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HTA Release (16-64)

## **Visitor Spending Increased for Fifth Consecutive Month in October** **Visitor Arrivals Set New Record for Month of October**

**HONOLULU** – Visitors to Hawaii spent a total of \$1.2 billion in October 2016, a 6.8 percent increase compared to last October and the fifth consecutive month of year-over-year growth, according to preliminary statistics released today by the Hawaii Tourism Authority (HTA). Total visitor arrivals increased 4.3 percent to set a new record of 717,486 visitors for the month of October. Total visitor days<sup>1</sup> grew 3.8 percent compared to October 2015.

Spending by visitors increased in October 2016 from U.S. West (+12.5% to \$449.6 million), U.S. East (+0.6% to \$257.9 million), Japan (+5.5% to \$192.1 million) and All Other International Markets (+6.2% to \$257.5 million), while spending by visitors from Canada was similar (+0.5% to \$56.8 million) to last October.

In October 2016, the statewide average daily spending of \$197 per person was higher (+2.9%) than a year ago. Visitors from U.S. West (+7.1%), U.S. East (+1.5%), Japan (+3.4%), and Canada (+5.4%) spent more per day, while visitors from All Other International Markets spent less (-3.2%).

A total of 696,812 visitors (+4%) arrived in Hawaii by airlines in October 2016, with 20,673 visitors (+16.8%) coming via cruise ships. Arrivals by air rose from U.S. West (+6.5% to 287,058), Japan (+2.7% to 135,343) and All Other International Markets (+6.2% to 117,693). The number of arrivals from U.S. East (+0.2% to 129,020) was similar to last year, while arrivals from Canada (-5.1% to 27,698) declined.

Visitor arrivals increased for all of the Hawaiian Islands in October 2016 compared to the year prior. Visitor spending rose on the neighbor islands but showed no growth on O'ahu.

The total number of air seats serving the Hawaiian Islands was flat (-0.1% to 931,243) in October 2016 compared to last year. Declines in scheduled seats from Canada (-10.7%), Oceania (-3.9%) and Japan (-1.4%) offset strong growth from Other Asia (+18%) and a marginal increase from U.S. East (+0.8%).

### Year-to-Date 2016

Through the first ten months of 2016, total visitor arrivals (+2.8% to 7,416,031) and visitor spending (+4% to \$12.8 billion) grew and remained on pace to set new yearly records for Hawaii.

Arrivals increased from U.S. West (+4.4%), U.S. East (+3.2%), Japan (+0.6%) and All Other International Markets (+6.4%) year-to-date, but decreased from Canada (-8.7%).

Visitor spending grew from U.S. West (+6.1% to \$4.6 billion), U.S. East (+5.2% to \$3.2 billion), Japan (+0.8% to \$1.7 billion) and All Other International Markets (+6.5% to \$2.6 billion) year-to-date, but dropped from Canada (-12.3% to \$746.5 million).

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<sup>1</sup> Aggregate number of days stayed by all visitors.

Through October 2016, visitor arrivals for Maui (+4.2%), O'ahu (+2.1%), the island of Hawai'i (+1.7%), and Kaua'i (+0.5%) increased versus last year. Visitor spending year-to-date grew on Maui (+9.6% to \$3.7 billion), the island of Hawai'i (+9.4% to \$1.7 billion) and Kaua'i (+8.5% to \$1.4 billion). For O'ahu, visitor volumes have increased in six of the last seven months but lower daily spending has resulted in a decline in visitor spending (-2% to \$6 billion) year-to-date compared to 2015.

### Other Highlights:

- **U.S. West:** Visitor arrivals grew from the Pacific region (+6%) in October 2016, as steady growth continued from California (+7.7%). Visitor arrivals from the San Francisco-Oakland areas, in particular, have increased the last two years. From the Mountain region (+8.8%), more visitors came from Arizona (+13.1%), Colorado (+7.1%) and Utah (+11.2%). Through the first ten months of 2016, arrivals increased from both the Pacific region (+5.3%) and Mountain region (+3.4%) compared to the same period last year.
- **U.S. East:** For the first ten months of 2016, visitor arrivals were up from all U.S. East regions. Visitor arrivals from the South Atlantic, the largest of the U.S. East regions, rose (+6.4%) led by growth from Florida (+6.2%).
- **Canada:** In October 2016, arrivals from Canada were flat for O'ahu (-0.1%) but decreased significantly for the island of Hawai'i (-20.3%) and Kaua'i (-17.2%). There has been double-digit declines in arrivals since May 2016 when direct air service to Kona and Līhu'e was suspended.
- **MCI:** The number of visitors who came for meetings, conventions and incentives (MCI) increased (+11.1% to 52,220) in October 2016. Much of the growth was driven by the increase in incentive visitors (+72.5% to 21,475), particularly from Japan, which doubled (+113.6% to 16,146) compared to last October. Incentive visitors from Japan have produced year-over-year growth for 22 consecutive months. Fewer total visitors came for conventions (-15% to 25,300) in October 2016, with losses mainly from U.S. East. For the first ten months of 2016, total MCI arrivals rose (+4.1% to 436,341).

