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## **HAWAII TOURISM INDUSTRY SETS NEW RECORDS IN 2015**

### **8.6 MILLION VISITORS; \$15.2 BILLION IN EXPENDITURES**

HONOLULU – For the fourth straight year, Hawaii's tourism industry set new records with the totals of visitor arrivals and visitor expenditures generated for the state in 2015, according to preliminary year-end statistics released today by the Hawaii Tourism Authority.

Altogether, a record total of 8,649,357 visitors were welcomed to Hawaii in 2015, a 4.1 percent increase over 2014, producing a record total of \$15.2 billion in visitor expenditures, an increase of 2.3 percent year-over-year. Total visitor days<sup>1</sup> for 2015 grew 3.5 percent and, on average, there were 214,469 visitors in Hawaii on any given day (average daily census), an increase of 3.5 percent versus 2014.

Arrivals on airlines grew 4.3 percent to 8,533,978 visitors in 2015, driven by increases from U.S. West, U.S. East, Australia and China. More direct air service to Hawaii supported growth in arrivals from these markets. In contrast, eight fewer out-of-state cruise ships served the islands in 2015 with 115,378 visitors a decrease of 7.3 percent compared to 2014.

This year also set a new record for annual arrivals to the islands of O'ahu and Maui. However, arrivals to Hawaii Island and Kauai did not exceed the record level of visitors seen back in 2007.

For the month of December 2015, Hawaii welcomed 794,246 visitors, an increase of 3.7 percent, producing total visitor expenditures of \$1.5 billion, an increase of 2.5 percent (+\$37 million) versus December 2014. The average daily spending of \$197 per person was similar to December 2014.

#### **2015 Highlights – Arrivals by Air:**

- **U.S. West:** Arrivals grew in every month, resulting in an annual increase of 7.1 percent to 3,518,472 visitors. Arrivals from the Pacific and Mountain regions rose by 7.1 percent and 8.2 percent, respectively. Combined with higher daily spending (+1.6% to \$163 per person), total expenditures increased 6.8 percent to \$5.3 billion.
- **U.S. East:** Arrivals grew 3.1 percent to 1,788,573 visitors versus 2014, with increases realized from all regions. However, lower average daily spending (-2.7% to \$201 per person) resulted in a slight drop (-0.6%) in visitor expenditures to \$3.7 billion.
- **Japan:** Arrivals of 1,499,167 visitors was down slightly (-0.8%) compared to 2014. Decreased daily spending (-10% to \$246 per person) also contributed to a 9.8 percent decline in visitor expenditures to \$2.2 billion.

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<sup>1</sup> Aggregate number of days stayed by all visitors.

- **Canada:** Arrivals dropped 1.4 percent to 517,238 visitors. Expenditures declined slightly to \$1.1 billion (-0.9%), despite average daily spending (\$162 per person) being higher compared to 2014 (\$159 per person).
- **Other Markets:** Arrivals from Oceania (+7.2% to 397,704) and Other Asia (+2.7% to 378,444) grew compared to 2014. Arrivals from Europe (+0.3% to 143,435 visitors) were similar to a year ago but arrivals from Latin America declined (-7.6% to 27,806). Combined expenditures by these visitors rose 10.5 percent to \$2.8 billion.
- **Air Seats:** Total air capacity in 2015 rose 5.8 percent to a record 11,912,851 seats. Growth in airline seats from Oceania (+16.4%), Canada (+14.9%), U.S. East (+8.6%) and U.S. West (+8%) offset fewer seats from Other Asia (-7.6%) and Japan (-3.3%) compared to 2014.
- **Islands:** On O'ahu, arrivals rose (+2.8% to 5,321,436 visitors), but lower daily spending caused a slight decline in visitor expenditures (-1% to \$7.3 billion). Maui showed growth in both arrivals (+4.9% to 2,527,204 visitors) and visitor expenditures (+5.9% to \$4.3 billion) compared to 2014. For Kaua'i, growth in arrivals (+4.3% to 1,166,043 visitors) combined with increased daily spending produced the state's largest increase in visitor expenditures (+13.8% to \$1.6 billion). Arrivals to Hawai'i Island rose (+3.8% to 1,503,547 visitors), with visitor expenditures increasing slightly (+0.8% to \$1.9 billion), despite lower daily spending.
- **Honeymoon:** Fewer visitors came to honeymoon (-8.3% to 577,365) in 2015, largely due to declines in this market segment from Japan (-13% to 229,720), U.S. West (-9.1% to 109,288), U.S. East (-6.6% to 87,965) and Canada (-3.6% to 15,137).
- **MCI:** Visitors who came for meetings, conventions and incentives (MCI) grew (+8.8% to 497,351) in 2015. More visitors came for conventions (+5.4% to 260,196), and traveled on incentives (+20.4% to 172,700) but fewer came for corporate meetings (-7.2% to 81,878) than in 2014.
- **Accommodations<sup>2</sup>:** While hotels remained the primary lodging choice for visitors in 2015, growth in usage (+1.9% to 5,294,878 visitors) was fairly modest compared to 2014. More visitors stayed in condominium properties (+4.7% to 1,507,387) and timeshares (+5.8% to 809,283). The largest growth was in alternative accommodations, such as rental homes (+14.5% to 632,774) and bed and breakfast properties (+15.4% 94,328).

#### December 2015 Highlights:

- **U.S. West:** Arrivals rose (+7.2% to 321,552 visitors) with higher daily spending (+4.9% to \$167 per person) contributing to an increase in visitor expenditures (+10.8% to \$523.9 million). Arrivals from the Pacific (+7.3%) and Mountain (+6.9%) regions were up compared to December 2014. There were gains in visitors from California (+8%), Washington (+6.7%), Oregon (+5.4%), Nevada (+6.7%), Colorado (+3.8%) and Arizona (+2.5%).

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<sup>2</sup> Starting with this December 2015 visitor statistics press release, data on alternative accommodations including visitors who stayed in rental homes, hostels and campsites/beaches will be available on a monthly basis.

### December 2015 Arrivals at a Glance

CATEGORY AND MMA	Dec 2015p	Dec 2014	% change	YTD 2015p	YTD 2014	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,515.5</b>	<b>1,478.5</b>	<b>2.5</b>	<b>15,158.5</b>	<b>14,821.0</b>	<b>2.3</b>
Total by air	1,512.6	1,474.4	2.6	15,118.9	14,778.5	2.3
U.S. West	523.9	472.9	10.8	5,330.2	4,992.2	6.8
U.S. East	376.4	372.3	1.1	3,712.3	3,736.0	-0.6
Japan	198.3	211.2	-6.1	2,162.2	2,396.6	-9.8
Canada	123.4	134.4	-8.2	1,066.8	1,076.9	-0.9
All Others	290.6	283.6	2.5	2,847.3	2,576.7	10.5
Visitor arrivals by cruise ships	2.9	4.0	-29.0	39.6	42.5	-7.0
<b>TOTAL VISITOR DAYS</b>	<b>7,683,601</b>	<b>7,516,987</b>	<b>2.2</b>	<b>78,281,080</b>	<b>75,646,053</b>	<b>3.5</b>
Total by air	7,644,816	7,442,277	2.7	77,727,767	74,982,915	3.7
U.S. West	3,141,807	2,976,158	5.6	32,653,441	31,073,340	5.1
U.S. East	1,849,829	1,746,157	5.9	18,470,419	18,078,650	2.2
Japan	777,754	752,007	3.4	8,786,609	8,766,490	0.2
Canada	840,562	957,520	-12.2	6,580,345	6,776,118	-2.9
All Others	1,034,863	1,010,434	2.4	11,236,953	10,288,316	9.2
Visitor arrivals by cruise ships	38,785	74,710	-48.1	553,313	663,138	-16.6
<b>VISITOR ARRIVALS</b>	<b>794,246</b>	<b>766,035</b>	<b>3.7</b>	<b>8,649,357</b>	<b>8,308,114</b>	<b>4.1</b>
Total by air	787,479	753,272	4.5	8,533,978	8,183,671	4.3
U.S. West	321,552	299,904	7.2	3,518,472	3,286,677	7.1
U.S. East	166,810	157,453	5.9	1,788,573	1,734,794	3.1
Japan	130,448	125,714	3.8	1,499,167	1,511,699	-0.8
Canada	63,508	69,794	-9.0	517,238	524,565	-1.4
All Others	105,161	100,408	4.7	1,210,528	1,125,937	7.5
Visitor arrivals by cruise ships	6,767	12,763	-47.0	115,378	124,443	-7.3
<b>AVERAGE LENGTH OF STAY</b>	<b>9.67</b>	<b>9.81</b>	<b>-1.4</b>	<b>9.05</b>	<b>9.11</b>	<b>-0.6</b>
Total by air	9.71	9.88	-1.7	9.11	9.16	-0.6
U.S. West	9.77	9.92	-1.5	9.28	9.45	-1.8
U.S. East	11.09	11.09	0.0	10.33	10.42	-0.9
Japan	5.96	5.98	-0.3	5.86	5.80	1.1
Canada	13.24	13.72	-3.5	12.72	12.92	-1.5
All Others	9.84	10.06	-2.2	9.28	9.14	1.6
Visitor arrivals by cruise ships	5.73	5.85	-2.1	4.80	5.33	-10.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>197.2</b>	<b>196.7</b>	<b>0.3</b>	<b>193.6</b>	<b>195.9</b>	<b>-1.2</b>
Total by air	197.9	198.1	-0.1	194.5	197.1	-1.3
U.S. West	166.7	158.9	4.9	163.2	160.7	1.6
U.S. East	203.5	213.2	-4.6	201.0	206.7	-2.7
Japan	255.0	280.8	-9.2	246.1	273.4	-10.0
Canada	146.8	140.4	4.6	162.1	158.9	2.0
All Others	280.8	280.7	0.1	253.4	250.4	1.2
Visitor arrivals by cruise ships	73.9	54.0	36.8	71.5	64.1	11.5
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,908.0</b>	<b>1,930.0</b>	<b>-1.1</b>	<b>1,752.6</b>	<b>1,783.9</b>	<b>-1.8</b>
Total by air	1,920.8	1,957.4	-1.9	1,771.6	1,805.8	-1.9
U.S. West	1,629.2	1,576.8	3.3	1,514.9	1,518.9	-0.3
U.S. East	2,256.3	2,364.8	-4.6	2,075.6	2,153.6	-3.6
Japan	1,520.2	1,679.7	-9.5	1,442.3	1,585.4	-9.0
Canada	1,943.3	1,926.3	0.9	2,062.6	2,053.0	0.5
All Others	2,763.5	2,824.4	-2.2	2,352.1	2,288.5	2.8
Visitor arrivals by cruise ships	423.7	316.4	33.9	342.9	341.7	0.3

P=Preliminary data.

