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TOTAL VISITOR SPENDING FOR DECEMBER 2011 REACHED \$1.298 BILLION, HIGHEST ONE-MONTH TOTAL

Annual Visitor Expenditures in Hawai'i Rose to \$12.58 Billion in 2011

HONOLULU – For the month of December 2011, an outstanding 7.8 percent growth in total arrivals (to 683,293 visitors) and higher daily spending (\$185 per person, up from \$169 per person in December 2010) pushed total visitor spending to reach \$1.298 billion – the highest one-month total on record, according to preliminary statistics released by the Hawai'i Tourism Authority. The increase, up \$220.6 million over December 2010 in visitor spending, marked the 20th consecutive month of year-over-year growth since May 2010.

December's strong performance also resulted in annual visitor expenditures increasing to \$12.581 billion in 2011, making it the second highest level of visitor spending in the history of tourism in the Hawaiian Islands, down 0.4 percent compared to the 2007 peak year when visitor spending reached \$12.626 billion¹. Total visitor arrivals also increased 3.8 percent to 7,284,069 visitors over 2010.

2011 Year End Highlights:

- All islands experienced increases in both total visitor expenditures and visitor arrivals in 2011 compared to last year (December 2011 Island Highlights, page 4).
 - O'ahu (+18.7% and +2.9%)
 - Maui (+12.9% and +4.1%)
 - Moloka'i (+5.4% and +14.8%)
 - Lāna'i (+27.7% and +12.4%)
 - Kaua'i (+18.9% and +6.3%)
 - Hawai'i Island (+5.3% and +2.8%)
- Contributing to the growth in expenditures for 2011 was a notable growth in arrivals from higher spending visitors from Other Asia (+20.1%) and Oceania (+31.7%).
- The total number of Meetings, Conventions and Incentives (MCI) visitors rose 11.2 percent compared to 2010 with growth from all segments: conventions (+9.5%), corporate meetings (+17.2%) and incentives (+11.2%). However, Hawai'i also experienced three months of double-digit declines given 2011 was an off-cycle year (MCI business in Hawai'i has historically favored years that end in 4 and 5 or 0 and 9).

¹ When adjusted for inflation, total visitor expenditures in 2011 was the fifth highest, 8.1 percent lower than the inflation adjusted peak spending of 2006 (Total visitor expenditures were adjusted to 2011 dollars using the U.S. Consumer Price Index). Total visitor expenditures presented in this press release did not include supplemental business expenditures.

December 2011 Arrivals at a Glance

CATEGORY AND MMA	December 2011	December 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,298.1	1,077.5	20.5	12,581.2	10,879.9	15.6
Total by air	1,292.5	1,075.4	20.2	12,546.9	10,857.5	15.6
U.S. West	414.9	356.6	16.4	4,218.4	3,913.2	7.8
U.S. East	301.5	269.7	11.8	3,153.1	2,875.1	9.7
Japan	201.9	186.2	8.5	2,054.3	1,899.6	8.1
Canada	124.6	117.2	6.2	919.6	745.6	23.3
All Others	249.6	145.6	71.4	2,201.5	1,424.0	54.6
Visitor arrivals by cruise ships	5.56	2.10	164.3	34.2	22.4	52.9
TOTAL VISITOR DAYS	7,014,626	6,384,031	9.9	69,014,611	65,463,496	5.4
Total by air	6,911,610	6,334,676	9.1	68,345,549	64,949,804	5.2
U.S. West	2,761,408	2,530,453	9.1	28,767,302	27,965,221	2.9
U.S. East	1,604,124	1,581,300	1.4	17,178,722	16,815,611	2.2
Japan	669,114	670,118	-0.1	7,086,532	7,276,212	-2.6
Canada	880,750	776,232	13.5	6,040,265	5,143,736	17.4
All Others	996,214	776,573	28.3	9,272,728	7,749,025	19.7
Visitor arrivals by cruise ships	103,016	49,355	108.7	669,063	513,692	30.2
VISITOR ARRIVALS	683,293	633,907	7.8	7,284,069	7,018,131	3.8
Total by air	663,285	623,908	6.3	7,159,613	6,916,893	3.5
U.S. West	265,853	246,864	7.7	2,994,661	2,924,430	2.4
U.S. East	144,187	141,855	1.6	1,642,229	1,610,421	2.0
Japan	108,240	110,226	-1.8	1,176,546	1,239,307	-5.1
Canada	65,445	58,257	12.3	477,567	405,040	17.9
All Others	79,560	66,705	19.3	868,610	737,695	17.7
Visitor arrivals by cruise ships	20,008	9,999	100.1	124,456	101,238	22.9
AVERAGE LENGTH OF STAY	10.27	10.07	1.9	9.47	9.33	1.6
Total by air	10.42	10.15	2.6	9.55	9.39	1.7
U.S. West	10.39	10.25	1.3	9.61	9.56	0.5
U.S. East	11.13	11.15	-0.2	10.46	10.44	0.2
Japan	6.18	6.08	1.7	6.02	5.87	2.6
Canada	13.46	13.32	1.0	12.65	12.70	-0.4
All Others	12.52	11.64	7.6	10.68	10.50	1.6
Visitor arrivals by cruise ships	5.15	4.94	4.3	5.38	5.07	5.9
PER PERSON PER DAY SPENDING (\$)	185.1	168.8	9.6	182.3	166.2	9.7
Total by air	187.0	169.8	10.2	183.6	167.2	9.8
U.S. West	150.2	140.9	6.6	146.6	139.9	4.8
U.S. East	188.0	170.6	10.2	183.5	171.0	7.4
Japan	301.8	277.8	8.6	289.9	261.1	11.0
Canada	141.4	151.0	-6.4	152.2	145.0	5.0
All Others	250.5	187.5	33.6	237.4	183.8	29.2
Visitor arrivals by cruise ships	53.9	42.6	26.6	51.2	43.6	17.4
PER PERSON PER TRIP SPENDING (\$)	1,899.7	1,699.7	11.8	1,727.2	1,550.3	11.4
Total by air	1,948.6	1,723.6	13.1	1,752.5	1,569.7	11.6
U.S. West	1,560.6	1,444.4	8.0	1,408.6	1,338.1	5.3
U.S. East	2,091.4	1,901.5	10.0	1,920.0	1,785.3	7.5
Japan	1,865.4	1,689.0	10.4	1,746.1	1,532.8	13.9
Canada	1,903.4	2,012.5	-5.4	1,925.5	1,840.8	4.6
All Others	3,137.2	2,183.3	43.7	2,534.5	1,930.3	31.3
Visitor arrivals by cruise ships	277.8	210.3	32.1	275.0	221.2	24.4

Source: Hawai'i Tourism Authority

- Total visitor spending by Canadian visitors achieved a record \$919.6 million, fueled by an increase in arrivals (+17.9%) and higher average daily spending (+5%). Total expenditures by Canadian visitors have increased in every month of 2011.
- Total visitor spending by both U.S. West (+7.8% to \$4.2 billion) and U.S. East visitors (+9.7% to \$3.2 billion) exceeded 2010 levels. Arrivals from both markets also increased 2.4 percent and 2 percent, respectively.
- Japanese visitor arrivals for 2011 were down 5.1 percent compared to 2010. Despite the extended period of negative arrivals growth (March 2011 through August 2011) experienced following the devastating tsunami and earthquake, Japanese visitor spending recovered by June 2011. Total Japanese visitor expenditures for 2011 increased 8.1 percent to \$2.1 billion.
- A total of 243,893 visitors came by cruise ship or by air to board cruise ships, up 9 percent compared to 2010. Visitor days for all cruise ship visitors increased 5.7 percent from last year.

