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TOTAL VISITOR EXPENDITURES FOR THE FIRST NINE MONTHS OF 2011 INCREASED 14.7 PERCENT

September 2011 Total Visitor Spending Rose 19.7 Percent While Visitor Arrivals Were Up 4 Percent

HONOLULU – Total expenditures by visitors who came to Hawai'i in the first nine months of 2011 increased 14.7 percent, compared to the same period last year, to \$9.3 billion. Total visitor days for all visitors rose 4.2 percent and total arrivals (+2.7%) continued to surpass last year at 5,446,393 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority.

For the month of September 2011, total visitor expenditures grew 19.7 percent (\$165.1 million) from September 2010 to \$1 billion. Contributing to the increase was higher daily spending by all visitors (\$199 per person, up from \$176 per person in September 2010) and a 4 percent growth in total arrivals to 560,707 visitors.

Arrivals by air only in September 2011 rose 4.7 percent from last September to 553,068 visitors, with increases from all top four visitor markets. Arrivals from Canada climbed 23 percent, the fifteenth consecutive month of double-digit growth. After six straight months of losses, Japanese arrivals grew slightly by 0.8 percent. Arrivals from U.S. West (+2%) and U.S. East (+4.4%) also increased following three months of declines. A total of 7,639 visitors arrived aboard cruise ships in September 2011, down 29.2 percent compared to last September.

For the first nine months of 2011, continued strong growth in arrivals and higher average daily spending contributed to a 30 percent increase in total expenditures by Canadian visitors. Total spending from this market has been increasing by double-digits in every month since July 2010. Total expenditures by U.S. West (+7.5%) and U.S. East (+9%) visitors continued to increase. Total Japanese visitor expenditures also rose (+6.2%), despite arrivals declining 7.1 percent compared to year-to-date 2010.

September 2011 Arrivals at a Glance

CATEGORY AND MMA	September 2011	September 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,004.7	839.6	19.7	9,259.9	8,072.8	14.7
Total by air	1,002.1	836.4	19.8	9,239.5	8,057.7	14.7
U.S. West	309.7	290.5	6.6	3,127.9	2,909.0	7.5
U.S. East	220.9	195.5	13.0	2,398.5	2,201.2	9.0
Japan	214.7	186.8	14.9	1,486.3	1,399.6	6.2
Canada	36.7	29.4	24.9	660.2	507.8	30.0
All Others	220.1	134.2	64.0	1,566.7	1,040.0	50.6
Visitor arrivals by cruise ships	2.6	3.2	-19.0	20.3	15.1	34.5
TOTAL VISITOR DAYS	5,058,379	4,758,345	6.3	51,497,492	49,416,583	4.2
Total by air	5,013,008	4,688,191	6.9	51,105,867	49,070,156	4.1
U.S. West	2,060,147	2,005,943	2.7	21,454,261	21,118,835	1.6
U.S. East	1,148,989	1,091,820	5.2	13,284,295	13,108,814	1.3
Japan	704,087	685,535	2.7	5,267,512	5,521,690	-4.6
Canada	229,238	180,209	27.2	4,287,316	3,581,079	19.7
All Others	870,547	724,684	20.1	6,812,484	5,739,737	18.7
Visitor arrivals by cruise ships	45,372	70,154	-35.3	391,625	346,427	13.0
VISITOR ARRIVALS	560,707	539,255	4.0	5,446,393	5,305,503	2.7
Total by air	553,068	528,469	4.7	5,374,850	5,240,578	2.6
U.S. West	225,037	220,712	2.0	2,254,205	2,218,258	1.6
U.S. East	111,994	107,262	4.4	1,267,708	1,257,543	0.8
Japan	116,725	115,755	0.8	867,980	933,834	-7.1
Canada	19,664	15,988	23.0	342,549	282,853	21.1
All Others	79,648	68,752	15.8	642,408	548,091	17.2
Visitor arrivals by cruise ships	7,639	10,786	-29.2	71,543	64,925	10.2
AVERAGE LENGTH OF STAY	9.02	8.82	2.2	9.46	9.31	1.5
Total by air	9.06	8.87	2.2	9.51	9.36	1.5
U.S. West	9.15	9.09	0.7	9.52	9.52	0.0
U.S. East	10.26	10.18	0.8	10.48	10.42	0.5
Japan	6.03	5.92	1.9	6.07	5.91	2.6
Canada	11.66	11.27	3.4	12.52	12.66	-1.1
All Others	10.93	10.54	3.7	10.60	10.47	1.3
Visitor arrivals by cruise ships	5.94	6.50	-8.7	5.47	5.34	2.6
PER PERSON PER DAY SPENDING (\$)	198.6	176.4	12.6	179.8	163.4	10.1
Total by air	199.9	178.4	12.1	180.8	164.2	10.1
U.S. West	150.3	144.8	3.8	145.8	137.7	5.8
U.S. East	192.3	179.1	7.4	180.5	167.9	7.5
Japan	304.9	272.5	11.9	282.2	253.5	11.3
Canada	160.0	163.0	-1.8	154.0	141.8	8.6
All Others	252.8	185.2	36.5	230.0	181.2	26.9
Visitor arrivals by cruise ships	56.7	45.2	25.2	51.9	43.6	19.0
PER PERSON PER TRIP SPENDING (\$)	1,791.8	1,556.9	15.1	1,700.2	1,521.6	11.7
Total by air	1,811.9	1,582.6	14.5	1,719.0	1,537.6	11.8
U.S. West	1,376.3	1,316.1	4.6	1,387.6	1,311.4	5.8
U.S. East	1,972.6	1,822.8	8.2	1,892.0	1,750.4	8.1
Japan	1,839.4	1,613.8	14.0	1,712.4	1,498.8	14.3
Canada	1,865.1	1,836.7	1.6	1,927.2	1,795.3	7.3
All Others	2,763.3	1,952.0	41.6	2,438.9	1,897.6	28.5
Visitor arrivals by cruise ships	336.5	294.3	14.3	284.3	232.9	22.1

Source: Hawai'i Tourism Authority

Additional Total Air Visitor Highlights:

- After five straight months of declines, the total number of honeymoon visitors rose 14.4 percent compared to September 2010, to 58,325 visitors. September had the most honeymooners so far in 2011. The number of Japanese honeymooners rose 11.5 percent, and honeymoon visitors from U.S. West (+12.3%) and U.S. East (+8.5%) also increased compared to last September.
- More total visitors came to get married (+15.9% to 12,328 visitors) in September 2011. The Japanese market, which comprised nearly 40 percent of all visitors who came to get married in 2011, showed a 4.6 percent growth from last September. The number of U.S. West (+28.9%) and U.S. East (+14.4%) visitors were also higher than a year ago.
- Fewer total visitors came for meetings, conventions and incentives (MCI) (-9.1% to 24,133 visitors) compared to September 2010 (See Meetings, Conventions, Incentive Visitor Highlights).
- Timeshare properties experienced an 8.3 percent growth in total visitors compared to September 2010, with increases from U.S. West (+6.1%), Japan (+26.7%) and Canada (+72.9%). More total visitors also stayed in condominium properties (+8.2%) due to growth from U.S. East (+10.1%), U.S. West (+2.8%), Japan (+10.8%) and Canada (+28.1%).

Major Market Areas:

U.S. West:

- Total spending by U.S. West visitors in September 2011 rose 6.6 percent from last September to \$309.7 million, boosted by increased arrivals (+2%) and higher daily spending (\$150 per person, up from \$145 per person in September 2010).
- Arrivals from the Pacific Region grew 1.6 percent from September 2010. Arrivals from California, the largest contributor of domestic visitors, rose 1.6 percent after three consecutive months of losses. Arrivals from Washington (+0.9%) and Alaska (+29.7%) also increased, but arrivals from Oregon declined (-3.2%) compared to last September. Arrivals from the Mountain Region were 3.9 percent higher in September 2011 (Table 2).
- For the first nine months of 2011, total expenditures by U.S. West visitors rose 7.5 percent to \$3.1 billion. Total visitors days (+1.6%) and visitor arrivals (+1.6%) continued to surpass the same period last year.

U.S. East:

- Growth in visitor arrivals (+4.4%) and higher daily spending (\$192 per person, up from \$179 per person in September 2010), contributed to a 13 percent increase in total spending by U.S. East visitors in September 2011 to \$220.9 million.

- Arrivals from all U.S. East regions were higher compared to September 2010: East South Central (+10.9%); East North Central (+8.2%); New England (+7.4%); West South Central (+4.5%); Middle Atlantic (+2.9%); South Atlantic (+2%); and West North Central (+1.8%) (Table 2).
- For the first nine months of 2011, total spending by U.S. East visitors grew 9 percent to \$2.4 billion. Visitor days rose 1.3 percent while visitor arrivals increased slightly (+0.8%) compared to the first nine months of 2010.

Japan:

- Higher average daily spending (\$305 per person, up from \$273 per person in September 2010) and a small increase in arrivals (+0.8%) contributed to a 14.9 percent growth in total Japanese visitor expenditures to \$214.7 million. Increased lodging spending, combined with a stronger yen that may have helped boost shopping expenditures, contributed to the growth in daily spending.
- Japanese arrivals increased on Maui (+16.6% to 5,762 visitors), O'ahu (+1.6% to 111,461 visitors) and Kaua'i (+1.4% to 2,275 visitors) but declined on Hawai'i Island (-12.8% to 16,372 visitors), compared to September 2010.
- Typically more Japanese come to Hawai'i by group tours than make their own travel arrangements (FIT). However for the past three months there were more FIT visitors than those who came on group tours.
- Even though total Japanese arrivals for the first nine months of 2011 declined 7.1 percent, daily spending was higher at \$282 per person, compared to \$254 per person, in the first nine months of 2010. Total spending by Japanese visitors was \$1.5 billion, an increase of 6.2 percent compared to year-to-date 2010.

