



NEIL ABERCROMBIE
Governor

Hawai'i Tourism Authority

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaii tourism authority.org

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

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JANUARY 2011 TOTAL VISITOR EXPENDITURES ROSE 19.8 PERCENT TO \$1.2 BILLION

Total Visitor Arrivals Increased 12.2 Percent

HONOLULU – Total spending by visitors who came to Hawai'i in January 2011 rose 19.8 percent (\$194.8 million) from January 2010, to \$1.2 billion, according to preliminary statistics released today by the Hawai'i Tourism Authority.

The growth in total visitor expenditures was due to higher average daily visitor spending (+7.5% to \$183 per person), and a 12.2 percent increase in total arrivals to 597,487 visitors. This was the eleventh consecutive month of increases in visitor spending and arrivals since March 2010.

Total arrivals by air grew 12 percent from January 2010 to 586,271 visitors. Arrivals from the top four visitor market continued to build on last year's momentum, with double-digit growth from U.S. West (+12%), Japan (+18.7%), and Canada (+18.8%), while U.S. East arrivals increased 9.4 percent. Arrivals by cruise ship rose 22 percent to 11,216 visitors.

January 2011 Arrivals at a Glance

	Visitor Arrivals		Average Length of Stay		Visitor Days		Per Person Per Day Spending (\$)		Per Person Per Trip Spending (\$)		Total Expenditures (\$ mil.)	
	2011p	% Chge	2011p	% Chge	2011p	% Chge	2011p	% Chge	2011p	% Chge	2011p	% Chge
January 2011												
Total	597,487	12.2%	10.77	-0.6%	6,437,283	11.5%	183.4	7.5	1,976.0	6.8	1,180.6	19.8
Total by Air	586,271	12.0%	10.88	-0.4%	6,375,938	11.6%	184.8	7.4	2,009.6	7.0	1,178.2	19.8
U.S. West	215,794	12.0%	10.98	-1.9%	2,368,420	9.9%	149.9	2.5	1,645.1	0.6	355.0	12.7
U.S. East	144,153	9.4%	12.79	2.1%	1,844,011	11.7%	185.2	7.8	2,368.8	10.1	341.5	20.4
Japan	104,580	18.7%	5.90	2.5%	617,286	21.7%	288.1	10.1	1,700.5	12.9	177.8	34.0
Canada	58,773	18.8%	14.33	0.8%	842,362	19.7%	160.4	6.5	2,298.9	7.4	135.1	27.6
All Others	62,971	2.4%	11.18	-1.7%	703,859	0.6%	239.7	14.7	2,679.7	12.7	168.7	15.4
Total by Ship	11,216	22.0%	5.47	-16.8%	61,345	1.6%	40.4	0.0	220.9	-16.8	2.5	1.6
YTD Through Jan 2011												
Total	597,487	12.2%	10.77	-0.6%	6,437,283	11.5%	183.4	7.5	1,976.0	6.8	1,180.6	19.8
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Source: Hawai'i Tourism Authority

Additional Total Air Visitor Highlights:

- The total number of visitors who came for sporting events (13,394 visitors) in January 2011 jumped 128 percent compared to January 2010 (5,875 visitors). U.S. West and U.S. East visitors who came for sporting events more than doubled from last January.

Contributing to this increase was the return of the 2011 NFL Pro Bowl which took place January 28 – 30 and brought more than 17,000 visitors to the islands.

- More total visitors also came to get married (+12.2%) and to honeymoon (+10.7%) in Hawai'i compared to last January with increases from all four visitor markets.
- In January 2011, the total number of visitors who traveled to only one island grew 12.2 percent from last January, with increases from U.S. West (+13%), U.S. East (+9.4%), Japan (+19.5%), and Canada (+13.7%). Visitors who traveled to one island only have increased in every month of 2010.
- Condominium properties saw a 16.4 percent growth in total visitors compared to January 2010, with the largest increases from Japan (+26%) and Canada (+27.3%).
- More total visitors also stayed in hotel properties (+15%) compared to last January with the largest growth from U.S. West (+16.4%) and U.S. East (+13.6%).

Major Market Areas:

U.S. West:

- Growth in arrivals (+12%) and higher daily spending by U.S. West visitors (\$150 per person, compared to \$146 per person in January 2010) contributed to a 12.7 percent increase in total spending to \$355 million for January 2011.
- Arrivals from the Pacific region rose 12.4 percent, with increases from Oregon (+19%), California (+13.1%), Washington (+9.7%) and Alaska (+4.8%). In addition, arrivals from the Mountain Region grew 13.2 percent from January 2010.

U.S. East:

- Spending by U.S. East visitors in January 2011 increased 20.4 percent to \$341.5 million, supported by a 9.4 percent growth in arrivals and higher average daily spending (\$185 per person, compared to \$172 per person in January 2010).
- All U.S. East regions showed increases in visitor arrivals, led by the West North Central (+16.2%) and followed by the East North Central (+13.4%), New England (+11.4%), Middle Atlantic (+8.1%), East South Central (+6.8%), South Atlantic (+6.3%), and West South Central (+1%) regions.

Japan:

- For January 2011, higher daily visitor spending (\$288 per person, from \$262 per person in January 2010) and increased arrivals (+18.7%) contributed to a 34 percent jump in total Japanese visitor spending to \$177.8 million.
- Timeshares continue to gain popularity among Japanese visitors. The number of Japanese visitors who stayed in timeshare properties has increased significantly over the last two years. In January 2011, the number of Japanese visitors who stayed in timeshare properties rose 20.3 percent from the same month last year.







- The number of Japanese visitors who traveled on incentives tripled in January 2011, the ninth consecutive month of strong growth (See Meeting, Convention, Incentive Visitor Highlights, page 4).

Canada:

- Total spending by Canadian visitors in January 2011 climbed 27.6 percent to \$135.1 million, boosted by an 18.8 percent growth in arrivals and higher average daily spending (\$160 per person, from \$151 per person in January 2010).
- First-time visitors comprised 34.1 percent of total Canadian visitors in January 2011, up from 31.9 percent in the same month last year.
- Canadian visitors who came on domestic flights rose 50.6 percent and contributed to the growth in arrivals, despite fewer seats (-5.3%) on direct flights from Canada compared to January 2010.

Island Highlights:

January 2011 Island Highlights

						
January 2011	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	359,847 12.9%	75,807 6.6%	173,644 9.2%	4,791 8.2%	5,787 17.5%	115,355 9.5%
Total Visitor Days	2,921,468 11.1%	672,612 10.8%	1,649,674 10.3%	33,285 -2.9%	24,181 19.6%	1,074,717 15.9%
Total Expenditures (\$mil.)	549.6 18.8%	113.7 14.9%	323.8 21.1%	3.3 -14.8%	8.3 43.9%	179.5 23.9%
PPPD Spending (\$) **	188.1 7.0%	169.0 3.7%	196.3 9.8%	99.3 -12.3%	341.3 20.3%	167.0 7.0%
Domestic Arrivals	200,549 12.0%	67,428 5.0%	141,980 11.7%	4,157 8.4%	4,879 6.6%	88,416 14.4%
Int'l Arrivals	159,298 14.2%	8,379 21.6%	31,664 -0.7%	634 6.6%	908 160.9%	26,939 -3.9%
Total LOS	8.12 -1.7%	8.87 3.9%	9.50 1.0%	6.95 -10.2%	4.18 1.8%	9.32 5.8%
Domestic LOS	9.46 2.9%	9.10 2.6%	9.59 0.9%	6.90 -19.6%	4.33 0.9%	10.22 1.2%
Int'l LOS	6.42 -9.1%	7.00 28.9%	9.07 0.4%	7.23 213.0%	3.35 100.6%	6.33 20.8%
YTD Through Jan 2011	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
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* Sample sizes for Moloka'i and Lāna'i are relatively small.







