



For Immediate Release: May 8, 2015
HTA Release (15-07)

TOTAL VISITOR ARRIVALS ROSE 7 PERCENT COMPARED TO MARCH 2014

Total Visitor Expenditures Grew 3 percent to \$1.3 Billion

HONOLULU – Total visitor arrivals to the Hawaiian Islands in March 2015 rose seven percent to 780,056 visitors, according to preliminary statistics released today by the Hawaii Tourism Authority. Arrivals by air increased 6.6 percent to 765,358 visitors, while arrivals by cruise ships were up 38.8 percent to 14,698 visitors. Despite lower average daily spending (-2.9% to \$183 per person), total visitor expenditures grew three percent to \$1.3 billion¹ due to a 6.2 percent increase in total visitor days² compared to March 2014.

For the U.S. West, arrivals by air climbed 13.3 percent to 303,827 visitors. Combined with increased daily spending (+1.3% to \$161 per person), U.S. West visitor expenditures jumped 12.1 percent to \$434.2 million.

U.S. East arrivals grew 2.6 percent to 170,013 visitors, but daily spending was down (-2.7% to \$186 per person) compared to March 2014. This resulted in a 1.8 percent drop in visitor expenditures to \$299.7 million.

Arrivals from Japan fell 5.7 percent to 127,400 visitors. Much lower daily spending (-14.9% to \$223 per person) also contributed to a 21.7 percent decrease in visitor expenditures to \$165.6 million.

Canadian arrivals grew 4.3 percent to 77,237 visitors in March 2015. Daily spending increased (+9.3% to \$165 per person) and visitors stayed longer (+1.7% to 12.74 days) than last year. This led to a 15.9 percent growth in expenditures to \$162.5 million.

Arrivals from All Other markets were up 15.7 percent to 86,880 visitors. Combined expenditures from All Other visitors rose 10.5 percent to \$196 million.

Visitors days increased among the four larger Hawaiian Islands in comparison to March 2014: O'ahu (+6%), Maui (+5.2%), Hawaii Island (+7.9%) and Kaua'i (+4.4%).

There were 1,046,467 total air seats to Hawaii in March 2015, up 6.5 percent from a year ago. Scheduled seats from Oceania (+25.7%), Canada (+14.1%), U.S. West (+10.1%) and U.S. East (+8.7%) increased, offsetting fewer seats from Japan (-7.8%) and Other Asia (-7.6%).

Year-to-Date 2015:

For the first quarter of 2015, total arrivals grew three percent to 2,120,673 visitors. However, total visitor expenditures were down 1.3 percent to \$3.8 billion. Total visitor expenditures increased on Kaua'i (+8.1%) and Maui (+4.6%), but declined on Hawaii Island (-7.9%) and O'ahu (-5.2%).

¹Total visitor expenditure statistics presented in this press release are not adjusted for inflation (nominal dollars).

²Aggregate number of days stayed by all visitors.

March 2015 Arrivals at a Glance

CATEGORY AND MMA	Mar 2015P	Mar 2014P	% change	YTD 2015P	YTD 2014P	% change
TOTAL EXPENDITURES (\$mil.)	1,261.9	1,224.7	3.0	3,841.8	3,892.9	-1.3
Total by air	1,258.0	1,221.6	3.0	3,832.0	3,878.8	-1.2
U.S. West	434.2	387.4	12.1	1,229.7	1,164.5	5.6
U.S. East	299.7	305.1	-1.8	982.1	1,036.4	-5.2
Japan	165.6	211.6	-21.7	509.1	608.8	-16.4
Canada	162.5	140.2	15.9	504.2	468.5	7.6
All Others	196.0	177.4	10.5	606.9	600.6	1.0
Visitor arrivals by cruise ships	3.8	3.0	26.5	9.8	14.0	-30.1
TOTAL VISITOR DAYS	6,895,751	6,495,732	6.2	20,243,242	19,651,644	3.0
Total by air	6,830,415	6,448,130	5.9	20,086,188	19,423,799	3.4
U.S. West	2,694,649	2,435,962	10.6	7,580,429	7,121,780	6.4
U.S. East	1,612,967	1,597,803	0.9	5,003,175	5,007,875	-0.1
Japan	743,769	808,939	-8.1	2,081,546	2,186,491	-4.8
Canada	984,376	928,338	6.0	2,919,746	2,839,005	2.8
All Others	794,654	677,088	17.4	2,501,292	2,268,648	10.3
Visitor arrivals by cruise ships	65,335	47,602	37.3	157,055	227,844	-31.1
VISITOR ARRIVALS	780,056	728,814	7.0	2,120,673	2,058,207	3.0
Total by air	765,358	718,222	6.6	2,085,006	2,014,108	3.5
U.S. West	303,827	268,236	13.3	787,333	722,987	8.9
U.S. East	170,013	165,745	2.6	456,258	455,623	0.1
Japan	127,400	135,127	-5.7	358,880	376,658	-4.7
Canada	77,237	74,054	4.3	214,835	210,454	2.1
All Others	86,880	75,060	15.7	267,701	248,386	7.8
Visitor arrivals by cruise ships	14,698	10,592	38.8	35,667	44,099	-19.1
AVERAGE LENGTH OF STAY	8.84	8.91	-0.8	9.55	9.55	0.0
Total by air	8.92	8.98	-0.6	9.63	9.64	-0.1
U.S. West	8.87	9.08	-2.3	9.63	9.85	-2.3
U.S. East	9.49	9.64	-1.6	10.97	10.99	-0.2
Japan	5.84	5.99	-2.5	5.80	5.80	-0.1
Canada	12.74	12.54	1.7	13.59	13.49	0.7
All Others	9.15	9.02	1.4	9.34	9.13	2.3
Visitor arrivals by cruise ships	4.45	4.49	-1.1	4.40	5.17	-14.8
PER PERSON PER DAY SPENDING (\$)	183.0	188.5	-2.9	189.8	198.1	-4.2
Total by air	184.2	189.5	-2.8	190.8	199.7	-4.5
U.S. West	161.1	159.0	1.3	162.2	163.5	-0.8
U.S. East	185.8	191.0	-2.7	196.3	207.0	-5.1
Japan	222.7	261.5	-14.9	244.6	278.4	-12.2
Canada	165.1	151.0	9.3	172.7	165.0	4.6
All Others	246.7	262.0	-5.8	242.6	264.7	-8.4
Visitor arrivals by cruise ships	58.9	63.8	-7.8	62.5	61.6	1.4
PER PERSON PER TRIP SPENDING (\$)	1,617.7	1,680.3	-3.7	1,811.6	1,891.4	-4.2
Total by air	1,643.7	1,700.9	-3.4	1,837.9	1,925.8	-4.6
U.S. West	1,429.1	1,444.2	-1.0	1,561.8	1,610.7	-3.0
U.S. East	1,763.0	1,840.9	-4.2	2,152.5	2,274.7	-5.4
Japan	1,299.8	1,565.6	-17.0	1,418.6	1,616.3	-12.2
Canada	2,104.1	1,892.8	11.2	2,347.0	2,226.2	5.4
All Others	2,256.1	2,363.3	-4.5	2,267.1	2,418.1	-6.2
Visitor arrivals by cruise ships	261.6	286.9	-8.8	275.1	318.2	-13.5

P=Preliminary data.

Source:Hawai'i Tourism Authority

Other Highlights:

- For U.S. West, arrivals from the Pacific region rose 13.8 percent compared to March 2014. There were considerably more visitors from California (+18.2%), particularly from the Los Angeles, San Diego and San Francisco metro areas. Arrivals from Oregon (+7.9%), Washington (+4.9%) and Alaska (+6.5%) also increased. Arrivals from the Mountain region grew 10.9 percent with significantly more visitors from Nevada (+29.6%), Utah (+29.3%) and New Mexico (+24.2%). A higher number of available air seats and a shift in spring break vacation schedules for West Coast schools from April in 2014 to March in 2015 contributed to this growth. For the first quarter of 2015, arrivals from the Pacific and Mountain regions were up by 9.3 percent and 8.1 percent, respectively.
- For U.S. East, growth in arrivals from the Mid Atlantic (+7.3%), West South Central (+5.4%), South Atlantic (+4.2%) and New England (+1%) regions offset declines from the East North Central (-6.9%) and West North Central (-4.5%) regions. For the first quarter of 2015, arrivals from the West South Central region rose 3.1 percent, but arrivals from the East North Central (-1.9%) and New England (-0.9%) regions were down.
- More U.S. East visitors stayed in hotels (+2.5% to 105,473 visitors), but fewer stayed in condominiums (-2.3% to 24,398 visitors) and timeshares (-6.2% to 16,992 visitors) compared to March 2014. U.S. East visitors' usage of bed & breakfast properties (+34.7% to 2,621 visitors) and other non-traditional accommodations (+19.5% to 3,433 visitors) were up considerably from a year ago.
- Several factors may have contributed to fewer Japanese visitors compared to March 2014. The depreciation of the yen against the dollar, impacted the desire to spend and/or travel overseas. With the recent launch of the Hokuriku bullet train, and hotels and infrastructures built for the 2020 Tokyo Olympics, domestic travel within Japan has increased while outbound travel have declined in recent months. Japanese visitors who came in March 2015 spent significantly less on lodging. Fewer stayed in hotels (-7.1% to 106,953) and condominiums (-4.7% to 15,098) while more stayed in timeshare properties (+7.7% to 5,747) or with friends and relatives (+4% to 1,426).
- A greater number of visitors came to honeymoon in March 2015 (+24.8% to 44,486 visitors), driven by double-digit growth from U.S. West (+45.3% to 9,223) and U.S. East (+32.2% to 6,553). Japanese honeymooners rose 5.2 percent to 15,336 visitors. For the first quarter of 2015, total honeymooners increased 7.1 percent to 130,529 visitors.
- More visitors traveled on incentives boosted mainly by an 88 percent increase in Japanese incentive visitors. More total visitors also came for corporate meetings (+12.4% to 9,541), but fewer came for conventions (-18.2% to 21,707). In all, there were 43,951 MCI visitors in March 2015, down 3.5 percent from a year ago. For the first quarter of 2015, total MCI visitors decreased 5.1 percent to 146,580 visitors.