Canada:

- Total spending by Canadian visitors in September 2011 grew 24.9 percent to \$36.7 million, elevated by a 23 percent growth in arrivals. Daily spending by these visitors was \$160 per person, down from \$163 per person in September 2010.
- Canadian visitors who came on international flights climbed 47.1 percent compared to last September (Table 7).
- For the first nine months of 2011, total expenditures by Canadian visitors jumped 30 percent to \$660.2 million. Total visitors days grew 19.7 percent, while visitor arrivals were 21.1 percent higher than the same period last year.

Island Highlights:

- All four of the larger Hawaiian Islands showed growth in visitor arrivals compared to September 2010: Kaua'i (+12%), Hawai'i Island (+6.9%), Maui (+4.7%) and O'ahu (+3.9%).

September 2011 Island Highlights

CATEGORY AND ISLAND	September 2011	September 2010	% change	YTD 2011	YTD 2010	% change
TOTAL EXPENDITURES (\$mil.)	1,004.7	839.6	19.7	9,259.9	8,072.8	14.7
Total by air	1,002.1	836.4	19.8	9,239.5	8,057.7	14.7
O'ahu	552.0	455.5	21.2	4,709.3	4,091.8	15.1
Maui	225.9	194.0	16.4	2,370.5	2,059.5	15.1
Moloka'i	1.9	2.0	-5.5	20.2	20.5	-1.8
Lāna'i	6.3	4.9	29.7	65.4	51.1	28.0
Kaua'i	112.1	79.8	40.5	990.0	830.0	19.3
Hawai'i Island	103.9	100.1	3.8	1,084.2	1,004.8	7.9
Visitor arrivals by cruise ships	2.6	3.2	-19.0	20.3	15.1	34.5
TOTAL VISITOR DAYS	5,058,379	4,758,345	6.3	51,497,492	49,416,583	4.2
Total by air	5,013,008	4,688,191	6.9	51,105,867	49,070,156	4.1
O'ahu	2,574,137	2,417,227	6.5	24,646,478	23,950,189	2.9
Maui	1,159,014	1,100,880	5.3	13,054,998	12,534,692	4.2
Moloka'i	14,863	14,341	3.6	183,611	174,873	5.0
Lāna'i	17,748	19,747	-10.1	200,513	184,711	8.6
Kaua'i	572,644	535,403	7.0	5,761,465	5,463,811	5.4
Hawai'i Island	674,603	600,592	12.3	7,258,803	6,761,879	7.3
Visitor arrivals by cruise ships	45,372	70,154	-35.3	391,625	346,427	13.0
VISITOR ARRIVALS	560,707	539,255	4.0	5,446,393	5,305,503	2.7
Total by air	553,068	528,469	4.7	5,374,850	5,240,578	2.6
O'ahu	358,751	345,324	3.9	3,288,964	3,247,386	1.3
Maui	159,359	152,156	4.7	1,640,498	1,570,052	4.5
Moloka'i	3,959	4,244	-6.7	42,906	37,335	14.9
Lāna'i	5,547	5,664	-2.1	59,003	51,703	14.1
Kaua'i	82,487	73,646	12.0	768,441	732,718	4.9
Hawai'i Island	98,745	92,393	6.9	998,617	970,510	2.9
Visitor arrivals by cruise ships	7,639	10,786	-29.2	71,543	64,925	10.2
AVERAGE LENGTH OF STAY	9.02	8.82	2.2	9.46	9.31	1.5
Total by air	9.06	8.87	2.2	9.51	9.36	1.5
O'ahu	7.18	7.00	2.5	7.49	7.38	1.6
Maui	7.27	7.24	0.5	7.96	7.98	-0.3
Moloka'i	3.75	3.38	11.1	4.28	4.68	-8.6
Lāna'i	3.20	3.49	-8.2	3.40	3.57	-4.9
Kaua'i	6.94	7.27	-4.5	7.50	7.46	0.5
Hawai'i Island	6.83	6.50	5.1	7.27	6.97	4.3
Visitor arrivals by cruise ships	5.94	6.50	-8.7	5.47	5.34	2.6
PER PERSON PER DAY SPENDING (\$)	198.6	176.4	12.6	179.8	163.4	10.1
Total by air	199.9	178.4	12.1	180.8	164.2	10.1
O'ahu	214.4	188.5	13.8	191.1	170.8	11.8
Maui	194.9	176.2	10.6	181.6	164.3	10.5
Moloka'i	128.4	140.8	-8.8	109.9	117.5	-6.4
Lāna'i	355.5	246.4	44.3	326.0	276.5	17.9
Kaua'i	195.8	149.1	31.3	171.8	151.9	13.1
Hawai'i Island	154.1	166.7	-7.6	149.4	148.6	0.5
Visitor arrivals by cruise ships	56.7	45.2	25.2	51.9	43.6	19.0
PER PERSON PER TRIP SPENDING (\$)	1,791.8	1,556.9	15.1	1,700.2	1,521.6	11.7
Total by air	1,811.9	1,582.6	14.5	1,719.0	1,537.6	11.8
O'ahu	1,538.6	1,319.2	16.6	1,431.8	1,260.0	13.6
Maui	1,417.3	1,275.0	11.2	1,445.0	1,311.7	10.2
Moloka'i	482.0	475.7	1.3	470.5	550.4	-14.5
Lāna'i	1,137.5	859.0	32.4	1,107.9	987.8	12.2
Kaua'i	1,359.1	1,083.7	25.4	1,288.4	1,132.8	13.7
Hawai'i Island	1,052.5	1,083.9	-2.9	1,085.7	1,035.3	4.9
Visitor arrivals by cruise ships	336.5	294.3	14.3	284.3	232.9	22.1

Source: Hawai'i Tourism Authority

- Total visitor spending in September 2011 increased on all islands except for Moloka'i, compared to a year ago. Total visitor spending on O'ahu rose 21.2 percent to \$552 million while total spending on Maui grew 16.4 percent to \$225.9 million. Total spending on Kaua'i increased 40.5 percent to \$112.1 million and total spending on Hawai'i Island was up 3.8 percent to \$103.9 million.
- For the first nine months of 2011, O'ahu, Maui, Kaua'i, Hawai'i Island and Lāna'i saw increases in both visitor arrivals and total visitor spending. Arrivals to Moloka'i increased, but lower daily spending resulted in a 1.8 percent decline in total visitor expenditures. Year to date, visitor spending on O'ahu and Kaua'i has shown increases in every month of 2011.

Island Highlights for Selected MMAs:

- **Kaua'i:** The growth in total arrivals to Kaua'i (+12%) was boosted by increases from U.S. West (+11.7%), U.S. East (+5.9%), Japan (+1.4%) and Canada (+11.7%). For the first nine months of 2011, arrivals to Kaua'i by Canadian visitors (+22.1%) were significantly higher compared to the same period last year. Visitors to Kaua'i from U.S. East (+0.8%), U.S. West (+5.3%) and Japan (+2.7%) also increased.
- **Hawai'i Island:** Total arrivals to Hawai'i Island in September 2011 rose 6.9 percent compared to last September. Growth in arrivals from Canada (+46.2%), U.S. East (+11%) and U.S. West (+5.6%) offset lower arrivals from Japan (-12.8%). For the first nine months of 2011, arrivals to Hawai'i Island from Canada (+25.3%), U.S. West (+4.6%) and U.S. East (+2%) increased, but Japanese arrivals dropped 19 percent from the same period last year.
- **Maui:** Total arrivals to Maui in September 2011 increased 4.7 percent compared to a year ago due to growth in arrivals from Canada (+31.7%), Japan (+16.6%) and U.S. East (+0.7%). U.S. West arrivals to Maui were unchanged from last September. For the first nine months of 2011, arrivals to Maui from Canada (+18.6%), U.S. East (+1.5%) and U.S. West (+1.8%) increased, but arrivals from Japan (-4.1%) declined compared to year-to-date 2010.
- **O'ahu:** The 3.9 percent growth in total visitors to O'ahu in September 2011 was boosted by increased arrivals from Japan (+1.6%) and Canada (+29.6%). U.S. West and U.S. East arrivals to this island were comparable to September 2010. For the first nine months of 2011, arrivals to O'ahu from Canada rose 23.4 percent, but arrivals from U.S. West (-1.8%), U.S. East (-1%) and Japan (-6.5%) were lower than year-to-date 2010.

Meetings, Conventions, Incentive Visitor Highlights:

- Total MCI visitors decreased 9.1 percent in September 2011.
- Total visitors who came for conventions declined 7.4 percent from September 2010 to 13,647 visitors. Total visitors who came for corporate meetings fell 5.4 percent to 5,211 visitors.

- Fewer visitors came on incentives compared to last September. While there were moderate activities in September 2011, fifteen Taiwanese employee groups came from September - November 2010.
- For the first nine months of 2011, the total number of MCI visitors rose 25.2 percent from year-to-date 2010 with increases from all segments: conventions (+26.2%), corporate meetings (+22.5%) and incentives (+24.7%).

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

- Total air seats for September 2011 grew 2.3 percent from a year ago. Fewer scheduled seats from U.S. East (-20.2%) were offset by growth in scheduled seats from U.S. West (+1.1%), Japan (+6.8%), Canada (+55.2%), Oceania (+11%) and a doubling of seats from Other Asia. The number of charter seats fell 33.7 percent compared to September 2010 due to fewer charter flights from Japan and Taiwan.
- The decline in scheduled seats from U.S. East resulted from the suspension of flights from Minneapolis and Detroit. In addition, there were reductions in service from Chicago and Houston to Honolulu.
- Scheduled air seats from U.S. West increased 1.1 percent compared to September 2010. Recently added service from Bellingham, a doubling of seats from Anchorage, and increased service from San Jose, San Diego, Oakland, Portland and Salt Lake City offset reduced service from San Francisco, Seattle, Phoenix and Orange County.
- Total scheduled seat capacity from Japan rose 6.8 percent. Newly added service from Haneda and increased service from Osaka offset fewer seats from Narita.
- Increased flight activity from Vancouver to Honolulu and Kahului, by WestJet, boosted scheduled seats from Canada by 55.2 percent.
- Total scheduled seats from Other Asia doubled in September 2011. Asiana Airlines returned to the islands with twice weekly flights from Seoul beginning Sept. 18, 2011. September was the first full month of operation by China Eastern airlines with service from Shanghai. 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 rose 11 percent from September 2010, boosted by more Hawaiian Airlines' flights from Sydney, which contributed to a 12.9 percent growth in seats from Australia.