Additional December 2011 Visitor Highlights:

- The decline in total Japanese arrivals (-1.8%) in December 2011 was mainly due to losses in visitors who came for sporting events (-36.9%) which offset a 12.6 percent growth in visitors who came for pleasure/vacation. The Honolulu Marathon reported fewer Japanese participants in 2011 compared to last year.
- Total honeymoon visitors rose 19 percent compared to December 2010, to 43,042 visitors. The Japanese market, which accounted for 50 percent of all honeymooners in December 2011, increased 19.1 percent. More honeymoon visitors also came from U.S. West (+10.1% to 5,928 visitors) compared to last December.
- Most types of accommodations saw heavier visitor traffic in December 2011 compared to a year ago, especially timeshare (+13.8%) and hotels (+7.3%). More U.S. West visitors stayed in timeshare properties (+14.2%) and hotels (+9.7%) than in December 2010. Significantly more Japanese visitors stayed in timeshare properties (+42.3%) and more Canadian visitors stayed in condominium properties (+20.7%) compared to December 2010.

Major Market Areas:

- For calendar year 2011, arrivals from the Pacific regions rose 2.3 percent while arrivals from the Mountain region increased 4 percent from 2010 (Table 2).
- In 2011, with the exception of the East South Central (-3%) region, arrivals from all other U.S. East regions were higher compared to 2010 (Table 2).
- Despite lower arrivals, higher average daily spending (\$302 per person, up from \$278 per person in December 2010) contributed to an 8.5 percent increase in total Japanese visitor expenditures to \$201.9 million in December 2011. This was the seventh straight month of positive growth in total Japanese visitor spending.

December 2011 Island Highlights

CATEGORY AND ISLAND	December 2011	December 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,298.1	1,077.5	20.5	12,581.2	10,879.9	15.6
Total by air	1,292.5	1,075.4	20.2	12,546.9	10,857.5	15.6
Oahu	673.6	545.1	23.6	6,527.8	5,500.6	18.7
Maui	318.1	281.6	13.0	3,153.1	2,793.4	12.9
Molokai	3.6	2.7	35.3	29.0	27.5	5.4
Lanai	8.9	6.6	34.6	87.2	68.3	27.7
Kauai	137.3	106.6	28.8	1,323.3	1,112.9	18.9
Big Island	151.0	132.8	13.7	1,426.5	1,354.8	5.3
Visitor arrivals by cruise ships	5.56	2.1	164.3	34.2	22.4	52.9
TOTAL VISITOR DAYS	7,014,626	6,384,029	9.9	69,014,611	65,463,493	5.4
Total by air	6,911,610	6,334,674	9.1	68,345,549	64,949,801	5.2
Oahu	3,345,925	3,080,564	8.6	32,983,238	31,495,094	4.7
Maui	1,728,883	1,655,020	4.5	17,487,616	16,803,323	4.1
Molokai	29,692	27,595	7.6	259,755	242,565	7.1
Lanai	26,533	27,980	-5.2	268,266	247,314	8.5
Kauai	742,871	637,903	16.5	7,642,445	7,128,093	7.2
Big Island	1,037,707	905,611	14.6	9,704,229	9,033,411	7.4
Visitor arrivals by cruise ships	103,016	49,355	108.7	669,063	513,692	30.2
VISITOR ARRIVALS	683,293	633,907	7.8	7,284,069	7,018,131	3.8
Total by air	663,285	623,908	6.3	7,159,613	6,916,893	3.5
Oahu	410,107	389,675	5.2	4,397,935	4,273,657	2.9
Maui	192,439	185,515	3.7	2,166,028	2,080,403	4.1
Molokai	5,727	4,707	21.7	57,069	49,709	14.8
Lanai	6,643	6,922	-4.0	76,647	68,205	12.4
Kauai	90,937	80,958	12.3	1,015,264	955,112	6.3
Big Island	122,876	114,408	7.4	1,317,404	1,281,233	2.8
Visitor arrivals by cruise ships	20,008	9,999	100.1	124,456	101,238	22.9
AVERAGE LENGTH OF STAY	10.27	10.07	1.9	9.47	9.33	1.6
Total by air	10.42	10.15	2.6	9.55	9.39	1.7
Oahu	8.16	7.91	3.2	7.50	7.37	1.8
Maui	8.98	8.92	0.7	8.07	8.08	0.0
Molokai	5.18	5.86	-11.6	4.55	4.88	-6.7
Lanai	3.99	4.04	-1.2	3.50	3.63	-3.5
Kauai	8.17	7.88	3.7	7.53	7.46	0.9
Big Island	8.45	7.92	6.7	7.37	7.05	4.5
Visitor arrivals by cruise ships	5.1	4.94	4.3	5.38	5.07	5.9
PER PERSON PER DAY SPENDING (\$)	185.1	168.8	9.6	182.3	166.2	9.7
Total by air	187.0	169.8	10.2	183.6	167.2	9.8
Oahu	201.3	177.0	13.8	197.9	174.6	13.3
Maui	184.0	170.1	8.2	180.3	166.2	8.5
Molokai	121.2	96.4	25.8	111.7	113.5	-1.6
Lanai	335.7	236.5	41.9	325.1	276.1	17.7
Kauai	184.9	167.1	10.6	173.2	156.1	10.9
Big Island	145.5	146.6	-0.8	147.0	150.0	-2.0
Visitor arrivals by cruise ships	53.9	42.6	26.6	51.2	43.6	17.4
PER PERSON PER TRIP SPENDING (\$)	1,899.7	1,699.7	11.8	1,727.2	1,550.3	11.4
Total by air	1,948.6	1,723.6	13.1	1,752.5	1,569.7	11.6
Oahu	1,642.4	1,398.9	17.4	1,484.3	1,287.1	15.3
Maui	1,653.2	1,517.7	8.9	1,455.7	1,342.7	8.4
Molokai	628.5	565.1	11.2	508.5	554.0	-8.2
Lanai	1,340.8	955.9	40.3	1,137.7	1,001.2	13.6
Kauai	1,510.2	1,316.7	14.7	1,303.4	1,165.2	11.9
Big Island	1,228.6	1,160.8	5.8	1,082.8	1,057.4	2.4
Visitor arrivals by cruise ships	277.8	210.3	32.1	275.0	221.2	24.4

Source: Hawai'i Tourism Authority

Island Highlights:

- Kaua'i was the only island with positive growth in visitor arrivals for every month of 2011 resulting in 1.02 million visitors and a 6.3 percent increase over 2010.
- Visitor expenditures on Kaua'i and O'ahu also increased in each month of 2011.
- For calendar year 2011, arrivals to Kaua'i by Canadian visitors (+19.6%) were much higher compared to 2010. U.S. West visitors showed positive growth in 10 out of 12 months in 2011 and rose 6.6 percent over 2010, supported by recently added direct air service to Līhu'e from Oakland and San Jose.
- After double-digit increases in the first nine months, Canadian arrivals to Hawai'i Island slowed a bit in the last quarter but still attained a 17.9 percent growth over 2010. However, Japanese arrivals fell 16.3 percent. The termination of direct service to Kona from Japan at the end of October 2010 contributed to the decline.
- Canadian arrivals to O'ahu were up every month in 2011, resulting in a 20.6 percent increase. However, Japanese arrivals to O'ahu declined (-4.6%) compared to 2010.
- Arrivals to Maui from Canada (+15%), U.S. East (+1.8%) and U.S. West (+1.5%) increased in calendar year 2011.