Highlights from All Other Markets:

Arrivals by air from our developing markets rose 15.7 percent to 86,880 visitors in March 2015 and comprised 11.4 percent of total air visitors to Hawai'i. For the first quarter of 2015, arrivals from All Other Markets were up 7.8 percent to 267,701 visitors.

- **Australia:** Supported by increased air service, arrivals from Australia soared 35.1 percent to 23,234 visitors. For the first quarter of 2015, arrivals rose 21.2 percent to 71,268 visitors.
- **New Zealand:** There were considerably more visitors from New Zealand (+24.5% to 2,842) compared to March 2014. Year-to-date through March 2015, arrivals grew 23.5 percent to 9,263 visitors.

March 2015 Island Highlights

CATEGORY AND ISLAND	Mar 2015P	Mar 2014P	% change	YTD 2015P	YTD 2014P	% change
TOTAL EXPENDITURES (\$mil.)	1,261.9	1,224.7	3.0	3,841.8	3,892.9	-1.3
Total by air	1,258.0	1,221.6	3.0	3,832.0	3,878.8	-1.2
O'ahu	567.3	571.6	-0.8	1,691.8	1,784.7	-5.2
Maui	380.8	351.0	8.5	1,186.1	1,133.9	4.6
Moloka'i *	3.9	2.0	95.4	11.6	8.7	33.2
Lāna'i *	8.9	5.5	62.2	21.8	18.6	17.2
Kaua'i	137.6	118.1	16.5	416.2	385.1	8.1
Hawai'i Island	159.6	173.3	-7.9	504.4	547.8	-7.9
Visitor arrivals by cruise ships	3.8	3.0	26.5	9.8	14.0	-30.1
TOTAL VISITOR DAYS	6,895,751	6,495,732	6.2	20,243,242	19,651,644	3.0
Total by air	6,830,415	6,448,130	5.9	20,086,188	19,423,799	3.4
O'ahu	3,123,931	2,946,532	6.0	8,820,529	8,584,486	2.7
Maui	1,888,471	1,795,364	5.2	5,597,530	5,378,977	4.1
Moloka'i *	26,275	19,369	35.7	93,298	77,239	20.8
Lāna'i *	17,429	18,785	-7.2	50,635	59,703	-15.2
Kaua'i	752,206	720,544	4.4	2,304,290	2,207,211	4.4
Hawai'i Island	1,022,104	947,536	7.9	3,219,906	3,116,183	3.3
Visitor arrivals by cruise ships	65,335	47,602	37.3	157,055	227,844	-31.1
VISITOR ARRIVALS	780,056	728,814	7.0	2,120,673	2,058,207	3.0
Total by air	765,358	718,222	6.6	2,085,006	2,014,108	3.5
O'ahu	457,893	434,075	5.5	1,255,318	1,235,364	1.6
Maui	230,309	213,590	7.8	636,965	600,297	6.1
Moloka'i *	7,076	4,567	54.9	20,195	14,525	39.0
Lāna'i *	6,267	5,305	18.1	18,150	16,414	10.6
Kaua'i	100,651	92,385	8.9	284,367	265,793	7.0
Hawai'i Island	135,841	126,985	7.0	389,044	377,306	3.1
Visitor arrivals by cruise ships	14,698	10,592	38.8	35,667	44,099	-19.1
AVERAGE LENGTH OF STAY	8.84	8.91	-0.8	9.55	9.55	0.0
Total by air	8.92	8.98	-0.6	9.63	9.64	-0.1
O'ahu	6.82	6.79	0.5	7.03	6.95	1.1
Maui	8.20	8.41	-2.4	8.79	8.96	-1.9
Moloka'i *	3.71	4.24	-12.4	4.62	5.32	-13.1
Lāna'i *	2.78	3.54	-21.5	2.79	3.64	-23.3
Kaua'i	7.47	7.80	-4.2	8.10	8.30	-2.4
Hawai'i Island	7.52	7.46	0.8	8.28	8.26	0.2
Visitor arrivals by cruise ships	4.45	4.49	-1.1	4.40	5.17	-14.8
PER PERSON PER DAY SPENDING (\$)	183.0	188.5	-2.9	189.8	198.1	-4.2
Total by air	184.2	189.5	-2.8	190.8	199.7	-4.5
O'ahu	181.6	194.0	-6.4	191.8	207.9	-7.7
Maui	201.6	195.5	3.1	211.9	210.8	0.5
Moloka'i *	147.2	102.2	44.0	124.7	113.1	10.2
Lāna'i *	512.6	293.3	74.8	430.7	311.8	38.1
Kaua'i	182.9	163.9	11.6	180.6	174.5	3.5
Hawai'i Island	156.1	182.9	-14.7	156.6	175.8	-10.9
Visitor arrivals by cruise ships	58.9	63.8	-7.8	62.5	61.6	1.4
PER PERSON PER TRIP SPENDING (\$)	1,617.7	1,680.3	-3.7	1,811.6	1,891.4	-4.2
Total by air	1,643.7	1,700.9	-3.4	1,837.9	1,925.8	-4.6
O'ahu	1,238.9	1,316.9	-5.9	1,347.7	1,444.7	-6.7
Maui	1,653.5	1,643.5	0.6	1,862.2	1,888.9	-1.4
Moloka'i *	546.4	433.4	26.1	576.2	601.6	-4.2
Lāna'i *	1,425.6	1,038.4	37.3	1,201.6	1,134.1	5.9
Kaua'i	1,367.0	1,278.7	6.9	1,463.7	1,448.9	1.0
Hawai'i Island	1,174.7	1,364.9	-13.9	1,296.5	1,451.9	-10.7
Visitor arrivals by cruise ships	261.6	286.9	-8.8	275.1	318.2	-13.5

P=Preliminary data.

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

Source:Hawai'i Tourism Authority

- **China:** Arrivals from China rose 30.5 percent to 10,324 visitors in March 2015. For the first quarter of 2015, arrivals reached 38,873 visitors, an increase of 6.5 percent from a year ago.
- **Korea:** There were 14,062 visitors from Korea in March 2015, up 13.5 percent compared to last March. For the first quarter of 2015, arrivals dropped 3.6 percent to 43,700 visitors.
- **Taiwan:** With a reduction of over half of its non-stop air service, arrivals from Taiwan decreased 27.9 percent to 1,336 visitors. For year-to-date 2015, arrivals declined 47 percent to 3,712 visitors.
- **Europe:** There were 10,234 visitors from the European market (United Kingdom, France, Germany, Italy and Switzerland), down slightly (-0.5%) from March 2014. For the first quarter of 2015, arrivals were down 4.9 percent to 26,554 visitors.
- **Latin America:** Arrivals from the Latin America market (Mexico, Brazil and Argentina) rose 1.1 percent from last March to 2,121 visitors. Through the first three months of 2015, arrivals from this market dropped 3.9 percent to 7,076 visitors.

Island Highlights:

- **O'ahu:** Arrivals to O'ahu increased 5.5 percent to 457,893 visitors in March 2015. There were more visitors from U.S. West (+12.2%), Canada (+12.5%) and U.S. East (+1.8%), but fewer visitors from Japan (-5.6%) compared to last March. However, these visitors spent less on a daily basis (-6.4% to \$182 per person), resulting in a slight drop (-0.8%) in visitor expenditures to \$567.3 million.
- **Maui:** Arrivals rose 7.8 percent to 230,309 visitors and included more visitors who made day trips to Maui (+12.6% to 13,420) than in March 2014. Daily spending increased 3.1 percent to \$202 per person. This led to an 8.5 percent growth in visitor expenditures to \$380.8 million.
- **Hawai'i Island:** Arrivals to Hawai'i Island were up seven percent to 135,841 visitors. There were more day trip visitors (+14.4% to 11,027) to this island compared to a year ago. However, much lower daily spending (-14.7% to \$156 per person) led to a 7.9 percent decline in visitor expenditures to \$159.6 million.
- **Kaua'i:** Arrivals grew 8.9 percent to 100,651 visitors in March 2015. The number of day trippers to Kaua'i rose 43.5 percent to 11,633 visitors, resulting in a shorter average length of stay (-4.2% to 7.47 days). Daily spending increased 11.6 percent to \$183 per person. Visitor expenditures jumped 16.5 percent to \$137.6 million.

Air Seats to Hawai'i (Table 9, page 22):

- Air capacity to the Hawaiian Islands grew 6.5 percent to 1,046,467 total seats in March 2015. There were more seats to Honolulu (+2.6% to 687,374), Kahului (+17.9% to 218,014), Kona (+16.4% to 79,656) and Līhu'e (+3.3% to 58,035), but slightly less seats to Hilo (-1.1% to 3,388) compared to March 2014.
- Scheduled air seats rose 6.8 percent to 1,041,757. However, total charter seats decreased 38.3 percent to 4,710 due to fewer international and domestic charter flights.
- Scheduled seats from U.S. West were up 10.1 percent from a year ago. Increased service from Denver (+57.5%), Los Angeles (+6.1%), Portland (+2.7%), San Diego (+10.1%), San Francisco (+20.4%), San Jose (+35.7%) and Seattle (+26%) were slightly offset by reduced service from Bellingham (-32.4%) and discontinued service from Boise and Spokane.

