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For Immediate Release: November 29, 2011
HTA Release (11-33)

TOTAL VISITOR EXPENDITURES FOR THE FIRST 10 MONTHS OF 2011 ROSE 14.8 PERCENT

October 2011 Total Visitor Spending Increased 15.6 Percent While Visitor Arrivals Grew 2.3 Percent

HONOLULU – Total expenditures by visitors who came to Hawai'i in the first 10 months of 2011 grew 14.8 percent, compared to the same period in 2010, to \$10.3 billion. Total visitor days for all visitors increased 4.1 percent and total arrivals (+2.6%) continued to exceed last year at 6,034,104 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority.

For the month of October 2011, total visitor expenditures rose 15.6 percent (up \$141.7 million) from October 2010 to \$1.1 billion. Total spending by all visitors has risen every month since December 2010. Contributing to the growth in October 2011 was higher daily spending (\$199 per person, up from \$177 per person in October 2010) and a 2.3 percent increase in total arrivals to 587,711 visitors.

Total arrivals by air only in October 2011 were relatively unchanged (+0.2%) compared to last October at 565,848 visitors. Arrivals from Canada increased 10.1 percent, the sixteenth consecutive month of double-digit growth. Japanese arrivals showed moderate growth for a second straight month, up 0.6 percent from October 2010. U.S. East arrivals (+1%) also increased for the second consecutive month. However, arrivals from U.S. West declined 5.1 percent from last October. The number of visitors who arrived aboard cruise ships in October 2011 doubled from October 2010 to 21,863 visitors.

For the first 10 months of 2011, total expenditures by Canadian visitors rose 28.9 percent, boosted by strong growth in arrivals (+20.2%) and higher average daily spending. Total expenditures by U.S. West (+7%) and U.S. East (+9.3%) visitors continued to increase. Despite some fluctuations over the past few months, U.S. West (+0.9%) and U.S. East (+0.8%) arrivals remained ahead of year-to-date 2010. Total Japanese visitor expenditures rose 7 percent, even though arrivals were lower (-6.3%) compared to the first 10 months of 2010.

October 2011 Arrivals at a Glance

CATEGORY AND MMA	October 2011	October 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,050.7	909.0	15.6	10,310.6	8,981.8	14.8
Total by air	1,045.0	907.0	15.2	10,284.5	8,964.6	14.7
U.S. West	341.8	333.4	2.5	3,469.7	3,242.5	7.0
U.S. East	248.5	221.1	12.4	2,646.9	2,422.3	9.3
Japan	189.2	166.8	13.4	1,675.6	1,566.4	7.0
Canada	61.2	51.8	18.1	721.3	559.6	28.9
All Others	204.3	133.8	52.7	1,771.0	1,173.8	50.9
Visitor arrivals by cruise ships	5.8	2.0	185.3	26.1	17.1	52.3
TOTAL VISITOR DAYS	5,283,231	5,126,957	3.0	56,780,723	54,543,540	4.1
Total by air	5,169,577	5,079,875	1.8	56,275,445	54,150,031	3.9
U.S. West	2,252,684	2,297,988	-2.0	23,706,944	23,416,823	1.2
U.S. East	1,179,800	1,193,669	-1.2	14,464,096	14,302,483	1.1
Japan	597,831	573,140	4.3	5,865,343	6,094,830	-3.8
Canada	363,002	331,843	9.4	4,650,317	3,912,922	18.8
All Others	776,261	683,236	13.6	7,588,744	6,422,973	18.2
Visitor arrivals by cruise ships	113,653	47,082	141.4	505,278	393,509	28.4
VISITOR ARRIVALS	587,711	574,518	2.3	6,034,104	5,880,021	2.6
Total by air	565,848	564,453	0.2	5,940,698	5,805,031	2.3
U.S. West	233,214	245,856	-5.1	2,487,419	2,464,114	0.9
U.S. East	120,545	119,367	1.0	1,388,253	1,376,910	0.8
Japan	103,735	103,153	0.6	971,715	1,036,986	-6.3
Canada	29,565	26,844	10.1	372,114	309,697	20.2
All Others	78,789	69,233	13.8	721,197	617,324	16.8
Visitor arrivals by cruise ships	21,863	10,065	117.2	93,406	74,990	24.6
AVERAGE LENGTH OF STAY	8.99	8.92	0.7	9.41	9.28	1.4
Total by air	9.14	9.00	1.5	9.47	9.33	1.6
U.S. West	9.66	9.35	3.3	9.53	9.50	0.3
U.S. East	9.79	10.00	-2.1	10.42	10.39	0.3
Japan	5.76	5.56	3.7	6.04	5.88	2.7
Canada	12.28	12.36	-0.7	12.50	12.63	-1.1
All Others	9.85	9.87	-0.2	10.52	10.40	1.1
Visitor arrivals by cruise ships	5.20	4.68	11.1	5.41	5.25	3.1
PER PERSON PER DAY SPENDING (\$)	198.9	177.3	12.2	181.6	164.7	10.3
Total by air	202.1	178.5	13.2	182.8	165.6	10.4
U.S. West	151.7	145.1	4.6	146.4	138.5	5.7
U.S. East	210.6	185.2	13.7	183.0	169.4	8.1
Japan	316.5	291.1	8.7	285.7	257.0	11.2
Canada	168.5	156.0	8.0	155.1	143.0	8.5
All Others	263.2	195.8	34.4	233.4	182.8	27.7
Visitor arrivals by cruise ships	50.6	42.8	18.2	51.6	43.5	18.6
PER PERSON PER TRIP SPENDING (\$)	1,787.8	1,582.2	13.0	1,708.7	1,527.5	11.9
Total by air	1,846.7	1,606.8	14.9	1,731.2	1,544.3	12.1
U.S. West	1,465.6	1,356.3	8.1	1,394.9	1,315.9	6.0
U.S. East	2,061.4	1,852.5	11.3	1,906.7	1,759.2	8.4
Japan	1,824.1	1,617.3	12.8	1,724.3	1,510.6	14.2
Canada	2,068.8	1,929.0	7.2	1,938.5	1,806.9	7.3
All Others	2,592.7	1,932.2	34.2	2,455.7	1,901.5	29.1
Visitor arrivals by cruise ships	263.2	200.4	31.3	279.4	228.5	22.2

Source: Hawai'i Tourism Authority

Additional Total Air Visitor Highlights:

- A total of 12,894 visitors came to get married in October 2011, up 7.7 percent from last October. The increase was predominantly from the Japanese market, which jumped 53.5 percent to 7,771 visitors. Fewer U.S. West (-24%) and U.S. East (-31.1%) visitors came to get married compared to last October.
- More total visitors came for meetings, conventions and incentives (MCI) (+5.1% to 44,117 visitors) compared to October 2010 (See Meetings, Conventions, and Incentive Visitor Highlights).
- More total visitors stayed in hotels (+1.9%) compared to October 2010, with increases from U.S. East (+3.7%), Japan (+1.3%) and Canada (+9%) offsetting a 5.8 percent decrease from U.S. West. Fewer total visitors stayed in condominiums (-1.1%) and timeshare (-3.4%) properties compared to a year ago.

Major Market Areas:

U.S. West:

- Although arrivals (-5.1%) decreased, higher daily spending (\$152 per person, up from \$145 per person in October 2010) and a longer length of stay (9.66 days, from 9.35 days in October 2010), contributed to a 2.5 percent growth in total expenditures by U.S. West visitors to \$341.8 million in October 2011. U.S. West visitors' total expenditures have shown positive growth in nine out of 10 months of 2011.
- Arrivals from the Pacific Region fell 5.9 percent from October 2010. Decreases in arrivals from California (-6.4%), Oregon (-11.4%) and Washington (-7.2%) offset a 34.7 percent growth in arrivals from Alaska. Arrivals from the Mountain Region were 2.5 percent lower in October 2011 (Table 2).
- For the first 10 months of 2011, total expenditures by U.S. West visitors grew 7 percent to \$3.5 billion. Total visitors days (+1.2%) and visitor arrivals (+0.9%) continued to lead the same period last year.

U.S. East:

- Total expenditures by U.S. East visitors rose 12.4 percent to \$248.5 million in October 2011, boosted by higher daily spending (\$211 per person, up from \$185 per person in October 2010) and growth in arrivals (+1%). Total U.S. East visitors expenditures have increased in eight out of 10 months of 2011.
- Arrivals from the New England (+5.5%), East North Central (+4.4%), West South Central (+1.9%) and West North Central (+0.4%) regions increased; but arrivals from the South Atlantic (-2%), East South Central (-1.2%) and Middle Atlantic (-0.4%) regions were lower compared to October 2010 (Table 2).

- For the first 10 months of 2011, total spending by U.S. East visitors rose 9.3 percent to \$2.6 billion. Visitor days grew 1.1 percent while visitor arrivals were slightly higher (+0.8%) compared to the first 10 months of 2010.

Japan:

- Higher average daily spending (\$317 per person, up from \$291 per person in October 2010) and a small growth in arrivals (+0.6%) contributed to a 13.4 percent increase in total Japanese visitor expenditures to \$189.2 million. This was the fifth consecutive month of positive growth in total Japanese visitor spending.
- Growth from the Japanese market (+10.4% to 24,205 visitors) also contributed to a 1.8 percent increase in total honeymoon visitors (59,676 visitors) in October 2011.
- Japanese arrivals increased on Maui (+6.9% to 4,788 visitors), O'ahu (+1.7% to 100,682 visitors) and Kaua'i (+47.9% to 2,221 visitors), but declined on Hawai'i Island (-18.2% to 12,773 visitors) compared to October 2010.
- Despite a 6.3 percent drop in total Japanese arrivals for the first 10 months of 2011, daily spending increased to \$286 per person from \$257 per person in the first 10 months of 2010. Total expenditures by Japanese visitors was \$1.7 billion, up 7 percent compared to year-to-date 2010.