** PPPD - Per Person Per Day

Source: Hawai'i Tourism Authority

- All islands experienced heavier visitor traffic in January 2011. Arrivals to Lāna'i (+17.5%) increased the most compared to last January, followed by O'ahu (+12.9%), Hawai'i Island (+9.5%), Maui (+9.2%), Moloka'i (+8.2%), and Kaua'i (+6.6%).
- Visitor spending on O'ahu, for the month of January 2011, rose 18.8 percent to \$549.6 million, followed by Maui (+21.1% to \$323.8 million), Hawai'i Island (+23.9% to \$179.5 million), Kaua'i (+14.9% to \$113.7 million), and Lāna'i (+43.9% to \$8.3 million). Visitor spending on Moloka'i declined 14.8 percent to \$3.3 million.

Island Highlights for Selected MMAs:

January 2011 Island Highlights for Selected MMAs

												
U.S. West	O'ahu	% Chge	Kaua'i	% Chge	Maui	% Chge	Moloka'i *	% Chge	Lāna'i *	% Chge	Big Island	% Chge
Total Visitor Days	849,435	10.8%	308,723	6.8%	706,603	10.6%	15,197	-19.7%	10,836	3.0%	477,031	10.9%
Total Arrivals	97,518	11.4%	32,327	4.5%	73,604	12.0%	1,831	-0.7%	2,189	-0.5%	44,707	12.5%
LOS	8.71	-0.5%	9.55	2.2%	9.60	-1.2%	8.30	-19.1%	4.95	3.6%	10.67	-1.4%
U.S. East	O'ahu	% Chge	Kaua'i	% Chge	Maui	% Chge	Moloka'i *	% Chge	Lāna'i *	% Chge	Big Island	% Chge
Total Visitor Days	774,851	13.3%	239,464	7.1%	491,990	8.5%	9,730	-4.7%	9,405	21.9%	318,606	16.8%
Total Arrivals	80,974	10.4%	28,186	3.8%	53,123	4.8%	1,750	17.1%	2,384	23.3%	34,599	14.2%
LOS	9.57	2.7%	8.50	3.2%	9.26	3.6%	5.56	-18.6%	3.95	-1.1%	9.21	2.3%
Japan	O'ahu	% Chge	Kaua'i	% Chge	Maui	% Chge	Moloka'i *	% Chge	Lāna'i *	% Chge	Big Island	% Chge
Total Visitor Days	555,476	25.2%	6,794	223.4%	15,757	4.6%	29	26.1%	916	739.8%	38,196	-17.6%
Total Arrivals	100,821	20.9%	1,923	42.8%	5,133	0.4%	25	8.7%	311	253.4%	13,834	-3.4%
LOS	5.51	3.5%	3.53	126.5%	3.07	4.1%	1.16	16.0%	2.94	137.6%	2.76	-14.7%
Canada	O'ahu	% Chge	Kaua'i	% Chge	Maui	% Chge	Moloka'i *	% Chge	Lāna'i *	% Chge	Big Island	% Chge
Total Visitor Days	279,029	12.4%	79,452	31.8%	328,328	14.2%	6,833	148.4%	1,176	56.3%	147,626	42.2%
Total Arrivals	26,907	17.3%	8,462	34.8%	27,372	19.8%	826	120.9%	384	47.7%	12,267	29.7%
LOS	10.37	-4.2%	9.39	-2.2%	12.00	-4.7%	8.27	12.5%	3.06	5.9%	12.03	9.7%

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

Source: Hawai'i Tourism Authority

- In January 2011, growth in total arrivals to O'ahu was boosted by double-digit increases from all top four visitor markets. Japan had the largest growth at 20.9 percent compared to January 2010. More Japanese (+22.2%), U.S. West (+12.9%) and U.S. East (+11.4%) visitors stayed exclusively on O'ahu compared to January 2010.
- Arrivals to Maui from Canada and U.S. West grew by double-digits, while U.S. East arrivals increased 4.8 percent in January 2011. More U.S. West (+14.1%) visitors spent all of their time on Maui compared to the same month last year.
- Arrivals to Kaua'i from Canadian visitors (+34.8%) rose significantly from January 2010, while there were moderate increases in arrivals from U.S. West and U.S. East. Japanese arrivals, though still an emerging segment on Kaua'i, showed a sizeable increase (+42.8%) from a year ago.
- Arrivals to Hawai'i Island by Canadian (+29.7%), U.S. East (+14.2%) and U.S. West (+12.5%) visitors grew by double digits, but Japanese arrivals (-3.4%) were lower compared to last January. Considerably more U.S. West (+17.6%), U.S. East (+25.2%) and Canadian (31.5%) visitors stayed exclusively on Hawai'i Island compared to January 2010.

Meetings, Conventions, Incentive Visitor Highlights:

- Total meetings, conventions and incentive (MCI) visitors increased 5.7 percent compared to January 2010.
- The total number of visitors who came for conventions fell 14.2 percent.
- More total visitors came for corporate meetings (+70%) in January 2011, mainly due to increases from U.S. West (+29%), U.S. East (+24.3%), Japan (1,258 visitors,

versus 222 visitors in January 2010), and Canada (659 visitors, versus 271 visitors in January 2010).

- The total number of visitors who came on incentives rose 46.7 percent, largely due to strong growth from Japan. Japanese incentive travel rose from 628 visitors in January 2010, to 2,286 visitors in January 2011. Incentive travels by U.S. East (+39.8%) and U.S. West (+11.3%) also increased compared to January 2010.

Total Air Seats to Hawai'i:

- Total air seats for January 2011 rose 5.4 percent from the same month last year. All major island airports showed positive growth. Kahului (+14.6%) increased the most, followed by Līhu'e (+7.3%), Honolulu (+3.6%), and Kona (+1.6%).
- Total scheduled seats from U.S. West grew 10.8 percent compared to January 2010. 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, Orange County, 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, Phoenix, San Francisco, and San Jose; to Kahului from Los Angeles, Oakland and Seattle; as well as to Kona from Seattle.
- Total scheduled seats from U.S. East fell 18.2 percent from January 2010, largely due to a decrease in flight frequency from Houston and Minneapolis. In addition, there was a Charlotte to Honolulu route which began in December 2009 and ended in September 2010.
- Total scheduled seats from Japan grew 5.7 percent. Fewer seats due to the discontinuation of flights from Tokyo to Kona and a decrease in flight frequency to Honolulu from Osaka, were offset by new Haneda to Honolulu services that began on the last day of October 2010.
- Total scheduled seats from Canada decreased 5.3 percent. Decreased seats from Vancouver to Kahului, Kona and Līhu'e were partially offset by an expansion of services from Calgary to Kahului.
- Total scheduled seats from Other Asia grew 30.1 percent. A drop in seats due to the discontinuation of flights from Taipei to Honolulu was offset by increased seats from Seoul to Honolulu (+56.2%). Included in the January 2011 air seats data was a charter flight from China Eastern Airlines which arrived on January 30, with 263 passengers. This was the first of three direct charter flights from Shanghai China to Honolulu. The other two charter flights from Shanghai arrived in February 2011.
- Total scheduled seats from Oceania rose 10.2 percent due to increased flights from Sydney to Honolulu.