Source:Haw aii Tourism Authority

\* Note; January – June 2015 visitor statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI).

- **U.S. East:** Growth in arrivals (+5.9% to 166,810 visitors) compensated for lower daily spending (-4.6% to \$204 per person), leading to a small gain in visitor expenditures (+1.1% to \$376.4 million). Most U.S. East regions except for New England (-1.9%) showed growth in arrivals compared to December 2014. Gains were realized in the two largest regions, South Atlantic (+7.4%) and East North Central (+7.5%).
- **Japan:** Arrivals increased 3.8 percent to 130,448 visitors. However, lower daily spending (-9.2% to \$255 per person) resulted in a drop in visitor expenditures (-6.1% to \$198.3 million). While stays in hotels saw modest gains (+0.9% to 111,203 visitors) compared to December 2014, stays in condominiums (+12.2% to 13,398) and timeshares (+61.1% to 6,641) were considerably higher. Since June 2015, there has been greater usage of condominiums and timeshares by visitors from Japan while usage of hotels has been relatively flat or decreasing. In addition, December saw a 23.5 percent drop in honeymoon visitors and was the fourth straight month of double-digit declines.
- **Canada:** Decreased arrivals (-9% to 63,508 visitors) and a shorter average length of stay (-3.5% to 13.2 days) contributed to a decline in visitor expenditures (-8.2% to \$123.4 million) despite growth in daily spending by these visitors (+4.6% to \$147 per person).
- **MCI:** Total MCI visitors climbed (+84.4% to 39,669 visitors), as convention visitors tripled compared to last December (25,902 from 8,640). There was a surge of convention visitors from Japan (7,724 from 316), U.S. East (+117% to 6,061), U.S. West (+55.4% to 4,971), and Canada (+350% to 1,734). Contributing to this growth was the 2015 International Chemical Congress of Pacific Basin Societies held at the Hawai'i Convention Center with nearly 16,000 delegates.

#### Highlights from All Other Markets:

Estimated visitor arrivals on airlines from smaller international markets rose 4.7 percent to 105,161 visitors in December 2015, and visitor days increased 2.4 percent. For all of 2015, arrivals grew 7.5 percent to 1,210,528 visitors, and visitor days were up 9.2 percent.

- **Australia:** Visitor arrivals increased in December (+3.4% to 30,174) and for 2015 (+7.8% to 333,998) compared to the year prior.
- **New Zealand:** Arrivals of 4,704 visitors were unchanged from last December while total 2015 arrivals were higher (+4% percent to 63,706) versus 2014.
- **China:** Visitor arrivals grew year-over-year for both December (+4.7% to 12,285) and for 2015 (+12.4% to 179,868).
- **Korea:** Visitor arrivals declined in December (-9.1% to 15,498) and for total 2015 (-3.7% to 171,524).
- **Taiwan:** Visitor arrivals dropped in December (-6.4% to 1,306) and for 2015 (-13.6% to 17,671) compared to the year prior.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland rose in December (+3.4% to 10,812), while total 2015 arrivals were similar to a year ago (+0.3% to 143,435).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in December (-17.6% to 3,178) and total 2015 arrivals were down compared to 2014 (-7.6% to 27,806).

### December 2015 Island Highlights

CATEGORY AND ISLAND	Dec 2015p	Dec 2014	% change	YTD 2015p	YTD 2014	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,515.5</b>	<b>1,478.5</b>	<b>2.5</b>	<b>15,158.5</b>	<b>14,821.0</b>	<b>2.3</b>
Total by air	1,512.6	1,474.4	2.6	15,118.9	14,778.5	2.3
O'ahu	741.9	718.5	3.2	7,270.6	7,343.8	-1.0
Maui	436.8	416.3	4.9	4,289.2	4,051.4	5.9
Moloka'i	3.3	3.4	-0.1	28.7	33.4	-14.2
Lāna'i	1.5	7.3	-79.5	44.0	71.9	-38.8
Kaua'i	148.7	140.9	5.6	1,603.8	1,409.9	13.8
Haw aii Island	180.4	188.1	-4.1	1,882.5	1,868.0	0.8
Visitor arrivals by cruise ships	2.9	4.0	-29.0	39.6	42.5	-7.0
<b>TOTAL VISITOR DAYS</b>	<b>7,683,601</b>	<b>7,516,987</b>	<b>2.2</b>	<b>78,281,080</b>	<b>75,646,053</b>	<b>3.5</b>
Total by air	7,644,816	7,442,277	2.7	77,727,767	74,982,915	3.7
O'ahu	3,486,545	3,325,087	4.9	36,308,933	35,044,667	3.6
Maui	2,080,362	2,056,737	1.1	20,732,211	19,872,876	4.3
Moloka'i	30,458	34,584	-11.9	284,813	276,685	2.9
Lāna'i	15,205	29,643	-48.7	162,506	225,583	-28.0
Kaua'i	853,935	815,004	4.8	8,901,447	8,610,146	3.4
Haw aii Island	1,178,312	1,181,222	-0.2	11,337,857	10,952,958	3.5
Visitor arrivals by cruise ships	38,785	74,710	-48.1	553,313	663,138	-16.6
<b>VISITOR ARRIVALS</b>	<b>794,246</b>	<b>766,035</b>	<b>3.7</b>	<b>8,649,357</b>	<b>8,308,114</b>	<b>4.1</b>
Total by air	787,479	753,272	4.5	8,533,978	8,183,671	4.3
O'ahu	485,593	463,772	4.7	5,321,436	5,176,858	2.8
Maui	230,868	227,510	1.5	2,527,204	2,410,214	4.9
Moloka'i	5,580	6,253	-10.8	64,156	59,647	7.6
Lāna'i	4,271	7,218	-40.8	58,105	67,948	-14.5
Kaua'i	103,580	101,271	2.3	1,166,043	1,117,703	4.3
Haw aii Island	140,288	139,939	0.2	1,503,547	1,449,070	3.8
Visitor arrivals by cruise ships	6,767	12,763	-47.0	115,378	124,443	-7.3
<b>AVERAGE LENGTH OF STAY</b>	<b>9.67</b>	<b>9.81</b>	<b>-1.4</b>	<b>9.05</b>	<b>9.11</b>	<b>-0.6</b>
Total by air	9.71	9.88	-1.7	9.11	9.16	-0.6
O'ahu	7.18	7.17	0.1	6.82	6.77	0.8
Maui	9.01	9.04	-0.3	8.20	8.25	-0.5
Moloka'i	5.46	5.53	-1.3	4.44	4.64	-4.3
Lāna'i	3.56	4.11	-13.3	2.80	3.32	-15.8
Kaua'i	8.24	8.05	2.4	7.63	7.70	-0.9
Haw aii Island	8.40	8.44	-0.5	7.54	7.56	-0.2
Visitor arrivals by cruise ships	5.73	5.85	-2.1	4.80	5.33	-10.0
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>197.2</b>	<b>196.7</b>	<b>0.3</b>	<b>193.6</b>	<b>195.9</b>	<b>-1.2</b>
Total by air	197.9	198.1	-0.1	194.5	197.1	-1.3
O'ahu	212.8	216.1	-1.5	200.2	209.6	-4.4
Maui	209.9	202.4	3.7	206.9	203.9	1.5
Moloka'i	110.0	96.9	13.4	100.7	120.9	-16.7
Lāna'i	98.8	247.1	-60.0	270.9	318.9	-15.1
Kaua'i	174.2	172.9	0.8	180.2	163.7	10.0
Haw aii Island	153.1	159.2	-3.9	166.0	170.5	-2.6
Visitor arrivals by cruise ships	73.9	54.0	36.8	71.5	64.1	11.5
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,908.0</b>	<b>1,930.0</b>	<b>-1.1</b>	<b>1,752.6</b>	<b>1,783.9</b>	<b>-1.8</b>
Total by air	1,920.8	1,957.4	-1.9	1,771.6	1,805.8	-1.9
O'ahu	1,527.8	1,549.3	-1.4	1,366.3	1,418.6	-3.7
Maui	1,891.8	1,829.6	3.4	1,697.2	1,680.9	1.0
Moloka'i	600.2	536.1	12.0	447.0	560.7	-20.3
Lāna'i	351.7	1,014.7	-65.3	757.7	1,058.8	-28.4
Kaua'i	1,436.0	1,391.2	3.2	1,375.5	1,261.4	9.0
Haw aii Island	1,285.6	1,343.9	-4.3	1,252.1	1,289.1	-2.9
Visitor arrivals by cruise ships	423.7	316.4	33.9	342.9	341.7	0.3

P=Preliminary data.

Source:Haw aii Tourism Authority

\* Note; January – June 2015 visitor statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI).

