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For Immediate Release: April 28, 2011
HTA Release (11-11)

TOTAL VISITOR SPENDING INCREASED 16.9 PERCENT AND VISITOR ARRIVALS GREW 9.1 PERCENT IN THE FIRST QUARTER OF 2011

March 2011 Total Visitor Spending and Arrivals Also Increased

HONOLULU – Total spending by visitors who came to Hawai'i in the first quarter of 2011 increased 16.9 percent, compared to the first quarter of 2010, to \$3.2 billion. Total visitor days for all visitors grew 10.8 percent, and total arrivals rose 9.1 percent to 1,823,870 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority.

All four major markets (U.S. West, U.S. East, Japan and Canada) had double-digit growth in total visitor spending in the first quarter of 2011, boosted by higher average daily spending and increased arrivals.

Quarterly arrival data by visitors from the smaller markets: Other Asia (+20.7%), Oceania (+10.5%), Europe (+9.2%) and Latin America (+6.6%), also showed increases compared to the first quarter of 2010 (see Visitor Arrivals from Other Major Markets – First Quarter 2011, page 8).

For the month of March 2011, total visitor spending grew 11.8 percent (\$103.5 million) from March 2010, to \$980.7 million. Total arrivals rose 4.2 percent to 633,365 visitors. The average daily spending by all visitors in March 2011 was \$167 per person, up from \$162 per person in March 2010.

Total arrivals by air in March 2011 rose 3.1 percent to 615,553 visitors. Arrivals from Canada climbed 34.7 percent from March 2010. Arrivals from U.S. West (+3.4%) and U.S. East (+7.2%) also increased compared to a year ago.

Arrivals from Japan plunged 17.9 percent compared to last March, due to flight suspensions and trip cancellations following the earthquake and tsunami on March 11. Prior to this devastating event, visitor arrivals from Japan had increased nine out of the last 10 months (since May 2010).

Arrivals by cruise ships in March 2011 grew 65.8 percent to 17,812 visitors compared to the same month last year.

Additional Total Air Visitor Highlights:

- Total arrivals from the U.S. mainland were up over March 2010, despite not having as many visitors who came for spring break. The full effect of the 2011 spring break

period will not be realized until April, when the majority of the California public schools and colleges scheduled their spring break.

- The total number of visitors who came for meetings, conventions and incentives (MCI) in March 2011 rose 63.2 percent, with strong increases from U.S. West, U.S. East and Canadian visitors (see Meetings, Conventions, Incentive Visitor Highlights, page 6).
- Condominium properties saw an 11.5 percent growth in total visitors compared to March 2010, with increases from Canada (+42.7%) and U.S. East (+12.6%).
- Total visitor arrivals to all neighbor islands increased, while total arrivals to O'ahu remained unchanged compared to March 2010.

March 2011 Arrivals at a Glance

CATEGORY AND MMA	March 2011	March 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	980.7	877.2	11.8	3,174.5	2,716.5	16.9
Total by air	976.3	874.2	11.7	3,163.7	2,707.8	16.8
U.S. West	311.5	291.6	6.8	969.4	873.2	11.0
U.S. East	262.7	224.7	16.9	888.4	740.6	20.0
Japan	149.0	155.5	-4.2	498.3	429.0	16.2
Canada	123.7	81.8	51.2	383.5	282.9	35.5
All Others	129.3	120.6	7.2	424.1	382.1	11.0
Visitor arrivals by cruise ships	4.4	3.0	44.4	10.8	8.8	23.3
TOTAL VISITOR DAYS	5,880,212	5,409,180	8.7	17,981,779	16,227,680	10.8
Total by air	5,793,923	5,339,139	8.5	17,749,863	16,026,891	10.8
U.S. West	2,202,149	2,101,664	4.8	6,625,203	6,131,958	8.0
U.S. East	1,548,724	1,420,343	9.0	4,934,750	4,460,066	10.6
Japan	546,885	636,541	-14.1	1,762,119	1,688,295	4.4
Canada	849,723	622,290	36.5	2,461,191	1,978,731	24.4
All Others	646,442	558,301	15.8	1,966,600	1,767,841	11.2
Visitor arrivals by cruise ships	86,289	70,041	23.2	231,915	200,789	15.5
VISITOR ARRIVALS	633,365	607,709	4.2	1,823,870	1,671,540	9.1
Total by air	615,553	596,969	3.1	1,780,458	1,638,067	8.7
U.S. West	237,910	230,065	3.4	667,393	613,763	8.7
U.S. East	159,441	148,774	7.2	445,331	408,405	9.0
Japan	89,779	109,339	-17.9	297,265	292,592	1.6
Canada	68,356	50,745	34.7	185,727	149,184	24.5
All Others	60,067	58,046	3.5	184,742	174,123	6.1
Visitor arrivals by cruise ships	17,812	10,740	65.8	43,412	33,473	29.7
AVERAGE LENGTH OF STAY	9.28	8.90	4.3	9.86	9.71	1.6
Total by air	9.41	8.94	5.2	9.97	9.78	1.9
U.S. West	9.26	9.14	1.3	9.93	9.99	-0.6
U.S. East	9.71	9.55	1.7	11.08	10.92	1.5
Japan	6.09	5.82	4.6	5.93	5.77	2.7
Canada	12.43	12.26	1.4	13.25	13.26	-0.1
All Others	10.76	9.62	11.9	10.65	10.15	4.8
Visitor arrivals by cruise ships	4.8	6.52	-25.7	5.34	6.00	-10.9

Source: Hawai'i Tourism Authority

March 2011 Arrivals at a Glance (continued)

CATEGORY AND MMA	March 2011	March 2010	% change	YTD 2011	YTD 2010	% change
PER PERSON PER DAY SPENDING (\$)	166.8	162.2	2.8	176.5	167.4	5.5
Total by air	168.5	163.7	2.9	178.2	169.0	5.5
U.S. West	141.5	138.7	2.0	146.3	142.4	2.8
U.S. East	169.6	158.2	7.2	180.0	166.0	8.4
Japan	272.5	244.3	11.6	282.8	254.1	11.3
Canada	145.6	131.5	10.7	155.8	143.0	9.0
All Others	200.0	216.0	-7.4	215.7	216.1	-0.2
Visitor arrivals by cruise ships	50.8	43.3	17.2	46.5	43.6	6.7
PER PERSON PER TRIP SPENDING (\$)	1,548.4	1,443.5	7.3	1,740.5	1,625.2	7.1
Total by air	1,586.1	1,464.4	8.3	1,776.9	1,653.0	7.5
U.S. West	1,309.3	1,267.4	3.3	1,452.5	1,422.7	2.1
U.S. East	1,647.9	1,510.4	9.1	1,995.0	1,813.3	10.0
Japan	1,659.8	1,422.0	16.7	1,676.3	1,466.2	14.3
Canada	1,810.3	1,612.6	12.3	2,064.7	1,896.5	8.9
All Others	2,152.8	2,077.6	3.6	2,295.8	2,194.5	4.6
Visitor arrivals by cruise ships	245.9	282.3	-12.9	248.6	261.6	-5.0

Source: Hawai'i Tourism Authority

Major Market Areas:**U.S. West:**

- Growth in arrivals (+3.4%) and higher daily spending by U.S. West visitors (\$142 per person, compared to \$139 per person in March 2010) contributed to a 6.8 percent increase in total spending to \$311.5 million for March 2011.
- Arrivals from the Pacific Region grew 3.6 percent, with increases from Alaska (+23.1%), Oregon (+18.1%) and Washington (+5%). Arrivals from California (-1.3%) declined slightly from last March; mainly due to a decrease in visitors from Southern California. Arrivals from the Mountain Region rose 3.8 percent from March 2010 (Table 2).
- More U.S. West visitors stayed in hotels (+5.6%) compared to March 2010.
- For the first quarter of 2011, total expenditures by U.S. West visitors rose 11 percent to \$969.4 million. Total visitors days (+8%) and visitor arrivals (+8.7%) also increased compared to the same quarter last year.

U.S. East:

- Spending by U.S. East visitors in March 2011 grew 16.9 percent to \$262.7 million, boosted by a 7.2 percent growth in arrivals and higher average daily spending (\$170 per person, compared to \$158 per person in March 2010).
- Arrivals from the East North Central (+17.9%), New England (+15.2%), West North Central (+13.7%), East South Central (+10%), and West South Central (+9.4%) regions increased, but arrivals from the Middle Atlantic (-8.8%) and South Atlantic (-4.5%) regions were lower compared to March 2010 (Table 2).