Cruise Ship Visitors:

- There was a total of 22,140 cruise visitors in January 2011, an increase of 9.1 percent from last January.
- However, total cruise visitor days (+0.7%) remained relatively unchanged due to a shorter length of stay (9.66 days, down from 10.47 days in January 2010).
- Visitors who came by air to board cruise ships decreased 1.7 percent. Arrivals by cruise ship rose 22 percent compared to January 2010.

January 2011 Cruise Visitor Highlights

	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	213,898	212,479	0.7%	213,898	212,479	0.7%
TOTAL VISITORS	22,140	20,297	9.1%	22,140	20,297	9.1%
ARRIVED BY SHIP	11,216	9,193	22.0%	11,216	9,193	22.0%
ARRIVED BY AIR	10,919	11,104	-1.7%	10,919	11,104	-1.7%
NUMBER OF SHIP ARRIVALS	8	6	33.3%	8	6	33.3%
ISLANDS VISITED						
O'ahu	22,140	20,297	9.1%	22,140	20,297	9.1%
Kaua'i	19,595	19,613	-0.1%	19,595	19,613	-0.1%
Maui County	20,192	19,657	2.7%	20,192	19,657	2.7%
Maui	20,192	19,657	2.7%	20,192	19,657	2.7%
Moloka'i	268	156	72.0%	268	156	72.0%
Lāna'i	353	474	-25.5%	353	474	-25.5%
Big Island	20,087	19,909	0.9%	20,087	19,909	0.9%
Average Islands Visited	3.7	3.9	-5.4%	3.7	3.9	-5.4%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	3.14	3.06	2.7%	3.14	3.06	2.7%
Days in Hawai'i during Cruise	5.21	5.74	-9.2%	5.21	5.74	-9.2%
Days in Hawai'i after Cruise	1.30	1.66	-21.7%	1.30	1.66	-21.7%
Total days in Hawai'i	9.66	10.47	-7.7%	9.66	10.47	-7.7%

Source: Hawai'i Tourism Authority

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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					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	6,375,938	5,715,522	11.6%	6,375,938	5,715,522	11.6%
TOTAL VISITORS	586,271	523,544	12.0%	586,271	523,544	12.0%
Domestic	400,657	354,196	13.1%	400,657	354,196	13.1%
International	185,614	169,348	9.6%	185,614	169,348	9.6%
AVERAGE DAILY CENSUS	205,675	184,372	11.6%	205,675	184,372	11.6%
TOTAL AIR SEATS (EST)	804,269	761,824	5.6%	804,269	761,824	5.6%
TOTAL LOAD FACTOR (EST)	86.6%	83.2%	3.4	86.6%	83.2%	3.4
ISLANDS VISITED						
O'ahu	359,847	318,623	12.9%	359,847	318,623	12.9%
O'ahu only	265,512	233,528	13.7%	265,512	233,528	13.7%
Kaua'i	75,807	71,118	6.6%	75,807	71,118	6.6%
Kaua'i only	38,038	35,326	7.7%	38,038	35,326	7.7%
Maui County	178,599	162,516	9.9%	178,599	162,516	9.9%
Maui	173,644	159,042	9.2%	173,644	159,042	9.2%
Maui only	109,551	100,674	8.8%	109,551	100,674	8.8%
Moloka'i *	4,791	4,429	8.2%	4,791	4,429	8.2%
Moloka'i only *	750	708	5.9%	750	708	5.9%
Lāna'i *	5,787	4,926	17.5%	5,787	4,926	17.5%
Lāna'i only *	1,337	882	51.6%	1,337	882	51.6%
Big Island	115,355	105,344	9.5%	115,355	105,344	9.5%
Kona side	96,956	86,799	11.7%	96,956	86,799	11.7%
Hilo side	40,723	40,785	-0.2%	40,723	40,785	-0.2%
Big Island only	57,769	50,346	14.7%	57,769	50,346	14.7%
Any Neighbor Island	320,759	290,016	10.6%	320,759	290,016	10.6%
NI only	226,424	204,921	10.5%	226,424	204,921	10.5%
O'ahu & NI	94,335	85,095	10.9%	94,335	85,095	10.9%
Any one island only	472,957	421,464	12.2%	472,957	421,464	12.2%
Multiple Islands	113,314	102,080	11.0%	113,314	102,080	11.0%
Avg. Islands Visited	1.25	1.27	-1.0%	1.25	1.27	-1.0%
Average Length of Stay in Hawai'i	10.88	10.92	-0.4%	10.88	10.92	-0.4%
ACCOMMODATIONS						
Plan to stay in Hotel	357,840	311,126	15.0%	357,840	311,126	15.0%
Hotel only	313,335	271,891	15.2%	313,335	271,891	15.2%
Plan to stay in Condo	115,524	99,215	16.4%	115,524	99,215	16.4%
Condo only	90,557	78,702	15.1%	90,557	78,702	15.1%
Plan to stay in Timeshare	56,156	56,248	-0.2%	56,156	56,248	-0.2%
Timeshare only	42,096	42,794	-1.6%	42,096	42,794	-1.6%
Cruise Ship	9,209	9,916	-7.1%	9,209	9,916	-7.1%
Friends/Relatives	55,790	55,461	0.6%	55,790	55,461	0.6%
Bed & Breakfast	6,620	5,695	16.2%	6,620	5,695	16.2%
Other	11,737	11,822	-0.7%	11,737	11,822	-0.7%

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

	T A B L E 1. T O T A L V I S I T O R S B Y A I R (C O N T.)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	472,336	417,847	13.0%	472,336	417,847	13.0%
Honeymoon	31,071	28,070	10.7%	31,071	28,070	10.7%
Get Married	7,255	6,466	12.2%	7,255	6,466	12.2%
Pleasure/Vacation	440,690	389,632	13.1%	440,690	389,632	13.1%
Mtgs/Conventions/Incentive	43,457	41,123	5.7%	43,457	41,123	5.7%
Conventions	26,071	30,382	-14.2%	26,071	30,382	-14.2%
Corporate Meetings	11,037	6,494	70.0%	11,037	6,494	70.0%
Incentive	8,021	5,466	46.7%	8,021	5,466	46.7%
Other Business	23,008	20,973	9.7%	23,008	20,973	9.7%
Visit Friends/Rel.	49,387	46,993	5.1%	49,387	46,993	5.1%
Govt/Military	10,086	11,889	-15.2%	10,086	11,889	-15.2%
Attend School	2,832	4,228	-33.0%	2,832	4,228	-33.0%
Sport Events	13,394	5,875	128.0%	13,394	5,875	128.0%
TRAVEL STATUS						
% First Timers **	31.5	31.1	0.4	31.5	31.1	0.4
% Repeaters **	68.5	68.9	-0.4	68.5	68.9	-0.4
Average # of Trips	5.48	5.55	-1.3%	5.48	5.55	-1.3%
Group Tour	58,199	50,976	14.2%	58,199	50,976	14.2%
Non-Group	528,072	472,568	11.7%	528,072	472,568	11.7%
Package Trip	190,123	161,175	18.0%	190,123	161,175	18.0%
No Package	396,148	362,369	9.3%	396,148	362,369	9.3%
Net True Independent	386,566	353,430	9.4%	386,566	353,430	9.4%