### Highlights from All Other Markets:

- **Australia:** Visitor arrivals in October 2016 declined (-3% to 30,469) but continued to show an increase through the first ten months of 2016 (+1.6% to 285,805). Year-to-date, daily spending rose to \$278 per person in 2016 compared to \$265 per person for the same period last year.
- **New Zealand:** Visitor arrivals grew in October 2016 (+2.2% to 6,032) and year-to-date (+2.1% to 56,460). Arrivals have increased in each of the past five months.
- **China:** Growth in visitor arrivals has fluctuated throughout the year. Arrivals declined slightly in October 2016 (-1.3% to 13,264) and year-to-date (-1.2% to 151,405). Daily visitor spending year-to-date in was down compared to last year (-6.5% to \$366 per person), but China continued to be the highest of all visitor markets.
- **Korea:** Visitor arrivals have increased every month this year. Arrivals rose by double-digits in October 2016 (+14.9% to 20,927) and year-to-date (+18.5% to 179,930). Visitors have spent more per day (\$291 per person) year-to-date versus last year (\$287 per person).
- **Taiwan:** Visitor arrivals grew in October 2016 (+13.2% to 1,450) and through the first ten months of 2016 (+1.6% to 15,007).
- **Europe:** Total combined visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland rose slightly in October 2016 (+0.8% to 13,514), but declined through the first ten months of 2016 (-2.2% to 123,002) year-over-year.

- **Latin America:** Total combined visitor arrivals from Mexico, Brazil and Argentina increased in October 2016 (+13.6% to 2,172), but declined through the first ten months of 2016 (-5.9% to 21,871) compared to last year.

#### **Island Highlights – October 2016:**

- **O‘ahu:** Visitor arrivals (+1.9%) and visitor days (+2.1%) increased in October 2016. However, visitor spending was flat (-0.2% to \$582.4 million) due to lower daily visitor spending (-2.3% to \$206 person) compared to last October. Increased arrivals from U.S. West (+3.5%) and Japan (+2.7%) offset a decline from U.S. East (-7.9%).
- **Maui:** Growth in visitor arrivals (+8.7%) and visitor days (+8.3%), combined with higher daily spending (+3.8% to \$201 per person), contributed to a substantial increase in visitor spending (+12.5% to \$335 million) in October 2016. More visitors arrived from U.S. West (+10.3%), U.S. East (+4.0%) and Japan (+1%), but fewer visitors came from Canada (-9.6%)
- **Island of Hawai‘i:** Visitor arrivals increased in October 2016 (+5.4%) year-over-year, but a shorter length of stay resulted in no growth in visitor days (+0.4%). Visitor spending rose significantly (+11.7% to \$152.5 million), driven by the increase in average daily spending (+11.2% to \$176 per person) compared to last year. More visitors came from U.S. West (+8.2%), Japan (+4.6%), and U.S. East (+2.9%), which offset fewer visitors from Canada (-20.3%).
- **Kaua‘i:** Visitor arrivals (+3.1%) and visitor days (+2%) grew in October 2016. Increased arrivals from U.S. West (+4.2%) and U.S. East (+2.7%) offset declines from Canada (-17.2%) and Japan (-7.9%). Visitor spending increased greatly (+16.8% to \$132.8 million), due in large part to the higher daily visitor spending (+14.6% to \$193 per person) compared to last October.

#### **Air Seats to Hawai‘i:**

- There was no growth in total air seat capacity (-0.1% to 931,243) to Hawai‘i in October 2016 compared to last year. The number of scheduled seats was similar to last year (+0.4% to 926,245) but charter seats declined (-44% to 4,998). There were more seats to Hilo (+5.7%), Līhu‘e (+1.7%) and Kahului (+1.1%) but fewer seats to Kona (-3.3%). Total air seats to Honolulu (-0.2%) were flat.
- The number of scheduled seats from U.S. West (+0.4%) in October 2016 was similar to last year. Growth in seats from Denver (+9.7%), San Francisco (+9.7%) and Seattle (+2.2%), offset decreases from Las Vegas (-4.5%), Oakland (-7%), Phoenix (-3.5%), Portland (-4.9%) and San Jose (-5.3%).
- Seat capacity from U.S. East rose slightly (+0.8%) in October 2016. More seats from Chicago (+13.8%), New York City’s John F. Kennedy International Airport (+7.4%) and Washington D.C. (+25%), offset a drop from Dallas (-7%).
- Scheduled seats from Japan decreased (-1.4%) in October 2016 compared to last year due to fewer seats from Haneda (-9.6%), Nagoya (-16.1%) and Osaka (-4.1%).
- Scheduled seats from Canada declined (-10.7%) in October 2016. The number of seats to Honolulu from Vancouver (+0.4%) was similar to last year, but the suspension of nonstop service between Vancouver-Kona and Vancouver-Līhu‘e in May 2016 contributed to the reduction in seats. Both of these routes were re-launched for seasonal service in November 2016.
- Scheduled seats from Oceania declined overall (-3.9%) in October 2016 year-over-year. There was a fewer number of seats from Brisbane (-16.2%) and Sydney (-5.9%). Partially offsetting this decline was a growth in seats from Auckland (+14.8%).

- Air capacity from Other Asia markets rose significantly (+18%) in October 2016. Seats increased from Seoul (+17.1%) and Taipei (+18.3%) as well as from Shanghai (+42.9%) and Beijing (+3.4%).
- Year-to-date through October 2016, total air capacity into the Hawaiian Islands grew slightly (+0.9% to 10,024,301 seats) compared to the same period last year. There was growth in air seats to Kona (+4.6%), Līhu'e (+4.3%) and Kahului (+2.8%), but Honolulu (-0.3%) and Hilo (+0.3%) remained flat compared to last year.