- In addition to the increased stays in condominium properties, more U.S. East visitors stayed in hotels (+10.3%) compared to March 2010.
- For the first quarter of 2011, total spending by U.S. East visitors rose 20 percent to \$888.4 million. Visitor days grew 10.6 percent, while visitor arrivals were up 9 percent compared to the first quarter of 2010.

Japan:

- Fourteen flights out of Japan to Hawai'i were cancelled on March 11. Ten of these cancelled flights were from Narita, one flight from Kansai and one flight from Nagoya. In the days following the earthquake and tsunami though, the majority of those flights have resumed operation. Effective April 6 until April 30, 2011, Japan Airlines have temporarily reduced weekly flights out of Narita from 21 to 14 flights, due to economic uncertainties and decreased demand for travel abroad.
- The 17.9 percent loss in arrivals in March 2011 resulted in a 4.2 percent decline in total visitor spending to \$149 million. Those who came during the month spent an average of \$273 per person, up from \$244 per person in March 2010. A stronger yen largely contributed to the increase in daily spending.
- Among the four larger islands, only Maui (+15.3% to 5,708 visitors) saw positive growth in Japanese arrivals in March 2011. Kaua'i (-43.8% to 1,199 visitors), O'ahu (-18.7% to 85,796 visitors) and Hawai'i Island (-12.7% to 12,968 visitors) saw double-digit losses compared to a year ago.
- The number of Japanese visitors who traveled on incentives more than doubled in March 2011, for the eleventh consecutive month of strong growth (see Meeting, Convention, Incentive Visitor Highlights, page 7).
- Total spending by Japanese visitors for the first quarter of 2011 was \$498.3 million, 16.2 percent higher compared to the same quarter last year. Total Japanese arrivals increased 1.6 percent, and the average daily spending rose to \$283 per person, from \$254 per person in the first quarter of 2010.

Canada:

- Total spending by Canadian visitors in March 2011 climbed 51.2 percent to \$123.7 million, supported by a 34.7 percent growth in arrivals and higher average daily spending (\$146 per person, from \$132 per person in March 2010).
- Canadian visitors who came on domestic flights jumped 68.1 percent, contributing to the strong growth in arrivals (Table 7).
- For the first quarter of 2011, total expenditures by Canadian visitors rose 35.5 percent to \$383.5 million. Total visitors days grew 24.4 percent, while visitor arrivals increased 24.5 percent from the same quarter last year.

March 2011 Island Highlights

CATEGORY AND ISLAND	March 2011	March 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	980.7	877.2	11.8	3,174.5	2,716.5	16.9
Total by air	976.3	874.2	11.7	3,163.7	2,707.8	16.8
O'ahu	462.0	419.6	10.1	1,498.2	1,283.5	16.7
Maui	283.2	257.7	9.9	886.5	774.0	14.5
Moloka'i	2.9	1.6	74.5	9.0	7.9	14.2
Lāna'i	9.1	4.0	129.4	24.9	15.0	66.4
Kaua'i	88.3	86.7	1.7	300.0	264.3	13.5
Hawai'i Island	130.8	104.6	25.0	445.1	363.1	22.6
Visitor arrivals by cruise ships	4.4	3.0	44.4	10.8	8.8	23.3
TOTAL VISITOR DAYS	5,880,212	5,409,180	8.7	17,981,779	16,227,680	10.8
Total by air	5,793,923	5,339,139	8.5	17,749,863	16,026,891	10.8
O'ahu	2,654,340	2,494,289	6.4	8,105,724	7,367,829	10.0
Maui	1,618,815	1,470,429	10.1	4,786,332	4,358,391	9.8
Moloka'i	25,133	20,353	23.5	81,812	76,578	6.8
Lāna'i	26,792	20,767	29.0	74,835	61,038	22.6
Kaua'i	604,274	590,324	2.4	1,884,065	1,738,131	8.4
Hawai'i Island	864,569	742,978	16.4	2,817,095	2,424,924	16.2
Visitor arrivals by cruise ships	86,289	70,041	23.2	231,915	200,789	15.5
VISITOR ARRIVALS	633,365	607,709	4.2	1,823,870	1,671,540	9.1
Total by air	778,420	736,598	5.7	2,243,594	2,057,909	9.0
O'ahu	358,629	358,614	0.0	1,067,532	989,608	7.9
Maui	201,602	181,182	11.3	551,495	503,116	9.6
Moloka'i	7,578	4,179	81.3	16,913	12,854	31.6
Lāna'i	9,467	5,673	66.9	21,356	16,388	30.3
Kaua'i	82,054	79,586	3.1	234,844	220,600	6.5
Hawai'i Island	119,090	107,364	10.9	351,454	315,343	11.5
Visitor arrivals by cruise ships	17,812	10,740	65.8	43,412	33,473	29.7
AVERAGE LENGTH OF STAY	9.28	8.90	4.3	9.86	9.71	1.6
Total by air	9.41	8.94	5.2	9.97	9.78	1.9
O'ahu	7.40	6.96	6.4	7.59	7.45	2.0
Maui	8.03	8.12	-1.1	8.68	8.66	0.2
Moloka'i	3.32	4.87	-31.9	4.84	5.96	-18.8
Lāna'i	2.83	3.66	-22.7	3.50	3.72	-5.9
Kaua'i	7.36	7.42	-0.7	8.02	7.88	1.8
Hawai'i Island	7.26	6.92	4.9	8.02	7.69	4.2
Visitor arrivals by cruise ships	4.8	6.52	-25.7	5.34	6.00	-10.9
PER PERSON PER DAY SPENDING (\$)	166.8	162.2	2.8	176.5	167.4	5.5
Total by air	168.5	163.7	2.9	178.2	169.0	5.5
O'ahu	174.1	168.2	3.5	184.8	174.2	6.1
Maui	174.9	175.2	-0.2	185.2	177.6	4.3
Moloka'i	114.5	81.0	41.3	110.4	103.3	6.9
Lāna'i	341.0	191.8	77.8	332.5	245.0	35.7
Kaua'i	146.1	146.9	-0.6	159.2	152.1	4.7
Hawai'i Island	151.3	140.8	7.4	158.0	149.7	5.5
Visitor arrivals by cruise ships	50.8	43.3	17.2	46.5	43.6	6.7
PER PERSON PER TRIP SPENDING (\$)	1,548.4	1,443.5	7.3	1,740.5	1,625.2	7.1
Total by air	1,586.1	1,464.4	8.3	1,776.9	1,653.0	7.5
O'ahu	1,288.3	1,169.9	10.1	1,403.4	1,297.0	8.2
Maui	1,404.7	1,422.1	-1.2	1,607.5	1,538.5	4.5
Moloka'i	379.7	394.6	-3.8	533.9	615.4	-13.2
Lāna'i	965.2	702.2	37.4	1,165.2	912.5	27.7
Kaua'i	1,075.6	1,089.9	-1.3	1,277.5	1,198.0	6.6
Hawai'i Island	1,098.6	974.6	12.7	1,266.4	1,151.4	10.0
Visitor arrivals by cruise ships	245.9	282.3	-12.9	248.6	261.6	-5.0

Source: Hawai'i Tourism Authority

Island Highlights:

- Among the larger neighbor islands in March 2011, Maui (+11.3%) showed the biggest increase in visitor arrivals, followed closely by Hawai'i Island (+10.9%). Total visitor spending on all islands increased compared to March 2010.
- For the first quarter of 2011, visitor arrivals increased on all islands, while total visitor spending rose by double-digits compared to the same quarter last year.

Island Highlights for Selected MMAs:

- **Maui:** The growth in arrivals to Maui in March 2011 was supported by double-digit increases from Canada (+31%), U.S. East (+14.9%) and Japan (+15.3%). Considerably more U.S. East (+15.7%) visitors stayed exclusively on Maui compared to last March.

For the first quarter of 2011, arrivals to Maui increased from Canada (+21.8%), U.S. East (+10.4%), U.S. West (+6.3%) and Japan (+3.5%) compared to the same quarter last year.

- **Hawai'i Island:** In March 2011, growth in total arrivals to Hawai'i Island was boosted by strong increases from Canada (+36.4%), U.S. West (+11.7%) and U.S. East (+11.2%). Japanese arrivals to Hawai'i Island fell 12.7 percent compared to March 2010. More U.S. East (+18.4%) and U.S. West (+13.2%) visitors stayed only on Hawai'i Island compared to last March.

For the first quarter of 2011, arrivals from Canada (+33.5%), U.S. West (+13%) and U.S. East (+12.1%) to Hawai'i Island increased by double digits, but Japanese arrivals declined 6 percent compared to the same quarter last year.

