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TOTAL VISITOR SPENDING ROSE 15.3 PERCENT WHILE VISITOR ARRIVALS GREW 6.7 PERCENT IN YEAR-TO-DATE 2011

May 2011 Total Visitors Spending and Arrivals Also increased

HONOLULU – Total expenditures by visitors who came to Hawai'i in the first five months of 2011 increased 15.3 percent, compared to the same period last year, to \$5 billion. Total visitor days for all visitors grew 8.5 percent, and total arrivals rose 6.7 percent to 2,958,699 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority.

U.S. West (+11.3%), U.S. East (+17.1%) and Canada (+34.8%) continued to show double-digit growth in total visitor expenditures for year-to-date 2011, boosted by higher average daily spending and increased arrivals. Japanese arrivals for the first five months of 2011 declined 6.7 percent, but total Japanese visitor spending continued to increase (+5.3%) compared to year-to-date 2010.

For the month of May 2011, total visitor spending grew 5.9 percent (\$50.9 million) from May 2010, to \$912.3 million. Total arrivals increased slightly by 0.6 percent to 553,505 visitors. The average daily spending by all visitors in May 2011 rose to \$185 per person, from \$175 per person a year ago.

Total arrivals by air in May 2011 were stable (+0.3%) compared to last May at 548,859 visitors. Arrivals from Canada (+19.1%) rose by double digits while there were moderate increases from U.S. West (+0.8%) and U.S. East (+1.8%) compared to last May. Two months following the tragic earthquake and tsunami, arrivals from Japan fell 17.1 percent compared to May 2010.

Arrivals by cruise ships in May 2011 rose 69 percent to 4,646 visitors compared to the same month last year.

Additional Total Air Visitor Highlights:

- The total number of visitors who came for meetings, conventions and incentives (MCI) in May 2011 climbed 70 percent, driven by strong growth from U.S. West, U.S. East and Canada (see Meetings, Conventions, Incentive Visitors, page 6).
- The total number of visitors who came for sporting events in May 2011 rose 37.4 percent to 5,290 visitors. Contributing to this growth was the 2011 National Veterans Golden Age Games, the nation's largest sporting event for senior military veterans, which brought 1,100 participants from the U.S. mainland and the Pacific Islands. In

addition, the world famous stand-up paddleboard race, Battle of the Paddle, took place May 14-15 and attracted participants from U.S. West.

May 2011 Arrivals at a Glance

| CATEGORY AND MMA | May 2011 | May 2010 | % change | YTD 2011 | YTD 2010 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 912.3 | 861.4 | 5.9 | 5,007.1 | 4,343.7 | 15.3 |
| Total by air | 911.0 | 860.7 | 5.8 | 4,991.0 | 4,328.7 | 15.3 |
| U.S. West | 333.0 | 318.8 | 4.5 | 1,657.1 | 1,488.7 | 11.3 |
| U.S. East | 236.3 | 220.4 | 7.2 | 1,335.1 | 1,139.7 | 17.1 |
| Japan | 137.9 | 154.0 | -10.4 | 741.6 | 704.6 | 5.3 |
| Canada | 41.0 | 30.9 | 32.9 | 504.1 | 374.0 | 34.8 |
| All Others | 162.9 | 136.7 | 19.1 | 753.2 | 621.7 | 21.1 |
| Visitor arrivals by cruise ships | 1.3 | 0.7 | 81.6 | 16.1 | 15.0 | 7.0 |
| TOTAL VISITOR DAYS | 4,935,439 | 4,914,227 | 0.4 | 28,158,711 | 25,955,062 | 8.5 |
| Total by air | 4,902,955 | 4,897,683 | 0.1 | 27,817,436 | 25,628,317 | 8.5 |
| U.S. West | 2,244,657 | 2,227,593 | 0.8 | 11,279,021 | 10,546,538 | 6.9 |
| U.S. East | 1,295,605 | 1,278,181 | 1.4 | 7,383,796 | 6,873,650 | 7.4 |
| Japan | 479,509 | 548,770 | -12.6 | 2,629,217 | 2,709,286 | -3.0 |
| Canada | 251,373 | 219,614 | 14.5 | 3,259,661 | 2,631,445 | 23.9 |
| All Others | 631,811 | 623,525 | 1.3 | 3,265,741 | 2,867,397 | 13.9 |
| Visitor arrivals by cruise ships | 32,484 | 16,545 | 96.3 | 341,275 | 326,745 | 4.4 |
| VISITOR ARRIVALS | 553,505 | 549,954 | 0.6 | 2,958,699 | 2,773,553 | 6.7 |
| Total by air | 548,859 | 547,205 | 0.3 | 2,896,891 | 2,721,466 | 6.4 |
| U.S. West | 243,073 | 241,162 | 0.8 | 1,180,256 | 1,100,128 | 7.3 |
| U.S. East | 131,754 | 129,483 | 1.8 | 697,737 | 657,656 | 6.1 |
| Japan | 81,127 | 97,838 | -17.1 | 442,059 | 473,660 | -6.7 |
| Canada | 23,591 | 19,804 | 19.1 | 253,800 | 202,247 | 25.5 |
| All Others | 69,314 | 58,918 | 17.6 | 323,039 | 287,775 | 12.3 |
| Visitor arrivals by cruise ships | 4,646 | 2,749 | 69.0 | 61,808 | 52,087 | 18.7 |
| AVERAGE LENGTH OF STAY | 8.92 | 8.94 | -0.2 | 9.52 | 9.36 | 1.7 |
| Total by air | 8.93 | 8.95 | -0.2 | 9.60 | 9.42 | 2.0 |
| U.S. West | 9.23 | 9.24 | 0.0 | 9.56 | 9.59 | -0.3 |
| U.S. East | 9.83 | 9.87 | -0.4 | 10.58 | 10.45 | 1.3 |
| Japan | 5.91 | 5.61 | 5.4 | 5.95 | 5.72 | 4.0 |
| Canada | 10.66 | 11.09 | -3.9 | 12.84 | 13.01 | -1.3 |
| All Others | 9.12 | 10.58 | -13.9 | 10.11 | 9.96 | 1.5 |
| Visitor arrivals by cruise ships | 7.0 | 6.02 | 16.2 | 5.52 | 6.27 | -12.0 |
| PER PERSON PER DAY SPENDING (\$) | 184.9 | 175.3 | 5.5 | 177.8 | 167.4 | 6.3 |
| Total by air | 185.8 | 175.7 | 5.7 | 179.4 | 168.9 | 6.2 |
| U.S. West | 148.3 | 143.1 | 3.7 | 146.9 | 141.2 | 4.1 |
| U.S. East | 182.4 | 172.4 | 5.8 | 180.8 | 165.8 | 9.1 |
| Japan | 287.6 | 280.6 | 2.5 | 282.1 | 260.1 | 8.5 |
| Canada | 163.1 | 140.5 | 16.1 | 154.6 | 142.1 | 8.8 |
| All Others | 257.8 | 219.3 | 17.5 | 230.6 | 216.8 | 6.4 |
| Visitor arrivals by cruise ships | 40.0 | 43.2 | -7.5 | 47.1 | 46.0 | 2.4 |
| PER PERSON PER TRIP SPENDING (\$) | 1,648.3 | 1,566.3 | 5.2 | 1,692.3 | 1,566.1 | 8.1 |
| Total by air | 1,659.8 | 1,572.9 | 5.5 | 1,722.9 | 1,590.6 | 8.3 |
| U.S. West | 1,369.8 | 1,321.7 | 3.6 | 1,404.0 | 1,353.2 | 3.8 |
| U.S. East | 1,793.4 | 1,702.1 | 5.4 | 1,913.4 | 1,732.9 | 10.4 |
| Japan | 1,699.9 | 1,573.6 | 8.0 | 1,677.6 | 1,487.5 | 12.8 |
| Canada | 1,737.9 | 1,558.0 | 11.5 | 1,986.1 | 1,849.0 | 7.4 |
| All Others | 2,349.5 | 2,320.6 | 1.2 | 2,331.6 | 2,160.5 | 7.9 |
| Visitor arrivals by cruise ships | 279.6 | 260.3 | 7.4 | 260.0 | 288.4 | -9.9 |

Source: Hawai'i Tourism Authority

- Significantly fewer total visitors went on group tours (-19.2%) compared to May 2010, due to a 41.7 percent decline from Japan that offset increases from U.S. East (+36.6%), U.S. West (+8.2%) and Canada (+59%).
- More total visitors stayed in condominium properties (+8%) in May 2011 compared to a year ago, due to increases from Canada (+25.2%), Japan (+9.9%), U.S. West (+8%) and U.S. East (+3.5%). The number of total visitors who stayed in condominium properties has increased for five consecutive months.
- Fewer total visitors stayed in timeshare properties (-4.1%) largely due to a 5.8 percent drop from U.S. West.
- Kaua'i (+5.5%) had the largest increase in total visitor arrivals, supported by recently added direct air service to Līhu'e from Oakland and San Jose. Arrivals to Hawai'i Island grew 1.8 percent while arrivals to Maui (+0.6%) and O'ahu (+0.3%) rose slightly compared to May 2010.

Major Market Areas:

U.S. West:

- Higher daily spending by U.S. West visitors (\$148 per person, compared to \$143 per person in May 2010), and a slight growth in arrivals (+0.8%), contributed to a 4.5 percent increase in total spending to \$333 million for May 2011.
- Arrivals from the Pacific Region rose 1 percent compared to May 2010 due to increases from Alaska (+13%), Washington (+3.5%) and Oregon (+2.5%). Arrivals from California were about the same compared to last May. Arrivals from the Mountain Region grew 1.2 percent from May 2010 (Table 2).
- More U.S. West visitors came to the islands to get married (+13.4%) and to honeymoon (+5.9%) compared to last May.
- For the first five months of 2011, total expenditures by U.S. West visitors increased 11.3 percent to \$1.7 billion. Total visitors days (+6.9%) and visitor arrivals (+7.3%) were also higher compared to the same period last year.

U.S. East:

- Spending by U.S. East visitors in May 2011 grew 7.2 percent to \$236.3 million, boosted by higher average daily spending (\$182 per person, compared to \$172 per person in May 2010) and increased arrivals (+1.8%).
- Arrivals from the New England (+6.1%), Middle Atlantic (+4.3%), South Atlantic (+3.1%), East North Central (+2.2%), West South Central (+0.7%) and West North Central (+0.4%) regions increased, but arrivals from the East South Central (-0.8%) region dropped slightly compared to May 2010 (Table 2).
- More U.S. East visitors also came to get married (+15.3%) compared to May 2010.

- For the first five months of 2011, total spending by U.S. East visitors increased 17.1 percent to \$1.3 billion. Visitor days grew 7.4 percent while visitor arrivals were up 6.1 percent compared to the first five months of 2010.

Japan:

- The 17.1 percent drop in arrivals in May 2011 led to a 10.4 percent decrease in total visitor spending to \$137.9 million. Those who came during the month spent an average of \$288 per person, up from \$281 per person in May 2010. A stronger yen, which boosted shopping and food and beverage spending, contributed to the increase in daily spending.
- Japanese arrivals to Hawai'i Island (-20.6% to 11,445 visitors), O'ahu (-17% to 77,885 visitors) and Kaua'i (-4.7% to 1,430 visitors) declined, while arrivals to Maui increased (+4.8% to 4,758 visitors) compared to May 2010.
- The number of Japanese visitors who purchased group tours has significantly declined in the past three months (March 2011: -35.6% to 24,088 visitors, April 2011: -48.7% to 14,610 visitors, May 2011: -41.7% to 22,141 visitors) compared to the same months last year.
- While total Japanese arrivals fell 6.7 percent, average daily spending was higher at \$282 per person compared to \$260 per person in the first five months of 2010. Total spending by Japanese visitors for the first five months of 2011 was \$741.6 million, an increase of 5.3 percent compared to year-to-date 2010.

Canada:

- Total spending by Canadian visitors in May 2011 climbed 32.9 percent to \$41 million, supported by a 19.1 percent increase in arrivals and higher average daily spending (\$163 per person, from \$141 per person in May 2010).
- Canadian visitors who came on domestic flights rose 39.2 percent, while those who arrived on international flights grew 3.3 percent compared to May 2010 (Table 7).
- For the first five months of 2011, total expenditures by Canadian visitors jumped 34.8 percent to \$504.1 million. Total visitors days increased 23.9 percent, while visitor arrivals rose 25.5 percent from the same period last year.

Island Highlights:

- Among the larger neighbor islands in May 2011, Kaua'i (+5.5%) showed the biggest growth in visitor arrivals. Total visitor spending on O'ahu (+7.9%) and Kaua'i (+23.8%) increased, but visitor spending on Maui (-3%) and Hawai'i Island (-3%) declined compared to May 2010.
- For the first five months of 2011, visitor arrivals increased on all islands, while total visitor spending rose by double-digits compared to the same period last year.