### **Cruise Ship Visitors:**

- In October 2016, ten out-of-state cruise ships brought 20,673 visitors to Hawai'i compared to eight ships that came in October 2015 with 17,701 visitors. Total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) increased (+10.4% to 31,937) compared to October 2015.
- Six out of ten cruise visitors in October 2016 were repeat visitors (59.6%) to the Hawaiian Islands while 40.4% were coming for the first time. Most visitors cruised for leisure (86.1%), with 8.3% accompanied by friends and relatives and 3% on their honeymoon.
- In the first ten months of 2016, a fewer number of visitors (-13.1% to 89,939) entered Hawai'i on 46 out-of-state cruise ships, compared to the 103,468 visitors who came on 57 cruise ships over the same period in 2015. The total number of cruise visitors was down from year-to-date 2015 (-13% to 182,861). Contributing to this decline was the Hawai'i home-ported cruise ship being in dry dock for four weeks in February and March of this year.

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### Visitor statistics on the HTA website:

Tables of visitor characteristic and expenditure statistics by visitor market, including data presented in the news release are available for viewing online at:

[www.hawaiiourismauthority.org/research/research/visitor-highlights/](http://www.hawaiiourismauthority.org/research/research/visitor-highlights/)

Detailed monthly visitor characteristics data tables for each visitor market; Fact Sheets with visitor statistics visitor highlights and economic data for the State of Hawai'i, island counties and selected visitor markets have been posted at:

[www.hawaiiourismauthority.org/research/reports/major-market-areas/](http://www.hawaiiourismauthority.org/research/reports/major-market-areas/)

### **About the Hawai'i Tourism Authority**

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

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

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## October 2016 Arrivals at a Glance

CATEGORY AND MMA	2016P	2015	% change	YTD 2016P	YTD 2015	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,220.9</b>	<b>1,142.7</b>	<b>6.8</b>	<b>12,827.9</b>	<b>12,340.0</b>	<b>4.0</b>
Total by air	1,213.9	1,137.3	6.7	12,793.7	12,306.0	4.0
U.S. West	449.6	399.6	12.5	4,587.3	4,324.6	6.1
U.S. East	257.9	256.5	0.6	3,182.3	3,024.1	5.2
Japan	192.1	182.1	5.5	1,716.2	1,701.7	0.8
Canada	56.8	56.5	0.5	746.5	851.4	-12.3
All Others	257.5	242.5	6.2	2,561.4	2,404.2	6.5
Visitor arrivals by cruise ships	7.0	5.4	30.1	34.2	34.0	0.6
<b>TOTAL VISITOR DAYS</b>	<b>6,195,474</b>	<b>5,968,420</b>	<b>3.8</b>	<b>66,442,046</b>	<b>65,007,107</b>	<b>2.2</b>
Total by air	6,095,729	5,884,940	3.6	66,016,985	64,531,554	2.3
U.S. West	2,619,795	2,494,924	5.0	27,612,691	26,805,925	3.0
U.S. East	1,260,417	1,271,971	-0.9	15,929,869	15,515,758	2.7
Japan	759,415	744,243	2.0	7,279,369	7,258,447	0.3
Canada	334,832	351,338	-4.7	4,690,854	5,141,375	-8.8
All Others	1,121,270	1,022,464	9.7	10,504,203	9,810,050	7.1
Visitor arrivals by cruise ships	99,745	83,481	19.5	425,061	475,553	-10.6
<b>VISITOR ARRIVALS</b>	<b>717,486</b>	<b>687,740</b>	<b>4.3</b>	<b>7,416,031</b>	<b>7,214,213</b>	<b>2.8</b>
Total by air	696,812	670,039	4.0	7,326,092	7,110,745	3.0
U.S. West	287,058	269,426	6.5	3,028,389	2,901,657	4.4
U.S. East	129,020	128,802	0.2	1,561,555	1,512,789	3.2
Japan	135,343	131,841	2.7	1,241,835	1,234,705	0.6
Canada	27,698	29,185	-5.1	370,909	406,042	-8.7
All Others	117,693	110,785	6.2	1,123,403	1,055,552	6.4
Visitor arrivals by cruise ships	20,673	17,701	16.8	89,939	103,468	-13.1
<b>AVERAGE LENGTH OF STAY</b>	<b>8.63</b>	<b>8.68</b>	<b>-0.5</b>	<b>8.96</b>	<b>9.01</b>	<b>-0.6</b>
Total by air	8.75	8.78	-0.4	9.01	9.08	-0.7
U.S. West	9.13	9.26	-1.4	9.12	9.24	-1.3
U.S. East	9.77	9.88	-1.1	10.20	10.26	-0.5
Japan	5.61	5.64	-0.6	5.86	5.88	-0.3
Canada	12.09	12.04	0.4	12.65	12.66	-0.1
All Others	9.53	9.23	3.2	9.35	9.29	0.6
Visitor arrivals by cruise ships	4.82	4.72	2.3	4.73	4.60	2.8
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>197.1</b>	<b>191.5</b>	<b>2.9</b>	<b>193.1</b>	<b>189.8</b>	<b>1.7</b>
Total by air	199.1	193.3	3.0	193.8	190.7	1.6
U.S. West	171.6	160.2	7.1	166.1	161.3	3.0
U.S. East	204.6	201.7	1.5	199.8	194.9	2.5
Japan	253.0	244.7	3.4	235.8	234.4	0.6
Canada	169.7	160.9	5.4	159.2	165.6	-3.9
All Others	229.7	237.2	-3.2	243.8	245.1	-0.5
Visitor arrivals by cruise ships	70.0	64.3	8.9	80.4	71.5	12.5
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,701.7</b>	<b>1,661.5</b>	<b>2.4</b>	<b>1,729.8</b>	<b>1,710.5</b>	<b>1.1</b>
Total by air	1,742.1	1,697.4	2.6	1,746.3	1,730.6	0.9
U.S. West	1,566.1	1,483.2	5.6	1,514.8	1,490.4	1.6
U.S. East	1,999.2	1,991.4	0.4	2,037.9	1,999.0	1.9
Japan	1,419.4	1,381.4	2.8	1,382.0	1,378.2	0.3
Canada	2,051.4	1,937.5	5.9	2,012.8	2,096.9	-4.0
All Others	2,188.0	2,189.1	0.0	2,280.1	2,277.7	0.1
Visitor arrivals by cruise ships	337.7	303.2	11.4	380.1	328.4	15.7