Meetings, Conventions, Incentive Visitor Highlights:

- The total number of visitors who came for conventions fell 51.2 percent from December 2010 to 12,001 visitors. While there was moderate activity at the Hawai'i Convention Center (HCC) in December 2011, it could not compare to the ACS 2010 International Chemical Congress of Pacific Basin Societies convention which brought 12,758 delegates to the islands in December 2010.

Air Seats to Hawai'i (Table 9, page 24):

- Total air seats to Hawai'i ended the year at 9,392,291 or 1 percent over 2010, driven by an 8 percent increase in air seats from international cities. Total air seat capacity was down 11.3 percent from a high of 10,593,096 in 2006, though, airline carriers have taken a more strategic approach with smaller planes, higher load factors and providing more direct service from regional airports.
- Total air seats to Kaua'i (Līhu'e Airport) increased 14.8 percent to 519,164, placing it higher than the 2006 capacity of 435,818.
- A doubling of charter seats from Japan in December 2011 helped to boost relatively flat growth in scheduled seats (-0.4%) to result in a 2.7 percent increase in Japan air seat capacity.
- Total scheduled seats from Oceania grew 53 percent from December 2010. New routes to Honolulu from Brisbane and Melbourne, and additional service from Sydney, contributed to a 57.9 percent increase in seats from Australia.

Cruise Ship Visitors (Table 8, page 23):

- Ten out-of-state cruise ships came to the islands in December 2011 with 20,008 visitors on board. A shift in cruise itineraries brought more cruise ships to the islands in October and December 2011 compared to the same months in 2010.
- An extra Saturday in December 2011 allowed for a fifth sail of the Hawai'i home-ported ship, resulting in the number of visitors who came by air to board cruise ships to rise 26.9 percent compared to last December.

Visitor Arrivals from Other Major Market Areas (MMA)*

A total of 868,610 visitors from markets outside the top four visitor markets came to the islands in 2011, up 17.7 percent from 2010.

- **Oceania MMA:** The Oceania market experienced double-digit growth in arrivals in all four quarters of 2011. For calendar year 2011, arrivals from Oceania climbed 31.7 percent to 212,124 visitors and comprised 24.4 percent of total other visitors. Arrivals from Australia rose 32.1 percent, while arrivals from New Zealand increased 28.3 percent.
- **Other Asia MMA:** Growth in arrivals from Other Asia also increased by double-digits in every quarter of 2011. For calendar year 2011, arrivals from Other Asia increased 20.1 percent to 201,327 visitors and accounted for 23.2 percent of total other visitors. Arrivals from Korea jumped 23.2 percent to 100,702 visitors. Arrivals from China rose 29.4 percent to a record 79,531 visitors in 2011.
- **Europe MMA:** For calendar year 2011, arrivals from Europe MMA rose 1.8 percent to 114,823 visitors despite total arrivals from the Europe MMA declining 3.7 percent in the fourth quarter of 2011. Arrivals from Germany (+3.7%) increased while arrivals from the United Kingdom were comparable to 2010.
- **Latin America MMA:** For calendar year 2011, a total of 22,237 visitors came from this market, up 12.4 percent compared to 2010, with increases from Brazil (+7.2%), Mexico (+14.5%) and Argentina (+22.6%).

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

Technical Notes: Data for June, August and November 2010 were revised by the HTA in the November 2011 release and is available in the monthly visitor statistics table for November 2011.

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

	TABLE 1. TOTAL VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	6,911,610	6,334,676	9.1%	68,345,549	64,949,804	5.2%
TOTAL VISITORS	663,285	623,908	6.3%	7,159,613	6,916,893	3.5%
DOMESTIC	463,229	438,566	5.6%	5,127,173	4,957,351	3.4%
INTERNATIONAL	200,056	185,342	7.9%	2,032,440	1,959,542	3.7%
AVERAGE DAILY CENSUS	222,955	204,344	9.1%	187,248	177,945	5.2%
TOTAL AIR SEATS (EST)	840,670	821,848	2.3%	9,392,291	9,299,913	1.0%
TOTAL LOAD FACTOR (EST)	91.3%	89.3%	2.0	90.6%	89.7%	0.9
ISLANDS VISITED						
O'ahu	410,107	389,675	5.2%	4,397,935	4,273,657	2.9%
O'ahu only	308,627	289,599	6.6%	3,248,853	3,163,961	2.7%
Kaua'i	90,937	80,958	12.3%	1,015,264	955,112	6.3%
Kaua'i only	49,291	41,845	17.8%	535,583	499,085	7.3%
Maui County	196,245	189,949	3.3%	2,209,408	2,122,635	4.1%
Maui	192,439	185,515	3.7%	2,166,028	2,080,403	4.1%
Maui only	124,050	119,997	3.4%	1,362,563	1,323,844	2.9%
Moloka'i *	5,727	4,707	21.7%	57,069	49,709	14.8%
Moloka'i only *	622	594	4.7%	7,087	6,646	6.6%
Lāna'i *	6,643	6,922	-4.0%	76,647	68,205	12.4%
Lāna'i only *	1,225	1,282	-4.4%	11,752	10,928	7.5%
Big Island	122,876	114,408	7.4%	1,317,404	1,281,233	2.8%
Kona side	103,599	95,457	8.5%	1,106,525	1,065,472	3.9%
Hilo side	44,748	42,101	6.3%	487,301	473,140	3.0%
Big Island only	59,994	53,711	11.7%	628,001	597,026	5.2%
Any Neighbor Island	354,658	334,309	6.1%	3,910,760	3,752,932	4.2%
NI only	253,178	234,233	8.1%	2,761,678	2,643,236	4.5%
O'ahu & NI	101,480	100,076	1.4%	1,149,082	1,109,696	3.5%
Any one island only	543,809	507,028	7.3%	5,793,839	5,601,490	3.4%
Multiple Islands	119,476	116,880	2.2%	1,365,774	1,315,403	3.8%
Avg. Islands Visited	1.25	1.25	-0.3%	1.26	1.26	0.2%
Average Length of Stay in Hawai'i	10.42	10.15	2.6%	9.55	9.39	1.7%
ACCOMMODATIONS						
Plan to stay in Hotel	399,315	372,130	7.3%	4,475,490	4,322,540	3.5%
Hotel only	346,549	324,199	6.9%	3,910,284	3,796,593	3.0%
Plan to stay in Condo	125,194	120,069	4.3%	1,305,650	1,219,790	7.0%
Condo only	99,532	96,614	3.0%	1,025,313	961,865	6.6%
Plan to stay in Timeshare	61,201	53,763	13.8%	715,618	713,527	0.3%
Timeshare only	46,070	40,878	12.7%	548,809	549,834	-0.2%
Cruise Ship	12,729	11,857	7.4%	131,083	129,999	0.8%
Friends/Relatives	74,316	75,921	-2.1%	675,427	687,869	-1.8%
Bed & Breakfast	6,081	5,836	4.2%	69,242	63,388	9.2%
Other	9,199	9,873	-6.8%	105,832	112,129	-5.6%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	554,880	504,072	10.1%	5,885,146	5,680,864	3.6%
Honeymoon	43,042	36,184	19.0%	510,733	494,002	3.4%
Get Married	6,357	7,189	-11.6%	117,080	115,929	1.0%
Pleasure/Vacation	513,244	468,323	9.6%	5,373,163	5,183,533	3.7%
Mtgs/Conventions/Incentive	18,641	31,994	-41.7%	407,787	366,637	11.2%
Conventions	12,001	24,573	-51.2%	244,311	223,025	9.5%
Corporate Meetings	4,070	3,910	4.1%	82,056	70,043	17.2%
Incentive	2,902	3,828	-24.2%	95,421	85,810	11.2%
Other Business	17,853	17,487	2.1%	239,443	236,676	1.2%
Visit Friends/Rel.	69,924	72,277	-3.3%	643,277	650,814	-1.2%
Govt/Military	5,883	5,868	0.3%	108,245	120,294	-10.0%
Attend School	2,310	1,340	72.4%	20,208	20,895	-3.3%
Sport Events	19,552	24,692	-20.8%	93,578	94,292	-0.8%
TRAVEL STATUS						
% First Timers **	31.9	31.7	0.2	34.1	33.9	0.2
% Repeaters **	68.1	68.3	-0.2	65.9	66.1	-0.2
Average # of Trips	5.51	5.45	1.0%	5.09	5.11	-0.3%
Group Tour	42,167	53,110	-20.6%	598,032	650,478	-8.1%
Non-Group	621,118	570,798	8.8%	6,561,581	6,266,415	4.7%
Package Trip	203,796	198,168	2.8%	2,472,687	2,458,682	0.6%
No Package	459,489	425,740	7.9%	4,686,926	4,458,211	5.1%
Net True Independent	455,840	417,002	9.3%	4,578,862	4,352,707	5.2%

