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Hawaii Visitor Arrivals Set New Record for March Visitor Expenditures Comparable to a Year Ago

HONOLULU – Total visitor arrivals to the Hawaiian Islands in March 2016 set a new record for the month with 786,262 visitors representing a small increase (+0.8%) from the prior year, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total visitor days¹ were up slightly (+0.6%) from March 2015.

Visitor arrivals on airlines increased (+1.8% to 779,388), with growth reported from U.S. West (+4.2% to 316,591), U.S. East (+4% to 176,894) and international markets (+6.8% to 92,413) other than Japan and Canada. Arrivals declined from Japan (-0.7% to 126,943) and Canada (-13.8% to 66,548).

Visitor arrivals by cruise ships dropped (-53.2% to 6,874) in March 2016, as five ships came to the islands versus eight ships in March 2015. In addition, the Hawai'i home-ported cruise ship was in dry dock for refurbishment the first two weeks of March, resulting in two voyages not being offered that would have attracted about 4,000 visitors by air to Hawai'i to tour the islands.

Total visitor expenditures of \$1.3 billion (+0.3%) in March 2016 was comparable to a year ago. Visitor expenditures increased from U.S. West (+4% to \$451.6 million), U.S. East (+1.2% to \$303.2 million) and international markets (+12.1% to \$220.7 million) other than Japan and Canada. Visitor expenditures declined from Japan (-5.6% to \$156.7 million) and Canada (-18.6% to \$132.3 million).

Statewide average daily spending of \$183 per person in March 2016 was virtually unchanged from March 2015, as higher spending by visitors from other international markets balanced lower spending by visitors from U.S. East, Japan and Canada markets.

Among the four larger Hawaiian Islands, O'ahu visitor arrivals (-0.8%) and visitor expenditures (-0.5%) declined slightly in March 2016 compared to the year prior. Maui visitor arrivals (+1%) and visitor expenditures (+4.3%) both increased this March. Hawai'i Island had a small drop in visitor arrivals (-1.1%), but experienced a gain in visitor expenditures (+1.1%) for the month. Kaua'i recorded decreases in both visitor arrivals (-3.5%) and visitor expenditures (-4.3%) in March 2016.

More visitors stayed exclusively on the islands of Maui (+8.1%), Kaua'i (+6.5%), and Hawai'i Island (+4.6%), while fewer visitors went to multiple islands (-6.3%) than a year ago.

There was a slight growth in total air seats (+0.7% to 1,058,805) to the Hawaiian Islands. Scheduled seats increased from Other Asia (+20.1%), Canada (+9.6%), U.S. East (+6%) and Oceania (+3.8%), offsetting a drop in seats from Japan (-8.4%).

¹ Aggregate number of days stayed by all visitors.

Year-to-Date 2016

In the first quarter of 2016, total visitor arrivals (+3.6% to 2,196,052) and visitor expenditures (+2.6% to \$4 billion) exceeded the same period last year. There were more visitors from U.S. West (+5.9%), U.S. East (+7.8%), Japan (+2%) and all other international markets (+9.1%), which offset the decline in arrivals from Canada (-12.2%).

Gains in visitor expenditures from U.S. West (+7.4% to \$1.3 billion), U.S. East (+5.4% to \$1 billion) and other international markets (+12.5% to \$736 million) offset losses from Canada (-19.3% to \$407 million) and Japan (-5.1% to \$477 million).

Visitor arrivals in first quarter 2016 increased on O'ahu (+3.5%), Maui (+2%) and Hawai'i Island (+1.1%), but declined on Kaua'i (-1.6%) compared to the first quarter of 2015.

First quarter visitor expenditures increased year-over-year on Maui (+5.2% to \$1.3 billion) and Hawai'i Island (+10.3% to \$564.7 million). O'ahu's results (+0.4% to \$1.7 billion) were comparable to a year ago, while Kaua'i (-1.5% to \$414.4 million) experienced a loss.

Other Highlights:

- **U.S. West:** In March 2016, visitor arrivals from the Pacific region increased (+6.1%), with growth from California (+7.8%) and Washington (+7.3%). Arrivals from the Mountain region declined (-2.3%), with more visitors coming from Arizona (+1%) but fewer visitors from Colorado (-4.4%) and Utah (-3%). Through the first quarter of 2016, arrivals increased from both the Pacific region (+6.5%) and Mountain region (+2.4%).
- **U.S. East:** In March 2016, growth in visitor arrivals from the South Atlantic (+9.7%), East North Central (+8.2%), Mid Atlantic (+6.1%) and New England (+1.2%) regions offset declines from the East South Central (-3.5%) and West South Central (-1.4%) regions. For the first quarter of 2016, arrivals from all U.S. East regions increased year-over-year, highlighted by growth from the two largest regions, South Atlantic (+13%) and East North Central (+5.6%).
- **Japan:** In March 2016, more visitors from Japan made their own travel arrangements (+22.4% to 37,791) compared to March 2015, while visitors who purchased packaged trips (-9%) and group tours (-7.9%) declined. March marked the 11th straight month of double-digit growth in independent travelers from Japan.
- **Canada:** Canada's economic slowdown continued to impact travel bookings to Hawai'i, as March 2016 marked the third consecutive month of declines in visitor arrivals and visitor expenditures.
- **MCI:** Fewer visitors (-12.4% to 38,530) came to Hawai'i for meetings, conventions and incentives (MCI) in March 2016, with declines in all three segments: convention (-16.9% to 18,060), corporate meetings (-22.7% to 7,368) and incentives (-3.8% to 14,580). The loss in MCI visitors were mainly from the U.S. West (-21.2% to 12,833) and U.S. East (-20.7% to 11,427). In contrast, MCI visitors from Japan (+27.7% to 7,072) rose significantly, boosted by incentive visitors, which has increased over the last 14 months. For the first quarter of 2016, total MCI visitors increased (+4.3% to 151,909) versus the year prior.
- **Honeymoon:** Visitors coming to Hawai'i for honeymoons declined (-14.6% to 37,365) in March 2016 compared to the year prior. March is typically a slower month for honeymoon visitors in Hawai'i. While the number of Japanese honeymoon visitors was comparable to last year (+0.3% to 15,424) there were significantly fewer honeymooners from U.S. West (-35.5% to 5,951), U.S. East (-30.4% to 4,562) and Canada (-51% to 740). For the first quarter of 2016, honeymoon visitors declined (-14.2% to 111,303) from the same period last year.