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

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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	4,827,917	4,257,436	13.4%	4,827,917	4,257,436	13.4%
DOMESTIC VISITORS	400,657	354,196	13.1%	400,657	354,196	13.1%
DOMESTIC AVERAGE DAILY CENSUS	155,739	137,337	13.4%	155,739	137,337	13.4%
DOMESTIC AIR SEATS (EST)	559,772	528,505	5.9%	559,772	528,505	5.9%
DOMLOAD FACTOR (EST)	88.5%	84.5%	3.9	88.5%	84.5%	3.9
ISLANDS VISITED						
O'ahu	200,549	179,136	12.0%	200,549	179,136	12.0%
O'ahu only	140,654	123,146	14.2%	140,654	123,146	14.2%
Kaua'i	67,428	64,227	5.0%	67,428	64,227	5.0%
Kaua'i only	35,918	33,803	6.3%	35,918	33,803	6.3%
Maui County	145,739	130,504	11.7%	145,739	130,504	11.7%
Maui	141,980	127,144	11.7%	141,980	127,144	11.7%
Maui only	93,879	82,538	13.7%	93,879	82,538	13.7%
Moloka'i *	4,157	3,834	8.4%	4,157	3,834	8.4%
Moloka'i only *	672	680	-1.2%	672	680	-1.2%
Lāna'i *	4,879	4,578	6.6%	4,879	4,578	6.6%
Lāna'i only *	1,016	881	15.3%	1,016	881	15.3%
Big Island	88,416	77,305	14.4%	88,416	77,305	14.4%
Kona side	77,673	66,610	16.6%	77,673	66,610	16.6%
Hilo side	27,706	27,104	2.2%	27,706	27,104	2.2%
Big Island only	51,622	41,645	24.0%	51,622	41,645	24.0%
Any Neighbor Island	260,003	231,050	12.5%	260,003	231,050	12.5%
NI only	200,108	175,060	14.3%	200,108	175,060	14.3%
O'ahu & NI	59,895	55,990	7.0%	59,895	55,990	7.0%
Anyone island only	323,761	282,693	14.5%	323,761	282,693	14.5%
Multiple Islands	76,896	71,503	7.5%	76,896	71,503	7.5%
Avg. Islands Visited	1.27	1.29	-1.7%	1.27	1.29	-1.7%
Average Length of Stay in Hawai'i	12.05	12.02	0.2%	12.05	12.02	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	214,799	186,787	15.0%	214,799	186,787	15.0%
Hotel only	178,650	154,752	15.4%	178,650	154,752	15.4%
Plan to stay in Condo	87,008	74,493	16.8%	87,008	74,493	16.8%
Condo only	68,142	58,149	17.2%	68,142	58,149	17.2%
Plan to stay in Timeshare	48,039	46,893	2.4%	48,039	46,893	2.4%
Timeshare only	36,517	36,177	0.9%	36,517	36,177	0.9%
Cruise Ship	8,535	9,170	-6.9%	8,535	9,170	-6.9%
Friends/Relatives	48,802	44,659	9.3%	48,802	44,659	9.3%
Bed & Breakfast	5,407	4,600	17.5%	5,407	4,600	17.5%
Other	8,446	8,192	3.1%	8,446	8,192	3.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	313,849	275,287	14.0%	313,849	275,287	14.0%
Honeymoon	10,980	10,050	9.3%	10,980	10,050	9.3%
Get Married	2,989	2,802	6.7%	2,989	2,802	6.7%
Pleasure/Vacation	303,535	265,605	14.3%	303,535	265,605	14.3%
Mtgs/Conventions/Incentive	33,659	32,379	4.0%	33,659	32,379	4.0%
Conventions	21,973	23,541	-6.7%	21,973	23,541	-6.7%
Corporate Meetings	7,444	5,830	27.7%	7,444	5,830	27.7%
Incentive	5,308	4,131	28.5%	5,308	4,131	28.5%
Other Business	20,561	19,533	5.3%	20,561	19,533	5.3%
Visit Friends/Rel.	42,796	40,266	6.3%	42,796	40,266	6.3%
Govt/Military	8,439	8,398	0.5%	8,439	8,398	0.5%
Attend School	2,458	2,268	8.4%	2,458	2,268	8.4%
Sport Events	10,911	3,869	182.0%	10,911	3,869	182.0%
TRAVEL STATUS						
% First Timers **	25.7	25.7	0.0	25.7	25.7	0.0
% Repeaters **	74.3	74.3	0.0	74.3	74.3	0.0
Average # of Trips	6.22	6.31	-1.4%	6.22	6.31	-1.4%
Group Tour	14,467	12,302	17.6%	14,467	12,302	17.6%
Non-Group	386,190	341,894	13.0%	386,190	341,894	13.0%
Package Trip	85,977	71,646	20.0%	85,977	71,646	20.0%
No Package	314,680	282,550	11.4%	314,680	282,550	11.4%
Net True Independent	310,424	278,506	11.5%	310,424	278,506	11.5%