May 2011 Island Highlights

| CATEGORY AND ISLAND | May 2011 | May 2010 | % change | YTD 2011 | YTD 2010 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 912.3 | 861.4 | 5.9 | 5,007.1 | 4,343.7 | 15.3 |
| Total by air | 911.0 | 860.7 | 5.8 | 4,991.0 | 4,328.7 | 15.3 |
| O'ahu | 481.5 | 446.3 | 7.9 | 2,428.1 | 2,101.5 | 15.5 |
| Maui | 220.9 | 227.7 | -3.0 | 1,354.8 | 1,203.8 | 12.5 |
| Moloka'i | 1.9 | 1.6 | 18.8 | 11.9 | 10.7 | 12.0 |
| Lāna'i | 7.0 | 3.1 | 122.9 | 38.1 | 24.8 | 53.6 |
| Kaua'i | 107.6 | 87.0 | 23.8 | 506.6 | 427.1 | 18.6 |
| Hawai'i Island | 92.1 | 94.9 | -3.0 | 651.5 | 560.9 | 16.2 |
| Visitor arrivals by cruise ships | 1.3 | 0.7 | 81.6 | 16.1 | 15.0 | 7.0 |
| TOTAL VISITOR DAYS | 4,935,439 | 4,914,227 | 0.4 | 28,158,711 | 25,955,062 | 8.5 |
| Total by air | 4,902,955 | 4,897,683 | 0.1 | 27,817,436 | 25,628,317 | 8.5 |
| O'ahu | 2,470,564 | 2,515,583 | -1.8 | 12,973,240 | 12,110,967 | 7.1 |
| Maui | 1,190,712 | 1,190,409 | 0.0 | 7,355,708 | 6,775,086 | 8.6 |
| Moloka'i | 15,933 | 13,901 | 14.6 | 113,504 | 103,358 | 9.8 |
| Lāna'i | 20,702 | 18,266 | 13.3 | 116,702 | 99,812 | 16.9 |
| Kaua'i | 577,443 | 552,675 | 4.5 | 3,064,374 | 2,829,112 | 8.3 |
| Hawai'i Island | 627,601 | 606,848 | 3.4 | 4,193,909 | 3,709,983 | 13.0 |
| Visitor arrivals by cruise ships | 32,484 | 16,545 | 96.3 | 341,275 | 326,745 | 4.4 |
| VISITOR ARRIVALS | 553,505 | 549,954 | 0.6 | 2,958,699 | 2,773,553 | 6.7 |
| Total by air | 548,859 | 547,205 | 0.3 | 2,896,891 | 2,721,466 | 6.4 |
| O'ahu | 345,147 | 344,037 | 0.3 | 1,741,506 | 1,655,771 | 5.2 |
| Maui | 161,039 | 160,121 | 0.6 | 891,348 | 824,377 | 8.1 |
| Moloka'i | 3,587 | 3,673 | -2.3 | 25,169 | 20,077 | 25.7 |
| Lāna'i | 6,105 | 5,715 | 6.8 | 34,177 | 27,506 | 24.3 |
| Kaua'i | 81,632 | 77,359 | 5.5 | 400,790 | 373,468 | 7.3 |
| Hawai'i Island | 96,504 | 94,795 | 1.8 | 552,714 | 512,442 | 7.9 |
| Visitor arrivals by cruise ships | 4,646 | 2,749 | 69.0 | 61,808 | 52,087 | 18.7 |
| AVERAGE LENGTH OF STAY | 8.92 | 8.94 | -0.2 | 9.52 | 9.36 | 1.7 |
| Total by air | 8.93 | 8.95 | -0.2 | 9.60 | 9.42 | 2.0 |
| O'ahu | 7.16 | 7.31 | -2.1 | 7.45 | 7.31 | 1.8 |
| Maui | 7.39 | 7.43 | -0.5 | 8.25 | 8.22 | 0.4 |
| Moloka'i | 4.44 | 3.78 | 17.4 | 4.51 | 5.16 | -12.6 |
| Lāna'i | 3.39 | 3.20 | 6.1 | 3.41 | 3.63 | -5.9 |
| Kaua'i | 7.07 | 7.14 | -1.0 | 7.65 | 7.58 | 0.9 |
| Hawai'i Island | 6.50 | 6.40 | 1.6 | 7.59 | 7.24 | 4.8 |
| Visitor arrivals by cruise ships | 6.99 | 6.02 | 16.2 | 5.52 | 6.27 | -12.0 |
| PER PERSON PER DAY SPENDING (\$) | 184.9 | 175.3 | 5.5 | 177.8 | 167.4 | 6.3 |
| Total by air | 185.8 | 175.7 | 5.7 | 179.4 | 168.9 | 6.2 |
| Oahu | 194.9 | 177.4 | 9.8 | 187.2 | 173.5 | 7.9 |
| Maui | 185.5 | 191.3 | -3.0 | 184.2 | 177.7 | 3.7 |
| Molokai | 122.2 | 117.9 | 3.7 | 105.3 | 103.2 | 2.0 |
| Lanai | 338.5 | 172.1 | 96.6 | 326.5 | 248.5 | 31.4 |
| Kauai | 186.4 | 157.3 | 18.5 | 165.3 | 151.0 | 9.5 |
| Big Island | 146.7 | 156.4 | -6.2 | 155.3 | 151.2 | 2.8 |
| Visitor arrivals by cruise ships | 40.0 | 43.2 | -7.5 | 47.1 | 46.0 | 2.4 |
| PER PERSON PER TRIP SPENDING (\$) | 1,648.3 | 1,566.3 | 5.2 | 1,692.3 | 1,566.1 | 8.1 |
| Total by air | 1,659.8 | 1,572.9 | 5.5 | 1,722.9 | 1,590.6 | 8.3 |
| Oahu | 1,395.0 | 1,297.3 | 7.5 | 1,394.3 | 1,269.2 | 9.9 |
| Maui | 1,371.7 | 1,422.0 | -3.5 | 1,519.9 | 1,460.3 | 4.1 |
| Molokai | 542.9 | 446.3 | 21.6 | 474.7 | 532.6 | -10.9 |
| Lanai | 1,147.7 | 550.2 | 108.6 | 1,114.7 | 901.8 | 23.6 |
| Kauai | 1,318.4 | 1,124.1 | 17.3 | 1,264.1 | 1,143.6 | 10.5 |
| Big Island | 953.9 | 1,001.3 | -4.7 | 1,178.7 | 1,094.5 | 7.7 |
| Visitor arrivals by cruise ships | 279.6 | 260.3 | 7.4 | 260.0 | 288.4 | -9.9 |

Source: Hawai'i Tourism Authority

Island Highlights for Selected MMAs:

- **Kaua'i:** The growth in total arrivals to Kaua'i (+5.5%) was boosted by increases from U.S. West (+6.7%) and Canada (+7.1%). U.S. East (-1.1%) and Japanese (-4.7%) arrivals to this island were lower compared to May 2010. For the first five months of 2011, arrivals to Kaua'i by Canadian visitors (+29.5%) were significantly higher compared to the same period last year. Visitors to Kaua'i from U.S. East (+5.7%), U.S. West (+5.6%) and Japan (+1.4%) also increased.
- **Hawai'i Island:** Total arrivals to Hawai'i Island in May 2011, rose 1.8 percent compared to last May. Growth in arrivals from Canada (+17.9%), U.S. East (+1.8%) and U.S. West (+1.3%) offset lower arrivals from Japan (-20.6%). For the first five months of 2011, arrivals to Hawai'i Island from Canada (+30.9%), U.S. West (+10.1%) and U.S. East (+6.6%) increased, but Japanese arrivals dropped 15.5 percent from the same period last year.
- **Maui:** Total arrivals to Maui in May 2011 rose slightly (+0.6%) compared to a year ago. Growth in arrivals from Canada (+15%), Japan (+4.8%) and U.S. East (+2.9%), offset fewer visitors from U.S. West (-1.1%). For the first five months of 2011, arrivals to Maui from Canada (+22.9%), U.S. East (+7.4%) and U.S. West (+6%) increased, but arrivals from Japan (-3.3%) declined compared to year-to-date 2010.
- **O'ahu:** Total arrivals to O'ahu in May 2011 were stable (+0.3%) compared to last May. A 17 percent drop in Japanese arrivals and a small dip in U.S. West arrivals (-0.4%) were balanced by growth in arrivals from Canada (+37.3%) and U.S. East (+1.9%). For the first five months of 2011, arrivals to O'ahu from Canada (+27.5%), U.S. West (+6.2%) and U.S. East (+6.2%) were higher compared to year-to-date 2010, but arrivals from Japan fell 6.4 percent.

Meetings, Conventions, Incentive Visitor Highlights:

- Total MCI visitors rose 70 percent compared to May 2010.
- The total number of visitors who came for conventions in May 2011 climbed 152.4 percent. The number of convention visitors tripled from U.S. East (from 3,107 visitors to 9,255 visitors), doubled from U.S. West (from 2,913 visitors to 6,421 visitors) and was six times higher from Canada (from 264 visitors to 1,636 visitors) compared to May 2010.
- Contributing to the growth in convention visitors in May 2011 was the 164th Annual Meeting of the American Psychiatric Association, held May 14-18, 2011, which brought 9,547 delegates to the islands. In addition, a convention was held for the 1,100 delegates who came for the 2011 National Veterans Golden Age Games, which also contributed to the growth in MCI visitors in May 2011.
- Total visitors who came for corporate meetings declined 5.8 percent compared to May 2010.

- The total number of visitors who came on incentives rose 29 percent from May 2010 boosted by growth from U.S. East (+35.4% to 3,820 visitors), U.S. West (+17.3% to 2,460 visitors) and Japan (+10.2% to 2,168 visitors).
- For the first five months of 2011, the total number of MCI visitors grew 44.8 percent from year-to-date 2010, with increases from all segments: conventions (+56.8%), corporate meetings (+36.7%) and incentives (+25%).

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

- Total air seats for May 2011 decreased slightly by 0.7 percent from the same month last year.
- Scheduled air seats to Kona (-15.9%) declined compared to May 2010 largely due to the discontinuation of direct service from Narita (in November 2010) and fewer seats from Los Angeles.
- Scheduled air seats to Līhu'e increased 9.7 percent, boosted by new direct service added in March 2011 from Oakland and San Jose.
- Scheduled seats to Honolulu (-0.1%) and Kahului (-0.1%) were comparable to May 2010.
- Fewer scheduled air seats from U.S. East (-15.8%), Japan (-9.7%) and Canada (-7.6%) were partially offset by more seats from Other Asia (+149.4%) and Oceania (+33%) compared to last May.
- The drop in total scheduled seats from U.S. East was largely due to a decrease in flight frequency from Houston, Charlotte and Minneapolis, which negated added seats from Chicago.
- The decrease in total scheduled seats from Japan (-9.7%) was largely due to Japan Airlines (JAL) downsizing its planes, and fewer flights from Nagoya, Osaka and Narita. This decline was partially offset by an increase in seats from service to Honolulu from Haneda, which began in October 2010. In contrast to the reduction in scheduled service, there were more charter seats throughout the month of May 2011, compared to May 2010, when charter seats were clustered in the first week for Golden Week.
- Fewer scheduled seats from Canada (-7.6%) resulted as seasonal direct service to Kahului from Edmonton ended. In addition, there was decreased service from Vancouver to Honolulu and Kahului.
- Significantly more seats from Seoul to Honolulu contributed to the strong growth in total scheduled seats from Other Asia (+149.4%). In March 2011, Korean Airlines increased service to two daily flights.
- Increased flight frequency to Honolulu from Sydney boosted total scheduled seats from Oceania (+33%).
- The number of scheduled air seats from U.S. West was unchanged from May 2010. Increased seats resulted from direct service to Līhu'e from Oakland and San Jose (added in March 2011), to Honolulu from Bellingham (added in January 2011), and to

Kahului from Las Vegas and San Diego (added in 2010) were offset by fewer seats from Anchorage, Denver, Los Angeles, Orange County and Seattle.

- For the first five months of 2011, total scheduled air seats grew 2.9 percent compared to the same period last year. Increases in scheduled seats to Kahului (+8.4%), Honolulu (+2.5%) and Līhu'e (+6.9%) offset fewer seats to Kona (-8.1%). There were significantly more scheduled seats from Other Asia (+78%) compared to the first five months of 2010. Scheduled seats from Oceania (+21.4%) and U.S. West (+5.6%) also increased, but there were fewer scheduled seats from U.S. East (-16.8%) and Japan (-2.5%) compared to the first five months of 2010.