March 2016 Arrivals at a Glance

CATEGORY AND MMA	2016P	2015P	% CHANGE	YTD 2016P	YTD 2015P	% CHANGE
TOTAL EXPENDITURES (\$mil.)	1,267.2	1,263.3	0.3	3,982.8	3,880.4	2.6
Total by air	1,264.6	1,259.4	0.4	3,974.2	3,870.6	2.7
U.S. West	451.6	434.2	4.0	1,320.3	1,228.8	7.4
U.S. East	303.2	299.7	1.2	1,033.8	980.7	5.4
Japan	156.7	166.1	-5.6	477.0	502.4	-5.1
Canada	132.3	162.5	-18.6	407.0	504.2	-19.3
All Others	220.7	196.9	12.1	736.0	654.4	12.5
Visitor arrivals by cruise ships	2.6	3.8	-31.2	8.6	9.8	-12.0
TOTAL VISITOR DAYS	6,938,653	6,898,994	0.6	20,700,139	20,257,827	2.2
Total by air	6,909,818	6,833,658	1.1	20,605,822	20,100,773	2.5
U.S. West	2,792,149	2,694,649	3.6	7,840,095	7,580,429	3.4
U.S. East	1,662,571	1,612,967	3.1	5,292,994	5,003,175	5.8
Japan	734,294	746,025	-1.6	2,061,713	2,055,374	0.3
Canada	858,663	984,376	-12.8	2,589,071	2,919,746	-11.3
All Others	862,141	795,641	8.4	2,821,948	2,542,049	11.0
Visitor arrivals by cruise ships	28,835	65,335	-55.9	94,317	157,055	-39.9
VISITOR ARRIVALS	786,262	780,056	0.8	2,196,052	2,120,673	3.6
Total by air	779,388	765,358	1.8	2,173,346	2,085,006	4.2
U.S. West	316,591	303,827	4.2	833,991	787,333	5.9
U.S. East	176,894	170,013	4.0	492,069	456,258	7.8
Japan	126,943	127,787	-0.7	361,523	354,273	2.0
Canada	66,548	77,237	-13.8	188,695	214,835	-12.2
All Others	92,413	86,493	6.8	297,068	272,308	9.1
Visitor arrivals by cruise ships	6,874	14,698	-53.2	22,707	35,667	-36.3
AVERAGE LENGTH OF STAY	8.82	8.84	-0.2	9.43	9.55	-1.3
Total by air	8.87	8.93	-0.7	9.48	9.64	-1.7
U.S. West	8.82	8.87	-0.6	9.40	9.63	-2.4
U.S. East	9.40	9.49	-0.9	10.76	10.97	-1.9
Japan	5.78	5.84	-0.9	5.70	5.80	-1.7
Canada	12.90	12.74	1.2	13.72	13.59	1.0
All Others	9.33	9.20	1.4	9.50	9.34	1.8
Visitor arrivals by cruise ships	4.19	4.45	-5.6	4.15	4.40	-5.7
PER PERSON PER DAY SPENDING (\$)	182.6	183.1	-0.3	192.4	191.6	0.4
Total by air	183.0	184.3	-0.7	192.9	192.6	0.2
U.S. West	161.8	161.1	0.4	168.4	162.1	3.9
U.S. East	182.4	185.8	-1.9	195.3	196.0	-0.4
Japan	213.4	222.7	-4.1	231.4	244.4	-5.3
Canada	154.0	165.1	-6.7	157.2	172.7	-9.0
All Others	256.0	247.5	3.5	260.8	257.4	1.3
Visitor arrivals by cruise ships	91.8	58.9	55.9	91.5	62.5	46.5
PER PERSON PER TRIP SPENDING (\$)	1,611.7	1,619.5	-0.5	1,813.6	1,829.8	-0.9
Total by air	1,622.5	1,645.5	-1.4	1,828.6	1,856.4	-1.5
U.S. West	1,426.6	1,429.0	-0.2	1,583.1	1,560.7	1.4
U.S. East	1,714.1	1,762.8	-2.8	2,101.0	2,149.5	-2.3
Japan	1,234.6	1,299.9	-5.0	1,319.5	1,418.2	-7.0
Canada	1,987.6	2,104.1	-5.5	2,157.1	2,347.1	-8.1
All Others	2,388.6	2,276.6	4.9	2,477.5	2,403.3	3.1
Visitor arrivals by cruise ships	384.9	261.6	47.1	380.0	275.1	38.1

P=Preliminary data.

Source:Haw aii Tourism Authority

- **Accommodations:** Hotels continued to be the primary choice for lodging in March 2016, with moderate growth in usage by visitors from U.S. West (+2.7% to 157,842) and U.S. East (+2.3% to 107,895). More visitors from both U.S. West (+9.9% to 33,856) and U.S. East (+18.8% to 15,806) stayed in rental homes than a year ago. Among visitors from Japan, there were small declines in stays at hotels (-0.5%) and condominium properties (-1.7% to 14,870) but increased usage of timeshare properties (+6.6% to 6,104).

Highlights from All Other Markets:

- **Australia:** Visitor arrivals were comparable for March 2016 (-0.4% to 21,903) and the first quarter (+0.2% to 67,719) to last year.
- **New Zealand:** Visitor arrivals decreased year-over-year for March 2016 (-9.1% to 2,946) and the first quarter (-4% to 9,035).
- **China:** Visitor arrivals dropped in March 2016 (-14.2% to 8,940) and for the first quarter compared to last year (-2.5% to 42,008).
- **Korea:** Visitor arrivals increased in March 2016 (+13% to 14,380) and through the first quarter (+19.7% to 53,599) versus last year.
- **Taiwan:** Visitor arrivals declined slightly in March (-1.6% to 1,257) and the first quarter (-1.6% to 4,086) compared to the year prior.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland fell in March 2016 (-3.2% to 10,900) and declined slightly overall in the first quarter (-0.9% to 27,651) compared to 2015.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in March 2016 (-9.4% to 1,974) and in the first quarter compared to last year (-1.5% to 7,166).

Island Highlights – March 2016:

- **O'ahu:** Visitor arrivals dropped slightly (-0.8% to 454,104) in March 2016, as did visitor days (-0.4%) compared to the year prior. Daily visitor spending (\$182 per person) was similar to March 2015, while visitor expenditures declined slightly (-0.5% to \$565.1 million). There were more visitors from U.S. East (+2.5%) but fewer visitors from U.S. West (-1.8%), Japan (-1.7%) and Canada (-17.3%) than a year ago.
- **Maui:** Visitor arrivals (+1% to 232,675) and visitor days (+3.2%) both increased in March 2016. Higher daily spending (+1.1% to \$204 per person) also contributed to an increase in visitor expenditures (+4.3% to \$397.4 million). Growth in arrivals from U.S. West (+8.9%) and U.S. East (+1.5%) offset declines from Canada (-13.7%) and Japan (-26.9%).
- **Hawai'i Island:** Despite a small drop in visitor arrivals (-1.1% to 134,602), a longer length of stay contributed to a slight increase in visitor days (+0.7%) versus March 2015. Visitor expenditures grew (+1.1% to \$162.1 million) while daily visitor spending (\$157 per person) was similar to last year. There were fewer visitors from U.S. West (-1.6%), U.S. East (-1.4%) and Canada (-26.5%) but more visitors from Japan (+13.9%). Significantly more visitors from Japan stayed exclusively on Hawai'i Island in March 2016 (+54.4% to 2,921) compared to a year ago.

March 2016 Island Highlights

CATEGORY AND ISLAND	2016P	2015P	% CHANGE	YTD 2016P	YTD 2015P	% CHANGE
TOTAL EXPENDITURES (\$mil.)	1,267.2	1,263.3	0.3	3,982.8	3,880.4	2.6
Total by air	1,264.6	1,259.4	0.4	3,974.2	3,870.6	2.7
O'ahu	565.1	568.1	-0.5	1,710.3	1,702.7	0.4
Maui	397.4	380.9	4.3	1,263.9	1,201.5	5.2
Moloka'i	1.7	3.9	-56.7	8.6	11.8	-27.4
Lāna'i	6.9	8.9	-22.8	12.3	22.0	-44.1
Kaua'i	131.4	137.4	-4.3	414.4	420.6	-1.5
Haw ai'i Island	162.1	160.3	1.1	564.7	512.1	10.3
Visitor arrivals by cruise ships	2.6	3.8	-31.2	8.6	9.8	-12.0
TOTAL VISITOR DAYS	6,938,653	6,898,994	0.6	20,700,139	20,257,827	2.2
Total by air	6,909,818	6,833,658	1.1	20,605,822	20,100,773	2.5
O'ahu	3,109,015	3,123,060	-0.4	9,048,764	8,817,728	2.6
Maui	1,951,680	1,890,269	3.2	5,788,036	5,605,542	3.3
Moloka'i	29,154	26,258	11.0	95,660	93,301	2.5
Lāna'i	21,075	17,440	20.8	51,951	50,735	2.4
Kaua'i	767,965	752,960	2.0	2,342,677	2,308,051	1.5
Haw ai'i Island	1,030,929	1,023,672	0.7	3,278,733	3,225,416	1.7
Visitor arrivals by cruise ships	28,835	65,335	-55.9	94,317	157,055	-39.9
VISITOR ARRIVALS	786,262	780,056	0.8	2,196,052	2,120,673	3.6
Total by air	779,388	765,358	1.8	2,173,346	2,085,006	4.2
O'ahu	454,104	457,883	-0.8	1,299,483	1,255,421	3.5
Maui	232,675	230,260	1.0	651,513	638,834	2.0
Moloka'i	6,540	7,066	-7.4	17,022	20,199	-15.7
Lāna'i	5,506	6,280	-12.3	14,002	18,192	-23.0
Kaua'i	97,209	100,764	-3.5	280,381	284,798	-1.6
Haw ai'i Island	134,602	136,126	-1.1	394,971	390,704	1.1
Visitor arrivals by cruise ships	6,874	14,698	-53.2	22,707	35,667	-36.3
AVERAGE LENGTH OF STAY	8.82	8.84	-0.2	9.43	9.55	-1.3
Total by air	8.87	8.93	-0.7	9.48	9.64	-1.7
O'ahu	6.85	6.82	0.4	6.96	7.02	-0.9
Maui	8.39	8.21	2.2	8.88	8.77	1.2
Moloka'i	4.46	3.72	20.0	5.62	4.62	21.7
Lāna'i	3.83	2.78	37.8	3.71	2.79	33.0
Kaua'i	7.90	7.47	5.7	8.36	8.10	3.1
Haw ai'i Island	7.66	7.52	1.8	8.30	8.26	0.6
Visitor arrivals by cruise ships	4.19	4.45	-5.6	4.15	4.40	-5.7
PER PERSON PER DAY SPENDING (\$)	182.6	183.1	-0.3	192.4	191.6	0.4
Total by air	183.0	184.3	-0.7	192.9	192.6	0.2
O'ahu	181.8	181.9	-0.1	189.0	193.1	-2.1
Maui	203.6	201.5	1.1	218.4	214.3	1.9
Moloka'i	57.4	147.3	-61.0	89.4	126.2	-29.1
Lāna'i	327.2	512.2	-36.1	236.8	433.8	-45.4
Kaua'i	171.1	182.5	-6.2	176.9	182.2	-2.9
Haw ai'i Island	157.2	156.6	0.4	172.2	158.8	8.5
Visitor arrivals by cruise ships	91.8	58.9	55.9	91.5	62.5	46.5
PER PERSON PER TRIP SPENDING (\$)	1,611.7	1,619.5	-0.5	1,813.6	1,829.8	-0.9
Total by air	1,622.5	1,645.5	-1.4	1,828.6	1,856.4	-1.5
O'ahu	1,244.5	1,240.7	0.3	1,316.2	1,356.3	-3.0
Maui	1,707.8	1,654.1	3.3	1,940.0	1,880.7	3.2
Moloka'i	255.9	547.5	-53.3	502.6	583.0	-13.8
Lāna'i	1,252.5	1,422.5	-12.0	878.6	1,209.8	-27.4
Kaua'i	1,352.0	1,363.5	-0.8	1,477.9	1,476.7	0.1
Haw ai'i Island	1,204.2	1,177.4	2.3	1,429.7	1,310.7	9.1
Visitor arrivals by cruise ships	384.9	261.6	47.1	380.0	275.1	38.1