- Scheduled seats from U.S. East rose 8.7 percent. Growth in seats out of Chicago (+58.1%) and Dallas (+12.5%) compensated for fewer seats from Houston (-16.6%), New York City JFK (-4.3%) and Washington D.C. (-9.5%).
- Scheduled seats from Japan dropped 7.8 percent in March 2015. The number of seats out of Fukuoka (-54.9%) decreased by more than half, as one airline discontinued this route in July 2014. There were also fewer seats out of Narita (-9.1%) and Nagoya (-2.4%), which were partially offset by more seats from Osaka (+8.5%).
- Scheduled seats from Oceania climbed 25.7 percent. Seats out of Brisbane nearly tripled and there were more seats from Melbourne (+62.5%) and Sydney (+9.2%). Seats out of Auckland were unchanged from March 2014.
- Scheduled seats from Other Asia dropped 7.6 percent. For the China market, seats out of Beijing more than doubled, but seats out of Shanghai decreased 11.8 percent compared to a year ago. The loss of one airline serving Taipei resulted in a 58 percent reduction in scheduled seats. Additionally, the number of seats from Seoul was down 9.5 percent.
- For the first quarter of 2015, total air capacity was up 5.7 percent to 2,934,730 seats. Growth in seats to Honolulu (+1.9% to 1,956,754), Kahului (+19.1% to 594,526), Kona (+11% to 208,581) and Lihue (+4.9% to 167,015) offset fewer seats to Hilo (-24.2% 7,854).

Cruise Ship Visitors (Table 8, page 21):

- Eight out-of-state cruise ships with 14,698 visitors came in March 2015, an increase of 38.8 percent from last March when five ships came with 10,592 visitors. This was the first month of growth following six months of double-digit declines.
- Visitors who flew into the islands to board the Hawai'i home-ported cruise ship decreased 18.9 percent to 8,824 visitors mainly due to the sailing schedule. The Hawai'i home-ported ship start its cruises on Saturdays and the decrease was due to one less Saturday in March 2015 compared to March 2014. The total number of cruise visitors (by air and by ship) rose 9.5 percent to 23,522 visitors.
- In the first quarter of 2015, 35,667 visitors entered the islands aboard 21 out-of-state cruise ships. This was 19.1 percent fewer than the 44,100 visitors who came on 25 cruise ships in year-to-date 2014. There were 64,477 total cruise visitors in the first quarter of 2015, down 12.3 percent from the same period last year.

###

For more information, contact:

Angela Rodriguez
Director of Communications
Hawai'i Tourism Authority
(808) 973-2272
Angela@gohta.net

Daniel Nāho'opi'i
Director of Tourism Research
Hawai'i Tourism Authority
(808) 973-2264
Daniel@gohta.net

Dawn Hirai
Senior Vice President
Stryker Weiner & Yokota
(808) 523-8802/722-9445 (cell)
Dawn@strykerweiner.com

Julie Kaneko
Account Supervisor
Stryker Weiner & Yokota
(808) 523-8802/469-6846 (cell)
Julie@strykerweiner.com

TABLE 1. TOTAL VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	765,358	718,222	6.6	2,085,006	2,014,107	3.5
Domestic	517,298	479,338	7.9	1,369,374	1,316,188	4.0
International	248,060	238,884	3.8	715,632	697,919	2.5
VISITOR DAYS	6,830,415	6,448,130	5.9	20,086,188	19,423,799	3.4
AVERAGE DAILY CENSUS	220,336	208,004	5.9	223,180	215,820	3.4
TOTAL AIR SEATS	1,046,467	982,885	6.5	2,934,730	2,776,672	5.7
TOTAL LOAD FACTOR (%)	85.7	85.8	-0.2	83.7	85.2	-1.8
ISLANDS VISITED						
O'ahu	457,893	434,075	5.5	1,255,318	1,235,364	1.6
O'ahu only	355,255	334,288	6.3	947,990	930,845	1.8
O'ahu one day or less	19,426	17,854	8.8	53,671	52,734	1.8
Kaua'i	100,651	92,385	8.9	284,367	265,793	7.0
Kaua'i only	56,024	52,722	6.3	153,656	144,252	6.5
Kaua'i one day or less	11,633	8,108	43.5	30,224	23,823	26.9
Maui County	234,906	216,998	8.3	648,725	610,461	6.3
Maui	230,309	213,590	7.8	636,965	600,297	6.1
Maui only	154,023	143,719	7.2	407,613	382,184	6.7
Maui one day or less	13,420	11,915	12.6	41,705	36,951	12.9
Moloka'i *	7,076	4,567	54.9	20,195	14,525	39.0
Moloka'i only*	734	625	17.4	2,301	1,920	19.8
Moloka'i one day or less*	4,293	2,548	68.5	11,350	7,101	59.8
Lāna'i *	6,267	5,305	18.1	18,150	16,414	10.6
Lāna'i only*	765	780	-1.9	1,806	2,082	-13.2
Lāna'i one day or less*	4,174	2,476	68.6	11,876	8,136	46.0
Hawai'i Island	135,841	126,985	7.0	389,044	377,306	3.1
Kona side	115,417	107,883	7.0	330,402	320,175	3.2
Hilo side	48,611	43,122	12.7	138,580	129,819	6.7
Hawai'i Island only	73,283	66,796	9.7	197,339	186,662	5.7
Hawai'i Island one day or less	11,027	9,640	14.4	33,609	32,741	2.7
Any Neighbor Island	410,103	383,934	6.8	1,137,016	1,083,262	5.0
NI only	307,465	284,147	8.2	829,688	778,744	6.5
Oahu & NI	102,638	99,787	2.9	307,328	304,518	0.9
Any one island only	640,084	598,929	6.9	1,710,706	1,647,946	3.8
Multiple Islands	125,274	119,293	5.0	374,301	366,161	2.2
Avg. Islands Visited	1.23	1.22	0.4	1.25	1.25	0.2
Average Length of Stay in Hawai'i	8.92	8.98	-0.6	9.63	9.64	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	467,887	442,719	5.7	1,280,028	1,263,849	1.3
Hotel only	409,947	389,582	5.2	1,115,990	1,106,575	0.9
Plan to stay in Condo	146,658	138,737	5.7	394,256	380,431	3.6
Condo only	117,651	112,424	4.6	309,007	298,779	3.4
Plan to stay in Timeshare	66,011	63,371	4.2	178,754	170,747	4.7
Timeshare only	49,769	48,159	3.3	134,118	127,813	4.9
Cruise Ship	11,196	10,139	10.4	32,474	31,427	3.3
Friends/Relatives	69,870	64,281	8.7	192,055	178,946	7.3
Bed & Breakfast	9,486	6,886	37.7	28,201	22,681	24.3
Other	12,051	9,408	28.1	34,340	28,245	21.6

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	646,962	601,754	7.5	1,736,650	1,663,452	4.4
Honeymoon/Get Married	50,232	40,612	23.7	144,958	136,502	6.2
Honeymoon	44,486	35,632	24.8	130,529	121,895	7.1
Get Married	8,936	8,385	6.6	26,122	24,832	5.2
Pleasure/Vacation	603,579	566,081	6.6	1,609,896	1,541,939	4.4
Mtgs/Conventions/Incentive	43,951	45,536	-3.5	146,580	154,419	-5.1
Conventions	21,707	26,534	-18.2	76,214	89,704	-15.0
Corporate Meetings	9,541	8,491	12.4	27,151	28,564	-4.9
Incentive	15,131	13,087	15.6	49,368	43,715	12.9
Other Business	27,090	22,116	22.5	76,285	68,275	11.7
Visit Friends/Rel.	62,595	58,957	6.2	169,707	160,428	5.8
Govt/Military	11,325	7,981	41.9	27,266	20,908	30.4
Attend School	3,068	1,962	56.4	9,029	6,891	31.0
Sport Events	5,859	5,843	0.3	17,279	22,265	-22.4
TRAVEL STATUS						
First Timers (%)**	33.5	33.0	0.5	32.3	33.5	-1.2
Repeaters (%)**	66.5	67.0	-0.5	67.7	66.5	1.2
Average # of Trips	4.93	4.96	-0.6	5.17	5.05	2.3
Group Tour	57,047	64,100	-11.0	172,574	185,199	-6.8
Non-Group	708,311	654,122	8.3	1,912,432	1,828,909	4.6
Package Trip	235,213	229,733	2.4	641,115	663,458	-3.4
No Package	530,145	488,489	8.5	1,443,891	1,350,649	6.9
Net True Independent	518,585	476,076	8.9	1,408,943	1,320,111	6.7
Ave. Age	45	45	-1.3	46	46	-0.2
Ave. Party Size	2.23	2.22	0.7	2.15	2.12	1.4