* 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)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	5,063,093	4,820,283	5.0%	51,841,247	49,786,954	4.1%
DOMESTIC VISITORS	463,229	438,566	5.6%	5,127,173	4,957,351	3.4%
DOMESTIC AVERAGE DAILY CENSUS	163,326	155,493	5.0%	142,031	136,403	4.1%
DOMESTIC AIR SEATS (EST)	568,940	585,792	-2.9%	6,629,667	6,741,532	-1.7%
DOMESTIC LOAD FACTOR (EST)	96.9%	91.3%	5.6	94.5%	91.5%	2.9
ISLANDS VISITED						
O'ahu	238,308	227,903	4.6%	2,592,098	2,532,365	2.4%
O'ahu only	171,455	161,887	5.9%	1,837,646	1,788,843	2.7%
Kaua'i	79,555	71,768	10.9%	914,424	870,746	5.0%
Kaua'i only	46,510	40,151	15.8%	519,644	483,086	7.6%
Maui County	158,960	158,207	0.5%	1,869,046	1,828,063	2.2%
Maui	155,295	154,534	0.5%	1,831,145	1,790,588	2.3%
Maui only	105,217	105,529	-0.3%	1,227,243	1,201,986	2.1%
Moloka'i *	3,799	3,790	0.2%	43,865	41,055	6.8%
Moloka'i only *	594	577	3.0%	6,310	6,273	0.6%
Lāna'i *	4,889	5,282	-7.4%	61,848	57,031	8.4%
Lāna'i only *	1,198	1,254	-4.4%	11,219	10,611	5.7%
Big Island	95,687	87,241	9.7%	1,021,749	976,460	4.6%
Kona side	82,550	75,065	10.0%	887,348	842,271	5.4%
Hilo side	31,920	30,128	5.9%	345,146	339,776	1.6%
Big Island only	55,021	48,259	14.0%	570,190	531,834	7.2%
Any Neighbor Island	291,774	276,679	5.5%	3,289,527	3,168,508	3.8%
NI only	224,921	210,663	6.8%	2,535,075	2,424,986	4.5%
O'ahu & NI	66,853	66,016	1.3%	754,452	743,522	1.5%
Any one island only	379,995	357,656	6.2%	4,172,252	4,022,634	3.7%
Multiple Islands	83,234	80,910	2.9%	954,921	934,718	2.2%
Avg. Islands Visited	1.25	1.26	-0.7%	1.26	1.26	-0.3%
Average Length of Stay in Hawai'i	10.93	10.99	-0.6%	10.11	10.04	0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	244,376	227,152	7.6%	2,855,885	2,737,633	4.3%
Hotel only	203,470	187,873	8.3%	2,398,049	2,300,755	4.2%
Plan to stay in Condo	93,851	91,140	3.0%	1,022,326	970,512	5.3%
Condo only	74,268	73,059	1.7%	803,785	766,061	4.9%
Plan to stay in Timeshare	52,208	46,133	13.2%	634,706	635,092	-0.1%
Timeshare only	40,080	35,218	13.8%	491,498	494,004	-0.5%
Cruise Ship	9,532	9,771	-2.4%	108,667	116,518	-6.7%
Friends/Relatives	66,686	69,813	-4.5%	594,591	614,428	-3.2%
Bed & Breakfast	4,934	4,894	0.8%	57,891	53,515	8.2%
Other	8,328	8,142	2.3%	89,797	88,447	1.5%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	383,618	359,908	6.6%	4,185,886	4,041,428	3.6%
Honeymoon	12,411	12,150	2.1%	233,186	231,569	0.7%
Get Married	3,324	3,706	-10.3%	54,974	53,266	3.2%
Pleasure/Vacation	371,949	348,455	6.7%	3,958,257	3,815,649	3.7%
Mtgs/Conventions/Incentive	13,506	15,990	-15.5%	299,758	266,136	12.6%
Conventions	9,383	11,698	-19.8%	187,467	170,657	9.8%
Corporate Meetings	3,079	2,978	3.4%	65,196	54,214	20.3%
Incentive	1,376	1,591	-13.5%	58,871	50,617	16.3%
Other Business	16,207	14,820	9.4%	213,335	213,158	0.1%
Visit Friends/Rel.	63,165	65,384	-3.4%	570,834	582,479	-2.0%
Govt/Military	4,944	4,936	0.2%	86,301	91,739	-5.9%
Attend School	783	794	-1.4%	13,870	13,177	5.3%
Sport Events	7,215	6,698	7.7%	58,776	50,698	15.9%
TRAVEL STATUS						
% First Timers	25.6	26.6	-1.0	29.3	29.6	-0.3
% Repeaters	74.4	73.4	1.0	70.7	70.4	0.3
Average # of Trips	6.30	6.25	0.8%	5.71	5.71	-0.1%
Group Tour	12,514	9,088	37.7%	174,273	159,111	9.5%
Non-Group	450,715	429,478	4.9%	4,952,900	4,798,240	3.2%
Package Trip	95,501	93,426	2.2%	1,288,054	1,263,817	1.9%
No Package	367,728	345,139	6.5%	3,839,119	3,693,534	3.9%
Net True Independent	364,079	341,850	6.5%	3,787,494	3,646,965	3.9%

