

HAWAII TOURISM

AUTHORITY



2014 Annual Visitor
Research Report



Aloha,

On behalf of the Hawaii Tourism Authority (HTA), the state agency for tourism, we are pleased to present the 2014 Annual Visitor Research Report. This report provides the final statistics on Hawaii's visitor industry in 2014 and a comprehensive comparison with 2013 visitor data.

Included in this report are visitor characteristics and expenditures categorized by Hawaii's Major Market Areas (MMA), select countries, purpose of trip, accommodation type, first-time or repeat visitor status and by island. Detailed information on spending categories are broken down by MMA and by island, in addition to Hawaii's cruise visitors. Information about visitor room inventory, hotel occupancy, room rates and air seat capacity is also included in this report.

We hope you will find this information useful. This report is also available on HTA's website at www.hawaii-tourismauthority.org/research/.

As a research-based organization, we look forward to continuing to provide up-to-date reporting and analysis on Hawaii's tourism industry to better understand, enhance and preserve our Hawaiian Islands as a special place to live, work and visit.

Mahalo,

George D. Szigeti
President and Chief Executive Officer
Hawaii Tourism Authority

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ABOUT THIS REPORT

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STR Inc./Hospitality Advisors LLC provided hotel occupancy and room rate statistics.

Stryker Weiner & Yokota designed the cover and Professional Images printed this report.

To download this report, go to: www.hawaiitourismauthority.org/research/reports/annual-visitor-research and click on [2014 Annual Research Report \[pdf\]](#).

For more information on the content of this report, contact the HTA at (808) 973-2255.

TABLE OF CONTENTS

SUMMARY OF 2014 VISITORS TO HAWAII	1
ALL VISITORS (BY AIR AND BY CRUISE SHIPS).....	2
VISITORS (ARRIVALS BY AIR).....	3
AIR VISITORS (BY MAJOR MARKET AREAS).....	4
U.S. WEST.....	5
U.S. EAST.....	6
JAPAN.....	7
CANADA.....	8
EUROPE.....	9
OCEANIA.....	10
OTHER ASIA.....	12
LATIN AMERICA.....	15
AIR VISITORS (BY SEGMENT).....	16
TRAVEL METHODS.....	16
PURPOSE OF TRIP.....	16
ACCOMMODATIONS.....	18
FIRST-TIME/REPEAT VISITORS.....	20
AIR VISITORS (BY ISLANDS).....	21
O’AHU.....	21
MAUI.....	22
MOLOKAI.....	24
LANAI.....	24
KAUAI.....	25
HAWAII ISLAND.....	26
SEASONALITY BY ISLAND.....	28
CRUISE VISITORS.....	28
TOTAL AIR SEATS OPERATED TO HAWAII.....	30
HOTEL OCCUPANCY AND ROOM RATE.....	31
VISITOR PLANT INVENTORY.....	32
VISITOR SATISFACTION.....	33
ANNUAL REPORT TABLES	35
APPENDIX A	147
TECHNICAL NOTES.....	148
DEFINITIONS.....	148
SOURCES OF DATA FOR VISITOR STATISTICS.....	151
APPENDIX B	153
DOMESTIC IN-FLIGHT SURVEY.....	154
INTERNATIONAL INTERCEPT SURVEY.....	156
ISLAND SURVEY.....	158
CRUISE SURVEY.....	160

LIST OF FIGURES

Figure 1: Total Visitor Expenditures: Nominal & Real	2
Figure 2: 2014 Air Visitor Personal Daily Spending by Category and Selected MMA.....	3
Figure 3: Four Largest Markets’ Share of Total Visitor Expenditures	4
Figure 4: Visitor Arrivals from Four Largest Markets (by Air).....	4
Figure 5: Europe MMA, UK & Germany.....	9
Figure 6: Oceania MMA	11
Figure 7: Other Asia MMA	13
Figure 8: Latin America MMA.....	15
Figure 9: 2014 Visitor Personal Daily Spending by Category and Island.....	21
Figure 10: O’ahu Visitor Arrivals by Selected MMA.....	22
Figure 11: Maui Visitor Arrivals by Selected MMA.....	23
Figure 12: Kaua’i Visitor Arrivals by Selected MMA	25
Figure 13: Hawai’i Island Visitor Arrivals by Selected MMA	26
Figure 14: Cruise Visitors to Hawai’i: 2006 – 2014.....	29
Figure 15: Air Seats Operated to Hawai’i by Island	31
Figure 16: Visitor Units by Type of Accommodations: 2005 – 2014	32

LIST OF TABLES

Table 1: Summary of Visitor Statistics.....	36
Table 2: Summary of Visitor Characteristics (Arrivals by Air).....	39
Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air)	40
Table 4: Visitor Days by Island (Arrivals by Air).....	41
Table 5: Visitor Days by Month (Arrivals by Air).....	41
Table 6: Average Daily Census by Island (Arrivals by Air)	42
Table 7: Average Daily Census by Month (Arrivals by Air).....	42
Table 8: Visitors Staying Overnight or Longer (Arrivals by Air).....	43
Table 9: Visitor Days by Month and MMA (Arrivals by Air)	44
Table 10: Visitor Days Growth by Month and MMA.....	46
Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air).....	48
Table 12: Visitor Arrivals Growth by Month and MMA.....	50
Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air).....	52
Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air).....	53
Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air)	54
Table 16: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air).....	55
Table 17: Domestic U.S. Visitors by State (Arrivals by Air)	56
Table 18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air)	57
Table 19: Market Penetration for Top U.S. CBSA (Arrivals by Air)	58
Table 20: Japan MMA Visitor Characteristics (Arrivals by Air)	59
Table 21: International Japanese MMA Visitor Characteristics by Region.....	60
Table 22: Canada MMA Visitor Characteristics (Arrivals by Air)	61
Table 23: Canadian MMA Visitor Characteristics by Province	62
Table 24: Europe MMA Visitor Characteristics (Arrivals by Air).....	63
Table 25: United Kingdom Visitor Characteristics (Arrivals by Air)	64

Table 26: Germany Visitor Characteristics (Arrivals by Air).....	65
Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air).....	66
Table 28: Australia Visitor Characteristics (Arrivals by Air).....	67
Table 29: New Zealand Visitor Characteristics (Arrivals by Air).....	68
Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air).....	69
Table 31: Korea Visitor Characteristics (Arrivals by Air).....	70
Table 32: China Visitor Characteristics (Arrivals by Air).....	71
Table 33: Taiwan Visitor Characteristics (Arrivals by Air).....	72
Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air).....	73
Table 35: Other MMA Visitor Characteristics (Arrivals by Air).....	74
Table 36: Visitor Age and Gender Distribution by MMA (Percentage of MMA Total).....	75
Table 37: Honeymoon Visitor Characteristics (Arrivals by Air).....	76
Table 38: Get Married Visitor Characteristics (Arrivals by Air).....	77
Table 39: Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air).....	78
Table 40: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air).....	79
Table 41: Family Visitors Characteristics (Arrivals by Air).....	80
Table 42: Hotel-Only Visitor Characteristics (Arrivals by Air).....	81
Table 43: Condo-Only Visitor Characteristics (Arrivals by Air).....	82
Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air).....	83
Table 45: Rental Homes Visitor Characteristics (Arrivals by Air).....	84
Table 46: Bed and Breakfast Properties Visitor Characteristics (Arrivals by Air).....	85
Table 47: First-Time Visitor Characteristics (Arrivals by Air).....	86
Table 48: Repeat Visitor Characteristics (Arrivals by Air).....	87
Table 49: Visitor Arrivals by Island and Month (Arrivals by Air).....	88
Table 50: Average Daily Census by Island and Month (Arrivals by Air).....	91
Table 51: Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air).....	92
Table 52: Domestic U.S. Visitor Arrival Growth by Island and Top CBSA.....	93
Table 53: Domestic U.S. Visitor Arrivals by Island and State of Residence.....	94
Table 54: Domestic U.S. Visitor Arrival Growth by Island and State of Residence.....	95
Table 55: Domestic U.S. Visitor Length of Stay (in days) by Island and State.....	96
Table 56: O’ahu Visitor Characteristics (Arrivals by Air).....	97
Table 57: Maui County Visitor Characteristics (Arrivals by Air).....	98
Table 58: Maui Island Visitor Characteristics (Arrivals by Air).....	99
Table 59: Moloka’i Visitor Characteristics (Arrivals by Air).....	100
Table 60: Lāna’i Visitor Characteristics (Arrivals by Air).....	101
Table 61: Kaua’i Visitor Characteristics (Arrivals by Air).....	102
Table 62: Hawai’i Island Visitor Characteristics (Arrivals by Air).....	103
Table 63: Hilo Visitor Characteristics (Arrivals by Air).....	104
Table 64: Kona Visitor Characteristics (Arrivals by Air).....	105
Table 65: Visitor Days by Island and MMA (Arrivals by Air).....	106
Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air).....	108
Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air).....	110
Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air).....	112
Table 69: Total Visitor Expenditures by Category.....	114
Table 70: Total Air Visitor Personal Daily Spending.....	115
Table 71: U.S. West MMA Air Visitor Personal Daily Spending.....	116
Table 72: U.S. East MMA Air Visitor Personal Daily Spending.....	117
Table 73: Japan MMA Air Visitor Personal Daily Spending.....	118

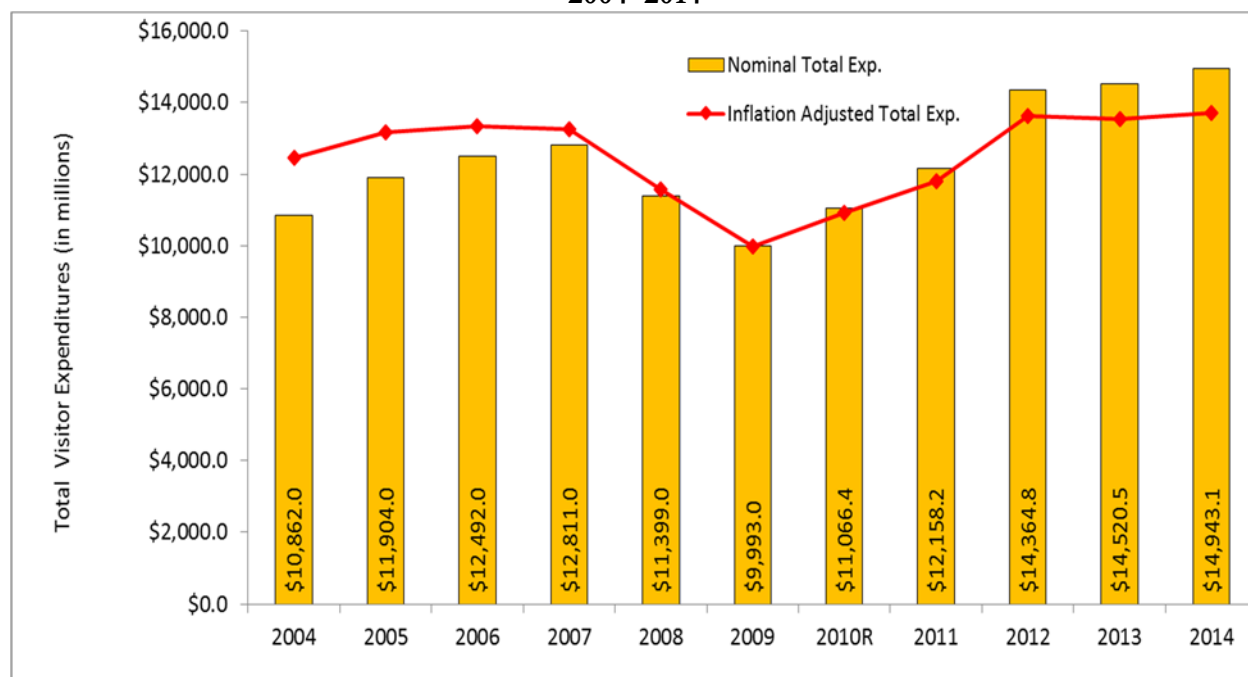
Table 74: Canada MMA Air Visitor Personal Daily Spending.....	119
Table 75: Europe MMA Air Visitor Personal Daily Spending	120
Table 76: Oceania MMA Air Visitor Personal Daily Spending	121
Table 77: Other Asia MMA Air Visitor Personal Daily Spending	122
Table 78: Latin America MMA Air Visitor Personal Daily Spending.....	123
Table 79: Other MMA Air Visitor Personal Daily Spending	124
Table 80: China Air Visitor Personal Daily Spending	125
Table 81: Korea Air Visitor Personal Daily Spending.....	126
Table 82: Taiwan Air Visitor Personal Daily Spending.....	127
Table 83: Australia Air Visitor Personal Daily Spending.....	128
Table 84: New Zealand Air Visitor Personal Daily Spending.....	129
Table 85: Air Visitor Personal Daily Spending.....	130
Table 86: Air Visitor Personal Daily Spending Growth.....	131
Table 87: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics	132
Table 88: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending	133
Table 89: Cruise Ship Visitors.....	134
Table 90: Cruise Ship Visitor Growth	134
Table 91: Total Cruise Ship Passengers by MMA.....	135
Table 92: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars	136
Table 93: Total Air Seats Operated To Hawai‘i.....	137
Table 94: Domestic Air Seats Operated To Hawai‘i	137
Table 95: International Air Seats To Hawai‘i.....	138
Table 96: State Hotel Occupancy and Room Rate	139
Table 97: O‘ahu Hotel Occupancy and Room Rate.....	139
Table 98: Maui Hotel Occupancy and Room Rate.....	140
Table 99: Kaua‘i Hotel Occupancy and Room Rates.....	140
Table 100: Hawai‘i Island Hotel Occupancy and Room Rates.....	141
Table 101: Visitor Plant Inventory – Existing Inventory by Island and Property	142
Table 102: Visitor Plant Inventory – Existing Inventory by Island and Unit.....	143
Table 103: Visitor Plant Inventory - Class of Units by Island	144
Table 104: Visitor Plant Inventory - Available Units by County.....	145
Table 105: Overall Rating of Most Recent Vacation to Hawai‘i.....	146
Table 106: Expectations of Vacation.....	146
Table 107: Likelihood to Recommend Hawai‘i	146
Table 108: Likelihood to Revisit Hawai‘i in the Next 5 Years	146

SUMMARY OF 2014 VISITORS TO HAWAI'I

ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

Total expenditures by all visitors who came to Hawai'i in 2014 gained 2.8 percent compared to the prior year to \$14.94 billion¹. When adjusted for inflation, total visitor expenditures were up 1.3 percent from 2013 (Figure 1). A total of 8,308,114 visitors arrived by air or by cruise ships in 2014, which was an increase of 1.6 percent from the 2013 record of 8,174,461 visitors (Table 1).

**Figure 1: Total Visitor Expenditures: Nominal & Real
2004–2014**



Note: Implicit price deflator (2009=100)

Source: 2013 State of Hawai'i Data Book Table 7.35.

The combined length of stay by all visitors was 9.11 days (9.17 days in 2013). Therefore, total visitor days of 75,646,053 (+0.9%) was only a marginal increase from last year. The average spending per day rose 1.3 percent to \$195 per person.

Arrivals by air rose 2.4 percent to 8,183,671 visitors. Additionally, there were 124,443 visitors who came by cruise ships², but this was down 27.2 percent compared to 2013, due to fewer out-of-state cruise ships that visited the islands (Table 89).

Total Spending by Category:

- Lodging, the largest expenditure category by all visitors to Hawai'i, increased 3.8 percent to \$6.3 billion and accounted for 42 percent of total visitor expenditures in 2014 (Table 69).

¹Transpacific airfare costs to and from Hawai'i were not included in visitor expenditure statistics (total spending, daily spending, per trip spending) throughout this report.

²Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

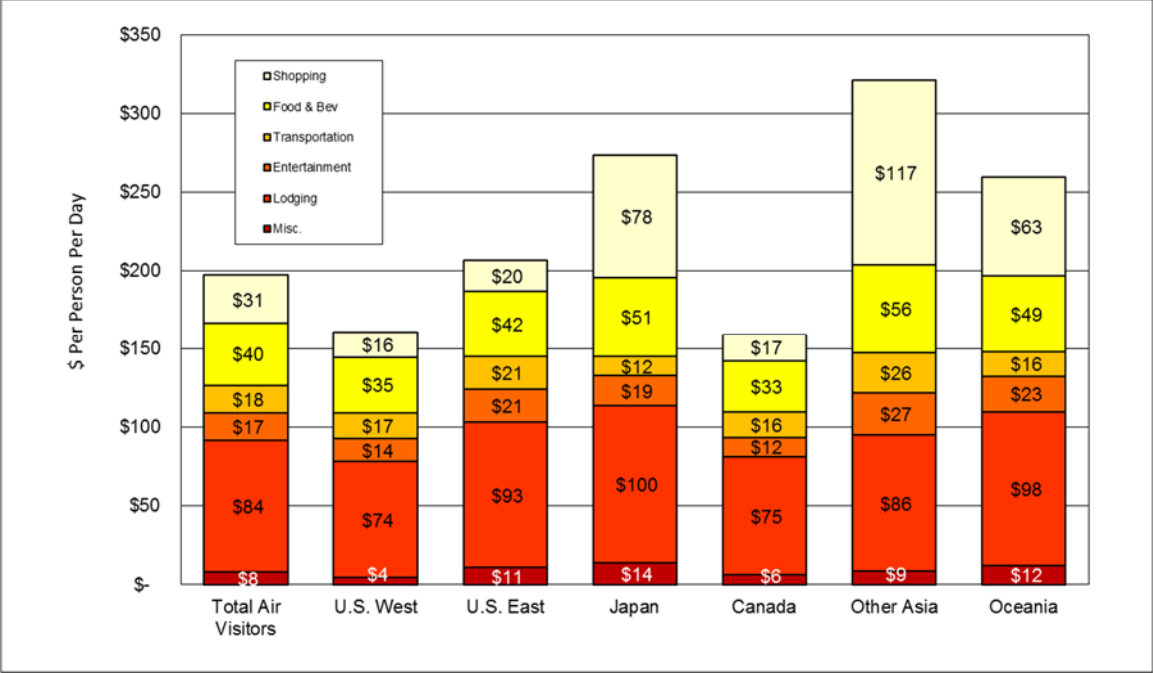
- Food and beverage, the second largest category, grew 3 percent to \$3 billion or 20 percent of total visitor spending.
- Shopping expenditures of \$2.3 billion (+0.6%) was up slightly compared to 2013.
- Spending on entertainment and recreation rose 6.2 percent to \$1.3 billion, while transportation expenditures were similar (+0.4% to \$1.3 billion) to last year.
- Supplemental business expenditures of \$122.1 million were 13.1 percent more than 2013. These expenditures are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

VISITORS (ARRIVALS BY AIR)

Arrivals by air rose 2.4 percent to 8,183,671 visitors. The average daily census showed that December (240,073 visitors per day) was the busiest month for air visitors in 2014 while July (228,400 visitors per day) was the busiest month in 2013 (Table 7). The average party size of air visitors to Hawai'i in 2014 was 2.16 people, unchanged from the prior year (Table 2).

Total expenditures by air visitors in 2014 rose 3 percent to \$14.8 billion. The average daily spending was \$197 per person per day, 1.7 percent higher than 2013 (Table 70).

Figure 2: 2014 Air Visitor Personal Daily Spending by Category and Selected MMA



- In 2014, air visitors spent slightly more on lodging (\$84 per person per day), food and beverage (\$40) and entertainment and recreation (\$17) compared to last year. Shopping (\$31) and transportation (\$18) expenditures were similar to 2013 (Table 68).
- Lodging was the largest daily expense for most visitor markets except for Chinese and Taiwanese visitors who spent more on shopping (Tables 80 and 82).

AIR VISITORS (BY MAJOR MARKET AREAS)

Figure 3: Four Largest Markets' Share of Total Visitor Expenditures 2006 - 2014

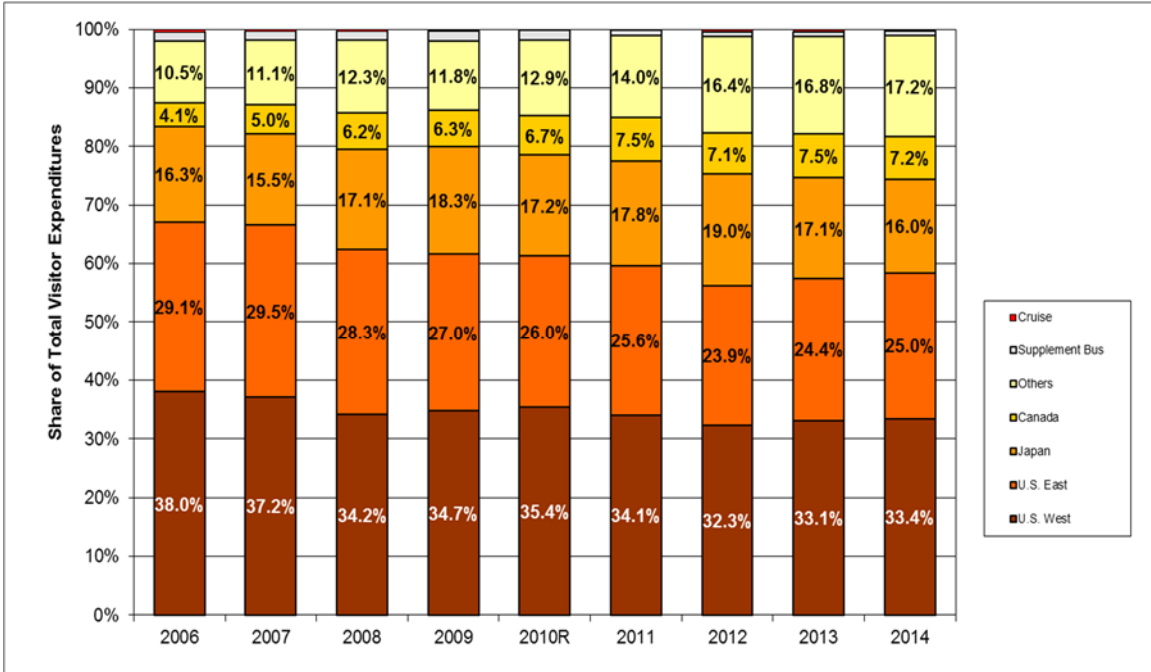
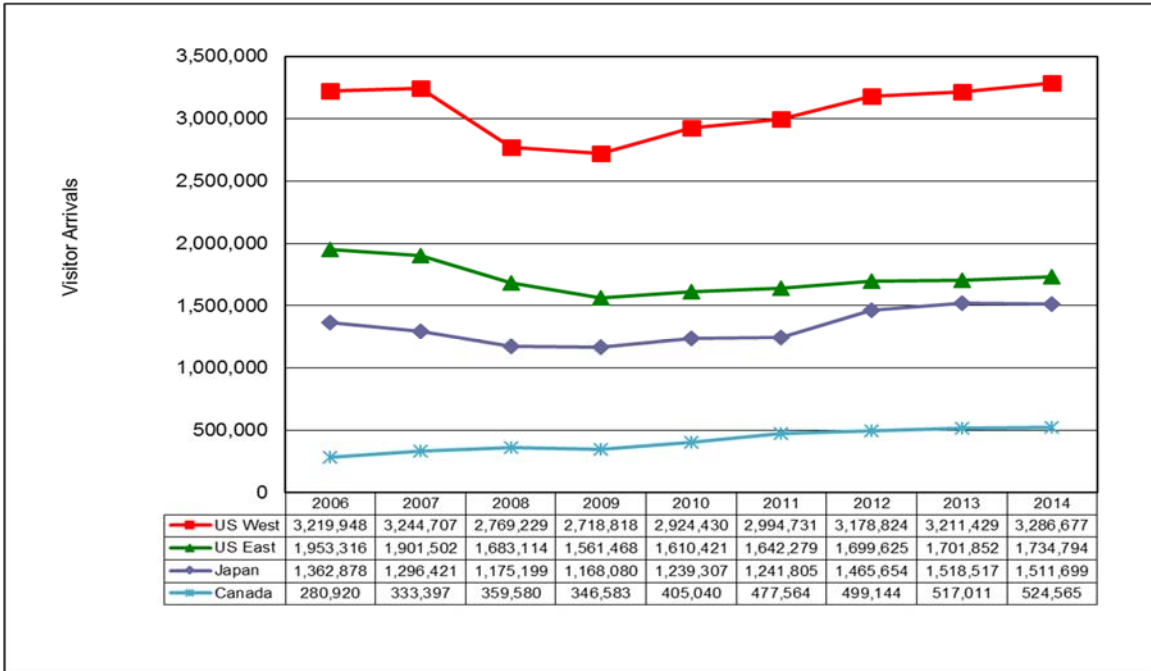


Figure 4: Visitor Arrivals from Four Largest Markets (by Air) 2006-2014



U.S. WEST

In 2014, the U.S. economy started slow, but ended the year with some momentum. Employers added 2.7 million jobs, and the U.S. posted its best year of hiring since 1999. The unemployment rate fell to 6.2 percent from 7.4 percent in 2013. There were also record auto sales and a swift plunge in gasoline prices, but wage gains continued to be small and home sales were soft. The U.S. Gross Domestic Product (GDP) rose 2.4 percent in 2014.

Air seats from U.S. West rose 4.8 percent from 2014 to 6,681,786 seats in 2013 and comprised 59.3 percent of total air seats to Hawai'i, up from 58.5 percent in 2013 (table 94).

The U.S. West continued to be Hawai'i's largest market in terms of visitor expenditures, visitor days and visitor arrivals. In 2014, visitor expenditures rose 3.9 percent to \$5 billion. U.S. West air visitors' share of total visitor expenditures (33.4%) was up from 2013 (33.1%) (Figure 4, Tables 1).

- Daily spending was \$161 per person, up from \$156 last year. Daily spending by this group was the second lowest among the visitor markets, behind Canada (Figure 2, Table 71).
- Lodging (\$74), food and beverage (\$35) and entertainment and recreation (\$14) daily spending by U.S. West visitors increased slightly from 2013. Spending on transportation (\$17) and shopping (\$16) and were about the same.
- U.S. West arrivals rose 2.3 percent to 3,286,677 visitors. Average length of stay (9.45 days) was down slightly from 2013 (9.56 days) and netted a 1.2 percent growth in visitor days (Figure 3 & Table 13).
- Eight out of ten (81.2%) U.S. West visitors in 2014 were repeat visitors to Hawai'i. This market continued to have the highest percentage of repeat visitors among all the MMAs.
- True independent travelers comprised 80.8 percent of U.S. West visitors.
- Of all U.S. West visitors in 2014, 45 percent went to O'ahu, 35.1 percent went to Maui, 17.3 percent went to Kaua'i and 17.5 percent went to Hawai'i Island. U.S. West visitations increased on Maui (+3.8%), O'ahu (+3.5%) and Hawai'i Island (+2.6%) compared to 2013.
- These visitors stayed the longest on Hawai'i Island (9.02 days), followed by Maui (8.62 days) and Kaua'i (8.57 days).
- Half (50.1%) of all U.S. West visitors stayed in hotels, 22.3 percent stayed in condominiums, 13.1 percent stayed in timeshare properties, 12.1 percent stayed with friends or relatives and 9.3 percent stayed in rental homes. More U.S. West visitors stayed in rental homes (+10.1%) compared to 2013. Stays in bed and breakfasts (+6.9%) and hotels (+4.8%) also increased, but usage of condominium properties (-1.6%) was down.
- Significantly more U.S. West visitors came to honeymoon (+18.2%) and/or to get married (+24.4%) than in 2013. There was also a 13.9 percent increase in visitors who came for meetings, convention and incentives.
- Similar to the previous year, over half (51.7%) of U.S. West visitors in 2014 were females. The largest age group was between 41 to 59 years old (30.6%), followed by 25 to 40 years old (24.7%) and those 60 years and older (20.1%) (Table 36).
- California continued to be the largest contributor with 1,847,700 visitors (+2.4%) in 2014. There were 466,997 visitors from Washington (+0.2%), 202,897 visitors from Oregon (+0.5%), 162,524 visitors from Arizona (-1.9%) and 138,265 visitors from Colorado (+0.9%) (Table 17).
- In terms of average daily census, June was the busiest month for U.S. West visitors in 2014, followed by July and December.

U.S. EAST

Air capacity from U.S. East grew 2.6 percent to 854,518 seats in 2014, and accounted for 7.6 percent of total air seats, unchanged from last year (Table 94).

Expenditures by U.S. East visitors in 2014 increased 5.4 percent to \$3.7 billion, and U.S. East's share of total visitor expenditures increased to 25 percent from 24.4 percent last year. Daily spending by these visitors rose to \$207 per person, from \$199 in 2013 (Figure 4, Tables 1).

- Lodging expenses increased to \$92 per person in 2014 (Figure 2, Table 72).
- These visitors also spent slightly more on entertainment and recreation (\$21) and shopping (\$20), while their spending on food and beverage (\$42) and transportation (\$21) were similar to last year.
- Arrivals and visitor days increased 1.9 percent and 1.5 percent, respectively. Of the 1,734,794 U.S. East visitors in 2014, 58.8 percent were repeat visitors to Hawai'i, up from 57.9 percent in 2013 (Figure 3, Table 15).
- O'ahu hosted 59.4 percent of U.S. East visitors, 37.1 percent visited Maui, 22.7 percent visited Hawai'i Island and 19.8 percent visited Kaua'i.
- U.S. East visitors stayed the longest on Maui (7.94 days) followed by Hawai'i Island (7.53 days) and O'ahu (7.20 days).
- Noticeably more U.S. East visitors came to get married (+22.8%) compared to 2013. A greater number of visitors also came for meetings, conventions and incentives (+5.5%) and to honeymoon (+4.8%).
- In 2014, 76.5 percent of U.S. East visitors were true independent travelers, compared to 75.8 percent in 2013.
- Hotels accommodated 61.6 percent of U.S. East visitors, while 15.1 percent stayed in condominiums, 12.1 percent stayed with friends or relatives, 10.9 percent stayed in timeshare properties and 7.7 percent stayed in rental homes in 2014. Usage of rental homes by U.S. East visitors rose 12.3 percent from 2013. More visitors also stayed in bed and breakfasts (+4.9%) and hotels (+2%).
- There were more female (51.1%) than male (48.9%) U.S. East visitors in 2014. Those between 41 to 59 years old were the largest age group (32.8%), followed by those between the ages 25 to 40 (23.9%) and those 60 years and older (22.1%) (Table 36).
- There were more visitors from Texas (+4.7% to 243,222 visitors) and Florida (+4.9% to 100,536 visitors), but fewer visitors from New York (-2.4% to 125,781 visitors) than in 2013 (Table 17).
- In 2014, January was the busiest month for U.S. East visitors based on average daily census, followed by June and July.

JAPAN

According to *Nikkei*, Japan's economy suffered in 2014, impacted by its first consumption tax hike in 17 years. The 5 percent sales tax went up to 8 percent in April and household consumptions declined as a result. Japan's economy fell into recession in the third quarter of 2014 (-1.6%) while annual GDP for 2014 was down slightly by 0.1 percent. Exchange rates for every month of 2014 showed a much weaker yen to dollar ratio when compared with 2013. In Hawai'i, this was a factor which impacted spending by Japanese visitors.

Air capacity from Japan dropped slightly (-0.7%) in 2014 to 2,015,905 seats. Japanese seats comprised 17.9 percent of total air seats in 2014, down from 18.6 percent in the previous year.

Japan continued to rank third in visitor expenditures, visitor days, and arrivals. There were 1,511,699 Japanese visitors (-0.4%) in 2014, similar to the prior year. A shorter average length of stay (5.8 days vs. 5.94 days in 2013) contributed to a 2.8 percent drop in visitor days. Combined with lower daily spending (\$273 per person, from \$276), visitor expenditures dropped 3.6 percent to \$2.4 billion. Japanese visitors' share of total expenditures of 16 percent was the lowest since 2007 (15.5%) (Figure 4, Tables 1). Despite the decrease, Japanese visitors' daily spending continued to be second highest among all MMAs, behind daily spending by Other Asia visitors (Figure 2, Table 73).

- Daily lodging expenses of \$100 were down from \$102 in 2013.
- Their shopping expenditures declined slightly to \$78 per person per day. However, Japanese visitors still spent four times more per day than U.S. West, Canadian or European visitors.
- Their spending on food and beverage (\$51) was slightly higher than 2013 while spending on entertainment and recreation (\$19) and transportation (\$12) was about the same.
- Of the total Japanese visitors in 2014, 58.5 percent have been to Hawai'i before, compared to 59.7 percent in the previous year (Figure 3, Table 20).
- Most of the Japanese visitors went to O'ahu (97.2%), 11.3 percent visited Hawai'i Island, 3.9 percent visited Maui and 1.6 percent visited Kaua'i. O'ahu (+0.8%) showed a slight increase in arrivals but Maui (-25.8%), Kaua'i (-19%) and Hawai'i Island (-14.4%) saw double-digit declines.
- Japanese visitors stayed the longest on O'ahu (5.41 days), followed by Hawai'i Island (3.34 days) and Maui (3.11 days).
- The percentage of true independent travelers were lower in 2014 (22.7%) compared to last year (23.2%). The majority of Japanese visitors still came on packaged trips (74.6% in 2014).
- Hotels remained the most popular lodging choice and were used by 87.4 percent of the Japanese visitors in 2014. Some visitors also stayed in condominiums (9.4%) and timeshare properties (4.2%). Usage of timeshare properties rose 2.6 percent from 2013. However, stays in condominium properties (-5.1%), with friends or relatives (-18.5%) and in rental homes (-10.7%) were down.
- More Japanese visitors came to honeymoon (+9.5%) and for corporate meetings (+58.7%) compared to 2013, but fewer came to get married (-27.7%), for vacation (-3.2%) and for conventions (-2.6%).
- There continued to be more female (59.3%) than male (40.7%) visitors from Japan. The largest age group was between 25 to 40 years old (39.9%). The second largest age group were those between 41 to 59 years (24.1%) followed by those over 60 years old (17.7%) (Table 36).
- Arrivals from Kanto (which includes Tokyo) continued to be the largest source of Japanese visitors to Hawai'i, grew 3.5 percent to 656,217 visitors in 2014. Japanese arrivals from Chubu (+9% to 251,255) and Kyushu (+14.6% to 88,874) also increased. However, there were fewer visitors from

Kinki (-6.9% to 312,430), Tohoku (-15.1% to 55,587) and Hokkaido (-38% to 43,862) compared to 2013 (Table 21).

- Based on average daily census, the busiest month for Japanese visitors in 2014 continued to be August, followed by March and September.

CANADA

Canada's economy showed a 2.5 percent growth in GDP for 2014, boosted by higher exports to the U.S. However there were uncertainties due to lower oil prices to the country's energy sector.

Air capacity from Canada grew 8.7 percent to 399,960 seats in 2014 with significantly more seats to Līhu'e (+71%) and Kona (+38.4%). Seats to Kahului (+3.6%) and Honolulu (+1.8%) also increased. Canada seats comprised 3.6 percent of total air seats in 2014, compared to 3.4 percent last year

Expenditures by Canadian visitors, Hawai'i's fourth largest visitor market, was \$1.1 billion (-0.6%) in 2014 and Canada's share of total expenditures dropped slightly to 7.2 percent (7.5% in 2013). Arrivals rose 1.5 percent to 524,565 visitors. The average length of stay was 12.92 days compared to 12.77 days in 2013. Total visitor days were up 2.7 percent. However, daily spending decreased to \$159 per person (\$164 in 2013) and was the lowest among the visitor markets. (Figure 4, Table 1).

- Lodging expenses by these visitors dropped to \$75, from \$78 (Figure 2, Table 74). Shopping (\$16), transportation (\$16) and entertainment and recreation (\$12) expenses were also lower, while spending on food and beverage (\$33) was similar to 2013.
- Six out of ten Canadian visitors (61.2%) flew direct from Canada or from other international ports while the remainder arrived on flights from the U.S. mainland (Table 22).
- Repeat visitors comprised 65.5 percent of Canadian visitors in 2014, similar to last year.
- Direct air service contributed to more Canadians visiting to Maui (52% of Canadian visitors) than O'ahu (40.1% of Canadian visitors). There were more Canadian visitors to Kaua'i (+12.3%), Hawai'i Island (+8.3%) and Maui (+2.1%) but fewer on O'ahu (-3.9%) compared to 2013.
- Canadian visitors spent the most time on Maui (11.12 days), then Hawai'i Island (10.4 days) and Kaua'i (9.13 days).
- More Canadian visitors were true independent travelers (78%) than last year (76.3%).
- Nearly half (44.9%) of Canadians visitors stayed in hotels, 39.6 percent stayed in condominiums, 10.9 percent stayed in rental homes, 9.9 percent stayed in timeshare properties and 4.8 percent stayed with friends or relatives. Stays in rental homes (+16.4%), in timeshare properties (+8.1%), with friends or relatives (+8.9%) and bed and breakfasts (+3.5%) increased, but usage of condominiums (-1.2%) declined compared to 2013.
- More Canadian visitors came for meetings, conventions and incentives (+39.3%), to visit friends or relatives (+10.1%), to honeymoon (+20%) and to get married (+45.4%) than last year.
- Those between 41 to 59 years old were the largest age group (33.1%) of Canadian visitors in 2014, followed by those between 25 to 40 years (23.9%) and over 60 years old (21.5%). There were more female (52.9%) than male (47.1%) Canadian visitors (Table 36).
- In 2014, the largest group of Canadian visitors was from British Columbia (45.3% or 237,672 visitors) followed by Alberta (22.7% or 118,822), Ontario (18.3% or 96,126), Quebec (5.6% or 29,269), Saskatchewan (3.5% or 18,465) and Manitoba (2.4% or 12,479) (Table 23).
- January was the busiest month in 2014 followed by February and December.

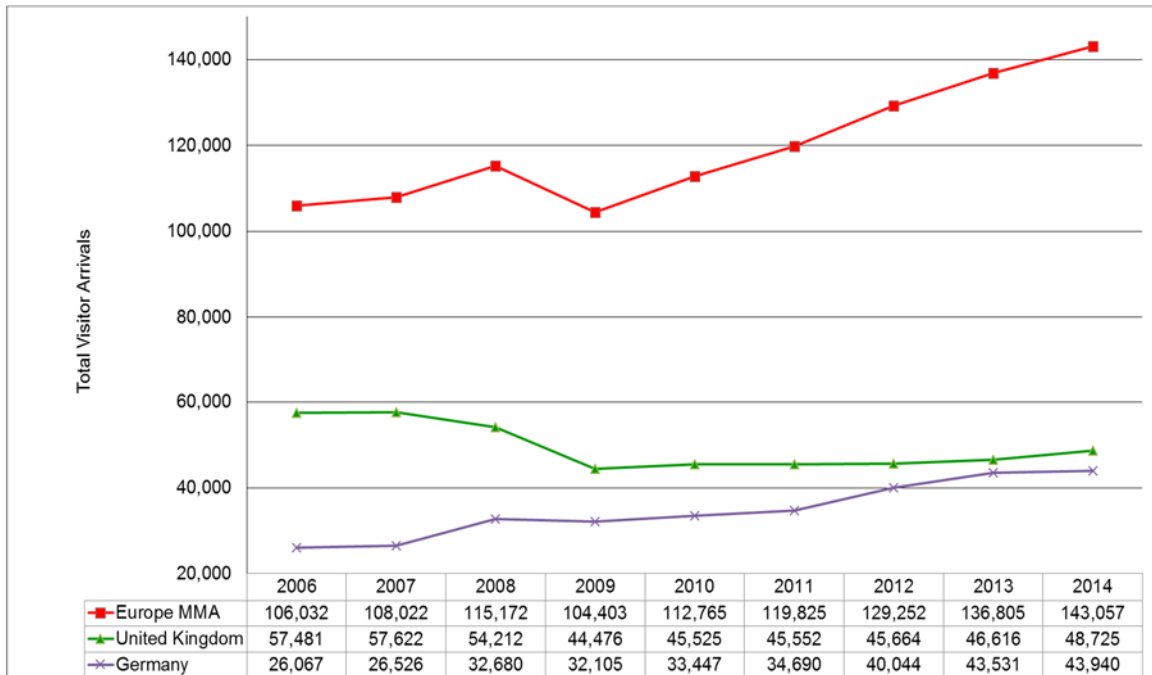
EUROPE

The combined GDP of the 18 countries that shared the euro in 2014 was up only 0.9 percent. Germany’s GNP rose 1.6 percent due to greater spending by consumers and businesses. However, the economies of many other euro currency areas were either close to stagnation or still contracting.

Total visitor spending by Europe MMA increased 6.4 percent to \$342.2 million in 2014 boosted by a 4.6 percent growth in arrivals to 143,057 visitors. Spending by these visitors (\$182 per person per day) was also higher compared to 2013 (\$177) (Table 1).

- These visitors spent more on food and beverage (\$38) and entertainment and recreation (\$20), but less on lodging (\$80) and shopping (\$16) compared to 2013 (Table 75).
- There were more visitors from France (+11.3%), Italy (+6.2%), Switzerland (+5.1%), United Kingdom (+4.5%) and Germany (+0.9%) compared to 2013 (Table 11 and Table 12).
- The majority of European visitors (83%) came on domestic flights (Table 24).
- The largest age group for European visitors was between 25 to 40 years (35.4%), followed by those 41 to 59 years (28.7%) and those over 60 years old (13.4%). Half (50.7%) of the visitors were females (Table 36).
- August, September, and July were the busiest months for European visitors in 2014.

**Figure 5: Europe MMA, UK & Germany
Visitor Arrivals: 2006 - 2014**



Visitors from United Kingdom

Visitors from the United Kingdom (U.K.) accounted for the largest share (34.1%) of the European market with 48,725 visitors, up 4.5 percent from 2013 (Table 11 and Table 12).

- A lower percentage of U.K. visitors in 2014 were first timers (65%) compared to the previous year (69.1%) (Table 25).

- Seven out of ten U.K. arrivals visited O‘ahu (70.5%), 33.5 percent visited Maui, 26.1 visited Hawai‘i Island and 15.1 percent visited Kaua‘i.
- U.K. visitors stayed the longest on Maui (7.71 days), followed by O‘ahu (7.43 days) and Hawai‘i Island (7.31 days).
- There were more true independent travelers (56.3%) from the U.K. compared to 2013 (54.2%).
- The majority of U.K. visitors stayed in hotels (72.3%). Some stayed in condominiums (10.5%), with friends or relatives (9.3%), in rental homes (7.4%), or in timeshare properties (4.2%).
- Usage of condominiums (-3.3%), timeshare properties (-8.1%) and rental homes (-2.5) by U.K. visitors were down compared to 2013 while more stayed in hotels (+3.2%) and with friends or relatives (+44.2%).
- More U.K. visitors came to vacation (+4.9%) or to see friends or relatives (+17.4%) but fewer came to honeymoon (-6.1%) or for meetings, conventions and incentives (-15.2%) compared to last year.

Visitors from Germany

- Germany comprised second largest share of European visitors at 30.7 percent. Arrivals from Germany were up slightly (+0.9%) to 43,940 visitors (Table 11 and Table 12). These visitors stayed an average 14.81 days in 2014, the longest among all visitor groups.
- Seven out of ten were first-time visitors (69.4%) (Table 26).
- The majority of German visitors went to O‘ahu (69.9%), 50.7 percent went to Maui, 40.1 percent went to Hawai‘i Island and 30.4 percent went to Kaua‘i.
- The average length of stay was the longest on Maui (8.2 days), followed by Hawai‘i Island (7.9 days) and O‘ahu (7.71 days).
- A greater percentage of German visitors were true independent travelers (66.2%) compared to the previous year (64.3%).
- Seven out of ten German visitors stayed in hotels (71.3%), some stayed in rental homes (11.5%), condominiums (9.2%), bed and breakfast properties (8.5%), or with friends or relatives (7.8%). Usage of rental homes (+29%) was much higher compared to 2013. Stays in hotels also increased (+3.4%), but stays in condominiums (-4.3%) and with friends or relatives (-11.3%) declined.
- More German visitors in 2014 came to honeymoon (+18.9%) and for meetings, conventions and incentives (+38.3%) than in the prior year.

OCEANIA

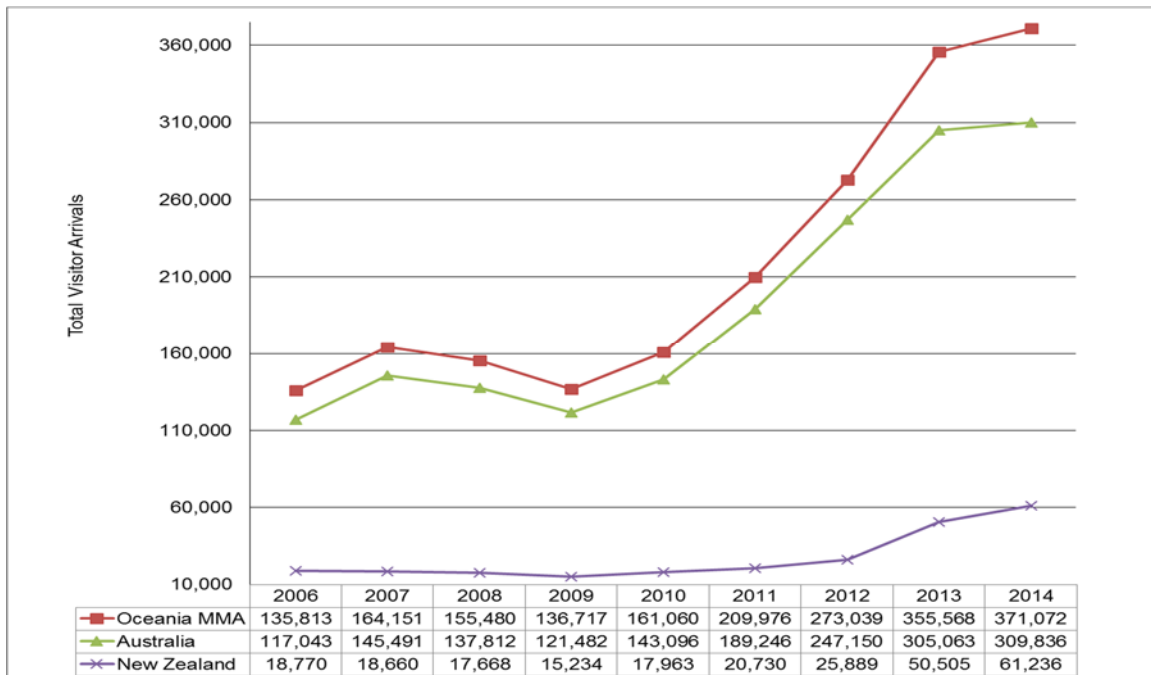
Australia's annual 2014 GDP growth of 2.7 percent, was lower than the 3.1 percent forecast by economists due to declines in iron ore and coal prices and weaker wage growth. New Zealand's economy rose at an annual pace of 3.5 percent in 2014, while inflation remained in check. The economic uplift boosted business confidence and the employment rate.

Air capacity rose 3.7 percent from 2013 to 432,280 seats. Expansion in seats from Brisbane and Melbourne offset fewer seats from Sydney Australia. Additionally, seats from Auckland New Zealand rose 16.5 percent compared to 2013. Oceania seats comprised 3.8 percent of total air capacity, unchanged from a year ago.

Total expenditures by visitors from Oceania MMA grew 2.1 percent to \$895.8 million in 2014, boosted by a 4.4 percent growth in arrivals to 371,072 visitors. Daily spending by this group of visitors was \$260, unchanged from last year. (Figure 6, Table 1)

- Spending food and beverage (\$49) and entertainment and recreation (\$23) were similar to 2013 (Table 76).
- These visitors spent slightly more on lodging (\$98), shopping (\$63) and transportation (\$16) but less on all other expenses (\$12).
- Visitors from Australia accounted for 83.5 percent of all visitors from Oceania, while 16.5 percent were from New Zealand (Table 11).
- Those between 41 to 59 years old (32.3%), between 25 to 40 years (25.4%) and those over 60 years old (18.4%) were the three largest age groups from Oceania. Over half (55.8%) of the visitors were females (Table 36)
- September was the busiest month for visitors from Oceania in 2014, followed by December and October and June.

**Figure 6: Oceania MMA
Visitor Arrivals: 2006– 2014**



Visitors from Australia

- Arrivals from Australia rose 1.6 percent to 309,836 visitors in 2014 (Table 28). These visitors stayed an average 9.34 days.
- Their daily spending in 2014 was \$273 per person, up from \$267 last year (Table 83).
- Their lodging expenses increased to \$96 from \$93 in 2013.
- Spending on shopping (\$71), food and beverage (\$54) and transportation (\$15) were also higher compared to last year.
- Nearly all Australian visitors went to O‘ahu (96.6%) while 20.8 percent went to Maui, 14.9 went to Hawai‘i Island and 8.8 percent went to Kaua‘i (Table 28).

- These visitors spent the most time on O‘ahu (7.78 days), followed by Maui (4.43 days) and Hawai‘i Island (3.88 days).
- Similar to the previous year, 55.8 percent of Australian visitors in 2014 were first-timers.
- A higher percentage of Australian visitors (51.6%) were true independent travelers compared to 2013 (50.2%)
- Most Australian visitors in 2014 stayed in hotels (90.8%), some stayed in condominium properties (7%) and rental homes (3.3%). Usage of rental homes (+31.7%) and timeshare properties (+24.9%) were noticeably higher compared to 2013.
- More Australian visitors came to vacation (+2.3%) and to honeymoon (+13.5%) but fewer came for meetings, conventions and incentives (-21.4%) than in the previous year.

Visitors from New Zealand

- Arrivals from New Zealand climbed 21.2 percent to 61,236 visitors in 2014 (Table 29), supported by continued expansion in air seats from Auckland (started in March 2013). The average length of stay was 9.14 days, compared to 9.58 days in 2013.
- Daily spending by these visitors increased to \$222 from \$208 in 2013 (Table 84).
- These visitors spent more on lodging (\$82), shopping (\$56), food and beverage (\$45), and entertainment and recreation (\$19) than last year.
- Half of the visitors from New Zealand in 2014 were first-timers (50.1%), compared to 44.1 percent in the previous year (Table 29).
- Most New Zealand visitors went to O‘ahu (95.5%), 18.4 percent went to Maui, 13.2 went to Hawai‘i Island and 6.6 percent went to Kaua‘i.
- These visitors spent the most time on O‘ahu (7.58 days), followed by Maui (5.28 days) and Hawai‘i Island (4.75 days).
- There were fewer true independent travelers (54.4%) from New Zealand compared to 2013 (58.7%).

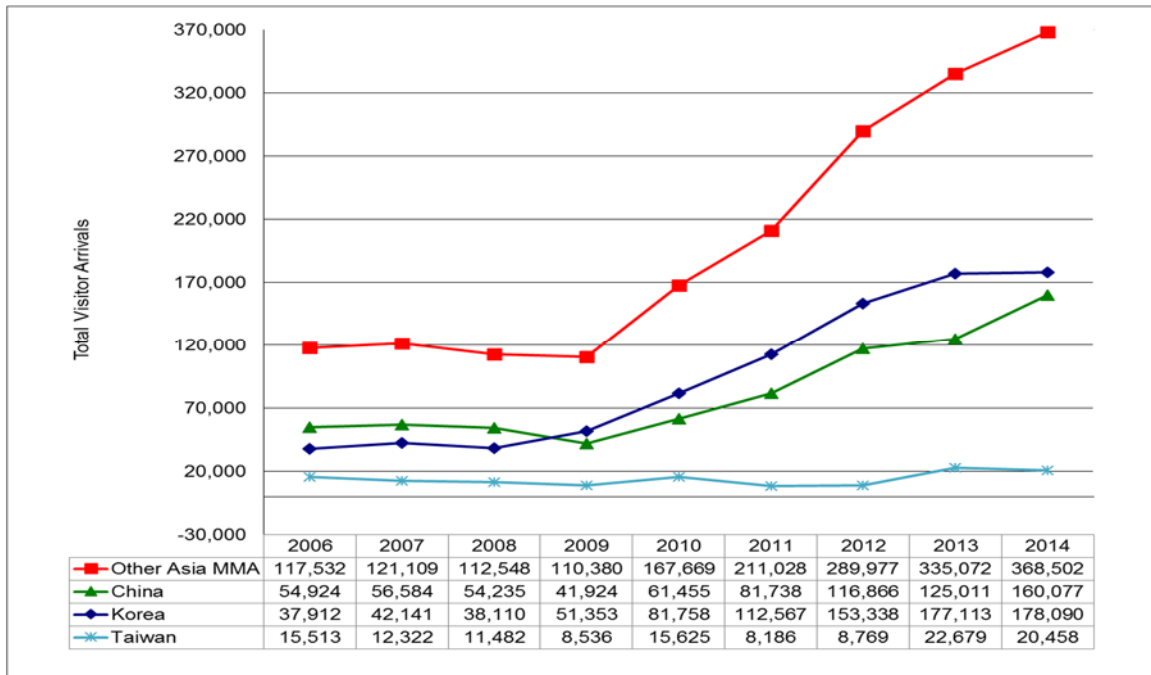
OTHER ASIA

China’s economic reforms began in 2014 and its annual GDP growth of 7.5 percent was the highest among Other Asia MMA countries. Korea’s economy slowed in the fourth quarter of 2014 due to a sharp drop in construction investment. For annual 2014, Korea’s GDP rose 3.3 percent. Taiwan’s GDP increased 3.7 percent in 2014. Taiwan’s economy has been on a steady growth track for the past three years with low inflation and unemployment rates.

Air capacity from Other Asia grew 11.6 percent to 517,432 seats, boosted by 70,123 new seats out of Beijing and a 59.4 percent growth in seats Honolulu from Shanghai China. Seats out of Taipei rose 9.3 percent. In contrast, reduced service caused a 12 percent drop in seats from Seoul Korea. Other Asia seats accounted for 4.6 percent of total air seats in 2014, up from 4.3 percent in the previous year.

Expenditures by visitors from Other Asia gained 13.6 percent from 2013 to \$807.6 million. Arrivals increased 10 percent to 368,502 visitors. The average length of stay was 6.83 days. (Figure 7, Table 1) Daily per person spending rose to \$321 compared to \$312 per person in 2013.

**Figure 7: Other Asia MMA
Visitor Arrivals: 2006 – 2014**



- These visitors spent more on shopping (\$117), lodging (\$86) and transportation (\$26) compared to last year.
- Food and beverage expenses (\$56) were down slightly while entertainment and recreation expenses (\$27) were similar to 2013 (Table 77).
- Eight out of ten (82.5%) visitors from Other Asia flew directly from international airports while the remainder arrived via U.S. mainland airports (Table 30).
- The largest age group for visitors from Other Asia was those 25 to 40 years old (48.2%), followed by those between 41 to 59 years (25.4%) and those over 60 years old (10.6%). There were more female (53.6%) than male (46.4%) visitors from this market in 2014 (Table 36).
- Visitors from Korea (48.3%) and China (43.4%) accounted for the two largest shares of total visitors from Other Asia (Table 11).
- In 2014, January was the busiest month for visitors from Other Asia, followed by July and February.

Visitors from Korea

- After five consecutive years of double-digit growth, arrivals from Korea in 2014 rose only slightly (+0.6%) to 178,090 visitors (Table 31).
- These visitors spent \$271 per person on a daily basis, up from \$268 last year (Table 81).
- Lodging, the largest expense, rose to \$89 from \$85 in 2013.
- Their spending on shopping (\$71), food and beverage (\$60), entertainment and recreation (\$26), and transportation (\$23) were similar to the prior year.
- Among Korean visitors in 2014, 82.8 percent were first-time visitors (Table 31).
- Nearly all Korean visitors went to O‘ahu (96.7%), 23.6 percent went to Maui, 8.5 went to Hawai‘i Island and 2.9 percent went to Kaua‘i.

- The average length of stay was the longest on O‘ahu (6.03 days), followed by Hawai‘i Island (4.51 days) and Kaua‘i (2.86 days).
- A greater percentage of Korean visitors in 2014 were true independent travelers (39.6%), compared to 2013 (36.7%).
- In 2014, most Korean visitors stayed in hotels (92%), some stayed in condominium properties (4.6%) or with friends or relatives (3.4%).
- More Korean visitors came to vacation (+3.2%) and to get married (+67.9%) but fewer came for meetings, conventions and incentives (-19.9%) than in 2013.

Visitors from China

- Arrivals from China climbed 28.1 percent to 160,077 visitors in 2014 (Table 32), boosted by new seats out of Beijing (started in January 2014) and increased service out of Shanghai.
- Daily spending by Chinese visitors of \$399 per person was an increase from 2013 (\$394) and continued to be the highest among all visitor groups (Table 80).
- Even though shopping expenses decreased from \$191 in 2013 to \$183, Chinese visitors continued to spend twice as much on shopping compared to their Japanese counterparts.
- This group spent more on lodging (\$88), food and beverage (\$54), and transportation (\$30) compared to 2013.
- Among Chinese visitors in 2014, 83.9 percent were first-time visitors compared to 85.1 percent in the previous year (Table 32).
- Most Chinese visitors went to O‘ahu (95.4%), 19.8 went to Hawai‘i Island, 16.2 percent went to Maui and 2.6 percent went to Kaua‘i.
- These visitors stayed the longest on O‘ahu (5.28 days), followed by Kaua‘i (3.64 days) and Maui (3.50 days).
- While the majority of Chinese visitors continued to purchase packaged trips and group tours, there was a higher percentage of true independent travelers (26.1%) in 2014 than in the prior year (25%).
- Nearly all Chinese visitors stayed in hotels (92.2%), a few stayed in condominium properties (7.1%), with friends or relatives (2%) or in rental homes (2%).

Visitors from Taiwan

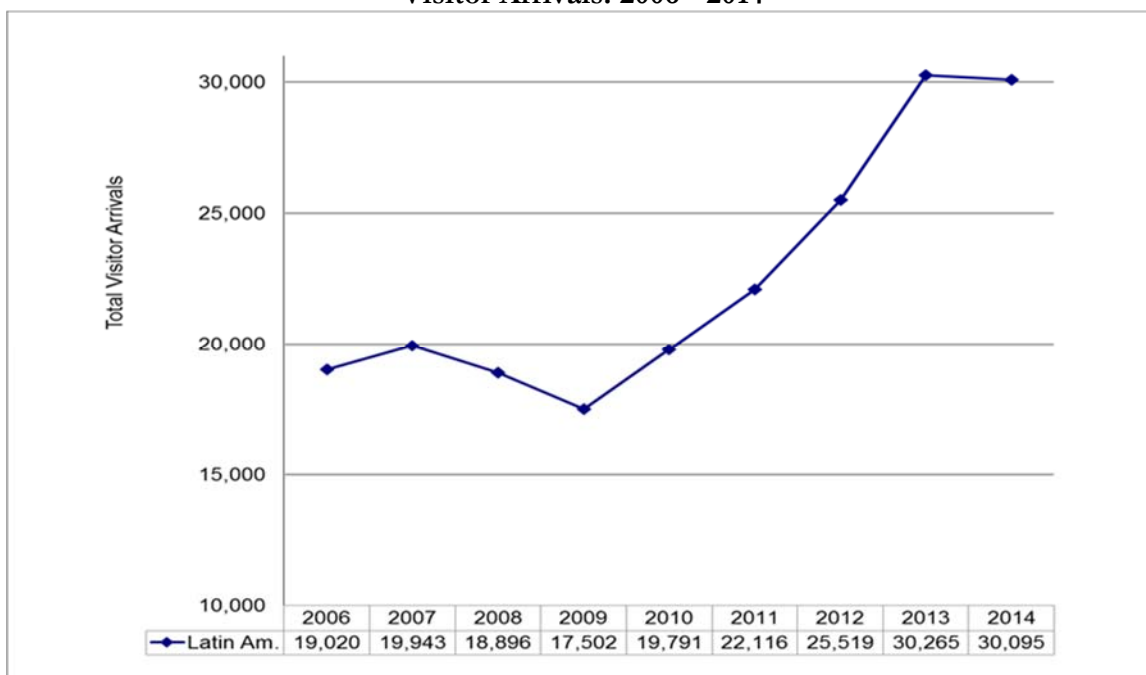
- Arrivals from Taiwan declined 9.8 percent to 20,458 visitors in 2014 (Table 33). The loss of one airline serving Taipei in July 2014 contributed to this decrease.
- Daily spending by visitors from Taiwan declined to \$204 per person in 2014 from \$238 in 2013 (Table 82).
- Shopping, their largest expense, dropped to \$65 from \$74 in 2013.
- Their spending on lodging (\$61), food and beverage (\$37), transportation (\$21) and entertainment and recreation (\$16) were also lower than last year.
- Three out of four Taiwanese visitors in 2014 were first timers to Hawai‘i. Over half made their own travel arrangements (58%).
- Most of the Taiwanese visitors went to O‘ahu (93%), 20.7 percent went to Hawai‘i Island, 17.3 percent went to Maui and 4 percent went to Kaua‘i.
- The majority of Taiwanese visitors stayed in hotels (73.7%), some stayed in condominium properties (9.8%), with friends or relatives (9.5%) or in rental homes (6.1%).

LATIN AMERICA

GDP growth in 2014 for Latin America MMA countries was 2.1 percent for Mexico, 0.5 percent for Argentina and 0.2 percent for Brazil.

Total expenditures by visitors from Latin America MMA climbed 27.6 percent to \$94 million. Arrivals dipped slightly (-0.6%) to 30,095 visitors. However, visitor days rose 4.9 percent, boosted by a higher average length of stay (11.64 days from 11.04 days in 2013). Daily spending also increased to \$270 per person, from \$222 in 2013) (Figure 8, Table 1).

**Figure 8: Latin America MMA
Visitor Arrivals: 2006 - 2014**



- These visitors spent more on lodging (\$115), shopping (\$59) and transportation (\$29), but less on food and beverage (\$38) and entertainment and recreation (\$20) (Table 78).
- Visitors from Brazil comprised 48.8 percent of Latin America MMA in 2014, followed by visitors from Mexico at 33.7 percent and Argentina at 17.5 percent (Table 11).
- First-timers accounted for 70.9 percent of Latin American visitors compared to 73.2 percent in 2013 (Table 34).
- A higher percentage of Latin American visitors were true independent travelers (60%) compared to 2013 (57%).
- Eight out of ten visitors from this market went to O‘ahu (78.9%), 36.4 percent went to Maui, 23.6 percent went to Hawai‘i Island and 13.6 percent went to Kaua‘i.
- The majority stayed in hotels (76.3%), 8.3 percent stayed with friends or relatives, 7.4 stayed in rental homes and 6.3 percent stayed in condominium properties.
- The largest age group for visitors from Latin America was those 25 to 40 years old (36.6%), followed by those between 41 to 59 years (27.8%) and those over 60 years old (10.8%). There were slightly more male (51.2%) than female (48.8%) visitors in 2013 (Table 36).

AIR VISITORS (BY SEGMENT)

TRAVEL METHODS

- A slightly higher percentage of total air visitors in 2014 were true independent travelers (65%) compared to the previous year (64.5%) (Tables 2 and 3).
- True independent travelers accounted for the majority of U.S. West (80.8%), U.S. East (76.5%), Canadian (78%), European (65%) and Latin America (59.9%) visitors and slightly over half of visitors from New Zealand (54.4%) and Australia (51.6%).
- A smaller percentage of Korean (39.6%), Chinese (26.1%) and Japanese (22.7%) visitors in 2014 made their own travel arrangements. Most of these visitors purchased group tours or packaged trips.
- Japanese visitors who came on group tours spent \$287 per person. Daily spending by group tour visitors from U.S. East and U.S. West was \$261 and \$212, respectively (Table 87).
- In comparison, Japanese (\$270), U.S. East (\$197) and U.S. West (\$159) visitors who made their own travel arrangements spent less.

PURPOSE OF TRIP

Honeymoon

In 2014, 629,423 visitors came to honeymoon in the islands, up 10.3 percent from last year. Honeymooners accounted for 7.7 percent of total air visitors to Hawai'i. Japanese visitors continued to have the largest share (41.9%) followed by U.S. West (19.1%), U.S. East (15%) and Korea (11.4%) (Tables 2, 13, 15, 20, 31 and 37).

- Honeymoon visitors stayed an average 7.57 days in 2014.
- Seven out of ten (71.9%) honeymooners were first-time visitors to the state.
- Over half purchased packaged trips (64.5%), while 8.5 percent purchased group tours. Only 34.9 percent made their own arrangements.
- The majority visited O'ahu (78.5%), 25.7 percent visited Maui, 14 percent visited Hawai'i Island and 11.6 percent visited Kaua'i.
- Nearly nine out of ten honeymooners stayed in hotels (87.6%). Some visitors also stayed in condominiums (7.6%), timeshare properties (4.2%), and rental homes (3.4%). Significantly more honeymoon visitors used rental homes (+41.3%), bed and breakfasts (+30.7%), timeshare properties (+20.3%), condominiums (+18.1%), and stayed with friends or relatives (+75.3%) compared to 2013.
- Daily spending by Japanese honeymoon visitors was \$369 in 2014. U.S. East honeymoon visitors spent \$309 while U.S. West honeymooners spent \$221 (Table 87).

Get Married

There were 119,014 visitors (-0.1%) who came to get married in 2014, similar to last year (Table 38). This segment comprised 1.5 percent of total air visitors to the state. Japanese visitors accounted for 35.5 percent of visitors who came to get married, down significantly from 2013 (49%). In contrast, shares of U.S. West (33.7%, 27% in 2013), U.S. East (17.9%, 14.6% in 2013), and Canadian (3.8%, 2.6% in 2013) visitors increased from a year ago (Tables 2, 13, 15, 20, 22 and 38).

- In 2014, 54 percent of those who came to get married were repeat visitors to the islands.

- Over half (52.4%) of those who came to get married made their own travel arrangements, 46.4 percent purchased packaged trips and 9.4 percent purchased group tours.
- The average travel party size was 2.3 people, down from 2.72 persons in 2013.
- Two out of three (67.8%) visitors from this segment went to O‘ahu, 26.9 percent visited Maui, 14.6 percent visited Hawai‘i Island and 13.1 percent visited Kaua‘i.
- The average length of stay increased to 8.69 days, from 8.17 days in 2013. The majority (72.4%) stayed in hotels, 16.2 percent stayed in condominiums, 9.7 percent stayed in rental homes, and 5.9 percent stayed in timeshare properties. Usage of hotels (-8.1%) were down while noticeably more visitors stayed in rental homes (+42.2%), timeshare properties (+40.5%) and condominiums (+17.4%).

Meetings, Conventions and Incentives (MCI)

A total of 457,016 visitors came for MCI purposes, an increase of 9.9 percent from 2013 (Table 39). The average length of stay was 7.70 days. MCI visitors accounted for 5.6 percent of total air visitors in 2014, up from 5.2 percent last year. Visitors from U.S. West (33.2%) and U.S. East (32%) accounted for the two largest shares of MCI visitors. Japanese visitors’ share of this segment dropped to 16.1 percent from 17.2 percent in 2013 (Tables 2, 13, 15, 20 and 39).

- There was a higher percentage of repeat visitors (65.1%) compared to 2013 (64.4%).
- More than half (56.9%) of MCI visitors made their own travel arrangements rather than purchasing packaged trips (35.1%) or group tours (28.3%).
- Six out of ten MCI visitors went to O‘ahu (60.5%), 28.2 percent visited Maui, 20.5 percent visited Hawai‘i Island and 9.6 percent visited Kaua‘i.
- MCI arrivals increased on Hawai‘i Island (+14.9%), O‘ahu (+10.5%) and Maui (+5%) compared to 2013.
- Most MCI visitors stayed in hotels (89%) while 8 percent stayed in condominiums.
- MCI visitors from Japan (\$274), U.S. East (\$223) and U.S. West (\$205) spent more than Japanese (\$248), U.S. East (\$200) and U.S. West (\$163) pleasure visitors.

Visiting Friends or Relatives

There were 678,695 visitors who came to see friends or relatives (+1%) in 2014 (Table 40). These visitors comprised 8.3 percent of all visitors to Hawai‘i. The average length of stay was slightly shorter (11.75 days) compared to 2013 (11.96 days). U.S. West had the largest share of this segment (55.1%) followed by U.S. East (30%) Japan (3.3%) and Canada (3%) (Tables 2, 13, 15, 20, 22 and 40).

- Eight out of ten visitors (79.3%) from this segment have been to the islands before.
- Most of the visitors made their own travel arrangements (90.4%).
- The majority visited O‘ahu (70.4%), 19.7 percent visited Maui, 18.3 percent visited Hawai‘i Island and 10.9 percent visited Kaua‘i.
- The average party size was 1.74 persons, about the same as 2013.
- Six out of ten (59.8%) visitors stayed with friends or relatives, 29 percent stayed in hotels, 11.3 percent stayed in condominiums, 7.6 percent stayed in rental homes, and 4.8 percent stayed in timeshare properties. More visitors used rental homes (+13.5%) compared to 2013

Family Visitors

In 2014, 1,953,106 visitors came to Hawai'i with children 17 years and under (family visitors), down 1.8 percent from the previous year (Table 41). This group accounted for 23.9 percent of air visitors compared to 24.9 percent in 2013.

- The majority (70.7%) of visitors have traveled to the islands before (71.7% in 2013).
- Many family visitors made their own travel arrangements (67.4%) rather than purchasing group tours (6.5%) or packaged trips (31.5%).
- Six out of ten family visitors (62.7%) were on O'ahu, 28.7 percent went to Maui, 16.1 percent went to Hawai'i Island and 12.4 percent went to Kaua'i.
- The average party size was 3.83 persons, similar to 2013.
- Six out of ten visitors stayed in hotels, 20.2 percent stayed in condominiums, 10.5 percent were in timeshares, 8.4 percent stayed in rental homes and 6.3 percent stayed with friends or relatives.
- More family visitors stayed in rental homes (+3.9%) and bed and breakfasts (+15%) but usage of condominiums (-8.3%) and timeshare properties (-2.8%) were down.

ACCOMMODATIONS

The majority of air visitors in 2014 stayed in hotels (63.5%). Some visitors found lodging in condominiums (17.6%), timeshare properties (9.3%), with friends or relatives (8.7%), in rental homes (6.8%) and on cruise ships (1.7%). Usage of rental homes continued to gain popularity with visitors over the last few years, in 2014 stays in rental home rose 12.2 percent compared to the previous year. Stays in hotels (+3.1%), bed and breakfasts (+2.3%) and with friends or relatives (+1.2%) also increased but usage of condominium properties (-1.3%) were down (Table 2).

- Typically, U.S. West, U.S. East and Japanese air visitors who stayed in hotels spent more per person per day than those who stayed in condominiums, timeshare properties or with friends and relatives.
- In 2014, Japanese air visitors who stayed in hotels spent \$295 per day, compared to U.S. East visitors at \$255 and U.S. West visitors at \$210 (Table 87).
- Japanese visitors who stayed in condominiums spent \$181 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$184 and \$157, respectively.
- Visitors from Japan who used timeshare properties spent \$137. U.S. East timeshare visitors spent \$150 per person, while U.S. West timeshare visitors spent \$122 per person.

Hotel-Only

There were 4,559,263 visitors in 2014 who stayed exclusively in hotels, up 3 percent from last year. The average length of stay was 7.16 days. Hotel-only visitors comprised 55.7 percent of total air visitors to Hawai'i, similar to 2013 (Table 42).

- The majority (71.6%) came for a vacation, 11.3 percent came to honeymoon, 8.1 percent came for meetings, conventions and incentives and 2.8 percent came to visit friends or relatives.
- Repeat visitors accounted for 57.1 percent of hotel-only visitors in 2014.
- Half of hotel-only visitors purchased packages while 47.6 percent made their own arrangements.
- O'ahu had the most number of hotel-only visitors at 76 percent, followed by Maui with 22.8 percent, Hawai'i Island with 13.8 percent and Kaua'i with 7.8 percent.

Condo-Only

The number of visitors who stayed entirely in condominiums declined 1.5 percent from 2013. These 1,121,138 visitors stayed an average of 11.48 days in 2014, much higher than visitors who used only hotels (Table 43).

- The majority of these visitors had been to Hawai'i before (79.7%) with an average of 6.68 trips to the islands.
- Eight out of ten visitors (82.9%) were true independent travelers.
- The majority of these visitors (89.6%) came for a vacation, 4.4 percent came to visit friends or relatives, 2.7 percent came to honeymoon and 1.7 percent came for meetings, conventions and incentives.
- Maui had the largest share of condo-only visitors at 49.6 percent, followed by O'ahu with 30.4 percent, Kaua'i with 15.2 percent and Hawai'i Island with 15 percent.

Timeshare-Only

There were 586,066 visitors (-0.1%) who stayed exclusively in timeshare properties in 2014. Their average length of stay was 9.93 days, similar to last year (Table 44).

- Most of these visitors (93.9%) came for a vacation, 3 percent came to visit friends or relatives, and 3 percent came to honeymoon.
- The majority (85.3%) were from the domestic market, 91.6 percent were true independent travelers and 83.2 percent were repeat visitors to Hawai'i.
- Maui had a 35.9 percent share of timeshare-only visitors, followed by O'ahu with 34.1 percent, Kaua'i with 26.9 percent, and Hawai'i Island's with 17.6 percent.

Rental Home-Only

There were 382,022 visitors in 2014 who stayed in rental homes exclusively, up 9.8 percent from last year. These visitors stayed an average of 11.28 days in 2014 (11.47 days in 2013) (Table 45).

- Seven out of ten were repeat visitors to the state. The majority (89.7%) were from the domestic market and were true independent travelers (93.2%).
- The majority (85.4%) came for a vacation, 8 percent came to visit friends or relatives, and 2.7 percent came to honeymoon.
- O'ahu had largest number of rental home-only visitors at 41.4 percent, followed by Kaua'i with 23.8 percent, Hawai'i Island with 23.7 percent and Maui with 22.2 percent.

Bed & Breakfast-Only

There were 22,973 visitors who stayed entirely in bed and breakfast properties, which was an increase of 5.6 percent from 2013. Their average length of stay was 10.16 days compared to 9.93 days last year (Table 46).

- Over half (56.6%) of these visitors have been to Hawai'i before, while most (89.2%) were true independent travelers.
- Eight out of ten (78.3%) came for a vacation, 9.1 percent came to visit friends or relatives, and 7.7 percent came to honeymoon.
- O'ahu had the highest share of bed & breakfast-only visitors at 41.3 percent, followed by Hawai'i Island (34.7%), Maui (31.2%) and Kaua'i (19.5%).

FIRST-TIME/REPEAT VISITORS

First-Time Visitors

Of the total air arrivals in 2014, 34.9 percent or 2,857,179 visitors came for the first-time, up 2.9 percent from the previous year. Their average length of stay was 8.24 days, similar to 2013 (Table 47).

- First-time visitors accounted for 18.8 percent of U.S. West, 41.2 percent of U.S. East, 41.5 percent of Japanese and 34.5 percent of Canadian visitors in 2014. In contrast, first-timers comprised the majority of visitors from the emerging markets: Other Asia (81.9%), Latin America (70.9%), Europe (69%), and Oceania (54.9%).
- The majority of domestic first-time visitors (65.6%) were independent travelers while only 30.4 percent of international first-time visitors made their own travel arrangements.
- Three out of four (76.5%) first-time visitors stayed in hotels, 11.2 percent stayed in condominiums, 5.8 percent stayed in rental homes, 5.5 percent stayed with friends or relatives, and 4.7 percent stayed in timeshare. More first time visitors used rental homes (+15.3%) compared to 2013.
- The majority of first-time visitors went to O‘ahu (76.3%), followed by Maui (27.7%), Hawai‘i Island (17.9%) and Kaua‘i (11.8%).
- Seven out of ten (70.5%) came to vacation, 15.8 percent came to honeymoon, 5.6 percent came for meetings, conventions and incentives and 4.9 percent came to see friends and relatives.
- First-time visitors from the top three MMAs (U.S. West, U.S. East and Japan) in 2014 spent more on a daily basis than those who have been to Hawai‘i before (Table 87).
- Japanese first-time visitors spent \$302 per person, compared to \$256 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$220, while repeat visitors spent \$187.
- U.S. West first-time visitors spent \$173 versus \$159 for repeat visitors.