- **Kaua'i:** Arrivals to Kaua'i from Canada (+45.8%) rose significantly compared to March 2010, while U.S. East arrivals increased 8.9 percent. Japanese arrivals, though still an emerging segment on Kaua'i, fell 43.8 percent to 1,199 visitors. U.S. West arrivals to Kaua'i were down 3.4 percent compared to March 2010. Significantly more Canadian visitors (+50.5%) spent all their time on Kaua'i compared to a year ago.

For the first quarter of 2011, arrivals to Kaua'i by Canadian visitors (+34.5%) showed substantial increases from the same quarter last year. Visitors to Kaua'i from U.S. East (+9.1%), U.S. West (+1.4%) and Japan (+4.4%) also increased.

- **O'ahu:** In March 2011, arrivals to O'ahu from Canada (+37.7%), U.S. West (+6.5%) and U.S. East (+4.2%) increased, but Japanese arrivals declined 18.7 percent compared to March 2010.

For the first quarter of 2011, arrivals to O'ahu from Canada (+25.1%), U.S. West (+10%), U.S. East (+8.5%) and Japan (+1.7%) were higher compared to the same quarter last year.

Meetings, Conventions, Incentive Visitor Highlights:

- Total MCI visitors grew 63.2 percent compared to March 2010.
- The total number of visitors who came for conventions in March 2011 rose 72.7 percent. Convention visitors from U.S. East (+81% to 10,023 visitors) and U.S. West (+49.4% to 8,050 visitors) rose significantly, while convention visitors from Canada tripled (from 994 visitors to 3,187 visitors) compared to a year ago. The number of convention visitors from Japan declined 9.8 percent from last March.
- More total visitors came for corporate meetings (+57.2%) in March 2011, mainly due to increases from U.S. East (+46.2%) and U.S. West (+42%).
- Contributing to the growth in convention and corporate meeting visitors in March 2011 was the Association for Asian Studies (AAS) and the International Convention of Asia Scholars (ICAS) joint conference, which brought close to 3,000 delegates to the islands.
- The total number of visitors who came on incentives rose 52.3 percent from March 2010. Incentive travels by visitors from U.S. West (+101.8% to 3,947 visitors) and Japan (+164.5% to 2,441 visitors) more than doubled from a year ago. U.S. East incentive visitors also increased (+84% to 4,346 visitors) significantly compared to March 2010.
- For the first quarter of 2011, the total number of MCI visitors rose 38.1 percent from year-to-date 2010, with increases from all segments; conventions (+23.9%), corporate meetings (+66.9%) and incentives (+55.3%).

Total Scheduled Air Seats to Hawai'i (Table 9, page 26):

Air seat data presented below are scheduled seats and do not reflect cancellations after the earthquake and tsunami in Japan. Flight cancellations primarily affected Japan and Other Asia.

- Total scheduled air seats for March 2011 rose 2.3 percent from the same month last year. Scheduled air seats to Kahului (+6.1%) and Honolulu (+3%) increased, while air seats to Kona (-8.7%) and Līhu'e (-3.8%) declined compared to March 2010.
- Growth in scheduled air seats from U.S. West (+4.9%), Canada (+5.5%), Other Asia (+67.9%) and Oceania (+17%) in March 2011 offset fewer scheduled air seats from U.S. East (-16.2%) and Japan (-3.2%).
- Contributing to the growth in scheduled air seats from U.S. West (+4.9%) were direct service to Kahului from Salt Lake City, added in March 2011, and direct service to Honolulu from Bellingham, added in January 2011. There were also direct service added in 2010 to Kahului from Las Vegas and San Diego.
- Increased scheduled seats from Canada (+5.5%) resulted from seasonal direct service to Kahului from Edmonton, (from February 2011 through April 2011). In addition, there was an expansion of service from Calgary to Honolulu and Kahului.

- Significantly more seats from Seoul to Honolulu (+94.1%) contributed to the strong growth in total scheduled seats from Other Asia. In March 2011, Korean Airlines increased service to two daily flights.
- Increased flight frequency to Honolulu from Auckland and Sydney boosted total scheduled seats from Oceania.
- The drop in total scheduled seats from U.S. East (-16.2%) was largely due to a decrease in flight frequency from Dallas, Houston and Newark.
- The decrease in total scheduled seats from Japan resulted from fewer flights to Honolulu from Osaka and Narita, which offset service from Haneda to Honolulu (began in October 2010), and an expansion of service from Nagoya.
- For the first quarter of 2011, total scheduled air seats grew 4.3 percent compared to the first quarter of 2010. Increases in scheduled seats to Kahului (+10%), Honolulu (+3.8%) and Līhu'e (+2.5%) offset fewer seats to Kona (-3%). There were significantly more scheduled seats from Other Asia (+47.4%) compared to the first quarter of 2010. Scheduled seats from Oceania (+12.5%), U.S. West (+8.5%) and Japan (+1.5%) also increased, but there were fewer seats from U.S. East (-18%) compared to the first quarter of 2010.

Cruise Ship Visitors (Table 8, page 25):

- There was a total of 27,332 cruise visitors in March 2011, an increase of 37.8 percent from last March.
- Total cruise visitor days rose 24.1 percent. Total days spent in Hawai'i was 8.97, compared to 9.96 days in March 2010.
- Eleven cruise ships came in March 2011 and brought 17,812 visitors to the islands. This was up from 10,740 visitors who came on six cruise ships in March 2010. Visitors who came by air to board cruise ships grew 4.7 percent.
- For the first quarter of 2011, a total of 73,241 visitors came by cruise ship or by air to board cruise ships, 17.1 percent higher compared to the first quarter of 2010. Visitor days for all cruise ship visitors increased 10.2 percent from the same quarter last year.

Visitor Arrivals from Other Major Markets – First Quarter 2011*

- For the first quarter of 2011, a total of 185,577 visitors from markets outside of the top four visitor markets came to the islands, up 6.6 percent from the same quarter last year.
- **Other Asia MMA:** Visitors from Other Asia comprised the largest share at 26.2 percent of total other visitors. Arrivals from Other Asia climbed 20.7 percent from the first quarter of 2010 to 48,561 visitors.

Arrivals from Korea increased 14.9 percent to 23,223 visitors in the first quarter of 2011. This market has been growing rapidly since Korea joined the U.S. Visitor Waiver program in 2008. Supporting the growth in arrivals was direct service

launched by Hawaiian Airlines in January 2011. In addition, Korean Airlines had increased service since June 2010, and twice-daily service starting in March 2011.

Arrivals from China rose 29.2 percent to 18,527 visitors in the first quarter of 2011. Contributing the increase in Chinese visitors were three direct charter flights from Shanghai China to Honolulu which came in January and February 2011.

- **Oceania MMA:** Arrivals from Oceania totaled 37,729 visitors and made up 20.3 percent of total other visitors in the first quarter of 2011. Arrivals from this market increased 10.5 percent from the first quarter of 2010 with growth from Australia (+11.3%) and New Zealand (+1.8%).
- **Europe MMA:** There were 20,946 European (United Kingdom, France, Germany, Italy and Switzerland) visitors in the first quarter of 2011, accounting for 11.3 percent of total other visitors. Arrivals from this MMA rose 9.2 percent from the first quarter of 2010. Arrivals from Germany increased 12.7 percent while arrivals from the United Kingdom rose 1.6 percent.
- **Latin America MMA:** Arrivals from Latin America (4,711 visitors, or 2.5 percent of total other visitors) increased 6.6 percent compared to the first quarter of 2010, with increases from Brazil (+14.2%) and Argentina (+16.9%).

* Due to relatively small sample sizes, visitor arrival statistics from the Other Asia, Oceania, Europe and Latin America markets are released only on a quarterly basis.