Cruise Ship Visitors (Table 8, page 24):

- There was a total of 16,075 cruise visitors in September 2011, a decrease of 25.9 percent from last September. Total cruise visitor days fell 33.9 percent and total days spent in Hawai'i was 8.46 days, compared to 9.50 days in September 2010.

- Four cruise ships came in September 2011 with 7,639 visitors on board. This was a decline from the 10,786 visitors aboard six cruise ships that came in September 2010.
- Ship itineraries for October-December 2011 for out-of-state cruise ships (26 tours) showed more activities compared to October – December 2010 (21 tours).
- The decrease in the number of cruise visitors who came by air (-22.6%) was mainly due to no ships with second-leg tours in September 2011. Visitor counts from the Hawai'i home-ported cruise ship were about the same.
- For the first nine months of 2011, a total of 159,761 visitors came by cruise ship or by air to board cruise ships, slightly higher (+0.8%) compared to year-to-date 2010. Visitor days for all cruise ship visitors declined 1.8 percent from the same period last year.

Visitor Arrivals from Other Major Markets*

For the first three quarters of 2011, a total of 642,407 visitors from markets outside the top four visitor markets came to the islands, an increase of 17.2 percent from the same period last year.

- **Oceania MMA:** This market experienced double-digit growth in arrivals in all three quarters of 2011. Arrivals growth was especially strong in the third quarter, up 41.7 percent from the third quarter of 2010, to 65,530 visitors.

Year-to-date arrivals from Oceania in 2011, climbed 32.9 percent to 157,370 visitors and comprised 24.5 percent of total other visitors. Arrivals from Australia rose 32.8 percent, while arrivals from New Zealand increased 33.7 percent.

- **Other Asia MMA:** Growth in arrivals from this market also increased by double-digits in every quarter of 2011. Arrivals in the third quarter of 2011 rose 20 percent to 52,250 visitors with increases from China (+35.3%), Korea (+25.9%), Hong Kong (+9.2%) and Singapore (+63.6%), which offset a decrease from Taiwan (-51.6%).

For the first three quarters of 2011, arrivals from Other Asia increased 21.7 percent to 146,968 visitors and accounted for 22.9 percent of total other visitors. Arrivals from Korea jumped 23.1 percent to 72,064 visitors, while arrivals from China rose 27.2 percent to 57,823 visitors.

Europe MMA: Total arrivals from the Europe MMA (United Kingdom, France, Germany, Italy and Switzerland) decreased 5.5 percent in the third quarter of 2011 to 40,751 visitors, due to fewer visitors from the United Kingdom (-8.3%), Italy (-13.7%) and France (-24.6%), which offset increased visitors from Switzerland (+33.4%).

For the first three quarters of 2011, arrivals from this MMA rose 1.9 percent to 87,076 visitors and comprised 13.6 percent of total other visitors. Arrivals from Germany (+4.4%) increased while arrivals from the United Kingdom were comparable to the same quarters last year.

- **Latin America MMA:** Arrivals from Latin America rose 7.4 percent in the third quarter of 2011 to 6,436 visitors.

For the first three quarters of 2011 a total of 16,721 visitors came from this market, up 15.1 percent compared to the same quarters last year, with increases from Brazil (+6.2%), Mexico (+17.8%) and Argentina (+34.5%).

* Due to relatively small sample sizes, visitor arrival statistics from the Other Asia, Oceania, Europe and Latin America markets are released only on a quarterly basis.

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Note: Monthly visitor statistics releases and Quarterly Visitor Arrivals by MMA data can be viewed at <http://www.hawaiitourismauthority.org>

	TABLE 1. TOTAL VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	5,013,008	4,688,191	6.9%	51,105,867	49,070,156	4.1%
TOTAL VISITORS	553,068	528,469	4.7%	5,374,850	5,240,578	2.6%
DOMESTIC	376,827	363,567	3.6%	3,874,566	3,779,891	2.5%
INTERNATIONAL	176,241	164,902	6.9%	1,500,284	1,460,687	2.7%
AVERAGE DAILY CENSUS	167,100	156,273	6.9%	187,201	179,744	4.1%
TOTAL AIR SEATS (EST)	733,525	716,943	2.3%	7,077,279	7,003,488	1.1%
TOTAL LOAD FACTOR (EST)	90.8%	88.3%	2.5	90.2%	89.2%	1.0
ISLANDS VISITED						
O'ahu	358,751	345,324	3.9%	3,288,964	3,247,386	1.3%
O'ahu only	265,027	258,761	2.4%	2,417,094	2,401,856	0.6%
Kaua'i	82,487	73,646	12.0%	768,441	732,718	4.9%
Kaua'i only	41,355	36,743	12.6%	403,625	382,969	5.4%
Maui County	162,621	155,361	4.7%	1,673,102	1,601,485	4.5%
Maui	159,359	152,156	4.7%	1,640,498	1,570,052	4.5%
Maui only	94,075	92,598	1.6%	1,027,409	991,678	3.6%
Moloka'i *	3,959	4,244	-6.7%	42,906	37,335	14.9%
Moloka'i only *	378	353	7.0%	5,136	4,741	8.3%
Lāna'i *	5,547	5,664	-2.1%	59,003	51,703	14.1%
Lāna'i only *	641	1,092	-41.3%	8,706	8,185	6.4%
Big Island	98,745	92,393	6.9%	998,617	970,510	2.9%
Kona side	82,720	75,817	9.1%	838,498	804,793	4.2%
Hilo side	38,289	36,790	4.1%	370,785	363,830	1.9%
Big Island only	41,538	37,334	11.3%	475,431	447,940	6.1%
Any Neighbor Island	288,041	269,708	6.8%	2,957,756	2,838,722	4.2%
NI only	194,317	183,145	6.1%	2,085,886	1,993,192	4.7%
O'ahu & NI	93,724	86,563	8.3%	871,870	845,530	3.1%
Any one island only	443,014	426,882	3.8%	4,337,401	4,237,369	2.4%
Multiple Islands	110,054	101,588	8.3%	1,037,449	1,003,209	3.4%
Avg. Islands Visited	1.28	1.27	0.6%	1.26	1.26	0.3%
Average Length of Stay in Hawai'i	9.06	8.87	2.2%	9.51	9.36	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	370,241	353,455	4.7%	3,361,232	3,284,296	2.3%
Hotel only	329,026	316,330	4.0%	2,932,093	2,880,856	1.8%
Plan to stay in Condo	84,730	78,311	8.2%	983,091	914,144	7.5%
Condo only	65,703	61,595	6.7%	770,438	717,397	7.4%
Plan to stay in Timeshare	57,742	53,306	8.3%	538,220	547,318	-1.7%
Timeshare only	44,440	41,771	6.4%	412,327	420,524	-1.9%
Cruise Ship	11,580	12,478	-7.2%	98,755	100,497	-1.7%
Friends/Relatives	44,262	44,775	-1.1%	503,944	520,072	-3.1%
Bed & Breakfast	5,258	4,680	12.3%	52,684	47,525	10.9%
Other	8,304	8,497	-2.3%	82,207	87,686	-6.2%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	457,255	434,034	5.4%	4,427,959	4,335,439	2.1%
Honeymoon	58,325	50,991	14.4%	358,129	360,079	-0.5%
Get Married	12,328	10,634	15.9%	86,805	87,134	-0.4%
Pleasure/Vacation	399,217	382,838	4.3%	4,067,902	3,972,181	2.4%
Mtgs/Conventions/Incentive	24,133	26,549	-9.1%	321,019	256,499	25.2%
Conventions	13,647	14,740	-7.4%	185,283	146,774	26.2%
Corporate Meetings	5,211	5,511	-5.4%	65,493	53,474	22.5%
Incentive	5,950	6,956	-14.5%	82,080	65,841	24.7%
Other Business	18,544	19,987	-7.2%	179,855	179,001	0.5%
Visit Friends/Rel.	42,908	41,621	3.1%	477,859	488,969	-2.3%
Govt/Military	10,074	11,039	-8.7%	85,758	97,848	-12.4%
Attend School	2,411	1,914	26.0%	16,498	18,421	-10.4%
Sport Events	7,326	8,681	-15.6%	55,182	50,976	8.3%
TRAVEL STATUS						
% First Timers **	38.4	37.6	0.9	34.0	33.9	0.1
% Repeaters **	61.6	62.4	-0.9	66.0	66.1	-0.1
Average # of Trips	4.71	4.74	-0.6%	5.05	5.07	-0.4%
Group Tour	47,065	53,483	-12.0%	453,896	489,776	-7.3%
Non-Group	506,003	474,986	6.5%	4,920,954	4,750,802	3.6%
Package Trip	220,110	216,509	1.7%	1,863,465	1,883,470	-1.1%
No Package	332,958	311,960	6.7%	3,511,385	3,357,108	4.6%
Net True Independent	324,211	302,828	7.1%	3,424,861	3,278,029	4.5%

