>	<b>1,786,484</b>	<b>1,698,514</b>	<b>5.2%</b>	<b>1,666,185</b>	<b>1,546,034</b>	<b>7.8%</b>	<b>106,141</b>	<b>86,199</b>	<b>23.1%</b>	<b>8,978</b>	<b>60,471</b>	<b>-85.2%</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>5,180</b>	<b>5,810</b>	<b>-10.8%</b>
<b>Charter Seats</b>	<b>27,674</b>	<b>18,771</b>	<b>47.4%</b>	<b>27,674</b>	<b>18,771</b>	<b>47.4%</b>												
<b>Japan</b>	<b>1,065,148</b>	<b>1,104,947</b>	<b>-3.6%</b>	<b>1,065,148</b>	<b>1,053,707</b>	<b>1.1%</b>				<b>0</b>	<b>51,240</b>	<b>-100.0%</b>						
...Nagoya	92,074	102,060	-9.8%	92,074	102,060	-9.8%												
...Osaka	146,137	189,672	-23.0%	146,137	189,672	-23.0%												
...Tokyo-HND	183,539	0	NA	183,539	0	NA												
...Tokyo-NRT	643,398	813,215	-20.9%	643,398	761,975	-15.6%				0	51,240	-100.0%						
<b>Canada</b>	<b>220,179</b>	<b>198,793</b>	<b>10.8%</b>	<b>99,880</b>	<b>97,553</b>	<b>2.4%</b>	<b>106,141</b>	<b>86,199</b>	<b>23.1%</b>	<b>8,978</b>	<b>9,231</b>	<b>-2.7%</b>						
...Calgary	31,799	18,559	71.3%	9,794	7,629	28.4%	22,005	10,930	101.3%									
...Edmonton	4,818	1,224	293.6%				4,818	1,224	293.6%									
...Vancouver	181,250	176,562	2.7%	87,774	87,476	0.3%	79,318	74,045	7.1%	8,978	9,231	-2.7%				5,180	5,810	-10.8%
...Victoria	2,312	2,448	-5.6%	2,312	2,448	-5.6%												
<b>Other Asia</b>	<b>174,710</b>	<b>96,568</b>	<b>80.9%</b>	<b>174,710</b>	<b>96,568</b>	<b>80.9%</b>												
...Seoul	172,701	90,208	91.4%	172,701	90,208	91.4%												
...Taipei	0	6,360	-100.0%	0	6,360	-100.0%												
...Shanghai	2,009	0	NA	2,009	0	NA												
<b>Oceania</b>	<b>139,723</b>	<b>109,847</b>	<b>27.2%</b>	<b>139,723</b>	<b>109,847</b>	<b>27.2%</b>												
...Auckland	18,629	17,706	5.2%	18,629	17,706	5.2%												
...Sydney	121,094	92,141	31.4%	121,094	92,141	31.4%												
<b>Other</b>	<b>186,724</b>	<b>188,359</b>	<b>-0.9%</b>	<b>186,724</b>	<b>188,359</b>	<b>-0.9%</b>												
...Apia	5,214	5,508	-5.3%	5,214	5,508	-5.3%												
...Christmas	4,928	1,904	158.8%	4,928	1,904	158.8%												
...Guam	51,880	55,468	-6.5%	51,880	55,468	-6.5%												
...Majuro	21,724	18,526	17.3%	21,724	18,526	17.3%												
...Manila	62,484	62,598	-0.2%	62,484	62,598	-0.2%												
...Nadi	10,758	14,619	-26.4%	10,758	14,619	-26.4%												
...Pago Pago	20,916	20,916	0.0%	20,916	20,916	0.0%												
...Papeete	8,820	8,820	0.0%	8,820	8,820	0.0%												

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