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HTA Release (14-35)

**TOTAL VISITOR EXPENDITURES INCREASED 3.3 PERCENT TO \$1.1 BILLION
IN OCTOBER 2014**
Total Arrivals Rose 3 Percent for the Month

HONOLULU – Total expenditures by visitors who came to the Hawaiian Islands in October 2014 increased 3.3 percent, compared to October 2013, to \$1.1 billion¹, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total arrivals rose 3 percent to 659,821 visitors but the average length of stay was shorter for core visitor markets. The average daily spending of \$198 per person was similar to October 2013.

Arrivals by air from U.S. West were up 9.1 percent to 259,144 visitors in October 2014. Higher daily spending (+6.8% to \$166 per person) also contributed to a 13 percent gain in U.S. West visitor expenditures to \$401.4 million. Growth in U.S. East arrivals (+7.7% to 123,675 visitors) and increased daily spending (+8.3% to \$217 per person) led to a 13.2 percent increase in visitor expenditures to \$265.5 million.

For the Japanese market, a 2.7 percent drop in arrivals (to 134,202 visitors) and lower average daily spending (-2.6% to \$283 per person) resulted in a 7 percent decline in visitor expenditures to \$212.6 million. Canadian visitor expenditures fell 4.7 percent to \$63 million, and arrivals decreased 1.4 percent to 30,163 visitors.

Arrivals from All Other markets totaled 100,681 visitors (+6.2%) with combined expenditures of \$198.4 million (-7.4%). Arrivals by cruise ships of 11,957 visitors were down 51.6 percent from October 2013.

Among the four larger Hawaiian Islands, visitor arrivals rose on O'ahu (+4.4%), Maui (+6.9%), and Hawai'i Island (+11.1%), but declined on Kaua'i (-1.9%). Visitor expenditures increased on Maui (+20.1% to \$312.1 million), Hawai'i Island (+4.5% to \$141.5 million) and Kaua'i (+19.2% to \$118.6 million). In contrast, visitor expenditures on O'ahu decreased (-6% to \$560.1 million) compared to last October.

Air capacity to the state rose 5.4 percent to 897,190 total air seats in October 2014. There were more scheduled seats from U.S. West (+11.2%) and U.S. East (+9.8%) compared to October 2013 when many domestic carriers were cutting back their seat inventory. Scheduled seats from Canada (+4.9%) and Other Asia (+1%) also increased, offsetting fewer seats from Japan (-7.8%) and Oceania (-2.6%).

Year-to-Date 2014:

Total expenditures by all visitors (by air and by cruise ship) increased 2.2 percent to \$12.2 billion in the first 10 months of 2014, boosted by higher daily spending. Total arrivals of 6,879,749 visitors (+0.7%) were comparable with year-to-date 2013. Visitor expenditures from U.S. West (+2.9% to \$4.1 billion), U.S. East (+3% to \$3.1 billion) and Canada (+2.8% to \$840 million) were higher, but Japanese visitor expenditures showed a loss of 2.8 percent to \$2 billion.

¹ Total visitor expenditure statistics presented in this press release are not adjusted for inflation (nominal dollars).

October 2014 Arrivals at a Glance

CATEGORY AND MMA	Oct 2014p	Oct 2013	% change	YTD 2014p	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,144.1	1,107.4	3.3	12,215.2	11,957.3	2.2
Total by air	1,141.0	1,098.8	3.8	12,180.2	11,907.4	2.3
U.S. West	401.4	355.3	13.0	4,097.4	3,981.9	2.9
U.S. East	265.5	234.6	13.2	3,089.6	2,999.8	3.0
Japan	212.6	228.5	-7.0	2,023.6	2,081.0	-2.8
Canada	63.0	66.1	-4.7	840.0	817.3	2.8
All Others	198.4	214.2	-7.4	2,129.7	2,027.3	5.0
Visitor arrivals by cruise ships	3.1	8.7	-64.1	35.0	49.9	-29.9
TOTAL VISITOR DAYS	5,773,488	5,640,546	2.4	62,254,868	62,262,185	0.0
Total by air	5,716,274	5,508,184	3.8	61,710,077	61,541,387	0.3
U.S. West	2,425,581	2,292,632	5.8	25,471,848	25,573,512	-0.4
U.S. East	1,225,413	1,173,154	4.5	15,102,620	15,065,752	0.2
Japan	752,123	787,684	-4.5	7,354,633	7,579,768	-3.0
Canada	384,052	394,711	-2.7	5,182,690	5,056,494	2.5
All Others	929,106	860,003	8.0	8,598,286	8,265,862	4.0
Visitor arrivals by cruise ships	57,214	132,362	-56.8	544,790	720,798	-24.4
VISITOR ARRIVALS	659,821	640,338	3.0	6,879,749	6,829,594	0.7
Total by air	647,865	615,613	5.2	6,778,084	6,690,828	1.3
U.S. West	259,144	237,461	9.1	2,696,362	2,687,728	0.3
U.S. East	123,675	114,823	7.7	1,452,455	1,447,915	0.3
Japan	134,202	137,943	-2.7	1,267,166	1,266,693	0.0
Canada	30,163	30,596	-1.4	407,751	402,682	1.3
All Others	100,681	94,789	6.2	954,350	885,811	7.7
Visitor arrivals by cruise ships	11,957	24,725	-51.6	101,665	138,765	-26.7
AVERAGE LENGTH OF STAY	8.75	8.81	-0.7	9.05	9.12	-0.7
Total by air	8.82	8.95	-1.4	9.10	9.20	-1.0
U.S. West	9.36	9.65	-3.1	9.45	9.51	-0.7
U.S. East	9.91	10.22	-3.0	10.40	10.41	-0.1
Japan	5.60	5.71	-1.9	5.80	5.98	-3.0
Canada	12.73	12.90	-1.3	12.71	12.56	1.2
All Others	9.23	9.07	1.7	9.01	9.33	-3.4
Visitor arrivals by cruise ships	4.79	5.35	-10.6	5.36	5.19	3.2
PER PERSON PER DAY SPENDING (\$)	198.2	196.3	0.9	196.2	192.0	2.2
Total by air	199.6	199.5	0.1	197.4	193.5	2.0
U.S. West	165.5	155.0	6.8	160.9	155.7	3.3
U.S. East	216.7	200.0	8.3	204.6	199.1	2.7
Japan	282.7	290.1	-2.6	275.1	274.5	0.2
Canada	164.0	167.5	-2.1	162.1	161.6	0.3
All Others	213.6	249.1	-14.3	247.7	245.3	1.0
Visitor arrivals by cruise ships	54.4	65.5	-16.9	64.2	69.3	-7.2
PER PERSON PER TRIP SPENDING (\$)	1,733.9	1,729.4	0.3	1,775.5	1,750.8	1.4
Total by air	1,761.1	1,784.8	-1.3	1,797.0	1,779.7	1.0
U.S. West	1,549.1	1,496.3	3.5	1,519.6	1,481.5	2.6
U.S. East	2,146.7	2,043.1	5.1	2,127.2	2,071.8	2.7
Japan	1,584.1	1,656.6	-4.4	1,596.9	1,642.9	-2.8
Canada	2,087.7	2,160.7	-3.4	2,060.0	2,029.7	1.5
All Others	1,971.0	2,260.1	-12.8	2,231.5	2,288.7	-2.5
Visitor arrivals by cruise ships	260.3	350.5	-25.7	344.3	359.7	-4.3

P=Preliminary data.

Source:Hawaii Tourism Authority

Year-to-Date 2014 (continued):

Through the first 10 months of 2014, arrivals by air to O'ahu grew 1.9 percent to 4,305,433 visitors. Maui arrivals of 1,982,182 (+0.8%) were similar to year-to-date 2013. There were 1,199,580 visitors to Hawai'i Island (-0.7%) and 930,062 visitors to Kaua'i (-1.1%). Higher daily spending on the neighbor islands contributed to growth in total visitor expenditures on Maui (+11.4% to \$3.4 billion), Hawai'i Island (+5.4% to \$1.6 billion) and Kaua'i (+6.9% to \$1.2 billion) compared to year-to-date 2013. Lower daily spending and a shorter average length of stay resulted in a 3.7 percent drop in O'ahu visitor expenditures to \$5.9 billion.