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

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)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
DOMESTIC VISITOR DAYS	3,666,527	3,485,440	5.2%	38,944,130	37,717,180	3.3%
DOMESTIC VISITORS	376,827	363,567	3.6%	3,874,566	3,779,891	2.5%
DOMESTIC AVERAGE DAILY CENSUS	122,218	116,181	5.2%	142,652	138,158	3.3%
DOMESTIC AIR SEATS (EST)	504,949	513,094	-1.6%	5,034,545	5,082,354	-0.9%
DOMESTIC LOAD FACTOR (EST)	93.3%	88.5%	4.8	93.7%	91.0%	2.8
ISLANDS VISITED						
O'ahu	195,175	191,729	1.8%	1,960,626	1,950,452	0.5%
O'ahu only	138,486	136,709	1.3%	1,383,051	1,375,104	0.6%
Kaua'i	73,101	67,143	8.9%	693,557	671,041	3.4%
Kaua'i only	40,757	35,995	13.2%	391,524	370,046	5.8%
Maui County	136,850	136,725	0.1%	1,419,823	1,385,533	2.5%
Maui	134,328	134,029	0.2%	1,391,485	1,357,482	2.5%
Maui only	87,487	87,801	-0.4%	928,299	901,126	3.0%
Moloka'i *	2,872	2,811	2.2%	33,781	31,084	8.7%
Moloka'i only *	375	336	11.6%	4,633	4,576	1.2%
Lāna'i *	4,446	4,445	0.0%	47,852	43,491	10.0%
Lāna'i only *	641	930	-31.1%	8,218	7,915	3.8%
Big Island	70,566	65,526	7.7%	773,511	742,893	4.1%
Kona side	61,413	56,027	9.6%	672,355	638,683	5.3%
Hilo side	25,208	25,457	-1.0%	262,210	263,910	-0.6%
Big Island only	36,784	32,359	13.7%	428,467	398,029	7.6%
Any Neighbor Island	238,341	226,859	5.1%	2,491,515	2,404,787	3.6%
NI only	181,652	171,839	5.7%	1,913,940	1,829,439	4.6%
O'ahu & NI	56,689	55,020	3.0%	577,575	575,348	0.4%
Any one island only	304,530	294,129	3.5%	3,144,192	3,056,797	2.9%
Multiple Islands	72,297	69,438	4.1%	730,374	723,094	1.0%
Avg. Islands Visited	1.28	1.28	-0.5%	1.26	1.27	-0.3%
Average Length of Stay in Hawai'i	9.73	9.59	1.5%	10.05	9.98	0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	222,440	210,667	5.6%	2,171,961	2,105,582	3.2%
Hotel only	189,721	179,758	5.5%	1,822,735	1,769,116	3.0%
Plan to stay in Condo	66,591	63,703	4.5%	769,828	728,282	5.7%
Condo only	52,225	50,610	3.2%	603,080	571,283	5.6%
Plan to stay in Timeshare	48,847	47,707	2.4%	477,946	487,788	-2.0%
Timeshare only	38,788	37,695	2.9%	369,450	378,707	-2.4%
Cruise Ship	9,218	11,492	-19.8%	82,334	91,270	-9.8%
Friends/Relatives	38,437	39,838	-3.5%	444,040	462,660	-4.0%
Bed & Breakfast	4,571	4,124	10.8%	43,676	40,298	8.4%
Other	6,616	6,252	5.8%	68,064	68,888	-1.2%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	306,874	295,700	3.8%	3,170,791	3,095,009	2.4%
Honeymoon	31,401	28,807	9.0%	176,120	177,455	-0.8%
Get Married	5,600	4,996	12.1%	41,720	40,043	4.2%
Pleasure/Vacation	276,108	267,544	3.2%	2,999,089	2,922,275	2.6%
Mtgs/Conventions/Incentive	17,069	15,680	8.9%	236,106	192,097	22.9%
Conventions	10,162	10,459	-2.8%	142,360	114,795	24.0%
Corporate Meetings	4,032	3,208	25.7%	52,307	42,378	23.4%
Incentive	3,538	2,439	45.1%	51,215	42,758	19.8%
Other Business	17,013	16,772	1.4%	159,754	162,413	-1.6%
Visit Friends/Rel.	38,252	38,041	0.6%	423,837	435,587	-2.7%
Govt/Military	8,133	7,964	2.1%	66,820	74,422	-10.2%
Attend School	1,325	1,328	-0.2%	12,001	11,798	1.7%
Sport Events	4,727	6,355	-25.6%	35,721	30,402	17.5%
TRAVEL STATUS						
% First Timers **	33.5	33.7	-0.2	29.7	30.2	-0.5
% Repeaters **	66.5	66.3	0.2	70.3	69.8	0.5
Average # of Trips	5.37	5.38	-0.1%	5.60	5.60	0.1%
Group Tour	12,652	11,858	6.7%	132,354	123,638	7.0%
Non-Group	364,175	351,709	3.5%	3,742,212	3,656,252	2.4%
Package Trip	108,785	104,669	3.9%	1,000,677	994,141	0.7%
No Package	268,042	258,898	3.5%	2,873,889	2,785,749	3.2%
Net True Independent	264,713	255,681	3.5%	2,833,870	2,750,152	3.0%

** 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
UNITED STATES	329,354	320,347	2.8%	3,442,391	3,389,574	1.6%
Pacific Region	181,981	179,147	1.6%	1,785,859	1,758,367	1.6%
...California	131,502	129,382	1.6%	1,241,848	1,248,941	-0.6%
...Oregon	14,396	14,870	-3.2%	150,879	143,029	5.5%
...Washington	32,112	31,833	0.9%	340,316	320,569	6.2%
Mountain Region	38,293	36,873	3.9%	421,446	408,223	3.2%
West North Central	9,810	9,634	1.8%	157,836	148,594	6.2%
West South Central	20,767	19,875	4.5%	224,682	225,272	-0.3%
...Texas	16,580	15,520	6.8%	179,262	179,016	0.1%
East North Central	21,673	20,024	8.2%	263,159	251,961	4.4%
East South Central	6,435	5,803	10.9%	58,732	61,098	-3.9%
New England	6,780	6,313	7.4%	79,392	77,243	2.8%
Middle Atlantic	16,184	15,734	2.9%	181,651	184,021	-1.3%
...New Jersey	4,144	4,130	0.3%	47,225	49,671	-4.9%
...New York	7,408	7,202	2.9%	82,666	82,995	-0.4%
South Atlantic	26,889	26,359	2.0%	264,049	268,909	-1.8%
CANADA	9,660	9,185	5.2%	147,809	113,536	30.2%
JAPAN	672	804	-16.5%	5,412	6,125	-11.6%
EUROPE MMA	12,425	11,467	8.4%	78,002	74,838	4.2%
...France	814	509	59.9%	7,014	6,236	12.5%
...Germany	3,827	3,372	13.5%	23,902	22,481	6.3%
...Italy	1,193	1,087	9.8%	8,180	8,626	-5.2%
...Switzerland	1,319	959	37.5%	8,759	6,739	30.0%
...United Kingdom	5,272	5,540	-4.8%	30,147	30,756	-2.0%
OTHER ASIA MMA	3,447	3,105	11.0%	29,930	27,659	8.2%
...People's Republic of China	2,740	2,268	20.8%	21,528	18,745	14.8%
...Taiwan	119	165	-28.0%	1,147	1,301	-11.8%
...Hong Kong	92	99	-6.7%	1,099	1,000	9.9%
...Korea	408	528	-22.7%	5,396	5,909	-8.7%
...Singapore	88	46	92.8%	760	704	7.9%
LATIN AMERICA MMA	1,791	1,399	28.0%	16,156	13,965	15.7%
...Argentina	323	261	23.9%	3,310	2,439	35.7%
...Brazil	896	675	32.7%	7,136	6,675	6.9%
...Mexico	572	463	23.4%	5,710	4,852	17.7%
OCEANIA MMA	5,706	4,573	24.8%	33,943	28,674	18.4%
...Australia	5,306	4,065	30.5%	30,760	25,570	20.3%
...New Zealand	400	508	-21.3%	3,183	3,104	2.5%
OTHER MMA	16,841	21,340	-21.1%	88,824	97,592	-9.0%
...Ireland	229	218	5.0%	1,368	1,619	-15.5%
...Indonesia	146	44	230.0%	547	331	65.5%
...Malaysia	40	55	-26.8%	263	189	38.9%
...Philippines	282	271	3.9%	2,471	2,762	-10.6%
...Thailand	19	57	-66.9%	384	411	-6.5%
...Other	16,125	20,694	-22.1%	83,791	92,280	-9.2%