### December 2015 Island Highlights:

- **O‘ahu:** Arrivals rose (+4.7% to 485,593) with visitor days increasing by 4.9 percent. Visitor expenditures increased (+3.2% to \$741.9 million), despite lower daily spending (-1.5% to \$212.8 per person). There were more visitors from U.S. West (+6.9%), U.S. East (+6.5%) and Japan (+2.9%) but fewer visitors from Canada (-6.1%) compared to December 2014.
- **Maui:** Arrivals (+1.5% to 230,868) and visitor days (+1.1%) both increased in December 2015. Visitor expenditures grew (+4.9% to \$436.8 million), bolstered by higher daily spending (+3.7% to \$210 per person). Growth in arrivals from U.S. West (+8%) and U.S. East (+4%) offset declines from Canada (-12.1%) and Japan (-7%).
- **Hawai‘i Island:** Arrivals (+0.2% to 140,288) and visitor days (-0.2%) were similar to December 2014. However, visitor expenditures declined (-4.1% to \$180.4 million) due to decreased daily spending (-3.9% to \$153 per person). Growth in arrivals from U.S. West (+1.1%) for December capped an entire year of increases for 2015. More direct flights from U.S. West cities to Kona supported this growth and resulted in more U.S. West visitors staying exclusively on Hawai‘i Island (+3.8%). There were also more visitors from U.S. East (+8.9%) but fewer visitors from Japan (-19.1%) and Canada (-15.1%) compared to December 2014.
- **Kaua‘i:** Growth in arrivals (+2.3% to 103,580) and visitor days (+4.8%) contributed to a gain in visitor expenditures (+5.6% to \$148.7 million). Daily spending (+0.8% to \$174 per person) was slightly higher compared to December 2014. Increased arrivals from U.S. West (+6.8%) and U.S. East (+5%) offset fewer visitors from Japan (-32.5%) and Canada (-7.4%).

### Air Seats to Hawai‘i (Table 9, page 23):

- For 2015, total air capacity into Hawai‘i grew 5.7 percent to 11,912,851 seats. Growth in seats to Honolulu (+2.7%), Kahului (+14.7%), Kona (+17.8%) and Līhu‘e (+3.3%) offset fewer seats to Hilo (-3.3%).
- In December 2015, total seat capacity to the Hawaiian Islands rose (+3.4% to 1,067,406). All Hawai‘i airports saw growth in air seats compared to last December: Honolulu (+1.2%), Kahului (+7.6%), Kona (+11.6%), Līhu‘e (+4.7%) and Hilo (+6.5%). There were more scheduled seats (+3.5% to 1,053,623) but fewer chartered seats (-3.7% to 13,783) compared to a year ago.
- Scheduled seats from U.S. West grew 6.2 percent in December 2015 year-over-year. Increased service from Anchorage (+15.6%), Oakland (+14%), Phoenix (+6.6%), Portland (+7.3%), San Diego (+13%), San Francisco (+27.9%) and Seattle (+15.7%) compensated for decreased service from Los Angeles (-4.7%).
- Scheduled seats from U.S. East rose 7.2 percent in December 2015. New seasonal service from Minneapolis offset fewer seats from Dallas (-5.5%).
- Scheduled seats from Canada dropped by two percent, largely due to fewer seats from Vancouver (-2.2%). Smaller seasonal routes from Edmonton (+19.8%) and Calgary (+4.6%) saw growth in air seats, but seats from Toronto (-42.9%) declined.
- Scheduled seats from Oceania grew 10.5 percent in December 2015. Seats from Melbourne (+36.1%), Brisbane (+27.4%) and Sydney (+2.1%) rose compared to December 2014. In addition, seats out of Auckland increased 6.2 percent.

- Scheduled seats from Other Asia markets declined 3.4 percent. Total seats from China were unchanged from last December. Seats out of Taipei decreased 10.1 percent. The number of seats from Seoul dropped 4.2 percent from a year ago.

**Cruise Ship Visitors (Table 8, page 22):**

- For all of 2015, 115,378 visitors entered Hawai'i on 62 out-of-state cruise ships. This was down 7.3 percent compared to the 124,443 visitors who came on 70 cruise ships in 2014. In December 2015, three out-of-state cruise ships came and brought 6,767 visitors to the islands, compared to the six ships that came in December 2014 with 12,763 visitors.
- For all of 2015, there were 240,795 total cruise visitors (arrivals by cruise ships and by air to board cruise ships in Hawai'i), down slightly (-1.1%) compared to last year. The number of cruise visitors declined in December 2015 (-26% to 16,374).

**Technical Notes:** January through June 2015 arrivals statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI). Correspondingly, visitor days and expenditure statistics by MMA and by island were also recalculated. Updated data tables are available on the HTA website at: [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org).

Starting with this December 2015 visitor statistics press release, data on alternative accommodations, including visitors who stayed in rental homes, hostels and campsite/beaches, will be available on a monthly basis.

**About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org). Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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Current monthly visitor statistics and other tables referenced in this release can be viewed at <http://www.hawaii tourism authority.org/research/>.

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TABLE 1. TOTAL VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	787,479	753,272	4.5	8,533,978	8,183,671	4.3
Domestic	527,920	498,691	5.9	5,762,371	5,473,388	5.3
International	259,559	254,581	2.0	2,771,607	2,710,283	2.3
VISITOR DAYS	7,644,816	7,442,277	2.7	77,727,767	74,982,915	3.7
AVERAGE DAILY CENSUS	246,607	240,073	2.7	212,953	205,433	3.7
TOTAL AIR SEATS	1,067,406	1,032,673	3.4	11,912,851	11,264,105	5.8
TOTAL LOAD FACTOR (%)	85.3	86.3	-1.2	84.6	86.1	-1.7
ISLANDS VISITED						
O'ahu	485,593	463,772	4.7	5,321,436	5,176,858	2.8
O'ahu only	371,544	346,910	7.1	4,033,245	3,885,943	3.8
O'ahu one day or less	18,810	19,175	-1.9	212,769	213,988	-0.6
Kaua'i	103,580	101,271	2.3	1,166,043	1,117,703	4.3
Kaua'i only	58,238	53,719	8.4	627,280	590,941	6.1
Kaua'i one day or less	10,259	11,114	-7.7	121,776	113,367	7.4
Maui County	234,165	231,787	1.0	2,566,144	2,449,714	4.8
Maui	230,868	227,510	1.5	2,527,204	2,410,214	4.9
Maui only	149,593	142,448	5.0	1,596,668	1,485,236	7.5
Maui one day or less	12,606	14,682	-14.1	150,376	157,784	-4.7
Moloka'i *	5,580	6,253	-10.8	64,156	59,647	7.6
Moloka'i only*	832	850	-2.1	7,748	6,701	15.6
Moloka'i one day or less*	2,596	3,055	-15.0	34,445	32,242	6.8
Lāna'i *	4,271	7,218	-40.8	58,105	67,948	-14.5
Lāna'i only*	440	1,126	-60.9	5,603	8,123	-31.0
Lāna'i one day or less*	2,579	3,767	-31.5	38,400	36,367	5.6
Hawai'i Island	140,288	139,939	0.2	1,503,547	1,449,070	3.8
Kona side	118,471	117,163	1.1	1,276,471	1,218,693	4.7
Hilo side	52,866	51,788	2.1	548,995	532,261	3.1
Hawai'i Island only	70,486	67,484	4.4	723,414	668,811	8.2
Hawai'i Island one day or less	10,116	12,951	-21.9	124,199	130,167	-4.6
Any Neighbor Island	415,935	406,362	2.4	4,500,733	4,297,729	4.7
NI only	301,885	289,500	4.3	3,212,543	3,006,813	6.8
O'ahu & NI	114,050	116,861	-2.4	1,288,191	1,290,915	-0.2
Any one island only	651,133	612,537	6.3	6,993,958	6,645,754	5.2
Multiple Islands	136,346	140,735	-3.1	1,540,021	1,537,917	0.1
Avg. Islands Visited	1.23	1.26	-1.9	1.25	1.26	-0.8
Average Length of Stay in Hawai'i	9.71	9.88	-1.7	9.11	9.16	-0.6
ACCOMMODATIONS						
Plan to stay in Hotel	462,829	455,284	1.7	5,294,878	5,197,999	1.9
Hotel only	401,919	395,102	1.7	4,629,662	4,559,263	1.5
Plan to stay in Condo	145,558	139,821	4.1	1,507,387	1,439,829	4.7
Condo only	116,513	110,365	5.6	1,183,263	1,121,138	5.5
Plan to stay in Timeshare	63,070	58,575	7.7	809,283	764,842	5.8
Timeshare only	47,929	43,052	11.3	627,611	586,066	7.1

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

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



TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	10,769	12,286	-12.3	135,899	137,079	-0.9
Friends/Relatives	92,169	86,259	6.9	763,306	710,464	7.4
Bed & Breakfast	9,215	7,156	28.8	94,328	81,737	15.4
Rental House	65,910	59,115	11.5	632,774	552,772	14.5
Hostel	5,646	6,968	-19.0	63,268	60,810	4.0
Camp Site, Beach	5,039	5,306	-5.0	51,998	49,392	5.3
Other	13,228	11,625	13.8	128,130	112,349	14.0
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	648,139	631,129	2.7	7,092,973	6,828,119	3.9
Honeymoon/Get Married	49,028	60,870	-19.5	639,596	697,217	-8.3
Honeymoon	44,713	55,617	-19.6	577,365	629,423	-8.3
Get Married	7,793	9,065	-14.0	109,343	119,014	-8.1
Pleasure/Vacation	604,355	577,253	4.7	6,518,566	6,208,464	5.0
Mtgs/Conventions/Incentive	39,669	21,514	84.4	497,351	457,016	8.8
Conventions	25,902	8,640	199.8	260,196	246,897	5.4
Corporate Meetings	4,305	5,509	-21.9	81,878	88,276	-7.2
Incentive	10,553	7,976	32.3	172,700	143,470	20.4
Other Business	17,288	19,931	-13.3	258,014	270,711	-4.7
Visit Friends/Rel.	82,970	78,943	5.1	714,262	678,695	5.2
Govt/Military	5,681	4,996	13.7	91,609	87,419	4.8
Attend School	1,897	1,767	7.4	27,188	29,483	-7.8
Sport Events	25,695	25,509	0.7	90,589	105,839	-14.4
<b>TRAVEL STATUS</b>						
First Timers (%)**	31.60	32.55	-0.9	34.19	34.91	-0.7
Repeaters (%)**	68.40	67.45	0.9	65.81	65.09	0.7
Average # of Trips	5.52	5.38	2.6	5.09	5.01	1.6
Group Tour	53,960	52,932	1.9	667,371	678,349	-1.6
Non-Group	733,518	700,340	4.7	7,866,608	7,505,322	4.8
Package Trip	208,545	222,648	-6.3	2,668,803	2,748,000	-2.9
No Package	578,934	530,624	9.1	5,865,176	5,435,671	7.9
Net True Independent	567,850	521,703	8.8	5,731,816	5,317,783	7.8
Ave. Age	45	45	0.6	45	45	0.4
Ave. Party Size	2.23	2.19	1.5	2.22	2.18	1.8

