



NEIL ABERCROMBIE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

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

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

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TOTAL VISITOR EXPENDITURES SURPASSED 2007 LEVELS FOR THE SECOND MONTH

Total Visitor Arrivals Rose 11.7 Percent

HONOLULU – Total spending by visitors who came to Hawai'i in February 2011 increased 18.7 percent (\$159.7 million) from February 2010, to \$1.013 billion. This was the second consecutive month that total visitor spending surpassed results from the banner year 2007 (total spending was \$999.97 million in February 2007). Total visitor expenditures for the first two months of 2011 were \$2.2 billion, an increase of 19.3 percent compared to year-to-date 2010, according to preliminary statistics released today by the Hawai'i Tourism Authority.

The growth in visitor spending for the month of February 2011 was due to higher average daily visitor spending (+5.7%), and an 11.7 percent increase in total arrivals to 593,018 visitors.

Total arrivals by air rose 11.8 percent from February 2010, to 578,634 visitors. Canada (+19.7%), U.S. West (+11.8%) and U.S. East (+10.9%) showed double-digit growth while arrivals from Japan increased 8.2 percent from last February. Arrivals by cruise ships grew 6.2 percent to 14,384 visitors.

For the first two months of 2011, total visitor days for all visitors increased 11.9 percent compared to year-to-date 2010, and total arrivals rose 11.9 percent, to 1,190,506 visitors.

Additional Total Air Visitor Highlights:

- The total number of visitors who came for meetings, conventions and incentives (MCI) in February 2011 grew 57.1 percent from a year ago, with strong growth from all top four visitor markets (see Meetings, Conventions, Incentive Visitor Highlights, page 6).
- More total visitors also came to get married (+25.7%) in Hawai'i compared to last February, with increased visitors from U.S. West (+67.6%) and Japan (+10.9%).
- Significantly more visitors went on group tours (+27%) compared to February 2010, largely due to strong increases from U.S. West (+40.9%), U.S. East (+26.7%), Japan (+15%) and Canada (+128.8%).
- Hotel properties saw a 14.1 percent growth in total visitors compared to February 2010, with the largest growth from Canada (+28.2%), U.S. West (+15.5%) and U.S. East (+13.9%).

- Among all the islands, Hawai'i Island saw the largest growth in total visitors arrivals in February 2011 (+14%). Significantly more visitors spent all of their time exclusively on Hawai'i Island (+22%) compared to February 2010.

February 2011 Arrivals at a Glance

CATEGORY AND MMA	February 2011	February 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,013.2	853.5	18.7	2,193.8	1,839.3	19.3
Total by air	1,009.2	850.2	18.7	2,187.4	1,833.6	19.3
U.S. West	302.9	266.6	13.6	657.9	581.6	13.1
U.S. East	284.2	232.3	22.3	625.7	515.8	21.3
Japan	171.4	140.8	21.8	349.3	273.5	27.7
Canada	124.6	95.2	30.9	259.7	201.1	29.2
All Others	126.1	115.4	9.3	294.8	261.5	12.7
Visitor arrivals by cruise ships	3.9	3.3	19.8	6.4	5.7	12.0
TOTAL VISITOR DAYS	5,664,284	5,042,576	12.3	12,101,566	10,818,499	11.9
Total by air	5,580,003	4,972,229	12.2	11,955,940	10,687,751	11.9
U.S. West	2,054,634	1,875,838	9.5	4,423,054	4,030,294	9.7
U.S. East	1,542,015	1,388,633	11.0	3,386,026	3,039,723	11.4
Japan	597,948	544,600	9.8	1,215,235	1,051,755	15.5
Canada	769,106	652,949	17.8	1,611,469	1,356,440	18.8
All Others	616,299	510,209	20.8	1,320,157	1,209,540	9.1
Visitor arrivals by cruise ships	84,281	70,347	19.8	145,626	130,748	11.4
VISITOR ARRIVALS	593,018	531,094	11.7	1,190,506	1,063,831	11.9
Total by air	578,634	517,554	11.8	1,164,905	1,041,098	11.9
U.S. West	213,689	191,054	11.8	429,483	383,698	11.9
U.S. East	141,737	127,816	10.9	285,890	259,631	10.1
Japan	102,906	95,141	8.2	207,486	183,253	13.2
Canada	58,598	48,958	19.7	117,371	98,439	19.2
All Others	61,704	54,585	13.0	124,675	116,077	7.4
Visitor arrivals by cruise ships	14,384	13,540	6.2	25,601	22,733	12.6
AVERAGE LENGTH OF STAY	9.55	9.49	0.6	10.17	10.17	0.0
Total by air	9.64	9.61	0.4	10.26	10.27	0.0
U.S. West	9.62	9.82	-2.1	10.30	10.50	-2.0
U.S. East	10.88	10.86	0.1	11.84	11.71	1.2
Japan	5.81	5.72	1.5	5.86	5.74	2.0
Canada	13.13	13.34	-1.6	13.73	13.78	-0.4
All Others	9.99	9.35	6.9	10.59	10.42	1.6
Visitor arrivals by cruise ships	5.9	5.20	12.8	5.69	5.75	-1.1
PER PERSON PER DAY SPENDING (\$)	178.9	169.3	5.7	181.3	170.0	6.6
Total by air	180.9	171.0	5.8	183.0	171.6	6.6
U.S. West	147.4	142.1	3.7	148.7	144.3	3.1
U.S. East	184.3	167.3	10.2	184.8	169.7	8.9
Japan	286.7	258.5	10.9	287.4	260.1	10.5
Canada	162.0	145.8	11.1	161.2	148.2	8.7
All Others	204.6	226.1	-9.5	223.3	216.2	3.3
Visitor arrivals by cruise ships	46.7	46.7	0.0	44.0	43.8	0.6
PER PERSON PER TRIP SPENDING (\$)	1,708.5	1,607.1	6.3	1,842.7	1,728.9	6.6
Total by air	1,744.1	1,642.8	6.2	1,877.7	1,761.2	6.6
U.S. West	1,417.3	1,395.3	1.6	1,531.8	1,515.8	1.1
U.S. East	2,005.1	1,817.8	10.3	2,188.5	1,986.8	10.2
Japan	1,666.1	1,479.7	12.6	1,683.4	1,492.6	12.8
Canada	2,126.6	1,944.2	9.4	2,212.9	2,042.8	8.3
All Others	2,043.4	2,113.3	-3.3	2,364.8	2,253.0	5.0
Visitor arrivals by cruise ships	273.5	242.6	12.8	250.5	251.8	-0.5

Source: Hawai'i Tourism Authority

Major Market Areas:

U.S. West:

- Increased arrivals (+11.8%) and higher daily spending by U.S. West visitors (\$147 per person, compared to \$142 per person in February 2010) contributed to a 13.6 percent growth in total spending to \$302.9 million for February 2011.
- Arrivals from the Pacific Region grew 12.3 percent, with increases from Oregon (+16%), Washington (+13.1%), California (+11.8%) and Alaska (+6.9%). In addition, arrivals from the Mountain Region rose 10.8 percent from February 2010 (Table 2).
- In addition to the increase of hotel stays, more U.S. West visitors stayed in condominium properties (+15.4%). Fewer visitors stayed in timeshare properties (-1.2%) compared to February 2010.
- For the first two months of 2011, total expenditures by U.S. West visitors rose 13.1 percent to \$657.9 million. Total visitors days (+9.7%) and visitor arrivals (+11.9%) also increased compared to year-to-date 2010.

U.S. East:

- Spending by U.S. East visitors in February 2011 climbed 22.3 percent to \$284.2 million, boosted by a 10.9 percent growth in arrivals and higher average daily spending (\$184 per person, compared to \$167 per person in February 2010).
- All U.S. East regions showed increases in visitor arrivals, led by the East North Central (+14.1%) followed by the New England (+12.5%), Middle Atlantic (+12.5%), West North Central (+11.6%), South Atlantic (+10%), East South Central (+5.7%), and West South Central (+4%) regions (Table 2).
- For the first two months of 2011, total spending by U.S. East visitors rose 21.3 percent to \$625.7 million. Visitor days grew 11.4 percent while visitor arrivals were up 10.1 percent compared to the first two months of 2010.