P=Preliminary data.

Source:Haw ai'i Tourism Authority

- **Kaua'i:** Even though visitor arrivals decreased (-3.5% to 97,209), visitor days were up (+2%) in March 2016. However, lower daily spending (-6.2% to \$171 per person) resulted in a decline in visitor expenditures (-4.3% to \$131.4 million) compared to last March. There were fewer visitors from U.S. West (-1.5%), U.S. East (-5.2%), Canada (-13.4%) and Japan (-24.1%).

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

There was modest growth in total seat capacity (+0.7% to 1,058,805 seats) to the Hawaiian Islands in March 2016. Both scheduled seats (+0.5% to 1,047,049) and charter seats (+20.3% to 11,756) increased compared to March 2015. Seats to Honolulu (-0.6%) dropped slightly, but were offset by increases in seats to Kahului (+2.4%), Kona (+5.3%), Hilo (+3.5%) and Līhu'e (+3.5%).

- Scheduled seats from U.S. West were unchanged from last March as increased service from Oakland (+6.7%), San Diego (+4.3%), San Francisco (+10.9%) and Seattle (+4.5%) offset fewer seats from Denver (-24.4%), Las Vegas (-3.8%), Los Angeles (-4.7%) and San Jose (-5.4%).
- Scheduled seats from U.S. East were up (+6%) in March 2016. New seasonal service out of Minneapolis and increased service from Houston (+19.9%) and New York JFK (+36.4%) offset fewer seats from Chicago (-28.6%).
- Scheduled seats from Canada increased (+9.6%) in March 2016, fueled by growth in seats from Vancouver (+10.2%), Calgary (+5.8%) and Edmonton (+17.5%).
- Scheduled seats from Oceania grew (+3.8%) in March 2016. There were more seats from Melbourne (+53.1%) and Sydney (+1.7%) but fewer seats from Brisbane (-10.8%) compared to March 2015. The number of seats out of Auckland were unchanged from a year ago.
- Scheduled seats from Other Asia markets increased (+20.1%). Seats from Seoul rose (+34.8%) compared to March 2015, boosted by the start of new service to Hawai'i from a low-cost airline in late December 2015. Total seats from China declined (-3.5%) as fewer seats out of Beijing entirely offset more seats from Shanghai. Seats out of Taipei were also down (-7.9%).
- For the first quarter of 2016, total air capacity into Hawai'i grew (+3.3% to 3,041,198 seats). All major airports saw growth in air seats, Honolulu (+1.9%), Kahului (+3.6%), Kona (+12.2%), Hilo (+13.2%) and Līhu'e (+6.4%) compared to first quarter 2015.

Cruise Ship Visitors (Table 8, page 22):

- Five out-of-state cruise ships came in March 2016 and brought 6,874 visitors to the islands, compared to the eight ships that came last March with 14,698 visitors. In addition, arrivals on airlines to embark the Hawai'i home-ported cruise ship declined (-48.1%) from March 2015, due to the ship being in dry dock from mid-February to mid-March for maintenance and refurbishment.
- In the first quarter of 2016, 22,707 visitors entered Hawai'i on 13 out-of-state cruise ships, which was a decline (-36.3% to 35,667 visitors) compared to the 21 cruise ships that served Hawai'i in first quarter 2015.
- The total number of cruise visitors (arrivals by cruise ships and by air to board cruise ships in Hawai'i) decreased in March 2016 (-51.3% to 11,452), as well as in first quarter 2016 (-33.1% to 43,127) compared to the same period last year.

About the Hawai'i Tourism Authority

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

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

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

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TABLE 1. TOTAL VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	779,388	765,358	1.8	2,173,346	2,085,006	4.2
Domestic	526,493	517,298	1.8	1,427,864	1,369,374	4.3
International	252,895	248,060	1.9	745,482	715,632	4.2
VISITOR DAYS	6,909,818	6,833,658	1.1	20,605,822	20,100,773	2.5
AVERAGE DAILY CENSUS	222,897	220,441	1.1	226,438	223,342	1.4
TOTAL AIR SEATS	1,058,805	1,051,532	0.7	3,039,564	2,944,353	3.2
TOTAL LOAD FACTOR (%)	86.1	85.7	0.5	83.9	83.7	0.2
ISLANDS VISITED						
O'ahu	454,104	457,883	-0.8	1,299,483	1,255,421	3.5
O'ahu only	357,086	354,995	0.6	998,799	945,054	5.7
O'ahu one day or less	15,242	19,460	-21.7	47,661	53,732	-11.3
Kaua'i	97,209	100,764	-3.5	280,381	284,798	-1.6
Kaua'i only	59,676	56,022	6.5	159,862	153,568	4.1
Kaua'i one day or less	6,354	11,625	-45.3	22,549	30,128	-25.2
Maui County	238,463	234,868	1.5	663,871	650,605	2.0
Maui	232,675	230,260	1.0	651,513	638,834	2.0
Maui only	166,438	154,023	8.1	432,310	407,596	6.1
Maui one day or less	8,937	13,310	-32.9	33,733	41,945	-19.6
Moloka'i *	6,540	7,066	-7.4	17,022	20,199	-15.7
Moloka'i only *	921	734	25.5	2,569	2,301	11.6
Moloka'i one day or less *	2,230	4,283	-47.9	6,686	11,358	-41.1
Lāna'i *	5,506	6,280	-12.3	14,002	18,192	-23.0
Lāna'i only *	1,006	765	31.5	2,221	1,806	23.0
Lāna'i one day or less *	2,700	4,189	-35.6	7,190	11,895	-39.6
Hawai'i Island	134,602	136,126	-1.1	394,971	390,704	1.1
Kona side	115,085	115,537	-0.4	338,221	331,612	2.0
Hilo side	43,537	48,927	-11.0	131,575	139,485	-5.7
Hawai'i Island only	76,631	73,291	4.6	211,253	197,277	7.1
Hawai'i Island one day or less	9,279	11,021	-15.8	28,999	34,114	-15.0
Any Neighbor Island	422,302	410,364	2.9	1,174,546	1,139,952	3.0
NI only	325,284	307,475	5.8	873,863	829,586	5.3
O'ahu & NI	97,018	102,889	-5.7	300,683	310,367	-3.1
Any one island only	661,758	639,829	3.4	1,807,015	1,707,603	5.8
Multiple Islands	117,630	125,529	-6.3	366,330	377,403	-2.9
Avg. Islands Visited	1.19	1.23	-2.6	1.22	1.25	-2.3
Average Length of Stay in Hawai'i	8.87	8.93	-0.7	9.48	9.64	-1.7
ACCOMMODATIONS						
Plan to stay in Hotel	467,766	467,484	0.1	1,324,840	1,279,617	3.5
Hotel only	414,468	409,404	1.2	1,163,254	1,114,886	4.3
Plan to stay in Condo	148,000	146,961	0.7	397,831	394,681	0.8
Condo only	121,075	117,798	2.8	315,216	309,098	2.0
Plan to stay in Timeshare	67,857	66,045	2.7	182,585	178,555	2.3
Timeshare only	52,807	49,802	6.0	141,155	133,854	5.5