** 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

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
DOMESTIC VISITORS	517,298	479,338	7.9	1,369,374	1,316,188	4.0
DOMESTIC VISITOR DAYS	4,823,233	4,574,533	5.4	14,203,698	13,879,093	2.3
DOMESTIC AVERAGE DAILY CENSUS	155,588	147,566	5.4	157,819	154,212	2.3
DOMESTIC AIR SEATS	712,929	649,323	9.8	1,956,910	1,795,104	9.0
DOMESTIC LOAD FACTOR (%)	88.3	89.8	-1.6	86.1	89.4	-3.7
ISLANDS VISITED						
O'ahu	249,542	235,233	6.1	653,857	653,098	0.1
O'ahu only	185,949	171,169	8.6	471,901	463,615	1.8
O'ahu one day or less	16,171	16,032	0.9	44,868	45,332	-1.0
Kaua'i	85,935	80,863	6.3	239,569	231,056	3.7
Kaua'i only	51,579	48,372	6.6	138,859	131,395	5.7
Kaua'i one day or less	6,923	4,945	40.0	18,542	15,340	20.9
Maui County	186,744	173,557	7.6	504,278	475,449	6.1
Maui	182,962	170,648	7.2	494,127	466,537	5.9
Maui only	129,852	119,927	8.3	339,003	313,345	8.2
Maui one day or less	6,799	5,855	16.1	18,944	17,811	6.4
Moloka'i *	5,676	3,459	64.1	16,828	11,629	44.7
Moloka'i only *	711	593	19.8	2,121	1,783	18.9
Moloka'i one day or less *	3,259	1,567	108.0	9,001	4,869	84.8
Lāna'i *	5,208	4,521	15.2	14,699	13,558	8.4
Lāna'i only *	733	760	-3.6	1,701	2,035	-16.4
Lāna'i one day or less *	3,268	2,002	63.3	9,149	6,231	46.8
Hawai'i Island	104,863	95,077	10.3	290,826	277,813	4.7
Kona side	90,571	83,143	8.9	252,205	242,479	4.0
Hilo side	34,707	30,247	14.7	96,744	90,780	6.6
Hawai'i Island only	64,691	57,334	12.8	174,447	161,213	8.2
Hawai'i Island one day or less	5,773	3,752	53.9	13,706	10,831	26.5
Any Neighbor Island	331,350	308,170	7.5	897,473	852,574	5.3
NI only	267,757	244,105	9.7	715,518	663,090	7.9
Oahu & NI	63,593	64,064	-0.7	181,955	189,483	-4.0
Any one island only	433,514	398,154	8.9	1,128,033	1,073,386	5.1
Multiple Islands	83,785	81,184	3.2	241,341	242,802	-0.6
Avg. Islands Visited	1.23	1.23	-0.4	1.25	1.26	-0.6
Average Length of Stay in Hawai'i	9.32	9.54	-2.3	10.37	10.54	-1.6
ACCOMMODATIONS						
Plan to stay in Hotel	281,835	262,210	7.5	733,882	718,889	2.1
Hotel only	237,825	220,042	8.1	610,174	595,071	2.5
Plan to stay in Condo	102,546	98,344	4.3	276,244	271,517	1.7
Condo only	81,610	78,159	4.4	215,575	210,896	2.2
Plan to stay in Timeshare	52,985	52,797	0.4	144,612	142,767	1.3
Timeshare only	40,150	40,313	-0.4	108,515	106,946	1.5
Cruise Ship	8,463	8,611	-1.7	25,725	27,144	-5.2
Friends/Relatives	63,284	55,541	13.9	171,673	156,880	9.4
Bed & Breakfast	7,287	5,808	25.5	21,730	18,530	17.3
Other	10,315	8,650	19.2	29,883	25,655	16.5

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	427,308	394,338	8.4	1,111,948	1,059,261	5.0
Honeymoon/Get Married	22,048	16,337	35.0	55,193	45,744	20.7
Honeymoon	18,124	13,009	39.3	46,666	37,269	25.2
Get Married	5,223	5,181	0.8	12,395	13,267	-6.6
Pleasure/Vacation	410,677	381,631	7.6	1,070,459	1,023,796	4.6
Mtgs/Conventions/Incentive	33,522	34,052	-1.6	103,701	116,650	-11.1
Conventions	18,112	19,784	-8.5	62,170	72,887	-14.7
Corporate Meetings	8,881	7,914	12.2	24,452	25,616	-4.5
Incentive	8,669	8,728	-0.7	22,408	25,000	-10.4
Other Business	24,769	20,199	22.6	70,305	61,089	15.1
Visit Friends/Rel.	56,006	50,529	10.8	149,975	140,705	6.6
Govt/Military	7,570	6,585	15.0	22,118	18,580	19.0
Attend School	1,460	1,516	-3.7	5,899	5,427	8.7
Sport Events	4,859	4,309	12.8	13,559	17,422	-22.2
TRAVEL STATUS						
First Timers (%)**	27.79	28.0	-0.2	25.96	26.8	-0.8
Repeaters (%)**	72.21	72.0	0.2	74.04	73.2	0.8
Average # of Trips	5.68	5.67	0.1	6.08	5.98	1.7
Group Tour	20,119	19,214	4.7	51,483	56,247	-8.5
Non-Group	497,180	460,125	8.1	1,317,891	1,259,941	4.6
Package Trip	101,883	95,359	6.8	252,684	255,632	-1.2
No Package	415,416	383,979	8.2	1,116,690	1,060,557	5.3
Net True Independent	408,746	377,496	8.3	1,099,559	1,042,494	5.5
Ave. Age of Party Head	46	47	-1.3	48	48	-0.8
Ave. Party Size	2.09	2.05	2.3	1.98	1.95	1.7

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
INTERNATIONAL VISITORS	248,060	238,884	3.8	715,632	697,919	2.5
INTERNATIONAL VISITOR DAYS	2,007,182	1,873,596	7.1	5,882,489	5,544,706	6.1
INTERNATIONAL AVERAGE DAILY CENSUS	64,748	60,439	7.1	65,361	61,608	6.1
INTERNATIONAL AIR SEATS	333,538	333,562	0.0	977,820	981,568	-0.4
INTERNATIONAL LOAD FACTOR (%)	80.2	78.2	2.6	79.0	77.6	1.8
ISLANDS VISITED						
O'ahu	208,352	198,842	4.8	601,461	582,266	3.3
O'ahu only	169,307	163,119	3.8	476,089	467,231	1.9
O'ahu one day or less	3,255	1,822	78.6	8,803	7,402	18.9
Kaua'i	14,716	11,521	27.7	44,798	34,737	29.0
Kaua'i only	4,445	4,349	2.2	14,796	12,857	15.1
Kaua'i one day or less	4,710	3,163	48.9	11,682	8,483	37.7
Maui County	48,162	43,441	10.9	144,447	135,012	7.0
Maui	47,346	42,942	10.3	142,838	133,760	6.8
Maui only	24,171	23,792	1.6	68,610	68,839	-0.3
Maui one day or less	6,621	6,060	9.3	22,762	19,140	18.9
Moloka'i *	1,400	1,108	26.3	3,367	2,896	16.3
Moloka'i only *	23	32	-27.2	180	137	31.4
Moloka'i one day or less *	1,034	981	5.4	2,349	2,232	5.3
Lāna'i *	1,059	784	35.0	3,451	2,855	20.9
Lāna'i only *	32	20	60.6	105	47	125.4
Lāna'i one day or less *	906	474	90.9	2,728	1,906	43.1
Hawai'i Island	30,977	31,908	-2.9	98,219	99,493	-1.3
Kona side	24,845	24,740	0.4	78,198	77,696	0.6
Hilo side	13,904	12,875	8.0	41,836	39,039	7.2
Hawai'i Island only	8,593	9,463	-9.2	22,892	25,449	-10.0
Hawai'i Island one day or less	5,254	5,888	-10.8	19,903	21,910	-9.2
Any Neighbor Island	78,753	75,765	3.9	239,543	230,688	3.8
NI only	39,708	40,042	-0.8	114,171	115,653	-1.3
Oahu & NI	39,045	35,722	9.3	125,372	115,035	9.0
Any one island only	206,570	200,775	2.9	582,673	574,560	1.4
Multiple Islands	41,490	38,109	8.9	132,959	123,359	7.8
Avg. Islands Visited	1.22	1.20	1.9	1.25	1.23	1.9
Average Length of Stay in Hawai'i	8.09	7.84	3.2	8.22	7.94	3.5
ACCOMMODATIONS						
Plan to stay in Hotel	186,051	180,509	3.1	546,146	544,960	0.2
Hotel only	172,122	169,541	1.5	505,816	511,504	-1.1
Plan to stay in Condo	44,112	40,393	9.2	118,012	108,914	8.4
Condo only	36,041	34,265	5.2	93,433	87,883	6.3
Plan to stay in Timeshare	13,027	10,573	23.2	34,142	27,980	22.0
Timeshare only	9,619	7,847	22.6	25,603	20,867	22.7
Cruise Ship	2,733	1,528	78.8	6,749	4,283	57.6
Friends/Relatives	6,586	8,741	-24.6	20,383	22,066	-7.6
Bed & Breakfast	2,199	1,079	103.9	6,470	4,152	55.8
Other	1,736	758	129.0	4,457	2,590	72.1

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	219,654	207,416	5.9	624,703	604,192	3.4
Honeymoon/Get Married	28,184	24,275	16.1	89,765	90,759	-1.1
Honeymoon	26,362	22,623	16.5	83,863	84,626	-0.9
Get Married	3,713	3,204	15.9	13,727	11,565	18.7
Pleasure/Vacation	192,901	184,450	4.6	539,437	518,143	4.1
Mtgs/Conventions/Incentive	10,429	11,484	-9.2	42,879	37,769	13.5
Conventions	3,595	6,750	-46.7	14,044	16,817	-16.5
Corporate Meetings	659	577	14.2	2,699	2,948	-8.4
Incentive	6,462	4,359	48.3	26,959	18,715	44.0
Other Business	2,321	1,918	21.0	5,980	7,186	-16.8
Visit Friends/Rel.	6,588	8,429	-21.8	19,732	19,723	0.0
Govt/Military	3,754	1,396	169.0	5,148	2,328	121.1
Attend School	1,608	446	260.7	3,131	1,464	113.8
Sport Events	1,000	1,534	-34.8	3,719	4,843	-23.2
TRAVEL STATUS						
First Timers (%)**	45.35	43.0	2.4	44.49	46.2	-1.7
Repeaters (%)**	54.65	57.0	-2.4	55.51	53.8	1.7
Average # of Trips	3.37	3.53	-4.5	3.42	3.31	3.4
Group Tour	36,928	44,887	-17.7	121,091	128,951	-6.1
Non-Group	211,132	193,997	8.8	594,541	568,968	4.5
Package Trip	133,331	134,374	-0.8	388,431	407,827	-4.8
No Package	114,729	104,510	9.8	327,201	290,092	12.8
Net True Independent	109,840	98,581	11.4	309,384	277,617	11.4
Ave. Age of Party Head	42	43	-1.5	43	42	0.9
Ave. Party Size	2.52	2.56	-1.6	2.47	2.45	1.1