Cruise Ship Visitors (Table 8, page 24):

- There was a total of 13,309 cruise visitors in May 2011, a decrease of 3.8 percent from last May.
- Despite lower arrivals, total cruise visitor days rose 4.1 percent, due to a longer average length of stay. Total days spent in Hawai'i was 10.81, compared to 9.99 days in May 2010.
- Two cruise ships came in May 2011 and brought 4,646 visitors to the islands. These ships have larger capacity than the two ships that came in May 2010 with 2,749 visitors. Visitors who came by air to board cruise ships declined 21.9 percent, mainly due to the timetable. This year, there were four Saturday cruise start dates in May 2011 compared to five in May 2010. As a result, there was one less tour of the Hawai'i home ported ship in May 2011 compared to a year ago.
- For the first five months of 2011, a total of 112,871 visitors came by cruise ship or by air to board cruise ships, 9.3 percent higher compared to year-to-date 2010. Visitor days for all cruise ship visitors increased 5.1 percent from the same period last year.

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Note: Monthly visitor statistics releases can be viewed at <http://www.hawaiiitourismauthority.org>

| | TABLE 1. TOTAL VISITORS BY AIR | | | | | |
|-----------------------------------|--------------------------------|-----------|----------|--------------|------------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| VISITOR DAYS | 4,902,955 | 4,897,683 | 0.1% | 27,817,436 | 25,628,317 | 8.5% |
| TOTAL VISITORS | 548,859 | 547,205 | 0.3% | 2,896,891 | 2,721,466 | 6.4% |
| DOMESTIC | 411,758 | 400,579 | 2.8% | 2,078,141 | 1,908,994 | 8.9% |
| INTERNATIONAL | 137,101 | 146,626 | -6.5% | 818,750 | 812,472 | 0.8% |
| AVERAGE DAILY CENSUS | 158,160 | 157,990 | 0.1% | 184,221 | 169,724 | 8.5% |
| TOTAL AIR SEATS (EST) | 752,931 | 758,096 | -0.7% | 3,883,839 | 3,772,734 | 2.9% |
| TOTAL LOAD FACTOR (EST) | 87.9% | 87.4% | 0.5 | 87.6% | 85.4% | 2.2 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 345,147 | 344,037 | 0.3% | 1,741,506 | 1,655,771 | 5.2% |
| O'ahu only | 254,406 | 258,709 | -1.7% | 1,285,077 | 1,230,684 | 4.4% |
| Kaua'i | 81,632 | 77,359 | 5.5% | 400,790 | 373,468 | 7.3% |
| Kaua'i only | 42,553 | 41,745 | 1.9% | 209,732 | 198,837 | 5.5% |
| Maui County | 164,289 | 163,335 | 0.6% | 910,880 | 841,877 | 8.2% |
| Maui | 161,039 | 160,121 | 0.6% | 891,348 | 824,377 | 8.1% |
| Maui only | 100,020 | 100,149 | -0.1% | 571,470 | 531,422 | 7.5% |
| Moloka'i * | 3,587 | 3,673 | -2.3% | 25,169 | 20,027 | 25.7% |
| Moloka'i only * | 486 | 421 | 15.4% | 3,061 | 2,821 | 8.5% |
| Lāna'i * | 6,105 | 5,715 | 6.8% | 34,177 | 27,506 | 24.3% |
| Lāna'i only * | 750 | 873 | -14.1% | 5,485 | 4,600 | 19.2% |
| Big Island | 96,504 | 94,795 | 1.8% | 552,714 | 512,442 | 7.9% |
| Kona side | 78,912 | 78,220 | 0.9% | 465,956 | 425,312 | 9.6% |
| Hilo side | 38,066 | 36,608 | 4.0% | 202,581 | 192,865 | 5.0% |
| Big Island only | 43,787 | 44,393 | -1.4% | 278,389 | 246,861 | 12.8% |
| Any Neighbor Island | 294,453 | 288,496 | 2.1% | 1,611,814 | 1,490,782 | 8.1% |
| NI only | 203,712 | 203,168 | 0.3% | 1,155,385 | 1,065,695 | 8.4% |
| O'ahu & NI | 90,741 | 85,328 | 6.3% | 456,429 | 425,086 | 7.4% |
| Any one island only | 442,002 | 446,290 | -1.0% | 2,353,214 | 2,215,224 | 6.2% |
| Multiple Islands | 106,857 | 100,915 | 5.9% | 543,677 | 506,242 | 7.4% |
| Avg. Islands Visited | 1.26 | 1.25 | 0.9% | 1.26 | 1.25 | 0.3% |
| Average Length of Stay in Hawai'i | 8.93 | 8.95 | -0.2% | 9.60 | 9.42 | 2.0% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 342,631 | 343,276 | -0.2% | 1,786,230 | 1,685,524 | 6.0% |
| Hotel only | 301,884 | 304,372 | -0.8% | 1,558,384 | 1,476,797 | 5.5% |
| Plan to stay in Condo | 92,224 | 85,385 | 8.0% | 551,211 | 486,337 | 13.3% |
| Condo only | 73,428 | 67,531 | 8.7% | 437,185 | 385,354 | 13.5% |
| Plan to stay in Timeshare | 57,274 | 59,730 | -4.1% | 279,466 | 278,712 | 0.3% |
| Timeshare only | 45,403 | 47,576 | -4.6% | 214,026 | 214,540 | -0.2% |
| Cruise Ship | 9,896 | 10,943 | -9.6% | 55,359 | 52,609 | 5.2% |
| Friends/Relatives | 54,704 | 57,607 | -5.0% | 273,754 | 276,391 | -1.0% |
| Bed & Breakfast | 6,477 | 5,003 | 29.5% | 30,927 | 26,703 | 15.8% |
| Other | 8,536 | 9,457 | -9.7% | 45,366 | 48,717 | -6.9% |

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

| | TABLE 1. TOTAL VISITORS BY AIR (CONT.) | | | | | |
|-----------------------------------|--|---------|----------|--------------|-----------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 440,543 | 443,406 | -0.6% | 2,346,050 | 2,224,551 | 5.5% |
| Honeymoon | 44,056 | 48,455 | -9.1% | 172,251 | 175,092 | -1.6% |
| Get Married | 11,460 | 11,246 | 1.9% | 46,511 | 45,304 | 2.7% |
| Pleasure/Vacation | 395,427 | 395,552 | 0.0% | 2,170,867 | 2,047,586 | 6.0% |
| Mtgs/Conventions/Incentive | | | | | | |
| Conventions | 37,091 | 21,824 | 70.0% | 225,100 | 155,505 | 44.8% |
| Corporate Meetings | 22,599 | 8,952 | 152.4% | 131,270 | 83,723 | 56.8% |
| Incentive | 6,011 | 6,379 | -5.8% | 45,244 | 33,093 | 36.7% |
| Incentive | 9,781 | 7,583 | 29.0% | 56,828 | 45,466 | 25.0% |
| Other Business | | | | | | |
| Visit Friends/Rel. | 19,683 | 19,018 | 3.5% | 103,455 | 97,674 | 5.9% |
| Govt/Military | 54,349 | 57,013 | -4.7% | 255,254 | 254,198 | 0.4% |
| Attend School | 10,464 | 11,231 | -6.8% | 47,553 | 53,455 | -11.0% |
| Sport Events | 1,224 | 1,426 | -14.2% | 7,180 | 8,726 | -17.7% |
| Sport Events | 5,290 | 3,849 | 37.4% | 32,130 | 24,174 | 32.9% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 35.6 | 36.5 | -0.9 | 33.4 | 33.5 | -0.1 |
| % Repeaters ** | 64.4 | 63.5 | 0.9 | 66.6 | 66.5 | 0.1 |
| Average # of Trips | 4.95 | 4.87 | 1.6% | 5.13 | 5.14 | -0.3% |
| Group Tour | | | | | | |
| Group Tour | 45,705 | 56,581 | -19.2% | 267,611 | 275,647 | -2.9% |
| Non-Group | 503,154 | 490,624 | 2.6% | 2,629,280 | 2,445,819 | 7.5% |
| Package Trip | | | | | | |
| Package Trip | 191,854 | 203,180 | -5.6% | 966,382 | 937,542 | 3.1% |
| No Package | 357,005 | 344,025 | 3.8% | 1,930,509 | 1,783,924 | 8.2% |
| Net True Independent | 348,189 | 334,859 | 4.0% | 1,877,450 | 1,737,580 | 8.0% |

** 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) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| DOMESTIC VISITOR DAYS | 3,924,054 | 3,777,460 | 3.9% | 21,058,571 | 19,204,762 | 9.7% |
| DOMESTIC VISITORS | 411,758 | 400,579 | 2.8% | 2,078,141 | 1,908,994 | 8.9% |
| DOMESTIC AVERAGE DAILY CENSUS | 126,582 | 121,854 | 3.9% | 139,461 | 127,184 | 9.7% |
| DOMESTIC AIR SEATS (EST) | 548,523 | 560,095 | -2.1% | 2,737,204 | 2,678,307 | 2.2% |
| DOMLOAD FACTOR (EST) | 92.9% | 88.9% | 4.0 | 91.5% | 86.5% | 4.9 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 216,746 | 208,163 | 4.1% | 1,041,231 | 956,210 | 8.9% |
| O'ahu only | 157,306 | 151,259 | 4.0% | 741,323 | 676,788 | 9.5% |
| Kaua'i | 73,660 | 71,892 | 2.5% | 357,675 | 336,590 | 6.3% |
| Kaua'i only | 42,174 | 41,197 | 2.4% | 201,061 | 190,237 | 5.7% |
| Maui County | 144,948 | 142,281 | 1.9% | 756,675 | 699,872 | 8.1% |
| Maui | 142,224 | 139,558 | 1.9% | 739,895 | 684,483 | 8.1% |
| Maui only | 95,184 | 94,015 | 1.2% | 500,734 | 463,570 | 8.0% |
| Moloka'i * | 3,017 | 2,923 | 3.2% | 20,590 | 16,708 | 23.2% |
| Moloka'i only * | 474 | 412 | 15.0% | 2,878 | 2,731 | 5.4% |
| Lāna'i * | 4,493 | 4,387 | 2.4% | 28,223 | 22,602 | 24.9% |
| Lāna'i only * | 748 | 868 | -13.8% | 5,027 | 4,549 | 10.5% |
| Big Island | 74,779 | 74,570 | 0.3% | 427,987 | 388,787 | 10.1% |
| Kona side | 64,474 | 63,701 | 1.2% | 374,301 | 335,745 | 11.5% |
| Hilo side | 25,789 | 27,285 | -5.5% | 141,390 | 134,840 | 4.9% |
| Big Island only | 40,791 | 41,096 | -0.7% | 248,459 | 218,343 | 13.8% |
| Any Neighbor Island | 254,452 | 249,320 | 2.1% | 1,336,818 | 1,232,206 | 8.5% |
| NI only | 195,012 | 192,416 | 1.3% | 1,036,910 | 952,784 | 8.8% |
| O'ahu & NI | 59,440 | 56,904 | 4.5% | 299,908 | 279,422 | 7.3% |
| Any one island only | 336,677 | 328,847 | 2.4% | 1,699,482 | 1,556,218 | 9.2% |
| Multiple Islands | 75,081 | 71,732 | 4.7% | 378,659 | 352,776 | 7.3% |
| Avg. Islands Visited | 1.25 | 1.25 | -0.1% | 1.26 | 1.26 | -0.1% |
| Average Length of Stay in Hawai'i | 9.53 | 9.43 | 1.1% | 10.13 | 10.06 | 0.7% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 231,117 | 219,678 | 5.2% | 1,150,071 | 1,041,899 | 10.4% |
| Hotel only | 197,042 | 186,756 | 5.5% | 965,495 | 875,379 | 10.3% |
| Plan to stay in Condo | 76,522 | 71,314 | 7.3% | 425,708 | 377,112 | 12.9% |
| Condo only | 60,693 | 56,655 | 7.1% | 336,449 | 298,678 | 12.6% |
| Plan to stay in Timeshare | 52,234 | 54,899 | -4.9% | 247,838 | 245,991 | 0.8% |
| Timeshare only | 41,565 | 44,012 | -5.6% | 191,677 | 192,055 | -0.2% |
| Cruise Ship | 7,993 | 9,362 | -14.6% | 45,374 | 45,942 | -1.2% |
| Friends/Relatives | 49,275 | 53,132 | -7.3% | 243,550 | 241,638 | 0.8% |
| Bed & Breakfast | 4,688 | 4,300 | 9.0% | 25,283 | 21,911 | 15.4% |
| Other | 7,337 | 7,657 | -4.2% | 36,922 | 36,177 | 2.1% |