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	3,593	11,180	-67.9	18,837	32,416	-41.9
Friends/Relatives	72,873	70,024	4.1	204,494	192,355	6.3
Bed & Breakfast	8,645	9,476	-8.8	27,902	28,388	-1.7
Rental House	63,318	58,314	8.6	178,444	161,276	10.6
Hostel	5,482	6,673	-17.8	17,203	19,984	-13.9
Camp Site, Beach	4,654	5,263	-11.6	14,524	16,751	-13.3
Other	15,323	12,134	26.3	41,172	34,434	19.6
PURPOSE OF TRIP						
Pleasure (Net)	659,057	646,732	1.9	1,793,878	1,737,643	3.2
Honeymoon/Get Married	42,347	49,442	-14.4	124,613	144,234	-13.6
Honeymoon	37,365	43,736	-14.6	111,303	129,752	-14.2
Get Married	8,219	8,884	-7.5	22,362	26,086	-14.3
Pleasure/Vacation	620,981	604,128	2.8	1,682,066	1,611,545	4.4
Mtgs/Conventions/Incentive	38,530	43,975	-12.4	151,909	145,608	4.3
Conventions	18,060	21,721	-16.9	79,747	75,883	5.1
Corporate Meetings	7,368	9,527	-22.7	25,462	27,083	-6.0
Incentive	14,580	15,149	-3.8	50,990	48,855	4.4
Other Business	21,993	27,115	-18.9	68,115	76,080	-10.5
Visit Friends/Rel.	63,686	62,624	1.7	176,133	169,833	3.7
Govt/Military	7,283	11,527	-36.8	23,463	27,595	-15.0
Attend School	2,215	3,064	-27.7	8,078	8,905	-9.3
Sport Events	4,315	5,860	-26.4	22,308	17,239	29.4
TRAVEL STATUS						
First Timers (%)**	32.1	33.4	-1.4	32.8	32.4	0.3
Repeaters (%)**	67.9	66.6	1.4	67.2	67.6	-0.3
Average # of Trips	5.1	4.9	3.2	5.2	5.2	0.7
Group Tour	51,927	56,898	-8.7	165,701	172,486	-3.9
Non-Group	727,461	708,460	2.7	2,007,644	1,912,520	5.0
Package Trip	225,122	234,536	-4.0	625,283	639,321	-2.2
No Package	554,266	530,823	4.4	1,548,063	1,445,686	7.1
Net True Independent	543,101	519,264	4.6	1,510,359	1,410,946	7.0
Ave. Age	45	45	0.6	46	46	0.3
Ave. Party Size	2.27	2.23	1.9	2.16	2.15	0.7

** 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		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
DOMESTIC VISITORS	526,493	517,298	1.8	1,427,864	1,369,374	4.3
DOMESTIC VISITOR DAYS	4,846,865	4,823,233	0.5	14,433,420	14,203,698	1.6
DOMESTIC AVERAGE DAILY CENSUS	156,350	155,588	0.5	158,609	157,819	0.5
DOMESTIC AIR SEATS	719,212	717,994	0.2	2,044,030	1,966,533	3.9
DOMESTIC LOAD FACTOR (%)	88.6	88.2	0.5	85.1	86.1	-1.2
ISLANDS VISITED						
O'ahu	245,981	249,542	-1.4	681,473	653,857	4.2
O'ahu only	185,075	185,949	-0.5	502,642	471,901	6.5
O'ahu one day or less	13,102	16,171	-19.0	38,592	44,868	-14.0
Kaua'i	83,034	85,935	-3.4	237,845	239,569	-0.7
Kaua'i only	53,930	51,579	4.6	144,860	138,859	4.3
Kaua'i one day or less	3,598	6,923	-48.0	12,315	18,542	-33.6
Maui County	191,975	186,744	2.8	515,452	504,278	2.2
Maui	188,463	182,962	3.0	506,214	494,127	2.4
Maui only	140,128	129,852	7.9	358,015	339,003	5.6
Maui one day or less	4,819	6,799	-29.1	15,702	18,944	-17.1
Moloka'i *	3,732	5,676	-34.3	11,836	16,828	-29.7
Moloka'i only *	853	711	20.0	2,323	2,121	9.5
Moloka'i one day or less *	1,271	3,259	-61.0	4,048	9,001	-55.0
Lāna'i *	4,162	5,208	-20.1	10,979	14,699	-25.3
Lāna'i only *	926	733	26.3	2,049	1,701	20.5
Lāna'i one day or less *	1,787	3,268	-45.3	5,030	9,149	-45.0
Hawai'i Island	101,638	104,863	-3.1	292,021	290,826	0.4
Kona side	88,252	90,571	-2.6	254,745	252,205	1.0
Hilo side	30,284	34,707	-12.7	90,074	96,744	-6.9
Hawai'i Island only	66,267	64,691	2.4	183,198	174,447	5.0
Hawai'i Island one day or less	3,720	5,773	-35.6	10,363	13,706	-24.4
Any Neighbor Island	341,417	331,350	3.0	925,221	897,473	3.1
NI only	280,512	267,757	4.8	746,391	715,518	4.3
O'ahu & NI	60,906	63,593	-4.2	178,830	181,955	-1.7
Any one island only	447,178	433,514	3.2	1,193,089	1,128,033	5.8
Multiple Islands	79,315	83,785	-5.3	234,775	241,341	-2.7
Avg. Islands Visited	1.19	1.23	-2.9	1.22	1.25	-2.4
Average Length of Stay in Hawai'i	9.21	9.32	-1.3	10.11	10.37	-2.5
ACCOMMODATIONS						
Plan to stay in Hotel	285,185	281,835	1.2	768,824	733,882	4.8
Hotel only	244,562	237,825	2.8	651,139	610,174	6.7
Plan to stay in Condo	101,979	102,546	-0.6	275,251	276,244	-0.4
Condo only	82,489	81,610	1.1	219,474	215,575	1.8
Plan to stay in Timeshare	52,836	52,985	-0.3	143,600	144,612	-0.7
Timeshare only	40,833	40,150	1.7	110,937	108,515	2.2