** 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)					
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	349,310	313,504	11.4%	349,310	313,504	11.4%
Pacific Region	163,895	145,833	12.4%	163,895	145,833	12.4%
...California	95,970	84,870	13.1%	95,970	84,870	13.1%
...Oregon	19,482	16,374	19.0%	19,482	16,374	19.0%
...Washington	38,457	35,059	9.7%	38,457	35,059	9.7%
Mountain Region	45,594	40,286	13.2%	45,594	40,286	13.2%
West North Central	27,856	23,970	16.2%	27,856	23,970	16.2%
West South Central	16,737	16,565	1.0%	16,737	16,565	1.0%
...Texas	12,841	12,749	0.7%	12,841	12,749	0.7%
East North Central	34,369	30,308	13.4%	34,369	30,308	13.4%
East South Central	5,614	5,256	6.8%	5,614	5,256	6.8%
New England	9,238	8,290	11.4%	9,238	8,290	11.4%
Middle Atlantic	19,238	17,803	8.1%	19,238	17,803	8.1%
...New Jersey	4,460	4,504	-1.0%	4,460	4,504	-1.0%
...New York	9,103	8,069	12.8%	9,103	8,069	12.8%
South Atlantic	26,298	24,738	6.3%	26,298	24,738	6.3%
CANADA	25,154	16,697	50.6%	25,154	16,697	50.6%
EUROPE	8,719	7,632	14.2%	8,719	7,632	14.2%
France	453	477	-5.0%	453	477	-5.0%
Germany	1,830	1,650	10.9%	1,830	1,650	10.9%
Ireland	99	100	-1.0%	99	100	-1.0%
Italy	416	423	-1.7%	416	423	-1.7%
Switzerland	611	479	27.6%	611	479	27.6%
United Kingdom	2,003	1,785	12.2%	2,003	1,785	12.2%
ASIA	3,634	3,286	10.6%	3,634	3,286	10.6%
People's Republic of China	1,530	1,367	11.9%	1,530	1,367	11.9%
Taiwan	127	107	18.7%	127	107	18.7%
Hong Kong	114	83	37.3%	114	83	37.3%
Indonesia	98	37	164.9%	98	37	164.9%
Japan	473	460	2.8%	473	460	2.8%
Korea	648	722	-10.2%	648	722	-10.2%
Malaysia	40	17	135.3%	40	17	135.3%
Philippines	281	203	38.4%	281	203	38.4%
Singapore	80	66	21.2%	80	66	21.2%
Thailand	48	45	6.7%	48	45	6.7%
CENTRAL AMERICA	326	444	-26.6%	326	444	-26.6%
Argentina	495	424	16.7%	495	424	16.7%
Brazil	887	876	1.3%	887	876	1.3%
Mexico	261	365	-28.5%	261	365	-28.5%
SOUTH AMERICA	1,673	1,580	5.9%	1,673	1,580	5.9%
OCEANIA	4,874	4,008	21.6%	4,874	4,008	21.6%
Australia	4,176	3,446	21.2%	4,176	3,446	21.2%
New Zealand	405	308	31.5%	405	308	31.5%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,548,021	1,458,086	6.2%	1,548,021	1,458,086	6.2%
INTERNATIONAL VISITORS	185,614	169,348	9.6%	185,614	169,348	9.6%
INT'L AVERAGE DAILY CENSUS	49,936	47,035	6.2%	49,936	47,035	6.2%
INT'L AIR SEATS (EST)	244,497	233,319	4.8%	244,497	233,319	4.8%
INT LOAD FACTOR (EST)	82.2%	80.2%	2.0	82.2%	80.2%	2.0
ISLANDS VISITED						
O'ahu	159,298	139,487	14.2%	159,298	139,487	14.2%
O'ahu only	124,858	110,382	13.1%	124,858	110,382	13.1%
Kaua'i	8,379	6,891	21.6%	8,379	6,891	21.6%
Kaua'i only	2,120	1,523	39.2%	2,120	1,523	39.2%
Maui County	32,860	32,012	2.6%	32,860	32,012	2.6%
Maui	31,664	31,898	-0.7%	31,664	31,898	-0.7%
Maui only	15,672	18,136	-13.6%	15,672	18,136	-13.6%
Moloka'i *	634	595	6.6%	634	595	6.6%
Moloka'i only *	78	28	178.6%	78	28	178.6%
Lāna'i *	908	348	160.9%	908	348	160.9%
Lāna'i only *	321	1	32000.0%	321	1	32000.0%
Big Island	26,939	28,039	-3.9%	26,939	28,039	-3.9%
Kona side	19,283	20,189	-4.5%	19,283	20,189	-4.5%
Hilo side	13,017	13,681	-4.9%	13,017	13,681	-4.9%
Big Island only	6,147	8,701	-29.4%	6,147	8,701	-29.4%
Any Neighbor Island	60,756	58,966	3.0%	60,756	58,966	3.0%
NI only	26,316	29,861	-11.9%	26,316	29,861	-11.9%
O'ahu & NI	34,440	29,105	18.3%	34,440	29,105	18.3%
Anyone island only	149,196	138,771	7.5%	149,196	138,771	7.5%
Multiple Islands	36,418	30,577	19.1%	36,418	30,577	19.1%
Avg. Islands Visited	1.23	1.22	0.3%	1.23	1.22	0.3%
Average Length of Stay in Hawai'i	8.34	8.61	-3.1%	8.34	8.61	-3.1%
ACCOMMODATIONS						
Plan to stay in Hotel	143,041	124,339	15.0%	143,041	124,339	15.0%
Hotel only	134,685	117,139	15.0%	134,685	117,139	15.0%
Plan to stay in Condo	28,516	24,722	15.3%	28,516	24,722	15.3%
Condo only	22,415	20,553	9.1%	22,415	20,553	9.1%
Plan to stay in Timeshare	8,117	9,355	-13.2%	8,117	9,355	-13.2%
Timeshare only	5,579	6,617	-15.7%	5,579	6,617	-15.7%
Cruise Ship	674	746	-9.7%	674	746	-9.7%
Friends/Relatives	6,988	10,802	-35.3%	6,988	10,802	-35.3%
Bed & Breakfast	1,213	1,095	10.8%	1,213	1,095	10.8%
Other	3,291	3,630	-9.3%	3,291	3,630	-9.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	158,487	142,560	11.2%	158,487	142,560	11.2%
Honeymoon	20,091	18,020	11.5%	20,091	18,020	11.5%
Get Married	4,266	3,664	16.4%	4,266	3,664	16.4%
Pleasure/Vacation	137,155	124,027	10.6%	137,155	124,027	10.6%
Mtgs/Conventions/Incentive	9,798	8,744	12.1%	9,798	8,744	12.1%
Conventions	4,098	6,841	-40.1%	4,098	6,841	-40.1%
Corporate Meetings	3,593	664	441.1%	3,593	664	441.1%
Incentive	2,713	1,335	103.2%	2,713	1,335	103.2%
Other Business	2,447	1,440	69.9%	2,447	1,440	69.9%
Visit Friends/Rel.	6,591	6,727	-2.0%	6,591	6,727	-2.0%
Govt/Military	1,647	3,491	-52.8%	1,647	3,491	-52.8%
Attend School	374	1,960	-80.9%	374	1,960	-80.9%
Sport Events	2,483	2,006	23.8%	2,483	2,006	23.8%
TRAVEL STATUS						
% First Timers **	44.0	42.3	1.7	44.0	42.3	1.7
% Repeaters **	56.0	57.7	-1.7	56.0	57.7	-1.7
Average # of Trips	3.88	3.96	-2.0%	3.88	3.96	-2.0%
Group Tour	43,732	38,674	13.1%	43,732	38,674	13.1%
Non-Group	141,882	130,674	8.6%	141,882	130,674	8.6%
Package Trip	104,146	89,529	16.3%	104,146	89,529	16.3%
No Package	81,468	79,819	2.1%	81,468	79,819	2.1%
Net True Independent	76,142	74,924	1.6%	76,142	74,924	1.6%

** 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,368,420	2,154,456	9.9%	2,368,420	2,154,456	9.9%
TOTAL VISITORS	215,794	192,644	12.0%	215,794	192,644	12.0%
Domestic	209,489	186,119	12.6%	209,489	186,119	12.6%
International	6,305	6,525	-3.4%	6,305	6,525	-3.4%
AVERAGE DAILY CENSUS	76,401	69,499	9.9%	76,401	69,499	9.9%
ISLANDS VISITED						
O'ahu	97,518	87,564	11.4%	97,518	87,564	11.4%
O'ahu only	75,909	67,214	12.9%	75,909	67,214	12.9%
Kaua'i	32,327	30,946	4.5%	32,327	30,946	4.5%
Kaua'i only	21,197	20,342	4.2%	21,197	20,342	4.2%
Maui County	75,603	67,611	11.8%	75,603	67,611	11.8%
Maui	73,604	65,711	12.0%	73,604	65,711	12.0%
Maui only	57,244	50,159	14.1%	57,244	50,159	14.1%
Moloka'i *	1,831	1,844	-0.7%	1,831	1,844	-0.7%
Moloka'i only *	397	404	-1.7%	397	404	-1.7%
Lāna'i *	2,189	2,201	-0.5%	2,189	2,201	-0.5%
Lāna'i only *	637	528	20.6%	637	528	20.6%
Big Island	44,707	39,747	12.5%	44,707	39,747	12.5%
Kona side	39,894	34,941	14.2%	39,894	34,941	14.2%
Hilo side	11,552	11,764	-1.8%	11,552	11,764	-1.8%
Big Island only	31,235	26,566	17.6%	31,235	26,566	17.6%
Any Neighbor Island	139,885	125,430	11.5%	139,885	125,430	11.5%
NI only	118,276	105,080	12.6%	118,276	105,080	12.6%
O'ahu & NI	21,609	20,350	6.2%	21,609	20,350	6.2%
Any one island only	186,619	165,213	13.0%	186,619	165,213	13.0%
Multiple Islands	29,175	27,431	6.4%	29,175	27,431	6.4%
Avg. Islands Visited	1.17	1.18	-1.3%	1.17	1.18	-1.3%
Average Length of Stay in Hawaii	10.98	11.18	-1.9%	10.98	11.18	-1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	104,122	89,489	16.4%	104,122	89,489	16.4%
Hotel only	88,601	75,559	17.3%	88,601	75,559	17.3%
Plan to stay in Condo	51,884	46,299	12.1%	51,884	46,299	12.1%
Condo only	41,821	37,952	10.2%	41,821	37,952	10.2%
Plan to stay in Timeshare	27,124	26,309	3.1%	27,124	26,309	3.1%
Timeshare only	21,573	20,746	4.0%	21,573	20,746	4.0%
Cruise Ship	1,834	2,381	-23.0%	1,834	2,381	-23.0%
Friends/Relatives	28,792	27,797	3.6%	28,792	27,797	3.6%
Bed & Breakfast	2,384	2,425	-1.7%	2,384	2,425	-1.7%
Other	6,202	4,961	25.0%	6,202	4,961	25.0%