Other Highlights:

- Arrivals from U.S. West and U.S. East took a hard hit in October 2013 due to major reductions in air seat capacity as airlines adjusted scheduled services to be in-line with demand levels. The losses in arrivals last October, somewhat magnified the growth in arrivals in October 2014. In the U.S. West Pacific region (+9.6%), there were more visitor arrivals from California (+10.7%), boosted by increases from the Los Angeles, San Francisco, San Diego, San Jose and Sacramento metro areas. More visitors also came from Washington (+6.4%), Oregon (+6.3%) and Alaska (+11.7%) compared to October 2013. In the Mountain region (+9.3%), there were more visitors from Arizona (+5.8%), Colorado (+4.1%), Nevada (+15.2%) and Utah (+19.8%). Through October 2014, arrivals from the Mountain region declined 1.3 percent while arrivals from the Pacific region (+0.7%) were similar to the first 10 months of 2013.
- All U.S. East regions showed growth in arrivals compared to last October. Arrivals from South Atlantic and East North Central, the two large regions, increased 12.9 percent and 1.9 percent, respectively. Through the first 10 months of 2014, more visitors came from the West South Central (+3.7%), South Atlantic (+3.6%) and West North Central (+1.4%) regions.
- More visitors came to honeymoon (+7.2% to 77,895) compared to October 2013. The significant growth in honeymooners from U.S. West (+55.3%) and U.S. East (+15.6%) were likewise skewed when compared to steep declines in October 2013. Honeymooners from Japan were down 6.1 percent. For the first 10 months of 2014, there were 514,355 honeymoon visitors in the islands, up 9 percent year-to-date.
- For the Japanese visitor markets, fewer air seats contributed to some of the losses in arrivals to Hawai'i in October 2014. Visitors have responded to economic reforms in Japan (higher taxes and a devalued yen) by spending less on their total trip (-2.8%) and shortening their length of stay in Hawai'i (-3%) year-to-date.
- The total number of visitors who came for meetings, conventions and incentives (MCI) doubled from October 2013 to 56,472, with large increases in convention (+171.8% to 36,850) and corporate meetings (+67.8% to 8,684). Contributing to that growth were the American Society for Reproductive Medicine convention with nearly 6,000 delegates, and a corporate meeting with 2,000 delegates held at the Hawai'i Convention Center. The majority of the delegates for both events were from North America. There was also a surge in incentive visitors (+77.8% to 14,010), boosted by triple-digit growth from Japan (+163% to 6,674). Due to the high volume of visitor traffic from the Arashi Blast concert in September 2014, incentive business that would normally arrive in September shifted to October. Through the first 10 months of 2014, the number of MCI visitors rose 6.5 percent from year-to-date 2013 to 393,977.

October 2014 Island Highlights

CATEGORY AND ISLAND	Oct 2014p	Oct 2013	% change	YTD 2014p	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,144.1	1,107.4	3.3	12,215.2	11,957.3	2.2
Total by air	1,141.0	1,098.8	3.8	12,180.2	11,907.4	2.3
O'ahu	560.1	596.1	-6.0	5,898.7	6,124.4	-3.7
Maui	312.1	259.9	20.1	3,369.9	3,024.2	11.4
Moloka'i	3.1	2.2	44.5	26.5	24.9	6.3
Lāna'i	5.5	5.7	-3.9	56.3	66.0	-14.8
Kaua'i	118.6	99.5	19.2	1,233.8	1,154.0	6.9
Hawai'i Island	141.5	135.4	4.5	1,595.0	1,513.8	5.4
Visitor arrivals by cruise ships	3.1	8.7	-64.1	35.0	49.9	-29.9
TOTAL VISITOR DAYS	5,773,488	5,640,546	2.4	62,254,868	62,262,185	0.0
Total by air	5,716,274	5,508,184	3.8	61,710,077	61,541,387	0.3
O'ahu	2,697,029	2,616,643	3.1	29,081,219	29,412,454	-1.1
Maui	1,530,668	1,441,092	6.2	16,145,231	15,810,018	2.1
Moloka'i	21,473	23,061	-6.9	212,293	206,153	3.0
Lāna'i	16,867	21,215	-20.5	176,162	212,251	-17.0
Kaua'i	634,982	639,287	-0.7	7,153,555	7,125,289	0.4
Hawai'i Island	815,256	766,885	6.3	8,941,618	8,775,221	1.9
Visitor arrivals by cruise ships	57,214	132,362	-56.8	544,790	720,798	-24.4
VISITOR ARRIVALS	659,821	640,338	3.0	6,879,749	6,829,594	0.7
Total by air	647,865	615,613	5.2	6,778,084	6,690,828	1.3
O'ahu	419,781	402,225	4.4	4,305,433	4,224,839	1.9
Maui	188,425	176,231	6.9	1,982,182	1,966,767	0.8
Moloka'i	4,888	4,503	8.5	47,742	45,183	5.7
Lāna'i	5,381	5,883	-8.5	54,512	62,051	-12.1
Kaua'i	85,248	86,880	-1.9	930,062	940,734	-1.1
Hawai'i Island	115,513	103,930	11.1	1,199,580	1,208,533	-0.7
Visitor arrivals by cruise ships	11,957	24,725	-51.6	101,665	138,765	-26.7
AVERAGE LENGTH OF STAY	8.75	8.81	-0.7	9.05	9.12	-0.7
Total by air	8.82	8.95	-1.4	9.10	9.20	-1.0
O'ahu	6.42	6.51	-1.2	6.75	6.96	-3.0
Maui	8.12	8.18	-0.7	8.15	8.04	1.3
Moloka'i	4.39	5.12	-14.2	4.45	4.56	-2.5
Lāna'i	3.13	3.61	-13.1	3.23	3.42	-5.5
Kaua'i	7.45	7.36	1.2	7.69	7.57	1.5
Hawai'i Island	7.06	7.38	-4.4	7.45	7.26	2.7
Visitor arrivals by cruise ships	4.79	5.35	-10.6	5.36	5.19	3.2
PER PERSON PER DAY SPENDING (\$)	198.2	196.3	0.9	196.2	192.0	2.2
Total by air	199.6	199.5	0.1	197.4	193.5	2.0
O'ahu	207.7	227.8	-8.8	202.8	208.2	-2.6
Maui	203.9	180.4	13.0	208.7	191.3	9.1
Moloka'i	146.2	94.2	55.2	124.7	120.8	3.2
Lāna'i	326.6	270.1	20.9	319.6	311.2	2.7
Kaua'i	186.8	155.6	20.1	172.5	162.0	6.5
Hawai'i Island	173.6	176.6	-1.7	178.4	172.5	3.4
Visitor arrivals by cruise ships	54.4	65.5	-16.9	64.2	69.3	-7.2
PER PERSON PER TRIP SPENDING (\$)	1,733.9	1,729.4	0.3	1,775.5	1,750.8	1.4
Total by air	1,761.1	1,784.8	-1.3	1,797.0	1,779.7	1.0
O'ahu	1,334.3	1,481.9	-10.0	1,370.1	1,449.6	-5.5
Maui	1,656.3	1,474.9	12.3	1,700.1	1,537.6	10.6
Moloka'i	642.1	482.3	33.1	554.6	551.3	0.6
Lāna'i	1,024.0	974.1	5.1	1,032.8	1,064.4	-3.0
Kaua'i	1,391.3	1,144.8	21.5	1,326.6	1,226.7	8.1
Hawai'i Island	1,225.0	1,303.0	-6.0	1,329.7	1,252.6	6.2
Visitor arrivals by cruise ships	260.3	350.5	-25.7	344.3	359.7	-4.3

P=Preliminary data.

Source:Hawai'i Tourism Authority

- More U.S. West visitors stayed in hotels (+14.2% to 131,126) than in October 2013. U.S. East visitors showed heavier usage of hotels (+10.4% to 78,890) and timeshare properties (+10.3% to 14,202). Among Japanese visitors, considerably more stayed in timeshare properties (+29% to 5,259), but fewer stayed in condominiums (-14.9% to 9,162) and hotels (-3% to 120,504). Alternative accommodations such as bed and breakfast properties (+22.3%) and other types (+19.5%) showed double-digit growth from U.S. West, U.S. East and Japanese visitors compared to last October.