Source: Hawai'i Tourism Authority

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
INTERNATIONAL VISITOR DAYS	1,346,481	1,202,751	12.0%	12,161,738	11,352,976	7.1%
INTERNATIONAL VISITORS	176,241	164,902	6.9%	1,500,284	1,460,687	2.7%
INTERNATIONAL AVERAGE DAILY CENSUS	44,883	40,092	12.0%	44,548	41,586	7.1%
INTERNATIONAL AIR SEATS (EST)	228,576	203,849	12.1%	2,042,734	1,921,134	6.3%
INTERNATIONAL LOAD FACTOR (EST)	85.3%	87.8%	-2.4	81.5%	84.6%	-3.2
ISLANDS VISITED						
O'ahu	163,576	153,595	6.5%	1,328,338	1,296,934	2.4%
O'ahu only	126,541	122,053	3.7%	1,034,043	1,026,751	0.7%
Kaua'i	9,386	6,503	44.3%	74,884	61,677	21.4%
Kaua'i only	598	749	-20.1%	12,101	12,922	-6.4%
Maui County	25,771	18,636	38.3%	253,279	215,952	17.3%
Maui	25,031	18,128	38.1%	249,013	212,570	17.1%
Maui only	6,588	4,797	37.3%	99,110	90,552	9.5%
Moloka'i *	1,087	1,433	-24.1%	9,125	6,250	46.0%
Moloka'i only *	3	17	-82.7%	503	165	205.1%
Lāna'i *	1,101	1,219	-9.7%	11,151	8,212	35.8%
Lāna'i only *	0	162	-100.0%	488	270	80.5%
Big Island	28,179	26,866	4.9%	225,106	227,617	-1.1%
Kona side	21,307	19,790	7.7%	166,143	166,110	0.0%
Hilo side	13,081	11,333	15.4%	108,575	99,919	8.7%
Big Island only	4,754	4,975	-4.4%	46,964	49,911	-5.9%
Any Neighbor Island	49,700	42,849	16.0%	466,241	433,936	7.4%
NI only	12,665	11,307	12.0%	171,946	163,753	5.0%
O'ahu & NI	37,035	31,543	17.4%	294,295	270,183	8.9%
Any one island only	138,484	132,752	4.3%	1,193,209	1,180,573	1.1%
Multiple Islands	37,757	32,150	17.4%	307,075	280,114	9.6%
Avg. Islands Visited	1.30	1.26	2.9%	1.26	1.24	1.9%
Average Length of Stay in Hawai'i	7.64	7.29	4.7%	8.11	7.77	4.3%
ACCOMMODATIONS						
Plan to stay in Hotel	147,801	142,788	3.5%	1,189,271	1,178,714	0.9%
Hotel only	139,305	136,572	2.0%	1,109,358	1,111,741	-0.2%
Plan to stay in Condo	18,139	14,607	24.2%	213,263	185,862	14.7%
Condo only	13,478	10,985	22.7%	167,358	146,115	14.5%
Plan to stay in Timeshare	8,895	5,599	58.9%	60,274	59,529	1.3%
Timeshare only	5,652	4,076	38.7%	42,877	41,817	2.5%
Cruise Ship	2,362	986	139.4%	16,421	9,228	78.0%
Friends/Relatives	5,825	4,937	18.0%	59,904	57,412	4.3%
Bed & Breakfast	687	556	23.5%	9,008	7,227	24.6%
Other	1,688	2,244	-24.8%	14,143	18,798	-24.8%

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

	T A B L E 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	150,381	138,334	8.7%	1,257,168	1,240,430	1.3%
Honeymoon	26,924	22,184	21.4%	182,009	182,624	-0.3%
Get Married	6,728	5,638	19.3%	45,085	47,091	-4.3%
Pleasure/Vacation	123,109	115,294	6.8%	1,068,813	1,049,906	1.8%
Mtgs/Conventions/Incentive	7,064	10,868	-35.0%	84,913	64,402	31.8%
Conventions	3,485	4,281	-18.6%	42,923	31,979	34.2%
Corporate Meetings	1,179	2,303	-48.8%	13,186	11,096	18.8%
Incentive	2,412	4,517	-46.6%	30,865	23,084	33.7%
Other Business	1,531	3,215	-52.4%	20,101	16,589	21.2%
Visit Friends/Rel.	4,656	3,580	30.1%	54,022	53,382	1.2%
Govt/Military	1,941	3,075	-36.9%	18,938	23,426	-19.2%
Attend School	1,086	586	85.3%	4,497	6,622	-32.1%
Sport Events	2,599	2,326	11.8%	19,461	20,574	-5.4%
TRAVEL STATUS						
% First Timers **	49.0	46.2	2.8	45.1	43.5	1.7
% Repeaters **	51.0	53.8	-2.8	54.9	56.5	-1.7
Average # of Trips	3.29	3.33	-1.2%	3.61	3.70	-2.5%
Group Tour	34,413	41,625	-17.3%	321,542	366,137	-12.2%
Non-Group	141,828	123,277	15.0%	1,178,742	1,094,550	7.7%
Package Trip	111,325	111,840	-0.5%	862,788	889,328	-3.0%
No Package	64,916	53,062	22.3%	637,496	571,359	11.6%
Net True Independent	59,498	47,147	26.2%	590,991	527,877	12.0%

** 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	2,060,147	2,005,943	2.7%	21,454,261	21,118,835	1.6%
TOTAL VISITORS	225,037	220,712	2.0%	2,254,205	2,218,258	1.6%
Domestic	220,274	216,020	2.0%	2,207,305	2,166,591	1.9%
International	4,763	4,692	1.5%	46,900	51,667	-9.2%
AVERAGE DAILY CENSUS	68,672	66,865	2.7%	78,587	77,359	1.6%
ISLANDS VISITED						
O'ahu	101,052	100,901	0.1%	994,543	1,012,976	-1.8%
O'ahu only	78,515	78,822	-0.4%	773,623	786,854	-1.7%
Kaua'i	42,943	38,455	11.7%	389,862	370,390	5.3%
Kaua'i only	29,571	26,241	12.7%	272,505	254,869	6.9%
Maui County	81,380	81,712	-0.4%	806,400	792,633	1.7%
Maui	79,904	79,979	-0.1%	790,208	776,586	1.8%
Maui only	62,002	62,521	-0.8%	623,111	606,716	2.7%
Moloka'i *	1,405	1,406	-0.1%	16,756	15,216	10.1%
Moloka'i only *	254	212	19.6%	3,154	2,985	5.7%
Lāna'i *	2,146	2,390	-10.2%	23,205	21,025	10.4%
Lāna'i only *	391	729	-46.4%	5,005	5,031	-0.5%
Big Island	37,179	35,210	5.6%	411,506	393,545	4.6%
Kona side	32,941	30,872	6.7%	365,533	345,583	5.8%
Hilo side	11,591	10,917	6.2%	116,713	114,662	1.8%
Big Island only	24,088	22,961	4.9%	284,516	266,189	6.9%
Any Neighbor Island	146,522	141,890	3.3%	1,480,582	1,431,403	3.4%
NI only	123,985	119,811	3.5%	1,259,662	1,205,282	4.5%
O'ahu & NI	22,537	22,079	2.1%	220,920	226,121	-2.3%
Any one island only	194,821	191,487	1.7%	1,961,914	1,922,644	2.0%
Multiple Islands	30,216	29,225	3.4%	292,291	295,613	-1.1%
Avg. Islands Visited	1.18	1.17	0.5%	1.16	1.17	-0.2%
Average Length of Stay in Hawai'i	9.15	9.09	0.7%	9.52	9.52	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	116,673	114,829	1.6%	1,133,211	1,116,895	1.5%
Hotel only	100,844	99,458	1.4%	964,743	952,534	1.3%
Plan to stay in Condo	47,130	45,839	2.8%	516,241	492,670	4.8%
Condo only	38,574	37,527	2.8%	421,572	401,971	4.9%
Plan to stay in Timeshare	35,811	33,767	6.1%	314,186	319,701	-1.7%
Timeshare only	28,504	27,372	4.1%	249,852	255,137	-2.1%
Cruise Ship	3,078	2,780	10.7%	20,449	22,208	-7.9%
Friends/Relatives	25,286	26,123	-3.2%	272,359	286,337	-4.9%
Bed & Breakfast	1,865	1,854	0.6%	19,132	18,145	5.4%
Other	3,782	4,121	-8.2%	40,954	40,949	0.0%

* 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	185,210	180,073	2.9%	1,864,802	1,833,546	1.7%
Honeymoon	13,557	12,076	12.3%	77,346	76,800	0.7%
Get Married	3,583	2,779	28.9%	24,719	22,536	9.7%
Pleasure/Vacation	171,364	168,141	1.9%	1,786,469	1,757,715	1.6%
Mtgs/Conventions/Incentive	8,123	7,989	1.7%	100,080	83,893	19.3%
Conventions	5,029	5,216	-3.6%	58,723	50,484	16.3%
Corporate Meetings	2,139	1,830	16.9%	26,046	20,846	24.9%
Incentive	1,230	1,151	6.9%	19,028	15,596	22.0%
Other Business	10,610	10,701	-0.9%	101,957	103,005	-1.0%
Visit Friends/Rel.	23,703	24,642	-3.8%	251,780	264,324	-4.7%
Govt/Military	3,398	3,229	5.2%	30,064	31,345	-4.1%
Attend School	680	709	-4.1%	6,270	6,605	-5.1%
Sport Events	2,577	4,171	-38.2%	21,269	20,322	4.7%
TRAVEL STATUS						
% First Timers **	21.5	21.9	-0.3	18.9	19.5	-0.6
% Repeaters **	78.5	78.1	0.3	81.1	80.5	0.6
Average # of Trips	6.61	6.60	0.2%	6.84	6.82	0.3%
Group Tour	3,678	3,663	0.4%	43,181	42,700	1.1%
Non-Group	221,359	217,049	2.0%	2,211,024	2,175,558	1.6%
Package Trip	54,508	53,942	1.0%	514,145	516,918	-0.5%
No Package	170,529	166,770	2.3%	1,740,060	1,701,340	2.3%
Net True Independent	169,269	165,500	2.3%	1,724,132	1,687,185	2.2%

