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HTA Release (16-30)

Total Visitor Arrivals Rose 1.3 Percent in May 2016; Visitor Expenditures Declined 2.4 Percent

HONOLULU – Total visitor arrivals to the Hawaiian Islands in May 2016 rose 1.3 percent from a year ago to 718,913 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total visitor days¹ increased 1.1 percent compared to May 2015.

Arrivals by airlines grew 1.6 percent to 709,566 visitors, led by increases from U.S. West (+3.3% to 305,182) and U.S. East (+1.8% to 156,238). There were fewer visitors from Japan (-1.4% to 113,966) and Canada (-17.7% to 21,779), but more visitors came from All Other International markets (+4.5% to 112,402).

Fewer visitors arrived by cruise ships (-15.7% to 9,347) in May 2016 with four out-of-state ships visiting the islands versus six ships in May 2015.

Despite increased visitor volumes, lower daily spending across most visitor markets resulted in decreased total visitor expenditures (-2.4% to \$1.2 billion) for May 2016. Among the top four visitor markets, only Canada showed higher daily visitor spending. However, fewer arrivals led to a drop in overall Canadian visitor expenditures (-15.1% to \$38.6 million). Decreased daily spending contributed to losses in U.S. West (-1.8% \$439.3 million) and Japanese (-10.1% to \$154.9 million) visitor expenditures and no growth in U.S. East visitor expenditures (-0.3% to \$301.4 million) compared to May 2015.

Among the four larger Hawaiian Islands, visitor arrivals increased for O'ahu (+1.5%), however visitor expenditures declined (-7.7%) from a year ago. Maui saw growth in both visitor arrivals (+3.5%) and visitor expenditures (+4.3%). The island of Hawai'i recorded fewer arrivals (-1.8%), but saw a gain in visitor expenditures (+9.3%). Kaua'i showed decreases in arrivals (-2.5%) and visitor expenditures (-7.8%) for the month.

Growth in total air seats to the Hawaiian Islands in May 2016 was flat (-0.1% to 979,229) compared to last May. Declines in scheduled seats from Canada (-15%), U.S. East (-9.4%) and Japan (-4.4%), offset increases from Other Asia markets (+29.1%), Oceania (+5.3%) and U.S. West (+0.8%).

Year-to-Date 2016

In the first five months of 2016, total visitor arrivals (+3.1% to 3,615,538) and visitor expenditures (+1% to \$6.3 billion) exceeded the same period last year. There were more visitors from U.S. West (+4%), U.S. East (+5.2%), Japan (+1.8%) and All Other International markets (+9.1%), which offset the decline in arrivals from Canada (-12.1%).

Gains in visitor expenditures from U.S. West (+3.7% to \$2.2 billion), U.S. East (+4.5% to \$1.6 billion) and All Other International markets (+5.9% to \$1.2 billion) offset losses from Canada (-18.5% to \$520 million) and Japan (-4.7% to \$770.2 million).

¹ Aggregate number of days stayed by all visitors.

Visitor arrivals in the first five months of 2016 increased on O‘ahu (+2.8%) and Maui (+2.8%) but declined on Kaua‘i (-1.4%). Arrivals to Hawai‘i Island (+0.5%) were comparable to year-to-date 2015.

Through May 2016, there were gains in visitor expenditures on Maui (+3.6% to \$1.9 billion) and Hawai‘i Island (+10.6% to \$857.6 million), however, O‘ahu (-2.5% to \$2.8 billion) and Kaua‘i (-1.4% to \$663.7 million) reported losses.

Other Highlights:

- **U.S. West:** From the Pacific region (+3.3%), there were more visitors from Alaska (+6.3%), California (+3.2%), Oregon (+5.5%) and Washington (+2%). From the Mountain region (+3.5%), more visitors came from Arizona (+7.7%), Colorado (+2.1%) and New Mexico (+18.6%), but fewer came from Utah (-2.3%). Through the first five months of 2016, arrivals increased from the Pacific region (+4.3%) and Mountain region (+2.3%) compared to the same period last year.
- **U.S. East:** In May 2016, growth in visitor arrivals from the New England (+8.5%), East South Central (+8.1%), West North Central (+7.7%), West South Central (+2.1%) and South Atlantic (+1.6%) regions offset decreases from the Mid Atlantic (-3.8%) and East North Central (-0.6%) regions. For the first five months of 2016, all U.S. East regions showed increases in arrivals, highlighted by growth from the two largest regions, South Atlantic (+6.3%) and East North Central (+2.3%).
- **Japan:** Some of the decline in Japanese visitors was attributed to a shift in arrivals for Golden Week. In 2016, a combination of holidays and weekend days created a longer than normal vacation period and Japanese visitors started coming to Hawai‘i from April 25. Where as in 2015, arrivals for Golden Week occurred during the first week of May.
- **Canada:** Challenges in the Canadian economy and a weak exchange rate continued to impact travel to Hawai‘i as May 2016 was the eighth consecutive month of declines in visitor arrivals and visitor expenditures.
- **MCI:** The number of visitors who came for meetings, conventions and incentives (MCI) increased (+2.6% to 41,990) compared to May 2015. More visitors came for conventions (+26.9% to 16,665), but fewer came for corporate meetings (-7.6% to 7,562) and incentive trips (-7.7% to 19,689). There was growth in MCI visitors from Japan (+29.3% to 14,251) and U.S. West (+0.4% to 12,361) offsetting decline from U.S. East (-18.2% to 9,784) and Canada (-29.5% to 1,515). For the first five months of 2016, total MCI visitors increased (+4.6% to 241,585) compared to year-to-date 2015.
- **Honeymoon:** More visitors came to honeymoon (+1.1% to 54,777) in May 2016 compared to a year ago. There was growth in honeymoon visitors from U.S. West (+10.4% to 11,230), U.S. East (+10.3% to 9,578) and Canada (+20.3% to 980), but fewer honeymooners came from Japan (-12.2% to 17,905). However, in the first five months of 2016, the total number of honeymoon visitors continued to decline from last year (-6.5% to 212,534).

May 2016 Arrivals at a Glance

| CATEGORY AND MMA | May 2016p | May 2015P | % change | YTD 2016p | YTD 2015p | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,177.7 | 1,206.3 | -2.4 | 6,305.9 | 6,244.5 | 1.0 |
| Total by air | 1,173.8 | 1,201.7 | -2.3 | 6,285.0 | 6,226.3 | 0.9 |
| U.S. West | 439.3 | 447.4 | -1.8 | 2,177.3 | 2,100.4 | 3.7 |
| U.S. East | 301.4 | 302.2 | -0.3 | 1,600.8 | 1,531.5 | 4.5 |
| Japan | 154.9 | 172.4 | -10.1 | 770.2 | 808.2 | -4.7 |
| Canada | 38.6 | 45.5 | -15.1 | 520.0 | 637.8 | -18.5 |
| All Others | 239.5 | 234.2 | 2.3 | 1,216.7 | 1,148.4 | 5.9 |
| Visitor arrivals by cruise ships | 3.9 | 4.6 | -15.0 | 21.0 | 18.2 | 14.9 |
| TOTAL VISITOR DAYS | 6,128,731 | 6,062,253 | 1.1 | 32,827,443 | 32,211,584 | 1.9 |
| Total by air | 6,081,847 | 6,002,155 | 1.3 | 32,574,602 | 31,939,250 | 2.0 |
| U.S. West | 2,689,724 | 2,632,784 | 2.2 | 13,091,795 | 12,827,581 | 2.1 |
| U.S. East | 1,556,363 | 1,504,211 | 3.5 | 8,101,148 | 7,781,308 | 4.1 |
| Japan | 655,209 | 651,759 | 0.5 | 3,319,956 | 3,258,071 | 1.9 |
| Canada | 234,378 | 288,994 | -18.9 | 3,327,200 | 3,760,813 | -11.5 |
| All Others | 946,172 | 924,406 | 2.4 | 4,734,502 | 4,311,478 | 9.8 |
| Visitor arrivals by cruise ships | 46,884 | 60,098 | -22.0 | 252,842 | 272,334 | -7.2 |
| VISITOR ARRIVALS | 718,913 | 709,671 | 1.3 | 3,615,538 | 3,508,098 | 3.1 |
| Total by air | 709,566 | 698,584 | 1.6 | 3,560,583 | 3,448,984 | 3.2 |
| U.S. West | 305,182 | 295,550 | 3.3 | 1,433,436 | 1,378,566 | 4.0 |
| U.S. East | 156,238 | 153,418 | 1.8 | 781,568 | 743,185 | 5.2 |
| Japan | 113,966 | 115,574 | -1.4 | 576,000 | 566,024 | 1.8 |
| Canada | 21,779 | 26,459 | -17.7 | 252,002 | 286,716 | -12.1 |
| All Others | 112,402 | 107,583 | 4.5 | 517,576 | 474,493 | 9.1 |
| Visitor arrivals by cruise ships | 9,347 | 11,087 | -15.7 | 54,955 | 59,115 | -7.0 |
| AVERAGE LENGTH OF STAY | 8.52 | 8.54 | -0.2 | 9.08 | 9.18 | -1.1 |
| Total by air | 8.57 | 8.59 | -0.2 | 9.15 | 9.26 | -1.2 |
| U.S. West | 8.81 | 8.91 | -1.1 | 9.13 | 9.31 | -1.8 |
| U.S. East | 9.96 | 9.80 | 1.6 | 10.37 | 10.47 | -1.0 |
| Japan | 5.75 | 5.64 | 1.9 | 5.76 | 5.76 | 0.1 |
| Canada | 10.76 | 10.92 | -1.5 | 13.20 | 13.12 | 0.7 |
| All Others | 8.42 | 8.59 | -2.0 | 9.15 | 9.09 | 0.7 |
| Visitor arrivals by cruise ships | 5.02 | 5.42 | -7.5 | 4.60 | 4.61 | -0.1 |
| PER PERSON PER DAY SPENDING (\$) | 192.2 | 199.0 | -3.4 | 192.1 | 193.9 | -0.9 |
| Total by air | 193.0 | 200.2 | -3.6 | 192.9 | 194.9 | -1.0 |
| U.S. West | 163.3 | 169.9 | -3.9 | 166.3 | 163.7 | 1.6 |
| U.S. East | 193.7 | 200.9 | -3.6 | 197.6 | 196.8 | 0.4 |
| Japan | 236.4 | 264.5 | -10.6 | 232.0 | 248.1 | -6.5 |
| Canada | 164.8 | 157.3 | 4.7 | 156.3 | 169.6 | -7.8 |
| All Others | 253.2 | 253.4 | -0.1 | 257.0 | 266.4 | -3.5 |
| Visitor arrivals by cruise ships | 83.1 | 76.2 | 9.0 | 82.9 | 67.0 | 23.8 |
| PER PERSON PER TRIP SPENDING (\$) | 1,638.1 | 1,699.8 | -3.6 | 1,744.1 | 1,780.0 | -2.0 |
| Total by air | 1,654.2 | 1,720.2 | -3.8 | 1,765.1 | 1,805.2 | -2.2 |
| U.S. West | 1,439.3 | 1,513.7 | -4.9 | 1,518.9 | 1,523.6 | -0.3 |
| U.S. East | 1,929.3 | 1,969.9 | -2.1 | 2,048.1 | 2,060.7 | -0.6 |
| Japan | 1,359.4 | 1,491.6 | -8.9 | 1,337.1 | 1,427.9 | -6.4 |
| Canada | 1,773.5 | 1,718.6 | 3.2 | 2,063.7 | 2,224.4 | -7.2 |
| All Others | 2,131.1 | 2,177.2 | -2.1 | 2,350.8 | 2,420.2 | -2.9 |
| Visitor arrivals by cruise ships | 416.7 | 413.1 | 0.9 | 381.3 | 308.5 | 23.6 |

P=Preliminary data.

Source:Hawai'i Tourism Authority

Highlights from All Other Markets:

- **Australia:** There was no growth in visitor arrivals compared to May 2015 (-0.4% to 32,009). Through May 2016, visitor arrivals increased from the same period last year (+2.6% to 126,958).
- **New Zealand:** Visitor arrivals dropped in May 2016 (-9.8% to 5,485) and through the first five months compared to last year (-4.2% to 19,838).
- **China:** Visitor arrivals were comparable to May 2015 (+0.2% to 18,867), but declined year-to-date versus 2015 (-2.1% to 73,123).
- **Korea:** Visitor arrivals increased in May 2016 (+11.5% to 16,903) and year-to-date (+15.5% to 86,604) boosted by air service added in December 2015.
- **Taiwan:** Visitor arrivals decreased in May 2016 (-4.2% to 1,452) and through the first five months of 2016 (-1.6% to 6,582).
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined in May 2016 (-10.9% to 10,998) and year-to-date (-3.3% to 49,151).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in May 2016 (-7.6% to 2,223) and in the first five months compared to last year (-4.2% to 11,300).