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Note: Monthly visitor statistics releases and table of First Quarter 2011 Visitor Arrivals by MMA can be viewed at http://www.hawaiitourismauthority.org/monthly_stats

	TABLE 1. TOTAL VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	5,793,923	5,339,139	8.5%	17,749,863	16,026,891	10.8%
TOTAL VISITORS	615,553	596,969	3.1%	1,780,458	1,638,067	8.7%
DOMESTIC	443,298	412,250	7.5%	1,241,339	1,118,848	10.9%
INTERNATIONAL	172,255	184,719	-6.7%	539,119	519,219	3.8%
AVERAGE DAILY CENSUS	186,901	172,230	8.5%	197,221	178,077	10.8%
TOTAL AIR SEATS (EST)	824,419	805,842	2.3%	2,354,347	2,256,300	4.3%
TOTAL LOAD FACTOR (EST)	88.0%	87.0%	1.0	88.6%	84.7%	3.9
ISLANDS VISITED						
O'ahu	358,629	358,614	0.0%	1,067,532	989,608	7.9%
O'ahu only	261,970	270,683	-3.2%	783,720	730,856	7.2%
Kaua'i	82,054	79,586	3.1%	234,844	220,600	6.5%
Kaua'i only	43,187	44,814	-3.6%	119,908	115,497	3.8%
Maui County	205,758	185,053	11.2%	564,711	514,163	9.8%
Maui	201,602	181,182	11.3%	551,495	503,116	9.6%
Maui only	132,038	122,389	7.9%	353,257	326,255	8.3%
Moloka'i *	7,578	4,179	81.3%	16,913	12,854	31.6%
Moloka'i only *	659	546	20.7%	2,063	1,911	8.0%
Lāna'i *	9,467	5,673	66.9%	21,356	16,388	30.3%
Lāna'i only *	1,235	840	47.0%	3,758	2,592	45.0%
Big Island	119,090	107,364	10.9%	351,454	315,343	11.5%
Kona side	100,582	89,242	12.7%	296,316	260,502	13.7%
Hilo side	44,503	39,151	13.7%	126,600	118,096	7.2%
Big Island only	62,638	53,030	18.1%	178,876	151,310	18.2%
Any Neighbor Island	353,583	326,286	8.4%	996,738	907,211	9.9%
NI only	256,924	238,355	7.8%	712,926	648,459	9.9%
O'ahu & NI	96,659	87,931	9.9%	283,812	258,751	9.7%
Any one island only	501,727	492,302	1.9%	1,441,582	1,328,420	8.5%
Multiple Islands	113,826	104,667	8.8%	338,876	309,647	9.4%
Avg. Islands Visited	1.26	1.23	2.5%	1.26	1.26	0.3%
Average Length of Stay in Hawai'i	9.41	8.94	5.2%	9.97	9.78	1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	375,742	373,777	0.5%	1,100,889	1,006,781	9.3%
Hotel only	326,710	326,619	0.0%	959,404	878,751	9.2%
Plan to stay in Condo	124,027	111,224	11.5%	349,731	307,731	13.6%
Condo only	99,631	88,125	13.1%	275,915	243,377	13.4%
Plan to stay in Timeshare	56,131	56,319	-0.3%	161,245	161,036	0.1%
Timeshare only	42,680	42,816	-0.3%	121,203	121,905	-0.6%
Cruise Ship	10,504	9,699	8.3%	30,071	28,706	4.8%
Friends/Relatives	59,535	60,036	-0.8%	169,914	167,637	1.4%
Bed & Breakfast	6,089	5,455	11.6%	19,481	17,120	13.8%
Other	9,145	9,722	-5.9%	28,865	31,084	-7.1%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	501,775	496,433	1.1%	1,442,657	1,342,070	7.5%
Honeymoon	32,631	32,539	0.3%	94,054	89,971	4.5%
Get Married	8,821	9,903	-10.9%	25,942	24,219	7.1%
Pleasure/Vacation	469,163	462,843	1.4%	1,346,897	1,250,290	7.7%
Mtgs/Conventions/Incentive	47,237	28,939	63.2%	141,101	102,148	38.1%
Conventions	27,367	15,851	72.7%	78,122	63,077	23.9%
Corporate Meetings	9,096	5,786	57.2%	30,993	18,566	66.9%
Incentive	12,805	8,409	52.3%	37,463	24,124	55.3%
Other Business	19,980	20,059	-0.4%	62,532	59,144	5.7%
Visit Friends/Rel.	54,656	55,104	-0.8%	153,317	148,396	3.3%
Govt/Military	10,837	11,838	-8.5%	30,928	33,221	-6.9%
Attend School	1,002	1,192	-15.9%	4,985	6,485	-23.1%
Sport Events	5,195	5,886	-11.7%	23,779	16,112	47.6%
TRAVEL STATUS						
% First Timers **	33.7	33.0	0.6	32.8	32.5	0.3
% Repeaters **	66.3	67.0	-0.6	67.2	67.5	-0.3
Average # of Trips	4.97	4.97	-0.1%	5.19	5.23	-0.8%
Group Tour	53,153	58,195	-8.7%	182,540	165,228	10.5%
Non-Group	562,400	538,774	4.4%	1,597,918	1,472,839	8.5%
Package Trip	204,091	210,557	-3.1%	590,216	545,005	8.3%
No Package	411,462	386,412	6.5%	1,190,242	1,093,062	8.9%
Net True Independent	401,965	378,945	6.1%	1,153,828	1,064,819	8.4%

** 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					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
DOMESTIC VISITOR DAYS	4,286,692	3,920,498	9.3%	13,215,611	11,839,390	11.6%
DOMESTIC VISITORS	443,298	412,250	7.5%	1,241,339	1,118,848	10.9%
DOMESTIC AVERAGE DAILY CENSUS	138,280	126,468	9.3%	146,840	131,549	11.6%
DOMESTIC AIR SEATS (EST)	578,025	568,047	1.8%	1,639,049	1,572,490	4.2%
DOM LOAD FACTOR (EST)	92.7%	87.5%	5.2	90.7%	85.7%	5.0
ISLANDS VISITED						
O'ahu	218,014	200,932	8.5%	615,317	552,359	11.4%
O'ahu only	154,400	143,324	7.7%	431,507	384,669	12.2%
Kaua'i	74,052	71,281	3.9%	208,944	197,238	5.9%
Kaua'i only	41,281	42,816	-3.6%	113,217	110,262	2.7%
Maui County	166,818	152,594	9.3%	460,071	417,919	10.1%
Maui	163,018	149,440	9.1%	448,785	408,339	9.9%
Maui only	112,124	105,094	6.7%	301,633	275,733	9.4%
Moloka'i *	6,754	3,416	97.7%	14,635	10,808	35.4%
Moloka'i only *	639	533	19.9%	1,937	1,830	5.8%
Lāna'i *	8,525	4,523	88.5%	18,675	13,569	37.6%
Lāna'i only *	1,231	833	47.8%	3,321	2,559	29.8%
Big Island	93,006	81,489	14.1%	268,831	234,063	14.9%
Kona side	81,529	70,348	15.9%	235,572	202,067	16.6%
Hilo side	31,666	27,353	15.8%	87,382	79,840	9.4%
Big Island only	54,793	47,460	15.5%	157,092	130,960	20.0%
Any Neighbor Island	288,898	268,926	7.4%	809,832	734,179	10.3%
NI only	225,284	211,318	6.6%	626,022	566,489	10.5%
O'ahu & NI	63,614	57,608	10.4%	183,810	167,690	9.6%
Any one island only	364,468	340,060	7.2%	1,008,707	906,013	11.3%
Multiple Islands	78,830	72,190	9.2%	232,632	212,835	9.3%
Avg. Islands Visited	1.27	1.24	2.5%	1.27	1.27	0.2%
Average Length of Stay in Hawai'i	9.67	9.51	1.7%	10.65	10.58	0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	246,773	225,964	9.2%	683,521	604,508	13.1%
Hotel only	206,490	190,533	8.4%	568,730	504,428	12.7%
Plan to stay in Condo	92,421	84,372	9.5%	262,751	232,431	13.0%
Condo only	73,346	67,575	8.5%	206,075	183,439	12.3%
Plan to stay in Timeshare	49,398	49,297	0.2%	140,951	139,410	1.1%
Timeshare only	37,827	38,128	-0.8%	107,005	106,958	0.0%
Cruise Ship	9,233	8,065	14.5%	26,417	25,063	5.4%
Friends/Relatives	53,201	52,410	1.5%	150,310	142,625	5.4%
Bed & Breakfast	5,194	4,532	14.6%	16,239	13,698	18.6%
Other	7,621	7,358	3.6%	22,749	22,134	2.8%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	358,547	340,755	5.2%	992,644	901,398	10.1%
Honeymoon	12,539	11,590	8.2%	33,351	30,871	8.0%
Get Married	3,900	3,622	7.7%	10,325	9,459	9.2%
Pleasure/Vacation	346,563	329,516	5.2%	960,803	871,673	10.2%
Mtgs/Conventions/Incentive	35,277	20,856	69.1%	104,081	77,759	33.9%
Conventions	21,161	11,994	76.4%	62,198	48,597	28.0%
Corporate Meetings	7,032	4,898	43.6%	22,598	16,187	39.6%
Incentive	8,823	4,863	81.4%	23,695	16,097	47.2%
Other Business	18,126	17,509	3.5%	56,288	54,066	4.1%
Visit Friends/Rel.	48,545	47,152	3.0%	134,463	128,057	5.0%
Govt/Military	7,192	7,311	-1.6%	22,715	22,268	2.0%
Attend School	741	674	9.9%	3,705	3,351	10.6%
Sport Events	3,186	2,834	12.4%	16,323	8,996	81.4%
TRAVEL STATUS						
% First Timers **	29.1	28.4	0.7	27.3	27.1	0.2
% Repeaters **	70.9	71.6	-0.7	72.7	72.9	-0.2
Average # of Trips	5.50	5.63	-2.3%	5.88	5.98	-1.6%
Group Tour	18,918	14,587	29.7%	52,389	42,126	24.4%
Non-Group	424,380	397,663	6.7%	1,188,950	1,076,722	10.4%
Package Trip	110,228	100,220	10.0%	289,442	253,236	14.3%
No Package	333,070	312,030	6.7%	951,897	865,612	10.0%
Net True Independent	327,444	307,930	6.3%	936,536	853,130	9.8%

