



NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaiitourismauthority.org

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

For Immediate Release: July 26, 2011
HTA Release (11-18)

TOTAL VISITOR SPENDING FOR THE FIRST HALF OF 2011 ROSE 18.4 PERCENT WHILE VISITOR ARRIVALS GREW 4.7 PERCENT

June 2011 Total Visitors Spending Increased 13.1 Percent, Despite a 2.9 Percent Drop in Visitor Arrivals

HONOLULU – Total expenditures by visitors who came to Hawai'i in the first half of 2011 rose 18.4 percent, compared to the same period last year, to \$6 billion. Total visitor days for all visitors increased 6.8 percent, and total arrivals grew 4.7 percent to 3,565,963 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority.

Total expenditures by U.S. West (+11.8%), U.S. East (+16.1%) and Canadian (+31.2%) visitors continued to increase by double-digits in the first half of 2011, boosted by higher average daily spending and growth in arrivals. Japanese arrivals for the first half of 2011 fell 9.2 percent, but total Japanese visitor spending continued to increase (+5.6%).

For the month of June 2011, total visitor expenditures rose 13.1 percent (\$120.2 million) from June 2010 to \$1 billion. Contributing to the increase was higher daily spending by all visitors (\$177 per person, up from \$156 per person in June 2010) and a longer average length of stay (9.65 days, up from 9.38 days in June 2010), despite a decline in total arrivals (-3.6%) to 607,264 visitors.

Arrivals by air only in June 2011 fell 3 percent compared to last June at 607,064 visitors. Arrivals from Canada rose 19 percent from the previous June. Arrivals from U.S. West declined 3.4 percent after 15 months of consecutive increases. U.S. East arrivals fell 6.9 percent, the largest drop since February 2010 (-8.1%). The effects of the earthquake and tsunami still lingered as Japanese arrivals decreased 16.1 percent from June 2010.

A total of 200 visitors arrived by cruise ship in June 2011, an off season for Hawai'i's cruise industry. No visitors came by cruise ship last June.

Additional Total Air Visitor Highlights:

- Driving up the total average length of stay in June 2011 was a significant increase in the average length of stay by international visitors compared to June 2010. Besides the double-digit growth in Canadian visitors, there were increases in arrivals from Australia, China and Korea. These visitors typically stay longer than visitors from Japan. In addition, U.S. West and U.S. East visitors in June 2011 stayed longer than the same month last year, due to a higher proportion of visitors who went to the Neighbor Islands.

- The total number of visitors who came for meetings, conventions and incentives (MCI) in June 2011 rose 15.9 percent from last June, with growth from Japan (see Meetings, Conventions, Incentive Visitors, page 6).

June 2011 Arrivals at a Glance

CATEGORY AND MMA	June 2011	June 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,037.3	917.1	13.1	6,044.4	5,104.3	18.4
Total by air	1,037.3	917.1	13.1	6,028.3	5,092.5	18.4
U.S. West	376.2	353.2	6.5	2,033.2	1,819.3	11.8
U.S. East	306.0	288.5	6.1	1,641.1	1,413.8	16.1
Japan	149.2	146.0	2.1	890.8	843.5	5.6
Canada	26.3	23.0	14.5	530.4	404.3	31.2
All Others	179.6	106.4	68.8	932.8	611.7	52.5
Visitor arrivals by cruise ships	0.02	0.0	na	16.1	11.8	36.8
TOTAL VISITOR DAYS	5,862,916	5,866,633	-0.1	34,021,627	31,848,465	6.8
Total by air	5,862,383	5,866,633	-0.1	33,679,819	31,576,384	6.7
U.S. West	2,701,873	2,764,783	-2.3	13,980,895	13,349,655	4.7
U.S. East	1,703,124	1,790,749	-4.9	9,086,920	8,687,611	4.6
Japan	492,291	568,334	-13.4	3,121,508	3,308,570	-5.7
Canada	182,098	149,972	21.4	3,441,759	2,879,198	19.5
All Others	782,996	592,795	32.1	4,048,737	3,351,349	20.8
Visitor arrivals by cruise ships	533	0.0	na	341,808	272,081.1	25.6
VISITOR ARRIVALS	607,264	625,682	-2.9	3,565,963	3,405,400	4.7
Total by air	607,064	625,682	-3.0	3,503,955	3,353,160	4.5
U.S. West	274,301	283,823	-3.4	1,454,557	1,388,149	4.8
U.S. East	160,009	171,895	-6.9	857,746	831,838	3.1
Japan	84,950	101,250	-16.1	527,009	580,259	-9.2
Canada	16,160	13,579	19.0	269,960	223,334	20.9
All Others	71,644	55,134	29.9	394,683	329,580	19.8
Visitor arrivals by cruise ships	200	0.0	na	62,008	52,240	18.7
AVERAGE LENGTH OF STAY	9.65	9.38	3.0	9.54	9.35	2.0
Total by air	9.66	9.38	3.0	9.61	9.42	2.1
U.S. West	9.85	9.74	1.1	9.61	9.62	-0.1
U.S. East	10.64	10.42	2.2	10.59	10.44	1.4
Japan	5.80	5.61	3.2	5.92	5.70	3.9
Canada	11.27	11.04	2.0	12.75	12.89	-1.1
All Others	10.93	10.75	1.6	10.26	10.17	0.9
Visitor arrivals by cruise ships	2.67	0.00	na	5.51	5.21	5.8
PER PERSON PER DAY SPENDING (\$)	176.9	156.3	13.2	177.7	160.3	10.9
Total by air	176.9	156.3	13.2	179.0	161.3	11.0
U.S. West	139.2	127.7	9.0	145.4	136.3	6.7
U.S. East	179.7	161.1	11.5	180.6	162.7	11.0
Japan	303.0	256.9	17.9	285.4	255.0	11.9
Canada	144.4	153.1	-5.7	154.1	140.4	9.7
All Others	229.4	179.6	27.8	230.4	182.5	26.2
Visitor arrivals by cruise ships	39.7	0.0	na	47.1	43.2	8.9
PER PERSON PER TRIP SPENDING (\$)	1,708.1	1,465.8	16.5	1,695.0	1,498.9	13.1
Total by air	1,708.7	1,465.8	16.6	1,720.4	1,518.7	13.3
U.S. West	1,371.3	1,244.3	10.2	1,397.8	1,310.6	6.7
U.S. East	1,912.6	1,678.5	14.0	1,913.3	1,699.6	12.6
Japan	1,755.8	1,442.2	21.7	1,690.2	1,453.7	16.3
Canada	1,627.0	1,691.4	-3.8	1,964.6	1,810.2	8.5
All Others	2,507.2	1,930.7	29.9	2,363.5	1,855.9	27.3
Visitor arrivals by cruise ships	105.9	0.0	na	259.5	225.2	15.2

Source: Hawai'i Tourism Authority

- Fewer total visitors went on group tours (-13.2%) compared to June 2010, as a result of decreases from Japan (-25.8%) and U.S. West (-8.1%).
- More total visitors stayed in condominium properties (+4.1%) in June 2011 than a year ago due to increases from Canada (+21%), Japan (+18%) and U.S. West (+3.4%). Fewer total visitors stayed in hotels (-4.6%) and timeshare properties (-5.2%) compared to June 2010.
- Among the larger Hawaiian Islands, only Maui (+2.2%) showed growth in total visitor arrivals in June 2011. Total visitor arrivals to Hawai'i Island (-6.3%) and O'ahu (-4.5%) declined while total visitor arrivals to Kaua'i (-0.4%) were about the same as last June.

Major Market Areas:

U.S. West:

- Despite lower arrivals (-3.4%), higher daily spending by U.S. West visitors (\$139 per person, compared to \$128 per person in June 2010) contributed to a 6.5 percent increase in total spending to \$376.2 million for June 2011.
- Arrivals from the Pacific Region fell 4.2 percent compared to June 2010 due to a 6 percent decline from California which offset increases from Alaska (+24%) and Oregon (+2%). Arrivals from the Mountain Region dropped 7.6 percent from June 2010 (Table 2).
- More U.S. West visitors came to the islands to get married (+11.3%) compared to June 2010.
- For the first half of 2011, total expenditures by U.S. West visitors rose 11.8 percent to \$2 billion. Total visitors days (+4.7%) and visitor arrivals (+4.8%) were also higher compared to the same period last year.

U.S. East:

- Spending by U.S. East visitors in June 2011 increased 6.1 percent to \$306 million. Higher average daily spending (\$180 per person, compared to \$161 per person in June 2010) offset lower U.S. East arrivals and contributed to the growth in total visitor spending for the month.
- Arrivals from all U.S. East regions were lower compared to June 2010: East South Central (-10.4%); West South Central (-7.6%); West North Central (-3.8%); East South Central (-14.6%); Middle Atlantic (-11.3%); South Atlantic (-11.6%) and New England (-8%) (Table 2).
- For the first half of 2011, total spending by U.S. East visitors grew 16.1 percent to \$1.6 billion. Visitor days increased 4.6 percent and visitor arrivals were up 3.1 percent compared to the first half of 2010.

Japan:

- Even though Japanese arrivals fell 16.1 percent in June 2011, higher average daily spending (\$303 per person, up from \$257 per person in 2010) contributed to a 2.1 percent growth in total visitor spending to \$149.2 million. A stronger yen, which boosted shopping and food and beverage spending, contributed to the increase in daily spending.
- Japanese arrivals to Hawai'i Island (-37.3% to 11,048 visitors), O'ahu (-15.4% to 82,637 visitors) and Maui declined (-6.7% to 5,193 visitors) while arrivals to Kaua'i (+12.7% to 2,040 visitors) increased compared to June 2010.
- The number of Japanese visitors who purchased group tours continued to decline significantly over the last four months [March 2011(-35.6%), April 2011 (-48.7%), May 2011 (-41.7%), June 2011(-25.8%)] to 31,254 visitors compared to the same months last year.
- While total Japanese arrivals decreased 9.2 percent, average daily spending was higher at \$285 per person compared to \$255 per person in the first half of 2010. Total spending by Japanese visitors for the first half of 2011 was \$890.8 million, an increase of 5.6 percent compared to year-to-date 2010.