Japan:

- For February 2011, higher daily visitor spending (\$287 per person, from \$259 per person in February 2010) and increased arrivals (+8.2%) contributed to a 21.8 percent increase in total Japanese visitor spending to \$171.4 million.
- The number of Japanese visitors who stayed in timeshare properties has risen significantly over the last two years. In February 2011, the number of Japanese visitors who stayed in timeshare properties grew 50.6 percent from a year ago. More Japanese visitors also stayed in condominium properties (+22.8%) compared to last February (Table 6).
- The number of Japanese visitors who traveled on incentives doubled in February 2011, for the tenth consecutive month of strong growth (see Meeting, Convention, Incentive Visitor Highlights, page 6).
- Total spending by Japanese visitors for the first two months of 2011 was \$349.3 million, 27.7 percent higher compared to the same period last year. Total Japanese

arrivals increased 13.2 percent, while average daily spending rose to \$287 per person, from \$260 per person in the first two months of 2010.

Canada:

- Total spending by Canadian visitors in February 2011 jumped 30.9 percent to \$124.6 million, supported by a 19.7 percent growth in arrivals and higher average daily spending (\$162 per person, from \$146 per person in February 2010).
- Canadian visitors who came on domestic flights rose 30.6 percent, contributing to the growth in arrivals (Table 7).
- For the first two months of 2011, total expenditures by Canadian visitors grew 29.2 percent to \$259.7 million. Total visitors days rose 18.8 percent, while visitor arrivals increased 19.2 percent from the same period last year.

February 2011 Island Highlights

CATEGORY AND ISLAND	February 2011	February 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,013.2	853.5	18.7	2,193.8	1,839.3	19.3
Total by air	1,009.2	850.2	18.7	2,187.4	1,833.6	19.3
O'ahu	486.6	401.6	21.2	1,036.1	864.0	19.9
Maui	279.5	248.9	12.3	603.3	516.4	16.8
Moloka'i	2.8	2.4	19.5	6.2	6.3	-1.7
Lāna'i	7.5	5.2	43.1	15.7	11.0	43.5
Kaua'i	98.1	78.6	24.8	211.8	177.5	19.3
Hawai'i Island	134.7	113.6	18.6	314.3	258.4	21.6
Visitor arrivals by cruise ships	3.9	3.3	19.8	6.4	5.7	12.0
TOTAL VISITOR DAYS	5,664,284	5,042,576	12.3	12,101,566	10,818,499	11.9
Total by air	5,580,003	4,972,229	12.2	11,955,940	10,687,751	11.9
O'ahu	2,529,916	2,242,838	12.8	5,451,384	4,873,540	11.9
Maui	1,517,842	1,392,246	9.0	3,167,516	2,887,962	9.7
Moloka'i	23,394	21,959	6.5	56,679	56,225	0.8
Lāna'i	23,862	20,052	19.0	48,043	40,271	19.3
Kaua'i	607,179	540,774	12.3	1,279,791	1,147,808	11.5
Hawai'i Island	877,809	754,359	16.4	1,952,527	1,681,945	16.1
Visitor arrivals by cruise ships	84,281	70,347	19.8	145,626	130,748	11.4
VISITOR ARRIVALS	593,018	531,094	11.7	1,190,506	1,063,831	11.9
Total by air	578,634	517,554	11.8	1,164,905	1,041,098	11.9
O'ahu	349,056	312,371	11.7	708,903	630,994	12.3
Maui	176,249	162,892	8.2	349,893	321,934	8.7
Moloka'i	4,544	4,246	7.0	9,335	8,675	7.6
Lāna'i	6,102	5,789	5.4	11,889	10,715	11.0
Kaua'i	76,983	69,896	10.1	152,790	141,014	8.4
Hawai'i Island	117,009	102,635	14.0	232,364	207,979	11.7
Visitor arrivals by cruise ships	14,384	13,540	6.2	25,601	22,733	12.6
AVERAGE LENGTH OF STAY	9.55	9.49	0.6	10.17	10.17	0.0
Total by air	9.64	9.61	0.4	10.26	10.27	0.0
O'ahu	7.25	7.18	0.9	7.69	7.72	-0.4
Maui	8.61	8.55	0.8	9.05	8.97	0.9
Moloka'i	5.15	5.17	-0.5	6.07	6.48	-6.3
Lāna'i	3.91	3.46	12.9	4.04	3.76	7.5
Kaua'i	7.89	7.74	1.9	8.38	8.14	2.9
Hawai'i Island	7.50	7.35	2.1	8.40	8.09	3.9
Visitor arrivals by cruise ships	5.9	5.20	12.8	5.69	5.75	-1.1

Source: Hawai'i Tourism Authority

February 2011 Island Highlights (Continued)

CATEGORY AND ISLAND	February 2011	February 2010	% change	YTD 2011	YTD 2010	% change
PER PERSON PER DAY SPENDING (\$)	178.9	169.3	5.7	181.3	170.0	6.6
Total by air	180.9	171.0	5.8	183.0	171.6	6.6
O'ahu	192.3	179.0	7.4	190.1	177.3	7.2
Maui	184.1	178.8	3.0	190.5	178.8	6.5
Moloka'i	121.7	108.4	12.2	108.5	111.3	-2.5
Lāna'i	314.0	261.1	20.3	327.8	272.4	20.3
Kaua'i	161.5	145.3	11.2	165.5	154.7	7.0
Hawai'i Island	153.5	150.6	1.9	160.9	153.7	4.7
Visitor arrivals by cruise ships	46.7	46.7	0.0	44.0	43.8	0.6
PER PERSON PER TRIP SPENDING (\$)	1,708.5	1,607.1	6.3	1,842.7	1,728.9	6.6
Total by air	1,744.1	1,642.8	6.2	1,877.7	1,761.2	6.6
O'ahu	1,394.0	1,285.5	8.4	1,461.6	1,369.2	6.7
Maui	1,585.9	1,527.8	3.8	1,724.4	1,604.0	7.5
Moloka'i	626.4	560.8	11.7	659.1	721.7	-8.7
Lāna'i	1,228.0	904.4	35.8	1,324.4	1,023.8	29.4
Kaua'i	1,274.1	1,124.4	13.3	1,386.0	1,259.1	10.1
Hawai'i Island	1,151.4	1,106.8	4.0	1,352.4	1,242.6	8.8
Visitor arrivals by cruise ships	273.5	242.6	12.8	250.5	251.8	-0.5

Source: Hawai'i Tourism Authority

Island Highlights:

- Hawai'i Island led the increase in total visitor arrivals (+14%) in February 2011. Kona, in particular, saw a 17 percent growth in arrivals from last February. Arrivals to all other islands also increased compared to a year ago.
- Total visitor spending on all islands increased by double digits compared to February 2010.
- For the first two months of 2011, visitations increased on all islands, with O'ahu (+12.3%) seeing the largest growth compared to year-to-date 2010.
- Except for Moloka'i which had a 1.7 percent decline, total visitor spending on the other islands rose significantly compared to the same period last year.

Island Highlights for Selected MMAs:

- **Hawai'i Island:** The strong growth in arrivals to Hawai'i Island in February 2011 was supported by double-digit increases from Canada (+34.4%), U.S. West (+15.1%) and U.S. East (+10.9%). Japanese arrivals (-1.9%) declined compared to February 2010. Considerably more Canadian (+42.1%), U.S. West (+20.7%) and U.S. East (+11.1%) visitors stayed exclusively on Hawai'i Island compared to last February.

For the first two months of 2011, arrivals to Hawai'i Island showed strong growth from Canada (+32%), U.S. West (+13.7%), and U.S. East (+12.6%), though Japanese arrivals decreased (-2.7%) compared to the same period last year.

- **O'ahu:** In February 2011, growth in total arrivals to O'ahu was boosted by increases from all top four visitor markets. Canada had the largest growth at 20.7 percent compared to last February. More Canadian (+21.6%), U.S. West (+15.8%) and Japanese (+10%) visitors stayed exclusively on O'ahu compared to February 2010.

For the first two months of 2011, arrivals to O'ahu showed double-digit growth from all of the top four visitor markets.