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

Source: Hawai'i Tourism Authority

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
UNITED STATES	389,937	370,609	5.2%	1,086,655	995,271	9.2%
Pacific Region	176,398	170,285	3.6%	507,897	465,310	9.2%
...California	100,225	101,590	-1.3%	290,890	271,153	7.3%
...Oregon	22,809	19,318	18.1%	60,610	51,489	17.7%
...Washington	43,121	41,057	5.0%	127,514	116,722	9.2%
Mountain Region	57,192	55,083	3.8%	144,213	132,770	8.6%
West North Central	29,668	26,087	13.7%	84,294	74,049	13.8%
West South Central	26,164	23,922	9.4%	58,112	55,112	5.4%
...Texas	20,699	19,178	7.9%	45,226	43,257	4.6%
East North Central	42,198	35,783	17.9%	112,824	97,880	15.3%
East South Central	6,974	6,341	10.0%	17,606	16,346	7.7%
New England	8,629	7,492	15.2%	28,967	25,650	12.9%
Middle Atlantic	17,235	18,888	-8.8%	56,359	54,372	3.7%
...New Jersey	3,970	4,820	-17.6%	12,815	13,291	-3.6%
...New York	7,642	8,777	-12.9%	26,753	25,631	4.4%
South Atlantic	25,056	26,237	-4.5%	75,060	72,521	3.5%
CANADA	29,668	17,648	68.1%	79,970	53,603	49.2%
EUROPE	8,613	8,595	0.2%	26,776	23,919	11.9%
France	496	411	20.7%	1,729	1,420	21.8%
Germany	2,308	2,202	4.8%	6,284	5,487	14.5%
Ireland	118	181	-34.8%	303	405	-25.2%
Italy	316	233	35.6%	1,143	941	21.5%
Switzerland	614	522	17.6%	1,773	1,492	18.8%
United Kingdom	2,140	2,287	-6.4%	6,347	5,964	6.4%
ASIA	3,793	3,555	6.7%	11,890	10,461	13.7%
People's Republic of China	1,763	1,736	1.6%	5,763	5,176	11.3%
Taiwan	153	133	15.0%	377	324	16.4%
Hong Kong	94	95	-1.1%	290	272	6.6%
Indonesia	30	47	-36.2%	158	96	64.6%
Japan	652	647	0.8%	1,710	1,618	5.7%
Korea	574	383	49.9%	1,840	1,517	21.3%
Malaysia	17	14	21.4%	81	41	97.6%
Philippines	170	182	-6.6%	593	528	12.3%
Singapore	71	97	-26.8%	221	230	-3.9%
Thailand	43	33	30.3%	119	100	19.0%
CENTRAL AMERICA	469	584	-19.7%	1,202	1,411	-14.8%
Mexico	408	513	-20.5%	1,016	1,197	-15.1%
SOUTH AMERICA	1,163	905	28.5%	4,536	3,851	17.8%
Argentina	278	192	44.8%	1,098	904	21.5%
Brazil	629	419	50.1%	2,408	2,136	12.7%
OCEANIA	2,196	1,970	11.5%	8,979	7,658	17.2%
Australia	1,702	1,578	7.9%	7,386	6,387	15.6%
New Zealand	229	185	23.8%	805	639	26.0%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,507,231	1,418,642	6.2%	4,534,252	4,187,501	8.3%
INTERNATIONAL VISITORS	172,255	184,719	-6.7%	539,119	519,219	3.8%
INTERNATIONAL AVERAGE DAILY CENSUS	48,620	45,763	6.2%	50,381	46,528	8.3%
INTERNATIONAL AIR SEATS (EST)	246,394	237,795	3.6%	715,298	683,810	4.6%
INT LOAD FACTOR (EST)	76.8%	85.8%	-9.0	84.8%	82.5%	2.3
ISLANDS VISITED						
O'ahu	140,615	157,682	-10.8%	452,215	437,249	3.4%
O'ahu only	107,570	127,359	-15.5%	352,213	346,187	1.7%
Kaua'i	8,002	8,305	-3.6%	25,900	23,362	10.9%
Kaua'i only	1,906	1,998	-4.6%	6,691	5,235	27.8%
Maui County	38,940	32,459	20.0%	104,640	96,244	8.7%
Maui	38,584	31,742	21.6%	102,710	94,777	8.4%
Maui only	19,914	17,295	15.1%	51,624	50,522	2.2%
Moloka'i *	824	763	8.0%	2,278	2,046	11.3%
Moloka'i only *	20	13	53.8%	126	81	55.9%
Lāna'i *	942	1,150	-18.1%	2,681	2,819	-4.9%
Lāna'i only *	4	7	-42.9%	437	33	1229.3%
Big Island	26,084	25,875	0.8%	82,623	81,280	1.7%
Kona side	19,053	18,894	0.8%	60,744	58,435	4.0%
Hilo side	12,837	11,798	8.8%	39,218	38,256	2.5%
Big Island only	7,845	5,570	40.8%	21,784	20,350	7.0%
Any Neighbor Island	64,685	57,360	12.8%	186,906	173,032	8.0%
NI only	31,640	27,037	17.0%	86,904	81,970	6.0%
O'ahu & NI	33,045	30,323	9.0%	100,002	91,061	9.8%
Any one island only	137,259	152,242	-9.8%	432,875	422,407	2.5%
Multiple Islands	34,996	32,477	7.8%	106,244	96,812	9.7%
Avg. Islands Visited	1.25	1.22	2.3%	1.24	1.24	0.3%
Average Length of Stay in Hawai'i	8.75	7.68	13.9%	8.41	8.06	4.3%
ACCOMMODATIONS						
Plan to stay in Hotel	128,969	147,813	-12.7%	417,368	402,273	3.8%
Hotel only	120,220	136,086	-11.7%	390,674	374,323	4.4%
Plan to stay in Condo	31,606	26,852	17.7%	86,980	75,300	15.5%
Condo only	26,285	20,550	27.9%	69,840	59,938	16.5%
Plan to stay in Timeshare	6,733	7,022	-4.1%	20,294	21,626	-6.2%
Timeshare only	4,853	4,688	3.5%	14,198	14,947	-5.0%
Cruise Ship	1,271	1,634	-22.2%	3,654	3,643	0.3%
Friends/Relatives	6,334	7,626	-16.9%	19,604	25,012	-21.6%
Bed & Breakfast	895	923	-3.0%	3,242	3,422	-5.3%
Other	1,524	2,364	-35.5%	6,116	8,950	-31.7%

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

	T A B L E 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	143,228	155,678	-8.0%	450,013	440,672	2.1%
Honeymoon	20,092	20,949	-4.1%	60,703	59,100	2.7%
Get Married	4,921	6,281	-21.7%	15,617	14,760	5.8%
Pleasure/Vacation	122,600	133,327	-8.0%	386,094	378,617	2.0%
Mtgs/Conventions/Incentive	11,960	8,083	48.0%	37,020	24,389	51.8%
Conventions	6,206	3,857	60.9%	15,924	14,480	10.0%
Corporate Meetings	2,064	888	132.4%	8,395	2,379	252.9%
Incentive	3,982	3,546	12.3%	13,768	8,027	71.5%
Other Business	1,854	2,550	-27.3%	6,244	5,078	23.0%
Visit Friends/Rel.	6,111	7,952	-23.2%	18,854	20,339	-7.3%
Govt/Military	3,645	4,527	-19.5%	8,213	10,953	-25.0%
Attend School	261	518	-49.6%	1,280	3,134	-59.2%
Sport Events	2,009	3,052	-34.2%	7,456	7,116	4.8%
TRAVEL STATUS						
% First Timers **	45.5	43.4	2.1	45.5	44.1	1.4
% Repeaters **	54.5	56.6	-2.1	54.5	55.9	-1.4
Average # of Trips	3.60	3.50	2.9%	3.60	3.63	-0.8%
Group Tour	34,235	43,608	-21.5%	130,151	123,102	5.7%
Non-Group	138,020	141,111	-2.2%	408,968	396,117	3.2%
Package Trip	93,863	110,337	-14.9%	300,774	291,769	3.1%
No Package	78,392	74,382	5.4%	238,345	227,450	4.8%
Net True Independent	74,521	71,015	4.9%	217,292	211,689	2.6%