Canada:

- Total spending by Canadian visitors in June 2011 grew 14.5 percent to \$26.3 million, supported by a 19 percent increase in arrivals. The average daily spending by these visitors was \$144 per person, down from \$153 per person in June 2010.
- Canadian visitors who came on international flights jumped 55.1 percent compared to June 2010 (Table 7).
- For the first half of 2011, total expenditures by Canadian visitors jumped 31.2 percent to \$530.4 million. Total visitors days increased 19.5 percent, while visitor arrivals rose 20.9 percent from the same period last year.

Island Highlights:

- For the month of June 2011, total visitor spending on O'ahu (+18.8% to \$545.8 million), Maui (+9.4% to \$255.6 million) and Kaua'i (+22.2% to \$121.1 million) increased, but visitor spending on Hawai'i Island (-9.1% to \$105.9 million) declined compared to June 2010.
- For the first half of 2011, visitor arrivals increased on all islands while total visitor spending rose by double-digits compared to the same period last year.

Island Highlights for Selected MMAs:

- **Maui:** The growth in total arrivals to Maui (+2.2%), boosted by increased arrivals from U.S. West (+2.7%) and Canada (+12.7%), offset lower arrivals from U.S. East (-6.8%) and Japan (-6.7%). For the first half of 2011, arrivals to Maui from Canada (+18%),

U.S. West (+5.1%) and U.S. East (+4.3%) increased, but arrivals from Japan (-4.9%) declined compared to year-to-date 2010.

June 2011 Island Highlights

CATEGORY AND ISLAND	June 2011	June 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,037.3	917.1	13.1	6,044.4	5,104.3	18.4
Total by air	1,037.3	917.1	13.1	6,028.3	5,092.5	18.4
Oahu	545.8	459.4	18.8	2,973.9	2,555.4	16.4
Maui	255.6	233.7	9.4	1,610.4	1,327.9	21.3
Molokai	2.2	2.4	-8.5	14.2	13.0	8.9
Lanai	6.6	6.1	9.2	44.7	32.5	37.5
Kauai	121.1	99.1	22.2	627.8	526.9	19.1
Big Island	105.9	116.4	-9.1	757.3	636.8	18.9
Visitor arrivals by cruise ships	0.02	0.00	na	16.1	11.8	36.8
TOTAL VISITOR DAYS	5,862,916	5,866,633	-0.1	34,021,627	31,801,060	7.0
Total by air	5,862,383	5,866,633	-0.1	33,679,819	31,528,979	6.8
Oahu	2,891,895	2,901,534	-0.3	15,865,135	15,032,039	5.5
Maui	1,468,393	1,470,148	-0.1	8,824,100	8,254,819	6.9
Molokai	19,269	19,160	0.6	132,773	122,709	8.2
Lanai	20,855	20,508	1.7	137,557	120,377	14.3
Kauai	692,617	686,395	0.9	3,756,991	3,516,631	6.8
Big Island	769,354	768,887	0.1	4,963,263	4,482,403	10.7
Visitor arrivals by cruise ships	533	0	na	341,808	272,081	25.6
VISITOR ARRIVALS	607,264	625,682	-2.9	3,565,963	3,405,400	4.7
Total by air	607,064	625,682	-3.0	3,503,955	3,353,160	4.5
Oahu	372,729	390,284	-4.5	2,114,235	2,045,977	3.3
Maui	190,761	186,682	2.2	1,082,109	1,011,226	7.0
Molokai	4,533	4,110	10.3	29,702	24,235	22.6
Lanai	5,815	5,824	-0.2	39,992	33,343	19.9
Kauai	92,174	92,569	-0.4	492,964	466,313	5.7
Big Island	108,774	116,075	-6.3	661,488	628,696	5.2
Visitor arrivals by cruise ships	200	0	na	62,008	52,240	18.7
AVERAGE LENGTH OF STAY	9.65	9.38	3.0	9.54	9.34	2.2
Total by air	9.66	9.38	3.0	9.61	9.42	2.1
Oahu	7.76	7.43	4.4	7.50	7.35	2.1
Maui	7.70	7.88	-2.3	8.15	8.16	-0.1
Molokai	4.25	4.66	-8.8	4.47	5.06	-11.7
Lanai	3.59	3.52	1.9	3.44	3.61	-4.7
Kauai	7.51	7.41	1.3	7.62	7.54	1.1
Big Island	7.07	6.62	6.8	7.50	7.13	5.2
Visitor arrivals by cruise ships	2.7	0.00	na	5.51	5.21	5.8
PER PERSON PER DAY SPENDING (\$)	176.9	156.3	13.2	177.7	160.5	10.7
Total by air	176.9	156.3	13.2	179.0	161.3	11.0
Oahu	188.7	158.3	19.2	187.5	170.0	10.3
Maui	174.1	159.0	9.5	182.5	160.9	13.4
Molokai	114.7	126.0	-9.0	106.6	105.9	0.7
Lanai	317.6	295.7	7.4	325.1	270.3	20.3
Kauai	174.9	144.4	21.1	167.1	149.8	11.5
Big Island	137.6	151.4	-9.1	152.6	142.1	7.4
Visitor arrivals by cruise ships	39.7	0.0	na	47.1	43.2	8.9
PER PERSON PER TRIP SPENDING (\$)	1,708.1	1,465.8	16.5	1,695.0	1,498.9	13.1
Total by air	1,708.7	1,465.8	16.6	1,720.4	1,518.7	13.3
Oahu	1,464.4	1,177.1	24.4	1,406.6	1,249.0	12.6
Maui	1,339.9	1,251.9	7.0	1,488.2	1,313.2	13.3
Molokai	487.5	587.7	-17.0	476.6	536.4	-11.1
Lanai	1,138.9	1,041.1	9.4	1,118.2	975.8	14.6
Kauai	1,314.1	1,070.4	22.8	1,273.4	1,129.9	12.7
Big Island	973.4	1,003.1	-3.0	1,144.9	1,012.9	13.0
Visitor arrivals by cruise ships	105.9	0.0	na	259.5	225.2	15.2

Source: Hawai'i Tourism Authority

- **Hawai'i Island:** Total arrivals to Hawai'i Island in May 2011 fell 6.3 percent compared to last June as a result of lower arrivals from Japan (-37.3%), U.S. East (-4.3%) and U.S. West (-2.9%), which offset an 11 percent growth in arrivals from Canada. For the first half of 2011, arrivals to Hawai'i Island from Canada (+26%), U.S. West (+7.4%) and U.S. East (+4.1%) increased, though Japanese arrivals dropped 20.9 percent from the same period last year.
- **O'ahu:** Total arrivals to O'ahu in June 2011 declined 4.5 percent compared to June 2010 due to decreases in arrivals from U.S. East (-8.1%), U.S. West (-9.5%) and Japan (-15.4%), negating a 24.7 percent growth in arrivals from Canada. For the first half of 2011, arrivals to O'ahu from Canada (+22.8%), U.S. West (+2.3%) and U.S. East (+2.7%) were higher compared to year-to-date 2010, but arrivals from Japan fell 8.8 percent.
- **Kaua'i:** Total arrivals to Kaua'i in June declined 0.4% percent compared to June 2010 due to decreases in arrivals from U.S. East (-7.3%) and Canada (-6.5%). For the first six months of 2011, arrivals to Kaua'i by Canadian visitors (+24.1%) were significantly higher compared to the same period last year. Visitors to Kaua'i from U.S. West (+4.6%), U.S. East (+2.7%) and Japan (+2.4%) also increased.

Meetings, Conventions, Incentive Visitor Highlights:

- Total MCI visitors rose 15.9 percent compared to June 2010.
- The total number of visitors who came for conventions in June 2011 climbed 14.4 percent. The number of convention visitors from Japan tripled (from 511 to 1,612) compared to June 2010.
- Contributing to the growth in convention visitors in June 2011 was the 2011 American Institute of Aeronautics and Astronautics (AIAA) Summer Conference and Aloha Heaven 10th Anniversary Concert.
- Total visitors who came for corporate meetings declined 4.7 percent compared to June 2010.
- The total number of visitors who came on incentives rose 45.2 percent from June 2010, boosted by growth from Japan (+124.5% to 4,686 visitors) and Canada (+32.5% to 87 visitors).
- For the first six months of 2011, the total number of MCI visitors grew 42.2 percent from year-to-date 2010, with increases from all segments: conventions (+53.1%); corporate meetings (+30.9%) and incentives (+28%).

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

- Total air seats for June 2011 decreased by 1.7 percent from the same month last year due to declines in U.S. East (-29.4%) and Japan (-12.9%) markets. Other markets increased.
- The U.S. West market, which has posted year-over-year capacity gains in nearly every month since March 2010, continued its upward climb with a 1.4 percent rise in total air seats this month. In particular, Anchorage showed double-digit increases over June 2010, while Denver (+35.5%), Las Vegas (+11.1%), Salt Lake (+21.3%) and San Jose (+34.5%) continued to climb. Similarly, charter seats from domestic cities increased 5 percent. However, this growth was offset by a 29.4 percent decrease in seats from the eastern region of the country. The majority of the decline in seats from U.S. East resulted from the suspension of flights from Charlotte, Detroit and Minneapolis. However, reductions in service on the Chicago-Kahului and Houston-Honolulu routes also contributed to the expected year-over-year decrease.
- International markets increased by 2.4 percent in general, though there were fewer seats from Japan for all airports except Tokyo-Haneda. The newly added 1,406 charter seats from international markets were mainly from Japan.
- An increase in flight activity from Vancouver to Honolulu and Kahului by WestJet increased seats from Canada by 56.4 percent.
- The availability of air seats (+96%) almost doubled from South Korea for June 2011 compared to the same month last year.
- A nearly doubling of Hawaiian Airlines' flights from Sydney, and smaller increases by Qantas and Jetstar, fueled a 47.5 percent increase in seats from Australia. Meanwhile, a 16 percent rise in seats from New Zealand grew overall capacity from Oceania by 43.2 percent.