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	303,827	268,236	13.3	787,333	722,987	8.9
Domestic	297,566	263,104	13.1	771,669	707,937	9.0
International	6,261	5,132	22.0	15,664	15,050	4.1
VISITOR DAYS	2,694,649	2,435,962	10.6	7,580,429	7,121,780	6.4
AVERAGE DAILY CENSUS	86,924	78,579	10.6	84,227	79,131	6.4
ISLANDS VISITED						
O'ahu	134,084	119,523	12.2	341,046	321,177	6.2
O'ahu only	108,284	94,994	14.0	271,879	252,244	7.8
O'ahu one day or less	6,578	6,204	6.0	17,768	17,193	3.3
Kaua'i	50,741	44,362	14.4	130,600	120,553	8.3
Kaua'i only	35,928	31,931	12.5	92,319	85,062	8.5
Kaua'i one day or less	3,035	1,969	54.2	7,373	5,785	27.4
Maui County	104,554	93,531	11.8	277,551	250,289	10.9
Maui	102,377	91,776	11.6	271,942	245,153	10.9
Maui only	81,504	72,747	12.0	213,807	191,279	11.8
Maui one day or less	3,951	2,454	61.0	9,270	7,328	26.5
Moloka'i *	2,713	1,714	58.2	8,557	5,668	51.0
Moloka'i only *	465	414	12.3	1,339	1,204	11.3
Moloka'i one day or less *	1,380	693	99.2	4,453	2,046	117.6
Lāna'i *	2,510	2,418	3.8	7,074	6,902	2.5
Lāna'i only *	460	519	-11.3	1,048	1,316	-20.4
Lāna'i one day or less *	1,417	950	49.1	4,248	3,114	36.4
Hawai'i Island	58,160	48,623	19.6	153,824	140,528	9.5
Kona side	51,415	43,402	18.5	135,617	124,768	8.7
Hilo side	17,215	13,159	30.8	44,630	38,741	15.2
Hawai'i Island only	42,055	35,170	19.6	110,393	99,055	11.4
Hawai'i Island one day or less	2,792	1,684	65.8	6,224	5,198	19.8
Any Neighbor Island	195,543	173,242	12.9	515,454	470,743	9.5
NI only	169,743	148,713	14.1	446,287	401,810	11.1
Oahu & NI	25,800	24,529	5.2	69,167	68,933	0.3
Any one island only	268,697	235,776	14.0	690,785	630,160	9.6
Multiple Islands	35,130	32,461	8.2	96,548	92,826	4.0
Avg. Islands Visited	1.15	1.15	0.4	1.16	1.16	-0.2
Average Length of Stay in Hawai'i	8.87	9.08	-2.3	9.63	9.85	-2.3
ACCOMMODATIONS						
Plan to stay in Hotel	153,745	134,229	14.5	390,633	358,946	8.8
Hotel only	131,226	114,078	15.0	331,557	302,807	9.5
Plan to stay in Condo	65,716	60,570	8.5	173,668	164,940	5.3
Condo only	53,819	49,892	7.9	140,528	133,674	5.1
Plan to stay in Timeshare	32,872	31,103	5.7	84,874	81,929	3.6
Timeshare only	25,521	24,260	5.2	65,722	63,341	3.8
Cruise Ship	3,221	2,553	26.1	7,528	6,735	11.8
Friends/Relatives	39,112	33,468	16.9	104,916	94,489	11.0
Bed & Breakfast	3,989	2,843	40.3	10,947	8,651	26.5
Other	5,953	4,986	19.4	17,299	14,486	19.4

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

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

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	252,710	221,463	14.1	644,225	585,205	10.1
Honeymoon/Get Married	11,546	8,236	40.2	28,319	22,837	24.0
Honeymoon	9,223	6,348	45.3	23,253	17,965	29.4
Get Married	2,952	2,917	1.2	7,016	7,468	-6.1
Pleasure/Vacation	244,074	215,215	13.4	623,137	567,658	9.8
Mtgs/Conventions/Incentive	16,287	14,548	12.0	48,789	49,492	-1.4
Conventions	8,684	7,992	8.7	29,976	30,334	-1.2
Corporate Meetings	4,633	3,970	16.7	12,172	12,652	-3.8
Incentive	3,880	3,650	6.3	8,973	9,585	-6.4
Other Business	15,109	12,923	16.9	42,731	38,464	11.1
Visit Friends/Rel.	34,025	30,570	11.3	89,513	83,906	6.7
Govt/Military	3,103	2,584	20.1	9,283	7,594	22.2
Attend School	737	889	-17.0	3,140	2,970	5.7
Sport Events	2,720	2,733	-0.5	8,431	10,152	-16.9
TRAVEL STATUS						
First Timers (%)**	19.3	18.4	0.8	17.3	17.1	0.2
Repeaters (%)**	80.7	81.6	-0.8	82.7	82.9	-0.2
Average # of Trips	6.74	6.91	-2.5	7.20	7.27	-0.9
Group Tour	7,220	6,438	12.1	16,829	17,701	-4.9
Non-Group	296,607	261,798	13.3	770,504	705,285	9.2
Package Trip	52,794	45,165	16.9	124,137	115,296	7.7
No Package	251,034	223,071	12.5	663,196	607,691	9.1
Net True Independent	247,277	220,269	12.3	655,229	600,396	9.1
Ave. Age	46	46	-1.2	47	48	-1.2
Ave. Party Size	2.15	2.08	3.3	2.04	1.99	2.5

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	170,013	165,745	2.6	456,258	455,623	0.1
Domestic	164,672	161,646	1.9	443,613	444,166	-0.1
International	5,341	4,099	30.3	12,645	11,457	10.4
VISITOR DAYS	1,612,967	1,597,803	0.9	5,003,175	5,007,875	-0.1
AVERAGE DAILY CENSUS	52,031	51,542	0.9	55,591	55,643	-0.1
ISLANDS VISITED						
O'ahu	95,056	93,385	1.8	247,953	256,828	-3.5
O'ahu only	64,141	61,020	5.1	156,547	160,119	-2.2
O'ahu one day or less	8,282	8,197	1.0	24,169	23,817	1.5
Kaua'i	29,322	29,607	-1.0	89,095	90,301	-1.3
Kaua'i only	12,528	13,107	-4.4	36,956	37,611	-1.7
Kaua'i one day or less	3,371	2,535	33.0	9,857	8,857	11.3
Maui County	64,119	61,028	5.1	180,072	173,030	4.1
Maui	62,886	60,116	4.6	176,538	170,076	3.8
Maui only	36,672	34,250	7.1	97,782	89,843	8.8
Maui one day or less	3,212	2,863	12.2	9,469	8,959	5.7
Moloka'i *	2,181	1,278	70.7	6,494	4,321	50.3
Moloka'i only *	194	120	61.1	607	424	43.2
Moloka'i one day or less *	1,376	646	113.0	3,744	2,080	80.0
Lāna'i *	2,045	1,839	11.2	5,994	5,778	3.7
Lāna'i only *	232	203	14.5	544	598	-9.1
Lāna'i one day or less *	1,363	807	69.0	3,790	2,674	41.8
Hawai'i Island	36,004	36,063	-0.2	104,593	104,895	-0.3
Kona side	30,184	30,607	-1.4	89,065	89,745	-0.8
Hilo side	14,157	13,454	5.2	41,234	39,814	3.6
Hawai'i Island only	16,787	17,067	-1.6	46,909	46,496	0.9
Hawai'i Island one day or less	2,809	1,802	55.9	6,282	5,171	21.5
Any Neighbor Island	105,873	104,725	1.1	299,711	295,503	1.4
NI only	74,958	72,360	3.6	208,305	198,794	4.8
Oahu & NI	30,915	32,365	-4.5	91,406	96,709	-5.5
Any one island only	130,554	125,767	3.8	339,344	335,090	1.3
Multiple Islands	39,460	39,979	-1.3	116,914	120,532	-3.0
Avg. Islands Visited	1.34	1.34	-0.2	1.38	1.39	-0.4
Average Length of Stay in Hawai'i	9.49	9.64	-1.6	10.97	10.99	-0.2
ACCOMMODATIONS						
Plan to stay in Hotel	105,473	102,857	2.5	274,678	280,689	-2.1
Hotel only	88,367	85,400	3.5	222,831	228,085	-2.3
Plan to stay in Condo	24,398	24,964	-2.3	71,419	72,168	-1.0
Condo only	17,347	17,850	-2.8	49,924	50,416	-1.0
Plan to stay in Timeshare	16,992	18,117	-6.2	50,104	50,420	-0.6
Timeshare only	12,373	13,480	-8.2	36,144	36,263	-0.3
Cruise Ship	4,953	5,103	-2.9	16,119	16,951	-4.9
Friends/Relatives	21,176	19,523	8.5	57,154	53,873	6.1
Bed & Breakfast	2,621	1,945	34.7	7,813	6,314	23.7
Other	3,433	2,873	19.5	10,033	8,857	13.3