Island Highlights – May 2016:

- **O'ahu:** Visitor arrivals (+1.5%) and visitor days (+1.7%) increased compared to May 2015. However, lower daily visitor spending (-9.2% to \$190 per person) resulted in a loss in visitor expenditures (-7.7% to \$570.8 million). There were more visitors from U.S. West (+3.7%) and U.S. East (+1%), but fewer visitors from Japan (-2.5%) and Canada (-7.7%) than a year ago.
- **Maui:** Growth in arrivals (+3.5%) and visitor days (+2.9%), combined with higher daily spending (+1.4% to \$203 per person), contributed to a gain in visitor expenditures (+4.3% to \$321.6 million). Increases in arrivals from U.S. West (+5.3%), U.S. East (+4.5%) and Japan (+20.7%) offset fewer visitors from Canada (-14.9%).
- **Hawai'i Island:** Visitor arrivals declined compared to May 2015 (-1.8%). However, a longer length of stay resulted in visitor days that were similar to a year ago (-0.2%). The average daily spending by these visitors was higher than last year (+9.5% to \$187 per person) and contributed to a growth in visitor expenditures (+9.3% to \$145.3 million). There were more visitors from U.S. East (+1.8%) and Japan (+7.1%), but fewer visitors from U.S. West (-2.4%) and Canada (-29.4%). A larger number of Japanese visitors stayed exclusively on Hawai'i Island (+61.3% to 2,331) compared to last May.
- **Kaua'i:** Decreases in visitor arrivals (-2.5%), visitor days (-2.3%) and daily spending (-5.6% to \$183 per person) caused a decline in visitor expenditures (-7.8% to \$125.5 million) in May 2016. There were more U.S. East visitors (+1.1%) but fewer U.S. West (-0.6%), Japanese (-11.8%) and Canadian (-29.6%) visitors compared to May 2015.

May 2016 Island Highlights

| CATEGORY AND ISLAND | May 2016p | May 2015P | % change | YTD 2016p | YTD 2015p | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,177.7 | 1,206.3 | -2.4 | 6,305.9 | 6,244.5 | 1.0 |
| Total by air | 1,173.8 | 1,201.7 | -2.3 | 6,285.0 | 6,226.3 | 0.9 |
| O'ahu | 570.8 | 618.5 | -7.7 | 2,805.4 | 2,877.8 | -2.5 |
| Maui | 321.6 | 308.3 | 4.3 | 1,919.0 | 1,852.7 | 3.6 |
| Moloka'i | 3.3 | 2.4 | 37.4 | 13.8 | 15.8 | -12.8 |
| Lāna'i | 7.4 | 3.6 | 106.0 | 25.5 | 31.2 | -18.2 |
| Kaua'i | 125.5 | 136.1 | -7.8 | 663.7 | 673.2 | -1.4 |
| Haw aii Island | 145.3 | 132.9 | 9.3 | 857.6 | 775.5 | 10.6 |
| Visitor arrivals by cruise ships | 3.9 | 4.6 | -15.0 | 21.0 | 18.2 | 14.9 |
| TOTAL VISITOR DAYS | 6,128,731 | 6,062,253 | 1.1 | 32,827,443 | 32,211,584 | 1.9 |
| Total by air | 6,081,847 | 6,002,155 | 1.3 | 32,574,602 | 31,939,250 | 2.0 |
| O'ahu | 2,997,865 | 2,949,002 | 1.7 | 14,787,542 | 14,466,918 | 2.2 |
| Maui | 1,583,603 | 1,539,523 | 2.9 | 9,001,239 | 8,756,835 | 2.8 |
| Moloka'i | 19,184 | 18,681 | 2.7 | 132,089 | 130,849 | 0.9 |
| Lāna'i | 17,572 | 13,828 | 27.1 | 86,977 | 79,132 | 9.9 |
| Kaua'i | 686,728 | 702,898 | -2.3 | 3,704,697 | 3,682,694 | 0.6 |
| Haw aii Island | 776,894 | 778,223 | -0.2 | 4,862,058 | 4,822,823 | 0.8 |
| Visitor arrivals by cruise ships | 46,884 | 60,098 | -22.0 | 252,842 | 272,334 | -7.2 |
| VISITOR ARRIVALS | 718,913 | 709,671 | 1.3 | 3,615,538 | 3,508,098 | 3.1 |
| Total by air | 709,566 | 698,584 | 1.6 | 3,560,583 | 3,448,984 | 3.2 |
| O'ahu | 451,529 | 444,973 | 1.5 | 2,159,399 | 2,100,771 | 2.8 |
| Maui | 212,935 | 205,636 | 3.5 | 1,075,704 | 1,046,690 | 2.8 |
| Moloka'i | 4,697 | 4,939 | -4.9 | 26,052 | 29,193 | -10.8 |
| Lāna'i | 6,003 | 5,344 | 12.3 | 25,932 | 28,557 | -9.2 |
| Kaua'i | 95,643 | 98,111 | -2.5 | 468,553 | 475,433 | -1.4 |
| Haw aii Island | 113,964 | 116,020 | -1.8 | 626,057 | 622,967 | 0.5 |
| Visitor arrivals by cruise ships | 9,347 | 11,087 | -15.7 | 54,955 | 59,115 | -7.0 |
| AVERAGE LENGTH OF STAY | 8.52 | 8.54 | -0.2 | 9.08 | 9.18 | -1.1 |
| Total by air | 8.57 | 8.59 | -0.2 | 9.15 | 9.26 | -1.2 |
| O'ahu | 6.64 | 6.63 | 0.2 | 6.85 | 6.89 | -0.6 |
| Maui | 7.44 | 7.49 | -0.7 | 8.37 | 8.37 | 0.0 |
| Moloka'i | 4.08 | 3.78 | 8.0 | 5.07 | 4.48 | 13.1 |
| Lāna'i | 2.93 | 2.59 | 13.1 | 3.35 | 2.77 | 21.0 |
| Kaua'i | 7.18 | 7.16 | 0.2 | 7.91 | 7.75 | 2.1 |
| Haw aii Island | 6.82 | 6.71 | 1.6 | 7.77 | 7.74 | 0.3 |
| Visitor arrivals by cruise ships | 5.02 | 5.42 | -7.5 | 4.60 | 4.61 | -0.1 |
| PER PERSON PER DAY SPENDING (\$) | 192.2 | 199.0 | -3.4 | 192.1 | 193.9 | -0.9 |
| Total by air | 193.0 | 200.2 | -3.6 | 192.9 | 194.9 | -1.0 |
| O'ahu | 190.4 | 209.7 | -9.2 | 189.7 | 198.9 | -4.6 |
| Maui | 203.1 | 200.3 | 1.4 | 213.2 | 211.6 | 0.8 |
| Moloka'i | 170.7 | 127.6 | 33.8 | 104.2 | 120.6 | -13.6 |
| Lāna'i | 418.6 | 258.2 | 62.1 | 293.5 | 394.6 | -25.6 |
| Kaua'i | 182.7 | 193.6 | -5.6 | 179.1 | 182.8 | -2.0 |
| Haw aii Island | 187.0 | 170.7 | 9.5 | 176.4 | 160.8 | 9.7 |
| Visitor arrivals by cruise ships | 83.1 | 76.2 | 9.0 | 82.9 | 67.0 | 23.8 |
| PER PERSON PER TRIP SPENDING (\$) | 1,638.1 | 1,699.8 | -3.6 | 1,744.1 | 1,780.0 | -2.0 |
| Total by air | 1,654.2 | 1,720.2 | -3.8 | 1,765.1 | 1,805.2 | -2.2 |
| O'ahu | 1,264.1 | 1,390.0 | -9.1 | 1,299.2 | 1,369.9 | -5.2 |
| Maui | 1,510.2 | 1,499.3 | 0.7 | 1,783.9 | 1,770.1 | 0.8 |
| Moloka'i | 697.3 | 482.6 | 44.5 | 528.3 | 540.7 | -2.3 |
| Lāna'i | 1,225.4 | 668.2 | 83.4 | 984.5 | 1,093.4 | -10.0 |
| Kaua'i | 1,311.9 | 1,386.9 | -5.4 | 1,416.4 | 1,416.0 | 0.0 |
| Haw aii Island | 1,274.8 | 1,145.3 | 11.3 | 1,369.9 | 1,244.8 | 10.0 |
| Visitor arrivals by cruise ships | 416.7 | 413.1 | 0.9 | 381.3 | 308.5 | 23.6 |

P=Preliminary data.

Source:Haw aii Tourism Authority

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

There was no growth in total seat capacity (-0.1% to 979,229 seats) to the Hawaiian Islands in May 2016. The number of scheduled seats were similar to a year ago (-0.1% to 972,538) while charter seats declined (-6% to 6,691) compared to May 2015. The number of seats to Kahului (+1.3%) rose slightly, seats to Kona (-2.9%) and Līhu'e (-2.5%) declined, while seats to Honolulu and Hilo were about the same as last year.

- Scheduled seats from U.S. West rose slightly (+0.8%) in May 2016. Growth in seats from Denver (+47%), Portland (+4%), San Diego (+2.1%), San Francisco (+4.2%) and Seattle (+3.2%) was offset by fewer seats from Bellingham (-16.1%), Las Vegas (-3.8%), Los Angeles (-1.4%), Oakland (-1.8%), and San Jose (-4.8%).
- Seat capacity from U.S. East declined (-9.4%). There were fewer seats from Atlanta (-22.1%) Chicago (-2.8%), Dallas (-10.9%) and Washington D.C. (-56.5%), partially offset by more seats from New York City's JFK Airport (+14.8%).
- Scheduled seats from Canada decreased compared to May 2015 (-15%) due to fewer seats from Vancouver.
- Scheduled seats from Oceania increased (+5.3%). There were more seats from Melbourne (+19.1%) and Sydney (+9.6%), but fewer seats from Auckland (-6.6%).
- Air capacity from Other Asia markets were up significantly compared to a year ago (+29.1%). Seats from Seoul, South Korea increased (+34.1%), boosted by a low-cost airline that began service in late December 2015. Seats from China grew (+25.8%) with growth from Shanghai offsetting fewer seats from Beijing. Seats out of Taipei were unchanged from May 2015.
- For the first five months of 2016, total air capacity into Hawai'i grew (+1.8% to 4,996,164 seats). All major airports saw growth in air seats: Honolulu (+1%), Kahului (+2.6%), Kona (+7%), Hilo (+4.1%) and Līhu'e (+3.1%) compared to the first five months of 2015.

Cruise Ship Visitors (Table 8, page 22):

- Four out-of-state cruise ships came in May 2016 carrying 9,347 visitors to the islands, compared to the six ships that came last May with 11,087 visitors.
- In the first five months of 2016, 54,955 visitors entered Hawai'i on 27 out-of-state cruise ships. This was fewer (-7%) than the 59,115 visitors who came on 33 cruise ships in the first five months of 2015.
- In May 2016, total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) declined (-18.3% to 18,500). Also contributing to the decrease was one fewer sail of the Hawai'i home-ported cruise ship which starts each tour on Saturday in Honolulu. There were only four Saturdays in May 2016, which allowed for four tours compared to five tours in May 2015.
- For year-to-date 2016, the number of total cruise visitors continued to be down from last year (-13.8% to 95,768). Additionally, the Hawai'i home-ported cruise ship was in dry dock for four weeks in February and March 2016, which also contributed to the reduced number of cruise visitors.

About the Hawai'i Tourism Authority

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

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

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

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TABLE 1. TOTAL VISITORS BY AIR

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| TOTAL VISITORS | 709,566 | 698,584 | 1.6 | 3,560,583 | 3,448,984 | 3.2 |
| Domestic | 499,668 | 489,076 | 2.2 | 2,386,716 | 2,317,763 | 3.0 |
| International | 209,898 | 209,508 | 0.2 | 1,173,867 | 1,131,221 | 3.8 |
| VISITOR DAYS | 6,081,847 | 6,002,155 | 1.3 | 32,574,602 | 31,939,250 | 2.0 |
| AVERAGE DAILY CENSUS | 196,189 | 193,618 | 1.3 | 214,307 | 211,518 | 1.3 |
| TOTAL AIR SEATS | 979,229 | 980,402 | -0.1 | 4,996,164 | 4,905,648 | 1.8 |
| TOTAL LOAD FACTOR (%) | 86.6 | 85.0 | 1.9 | 83.8 | 83.0 | 1.0 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 451,529 | 444,973 | 1.5 | 2,159,399 | 2,100,771 | 2.8 |
| O'ahu only | 344,994 | 339,239 | 1.7 | 1,655,266 | 1,590,935 | 4.0 |
| O'ahu one day or less | 17,389 | 17,484 | -0.5 | 82,713 | 86,962 | -4.9 |
| Kaua'i | 95,643 | 98,111 | -2.5 | 468,553 | 475,433 | -1.4 |
| Kaua'i only | 50,153 | 51,518 | -2.7 | 261,620 | 257,081 | 1.8 |
| Kaua'i one day or less | 10,061 | 11,600 | -13.3 | 41,910 | 52,360 | -20.0 |
| Maui County | 216,621 | 208,918 | 3.7 | 1,095,401 | 1,064,957 | 2.9 |
| Maui | 212,935 | 205,636 | 3.5 | 1,075,704 | 1,046,690 | 2.8 |
| Maui only | 132,770 | 127,600 | 4.1 | 704,040 | 670,020 | 5.1 |
| Maui one day or less | 13,921 | 14,419 | -3.5 | 58,943 | 67,687 | -12.9 |
| Moloka'i * | 4,697 | 4,939 | -4.9 | 26,052 | 29,193 | -10.8 |
| Moloka'i only * | 513 | 580 | -11.6 | 3,661 | 3,580 | 2.3 |
| Moloka'i one day or less * | 2,524 | 2,950 | -14.5 | 11,664 | 16,120 | -27.6 |
| Lāna'i * | 6,003 | 5,344 | 12.3 | 25,932 | 28,557 | -9.2 |
| Lāna'i only * | 903 | 489 | 84.7 | 4,104 | 2,828 | 45.1 |
| Lāna'i one day or less * | 3,547 | 3,579 | -0.9 | 14,229 | 18,374 | -22.6 |
| Hawai'i Island | 113,964 | 116,020 | -1.8 | 626,057 | 622,967 | 0.5 |
| Kona side | 96,846 | 97,905 | -1.1 | 534,908 | 527,921 | 1.3 |
| Hilo side | 44,449 | 45,485 | -2.3 | 220,024 | 227,767 | -3.4 |
| Hawai'i Island only | 52,408 | 53,292 | -1.7 | 321,730 | 308,911 | 4.1 |
| Hawai'i Island one day or less | 9,302 | 10,878 | -14.5 | 47,968 | 55,228 | -13.1 |
| Any Neighbor Island | 364,572 | 359,345 | 1.5 | 1,905,316 | 1,858,048 | 2.5 |
| NI only | 258,037 | 253,612 | 1.7 | 1,401,183 | 1,348,212 | 3.9 |
| O'ahu & NI | 106,535 | 105,733 | 0.8 | 504,133 | 509,836 | -1.1 |
| Any one island only | 581,740 | 572,718 | 1.6 | 2,950,422 | 2,833,355 | 4.1 |
| Multiple Islands | 127,826 | 125,866 | 1.6 | 610,160 | 615,629 | -0.9 |
| Avg. Islands Visited | 1.25 | 1.25 | -0.5 | 1.23 | 1.25 | -1.4 |
| Average Length of Stay in Hawai'i | 8.57 | 8.59 | -0.2 | 9.15 | 9.26 | -1.2 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 446,791 | 441,081 | 1.3 | 2,196,702 | 2,137,743 | 2.8 |
| Hotel only | 394,677 | 388,511 | 1.6 | 1,928,429 | 1,865,414 | 3.4 |
| Plan to stay in Condo | 112,734 | 111,992 | 0.7 | 628,139 | 624,796 | 0.5 |
| Condo only | 88,644 | 88,297 | 0.4 | 497,037 | 492,475 | 0.9 |
| Plan to stay in Timeshare | 65,559 | 68,998 | -5.0 | 311,057 | 311,165 | 0.0 |
| Timeshare only | 52,223 | 55,362 | -5.7 | 243,144 | 238,824 | 1.8 |