Cruise Ship Visitors (Table 8, page 24):

- There was a total of 9,443 cruise visitors in June 2011, a decrease of 3 percent from last June.
- Despite lower arrivals, total cruise visitor days rose 11.8 percent due to a longer average length of stay. Total days spent in Hawai'i was 3.02, compared to 1.92 days in June 2010.
- One cruise ship came in June 2011 and brought 200 visitors to the islands, compared to zero ships last year.
- For the first six months of 2011, a total of 122,314 visitors came by cruise ship or by air to board cruise ships, 8.1 percent higher compared to year-to-date 2010. Visitor days for all cruise ship visitors increased 6 percent from the same period last year.

Visitor Arrivals from Other Major Markets – First Half of 2011*

- For the first two quarters of 2011, a total of 394,682 visitors from markets outside the top four visitor markets came to the islands, up 10.9 percent from the same quarters last year.
- **Other Asia MMA:** Visitors from Other Asia comprised the largest share at 24 percent of total other visitors. Arrivals from Other Asia climbed 41 percent from the first half of 2010 to 94,716 visitors.

Arrivals from Korea increased 11.6 percent to 46,123 visitors in the first half of 2011. This market has been growing rapidly since Korea joined the U.S. Visa Waiver Program in 2008. Supporting the growth in arrivals was direct service launched by Hawaiian Airlines in January 2011. In addition, Korean Airlines had increased service in June 2010, and added twice-daily service in March 2011.

Arrivals from China rose 19.7 percent to 36,565 visitors in the first half of 2011. Contributing to the increase in Chinese visitors were three direct charter flights from Shanghai, China to Honolulu, which came in January and February 2011.

- **Oceania MMA:** Arrivals from Oceania totaled 91,839 visitors and made up 22.3 percent of total other visitors in the first half of 2011. Arrivals from this market increased 19.1 percent from the first half of 2010 with growth from Australia (+18.9%) and New Zealand (+21.5%).
- **Europe MMA:** There was a total of 46,323 European (United Kingdom, France, Germany, Italy and Switzerland) visitors in the first half of 2011, accounting for 11.7 percent of total other visitors. Arrivals from this MMA rose 10.9 percent in the first half of 2010. Arrivals from Germany increased 11.8 percent while arrivals from the United Kingdom rose 5.2 percent.
- **Latin America MMA:** Arrivals from Latin America (10,283 visitors, or 2.6 percent of total other visitors) increased 21.2 percent compared to the first half of 2010, with increases from Brazil (+18.1%) and Argentina (+36.6%).

* Due to relatively small sample sizes, visitor arrival statistics from the Other Asia, Oceania, Europe and Latin America markets are released only on a quarterly basis.

Technical Notes:

- 1) **Final 2010 Statistics:** 2010 visitor data presented in this news release are the final numbers and differ from the preliminary 2010 figures published in the monthly reports for January 2010 through May 2010. Figures were revised to reflect additional passenger and immigration data which were obtained after publication of the monthly reports. The Final Monthly Visitor Statistics for 2010 will be available on the HTA website on July 29, 2011 under the Historical Visitor Statistics section. HTA website: www.hawaiiitourismauthority.org/research-reports/
- 2) **The 2010 Annual Visitor Research Report**, which presents the final detailed statistics on the Hawai'i visitor industry's performance in 2010 and provides a comprehensive comparison with 2009 visitor data, will be available on the HTA

website on July 29, 2011. The report includes visitor characteristics and expenditures by MMAs, select countries, purpose of trip, accommodation, first-time/repeat visitor status and island. Detailed spending categories by MMAs and island are also reported. Also presented is a profile of Hawai'i's cruise visitors and their spending characteristics, visitor room inventory, hotel occupancy and room rates, and air seat capacity to Hawai'i.

#

For more information, contact:

Momi Akimseu
Tourism Brand Manager
Hawai'i Tourism Authority
(808) 973-2278

Daniel K. Nahoopii
Director of Tourism Research
Hawai'i Tourism Authority
(808) 973-2264

Dawn Hirai
Vice President
Stryker Weiner & Yokota
(808) 523-8802/722-9445 (cell)

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

	TABLE 1. TOTAL VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	5,862,383	5,866,633	-0.1%	33,679,819	31,576,384	6.7%
TOTAL VISITORS	607,064	625,682	-3.0%	3,503,955	3,353,160	4.5%
DOMESTIC	460,713	483,644	-4.7%	2,538,854	2,398,106	5.9%
INTERNATIONAL	146,351	142,038	3.0%	965,101	955,054	1.1%
AVERAGE DAILY CENSUS	195,413	195,554	-0.1%	186,076	174,455	6.7%
TOTAL AIR SEATS (EST)	797,496	811,011	-1.7%	4,681,335	4,588,259	2.0%
TOTAL LOAD FACTOR (EST)	93.1%	95.3%	-2.2	88.5%	87.2%	1.3
ISLANDS VISITED						
O'ahu	372,729	390,284	-4.5%	2,114,235	2,047,429	3.3%
O'ahu only	268,742	283,156	-5.1%	1,553,819	1,515,058	2.6%
Kaua'i	92,174	92,569	-0.4%	492,964	467,465	5.5%
Kaua'i only	48,361	47,555	1.7%	258,093	247,008	4.5%
Maui County	193,927	190,140	2.0%	1,104,807	1,034,605	6.8%
Maui	190,761	186,682	2.2%	1,082,109	1,013,710	6.7%
Maui only	116,850	115,814	0.9%	688,320	650,498	5.8%
Moloka'i *	4,533	4,110	10.3%	29,702	24,199	22.7%
Moloka'i only *	547	541	1.0%	3,608	3,378	6.8%
Lāna'i *	5,815	5,824	-0.2%	39,992	33,571	19.1%
Lāna'i only *	904	750	20.5%	6,389	5,372	18.9%
Big Island	108,774	116,075	-6.3%	661,488	629,655	5.1%
Kona side	90,608	94,978	-4.6%	556,564	521,176	6.8%
Hilo side	42,734	44,545	-4.1%	245,315	237,237	3.4%
Big Island only	47,647	50,910	-6.4%	326,036	298,459	9.2%
Any Neighbor Island	338,322	342,526	-1.2%	1,950,136	1,838,102	6.1%
NI only	234,335	235,398	-0.5%	1,389,720	1,305,731	6.4%
O'ahu & NI	103,987	107,128	-2.9%	560,416	532,371	5.3%
Any one island only	483,051	498,727	-3.1%	2,836,265	2,719,773	4.3%
Multiple Islands	124,013	126,955	-2.3%	667,690	633,387	5.4%
Avg. Islands Visited	1.28	1.27	0.4%	1.26	1.26	0.3%
Average Length of Stay in Hawai'i	9.66	9.38	3.0%	9.61	9.42	2.1%
ACCOMMODATIONS						
Plan to stay in Hotel	372,142	389,890	-4.6%	2,158,372	2,077,152	3.9%
Hotel only	321,491	340,582	-5.6%	1,879,875	1,819,781	3.3%
Plan to stay in Condo	109,619	105,345	4.1%	660,830	595,771	10.9%
Condo only	84,903	81,705	3.9%	522,088	470,866	10.9%
Plan to stay in Timeshare	64,568	68,104	-5.2%	344,034	348,276	-1.2%
Timeshare only	48,828	51,179	-4.6%	262,854	266,810	-1.5%
Cruise Ship	10,916	11,700	-6.7%	66,275	64,415	2.9%
Friends/Relatives	62,475	66,864	-6.6%	336,229	342,162	-1.7%
Bed & Breakfast	5,173	4,980	3.9%	36,100	31,806	13.5%
Other	9,706	9,779	-0.7%	55,072	57,547	-4.3%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	502,951	518,741	-3.0%	2,849,001	2,752,204	3.5%
Honeymoon	47,262	50,022	-5.5%	219,513	224,749	-2.3%
Get Married	11,617	11,385	2.0%	58,128	58,651	-0.9%
Pleasure/Vacation	454,906	468,356	-2.9%	2,625,773	2,524,208	4.0%
Mtgs/Conventions/Incentive						
Conventions	27,741	23,938	15.9%	252,841	177,855	42.2%
Corporate Meetings	14,522	12,693	14.4%	145,792	95,231	53.1%
Incentive	5,617	5,894	-4.7%	50,861	38,860	30.9%
Incentive	8,484	5,844	45.2%	65,312	51,018	28.0%
Other Business						
Visit Friends/Rel.	18,292	19,850	-7.8%	121,747	117,670	3.5%
Govt/Military	60,739	64,247	-5.5%	315,993	318,295	-0.7%
Attend School	8,417	10,654	-21.0%	55,970	63,401	-11.7%
Sport Events	1,769	1,478	19.7%	8,949	10,232	-12.5%
Sport Events	4,621	5,832	-20.8%	36,751	30,041	22.3%
TRAVEL STATUS						
% First Timers **	35.7	35.4	0.3	33.8	33.7	0.1
% Repeaters **	64.3	64.6	-0.3	66.2	66.3	-0.1
Average # of Trips	4.89	4.87	0.4%	5.09	5.10	-0.2%
Group Tour						
Group Tour	53,534	61,700	-13.2%	321,145	337,452	-4.8%
Non-Group	553,530	563,982	-1.9%	3,182,810	3,015,709	5.5%
Package Trip						
Package Trip	214,289	232,454	-7.8%	1,180,671	1,173,068	0.6%
No Package	392,775	393,228	-0.1%	2,323,284	2,180,092	6.6%
Net True Independent	384,037	384,288	-0.1%	2,261,487	2,124,916	6.4%

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

Source: Hawai'i Tourism Authority

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.