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

| | TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|---------|----------|--------------|-----------|----------|
| | (Visitors Arriving on Domestic Flights) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 324,982 | 322,292 | 0.8% | 1,664,980 | 1,538,980 | 8.2% |
| Honeymoon | 23,248 | 22,541 | 3.1% | 70,105 | 67,854 | 3.3% |
| Get Married | 5,856 | 5,622 | 4.2% | 20,592 | 19,253 | 7.0% |
| Pleasure/Vacation | 302,284 | 300,092 | 0.7% | 1,597,242 | 1,472,926 | 8.4% |
| Mtgs/Conventions/Incentive | 30,872 | 15,996 | 93.0% | 171,261 | 118,596 | 44.4% |
| Conventions | 19,277 | 6,584 | 192.8% | 104,420 | 63,711 | 63.9% |
| Corporate Meetings | 5,667 | 5,224 | 8.5% | 35,145 | 28,374 | 23.9% |
| Incentive | 6,987 | 5,211 | 34.1% | 38,556 | 32,362 | 19.1% |
| Other Business | 18,060 | 17,684 | 2.1% | 91,795 | 90,074 | 1.9% |
| Visit Friends/Rel. | 49,162 | 51,691 | -4.9% | 225,968 | 222,332 | 1.6% |
| Govt/Military | 7,651 | 8,841 | -13.5% | 35,955 | 38,265 | -6.0% |
| Attend School | 704 | 659 | 6.8% | 5,130 | 4,563 | 12.4% |
| Sport Events | 3,065 | 1,168 | 162.4% | 21,363 | 11,758 | 81.7% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 32.3 | 32.5 | -0.2 | 28.4 | 28.6 | -0.1 |
| % Repeaters ** | 67.7 | 67.5 | 0.2 | 71.6 | 71.4 | 0.1 |
| Average # of Trips | 5.41 | 5.44 | -0.6% | 5.76 | 5.82 | -1.1% |
| Group Tour | 16,250 | 12,483 | 30.2% | 84,409 | 71,749 | 17.6% |
| Non-Group | 395,508 | 388,096 | 1.9% | 1,993,732 | 1,837,245 | 8.5% |
| Package Trip | 108,828 | 107,798 | 1.0% | 503,870 | 464,214 | 8.5% |
| No Package | 302,930 | 292,781 | 3.5% | 1,574,271 | 1,444,780 | 9.0% |
| Net True Independent | 297,970 | 289,248 | 3.0% | 1,548,976 | 1,424,459 | 8.7% |

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

Source: Hawai'i Tourism Authority

| | TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights) | | | | | |
|----------------------------|--|---------|----------|--------------|-----------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| UNITED STATES | 368,001 | 362,625 | 1.5% | 1,837,798 | 1,715,185 | 7.1% |
| Pacific Region | 186,923 | 184,988 | 1.0% | 913,739 | 848,901 | 7.6% |
| ... California | 132,345 | 132,442 | -0.1% | 574,088 | 542,127 | 5.9% |
| ... Oregon | 16,036 | 15,649 | 2.5% | 92,220 | 82,803 | 11.4% |
| ... Washington | 34,233 | 33,083 | 3.5% | 209,164 | 189,333 | 10.5% |
| Mountain Region | 52,096 | 51,494 | 1.2% | 242,932 | 226,366 | 7.3% |
| West North Central | 13,429 | 13,379 | 0.4% | 109,299 | 100,001 | 9.3% |
| West South Central | 26,042 | 25,873 | 0.7% | 100,965 | 97,440 | 3.6% |
| ... Texas | 20,231 | 19,663 | 2.9% | 78,260 | 75,655 | 3.4% |
| East North Central | 23,358 | 22,858 | 2.2% | 161,836 | 146,688 | 10.3% |
| East South Central | 7,984 | 8,047 | -0.8% | 30,648 | 30,679 | -0.1% |
| New England | 7,477 | 7,050 | 6.1% | 46,096 | 42,403 | 8.7% |
| Middle Atlantic | 18,313 | 17,558 | 4.3% | 95,058 | 89,056 | 6.7% |
| ... New Jersey | 4,587 | 4,572 | 0.3% | 23,055 | 22,680 | 1.7% |
| ... New York | 8,059 | 7,418 | 8.6% | 44,360 | 40,850 | 8.6% |
| South Atlantic | 31,752 | 30,805 | 3.1% | 134,817 | 131,336 | 2.7% |
| CANADA | 12,151 | 8,730 | 39.2% | 104,666 | 70,876 | 47.7% |
| EUROPE | 11,128 | 10,276 | 8.3% | 49,211 | 41,409 | 18.8% |
| France | 562 | 535 | 5.0% | 3,135 | 2,382 | 31.6% |
| Germany | 2,390 | 2,748 | -13.0% | 11,132 | 9,948 | 11.9% |
| Ireland | 148 | 170 | -12.9% | 576 | 671 | -14.2% |
| Italy | 452 | 402 | 12.4% | 2,004 | 1,678 | 19.4% |
| Switzerland | 867 | 697 | 24.4% | 3,517 | 2,732 | 28.7% |
| United Kingdom | 3,061 | 3,073 | -0.4% | 12,735 | 11,304 | 12.7% |
| ASIA | 6,380 | 5,810 | 9.8% | 21,895 | 19,844 | 10.3% |
| People's Republic of China | 3,682 | 2,975 | 23.8% | 11,152 | 9,872 | 13.0% |
| Taiwan | 131 | 162 | -19.1% | 595 | 579 | 2.8% |
| Hong Kong | 140 | 77 | 81.8% | 513 | 446 | 15.0% |
| Indonesia | 55 | 31 | 77.4% | 221 | 141 | 56.7% |
| Japan | 562 | 685 | -18.0% | 2,677 | 2,769 | -3.3% |
| Korea | 691 | 685 | 0.9% | 3,060 | 2,695 | 13.5% |
| Malaysia | 18 | 23 | -21.7% | 119 | 87 | 36.8% |
| Philippines | 440 | 482 | -8.7% | 1,342 | 1,347 | -0.4% |
| Singapore | 104 | 91 | 14.3% | 413 | 368 | 12.2% |
| Thailand | 29 | 61 | -52.5% | 221 | 228 | -3.1% |
| CENTRAL AMERICA | 640 | 664 | -3.6% | 3,013 | 2,572 | 17.1% |
| Mexico | 533 | 585 | -8.9% | 2,619 | 2,222 | 17.9% |
| SOUTH AMERICA | 1,893 | 1,317 | 43.7% | 8,117 | 6,307 | 28.7% |
| Argentina | 446 | 279 | 59.9% | 2,033 | 1,415 | 43.7% |
| Brazil | 907 | 665 | 36.4% | 4,004 | 3,396 | 17.9% |
| OCEANIA | 4,202 | 3,598 | 16.8% | 16,722 | 13,984 | 19.6% |
| Australia | 3,544 | 2,989 | 18.6% | 13,953 | 11,691 | 19.3% |
| New Zealand | 349 | 245 | 42.4% | 1,355 | 1,113 | 21.7% |

Source: Hawai'i Tourism Authority

| | TABLE 3: INTERNATIONAL VISITORS BY AIR | | | | | |
|------------------------------------|--|-----------|----------|--------------|-----------|----------|
| | (Visitors Arriving on International Flights) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| INTERNATIONAL VISITOR DAYS | 978,901 | 1,120,223 | -12.6% | 6,758,865 | 6,423,555 | 5.2% |
| INTERNATIONAL VISITORS | 137,101 | 146,626 | -6.5% | 818,750 | 812,472 | 0.8% |
| INTERNATIONAL AVERAGE DAILY CENSUS | 31,577 | 36,136 | -12.6% | 44,761 | 42,540 | 5.2% |
| INTERNATIONAL AIR SEATS (EST) | 204,408 | 198,001 | 3.2% | 1,146,635 | 1,094,427 | 4.8% |
| INT LOAD FACTOR (EST) | 74.6% | 83.1% | -8.5 | 78.3% | 82.5% | -4.2 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 128,401 | 135,874 | -5.5% | 700,275 | 699,561 | 0.1% |
| O'ahu only | 97,100 | 107,450 | -9.6% | 543,754 | 553,896 | -1.8% |
| Kaua'i | 7,972 | 5,467 | 45.8% | 43,115 | 36,878 | 16.9% |
| Kaua'i only | 379 | 548 | -30.8% | 8,671 | 8,600 | 0.8% |
| Maui County | 19,341 | 21,054 | -8.1% | 154,205 | 142,005 | 8.6% |
| Maui | 18,815 | 20,563 | -8.5% | 151,453 | 139,894 | 8.3% |
| Maui only | 4,836 | 6,134 | -21.2% | 70,736 | 67,852 | 4.3% |
| Moloka'i * | 570 | 750 | -24.0% | 4,579 | 3,319 | 37.9% |
| Moloka'i only * | 12 | 9 | 33.3% | 183 | 90 | 103.8% |
| Lāna'i * | 1,612 | 1,328 | 21.4% | 5,954 | 4,904 | 21.4% |
| Lāna'i only * | 2 | 5 | -60.0% | 458 | 51 | 800.3% |
| Big Island | 21,725 | 20,225 | 7.4% | 124,727 | 123,655 | 0.9% |
| Kona side | 14,438 | 14,519 | -0.6% | 91,655 | 89,567 | 2.3% |
| Hilo side | 12,277 | 9,323 | 31.7% | 61,191 | 58,025 | 5.5% |
| Big Island only | 2,996 | 3,297 | -9.1% | 29,930 | 28,518 | 5.0% |
| Any Neighbor Island | 40,001 | 39,176 | 2.1% | 274,996 | 258,576 | 6.4% |
| NI only | 8,700 | 10,752 | -19.1% | 118,475 | 112,911 | 4.9% |
| O'ahu & NI | 31,301 | 28,424 | 10.1% | 156,521 | 145,664 | 7.5% |
| Any one island only | 105,325 | 117,443 | -10.3% | 653,732 | 659,006 | -0.8% |
| Multiple Islands | 31,776 | 29,183 | 8.9% | 165,018 | 153,466 | 7.5% |
| Avg. Islands Visited | 1.31 | 1.26 | 4.0% | 1.26 | 1.24 | 1.4% |
| Average Length of Stay in Hawai'i | 7.14 | 7.64 | -6.5% | 8.26 | 7.91 | 4.4% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 111,514 | 123,598 | -9.8% | 636,159 | 643,625 | -1.2% |
| Hotel only | 104,842 | 117,616 | -10.9% | 592,889 | 601,418 | -1.4% |
| Plan to stay in Condo | 15,702 | 14,071 | 11.6% | 125,503 | 109,225 | 14.9% |
| Condo only | 12,735 | 10,876 | 17.1% | 100,736 | 86,676 | 16.2% |
| Plan to stay in Timeshare | 5,040 | 4,831 | 4.3% | 31,628 | 32,721 | -3.3% |
| Timeshare only | 3,838 | 3,564 | 7.7% | 22,349 | 22,485 | -0.6% |
| Cruise Ship | 1,903 | 1,581 | 20.4% | 9,985 | 6,667 | 49.8% |
| Friends/Relatives | 5,429 | 4,475 | 21.3% | 30,204 | 34,753 | -13.1% |
| Bed & Breakfast | 1,789 | 703 | 154.5% | 5,644 | 4,792 | 17.8% |
| Other | 1,199 | 1,800 | -33.4% | 8,444 | 12,540 | -32.7% |

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

| | TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|--|---------|----------|--------------|---------|----------|
| | (Visitors Arriving on International Flights) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 115,561 | 121,114 | -4.6% | 681,070 | 685,571 | -0.7% |
| Honeymoon | 20,808 | 25,914 | -19.7% | 102,146 | 107,238 | -4.7% |
| Get Married | 5,604 | 5,624 | -0.4% | 25,919 | 26,051 | -0.5% |
| Pleasure/Vacation | 93,143 | 95,460 | -2.4% | 573,625 | 574,660 | -0.2% |
| Mtgs/Conventions/Incentive | 6,219 | 5,828 | 6.7% | 53,839 | 36,909 | 45.9% |
| Conventions | 3,322 | 2,368 | 40.3% | 26,850 | 20,012 | 34.2% |
| Corporate Meetings | 344 | 1,155 | -70.2% | 10,099 | 4,719 | 114.0% |
| Incentive | 2,794 | 2,372 | 17.8% | 18,272 | 13,104 | 39.4% |
| Other Business | 1,623 | 1,334 | 21.7% | 11,660 | 7,600 | 53.4% |
| Visit Friends/Rel. | 5,187 | 5,322 | -2.5% | 29,286 | 31,866 | -8.1% |
| Govt/Military | 2,813 | 2,390 | 17.7% | 11,598 | 15,190 | -23.6% |
| Attend School | 520 | 767 | -32.2% | 2,050 | 4,163 | -50.8% |
| Sport Events | 2,225 | 2,681 | -17.0% | 10,767 | 12,416 | -13.3% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 45.5 | 47.5 | -2.0 | 46.0 | 45.1 | 0.9 |
| % Repeaters ** | 54.5 | 52.5 | 2.0 | 54.0 | 54.9 | -0.9 |
| Average # of Trips | 3.57 | 3.33 | 7.2% | 3.54 | 3.55 | -0.2% |
| Group Tour | 29,455 | 44,098 | -33.2% | 183,202 | 203,898 | -10.1% |
| Non-Group | 107,646 | 102,528 | 5.0% | 635,548 | 608,574 | 4.4% |
| Package Trip | 83,026 | 95,382 | -13.0% | 462,512 | 473,328 | -2.3% |
| No Package | 54,075 | 51,244 | 5.5% | 356,238 | 339,144 | 5.0% |
| Net True Independent | 50,219 | 45,611 | 10.1% | 328,474 | 313,121 | 4.9% |