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

TABLE 5. TOTAL US EAST VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	135,134	131,160	3.0	356,566	352,294	1.2
Honeymoon/Get Married	7,764	6,115	27.0	20,525	17,466	17.5
Honeymoon	6,553	4,956	32.2	17,914	14,684	22.0
Get Married	1,691	1,789	-5.5	4,181	4,495	-7.0
Pleasure/Vacation	129,168	126,284	2.3	341,069	338,582	0.7
Mtgs/Conventions/Incentive	14,411	16,929	-14.9	46,580	56,214	-17.1
Conventions	7,697	10,207	-24.6	27,348	35,857	-23.7
Corporate Meetings	3,525	3,355	5.1	10,370	10,631	-2.4
Incentive	4,204	4,404	-4.5	11,345	12,788	-11.3
Other Business	8,542	6,366	34.2	23,898	20,621	15.9
Visit Friends/Rel.	19,754	18,566	6.4	52,456	49,528	5.9
Govt/Military	4,160	3,845	8.2	11,892	10,321	15.2
Attend School	453	381	19.1	1,858	1,747	6.4
Sport Events	1,593	1,242	28.3	3,869	5,826	-33.6
TRAVEL STATUS						
First Timers (%)**	38.2	39.1	-0.9	35.7	37.0	-1.3
Repeaters (%)**	61.8	60.9	0.9	64.3	63.0	1.3
Average # of Trips	4.19	4.15	0.9	4.66	4.54	2.6
Group Tour	9,862	10,076	-2.1	25,328	29,454	-14.0
Non-Group	160,152	155,670	2.9	430,930	426,168	1.1
Package Trip	36,114	36,916	-2.2	92,910	100,105	-7.2
No Package	133,900	128,829	3.9	363,348	355,518	2.2
Net True Independent	131,247	125,994	4.2	356,141	347,527	2.5
Ave. Age	47	48	-1.1	49	49	-0.4
Ave. Party Size	2.01	1.99	0.9	1.88	1.87	0.5

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	127,400	135,127	-5.7	358,880	376,658	-4.7
Domestic	888	839	5.9	2,244	2,207	1.7
International	126,512	134,288	-5.8	356,636	374,451	-4.8
VISITOR DAYS	743,769	808,939	-8.1	2,081,546	2,186,491	-4.8
AVERAGE DAILY CENSUS	23,993	26,095	-8.1	23,128	24,294	-4.8
ISLANDS VISITED						
O'ahu	124,164	131,596	-5.6	350,627	366,922	-4.4
O'ahu only	110,629	114,903	-3.7	308,675	317,731	-2.9
O'ahu one day or less	1,099	875	25.6	2,748	3,271	-16.0
Kaua'i	2,132	2,195	-2.9	6,220	6,110	1.8
Kaua'i only	218	107	103.9	535	503	6.4
Kaua'i one day or less	1,316	1,616	-18.6	3,699	4,008	-7.7
Maui County	6,055	6,026	0.5	17,392	16,967	2.5
Maui	5,640	5,792	-2.6	16,760	16,337	2.6
Maui only	648	1,150	-43.6	1,765	2,340	-24.6
Maui one day or less	2,058	2,728	-24.6	6,529	7,581	-13.9
Moloka'i *	314	220	42.6	495	718	-31.0
Moloka'i only *	0	0	0.0	1	1	-2.1
Moloka'i one day or less *	166	220	-24.7	330	619	-46.7
Lāna'i *	322	20	1523.6	652	226	188.3
Lāna'i only *	0	0	0.0	34	1	2950.0
Lāna'i one day or less *	295	20	1389.6	558	142	292.3
Hawai'i Island	11,522	14,846	-22.4	34,201	44,215	-22.6
Kona side	8,236	9,785	-15.8	24,585	30,668	-19.8
Hilo side	4,590	6,978	-34.2	13,019	18,643	-30.2
Hawai'i Island only	1,886	2,030	-7.1	5,037	6,255	-19.5
Hawai'i Island one day or less	2,745	3,982	-31.1	8,739	12,013	-27.3
Any Neighbor Island	16,771	20,223	-17.1	50,204	58,927	-14.8
NI only	3,236	3,531	-8.4	8,253	9,736	-15.2
Oahu & NI	13,535	16,692	-18.9	41,951	49,191	-14.7
Any one island only	113,381	118,190	-4.1	316,047	326,832	-3.3
Multiple Islands	14,019	16,937	-17.2	42,832	49,826	-14.0
Avg. Islands Visited	1.13	1.14	-1.2	1.14	1.15	-1.2
Average Length of Stay in Hawai'i	5.84	5.99	-2.5	5.80	5.80	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	106,839	115,067	-7.2	309,288	331,786	-6.8
Hotel only	104,336	112,043	-6.9	301,408	323,923	-7.0
Plan to stay in Condo	15,083	15,845	-4.8	37,206	35,119	5.9
Condo only	13,196	13,730	-3.9	31,607	29,537	7.0
Plan to stay in Timeshare	5,710	5,334	7.1	13,945	12,579	10.9
Timeshare only	4,864	4,156	17.0	11,492	9,689	18.6
Cruise Ship	337	99	239.2	1,171	1,032	13.5
Friends/Relatives	1,422	1,372	3.6	4,120	3,623	13.7
Bed & Breakfast	62	109	-43.7	569	424	34.2
Other	511	364	40.6	1,295	461	180.9

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

TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	111,438	117,894	-5.5	301,393	322,491	-6.5
Honeymoon/Get Married	16,481	15,616	5.5	57,824	62,043	-6.8
Honeymoon	15,336	14,576	5.2	53,981	58,470	-7.7
Get Married	2,728	2,371	15.0	10,178	8,509	19.6
Pleasure/Vacation	95,819	103,054	-7.0	246,390	263,855	-6.6
Mtgs/Conventions/Incentive	5,523	3,420	61.5	22,696	13,567	67.3
Conventions	672	823	-18.4	2,190	2,155	1.6
Corporate Meetings	175	54	223.9	641	562	14.1
Incentive	4,782	2,544	88.0	20,036	11,096	80.6
Other Business	580	924	-37.2	1,530	2,055	-25.6
Visit Friends/Rel.	1,826	2,889	-36.8	6,448	6,409	0.6
Govt/Military	64	37	70.4	92	94	-1.7
Attend School	1,393	312	347.0	2,125	580	266.6
Sport Events	319	760	-57.9	1,738	3,005	-42.2
TRAVEL STATUS						
First Timers (%)**	44.7	41.3	3.4	42.3	43.7	-1.4
Repeaters (%)**	55.3	58.7	-3.4	57.7	56.3	1.4
Average # of Trips	3.57	3.83	-6.7	3.76	3.61	4.1
Group Tour	27,604	35,391	-22.0	89,530	95,105	-5.9
Non-Group	99,796	99,736	0.1	269,350	281,553	-4.3
Package Trip	93,314	101,042	-7.6	266,255	293,830	-9.4
No Package	34,086	34,085	0.0	92,625	82,828	11.8
Net True Independent	30,788	30,878	-0.3	79,111	75,254	5.1
Ave. Age	41	42	-3.4	42	41	0.6
Ave. Party Size	2.74	2.83	-3.1	2.63	2.61	0.6

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	77,237	74,054	4.3	214,835	210,454	2.1
Domestic	25,555	28,271	-9.6	65,840	77,379	-14.9
International	51,682	45,783	12.9	148,995	133,075	12.0
VISITOR DAYS	984,376	928,338	6.0	2,919,746	2,839,005	2.8
AVERAGE DAILY CENSUS	31,754	29,946	6.0	32,442	31,544	2.8
ISLANDS VISITED						
O'ahu	27,913	24,822	12.5	79,744	74,759	6.7
O'ahu only	19,471	16,698	16.6	54,219	49,671	9.2
O'ahu one day or less	1,241	1,135	9.3	3,347	3,776	-11.4
Kaua'i	10,416	10,490	-0.7	31,651	31,296	1.1
Kaua'i only	6,056	6,123	-1.1	17,345	17,121	1.3
Kaua'i one day or less	1,209	874	38.4	3,251	2,268	43.3
Maui County	38,577	39,053	-1.2	106,899	108,324	-1.3
Maui	38,322	38,877	-1.4	105,988	107,705	-1.6
Maui only	30,171	31,187	-3.3	81,058	82,285	-1.5
Maui one day or less	1,422	1,354	5.0	3,602	3,537	1.8
Moloka'i *	675	373	81.0	2,131	1,653	28.9
Moloka'i only *	47	63	-25.2	283	222	27.9
Moloka'i one day or less *	406	161	151.6	1,046	786	33.1
Lāna'i *	582	379	53.4	1,893	1,737	9.0
Lāna'i only *	51	35	47.3	124	71	75.7
Lāna'i one day or less *	438	212	106.8	1,303	989	31.7
Hawai'i Island	16,124	14,184	13.7	45,116	43,009	4.9
Kona side	14,857	13,372	11.1	41,781	39,890	4.7
Hilo side	5,010	3,653	37.2	13,511	12,826	5.3
Hawai'i Island only	9,917	8,997	10.2	26,568	25,598	3.8
Hawai'i Island one day or less	529	457	15.8	1,410	1,654	-14.7
Any Neighbor Island	57,766	57,356	0.7	160,616	160,783	-0.1
NI only	49,324	49,232	0.2	135,091	135,695	-0.4
Oahu & NI	8,442	8,124	3.9	25,525	25,088	1.7
Any one island only	65,713	63,103	4.1	179,597	174,968	2.6
Multiple Islands	11,524	10,951	5.2	35,238	35,487	-0.7
Avg. Islands Visited	1.22	1.20	1.2	1.24	1.24	0.4
Average Length of Stay in Hawai'i	12.74	12.54	1.7	13.59	13.49	0.7
ACCOMMODATIONS						
Plan to stay in Hotel	32,816	31,350	4.7	89,269	89,340	-0.1
Hotel only	24,334	24,309	0.1	66,664	67,837	-1.7
Plan to stay in Condo	32,604	32,143	1.4	88,019	88,850	-0.9
Condo only	27,529	27,699	-0.6	72,678	73,935	-1.7
Plan to stay in Timeshare	8,218	7,027	16.9	22,398	20,194	10.9
Timeshare only	5,372	5,026	6.9	15,129	14,445	4.7
Cruise Ship	1,513	1,066	41.9	3,658	3,069	19.2
Friends/Relatives	2,793	3,081	-9.3	10,301	9,784	5.3
Bed & Breakfast	945	745	26.9	4,110	3,284	25.2
Other	812	658	23.3	2,720	2,094	29.9