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	4,722,308	4,869,812	-3.0%	25,780,879	24,121,679	6.9%
DOMESTIC VISITORS	460,713	483,644	-4.7%	2,538,854	2,398,106	5.9%
DOMESTIC AVERAGE DAILY CENSUS	157,410	162,327	-3.0%	142,436	133,269	6.9%
DOMESTIC AIR SEATS (EST)	594,211	612,399	-3.0%	3,331,415	3,290,706	1.2%
DOMESTIC LOAD FACTOR (EST)	96.2%	99.2%	-2.9	92.3%	89.1%	3.2
ISLANDS VISITED						
O'ahu	235,429	257,133	-8.4%	1,276,660	1,217,494	4.9%
O'ahu only	161,638	178,618	-9.5%	902,961	858,506	5.2%
Kaua'i	85,931	87,727	-2.0%	443,606	425,130	4.3%
Kaua'i only	48,092	47,317	1.6%	249,153	237,875	4.7%
Maui County	172,825	175,164	-1.3%	929,500	876,400	6.1%
Maui	169,866	171,939	-1.2%	909,761	857,729	6.1%
Maui only	111,568	111,074	0.4%	612,302	575,244	6.4%
Moloka'i *	3,573	3,694	-3.3%	24,163	20,446	18.2%
Moloka'i only *	477	529	-9.8%	3,355	3,270	2.6%
Lāna'i *	5,126	5,320	-3.6%	33,349	27,996	19.1%
Lāna'i only *	904	748	20.8%	5,931	5,318	11.5%
Big Island	88,912	92,986	-4.4%	516,899	482,602	7.1%
Kona side	76,145	79,312	-4.0%	450,446	415,713	8.4%
Hilo side	32,146	33,789	-4.9%	173,536	169,074	2.6%
Big Island only	45,174	47,481	-4.9%	293,633	266,069	10.4%
Any Neighbor Island	299,075	305,026	-2.0%	1,635,893	1,539,600	6.3%
NI only	225,284	226,511	-0.5%	1,262,194	1,180,612	6.9%
O'ahu & NI	73,791	78,515	-6.0%	373,699	358,988	4.1%
Any one island only	367,853	385,767	-4.6%	2,067,335	1,946,283	6.2%
Multiple Islands	92,860	97,877	-5.1%	471,519	451,823	4.4%
Avg. Islands Visited	1.28	1.28	-0.1%	1.26	1.26	-0.2%
Average Length of Stay in Hawai'i	10.25	10.07	1.8%	10.15	10.06	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	251,592	267,569	-6.0%	1,401,663	1,312,758	6.8%
Hotel only	206,481	222,227	-7.1%	1,171,976	1,100,353	6.5%
Plan to stay in Condo	94,535	93,567	1.0%	520,243	471,440	10.4%
Condo only	72,820	72,085	1.0%	409,269	371,323	10.2%
Plan to stay in Timeshare	59,977	64,271	-6.7%	307,815	310,885	-1.0%
Timeshare only	45,493	48,888	-6.9%	237,170	241,414	-1.8%
Cruise Ship	10,032	11,178	-10.3%	55,406	57,376	-3.4%
Friends/Relatives	55,614	61,261	-9.2%	299,164	303,667	-1.5%
Bed & Breakfast	4,390	4,448	-1.3%	29,673	26,406	12.4%
Other	8,635	8,826	-2.2%	45,557	45,104	1.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	386,317	401,955	-3.9%	2,051,297	1,945,204	5.5%
Honeymoon	23,715	26,230	-9.6%	93,820	94,300	-0.5%
Get Married	5,629	5,538	1.6%	26,221	24,858	5.5%
Pleasure/Vacation	362,854	376,437	-3.6%	1,960,096	1,853,416	5.8%
Mtgs/Conventions/Incentive	15,004	17,457	-14.1%	186,265	136,311	36.6%
Conventions	7,932	10,915	-27.3%	112,352	74,719	50.4%
Corporate Meetings	4,554	3,620	25.8%	39,699	32,069	23.8%
Incentive	3,059	3,415	-10.4%	41,615	35,880	16.0%
Other Business	16,691	18,239	-8.5%	108,486	108,625	-0.1%
Visit Friends/Rel.	55,136	58,918	-6.4%	281,104	281,999	-0.3%
Govt/Military	6,923	9,015	-23.2%	42,878	47,427	-9.6%
Attend School	1,045	1,242	-15.9%	6,175	5,814	6.2%
Sport Events	2,677	3,282	-18.4%	24,040	15,075	59.5%
TRAVEL STATUS						
% First Timers **	30.9	31.9	-1.0	28.9	29.3	-0.4
% Repeaters **	69.1	68.1	1.0	71.1	70.7	0.4
Average # of Trips	5.40	5.30	1.9%	5.69	5.72	-0.4%
Group Tour	12,904	14,175	-9.0%	97,313	86,178	12.9%
Non-Group	447,809	469,469	-4.6%	2,441,541	2,311,928	5.6%
Package Trip	122,398	134,939	-9.3%	626,268	600,647	4.3%
No Package	338,315	348,705	-3.0%	1,912,586	1,797,459	6.4%
Net True Independent	334,486	344,933	-3.0%	1,883,462	1,773,303	6.2%

** 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)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
UNITED STATES	425,460	568,088	-25.1%	2,263,258	2,692,935	-16.0%
Pacific Region	215,070	224,430	-4.2%	1,128,809	1,088,531	3.7%
...California	163,680	174,109	-6.0%	737,768	726,289	1.6%
...Oregon	15,792	15,487	2.0%	108,012	99,581	8.5%
...Washington	32,114	32,026	0.3%	241,278	224,549	7.5%
Mountain Region	54,410	58,861	-7.6%	297,342	290,494	2.4%
West North Central	14,491	15,059	-3.8%	123,790	116,549	6.2%
West South Central	39,594	42,828	-7.6%	140,559	143,598	-2.1%
...Texas	32,039	34,644	-7.5%	110,299	112,801	-2.2%
East North Central	29,562	32,993	-10.4%	191,398	182,636	4.8%
East South Central	9,256	10,844	-14.6%	39,904	42,489	-6.1%
New England	7,990	8,686	-8.0%	54,086	52,824	2.4%
Middle Atlantic	18,769	21,151	-11.3%	113,827	112,302	1.4%
...New Jersey	4,926	5,577	-11.7%	27,981	28,753	-2.7%
...New York	7,461	8,305	-10.2%	51,821	50,121	3.4%
South Atlantic	35,487	40,161	-11.6%	170,304	176,660	-3.6%
TOTAL CANADA	5,011	6,394	-21.6%	109,677	77,387	41.7%
TOTAL EUROPE	10,708	10,835	-1.2%	59,919	52,497	14.1%
...France	503	538	-6.5%	3,638	2,933	24.1%
...Germany	2,304	1,974	16.7%	13,436	11,990	12.1%
...Ireland	184	264	-30.3%	760	937	-18.9%
...Italy	698	762	-8.5%	2,702	2,460	9.8%
...Switzerland	798	644	23.8%	4,315	3,390	27.3%
...United Kingdom	3,091	3,456	-10.5%	15,826	14,827	6.7%
TOTAL ASIA	5,294	5,817	-9.0%	27,189	25,878	5.1%
...People's Republic of China	2,813	2,718	3.5%	13,965	12,657	10.3%
...Taiwan	142	153	-6.9%	737	742	-0.7%
...Hong Kong	157	156	0.3%	670	610	9.8%
...Indonesia	78	88	-11.2%	299	232	28.8%
...Japan	598	838	-28.6%	3,275	3,645	-10.1%
...Korea	651	921	-29.3%	3,711	3,659	1.4%
...Malaysia	32	31	2.5%	151	119	26.7%
...Philippines	301	421	-28.5%	1,643	1,798	-8.6%
...Singapore	107	108	-0.8%	520	478	8.7%
...Thailand	58	52	12.2%	279	285	-2.2%
TOTAL CENTRAL AMERICA	617	548	12.6%	3,630	3,144	15.4%
...Mexico	539	462	16.6%	3,158	2,706	16.7%
TOTAL SOUTH AMERICA	1,096	998	9.8%	9,213	7,341	25.5%
...Argentina	205	174	17.9%	2,238	1,595	40.3%
...Brazil	550	422	30.2%	4,554	3,840	18.6%
TOTAL OCEANIA	4,275	3,915	9.2%	20,997	17,990	16.7%
...Australia	3,527	3,083	14.4%	17,480	14,836	17.8%
...New Zealand	370	417	-11.3%	1,725	1,540	12.0%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,140,074	996,820	14.4%	7,898,940	7,454,704	6.0%
INTERNATIONAL VISITORS	146,351	142,038	3.0%	965,101	955,054	1.1%
INTERNATIONAL AVERAGE DAILY CENSUS	38,002	33,227	14.4%	43,641	41,186	6.0%
INTERNATIONAL AIR SEATS (EST)	203,285	198,612	2.4%	1,349,920	1,297,553	4.0%
INTERNATIONAL LOAD FACTOR (EST)	83.9%	83.3%	0.6	79.1%	82.4%	-3.2
ISLANDS VISITED						
O'ahu	137,300	133,151	3.1%	837,575	829,934	0.9%
O'ahu only	107,104	104,539	2.5%	650,858	656,552	-0.9%
Kaua'i	6,243	4,842	28.9%	49,358	42,335	16.6%
Kaua'i only	269	238	13.1%	8,940	9,133	-2.1%
Maui County	21,102	14,977	40.9%	175,307	158,205	10.8%
Maui	20,895	14,743	41.7%	172,348	155,980	10.5%
Maui only	5,282	4,739	11.5%	76,018	75,254	1.0%
Moloka'i *	960	415	131.2%	5,539	3,753	47.6%
Moloka'i only *	70	12	461.6%	253	107	135.5%
Lāna'i *	689	505	36.6%	6,643	5,576	19.1%
Lāna'i only *	0	2	-100.0%	458	55	737.5%
Big Island	19,862	23,089	-14.0%	144,589	147,053	-1.7%
Kona side	14,463	15,665	-7.7%	106,118	105,463	0.6%
Hilo side	10,588	10,756	-1.6%	71,779	68,164	5.3%
Big Island only	2,473	3,430	-27.9%	32,403	32,390	0.0%
Any Neighbor Island	39,247	37,499	4.7%	314,243	298,502	5.3%
NI only	9,051	8,887	1.8%	127,526	125,120	1.9%
O'ahu & NI	30,196	28,613	5.5%	186,717	173,383	7.7%
Any one island only	115,198	112,960	2.0%	768,930	773,490	-0.6%
Multiple Islands	31,153	29,078	7.1%	196,171	181,564	8.0%
Avg. Islands Visited	1.27	1.24	2.1%	1.26	1.24	1.6%
Average Length of Stay in Hawai'i	7.79	7.02	11.0%	8.18	7.81	4.9%
ACCOMMODATIONS						
Plan to stay in Hotel	120,550	122,322	-1.4%	756,709	764,394	-1.0%
Hotel only	115,010	118,355	-2.8%	707,899	719,428	-1.6%
Plan to stay in Condo	15,084	11,778	28.1%	140,587	124,331	13.1%
Condo only	12,083	9,620	25.6%	112,819	99,543	13.3%
Plan to stay in Timeshare	4,591	3,834	19.8%	36,219	37,391	-3.1%
Timeshare only	3,335	2,291	45.6%	25,684	25,396	1.1%
Cruise Ship	884	522	69.5%	10,869	7,038	54.4%
Friends/Relatives	6,861	5,602	22.5%	37,065	38,495	-3.7%
Bed & Breakfast	783	532	47.1%	6,427	5,400	19.0%
Other	1,071	952	12.4%	9,515	12,443	-23.5%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	116,634	116,785	-0.1%	797,704	807,000	-1.2%
Honeymoon	23,547	23,792	-1.0%	125,693	130,449	-3.6%
Get Married	5,988	5,847	2.4%	31,907	33,793	-5.6%
Pleasure/Vacation	92,052	91,919	0.1%	665,677	670,792	-0.8%
Mtgs/Conventions/Incentive						
Conventions	12,737	6,481	96.5%	66,576	41,544	60.3%
Corporate Meetings	6,590	1,778	270.6%	33,440	20,513	63.0%
Incentive	1,063	2,273	-53.2%	11,162	6,791	64.4%
Incentive	5,425	2,429	123.3%	23,697	15,138	56.5%
Other Business						
Visit Friends/Rel.	1,601	1,611	-0.6%	13,261	9,045	46.6%
Govt/Military	5,603	5,329	5.2%	34,889	36,296	-3.9%
Attend School	1,494	1,639	-8.9%	13,092	15,974	-18.0%
Sport Events	724	235	207.8%	2,774	4,418	-37.2%
Sport Events	1,944	2,550	-23.8%	12,711	14,967	-15.1%
TRAVEL STATUS						
% First Timers **	50.9	47.6	3.3	46.7	44.9	1.8
% Repeaters **	49.1	52.4	-3.3	53.3	55.1	-1.8
Average # of Trips	3.28	3.41	-3.9%	3.50	3.55	-1.5%
Group Tour						
Group Tour	40,630	47,526	-14.5%	223,832	251,274	-10.9%
Non-Group	105,721	94,512	11.9%	741,269	703,780	5.3%
Package Trip						
Package Trip	91,891	97,515	-5.8%	554,403	572,421	-3.1%
No Package	54,460	44,523	22.3%	410,698	382,633	7.3%
Net True Independent	49,551	39,355	25.9%	378,025	351,613	7.5%