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

Source: Hawai'i Tourism Authority

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	2,202,149	2,101,664	4.8%	6,625,203	6,131,958	8.0%
TOTAL VISITORS	237,910	230,065	3.4%	667,393	613,763	8.7%
Domestic	233,589	225,368	3.6%	652,109	598,080	9.0%
International	4,321	4,697	-8.0%	15,284	15,683	-2.5%
AVERAGE DAILY CENSUS	71,037	67,796	4.8%	73,613	68,133	8.0%
ISLANDS VISITED						
O'ahu	104,542	98,138	6.5%	295,801	268,813	10.0%
O'ahu only	81,345	75,673	7.5%	230,160	205,860	11.8%
Kaua'i	37,943	39,266	-3.4%	102,387	100,932	1.4%
Kaua'i only	25,806	27,772	-7.1%	69,002	69,078	-0.1%
Maui County	84,631	83,632	1.2%	235,594	221,336	6.4%
Maui	82,408	81,816	0.7%	229,365	215,855	6.3%
Maui only	65,167	66,207	-1.6%	180,399	169,521	6.4%
Moloka'i *	3,538	1,586	123.1%	7,177	5,056	42.0%
Moloka'i only *	459	336	36.6%	1,271	1,108	14.7%
Lāna'i *	4,092	2,178	87.9%	8,627	6,401	34.8%
Lāna'i only *	658	569	15.6%	1,921	1,672	14.9%
Big Island	48,195	43,151	11.7%	137,285	121,473	13.0%
Kona side	43,057	37,742	14.1%	122,479	106,304	15.2%
Hilo side	14,042	12,553	11.9%	37,318	35,195	6.0%
Big Island only	34,539	30,506	13.2%	97,790	83,603	17.0%
Any Neighbor Island	156,565	154,392	1.4%	437,233	407,903	7.2%
NI only	133,368	131,927	1.1%	371,592	344,950	7.7%
O'ahu & NI	23,197	22,465	3.3%	65,641	62,953	4.3%
Any one island only	207,974	201,063	3.4%	580,543	530,842	9.4%
Multiple Islands	29,936	29,002	3.2%	86,850	82,921	4.7%
Avg. Islands Visited	1.18	1.16	2.0%	1.17	1.17	-0.1%
Average Length of Stay in Hawai'i	9.26	9.14	1.3%	9.93	9.99	-0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	120,592	114,165	5.6%	331,821	296,368	12.0%
Hotel only	102,479	96,510	6.2%	280,521	250,798	11.9%
Plan to stay in Condo	54,895	55,080	-0.3%	158,971	146,587	8.4%
Condo only	45,143	45,302	-0.4%	128,673	120,217	7.0%
Plan to stay in Timeshare	28,410	29,361	-3.2%	79,532	79,966	-0.5%
Timeshare only	22,199	23,028	-3.6%	62,424	62,917	-0.8%
Cruise Ship	1,952	2,024	-3.6%	5,431	6,137	-11.5%
Friends/Relatives	30,750	30,064	2.3%	87,876	85,204	3.1%
Bed & Breakfast	2,406	2,110	14.0%	7,273	6,546	11.1%
Other	4,851	4,415	9.9%	14,732	13,074	12.7%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	192,468	190,598	1.0%	534,997	496,336	7.8%
Honeymoon	5,794	5,098	13.7%	15,036	13,682	9.9%
Get Married	1,988	1,893	5.0%	6,519	5,105	27.7%
Pleasure/Vacation	186,901	185,609	0.7%	519,247	483,101	7.5%
Mtgs/Conventions/Incentive	14,909	9,433	58.1%	43,622	33,802	29.1%
Conventions	8,050	5,389	49.4%	25,869	21,485	20.4%
Corporate Meetings	3,507	2,470	42.0%	10,415	7,694	35.4%
Incentive	3,947	1,956	101.8%	8,795	5,789	51.9%
Other Business	11,645	10,928	6.6%	34,733	33,110	4.9%
Visit Friends/Rel.	27,525	26,799	2.7%	76,582	73,561	4.1%
Govt/Military	3,553	3,416	4.0%	10,091	9,956	1.4%
Attend School	355	326	8.9%	1,776	2,013	-11.8%
Sport Events	1,914	1,669	14.7%	8,690	5,127	69.5%
TRAVEL STATUS						
% First Timers **	18.9	18.1	0.8	17.3	17.2	0.1
% Repeaters **	81.1	81.9	-0.8	82.7	82.8	-0.1
Average # of Trips	6.80	6.86	-0.9%	7.18	7.24	-0.9%
Group Tour	6,184	4,572	35.3%	15,764	13,266	18.8%
Non-Group	231,726	225,493	2.8%	651,629	600,497	8.5%
Package Trip	51,153	48,117	6.3%	129,446	117,155	10.5%
No Package	186,757	181,948	2.6%	537,947	496,608	8.3%
Net True Independent	184,632	180,341	2.4%	532,172	491,813	8.2%