Canada:

- Total expenditures by Canadian visitors in October 2011 rose 18.1 percent to \$61.2 million, boosted by a 10.1 percent growth in arrivals. Daily spending by these visitors increased to \$169 per person from \$156 per person in October 2010. Total expenditures from this market have grown by double-digits in every month since January 2011.
- Canadian visitors who came on domestic flights increased 17.4 percent compared to last October. More Canadian visitors came on domestic flights than on international flights in October 2011 (Table 7).
- For the first 10 months of 2011, total expenditures by Canadian visitors climbed 28.9 percent to \$721.3 million. Total visitor days grew 18.8 percent, while visitor arrivals were 20.2 percent higher compared to the first 10 months of 2010.

Island Highlights:

- Total visitor expenditures on O'ahu jumped 36 percent to \$639.6 million in October 2011. Total arrivals to O'ahu rose 2.1 percent from last October. Increases from U.S. East, Japan, Canada and other visitor markets (including Korea and China) resulted in a lower proportion of U.S. West arrivals. Visitors to O'ahu in October 2011 also stayed longer (7.02 days compared to 6.86 days in October 2010) and spent noticeably more on a daily basis (\$256 per person, from \$197 per person in October 2010) compared to last October. Daily spending by U.S. East and Japanese visitors

on O'ahu were higher than in October 2010. Daily spending from U.S. West, Canada and other visitor markets also increased compared to October 2010.

October 2011 Island Highlights

CATEGORY AND ISLAND	October 2011	October 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,050.7	909.0	15.6	10,310.6	8,981.8	14.8
Total by air	1,045.0	907.0	15.2	10,284.5	8,964.6	14.7
O'ahu	639.6	470.3	36.0	5,348.9	4,562.1	17.2
Maui	215.0	225.7	-4.7	2,585.5	2,285.1	13.1
Moloka'i	2.6	2.3	14.4	22.8	22.8	-0.1
Lāna'i	6.0	5.5	7.3	71.3	56.6	26.0
Kaua'i	94.2	91.3	3.2	1,084.2	921.3	17.7
Hawai'i Island	87.6	111.9	-21.7	1,171.8	1,116.7	4.9
Visitor arrivals by cruise ships	5.75	2.0	185.3	26.1	17.1	52.3
TOTAL VISITOR DAYS	5,283,231	5,126,957	3.0	56,780,723	54,543,540	4.1
Total by air	5,169,577	5,079,875	1.8	56,275,445	54,150,031	3.9
O'ahu	2,501,355	2,393,742	4.5	27,147,833	26,343,932	3.1
Maui	1,344,168	1,361,746	-1.3	14,399,166	13,896,438	3.6
Moloka'i	24,836	20,263	22.6	208,447	195,136	6.8
Lāna'i	20,399	19,135	6.6	220,912	203,846	8.4
Kaua'i	586,111	571,775	2.5	6,347,576	6,035,586	5.2
Hawai'i Island	692,708	713,214	-2.9	7,951,511	7,475,093	6.4
Visitor arrivals by cruise ships	113,653	47,082	141.4	505,278	393,509	28.4
VISITOR ARRIVALS	587,711	574,518	2.3	6,034,104	5,880,021	2.6
Total by air	565,848	564,453	0.2	5,940,698	5,805,031	2.3
O'ahu	356,388	348,922	2.1	3,645,352	3,596,308	1.4
Maui	167,852	171,275	-2.0	1,808,350	1,741,327	3.8
Moloka'i	4,203	4,417	-4.8	47,109	41,751	12.8
Lāna'i	5,868	5,340	9.9	64,871	57,043	13.7
Kaua'i	82,061	79,332	3.4	850,502	812,051	4.7
Hawai'i Island	98,860	105,329	-6.1	1,097,477	1,075,839	2.0
Visitor arrivals by cruise ships	21,863	10,065	117.2	93,406	74,990	24.6
AVERAGE LENGTH OF STAY	8.99	8.92	0.7	9.41	9.28	1.4
Total by air	9.14	9.00	1.5	9.47	9.33	1.6
O'ahu	7.02	6.86	2.3	7.45	7.33	1.7
Maui	8.01	7.95	0.7	7.96	7.98	-0.2
Moloka'i	5.91	4.59	28.8	4.42	4.67	-5.3
Lāna'i	3.48	3.58	-3.0	3.41	3.57	-4.7
Kaua'i	7.14	7.21	-0.9	7.46	7.43	0.4
Hawai'i Island	7.01	6.77	3.5	7.25	6.95	4.3
Visitor arrivals by cruise ships	5.20	4.68	11.1	5.41	5.25	3.1
PER PERSON PER DAY SPENDING (\$)	198.9	177.3	12.2	181.6	164.7	10.3
Total by air	202.1	178.5	13.2	182.8	165.6	10.4
O'ahu	255.7	196.5	30.2	197.0	173.2	13.8
Maui	159.9	165.7	-3.5	179.6	164.4	9.2
Moloka'i	105.4	112.9	-6.6	109.4	117.0	-6.5
Lāna'i	291.8	289.8	0.7	322.9	277.7	16.2
Kaua'i	160.7	159.7	0.6	170.8	152.6	11.9
Hawai'i Island	126.4	156.9	-19.4	147.4	149.4	-1.4
Visitor arrivals by cruise ships	50.6	42.8	18.2	51.6	43.5	18.6
PER PERSON PER TRIP SPENDING (\$)	1,787.8	1,582.2	13.0	1,708.7	1,527.5	11.9
Total by air	1,846.7	1,606.8	14.9	1,731.2	1,544.3	12.1
O'ahu	1,794.8	1,347.8	33.2	1,467.3	1,268.6	15.7
Maui	1,280.8	1,317.7	-2.8	1,429.7	1,312.3	8.9
Moloka'i	622.7	517.8	20.3	484.1	547.0	-11.5
Lāna'i	1,014.3	1,038.4	-2.3	1,099.5	992.5	10.8
Kaua'i	1,147.7	1,150.7	-0.3	1,274.8	1,134.5	12.4
Hawai'i Island	886.0	1,062.1	-16.6	1,067.7	1,037.9	2.9
Visitor arrivals by cruise ships	263.2	200.4	31.3	279.4	228.5	22.2

Source: Hawai'i Tourism Authority

- In contrast, total expenditures on Hawai'i Island fell 21.7 percent to \$87.6 million as a result of a lower daily spending (\$126 per person, from \$157 per person in October 2010) and decreased arrivals.
- For the first 10 months of 2011, O'ahu, Maui, Kaua'i, Hawai'i Island and Lāna'i saw growth in both visitor arrivals and total visitor expenditures. Year-to-date, visitor expenditures on O'ahu and Kaua'i have shown increases in every month of 2011.

Island Highlights for Selected MMAs:

- **Kaua'i:** The growth in total arrivals to Kaua'i (+3.4%) was boosted by increases from Japan (+47.9%) and Canada (+9.7%), which offset lower arrivals from U.S. East (-1.2%). U.S. West arrivals to this island were relatively unchanged from last October. For the first 10 months of 2011, arrivals to Kaua'i by Canadian visitors (+21%) were significantly higher compared to the same period last year. Visitors to Kaua'i from U.S. West (+4.7%), U.S. East (+0.6%) and Japan (+6.7%) also increased.
- **O'ahu:** The 2.1 percent growth in total visitors to O'ahu in October 2011 was boosted by increased arrivals from U.S. East (+3.4%), Japan (+1.7%) and Canada (+16.4%). Visitors from the other visitor markets, including Korea and China, rose 16.1 percent. U.S. West arrivals to this island declined 7.4 percent compared to October 2010. For the first 10 months of 2011, arrivals to O'ahu from Canada rose 22.8 percent, but arrivals from U.S. West (-2.4%), U.S. East (-0.6%) and Japan (-5.7%) were lower than year-to-date 2010.
- **Hawai'i Island:** Total arrivals to Hawai'i Island in October 2011 declined 6.1 percent compared to last October. Decreases in arrivals from U.S. West (-7%), Japan (-18.2%) and U.S. East (-1%) offset growth in arrivals from Canada (+1.8%). For the first 10 months of 2011, arrivals to Hawai'i Island from Canada (+23.2%), U.S. West (+3.4%) and U.S. East (+1.7%) increased, but Japanese arrivals fell 18.9 percent from the same period last year.
- **Maui:** Total arrivals to Maui in October 2011 dropped 1.9 percent compared to a year ago. Growth in arrivals from Canada (+3.2%) and Japan (6.9%) were offset by lower arrivals from U.S. West (-7.1%) and U.S. East (-1.1%). For the first 10 months of 2011, arrivals to Maui from Canada (+17.2%), U.S. East (+1.3%) and U.S. West (+0.8%) increased, but arrivals from Japan (-3.1%) declined compared to year-to-date 2010.

Meetings, Conventions, Incentive Visitor Highlights:

- Total MCI visitors increased 5.1 percent in October 2011.
- Total visitors who came for conventions increased 15.7 percent from October 2010 to 31,428 visitors. Contributing to the growth in convention visitors was the American College of Chest Physicians 2011 Annual Meeting with nearly 5,000 delegates; and the 2011 Society of American Foresters National convention with nearly 1,400 delegates.

- Total visitors who came for corporate meetings grew 3.3 percent to 7,340 visitors.
- Fewer visitors came on incentives (-23.5%) compared to last October. There were moderate activities in October 2011, compared to 15 Taiwanese employee groups that came from September-November 2010.
- For the first 10 months of 2011, the total number of MCI visitors grew 22.3 percent from year-to-date 2010 with increases from all segments: conventions (+24.6%), corporate meetings (+20.2%) and incentives (+19%).