** 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)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,701,873	2,764,783	-2.3%	13,980,895	13,349,655	4.7%
TOTAL VISITORS	274,301	283,823	-3.4%	1,454,557	1,388,149	4.8%
Domestic	269,480	278,532	-3.3%	1,426,150	1,357,407	5.1%
International	4,821	5,291	-8.9%	28,407	30,742	-7.6%
AVERAGE DAILY CENSUS	90,062	92,159	-2.3%	77,243	73,755	4.7%
ISLANDS VISITED						
O'ahu	120,803	133,438	-9.5%	639,538	624,991	2.3%
O'ahu only	91,342	103,007	-11.3%	497,240	483,816	2.8%
Kaua'i	50,601	49,432	2.4%	244,000	233,189	4.6%
Kaua'i only	34,986	33,255	5.2%	169,464	160,445	5.6%
Maui County	101,783	99,220	2.6%	518,271	492,935	5.1%
Maui	100,135	97,521	2.7%	506,950	482,371	5.1%
Maui only	77,861	75,312	3.4%	400,386	377,444	6.1%
Moloka'i *	1,700	1,761	-3.5%	12,032	9,958	20.8%
Moloka'i only*	318	353	-9.9%	2,311	2,103	9.9%
Lāna'i *	2,503	2,528	-1.0%	16,100	13,274	21.3%
Lāna'i only*	563	437	28.9%	3,576	3,292	8.6%
Big Island	46,994	48,384	-2.9%	276,456	257,340	7.4%
Kona side	41,204	42,483	-3.0%	246,155	225,416	9.2%
Hilo side	14,646	14,068	4.1%	77,532	75,513	2.7%
Big Island only	30,487	31,912	-4.5%	193,899	176,162	10.1%
Any Neighbor Island	182,959	180,816	1.2%	957,317	904,332	5.9%
NI only	153,498	150,385	2.1%	815,019	763,158	6.8%
O'ahu & NI	29,461	30,431	-3.2%	142,298	141,174	0.8%
Any one island only	235,557	244,276	-3.6%	1,266,876	1,203,263	5.3%
Multiple Islands	38,744	39,548	-2.0%	187,681	184,886	1.5%
Avg. Islands Visited	1.18	1.17	0.3%	1.17	1.17	-0.2%
Average Length of Stay in Hawai'i	9.85	9.74	1.1%	9.61	9.62	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	134,586	143,316	-6.1%	719,581	684,284	5.2%
Hotel only	112,168	120,721	-7.1%	610,164	580,841	5.0%
Plan to stay in Condo	64,900	62,790	3.4%	342,639	314,590	8.9%
Condo only	52,572	50,522	4.1%	280,115	257,382	8.8%
Plan to stay in Timeshare	40,700	43,056	-5.5%	194,552	197,723	-1.6%
Timeshare only	31,771	33,442	-5.0%	154,674	157,166	-1.6%
Cruise Ship	2,514	2,616	-3.9%	12,986	14,420	-9.9%
Friends/Relatives	33,359	37,005	-9.9%	180,381	186,033	-3.0%
Bed & Breakfast	1,904	1,995	-4.6%	13,742	12,466	10.2%
Other	4,775	4,717	1.2%	28,015	26,595	5.3%

* 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)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	232,829	239,546	-2.8%	1,191,684	1,138,482	4.7%
Honeymoon	9,788	10,513	-6.9%	41,084	40,794	0.7%
Get Married	3,177	2,854	11.3%	15,568	13,545	14.9%
Pleasure/Vacation	222,852	229,269	-2.8%	1,149,657	1,098,177	4.7%
Mtgs/Conventions/Incentive	6,979	7,798	-10.5%	76,710	59,362	29.2%
Conventions	3,573	4,877	-26.7%	44,428	33,640	32.1%
Corporate Meetings	2,520	1,879	34.1%	19,605	15,402	27.3%
Incentive	1,135	1,291	-12.1%	15,511	12,700	22.1%
Other Business	10,404	11,427	-9.0%	68,894	68,615	0.4%
Visit Friends/Rel.	31,669	34,595	-8.5%	165,110	167,830	-1.6%
Govt/Military	3,178	3,558	-10.7%	19,551	20,239	-3.4%
Attend School	496	652	-23.9%	3,034	3,313	-8.4%
Sport Events	1,627	1,845	-11.8%	13,612	9,242	47.3%
TRAVEL STATUS						
% First Timers **	19.8	20.5	-0.7	18.3	18.9	-0.6
% Repeaters **	80.2	79.5	0.7	81.7	81.1	0.6
Average # of Trips	6.56	6.52	0.7%	6.94	6.95	-0.1%
Group Tour	4,660	5,070	-8.1%	31,421	29,496	6.5%
Non-Group	269,641	278,754	-3.3%	1,423,136	1,358,652	4.7%
Package Trip	67,134	72,553	-7.5%	311,583	303,584	2.6%
No Package	207,167	211,271	-1.9%	1,142,974	1,084,565	5.4%
Net True Independent	205,398	209,793	-2.1%	1,131,479	1,074,955	5.3%