* 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	169,120	150,434	12.4%	169,120	150,434	12.4%
Honeymoon	4,746	4,268	11.2%	4,746	4,268	11.2%
Get Married	1,609	1,469	9.5%	1,609	1,469	9.5%
Pleasure/Vacation	164,515	146,208	12.5%	164,515	146,208	12.5%
Mtgs/Conventions/Incentive	14,580	13,620	7.0%	14,580	13,620	7.0%
Conventions	9,744	9,783	-0.4%	9,744	9,783	-0.4%
Corporate Meetings	3,551	2,753	29.0%	3,551	2,753	29.0%
Incentive	1,649	1,482	11.3%	1,649	1,482	11.3%
Other Business	12,131	11,666	4.0%	12,131	11,666	4.0%
Visit Friends/Rel.	24,903	23,461	6.1%	24,903	23,461	6.1%
Gov't/Military	3,649	4,015	-9.1%	3,649	4,015	-9.1%
Attend School	1,200	1,502	-20.1%	1,200	1,502	-20.1%
Sport Events	5,367	1,952	174.9%	5,367	1,952	174.9%
TRAVEL STATUS						
% First Timers **	16.6	16.8	-0.1	16.6	16.8	-0.1
% Repeaters **	83.4	83.2	0.1	83.4	83.2	0.1
Average # of Trips	7.4	7.5	-1.1%	7.4	7.5	-1.1%
Group Tour	4,089	4,798	-14.8%	4,089	4,798	-14.8%
Non-Group	211,704	187,846	12.7%	211,704	187,846	12.7%
Package Trip	38,164	33,397	14.3%	38,164	33,397	14.3%
No Package	177,629	159,247	11.5%	177,629	159,247	11.5%
Net True Independent	175,944	157,656	11.6%	175,944	157,656	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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,844,011	1,651,089	11.7%	1,844,011	1,651,089	11.7%
TOTAL VISITORS	144,153	131,815	9.4%	144,153	131,815	9.4%
Domestic	139,350	126,930	9.8%	139,350	126,930	9.8%
International	4,803	4,885	-1.7%	4,803	4,885	-1.7%
AVERAGE DAILY CENSUS	59,484	53,261	11.7%	59,484	53,261	11.7%
ISLANDS VISITED						
O'ahu	80,974	73,378	10.4%	80,974	73,378	10.4%
O'ahu only	50,047	44,922	11.4%	50,047	44,922	11.4%
Kaua'i	28,186	27,158	3.8%	28,186	27,158	3.8%
Kaua'i only	11,560	10,788	7.2%	11,560	10,788	7.2%
Maui County	54,708	51,903	5.4%	54,708	51,903	5.4%
Maui	53,123	50,697	4.8%	53,123	50,697	4.8%
Maui only	27,668	27,791	-0.4%	27,668	27,791	-0.4%
Moloka'i *	1,750	1,495	17.1%	1,750	1,495	17.1%
Moloka'i only *	208	229	-9.2%	208	229	-9.2%
Lāna'i *	2,384	1,934	23.3%	2,384	1,934	23.3%
Lāna'i only *	489	302	61.9%	489	302	61.9%
Big Island	34,599	30,285	14.2%	34,599	30,285	14.2%
Kona side	30,107	25,760	16.9%	30,107	25,760	16.9%
Hilo side	12,952	12,618	2.6%	12,952	12,618	2.6%
Big Island only	15,515	12,389	25.2%	15,515	12,389	25.2%
Any Neighbor Island	94,106	86,893	8.3%	94,106	86,893	8.3%
NI only	63,179	58,437	8.1%	63,179	58,437	8.1%
O'ahu & NI	30,927	28,456	8.7%	30,927	28,456	8.7%
Any one island only	105,487	96,421	9.4%	105,487	96,421	9.4%
Multiple Islands	38,666	35,394	9.2%	38,666	35,394	9.2%
Avg. Islands Visited	1.39	1.40	-0.6%	1.39	1.40	-0.6%
Average Length of Stay in Hawai'i	12.79	12.53	2.1%	12.79	12.53	2.1%
ACCOMMODATIONS						
Plan to stay in Hotel	86,587	76,191	13.6%	86,587	76,191	13.6%
Hotel only	69,858	61,893	12.9%	69,858	61,893	12.9%
Plan to stay in Condo	24,824	22,783	9.0%	24,824	22,783	9.0%
Condo only	17,456	16,526	5.6%	17,456	16,526	5.6%
Plan to stay in Timeshare	17,910	17,945	-0.2%	17,910	17,945	-0.2%
Timeshare only	12,841	13,349	-3.8%	12,841	13,349	-3.8%
Cruise Ship	5,442	5,534	-1.7%	5,442	5,534	-1.7%
Friends/Relatives	16,932	15,346	10.3%	16,932	15,346	10.3%
Bed & Breakfast	2,197	1,793	22.5%	2,197	1,793	22.5%
Other	3,155	3,355	-6.0%	3,155	3,355	-6.0%