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

- There were a total of 744,800 air seats in October 2011, similar to last October. The number of scheduled seats (736,736 seats) was comparable to a year ago.
- Charter seats in October 2011 fell 26.6 percent from last October to 8,064 seats due to decreases from Taiwan and Japan. While charter flights were used by the Taiwanese incentive groups mentioned above, there was no charter activity from Taiwan in October 2011. Japan Airlines' charter flights from Haneda from October 6-27 became scheduled service as of Oct. 31, 2010.
- For the first 10 months of 2011, there were slightly fewer charter seats (down -0.9% to 90,910 seats) compared to the same period last year. Domestic charter seats decreased 3.6 percent compared to year-to-date 2010, primarily due to the scaling back of chartered service to Las Vegas. International charter seats year-to-date were up 4.4 percent. More charters flights out of Japan are expected for November and December of 2011 compared to the same months last year.
- Scheduled air seats to Līhu'e climbed 20.6 percent, boosted by direct service from Oakland and San Jose (added in March 2011) and more seats from Los Angeles. Scheduled seats to Honolulu (+0.9%) rose slightly compared to October 2010. Direct flights to Hilo resumed in June 2011 with service from Continental Airlines from Los Angeles and San Francisco. Scheduled seats to Kona (-15.7%) declined compared to October 2010 largely due to the discontinuation of direct service from Narita (last flight to Kona was Oct. 30, 2010), and fewer seats from San Francisco. Scheduled air seats to Kahului (-7.9%) also declined largely due to the discontinuation of service from Las Vegas and fewer seats from Los Angeles, Phoenix and Seattle.
- Scheduled seats from U.S. East decreased 17 percent due to the suspension of flights from Minneapolis and Detroit. In addition, there were reductions in service from Chicago to Honolulu and Kahului.
- Scheduled air seats from U.S. West dropped 1.7 percent compared to October 2010. Reduced service from San Francisco, Seattle, Phoenix, Las Vegas and Denver offset recently added service from Bellingham and Orange County; a doubling of seats from Anchorage; and increased service from San Jose, Oakland and Salt Lake City.

- Total scheduled seat capacity from Japan increased 6.4 percent. Newly added service from Haneda and increased service from Osaka offset fewer seats from Narita.
- Scheduled seats from Canada were unchanged from October 2010.
- Total scheduled seats from Other Asia doubled in October 2011. October was the first full month of operation by Asiana Airlines with twice weekly flights from Seoul. China Eastern Airlines canceled four scheduled flights from Shanghai on October 14, 18, 21 and 25, but twice weekly service resumed October 28. In addition, Korean Airlines increased to twice daily service in March 2011, and Hawaiian Airlines has had direct service from Seoul since January 2011.
- Total scheduled seats from Oceania grew 9.9 percent from October 2010. More flights from Hawaiian Airlines and Air New Zealand contributed to growth in seats from Sydney (+6.1%) and from Auckland (+34%).

Cruise Ship Visitors (Table 8, page 24):

- There was a total of 32,778 cruise visitors in October 2011, an increase of 61.8 percent from last October. These visitors spent 7.07 days in the islands, down from 9.57 days in October 2010. Total cruise visitor days in October 2011 rose 19.5 percent.
- Preliminary analysis of ship itineraries for Fall (September-December) 2011 showed only 3 more ship tours compared to Fall 2010. Much of the activities in 2011 were concentrated in October, evident by the 10 cruise ships that came with 21,863 visitors on board. This was two times the visitors who were aboard five cruise ships in October 2010.
- For the first 10 months of 2011, a total of 192,539 visitors came by cruise ship or by air to board cruise ships, up 7.7 percent compared to year-to-date 2010. Visitor days for all cruise ship visitors rose slightly (+0.6%) from the same period last year.

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Note: Monthly visitor statistics releases can be viewed at <http://www.hawaiitourismauthority.org>. Also posted concurrently on the HTA website are: Island Highlights, Arrivals by U.S. Region, and Daily Spending by Category for the top four visitor markets.

	TABLE 1. TOTAL VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	5,169,577	5,079,876	1.8%	56,275,445	54,150,031	3.9%
TOTAL VISITORS	565,848	564,453	0.2%	5,940,698	5,805,031	2.3%
DOMESTIC	399,711	406,810	-1.7%	4,274,277	4,186,701	2.1%
INTERNATIONAL	166,137	157,643	5.4%	1,666,421	1,618,330	3.0%
AVERAGE DAILY CENSUS	166,761	163,867	1.8%	185,117	178,125	3.9%
TOTAL AIR SEATS (EST)	744,781	745,860	-0.1%	7,822,060	7,749,348	0.9%
TOTAL LOAD FACTOR (EST)	92.9%	92.7%	0.2	90.5%	89.6%	0.9
ISLANDS VISITED						
O'ahu	356,388	348,922	2.1%	3,645,352	3,596,308	1.4%
O'ahu only	264,372	256,683	3.0%	2,681,466	2,658,539	0.9%
Kaua'i	82,061	79,332	3.4%	850,502	812,051	4.7%
Kaua'i only	42,291	40,519	4.4%	445,916	423,488	5.3%
Maui County	171,577	174,855	-1.9%	1,844,679	1,776,339	3.8%
Maui	167,852	171,275	-2.0%	1,808,350	1,741,327	3.8%
Maui only	102,526	107,451	-4.6%	1,129,935	1,099,129	2.8%
Moloka'i *	4,203	4,417	-4.8%	47,109	41,751	12.8%
Moloka'i only *	709	725	-2.2%	5,845	5,466	6.9%
Lāna'i *	5,868	5,340	9.9%	64,871	57,043	13.7%
Lāna'i only *	751	837	-10.3%	9,457	9,022	4.8%
Big Island	98,860	105,329	-6.1%	1,097,477	1,075,839	2.0%
Kona side	82,622	87,815	-5.9%	921,120	892,608	3.2%
Hilo side	36,229	37,748	-4.0%	407,014	401,578	1.4%
Big Island only	44,933	48,186	-6.8%	520,364	496,126	4.9%
Any Neighbor Island	301,476	307,770	-2.0%	3,259,232	3,146,492	3.6%
NI only	209,460	215,531	-2.8%	2,295,346	2,208,723	3.9%
O'ahu & NI	92,016	92,239	-0.2%	963,886	937,769	2.8%
Any one island only	455,582	454,401	0.3%	4,792,983	4,691,770	2.2%
Multiple Islands	110,266	110,052	0.2%	1,147,715	1,113,261	3.1%
Avg. Islands Visited	1.26	1.27	-0.2%	1.26	1.26	0.2%
Average Length of Stay in Hawai'i	9.14	9.00	1.5%	9.47	9.33	1.6%
ACCOMMODATIONS						
Plan to stay in Hotel	368,725	361,721	1.9%	3,729,957	3,646,017	2.3%
Hotel only	328,083	320,452	2.4%	3,260,176	3,201,308	1.8%
Plan to stay in Condo	95,244	96,313	-1.1%	1,078,335	1,010,458	6.7%
Condo only	74,868	76,513	-2.2%	845,306	793,910	6.5%
Plan to stay in Timeshare	58,960	61,014	-3.4%	597,180	608,332	-1.8%
Timeshare only	45,892	48,002	-4.4%	458,219	468,526	-2.2%
Cruise Ship	10,291	10,237	0.5%	109,046	110,735	-1.5%
Friends/Relatives	45,908	47,869	-4.1%	549,852	567,941	-3.2%
Bed & Breakfast	5,342	5,804	-8.0%	58,026	53,330	8.8%
Other	7,287	7,209	1.1%	89,494	94,896	-5.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	451,731	449,366	0.5%	4,879,690	4,784,805	2.0%
Honeymoon	59,676	58,628	1.8%	417,805	418,707	-0.2%
Get Married	12,894	11,972	7.7%	99,699	99,106	0.6%
Pleasure/Vacation	391,706	390,140	0.4%	4,459,608	4,362,321	2.2%
Mtgs/Conventions/Incentive						
Conventions	44,117	41,970	5.1%	365,136	298,469	22.3%
Corporate Meetings	31,428	27,152	15.7%	216,711	173,926	24.6%
Incentive	7,340	7,104	3.3%	72,833	60,578	20.2%
Incentive	6,761	8,837	-23.5%	88,841	74,678	19.0%
Other Business						
Visit Friends/Rel.	20,995	21,207	-1.0%	200,850	200,208	0.3%
Govt/Military	44,419	47,125	-5.7%	522,278	536,094	-2.6%
Attend School	7,223	9,502	-24.0%	92,981	107,350	-13.4%
Sport Events	747	764	-2.3%	17,245	19,185	-10.1%
Sport Events	9,697	10,288	-5.7%	64,879	61,264	5.9%
TRAVEL STATUS						
% First Timers **	37.2	36.5	0.7	34.3	34.2	0.2
% Repeaters **	62.8	63.5	-0.7	65.7	65.8	-0.2
Average # of Trips	4.88	4.96	-1.6%	5.03	5.06	-0.5%
Group Tour						
Group Tour	58,120	54,316	7.0%	512,016	544,092	-5.9%
Non-Group	507,728	510,137	-0.5%	5,428,682	5,260,938	3.2%
Package Trip						
Package Trip	219,741	207,995	5.6%	2,083,206	2,091,465	-0.4%
No Package	346,107	356,458	-2.9%	3,857,492	3,713,566	3.9%
Net True Independent	337,155	347,826	-3.1%	3,762,016	3,625,855	3.8%