- **Maui:** In February 2011, arrivals to Maui from Canada, U.S. East and U.S. West increased, but Japanese arrivals (-5.9%) were lower compared to February 2010. For the first two months of 2011, arrivals to Maui from Canada, U.S. West and U.S. East were higher but arrivals from Japan (-2.6%) declined.
- **Kaua'i:** Arrivals to Kaua'i from Canada (+24.6%) and U.S. East (+15.3%) in February 2011 rose significantly compared to February 2010. Japanese arrivals, though still an emerging segment on Kaua'i, showed a sizeable increase (+32.5% to 2,408 visitors) from a year ago. More Canadian (+26.8%) and U.S. East (+12.4%) visitors stayed exclusively on Kaua'i compared to February 2010.

For the first two months of 2011, arrivals to Kaua'i by Japanese (+36.9%) and Canadian visitors (+29.3%) showed substantial increases from the same period last year. Visitors to Kaua'i from U.S. East and U.S. West also increased.

Meetings, Conventions, Incentive Visitor Highlights:

- Total MCI visitors grew 57.1 percent compared to February 2010.
- The total number of visitors who came for conventions in February 2011 increased 46.5 percent. Convention visitors from U.S. East (+45.1% to 9,150 visitors), U.S. West (+27.9% to 8,075 visitors) and Canada (+91.6% to 2,477 visitors) rose significantly from a year ago.
- More total visitors came for corporate meetings (+72.8%) in February 2011, mainly due to increases from U.S. East (+55.7%), U.S. West (+35.9%), and Japan (806 visitors, versus 493 visitors in February 2010).
- Three small events (attended by 200 to 500 delegates) and two mid-size events (attended by 1,800 and 2,500 delegates) held at the Hawai'i Convention Center contributed to the growth in convention and corporate meeting visitors in February 2011.
- The total number of visitors who came on incentives rose 62.3 percent, largely due to strong growth from Japan. Japanese incentive travel doubled from 2,522 visitors in February 2010 to 5,529 visitors in February 2011. Incentive travels by U.S. West (+36.1% to 3,199 visitors) and U.S. East (+27.7% to 4,737 visitors) also showed strong increases compared to February 2010.
- For the first two months of 2011, the total number of MCI visitors rose 28.2 percent from year-to-date 2010, with increases from all segments: conventions (+7.5%), corporate meetings (+71.3%) and incentives (+56.9%).

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

- Total air seats for February 2011 increased 5.5 percent from the same month last year. Kahului (+10.1%), Līhu'e (+5.2%) and Honolulu (+5.1%) showed increases, while air seats to Kona International airport declined slightly (-0.7%) compared to February 2010.
- Total scheduled seats from U.S. West grew 10.4 percent compared to last February. Contributing to the growth was new direct services to Honolulu from Bellingham, added in January 2011. There were also direct services added throughout 2010 to Kahului from Las Vegas, Sacramento, San Diego, and San Jose; and to Kona from Portland and San Jose. In addition, there was an expansion of services to Honolulu from Los Angeles; to Kahului from Los Angeles and Seattle; as well as to Kona from Seattle.
- Total scheduled seats from U.S. East fell 19.7 percent from February 2010, largely due to a decrease in flight frequency from Dallas, Houston and Minneapolis. Furthermore, there was a route from Charlotte to Honolulu that began in December 2009 and ended in September 2010.
- Total scheduled seats from Japan grew 2.4 percent. Fewer seats due to a decrease in flight frequency to Honolulu from Osaka and Narita were offset by new services from Haneda to Honolulu that began on the last day of October 2010.
- Total scheduled seats from Canada rose 4.2 percent. Decreased seats from Vancouver to Honolulu, Kahului, Kona and Līhu'e were offset by new seasonal direct services to Kahului from Edmonton, added in February 2011 (scheduled through April 2011). In addition, there was an expansion of services from Calgary to Honolulu and Kahului.
- Total scheduled seats from Other Asia increased 44.7 percent. A drop in seats due to the discontinuation of flights from Taipei to Honolulu was offset by growth in seats from Seoul to Honolulu (+73.2%). Included in the February 2011 air seats data were two charter flights from China Eastern Airlines which arrived on February 4 and 10. These were the second and third charter flights. The first charter flight from Shanghai arrived in January 2011.
- Total scheduled seats from Oceania rose 10.8 percent due to increased flights from Sydney to Honolulu.

Cruise Ship Visitors (Table 8, page 24):

- There was a total of 23,769 cruise visitors in February 2011, an increase of 6 percent from last February.
- Total cruise visitor days rose 6.7 percent. Total days spent in Hawai'i was 9.08 days, similar to February 2010.
- Visitors who came by air to board cruise ships grew 5.7 percent. Arrivals by cruise ship rose 6.2 percent, despite a decrease in the number of ships that came in February 2011 compared to last February. Ships that visited the islands in February 2011 were larger in passenger capacity than those that came a year ago.

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- For the first two months of 2011, a total of 45,909 visitors came by cruise ship or by air to board cruise ships, 7.5 percent higher compared to year-to-date 2010. Visitor days for all cruise ship visitors increased 3.6 percent from the same period last year.

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For more information, contact:

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

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

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

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

	TABLE 1. TOTAL VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	5,580,003	4,972,229	12.2%	11,955,940	10,687,751	11.9%
TOTAL VISITORS	578,634	517,554	11.8%	1,164,905	1,041,098	11.9%
Domestic	397,384	352,402	12.8%	798,041	706,598	12.9%
International	181,250	165,152	9.7%	366,864	334,500	9.7%
AVERAGE DAILY CENSUS	199,286	177,580	12.2%	202,643	181,148	11.9%
TOTAL AIR SEATS (EST)	725,659	688,634	5.4%	1,529,928	1,450,458	5.5%
TOTAL LOAD FACTOR (EST)	91.4%	86.3%	5.1	88.9%	84.7%	4.2
ISLANDS VISITED						
O'ahu	349,056	312,371	11.7%	708,903	630,994	12.3%
O'ahu only	256,238	226,645	13.1%	521,750	460,173	13.4%
Kaua'i	76,983	69,896	10.1%	152,790	141,014	8.4%
Kaua'i only	38,683	35,357	9.4%	76,721	70,683	8.5%
Maui County	180,354	166,594	8.3%	358,953	329,110	9.1%
Maui	176,249	162,892	8.2%	349,893	321,934	8.7%
Maui only	111,668	103,192	8.2%	221,219	203,866	8.5%
Moloka'i *	4,544	4,246	7.0%	9,335	8,675	7.6%
Moloka'i only *	654	657	-0.4%	1,404	1,365	2.9%
Lāna'i *	6,102	5,789	5.4%	11,889	10,715	11.0%
Lāna'i only *	1,186	870	36.3%	2,523	1,752	44.0%
Hawai'i Island	117,009	102,635	14.0%	232,364	207,979	11.7%
Kona side	98,778	84,461	17.0%	195,734	171,260	14.3%
Hilo side	41,374	38,160	8.4%	82,097	78,945	4.0%
Hawai'i Island only	58,469	47,934	22.0%	116,238	98,280	18.3%
Any Neighbor Island	322,396	290,909	10.8%	643,155	580,925	10.7%
NI only	229,578	205,183	11.9%	456,002	410,104	11.2%
O'ahu & NI	92,818	85,725	8.3%	187,153	170,820	9.6%
Any one island only	466,898	414,654	12.6%	939,855	836,118	12.4%
Multiple Islands	111,736	102,900	8.6%	225,050	204,980	9.8%
Avg. Islands Visited	1.26	1.27	-0.8%	1.26	1.27	-0.9%
Average Length of Stay in Hawai'i	9.64	9.61	0.4%	10.26	10.27	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	367,307	321,878	14.1%	725,147	633,004	14.6%
Hotel only	319,359	280,241	14.0%	632,694	552,132	14.6%
Plan to stay in Condo	110,180	97,292	13.2%	225,704	196,507	14.9%
Condo only	85,727	76,550	12.0%	176,284	155,252	13.5%
Plan to stay in Timeshare	48,958	48,469	1.0%	105,114	104,717	0.4%
Timeshare only	36,427	36,295	0.4%	78,523	79,089	-0.7%
Cruise Ship	10,358	9,091	13.9%	19,567	19,007	2.9%
Friends/Relatives	54,589	52,140	4.7%	110,379	107,601	2.6%
Bed & Breakfast	6,772	5,970	13.4%	13,392	11,665	14.8%
Other	7,983	9,540	-16.3%	19,720	21,362	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	468,546	427,790	9.5%	940,882	845,637	11.3%
Honeymoon	30,352	29,362	3.4%	61,423	57,432	6.9%
Get Married	9,866	7,850	25.7%	17,121	14,316	19.6%
Pleasure/Vacation	437,044	397,815	9.9%	877,734	787,447	11.5%
Mtgs/Conventions/Incentive						
Conventions	50,407	32,086	57.1%	93,864	73,209	28.2%
Corporate Meetings	24,684	16,844	46.5%	50,755	47,226	7.5%
Incentive	10,860	6,286	72.8%	21,897	12,780	71.3%
Incentive	16,637	10,249	62.3%	24,658	15,715	56.9%
Other Business						
Visit Friends/Rel.	19,544	18,112	7.9%	42,552	39,085	8.9%
Govt/Military	49,274	46,299	6.4%	98,661	93,292	5.8%
Attend School	10,005	9,494	5.4%	20,091	21,383	-6.0%
Sport Events	1,151	1,065	8.1%	3,983	5,293	-24.7%
Sport Events	5,190	4,351	19.3%	18,584	10,226	81.7%
TRAVEL STATUS						
% First Timers **	33.2	33.3	-0.1	32.3	32.2	0.1
% Repeaters **	66.8	66.7	0.1	67.7	67.8	-0.1
Average # of Trips	5.13	5.22	-1.6%	5.31	5.38	-1.4%
Group Tour						
Group Tour	71,188	56,057	27.0%	129,387	107,033	20.9%
Non-Group	507,446	461,497	10.0%	1,035,518	934,065	10.9%
Package Trip						
Package Trip	196,002	173,273	13.1%	386,125	334,448	15.5%
No Package	382,632	344,281	11.1%	778,780	706,650	10.2%
Net True Independent	365,297	332,444	9.9%	751,863	685,874	9.6%