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

Source: Hawai'i Tourism Authority

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

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TABLE 2. DOMESTIC VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
DOMESTIC VISITORS	527,920	498,691	5.9	5,762,371	5,473,388	5.3
DOMESTIC VISITOR DAYS	5,561,054	5,347,724	4.0	56,676,259	54,854,993	3.3
DOMESTIC AVERAGE DAILY CENSUS	179,389	172,507	4.0	155,277	150,288	3.3
DOMESTIC AIR SEATS	733,713	691,288	6.1	8,203,127	7,594,598	8.0
DOMESTIC LOAD FACTOR (%)	86.8	89.9	-3.4	86.6	89.3	-3.0
ISLANDS VISITED						
O'ahu	265,627	248,281	7.0	2,856,317	2,763,832	3.3
O'ahu only	191,805	177,625	8.0	2,055,963	1,962,429	4.8
O'ahu one day or less	16,722	15,876	5.3	181,779	180,103	0.9
Kaua'i	89,848	85,090	5.6	1,024,825	986,198	3.9
Kaua'i only	54,199	50,203	8.0	597,386	562,795	6.1
Kaua'i one day or less	5,742	5,950	-3.5	73,659	69,470	6.0
Maui County	185,226	179,242	3.3	2,109,052	2,004,801	5.2
Maui	182,328	175,256	4.0	2,077,179	1,970,676	5.4
Maui only	124,890	118,092	5.8	1,413,404	1,313,804	7.6
Maui one day or less	6,528	6,839	-4.6	77,161	78,250	-1.4
Moloka'i *	4,383	4,970	-11.8	49,591	47,296	4.9
Moloka'i only*	797	798	-0.2	7,000	6,372	9.9
Moloka'i one day or less*	1,646	2,135	-22.9	23,326	22,554	3.4
Lāna'i *	3,360	5,895	-43.0	44,219	54,612	-19.0
Lāna'i only*	409	1,075	-61.9	5,193	7,787	-33.3
Lāna'i one day or less*	1,904	2,844	-33.0	26,430	27,472	-3.8
Hawai'i Island	108,562	103,432	5.0	1,143,933	1,078,953	6.0
Kona side	92,741	88,865	4.4	994,337	935,095	6.3
Hilo side	38,046	35,448	7.3	386,388	371,318	4.1
Hawai'i Island only	62,315	59,806	4.2	652,807	595,925	9.5
Hawai'i Island one day or less	4,374	4,510	-3.0	49,812	45,773	8.8
Any Neighbor Island	336,115	321,066	4.7	3,706,408	3,510,959	5.6
NI only	262,293	250,410	4.7	2,906,055	2,709,557	7.3
O'ahu & NI	73,823	70,656	4.5	800,353	801,403	-0.1
Any one island only	434,415	407,600	6.6	4,731,753	4,449,112	6.4
Multiple Islands	93,505	91,091	2.7	1,030,618	1,024,276	0.6
Avg. Islands Visited	1.24	1.25	-0.8	1.25	1.26	-1.0
Average Length of Stay in Hawai'i	10.53	10.72	-1.8	9.84	10.02	-1.9
ACCOMMODATIONS						
Plan to stay in Hotel	267,148	254,760	4.9	3,121,004	2,995,796	4.2
Hotel only	221,779	210,414	5.4	2,618,250	2,496,876	4.9
Plan to stay in Condo	102,712	100,462	2.2	1,102,911	1,084,801	1.7
Condo only	82,042	79,412	3.3	871,673	847,154	2.9
Plan to stay in Timeshare	49,283	47,991	2.7	662,878	651,508	1.7
Timeshare only	37,955	35,888	5.8	515,921	499,892	3.2

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	8,868	8,854	0.2	111,661	112,686	-0.9
Friends/Relatives	82,623	78,785	4.9	678,116	632,144	7.3
Bed & Breakfast	7,080	6,103	16.0	71,733	66,149	8.4
Rental House	57,344	49,967	1476.5	547,197	482,784	1334.2
Hostel	4,034	4,980	-1899.5	42,895	43,800	-206.7
Camp Site, Beach	3,742	4,220	-1131.6	42,166	41,607	134.4
Other	10,335	10,118	214.6	109,938	101,721	807.8
PURPOSE OF TRIP						
Pleasure (Net)	437,833	414,023	5.8	4,747,719	4,501,210	5.5
Honeymoon/Get Married	15,295	18,597	-17.8	267,114	289,117	-7.6
Honeymoon	12,459	15,446	-19.3	226,963	247,213	-8.2
Get Married	3,677	5,026	-26.8	55,882	66,800	-16.3
Pleasure/Vacation	425,679	399,842	6.5	4,527,953	4,267,561	6.1
Mtgs/Conventions/Incentive	18,489	12,586	46.9	318,436	324,336	-1.8
Conventions	13,833	6,609	109.3	194,642	198,946	-2.2
Corporate Meetings	3,345	4,133	-19.1	70,994	76,692	-7.4
Incentive	1,722	2,378	-27.6	66,556	68,695	-3.1
Other Business	16,273	18,292	-11.0	239,254	249,458	-4.1
Visit Friends/Rel.	74,877	71,785	4.3	637,952	603,375	5.7
Govt/Military	4,011	4,443	-9.7	78,155	78,113	0.1
Attend School	638	1,107	-42.3	16,207	22,117	-26.7
Sport Events	7,385	8,610	-14.2	57,784	71,094	-18.7
TRAVEL STATUS						
First Timers (%)**	25.86	25.55	0.3	28.60	28.80	-0.2
Repeaters (%)**	74.14	74.45	-0.3	71.40	71.20	0.2
Average # of Trips	6.31	6.38	-1.1	5.83	5.81	0.4
Group Tour	9,819	11,852	-17.2	187,674	190,804	-1.6
Non-Group	518,101	486,839	6.4	5,574,697	5,282,584	5.5
Package Trip	84,682	84,469	0.3	1,179,408	1,157,874	1.9
No Package	443,237	414,222	7.0	4,582,963	4,315,514	6.2
Net True Independent	439,397	409,858	7.2	4,521,082	4,252,919	6.3
Ave. Age of Party Head	46	46	-0.2	46	47	-0.3
Ave. Party Size	2.12	2.12	-0.1	2.08	2.06	1.0

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
INTERNATIONAL VISITORS	259,559	254,581	2.0	3,711,362	3,669,507	1.1
INTERNATIONAL VISITOR DAYS	2,083,763	2,094,553	-0.5	21,051,508	20,127,921	4.6
INTERNATIONAL AVERAGE DAILY CENSUS	67,218	67,566	-0.5	57,675	55,145	4.6
INTERNATIONAL AIR SEATS	333,693	341,385	-2.3	3,709,724	3,669,507	1.1
INTERNATIONAL LOAD FACTOR (%)	81.9	79.0	3.7	80.2	79.4	1.0
ISLANDS VISITED						
O'ahu	219,966	215,491	2.1	2,465,119	2,413,026	2.2
O'ahu only	179,739	169,286	6.2	1,977,282	1,923,514	2.8
O'ahu one day or less	2,088	3,298	-36.7	30,990	33,884	-8.5
Kaua'i	13,732	16,181	-15.1	141,217	131,506	7.4
Kaua'i only	4,039	3,515	14.9	29,894	28,146	6.2
Kaua'i one day or less	4,516	5,164	-12.5	48,116	43,897	9.6
Maui County	48,939	52,546	-6.9	457,091	444,912	2.7
Maui	48,540	52,254	-7.1	450,025	439,538	2.4
Maui only	24,703	24,356	1.4	183,265	171,432	6.9
Maui one day or less	6,078	7,842	-22.5	73,215	79,535	-7.9
Moloka'i *	1,197	1,283	-6.7	14,565	12,351	17.9
Moloka'i only*	36	52	-31.7	748	329	127.5
Moloka'i one day or less*	951	920	3.4	11,119	9,687	14.8
Lāna'i *	911	1,323	-31.1	13,886	13,336	4.1
Lāna'i only*	31	50	-38.2	410	336	22.0
Lāna'i one day or less*	675	922	-26.9	11,971	8,895	34.6
Hawai'i Island	31,726	36,507	-13.1	359,614	370,117	-2.8
Kona side	25,730	28,299	-9.1	282,134	283,598	-0.5
Hilo side	14,820	16,340	-9.3	162,607	160,942	1.0
Hawai'i Island only	8,171	7,677	6.4	70,606	72,886	-3.1
Hawai'i Island one day or less	5,742	8,441	-32.0	74,387	84,394	-11.9
Any Neighbor Island	79,820	85,295	-6.4	794,325	786,769	1.0
NI only	39,593	39,090	1.3	306,488	297,257	3.1
O'ahu & NI	40,227	46,205	-12.9	487,838	489,513	-0.3
Any one island only	216,718	204,937	5.7	2,262,204	2,196,642	3.0
Multiple Islands	42,841	49,644	-13.7	509,403	513,641	-0.8
Avg. Islands Visited	1.22	1.27	-4.0	1.24	1.25	-0.3
Average Length of Stay in Hawai'i	8.03	8.23	-2.4	7.60	7.43	2.3
ACCOMMODATIONS						
Plan to stay in Hotel	195,681	200,524	-2.4	2,173,874	2,202,203	-1.3
Hotel only	180,139	184,688	-2.5	2,011,412	2,062,386	-2.5
Plan to stay in Condo	42,846	39,358	8.9	404,475	355,028	13.9
Condo only	34,471	30,953	11.4	311,589	273,984	13.7
Plan to stay in Timeshare	13,788	10,584	30.3	146,405	113,334	29.2
Timeshare only	9,975	7,164	39.2	111,690	86,174	29.6