** 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)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,703,124	1,790,749	-4.9%	9,086,920	8,687,611	4.6%
TOTAL VISITORS	160,009	171,895	-6.9%	857,746	831,838	3.1%
Domestic	155,149	166,580	-6.9%	833,869	805,954	3.5%
International	4,860	5,315	-8.6%	23,877	25,884	-7.8%
AVERAGE DAILY CENSUS	56,771	59,592	-4.7%	50,204	47,998	4.6%
ISLANDS VISITED						
O'ahu	97,917	106,501	-8.1%	502,307	489,091	2.7%
O'ahu only	59,268	64,651	-8.3%	312,521	307,389	1.7%
Kaua'i	31,432	33,914	-7.3%	164,818	160,488	2.7%
Kaua'i only	11,422	12,289	-7.1%	63,941	64,184	-0.4%
Maui County	60,936	65,515	-7.0%	330,142	316,851	4.2%
Maui	59,822	64,168	-6.8%	323,004	309,819	4.3%
Maui only	28,583	30,681	-6.8%	167,046	161,978	3.1%
Moloka'i *	1,516	1,762	-13.9%	9,156	8,280	10.6%
Moloka'i only*	141	149	-5.4%	819	911	-10.0%
Lāna'i *	2,412	2,603	-7.3%	14,998	12,995	15.4%
Lāna'i only*	316	283	11.5%	2,225	1,735	28.3%
Big Island	36,629	38,278	-4.3%	191,545	184,086	4.1%
Kona side	30,674	31,803	-3.6%	163,122	154,857	5.3%
Hilo side	15,771	17,035	-7.4%	78,998	78,784	0.3%
Big Island only	12,780	12,931	-1.2%	77,264	72,140	7.1%
Any Neighbor Island	100,741	107,243	-6.1%	545,225	524,449	4.0%
NI only	62,092	65,394	-5.0%	355,439	342,748	3.7%
O'ahu & NI	38,649	41,849	-7.6%	189,786	181,702	4.4%
Anyone island only	112,510	120,984	-7.0%	623,816	608,336	2.5%
Multiple Islands	47,499	50,911	-6.7%	233,930	223,502	4.7%
Avg. Islands Visited	1.44	1.44	-0.2%	1.41	1.40	0.4%
Average Length of Stay in Hawai'i	10.64	10.42	2.2%	10.59	10.44	1.4%
ACCOMMODATIONS						
Plan to stay in Hotel	97,372	104,359	-6.7%	537,492	509,582	5.5%
Hotel only	77,469	84,174	-8.0%	437,612	417,830	4.7%
Plan to stay in Condo	25,504	26,679	-4.4%	130,835	123,411	6.0%
Condo only	17,192	18,582	-7.5%	91,410	88,163	3.7%
Plan to stay in Timeshare	17,946	20,001	-10.3%	97,725	100,240	-2.5%
Timeshare only	12,646	14,180	-10.8%	70,816	73,522	-3.7%
Cruise Ship	6,714	7,937	-15.4%	35,187	36,599	-3.9%
Friends/Relatives	20,730	22,758	-8.9%	102,521	106,148	-3.4%
Bed & Breakfast	1,703	1,671	1.9%	10,954	9,849	11.2%
Other	3,721	3,505	6.2%	17,169	17,645	-2.7%

* 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)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	130,118	138,399	-6.0%	661,540	646,354	2.3%
Honeymoon	10,874	12,408	-12.4%	40,725	42,146	-3.4%
Get Married	2,196	2,412	-8.9%	10,153	9,793	3.7%
Pleasure/Vacation	119,427	126,265	-5.4%	621,912	605,555	2.7%
Mtgs/Conventions/Incentive						
Conventions	6,632	8,081	-17.9%	87,639	66,189	32.4%
Corporate Meetings	3,595	4,896	-26.6%	52,974	35,106	50.9%
Incentive	1,667	1,573	6.0%	16,396	14,367	14.1%
Other Business	1,584	1,824	-13.2%	21,860	20,212	8.2%
Other Business						
Visit Friends/Rel.	5,408	5,960	-9.3%	34,738	35,920	-3.3%
Govt/Military	21,190	22,556	-6.1%	100,111	101,962	-1.8%
Attend School	4,185	6,042	-30.7%	25,792	31,377	-17.8%
Sport Events	399	412	-3.1%	2,008	2,900	-30.8%
	854	1,120	-23.7%	8,297	4,309	92.6%
TRAVEL STATUS						
% First Timers **	45.4	46.0	-0.6	40.9	41.4	-0.5
% Repeaters **	54.6	54.0	0.6	59.1	58.6	0.5
Average # of Trips	3.73	3.63	2.7%	4.13	4.14	-0.1%
Group Tour						
Group Tour	6,233	5,964	4.5%	46,897	41,129	14.0%
Non-Group	153,776	165,930	-7.3%	810,849	790,709	2.5%
Package Trip						
Package Trip	43,346	49,203	-11.9%	229,529	225,641	1.7%
No Package	116,663	122,692	-4.9%	628,217	606,197	3.6%
Net True Independent	115,041	121,095	-5.0%	615,406	595,805	3.3%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	492,291	568,334	-13.4%	3,121,508	3,308,570	-5.7%
TOTAL VISITORS	84,950	101,250	-16.1%	527,009	580,259	-9.2%
Domestic	598	835	-28.4%	3,275	3,614	-9.4%
International	84,352	100,415	-16.0%	523,734	576,645	-9.2%
AVERAGE DAILY CENSUS	16,410	18,944	-13.4%	17,246	18,279	-5.7%
ISLANDS VISITED						
O'ahu	82,637	97,692	-15.4%	507,420	556,536	-8.8%
O'ahu only	68,190	77,934	-12.5%	427,474	462,959	-7.7%
Kaua'i	2,040	1,810	12.7%	9,848	9,613	2.4%
Kaua'i only	160	115	38.8%	1,325	740	79.0%
Maui County	5,301	5,599	-5.3%	28,719	29,754	-3.5%
Maui	5,193	5,565	-6.7%	27,904	29,336	-4.9%
Maui only	824	710	16.1%	4,887	4,881	0.1%
Moloka'i *	250	87	187.3%	968	570	69.7%
Moloka'i only *	0	0	NA	30	1	2710.6%
Lāna'i *	2	54	-96.3%	1,061	738	43.9%
Lāna'i only *	2	0	NA	180	13	1321.6%
Big Island	11,048	17,626	-37.3%	70,623	89,310	-20.9%
Kona side	7,333	11,707	-37.4%	45,100	60,560	-25.5%
Hilo side	5,182	7,337	-29.4%	33,910	36,093	-6.0%
Big Island only	1,173	2,482	-52.7%	12,042	16,985	-29.1%
Any Neighbor Island	16,760	23,316	-28.1%	99,535	117,300	-15.1%
NI only	2,313	3,558	-35.0%	19,589	23,722	-17.4%
O'ahu & NI	14,447	19,758	-26.9%	79,946	93,578	-14.6%
Any one island only	70,349	81,241	-13.4%	445,938	485,579	-8.2%
Multiple Islands	14,601	20,009	-27.0%	81,071	94,680	-14.4%
Avg. Islands Visited	1.19	1.21	-1.8%	1.17	1.18	-0.9%
Average Length of Stay in Hawai'i	5.80	5.61	3.2%	5.92	5.70	3.9%
ACCOMMODATIONS						
Plan to stay in Hotel	74,141	92,008	-19.4%	460,235	516,721	-10.9%
Hotel only	72,685	90,461	-19.7%	450,616	506,878	-11.1%
Plan to stay in Condo	8,708	7,379	18.0%	53,631	49,265	8.9%
Condo only	7,406	6,077	21.9%	45,342	41,130	10.2%
Plan to stay in Timeshare	2,543	2,130	19.4%	15,730	14,560	8.0%
Timeshare only	2,061	1,712	20.4%	11,864	11,275	5.2%
Cruise Ship	57	26	116.1%	249	528	-52.8%
Friends/Relatives	1,084	1,091	-0.7%	7,677	7,779	-1.3%
Bed & Breakfast	10	179	-94.4%	669	1,057	-36.7%
Other	6	78	-92.3%	356	561	-36.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	68,925	84,221	-18.2%	451,488	503,984	-10.4%
Honeymoon	17,070	19,922	-14.3%	91,847	101,148	-9.2%
Get Married	5,169	5,513	-6.2%	27,011	28,879	-6.5%
Pleasure/Vacation	50,833	63,489	-19.9%	354,897	398,239	-10.9%
Mtgs/Conventions/Incentive						
Conventions	1,612	511	215.2%	5,476	5,057	8.3%
Corporate Meetings	467	2,162	-78.4%	3,345	4,573	-26.9%
Incentive	4,686	2,088	124.5%	17,952	9,285	93.3%
Other Business						
Visit Friends/Rel.	1,590	1,712	-7.1%	10,603	10,748	-1.3%
Govt/Military	30	29	3.9%	298	540	-44.8%
Attend School	137	34	303.6%	979	908	7.8%
Sport Events	1,722	2,498	-31.1%	11,173	12,751	-12.4%
TRAVEL STATUS						
% First Timers **	43.8	44.2	-0.5	43.5	43.3	0.3
% Repeaters **	56.2	55.8	0.5	56.5	56.7	-0.3
Average # of Trips	3.71	3.57	3.7%	3.77	3.65	3.4%
Group Tour						
Non-Group	31,254	42,116	-25.8%	167,349	214,887	-22.1%
Package Trip						
No Package	53,696	59,134	-9.2%	359,660	365,372	-1.6%
Package Trip						
No Package	65,126	80,377	-19.0%	391,625	438,714	-10.7%
Net True Independent						
	19,824	20,873	-5.0%	135,384	141,544	-4.4%
	16,440	16,195	1.5%	112,649	116,212	-3.1%