** 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	1,148,989	1,091,820	5.2%	13,284,295	13,108,814	1.3%
TOTAL VISITORS	111,994	107,262	4.4%	1,267,708	1,257,543	0.8%
Domestic	108,538	103,743	4.6%	1,229,502	1,217,097	1.0%
International	3,456	3,519	-1.8%	38,206	40,446	-5.5%
AVERAGE DAILY CENSUS	38,300	36,394	5.2%	48,664	48,018	1.3%
ISLANDS VISITED						
O'ahu	67,341	67,445	-0.2%	748,537	755,884	-1.0%
O'ahu only	42,005	42,623	-1.4%	463,323	470,958	-1.6%
Kaua'i	24,673	23,305	5.9%	249,137	247,244	0.8%
Kaua'i only	9,272	7,884	17.6%	96,390	94,926	1.5%
Maui County	42,214	41,932	0.7%	484,631	477,627	1.5%
Maui	41,423	41,130	0.7%	474,831	467,661	1.5%
Maui only	19,618	19,052	3.0%	239,493	234,290	2.2%
Moloka'i *	1,006	982	2.5%	12,500	12,086	3.4%
Moloka'i only*	92	91	1.3%	1,131	1,190	-5.0%
Lāna'i *	1,745	1,726	1.1%	20,700	19,322	7.1%
Lanai only*	197	234	-15.9%	2,867	2,481	15.6%
Big Island	24,601	22,167	11.0%	284,587	279,066	2.0%
Kona side	21,003	18,518	13.4%	241,441	234,064	3.2%
Hilo side	10,999	11,192	-1.7%	117,973	121,855	-3.2%
Big Island only	9,146	6,631	37.9%	111,777	103,650	7.8%
Any Neighbor Island	69,989	64,639	8.3%	804,385	786,585	2.3%
NI only	44,653	39,816	12.1%	519,171	501,659	3.5%
O'ahu & NI	25,336	24,823	2.1%	285,214	284,926	0.1%
Any one island only	80,330	76,514	5.0%	914,981	907,497	0.8%
Multiple Islands	31,664	30,748	3.0%	352,727	350,046	0.8%
Avg. Islands Visited	1.44	1.46	-1.8%	1.41	1.42	-0.3%
Average Length of Stay in Hawai'i	10.26	10.18	0.8%	10.48	10.42	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	74,306	70,498	5.4%	800,293	782,457	2.3%
Hotel only	61,648	58,210	5.9%	651,960	639,815	1.9%
Plan to stay in Condo	14,480	13,153	10.1%	190,746	184,369	3.5%
Condo only	10,018	9,213	8.7%	132,528	129,673	2.2%
Plan to stay in Timeshare	12,225	11,789	3.7%	141,729	147,207	-3.7%
Timeshare only	9,021	8,759	3.0%	102,684	106,537	-3.6%
Cruise Ship	5,615	7,274	-22.8%	51,758	58,132	-11.0%
Friends/Relatives	11,442	10,911	4.9%	148,976	154,598	-3.6%
Bed & Breakfast	1,459	1,284	13.6%	15,972	14,884	7.3%
Other	2,593	2,638	-1.7%	25,670	26,715	-3.9%

* 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	86,226	82,446	4.6%	988,901	985,193	0.4%
Honeymoon	13,045	12,020	8.5%	74,929	76,754	-2.4%
Get Married	1,880	1,643	14.4%	15,796	14,854	6.3%
Pleasure/Vacation	73,555	71,163	3.4%	916,339	911,371	0.5%
Mtgs/Conventions/Incentive	7,267	6,478	12.2%	110,599	91,922	20.3%
Conventions	4,376	4,392	-0.4%	66,765	54,008	23.6%
Corporate Meetings	1,412	1,220	15.7%	21,837	18,759	16.4%
Incentive	1,777	1,034	71.9%	26,864	23,325	15.2%
Other Business	5,284	5,951	-11.2%	51,782	53,935	-4.0%
Visit Friends/Rel.	12,246	10,920	12.1%	147,792	150,503	-1.8%
Gov't/Military	5,347	5,773	-7.4%	41,053	48,777	-15.8%
Attend School	455	348	30.7%	3,531	4,569	-22.7%
Sport Events	907	1,174	-22.8%	11,035	6,622	66.6%
TRAVEL STATUS						
% First Timers **	47.0	47.5	-0.5	42.0	42.8	-0.8
% Repeaters **	53.0	52.5	0.5	58.0	57.2	0.8
Average # of Trips	3.73	3.72	0.3%	4.03	4.00	0.7%
Group Tour	4,940	4,886	1.1%	60,432	56,441	7.1%
Non-Group	107,054	102,376	4.6%	1,207,276	1,201,102	0.5%
Package Trip	34,871	33,042	5.5%	342,619	348,714	-1.7%
No Package	77,123	74,220	3.9%	925,089	908,829	1.8%
Net True Independent	75,892	73,050	3.9%	908,277	893,584	1.6%

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

Source: Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	704,087	685,535	2.7%	5,267,512	5,521,690	-4.6%
TOTAL VISITORS	116,725	115,755	0.8%	867,980	933,834	-7.1%
Domestic	672	804	-16.5%	5,412	6,125	-11.6%
International	116,053	114,951	1.0%	862,568	927,709	-7.0%
AVERAGE DAILY CENSUS	23,470	22,851	2.7%	19,295	20,226	-4.6%
ISLANDS VISITED						
O'ahu	111,461	109,662	1.6%	832,358	890,486	-6.5%
O'ahu only	94,324	91,101	3.5%	702,933	741,493	-5.2%
Kaua'i	2,275	2,244	1.4%	16,148	15,718	2.7%
Kaua'i only	223	337	-33.8%	2,246	1,556	44.4%
Maui County	5,902	5,051	16.9%	45,837	47,320	-3.1%
Maui	5,762	4,941	16.6%	44,638	46,545	-4.1%
Maui only	1,198	1,084	10.5%	8,472	8,714	-2.8%
Moloka'i *	74	35	108.7%	1,179	800	47.5%
Moloka'i only*	2	0	NA	32	2	1283.1%
Lāna'i *	272	102	165.6%	1,719	1,048	64.1%
Lāna'i only*	0	57	-100.0%	202	96	110.8%
Big Island	16,372	18,776	-12.8%	117,339	144,831	-19.0%
Kona side	12,290	13,555	-9.3%	79,180	101,622	-22.1%
Hilo side	5,616	6,606	-15.0%	50,702	54,308	-6.6%
Big Island only	3,643	4,425	-17.7%	22,540	31,314	-28.0%
Any Neighbor Island	22,401	24,654	-9.1%	165,047	192,340	-14.2%
NI only	5,264	6,094	-13.6%	35,622	43,348	-17.8%
O'ahu & NI	17,137	18,561	-7.7%	129,425	148,993	-13.1%
Anyone island only	99,390	97,004	2.5%	736,425	783,174	-6.0%
Multiple Islands	17,335	18,751	-7.6%	131,555	150,659	-12.7%
Avg. Islands Visited	1.17	1.17	-0.5%	1.17	1.18	-0.8%
Average Length of Stay in Hawai'i	6.03	5.92	1.9%	6.07	5.91	2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	101,818	101,719	0.1%	746,736	814,631	-8.3%
Hotel only	98,540	99,870	-1.3%	727,724	796,611	-8.6%
Plan to stay in Condo	11,913	10,750	10.8%	97,270	92,299	5.4%
Condo only	9,024	8,805	2.5%	80,173	76,065	5.4%
Plan to stay in Timeshare	5,473	4,319	26.7%	32,800	31,425	4.4%
Timeshare only	3,902	3,300	18.3%	25,028	24,748	1.1%
Cruise Ship	29	91	-68.3%	419	704	-40.5%
Friends/Relatives	1,364	1,034	31.9%	12,123	12,417	-2.4%
Bed & Breakfast	154	83	86.4%	1,165	1,449	-19.6%
Other	35	276	-87.3%	464	1,475	-68.6%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	102,198	104,956	-2.6%	756,513	824,704	-8.3%
Honeymoon	20,119	18,048	11.5%	133,878	144,013	-7.0%
Get Married	5,655	5,405	4.6%	38,462	40,879	-5.9%
Pleasure/Vacation	81,932	85,746	-4.4%	617,580	673,765	-8.3%
Mtgs/Conventions/Incentive	2,508	3,301	-24.0%	33,804	28,776	17.5%
Conventions	628	415	51.2%	7,620	8,372	-9.0%
Corporate Meetings	461	1,424	-67.6%	3,969	7,173	-44.7%
Incentive	1,418	1,477	-4.0%	23,356	13,914	67.9%
Other Business	435	539	-19.2%	5,559	4,615	20.5%
Visit Friends/Rel.	2,330	1,232	89.0%	16,964	16,637	2.0%
Govt/Military	18	48	-62.9%	499	700	-28.7%
Attend School	290	358	-19.0%	1,799	2,171	-17.1%
Sport Events	2,565	2,101	22.1%	16,596	17,763	-6.6%
TRAVEL STATUS						
% First Timers **	43.1	40.3	2.8	40.2	40.2	-0.1
% Repeaters **	56.9	59.7	-2.8	59.8	59.8	0.1
Average # of Trips	3.71	3.64	1.9%	4.02	3.93	2.3%
Group Tour	26,307	31,890	-17.5%	243,140	307,216	-20.9%
Non-Group	90,418	83,865	7.8%	624,840	626,618	-0.3%
Package Trip	82,767	87,800	-5.7%	623,902	695,362	-10.3%
No Package	33,958	27,955	21.5%	244,078	238,472	2.4%
Net True Independent	29,341	23,417	25.3%	210,231	203,915	3.1%