Highlights from All Other Markets:

- **Australia:** Arrivals from Australia decreased 1.4 percent to 28,130 visitors in October 2014. There were 254,144 Australian visitors (-0.1%) through the first 10 months of 2014.
- **New Zealand:** Arrivals rose 6.1 percent to 5,717 visitors. Year-to-date through October, arrivals from New Zealand grew 26.3 percent to 54,291 visitors.
- **China:** Arrivals from China increased 25.8 percent to 11,840 visitors. For the first 10 months of 2014, arrivals were up 27.3 percent to 140,632 visitors.
- **Korea:** There were 14,146 visitors from Korea in October 2014, which was a decline of 22.8 percent from last October. For year-to-date October 2014, arrivals of 159,768 visitors represented an increase of 12.6 percent.
- **Taiwan:** Arrivals from Taiwan dropped 13.2 percent to 1,825 visitors. For the first 10 months of 2014, arrivals decreased 10.7 percent to 16,620 visitors.
- **Europe:** There were 14,643 visitors from the Europe major market area (United Kingdom, France, Germany, Italy and Switzerland) in October 2014, up 4 percent from a year ago. Through October, arrivals from this market rose 5.2 percent to 123,929 visitors.
- **Latin America:** A total of 2,911 visitors (+27.9%) came from Latin America in October 2014. For year-to-date 2014, there were 24,626 visitors (-2.5%) from the region.

Island Highlights for October 2014:

- **O'ahu:** Visitor expenditures on O'ahu dropped 6 percent to \$560.1 million. Arrivals increased 4.4 percent to 419,781 visitors in October 2014. However, these visitors spent less on a daily basis (-8.8% to \$208 per person) compared to October 2013.
- **Maui:** Growth in arrivals (+6.9% to 188,425 visitors) and higher daily spending (+13% to \$204 per person) contributed to a 20.1 percent increase in visitor expenditures to \$312.1 million.
- **Kaua'i:** Visitor expenditures on Kaua'i gained 19.2 percent to \$118.6 million. Arrivals fell 1.9 percent to 85,248 visitors. However, their average daily spending of \$187 per person was 20.1 percent higher than last October.
- **Hawai'i Island:** Visitor expenditures on Hawai'i Island rose 4.5 percent to \$141.5 million in October 2014. Arrivals increased 11.1 percent to 115,513 visitors. Heavy volcanic activities may have attracted significantly more visitors who took day trips (+47.1%) to Hawai'i Island, resulting in a shorter length of stay (-4.4% to 7.06 days). Daily spending of \$174 per person was slightly lower (-1.7%) than a year ago.

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

- Air capacity to Hawai'i grew 5.4 percent to 897,190 total seats in October 2014. There were more seats to Honolulu (+2.1% to 645,234), Kahului (+16.8% to 147,749), Kona (+8.4% to 50,502) and Līhu'e (+17.4% to 50,317). Seats to Hilo (3,388) were unchanged from a year ago.
- Scheduled air seats rose 5.7 percent to 891,340. Total charter seats declined 24.7 percent to 5,850 due to fewer international charter flights.
- In the fourth quarter of 2013, many domestic carriers reduced their seat inventory to improve profit margins. A year later, there were more scheduled seats from U.S. West (+11.2%) compared to October 2013. Increased service from Las Vegas (+7.2%), Los Angeles (+15.8%), Oakland (+15.6%), Phoenix (+11%), Portland (15.8%), San Francisco (+5.1%), San Jose (+25.1%) and Seattle (+24%) were offset by reduced service from Bellingham (-62.9%) and Denver (-22.5%).
- Scheduled seats from U.S. East grew 9.8 percent after last October's cut back. Growth in seats out of Chicago (+11.8%), Dallas (+10.2%), Houston (+33.3%) and New York JFK (+4.8%) compensated for a slight drop in seats from Atlanta (-1.7%).
- Scheduled seats from Japan fell 7.8 percent in October 2014. The number of seats out of Fukuoka (-58.9%) was down by half, as Hawaiian Airlines discontinued this route in July 2014. There were also fewer seats out Osaka (-4.8%), Narita (-4.1%) and Nagoya (-3.2%), which was partially offset by more seats from Sapporo (+7.7%).
- Scheduled seats from Oceania declined 2.6 percent. Fewer seats from Sydney (-4.6%) offset increased service out of Melbourne (+33.3%). Seats out of Auckland were reduced by 9.7 percent from October 2013.
- Scheduled seats from Other Asia rose 1 percent. There were 8,145 new seats out of Beijing, while seats out of Shanghai climbed 42.9 percent. In contrast, the loss of one airline serving Taipei caused a 58 percent decline in scheduled seats. The number of seats from Seoul was down 16.9 percent from last October.
- For the first ten months of 2014, total air seats increased 3 percent, with more seats to Honolulu (+1.4%), Kahului (+5.5%), Kona (+11.8%) and Līhu'e (+8.6%), offsetting fewer seats to Hilo (-5.1%). There was growth in scheduled seats from Other Asia (+15%), Canada (+7.5%), U.S. West (+4.2%), Oceania (+1.5%), U.S. East (+1.3%) and Japan (+0.8%) compared to year-to-date 2013.

Cruise Ship Visitors (Table 8, page 22):

- Only six out-of-state cruise ships came in October 2014 with 11,957 visitors compared to 12 ships that came in October 2013 with 24,725 visitors. 2014 was anticipated to be a slower year for Hawai'i's cruise ship industry (down 20% in arrivals), with 12 fewer tours from out-of-state cruise ships to the islands compared to 2013.
- Arrivals by air to board Hawai'i home-ported cruise ships increased 3.4 percent in October 2014, from a year ago.
- Through October 2014, there were 101,666 visitors who entered the islands aboard 57 out-of-state cruise ships. This was down 26.7 percent from year-to-date 2013 when 138,766 visitors came on 69 cruise ships.

- A total of 200,482 cruise visitors came by cruise ships or by air to board cruise ships in the first 10 months of 2014, which was a decline of 15.1 percent from the same period last year.