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

TABLE 7. TOTAL CANADA VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	73,271	70,069	4.6	200,792	197,547	1.6
Honeymoon/Get Married	1,855	1,206	53.9	5,283	4,480	17.9
Honeymoon	1,509	936	61.3	4,415	3,550	24.4
Get Married	495	472	5.0	1,309	1,399	-6.4
Pleasure/Vacation	72,095	69,228	4.1	197,097	194,216	1.5
Mtgs/Conventions/Incentive	3,368	2,231	50.9	11,005	9,880	11.4
Conventions	2,513	1,326	89.4	8,657	6,764	28.0
Corporate Meetings	484	402	20.3	1,226	2,010	-39.0
Incentive	528	789	-33.1	1,474	1,800	-18.1
Other Business	1,110	586	89.5	2,439	1,965	24.1
Visit Friends/Rel.	2,262	2,232	1.3	7,323	7,455	-1.8
Govt/Military	170	291	-41.4	627	513	22.0
Attend School	186	133	39.7	439	378	16.2
Sport Events	993	881	12.8	2,111	1,789	18.0
TRAVEL STATUS						
First Timers (%)**	28.7	28.1	0.6	28.7	29.8	-1.1
Repeaters (%)**	71.3	71.9	-0.6	71.3	70.2	1.1
Average # of Trips	4.19	4.29	-2.5	4.30	4.15	3.7
Group Tour	2,609	1,841	41.8	6,059	5,143	17.8
Non-Group	74,628	72,214	3.3	208,776	205,312	1.7
Package Trip	15,600	16,125	-3.3	41,505	44,595	-6.9
No Package	61,637	57,929	6.4	173,330	165,860	4.5
Net True Independent	60,780	57,494	5.7	171,576	164,445	4.3
Ave. Age	49	50	-0.7	50	50	0.1
Ave. Party Size	2.47	2.46	0.3	2.23	2.22	0.5

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	MARCH			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
VISITOR DAYS	163,137	171,457	-4.9	475,705	555,164	-14.3
TOTAL VISITORS	23,522	21,473	9.5	64,477	73,513	-12.3
ARRIVED BY SHIP	14,698	10,592	38.8	35,667	44,100	-19.1
ARRIVED BY AIR	8,824	10,881	-18.9	28,810	29,413	-2.1
NUMBER OF SHIP ARRIVALS	8	5	60.0	21	25	-16.0
ISLANDS VISITED						
O'ahu	22,012	20,567	7.0	62,966	72,606	-13.3
Kaua'i	19,689	18,811	4.7	52,625	67,331	-21.8
Maui County	21,931	18,988	15.5	60,081	68,559	-12.4
Maui	21,931	18,988	15.5	60,081	68,559	-12.4
Moloka'i	218	151	43.8	595	783	-24.1
Lāna'i	476	236	101.8	1,111	1,323	-16.1
Hawai'i Island	23,096	20,531	12.5	58,871	70,613	-16.6
Average Islands Visited	3.7	3.69	0.7	3.7	3.83	-4.2
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	0.94	1.35	-30.2	1.13	1.02	10.8
Days in Hawai'i during Cruise	4.80	5.30	-9.5	5.05	5.16	-2.1
Days in Hawai'i after Cruise	1.19	1.33	-10.5	1.20	1.37	-12.9
Total days in Hawai'i	6.94	7.98	-13.1	7.38	7.55	-2.3
ACCOMMODATIONS						
Hotel	9,697	10,893	-11.0	29,824	33,986	-12.2
Hotel only	8,470	9,374	-9.6	26,373	28,911	-8.8
Condo	914	987	-7.3	2,780	3,706	-25.0
Condo only	229	195	17.3	750	821	-8.7
Timeshare	488	801	-39.0	1,721	2,633	-34.6
Timeshare Only	91	343	-73.4	517	909	-43.1
Bed & Breakfast	113	156	-27.4	460	534	-13.9
Bed & Breakfast only	36	31	16.5	86	99	-13.8
Friends & relatives	442	668	-33.9	1,369	1,969	-30.5
Other accommodation	786	824	-4.6	2,235	3,447	-35.2
Accommodation (NET)	10,865	12,287	-11.6	33,774	38,986	-13.4
Cruise only	12,657	9,186	37.8	30,703	34,527	-11.1
TRAVEL STATUS						
% First timers	41.3	44.6	-3.2	43.4	40.7	2.7
% Repeat visitors	58.7	55.4	3.2	56.6	59.3	-2.7

Source: Hawai'i Tourism Authority

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

March	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
Total Seats	1,046,467	982,885	6.5	687,374	669,890	2.6	218,014	184,956	17.9	79,656	68,451	16.4	3,388	3,424	-1.1	58,035	56,164	3.3
Scheduled	1,041,757	975,254	6.8	682,664	662,259	3.1	218,014	184,956	17.9	79,656	68,451	16.4	3,388	3,424	-1.1	58,035	56,164	3.3
Charters	4,710	7,631	-38.3	4,710	7,631	-38.3												
Domestic	712,929	649,323	9.8	395,151	375,074	5.4	188,331	158,053	19.2	73,418	62,002	18.4	3,388	3,424	-1.1	52,641	50,770	3.7
Scheduled	708,513	644,355	10.0	390,735	370,106	5.6	188,331	158,053	19.2	73,418	62,002	18.4	3,388	3,424	-1.1	52,641	50,770	3.7
Charters	4,416	4,968	-11.1	4,416	4,968	-11.1												
US West	629,607	571,786	10.1	329,139	306,693	7.3	171,021	148,897	14.9	73,418	62,002	18.4	3,388	3,424	-1.1	52,641	50,770	3.7
...Anchorage	7,987	7,850	1.7	4,564	4,867	-6.2	2,119	2,198	-3.6	1,304	785	66.1						
...Bellingham	7,335	10,855	-32.4	4,401	6,134	-28.3	2,934	4,721	-37.9									
...Boise	0	1,140	-100.0	0	1,140	-100.0												
...Denver	20,349	12,922	57.5	10,664	5,642	89.0	5,070	5,460	-7.1	3,887	910	327.1			728	910	-20.0	
...Las Vegas	25,009	25,242	-0.9	25,009	25,242	-0.9												
...Los Angeles	207,886	195,970	6.1	112,973	102,445	10.3	47,097	45,581	3.3	24,069	22,834	5.4	3,388	3,424	-1.1	20,359	21,686	-6.1
...Oakland	29,750	29,874	-0.4	10,311	12,425	-17.0	13,082	12,582	4.0	4,075	2,826	44.2				2,282	2,041	11.8
...Phoenix	46,833	46,789	0.1	23,419	24,179	-3.1	11,064	9,880	12.0	6,650	6,840	-2.8				5,700	5,890	-3.2
...Portland	32,097	31,251	2.7	14,167	13,981	1.3	9,943	9,577	3.8	5,053	4,867	3.8				2,934	2,826	3.8
...Sacramento	13,082	12,896	1.4	8,029	8,029	0.0	5,053	4,867	3.8									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	22,643	20,575	10.1	13,515	13,667	-1.1	5,053	4,867	3.8	1,956	0	NA				2,119	2,041	3.8
...San Francisco	98,453	81,780	20.4	48,200	45,198	6.6	31,879	17,734	79.8	12,732	13,206	-3.6				5,642	5,642	0.0
...San Jose	30,076	22,159	35.7	10,800	4,710	129.3	13,082	12,582	4.0	3,423	2,041	67.7				2,771	2,826	-1.9
...Seattle	80,016	63,480	26.0	34,996	30,031	16.5	24,645	18,848	30.8	10,269	7,693	33.5				10,106	6,908	46.3
...Spokane	0	912	-100.0	0	912	-100.0												
US East	78,906	72,569	8.7	61,596	63,413	-2.9	17,310	9,156	89.1									
...Atlanta	9,083	9,223	-1.5	9,083	9,223	-1.5												
...Chicago	16,856	10,664	58.1	10,664	10,664	0.0	6,192	0	NA									
...Dallas	25,506	22,672	12.5	14,388	13,516	6.5	11,118	9,156	21.4									
...Houston	8,893	10,664	-16.6	8,893	10,664	-16.6												
...New York JFK	6,468	6,762	-4.3	6,468	6,762	-4.3												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C.	4,598	5,082	-9.5	4,598	5,082	-9.5												