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

Source: Hawai'i Tourism Authority

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR					
	(Includes States East of Rocky Mountains)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	1,548,724	1,420,343	9.0%	4,934,750	4,460,066	10.6%
TOTAL VISITORS	159,441	148,774	7.2%	445,331	408,405	9.0%
Domestic	155,925	144,750	7.7%	433,222	395,930	9.4%
International	3,516	4,024	-12.6%	12,109	12,475	-2.9%
AVERAGE DAILY CENSUS	49,959	45,818	9.0%	54,831	49,556	10.6%
ISLANDS VISITED						
O'ahu	88,923	85,349	4.2%	249,034	229,548	8.5%
O'ahu only	55,832	56,034	-0.4%	153,205	143,827	6.5%
Kaua'i	28,863	26,504	8.9%	85,457	78,298	9.1%
Kaua'i only	11,803	12,272	-3.8%	34,630	33,080	4.7%
Maui County	64,266	55,921	14.9%	177,087	160,051	10.6%
Maui	62,844	54,715	14.9%	172,704	156,457	10.4%
Maui only	36,062	31,180	15.7%	93,533	86,619	8.0%
Moloka'i *	2,346	1,432	63.8%	5,609	4,339	29.3%
Moloka'i only *	152	140	8.6%	513	536	-4.3%
Lāna'i *	3,463	2,297	50.8%	8,273	6,349	30.3%
Lāna'i only *	516	196	163.3%	1,384	737	87.8%
Big Island	34,062	30,628	11.2%	100,942	90,029	12.1%
Kona side	29,100	25,236	15.3%	86,680	75,707	14.5%
Hilo side	14,143	12,969	9.1%	39,764	37,090	7.2%
Big Island only	15,182	12,819	18.4%	43,859	37,053	18.4%
Any Neighbor Island	103,609	92,740	11.7%	292,126	264,578	10.4%
NI only	70,518	63,425	11.2%	196,297	178,857	9.8%
O'ahu & NI	33,091	29,315	12.9%	95,829	85,721	11.8%
Any one island only	119,547	112,641	6.1%	327,124	301,852	8.4%
Multiple Islands	39,894	36,133	10.4%	118,207	106,553	10.9%
Avg. Islands Visited	1.38	1.35	2.4%	1.40	1.38	1.0%
Average Length of Stay in Hawai'i	9.71	9.55	1.7%	11.08	10.92	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	100,586	91,219	10.3%	276,290	245,666	12.5%
Hotel only	82,783	76,460	8.3%	224,652	201,384	11.6%
Plan to stay in Condo	24,584	21,841	12.6%	71,996	65,120	10.6%
Condo only	17,806	16,142	10.3%	51,032	47,010	8.6%
Plan to stay in Timeshare	17,590	17,122	2.7%	51,644	51,561	0.2%
Timeshare only	13,019	12,993	0.2%	37,502	37,997	-1.3%
Cruise Ship	5,860	4,995	17.3%	16,978	15,369	10.5%
Friends/Relatives	19,018	19,582	-2.9%	52,895	51,607	2.5%
Bed & Breakfast	1,789	1,872	-4.4%	6,014	5,317	13.1%
Other	2,770	2,896	-4.4%	8,549	8,864	-3.6%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	124,920	118,863	5.1%	342,649	316,509	8.3%
Honeymoon	5,340	4,932	8.3%	14,279	13,301	7.4%
Get Married	1,688	1,405	20.1%	3,956	3,618	9.3%
Pleasure/Vacation	119,626	114,115	4.8%	329,083	303,931	8.3%
Mtgs/Conventions/Incentive	16,506	9,482	74.1%	49,118	37,260	31.8%
Conventions	10,023	5,538	81.0%	29,084	23,480	23.9%
Corporate Meetings	2,989	2,044	46.2%	10,027	7,090	41.4%
Incentive	4,346	2,362	84.0%	12,259	8,344	46.9%
Other Business	5,748	6,627	-13.3%	18,685	19,090	-2.1%
Visit Friends/Rel.	18,185	17,931	1.4%	49,235	47,670	3.3%
Govt/Military	4,139	5,372	-23.0%	13,888	15,325	-9.4%
Attend School	216	181	19.3%	1,176	2,029	-42.0%
Sport Events	867	588	47.4%	6,221	2,639	135.7%
TRAVEL STATUS						
% First Timers **	39.7	39.5	0.3	37.0	36.9	0.1
% Repeaters **	60.3	60.5	-0.3	63.0	63.1	-0.1
Average # of Trips	4.07	4.17	-2.4%	4.51	4.61	-2.2%
Group Tour	10,179	7,151	42.3%	27,687	21,968	26.0%
Non-Group	149,262	141,623	5.4%	417,644	386,437	8.1%
Package Trip	43,387	39,257	10.5%	115,498	100,893	14.5%
No Package	116,054	109,517	6.0%	329,833	307,512	7.3%
Net True Independent	113,246	107,846	5.0%	322,702	302,053	6.8%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	546,885	636,541	-14.1%	1,762,119	1,688,295	4.4%
TOTAL VISITORS	89,779	109,339	-17.9%	297,265	292,592	1.6%
Domestic	652	647	0.8%	1,710	1,618	5.7%
International	89,127	108,692	-18.0%	295,555	290,974	1.6%
AVERAGE DAILY CENSUS	17,641	20,534	-14.1%	19,580	18,759	4.4%
ISLANDS VISITED						
O'ahu	85,796	105,536	-18.7%	285,099	280,245	1.7%
O'ahu only	71,492	89,356	-20.0%	240,296	235,117	2.2%
Kaua'i	1,199	2,135	-43.8%	5,530	5,299	4.4%
Kaua'i only	202	316	-36.1%	944	424	122.6%
Maui County	5,815	4,951	17.5%	15,555	14,701	5.8%
Maui	5,708	4,950	15.3%	15,068	14,556	3.5%
Maui only	878	808	8.7%	2,995	2,505	19.6%
Moloka'i *	160	76	110.5%	491	300	63.7%
Moloka'i only *	11	0	NA	11	1	1000.0%
Lāna'i *	183	51	258.8%	836	378	121.2%
Lāna'i only *	0	0	NA	158	12	1216.7%
Big Island	12,968	14,847	-12.7%	41,192	43,842	-6.0%
Kona side	8,911	10,792	-17.4%	25,890	29,540	-12.4%
Hilo side	5,943	5,275	12.7%	20,342	18,018	12.9%
Big Island only	2,569	2,588	-0.7%	7,285	8,972	-18.8%
Any Neighbor Island	18,287	19,983	-8.5%	56,969	57,475	-0.9%
NI only	3,983	3,803	4.7%	12,166	12,347	-1.5%
O'ahu & NI	14,304	16,180	-11.6%	44,803	45,128	-0.7%
Any one island only	75,152	93,068	-19.3%	251,689	247,031	1.9%
Multiple Islands	14,627	16,271	-10.1%	45,576	45,561	0.0%
Avg. Islands Visited	1.18	1.17	1.2%	1.17	1.18	-0.5%
Average Length of Stay in Hawai'i	6.09	5.82	4.6%	5.93	5.77	2.7%
ACCOMMODATIONS						
Plan to stay in Hotel	78,357	97,094	-19.3%	260,510	258,396	0.8%
Hotel only	76,430	94,573	-19.2%	255,317	253,361	0.8%
Plan to stay in Condo	9,516	9,900	-3.9%	29,939	26,316	13.8%
Condo only	7,840	7,888	-0.6%	25,477	22,298	14.3%
Plan to stay in Timeshare	2,561	2,846	-10.0%	8,000	6,993	14.4%
Timeshare only	1,769	1,855	-4.6%	5,809	5,153	12.7%
Cruise Ship	4	50	-92.0%	118	456	-74.1%
Friends/Relatives	1,517	2,011	-24.6%	4,302	4,534	-5.1%
Bed & Breakfast	88	77	14.3%	481	571	-15.8%
Other	192	171	12.3%	260	356	-27.0%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	77,938	96,779	-19.5%	257,688	259,768	-0.8%
Honeymoon	13,796	16,156	-14.6%	43,722	45,103	-3.1%
Get Married	4,354	5,647	-22.9%	13,158	13,459	-2.2%
Pleasure/Vacation	63,631	79,299	-19.8%	211,659	211,633	0.0%
Mtgs/Conventions/Incentive						
Conventions	3,813	2,534	50.5%	14,674	7,605	93.0%
Corporate Meetings	1,273	1,412	-9.8%	2,554	2,651	-3.7%
Incentive	259	310	-16.5%	2,323	1,025	126.6%
Incentive	2,441	923	164.5%	10,256	4,073	151.8%
Other Business						
Visit Friends/Rel.	542	496	9.3%	1,977	1,495	32.2%
Govt/Military	1,791	2,312	-22.5%	5,966	5,618	6.2%
Attend School	37	53	-30.2%	257	228	12.7%
Sport Events	223	302	-26.2%	622	616	1.0%
Sport Events	1,967	2,766	-28.9%	6,602	6,252	5.6%
TRAVEL STATUS						
% First Timers **	43.9	43.7	0.2	43.8	43.3	0.5
% Repeaters **	56.1	56.3	-0.2	56.2	56.7	-0.5
Average # of Trips	3.81	3.52	8.4%	3.81	3.69	3.3%
Group Tour						
Group Tour	24,088	37,397	-35.6%	99,344	104,471	-4.9%
Non-Group	65,691	71,942	-8.7%	197,921	188,121	5.2%
Package Trip						
Package Trip	63,882	82,835	-22.9%	216,613	218,467	-0.8%
No Package	25,897	26,504	-2.3%	80,652	74,125	8.8%
Net True Independent	23,480	23,512	-0.1%	64,492	61,604	4.7%