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,902	3,432	-44.6	24,238	24,393	-0.6
Friends/Relatives	9,547	7,474	27.7	85,190	78,320	8.8
Bed & Breakfast	2,136	1,053	102.8	22,595	15,589	44.9
Rental House	8,566	9,148	-636.3	85,576	69,987	2227.4
Hostel	1,612	1,988	-1892.7	20,373	17,010	1977.1
Camp Site, Beach	1,297	1,087	1936.3	9,832	7,786	2628.4
Other	2,893	1,507	9195.9	18,192	10,628	7117.7
PURPOSE OF TRIP						
Pleasure (Net)	210,306	217,106	-3.1	2,345,255	2,326,909	0.8
Honeymoon/Get Married	33,732	42,273	-20.2	372,482	408,100	-8.7
Honeymoon	32,254	40,171	-19.7	350,403	382,209	-8.3
Get Married	4,116	4,039	1.9	53,461	52,213	2.4
Pleasure/Vacation	178,676	177,410	0.7	1,990,614	1,940,904	2.6
Mtgs/Conventions/Incentive	21,180	8,928	137.2	178,916	132,680	34.8
Conventions	12,069	2,031	494.2	65,554	47,950	36.7
Corporate Meetings	960	1,376	-30.2	10,883	11,584	-6.0
Incentive	8,832	5,597	57.8	106,145	74,775	42.0
Other Business	1,015	1,639	-38.1	18,760	21,253	-11.7
Visit Friends/Rel.	8,093	7,158	13.1	76,311	75,320	1.3
Govt/Military	1,670	553	202.0	13,454	9,306	44.6
Attend School	1,259	660	90.8	10,981	7,367	49.1
Sport Events	18,310	16,899	8.3	32,806	34,745	-5.6
TRAVEL STATUS						
First Timers (%)**	43.29	46.24	-3.0	45.80	47.25	-1.5
Repeaters (%)**	56.71	53.76	3.0	54.20	52.75	1.5
Average # of Trips	3.91	3.43	14.2	3.54	3.39	4.6
Group Tour	44,141	41,079	7.5	479,697	487,545	-1.6
Non-Group	215,418	213,502	0.9	2,291,910	2,222,738	3.1
Package Trip	123,862	138,179	-10.4	1,489,395	1,590,126	-6.3
No Package	135,697	116,402	16.6	1,282,212	1,120,157	14.5
Net True Independent	128,453	111,845	14.8	1,210,734	1,064,864	13.7
Ave. Age of Party Head	43	42	2.2	43	42	1.7
Ave. Party Size	2.4	2.3	4.7	2.5	2.4	3.4

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	321,552	299,904	7.2	3,518,472	3,286,677	7.1
Domestic	308,207	287,396	7.2	3,421,736	3,187,760	7.3
International	13,345	12,508	6.7	96,736	98,917	-2.2
VISITOR DAYS	3,141,807	2,976,158	5.6	32,653,441	31,073,340	5.1
AVERAGE DAILY CENSUS	101,349	96,005	5.6	89,461	85,132	5.1
ISLANDS VISITED						
O'ahu	144,022	134,784	6.9	1,534,403	1,479,244	3.7
O'ahu only	114,615	105,103	9.1	1,215,719	1,153,285	5.4
O'ahu one day or less	6,592	7,404	-11.0	71,377	76,092	-6.2
Kaua'i	52,551	49,221	6.8	602,178	568,489	5.9
Kaua'i only	38,182	34,782	9.8	431,557	399,886	7.9
Kaua'i one day or less	2,650	2,816	-5.9	29,986	26,636	12.6
Maui County	111,447	103,900	7.3	1,266,728	1,176,196	7.7
Maui	109,750	101,587	8.0	1,247,948	1,155,003	8.0
Maui only	86,773	78,640	10.3	991,083	898,270	10.3
Maui one day or less	2,997	3,843	-22.0	34,078	33,811	0.8
Moloka'i *	2,340	2,475	-5.5	26,097	24,188	7.9
Moloka'i only *	511	516	-0.9	4,691	4,394	6.8
Moloka'i one day or less*	859	974	-11.8	11,661	10,095	15.5
Lāna'i *	1,608	2,860	-43.8	22,350	28,246	-20.9
Lāna'i only *	256	639	-59.9	3,415	5,261	-35.1
Lāna'i one day or less *	889	1,350	-34.2	12,982	13,268	-2.2
Hawai'i Island	60,372	59,743	1.1	628,521	577,670	8.8
Kona side	52,926	52,362	1.1	555,896	510,352	8.9
Hilo side	19,072	17,787	7.2	181,473	168,279	7.8
Hawai'i Island only	42,421	40,852	3.8	441,164	393,340	12.2
Hawai'i Island one day or less	1,677	3,090	-45.7	22,812	22,634	0.8
Any Neighbor Island	206,937	194,801	6.2	2,302,754	2,133,392	7.9
NI only	177,530	165,120	7.5	1,984,070	1,807,433	9.8
O'ahu & NI	29,408	29,681	-0.9	318,684	325,959	-2.2
Any one island only	282,759	260,532	8.5	3,087,628	2,854,435	8.2
Multiple Islands	38,793	39,372	-1.5	430,844	432,241	-0.3
Avg. Islands Visited	1.15	1.17	-1.4	1.15	1.17	-1.0
Average Length of Stay in Hawai'i	9.77	9.92	-1.5	9.28	9.45	-1.8
ACCOMMODATIONS						
Plan to stay in Hotel	152,289	144,175	5.6	1,745,815	1,647,352	6.0
Hotel only	129,876	122,402	6.1	1,492,308	1,396,435	6.9
Plan to stay in Condo	70,569	66,048	6.8	760,401	732,298	3.8
Condo only	58,580	53,856	8.8	625,423	593,920	5.3
Plan to stay in Timeshare	32,853	30,615	7.3	450,624	430,685	4.6
Timeshare only	25,476	23,853	6.8	361,149	339,705	6.3

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

TABLE 4. TOTAL US WEST VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	2,630	3,260	-19.3	29,887	30,155	-0.9
Friends/Relatives	50,145	47,064	6.5	425,148	397,067	7.1
Bed & Breakfast	3,393	2,788	21.7	35,107	30,391	15.5
Rental House	34,393	30,266	13.6	346,057	305,195	13.4
Hostel	1,620	2,571	-37.0	18,255	20,970	-12.9
Camp Site, Beach	2,108	2,410	-12.5	23,850	23,474	1.6
Other	6,084	6,053	0.5	65,193	60,099	8.5
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	269,678	251,857	7.1	2,935,671	2,727,713	7.6
Honeymoon/Get Married	8,315	9,625	-13.6	135,277	146,677	-7.8
Honeymoon	6,624	7,797	-15.0	109,288	120,267	-9.1
Get Married	2,577	2,806	-8.2	34,850	40,072	-13.0
Pleasure/Vacation	263,542	244,767	7.7	2,827,437	2,612,720	8.2
Mtgs/Conventions/Incentive	8,013	6,392	25.4	149,442	151,836	-1.6
Conventions	4,971	3,199	55.4	91,202	91,037	0.2
Corporate Meetings	2,127	2,239	-5.0	37,856	41,438	-8.6
Incentive	1,128	1,225	-8.0	26,043	28,843	-9.7
Other Business	10,331	11,509	-10.2	150,463	159,589	-5.7
Visit Friends/Rel.	44,460	42,022	5.8	394,588	373,778	5.6
Govt/Military	1,522	1,790	-15.0	32,549	34,235	-4.9
Attend School	334	755	-55.8	8,989	13,147	-31.6
Sport Events	3,796	4,093	-7.2	33,221	41,585	-20.1
<b>TRAVEL STATUS</b>						
First Timers (%)**	17.3	17.3	-0.1	18.9	18.8	0.1
Repeaters (%)**	82.7	82.7	0.1	81.1	81.2	-0.1
Average # of Trips	7.5	7.4	1.1	7.0	7.0	0.2
Group Tour	3,743	4,159	-10.0	63,971	64,257	-0.4
Non-Group	317,809	295,745	7.5	3,454,501	3,222,420	7.2
Package Trip	48,228	45,480	6.0	642,837	604,893	6.3
No Package	273,324	254,423	7.4	2,875,635	2,681,784	7.2
Net True Independent	271,614	252,514	7.6	2,848,501	2,655,083	7.3
Ave. Age	46	46	-0.2	46	47	-0.2
Ave. Party Size	2.2	2.2	1.3	2.2	2.1	1.6