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

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

March	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
International	333,538	333,562	0.0	292,223	294,816	-0.9	29,683	26,903	10.3	6,238	6,449	-3.3	0	0	NA	5,394	5,394	0.0
Scheduled	333,244	330,899	0.7	291,929	292,153	-0.1	29,683	26,903	10.3	6,238	6,449	-3.3				5,394	5,394	0.0
Charters	294	2,663	-89.0	294	2,663	-89.0												
Japan	164,995	178,875	-7.8	164,995	178,875	-7.8												
...Fukuoka	6,780	15,035	-54.9	6,780	15,035	-54.9												
...Nagoya	18,613	19,065	-2.4	18,613	19,065	-2.4												
...Osaka	32,829	30,256	8.5	32,829	30,256	8.5												
...Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
...Tokyo-HND	27,807	28,021	-0.8	27,807	28,021	-0.8												
...Tokyo-NRT	75,599	83,131	-9.1	75,599	83,131	-9.1												
Canada	64,824	56,790	14.1	23,509	18,044	30.3	29,683	26,903	10.3	6,238	6,449	-3.3				5,394	5,394	0.0
...Calgary	9,180	9,387	-2.2	1,863	1,863	0.0	7,317	7,524	-2.8									
...Edmonton	2,898	3,105	-6.7				2,898	3,105	-6.7									
...Toronto	2,520	0	NA	2,520	0	NA												
...Vancouver	49,682	43,754	13.5	18,582	15,637	18.8	19,468	16,274	19.6	6,238	6,449	-3.3				5,394	5,394	0.0
...Victoria	544	544	0.0	544	544	0.0												
Other Asia	38,158	41,277	-7.6	38,158	41,277	-7.6												
...Beijing	7,140	3,350	113.1	7,140	3,350	113.1												
...Seoul	23,833	26,326	-9.5	23,833	26,326	-9.5												
...Shanghai	4,422	5,016	-11.8	4,422	5,016	-11.8												
...Taipei	2,763	6,585	-58.0	2,763	6,585	-58.0												
Oceania	40,173	31,949	25.7	40,173	31,949	25.7												
...Auckland	7,098	7,098	0.0	7,098	7,098	0.0												
...Brisbane	8,322	3,367	147.2	8,322	3,367	147.2												
...Melbourne	3,939	2,424	62.5	3,939	2,424	62.5												
...Sydney	20,814	19,060	9.2	20,814	19,060	9.2												
Other	25,094	22,008	14.0	25,094	22,008	14.0												
...Apia	656	656	0.0	656	656	0.0												
...Christmas	488	488	0.0	488	488	0.0												
...Guam	10,664	10,784	-1.1	10,664	10,784	-1.1												
...Majuro	2,015	2,015	0.0	2,015	2,015	0.0												
...Manila	6,644	3,432	93.6	6,644	3,432	93.6												
...Nadi	826	832	-0.7	826	832	-0.7												
...Pago Pago	2,331	2,331	0.0	2,331	2,331	0.0												
...Papeete	1,470	1,470	0.0	1,470	1,470	0.0												

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

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

YTD March	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
Total Seats	2,934,730	2,776,672	5.7	1,956,754	1,920,016	1.9	594,526	499,243	19.1	208,581	187,883	11.0	7,854	10,356	-24.2	167,015	159,174	4.9
Scheduled	2,919,243	2,755,562	5.9	1,941,267	1,898,906	2.2	594,526	499,243	19.1	208,581	187,883	11.0	7,854	10,356	-24.2	167,015	159,174	4.9
Charters	15,487	21,110	-26.6	15,487	21,110	-26.6												
Domestic	1,956,910	1,795,104	9.0	1,098,691	1,050,098	4.6	508,832	421,656	20.7	190,178	169,480	12.2	7,854	10,356	-24.2	151,355	143,514	5.5
Scheduled	1,944,214	1,781,028	9.2	1,085,995	1,036,022	4.8	508,832	421,656	20.7	190,178	169,480	12.2	7,854	10,356	-24.2	151,355	143,514	5.5
Charters	12,696	14,076	-9.8	12,696	14,076	-9.8												
US West	1,725,493	1,575,711	9.5	905,406	852,723	6.2	470,700	399,638	17.8	190,178	169,480	12.2	7,854	10,356	-24.2	151,355	143,514	5.5
...Anchorage	21,027	22,294	-5.7	10,432	14,130	-26.2	6,357	6,123	3.8	4,238	2,041	107.6						
...Bellingham	17,115	28,958	-40.9	8,802	16,406	-46.3	8,313	12,552	-33.8									
...Boise	0	2,954	-100.0	0	2,954	-100.0												
...Denver	52,345	34,944	49.8	30,960	17,472	77.2	12,168	12,740	-4.5	6,188	2,366	161.5				3,029	2,366	28.0
...Las Vegas	72,751	72,995	-0.3	72,751	72,995	-0.3												
...Los Angeles	570,216	534,598	6.7	313,499	287,329	9.1	130,727	118,805	10.0	61,400	57,466	6.8	7,854	10,356	-24.2	56,736	60,642	-6.4
...Oakland	83,621	81,639	2.4	29,667	32,895	-9.8	37,980	34,614	9.7	9,617	8,164	17.8				6,357	5,966	6.6
...Phoenix	126,074	121,350	3.9	60,670	60,930	-0.4	29,494	25,270	16.7	19,380	19,380	0.0				16,530	15,770	4.8
...Portland	91,986	89,731	2.5	41,130	40,590	1.3	27,873	26,847	3.8	14,670	14,130	3.8				8,313	8,164	1.8
...Sacramento	37,980	37,440	1.4	23,310	23,310	0.0	14,670	14,130	3.8									
...Salt Lake City	23,490	23,490	0.0	23,490	23,490	0.0												
...San Diego	62,157	59,116	5.1	39,174	39,020	0.4	14,670	14,130	3.8	1,956	0	NA				6,357	5,966	6.6
...San Francisco	257,400	221,484	16.2	126,358	122,338	3.3	78,934	45,093	75.0	35,728	37,673	-5.2				16,380	16,380	0.0
...San Jose	85,414	61,139	39.7	31,623	12,395	155.1	37,980	34,614	9.7	7,498	5,966	25.7				8,313	8,164	1.8
...Seattle	223,917	180,625	24.0	93,540	83,515	12.0	71,534	54,720	30.7	29,503	22,294	32.3				29,340	20,096	46.0
...Spokane	0	2,954	-100.0	0	2,954	-100.0												
US East	218,721	205,317	6.5	180,589	183,299	-1.5	38,132	22,018	73.2									
...Atlanta	26,370	26,805	-1.6	26,370	26,805	-1.6												
...Chicago	41,624	33,562	24.0	30,960	33,562	-7.8	10,664	0	NA									
...Dallas	69,324	61,258	13.2	41,856	39,240	6.7	27,468	22,018	24.8									
...Houston	29,189	30,960	-5.7	29,189	30,960	-5.7												
...New York JFK	23,174	21,756	6.5	23,174	21,756	6.5												
...Newark	21,538	21,780	-1.1	21,538	21,780	-1.1												
...Washington D.C.	7,502	9,196	-18.4	7,502	9,196	-18.4												

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

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

YTD March	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
International	977,820	981,568	-0.4	858,063	869,918	-1.4	85,694	77,587	10.4	18,403	18,403	0.0	0	0	NA	15,660	15,660	0.0
Scheduled	975,029	974,534	0.1	855,272	862,884	-0.9	85,694	77,587	10.4	18,403	18,403	0.0	0	0	NA	15,660	15,660	0.0
Charters	2,791	7,034	-60.3	2,791	7,034	-60.3												
Japan	479,877	516,820	-7.1	479,877	516,820	-7.1												
...Fukuoka	20,089	43,650	-54.0	20,089	43,650	-54.0												
...Nagoya	54,220	55,350	-2.0	54,220	55,350	-2.0												
...Osaka	95,310	87,840	8.5	95,310	87,840	8.5												
...Sapporo	9,842	10,101	-2.6	9,842	10,101	-2.6												
...Tokyo-HND	81,098	81,404	-0.4	81,098	81,404	-0.4												
...Tokyo-NRT	219,318	238,475	-8.0	219,318	238,475	-8.0												
Canada	186,869	163,860	14.0	67,112	52,210	28.5	85,694	77,587	10.4	18,403	18,403	0.0				15,660	15,660	0.0
...Calgary	26,907	27,118	-0.8	5,382	5,382	0.0	21,525	21,736	-1.0									
...Edmonton	8,073	8,073	0.0				8,073	8,073	0.0									
...Toronto	6,440	0	NA	6,440	0	NA												
...Vancouver	143,817	126,901	13.3	53,658	45,060	19.1	56,096	47,778	17.4	18,403	18,403	0.0				15,660	15,660	0.0
...Victoria	1,632	1,768	-7.7	1,632	1,768	-7.7												
Other Asia	113,562	131,012	-13.3	113,562	131,012	-13.3												
...Beijing	21,837	8,161	167.6	21,837	8,161	167.6												
...Seoul	70,388	85,989	-18.1	70,388	85,989	-18.1												
...Shanghai	13,662	17,414	-21.5	13,662	17,414	-21.5												
...Taipei	7,675	19,448	-60.5	7,675	19,448	-60.5												
Oceania	120,080	98,760	21.6	120,080	98,760	21.6												
...Auckland	21,234	20,766	2.3	21,234	20,766	2.3												
...Brisbane	25,893	10,101	156.3	25,893	10,101	156.3												
...Melbourne	11,211	9,696	15.6	11,211	9,696	15.6												
...Sydney	61,742	58,197	6.1	61,742	58,197	6.1												
Other	74,641	64,082	16.5	74,641	64,082	16.5												
...Apia	2,466	2,132	15.7	2,466	2,132	15.7												
...Christmas	1,464	1,586	-7.7	1,464	1,586	-7.7												
...Guam	30,960	31,316	-1.1	30,960	31,316	-1.1												
...Majuro	5,890	6,045	-2.6	5,890	6,045	-2.6												
...Manila	20,642	10,032	105.8	20,642	10,032	105.8												
...Nadi	1,816	2,156	-15.8	1,816	2,156	-15.8												
...Pago Pago	6,993	6,993	0.0	6,993	6,993	0.0												
...Papeete	4,410	3,822	15.4	4,410	3,822	15.4												

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