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

TABLE 1. TOTAL VISITORS BY AIR

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	647,865	615,613	5.2	6,778,084	6,690,828	1.3
Domestic	426,881	394,454	8.2	4,561,975	4,543,072	0.4
International	220,984	221,159	-0.1	2,216,109	2,147,756	3.2
VISITOR DAYS	5,716,274	5,508,184	3.8	61,710,077	61,541,387	0.3
AVERAGE DAILY CENSUS	184,396	177,683	3.8	202,994	202,439	0.3
TOTAL AIR SEATS	897,190	851,205	5.4	9,343,519	9,068,043	3.0
TOTAL LOAD FACTOR (%)	87.4	87.6	-0.2	86.1	87.8	-1.7
ISLANDS VISITED						
O'ahu	419,781	402,225	4.4	4,305,433	4,224,839	1.9
O'ahu only	312,599	301,358	3.7	3,229,694	3,127,869	3.3
O'ahu one day or less	16,149	15,561	3.8	177,054	140,987	25.6
Kaua'i	85,248	86,880	-1.9	930,062	940,734	-1.1
Kaua'i only	43,644	44,304	-1.5	492,198	501,849	-1.9
Kaua'i one day or less	8,975	8,903	0.8	91,616	89,446	2.4
Maui County	191,752	179,782	6.7	2,013,400	2,002,253	0.6
Maui	188,425	176,231	6.9	1,982,182	1,966,767	0.8
Maui only	113,307	103,674	9.3	1,215,633	1,198,543	1.4
Maui one day or less	11,551	12,740	-9.3	129,459	138,012	-6.2
Moloka'i *	4,888	4,503	8.5	47,742	45,183	5.7
Moloka'i only *	442	726	-39.0	5,181	5,674	-8.7
Moloka'i one day or less *	2,668	2,243	18.9	25,929	23,082	12.3
Lāna'i *	5,381	5,883	-8.5	54,512	62,051	-12.1
Lāna'i only *	715	1,106	-35.4	6,141	8,916	-31.1
Lāna'i one day or less *	2,914	2,712	7.5	29,459	29,996	-1.8
Hawai'i Island	115,513	103,930	11.1	1,199,580	1,208,533	-0.7
Kona side	96,247	87,706	9.7	1,006,168	1,009,546	-0.3
Hilo side	42,388	37,853	12.0	444,490	444,275	0.0
Hawai'i Island only	50,270	45,512	10.5	549,032	548,041	0.2
Hawai'i Island one day or less	11,892	8,087	47.1	107,001	111,625	-4.1
Any Neighbor Island	335,266	314,254	6.7	3,548,389	3,562,960	-0.4
NI only	228,083	213,387	6.9	2,472,650	2,465,989	0.3
Oahu & NI	107,183	100,867	6.3	1,075,739	1,096,970	-1.9
Any one island only	520,978	496,680	4.9	5,497,879	5,390,892	2.0
Multiple Islands	126,887	118,932	6.7	1,280,205	1,299,937	-1.5
Avg. Islands Visited	1.26	1.27	-0.2	1.26	1.26	-0.5
Average Length of Stay in Hawai'i	8.82	8.95	-1.4	9.10	9.20	-1.0
ACCOMMODATIONS						
Plan to stay in Hotel	427,489	405,681	5.4	4,335,800	4,233,073	2.4
Hotel only	378,306	361,339	4.7	3,805,073	3,711,600	2.5
Plan to stay in Condo	109,047	104,546	4.3	1,183,192	1,215,103	-2.6
Condo only	85,083	81,626	4.2	917,371	944,388	-2.9
Plan to stay in Timeshare	61,365	58,294	5.3	641,194	642,411	-0.2
Timeshare only	47,669	46,013	3.6	493,202	496,204	-0.6
Cruise Ship	11,623	10,552	10.2	114,656	104,725	9.5
Friends/Relatives	46,592	46,164	0.9	566,896	572,129	-0.9
Bed & Breakfast	7,215	5,897	22.3	68,510	67,223	1.9
Other	8,187	6,853	19.5	90,981	86,579	5.1

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	522,431	509,864	2.5	5,659,432	5,608,870	0.9
Honeymoon/Get Married	84,481	79,249	6.6	572,100	529,449	8.1
Honeymoon	77,895	72,671	7.2	514,355	471,684	9.0
Get Married	12,937	14,041	-7.9	100,488	103,738	-3.1
Pleasure/Vacation	447,443	437,173	2.3	5,150,245	5,134,975	0.3
Mtgs/Conventions/Incentive	56,472	25,649	120.2	393,977	369,868	6.5
Conventions	36,850	13,556	171.8	216,336	196,830	9.9
Corporate Meetings	8,684	5,177	67.8	75,158	65,446	14.8
Incentive	14,010	7,881	77.8	122,126	121,088	0.9
Other Business	29,935	20,567	45.5	223,301	201,602	10.8
Visit Friends/Rel.	47,741	46,811	2.0	545,937	548,090	-0.4
Govt/Military	7,533	3,694	103.9	75,055	58,887	27.5
Attend School	3,131	763	310.1	24,679	18,607	32.6
Sport Events	14,465	12,388	16.8	71,561	67,664	5.8
TRAVEL STATUS						
First Timers (%)**	37.9	37.4	0.4	35.4	35.1	0.3
Repeaters (%)**	62.1	62.6	-0.4	64.6	64.9	-0.3
Average # of Trips	4.86	4.94	-1.7	4.94	4.95	-0.2
Group Tour	58,935	56,570	4.2	568,599	574,767	-1.1
Non-Group	588,930	559,043	5.3	6,209,485	6,116,061	1.5
Package Trip	234,662	237,413	-1.2	2,315,520	2,308,150	0.3
No Package	413,202	378,200	9.3	4,462,564	4,382,679	1.8
Net True Independent	401,111	371,025	8.1	4,363,608	4,289,323	1.7
Ave. Age	45	46	-0.5	45	45	-0.1
Ave. Party Size	2.03	2.05	-1.3	2.20	2.21	-0.4

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

Source: Hawai'i Tourism Authority

Collaboration of the following agencies are gratefully acknowledged: Airlines, State Department of Agriculture - Plant Quarantine Branch, State Department of Transportation - Airport Division, and U.S. Department of Homeland Security, Bureau of Customs & Border Protection - Honolulu office.

TABLE 2. DOMESTIC VISITORS BY AIR

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
DOMESTIC VISITORS	426,881	394,454	8.2	4,561,975	4,543,072	0.4
DOMESTIC VISITOR DAYS	4,163,883	3,968,195	4.9	45,437,395	45,388,926	0.1
DOMESTIC AVERAGE DAILY CENSUS	134,319	128,006	4.9	149,465	149,306	0.1
DOMESTIC AIR SEATS	608,913	548,641	11.0	6,301,287	6,065,696	3.9
DOMESTIC LOAD FACTOR (%)	90.1	92.4	-2.3	89.5	91.5	-2.0
ISLANDS VISITED						
O'ahu	213,894	195,390	9.5	2,318,343	2,306,265	0.5
O'ahu only	151,706	136,796	10.9	1,641,367	1,631,788	0.6
O'ahu one day or less	13,970	13,160	6.2	151,532	117,491	29.0
Kaua'i	78,066	76,473	2.1	829,493	837,038	-0.9
Kaua'i only	42,865	42,986	-0.3	469,110	485,040	-3.3
Kaua'i one day or less	5,804	4,869	19.2	58,767	52,005	13.0
Maui County	159,900	147,788	8.2	1,671,008	1,641,750	1.8
Maui	157,057	144,664	8.6	1,643,933	1,610,985	2.0
Maui only	104,135	95,044	9.6	1,089,102	1,067,945	2.0
Maui one day or less	6,229	5,799	7.4	66,018	61,733	6.9
Moloka'i *	3,961	3,364	17.7	38,552	34,883	10.5
Moloka'i only *	405	502	-19.2	4,956	5,099	-2.8
Moloka'i one day or less *	1,969	1,625	21.1	18,761	15,423	21.6
Lāna'i *	4,425	4,957	-10.7	44,346	48,550	-8.7
Lāna'i only *	705	1,082	-34.8	5,918	8,625	-31.4
Lāna'i one day or less *	2,173	1,928	12.7	22,628	19,766	14.5
Hawai'i Island	84,232	76,942	9.5	894,614	884,595	1.1
Kona side	73,833	67,190	9.9	775,387	765,994	1.2
Hilo side	27,474	25,464	7.9	309,814	299,518	3.4
Hawai'i Island only	46,152	42,255	9.2	487,628	485,546	0.4
Hawai'i Island one day or less	3,556	3,281	8.4	38,070	39,618	-3.9
Any Neighbor Island	275,175	257,658	6.8	2,920,608	2,911,285	0.3
NI only	212,987	199,064	7.0	2,243,632	2,236,807	0.3
Oahu & NI	62,188	58,594	6.1	676,976	674,477	0.4
Any one island only	345,968	318,664	8.6	3,698,081	3,684,044	0.4
Multiple Islands	80,912	75,790	6.8	863,893	859,029	0.6
Avg. Islands Visited	1.27	1.27	-0.3	1.26	1.26	0.4
Average Length of Stay in Hawai'i	9.75	10.06	-3.0	9.96	9.99	-0.3
ACCOMMODATIONS						
Plan to stay in Hotel	238,387	212,732	12.1	2,520,008	2,484,510	1.4
Hotel only	199,822	177,954	12.3	2,100,797	2,071,555	1.4
Plan to stay in Condo	85,512	82,689	3.4	900,859	928,007	-2.9
Condo only	67,822	66,062	2.7	700,681	725,757	-3.5
Plan to stay in Timeshare	53,312	51,629	3.3	550,248	553,326	-0.6
Timeshare only	41,277	40,765	1.3	422,562	427,209	-1.1
Cruise Ship	9,900	8,466	16.9	95,955	85,335	12.4
Friends/Relatives	43,334	42,617	1.7	505,907	513,768	-1.5
Bed & Breakfast	5,704	4,917	16.0	55,019	54,157	1.6
Other	7,431	6,335	17.3	83,973	78,054	7.6