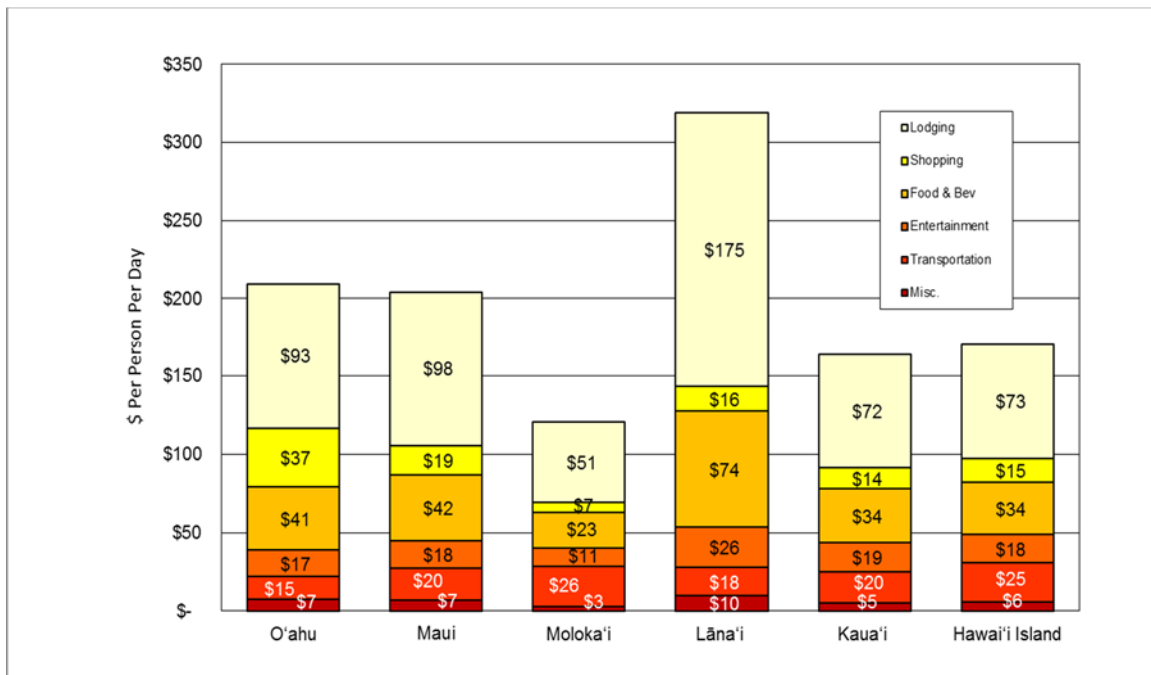
Repeat Visitors

There were 5,326,492 visitors in 2014 who have been to Hawai‘i before, an increase of 1.9 percent from a year ago. Repeat visitors comprised 65.1 percent of air visitors to the state. Their average length of stay was 9.66 days compared to 9.76 days in 2013 (Table 48).

- The largest percentage of repeat visitors in 2014 continued to be from U.S. West (81.2%), followed by Canada (65.5%), U.S. East (58.8%) and Japan (58.5%).
- Seven out of ten repeat visitors (73%) made their own travel arrangements.
- The average number of trips for a repeat visitor was 7.16 trips, similar to 2013.
- More than half (56.5%) of repeat visitors stayed in hotels, 21 percent stayed in condominiums, 11.9 percent stayed in timeshares, 10.4 percent stayed with friends or relatives and 7.3 percent stayed in rental homes. Usage of rental homes (+11%) was much higher compared to 2013.
- Over half (56.3%) of all repeat visitors in 2014 went to O‘ahu, 30.4 percent visited Maui, 17.6 percent went to Hawai‘i Island and 14.7 percent went to Kaua‘i.
- The majority of repeat visitors (78.8%) came for vacation, 10.1 percent visited friends or relatives, and 5.6 percent came for meetings, conventions, and incentives.

AIR VISITORS (BY ISLANDS)

Figure 9: 2014 Visitor Personal Daily Spending by Category and Island

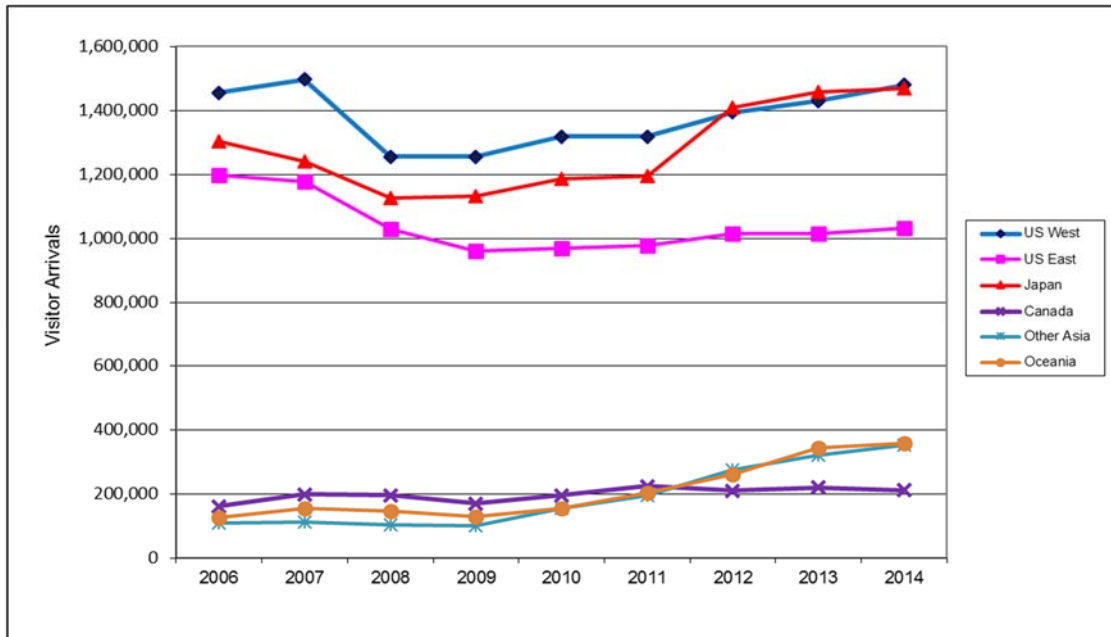


O'AHU

Of the \$14.8 billion in total expenditures by air visitors in 2014, \$7.3 billion (-0.2%) were spent on O'ahu. Arrivals by air to O'ahu increased 2.6 percent to 5,176,858 visitors in 2014. However a shorter average length of stay (-2.6% to 6.8 days) resulted in no growth in visitor days. Daily spending on O'ahu of \$210 was similar to 2013 (Tables 1 & 56).

- Lodging continued to be largest expense for visitors on all islands. O'ahu visitors' spent less on lodging (\$93) than in the previous year (Figure 9, Table 85).
- Compared to the other islands, visitors to O'ahu continued to spend the most per day on shopping at \$37 per person, up slightly from last year (\$36).
- Their spending on food and beverage (\$41) and entertainment and recreation (\$17) were also slightly higher.
- Based on average daily census, 96,013 visitors were on O'ahu on any given day in 2014, similar to the previous year (Table 6).
- The U.S. markets continued to have the most arrivals to O'ahu. Arrivals from U.S. West rose 3.5 percent to 1,479,244 visitors, while U.S. East arrivals grew 1.6 percent to 1,031,095 visitors (Tables 67 & 68). There were more domestic visitors to O'ahu from Los Angeles (+4.9%), Portland (+6.2%), San Diego (+5.9%) and San Francisco (+3.4%) but fewer visitors from New York City (-2.5%), Philadelphia (-1.4%) and Phoenix (-6.4%) (Table 51 and Table 52).
- Japanese arrivals to O'ahu rose slightly (+0.8%) to 1,469,403 in 2014.

**Figure 10: O‘ahu Visitor Arrivals by Selected MMA
2006 – 2014**



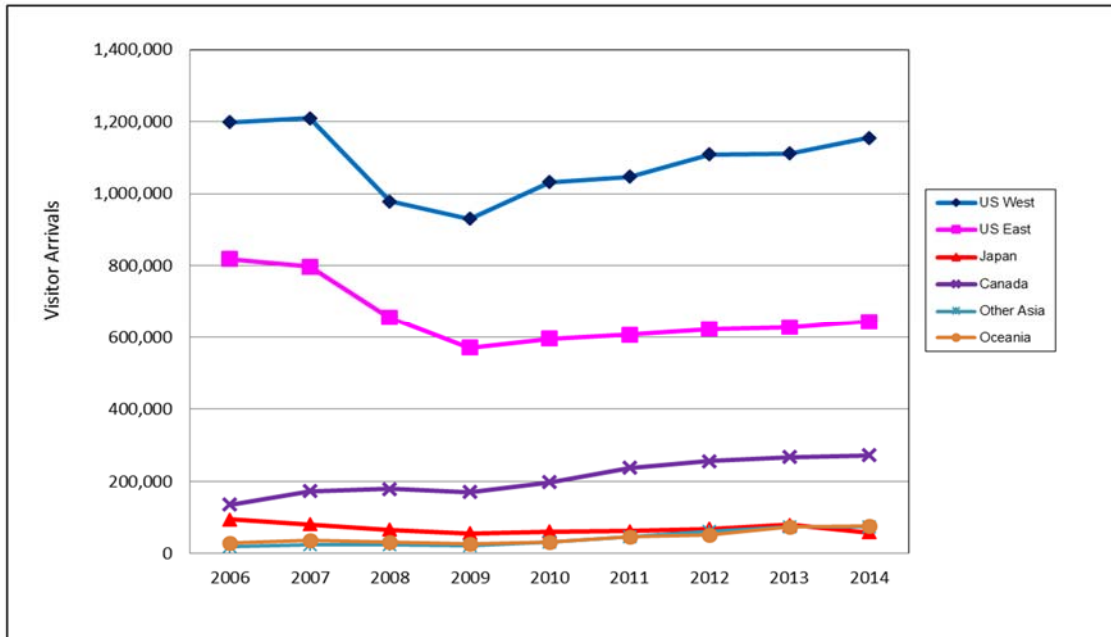
- Canada was the fourth largest market on O‘ahu until 2012 when it was surpassed by Oceania and Other Asia. In 2014, Canadian arrivals to O‘ahu dropped 3.9 percent to 210,307 visitors (Figure 10, Tables 67 & 68).
- Oceania visitors to O‘ahu rose 4.4 percent compared to 2013, as arrivals from New Zealand climbed 23 percent while arrivals from Australia grew 1.4 percent.
- The number of visitors from Other Asia were up 9.6 percent. A 28.7 percent growth in arrivals from China offset fewer visitors from Taiwan (-8.4%). Arrivals from Korea (-0.5%) were about the same as 2013.
- Arrivals from Europe to O‘ahu grew 4.8 percent with increases from United Kingdom (+4%), France (+14.5%) and Switzerland (+3.8%) offsetting a slight drop from Germany (-0.6%).
- Usage of rental homes (+15%) by O‘ahu visitors increased significantly compared to 2013 (Table 56).
- The majority (71.3%) of O‘ahu visitors came to the state for vacation, 9.5 percent came to honeymoon, 9.2 percent came to visit friends or relatives and 5.3 percent came for meetings, conventions, and incentives.

MAUI

There were 2,410,214 visitors who came by air to Maui in 2014, up 2.2 percent from the previous year. Visitor days rose 3.1 percent. Visitor expenditures on Maui gained 10.4 percent to \$4.1 billion, boosted by higher daily spending (\$204 per person, from \$190) compared to 2013 (Tables 1 & 58).

- Maui visitors’ lodging expenses increased to \$98 per person (\$94 in 2013) and was second highest, behind Lāna‘i visitors’ (Figure 9, Table 85).
- Maui visitors also spent more on food and beverage (\$42), shopping (\$19) and entertainment and recreation (\$18) compared to a year ago.

**Figure 11: Maui Visitor Arrivals by Selected MMA
2006 – 2014**



- Six out of ten visitors (61.6%) spent their entire time on Maui while the rest visited other islands (Table 58).
- The average daily census rose 3.1 percent to 54,446 visitors on Maui (Table 6).
- Repeat visitors accounted for 67.2 percent of Maui visitors, unchanged from 2013.
- The majority of Maui visitors made their own travel arrangements (72.8%).
- The largest percentage of visitors to Maui in 2014 continued to be from U.S. West (47.9%), followed by U.S. East (26.7%), Canada (11.3%), Oceania (3.1%), Other Asia (3.1%) and Japan (2.4%) (Table 67).
- Arrivals to Maui from U.S. West and U.S. East increased 3.8 percent and 2.6 percent, respectively. There were more visitors from Chicago (+3.5%), Dallas (+9.2%), Los Angeles (+6.6%), Phoenix (+4.1%), Sacramento (+3.7%), San Francisco (+5.6%) and San Jose (+9.8%) but fewer visitors from New York (-2.5%) and Portland (-2.9%) (Table 51 and Table 52).
- Significantly fewer Japanese visitors went to Maui (-25.8%) compared to 2013, while the number of Canadian visitors to Maui increased 2.1 percent (Tables 67 & 68).
- Arrivals from Oceania to Maui rose 2.7 percent, boosted by a 15.3 percent growth in visitors from New Zealand.
- Arrivals from Other Asia to Maui rose slightly (+0.9%) compared to 2013. A 37.7 percent increase in visitors from China offset fewer visitors from Korea (-9.3%) and Taiwan (-39.6%).
- More than half (55.7%) of visitors who went to Maui stayed in hotels while in the state, 29.8 percent stayed in condominiums, 11.8 percent stayed in timeshare properties, 6 percent stayed in rental homes, and 5.9 percent stayed with friends or relatives. Usage of rental homes (+17%) rose significantly compared to 2013 (Table 58).
- The majority (83.6%) of Maui visitors came to the state for vacation, 6.7 percent came to honeymoon, 5.5 percent came to visit friends or relatives and 5.4 percent came for meetings, conventions, and incentives.

MOLOKA‘I³

Air arrivals to Moloka‘i increased 8.1 percent to 59,647 in 2014 while visitor days rose 4.6 percent from last year. Higher daily spending (\$121, from \$114 in 2013) also contributed to an 11.1 percent growth in visitor expenditures to \$33.4 million (Tables 1 & 59).

- Moloka‘i visitors in 2014 spent slightly less on lodging (\$51) but more on transportation (\$26), food and beverages (\$23) and shopping (\$7) compared to the prior year (Figure 9, Table 85).
- Most of those who visited Moloka‘i also went to other islands, while only 11.2 percent stayed exclusively on Moloka‘i.
- The average daily census of 758 visitors per day in 2014 was up 4.6 percent from the previous year (Table 6).
- U.S. West (40.6%) and U.S. East (28.7%) continued to be the two largest visitor markets to Moloka‘i (Table 67).
- The majority of those who went to Moloka‘i in 2014 were repeat visitors (63.9%) to the state.
- Seven out of ten visitors (72.4%) to Moloka‘i were independent travelers while the remainder purchased group tours (7.9%) or package trips (24.9%).

LĀNA‘I³

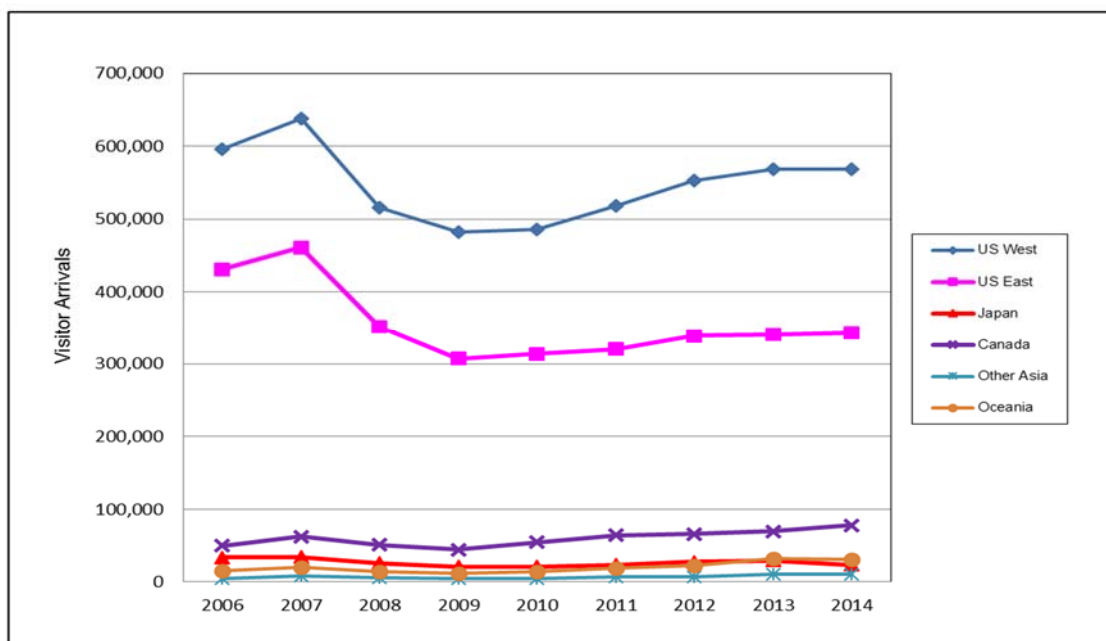
Visitor spending on Lāna‘i declined 9.6 percent to \$71.9 million in 2014. An 8.6 percent drop in arrivals to 67,948 visitors and a shorter length of stay resulted in a 13 percent drop in visitor days. Daily spending by these visitors increased to \$319 per person (\$307 in 2013) and remained the highest compared to the other islands (Tables 1 & 60).

- Lāna‘i visitors in 2014 continued to spend the most on lodging, at \$175 per person, however this was down from last year (\$181).
- They spent more on food and beverages (\$74), entertainment and recreation (\$26), and shopping (\$16) compared to 2013 (Figure 9, Table 85).
- Only 12 percent of these visitors spent their entire time on Lāna‘i while the majority visited other islands.
- The average daily census showed 618 visitors on Lāna‘i on any given day in 2014, compared to 710 visitors last year (Table 6).
- The largest group of visitors to Lāna‘i were from U.S. West (41.6%), followed by U.S. East (33.4%), Canada (7.5%) and Australia (6%) (Table 67).
- More repeat visitors (65.6%) than first-timers (34.4%) went to Lāna‘i.
- The majority were independent travelers (73.1%) while some purchased group tours (6.6%) or package trips (25.3%).

³Small sample size for Lāna‘i and Moloka‘i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

KAUA'I

**Figure 12: Kaua'i Visitor Arrivals by Selected MMA
2006 – 2014**



There were 1,117,703 air visitors (+0.3%) to Kaua'i in 2014, similar to last year. Visitor days increased 1.1 percent from 2013, due to a longer average length of stay. Daily spending by these visitors of \$164 per person was up slightly from last year. This led to a 1.4 percent growth in visitor expenditures to \$1.4 billion (Tables 1 & 61).

- Kaua'i visitors in 2014 spent more on lodging (\$72) but slightly less on transportation (\$19). Spending on food and beverages (\$34), entertainment and recreation (\$19) and shopping (\$14) was unchanged from 2013 (Figure 9, Table 85).
- More than half (52.9%) of these visitors stayed on Kaua'i exclusively.
- The average daily census rose 1.1 percent from to 23,589 visitors per day (Table 6).
- The U.S. West (50.9%) continued to have the largest share of visitors to Kaua'i, followed by U.S. East (30.7%), Canada (7%), Europe (2.9%), Oceania (2.8%), Japan (2.1%) and Other Asia (1%) (Tables 67 & 68).
- Among the top four visitor markets, Canadian arrivals to Kaua'i increased 12.3 percent but Japanese arrivals declined 19 percent from 2013. Arrivals from U.S. East rose slightly (+0.8%) and while the number of U.S. West visitors to Kaua'i were similar to last year.
- There were more visitors from Other Asia (+6.9%), Europe (+4.3%) and Latin America (+2.1%) to Kaua'i but fewer visitors from Oceania (-1.5%) than in 2013.
- Repeat visitors comprised 69.9 percent of Kaua'i visitors in 2014.
- A higher percent of visitors who went to Kaua'i in 2014 were independent travelers (77.1%) compared to 2013 (75.8%).
- Half (50.5%) of those who visited Kaua'i stayed in hotels while in the state. Some stayed in condominium properties (22.6%), timeshare properties (19.4%), and rental homes (12.6%).

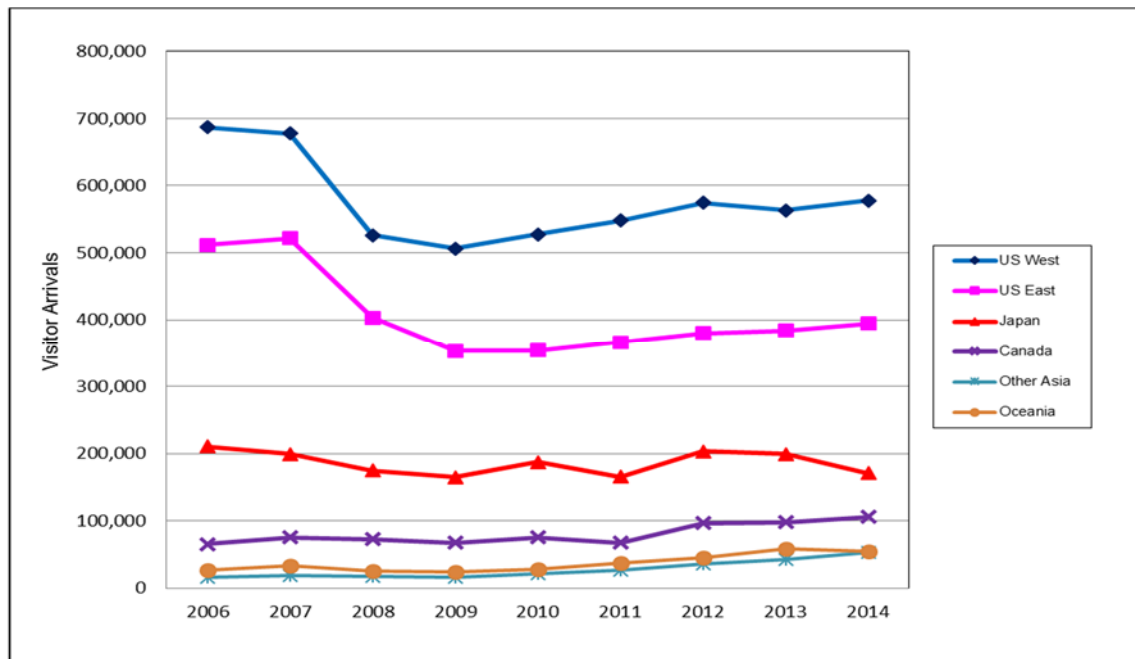
- Usage of rental homes (+12%) by Kauaʻi visitors were higher compared to 2013 but stays in condominiums (-1.8%) and timeshare properties (-0.8%) declined.
- Most of the visitors were in the state for vacation (84.8%), 6.6 percent visited friends or relatives, 6.5 percent honeymooned, and 3.9 percent came for meetings, conventions, and incentives.

HAWAIʻI ISLAND

Arrivals by air to Hawaiʻi Island rose one percent to 1,449,070 visitors in 2014 (Table 60). A longer length of stay also contributed to a 2.6 percent growth in visitor days which boosted visitor expenditures to \$1.9 billion (+2.3%). Daily spending of \$171 per person was similar to 2013 (Tables 1 & 62).

- Hawaiʻi Island visitors in 2014 spent more on lodging (\$73) and transportation (\$25), but slightly less on entertainment and recreation (\$18) and shopping (\$15) than last year (Figure 9, Table 85).
- Nearly half (46.2%) of these visitors spent all their time on Hawaiʻi Island.
- The average daily census increased 2.6 percent to 30,008 visitors present on any given day (Table 6).

**Figure 13: Hawaiʻi Island Visitor Arrivals by Selected MMA
2006 - 2014**



- The largest group of visitors to Hawaiʻi Island continued to be from U.S. West (39.9%), followed by U.S. East (27.2%), Japan (11.8%), Canada (7.3%), Oceania (3.7%), Other Asia (3.6%) and Europe (3.3%) (Tables 67 & 68).
- Arrivals from U.S. West (+2.6%) and U.S. East (+2.8%) increased compared to 2013, with more visitors to Hawaiʻi Island from Chicago (+3.5%), Los Angeles (+2.6%), Portland (+3.6%), San Francisco (+2.5%) and Seattle (+2.9%) (Table 51 and Table 52).
- Arrivals from Canada to Hawaiʻi Island rose 8.3 percent, but Japanese arrivals declined 14.4 percent from last year.

- Among the emerging markets, there were significantly more visitors from China (+59.1%) but fewer visitors from Australia (-9.3%) compared to 2013.
- Of the visitors to Hawai'i Island in 2014, 64.6 percent have been to the state before while 35.4 percent were first-time visitors.
- The majority of Hawai'i Island visitors made their own travel arrangements (69.9%) instead of purchasing group tours (7.6%) or package trips (28.4%).
- Six out of ten (60.8%) visitors to Hawai'i Island stayed in hotels while in the state. Some visitors stayed in condominiums (18.6%), timeshare properties (10.5%), in rental homes (10.7%) and/or with friends or relatives (9.8%).
- Usage of rental homes (+13.8%) increased but stays in condominiums (-2.9%) and timeshare properties (-1.6%) were down compared to 2013.
- The majority (80%) of the Hawai'i Island visitors came to the state for vacation, 8.6 percent came to visit friends or relatives, 6.5 percent for meetings, conventions and incentives and 6.1 percent to honeymoon.

Hawai'i Island (Hilo Side)

There were 532,261 visitors to the Hilo side of Hawai'i Island in 2014, up 1.4 percent from the previous year (Table 63).

- The average daily census showed 6,025 visitors present, 2.7 percent higher compared to 2013.
- U.S. West (31.6%) continued to be the largest group of visitors to Hilo, followed by U.S. East (30.4%), Japan (12.4%), Canada (6.7%) and Oceania (5.8%) (Table 67 & 68).
- More than half (55%) were repeat visitors to the state and 65 percent were true independent travelers. Only 10.7 percent purchased group tours while 33 percent purchased package trips.
- Two out of three visitors to Hilo stayed in hotels, 18 percent stayed on cruise ships, 13.5 percent stayed in condominium properties, 12.1 percent stayed in rental homes, 12 percent stayed with friends or relatives, and 5.9 percent stayed in timeshare properties while in the state.

Hawai'i Island (Kona Side)

Arrivals by air to Kona increased 1.5 percent to 1,218,693 visitors in 2014 (Table 64).

- The average daily census rose 2.5 percent to 23,983 visitors.
- A breakdown by visitor markets to Kona showed 41.9 percent from U.S. West, 27.4 percent from U.S. East, 9.9 percent from Japan, 8 percent from Canada and 3.7 percent from Oceania (Table 67).
- Two out of three visitors (66.1%) to Kona in 2014 have been to the state before.
- There were also more visitors who made their own travel arrangements (71.4%) than those who purchased group tours (6.5%) or package trips (26.9%).
- Six out of ten visitors to Kona stayed in hotels, 20.2 percent stayed in condominiums, 11.5 percent stayed in timeshares, 10.7 percent stayed in rental homes, 8.8 percent stayed with friends or relatives, and 8.1 percent stayed on cruise ships while in the state.

SEASONALITY BY ISLAND

The average daily census statewide indicated that there were 205,433 visitors on any given day in 2014, up 1.3 percent from the prior year. Average daily census increased on Molokaʻi (+4.6%), Maui (+3.1%), Hawaiʻi Island (+2.6%) and Kauaʻi (1.1%) but declined on Lānaʻi (-13%). Average daily census for Oʻahu was unchanged from last year. In 2014, the busiest month statewide was December with 240,073 visitors per day. However, peak months varied by island (Tables 6, 7 and 50).

- **Oʻahu:** In 2014, July was the busiest month on Oʻahu with 109,576 visitors daily, followed by June (107,770 visitors daily) and December (107,261 visitors daily).
- **Maui:** The winter months were most popular on Maui in 2014: December (66,346 visitors daily), January (62,329 visitors daily) and February (60,343 visitors daily).
- **Hawaiʻi Island:** January (39,289 visitors daily) was the busiest month on Hawaiʻi Island in 2014, followed by December (38,104 visitors daily) and February (34,172 visitors daily).
- **Kauaʻi:** The busiest month for arrivals to Kauaʻi in 2014, was July (27,855 visitors daily), followed by June (26,930 visitors daily) and January (26,849 visitors daily).
- **Lānaʻi:** In 2014, December had the heaviest traffic on Lānaʻi with 956 visitors daily followed by January (759 visitors daily) and February (623 visitors daily).
- **Molokaʻi:** January (1,122 visitors daily) was the peak month on Molokaʻi followed by December (1,116 visitors daily) and November (944 visitors daily).

CRUISE VISITORS

There were 124,443 visitors who came by cruise ships⁴ in 2014, down 27.2 percent from the previous year (Table 89). There were fewer trips from out-of-state cruise ships (70 tours) compared to 2013 (84 tours). Expenditures from visitors who came by cruise ships fell 29.3 percent \$42.5 million (Table 1).

Another 118,947 visitors (+2.2%) flew to the state and boarded cruise ships in Hawaiʻi after their arrival. In all, there were 243,390 total cruise visitors in 2014, down 15.3 percent from last year (Table 89). Total spending by all cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships declined 9.1 percent to \$391.2 million in 2014 (Table 91).

U.S. East cruise visitor expenditures decreased to \$198.6 million in 2014 from \$215.6 million last year. Expenditures by U.S. West cruise visitors of \$62.8 million was 15.7 percent less than 2013. In contrast, expenditures Canadian cruise visitors rose 2.3 percent to \$48.6 million.

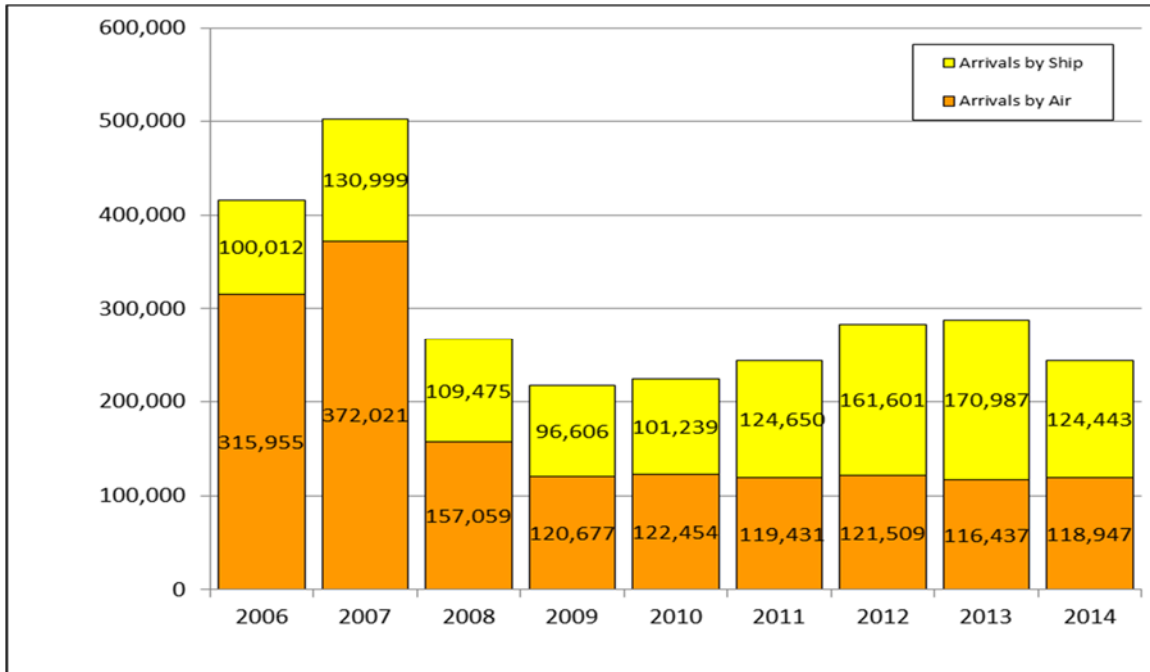
Island Visitation

There were 247,815 total cruise passengers in 2014. Of these passengers, 98.2 percent (243,390) were visitors, while 1.8 percent (4,425) were Hawaiʻi residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (98.7%) of the cruise passengers visited Oʻahu, 94.1 percent visited Maui, 93 percent visited Hawaiʻi Island, and 89.1 percent visited Kauaʻi. In addition to their cruise itinerary, 4,665 passengers visited Lānaʻi and 2,917 visited Molokaʻi.

⁴ Limited characteristics and expenditures for visitors who entered Hawaiʻi on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

Figure 14: Cruise Visitors to Hawai'i: 2006 – 2014



- In terms of cruise visitors, the largest group was from U.S. East (36.4% of total cruise visitors), followed by visitors from U.S. West (26.7%), Canada (13.5%), Oceania (9.4%), Europe (5.2%) and other markets (8.8%).
- More than half (59.1%) of all cruise visitors have been to the islands before while 40.9 percent came for the first time. There were more first-timers among European (76.3%), Oceania (51.6%) and U.S. East (50.4%) cruise visitors. In contrast, a larger percentage of U.S. West (84.1%) and Canadians (56.2%) were repeat visitors.
- Most (85.5%) of the visitors in 2014 cruised the islands for leisure, 8.8 percent visited friends or relatives, 2.4 percent were on their honeymoon and 2.2 percent played golf.

Length of Stay and Type of Accommodation

The average length of stay by all cruise visitors in 2014 was 8.02 days compared to 7.54 days in 2013. Cruise visitors in 2014 spent an average of 5.47 days aboard ship touring the islands and 1.40 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.15 days in Hawai'i before their cruise.

- Cruise visitors from Oceania in 2014 spent the most time in the islands at 9.18 days, down from 10.5 days in 2013. Their average length of cruise in 2014 was 5.15 days and these visitors also spent 2.49 days on shore after their cruise was over.
- The average length of stay by U.S. East visitors was 8.69 days, compared to 8 days in 2013. In 2014, these visitors spent 6.14 days on ship and .98 days were spent post-cruise.
- The average length of stay by Canadian visitors was 8.04 days, compared to 7.45 days in 2013. In 2014, these visitors spent 5.41 days on ship and 1.54 days were spent after cruise.
- Cruise visitors from U.S. West in 2014 stayed an average 7.25 days (6.81 in 2013). Their average length of cruise was 4.94 days and these visitors also spent 1.64 days on shore post cruise.
- European cruise visitors stayed 5.32 days in 2014 (5.8 days in 2013), the shortest among the visitor groups. European visitors in 2014 spent 4.06 days on ship and .86 of a day in Hawai'i post cruise.

- Over half (52.3%) of the cruise visitors in 2014 stayed in hotels in addition to their cruise stay, compared to 45.4 percent in 2013.
- Other lodging used by cruise visitors included condominiums (5.1%, compared to 4.6% in 2013), timeshare properties (4%, unchanged from 2013) and staying with friends or relatives (2.4%, unchanged from 2013).

Daily Spending

Cruise visitors in 2014 spent an average of \$200 per person per day statewide, compared to \$199 in 2013. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i home-ported ship which was considered as a Hawai'i business (Table 92).

- The statewide figure of \$200 also included \$121 in visitor spending that was spent on board U.S. flagged Hawai'i home-ported ship or which cruise package expenditures could not be allocated to a specific expenditure category.
- Spending by cruise visitors on O'ahu was the highest among the four major islands at \$108, up from \$107 in 2013.
- Daily spending by cruise visitors on Hawai'i Island increased to \$70, from \$68 in 2013.
- Daily cruise visitor spending on Maui of \$63 was down from \$66 last year.
- Daily cruise visitor spending on Kaua'i rose to \$61 compared to \$58 in 2013.

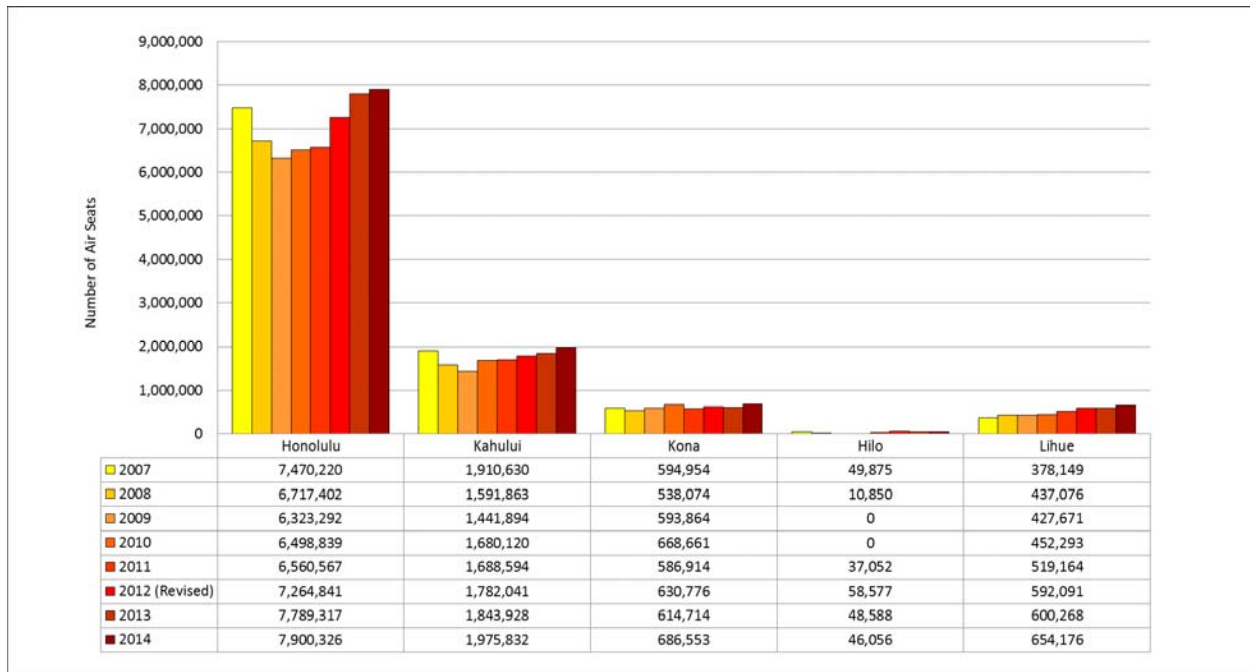
TOTAL AIR SEATS OPERATED TO HAWAI'I

Total air seats to the Hawaiian Islands increased 3.4 percent to 11,262,943 in 2014. Scheduled seats rose 3.7 percent to 11,170,732, but charter seats dropped 28 percent to 92,211 due to fewer international charters (Table 93).⁵

- Air capacity to the Honolulu International Airport grew 1.4 percent from 2013 to 7,900,326 total seats. Growth in scheduled air seats from Other Asia (+11.6%), Oceania (+3.7%), U.S. West (+3.4%) and Canada (+1.8%) offset fewer seats from U.S. East (-2.1%) and Japan (-0.7%) (Tables 94 & 95).
- Seat capacity to Kahului airport rose 7.2 percent to 1,975,832 total seats in 2014. Seats from U.S. West were up 5.5 percent, with increased service from Los Angeles, Phoenix, Portland, Sacramento, San Diego, San Francisco and Seattle, offsetting reduced service from Bellingham. Seats from U.S. East climbed 47.6 percent, with five times more seats out of Chicago and a 33.5 percent growth in seats out of Dallas. There were also more seats out of Canada (+3.6%), particularly from Calgary, Edmonton and Vancouver.
- Seat capacity to the Kona International airport increased 11.7 percent to 686,553. There were more seats from U.S. West (+10.5%), particularly from Denver, Los Angeles, Oakland, Portland, San Francisco and Seattle, which offset reduced service from San Jose. Additionally, seats from Vancouver, Canada to Kona climbed 38.4 percent from 2013.
- Seats to Hilo airport decreased 5.2 percent, as a result of discontinued service from San Francisco and reduced service out of Los Angeles.

⁵In 2013, the source for scheduled airseat statistics was changed from OAG to DIIO.

**Figure 15: Air Seats Operated to Hawai'i by Island
2007-2014**



- Seat capacity to the Lihue airport grew 9 percent to 654,176 seats in 2014. Seats from U.S. West were up 7 percent due to increased service out of Denver, Los Angeles, Phoenix, Portland, San Diego, and San Francisco and Seattle, offsetting fewer seats out of Oakland and San Jose. Seats out of Vancouver, Canada climbed 71 percent from 2013.

HOTEL OCCUPANCY AND ROOM RATE

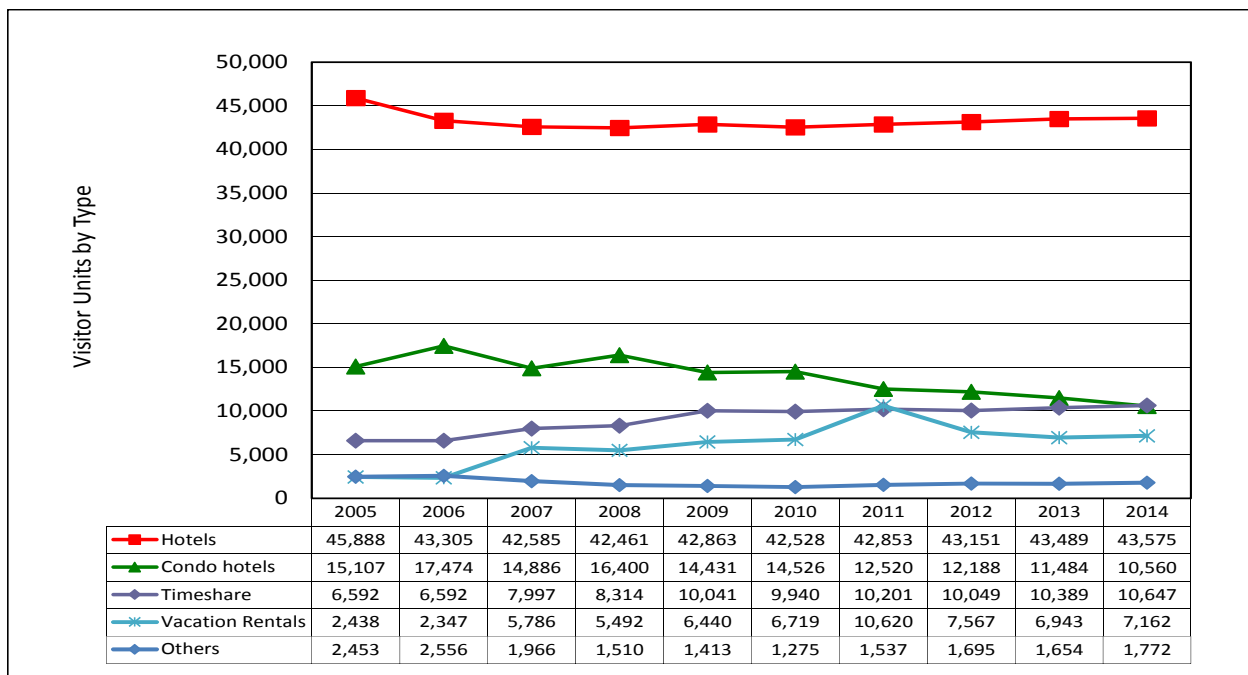
The statewide hotel occupancy rate for 2014 was 77 percent, compared to 76.5 percent last year, supported by growth in visitor arrivals. Kaua'i (+1.1 percentage points to 70%) and O'ahu (+0.6 percentage points to 84.4%) saw slightly higher hotel occupancy rates compared to the previous year. Occupancy rates on Hawai'i Island (+0.5 percentage points to 61.5%) and on Maui (+0.3 percentage points to 72%) were similar to 2013 (Table 96).

The statewide average room rate increased to \$242.63 from \$229.90 in 2013. All four larger islands experienced higher average room rate compared to the previous year. Maui's room rate remained the highest at \$304.30 (\$290.01 in 2013). Room rate on Hawai'i Island at \$236.73 (\$221.72 in 2013) was second highest, followed closely by Kaua'i at \$236.69 (\$228.40 in 2013). O'ahu's room rate remained the lowest at \$221.18, up from \$209.27 in 2013.

VISITOR PLANT INVENTORY

According to HTA’s 2014 Visitor Plant Inventory report (VPI)⁶, there were 73,716 lodging units available for short-term rental by Hawai‘i visitors, representing a decrease of 243 units (-0.3%) compared to 2013. Gains in hotel units (+86), Vacation Rentals (+219) and timeshares (+258) were offset by losses in condominium hotel units (-924 units) (Tables 101 to 104).

Figure 16: Visitor Units by Type of Accommodations: 2005 – 2014



About half (48.7%) of the visitor units were on O‘ahu, followed by Maui (24.7%), Hawai‘i Island (14.5%) and Kaua‘i (11.5%). Moloka‘i and Lāna‘i had the fewest lodging units totaling less than 1 percent of the state total.

Hotels comprised the bulk (59.1%) of visitor accommodation units statewide, up from 58.8 percent in 2013. Timeshare properties accounted for the next largest group at 14.4 percent (14% in 2013). The 924 loss in units dropped condo hotels to third place at 14.3 percent (15.5% in 2013). Vacation rentals’ share of the total was 9.7 percent, compared to 9.4 percent in 2013.

The 2014 distribution of units by price class was consistent with the continuing increase in room rates since 2009. Deluxe units increased to 42.2 percent of all units from 39.8 percent in 2013. Luxury units also increased slightly to 28.7 percent of all units (28.5% in 2013) compared to last year.

⁶ The 2014 Visitor Plant Inventory is posted on the HTA website: www.hawaiiitourismauthority.org/research/reports

VISITOR SATISFACTION

Visitor satisfaction levels are an important indicator of visitor industry performance. They provide important feedback on how well services are delivered and how well those services fulfill visitors' expectations. High satisfaction encourages return trips to Hawai'i and results in a higher likelihood to recommend Hawai'i as a vacation destination. This section examined the first four questions from the 2014 Visitor Satisfaction and Activity survey (VSAT)⁷.

Overall Ratings of Most Recent Vacation to Hawai'i

While "excellent"⁸ ratings from most visitor markets were down slightly compared to 2013, the majority of visitors in 2014 continued to give high marks for their overall experience in Hawai'i.

- In 2014, 81.5 percent of U.S. West visitors gave "excellent" rating to their overall trip to the islands, similar to the previous year (+0.5 percentage points).
- Ratings by U.S. East (-2 points to 83.6%), Oceania (-2.3 points to 76.7%) and Japanese (-2.3 points to 68.7%) visitors were lower compared to 2013.

Meeting Visitors' Expectations

Visitors' evaluation of their trip is influenced not only by the nature of the service they receive, but also by their needs, motivations, and interests. Overall, Hawai'i's ability to exceed expectations remained quite strong in 2014. Fewer than five percent of visitors reported that the trip failed to meet their expectations.

- A lower percentage of visitors from Oceania (-4.5 points to 37.1%), U.S. West (-3 points, to 34.9%), Japan (-2.1 points to 33.3%) and Canada (-0.8 points to 40.6%) felt their trip exceeded their expectations compared to 2013.
- Ratings by Europe visitors increased slightly (+1.1 points to 49%).
- Ratings from U.S. East visitors of 48.5 percent was similar to last year.

Likelihood to Recommend Hawai'i

Highly satisfied visitors are more likely to recommend their vacation destination to their friends and family. The majority of visitors surveyed in 2014 said they would very likely recommend Hawai'i to others.

- The percentage of Canadian visitors who would "very likely" recommend Hawai'i to others rose slightly to (+0.6 points to 89.2%) in 2014.
- However, ratings by visitors from Europe (-2.4 points, to 82.4%), Oceania (-2.4 points to 81.8%), U.S. East (-1.5 points to 87.5%), U.S. West (-0.9 points to 88.3%) and Japan (-0.6 points to 75.3%) declined from the prior year.

⁷ The 2014 Visitor Satisfaction Report will be posted on the HTA website in August 2015: www.hawaiiitourismauthority.org/research/reports

⁸ Excellent ratings are the sum of responses for ratings of 7 and 8 on an 8-point scale.

Likelihood to Revisit Hawai'i

Each visitor's decision to return to Hawai'i is influenced by a variety of factors: positive experiences during their most recent trips, a desire for new experiences, amount of time available, financial considerations, and other commitments. Likelihood to revisit Hawai'i is an indicator of future demand and changes in desires. The majority of Hawai'i visitors in all MMAs except Europe continue to indicate their intention to return in the near future. The percentage likely to return was closely correlated to distance from Hawai'i – the closer the MMA, the greater the likelihood of returning.

- Nearly 76 percent of U.S. West visitors in 2014 reported that they were very likely to revisit Hawai'i in the next five years, similar to last year. Ratings among U.S. East (52.3%) and Canadian (62.7%) visitors were also comparable to 2013.
- About half of visitors from Japan (-1.5 points to 50.7%) and Oceania (-0.7 points to 50.3%) said that they would very likely return within the next five years, down slightly from 2013.
- European visitors have always been a bit less likely to take the long trip in the next five years. In 2014, their ratings increased 1.4 points to 37.3 percent.

ANNUAL REPORT TABLES

**Table 1: Summary of Visitor Statistics
2014 vs. 2013**

TOTAL EXPENDITURES (\$mil.)	2014	2013	(%) Change
TOTAL EXPENDITURES (\$mil.)	14,943.1	14,520.5	2.9
Visitor expenditure by air	14,778.5	14,352.4	3.0
Visitor expenditure by cruise ships	42.5	60.1	-29.3
Supplemental business (all MMAs)	122.1	108.0	13.1

MMA (Air & Ship)	2014	2013	(%) Change
TOTAL EXPENDITURES (\$mil.)	14,821.0	14,412.6	2.8
Visitor arrivals by air	14,778.5	14,352.4	3.0
U.S. West	4,992.2	4,806.3	3.9
U.S. East	3,736.0	3,544.6	5.4
Japan	2,396.6	2,486.0	-3.6
Canada	1,076.9	1,083.0	-0.6
Europe	342.2	321.6	6.4
Oceania	895.8	877.1	2.1
Other Asia	807.6	710.8	13.6
Latin America	94.6	74.2	27.6
Other	436.5	448.9	-2.8
Visitor arrivals by cruise ships	42.5	60.1	-29.3
TOTAL VISITOR DAYS	75,646,053	74,942,169	0.9
Visitor arrivals by air	74,982,915	74,049,772	1.3
U.S. West	31,073,340	30,712,024	1.2
U.S. East	18,078,650	17,819,671	1.5
Japan	8,766,490	9,015,780	-2.8
Canada	6,776,118	6,600,896	2.7
Europe	1,881,071	1,818,056	3.5
Oceania	3,453,294	3,379,558	2.2
Other Asia	2,518,655	2,274,522	10.7
Latin America	350,370	333,980	4.9
Other	2,084,926	2,095,284	-0.5
Visitor arrivals by cruise ships	663,138	892,397	-25.7
VISITOR ARRIVALS	8,308,114	8,174,461	1.6
Visitor arrivals by air	8,183,671	8,003,474	2.3
U.S. West	3,286,677	3,211,429	2.3
U.S. East	1,734,794	1,701,852	1.9
Japan	1,511,699	1,518,517	-0.4
Canada	524,565	517,011	1.5
Europe	143,057	136,805	4.6
Oceania	371,072	355,568	4.4
Other Asia	368,502	335,072	10.0
Latin America	30,095	30,265	-0.6
Other	213,210	196,955	8.3
Visitor arrivals by cruise ships	124,443	170,987	-27.2

Note: Sums may not add up to total due to rounding.

Table 1: Summary of Visitor Statistics (continued)

MMA (Air & Ship)	2014	2013	(%) Change
AVERAGE LENGTH OF STAY (days)	9.11	9.17	0.7
Visitor arrivals of stay by air	9.16	9.25	-1.0
U.S. West	9.45	9.56	-1.1
U.S. East	10.42	10.47	-0.5
Japan	5.80	5.94	-2.3
Canada	12.92	12.77	1.2
Europe	13.15	13.29	-1.1
Oceania	9.31	9.50	-2.1
Other Asia	6.83	6.79	0.7
Latin America	11.64	11.04	5.5
Other	9.78	10.64	-8.1
Visitor arrivals of stay by cruise ships	5.33	5.22	2.1
PER PERSON PER DAY SPENDING (\$)	195.9	192.3	1.9
Visitor arrivals by air	197.1	193.8	1.7
U.S. West	160.7	156.5	2.7
U.S. East	206.7	198.9	3.9
Japan	273.4	275.7	-0.9
Canada	158.9	164.1	-3.1
Europe	181.9	176.9	2.8
Oceania	259.4	259.5	0.0
Other Asia	320.6	312.5	2.6
Latin America	270.1	222.2	21.6
Other	209.4	214.2	-2.3
Visitor arrivals by cruise ships	64.1	67.4	-4.8
PER PERSON PER TRIP SPENDING (\$)	1,783.9	1,763.1	1.2
Visitor arrivals by air	1,805.8	1,793.3	0.7
U.S. West	1,518.9	1,496.6	1.5
U.S. East	2,153.6	2,082.8	3.4
Japan	1,585.4	1,637.1	-3.2
Canada	2,053.0	2,094.7	-2.0
Europe	2,392.1	2,351.1	1.7
Oceania	2,414.1	2,466.8	-2.1
Other Asia	2,191.5	2,121.3	3.3
Latin America	3,145.1	2,451.5	28.3
Other	2,047.2	2,279.0	-10.2
Visitor arrivals by cruise ships	341.7	351.7	-2.8

Table 1: Summary of Visitor Statistics (continued)

ISLAND (Air & Ship)	2014	2013	(%) Change
TOTAL EXPENDITURES (\$mil, AIR + SHIP)	14,821.0	14,412.6	2.8
Total by air	14,778.5	14,352.4	3.0
O'ahu	7,343.8	7,358.7	-0.2
Maui	4,051.4	3,668.3	10.4
Moloka'i	33.4	30.1	11.1
Lāna'i	71.9	79.6	-9.6
Kaua'i	1,409.9	1,390.6	1.4
Hawai'i Island	1,868.0	1,825.2	2.3
Visitor arrivals by cruise ships	42.5	60.1	-29.3
TOTAL VISITOR DAYS	75,646,053	74,942,169	0.9
Total by air	74,982,915	74,049,772	1.3
O'ahu	35,044,667	35,059,623	0.0
Maui	19,872,876	19,271,412	3.1
Moloka'i	276,685	264,463	4.6
Lāna'i	225,583	259,165	-13.0
Kaua'i	8,610,146	8,516,938	1.1
Hawai'i Island	10,952,958	10,678,171	2.6
Visitor arrivals by cruise ships	663,138	892,397	-25.7
VISITOR ARRIVALS	8,308,114	8,174,461	1.6
Total by air	8,183,671	8,003,474	2.3
O'ahu	5,176,858	5,044,276	2.6
Maui	2,410,214	2,358,784	2.2
Moloka'i	59,647	55,157	8.1
Lāna'i	67,948	74,310	-8.6
Kaua'i	1,117,703	1,114,354	0.3
Hawai'i Island	1,449,070	1,435,245	1.0
Visitor arrivals by cruise ships	124,443	170,987	-27.2
AVERAGE LENGTH OF STAY	9.11	9.17	0.7
Total by air	9.16	9.25	-1.0
O'ahu	6.77	6.95	-2.6
Maui	8.25	8.17	0.9
Moloka'i	4.64	4.79	-3.3
Lāna'i	3.32	3.49	-4.8
Kaua'i	7.70	7.64	0.8
Hawai'i Island	7.56	7.44	1.6
Visitor arrivals by cruise ships	5.33	5.22	2.1
PER PERSON PER DAY SPENDING (\$)	195.9	192.3	1.9
Total by air	197.1	193.8	1.7
O'ahu	209.6	209.9	-0.2
Maui	203.9	190.3	7.1
Moloka'i	120.9	113.8	6.2
Lāna'i	318.9	307.0	3.9
Kaua'i	163.7	163.3	0.3
Hawai'i Island	170.5	170.9	-0.2
Visitor arrivals by cruise ships	64.1	67.4	-4.8
PER PERSON PER TRIP SPENDING (\$)	1,783.9	1,763.1	1.2
Total by air	1,805.8	1,793.3	0.7
O'ahu	1,418.6	1,458.8	-2.8
Maui	1,680.9	1,555.2	8.1
Moloka'i	560.7	545.7	2.8
Lāna'i	1,058.8	1,070.8	-1.1
Kaua'i	1,261.4	1,247.9	1.1
Hawai'i Island	1,289.1	1,271.7	1.4
Visitor arrivals by cruise ships	341.7	351.7	-2.8

**Table 2: Summary of Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	74,982,915	74,049,772	1.3%	54,854,993	54,462,717	0.7%	20,127,921	19,587,054	2.8%
Total Visitors	8,183,671	8,003,474	2.3%	5,473,388	5,405,300	1.3%	2,710,283	2,598,174	4.3%
PARTY SIZE									
One	1,189,836	1,179,407	0.9%	995,019	995,226	0.0%	194,817	184,181	5.8%
Two	3,486,157	3,397,424	2.6%	2,261,014	2,274,169	-0.6%	1,225,144	1,123,254	9.1%
Three or more	3,507,678	3,426,643	2.4%	2,217,355	2,135,904	3.8%	1,290,323	1,290,738	0.0%
Avg Party Size	2.16	2.16	0.2%	2.05	2.02	1.1%	2.45	2.51	-2.5%
VISIT STATUS									
First-Time	2,857,179	2,775,394	2.9%	1,576,439	1,569,317	0.5%	1,280,740	1,206,077	6.2%
Repeat	5,326,492	5,228,080	1.9%	3,896,949	3,835,983	1.6%	1,429,543	1,392,097	2.7%
Average # of Trips	5.01	5.03	-0.4%	5.81	5.75	1.0%	3.39	3.52	-3.7%
TRAVEL METHOD									
Group Tour	678,349	681,446	-0.5%	190,804	172,574	10.6%	487,545	508,872	-4.2%
Package	2,748,000	2,733,089	0.5%	1,157,874	1,168,563	-0.9%	1,590,126	1,564,526	1.6%
Group Tour & Pkg	560,461	571,795	-2.0%	128,209	117,336	9.3%	432,252	454,460	-4.9%
True Independent	5,317,783	5,160,734	3.0%	4,252,919	4,181,499	1.7%	1,064,864	979,235	8.7%
ISLANDS VISITED									
O'ahu	5,176,858	5,044,276	2.6%	2,763,832	2,732,456	1.1%	2,413,026	2,311,820	4.4%
Maui County	2,449,714	2,401,733	2.0%	2,004,801	1,958,891	2.3%	444,912	442,842	0.5%
...Maui	2,410,214	2,358,784	2.2%	1,970,676	1,921,362	2.6%	439,538	437,421	0.5%
...Moloka'i	59,647	55,157	8.1%	47,296	42,663	10.9%	12,351	12,494	-1.1%
...Lāna'i	67,948	74,310	-8.6%	54,612	58,334	-6.4%	13,336	15,975	-16.5%
Kaua'i	1,117,703	1,114,354	0.3%	986,198	987,818	-0.2%	131,506	126,537	3.9%
Hawai'i Island	1,449,070	1,435,245	1.0%	1,078,953	1,055,383	2.2%	370,117	379,862	-2.6%
...Hilo	532,261	524,705	1.4%	371,318	357,282	3.9%	160,942	167,423	-3.9%
...Kona	1,218,693	1,201,253	1.5%	935,095	913,854	2.3%	283,598	287,399	-1.3%
LENGTH OF STAY									
O'ahu (days)	6.77	6.95	-2.6%	7.39	7.62	-3.1%	6.06	6.15	-1.5%
Maui (days)	8.25	8.17	0.9%	8.55	8.49	0.7%	6.90	6.78	1.8%
Moloka'i (days)	4.64	4.79	-3.3%	5.29	5.46	-3.1%	2.16	2.54	-14.9%
Lāna'i (days)	3.32	3.49	-4.8%	3.65	3.95	-7.6%	1.95	1.79	9.2%
Kaua'i (days)	7.70	7.64	0.8%	8.03	8.01	0.2%	5.25	4.74	10.7%
Hawai'i Island (days)	7.56	7.44	1.6%	8.55	8.47	1.0%	4.66	4.57	1.9%
...Hilo (days)	4.13	4.08	1.3%	4.97	4.95	0.4%	2.20	2.23	-1.2%
...Kona (days)	7.18	7.11	1.1%	7.90	7.85	0.6%	4.83	4.74	1.9%
Statewide (days)	9.16	9.25	-1.0%	10.02	10.08	-0.5%	7.43	7.54	-1.5%
ACCOMMODATIONS									
Hotel	5,197,999	5,041,993	3.1%	2,995,796	2,929,039	2.3%	2,202,203	2,112,954	4.2%
...Hotel Only	4,559,263	4,424,747	3.0%	2,496,876	2,441,119	2.3%	2,062,386	1,983,628	4.0%
Condo	1,439,829	1,459,174	-1.3%	1,084,801	1,108,310	-2.1%	355,028	350,864	1.2%
...Condo Only	1,121,138	1,138,757	-1.5%	847,154	870,184	-2.6%	273,984	268,573	2.0%
Timeshare	764,842	758,692	0.8%	651,508	653,479	-0.3%	113,334	105,213	7.7%
...Timeshare Only	586,066	586,480	-0.1%	499,892	504,749	-1.0%	86,174	81,731	5.4%
Rental House	552,772	492,563	12.2%	482,784	438,965	10.0%	69,987	53,598	30.6%
Bed & Breakfast	81,737	79,906	2.3%	66,149	64,198	3.0%	15,589	15,708	-0.8%
Cruise Ship	137,079	124,116	10.4%	112,686	101,643	10.9%	24,393	22,473	8.5%
Friends or Relatives	710,464	701,926	1.2%	632,144	630,221	0.3%	78,320	71,705	9.2%
PURPOSE OF TRIP									
Pleasure (Net)	6,828,119	6,697,146	2.0%	4,501,210	4,462,342	0.9%	2,326,909	2,234,804	4.1%
....Vacation	6,208,464	6,124,850	1.4%	4,267,561	4,244,352	0.5%	1,940,904	1,880,498	3.2%
....Honeymoon	629,423	570,811	10.3%	247,213	222,612	11.1%	382,209	348,199	9.8%
....Get Married	119,014	119,173	-0.1%	66,800	53,767	24.2%	52,213	65,406	-20.2%
MC&I (Net)	457,016	415,779	9.9%	324,336	294,488	10.1%	132,680	121,292	9.4%
....Convention/Conf.	246,897	220,425	12.0%	198,946	177,610	12.0%	47,950	42,815	12.0%
....Corp. Meetings	88,276	74,004	19.3%	76,692	65,899	16.4%	11,584	8,105	42.9%
....Incentive	143,470	135,792	5.7%	68,695	62,944	9.1%	74,775	72,848	2.6%
Other Business	270,711	239,604	13.0%	249,458	216,707	15.1%	21,253	22,897	-7.2%
Visit Friends/Relatives	678,695	671,718	1.0%	603,375	596,182	1.2%	75,320	75,536	-0.3%
Government/Military	87,419	69,347	26.1%	78,113	62,051	25.9%	9,306	7,296	27.5%
Attend School	29,483	20,182	46.1%	22,117	13,688	61.6%	7,367	6,495	13.4%
Sport Events	105,839	106,084	-0.2%	71,094	64,942	9.5%	34,745.117	41,142	-15.5%
Avg. of Age	45	45	-0.3%	47	46	0.3%	42	43	-1.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	14,778.5	14,352.4	3.0%						
Per Person Per Day (\$)	197.1	193.8	1.7%						
Per Person Per Trip (\$)	1,805.8	1,793.3	0.7%						

**Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air)
2014 vs. 2013**

TOTAL VISITORS	TOTAL		DOMESTIC		INTERNATIONAL	
	2014	2013	2014	2013	2014	2013
Total Visitors	8,183,671	8,003,474	5,473,388	5,405,300	2,710,283	2,598,174
PARTY SIZE						
One	14.5%	14.7%	18.2%	18.4%	7.2%	7.1%
Two	42.6%	42.4%	41.3%	42.1%	45.2%	43.2%
Three or more	42.9%	42.8%	40.5%	39.5%	47.6%	49.7%
Avg Party Size	2.16	2.16	2.05	2.02	2.45	2.51
VISIT STATUS						
First-Time	34.9%	34.7%	28.8%	29.0%	47.3%	46.4%
Repeat	65.1%	65.3%	71.2%	71.0%	52.7%	53.6%
Average # of Trips	5.01	5.03	5.81	5.75	3.39	3.52
TRAVEL METHOD						
Group Tour	8.3%	8.5%	3.5%	3.2%	18.0%	19.6%
Package	33.6%	34.1%	21.2%	21.6%	58.7%	60.2%
Group Tour & Pkg	6.8%	7.1%	2.3%	2.2%	15.9%	17.5%
True Independent	65.0%	64.5%	77.7%	77.4%	39.3%	37.7%
ISLANDS VISITED						
O'ahu	63.3%	63.0%	50.5%	50.6%	89.0%	89.0%
Maui County	29.9%	30.0%	36.6%	36.2%	16.4%	17.0%
...Maui	29.5%	29.5%	36.0%	35.5%	16.2%	16.8%
...Moloka'i	0.7%	0.7%	0.9%	0.8%	0.5%	0.5%
...Lāna'i	0.8%	0.9%	1.0%	1.1%	0.5%	0.6%
Kaua'i	13.7%	13.9%	18.0%	18.3%	4.9%	4.9%
Hawai'i Island	17.7%	17.9%	19.7%	19.5%	13.7%	14.6%
...Hilo	6.5%	6.6%	6.8%	6.6%	5.9%	6.4%
...Kona	14.9%	15.0%	17.1%	16.9%	10.5%	11.1%
ACCOMMODATIONS						
Hotel	63.5%	63.0%	54.7%	54.2%	81.3%	81.3%
...Hotel Only	55.7%	55.3%	45.6%	45.2%	76.1%	76.3%
Condo	17.6%	18.2%	19.8%	20.5%	13.1%	13.5%
...Condo Only	13.7%	14.2%	15.5%	16.1%	10.1%	10.3%
Timeshare	9.3%	9.5%	11.9%	12.1%	4.2%	4.0%
...Timeshare Only	7.2%	7.3%	9.1%	9.3%	3.2%	3.1%
Rental House	6.8%	6.2%	8.8%	8.1%	2.6%	2.1%
Bed & Breakfast	1.0%	1.0%	1.2%	1.2%	0.6%	0.6%
Cruise Ship	1.7%	1.6%	2.1%	1.9%	0.9%	0.9%
Friends or Relatives	8.7%	8.8%	11.5%	11.7%	2.9%	2.8%
PURPOSE OF TRIP						
Pleasure (Net)	83.4%	83.7%	82.2%	82.6%	85.9%	86.0%
.....Vacation	75.9%	76.5%	78.0%	78.5%	71.6%	72.4%
.....Honeymoon	7.7%	7.1%	4.5%	4.1%	14.1%	13.4%
.....Get Married	1.5%	1.5%	1.2%	1.0%	1.9%	2.5%
MC&I (Net)	5.6%	5.2%	5.9%	5.4%	4.9%	4.7%
.....Convention/Conf.	3.0%	2.8%	3.6%	3.3%	1.8%	1.6%
.....Corp. Meetings	1.1%	0.9%	1.4%	1.2%	0.4%	0.3%
.....Incentive	1.8%	1.7%	1.3%	1.2%	2.8%	2.8%
Other Business	3.3%	3.0%	4.6%	4.0%	0.8%	0.9%
Visit Friends/Relatives	8.3%	8.4%	11.0%	11.0%	2.8%	2.9%
Government/Military	1.1%	0.9%	1.4%	1.1%	0.3%	0.3%
Attend School	0.4%	0.3%	0.4%	0.3%	0.3%	0.2%
Sport Events	1.3%	1.3%	1.3%	1.2%	1.3%	1.6%

**Table 4: Visitor Days by Island (Arrivals by Air)
2014 vs. 2013**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
TOTAL STATE	74,982,915	74,049,772	1.3%	54,854,993	54,462,717	0.7%	20,127,921	19,587,054	2.8%
O'AHU	35,044,667	35,059,623	0.0%	20,416,016	20,833,993	-2.0%	14,628,651	14,225,630	2.8%
MAUI COUNTY	20,375,144	19,795,040	2.9%	17,290,017	16,769,610	3.1%	3,085,127	3,025,430	2.0%
MAUI	19,872,876	19,271,412	3.1%	16,840,464	16,306,256	3.3%	3,032,413	2,965,156	2.3%
MOLOKA'I	276,685	264,463	4.6%	250,012	232,761	7.4%	26,672	31,702	-15.9%
LĀNA'I	225,583	259,165	-13.0%	199,541	230,593	-13.5%	26,042	28,573	-8.9%
KAUA'I	8,610,146	8,516,938	1.1%	7,919,672	7,916,581	0.0%	690,474	600,357	15.0%
HAWAII ISLAND	10,952,958	10,678,171	2.6%	9,229,288	8,942,534	3.2%	1,723,669	1,735,637	-0.7%
HILO	2,199,206	2,140,442	2.7%	1,845,173	1,767,562	4.4%	354,033	372,879	-5.1%
KONA	8,753,751	8,537,729	2.5%	7,384,115	7,174,971	2.9%	1,369,636	1,362,758	0.5%

**Table 5: Visitor Days by Month (Arrivals by Air)
2014 vs. 2013**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JANUARY	7,092,136	6,870,046	3.2%	5,090,909	5,089,836	0.0%	2,001,227	1,780,210	12.4%
FEBRUARY	5,950,244	5,965,047	-0.2%	4,214,371	4,296,940	-1.9%	1,735,873	1,668,107	4.1%
MARCH	6,470,082	6,624,496	-2.3%	4,575,255	4,720,166	-3.1%	1,894,828	1,904,330	-0.5%
APRIL	5,679,316	5,593,032	1.5%	4,056,873	4,100,966	-1.1%	1,622,442	1,492,066	8.7%
MAY	5,639,517	5,527,686	2.0%	4,278,144	4,255,894	0.5%	1,361,373	1,271,791	7.0%
JUNE	6,650,410	6,581,167	1.1%	5,202,472	5,157,866	0.9%	1,447,938	1,423,302	1.7%
JULY	7,050,287	7,080,409	-0.4%	5,447,117	5,424,631	0.4%	1,603,170	1,655,778	-3.2%
AUGUST	6,428,462	6,572,996	-2.2%	4,677,925	4,748,480	-1.5%	1,750,536	1,824,516	-4.1%
SEPTEMBER	5,260,922	5,218,324	0.8%	3,741,477	3,625,951	3.2%	1,519,444	1,592,373	-4.6%
OCTOBER	5,709,731	5,508,184	3.7%	4,164,440	3,968,195	4.9%	1,545,291	1,539,989	0.3%
NOVEMBER	5,609,531	5,469,043	2.6%	4,058,285	3,983,683	1.9%	1,551,245	1,485,360	4.4%
DECEMBER	7,442,277	7,039,342	5.7%	5,347,724	5,090,109	5.1%	2,094,553	1,949,233	7.5%
TOTAL	74,982,915	74,049,772	1.3%	54,854,993	54,462,717	0.7%	20,127,921	19,587,054	2.8%

Note: Sums may not add up to total due to rounding.

**Table 6: Average Daily Census by Island (Arrivals by Air)
2014 vs. 2013**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
TOTAL STATE	205,433	202,876	1.3%	150,288	149,213	0.7%	55,145	53,663	2.8%
O'AHU	96,013	96,054	0.0%	55,934	57,079	-2.0%	40,078	38,974	2.8%
MAUI COUNTY	55,822	54,233	2.9%	47,370	45,944	3.1%	8,452	8,289	2.0%
MAUI	54,446	52,798	3.1%	46,138	44,675	3.3%	8,308	8,124	2.3%
MOLOKA'I	758	725	4.6%	685	638	7.4%	73	87	-15.9%
LĀNA'I	618	710	-13.0%	547	632	-13.5%	71	78	-8.9%
KAUA'I	23,589	23,334	1.1%	21,698	21,689	0.0%	1,892	1,645	15.0%
HAWAII ISLAND	30,008	29,255	2.6%	25,286	24,500	3.2%	4,722	4,755	-0.7%
HILO	6,025	5,864	2.7%	5,055	4,843	4.4%	970	1,022	-5.1%
KONA	23,983	23,391	2.5%	20,230	19,657	2.9%	3,752	3,734	0.5%

**Table 7: Average Daily Census by Month (Arrivals by Air)
2014 vs. 2013**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JANUARY	228,779	221,614	3.2%	164,223	164,188	0.0%	64,556	57,426	12.4%
FEBRUARY	212,509	213,037	-0.2%	150,513	153,462	-1.9%	61,995	59,575	4.1%
MARCH	208,712	213,693	-2.3%	147,589	152,263	-3.1%	61,123	61,430	-0.5%
APRIL	189,311	186,434	1.5%	135,229	136,699	-1.1%	54,081	49,736	8.7%
MAY	181,920	178,312	2.0%	138,005	137,287	0.5%	43,915	41,026	7.0%
JUNE	221,680	219,372	1.1%	173,416	171,929	0.9%	48,265	47,443	1.7%
JULY	227,429	228,400	-0.4%	175,713	174,988	0.4%	51,715	53,412	-3.2%
AUGUST	207,370	212,032	-2.2%	150,901	153,177	-1.5%	56,469	58,855	-4.1%
SEPTEMBER	175,364	173,944	0.8%	124,716	120,865	3.2%	50,648	53,079	-4.6%
OCTOBER	184,185	177,683	3.7%	134,337	128,006	4.9%	49,848	49,677	0.3%
NOVEMBER	186,984	182,301	2.6%	135,276	132,789	1.9%	51,708	49,512	4.4%
DECEMBER	240,073	227,076	5.7%	172,507	164,197	5.1%	67,566	62,878	7.5%
TOTAL	205,433	202,876	1.3%	150,288	149,213	0.7%	55,145	53,663	2.8%

**Table 8: Visitors Staying Overnight or Longer (Arrivals by Air)
1955 – 2014**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%
2008	6,713,436	-10.4%	4,901,893	-12.2%	1,811,543	-5.4%
2009	6,420,448	-4.4%	4,672,001	-4.7%	1,748,447	-3.5%
2010R	6,916,894	7.7%	4,957,352	6.1%	1,959,542	12.1%
2011	7,174,397	3.7%	5,127,291	3.4%	2,047,106	4.5%
2012	7,867,143	9.7%	5,403,025	5.4%	2,464,118	20.4%
2013	8,003,474	1.7%	5,405,300	0.0%	2,598,174	5.4%
2014	8,183,671	2.3%	5,473,388	1.3%	2,710,283	4.3%

Table 9: Visitor Days by Month and MMA (Arrivals by Air)
2014

2014	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL	2,553,773	1,931,362	664,874	1,068,347	32,541	15,842	43,843	5,946	23,679	121,851	234,738	29,292	264,030				
Jan	2,143,691	1,546,144	713,222	882,324	35,408	22,599	47,322	5,306	15,572	126,206	143,611	15,600	159,211				
Feb	2,442,798	1,619,349	809,798	939,817	38,247	13,031	48,252	3,914	20,648	124,092	160,553	20,552	181,105				
Mar	2,483,844	1,235,473	558,323	605,336	46,649	15,306	45,361	4,923	24,404	136,643	248,744	41,034	289,778				
Apr	2,403,519	1,450,499	618,957	333,804	41,931	17,323	47,117	6,668	22,330	135,369	244,613	46,898	291,510				
May	3,093,738	1,808,650	701,119	206,599	34,751	22,805	32,093	10,928	18,755	119,331	250,699	57,949	308,647				
Jun	3,137,800	1,850,816	764,726	298,003	53,622	32,318	50,622	17,056	38,968	192,585	240,436	68,718	309,155				
Jul	2,735,177	1,422,615	974,351	296,930	60,589	42,243	85,559	40,628	20,238	249,257	243,725	71,212	314,937				
Aug	2,168,585	1,126,756	778,943	225,407	58,682	19,873	68,848	15,541	31,602	194,547	326,902	70,166	397,068				
Sep	2,438,764	1,227,871	755,289	382,166	51,688	27,011	68,278	12,170	28,584	187,730	261,915	55,309	317,224				
Oct	2,495,492	1,112,958	674,881	589,865	30,474	18,275	57,323	6,454	21,811	134,337	233,289	39,508	272,796				
Nov	2,976,158	1,746,157	752,007	957,520	40,013	28,215	56,003	10,542	24,350	159,124	304,210	43,621	347,832				
Dec	31,073,340	18,078,650	8,766,490	6,776,118	524,593	274,840	650,621	140,077	290,940	1,881,071	2,893,435	559,859	3,453,294				
TOTAL	31,073,340	18,078,650	8,766,490	6,776,118	524,593	274,840	650,621	140,077	290,940	1,881,071	2,893,435	559,859	3,453,294				
DOMESTIC																	
Jan	2,514,728	1,843,143	8,705	367,981	28,646	10,258	40,413	5,388	21,428	106,134	60,655	8,754	69,409				
Feb	2,105,200	1,515,821	4,401	315,712	31,148	15,591	44,977	4,937	14,596	111,248	15,938	3,397	19,335				
Mar	2,403,839	1,571,904	6,510	331,943	28,526	8,903	40,552	3,668	17,399	99,048	18,075	3,398	21,473				
Apr	2,428,950	1,195,109	4,009	140,151	38,048	10,476	49,432	4,066	18,396	110,417	35,793	6,245	42,038				
May	2,377,110	1,412,927	6,285	149,348	37,404	10,575	43,271	5,995	20,603	117,847	37,942	6,499	44,440				
Jun	3,020,801	1,756,692	7,199	80,804	31,550	10,021	30,005	10,668	17,602	99,845	39,229	9,379	48,607				
Jul	3,068,284	1,758,037	8,372	161,819	48,883	26,779	48,245	16,078	36,445	176,429	49,266	12,840	62,107				
Aug	2,683,770	1,369,032	8,211	160,921	53,529	31,404	80,800	39,058	18,300	223,091	38,163	9,855	48,017				
Sep	2,122,821	1,095,259	6,966	111,508	53,913	13,735	64,620	14,988	30,399	177,656	70,779	12,966	83,745				
Oct	2,370,978	1,185,910	6,367	199,148	47,442	18,839	64,742	11,561	27,050	169,634	55,703	9,674	65,377				
Nov	2,429,784	1,072,153	5,171	260,396	27,270	11,606	50,683	5,836	19,975	115,370	28,633	5,557	34,190				
Dec	2,904,844	1,727,519	8,156	307,592	35,884	13,572	48,163	9,852	21,630	129,102	29,880	6,131	36,011				
TOTAL	30,431,109	17,503,506	80,353	2,587,322	462,242	181,758	595,905	132,096	263,822	1,635,823	480,055	94,695	574,750				
INTERNATIONAL																	
Jan	39,045	88,219	656,169	690,366	3,895	5,584	3,430	558	2,251	15,717	174,083	20,538	194,621				
Feb	38,491	30,322	708,821	566,612	4,260	7,008	2,345	369	976	14,958	127,673	12,203	139,876				
Mar	38,959	47,446	803,288	607,873	9,721	4,128	7,700	246	3,249	25,044	142,478	17,154	159,631				
Apr	54,895	40,363	554,313	465,185	8,601	4,830	5,929	858	6,008	26,225	212,951	34,789	247,740				
May	26,409	37,573	612,672	184,456	4,527	6,749	3,845	673	1,727	17,521	206,671	40,399	247,070				
Jun	72,936	51,958	693,920	125,795	3,201	12,783	2,088	260	1,153	19,486	211,470	48,570	260,040				
Jul	69,517	92,778	756,354	136,185	4,739	5,539	2,377	978	2,523	16,156	191,170	55,878	247,048				
Aug	51,407	53,583	966,140	136,009	7,060	10,839	4,759	1,570	1,938	26,165	205,563	61,357	266,920				
Sep	45,764	31,497	771,978	113,899	4,769	6,138	4,228	553	1,203	16,890	256,123	57,201	313,324				
Oct	67,786	41,962	748,922	183,018	4,246	8,172	3,536	609	1,534	18,096	206,213	45,634	251,847				
Nov	65,708	40,805	669,710	329,470	3,204	6,669	6,640	618	1,836	18,967	204,655	33,951	238,606				
Dec	71,314	18,638	743,852	649,929	4,129	14,643	7,840	690	2,720	30,022	274,331	37,490	311,821				
TOTAL	642,231	575,144	8,686,137	4,188,796	62,351	93,081	54,716	7,981	27,118	245,248	2,413,380	465,164	2,878,544				

Note: Sums may not add up to total due to rounding.

Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued
2014

2014	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
TOTAL	109,680	5,858	131,673	2,461	30,053	279,725	10,143	19,562	6,508	36,213	181,961	7,092,136				
Jan	89,780	2,134	106,832	1,210	13,237	213,194	5,469	14,679	4,683	24,831	141,422	5,950,244				
Feb	56,158	2,993	86,546	2,214	13,732	161,642	3,626	11,108	6,965	21,699	169,783	6,470,082				
Mar	70,246	3,158	91,013	1,933	8,200	174,549	3,551	11,149	11,987	26,687	168,684	5,679,316				
Apr	92,930	8,846	89,882	3,641	9,726	205,025	3,671	11,164	6,483	21,318	179,516	5,639,517				
May	75,233	3,581	103,195	5,272	15,118	202,398	3,549	9,998	5,760	19,306	190,622	6,650,410				
Jun	110,792	6,397	106,248	2,656	21,812	247,905	4,734	13,000	17,816	35,551	213,746	7,050,287				
Jul	98,771	3,993	97,500	2,533	15,954	218,751	4,100	12,759	8,751	25,610	190,834	6,428,462				
Aug	105,289	3,488	94,872	3,623	10,949	218,221	4,546	15,266	6,696	26,509	124,886	5,260,922				
Sep	75,383	3,237	106,926	1,779	9,338	196,662	6,663	15,544	9,359	31,566	172,459	5,709,731				
Oct	58,385	2,540	92,101	4,282	8,755	166,065	4,619	10,967	6,083	21,669	141,468	5,609,531				
Nov	81,717	5,001	126,985	8,405	12,411	234,520	10,798	34,563	14,051	59,412	209,546	7,442,277				
Dec	1,024,364	51,226	1,233,773	40,007	169,285	2,518,655	65,469	179,759	105,142	350,370	2,084,926	74,982,915				
DOMESTIC																
Jan	20,294	3,251	8,131	954	1,785	34,416	10,044	19,019	6,232	35,294	111,099	5,090,909				
Feb	20,574	1,078	6,140	454	1,193	29,439	5,329	14,334	4,547	24,210	89,005	4,214,371				
Mar	14,703	1,813	5,484	633	1,672	24,305	3,560	10,544	6,205	20,310	95,924	4,575,255				
Apr	14,003	1,867	5,377	411	899	22,558	3,461	10,669	11,384	25,513	88,127	4,056,873				
May	35,352	6,528	8,222	1,294	1,256	52,652	3,623	10,889	6,323	20,835	96,699	4,278,144				
Jun	26,822	2,376	7,012	1,335	1,122	38,667	3,483	9,381	5,592	18,457	131,399	5,202,472				
Jul	25,711	4,153	6,468	1,130	2,221	39,682	4,688	12,322	17,409	34,418	137,969	5,447,117				
Aug	25,416	2,292	7,360	1,016	1,670	37,754	4,072	11,879	8,482	24,433	122,695	4,677,925				
Sep	22,640	1,945	6,265	791	1,051	32,692	4,462	14,775	6,551	25,788	85,042	3,741,477				
Oct	23,995	2,482	4,498	718	1,243	32,935	6,523	14,938	9,010	30,471	103,620	4,164,440				
Nov	19,209	1,784	7,070	778	1,534	30,375	4,554	10,610	6,015	21,179	89,668	4,058,285				
Dec	32,910	2,772	6,694	2,251	2,132	46,761	10,751	33,146	13,805	57,702	130,038	5,347,724				
TOTAL	281,629	32,341	78,722	11,766	17,778	422,235	64,550	172,506	101,553	338,609	1,281,285	54,854,993				
INTERNATIONAL																
Jan	89,386	2,607	123,542	1,507	28,268	245,310	99	543	276	918	70,862	2,001,227				
Feb	69,206	1,056	100,692	756	12,045	183,755	140	345	136	621	52,417	1,735,873				
Mar	41,456	1,179	81,062	1,581	12,060	137,338	65	564	760	1,389	73,859	1,894,828				
Apr	56,242	1,291	85,636	1,521	7,300	151,991	90	580	604	1,174	80,556	1,622,442				
May	57,578	2,318	81,660	2,346	8,470	152,372	48	275	160	483	82,817	1,361,373				
Jun	48,411	1,205	96,182	3,937	13,996	163,731	65	616	167	849	59,224	1,447,938				
Jul	85,081	2,244	99,780	1,526	19,591	208,222	47	679	407	1,133	75,777	1,603,170				
Aug	73,355	1,702	90,140	1,517	14,284	180,997	28	880	269	1,177	68,138	1,750,536				
Sep	82,649	1,542	88,607	2,832	9,898	185,529	84	491	145	720	39,844	1,519,444				
Oct	51,388	755	102,428	1,061	8,095	163,727	140	606	349	1,095	68,839	1,545,291				
Nov	39,176	757	85,031	3,504	7,222	135,689	65	357	68	490	51,800	1,551,245				
Dec	48,807	2,229	120,290	6,154	10,279	187,760	47	1,418	247	1,711	79,507	2,094,553				
TOTAL	742,735	18,885	1,155,051	28,241	151,507	2,096,420	918	7,254	3,589	11,761	803,640	20,127,921				

Note: Sums may not add up to total due to rounding.

Table 10: Visitor Days Growth by Month and MMA
 % change 2014 vs. 2013

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA			
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL																	
Jan	-1.8%	1.0%	-1.1%	8.1%	17.1%	-16.1%	25.2%	6.7%	27.4%	15.1%	19.6%	94.9%	25.0%				
Feb	-5.1%	1.5%	-1.1%	5.9%	23.8%	50.7%	10.3%	-2.0%	13.2%	19.5%	-5.4%	51.8%	-1.7%				
Mar	-6.4%	3.8%	-1.2%	-1.4%	-3.3%	-12.3%	10.1%	-16.9%	12.4%	2.3%	-17.5%	5.8%	-15.3%				
Apr	-0.2%	1.4%	-4.3%	17.8%	4.2%	-9.2%	8.4%	-25.4%	22.5%	5.1%	-2.5%	14.5%	-0.4%				
May	-0.7%	2.5%	-2.3%	16.5%	7.9%	11.8%	-8.9%	33.1%	17.4%	4.1%	-2.3%	24.6%	1.2%				
Jun	0.0%	1.4%	0.5%	-0.9%	-1.7%	37.2%	-0.5%	7.4%	-2.4%	5.0%	0.6%	13.1%	2.7%				
Jul	3.4%	-0.6%	-4.0%	-9.9%	-2.7%	-0.2%	-7.0%	-1.8%	-9.6%	-4.9%	1.8%	16.7%	4.8%				
Aug	-0.3%	-5.0%	-8.7%	-6.9%	-10.5%	21.4%	1.7%	2.8%	-2.5%	1.0%	3.7%	8.4%	4.7%				
Sep	6.9%	0.4%	-2.8%	-5.3%	-13.5%	-18.8%	-4.4%	0.6%	-4.3%	-8.5%	-10.9%	5.9%	-8.3%				
Oct	6.4%	4.7%	-4.1%	-3.2%	3.5%	19.8%	-4.6%	14.9%	-1.6%	2.2%	-0.9%	10.5%	0.9%				
Nov	4.0%	1.9%	1.1%	-0.4%	-3.6%	23.7%	9.3%	-7.1%	12.1%	7.3%	4.1%	22.9%	6.5%				
Dec	8.6%	5.1%	-2.2%	0.5%	0.2%	61.6%	16.1%	-8.6%	4.0%	13.2%	11.8%	6.0%	11.0%				
TOTAL	1.2%	1.5%	-2.8%	2.7%	-0.5%	12.6%	3.2%	0.8%	4.8%	3.5%	-0.1%	15.8%	2.2%				
DOMESTIC																	
Jan	-2.0%	-0.2%	161.8%	6.2%	19.2%	4.0%	27.2%	4.6%	25.0%	20.6%	17.2%	170.9%	26.3%				
Feb	-5.3%	1.1%	40.2%	0.3%	41.8%	58.5%	14.4%	1.2%	17.5%	25.8%	-1.7%	187.5%	11.2%				
Mar	-7.0%	2.9%	64.0%	0.4%	-2.6%	15.9%	-0.9%	-15.9%	6.5%	0.5%	-1.4%	94.5%	6.9%				
Apr	-1.1%	0.7%	45.9%	-14.3%	10.8%	-20.6%	7.7%	-32.7%	7.1%	2.9%	-5.6%	31.9%	-1.4%				
May	-0.8%	2.2%	87.0%	-1.0%	9.4%	36.6%	-2.6%	30.9%	26.0%	9.9%	1.1%	24.5%	4.0%				
Jun	-0.8%	2.1%	75.9%	-2.8%	3.8%	19.6%	3.4%	11.8%	13.0%	7.5%	11.0%	80.8%	20.0%				
Jul	3.8%	-0.1%	59.4%	-9.3%	2.0%	14.5%	-6.0%	-2.1%	-3.0%	-0.1%	13.5%	54.4%	20.1%				
Aug	0.4%	-4.8%	19.2%	-11.1%	-11.2%	16.7%	3.5%	3.7%	-3.1%	0.6%	-2.9%	15.6%	0.4%				
Sep	5.7%	0.5%	31.5%	-6.6%	-12.0%	-4.6%	-2.3%	2.2%	-2.5%	-5.3%	7.0%	10.3%	7.5%				
Oct	6.0%	4.3%	22.9%	-7.8%	3.4%	16.1%	-4.7%	17.2%	-1.7%	1.3%	8.0%	-4.8%	5.9%				
Nov	2.9%	1.2%	14.5%	-8.2%	-5.3%	19.8%	9.3%	-8.3%	12.9%	5.9%	7.6%	11.1%	8.1%				
Dec	7.0%	6.0%	6.3%	-14.8%	6.9%	31.9%	6.7%	-9.9%	-3.6%	5.5%	-6.6%	-17.2%	-8.6%				
TOTAL	0.7%	1.3%	44.9%	-5.2%	2.3%	15.3%	3.3%	1.2%	5.4%	4.4%	5.3%	30.7%	8.7%				
INTERNATIONAL																	
Jan	7.0%	34.7%	-1.9%	9.2%	4.2%	-38.1%	6.4%	32.8%	55.0%	-12.0%	20.5%	74.1%	24.5%				
Feb	7.4%	25.0%	-1.2%	9.4%	-35.8%	35.9%	-34.3%	-30.8%	-26.6%	-13.1%	-5.8%	34.2%	-3.3%				
Mar	53.8%	41.7%	-1.5%	-2.4%	-5.5%	-42.4%	163.2%	-29.7%	59.6%	10.0%	-19.1%	-2.9%	-17.7%				
Apr	62.6%	26.9%	-4.5%	32.7%	-17.6%	32.3%	12.9%	53.0%	118.9%	15.8%	-2.0%	11.8%	-0.3%				
May	18.0%	14.4%	-2.8%	36.0%	-3.0%	-12.9%	-47.4%	55.9%	-35.3%	-23.2%	-2.9%	24.6%	0.7%				
Jun	45.8%	-17.0%	0.1%	0.4%	-35.7%	55.1%	-35.4%	-59.2%	-68.4%	-6.0%	-1.1%	5.4%	0.0%				
Jul	-11.7%	-8.6%	-4.4%	-10.6%	-34.0%	-38.4%	-23.8%	2.9%	-54.5%	-37.4%	-0.8%	10.5%	1.5%				
Aug	-28.5%	-9.9%	-8.9%	-1.3%	-4.8%	37.4%	-21.4%	-15.4%	3.3%	4.3%	5.0%	7.3%	5.5%				
Sep	118.8%	-1.5%	-3.0%	-4.1%	-27.0%	-39.1%	-27.9%	-29.7%	-34.6%	-32.7%	-14.9%	4.9%	-11.8%				
Oct	21.4%	16.1%	-4.3%	2.4%	4.9%	29.2%	-3.4%	-16.0%	-0.2%	11.1%	-3.0%	14.4%	-0.3%				
Nov	76.0%	24.6%	1.0%	6.8%	13.2%	31.2%	10.1%	6.7%	4.3%	16.5%	3.6%	25.1%	6.2%				
Dec	179.8%	-40.9%	-2.3%	9.9%	-35.0%	104.1%	151.4%	13.8%	178.3%	64.7%	14.2%	11.1%	13.8%				
TOTAL	30.0%	5.7%	-3.1%	8.2%	-17.0%	7.5%	2.5%	-5.4%	-1.1%	-2.2%	-1.1%	13.1%	1.0%				

Table 10: Visitor Days Growth by Month and MMA continued
 % change 2014 vs. 2013

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER MMA	TOTAL					
TOTAL																	
Jan	70.2%	8.5%	24.0%	-41.5%	223.3%	47.6%	22.5%	-6.3%	-3.1%	0.9%	11.3%	3.2%					
Feb	-8.8%	-60.0%	30.6%	-48.2%	-16.0%	4.7%	24.9%	1.6%	6.2%	6.9%	5.3%	-0.2%					
Mar	15.3%	-42.6%	5.5%	-24.9%	115.2%	11.3%	-30.5%	14.0%	-19.8%	-8.2%	4.4%	-2.3%					
Apr	12.2%	-43.6%	-4.7%	-17.3%	25.7%	1.2%	-42.3%	-19.4%	40.1%	-6.5%	1.8%	1.5%					
May	35.7%	150.1%	-10.4%	26.2%	9.0%	11.3%	-37.5%	-25.7%	-8.1%	-23.7%	25.5%	2.0%					
Jun	23.7%	5.9%	4.2%	74.0%	-5.8%	11.0%	-13.1%	3.1%	-27.6%	-11.2%	6.5%	1.1%					
Jul	41.9%	4.8%	-2.9%	-40.6%	-1.3%	12.6%	6.6%	-6.6%	13.5%	4.4%	-30.1%	-0.4%					
Aug	43.4%	-13.3%	-2.1%	-9.3%	-30.9%	9.9%	4.0%	15.5%	-5.3%	5.7%	9.3%	-2.2%					
Sep	40.2%	17.0%	-11.6%	69.6%	-43.5%	5.5%	-2.2%	31.4%	20.1%	21.4%	-18.6%	0.8%					
Oct	45.3%	28.5%	-15.3%	25.1%	-49.8%	-2.0%	63.2%	32.6%	36.2%	39.2%	24.3%	3.7%					
Nov	39.7%	-4.6%	-19.7%	-3.7%	-41.3%	-6.9%	55.3%	-11.3%	53.6%	12.3%	1.3%	2.6%					
Dec	49.2%	35.8%	11.9%	15.0%	-1.6%	22.2%	23.1%	21.2%	3.1%	16.7%	-4.8%	5.7%					
TOTAL	32.4%	0.4%	-0.1%	-0.8%	-2.5%	10.7%	4.2%	4.0%	6.9%	4.9%	-0.5%	1.3%					
DOMESTIC																	
Jan	30.5%	34.7%	-10.8%	13.7%	8.7%	16.4%	23.1%	-7.6%	-2.2%	0.5%	-8.6%	0.0%					
Feb	-12.5%	-48.8%	60.1%	-50.9%	-31.0%	-8.3%	23.0%	0.9%	7.0%	6.2%	-7.2%	-1.9%					
Mar	-15.7%	-18.8%	37.3%	-12.7%	-23.5%	-8.6%	-30.7%	10.8%	-26.0%	-11.9%	-9.8%	-3.1%					
Apr	5.2%	24.2%	-5.6%	-39.9%	-36.9%	-0.3%	-42.5%	-21.2%	39.8%	-7.9%	-4.4%	-1.1%					
May	8.3%	193.4%	0.4%	26.7%	-47.1%	13.3%	-36.8%	-25.4%	-7.2%	-23.2%	-2.1%	0.5%					
Jun	14.4%	10.6%	20.1%	35.3%	-24.8%	14.0%	-12.4%	-0.1%	-29.2%	-13.2%	12.6%	0.9%					
Jul	47.8%	21.9%	-6.6%	-17.9%	13.5%	27.8%	8.0%	-9.6%	12.9%	3.1%	-40.8%	0.4%					
Aug	19.7%	-20.7%	3.4%	-13.2%	-28.6%	8.6%	4.7%	10.7%	-3.8%	4.2%	0.1%	-1.5%					
Sep	25.8%	25.9%	14.2%	-13.4%	-61.8%	13.9%	-3.3%	29.1%	28.1%	21.8%	-3.3%	3.2%					
Oct	31.5%	33.4%	-34.6%	-6.2%	-39.0%	10.5%	71.7%	31.8%	42.4%	42.0%	11.6%	4.9%					
Nov	28.2%	18.6%	38.0%	-48.2%	12.8%	24.2%	57.9%	-11.9%	56.8%	12.9%	-1.5%	1.9%					
Dec	42.2%	10.3%	7.2%	22.5%	5.9%	30.8%	25.0%	18.1%	14.0%	18.3%	-0.5%	5.1%					
TOTAL	17.9%	22.7%	5.7%	-7.7%	-23.7%	12.4%	5.0%	2.0%	8.6%	4.5%	-7.8%	0.7%					
INTERNATIONAL																	
Jan	82.9%	-12.6%	27.3%	-55.2%	269.4%	53.4%	-19.9%	89.9%	-19.8%	21.8%	68.6%	12.4%					
Feb	-7.6%	-67.4%	29.2%	-46.5%	-14.1%	7.1%	217.0%	47.3%	-15.7%	41.2%	36.5%	4.1%					
Mar	32.5%	-60.4%	3.9%	-28.9%	187.5%	15.7%	-17.8%	147.9%	159.1%	131.4%	3.8%	-0.5%					
Apr	14.1%	-68.5%	-4.7%	-7.9%	43.2%	1.4%	-32.1%	68.0%	44.4%	40.4%	9.5%	8.7%					
May	60.5%	76.7%	-11.4%	25.9%	29.4%	10.6%	-66.0%	-35.4%	-33.9%	-40.3%	87.1%	7.0%					
Jun	29.5%	-2.3%	3.2%	92.7%	-3.9%	10.3%	-39.5%	101.7%	228.0%	82.7%	-4.9%	1.7%					
Jul	40.3%	-16.7%	-2.7%	-50.7%	-2.8%	10.1%	-53.3%	136.1%	49.7%	71.8%	4.1%	-3.2%					
Aug	53.9%	-0.7%	-2.6%	-6.4%	-31.1%	10.2%	-47.2%	182.1%	-37.4%	48.1%	31.0%	-4.1%					
Sep	44.7%	7.3%	-13.0%	131.7%	-40.5%	4.1%	162.5%	178.9%	-68.5%	7.5%	-39.2%	-4.6%					
Oct	52.9%	14.5%	-14.1%	61.7%	-51.1%	-1.9%	-50.5%	58.0%	-35.7%	-9.4%	50.1%	0.3%					
Nov	46.2%	-34.7%	-22.4%	19.0%	-46.8%	-11.9%	-27.4%	9.8%	-45.5%	-9.1%	6.5%	4.4%					
Dec	54.4%	90.5%	12.2%	12.5%	-3.0%	20.3%	-72.4%	207.2%	-83.8%	-20.4%	-11.1%	7.5%					
TOTAL	38.8%	-23.4%	-0.5%	2.4%	0.8%	10.4%	-32.3%	95.5%	-26.2%	18.5%	13.8%	2.8%					

Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air)
2014

2014	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
Jan	232,375	154,148	116,626	71,120	2,837	1,272	2,352	436	1,030	7,927	26,650	3,220	29,871			
Feb	224,127	144,711	124,905	67,079	3,152	1,786	3,411	452	904	9,705	14,953	1,998	16,951			
Mar	269,301	169,105	135,127	75,000	4,631	1,343	2,924	391	998	10,287	17,193	2,283	19,476			
Apr	277,141	128,797	96,401	49,277	4,359	1,479	3,726	504	1,444	11,512	26,717	4,899	31,616			
May	263,382	144,894	108,527	29,552	3,958	1,486	3,530	554	1,357	10,886	27,031	5,612	32,643			
Jun	318,358	172,235	121,711	17,132	3,247	1,623	2,521	808	1,175	9,375	27,290	5,889	33,179			
Jul	330,727	177,442	130,683	24,643	4,967	2,641	3,583	1,385	2,559	15,133	26,470	7,745	34,214			
Aug	304,608	142,622	156,690	25,924	5,519	3,131	5,373	3,365	1,224	18,612	26,783	7,301	34,083			
Sep	233,997	110,499	138,074	19,685	5,449	1,601	4,866	1,368	1,655	14,939	35,553	7,492	43,045			
Oct	260,888	124,032	134,794	30,001	4,711	2,109	4,777	1,101	1,808	14,505	28,498	5,729	34,227			
Nov	271,870	108,855	122,447	45,358	2,749	1,567	3,702	518	1,180	9,717	23,520	4,363	27,884			
Dec	299,904	157,453	125,714	69,794	3,146	2,034	3,174	811	1,295	10,460	29,176	4,705	33,881			
TOTAL	3,286,677	1,734,794	1,511,699	524,565	48,725	22,072	43,940	11,693	16,628	143,057	309,836	61,236	371,072			
DOMESTIC																
Jan	226,675	142,604	711	24,318	2,242	574	2,083	371	897	6,167	8,640	1,145	9,786			
Feb	218,189	139,940	657	24,793	2,672	1,202	3,076	409	782	8,141	2,395	467	2,862			
Mar	263,144	161,675	839	28,275	2,569	655	2,574	309	806	6,913	2,592	405	2,997			
Apr	270,141	124,130	513	12,153	3,674	789	2,879	404	1,089	8,835	4,924	904	5,828			
May	259,455	139,693	756	13,929	3,455	783	3,153	488	1,200	9,080	5,516	998	6,514			
Jun	306,856	163,846	834	6,353	2,823	738	2,264	756	1,058	7,640	5,452	1,107	6,559			
Jul	319,228	165,420	969	12,941	4,362	1,686	3,229	1,271	2,304	12,850	7,332	1,717	9,048			
Aug	297,091	134,136	1,143	14,229	4,939	2,521	4,994	3,204	1,115	16,773	5,592	1,334	6,925			
Sep	227,156	106,960	947	9,419	5,027	919	4,611	1,289	1,561	13,407	9,794	1,661	11,455			
Oct	251,889	117,772	967	15,510	4,246	1,475	4,505	1,030	1,690	12,945	7,760	1,413	9,173			
Nov	260,541	103,052	797	19,499	2,356	826	3,287	446	1,072	7,988	4,019	805	4,825			
Dec	287,396	153,781	1,009	22,114	2,593	832	2,694	696	1,175	7,990	3,929	761	4,690			
TOTAL	3,187,760	1,653,010	10,142	203,533	40,958	13,000	39,350	10,673	14,748	118,728	67,947	12,717	80,664			
INTERNATIONAL																
Jan	5,700	11,544	115,915	46,802	595	698	269	65	133	1,760	18,010	2,075	20,085			
Feb	5,938	4,771	124,248	42,286	480	584	335	43	122	1,564	12,558	1,531	14,089			
Mar	6,157	7,430	134,288	46,725	2,062	688	350	82	192	3,374	14,601	1,878	16,479			
Apr	7,000	4,667	95,888	37,124	685	690	847	100	355	2,677	21,793	3,995	25,788			
May	3,927	5,201	107,771	15,623	503	703	377	66	157	1,806	21,515	4,614	26,129			
Jun	11,502	8,389	120,877	10,779	424	885	257	52	117	1,735	21,838	4,782	26,620			
Jul	11,499	12,022	129,714	11,702	605	955	354	114	255	2,283	19,138	6,028	25,166			
Aug	7,517	8,486	155,547	11,695	580	610	379	161	109	1,839	21,191	5,967	27,158			
Sep	6,841	3,539	137,127	10,266	422	682	255	79	94	1,532	25,759	5,831	31,590			
Oct	8,999	6,260	133,827	14,491	465	634	272	71	118	1,560	20,738	4,316	25,054			
Nov	11,329	5,803	121,650	25,859	393	741	415	72	108	1,729	19,501	3,558	23,059			
Dec	12,508	3,672	124,705	47,680	553	1,202	480	115	120	2,470	25,247	3,944	29,191			
TOTAL	98,917	81,784	1,501,557	321,032	7,767	9,072	4,590	1,020	1,880	24,329	241,889	48,519	290,408			

Note: Sums may not add up to total due to rounding.

Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued
2014

2014	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
TOTAL	15,555	465	18,435	385	3,407	38,246	913	1,518	560	2,991	16,884	670,189				
Jan	13,051	223	14,487	255	1,744	29,759	540	1,220	515	2,275	15,247	634,759				
Feb	7,911	310	12,388	226	1,855	22,690	370	1,044	684	2,098	18,053	721,136				
Mar	11,616	382	14,102	273	1,187	27,560	334	991	1,330	2,655	18,214	643,173				
Apr	15,864	746	14,465	572	1,294	32,940	313	1,082	675	2,070	18,040	642,934				
May	13,330	459	14,166	482	1,814	30,251	219	802	528	1,549	19,315	723,106				
Jun	17,285	698	14,555	328	2,150	35,016	436	1,256	1,770	3,462	20,630	771,951				
Jul	15,491	456	13,347	307	1,750	31,352	328	969	805	2,102	18,693	734,685				
Aug	16,207	417	14,624	274	1,297	32,820	426	1,364	675	2,464	14,464	609,987				
Sep	12,127	377	16,632	308	1,357	30,801	661	1,438	768	2,868	16,952	649,068				
Oct	9,903	262	13,832	409	1,209	25,615	317	771	616	1,704	15,962	629,412				
Nov	11,735	502	17,058	763	1,395	31,453	408	2,232	1,217	3,857	20,757	753,272				
Dec	160,077	5,296	178,090	4,581	20,458	368,502	5,265	14,687	10,142	30,095	213,210	8,183,671				
DOMESTIC	2,628	211	1,107	106	233	4,284	902	1,466	522	2,890	9,156	426,592				
Jan	3,582	124	934	56	197	4,892	525	1,187	498	2,210	8,641	410,325				
Feb	2,400	199	706	74	215	3,594	363	990	646	1,999	9,981	479,416				
Mar	2,771	222	880	60	126	4,059	324	945	1,247	2,516	9,522	437,697				
Apr	6,291	318	1,252	153	173	8,186	307	1,027	643	1,977	9,948	449,538				
May	4,615	297	874	150	158	6,094	212	743	505	1,460	12,602	512,245				
Jun	4,370	434	1,018	110	291	6,223	431	1,191	1,714	3,336	13,578	543,594				
Jul	4,439	298	902	125	209	5,974	325	914	768	2,007	12,513	490,790				
Aug	4,221	234	733	97	170	5,456	417	1,317	655	2,388	8,772	385,960				
Sep	4,261	250	746	100	218	5,575	647	1,380	720	2,748	10,361	426,940				
Oct	2,909	162	656	117	216	4,060	310	720	582	1,612	9,227	411,601				
Nov	4,526	280	844	222	229	6,201	403	2,127	1,180	3,710	11,801	498,691				
Dec	47,115	3,028	10,651	1,369	2,434	64,597	5,166	14,007	9,679	28,853	126,101	5,473,388				
INTERNATIONAL	12,927	254	17,328	279	3,174	33,962	11	52	38	101	7,728	243,597				
Jan	9,469	99	13,553	199	1,547	24,867	15	33	17	65	6,606	224,434				
Feb	5,511	111	11,682	152	1,640	19,096	7	54	38	99	8,072	241,720				
Mar	8,845	160	13,222	213	1,061	23,501	10	46	83	139	8,692	205,476				
Apr	9,573	428	13,213	419	1,121	24,754	6	55	32	93	8,092	193,396				
May	8,715	162	13,292	332	1,656	24,157	7	59	23	89	6,713	210,861				
Jun	12,915	264	13,537	218	1,859	28,793	5	65	56	126	7,052	228,357				
Jul	11,052	158	12,445	182	1,541	25,378	3	55	37	95	6,180	243,895				
Aug	11,986	183	13,891	177	1,127	27,364	9	47	20	76	5,692	224,027				
Sep	7,866	127	15,886	208	1,139	25,226	14	58	48	120	6,591	222,128				
Oct	6,994	100	13,176	292	993	21,555	7	51	34	92	6,735	217,811				
Nov	7,109	222	16,214	541	1,166	25,252	5	105	37	147	8,956	254,581				
Dec	112,962	2,268	167,439	3,212	18,024	303,905	99	680	463	1,242	87,109	2,710,283				

Note: Sums may not add up to total due to rounding.

Table 12: Visitor Arrivals Growth by Month and MMA
 % change 2014 vs. 2013

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL																
Jan	-2.4%	0.9%	0.9%	4.7%	25.0%	25.5%	11.9%	12.9%	22.1%	19.8%	15.4%	121.3%	21.7%			
Feb	-5.3%	1.8%	0.2%	1.8%	23.4%	38.7%	8.6%	12.3%	4.2%	17.6%	-3.6%	102.8%	2.8%			
Mar	-7.2%	3.5%	-0.1%	-0.5%	34.0%	-4.5%	-11.9%	28.6%	13.2%	9.8%	-16.8%	10.0%	-14.3%			
Apr	0.0%	0.7%	-1.6%	14.1%	7.5%	-10.2%	15.6%	-8.1%	24.3%	8.2%	-0.7%	32.2%	3.3%			
May	-0.9%	1.7%	-0.9%	9.4%	12.7%	12.1%	-10.2%	13.0%	18.2%	4.6%	2.1%	37.2%	6.8%			
Jun	0.6%	0.8%	3.1%	-5.3%	-1.2%	15.4%	2.5%	-3.1%	11.7%	3.7%	4.3%	14.8%	6.0%			
Jul	6.2%	0.0%	1.1%	-8.0%	3.7%	9.7%	-4.2%	12.6%	-3.2%	2.2%	6.6%	21.6%	9.6%			
Aug	2.0%	-3.5%	-4.5%	-8.1%	-10.0%	17.5%	0.0%	0.8%	-9.3%	-1.3%	5.6%	12.2%	6.9%			
Sep	8.5%	1.9%	2.7%	0.3%	-5.5%	-6.9%	-5.0%	-3.3%	-5.1%	-5.3%	-3.9%	3.1%	-2.7%			
Oct	9.9%	8.0%	-2.3%	-1.9%	-3.3%	15.3%	-0.4%	27.7%	4.8%	3.0%	-0.1%	6.4%	0.9%			
Nov	6.0%	-0.2%	2.0%	-0.4%	1.6%	13.1%	9.8%	8.8%	6.6%	7.4%	1.2%	31.5%	5.0%			
Dec	12.3%	8.7%	-4.6%	1.4%	-2.1%	17.3%	7.6%	11.5%	-0.1%	5.4%	6.8%	11.6%	7.4%			
TOTAL	2.3%	1.9%	-0.4%	1.5%	4.5%	11.3%	0.9%	6.2%	5.1%	4.6%	1.6%	21.2%	4.4%			
DOMESTIC																
Jan	-2.9%	-2.1%	68.4%	4.1%	22.9%	-5.0%	12.4%	13.8%	20.1%	15.2%	17.0%	193.8%	25.9%			
Feb	-6.1%	0.3%	66.7%	-2.8%	38.1%	48.5%	10.3%	18.8%	6.4%	23.1%	-1.2%	180.6%	10.5%			
Mar	-7.9%	2.0%	46.3%	-0.9%	-3.6%	1.8%	-11.3%	21.6%	8.1%	-4.1%	-2.8%	98.4%	4.4%			
Apr	-0.5%	1.5%	20.7%	-15.3%	13.5%	-31.3%	5.8%	-17.1%	9.6%	2.9%	-7.5%	49.8%	-1.7%			
May	-0.8%	1.7%	44.4%	-3.4%	12.7%	10.9%	-8.5%	10.1%	23.7%	5.2%	2.1%	39.1%	6.4%			
Jun	-0.7%	0.8%	37.2%	-12.3%	1.3%	30.5%	5.1%	-1.9%	15.3%	6.2%	8.1%	40.6%	12.5%			
Jul	5.3%	-0.3%	46.7%	-9.9%	5.2%	7.2%	-7.3%	12.0%	-5.8%	0.6%	20.9%	43.1%	24.6%			
Aug	1.6%	-3.5%	22.1%	-12.8%	-10.5%	17.9%	0.3%	1.5%	-8.9%	-1.5%	2.5%	21.0%	5.6%			
Sep	7.0%	1.9%	16.8%	-5.0%	-2.3%	-8.8%	-3.6%	-3.1%	-1.4%	-3.2%	10.8%	3.8%	9.7%			
Oct	9.6%	7.6%	20.5%	-6.8%	1.4%	18.7%	-0.6%	29.7%	4.3%	4.6%	2.4%	-1.9%	1.7%			
Nov	4.3%	0.2%	14.1%	-8.1%	-1.3%	20.6%	6.4%	7.9%	5.2%	5.2%	3.5%	29.6%	7.1%			
Dec	9.7%	9.5%	15.6%	-15.7%	1.6%	17.3%	2.6%	5.2%	-0.5%	3.4%	-7.1%	19.9%	-3.5%			
TOTAL	1.4%	1.5%	31.3%	-6.7%	3.8%	9.9%	0.0%	5.5%	4.0%	3.3%	5.7%	34.3%	9.4%			
INTERNATIONAL																
Jan	20.9%	65.3%	0.6%	5.0%	33.7%	70.2%	8.5%	8.3%	37.1%	39.7%	14.7%	94.8%	19.8%			
Feb	37.5%	85.5%	0.0%	4.7%	-22.5%	22.2%	-5.4%	-25.9%	-8.3%	-4.8%	-4.0%	86.9%	1.4%			
Mar	33.4%	56.9%	-0.3%	-0.2%	160.7%	-9.8%	-16.3%	64.0%	41.2%	56.3%	-18.9%	0.4%	-17.1%			
Apr	24.8%	-16.8%	-1.7%	28.8%	-16.5%	38.6%	68.4%	63.9%	111.3%	30.6%	1.0%	28.7%	4.5%			
May	-10.2%	1.6%	-1.1%	24.1%	12.8%	13.4%	-22.6%	40.4%	-11.8%	1.6%	2.2%	36.8%	6.9%			
Jun	60.3%	0.9%	2.9%	-0.7%	-14.9%	5.2%	-15.7%	-17.5%	-13.3%	-5.8%	3.4%	10.1%	4.6%			
Jul	38.3%	4.8%	0.9%	-5.8%	-5.6%	14.5%	37.2%	20.0%	28.8%	12.7%	1.9%	16.6%	5.1%			
Aug	18.5%	-4.1%	-4.6%	-1.8%	-5.5%	16.0%	-3.3%	-11.0%	-12.8%	0.1%	6.4%	10.4%	7.3%			
Sep	101.7%	1.0%	2.6%	5.7%	-32.2%	-4.2%	-25.0%	-7.1%	-41.3%	-20.2%	-8.5%	2.9%	-6.5%			
Oct	19.3%	16.2%	-2.4%	3.9%	-32.3%	8.2%	2.6%	4.4%	11.3%	-8.9%	-1.0%	9.4%	0.6%			
Nov	66.9%	-6.7%	1.9%	6.4%	23.2%	5.7%	47.7%	14.3%	22.7%	19.1%	0.7%	32.0%	4.6%			
Dec	147.0%	-16.7%	-4.7%	12.0%	-16.7%	17.3%	48.1%	74.2%	4.3%	12.6%	9.3%	10.2%	9.4%			
TOTAL	44.9%	11.8%	-0.6%	7.4%	8.4%	13.5%	9.9%	13.7%	14.7%	11.2%	0.5%	18.2%	3.1%			

Table 12: Visitor Arrivals Growth by Month and MMA continued
 % change 2014 vs. 2013

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL					
TOTAL																	
Jan	62.9%	-4.9%	21.6%	-2.0%	190.7%	42.9%	23.1%	-8.6%	-5.2%	-0.1%	17.6%	3.2%					
Feb	-10.6%	-62.1%	22.4%	-20.9%	-8.2%	1.8%	16.7%	-6.3%	-1.6%	-0.6%	15.7%	-0.6%					
Mar	22.5%	-34.5%	7.3%	-28.6%	118.4%	15.5%	-30.1%	22.5%	-23.5%	-7.8%	12.0%	-1.8%					
Apr	17.4%	-43.2%	15.5%	-19.9%	24.9%	14.5%	-37.2%	-33.7%	30.6%	-28.8%	16.1%	2.1%					
May	20.6%	76.2%	0.2%	40.2%	21.6%	11.7%	-42.5%	-32.0%	-9.0%	-18.1%	18.4%	1.5%					
Jun	18.4%	3.8%	-3.0%	16.4%	8.1%	6.5%	-34.6%	0.7%	-30.1%	-17.9%	11.3%	1.7%					
Jul	45.5%	28.1%	-5.7%	-31.3%	-24.0%	12.3%	-4.8%	-10.3%	15.9%	2.2%	-24.5%	2.5%					
Aug	32.0%	-6.3%	0.8%	0.4%	-47.2%	7.8%	-3.7%	10.8%	-3.9%	2.4%	3.3%	-0.5%					
Sep	29.2%	22.0%	-3.3%	-12.5%	-52.7%	5.6%	-8.2%	27.8%	3.8%	13.0%	0.0%	4.1%					
Oct	28.9%	27.5%	-9.3%	21.7%	-35.5%	1.3%	53.4%	29.4%	4.7%	26.0%	20.1%	5.4%					
Nov	56.0%	-12.8%	-22.9%	-3.9%	-46.1%	-6.0%	10.7%	-16.4%	46.5%	4.6%	19.6%	3.3%					
Dec	43.5%	28.4%	-1.2%	-10.6%	-24.0%	10.3%	36.4%	25.4%	-5.9%	14.3%	17.5%	7.1%					
TOTAL	28.1%	-2.8%	0.6%	-5.0%	-9.8%	10.0%	-2.9%	-1.1%	1.6%	-0.6%	8.3%	2.3%					
DOMESTIC																	
Jan	10.2%	20.7%	34.6%	-3.5%	18.7%	16.2%	23.9%	-9.4%	-4.0%	0.0%	-9.2%	-1.4%					
Feb	-0.1%	-36.6%	50.9%	-26.8%	9.7%	5.1%	14.7%	-6.2%	-0.7%	-0.7%	-6.0%	-3.0%					
Mar	-6.3%	-8.2%	16.7%	-13.7%	-6.3%	-2.8%	-30.2%	21.1%	-24.3%	-8.8%	-9.4%	-4.2%					
Apr	14.2%	18.7%	29.4%	-41.2%	-27.0%	13.8%	-37.3%	-34.8%	29.7%	-14.1%	-3.8%	-0.4%					
May	10.3%	24.0%	21.4%	-4.4%	-44.4%	10.1%	-41.9%	-32.5%	-9.2%	-28.3%	-1.3%	0.1%					
Jun	8.7%	7.5%	-3.9%	26.9%	-10.8%	6.4%	-33.1%	-0.8%	-31.6%	-19.1%	10.0%	0.1%					
Jul	51.0%	26.6%	2.5%	-17.5%	14.7%	34.7%	-3.8%	-13.4%	14.8%	0.6%	-35.3%	2.0%					
Aug	13.0%	-10.6%	-20.9%	4.5%	-34.3%	2.3%	-2.9%	9.4%	-3.4%	2.1%	3.5%	-0.2%					
Sep	33.6%	31.7%	-7.1%	-19.2%	-34.5%	21.1%	-8.5%	28.2%	11.5%	15.4%	1.5%	5.1%					
Oct	22.3%	22.8%	-14.3%	12.4%	0.3%	14.6%	62.2%	31.2%	9.2%	30.2%	11.6%	8.2%					
Nov	37.5%	-11.7%	-13.3%	1.4%	10.5%	20.6%	10.6%	-17.4%	44.2%	3.6%	3.4%	2.8%					
Dec	41.2%	17.1%	1.4%	0.6%	-8.2%	28.7%	40.8%	24.4%	8.6%	20.4%	1.7%	8.0%					
TOTAL	18.5%	8.7%	6.0%	-3.8%	-11.8%	13.8%	-2.0%	-2.0%	3.7%	-0.2%	-5.4%	1.3%					
INTERNATIONAL																	
Jan	80.4%	-19.1%	20.9%	-1.4%	225.2%	47.2%	-21.4%	18.2%	-19.1%	-3.8%	80.9%	12.3%					
Feb	-14.0%	-74.8%	20.9%	-19.1%	-10.1%	1.2%	200.0%	-8.3%	-22.7%	3.2%	65.7%	4.0%					
Mar	41.4%	-56.6%	6.7%	-34.2%	164.5%	19.7%	-22.2%	54.3%	-5.0%	17.9%	58.1%	3.3%					
Apr	18.5%	-67.0%	14.7%	-10.9%	36.4%	14.6%	-33.3%	4.5%	45.6%	19.8%	50.0%	7.8%					
May	28.5%	156.3%	-1.4%	52.9%	48.9%	12.3%	-62.5%	-22.5%	-3.0%	-22.5%	57.2%	4.8%					
Jun	24.2%	-2.4%	-2.9%	12.2%	10.3%	6.6%	-61.1%	25.5%	35.3%	8.5%	14.0%	5.6%					
Jul	43.7%	30.7%	-6.3%	-36.6%	-27.8%	8.4%	-50.0%	160.0%	64.7%	82.6%	10.8%	3.9%					
Aug	41.5%	3.3%	2.8%	-2.2%	-48.5%	9.2%	-50.0%	41.0%	-14.0%	8.0%	2.9%	-1.1%					
Sep	27.7%	11.6%	-3.1%	-8.3%	-54.6%	3.0%	12.5%	17.5%	-68.3%	-31.5%	-2.3%	2.5%					
Oct	32.8%	38.0%	-9.0%	26.8%	-39.6%	-9.2%	-56.3%	-1.7%	-35.1%	-27.3%	36.4%	0.4%					
Nov	65.3%	-14.5%	-23.3%	-5.8%	-51.5%	-9.7%	16.7%	2.0%	100.0%	26.0%	52.3%	4.4%					
Dec	45.1%	46.1%	-1.3%	-14.5%	-26.5%	6.5%	-61.5%	47.9%	-82.1%	-49.5%	47.6%	5.3%					
TOTAL	32.5%	-14.8%	0.2%	-5.5%	-9.5%	9.2%	-34.9%	21.2%	-29.2%	-9.1%	36.7%	4.3%					

**Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	31,073,340	30,712,024	1.2%	30,431,109	30,218,079	0.7%	642,231	493,946	30.0%
Total Visitors	3,286,677	3,211,429	2.3%	3,187,760	3,143,177	1.4%	98,917	68,252	44.9%
PARTY SIZE									
One	544,140	544,853	-0.1%	529,401	532,132	-0.5%	14,739	12,721	15.9%
Two	1,291,527	1,282,416	0.7%	1,250,276	1,255,012	-0.4%	41,252	27,403	50.5%
Three or more	1,451,009	1,384,160	4.8%	1,408,083	1,356,033	3.8%	42,926	28,127	52.6%
Avg Party Size	2.12	2.09	1.3%	2.12	2.10	1.2%	2.14	2.04	4.5%
VISIT STATUS									
First-Time	617,685	599,547	3.0%	593,329	583,056	1.8%	24,356	16,492	47.7%
Repeat	2,668,992	2,611,882	2.2%	2,594,431	2,560,122	1.3%	74,561	51,760	44.1%
Average # of Trips	7.00	7.01	-0.2%	7.05	7.01	0.5%	5.37	7.19	-25.3%
TRAVEL METHOD									
Group Tour	64,257	58,126	10.5%	62,420	54,901	13.7%	1,837	3,225	-43.0%
Package	604,893	603,669	0.2%	592,529	592,941	-0.1%	12,363	10,727	15.3%
Group Tour & Pkg	37,555	33,748	11.3%	35,816	31,757	12.8%	1,739	1,991	-12.7%
True Independent	2,655,083	2,583,382	2.8%	2,568,627	2,527,092	1.6%	86,455	56,291	53.6%
ISLANDS VISITED									
O'ahu	1,479,244	1,429,387	3.5%	1,389,264	1,371,861	1.3%	89,980	57,526	56.4%
Maui County	1,176,196	1,134,907	3.6%	1,155,476	1,120,333	3.1%	20,720	14,574	42.2%
...Maui	1,155,003	1,112,225	3.8%	1,135,043	1,098,391	3.3%	19,960	13,835	44.3%
...Moloka'i	24,188	22,613	7.0%	23,782	21,874	8.7%	406	739	-45.1%
...Lāna'i	28,246	29,488	-4.2%	26,455	28,541	-7.3%	1,791	946	89.2%
Kaua'i	568,489	568,836	-0.1%	557,963	561,040	-0.5%	10,526	7,797	35.0%
Hawai'i Island	577,670	563,062	2.6%	565,110	554,074	2.0%	12,560	8,988	39.7%
...Hilo	168,279	162,500	3.6%	161,681	157,077	2.9%	6,598	5,424	21.6%
...Kona	510,352	496,800	2.7%	499,657	488,716	2.2%	10,695	8,084	32.3%
LENGTH OF STAY									
O'ahu (days)	7.29	7.55	-3.6%	7.46	7.67	-2.7%	4.55	4.85	-6.2%
Maui (days)	8.62	8.69	-0.8%	8.70	8.72	-0.3%	4.42	6.81	-35.1%
Moloka'i (days)	5.88	6.03	-2.6%	5.88	6.10	-3.7%	6.00	3.99	50.6%
Lāna'i (days)	3.95	4.18	-5.5%	4.08	4.29	-4.8%	2.04	1.00	104.4%
Kaua'i (days)	8.57	8.57	0.0%	8.62	8.61	0.1%	5.96	5.96	0.1%
Hawai'i Island (days)	9.02	9.07	-0.5%	9.09	9.09	0.0%	6.03	7.85	-23.1%
...Hilo (days)	5.52	5.62	-1.9%	5.57	5.64	-1.1%	4.11	5.13	-20.0%
...Kona (days)	8.39	8.44	-0.6%	8.47	8.49	-0.2%	4.55	5.28	-13.8%
Statewide (days)	9.45	9.56	-1.1%	9.55	9.61	-0.7%	6.49	7.24	-10.3%
ACCOMMODATIONS									
Hotel	1,647,352	1,572,427	4.8%	1,576,211	1,529,628	3.0%	71,141	42,800	66.2%
...Hotel Only	1,396,435	1,331,918	4.8%	1,333,759	1,293,517	3.1%	62,676	38,401	63.2%
Condo	732,298	744,506	-1.6%	719,511	735,210	-2.1%	12,787	9,296	37.5%
...Condo Only	593,920	607,852	-2.3%	585,730	602,016	-2.7%	8,190	5,836	40.3%
Timeshare	430,685	432,330	-0.4%	427,180	427,239	0.0%	3,505	5,091	-31.2%
...Timeshare Only	339,705	343,882	-1.2%	337,436	339,652	-0.7%	2,269	4,230	-46.4%
Rental House	305,195	277,310	10.1%	298,819	274,688	8.8%	6,376	2,623	143.1%
Bed & Breakfast	30,391	28,441	6.9%	29,943	27,775	7.8%	447	665	-32.8%
Cruise Ship	30,155	24,682	22.2%	29,497	24,456	20.6%	658	226	191.0%
Friends or Relatives	397,067	394,523	0.6%	384,196	383,029	0.3%	12,871	11,494	12.0%
PURPOSE OF TRIP									
Pleasure (Net)	2,727,713	2,671,538	2.1%	2,648,146	2,619,428	1.1%	79,567	52,110	52.7%
....Vacation	2,612,720	2,569,633	1.7%	2,536,845	2,518,905	0.7%	75,875	50,728	49.6%
....Honeymoon	120,267	101,779	18.2%	117,325	100,280	17.0%	2,942	1,500	96.2%
....Get Married	40,072	32,215	24.4%	39,323	31,880	23.3%	749	335	123.5%
MC&I (Net)	151,836	133,342	13.9%	148,626	131,184	13.3%	3,210	2,158	48.8%
....Convention/Conf.	91,037	80,781	12.7%	89,851	79,186	13.5%	1,186	1,595	-25.6%
....Corp. Meetings	41,438	34,342	20.7%	39,716	33,964	16.9%	1,722	379	354.8%
....Incentive	28,843	23,228	24.2%	28,541	23,044	23.9%	302	184	64.2%
Other Business	159,589	141,331	12.9%	156,149	137,186	13.8%	3,441	4,144	-17.0%
Visit Friends/Relatives	373,778	366,353	2.0%	362,486	356,705	1.6%	11,293	9,649	17.0%
Government/Military	34,235	26,119	31.1%	33,240	25,126	32.3%	995	992	0.3%
Attend School	13,147	7,917	66.1%	12,378	7,412	67.0%	769	505	52.2%
Sport Events	41,585	40,049	3.8%	41,373	40,049	3.3%	212,31034	0	NA
Average Age	46	46	0.1%	47	46	0.2%	45	45	-1.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	4,992.2	4,806.3	3.9%						
Per Person Per Day (\$)	160.7	156.5	2.7%						
Per Person Per Trip (\$)	1,518.9	1,496.6	1.5%						

Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)
2014

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	177,907	174,774	201,274	224,000	203,451	247,548	266,336	258,071	188,496	200,743	215,082	235,359	2,593,041
Alaska	9,997	8,813	9,836	5,299	5,066	3,178	2,576	2,308	3,030	5,343	8,400	11,602	75,447
California	109,000	103,615	127,714	151,327	149,479	193,850	218,639	204,873	142,276	144,163	145,712	157,053	1,847,700
Oregon	19,833	17,887	22,397	14,925	14,734	16,476	13,682	14,038	14,066	15,739	19,379	19,739	202,897
Washington	39,078	44,460	41,328	52,449	34,172	34,043	31,439	36,851	29,125	35,497	41,591	46,966	466,997
MOUNTAIN	48,768	43,415	61,870	46,141	56,004	59,308	52,892	39,020	38,660	51,146	45,459	52,036	594,719
Arizona	9,889	9,172	15,348	10,282	19,231	18,708	18,407	11,551	12,488	15,373	10,532	11,543	162,524
Colorado	10,905	10,015	16,099	9,453	12,476	13,347	11,578	8,441	8,758	12,682	11,026	13,485	138,265
Idaho	5,726	4,637	6,756	2,829	3,421	3,871	2,583	2,102	2,256	2,810	4,091	3,752	44,835
Montana	3,440	3,228	3,894	2,053	1,548	1,699	1,156	936	915	1,683	1,858	2,680	25,090
Nevada	6,928	5,718	6,726	8,643	7,204	8,851	9,057	7,858	6,202	8,046	6,943	8,098	90,273
New Mexico	1,898	1,557	2,005	2,069	3,022	2,772	2,449	1,659	1,836	1,591	1,723	2,137	24,719
Utah	9,175	8,321	9,452	10,036	8,402	9,223	7,121	5,964	5,772	7,936	8,154	9,421	98,976
Wyoming	806	766	1,591	776	702	838	541	508	432	1,025	1,132	921	10,037
TOTAL U.S. WEST	226,675	218,189	263,144	270,141	259,455	306,856	319,228	297,091	227,156	251,889	260,541	287,396	3,187,760

Note: Sums may not add up to total due to rounding.

**Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

U.S. EAST	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	18,078,650	17,819,671	1.5%	17,503,506	17,275,737	1.3%	575,144	543,934	5.7%
Total Visitors	1,734,794	1,701,852	1.9%	1,653,010	1,628,677	1.5%	81,784	73,175	11.8%
PARTY SIZE									
One	351,926	349,169	0.8%	341,021	337,233	1.1%	10,905	11,936	-8.6%
Two	783,398	782,708	0.1%	747,428	751,454	-0.5%	35,970	31,254	15.1%
Three or more	599,469	569,975	5.2%	564,561	539,990	4.6%	34,908	29,985	16.4%
Avg Party Size	1.94	1.93	0.9%	1.93	1.92	0.8%	2.16	2.12	2.3%
VISIT STATUS									
First-Time	715,172	716,887	-0.2%	677,731	678,538	-0.1%	37,441	38,349	-2.4%
Repeat	1,019,622	984,964	3.5%	975,279	950,139	2.6%	44,343	34,826	27.3%
Average # of Trips	4.17	4.11	1.4%	4.19	4.12	1.7%	3.78	3.95	-4.2%
TRAVEL METHOD									
Group Tour	83,828	79,047	6.0%	79,028	74,978	5.4%	4,800	4,069	18.0%
Package	382,911	389,733	-1.8%	366,573	374,213	-2.0%	16,338	15,520	5.3%
Group Tour & Pkg	59,185	56,999	3.8%	54,763	53,323	2.7%	4,422	3,676	20.3%
True Independent	1,327,239	1,290,070	2.9%	1,262,172	1,232,809	2.4%	65,068	57,261	13.6%
ISLANDS VISITED									
O'ahu	1,031,095	1,015,177	1.6%	960,834	948,678	1.3%	70,261	66,499	5.7%
Maui County	653,778	639,502	2.2%	633,091	622,007	1.8%	20,687	17,496	18.2%
...Maui	643,274	626,991	2.6%	622,587	609,767	2.1%	20,687	17,224	20.1%
...Moloka'i	17,120	15,405	11.1%	16,697	15,024	11.1%	423	382	11.0%
...Lāna'i	22,672	24,485	-7.4%	21,558	23,671	-8.9%	1,114	814	36.9%
Kaua'i	343,293	340,688	0.8%	332,550	332,125	0.1%	10,744	8,563	25.5%
Hawai'i Island	394,315	383,744	2.8%	378,022	370,691	2.0%	16,294	13,053	24.8%
...Hilo	161,759	156,817	3.2%	154,021	149,350	3.1%	7,738	7,467	3.6%
...Kona	333,904	325,010	2.7%	320,367	314,615	1.8%	13,538	10,394	30.2%
LENGTH OF STAY									
O'ahu (days)	7.20	7.46	-3.4%	7.34	7.59	-3.3%	5.29	5.53	-4.3%
Maui (days)	7.94	7.77	2.3%	8.07	7.86	2.7%	4.13	4.44	-6.8%
Moloka'i (days)	4.58	4.68	-2.1%	4.67	4.61	1.4%	1.00	7.47	-86.6%
Lāna'i (days)	3.17	3.55	-10.8%	3.24	3.64	-10.8%	1.62	1.00	62.0%
Kaua'i (days)	7.05	7.00	0.7%	7.14	7.07	1.0%	4.23	4.27	-0.8%
Hawai'i Island (days)	7.53	7.39	1.9%	7.67	7.49	2.4%	4.31	4.58	-5.8%
...Hilo (days)	4.40	4.25	3.3%	4.44	4.34	2.2%	3.58	2.49	43.5%
...Kona (days)	6.77	6.68	1.4%	6.92	6.77	2.3%	3.14	3.96	-20.5%
Statewide (days)	10.42	10.47	-0.5%	10.59	10.61	-0.2%	7.03	7.43	-5.4%
ACCOMMODATIONS									
Hotel	1,068,585	1,047,151	2.0%	1,010,276	993,549	1.7%	58,309	53,602	8.8%
...Hotel Only	864,474	847,734	2.0%	815,995	802,234	1.7%	48,479	45,499	6.5%
Condo	261,564	262,424	-0.3%	251,855	253,009	-0.5%	9,709	9,415	3.1%
...Condo Only	180,423	181,030	-0.3%	174,783	175,356	-0.3%	5,640	5,674	-0.6%
Timeshare	189,617	189,311	0.2%	184,508	185,810	-0.7%	5,109	3,501	45.9%
...Timeshare Only	138,122	137,722	0.3%	133,593	134,923	-1.0%	4,528	2,799	61.8%
Rental House	133,789	119,121	12.3%	130,411	115,962	12.5%	3,378	3,159	6.9%
Bed & Breakfast	23,942	22,831	4.9%	21,389	21,922	-2.4%	2,552	908	181.0%
Cruise Ship	69,373	63,935	8.5%	66,010	61,944	6.6%	3,363	1,991	68.9%
Friends or Relatives	209,631	208,250	0.7%	200,586	200,176	0.2%	9,046	8,074	12.0%
PURPOSE OF TRIP									
Pleasure (Net)	1,368,616	1,346,624	1.6%	1,299,961	1,286,157	1.1%	68,655	60,466	13.5%
....Vacation	1,279,104	1,260,460	1.5%	1,213,566	1,202,567	0.9%	65,537	57,894	13.2%
....Honeymoon	94,221	89,936	4.8%	91,393	86,962	5.1%	2,827	2,974	-4.9%
....Get Married	21,289	17,340	22.8%	20,814	16,659	24.9%	475	682	-30.4%
MC&I (Net)	146,096	138,457	5.5%	143,402	135,262	6.0%	2,694	3,195	-15.7%
....Convention/Conf.	91,133	83,807	8.7%	88,727	81,428	9.0%	2,406	2,378	1.2%
....Corp. Meetings	30,687	27,227	12.7%	30,399	26,907	13.0%	288	320	-10.0%
....Incentive	32,787	33,206	-1.3%	32,787	32,709	0.2%	0	497	-100.0%
Other Business	77,877	69,228	12.5%	76,199	66,809	14.1%	1,679	2,419	-30.6%
Visit Friends/Relatives	203,726	203,626	0.0%	198,260	196,914	0.7%	5,466	6,711	-18.6%
Government/Military	42,490	35,217	20.7%	39,744	33,217	19.6%	2,746	2,000	37.3%
Attend School	6,150	4,116	49.4%	6,150	3,865	59.1%	0	252	-100.0%
Sport Events	21,501	16,927	27.0%	20,555	16,747	22.7%	946	180	425.5%
Average Age	48	47		48	47		49	44	11.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,736.0	3,544.6	5.4%						
Per Person Per Day (\$)	206.7	198.9	3.9%						
Per Person Per Trip (\$)	2,153.6	2,082.8	3.4%						

**Table 16: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air)
2014**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	28,783	25,753	29,992	12,433	14,319	14,373	13,650	8,789	9,564	11,818	12,023	18,832	200,329
Iowa	3,949	3,508	4,097	1,539	1,595	1,743	1,789	1,052	1,561	1,324	1,431	2,403	25,992
Kansas	2,436	1,892	3,063	1,518	2,457	2,092	2,375	1,292	1,295	1,688	1,584	2,565	24,257
Minnesota	12,477	11,482	14,121	4,225	3,432	3,302	2,861	2,593	2,615	3,976	4,179	6,998	72,260
Missouri	4,053	3,604	4,666	2,930	4,166	4,881	4,572	2,558	2,721	2,820	2,793	3,401	43,166
Nebraska	2,218	2,038	2,035	1,139	1,565	1,397	1,273	711	779	1,063	991	1,666	16,873
N. Dakota	2,093	1,747	1,135	482	461	484	403	324	283	495	560	987	9,455
S. Dakota	1,557	1,482	875	601	642	474	377	260	309	452	484	812	8,326
W.S. CENTRAL	17,735	16,819	28,061	18,676	28,176	39,714	40,146	26,577	20,641	20,204	18,629	25,178	300,555
Arkansas	1,049	852	1,403	849	1,273	1,575	1,690	809	789	773	731	970	12,763
Louisiana	1,021	1,256	1,354	1,668	2,309	2,236	2,169	1,321	1,281	1,337	1,051	1,216	18,220
Oklahoma	1,924	1,648	2,592	1,693	3,049	2,925	3,271	1,699	2,021	1,850	1,519	2,159	26,351
Texas	13,740	13,063	22,712	14,466	21,545	32,978	33,016	22,748	16,550	16,244	15,328	20,832	243,222
EN. CENTRAL	33,851	34,797	40,115	27,043	24,605	30,166	26,543	20,872	19,898	23,921	21,825	33,879	337,516
Illinois	11,735	11,416	15,521	8,495	9,220	11,120	10,872	8,717	7,440	8,798	9,044	14,169	126,545
Indiana	3,608	3,678	4,700	2,690	3,154	4,284	3,359	1,885	2,371	3,524	2,600	3,452	39,305
Michigan	6,347	7,958	6,318	6,820	4,122	4,285	3,716	3,960	3,343	4,104	3,915	6,709	61,597
Ohio	5,999	5,634	6,997	4,983	5,519	7,542	6,184	4,129	4,665	4,600	3,664	5,301	65,218
Wisconsin	6,161	6,111	6,579	4,056	2,591	2,936	2,412	2,181	2,079	2,895	2,602	4,248	44,851
E.S. CENTRAL	5,553	5,095	6,857	4,825	8,584	9,366	7,733	4,829	5,529	6,068	4,404	6,055	74,898
Alabama	1,086	1,101	1,776	1,243	2,167	2,164	1,798	1,315	1,296	1,427	1,055	1,405	17,832
Kentucky	1,509	1,358	1,546	1,223	1,815	2,461	1,828	1,101	1,363	1,438	1,084	1,453	18,177
Mississippi	478	451	768	515	966	957	820	569	554	632	457	717	7,884
Tennessee	2,480	2,185	2,768	1,845	3,636	3,783	3,287	1,845	2,315	2,571	1,808	2,481	31,004
NEW ENGLAND	9,099	11,148	8,856	10,213	7,731	8,190	9,745	9,748	6,667	8,015	6,389	10,640	106,442
Connecticut	1,989	2,197	1,995	2,273	1,784	1,988	2,740	2,640	1,499	1,720	1,296	2,553	24,674
Maine	812	908	815	820	678	449	530	405	467	543	501	603	7,529
Massachusetts	4,460	5,542	4,263	4,945	3,725	4,159	4,725	5,239	3,458	4,206	3,331	5,695	53,748
New Hampshire	829	1,176	803	1,108	626	734	802	678	588	706	586	854	9,489
Rhode Island	509	665	492	608	534	531	610	462	409	436	337	527	6,122
Vermont	500	661	487	460	384	329	337	325	246	405	338	408	4,880
MID ATLANTIC	21,413	21,038	18,911	21,535	21,401	21,680	26,895	31,927	17,262	19,942	16,283	25,266	263,552
New Jersey	5,329	4,617	4,562	5,892	5,530	5,809	8,216	9,805	4,659	5,194	4,389	5,959	69,960
New York	10,299	10,863	9,167	10,398	9,866	8,741	11,587	15,934	7,979	9,431	7,754	13,762	125,781
Pennsylvania	5,785	5,558	5,182	5,245	6,004	7,130	7,092	6,188	4,624	5,317	4,140	5,545	67,811
S. ATLANTIC	26,170	25,290	28,882	29,404	34,877	40,357	40,708	31,393	27,400	27,806	23,500	33,932	369,718
Delaware	478	450	399	438	452	476	492	420	373	368	344	451	5,141
Washington, D.C.	724	664	775	599	738	678	848	1,202	600	667	633	1,288	9,415
Florida	6,874	6,572	8,409	7,194	9,731	11,676	11,631	7,673	8,155	7,805	6,493	8,322	100,536
Georgia	3,439	3,911	4,420	4,384	7,030	6,613	6,037	3,916	4,329	4,138	3,945	5,069	57,230
Maryland	3,596	3,345	3,412	3,771	3,804	4,771	5,604	4,860	3,321	3,473	2,918	4,359	47,235
N. Carolina	3,496	3,163	3,669	3,845	4,511	5,235	4,928	3,399	3,446	3,409	2,908	4,489	46,498
S. Carolina	1,439	1,444	1,550	2,021	1,789	2,538	2,114	1,448	1,628	1,558	1,262	1,668	20,459
Virginia	5,641	5,302	5,831	6,675	6,245	7,647	8,474	8,096	5,218	5,933	4,706	7,893	77,662
West Virginia	484	437	418	477	576	722	580	380	330	454	293	395	5,543
TOTAL U.S. EAST	142,604	139,940	161,675	124,130	139,693	163,846	165,420	134,136	106,960	117,772	103,052	153,781	1,653,010

Note: Sums may not add up to total due to rounding.

**Table 17: Domestic U.S. Visitors by State (Arrivals by Air)
2005 - 2014**

	2014	2013	2012	2011	2010R	2009	2008	2007	2006	2005
PACIFIC COAST	2,593,041	2,548,978	2,558,886	2,375,475	2,321,329	2,143,635	2,171,206	2,558,488	2,541,078	2,432,433
Alaska	75,447	77,365	79,200	79,218	69,175	66,076	56,075	46,577	40,737	39,349
California	1,847,700	1,803,858	1,817,836	1,629,858	1,617,786	1,490,479	1,557,050	1,946,829	1,997,750	1,919,548
Oregon	202,897	201,869	200,289	204,240	196,533	176,912	172,079	179,235	165,178	152,462
Washington	466,997	465,887	461,561	462,160	437,835	410,167	386,002	385,846	337,413	321,074
MOUNTAIN	594,719	594,199	574,311	559,924	538,453	523,423	551,782	640,831	635,764	554,935
Arizona	162,524	165,660	155,940	148,450	147,722	140,163	152,122	190,089	198,471	151,642
Colorado	138,265	136,990	140,166	139,448	134,163	128,870	133,645	145,590	140,728	135,564
Idaho	44,835	46,097	39,538	38,753	35,261	36,626	36,683	41,222	36,782	32,752
Montana	25,090	25,280	23,375	23,572	20,863	19,268	20,218	20,105	19,928	19,391
Nevada	90,273	88,646	88,025	81,518	76,986	73,561	76,733	96,806	100,014	91,186
New Mexico	24,719	26,066	27,736	26,559	26,953	25,837	26,802	31,595	30,468	27,699
Utah	98,976	96,406	90,549	92,049	87,841	90,179	96,306	105,904	100,467	88,584
Wyoming	10,037	9,053	8,981	9,574	8,664	8,919	9,274	9,519	8,907	8,117
W.N. CENTRAL	200,329	196,435	200,691	200,784	189,866	185,516	203,438	220,179	226,088	224,273
Iowa	25,992	26,019	27,387	26,102	23,682	23,443	25,851	28,324	28,709	28,221
Kansas	24,257	24,059	24,362	26,017	23,904	23,888	25,676	28,674	28,462	28,442
Minnesota	72,260	68,742	70,241	71,518	68,358	66,000	75,400	79,874	82,888	84,560
Missouri	43,166	43,243	44,377	43,465	42,769	42,492	46,298	50,764	52,998	50,363
Nebraska	16,873	17,074	17,558	17,393	16,261	16,031	16,360	17,918	18,263	18,429
N. Dakota	9,455	8,785	8,434	7,724	6,947	6,004	6,137	6,291	6,391	6,356
S. Dakota	8,326	8,513	8,331	8,565	7,947	7,658	7,716	8,333	8,377	7,901
W.S. CENTRAL	300,555	288,044	300,282	286,962	282,848	275,802	267,355	297,700	295,493	272,439
Arkansas	12,763	12,919	13,145	13,487	13,923	14,013	13,264	14,978	16,455	15,886
Louisiana	18,220	16,838	17,404	17,435	17,258	17,636	18,090	21,783	23,243	20,237
Oklahoma	26,351	26,064	27,621	27,106	27,061	26,122	26,495	30,514	29,759	26,746
Texas	243,222	232,224	242,112	228,934	224,606	218,032	209,506	230,425	226,037	209,570
E.N. CENTRAL	337,516	335,549	344,260	345,118	330,498	320,607	364,099	407,255	427,680	436,299
Illinois	126,545	126,284	132,958	132,196	126,637	120,274	135,097	147,619	153,809	151,806
Indiana	39,305	38,289	39,323	39,743	38,066	36,477	42,069	48,920	51,666	52,721
Michigan	61,597	62,270	61,461	60,818	58,515	57,369	66,683	75,859	81,670	84,412
Ohio	65,218	64,309	65,183	65,880	65,021	62,085	72,598	82,220	86,523	88,463
Wisconsin	44,851	44,397	45,334	46,482	42,259	44,402	47,652	52,636	54,012	58,897
E.S. CENTRAL	74,898	74,524	78,110	76,712	79,106	75,076	82,880	97,862	101,872	99,269
Alabama	17,832	17,524	19,321	18,825	19,094	18,766	21,167	23,638	23,896	23,524
Kentucky	18,177	18,131	19,238	18,516	20,328	18,141	20,702	24,288	27,214	26,759
Mississippi	7,884	7,661	8,323	7,848	8,012	7,893	8,392	10,551	10,639	9,768
Tennessee	31,004	31,207	31,227	31,524	31,673	30,276	32,619	39,385	40,123	39,218
NEW ENGLAND	106,442	107,911	105,140	102,404	98,612	97,319	105,260	121,707	126,058	130,519
Connecticut	24,674	26,292	25,268	23,916	23,377	22,878	25,199	29,124	30,432	31,556
Maine	7,529	7,943	7,766	7,171	7,396	7,502	8,090	9,071	9,378	9,987
Massachusetts	53,748	53,502	51,946	50,919	48,390	48,169	51,109	59,146	61,421	62,914
New Hampshire	9,489	9,267	9,221	9,253	8,971	8,321	9,300	11,485	11,254	11,719
Rhode Island	6,122	5,980	6,099	6,204	5,914	5,703	6,512	7,175	7,993	8,339
Vermont	4,880	4,926	4,840	4,940	4,563	4,745	5,051	5,706	5,581	6,003
MID ATLANTIC	263,552	270,350	256,818	235,893	235,053	230,012	246,367	283,285	285,521	290,955
New Jersey	69,960	72,970	68,618	61,109	62,845	60,716	63,500	75,337	74,534	77,295
New York	125,781	128,832	119,696	108,282	107,152	106,446	112,367	127,397	129,946	134,627
Pennsylvania	67,811	68,548	68,504	66,502	65,056	62,850	70,500	80,551	81,041	79,032
S. ATLANTIC	369,718	355,864	361,396	346,839	344,047	336,216	369,270	429,746	447,991	431,427
Delaware	5,141	5,075	4,904	4,535	7,905	4,565	5,128	6,009	8,168	5,897
Washington, D.C.	9,415	8,977	8,771	9,258	4,586	7,618	7,529	8,116	6,031	7,930
Florida	100,536	95,885	95,117	89,414	86,636	85,249	96,993	121,870	127,551	121,877
Georgia	57,230	54,563	54,755	52,100	51,924	51,144	56,095	65,536	72,763	67,544
Maryland	47,235	46,564	48,971	47,393	46,816	47,283	50,590	59,903	61,832	60,660
N. Carolina	46,498	45,659	44,461	42,354	43,604	40,454	45,863	52,866	52,574	49,633
S. Carolina	20,459	18,922	19,149	18,300	18,556	17,529	19,373	23,053	22,845	21,450
Virginia	77,662	74,498	79,447	77,819	78,128	76,712	80,936	85,295	88,888	89,226
West Virginia	5,543	5,721	5,820	5,667	5,891	5,662	6,764	7,077	7,339	7,210
UNITED STATES	4,840,769	4,771,854	4,779,893	4,530,111	4,419,811	4,187,606	4,361,657	5,057,052	5,087,546	4,872,548

Note: Sums may not add up to total due to rounding.

**Table 18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air)
2014**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY MOON	% ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	2,593,041	9.43	24,449,844	88.0	57.3	17.2	42.4	18.8	4.4	3.6	1.15	7.28
Alaska	75,447	12.36	932,739	85.3	51.6	14.4	30.6	25.4	4.9	3.3	1.17	7.67
California	1,847,700	8.96	16,563,478	87.8	55.8	17.6	46.2	15.9	4.5	3.6	1.15	7.29
Oregon	202,897	10.43	2,115,277	88.4	63.6	16.7	30.6	25.6	4.7	3.6	1.14	7.04
Washington	466,997	10.36	4,838,350	89.2	61.6	16.3	34.1	26.4	3.9	3.5	1.13	7.28
MOUNTAIN	594,719	10.06	5,981,265	83.5	52.4	24.7	39.5	16.4	5.7	4.2	1.22	6.02
Arizona	162,524	9.67	1,572,420	83.2	53.2	25.3	41.9	14.9	5.6	4.4	1.22	5.82
Colorado	138,265	10.46	1,446,901	81.7	59.2	23.9	38.9	17.0	6.2	4.0	1.24	6.08
Idaho	44,835	10.50	470,609	86.2	58.9	26.5	31.7	23.7	5.6	4.2	1.17	5.51
Montana	25,090	11.45	287,397	85.4	64.6	27.0	32.6	23.7	6.2	3.8	1.18	5.27
Nevada	90,273	9.78	882,659	85.0	42.9	22.1	42.9	13.8	4.3	4.3	1.20	7.10
New Mexico	24,719	10.48	259,117	82.4	54.0	30.9	41.3	14.0	7.2	4.8	1.24	5.14
Utah	98,976	9.67	956,847	83.7	43.8	23.1	38.5	15.8	6.1	3.8	1.21	6.06
Wyoming	10,037	10.49	105,315	81.9	54.9	34.2	38.2	16.8	6.6	4.0	1.25	4.57
WEST NORTH CENTRAL	200,329	10.79	2,160,631	74.8	49.2	37.9	45.2	14.4	10.0	4.7	1.35	4.34
Iowa	25,992	10.70	278,012	72.5	46.5	41.5	45.7	14.6	9.4	4.9	1.40	4.06
Kansas	24,257	10.02	243,000	77.1	48.4	39.5	47.3	13.2	9.8	4.5	1.33	4.18
Minnesota	72,260	11.33	818,899	75.0	52.5	33.4	42.4	15.8	10.0	4.5	1.34	4.76
Missouri	43,166	10.48	452,316	74.1	45.7	40.2	46.6	13.2	9.2	5.2	1.37	4.09
Nebraska	16,873	10.22	172,489	76.3	47.4	39.6	48.1	12.8	10.6	4.0	1.33	4.18
North Dakota	9,455	10.65	100,729	73.7	49.3	42.3	49.6	13.4	14.0	4.9	1.36	3.81
South Dakota	8,326	11.43	95,187	75.5	52.2	40.1	44.4	15.8	11.4	4.3	1.34	4.18
WEST SOUTH CENTRAL	300,555	9.55	2,870,066	77.5	45.6	38.7	51.7	11.4	8.0	4.8	1.32	4.38
Arkansas	12,763	10.16	129,698	75.0	41.6	42.8	45.9	14.6	8.7	4.7	1.39	3.87
Louisiana	18,220	9.67	176,200	74.7	39.2	48.7	51.4	9.8	11.6	5.7	1.40	3.39
Oklahoma	26,351	10.07	265,468	77.7	47.4	38.4	48.0	13.8	8.1	4.9	1.32	4.28
Texas	243,222	9.45	2,298,700	77.8	46.1	37.7	52.4	11.1	7.7	4.8	1.31	4.50
EAST NORTH CENTRAL	337,516	10.86	3,664,373	70.8	46.4	40.0	46.9	12.8	8.4	5.7	1.43	4.16
Illinois	126,545	10.32	1,306,406	72.7	48.9	35.8	49.8	12.4	7.8	6.0	1.38	4.57
Indiana	39,305	10.76	422,967	71.3	45.1	43.0	46.2	13.3	9.1	5.4	1.43	3.87
Michigan	61,597	11.67	719,123	70.0	46.2	41.3	43.8	14.0	8.5	6.0	1.45	4.07
Ohio	65,218	10.83	706,571	68.4	42.0	44.5	47.4	11.4	8.9	5.6	1.48	3.72
Wisconsin	44,851	11.36	509,307	69.4	47.1	41.2	42.7	14.1	8.7	5.1	1.45	4.06
EAST SOUTH CENTRAL	74,898	10.39	778,153	73.3	36.6	45.2	51.2	10.2	9.9	5.3	1.41	3.77
Alabama	17,832	10.03	178,859	74.2	31.5	45.9	54.3	8.8	10.3	4.8	1.38	3.75
Kentucky	18,177	10.66	193,758	71.1	39.6	45.6	49.2	11.5	9.1	5.5	1.45	3.75
Mississippi	7,884	10.09	79,534	77.4	33.8	49.4	52.9	10.0	10.1	4.5	1.36	3.41
Tennessee	31,004	10.51	326,002	73.1	38.4	43.4	50.2	10.4	10.0	5.6	1.41	3.89
NEW ENGLAND	106,442	11.60	1,234,291	69.1	43.8	40.4	46.3	10.1	8.2	6.5	1.44	4.42
Connecticut	24,674	11.21	276,630	67.6	41.7	41.5	49.5	8.5	7.9	6.8	1.47	4.11
Maine	7,529	12.93	97,351	74.7	42.3	37.0	39.9	12.1	8.7	3.9	1.36	5.16
Massachusetts	53,748	11.40	612,750	68.2	45.2	40.8	47.2	10.0	8.5	7.2	1.45	4.35
New Hampshire	9,489	12.13	115,140	70.9	42.9	41.0	43.2	12.4	7.6	5.1	1.42	4.26
Rhode Island	6,122	11.65	71,303	69.4	35.4	40.1	46.4	9.3	7.4	6.5	1.45	4.61
Vermont	4,880	12.52	61,118	75.0	53.1	34.4	34.9	14.4	8.1	4.2	1.36	5.53
MIDDLE ATLANTIC	263,552	10.81	2,847,682	65.7	38.1	46.3	51.4	7.8	7.8	7.3	1.51	3.73
New Jersey	69,960	10.66	745,795	63.0	36.4	45.6	54.0	7.5	8.0	7.3	1.55	3.69
New York	125,781	10.76	1,353,965	66.9	37.8	46.2	51.9	7.4	7.1	7.7	1.49	3.82
Pennsylvania	67,811	11.03	747,922	66.2	40.2	47.1	47.9	8.9	8.9	6.5	1.52	3.59
SOUTH ATLANTIC	369,718	10.68	3,948,309	72.4	34.0	41.0	51.0	7.9	9.2	4.9	1.42	4.33
Delaware	5,141	11.16	57,363	72.2	36.2	37.0	51.6	7.9	9.2	6.0	1.37	4.86
Washington D.C.	9,415	9.77	92,029	67.8	35.7	45.6	44.8	8.9	7.5	5.6	1.49	3.76
Florida	100,536	11.08	1,113,610	70.7	34.7	42.1	49.6	7.6	9.0	4.8	1.47	4.32
Georgia	57,230	10.06	575,809	73.4	34.5	42.4	54.2	8.8	10.5	4.7	1.39	3.95
Maryland	47,235	10.72	506,126	72.0	33.4	40.0	51.4	7.2	9.8	5.1	1.41	4.47
North Carolina	46,498	10.67	496,239	72.1	38.0	44.9	48.4	8.9	9.4	5.2	1.43	3.79
South Carolina	20,459	11.00	225,134	72.7	34.4	45.2	48.4	9.0	9.1	4.5	1.43	3.95
Virginia	77,662	10.57	821,111	74.3	30.2	35.5	53.2	7.1	8.4	4.8	1.37	4.98
West Virginia	5,543	10.98	60,888	71.5	35.9	50.2	48.8	9.4	8.3	5.6	1.44	3.55

Note: Sums may not add up to total due to rounding.