** 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)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	4,101,003	3,661,457	12.0%	8,928,920	7,918,893	12.8%
DOMESTIC VISITORS	397,384	352,402	12.8%	798,041	706,598	12.9%
DOMESTIC AVERAGE DAILY CENSUS	146,464	130,766	12.0%	151,338	134,219	12.8%
DOMESTIC AIR SEATS (EST)	501,252	475,938	5.3%	1,061,024	1,004,443	5.6%
DOM LOAD FACTOR (EST)	93.1%	86.9%	6.2	90.7%	85.7%	5.0
ISLANDS VISITED						
O'ahu	196,754	172,291	14.2%	397,303	351,427	13.1%
O'ahu only	136,453	118,199	15.4%	277,107	241,345	14.8%
Kaua'i	67,464	61,730	9.3%	134,892	125,957	7.1%
Kaua'i only	36,018	33,643	7.1%	71,936	67,446	6.7%
Maui County	147,514	134,821	9.4%	293,253	265,325	10.5%
Maui	143,787	131,755	9.1%	285,767	258,899	10.4%
Maui only	95,630	88,101	8.5%	189,509	170,639	11.1%
Moloka'i *	3,724	3,558	4.7%	7,881	7,392	6.6%
Moloka'i only *	626	617	1.5%	1,298	1,297	0.1%
Lāna'i *	5,271	4,468	18.0%	10,150	9,046	12.2%
Lāna'i only *	1,074	845	27.1%	2,090	1,726	21.1%
Hawai'i Island	87,409	75,269	16.1%	175,825	152,574	15.2%
Kona side	76,370	65,109	17.3%	154,043	131,719	16.9%
Hilo side	28,010	25,383	10.3%	55,716	52,487	6.2%
Hawai'i Island only	50,677	41,855	21.1%	102,299	83,500	22.5%
Any Neighbor Island	260,931	234,203	11.4%	520,934	465,253	12.0%
NI only	200,630	180,111	11.4%	400,738	355,171	12.8%
O'ahu & NI	60,301	54,092	11.5%	120,196	110,082	9.2%
Any one island only	320,478	283,260	13.1%	644,239	565,953	13.8%
Multiple Islands	76,906	69,142	11.2%	153,802	140,645	9.4%
Avg. Islands Visited	1.27	1.27	-0.4%	1.27	1.28	-1.0%
Average Length of Stay in Hawai'i	10.32	10.39	-0.7%	11.19	11.21	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	221,949	191,757	15.7%	436,748	378,544	15.4%
Hotel only	183,590	159,143	15.4%	362,240	313,895	15.4%
Plan to stay in Condo	83,322	73,566	13.3%	170,330	148,059	15.0%
Condo only	64,587	57,715	11.9%	132,729	115,864	14.6%
Plan to stay in Timeshare	43,514	43,220	0.7%	91,553	90,113	1.6%
Timeshare only	32,661	32,653	0.0%	69,178	68,830	0.5%
Cruise Ship	8,649	7,828	10.5%	17,184	16,998	1.1%
Friends/Relatives	48,307	45,556	6.0%	97,109	90,215	7.6%
Bed & Breakfast	5,638	4,566	23.5%	11,045	9,166	20.5%
Other	6,682	6,584	1.5%	15,128	14,776	2.4%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	320,248	285,356	12.2%	634,097	560,643	13.1%
Honeymoon	9,832	9,231	6.5%	20,812	19,281	7.9%
Get Married	3,436	3,035	13.2%	6,425	5,837	10.1%
Pleasure/Vacation	310,705	276,552	12.3%	614,240	542,157	13.3%
Mtgs/Conventions/Incentive	35,145	24,524	43.3%	68,804	56,903	20.9%
Conventions	19,064	13,062	46.0%	41,037	36,603	12.1%
Corporate Meetings	8,122	5,459	48.8%	15,566	11,289	37.9%
Incentive	9,564	7,103	34.6%	14,872	11,234	32.4%
Other Business	17,601	17,024	3.4%	38,162	36,557	4.4%
Visit Friends/Rel.	43,122	40,639	6.1%	85,918	80,905	6.2%
Govt/Military	7,084	6,559	8.0%	15,523	14,957	3.8%
Attend School	506	409	23.7%	2,964	2,677	10.7%
Sport Events	2,226	2,293	-2.9%	13,137	6,162	113.2%
TRAVEL STATUS						
% First Timers **	26.9	27.0	-0.1	26.3	26.3	-0.1
% Repeaters **	73.1	73.0	0.1	73.7	73.7	0.1
Average # of Trips	5.96	6.05	-1.5%	6.09	6.18	-1.5%
Group Tour	19,004	15,237	24.7%	33,471	27,539	21.5%
Non-Group	378,380	337,165	12.2%	764,570	679,059	12.6%
Package Trip	93,237	81,370	14.6%	179,214	153,016	17.1%
No Package	304,147	271,032	12.2%	618,827	553,582	11.8%
Net True Independent	298,668	266,694	12.0%	609,092	545,200	11.7%