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	3,302	8,463	-61.0	16,121	25,725	-37.3
Friends/Relatives	63,737	63,284	0.7	176,957	171,673	3.1
Bed & Breakfast	6,318	7,287	-13.3	20,108	21,730	-7.5
Rental House	53,851	49,418	9.0	145,566	133,309	9.2
Hostel	3,464	4,930	-29.7	11,755	13,912	-15.5
Camp Site, Beach	3,549	4,882	-27.3	11,433	13,860	-17.5
Other	10,363	10,368	-0.1	29,668	30,032	-1.2
PURPOSE OF TRIP						
Pleasure (Net)	438,691	427,308	2.7	1,152,177	1,111,948	3.6
Honeymoon/Get Married	14,950	22,048	-32.2	42,609	55,193	-22.8
Honeymoon	12,086	18,124	-33.3	34,789	46,666	-25.5
Get Married	3,938	5,223	-24.6	10,688	12,395	-13.8
Pleasure/Vacation	426,784	410,677	3.9	1,118,301	1,070,459	4.5
Mtgs/Conventions/Incentive	25,665	33,522	-23.4	102,188	103,701	-1.5
Conventions	13,514	18,112	-25.4	63,849	62,170	2.7
Corporate Meetings	6,621	8,881	-25.4	23,289	24,452	-4.8
Incentive	6,732	8,669	-22.3	18,772	22,408	-16.2
Other Business	19,952	24,769	-19.4	63,276	70,305	-10.0
Visit Friends/Rel.	56,334	56,006	0.6	154,235	149,975	2.8
Govt/Military	6,268	7,570	-17.2	20,426	22,118	-7.6
Attend School	885	1,460	-39.3	3,708	5,899	-37.1
Sport Events	3,557	4,859	-26.8	17,343	13,559	27.9
TRAVEL STATUS						
First Timers (%)**	27.3	27.8	-0.5	26.4	26.0	0.4
Repeaters (%)**	72.7	72.2	0.5	73.6	74.0	-0.4
Average # of Trips	5.8	5.7	2.2	6.1	6.1	0.1
Group Tour	19,001	20,119	-5.6	50,879	51,483	-1.2
Non-Group	507,492	497,180	2.1	1,376,984	1,317,891	4.5
Package Trip	101,722	101,883	-0.2	255,047	252,684	0.9
No Package	424,771	415,416	2.3	1,172,817	1,116,690	5.0
Net True Independent	418,752	408,746	2.4	1,155,169	1,099,559	5.1
Ave. Age of Party Head	46	46	0.0	47	48	-0.2
Ave. Party Size	2.14	2.09	2.0	1.98	1.98	0.1

** 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		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
INTERNATIONAL VISITORS	252,895	248,060	1.9	745,482	715,632	4.2
INTERNATIONAL VISITOR DAYS	2,062,953	2,010,426	2.6	6,172,402	5,897,074	4.7
INTERNATIONAL AVERAGE DAILY CENSUS	66,547	64,852	2.6	67,829	65,523	3.5
INTERNATIONAL AIR SEATS	339,593	333,538	1.8	995,534	977,820	1.8
INTERNATIONAL LOAD FACTOR (%)	80.8	80.4	0.5	81.4	79.1	2.9
ISLANDS VISITED						
O'ahu	208,123	208,342	-0.1	618,010	601,564	2.7
O'ahu only	172,010	169,046	1.8	496,157	473,153	4.9
O'ahu one day or less	2,140	3,289	-34.9	9,069	8,864	2.3
Kaua'i	14,175	14,829	-4.4	42,536	45,229	-6.0
Kaua'i only	5,746	4,443	29.3	15,002	14,709	2.0
Kaua'i one day or less	2,757	4,702	-41.4	10,234	11,586	-11.7
Maui County	46,487	48,124	-3.4	148,419	146,327	1.4
Maui	44,211	47,298	-6.5	145,299	144,707	0.4
Maui only	26,311	24,171	8.9	74,295	68,593	8.3
Maui one day or less	4,118	6,510	-36.7	18,031	23,001	-21.6
Moloka'i *	2,808	1,390	102.0	5,185	3,372	53.8
Moloka'i only*	68	23	193.5	246	180	36.6
Moloka'i one day or less*	959	1,023	-6.3	2,638	2,357	11.9
Lāna'i *	1,345	1,072	25.5	3,024	3,493	-13.4
Lāna'i only*	80	32	151.2	171	106	62.3
Lāna'i one day or less*	912	921	-0.9	2,160	2,747	-21.4
Hawai'i Island	32,964	31,262	5.4	102,950	99,878	3.1
Kona side	26,833	24,965	7.5	83,476	79,407	5.1
Hilo side	13,252	14,220	-6.8	41,501	42,741	-2.9
Hawai'i Island only	10,364	8,600	20.5	28,055	22,830	22.9
Hawai'i Island one day or less	5,558	5,248	5.9	18,636	20,408	-8.7
Any Neighbor Island	80,885	79,014	2.4	249,325	242,479	2.8
NI only	44,772	39,718	12.7	127,472	114,068	11.8
O'ahu & NI	36,113	39,296	-8.1	121,853	128,411	-5.1
Any one island only	214,580	206,315	4.0	613,927	579,570	5.9
Multiple Islands	38,315	41,745	-8.2	131,555	136,062	-3.3
Avg. Islands Visited	1.20	1.23	-2.1	1.23	1.26	-2.0
Average Length of Stay in Hawai'i	8.16	8.10	0.7	8.28	8.24	0.5
ACCOMMODATIONS						
Plan to stay in Hotel	182,582	185,649	-1.7	556,016	545,735	1.9
Hotel only	169,906	171,579	-1.0	512,115	504,712	1.5
Plan to stay in Condo	46,022	44,415	3.6	122,580	118,436	3.5
Condo only	38,586	36,189	6.6	95,742	93,524	2.4
Plan to stay in Timeshare	15,020	13,060	15.0	38,985	33,943	14.9
Timeshare only	11,974	9,652	24.1	30,218	25,339	19.3

* 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		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	291	2,716	-89.3	2,716	6,691	-59.4
Friends/Relatives	9,136	6,740	35.5	27,537	20,683	33.1
Bed & Breakfast	2,327	2,189	6.3	7,794	6,658	17.1
Rental House	9,467	8,896	6.4	32,878	27,968	17.6
Hostel	2,018	1,743	15.8	5,449	6,072	-10.3
Camp Site, Beach	1,105	381	190.2	3,091	2,892	6.9
Other	4,960	1,766	180.9	11,504	4,403	161.3
PURPOSE OF TRIP						
Pleasure (Net)	220,366	219,424	0.4	641,701	625,695	2.6
Honeymoon/Get Married	27,397	27,395	0.0	82,004	89,041	-7.9
Honeymoon	25,280	25,611	-1.3	76,514	83,086	-7.9
Get Married	4,282	3,661	17.0	11,673	13,690	-14.7
Pleasure/Vacation	194,197	193,451	0.4	563,766	541,086	4.2
Mtgs/Conventions/Incentive	12,865	10,453	23.1	49,721	41,907	18.6
Conventions	4,546	3,608	26.0	15,898	13,712	15.9
Corporate Meetings	747	645	15.7	2,173	2,631	-17.4
Incentive	7,849	6,480	21.1	32,218	26,447	21.8
Other Business	2,041	2,346	-13.0	4,839	5,775	-16.2
Visit Friends/Rel.	7,352	6,618	11.1	21,898	19,858	10.3
Govt/Military	1,015	3,957	-74.3	3,037	5,478	-44.6
Attend School	1,330	1,605	-17.1	4,370	3,006	45.4
Sport Events	758	1,001	-24.3	4,966	3,679	35.0
TRAVEL STATUS						
First Timers (%)**	42.1	45.2	-3.2	45.0	44.9	0.1
Repeaters (%)**	57.9	54.8	3.2	55.0	55.1	-0.1
Average # of Trips	3.6	3.4	6.6	3.5	3.4	2.6
Group Tour	32,926	36,779	-10.5	114,822	121,003	-5.1
Non-Group	219,969	211,281	4.1	630,660	594,629	6.1
Package Trip	123,400	132,653	-7.0	370,236	386,637	-4.2
No Package	129,495	115,407	12.2	375,246	328,995	14.1
Net True Independent	124,349	110,518	12.5	355,190	311,387	14.1
Ave. Age of Party Head	43	42	2.2	43	43	1.4
Ave. Party Size	2.6	2.5	1.7	2.5	2.5	1.7