* 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)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	403,060	381,513	5.6%	4,537,139	4,427,260	2.5%
Pacific Region	213,421	197,009	8.3%	2,375,403	2,321,329	2.3%
...California	138,714	128,470	8.0%	1,629,766	1,617,786	0.7%
...Oregon	19,104	17,719	7.8%	204,245	196,534	3.9%
...Washington	44,739	40,113	11.5%	462,173	437,835	5.6%
Mountain Region	48,111	45,401	6.0%	559,926	538,453	4.0%
West North Central	17,498	17,854	-2.0%	200,776	189,866	5.7%
West South Central	23,527	23,582	-0.2%	286,934	282,848	1.4%
...Texas	19,055	18,942	0.6%	228,917	224,606	1.9%
East North Central	33,711	33,244	1.4%	345,108	330,498	4.4%
East South Central	6,126	6,281	-2.5%	76,714	79,106	-3.0%
New England	8,833	8,523	3.6%	102,403	98,612	3.8%
Middle Atlantic	20,192	20,193	0.0%	235,891	235,053	0.4%
...New Jersey	4,871	4,991	-2.4%	61,108	62,845	-2.8%
...New York	10,387	10,069	3.2%	108,278	107,153	1.1%
South Atlantic	31,096	28,836	7.8%	346,837	344,046	0.8%
CANADA	27,762	27,501	0.9%	210,743	170,136	23.9%
EUROPE	12,053	11,762	2.5%	149,882	136,957	9.4%
France	838	677	23.7%	9,281	8,041	15.4%
Germany	2,382	2,446	-2.6%	32,080	30,391	5.6%
Ireland	134	142	-5.8%	1,783	2,022	-11.8%
Italy	589	735	-19.8%	10,072	10,308	-2.3%
Switzerland	881	846	4.2%	11,767	9,097	29.4%
United Kingdom	2,770	2,802	-1.1%	38,592	39,111	-1.3%
ASIA	6,024	4,841	24.4%	58,745	54,203	8.4%
People's Republic of China	3,465	2,279	52.0%	31,656	26,854	17.9%
Taiwan	166	156	6.4%	1,522	1,720	-11.5%
Hong Kong	76	110	-31.0%	1,393	1,305	6.8%
Indonesia	100	77	30.7%	780	456	70.9%
Japan	696	822	-15.3%	7,287	7,974	-8.6%
Korea	777	652	19.2%	7,147	7,388	-3.3%
Malaysia	55	58	-4.7%	400	333	20.1%
Philippines	215	227	-5.2%	3,184	3,518	-9.5%
Singapore	194	157	23.2%	1,189	1,010	17.7%
Thailand	19	62	-69.3%	469	571	-17.8%
CENTRAL AMERICA	1,051	877	19.8%	8,698	7,560	15.1%
Mexico	938	769	22.0%	7,687	6,613	16.2%
SOUTH AMERICA	1,799	2,033	-11.5%	18,874	16,426	14.9%
Argentina	225	424	-47.0%	3,997	3,261	22.6%
Brazil	1,139	1,114	2.3%	9,867	9,125	8.1%
OCEANIA	2,916	2,480	17.6%	49,075	40,288	21.8%
Australia	2,473	2,001	23.6%	41,276	33,086	24.8%
New Zealand	230	227	1.5%	4,088	3,959	3.3%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,848,517	1,514,393	22.1%	16,504,302	15,162,850	8.8%
INTERNATIONAL VISITORS	200,056	185,342	7.9%	2,032,440	1,959,542	3.7%
INTERNATIONAL AVERAGE DAILY CENSUS	59,630	48,851	22.1%	45,217	41,542	8.8%
INTERNATIONAL AIR SEATS (EST)	271,730	236,056	15.1%	2,762,624	2,558,381	8.0%
INTERNATIONAL LOAD FACTOR (EST)	79.5%	84.3%	-4.7	81.3%	84.9%	-3.6
ISLANDS VISITED						
O'ahu	171,799	161,772	6.2%	1,805,837	1,741,292	3.7%
O'ahu only	137,172	127,712	7.4%	1,411,207	1,375,118	2.6%
Kaua'i	11,382	9,190	23.9%	100,840	84,366	19.5%
Kaua'i only	2,781	1,694	64.2%	15,939	15,999	-0.4%
Maui County	37,285	31,742	17.5%	340,362	294,572	15.5%
Maui	37,144	30,981	19.9%	334,883	289,815	15.6%
Maui only	18,833	14,468	30.2%	135,320	121,858	11.0%
Moloka'i *	1,928	917	110.2%	13,204	8,653	52.6%
Moloka'i only *	28	18	59.3%	777	373	108.3%
Lāna'i *	1,754	1,640	7.0%	14,799	11,174	32.4%
Lāna'i only *	27	28	-3.9%	533	317	68.0%
Big Island	27,189	27,168	0.1%	295,655	304,773	-3.0%
Kona side	21,049	20,393	3.2%	219,177	223,201	-1.8%
Hilo side	12,828	11,973	7.1%	142,155	133,364	6.6%
Big Island only	4,973	5,452	-8.8%	57,811	65,192	-11.3%
Any Neighbor Island	62,884	57,630	9.1%	621,233	584,424	6.3%
NI only	28,257	23,570	19.9%	226,603	218,250	3.8%
O'ahu & NI	34,627	34,059	1.7%	394,630	366,174	7.8%
Any one island only	163,814	149,372	9.7%	1,621,587	1,578,857	2.7%
Multiple Islands	36,242	35,970	0.8%	410,853	380,685	7.9%
Avg. Islands Visited	1.26	1.25	0.5%	1.26	1.25	1.4%
Average Length of Stay in Hawai'i	9.24	8.17	13.1%	8.12	7.74	4.9%
ACCOMMODATIONS						
Plan to stay in Hotel	154,939	144,978	6.9%	1,619,605	1,584,907	2.2%
Hotel only	143,079	136,327	5.0%	1,512,235	1,495,837	1.1%
Plan to stay in Condo	31,343	28,929	8.3%	283,324	249,277	13.7%
Condo only	25,264	23,555	7.3%	221,528	195,804	13.1%
Plan to stay in Timeshare	8,993	7,630	17.9%	80,912	78,435	3.2%
Timeshare only	5,990	5,659	5.8%	57,311	55,830	2.7%
Cruise Ship	3,197	2,086	53.2%	22,416	13,481	66.3%
Friends/Relatives	7,630	6,108	24.9%	80,836	73,441	10.1%
Bed & Breakfast	1,147	942	21.8%	11,351	9,873	15.0%
Other	871	1,731	-49.7%	16,035	23,682	-32.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	171,262	144,163	18.8%	1,699,260	1,639,436	3.6%
Honeymoon	30,631	24,034	27.4%	277,547	262,433	5.8%
Get Married	3,033	3,484	-12.9%	62,106	62,663	-0.9%
Pleasure/Vacation	141,295	119,868	17.9%	1,414,906	1,367,884	3.4%
Mtgs/Conventions/Incentive	5,135	16,004	-67.9%	108,029	100,500	7.5%
Conventions	2,618	12,876	-79.7%	56,844	52,368	8.5%
Corporate Meetings	991	932	6.4%	16,860	15,829	6.5%
Incentive	1,526	2,237	-31.8%	36,550	35,193	3.9%
Other Business	1,646	2,667	-38.3%	26,108	23,518	11.0%
Visit Friends/Rel.	6,759	6,893	-1.9%	72,443	68,334	6.0%
Govt/Military	939	932	0.7%	21,944	28,555	-23.2%
Attend School	1,527	546	179.8%	6,338	7,718	-17.9%
Sport Events	12,337	17,994	-31.4%	34,802	43,594	-20.2%
TRAVEL STATUS						
% First Timers **	46.5	43.8	2.7	46.0	44.7	1.3
% Repeaters **	53.5	56.2	-2.7	54.0	55.3	-1.3
Average # of Trips	3.68	3.57	3.1%	3.54	3.58	-1.2%
Group Tour	29,653	44,022	-32.6%	423,759	491,367	-13.8%
Non-Group	170,403	141,320	20.6%	1,608,681	1,468,175	9.6%
Package Trip	108,295	104,742	3.4%	1,184,633	1,194,865	-0.9%
No Package	91,761	80,600	13.8%	847,807	764,677	10.9%
Net True Independent	91,761	75,152	22.1%	791,368	705,742	12.1%