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

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	182,098	149,972	21.4%	3,441,759	2,879,198	19.5%
TOTAL VISITORS	16,160	13,579	19.0%	269,960	223,334	20.9%
Domestic	5,011	6,390	-21.6%	109,677	77,362	41.8%
International	11,149	7,189	55.1%	160,283	145,972	9.8%
AVERAGE DAILY CENSUS	6,070	4,999	21.4%	19,015	15,907	19.5%
ISLANDS VISITED						
O'ahu	9,871	7,918	24.7%	129,750	105,628	22.8%
O'ahu only	7,056	5,092	38.6%	85,609	69,685	22.9%
Kaua'i	1,621	1,734	-6.5%	37,461	30,190	24.1%
Kaua'i only	428	473	-9.5%	14,854	12,212	21.6%
Maui County	6,892	6,141	12.2%	128,025	108,346	18.2%
Maui	6,839	6,066	12.7%	126,755	107,382	18.0%
Maui only	4,393	3,789	15.9%	89,561	77,056	16.2%
Moloka'i *	65	60	8.4%	2,461	1,840	33.7%
Moloka'i only*	16	7	121.5%	250	192	30.4%
Lāna'i *	134	265	-49.4%	2,800	2,417	15.8%
Lāna'i only*	0	4	-100.0%	108	121	-11.0%
Big Island	2,617	2,358	11.0%	51,869	41,161	26.0%
Kona side	2,138	2,019	5.9%	47,028	37,142	26.6%
Hilo side	1,298	1,128	15.1%	19,112	15,832	20.7%
Big Island only	781	904	-13.6%	24,418	19,305	26.5%
Any Neighbor Island	9,104	8,487	7.3%	184,351	153,649	20.0%
NI only	6,289	5,661	11.1%	140,210	117,706	19.1%
O'ahu & NI	2,815	2,826	-0.4%	44,141	35,943	22.8%
Anyone island only	12,674	10,270	23.4%	214,800	178,571	20.3%
Multiple Islands	3,486	3,309	5.4%	55,160	44,764	23.2%
Avg. Islands Visited	1.31	1.36	-3.4%	1.30	1.29	0.6%
Average Length of Stay in Hawai'i	11.27	11.04	2.0%	12.75	12.89	-1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	9,839	8,271	19.0%	137,006	114,167	20.0%
Hotel only	8,072	6,926	16.5%	106,600	89,140	19.6%
Plan to stay in Condo	4,536	3,749	21.0%	100,186	81,096	23.5%
Condo only	3,580	2,982	20.0%	80,719	65,438	23.4%
Plan to stay in Timeshare	1,180	839	40.6%	25,949	24,748	4.9%
Timeshare only	711	534	33.3%	18,385	16,969	8.3%
Cruise Ship	273	209	30.9%	7,192	5,436	32.3%
Friends/Relatives	1,055	793	33.0%	11,490	10,440	10.1%
Bed & Breakfast	287	183	57.0%	3,946	2,825	39.7%
Other	113	252	-55.1%	2,408	2,092	15.1%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	14,561	11,830	23.1%	249,690	208,426	19.8%
Honeymoon	1,063	921	15.4%	5,946	4,911	21.1%
Get Married	165	236	-30.0%	1,779	2,128	-16.4%
Pleasure/Vacation	13,547	10,768	25.8%	243,937	202,864	20.2%
Mtgs/Conventions/Incentive	459	480	-4.3%	15,103	8,644	74.7%
Conventions	294	372	-20.9%	11,210	5,721	95.9%
Corporate Meetings	109	44	150.0%	1,937	1,313	47.5%
Incentive	87	66	32.5%	2,558	2,110	21.2%
Other Business	209	188	11.1%	1,932	1,616	19.5%
Visit Friends/Rel.	866	597	45.0%	10,080	8,311	21.3%
Govt/Military	23	75	-69.2%	332	360	-7.8%
Attend School	44	19	136.6%	305	241	26.5%
Sport Events	77	106	-27.3%	1,115	1,128	-1.1%
TRAVEL STATUS						
% First Timers **	49.0	44.8	4.2	36.2	35.4	0.8
% Repeaters **	51.0	55.2	-4.2	63.8	64.6	-0.8
Average # of Trips	3.34	3.57	-6.4%	4.01	4.05	-1.0%
Group Tour	278	290	-4.2%	7,578	5,470	38.5%
Non-Group	15,882	13,289	19.5%	262,382	217,864	20.4%
Package Trip	4,981	4,509	10.5%	71,935	64,273	11.9%
No Package	11,179	9,071	23.2%	198,025	159,061	24.5%
Net True Independent	11,062	8,974	23.3%	196,157	157,447	24.6%

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS						
	June			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	108,237	96,790	11.8%	1,170,179	1,104,147	6.0%
TOTAL VISITORS	9,443	9,738	-3.0%	122,314	113,200	8.1%
ARRIVED BY SHIP	200	0	NA	62,008	52,240	18.7%
ARRIVED BY AIR	9,243	9,738	-5.1%	60,306	60,960	-1.1%
NUMBER OF SHIP ARRIVALS	1	0	NA	37	32	15.6%
ISLANDS VISITED						
O'ahu	9,288	9,738	-4.6%	122,159	111,705	9.4%
Kaua'i	9,266	9,738	-4.8%	113,467	102,176	11.1%
Maui County	9,276	9,738	-4.7%	117,780	110,424	6.7%
Maui	9,276	9,738	-4.7%	117,780	110,424	6.7%
Moloka'i	80	-	NA	1,371	1,363	0.5%
Lāna'i	93	65	43.0%	2,270	2,444	-7.1%
Hawai'i Island	9,274	9,738	-4.8%	116,860	110,204	6.0%
Average Islands Visited	3.9	4.0	-1.5%	3.9	4.5	-13.0%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	3.02	1.92	57.4%	2.89	2.84	1.8%
Days in Hawai'i during Cruise	6.88	7.00	-1.7%	5.40	5.65	-4.4%
Days in Hawai'i after Cruise	1.56	1.02	52.8%	1.27	1.26	1.0%
Total days in Hawai'i	11.46	9.94	15.3%	9.57	9.75	-1.9%
ACCOMMODATIONS						
Hotel	8,021	7,643	5.0%	59,828	57,080	4.8%
Hotel only	7,478	7,217	3.6%	52,960	51,282	3.3%
Condo	322	356	-9.4%	5,135	4,888	5.1%
Condo only	114	169	-32.9%	1,752	1,748	0.3%
Timeshare	364	195	86.4%	4,241	3,696	14.8%
Timeshare Only	79	119	-33.4%	1,608	1,529	5.2%
Bed & Breakfast	47	45	4.6%	592	583	1.6%
Bed & Breakfast only	23	45	-48.6%	160	138	16.2%
Friends & relatives	69	165	-57.8%	2,808	2,586	8.6%
Other accommodation	60	142	-57.5%	1,834	1,703	7.7%
Accommodation (NET)	8,315	8,120	2.4%	66,016	63,168	4.5%
Cruise only	1,129	1,618	-30.3%	56,298	50,032	12.5%
TRAVEL STATUS						
% First timers	46.9	57.6	-10.75	42.9	41.7	1.25
% Repeat visitors	53.1	42.4	10.75	57.1	58.3	-1.25

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

JUNE 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	797,496	-1.7%	547,307	-1.8%	145,810	-2.1%	49,656	-18.4%	3,925	NA	50,798	15.2%
Scheduled Seats	790,294	-1.9%	540,105	-2.1%	145,810	-2.1%	49,656	-18.4%	3,925	NA	50,798	15.2%
Charter seats	7,202	30.5%	7,202	30.5%								
Domestic Seats	594,211	-3.0%	349,846	-4.9%	139,986	-4.1%	49,656	-9.0%	3,925	NA	50,798	15.2%
Scheduled Seats	588,415	-3.0%	344,050	-5.0%	139,986	-4.1%	49,656	-9.0%	3,925	NA	50,798	15.2%
...US West	526,551	1.4%	291,720	1.0%	130,452	-0.9%	49,656	-9.0%	3,925	NA	50,798	15.2%
...US East	61,864	-29.4%	52,330	-28.7%	9,534	-33.3%						
Charter seats	5,796	5.0%	5,796	5.0%								
International Seats	203,285	2.4%	197,461	4.3%	5,824	94.0%	0	-100.0%				
Scheduled Seats	201,879	1.6%	196,055	3.6%	5,824	94.0%	0	-100.0%				
...Japan	122,754	-12.9%	122,754	-8.8%			0	-100.0%				
...Canada	14,391	56.4%	8,567	38.2%	5,824	94.0%						
...Other Asia	22,044	96.0%	22,044	96.0%								
...Aus./N. Zealand	18,932	43.2%	18,932	43.2%								
...Other	23,758	-1.1%	23,758	-1.1%								
Charter Seats	1,406	NA	1,406	NA								
YTD Through Jun 2011												
Total Seats	4,681,335	2.0%	3,260,926	1.6%	865,040	6.5%	308,655	-9.9%	3,925	NA	242,789	8.5%
Scheduled Seats	4,630,300	2.1%	3,209,891	1.7%	865,040	6.5%	308,655	-9.9%	3,925	NA	242,789	8.5%
Charter seats	51,035	-3.5%	51,035	-3.5%								
Domestic Seats	3,331,415	1.2%	2,019,114	-1.3%	771,090	5.3%	299,677	1.5%	3,925	NA	237,609	9.0%
Scheduled Seats	3,296,639	1.3%	1,984,338	-1.2%	771,090	5.3%	299,677	1.5%	3,925	NA	237,609	9.0%
...US West	2,911,634	4.8%	1,654,554	3.4%	715,869	7.9%	299,677	1.5%	3,925	NA	237,609	9.0%
...US East	385,005	-19.1%	329,784	-19.0%	55,221	-19.9%						
Charter seats	34,776	-6.0%	34,776	-6.0%								
International Seats	1,349,920	4.0%	1,241,812	6.6%	93,950	17.7%	8,978	-81.1%			5,180	-10.8%
Scheduled Seats	1,333,661	4.1%	1,225,553	6.7%	93,950	17.7%	8,978	-81.1%			5,180	-10.8%
...Japan	777,825	-4.3%	777,825	0.4%			0	-100.0%				
...Canada	190,311	6.3%	82,203	-2.3%	93,950	17.7%	8,978	-2.7%			5,180	-10.8%
...Other Asia	126,995	80.8%	126,995	80.8%								
...Aus./N. Zealand	100,393	25.0%	100,393	25.0%								
...Other	138,137	-0.7%	138,137	-0.7%								
Charter Seats	16,259	2.3%	16,259	2.3%								