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 12,592 | 13,659 | -7.8 | 45,469 | 58,776 | -22.6 |
| Friends/Relatives | 66,408 | 62,303 | 6.6 | 326,202 | 310,824 | 4.9 |
| Bed & Breakfast | 8,106 | 7,851 | 3.2 | 43,339 | 43,575 | -0.5 |
| Rental House | 50,244 | 46,804 | 7.4 | 276,927 | 254,789 | 8.7 |
| Hostel | 4,566 | 5,066 | -9.9 | 25,903 | 29,828 | -13.2 |
| Camp Site, Beach | 4,149 | 3,996 | 3.8 | 22,757 | 24,959 | -8.8 |
| Other | 14,288 | 9,635 | 48.3 | 68,016 | 53,311 | 27.6 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 576,514 | 572,077 | 0.8 | 2,930,036 | 2,860,748 | 2.4 |
| Honeymoon/Get Married | 60,907 | 60,159 | 1.2 | 236,787 | 252,728 | -6.3 |
| Honeymoon | 54,777 | 54,174 | 1.1 | 212,534 | 227,351 | -6.5 |
| Get Married | 10,964 | 10,782 | 1.7 | 41,416 | 45,733 | -9.4 |
| Pleasure/Vacation | 521,657 | 517,795 | 0.7 | 2,716,910 | 2,637,379 | 3.0 |
| Mtgs/Conventions/Incentive | 41,990 | 40,930 | 2.6 | 241,585 | 230,921 | 4.6 |
| Conventions | 16,665 | 13,131 | 26.9 | 112,477 | 105,615 | 6.5 |
| Corporate Meetings | 7,562 | 8,187 | -7.6 | 43,226 | 44,944 | -3.8 |
| Incentive | 19,689 | 21,334 | -7.7 | 94,050 | 90,742 | 3.6 |
| Other Business | 21,460 | 20,309 | 5.7 | 111,171 | 117,605 | -5.5 |
| Visit Friends/Rel. | 66,036 | 61,393 | 7.6 | 295,694 | 284,289 | 4.0 |
| Govt/Military | 7,845 | 8,449 | -7.1 | 40,417 | 42,529 | -5.0 |
| Attend School | 1,386 | 1,553 | -10.7 | 10,551 | 11,247 | -6.2 |
| Sport Events | 3,445 | 3,087 | 11.6 | 30,685 | 24,537 | 25.1 |
| Other | 21,974 | 21,110 | 4.1 | 87,559 | 81,370 | 7.6 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 37.5 | 37.6 | -0.1 | 34.1 | 33.9 | 0.3 |
| Repeaters (%)** | 62.5 | 62.4 | 0.1 | 65.9 | 66.1 | -0.3 |
| Average # of Trips | 4.8 | 4.9 | -0.7 | 5.1 | 5.1 | 0.1 |
| Group Tour | 58,916 | 64,310 | -8.4 | 276,356 | 292,340 | -5.5 |
| Non-Group | 650,651 | 634,274 | 2.6 | 3,284,227 | 3,156,644 | 4.0 |
| Package Trip | 224,204 | 231,023 | -3.0 | 1,055,219 | 1,079,843 | -2.3 |
| No Package | 485,362 | 467,561 | 3.8 | 2,505,363 | 2,369,141 | 5.7 |
| Net True Independent | 470,982 | 454,980 | 3.5 | 2,441,779 | 2,311,808 | 5.6 |
| Ave. Age | 45 | 45 | 0.1 | 46 | 46 | 0.3 |
| Ave. Party Size | 2.12 | 2.12 | -0.4 | 2.15 | 2.15 | -0.3 |

** 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

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| DOMESTIC VISITORS | 499,668 | 489,076 | 2.2 | 2,386,716 | 2,317,763 | 3.0 |
| DOMESTIC VISITOR DAYS | 4,618,325 | 4,548,386 | 1.5 | 23,193,652 | 22,963,608 | 1.0 |
| DOMESTIC AVERAGE DAILY CENSUS | 148,978 | 146,722 | 1.5 | 152,590 | 152,077 | 0.3 |
| DOMESTIC AIR SEATS | 684,761 | 688,174 | -0.5 | 3,385,316 | 3,319,806 | 2.0 |
| DOMESTIC LOAD FACTOR (%) | 90.5 | 88.2 | 2.6 | 86.0 | 85.9 | 0.1 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 256,047 | 249,808 | 2.5 | 1,156,710 | 1,126,308 | 2.7 |
| O'ahu only | 186,085 | 180,793 | 2.9 | 848,500 | 817,500 | 3.8 |
| O'ahu one day or less | 15,703 | 15,487 | 1.4 | 69,713 | 74,976 | -7.0 |
| Kaua'i | 87,977 | 88,626 | -0.7 | 406,346 | 407,993 | -0.4 |
| Kaua'i only | 49,567 | 50,408 | -1.7 | 242,341 | 237,980 | 1.8 |
| Kaua'i one day or less | 7,200 | 8,128 | -11.4 | 26,352 | 32,312 | -18.4 |
| Maui County | 185,006 | 179,681 | 3.0 | 876,333 | 852,489 | 2.8 |
| Maui | 181,853 | 176,763 | 2.9 | 861,013 | 836,975 | 2.9 |
| Maui only | 123,510 | 119,241 | 3.6 | 603,396 | 575,728 | 4.8 |
| Maui one day or less | 8,020 | 8,250 | -2.8 | 30,840 | 33,114 | -6.9 |
| Moloka'i * | 4,100 | 4,086 | 0.3 | 19,380 | 24,171 | -19.8 |
| Moloka'i only * | 492 | 571 | -13.9 | 3,296 | 3,260 | 1.1 |
| Moloka'i one day or less * | 2,067 | 2,163 | -4.5 | 7,821 | 12,551 | -37.7 |
| Lāna'i * | 4,633 | 4,168 | 11.2 | 19,891 | 22,630 | -12.1 |
| Lāna'i only * | 796 | 483 | 64.8 | 3,740 | 2,687 | 39.2 |
| Lāna'i one day or less * | 2,436 | 2,549 | -4.4 | 9,453 | 13,471 | -29.8 |
| Hawai'i Island | 90,795 | 91,059 | -0.3 | 472,221 | 470,025 | 0.5 |
| Kona side | 78,639 | 78,910 | -0.3 | 411,944 | 408,430 | 0.9 |
| Hilo side | 33,201 | 33,110 | 0.3 | 154,750 | 158,909 | -2.6 |
| Hawai'i Island only | 49,397 | 49,544 | -0.3 | 284,425 | 276,808 | 2.8 |
| Hawai'i Island one day or less | 4,682 | 4,530 | 3.4 | 18,975 | 21,793 | -12.9 |
| Any Neighbor Island | 313,583 | 308,283 | 1.7 | 1,538,216 | 1,500,263 | 2.5 |
| NI only | 243,621 | 239,268 | 1.8 | 1,230,006 | 1,191,455 | 3.2 |
| O'ahu & NI | 69,963 | 69,015 | 1.4 | 308,210 | 308,808 | -0.2 |
| Any one island only | 409,846 | 401,041 | 2.2 | 1,985,697 | 1,913,962 | 3.7 |
| Multiple Islands | 89,822 | 88,036 | 2.0 | 401,018 | 403,800 | -0.7 |
| Avg. Islands Visited | 1.25 | 1.26 | -0.4 | 1.23 | 1.25 | -1.3 |
| Average Length of Stay in Hawai'i | 9.24 | 9.30 | -0.6 | 9.72 | 9.91 | -1.9 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 272,736 | 267,667 | 1.9 | 1,297,342 | 1,258,031 | 3.1 |
| Hotel only | 232,248 | 226,480 | 2.5 | 1,099,538 | 1,054,021 | 4.3 |
| Plan to stay in Condo | 88,590 | 87,863 | 0.8 | 449,068 | 452,479 | -0.8 |
| Condo only | 70,772 | 70,305 | 0.7 | 359,035 | 356,833 | 0.6 |
| Plan to stay in Timeshare | 55,471 | 58,955 | -5.9 | 251,197 | 256,335 | -2.0 |
| Timeshare only | 44,134 | 47,650 | -7.4 | 196,875 | 197,688 | -0.4 |

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 9,927 | 11,868 | -16.4 | 38,753 | 47,763 | -18.9 |
| Friends/Relatives | 61,076 | 57,179 | 6.8 | 285,823 | 277,106 | 3.1 |
| Bed & Breakfast | 6,257 | 5,718 | 9.4 | 31,966 | 32,641 | -2.1 |
| Rental House | 46,344 | 41,670 | 11.2 | 232,039 | 214,057 | 8.4 |
| Hostel | 3,436 | 3,448 | -0.3 | 17,988 | 20,115 | -10.6 |
| Camp Site, Beach | 3,529 | 3,609 | -2.2 | 17,807 | 20,290 | -12.2 |
| Other | 10,588 | 9,045 | 17.1 | 48,695 | 46,788 | 4.1 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 405,391 | 395,828 | 2.4 | 1,931,897 | 1,883,597 | 2.6 |
| Honeymoon/Get Married | 27,754 | 25,923 | 7.1 | 89,194 | 99,208 | -10.1 |
| Honeymoon | 23,606 | 21,539 | 9.6 | 74,284 | 83,189 | -10.7 |
| Get Married | 6,112 | 6,119 | -0.1 | 20,955 | 22,890 | -8.5 |
| Pleasure/Vacation | 382,186 | 374,136 | 2.2 | 1,859,289 | 1,805,699 | 3.0 |
| Mtgs/Conventions/Incentive | 24,549 | 26,447 | -7.2 | 159,019 | 162,783 | -2.3 |
| Conventions | 12,267 | 10,663 | 15.0 | 89,076 | 85,810 | 3.8 |
| Corporate Meetings | 6,607 | 7,649 | -13.6 | 39,102 | 40,658 | -3.8 |
| Incentive | 7,165 | 9,703 | -26.2 | 37,901 | 45,307 | -16.3 |
| Other Business | 20,393 | 19,359 | 5.3 | 103,977 | 109,257 | -4.8 |
| Visit Friends/Rel. | 59,531 | 57,249 | 4.0 | 258,304 | 252,952 | 2.1 |
| Govt/Military | 6,945 | 7,456 | -6.8 | 33,867 | 35,356 | -4.2 |
| Attend School | 885 | 883 | 0.2 | 5,355 | 7,430 | -27.9 |
| Sport Events | 2,163 | 2,719 | -20.4 | 22,606 | 18,908 | 19.6 |
| Other | 20,962 | 20,530 | 2.1 | 80,465 | 77,558 | 3.7 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 32.7 | 32.0 | 0.6 | 28.2 | 27.6 | 0.5 |
| Repeaters (%)** | 67.3 | 68.0 | -0.6 | 71.8 | 72.4 | -0.5 |
| Average # of Trips | 5.5 | 5.5 | -0.1 | 5.9 | 5.9 | -0.3 |
| Group Tour | 18,552 | 19,952 | -7.0 | 88,845 | 91,988 | -3.4 |
| Non-Group | 481,116 | 469,124 | 2.6 | 2,297,871 | 2,225,775 | 3.2 |
| Package Trip | 111,547 | 109,271 | 2.1 | 465,320 | 463,212 | 0.5 |
| No Package | 388,121 | 379,805 | 2.2 | 1,921,396 | 1,854,551 | 3.6 |
| Net True Independent | 382,320 | 373,953 | 2.2 | 1,891,887 | 1,825,337 | 3.6 |
| Ave. Age of Party Head | 45 | 46 | -0.3 | 47 | 47 | -0.2 |
| Ave. Party Size | 1.98 | 1.98 | 0.0 | 1.98 | 2.00 | -0.6 |