* 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					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,761,408	2,530,453	9.1%	28,767,302	27,965,221	2.9%
TOTAL VISITORS	265,853	246,864	7.7%	2,994,661	2,924,430	2.4%
Domestic	261,532	242,410	7.9%	2,935,329	2,859,781	2.6%
International	4,321	4,454	-3.0%	59,332	64,649	-8.2%
AVERAGE DAILY CENSUS	89,078	81,628	9.1%	78,815	76,617	2.9%
ISLANDS VISITED						
O'ahu	119,947	112,858	6.3%	1,318,546	1,317,632	0.1%
O'ahu only	93,822	87,705	7.0%	1,026,634	1,021,835	0.5%
Kaua'i	45,171	39,068	15.6%	517,856	485,700	6.6%
Kaua'i only	32,308	26,824	20.4%	364,105	333,934	9.0%
Maui County	90,491	86,665	4.4%	1,069,886	1,054,013	1.5%
Maui	88,416	84,531	4.6%	1,047,862	1,032,189	1.5%
Maui only	69,857	66,909	4.4%	827,256	810,815	2.0%
Moloka'i *	1,903	1,930	-1.4%	22,011	20,612	6.8%
Moloka'i only *	417	386	8.0%	4,291	4,176	2.8%
Lāna'i *	2,495	2,590	-3.7%	30,503	27,920	9.3%
Lāna'i only *	782	841	-7.1%	7,086	6,880	3.0%
Big Island	50,481	46,911	7.6%	547,569	527,689	3.8%
Kona side	44,429	41,088	8.1%	485,702	464,991	4.5%
Hilo side	14,144	13,785	2.6%	154,590	151,043	2.3%
Big Island only	34,830	32,135	8.4%	378,675	360,023	5.2%
Any Neighbor Island	172,031	159,159	8.1%	1,968,027	1,902,595	3.4%
NI only	145,906	134,006	8.9%	1,676,115	1,606,798	4.3%
O'ahu & NI	26,125	25,153	3.9%	291,912	295,797	-1.3%
Any one island only	232,016	214,800	8.0%	2,608,047	2,537,663	2.8%
Multiple Islands	33,837	32,064	5.5%	386,614	386,767	0.0%
Avg. Islands Visited	1.16	1.17	-0.5%	1.16	1.17	-0.3%
Average Length of Stay in Hawai'i	10.39	10.25	1.3%	9.61	9.56	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	129,269	117,868	9.7%	1,496,694	1,461,236	2.4%
Hotel only	109,130	99,883	9.3%	1,273,008	1,246,580	2.1%
Plan to stay in Condo	60,116	55,801	7.7%	687,484	656,074	4.8%
Condo only	48,891	46,360	5.5%	561,028	537,449	4.4%
Plan to stay in Timeshare	32,697	28,621	14.2%	419,221	418,836	0.1%
Timeshare only	25,656	22,817	12.4%	333,520	335,024	-0.4%
Cruise Ship	2,884	3,016	-4.4%	27,725	29,719	-6.7%
Friends/Relatives	39,391	40,785	-3.4%	366,894	381,161	-3.7%
Bed & Breakfast	2,118	2,388	-11.3%	25,335	24,368	4.0%
Other	5,299	4,867	8.9%	54,373	53,267	2.1%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	223,134	203,925	9.4%	2,474,299	2,408,308	2.7%
Honeymoon	5,928	5,383	10.1%	101,975	100,382	1.6%
Get Married	1,743	1,815	-4.0%	32,230	29,862	7.9%
Pleasure/Vacation	217,493	198,781	9.4%	2,371,386	2,308,964	2.7%
Mtgs/Conventions/Incentive	5,823	6,632	-12.2%	128,338	119,815	7.1%
Conventions	3,470	4,307	-19.4%	76,800	76,838	0.0%
Corporate Meetings	1,844	1,718	7.3%	33,759	27,890	21.0%
Incentive	663	729	-9.1%	22,303	18,862	18.2%
Other Business	10,097	9,220	9.5%	136,464	135,646	0.6%
Visit Friends/Rel.	36,085	36,826	-2.0%	341,739	354,198	-3.5%
Govt/Military	1,922	2,116	-9.1%	37,404	38,768	-3.5%
Attend School	613	360	70.1%	7,392	7,332	0.8%
Sport Events	3,490	2,860	22.0%	31,998	29,127	9.9%
TRAVEL STATUS						
% First Timers **	16.4	17.2	-0.8	18.6	19.1	-0.6
% Repeaters **	83.6	82.8	0.8	81.4	80.9	0.6
Average # of Trips	7.55	7.48	0.8%	6.96	6.93	0.5%
Group Tour	3,517	3,343	5.2%	55,696	56,211	-0.9%
Non-Group	262,336	243,521	7.7%	2,938,965	2,868,219	2.5%
Package Trip	49,297	49,637	-0.7%	660,731	661,746	-0.2%
No Package	216,556	197,227	9.8%	2,333,930	2,262,683	3.1%
Net True Independent	215,211	195,987	9.8%	2,313,500	2,243,923	3.1%

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

Source: Hawai'i Tourism Authority

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,604,124	1,581,300	1.4%	17,178,722	16,815,611	2.2%
TOTAL VISITORS	144,187	141,855	1.6%	1,642,229	1,610,421	2.0%
Domestic	140,982	138,513	1.8%	1,594,662	1,560,030	2.2%
International	3,205	3,342	-4.1%	47,567	50,391	-5.6%
AVERAGE DAILY CENSUS	51,746	51,010	1.4%	47,065	46,070	2.2%
ISLANDS VISITED						
O'ahu	87,804	87,180	0.7%	976,335	968,056	0.9%
O'ahu only	56,872	56,700	0.3%	610,955	607,303	0.6%
Kaua'i	26,996	25,285	6.8%	320,092	313,675	2.0%
Kaua'i only	11,139	10,253	8.6%	124,236	121,041	2.6%
Maui County	49,120	50,155	-2.1%	619,080	608,333	1.8%
Maui	47,847	49,007	-2.4%	606,442	595,701	1.8%
Maui only	24,103	26,253	-8.2%	305,543	301,408	1.4%
Moloka'i *	2,436	1,302	87.1%	17,031	15,263	11.6%
Moloka'i only *	144	125	14.9%	1,510	1,530	-1.3%
Lāna'i *	2,947	2,159	36.5%	26,996	24,655	9.5%
Lanai only *	352	316	11.5%	3,608	3,135	15.1%
Big Island	33,318	29,864	11.6%	366,057	353,065	3.7%
Kona side	28,227	24,899	13.4%	310,152	296,529	4.6%
Hilo side	13,962	12,538	11.4%	152,616	152,273	0.2%
Any Neighbor Island	87,315	85,155	2.5%	1,031,274	1,003,117	2.8%
NI only	56,383	54,675	3.1%	665,894	642,364	3.7%
O'ahu & NI	30,932	30,480	1.5%	365,380	360,753	1.3%
Any one island only	106,819	105,270	1.5%	1,190,911	1,167,740	2.0%
Multiple Islands	37,368	36,585	2.1%	451,318	442,681	2.0%
Avg. Islands Visited	1.40	1.37	1.7%	1.41	1.41	-0.1%
Average Length of Stay in Hawai'i	11.13	11.15	-0.2%	10.46	10.44	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	85,950	82,828	3.8%	1,037,742	1,001,474	3.6%
Hotel only	69,325	66,547	4.2%	848,376	819,737	3.5%
Plan to stay in Condo	20,961	22,541	-7.0%	242,637	235,462	3.0%
Condo only	14,898	16,121	-7.6%	169,641	166,288	2.0%
Plan to stay in Timeshare	15,173	13,616	11.4%	182,178	185,989	-2.0%
Timeshare only	10,999	9,663	13.8%	132,464	134,618	-1.6%
Cruise Ship	6,057	5,339	13.5%	67,712	72,525	-6.6%
Friends/Relatives	22,681	24,007	-5.5%	195,750	201,903	-3.0%
Bed & Breakfast	1,629	1,903	-14.4%	20,410	19,222	6.2%
Other	2,545	2,545	0.0%	32,145	33,442	-3.9%