P=Preliminary data.

Source:Hawaii Tourism Authority

## October 2016 Island Highlights

CATEGORY AND ISLAND	2016P	2015	% change	YTD 2016P	YTD 2015	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,220.9</b>	<b>1,142.7</b>	<b>6.8</b>	<b>12,827.9</b>	<b>12,340.0</b>	<b>4.0</b>
Total by air	1,213.9	1,137.3	6.7	12,793.7	12,306.0	4.0
O'ahu	582.4	583.6	-0.2	5,966.4	6,085.6	-2.0
Maui	335.0	297.9	12.5	3,697.2	3,373.8	9.6
Moloka'i	3.5	2.5	40.6	26.1	27.7	-5.9
Lāna'i	7.8	3.1	147.7	69.3	35.3	96.7
Kaua'i	132.8	113.6	16.8	1,380.1	1,271.6	8.5
Haw ai'i Island	152.5	136.5	11.7	1,654.5	1,512.0	9.4
Visitor arrivals by cruise ships	7.0	5.4	30.1	34.2	34.0	0.6
<b>TOTAL VISITOR DAYS</b>	<b>6,195,474</b>	<b>5,968,420</b>	<b>3.8</b>	<b>66,442,046</b>	<b>65,007,107</b>	<b>2.2</b>
Total by air	6,095,729	5,884,940	3.6	66,016,985	64,531,554	2.3
O'ahu	2,829,940	2,771,956	2.1	30,857,770	30,198,056	2.2
Maui	1,669,421	1,541,433	8.3	17,714,742	17,088,554	3.7
Moloka'i	22,340	21,809	2.4	234,303	232,458	0.8
Lāna'i	17,146	10,168	68.6	175,485	135,742	29.3
Kaua'i	689,574	676,114	2.0	7,551,256	7,468,486	1.1
Haw ai'i Island	867,309	863,459	0.4	9,483,429	9,408,258	0.8
Visitor arrivals by cruise ships	99,745	83,481	19.5	425,061	475,553	-10.6
<b>VISITOR ARRIVALS</b>	<b>717,486</b>	<b>687,740</b>	<b>4.3</b>	<b>7,416,031</b>	<b>7,214,213</b>	<b>2.8</b>
Total by air	696,812	670,039	4.0	7,326,092	7,110,745	3.0
O'ahu	437,352	429,361	1.9	4,538,470	4,444,712	2.1
Maui	207,708	191,102	8.7	2,200,408	2,112,704	4.2
Moloka'i	4,232	4,054	4.4	50,361	55,301	-8.9
Lāna'i	4,728	3,580	32.1	52,231	50,659	3.1
Kaua'i	94,747	91,860	3.1	991,834	987,141	0.5
Haw ai'i Island	121,419	115,229	5.4	1,283,324	1,262,125	1.7
Visitor arrivals by cruise ships	20,673	17,701	16.8	89,939	103,468	-13.1
<b>AVERAGE LENGTH OF STAY</b>	<b>8.63</b>	<b>8.68</b>	<b>-0.5</b>	<b>8.96</b>	<b>9.01</b>	<b>-0.6</b>
Total by air	8.75	8.78	-0.4	9.01	9.08	-0.7
O'ahu	6.47	6.46	0.2	6.80	6.79	0.1
Maui	8.04	8.07	-0.4	8.05	8.09	-0.5
Moloka'i	5.28	5.38	-1.9	4.65	4.20	10.7
Lāna'i	3.63	2.84	27.7	3.36	2.68	25.4
Kaua'i	7.28	7.36	-1.1	7.61	7.57	0.6
Haw ai'i Island	7.14	7.49	-4.7	7.39	7.45	-0.9
Visitor arrivals by cruise ships	4.82	4.72	2.3	4.73	4.60	2.8
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>197.1</b>	<b>191.5</b>	<b>2.9</b>	<b>193.1</b>	<b>189.8</b>	<b>1.7</b>
Total by air	199.1	193.3	3.0	193.8	190.7	1.6
O'ahu	205.8	210.5	-2.3	193.4	201.5	-4.1
Maui	200.7	193.3	3.8	208.7	197.4	5.7
Moloka'i	157.6	114.8	37.3	111.4	119.3	-6.6
Lāna'i	453.9	309.0	46.9	395.2	259.7	52.2
Kaua'i	192.5	168.1	14.6	182.8	170.3	7.3
Haw ai'i Island	175.8	158.1	11.2	174.5	160.7	8.6
Visitor arrivals by cruise ships	70.0	64.3	8.9	80.4	71.5	12.5
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,701.7</b>	<b>1,661.5</b>	<b>2.4</b>	<b>1,729.8</b>	<b>1,710.5</b>	<b>1.1</b>
Total by air	1742.1	1697.4	2.6	1746.3	1730.6	0.9
O'ahu	1331.6	1359.2	-2.0	1314.6	1369.2	-4.0
Maui	1613.0	1559.0	3.5	1680.2	1596.9	5.2
Moloka'i	832.0	617.8	34.7	518.4	501.7	3.3
Lāna'i	1646.1	877.8	87.5	1327.8	696.0	90.8
Kaua'i	1401.3	1237.0	13.3	1391.5	1288.2	8.0
Haw ai'i Island	1255.8	1184.7	6.0	1289.3	1198.0	7.6
Visitor arrivals by cruise ships	337.7	303.2	11.4	380.1	328.4	15.7

P=Preliminary data.