** 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		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	316,591	303,827	4.2	833,991	787,333	5.9
Domestic	309,949	297,566	4.2	815,320	771,669	5.7
International	6,642	6,261	6.1	18,671	15,664	19.2
VISITOR DAYS	2,792,149	2,694,649	3.6	7,840,095	7,580,429	3.4
AVERAGE DAILY CENSUS	90,069	86,924	3.6	86,155	84,227	2.3
ISLANDS VISITED						
O'ahu	131,651	134,084	-1.8	356,618	341,046	4.6
O'ahu only	108,373	108,284	0.1	290,844	271,879	7.0
O'ahu one day or less	5,454	6,578	-17.1	15,449	17,768	-13.0
Kaua'i	49,996	50,741	-1.5	132,323	130,600	1.3
Kaua'i only	38,233	35,928	6.4	98,050	92,319	6.2
Kaua'i one day or less	1,747	3,035	-42.4	5,045	7,373	-31.6
Maui County	113,632	104,554	8.7	292,347	277,551	5.3
Maui	111,517	102,377	8.9	287,113	271,942	5.6
Maui only	93,335	81,504	14.5	233,516	213,807	9.2
Maui one day or less	2,438	3,951	-38.3	7,179	9,270	-22.6
Moloka'i *	2,374	2,713	-12.5	6,291	8,557	-26.5
Moloka'i only *	605	465	30.1	1,520	1,339	13.5
Moloka'i one day or less *	755	1,380	-45.3	1,888	4,453	-57.6
Lāna'i *	2,171	2,510	-13.5	5,214	7,074	-26.3
Lāna'i only *	529	460	14.9	1,242	1,048	18.5
Lāna'i one day or less *	1,039	1,417	-26.7	2,350	4,248	-44.7
Hawai'i Island	57,258	58,160	-1.6	157,619	153,824	2.5
Kona side	50,776	51,415	-1.2	139,805	135,617	3.1
Hilo side	15,561	17,215	-9.6	42,913	44,630	-3.8
Hawai'i Island only	43,471	42,055	3.4	117,297	110,393	6.3
Hawai'i Island one day or less	1,853	2,792	-33.6	4,824	6,224	-22.5
Any Neighbor Island	208,218	195,543	6.5	543,147	515,454	5.4
NI only	184,940	169,743	9.0	477,372	446,287	7.0
O'ahu & NI	23,278	25,800	-9.8	65,774	69,167	-4.9
Any one island only	284,546	268,697	5.9	742,469	690,785	7.5
Multiple Islands	32,045	35,130	-8.8	91,521	96,548	-5.2
Avg. Islands Visited	1.12	1.15	-2.8	1.13	1.16	-2.3
Average Length of Stay in Hawai'i	8.82	8.87	-0.6	9.40	9.63	-2.4
ACCOMMODATIONS						
Plan to stay in Hotel	157,842	153,745	2.7	415,276	390,633	6.3
Hotel only	136,515	131,226	4.0	357,681	331,557	7.9
Plan to stay in Condo	69,405	65,716	5.6	179,874	173,668	3.6
Condo only	58,088	53,819	7.9	149,023	140,528	6.0
Plan to stay in Timeshare	34,011	32,872	3.5	86,976	84,874	2.5
Timeshare only	27,112	25,521	6.2	69,186	65,722	5.3

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

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

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	803	3,221	-75.1	3,650	7,528	-51.5
Friends/Relatives	38,888	39,112	-0.6	106,261	104,916	1.3
Bed & Breakfast	3,196	3,989	-19.9	10,006	10,947	-8.6
Rental House	33,856	30,805	9.9	89,476	80,902	10.6
Hostel	1,624	2,281	-28.8	5,519	6,272	-12.0
Camp Site, Beach	2,065	2,696	-23.4	6,955	8,045	-13.5
Other	6,291	5,907	6.5	17,458	17,151	1.8
PURPOSE OF TRIP						
Pleasure (Net)	266,085	252,710	5.3	682,230	644,225	5.9
Honeymoon/Get Married	7,768	11,546	-32.7	21,883	28,319	-22.7
Honeymoon	5,951	9,223	-35.5	16,938	23,253	-27.2
Get Married	2,394	2,952	-18.9	6,443	7,016	-8.2
Pleasure/Vacation	260,023	244,074	6.5	665,153	623,137	6.7
Mtgs/Conventions/Incentive	12,833	16,287	-21.2	47,325	48,789	-3.0
Conventions	6,670	8,684	-23.2	29,121	29,976	-2.9
Corporate Meetings	3,571	4,633	-22.9	11,830	12,172	-2.8
Incentive	3,106	3,880	-19.9	7,952	8,973	-11.4
Other Business	12,948	15,109	-14.3	38,796	42,731	-9.2
Visit Friends/Rel.	33,064	34,025	-2.8	90,085	89,513	0.6
Govt/Military	2,543	3,103	-18.0	8,177	9,283	-11.9
Attend School	580	737	-21.3	1,975	3,140	-37.1
Sport Events	2,009	2,720	-26.2	9,840	8,431	16.7
TRAVEL STATUS						
First Timers (%)**	18.5	19.3	-0.8	17.4	17.3	0.2
Repeaters (%)**	81.5	80.7	0.8	82.6	82.7	-0.2
Average # of Trips	6.9	6.7	2.9	7.3	7.2	0.9
Group Tour	6,088	7,220	-15.7	15,803	16,829	-6.1
Non-Group	310,503	296,607	4.7	818,187	770,504	6.2
Package Trip	55,102	52,794	4.4	128,897	124,137	3.8
No Package	261,489	251,034	4.2	705,093	663,196	6.3
Net True Independent	259,095	247,277	4.8	697,897	655,229	6.5
Ave. Age	46	46	0.3	47	47	0.3
Ave. Party Size	2.2	2.2	2.1	2.1	2.0	0.6

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	176,894	170,013	4.0	492,069	456,258	7.8
Domestic	171,419	164,672	4.1	475,930	443,613	7.3
International	5,475	5,341	2.5	16,139	12,645	27.6
VISITOR DAYS	1,662,571	1,612,967	3.1	5,292,994	5,003,175	5.8
AVERAGE DAILY CENSUS	53,631	52,031	3.1	58,165	55,591	4.6
ISLANDS VISITED						
O'ahu	97,456	95,056	2.5	269,088	247,953	8.5
O'ahu only	66,482	64,141	3.6	174,845	156,547	11.7
O'ahu one day or less	6,798	8,282	-17.9	21,168	24,169	-12.4
Kaua'i	27,787	29,322	-5.2	89,348	89,095	0.3
Kaua'i only	13,422	12,528	7.1	39,809	36,956	7.7
Kaua'i one day or less	1,779	3,371	-47.2	6,557	9,857	-33.5
Maui County	65,169	64,119	1.6	185,545	180,072	3.0
Maui	63,848	62,886	1.5	182,140	176,538	3.2
Maui only	39,087	36,672	6.6	103,372	97,782	5.7
Maui one day or less	2,309	3,212	-28.1	8,221	9,469	-13.2
Moloka'i *	1,353	2,181	-38.0	4,427	6,494	-31.8
Moloka'i only *	203	194	4.9	633	607	4.3
Moloka'i one day or less *	548	1,376	-60.2	1,836	3,744	-50.9
Lāna'i *	1,794	2,045	-12.2	4,885	5,994	-18.5
Lāna'i only *	336	232	44.9	683	544	25.7
Lāna'i one day or less *	789	1,363	-42.1	2,360	3,790	-37.7
Hawai'i Island	35,490	36,004	-1.4	109,025	104,593	4.2
Kona side	29,943	30,184	-0.8	93,380	89,065	4.8
Hilo side	11,996	14,157	-15.3	38,244	41,234	-7.3
Hawai'i Island only	18,264	16,787	8.8	52,729	46,909	12.4
Hawai'i Island one day or less	1,891	2,809	-32.7	4,987	6,282	-20.6
Any Neighbor Island	110,412	105,873	4.3	317,224	299,711	5.8
NI only	79,438	74,958	6.0	222,981	208,305	7.0
O'ahu & NI	30,974	30,915	0.2	94,243	91,406	3.1
Any one island only	137,795	130,554	5.5	372,071	339,344	9.6
Multiple Islands	39,099	39,460	-0.9	119,998	116,914	2.6
Avg. Islands Visited	1.29	1.34	-3.8	1.34	1.38	-3.1
Average Length of Stay in Hawai'i	9.40	9.49	-0.9	10.76	10.97	-1.9
ACCOMMODATIONS						
Plan to stay in Hotel	107,895	105,473	2.3	293,740	274,678	6.9
Hotel only	91,642	88,367	3.7	242,245	222,831	8.7
Plan to stay in Condo	25,759	24,398	5.6	77,658	71,419	8.7
Condo only	18,952	17,347	9.2	55,529	49,924	11.2
Plan to stay in Timeshare	17,423	16,992	2.5	51,165	50,104	2.1
Timeshare only	12,988	12,373	5.0	38,142	36,144	5.5