** 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)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	3,945,148	3,951,790	-0.2%	42,889,277	41,668,970	2.9%
DOMESTIC VISITORS	399,711	406,810	-1.7%	4,274,277	4,186,701	2.1%
DOMESTIC AVERAGE DAILY CENSUS	127,263	127,477	-0.2%	141,083	137,069	2.9%
DOMESTIC AIR SEATS (EST)	524,744	544,318	-3.6%	5,559,289	5,626,672	-1.2%
DOMESTIC LOAD FACTOR (EST)	96.9%	94.9%	1.9	94.0%	91.3%	2.7
ISLANDS VISITED						
O'ahu	201,965	203,438	-0.7%	2,162,591	2,153,890	0.4%
O'ahu only	142,583	142,907	-0.2%	1,525,634	1,518,012	0.5%
Kaua'i	74,957	72,938	2.8%	768,514	743,979	3.3%
Kaua'i only	41,830	39,944	4.7%	433,354	409,990	5.7%
Maui County	148,042	154,105	-3.9%	1,567,865	1,539,638	1.8%
Maui	145,310	150,880	-3.7%	1,536,795	1,508,362	1.9%
Maui only	95,456	101,195	-5.7%	1,023,755	1,002,321	2.1%
Moloka'i *	3,207	3,447	-7.0%	36,988	34,531	7.1%
Moloka'i only *	501	624	-19.7%	5,134	5,200	-1.3%
Lāna'i *	4,678	4,650	0.6%	52,530	48,141	9.1%
Lāna'i only *	742	825	-10.1%	8,960	8,740	2.5%
Big Island	77,501	79,756	-2.8%	851,012	822,650	3.4%
Kona side	67,194	69,613	-3.5%	739,549	708,295	4.4%
Hilo side	26,181	25,608	2.2%	288,391	289,518	-0.4%
Big Island only	41,994	44,039	-4.6%	470,461	442,068	6.4%
Any Neighbor Island	257,128	263,903	-2.6%	2,748,643	2,668,689	3.0%
NI only	197,746	203,372	-2.8%	2,111,686	2,032,812	3.9%
O'ahu & NI	59,382	60,530	-1.9%	636,957	635,878	0.2%
Any one island only	323,106	329,533	-2.0%	3,467,298	3,386,330	2.4%
Multiple Islands	76,605	77,277	-0.9%	806,979	800,371	0.8%
Avg. Islands Visited	1.27	1.27	0.3%	1.27	1.27	-0.3%
Average Length of Stay in Hawai'i	9.87	9.71	1.6%	10.03	9.95	0.8%
ACCOMMODATIONS						
Plan to stay in Hotel	227,528	228,609	-0.5%	2,399,489	2,334,191	2.8%
Hotel only	193,574	194,215	-0.3%	2,016,309	1,963,331	2.7%
Plan to stay in Condo	78,678	80,714	-2.5%	848,506	808,995	4.9%
Condo only	62,436	64,487	-3.2%	665,516	635,770	4.7%
Plan to stay in Timeshare	53,956	55,715	-3.2%	531,902	543,503	-2.1%
Timeshare only	42,398	44,197	-4.1%	411,848	422,904	-2.6%
Cruise Ship	8,742	9,057	-3.5%	91,076	100,326	-9.2%
Friends/Relatives	39,335	42,446	-7.3%	483,375	505,106	-4.3%
Bed & Breakfast	4,843	4,574	5.9%	48,519	44,872	8.1%
Other	6,403	6,278	2.0%	74,467	75,166	-0.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	318,827	321,821	-0.9%	3,489,618	3,416,830	2.1%
Honeymoon	27,296	28,948	-5.7%	203,416	206,403	-1.4%
Get Married	4,815	6,456	-25.4%	46,535	46,498	0.1%
Pleasure/Vacation	292,103	292,913	-0.3%	3,291,192	3,215,188	2.4%
Mtgs/Conventions/Incentive	33,257	31,995	3.9%	269,363	224,092	20.2%
Conventions	24,868	23,851	4.3%	167,228	138,646	20.6%
Corporate Meetings	5,789	4,950	16.9%	58,096	47,328	22.8%
Incentive	3,861	3,915	-1.4%	55,076	46,673	18.0%
Other Business	19,030	19,135	-0.5%	178,784	181,548	-1.5%
Visit Friends/Rel.	38,974	42,712	-8.8%	462,811	478,299	-3.2%
Govt/Military	6,178	7,544	-18.1%	72,998	81,966	-10.9%
Attend School	547	414	32.1%	12,548	12,212	2.8%
Sport Events	8,099	8,214	-1.4%	43,820	38,617	13.5%
TRAVEL STATUS						
% First Timers **	31.4	30.6	0.8	29.9	30.3	-0.4
% Repeaters **	68.6	69.4	-0.8	70.1	69.7	0.4
Average # of Trips	5.65	5.69	-0.7%	5.61	5.61	0.0%
Group Tour	15,796	14,877	6.2%	148,150	138,516	7.0%
Non-Group	383,915	391,933	-2.0%	4,126,127	4,048,185	1.9%
Package Trip	103,863	103,531	0.3%	1,104,540	1,097,673	0.6%
No Package	295,848	303,279	-2.5%	3,169,737	3,089,028	2.6%
Net True Independent	291,653	299,037	-2.5%	3,125,523	3,049,189	2.5%

** 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)					
	Month			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
UNITED STATES	346,881	358,451	-3.2%	3,789,272	3,748,025	1.1%
Pacific Region	181,215	192,654	-5.9%	1,967,074	1,951,021	0.8%
...California	122,338	130,691	-6.4%	1,364,186	1,379,632	-1.1%
...Oregon	16,140	18,223	-11.4%	167,019	161,252	3.6%
...Washington	35,784	38,577	-7.2%	376,100	359,146	4.7%
Mountain Region	47,829	49,066	-2.5%	469,275	457,290	2.6%
West North Central	12,604	12,551	0.4%	170,440	161,145	5.8%
West South Central	19,707	19,342	1.9%	244,389	244,613	-0.1%
...Texas	15,333	15,158	1.2%	194,595	194,173	0.2%
East North Central	25,449	24,386	4.4%	288,608	276,346	4.4%
East South Central	6,500	6,578	-1.2%	65,232	67,677	-3.6%
New England	7,748	7,347	5.5%	87,140	84,590	3.0%
Middle Atlantic	18,062	18,136	-0.4%	199,713	202,156	-1.2%
...New Jersey	4,529	4,936	-8.2%	51,754	54,606	-5.2%
...New York	8,149	8,088	0.8%	90,815	91,083	-0.3%
South Atlantic	27,261	27,812	-2.0%	291,310	296,721	-1.8%
CANADA	16,588	14,131	17.4%	164,397	127,667	28.8%
JAPAN	622	553	12.6%	6,034	6,677	-9.6%
EUROPE MMA	10,278	10,118	1.6%	88,280	84,956	3.9%
...France	906	747	21.3%	7,920	6,983	13.4%
...Germany	3,456	3,499	-1.2%	27,358	25,980	5.3%
...Italy	955	842	13.4%	9,135	9,468	-3.5%
...Switzerland	1,370	961	42.5%	10,129	7,700	31.5%
...United Kingdom	3,591	4,069	-11.8%	33,738	34,825	-3.1%
OTHER ASIA MMA	4,202	4,111	2.2%	34,132	31,769	7.4%
...People's Republic of China	3,433	3,213	6.8%	24,961	21,958	13.7%
...Taiwan	73	156	-53.2%	1,220	1,457	-16.3%
...Hong Kong	93	122	-23.7%	1,192	1,122	6.3%
...Korea	493	557	-11.5%	5,889	6,466	-8.9%
...Singapore	110	62	76.9%	870	766	13.5%
LATIN AMERICA MMA	1,967	1,749	12.5%	18,123	15,714	15.3%
...Argentina	289	272	6.1%	3,599	2,711	32.7%
...Brazil	1,058	835	26.6%	8,194	7,510	9.1%
...Mexico	620	641	-3.3%	6,330	5,493	15.2%
OCEANIA MMA	5,654	4,443	27.2%	39,597	33,118	19.6%
...Australia	5,262	4,027	30.7%	36,022	29,597	21.7%
...New Zealand	392	416	-5.8%	3,575	3,520	1.6%
OTHER MMA	14,025	13,834	1.4%	140,532	145,240	-3.2%
...Ireland	189	161	17.6%	1,557	1,779	-12.5%
...Indonesia	49	20	142.1%	596	351	69.9%
...Malaysia	28	36	-22.7%	291	226	29.0%
...Philippines	252	307	-18.0%	2,723	3,070	-11.3%
...Thailand	37	64	-42.3%	421	475	-11.3%
...Other	13,470	13,245	1.7%	134,944	139,340	-3.2%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,224,430	1,128,086	8.5%	13,386,167	12,481,062	7.3%
INTERNATIONAL VISITORS	166,137	157,643	5.4%	1,666,421	1,618,330	3.0%
INTERNATIONAL AVERAGE DAILY CENSUS	39,498	36,390	8.5%	44,033	41,056	7.3%
INTERNATIONAL AIR SEATS (EST)	220,037	201,542	9.2%	2,262,771	2,122,676	6.6%
INTERNATIONAL LOAD FACTOR (EST)	83.5%	86.8%	-3.2	81.7%	84.8%	-3.2
ISLANDS VISITED						
O'ahu	154,423	145,484	6.1%	1,482,761	1,442,418	2.8%
O'ahu only	121,789	113,776	7.0%	1,155,832	1,140,527	1.3%
Kaua'i	7,104	6,394	11.1%	81,988	68,071	20.4%
Kaua'i only	461	576	-19.9%	12,562	13,498	-6.9%
Maui County	23,535	20,749	13.4%	276,814	236,701	16.9%
Maui	22,542	20,395	10.5%	271,555	232,966	16.6%
Maui only	7,070	6,256	13.0%	106,180	96,808	9.7%
Moloka'i *	996	970	2.7%	10,121	7,220	40.2%
Moloka'i only *	208	101	105.5%	711	266	167.2%
Lāna'i *	1,190	690	72.5%	12,341	8,902	38.6%
Lāna'i only *	9	12	-23.5%	497	282	76.2%
Big Island	21,359	25,573	-16.5%	246,465	253,189	-2.7%
Kona side	15,428	18,203	-15.2%	181,571	184,313	-1.5%
Hilo side	10,048	12,140	-17.2%	118,623	112,060	5.9%
Big Island only	2,939	4,147	-29.1%	49,903	54,058	-7.7%
Any Neighbor Island	44,348	43,867	1.1%	510,589	477,803	6.9%
NI only	11,714	12,159	-3.7%	183,660	175,912	4.4%
O'ahu & NI	32,634	31,708	2.9%	326,929	301,891	8.3%
Any one island only	132,476	124,867	6.1%	1,325,685	1,305,440	1.6%
Multiple Islands	33,661	32,776	2.7%	340,736	312,890	8.9%
Avg. Islands Visited	1.25	1.27	-1.3%	1.26	1.24	1.6%
Average Length of Stay in Hawai'i	7.37	7.16	3.0%	8.03	7.71	4.2%
ACCOMMODATIONS						
Plan to stay in Hotel	141,197	133,112	6.1%	1,330,468	1,311,826	1.4%
Hotel only	134,509	126,237	6.6%	1,243,867	1,237,977	0.5%
Plan to stay in Condo	16,566	15,600	6.2%	229,829	201,462	14.1%
Condo only	12,432	12,026	3.4%	179,790	158,140	13.7%
Plan to stay in Timeshare	5,004	5,299	-5.6%	65,278	64,828	0.7%
Timeshare only	3,494	3,804	-8.2%	46,371	45,621	1.6%
Cruise Ship	1,549	1,181	31.2%	17,970	10,409	72.6%
Friends/Relatives	6,573	5,423	21.2%	66,477	62,835	5.8%
Bed & Breakfast	499	1,230	-59.4%	9,507	8,458	12.4%
Other	884	932	-5.1%	15,027	19,730	-23.8%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	132,904	127,545	4.2%	1,390,072	1,367,975	1.6%
Honeymoon	32,380	29,679	9.1%	214,389	212,304	1.0%
Get Married	8,079	5,517	46.4%	53,164	52,608	1.1%
Pleasure/Vacation	99,603	97,227	2.4%	1,168,416	1,147,133	1.9%
Mtgs/Conventions/Incentive	10,860	9,975	8.9%	95,773	74,377	28.8%
Conventions	6,560	3,300	98.8%	49,483	35,279	40.3%
Corporate Meetings	1,551	2,153	-28.0%	14,737	13,250	11.2%
Incentive	2,900	4,922	-41.1%	33,765	28,005	20.6%
Other Business	1,965	2,071	-5.1%	22,066	18,660	18.3%
Visit Friends/Rel.	5,445	4,413	23.4%	59,467	57,795	2.9%
Govt/Military	1,045	1,958	-46.6%	19,983	25,385	-21.3%
Attend School	200	350	-42.9%	4,697	6,973	-32.6%
Sport Events	1,598	2,073	-22.9%	21,059	22,647	-7.0%
TRAVEL STATUS						
% First Timers **	51.0	51.6	-0.6	45.7	44.2	1.5
% Repeaters **	49.0	48.4	0.6	54.3	55.8	-1.5
Average # of Trips	3.02	3.07	-1.7%	3.55	3.64	-2.4%
Group Tour	42,324	39,439	7.3%	363,866	405,576	-10.3%
Non-Group	123,813	118,204	4.7%	1,302,555	1,212,754	7.4%
Package Trip	115,878	104,464	10.9%	978,666	993,792	-1.5%
No Package	50,259	53,179	-5.5%	687,755	624,538	10.1%
Net True Independent	45,502	48,790	-6.7%	636,493	576,666	10.4%