** 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) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| VISITOR DAYS | 2,244,657 | 2,227,593 | 0.8% | 11,279,021 | 10,546,538 | 6.9% |
| TOTAL VISITORS | 243,073 | 241,162 | 0.8% | 1,180,256 | 1,100,128 | 7.3% |
| Domestic | 239,019 | 236,482 | 1.1% | 1,156,670 | 1,075,267 | 7.6% |
| International | 4,054 | 4,680 | -13.4% | 23,586 | 24,861 | -5.1% |
| AVERAGE DAILY CENSUS | 72,408 | 71,858 | 0.8% | 74,696 | 69,845 | 6.9% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 109,671 | 110,156 | -0.4% | 518,735 | 488,613 | 6.2% |
| O'ahu only | 85,661 | 85,932 | -0.3% | 405,898 | 378,450 | 7.3% |
| Kaua'i | 44,466 | 41,657 | 6.7% | 193,399 | 183,202 | 5.6% |
| Kaua'i only | 30,878 | 29,068 | 6.2% | 134,478 | 126,879 | 6.0% |
| Maui County | 85,182 | 85,987 | -0.9% | 416,488 | 392,718 | 6.1% |
| Maui | 83,496 | 84,410 | -1.1% | 406,815 | 383,883 | 6.0% |
| Maui only | 65,648 | 65,736 | -0.1% | 322,525 | 301,527 | 7.0% |
| Moloka'i * | 1,526 | 1,528 | -0.1% | 10,332 | 8,172 | 26.4% |
| Moloka'i only* | 355 | 260 | 36.5% | 1,993 | 1,743 | 14.3% |
| Lāna'i * | 2,496 | 2,111 | 18.2% | 13,597 | 10,710 | 27.0% |
| Lāna'i only* | 522 | 552 | -5.4% | 3,013 | 2,845 | 5.9% |
| Big Island | 41,431 | 40,912 | 1.3% | 229,462 | 208,410 | 10.1% |
| Kona side | 36,720 | 35,384 | 3.8% | 204,951 | 182,513 | 12.3% |
| Hilo side | 12,274 | 12,769 | -3.9% | 62,886 | 61,175 | 2.8% |
| Big Island only | 28,446 | 27,938 | 1.8% | 163,412 | 143,993 | 13.5% |
| Any Neighbor Island | 157,412 | 155,230 | 1.4% | 774,358 | 721,678 | 7.3% |
| NI only | 133,402 | 131,006 | 1.8% | 661,521 | 611,515 | 8.2% |
| O'ahu & NI | 24,010 | 24,224 | -0.9% | 112,837 | 110,163 | 2.4% |
| Anyone island only | 211,510 | 209,486 | 1.0% | 1,031,319 | 955,437 | 7.9% |
| Multiple Islands | 31,563 | 31,676 | -0.4% | 148,937 | 144,691 | 2.9% |
| Avg. Islands Visited | 1.16 | 1.16 | 0.0% | 1.16 | 1.17 | -0.3% |
| Average Length of Stay in Hawai'i | 9.23 | 9.24 | 0.0% | 9.56 | 9.59 | -0.3% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 118,977 | 118,191 | 0.7% | 584,995 | 538,754 | 8.6% |
| Hotel only | 101,979 | 101,463 | 0.5% | 497,996 | 458,229 | 8.7% |
| Plan to stay in Condo | 54,299 | 50,277 | 8.0% | 277,739 | 251,089 | 10.6% |
| Condo only | 45,025 | 41,387 | 8.8% | 227,543 | 206,307 | 10.3% |
| Plan to stay in Timeshare | 35,579 | 37,785 | -5.8% | 153,852 | 154,132 | -0.2% |
| Timeshare only | 29,133 | 31,181 | -6.6% | 122,903 | 123,307 | -0.3% |
| Cruise Ship | 2,060 | 2,554 | -19.3% | 10,472 | 11,723 | -10.7% |
| Friends/Relatives | 31,047 | 33,303 | -6.8% | 147,022 | 148,340 | -0.9% |
| Bed & Breakfast | 2,505 | 1,947 | 28.7% | 11,838 | 10,443 | 13.4% |
| Other | 4,160 | 4,607 | -9.7% | 23,240 | 21,785 | 6.7% |

* 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) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 196,113 | 195,718 | 0.2% | 958,855 | 895,677 | 7.1% |
| Honeymoon | 9,976 | 9,417 | 5.9% | 31,296 | 30,149 | 3.8% |
| Get Married | 3,388 | 2,987 | 13.4% | 12,391 | 10,643 | 16.4% |
| Pleasure/Vacation | 186,030 | 186,286 | -0.1% | 926,805 | 865,782 | 7.0% |
| Mtgs/Conventions/Incentive | 11,406 | 7,250 | 57.3% | 69,731 | 51,428 | 35.6% |
| Conventions | 6,421 | 2,913 | 120.4% | 40,855 | 28,688 | 42.4% |
| Corporate Meetings | 3,010 | 2,632 | 14.4% | 17,085 | 13,488 | 26.7% |
| Incentive | 2,460 | 2,098 | 17.3% | 14,376 | 11,380 | 26.3% |
| Other Business | 11,798 | 11,918 | -1.0% | 58,490 | 56,954 | 2.7% |
| Visit Friends/Rel. | 30,487 | 31,586 | -3.5% | 133,441 | 132,624 | 0.6% |
| Gov't/Military | 3,915 | 3,779 | 3.6% | 16,373 | 16,567 | -1.2% |
| Attend School | 339 | 338 | 0.3% | 2,538 | 2,648 | -4.2% |
| Sport Events | 1,852 | 827 | 123.9% | 11,985 | 7,365 | 62.7% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 20.3 | 21.6 | -1.4 | 18.0 | 18.4 | -0.5 |
| % Repeaters ** | 79.7 | 78.4 | 1.4 | 82.0 | 81.6 | 0.5 |
| Average # of Trips | 6.76 | 6.63 | 1.9% | 7.03 | 7.06 | -0.5% |
| Group Tour | 5,199 | 4,805 | 8.2% | 26,761 | 24,273 | 10.3% |
| Non-Group | 237,874 | 236,357 | 0.6% | 1,153,495 | 1,075,855 | 7.2% |
| Package Trip | 54,980 | 57,113 | -3.7% | 244,449 | 230,075 | 6.2% |
| No Package | 188,093 | 184,049 | 2.2% | 935,807 | 870,053 | 7.6% |
| Net True Independent | 186,191 | 182,553 | 2.0% | 926,081 | 861,955 | 7.4% |

** 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) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| VISITOR DAYS | 1,295,605 | 1,278,181 | 1.4% | 7,383,796 | 6,873,650 | 7.4% |
| TOTAL VISITORS | 131,754 | 129,483 | 1.8% | 697,737 | 657,656 | 6.1% |
| Domestic | 128,355 | 125,571 | 2.2% | 678,720 | 637,604 | 6.4% |
| International | 3,399 | 3,912 | -13.1% | 19,017 | 20,052 | -5.2% |
| AVERAGE DAILY CENSUS | 41,794 | 41,232 | 1.4% | 48,899 | 45,521 | 7.4% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 82,356 | 80,843 | 1.9% | 404,390 | 380,781 | 6.2% |
| O'ahu only | 53,583 | 53,137 | 0.8% | 253,253 | 241,518 | 4.9% |
| Kaua'i | 24,822 | 25,087 | -1.1% | 133,386 | 126,206 | 5.7% |
| Kaua'i only | 9,228 | 9,961 | -7.4% | 52,519 | 51,812 | 1.4% |
| Maui County | 47,243 | 46,060 | 2.6% | 269,206 | 250,661 | 7.4% |
| Maui | 46,445 | 45,144 | 2.9% | 263,182 | 245,011 | 7.4% |
| Maui only | 23,111 | 21,947 | 5.3% | 138,463 | 131,072 | 5.6% |
| Moloka'i * | 1,073 | 1,058 | 1.4% | 7,640 | 6,500 | 17.5% |
| Moloka'i only* | 82 | 132 | -37.9% | 678 | 758 | -10.6% |
| Lāna'i * | 1,942 | 1,884 | 3.1% | 12,586 | 10,340 | 21.7% |
| Lāna'i only* | 189 | 256 | -26.2% | 1,909 | 1,442 | 32.4% |
| Big Island | 27,124 | 26,654 | 1.8% | 154,916 | 145,367 | 6.6% |
| Kona side | 22,791 | 22,352 | 2.0% | 132,448 | 122,706 | 7.9% |
| Hilo side | 11,399 | 12,053 | -5.4% | 63,227 | 61,476 | 2.8% |
| Big Island only | 9,963 | 10,003 | -0.4% | 64,484 | 59,121 | 9.1% |
| Any Neighbor Island | 78,171 | 76,346 | 2.4% | 444,484 | 416,138 | 6.8% |
| NI only | 49,398 | 48,640 | 1.6% | 293,347 | 276,875 | 5.9% |
| O'ahu & NI | 28,773 | 27,706 | 3.9% | 151,137 | 139,263 | 8.5% |
| Any one island only | 96,156 | 95,436 | 0.8% | 511,306 | 485,723 | 5.3% |
| Multiple Islands | 35,598 | 34,047 | 4.6% | 186,431 | 171,933 | 8.4% |
| Avg. Islands Visited | 1.39 | 1.40 | 0.0% | 1.40 | 1.39 | 0.6% |
| Average Length of Stay in Hawai'i | 9.83 | 9.87 | -0.4% | 10.58 | 10.45 | 1.3% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 85,244 | 80,308 | 6.1% | 440,120 | 403,744 | 9.0% |
| Hotel only | 70,951 | 66,452 | 6.8% | 360,143 | 332,452 | 8.3% |
| Plan to stay in Condo | 17,170 | 16,595 | 3.5% | 105,331 | 96,501 | 9.2% |
| Stay in Hawai'i | 12,028 | 11,856 | 1.5% | 74,218 | 69,425 | 6.9% |
| Plan to stay in Timeshare | 14,752 | 14,820 | -0.5% | 79,779 | 80,014 | -0.3% |
| Timeshare only | 10,812 | 11,035 | -2.0% | 58,170 | 59,183 | -1.7% |
| Cruise Ship | 4,912 | 6,065 | -19.0% | 28,473 | 28,495 | -0.1% |
| Friends/Relatives | 15,552 | 17,610 | -11.7% | 81,791 | 83,088 | -1.6% |
| Bed & Breakfast | 1,830 | 1,520 | 20.4% | 9,251 | 8,153 | 13.5% |
| Other | 2,688 | 2,966 | -9.4% | 13,448 | 14,063 | -4.4% |