Source:Haw ai'i Tourism Authority

Nonstops Seats to Hawaii by Port of Entry and MMA

OCTOBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
<b>Total Seats</b>	<b>931,243</b>	<b>931,858</b>	<b>-0.1</b>	<b>656,755</b>	<b>658,251</b>	<b>-0.2</b>	<b>166,191</b>	<b>164,412</b>	<b>1.1</b>	<b>55,129</b>	<b>57,036</b>	<b>-3.3</b>	<b>3,794</b>	<b>3,590</b>	<b>5.7</b>	<b>49,374</b>	<b>48,569</b>	<b>1.7</b>
<b>Scheduled</b>	<b>926,245</b>	<b>922,927</b>	<b>0.4</b>	<b>652,119</b>	<b>650,399</b>	<b>0.3</b>	<b>166,191</b>	<b>163,518</b>	<b>1.6</b>	<b>55,129</b>	<b>56,851</b>	<b>-3.0</b>	<b>3,794</b>	<b>3,590</b>	<b>5.7</b>	<b>49,012</b>	<b>48,569</b>	<b>0.9</b>
<b>Charters</b>	<b>4,998</b>	<b>8,931</b>	<b>-44.0</b>	<b>4,636</b>	<b>7,852</b>	<b>-41.0</b>	<b>0</b>	<b>894</b>	<b>-100.0</b>	<b>0</b>	<b>185</b>	<b>-100.0</b>				<b>362</b>	<b>0</b>	<b>NA</b>
<b>Domestic</b>	<b>634,334</b>	<b>634,708</b>	<b>-0.1</b>	<b>368,193</b>	<b>371,771</b>	<b>-1.0</b>	<b>158,180</b>	<b>155,422</b>	<b>1.8</b>	<b>54,961</b>	<b>56,196</b>	<b>-2.2</b>	<b>3,794</b>	<b>3,590</b>	<b>5.7</b>	<b>49,206</b>	<b>47,729</b>	<b>3.1</b>
<b>Scheduled</b>	<b>629,776</b>	<b>627,024</b>	<b>0.4</b>	<b>363,997</b>	<b>365,166</b>	<b>-0.3</b>	<b>158,180</b>	<b>154,528</b>	<b>2.4</b>	<b>54,961</b>	<b>56,011</b>	<b>-1.9</b>	<b>3,794</b>	<b>3,590</b>	<b>5.7</b>	<b>48,844</b>	<b>47,729</b>	<b>2.3</b>
<b>Charters</b>	<b>4,558</b>	<b>7,684</b>	<b>-40.7</b>	<b>4,196</b>	<b>6,605</b>	<b>-36.5</b>	<b>0</b>	<b>894</b>	<b>-100.0</b>	<b>0</b>	<b>185</b>	<b>-100.0</b>				<b>362</b>	<b>0</b>	<b>NA</b>
<b>US WEST</b>	<b>560,032</b>	<b>557,815</b>	<b>0.4</b>	<b>303,153</b>	<b>306,179</b>	<b>-1.0</b>	<b>149,280</b>	<b>144,306</b>	<b>3.4</b>	<b>54,961</b>	<b>56,011</b>	<b>-1.9</b>	<b>3,794</b>	<b>3,590</b>	<b>5.7</b>	<b>48,844</b>	<b>47,729</b>	<b>2.3</b>
Anchorage	3,423	3,586	-4.5	3,423	3,586	-4.5												
Bellingham																		
Denver	12,354	11,259	9.7	10,664	9,439	13.0	845	910	-7.1	845	910	-7.1						
Las Vegas	24,087	25,227	-4.5	24,087	25,227	-4.5												
Los Angeles	192,098	193,752	-0.9	102,811	107,647	-4.5	47,833	44,297	8.0	18,167	19,851	-8.5	3,794	3,590	5.7	19,493	18,367	6.1
Oakland	28,868	31,025	-7.0	11,173	10,699	4.4	12,426	13,082	-5.0	3,150	5,125	-38.5				2,119	2,119	0.0
Phoenix	38,737	40,139	-3.5	18,997	19,429	-2.2	9,024	9,310	-3.1	5,264	5,700	-7.6				5,452	5,700	-4.4
Portland	21,858	22,987	-4.9	14,523	15,652	-7.2	7,335	7,335	0.0									
Sacramento	13,078	13,082	0.0	8,029	8,029	0.0	5,049	5,053	-0.1									
Salt Lake City	8,187	8,091	1.2	8,187	8,091	1.2												
San Diego	24,567	24,436	0.5	13,499	13,515	-0.1	5,860	5,705	2.7	2,282	2,282	0.0				2,926	2,934	-0.3
San Francisco	97,603	88,978	9.7	48,955	43,355	12.9	28,139	24,521	14.8	11,574	12,436	-6.9				8,935	8,666	3.1
San Jose	27,662	29,206	-5.3	11,269	11,017	2.3	11,122	13,082	-15.0	2,353	2,173	8.3				2,918	2,934	-0.5
Seattle	67,510	66,047	2.2	27,536	30,493	-9.7	21,647	21,011	3.0	11,326	7,534	50.3				7,001	7,009	-0.1
<b>US EAST</b>	<b>69,744</b>	<b>69,209</b>	<b>0.8</b>	<b>60,844</b>	<b>58,987</b>	<b>3.1</b>	<b>8,900</b>	<b>10,222</b>	<b>-12.9</b>									
Atlanta	9,083	9,083	0.0	9,083	9,083	0.0												
Chicago	12,040	10,584	13.8	10,664	8,864	20.3	1,376	1,720	-20.0									
Dallas	20,482	22,018	-7.0	12,958	13,516	-4.1	7,524	8,502	-11.5									
Houston	10,664	10,664	0.0	10,664	10,664	0.0												
Minneapolis	293	452	-35.2	293	452	-35.2												
New York JFK	8,526	7,938	7.4	8,526	7,938	7.4												
Newark	7,446	7,502	-0.7	7,446	7,502	-0.7												
Washington D.C.	1,210	968	25.0	1,210	968	25.0												