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	337,723	320,171	5.5	3,748,824	3,749,119	0.0
Honeymoon/Get Married	36,695	27,695	32.5	246,257	226,019	9.0
Honeymoon	32,898	24,463	34.5	210,281	194,086	8.3
Get Married	7,166	4,737	51.3	56,789	45,858	23.8
Pleasure/Vacation	308,109	296,205	4.0	3,548,224	3,558,696	-0.3
Mtgs/Conventions/Incentive	41,522	20,297	104.6	286,261	264,382	8.3
Conventions	30,836	12,106	154.7	175,086	158,002	10.8
Corporate Meetings	7,925	5,046	57.1	66,886	58,351	14.6
Incentive	5,810	3,787	53.4	62,430	59,134	5.6
Other Business	28,272	18,784	50.5	206,800	182,373	13.4
Visit Friends/Rel.	44,284	42,253	4.8	484,608	485,200	-0.1
Govt/Military	6,341	3,150	101.3	67,675	53,077	27.5
Attend School	2,399	513	367.5	19,011	12,421	53.1
Sport Events	12,592	9,470	33.0	55,058	51,664	6.6
TRAVEL STATUS						
First Timers (%)**	29.88	29.8	0.1	29.44	29.7	-0.3
Repeaters (%)**	70.12	70.2	-0.1	70.56	70.3	0.3
Average # of Trips	5.86	5.91	-0.7	5.70	5.63	1.2
Group Tour	18,124	13,156	37.8	164,745	153,084	7.6
Non-Group	408,757	381,298	7.2	4,397,230	4,389,989	0.2
Package Trip	93,146	88,821	4.9	994,807	1,015,080	-2.0
No Package	333,735	305,633	9.2	3,567,168	3,527,992	1.1
Net True Independent	327,786	301,777	8.6	3,514,425	3,480,343	1.0
Ave. Age of Party Head	48	48	-0.4	47	46	0.5
Ave. Party Size	1.87	1.85	0.7	2.06	2.04	0.9

** Change represents absolute change in rates rather than percentage change in rate.
Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
INTERNATIONAL VISITORS	220,984	221,159	-0.1	2,216,109	2,147,756	3.2
INTERNATIONAL VISITOR DAYS	1,552,392	1,539,989	0.8	16,272,683	16,152,461	0.7
INTERNATIONAL AVERAGE DAILY CENSUS	50,077	49,677	0.8	53,529	53,133	0.7
INTERNATIONAL AIR SEATS	288,277	302,564	-4.7	3,042,232	3,002,347	1.3
INTERNATIONAL LOAD FACTOR (%)	81.6	78.7	2.9	79.2	80.4	-1.2
ISLANDS VISITED						
O'ahu	205,888	206,836	-0.5	1,987,090	1,918,574	3.6
O'ahu only	160,893	164,562	-2.2	1,588,327	1,496,081	6.2
O'ahu one day or less	2,179	2,401	-9.2	25,522	23,496	8.6
Kaua'i	7,182	10,408	-31.0	100,568	103,695	-3.0
Kaua'i only	779	1,319	-40.9	23,088	16,809	37.4
Kaua'i one day or less	3,171	4,033	-21.4	32,850	37,440	-12.3
Maui County	31,852	31,994	-0.4	342,392	360,503	-5.0
Maui	31,368	31,567	-0.6	338,249	355,782	-4.9
Maui only	9,172	8,630	6.3	126,530	130,598	-3.1
Maui one day or less	5,322	6,940	-23.3	63,440	76,279	-16.8
Moloka'i *	927	1,139	-18.6	9,190	10,300	-10.8
Moloka'i only *	37	224	-83.4	225	576	-60.9
Moloka'i one day or less *	699	618	13.1	7,168	7,659	-6.4
Lāna'i *	956	927	3.2	10,166	13,501	-24.7
Lāna'i only *	9	24	-61.0	223	291	-23.3
Lāna'i one day or less *	741	784	-5.4	6,830	10,229	-33.2
Hawai'i Island	31,282	26,988	15.9	304,965	323,938	-5.9
Kona side	22,414	20,516	9.3	230,781	243,552	-5.2
Hilo side	14,914	12,389	20.4	134,676	144,757	-7.0
Hawai'i Island only	4,119	3,257	26.5	61,404	62,495	-1.7
Hawai'i Island one day or less	8,337	4,806	73.5	68,930	72,007	-4.3
Any Neighbor Island	60,091	56,597	6.2	627,782	651,675	-3.7
NI only	15,096	14,323	5.4	229,019	229,182	-0.1
Oahu & NI	44,995	42,273	6.4	398,763	422,493	-5.6
Any one island only	175,010	178,017	-1.7	1,799,798	1,706,848	5.4
Multiple Islands	45,974	43,142	6.6	416,311	440,908	-5.6
Avg. Islands Visited	1.26	1.26	0.0	1.24	1.27	-2.2
Average Length of Stay in Hawai'i	7.02	6.96	0.9	7.34	7.52	-2.4
ACCOMMODATIONS						
Plan to stay in Hotel	189,102	192,948	-2.0	1,815,793	1,748,564	3.8
Hotel only	178,483	183,385	-2.7	1,704,276	1,640,046	3.9
Plan to stay in Condo	23,535	21,857	7.7	282,333	287,096	-1.7
Condo only	17,261	15,564	10.9	216,689	218,631	-0.9
Plan to stay in Timeshare	8,053	6,666	20.8	90,946	89,084	2.1
Timeshare only	6,392	5,248	21.8	70,640	68,995	2.4
Cruise Ship	1,723	2,086	-17.4	18,701	19,390	-3.6
Friends/Relatives	3,258	3,547	-8.1	60,989	58,361	4.5
Bed & Breakfast	1,511	981	54.1	13,491	13,067	3.2
Other	757	519	45.8	7,008	8,525	-17.8

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	184,708	189,693	-2.6	1,910,608	1,859,751	2.7
Honeymoon/Get Married	47,787	51,553	-7.3	325,843	303,431	7.4
Honeymoon	44,997	48,208	-6.7	304,073	277,598	9.5
Get Married	5,772	9,304	-38.0	43,700	57,880	-24.5
Pleasure/Vacation	139,333	140,968	-1.2	1,602,021	1,576,279	1.6
Mtgs/Conventions/Incentive	14,951	5,352	179.3	107,717	105,486	2.1
Conventions	6,014	1,451	314.6	41,250	38,829	6.2
Corporate Meetings	758	130	482.9	8,272	7,095	16.6
Incentive	8,200	4,093	100.3	59,696	61,955	-3.6
Other Business	1,663	1,783	-6.7	16,501	19,229	-14.2
Visit Friends/Rel.	3,457	4,558	-24.2	61,328	62,890	-2.5
Govt/Military	1,192	544	119.1	7,380	5,810	27.0
Attend School	732	250	192.4	5,669	6,187	-8.4
Sport Events	1,873	2,918	-35.8	16,503	16,000	3.1
TRAVEL STATUS						
First Timers (%)**	53.26	51.0	2.3	47.65	46.4	1.3
Repeaters (%)**	46.74	49.0	-2.3	52.35	53.6	-1.3
Average # of Trips	2.93	3.23	-9.3	3.37	3.50	-3.8
Group Tour	40,811	43,414	-6.0	403,854	421,684	-4.2
Non-Group	180,173	177,745	1.4	1,812,255	1,726,072	5.0
Package Trip	141,516	148,592	-4.8	1,320,713	1,293,070	2.1
No Package	79,468	72,567	9.5	895,396	854,686	4.8
Net True Independent	73,325	69,247	5.9	849,183	808,980	5.0
Ave. Age of Party Head	41	42	-1.3	42	43	-1.3
Ave. Party Size	2.34	2.41	-3.0	2.48	2.55	-2.8