* 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) | | | | | |
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 98,484 | 99,798 | -1.3% | 531,422 | 506,321 | 5.0% |
| Honeymoon | 10,288 | 10,289 | 0.0% | 29,851 | 29,637 | 0.7% |
| Get Married | 2,428 | 2,105 | 15.3% | 7,957 | 7,344 | 8.3% |
| Pleasure/Vacation | 88,257 | 89,812 | -1.7% | 502,485 | 477,766 | 5.2% |
| Mtgs/Conventions/Incentive | | | | | | |
| Conventions | 14,712 | 7,493 | 96.3% | 81,007 | 57,954 | 39.8% |
| Corporate Meetings | 9,255 | 3,107 | 197.9% | 49,379 | 30,164 | 63.7% |
| Incentive | 2,119 | 2,146 | -1.3% | 14,729 | 12,755 | 15.5% |
| Other Business | 3,820 | 2,822 | 35.4% | 20,276 | 18,307 | 10.8% |
| Other Business | | | | | | |
| Visit Friends/Rel. | 5,415 | 5,214 | 3.9% | 29,330 | 29,821 | -1.6% |
| Govt/Military | 16,364 | 17,913 | -8.6% | 78,921 | 79,127 | -0.3% |
| Attend School | 4,361 | 5,315 | -17.9% | 21,607 | 25,155 | -14.1% |
| Sport Events | 211 | 282 | -25.2% | 1,609 | 2,462 | -34.6% |
| | 863 | 203 | 325.1% | 7,443 | 3,181 | 134.0% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 45.9 | 46.9 | -1.0 | 39.9 | 40.3 | -0.4 |
| % Repeaters ** | 54.1 | 53.1 | 1.0 | 60.1 | 59.7 | 0.4 |
| Average # of Trips | 3.69 | 3.70 | -0.1% | 4.23 | 4.27 | -1.1% |
| Group Tour | | | | | | |
| Group Tour | 6,422 | 4,702 | 36.6% | 40,664 | 35,012 | 16.1% |
| Non-Group | 125,331 | 124,781 | 0.4% | 657,072 | 622,644 | 5.5% |
| Package Trip | | | | | | |
| Package Trip | 38,375 | 37,978 | 1.0% | 186,183 | 175,811 | 5.9% |
| No Package | 93,379 | 91,505 | 2.0% | 511,554 | 481,845 | 6.2% |
| Net True Independent | 91,456 | 90,108 | 1.5% | 500,365 | 473,080 | 5.8% |

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

Source: Hawai'i Tourism Authority

| | TABLE 6. TOTAL JAPANESE VISITORS BY AIR | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| VISITOR DAYS | 479,509 | 548,770 | -12.6% | 2,629,218 | 2,709,286 | -3.0% |
| TOTAL VISITORS | 81,127 | 97,838 | -17.1% | 442,059 | 473,660 | -6.7% |
| Domestic | 562 | 685 | -18.0% | 2,677 | 2,769 | -3.3% |
| International | 80,565 | 97,153 | -17.1% | 439,382 | 470,891 | -6.7% |
| AVERAGE DAILY CENSUS | 15,468 | 17,702 | -12.6% | 17,412 | 17,943 | -3.0% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 77,885 | 93,783 | -17.0% | 424,783 | 453,845 | -6.4% |
| O'ahu only | 65,124 | 78,837 | -17.4% | 359,284 | 381,081 | -5.7% |
| Kaua'i | 1,430 | 1,501 | -4.7% | 7,808 | 7,700 | 1.4% |
| Kaua'i only | 162 | 159 | 1.9% | 1,165 | 619 | 88.2% |
| Maui County | 4,868 | 4,769 | 2.1% | 23,418 | 23,867 | -1.9% |
| Maui | 4,758 | 4,539 | 4.8% | 22,711 | 23,482 | -3.3% |
| Maui only | 746 | 541 | 37.9% | 4,063 | 4,119 | -1.4% |
| Moloka'i * | 116 | 132 | -12.1% | 718 | 480 | 49.6% |
| Moloka'i only* | 11 | 0 | NA | 30 | 1 | 2900.0% |
| Lāna'i * | 110 | 172 | -36.0% | 1,059 | 677 | 56.4% |
| Lāna'i only* | 4 | 0 | NA | 178 | 12 | 1383.3% |
| Big Island | 11,445 | 14,412 | -20.6% | 59,575 | 70,514 | -15.5% |
| Kona side | 7,162 | 10,399 | -31.1% | 37,767 | 47,988 | -21.3% |
| Hilo side | 5,380 | 5,228 | 2.9% | 28,728 | 28,345 | 1.4% |
| Big Island only | 2,263 | 3,154 | -28.2% | 10,869 | 14,225 | -23.6% |
| Any Neighbor Island | 16,003 | 19,001 | -15.8% | 82,775 | 92,579 | -10.6% |
| NI only | 3,242 | 4,055 | -20.0% | 17,276 | 19,815 | -12.8% |
| O'ahu & NI | 12,761 | 14,946 | -14.6% | 65,499 | 72,764 | -10.0% |
| Any one island only | 68,310 | 82,691 | -17.4% | 375,589 | 400,057 | -6.1% |
| Multiple Islands | 12,817 | 15,147 | -15.4% | 66,470 | 73,603 | -9.7% |
| Avg. Islands Visited | 1.18 | 1.17 | 0.8% | 1.17 | 1.18 | -0.6% |
| Average Length of Stay in Hawai'i | 5.91 | 5.61 | 5.4% | 5.95 | 5.72 | 4.0% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 70,606 | 87,668 | -19.5% | 386,094 | 420,077 | -8.1% |
| Hotel only | 68,920 | 86,101 | -20.0% | 377,931 | 411,870 | -8.2% |
| Plan to stay in Condo | 8,166 | 7,432 | 9.9% | 44,923 | 41,351 | 8.6% |
| Stay in Hawai'i | 6,605 | 6,083 | 8.6% | 37,936 | 34,589 | 9.7% |
| Plan to stay in Timeshare | 3,220 | 3,097 | 4.0% | 13,187 | 12,292 | 7.3% |
| Timeshare only | 2,658 | 2,538 | 4.7% | 9,803 | 9,462 | 3.6% |
| Cruise Ship | 55 | 27 | 103.7% | 192 | 486 | -60.5% |
| Friends/Relatives | 1,036 | 1,128 | -8.2% | 6,593 | 6,598 | -0.1% |
| Bed & Breakfast | 100 | 153 | -34.6% | 659 | 866 | -23.9% |
| Other | 70 | 38 | 84.2% | 350 | 472 | -25.8% |

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

| | TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|--------|----------|--------------|---------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 70,115 | 81,806 | -14.3% | 382,563 | 414,760 | -7.8% |
| Honeymoon | 15,591 | 18,902 | -17.5% | 74,777 | 80,562 | -7.2% |
| Get Married | 4,368 | 4,870 | -10.3% | 21,842 | 23,182 | -5.8% |
| Pleasure/Vacation | 53,433 | 62,653 | -14.7% | 304,064 | 330,475 | -8.0% |
| Mtgs/Conventions/Incentive | 2,641 | 4,359 | -39.4% | 19,319 | 13,932 | 38.7% |
| Conventions | 596 | 1,396 | -57.3% | 3,864 | 4,505 | -14.2% |
| Corporate Meetings | 109 | 996 | -89.1% | 2,878 | 2,417 | 19.1% |
| Incentive | 2,168 | 1,968 | 10.2% | 13,266 | 7,165 | 85.2% |
| Other Business | 508 | 437 | 16.2% | 3,078 | 2,267 | 35.8% |
| Visit Friends/Rel. | 1,639 | 1,815 | -9.7% | 9,013 | 8,942 | 0.8% |
| Govt/Military | 9 | 263 | -96.6% | 268 | 510 | -47.5% |
| Attend School | 131 | 130 | 0.8% | 842 | 864 | -2.5% |
| Sport Events | 2,200 | 2,416 | -8.9% | 9,451 | 10,153 | -6.9% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 41.2 | 42.5 | -1.4 | 43.5 | 43.1 | 0.4 |
| % Repeaters ** | 58.8 | 57.5 | 1.4 | 56.5 | 56.9 | -0.4 |
| Average # of Trips | 3.81 | 3.61 | 5.5% | 3.78 | 3.66 | 3.4% |
| Group Tour | 22,141 | 37,967 | -41.7% | 136,095 | 170,929 | -20.4% |
| Non-Group | 58,986 | 59,871 | -1.5% | 305,965 | 302,731 | 1.1% |
| Package Trip | 61,204 | 73,190 | -16.4% | 326,499 | 354,369 | -7.9% |
| No Package | 19,922 | 24,648 | -19.2% | 115,559 | 119,291 | -3.1% |
| Net True Independent | 17,627 | 19,738 | -10.7% | 96,209 | 98,841 | -2.7% |

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

Source: Hawai'i Tourism Authority

| | T A B L E 7. TOTAL CANADIAN VISITORS BY AIR | | | | | |
|-----------------------------------|---|---------|----------|--------------|-----------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| VISITOR DAYS | 251,373 | 219,614 | 14.5% | 3,259,661 | 2,631,445 | 23.9% |
| TOTAL VISITORS | 23,591 | 19,804 | 19.1% | 253,800 | 202,247 | 25.5% |
| Domestic | 12,151 | 8,730 | 39.2% | 104,666 | 70,876 | 47.7% |
| International | 11,440 | 11,074 | 3.3% | 149,134 | 131,371 | 13.5% |
| AVERAGE DAILY CENSUS | 8,109 | 7,084 | 14.5% | 21,587 | 17,426 | 23.9% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 13,930 | 10,143 | 37.3% | 119,879 | 94,048 | 27.5% |
| O'ahu only | 9,409 | 7,094 | 32.6% | 78,553 | 62,090 | 26.5% |
| Kaua'i | 3,031 | 2,829 | 7.1% | 35,840 | 27,683 | 29.5% |
| Kaua'i only | 1,013 | 1,153 | -12.1% | 14,426 | 11,483 | 25.6% |
| Maui County | 10,431 | 9,091 | 14.7% | 121,133 | 98,404 | 23.1% |
| Maui | 10,363 | 9,013 | 15.0% | 119,916 | 97,540 | 22.9% |
| Maui only | 6,604 | 6,383 | 3.5% | 85,168 | 70,433 | 20.9% |
| Moloka'i * | 135 | 161 | -16.1% | 2,396 | 1,725 | 38.9% |
| Moloka'i only * | 9 | 17 | -47.1% | 234 | 179 | 30.7% |
| Lāna'i * | 336 | 227 | 48.0% | 2,666 | 2,081 | 28.1% |
| Lāna'i only * | 14 | 24 | -41.7% | 108 | 116 | -6.9% |
| Big Island | 3,733 | 3,166 | 17.9% | 49,252 | 37,637 | 30.9% |
| Kona side | 3,214 | 2,752 | 16.8% | 44,890 | 34,075 | 31.7% |
| Hilo side | 1,761 | 1,275 | 38.1% | 17,814 | 14,222 | 25.3% |
| Big Island only | 1,256 | 1,411 | -11.0% | 23,637 | 17,910 | 32.0% |
| Any Neighbor Island | 14,182 | 12,710 | 11.6% | 175,247 | 140,157 | 25.0% |
| NI only | 9,661 | 9,661 | 0.0% | 133,921 | 108,199 | 23.8% |
| O'ahu & NI | 4,521 | 3,049 | 48.3% | 41,326 | 31,958 | 29.3% |
| Any one island only | 18,305 | 16,082 | 13.8% | 202,126 | 162,211 | 24.6% |
| Multiple Islands | 5,286 | 3,722 | 42.0% | 51,674 | 40,036 | 29.1% |
| Avg. Islands Visited | 1.34 | 1.29 | 3.6% | 1.30 | 1.29 | 0.8% |
| Average Length of Stay in Hawai'i | 10.66 | 11.09 | -3.9% | 12.84 | 13.01 | -1.3% |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 13,503 | 11,135 | 21.3% | 127,167 | 102,035 | 24.6% |
| Hotel only | 10,961 | 9,049 | 21.1% | 98,528 | 79,200 | 24.4% |
| Plan to stay in Condo | 7,102 | 5,672 | 25.2% | 95,650 | 74,475 | 28.4% |
| Condo only | 5,529 | 4,580 | 20.7% | 77,139 | 60,142 | 28.3% |
| Plan to stay in Timeshare | 2,120 | 2,213 | -4.2% | 24,769 | 23,083 | 7.3% |
| Timeshare only | 1,582 | 1,644 | -3.8% | 17,674 | 15,901 | 11.2% |
| Cruise Ship | 771 | 543 | 42.0% | 6,919 | 5,107 | 35.5% |
| Friends/Relatives | 1,125 | 948 | 18.7% | 10,435 | 9,337 | 11.8% |
| Bed & Breakfast | 438 | 306 | 43.1% | 3,659 | 2,561 | 42.9% |
| Other | 183 | 262 | -30.2% | 2,295 | 1,774 | 29.4% |