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	166,810	157,453	5.9	1,788,573	1,734,794	3.1
Domestic	163,009	153,781	6.0	1,716,386	1,653,010	3.8
International	3,801	3,672	3.5	72,187	81,784	-11.7
VISITOR DAYS	1,849,829	1,746,157	5.9	18,470,419	18,078,650	2.2
AVERAGE DAILY CENSUS	59,672	56,328	5.9	50,604	49,531	2.2
ISLANDS VISITED						
O'ahu	98,911	92,918	6.5	1,058,241	1,031,095	2.6
O'ahu only	64,377	60,834	5.8	666,095	640,867	3.9
O'ahu one day or less	8,421	7,552	11.5	95,318	93,127	2.4
Kaua'i	30,157	28,709	5.0	341,530	343,293	-0.5
Kaua'i only	13,075	12,183	7.3	133,099	132,478	0.5
Kaua'i one day or less	2,857	2,911	-1.8	38,976	38,344	1.6
Maui County	58,830	56,919	3.4	675,646	653,778	3.3
Maui	57,868	55,625	4.0	665,535	643,274	3.5
Maui only	30,606	28,935	5.8	339,389	316,977	7.1
Maui one day or less	3,102	3,292	-5.8	39,684	43,793	-9.4
Moloka'i *	1,523	1,812	-15.9	18,902	17,120	10.4
Moloka'i only *	233	213	9.3	1,800	1,515	18.8
Moloka'i one day or less*	650	885	-26.6	10,287	9,402	9.4
Lāna'i *	1,408	2,658	-47.0	17,892	22,672	-21.1
Lāna'i only *	124	353	-64.8	1,394	2,003	-30.4
Lāna'i one day or less *	848	1,439	-41.1	11,388	11,888	-4.2
Hawai'i Island	36,953	33,929	8.9	398,728	394,315	1.1
Kona side	30,697	28,123	9.2	335,359	333,904	0.4
Hilo side	15,007	14,000	7.2	166,450	161,759	2.9
Hawai'i Island only	15,504	14,026	10.5	160,757	155,308	3.5
Hawai'i Island one day or less	2,184	1,892	15.5	24,135	22,874	5.5
Any Neighbor Island	102,433	96,619	6.0	1,122,478	1,093,926	2.6
NI only	67,899	64,535	5.2	730,332	703,698	3.8
O'ahu & NI	34,534	32,084	7.6	392,146	390,228	0.5
Any one island only	123,919	116,544	6.3	1,302,533	1,249,148	4.3
Multiple Islands	42,890	40,909	4.8	486,040	485,646	0.1
Avg. Islands Visited	1.36	1.37	-0.7	1.40	1.41	-1.1
Average Length of Stay in Hawai'i	11.09	11.09	0.0	10.33	10.42	-0.9
ACCOMMODATIONS						
Plan to stay in Hotel	92,569	90,381	2.4	1,087,686	1,068,585	1.8
Hotel only	73,951	72,768	1.6	882,254	864,474	2.1
Plan to stay in Condo	25,400	23,854	6.5	264,649	261,564	1.2
Condo only	18,202	16,624	9.5	185,918	180,423	3.0
Plan to stay in Timeshare	14,557	13,963	4.3	186,610	189,617	-1.6
Timeshare only	10,488	9,756	7.5	136,801	138,122	-1.0

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



TABLE 4. TOTAL US EAST VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	5,072	4,808	5.5	69,177	69,373	-0.3
Friends/Relatives	28,931	27,331	5.9	222,591	209,631	6.2
Bed & Breakfast	2,260	2,035	11.1	24,194	23,942	1.1
Rental House	17,047	14,316	19.1	148,458	133,789	11.0
Hostel	1,212	1,219	-0.6	12,276	12,175	0.8
Camp Site, Beach	1,053	1,130	-6.8	12,218	11,568	5.6
Other	3,788	3,119	21.5	36,473	33,620	8.5
PURPOSE OF TRIP						
Pleasure (Net)	133,167	125,829	5.8	1,408,103	1,368,616	2.9
Honeymoon/Get Married	5,704	6,741	-15.4	99,026	107,009	-7.5
Honeymoon	4,847	5,606	-13.5	87,965	94,221	-6.6
Get Married	1,194	1,787	-33.2	16,920	21,289	-20.5
Pleasure/Vacation	128,516	120,446	6.7	1,324,528	1,279,104	3.6
Mtgs/Conventions/Incentive	8,000	4,982	60.6	146,153	146,096	0.0
Conventions	6,061	2,793	117.0	87,310	91,133	-4.2
Corporate Meetings	1,109	1,542	-28.1	29,400	30,687	-4.2
Incentive	970	855	13.5	36,324	32,787	10.8
Other Business	4,968	5,710	-13.0	77,355	77,877	-0.7
Visit Friends/Rel.	27,311	25,811	5.8	215,382	203,726	5.7
Govt/Military	2,683	2,402	11.7	44,210	42,490	4.0
Attend School	200	291	-31.1	4,525	6,150	-26.4
Sport Events	2,614	3,437	-23.9	16,876	21,501	-21.5
TRAVEL STATUS						
First Timers (%)**	36.2	35.9	0.3	41.0	41.2	-0.2
Repeaters (%)**	63.8	64.1	-0.3	59.0	58.8	0.2
Average # of Trips	4.8	4.9	-1.8	4.2	4.2	-0.1
Group Tour	3,799	4,817	-21.1	81,960	83,828	-2.2
Non-Group	163,011	152,636	6.8	1,706,613	1,650,966	3.4
Package Trip	24,891	26,854	-7.3	378,400	382,911	-1.2
No Package	141,919	130,599	8.7	1,410,173	1,351,882	4.3
Net True Independent	140,464	128,903	9.0	1,385,496	1,327,239	4.4
Ave. Age	46	47	-0.5	47	48	-0.5
Ave. Party Size	2.0	2.0	-1.0	2.0	2.0	0.4

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	130,448	125,714	3.8	1,499,167	1,511,699	-0.8
Domestic	1,018	1,009	1.0	9,667	10,142	-4.7
International	129,430	124,705	3.8	1,489,500	1,501,557	-0.8
VISITOR DAYS	777,754	752,007	3.4	8,786,609	8,766,490	0.2
AVERAGE DAILY CENSUS	25,089	24,258	3.4	24,073	24,018	0.2
ISLANDS VISITED						
O'ahu	126,179	122,671	2.9	1,454,140	1,469,403	-1.0
O'ahu only	114,782	107,510	6.8	1,293,371	1,280,278	1.0
O'ahu one day or less	707	999	-29.2	9,935	10,270	-3.3
Kaua'i	1,810	2,682	-32.5	25,225	23,837	5.8
Kaua'i only	99	115	-13.9	2,346	2,181	7.6
Kaua'i one day or less	1,179	1,844	-36.1	15,751	15,713	0.2
Maui County	4,591	4,934	-6.9	61,293	60,759	0.9
Maui	4,554	4,896	-7.0	59,217	58,894	0.5
Maui only	1,126	295	282.2	11,081	9,325	18.8
Maui one day or less	1,334	2,457	-45.7	19,652	24,649	-20.3
Moloka'i *	1	57	-98.1	1,976	1,944	1.6
Moloka'i only *	0	0	0.0	37	8	385.9
Moloka'i one day or less*	0	55	-100.0	1,172	1,659	-29.4
Lāna'i *	55	74	-26.1	1,312	1,314	-0.1
Lāna'i only *	0	0	0.0	166	83	99.6
Lāna'i one day or less *	54	38	40.7	1,035	833	24.2
Hawai'i Island	11,003	13,598	-19.1	141,846	170,482	-16.8
Kona side	7,882	9,942	-20.7	106,909	120,383	-11.2
Hilo side	4,084	5,028	-18.8	46,902	65,856	-28.8
Hawai'i Island only	2,787	2,424	15.0	28,422	28,804	-1.3
Hawai'i Island one day or less	2,702	3,686	-26.7	32,660	46,573	-29.9
Any Neighbor Island	15,666	18,204	-13.9	205,796	231,421	-11.1
NI only	4,269	3,042	40.3	45,028	42,296	6.5
O'ahu & NI	11,397	15,162	-24.8	160,769	189,126	-15.0
Any one island only	118,794	110,343	7.7	1,335,424	1,320,678	1.1
Multiple Islands	11,654	15,371	-24.2	163,744	191,021	-14.3
Avg. Islands Visited	1.10	1.15	-3.9	1.12	1.14	-1.6
Average Length of Stay in Hawai'i	5.96	5.98	-0.3	5.86	5.80	1.1
ACCOMMODATIONS						
Plan to stay in Hotel	111,203	110,163	0.9	1,264,614	1,320,722	-4.2
Hotel only	107,970	107,945	0.0	1,229,193	1,290,081	-4.7
Plan to stay in Condo	13,398	11,937	12.2	168,914	142,178	18.8
Condo only	11,419	10,085	13.2	138,661	118,480	17.0
Plan to stay in Timeshare	6,641	4,122	61.1	81,149	62,737	29.3
Timeshare only	5,483	3,084	77.8	65,697	50,907	29.1

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

TABLE 4. TOTAL JAPAN VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	414	427	-3.0	2,849	2,516	13.2
Friends/Relatives	1,594	1,525	4.5	17,814	14,440	23.4
Bed & Breakfast	371	8	4713.0	1,850	1,117	65.5
Rental House	336	216	56.0	4,659	3,761	23.9
Hostel	163	263	-37.9	1,366	1,123	21.7
Camp Site, Beach	2	4	-50.6	173	567	-69.4
Other	513	60	750.8	3,090	1,688	83.0
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	94,957	97,678	-2.8	1,210,418	1,261,380	-4.0
Honeymoon/Get Married	22,038	29,096	-24.3	244,081	281,381	-13.3
Honeymoon	21,033	27,510	-23.5	229,720	263,985	-13.0
Get Married	2,890	3,361	-14.0	40,849	42,251	-3.3
Pleasure/Vacation	74,344	70,800	5.0	978,700	997,425	-1.9
Mtgs/Conventions/Incentive	14,716	5,096	188.8	112,827	73,404	53.7
Conventions	7,724	316	2347.5	24,133	10,656	126.5
Corporate Meetings	329	106	212.1	3,139	3,415	-8.1
Incentive	6,914	4,676	47.9	87,327	59,963	45.6
Other Business	612	772	-20.7	6,599	6,945	-5.0
Visit Friends/Rel.	1,859	1,526	21.8	23,307	22,699	2.7
Govt/Military	275	224	22.6	783	1,104	-29.0
Attend School	978	470	108.3	7,049	2,670	164.0
Sport Events	16,735	15,662	6.8	24,545	26,081	-5.9
<b>TRAVEL STATUS</b>						
First Timers (%)**	40.2	43.5	-3.3	39.3	41.5	-2.2
Repeaters (%)**	59.8	56.5	3.3	60.7	58.5	2.2
Average # of Trips	4.3	3.9	10.2	4.1	3.9	4.7
Group Tour	35,992	32,510	10.7	353,144	366,044	-3.5
Non-Group	94,456	93,204	1.3	1,146,023	1,145,655	0.0
Package Trip	85,549	92,108	-7.1	1,025,642	1,127,022	-9.0
No Package	44,899	33,606	33.6	473,525	384,677	23.1
Net True Independent	38,483	29,793	29.2	415,281	343,055	21.1
Ave. Age	44	42	5.0	43	42	2.8
Ave. Party Size	2.5	2.4	5.2	2.7	2.6	3.2