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

| | MAY | | | YEAR-TO-DATE | | |
|------------------------------------|-----------|-----------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| INTERNATIONAL VISITORS | 209,898 | 209,508 | 0.2 | 1,173,867 | 1,131,221 | 3.8 |
| INTERNATIONAL VISITOR DAYS | 1,463,522 | 1,453,769 | 0.7 | 9,380,950 | 8,975,642 | 4.5 |
| INTERNATIONAL AVERAGE DAILY CENSUS | 47,210 | 46,896 | 0.7 | 61,717 | 59,441 | 3.8 |
| INTERNATIONAL AIR SEATS | 294,468 | 292,228 | 0.8 | 1,610,848 | 1,585,842 | 1.6 |
| INTERNATIONAL LOAD FACTOR (%) | 77.6 | 77.6 | 0.0 | 79.3 | 77.1 | 2.9 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 195,482 | 195,165 | 0.2 | 1,002,690 | 974,464 | 2.9 |
| O'ahu only | 158,909 | 158,446 | 0.3 | 806,766 | 773,436 | 4.3 |
| O'ahu one day or less | 1,686 | 1,997 | -15.6 | 13,000 | 11,986 | 8.5 |
| Kaua'i | 7,666 | 9,484 | -19.2 | 62,207 | 67,440 | -7.8 |
| Kaua'i only | 586 | 1,110 | -47.2 | 19,280 | 19,101 | 0.9 |
| Kaua'i one day or less | 2,861 | 3,472 | -17.6 | 15,558 | 20,048 | -22.4 |
| Maui County | 31,615 | 29,237 | 8.1 | 219,068 | 212,467 | 3.1 |
| Maui | 31,082 | 28,873 | 7.7 | 214,691 | 209,714 | 2.4 |
| Maui only | 9,260 | 8,358 | 10.8 | 100,645 | 94,292 | 6.7 |
| Maui one day or less | 5,900 | 6,170 | -4.4 | 28,103 | 34,573 | -18.7 |
| Moloka'i * | 597 | 852 | -30.0 | 6,671 | 5,022 | 32.8 |
| Moloka'i only * | 21 | 10 | 124.7 | 366 | 320 | 14.4 |
| Moloka'i one day or less* | 457 | 787 | -41.9 | 3,843 | 3,569 | 7.7 |
| Lāna'i * | 1,370 | 1,176 | 16.5 | 6,042 | 5,927 | 1.9 |
| Lāna'i only* | 106 | 6 | 1787.6 | 364 | 140 | 159.3 |
| Lāna'i one day or less* | 1,112 | 1,030 | 8.0 | 4,776 | 4,903 | -2.6 |
| Hawai'i Island | 23,169 | 24,962 | -7.2 | 153,836 | 152,942 | 0.6 |
| Kona side | 18,208 | 18,995 | -4.1 | 122,964 | 119,491 | 2.9 |
| Hilo side | 11,248 | 12,374 | -9.1 | 65,274 | 68,858 | -5.2 |
| Hawai'i Island only | 3,011 | 3,748 | -19.6 | 37,305 | 32,103 | 16.2 |
| Hawai'i Island one day or less | 4,619 | 6,348 | -27.2 | 28,993 | 33,435 | -13.3 |
| Any Neighbor Island | 50,989 | 51,062 | -0.1 | 367,101 | 357,785 | 2.6 |
| NI only | 14,416 | 14,343 | 0.5 | 171,177 | 156,757 | 9.2 |
| O'ahu & NI | 36,572 | 36,719 | -0.4 | 195,923 | 201,028 | -2.5 |
| Any one island only | 171,894 | 171,677 | 0.1 | 964,725 | 919,392 | 4.9 |
| Multiple Islands | 38,004 | 37,831 | 0.5 | 209,142 | 211,829 | -1.3 |
| Avg. Islands Visited | 1.2 | 1.2 | -0.6 | 1.2 | 1.3 | -1.5 |
| Average Length of Stay in Hawai'i | 6.97 | 6.94 | 0.5 | 7.99 | 7.93 | 0.7 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 174,055 | 173,414 | 0.4 | 899,360 | 879,712 | 2.2 |
| Hotel only | 162,429 | 162,031 | 0.2 | 828,891 | 811,393 | 2.2 |
| Plan to stay in Condo | 24,144 | 24,128 | 0.1 | 179,071 | 172,318 | 3.9 |
| Condo only | 17,872 | 17,991 | -0.7 | 138,002 | 135,642 | 1.7 |
| Plan to stay in Timeshare | 10,088 | 10,043 | 0.4 | 59,860 | 54,829 | 9.2 |
| Timeshare only | 8,089 | 7,712 | 4.9 | 46,269 | 41,136 | 12.5 |

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|---------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 2,665 | 1,791 | 48.8 | 6,716 | 11,013 | -39.0 |
| Friends/Relatives | 5,332 | 5,124 | 4.1 | 40,379 | 33,717 | 19.8 |
| Bed & Breakfast | 1,849 | 2,134 | -13.3 | 11,373 | 10,935 | 4.0 |
| Rental House | 3,900 | 5,133 | -24.0 | 44,888 | 40,733 | 10.2 |
| Hostel | 1,130 | 1,618 | -30.2 | 7,914 | 9,713 | -18.5 |
| Camp Site, Beach | 620 | 387 | 60.3 | 4,950 | 4,669 | 6.0 |
| Other | 3,700 | 589 | 527.6 | 19,320 | 6,523 | 196.2 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 171,124 | 176,250 | -2.9 | 998,139 | 977,150 | 2.1 |
| Honeymoon/Get Married | 33,153 | 34,236 | -3.2 | 147,593 | 153,521 | -3.9 |
| Honeymoon | 31,171 | 32,635 | -4.5 | 138,250 | 144,162 | -4.1 |
| Get Married | 4,852 | 4,663 | 4.1 | 20,461 | 22,842 | -10.4 |
| Pleasure/Vacation | 139,471 | 143,659 | -2.9 | 857,621 | 831,680 | 3.1 |
| Mtgs/Conventions/Incentive | 17,441 | 14,483 | 20.4 | 82,566 | 68,138 | 21.2 |
| Conventions | 4,397 | 2,468 | 78.2 | 23,401 | 19,806 | 18.2 |
| Corporate Meetings | 956 | 538 | 77.8 | 4,124 | 4,286 | -3.8 |
| Incentive | 12,524 | 11,631 | 7.7 | 56,149 | 45,435 | 23.6 |
| Other Business | 1,066 | 950 | 12.3 | 7,193 | 8,348 | -13.8 |
| Visit Friends/Rel. | 6,505 | 4,143 | 57.0 | 37,390 | 31,337 | 19.3 |
| Gov't/Military | 900 | 993 | -9.4 | 6,550 | 7,173 | -8.7 |
| Attend School | 501 | 670 | -25.2 | 5,195 | 3,817 | 36.1 |
| Sport Events | 1,282 | 368 | 248.6 | 8,079 | 5,628 | 43.5 |
| Other | 1,012 | 580 | 74.5 | 7,094 | 3,812 | 86.1 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 48.8 | 50.6 | -1.8 | 46.3 | 46.7 | -0.4 |
| Repeaters (%)** | 51.2 | 49.4 | 1.8 | 53.7 | 53.3 | 0.4 |
| Average # of Trips | 3.3 | 3.5 | -3.7 | 3.5 | 3.4 | 1.8 |
| Group Tour | 40,363 | 44,358 | -9.0 | 187,511 | 200,352 | -6.4 |
| Non-Group | 169,535 | 165,150 | 2.7 | 986,356 | 930,869 | 6.0 |
| Package Trip | 112,657 | 121,752 | -7.5 | 589,900 | 616,631 | -4.3 |
| No Package | 97,241 | 87,756 | 10.8 | 583,967 | 514,590 | 13.5 |
| Net True Independent | 88,661 | 81,027 | 9.4 | 549,892 | 486,471 | 13.0 |
| Ave. Age of Party Head | 43 | 43 | 1.2 | 43 | 43 | 1.5 |
| Ave. Party Size | 2.4 | 2.5 | -0.8 | 2.5 | 2.5 | 0.2 |

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| TOTAL VISITORS | 305,182 | 295,550 | 3.3 | 1,433,436 | 1,378,566 | 4.0 |
| Domestic | 299,520 | 289,922 | 3.3 | 1,404,763 | 1,352,084 | 3.9 |
| International | 5,662 | 5,628 | 0.6 | 28,673 | 26,482 | 8.3 |
| VISITOR DAYS | 2,689,724 | 2,632,784 | 2.2 | 13,091,795 | 12,827,581 | 2.1 |
| AVERAGE DAILY CENSUS | 86,765 | 84,929 | 2.2 | 86,130 | 84,951 | 1.4 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 137,424 | 132,475 | 3.7 | 616,317 | 599,782 | 2.8 |
| O'ahu only | 109,534 | 104,814 | 4.5 | 498,547 | 478,365 | 4.2 |
| O'ahu one day or less | 6,504 | 6,075 | 7.1 | 27,879 | 29,461 | -5.4 |
| Kaua'i | 51,560 | 51,880 | -0.6 | 234,117 | 232,474 | 0.7 |
| Kaua'i only | 36,309 | 36,355 | -0.1 | 170,877 | 165,580 | 3.2 |
| Kaua'i one day or less | 2,644 | 3,084 | -14.3 | 10,282 | 13,044 | -21.2 |
| Maui County | 112,716 | 106,831 | 5.5 | 515,798 | 490,963 | 5.1 |
| Maui | 110,691 | 105,085 | 5.3 | 506,609 | 482,052 | 5.1 |
| Maui only | 87,491 | 82,628 | 5.9 | 409,565 | 381,593 | 7.3 |
| Maui one day or less | 3,666 | 3,394 | 8.0 | 13,759 | 15,289 | -10.0 |
| Moloka'i * | 2,385 | 2,213 | 7.8 | 10,557 | 12,622 | -16.4 |
| Moloka'i only * | 353 | 397 | -11.1 | 2,219 | 2,155 | 3.0 |
| Moloka'i one day or less* | 1,199 | 1,080 | 11.0 | 3,923 | 6,273 | -37.5 |
| Lāna'i * | 2,568 | 2,179 | 17.9 | 10,143 | 11,266 | -10.0 |
| Lāna'i only * | 497 | 298 | 67.0 | 2,227 | 1,708 | 30.4 |
| Lāna'i one day or less* | 1,343 | 1,330 | 0.9 | 4,874 | 6,535 | -25.4 |
| Hawai'i Island | 48,486 | 49,682 | -2.4 | 257,545 | 256,314 | 0.5 |
| Kona side | 42,451 | 43,772 | -3.0 | 228,278 | 226,114 | 1.0 |
| Hilo side | 14,949 | 15,214 | -1.7 | 72,341 | 74,429 | -2.8 |
| Hawai'i Island only | 33,050 | 33,880 | -2.5 | 187,438 | 182,310 | 2.8 |
| Hawai'i Island one day or less | 2,133 | 2,021 | 5.5 | 8,925 | 10,553 | -15.4 |
| Any Neighbor Island | 195,648 | 190,736 | 2.6 | 934,890 | 900,201 | 3.9 |
| NI only | 167,758 | 163,075 | 2.9 | 817,119 | 778,784 | 4.9 |
| O'ahu & NI | 27,890 | 27,661 | 0.8 | 117,771 | 121,417 | -3.0 |
| Any one island only | 267,233 | 258,372 | 3.4 | 1,270,872 | 1,211,711 | 4.9 |
| Multiple Islands | 37,948 | 37,178 | 2.1 | 162,564 | 166,855 | -2.6 |
| Avg. Islands Visited | 1.16 | 1.16 | -0.4 | 1.14 | 1.16 | -1.4 |
| Average Length of Stay in Hawai'i | 8.81 | 8.91 | -1.1 | 9.13 | 9.31 | -1.8 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 153,083 | 146,337 | 4.6 | 717,354 | 687,250 | 4.4 |
| Hotel only | 133,103 | 126,636 | 5.1 | 619,603 | 587,222 | 5.5 |
| Plan to stay in Condo | 62,211 | 61,367 | 1.4 | 306,798 | 300,959 | 1.9 |
| Condo only | 51,653 | 51,301 | 0.7 | 254,984 | 246,507 | 3.4 |
| Plan to stay in Timeshare | 37,504 | 39,958 | -6.1 | 161,342 | 162,404 | -0.7 |
| Timeshare only | 30,640 | 33,055 | -7.3 | 129,863 | 129,108 | 0.6 |