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

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

OCTOBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
<b>INTERNATIONAL</b>	<b>296,909</b>	<b>297,150</b>	<b>-0.1</b>	<b>288,562</b>	<b>286,480</b>	<b>0.7</b>	<b>8,011</b>	<b>8,990</b>	<b>-10.9</b>	<b>168</b>	<b>840</b>	<b>-80.0</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>168</b>	<b>840</b>	<b>-80.0</b>
<b>Scheduled</b>	<b>296,469</b>	<b>295,903</b>	<b>0.2</b>	<b>288,122</b>	<b>285,233</b>	<b>1.0</b>	<b>8,011</b>	<b>8,990</b>	<b>-10.9</b>	<b>168</b>	<b>840</b>	<b>-80.0</b>				<b>168</b>	<b>840</b>	<b>-80.0</b>
<b>Charters</b>	<b>440</b>	<b>1,247</b>	<b>-64.7</b>	<b>440</b>	<b>1,247</b>	<b>-64.7</b>												
<b>JAPAN</b>	<b>158,320</b>	<b>160,608</b>	<b>-1.4</b>	<b>158,320</b>	<b>160,608</b>	<b>-1.4</b>												
Fukuoka	5,183	5,198	-0.3	5,183	5,198	-0.3												
Nagoya	12,341	14,843	-16.9	12,341	14,843	-16.9												
Osaka	25,515	26,593	-4.1	25,515	26,593	-4.1												
Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
Tokyo HND	24,161	26,715	-9.6	24,161	26,715	-9.6												
Tokyo NRT	87,753	83,892	4.6	87,753	83,892	4.6												
<b>CANADA</b>	<b>18,973</b>	<b>21,254</b>	<b>-10.7</b>	<b>10,626</b>	<b>10,584</b>	<b>0.4</b>	<b>8,011</b>	<b>8,990</b>	<b>-10.9</b>	<b>168</b>	<b>840</b>	<b>-80.0</b>				<b>168</b>	<b>840</b>	<b>-80.0</b>
Calgary	211	422	-50.0	211	422	-50.0	211	422	-50.0									
Vancouver	18,762	20,832	-9.9	10,626	10,584	0.4	7,800	8,568	-9.0	168	840	-80.0				168	840	-80.0
<b>OTHER ASIA</b>	<b>51,557</b>	<b>43,710</b>	<b>18.0</b>	<b>51,557</b>	<b>43,710</b>	<b>18.0</b>												
Beijing	8,116	7,851	3.4	8,116	7,851	3.4												
Seoul	32,690	27,921	17.1	32,690	27,921	17.1												
Shanghai	7,920	5,544	42.9	7,920	5,544	42.9												
Taipei	2,831	2,394	18.3	2,831	2,394	18.3												
<b>OCEANIA</b>	<b>43,857</b>	<b>45,628</b>	<b>-3.9</b>	<b>43,857</b>	<b>45,628</b>	<b>-3.9</b>												
Auckland	8,956	7,800	14.8	8,956	7,800	14.8												
Brisbane	7,801	9,312	-16.2	7,801	9,312	-16.2												
Melbourne	4,690	4,690	0.0	4,690	4,690	0.0												
Sydney	22,410	23,826	-5.9	22,410	23,826	-5.9												
<b>OTHER</b>	<b>23,762</b>	<b>24,703</b>	<b>-3.8</b>	<b>23,762</b>	<b>24,703</b>	<b>-3.8</b>												
Apia	656	820	-20.0	656	820	-20.0												
Christmas Island	514	488	5.3	514	488	5.3												
Guam	10,664	10,664	0.0	10,664	10,664	0.0												
Majuro	2,158	2,158	0.0	2,158	2,158	0.0												
Manila	5,119	6,110	-16.2	5,119	6,110	-16.2												
Nadi	850	662	28.4	850	662	28.4												
Pago Pago	2,331	2,331	0.0	2,331	2,331	0.0												
Papeete	1,470	1,470	0.0	1,470	1,470	0.0												