** 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)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	347,408	311,158	11.7%	696,718	624,662	11.5%
Pacific Region	167,604	149,192	12.3%	331,499	295,025	12.4%
...California	94,695	84,693	11.8%	190,665	169,563	12.4%
...Oregon	18,319	15,797	16.0%	37,801	32,171	17.5%
...Washington	45,936	40,606	13.1%	84,393	75,665	11.5%
Mountain Region	41,427	37,401	10.8%	87,021	77,687	12.0%
West North Central	26,770	23,992	11.6%	54,626	47,962	13.9%
West South Central	15,211	14,625	4.0%	31,948	31,190	2.4%
...Texas	11,686	11,330	3.1%	24,527	24,079	1.9%
East North Central	36,257	31,789	14.1%	70,626	62,097	13.7%
East South Central	5,018	4,749	5.7%	10,632	10,005	6.3%
New England	11,100	9,868	12.5%	20,338	18,158	12.0%
Middle Atlantic	19,886	17,681	12.5%	39,124	35,484	10.3%
...New Jersey	4,385	3,967	10.5%	8,845	8,471	4.4%
...New York	10,008	8,785	13.9%	19,111	16,854	13.4%
South Atlantic	23,706	21,546	10.0%	50,004	46,284	8.0%
CANADA	25,148	19,258	30.6%	50,302	35,955	39.9%
EUROPE	9,444	7,692	22.8%	18,163	15,324	18.5%
France	780	532	46.6%	1,233	1,009	22.2%
Germany	2,146	1,635	31.3%	3,976	3,285	21.0%
Ireland	86	124	-30.6%	185	224	-17.4%
Italy	411	285	44.2%	827	708	16.8%
Switzerland	548	491	11.6%	1,159	970	19.5%
United Kingdom	2,204	1,892	16.5%	4,207	3,677	14.4%
ASIA	4,463	3,620	23.3%	8,097	6,906	17.2%
People's Republic of China	2,470	2,073	19.2%	4,000	3,440	16.3%
Taiwan	97	84	15.5%	224	191	17.3%
Hong Kong	82	94	-12.8%	196	177	10.7%
Indonesia	30	12	150.0%	128	49	161.2%
Japan	585	511	14.5%	1,058	971	9.0%
Korea	618	412	50.0%	1,266	1,134	11.6%
Malaysia	24	10	140.0%	64	27	137.0%
Philippines	142	143	-0.7%	423	346	22.3%
Singapore	70	67	4.5%	150	133	12.8%
Thailand	28	22	27.3%	76	67	13.4%
CENTRAL AMERICA	407	383	6.3%	733	827	-11.4%
Mexico	347	319	8.8%	608	684	-11.1%
SOUTH AMERICA	1,700	1,366	24.5%	3,373	2,946	14.5%
Argentina	325	288	12.8%	820	712	15.2%
Brazil	892	841	6.1%	1,779	1,717	3.6%
OCEANIA	1,909	1,680	13.6%	6,783	5,688	19.3%
Australia	1,508	1,363	10.6%	5,684	4,809	18.2%
New Zealand	171	146	17.1%	576	454	26.9%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,479,000	1,310,772	12.8%	3,027,021	2,768,859	9.3%
INTERNATIONAL VISITORS	181,250	165,152	9.7%	366,864	334,500	9.7%
INTL AVERAGE DAILY CENSUS	52,821	46,813	12.8%	51,305	46,930	9.3%
INTL AIR SEATS (EST)	224,407	212,696	5.5%	468,904	446,015	5.1%
INT LOAD FACTOR (EST)	87.6%	85.1%	2.5	84.8%	82.5%	2.3
ISLANDS VISITED						
O'ahu	152,302	140,080	8.7%	311,600	279,567	11.5%
O'ahu only	119,785	108,446	10.5%	244,643	218,828	11.8%
Kaua'i	9,519	8,166	16.6%	17,898	15,057	18.9%
Kaua'i only	2,665	1,714	55.5%	4,785	3,237	47.8%
Maui County	32,840	31,773	3.4%	65,700	63,785	3.0%
Maui	32,462	31,137	4.3%	64,126	63,035	1.7%
Maui only	16,038	15,091	6.3%	31,710	33,227	-4.6%
Moloka'i *	820	688	19.1%	1,454	1,283	13.3%
Moloka'i only *	28	40	-29.7%	106	68	56.3%
Lāna'i *	831	1,321	-37.1%	1,739	1,669	4.2%
Lāna'i only *	112	25	350.3%	433	26	1573.5%
Hawai'i Island	29,600	27,366	8.2%	56,539	55,405	2.0%
Kona side	22,408	19,352	15.8%	41,691	39,541	5.4%
Hilo side	13,364	12,777	4.6%	26,381	26,458	-0.3%
Hawai'i Island only	7,792	6,079	28.2%	13,939	14,780	-5.7%
Any Neighbor Island	61,465	56,706	8.4%	122,221	115,672	5.7%
NI only	28,948	25,072	15.5%	55,264	54,933	0.6%
O'ahu & NI	32,517	31,633	2.8%	66,957	60,738	10.2%
Any one island only	146,420	131,394	11.4%	295,616	270,165	9.4%
Multiple Islands	34,830	33,758	3.2%	71,248	64,335	10.7%
Avg. Islands Visited	1.24	1.26	-1.6%	1.24	1.24	-0.6%
Average Length of Stay in Hawai'i	8.16	7.94	2.8%	8.25	8.28	-0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	145,358	130,121	11.7%	288,399	254,460	13.3%
Hotel only	135,769	121,098	12.1%	270,454	238,237	13.5%
Plan to stay in Condo	26,858	23,726	13.2%	55,374	48,448	14.3%
Condo only	21,140	18,835	12.2%	43,555	39,388	10.6%
Plan to stay in Timeshare	5,444	5,249	3.7%	13,561	14,604	-7.1%
Timeshare only	3,766	3,642	3.4%	9,345	10,259	-8.9%
Cruise Ship	1,709	1,263	35.3%	2,383	2,009	18.6%
Friends/Relatives	6,282	6,584	-4.6%	13,270	17,386	-23.7%
Bed & Breakfast	1,134	1,404	-19.3%	2,347	2,499	-6.1%
Other	1,301	2,956	-56.0%	4,592	6,586	-30.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	148,298	142,434	4.1%	306,785	284,994	7.6%
Honeymoon	20,520	20,131	1.9%	40,611	38,151	6.4%
Get Married	6,430	4,815	33.5%	10,696	8,479	26.1%
Pleasure/Vacation	126,339	121,263	4.2%	263,494	245,290	7.4%
Mtgs/Conventions/Incentive	15,262	7,562	101.8%	25,060	16,306	53.7%
Conventions	5,620	3,782	48.6%	9,718	10,623	-8.5%
Corporate Meetings	2,738	827	231.1%	6,331	1,491	324.6%
Incentive	7,073	3,146	124.8%	9,786	4,481	118.4%
Other Business	1,943	1,088	78.5%	4,390	2,528	73.6%
Visit Friends/Rel.	6,152	5,660	8.7%	12,743	12,387	2.9%
Govt/Military	2,921	2,935	-0.5%	4,568	6,426	-28.9%
Attend School	645	656	-1.6%	1,019	2,616	-61.0%
Sport Events	2,964	2,058	44.0%	5,447	4,064	34.0%
TRAVEL STATUS						
% First Timers **	47.0	46.8	0.2	45.5	44.5	0.9
% Repeaters **	53.0	53.2	-0.2	54.5	55.5	-0.9
Average # of Trips	3.32	3.44	-3.5%	3.60	3.70	-2.7%
Group Tour	52,184	40,820	27.8%	95,916	79,494	20.7%
Non-Group	129,066	124,332	3.8%	270,948	255,006	6.3%
Package Trip	102,765	91,903	11.8%	206,911	181,432	14.0%
No Package	78,485	73,249	7.1%	159,953	153,068	4.5%
Net True Independent	66,629	65,750	1.3%	142,771	140,674	1.5%