** 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

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	259,144	237,461	9.1	2,696,362	2,687,728	0.3
Domestic	251,858	229,916	9.5	2,639,220	2,631,328	0.3
International	7,286	7,545	-3.4	57,142	56,400	1.3
VISITOR DAYS	2,425,581	2,292,632	5.8	25,471,848	25,573,512	-0.4
AVERAGE DAILY CENSUS	78,245	73,956	5.8	83,789	84,123	-0.4
ISLANDS VISITED						
O'ahu	113,934	102,160	11.5	1,209,379	1,199,918	0.8
O'ahu only	87,871	78,985	11.2	941,978	939,195	0.3
O'ahu one day or less	5,471	4,823	13.4	61,315	46,348	32.3
Kaua'i	45,146	45,182	-0.1	472,707	479,568	-1.4
Kaua'i only	31,107	31,813	-2.2	332,748	343,092	-3.0
Kaua'i one day or less	2,001	2,396	-16.5	21,143	19,501	8.4
Maui County	99,066	88,015	12.6	967,883	948,499	2.0
Maui	97,306	85,866	13.3	951,310	930,004	2.3
Maui only	75,561	67,264	12.3	741,118	729,090	1.6
Maui one day or less	2,869	2,528	13.5	26,198	25,436	3.0
Moloka'i *	1,885	2,003	-5.9	19,450	18,435	5.5
Moloka'i only *	290	572	-49.4	3,479	3,672	-5.3
Moloka'i one day or less*	820	767	6.9	8,258	7,334	12.6
Lāna'i *	2,279	2,487	-8.4	22,482	24,258	-7.3
Lāna'i only *	526	729	-27.9	4,022	5,505	-26.9
Lāna'i one day or less*	995	910	9.4	10,699	9,783	9.4
Hawai'i Island	43,213	39,873	8.4	467,207	466,168	0.2
Kona side	38,172	35,188	8.5	413,124	410,882	0.5
Hilo side	12,388	11,811	4.9	135,706	135,416	0.2
Hawai'i Island only	28,546	26,654	7.1	317,412	319,078	-0.5
Hawai'i Island one day or less	1,558	1,414	10.2	17,081	16,144	5.8
Any Neighbor Island	171,273	158,476	8.1	1,754,384	1,748,532	0.3
NI only	145,210	135,302	7.3	1,486,983	1,487,810	-0.1
Oahu & NI	26,063	23,174	12.5	267,401	260,722	2.6
Any one island only	223,901	206,018	8.7	2,340,756	2,339,632	0.0
Multiple Islands	35,243	31,444	12.1	355,605	348,095	2.2
Avg. Islands Visited	1.17	1.17	0.3	1.17	1.16	0.5
Average Length of Stay in Hawai'i	9.36	9.65	-3.1	9.45	9.51	-0.7
ACCOMMODATIONS						
Plan to stay in Hotel	131,126	114,823	14.2	1,353,949	1,322,841	2.4
Hotel only	111,665	97,966	14.0	1,146,747	1,120,360	2.4
Plan to stay in Condo	59,583	56,592	5.3	603,235	624,881	-3.5
Condo only	48,798	46,592	4.7	488,683	509,172	-4.0
Plan to stay in Timeshare	36,312	35,549	2.1	361,717	365,902	-1.1
Timeshare only	28,790	28,864	-0.3	285,720	290,976	-1.8
Cruise Ship	2,510	1,848	35.8	24,359	19,482	25.0
Friends/Relatives	27,884	27,171	2.6	315,866	321,962	-1.9
Bed & Breakfast	2,698	1,953	38.2	24,853	23,642	5.1
Other	4,613	3,887	18.7	48,963	45,594	7.4

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

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

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	207,923	193,587	7.4	2,233,752	2,236,273	-0.1
Honeymoon/Get Married	18,449	12,335	49.6	122,595	108,155	13.4
Honeymoon	16,006	10,309	55.3	100,038	88,137	13.5
Get Married	4,324	2,849	51.8	33,941	27,344	24.1
Pleasure/Vacation	193,710	183,301	5.7	2,136,843	2,147,757	-0.5
Mtgs/Conventions/Incentive	20,746	10,331	100.8	131,121	116,518	12.5
Conventions	15,002	6,483	131.4	78,862	70,040	12.6
Corporate Meetings	4,382	2,661	64.6	35,192	29,751	18.3
Incentive	2,907	1,501	93.7	25,496	21,212	20.2
Other Business	17,973	12,356	45.5	131,123	118,572	10.6
Visit Friends/Rel.	28,317	26,580	6.5	299,471	298,662	0.3
Govt/Military	2,990	1,445	106.9	29,428	22,179	32.7
Attend School	1,410	241	486.4	10,952	7,217	51.7
Sport Events	6,218	4,030	54.3	33,094	33,170	-0.2
TRAVEL STATUS						
First Timers (%)**	19.1	18.3	0.8	19.1	19.1	0.1
Repeaters (%)**	80.9	81.7	-0.8	80.9	80.9	-0.1
Average # of Trips	7.13	7.34	-2.9	6.92	6.90	0.2
Group Tour	6,087	4,222	44.2	54,297	50,346	7.8
Non-Group	253,057	233,240	8.5	2,642,064	2,637,381	0.2
Package Trip	46,476	44,876	3.6	510,604	519,758	-1.8
No Package	212,668	192,586	10.4	2,185,758	2,167,970	0.8
Net True Independent	209,878	190,995	9.9	2,163,380	2,147,621	0.7
Ave. Age	48	49	-1.4	47	46	0.4
Ave. Party Size	1.94	1.90	2.0	2.14	2.12	0.9

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	123,675	114,823	7.7	1,452,455	1,447,915	0.3
Domestic	117,754	109,434	7.6	1,395,796	1,385,372	0.8
International	5,921	5,389	9.9	56,659	62,543	-9.4
VISITOR DAYS	1,225,413	1,173,154	4.5	15,102,620	15,065,752	0.2
AVERAGE DAILY CENSUS	39,529	37,844	4.5	49,680	49,558	0.2
ISLANDS VISITED						
O'ahu	73,328	67,974	7.9	859,131	861,552	-0.3
O'ahu only	45,506	40,312	12.9	527,703	524,125	0.7
O'ahu one day or less	6,989	6,568	6.4	78,590	60,685	29.5
Kaua'i	25,473	26,021	-2.1	292,561	292,677	0.0
Kaua'i only	9,121	9,262	-1.5	112,000	114,134	-1.9
Kaua'i one day or less	3,215	2,571	25.0	33,057	27,902	18.5
Maui County	45,972	44,002	4.5	552,946	547,060	1.1
Maui	45,194	43,096	4.9	544,511	536,693	1.5
Maui only	21,378	19,624	8.9	266,776	261,097	2.2
Maui one day or less	3,297	2,634	25.1	37,631	32,562	15.6
Moloka'i *	1,538	1,034	48.7	14,126	12,843	10.0
Moloka'i only *	91	106	-13.8	1,148	1,238	-7.3
Moloka'i one day or less*	927	573	61.8	7,885	6,590	19.7
Lāna'i *	1,610	1,877	-14.3	18,298	21,068	-13.1
Lāna'i only *	130	281	-53.8	1,526	2,527	-39.6
Lāna'i one day or less*	952	728	30.7	9,664	9,471	2.0
Hawai'i Island	30,126	27,242	10.6	334,462	329,840	1.4
Kona side	25,904	23,015	12.6	283,920	280,048	1.4
Hilo side	12,131	11,165	8.7	137,493	134,314	2.4
Hawai'i Island only	12,478	10,875	14.7	131,159	128,755	1.9
Hawai'i Island one day or less	1,920	1,341	43.1	18,950	19,550	-3.1
Any Neighbor Island	78,168	74,511	4.9	924,752	923,789	0.1
NI only	50,347	46,849	7.5	593,324	586,362	1.2
Oahu & NI	27,822	27,662	0.6	331,428	337,427	-1.8
Any one island only	88,705	80,460	10.2	1,040,312	1,031,877	0.8
Multiple Islands	34,970	34,363	1.8	412,143	416,038	-0.9
Avg. Islands Visited	1.43	1.46	-1.6	1.42	1.42	0.1
Average Length of Stay in Hawai'i	9.91	10.22	-3.0	10.40	10.41	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	78,890	71,470	10.4	899,667	897,472	0.2
Hotel only	64,314	57,666	11.5	726,309	725,738	0.1
Plan to stay in Condo	18,046	17,626	2.4	221,303	225,319	-1.8
Condo only	12,382	12,297	0.7	152,131	154,569	-1.6
Plan to stay in Timeshare	14,202	12,878	10.3	161,526	162,559	-0.6
Timeshare only	10,648	9,549	11.5	118,032	118,287	-0.2
Cruise Ship	5,536	5,195	6.6	59,898	54,962	9.0
Friends/Relatives	12,366	12,773	-3.2	166,424	169,445	-1.8
Bed & Breakfast	2,028	1,833	10.6	20,335	19,384	4.9
Other	2,178	1,864	16.9	28,248	26,281	7.5

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

TABLE 5. TOTAL US EAST VISITORS BY AIR (CONT.)