** 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)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,252,684	2,297,985	-2.0%	23,706,944	23,416,820	1.2%
TOTAL VISITORS	233,214	245,856	-5.1%	2,487,419	2,464,114	0.9%
Domestic	229,044	241,720	-5.2%	2,436,349	2,408,311	1.2%
International	4,170	4,136	0.8%	51,070	55,803	-8.5%
AVERAGE DAILY CENSUS	72,667	74,129	-2.0%	77,983	77,029	1.2%
ISLANDS VISITED						
O'ahu	100,335	108,356	-7.4%	1,094,878	1,121,332	-2.4%
O'ahu only	77,593	82,557	-6.0%	851,216	869,412	-2.1%
Kaua'i	42,568	42,710	-0.3%	432,430	413,101	4.7%
Kaua'i only	30,265	28,198	7.3%	302,770	283,067	7.0%
Maui County	85,623	92,361	-7.3%	892,023	884,995	0.8%
Maui	83,949	90,384	-7.1%	874,157	866,970	0.8%
Maui only	65,685	70,675	-7.1%	688,796	677,391	1.7%
Moloka'i *	1,632	1,883	-13.3%	18,388	17,099	7.5%
Moloka'i only *	333	437	-23.9%	3,487	3,422	1.9%
Lāna'i *	2,302	2,332	-1.3%	25,507	23,357	9.2%
Lāna'i only *	506	541	-6.5%	5,511	5,572	-1.1%
Big Island	40,763	43,827	-7.0%	452,269	437,372	3.4%
Kona side	36,052	38,894	-7.3%	401,585	384,477	4.4%
Hilo side	11,090	12,205	-9.1%	127,803	126,867	0.7%
Big Island only	27,833	29,292	-5.0%	312,349	295,481	5.7%
Any Neighbor Island	155,621	163,299	-4.7%	1,636,203	1,594,702	2.6%
NI only	132,879	137,500	-3.4%	1,392,541	1,342,782	3.7%
O'ahu & NI	22,742	25,799	-11.8%	243,662	251,920	-3.3%
Any one island only	202,215	211,701	-4.5%	2,164,129	2,134,345	1.4%
Multiple Islands	30,999	34,155	-9.2%	323,290	329,769	-2.0%
Avg. Islands Visited	1.16	1.18	-1.1%	1.16	1.17	-0.3%
Average Length of Stay in Hawai'i	9.66	9.35	3.3%	9.53	9.50	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	115,307	122,379	-5.8%	1,248,518	1,239,275	0.7%
Hotel only	98,613	104,601	-5.7%	1,063,356	1,057,135	0.6%
Plan to stay in Condo	54,484	56,599	-3.7%	570,725	549,269	3.9%
Condo only	44,380	46,671	-4.9%	465,952	448,642	3.9%
Plan to stay in Timeshare	37,351	38,957	-4.1%	351,537	358,658	-2.0%
Timeshare only	30,069	31,694	-5.1%	279,921	286,831	-2.4%
Cruise Ship	2,027	2,637	-23.1%	22,476	24,846	-9.5%
Friends/Relatives	26,251	27,827	-5.7%	298,610	314,164	-5.0%
Bed & Breakfast	2,074	2,021	2.6%	21,206	20,165	5.2%
Other	3,894	4,012	-2.9%	44,848	44,961	-0.3%

* 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)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	189,182	196,462	-3.7%	2,053,984	2,030,008	1.2%
Honeymoon	10,838	12,258	-11.6%	88,184	89,058	-1.0%
Get Married	2,792	3,675	-24.0%	27,511	26,211	5.0%
Pleasure/Vacation	178,455	183,955	-3.0%	1,964,924	1,941,670	1.2%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	13,408	16,220	-17.3%	113,488	100,113	13.4%
Conventions	9,187	12,236	-24.9%	67,910	62,720	8.3%
Corporate Meetings	3,206	2,949	8.7%	29,252	23,795	22.9%
Incentive	1,422	1,376	3.4%	20,450	16,971	20.5%
Other Business						
Other Business	12,527	12,503	0.2%	114,484	115,508	-0.9%
Visit Friends/Rel.	24,784	27,723	-10.6%	276,564	292,047	-5.3%
Govt/Military	2,287	3,057	-25.2%	32,351	34,402	-6.0%
Attend School	230	176	30.4%	6,500	6,782	-4.2%
Sport Events	3,586	3,840	-6.6%	24,855	24,162	2.9%
TRAVEL STATUS						
% First Timers **	18.8	19.2	-0.4	18.9	19.5	-0.6
% Repeaters **	81.2	80.8	0.4	81.1	80.5	0.6
Average # of Trips	7.11	6.95	2.3%	6.86	6.83	0.4%
Group Tour						
Group Tour	4,540	4,761	-4.6%	47,721	47,461	0.5%
Non-Group	228,674	241,095	-5.2%	2,439,698	2,416,653	1.0%
Package Trip						
Package Trip	50,063	52,402	-4.5%	564,208	569,320	-0.9%
No Package	183,151	193,454	-5.3%	1,923,211	1,894,794	1.5%
Net True Independent	181,661	191,617	-5.2%	1,905,793	1,878,802	1.4%

** 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)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,179,800	1,193,669	-1.2%	14,464,096	14,302,483	1.1%
TOTAL VISITORS	120,545	119,367	1.0%	1,388,253	1,376,910	0.8%
Domestic	117,331	116,151	1.0%	1,346,833	1,333,248	1.0%
International	3,214	3,216	-0.1%	41,420	43,662	-5.1%
AVERAGE DAILY CENSUS	38,058	38,505	-1.2%	47,579	47,048	1.1%
ISLANDS VISITED						
O'ahu	73,408	71,002	3.4%	821,945	826,886	-0.6%
O'ahu only	46,194	43,656	5.8%	509,517	514,614	-1.0%
Kaua'i	24,419	24,725	-1.2%	273,556	271,970	0.6%
Kaua'i only	8,854	9,336	-5.2%	105,244	104,262	0.9%
Maui County	45,121	45,644	-1.1%	529,752	523,271	1.2%
Maui	44,303	44,780	-1.1%	519,134	512,440	1.3%
Maui only	20,809	21,405	-2.8%	260,302	255,695	1.8%
Moloka'i *	1,096	1,018	7.7%	13,596	13,104	3.8%
Moloka'i only *	109	115	-5.0%	1,240	1,305	-5.0%
Lāna'i *	1,923	1,929	-0.3%	22,623	21,251	6.5%
Lāna'i only *	195	222	-12.1%	3,062	2,703	13.3%
Big Island	26,471	26,734	-1.0%	311,058	305,800	1.7%
Kona side	22,222	22,820	-2.6%	263,663	256,884	2.6%
Hilo side	11,248	10,796	4.2%	129,221	132,651	-2.6%
Big Island only	10,257	10,770	-4.8%	122,034	114,420	6.7%
Any Neighbor Island	74,351	75,711	-1.8%	878,736	862,296	1.9%
NI only	47,137	48,365	-2.5%	566,308	550,024	3.0%
O'ahu & NI	27,214	27,346	-0.5%	312,428	312,271	0.1%
Any one island only	86,418	85,504	1.1%	1,001,399	993,000	0.8%
Multiple Islands	34,127	33,864	0.8%	386,854	383,910	0.8%
Avg. Islands Visited	1.42	1.43	-0.1%	1.41	1.42	-0.3%
Average Length of Stay in Hawai'i	9.79	10.00	-2.1%	10.42	10.39	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	80,929	78,035	3.7%	881,222	860,492	2.4%
Hotel only	68,292	65,055	5.0%	720,252	704,870	2.2%
Plan to stay in Condo	16,220	16,277	-0.3%	206,966	200,646	3.1%
Condo only	11,607	11,639	-0.3%	144,135	141,312	2.0%
Plan to stay in Timeshare	13,140	14,044	-6.4%	154,869	161,250	-4.0%
Timeshare only	9,692	10,372	-6.6%	112,376	116,908	-3.9%
Cruise Ship	5,424	5,555	-2.4%	57,182	63,687	-10.2%
Friends/Relatives	11,287	12,090	-6.6%	160,263	166,688	-3.9%
Bed & Breakfast	1,507	1,350	11.7%	17,479	16,234	7.7%
Other	1,864	1,976	-5.7%	27,534	28,691	-4.0%