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

Source: Hawai'i Tourism Authority

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,054,634	1,875,838	9.5%	4,423,054	4,030,294	9.7%
TOTAL VISITORS	213,689	191,054	11.8%	429,483	383,698	11.9%
Domestic	209,031	186,593	12.0%	418,520	372,712	12.3%
International	4,658	4,461	4.4%	10,963	10,986	-0.2%
AVERAGE DAILY CENSUS	73,380	66,994	9.5%	74,967	68,310	9.7%
ISLANDS VISITED						
O'ahu	93,741	83,111	12.8%	191,259	170,675	12.1%
O'ahu only	72,906	62,973	15.8%	148,815	130,187	14.3%
Kaua'i	32,117	30,720	4.5%	64,444	61,666	4.5%
Kaua'i only	21,999	20,964	4.9%	43,196	41,306	4.6%
Maui County	75,360	70,093	7.5%	150,963	137,704	9.6%
Maui	73,353	68,328	7.4%	146,957	134,039	9.6%
Maui only	57,988	53,155	9.1%	115,232	103,314	11.5%
Moloka'i *	1,808	1,626	11.2%	3,639	3,470	4.9%
Moloka'i only *	415	368	12.8%	812	772	5.2%
Lāna'i *	2,346	2,022	16.0%	4,535	4,223	7.4%
Lāna'i only *	626	575	8.9%	1,263	1,103	14.5%
Hawai'i Island	44,383	38,575	15.1%	89,090	78,322	13.7%
Kona side	39,528	33,621	17.6%	79,422	68,562	15.8%
Hilo side	11,724	10,878	7.8%	23,276	22,642	2.8%
Hawai'i Island only	32,016	26,531	20.7%	63,251	53,097	19.1%
Any Neighbor Island	140,783	128,081	9.9%	280,668	253,511	10.7%
NI only	119,948	107,943	11.1%	238,224	213,023	11.8%
O'ahu & NI	20,835	20,138	3.5%	42,444	40,488	4.8%
Any one island only	185,950	164,566	13.0%	372,569	329,779	13.0%
Multiple Islands	27,739	26,488	4.7%	56,914	53,919	5.6%
Avg. Islands Visited	1.16	1.17	-1.3%	1.16	1.18	-1.3%
Average Length of Stay in Hawaii	9.62	9.82	-2.1%	10.30	10.50	-2.0%
ACCOMMODATIONS						
Plan to stay in Hotel	107,107	92,714	15.5%	211,229	182,203	15.9%
Hotel only	89,441	78,729	13.6%	178,042	154,288	15.4%
Plan to stay in Condo	52,192	45,208	15.4%	104,076	91,507	13.7%
Condo only	41,709	36,963	12.8%	83,530	74,915	11.5%
Plan to stay in Timeshare	23,998	24,296	-1.2%	51,122	50,605	1.0%
Timeshare only	18,652	19,143	-2.6%	40,225	39,889	0.8%
Cruise Ship	1,645	1,732	-5.0%	3,479	4,113	-15.4%
Friends/Relatives	28,334	27,343	3.6%	57,126	55,140	3.6%
Bed & Breakfast	2,483	2,011	23.5%	4,867	4,436	9.7%
Other	3,679	3,698	-0.5%	9,881	8,659	14.1%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	173,409	155,304	11.7%	342,529	305,738	12.0%
Honeymoon	4,496	4,316	4.2%	9,242	8,584	7.7%
Get Married	2,922	1,743	67.6%	4,531	3,212	41.1%
Pleasure/Vacation	167,831	151,284	10.9%	332,346	297,492	11.7%
Mtgs/Conventions/Incentive						
Conventions	14,133	10,749	31.5%	28,713	24,369	17.8%
Corporate Meetings	8,075	6,313	27.9%	17,819	16,096	10.7%
Incentive	3,357	2,471	35.9%	6,908	5,224	32.2%
Incentive	3,199	2,351	36.1%	4,848	3,833	26.5%
Other Business						
Visit Friends/Rel.	10,957	10,516	4.2%	23,088	22,182	4.1%
Gov't/Military	24,154	23,301	3.7%	49,057	46,762	4.9%
Attend School	2,889	2,525	14.4%	6,538	6,540	0.0%
Sport Events	221	185	19.5%	1,421	1,687	-15.8%
Sport Events	1,409	1,506	-6.4%	6,776	3,458	96.0%
TRAVEL STATUS						
% First Timers **	16.1	16.6	-0.5	16.4	16.7	-0.3
% Repeaters **	83.9	83.4	0.5	83.6	83.3	0.3
Average # of Trips	7.32	7.41	-1.2%	7.38	7.47	-1.1%
Group Tour						
Group Tour	5,491	3,896	40.9%	9,580	8,694	10.2%
Non-Group	208,198	187,158	11.2%	419,903	375,004	12.0%
Package Trip						
Package Trip	40,129	35,641	12.6%	78,293	69,038	13.4%
No Package	173,560	155,413	11.7%	351,190	314,660	11.6%
Net True Independent	171,596	153,816	11.6%	347,540	311,472	11.6%