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	92,943	89,837	3.5	1,145,593	1,146,192	-0.1
Honeymoon/Get Married	13,035	11,336	15.0	91,421	87,614	4.3
Honeymoon	12,070	10,443	15.6	80,657	78,733	2.4
Get Married	1,944	1,436	35.4	17,974	14,765	21.7
Pleasure/Vacation	81,899	80,119	2.2	1,068,800	1,070,670	-0.2
Mtgs/Conventions/Incentive	16,659	8,109	105.4	130,732	127,549	2.5
Conventions	12,554	4,717	166.1	80,825	76,393	5.8
Corporate Meetings	2,990	1,973	51.6	27,264	24,808	9.9
Incentive	2,291	1,667	37.5	30,595	31,867	-4.0
Other Business	8,285	5,147	61.0	64,911	58,661	10.7
Visit Friends/Rel.	13,069	13,156	-0.7	163,208	165,781	-1.6
Govt/Military	3,163	1,724	83.4	36,677	30,111	21.8
Attend School	586	131	346.4	5,449	3,764	44.8
Sport Events	3,563	2,911	22.4	15,549	12,023	29.3
TRAVEL STATUS						
First Timers (%)**	43.5	43.5	0.0	41.9	42.9	-1.0
Repeaters (%)**	56.5	56.5	0.0	58.1	57.1	1.0
Average # of Trips	4.10	4.10	0.0	4.07	3.99	2.0
Group Tour	7,096	5,015	41.5	72,897	71,290	2.3
Non-Group	116,579	109,808	6.2	1,379,558	1,376,624	0.2
Package Trip	28,502	27,951	2.0	331,270	344,415	-3.8
No Package	95,173	86,871	9.6	1,121,185	1,103,500	1.6
Net True Independent	93,285	85,471	9.1	1,100,327	1,084,228	1.5
Ave. Age	49	49	-0.1	48	47	1.2
Ave. Party Size	1.75	1.75	0.0	1.96	1.95	0.5

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	134,202	137,943	-2.7	1,267,166	1,266,693	0.0
Domestic	967	802	20.5	8,333	6,156	35.4
International	133,235	137,141	-2.8	1,258,833	1,260,537	-0.1
VISITOR DAYS	752,123	787,684	-4.5	7,354,633	7,579,768	-3.0
AVERAGE DAILY CENSUS	24,262	25,409	-4.5	24,193	24,933	-3.0
ISLANDS VISITED						
O'ahu	130,633	133,839	-2.4	1,230,509	1,211,578	1.6
O'ahu only	114,132	116,593	-2.1	1,070,982	1,027,723	4.2
O'ahu one day or less	1,020	1,276	-20.1	8,747	10,200	-14.3
Kaua'i	1,328	2,428	-45.3	18,826	25,249	-25.4
Kaua'i only	171	174	-1.6	1,739	3,133	-44.5
Kaua'i one day or less	789	1,126	-29.9	12,186	15,139	-19.5
Maui County	4,783	6,285	-23.9	51,428	70,178	-26.7
Maui	4,685	6,227	-24.8	49,741	68,906	-27.8
Maui only	618	1,456	-57.5	8,534	12,264	-30.4
Maui one day or less	2,020	2,511	-19.5	20,173	29,681	-32.0
Moloka'i *	11	19	-42.3	1,765	865	103.9
Moloka'i only *	0	0	0.0	8	0	0.0
Moloka'i one day or less *	9	0	0.0	1,474	594	148.0
Lāna'i *	150	44	244.3	1,173	1,534	-23.5
Lāna'i only *	0	0	0.0	82	66	24.5
Lāna'i one day or less *	93	39	137.7	744	759	-2.1
Hawai'i Island	15,230	14,861	2.5	145,071	173,783	-16.5
Kona side	11,182	10,921	2.4	101,914	122,053	-16.5
Hilo side	5,201	4,864	6.9	56,820	65,488	-13.2
Hawai'i Island only	2,669	2,376	12.3	24,772	35,610	-30.4
Hawai'i Island one day or less	3,825	3,172	20.6	39,308	44,917	-12.5
Any Neighbor Island	20,070	21,350	-6.0	196,185	238,970	-17.9
NI only	3,568	4,105	-13.1	36,657	55,114	-33.5
Oahu & NI	16,502	17,246	-4.3	159,527	183,855	-13.2
Any one island only	117,590	120,599	-2.5	1,106,117	1,078,796	2.5
Multiple Islands	16,612	17,344	-4.2	161,049	187,896	-14.3
Avg. Islands Visited	1.13	1.14	-0.7	1.14	1.17	-2.4
Average Length of Stay in Hawai'i	5.60	5.71	-1.9	5.80	5.98	-3.0
ACCOMMODATIONS						
Plan to stay in Hotel	120,504	124,259	-3.0	1,105,925	1,092,715	1.2
Hotel only	118,479	122,117	-3.0	1,079,594	1,065,312	1.3
Plan to stay in Condo	9,162	10,765	-14.9	119,654	128,901	-7.2
Condo only	7,976	8,752	-8.9	99,145	105,453	-6.0
Plan to stay in Timeshare	5,259	4,077	29.0	54,073	53,719	0.7
Timeshare only	4,227	3,540	19.4	43,947	44,571	-1.4
Cruise Ship	121	80	51.5	2,003	1,809	10.7
Friends/Relatives	1,195	910	31.3	11,877	15,214	-21.9
Bed & Breakfast	140	59	136.2	1,061	1,441	-26.3
Other	90	48	86.9	1,576	2,436	-35.3

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

TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	109,261	113,733	-3.9	1,068,800	1,078,678	-0.9
Honeymoon/Get Married	33,564	36,651	-8.4	224,390	218,159	2.9
Honeymoon	31,562	33,616	-6.1	210,063	197,096	6.6
Get Married	4,882	8,912	-45.2	35,180	51,969	-32.3
Pleasure/Vacation	77,685	79,326	-2.1	858,182	877,536	-2.2
Mtgs/Conventions/Incentive	7,807	2,807	178.1	60,641	62,029	-2.2
Conventions	759	210	260.5	9,308	10,272	-9.4
Corporate Meetings	377	60	528.4	2,870	1,663	72.5
Incentive	6,674	2,538	163.0	49,056	51,092	-4.0
Other Business	496	1,125	-55.9	5,711	7,370	-22.5
Visit Friends/Rel.	1,649	2,061	-20.0	18,860	21,970	-14.2
Gov't/Military	243	3	7249.4	870	544	59.9
Attend School	102	192	-46.9	2,110	3,467	-39.1
Sport Events	682	2,081	-67.2	9,578	10,569	-9.4
TRAVEL STATUS						
First Timers (%)**	48.3	46.1	2.2	40.9	39.8	1.1
Repeaters (%)**	51.7	53.9	-2.2	59.1	60.2	-1.1
Average # of Trips	3.24	3.42	-5.4	3.93	3.98	-1.3
Group Tour	30,499	35,568	-14.3	302,328	322,691	-6.3
Non-Group	103,703	102,376	1.3	964,838	944,002	2.2
Package Trip	105,709	109,885	-3.8	945,672	926,255	2.1
No Package	28,493	28,059	1.5	321,494	340,437	-5.6
Net True Independent	24,483	25,230	-3.0	287,857	304,263	-5.4
Ave. Age	40	41	-1.5	42	42	-1.9
Ave. Party Size	2.43	2.59	-6.2	2.62	2.75	-4.7