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



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

OCTOBER YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
<b>TOTAL</b>	<b>10,024,301</b>	<b>9,939,432</b>	<b>0.9</b>	<b>6,756,988</b>	<b>6,780,467</b>	<b>-0.3</b>	<b>1,934,538</b>	<b>1,881,900</b>	<b>2.8</b>	<b>705,247</b>	<b>673,989</b>	<b>4.6</b>	<b>36,911</b>	<b>36,814</b>	<b>0.3</b>	<b>590,617</b>	<b>566,262</b>	<b>4.3</b>
<b>SCHEDULES</b>	<b>9,946,100</b>	<b>9,855,696</b>	<b>0.9</b>	<b>6,683,088</b>	<b>6,704,190</b>	<b>-0.3</b>	<b>1,932,079</b>	<b>1,876,486</b>	<b>3.0</b>	<b>704,321</b>	<b>672,659</b>	<b>4.7</b>	<b>36,755</b>	<b>36,814</b>	<b>-0.2</b>	<b>589,857</b>	<b>565,547</b>	<b>4.3</b>
<b>CHARTERS</b>	<b>78,201</b>	<b>83,736</b>	<b>-6.6</b>	<b>73,900</b>	<b>76,277</b>	<b>-3.1</b>	<b>2,459</b>	<b>5,414</b>	<b>-54.6</b>	<b>926</b>	<b>1,330</b>	<b>-30.4</b>	<b>156</b>	<b>0</b>	<b>NA</b>	<b>760</b>	<b>715</b>	<b>6.3</b>
<b>US TOTAL</b>	<b>6,942,827</b>	<b>6,853,534</b>	<b>1.3</b>	<b>3,887,425</b>	<b>3,905,862</b>	<b>-0.5</b>	<b>1,769,541</b>	<b>1,725,510</b>	<b>2.6</b>	<b>678,829</b>	<b>644,784</b>	<b>5.3</b>	<b>36,911</b>	<b>36,814</b>	<b>0.3</b>	<b>570,121</b>	<b>540,564</b>	<b>5.5</b>
<b>SCHEDULES</b>	<b>6,887,040</b>	<b>6,786,700</b>	<b>1.5</b>	<b>3,835,939</b>	<b>3,846,487</b>	<b>-0.3</b>	<b>1,767,082</b>	<b>1,720,096</b>	<b>2.7</b>	<b>677,903</b>	<b>643,454</b>	<b>5.4</b>	<b>36,755</b>	<b>36,814</b>	<b>-0.2</b>	<b>569,361</b>	<b>539,849</b>	<b>5.5</b>
<b>CHARTERS</b>	<b>55,787</b>	<b>66,834</b>	<b>-16.5</b>	<b>51,486</b>	<b>59,375</b>	<b>-13.3</b>	<b>2,459</b>	<b>5,414</b>	<b>-54.6</b>	<b>926</b>	<b>1,330</b>	<b>-30.4</b>	<b>156</b>	<b>0</b>	<b>NA</b>	<b>760</b>	<b>715</b>	<b>6.3</b>
<b>US WEST</b>	<b>6,130,005</b>	<b>6,017,065</b>	<b>1.9</b>	<b>3,187,879</b>	<b>3,213,058</b>	<b>-0.8</b>	<b>1,658,107</b>	<b>1,583,890</b>	<b>4.7</b>	<b>677,903</b>	<b>643,454</b>	<b>5.4</b>	<b>36,755</b>	<b>36,814</b>	<b>-0.2</b>	<b>569,361</b>	<b>539,849</b>	<b>5.5</b>
Anchorage	59,495	49,715	19.7	46,455	38,468	20.8	8,150	6,683	22.0	4,890	4,564	7.1						
Bellingham	26,243	28,525	-8.0	17,441	19,723	-11.6	8,802	8,802	0.0									
Denver	136,484	135,788	0.5	88,995	91,276	-2.5	32,617	27,183	20.0	11,999	12,662	-5.2			2,873	4,667	-38.4	
Las Vegas	243,333	248,955	-2.3	243,333	248,955	-2.3												
Los Angeles	2,116,254	2,146,656	-1.4	1,098,135	1,139,526	-3.6	496,559	503,521	-1.4	245,926	248,106	-0.9	36,755	36,814	-0.2	238,879	218,689	9.2
Oakland	353,788	330,343	7.1	123,060	113,108	8.8	128,404	128,288	0.1	57,824	55,584	4.0				44,500	33,363	33.4
Phoenix	415,835	424,890	-2.1	210,659	215,276	-2.1	91,320	94,664	-3.5	53,392	53,770	-0.7				60,464	61,180	-1.2
Portland	259,074	257,699	0.5	146,441	146,044	0.3	84,108	81,989	2.6	17,604	18,908	-6.9				10,921	10,758	1.5
Sacramento	128,706	128,288	0.3	78,995	78,736	0.3	49,711	49,552	0.3									
Salt Lake City	77,091	76,734	0.5	77,091	76,734	0.5												
San Diego	250,356	238,847	4.8	134,805	134,364	0.3	60,791	56,561	7.5	23,309	16,789	38.8				31,451	31,133	1.0
San Francisco	1,025,823	942,139	8.9	502,128	475,251	5.7	343,971	273,617	25.7	107,659	120,903	-10.5				72,065	72,968	-1.2
San Jose	288,463	300,392	-4.0	114,810	114,043	0.7	122,838	128,288	-4.2	22,306	29,699	-24.9				28,509	28,362	0.5
Seattle	749,060	708,094	5.8	305,531	321,554	-5.0	230,836	224,742	2.7	132,994	83,069	60.1				79,699	78,729	1.2
<b>US EAST</b>	<b>757,035</b>	<b>769,635</b>	<b>-1.6</b>	<b>648,060</b>	<b>633,429</b>	<b>2.3</b>	<b>108,975</b>	<b>136,206</b>	<b>-20.0</b>									
Atlanta	89,591	99,645	-10.1	89,591	99,645	-10.1												
Chicago	116,249	136,951	-15.1	102,145	102,551	-0.4	14,104	34,400	-59.0									
Dallas	226,877	240,672	-5.7	132,006	138,866	-4.9	94,871	101,806	-6.8									
Houston	104,920	102,805	2.1	104,920	102,805	2.1												
Minneapolis	21,564	452	4670.8	21,564	452	4670.8												
New York JFK	88,990	80,210	10.9	88,990	80,210	10.9												
Newark	73,270	72,600	0.9	73,270	72,600	0.9												
Washington D.C.	35,574	36,300	-2.0	35,574	36,300	-2.0												