* 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)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	88,721	88,557	0.2%	1,077,622	1,073,750	0.4%
Honeymoon	12,114	12,613	-4.0%	87,043	89,367	-2.6%
Get Married	1,456	2,113	-31.1%	17,252	16,967	1.7%
Pleasure/Vacation	76,857	76,161	0.9%	993,196	987,532	0.6%
Mtgs/Conventions/Incentive	16,152	13,105	23.2%	126,751	105,027	20.7%
Conventions	12,790	9,699	31.9%	79,555	63,706	24.9%
Corporate Meetings	2,183	1,751	24.7%	24,020	20,511	17.1%
Incentive	1,957	1,966	-0.5%	28,821	25,291	14.0%
Other Business	5,816	5,847	-0.5%	57,598	59,782	-3.7%
Visit Friends/Rel.	11,781	12,671	-7.0%	159,573	163,174	-2.2%
Govt/Military	3,635	4,980	-27.0%	44,688	53,756	-16.9%
Attend School	147	103	42.2%	3,678	4,673	-21.3%
Sport Events	2,827	2,520	12.2%	13,862	9,143	51.6%
TRAVEL STATUS						
% First Timers **	45.0	44.4	0.6	42.3	43.0	-0.7
% Repeaters **	55.0	55.6	-0.6	57.7	57.0	0.7
Average # of Trips	3.84	3.89	-1.1%	4.01	3.99	0.6%
Group Tour	7,085	5,293	33.8%	67,517	61,734	9.4%
Non-Group	113,460	114,074	-0.5%	1,320,736	1,315,176	0.4%
Package Trip	35,746	33,194	7.7%	378,365	381,908	-0.9%
No Package	84,799	86,173	-1.6%	1,009,888	995,002	1.5%
Net True Independent	82,830	84,602	-2.1%	991,107	978,186	1.3%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	597,831	573,142	4.3%	5,865,343	6,094,833	-3.8%
TOTAL VISITORS	103,735	103,153	0.6%	971,715	1,036,987	-6.3%
Domestic	622	553	12.5%	6,034	6,678	-9.6%
International	103,113	102,600	0.5%	965,681	1,030,309	-6.3%
AVERAGE DAILY CENSUS	19,285	18,488	4.3%	19,294	20,049	-3.8%
ISLANDS VISITED						
O'ahu	100,682	99,024	1.7%	933,040	989,510	-5.7%
O'ahu only	85,243	83,198	2.5%	788,176	824,691	-4.4%
Kaua'i	2,221	1,502	47.9%	18,369	17,220	6.7%
Kaua'i only	244	249	-1.9%	2,490	1,804	38.0%
Maui County	5,061	4,625	9.4%	50,898	51,946	-2.0%
Maui	4,788	4,478	6.9%	49,426	51,022	-3.1%
Maui only	781	896	-12.8%	9,253	9,609	-3.7%
Moloka'i *	229	88	160.0%	1,408	888	58.6%
Moloka'i only *	24	0	NA	56	2	2320.4%
Lāna'i *	204	83	146.3%	1,923	1,130	70.1%
Lāna'i only *	0	1	-100.0%	202	97	108.5%
Big Island	12,773	15,609	-18.2%	130,112	160,441	-18.9%
Kona side	8,889	10,352	-14.1%	88,069	111,975	-21.3%
Hilo side	5,009	6,461	-22.5%	55,711	60,769	-8.3%
Big Island only	1,867	2,706	-31.0%	24,407	34,020	-28.3%
Any Neighbor Island	18,492	19,955	-7.3%	183,539	212,295	-13.5%
NI only	3,053	4,129	-26.1%	38,675	47,477	-18.5%
O'ahu & NI	15,439	15,826	-2.4%	144,864	164,819	-12.1%
Any one island only	88,159	87,049	1.3%	824,584	870,224	-5.2%
Multiple Islands	15,576	16,104	-3.3%	147,131	166,763	-11.8%
Avg. Islands Visited	1.17	1.17	-0.5%	1.17	1.18	-0.8%
Average Length of Stay in Hawai'i	5.76	5.56	3.7%	6.04	5.88	2.7%
ACCOMMODATIONS						
Plan to stay in Hotel	92,873	91,717	1.3%	839,609	906,348	-7.4%
Hotel only	91,266	90,095	1.3%	818,990	886,706	-7.6%
Plan to stay in Condo	8,505	9,051	-6.0%	105,775	101,350	4.4%
Condo only	6,622	7,710	-14.1%	86,795	83,775	3.6%
Plan to stay in Timeshare	3,032	2,946	2.9%	35,832	34,371	4.3%
Timeshare only	2,522	2,360	6.9%	27,550	27,108	1.6%
Cruise Ship	115	23	392.0%	534	727	-26.6%
Friends/Relatives	1,042	1,114	-6.5%	13,165	13,531	-2.7%
Bed & Breakfast	70	61	15.4%	1,235	1,509	-18.2%
Other	66	26	158.7%	530	1,501	-64.7%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	86,615	87,081	-0.5%	843,128	911,785	-7.5%
Honeymoon	24,205	21,926	10.4%	158,083	165,939	-4.7%
Get Married	7,771	5,062	53.5%	46,233	45,941	0.6%
Pleasure/Vacation	61,544	64,535	-4.6%	679,124	738,301	-8.0%
Mtgs/Conventions/Incentive						
Conventions	3,308	3,430	-3.6%	37,112	32,207	15.2%
Corporate Meetings	203	206	-1.5%	7,823	8,578	-8.8%
Incentive	984	564	74.6%	4,953	7,736	-36.0%
	2,257	2,661	-15.2%	25,613	16,575	54.5%
Other Business						
Visit Friends/Rel.	469	531	-11.7%	6,028	5,146	17.1%
Govt/Military	1,689	1,682	0.4%	18,653	18,319	1.8%
Attend School	22	91	-75.7%	521	791	-34.1%
Sport Events	135	106	27.0%	1,934	2,277	-15.1%
	966	1,187	-18.6%	17,562	18,951	-7.3%
TRAVEL STATUS						
% First Timers **	45.0	48.5	-3.5	40.7	41.0	-0.4
% Repeaters **	55.0	51.5	3.5	59.3	59.0	0.4
Average # of Trips	3.21	3.27	-2.1%	3.93	3.86	1.7%
Group Tour						
Group Tour	25,778	30,769	-16.2%	268,918	337,985	-20.4%
Non-Group	77,957	72,384	7.7%	702,797	699,002	0.5%
Package Trip						
Package Trip	79,871	79,918	-0.1%	703,773	775,280	-9.2%
No Package	23,864	23,235	2.7%	267,942	261,707	2.4%
Net True Independent						
Net True Independent	20,090	19,761	1.7%	230,321	223,676	3.0%