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

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

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 2,240 | 3,020 | -25.8 | 9,105 | 13,554 | -32.8 |
| Friends/Relatives | 37,622 | 35,826 | 5.0 | 174,907 | 171,877 | 1.8 |
| Bed & Breakfast | 3,011 | 2,968 | 1.5 | 15,872 | 16,613 | -4.5 |
| Rental House | 29,527 | 26,720 | 10.5 | 147,124 | 135,195 | 8.8 |
| Hostel | 1,614 | 1,585 | 1.8 | 8,395 | 9,076 | -7.5 |
| Camp Site, Beach | 2,204 | 2,011 | 9.6 | 10,776 | 12,288 | -12.3 |
| Other | 6,736 | 5,182 | 30.0 | 29,148 | 27,181 | 7.2 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 248,993 | 241,810 | 3.0 | 1,177,251 | 1,134,814 | 3.7 |
| Honeymoon/Get Married | 13,936 | 12,971 | 7.4 | 45,503 | 51,132 | -11.0 |
| Honeymoon | 11,230 | 10,172 | 10.4 | 35,908 | 41,128 | -12.7 |
| Get Married | 3,735 | 3,706 | 0.8 | 12,755 | 13,592 | -6.2 |
| Pleasure/Vacation | 237,600 | 231,137 | 2.8 | 1,141,004 | 1,095,542 | 4.1 |
| Mtgs/Conventions/Incentive | 12,361 | 12,311 | 0.4 | 75,380 | 75,544 | -0.2 |
| Conventions | 6,572 | 5,689 | 15.5 | 43,053 | 42,372 | 1.6 |
| Corporate Meetings | 3,283 | 3,737 | -12.2 | 19,862 | 20,098 | -1.2 |
| Incentive | 3,114 | 3,469 | -10.2 | 15,499 | 16,755 | -7.5 |
| Other Business | 12,937 | 12,349 | 4.8 | 64,695 | 67,675 | -4.4 |
| Visit Friends/Rel. | 36,127 | 35,490 | 1.8 | 154,250 | 154,376 | -0.1 |
| Govt/Military | 2,897 | 3,056 | -5.2 | 13,587 | 14,580 | -6.8 |
| Attend School | 327 | 422 | -22.6 | 2,739 | 3,912 | -30.0 |
| Sport Events | 1,439 | 1,761 | -18.3 | 13,488 | 12,138 | 11.1 |
| Other | 13,348 | 12,660 | 5.4 | 49,457 | 46,713 | 5.9 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 22.5 | 21.2 | 1.3 | 18.8 | 18.4 | 0.4 |
| Repeaters (%)** | 77.5 | 78.8 | -1.3 | 81.2 | 81.6 | -0.4 |
| Average # of Trips | 6.5 | 6.7 | -1.9 | 7.0 | 7.0 | 0.0 |
| Group Tour | 5,826 | 7,740 | -24.7 | 28,551 | 31,842 | -10.3 |
| Non-Group | 299,356 | 287,810 | 4.0 | 1,404,886 | 1,346,724 | 4.3 |
| Package Trip | 59,960 | 57,986 | 3.4 | 242,403 | 238,204 | 1.8 |
| No Package | 245,222 | 237,564 | 3.2 | 1,191,033 | 1,140,362 | 4.4 |
| Net True Independent | 242,563 | 234,704 | 3.3 | 1,178,371 | 1,126,928 | 4.6 |
| Ave. Age | 45 | 46 | -0.7 | 47 | 47 | 0.0 |
| Ave. Party Size | 2.0 | 2.0 | 0.1 | 2.1 | 2.1 | -0.4 |

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| TOTAL VISITORS | 156,238 | 153,418 | 1.8 | 781,568 | 743,185 | 5.2 |
| Domestic | 151,099 | 148,310 | 1.9 | 755,284 | 720,290 | 4.9 |
| International | 5,139 | 5,108 | 0.6 | 26,284 | 22,895 | 14.8 |
| VISITOR DAYS | 1,556,363 | 1,504,211 | 3.5 | 8,101,148 | 7,781,308 | 4.1 |
| AVERAGE DAILY CENSUS | 50,205 | 48,523 | 3.5 | 53,297 | 51,532 | 3.4 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 93,472 | 92,502 | 1.0 | 439,713 | 417,147 | 5.4 |
| O'ahu only | 58,607 | 59,123 | -0.9 | 282,364 | 265,373 | 6.4 |
| O'ahu one day or less | 8,113 | 7,822 | 3.7 | 37,401 | 39,341 | -4.9 |
| Kaua'i | 30,145 | 29,825 | 1.1 | 144,621 | 144,213 | 0.3 |
| Kaua'i only | 11,204 | 11,412 | -1.8 | 60,619 | 58,448 | 3.7 |
| Kaua'i one day or less | 3,869 | 4,068 | -4.9 | 14,057 | 16,808 | -16.4 |
| Maui County | 60,643 | 57,978 | 4.6 | 299,375 | 289,431 | 3.4 |
| Maui | 59,740 | 57,145 | 4.5 | 294,096 | 284,346 | 3.4 |
| Maui only | 30,028 | 28,982 | 3.6 | 160,877 | 153,805 | 4.6 |
| Maui one day or less | 4,257 | 4,309 | -1.2 | 16,325 | 16,695 | -2.2 |
| Moloka'i * | 1,265 | 1,396 | -9.4 | 6,853 | 8,992 | -23.8 |
| Moloka'i only * | 107 | 113 | -5.3 | 850 | 843 | 0.9 |
| Moloka'i one day or less* | 683 | 833 | -18.0 | 3,201 | 5,090 | -37.1 |
| Lāna'i * | 1,928 | 1,523 | 26.6 | 8,543 | 8,981 | -4.9 |
| Lāna'i only * | 252 | 129 | 95.4 | 1,267 | 776 | 63.4 |
| Lāna'i one day or less* | 1,048 | 957 | 9.6 | 4,238 | 5,415 | -21.7 |
| Hawai'i Island | 33,548 | 32,952 | 1.8 | 172,629 | 166,725 | 3.5 |
| Kona side | 28,600 | 27,907 | 2.5 | 147,819 | 142,453 | 3.8 |
| Hilo side | 14,812 | 14,456 | 2.5 | 66,452 | 67,517 | -1.6 |
| Hawai'i Island only | 12,685 | 12,430 | 2.1 | 77,365 | 72,102 | 7.3 |
| Hawai'i Island one day or less | 2,273 | 2,294 | -0.9 | 9,063 | 10,094 | -10.2 |
| Any Neighbor Island | 97,631 | 94,294 | 3.5 | 499,205 | 477,812 | 4.5 |
| NI only | 62,766 | 60,916 | 3.0 | 341,855 | 326,038 | 4.9 |
| O'ahu & NI | 34,865 | 33,379 | 4.5 | 157,350 | 151,774 | 3.7 |
| Any one island only | 112,884 | 112,190 | 0.6 | 583,343 | 551,347 | 5.8 |
| Multiple Islands | 43,354 | 41,228 | 5.2 | 198,225 | 191,838 | 3.3 |
| Avg. Islands Visited | 1.41 | 1.40 | 0.4 | 1.36 | 1.39 | -1.6 |
| Average Length of Stay in Hawai'i | 9.96 | 9.80 | 1.6 | 10.37 | 10.47 | -1.0 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 94,217 | 94,462 | -0.3 | 473,157 | 456,075 | 3.7 |
| Hotel only | 76,419 | 77,195 | -1.0 | 387,884 | 372,144 | 4.2 |
| Plan to stay in Condo | 22,302 | 21,194 | 5.2 | 116,648 | 109,258 | 6.8 |
| Condo only | 15,859 | 15,156 | 4.6 | 83,203 | 76,717 | 8.5 |
| Plan to stay in Timeshare | 15,694 | 15,995 | -1.9 | 80,376 | 79,988 | 0.5 |
| Timeshare only | 11,706 | 12,225 | -4.2 | 60,078 | 58,826 | 2.1 |

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

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

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|---------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 6,563 | 7,198 | -8.8 | 24,886 | 29,506 | -15.7 |
| Friends/Relatives | 20,232 | 18,564 | 9.0 | 96,553 | 90,284 | 6.9 |
| Bed & Breakfast | 2,211 | 1,845 | 19.8 | 10,714 | 11,305 | -5.2 |
| Rental House | 13,379 | 11,396 | 17.4 | 67,206 | 56,527 | 18.9 |
| Hostel | 821 | 886 | -7.4 | 4,975 | 5,671 | -12.3 |
| Camp Site, Beach | 1,018 | 1,119 | -8.9 | 5,035 | 5,548 | -9.2 |
| Other | 3,448 | 2,953 | 16.8 | 16,389 | 15,261 | 7.4 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 122,447 | 119,498 | 2.5 | 607,251 | 577,358 | 5.2 |
| Honeymoon/Get Married | 10,757 | 9,868 | 9.0 | 33,421 | 36,667 | -8.9 |
| Honeymoon | 9,578 | 8,686 | 10.3 | 29,034 | 32,105 | -9.6 |
| Get Married | 1,902 | 1,830 | 3.9 | 6,807 | 7,205 | -5.5 |
| Pleasure/Vacation | 113,177 | 111,019 | 1.9 | 579,423 | 548,194 | 5.7 |
| Mtgs/Conventions/Incentive | 9,784 | 11,957 | -18.2 | 70,781 | 74,977 | -5.6 |
| Conventions | 4,197 | 3,944 | 6.4 | 38,437 | 36,809 | 4.4 |
| Corporate Meetings | 2,552 | 3,279 | -22.2 | 16,172 | 17,696 | -8.6 |
| Incentive | 3,645 | 5,526 | -34.0 | 19,465 | 24,989 | -22.1 |
| Other Business | 6,276 | 6,013 | 4.4 | 33,911 | 35,766 | -5.2 |
| Visit Friends/Rel. | 20,372 | 18,913 | 7.7 | 90,928 | 86,309 | 5.4 |
| Govt/Military | 4,183 | 4,304 | -2.8 | 20,595 | 19,469 | 5.8 |
| Attend School | 319 | 287 | 11.4 | 1,696 | 2,307 | -26.5 |
| Sport Events | 331 | 557 | -40.7 | 7,123 | 4,870 | 46.3 |
| Other | 13,348 | 12,660 | 5.4 | 49,457 | 46,713 | 5.9 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 46.9 | 46.3 | 0.6 | 39.9 | 39.2 | 0.7 |
| Repeaters (%)** | 53.1 | 53.7 | -0.6 | 60.1 | 60.8 | -0.7 |
| Average # of Trips | 3.8 | 3.8 | -0.2 | 4.3 | 4.3 | -0.4 |
| Group Tour | 7,110 | 8,307 | -14.4 | 40,915 | 43,310 | -5.5 |
| Non-Group | 149,128 | 145,111 | 2.8 | 740,654 | 699,875 | 5.8 |
| Package Trip | 36,517 | 36,554 | -0.1 | 162,611 | 164,030 | -0.9 |
| No Package | 119,721 | 116,863 | 2.4 | 618,957 | 579,155 | 6.9 |
| Net True Independent | 117,473 | 114,590 | 2.5 | 606,535 | 567,111 | 7.0 |
| Ave. Age | 46 | 46 | -0.8 | 48 | 48 | -0.5 |
| Ave. Party Size | 1.9 | 1.9 | 0.7 | 1.9 | 1.9 | -0.3 |

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| TOTAL VISITORS | 113,966 | 115,574 | -1.4 | 576,000 | 566,024 | 1.8 |
| Domestic | 729 | 778 | -6.4 | 3,103 | 3,631 | -14.5 |
| International | 113,237 | 114,796 | -1.4 | 572,897 | 562,393 | 1.9 |
| VISITOR DAYS | 655,209 | 651,759 | 0.5 | 3,319,956 | 3,258,071 | 1.9 |
| AVERAGE DAILY CENSUS | 21,136 | 21,024 | 0.5 | 21,842 | 21,577 | 1.2 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 110,172 | 113,005 | -2.5 | 558,041 | 553,277 | 0.9 |
| O'ahu only | 98,246 | 101,052 | -2.8 | 497,569 | 490,072 | 1.5 |
| O'ahu one day or less | 384 | 457 | -16.0 | 2,938 | 3,634 | -19.2 |
| Kaua'i | 1,951 | 2,213 | -11.8 | 8,847 | 9,510 | -7.0 |
| Kaua'i only | 95 | 99 | -3.9 | 936 | 722 | 29.6 |
| Kaua'i one day or less | 1,377 | 1,488 | -7.4 | 5,662 | 5,852 | -3.2 |
| Maui County | 5,219 | 4,512 | 15.7 | 23,448 | 24,919 | -5.9 |
| Maui | 5,203 | 4,311 | 20.7 | 23,112 | 24,071 | -4.0 |
| Maui only | 1,074 | 824 | 30.4 | 3,895 | 3,180 | 22.5 |
| Maui one day or less | 1,700 | 1,411 | 20.4 | 8,830 | 8,888 | -0.7 |
| Moloka'i * | 42 | 192 | -77.9 | 634 | 780 | -18.7 |
| Moloka'i only * | 0 | 0 | 0.0 | 30 | 2 | 1302.8 |
| Moloka'i one day or less * | 3 | 161 | -98.0 | 521 | 580 | -10.1 |
| Lāna'i * | 1 | 39 | -97.3 | 514 | 750 | -31.4 |
| Lāna'i only * | 0 | 7 | -100.0 | 28 | 43 | -34.4 |
| Lāna'i one day or less * | 1 | 1 | -4.2 | 412 | 613 | -32.9 |
| Hawai'i Island | 10,304 | 9,623 | 7.1 | 54,327 | 52,014 | 4.4 |
| Kona side | 8,081 | 6,960 | 16.1 | 40,718 | 37,233 | 9.4 |
| Hilo side | 3,416 | 3,363 | 1.6 | 18,140 | 19,614 | -7.5 |
| Hawai'i Island only | 2,331 | 1,445 | 61.3 | 11,824 | 7,631 | 54.9 |
| Hawai'i Island one day or less | 2,537 | 2,829 | -10.3 | 13,229 | 13,538 | -2.3 |
| Any Neighbor Island | 15,719 | 14,522 | 8.2 | 78,431 | 75,952 | 3.3 |
| NI only | 3,793 | 2,569 | 47.6 | 17,959 | 12,746 | 40.9 |
| O'ahu & NI | 11,926 | 11,952 | -0.2 | 60,472 | 63,206 | -4.3 |
| Any one island only | 101,746 | 103,427 | -1.6 | 514,284 | 501,651 | 2.5 |
| Multiple Islands | 12,219 | 12,147 | 0.6 | 61,716 | 64,372 | -4.1 |
| Avg. Islands Visited | 1.12 | 1.12 | 0.1 | 1.12 | 1.13 | -1.0 |
| Average Length of Stay in Hawai'i | 5.75 | 5.64 | 1.9 | 5.76 | 5.76 | 0.1 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 96,495 | 97,920 | -1.5 | 494,766 | 486,354 | 1.7 |
| Hotel only | 93,751 | 95,046 | -1.4 | 481,771 | 473,947 | 1.7 |
| Plan to stay in Condo | 11,447 | 11,583 | -1.2 | 56,477 | 57,876 | -2.4 |
| Condo only | 9,466 | 9,033 | 4.8 | 46,669 | 48,228 | -3.2 |
| Plan to stay in Timeshare | 7,118 | 7,966 | -10.6 | 28,326 | 25,767 | 9.9 |
| Timeshare only | 6,170 | 6,273 | -1.6 | 23,282 | 20,720 | 12.4 |