**Table 19: Market Penetration for Top U.S. CBSA (Arrivals by Air)
2014**

RANK	METRO AREA	2014	2013	% CHNG	Population (1000) ¹	Est. 2014 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	569,784	548,337	3.9%	12,828	44.4
2	San Francisco-Oakland-Hayward CA	398,353	389,623	2.2%	4,335	91.9
3	Seattle-Tacoma-Bellevue WA	305,283	302,660	0.9%	3,440	88.8
4	San Diego-Carlsbad CA	180,522	174,736	3.3%	3,095	58.3
5	San Jose-Sunnyvale-Santa Clara CA	164,869	158,108	4.3%	1,837	89.8
6	New York-Newark-Jersey City NY-NJ-PA	151,386	155,994	-3.0%	18,897	8.0
7	Portland-Vancouver-Hillsboro OR-WA	150,909	148,380	1.7%	2,226	67.8
8	Phoenix-Mesa-Scottsdale AZ	123,674	125,492	-1.4%	4,193	29.5
9	Sacramento--Roseville--Arden-Arcade CA	118,457	118,932	-0.4%	2,149	55.1
10	Riverside-San Bernardino-Ontario CA	106,204	103,067	3.0%	4,225	25.1
11	Chicago-Naperville-Elgin IL-IN-WI	106,108	104,649	1.4%	9,461	11.2
12	Dallas-Fort Worth-Arlington TX	85,803	81,486	5.3%	6,372	13.5
13	Washington-Arlington-Alexandria DC-VA-MD-WV	78,348	76,081	3.0%	5,582	14.0
14	Denver-Aurora-Lakewood CO	78,155	77,375	1.0%	2,543	30.7
15	Houston-The Woodlands-Sugar Land TX	68,196	64,923	5.0%	5,947	11.5
16	Las Vegas-Henderson-Paradise NV	64,168	62,785	2.2%	1,951	32.9
17	Minneapolis-St. Paul-Bloomington MN-WI	53,569	51,335	4.4%	3,280	16.3
18	Anchorage AK	48,152	49,999	-3.7%	381	126.4
19	Oxnard-Thousand Oaks-Ventura CA	43,656	43,058	1.4%	823	53.0
20	Atlanta-Sandy Springs-Roswell GA	42,691	40,346	5.8%	5,269	8.1
21	Boston-Cambridge-Newton MA-NH	42,616	42,120	1.2%	4,552	9.4
22	Salt Lake City UT	41,450	40,503	2.3%	1,124	36.9
23	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	39,906	40,576	-1.7%	5,965	6.7
24	Santa Rosa CA	31,253	30,566	2.2%	484	64.6
25	Detroit-Warren-Dearborn MI	28,594	29,144	-1.9%	4,296	6.7
26	Austin-Round Rock TX	26,473	25,012	5.8%	1,716	15.4
27	Miami-Fort Lauderdale-West Palm Beach FL	25,131	24,195	3.9%	5,565	4.5
28	St. Louis MO-IL	24,138	24,347	-0.9%	2,813	8.6
29	Spokane-Spokane Valley WA	22,767	24,013	-5.2%	471	48.3
30	Stockton-Lodi CA	22,250	21,456	3.7%	685	32.5
31	Santa Cruz-Watsonville CA	21,948	22,105	-0.7%	262	83.6
32	Kansas City MO-KS	21,571	21,606	-0.2%	2,035	10.6
32	Baltimore-Columbia-Towson MD	21,283	21,034	1.2%	2,710	7.9
34	Boise City ID	21,183	22,145	-4.3%	617	34.4
35	Tucson AZ	21,115	21,521	-1.9%	980	21.5
36	Vallejo-Fairfield CA	20,835	20,804	0.2%	413	50.4
37	Provo-Orem UT	20,638	20,052	2.9%	527	39.2
38	San Antonio-New Braunfels TX	20,058	18,914	6.0%	2,143	9.4
39	Fresno CA	19,604	20,055	-2.2%	930	21.1
40	Santa Maria-Santa Barbara CA	19,559	20,015	-2.3%	424	46.1
41	Ogden-Clearfield UT	19,389	19,264	0.6%	547	35.4
42	Reno NV	18,885	18,452	2.3%	425	44.4
43	Tampa-St. Petersburg-Clearwater FL	16,299	15,822	3.0%	2,783	5.9
44	Bremerton-Silverdale WA	16,247	16,149	0.6%	251	64.7
45	Colorado Springs CO	15,778	15,216	3.7%	646	24.4
46	Eugene OR	15,444	16,309	-5.3%	352	43.9
47	Salem OR	15,346	14,962	2.6%	391	39.3
48	Olympia-Tumwater WA	15,325	15,410	-0.5%	252	60.8
49	Indianapolis-Carmel-Anderson IN	15,240	14,571	4.6%	1,756	8.7
50	Cincinnati OH-KY-IN	15,207	14,485	5.0%	2,130	7.1
51	Orlando-Kissimmee-Sanford FL	15,121	13,922	8.6%	2,134	7.1
52	Virginia Beach-Norfolk-Newport News VA-NC	14,846	13,491	10.0%	1,672	8.9
53	Bellingham WA	14,746	15,812	-6.7%	201	73.3
54	Pittsburgh PA	14,213	14,108	0.7%	2,356	6.0
55	Salinas CA	14,193	14,178	0.1%	415	34.2
56	Charlotte-Concord-Gastonia NC-SC	14,073	13,126	7.2%	1,758	8.0
57	San Luis Obispo-Paso Robles-Arroyo Grande CA	13,847	14,374	-3.7%	270	51.4
58	Cleveland-Elyria OH	13,777	13,022	5.8%	840	16.4
59	Bakersfield CA	13,763	13,407	2.6%	514	26.8
60	Modesto CA	13,707	14,122	-2.9%	887	15.5

¹ Based on 2010 population data
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 20: Japan MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	8,766,490	9,015,780	-2.8%	80,353	55,437	44.9%	8,686,137	8,960,343	-3.1%
Total Visitors	1,511,699	1,518,517	-0.4%	10,142	7,727	31.3%	1,501,557	1,510,790	-0.6%
PARTY SIZE									
One	79,115	79,932	-1.0%	3,521	2,964	18.8%	75,594	76,968	-1.8%
Two	674,210	618,666	9.0%	3,418	2,811	21.6%	670,793	615,855	8.9%
Three or more	758,373	819,919	-7.5%	3,203	1,951	64.2%	755,170	817,968	-7.7%
Avg Party Size	2.58	2.68	-4.0%	1.70	1.59	7.2%	2.59	2.69	-4.0%
VISIT STATUS									
First-Time	628,027	611,414	2.7%	2,998	2,188	37.0%	625,029	609,227	2.6%
Repeat	883,672	907,103	-2.6%	7,144	5,539	29.0%	876,528	901,563	-2.8%
Average # of Trips	3.87	3.94	-1.9%	5.98	5.97	0.1%	3.85	3.93	-2.0%
TRAVEL METHOD									
Group Tour	366,044	392,359	-6.7%	1,143	678	68.6%	364,901	391,682	-6.8%
Package	1,127,022	1,122,563	0.4%	2,667	2,130	25.2%	1,124,354	1,120,433	0.3%
Group Tour & Pkg	324,421	349,079	-7.1%	734	463	58.3%	323,688	348,616	-7.2%
True Independent	343,055	352,673	-2.7%	7,066	5,383	31.3%	335,989	347,291	-3.3%
ISLANDS VISITED									
O'ahu	1,469,403	1,458,205	0.8%	8,953	7,105	26.0%	1,460,450	1,451,100	0.6%
Maui County	60,759	80,805	-24.8%	1,071	632	69.4%	59,688	80,173	-25.6%
...Maui	58,894	79,396	-25.8%	1,025	609	68.4%	57,869	78,787	-26.6%
...Moloka'i	1,944	1,100	76.7%	93	35	168.0%	1,851	1,065	73.7%
...Lāna'i	1,314	1,800	-27.0%	112	38	193.9%	1,202	1,762	-31.8%
Kaua'i	23,837	29,430	-19.0%	581	305	90.5%	23,256	29,125	-20.2%
Hawai'i Island	170,482	199,117	-14.4%	1,140	671	69.7%	169,343	198,446	-14.7%
...Hilo	65,856	75,904	-13.2%	498	236	111.0%	65,358	75,668	-13.6%
...Kona	120,383	139,202	-13.5%	887	531	66.9%	119,497	138,671	-13.8%
LENGTH OF STAY									
O'ahu (days)	5.41	5.49	-1.4%	6.89	6.27	9.9%	5.40	5.49	-1.5%
Maui (days)	3.11	3.12	-0.5%	7.32	6.51	12.5%	3.03	3.10	-2.1%
Moloka'i (days)	1.36	2.02	-32.5%	2.22	3.51	-36.7%	1.32	1.97	-33.0%
Lāna'i (days)	1.68	2.14	-21.5%	2.03	3.33	-39.0%	1.64	2.11	-22.2%
Kaua'i (days)	2.33	2.48	-6.2%	6.19	6.09	1.6%	2.23	2.44	-8.7%
Hawai'i Island (days)	3.34	3.44	-2.7%	6.25	7.19	-13.1%	3.33	3.42	-2.9%
...Hilo (days)	1.75	1.96	-10.7%	4.13	7.28	-43.3%	1.73	1.94	-10.9%
...Kona (days)	3.78	3.85	-1.8%	5.72	5.86	-2.4%	3.77	3.84	-2.0%
Statewide (days)	5.80	5.94	-2.3%	7.92	7.17	10.4%	5.78	5.93	-2.5%
ACCOMMODATIONS									
Hotel	1,320,722	1,316,610	0.3%	7,417	5,830	27.2%	1,313,305	1,310,779	0.2%
...Hotel Only	1,290,081	1,285,778	0.3%	6,948	5,555	25.1%	1,283,133	1,280,223	0.2%
Condo	142,178	149,807	-5.1%	1,275	972	31.1%	140,903	148,835	-5.3%
...Condo Only	118,480	124,129	-4.6%	1,068	818	30.5%	117,412	123,310	-4.8%
Timeshare	62,737	61,145	2.6%	357	241	48.3%	62,380	60,904	2.4%
...Timeshare Only	50,907	50,906	0.0%	244	194	25.8%	50,663	50,712	-0.1%
Rental House	3,761	4,213	-10.7%	313	159	97.2%	3,448	4,055	-15.0%
Bed & Breakfast	1,117	1,658	-32.6%	60	23	163.3%	1,058	1,635	-35.3%
Cruise Ship	2,516	1,848	36.2%	88	23	280.3%	2,428	1,825	33.1%
Friends or Relatives	14,440	17,709	-18.5%	937	554	69.2%	13,502	17,156	-21.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,261,380	1,275,510	-1.1%	8,249	6,243	32.1%	1,253,131	1,269,267	-1.3%
....Vacation	997,425	1,030,062	-3.2%	7,215	5,460	32.1%	990,211	1,024,601	-3.4%
....Honeymoon	263,985	241,166	9.5%	1,074	810	32.7%	262,911	240,356	9.4%
....Get Married	42,251	58,413	-27.7%	117	51	129.2%	42,134	58,362	-27.8%
MC&I (Net)	73,404	71,479	2.7%	497	320	55.1%	72,908	71,159	2.5%
....Convention/Conf.	10,656	10,942	-2.6%	245	148	65.8%	10,411	10,794	-3.5%
....Corp. Meetings	3,415	2,152	58.7%	176	131	34.6%	3,239	2,021	60.3%
....Incentive	59,963	59,437	0.9%	90	47	93.0%	59,872	59,390	0.8%
Other Business	6,945	8,374	-17.1%	447	278	60.7%	6,498	8,096	-19.7%
Visit Friends/Relatives	22,699	26,129	-13.1%	1,063	742	43.2%	21,636	25,387	-14.8%
Government/Military	1,104	626	76.2%	113	72	56.4%	991	554	78.8%
Attend School	2,670	3,679	-27.4%	66	63	3.9%	2,604	3,616	-28.0%
Sport Events	26,081	33,670	-22.5%	136	132	3.3%	25,945	33,538	-22.6%
Average Age	42	42	-2.0%	43	42	2.7%	42	42	-2.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,396.6	2,486.0	-3.6%						
Per Person Per Day (\$)	273.4	275.7	-0.9%						
Per Person Per Trip (\$)	1,585.4	1,637.1	-3.2%						

**Table 21: International Japanese MMA Visitor Characteristics by Region
2014**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
	Visitor Counts	251,255	312,430	55,587	656,217	56,254	32,479	88,874	43,862
PARTY SIZE									
One	10,031	13,187	2,595	33,072	1,983	1,219	3,823	1,794	566
Two	113,184	139,866	22,977	279,308	25,865	13,690	41,278	18,072	1,508
Three or more	128,040	159,378	30,015	343,837	28,406	17,571	43,773	23,996	2,524
Avg Party Size	2.7	2.6	2.7	2.6	2.7	2.8	2.6	2.7	2.6
VISIT STATUS									
First-Time	112,651	119,257	26,927	211,682	28,456	15,987	45,181	18,904	2,144
Repeat	138,605	193,174	28,660	444,535	27,798	16,492	43,693	24,958	2,454
Average # of Trips	3.27	4.13	2.89	5.11	3.13	2.99	3.05	3.53	2.57
TRAVEL METHOD									
Group Tour	63,355	70,999	15,892	144,067	16,267	8,448	25,095	10,592	1,810
Package	194,210	222,933	43,474	460,083	42,802	25,729	69,580	32,979	2,492
Group Tour & Pkg	55,984	61,632	13,168	130,745	13,695	7,606	22,935	9,552	1,368
True Independent	49,675	80,130	9,389	182,812	10,880	5,909	17,134	9,843	1,663
ISLANDS VISITED									
O'ahu	245,376	303,135	53,949	633,180	55,463	32,218	87,591	42,802	4,429
Maui County	10,616	13,838	2,298	28,028	1,866	1,228	3,077	1,306	118
...Maui	10,375	12,814	2,298	27,255	1,790	1,228	3,077	1,306	118
...Moloka'i	241.87	884	0	921	76.60	0	0	0	0
...Lāna'i	31	260	0	685	0	0	0	0	0
Kaua'i	4,494	5,930	1,191	11,601	810	264	1,292	480	41
Hawai'i Island	32,115	42,344	5,779	75,665	7,042	2,431	9,104	4,574	946
...Hilo	13,038	16,759	2,876	25,446	3,298	580	4,228	1,538	724
...Kona	22,574	28,907	3,600	57,300	4,108	1,948	5,724	3,216	222
LENGTH OF STAY									
O'ahu (days)	5.20	5.46	5.15	5.69	5.49	5.37	5.27	5.65	5.97
Maui (days)	2.72	2.58	2.80	3.34	2.05	1.58	2.27	2.29	17.81
Moloka'i (days)	1.00	1.15	0	1.22	1.00	0	0	0	0
Lāna'i (days)	1.00	1.55	0	1.96	0	0	0	0	0
Kaua'i (days)	2.88	1.85	2.03	2.27	2.16	5.06	2.37	1.35	3.89
Hawai'i Island (days)	3.12	3.19	2.85	3.66	2.73	3.31	3.46	3.34	3.59
...Hilo (days)	1.54	1.66	1.16	1.68	1.74	2.49	2.54	1.35	4.21
...Kona (days)	3.55	3.71	3.65	4.08	3.28	3.39	3.63	4.11	1.57
Statewide (days)	5.65	5.87	5.46	6.09	5.85	5.67	5.66	5.94	6.98
ACCOMMODATIONS									
Hotel	224,126	264,215	49,741	549,190	48,767	29,565	80,367	37,696	3,633
...Hotel Only	218,806	256,936	49,436	531,802	47,926	28,953	78,666	37,152	3,515
Condo	20,191	34,428	4,243	79,551	5,738	2,072	6,146	4,599	825
...Condo Only	16,363	28,349	4,030	65,546	4,976	1,617	4,962	4,196	707
Timeshare	9,839	19,008	1,632	38,756	2,221	1,112	3,146	1,879	0
...Timeshare Only	7,425	15,516	1,433	31,049	1,849	1,053	2,421	1,826	0
Rental house	355	392	0	1,800	54	0	352	0	0
Bed & Breakfast	162	325	0	448	54	0	26.81	0	0
Cruise Ship	845	543	59	989	55	55	83	0	0
Friends or Relatives	2,008	3,035	221	6,580	429	287	627	172	258
PURPOSE OF TRIP									
Pleasure (Net)	209,802	262,978	43,032	563,472	42,974	24,888	71,628	35,280	3,271
....Vacation	157,498	211,276	29,596	483,999	29,882	16,850	52,297	27,415	2,962
....Honeymoon	51,818	52,137	13,754	78,971	13,113	8,159	20,363	7,523	308
....Getting Married	7,198	9,361	2,443	13,874	1,445	1,590	1,392	1,286	53
MC&I (Net)	11,982	10,751	5,468	23,382	3,407	2,272	5,214	1,691	423
....Convention/Conf.	1,204	2,132	573	3,897	707	250	849	236	302
....Corp. Meetings	357	394.18	20	1,105	47.97	216.44	0	53	0
....Incentive	10,421	8,278	4,924	18,537	2,728	1,806	4,365	1,474	121
Other Business	1,024	800	388	2,206	376	400.90	220	72	222
Visit Friends/Relatives	3,068	4,461	515	12,456	643	432	873	154	249
Government/Military	0	0	53.64	375	83.50	0	0	0	0
Attend School	394	217	24	1,162	136	24.19	56	110	28
Sport Events	2,983	6,890	742	12,294	763	577	2,136	1,626	365
Average Age	43	44	42	44	43	42	42	44	44

**Table 22: Canada MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	6,776,118	6,600,896	2.7%	2,587,322	2,728,616	-5.2%	4,188,796	3,872,280	8.2%
Total Visitors	524,565	517,011	1.5%	203,533	218,097	-6.7%	321,032	298,914	7.4%
PARTY SIZE									
One	68,582	64,789	5.9%	33,670	34,905	-3.5%	34,912	29,884	16.8%
Two	238,914	236,425	1.1%	90,147	95,435	-5.5%	148,767	140,990	5.5%
Three or more	217,069	215,797	0.6%	79,717	87,757	-9.2%	137,353	128,040	7.3%
Avg Party Size	2.16	2.17	-0.7%	2.05	2.07	-1.0%	2.23	2.25	-1.0%
VISIT STATUS									
First-Time	181,131	179,541	0.9%	78,063	81,778	-4.5%	103,068	97,763	5.4%
Repeat	343,434	337,469	1.8%	125,470	136,319	-8.0%	217,964	201,151	8.4%
Average # of Trips	4.01	3.96	1.4%	4.21	4.14	1.6%	3.88	3.82	1.6%
TRAVEL METHOD									
Group Tour	11,598	9,851	17.7%	6,284	5,129	22.5%	5,314	4,722	12.5%
Package	111,675	119,626	-6.6%	44,041	48,199	-8.6%	67,635	71,427	-5.3%
Group Tour & Pkg	7,881	6,859	14.9%	4,312	3,426	25.9%	3,569	3,433	4.0%
True Independent	409,172	394,392	3.7%	157,520	168,194	-6.3%	251,652	226,198	11.3%
ISLANDS VISITED									
O'ahu	210,307	218,828	-3.9%	90,462	101,753	-11.1%	119,845	117,076	2.4%
Maui County	274,720	269,071	2.1%	90,954	94,723	-4.0%	183,765	174,348	5.4%
...Maui	272,876	267,156	2.1%	89,951	93,661	-4.0%	182,925	173,495	5.4%
...Moloka'i	5,385	4,593	17.3%	1,954	1,780	9.8%	3,431	2,812	22.0%
...Lāna'i	5,116	6,401	-20.1%	1,996	2,098	-4.8%	3,120	4,303	-27.5%
Kaua'i	78,025	69,476	12.3%	36,324	36,280	0.1%	41,701	33,196	25.6%
Hawai'i Island	105,947	97,817	8.3%	50,071	47,681	5.0%	55,876	50,135	11.4%
...Hilo	35,402	31,600	12.0%	17,317	15,760	9.9%	18,085	15,840	14.2%
...Kona	97,353	89,287	9.0%	45,637	43,310	5.4%	51,716	45,976	12.5%
LENGTH OF STAY									
O'ahu (days)	8.99	9.12	-1.5%	8.44	8.70	-2.9%	9.39	9.49	-1.0%
Maui (days)	11.12	11.06	0.5%	10.64	10.58	0.5%	11.35	11.31	0.4%
Moloka'i (days)	4.54	5.35	-15.0%	5.93	6.35	-6.5%	3.75	4.71	-20.4%
Lāna'i (days)	2.82	3.03	-7.0%	3.28	3.55	-7.4%	2.52	2.78	-9.3%
Kaua'i (days)	9.13	9.05	0.9%	9.01	9.36	-3.7%	9.24	8.72	6.0%
Hawai'i Island (days)	10.40	10.00	3.9%	10.41	10.36	0.5%	10.39	9.67	7.4%
...Hilo (days)	4.01	3.77	6.3%	4.47	4.28	4.5%	3.57	3.27	9.2%
...Kona (days)	9.86	9.63	2.4%	9.72	9.84	-1.2%	9.98	9.42	5.9%
Statewide (days)	12.92	12.77	1.2%	12.71	12.51	1.6%	13.05	12.95	0.7%
ACCOMMODATIONS									
Hotel	235,552	235,438	0.0%	95,474	102,493	-6.8%	140,078	132,945	5.4%
...Hotel Only	176,798	180,596	-2.1%	70,574	77,091	-8.5%	106,223	103,504	2.6%
Condo	207,540	209,991	-1.2%	71,453	78,638	-9.1%	136,087	131,353	3.6%
...Condo Only	169,198	170,508	-0.8%	56,974	63,257	-9.9%	112,224	107,251	4.6%
Timeshare	52,106	48,196	8.1%	20,274	21,499	-5.7%	31,832	26,698	19.2%
...Timeshare Only	36,908	35,115	5.1%	14,527	15,755	-7.8%	22,382	19,359	15.6%
Rental House	57,352	49,256	16.4%	23,592	22,533	4.7%	33,760	26,723	26.3%
Bed & Breakfast	7,790	7,530	3.5%	3,520	3,603	-2.3%	4,270	3,926	8.7%
Cruise Ship	10,936	9,472	15.5%	7,064	6,236	13.3%	3,872	3,236	19.7%
Friends or Relatives	24,980	22,933	8.9%	11,190	11,784	-5.0%	13,790	11,149	23.7%
PURPOSE OF TRIP									
Pleasure (Net)	488,006	485,635	0.5%	187,351	203,072	-7.7%	300,655	282,563	6.4%
....Vacation	472,761	472,840	0.0%	180,699	196,398	-8.0%	292,061	276,441	5.7%
....Honeymoon	15,704	13,082	20.0%	7,294	6,984	4.4%	8,410	6,099	37.9%
...Get Married	4,561	3,137	45.4%	1,827	1,592	14.8%	2,734	1,545	77.0%
MC&I (Net)	21,101	15,143	39.3%	9,992	7,329	36.3%	11,109	7,814	42.2%
....Convention/Conf.	14,449	10,810	33.7%	6,830	5,191	31.6%	7,619	5,619	35.6%
....Corp. Meetings	4,023	1,808	122.5%	1,798	906	98.4%	2,225	902	146.7%
....Incentive	3,861	2,973	29.9%	1,967	1,449	35.7%	1,894	1,524	24.3%
Other Business	6,171	3,886	58.8%	3,317	2,117	56.6%	2,855	1,769	61.4%
Visit Friends/Relatives	20,184	18,325	10.1%	9,174	9,517	-3.6%	11,010	8,807	25.0%
Government/Military	1,466	471	211.0%	915	380	140.7%	551	91	503.7%
Attend School	938	484	93.7%	517	365	41.7%	420	119	253.7%
Sport Events	5,385	3,887	38.5%	2,532	2,331	8.6%	2,853	1,556	83.4%
Average Age	48	48	-0.5%	46	46	-0.1%	49	50	-1.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,076.9	1,083.0	-0.6%						
Per Person Per Day (\$)	158.9	164.1	-3.1%						
Per Person Per Trip (\$)	2,053.0	2,094.7	-2.0%						

Table 23: Canadian MMA Visitor Characteristics by Province
2014

	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory	Unknown Canada zip
Visitor Counts	524,565	118,822	237,672	12,479	2,397	1,484	1,429	3,209	96,126	545	29,269	18,465	2,043	625
PARTY SIZE														
One	66,582	13,814	27,240	1,442	382	158	107	703	16,025	43	6,403	1,953	273	37
Two	238,914	51,784	104,064	6,488	1,382	977	712	1,760	45,947	318	14,414	9,647	938	484
Three or more	217,069	53,223	106,368	4,549	633	348	610	746	34,154	184	8,452	6,865	833	105
Ag Party Size	2.16	2.24	2.24	2.13	1.97	2.02	2.29	1.79	2.01	2.21	1.85	2.16	2.11	2.00
VISIT STATUS														
First-time	181,131	37,989	54,426	5,723	1,619	987	508	1,638	50,943	281	19,401	6,533	723	358
Repeat	343,434	80,832	183,246	6,756	778	497	920	1,571	45,182	264	9,868	11,932	1,320	287
Average # of Trips	4.01	4.05	4.86	3.51	1.93	2.03	3.83	3.15	2.88	3.21	2.16	3.65	3.88	2.35
TRAVEL METHOD														
Group Tour	111,598	1,579	3,521	347	150	73	12	190	4,126	29	1,212	354	4	0
Package	111,675	23,432	48,126	2,299	499	407	331	469	23,782	91	7,034	4,465	535	205
True independent	409,172	94,697	188,405	10,075	1,862	1,029	1,093	2,642	71,176	433	21,948	13,883	1,508	421
ISLANDS VISITED														
..Oahu	210,307	44,270	86,997	6,815	1,267	1,043	623	1,529	43,458	301	14,544	8,161	908	380
..Maui County	274,720	54,354	129,637	6,073	1,226	730	496	1,625	53,809	183	17,114	8,662	781	129
..Maui	272,876	54,043	128,777	6,035	1,211	728	442	1,510	53,436	179	17,017	8,594	776	129
..Molokai	5,385	1,023	2,234	165	15	9	54	43	1,028	7	646	148	13	0
..Lana'i	5,116	815	1,879	311	55	67	9	33	1,467	0	406	65	10	0
..Kauai	78,025	18,018	26,027	1,843	454	281	116	595	19,983	192	7,637	2,423	276	180
..Hawaii Island	105,947	27,328	35,896	2,668	516	366	387	832	25,177	87	9,073	3,268	343	107
..Hilo	35,402	6,772	10,835	966	262	259	94	401	9,913	24	4,650	1,072	83	69
..Kona	97,353	25,807	33,269	2,345	471	313	371	782	22,458	77	7,901	3,121	331	107
LENGTH OF STAY														
..Oahu (days)	8,99	982	9,24	10,43	9,88	8,22	10,78	10,28	7,49	11,37	7,32	10,71	11,31	8,10
..Maui (days)	11,12	11,00	11,95	9,99	11,95	7,62	14,65	10,33	9,64	9,98	9,50	12,89	11,61	9,58
..Molokai (days)	4,54	3,19	5,62	1,77	24,47	1,00	6,20	4,42	3,67	10,40	4,20	5,83	2,65	0
..Lana'i (days)	2,82	2,96	3,20	1,32	1,10	1,32	4,50	2,68	2,75	0	2,80	2,76	4,99	0
..Kauai (days)	9,13	10,17	10,28	8,59	6,94	4,76	10,93	9,00	7,44	8,01	7,24	10,18	11,75	6,59
..Hawaii Island (days)	10,40	11,81	11,41	11,09	7,84	5,13	16,10	9,16	7,96	14,27	8,38	11,29	13,23	15,92
..Hilo (days)	9,86	11,38	10,87	10,68	7,22	3,38	14,29	6,86	7,42	15,37	7,21	10,72	12,68	15,28
..Kona (days)	4,01	4,27	4,44	3,51	2,64	3,18	3,18	5,62	3,41	2,95	4,11	3,21	3,98	1,00
..Statewide (days)	12,92	12,97	12,78	14,13	13,87	11,74	14,74	13,89	12,46	14,80	13,78	14,13	13,29	11,66
ACCOMMODATIONS														
..Hotel	235,552	47,268	95,661	5,739	1,083	1,064	737	1,788	57,143	263	16,220	7,430	768	387
..Hotel Only	176,798	35,077	75,353	4,103	729	735	512	1,315	41,828	183	10,569	5,443	640	309
..Condo	207,540	50,728	105,990	5,362	818	280	404	883	24,913	228	8,603	8,206	976	151
..Condo Only	169,198	41,392	91,266	4,288	656	156	306	671	17,026	171	5,512	6,815	843	97
..Timeshare	52,106	14,201	22,072	983	201	116	116	218	10,248	35	1,526	2,231	43	116
..Timeshare Only	36,908	9,704	16,620	727	156	82	93	122	6,769	28	880	1,602	34	93
..Rental House	57,352	15,181	22,762	1,367	390	90	316	341	10,178	52	4,323	2,026	317	8
..Bed & Breakfast	7,790	1,127	2,562	177	60	25	111	59	2,128	4	1,365	130	22	0
..Cruise Ship	10,936	1,202	2,276	396	161	151	8	182	4,762	15	1,573	207	3	0
..Friends or Relatives	24,980	4,930	10,884	510	104	102	30	304	5,469	29	1,761	713	96	49
PURPOSE OF TRIP														
..Pleasure (Net)	488,006	111,981	223,293	11,658	2,125	1,280	1,347	2,684	86,485	487	26,539	17,551	1,950	594
.....Vacation	472,761	109,044	218,017	11,164	2,084	1,199	1,329	2,611	81,738	472	25,474	17,181	1,856	591
.....Honeymoon	15,704	3,057	5,335	432	53	100	23	93	5,035	15	1,081	398	81	0
.....Get Married	4,561	1,022	2,078	194	10	6	5	822	1	0	262	146	13	3
..MC&I (Net)	21,101	3,922	6,261	518	185	82	69	355	6,858	35	2,095	501	150	70
.....Convention/Conf.	14,449	2,887	4,738	396	144	49	69	258	4,027	32	1,308	336	134	70
.....Corp. Meetings	4,023	498	1,239	106	22	22	0	61	1,484	1	450	125	16	0
.....Incentive	3,861	711	1,770	74	19	11	0	54	1,712	3	442	67	0	0
..Other Business	6,171	1,079	2,588	133	25	24	1	53	1,686	4	440	137	4	0
..Visit Friends/Relatives	20,184	3,816	8,849	544	72	107	30	275	4,560	32	1,304	539	53	3
..Government/Military	1,466	166	579	13	7	4	0	61	457	4	81	94	0	0
..Attend School	938	172	384	19	6	0	0	5	194	0	113	42	3	0
..Sport Events	5,385	1,135	2,612	106	8	10	11	30	894	3	400	159	19	0
Average Age	48	47	48	49	52	48	51	48	47	51	44	49	46	51

**Table 24: Europe MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	1,881,071	1,818,056	3.5%	1,635,823	1,567,211	4.4%	245,248	250,846	-2.2%
Total Visitors	143,057	136,805	4.6%	118,728	114,934	3.3%	24,329	21,871	11.2%
PARTY SIZE									
One	36,382	34,607	5.1%	30,042	29,266	2.7%	6,340	5,341	18.7%
Two	69,595	66,454	4.7%	57,327	56,050	2.3%	12,268	10,404	17.9%
Three or more	37,080	35,743	3.7%	31,359	29,618	5.9%	5,721	6,126	-6.6%
Avg Party Size	1.77	1.77	0.0%	1.78	1.76	0.8%	1.74	1.81	-3.9%
VISIT STATUS									
First-Time	98,737	97,040	1.7%	82,294	80,832	1.8%	16,443	16,208	1.5%
Repeat	44,320	39,766	11.5%	36,434	34,102	6.8%	7,886	5,663	39.2%
Average # of Trips	2.33	2.36	-1.2%	2.39	2.31	3.5%	2.03	2.60	-22.0%
TRAVEL METHOD									
Group Tour	7,817	8,190	-4.5%	6,863	6,715	2.2%	955	1,475	-35.3%
Package	47,032	49,171	-4.4%	42,719	43,058	-0.8%	4,313	6,113	-29.4%
Group Tour & Pkg	4,797	5,984	-19.8%	4,438	4,509	-1.6%	359	1,475	-75.6%
True Independent	93,006	85,429	8.9%	73,585	69,671	5.6%	19,421	15,758	23.2%
ISLANDS VISITED									
O'ahu	103,864	99,092	4.8%	83,118	80,300	3.5%	20,745	18,792	10.4%
Maui County	59,534	58,992	0.9%	53,564	49,438	8.3%	5,970	9,554	-37.5%
...Maui	58,792	57,837	1.7%	52,822	48,719	8.4%	5,970	9,118	-34.5%
...Moloka'i	2,876	2,242	28.3%	2,379	1,787	33.1%	497	455	9.3%
...Lāna'i	2,082	2,399	-13.2%	2,039	1,545	32.0%	42	853	-95.1%
Kaua'i	32,282	30,963	4.3%	28,365	26,778	5.9%	3,917	4,185	-6.4%
Hawai'i Island	48,017	45,429	5.7%	39,546	37,447	5.6%	8,471	7,982	6.1%
...Hilo	24,131	22,801	5.8%	19,366	17,149	12.9%	4,765	5,652	-15.7%
...Kona	39,533	36,371	8.7%	32,055	30,273	5.9%	7,477	6,098	22.6%
LENGTH OF STAY									
O'ahu (days)	7.96	7.99	-0.3%	8.02	8.26	-2.8%	7.73	6.84	12.9%
Maui (days)	8.13	8.04	1.0%	8.42	8.43	-0.1%	5.53	5.99	-7.6%
Moloka'i (days)	3.59	4.02	-10.7%	4.13	4.79	-13.7%	1.00	1.00	0.0%
Lāna'i (days)	2.73	2.60	4.8%	2.76	3.40	-18.6%	1.00	1.17	-14.2%
Kaua'i (days)	6.20	6.39	-2.9%	6.52	6.62	-1.6%	3.95	4.89	-19.2%
Hawai'i Island (days)	7.50	7.66	-2.2%	8.19	8.08	1.4%	4.24	5.72	-25.9%
...Hilo (days)	4.31	4.98	-13.4%	4.88	4.95	-1.4%	1.98	5.06	-60.9%
...Kona (days)	6.47	6.45	0.4%	7.16	7.19	-0.4%	3.54	2.80	26.6%
Statewide (days)	13.15	13.29	-1.1%	13.78	13.64	1.0%	10.08	11.47	-12.1%
ACCOMMODATIONS									
Hotel	100,344	98,821	1.5%	85,624	83,630	2.4%	14,720	15,191	-3.1%
...Hotel Only	80,893	77,246	4.7%	68,794	68,002	1.2%	12,099	9,244	30.9%
Condo	15,925	15,042	5.9%	11,487	11,257	2.0%	4,438	3,785	17.3%
...Condo Only	9,695	7,321	32.4%	6,610	6,461	2.3%	3,085	860	258.8%
Timeshare	3,295	3,451	-4.5%	3,134	3,020	3.8%	161	430	-62.5%
...Timeshare Only	2,234	2,356	-5.2%	2,093	2,146	-2.5%	141	209	-32.5%
Rental House	14,221	12,085	17.7%	12,240	10,461	17.0%	1,981	1,624	22.0%
Bed & Breakfast	8,660	10,080	-14.1%	7,867	7,453	5.5%	793	2,627	-69.8%
Cruise Ship	4,027	3,364	19.7%	3,612	3,281	10.1%	415	83	399.8%
Friends or Relatives	11,144	10,467	6.5%	9,686	9,408	3.0%	1,458	1,059	37.7%
PURPOSE OF TRIP									
Pleasure (Net)	125,358	119,432	5.0%	103,173	100,386	2.8%	22,185	19,046	16.5%
....Vacation	111,201	106,575	4.3%	90,154	88,281	2.1%	21,047	18,295	15.0%
....Honeymoon	14,808	13,397	10.5%	13,870	12,734	8.9%	938	663	41.5%
....Get Married	1,868	1,481	26.1%	1,668	1,393	19.7%	200	88	127.0%
MC&I (Net)	7,331	7,052	4.0%	6,557	5,801	13.0%	773	1,251	-38.2%
....Convention/Conf.	4,535	4,362	4.0%	4,053	3,287	23.3%	482	1,076	-55.2%
....Corp. Meetings	1,389	1,031	34.7%	1,245	1,031	20.7%	144	0	NA
....Incentive	1,796	1,968	-8.8%	1,648	1,793	-8.1%	147	175	-15.8%
Other Business	3,054	2,010	52.0%	2,791	1,799	55.2%	263	211	24.8%
Visit Friends/Relatives	10,296	9,022	14.1%	8,848	8,398	5.4%	1,448	624	131.9%
Government/Military	619	313	97.6%	619	313	97.6%	0	0	NA
Attend School	1,449	1,368	5.9%	1,355	1,008	34.5%	94	360	-73.9%
Sport Events	3,549	2,641	34.4%	2,541	2,429	4.6%	1,008	211	377.3%
Average Age	42	42	0.4%	43	43	0.7%	39	39	0.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	342.2	321.6	6.4%						
Per Person Per Day (\$)	181.9	176.9	2.8%						
Per Person Per Trip (\$)	2,392.1	2,351.1	1.7%						

**Table 25: United Kingdom Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

UNITED KINGDOM	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	524,593	527,031	-0.5%	462,242	451,942	2.3%	62,351	75,089	-17.0%
Total Visitors	48,725	46,616	4.5%	40,958	39,450	3.8%	7,767	7,166	8.4%
PARTY SIZE									
One	9,928	9,621	3.2%	8,109	7,756	4.6%	1,818	1,865	-2.5%
Two	25,382	24,758	2.5%	21,660	21,274	1.8%	3,722	3,484	6.8%
Three or more	13,415	12,237	9.6%	11,188	10,420	7.4%	2,226	1,817	22.5%
Avg Party Size	1.86	1.84	1.1%	1.88	1.87	0.5%	1.81	1.73	4.4%
VISIT STATUS									
First-Time	31,653	32,217	-1.7%	26,708	26,808	-0.4%	4,945	5,408	-8.6%
Repeat	17,072	14,399	18.6%	14,250	12,641	12.7%	2,822	1,758	60.6%
Average # of Trips	2.54	2.73	-7.0%	2.69	2.51	7.0%	1.78	3.95	-55.1%
TRAVEL METHOD									
Group Tour	1,967	2,382	-17.4%	1,883	2,232	-15.7%	84	149	-43.4%
Package	20,777	20,903	-0.6%	18,624	18,919	-1.6%	2,153	1,984	8.5%
Group Tour & Pkg	1,429	1,931	-26.0%	1,429	1,782	-19.8%	0	149	-100.0%
True Independent	27,410	25,262	8.5%	21,880	20,081	9.0%	5,529	5,182	6.7%
ISLANDS VISITED									
O'ahu	34,349	33,028	4.0%	28,481	27,294	4.3%	5,869	5,734	2.3%
Maui County	16,617	16,223	2.4%	14,581	13,024	12.0%	2,036	3,199	-36.4%
...Maui	16,331	15,977	2.2%	14,295	12,777	11.9%	2,036	3,199	-36.4%
...Moloka'i	567	485	17.1%	567	402	41.3%	0	83	-100.0%
...Lāna'i	715	915	-21.9%	672	576	16.8%	42	339	-87.6%
Kaua'i	7,379	7,200	2.5%	6,786	6,256	8.5%	593	944	-37.2%
Hawai'i Island	12,730	11,996	6.1%	10,434	9,840	6.0%	2,296	2,156	6.5%
...Hilo	5,312	5,041	5.4%	4,535	3,928	15.4%	777	1,114	-30.2%
...Kona	10,747	9,457	13.6%	8,711	8,243	5.7%	2,036	1,214	67.6%
LENGTH OF STAY									
O'ahu (days)	7.43	8.06	-7.9%	7.75	8.20	-5.4%	5.86	7.42	-21.0%
Maui (days)	7.71	7.73	-0.3%	7.97	8.22	-3.0%	5.88	5.77	1.8%
Moloka'i (days)	2.96	3.70	-20.1%	2.96	4.26	-30.6%	0	1.00	-100.0%
Lāna'i (days)	2.61	2.62	-0.4%	2.71	3.57	-24.2%	1.00	1.00	0.0%
Kaua'i (days)	6.36	6.40	-0.6%	6.51	6.70	-2.8%	4.65	4.43	4.8%
Hawai'i Island (days)	7.31	7.25	0.8%	7.65	7.87	-2.8%	5.74	4.39	30.8%
...Hilo (days)	4.34	4.84	-10.3%	4.60	4.84	-4.9%	2.84	4.86	-41.6%
...Kona (days)	6.51	6.61	-1.6%	6.77	7.09	-4.6%	5.38	3.33	61.5%
Statewide (days)	10.77	11.31	-4.8%	11.29	11.46	-1.5%	8.03	10.48	-23.4%
ACCOMMODATIONS									
Hotel	35,227	34,148	3.2%	30,437	29,523	3.1%	4,789	4,625	3.6%
...Hotel Only	29,612	28,103	5.4%	25,383	25,171	0.8%	4,229	2,932	44.3%
Condo	5,122	5,299	-3.3%	4,200	3,929	6.9%	922	1,369	-32.7%
...Condo Only	3,273	3,019	8.4%	2,675	2,614	2.4%	598	406	47.5%
Timeshare	2,039	2,219	-8.1%	1,877	1,813	3.6%	161	406	-60.3%
...Timeshare Only	1,441	1,516	-4.9%	1,300	1,331	-2.3%	141	185	-23.8%
Rental House	3,615	3,707	-2.5%	3,282	2,686	22.2%	333	1,021	-67.4%
Bed & Breakfast	1,221	1,930	-36.7%	1,035	940	10.2%	186	990	-81.2%
Cruise Ship	2,209	1,967	12.3%	2,083	1,884	10.5%	127	83	52.5%
Friends or Relatives	4,528	3,140	44.2%	3,279	3,001	9.2%	1,249	139	800.5%
PURPOSE OF TRIP									
Pleasure (Net)	42,016	40,468	3.8%	35,794	34,566	3.6%	6,222	5,902	5.4%
....Vacation	37,040	35,311	4.9%	31,061	29,855	4.0%	5,980	5,456	9.6%
....Honeymoon	4,986	5,310	-6.1%	4,944	4,864	1.7%	42	446	-90.5%
...Get Married	776	492	57.8%	576	492	17.1%	200	0	NA
MC&I (Net)	2,692	3,173	-15.2%	2,314	2,209	4.8%	378	964	-60.8%
....Convention/Conf.	1,732	2,250	-23.0%	1,498	1,285	16.5%	234	964	-75.7%
....Corp. Meetings	619	396	56.4%	475	396	20.1%	144	0	NA
....Incentive	492	654	-24.8%	492	654	-24.8%	0	0	NA
Other Business	1,327	717	84.9%	1,234	717	72.0%	93	0	NA
Visit Friends/Relatives	3,589	3,057	17.4%	3,030	2,844	6.5%	559	213	162.5%
Government/Military	265	186	42.5%	265	186	42.5%	0	0	NA
Attend School	162	61	167.6%	162	61	167.6%	0	0	NA
Sport Events	593	758	-21.8%	593	547	8.5%	0	211	-100.0%
Average Age	46	45	2.1%	46	46	0.4%	47	42	11.2%

NA = Not Applicable

**Table 26: Germany Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

GERMANY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	650,621	630,298	3.2%	595,905	576,936	3.3%	54,716	53,362	2.5%
Total Visitors	43,940	43,531	0.9%	39,350	39,356	0.0%	4,590	4,175	9.9%
PARTY SIZE									
One	11,899	12,431	-4.3%	11,204	11,136	0.6%	695	1,295	-46.3%
Two	21,750	21,145	2.9%	18,755	18,924	-0.9%	2,995	2,220	34.9%
Three or more	10,290	9,956	3.4%	9,391	9,296	1.0%	899	660	36.3%
Avg Party Size	1.73	1.70	1.8%	1.71	1.70	0.3%	1.91	1.64	16.4%
VISIT STATUS									
First-Time	30,484	30,531	-0.2%	28,030	27,852	0.6%	2,454	2,678	-8.4%
Repeat	13,456	13,000	3.5%	11,320	11,504	-1.6%	2,136	1,497	42.7%
Average # of Trips	2.28	2.25	1.1%	2.22	2.24	-0.8%	2.81	2.43	15.5%
TRAVEL METHOD									
Group Tour	3,477	2,957	17.6%	2,966	2,467	20.2%	511	490	4.3%
Package	13,060	14,487	-9.8%	12,439	12,870	-3.3%	621	1,617	-61.6%
Group Tour & Pkg	1,685	1,890	-10.8%	1,685	1,400	20.3%	0	490	-100.0%
True Independent	29,088	27,976	4.0%	25,629	25,419	0.8%	3,458	2,558	35.2%
ISLANDS VISITED									
O'ahu	30,721	30,911	-0.6%	26,842	26,884	-0.2%	3,878	4,027	-3.7%
Maui County	22,479	21,222	5.9%	20,485	19,647	4.3%	1,994	1,575	26.6%
...Maui	22,273	21,012	6.0%	20,279	19,436	4.3%	1,994	1,575	26.6%
...Moloka'i	1,446	1,087	33.1%	948	715	32.7%	497	372	33.7%
...Lāna'i	611	470	30.1%	611	441	38.4%	0	28	-100.0%
Kaua'i	13,337	12,416	7.4%	11,884	11,477	3.5%	1,452	939	54.6%
Hawai'i Island	17,630	16,551	6.5%	15,477	15,066	2.7%	2,153	1,485	45.0%
...Hilo	9,510	8,103	17.4%	7,760	7,015	10.6%	1,749	1,088	60.8%
...Kona	13,987	13,534	3.4%	12,340	12,122	1.8%	1,648	1,412	16.7%
LENGTH OF STAY									
O'ahu (days)	7.71	7.86	-1.8%	7.83	7.92	-1.1%	6.87	7.42	-7.4%
Maui (days)	8.20	8.12	1.0%	8.47	8.18	3.5%	5.43	7.36	-26.3%
Moloka'i (days)	3.29	4.03	-18.3%	4.50	5.61	-19.9%	1.00	1.00	0.0%
Lāna'i (days)	2.49	3.45	-27.9%	2.49	3.29	-24.3%	0	6.00	-100.0%
Kaua'i (days)	6.42	6.44	-0.3%	6.66	6.68	-0.4%	4.49	3.49	28.6%
Hawai'i Island (days)	7.90	7.91	-0.1%	8.34	8.16	2.2%	4.75	5.42	-12.3%
...Hilo (days)	4.43	4.86	-8.9%	4.95	5.05	-2.0%	2.09	3.60	-41.8%
...Kona (days)	6.95	6.77	2.7%	7.35	7.21	1.8%	3.98	2.92	36.1%
Statewide (days)	14.81	14.48	2.3%	15.14	14.66	3.3%	11.92	12.78	-6.7%
ACCOMMODATIONS									
Hotel	31,335	30,291	3.4%	27,514	27,939	-1.5%	3,821	2,352	62.5%
...Hotel Only	24,410	23,770	2.7%	21,299	22,053	-3.4%	3,111	1,716	81.3%
Condo	4,039	4,220	-4.3%	3,750	4,041	-7.2%	288	179	61.3%
...Condo Only	2,146	2,216	-3.2%	1,944	2,136	-9.0%	202	80	152.5%
Timeshare	666	657	1.4%	666	633	5.2%	0	24	-100.0%
...Timeshare Only	394	472	-16.6%	394	448	-12.1%	0	24	-100.0%
Rental House	5,053	3,917	29.0%	4,721	3,917	20.5%	333	0	NA
Bed & Breakfast	3,726	4,027	-7.5%	3,521	3,431	2.6%	206	596	-65.5%
Cruise Ship	983	865	13.7%	983	865	13.7%	0	0	NA
Friends or Relatives	3,430	3,866	-11.3%	3,362	3,375	-0.4%	68	490	-86.2%
PURPOSE OF TRIP									
Pleasure (Net)	38,339	37,861	1.3%	33,991	34,245	-0.7%	4,348	3,615	20.3%
....Vacation	34,659	34,745	-0.2%	30,775	31,304	-1.7%	3,884	3,441	12.9%
....Honeymoon	4,137	3,481	18.9%	3,673	3,307	11.1%	464	174	166.4%
...Get Married	653	554	17.9%	653	554	17.9%	0	0	NA
MC&I (Net)	2,611	1,888	38.3%	2,215	1,799	23.1%	396	89	342.8%
....Convention/Conf.	1,535	1,031	48.9%	1,287	970	32.7%	248	61	306.9%
....Corp. Meetings	325	275	18.2%	325	275	18.2%	0	0	NA
....Incentive	856	661	29.6%	709	633	12.1%	147	28	420.2%
Other Business	846	739	14.5%	782	591	32.4%	64	148	-56.6%
Visit Friends/Relatives	3,398	3,292	3.2%	3,197	3,121	2.5%	201	171	17.5%
Government/Military	165	69	137.7%	165	69	137.7%	0	0	NA
Attend School	272	252	8.1%	272	252	8.1%	0	0	NA
Sport Events	1,113	1,015	9.7%	935	1,015	-7.9%	178	0	NA
Average Age	43	42	2.6%	42	42	0.9%	44	38	16.9%

NA = Not Applicable

**Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	3,453,294	3,379,558	2.2%	574,750	528,557	8.7%	2,878,544	2,851,001	1.0%
Total Visitors	371,072	355,568	4.4%	80,664	73,765	9.4%	290,408	281,803	3.1%
PARTY SIZE									
One	31,418	32,341	-2.9%	13,448	12,106	11.1%	17,970	20,235	-11.2%
Two	178,125	173,232	2.8%	34,252	32,607	5.0%	143,873	140,625	2.3%
Three or more	161,529	149,995	7.7%	32,965	29,052	13.5%	128,564	120,943	6.3%
Avg Party Size	2.32	2.28	1.7%	2.08	2.06	0.6%	2.40	2.35	2.2%
VISIT STATUS									
First-Time	203,743	191,776	6.2%	36,855	34,412	7.1%	166,888	157,364	6.1%
Repeat	167,329	163,791	2.2%	43,810	39,353	11.3%	123,520	124,439	-0.7%
Average # of Trips	2.28	2.31	-1.3%	2.68	2.54	5.5%	2.17	2.25	-3.6%
TRAVEL METHOD									
Group Tour	7,282	9,931	-26.7%	1,896	1,373	38.1%	5,386	8,558	-37.1%
Package	176,019	170,471	3.3%	35,091	34,103	2.9%	140,928	136,368	3.3%
Group Tour & Pkg	5,344	7,763	-31.2%	1,448	1,039	39.4%	3,896	6,724	-42.1%
True Independent	193,115	182,929	5.6%	45,125	39,328	14.7%	147,990	143,601	3.1%
ISLANDS VISITED									
O'ahu	357,913	342,717	4.4%	75,989	69,582	9.2%	281,924	273,136	3.2%
Maui County	76,987	74,396	3.5%	9,450	8,906	6.1%	67,537	65,490	3.1%
...Maui	75,757	73,744	2.7%	9,293	8,699	6.8%	66,464	65,046	2.2%
...Moloka'i	4,429	4,855	-8.8%	338	285	18.6%	4,091	4,570	-10.5%
...Lāna'i	4,911	5,646	-13.0%	327	289	13.2%	4,584	5,357	-14.4%
Kaua'i	31,316	31,777	-1.5%	3,575	3,170	12.8%	27,741	28,607	-3.0%
Hawai'i Island	54,127	58,939	-8.2%	6,097	5,633	8.2%	48,030	53,306	-9.9%
...Hilo	30,828	35,002	-11.9%	2,556	2,500	2.3%	28,272	32,502	-13.0%
...Kona	45,222	48,777	-7.3%	4,996	4,471	11.7%	40,226	44,306	-9.2%
LENGTH OF STAY									
O'ahu (days)	7.75	7.89	-1.8%	6.01	6.10	-1.5%	8.22	8.35	-1.6%
Maui (days)	4.55	4.50	1.2%	6.52	6.25	4.2%	4.28	4.27	0.3%
Moloka'i (days)	1.51	1.46	3.7%	2.12	4.19	-49.4%	1.46	1.29	13.5%
Lāna'i (days)	1.39	1.35	3.3%	2.66	2.87	-7.3%	1.30	1.26	2.8%
Kaua'i (days)	3.33	3.30	0.9%	5.70	5.19	9.8%	3.02	3.09	-2.2%
Hawai'i Island (days)	4.01	3.79	5.8%	5.82	5.55	4.9%	3.78	3.60	4.9%
...Hilo (days)	1.81	1.68	8.0%	3.48	3.09	12.5%	1.66	1.57	5.9%
...Kona (days)	3.57	3.38	5.6%	5.33	5.27	1.1%	3.35	3.18	5.1%
Statewide (days)	9.31	9.50	-2.1%	7.13	7.17	-0.6%	9.91	10.12	-2.0%
ACCOMMODATIONS									
Hotel	333,005	321,668	3.5%	71,688	66,243	8.2%	261,317	255,425	2.3%
...Hotel Only	298,881	284,124	5.2%	67,933	62,963	7.9%	230,948	221,160	4.4%
Condo	28,886	29,836	-3.2%	4,085	3,585	13.9%	24,801	26,251	-5.5%
...Condo Only	16,587	15,869	4.5%	2,993	2,705	10.6%	13,594	13,164	3.3%
Timeshare	8,408	6,665	26.1%	1,520	1,056	44.0%	6,888	5,610	22.8%
...Timeshare Only	5,115	3,546	44.3%	955	718	33.0%	4,160	2,828	47.1%
Apartment	12,801	10,629	20.4%	2,501	1,691	47.9%	10,301	8,938	15.2%
Bed & Breakfast	2,843	2,983	-4.7%	607	469	29.6%	2,235	2,515	-11.1%
Cruise Ship	13,351	13,947	-4.3%	1,417	1,307	8.5%	11,934	12,640	-5.6%
Friends or Relatives	7,757	7,255	6.9%	2,349	2,043	15.0%	5,408	5,212	3.8%
PURPOSE OF TRIP									
Pleasure (Net)	349,369	331,268	5.5%	75,773	69,631	8.8%	273,596	261,637	4.6%
....Vacation	327,980	310,933	5.5%	71,625	65,750	8.9%	256,355	245,183	4.6%
....Honeymoon	22,001	19,404	13.4%	4,633	4,101	13.0%	17,367	15,303	13.5%
....Get Married	2,170	2,193	-1.1%	464	347	33.6%	1,706	1,846	-7.6%
MC&I (Net)	6,479	7,769	-16.6%	1,184	1,095	8.1%	5,295	6,674	-20.7%
....Convention/Conf.	5,076	6,283	-19.2%	762	715	6.5%	4,314	5,568	-22.5%
....Corp. Meetings	645	568	13.5%	311	213	45.6%	334	355	-5.8%
....Incentive	984	948	3.8%	259	197	31.2%	725	751	-3.5%
Other Business	2,424	1,543	57.1%	1,354	654	106.9%	1,070	889	20.4%
Visit Friends/Relatives	8,918	10,432	-14.5%	2,421	2,085	16.1%	6,497	8,347	-22.2%
Government/Military	632	432	46.2%	368	159	131.6%	264	273	-3.5%
Attend School	339	200	69.7%	220	60	269.5%	119	140	-15.1%
Sport Events	3,141	4,101	-23.4%	600	409	46.7%	2,541	3,692	-31.2%
Average Age	45	45	0.3%	45	45	1.0%	45	45	0.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	895.8	877.1	2.1%						
Per Person Per Day (\$)	259.4	259.5	0.0%						
Per Person Per Trip (\$)	2,414.1	2,466.8	-2.1%						

**Table 28: Australia Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

AUSTRALIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	2,893,435	2,895,918	-0.1%	480,055	456,092	5.3%	2,413,380	2,439,826	-1.1%
Total Visitors	309,836	305,063	1.6%	67,947	64,297	5.7%	241,889	240,766	0.5%
PARTY SIZE									
One	25,178	26,777	-6.0%	11,209	10,457	7.2%	13,969	16,321	-14.4%
Two	149,454	148,102	0.9%	28,979	28,150	2.9%	120,475	119,952	0.4%
Three or more	135,204	130,184	3.9%	27,759	25,691	8.1%	107,445	104,493	2.8%
Avg Party Size	2.33	2.29	1.8%	2.08	2.07	0.2%	2.42	2.36	2.4%
VISIT STATUS									
First-Time	173,006	169,492	2.1%	31,831	30,746	3.5%	141,174	138,746	1.8%
Repeat	136,830	135,571	0.9%	36,116	33,551	7.6%	100,715	102,020	-1.3%
Average # of Trips	2.20	2.24	-2.2%	2.56	2.43	5.2%	2.09	2.19	-4.6%
TRAVEL METHOD									
Group Tour	5,173	8,097	-36.1%	1,273	1,125	13.1%	3,899	6,972	-44.1%
Package	148,621	150,001	-0.9%	29,816	30,116	-1.0%	118,805	119,885	-0.9%
Group Tour & Pkg	3,741	6,299	-40.6%	954	837	14.0%	2,787	5,462	-49.0%
True Independent	159,783	153,263	4.3%	37,811	33,893	11.6%	121,972	119,370	2.2%
ISLANDS VISITED									
O'ahu	299,439	295,180	1.4%	64,689	61,021	6.0%	234,749	234,159	0.3%
Maui County	65,482	64,493	1.5%	7,662	7,755	-1.2%	57,821	56,738	1.9%
...Maui	64,486	63,965	0.8%	7,542	7,585	-0.6%	56,944	56,380	1.0%
...Moloka'i	3,929	4,419	-11.1%	261	225	16.2%	3,668	4,194	-12.5%
...Lāna'i	4,092	5,331	-23.2%	262	242	8.6%	3,830	5,089	-24.8%
Kaua'i	27,299	27,759	-1.7%	2,803	2,617	7.1%	24,496	25,142	-2.6%
Hawai'i Island	46,049	50,755	-9.3%	4,982	4,852	2.7%	41,067	45,902	-10.5%
...Hilo	26,913	31,751	-15.2%	2,104	2,175	-3.2%	24,809	29,576	-16.1%
...Kona	38,244	41,645	-8.2%	4,109	3,840	7.0%	34,135	37,805	-9.7%
LENGTH OF STAY									
O'ahu (days)	7.78	7.94	-1.9%	6.00	6.06	-1.0%	8.27	8.43	-1.8%
Maui (days)	4.43	4.31	2.8%	6.39	6.11	4.5%	4.17	4.06	2.5%
Moloka'i (days)	1.43	1.42	1.0%	2.16	3.31	-34.7%	1.38	1.31	4.9%
Lāna'i (days)	1.41	1.28	9.6%	2.63	3.09	-14.7%	1.32	1.20	10.5%
Kaua'i (days)	3.21	3.03	5.9%	5.38	4.92	9.4%	2.96	2.83	4.5%
Hawai'i Island (days)	3.88	3.57	8.9%	5.57	5.34	4.3%	3.68	3.38	8.9%
...Hilo (days)	1.76	1.58	11.3%	3.21	3.04	5.4%	1.64	1.47	11.1%
...Kona (days)	3.44	3.14	9.4%	5.11	5.02	1.7%	3.24	2.95	9.7%
Statewide (days)	9.34	9.49	-1.6%	7.07	7.09	-0.4%	9.98	10.13	-1.5%
ACCOMMODATIONS									
Hotel	281,303	279,863	0.5%	61,440	58,495	5.0%	219,864	221,368	-0.7%
...Hotel Only	253,807	249,415	1.8%	58,374	55,673	4.9%	195,433	193,742	0.9%
Condo	21,833	22,148	-1.4%	3,049	2,835	7.5%	18,785	19,313	-2.7%
...Condo Only	12,769	12,039	6.1%	2,195	2,107	4.2%	10,575	9,932	6.5%
Timeshare	6,512	5,212	24.9%	1,082	819	32.1%	5,430	4,393	23.6%
...Timeshare Only	4,381	2,858	53.3%	652	573	13.7%	3,729	2,285	63.2%
Rental House	10,376	7,876	31.7%	2,006	1,421	41.2%	8,370	6,455	29.7%
Bed & Breakfast	2,343	2,606	-10.1%	453	373	21.6%	1,890	2,234	-15.4%
Cruise Ship	11,858	12,827	-7.6%	1,216	1,208	0.6%	10,642	11,619	-8.4%
Friends or Relatives	4,495	4,773	-5.8%	1,495	1,416	5.6%	3,000	3,357	-10.6%
PURPOSE OF TRIP									
Pleasure (Net)	294,113	286,726	2.6%	64,412	61,107	5.4%	229,701	225,619	1.8%
....Vacation	275,107	268,876	2.3%	60,747	57,538	5.6%	214,360	211,337	1.4%
....Honeymoon	19,433	17,118	13.5%	4,063	3,741	8.6%	15,371	13,377	14.9%
...Get Married	1,782	1,887	-5.6%	358	286	25.2%	1,424	1,601	-11.0%
MC&I (Net)	4,490	5,713	-21.4%	857	869	-1.4%	3,633	4,844	-25.0%
....Convention/Conf.	3,535	4,362	-18.9%	557	580	-4.0%	2,978	3,782	-21.2%
....Corp. Meetings	427	505	-15.5%	217	150	44.6%	209	355	-41.0%
....Incentive	708	861	-17.8%	184	154	20.2%	523	707	-26.0%
Other Business	1,824	938	94.5%	1,037	474	118.9%	787	464	69.6%
Visit Friends/Relatives	5,883	6,512	-9.7%	1,635	1,482	10.4%	4,248	5,030	-15.5%
Government/Military	515	330	55.9%	266	126	111.2%	248	204	21.7%
Attend School	212	118	80.0%	172	43	298.6%	40	75	-46.0%
Sport Events	2,470	3,170	-22.1%	427	334	28.0%	2,043	2,836	-28.0%
Average Age	45	44	0.6%	45	45	1.1%	45	44	0.5%

**Table 29: New Zealand Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

NEW ZEALAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	559,859	483,639	15.8%	94,695	72,465	30.7%	465,164	411,174	13.1%
Total Visitors	61,236	50,505	21.2%	12,717	9,468	34.3%	48,519	41,037	18.2%
PARTY SIZE									
One	6,240	5,564	12.2%	2,239	1,649	35.7%	4,001	3,914	2.2%
Two	28,671	25,130	14.1%	5,273	4,457	18.3%	23,398	20,673	13.2%
Three or more	26,325	19,811	32.9%	5,205	3,361	54.9%	21,120	16,450	28.4%
Avg Party Size	2.26	2.22	1.8%	2.07	2.00	3.1%	2.32	2.28	1.7%
VISIT STATUS									
First-Time	30,737	22,284	37.9%	5,023	3,666	37.0%	25,714	18,618	38.1%
Repeat	30,499	28,220	8.1%	7,694	5,802	32.6%	22,805	22,419	1.7%
Average # of Trips	2.70	2.69	0.2%	3.33	3.28	1.6%	2.53	2.56	-1.0%
TRAVEL METHOD									
Group Tour	2,109	1,833	15.1%	623	247	151.8%	1,486	1,586	-6.3%
Package	27,398	20,470	33.8%	5,275	3,987	32.3%	22,123	16,483	34.2%
Group Tour & Pkg	1,603	1,464	9.5%	494	201	145.4%	1,109	1,262	-12.2%
True Independent	33,332	29,666	12.4%	7,314	5,435	34.6%	26,019	24,231	7.4%
ISLANDS VISITED									
O'ahu	58,475	47,538	23.0%	11,300	8,561	32.0%	47,175	38,977	21.0%
Maui County	11,505	9,903	16.2%	1,789	1,151	55.5%	9,716	8,752	11.0%
...Maui	11,271	9,780	15.3%	1,752	1,114	57.3%	9,520	8,666	9.9%
...Moloka'i	500	436	14.6%	76	60	27.6%	423	376	12.5%
...Lāna'i	819	314	160.3%	64	47	37.2%	754	267	181.9%
Kaua'i	4,016	4,017	0.0%	772	553	39.7%	3,244	3,465	-6.4%
Hawai'i Island	8,078	8,185	-1.3%	1,115	781	42.8%	6,963	7,404	-6.0%
...Hilo	3,914	3,251	20.4%	452	325	39.0%	3,463	2,926	18.3%
...Kona	6,978	7,132	-2.2%	887	631	40.5%	6,091	6,501	-6.3%
LENGTH OF STAY									
O'ahu (days)	7.58	7.62	-0.6%	6.10	6.41	-5.0%	7.93	7.89	0.6%
Maui (days)	5.28	5.77	-8.5%	7.08	7.22	-2.0%	4.95	5.58	-11.3%
Moloka'i (days)	2.15	1.89	13.7%	1.98	7.49	-73.6%	2.18	1.00	118.2%
Lāna'i (days)	1.30	2.40	-45.8%	2.76	1.75	57.9%	1.18	2.52	-53.2%
Kaua'i (days)	4.16	5.19	-19.9%	6.87	6.49	5.9%	3.51	4.98	-29.5%
Hawai'i Island (days)	4.75	5.19	-8.5%	6.97	6.91	0.9%	4.39	5.01	-12.3%
...Hilo (days)	2.19	2.64	-17.3%	4.71	3.40	38.7%	1.86	2.56	-27.5%
...Kona (days)	4.27	4.75	-10.1%	6.36	6.80	-6.4%	3.97	4.55	-12.9%
Statewide (days)	9.14	9.58	-4.5%	7.45	7.65	-2.7%	9.59	10.02	-4.3%
ACCOMMODATIONS									
Hotel	51,701	41,805	23.7%	10,248	7,748	32.3%	41,453	34,058	21.7%
...Hotel Only	45,074	34,709	29.9%	9,559	7,290	31.1%	35,515	27,419	29.5%
Condo	7,052	7,688	-8.3%	1,036	751	38.1%	6,016	6,938	-13.3%
...Condo Only	3,818	3,830	-0.3%	799	598	33.5%	3,019	3,232	-6.6%
Timeshare	1,896	1,453	30.5%	438	236	85.3%	1,458	1,217	19.8%
...Timeshare Only	734	688	6.8%	303	145	109.1%	431	542	-20.6%
Rental House	2,425	2,753	-11.9%	495	270	83.0%	1,931	2,482	-22.2%
Bed & Breakfast	500	377	32.5%	154	96	60.7%	345	281	22.9%
Cruise Ship	1,493	1,120	33.4%	202	98	105.2%	1,291	1,021	26.5%
Friends or Relatives	3,262	2,482	31.4%	854	627	36.3%	2,408	1,855	29.8%
PURPOSE OF TRIP									
Pleasure (Net)	55,256	44,542	24.1%	11,361	8,524	33.3%	43,895	36,018	21.9%
....Vacation	52,873	42,058	25.7%	10,878	8,212	32.5%	41,995	33,846	24.1%
....Honeymoon	2,567	2,286	12.3%	570	359	58.7%	1,997	1,926	3.7%
...Get Married	388	307	26.5%	106	61	72.8%	282	245	14.9%
MC&I (Net)	1,989	2,056	-3.3%	328	226	44.8%	1,662	1,830	-9.2%
....Convention/Conf.	1,540	1,921	-19.8%	205	135	51.7%	1,336	1,787	-25.2%
....Corp. Meetings	218	63	246.0%	93	63	47.9%	125	0	NA
....Incentive	276	87	215.8%	74	44	69.8%	201	44	362.5%
Other Business	601	605	-0.8%	317	181	75.5%	283	425	-33.2%
Visit Friends/Relatives	3,035	3,921	-22.6%	786	603	30.3%	2,249	3,317	-32.2%
Government/Military	117	102	14.8%	102	33	209.6%	16	69	-77.5%
Attend School	127	82	54.9%	48	16	192.8%	79	65	20.2%
Sport Events	671	931	-27.9%	173	76	129.3%	498	855	-41.8%
Average Age	46	47	-2.0%	47	48	-0.9%	46	47	-2.3%

**Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	2,518,655	2,274,522	10.7%	422,235	375,776	12.4%	2,096,420	1,898,746	10.4%
Total Visitors	368,502	335,072	10.0%	64,597	56,786	13.8%	303,905	278,286	9.2%
PARTY SIZE									
One	27,455	27,087	1.4%	10,366	11,377	-8.9%	17,089	15,710	8.8%
Two	160,199	150,960	6.1%	18,768	18,327	2.4%	141,432	132,633	6.6%
Three or more	180,848	157,024	15.2%	35,464	27,081	31.0%	145,384	129,943	11.9%
Avg Party Size	2.51	2.43	3.1%	2.40	2.10	14.5%	2.54	2.52	0.7%
VISIT STATUS									
First-Time	301,961	271,306	11.3%	45,925	41,206	11.5%	256,036	230,100	11.3%
Repeat	66,541	63,766	4.4%	18,672	15,580	19.8%	47,869	48,186	-0.7%
Average # of Trips	1.56	1.60	-2.0%	2.57	2.34	9.8%	1.35	1.44	-6.4%
TRAVEL METHOD									
Group Tour	113,122	106,873	5.8%	25,621	20,694	23.8%	87,502	86,179	1.5%
Package	227,875	212,138	7.4%	37,040	31,139	19.0%	190,834	180,999	5.4%
Group Tour & Pkg	103,346	97,955	5.5%	21,545	17,274	24.7%	81,800	80,681	1.4%
True Independent	130,851	114,015	14.8%	23,482	22,227	5.6%	107,369	91,789	17.0%
ISLANDS VISITED									
O'ahu	351,919	321,001	9.6%	58,843	51,141	15.1%	293,076	269,860	8.6%
Mauie County	74,449	74,104	0.5%	9,057	8,787	3.1%	65,392	65,316	0.1%
...Maui	73,618	72,956	0.9%	8,755	8,469	3.4%	64,862	64,487	0.6%
...Moloka'i	1,365	1,894	-27.9%	506	470	7.6%	859	1,423	-39.7%
...Lāna'i	1,176	1,581	-25.6%	424	370	14.6%	752	1,211	-37.9%
Kaua'i	11,112	10,394	6.9%	2,663	2,691	-1.0%	8,449	7,703	9.7%
Hawai'i Island	52,830	43,194	22.3%	8,784	7,255	21.1%	44,046	35,939	22.6%
...Hilo	27,270	22,051	23.7%	4,294	3,294	30.4%	22,976	18,757	22.5%
...Kona	36,438	29,120	25.1%	6,230	5,266	18.3%	30,208	23,854	26.6%
LENGTH OF STAY									
O'ahu (days)	5.80	5.84	-0.7%	5.14	5.44	-5.5%	5.94	5.92	0.2%
Mauie (days)	3.09	2.74	12.8%	5.58	4.95	12.7%	2.75	2.45	12.4%
Moloka'i (days)	1.92	1.92	0.2%	2.74	3.02	-9.3%	1.44	1.56	-7.2%
Lāna'i (days)	2.25	2.04	10.3%	2.15	3.21	-32.9%	2.31	1.68	37.0%
Kaua'i (days)	3.52	3.54	-0.6%	5.91	5.69	3.8%	2.77	2.79	-0.8%
Hawai'i Island (days)	3.88	3.59	8.1%	6.03	5.23	15.2%	3.45	3.25	5.9%
...Hilo (days)	2.12	2.17	-2.0%	4.14	3.55	16.6%	1.75	1.92	-9.2%
...Kona (days)	4.03	3.68	9.5%	5.65	4.99	13.2%	3.70	3.39	9.0%
Statewide (days)	6.83	6.79	0.7%	6.54	6.62	-1.2%	6.90	6.82	1.1%
ACCOMMODATIONS									
Hotel	333,674	304,292	9.7%	56,141	48,983	14.6%	277,533	255,309	8.7%
...Hotel Only	315,892	291,419	8.4%	53,173	46,217	15.1%	262,719	245,203	7.1%
Condo	22,686	19,124	18.6%	2,474	2,183	13.3%	20,212	16,940	19.3%
...Condo Only	12,130	11,215	8.2%	1,648	1,497	10.1%	10,481	9,718	7.9%
Timeshare	3,172	2,386	32.9%	1,158	1,115	3.8%	2,014	1,271	58.4%
...Timeshare Only	1,951	1,393	40.1%	816	854	-4.5%	1,135	539	110.6%
Rental House	7,823	5,626	39.0%	2,246	1,630	37.8%	5,577	3,996	39.6%
Bed & Breakfast	4,726	3,351	41.0%	917	982	-6.7%	3,809	2,368	60.8%
Cruise Ship	1,705	1,325	28.7%	738	525	40.5%	968	800	21.0%
Friends or Relatives	12,267	11,145	10.1%	3,422	3,200	6.9%	8,845	7,944	11.3%
PURPOSE OF TRIP									
Pleasure (Net)	332,159	295,584	12.4%	56,863	48,496	17.3%	275,297	247,089	11.4%
....Vacation	242,609	212,093	14.4%	53,167	45,394	17.1%	189,442	166,699	13.6%
....Honeymoon	87,126	82,197	6.0%	3,960	3,171	24.9%	83,166	79,026	5.2%
...Get Married	4,690	2,573	82.3%	672	404	66.6%	4,018	2,170	85.2%
MC&I (Net)	19,553	21,714	-9.9%	2,990	3,070	-2.6%	16,564	18,644	-11.2%
....Convention/Conf.	10,425	9,789	6.5%	1,421	1,300	9.3%	9,004	8,489	6.1%
....Corp. Meetings	2,402	4,406	-45.5%	460	540	-14.7%	1,941	3,866	-49.8%
...Incentive	7,070	8,445	-16.3%	1,274	1,332	-4.3%	5,796	7,113	-18.5%
Other Business	5,409	5,965	-9.3%	1,810	1,877	-3.6%	3,599	4,088	-12.0%
Visit Friends/Relatives	9,445	9,930	-4.9%	3,351	3,225	3.9%	6,094	6,705	-9.1%
Government/Military	1,308	1,438	-9.1%	534	416	28.5%	773	1,022	-24.3%
Attend School	1,530	1,689	-9.4%	384	186	105.9%	1,146	1,503	-23.7%
Sport Events	1,229	1,665	-26.2%	418	299	40.0%	811	1,366	-40.7%
Average Age	38	38	-0.3%	39	39	1.1%	38	38	-0.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	807.6	710.8	13.6%						
Per Person Per Day (\$)	320.6	312.5	2.6%						
Per Person Per Trip (\$)	2,191.5	2,121.3	3.3%						