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	363,002	331,844	9.4%	4,650,317	3,912,923	18.8%
TOTAL VISITORS	29,565	26,844	10.1%	372,114	309,697	20.2%
Domestic	16,588	14,131	17.4%	164,397	127,667	28.8%
International	12,977	12,713	2.1%	207,717	182,030	14.1%
AVERAGE DAILY CENSUS	11,710	10,705	9.4%	15,297	12,872	18.8%
ISLANDS VISITED						
O'ahu	15,049	12,925	16.4%	187,648	152,823	22.8%
O'ahu only	9,889	7,690	28.6%	122,418	98,809	23.9%
Kaua'i	4,165	3,798	9.7%	51,033	42,181	21.0%
Kaua'i only	1,402	1,334	5.1%	18,976	15,987	18.7%
Maui County	14,384	14,011	2.7%	176,057	150,236	17.2%
Maui	14,300	13,855	3.2%	174,534	148,943	17.2%
Maui only	9,664	9,490	1.8%	119,013	102,754	15.8%
Moloka'i *	294	283	4.0%	3,350	2,544	31.7%
Moloka'i only *	30	40	-25.4%	309	278	11.0%
Lāna'i *	302	267	13.0%	3,919	3,421	14.6%
Lāna'i only *	21	41	-49.2%	165	195	-15.4%
Big Island	5,296	5,203	1.8%	70,416	57,171	23.2%
Kona side	4,805	4,656	3.2%	63,219	51,284	23.3%
Hilo side	2,117	2,152	-1.6%	27,130	22,513	20.5%
Big Island only	2,071	1,955	5.9%	30,797	25,179	22.3%
Any Neighbor Island	19,676	19,154	2.7%	249,696	210,888	18.4%
NI only	14,516	13,919	4.3%	184,466	156,873	17.6%
O'ahu & NI	5,160	5,235	-1.4%	65,230	54,014	20.8%
Any one island only	23,077	20,550	12.3%	291,678	243,203	19.9%
Multiple Islands	6,488	6,294	3.1%	80,436	66,493	21.0%
Avg. Islands Visited	1.33	1.35	-1.5%	1.32	1.31	0.4%
Average Length of Stay in Hawai'i	12.28	12.36	-0.7%	12.50	12.63	-1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	15,713	14,413	9.0%	195,110	163,585	19.3%
Hotel only	12,039	11,038	9.1%	151,406	127,996	18.3%
Plan to stay in Condo	9,999	9,391	6.5%	133,476	108,876	22.6%
Condo only	7,906	7,359	7.4%	106,421	86,393	23.2%
Plan to stay in Timeshare	3,432	2,721	26.1%	35,639	32,278	10.4%
Timeshare only	2,241	1,974	13.5%	24,919	22,285	11.8%
Cruise Ship	866	924	-6.3%	10,176	8,046	26.5%
Friends/Relatives	1,331	1,170	13.8%	16,212	14,767	9.8%
Bed & Breakfast	346	459	-24.5%	5,363	4,168	28.7%
Other	259	216	19.8%	3,571	3,330	7.2%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	26,689	24,146	10.5%	343,346	286,230	20.0%
Honeymoon	1,560	1,786	-12.6%	12,767	11,336	12.6%
Get Married	291	405	-28.2%	2,704	3,218	-16.0%
Pleasure/Vacation	25,133	22,259	12.9%	330,920	274,209	20.7%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	1,576	1,517	3.9%	18,238	12,418	46.9%
Conventions	1,324	1,288	2.8%	13,628	8,949	52.3%
Corporate Meetings	132	104	27.5%	2,291	1,612	42.2%
Incentive	160	149	7.7%	3,014	2,424	24.3%
Other Business						
Other Business	248	306	-19.1%	2,807	2,508	11.9%
Visit Friends/Rel.	1,137	765	48.6%	14,215	11,776	20.7%
Govt/Military	61	40	52.5%	531	717	-25.9%
Attend School	20	11	80.0%	411	363	13.1%
Sport Events	650	623	4.3%	2,538	2,505	1.3%
TRAVEL STATUS						
% First Timers **	41.1	40.5	0.6	38.5	37.9	0.6
% Repeaters **	58.9	59.5	-0.6	61.5	62.1	-0.6
Average # of Trips	3.92	3.95	-0.9%	3.86	3.88	-0.5%
Group Tour						
Group Tour	5,408	482	1023.0%	14,303	7,351	94.6%
Non-Group	24,157	26,362	-8.4%	357,811	302,346	18.3%
Package Trip						
Package Trip	11,280	7,325	54.0%	105,254	91,124	15.5%
No Package	18,285	19,519	-6.3%	266,860	218,573	22.1%
Net True Independent						
Net True Independent	18,147	19,381	-6.4%	264,463	216,460	22.2%

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS						
	OCTOBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	231,616	193,827	19.5%	1,755,714	1,745,241	0.6%
TOTAL VISITORS	32,778	20,257	61.8%	192,539	178,784	7.7%
ARRIVED BY SHIP	21,863	10,065	117.2%	93,406	74,991	24.6%
ARRIVED BY AIR	10,915	10,192	7.1%	99,133	103,793	-4.5%
NUMBER OF SHIP ARRIVALS	10	5	100.0%	53	44	20.5%
ISLANDS VISITED						
O'ahu	32,778	20,257	61.8%	192,384	177,288	8.5%
Kaua'i	29,541	18,548	59.3%	175,724	161,116	9.1%
Maui County	32,778	20,257	61.8%	185,105	174,460	6.1%
Maui	32,778	20,257	61.8%	185,105	174,460	6.1%
Moloka'i	519	258	101.3%	2,247	2,076	8.3%
Lāna'i	834	398	109.6%	3,543	3,415	3.8%
Hawai'i Island	32,778	18,564	76.6%	184,095	170,235	8.1%
Average Islands Visited	3.9	3.9	2.0%	3.9	4.0	-3.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	0.76	2.98	-74.6%	2.32	2.72	-14.7%
Days in Hawai'i during Cruise	5.08	5.38	-5.5%	5.51	5.75	-4.2%
Days in Hawai'i after Cruise	1.23	1.21	1.6%	1.29	1.29	0.0%
Total days in Hawai'i	7.07	9.57	-26.1%	9.12	9.76	-6.6%
ACCOMMODATIONS						
Hotel	12,418	10,331	20.2%	97,238	97,956	-0.7%
Hotel only	10,514	8,992	16.9%	86,023	88,255	-2.5%
Condo	1,414	820	72.5%	8,288	7,801	6.2%
Condo only	421	185	127.7%	2,775	2,506	10.7%
Timeshare	1,094	589	85.7%	6,590	5,745	14.7%
Timeshare Only	363	261	39.0%	2,355	2,452	-4.0%
Bed & Breakfast	173	42	311.1%	899	774	16.2%
Bed & Breakfast only	27	4	576.9%	216	180	20.2%
Friends & relatives	827	347	138.3%	4,346	3,646	19.2%
Other accommodation	529	499	6.0%	3,077	3,085	-0.3%
Accommodation (NET)	13,865	11,137	24.5%	106,697	107,077	-0.4%
Cruise only	18,914	9,120	107.4%	85,842	71,707	19.7%
TRAVEL STATUS						
% First timers	39.2	35.7	3.47	42.8	42.6	0.16
% Repeat visitors	60.8	64.3	-3.47	57.2	57.4	-0.16

Source: Hawai'i Tourism Authority

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

October	STATEWIDE			HONOLULU			KAHALUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
Total Seats	744,800	745,860	-0.1%	529,328	524,662	0.9%	123,873	134,481	-7.9%	43,301	51,355	-15.7%	5,652	0	NA	42,646	35,362	20.6%
Scheduled Seats	736,736	734,867	0.3%	521,264	513,669	1.5%	123,873	134,481	-7.9%	43,301	51,355	-15.7%	5,652	0	NA	42,646	35,362	20.6%
Charter seats	8,064	10,993	-26.6%	8,064	10,993	-26.6%												
Domestic Seats	524,744	544,318	-3.6%	315,850	335,577	-5.9%	117,295	128,114	-8.4%	43,301	45,265	-4.3%	5,652	0	NA	42,646	35,362	20.6%
Scheduled Seats	518,672	538,246	-3.6%	309,778	329,505	-6.0%	117,295	128,114	-8.4%	43,301	45,265	-4.3%	5,652	0	NA	42,646	35,362	20.6%
Charter seats	6,072	6,072	0.0%	6,072	6,072	0.0%												
US West	461,956	469,940	-1.7%	261,302	269,814	-3.2%	109,055	119,499	-8.7%	43,301	45,265	-4.3%	5,652	0	NA	42,646	35,362	20.6%
...Anchorage	4,867	2,355	106.7%	4,867	2,355	106.7%												
...Bellingham	4,867	0	NA	4,867	0	NA												
...Denver	11,081	11,824	-6.3%	7,731	8,474	-8.8%	1,220	1,220	0.0%	1,220	1,220	0.0%				910	910	0.0%
...Las Vegas	20,586	21,633	-4.8%	20,586	19,365	6.3%	0	2,268	-100.0%									
...Los Angeles	169,850	169,430	0.2%	86,170	88,935	-3.1%	39,340	44,315	-11.2%	18,053	18,127	-0.4%	4,867	0	NA	21,420	18,053	18.7%
...Oakland	17,546	12,931	35.7%	7,812	8,064	-3.1%	4,867	2,826	72.2%	2,041	2,041	0.0%				2,826	0	NA
...Orange County	1,240	0	NA	620	0	NA	620	0	NA									
...Phoenix	36,312	40,112	-9.5%	18,832	18,072	4.2%	6,840	10,260	-33.3%	5,700	5,890	-3.2%				4,940	5,890	-16.1%
...Portland	25,358	25,358	0.0%	12,679	12,679	0.0%	12,679	12,679	0.0%									
...Sacramento	12,679	12,679	0.0%	7,812	7,812	0.0%	4,867	4,867	0.0%									
...Salt Lake City	8,122	6,696	21.3%	8,122	6,696	21.3%												
...San Diego	12,679	12,679	0.0%	7,812	7,812	0.0%	4,867	4,867	0.0%									
...San Francisco	72,320	85,762	-15.7%	41,090	53,216	-22.8%	16,209	16,610	-2.4%	8,594	10,294	-16.5%	785	0	NA	5,642	5,642	0.0%
...San Jose	17,546	12,679	38.4%	7,812	7,812	0.0%	4,867	2,041	138.5%	2,826	2,826	0.0%				2,041	0	NA
...Seattle	46,903	55,802	-15.9%	24,490	28,522	-14.1%	12,679	17,546	-27.7%	4,867	4,867	0.0%				4,867	4,867	0.0%
US East	56,716	68,306	-17.0%	48,476	59,691	-18.8%	8,240	8,615	-4.4%									
...Atlanta	9,238	9,238	0.0%	9,238	9,238	0.0%												
...Chicago	13,383	16,083	-16.8%	12,118	14,443	-16.1%	1,265	1,640	-22.9%									
...Dallas	20,925	20,925	0.0%	13,950	13,950	0.0%	6,975	6,975	0.0%									
...Detroit	0	3,576	-100.0%	0	3,576	-100.0%												
...Houston	6,635	6,610	0.4%	6,635	6,610	0.4%												
...Minneapolis	0	5,364	-100.0%	0	5,364	-100.0%												
...Newark	6,535	6,510	0.4%	6,535	6,510	0.4%												