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

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

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|--------|--------|----------|--------------|---------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 180 | 91 | 97.3 | 761 | 1,441 | -47.2 |
| Friends/Relatives | 1,286 | 1,238 | 3.8 | 6,481 | 6,506 | -0.4 |
| Bed & Breakfast | 117 | 197 | -40.4 | 624 | 790 | -21.1 |
| Rental House | 293 | 563 | -48.0 | 1,677 | 1,494 | 12.2 |
| Hostel | 149 | 41 | 262.9 | 475 | 467 | 1.6 |
| Camp Site, Beach | 156 | 6 | 2412.2 | 365 | 99 | 270.9 |
| Other | 541 | 74 | 634.6 | 2,953 | 1,432 | 106.2 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 87,602 | 91,287 | -4.0 | 469,566 | 466,116 | 0.7 |
| Honeymoon/Get Married | 19,011 | 21,545 | -11.8 | 92,832 | 97,745 | -5.0 |
| Honeymoon | 17,905 | 20,397 | -12.2 | 87,654 | 91,462 | -4.2 |
| Get Married | 3,487 | 3,742 | -6.8 | 14,393 | 17,538 | -17.9 |
| Pleasure/Vacation | 69,809 | 70,966 | -1.6 | 381,672 | 373,291 | 2.2 |
| Mtgs/Conventions/Incentive | 14,251 | 11,017 | 29.3 | 52,583 | 39,673 | 32.5 |
| Conventions | 3,273 | 1,035 | 216.2 | 6,827 | 3,642 | 87.4 |
| Corporate Meetings | 513 | 166 | 208.0 | 1,258 | 967 | 30.2 |
| Incentive | 10,885 | 9,860 | 10.4 | 44,991 | 35,292 | 27.5 |
| Other Business | 277 | 449 | -38.2 | 2,101 | 2,451 | -14.3 |
| Visit Friends/Rel. | 1,773 | 1,555 | 14.0 | 8,753 | 9,256 | -5.4 |
| Govt/Military | 25 | 48 | -48.1 | 211 | 141 | 50.4 |
| Attend School | 440 | 486 | -9.5 | 3,772 | 2,661 | 41.7 |
| Sport Events | 1,027 | 227 | 352.3 | 5,974 | 3,496 | 70.9 |
| Other | 13,348 | 12,660 | 5.4 | 49,457 | 46,713 | 5.9 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 37.0 | 39.8 | -2.8 | 40.4 | 41.6 | -1.2 |
| Repeaters (%)** | 63.0 | 60.2 | 2.8 | 59.6 | 58.4 | 1.2 |
| Average # of Trips | 4.1 | 4.2 | -1.0 | 3.9 | 3.9 | 0.7 |
| Group Tour | 28,731 | 29,834 | -3.7 | 133,798 | 141,774 | -5.6 |
| Non-Group | 85,234 | 85,740 | -0.6 | 442,203 | 424,249 | 4.2 |
| Package Trip | 74,201 | 79,429 | -6.6 | 393,603 | 410,949 | -4.2 |
| No Package | 39,765 | 36,145 | 10.0 | 182,397 | 155,074 | 17.6 |
| Net True Independent | 32,445 | 30,566 | 6.1 | 154,038 | 133,401 | 15.5 |
| Ave. Age | 44 | 43 | 3.0 | 43 | 42 | 1.4 |
| Ave. Party Size | 2.6 | 2.6 | -0.8 | 2.7 | 2.6 | 2.2 |

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL CANADA VISITORS BY AIR

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| TOTAL VISITORS | 21,779 | 26,459 | -17.7 | 252,002 | 286,716 | -12.1 |
| Domestic | 7,424 | 11,534 | -35.6 | 47,656 | 87,237 | -45.4 |
| International | 14,355 | 14,925 | -3.8 | 204,346 | 199,479 | 2.4 |
| VISITOR DAYS | 234,378 | 288,994 | -18.9 | 3,327,200 | 3,760,813 | -11.5 |
| AVERAGE DAILY CENSUS | 7,561 | 9,322 | -18.9 | 21,889 | 24,906 | -12.1 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 11,341 | 12,285 | -7.7 | 93,428 | 110,248 | -15.3 |
| O'ahu only | 7,752 | 8,251 | -6.1 | 63,483 | 74,982 | -15.3 |
| O'ahu one day or less | 409 | 675 | -39.4 | 3,944 | 4,968 | -20.6 |
| Kaua'i | 2,617 | 3,716 | -29.6 | 36,715 | 41,754 | -12.1 |
| Kaua'i only | 726 | 1,469 | -50.6 | 19,947 | 22,001 | -9.3 |
| Kaua'i one day or less | 483 | 500 | -3.3 | 3,675 | 4,652 | -21.0 |
| Maui County | 11,273 | 13,182 | -14.5 | 129,137 | 143,638 | -10.1 |
| Maui | 11,139 | 13,094 | -14.9 | 127,929 | 142,396 | -10.2 |
| Maui only | 7,585 | 9,090 | -16.6 | 97,800 | 107,636 | -9.1 |
| Maui one day or less | 776 | 709 | 9.3 | 3,816 | 5,227 | -27.0 |
| Moloka'i * | 127 | 231 | -45.0 | 2,289 | 2,672 | -14.3 |
| Moloka'i only * | 27 | 27 | 0.7 | 388 | 432 | -10.1 |
| Moloka'i one day or less* | 36 | 152 | -76.2 | 1,231 | 1,305 | -5.7 |
| Lāna'i * | 216 | 252 | -14.2 | 2,311 | 2,380 | -2.9 |
| Lāna'i only * | 15 | 12 | 29.0 | 297 | 172 | 72.9 |
| Lāna'i one day or less* | 176 | 143 | 23.1 | 1,541 | 1,561 | -1.3 |
| Hawai'i Island | 3,405 | 4,821 | -29.4 | 47,920 | 58,499 | -18.1 |
| Kona side | 3,026 | 4,441 | -31.9 | 44,109 | 54,165 | -18.6 |
| Hilo side | 1,626 | 1,979 | -17.9 | 14,658 | 18,942 | -22.6 |
| Hawai'i Island only | 1,259 | 2,282 | -44.8 | 28,616 | 33,123 | -13.6 |
| Hawai'i Island one day or less | 349 | 279 | 25.2 | 1,780 | 2,136 | -16.6 |
| Any Neighbor Island | 14,027 | 18,208 | -23.0 | 188,518 | 211,733 | -11.0 |
| NI only | 10,438 | 14,173 | -26.4 | 158,574 | 176,468 | -10.1 |
| O'ahu & NI | 3,590 | 4,034 | -11.0 | 29,945 | 35,266 | -15.1 |
| Any one island only | 17,364 | 21,131 | -17.8 | 210,531 | 238,345 | -11.7 |
| Multiple Islands | 4,415 | 5,328 | -17.1 | 41,471 | 48,370 | -14.3 |
| Avg. Islands Visited | 1.32 | 1.30 | 1.9 | 1.23 | 1.25 | -1.3 |
| Average Length of Stay in Hawai'i | 10.76 | 10.92 | -1.5 | 13.20 | 13.12 | 0.7 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 11,278 | 13,399 | -15.8 | 105,873 | 121,654 | -13.0 |
| Hotel only | 9,086 | 10,346 | -12.2 | 81,698 | 91,538 | -10.7 |
| Plan to stay in Condo | 5,915 | 8,353 | -29.2 | 96,931 | 114,376 | -15.3 |
| Condo only | 4,934 | 6,662 | -25.9 | 81,181 | 95,063 | -14.6 |
| Plan to stay in Timeshare | 2,366 | 2,410 | -1.8 | 27,525 | 30,173 | -8.8 |
| Timeshare only | 1,877 | 1,839 | 2.1 | 21,027 | 21,012 | 0.1 |

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

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

| | MAY | | | YEAR-TO-DATE | | |
|-----------------------------------|--------|--------|----------|--------------|---------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 865 | 756 | 14.4 | 3,627 | 5,809 | -37.6 |
| Friends/Relatives | 1,241 | 1,467 | -15.4 | 13,144 | 13,798 | -4.7 |
| Bed & Breakfast | 388 | 387 | 0.2 | 3,959 | 5,146 | -23.1 |
| Rental House | 1,770 | 2,881 | -38.6 | 27,919 | 33,387 | -16.4 |
| Hostel | 323 | 524 | -38.5 | 2,994 | 3,699 | -19.1 |
| Camp Site, Beach | 259 | 289 | -10.2 | 2,494 | 2,859 | -12.8 |
| Other | 557 | 212 | 163.1 | 4,092 | 3,390 | 20.7 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 19,182 | 23,368 | -17.9 | 235,061 | 266,757 | -11.9 |
| Honeymoon/Get Married | 1,217 | 935 | 30.1 | 5,631 | 7,283 | -22.7 |
| Honeymoon | 980 | 815 | 20.3 | 4,596 | 6,162 | -25.4 |
| Get Married | 313 | 157 | 99.2 | 1,395 | 1,698 | -17.8 |
| Pleasure/Vacation | 18,224 | 22,666 | -19.6 | 230,701 | 261,478 | -11.8 |
| Mtgs/Conventions/Incentive | 1,515 | 2,148 | -29.5 | 12,304 | 14,421 | -14.7 |
| Conventions | 1,027 | 1,174 | -12.5 | 8,098 | 10,377 | -22.0 |
| Corporate Meetings | 136 | 230 | -41.0 | 1,635 | 1,719 | -4.9 |
| Incentive | 384 | 882 | -56.4 | 2,981 | 2,940 | 1.4 |
| Other Business | 287 | 262 | 9.8 | 1,773 | 3,072 | -42.3 |
| Visit Friends/Rel. | 628 | 1,089 | -42.3 | 8,463 | 10,193 | -17.0 |
| Govt/Military | 23 | 31 | -26.8 | 212 | 698 | -69.6 |
| Attend School | 14 | 52 | -73.0 | 243 | 531 | -54.2 |
| Sport Events | 47 | 205 | -76.9 | 975 | 2,397 | -59.3 |
| Other | 13,348 | 12,660 | 5.4 | 49,457 | 46,713 | 5.9 |
| TRAVEL STATUS | | | | | | |
| First Timers (%)** | 42.3 | 41.2 | 1.1 | 31.5 | 30.8 | 0.7 |
| Repeaters (%)** | 57.7 | 58.8 | -1.1 | 68.5 | 69.2 | -0.7 |
| Average # of Trips | 3.9 | 3.5 | 10.9 | 4.2 | 4.2 | 0.9 |
| Group Tour | 520 | 893 | -41.8 | 4,939 | 7,761 | -36.4 |
| Non-Group | 21,259 | 25,565 | -16.8 | 247,063 | 278,955 | -11.4 |
| Package Trip | 5,031 | 6,660 | -24.5 | 49,628 | 58,820 | -15.6 |
| No Package | 16,749 | 19,799 | -15.4 | 202,373 | 227,895 | -11.2 |
| Net True Independent | 16,599 | 19,448 | -14.6 | 200,797 | 225,527 | -11.0 |
| Ave. Age | 44 | 45 | -2.5 | 48 | 49 | -2.4 |
| Ave. Party Size | 2.1 | 2.1 | 1.3 | 2.2 | 2.2 | 0.6 |

