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NEWS RELEASE

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HTA RELEASES AIRLINE SEAT CAPACITY OUTLOOK FOR THIRD QUARTER 2011

The Hawai'i Tourism Authority (HTA), the state's tourism agency, has released its Airline Seat Capacity Outlook Report for the third quarter of 2011. The HTA's projections are based on flights appearing in OAG and Sabre airline schedules as of June 2011.

- Fueled by capacity increases from the U.S. West, Japan, Canada, Oceania and South Korea markets, total scheduled nonstop air seats to Hawai'i are expected to rise 1.1 percent over prior year levels in the third quarter of 2011. While not as robust as the 4.5 percent increase in capacity seen in the first quarter of 2011, the moderate growth (1.1%) projected for the July through September period represents an increase in market momentum from the relatively flat performance seen in the second quarter (0.2%) of the year.
- The U.S. West market, which has posted year-over-year capacity gains in nearly every month since March 2010, is expected to continue its upward climb with a 1.4 percent rise in third quarter air seats. However, this growth is expected to be offset by a 24.3 percent decrease in seats from the eastern region of the country. The majority of the decline in seats from U.S. East results from the suspension of flights from Charlotte, Detroit and Minneapolis. However, reductions in service on the Chicago-Kahului and Houston-Honolulu routes also contribute to the expected year-over-year decrease.
- Scheduled air seats from Japan are expected to increase 1.6 percent in the third quarter, driven upwards by the addition of more than 74,000 seats from Tokyo-Haneda (which more than offsets a projected decrease of a little more than 70,000 seats from Tokyo-Narita) and a 5.3 percent increase in seats from Osaka. Hawaiian Airlines' new Osaka-Honolulu flights contribute to the expected growth in this market.
- An increase in flight activity from Vancouver to Honolulu and Kahului by WestJet is slated to increase third quarter seat capacity from Canada by 52.3 percent.

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- New Hawaiian Airlines service and an increase in the number of flights by Korean Air are expected to grow third quarter scheduled capacity on the Incheon-Honolulu route by 73.3 percent. In addition, the launch of China Eastern Airlines' twice-weekly scheduled Shanghai-Honolulu service in August and Asiana Airlines' twice weekly Incheon-Honolulu charters in September are expected to add 6,300 seats from the Asia region to Hawai'i during the third quarter. The additional flights by China Eastern and Asiana do not yet appear in the OAG/Sabre schedules, and are not included in this third quarter air seats outlook.
- A nearly doubling of Hawaiian Airlines' flights from Sydney and smaller increases by Qantas and Jetstar are expected to fuel a 29.8 percent third quarter increase in seats from Australia. Meanwhile, an 8.0 percent rise in seats from New Zealand is expected to grow overall capacity from Oceania by 25.4 percent.

For a copy of the complete Airline Seat Capacity Outlook Report for July-Sept. 2011, please visit the Infrastructure Research page of the HTA's Tourism Research Division website: www.hawaii tourism authority.org/research-reports. As a knowledge-based organization, the Hawai'i Tourism Authority's Tourism Research Division (TRD) provides statistical and analytical information and conducts special research on Hawai'i's visitor industry that aids state marketing efforts, industry planning, tourism policymaking and facilitates sustainable tourism. The TRD team produces timely and relevant daily, monthly, quarterly and annual research reports as well as offers technical assistance and fulfillment of requests for visitor data. For more information or to download research reports please visit www.hawaii tourism authority.org/research-reports.

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JULY - SEPTEMBER 2011: Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA*