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

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

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	2,159	4,953	-56.4	10,631	16,119	-34.0
Friends/Relatives	22,156	21,176	4.6	61,997	57,154	8.5
Bed & Breakfast	2,055	2,621	-21.6	6,802	7,813	-12.9
Rental House	15,806	13,307	18.8	43,650	36,533	19.5
Hostel	1,092	1,607	-32.1	3,397	4,052	-16.2
Camp Site, Beach	1,012	1,374	-26.4	3,195	3,781	-15.5
Other	3,574	3,403	5.0	10,183	9,941	2.4
PURPOSE OF TRIP						
Pleasure (Net)	142,919	135,134	5.8	383,270	356,566	7.5
Honeymoon/Get Married	5,602	7,764	-27.8	15,769	20,525	-23.2
Honeymoon	4,562	6,553	-30.4	13,314	17,914	-25.7
Get Married	1,560	1,691	-7.8	3,692	4,181	-11.7
Pleasure/Vacation	138,438	129,168	7.2	370,546	341,069	8.6
Mtgs/Conventions/Incentive	11,427	14,411	-20.7	47,088	46,580	1.1
Conventions	6,027	7,697	-21.7	29,794	27,348	8.9
Corporate Meetings	2,801	3,525	-20.5	9,835	10,370	-5.2
Incentive	3,273	4,204	-22.1	9,282	11,345	-18.2
Other Business	6,258	8,542	-26.7	21,470	23,898	-10.2
Visit Friends/Rel.	20,658	19,754	4.6	56,279	52,456	7.3
Govt/Military	3,665	4,160	-11.9	11,858	11,892	-0.3
Attend School	236	453	-48.0	1,190	1,858	-35.9
Sport Events	1,194	1,593	-25.0	6,170	3,869	59.5
TRAVEL STATUS						
First Timers (%)**	38.8	38.2	0.6	36.5	35.7	0.8
Repeaters (%)**	61.2	61.8	-0.6	63.5	64.3	-0.8
Average # of Trips	4.2	4.2	0.0	4.6	4.7	-0.8
Group Tour	9,900	9,862	0.4	25,510	25,328	0.7
Non-Group	166,994	160,152	4.3	466,559	430,930	8.3
Package Trip	35,955	36,114	-0.4	93,020	92,910	0.1
No Package	140,939	133,900	5.3	399,049	363,348	9.8
Net True Independent	138,131	131,247	5.2	391,237	356,141	9.9
Ave. Age	47	47	-0.7	49	49	-0.7
Ave. Party Size	2.1	2.0	2.5	1.9	1.9	0.2

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	126,943	127,787	-0.7	361,523	354,273	2.0
Domestic	714	888	-19.7	1,902	2,244	-15.2
International	126,229	126,899	-0.5	359,621	352,029	2.2
VISITOR DAYS	734,294	746,025	-1.6	2,061,713	2,055,374	0.3
AVERAGE DAILY CENSUS	23,687	24,065	-1.6	22,656	22,837	-0.8
ISLANDS VISITED						
O'ahu	122,464	124,542	-1.7	349,637	346,092	1.0
O'ahu only	109,367	110,966	-1.4	312,014	304,673	2.4
O'ahu one day or less	638	1,102	-42.2	2,087	2,718	-23.2
Kaua'i	1,624	2,139	-24.1	5,192	6,153	-15.6
Kaua'i only	397	218	81.9	715	526	35.8
Kaua'i one day or less	925	1,320	-29.9	3,413	3,653	-6.6
Maui County	4,241	6,074	-30.2	14,812	17,196	-13.9
Maui	4,138	5,657	-26.9	14,549	16,564	-12.2
Maui only	793	650	22.0	2,486	1,751	42.0
Maui one day or less	1,515	2,064	-26.6	6,168	6,432	-4.1
Moloka'i *	164	315	-47.8	517	491	5.3
Moloka'i only *	29	0	0.0	30	1	2754.8
Moloka'i one day or less *	106	166	-36.1	445	326	36.3
Lāna'i *	62	322	-80.6	268	648	-58.7
Lāna'i only *	0	0	0.0	0	34	-100.0
Lāna'i one day or less *	32	296	-89.1	209	554	-62.3
Hawai'i Island	13,161	11,557	13.9	34,860	33,771	3.2
Kona side	10,127	8,261	22.6	26,298	24,256	8.4
Hilo side	3,943	4,604	-14.4	11,269	12,873	-12.5
Hawai'i Island only	2,921	1,892	54.4	7,904	4,991	58.4
Hawai'i Island one day or less	2,679	2,754	-2.7	8,041	8,647	-7.0
Any Neighbor Island	17,575	16,821	4.5	49,509	49,600	-0.2
NI only	4,478	3,245	38.0	11,886	8,181	45.3
O'ahu & NI	13,097	13,576	-3.5	37,623	41,419	-9.2
Any one island only	113,507	113,726	-0.2	323,149	311,976	3.6
Multiple Islands	13,436	14,061	-4.4	38,374	42,296	-9.3
Avg. Islands Visited	1.12	1.13	-1.4	1.12	1.14	-1.7
Average Length of Stay in Hawai'i	5.78	5.84	-0.9	5.70	5.80	-1.7
ACCOMMODATIONS						
Plan to stay in Hotel	106,658	107,164	-0.5	312,396	305,207	2.4
Hotel only	103,808	104,653	-0.8	304,555	297,430	2.4
Plan to stay in Condo	14,870	15,129	-1.7	35,606	36,819	-3.3
Condo only	12,914	13,236	-2.4	29,908	31,297	-4.4
Plan to stay in Timeshare	6,104	5,728	6.6	15,210	13,795	10.3
Timeshare only	5,149	4,879	5.5	12,520	11,374	10.1

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

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

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	87	338	-74.2	480	1,146	-58.1
Friends/Relatives	1,228	1,426	-13.9	3,770	4,069	-7.4
Bed & Breakfast	135	62	118.9	358	553	-35.4
Rental House	287	371	-22.6	1,120	530	111.4
Hostel	67	132	-49.3	234	346	-32.4
Camp Site, Beach	162	5	2932.0	165	46	260.4
Other	799	513	55.8	1,791	1,265	41.5
PURPOSE OF TRIP						
Pleasure (Net)	110,883	111,777	-0.8	300,311	297,730	0.9
Honeymoon/Get Married	16,125	16,532	-2.5	54,306	57,022	-4.8
Honeymoon	15,424	15,383	0.3	51,389	53,223	-3.4
Get Married	2,314	2,736	-15.4	8,025	10,029	-20.0
Pleasure/Vacation	95,734	96,111	-0.4	248,784	243,494	2.2
Mtgs/Conventions/Incentive	7,072	5,539	27.7	29,442	22,312	32.0
Conventions	1,390	674	106.4	2,941	2,153	36.6
Corporate Meetings	181	175	3.2	541	628	-13.8
Incentive	5,545	4,797	15.6	26,005	19,703	32.0
Other Business	419	582	-28.1	1,328	1,517	-12.5
Visit Friends/Rel.	1,666	1,831	-9.0	5,351	6,361	-15.9
Govt/Military	7	64	-88.3	164	92	78.3
Attend School	1,178	1,398	-15.7	3,072	2,100	46.3
Sport Events	409	320	27.7	3,376	1,716	96.7
TRAVEL STATUS						
First Timers (%)**	39.2	44.7	-5.5	41.9	42.3	-0.4
Repeaters (%)**	60.8	55.3	5.5	58.1	57.7	0.4
Average # of Trips	3.9	3.6	8.9	3.7	3.8	-1.1
Group Tour	25,498	27,688	-7.9	83,684	88,283	-5.2
Non-Group	101,445	100,099	1.3	277,839	265,990	4.5
Package Trip	85,197	93,598	-9.0	252,696	262,791	-3.8
No Package	41,745	34,189	22.1	108,827	91,482	19.0
Net True Independent	37,791	30,880	22.4	92,384	78,180	18.2
Ave. Age	42	41	4.2	42	42	1.0
Ave. Party Size	2.9	2.7	5.1	2.8	2.6	4.9