**Table 31: Korea Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

KOREA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	1,233,773	1,235,622	-0.1%	78,722	74,444	5.7%	1,155,051	1,161,178	-0.5%
Total Visitors	178,090	177,113	0.6%	10,651	10,049	6.0%	167,439	167,064	0.2%
PARTY SIZE									
One	8,759	9,346	-6.3%	2,033	2,253	-9.8%	6,726	7,093	-5.2%
Two	100,368	101,072	-0.7%	4,131	4,082	1.2%	96,237	96,990	-0.8%
Three or more	68,963	66,695	3.4%	4,487	3,714	20.8%	64,477	62,981	2.4%
Avg Party Size	2.39	2.35	1.8%	2.08	1.92	8.6%	2.41	2.38	1.3%
VISIT STATUS									
First-Time	147,454	146,585	0.6%	6,503	6,031	7.8%	140,952	140,554	0.3%
Repeat	30,636	30,528	0.4%	4,149	4,018	3.3%	26,487	26,510	-0.1%
Average # of Trips	1.42	1.47	-3.3%	2.79	2.73	2.1%	1.33	1.39	-4.3%
TRAVEL METHOD									
Group Tour	35,170	37,643	-6.6%	2,605	2,212	17.8%	32,566	35,432	-8.1%
Package	104,088	108,329	-3.9%	4,304	3,940	9.2%	99,784	104,389	-4.4%
Group Tour & Pkg	31,632	33,918	-6.7%	2,122	1,823	16.4%	29,509	32,095	-8.1%
True Independent	70,464	65,059	8.3%	5,865	5,721	2.5%	64,599	59,338	8.9%
ISLANDS VISITED									
O'ahu	172,188	173,088	-0.5%	9,544	8,973	6.4%	162,644	164,115	-0.9%
Mauī County	42,432	46,629	-9.0%	1,440	1,434	0.4%	40,992	45,195	-9.3%
...Mauī	42,030	46,314	-9.3%	1,396	1,399	-0.2%	40,634	44,915	-9.5%
...Moloka'i	527	739	-28.7%	66	41	60.4%	461	698	-34.0%
...Lāna'i	444	345	28.6%	67	35	95.1%	377	311	21.2%
Kaua'i	5,233	5,060	3.4%	461	516	-10.8%	4,772	4,543	5.0%
Hawai'i Island	15,141	15,430	-1.9%	906	844	7.4%	14,235	14,587	-2.4%
...Hilo	8,492	9,244	-8.1%	334	305	9.6%	8,158	8,939	-8.7%
...Kona	9,581	8,767	9.3%	728	693	5.0%	8,853	8,073	9.7%
LENGTH OF STAY									
O'ahu (days)	6.03	6.10	-1.2%	6.18	6.13	0.8%	6.02	6.10	-1.3%
Mauī (days)	2.62	2.37	10.8%	6.00	5.98	0.4%	2.50	2.25	11.2%
Moloka'i (days)	1.49	1.28	16.6%	1.69	6.00	-71.9%	1.47	1.00	46.5%
Lāna'i (days)	2.50	1.72	45.6%	2.29	3.49	-34.3%	2.54	1.52	66.8%
Kaua'i (days)	2.86	2.65	7.8%	5.98	6.65	-10.0%	2.56	2.20	16.4%
Hawai'i Island (days)	4.51	3.54	27.5%	9.19	8.62	6.6%	4.22	3.25	29.9%
...Hilo (days)	1.88	1.73	8.7%	4.24	4.89	-13.2%	1.78	1.62	10.0%
...Kona (days)	5.47	4.41	24.0%	9.50	8.35	13.8%	5.14	4.07	26.2%
Statewide (days)	6.93	6.98	-0.7%	7.39	7.41	-0.2%	6.90	6.95	-0.8%
ACCOMMODATIONS									
Hotel	163,761	163,148	0.4%	8,352	7,811	6.9%	155,409	155,337	0.0%
...Hotel Only	157,518	157,844	-0.2%	7,982	7,398	7.9%	149,536	150,446	-0.6%
Condo	8,236	9,087	-9.4%	571	604	-5.6%	7,665	8,483	-9.6%
...Condo Only	4,639	5,496	-15.6%	416	444	-6.3%	4,223	5,052	-16.4%
Timeshare	750	679	10.4%	265	217	21.8%	485	462	5.0%
...Timeshare Only	488	333	46.7%	192	167	15.2%	296	166	78.6%
Rental House	2,770	2,192	26.3%	415	389	6.7%	2,355	1,804	30.6%
Bed & Breakfast	2,210	1,262	75.1%	84	166	-49.4%	2,126	1,095	94.0%
Cruise Ship	458	561	-18.3%	103	64	61.7%	355	497	-28.6%
Friends or Relatives	6,054	5,208	16.2%	915	926	-1.2%	5,138	4,282	20.0%
PURPOSE OF TRIP									
Pleasure (Net)	164,606	161,981	1.6%	8,711	8,182	6.5%	155,895	153,799	1.4%
....Vacation	92,087	89,263	3.2%	7,347	6,848	7.3%	84,739	82,415	2.8%
....Honeymoon	71,484	71,963	-0.7%	1,400	1,303	7.4%	70,085	70,660	-0.8%
...Get Married	1,713	1,020	67.9%	142	79	79.4%	1,571	941	66.9%
MC&I (Net)	6,585	8,217	-19.9%	670	539	24.3%	5,915	7,679	-23.0%
....Convention/Conf.	3,448	4,205	-18.0%	266	237	12.3%	3,182	3,968	-19.8%
....Corp. Meetings	632	1,261	-49.9%	103	87	18.4%	530	1,175	-54.9%
....Incentive	2,647	2,929	-9.6%	325	234	38.7%	2,322	2,694	-13.8%
Other Business	1,218	1,275	-4.5%	304	251	21.2%	914	1,024	-10.8%
Visit Friends/Relatives	3,869	4,327	-10.6%	1,001	980	2.1%	2,868	3,347	-14.3%
Government/Military	512	633	-19.1%	177	128	38.7%	335	506	-33.7%
Attend School	719	1,099	-34.5%	101	51	98.5%	618	1,048	-41.0%
Sport Events	400	154	159.3%	70	57	23.3%	331	98	237.9%
Average Age	37	37	1.5%	42	41	1.1%	37	36	1.6%

**Table 32: China Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

CHINA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2,014	2013	% Change
Total Visitor Days	1,024,364	773,942	32.4%	281,629	238,935	17.9%	742,735	535,007	38.8%
Total Visitors	160,077	125,011	28.1%	47,115	39,768	18.5%	112,962	85,243	32.5%
PARTY SIZE									
One	13,327	12,382	7.6%	6,549	7,235	-9.5%	6,778	5,147	31.7%
Two	47,230	38,666	22.1%	12,339	11,894	3.7%	34,891	26,772	30.3%
Three or more	99,521	73,962	34.6%	28,227	20,639	36.8%	71,293	53,323	33.7%
Avg Party Size	2.77	2.62	5.6%	2.59	2.20	17.6%	2.85	2.88	-1.0%
VISIT STATUS									
First-Time	134,236	106,436	26.1%	36,363	31,944	13.8%	97,873	74,492	31.4%
Repeat	25,841	18,574	39.1%	10,752	7,823	37.4%	15,089	10,751	40.3%
Average # of Trips	1.57	1.47	7.4%	2.24	1.90	17.8%	1.30	1.26	2.6%
TRAVEL METHOD									
Group Tour	74,818	63,620	17.6%	22,372	17,997	24.3%	52,446	45,623	15.0%
Package	112,570	88,856	26.7%	30,436	25,090	21.3%	82,134	63,766	28.8%
Group Tour & Pkg	69,044	58,750	17.5%	18,927	15,103	25.3%	50,116	43,647	14.8%
True Independent	41,732	31,284	33.4%	13,234	11,783	12.3%	28,498	19,501	46.1%
ISLANDS VISITED									
O'ahu	152,722	118,637	28.7%	44,028	36,929	19.2%	108,694	81,708	33.0%
Maui County	26,268	19,515	34.6%	6,037	5,720	5.5%	20,230	13,795	46.7%
...Maui	25,879	18,789	37.7%	5,819	5,489	6.0%	20,060	13,300	50.8%
...Moloka'i	651	1,034	-37.1%	304	370	-17.9%	347	664	-47.8%
...Lāna'i	548	718	-23.7%	236	254	-7.2%	312	464	-32.7%
Kaua'i	4,185	3,568	17.3%	1,411	1,373	2.8%	2,774	2,194	26.4%
Hawai'i Island	31,726	19,944	59.1%	6,635	5,182	28.1%	25,091	14,762	70.0%
...Hilo	16,042	8,967	78.9%	3,370	2,475	36.1%	12,672	6,492	95.2%
...Kona	22,132	14,296	54.8%	4,496	3,644	23.4%	17,636	10,652	65.6%
LENGTH OF STAY									
O'ahu (days)	5.28	5.34	-1.1%	4.67	5.05	-7.6%	5.53	5.47	1.0%
Maui (days)	3.50	3.09	13.0%	5.22	4.16	25.5%	3.00	2.65	12.9%
Moloka'i (days)	2.30	2.14	7.4%	3.24	2.53	28.2%	1.48	1.93	-23.3%
Lāna'i (days)	2.36	1.92	22.6%	2.43	2.85	-14.7%	2.30	1.41	62.8%
Kaua'i (days)	3.64	3.87	-6.1%	5.58	4.57	22.0%	2.65	3.43	-22.8%
Hawai'i Island (days)	3.46	3.26	6.2%	5.49	4.18	31.3%	2.92	2.94	-0.4%
...Hilo (days)	2.18	1.97	10.5%	4.17	2.77	50.6%	1.65	1.67	-1.1%
...Kona (days)	3.38	3.31	2.1%	4.98	4.07	22.5%	2.97	3.05	-2.6%
Statewide (days)	6.40	6.19	3.4%	5.98	6.01	-0.5%	6.58	6.28	4.8%
ACCOMMODATIONS									
Hotel	147,559	115,742	27.5%	43,045	36,386	18.3%	104,515	79,356	31.7%
...Hotel Only	138,617	110,763	25.1%	40,906	34,423	18.8%	97,711	76,340	28.0%
Condo	11,418	6,116	86.7%	1,272	923	37.8%	10,146	5,193	95.4%
...Condo Only	5,730	3,759	52.5%	779	587	32.7%	4,951	3,171	56.1%
Timeshare	1,165	969	20.3%	604	534	13.1%	561	435	29.1%
...Timeshare Only	549	703	-21.9%	435	382	13.9%	114	321	-64.5%
Rental House	3,142	1,667	88.5%	1,293	860	50.2%	1,850	807	129.3%
Bed & Breakfast	1,649	1,523	8.3%	682	673	1.4%	966	850	13.7%
Cruise Ship	956	602	58.7%	520	391	32.8%	436	211	106.7%
Friends or Relatives	3,245	2,715	19.5%	1,670	1,436	16.3%	1,575	1,279	23.2%
PURPOSE OF TRIP									
Pleasure (Net)	144,887	109,136	32.8%	42,723	34,917	22.4%	102,164	74,219	37.7%
....Vacation	133,466	100,982	32.2%	40,920	33,497	22.2%	92,546	67,485	37.1%
....Honeymoon	10,516	7,793	34.9%	1,980	1,515	30.7%	8,536	6,278	36.0%
....Get Married	2,002	1,250	60.2%	336	228	47.4%	1,665	1,022	63.0%
MC&I (Net)	8,931	9,656	-7.5%	1,863	2,055	-9.3%	7,068	7,601	-7.0%
....Convention/Conf.	4,163	3,712	12.1%	895	808	10.8%	3,267	2,904	12.5%
....Corp. Meetings	1,070	1,990	-46.2%	229	365	-37.1%	841	1,625	-48.3%
....Incentive	3,800	4,404	-13.7%	821	935	-12.2%	2,978	3,468	-14.1%
Other Business	3,546	3,842	-7.7%	1,151	1,293	-11.0%	2,394	2,549	-6.1%
Visit Friends/Relatives	2,968	2,697	10.0%	1,498	1,412	6.1%	1,469	1,285	14.3%
Government/Military	388	706	-45.0%	258	225	14.6%	130	481	-72.9%
Attend School	375	412	-9.0%	187	84	122.5%	188	328	-42.8%
Sport Events	622	236	163.3%	229	171	33.9%	393	65	505.0%
Average Age	39	39	-1.5%	38	38	1.7%	39	40	-2.8%

**Table 33: Taiwan Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

TAIWAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2,014	2013	% Change
Total Visitor Days	169,285	173,622	-2.5%	17,778	23,301	-23.7%	151,507	150,321	0.8%
Total Visitors	20,458	22,679	-9.8%	2,434	2,760	-11.8%	18,024	19,919	-9.5%
PARTY SIZE									
One	3,156	3,050	3.5%	650	784	-17.0%	2,506	2,266	10.6%
Two	8,954	7,403	21.0%	833	952	-12.5%	8,120	6,451	25.9%
Three or more	8,348	12,226	-31.7%	950	1,024	-7.2%	7,397	11,202	-34.0%
Avg Party Size	2.16	2.44	-11.2%	1.89	1.81	4.4%	2.21	2.56	-13.8%
VISIT STATUS									
First-Time	15,213	13,680	11.2%	1,225	1,365	-10.2%	13,988	12,315	13.6%
Repeat	5,245	8,999	-41.7%	1,209	1,395	-13.3%	4,036	7,604	-46.9%
Average # of Trips	1.79	2.02	-11.4%	3.53	3.70	-4.6%	1.56	1.79	-13.0%
TRAVEL METHOD									
Group Tour	1,809	4,858	-62.8%	273	193	41.5%	1,536	4,665	-67.1%
Package	8,431	11,958	-29.5%	1,016	952	6.7%	7,415	11,006	-32.6%
Group Tour & Pkg	1,639	4,611	-64.4%	193	120	61.5%	1,446	4,491	-67.8%
True Independent	11,857	10,473	13.2%	1,338	1,734	-22.8%	10,519	8,739	20.4%
ISLANDS VISITED									
O'ahu	19,025	20,774	-8.4%	2,047	2,189	-6.5%	16,978	18,585	-8.6%
Maui County	3,542	5,917	-40.1%	462	576	-19.8%	3,080	5,340	-42.3%
...Maui	3,531	5,842	-39.6%	451	556	-18.9%	3,080	5,286	-41.7%
...Moloka'i	30	75	-59.1%	30	13	132.6%	0	61	-100.0%
...Lāna'i	14	454	-96.9%	14	17	-17.8%	0	437	-100.0%
Kaua'i	821	771	6.4%	176	283	-37.8%	645	489	32.0%
Hawai'i Island	4,234	5,848	-27.6%	385	418	-7.9%	3,849	5,429	-29.1%
...Hilo	2,004	3,025	-33.7%	198	193	2.7%	1,807	2,832	-36.2%
...Kona	3,250	4,518	-28.1%	301	294	2.5%	2,949	4,224	-30.2%
LENGTH OF STAY									
O'ahu (days)	7.07	5.93	19.2%	5.72	6.35	-10.0%	7.23	5.88	22.9%
Maui (days)	4.31	3.54	22.0%	6.66	7.02	-5.1%	3.97	3.17	25.3%
Moloka'i (days)	1.43	4.84	-70.5%	1.43	9.60	-85.1%	0	3.83	-100.0%
Lāna'i (days)	1.61	2.26	-28.6%	1.61	6.49	-75.1%	0	2.09	-100.0%
Kaua'i (days)	4.70	4.51	4.2%	5.61	6.14	-8.6%	4.45	3.57	24.7%
Hawai'i Island (days)	3.70	4.26	-13.1%	5.26	8.44	-37.7%	3.54	3.94	-10.0%
...Hilo (days)	2.33	3.62	-35.7%	3.30	8.04	-59.0%	2.22	3.32	-33.1%
...Kona (days)	3.38	3.09	9.7%	4.56	6.74	-32.4%	3.26	2.83	15.3%
Statewide (days)	8.27	7.66	8.1%	7.30	8.44	-13.5%	8.41	7.55	11.4%
ACCOMMODATIONS									
Hotel	15,087	17,889	-15.7%	1,724	1,917	-10.1%	13,364	15,972	-16.3%
...Hotel Only	13,407	16,243	-17.5%	1,601	1,778	-9.9%	11,805	14,465	-18.4%
Condo	2,010	2,769	-27.4%	159	248	-36.1%	1,851	2,520	-26.6%
...Condo Only	1,218	1,207	0.9%	103	177	-41.7%	1,114	1,029	8.3%
Timeshare	652	349	86.6%	98	164	-40.4%	554	185	199.5%
...Timeshare Only	387	156	148.8%	75	132	-43.1%	312	23	1236.7%
Rental House	1,249	1,292	-3.3%	175	121	45.0%	1,075	1,172	-8.3%
Bed & Breakfast	697	437	59.7%	62	54	13.8%	635	382	66.2%
Cruise Ship	143	23	534.0%	46	23	103.7%	97	0	NA
Friends or Relatives	1,936	1,913	1.2%	258	332	-22.3%	1,678	1,581	6.1%
PURPOSE OF TRIP									
Pleasure (Net)	15,494	16,812	-7.8%	1,950	2,124	-8.2%	13,544	14,688	-7.8%
....Vacation	10,615	14,929	-28.9%	1,669	1,949	-14.4%	8,946	12,980	-31.1%
....Honeymoon	4,398	1,792	145.4%	304	173	75.2%	4,094	1,618	153.0%
...Get Married	896	182	391.7%	145	70	107.3%	751	112	569.5%
MC&I (Net)	2,354	2,775	-15.2%	146	207	-29.4%	2,208	2,568	-14.0%
....Convention/Conf.	1,793	1,230	45.8%	96	126	-23.7%	1,697	1,104	53.7%
....Corp. Meetings	486	800	-39.2%	50	32	54.8%	436	767	-43.2%
....Incentive	140	771	-81.9%	34	74	-54.1%	106	697	-84.8%
Other Business	313	346	-9.5%	108	136	-20.2%	205	211	-2.6%
Visit Friends/Relatives	1,578	1,748	-9.7%	283	323	-12.4%	1,295	1,425	-9.1%
Government/Military	299	60	401.1%	47	24	96.6%	252	36	604.3%
Attend School	363	78	363.7%	47	22	117.3%	317	57	457.0%
Sport Events	128	1,192	-89.3%	45	20	128.0%	83	1,172	-92.9%
Average Age	37	41	-9.1%	41	41	-1.0%	37	41	-10.0%

**Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	350,370	333,980	4.9%	338,609	324,054	4.5%	11,761	9,926	18.5%
Total Visitors	30,095	30,265	-0.6%	28,853	28,898	-0.2%	1,242	1,367	-9.1%
PARTY SIZE									
One	6,498	6,575	-1.2%	6,179	6,395	-3.4%	320	180	77.7%
Two	11,914	11,971	-0.5%	11,133	11,343	-1.9%	781	628	24.4%
Three or more	11,682	11,719	-0.3%	11,541	11,160	3.4%	141	559	-74.7%
Avg Party Size	1.96	1.95	0.5%	1.97	1.94	1.8%	1.65	2.16	-23.6%
VISIT STATUS									
First-Time	21,332	22,169	-3.8%	20,267	20,802	-2.6%	1,065	1,367	-22.1%
Repeat	8,762	8,096	8.2%	8,585	8,096	6.0%	177	0	NA
Average # of Trips	2.12	2.06	3.0%	2.13	2.11	1.0%	1.90	1.00	90.1%
TRAVEL METHOD									
Group Tour	2,885	2,976	-3.0%	2,738	2,785	-1.7%	147	190	-22.8%
Package	11,314	12,295	-8.0%	10,577	11,498	-8.0%	737	797	-7.5%
Group Tour & Pkg	2,140	2,244	-4.6%	1,993	2,053	-3.0%	147	190	-22.8%
True Independent	18,035	17,238	4.6%	17,530	16,668	5.2%	505	570	-11.4%
ISLANDS VISITED									
O'ahu	23,746	23,666	0.3%	22,504	22,447	0.3%	1,242	1,219	1.9%
Mauí County	11,080	10,446	6.1%	10,867	10,205	6.5%	212	241	-11.8%
...Mauí	10,945	10,318	6.1%	10,732	10,077	6.5%	212	241	-11.8%
...Moloka'i	398	342	16.3%	398	342	16.3%	0	0	NA
...Lāna'i	393	380	3.4%	393	380	3.4%	0	0	NA
Kaua'i	4,095	4,010	2.1%	3,961	3,842	3.1%	134	167	-20.3%
Hawai'i Island	7,117	6,789	4.8%	6,761	6,422	5.3%	357	367	-2.7%
...Hilo	3,190	2,835	12.5%	3,045	2,668	14.2%	145	167	-13.7%
...Kona	5,747	5,707	0.7%	5,535	5,340	3.6%	212	367	-42.1%
LENGTH OF STAY									
O'ahu (days)	7.66	7.94	-3.5%	7.74	8.04	-3.7%	6.14	6.01	2.1%
Mauí (days)	8.03	7.24	10.8%	8.09	7.35	10.0%	5.08	2.82	80.2%
Moloka'i (days)	5.65	6.20	-8.8%	5.65	6.20	-8.8%	0	0	NA
Lāna'i (days)	6.31	4.43	42.2%	6.31	4.43	42.2%	0	0	NA
Kaua'i (days)	6.26	5.46	14.8%	6.29	5.61	12.2%	5.43	2.00	171.5%
Hawai'i Island (days)	7.05	6.73	4.8%	7.08	6.87	3.1%	6.52	4.31	51.2%
...Hilo (days)	4.35	3.10	40.3%	4.41	3.23	36.6%	3.00	1.00	200.0%
...Kona (days)	6.32	6.47	-2.2%	6.22	6.65	-6.3%	8.92	3.86	131.2%
Statewide (days)	11.64	11.04	5.5%	11.74	11.21	4.7%	9.47	7.26	30.4%
ACCOMMODATIONS									
Hotel	22,955	22,717	1.0%	21,919	21,773	0.7%	1,035	944	9.7%
...Hotel Only	20,269	20,507	-1.2%	19,446	19,781	-1.7%	823	726	13.4%
Condo	1,862	1,783	4.5%	1,795	1,731	3.7%	68	51	32.7%
...Condo Only	1,175	1,265	-7.1%	1,175	1,265	-7.1%	0	0	NA
Timeshare	691	1,048	-34.1%	691	703	-1.7%	0	345	-100.0%
...Timeshare Only	424	864	-50.9%	424	519	-18.3%	0	345	-100.0%
Rental House	2,223	1,850	20.1%	2,183	1,850	18.0%	40	0	NA
Bed & Breakfast	333	313	6.2%	333	313	6.2%	0	0	NA
Cruise Ship	1,525	1,379	10.6%	1,525	1,212	25.9%	0	167	-100.0%
Friends or Relatives	2,499	2,239	11.6%	2,289	2,239	2.2%	210	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	25,021	25,663	-2.5%	23,890	24,445	-2.3%	1,132	1,219	-7.2%
....Vacation	22,850	23,513	-2.8%	21,719	22,462	-3.3%	1,132	1,051	7.6%
....Honeymoon	2,309	2,239	3.1%	2,309	2,071	11.5%	0	167	-100.0%
...Get Married	321	211	52.3%	321	211	52.3%	0	0	NA
MC&I (Net)	3,464	2,386	45.2%	3,208	2,237	43.4%	256	148	72.4%
....Convention/Conf.	2,459	1,404	75.1%	2,203	1,256	75.5%	256	148	72.4%
....Corp. Meetings	673	484	39.0%	673	484	39.0%	0	0	NA
....Incentive	544	637	-14.6%	544	637	-14.6%	0	0	NA
Other Business	597	404	48.0%	532	404	31.7%	66	0	NA
Visit Friends/Relatives	1,629	1,734	-6.1%	1,629	1,734	-6.1%	0	0	NA
Government/Military	166	142	17.2%	166	142	17.2%	0	0	NA
Attend School	276	188	47.1%	276	188	47.1%	0	0	NA
Sport Events	975	871	12.0%	975	871	12.0%	0	0	NA
Average Age	42	42	-0.3%	42	42	0.1%	38	41	-7.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	94.6	74.2	27.6%						
Per Person Per Day (\$)	270.1	222.2	21.6%						
Per Person Per Trip (\$)	3,145.1	2,451.5	28.3%						

NA = Not Applicable

**Table 35: Other MMA Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	2,084,926	2,095,284	-0.5%	1,281,285	1,389,251	-7.8%	803,640	706,033	13.8%
Total Visitors	213,210	196,955	8.3%	126,101	133,239	-5.4%	87,109	63,716	36.7%
PARTY SIZE									
One	44,318	40,053	10.6%	27,372	28,847	-5.1%	16,946	11,206	51.2%
Two	78,274	74,592	4.9%	48,266	51,130	-5.6%	30,007	23,462	27.9%
Three or more	90,619	82,310	10.1%	50,463	53,262	-5.3%	40,155	29,048	38.2%
Avg Party Size	2.02	2.02	-0.2%	1.97	1.97	0.4%	2.08	2.14	-3.0%
VISIT STATUS									
First-Time	89,392	85,713	4.3%	38,977	46,506	-16.2%	50,414	39,207	28.6%
Repeat	123,819	111,243	11.3%	87,124	86,733	0.5%	36,695	24,509	49.7%
Average # of Trips	4.55	4.70	-3.1%	5.94	5.53	7.4%	2.54	2.95	-14.1%
TRAVEL METHOD									
Group Tour	21,516	14,093	52.7%	4,813	5,321	-9.6%	16,704	8,772	90.4%
Package	59,260	53,423	10.9%	26,636	31,282	-14.9%	32,623	22,142	47.3%
Group Tour & Pkg	15,793	11,165	41.4%	3,160	3,491	-9.5%	12,632	7,674	64.6%
True Independent	148,227	140,604	5.4%	97,813	100,128	-2.3%	50,414	40,477	24.6%
ISLANDS VISITED									
O'ahu	149,367	136,203	9.7%	73,865	79,589	-7.2%	75,502	56,614	33.4%
Maui County	62,212	59,509	4.5%	41,271	43,859	-5.9%	20,941	15,650	33.8%
...Maui	61,055	58,161	5.0%	40,466	42,971	-5.8%	20,589	15,189	35.5%
...Moloka'i	1,942	2,113	-8.1%	1,149	1,066	7.8%	793	1,047	-24.3%
...Lāna'i	2,038	2,130	-4.3%	1,307	1,401	-6.7%	731	728	0.4%
Kaua'i	25,254	28,781	-12.3%	20,217	21,587	-6.3%	5,038	7,194	-30.0%
Hawai'i Island	38,564	37,154	3.8%	23,423	25,508	-8.2%	15,141	11,646	30.0%
...Hilo	15,547	15,194	2.3%	8,539	9,249	-7.7%	7,007	5,945	17.9%
...Kona	29,761	30,980	-3.9%	19,732	21,331	-7.5%	10,030	9,649	3.9%
LENGTH OF STAY									
O'ahu (days)	7.85	8.31	-5.5%	7.67	8.01	-4.3%	8.03	8.73	-8.1%
Maui (days)	7.36	7.88	-6.5%	8.39	8.39	0.1%	5.33	6.43	-17.1%
Moloka'i (days)	3.65	3.47	5.1%	5.48	5.01	9.4%	1.00	1.91	-47.7%
Lāna'i (days)	3.88	3.26	19.0%	3.75	4.00	-6.3%	4.11	1.84	124.1%
Kaua'i (days)	7.11	6.64	7.1%	7.82	7.65	2.3%	4.26	3.62	17.5%
Hawai'i Island (days)	6.95	8.07	-13.8%	8.79	8.43	4.2%	4.12	7.26	-43.2%
...Hilo (days)	4.58	4.18	9.6%	5.44	5.56	-2.2%	3.53	2.02	74.7%
...Kona (days)	6.62	7.62	-13.2%	8.07	7.67	5.3%	3.75	7.52	-50.1%
Statewide (days)	9.78	10.64	-8.1%	10.16	10.43	-2.6%	9.23	11.08	-16.7%
ACCOMMODATIONS									
Hotel	135,810	122,868	10.5%	71,045	76,909	-7.6%	64,765	45,959	40.9%
...Hotel Only	115,540	105,426	9.6%	60,254	65,758	-8.4%	55,286	39,667	39.4%
Condo	26,889	26,661	0.9%	20,866	21,724	-4.0%	6,023	4,937	22.0%
...Condo Only	19,531	19,569	-0.2%	16,173	16,808	-3.8%	3,358	2,760	21.6%
Timeshare	14,131	14,160	-0.2%	12,687	12,797	-0.9%	1,443	1,363	5.9%
...Timeshare Only	10,700	10,696	0.0%	9,805	9,987	-1.8%	895	709	26.3%
Rental House	15,607	12,472	25.1%	10,479	9,990	4.9%	5,128	2,482	106.6%
Bed & Breakfast	1,937	2,719	-28.8%	1,512	1,657	-8.7%	425	1,063	-60.0%
Cruise Ship	3,490	4,164	-16.2%	2,735	2,660	2.8%	755	1,504	-49.8%
Friends or Relatives	30,678	27,404	11.9%	17,489	17,788	-1.7%	13,189	9,617	37.2%
PURPOSE OF TRIP									
Pleasure (Net)	150,497	145,891	3.2%	97,804	104,483	-6.4%	52,692	41,408	27.3%
....Vacation	141,814	138,741	2.2%	92,571	99,135	-6.6%	49,243	39,606	24.3%
....Honeymoon	9,002	7,611	18.3%	5,354	5,500	-2.6%	3,648	2,111	72.8%
...Get Married	1,791	1,609	11.3%	1,593	1,230	29.5%	198	379	-47.7%
MC&I (Net)	27,752	18,438	50.5%	7,880	8,189	-3.8%	19,872	10,249	93.9%
....Convention/Conf.	17,127	12,247	39.8%	4,856	5,100	-4.8%	12,271	7,147	71.7%
....Corp. Meetings	3,604	1,985	81.6%	1,913	1,722	11.1%	1,690	263	543.0%
....Incentive	7,621	4,950	54.0%	1,583	1,736	-8.8%	6,039	3,214	87.9%
Other Business	8,643	6,864	25.9%	6,860	5,582	22.9%	1,783	1,281	39.1%
Visit Friends/Relatives	28,021	26,167	7.1%	16,144	16,862	-4.3%	11,877	9,305	27.6%
Government/Military	5,400	4,588	17.7%	2,414	2,225	8.5%	2,986	2,363	26.4%
Attend School	2,984	541	451.3%	770	541	42.2%	2,215	0	NA
Sport Events	2,393	2,274	5.2%	1,964	1,675	17.2%	429	599	-28.3%
Average Age	45	44	0.7%	47	46	1.9%	42	41	2.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	436.5	448.9	-2.8%						
Per Person Per Day (\$)	209.4	214.2	-2.3%						
Per Person Per Trip (\$)	2,047.2	2,279.0	-10.2%						

NA = Not Applicable

**Table 36: Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)
(Arrivals by Air)
2014**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	5.4	5.6	11.0	3.7	3.9	7.6	3.2	3.4	6.6	4.5	4.6	9.1	2.8	3.3	6.1
13-17	2.5	2.8	5.4	2.4	2.8	5.2	0.9	1.2	2.1	2.2	2.8	5.0	2.3	2.9	5.3
18-24	3.6	4.6	8.2	3.7	4.7	8.4	2.7	6.8	9.6	3.1	4.4	7.4	4.5	6.6	11.1
25-40	11.7	13.1	24.7	11.6	12.3	23.9	16.3	23.6	39.9	10.8	13.0	23.9	17.9	17.5	35.4
41-59	14.9	15.6	30.6	16.2	16.5	32.8	9.7	14.4	24.1	15.6	17.6	33.1	14.5	14.2	28.7
>60	10.1	10.0	20.1	11.2	10.9	22.1	7.9	9.8	17.7	11.0	10.5	21.5	7.3	6.1	13.4
Total	48.3	51.7	100.0	48.9	51.1	100.0	40.7	59.3	100.0	47.1	52.9	100.0	49.3	50.7	100.0
Visitors	1,586,155	1,700,522	3,286,677	848,032	886,761	1,734,794	615,016	896,683	1,511,699	247,304	277,261	524,565	70,461	72,597	143,057

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.1	4.2	8.3	3.3	3.4	6.6	3.7	3.9	7.6	4.7	4.3	9.0	4.4	4.6	8.9
13-17	2.4	3.1	5.5	1.1	1.3	2.4	2.7	3.4	6.1	2.5	2.3	4.8	2.2	2.5	4.7
18-24	3.6	6.5	10.1	2.4	4.4	6.8	4.9	6.1	11.0	3.7	4.4	8.1	3.5	5.1	8.6
25-40	11.0	14.4	25.4	22.2	26.0	48.2	18.7	17.9	36.6	13.1	14.4	27.5	13.0	15.3	28.3
41-59	14.0	18.3	32.3	12.1	13.3	25.4	15.1	12.7	27.8	16.6	17.7	34.3	14.3	15.8	30.1
>60	9.1	9.4	18.4	5.2	5.3	10.6	6.0	4.9	10.8	8.5	7.9	16.4	9.7	9.8	19.5
Total	44.2	55.8	100.0	46.4	53.6	100.0	51.2	48.8	100.0	49.0	51.0	100.0	47.0	53.0	100.0
Visitors	163,840	207,232	371,072	170,820	197,682	368,502	15,395	14,700	30,095	104,533	108,678	213,210	3,842,451	4,341,220	8,183,671

Note: Sums may not add up to total due to rounding.

**Table 37: Honeymoon Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	4,765,576	4,288,205	11.1%	2,351,601	2,083,875	12.8%	2,413,976	2,204,330	9.5%
Total Visitors	629,423	570,811	10.3%	247,213	222,612	11.1%	382,209	348,199	9.8%
PARTY SIZE									
One	24,960	18,014	38.6%	20,966	15,410	36.1%	3,994	2,604	53.4%
Two	545,793	485,324	12.5%	191,012	183,747	4.0%	354,781	301,577	17.6%
Three or more	58,670	67,473	-13.0%	35,236	23,455	50.2%	23,434	44,018	-46.8%
Avg Party Size	2.02	2.09	-3.2%	1.98	1.97	0.4%	2.05	2.17	-5.6%
VISIT STATUS									
First-Time	452,262	421,724	7.2%	140,854	137,762	2.2%	311,408	283,962	9.7%
Repeat	177,161	149,087	18.8%	106,360	84,850	25.4%	70,801	64,237	10.2%
Average # of Trips	2.04	1.88	8.5%	2.96	2.53	17.1%	1.44	1.47	-1.5%
TRAVEL METHOD									
Group Tour	53,762	50,373	6.7%	5,977	4,008	49.1%	47,785	46,365	3.1%
Package	406,266	383,655	5.9%	86,828	86,138	0.8%	319,439	297,518	7.4%
Group Tour & Pkg	49,980	47,093	6.1%	3,681	2,639	39.5%	46,299	44,454	4.2%
True Independent	219,374	183,876	19.3%	158,090	135,106	17.0%	61,284	48,770	25.7%
ISLANDS VISITED									
O'ahu	494,312	447,983	10.3%	120,799	107,666	12.2%	373,513	340,317	9.8%
Maui County	163,235	156,399	4.4%	116,259	108,438	7.2%	46,977	47,961	-2.1%
...Maui	161,573	154,895	4.3%	114,835	107,023	7.3%	46,738	47,872	-2.4%
...Moloka'i	3,252	2,814	15.6%	2,762	2,187	26.3%	490	627	-21.8%
...Lāna'i	4,348	3,655	19.0%	3,549	3,301	7.5%	799	354	125.8%
Kaua'i	72,930	69,253	5.3%	64,643	61,701	4.8%	8,288	7,552	9.7%
Hawai'i Island	88,352	81,423	8.5%	46,815	40,001	17.0%	41,536	41,423	0.3%
...Hilo	33,570	30,805	9.0%	18,395	15,434	19.2%	15,176	15,371	-1.3%
...Kona	71,363	65,716	8.6%	40,350	34,667	16.4%	31,012	31,050	-0.1%
LENGTH OF STAY									
O'ahu (days)	5.67	5.63	0.8%	5.94	5.83	2.0%	5.59	5.56	0.4%
Maui (days)	6.34	6.03	5.1%	7.41	7.23	2.5%	3.71	3.36	10.6%
Moloka'i (days)	3.28	3.81	-13.7%	3.66	4.25	-13.9%	1.19	2.27	-47.7%
Lāna'i (days)	2.73	3.33	-17.9%	2.87	3.43	-16.4%	2.13	2.38	-10.5%
Kaua'i (days)	6.53	6.32	3.3%	6.84	6.62	3.4%	4.10	3.88	5.5%
Hawai'i Island (days)	4.95	4.58	8.2%	6.84	6.36	7.7%	2.82	2.86	-1.2%
...Hilo (days)	2.78	2.48	12.2%	3.94	3.33	18.2%	1.39	1.62	-14.7%
...Kona (days)	4.82	4.51	7.0%	6.14	5.85	5.0%	3.10	3.01	3.2%
Statewide (days)	7.57	7.51	0.8%	9.51	9.36	1.6%	6.32	6.33	-0.2%
ACCOMMODATIONS									
Hotel	551,335	508,152	8.5%	179,566	167,178	7.4%	371,769	340,975	9.0%
...Hotel Only	513,095	476,509	7.7%	150,911	143,101	5.5%	362,184	333,408	8.6%
Condo	47,900	40,559	18.1%	37,270	31,972	16.6%	10,630	8,588	23.8%
...Condo Only	30,338	25,926	17.0%	24,460	21,509	13.7%	5,878	4,417	33.1%
Timeshare	26,684	22,187	20.3%	24,143	20,091	20.2%	2,542	2,096	21.2%
...Timeshare Only	17,792	15,515	14.7%	16,272	14,285	13.9%	1,520	1,230	23.5%
Rental House	21,092	14,929	41.3%	18,813	13,534	39.0%	2,279	1,395	63.4%
Bed & Breakfast	9,260	7,086	30.7%	7,345	5,898	24.5%	1,915	1,188	61.2%
Cruise Ship	7,297	5,371	35.9%	6,429	4,367	47.2%	868	1,003	-13.5%
Friends or Relatives	15,545	8,867	75.3%	12,950	7,855	64.9%	2,595	1,013	156.3%
PURPOSE OF TRIP									
Pleasure (Net)	629,423	570,811	10.3%	247,213	222,612	11.1%	382,209	348,199	9.8%
....Vacation	58,844	47,020	25.1%	42,094	29,958	40.5%	16,750	17,062	-1.8%
....Honeymoon	629,423	570,811	10.3%	247,213	222,612	11.1%	382,209	348,199	9.8%
....Get Married	51,219	52,355	-2.2%	24,897	16,382	52.0%	26,322	35,973	-26.8%
MC&I (Net)	16,759	2,993	459.9%	15,319	2,316	561.4%	1,440	677	112.7%
....Convention/Conf.	8,095	1,381	486.1%	7,560	1,293	484.8%	535	88	505.6%
....Corp. Meetings	7,177	866	729.1%	6,942	858	709.5%	235	8	2823.7%
....Incentive	8,407	1,573	434.4%	7,465	982	660.4%	942	591	59.2%
Other Business	33,075	1,558	2022.7%	32,247	1,463	2103.5%	828	95	774.4%
Visit Friends/Relatives	16,732	6,245	167.9%	15,718	5,483	186.7%	1,015	762	33.1%
Government/Military	6,483	635	920.9%	6,329	561	1028.6%	154	74	107.7%
Attend School	8,296	393	2012.5%	8,030	392	1949.2%	266	1	31135.1%
Sport Events	9,327	1,152	709.9%	8,850	798	1008.3%	477	353	35.1%
Average Age	33	32	1.3%	36	35	3.9%	31	31	-0.7%

**Table 38: Get Married Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	1,034,632	973,396	6.3%	684,423	545,369	25.5%	350,209	428,027	-18.2%
Total Visitors	119,014	119,173	-0.1%	66,800	53,767	24.2%	52,213	65,406	-20.2%
PARTY SIZE									
One	9,828	7,159	37.3%	8,668	6,534	32.7%	1,159	624	85.7%
Two	63,681	51,635	23.3%	31,123	26,198	18.8%	32,559	25,437	28.0%
Three or more	45,505	60,380	-24.6%	27,009	21,035	28.4%	18,495	39,345	-53.0%
Avg Party Size	2.30	2.72	-15.4%	2.19	2.18	0.3%	2.46	3.41	-27.8%
VISIT STATUS									
First-Time	54,742	59,352	-7.8%	23,913	20,103	19.0%	30,830	39,249	-21.5%
Repeat	64,271	59,821	7.4%	42,888	33,664	27.4%	21,384	26,157	-18.2%
Average # of Trips	3.70	3.25	14.0%	4.66	4.48	4.0%	2.48	2.23	10.9%
TRAVEL METHOD									
Group Tour	11,138	16,396	-32.1%	1,685	895	88.3%	9,453	15,501	-39.0%
Package	55,198	69,454	-20.5%	15,911	14,098	12.9%	39,286	55,356	-29.0%
Group Tour & Pkg	9,677	14,467	-33.1%	898	509	76.5%	8,779	13,958	-37.1%
True Independent	62,355	47,791	30.5%	50,102	39,284	27.5%	12,253	8,507	44.0%
ISLANDS VISITED									
O'ahu	80,639	88,092	-8.5%	31,045	25,030	24.0%	49,594	63,062	-21.4%
Maui County	32,481	27,813	16.8%	27,958	23,312	19.9%	4,523	4,501	0.5%
...Maui	32,018	27,317	17.2%	27,525	22,878	20.3%	4,493	4,439	1.2%
...Moloka'i	848	807	5.0%	738	611	20.8%	110	196	-44.1%
...Lāna'i	1,157	1,189	-2.7%	1,005	920	9.3%	153	270	-43.4%
Kaua'i	15,650	12,930	21.0%	14,418	11,638	23.9%	1,232	1,292	-4.7%
Hawai'i Island	17,351	18,152	-4.4%	11,468	9,256	23.9%	5,884	8,896	-33.9%
...Hilo	6,262	6,718	-6.8%	3,960	3,162	25.3%	2,302	3,556	-35.3%
...Kona	14,128	14,572	-3.0%	9,913	8,064	22.9%	4,215	6,508	-35.2%
LENGTH OF STAY									
O'ahu (days)	6.50	6.41	1.3%	7.33	7.48	-2.0%	5.97	5.99	-0.2%
Maui (days)	8.17	7.69	6.2%	8.44	8.22	2.8%	6.49	5.00	29.8%
Moloka'i (days)	4.49	3.75	19.9%	4.90	4.60	6.4%	1.74	1.07	61.7%
Lāna'i (days)	5.77	3.82	51.1%	6.24	4.26	46.6%	2.71	2.34	16.0%
Kaua'i (days)	7.85	7.42	5.9%	8.12	7.82	3.7%	4.72	3.73	26.5%
Hawai'i Island (days)	6.68	5.23	27.8%	8.50	7.82	8.8%	3.12	2.53	23.2%
...Hilo (days)	3.74	2.89	29.6%	5.23	4.69	11.5%	1.17	1.28	-8.5%
...Kona (days)	6.54	5.18	26.3%	7.75	7.13	8.6%	3.72	2.76	34.5%
Statewide (days)	8.69	8.17	6.4%	10.25	10.14	1.0%	6.71	6.54	2.5%
ACCOMMODATIONS									
Hotel	86,139	93,760	-8.1%	38,318	32,144	19.2%	47,820	61,616	-22.4%
...Hotel Only	75,763	85,000	-10.9%	29,865	25,497	17.1%	45,898	59,503	-22.9%
Condo	19,225	16,379	17.4%	15,339	12,197	25.8%	3,885	4,183	-7.1%
...Condo Only	13,729	11,195	22.6%	10,792	8,807	22.5%	2,937	2,388	23.0%
Timeshare	6,963	4,956	40.5%	6,135	4,292	43.0%	827	665	24.4%
...Timeshare Only	4,502	3,360	34.0%	3,851	2,787	38.2%	651	573	13.6%
Rental House	11,548	8,123	42.2%	10,432	7,476	39.5%	1,117	647	72.6%
Bed & Breakfast	1,951	1,136	71.7%	1,702	994	71.3%	249	142	74.8%
Cruise Ship	1,400	1,041	34.5%	1,294	815	58.9%	106	226	-53.3%
Friends or Relatives	6,688	4,564	46.5%	6,089	4,282	42.2%	599	282	112.5%
PURPOSE OF TRIP									
Pleasure (Net)	119,014	119,173	-0.1%	66,800	53,767	24.2%	52,213	65,406	-20.2%
....Vacation	35,052	32,061	9.3%	24,958	19,867	25.6%	10,094	12,193	-17.2%
....Honeymoon	51,219	52,355	-2.2%	24,897	16,382	52.0%	26,322	35,973	-26.8%
...Get Married	119,014	119,173	-0.1%	66,800	53,767	24.2%	52,213	65,406	-20.2%
MC&I (Net)	6,406	1,448	342.5%	5,922	1,364	334.1%	484	84	479.2%
....Convention/Conf.	3,179	951	234.4%	3,066	871	252.2%	113	80	41.0%
....Corp. Meetings	3,599	631	470.8%	3,377	624	441.7%	222	7	3034.7%
....Incentive	3,878	651	495.6%	3,541	641	452.6%	338	10	3131.5%
Other Business	8,236	938	777.9%	7,936	937	746.8%	299	1	35032.5%
Visit Friends/Relatives	8,805	3,952	122.8%	8,363	3,761	122.4%	442	192	130.4%
Government/Military	2,905	367	691.8%	2,808	366	667.0%	97	1	11319.0%
Attend School	3,558	301	1083.1%	3,413	300	1038.3%	144	1	16843.5%
Sport Events	3,996	760	425.9%	3,698	608	508.4%	299	152	96.3%
Average Age	39	38	1.9%	41	40	2.2%	35	36	-1.9%

**Table 39: Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	3,520,006	3,211,015	9.6%	2,686,235	2,412,828	11.3%	833,771	798,187	4.5%
Total Visitors	457,016	415,779	9.9%	324,336	294,488	10.1%	132,680	121,292	9.4%
PARTY SIZE									
One	106,441	100,087	6.3%	83,685	78,595	6.5%	22,756	21,492	5.9%
Two	183,666	170,881	7.5%	149,988	139,575	7.5%	33,678	31,306	7.6%
Three or more	166,909	144,810	15.3%	90,664	76,318	18.8%	76,246	68,493	11.3%
Avg Party Size	1.95	1.92	1.5%	1.79	1.75	-2.2%	2.47	2.48	-0.3%
VISIT STATUS									
First-Time	159,335	147,955	7.7%	97,689	89,613	9.0%	61,647	58,342	5.7%
Repeat	297,680	267,824	11.1%	226,647	204,874	10.6%	71,033	62,950	12.8%
Average # of Trips	4.39	4.43	-1.1%	5.06	5.04	0.4%	2.73	2.96	-7.7%
TRAVEL METHOD									
Group Tour	129,280	120,809	7.0%	50,390	46,783	7.7%	78,889	74,026	6.6%
Package	160,387	151,352	6.0%	81,224	75,471	7.6%	79,163	75,881	4.3%
Group Tour & Pkg	92,700	88,822	4.4%	31,232	30,246	3.3%	61,468	58,576	4.9%
True Independent	260,049	232,440	11.9%	223,953	202,479	10.6%	36,096	29,961	20.5%
ISLANDS VISITED									
O'ahu	276,475	250,237	10.5%	163,417	143,210	14.1%	113,058	107,027	5.6%
Maui County	131,517	126,248	4.2%	112,398	107,284	4.8%	19,120	18,964	0.8%
...Maui	128,989	122,792	5.0%	110,262	103,974	6.0%	18,726	18,818	-0.5%
...Moloka'i	2,675	2,314	15.6%	2,209	1,828	20.9%	465	486	-4.2%
...Lāna'i	4,458	6,535	-31.8%	3,894	5,810	-33.0%	564	725	-22.2%
Kaua'i	43,921	44,057	-0.3%	39,776	40,106	-0.8%	4,145	3,950	4.9%
Hawai'i Island	93,839	81,640	14.9%	73,318	64,204	14.2%	20,521	17,436	17.7%
...Hilo	23,274	21,654	7.5%	15,801	14,100	12.1%	7,473	7,554	-1.1%
...Kona	80,896	69,902	15.7%	65,839	57,780	13.9%	15,057	12,122	24.2%
LENGTH OF STAY									
O'ahu (days)	5.92	6.00	-1.4%	6.21	6.31	-1.6%	5.49	5.59	-1.7%
Maui (days)	7.21	7.06	2.1%	7.43	7.18	3.4%	5.93	6.37	-6.9%
Moloka'i (days)	3.84	3.00	28.1%	4.41	3.41	29.2%	1.14	1.43	-20.4%
Lāna'i (days)	3.87	4.04	-4.3%	4.21	4.32	-2.5%	1.50	1.84	-18.5%
Kaua'i (days)	6.97	6.51	7.1%	7.25	6.77	7.0%	4.27	3.80	12.3%
Hawai'i Island (days)	6.62	6.39	3.5%	7.34	7.15	2.7%	4.02	3.60	11.6%
...Hilo (days)	3.73	3.44	8.5%	4.58	4.13	11.0%	1.93	2.15	-10.4%
...Kona (days)	6.60	6.40	3.2%	7.08	6.94	2.0%	4.52	3.84	17.7%
Statewide (days)	7.70	7.72	-0.3%	8.28	8.19	1.1%	6.28	6.58	-4.5%
ACCOMMODATIONS									
Hotel	406,658	371,153	9.6%	281,821	259,707	8.5%	124,837	111,446	12.0%
...Hotel Only	370,863	340,558	8.9%	251,990	233,158	8.1%	118,873	107,400	10.7%
Condo	36,733	31,135	18.0%	28,901	24,602	17.5%	7,832	6,533	19.9%
...Condo Only	19,345	16,983	13.9%	15,559	12,915	20.5%	3,786	4,068	-6.9%
Timeshare	14,107	10,542	33.8%	13,025	9,924	31.3%	1,081	618	75.0%
...Timeshare Only	7,205	5,681	26.8%	6,699	5,428	23.4%	506	253	99.7%
Rental House	16,495	11,982	37.7%	15,085	11,026	36.8%	1,410	956	47.5%
Bed & Breakfast	5,033	5,433	-7.4%	4,437	3,630	22.2%	596	1,803	-66.9%
Cruise Ship	4,464	2,896	54.1%	3,823	2,586	47.8%	641	311	106.4%
Friends or Relatives	14,897	11,393	30.8%	13,018	9,640	35.0%	1,879	1,753	7.2%
PURPOSE OF TRIP									
Pleasure (Net)	142,433	123,459	15.4%	119,263	101,900	17.0%	23,170	21,559	7.5%
....Vacation	132,670	121,676	9.0%	110,695	100,529	10.1%	21,975	21,147	3.9%
....Honeymoon	16,759	2,993	459.9%	15,319	2,316	561.4%	1,440	677	112.7%
....Get Married	6,406	1,448	342.5%	5,922	1,364	334.1%	484	84	479.2%
MC&I (Net)	457,016	415,779	9.9%	324,336	294,488	10.1%	132,680	121,292	9.4%
....Convention/Conf.	246,897	220,425	12.0%	198,946	177,610	12.0%	47,950	42,815	12.0%
....Corp. Meetings	88,276	74,004	19.3%	76,692	65,899	16.4%	11,584	8,105	42.9%
....Incentive	143,470	135,792	5.7%	68,695	62,944	9.1%	74,775	72,848	2.6%
Other Business	21,382	8,469	152.5%	20,146	7,420	171.5%	1,236	1,049	17.9%
Visit Friends/Relatives	14,901	9,634	54.7%	13,801	8,114	70.1%	1,101	1,520	-27.6%
Government/Military	5,836	1,993	192.9%	5,366	1,987	170.0%	470	5	8946.8%
Attend School	5,592	646	765.8%	5,390	636	748.0%	202	10	1868.0%
Sport Events	6,755	1,823	270.5%	6,270	1,319	375.3%	485	504	-3.8%
Average Age	45	45	-0.3%	47	47	0.0%	42	43	-1.2%

**Table 40: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	7,971,535	8,030,848	-0.7%	7,181,064	7,148,600	0.5%	790,470	882,248	-10.4%
Total Visitors	678,695	671,718	1.0%	603,375	596,182	1.2%	75,320	75,536	-0.3%
PARTY SIZE									
One	206,978	208,388	-0.7%	185,769	186,911	-0.6%	21,209	21,477	-1.2%
Two	253,990	248,215	2.3%	225,617	222,541	1.4%	28,374	25,673	10.5%
Three or more	217,727	215,116	1.2%	191,989	186,731	2.8%	25,738	28,386	-9.3%
Avg Party Size	1.74	1.73	0.7%	1.73	1.72	0.9%	1.80	1.82	-1.3%
VISIT STATUS									
First-Time	140,783	136,210	3.4%	117,291	115,478	1.6%	23,492	20,732	13.3%
Repeat	537,912	535,508	0.4%	486,084	480,704	1.1%	51,828	54,804	-5.4%
Average # of Trips	8.02	8.13	-1.3%	8.33	8.32	0.0%	5.61	6.62	-15.2%
TRAVEL METHOD									
Group Tour	8,849	8,686	1.9%	5,178	4,222	22.7%	3,670	4,465	-17.8%
Package	61,774	64,480	-4.2%	47,348	48,582	-2.5%	14,426	15,898	-9.3%
Group Tour & Pkg	5,202	5,508	-5.5%	2,091	1,804	15.9%	3,112	3,704	-16.0%
True Independent	613,275	604,060	1.5%	552,939	545,183	1.4%	60,336	58,877	2.5%
ISLANDS VISITED									
O'ahu	478,129	477,203	0.2%	414,249	412,751	0.4%	63,880	64,453	-0.9%
Mauī County	138,987	136,163	2.1%	125,237	121,197	3.3%	13,750	14,966	-8.1%
...Mauī	133,384	130,283	2.4%	120,008	115,905	3.5%	13,376	14,378	-7.0%
...Moloka'i	7,385	6,603	11.8%	6,424	5,899	8.9%	961	704	36.5%
...Lāna'i	5,721	5,753	-0.5%	5,004	5,276	-5.2%	718	477	50.5%
Kaua'i	74,259	69,702	6.5%	67,564	64,693	4.4%	6,695	5,008	33.7%
Hawai'i Island	124,023	121,289	2.3%	111,543	110,186	1.2%	12,481	11,103	12.4%
...Hilo	57,373	56,070	2.3%	50,295	49,948	0.7%	7,079	6,121	15.6%
...Kona	94,846	91,633	3.5%	84,612	82,959	2.0%	10,234	8,674	18.0%
LENGTH OF STAY									
O'ahu (days)	9.51	9.87	-3.6%	9.67	9.90	-2.3%	8.42	9.65	-12.8%
Mauī (days)	9.93	9.97	-0.4%	10.20	10.16	0.4%	7.56	8.41	-10.1%
Moloka'i (days)	6.22	7.05	-11.7%	6.85	7.14	-4.1%	2.08	6.31	-67.1%
Lāna'i (days)	4.78	4.76	0.4%	4.79	4.90	-2.1%	4.68	3.26	43.5%
Kaua'i (days)	9.38	9.43	-0.5%	9.77	9.71	0.6%	5.49	5.75	-4.5%
Hawai'i Island (days)	10.74	10.66	0.7%	10.95	10.79	1.5%	8.78	9.40	-6.6%
...Hilo (days)	7.94	8.11	-2.1%	8.16	8.22	-0.7%	6.39	7.27	-12.2%
...Kona (days)	9.23	9.15	0.9%	9.59	9.38	2.2%	6.29	6.91	-8.9%
Statewide (days)	11.75	11.96	-1.8%	11.90	11.99	-0.7%	10.49	11.68	-10.1%
ACCOMMODATIONS									
Hotel	196,703	186,996	5.2%	162,597	158,738	2.4%	34,105	28,258	20.7%
...Hotel Only	125,981	117,711	7.0%	100,035	97,053	3.1%	25,946	20,658	25.6%
Condo	76,862	78,334	-1.9%	66,447	64,204	3.5%	10,415	14,130	-26.3%
...Condo Only	49,491	49,889	-0.8%	41,912	40,873	2.5%	7,578	9,016	-15.9%
Timeshare	32,651	32,209	1.4%	30,555	29,046	5.2%	2,096	3,163	-33.7%
...Timeshare Only	17,553	17,472	0.5%	16,259	15,833	2.7%	1,294	1,639	-21.0%
Rental House	51,796	45,624	13.5%	47,994	42,201	13.7%	3,802	3,423	11.1%
Bed & Breakfast	7,755	7,575	2.4%	6,950	6,738	3.2%	805	837	-3.8%
Cruise Ship	4,844	2,768	75.0%	4,341	2,731	58.9%	503	37	1258.1%
Friends or Relatives	405,675	411,674	-1.5%	372,080	374,451	-0.6%	33,595	37,223	-9.7%
PURPOSE OF TRIP									
Pleasure (Net)	255,441	251,062	1.7%	229,626	224,319	2.4%	25,815	26,743	-3.5%
....Vacation	245,751	247,861	-0.9%	220,594	221,730	-0.5%	25,158	26,132	-3.7%
....Honeymoon	16,732	6,245	167.9%	15,718	5,483	186.7%	1,015	762	33.1%
....Get Married	8,805	3,952	122.8%	8,363	3,761	122.4%	442	192	130.4%
MC&I (Net)	14,901	9,634	54.7%	13,801	8,114	70.1%	1,101	1,520	-27.6%
....Convention/Conf.	8,933	6,419	39.2%	8,122	5,285	53.7%	812	1,134	-28.4%
....Corp. Meetings	5,553	2,236	148.3%	5,217	2,165	140.9%	336	71	373.9%
....Incentive	4,976	2,343	112.3%	4,784	1,700	181.5%	192	644	-70.1%
Other Business	26,305	16,129	63.1%	25,438	14,940	70.3%	867	1,189	-27.0%
Visit Friends/Relatives	678,695	671,718	1.0%	603,375	596,182	1.2%	75,320	75,536	-0.3%
Government/Military	7,003	2,980	135.0%	6,633	2,849	132.8%	371	131	183.9%
Attend School	5,704	1,657	244.3%	5,446	1,369	297.8%	258	288	-10.3%
Sport Events	9,049	5,383	68.1%	8,459	4,506	87.7%	590	876	-32.7%
Average Age	47	46	0.6%	46	46	0.3%	47	46	2.1%

**Table 41: Family Visitors Characteristics (Arrivals by Air)
2014 vs. 2013**

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	17,078,143	17,558,466	-2.7%	12,573,972	12,928,787	-2.7%	4,504,172	4,629,678	-2.7%
Total Visitors	1,953,106	1,989,775	-1.8%	1,333,900	1,360,890	-2.0%	619,207	628,885	-1.5%
PARTY SIZE									
One	12,481	11,764	6.1%	12,257	11,481	6.8%	224	283	-20.9%
Two	117,817	118,274	-0.4%	93,320	96,097	-2.9%	24,497	22,177	10.5%
Three or more	1,822,808	1,859,738	-2.0%	1,228,323	1,253,313	-2.0%	594,485	606,425	-2.0%
Avg Party Size	3.83	3.85	-0.5%	3.69	3.67	0.5%	4.16	4.29	-2.9%
VISIT STATUS									
First-Time	571,482	562,225	1.6%	327,373	329,671	-0.7%	244,109	232,555	5.0%
Repeat	1,381,624	1,427,550	-3.2%	1,006,527	1,031,219	-2.4%	375,097	396,330	-5.4%
Average # of Trips	4.93	4.98	-1.0%	5.59	5.57	0.3%	3.51	3.69	-5.0%
TRAVEL METHOD									
Group Tour	126,410	137,496	-8.1%	26,102	23,986	8.8%	100,308	113,510	-11.6%
Package	615,186	636,567	-3.4%	285,125	290,293	-1.8%	330,061	346,274	-4.7%
Group Tour & Pkg	104,186	115,841	-10.1%	16,594	15,037	10.4%	87,592	100,803	-13.1%
True Independent	1,315,696	1,331,553	10.1%	1,039,267	1,061,650	10.1%	276,429	269,904	9.4%
ISLANDS VISITED									
O'ahu	1,224,648	1,231,419	-0.5%	635,091	640,808	-0.9%	589,556	590,611	-0.2%
Maui County	567,323	576,224	-1.5%	497,212	503,892	-1.3%	70,111	72,332	-3.1%
...Maui	560,407	568,812	-1.5%	491,436	497,154	-1.2%	68,972	71,658	-3.7%
...Moloka'i	9,820	8,782	11.8%	8,051	7,090	13.5%	1,769	1,692	4.6%
...Lāna'i	11,595	13,882	-16.5%	10,163	11,231	-9.5%	1,432	2,650	-46.0%
Kaua'i	242,662	245,421	-1.1%	219,292	224,248	-2.2%	23,370	21,173	10.4%
Hawai'i Island	314,699	321,959	-2.3%	238,616	244,454	-2.4%	76,083	77,505	-1.8%
...Hilo	103,777	99,813	4.0%	71,415	69,668	2.5%	32,362	30,145	7.4%
...Kona	270,544	277,513	-2.5%	211,785	217,652	-2.7%	58,759	59,861	-1.8%
LENGTH OF STAY									
O'ahu (days)	6.83	6.94	-1.6%	7.24	7.41	-2.4%	6.39	6.43	-0.7%
Maui (days)	7.95	8.07	-1.4%	8.42	8.51	-1.0%	4.59	5.03	-8.7%
Moloka'i (days)	4.05	4.14	-2.3%	4.35	4.72	-7.7%	2.65	1.72	54.3%
Lāna'i (days)	3.31	3.51	-5.7%	3.58	4.03	-11.4%	1.40	1.26	10.8%
Kaua'i (days)	7.89	7.94	-0.7%	8.25	8.31	-0.7%	4.50	4.11	9.4%
Hawai'i Island (days)	7.20	7.40	-2.8%	8.20	8.21	-0.1%	4.05	4.86	-16.6%
...Hilo (days)	3.65	3.85	-5.1%	4.48	4.49	-0.2%	1.82	2.37	-23.1%
...Kona (days)	6.97	7.21	-3.3%	7.73	7.78	-0.7%	4.25	5.10	-16.8%
Statewide (days)	8.74	8.82	-0.9%	9.43	9.50	-0.8%	7.27	7.36	-1.2%
ACCOMMODATIONS									
Hotel	1,219,079	1,219,760	-0.1%	721,467	719,506	0.3%	497,612	500,254	-0.5%
...Hotel Only	1,063,542	1,065,780	-0.2%	604,615	599,824	0.8%	458,927	465,955	-1.5%
Condo	395,002	430,614	-8.3%	299,945	325,890	-8.0%	95,056	104,724	-9.2%
...Condo Only	309,916	336,086	-7.8%	238,338	259,589	-8.2%	71,578	76,497	-6.4%
Timeshare	204,607	210,530	-2.8%	170,087	177,604	-4.2%	34,521	32,926	4.8%
...Timeshare Only	158,248	164,736	-3.9%	131,685	137,911	-4.5%	26,563	26,825	-1.0%
Rental House	163,210	157,065	3.9%	145,746	140,619	3.6%	17,464	16,446	6.2%
Bed & Breakfast	9,196	7,998	15.0%	6,691	7,019	-4.7%	2,505	978	156.1%
Cruise Ship	19,554	16,600	17.8%	15,161	13,320	13.8%	4,394	3,280	34.0%
Friends or Relatives	122,312	125,661	-2.7%	111,950	115,993	-3.5%	10,362	9,668	7.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,754,240	1,793,057	-2.2%	1,205,877	1,231,955	-2.1%	548,363	561,101	-2.3%
....Vacation	1,732,648	1,762,170	-1.7%	1,191,829	1,220,171	-2.3%	540,819	541,998	-0.2%
.....Honeymoon	21,253	25,623	-17.1%	13,757	9,977	37.9%	7,496	15,647	-52.1%
....Get Married	17,556	26,439	-33.6%	12,753	11,637	9.6%	4,803	14,802	-67.6%
MC&I (Net)	74,627	65,970	13.1%	51,370	47,428	8.3%	23,257	18,542	25.4%
....Convention/Conf.	42,837	38,637	10.9%	33,364	31,439	6.1%	9,473	7,198	31.6%
.....Corp. Meetings	11,832	9,740	21.5%	10,304	9,175	12.3%	1,528	565	170.6%
.....Incentive	23,490	19,786	18.7%	11,041	8,702	26.9%	12,449	11,084	12.3%
Other Business	24,766	22,820	8.5%	23,563	20,159	16.9%	1,203	2,661	-54.8%
Visit Friends/Relatives	126,877	133,686	-5.1%	115,102	119,416	-3.6%	11,775	14,270	-17.5%
Government/Military	7,105	5,517	28.8%	5,665	4,518	25.4%	1,440	999	44.1%
Attend School	3,991	3,206	24.5%	2,567	1,748	46.8%	1,424	1,457	-2.3%
Sport Events	17,001	19,430	-12.5%	12,370	14,510	-14.7%	4,632	4,920	-5.9%
Average Age	44	44	0.4%	44	44	0.6%	43	43	0.0%

**Table 42: Hotel-Only Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	32,645,834	32,051,436	1.9%	19,904,581	19,632,118	1.4%	12,741,252	12,419,318	2.6%
Total Visitors	4,559,263	4,424,747	3.0%	2,496,876	2,441,119	2.3%	2,062,386	1,983,628	4.0%
PARTY SIZE									
One	583,619	569,880	2.4%	462,558	458,338	0.9%	121,060	111,543	8.5%
Two	2,015,709	1,943,139	3.7%	1,029,460	1,039,775	-1.0%	986,249	903,364	9.2%
Three or more	1,959,935	1,911,728	2.5%	1,004,858	943,007	6.6%	955,077	968,722	-1.4%
Avg Party Size	2.21	2.22	-0.2%	2.04	2.01	1.5%	2.48	2.55	-3.0%
VISIT STATUS									
First-Time	1,956,322	1,903,213	2.8%	882,992	879,258	0.4%	1,073,331	1,023,955	4.8%
Repeat	2,602,940	2,521,534	3.2%	1,613,885	1,561,861	3.3%	989,056	959,673	3.1%
Average # of Trips	3.92	3.94	-0.4%	4.76	4.70	1.1%	2.91	2.99	-2.7%
TRAVEL METHOD									
Group Tour	605,048	612,701	-1.2%	145,778	131,958	10.5%	459,269	480,743	-4.5%
Package	2,299,476	2,285,774	0.6%	828,703	832,096	-0.4%	1,470,773	1,453,678	1.2%
Group Tour & Pkg	517,025	532,183	-2.8%	103,756	94,508	9.8%	413,270	437,675	-5.6%
True Independent	2,171,764	2,058,455	5.5%	1,626,151	1,571,573	3.5%	545,613	486,882	12.1%
ISLANDS VISITED									
O'ahu	3,464,344	3,359,551	3.1%	1,499,069	1,473,982	1.7%	1,965,275	1,885,569	4.2%
Maui County	1,055,337	1,032,734	2.2%	832,004	802,783	3.6%	223,333	229,951	-2.9%
...Maui	1,039,119	1,013,107	2.6%	819,188	785,862	4.2%	219,931	227,244	-3.2%
...Moloka'i	19,055	17,414	9.4%	13,523	12,039	12.3%	5,532	5,375	2.9%
...Lāna'i	31,074	35,999	-13.7%	24,743	29,026	-14.8%	6,331	6,973	-9.2%
Kaua'i	354,943	363,591	-2.4%	303,932	307,456	-1.1%	51,011	56,135	-9.1%
Hawai'i Island	627,520	625,096	0.4%	398,607	383,740	3.9%	228,913	241,356	-5.2%
...Hilo	201,779	204,415	-1.3%	104,157	99,496	4.7%	97,622	104,919	-7.0%
...Kona	504,720	498,499	1.2%	344,405	331,103	4.0%	160,314	167,396	-4.2%
LENGTH OF STAY									
O'ahu (days)	5.86	5.99	-2.1%	6.27	6.48	-3.1%	5.54	5.60	-1.1%
Maui (days)	6.46	6.31	2.4%	7.05	6.96	1.2%	4.27	4.05	5.4%
Moloka'i (days)	2.47	2.53	-2.2%	2.94	2.99	-1.4%	1.32	1.50	-12.0%
Lāna'i (days)	3.20	3.79	-15.5%	3.54	4.22	-16.1%	1.88	2.01	-6.2%
Kaua'i (days)	6.04	5.93	1.8%	6.51	6.45	1.0%	3.24	3.12	3.9%
Hawai'i Island (days)	5.33	5.13	3.9%	6.57	6.44	1.9%	3.17	3.04	4.3%
...Hilo (days)	2.76	2.62	5.4%	3.91	3.72	5.0%	1.53	1.57	-2.3%
...Kona (days)	5.52	5.36	3.1%	6.42	6.35	1.1%	3.59	3.40	5.8%
Statewide (days)	7.16	7.24	-1.2%	7.97	8.04	-0.9%	6.18	6.26	-1.3%
ACCOMMODATIONS									
Hotel	4,559,263	4,424,747	3.0%	2,496,876	2,441,119	2.3%	2,062,386	1,983,628	4.0%
...Hotel Only	4,559,263	4,424,747	3.0%	2,496,876	2,441,119	2.3%	2,062,386	1,983,628	4.0%
PURPOSE OF TRIP									
Pleasure (Net)	3,775,234	3,681,085	2.6%	2,016,530	1,981,554	1.8%	1,758,703	1,699,531	3.5%
.....Vacation	3,265,828	3,201,696	2.0%	1,871,725	1,841,109	1.7%	1,394,103	1,360,586	2.5%
.....Honeymoon	513,095	476,509	7.7%	150,911	143,101	5.5%	362,184	333,408	8.6%
...Get Married	75,763	85,000	-10.9%	29,865	25,497	17.1%	45,898	59,503	-22.9%
MC&I (Net)	370,863	340,558	8.9%	251,990	233,158	8.1%	118,873	107,400	10.7%
.....Convention/Conf.	189,306	168,685	12.2%	150,088	135,451	10.8%	39,218	33,235	18.0%
.....Corp. Meetings	68,463	60,423	13.3%	59,589	53,105	12.2%	8,874	7,318	21.3%
.....Incentive	127,810	123,221	3.7%	55,797	54,163	3.0%	72,013	69,059	4.3%
Other Business	169,522	156,800	8.1%	154,140	139,822	10.2%	15,381	16,978	-9.4%
Visit Friends/Relatives	125,981	117,711	7.0%	100,035	97,053	3.1%	25,946	20,658	25.6%
Government/Military	60,665	49,513	22.5%	54,327	44,491	22.1%	6,338	5,022	26.2%
Attend School	8,336	6,396	30.3%	6,905	4,043	70.8%	1,431	2,353	-39.2%
Sport Events	63,754	68,858	-7.4%	39,241	37,414	4.9%	24,512	31,444	-22.0%
Average Age	43	43	-0.5%	45	45	0.3%	41	42	-1.1%

**Table 43: Condo-Only Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	12,874,748	13,039,622	-1.3%	9,792,970	9,989,396	-2.0%	3,081,778	3,050,226	1.0%
Total Visitors	1,121,138	1,138,757	-1.5%	847,154	870,184	-2.6%	273,984	268,573	2.0%
PARTY SIZE									
One	119,184	122,401	-2.6%	98,528	102,951	-4.3%	20,656	19,450	6.2%
Two	443,584	451,790	-1.8%	352,877	363,993	-3.1%	90,707	87,797	3.3%
Three or more	558,370	564,566	-1.1%	395,749	403,240	-1.9%	162,620	161,326	0.8%
Avg Party Size	2.35	2.34	0.1%	2.27	2.26	0.6%	2.61	2.66	-2.1%
VISIT STATUS									
First-Time	227,516	230,061	-1.1%	155,847	162,987	-4.4%	71,669	67,074	6.9%
Repeat	893,622	908,696	-1.7%	691,307	707,197	-2.2%	202,315	201,499	0.4%
Average # of Trips	6.68	6.53	2.2%	7.08	6.87	3.0%	5.45	5.44	0.1%
TRAVEL METHOD									
Group Tour	20,813	20,462	1.7%	5,142	4,545	13.1%	15,671	15,917	-1.5%
Package	183,535	191,832	-4.3%	121,050	133,525	-9.3%	62,485	58,307	7.2%
Group Tour & Pkg	12,645	11,899	6.3%	2,100	1,758	19.4%	10,545	10,141	4.0%
True Independent	929,435	938,363	-1.0%	723,062	733,872	-1.5%	206,372	204,490	0.9%
ISLANDS VISITED									
O'ahu	340,745	344,564	-1.1%	176,949	184,779	-4.2%	163,796	159,786	2.5%
Maui County	561,467	564,191	-0.5%	460,701	467,293	-1.4%	100,766	96,897	4.0%
...Maui	556,379	558,894	-0.4%	456,058	462,958	-1.5%	100,321	95,936	4.6%
...Moloka'i	8,477	8,963	-5.4%	7,344	7,062	4.0%	1,133	1,901	-40.4%
...Lāna'i	7,972	9,433	-15.5%	6,659	6,882	-3.2%	1,313	2,551	-48.5%
Kaua'i	170,943	174,910	-2.3%	153,992	158,422	-2.8%	16,950	16,488	2.8%
Hawai'i Island	168,255	175,377	-4.1%	134,194	139,120	-3.5%	34,060	36,257	-6.1%
...Hilo	31,956	33,404	-4.3%	22,630	22,285	1.5%	9,326	11,119	-16.1%
...Kona	156,269	162,181	-3.6%	126,370	131,223	-3.7%	29,899	30,958	-3.4%
LENGTH OF STAY									
O'ahu (days)	9.46	9.74	-2.8%	10.22	10.26	-0.4%	8.64	9.13	-5.4%
Maui (days)	10.89	10.85	0.4%	10.62	10.56	0.6%	12.11	12.26	-1.2%
Moloka'i (days)	7.70	7.06	9.1%	8.22	8.09	1.6%	4.34	3.24	33.8%
Lāna'i (days)	3.26	2.68	21.6%	3.51	3.11	12.7%	1.99	1.51	31.9%
Kaua'i (days)	9.89	9.73	1.7%	9.97	9.92	0.5%	9.22	7.86	17.3%
Hawai'i Island (days)	10.74	10.43	3.0%	11.33	11.17	1.4%	8.44	7.60	11.1%
...Hilo (days)	3.87	4.05	-4.3%	4.52	4.94	-8.6%	2.30	2.25	2.4%
...Kona (days)	10.78	10.44	3.2%	11.22	11.00	2.0%	8.89	8.09	10.0%
Statewide (days)	11.48	11.45	0.3%	11.56	11.48	0.7%	11.25	11.36	-1.0%
ACCOMMODATIONS									
Condo	1,121,138	1,138,757	-1.5%	847,154	870,184	-2.6%	273,984	268,573	2.0%
...Condo Only	1,121,138	1,138,757	-1.5%	847,154	870,184	-2.6%	273,984	268,573	2.0%
PURPOSE OF TRIP									
Pleasure (Net)	1,035,279	1,054,097	-1.8%	784,908	808,088	-2.9%	250,371	246,009	1.8%
.....Vacation	1,004,739	1,026,432	-2.1%	761,346	785,538	-3.1%	243,394	240,893	1.0%
.....Honeymoon	30,338	25,926	17.0%	24,460	21,509	13.7%	5,878	4,417	33.1%
...Get Married	13,729	11,195	22.6%	10,792	8,807	22.5%	2,937	2,388	23.0%
MC&I (Net)	19,345	16,983	13.9%	15,559	12,915	20.5%	3,786	4,068	-6.9%
.....Convention/Conf.	12,909	10,972	17.6%	10,867	9,045	20.1%	2,042	1,927	5.9%
.....Corp. Meetings	3,940	3,011	30.9%	3,689	2,910	26.8%	251	101	149.0%
.....Incentive	3,940	3,333	18.2%	2,285	1,289	77.2%	1,655	2,044	-19.0%
Other Business	26,643	21,728	22.6%	24,778	20,464	21.1%	1,865	1,264	47.5%
Visit Friends/Relatives	49,491	49,889	-0.8%	41,912	40,873	2.5%	7,578	9,016	-15.9%
Government/Military	3,785	2,684	41.0%	3,462	2,294	50.9%	323	391	-17.2%
Attend School	4,186	2,687	55.8%	2,247	988	127.4%	1,940	1,699	14.1%
Sport Events	14,468	14,089	2.7%	9,208	8,698	5.9%	5,259	5,391	-2.4%
Average Age	49	49	0.4%	49	49	0.7%	47	47	-0.5%

**Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	5,817,274	5,809,295	0.1%	5,015,545	5,055,492	-0.8%	801,729	753,804	6.4%
Total Visitors	586,066	586,480	-0.1%	499,892	504,749	-1.0%	86,174	81,731	5.4%
PARTY SIZE									
One	51,719	52,717	-1.9%	48,111	49,350	-2.5%	3,608	3,367	7.2%
Two	265,686	266,513	-0.3%	232,571	236,329	-1.6%	33,115	30,185	9.7%
Three or more	268,660	267,249	0.5%	219,210	219,070	0.1%	49,451	48,179	2.6%
Avg Party Size	2.34	2.32	0.8%	2.29	2.27	0.7%	2.71	2.70	0.5%
VISIT STATUS									
First-Time	98,433	99,877	-1.4%	86,054	88,216	-2.5%	12,378	11,661	6.2%
Repeat	487,633	486,603	0.2%	413,837	416,533	-0.6%	73,796	70,070	5.3%
Average # of Trips	7.00	6.94	0.9%	7.09	6.94	2.2%	6.49	6.93	-6.4%
TRAVEL METHOD									
Group Tour	3,316	3,199	3.6%	1,915	1,842	3.9%	1,401	1,357	3.2%
Package	47,005	47,741	-1.5%	40,834	41,211	-0.9%	6,171	6,530	-5.5%
Group Tour & Pkg	1,087	754	44.2%	585	589	-0.8%	503	165	204.8%
True Independent	536,833	536,293	0.1%	457,727	462,285	-1.0%	79,106	74,009	6.9%
ISLANDS VISITED									
O'ahu	199,862	200,485	-0.3%	139,115	142,123	-2.1%	60,747	58,362	4.1%
Maui County	212,332	206,462	2.8%	195,740	192,071	1.9%	16,592	14,390	15.3%
...Maui	210,416	204,323	3.0%	193,884	190,258	1.9%	16,531	14,065	17.5%
...Moloka'i	2,942	2,561	14.9%	2,754	2,215	24.3%	188	346	-45.6%
...Lāna'i	3,983	3,410	16.8%	3,540	3,078	15.0%	443	332	33.7%
Kaua'i	157,588	159,371	-1.1%	147,067	152,470	-3.5%	10,521	6,901	52.4%
Hawai'i Island	102,907	105,957	-2.9%	87,126	87,783	-0.7%	15,781	18,174	-13.2%
...Hilo	16,637	16,325	1.9%	13,969	13,952	0.1%	2,668	2,373	12.4%
...Kona	97,015	99,912	-2.9%	82,448	82,960	-0.6%	14,567	16,952	-14.1%
LENGTH OF STAY									
O'ahu (days)	7.51	7.51	0.0%	7.55	7.61	-0.8%	7.43	7.27	2.2%
Maui (days)	9.29	9.32	-0.4%	9.28	9.29	-0.1%	9.42	9.82	-4.1%
Moloka'i (days)	2.95	4.00	-26.3%	3.02	3.62	-16.8%	1.98	6.41	-69.1%
Lāna'i (days)	2.88	2.89	-0.6%	3.01	3.05	-1.2%	1.81	1.47	22.7%
Kaua'i (days)	9.20	9.23	-0.4%	9.29	9.29	0.0%	7.88	8.02	-1.7%
Hawai'i Island (days)	8.67	8.56	1.2%	8.96	8.81	1.7%	7.02	7.35	-4.4%
...Hilo (days)	3.33	3.34	-0.4%	3.58	3.52	1.7%	2.01	2.30	-12.6%
...Kona (days)	8.62	8.53	1.1%	8.87	8.73	1.6%	7.24	7.56	-4.2%
Statewide (days)	9.93	9.91	0.2%	10.03	10.02	0.2%	9.30	9.22	0.9%
ACCOMMODATIONS									
Timeshare	586,066	586,480	-0.1%	499,892	504,749	-1.0%	86,174	81,731	5.4%
...Timeshare Only	586,066	586,480	-0.1%	499,892	504,749	-1.0%	86,174	81,731	5.4%
PURPOSE OF TRIP									
Pleasure (Net)	566,815	567,920	-0.2%	482,837	488,116	-1.1%	83,978	79,804	5.2%
....Vacation	550,552	552,999	-0.4%	468,361	474,585	-1.3%	82,190	78,414	4.8%
....Honeymoon	17,792	15,515	14.7%	16,272	14,285	13.9%	1,520	1,230	23.5%
...Get Married	4,502	3,360	34.0%	3,851	2,787	38.2%	651	573	13.6%
MC&I (Net)	7,205	5,681	26.8%	6,699	5,428	23.4%	506	253	99.7%
....Convention/Conf.	4,119	3,454	19.3%	3,859	3,294	17.1%	261	160	63.1%
....Corp. Meetings	2,239	1,568	42.8%	2,155	1,517	42.1%	84	52	63.2%
....Incentive	1,537	780	96.9%	1,324	734	80.4%	212	46	359.7%
Other Business	7,467	4,837	54.4%	7,299	4,586	59.2%	168	251	-33.2%
Visit Friends/Relatives	17,553	17,472	0.5%	16,259	15,833	2.7%	1,294	1,639	-21.0%
Government/Military	1,066	541	96.9%	1,055	474	122.6%	11	67	-84.2%
Attend School	1,061	228	365.7%	918	228	303.1%	142	0	NA
Sport Events	3,396	2,231	52.2%	2,500	1,728	44.7%	896	503	78.2%
Average Age	51	51	1.0%	51	51	0.8%	51	50	1.8%

**Table 45: Rental Homes Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	4,308,975	3,992,503	7.9%	3,845,915	3,606,704	6.6%	463,060	385,799	20.0%
Total Visitors	382,022	347,944	9.8%	342,672	316,425	8.3%	39,351	31,518	24.9%
PARTY SIZE									
One	55,592	50,764	9.5%	50,663	46,543	8.9%	4,929	4,220	16.8%
Two	130,476	118,842	9.8%	117,843	109,687	7.4%	12,634	9,154	38.0%
Three or more	195,954	178,338	9.9%	174,166	160,195	8.7%	21,788	18,143	20.1%
Avg Party Size	2.29	2.28	0.3%	2.27	2.26	0.5%	2.42	2.48	-2.4%
VISIT STATUS									
First-Time	108,176	97,232	11.3%	92,654	83,822	10.5%	15,522	13,410	15.8%
Repeat	273,846	250,711	9.2%	250,018	232,603	7.5%	23,828	18,108	31.6%
Average # of Trips	4.99	5.06	-1.4%	5.21	5.23	-0.5%	3.07	3.32	-7.7%
TRAVEL METHOD									
Group Tour	3,419	2,928	16.8%	2,849	2,327	22.5%	569	601	-5.3%
Package	23,592	21,781	8.3%	20,557	19,006	8.2%	3,036	2,776	9.4%
Group Tour & Pkg	1,100	857	28.4%	988	786	25.7%	112	71	58.5%
True Independent	356,112	324,091	9.9%	320,254	295,879	8.2%	35,858	28,212	27.1%
ISLANDS VISITED									
O'ahu	158,239	140,984	12.2%	138,505	126,330	9.6%	19,734	14,654	34.7%
Maui County	87,759	78,150	12.3%	74,326	67,099	10.8%	13,433	11,051	21.6%
...Maui	84,950	75,621	12.3%	71,654	64,671	10.8%	13,296	10,950	21.4%
...Moloka'i	3,265	2,841	14.9%	3,052	2,626	16.2%	212	214	-0.9%
...Lāna'i	2,286	2,187	4.6%	2,223	1,830	21.5%	63	357	-82.4%
Kaua'i	90,899	84,399	7.7%	85,073	80,819	5.3%	5,826	3,580	62.7%
Hawai'i Island	90,441	80,390	12.5%	82,051	73,846	11.1%	8,390	6,545	28.2%
...Hilo	29,177	24,969	16.9%	26,528	23,045	15.1%	2,649	1,925	37.6%
...Kona	76,193	67,393	13.1%	68,782	61,679	11.5%	7,411	5,715	29.7%
LENGTH OF STAY									
O'ahu (days)	9.85	10.27	-4.0%	9.93	10.28	-3.4%	9.28	10.12	-8.3%
Maui (days)	10.09	10.36	-2.6%	10.04	10.21	-1.6%	10.35	11.24	-7.9%
Moloka'i (days)	6.30	7.40	-14.9%	6.47	7.79	-16.9%	3.74	2.63	42.3%
Lāna'i (days)	4.73	4.83	-2.0%	4.78	5.13	-6.9%	3.01	3.25	-7.4%
Kaua'i (days)	9.78	10.14	-3.6%	9.85	10.11	-2.5%	8.69	10.96	-20.8%
Hawai'i Island (days)	10.75	10.87	-1.1%	10.75	10.84	-0.9%	10.81	11.24	-3.8%
...Hilo (days)	7.86	8.35	-5.9%	7.92	8.64	-8.2%	7.23	4.98	45.1%
...Kona (days)	9.75	9.88	-1.2%	9.76	9.75	0.1%	9.65	11.19	-13.7%
Statewide (days)	11.28	11.47	-1.7%	11.22	11.40	-1.5%	11.77	12.24	-3.9%
ACCOMMODATIONS									
Rental House	382,022	347,944	9.8%	342,672	316,425	8.3%	39,351	31,518	24.9%
PURPOSE OF TRIP									
Pleasure (Net)	337,691	308,489	9.5%	301,716	279,460	8.0%	35,975	29,029	23.9%
....Vacation	326,321	299,563	8.9%	290,966	270,965	7.4%	35,355	28,599	23.6%
.....Honeymoon	10,286	7,650	34.5%	9,639	7,399	30.3%	647	251	157.9%
....Get Married	6,692	5,168	29.5%	6,522	4,856	34.3%	170	312	-45.6%
MC&I (Net)	6,719	5,590	20.2%	6,279	4,998	25.6%	440	593	-25.7%
....Convention/Conf.	4,386	3,512	24.9%	4,018	3,117	28.9%	368	395	-6.8%
....Corp. Meetings	1,783	1,392	28.1%	1,733	1,339	29.4%	50	53	-5.0%
....Incentive	1,007	820	22.8%	978	673	45.5%	28	147	-80.8%
Other Business	11,295	9,155	23.4%	11,089	8,974	23.6%	206	181	13.5%
Visit Friends/Relatives	30,552	26,974	13.3%	28,736	25,502	12.7%	1,817	1,472	23.4%
Government/Military	1,639	1,249	31.2%	1,600	1,245	28.5%	39	4	951.6%
Attend School	2,082	1,467	42.0%	1,754	1,319	33.0%	328	148	122.3%
Sport Events	5,949	4,752	25.2%	5,474	4,536	20.7%	474	216	120.0%
Average Age	45	45	-0.6%	45	45	-0.2%	43	45	-3.7%

**Table 46: Bed and Breakfast Properties Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	233,452	216,005	8.1%	195,485	179,415	9.0%	37,967	36,590	3.8%
Total Visitors	22,973	21,763	5.6%	18,913	17,596	7.5%	4,060	4,167	-2.6%
PARTY SIZE									
One	5,482	6,166	-11.1%	4,754	4,240	12.1%	729	1,926	-62.2%
Two	13,449	11,780	14.2%	10,870	10,367	4.9%	2,579	1,412	82.6%
Three or more	4,041	3,817	5.9%	3,289	2,989	10.0%	752	828	-9.2%
Avg Party Size	1.74	1.68	3.4%	1.71	1.72	-0.6%	1.84	1.48	24.1%
VISIT STATUS									
First-Time	9,975	9,646	3.4%	7,683	7,056	8.9%	2,293	2,589	-11.5%
Repeat	12,998	12,117	7.3%	11,230	10,540	6.6%	1,768	1,578	12.0%
Average # of Trips	3.96	4.10	-3.3%	4.29	4.31	-0.3%	2.41	3.22	-25.1%
TRAVEL METHOD									
Group Tour	449	658	-31.8%	272	357	-23.9%	177	301	-41.1%
Package	2,178	2,186	-0.4%	1,851	1,636	13.1%	326	550	-40.7%
Group Tour & Pkg	142	380	-62.7%	85	185	-53.8%	56	195	-71.1%
True Independent	20,488	19,298	6.2%	16,875	15,787	6.9%	3,613	3,511	2.9%
ISLANDS VISITED									
O'ahu	9,477	8,819	7.5%	7,121	5,966	19.4%	2,356	2,852	-17.4%
Maui County	7,327	6,946	5.5%	6,264	5,995	4.5%	1,063	951	11.8%
...Maui	7,157	6,770	5.7%	6,101	5,822	4.8%	1,056	948	11.4%
...Moloka'i	353	272	29.9%	289	265	9.1%	64	7	842.7%
...Lāna'i	195	210	-7.1%	189	207	-8.6%	6	4	82.4%
Kaua'i	4,474	4,049	10.5%	4,051	3,840	5.5%	423	209	102.6%
Hawai'i Island	7,977	7,917	0.8%	6,660	6,259	6.4%	1,317	1,659	-20.6%
...Hilo	4,753	4,595	3.4%	3,767	3,449	9.2%	986	1,146	-13.9%
...Kona	5,461	5,358	1.9%	4,847	4,653	4.2%	614	705	-12.9%
LENGTH OF STAY									
O'ahu (days)	7.17	7.02	2.2%	6.96	7.34	-5.1%	7.80	6.36	22.7%
Maui (days)	8.07	8.21	-1.7%	8.25	8.25	0.0%	7.04	7.96	-11.6%
Moloka'i (days)	5.24	3.78	38.6%	5.19	3.71	39.9%	5.46	6.44	-15.2%
Lāna'i (days)	3.39	4.35	-22.1%	3.38	4.14	-18.4%	3.53	16.21	-78.2%
Kaua'i (days)	8.03	7.85	2.3%	8.09	7.89	2.6%	7.43	7.15	3.9%
Hawai'i Island (days)	8.69	8.18	6.2%	9.11	8.86	2.7%	6.56	5.61	16.9%
...Hilo (days)	6.24	5.80	7.5%	6.54	6.11	6.9%	5.10	4.86	4.8%
...Kona (days)	7.26	7.12	2.0%	7.44	7.39	0.6%	5.88	5.31	10.8%
Statewide (days)	10.16	9.93	2.4%	10.34	10.20	1.4%	9.35	8.78	6.5%
ACCOMMODATIONS									
Bed & Breakfast	22,973	21,763	5.6%	18,913	17,596	7.5%	4,060	4,167	-2.6%
PURPOSE OF TRIP									
Pleasure (Net)	19,645	17,776	10.5%	15,867	14,926	6.3%	3,777	2,851	32.5%
....Vacation	17,977	16,256	10.6%	14,544	13,570	7.2%	3,433	2,686	27.8%
.....Honeymoon	1,761	1,581	11.4%	1,435	1,411	1.7%	326	170	91.3%
...Get Married	362	221	63.6%	334	221	51.5%	28	1	3211.6%
MC&I (Net)	626	1,377	-54.5%	553	487	13.5%	73	890	-91.8%
....Convention/Conf.	456	1,215	-62.5%	398	369	8.1%	58	847	-93.2%
.....Corp. Meetings	94	78	20.7%	94	65	44.6%	-	13	-100.0%
.....Incentive	120	99	21.1%	105	69	52.6%	15	31	-49.4%
Other Business	865	674	28.3%	814	622	31.0%	50	52	-3.1%
Visit Friends/Relatives	2,093	1,968	6.3%	1,956	1,784	9.6%	136	184	-25.8%
Government/Military	149	106	40.8%	110	85	30.0%	39	21	84.0%
Attend School	214	107	99.7%	183	79	131.8%	31	28	10.0%
Sport Events	290	274	6.0%	272	203	34.1%	19	71	-74.0%
Average Age	45	46	-2.2%	45	46	-1.4%	44	47	-5.9%

**Table 47: First-Time Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	23,531,893	23,029,803	2.2%	14,755,684	14,701,907	0.4%	8,776,209	8,327,896	5.4%
Total Visitors	2,857,179	2,775,394	2.9%	1,576,439	1,569,317	0.5%	1,280,740	1,206,077	6.2%
PARTY SIZE									
One	387,704	386,078	0.4%	304,320	306,801	-0.8%	83,383	79,277	5.2%
Two	1,341,733	1,291,979	3.9%	688,972	703,829	-2.1%	652,761	588,150	11.0%
Three or more	1,127,743	1,097,336	2.8%	583,147	558,686	4.4%	544,596	538,650	1.1%
Avg Party Size	2.16	2.15	0.2%	1.99	1.96	1.4%	2.40	2.46	-2.3%
VISIT STATUS									
First-Time	2,857,179	2,775,394	2.9%	1,576,439	1,569,317	0.5%	1,280,740	1,206,077	6.2%
Repeater	0	0	NA	0	0	NA	0	0	NA
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	367,968	364,175	1.0%	106,243	97,177	9.3%	261,725	266,998	-2.0%
Package	1,378,216	1,361,112	1.3%	514,934	525,337	-2.0%	863,282	835,775	3.3%
Group Tour & Pkg	313,042	313,125	0.0%	78,889	72,800	8.4%	234,153	240,325	-2.6%
True Independent	1,424,037	1,363,231	4.5%	1,034,151	1,019,603	1.4%	389,886	343,629	13.5%
ISLANDS VISITED									
O'ahu	2,179,851	2,109,621	3.3%	993,726	991,467	0.2%	1,186,125	1,118,154	6.1%
Maui County	799,700	783,351	2.1%	592,940	581,196	2.0%	206,761	202,155	2.3%
...Maui	790,491	773,153	2.2%	585,381	573,121	2.1%	205,110	200,032	2.5%
...Moloka'i	21,562	20,586	4.7%	15,510	14,071	10.2%	6,052	6,516	-7.1%
...Lāna'i	23,378	25,051	-6.7%	17,381	17,316	0.4%	5,998	7,735	-22.5%
Kaua'i	336,971	331,359	1.7%	282,129	281,803	0.1%	54,842	49,555	10.7%
Hawai'i Island	512,589	496,724	3.2%	338,269	331,327	2.1%	174,319	165,396	5.4%
...Hilo	239,365	230,713	3.8%	153,519	147,584	4.0%	85,847	83,129	3.3%
...Kona	413,229	395,964	4.4%	283,478	276,963	2.4%	129,750	119,001	9.0%
LENGTH OF STAY									
O'ahu (days)	6.12	6.27	-2.3%	6.52	6.76	-3.5%	5.79	5.83	-0.7%
Maui (days)	6.54	6.42	1.8%	7.10	6.94	2.2%	4.94	4.92	0.4%
Moloka'i (days)	2.98	3.00	-0.6%	3.54	3.54	0.3%	1.53	1.83	-16.6%
Lāna'i (days)	2.56	2.52	1.3%	2.79	3.01	-7.3%	1.88	1.44	31.1%
Kaua'i (days)	5.79	5.76	0.4%	6.13	6.12	0.2%	4.02	3.73	8.0%
Hawai'i Island (days)	5.74	5.66	1.4%	6.77	6.62	2.2%	3.75	3.74	0.3%
...Hilo (days)	3.20	3.17	0.7%	3.91	3.85	1.5%	1.91	1.97	-2.7%
...Kona (days)	5.27	5.25	0.3%	5.95	5.87	1.5%	3.77	3.82	-1.3%
Statewide (days)	8.24	8.30	-0.7%	9.36	9.37	-0.1%	6.85	6.90	-0.8%
ACCOMMODATIONS									
Hotel	2,187,064	2,121,260	3.1%	1,049,915	1,043,230	0.6%	1,137,149	1,078,030	5.5%
...Hotel Only	1,956,322	1,903,213	2.8%	882,992	879,258	0.4%	1,073,331	1,023,955	4.8%
Condo	320,180	318,740	0.5%	214,859	223,832	-4.0%	105,321	94,908	11.0%
...Condo Only	227,516	230,061	-1.1%	155,847	162,987	-4.4%	71,669	67,074	6.9%
Timeshare	132,922	134,161	-0.9%	114,156	116,819	-2.3%	18,766	17,342	8.2%
...Timeshare Only	98,433	99,877	-1.4%	86,054	88,216	-2.5%	12,378	11,661	6.2%
Rental House	164,678	142,771	15.3%	135,008	120,531	12.0%	29,670	22,241	33.4%
Bed & Breakfast	39,917	39,236	1.7%	29,375	29,021	1.2%	10,542	10,216	3.2%
Cruise Ship	80,491	73,172	10.0%	64,905	60,828	6.7%	15,586	12,343	26.3%
Friends or Relatives	157,208	152,429	3.1%	131,420	132,687	-1.0%	25,788	19,742	30.6%
PURPOSE OF TRIP									
Pleasure (Net)	2,457,993	2,387,104	3.0%	1,349,480	1,349,322	0.0%	1,108,513	1,037,782	6.8%
....Vacation	2,013,371	1,970,716	2.2%	1,217,551	1,217,928	0.0%	795,820	752,787	5.7%
....Honeymoon	452,262	421,724	7.2%	140,854	137,762	2.2%	311,408	283,962	9.7%
....Get Married	54,742	59,352	-7.8%	23,913	20,103	19.0%	30,830	39,249	-21.5%
MC&I (Net)	159,335	147,955	7.7%	97,689	89,613	9.0%	61,647	58,342	5.7%
....Convention/Conf.	84,884	77,126	10.1%	61,095	54,325	12.5%	23,789	22,801	4.3%
....Corp. Meetings	23,026	19,942	15.5%	18,782	15,678	19.8%	4,245	4,264	-0.5%
....Incentive	58,050	56,058	3.6%	23,920	23,304	2.6%	34,130	32,755	4.2%
Other Business	52,870	44,288	19.4%	45,916	35,811	28.2%	6,953	8,478	-18.0%
Visit Friends/Relatives	140,783	136,210	3.4%	117,291	115,478	1.6%	23,492	20,732	13.3%
Government/Military	21,067	18,030	16.8%	18,477	13,843	33.5%	2,590	4,188	-38.1%
Attend School	11,100	8,705	27.5%	7,462	4,686	59.3%	3,637	4,019	-9.5%
Sport Events	31,442	31,901	-1.4%	20,578	18,181	13.2%	10,864	13,720	-20.8%
Average Age	40	40	-0.7%	42	42	0.4%	38	38	-1.4%

**Table 48: Repeat Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days	51,451,021	51,019,969	0.8%	40,099,310	39,760,811	0.9%	11,351,712	11,259,158	0.8%
Total Visitors	5,326,492	5,228,080	1.9%	3,896,949	3,835,983	1.6%	1,429,543	1,392,097	2.7%
PARTY SIZE									
One	802,132	793,329	1.1%	690,699	688,425	0.3%	111,433	104,904	6.2%
Two	2,144,424	2,105,445	1.9%	1,572,042	1,570,340	0.1%	572,382	535,104	7.0%
Three or more	2,379,935	2,329,307	2.2%	1,634,208	1,577,218	3.6%	745,727	752,089	-0.8%
Avg Party Size	2.18	2.19	-0.1%	2.07	2.05	0.9%	2.49	2.56	-2.5%
VISIT STATUS									
Repeat	0	0	NA	0	0	NA	0	0	NA
Average # of Trips	5,326,492	5,228,080	1.9%	3,896,949	3,835,983	1.6%	1,429,543	1,392,097	2.7%
	7.16	7.16	-0.1%	7.75	7.69	0.8%	5.53	5.70	-3.0%
TRAVEL METHOD									
Group Tour	310,381	317,270	-2.2%	84,561	75,396	12.2%	225,820	241,874	-6.6%
Package	1,369,784	1,371,977	-0.2%	642,940	643,225	0.0%	726,845	728,751	-0.3%
Group Tour & Pkg	247,419	258,670	-4.3%	49,320	44,535	10.7%	198,100	214,135	-7.5%
True Independent	3,893,746	3,797,503	2.5%	3,218,768	3,161,896	1.8%	674,978	635,607	6.2%
ISLANDS VISITED									
O'ahu	2,997,007	2,934,655	2.1%	1,770,106	1,740,988	1.7%	1,226,901	1,193,666	2.8%
Mauí County	1,650,013	1,618,382	2.0%	1,411,862	1,377,695	2.5%	238,152	240,687	-1.1%
...Mauí	1,619,723	1,585,630	2.2%	1,385,295	1,348,241	2.7%	234,428	237,389	-1.2%
...Moloka'i	38,085	34,571	10.2%	31,786	28,593	11.2%	6,299	5,978	5.4%
...Lāna'i	44,570	49,258	-9.5%	37,231	41,018	-9.2%	7,339	8,240	-10.9%
Kaua'i	780,732	782,996	-0.3%	704,069	706,015	-0.3%	76,664	76,981	-0.4%
Hawai'i Island	936,481	938,521	-0.2%	740,683	724,055	2.3%	195,798	214,466	-8.7%
...Hilo	292,895	293,992	-0.4%	217,800	209,698	3.9%	75,096	84,294	-10.9%
...Kona	805,464	805,289	0.0%	651,616	636,891	2.3%	153,848	168,398	-8.6%
LENGTH OF STAY									
O'ahu (days)	7.24	7.44	-2.7%	7.87	8.12	-3.0%	6.33	6.46	-2.0%
Mauí (days)	9.08	9.02	0.6%	9.16	9.14	0.2%	8.61	8.35	3.2%
Moloka'i (days)	5.58	5.87	-4.9%	6.14	6.40	-4.1%	2.77	3.31	-16.3%
Lāna'i (days)	3.72	3.98	-6.5%	4.06	4.35	-6.8%	2.01	2.12	-5.2%
Kaua'i (days)	8.53	8.44	1.1%	8.79	8.77	0.3%	6.13	5.40	13.5%
Hawai'i Island (days)	8.55	8.38	2.1%	9.37	9.32	0.5%	5.46	5.21	4.9%
...Hilo (days)	4.90	4.79	2.2%	5.71	5.72	-0.1%	2.53	2.48	1.7%
...Kona (days)	8.16	8.02	1.8%	8.74	8.71	0.3%	5.72	5.39	6.1%
Statewide (days)	9.66	9.76	-1.0%	10.29	10.37	-0.7%	7.94	8.09	-1.8%
ACCOMMODATIONS									
Hotel	3,010,935	2,920,734	3.1%	1,945,881	1,885,809	3.2%	1,065,054	1,034,924	2.9%
...Hotel Only	2,602,940	2,521,534	3.2%	1,613,885	1,561,861	3.3%	989,056	959,673	3.1%
Condo	1,119,649	1,140,434	-1.8%	869,942	884,478	-1.6%	249,707	255,956	-2.4%
...Condo Only	893,622	908,696	-1.7%	691,307	707,197	-2.2%	202,315	201,499	0.4%
Timeshare	631,920	624,531	1.2%	537,352	536,660	0.1%	94,568	87,871	7.6%
...Timeshare Only	487,633	486,603	0.2%	413,837	416,533	-0.6%	73,796	70,070	5.3%
Rental House	388,094	349,792	11.0%	347,776	318,434	9.2%	40,318	31,357	28.6%
Bed & Breakfast	41,821	40,669	2.8%	36,774	35,177	4.5%	5,047	5,492	-8.1%
Cruise Ship	56,588	50,944	11.1%	47,781	40,814	17.1%	8,807	10,130	-13.1%
Friends or Relatives	553,256	549,497	0.7%	500,724	497,534	0.6%	52,532	51,963	1.1%
PURPOSE OF TRIP									
Pleasure (Net)	4,370,126	4,310,042	1.4%	3,151,730	3,113,020	1.2%	1,218,396	1,197,022	1.8%
....Vacation	4,195,093	4,154,134	1.0%	3,050,010	3,026,423	0.8%	1,145,084	1,127,711	1.5%
....Honeymoon	177,161	149,087	18.8%	106,360	84,850	25.4%	70,801	64,237	10.2%
....Get Married	64,271	59,821	7.4%	42,888	33,664	27.4%	21,384	26,157	-18.2%
MC&I (Net)	297,680	267,824	11.1%	226,647	204,874	10.6%	71,033	62,950	12.8%
....Convention/Conf.	162,012	143,299	13.1%	137,851	123,285	11.8%	24,161	20,014	20.7%
....Corp. Meetings	65,250	54,062	20.7%	57,910	50,221	15.3%	7,339	3,841	91.1%
....Incentive	85,420	79,734	7.1%	44,775	39,641	13.0%	40,645	40,093	1.4%
Other Business	217,842	195,316	11.5%	203,541	180,896	12.5%	14,300	14,420	-0.8%
Visit Friends/Relatives	537,912	535,508	0.4%	486,084	480,704	1.1%	51,828	54,804	-5.4%
Government/Military	66,351	51,316	29.3%	59,636	48,208	23.7%	6,715	3,108	116.0%
Attend School	18,384	11,478	60.2%	14,654	9,002	62.8%	3,729	2,476	50.6%
Sport Events	74,397	74,182	0.3%	50,517	46,761	8.0%	23,881	27,421	-12.9%
Average Age	48	48	0.0%	48	48	0.3%	46	47	-0.3%

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air)
2014 vs. 2013**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	670,189	649,608	3.2%	426,592	432,636	-1.4%	243,597	216,972	12.3%
FEB	634,759	638,908	-0.6%	410,325	423,156	-3.0%	224,434	215,752	4.0%
MAR	721,136	734,354	-1.8%	479,416	500,356	-4.2%	241,720	233,998	3.3%
APR	643,173	630,138	2.1%	437,697	439,468	-0.4%	205,476	190,670	7.8%
MAY	642,934	633,426	1.5%	449,538	448,867	0.1%	193,396	184,559	4.8%
JUN	723,106	711,329	1.7%	512,245	511,579	0.1%	210,861	199,750	5.6%
JUL	771,951	752,865	2.5%	543,594	533,156	2.0%	228,357	219,709	3.9%
AUG	734,685	738,697	-0.5%	490,790	492,012	-0.2%	243,895	246,685	-1.1%
SEPT	609,987	585,891	4.1%	385,960	367,389	5.1%	224,027	218,502	2.5%
OCT	649,068	615,613	5.4%	426,940	394,454	8.2%	222,128	221,159	0.4%
NOV	629,412	609,049	3.3%	411,601	400,511	2.8%	217,811	208,538	4.4%
DEC	753,272	703,596	7.1%	498,691	461,716	8.0%	254,581	241,880	5.3%
TOTAL	8,183,671	8,003,474	2.3%	5,473,388	5,405,300	1.3%	2,710,283	2,598,174	4.3%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	416,673	395,364	5.4%	213,338	215,038	-0.8%	203,335	180,326	12.8%
FEB	391,632	386,216	1.4%	204,584	204,993	-0.2%	187,048	181,223	3.2%
MAR	435,852	434,897	0.2%	235,300	238,726	-1.4%	200,553	196,172	2.2%
APR	391,295	386,074	1.4%	217,757	219,713	-0.9%	173,538	166,361	4.3%
MAY	413,426	410,651	0.7%	233,327	239,351	-2.5%	180,098	171,300	5.1%
JUN	465,106	449,660	3.4%	266,391	263,785	1.0%	198,715	185,875	6.9%
JUL	494,554	486,709	1.6%	279,183	283,261	-1.4%	215,371	203,448	5.9%
AUG	480,463	480,530	0.0%	253,668	255,028	-0.5%	226,796	225,501	0.6%
SEPT	411,519	392,514	4.8%	201,492	190,981	5.5%	210,028	201,533	4.2%
OCT	420,898	402,225	4.6%	213,945	195,390	9.5%	206,953	206,836	0.1%
NOV	391,669	381,627	2.6%	196,568	193,966	1.3%	195,101	187,661	4.0%
DEC	463,772	437,809	5.9%	248,281	232,224	6.9%	215,491	205,585	4.8%
TOTAL	5,176,858	5,044,276	2.6%	2,763,832	2,732,456	1.1%	2,413,026	2,311,820	4.4%
KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	92,432	92,094	0.4%	79,306	77,355	2.5%	13,126	14,738	-10.9%
FEB	82,865	88,562	-6.4%	70,896	76,760	-7.6%	11,969	11,802	1.4%
MAR	92,891	94,698	-1.9%	80,873	84,376	-4.2%	12,018	10,322	16.4%
APR	89,079	87,643	1.6%	77,010	77,780	-1.0%	12,069	9,862	22.4%
MAY	92,158	90,382	2.0%	84,400	82,908	1.8%	7,759	7,474	3.8%
JUN	104,602	105,546	-0.9%	95,334	96,202	-0.9%	9,268	9,344	-0.8%
JUL	112,592	108,842	3.4%	101,540	99,600	1.9%	11,051	9,242	19.6%
AUG	101,049	102,013	-0.9%	89,549	92,807	-3.5%	11,501	9,206	24.9%
SEPT	81,084	84,074	-3.6%	72,628	72,777	-0.2%	8,456	11,297	-25.1%
OCT	85,321	86,880	-1.8%	78,074	76,473	2.1%	7,247	10,408	-30.4%
NOV	82,359	81,961	0.5%	71,499	71,890	-0.5%	10,860	10,072	7.8%
DEC	101,271	91,659	10.5%	85,090	78,890	7.9%	16,181	12,770	26.7%
TOTAL	1,117,703	1,114,354	0.3%	986,198	987,818	-0.2%	131,506	126,537	3.9%

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air) continued
2014 vs. 2013**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	203,760	203,148	0.3%	154,046	154,733	-0.4%	49,714	48,415	2.7%
FEB	194,368	194,121	0.1%	147,859	149,335	-1.0%	46,508	44,786	3.8%
MAR	219,677	221,951	-1.0%	173,571	175,143	-0.9%	46,106	46,808	-1.5%
APR	201,689	192,827	4.6%	159,455	158,158	0.8%	42,234	34,668	21.8%
MAY	193,455	185,432	4.3%	165,240	158,188	4.5%	28,215	27,244	3.6%
JUN	211,479	215,515	-1.9%	186,347	186,887	-0.3%	25,132	28,628	-12.2%
JUL	229,028	228,940	0.0%	200,990	196,900	2.1%	28,038	32,039	-12.5%
AUG	207,204	211,553	-2.1%	178,758	179,746	-0.5%	28,446	31,807	-10.6%
SEPT	173,522	168,985	2.7%	144,985	134,871	7.5%	28,537	34,114	-16.3%
OCT	192,168	179,782	6.9%	159,911	147,788	8.2%	32,257	31,994	0.8%
NOV	191,578	184,109	4.1%	154,399	148,175	4.2%	37,179	35,934	3.5%
DEC	231,787	215,370	7.6%	179,242	168,965	6.1%	52,546	46,405	13.2%
TOTAL	2,449,714	2,401,733	2.0%	2,004,801	1,958,891	2.3%	444,912	442,842	0.5%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	200,176	198,822	0.7%	150,781	151,351	-0.4%	49,395	47,470	4.1%
FEB	191,201	190,752	0.2%	145,120	146,177	-0.7%	46,080	44,576	3.4%
MAR	216,269	217,820	-0.7%	170,662	171,291	-0.4%	45,608	46,529	-2.0%
APR	198,901	189,408	5.0%	156,887	155,259	1.0%	42,014	34,149	23.0%
MAY	190,275	182,190	4.4%	162,504	155,373	4.6%	27,772	26,818	3.6%
JUN	208,288	211,888	-1.7%	183,735	183,991	-0.1%	24,553	27,897	-12.0%
JUL	225,963	225,274	0.3%	198,174	193,462	2.4%	27,790	31,812	-12.6%
AUG	204,206	208,401	-2.0%	176,329	177,069	-0.4%	27,877	31,332	-11.0%
SEPT	170,538	165,982	2.7%	142,821	132,349	7.9%	27,718	33,633	-17.6%
OCT	188,827	176,231	7.1%	157,068	144,664	8.6%	31,759	31,567	0.6%
NOV	188,060	180,874	4.0%	151,340	145,168	4.3%	36,719	35,707	2.8%
DEC	227,510	211,142	7.8%	175,256	165,210	6.1%	52,254	45,932	13.8%
TOTAL	2,410,214	2,358,784	2.2%	1,970,676	1,921,362	2.6%	439,538	437,421	0.5%
MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	5,336	5,270	1.3%	4,459	4,017	11.0%	877	1,252	-29.9%
FEB	4,819	4,204	14.6%	3,712	3,481	6.6%	1,107	723	53.0%
MAR	4,698	4,336	8.3%	3,460	3,459	0.0%	1,239	877	41.2%
APR	4,298	4,458	-3.6%	3,338	2,963	12.6%	960	1,494	-35.7%
MAY	4,874	4,315	13.0%	4,068	3,476	17.0%	807	839	-3.9%
JUN	5,097	4,591	11.0%	4,041	3,542	14.1%	1,056	1,049	0.7%
JUL	5,115	4,792	6.7%	4,527	4,132	9.5%	588	660	-10.8%
AUG	4,687	3,748	25.0%	3,633	3,163	14.9%	1,053	585	80.0%
SEPT	4,500	4,965	-9.4%	3,367	3,284	2.5%	1,133	1,681	-32.6%
OCT	4,907	4,503	9.0%	3,962	3,364	17.8%	946	1,139	-16.9%
NOV	5,062	4,354	16.3%	3,760	3,458	8.8%	1,302	896	45.3%
DEC	6,253	5,621	11.3%	4,970	4,323	15.0%	1,283	1,298	-1.2%
TOTAL	59,647	55,157	8.1%	47,296	42,663	10.9%	12,351	12,494	-1.1%
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	6,021	6,302	-4.5%	4,875	4,837	0.8%	1,146	1,466	-21.8%
FEB	5,230	6,145	-14.9%	4,163	4,621	-9.9%	1,067	1,524	-30.0%
MAR	5,416	6,664	-18.7%	4,522	5,657	-20.1%	894	1,007	-11.3%
APR	5,520	5,696	-3.1%	4,571	4,296	6.4%	949	1,400	-32.2%
MAY	5,941	5,477	8.5%	4,648	4,619	0.6%	1,294	858	50.9%
JUN	4,944	7,037	-29.7%	4,119	4,949	-16.8%	826	2,088	-60.5%
JUL	5,505	6,212	-11.4%	4,846	5,512	-12.1%	659	701	-6.0%
AUG	5,605	6,242	-10.2%	4,397	4,999	-12.0%	1,208	1,243	-2.8%
SEPT	5,755	6,392	-10.0%	3,791	4,104	-7.6%	1,964	2,289	-14.2%
OCT	5,403	5,883	-8.2%	4,425	4,957	-10.7%	978	927	5.5%
NOV	5,390	5,507	-2.1%	4,360	4,396	-0.8%	1,030	1,112	-7.4%
DEC	7,218	6,752	6.9%	5,895	5,389	9.4%	1,323	1,363	-2.9%
TOTAL	67,948	74,310	-8.6%	54,612	58,334	-6.4%	13,336	15,975	-16.5%

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air) continued
2014 vs. 2013**

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	131,105	131,257	-0.1%	93,321	94,496	-1.2%	37,783	36,761	2.8%
FEB	121,068	128,212	-5.6%	89,425	92,347	-3.2%	31,643	35,865	-11.8%
MAR	127,368	132,520	-3.9%	95,088	100,984	-5.8%	32,280	31,536	2.4%
APR	109,022	108,188	0.8%	82,332	80,735	2.0%	26,690	27,454	-2.8%
MAY	106,161	108,411	-2.1%	83,343	83,173	0.2%	22,818	25,238	-9.6%
JUN	125,773	130,936	-3.9%	97,905	96,174	1.8%	27,868	34,763	-19.8%
JUL	139,184	134,859	3.2%	106,466	101,158	5.2%	32,718	33,701	-2.9%
AUG	127,337	128,282	-0.7%	93,729	91,443	2.5%	33,608	36,840	-8.8%
SEPT	100,057	101,936	-1.8%	69,297	67,143	3.2%	30,760	34,793	-11.6%
OCT	115,050	103,930	10.7%	84,241	76,942	9.5%	30,809	26,988	14.2%
NOV	107,005	101,943	5.0%	80,374	76,478	5.1%	26,631	25,465	4.6%
DEC	139,939	124,769	12.2%	103,432	94,309	9.7%	36,507	30,460	19.9%
TOTAL	1,449,070	1,435,245	1.0%	1,078,953	1,055,383	2.2%	370,117	379,862	-2.6%
HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	45,538	48,033	-5.2%	31,609	30,923	2.2%	13,929	17,110	-18.6%
FEB	41,370	46,265	-10.6%	28,929	29,918	-3.3%	12,441	16,346	-23.9%
MAR	43,544	42,998	1.3%	30,253	29,458	2.7%	13,291	13,539	-1.8%
APR	40,981	40,674	0.8%	28,827	27,908	3.3%	12,154	12,767	-4.8%
MAY	43,200	43,298	-0.2%	31,701	31,288	1.3%	11,499	12,010	-4.3%
JUN	48,510	50,977	-4.8%	34,537	32,662	5.7%	13,973	18,316	-23.7%
JUL	49,426	50,151	-1.4%	36,916	35,247	4.7%	12,510	14,904	-16.1%
AUG	47,993	46,148	4.0%	34,098	32,629	4.5%	13,895	13,519	2.8%
SEPT	40,992	37,879	8.2%	25,905	24,022	7.8%	15,087	13,856	8.9%
OCT	42,035	37,853	11.0%	27,478	25,464	7.9%	14,557	12,389	17.5%
NOV	36,885	36,075	2.2%	25,618	25,478	0.5%	11,267	10,597	6.3%
DEC	51,788	44,355	16.8%	35,448	32,285	9.8%	16,340	12,069	35.4%
TOTAL	532,261	524,705	1.4%	371,318	357,282	3.9%	160,942	167,423	-3.9%
KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
JAN	111,247	110,736	0.5%	81,181	82,274	-1.3%	30,066	28,462	5.6%
FEB	102,524	107,257	-4.4%	78,163	80,128	-2.5%	24,361	27,129	-10.2%
MAR	108,135	111,351	-2.9%	83,152	88,186	-5.7%	24,983	23,165	7.8%
APR	92,383	89,663	3.0%	71,523	70,125	2.0%	20,859	19,538	6.8%
MAY	87,543	89,199	-1.9%	71,322	70,963	0.5%	16,221	18,236	-11.0%
JUN	104,292	106,942	-2.5%	84,796	83,265	1.8%	19,496	23,677	-17.7%
JUL	118,081	111,549	5.9%	92,041	87,138	5.6%	26,040	24,412	6.7%
AUG	108,257	108,844	-0.5%	80,558	78,739	2.3%	27,699	30,104	-8.0%
SEPT	81,024	86,299	-6.1%	59,086	57,985	1.9%	21,938	28,313	-22.5%
OCT	96,385	87,706	9.9%	73,840	67,190	9.9%	22,545	20,516	9.9%
NOV	91,659	86,438	6.0%	70,567	66,902	5.5%	21,092	19,536	8.0%
DEC	117,163	105,270	11.3%	88,865	80,959	9.8%	28,299	24,311	16.4%
TOTAL	1,218,693	1,201,253	1.5%	935,095	913,854	2.3%	283,598	287,399	-1.3%

Table 50: Average Daily Census by Island and Month (Arrivals by Air)
2014

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	98,431	92,933	94,939	86,292	88,957	107,770	109,576	105,135	87,736	86,762	85,525	107,261	96,013
Maui County	64,209	61,797	59,811	54,309	47,980	56,473	58,409	50,364	44,171	50,512	53,514	68,418	55,822
....Maui	62,329	60,343	58,565	53,128	46,757	55,177	57,227	49,319	43,016	49,274	51,977	66,346	54,446
....Moloka'i	1,122	831	629	617	614	768	620	519	629	693	944	1,116	758
....Lāna'i	759	623	616	564	609	528	562	526	526	545	593	956	618
Kaua'i	26,849	23,606	23,324	22,417	21,639	26,930	27,855	23,442	19,285	20,515	20,762	26,290	23,589
Hawai'i Island	39,289	34,172	30,638	26,292	23,345	30,507	31,589	28,430	24,172	26,396	27,183	38,104	30,008
....Hilo	7,577	6,212	5,633	5,042	5,311	6,705	6,567	6,248	5,443	5,298	4,894	7,326	6,025
....Kona	31,712	27,960	25,005	21,251	18,034	23,801	25,022	22,181	18,729	21,098	22,289	30,778	23,983
TOTAL DOM and INTL	228,779	212,509	208,712	189,311	181,920	221,680	227,429	207,370	175,364	184,185	186,984	240,073	205,433
DOMESTIC													
Oahu	58,167	52,930	54,030	50,371	53,837	68,428	67,220	59,269	46,995	47,954	47,994	63,406	55,934
Maui County	50,211	48,523	47,817	43,274	43,031	52,361	54,334	45,720	39,585	44,381	44,636	54,366	47,370
....Maui	48,505	47,223	46,723	42,198	41,986	51,246	53,227	44,783	38,595	43,249	43,241	52,490	46,138
....Moloka'i	1,020	742	567	570	574	637	581	475	559	632	858	1,006	685
....Lāna'i	686	558	528	506	472	478	526	462	431	501	537	870	547
Kaua'i	23,533	20,849	20,594	20,018	20,613	25,601	26,365	22,115	18,385	19,622	19,104	23,371	21,698
Hawai'i Island	32,312	28,212	25,148	21,566	20,523	27,026	27,794	23,796	19,750	22,380	23,542	31,364	25,286
....Hilo	6,589	5,322	4,567	4,176	4,521	5,801	5,762	5,353	3,957	4,133	4,201	6,239	5,055
....Kona	25,723	22,889	20,580	17,390	16,002	21,225	22,032	18,443	15,793	18,247	19,341	25,125	20,230
TOTAL DOMESTIC	164,223	150,513	147,589	135,229	138,005	173,416	175,713	150,901	124,716	134,337	135,276	172,507	150,288
INTERNATIONAL													
Oahu	40,264	40,004	40,910	35,921	35,120	39,342	42,356	45,866	40,741	38,808	37,531	43,855	40,078
Maui County	13,999	13,275	11,993	11,035	4,949	4,112	4,075	4,643	4,586	6,131	8,878	14,053	8,452
....Maui	13,824	13,120	11,842	10,930	4,771	3,931	4,000	4,536	4,421	6,025	8,736	13,856	8,308
....Moloka'i	101	89	63	47	40	131	38	43	70	61	86	110	73
....Lāna'i	73	65	89	58	138	50	36	64	94	45	56	87	71
Kaua'i	3,316	2,756	2,730	2,399	1,025	1,329	1,490	1,327	900	893	1,658	2,919	1,892
Hawai'i Island	6,977	5,961	5,490	4,727	2,821	3,481	3,795	4,633	4,422	4,017	3,641	6,740	4,722
....Hilo	988	890	1,065	866	789	905	805	895	1,486	1,165	693	1,086	970
....Kona	5,989	5,071	4,425	3,861	2,032	2,576	2,989	3,738	2,936	2,851	2,948	5,653	3,752
TOTAL INT'L	64,556	61,995	61,123	54,081	43,915	48,265	51,715	56,469	50,648	49,848	51,708	67,566	55,145

**Table 51: Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air)
2014**

METRO AREA	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage	48,152	24,153	14,598	14,111	638	283	5,734	11,214	2,749	10,148
Atlanta	42,691	27,181	14,613	14,338	361	578	7,440	9,731	3,721	8,369
Austin	26,473	12,520	10,246	10,046	280	315	5,683	5,931	2,244	5,007
Bakersfield	13,763	6,590	4,850	4,771	98	129	2,234	2,217	626	1,973
Baltimore	21,283	14,163	7,092	6,978	196	241	4,159	4,930	2,225	4,083
Bellingham	14,746	5,660	5,987	5,913	92	102	2,314	2,477	754	2,166
Boise City	21,183	8,572	7,638	7,542	130	107	4,140	4,129	1,233	3,681
Boston	42,616	23,177	16,883	16,602	373	574	9,884	10,880	4,179	9,201
Bremerton	16,247	7,695	5,174	5,086	125	93	2,641	2,808	846	2,484
Charlotte	14,073	8,318	5,260	5,183	119	134	2,730	3,540	1,422	3,027
Chicago	106,108	52,673	47,525	46,845	1,003	1,434	20,854	22,038	7,925	19,154
Cincinnati	15,207	9,027	6,263	6,165	192	232	3,194	3,870	1,589	3,316
Cleveland	13,777	7,810	5,944	5,853	177	193	2,935	3,572	1,478	3,069
Colorado	15,778	8,738	4,543	4,450	130	147	3,014	3,119	1,195	2,670
Dallas	85,803	41,049	36,247	35,764	677	1,282	15,688	16,033	5,539	13,784
Denver	78,155	31,065	30,335	29,779	682	815	17,024	16,759	4,882	14,835
Detroit	28,594	15,453	12,581	12,401	306	381	6,428	6,667	2,489	5,784
Eugene	15,444	5,592	5,662	5,550	177	167	2,851	3,596	1,050	3,223
Fresno	19,604	9,391	7,058	6,986	100	159	2,987	3,099	870	2,735
Houston	68,196	39,512	24,738	24,389	539	684	11,875	14,342	5,810	11,987
Indianapolis	15,240	7,974	6,924	6,807	171	213	3,132	3,331	1,442	2,828
Kansas City	21,571	10,985	8,619	8,452	180	353	4,037	4,480	1,758	3,768
Las Vegas	64,168	42,113	17,654	17,234	470	583	8,284	9,024	3,506	7,362
Los Angeles	569,784	276,147	195,843	192,307	3,431	4,884	93,533	90,713	25,684	79,100
Miami	25,131	15,777	9,642	9,478	298	375	5,146	6,313	2,827	5,383
Minneapolis	53,569	25,214	21,476	21,165	437	566	11,153	12,338	3,952	10,850
Modesto	13,707	5,118	5,808	5,731	95	99	2,251	2,113	556	1,862
New York	151,386	94,964	61,528	60,488	1,478	2,138	32,836	36,680	14,628	31,256
Ogden	19,389	11,163	5,646	5,517	131	151	3,947	2,950	934	2,671
Olympia	15,325	6,256	5,897	5,811	204	101	2,416	2,833	872	2,499
Orlando	15,121	10,198	5,049	4,964	125	205	2,916	3,469	1,546	2,928
Oxnard	43,656	18,210	16,185	15,917	254	380	8,489	7,243	1,998	6,421
Philadelphia	39,906	23,268	17,093	16,876	445	547	8,919	10,282	4,289	8,734
Phoenix	123,674	57,365	46,203	45,452	927	1,181	24,345	21,036	6,446	18,570
Pittsburgh	14,213	8,315	5,916	5,822	138	196	3,097	3,658	1,488	3,102
Portland	150,909	57,178	57,401	56,303	1,284	1,017	24,570	30,387	7,859	27,441
Provo	20,638	13,469	4,851	4,739	109	157	3,770	2,357	747	2,056
Reno	18,885	6,518	7,825	7,720	150	177	3,435	3,906	1,079	3,478
Riverside-San Bernardino	106,204	52,408	37,096	36,514	750	880	17,425	15,980	5,085	13,638
Sacramento	118,457	46,703	50,453	49,690	1,047	926	19,942	17,965	5,174	15,861
Salem	15,346	6,284	5,919	5,776	163	106	2,279	3,022	878	2,696
Salinas	14,193	5,507	4,968	4,883	74	124	2,664	2,876	744	2,564
Salt Lake City	41,450	21,484	13,374	13,152	274	285	8,778	5,977	1,929	5,307
San Antonio	20,058	12,484	6,066	5,943	160	252	3,203	3,822	1,547	3,186
San Diego	180,522	86,665	60,531	59,418	1,239	1,512	35,918	25,530	7,907	21,847
San Francisco	398,353	166,218	143,833	141,264	2,629	3,507	67,552	72,333	19,004	64,434
San Jose	164,869	68,488	65,452	64,645	1,021	1,239	24,884	27,305	7,469	24,479
San Luis	13,847	4,272	5,172	5,040	170	110	3,466	2,848	883	2,493
Santa Cruz	21,948	6,545	8,437	8,292	189	187	5,176	4,529	1,309	4,010
Santa Maria	19,559	7,815	6,354	6,181	144	195	4,588	3,783	1,057	3,285
Santa Rosa	31,253	9,063	12,997	12,758	304	258	6,428	6,341	1,718	5,679
Seattle	305,283	117,112	119,837	118,073	2,128	2,264	48,798	56,128	14,395	50,907
Spokane	22,767	8,635	9,008	8,849	198	142	3,776	4,297	1,133	3,915
St. Louis	24,138	12,952	10,143	9,972	240	332	4,882	5,216	2,026	4,466
Stockton	22,250	10,520	8,044	7,963	129	123	3,181	3,194	893	2,822
Tampa	16,299	10,565	5,641	5,518	162	231	3,407	4,018	1,742	3,405
Tucson	21,115	9,907	7,258	7,114	145	219	4,520	4,376	1,579	3,803
Vallejo	20,835	10,094	7,192	7,079	156	165	3,124	2,995	843	2,639
Virginia Beach	14,846	11,601	3,207	3,131	135	151	2,191	2,561	1,123	2,093
Washington D.C.	78,348	53,153	22,930	22,440	652	747	13,060	17,058	6,994	14,014

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 52: Domestic U.S. Visitor Arrival Growth by Island and Top CBSA
% change 2014 vs. 2013**

METRO AREA	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Anchorage	-3.7%	-9.7%	-3.6%	-4.1%	8.7%	-13.5%	-2.6%	4.0%	-1.7%	5.1%
Atlanta	5.8%	7.5%	5.0%	5.3%	13.3%	-19.4%	0.6%	5.3%	5.4%	5.0%
Austin	5.8%	7.1%	7.8%	8.7%	21.4%	-22.2%	3.8%	4.8%	7.6%	3.2%
Bakersfield	2.6%	5.1%	-0.6%	-0.6%	50.2%	19.6%	6.0%	2.5%	-8.7%	7.0%
Baltimore	1.2%	2.5%	1.3%	2.2%	-2.1%	-3.5%	-0.9%	3.0%	4.4%	3.3%
Bellingham	-6.7%	-12.3%	-8.2%	-8.2%	-22.8%	5.4%	-0.1%	6.1%	17.2%	3.6%
Boise City	-4.3%	-16.7%	4.3%	4.8%	-23.5%	-44.3%	1.0%	1.1%	6.6%	-0.6%
Boston	1.2%	0.1%	0.0%	0.2%	-1.1%	-14.6%	0.5%	4.8%	1.9%	5.7%
Bremerton	0.6%	-0.4%	3.5%	3.7%	4.2%	2.8%	1.5%	-1.9%	3.3%	-0.3%
Charlotte	7.2%	7.3%	9.8%	10.0%	8.4%	-35.0%	1.5%	8.7%	10.6%	9.8%
Chicago	1.4%	1.0%	3.1%	3.5%	13.1%	-8.6%	-0.5%	3.5%	11.4%	2.9%
Cincinnati	5.0%	10.4%	2.0%	2.7%	21.0%	-9.2%	3.1%	3.8%	6.3%	3.3%
Cleveland	5.8%	6.4%	4.5%	4.2%	57.0%	4.2%	5.8%	10.5%	11.1%	11.2%
Colorado	3.7%	3.0%	7.0%	8.4%	-3.1%	9.5%	-3.1%	6.5%	10.7%	8.2%
Dallas	5.3%	3.6%	8.8%	9.2%	23.3%	4.1%	-0.5%	6.2%	4.6%	5.4%
Denver	1.0%	-1.5%	1.9%	2.1%	6.3%	-15.8%	1.7%	2.7%	-0.9%	3.0%
Detroit	-1.9%	-2.5%	-1.0%	-0.7%	25.1%	-2.2%	2.5%	-4.6%	-7.0%	-4.9%
Eugene	-5.3%	-13.3%	-4.7%	-4.3%	7.4%	13.3%	-1.9%	2.5%	-1.9%	5.0%
Fresno	-2.2%	-4.8%	0.0%	0.5%	-1.4%	6.8%	-5.9%	15.0%	4.9%	14.8%
Houston	5.0%	8.5%	2.1%	2.8%	1.0%	-30.6%	-1.3%	4.1%	4.8%	3.2%
Indianapolis	4.6%	1.9%	14.3%	14.1%	25.2%	9.5%	-1.6%	4.6%	12.0%	4.5%
Kansas City	-0.2%	-2.5%	1.3%	1.1%	12.5%	27.6%	-9.1%	0.8%	1.9%	-2.2%
Las Vegas	2.2%	4.1%	1.1%	1.1%	15.4%	-7.4%	6.7%	2.9%	15.3%	1.3%
Los Angeles	3.9%	4.9%	6.3%	6.6%	7.1%	-8.5%	-0.2%	2.6%	0.9%	3.4%
Miami	3.9%	3.0%	3.1%	3.8%	15.2%	-18.7%	7.4%	6.6%	7.0%	9.1%
Minneapolis	4.4%	2.9%	4.5%	4.6%	6.6%	-6.9%	3.1%	6.9%	1.8%	6.8%
Modesto	-2.9%	-10.1%	6.7%	6.6%	17.3%	-13.0%	-7.3%	-5.5%	-7.1%	-7.1%
New York	-3.0%	-2.5%	-2.8%	-2.5%	6.0%	-15.4%	-2.7%	-0.8%	1.5%	0.8%
Ogden	0.6%	1.6%	2.6%	2.8%	8.4%	8.5%	0.6%	-1.0%	0.9%	0.7%
Olympia	-0.5%	5.8%	3.0%	3.7%	30.0%	1.0%	-4.7%	-9.8%	-3.4%	-10.4%
Orlando	8.6%	10.8%	5.4%	5.1%	3.0%	6.8%	9.7%	10.0%	18.2%	8.7%
Oxnard	1.4%	0.7%	1.4%	1.6%	-5.3%	-14.1%	3.0%	6.8%	7.0%	8.5%
Philadelphia	-1.7%	-1.4%	1.5%	2.0%	9.7%	-20.5%	-1.5%	-1.7%	1.2%	-1.4%
Phoenix	-1.4%	-6.4%	4.0%	4.1%	15.1%	-6.0%	0.0%	1.3%	2.6%	1.3%
Pittsburgh	0.7%	-0.2%	1.6%	1.7%	7.0%	-5.7%	2.8%	0.8%	-3.9%	-2.8%
Portland	1.7%	6.2%	-2.7%	-2.9%	0.0%	-16.0%	-1.9%	3.6%	-0.3%	4.3%
Provo	2.9%	3.6%	-1.2%	-0.9%	9.6%	5.6%	2.2%	2.4%	-5.8%	3.4%
Reno	2.3%	6.4%	5.3%	5.7%	16.1%	19.4%	-0.8%	1.8%	16.8%	0.6%
Riverside-San Bernardino	3.0%	3.5%	6.2%	6.3%	30.4%	-0.6%	-2.1%	1.8%	5.3%	1.6%
Sacramento	-0.4%	-0.3%	3.8%	3.7%	15.0%	-2.9%	-3.3%	1.8%	2.2%	2.5%
Salem	2.6%	12.6%	0.4%	0.5%	1.2%	7.3%	-7.5%	-2.6%	8.2%	-3.4%
Salinas	0.1%	-2.7%	1.4%	1.7%	-11.5%	-25.7%	-5.0%	5.5%	3.6%	5.9%
Salt Lake City	2.3%	2.3%	6.0%	6.4%	67.9%	-27.1%	3.3%	-3.3%	-2.6%	-1.4%
San Antonio	6.0%	4.6%	3.5%	3.9%	5.8%	19.4%	2.5%	15.8%	7.8%	17.3%
San Diego	3.3%	5.9%	0.7%	0.7%	12.5%	-5.3%	5.2%	0.7%	1.6%	0.3%
San Francisco	2.2%	3.4%	5.2%	5.6%	20.0%	-12.8%	-2.5%	2.5%	5.6%	2.2%
San Jose	4.3%	6.1%	9.4%	9.8%	18.5%	-8.8%	-3.8%	0.1%	5.3%	-0.2%
San Luis	-3.7%	-22.5%	11.0%	10.5%	32.0%	-20.0%	1.2%	-2.9%	-4.9%	-3.6%
Santa Cruz	-0.7%	4.8%	2.5%	2.8%	14.6%	-12.7%	-4.5%	-3.9%	-8.6%	-4.5%
Santa Maria	-2.3%	-9.8%	-2.5%	-1.4%	-29.2%	-20.1%	4.7%	4.9%	8.5%	5.6%
Santa Rosa	2.2%	4.5%	4.7%	4.6%	29.8%	-13.4%	-2.7%	-1.6%	-5.4%	-0.1%
Seattle	0.9%	-0.3%	0.6%	0.8%	6.6%	-4.8%	3.1%	2.9%	4.9%	3.1%
Spokane	-5.2%	-14.2%	-3.5%	-3.4%	-3.5%	-6.4%	3.9%	7.6%	16.3%	8.8%
St. Louis	-0.9%	-1.7%	0.1%	0.2%	15.9%	-9.3%	-8.6%	-1.5%	-1.4%	-1.6%
Stockton	3.7%	1.4%	3.9%	4.2%	2.2%	7.2%	3.7%	11.1%	19.0%	12.1%
Tampa	3.0%	3.7%	1.3%	1.3%	-5.7%	-14.7%	2.9%	5.9%	3.1%	6.6%
Tucson	-1.9%	-2.7%	-1.2%	-0.9%	-24.2%	5.7%	0.2%	3.1%	4.6%	5.0%
Vallejo	0.2%	-2.5%	4.7%	4.4%	30.2%	20.9%	3.4%	2.2%	1.3%	2.3%
Virginia Beach	10.0%	11.6%	5.6%	5.8%	11.6%	14.7%	9.1%	8.5%	6.4%	7.5%
Washington D.C.	3.0%	3.8%	0.2%	0.6%	14.6%	-28.2%	-2.4%	3.6%	2.8%	4.3%

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 53: Domestic U.S. Visitor Arrivals by Island and State of Residence
2014**

STATE	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA I	HAWAII ISLAND	HILO	KONA
Alabama	17,832	12,211	5,255	5,130	210	239	2,965	3,908	1,670	3,291
Alaska	75,447	36,537	22,527	21,744	1,042	479	9,735	18,834	5,040	16,989
Arizona	162,524	76,030	59,173	58,129	1,274	1,591	32,576	29,046	9,397	25,436
Arkansas	12,763	7,453	4,852	4,770	163	217	2,397	2,753	1,217	2,328
California	1,847,700	816,398	669,946	658,596	12,553	15,580	318,048	305,765	86,317	268,768
Colorado	138,265	56,370	50,880	49,869	1,298	1,467	31,494	30,476	9,761	26,665
Connecticut	24,674	14,377	10,139	10,000	251	308	5,238	6,150	2,280	5,271
Delaware	5,141	3,304	1,967	1,949	56	66	1,034	1,262	581	1,064
Florida	100,536	65,637	35,149	34,467	1,077	1,487	20,423	24,564	11,035	20,749
Georgia	57,230	37,509	18,736	18,380	555	772	9,782	12,821	5,120	10,912
Idaho	44,835	18,442	15,754	15,487	330	334	8,957	8,925	2,620	7,994
Illinois	126,545	64,627	56,033	55,259	1,255	1,731	25,462	26,649	10,009	23,081
Indiana	39,305	21,564	16,924	16,667	435	565	8,193	8,602	3,847	7,170
Iowa	25,992	13,908	10,637	10,472	274	333	5,597	5,812	2,292	5,093
Kansas	24,257	12,517	9,553	9,406	254	370	4,788	4,972	2,016	4,265
Kentucky	18,177	10,979	7,164	7,003	192	249	3,400	4,450	1,871	3,761
Louisiana	18,220	11,079	6,810	6,695	199	307	3,362	3,957	1,930	3,294
Maine	7,529	4,342	2,480	2,393	114	90	1,551	1,736	747	1,418
Maryland	47,235	31,459	15,168	14,905	413	501	8,665	10,815	4,871	8,871
Massachusetts	53,748	29,452	21,425	21,067	482	719	12,569	13,797	5,560	11,558
Michigan	61,597	33,169	26,150	25,734	689	832	13,992	14,766	5,821	12,638
Minnesota	72,260	34,350	29,008	28,565	604	809	15,461	16,702	5,483	14,666
Mississippi	7,884	5,217	2,455	2,422	84	121	1,265	1,599	765	1,331
Missouri	43,166	23,433	17,556	17,215	445	626	8,281	9,312	3,893	7,768
Montana	25,090	8,889	9,389	9,208	225	229	5,418	5,656	1,689	4,972
Nebraska	16,873	8,881	6,497	6,407	152	165	3,196	3,670	1,298	3,220
Nevada	90,273	51,543	28,182	27,597	692	829	13,145	14,331	5,029	12,058
New Hampshire	9,489	5,418	3,410	3,337	113	122	2,077	2,405	1,027	1,944
New Jersey	69,960	44,463	29,741	29,268	792	1,004	15,556	17,442	7,150	14,957
New Mexico	24,719	11,373	7,994	7,852	211	223	5,657	5,413	2,125	4,571
New York	125,781	78,196	49,136	48,272	1,249	1,739	26,838	30,510	12,556	25,718
North Carolina	46,498	28,828	15,846	15,551	531	556	9,218	11,764	5,012	9,876
North Dakota	9,455	4,790	4,181	4,125	115	107	1,963	1,789	602	1,563
Ohio	65,218	37,830	27,339	26,904	867	926	13,852	16,372	6,968	13,919
Oklahoma	26,351	13,853	10,049	9,906	205	294	5,255	5,161	2,040	4,402
Oregon	202,897	73,947	77,603	76,020	1,893	1,555	35,113	42,825	11,474	38,624
Pennsylvania	67,811	40,562	27,872	27,438	794	926	15,240	18,450	8,118	15,508
Rhode Island	6,122	3,957	2,184	2,151	77	81	1,290	1,347	653	1,084
South Carolina	20,459	13,421	6,791	6,670	211	243	3,943	4,773	2,125	4,024
South Dakota	8,326	3,977	3,414	3,368	62	86	1,855	1,807	664	1,558
Tennessee	31,004	19,086	10,926	10,745	305	329	6,059	7,172	3,014	6,112
Texas	243,222	131,215	91,495	90,084	2,082	3,041	44,200	48,144	18,699	40,650
Utah	98,976	55,664	28,965	28,392	644	738	20,310	14,097	4,604	12,460
Vermont	4,880	2,290	1,806	1,761	43	54	1,171	1,298	540	1,053
Virginia	77,662	54,214	21,536	21,059	689	745	13,212	16,506	6,952	13,562
Washington	466,997	179,543	181,672	178,847	3,518	3,286	75,399	87,408	22,834	79,101
Washington, D.C.	9,415	6,007	2,904	2,842	78	107	1,800	2,029	769	1,671
West Virginia	5,543	3,552	1,996	1,969	59	68	961	1,393	556	1,206
Wisconsin	44,851	23,705	18,508	18,231	520	623	10,442	11,359	4,270	9,810
Wyoming	10,037	4,528	3,392	3,300	104	145	2,111	2,333	790	2,016

Table 54: Domestic U.S. Visitor Arrival Growth by Island and State of Residence
% change 2014 vs. 2013

STATE	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	1.8%	1.7%	-2.1%	-2.4%	42.2%	-8.4%	-4.3%	3.0%	-2.1%	2.2%
Alaska	-2.5%	-8.7%	-2.3%	-2.4%	2.6%	-7.1%	-0.5%	7.0%	2.5%	8.4%
Arizona	-1.9%	-5.7%	2.7%	2.9%	8.3%	-2.8%	-0.9%	1.7%	4.0%	1.8%
Arkansas	-1.2%	2.0%	0.0%	-0.3%	39.6%	40.2%	-0.2%	-2.7%	-2.2%	-3.3%
California	2.4%	3.2%	5.0%	5.2%	13.3%	-7.7%	-1.2%	1.9%	2.4%	2.1%
Colorado	0.9%	-0.1%	1.6%	1.9%	9.3%	-9.9%	-0.5%	1.5%	2.1%	1.4%
Connecticut	-6.2%	-9.0%	-4.2%	-3.3%	-8.0%	-31.3%	-7.4%	-3.1%	-10.3%	-1.2%
Delaware	1.3%	1.5%	3.2%	4.3%	17.5%	-27.5%	-7.1%	-3.9%	-5.0%	-3.2%
Florida	4.8%	4.6%	3.0%	3.2%	3.0%	-9.0%	3.9%	5.5%	4.7%	6.4%
Georgia	4.9%	6.5%	3.2%	3.7%	25.9%	-16.2%	-0.8%	3.9%	2.1%	2.9%
Idaho	-2.7%	-13.2%	5.0%	5.4%	-11.9%	-11.5%	1.0%	0.8%	2.9%	0.0%
Illinois	0.2%	-0.7%	1.9%	2.4%	7.7%	-7.3%	-1.7%	2.5%	9.5%	1.8%
Indiana	2.7%	0.4%	10.4%	10.6%	30.0%	15.3%	1.1%	-2.8%	9.7%	-5.5%
Iowa	-0.1%	0.3%	0.1%	-0.2%	31.8%	-0.2%	2.2%	0.9%	7.0%	1.5%
Kansas	0.8%	-0.6%	-1.1%	-1.3%	29.2%	21.6%	-6.5%	-4.1%	-0.6%	-3.7%
Kentucky	0.3%	1.1%	3.4%	2.8%	6.5%	24.7%	-1.2%	12.4%	13.2%	10.1%
Louisiana	8.2%	6.7%	11.7%	12.6%	-9.9%	-4.3%	-0.4%	1.7%	6.0%	-0.8%
Maine	-5.2%	-6.2%	2.5%	2.4%	7.0%	-17.2%	-7.9%	-7.8%	-7.7%	-7.5%
Maryland	1.4%	1.6%	1.7%	2.3%	2.3%	-8.1%	-4.2%	0.6%	0.4%	1.0%
Massachusetts	0.5%	-1.2%	0.3%	0.5%	-4.6%	-12.7%	1.4%	4.3%	5.5%	4.7%
Michigan	-1.1%	-1.8%	0.0%	0.2%	13.1%	2.8%	-0.1%	-1.4%	-4.1%	-1.2%
Minnesota	5.1%	3.8%	5.7%	5.7%	5.5%	4.8%	7.2%	2.7%	-0.8%	3.2%
Mississippi	2.9%	5.0%	-0.3%	0.0%	49.7%	44.9%	2.5%	-2.5%	5.8%	-3.4%
Missouri	-0.2%	-0.8%	3.9%	4.2%	16.5%	4.6%	-8.6%	-1.2%	4.7%	-4.3%
Montana	-0.8%	-8.4%	3.5%	3.8%	-16.6%	-14.5%	-1.3%	2.1%	8.6%	-0.6%
Nebraska	-1.2%	-0.7%	-7.4%	-7.2%	1.9%	-25.3%	-9.0%	-1.7%	-3.4%	-1.2%
Nevada	1.8%	4.2%	2.0%	2.3%	10.6%	-4.8%	2.8%	1.8%	15.2%	0.4%
New Hampshire	2.4%	4.4%	-0.5%	-0.9%	48.7%	17.7%	1.7%	10.0%	17.9%	8.0%
New Jersey	-4.1%	-3.4%	-3.8%	-3.7%	21.2%	-9.8%	-2.5%	-2.5%	-1.0%	0.1%
New Mexico	-5.2%	-8.3%	-6.7%	-5.8%	-9.9%	-8.9%	-7.0%	-0.8%	-0.7%	-0.8%
New York	-2.4%	-2.5%	-2.0%	-1.5%	-1.9%	-13.2%	-3.2%	-0.2%	1.7%	0.8%
North Carolina	1.8%	3.3%	-1.0%	-0.6%	29.8%	-19.2%	1.2%	6.7%	8.1%	7.0%
North Dakota	7.6%	2.4%	19.0%	19.5%	64.4%	-9.3%	20.7%	-11.3%	-12.8%	-10.6%
Ohio	1.4%	2.3%	0.9%	1.0%	27.6%	-12.3%	-0.1%	3.0%	3.9%	2.8%
Oklahoma	1.1%	-4.8%	3.9%	4.1%	-1.3%	-14.1%	5.8%	0.4%	5.5%	0.3%
Oregon	0.5%	2.8%	-1.2%	-1.3%	0.3%	-3.9%	-2.6%	1.3%	0.6%	1.8%
Pennsylvania	-1.1%	-1.7%	0.3%	0.7%	5.0%	-14.7%	1.6%	2.2%	6.2%	0.5%
Rhode Island	2.4%	0.9%	3.6%	3.9%	129.6%	-9.9%	7.5%	7.1%	12.8%	3.1%
South Carolina	8.1%	8.9%	4.9%	5.5%	10.1%	-10.1%	4.5%	7.3%	8.4%	6.3%
South Dakota	-2.2%	-7.7%	3.2%	4.5%	-37.9%	-20.1%	11.7%	-13.6%	-17.6%	-11.9%
Tennessee	-0.6%	-0.5%	-0.9%	-0.4%	2.2%	-32.6%	0.4%	-0.2%	-0.1%	-0.4%
Texas	4.7%	5.1%	4.9%	5.4%	12.9%	-9.8%	1.3%	5.2%	5.6%	4.2%
Utah	2.7%	3.2%	4.4%	4.6%	37.2%	-13.1%	3.4%	-1.5%	0.7%	-0.6%
Vermont	-0.9%	-4.4%	5.9%	5.7%	-37.9%	-17.1%	-2.0%	0.9%	-7.8%	0.8%
Virginia	4.2%	5.4%	-0.4%	-0.2%	15.3%	-26.0%	2.4%	5.3%	6.6%	5.3%
Washington	0.2%	-1.1%	-0.1%	0.1%	1.7%	-7.6%	2.0%	2.8%	4.6%	3.2%
Washington, D.C.	4.9%	7.0%	4.1%	5.8%	2.9%	-26.8%	3.1%	2.5%	1.5%	2.2%
West Virginia	-3.1%	-0.3%	-6.7%	-6.2%	1.1%	-16.8%	-10.4%	12.8%	0.6%	16.3%
Wisconsin	1.0%	-0.6%	3.7%	4.2%	10.9%	13.9%	3.8%	-1.8%	-6.2%	-1.1%
Wyoming	10.9%	22.1%	7.9%	7.1%	12.4%	47.9%	1.4%	5.9%	-3.1%	7.3%

**Table 55: Domestic U.S. Visitor Length of Stay (in days) by Island and State
(Arrivals by Air)
2014**

STATE	TOTAL	O AHU	MAUI	MOLOKA I	LĀNA'I	KAUA I	HAWAII ISLAND	HILO	KONA
Alabama	10.03	7.61	7.16	3.34	2.78	6.93	6.99	4.01	6.26
Alaska	12.36	8.42	11.38	10.93	4.75	11.09	13.58	9.16	12.34
Arizona	9.67	7.44	8.35	5.25	3.81	8.10	8.44	5.05	7.77
Arkansas	10.16	7.28	7.90	2.52	3.34	6.98	7.22	3.74	6.58
California	8.96	7.16	8.20	4.88	3.98	8.29	8.36	5.22	7.83
Colorado	10.46	7.42	9.05	6.28	3.68	9.03	9.17	5.53	8.46
Connecticut	11.21	7.53	8.23	4.48	3.71	6.89	7.76	4.67	7.03
Delaware	11.16	7.37	8.16	3.33	2.11	6.70	7.82	4.20	6.99
Florida	11.08	7.96	7.82	4.17	3.28	6.51	7.29	4.25	6.37
Georgia	10.06	7.51	7.43	3.55	3.05	6.55	6.95	4.06	6.26
Idaho	10.50	8.02	9.46	6.25	4.87	9.06	10.23	6.42	9.31
Illinois	10.32	6.81	8.44	4.68	3.17	7.35	7.57	4.07	6.97
Indiana	10.76	7.27	8.30	4.83	3.08	7.21	7.55	4.31	6.75
Iowa	10.70	7.02	8.40	5.95	2.93	7.58	8.17	4.16	7.45
Kansas	10.02	7.07	8.06	3.18	4.55	7.51	8.09	4.42	7.34
Kentucky	10.66	7.41	7.89	3.65	3.12	6.70	7.38	4.21	6.64
Louisiana	9.67	7.20	7.18	4.06	3.17	6.09	6.60	3.96	5.60
Maine	12.93	9.51	10.06	6.01	5.06	9.42	9.36	6.20	8.19
Maryland	10.72	7.86	7.71	3.57	3.69	7.01	7.40	4.57	6.51
Massachusetts	11.40	7.51	8.66	4.49	3.42	7.37	8.12	5.39	7.10
Michigan	11.67	7.51	8.98	6.29	3.49	7.72	8.38	4.68	7.64
Minnesota	11.33	7.45	9.39	7.83	3.59	8.48	9.33	5.28	8.65
Mississippi	10.09	7.78	7.59	2.16	1.73	7.28	6.87	4.30	5.78
Missouri	10.48	7.22	8.30	4.84	3.39	7.24	8.15	4.60	7.47
Montana	11.45	7.90	10.20	7.29	4.06	9.75	11.98	7.31	11.15
Nebraska	10.22	6.99	8.30	4.82	2.83	7.76	8.50	4.52	7.87
Nevada	9.78	7.84	8.62	4.68	3.82	8.12	8.90	5.82	8.15
New Hampshire	12.13	8.38	8.85	4.75	3.44	8.42	9.05	5.15	8.48
New Jersey	10.66	6.61	7.63	3.79	3.21	6.48	6.96	4.11	6.15
New Mexico	10.48	7.71	8.86	6.42	4.95	8.74	9.22	6.11	8.08
New York	10.76	7.11	7.84	4.65	3.53	6.68	7.49	4.44	6.72
North Carolina	10.67	7.69	7.67	3.82	2.78	6.69	7.65	4.50	6.83
North Dakota	10.65	6.76	8.50	5.67	4.59	8.31	8.83	5.90	7.84
Ohio	10.83	7.11	7.99	4.86	3.65	6.76	7.43	4.05	6.71
Oklahoma	10.07	7.62	7.83	3.92	2.88	7.72	7.77	4.66	6.95
Oregon	10.43	7.90	9.71	7.13	5.09	9.36	10.36	6.36	9.59
Pennsylvania	11.03	7.21	7.78	4.43	2.89	6.49	7.41	4.03	6.70
Rhode Island	11.65	7.97	8.62	2.72	2.57	7.09	8.65	5.47	7.46
South Carolina	11.00	7.95	7.87	4.53	2.87	6.93	7.74	4.61	6.75
South Dakota	11.43	7.89	8.70	8.01	4.64	8.06	10.33	7.08	8.96
Tennessee	10.51	7.55	7.73	4.49	3.25	7.16	7.39	4.19	6.60
Texas	9.45	7.01	7.62	4.94	2.88	7.23	7.36	4.36	6.71
Utah	9.67	7.77	8.30	4.73	5.04	8.21	8.15	4.88	7.41
Vermont	12.52	7.83	10.39	6.40	6.14	9.61	10.03	7.53	8.51
Virginia	10.57	8.01	7.75	4.56	3.33	7.22	7.44	4.42	6.79
Washington	9.77	7.06	7.66	3.50	3.21	7.26	6.99	4.35	6.48
Washington D.C.	10.36	8.19	9.70	7.63	4.05	9.46	10.07	5.75	9.47
West Virginia	10.98	7.80	8.08	2.07	2.76	6.73	7.53	3.55	7.06
Wisconsin	11.36	7.12	8.71	5.85	2.98	7.60	8.58	4.86	7.82
Wyoming	10.49	7.37	9.27	5.40	3.82	8.35	9.67	5.68	8.97

**Table 56: O'ahu Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	35,044,667	35,059,623	0.0%	20,416,016	20,833,993	-2.0%	14,628,651	14,225,630	2.8%
Total Visitors	5,176,858	5,044,276	2.6%	2,763,832	2,732,456	1.1%	2,413,026	2,311,820	4.4%
PARTY SIZE									
One	781,953	777,360	0.6%	623,622	626,231	-0.4%	158,331	151,129	4.8%
Two	2,146,027	2,069,595	3.7%	1,053,784	1,065,972	-1.1%	1,092,243	1,003,623	8.8%
Three or more	2,248,878	2,197,321	2.3%	1,086,426	1,040,253	4.4%	1,162,452	1,157,068	0.5%
Avg Party Size	2.17	2.16	0.1%	1.95	1.92	1.4%	2.48	2.54	-2.3%
VISIT STATUS									
First-Time	2,179,851	2,109,621	3.3%	993,726	991,467	0.2%	1,186,125	1,118,154	6.1%
Repeat	2,997,007	2,934,655	2.1%	1,770,106	1,740,988	1.7%	1,226,901	1,193,666	2.8%
Average # of Trips	4.36	4.43	-1.5%	5.25	5.23	0.4%	3.34	3.48	-4.0%
TRAVEL METHOD									
Group Tour	602,534	608,545	-1.0%	131,190	116,828	12.3%	471,344	491,718	-4.1%
Package	2,172,335	2,141,828	1.4%	652,655	653,350	-0.1%	1,519,679	1,488,477	2.1%
Group Tour & Pkg	512,041	523,638	-2.2%	92,125	82,912	11.1%	419,916	440,726	-4.7%
True Independent	2,914,031	2,817,541	3.4%	2,072,112	2,045,189	1.3%	841,919	772,351	9.0%
ISLANDS VISITED									
O'ahu	5,176,858	5,044,276	2.6%	2,763,832	2,732,456	1.1%	2,413,026	2,311,820	4.4%
Mauī County	741,469	735,312	0.8%	490,412	479,586	2.3%	251,057	255,726	-1.8%
...Mauī	722,809	716,246	0.9%	476,198	464,461	2.5%	246,611	251,784	-2.1%
...Moloka'i	35,882	32,255	11.2%	25,224	21,684	16.3%	10,659	10,571	0.8%
...Lāna'i	34,546	34,898	-1.0%	23,326	21,924	6.4%	11,220	12,975	-13.5%
Kaua'i	387,835	386,174	0.4%	296,157	292,590	1.2%	91,679	93,584	-2.0%
Hawai'i Island	644,755	645,642	-0.1%	362,461	354,618	2.2%	282,295	291,024	-3.0%
...Hilo	334,967	332,748	0.7%	193,232	184,095	5.0%	141,735	148,653	-4.7%
...Kona	494,983	491,110	0.8%	290,805	283,769	2.5%	204,178	207,341	-1.5%
O'ahu Only	3,885,943	3,745,371	3.8%	1,962,429	1,936,008	1.4%	1,923,514	1,809,363	6.3%
LENGTH OF STAY									
O'ahu (days)	6.77	6.95	-2.6%	7.39	7.62	-3.1%	6.06	6.15	-1.5%
Mauī (days)	5.38	5.05	6.5%	6.31	5.89	7.1%	3.57	3.49	2.4%
Moloka'i (days)	3.32	3.35	-0.9%	4.05	4.08	-0.7%	1.57	1.83	-14.6%
Lāna'i (days)	2.41	2.50	-3.4%	2.77	3.18	-12.8%	1.66	1.34	24.0%
Kaua'i (days)	4.79	4.67	2.6%	5.30	5.17	2.6%	3.12	3.10	0.8%
Hawai'i Island (days)	4.63	4.43	4.7%	5.78	5.44	6.2%	3.16	3.19	-0.8%
...Hilo (days)	2.74	2.66	3.1%	3.46	3.31	4.6%	1.77	1.86	-5.0%
...Kona (days)	4.18	4.02	4.1%	4.91	4.66	5.4%	3.15	3.14	0.2%
Statewide (days)	8.50	8.63	-1.6%	9.86	9.94	-0.8%	6.93	7.08	-2.1%
ACCOMMODATIONS 2/									
Hotel	3,909,740	3,795,679	3.0%	1,824,148	1,795,700	1.6%	2,085,592	1,999,980	4.3%
...Hotel Only	3,464,344	3,359,551	3.1%	1,499,069	1,473,982	1.7%	1,965,275	1,885,569	4.2%
Condo	522,280	532,395	-1.9%	293,239	304,580	-3.7%	229,041	227,815	0.5%
...Condo Only	340,745	344,564	-1.1%	176,949	184,779	-4.2%	163,796	159,786	2.5%
Timeshare	295,388	292,146	1.1%	213,246	214,867	-0.8%	82,142	77,279	6.3%
...Timeshare Only	199,862	200,485	-0.3%	139,115	142,123	-2.1%	60,747	58,362	4.1%
Rental House	259,034	225,164	15.0%	215,831	193,376	11.6%	43,204	31,788	35.9%
Bed & Breakfast	42,460	41,698	1.8%	31,606	29,829	6.0%	10,854	11,869	-8.6%
Cruise Ship	123,842	116,121	6.6%	101,428	93,971	7.9%	22,415	22,150	1.2%
Friends or Relatives	482,480	478,298	0.9%	419,153	420,064	-0.2%	63,327	58,234	8.7%
PURPOSE OF TRIP									
Pleasure (Net)	4,179,586	4,085,909	2.3%	2,118,688	2,109,119	0.5%	2,060,898	1,976,790	4.3%
....Vacation	3,689,935	3,636,400	1.5%	2,006,085	2,005,691	0.0%	1,683,851	1,630,709	3.3%
....Honeymoon	494,312	447,983	10.3%	120,799	107,666	12.2%	373,513	340,317	9.8%
....Get Married	80,639	88,092	-8.5%	31,045	25,030	24.0%	49,594	63,062	-21.4%
MC&I (Net)	276,475	250,237	10.5%	163,417	143,210	14.1%	113,058	107,027	5.6%
....Convention/Conf.	146,921	129,536	13.4%	110,843	95,081	16.6%	36,078	34,456	4.7%
....Corp. Meetings	45,946	40,185	14.3%	37,364	33,408	11.8%	8,582	6,777	26.6%
....Incentive	93,301	87,081	7.1%	23,944	19,384	23.5%	69,356	67,697	2.5%
Other Business	187,694	174,316	7.7%	169,958	153,864	10.5%	17,736	20,452	-13.3%
Visit Friends/Relatives	478,129	477,203	0.2%	414,249	412,751	0.4%	63,880	64,453	-0.9%
Government/Military	77,406	63,886	21.2%	68,429	56,785	20.5%	8,977	7,101	26.4%
Attend School	20,853	16,105	29.5%	14,251	10,045	41.9%	6,603	6,060	9.0%
Sport Events	78,237	83,196	-6.0%	46,336	44,996	3.0%	31,901	38,199	-16.5%
Average Age	44	44	-0.6%	46	46	0.2%	42	42	-1.0%

1/ Total Visitor Days represent days on O'ahu and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on O'ahu but statewide.