DepCity	STATE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%	2011	%	2011	%	2011	%	2011	%	2011	%
TOTAL SEATS	2,412,439	1.1%	1,669,855	1.3%	434,811	-1.5%	143,650	-17.2%	16,485	NA	147,638	19.7%
US TOTAL	1,736,859	-2.1%	1,012,290	-4.9%	416,796	-3.5%	143,650	-6.8%	16,485	NA	147,638	19.7%
US WEST	1,553,796	1.4%	855,843	-0.3%	390,180	-1.4%	143,650	-6.8%	16,485	NA	147,638	19.7%
Anchorage	14,444	135.9%	14,444	135.9%								
Bellingham	14,444	NA	14,444	NA								
Denver	42,936	24.8%	23,904	-2.0%	12,932	307.7%	4,148	-15.0%			1,952	0.0%
Las Vegas	62,988	4.8%	58,704	-2.3%	4,284	NA						
Los Angeles	574,505	-3.1%	284,551	-5.6%	135,424	-7.9%	63,644	-11.5%	14,444	NA	76,442	5.1%
Oakland	63,664	15.2%	23,184	-2.1%	26,036	2.9%	6,123	-2.5%			8,321	NA
Orange County	16,988	-7.4%	8,308	-9.5%	8,680	-5.4%						
Phoenix	122,174	2.6%	60,804	9.6%	29,070	-3.2%	16,150	0.0%			16,150	-7.6%
Portland	75,256	-0.4%	37,628	-0.8%	37,628	0.0%						
Sacramento	37,628	0.0%	23,184	0.0%	14,444	0.0%						
Salt Lake City	24,104	21.3%	24,104	21.3%								
San Diego	37,628	-8.0%	23,184	-14.2%	14,444	4.2%						
San Francisco	272,997	1.0%	160,764	-2.1%	55,166	-3.1%	30,820	-4.8%	2,041	NA	24,206	44.6%
San Jose	52,072	38.4%	23,184	0.0%	14,444	130.0%	8,321	1.9%			6,123	NA
Seattle	141,968	-13.2%	75,452	-8.6%	37,628	-27.7%	14,444	0.0%			14,444	0.0%
US EAST	183,063	-24.3%	156,447	-24.0%	26,616	-26.3%						
Atlanta	27,416	0.0%	27,416	0.0%								
Charlotte	0	-100.0%	0	-100.0%								
Chicago	54,582	-12.3%	48,666	3.9%	5,916	-61.6%						
Dallas	62,100	0.0%	41,400	0.0%	20,700	0.0%						
Detroit	0	-100.0%	0	-100.0%								
Houston	19,645	-44.4%	19,645	-44.4%								
Minneapolis	0	-100.0%	0	-100.0%								
New York	19,320	-8.7%	19,320	-8.7%								

* HTA analysis based on scheduled flights from OAG flight schedules and Sabre database as of June 2011, subject to change

JULY - SEPTEMBER 2011: Hawaii'i Scheduled Air Seats Outlook (cont)*

DepCity	STATE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2011	%	2011	%	2011	%	2011	%	2011	%	2011	%
INTERNATIONAL	675,580	10.1%	657,565	12.4%	18,015	92.0%	0	-100.0%				
JAPAN	434,718	1.6%	434,718	6.4%			0	-100.0%				
Nagoya	37,595	-2.7%	37,595	-2.7%								
Osaka	76,556	5.3%	76,556	5.3%								
Tokyo HND	74,323	NA	74,323	NA								
Tokyo NRT	246,244	-22.2%	246,244	-17.2%			0	-100.0%				
CANADA	44,470	52.3%	26,455	33.5%	18,015	92.0%						
Vancouver	44,470	52.3%	26,455	33.5%	18,015	92.0%						
OTHER ASIA	67,820	73.3%	67,820	73.3%								
Seoul	67,820	73.3%	67,820	73.3%								
OCEANIA	56,953	25.4%	56,953	25.4%								
Auckland	9,804	8.0%	9,804	8.0%								
Sydney	47,149	29.8%	47,149	29.8%								
OTHER	71,619	-0.6%	71,619	-0.6%								
Apia	2,268	7.7%	2,268	7.7%								
Christmas Island	1,994	12.8%	1,994	12.8%								
Guam	19,645	-0.1%	19,645	-0.1%								
Majuro	8,321	1.9%	8,321	1.9%								
Manila	23,400	-2.8%	23,400	-2.8%								
Nadi	4,147	0.0%	4,147	0.0%								
Pago Pago	8,568	-2.9%	8,568	-2.9%								
Papeete	3,276	0.0%	3,276	0.0%								

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