* 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)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	108,209	97,805	10.6%	108,209	97,805	10.6%
Honeymoon	4,856	4,451	9.1%	4,856	4,451	9.1%
Get Married	1,063	1,055	0.8%	1,063	1,055	0.8%
Pleasure/Vacation	103,753	93,628	10.8%	103,753	93,628	10.8%
Mtgs/Conventions/Incentive	15,746	15,900	-1.0%	15,746	15,900	-1.0%
Conventions	9,911	11,634	-14.8%	9,911	11,634	-14.8%
Corporate Meetings	3,249	2,613	24.3%	3,249	2,613	24.3%
Incentive	3,176	2,272	39.8%	3,176	2,272	39.8%
Other Business	7,136	6,879	3.7%	7,136	6,879	3.7%
Visit Friends/Rel.	15,141	14,663	3.3%	15,141	14,663	3.3%
Govt/Military	5,400	5,198	3.9%	5,400	5,198	3.9%
Attend School	825	1,719	-52.0%	825	1,719	-52.0%
Sport Events	4,711	1,572	199.7%	4,711	1,572	199.7%
TRAVEL STATUS						
% First Timers **	34.8	34.5	0.2	34.8	34.5	0.2
% Repeaters **	65.2	65.5	-0.2	65.2	65.5	-0.2
Average # of Trips	4.9	5.1	-2.8%	4.9	5.1	-2.8%
Group Tour	7,896	7,230	9.2%	7,896	7,230	9.2%
Non-Group	136,257	124,585	9.4%	136,257	124,585	9.4%
Package Trip	34,160	29,010	17.8%	34,160	29,010	17.8%
No Package	109,993	102,805	7.0%	109,993	102,805	7.0%
Net True Independent	108,120	100,973	7.1%	108,120	100,973	7.1%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	617,286	507,155	21.7%	617,286	507,155	21.7%
TOTAL VISITORS	104,580	88,112	18.7%	104,580	88,112	18.7%
Domestic	473	460	2.8%	473	460	2.8%
International	104,107	87,652	18.8%	104,107	87,652	18.8%
AVERAGE DAILY CENSUS	19,912	16,360	21.7%	19,912	16,360	21.7%
ISLANDS VISITED						
O'ahu	100,821	83,367	20.9%	100,821	83,367	20.9%
O'ahu only	84,977	69,556	22.2%	84,977	69,556	22.2%
Kaua'i	1,923	1,347	42.8%	1,923	1,347	42.8%
Kaua'i only	270	26	938.5%	270	26	938.5%
Maui County	5,407	5,171	4.6%	5,407	5,171	4.6%
Maui	5,133	5,113	0.4%	5,133	5,113	0.4%
Maui only	1,331	1,024	30.0%	1,331	1,024	30.0%
Moloka'i *	25	23	8.7%	25	23	8.7%
Moloka'i only *	0	0	NA	0	0	NA
Lāna'i *	311	88	253.4%	311	88	253.4%
Lāna'i only *	134	1	13300.0%	134	1	13300.0%
Big Island	13,834	14,320	-3.4%	13,834	14,320	-3.4%
Kona side	8,090	8,926	-9.4%	8,090	8,926	-9.4%
Hilo side	7,057	6,655	6.0%	7,057	6,655	6.0%
Big Island only	1,880	3,516	-46.5%	1,880	3,516	-46.5%
Any Neighbor Island	19,603	18,556	5.6%	19,603	18,556	5.6%
NI only	3,759	4,745	-20.8%	3,759	4,745	-20.8%
O'ahu & NI	15,844	13,811	14.7%	15,844	13,811	14.7%
Any one island only	88,592	74,123	19.5%	88,592	74,123	19.5%
Multiple Islands	15,988	13,989	14.3%	15,988	13,989	14.3%
Avg. Islands Visited	1.17	1.18	-1.4%	1.17	1.18	-1.4%
Average Length of Stay in Hawai'i	5.90	5.76	2.5%	5.90	5.76	2.5%
ACCOMMODATIONS						
Plan to stay in Hotel	91,378	76,923	18.8%	91,378	76,923	18.8%
Hotel only	89,903	75,695	18.8%	89,903	75,695	18.8%
Plan to stay in Condo	10,284	8,159	26.0%	10,284	8,159	26.0%
Condo only	8,784	7,177	22.4%	8,784	7,177	22.4%
Plan to stay in Timeshare	3,201	2,661	20.3%	3,201	2,661	20.3%
Timeshare only	2,383	2,116	12.6%	2,383	2,116	12.6%
Cruise Ship	87	209	-58.4%	87	209	-58.4%
Friends/Relatives	1,498	1,138	31.6%	1,498	1,138	31.6%
Bed & Breakfast	75	148	-49.3%	75	148	-49.3%
Other	67	95	-29.5%	67	95	-29.5%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	93,162	80,347	15.9%	93,162	80,347	15.9%
Honeymoon	13,913	12,761	9.0%	13,913	12,761	9.0%
Get Married	3,776	3,280	15.1%	3,776	3,280	15.1%
Pleasure/Vacation	78,117	67,105	16.4%	78,117	67,105	16.4%
Mtgs/Conventions/Incentive	4,014	1,714	134.2%	4,014	1,714	134.2%
Conventions	677	864	-21.6%	677	864	-21.6%
Corporate Meetings	1,258	222	466.7%	1,258	222	466.7%
Incentive	2,286	628	264.0%	2,286	628	264.0%
Other Business	867	370	134.3%	867	370	134.3%
Visit Friends/Rel.	2,035	1,348	51.0%	2,035	1,348	51.0%
Govt/Military	137	105	30.5%	137	105	30.5%
Attend School	189	61	209.8%	189	61	209.8%
Sport Events	1,929	1,586	21.6%	1,929	1,586	21.6%
TRAVEL STATUS						
% First Timers **	40.3	39.5	0.9	40.3	39.5	0.9
% Repeaters **	59.7	60.5	-0.9	59.7	60.5	-0.9
Average # of Trips	4.2	4.2	-0.1%	4.2	4.2	-0.1%
Group Tour	35,975	32,907	9.3%	35,975	32,907	9.3%
Non-Group	68,606	55,205	24.3%	68,606	55,205	24.3%
Package Trip	77,755	65,027	19.6%	77,755	65,027	19.6%
No Package	26,825	23,085	16.2%	26,825	23,085	16.2%
Net True Independent	22,156	19,140	15.8%	22,156	19,140	15.8%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	842,362	703,491	19.7%	842,362	703,491	19.7%
TOTAL VISITORS	58,773	49,481	18.8%	58,773	49,481	18.8%
Domestic	25,154	16,697	50.6%	25,154	16,697	50.6%
International	33,619	32,784	2.5%	33,619	32,784	2.5%
AVERAGE DAILY CENSUS	27,173	22,693	19.7%	27,173	22,693	19.7%
ISLANDS VISITED						
O'ahu	26,907	22,941	17.3%	26,907	22,941	17.3%
O'ahu only	16,549	15,725	5.2%	16,549	15,725	5.2%
Kaua'i	8,462	6,276	34.8%	8,462	6,276	34.8%
Kaua'i only	3,340	2,881	15.9%	3,340	2,881	15.9%
Maui County	27,974	22,959	21.8%	27,974	22,959	21.8%
Maui	27,372	22,847	19.8%	27,372	22,847	19.8%
Maui only	19,421	16,788	15.7%	19,421	16,788	15.7%
Moloka'i *	826	374	120.9%	826	374	120.9%
Moloka'i only *	118	50	136.0%	118	50	136.0%
Lāna'i *	384	260	47.7%	384	260	47.7%
Lāna'i only *	30	13	130.8%	30	13	130.8%
Big Island	12,267	9,458	29.7%	12,267	9,458	29.7%
Kona side	11,233	8,535	31.6%	11,233	8,535	31.6%
Hilo side	3,950	3,559	11.0%	3,950	3,559	11.0%
Big Island only	6,287	4,780	31.5%	6,287	4,780	31.5%
Any Neighbor Island	42,224	33,756	25.1%	42,224	33,756	25.1%
NI only	31,866	26,540	20.1%	31,866	26,540	20.1%
O'ahu & NI	10,358	7,216	43.5%	10,358	7,216	43.5%
Anyone island only	45,745	40,237	13.7%	45,745	40,237	13.7%
Multiple Islands	13,028	9,244	40.9%	13,028	9,244	40.9%
Avg. Islands Visited	1.30	1.26	3.2%	1.30	1.26	3.2%
Average Length of Stay in Hawaii	14.33	14.22	0.8%	14.33	14.22	0.8%
ACCOMMODATIONS						
Plan to stay in Hotel	28,086	24,037	16.8%	28,086	24,037	16.8%
Hotel only	21,614	18,394	17.5%	21,614	18,394	17.5%
Plan to stay in Condo	22,922	18,011	27.3%	22,922	18,011	27.3%
Condo only	18,504	14,447	28.1%	18,504	14,447	28.1%
Plan to stay in Timeshare	6,414	6,591	-2.7%	6,414	6,591	-2.7%
Timeshare only	4,283	4,557	-6.0%	4,283	4,557	-6.0%
Cruise Ship	1,022	803	27.3%	1,022	803	27.3%
Friends/Relatives	2,598	2,678	-3.0%	2,598	2,678	-3.0%
Bed & Breakfast	897	617	45.4%	897	617	45.4%
Other	397	549	-27.7%	397	549	-27.7%