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

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	849,723	622,290	36.5%	2,461,191	1,978,731	24.4%
TOTAL VISITORS	68,356	50,745	34.7%	185,727	149,184	24.5%
Domestic	29,668	17,648	68.1%	79,970	53,603	49.2%
International	38,688	33,097	16.9%	105,757	95,581	10.6%
AVERAGE DAILY CENSUS	27,410	20,074	36.5%	27,346	21,986	24.4%
ISLANDS VISITED						
O'ahu	30,374	22,059	37.7%	84,182	67,290	25.1%
O'ahu only	20,720	14,885	39.2%	54,329	44,641	21.7%
Kaua'i	9,044	6,201	45.8%	26,574	19,754	34.5%
Kaua'i only	4,113	2,732	50.5%	11,151	8,529	30.7%
Maui County	33,442	25,796	29.6%	89,369	73,301	21.9%
Maui	33,322	25,431	31.0%	88,369	72,560	21.8%
Maui only	24,850	19,259	29.0%	63,459	53,141	19.4%
Moloka'i *	735	486	51.2%	2,027	1,381	46.8%
Moloka'i only *	14	36	-61.1%	180	160	12.5%
Lāna'i *	799	487	64.1%	1,756	1,392	26.1%
Lāna'i only *	21	31	-32.3%	87	67	29.9%
Big Island	12,581	9,225	36.4%	37,263	27,922	33.5%
Kona side	11,538	8,491	35.9%	34,047	25,304	34.6%
Hilo side	4,400	3,052	44.2%	12,567	10,183	23.4%
Big Island only	6,544	4,863	34.6%	18,831	13,864	35.8%
Any Neighbor Island	47,636	35,860	32.8%	131,398	104,543	25.7%
NI only	37,982	28,686	32.4%	101,545	81,894	24.0%
O'ahu & NI	9,654	7,174	34.6%	29,853	22,649	31.8%
Any one island only	56,262	41,806	34.6%	148,037	120,402	23.0%
Multiple Islands	12,094	8,939	35.3%	37,690	28,782	30.9%
Avg. Islands Visited	1.27	1.26	0.9%	1.29	1.28	1.4%
Average Length of Stay in Hawai'i	12.43	12.26	1.4%	13.25	13.26	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	32,809	25,556	28.4%	92,035	73,884	24.6%
Hotel only	25,744	20,318	26.7%	71,387	57,544	24.1%
Plan to stay in Condo	27,459	19,239	42.7%	71,421	56,029	27.5%
Condo only	22,762	15,815	43.9%	57,716	45,320	27.4%
Plan to stay in Timeshare	6,217	5,273	17.9%	17,900	16,907	5.9%
Timeshare only	4,875	3,721	31.0%	12,691	11,775	7.8%
Cruise Ship	1,417	1,068	32.7%	4,143	3,243	27.8%
Friends/Relatives	2,516	2,274	10.6%	7,820	7,148	9.4%
Bed & Breakfast	865	547	58.1%	2,606	1,860	40.1%
Other	595	385	54.5%	1,652	1,303	26.8%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	64,390	47,901	34.4%	173,622	139,893	24.1%
Honeymoon	1,154	775	48.9%	3,042	2,372	28.2%
Get Married	298	636	-53.1%	1,013	1,029	-1.6%
Pleasure/Vacation	63,425	46,890	35.3%	170,765	137,325	24.4%
Mtgs/Conventions/Incentive	3,734	1,403	166.1%	10,163	6,498	56.4%
Conventions	3,187	994	220.6%	7,891	4,553	73.3%
Corporate Meetings	356	267	33.3%	1,332	890	49.7%
Incentive	393	231	70.1%	1,376	1,439	-4.4%
Other Business	376	222	69.4%	1,202	981	22.5%
Visit Friends/Rel.	1,860	1,844	0.9%	6,792	5,704	19.1%
Govt/Military	37	30	23.3%	277	212	30.7%
Attend School	68	21	223.8%	166	140	18.6%
Sport Events	293	441	-33.6%	851	875	-2.7%
TRAVEL STATUS						
% First Timers **	32.5	31.2	1.3	34.0	32.8	1.3
% Repeaters **	67.5	68.8	-1.3	66.0	67.2	-1.3
Average # of Trips	3.98	4.08	-2.4%	4.16	4.19	-0.7%
Group Tour	1,323	1,058	25.0%	5,569	3,822	45.7%
Non-Group	67,033	49,687	34.9%	180,158	145,362	23.9%
Package Trip	18,432	15,016	22.7%	49,423	41,697	18.5%
No Package	49,924	35,729	39.7%	136,304	107,487	26.8%
Net True Independent	49,502	35,529	39.3%	135,068	106,427	26.9%

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS						
	March			YEAR-TO-DATE		
	2011P	2010P	% CHANGE	2011P	2010P	% CHANGE
VISITOR DAYS	245,107	197,565	24.1%	674,865	612,311	10.2%
TOTAL VISITORS	27,332	19,834	37.8%	73,241	62,547	17.1%
ARRIVED BY SHIP	17,812	10,740	65.8%	43,412	33,473	29.7%
ARRIVED BY AIR	9,520	9,094	4.7%	29,829	29,074	2.6%
NUMBER OF SHIP ARRIVALS	11	6	83.3%	26	22	18.2%
ISLANDS VISITED						
O'ahu	27,332	19,834	37.8%	73,241	61,045	20.0%
Kaua'i	25,419	19,226	32.2%	67,030	55,261	21.3%
Maui County	25,532	19,834	28.7%	69,493	59,915	16.0%
Maui	25,532	19,834	28.7%	69,493	59,915	16.0%
Moloka'i	389	241	61.6%	914	766	19.4%
Lāna'i	730	441	65.4%	1,577	1,456	8.3%
Hawai'i Island	25,817	19,834	30.2%	67,956	59,690	13.8%
Average Islands Visited	3.8	4.0	-3.8%	3.8	3.8	0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.99	3.09	-3.4%	3.00	3.07	-2.5%
Days in Hawai'i during Cruise	4.73	5.58	-15.2%	4.93	5.29	-6.7%
Days in Hawai'i after Cruise	1.25	1.29	-3.1%	1.29	1.43	-10.0%
Total days in Hawai'i	8.97	9.96	-10.0%	9.21	9.79	-5.9%
ACCOMMODATIONS						
Hotel	10,898	8,829	23.4%	32,226	28,834	11.8%
Hotel only	9,518	7,922	20.1%	28,136	25,506	10.3%
Condo	1,235	825	49.6%	3,113	2,958	5.2%
Condo only	453	393	15.3%	991	1,169	-15.2%
Timeshare	728	703	3.5%	2,505	2,088	20.0%
Timeshare Only	195	328	-40.6%	1,002	882	13.6%
Bed & Breakfast	97	74	30.2%	282	316	-10.8%
Bed & Breakfast only	46	4	1217.1%	88	32	170.3%
Friends & relatives	787	526	49.7%	1,635	1,496	9.3%
Other accommodation	295	160	84.4%	1,119	829	34.9%
Accommodation (NET)	12,273	9,952	23.3%	35,815	32,286	10.9%
Cruise only	15,059	9,882	52.4%	37,427	30,261	23.7%
TRAVEL STATUS						
% First timers	38.5	42.9	-4.37	39.7	40.1	-0.40
% Repeat visitors	61.5	57.1	4.37	60.3	59.9	0.40

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

March 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	824,419	2.3%	569,967	3.0%	159,732	6.1%	57,159	-8.7%	0	NA	37,561	-3.8%
Scheduled Seats	815,228	2.3%	560,776	3.0%	159,732	6.1%	57,159	-8.7%	0	NA	37,561	-3.8%
Charter seats	9,191	-0.9%	9,191	-0.9%								
Domestic Seats	578,025	1.8%	349,871	1.3%	136,942	4.3%	54,983	1.9%	0	NA	36,229	-3.5%
Scheduled Seats	571,953	1.8%	343,799	1.3%	136,942	4.3%	54,983	1.9%	0	NA	36,229	-3.5%
...US West	501,963	4.9%	283,568	5.4%	127,183	7.7%	54,983	1.9%	0	NA	36,229	-3.5%
...US East	69,990	-16.2%	60,231	-14.3%	9,759	-26.1%						
Charter seats	6,072	0.0%	6,072	0.0%								
International Seats	246,394	3.6%	220,096	5.7%	22,790	17.9%	2,176	-74.9%			1,332	NA
Scheduled Seats	243,275	3.7%	216,977	5.8%	22,790	17.9%	2,176	-74.9%			1,332	NA
...Japan	138,711	-3.2%	138,711	1.4%			0	-100.0%				
...Canada	43,398	5.5%	17,100	-5.6%	22,790	17.9%	2,176	0.2%			1,332	NA
...Other Asia	23,104	67.9%	23,104	67.9%								
...Aus./N. Zealand	14,758	17.0%	14,758	17.0%								
...Other	23,304	-1.9%	23,304	-1.9%								
Charter Seats	3,119	-2.5%	3,119	-2.5%								
YTD Through Mar 2011	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	2,354,347	4.3%	1,648,691	3.8%	437,581	10.0%	162,395	-3.0%	0	NA	105,680	2.5%
Scheduled Seats	2,326,688	4.5%	1,621,032	4.0%	437,581	10.0%	162,395	-3.0%	0	NA	105,680	2.5%
Charter seats	27,659	-4.9%	27,659	-4.9%								
Domestic Seats	1,639,049	4.2%	1,004,040	1.6%	377,373	9.8%	155,804	10.2%	0	NA	101,832	3.1%
Scheduled Seats	1,621,937	4.4%	986,928	1.8%	377,373	9.8%	155,804	10.2%	0	NA	101,832	3.1%
...US West	1,424,289	8.5%	816,370	6.9%	350,283	13.7%	155,804	10.2%	0	NA	101,832	3.1%
...US East	197,648	-18.0%	170,558	-16.9%	27,090	-24.2%						
Charter seats	17,112	-11.4%	17,112	-11.4%								
International Seats	715,298	4.6%	644,651	7.5%	60,208	11.4%	6,591	-74.7%			3,848	-10.8%
Scheduled Seats	704,751	4.6%	634,104	7.5%	60,208	11.4%	6,591	-74.7%			3,848	-10.8%
...Japan	412,260	1.5%	412,260	6.5%			0	-100.0%				
...Canada	119,073	1.4%	48,426	-7.1%	60,208	11.4%	6,591	-4.4%			3,848	-10.8%
...Other Asia	60,315	47.4%	60,315	47.4%								
...Aus./N. Zealand	44,882	12.5%	44,882	12.5%								
...Other	68,221	-2.2%	68,221	-2.2%								
Charter Seats	10,547	7.9%	10,547	7.9%								

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

Note: Air seat data presented are scheduled seats and do not reflect cancellations after the earthquake and tsunami in Japan. Flight cancellations primarily affected Japan and Other Asia.