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

Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

October	STATEWIDE			HONOLULU			KAHALUI			KONA			Hilo			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
International Seats	220,056	201,542	9.2%	213,478	189,085	12.9%	6,578	6,367	3.3%	0	6,090	-100.0%	0	0	NA	0	0	NA
Scheduled Seats	218,064	196,621	10.9%	211,486	184,164	14.8%	6,578	6,367	3.3%	0	6,090	-100.0%	0	0	NA	0	0	NA
Charter Seats	1,992	4,921	-59.5%	1,992	4,921	-59.5%												
Japan	135,752	127,546	6.4%	135,752	121,456	11.8%				0	6,090	-100.0%						
...Nagoya	12,386	6,510	90.3%	12,386	6,510	90.3%												
...Osaka	23,560	22,048	6.9%	23,560	22,048	6.9%												
...Tokyo-HND	24,707	424	5727.1%	24,707	424	5727.1%												
...Tokyo-NRT	75,099	98,564	-23.8%	75,099	92,474	-18.8%				0	6,090	-100.0%						
Canada	15,688	15,688	0.0%	9,110	9,321	-2.3%	6,578	6,367	3.3%									
...Calgary	0	211	-100.0%	0	211	-100.0%												
...Vancouver	15,688	15,477	1.4%	9,110	9,110	0.0%	6,578	6,367	3.3%									
Other Asia	26,225	13,177	99.0%	26,225	13,177	99.0%												
...Seoul	25,077	13,177	90.3%	25,077	13,177	90.3%												
...Taipei	0	0	NA	0	0	NA												
...Shanghai	1,148	0	NA	1,148	0	NA												
Oceania	18,229	16,581	9.9%	18,229	16,581	9.9%												
...Auckland	3,042	2,270	34.0%	3,042	2,270	34.0%												
...Sydney	15,187	14,311	6.1%	15,187	14,311	6.1%												
Other	22,170	23,629	-6.2%	22,170	23,629	-6.2%												
...Apia	648	810	-20.0%	648	810	-20.0%												
...Christmas	522	544	-4.0%	522	544	-4.0%												
...Guam	6,653	6,610	0.7%	6,653	6,610	0.7%												
...Majuro	2,041	2,826	-27.8%	2,041	2,826	-27.8%												
...Manila	7,968	7,716	3.3%	7,968	7,716	3.3%												
...Nadi	810	1,595	-49.2%	810	1,595	-49.2%												
...Pago Pago	2,268	2,268	0.0%	2,268	2,268	0.0%												
...Papeete	1,260	1,260	0.0%	1,260	1,260	0.0%												

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

Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

Year-to-Date	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
Total Seats	7,822,079	7,749,348	0.9%	5,464,227	5,410,981	1.0%	1,408,058	1,388,338	1.4%	490,842	567,614	-13.5%	26,062	0	NA	432,890	382,415	13.2%
Scheduled Seats	7,731,169	7,657,584	1.0%	5,373,317	5,319,217	1.0%	1,408,058	1,388,338	1.4%	490,842	567,614	-13.5%	26,062	0	NA	432,890	382,415	13.2%
Charter seats	90,910	91,764	-0.9%	90,910	91,764	-0.9%												
Domestic Seats	5,559,289	5,626,672	-1.2%	3,334,138	3,462,544	-3.7%	1,289,515	1,292,770	-0.3%	481,864	494,753	-2.6%	26,062	0	NA	427,710	376,605	13.6%
Scheduled Seats	5,500,501	5,565,676	-1.2%	3,275,350	3,401,548	-3.7%	1,289,515	1,292,770	-0.3%	481,864	494,753	-2.6%	26,062	0	NA	427,710	376,605	13.6%
Charter seats	58,788	60,996	-3.6%	58,788	60,996	-3.6%												
US West	4,886,047	4,779,510	2.2%	2,749,358	2,729,030	0.7%	1,201,053	1,179,122	1.9%	481,864	494,753	-2.6%	26,062	0	NA	427,710	376,605	13.6%
...Anchorage	49,311	37,680	30.9%	43,391	31,400	38.2%	5,920	6,280	-5.7%									
...Bellingham	45,481	0	NA	45,481	0	NA												
...Denver	136,138	126,072	8.0%	77,850	81,956	-5.0%	38,674	23,784	62.6%	12,017	12,552	-4.3%				7,597	7,780	-2.4%
...Las Vegas	213,240	195,873	8.9%	195,852	193,605	1.2%	17,388	2,268	NA									
...Los Angeles	1,770,739	1,802,951	-1.8%	917,461	930,011	-1.3%	419,531	444,980	-5.7%	193,569	217,836	-11.1%	22,765	0	NA	217,413	210,124	3.5%
...Oakland	170,461	148,780	14.6%	77,112	77,364	-0.3%	54,232	51,006	6.3%	19,825	20,410	-2.9%				19,292	0	NA
...Orange County	38,640	42,160	-8.3%	22,616	23,560	-4.0%	16,024	18,600	-13.8%									
...Phoenix	396,188	384,978	2.9%	198,018	175,550	12.8%	90,060	96,662	-6.8%	55,670	57,369	-3.0%				52,440	55,397	-5.3%
...Portland	254,390	248,907	2.2%	122,977	124,571	-1.3%	122,977	124,336	-1.1%	8,436	0	NA						
...Sacramento	122,977	111,148	10.6%	76,608	76,608	0.0%	46,369	34,540	34.2%									
...Salt Lake City	72,702	76,593	-5.1%	72,702	65,664	10.7%	0	10,929	-100.0%									
...San Diego	122,977	107,029	14.9%	76,608	85,026	-9.9%	46,369	22,003	110.7%									
...San Francisco	850,843	869,627	-2.2%	494,772	516,187	-4.1%	169,602	180,044	-5.8%	113,218	117,820	-3.9%	3,297	0	NA	69,954	55,576	25.9%
...San Jose	150,819	106,951	41.0%	76,608	70,056	9.4%	33,170	15,857	109.2%	26,544	21,038	26.2%				14,497	0	NA
...Seattle	491,141	520,761	-5.7%	251,302	277,472	-9.4%	140,737	147,833	-4.8%	52,585	47,728	10.2%				46,517	47,728	-2.5%
US East	614,454	786,166	-21.8%	525,992	672,518	-21.8%	88,462	113,648	-22.2%									
...Atlanta	90,592	86,992	4.1%	90,592	86,992	4.1%												
...Charlotte	0	43,680	-100.0%	0	43,680	-100.0%												
...Chicago	171,599	173,944	-1.3%	151,537	135,896	11.5%	20,062	38,048	-47.3%									
...Dallas	205,200	212,400	-3.4%	136,800	136,800	0.0%	68,400	75,600	-9.5%									
...Detroit	298	19,072	-98.4%	298	19,072	-98.4%												
...Houston	72,785	118,852	-38.8%	72,785	118,852	-38.8%												
...Minneapolis	8,940	62,236	-85.6%	8,940	62,236	-85.6%												
...Newark	65,040	68,990	-5.7%	65,040	68,990	-5.7%												

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

Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

Year-to-Date	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge	2011	2010	%Chge
International Seats	2,262,790	2,122,676	6.6%	2,130,089	1,948,437	9.3%	118,543	95,568	24.0%	8,978	72,861	-87.7%				5,180	5,810	-10.8%
Scheduled Seats	2,230,668	2,091,908	6.6%	2,097,967	1,917,669	9.4%	118,543	95,568	24.0%	8,978	72,861	-87.7%				5,180	5,810	-10.8%
Charter Seats	32,122	30,768	4.4%	32,122	30,768	4.4%												
Japan	1,346,123	1,368,426	-1.6%	1,346,123	1,304,796	3.2%				0	63,630	-100.0%						
...Nagoya	117,210	121,170	-3.3%	117,210	121,170	-3.3%												
...Osaka	195,227	233,365	-16.3%	195,227	233,365	-16.3%												
...Tokyo-HND	232,156	424	54653.8%	232,156	424	54653.8%												
...Tokyo-NRT	801,530	1,013,467	-20.9%	801,530	949,837	-15.6%				0	63,630	-100.0%						
Canada	250,469	223,892	11.9%	117,768	113,283	4.0%	118,543	95,568	24.0%	8,978	9,231	-2.7%				5,180	5,810	-10.8%
...Calgary	31,799	18,770	69.4%	9,794	7,840	24.9%	22,005	10,930	101.3%									
...Edmonton	4,818	1,224	293.6%				4,818	1,224	293.6%									
...Vancouver	211,540	201,450	5.0%	105,662	102,995	2.6%	91,720	83,414	10.0%	8,978	9,231	-2.7%				5,180	5,810	-10.8%
...Victoria	2,312	2,448	-5.6%	2,312	2,448	-5.6%												
Other Asia	227,026	122,538	85.3%	227,026	122,538	85.3%												
...Seoul	221,286	116,178	90.5%	221,286	116,178	90.5%												
...Taipei	0	6,360	-100.0%	0	6,360	-100.0%												
...Shanghai	5,740	0	NA	5,740	0	NA												
Oceania	175,575	142,298	23.4%	175,575	142,298	23.4%												
...Auckland	24,713	22,927	7.8%	24,713	22,927	7.8%												
...Sydney	150,862	119,371	26.4%	150,862	119,371	26.4%												
Other	231,475	234,754	-1.4%	231,475	234,754	-1.4%												
...Apia	6,672	6,966	-4.2%	6,672	6,966	-4.2%												
...Christmas	6,098	3,128	94.9%	6,098	3,128	94.9%												
...Guam	64,983	68,503	-5.1%	64,983	68,503	-5.1%												
...Majuro	26,302	24,021	9.5%	26,302	24,021	9.5%												
...Manila	78,168	78,106	0.1%	78,168	78,106	0.1%												
...Nadi	12,712	17,490	-27.3%	12,712	17,490	-27.3%												
...Pago Pago	25,452	25,452	0.0%	25,452	25,452	0.0%												
...Papeete	11,088	11,088	0.0%	11,088	11,088	0.0%												

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