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

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	54,124	45,676	18.5%	54,124	45,676	18.5%
Honeymoon	1,003	846	18.6%	1,003	846	18.6%
Get Married	346	177	95.5%	346	177	95.5%
Pleasure/Vacation	53,188	44,843	18.6%	53,188	44,843	18.6%
Mtgs/Conventions/Incentive	3,100	2,976	4.2%	3,100	2,976	4.2%
Conventions	2,227	2,266	-1.7%	2,227	2,266	-1.7%
Corporate Meetings	659	271	143.2%	659	271	143.2%
Incentive	308	537	-42.6%	308	537	-42.6%
Other Business	448	481	-6.9%	448	481	-6.9%
Visit Friends/Rel.	2,615	2,140	22.2%	2,615	2,140	22.2%
Govt/Military	66	106	-37.7%	66	106	-37.7%
Attend School	71	109	-34.9%	71	109	-34.9%
Sport Events	493	216	128.2%	493	216	128.2%
TRAVEL STATUS						
% First Timers **	34.1	31.9	2.2	34.1	31.9	2.2
% Repeaters **	65.9	68.1	-2.2	65.9	68.1	-2.2
Average # of Trips	4.5	4.4	0.6%	4.5	4.4	0.6%
Group Tour	1,525	1,575	-3.2%	1,525	1,575	-3.2%
Non-Group	57,248	47,906	19.5%	57,248	47,906	19.5%
Package Trip	14,807	13,074	13.3%	14,807	13,074	13.3%
No Package	43,966	36,407	20.8%	43,966	36,407	20.8%
Net True Independent	43,706	35,874	21.8%	43,706	35,874	21.8%

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

Table 8. VISITORS BY CRUISE SHIPS						
	JANUARY			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	213,898	212,479	0.7%	213,898	212,479	0.7%
TOTAL VISITORS	22,140	20,297	9.1%	22,140	20,297	9.1%
ARRIVED BY SHIP	11,221	9,193	22.1%	11,221	9,193	22.1%
ARRIVED BY AIR	10,919	11,104	-1.7%	10,919	11,104	-1.7%
NUMBER OF SHIP ARRIVALS	8	6	33.3%	8	6	33.3%
ISLANDS VISITED						
O'ahu	22,140	20,297	9.1%	22,140	20,297	9.1%
Kaua'i	19,595	19,613	-0.1%	19,595	19,613	-0.1%
Maui County	20,192	19,657	2.7%	20,192	19,657	2.7%
Maui	20,192	19,657	2.7%	20,192	19,657	2.7%
Moloka'i	268	156	72.0%	268	156	72.0%
Lāna'i	353	474	-25.5%	353	474	-25.5%
Big Island	20,087	19,909	0.9%	20,087	19,909	0.9%
Average Islands Visited	3.7	3.9	-5.4%	3.7	3.9	-5.4%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	3.14	3.06	2.7%	3.14	3.06	2.7%
Days in Hawai'i during Cruise	5.21	5.74	-9.2%	5.21	5.74	-9.2%
Days in Hawai'i after Cruise	1.30	1.66	-21.7%	1.30	1.66	-21.7%
Total days in Hawai'i	9.66	10.47	-7.7%	9.66	10.47	-7.7%
ACCOMMODATIONS						
Hotel	10,900	10,416	4.6%	10,900	10,416	4.6%
Hotel only	9,444	9,319	1.3%	9,444	9,319	1.3%
Condo	1,089	1,031	5.7%	1,089	1,031	5.7%
Condo only	319	464	-31.3%	319	464	-31.3%
Timeshare	1,039	718	44.8%	1,039	718	44.8%
Timeshare Only	514	345	48.8%	514	345	48.8%
Bed & Breakfast	115	132	-12.6%	115	132	-12.6%
Bed & Breakfast only	24	-	NA	24	-	NA
Friends & relatives	439	532	-17.4%	439	532	-17.4%
Other accommodation	340	387	-12.2%	340	387	-12.2%
Accommodation (NET)	12,150	11,828	2.7%	12,150	11,828	2.7%
Cruise only	9,990	8,469	18.0%	9,990	8,469	18.0%
TRAVEL STATUS						
% First timers	39.9	41.5	-1.60	39.9	41.5	-1.60
% Repeat visitors	60.1	58.5	1.60	60.1	58.5	1.60

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

JANUARY 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	804,269	5.4%	567,974	3.6%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Scheduled Seats	794,981	5.8%	558,686	4.0%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Charter seats	9,288	-18.2%	9,288	-18.2%								
Domestic Seats	559,772	5.9%	345,379	0.7%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
Scheduled Seats	553,700	6.2%	339,307	1.0%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
...US West	486,004	10.8%	280,554	6.3%	118,248	21.0%	52,559	17.2%			34,643	8.1%
...US East	67,696	-18.2%	58,753	-18.3%	8,943	-18.0%	0	NA			0	NA
Charter seats	6,072	-15.4%	6,072	-15.4%								
International Seats	244,497	4.3%	222,595	8.4%	18,183	-0.6%	2,387	-74.2%			1,332	NA
Scheduled Seats	241,281	4.8%	219,379	9.1%	18,183	-0.6%	2,387	-74.2%			1,332	NA
...Japan	144,029	5.7%	144,029	11.2%			0	-100.0%				
...Canada	38,138	-5.3%	16,236	-9.4%	18,183	-0.6%	2,387	-6.4%			1,332	NA
...Other Asia	18,589	30.1%	18,589	30.1%								
...Aus./N. Zealand	16,680	10.2%	16,680	10.2%								
...Other	23,845	-1.7%	23,845	-1.7%								
Charter Seats	3,216	-23.0%	3,216	-23.0%								
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YTD Through Jan 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	804,269	5.4%	567,974	3.6%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Scheduled Seats	794,981	5.8%	558,686	4.0%	145,374	14.6%	54,946	1.6%	0	NA	35,975	7.3%
Charter seats	9,288	-18.2%	9,288	-18.2%								
Domestic Seats	559,772	5.9%	345,379	0.7%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
Scheduled Seats	553,700	6.2%	339,307	1.0%	127,191	17.1%	52,559	17.2%	0	NA	34,643	8.1%
...US West	486,004	10.8%	280,554	6.3%	118,248	21.0%	52,559	17.2%			34,643	8.1%
...US East	67,696	-18.2%	58,753	-18.3%	8,943	-18.0%	0	NA			0	NA
Charter seats	6,072	-15.4%	6,072	-15.4%								
International Seats	244,497	4.3%	222,595	8.4%	18,183	-0.6%	2,387	-74.2%			1,332	-10.8%
Scheduled Seats	241,281	4.8%	219,379	9.1%	18,183	-0.6%	2,387	-74.2%			1,332	-10.8%
...Japan	144,029	5.7%	144,029	11.2%			0	-100.0%				
...Canada	38,138	-5.3%	16,236	-9.4%	18,183	-0.6%	2,387	-6.4%			1,332	-10.8%
...Other Asia	18,589	30.1%	18,589	30.1%								
...Aus./N. Zealand	16,680	10.2%	16,680	10.2%								
...Other	23,845	-1.7%	23,845	-1.7%								
Charter Seats	3,216	-23.0%	3,216	-23.0%								

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