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	30,163	30,596	-1.4	407,751	402,682	1.3
Domestic	15,508	16,649	-6.9	161,888	170,633	-5.1
International	14,655	13,947	5.1	245,863	232,049	6.0
VISITOR DAYS	384,052	394,711	-2.7	5,182,690	5,056,494	2.5
AVERAGE DAILY CENSUS	12,389	12,733	-2.7	17,048	16,633	2.5
ISLANDS VISITED						
O'ahu	13,546	14,401	-5.9	168,060	177,515	-5.3
O'ahu only	8,386	9,070	-7.5	108,028	114,629	-5.8
O'ahu one day or less	736	835	-11.9	8,876	7,461	19.0
Kaua'i	4,258	4,308	-1.2	60,847	53,554	13.6
Kaua'i only	1,725	1,747	-1.3	28,939	23,674	22.2
Kaua'i one day or less	394	610	-35.5	6,394	6,040	5.9
Maui County	15,650	15,676	-0.2	206,532	206,293	0.1
Maui	15,476	15,507	-0.2	205,307	204,837	0.2
Maui only	10,421	10,421	0.0	145,799	144,820	0.7
Maui one day or less	558	700	-20.3	8,482	7,112	19.3
Moloka'i *	392	408	-3.9	3,529	3,441	2.6
Moloka'i only *	6	18	-69.6	291	327	-10.9
Moloka'i one day or less *	225	247	-8.7	1,859	1,707	8.9
Lāna'i *	346	470	-26.4	3,906	4,916	-20.5
Lāna'i only *	28	29	-4.1	168	249	-32.4
Lāna'i one day or less *	174	302	-42.4	2,350	2,933	-19.9
Hawai'i Island	5,958	5,400	10.3	83,884	75,529	11.1
Kona side	5,474	5,067	8.0	76,958	68,615	12.2
Hilo side	2,058	1,639	25.6	28,252	25,097	12.6
Hawai'i Island only	2,891	2,431	18.9	43,890	36,906	18.9
Hawai'i Island one day or less	191	446	-57.3	3,537	3,889	-9.1
Any Neighbor Island	21,777	21,526	1.2	299,723	288,053	4.1
NI only	16,618	16,195	2.6	239,692	225,168	6.5
Oahu & NI	5,159	5,331	-3.2	60,032	62,886	-4.5
Any one island only	23,456	23,715	-1.1	327,117	320,605	2.0
Multiple Islands	6,707	6,881	-2.5	80,635	82,077	-1.8
Avg. Islands Visited	1.33	1.32	0.1	1.29	1.29	-0.2
Average Length of Stay in Hawai'i	12.73	12.90	-1.3	12.71	12.56	1.2
ACCOMMODATIONS						
Plan to stay in Hotel	14,196	14,064	0.9	188,680	189,203	-0.3
Hotel only	10,395	10,885	-4.5	142,984	145,276	-1.6
Plan to stay in Condo	11,608	11,744	-1.2	157,098	159,203	-1.3
Condo only	9,128	9,590	-4.8	127,624	128,824	-0.9
Plan to stay in Timeshare	2,953	3,108	-5.0	38,443	36,822	4.4
Timeshare only	2,236	2,249	-0.6	27,525	26,476	4.0
Cruise Ship	972	593	63.9	8,802	7,882	11.7
Friends/Relatives	1,472	1,476	-0.3	19,187	17,726	8.2
Bed & Breakfast	461	450	2.4	6,355	6,109	4.0
Other	369	334	10.7	4,315	3,410	26.6

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

TABLE 7. TOTAL CANADA VISITORS BY AIR (CONT.)

	OCTOBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	26,731	28,247	-5.4	376,415	377,040	-0.2
Honeymoon/Get Married	1,847	1,580	16.9	15,125	12,935	16.9
Honeymoon	1,504	1,459	3.1	12,452	11,065	12.5
Get Married	456	197	130.8	3,710	2,566	44.6
Pleasure/Vacation	25,262	26,900	-6.1	364,168	366,270	-0.6
Mtgs/Conventions/Incentive	2,209	853	159.0	19,705	13,291	48.3
Conventions	1,825	655	178.7	13,589	9,357	45.2
Corporate Meetings	205	98	110.0	3,786	1,547	144.7
Incentive	257	122	111.3	3,479	2,814	23.6
Other Business	774	318	143.3	4,995	3,114	60.4
Visit Friends/Rel.	1,239	1,102	12.4	15,711	14,197	10.7
Govt/Military	59	25	132.1	1,320	398	231.7
Attend School	120	14	789.5	787	429	83.3
Sport Events	1,051	812	29.4	4,473	2,984	49.9
TRAVEL STATUS						
First Timers (%)**	35.5	36.4	-0.9	36.0	36.1	-0.1
Repeaters (%)**	64.5	63.6	0.9	64.0	63.9	0.1
Average # of Trips	4.09	4.09	-0.1	3.85	3.80	1.2
Group Tour	845	420	101.5	10,441	8,454	23.5
Non-Group	29,318	30,176	-2.8	397,310	394,228	0.8
Package Trip	6,679	6,680	0.0	90,876	97,939	-7.2
No Package	23,485	23,916	-1.8	316,875	304,744	4.0
Net True Independent	23,210	23,769	-2.3	313,614	302,241	3.8
Ave. Age	48	48	0.9	48	48	-0.8
Ave. Party Size	1.96	2.01	-2.3	2.17	2.19	-1.0

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	OCTOBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
VISITOR DAYS	154,608	225,610	-31.5	1,615,095	1,783,499	-9.4%
TOTAL VISITORS	20,776	33,254	-37.5	200,482	236,167	-15.1%
ARRIVED BY SHIP	11,957	24,725	-51.6	101,666	138,766	-26.7%
ARRIVED BY AIR	8,819	8,529	3.4	98,816	97,401	1.5%
NUMBER OF SHIP ARRIVALS	6	12	-50.0	57	69	-17.4%
ISLANDS VISITED						
O'ahu	20,234	32,257	-37.3	199,034	230,592	-13.7%
Kaua'i	18,421	26,301	-30.0	182,335	195,478	-6.7%
Maui County	19,527	32,201	-39.4	192,187	223,810	-14.1%
Maui	19,527	32,201	-39.4	192,187	223,811	-14.1%
Moloka'i	254	558	-54.6	2,290	3,606	-36.5%
Lāna'i	447	935	-52.2	3,324	5,312	-37.4%
Hawai'i Island	19,447	30,552	-36.3	193,140	220,708	-12.5%
Average Islands Visited	3.8	3.69	2.1	3.9	3.72	3.4%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.08	0.60	81.5	1.18	1.04	14.1%
Days in Hawai'i during Cruise	5.08	4.86	4.5	5.53	5.15	7.4%
Days in Hawai'i after Cruise	1.28	1.33	-3.7	1.34	1.36	-1.5%
Total days in Hawai'i	7.44	6.78	9.7	8.06	7.55	6.7%
ACCOMMODATIONS						
Hotel	9,042	11,818	-23.5	107,898	109,221	-1.2%
Hotel only	7,580	9,644	-21.4	94,100	94,230	-0.1%
Condo	1,314	1,758	-25.2	10,528	10,783	-2.4%
Condo only	471	403	16.9	3,379	2,889	16.9%
Timeshare	805	1,290	-37.6	7,923	9,396	-15.7%
Timeshare Only	241	399	-39.6	2,851	3,246	-12.2%
Bed & Breakfast	181	229	-20.9	1,448	1,698	-14.8%
Bed & Breakfast only	27	20	32.5	240	184	30.4%
Friends & relatives	573	706	-18.7	4,551	5,377	-15.4%
Other accommodation	1,067	1,403	-23.9	8,379	9,519	-12.0%
Accommodation (NET)	10,745	13,985	-23.2	121,926	124,879	-2.4%
Cruise only	10,031	19,269	-47.9	78,556	111,288	-29.4%
TRAVEL STATUS						
% First timers	37.6	37.9	-0.24	42.4	40.9	149.2%
% Repeat visitors	62.4	62.1	0.24	57.6	58.4	-84.4%

Source: Hawai'i Tourism Authority