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

| | MAY | | | YEAR-TO-DATE | | |
|-------------------------------|---------|---------|----------|--------------|---------|----------|
| | 2016P | 2015P | % CHANGE | 2016P | 2015P | % CHANGE |
| VISITOR DAYS | 148,483 | 184,846 | -19.7 | 697,908 | 837,883 | -16.7 |
| TOTAL VISITORS | 18,500 | 22,649 | -18.3 | 95,768 | 111,083 | -13.8 |
| ARRIVED BY SHIP | 9,347 | 11,087 | -15.7 | 54,955 | 59,115 | -7.0 |
| ARRIVED BY AIR | 9,153 | 11,562 | -20.8 | 40,813 | 51,968 | -21.5 |
| NUMBER OF SHIP ARRIVALS | 4 | 6 | -33.3 | 27 | 33 | -18.2 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 18,500 | 22,649 | -18.3 | 95,767 | 109,571 | -12.6 |
| Kaua'i | 15,443 | 22,038 | -29.9 | 77,633 | 92,908 | -16.4 |
| Maui County | 18,500 | 21,239 | -12.9 | 89,056 | 105,277 | -15.4 |
| Maui | 18,500 | 21,239 | -12.9 | 89,056 | 105,277 | -15.4 |
| Moloka'i | 201 | 263 | -23.5 | 1,413 | 1,163 | 21.5 |
| Lāna'i | 346 | 343 | 0.7 | 2,229 | 1,989 | 12.1 |
| Hawai'i Island | 15,569 | 21,184 | -26.5 | 86,106 | 101,879 | -15.5 |
| Average Islands Visited | 3.7 | 3.87 | -4.3 | 3.7 | 3.72 | -1.0 |
| AVERAGE LENGTH OF STAY | | | | | | |
| Days in Hawai'i before Cruise | 1.27 | 1.24 | 2.6 | 1.09 | 1.21 | -10.4 |
| Days in Hawai'i during Cruise | 5.70 | 5.72 | -0.3 | 5.27 | 5.21 | 1.1 |
| Days in Hawai'i after Cruise | 1.06 | 1.20 | -12.2 | 0.93 | 1.12 | -16.5 |
| Total days in Hawai'i | 8.03 | 8.16 | -1.7 | 7.29 | 7.54 | -3.4 |
| ACCOMMODATIONS | | | | | | |
| Hotel | 10,705 | 13,045 | -17.9 | 46,171 | 52,129 | -11.4 |
| Hotel only | 9,976 | 11,850 | -15.8 | 41,340 | 46,212 | -10.5 |
| Condo | 771 | 866 | -10.9 | 3,643 | 4,721 | -22.8 |
| Condo only | 359 | 322 | 11.4 | 1,035 | 1,261 | -17.9 |
| Timeshare | 715 | 1,029 | -30.5 | 3,538 | 3,741 | -5.4 |
| Timeshare Only | 315 | 406 | -22.4 | 1,410 | 1,369 | 3.0 |
| Bed & Breakfast | 151 | 124 | 21.8 | 805 | 709 | 13.4 |
| Bed & Breakfast only | 31 | 57 | -45.8 | 181 | 188 | -3.7 |
| Friends & relatives | 412 | 322 | 28.1 | 1,888 | 2,285 | -17.4 |
| Other accommodation | 297 | 661 | -55.1 | 2,422 | 3,456 | -29.9 |
| Accommodation (NET) | 12,058 | 14,567 | -17.2 | 52,015 | 59,222 | -12.2 |
| Cruise only | 6,442 | 8,082 | -20.3 | 43,753 | 51,861 | -15.6 |
| TRAVEL STATUS | | | | | | |
| % First timers | 51.6 | 48.6 | 3.0 | 46.5 | 44.6 | 1.9 |
| % Repeat visitors | 48.4 | 51.4 | -3.0 | 53.5 | 55.4 | -1.9 |

Source: Hawai'i Tourism Authority

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

| MAY | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|------------------|----------------|----------------|--------------|----------------|----------------|--------------|----------------|----------------|--------------|---------------|---------------|-------------|--------------|--------------|-------------|---------------|---------------|-------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| TOTAL | 979,229 | 980,402 | -0.1 | 684,391 | 684,601 | 0.0 | 178,285 | 176,038 | 1.3 | 62,109 | 63,976 | -2.9 | 3,496 | 3,508 | -0.3 | 50,948 | 52,279 | -2.5 |
| SCHEDULES | 972,538 | 973,282 | -0.1 | 678,312 | 678,027 | 0.0 | 178,021 | 175,804 | 1.3 | 61,946 | 63,820 | -2.9 | 3,496 | 3,508 | -0.3 | 50,763 | 52,123 | -2.6 |
| CHARTERS | 6,691 | 7,120 | -6.0 | 6,079 | 6,574 | -7.5 | 264 | 234 | 12.8 | 163 | 156 | 4.5 | | | | 185 | 156 | 18.6 |
| US TOTAL | 684,761 | 688,174 | -0.5 | 397,669 | 402,897 | -1.3 | 170,539 | 167,602 | 1.8 | 62,109 | 62,932 | -1.3 | 3,496 | 3,508 | -0.3 | 50,948 | 51,235 | -0.6 |
| SCHEDULES | 678,905 | 681,617 | -0.4 | 392,425 | 396,886 | -1.1 | 170,275 | 167,368 | 1.7 | 61,946 | 62,776 | -1.3 | 3,496 | 3,508 | -0.3 | 50,763 | 51,079 | -0.6 |
| CHARTERS | 5,856 | 6,557 | -10.7 | 5,244 | 6,011 | -12.8 | 264 | 234 | 12.8 | 163 | 156 | 4.5 | | | | 185 | 156 | 18.6 |
| US WEST | 605,928 | 601,055 | 0.8 | 329,602 | 328,508 | 0.3 | 160,121 | 155,184 | 3.2 | 61,946 | 62,776 | -1.3 | 3,496 | 3,508 | -0.3 | 50,763 | 51,079 | -0.6 |
| Anchorage | 5,053 | 5,053 | 0.0 | 5,053 | 5,053 | 0.0 | | | | | | | | | | | | |
| Bellingham | 4,238 | 5,053 | -16.1 | 4,238 | 5,053 | -16.1 | | | | | | | | | | | | |
| Denver | 12,692 | 8,632 | 47.0 | 10,664 | 5,239 | 103.6 | 1,352 | 1,573 | -14.0 | 676 | 910 | -25.7 | | | | 0 | 910 | -100.0 |
| Las Vegas | 24,558 | 25,536 | -3.8 | 24,558 | 25,536 | -3.8 | | | | | | | | | | | | |
| Los Angeles | 211,914 | 214,946 | -1.4 | 116,624 | 115,593 | 0.9 | 46,820 | 49,488 | -5.4 | 21,795 | 23,984 | -9.1 | 3,496 | 3,508 | -0.3 | 23,179 | 22,373 | 3.6 |
| Oakland | 32,519 | 33,127 | -1.8 | 11,450 | 10,604 | 8.0 | 13,082 | 13,082 | 0.0 | 5,187 | 6,027 | -13.9 | | | | 2,800 | 3,414 | -18.0 |
| Phoenix | 41,869 | 41,849 | 0.0 | 22,129 | 22,279 | -0.7 | 8,460 | 8,550 | -1.1 | 5,264 | 5,320 | -1.1 | | | | 6,016 | 5,700 | 5.5 |
| Portland | 22,244 | 21,393 | 4.0 | 14,257 | 14,221 | 0.3 | 7,987 | 7,172 | 11.4 | | | | | | | | | |
| Sacramento | 13,082 | 13,082 | 0.0 | 8,029 | 8,029 | 0.0 | 5,053 | 5,053 | 0.0 | | | | | | | | | |
| Salt Lake City | 8,091 | 8,091 | 0.0 | 8,091 | 8,091 | 0.0 | | | | | | | | | | | | |
| San Diego | 24,110 | 23,621 | 2.1 | 13,352 | 13,515 | -1.2 | 5,705 | 5,053 | 12.9 | 2,119 | 2,119 | 0.0 | | | | 2,934 | 2,934 | 0.0 |
| San Francisco | 100,521 | 96,480 | 4.2 | 49,851 | 49,234 | 1.3 | 34,658 | 28,923 | 19.8 | 10,773 | 12,681 | -15.0 | | | | 5,239 | 5,642 | -7.1 |
| San Jose | 29,241 | 30,727 | -4.8 | 11,052 | 11,017 | 0.3 | 13,082 | 13,082 | 0.0 | 2,336 | 3,694 | -36.8 | | | | 2,771 | 2,934 | -5.6 |
| Seattle | 75,796 | 73,465 | 3.2 | 30,254 | 35,044 | -13.7 | 23,922 | 23,208 | 3.1 | 13,796 | 8,041 | 71.6 | | | | 7,824 | 7,172 | 9.1 |
| US EAST | 72,977 | 80,562 | -9.4 | 62,823 | 68,378 | -8.1 | 10,154 | 12,184 | -16.7 | | | | | | | | | |
| Atlanta | 9,083 | 11,656 | -22.1 | 9,083 | 11,656 | -22.1 | | | | | | | | | | | | |
| Chicago | 12,040 | 12,384 | -2.8 | 10,664 | 10,664 | 0.0 | 1,376 | 1,720 | -20.0 | | | | | | | | | |
| Dallas | 22,154 | 24,852 | -10.9 | 13,376 | 14,388 | -7.0 | 8,778 | 10,464 | -16.1 | | | | | | | | | |
| Houston | 10,664 | 10,664 | 0.0 | 10,664 | 10,664 | 0.0 | | | | | | | | | | | | |
| New York JFK | 9,114 | 7,938 | 14.8 | 9,114 | 7,938 | 14.8 | | | | | | | | | | | | |
| Newark | 7,502 | 7,502 | 0.0 | 7,502 | 7,502 | 0.0 | | | | | | | | | | | | |
| Washington D.C. | 2,420 | 5,566 | -56.5 | 2,420 | 5,566 | -56.5 | | | | | | | | | | | | |

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

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

| MAY | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------|----------------|----------------|--------------|----------------|----------------|-------------|--------------|--------------|-------------|----------|--------------|---------------|----------|----------|-----------|----------|--------------|---------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| INTERNATIONAL | 294,468 | 292,228 | 0.8 | 286,722 | 281,704 | 1.8 | 7,746 | 8,436 | -8.2 | 0 | 1,044 | -100.0 | 0 | 0 | NA | 0 | 1,044 | -100.0 |
| SCHEDULES | 293,633 | 291,665 | 0.7 | 285,887 | 281,141 | 1.7 | 7,746 | 8,436 | -8.2 | 0 | 1,044 | -100.0 | | | | 0 | 1,044 | -100.0 |
| CHARTERS | 835 | 563 | 48.3 | 835 | 563 | 48.3 | | | | | | | | | | | | |
| JAPAN | 155,722 | 162,927 | -4.4 | 155,722 | 162,927 | -4.4 | | | | | | | | | | | | |
| Fukuoka | 4,972 | 5,198 | -4.3 | 4,972 | 5,198 | -4.3 | | | | | | | | | | | | |
| Nagoya | 15,295 | 16,353 | -6.5 | 15,295 | 16,353 | -6.5 | | | | | | | | | | | | |
| Osaka | 26,593 | 32,829 | -19.0 | 26,593 | 32,829 | -19.0 | | | | | | | | | | | | |
| Sapporo | 3,367 | 3,626 | -7.1 | 3,367 | 3,626 | -7.1 | | | | | | | | | | | | |
| Tokyo HND | 26,877 | 27,807 | -3.3 | 26,877 | 27,807 | -3.3 | | | | | | | | | | | | |
| Tokyo NRT | 78,618 | 77,114 | 2.0 | 78,618 | 77,114 | 2.0 | | | | | | | | | | | | |
| CANADA | 19,158 | 22,532 | -15.0 | 11,412 | 12,008 | -5.0 | 7,746 | 8,436 | -8.2 | 0 | 1,044 | -100.0 | | | | 0 | 1,044 | -100.0 |
| Vancouver | 19,158 | 22,532 | -15.0 | 11,412 | 12,008 | -5.0 | 7,746 | 8,436 | -8.2 | 0 | 1044 | -100.0 | | | | 0 | 1044 | -100.0 |
| OTHER ASIA | 50,442 | 39,076 | 29.1 | 50,442 | 39,076 | 29.1 | | | | | | | | | | | | |
| Beijing | 7,140 | 7,434 | -4.0 | 7,140 | 7,434 | -4.0 | | | | | | | | | | | | |
| Seoul | 32,355 | 24,127 | 34.1 | 32,355 | 24,127 | 34.1 | | | | | | | | | | | | |
| Shanghai | 8,184 | 4,752 | 72.2 | 8,184 | 4,752 | 72.2 | | | | | | | | | | | | |
| Taipei | 2,763 | 2,763 | 0.0 | 2,763 | 2,763 | 0.0 | | | | | | | | | | | | |
| OCEANIA | 43,769 | 41,570 | 5.3 | 43,769 | 41,570 | 5.3 | | | | | | | | | | | | |
| Auckland | 7,778 | 8,328 | -6.6 | 7,778 | 8,328 | -6.6 | | | | | | | | | | | | |
| Brisbane | 7,972 | 8,019 | -0.6 | 7,972 | 8,019 | -0.6 | | | | | | | | | | | | |
| Melbourne | 4,690 | 3,939 | 19.1 | 4,690 | 3,939 | 19.1 | | | | | | | | | | | | |
| Sydney | 23,329 | 21,284 | 9.6 | 23,329 | 21,284 | 9.6 | | | | | | | | | | | | |
| OTHER | 24,542 | 25,560 | -4.0 | 24,542 | 25,560 | -4.0 | | | | | | | | | | | | |
| Apia | 656 | 820 | -20.0 | 656 | 820 | -20.0 | | | | | | | | | | | | |
| Christmas Island | 488 | 488 | 0.0 | 488 | 488 | 0.0 | | | | | | | | | | | | |
| Guam | 10,664 | 10,664 | 0.0 | 10,664 | 10,664 | 0.0 | | | | | | | | | | | | |
| Majuro | 2,158 | 2,015 | 7.1 | 2,158 | 2,015 | 7.1 | | | | | | | | | | | | |
| Manila | 5,960 | 6,946 | -14.2 | 5,960 | 6,946 | -14.2 | | | | | | | | | | | | |
| Nadi | 850 | 826 | 2.9 | 850 | 826 | 2.9 | | | | | | | | | | | | |
| Pago Pago | 2,590 | 2,331 | 11.1 | 2,590 | 2,331 | 11.1 | | | | | | | | | | | | |
| Papeete | 1,176 | 1,470 | -20.0 | 1,176 | 1,470 | -20.0 | | | | | | | | | | | | |