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

| | T A B L E 7. TOTAL CANADIAN VISITORS BY AIR (CONT.) | | | | | |
|----------------------------|---|--------|----------|--------------|---------|----------|
| | MAY | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 20,553 | 18,091 | 13.6% | 235,129 | 189,516 | 24.1% |
| Honeymoon | 1,200 | 1,031 | 16.4% | 4,883 | 3,863 | 26.4% |
| Get Married | 296 | 306 | -3.3% | 1,614 | 1,828 | -11.7% |
| Pleasure/Vacation | 19,327 | 17,047 | 13.4% | 230,390 | 185,167 | 24.4% |
| Mtgs/Conventions/Incentive | 2,212 | 528 | 318.9% | 14,644 | 7,882 | 85.8% |
| Conventions | 1,636 | 264 | 519.7% | 10,916 | 5,167 | 111.3% |
| Corporate Meetings | 141 | 165 | -14.5% | 1,828 | 1,228 | 48.9% |
| Incentive | 466 | 119 | 291.6% | 2,471 | 1,968 | 25.6% |
| Other Business | 188 | 190 | -1.1% | 1,723 | 1,389 | 24.0% |
| Visit Friends/Rel. | 1,144 | 779 | 46.9% | 9,214 | 7,466 | 23.4% |
| Govt/Military | 20 | 48 | -58.3% | 309 | 279 | 10.8% |
| Attend School | 11 | 17 | -35.3% | 261 | 216 | 20.8% |
| Sport Events | 118 | 69 | 71.0% | 1,038 | 1,007 | 3.1% |
| TRAVEL STATUS | | | | | | |
| % First Timers ** | 42.9 | 43.4 | -0.5 | 35.4 | 34.8 | 0.6 |
| % Repeaters ** | 57.1 | 56.6 | 0.5 | 64.6 | 65.2 | -0.6 |
| Average # of Trips | 3.46 | 3.51 | -1.5% | 4.05 | 4.08 | -0.7% |
| Group Tour | 819 | 515 | 59.0% | 7,300 | 5,019 | 45.4% |
| Non-Group | 22,772 | 19,289 | 18.1% | 246,501 | 197,228 | 25.0% |
| Package Trip | 6,233 | 6,264 | -0.5% | 66,954 | 57,558 | 16.3% |
| No Package | 17,358 | 13,540 | 28.2% | 186,845 | 144,689 | 29.1% |
| Net True Independent | 17,074 | 13,331 | 28.1% | 185,095 | 143,227 | 29.2% |

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

Source: Hawai'i Tourism Authority

| Table 8. VISITORS BY CRUISE SHIPS | | | | | | |
|--|--------------|--------------|-----------------|---------------------|--------------|-----------------|
| | May | | | YEAR-TO-DATE | | |
| | 2011P | 2010P | % CHANGE | 2011P | 2010P | % CHANGE |
| VISITOR DAYS | 143,924 | 138,282 | 4.1% | 1,061,941 | 1,010,885 | 5.1% |
| TOTAL VISITORS | 13,309 | 13,838 | -3.8% | 112,871 | 103,276 | 9.3% |
| ARRIVED BY SHIP | 4,646 | 2,749 | 69.0% | 61,808 | 52,087 | 18.7% |
| ARRIVED BY AIR | 8,663 | 11,089 | -21.9% | 51,063 | 51,189 | -0.2% |
| NUMBER OF SHIP ARRIVALS | 2 | 2 | 0.0% | 36 | 31 | 16.1% |
| ISLANDS VISITED | | | | | | |
| O'ahu | 13,309 | 13,838 | -3.8% | 112,871 | 101,774 | 10.9% |
| Kaua'i | 13,309 | 13,838 | -3.8% | 104,201 | 92,383 | 12.8% |
| Maui County | 13,309 | 13,838 | -3.8% | 108,504 | 100,644 | 7.8% |
| Maui | 13,309 | 13,838 | -3.8% | 108,504 | 100,644 | 7.8% |
| Moloka'i | 83 | 199 | -58.1% | 1,291 | 1,598 | -19.2% |
| Lāna'i | 214 | 263 | -18.7% | 2,177 | 2,625 | -17.1% |
| Hawai'i Island | 13,309 | 13,838 | -3.8% | 107,586 | 100,419 | 7.1% |
| Average Islands Visited | 4.0 | 4.0 | -0.3% | 3.9 | 4.3 | -11.0% |
| AVERAGE LENGTH OF STAY | | | | | | |
| Days in Hawai'i before Cruise | 2.95 | 2.48 | 19.1% | 2.88 | 2.96 | -2.5% |
| Days in Hawai'i during Cruise | 6.38 | 6.50 | -1.9% | 5.28 | 5.53 | -4.6% |
| Days in Hawai'i after Cruise | 1.48 | 1.01 | 46.5% | 1.25 | 1.30 | -3.9% |
| Total days in Hawai'i | 10.81 | 9.99 | 8.2% | 9.41 | 9.79 | -3.9% |
| ACCOMMODATIONS | | | | | | |
| Hotel | 7,817 | 9,388 | -16.7% | 51,807 | 49,083 | 5.6% |
| Hotel only | 6,844 | 8,826 | -22.5% | 45,483 | 43,499 | 4.6% |
| Condo | 740 | 420 | 76.2% | 4,813 | 4,783 | 0.6% |
| Condo only | 239 | 83 | 186.1% | 1,639 | 1,566 | 4.6% |
| Timeshare | 595 | 504 | 18.1% | 3,877 | 3,752 | 3.3% |
| Timeshare Only | 204 | 238 | -14.6% | 1,529 | 1,433 | 6.7% |
| Bed & Breakfast | 110 | 71 | 54.8% | 545 | 778 | -29.9% |
| Bed & Breakfast only | 4 | 29 | -88.0% | 137 | 91 | 50.4% |
| Friends & relatives | 464 | 346 | 34.2% | 2,738 | 2,602 | 5.2% |
| Other accommodation | 286 | 136 | 109.7% | 1,774 | 1,737 | 2.1% |
| Accommodation (NET) | 8,734 | 10,080 | -13.3% | 57,702 | 54,648 | 5.6% |
| Cruise only | 4,575 | 3,758 | 21.8% | 55,169 | 48,628 | 13.5% |
| TRAVEL STATUS | | | | | | |
| % First timers | 48.7 | 43.7 | 4.97 | 42.6 | 40.3 | 2.25 |
| % Repeat visitors | 51.3 | 56.3 | -4.97 | 57.4 | 59.7 | -2.25 |

Source: Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

| MAY 2011 | Statewide | %Chge | Honolulu | %Chge | Kahului | %Chge | Kona | %Chge | Hilo | %Chge | Lihue | %Chge |
|-----------------------------|-----------|--------|-----------|--------|---------|--------|---------|---------|------|-------|---------|--------|
| Total Seats | 752,931 | -0.7% | 535,985 | -0.1% | 127,672 | 0.1% | 46,771 | -15.9% | 0 | NA | 42,503 | 9.7% |
| Scheduled Seats | 744,348 | -0.9% | 527,402 | -0.4% | 127,672 | 0.1% | 46,771 | -15.9% | 0 | NA | 42,503 | 9.7% |
| Charter seats | 8,583 | 24.9% | 8,583 | 24.9% | | | | | | | | |
| Domestic Seats | 548,523 | -2.1% | 337,220 | -4.0% | 122,177 | 0.8% | 46,623 | -5.0% | 0 | NA | 42,503 | 10.2% |
| Scheduled Seats | 542,451 | -2.1% | 331,148 | -4.1% | 122,177 | 0.8% | 46,623 | -5.0% | 0 | NA | 42,503 | 10.2% |
| ...US West | 479,640 | 0.0% | 277,052 | -0.8% | 113,462 | 0.8% | 46,623 | -5.0% | 0 | NA | 42,503 | 10.2% |
| ...US East | 62,811 | -15.8% | 54,096 | -18.0% | 8,715 | 1.2% | | | | | | |
| Charter seats | 6,072 | 0.0% | 6,072 | 0.0% | | | | | | | | |
| International Seats | 204,408 | 3.2% | 198,765 | 7.4% | 5,495 | -13.3% | 148 | -97.7% | | | | |
| Scheduled Seats | 201,897 | 2.4% | 196,254 | 6.6% | 5,495 | -13.3% | 148 | -97.7% | | | | |
| ...Japan | 122,793 | -9.7% | 122,793 | -5.1% | | | 0 | -100.0% | | | | |
| ...Canada | 14,240 | -7.6% | 8,597 | -3.6% | 5,495 | -13.3% | 148 | NA | | | | |
| ...Other Asia | 22,888 | 149.4% | 22,888 | 149.4% | | | | | | | | |
| ...Aus./N. Zealand | 18,288 | 33.0% | 18,288 | 33.0% | | | | | | | | |
| ...Other | 23,688 | 3.4% | 23,688 | 3.4% | | | | | | | | |
| Charter Seats | 2,511 | 213.9% | 2,511 | 213.9% | | | | | | | | |
| YTD Through May 2011 | Statewide | %Chge | Honolulu | %Chge | Kahului | %Chge | Kona | %Chge | Hilo | %Chge | Lihue | %Chge |
| Total Seats | 3,883,839 | 2.9% | 2,713,619 | 2.5% | 719,230 | 8.4% | 258,999 | -8.1% | 0 | NA | 191,991 | 6.9% |
| Scheduled Seats | 3,840,006 | 3.0% | 2,669,786 | 2.5% | 719,230 | 8.4% | 258,999 | -8.1% | 0 | NA | 191,991 | 6.9% |
| Charter seats | 43,833 | 2.3% | 43,833 | 2.3% | | | | | | | | |
| Domestic Seats | 2,737,204 | 2.2% | 1,669,268 | -0.5% | 631,104 | 7.6% | 250,021 | 3.9% | 0 | NA | 186,811 | 7.5% |
| Scheduled Seats | 2,708,224 | 2.3% | 1,640,288 | -0.3% | 631,104 | 7.6% | 250,021 | 3.9% | 0 | NA | 186,811 | 7.5% |
| ...US West | 2,385,083 | 5.6% | 1,362,834 | 3.9% | 585,417 | 10.0% | 250,021 | 3.9% | 0 | NA | 186,811 | 7.5% |
| ...US East | 323,141 | -16.8% | 277,454 | -16.8% | 45,687 | -16.4% | | | | | | |
| Charter seats | 28,980 | -7.9% | 28,980 | -7.9% | | | | | | | | |
| International Seats | 1,146,635 | 4.8% | 1,044,351 | 7.6% | 88,126 | 14.7% | 8,978 | -78.2% | | | 5,180 | -10.8% |
| Scheduled Seats | 1,131,782 | 4.5% | 1,029,498 | 7.3% | 88,126 | 14.7% | 8,978 | -78.2% | | | 5,180 | -10.8% |
| ...Japan | 655,071 | -2.5% | 655,071 | 2.3% | | | 0 | -100.0% | | | | |
| ...Canada | 175,920 | 3.6% | 73,636 | -5.5% | 88,126 | 14.7% | 8,978 | -2.7% | | | 5,180 | -10.8% |
| ...Other Asia | 104,951 | 78.0% | 104,951 | 78.0% | | | | | | | | |
| ...Aus./N. Zealand | 81,461 | 21.4% | 81,461 | 21.4% | | | | | | | | |
| ...Other | 114,379 | -0.6% | 114,379 | -0.6% | | | | | | | | |
| Charter Seats | 14,853 | 30.5% | 14,853 | 30.5% | | | | | | | | |

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

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

| May | STATEWIDE | | HONOLULU | | KAHULUI | | KONA | | LIHUE | |
|------------------------|----------------|---------------|----------------|---------------|----------------|-------------|---------------|---------------|---------------|--------------|
| | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge |
| Total Seats | 752,931 | -0.7% | 535,985 | -0.1% | 127,672 | 0.1% | 46,771 | -15.9% | 42,503 | 9.7% |
| Scheduled Seats | 744,348 | -0.9% | 527,402 | -0.4% | 127,672 | 0.1% | 46,771 | -15.9% | 42,503 | 9.7% |
| Charter seats | 8,583 | 24.9% | 8,583 | 24.9% | | | | | | |
| Domestic Seats | 548,523 | -2.1% | 337,220 | -4.0% | 122,177 | 0.8% | 46,623 | -5.0% | 42,503 | 10.2% |
| Scheduled Seats | 542,451 | -2.1% | 331,148 | -4.1% | 122,177 | 0.8% | 46,623 | -5.0% | 42,503 | 10.2% |
| Charter seats | 6,072 | 0.0% | 6,072 | 0.0% | | | | | | |
| US West | 479,640 | 0.0% | 277,052 | -0.8% | 113,462 | 0.8% | 46,623 | -5.0% | 42,503 | 10.2% |
| ...Anchorage | 1,924 | -12.5% | 1,924 | -12.5% | | | | | | |
| ...Bellingham | 4,588 | NA | 4,588 | NA | | | | | | |
| ...Denver | 10,244 | -19.6% | 7,564 | -10.7% | 976 | -54.2% | 976 | -20.0% | 728 | -20.0% |
| ...Las Vegas | 22,098 | 11.0% | 19,830 | -0.4% | 2,268 | NA | | | | |
| ...Los Angeles | 171,096 | -5.4% | 91,152 | -4.9% | 41,006 | -6.5% | 17,871 | -12.8% | 21,067 | 1.8% |
| ...Oakland | 14,916 | 17.6% | 7,812 | 0.0% | 2,516 | -11.0% | 2,072 | 1.5% | 2,516 | NA |
| ...Orange County | 2,356 | -58.7% | 1,736 | -54.8% | 620 | -66.7% | | | | |
| ...Phoenix | 46,192 | 7.5% | 22,632 | 17.8% | 11,780 | 3.3% | 5,890 | 0.0% | 5,890 | -8.8% |
| ...Portland | 24,800 | -2.5% | 12,400 | -2.8% | 12,400 | -2.2% | | | | |
| ...Sacramento | 12,400 | -2.2% | 7,812 | 0.0% | 4,588 | -5.7% | | | | |
| ...Salt Lake City | 6,696 | 0.0% | 6,696 | 0.0% | | | | | | |
| ...San Diego | 12,400 | 58.7% | 7,812 | 0.0% | 4,588 | NA | | | | |
| ...San Francisco | 89,950 | 3.8% | 53,350 | 4.5% | 18,248 | 0.1% | 12,710 | 8.2% | 5,642 | 0.0% |
| ...San Jose | 14,472 | 14.1% | 7,812 | 0.0% | 2,072 | 1.5% | 2,516 | -11.0% | 2,072 | NA |
| ...Seattle | 45,508 | -9.8% | 23,932 | -14.6% | 12,400 | -2.2% | 4,588 | -5.7% | 4,588 | -5.7% |
| US East | 62,811 | -15.8% | 54,096 | -18.0% | 8,715 | 1.2% | | | | |
| ...Atlanta | 9,238 | 0.0% | 9,238 | 0.0% | | | | | | |
| ...Charlotte | 0 | -100.0% | 0 | -100.0% | | | | | | |
| ...Chicago | 19,503 | 14.8% | 17,763 | 15.8% | 1,740 | 6.1% | | | | |
| ...Dallas | 20,925 | 0.0% | 13,950 | 0.0% | 6,975 | 0.0% | | | | |
| ...Houston | 6,635 | -11.5% | 6,635 | -11.5% | | | | | | |
| ...Minneapolis | 0 | -100.0% | 0 | -100.0% | | | | | | |
| ...Newark | 6,510 | -0.8% | 6,510 | -0.8% | | | | | | |