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL CANADA VISITORS BY AIR

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	63,508	69,794	-9.0	517,238	524,565	-1.4
Domestic	16,224	22,114	-26.6	163,826	203,533	-19.5
International	47,284	47,680	-0.8	353,412	321,032	10.1
VISITOR DAYS	840,562	957,520	-12.2	6,580,345	6,776,118	-2.9
AVERAGE DAILY CENSUS	27,115	30,888	-12.2	18,028	18,565	-2.9
ISLANDS VISITED						
O'ahu	24,309	25,884	-6.1	212,904	210,307	1.2
O'ahu only	15,968	16,367	-2.4	138,309	131,436	5.2
O'ahu one day or less	1,040	1,311	-20.7	10,053	11,855	-15.2
Kaua'i	8,987	9,701	-7.4	75,268	78,025	-3.5
Kaua'i only	4,754	4,969	-4.3	35,936	37,302	-3.7
Kaua'i one day or less	869	788	10.3	8,333	8,435	-1.2
Maui County	33,198	37,896	-12.4	263,456	274,720	-4.1
Maui	33,025	37,554	-12.1	261,482	272,876	-4.2
Maui only	25,081	27,817	-9.8	188,819	194,290	-2.8
Maui one day or less	1,221	1,276	-4.4	10,276	11,541	-11.0
Moloka'i *	557	849	-34.5	4,744	5,385	-11.9
Moloka'i only *	48	89	-45.6	599	441	35.9
Moloka'i one day or less*	299	367	-18.5	2,415	3,082	-21.6
Lāna'i *	390	581	-32.8	4,055	5,116	-20.7
Lāna'i only *	42	98	-57.6	311	367	-15.2
Lāna'i one day or less *	212	278	-24.0	2,681	3,122	-14.1
Hawai'i Island	11,540	13,589	-15.1	104,204	105,947	-1.6
Kona side	10,525	12,506	-15.8	95,512	97,353	-1.9
Hilo side	3,356	4,492	-25.3	36,371	35,402	2.7
Hawai'i Island only	6,499	7,440	-12.7	53,754	55,629	-3.4
Hawai'i Island one day or less	254	664	-61.7	3,899	4,963	-21.4
Any Neighbor Island	47,540	53,427	-11.0	378,928	393,128	-3.6
NI only	39,199	43,909	-10.7	304,333	314,258	-3.2
O'ahu & NI	8,341	9,518	-12.4	74,595	78,870	-5.4
Any one island only	52,391	56,780	-7.7	417,728	419,465	-0.4
Multiple Islands	11,117	13,014	-14.6	99,509	105,100	-5.3
Avg. Islands Visited	1.24	1.26	-1.8	1.28	1.29	-0.8
Average Length of Stay in Hawai'i	13.24	13.72	-3.5	12.72	12.92	-1.5
ACCOMMODATIONS						
Plan to stay in Hotel	25,457	29,116	-12.6	226,705	235,552	-3.8
Hotel only	18,996	21,670	-12.3	170,165	176,798	-3.8
Plan to stay in Condo	26,351	28,977	-9.1	198,368	207,540	-4.4
Condo only	22,182	23,981	-7.5	163,029	169,198	-3.6
Plan to stay in Timeshare	6,296	7,170	-12.2	54,448	52,106	4.5
Timeshare only	4,581	4,914	-6.8	39,069	36,908	5.9

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

TABLE 4. TOTAL CANADA VISITORS BY AIR (CONT.)

	December			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>ACCOMMODATIONS (continued)</b>						
Cruise Ship	699	1,054	-33.7	10,839	10,936	-0.9
Friends/Relatives	3,423	3,657	-6.4	26,717	24,980	7.0
Bed & Breakfast	857	842	1.7	8,916	7,790	14.5
Rental House	7,286	8,132	-10.4	58,555	57,352	2.1
Hostel	814	838	-2.8	7,200	6,269	14.8
Camp Site, Beach	908	538	68.7	5,770	5,121	12.7
Other	569	703	-19.0	6,261	5,428	15.3
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	60,125	66,983	-10.2	479,809	488,006	-1.7
Honeymoon/Get Married	1,158	1,278	-9.4	17,605	18,998	-7.3
Honeymoon	867	1,073	-19.2	15,137	15,704	-3.6
Get Married	322	300	7.6	3,472	4,561	-23.9
Pleasure/Vacation	59,153	66,107	-10.5	465,642	472,761	-1.5
Mtgs/Conventions/Incentive	1,888	551	242.9	22,287	21,101	5.6
Conventions	1,734	385	350.0	16,637	14,449	15.1
Corporate Meetings	104	75	39.5	2,448	4,023	-39.2
Incentive	71	116	-38.9	3,961	3,861	2.6
Other Business	268	344	-22.1	4,844	6,171	-21.5
Visit Friends/Rel.	2,644	2,963	-10.7	20,051	20,184	-0.7
Govt/Military	63	79	-19.9	1,142	1,466	-22.1
Attend School	5	49	-89.5	1,052	938	12.2
Sport Events	429	732	-41.3	4,596	5,385	-14.6
<b>TRAVEL STATUS</b>						
First Timers (%)**	30.6	29.7	0.9	33.9	34.5	-0.7
Repeaters (%)**	69.4	70.3	-0.9	66.1	65.5	0.7
Average # of Trips	4.4	4.3	1.4	4.1	4.0	1.5
Group Tour	759	819	-7.3	12,120	11,598	4.5
Non-Group	62,749	68,974	-9.0	505,118	512,967	-1.5
Package Trip	10,060	13,110	-23.3	104,772	111,675	-6.2
No Package	53,448	56,683	-5.7	412,466	412,889	-0.1
Net True Independent	53,034	56,383	-5.9	408,617	409,172	-0.1
Ave. Age	48	48	-1.5	48	48	-0.5
Ave. Party Size	2.4	2.3	2.5	2.2	2.2	2.0

\*\* 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		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
VISITOR DAYS	147,784	180,401	-18.1	1,907,435	1,951,423	-2.3
TOTAL VISITORS	16,374	22,127	-26.0	240,795	243,390	-1.1
ARRIVED BY SHIP	6,767	12,763	-47.0	115,378	124,443	-7.3
ARRIVED BY AIR	9,607	9,364	2.6	125,417	118,947	5.4
NUMBER OF SHIP ARRIVALS	3	6	-50.0	62	70	-11.4
<b>ISLANDS VISITED</b>						
O'ahu	16,374	22,128	-26.0	238,196	240,268	-0.9
Kaua'i	16,374	21,122	-22.5	211,356	216,582	-2.4
Maui County	16,374	22,128	-26.0	229,226	228,992	0.1
Maui	16,374	22,128	-26.0	229,226	228,992	0.1
Moloka'i	297	342	-13.2	2,753	2,847	-3.3
Lāna'i	347	510	-31.8	4,460	4,593	-2.9
Hawai'i Island	16,374	22,128	-26.0	225,707	226,140	-0.2
Average Islands Visited	4.0	3.99	1.2	3.8	3.78	0.2
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	1.48	1.06	39.4	1.30	1.15	12.8
Days in Hawai'i during Cruise	5.97	5.48	8.9	5.46	5.47	-0.2
Days in Hawai'i after Cruise	1.57	1.61	-2.1	1.16	1.40	-16.8
Total days in Hawai'i	9.03	8.15	10.7	7.92	8.02	-1.2
<b>ACCOMMODATIONS</b>						
Hotel	9,008	10,188	-11.6	122,992	127,292	-3.4
Hotel only	7,951	8,370	-5.0	109,730	110,528	-0.7
Condo	718	1,106	-35.1	10,150	12,409	-18.2
Condo only	154	224	-31.1	2,929	3,771	-22.3
Timeshare	753	959	-21.5	9,580	9,748	-1.7
Timeshare Only	386	347	11.5	4,232	3,563	18.8
Bed & Breakfast	46	72	-35.6	1,428	1,936	-26.3
Bed & Breakfast only	9	12	NA	376	297	26.3
Friends & relatives	276	495	-44.1	5,027	5,874	-14.4
Other accommodation	798	1,397	-42.8	7,046	10,484	-32.8
Accommodation (NET)	10,258	11,836	-13.3	138,979	144,490	-3.8
Cruise only	6,116	10,291	-40.6	101,816	98,900	2.9
<b>TRAVEL STATUS</b>						
% First timers	43.8	35.4	8.3	44.7	41.0	3.7
% Repeat visitors	56.2	64.6	-8.3	55.3	59.0	-3.7