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

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	113,399	112,298	1.0%	1,271,436	1,252,562	1.5%
Honeymoon	4,762	5,089	-6.4%	98,771	100,118	-1.3%
Get Married	1,125	1,415	-20.5%	20,050	19,230	4.3%
Pleasure/Vacation	108,898	107,515	1.3%	1,175,621	1,156,104	1.7%
Mtgs/Conventions/Incentive						
Conventions	5,693	6,726	-15.4%	138,591	122,614	13.0%
Corporate Meetings	4,302	5,027	-14.4%	88,036	77,710	13.3%
Incentive	1,006	969	3.8%	26,205	22,634	15.8%
Other Business	523	818	-36.1%	30,235	27,020	11.9%
Other Business						
Visit Friends/Rel.	5,044	4,677	7.8%	68,536	69,425	-1.3%
Govt/Military	22,641	23,839	-5.0%	195,575	198,288	-1.4%
Attend School	2,769	2,673	3.6%	52,589	59,980	-12.3%
Sport Events	326	317	2.9%	4,125	5,013	-17.7%
	2,560	2,676	-4.3%	19,960	14,646	36.3%
TRAVEL STATUS						
% First Timers **	35.4	36.9	-1.5	41.6	42.3	-0.7
% Repeaters **	64.6	63.1	1.5	58.4	57.7	0.7
Average # of Trips	4.79	4.79	0.0%	4.09	4.08	0.4%
Group Tour						
Group Tour	5,601	3,412	64.1%	79,003	69,661	13.4%
Non-Group	138,586	138,443	0.1%	1,563,226	1,540,760	1.5%
Package Trip						
Package Trip	29,318	29,368	-0.2%	434,948	433,092	0.4%
No Package	114,869	112,487	2.1%	1,207,281	1,177,328	2.5%
Net True Independent	113,376	111,150	2.0%	1,185,581	1,157,985	2.4%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	669,114	670,120	-0.2%	7,086,532	7,276,212	-2.6%
TOTAL VISITORS	108,240	110,226	-1.8%	1,176,546	1,239,307	-5.1%
Domestic	696	822	-15.3%	7,287	7,975	-8.6%
International	107,544	109,404	-1.7%	1,169,259	1,231,332	-5.0%
AVERAGE DAILY CENSUS	21,584	21,617	-0.2%	19,415	19,935	-2.6%
ISLANDS VISITED						
O'ahu	104,452	107,166	-2.5%	1,130,697	1,185,368	-4.6%
O'ahu only	89,282	90,666	-1.5%	956,193	990,279	-3.4%
Kaua'i	2,261	2,213	2.2%	22,343	21,356	4.6%
Kaua'i only	373	174	114.6%	3,091	2,080	48.6%
Maui County	4,832	5,759	-16.1%	60,336	62,060	-2.8%
Maui	4,801	5,414	-11.3%	58,808	60,738	-3.2%
Maui only	1,104	997	10.7%	10,812	11,091	-2.5%
Moloka'i *	221	494	-55.2%	1,705	1,435	18.8%
Moloka'i only *	1	0	NA	57	33	71.1%
Lāna'i *	74	290	-74.4%	2,062	1,461	41.1%
Lāna'i only *	1	0	NA	203	97	109.6%
Big Island	13,689	13,490	1.5%	156,662	187,236	-16.3%
Kona side	9,045	8,790	2.9%	106,341	129,421	-17.8%
Hilo side	5,779	5,849	-1.2%	66,382	72,619	-8.6%
Big Island only	2,203	1,625	35.5%	29,165	38,113	-23.5%
Any Neighbor Island	18,958	19,560	-3.1%	220,353	249,027	-11.5%
NI only	3,788	3,060	23.8%	45,849	53,939	-15.0%
O'ahu & NI	15,170	16,500	-8.1%	174,504	195,088	-10.6%
Any one island only	92,964	93,463	-0.5%	999,521	1,041,694	-4.0%
Multiple Islands	15,276	16,763	-8.9%	177,025	197,613	-10.4%
Avg. Islands Visited	1.16	1.17	-1.0%	1.17	1.18	-0.8%
Average Length of Stay in Hawai'i	6.18	6.08	1.7%	6.02	5.87	2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	94,843	94,361	0.5%	1,017,760	1,082,392	-6.0%
Hotel only	91,445	92,927	-1.6%	991,828	1,059,814	-6.4%
Plan to stay in Condo	11,418	13,124	-13.0%	127,043	122,180	4.0%
Condo only	9,059	11,543	-21.5%	103,511	101,632	1.8%
Plan to stay in Timeshare	4,262	2,995	42.3%	44,785	40,477	10.6%
Timeshare only	2,720	2,273	19.7%	33,886	31,878	6.3%
Cruise Ship	103	32	223.3%	667	920	-27.5%
Friends/Relatives	1,503	1,162	29.3%	15,823	15,706	0.7%
Bed & Breakfast	5	17	-70.7%	1,292	1,609	-19.7%
Other	16	181	-91.1%	551	1,855	-70.3%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	91,203	80,989	12.6%	1,017,841	1,067,487	-4.7%
Honeymoon	21,553	18,096	19.1%	202,601	202,131	0.2%
Get Married	2,731	3,202	-14.7%	54,272	55,221	-1.7%
Pleasure/Vacation	70,198	62,675	12.0%	809,853	857,443	-5.6%
Mtgs/Conventions/Incentive	2,139	10,051	-78.7%	41,033	47,614	-13.8%
Conventions	795	7,873	-89.9%	9,027	17,634	-48.8%
Corporate Meetings	97	471	-79.4%	5,634	8,755	-35.7%
Incentive	1,248	1,735	-28.1%	27,650	21,954	25.9%
Other Business	733	947	-22.6%	7,228	6,832	5.8%
Visit Friends/Rel.	2,118	2,174	-2.6%	22,595	21,694	4.2%
Gov't/Military	51	73	-29.9%	603	956	-36.9%
Attend School	445	476	-6.5%	2,498	2,818	-11.4%
Sport Events	11,155	17,684	-36.9%	29,945	38,386	-22.0%
TRAVEL STATUS						
% First Timers **	42.4	41.8	0.7	41.3	41.5	-0.3
% Repeaters **	57.6	58.2	-0.7	58.7	58.5	0.3
Average # of Trips	4.01	3.84	4.3%	3.89	3.81	2.2%
Group Tour	25,184	37,542	-32.9%	317,311	408,362	-22.3%
Non-Group	83,056	72,683	14.3%	859,235	830,945	3.4%
Package Trip	77,084	79,955	-3.6%	852,770	923,518	-7.7%
No Package	31,156	30,270	2.9%	323,776	315,789	2.5%
Net True Independent	31,138	25,227	23.4%	282,157	267,586	5.4%