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL CANADA VISITORS BY AIR

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	66,548	77,237	-13.8	188,695	214,835	-12.2
Domestic	12,226	25,555	-52.2	33,693	65,840	-48.8
International	54,322	51,682	5.1	155,002	148,995	4.0
VISITOR DAYS	858,663	984,376	-12.8	2,589,071	2,919,746	-11.3
AVERAGE DAILY CENSUS	27,699	31,754	-12.8	28,451	32,442	-12.3
ISLANDS VISITED						
O'ahu	23,095	27,913	-17.3	66,101	79,744	-17.1
O'ahu only	16,819	19,471	-13.6	44,867	54,219	-17.2
O'ahu one day or less	721	1,241	-41.9	2,613	3,347	-21.9
Kaua'i	9,017	10,416	-13.4	27,882	31,651	-11.9
Kaua'i only	5,826	6,056	-3.8	15,704	17,345	-9.5
Kaua'i one day or less	635	1,209	-47.5	2,526	3,251	-22.3
Maui County	33,321	38,577	-13.6	96,758	106,899	-9.5
Maui	33,076	38,322	-13.7	95,921	105,988	-9.5
Maui only	26,841	30,171	-11.0	74,423	81,058	-8.2
Maui one day or less	839	1,422	-41.0	2,312	3,602	-35.8
Moloka'i *	360	675	-46.7	1,810	2,131	-15.1
Moloka'i only *	56	47	19.1	282	283	-0.5
Moloka'i one day or less *	204	406	-49.7	985	1,046	-5.8
Lāna'i *	541	582	-6.9	1,692	1,893	-10.6
Lāna'i only *	101	51	98.5	216	124	74.4
Lāna'i one day or less *	317	438	-27.6	1,088	1,303	-16.5
Hawai'i Island	11,850	16,124	-26.5	36,949	45,116	-18.1
Kona side	10,958	14,857	-26.2	34,108	41,781	-18.4
Hilo side	3,265	5,010	-34.8	10,565	13,511	-21.8
Hawai'i Island only	8,262	9,917	-16.7	23,028	26,568	-13.3
Hawai'i Island one day or less	425	529	-19.6	1,188	1,410	-15.8
Any Neighbor Island	49,729	57,766	-13.9	143,828	160,616	-10.5
NI only	43,453	49,324	-11.9	122,594	135,091	-9.3
O'ahu & NI	6,276	8,442	-25.7	21,235	25,525	-16.8
Any one island only	57,904	65,713	-11.9	158,519	179,597	-11.7
Multiple Islands	8,644	11,524	-25.0	30,176	35,238	-14.4
Avg. Islands Visited	1.17	1.22	-3.8	1.22	1.24	-1.6
Average Length of Stay in Hawai'i	12.90	12.74	1.2	13.72	13.59	1.0
ACCOMMODATIONS						
Plan to stay in Hotel	25,816	32,816	-21.3	75,816	89,269	-15.1
Hotel only	20,517	24,334	-15.7	58,184	66,664	-12.7
Plan to stay in Condo	29,269	32,604	-10.2	76,471	88,019	-13.1
Condo only	25,045	27,529	-9.0	63,983	72,678	-12.0
Plan to stay in Timeshare	7,337	8,218	-10.7	20,846	22,398	-6.9
Timeshare only	5,376	5,372	0.1	15,764	15,129	4.2

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

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

	MARCH			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	137	1,513	-90.9	1,759	3,658	-51.9
Friends/Relatives	3,116	2,793	11.6	9,111	10,301	-11.6
Bed & Breakfast	569	945	-39.8	2,819	4,110	-31.4
Rental House	6,442	8,889	-27.5	22,287	26,253	-15.1
Hostel	610	558	9.3	2,249	2,700	-16.7
Camp Site, Beach	449	656	-31.6	1,641	2,046	-19.8
Other	977	809	20.7	2,895	2,712	6.7
PURPOSE OF TRIP						
Pleasure (Net)	63,878	73,271	-12.8	177,700	200,792	-11.5
Honeymoon/Get Married	996	1,855	-46.3	3,561	5,283	-32.6
Honeymoon	740	1,509	-51.0	2,831	4,415	-35.9
Get Married	289	495	-41.6	981	1,309	-25.0
Pleasure/Vacation	63,014	72,095	-12.6	174,985	197,097	-11.2
Mtgs/Conventions/Incentive	1,176	3,368	-65.1	8,959	11,005	-18.6
Conventions	819	2,513	-67.4	6,646	8,657	-23.2
Corporate Meetings	166	484	-65.6	1,094	1,226	-10.8
Incentive	237	528	-55.1	1,524	1,474	3.4
Other Business	257	1,110	-76.8	1,175	2,439	-51.8
Visit Friends/Rel.	2,105	2,262	-7.0	6,052	7,323	-17.4
Govt/Military	63	170	-62.7	115	627	-81.7
Attend School	37	186	-80.1	206	439	-53.2
Sport Events	208	993	-79.1	694	2,111	-67.1
TRAVEL STATUS						
First Timers (%)**	27.2	28.7	-1.6	29.0	28.7	0.4
Repeaters (%)**	72.8	71.3	1.6	71.0	71.3	-0.4
Average # of Trips	4.3	4.2	2.4	4.3	4.3	0.7
Group Tour	710	2,609	-72.8	3,260	6,059	-46.2
Non-Group	65,838	74,628	-11.8	185,435	208,776	-11.2
Package Trip	13,219	15,600	-15.3	34,957	41,505	-15.8
No Package	53,329	61,637	-13.5	153,738	173,330	-11.3
Net True Independent	53,040	60,780	-12.7	152,635	171,576	-11.0
Ave. Age	48	49	-2.7	49	50	-2.7
Ave. Party Size	2.5	2.5	2.4	2.3	2.2	1.5

** 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		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
VISITOR DAYS	77,026	163,137	-52.8	316,006	475,705	-33.6
TOTAL VISITORS	11,452	23,522	-51.3	43,127	64,477	-33.1
ARRIVED BY SHIP	6,874	14,698	-53.2	22,707	35,667	-36.3
ARRIVED BY AIR	4,579	8,824	-48.1	20,421	28,810	-29.1
NUMBER OF SHIP ARRIVALS	5	8	-37.5	13	21	-38.1
ISLANDS VISITED						
O'ahu	11,452	22,012	-48.0	43,126	62,966	-31.5
Kaua'i	10,590	19,689	-46.2	37,491	52,625	-28.8
Maui County	10,959	21,931	-50.0	41,279	60,081	-31.3
Maui	10,959	21,931	-50.0	41,279	60,081	-31.3
Moloka'i	268	218	23.0	705	595	18.4
Lāna'i	338	476	-29.1	985	1,111	-11.4
Hawai'i Island	10,962	23,096	-52.5	38,002	58,871	-35.4
Average Islands Visited	3.9	3.72	4.7	3.7	3.66	2.3
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.19	0.94	25.8	1.22	1.13	8.0
Days in Hawai'i during Cruise	4.79	4.80	-0.3	5.17	5.05	2.3
Days in Hawai'i after Cruise	0.75	1.19	-37.0	0.94	1.20	-21.3
Total days in Hawai'i	6.73	6.94	-3.0	7.33	7.38	-0.7
ACCOMMODATIONS						
Hotel	5,161	9,697	-46.8	21,823	29,824	-26.8
Hotel only	4,350	8,470	-48.6	19,261	26,373	-27.0
Condo	578	914	-36.8	1,720	2,780	-38.1
Condo only	122	229	-46.8	398	750	-46.9
Timeshare	609	488	24.7	1,740	1,721	1.1
Timeshare Only	184	91	101.7	634	517	22.6
Bed & Breakfast	124	113	9.6	407	460	-11.4
Bed & Breakfast only	18	36	-49.0	87	86	1.9
Friends & relatives	270	442	-38.8	857	1,369	-37.3
Other accommodation	322	786	-59.0	1,399	2,235	-37.4
Accommodation (NET)	5,891	10,865	-45.8	24,536	33,774	-27.4
Cruise only	5,561	12,657	-56.1	18,591	30,703	-39.4
TRAVEL STATUS						
% First timers	40.8	41.3	-0.6	45.5	43.4	2.1
% Repeat visitors	59.2	58.7	0.6	54.5	56.6	-2.1