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

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

| MAY YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LĪHU'E | | |
|------------------|------------------|------------------|--------------|------------------|------------------|-------------|----------------|----------------|--------------|----------------|----------------|--------------|---------------|---------------|------------|----------------|----------------|--------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| TOTAL | 4,996,164 | 4,905,648 | 1.8 | 3,337,712 | 3,305,718 | 1.0 | 995,271 | 969,816 | 2.6 | 365,347 | 341,379 | 7.0 | 15,833 | 15,212 | 4.1 | 282,001 | 273,523 | 3.1 |
| SCHEDULES | 4,955,330 | 4,866,400 | 1.8 | 3,299,953 | 3,272,323 | 0.8 | 993,124 | 965,823 | 2.8 | 364,817 | 340,234 | 7.2 | 15,833 | 15,212 | 4.1 | 281,603 | 272,808 | 3.2 |
| CHARTERS | 40,834 | 39,248 | 4.0 | 37,759 | 33,395 | 13.1 | 2,147 | 3,993 | -46.2 | 530 | 1,145 | -53.7 | | | | 398 | 715 | -44.3 |
| US TOTAL | 3,385,316 | 3,319,806 | 2.0 | 1,901,016 | 1,887,275 | 0.7 | 867,697 | 849,772 | 2.1 | 339,097 | 315,948 | 7.3 | 15,833 | 15,212 | 4.1 | 261,673 | 251,599 | 4.0 |
| SCHEDULES | 3,354,186 | 3,283,912 | 2.1 | 1,872,961 | 1,857,234 | 0.8 | 865,550 | 845,779 | 2.3 | 338,567 | 314,803 | 7.5 | 15,833 | 15,212 | 4.1 | 261,275 | 250,884 | 4.1 |
| CHARTERS | 31,130 | 35,894 | -13.3 | 28,055 | 30,041 | -6.6 | 2,147 | 3,993 | -46.2 | 530 | 1,145 | -53.7 | | | | 398 | 715 | -44.3 |
| US WEST | 2,976,355 | 2,914,473 | 2.1 | 1,548,023 | 1,549,951 | -0.1 | 812,657 | 783,623 | 3.7 | 338,567 | 314,803 | 7.5 | 15,833 | 15,212 | 4.1 | 261,275 | 250,884 | 4.1 |
| Anchorage | 37,816 | 31,622 | 19.6 | 24,776 | 20,375 | 21.6 | 8,150 | 6,683 | 22.0 | 4,890 | 4,564 | 7.1 | | | | | | |
| Bellingham | 25,591 | 27,547 | -7.1 | 16,789 | 18,745 | -10.4 | 8,802 | 8,802 | 0.0 | | | | | | | | | |
| Denver | 66,614 | 75,330 | -11.6 | 36,363 | 43,194 | -15.8 | 19,097 | 18,811 | 1.5 | 8,281 | 8,658 | -4.4 | | | | 2,873 | 4,667 | -38.4 |
| Las Vegas | 119,062 | 122,658 | -2.9 | 119,062 | 122,658 | -2.9 | | | | | | | | | | | | |
| Los Angeles | 969,687 | 983,946 | -1.4 | 519,875 | 538,829 | -3.5 | 215,313 | 226,142 | -4.8 | 108,705 | 105,480 | 3.1 | 15,833 | 15,212 | 4.1 | 109,961 | 98,283 | 11.9 |
| Oakland | 153,762 | 145,581 | 5.6 | 55,337 | 50,196 | 10.2 | 62,439 | 63,722 | -2.0 | 24,873 | 19,773 | 25.8 | | | | 11,113 | 11,890 | -6.5 |
| Phoenix | 200,740 | 205,143 | -2.1 | 101,784 | 103,259 | -1.4 | 44,696 | 46,594 | -4.1 | 28,388 | 28,880 | -1.7 | | | | 25,872 | 26,410 | -2.0 |
| Portland | 145,374 | 143,226 | 1.5 | 70,394 | 69,061 | 1.9 | 46,455 | 44,499 | 4.4 | 17,604 | 18,908 | -6.9 | | | | 10,921 | 10,758 | 1.5 |
| Sacramento | 64,144 | 63,722 | 0.7 | 39,368 | 39,109 | 0.7 | 24,776 | 24,613 | 0.7 | | | | | | | | | |
| Salt Lake City | 39,672 | 39,411 | 0.7 | 39,672 | 39,411 | 0.7 | | | | | | | | | | | | |
| San Diego | 116,734 | 108,453 | 7.6 | 66,367 | 66,236 | 0.2 | 28,362 | 24,613 | 15.2 | 10,595 | 6,194 | 71.1 | | | | 11,410 | 11,410 | 0.0 |
| San Francisco | 498,675 | 447,196 | 11.5 | 243,645 | 222,386 | 9.6 | 172,124 | 136,830 | 25.8 | 54,254 | 60,498 | -10.3 | | | | 28,652 | 27,482 | 4.3 |
| San Jose | 139,768 | 145,753 | -4.1 | 53,801 | 53,199 | 1.1 | 61,047 | 63,722 | -4.2 | 10,739 | 14,814 | -27.5 | | | | 14,181 | 14,018 | 1.2 |
| Seattle | 398,716 | 374,885 | 6.4 | 160,790 | 163,293 | -1.5 | 121,396 | 118,592 | 2.4 | 70,238 | 47,034 | 49.3 | | | | 46,292 | 45,966 | 0.7 |
| US EAST | 377,831 | 369,439 | 2.3 | 324,938 | 307,283 | 5.7 | 52,893 | 62,156 | -14.9 | | | | | | | | | |
| Atlanta | 44,536 | 46,816 | -4.9 | 44,536 | 46,816 | -4.9 | | | | | | | | | | | | |
| Chicago | 58,113 | 65,704 | -11.6 | 49,513 | 51,944 | -4.7 | 8,600 | 13,760 | -37.5 | | | | | | | | | |
| Dallas | 109,837 | 118,156 | -7.0 | 65,544 | 69,760 | -6.0 | 44,293 | 48,396 | -8.5 | | | | | | | | | |
| Houston | 52,288 | 50,173 | 4.2 | 52,288 | 50,173 | 4.2 | | | | | | | | | | | | |
| Minneapolis | 21,271 | 0 | NA | 21,271 | 0 | NA | | | | | | | | | | | | |
| New York JFK | 44,596 | 37,286 | 19.6 | 44,596 | 37,286 | 19.6 | | | | | | | | | | | | |
| Newark | 36,300 | 36,300 | 0.0 | 36,300 | 36,300 | 0.0 | | | | | | | | | | | | |
| Washington D.C. | 10,890 | 15,004 | -27.4 | 10,890 | 15,004 | -27.4 | | | | | | | | | | | | |

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

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

| MAY YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LĪHU'E | | |
|----------------------|------------------|------------------|--------------|------------------|------------------|--------------|----------------|----------------|------------|---------------|---------------|------------|------|------|-------|---------------|---------------|-------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| INTERNATIONAL | 1,610,848 | 1,585,842 | 1.6 | 1,436,696 | 1,418,443 | 1.3 | 127,574 | 120,044 | 6.3 | 26,250 | 25,431 | 3.2 | | | | 20,328 | 21,924 | -7.3 |
| SCHEDULES | 1,601,144 | 1,582,488 | 1.2 | 1,426,992 | 1,415,089 | 0.8 | 127,574 | 120,044 | 6.3 | 26,250 | 25,431 | 3.2 | | | | 20,328 | 21,924 | -7.3 |
| CHARTERS | 9,704 | 3,354 | 189.3 | 9,704 | 3,354 | 189.3 | | | | | | | | | | | | |
| JAPAN | 750,409 | 798,365 | -6.0 | 750,409 | 798,365 | -6.0 | | | | | | | | | | | | |
| Fukuoka | 24,634 | 30,033 | -18.0 | 24,634 | 30,033 | -18.0 | | | | | | | | | | | | |
| Nagoya | 74,557 | 86,085 | -13.4 | 74,557 | 86,085 | -13.4 | | | | | | | | | | | | |
| Osaka | 130,005 | 159,909 | -18.7 | 130,005 | 159,909 | -18.7 | | | | | | | | | | | | |
| Sapporo | 16,835 | 16,835 | 0.0 | 16,835 | 16,835 | 0.0 | | | | | | | | | | | | |
| Tokyo HND | 128,716 | 135,815 | -5.2 | 128,716 | 135,815 | -5.2 | | | | | | | | | | | | |
| Tokyo NRT | 375,662 | 369,688 | 1.6 | 375,662 | 369,688 | 1.6 | | | | | | | | | | | | |
| CANADA | 274,041 | 266,466 | 2.8 | 99,889 | 99,067 | 0.8 | 127,574 | 120,044 | 6.3 | 26,250 | 25,431 | 3.2 | | | | 20,328 | 21,924 | -7.3 |
| Calgary | 38,807 | 33,993 | 14.2 | 8,505 | 6,831 | 24.5 | 30,302 | 27,162 | 11.6 | | | | | | | | | |
| Edmonton | 13,002 | 10,350 | 25.6 | | | | 13,002 | 10,350 | 25.6 | | | | | | | | | |
| Toronto | 8,178 | 7,560 | 8.2 | 8,178 | 7,560 | 8.2 | | | | | | | | | | | | |
| Vancouver | 211,844 | 212,251 | -0.2 | 80,996 | 82,364 | -1.7 | 84,270 | 82,532 | 2.1 | 26,250 | 25,431 | 3.2 | | | | 20,328 | 21,924 | -7.3 |
| Victoria | 2,210 | 2,312 | -4.4 | 2,210 | 2,312 | -4.4 | | | | | | | | | | | | |
| OTHER ASIA | 240,426 | 189,729 | 26.7 | 240,426 | 189,729 | 26.7 | | | | | | | | | | | | |
| Beijing | 38,241 | 35,937 | 6.4 | 38,241 | 35,937 | 6.4 | | | | | | | | | | | | |
| Seoul | 160,160 | 117,689 | 36.1 | 160,160 | 117,689 | 36.1 | | | | | | | | | | | | |
| Shanghai | 29,568 | 22,902 | 29.1 | 29,568 | 22,902 | 29.1 | | | | | | | | | | | | |
| Taipei | 12,457 | 13,201 | -5.6 | 12,457 | 13,201 | -5.6 | | | | | | | | | | | | |
| OCEANIA | 215,533 | 203,580 | 5.9 | 215,533 | 203,580 | 5.9 | | | | | | | | | | | | |
| Auckland | 37,574 | 37,362 | 0.6 | 37,574 | 37,362 | 0.6 | | | | | | | | | | | | |
| Brisbane | 40,646 | 42,243 | -3.8 | 40,646 | 42,243 | -3.8 | | | | | | | | | | | | |
| Melbourne | 27,470 | 19,089 | 43.9 | 27,470 | 19,089 | 43.9 | | | | | | | | | | | | |
| Sydney | 109,843 | 104,886 | 4.7 | 109,843 | 104,886 | 4.7 | | | | | | | | | | | | |
| OTHER | 120,735 | 124,348 | -2.9 | 120,735 | 124,348 | -2.9 | | | | | | | | | | | | |
| Apia | 3,608 | 3,942 | -8.5 | 3,608 | 3,942 | -8.5 | | | | | | | | | | | | |
| Christmas Island | 2,562 | 2,562 | 0.0 | 2,562 | 2,562 | 0.0 | | | | | | | | | | | | |
| Guam | 52,288 | 51,944 | 0.7 | 52,288 | 51,944 | 0.7 | | | | | | | | | | | | |
| Majuro | 10,790 | 9,920 | 8.8 | 10,790 | 9,920 | 8.8 | | | | | | | | | | | | |
| Manila | 29,178 | 33,930 | -14.0 | 29,178 | 33,930 | -14.0 | | | | | | | | | | | | |
| Nadi | 3,668 | 3,304 | 11.0 | 3,668 | 3,304 | 11.0 | | | | | | | | | | | | |
| Pago Pago | 12,173 | 11,396 | 6.8 | 12,173 | 11,396 | 6.8 | | | | | | | | | | | | |
| Papeete | 6,468 | 7,350 | -12.0 | 6,468 | 7,350 | -12.0 | | | | | | | | | | | | |