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

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

June	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
Total Seats	797,496	-1.7%	547,307	-1.8%	145,810	-2.1%	49,656	-18.4%	3,925	NA	50,798	15.2%
Scheduled Seats	790,294	-1.9%	540,105	-2.1%	145,810	-2.1%	49,656	-18.4%	3,925	NA	50,798	15.2%
Charter seats	7,202	30.5%	7,202	30.5%								
Domestic Seats	594,211	-3.0%	349,846	-4.9%	139,986	-4.1%	49,656	-9.0%	3,925	NA	50,798	15.2%
Scheduled Seats	588,415	-3.0%	344,050	-5.0%	139,986	-4.1%	49,656	-9.0%	3,925	NA	50,798	15.2%
Charter seats	5,796	5.0%	5,796	5.0%								
US West	526,551	1.4%	291,720	1.0%	130,452	-0.9%	49,656	-9.0%	3,925	NA	50,798	15.2%
...Anchorage	4,396	133.3%	4,396	133.3%								
...Denver	16,282	35.5%	8,048	-2.3%	5,612	384.6%	1,708	0.0%			914	0.0%
...Las Vegas	21,564	11.1%	19,296	-0.6%								
...Los Angeles	196,634	-3.5%	101,638	0.1%	45,102	-10.2%	20,776	-18.4%	3,454	NA	25,664	-3.4%
...Oakland	20,351	8.1%	7,560	0.0%	8,081	-12.4%	2,041	0.0%				
...Orange County	4,340	-41.7%	3,100	-16.7%	1,240	-66.7%						
...Phoenix	44,990	5.8%	22,190	17.0%	11,400	0.0%	5,700	0.0%			5,700	-11.8%
...Portland	24,540	-4.9%	12,270	-9.4%	12,270	0.0%						
...Sacramento	12,270	0.0%	7,560	0.0%	4,710	0.0%						
...Salt Lake City	7,860	21.3%	7,860	21.3%								
...San Diego	12,270	-20.4%	7,560	-37.7%	4,710	43.8%						
...San Francisco	94,445	5.9%	54,272	1.6%	18,550	2.8%	12,052	-1.5%	471	NA	9,100	66.7%
...San Jose	16,509	34.5%	7,560	0.0%	4,239	107.7%	2,669	0.0%				
...Seattle	45,390	-12.6%	23,700	-12.1%	12,270	-21.2%	4,710	0.0%			4,710	0.0%
US East	61,864	-29.4%	52,330	-28.7%	9,534	-33.3%						
...Atlanta	8,940	0.0%	8,940	0.0%								
...Charlotte	0	-100.0%	0	-100.0%								
...Chicago	19,974	-14.9%	17,190	8.0%	2,784	-63.1%						
...Dallas	20,250	0.0%	13,500	0.0%	6,750	0.0%						
...Detroit	0	-100.0%	0	-100.0%								
...Houston	6,400	-49.7%	6,400	-49.7%								
...Minneapolis	0	-100.0%	0	-100.0%								
...Newark	6,300	-10.6%	6,300	-10.6%								

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

June	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
International Seats	203,285	2.4%	197,461	4.3%	5,824	94.0%	0	-100.0%	0	NA	0	NA
Scheduled Seats	201,879	1.6%	196,055	3.6%	5,824	94.0%	0	-100.0%	0	NA	0	NA
Charter Seats	1,406	NA	1,406	NA								
Japan	122,754	-12.9%	122,754	-8.8%			0	-100.0%				
...Nagoya	9,710	-22.9%	9,710	-22.9%								
...Osaka	18,390	-25.5%	18,390	-25.5%								
...Tokyo-HND	23,820	NA	23,820	NA								
...Tokyo-NRT	70,834	-31.6%	70,834	-27.2%			0	-100.0%				
Canada	14,391	56.4%	8,567	38.2%	5,824	94.0%						
...Vancouver	14,391	56.4%	8,567	38.2%	5,824	94.0%						
Other Asia	22,044	96.0%	22,044	96.0%								
...Seoul	22,044	96.0%	22,044	96.0%								
Oceania	18,932	43.2%	18,932	43.2%								
...Auckland	2,106	16.0%	2,106	16.0%								
...Sydney	16,826	47.5%	16,826	47.5%								
Other	23,758	-1.1%	23,758	-1.1%								
...Apia	648	0.0%	648	0.0%								
...Christmas	740	8.8%	740	8.8%								
...Guam	6,425	0.4%	6,425	0.4%								
...Majuro	2,669	-5.6%	2,669	-5.6%								
...Manila	7,716	-0.5%	7,716	-0.5%								
...Nadi	1,276	-11.0%	1,276	-11.0%								
...Pago Pago	3,276	0.0%	3,276	0.0%								
...Papeete	1,008	0.0%	1,008	0.0%								

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

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

Year thru June	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
Total Seats	4,681,335	2.0%	3,260,926	1.6%	865,040	6.5%	308,655	-9.9%	3,925	NA	242,789	8.5%
Scheduled Seats	4,630,300	2.1%	3,209,891	1.7%	865,040	6.5%	308,655	-9.9%	3,925	NA	242,789	8.5%
Charter seats	51,035	-3.5%	51,035	-3.5%								
Domestic Seats	3,331,415	1.2%	2,019,114	-1.3%	771,090	5.3%	299,677	1.5%	3,925	NA	237,609	9.0%
Scheduled Seats	3,296,639	1.3%	1,984,338	-1.2%	771,090	5.3%	299,677	1.5%	3,925	NA	237,609	9.0%
Charter seats	34,776	-6.0%	34,776	-6.0%								
US West	2,911,634	4.8%	1,654,554	3.4%	715,869	7.9%	299,677	1.5%	3,925	NA	237,609	9.0%
...Anchorage	30,000	2.7%	24,080	5.1%	5,920	-5.7%						
...Denver	85,782	7.4%	48,168	-1.9%	25,620	32.1%	7,076	9.7%			4,918	0.0%
...Las Vegas	129,414	13.4%	116,310	1.9%								
...Los Angeles	1,032,321	-0.8%	548,182	1.6%	247,573	-2.4%	113,561	-11.1%	3,454	NA	119,551	0.2%
...Oakland	88,747	10.1%	45,612	0.0%	23,329	2.0%	11,661	-3.5%				
...Orange County	20,040	-15.8%	13,316	-7.4%	6,724	-28.7%						
...Phoenix	237,702	5.3%	117,812	15.5%	54,150	-4.0%	34,390	-2.7%			31,350	-2.1%
...Portland	153,776	3.9%	72,670	-1.7%	72,670	-1.8%						
...Sacramento	72,670	19.4%	45,612	0.0%	27,058	77.7%						
...Salt Lake City	40,476	-19.1%	40,476	3.5%	0	-100.0%						
...San Diego	72,670	35.9%	45,612	-9.1%	27,058	725.9%						
...San Francisco	538,647	4.9%	313,814	5.0%	108,374	1.8%	75,882	1.0%			40,106	20.8%
...San Jose	81,201	43.4%	45,612	16.8%	13,859	83.9%	15,397	53.2%	471			
...Seattle	302,018	0.2%	151,108	-9.2%	90,430	15.6%	33,274	17.1%			27,206	-4.3%
US East	385,005	-19.1%	329,784	-19.0%	55,221	-19.9%						
...Atlanta	53,938	7.2%	53,938	7.2%								
...Charlotte	0	-100.0%	0	-100.0%								
...Chicago	113,989	19.2%	99,493	33.3%	14,496	-30.9%						
...Dallas	122,175	-5.6%	81,450	0.0%	40,725	-15.0%						
...Detroit	298	-92.3%	298	-92.3%								
...Houston	46,480	-39.5%	46,480	-39.5%								
...Minneapolis	8,940	-78.4%	8,940	-78.4%								
...Newark	39,185	-5.1%	39,185	-5.1%								

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

Year thru June	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge	2011	%Chge
International Seats	1,349,920	4.0%	1,241,812	6.6%	93,950	17.7%	8,978	-81.1%			5,180	NA
Scheduled Seats	1,333,661	4.1%	1,225,553	6.7%	93,950	17.7%	8,978	-81.1%			5,180	NA
Charter Seats	16,259	2.3%	16,259	2.3%								
Japan	777,825	-4.3%	777,825	0.4%			0	-100.0%				
...Nagoya	64,161	-15.6%	64,161	-15.6%								
...Osaka	95,531	-31.1%	95,531	-31.1%								
...Tokyo-HND	134,209	NA	134,209	NA								
...Tokyo-NRT	483,924	-19.1%	483,924	-13.6%			0	-100.0%				
Canada	190,311	6.3%	82,203	-2.3%	93,950	17.7%	8,978	-2.7%			5,180	-10.8%
...Calgary	31,799	71.3%	9,794	28.4%	22,005	101.3%						
...Edmonton	4,818	293.6%			4,818	293.6%						
...Vancouver	151,382	-3.4%	70,097	-5.4%	67,127	-0.8%	8,978	-2.7%			5,180	-10.8%
...Victoria	2,312	-5.6%	2,312	-5.6%								
Other Asia	126,995	80.8%	126,995	80.8%								
...Seoul	126,995	98.9%	126,995	98.9%								
...Taipei	0	-100.0%	0	-100.0%								
Oceania	100,393	25.0%	100,393	25.0%								
...Auckland	11,867	2.5%	11,867	2.5%								
...Sydney	88,526	28.8%	88,526	28.8%								
Other	138,137	-0.7%	138,137	-0.7%								
...Apia	3,756	-7.3%	3,756	-7.3%								
...Christmas	3,596	340.7%	3,596	340.7%								
...Guam	38,660	-8.4%	38,660	-8.4%								
...Majuro	16,171	24.1%	16,171	24.1%								
...Manila	46,800	1.0%	46,800	1.0%								
...Nadi	7,986	-32.0%	7,986	-32.0%								
...Pago Pago	14,616	1.8%	14,616	1.8%								
...Papeete	6,552	0.0%	6,552	0.0%								

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