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

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	880,750	776,232	13.5%	6,040,265	5,143,736	17.4%
TOTAL VISITORS	65,445	58,257	12.3%	477,567	405,040	17.9%
Domestic	27,762	27,501	0.9%	210,743	170,136	23.9%
International	37,683	30,756	22.5%	266,824	234,904	13.6%
AVERAGE DAILY CENSUS	28,411	25,040	13.5%	16,549	14,093	17.4%
ISLANDS VISITED						
O'ahu	29,092	26,172	11.2%	235,715	195,472	20.6%
O'ahu only	19,221	16,169	18.9%	154,428	125,864	22.7%
Kaua'i	9,318	7,735	20.5%	65,335	54,627	19.6%
Kaua'i only	3,965	3,339	18.8%	24,941	21,259	17.3%
Maui County	33,307	29,444	13.1%	229,172	199,486	14.9%
Maui	33,135	29,090	13.9%	227,292	197,723	15.0%
Maui only	24,184	20,872	15.9%	157,826	137,978	14.4%
Moloka'i *	632	364	73.7%	4,339	3,350	29.5%
Moloka'i only *	39	50	-22.8%	418	343	21.7%
Lāna'i *	513	607	-15.5%	4,813	4,664	3.2%
Lāna'i only *	24	59	-59.2%	218	271	-19.5%
Big Island	11,618	11,487	1.1%	88,562	75,137	17.9%
Kona side	10,666	10,501	1.6%	79,502	67,521	17.7%
Hilo side	4,440	3,884	14.3%	34,094	29,197	16.8%
Big Island only	5,513	5,626	-2.0%	39,154	33,565	16.7%
Any Neighbor Island	46,224	42,088	9.8%	323,139	279,175	15.7%
NI only	36,353	32,085	13.3%	241,852	209,567	15.4%
O'ahu & NI	9,871	10,003	-1.3%	81,287	69,608	16.8%
Any one island only	52,946	46,116	14.8%	376,985	319,281	18.1%
Multiple Islands	12,499	12,141	2.9%	100,582	85,759	17.3%
Avg. Islands Visited	1.29	1.30	-0.5%	1.31	1.31	0.0%
Average Length of Stay in Hawai'i	13.46	13.32	1.0%	12.65	12.70	-0.4%
ACCOMMODATIONS						
Plan to stay in Hotel	28,379	26,494	7.1%	242,544	208,389	16.4%
Hotel only	21,535	20,152	6.9%	187,723	162,357	15.6%
Plan to stay in Condo	27,826	23,060	20.7%	177,045	145,738	21.5%
Condo only	23,578	19,038	23.8%	143,221	116,829	22.6%
Plan to stay in Timeshare	6,487	6,460	0.4%	46,212	42,882	7.8%
Timeshare only	4,721	4,560	3.5%	32,537	30,164	7.9%
Cruise Ship	2,082	1,324	57.3%	13,032	10,496	24.2%
Friends/Relatives	2,783	2,987	-6.8%	20,674	19,208	7.6%
Bed & Breakfast	574	514	11.6%	6,428	5,246	22.5%
Other	510	785	-35.0%	4,399	4,525	-2.8%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	62,378	54,929	13.6%	442,601	374,414	18.2%
Honeymoon	964	1,012	-4.7%	15,221	13,327	14.2%
Get Married	399	295	35.3%	3,595	3,991	-9.9%
Pleasure/Vacation	61,620	54,114	13.9%	427,850	360,442	18.7%
Mtgs/Conventions/Incentive	609	1,722	-64.6%	20,028	15,935	25.7%
Conventions	534	1,424	-62.5%	15,088	11,713	28.8%
Corporate Meetings	60	221	-72.8%	2,552	2,004	27.4%
Incentive	27	95	-71.7%	3,115	2,830	10.1%
Other Business	342	373	-8.4%	3,454	3,235	6.8%
Visit Friends/Rel.	2,624	2,513	4.4%	18,120	15,517	16.8%
Govt/Military	38	64	-40.6%	669	821	-18.5%
Attend School	110	25	345.0%	545	443	23.0%
Sport Events	753	592	27.3%	3,550	3,561	-0.3%
TRAVEL STATUS						
% First Timers **	31.6	32.0	-0.5	37.1	36.8	0.2
% Repeaters **	68.4	68.0	0.5	62.9	63.2	-0.2
Average # of Trips	4.42	4.43	-0.2%	3.99	3.99	-0.2%
Group Tour	886	1,854	-52.2%	15,966	10,429	53.1%
Non-Group	64,559	56,403	14.5%	461,601	394,611	17.0%
Package Trip	14,687	14,125	4.0%	129,457	114,964	12.6%
No Package	50,758	44,132	15.0%	348,110	290,075	20.0%
Net True Independent	50,584	43,946	15.1%	345,389	287,465	20.1%

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	DECEMBER			YEAR-TO-DATE		
	2011P	2,010	% CHANGE	2011P	2,010	% CHANGE
VISITOR DAYS	309,265	177,546	74.2%	2,267,522	2,144,771	5.7%
TOTAL VISITORS	31,578	19,113	65.2%	243,893	223,693	9.0%
ARRIVED BY SHIP	20,008	9,999	100.1%	124,456	101,239	22.9%
ARRIVED BY AIR	11,570	9,114	26.9%	119,437	122,454	-2.5%
NUMBER OF SHIP ARRIVALS	10	7	42.9%	69	60	15.0%
ISLANDS VISITED						
Oahu	31,578	19,113	65.2%	243,738	221,274	10.2%
Kauai	30,295	18,125	67.1%	223,504	200,362	11.5%
Maui County	31,578	18,171	73.8%	234,656	216,707	8.3%
Maui	31,578	18,171	73.8%	234,656	216,707	8.3%
Molokai	496	271	83.1%	2,944	2,833	3.9%
Lanai	632	318	98.8%	4,520	4,258	6.2%
Big Island	31,578	19,113	65.2%	234,790	211,078	11.2%
Average Islands Visited	4.00	3.93	1.7%	3.9	4.0	-2.3%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.33	2.66	25.1%	2.54	2.73	-6.8%
Days in Hawaii during Cruise	5.17	5.39	-4.0%	5.46	5.60	-2.6%
Days in Hawaii after Cruise	1.29	1.24	4.3%	1.30	1.26	3.1%
Total days in Hawaii	9.79	9.29	5.4%	9.30	9.59	-3.0%
ACCOMMODATIONS						
Hotel	13,647	8,985	51.9%	120,337	116,762	3.1%
Hotel only	11,707	7,940	47.4%	105,626	104,230	1.3%
Condo	1,392	987	41.0%	10,774	9,933	8.5%
Condo only	308	405	-24.0%	3,381	3,284	3.0%
Timeshare	1,150	576	99.6%	8,785	7,241	21.3%
Timeshare Only	415	166	149.8%	3,146	2,946	6.8%
Bed & Breakfast	261	113	131.1%	1,310	1,122	16.8%
Bed & Breakfast only	58	32	82.2%	310	279	11.0%
Friends & relatives	901	362	148.8%	5,833	4,692	24.3%
Other accommodation	500	322	55.2%	3,879	4,127	-6.0%
Accommodation (NET)	15,264	9,994	52.7%	132,551	128,502	3.2%
Cruise only	16,314	9,119	78.9%	111,342	95,190	17.0%
TRAVEL STATUS						
% First timers	34.1	37.5	-3.36	41.1	41.5	-0.37
% Repeat visitors	65.9	62.5	3.36	58.9	58.5	0.37

Source: Hawai'i Tourism Authority