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

Source: Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	229,238	180,209	27.2%	4,287,316	3,581,079	19.7%
TOTAL VISITORS	19,664	15,988	23.0%	342,549	282,853	21.1%
Domestic	9,660	9,185	5.2%	147,809	113,536	30.2%
International	10,004	6,803	47.1%	194,740	169,317	15.0%
AVERAGE DAILY CENSUS	7,641	6,007	27.2%	15,704	13,117	19.7%
ISLANDS VISITED						
O'ahu	11,456	8,839	29.6%	172,599	139,898	23.4%
O'ahu only	7,021	6,023	16.6%	112,529	91,119	23.5%
Kaua'i	2,527	2,262	11.7%	46,868	38,383	22.1%
Kaua'i only	711	787	-9.7%	17,574	14,653	19.9%
Maui County	9,268	7,082	30.9%	161,673	136,226	18.7%
Maui	9,229	7,009	31.7%	160,234	135,089	18.6%
Maui only	5,378	4,555	18.1%	109,349	93,264	17.2%
Moloka'i *	204	122	66.6%	3,056	2,262	35.1%
Moloka'i only*	6	11	-47.7%	279	238	17.1%
Lāna'i *	207	157	31.9%	3,617	3,153	14.7%
Lāna'i only*	4	14	-72.0%	144	154	-6.3%
Big Island	3,957	2,707	46.2%	65,120	51,967	25.3%
Kona side	3,416	2,340	46.0%	58,414	46,628	25.3%
Hilo side	1,738	1,110	56.5%	25,013	20,361	22.8%
Big Island only	1,320	1,129	17.0%	28,726	23,224	23.7%
Any Neighbor Island	12,643	9,965	26.9%	230,020	191,733	20.0%
NI only	8,208	7,150	14.8%	169,950	142,954	18.9%
O'ahu & NI	4,435	2,815	57.5%	60,070	48,779	23.1%
Any one island only	14,440	12,520	15.3%	268,601	222,653	20.6%
Multiple Islands	5,224	3,468	50.6%	73,948	60,200	22.8%
Avg. Islands Visited	1.40	1.32	6.3%	1.32	1.31	0.6%
Average Length of Stay in Hawai'i	11.66	11.27	3.4%	12.52	12.66	-1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	11,811	10,010	18.0%	179,397	149,173	20.3%
Hotel only	9,279	8,397	10.5%	139,367	116,958	19.2%
Plan to stay in Condo	5,459	4,260	28.1%	123,477	99,484	24.1%
Condo only	4,336	3,318	30.7%	98,515	79,034	24.6%
Plan to stay in Timeshare	2,084	1,205	72.9%	32,207	29,557	9.0%
Timeshare only	1,620	954	69.8%	22,678	20,310	11.7%
Cruise Ship	739	498	48.5%	9,310	7,122	30.7%
Friends/Relatives	804	761	5.6%	14,881	13,597	9.4%
Bed & Breakfast	244	239	2.1%	5,017	3,710	35.2%
Other	237	240	-1.1%	3,312	3,114	6.3%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	17,591	13,946	26.1%	316,657	262,084	20.8%
Honeymoon	1,817	1,698	7.0%	11,207	9,550	17.3%
Get Married	188	252	-25.3%	2,413	2,813	-14.2%
Pleasure/Vacation	15,790	12,253	28.9%	305,787	251,950	21.4%
Mtgs/Conventions/Incentive	788	1,249	-36.9%	16,662	10,901	52.8%
Conventions	585	1,117	-47.6%	12,304	7,661	60.6%
Corporate Meetings	97	64	51.1%	2,159	1,508	43.2%
Incentive	118	89	32.7%	2,854	2,276	25.4%
Other Business	171	192	-10.7%	2,559	2,202	16.2%
Visit Friends/Rel.	882	553	59.6%	13,078	11,011	18.8%
Govt/Military	33	31	7.9%	470	677	-30.6%
Attend School	33	50	-33.7%	391	352	11.0%
Sport Events	229	277	-17.3%	1,888	1,881	0.4%
TRAVEL STATUS						
% First Timers **	48.1	47.9	0.2	38.3	37.7	0.6
% Repeaters **	51.9	52.1	-0.2	61.7	62.3	-0.6
Average # of Trips	3.31	3.33	-0.7%	3.85	3.87	-0.5%
Group Tour	524	422	24.2%	8,895	6,869	29.5%
Non-Group	19,140	15,567	23.0%	333,654	275,984	20.9%
Package Trip	6,410	5,569	15.1%	93,974	83,798	12.1%
No Package	13,254	10,420	27.2%	248,575	199,055	24.9%
Net True Independent	13,140	10,334	27.2%	246,316	197,080	25.0%

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS						
	SEPTEMBER			YEAR-TO-DATE		
	2011P	2010	% CHANGE	2011P	2010	% CHANGE
VISITOR DAYS	136,025	205,934	-33.9%	1,524,098	1,551,414	-1.8%
TOTAL VISITORS	16,075	21,679	-25.9%	159,761	158,526	0.8%
ARRIVED BY SHIP	7,639	10,786	-29.2%	71,543	64,926	10.2%
ARRIVED BY AIR	8,435	10,893	-22.6%	88,218	93,601	-5.8%
NUMBER OF SHIP ARRIVALS	4	6	-33.3%	43	39	10.3%
ISLANDS VISITED						
O'ahu	16,075	21,679	-25.9%	159,606	157,031	1.6%
Kaua'i	13,092	18,390	-28.8%	146,183	142,568	2.5%
Maui County	14,814	21,679	-31.7%	152,326	154,203	-1.2%
Maui	14,814	21,679	-31.7%	152,326	154,203	-1.2%
Moloka'i	125	219	-42.9%	1,728	1,818	-4.9%
Lāna'i	225	393	-42.7%	2,709	3,017	-10.2%
Hawai'i Island	14,376	19,450	-26.1%	151,316	151,671	-0.2%
Average Islands Visited	3.7	3.8	-3.2%	3.8	4.0	-3.8%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.20	2.24	-46.6%	2.64	2.69	-1.7%
Days in Hawai'i during Cruise	5.91	5.83	1.4%	5.60	5.80	-3.5%
Days in Hawai'i after Cruise	1.35	1.42	-5.1%	1.30	1.30	0.2%
Total days in Hawai'i	8.46	9.50	-10.9%	9.54	9.79	-2.5%
ACCOMMODATIONS						
Hotel	8,505	11,542	-26.3%	84,819	87,625	-3.2%
Hotel only	7,447	10,469	-28.9%	75,509	79,263	-4.7%
Condo	737	816	-9.6%	6,874	6,981	-1.5%
Condo only	224	276	-18.8%	2,354	2,322	1.4%
Timeshare	693	840	-17.5%	5,496	5,156	6.6%
Timeshare Only	213	430	-50.4%	1,991	2,191	-9.1%
Bed & Breakfast	112	78	44.2%	726	731	-0.8%
Bed & Breakfast only	9	36	-74.5%	189	176	7.4%
Friends & relatives	271	337	-19.6%	3,519	3,300	6.7%
Other accommodation	264	527	-50.0%	2,548	2,586	-1.5%
Accommodation (NET)	9,333	12,853	-27.4%	92,832	95,940	-3.2%
Cruise only	6,742	8,827	-23.6%	66,929	62,587	6.9%
TRAVEL STATUS						
% First timers	40.9	43.6	-2.70	43.5	43.5	0.02
% Repeat visitors	59.1	56.4	2.70	56.5	56.5	-0.02

Source: Hawai'i Tourism Authority

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010

September	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	733,525	716,943	2.3%	531,648	519,818	2.3%	118,777	118,787	0.0%	37,810	45,728	-17.3%	5,338	0	NA	39,952	32,610	22.5%
Scheduled Seats	724,997	704,071	3.0%	523,120	506,946	3.2%	118,777	118,787	0.0%	37,810	45,728	-17.3%	5,338	0	NA	39,952	32,610	22.5%
Charter seats	8,528	12,872	-33.7%	8,528	12,872	-33.7%												
Domestic Seats	504,949	513,094	-1.6%	308,896	325,271	-5.0%	112,953	115,785	-2.4%	37,810	39,428	-4.1%	5,338	0	NA	39,952	32,610	22.5%
Scheduled Seats	498,877	507,298	-1.7%	302,824	319,475	-5.2%	112,953	115,785	-2.4%	37,810	39,428	-4.1%	5,338	0	NA	39,952	32,610	22.5%
Charter seats	6,072	5,796	4.8%	6,072	5,796	4.8%												
US West	445,547	440,506	1.1%	256,244	259,433	-1.2%	106,203	109,035	-2.6%	37,810	39,428	-4.1%	5,338	0	NA	39,952	32,610	22.5%
...Anchorage	4,710	1,884	150.0%	4,710	1,884	150.0%												
...Bellingham	4,710	0	NA	4,710	0	NA												
...Denver	8,234	9,272	-11.2%	7,258	7,320	-0.8%	976	976	0.0%	0	976	-100.0%						
...Las Vegas	19,296	20,016	-3.6%	19,296	20,016	-3.6%												
...Los Angeles	166,988	164,775	1.3%	85,440	87,204	-2.0%	39,226	42,159	-7.0%	16,910	17,342	-2.5%	4,710	0	NA	20,702	18,070	14.6%
...Oakland	17,484	13,782	26.9%	8,064	7,560	6.7%	4,710	4,181	12.7%	2,041	2,041	0.0%				2,669	0	NA
...Orange County	1,984	2,976	-33.3%	992	1,488	-33.3%	992	1,488	-33.3%									
...Phoenix	32,260	34,920	-7.6%	17,060	17,250	-1.1%	7,030	8,930	-21.3%	3,800	4,370	-13.0%				4,370	4,370	0.0%
...Portland	24,540	21,809	12.5%	12,270	9,539	28.6%	12,270	12,270	0.0%									
...Sacramento	12,270	12,270	0.0%	7,560	7,560	0.0%	4,710	4,710	0.0%									
...Salt Lake City	7,860	6,480	21.3%	7,860	6,480	21.3%												
...San Diego	12,270	7,560	62.3%	7,560	7,560	0.0%	4,710	0	NA									
...San Francisco	70,319	79,368	-11.4%	41,952	51,288	-18.2%	14,599	15,300	-4.6%	7,680	7,320	4.9%	628	0	NA	5,460	5,460	0.0%
...San Jose	16,980	12,270	38.4%	7,560	7,560	0.0%	4,710	2,041	130.8%	2,669	2,669	0.0%				2,041	0	NA
...Seattle	45,642	53,124	-14.1%	23,952	26,724	-10.4%	12,270	16,980	-27.7%	4,710	4,710	0.0%				4,710	4,710	0.0%
US East	53,330	66,792	-20.2%	46,580	60,042	-22.4%	6,750	6,750	0.0%									
...Atlanta	8,940	8,940	0.0%	8,940	8,940	0.0%												
...Chicago	11,415	13,440	-15.1%	11,415	13,440	-15.1%												
...Dallas	20,250	20,250	0.0%	13,500	13,500	0.0%	6,750	6,750	0.0%									
...Detroit	0	3,874	-100.0%	0	3,874	-100.0%												
...Houston	6,425	8,920	-28.0%	6,425	8,920	-28.0%												
...Minneapolis	0	4,768	-100.0%	0	4,768	-100.0%												
...Newark	6,300	6,600	-4.5%	6,300	6,600	-4.5%												

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

Table 9. Total Seats to Hawaii by Port of Entry and MMA: 2011 vs 2010 (Cont.)