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

| May | STATEWIDE | | HONOLULU | | KAHULUI | | KONA | | LIHUE | |
|----------------------------|----------------|---------------|----------------|---------------|--------------|---------------|------------|----------------|----------|----------------|
| | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge |
| International Seats | 204,408 | 3.2% | 198,765 | 7.4% | 5,495 | -13.3% | 148 | -97.7% | 0 | NA |
| Scheduled Seats | 201,897 | 2.4% | 196,254 | 6.6% | 5,495 | -13.3% | 148 | -97.7% | 0 | NA |
| Charter Seats | 2,511 | 213.9% | 2,511 | 213.9% | | | | | | |
| Japan | 122,793 | -9.7% | 122,793 | -5.1% | | | 0 | -100.0% | | |
| ...Nagoya | 6,510 | -50.0% | 6,510 | -50.0% | | | | | | |
| ...Osaka | 15,853 | -28.8% | 15,853 | -28.8% | | | | | | |
| ...Tokyo-HND | 25,079 | NA | 25,079 | NA | | | | | | |
| ...Tokyo-NRT | 75,351 | -25.2% | 75,351 | -20.0% | | | 0 | -100.0% | | |
| Canada | 14,240 | -7.6% | 8,597 | -3.6% | 5,495 | -13.3% | 148 | NA | 0 | -100.0% |
| ...Calgary | 211 | 55.1% | 211 | NA | 0 | -100.0% | | | | |
| ...Vancouver | 14,029 | -7.4% | 8,386 | -4.5% | 5,495 | -11.4% | 148 | NA | 0 | -100.0% |
| ...Victoria | 0 | -100.0% | 0 | -100.0% | | | | | | |
| Other Asia | 22,888 | 149.4% | 22,888 | 149.4% | | | | | | |
| ...Seoul | 22,888 | 149.4% | 22,888 | 149.4% | | | | | | |
| Oceania | 18,288 | 33.0% | 18,288 | 33.0% | | | | | | |
| ...Auckland | 1,816 | -11.1% | 1,816 | -11.1% | | | | | | |
| ...Sydney | 16,472 | 40.7% | 16,472 | 40.7% | | | | | | |
| Other | 23,688 | 3.4% | 23,688 | 3.4% | | | | | | |
| ...Apia | 592 | -8.6% | 592 | -8.6% | | | | | | |
| ...Christmas | 544 | 300.0% | 544 | 300.0% | | | | | | |
| ...Guam | 6,610 | 0.0% | 6,610 | 0.0% | | | | | | |
| ...Majuro | 2,669 | 30.8% | 2,669 | 30.8% | | | | | | |
| ...Manila | 7,968 | 0.0% | 7,968 | 0.0% | | | | | | |
| ...Nadi | 1,525 | -31.4% | 1,525 | -31.4% | | | | | | |
| ...Pago Pago | 2,520 | 11.1% | 2,520 | 11.1% | | | | | | |
| ...Papeete | 1,260 | 25.0% | 1,260 | 25.0% | | | | | | |

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

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

| Year thru May | STATEWIDE | | HONOLULU | | KAHULUI | | KONA | | LIHUE | |
|------------------------|------------------|---------------|------------------|---------------|----------------|---------------|----------------|--------------|----------------|-------------|
| | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge |
| Total Seats | 3,883,839 | 2.9% | 2,713,619 | 2.5% | 719,230 | 8.4% | 258,999 | -8.1% | 191,991 | 6.9% |
| Scheduled Seats | 3,840,006 | 3.0% | 2,669,786 | 2.5% | 719,230 | 8.4% | 258,999 | -8.1% | 191,991 | 6.9% |
| Charter seats | 43,833 | 2.3% | 43,833 | 2.3% | | | | | | |
| Domestic Seats | 2,737,204 | 2.2% | 1,669,268 | -0.5% | 631,104 | 7.6% | 250,021 | 3.9% | 186,811 | 7.5% |
| Scheduled Seats | 2,708,224 | 2.3% | 1,640,288 | -0.3% | 631,104 | 7.6% | 250,021 | 3.9% | 186,811 | 7.5% |
| Charter seats | 28,980 | -7.9% | 28,980 | -7.9% | | | | | | |
| US West | 2,385,083 | 5.6% | 1,362,834 | 3.9% | 585,417 | 10.0% | 250,021 | 3.9% | 186,811 | 7.5% |
| ...Anchorage | 25,604 | -6.3% | 19,684 | -6.4% | 5,920 | -5.7% | | | | |
| ...Bellingham | 21,460 | NA | 21,460 | NA | | | | | | |
| ...Denver | 69,500 | 2.5% | 40,120 | -1.8% | 20,008 | 9.7% | 5,368 | 13.2% | 4,004 | 0.0% |
| ...Las Vegas | 107,850 | 13.8% | 97,014 | 2.4% | 10,836 | NA | | | | |
| ...Los Angeles | 835,687 | -0.1% | 446,544 | 1.9% | 202,471 | -0.5% | 92,785 | -9.3% | 93,887 | 1.2% |
| ...Oakland | 68,396 | 10.7% | 38,052 | 0.0% | 15,248 | 11.6% | 9,620 | -4.3% | 5,476 | NA |
| ...Orange County | 15,700 | -4.1% | 10,216 | -4.2% | 5,484 | -3.9% | | | | |
| ...Phoenix | 192,712 | 5.2% | 95,622 | 15.2% | 42,750 | -5.0% | 28,690 | -3.2% | 25,650 | 0.3% |
| ...Portland | 129,236 | 5.8% | 60,400 | 0.0% | 60,400 | -2.2% | 8,436 | NA | | |
| ...Sacramento | 60,400 | 24.4% | 38,052 | 0.0% | 22,348 | 112.5% | | | | |
| ...Salt Lake City | 32,616 | -25.1% | 32,616 | 0.0% | 0 | -100.0% | | | | |
| ...San Diego | 60,400 | 58.7% | 38,052 | 0.0% | 22,348 | NA | | | | |
| ...San Francisco | 444,202 | 4.6% | 259,542 | 5.8% | 89,824 | 1.5% | 63,830 | 1.4% | 31,006 | 11.8% |
| ...San Jose | 64,692 | 45.8% | 38,052 | 20.8% | 9,620 | 75.1% | 12,728 | 72.5% | 4,292 | NA |
| ...Seattle | 256,628 | 2.8% | 127,408 | -8.6% | 78,160 | 24.8% | 28,564 | 20.5% | 22,496 | -5.1% |
| US East | 323,141 | -16.8% | 277,454 | -16.8% | 45,687 | -16.4% | | | | |
| ...Atlanta | 44,998 | 8.7% | 44,998 | 8.7% | | | | | | |
| ...Charlotte | 0 | -100.0% | 0 | -100.0% | | | | | | |
| ...Chicago | 94,015 | 30.3% | 82,303 | 40.2% | 11,712 | -12.9% | | | | |
| ...Dallas | 101,925 | -6.6% | 67,950 | 0.0% | 33,975 | -17.5% | | | | |
| ...Detroit | 298 | NA | 298 | NA | | | | | | |
| ...Houston | 40,080 | -37.5% | 40,080 | -37.5% | | | | | | |
| ...Minneapolis | 8,940 | -75.4% | 8,940 | -75.4% | | | | | | |
| ...Newark | 32,885 | -4.0% | 32,885 | -4.0% | | | | | | |

Scheduled Nonstops Seats to Hawaii by Port of Entry and MMA: 2011vs2010

| Year thru May | STATEWIDE | | HONOLULU | | KAHULUI | | KONA | | LIHUE | |
|----------------------------|------------------|--------------|------------------|--------------|---------------|--------------|--------------|----------------|--------------|---------------|
| | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge | 2011 | %Chge |
| International Seats | 1,146,635 | 4.8% | 1,044,351 | 7.6% | 88,126 | 14.7% | 8,978 | -78.2% | 5,180 | -10.8% |
| Scheduled Seats | 1,131,782 | 4.5% | 1,029,498 | 7.3% | 88,126 | 14.7% | 8,978 | -78.2% | 5,180 | -10.8% |
| Charter Seats | 14,853 | 30.5% | 14,853 | 30.5% | | | | | | |
| Japan | 655,071 | -2.5% | 655,071 | 2.3% | | | 0 | -100.0% | | |
| ...Nagoya | 54,451 | -14.1% | 54,451 | -14.1% | | | | | | |
| ...Osaka | 77,141 | -32.3% | 77,141 | -32.3% | | | | | | |
| ...Tokyo-HND | 110,389 | NA | 110,389 | NA | | | | | | |
| ...Tokyo-NRT | 413,090 | -16.5% | 413,090 | -10.7% | | | 0 | -100.0% | | |
| Canada | 175,920 | 3.6% | 73,636 | -5.5% | 88,126 | 14.7% | 8,978 | -2.7% | 5,180 | -10.8% |
| ...Calgary | 31,799 | 71.3% | 9,794 | 28.4% | 22,005 | 101.3% | | | | |
| ...Edmonton | 4,818 | 293.6% | | | 4,818 | 293.6% | | | | |
| ...Vancouver | 136,991 | -7.2% | 61,530 | -9.3% | 61,303 | -5.2% | 8,978 | -2.7% | 5,180 | -10.8% |
| ...Victoria | 2,312 | -5.6% | 2,312 | -5.6% | | | | | | |
| Other Asia | 104,951 | 78.0% | 104,951 | 78.0% | | | | | | |
| ...Seoul | 104,951 | 99.5% | 104,951 | 99.5% | | | | | | |
| ...Taipei | 0 | -100.0% | 0 | -100.0% | | | | | | |
| Oceania | 81,461 | 21.4% | 81,461 | 21.4% | | | | | | |
| ...Auckland | 9,761 | 0.0% | 9,761 | 0.0% | | | | | | |
| ...Sydney | 71,700 | 25.1% | 71,700 | 25.1% | | | | | | |
| Other | 114,379 | -0.6% | 114,379 | -0.6% | | | | | | |
| ...Apia | 3,108 | -8.6% | 3,108 | -8.6% | | | | | | |
| ...Christmas | 2,856 | 2000.0% | 2,856 | 2000.0% | | | | | | |
| ...Guam | 32,235 | -10.0% | 32,235 | -10.0% | | | | | | |
| ...Majuro | 13,502 | 32.3% | 13,502 | 32.3% | | | | | | |
| ...Manila | 39,084 | 1.3% | 39,084 | 1.3% | | | | | | |
| ...Nadi | 6,710 | -34.9% | 6,710 | -34.9% | | | | | | |
| ...Pago Pago | 11,340 | 2.3% | 11,340 | 2.3% | | | | | | |
| ...Papeete | 5,544 | 0.0% | 5,544 | 0.0% | | | | | | |

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