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

Source: Hawai'i Tourism Authority

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR					
	(Includes States East of Rocky Mountains)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,542,015	1,388,633	11.0%	3,386,026	3,039,723	11.4%
TOTAL VISITORS	141,737	127,816	10.9%	285,890	259,631	10.1%
Domestic	137,947	124,250	11.0%	277,297	251,180	10.4%
International	3,790	3,566	6.3%	8,593	8,451	1.7%
AVERAGE DAILY CENSUS	55,072	49,594	11.0%	57,390	51,520	11.4%
ISLANDS VISITED						
O'ahu	79,137	70,821	11.7%	160,111	144,199	11.0%
O'ahu only	47,326	42,871	10.4%	97,373	87,793	10.9%
Kaua'i	28,408	24,636	15.3%	56,594	51,794	9.3%
Kaua'i only	11,267	10,020	12.4%	22,827	20,808	9.7%
Maui County	58,113	52,227	11.3%	112,821	104,130	8.3%
Maui	56,737	51,045	11.2%	109,860	101,742	8.0%
Maui only	29,803	27,648	7.8%	57,471	55,439	3.7%
Moloka'i *	1,513	1,412	7.2%	3,263	2,907	12.2%
Moloka'i only *	153	167	-8.4%	361	396	-8.8%
Lāna'i *	2,426	2,118	14.5%	4,810	4,052	18.7%
Lāna'i only *	379	239	58.6%	868	541	60.4%
Hawai'i Island	32,281	29,116	10.9%	66,880	59,401	12.6%
Kona side	27,473	24,711	11.2%	57,580	50,471	14.1%
Hilo side	12,669	11,503	10.1%	25,621	24,121	6.2%
Hawai'i Island only	13,162	11,845	11.1%	28,677	24,234	18.3%
Any Neighbor Island	94,411	84,945	11.1%	188,517	171,838	9.7%
NI only	62,600	56,995	9.8%	125,779	115,432	9.0%
O'ahu & NI	31,811	27,950	13.8%	62,738	56,406	11.2%
Any one island only	102,090	92,790	10.0%	207,577	189,211	9.7%
Multiple Islands	39,647	35,026	13.2%	78,313	70,420	11.2%
Avg. Islands Visited	1.41	1.40	0.9%	1.40	1.40	0.1%
Average Length of Stay in Hawai'i	10.88	10.86	0.1%	11.84	11.71	1.2%
ACCOMMODATIONS						
Plan to stay in Hotel	89,117	78,256	13.9%	175,704	154,447	13.8%
Hotel only	72,011	63,031	14.2%	141,869	124,924	13.6%
Plan to stay in Condo	22,588	20,496	10.2%	47,412	43,279	9.5%
Condo only	15,770	14,342	10.0%	33,226	30,868	7.6%
Plan to stay in Timeshare	16,144	16,494	-2.1%	34,054	34,439	-1.1%
Timeshare only	11,642	11,655	-0.1%	24,483	25,004	-2.1%
Cruise Ship	5,676	4,840	17.3%	11,118	10,374	7.2%
Friends/Relatives	16,945	16,679	1.6%	33,877	32,025	5.8%
Bed & Breakfast	2,028	1,652	22.8%	4,225	3,445	22.6%
Other	2,624	2,613	0.4%	5,779	5,968	-3.2%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	109,520	99,841	9.7%	217,729	197,646	10.2%
Honeymoon	4,083	3,918	4.2%	8,939	8,369	6.8%
Get Married	1,205	1,158	4.1%	2,268	2,213	2.5%
Pleasure/Vacation	105,704	96,188	9.9%	209,457	189,816	10.3%
Mtgs/Conventions/Incentive	16,866	11,878	42.0%	32,612	27,778	17.4%
Conventions	9,150	6,308	45.1%	19,061	17,942	6.2%
Corporate Meetings	3,789	2,433	55.7%	7,038	5,046	39.5%
Incentive	4,737	3,710	27.7%	7,913	5,982	32.3%
Other Business	5,801	5,584	3.9%	12,937	12,463	3.8%
Visit Friends/Rel.	15,909	15,076	5.5%	31,050	29,739	4.4%
Govt/Military	4,349	4,755	-8.5%	9,749	9,953	-2.0%
Attend School	135	129	4.7%	960	1,848	-48.1%
Sport Events	643	479	34.2%	5,354	2,051	161.0%
TRAVEL STATUS						
% First Timers **	36.4	36.4	0.0	35.6	35.4	0.1
% Repeaters **	63.6	63.6	0.0	64.4	64.6	-0.1
Average # of Trips	4.56	4.63	-1.6%	4.76	4.87	-2.2%
Group Tour	9,612	7,587	26.7%	17,508	14,817	18.2%
Non-Group	132,125	120,229	9.9%	268,382	244,814	9.6%
Package Trip	37,951	32,626	16.3%	72,111	61,636	17.0%
No Package	103,786	95,190	9.0%	213,779	197,995	8.0%
Net True Independent	101,336	93,234	8.7%	209,456	194,207	7.9%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	597,948	544,600	9.8%	1,215,235	1,051,755	15.5%
TOTAL VISITORS	102,906	95,141	8.2%	207,486	183,253	13.2%
Domestic	585	511	14.5%	1,058	971	9.0%
International	102,321	94,630	8.1%	206,428	182,282	13.2%
AVERAGE DAILY CENSUS	21,355	19,450	9.8%	20,597	17,827	15.5%
ISLANDS VISITED						
O'ahu	98,482	91,342	7.8%	199,303	174,709	14.1%
O'ahu only	83,827	76,205	10.0%	168,804	145,761	15.8%
Kaua'i	2,408	1,817	32.5%	4,331	3,164	36.9%
Kaua'i only	472	82	475.6%	742	108	587.0%
Maui County	4,333	4,579	-5.4%	9,740	9,750	-0.1%
Maui	4,227	4,493	-5.9%	9,360	9,606	-2.6%
Maui only	786	673	16.8%	2,117	1,697	24.7%
Moloka'i *	306	201	52.2%	331	224	47.8%
Moloka'i only *	0	1	-100.0%	0	1	-100.0%
Lāna'i *	342	239	43.1%	653	327	99.7%
Lāna'i only *	24	11	118.2%	158	12	1216.7%
Hawai'i Island	14,390	14,675	-1.9%	28,224	28,995	-2.7%
Kona side	8,889	9,822	-9.5%	16,979	18,748	-9.4%
Hilo side	7,342	6,088	20.6%	14,399	12,743	13.0%
Hawai'i Island only	2,836	2,868	-1.1%	4,716	6,384	-26.1%
Any Neighbor Island	19,079	18,936	0.8%	38,682	37,492	3.2%
NI only	4,424	3,799	16.5%	8,183	8,544	-4.2%
O'ahu & NI	14,655	15,137	-3.2%	30,499	28,948	5.4%
Any one island only	87,945	79,840	10.2%	176,537	153,963	14.7%
Multiple Islands	14,961	15,301	-2.2%	30,949	29,290	5.7%
Avg. Islands Visited	1.17	1.19	-1.5%	1.17	1.18	-1.4%
Average Length of Stay in Hawai'i	5.81	5.72	1.5%	5.86	5.74	2.0%
ACCOMMODATIONS						
Plan to stay in Hotel	90,775	84,379	7.6%	182,153	161,302	12.9%
Hotel only	88,984	83,093	7.1%	178,887	158,788	12.7%
Plan to stay in Condo	10,139	8,257	22.8%	20,423	16,416	24.4%
Condo only	8,853	7,233	22.4%	17,637	14,410	22.4%
Plan to stay in Timeshare	2,238	1,486	50.6%	5,439	4,147	31.2%
Timeshare only	1,657	1,182	40.2%	4,040	3,298	22.5%
Cruise Ship	27	197	-86.3%	114	406	-71.9%
Friends/Relatives	1,287	1,385	-7.1%	2,785	2,523	10.4%
Bed & Breakfast	318	346	-8.1%	393	494	-20.4%
Other	1	90	-98.9%	68	185	-63.2%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	86,588	82,642	4.8%	179,750	162,989	10.3%
Honeymoon	16,013	16,186	-1.1%	29,926	28,947	3.4%
Get Married	5,028	4,532	10.9%	8,804	7,812	12.7%
Pleasure/Vacation	69,911	65,229	7.2%	148,028	132,334	11.9%
Mtgs/Conventions/Incentive	6,847	3,357	104.0%	10,861	5,071	114.2%
Conventions	604	375	61.1%	1,281	1,239	3.4%
Corporate Meetings	806	493	63.5%	2,064	715	188.7%
Incentive	5,529	2,522	119.2%	7,815	3,150	148.1%
Other Business	568	629	-9.7%	1,435	999	43.6%
Visit Friends/Rel.	2,140	1,958	9.3%	4,175	3,306	26.3%
Govt/Military	83	70	18.6%	220	175	25.7%
Attend School	210	253	-17.0%	399	314	27.1%
Sport Events	2,706	1,900	42.4%	4,635	3,486	33.0%
TRAVEL STATUS						
% First Timers **	47.1	46.4	0.8	43.7	43.0	0.7
% Repeaters **	52.9	53.6	-0.8	56.3	57.0	-0.7
Average # of Trips	3.41	3.41	0.0%	3.81	3.79	0.5%
Group Tour	39,281	34,167	15.0%	75,256	67,074	12.2%
Non-Group	63,625	60,974	4.3%	132,231	116,179	13.8%
Package Trip	74,976	70,605	6.2%	152,731	135,632	12.6%
No Package	27,930	24,536	13.8%	54,755	47,621	15.0%
Net True Independent	18,856	18,952	-0.5%	41,012	38,092	7.7%

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

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	769,106	652,949	17.8%	1,611,469	1,356,440	18.8%
TOTAL VISITORS	58,598	48,958	19.7%	117,371	98,439	19.2%
Domestic	25,148	19,258	30.6%	50,302	35,955	39.9%
International	33,450	29,700	12.6%	67,069	62,484	7.3%
AVERAGE DAILY CENSUS	27,468	23,320	17.8%	27,313	22,990	18.8%
ISLANDS VISITED						
O'ahu	26,901	22,290	20.7%	53,808	45,231	19.0%
O'ahu only	17,060	14,031	21.6%	33,609	29,756	12.9%
Kaua'i	9,068	7,277	24.6%	17,530	13,553	29.3%
Kaua'i only	3,698	2,916	26.8%	7,038	5,797	21.4%
Maui County	27,953	24,546	13.9%	55,927	47,505	17.7%
Maui	27,675	24,282	14.0%	55,047	47,129	16.8%
Maui only	19,188	17,094	12.2%	38,609	33,882	14.0%
Moloka'i *	466	521	-10.6%	1,292	895	44.4%
Moloka'i only *	48	74	-35.1%	166	124	33.9%
Lāna'i *	573	645	-11.2%	957	905	5.7%
Lāna'i only *	36	23	56.5%	66	36	83.3%
Hawai'i Island	12,415	9,239	34.4%	24,682	18,697	32.0%
Kona side	11,276	8,278	36.2%	22,509	16,813	33.9%
Hilo side	4,217	3,572	18.1%	8,167	7,131	14.5%
Hawai'i Island only	6,000	4,221	42.1%	12,287	9,001	36.5%
Any Neighbor Island	41,538	34,927	18.9%	83,762	68,683	22.0%
NI only	31,697	26,668	18.9%	63,563	53,208	19.5%
O'ahu & NI	9,841	8,259	19.2%	20,199	15,475	30.5%
Any one island only	46,030	38,359	20.0%	91,775	78,596	16.8%
Multiple Islands	12,568	10,599	18.6%	25,596	19,843	29.0%
Avg. Islands Visited	1.32	1.31	0.2%	1.31	1.28	1.7%
Average Length of Stay in Hawaii	13.13	13.34	-1.6%	13.73	13.78	-0.4%
ACCOMMODATIONS						
Plan to stay in Hotel	31,140	24,291	28.2%	59,226	48,328	22.6%
Hotel only	24,029	18,832	27.6%	45,643	37,226	22.6%
Plan to stay in Condo	21,040	18,779	12.0%	43,962	36,790	19.5%
Condo only	16,450	15,058	9.2%	34,954	29,505	18.5%
Plan to stay in Timeshare	5,269	5,043	4.5%	11,683	11,634	0.4%
Timeshare only	3,533	3,497	1.0%	7,816	8,054	-3.0%
Cruise Ship	1,704	1,372	24.2%	2,726	2,175	25.3%
Friends/Relatives	2,706	2,196	23.2%	5,304	4,874	8.8%
Bed & Breakfast	844	696	21.3%	1,741	1,313	32.6%
Other	660	369	78.9%	1,057	918	15.1%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	55,108	46,316	19.0%	109,232	91,992	18.7%
Honeymoon	885	751	17.8%	1,888	1,597	18.2%
Get Married	369	216	70.8%	715	393	81.9%
Pleasure/Vacation	54,152	45,592	18.8%	107,340	90,435	18.7%
Mtgs/Conventions/Incentive	3,329	2,119	57.1%	6,429	5,095	26.2%
Conventions	2,477	1,293	91.6%	4,704	3,559	32.2%
Corporate Meetings	317	352	-9.9%	976	623	56.7%
Incentive	675	671	0.6%	983	1,208	-18.6%
Other Business	378	278	36.0%	826	759	8.8%
Visit Friends/Rel.	2,317	1,720	34.7%	4,932	3,860	27.8%
Govt/Military	174	76	128.9%	240	182	31.9%
Attend School	27	10	170.0%	98	119	-17.6%
Sport Events	65	218	-70.2%	558	434	28.6%
TRAVEL STATUS						
% First Timers **	35.8	35.2	0.6	34.9	33.6	1.4
% Repeaters **	64.2	64.8	-0.6	65.1	66.4	-1.4
Average # of Trips	4.08	4.07	0.3%	4.27	4.25	0.4%
Group Tour	2,721	1,189	128.8%	4,246	2,764	53.6%
Non-Group	55,877	47,769	17.0%	113,126	95,675	18.2%
Package Trip	16,184	13,607	18.9%	30,991	26,681	16.2%
No Package	42,414	35,351	20.0%	86,380	71,758	20.4%
Net True Independent	41,860	35,024	19.5%	85,566	70,898	20.7%