September	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	228,576	203,849	12.1%	222,752	194,547	14.5%	5,824	3,002	94.0%	0	6,300	-100.0%	0	0	NA	0	0	NA
Scheduled Seats	226,120	196,773	14.9%	220,296	187,471	17.5%	5,824	3,002	94.0%	0	6,300	-100.0%	0	0	NA	0	0	NA
Charter Seats	2,456	7,076	-65.3%	2,456	7,076	-65.3%												
Japan	145,223	135,933	6.8%	145,223	129,633	12.0%				0	6,300	-100.0%						
...Nagoya	12,750	12,600	1.2%	12,750	12,600	1.2%												
...Osaka	25,530	21,645	17.9%	25,530	21,645	17.9%												
...Tokyo-HND	23,910	0	NA	23,910	0	NA												
...Tokyo-NRT	83,033	101,688	-18.3%	83,033	95,388	-13.0%				0	6,300	-100.0%						
Canada	14,602	9,411	55.2%	8,778	6,409	37.0%	5,824	3,002	94.0%									
...Vancouver	14,602	9,411	55.2%	8,778	6,409	37.0%	5,824	3,002	94.0%									
Other Asia	26,091	12,793	103.9%	26,091	12,793	103.9%												
...Seoul	23,508	12,793	83.8%	23,508	12,793	83.8%												
...Shanghai	2,583	0	NA	2,583	0	NA												
Oceania	17,623	15,870	11.0%	17,623	15,870	11.0%												
...Auckland	3,042	2,951	3.1%	3,042	2,951	3.1%												
...Sydney	14,581	12,919	12.9%	14,581	12,919	12.9%												
Other	22,581	22,766	-0.8%	22,581	22,766	-0.8%												
...Apia	810	648	25.0%	810	648	25.0%												
...Christmas	648	680	-4.7%	648	680	-4.7%												
...Guam	6,450	6,425	0.4%	6,450	6,425	0.4%												
...Majuro	2,537	2,669	-4.9%	2,537	2,669	-4.9%												
...Manila	7,716	7,792	-1.0%	7,716	7,792	-1.0%												
...Nadi	1,144	1,276	-10.3%	1,144	1,276	-10.3%												
...Pago Pago	2,268	2,268	0.0%	2,268	2,268	0.0%												
...Papeete	1,008	1,008	0.0%	1,008	1,008	0.0%												

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

Table 9. 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	7,077,279	7,003,488	1.1%	4,934,899	4,886,319	1.0%	1,284,185	1,253,857	2.4%	447,541	516,259	-13.3%	20,410	0	NA	390,244	347,053	12.4%
Scheduled Seats	6,994,433	6,922,717	1.0%	4,852,053	4,805,548	1.0%	1,284,185	1,253,857	2.4%	447,541	516,259	-13.3%	20,410	0	NA	390,244	347,053	12.4%
Charter seats	82,846	80,771	2.6%	82,846	80,771	2.6%												
Domestic Seats	5,034,545	5,082,354	-0.9%	3,018,288	3,126,967	-3.5%	1,172,220	1,164,656	0.6%	438,563	449,488	-2.4%	20,410	0	NA	385,064	341,243	12.8%
Scheduled Seats	4,981,829	5,027,430	-0.9%	2,965,572	3,072,043	-3.5%	1,172,220	1,164,656	0.6%	438,563	449,488	-2.4%	20,410	0	NA	385,064	341,243	12.8%
Charter seats	52,716	54,924	-4.0%	52,716	54,924	-4.0%												
US West	4,424,091	4,309,570	2.7%	2,488,056	2,459,216	1.2%	1,091,998	1,059,623	3.1%	438,563	449,488	-2.4%	20,410	0	NA	385,064	341,243	12.8%
...Anchorage	44,444	35,325	25.8%	38,524	29,045	32.6%	5,920	6,280	-5.7%									
...Bellingham	40,614	0	NA	40,614	0	NA												
...Denver	125,057	114,248	9.5%	70,119	73,482	-4.6%	37,454	22,564	66.0%	10,797	11,332	-4.7%				6,687	6,870	-2.7%
...Las Vegas	192,654	174,240	10.6%	175,266	174,240	0.6%	17,388	0	NA									
...Los Angeles	1,600,889	1,633,521	-2.0%	831,291	841,076	-1.2%	380,191	400,665	-5.1%	175,516	199,709	-12.1%	17,898	0	NA	195,993	192,071	2.0%
...Oakland	152,915	135,849	12.6%	69,300	69,300	0.0%	49,365	48,180	2.5%	17,784	18,369	-3.2%				16,466	0	NA
...Otaru																		
...Orange County	37,400	42,160	-11.3%	21,996	23,560	-6.6%	15,404	18,600	-17.2%									
...Phoenix	359,876	344,866	4.4%	179,186	157,478	13.8%	83,220	86,402	-3.7%	49,970	51,479	-2.9%				47,500	49,507	-4.1%
...Portland	229,032	223,549	2.5%	110,298	111,892	-1.4%	110,298	111,657	-1.2%	8,436	0	NA						
...Sacramento	110,298	98,469	12.0%	68,796	68,796	0.0%	41,502	29,673	39.9%									
...Salt Lake City	64,580	69,897	-7.6%	64,580	58,968	9.5%	0	10,929	-100.0%									
...San Diego	110,298	94,350	16.9%	68,796	77,214	-10.9%	41,502	17,136	142.2%									
...San Francisco	778,523	783,865	-0.7%	453,682	462,971	-2.0%	153,393	163,434	-6.1%	104,624	107,526	-2.7%	2,512	0	NA	64,312	49,934	28.8%
...San Jose	133,273	94,272	41.4%	68,796	62,244	10.5%	28,303	13,816	104.9%	23,718	18,212	30.2%				12,456	0	NA
...Seattle	444,238	464,959	-4.5%	226,812	248,950	-8.9%	128,058	130,287	-1.7%	47,718	42,861	11.3%				41,650	42,861	-2.8%
US East	557,738	717,860	-22.3%	477,516	612,827	-22.1%	80,222	105,033	-23.6%									
...Atlanta	81,354	77,754	4.6%	81,354	77,754	4.6%												
...Charlotte	0	43,680	-100.0%	0	43,680	-100.0%												
...Chicago	158,216	157,861	0.2%	139,419	121,453	14.8%	18,797	36,408	-48.4%									
...Dallas	184,275	191,475	-3.8%	122,850	122,850	0.0%	61,425	68,625	-10.5%									
...Detroit	298	15,496	-98.1%	298	15,496	-98.1%												
...Houston	66,150	112,242	-41.1%	66,150	112,242	-41.1%												
...Minneapolis	8,940	56,872	-84.3%	8,940	56,872	-84.3%												
...Newark	58,505	62,480	-6.4%	58,505	62,480	-6.4%												

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

Table 9. 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	2,042,734	1,921,134	6.3%	1,916,611	1,759,352	8.9%	111,965	89,201	25.5%	8,978	66,771	-86.6%				5,180	5,810	-10.8%
Scheduled Seats	2,012,604	1,895,287	6.2%	1,886,481	1,733,505	8.8%	111,965	89,201	25.5%	8,978	66,771	-86.6%				5,180	5,810	-10.8%
Charter Seats	30,130	25,847	16.6%	30,130	25,847	16.6%												
Japan	1,210,371	1,240,880	-2.5%	1,210,371	1,183,340	2.3%				0	57,540	-100.0%						
...Nagoya	104,824	114,660	-8.6%	104,824	114,660	-8.6%												
...Osaka	171,667	211,317	-18.8%	171,667	211,317	-18.8%												
...Tokyo-HND	207,449	0	NA	207,449	0	NA												
...Tokyo-NRT	726,431	914,903	-20.6%	726,431	857,363	-15.3%				0	57,540	-100.0%						
Canada	234,781	208,204	12.8%	108,658	103,962	4.5%	111,965	89,201	25.5%	8,978	9,231	-2.7%				5,180	5,810	-10.8%
...Calgary	31,799	18,559	71.3%	9,794	7,629	28.4%	22,005	10,930	101.3%									
...Edmonton	4,818	1,224	293.6%				4,818	1,224	293.6%									
...Vancouver	195,852	185,973	5.3%	96,552	93,885	2.8%	85,142	77,047	10.5%	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	200,801	109,361	83.6%	200,801	109,361	83.6%												
...Seoul	196,209	103,001	90.5%	196,209	103,001	90.5%												
...Taipei	0	6,360	-100.0%	0	6,360	-100.0%												
...Shanghai	4,592	0	NA	4,592	0	NA												
Oceania	157,346	125,717	25.2%	157,346	125,717	25.2%												
...Auckland	21,671	20,657	4.9%	21,671	20,657	4.9%												
...Sydney	135,675	105,060	29.1%	135,675	105,060	29.1%												
Other	209,305	211,125	-0.9%	209,305	211,125	-0.9%												
...Apia	6,024	6,156	-2.1%	6,024	6,156	-2.1%												
...Christmas	5,576	2,584	115.8%	5,576	2,584	115.8%												
...Guam	58,330	61,893	-5.8%	58,330	61,893	-5.8%												
...Majuro	24,261	21,195	14.5%	24,261	21,195	14.5%												
...Manila	70,200	70,390	-0.3%	70,200	70,390	-0.3%												
...Nadi	11,902	15,895	-25.1%	11,902	15,895	-25.1%												
...Pago Pago	23,184	23,184	0.0%	23,184	23,184	0.0%												
...Papeete	9,828	9,828	0.0%	9,828	9,828	0.0%												

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