Source: Hawai'i Tourism Authority

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA

December	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>Total Seats</b>	<b>1,067,406</b>	<b>1,032,673</b>	<b>3.4</b>	<b>710,520</b>	<b>701,771</b>	<b>1.2</b>	<b>215,371</b>	<b>200,178</b>	<b>7.6</b>	<b>74,493</b>	<b>66,764</b>	<b>11.6</b>	<b>4,266</b>	<b>4,004</b>	<b>6.5</b>	<b>62,756</b>	<b>59,956</b>	<b>4.7</b>
<b>Scheduled</b>	<b>1,053,623</b>	<b>1,018,358</b>	<b>3.5</b>	<b>696,737</b>	<b>687,456</b>	<b>1.4</b>	<b>215,371</b>	<b>200,178</b>	<b>7.6</b>	<b>74,493</b>	<b>66,764</b>	<b>11.6</b>	<b>4,266</b>	<b>4,004</b>	<b>6.5</b>	<b>62,756</b>	<b>59,956</b>	<b>4.7</b>
<b>Charters</b>	<b>13,783</b>	<b>14,315</b>	<b>-3.7</b>	<b>13,783</b>	<b>14,315</b>	<b>-3.7</b>												
<b>Domestic</b>	<b>734,035</b>	<b>691,874</b>	<b>6.1</b>	<b>415,104</b>	<b>399,001</b>	<b>4.0</b>	<b>188,070</b>	<b>172,984</b>	<b>8.7</b>	<b>68,725</b>	<b>60,737</b>	<b>13.2</b>	<b>4,266</b>	<b>4,004</b>	<b>6.5</b>	<b>57,548</b>	<b>54,562</b>	<b>5.5</b>
<b>Scheduled</b>	<b>728,186</b>	<b>685,158</b>	<b>6.3</b>	<b>409,577</b>	<b>392,871</b>	<b>4.3</b>	<b>188,070</b>	<b>172,984</b>	<b>8.7</b>	<b>68,725</b>	<b>60,737</b>	<b>13.2</b>	<b>4,266</b>	<b>4,004</b>	<b>6.5</b>	<b>57,548</b>	<b>54,562</b>	<b>5.5</b>
<b>Charters</b>	<b>5,849</b>	<b>6,716</b>	<b>-12.9</b>	<b>5,527</b>	<b>6,130</b>	<b>-9.8</b>												
<b>US West</b>	<b>640,979</b>	<b>603,783</b>	<b>6.2</b>	<b>336,468</b>	<b>326,558</b>	<b>3.0</b>	<b>173,972</b>	<b>157,922</b>	<b>10.2</b>	<b>68,725</b>	<b>60,737</b>	<b>13.2</b>	<b>4,266</b>	<b>4,004</b>	<b>6.5</b>	<b>57,548</b>	<b>54,562</b>	<b>5.5</b>
...Anchorage	8,476	7,335	15.6	5,053	3,912	29.2	2,119	2,119	0.0	1,304	1,304	0.0						
...Bellingham	6,520	6,357	2.6	3,586	3,423	4.8	2,934	2,934	0.0									
...Denver	15,859	15,879	-0.1	7,864	7,689	2.3	2,899	2,730	6.2	2,561	2,730	-6.2				2,535	2,730	-7.1
...Las Vegas	24,756	25,014	-1.0	24,756	25,014	-1.0												
...Los Angeles	211,064	221,415	-4.7	113,643	122,327	-7.1	47,495	51,648	-8.0	22,265	22,071	0.9	4,266	4,004	6.5	23,395	21,365	9.5
...Oakland	32,245	28,283	14.0	11,396	10,148	12.3	13,677	13,082	4.5	4,890	2,934	66.7				2,282	2,119	7.7
...Phoenix	44,031	41,323	6.6	23,281	22,703	2.5	11,298	9,120	23.9	3,576	3,420	4.6				5,876	6,080	-3.4
...Portland	34,281	31,934	7.3	16,351	14,167	15.4	10,106	9,780	3.3	5,053	5,053	0.0				2,771	2,934	-5.6
...Sacramento	13,082	13,082	0.0	8,029	8,029	0.0	5,053	5,053	0.0									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	24,110	21,339	13.0	14,004	14,167	-1.2	5,705	5,053	12.9	2,119	0	NA				2,282	2,119	7.7
...San Francisco	111,263	86,984	27.9	57,605	47,315	21.7	35,834	22,049	62.5	12,294	11,978	2.6				5,530	5,642	-2.0
...San Jose	28,935	29,098	-0.6	10,800	10,963	-1.5	13,082	13,082	0.0	2,282	2,119	7.7				2,771	2,934	-5.6
...Seattle	78,266	67,649	15.7	32,009	28,610	11.9	23,770	21,272	11.7	12,381	9,128	35.6				10,106	8,639	17.0
<b>US East</b>	<b>87,207</b>	<b>81,375</b>	<b>7.2</b>	<b>73,109</b>	<b>66,313</b>	<b>10.2</b>	<b>14,098</b>	<b>15,062</b>	<b>-6.4</b>									
...Atlanta	9,083	9,083	0.0	9,083	9,083	0.0												
...Chicago	15,824	15,480	2.2	10,664	10,664	0.0	5,160	4,816	7.1									
...Dallas	22,454	23,762	-5.5	13,516	13,516	0.0	8,938	10,246	-12.8									
...Houston	10,664	10,664	0.0	10,664	10,664	0.0												
...Minneapolis	6,554	0	NA	6,554	0	NA												
...New York JFK	11,012	11,012	0.0	11,012	11,012	0.0												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C.	4,114	3,872	6.3	4,114	3,872	6.3												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continued)

December	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>International</b>	<b>333,693</b>	<b>341,385</b>	<b>-2.3</b>	<b>295,416</b>	<b>302,770</b>	<b>-2.4</b>	<b>27,301</b>	<b>27,194</b>	<b>0.4</b>	<b>5,768</b>	<b>6,027</b>	<b>-4.3</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>5,208</b>	<b>5,394</b>	<b>-3.4</b>
<b>Schedules</b>	<b>325,437</b>	<b>333,200</b>	<b>-2.3</b>	<b>287,160</b>	<b>294,585</b>	<b>-2.5</b>	<b>27,301</b>	<b>27,194</b>	<b>0.4</b>	<b>5,768</b>	<b>6,027</b>	<b>-4.3</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>5,208</b>	<b>5,394</b>	<b>-3.4</b>
<b>Charters</b>	<b>8,256</b>	<b>8,185</b>	<b>0.9</b>	<b>8,256</b>	<b>8,185</b>	<b>0.9</b>												
<b>Japan</b>	<b>158,206</b>	<b>165,857</b>	<b>-4.6</b>	<b>158,206</b>	<b>165,857</b>	<b>-4.6</b>												
...Fukuoka	5,650	6,077	-7.0	5,650	6,077	-7.0												
...Nagoya	16,199	17,713	-8.5	16,199	17,713	-8.5												
...Osaka	26,443	32,829	-19.5	26,443	32,829	-19.5												
...Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
...Tokyo-HND	26,071	28,359	-8.1	26,071	28,359	-8.1												
...Tokyo-NRT	80,476	77,512	3.8	80,476	77,512	3.8												
<b>Canada</b>	<b>58,843</b>	<b>60,065</b>	<b>-2.0</b>	<b>20,566</b>	<b>21,450</b>	<b>-4.1</b>	<b>27,301</b>	<b>27,194</b>	<b>0.4</b>	<b>5,768</b>	<b>6,027</b>	<b>-4.3</b>				<b>5,208</b>	<b>5,394</b>	<b>-3.4</b>
...Calgary	7,655	7,317	4.6	1,290	1,242	3.9	6,365	6,075	4.8									
...Edmonton	2,232	1,863	19.8				2,232	1,863	19.8									
...Toronto	1,120	1,960	-42.9	1,120	1,960	-42.9												
...Vancouver	47,186	48,245	-2.2	17,506	17,568	-0.4	18,704	19,256	-2.9	5,768	6,027	-4.3				5,208	5,394	-3.4
...Victoria	650	680	-4.4	650	680	-4.4												
<b>Other Asia</b>	<b>38,802</b>	<b>40,165</b>	<b>-3.4</b>	<b>38,802</b>	<b>40,165</b>	<b>-3.4</b>												
...Beijing	6,903	6,903	0.0	6,903	6,903	0.0												
...Seoul	24,663	25,747	-4.2	24,663	25,747	-4.2												
...Shanghai	4,752	4,752	0.0	4,752	4,752	0.0												
...Taipei	2,484	2,763	-10.1	2,484	2,763	-10.1												
<b>Oceania</b>	<b>45,192</b>	<b>40,910</b>	<b>10.5</b>	<b>45,192</b>	<b>40,910</b>	<b>10.5</b>												
...Auckland	8,034	7,566	6.2	8,034	7,566	6.2												
...Brisbane	8,977	7,049	27.4	8,977	7,049	27.4												
...Melbourne	5,360	3,939	36.1	5,360	3,939	36.1												
...Sydney	22,821	22,356	2.1	22,821	22,356	2.1												
<b>Other</b>	<b>24,394</b>	<b>26,203</b>	<b>-6.9</b>	<b>24,394</b>	<b>26,203</b>	<b>-6.9</b>												
...Apia	656	1,148	-42.9	656	1,148	-42.9												
...Christmas	610	610	0.0	610	610	0.0												
...Guam	10,664	10,664	0.0	10,664	10,664	0.0												
...Majuro	2,158	2,170	-0.6	2,158	2,170	-0.6												
...Manila	5,884	7,128	-17.5	5,884	7,128	-17.5												
...Nadi	656	164	300.0	656	164	300.0												
...Pago Pago	2,590	2,849	-9.1	2,590	2,849	-9.1												
...Papeete	1,176	1,470	-20.0	1,176	1,470	-20.0												
...Pago Pago	2,590	2,849	-9.1	2,590	2,849	-9.1												
...Papeete	1,176	1,470	-20.0	1,176	1,470	-20.0												

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