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS							
	FEBRUARY			YEAR-TO-DATE			
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE	
VISITOR DAYS	215,859	202,266	6.7%	429,758	414,745	3.6%	
TOTAL VISITORS	23,769	22,416	6.0%	45,909	42,713	7.5%	
ARRIVED BY SHIP	14,384	13,540	6.2%	25,601	22,733	12.6%	
ARRIVED BY AIR	9,385	8,876	5.7%	20,309	19,980	1.6%	
NUMBER OF SHIP ARRIVALS	7	10	-30.0%	15	16	-6.3%	
ISLANDS VISITED							
O'ahu	23,769	20,914	13.6%	45,909	41,211	11.4%	
Kaua'i	22,016	16,422	34.1%	41,611	36,035	15.5%	
Maui County	23,769	20,424	16.4%	43,961	40,081	9.7%	
Maui	23,769	20,424	16.4%	43,961	40,081	9.7%	
Moloka'i	257	369	-30.3%	525	525	0.0%	
Lāna'i	494	540	-8.6%	847	1,014	-16.5%	
Hawai'i Island	22,052	19,947	10.6%	42,139	39,856	5.7%	
Average Islands Visited	3.9	3.5	10.8%	3.8	3.7	2.6%	
AVERAGE LENGTH OF STAY							
Days in Hawai'i before Cruise	2.87	3.07	-6.5%	3.00	3.07	-2.1%	
Days in Hawai'i during Cruise	4.90	4.61	6.2%	5.05	5.15	-1.9%	
Days in Hawai'i after Cruise	1.31	1.34	-2.2%	1.31	1.49	-12.5%	
Total days in Hawai'i	9.08	9.02	0.6%	9.36	9.71	-3.6%	
ACCOMMODATIONS							
Hotel	10,427	9,590	8.7%	21,327	20,005	6.6%	
Hotel only	9,174	8,265	11.0%	18,618	17,584	5.9%	
Condo	789	1,102	-28.4%	1,879	2,133	-11.9%	
Condo only	220	312	-29.7%	539	776	-30.6%	
Timeshare	737	667	10.5%	1,776	1,385	28.3%	
Timeshare Only	293	208	40.8%	807	554	45.8%	
Bed & Breakfast	70	110	-36.3%	185	242	-23.4%	
Bed & Breakfast only	17	29	-41.8%	41	29	42.4%	
Friends & relatives	409	439	-6.8%	848	970	-12.6%	
Other accommodation	484	282	71.6%	824	669	23.1%	
Accommodation (NET)	11,391	10,506	8.4%	23,541	22,334	5.4%	
Cruise only	12,378	11,910	3.9%	22,368	20,379	9.8%	
TRAVEL STATUS							
% First timers	40.7	36.2	4.50	40.3	38.7	1.60	
% Repeat visitors	59.3	63.8	-4.50	59.7	61.3	-1.60	

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

FEBRUARY 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	725,659	5.5%	510,750	5.1%	132,475	10.1%	50,290	-0.7%	0	NA	32,144	5.2%
Scheduled Seats	716,479	5.5%	501,570	5.0%	132,475	10.1%	50,290	-0.7%	0	NA	32,144	5.2%
Charter seats	9,180	8.4%	9,180	8.4%	0	NA	0	NA	0	NA	0	NA
Domestic Seats	501,252	5.3%	308,790	2.9%	113,240	8.9%	48,262	13.3%	0	NA	30,960	6.0%
Scheduled Seats	496,284	5.6%	303,822	3.3%	113,240	8.9%	48,262	13.3%	0	NA	30,960	6.0%
...US West	436,322	10.4%	252,248	9.2%	104,852	13.6%	48,262	13.3%	0	NA	30,960	6.0%
...US East	59,962	-19.7%	51,574	-18.2%	8,388	-27.8%						
Charter seats	4,968	-18.2%	4,968	-18.2%	0	NA	0	NA			0	NA
International Seats	224,407	6.0%	201,960	8.6%	19,235	17.2%	2,028	-74.8%			1,184	NA
Scheduled Seats	220,195	5.2%	197,748	7.8%	19,235	17.2%	2,028	-74.8%			1,184	NA
...Japan	129,520	2.4%	129,520	7.4%			0	-100.0%				
...Canada	37,537	4.2%	15,090	-6.3%	19,235	17.2%	2,028	-6.6%			1,184	NA
...Other Asia	18,622	44.7%	18,622	44.7%								
...Aus./N. Zealand	13,444	10.8%	13,444	10.8%								
...Other	21,072	-3.1%	21,072	-3.1%								
Charter Seats	4,212	75.5%	4,212	75.5%								
YTD Through Feb 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	1,529,928	5.5%	1,078,724	4.3%	277,849	12.4%	105,236	0.5%	0	NA	68,119	6.3%
Scheduled Seats	1,511,460	5.6%	1,060,256	4.5%	277,849	12.4%	105,236	0.5%	0	NA	68,119	6.3%
Charter seats	18,468	-6.9%	18,468	-6.9%	0	NA	0	NA	0	NA	0	NA
Domestic Seats	1,061,024	5.6%	654,169	1.7%	240,431	13.1%	100,821	15.3%	0	NA	65,603	7.1%
Scheduled Seats	1,049,984	5.9%	643,129	2.1%	240,431	13.1%	100,821	15.3%	0	NA	65,603	7.1%
...US West	922,326	10.6%	532,802	7.6%	223,100	17.4%	100,821	15.3%	0	NA	65,603	7.1%
...US East	127,658	-18.9%	110,327	-18.2%	17,331	-23.1%						
Charter seats	11,040	-16.7%	11,040	-16.7%	0	NA	0	NA			0	NA
International Seats	468,904	5.1%	424,555	8.5%	37,418	7.8%	4,415	-74.5%			2,516	-10.8%
Scheduled Seats	461,476	5.0%	417,127	8.5%	37,418	7.8%	4,415	-74.5%			2,516	-10.8%
...Japan	273,549	4.1%	273,549	9.4%			0	-100.0%				
...Canada	75,675	-0.8%	31,326	-7.9%	37,418	7.8%	4,415	-6.5%			2,516	-10.8%
...Other Asia	37,211	37.0%	37,211	37.0%								
...Aus./N. Zealand	30,124	10.5%	30,124	10.5%								
...Other	44,917	-2.4%	44,917	-2.4%								
Charter Seats	7,428	12.9%	7,428	12.9%								

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