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

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

OCTOBER YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
<b>INTERNATIONAL</b>	<b>3,081,474</b>	<b>3,085,898</b>	<b>-0.1</b>	<b>2,869,563</b>	<b>2,874,605</b>	<b>-0.2</b>	<b>164,997</b>	<b>156,390</b>	<b>5.5</b>	<b>26,418</b>	<b>29,205</b>	<b>-9.5</b>				<b>20,496</b>	<b>25,698</b>	<b>-20.2</b>
<b>SCHEDULES</b>	<b>3,059,060</b>	<b>3,068,996</b>	<b>-0.3</b>	<b>2,847,149</b>	<b>2,857,703</b>	<b>-0.4</b>	<b>164,997</b>	<b>156,390</b>	<b>5.5</b>	<b>26,418</b>	<b>29,205</b>	<b>-9.5</b>				<b>20,496</b>	<b>25,698</b>	<b>-20.2</b>
<b>CHARTERS</b>	<b>22,414</b>	<b>16,902</b>	<b>32.6</b>	<b>22,414</b>	<b>16,902</b>	<b>32.6</b>												
<b>JAPAN</b>	<b>1,531,533</b>	<b>1,637,321</b>	<b>-6.5</b>	<b>1,531,533</b>	<b>1,637,321</b>	<b>-6.5</b>												
Fukuoka	51,739	58,509	-11.6	51,739	58,509	-11.6												
Nagoya	143,637	167,724	-14.4	143,637	167,724	-14.4												
Osaka	258,070	314,250	-17.9	258,070	314,250	-17.9												
Sapporo	33,929	33,670	0.8	33,929	33,670	0.8												
Tokyo HND	251,435	270,284	-7.0	251,435	270,284	-7.0												
Tokyo NRT	792,723	792,884	0.0	792,723	792,884	0.0												
<b>CANADA</b>	<b>366,388</b>	<b>363,430</b>	<b>0.8</b>	<b>154,477</b>	<b>152,137</b>	<b>1.5</b>	<b>164,997</b>	<b>156,390</b>	<b>5.5</b>	<b>26,418</b>	<b>29,205</b>	<b>-9.5</b>				<b>20,496</b>	<b>25,698</b>	<b>-20.2</b>
Calgary	39,018	34,415	13.4	8,505	6,831	24.5	30,513	27,584	10.6									
Edmonton	13,002	10,350	25.6				13,002	10,350	25.6									
Toronto	8,178	7,560	8.2	8,178	7,560	8.2												
Vancouver	303,980	308,793	-1.6	135,584	135,434	0.1	121,482	118,456	2.6	26,418	29,205	-9.5				20,496	25,698	-20.2
Victoria	2,210	2,312	-4.4	2,210	2,312	-4.4												
<b>OTHER ASIA</b>	<b>480,575</b>	<b>401,543</b>	<b>19.7</b>	<b>480,575</b>	<b>401,543</b>	<b>19.7</b>												
Beijing	74,500	75,666	-1.5	74,500	75,666	-1.5												
Seoul	313,018	247,859	26.3	313,018	247,859	26.3												
Shanghai	67,024	51,678	29.7	67,024	51,678	29.7												
Taipei	26,033	26,340	-1.2	26,033	26,340	-1.2												
<b>OCEANIA</b>	<b>437,788</b>	<b>417,855</b>	<b>4.8</b>	<b>437,788</b>	<b>417,855</b>	<b>4.8</b>												
Auckland	84,158	77,766	8.2	84,158	77,766	8.2												
Brisbane	82,468	84,089	-1.9	82,468	84,089	-1.9												
Melbourne	51,255	39,599	29.4	51,255	39,599	29.4												
Sydney	219,907	216,401	1.6	219,907	216,401	1.6												
<b>OTHER</b>	<b>242,776</b>	<b>248,847</b>	<b>-2.4</b>	<b>242,776</b>	<b>248,847</b>	<b>-2.4</b>												
Apia	7,216	7,550	-4.4	7,216	7,550	-4.4												
Christmas Island	5,125	5,368	-4.5	5,125	5,368	-4.5												
Guam	104,920	104,576	0.3	104,920	104,576	0.3												
Majuro	21,746	20,293	7.2	21,746	20,293	7.2												
Manila	57,007	65,100	-12.4	57,007	65,100	-12.4												
Nadi	7,408	6,760	9.6	7,408	6,760	9.6												
Pago Pago	26,418	25,382	4.1	26,418	25,382	4.1</												