**Table 57: Maui County Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	20,375,144	19,795,040	2.9%	17,290,017	16,769,610	3.1%	3,085,127	3,025,430	2.0%
Total Visitors	2,449,714	2,401,733	2.0%	2,004,801	1,958,891	2.3%	444,912	442,842	0.5%
PARTY SIZE									
One	307,758	306,644	0.4%	267,793	269,598	-0.7%	39,965	37,046	7.9%
Two	1,131,835	1,113,556	1.6%	915,315	902,684	1.4%	216,520	210,872	2.7%
Three or more	1,010,120	981,532	2.9%	821,693	786,609	4.5%	188,427	194,923	-3.3%
Avg Party Size	2.18	2.17	0.4%	2.16	2.13	1.1%	2.29	2.36	-2.9%
VISIT STATUS									
First-Time	799,700	783,351	2.1%	592,940	581,196	2.0%	206,761	202,155	2.3%
Repeat	1,650,013	1,618,382	2.0%	1,411,862	1,377,695	2.5%	238,152	240,687	-1.1%
Average # of Trips	5.23	5.18	0.9%	5.67	5.60	1.2%	3.25	3.33	-2.5%
TRAVEL METHOD									
Group Tour	112,979	115,946	-2.6%	71,522	66,709	7.2%	41,457	49,237	-15.8%
Package	635,069	654,166	-2.9%	471,843	470,404	0.3%	163,226	183,762	-11.2%
Group Tour & Pkg	84,086	91,274	-7.9%	49,455	46,696	5.9%	34,630	44,578	-22.3%
True Independent	1,785,751	1,722,895	3.6%	1,510,891	1,468,474	2.9%	274,860	254,421	8.0%
ISLANDS VISITED									
O'ahu	741,469	735,312	0.8%	490,412	479,586	2.3%	251,057	255,726	-1.8%
Maui County	2,449,714	2,401,733	2.0%	2,004,801	1,958,891	2.3%	444,912	442,842	0.5%
...Maui	2,410,214	2,358,784	2.2%	1,970,676	1,921,362	2.6%	439,538	437,421	0.5%
...Moloka'i	59,647	55,157	8.1%	47,296	42,663	10.9%	12,351	12,494	-1.1%
...Lāna'i	67,948	74,310	-8.6%	54,612	58,334	-6.4%	13,336	15,975	-16.5%
Kaua'i	300,076	285,144	5.2%	241,050	228,226	5.6%	59,026	56,918	3.7%
Hawai'i Island	349,297	338,205	3.3%	259,013	246,835	4.9%	90,284	91,370	-1.2%
...Hilo	204,057	198,269	2.9%	146,751	137,110	7.0%	57,306	61,158	-6.3%
...Kona	293,759	281,095	4.5%	220,075	209,389	5.1%	73,684	71,706	2.8%
Maui County Only	1,528,455	1,495,324	2.2%	1,354,233	1,326,053	2.1%	174,222	169,271	2.9%
LENGTH OF STAY									
O'ahu (days)	4.27	4.63	-7.7%	3.55	4.10	-13.4%	5.69	5.63	1.1%
Maui County (days)	8.32	8.24	0.9%	8.62	8.56	0.7%	6.93	6.83	1.5%
Maui (days)	8.25	8.17	0.9%	8.55	8.49	0.7%	6.90	6.78	1.8%
Moloka'i (days)	4.64	4.79	-3.3%	5.29	5.46	-3.1%	2.16	2.54	-14.9%
Lāna'i (days)	3.32	3.49	-4.8%	3.65	3.95	-7.6%	1.95	1.79	9.2%
Kaua'i (days)	3.89	3.85	0.9%	4.10	4.11	-0.2%	3.01	2.83	6.5%
Hawai'i Island (days)	4.25	4.16	2.2%	4.54	4.49	1.1%	3.43	3.28	4.5%
...Hilo (days)	2.24	2.22	0.8%	2.45	2.42	1.0%	1.69	1.76	-3.7%
...Kona (days)	3.50	3.44	1.7%	3.71	3.71	0.1%	2.88	2.68	7.6%
Statewide (days)	10.69	10.70	-0.1%	10.57	10.61	-0.3%	11.24	11.12	1.1%
ACCOMMODATIONS 2/									
Hotel	1,363,646	1,333,711	2.2%	1,075,975	1,037,740	3.7%	287,671	295,971	-2.8%
...Hotel Only	1,055,337	1,032,734	2.2%	832,004	802,783	3.6%	223,333	229,951	-2.9%
Condo	726,104	730,773	-0.6%	587,842	592,695	-0.8%	138,263	138,078	0.1%
...Condo Only	561,467	564,191	-0.5%	460,701	467,293	-1.4%	100,766	96,897	4.0%
Timeshare	287,737	278,437	3.3%	263,217	257,057	2.4%	24,519	21,379	14.7%
...Timeshare Only	212,332	206,462	2.8%	195,740	192,071	1.9%	16,592	14,390	15.3%
Rental House	149,002	127,496	16.9%	122,922	107,452	14.4%	26,080	20,044	30.1%
Bed & Breakfast	34,356	32,868	4.5%	27,478	26,275	4.6%	6,878	6,593	4.3%
Cruise Ship	109,847	101,856	7.8%	88,186	81,333	8.4%	21,661	20,523	5.5%
Friends or Relatives	148,575	143,651	3.4%	134,112	130,954	2.4%	14,463	12,697	13.9%
PURPOSE OF TRIP									
Pleasure (Net)	2,202,476	2,156,370	2.1%	1,794,794	1,753,031	2.4%	407,682	403,338	1.1%
....Vacation	2,044,136	2,001,989	2.1%	1,684,016	1,646,982	2.2%	360,120	355,008	1.4%
....Honeymoon	163,235	156,399	4.4%	116,259	108,438	7.2%	46,977	47,961	-2.1%
....Get Married	32,481	27,813	16.8%	27,958	23,312	19.9%	4,523	4,501	0.5%
MC&I (Net)	131,517	126,248	4.2%	112,398	107,284	4.8%	19,120	18,964	0.8%
....Convention/Conf.	69,692	69,195	0.7%	60,019	59,122	1.5%	9,673	10,073	-4.0%
....Corp. Meetings	31,894	26,160	21.9%	28,830	24,383	18.2%	3,065	1,777	72.5%
....Incentive	39,546	37,138	6.5%	32,354	29,336	10.3%	7,191	7,802	-7.8%
Other Business	64,920	53,578	21.2%	61,441	50,705	21.2%	3,479	2,873	21.1%
Visit Friends/Relatives	138,987	136,163	2.1%	125,237	121,197	3.3%	13,750	14,966	-8.1%
Government/Military	7,524	4,489	67.6%	6,960	4,334	60.6%	564	155	263.5%
Attend School	5,972	2,464	142.4%	5,037	1,991	153.0%	935	473	97.6%
Sport Events	18,906	18,039	4.8%	15,804	12,461	26.8%	3,102	5,578	-44.4%
Average Age	47	47	0.3%	47	47	0.4%	46	46	-0.3%

1/ Total Visitor Days represent days on Maui County and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide.

**Table 58: Maui Island Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	19,872,876	19,271,412	3.1%	16,840,464	16,306,256	3.3%	3,032,413	2,965,156	2.3%
Total Visitors	2,410,214	2,358,784	2.2%	1,970,676	1,921,362	2.6%	439,538	437,421	0.5%
PARTY SIZE									
One	299,470	297,091	0.8%	260,121	261,431	-0.5%	39,349	35,660	10.3%
Two	1,113,818	1,093,304	1.9%	899,309	884,544	1.7%	214,508	208,760	2.8%
Three or more	996,927	968,388	2.9%	811,246	775,388	4.6%	185,681	193,001	-3.8%
Avg Party Size	2.18	2.18	0.3%	2.16	2.14	1.1%	2.29	2.37	-3.3%
VISIT STATUS									
First-Time	790,491	773,153	2.2%	585,381	573,121	2.1%	205,110	200,032	2.5%
Repeat	1,619,723	1,585,630	2.2%	1,385,295	1,348,241	2.7%	234,428	237,389	-1.2%
Average # of Trips	5.20	5.15	0.9%	5.64	5.57	1.2%	3.23	3.31	-2.5%
TRAVEL METHOD									
Group Tour	110,824	113,399	-2.3%	70,211	64,888	8.2%	40,613	48,510	-16.3%
Package	628,011	646,905	-2.9%	466,865	464,543	0.5%	161,147	182,362	-11.6%
Group Tour & Pkg	82,535	89,705	-8.0%	48,707	45,545	6.9%	33,828	44,160	-23.4%
True Independent	1,753,913	1,688,184	3.9%	1,482,307	1,437,476	3.1%	271,606	250,708	8.3%
ISLANDS VISITED									
O'ahu	722,809	716,246	0.9%	476,198	464,461	2.5%	246,611	251,784	-2.1%
Maui County	2,410,214	2,358,784	2.2%	1,970,676	1,921,362	2.6%	439,538	437,421	0.5%
...Maui	2,410,214	2,358,784	2.2%	1,970,676	1,921,362	2.6%	439,538	437,421	0.5%
...Moloka'i	39,369	35,733	10.2%	30,036	26,318	14.1%	9,334	9,415	-0.9%
...Lāna'i	47,721	49,474	-3.5%	36,802	36,411	1.1%	10,919	13,064	-16.4%
Kaua'i	294,172	278,875	5.5%	236,080	223,239	5.8%	58,092	55,636	4.4%
Hawai'i Island	341,594	331,429	3.1%	252,659	241,134	4.8%	88,935	90,295	-1.5%
...Hilo	200,467	195,457	2.6%	144,141	135,019	6.8%	56,326	60,438	-6.8%
...Kona	287,818	275,281	4.6%	214,798	204,624	5.0%	73,019	70,657	3.3%
Maui Only	1,485,236	1,446,628	2.7%	1,313,804	1,281,096	2.6%	171,432	165,532	3.6%
LENGTH OF STAY									
O'ahu (days)	4.25	4.61	-7.8%	3.52	4.06	-13.3%	5.64	5.61	0.5%
Maui (days)	8.25	8.17	0.9%	8.55	8.49	0.7%	6.90	6.78	1.8%
Moloka'i (days)	2.53	2.66	-5.0%	2.81	3.00	-6.3%	1.64	1.73	-5.5%
Lāna'i (days)	2.19	2.29	-4.2%	2.32	2.54	-8.7%	1.76	1.58	11.2%
Kaua'i (days)	3.83	3.81	0.6%	4.04	4.06	-0.4%	2.98	2.82	5.6%
Hawai'i Island (days)	4.20	4.11	2.2%	4.47	4.43	1.0%	3.43	3.26	5.3%
...Hilo (days)	2.21	2.19	1.2%	2.42	2.39	1.2%	1.69	1.73	-2.5%
...Kona (days)	3.45	3.40	1.4%	3.64	3.65	-0.2%	2.87	2.68	7.2%
Statewide (days)	10.67	10.69	-0.2%	10.54	10.59	-0.4%	11.23	11.13	1.0%
ACCOMMODATIONS 2/									
Hotel	1,341,355	1,308,062	2.5%	1,058,044	1,015,586	4.2%	283,310	292,477	-3.1%
...Hotel Only	1,039,119	1,013,107	2.6%	819,188	785,862	4.2%	219,931	227,244	-3.2%
Condo	718,390	722,822	-0.6%	580,799	586,085	-0.9%	137,591	136,738	0.6%
...Condo Only	556,379	558,894	-0.4%	456,058	462,958	-1.5%	100,321	95,936	4.6%
Timeshare	284,374	275,112	3.4%	260,336	254,329	2.4%	24,038	20,783	15.7%
...Timeshare Only	210,416	204,323	3.0%	193,884	190,258	1.9%	16,531	14,065	17.5%
Rental House	144,012	123,076	17.0%	118,202	103,205	14.5%	25,810	19,870	29.9%
Bed & Breakfast	33,471	31,881	5.0%	26,706	25,478	4.8%	6,765	6,403	5.6%
Cruise Ship	109,329	101,558	7.7%	87,777	81,035	8.3%	21,552	20,523	5.0%
Friends or Relatives	141,911	136,556	3.9%	127,705	124,652	2.4%	14,205	11,904	19.3%
PURPOSE OF TRIP									
Pleasure (Net)	2,172,608	2,122,756	2.3%	1,768,064	1,723,908	2.6%	404,543	398,848	1.4%
....Vacation	2,015,870	1,969,922	2.3%	1,658,653	1,619,254	2.4%	357,217	350,668	1.9%
....Honeymoon	161,573	154,895	4.3%	114,835	107,023	7.3%	46,738	47,872	-2.4%
....Get Married	32,018	27,317	17.2%	27,525	22,878	20.3%	4,493	4,439	1.2%
MC&I (Net)	128,989	122,792	5.0%	110,262	103,974	6.0%	18,726	18,818	-0.5%
....Convention/Conf.	68,547	67,580	1.4%	58,994	57,650	2.3%	9,553	9,930	-3.8%
....Corp. Meetings	31,373	25,250	24.3%	28,309	23,501	20.5%	3,065	1,749	75.2%
....Incentive	38,539	35,953	7.2%	31,620	28,153	12.3%	6,918	7,800	-11.3%
Other Business	62,077	51,335	20.9%	59,125	48,556	21.8%	2,953	2,779	6.2%
Visit Friends/Relatives	133,384	130,283	2.4%	120,008	115,905	3.5%	13,376	14,378	-7.0%
Government/Military	7,220	4,197	72.0%	6,655	4,041	64.7%	564	155	263.5%
Attend School	5,758	2,369	143.1%	4,886	1,895	157.8%	872	473	84.2%
Sport Events	17,985	17,441	3.1%	15,232	12,008	26.9%	2,752	5,433	-49.3%
Average Age	47	47	0.3%	47	47	0.4%	46	46	-0.4%

1/ Total Visitor Days represent days on Maui and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide.

**Table 59: Moloka'i Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	276,685	264,463	4.6%	250,012	232,761	7.4%	26,672	31,702	-15.9%
Total Visitors	59,647	55,157	8.1%	47,296	42,663	10.9%	12,351	12,494	-1.1%
PARTY SIZE									
One	11,586	10,787	7.4%	10,003	8,959	11.7%	1,583	1,828	-13.4%
Two	29,226	26,965	8.4%	22,547	20,848	8.2%	6,679	6,117	9.2%
Three or more	18,835	17,405	8.2%	14,746	12,856	14.7%	4,089	4,549	-10.1%
Avg Party Size	1.93	1.92	0.4%	1.90	1.89	0.6%	2.08	2.07	0.6%
VISIT STATUS									
First-Time	21,562	20,586	4.7%	15,510	14,071	10.2%	6,052	6,516	-7.1%
Repeat	38,085	34,571	10.2%	31,786	28,593	11.2%	6,299	5,978	5.4%
Average # of Trips	5.83	5.26	10.9%	5.81	5.74	1.2%	5.90	3.59	64.3%
TRAVEL METHOD									
Group Tour	4,727	3,742	26.3%	2,822	2,291	23.2%	1,905	1,451	31.3%
Package	14,832	14,237	4.2%	9,797	8,575	14.2%	5,035	5,662	-11.1%
Group Tour & Pkg	3,071	2,747	11.8%	1,928	1,489	29.5%	1,143	1,257	-9.1%
True Independent	43,159	39,925	8.1%	36,606	33,286	10.0%	6,554	6,639	-1.3%
ISLANDS VISITED									
O'ahu	35,882	32,255	11.2%	25,224	21,684	16.3%	10,659	10,571	0.8%
Maui County	59,647	55,157	8.1%	47,296	42,663	10.9%	12,351	12,494	-1.1%
...Maui	39,369	35,733	10.2%	30,036	26,318	14.1%	9,334	9,415	-0.9%
...Moloka'i	59,647	55,157	8.1%	47,296	42,663	10.9%	12,351	12,494	-1.1%
...Lāna'i	16,241	14,898	9.0%	12,391	9,237	34.2%	3,850	5,661	-32.0%
Kaua'i	20,543	18,452	11.3%	14,043	10,952	28.2%	6,500	7,500	-13.3%
Hawai'i Island	23,703	20,302	16.7%	16,614	12,840	29.4%	7,088	7,462	-5.0%
...Hilo	18,653	16,030	16.4%	12,821	9,445	35.7%	5,832	6,585	-11.4%
...Kona	21,109	18,212	15.9%	14,944	11,226	33.1%	6,165	6,987	-11.8%
Moloka'i only	6,701	6,959	-3.7%	6,372	6,272	1.6%	329	687	-52.2%
LENGTH OF STAY									
O'ahu (days)	5.57	6.37	-12.4%	4.82	5.85	-17.6%	7.37	7.43	-0.8%
Maui (days)	5.34	5.53	-3.4%	5.87	6.20	-5.3%	3.65	3.65	-0.3%
Moloka'i (days)	4.64	4.79	-3.3%	5.29	5.46	-3.1%	2.16	2.54	-14.9%
Lāna'i (days)	1.84	1.61	14.1%	1.88	1.87	0.4%	1.71	1.19	43.6%
Kaua'i (days)	3.44	3.13	10.0%	3.98	3.87	2.9%	2.27	2.05	11.0%
Hawai'i Island (days)	4.87	4.64	5.0%	5.49	5.71	-3.9%	3.42	2.80	22.4%
...Hilo (days)	2.50	2.46	1.5%	2.81	3.17	-11.4%	1.81	1.44	25.6%
...Kona (days)	3.27	3.01	8.5%	3.69	3.87	-4.5%	2.22	1.63	36.5%
Statewide (days)	15.14	15.29	-1.0%	15.19	15.37	-1.2%	14.97	15.01	-0.3%
ACCOMMODATIONS 2/									
Hotel	33,701	30,334	11.1%	24,197	21,400	13.1%	9,504	8,934	6.4%
...Hotel Only	19,055	17,414	9.4%	13,523	12,039	12.3%	5,532	5,375	2.9%
Condo	14,679	14,427	1.7%	12,332	11,537	6.9%	2,347	2,890	-18.8%
...Condo Only	8,477	8,963	-5.4%	7,344	7,062	4.0%	1,133	1,901	-40.4%
Timeshare	5,688	4,400	29.3%	4,862	3,730	30.4%	826	670	23.2%
...Timeshare Only	2,942	2,561	14.9%	2,754	2,215	24.3%	188	346	-45.6%
Rental House	7,010	6,096	15.0%	6,492	5,400	20.2%	518	695	-25.5%
Bed & Breakfast	2,322	2,335	-0.6%	1,905	1,794	6.2%	417	541	-23.0%
Cruise Ship	6,269	5,535	13.3%	3,762	3,240	16.1%	2,507	2,295	9.3%
Friends or Relatives	8,598	7,684	11.9%	7,711	6,816	13.1%	887	868	2.1%
PURPOSE OF TRIP									
Pleasure (Net)	49,271	46,643	5.6%	39,324	35,521	10.7%	9,946	11,122	-10.6%
....Vacation	46,432	43,934	5.7%	36,965	33,571	10.1%	9,468	10,363	-8.6%
....Honeymoon	3,252	2,814	15.6%	2,762	2,187	26.3%	490	627	-21.8%
....Get Married	848	807	5.0%	738	611	20.8%	110	196	-44.1%
MC&I (Net)	2,675	2,314	15.6%	2,209	1,828	20.9%	465	486	-4.2%
....Convention/Conf.	1,553	1,394	11.4%	1,308	1,117	17.1%	245	277	-11.6%
....Corp. Meetings	563	670	-15.9%	531	538	-1.3%	33	132	-75.4%
....Incentive	780	539	44.6%	592	423	39.9%	188	116	61.5%
Other Business	2,857	2,097	36.2%	2,692	1,962	37.2%	165	135	22.2%
Visit Friends/Relatives	7,385	6,603	11.8%	6,424	5,899	8.9%	961	704	36.5%
Government/Military	689	372	85.3%	545	372	46.7%	144	0	NA
Attend School	414	257	61.5%	318	257	24.1%	96	0	NA
Sport Events	1,484	993	49.5%	1,016	639	58.9%	468	354	32.4%
Average Age	50	50	1.0%	49	49	-0.2%	53	51	4.6%

NA = Not Applicable

1/ Total Visitor Days represent days on Moloka'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Moloka'i but statewide.

**Table 60: Lāna'i Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	225,583	259,165	-13.0%	199,541	230,593	-13.5%	26,042	28,573	-8.9%
Total Visitors	67,948	74,310	-8.6%	54,612	58,334	-6.4%	13,336	15,975	-16.5%
PARTY SIZE									
One	11,368	11,931	-4.7%	9,523	10,356	-8.0%	1,845	1,575	17.1%
Two	34,500	37,482	-8.0%	27,126	29,872	-9.2%	7,375	7,610	-3.1%
Three or more	22,080	24,897	-11.3%	17,964	18,107	-0.8%	4,117	6,790	-39.4%
Avg Party Size	1.99	2.02	-1.5%	1.99	1.95	1.8%	2.00	2.33	-13.9%
VISIT STATUS									
First-Time	23,378	25,051	-6.7%	17,381	17,316	0.4%	5,998	7,735	-22.5%
Repeat	44,570	49,258	-9.5%	37,231	41,018	-9.2%	7,339	8,240	-10.9%
Average # of Trips	5.66	5.62	0.8%	5.70	5.85	-2.5%	5.50	4.77	15.2%
TRAVEL METHOD									
Group Tour	4,497	5,565	-19.2%	3,483	3,937	-11.5%	1,014	1,628	-37.7%
Package	17,209	19,174	-10.2%	12,029	12,608	-4.6%	5,181	6,565	-21.1%
Group Tour & Pkg	3,434	3,822	-10.2%	2,462	2,615	-5.9%	972	1,207	-19.5%
True Independent	49,676	53,394	-7.0%	41,563	44,404	-6.4%	8,113	8,989	-9.8%
ISLANDS VISITED									
O'ahu	34,546	34,898	-1.0%	23,326	21,924	6.4%	11,220	12,975	-13.5%
Maui County	67,948	74,310	-8.6%	54,612	58,334	-6.4%	13,336	15,975	-16.5%
...Maui	47,721	49,474	-3.5%	36,802	36,411	1.1%	10,919	13,064	-16.4%
...Moloka'i	16,241	14,898	9.0%	12,391	9,237	34.2%	3,850	5,661	-32.0%
...Lāna'i	67,948	74,310	-8.6%	54,612	58,334	-6.4%	13,336	15,975	-16.5%
Kaua'i	22,730	21,144	7.5%	15,913	13,445	18.4%	6,817	7,700	-11.5%
Hawai'i Island	26,555	24,206	9.7%	18,459	15,040	22.7%	8,096	9,166	-11.7%
...Hilo	20,102	18,032	11.5%	13,237	9,824	34.7%	6,865	8,208	-16.4%
...Kona	23,822	22,185	7.4%	16,732	13,549	23.5%	7,090	8,636	-17.9%
Lāna'i Only	8,123	10,926	-25.7%	7,787	10,593	-26.5%	336	334	0.8%
LENGTH OF STAY									
O'ahu (days)	5.06	5.71	-11.4%	4.40	5.07	-13.1%	6.44	6.81	-5.4%
Maui (days)	6.11	5.98	2.3%	6.50	6.57	-1.1%	4.83	4.33	11.5%
Moloka'i (days)	1.64	1.86	-11.9%	1.80	2.05	-12.3%	1.12	1.54	-27.8%
Lāna'i (days)	3.32	3.49	-4.8%	3.65	3.95	-7.6%	1.95	1.79	9.2%
Kaua'i (days)	3.10	3.11	-0.3%	3.73	3.86	-3.3%	1.65	1.82	-9.0%
Hawai'i Island (days)	4.15	4.13	0.6%	4.67	5.04	-7.3%	2.97	2.64	12.5%
...Hilo (days)	2.15	1.96	9.5%	2.37	2.50	-5.2%	1.71	1.31	30.5%
...Kona (days)	2.82	2.91	-3.3%	3.28	3.78	-13.3%	1.73	1.55	11.5%
Statewide (days)	13.24	12.76	3.8%	12.99	12.47	4.1%	14.30	13.80	3.6%
ACCOMMODATIONS 2/									
Hotel	44,402	50,626	-12.3%	34,367	38,771	-11.4%	10,035	11,855	-15.3%
...Hotel Only	31,074	35,999	-13.7%	24,743	29,026	-14.8%	6,331	6,973	-9.2%
Condo	12,245	14,879	-17.7%	10,460	10,722	-2.4%	1,785	4,157	-57.0%
...Condo Only	7,972	9,433	-15.5%	6,659	6,882	-3.2%	1,313	2,551	-48.5%
Timeshare	6,210	5,604	10.8%	5,574	4,898	13.8%	636	706	-10.0%
...Timeshare Only	3,983	3,410	16.8%	3,540	3,078	15.0%	443	332	33.7%
Rental House	4,569	4,358	4.8%	4,178	3,562	17.3%	391	796	-50.8%
Bed & Breakfast	1,549	1,671	-7.3%	1,390	1,250	11.3%	159	421	-62.4%
Cruise Ship	7,462	6,876	8.5%	4,209	3,763	11.8%	3,253	3,112	4.5%
Friends or Relatives	6,885	6,523	5.5%	6,046	6,146	-1.6%	839	377	122.7%
PURPOSE OF TRIP									
Pleasure (Net)	57,304	62,912	-8.9%	46,013	48,378	-4.9%	11,291	14,534	-22.3%
....Vacation	53,268	59,096	-9.9%	42,748	45,113	-5.2%	10,521	13,983	-24.8%
....Honeymoon	4,348	3,655	19.0%	3,549	3,301	7.5%	799	354	125.8%
....Get Married	1,157	1,189	-2.7%	1,005	920	9.3%	153	270	-43.4%
MC&I (Net)	4,458	6,535	-31.8%	3,894	5,810	-33.0%	564	725	-22.2%
....Convention/Conf.	1,730	2,773	-37.6%	1,504	2,391	-37.1%	226	382	-40.9%
....Corp. Meetings	1,037	1,684	-38.4%	980	1,592	-38.4%	56	92	-39.0%
....Incentive	2,053	2,696	-23.9%	1,767	2,441	-27.6%	285	255	11.7%
Other Business	3,601	2,933	22.8%	3,183	2,704	17.7%	418	229	82.3%
Visit Friends/Relatives	5,721	5,753	-0.5%	5,004	5,276	-5.2%	718	477	50.5%
Government/Military	592	365	62.2%	466	365	27.6%	126,4375	0	NA
Attend School	357	192	86.4%	323	169	91.2%	34	22	50.0%
Sport Events	727	602	20.9%	573	438	30.7%	154	163	-5.6%
Average Age	49	48	0.8%	48	48	1.0%	50	50	0.6%

NA = Not Applicable

1/ Total Visitor Days represent days on Lāna'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lāna'i but statewide.

**Table 61: Kaua'i Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

KAUAI'	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	8,610,146	8,516,938	1.1%	7,919,672	7,916,581	0.0%	690,474	600,357	15.0%
Total Visitors	1,117,703	1,114,354	0.3%	986,198	987,818	-0.2%	131,506	126,537	3.9%
PARTY SIZE									
One	143,710	142,754	0.7%	132,461	132,172	0.2%	11,249	10,582	6.3%
Two	556,606	561,138	-0.8%	486,860	497,139	-2.1%	69,746	63,999	9.0%
Three or more	417,387	410,462	1.7%	366,877	358,507	2.3%	50,510	51,956	-2.8%
Avg Party Size	2.13	2.12	0.3%	2.11	2.10	0.7%	2.26	2.33	-3.2%
VISIT STATUS									
First-Time	336,971	331,359	1.7%	282,129	281,803	0.1%	54,842	49,555	10.7%
Repeat	780,732	782,996	-0.3%	704,069	706,015	-0.3%	76,664	76,981	-0.4%
Average # of Trips	5.30	5.26	0.7%	5.51	5.44	1.3%	3.67	3.84	-4.5%
TRAVEL METHOD									
Group Tour	47,468	50,030	-5.1%	35,201	36,072	-2.4%	12,268	13,958	-12.1%
Package	243,821	257,374	-5.3%	197,071	205,916	-4.3%	46,750	51,458	-9.1%
Group Tour & Pkg	34,940	38,017	-8.1%	24,767	25,623	-3.3%	10,172	12,394	-17.9%
True Independent	861,353	844,967	1.9%	778,694	771,453	0.9%	82,660	73,514	12.4%
ISLANDS VISITED									
O'ahu	387,835	386,174	0.4%	296,157	292,590	1.2%	91,679	93,584	-2.0%
Mauai County	300,076	285,144	5.2%	241,050	228,226	5.6%	59,026	56,918	3.7%
...Mauai	294,172	278,875	5.5%	236,080	223,239	5.8%	58,092	55,636	4.4%
...Moloka'i	20,543	18,452	11.3%	14,043	10,952	28.2%	6,500	7,500	-13.3%
...Lāna'i	22,730	21,144	7.5%	15,913	13,445	18.4%	6,817	7,700	-11.5%
Kaua'i	1,117,703	1,114,354	0.3%	986,198	987,818	-0.2%	131,506	126,537	3.9%
Hawai'i Island	234,584	225,854	3.9%	182,289	172,434	5.7%	52,295	53,420	-2.1%
...Hilo	155,453	149,972	3.7%	117,391	108,986	7.7%	38,062	40,986	-7.1%
...Kona	206,970	196,653	5.2%	159,249	150,241	6.0%	47,721	46,412	2.8%
Kaua'i Only	590,941	596,857	-1.0%	562,795	574,274	-2.0%	28,146	22,583	24.6%
LENGTH OF STAY									
O'ahu (days)	4.22	4.53	-6.9%	3.55	4.07	-12.8%	6.38	5.97	6.8%
Maui (days)	5.14	4.90	5.0%	5.49	5.25	4.6%	3.71	3.47	6.9%
Moloka'i (days)	2.19	2.10	3.9%	2.51	2.32	7.8%	1.49	1.78	-16.3%
Lāna'i (days)	1.79	1.83	-2.2%	2.04	2.09	-2.0%	1.21	1.39	-13.3%
Kaua'i (days)	7.70	7.64	0.8%	8.03	8.01	0.2%	5.25	4.74	10.7%
Hawai'i Island (days)	4.36	4.23	2.9%	4.66	4.55	2.6%	3.29	3.22	2.0%
...Hilo (days)	2.12	2.08	1.8%	2.34	2.29	2.2%	1.45	1.54	-6.0%
...Kona (days)	3.35	3.27	2.2%	3.62	3.56	1.6%	2.45	2.35	4.1%
Statewide (days)	11.51	11.37	1.3%	11.34	11.26	0.8%	12.78	12.24	4.4%
ACCOMMODATIONS 2/									
Hotel	564,245	566,529	-0.4%	477,396	476,608	0.2%	86,849	89,921	-3.4%
...Hotel Only	354,943	363,591	-2.4%	303,932	307,456	-1.1%	51,011	56,135	-9.1%
Condo	252,998	257,745	-1.8%	224,363	229,240	-2.1%	28,634	28,505	0.5%
...Condo Only	170,943	174,910	-2.3%	153,992	158,422	-2.8%	16,950	16,488	2.8%
Timeshare	216,581	218,411	-0.8%	200,409	206,743	-3.1%	16,172	11,668	38.6%
...Timeshare Only	157,588	159,371	-1.1%	147,067	152,470	-3.5%	10,521	6,901	52.4%
Rental House	141,180	126,105	12.0%	127,576	118,648	7.5%	13,604	7,457	82.4%
Bed & Breakfast	20,088	21,157	-5.1%	18,279	18,177	0.6%	1,809	2,980	-39.3%
Cruise Ship	97,983	90,719	8.0%	78,178	72,385	8.0%	19,805	18,334	8.0%
Friends or Relatives	76,607	73,912	3.6%	70,481	68,724	2.6%	6,126	5,189	18.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,016,173	1,014,305	0.2%	896,516	897,494	-0.1%	119,657	116,811	2.4%
....Vacation	947,983	948,376	0.0%	836,713	838,396	-0.2%	111,270	109,980	1.2%
....Honeymoon	72,930	69,253	5.3%	64,643	61,701	4.8%	8,288	7,552	9.7%
....Get Married	15,650	12,930	21.0%	14,418	11,638	23.9%	1,232	1,292	-4.7%
MC&I (Net)	43,921	44,057	-0.3%	39,776	40,106	-0.8%	4,145	3,950	4.9%
....Convention/Conf.	26,758	24,634	8.6%	24,666	22,792	8.2%	2,092	1,842	13.6%
....Corp. Meetings	9,584	8,894	7.8%	9,040	8,467	6.8%	544	426	27.5%
....Incentive	10,270	12,829	-19.9%	8,593	11,014	-22.0%	1,677	1,815	-7.6%
Other Business	31,017	23,989	29.3%	29,965	22,883	30.9%	1,052	1,107	-4.9%
Visit Friends/Relatives	74,259	69,702	6.5%	67,564	64,693	4.4%	6,695	5,008	33.7%
Government/Military	7,101	4,309	64.8%	6,638	4,198	58.1%	463	111	318.4%
Attend School	3,253	1,254	159.5%	2,930	1,219	140.4%	323	35	823.4%
Sport Events	7,034	4,755	47.9%	5,658	3,776	49.8%	1,376	979	40.6%
Average Age	49	48	0.7%	49	48	0.4%	51	49	2.9%

1/ Total Visitor Days represent days on Kaua'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Kaua'i but statewide.

**Table 62: Hawai'i Island Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	10,952,958	10,678,171	2.6%	9,229,288	8,942,534	3.2%	1,723,669	1,735,637	-0.7%
Total Visitors	1,449,070	1,435,245	1.0%	1,078,953	1,055,383	2.2%	370,117	379,862	-2.6%
PARTY SIZE									
One	210,398	209,262	0.5%	184,444	181,148	1.8%	25,954	28,114	-7.7%
Two	665,640	657,554	1.2%	491,672	485,217	1.3%	173,969	172,337	0.9%
Three or more	573,031	568,429	0.8%	402,837	389,018	3.6%	170,194	179,411	-5.1%
Avg Party Size	2.12	2.12	-0.2%	2.03	2.02	0.5%	2.42	2.47	-1.9%
VISIT STATUS									
First-Time	512,589	496,724	3.2%	338,269	331,327	2.1%	174,319	165,396	5.4%
Repeat	936,481	938,521	-0.2%	740,683	724,055	2.3%	195,798	214,466	-8.7%
Average # of Trips	5.04	5.03	0.1%	5.61	5.57	0.7%	3.39	3.55	-4.6%
TRAVEL METHOD									
Group Tour	109,703	116,334	-5.7%	52,766	48,107	9.7%	56,937	68,227	-16.5%
Package	411,775	427,145	-3.6%	225,817	222,746	1.4%	185,958	204,399	-9.0%
Group Tour & Pkg	84,891	94,519	-10.2%	35,720	33,100	7.9%	49,171	61,419	-19.9%
True Independent	1,012,482	986,286	2.7%	836,089	817,630	2.3%	176,393	168,656	4.6%
ISLANDS VISITED									
O'ahu	644,755	645,642	-0.1%	362,461	354,618	2.2%	282,295	291,024	-3.0%
Mauui County	349,297	338,205	3.3%	259,013	246,835	4.9%	90,284	91,370	-1.2%
...Mauui	341,594	331,429	3.1%	252,659	241,134	4.8%	88,935	90,295	-1.5%
...Moloka'i	23,703	20,302	16.7%	16,614	12,840	29.4%	7,088	7,462	-5.0%
...Lāna'i	26,555	24,206	9.7%	18,459	15,040	22.7%	8,096	9,166	-11.7%
Kaua'i	234,584	225,854	3.9%	182,289	172,434	5.7%	52,295	53,420	-2.1%
Hawai'i Island	1,449,070	1,435,245	1.0%	1,078,953	1,055,383	2.2%	370,117	379,862	-2.6%
...Hilo	532,261	524,705	1.4%	371,318	357,282	3.9%	160,942	167,423	-3.9%
...Kona	1,218,693	1,201,253	1.5%	935,095	913,854	2.3%	283,598	287,399	-1.3%
Hawai'i Island Only	668,811	658,485	1.6%	595,925	583,824	2.1%	72,886	74,661	-2.4%
LENGTH OF STAY									
O'ahu (days)	4.36	4.70	-7.2%	3.63	4.28	-15.3%	5.30	5.20	1.9%
Mauui (days)	4.83	4.58	5.4%	5.37	5.11	5.1%	3.28	3.15	4.1%
Moloka'i (days)	2.06	2.27	-9.4%	2.41	2.71	-10.9%	1.23	1.52	-19.2%
Lāna'i (days)	2.00	1.89	5.6%	2.18	2.25	-3.4%	1.58	1.30	22.2%
Kaua'i (days)	3.62	3.59	1.0%	3.91	3.93	-0.6%	2.63	2.48	5.9%
Hawai'i Island (days)	7.56	7.44	1.6%	8.55	8.47	1.0%	4.66	4.57	1.9%
...Hilo (days)	4.13	4.08	1.3%	4.97	4.95	0.4%	2.20	2.23	-1.2%
...Kona (days)	7.18	7.11	1.1%	7.90	7.85	0.6%	4.83	4.74	1.9%
Statewide (days)	11.29	11.24	0.5%	11.77	11.79	-0.2%	9.92	9.71	2.1%
ACCOMMODATIONS 2/									
Hotel	881,107	871,174	1.1%	592,725	572,990	3.4%	288,383	298,184	-3.3%
...Hotel Only	627,520	625,096	0.4%	398,607	383,740	3.9%	228,913	241,356	-5.2%
Condo	269,602	277,683	-2.9%	207,034	213,502	-3.0%	62,569	64,181	-2.5%
...Condo Only	168,255	175,377	-4.1%	134,194	139,120	-3.5%	34,060	36,257	-6.1%
Timeshare	151,471	153,867	-1.6%	128,429	129,216	-0.6%	23,042	24,651	-6.5%
...Timeshare Only	102,907	105,957	-2.9%	87,126	87,783	-0.7%	15,781	18,174	-13.2%
Rental House	155,374	136,534	13.8%	136,127	121,737	11.8%	19,247	14,797	30.1%
Bed & Breakfast	44,367	45,608	-2.7%	35,085	36,340	-3.5%	9,281	9,268	0.1%
Cruise Ship	103,218	95,828	7.7%	82,431	76,758	7.4%	20,787	19,070	9.0%
Friends or Relatives	142,367	139,496	2.1%	127,992	127,783	0.2%	14,375	11,713	22.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,244,249	1,240,438	0.3%	914,463	899,122	1.7%	329,785	341,316	-3.4%
....Vacation	1,160,612	1,163,183	-0.2%	872,660	861,988	1.2%	287,951	301,195	-4.4%
....Honeymoon	88,352	81,423	8.5%	46,815	40,001	17.0%	41,536	41,423	0.3%
....Get Married	17,351	18,152	-4.4%	11,468	9,256	23.9%	5,884	8,896	-33.9%
MC&I (Net)	93,839	81,640	14.9%	73,318	64,204	14.2%	20,521	17,436	17.7%
....Convention/Conf.	55,828	48,690	14.7%	45,476	40,514	12.2%	10,352	8,176	26.6%
....Corp. Meetings	17,901	13,110	36.5%	15,416	11,849	30.1%	2,485	1,261	97.0%
....Incentive	24,503	22,812	7.4%	16,536	14,559	13.6%	7,967	8,253	-3.5%
Other Business	49,771	41,592	19.7%	46,181	38,034	21.4%	3,590	3,558	0.9%
Visit Friends/Relatives	124,023	121,289	2.3%	111,543	110,186	1.2%	12,481	11,103	12.4%
Government/Military	6,117	4,051	51.0%	5,925	3,907	51.7%	192	144	33.1%
Attend School	6,258	5,129	22.0%	5,504	3,910	40.8%	754	1,219	-38.1%
Sport Events	21,646	20,560	5.3%	17,023	15,460	10.1%	4,622	5,099	-9.3%
Average Age	48	48	0.2%	49	48	0.3%	46	46	0.0%

1/ Total Visitor Days represent days on Hawai'i Island and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on the Hawai'i Island but statewide.

**Table 63: Hilo Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	2,199,206	2,140,442	2.7%	1,845,173	1,767,562	4.4%	354,033	372,879	-5.1%
Total Visitors	532,261	524,705	1.4%	371,318	357,282	3.9%	160,942	167,423	-3.9%
PARTY SIZE									
One	81,989	83,689	-2.0%	70,784	69,565	1.8%	11,205	14,124	-20.7%
Two	249,090	247,330	0.7%	174,018	170,106	2.3%	75,071	77,224	-2.8%
Three or more	201,182	193,686	3.9%	126,516	117,611	7.6%	74,666	76,075	-1.9%
Avg Party Size	2.09	2.07	1.0%	1.96	1.94	1.2%	2.45	2.42	1.6%
VISIT STATUS									
First-Time	239,365	230,713	3.8%	153,519	147,584	4.0%	85,847	83,129	3.3%
Repeat	292,895	293,992	-0.4%	217,800	209,698	3.9%	75,096	84,294	-10.9%
Average # of Trips	4.04	4.05	-0.3%	4.41	4.39	0.4%	3.20	3.34	-4.1%
TRAVEL METHOD									
Group Tour	56,802	60,361	-5.9%	25,370	24,372	4.1%	31,432	35,990	-12.7%
Package	175,482	179,916	-2.5%	88,016	84,706	3.9%	87,465	95,210	-8.1%
Group Tour & Pkg	45,787	50,055	-8.5%	17,742	17,361	2.2%	28,046	32,694	-14.2%
True Independent	345,764	334,482	3.4%	275,674	265,565	3.8%	70,090	68,917	1.7%
ISLANDS VISITED									
O'ahu	334,967	332,748	0.7%	193,232	184,095	5.0%	141,735	148,653	-4.7%
Maui County	204,057	198,269	2.9%	146,751	137,110	7.0%	57,306	61,158	-6.3%
...Maui	200,467	195,457	2.6%	144,141	135,019	6.8%	56,326	60,438	-6.8%
...Moloka'i	18,653	16,030	16.4%	12,821	9,445	35.7%	5,832	6,585	-11.4%
...Lāna'i	20,102	18,032	11.5%	13,237	9,824	34.7%	6,865	8,208	-16.4%
Kaua'i	155,453	149,972	3.7%	117,391	108,986	7.7%	38,062	40,986	-7.1%
Hawai'i Island	532,261	524,705	1.4%	371,318	357,282	3.9%	160,942	167,423	-3.9%
...Hilo	532,261	524,705	1.4%	371,318	357,282	3.9%	160,942	167,423	-3.9%
...Kona	301,884	290,713	3.8%	227,460	215,753	5.4%	74,424	74,959	-0.7%
LENGTH OF STAY									
O'ahu (days)	4.51	4.94	-8.9%	3.62	4.38	-17.3%	5.71	5.65	1.1%
Maui (days)	4.26	3.96	7.8%	4.92	4.51	9.1%	2.59	2.72	-4.8%
Moloka'i (days)	1.73	1.93	-10.3%	2.02	2.31	-12.5%	1.11	1.40	-20.6%
Lāna'i (days)	1.76	1.55	13.0%	1.88	1.81	3.6%	1.52	1.24	22.2%
Kaua'i (days)	2.90	2.85	1.8%	3.15	3.11	1.5%	2.12	2.16	-2.0%
Hawai'i Island (days)	6.52	6.38	2.2%	7.81	7.74	0.9%	3.54	3.48	2.0%
...Hilo (days)	4.13	4.08	1.3%	4.97	4.95	0.4%	2.20	2.23	-1.2%
...Kona (days)	4.21	4.15	1.5%	4.64	4.62	0.4%	2.91	2.79	4.2%
Statewide (days)	11.94	11.92	0.2%	12.74	12.76	-0.1%	10.09	10.12	-0.3%
ACCOMMODATIONS 2/									
Hotel	350,451	348,180	0.7%	217,534	207,982	4.6%	132,917	140,197	-5.2%
...Hotel Only	201,779	204,415	-1.3%	104,157	99,496	4.7%	97,622	104,919	-7.0%
Condo	71,606	73,315	-2.3%	51,086	50,609	0.9%	20,520	22,705	-9.6%
...Condo Only	31,956	33,404	-4.3%	22,630	22,285	1.5%	9,326	11,119	-16.1%
Timeshare	31,658	30,348	4.3%	26,064	26,071	0.0%	5,594	4,277	30.8%
...Timeshare Only	16,637	16,325	1.9%	13,969	13,952	0.1%	2,668	2,373	12.4%
Rental House	64,504	55,576	16.1%	55,877	48,947	14.2%	8,627	6,629	30.1%
Bed & Breakfast	29,594	31,246	-5.3%	23,011	24,222	-5.0%	6,582	7,024	-6.3%
Cruise Ship	96,061	89,635	7.2%	75,986	71,334	6.5%	20,075	18,300	9.7%
Friends or Relatives	64,108	62,784	2.1%	56,228	56,746	-0.9%	7,879	6,038	30.5%
PURPOSE OF TRIP									
Pleasure (Net)	454,810	450,019	1.1%	313,591	301,555	4.0%	141,219	148,464	-4.9%
....Vacation	423,222	421,761	0.3%	297,630	287,959	3.4%	125,593	133,802	-6.1%
....Honeymoon	33,570	30,805	9.0%	18,395	15,434	19.2%	15,176	15,371	-1.3%
....Get Married	6,262	6,718	-6.8%	3,960	3,162	25.3%	2,302	3,556	-35.3%
MC&I (Net)	23,274	21,654	7.5%	15,801	14,100	12.1%	7,473	7,554	-1.1%
....Convention/Conf.	14,186	12,895	10.0%	10,663	9,884	7.9%	3,523	3,011	17.0%
....Corp. Meetings	3,781	2,810	34.6%	3,035	2,371	28.0%	745	439	69.8%
....Incentive	6,407	6,647	-3.6%	3,073	2,487	23.6%	3,335	4,160	-19.8%
Other Business	19,899	16,519	20.5%	17,844	14,460	23.4%	2,055	2,059	-0.2%
Visit Friends/Relatives	57,373	56,070	2.3%	50,295	49,948	0.7%	7,079	6,121	15.6%
Government/Military	3,239	2,217	46.1%	3,093	2,169	42.6%	146	48	206.1%
Attend School	2,699	2,786	-3.1%	2,360	1,868	26.3%	339	918	-63.1%
Sport Events	5,696	5,352	6.4%	3,693	3,023	22.2%	2,002	2,330	-14.1%
Average Age	48	48	-0.2%	49	49	-0.1%	47	47	-0.4%

1/ Total Visitor Days represent days in Hilo and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Hilo but statewide.

**Table 64: Kona Visitor Characteristics (Arrivals by Air)
2014 vs. 2013**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2014	2013	% Change	2014	2013	% Change	2014	2013	% Change
Total Visitor Days 1/	8,753,751	8,537,729	2.5%	7,384,115	7,174,971	2.9%	1,369,636	1,362,758	0.5%
Total Visitors	1,218,693	1,201,253	1.5%	935,095	913,854	2.3%	283,598	287,399	-1.3%
PARTY SIZE									
One	169,705	166,034	2.2%	149,790	146,505	2.2%	19,914	19,528	2.0%
Two	568,096	558,091	1.8%	431,016	424,693	1.5%	137,081	133,398	2.8%
Three or more	480,892	477,128	0.8%	354,289	342,655	3.4%	126,603	134,473	-5.9%
Avg Party Size	2.13	2.14	-0.6%	2.06	2.05	0.4%	2.39	2.47	-3.6%
VISIT STATUS									
First-Time	413,229	395,964	4.4%	283,478	276,963	2.4%	129,750	119,001	9.0%
Repeat	805,464	805,289	0.0%	651,616	636,891	2.3%	153,848	168,398	-8.6%
Average # of Trips	5.17	5.18	-0.3%	5.68	5.65	0.6%	3.46	3.71	-6.7%
TRAVEL METHOD									
Group Tour	79,320	81,453	-2.6%	45,292	41,382	9.4%	34,028	40,071	-15.1%
Package	328,369	337,669	-2.8%	198,769	196,132	1.3%	129,600	141,537	-8.4%
Group Tour & Pkg	59,168	64,678	-8.5%	30,741	28,747	6.9%	28,426	35,931	-20.9%
True Independent	870,172	846,809	2.8%	721,775	705,087	2.4%	148,396	141,722	4.7%
ISLANDS VISITED									
O'ahu	494,983	491,110	0.8%	290,805	283,769	2.5%	204,178	207,341	-1.5%
Maui County	293,759	281,095	4.5%	220,075	209,389	5.1%	73,684	71,706	2.8%
...Maui	287,818	275,281	4.6%	214,798	204,624	5.0%	73,019	70,657	3.3%
...Moloka'i	21,109	18,212	15.9%	14,944	11,226	33.1%	6,165	6,987	-11.8%
...Lāna'i	23,822	22,185	7.4%	16,732	13,549	23.5%	7,090	8,636	-17.9%
Kaua'i	206,970	196,653	5.2%	159,249	150,241	6.0%	47,721	46,412	2.8%
Hawai'i Island	1,218,693	1,201,253	1.5%	935,095	913,854	2.3%	283,598	287,399	-1.3%
...Hilo	301,884	290,713	3.8%	227,460	215,753	5.4%	74,424	74,959	-0.7%
...Kona	1,218,693	1,201,253	1.5%	935,095	913,854	2.3%	283,598	287,399	-1.3%
LENGTH OF STAY									
O'ahu (days)	4.26	4.57	-6.7%	3.50	4.08	-14.2%	5.34	5.23	2.1%
Maui (days)	4.80	4.59	4.6%	5.27	5.01	5.2%	3.42	3.37	1.5%
Moloka'i (days)	2.01	2.17	-7.4%	2.33	2.56	-9.2%	1.24	1.54	-19.4%
Lāna'i (days)	1.91	1.84	3.4%	2.17	2.25	-3.6%	1.29	1.21	6.5%
Kaua'i (days)	3.50	3.50	0.0%	3.76	3.79	-0.8%	2.62	2.55	2.6%
Hawai'i Island (days)	7.85	7.74	1.4%	8.60	8.51	1.1%	5.37	5.30	1.2%
...Hilo (days)	2.69	2.63	2.2%	2.90	2.80	3.6%	2.04	2.14	-4.8%
...Kona (days)	7.18	7.11	1.1%	7.90	7.85	0.6%	4.83	4.74	1.9%
Statewide (days)	11.38	11.30	0.7%	11.62	11.59	0.3%	10.59	10.39	2.0%
ACCOMMODATIONS 2/									
Hotel	725,871	713,506	1.7%	513,023	495,333	3.6%	212,848	218,173	-2.4%
...Hotel Only	504,720	498,499	1.2%	344,405	331,103	4.0%	160,314	167,396	-4.2%
Condo	245,921	253,130	-2.8%	190,734	196,844	-3.1%	55,187	56,286	-2.0%
...Condo Only	156,269	162,181	-3.6%	126,370	131,223	-3.7%	29,899	30,958	-3.4%
Timeshare	140,484	143,953	-2.4%	119,719	120,669	-0.8%	20,765	23,284	-10.8%
...Timeshare Only	97,015	99,912	-2.9%	82,448	82,960	-0.6%	14,567	16,952	-14.1%
Rental House	130,400	113,091	15.3%	112,913	100,586	12.3%	17,487	12,505	39.8%
Bed & Breakfast	35,027	35,353	-0.9%	28,028	28,557	-1.9%	7,000	6,796	3.0%
Cruise Ship	98,225	90,686	8.3%	77,620	72,343	7.3%	20,605	18,342	12.3%
Friends or Relatives	107,605	104,553	2.9%	97,068	95,832	1.3%	10,537	8,721	20.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,061,119	1,052,630	0.8%	805,129	791,112	1.8%	255,990	261,517	-2.1%
....Vacation	994,282	989,960	0.4%	769,233	758,931	1.4%	225,048	231,029	-2.6%
....Honeymoon	71,363	65,716	8.6%	40,350	34,667	16.4%	31,012	31,050	-0.1%
....Get Married	14,128	14,572	-3.0%	9,913	8,064	22.9%	4,215	6,508	-35.2%
MC&I (Net)	80,896	69,902	15.7%	65,839	57,780	13.9%	15,057	12,122	24.2%
....Convention/Conf.	48,228	42,543	13.4%	40,437	36,114	12.0%	7,791	6,429	21.2%
....Corp. Meetings	15,825	11,694	35.3%	13,815	10,670	29.5%	2,010	1,023	96.4%
....Incentive	20,644	18,340	12.6%	15,225	13,438	13.3%	5,418	4,903	10.5%
Other Business	38,985	32,205	21.1%	36,721	29,665	23.8%	2,264	2,541	-10.9%
Visit Friends/Relatives	94,846	91,633	3.5%	84,612	82,959	2.0%	10,234	8,674	18.0%
Government/Military	4,219	2,651	59.1%	4,090	2,535	61.3%	129	116	10.9%
Attend School	4,808	3,123	54.0%	4,221	2,729	54.7%	587	394	49.0%
Sport Events	18,652	17,574	6.1%	15,118	13,913	8.7%	3,534	3,661	-3.5%
Average Age	48	48	0.3%	49	49	0.4%	47	47	-0.1%

1/ Total Visitor Days represent days in Kona and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Kona but statewide

Table 65: Visitor Days by Island and MMA (Arrivals by Air)
2014

2014	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA					
TOTAL	10,777,414	7,427,061	7,953,091	1,859,657	255,221	158,455	236,855	58,876	117,708	827,115	2,330,368	443,157	2,773,525					
O'ahu	9,959,111	5,110,426	182,893	3,033,282	125,881	47,538	182,540	45,769	75,958	477,686	285,377	59,489	344,866					
Mau	142,199	78,392	2,648	24,457	1,678	1,936	4,762	411	1,544	10,332	5,618	1,075	6,693					
Molokai	111,660	71,760	2,204	14,418	1,864	745	1,522	408	1,141	5,679	5,756	1,067	6,823					
Lāna'i	4,873,019	2,420,066	55,427	712,737	46,940	17,434	85,639	14,411	35,872	200,296	87,520	16,700	104,220					
Kaua'i	5,209,936	2,970,944	570,228	1,101,568	93,009	48,732	139,303	20,202	58,717	359,963	178,796	38,371	217,167					
Hawai'i Island	928,173	711,228	115,015	141,920	23,079	14,852	42,082	5,045	18,940	103,998	47,371	8,553	55,924					
...Hilo	4,281,763	2,259,716	455,213	959,648	69,930	33,880	97,221	15,157	39,777	255,965	131,425	29,818	161,243					
...Kona	31,073,340	18,078,650	8,766,490	6,776,118	524,593	274,840	650,621	140,077	290,940	1,881,071	2,893,435	559,859	3,453,294					
DOMESTIC	10,368,094	7,055,457	61,695	763,932	220,801	77,557	210,207	54,743	103,530	666,838	387,818	68,891	456,709					
O'ahu	9,870,835	5,024,890	7,504	956,838	113,915	41,879	171,715	44,618	72,526	444,652	48,167	12,398	60,565					
Mau	139,763	77,969	208	11,590	1,678	1,936	4,264	411	1,544	9,634	564	152	715					
Molokai	108,000	69,955	228	6,557	1,821	745	1,522	408	1,141	5,637	691	178	869					
Lāna'i	4,810,269	2,374,567	3,592	327,256	44,183	16,762	79,114	13,120	31,635	184,814	15,078	5,305	20,383					
Kaua'i	5,134,149	2,900,668	7,127	521,148	79,842	42,879	129,082	18,796	53,448	324,048	27,738	7,771	35,509					
Hawai'i Island	901,086	683,524	2,057	77,400	20,873	13,569	38,418	4,715	16,992	94,567	6,755	2,129	8,884					
...Hilo	4,233,063	2,217,144	5,070	443,748	58,969	29,311	90,664	14,081	36,455	229,480	20,983	5,642	26,625					
...Kona	30,431,109	17,503,506	80,353	2,587,322	462,242	181,758	595,905	132,096	263,822	1,635,823	480,055	94,695	574,750					
INTERNATIONAL	409,320	371,604	7,891,396	1,125,724	34,420	80,897	26,648	4,133	14,178	160,277	1,942,550	374,266	2,316,815					
O'ahu	88,276	85,536	175,388	2,076,444	11,966	5,659	10,825	1,151	3,433	33,034	237,210	47,091	284,301					
Mau	2,436	423	2,440	12,866	0	0	497	0	0	497	5,054	923	5,978					
Molokai	3,661	1,805	1,977	7,861	42	0	0	0	0	42	5,065	888	5,953					
Lāna'i	62,751	45,499	51,835	385,481	2,757	673	6,525	1,291	4,237	15,482	72,443	11,395	83,838					
Kaua'i	75,788	70,276	563,101	580,420	13,167	5,852	10,221	1,406	5,270	35,915	151,058	30,600	181,659					
Hawai'i Island	27,088	27,704	112,958	64,520	2,206	1,283	3,664	329	1,948	9,430	40,616	6,424	47,041					
...Hilo	48,700	42,572	450,143	515,900	10,960	4,569	6,557	1,076	3,322	26,485	110,442	24,176	134,618					
...Kona	642,231	575,144	8,686,137	4,188,796	62,351	93,081	54,716	7,981	27,118	245,248	2,413,380	465,164	2,878,544					
STATE	642,231	575,144	8,686,137	4,188,796	62,351	93,081	54,716	7,981	27,118	245,248	2,413,380	465,164	2,878,544					

Note: Sums may not total to total MMA due to rounding.

Table 65: Visitor Days by Island and MMA (Arrivals by Air) continued
2014

2014	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
Oahu	806,105	32,159	1,038,405	30,995	134,463	2,042,128	28,913	103,635	49,362	181,911	1,172,765	35,044,667				
Mau	90,467	6,911	110,163	4,571	15,232	227,345	25,366	39,394	23,122	87,882	449,385	19,872,876				
Molokai	1,498	254	787	43	44	2,626	1,261	567	422	2,249	7,090	276,685				
lāna'i	1,291	173	1,110	51	23	2,649	323	434	1,722	2,478	7,912	225,583				
Kaua'i	15,220	3,862	14,952	1,260	3,859	39,152	4,437	10,859	10,347	25,643	179,585	8,610,146				
Hawai'i Island	109,783	7,866	68,357	3,087	15,664	204,756	5,168	24,870	20,168	50,207	268,189	10,952,958				
...Hilo	34,924	1,860	15,965	464	4,666	57,878	916	6,470	6,477	13,862	71,207	2,199,206				
...Kona	74,859	6,006	52,392	2,623	10,998	146,878	4,253	18,401	13,691	36,345	196,982	8,753,751				
STATE	1,024,364	51,226	1,233,773	40,007	169,285	2,518,655	65,469	179,759	105,142	350,370	2,084,926	74,982,915				
DOMESTIC																
Oahu	205,409	19,339	58,995	6,955	11,696	302,394	27,995	98,838	47,447	174,281	566,615	20,416,016				
Mau	30,348	5,095	8,378	2,007	3,003	48,831	25,366	38,383	23,054	86,803	339,545	16,840,464				
Molokai	985	203	112	43	44	1,387	1,261	567	422	2,249	6,297	250,012				
lāna'i	574	140	154	21	23	913	323	434	1,722	2,478	4,905	199,541				
Kaua'i	7,876	3,137	2,756	986	987	15,742	4,437	10,859	9,622	24,918	158,132	7,919,672				
Hawai'i Island	36,436	4,426	8,327	1,754	2,025	52,969	5,168	23,425	19,287	47,881	205,792	9,229,288				
...Hilo	14,041	1,257	1,416	403	652	17,769	916	6,036	6,477	13,429	46,458	1,845,173				
...Kona	22,395	3,169	6,911	1,351	1,373	35,199	4,253	17,389	12,810	34,452	159,334	7,384,115				
STATE	281,629	32,341	78,722	11,766	17,778	422,235	64,550	172,506	101,553	338,609	1,281,285	54,854,993				
INTERNATIONAL																
Oahu	600,695	12,820	979,410	24,040	122,767	1,739,734	918	4,797	1,915	7,630	606,150	14,628,651				
Mau	60,119	1,816	101,785	2,564	12,229	178,514	0	1,012	68	1,079	109,839	3,032,413				
Molokai	513	52	675	0	0	1,239	0	0	0	0	793	26,672				
lāna'i	717	33	956	30	0	1,736	0	0	0	0	3,007	26,042				
Kaua'i	7,344	725	12,196	273	2,872	23,410	0	0	725	725	21,454	690,474				
Hawai'i Island	73,347	3,439	60,029	1,333	13,639	151,787	0	1,445	881	2,326	62,397	1,723,669				
...Hilo	20,883	603	14,549	61	4,014	40,109	0	434	0	434	24,749	354,033				
...Kona	52,464	2,837	45,480	1,272	9,625	111,678	0	1,012	881	1,893	37,648	1,369,636				
STATE	742,735	18,885	1,155,051	28,241	151,507	2,096,420	918	7,254	3,589	11,761	803,640	20,127,921				

Note: Sums may not total to total MMA due to rounding.

Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air)
 % change 2014 vs. 2013

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL																	
Oahu	3.5%	1.6%	0.8%	-3.9%	4.0%	14.5%	-0.6%	11.8%	3.8%	4.8%	1.4%	23.0%	4.4%				
Maui	3.8%	2.6%	-25.8%	2.1%	2.2%	-17.9%	6.0%	2.3%	5.0%	1.7%	0.8%	15.3%	2.7%				
Moloka'i	7.0%	11.1%	76.7%	17.3%	17.1%	60.6%	33.1%	16.6%	19.4%	28.3%	-11.1%	14.6%	-8.8%				
La'ana'i	-4.2%	-7.4%	-27.0%	-20.1%	-21.9%	-57.9%	30.1%	52.0%	3.4%	-13.2%	-23.2%	160.3%	-13.0%				
Kaua'i	-0.1%	0.8%	-19.0%	12.3%	2.5%	-16.8%	7.4%	8.6%	14.5%	4.3%	-1.7%	0.0%	-1.5%				
Hawaii Island	2.6%	2.8%	-14.4%	8.3%	6.1%	-7.5%	19.4%	15.1%	5.7%	5.7%	-9.3%	-1.3%	-8.2%				
...Hilo	3.6%	3.2%	-13.2%	12.0%	5.4%	-27.5%	17.4%	13.0%	32.6%	5.8%	-15.2%	20.4%	-11.9%				
...Kona	2.7%	2.7%	-13.5%	9.0%	13.6%	2.1%	22.7%	17.2%	8.7%	8.7%	-8.2%	-2.2%	-7.3%				
STATE	2.3%	1.9%	-0.4%	1.5%	4.5%	11.3%	0.9%	6.2%	5.1%	4.6%	1.6%	21.2%	4.4%				
DOMESTIC																	
Oahu	1.3%	1.3%	26.0%	-11.1%	4.3%	10.8%	-0.2%	5.1%	3.6%	3.5%	6.0%	32.0%	9.2%				
Maui	3.3%	2.1%	68.4%	-4.0%	11.9%	16.5%	4.3%	9.8%	7.7%	8.4%	-0.6%	57.3%	6.8%				
Moloka'i	8.7%	11.1%	168.0%	9.8%	41.3%	60.6%	32.7%	16.6%	19.4%	33.1%	16.2%	27.6%	18.6%				
La'ana'i	-7.3%	-8.9%	193.9%	-4.8%	16.8%	69.0%	38.4%	52.0%	23.5%	32.0%	8.6%	37.2%	13.2%				
Kaua'i	-0.5%	0.1%	90.5%	0.1%	8.5%	11.6%	3.5%	-1.9%	9.5%	5.9%	7.1%	39.7%	12.8%				
Hawaii Island	2.0%	2.0%	69.7%	5.0%	6.0%	13.7%	2.7%	8.0%	5.3%	5.6%	2.7%	42.8%	8.2%				
...Hilo	2.9%	3.1%	111.0%	9.9%	15.4%	19.2%	10.6%	3.6%	13.9%	12.9%	-3.2%	39.0%	2.3%				
...Kona	2.2%	1.8%	66.9%	5.4%	5.7%	14.0%	1.8%	12.4%	8.3%	5.9%	7.0%	40.5%	11.7%				
STATE	1.4%	1.5%	31.3%	-6.7%	3.8%	9.9%	0.0%	5.5%	4.0%	3.3%	5.7%	34.3%	9.4%				
INTERNATIONAL																	
Oahu	56.4%	5.7%	0.6%	2.4%	2.3%	19.0%	-3.7%	120.4%	5.2%	10.4%	0.3%	21.0%	3.2%				
Maui	44.3%	20.1%	-26.6%	5.4%	-36.4%	-72.8%	26.6%	-49.3%	-14.4%	-34.5%	1.0%	9.9%	2.2%				
Moloka'i	-45.1%	11.0%	73.7%	22.0%	-100.0%	NA	33.7%	NA	NA	9.3%	-12.5%	12.5%	-10.5%				
La'ana'i	89.2%	36.9%	-31.8%	-27.5%	-87.6%	-100.0%	-100.0%	NA	-100.0%	-95.1%	-24.8%	181.9%	-14.4%				
Kaua'i	35.0%	25.5%	-20.2%	25.6%	-37.2%	-59.2%	54.6%	NA	47.2%	-6.4%	-2.6%	-6.4%	-3.0%				
Hawaii Island	39.7%	24.8%	-14.7%	11.4%	6.5%	-31.1%	45.0%	548.3%	173.5%	6.1%	-10.5%	-6.0%	-9.9%				
...Hilo	21.6%	3.6%	-13.6%	14.2%	-30.2%	-60.0%	60.8%	224.2%	304.3%	-15.7%	-16.1%	18.3%	-13.0%				
...Kona	32.3%	30.2%	-13.8%	12.5%	67.6%	-11.5%	16.7%	399.9%	130.9%	22.6%	-9.7%	-6.3%	-9.2%				
STATE	44.9%	11.8%	-0.6%	7.4%	8.4%	13.5%	9.9%	13.7%	14.7%	11.2%	0.5%	18.2%	3.1%				

NA = Not Applicable

Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air) continued
 % change 2014 vs. 2013

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
TOTAL																
Oahu	28.7%	-6.5%	-0.5%	-5.7%	-8.4%	9.6%	-3.8%	-0.4%	4.1%	0.3%	9.7%	2.6%				
Maui	37.7%	-2.6%	-9.3%	25.7%	-39.6%	0.9%	1.1%	12.9%	0.9%	6.1%	5.0%	2.2%				
Molokai	-37.1%	301.2%	-28.7%	99.1%	-59.1%	-27.9%	-8.0%	27.8%	19.1%	16.3%	-8.1%	8.1%				
Lānaʻi	-23.7%	157.0%	28.6%	193.5%	-96.9%	-25.6%	-25.6%	-8.0%	41.8%	3.4%	-4.3%	-8.6%				
Kauaʻi	17.3%	14.3%	3.4%	-51.7%	6.4%	6.9%	8.4%	5.9%	-4.5%	2.1%	-12.3%	0.3%				
Hawaiʻi Island	59.1%	19.7%	-1.9%	-46.3%	-27.6%	22.3%	10.9%	5.8%	2.4%	4.8%	3.8%	1.0%				
...Hilo	78.9%	15.1%	-8.1%	-50.0%	-33.7%	23.7%	6.2%	14.1%	12.2%	12.5%	2.3%	1.4%				
...Kona	54.8%	35.7%	9.3%	-41.2%	-28.1%	25.1%	8.0%	4.7%	-5.1%	0.7%	-3.9%	1.5%				
STATE	28.1%	-2.8%	0.6%	-5.0%	-9.8%	10.0%	-2.9%	-1.1%	1.6%	-0.6%	8.3%	2.3%				
DOMESTIC																
Oahu	19.2%	11.9%	6.4%	-5.3%	-6.5%	15.1%	-2.6%	-2.6%	7.5%	0.3%	-7.2%	1.1%				
Maui	6.0%	10.7%	-0.2%	-2.6%	-18.9%	3.4%	2.1%	10.9%	3.8%	6.5%	-5.8%	2.6%				
Molokai	-17.9%	143.1%	60.4%	99.1%	132.6%	7.6%	-8.0%	27.8%	19.1%	16.3%	7.8%	10.9%				
Lānaʻi	-7.2%	87.5%	95.1%	6.9%	-17.8%	14.6%	-25.6%	-8.0%	41.8%	3.4%	-6.7%	-6.4%				
Kauaʻi	2.8%	21.8%	-10.8%	8.2%	-37.8%	-1.0%	8.4%	5.9%	-2.6%	3.1%	-6.3%	-0.2%				
Hawaiʻi Island	28.1%	18.4%	7.4%	-12.3%	-7.9%	21.1%	10.9%	3.2%	6.2%	5.3%	-8.2%	2.2%				
...Hilo	36.1%	32.9%	9.6%	4.6%	2.7%	30.4%	6.2%	2.9%	28.9%	14.2%	-7.7%	3.9%				
...Kona	23.4%	24.8%	5.0%	-7.6%	2.5%	18.3%	8.0%	7.4%	-1.2%	3.6%	-7.5%	2.3%				
STATE	18.5%	8.7%	6.0%	-3.8%	-11.8%	13.8%	-2.0%	-2.0%	3.7%	-0.2%	-5.4%	1.3%				
INTERNATIONAL																
Oahu	33.0%	-21.8%	-0.9%	-5.8%	-8.6%	8.6%	-34.9%	64.7%	-29.2%	1.9%	33.4%	4.4%				
Maui	50.8%	-19.0%	-9.5%	47.9%	-41.7%	0.6%	-100.0%	182.8%	-59.5%	-11.8%	35.5%	0.5%				
Molokai	-47.8%	NA	-34.0%	NA	-100.0%	-39.7%	NA	NA	NA	NA	-24.3%	-1.1%				
Lānaʻi	-32.7%	NA	21.2%	NA	-100.0%	-37.9%	NA	NA	NA	NA	0.4%	-16.5%				
Kauaʻi	26.4%	-0.7%	5.0%	-78.1%	32.0%	9.7%	NA	NA	-20.3%	-20.3%	-30.0%	3.9%				
Hawaiʻi Island	70.0%	20.9%	-2.4%	-64.6%	-29.1%	22.6%	NA	45.0%	-59.5%	-2.7%	30.0%	-2.6%				
...Hilo	95.2%	3.3%	-8.7%	-84.5%	-36.2%	22.5%	NA	NA	-100.0%	-13.7%	17.9%	-3.9%				
...Kona	65.6%	46.3%	9.7%	-58.3%	-30.2%	26.6%	NA	-27.5%	-59.5%	-42.1%	3.9%	-1.3%				
STATE	32.5%	-14.8%	0.2%	-5.5%	-9.5%	9.2%	-34.9%	21.2%	-29.2%	-9.1%	36.7%	4.3%				

NA = Not Applicable

Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air)
2014

2014	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL	1,479,244	1,031,095	1,469,403	210,307	34,349	18,384	30,721	8,262	12,147	103,864	299,439	58,475	357,913			
Oahu	1,155,003	643,274	58,894	272,876	16,331	5,565	22,273	5,834	8,789	58,792	64,486	11,271	75,757			
Maui	24,188	17,120	1,944	5,385	567	258	1,446	194	411	2,876	3,929	500	4,429			
Molokai'i	28,246	22,672	1,314	5,116	715	245	611	200	312	2,082	4,092	819	4,911			
Lāna'i	568,489	343,293	23,837	78,025	7,379	3,427	13,337	2,481	5,658	32,282	27,239	4,016	31,316			
Kaua'i	577,670	394,315	170,482	105,947	12,730	7,689	17,630	2,873	7,096	48,017	46,049	8,078	54,127			
Hawai'i Island	168,279	161,759	65,856	35,402	5,312	3,939	9,510	1,340	4,031	24,131	26,913	3,914	30,828			
... Hilo	510,352	333,904	120,383	97,353	10,747	6,657	13,987	2,330	5,810	39,533	38,244	6,978	45,222			
... Kona	3,286,677	1,734,794	1,511,699	524,565	48,725	22,072	43,940	11,693	16,628	143,057	309,836	61,236	371,072			
DOMESTIC	1,389,264	960,834	8,953	90,462	28,481	9,734	26,842	7,318	10,744	83,118	64,689	11,300	75,989			
Oahu	1,135,043	622,587	1,025	89,951	14,295	4,855	20,279	5,468	7,924	52,822	7,542	1,752	9,293			
Maui	23,782	16,697	93	1,954	567	258	948	194	411	2,379	261	76	338			
Molokai'i	26,455	21,558	112	1,996	672	245	611	200	312	2,039	262	64	327			
Lāna'i	557,963	332,550	581	36,324	6,786	2,754	11,884	2,240	4,700	28,365	2,803	772	3,575			
Kaua'i	565,110	378,022	1,140	50,071	10,434	4,981	15,477	2,544	6,110	39,546	4,982	1,115	6,097			
Hawai'i Island	161,681	154,021	498	17,317	4,535	2,656	7,760	1,175	3,241	19,366	2,104	452	2,556			
... Hilo	499,657	320,367	887	45,637	8,711	3,950	12,340	2,077	4,978	32,055	4,109	887	4,996			
... Kona	3,187,760	1,653,010	10,142	203,533	40,958	13,000	39,350	10,673	14,748	118,728	67,947	12,717	80,664			
INTERNATIONAL	89,980	70,261	1,460,450	119,845	5,869	8,650	3,878	945	1,403	20,745	234,749	47,175	281,924			
Oahu	19,960	20,687	57,869	182,925	2,036	710	1,994	366	864	5,970	56,944	9,520	66,464			
Maui	406	423	1,851	3,431	0	0	497	0	0	497	3,668	423	4,091			
Molokai'i	1,791	1,114	1,202	3,120	42	0	0	0	0	42	3,830	754	4,584			
Lāna'i	10,526	10,744	23,256	41,701	593	673	1,452	241	958	3,917	24,496	3,244	27,741			
Kaua'i	12,560	16,294	169,343	55,876	2,296	2,708	2,153	329	986	8,471	41,067	6,963	48,030			
Hawai'i Island	6,598	7,738	65,358	18,085	777	1,283	1,749	165	790	4,765	24,809	3,463	28,272			
... Hilo	10,695	13,538	119,437	51,716	2,036	2,708	1,648	254	832	7,477	34,135	6,091	40,226			
... Kona	98,917	81,784	1,501,557	321,032	7,767	9,072	4,590	1,020	1,880	24,329	241,889	48,519	290,408			

Note: Sums may not total to total MMA due to rounding.

Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air) continued
2014

2014	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
TOTAL	152,722	4,020	172,188	3,965	19,025	351,919	3,827	12,694	7,225	23,746	149,367	5,176,858				
Oahu	25,879	1,207	42,030	972	3,531	73,618	2,316	4,958	3,671	10,945	61,055	2,410,214				
Maui	651	131	527	26	30	1,365	75	187	135	398	1,942	59,647				
Molokai'i	548	122	444	48	14	1,176	56	176	161	393	2,038	67,948				
Lāna'i	4,185	680	5,233	193	821	11,112	600	1,968	1,527	4,095	25,254	1,117,703				
Kaua'i	31,726	1,215	15,141	514	4,234	52,830	737	3,379	3,002	7,117	38,564	1,449,070				
Hawaii'i Island	16,042	572	8,492	159	2,004	27,270	272	1,469	1,449	3,190	15,547	532,261				
...Hilo	22,132	1,004	9,581	470	3,250	36,438	600	2,749	2,398	5,747	29,761	1,218,693				
...Kona	160,077	5,296	178,090	4,581	20,458	368,502	5,265	14,687	10,142	30,095	213,210	8,183,671				
STATE	44,028	2,184	9,544	1,041	2,047	58,843	3,728	12,014	6,762	22,504	73,865	2,763,832				
DOMESTIC	5,819	758	1,396	331	451	8,755	2,316	4,813	3,603	10,732	40,466	1,970,676				
Oahu	304	79	66	26	30	506	75	187	135	398	1,149	47,296				
Maui	236	89	67	17	14	424	56	176	161	393	1,307	54,612				
Molokai'i	1,411	483	461	133	176	2,663	600	1,968	1,393	3,961	20,217	986,198				
Lāna'i	6,635	564	906	293	385	8,784	737	3,090	2,934	6,761	23,423	1,078,953				
Kaua'i	3,370	264	334	129	198	4,294	272	1,324	1,449	3,045	8,539	371,318				
Hawaii'i Island	4,496	455	728	250	301	6,230	600	2,604	2,330	5,535	19,732	935,095				
...Hilo	47,115	3,028	10,651	1,369	2,434	64,597	5,166	14,007	9,679	28,853	126,101	5,473,388				
...Kona	108,694	1,836	162,644	2,924	16,978	293,076	99	680	463	1,242	75,502	2,413,026				
STATE	20,060	448	40,634	641	3,080	64,862	0	145	68	212	20,589	439,538				
INTERNATIONAL	347	52	461	0	0	859	0	0	0	0	793	12,351				
Oahu	312	33	377	30	0	752	0	0	0	0	731	13,336				
Maui	2,774	197	4,772	61	645	8,449	0	0	134	134	5,038	131,506				
Molokai'i	25,091	651	14,235	220	3,849	44,046	0	289	68	357	15,141	370,117				
Lāna'i	12,672	309	8,158	30	1,807	22,976	0	145	0	145	7,007	160,942				
Kaua'i	17,636	549	8,853	220	2,949	30,208	0	145	68	212	10,030	283,598				
Hawaii'i Island	112,962	2,268	167,439	3,212	18,024	303,905	99	680	463	1,242	87,109	2,710,283				
...Hilo	112,962	2,268	167,439	3,212	18,024	303,905	99	680	463	1,242	87,109	2,710,283				
...Kona	112,962	2,268	167,439	3,212	18,024	303,905	99	680	463	1,242	87,109	2,710,283				
STATE	112,962	2,268	167,439	3,212	18,024	303,905	99	680	463	1,242	87,109	2,710,283				

Note: Sums may not total to total MMA due to rounding.

Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air)
 % change 2014 vs. 2013

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA			
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL																	
Oahu	3.5%	1.6%	0.8%	-3.9%	4.0%	14.5%	-0.6%	11.8%	3.8%	4.8%	1.4%	23.0%	4.4%				
Maui	3.8%	2.6%	-25.8%	2.1%	2.2%	-17.9%	6.0%	2.3%	5.0%	1.7%	0.8%	15.3%	2.7%				
Molokai	7.0%	11.1%	76.7%	17.3%	17.1%	60.6%	33.1%	16.6%	19.4%	28.3%	-11.1%	14.6%	-8.8%				
Lānaʻi	-4.2%	-7.4%	-27.0%	-20.1%	-21.9%	-57.9%	30.1%	52.0%	3.4%	-13.2%	-23.2%	160.3%	-13.0%				
Kauaʻi	-0.1%	0.8%	-19.0%	12.3%	2.5%	-16.8%	7.4%	8.6%	14.5%	4.3%	-1.7%	0.0%	-1.5%				
Hawaiʻi Island	2.6%	2.8%	-14.4%	8.3%	6.1%	-7.5%	6.5%	19.4%	15.1%	5.7%	-9.3%	-1.3%	-8.2%				
...Hilo	3.6%	3.2%	-13.2%	12.0%	5.4%	-27.5%	17.4%	13.0%	32.6%	5.8%	-15.2%	20.4%	-11.9%				
...Kona	2.7%	2.7%	-13.5%	9.0%	13.6%	2.1%	3.4%	22.7%	17.2%	8.7%	-8.2%	-2.2%	-7.3%				
STATE	2.3%	1.9%	-0.4%	1.5%	4.5%	11.3%	0.9%	6.2%	5.1%	4.6%	1.6%	21.2%	4.4%				
DOMESTIC																	
Oahu	1.3%	1.3%	26.0%	-11.1%	4.3%	10.8%	-0.2%	5.1%	3.6%	3.5%	6.0%	32.0%	9.2%				
Maui	3.3%	2.1%	68.4%	-4.0%	11.9%	16.5%	4.3%	9.8%	7.7%	8.4%	-0.6%	57.3%	6.8%				
Molokai	8.7%	11.1%	168.0%	9.8%	41.3%	60.6%	32.7%	16.6%	19.4%	33.1%	16.2%	27.6%	18.6%				
Lānaʻi	-7.3%	-8.9%	193.9%	-4.8%	16.8%	69.0%	38.4%	52.0%	23.5%	32.0%	8.6%	37.2%	13.2%				
Kauaʻi	-0.5%	0.1%	90.5%	0.1%	8.5%	11.6%	3.5%	-1.9%	9.5%	5.9%	7.1%	39.7%	12.8%				
Hawaiʻi Island	2.0%	2.0%	69.7%	5.0%	6.0%	13.7%	2.7%	8.0%	5.3%	5.6%	2.7%	42.8%	8.2%				
...Hilo	2.9%	3.1%	111.0%	9.9%	15.4%	19.2%	10.6%	3.6%	13.9%	12.9%	-3.2%	39.0%	2.3%				
...Kona	2.2%	1.8%	66.9%	5.4%	5.7%	14.0%	1.8%	12.4%	8.3%	5.9%	7.0%	40.5%	11.7%				
STATE	1.4%	1.5%	31.3%	-6.7%	3.8%	9.9%	0.0%	5.5%	4.0%	3.3%	5.7%	34.3%	9.4%				
INTERNATIONAL																	
Oahu	56.4%	5.7%	0.6%	2.4%	2.3%	19.0%	-3.7%	120.4%	5.2%	10.4%	0.3%	21.0%	3.2%				
Maui	44.3%	20.1%	-26.6%	5.4%	-36.4%	-72.8%	26.6%	-49.3%	-14.4%	-34.5%	1.0%	9.9%	2.2%				
Molokai	-45.1%	11.0%	73.7%	22.0%	-100.0%	NA	33.7%	NA	NA	9.3%	-12.5%	12.5%	-10.5%				
Lānaʻi	89.2%	36.9%	-31.8%	-27.5%	-87.6%	-100.0%	-100.0%	NA	-100.0%	-95.1%	-24.8%	181.9%	-14.4%				
Kauaʻi	35.0%	25.5%	-20.2%	25.6%	-37.2%	-59.2%	54.6%	NA	47.2%	-6.4%	-2.6%	-6.4%	-3.0%				
Hawaiʻi Island	39.7%	24.8%	-14.7%	11.4%	6.5%	-31.1%	45.0%	548.3%	173.5%	6.1%	-10.5%	-6.0%	-9.9%				
...Hilo	21.6%	3.6%	-13.6%	14.2%	-30.2%	-60.0%	60.8%	224.2%	304.3%	-15.7%	-16.1%	18.3%	-13.0%				
...Kona	32.3%	30.2%	-13.8%	12.5%	67.6%	-11.5%	16.7%	399.9%	130.9%	22.6%	-9.7%	-6.3%	-9.2%				
STATE	44.9%	11.8%	-0.6%	7.4%	8.4%	13.5%	9.9%	13.7%	14.7%	11.2%	0.5%	18.2%	3.1%				

NA = Not Applicable

Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued
 % change 2014 vs. 2013

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
TOTAL																
Oahu	28.7%	-6.5%	-0.5%	-5.7%	-8.4%	9.6%	-3.8%	-0.4%	4.1%	0.3%	9.7%					
Maui	37.7%	-2.6%	-9.3%	25.7%	-39.6%	0.9%	1.1%	12.9%	0.9%	6.1%	5.0%					
Molokai	-37.1%	301.2%	-28.7%	99.1%	-59.1%	-27.9%	-8.0%	27.8%	19.1%	16.3%	-8.1%					
Lānaʻi	-23.7%	157.0%	28.6%	193.5%	-96.9%	-25.6%	-25.6%	-8.0%	41.8%	3.4%	-4.3%					
Kauaʻi	17.3%	14.3%	3.4%	-51.7%	6.4%	6.9%	8.4%	5.9%	-4.5%	2.1%	-12.3%					
Hawaiʻi Island	59.1%	19.7%	-1.9%	-46.3%	-27.6%	22.3%	10.9%	5.8%	2.4%	4.8%	3.8%					
...Hilo	78.9%	15.1%	-8.1%	-50.0%	-33.7%	23.7%	6.2%	14.1%	12.2%	12.5%	2.3%					
...Kona	54.8%	35.7%	9.3%	-41.2%	-28.1%	25.1%	8.0%	4.7%	-5.1%	0.7%	-3.9%					
STATE	28.1%	-2.8%	0.6%	-5.0%	-9.8%	10.0%	-2.9%	-1.1%	1.6%	-0.6%	8.3%					
DOMESTIC																
Oahu	19.2%	11.9%	6.4%	-5.3%	-6.5%	15.1%	-2.6%	-2.6%	7.5%	0.3%	-7.2%					
Maui	6.0%	10.7%	-0.2%	-2.6%	-18.9%	3.4%	2.1%	10.9%	3.8%	6.5%	-5.8%					
Molokai	-17.9%	143.1%	60.4%	99.1%	132.6%	7.6%	-8.0%	27.8%	19.1%	16.3%	7.8%					
Lānaʻi	-7.2%	87.5%	95.1%	6.9%	-17.8%	14.6%	-25.6%	-8.0%	41.8%	3.4%	-6.7%					
Kauaʻi	2.8%	21.8%	-10.8%	8.2%	-37.8%	-1.0%	8.4%	5.9%	-2.6%	3.1%	-6.3%					
Hawaiʻi Island	28.1%	18.4%	7.4%	-12.3%	-7.9%	21.1%	10.9%	3.2%	6.2%	5.3%	-8.2%					
...Hilo	36.1%	32.9%	9.6%	4.6%	2.7%	30.4%	6.2%	2.9%	28.9%	14.2%	-7.7%					
...Kona	23.4%	24.8%	5.0%	-7.6%	2.5%	18.3%	8.0%	7.4%	-1.2%	3.6%	-7.5%					
STATE	18.5%	8.7%	6.0%	-3.8%	-11.8%	13.8%	-2.0%	-2.0%	3.7%	-0.2%	-5.4%					
INTERNATIONAL																
Oahu	33.0%	-21.8%	-0.9%	-5.8%	-8.6%	8.6%	-34.9%	64.7%	-29.2%	1.9%	33.4%					
Maui	50.8%	-19.0%	-9.5%	47.9%	-41.7%	0.6%	-100.0%	182.8%	-59.5%	-11.8%	35.5%					
Molokai	-47.8%	NA	-34.0%	NA	-100.0%	-39.7%	NA	NA	NA	NA	-24.3%					
Lānaʻi	-32.7%	NA	21.2%	NA	-100.0%	-37.9%	NA	NA	NA	NA	0.4%					
Kauaʻi	26.4%	-0.7%	5.0%	-78.1%	32.0%	9.7%	NA	NA	-20.3%	-20.3%	-30.0%					
Hawaiʻi Island	70.0%	20.9%	-2.4%	-64.6%	-29.1%	22.6%	NA	45.0%	-59.5%	-2.7%	30.0%					
...Hilo	95.2%	3.3%	-8.7%	-84.5%	-36.2%	22.5%	NA	NA	-100.0%	-13.7%	17.9%					
...Kona	65.6%	46.3%	9.7%	-58.3%	-30.2%	26.6%	NA	-27.5%	-59.5%	-42.1%	3.9%					
STATE	32.5%	-14.8%	0.2%	-5.5%	-9.5%	9.2%	-34.9%	21.2%	-29.2%	-9.1%	36.7%					

NA = Not Applicable

**Table 69: Total Visitor Expenditures by Category
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	14,943.1	14,520.5	2.9
Total Food and beverage	3,001.5	2,914.8	3.0
Restaurant food	2,054.3	2,009.0	2.3
Dinner shows and cruises	290.3	271.0	7.1
Groceries and snacks	656.9	634.7	3.5
Entertainment & Recreation	1,304.7	1,228.1	6.2
Total Transportation	1,335.7	1,330.0	0.4
Interisland airfare	220.4	207.3	6.3
Ground transportation	134.2	136.9	-2.0
Rental vehicles	878.3	880.6	-0.3
Gasoline, parking, etc.	102.8	105.1	-2.2
Total Shopping	2,305.5	2,291.4	0.6
Fashion and clothing	869.9	847.2	2.7
Jewelry and watches	318.6	327.6	-2.7
Cosmetics, perfume	120.5	109.6	9.9
Leather goods	363.8	384.2	-5.3
Hawai'i food products	297.3	286.3	3.9
Souvenirs	335.4	336.5	-0.3
Lodging	6,277.7	6,046.6	3.8
All other expenses 1/	595.9	601.7	-1.0
Supplemental business	122.1	108.0	13.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 70: Total Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	197.1	193.8	1.7
Total Food and beverage	39.9	39.3	1.8
Restaurant food	27.3	27.1	1.0
Dinner shows and cruises	3.9	3.6	5.9
Groceries and snacks	8.7	8.6	2.3
Entertainment & Recreation	17.2	16.3	5.5
Total Transportation	17.8	17.9	-0.7
Interisland airfare	2.9	2.8	5.1
Ground transportation	1.8	1.8	-2.9
Rental vehicles	11.7	11.9	-1.4
Gasoline, parking, etc.	1.4	1.4	-3.3
Total Shopping	30.6	30.7	-0.3
Fashion and clothing	11.5	11.3	1.7
Jewelry and watches	4.2	4.4	-3.6
Cosmetics, perfume	1.6	1.5	8.6
Leather goods	4.8	5.2	-6.4
Hawai'i food products	3.9	3.8	2.9
Souvenirs	4.4	4.5	-1.0
Lodging	83.7	81.6	2.5
All other expenses 1/	7.9	8.1	-2.1

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Does not include Supplemental business expenditures

Note: Sums may not add up to total due to rounding.

**Table 71: U.S. West MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	160.7	156.5	2.7
Total Food and beverage	35.2	34.0	3.5
Restaurant food	22.8	22.4	2.1
Dinner shows and cruises	3.3	2.9	13.5
Groceries and snacks	9.1	8.8	3.7
Entertainment & Recreation	14.2	13.0	9.5
Total Transportation	16.7	17.0	-1.7
Interisland airfare	1.8	1.6	10.0
Ground transportation	0.7	0.7	-3.5
Rental vehicles	12.8	13.2	-2.5
Gasoline, parking, etc.	1.4	1.5	-6.4
Total Shopping	16.1	15.6	3.0
Fashion and clothing	6.4	6.1	4.3
Jewelry and watches	2.7	2.8	-4.0
Cosmetics, perfume	0.4	0.3	40.9
Leather goods	0.6	0.5	11.0
Hawai'i food products	2.5	2.4	5.4
Souvenirs	3.6	3.6	0.7
Lodging	74.1	72.6	2.1
All other expenses 1/	4.3	4.2	1.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding errors.

**Table 72: U.S. East MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	206.7	198.9	3.9
Total Food and beverage	42.1	41.5	1.5
Restaurant food	29.5	29.7	-0.6
Dinner shows and cruises	4.7	4.3	10.4
Groceries and snacks	7.9	7.5	5.1
Entertainment & Recreation	20.7	19.3	7.4
Total Transportation	20.9	20.8	0.7
Interisland airfare	4.2	3.9	7.0
Ground transportation	1.0	1.1	-10.9
Rental vehicles	14.1	14.1	0.2
Gasoline, parking, etc.	1.7	1.7	-2.3
Total Shopping	19.5	19.3	1.0
Fashion and clothing	7.0	7.0	-0.8
Jewelry and watches	3.9	4.0	-3.8
Cosmetics, perfume	0.4	0.3	42.8
Leather goods	0.7	0.6	20.1
Hawai'i food products	2.6	2.5	5.8
Souvenirs	5.0	5.0	0.4
Lodging	92.8	87.0	6.6
All other expenses 1/	10.6	11.0	-3.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding errors.

**Table 73: Japan MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	273.4	275.7	-0.9
Total Food and beverage	50.7	49.6	2.2
Restaurant food	37.7	36.7	2.7
Dinner shows and cruises	4.4	4.4	-0.1
Groceries and snacks	8.6	8.5	1.4
Entertainment & Recreation	19.1	19.0	0.8
Total Transportation	12.2	12.5	-2.2
Interisland airfare	2.1	2.4	-12.8
Ground transportation	6.3	6.1	2.1
Rental vehicles	3.5	3.6	-2.6
Gasoline, parking, etc.	0.4	0.4	-2.4
Total Shopping	77.8	79.0	-1.5
Fashion and clothing	20.5	21.5	-4.3
Jewelry and watches	7.5	7.8	-3.7
Cosmetics, perfume	4.5	4.4	2.2
Leather goods	24.8	25.9	-3.9
Hawai'i food products	13.3	12.2	8.8
Souvenirs	7.0	7.2	-2.0
Lodging	99.7	101.6	-1.9
All other expenses 1/	14.0	14.2	-1.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding errors.

**Table 74: Canada MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	158.9	164.1	-3.1
Total Food and beverage	32.8	32.7	0.3
Restaurant food	19.4	18.9	2.6
Dinner shows and cruises	2.8	3.0	-7.1
Groceries and snacks	10.7	10.8	-1.7
Entertainment & Recreation	12.4	13.3	-6.5
Total Transportation	16.0	17.9	-10.3
Interisland airfare	1.2	1.2	-2.6
Ground transportation	0.9	0.9	-5.9
Rental vehicles	12.3	14.3	-13.5
Gasoline, parking, etc.	1.6	1.5	12.3
Total Shopping	16.5	16.6	-0.9
Fashion and clothing	8.4	8.8	-5.1
Jewelry and watches	2.3	2.3	-0.3
Cosmetics, perfume	0.3	0.4	-13.4
Leather goods	0.6	0.5	32.8
Hawai'i food products	1.9	1.6	17.5
Souvenirs	2.9	3.0	-2.5
Lodging	75.1	77.7	-3.4
All other expenses 1/	6.1	5.8	4.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding errors.

**Table 75: Europe MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	181.9	176.9	2.8
Total Food and beverage	37.7	33.4	12.8
Restaurant food	26.6	23.7	12.5
Dinner shows and cruises	3.8	2.1	75.3
Groceries and snacks	7.3	7.6	-3.8
Entertainment & Recreation	19.7	13.0	51.2
Total Transportation	22.8	23.3	-2.0
Interisland airfare	5.9	6.6	-10.7
Ground transportation	2.2	1.8	21.8
Rental vehicles	13.2	13.4	-1.8
Gasoline, parking, etc.	1.5	1.5	4.9
Total Shopping	16.1	18.6	-13.4
Fashion and clothing	8.3	8.9	-6.3
Jewelry and watches	1.4	3.2	-58.3
Cosmetics, perfume	0.7	0.5	35.4
Leather goods	0.8	1.3	-34.4
Hawai'i food products	1.5	1.7	-11.5
Souvenirs	3.4	3.0	13.0
Lodging	80.1	82.9	-3.3
All other expenses 1/	5.3	5.6	-4.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding errors.

**Table 76: Oceania MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	259.4	259.5	0.0
Total Food and beverage	48.7	49.2	-1.1
Restaurant food	36.0	36.7	-2.0
Dinner shows and cruises	3.8	4.3	-11.8
Groceries and snacks	8.9	8.2	9.0
Entertainment & Recreation	22.7	23.4	-2.9
Total Transportation	15.7	14.4	8.7
Interisland airfare	3.9	3.6	8.9
Ground transportation	4.0	3.6	11.4
Rental vehicles	7.0	6.6	6.7
Gasoline, parking, etc.	0.8	0.7	13.1
Total Shopping	62.6	60.9	2.8
Fashion and clothing	39.1	37.9	3.4
Jewelry and watches	5.8	6.3	-8.0
Cosmetics, perfume	6.2	5.5	12.2
Leather goods	5.4	4.6	18.7
Hawai'i food products	1.8	1.6	16.3
Souvenirs	4.2	5.1	-16.8
Lodging	97.6	97.0	0.6
All other expenses 1/	12.2	14.6	-16.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 77: Other Asia MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	320.6	312.5	2.6
Total Food and beverage	56.2	56.6	-0.6
Restaurant food	43.2	43.8	-1.3
Dinner shows and cruises	6.1	6.2	-0.4
Groceries and snacks	6.9	6.6	3.8
Entertainment & Recreation	27.1	27.1	-0.2
Total Transportation	25.6	24.2	6.0
Interisland airfare	9.7	8.9	9.0
Ground transportation	3.6	4.1	-12.3
Rental vehicles	10.7	9.6	11.9
Gasoline, parking, etc.	1.5	1.5	0.5
Total Shopping	116.9	115.3	1.4
Fashion and clothing	41.4	37.9	9.2
Jewelry and watches	18.5	19.4	-4.9
Cosmetics, perfume	12.1	12.5	-3.3
Leather goods	32.4	32.1	0.8
Hawai'i food products	8.3	9.1	-8.7
Souvenirs	4.2	4.2	0.2
Lodging	86.4	80.5	7.4
All other expenses 1/	8.5	8.9	-4.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 78: Latin America MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	270.1	222.2	21.6
Total Food and beverage	37.7	42.1	-10.4
Restaurant food	25.7	26.6	-3.2
Dinner shows and cruises	4.5	6.4	-28.8
Groceries and snacks	7.5	9.1	-18.3
Entertainment & Recreation	19.7	26.9	-26.8
Total Transportation	28.6	26.5	7.9
Interisland airfare	8.0	5.8	38.3
Ground transportation	1.1	2.5	-57.0
Rental vehicles	18.0	16.7	7.5
Gasoline, parking, etc.	1.5	1.5	1.6
Total Shopping	58.7	33.0	77.9
Fashion and clothing	25.9	15.4	68.2
Jewelry and watches	15.4	3.6	331.8
Cosmetics, perfume	3.4	2.4	43.7
Leather goods	1.0	2.7	-62.6
Hawai'i food products	4.6	3.4	33.1
Souvenirs	8.3	5.5	52.1
Lodging	114.9	84.4	36.2
All other expenses 1/	10.6	9.4	13.4

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 79: Other MMA Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	209.4	214.2	-2.3
Total Food and beverage	38.1	42.9	-11.2
Restaurant food	25.7	27.0	-4.9
Dinner shows and cruises	3.5	5.2	-32.6
Groceries and snacks	8.9	10.7	-16.8
Entertainment & Recreation	16.3	16.5	-1.3
Total Transportation	22.2	21.8	1.6
Interisland airfare	5.5	5.6	-3.1
Ground transportation	2.4	2.9	-17.3
Rental vehicles	12.6	10.8	17.0
Gasoline, parking, etc.	1.7	2.5	-31.8
Total Shopping	40.5	53.8	-24.6
Fashion and clothing	19.5	19.4	0.9
Jewelry and watches	3.5	4.0	-13.7
Cosmetics, perfume	2.5	2.4	4.0
Leather goods	4.1	13.9	-70.5
Hawai'i food products	4.4	7.4	-41.0
Souvenirs	6.6	6.7	-1.8
Lodging	79.7	69.1	15.4
All other expenses 1/	12.7	10.2	23.7

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 80: China Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	398.9	394.0	1.2
Total Food and beverage	54.0	53.1	1.7
Restaurant food	39.6	39.2	1.1
Dinner shows and cruises	6.4	7.0	-8.5
Groceries and snacks	8.0	6.9	15.1
Entertainment & Recreation	29.5	29.7	-0.9
Total Transportation	29.6	25.4	16.6
Interisland airfare	10.9	8.3	30.9
Ground transportation	5.3	5.8	-9.3
Rental vehicles	11.9	9.8	21.2
Gasoline, parking, etc.	1.6	1.5	6.6
Total Shopping	182.9	191.0	-4.2
Fashion and clothing	63.3	58.8	7.7
Jewelry and watches	37.9	42.4	-10.8
Cosmetics, perfume	21.4	26.0	-17.5
Leather goods	46.2	46.9	-1.5
Hawai'i food products	9.7	11.9	-18.3
Souvenirs	4.4	5.0	-12.7
Lodging	87.5	77.0	13.6
All other expenses 1/	15.4	17.7	-13.2

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 81: Korea Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	271.4	268.2	1.2
Total Food and beverage	59.9	60.0	-0.2
Restaurant food	47.6	48.0	-0.7
Dinner shows and cruises	6.2	5.7	8.3
Groceries and snacks	6.1	6.3	-3.5
Entertainment & Recreation	26.4	26.2	0.7
Total Transportation	22.7	23.3	-2.6
Interisland airfare	9.2	9.4	-1.5
Ground transportation	2.4	3.0	-21.1
Rental vehicles	9.6	9.4	1.8
Gasoline, parking, etc.	1.5	1.5	0.1
Total Shopping	71.0	71.0	0.0
Fashion and clothing	25.3	25.4	-0.2
Jewelry and watches	4.9	6.1	-18.3
Cosmetics, perfume	5.8	4.7	24.2
Leather goods	23.7	24.3	-2.3
Hawai'i food products	7.0	7.0	-0.2
Souvenirs	4.1	3.6	16.5
Lodging	88.5	84.8	4.4
All other expenses 1/	2.9	2.9	-0.1

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 82: Taiwan Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	203.7	237.9	-14.4
Total Food and beverage	36.7	46.8	-21.5
Restaurant food	29.8	34.8	-14.3
Dinner shows and cruises	3.6	5.3	-32.6
Groceries and snacks	3.4	6.7	-50.1
Entertainment & Recreation	15.9	20.4	-22.3
Total Transportation	20.8	25.3	-18.0
Interisland airfare	6.6	10.7	-37.8
Ground transportation	3.7	4.1	-11.6
Rental vehicles	9.2	8.3	10.3
Gasoline, parking, etc.	1.3	2.2	-41.2
Total Shopping	65.4	74.1	-11.8
Fashion and clothing	30.9	28.3	9.0
Jewelry and watches	4.8	3.8	26.7
Cosmetics, perfume	2.5	3.6	-31.5
Leather goods	15.5	21.1	-26.5
Hawai'i food products	9.0	10.9	-17.2
Souvenirs	2.7	6.4	-57.6
Lodging	60.9	65.3	-6.6
All other expenses 1/	4.0	6.0	-32.6

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 83: Australia Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	272.6	267.0	2.1
Total Food and beverage	53.8	53.1	1.3
Restaurant food	41.2	39.8	3.3
Dinner shows and cruises	4.6	5.3	-12.1
Groceries and snacks	8.0	8.0	-0.2
Entertainment & Recreation	23.7	23.9	-0.7
Total Transportation	15.2	14.1	7.3
Interisland airfare	4.1	3.8	7.4
Ground transportation	3.7	3.6	3.6
Rental vehicles	6.8	6.1	10.2
Gasoline, parking, etc.	0.6	0.6	0.6
Total Shopping	70.9	68.8	3.1
Fashion and clothing	43.4	42.2	2.8
Jewelry and watches	7.6	7.8	-3.1
Cosmetics, perfume	6.9	6.8	1.4
Leather goods	6.6	5.3	23.7
Hawai'i food products	1.3	1.3	3.9
Souvenirs	5.2	5.4	-3.4
Lodging	95.8	92.7	3.4
All other expenses 1/	13.2	14.4	-8.1

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 84: New Zealand Air Visitor Personal Daily Spending
by Category in Dollars
2014 vs. 2013**

Expenditure Type	2014	2013	% change
GRAND TOTAL	222.2	208.4	6.6
Total Food and beverage	45.1	41.4	9.0
Restaurant food	31.7	29.2	8.7
Dinner shows and cruises	4.1	3.9	5.7
Groceries and snacks	9.2	8.3	11.4
Entertainment & Recreation	18.7	16.6	12.8
Total Transportation	15.0	14.7	1.6
Interisland airfare	4.0	4.4	-9.0
Ground transportation	3.5	3.3	6.2
Rental vehicles	6.5	6.4	2.4
Gasoline, parking, etc.	0.9	0.7	43.2
Total Shopping	55.6	50.8	9.4
Fashion and clothing	39.2	32.6	20.4
Jewelry and watches	4.6	6.0	-23.4
Cosmetics, perfume	4.0	3.8	6.3
Leather goods	2.5	3.5	-28.2
Hawai'i food products	1.9	1.6	20.9
Souvenirs	3.3	3.3	-1.2
Lodging	81.7	77.8	5.0
All other expenses 1/	6.1	7.0	-13.4

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

**Table 85: Air Visitor Personal Daily Spending
by Category and Island in Dollars
2014**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	209.6	203.9	120.9	318.9	163.7	170.5
Total Food and beverage	40.6	41.6	22.7	73.9	34.1	33.6
Restaurant food	28.7	26.8	10.6	65.8	21.0	22.2
Dinner shows and cruises	3.9	4.7	0.1	2.4	3.4	2.2
Groceries and snacks	7.9	10.1	11.9	5.7	9.7	9.2
Entertainment & Recreation	16.7	17.8	11.4	26.0	18.9	17.9
Total Transportation	14.7	20.1	25.9	17.6	19.5	24.8
Interisland airfare	2.2	2.8	10.4	10.5	2.5	6.5
Ground transportation	2.0	0.7	1.6	1.9	0.3	0.6
Rental vehicles	9.3	15.0	11.9	4.2	15.4	15.7
Gasoline, parking, etc.	1.2	1.6	2.0	1.0	1.2	2.0
Total Shopping	37.4	19.1	6.8	16.1	13.5	15.2
Fashion and clothing	14.5	8.0	1.7	9.3	5.4	5.3
Jewelry and watches	4.6	3.8	0.5	2.0	2.5	2.5
Cosmetics, perfume	1.8	0.6	0.1	0.7	0.3	0.2
Leather goods	5.3	0.7	0.3	0.2	0.1	0.4
Hawai'i food products	3.2	2.1	1.8	1.7	1.8	3.2
Souvenirs	8.0	4.0	2.4	2.2	3.4	3.6
Lodging	92.8	98.3	51.4	175.4	72.4	72.9
All other expenses 1/	7.4	7.1	2.7	10.0	5.4	6.0

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 86: Air Visitor Personal Daily Spending Growth
by Category and Island
% change 2014 vs. 2013**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	-0.2%	7.1%	6.2%	3.9%	0.3%	-0.2%
Total Food and beverage	1.6%	10.2%	6.9%	5.8%	0.7%	-2.0%
Restaurant food	-0.7%	10.9%	8.5%	0.9%	1.1%	-2.7%
Dinner shows and cruises	3.8%	32.0%	NA	541.4%	-1.9%	-2.0%
Groceries and snacks	9.9%	0.8%	4.2%	33.5%	0.6%	-0.3%
Entertainment & Recreation	1.8%	22.5%	8.0%	29.0%	1.7%	-5.9%
Total Transportation	-0.4%	-3.1%	20.4%	8.9%	-4.0%	2.0%
Interisland airfare	-17.4%	21.1%	-26.7%	9.5%	-5.9%	20.8%
Ground transportation	1.0%	-8.8%	-6.1%	-5.8%	-20.0%	8.1%
Rental vehicles	4.4%	-7.6%	132.8%	8.1%	-2.9%	-2.0%
Gasoline, parking, etc.	-0.6%	12.7%	286.1%	49.5%	-8.6%	-15.6%
Total Shopping	2.6%	12.8%	15.2%	46.5%	-6.5%	-5.6%
Fashion and clothing	-1.2%	7.0%	93.0%	45.5%	5.5%	-4.1%
Jewelry and watches	-1.3%	7.6%	95.0%	73.3%	-26.6%	-3.9%
Cosmetics, perfume	1.9%	141.9%	NA	258.6%	66.2%	-22.8%
Leather goods	3.5%	96.3%	NA	-46.4%	4.6%	-22.6%
Hawai'i food products	11.3%	21.5%	-29.5%	275.7%	-4.3%	-1.6%
Souvenirs	8.4%	9.3%	8.0%	-8.0%	-9.7%	-9.0%
Lodging	-2.2%	5.0%	-1.8%	-3.1%	2.8%	3.2%
All other expenses 1/	-1.5%	2.3%	19.2%	11.2%	-4.9%	-5.9%

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.

Note: Sums may not add up to total due to rounding.

**Table 87: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics
(in Dollars, 2014 vs. 2013)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2014	2013	2014	2013	2014	2013
ALL VISITORS	160.7	156.5	206.7	198.9	273.4	275.7
Group tour status:						
Organized group tour	212.2	205.1	260.5	271.0	286.5	284.7
Individually arranged	159.1	155.0	197.5	188.8	270.2	273.4
Arrived on package tour:						
Yes	190.6	192.1	246.2	244.7	300.1	307.8
No	151.9	146.8	185.0	174.1	198.9	193.8
Accommodations:						
Hotel	210.4	207.7	254.6	246.0	295.4	301.0
Condo	157.1	153.2	184.4	174.0	181.1	181.4
Guests of friends and relatives	72.7	76.6	78.1	75.2	93.0	93.5
Timeshare	122.4	155.4	149.6	150.7	136.5	138.5
Previous visits:						
First trip	172.6	170.1	220.3	210.0	301.7	308.6
Repeat visitors	159.5	153.8	187.0	182.0	255.9	257.3
Purpose of trip:						
Pleasure	162.8	158.0	199.5	194.0	248.0	253.7
Business, meetings, Conventions, incentive	204.5	216.8	222.6	246.3	273.9	276.5
Honeymoon	221.4	241.5	309.4	276.4	368.9	381.8

**Table 88: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending
2014**

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON		TOTAL SUPPLEMENTAL BUSINESS SPENDING \$	TOTAL SPENDING \$
					PER DAY PERSONAL SPENDING \$	TOTAL PERSONAL SPENDING \$		
Convention/Conference	234,761							\$560,642,724
Party Size	1.84							
Delegates	127,671	4.0	4.4	8.4	\$225.6	\$241,861,721	\$114,791,579	\$356,653,300
Companions	107,090	4.0	4.4	8.4		\$203,989,424		\$203,989,424
Corporate Meeting	83,681							\$164,682,314
Party Size	1.73							
Delegates	48,239	3.0	4.9	7.9	\$239.5	\$91,019,133	\$7,354,319	\$98,373,452
Companions	35,443	3.0	4.9	7.9		\$66,308,861		\$66,308,861
Incentive	138,574							\$243,544,603
Party Size	2.38							
Delegates	58,114		6.6	6.6	\$276.7	\$105,725,632		\$105,725,632
Companions	80,459		6.6	6.6		\$137,818,970		\$137,818,970
MCI TOTAL							\$122,145,898	\$968,869,641

**Table 89: Cruise Ship Visitors
2014**

2014	SHIP ARRIVALS FROM OUT-OF STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	13	19,321	9,670	18	28,991	6.81	197,502
FEBRUARY	8	15,773	8,819	12	24,592	7.07	173,825
MARCH	5	10,592	10,887	10	21,479	7.98	171,338
APRIL	11	23,072	8,892	16	31,964	6.99	223,454
MAY	4	7,013	10,903	9	17,916	8.66	155,106
JUNE	2	1,397	9,949	6	11,346	9.77	110,851
JULY	1	857	9,742	5	10,599	9.80	103,820
AUGUST	0	0	11,475	5	11,475	10.49	120,361
SEPTEMBER	8	13,117	9,621	13	22,738	8.44	191,827
OCTOBER	6	11,938	8,819	10	20,757	7.49	155,445
NOVEMBER	6	8,600	10,806	11	19,406	8.63	167,493
DECEMBER	6	12,763	9,364	10	22,127	8.15	180,401
TOTAL	70	124,443	118,947	125	243,390	7.54	1,951,424

^{1/} Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority and Hawai'i State Department of Transportation, Harbors Division.

**Table 90: Cruise Ship Visitor Growth
% change 2014 vs. 2013**

2014 VS. 2013	SHIP ARRIVALS FROM OUT OF STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	44.4%	5.9%	2.9%	28.6%	4.9%	-9.3%	-4.9%
FEBRUARY	-42.9%	-37.9%	0.2%	-33.3%	-28.1%	13.3%	-18.6%
MARCH	-54.5%	-52.7%	49.7%	-33.3%	-27.6%	26.8%	-8.3%
APRIL	-15.4%	-22.3%	1.1%	-5.9%	-17.0%	3.3%	-14.3%
MAY	100.0%	71.6%	-15.8%	12.5%	5.1%	-2.2%	2.9%
JUNE	na	na	-17.0%	20.0%	-5.3%	-5.6%	-10.6%
JULY	0.0%	78.9%	1.4%	0.0%	5.0%	-8.6%	-4.0%
AUGUST	-100.0%	-100.0%	2.8%	-16.7%	-12.1%	6.2%	-6.6%
SEPTEMBER	33.3%	10.8%	8.2%	30.0%	9.7%	-1.4%	8.1%
OCTOBER	-50.0%	-51.7%	3.4%	-37.5%	-37.6%	10.5%	-31.1%
NOVEMBER	-14.3%	-42.9%	9.6%	-8.3%	-22.1%	15.4%	-10.1%
DECEMBER	-25.0%	-25.7%	2.1%	-16.7%	-16.0%	9.0%	-8.4%
TOTAL	16.7%	27.2%	2.2%	9.4%	15.3%	0.0%	9.9%

^{1/} Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Note: Sums may not add up to total due to rounding.

Source: Hawai'i Tourism Authority and Hawai'i State Department of Transportation, Harbors Division.

**Table 91: Total Cruise Ship Passengers by MMA
2014**

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawaii Residents	Total Passengers
Total Passengers	243,390	64,991	88,687	32,978	22,851	12,564	21,319	4,425	247,815
Island Visitation (Number of Passengers)									
O'ahu	240,268	63,952	88,169	32,705	22,518	11,894	21,030	4,386	244,654
Kauai'	216,582	59,497	83,969	28,704	16,601	8,771	19,040	4,162	220,744
Maui County	228,992	62,528	86,832	32,208	17,353	9,731	20,340	4,241	233,233
Maui	228,992	62,528	86,832	32,208	17,353	9,731	20,340	4,241	233,233
Molokai'	2,847	1,292	667	313	201	50	324	70	2,917
Lānai	4,593	2,106	896	316	493	217	565	72	4,665
Hawaii'i Island	226,140	61,513	85,786	31,000	17,680	10,015	20,146	4,216	230,356
Purpose of Trip (Number of Passengers)									
Honeymoon	5,853	1,299	1,941	747	520	437	909	75	5,928
Get Married	1,306	265	517	128	130	88	178	0	1,306
Attend Wedding	1,766	298	619	266	353	92	138	0	1,766
Convention / Conference	1,698	258	732	251	219	55	183	10	1,708
Business	2,253	726	935	175	164	43	210	86	2,339
Visit Friends or Relatives	21,404	9,271	7,298	1,891	611	273	2,060	924	22,328
Play Golf	5,239	1,052	2,092	684	686	116	609	126	5,365
Leisure	208,113	52,878	75,743	29,415	20,758	11,716	17,603	3,332	211,445
Type of Accommodation Before or After Cruise (Number of Passengers)									
Hotel	127,292	22,911	58,770	16,846	14,356	3,637	10,772	812	128,104
Hotel only	110,528	16,965	53,427	14,447	13,245	3,193	9,251	638	111,166
Condo	12,409	4,488	2,801	2,820	806	280	1,214	319	12,728
Condo only	3,771	1,036	985	1,044	235	43	428	187	3,958
Timeshare	9,748	3,563	3,533	1,087	572	139	854	103	9,851
Timeshare Only	3,563	1,073	1,424	542	210	6	308	61	3,624
Cruise only	98,900	36,083	24,458	13,434	7,478	8,599	8,848	2,277	101,177
Bed & Breakfast	1,936	547	554	138	276	156	265	16	1,952
Bed & Breakfast only	297	82	144	18	26	27	0	0	297
Friends & relatives	5,874	2,553	1,930	429	229	162	571	185	6,059
Other accommodation	10,484	3,811	3,182	1,232	663	517	1,079	1,056	11,540
Average Length of Stay (days)									
Total Length of Stay in Hawaii'i	8.02	7.25	8.69	8.04	9.18	5.32	NA	6.20	7.99
LOS in Hawaii'i Before Cruise	1.15	0.66	1.57	1.09	1.54	0.40	NA	0.00	1.13
LOS in Hawaii'i During Cruise	5.47	4.94	6.14	5.41	5.15	4.06	NA	6.20	5.48
LOS in Hawaii'i After Cruise	1.40	1.64	0.98	1.54	2.49	0.86	NA	0.00	1.37
Type of Visitors									
First Timers	99,448	10,341	44,728	14,435	11,780	9,588	NA	NA	NA
Repeat Visitors	143,942	54,650	43,959	18,543	11,071	2,976	NA	NA	NA
Total Expenditures (\$mil)	391.2	62.8	198.6	48.6	0.00	0.00	NA	NA	NA
PPP (All visitors, \$)	200.5	133.3	257.6	183.4	0.00	0.00	NA	NA	NA
PPPD (On domestic ships, \$)	271.6	250.3	298.5	269.1	0.00	0.00	NA	NA	NA
PPPD (On foreign ships, \$)	64.1	50.9	71.0	73.7	0.00	0.00	NA	NA	NA

NA = Not Applicable

Table 92: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars
2014

Expenditure Type	State	%Change	O'ahu	%Change	Maui	%Change	Kaua'i	%Change	Hawai'i Island	%Change
Total per person per day spending	200.5	1.0	107.7	1.0	63.2	-4.6	60.5	5.2	70.2	4.0
Lodging	15.1	28.8	30.4	19.5	7.8	37.4	7.0	35.2	7.4	54.0
Food & beverages	11.4	5.0	20.2	8.2	7.8	-10.1	5.5	5.5	7.3	9.7
Restaurant	8.3	7.9	15.4	11.5	5.6	-9.0	3.6	3.6	4.9	12.8
Dinner shows	1.3	-0.4	2.3	1.1	0.9	-25.2	0.9	13.3	0.6	9.7
Groceries/snacks	1.8	-3.3	2.5	-3.3	1.3	-1.8	1.0	6.2	1.8	2.1
Entertainment and Recreation	3.6	-3.1	5.7	0.6	2.6	-11.7	2.5	-4.1	2.8	-1.7
Shore Tour	20.2	-3.7	14.5	-10.4	18.8	-3.9	25.2	3.9	25.2	3.1
Total Transportation	6.9	-3.7	9.6	-2.6	6.0	-6.8	5.2	1.4	5.3	-5.2
Inter-island airfare	1.3	-12.3	1.5	-10.3	1.2	-18.8	1.1	-7.1	1.2	-12.9
Ground transportation	2.0	-3.2	3.6	-5.1	1.0	-16.9	0.9	14.3	1.4	4.3
Rental car/moped	3.1	-0.2	3.8	2.7	3.3	0.4	2.7	1.9	2.3	-4.7
Other transportation	0.5	-2.2	0.7	1.8	0.5	5.1	0.4	-2.1	0.4	-13.5
Total Shopping	17.2	-12.1	21.0	-14.2	15.9	-14.2	11.4	-2.5	17.5	-6.2
Fashion & clothing	6.1	-11.4	8.5	-11.8	5.6	-16.2	3.9	-3.4	5.0	-4.9
Jewelry/watch	3.4	-16.4	3.8	-23.0	4.0	-12.9	2.3	1.5	2.9	-14.8
Cosmetics/perfumes	0.6	22.3	1.1	25.3	0.5	69.4	0.2	4.2	0.2	-20.5
leather goods	0.4	-4.6	0.6	-8.9	0.4	13.7	0.2	-9.2	0.2	-7.9
Hawai'i food products	2.2	-9.4	2.0	-12.8	1.4	-15.6	1.2	-9.3	4.2	3.0
Souvenirs	4.5	-14.6	5.0	-17.3	4.1	-19.2	3.5	-1.3	4.9	-8.2
All other spending outside ship	5.0	0.7	6.3	-1.0	4.3	-1.9	3.7	8.2	4.7	4.5
Unallocated and on ship spending 1/	121.1	1.3								

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 93: Total Air Seats Operated To Hawai'i
2014 vs. 2013**

	STATEWIDE			HONOLULU			KAHALUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
TOTAL SEATS	11,262,943	10,896,815	3.4	7,900,326	7,789,317	1.4	1,975,832	1,843,928	7.2	686,553	614,714	11.7	46,056	48,588	-5.2	654,176	600,268	9.0
Scheduled Seats	11,170,732	10,768,719	3.7	7,808,115	7,661,221	1.9	1,975,832	1,843,928	7.2	686,553	614,714	11.7	46,056	48,588	-5.2	654,176	600,268	9.0
Charter seats	92,211	128,096	-28.0	92,211	128,096	-28.0												

Source: Scheduled seats from Dilo M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

**Table 94: Domestic Air Seats Operated To Hawai'i
2014 vs. 2013**

	STATEWIDE			HONOLULU			KAHALUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
DOMESTIC SEATS	7,593,436	7,263,563	4.5	4,477,053	4,372,884	2.4	1,797,676	1,671,934	7.5	650,143	588,403	10.5	46,056	48,588	-5.2	622,508	581,754	7.0
Scheduled Seats	7,536,304	7,206,155	4.6	4,419,921	4,315,476	2.4	1,797,676	1,671,934	7.5	650,143	588,403	10.5	46,056	48,588	-5.2	622,508	581,754	7.0
Charter seats	57,132	57,408	-0.5	57,132	57,408	-0.5												
US West	6,681,786	6,373,358	4.8	3,682,655	3,562,135	3.4	1,680,424	1,592,478	5.5	650,143	588,403	10.5	46,056	48,588	-5.2	622,508	581,754	7.0
...Anchorage	60,546	66,568	-9.0	45,228	52,595	-14.0	10,512	10,519	-0.1	4,806	3,454	39.1						
...Bellingham	60,522	109,570	-44.8	40,725	73,526	-44.6	19,797	36,044	-45.1				2,002			2,002		NA
...Boise	31,373	6,482	38.4	24,639	6,482	28.0	2,366	0	NA	2,366	0	NA	8,736			8,736		9,392
...Denver	117,931	134,424	-1.2	64,488	86,600	-2.6	35,607	29,040	2.3	9,100	9,392	-0.3						
...Eugene	2,280	7,359	-69.0	2,280	7,359	-69.0												
...Fresno	4,560	9,366	-51.3	4,560	9,366	-51.3												
...Las Vegas	296,747	279,851	6.0	296,747	279,851	6.0												
...Los Angeles	2,456,779	2,242,547	9.6	1,306,843	1,171,737	11.5	583,813	528,679	10.4	249,496	230,497	8.2	46,056	47,048	-2.1	270,571	264,586	2.3
...Oakland	366,472	346,050	5.9	136,802	119,662	14.3	150,298	150,400	-0.1	45,799	40,663	12.6				33,573	35,325	-5.0
...Phoenix	485,599	471,590	3.0	255,129	250,473	1.9	107,540	100,103	7.4	58,520	59,667	-1.9				64,410	61,347	5.0
...Phoenix Mesa	4,560	16,279	-72.0	4,560	16,279	-72.0												
...Portland	308,441	285,106	8.2	168,365	161,032	4.6	96,959	92,203	5.2	26,736	17,898	49.4				16,381	13,973	17.2
...Sacramento	153,292	151,452	1.2	94,535	94,147	0.4	58,757	57,305	2.5									
...Salt Lake City	92,916	89,763	3.5	92,916	89,763	3.5												
...San Diego	289,449	253,346	6.4	163,491	161,187	1.4	71,170	69,394	2.6							34,788	22,765	52.8
...San Francisco	933,968	905,675	3.1	545,474	534,919	2.0	180,200	178,398	1.0	134,584	123,840	8.7	0	1,540	-100.0	73,710	66,978	10.1
...San Jose	313,038	316,660	-1.1	103,857	91,886	13.0	150,046	149,100	0.6	25,590	35,168	-27.2				33,545	40,506	-17.2
...Santa Maria	-	7,582	-100.0	-	7,582	-100.0												
...Seattle	715,343	659,847	8.4	324,046	333,848	-2.9	213,359	191,293	11.5	93,146	67,824	37.3				84,792	66,882	26.8
...Spokane	3,410	6,482	-47.4	3,410	6,482	-47.4												
...Stockton	4,560	7,359	-38.0	4,560	7,359	-38.0												
US East	854,518	832,797	2.6	737,266	753,341	-2.1	117,252	79,456	47.6									
...Atlanta	107,380	108,996	-1.5	107,380	108,996	-1.5												
...Chicago	140,704	141,156	-0.3	125,912	138,436	-9.0	14,792	2,720	443.8									
...Dallas	261,382	235,876	10.8	158,922	159,140	-0.1	102,460	76,736	33.5									
...Houston	118,930	98,394	20.9	118,930	98,394	20.9												
...New York JFK	95,684	100,548	-4.8	95,684	100,548	-4.8												
...Newark	88,330	87,784	0.6	88,330	87,784	0.6												
...Washington D.C.	42,108	60,043	-29.9	42,108	60,043	-29.9												

NA = Not Applicable

Source: Scheduled seats from Dilo M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 95: International Air Seats To Hawai'i
2014 vs. 2013

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
INTERNATIONAL SEATS	3,669,507	3,633,252	1.0	3,423,273	3,416,433	0.2	178,166	171,994	3.6	36,410	26,311	38.4	0	0	NA	31,668	18,514	71.0
Scheduled Seats	3,634,428	3,562,564	2.0	3,388,194	3,345,745	1.3	178,166	171,994	3.6	36,410	26,311	38.4	0	0	NA	31,668	18,514	71.0
Charter seats	35,079	70,688	-50.4	35,079	70,688	-50.4												
Japan	2,015,905	2,029,288	-0.7	2,015,905	2,029,288	-0.7												
...Fukuoka	124,580	175,775	-29.1	124,580	175,775	-29.1												
...Nagoya	218,356	192,787	13.3	218,356	192,787	13.3												
...Osaka	367,817	348,878	5.4	367,817	348,878	5.4												
...Sapporo	40,663	40,460	0.5	40,663	40,460	0.5												
...Tokyo-HND	330,655	328,008	0.8	330,655	328,008	0.8												
...Tokyo-NRT	933,834	943,380	-1.0	933,834	943,380	-1.0												
Canada	399,960	367,825	8.7	153,726	151,006	1.8	178,166	171,994	3.6	36,410	26,311	38.4				31,668	18,514	71.0
...Calgary	44,260	41,963	5.5	8,073	8,081	-0.1	36,187	33,882	6.8									
...Edmonton	12,213	11,592	5.4				12,213	11,592	5.4									
...Toronto	1,960	0	NA	1,960	0	NA												
...Vancouver	338,263	311,142	8.7	140,429	139,797	0.5	129,756	126,520	2.6	36,410	26,311	38.4				31,668	18,514	71.0
...Victoria	3,264	3,128	4.3	3,264	3,128	4.3												
Other Asia	517,432	463,490	11.6	517,432	463,490	11.6												
...Beijing	70,123	0	NA	70,123	0	NA												
...Seoul	334,360	379,810	-12.0	334,360	379,810	-12.0												
...Shanghai	68,366	42,903	59.4	68,366	42,903	59.4												
...Taipei	44,583	40,777	9.3	44,583	40,777	9.3												
Oceania	432,280	416,863	3.7	432,280	416,863	3.7												
...Auckland	90,394	77,620	16.5	90,394	77,620	16.5												
...Brisbane	53,410	47,727	11.9	53,410	47,727	11.9												
...Melbourne	43,026	35,451	21.4	43,026	35,451	21.4												
...Sydney	245,450	256,065	-4.1	245,450	256,065	-4.1												
Other	268,851	285,098	-5.7	268,851	285,098	-5.7												
...Apia	9,840	8,612	14.3	9,840	8,612	14.3												
...Christmas	6,676	6,180	8.0	6,676	6,180	8.0												
...Guam	126,232	117,140	7.8	126,232	117,140	7.8												
...Majuro	24,335	24,602	-1.1	24,335	24,602	-1.1												
...Manila	49,896	75,606	-34.0	49,896	75,606	-34.0												
...Nadi	7,282	8,816	-17.4	7,282	8,816	-17.4												
...Pago Pago	29,008	30,341	-4.4	29,008	30,341	-4.4												
...Papeete	15,582	13,801	12.9	15,582	13,801	12.9												

NA = Not Applicable

Source: Scheduled seats from Dilo MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

**Table 96: State Hotel Occupancy and Room Rate
2014 vs. 2013**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2014	2013	Absolute Change	2014	2013	%	2014	2013	%
JANUARY	79.5%	81.0%	-1.5%	252.84	233.84	8.1%	201.01	189.41	6.1%
FEBRUARY	84.8%	85.7%	-0.9%	251.13	235.96	6.4%	212.96	202.22	5.3%
MARCH	78.4%	79.5%	-1.1%	243.70	237.15	2.8%	191.06	188.53	1.3%
APRIL	73.1%	74.7%	-1.6%	234.54	221.51	5.9%	171.45	165.47	3.6%
MAY	72.7%	72.1%	0.6%	218.64	210.41	3.9%	158.95	151.71	4.8%
JUNE	76.3%	75.8%	0.5%	235.82	228.38	3.3%	179.93	173.11	3.9%
JULY	81.4%	79.1%	2.3%	254.45	245.17	3.8%	207.12	193.93	6.8%
AUGUST	78.6%	80.6%	-2.0%	251.19	243.33	3.2%	197.44	196.12	0.7%
SEPTEMBER	76.2%	73.7%	2.5%	219.96	209.97	4.8%	167.61	154.75	8.3%
OCTOBER	77.1%	72.9%	4.2%	224.96	211.54	6.3%	173.44	154.21	12.5%
NOVEMBER	73.1%	71.3%	1.8%	226.51	211.32	7.2%	165.58	150.67	9.9%
DECEMBER	74.7%	72.6%	2.1%	288.02	265.56	8.5%	215.15	192.80	11.6%
TOTAL	77.0%	76.5%	0.5%	242.63	229.90	5.5%	186.83	175.87	6.2%

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 97: O'ahu Hotel Occupancy and Room Rate
2014 vs. 2013**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2014	2013	Absolute Change	2014	2013	%	2014	2013	%
JANUARY	84.3%	86.1%	-1.8%	228.24	210.16	8.6%	192.41	180.95	6.3%
FEBRUARY	89.6%	89.8%	-0.2%	222.22	210.11	5.8%	199.11	188.68	5.5%
MARCH	83.4%	83.3%	0.1%	211.98	205.84	3.0%	176.79	171.46	3.1%
APRIL	77.8%	81.0%	-3.2%	207.76	198.52	4.7%	161.64	160.80	0.5%
MAY	80.5%	80.6%	-0.1%	202.92	196.77	3.1%	163.35	158.60	3.0%
JUNE	86.5%	84.4%	2.1%	216.35	209.54	3.2%	187.14	176.85	5.8%
JULY	90.9%	87.5%	3.4%	236.53	221.80	6.6%	215.01	194.08	10.8%
AUGUST	88.3%	89.4%	-1.1%	236.51	224.21	5.5%	208.84	200.44	4.2%
SEPTEMBER	86.1%	84.1%	2.0%	214.25	203.69	5.2%	184.47	171.30	7.7%
OCTOBER	84.6%	80.7%	3.9%	215.50	201.70	6.8%	182.31	162.77	12.0%
NOVEMBER	80.1%	79.1%	1.0%	212.13	197.89	7.2%	169.92	156.53	8.6%
DECEMBER	81.5%	79.4%	2.1%	246.70	229.61	7.4%	201.06	182.31	10.3%
TOTAL	84.4%	83.8%	0.6%	221.18	209.27	5.7%	186.68	175.37	6.4%

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 98: Maui Hotel Occupancy and Room Rate
2014 vs. 2013**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2014	2013	Absolute Change	2014	2013	%	2014	2013	%
JANUARY	75.5%	78.6%	-3.1%	326.44	300.63	8.6%	246.46	236.30	4.3%
FEBRUARY	80.6%	82.3%	-1.7%	331.02	305.54	8.3%	266.80	251.46	6.1%
MARCH	76.8%	79.5%	-2.7%	324.34	315.70	2.7%	249.09	250.98	-0.8%
APRIL	71.7%	74.2%	-2.5%	297.54	277.56	7.2%	213.34	205.95	3.6%
MAY	67.3%	66.2%	1.1%	261.20	253.25	3.1%	175.79	167.65	4.9%
JUNE	67.9%	69.6%	-1.7%	295.40	288.80	2.3%	200.58	201.00	-0.2%
JULY	73.1%	73.6%	-0.5%	311.42	318.48	-2.2%	227.65	234.40	-2.9%
AUGUST	70.7%	73.3%	-2.6%	297.74	301.97	-1.4%	210.50	221.34	-4.9%
SEPTEMBER	69.1%	63.5%	5.6%	248.43	240.29	3.4%	171.67	152.58	12.5%
OCTOBER	70.1%	65.7%	4.4%	257.07	244.79	5.0%	180.21	160.83	12.0%
NOVEMBER	70.0%	66.4%	3.6%	269.67	253.38	6.4%	188.77	168.24	12.2%
DECEMBER	72.0%	68.6%	3.4%	395.03	359.60	9.9%	284.42	246.69	15.3%
TOTAL	72.0%	71.7%	0.3%	304.30	290.01	4.9%	219.10	207.94	5.4%

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 99: Kaua'i Hotel Occupancy and Room Rates
2014 vs. 2013**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2014	2013	Absolute Change	2014	2013	%	2014	2013	%
JANUARY	75.8%	69.0%	6.8%	242.59	222.86	8.9%	183.88	153.77	19.6%
FEBRUARY	79.6%	81.8%	-2.2%	237.87	228.91	3.9%	189.34	187.25	1.1%
MARCH	71.1%	71.3%	-0.2%	230.04	232.29	-1.0%	163.56	165.62	-1.2%
APRIL	68.9%	66.5%	2.4%	232.21	227.34	2.1%	159.99	151.18	5.8%
MAY	70.8%	67.0%	3.8%	222.28	218.18	1.9%	157.37	146.18	7.7%
JUNE	68.4%	67.0%	1.4%	236.72	230.75	2.6%	161.92	154.60	4.7%
JULY	73.6%	72.7%	0.9%	255.12	247.56	3.1%	187.77	179.98	4.3%
AUGUST	69.3%	74.1%	-4.8%	249.32	242.79	2.7%	172.78	179.91	-4.0%
SEPTEMBER	67.9%	68.6%	-0.7%	219.45	209.63	4.7%	149.01	143.81	3.6%
OCTOBER	71.1%	68.9%	2.2%	219.51	212.86	3.1%	156.07	146.66	6.4%
NOVEMBER	62.6%	63.0%	-0.4%	214.14	206.95	3.5%	134.05	130.38	2.8%
DECEMBER	63.9%	61.0%	2.9%	275.02	258.95	6.2%	175.74	157.96	11.3%
TOTAL	70.0%	68.9%	1.1%	236.69	228.40	3.6%	165.68	157.37	5.3%

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 100: Hawai'i Island Hotel Occupancy and Room Rates
2014 vs. 2013**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2014	2013	Absolute Change	2014	2013	% Change	2014	2013	% Change
JANUARY	70.2%	71.8%	-1.6%	238.44	227.02	5.0%	167.38	163.00	2.7%
FEBRUARY	76.5%	78.3%	-1.8%	245.19	232.09	5.6%	187.57	181.73	3.2%
MARCH	65.8%	69.6%	-3.8%	246.02	234.57	4.9%	161.88	163.26	-0.8%
APRIL	59.7%	55.9%	3.8%	241.74	221.98	8.9%	144.32	124.09	16.3%
MAY	53.2%	52.5%	0.7%	215.82	195.40	10.5%	114.82	102.59	11.9%
JUNE	56.3%	57.6%	-1.3%	227.95	211.74	7.7%	128.34	121.96	5.2%
JULY	63.6%	59.8%	3.8%	241.15	225.66	6.9%	153.37	134.94	13.7%
AUGUST	60.3%	62.8%	-2.5%	241.81	235.07	2.9%	145.81	147.62	-1.2%
SEPTEMBER	55.0%	53.3%	1.7%	193.67	187.08	3.5%	106.52	99.71	6.8%
OCTOBER	63.8%	57.2%	6.6%	216.64	199.58	8.5%	138.22	114.16	21.1%
NOVEMBER	57.4%	54.4%	3.0%	221.73	202.56	9.5%	127.27	110.19	15.5%
DECEMBER	59.6%	59.7%	-0.1%	292.53	271.01	7.9%	174.35	161.79	7.8%
TOTAL	61.5%	61.0%	0.5%	236.73	221.72	6.8%	145.59	135.25	7.6%

Source: Smith Travel Research, Hospitality Advisors, LLC

**Table 101: Visitor Plant Inventory – Existing Inventory by Island and Property
2014**

ISLAND	TYPE	2014	2013	CHANGE FROM
		PROPERTIES	PROPERTIES	2013
O'ahu	Apartment/Hotel	8	8	0
	Bed & Breakfast	29	32	-3
	Condominium Hotel	24	21	3
	Hostel	6	6	0
	Hotel	68	71	-3
	Individual Vacation Unit*	104	122	-18
	Other	3	2	1
	Timeshare	13	14	-1
	Total	255	276	-21
Hawai'i Island	Apartment/Hotel	1	0	1
	Bed & Breakfast	84	88	-4
	Condominium Hotel	12	14	-2
	Hostel	3	1	2
	Hotel	27	28	-1
	Individual Vacation Unit*	417	388	29
	Other	11	10	1
	Timeshare	13	14	-1
	Total	568	543	25
Kaua'i	Apartment/Hotel	0	1	-1
	Bed & Breakfast	21	23	-2
	Condominium Hotel	17	17	0
	Hostel	0	0	0
	Hotel	15	16	-1
	Individual Vacation Unit*	442	560	-118
	Other	3	3	0
	Timeshare	17	17	0
	Total	515	637	-122
Maui	Apartment/Hotel	2	2	0
	Bed & Breakfast	85	43	42
	Condominium Hotel	41	45	-4
	Hostel	3	2	1
	Hotel	32	26	6
	Individual Vacation Unit*	147	304	-157
	Other	4	2	2
	Timeshare	17	18	-1
	Total	331	442	-111
Moloka'i	Apartment/Hotel	1	1	0
	Bed & Breakfast	2	2	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Individual Vacation Unit*	22	24	-2
	Other	0	0	0
	Timeshare	0	0	0
	Total	27	29	-2
Lāna'i	Apartment/Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	3	3	0
	Individual Vacation Unit*	1	1	0
	Other	0	0	0
	Timeshare	0	0	0
	Total	4	4	0
Statewide	Apartment/Hotel	12	12	0
	Bed & Breakfast	221	188	33
	Condominium Hotel	96	99	-3
	Hostel	12	9	3
	Hotel	145	144	1
	Individual Vacation Unit*	1,133	1,399	-266
	Other	21	17	4
	Timeshare	60	63	-3
	STATE TOTAL	1,700	1,931	231

* Cabins, Individual Condo Units, Vacation House/Villa/Cottage were combined.

**Table 102: Visitor Plant Inventory – Existing Inventory by Island and Unit
2014**

ISLAND	TYPE	2014 UNITS	2013 UNITS	CHANGE FROM 2013
O'ahu	Apartment/Hotel	235	235	0
	Bed & Breakfast	53	52	1
	Condominium Hotel	4,010	3,924	86
	Hostel	231	217	14
	Hotel	26,665	26,980	-315
	Individual Vacation Unit*	810	555	255
	Other	191	191	0
	Timeshare	3,669	3,536	133
	Total	35,864	35,690	174
Hawai'i Island	Apartment/Hotel	45	33	12
	Bed & Breakfast	358	365	-7
	Condominium Hotel	791	934	-143
	Hostel	24	20	4
	Hotel	6,347	6,387	-40
	Individual Vacation Unit*	1,327	1,360	-33
	Other	122	124	-2
	Timeshare	1,652	1,680	-28
	Total	10,666	10,903	-237
Kaua'i	Apartment/Hotel	0	3	-3
	Bed & Breakfast	79	86	-7
	Condominium Hotel	1,563	1,777	-214
	Hostel	0	0	0
	Hotel	2,732	2,735	-3
	Individual Vacation Unit*	1,600	1,646	-46
	Other	37	51	-14
	Timeshare	2,481	2,377	104
	Total	8,492	8,675	-183
Maui	Apartment/Hotel	25	53	-28
	Bed & Breakfast	263	147	116
	Condominium Hotel	4,123	4,749	-626
	Hostel	48	32	16
	Hotel	7,482	7,038	444
	Individual Vacation Unit*	3,385	3,342	43
	Other	39	23	16
	Timeshare	2,845	2,796	49
	Total	18,210	18,180	30
Moloka'i	Apartment/Hotel	20	20	0
	Bed & Breakfast	2	2	0
	Condominium Hotel	73	100	-27
	Hostel	0	0	0
	Hotel	0	0	0
	Individual Vacation Unit*	36	36	0
	Other	0	0	0
	Timeshare	0	0	0
	Total	131	158	-27
Lāna'i	Apartment/Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	349	349	0
	Individual Vacation Unit*	4	4	0
	Other	0	0	0
	Timeshare	0	0	0
	Total	353	353	0
Statewide	Apartment/Hotel	325	344	-19
	Bed & Breakfast	755	652	103
	Condominium Hotel	10,560	11,484	-924
	Hostel	303	269	34
	Hotel	43,575	43,489	86
	Individual Vacation Unit*	7,162	6,943	219
	Other	389	389	0
	Timeshare	10,647	10,389	258
	STATE TOTAL	73,716	73,959	243

* Cabins, Individual Condo Units, Vacation House/Villa/Cottage were combined.

**Table 103: Visitor Plant Inventory - Class of Units by Island
2014**

ISLAND	CLASS	PERCENT OF TOTAL UNITS ^[1]		
		2014 ^[2]	2013 ^[3]	% CHANGE FROM 2013
O'ahu	Budget (Up to \$100)	4.8%	6.6%	-1.8%
	Standard (\$101 to \$250)	24.3%	26.3%	-2.0%
	Deluxe (\$251 to \$500)	47.5%	43.2%	4.3%
	Luxury (Over \$500/night)	23.3%	23.9%	-0.6%
	Total	100.0%	100.0%	0.0%
Hawai'i Island	Budget (Up to \$100)	8.3%	8.5%	-0.2%
	Standard (\$101 to \$250)	28.1%	29.8%	-1.7%
	Deluxe (\$251 to \$500)	43.9%	42.6%	1.3%
	Luxury (Over \$500/night)	19.6%	19.1%	0.5%
	Total	100.0%	100.0%	0.0%
Kaua'i	Budget (Up to \$100)	7.2%	6.3%	0.9%
	Standard (\$101 to \$250)	18.9%	19.6%	-0.7%
	Deluxe (\$251 to \$500)	45.0%	47.8%	-2.8%
	Luxury (Over \$500/night)	28.8%	26.3%	2.5%
	Total	100.0%	100.0%	0.0%
Maui	Budget (Up to \$100)	3.1%	3.1%	0.0%
	Standard (\$101 to \$250)	22.3%	24.3%	-2.0%
	Deluxe (\$251 to \$500)	27.3%	26.4%	0.9%
	Luxury (Over \$500/night)	47.4%	46.2%	1.2%
	Total	100.0%	100.0%	0.0%
Moloka'i	Budget (Up to \$100)	3.1%	6.3%	-3.2%
	Standard (\$101 to \$250)	92.1%	89.4%	2.7%
	Deluxe (\$251 to \$500)	3.9%	3.5%	0.4%
	Luxury (Over \$500/night)	0.8%	0.7%	0.1%
	Total	100.0%	100.0%	0.0%
Lāna'i	Budget (Up to \$100)	0.0%	0.0%	0.0%
	Standard (\$101 to \$250)	4.2%	4.2%	0.0%
	Deluxe (\$251 to \$500)	43.3%	43.3%	0.0%
	Luxury (Over \$500/night)	52.4%	52.4%	0.0%
	Total	100.0%	100.0%	0.0%
Statewide	Budget (Up to \$100)	5.2%	6.0%	-0.8%
	Standard (\$101 to \$250)	23.9%	25.7%	-1.8%
	Deluxe (\$251 to \$500)	42.2%	39.8%	2.4%
	Luxury (Over \$500/night)	28.7%	28.5%	0.2%
	Total	100.0%	100.0%	0.0%

^[1]Totals may not sum to 100% due to rounding.

^[2]Based on 61,765 units (84% percent of the total units in 2013) for which information on the class of units was available.

^[3]Based on 73,656 units (99.7% percent of the total units in 2014) for which information on the class was available.

**Table 104: Visitor Plant Inventory - Available Units by County
1965 – 2014**

YEAR	STATE TOTAL	O AHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,579	35,541	50.4	9,478	13.4	7,257	10.3	18,303	25.9
2004	72,176	35,769	49.6	9,857	13.7	8,105	11.2	18,445	25.6
2005	72,307	33,926	46.9	10,940	15.1	8,221	11.4	19,290	26.7
2006	72,274	33,606	46.5	10,831	15.0	8,266	11.4	19,571	27.1
2007	73,220	33,588	45.9	11,061	15.1	8,692	11.9	19,879	27.1
2008	74,177	34,081	45.9	11,240	15.2	9,203	12.4	19,653	26.5
2009	75,188	34,027	45.3	11,541	15.3	9,469	12.6	20,151	26.8
2010	74,988	33,782	45.0	11,479	15.3	9,344	12.5	20,383	27.2
2011	77,731	35,001	46.7	11,113	14.8	9,872	13.2	21,745	29.0
2012	74,650	35,126	47.1	10,793	14.5	8,288	11.1	20,440	27.4
2013	73,959	35,690	48.3	10,903	14.7	8,675	11.7	18,691	25.3
2014	73,716	35,864	48.7	10,666	14.5	8,492	11.5	18,694	25.4

NA: Not Available.

* HVCB did not conduct an update survey in 1995

**Table 105: Overall Rating of Most Recent Vacation to Hawai‘i
(Percentage of 2014 Air Visitors by MMA)**

	Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Excellent	79.4	81.5	83.6	68.7	83.4	84.5	76.7
Above Average	18.9	16.7	14.4	29.9	15.8	14.1	20.9
Below Average	1.5	1.5	2.0	1.2	0.6	1.4	2.1
Poor	0.2	0.3	0.0	0.2	0.1	0.1	0.3

**Table 106: Expectations of Vacation
(Percentage of 2014 Air Visitors by MMA)**

	Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Exceeded your expectations	38.5	34.9	48.5	33.3	40.6	49.0	37.1
Met your expectations	58.4	62.0	48.2	63.3	57.4	48.8	58.9
Did not meet your expectations	3.1	3.0	3.3	3.4	2.0	2.1	4.0

**Table 107: Likelihood to Recommend Hawai‘i
(Percentage of 2014 Air Visitors by MMA)**

	Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Very likely	85.2	88.3	87.5	75.3	89.2	82.4	81.8
Somewhat likely	13.0	10.0	10.7	22.5	9.8	15.1	16.0
Not too likely	1.4	1.3	1.5	1.8	0.8	2.1	2.0
Not at all likely	0.3	0.4	0.4	0.4	0.2	0.4	0.2

**Table 108: Likelihood to Revisit Hawai‘i in the Next 5 Years
(Percentage of 2014 Air Visitors by MMA)**

	Total	U.S. West	U.S. East	Japan	Canada	Europe	Oceania
Very likely	62.6	75.9	52.3	50.7	62.7	37.3	50.3
Somewhat likely	22.8	15.8	24.7	32.3	23.6	33.7	32.3
Not too likely	12.4	7.3	19.1	14.9	11.3	22.6	14.4
Not at all likely	2.2	1.1	3.9	2.1	2.4	6.4	3.0

APPENDIX A

TECHNICAL NOTES

DEFINITIONS

Airline Passenger Counts: Every airline is required to complete an Air Traffic Summary Report to the Department of Transportation on a monthly basis (both chartered and scheduled flights). The report shows passenger counts from U.S., Canada, Japan, Europe, Other Asia, Oceania and Other Pacific, arriving to the Honolulu International, Kahului, Kona, Hilo and Lihū'e airports, and also includes counts of any in-transit passengers (international or domestic).

Arrivals by Air: Visitors who entered Hawai'i via arriving airline flights, not including visitors who arrived into Hawai'i via out-of-state cruise ships. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey.

Arrivals by Cruise Ships: Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from monthly State of Hawai'i Department of Transportation - Harbors reports and from the Cruise survey.

Cruise Ships (Arrivals by Air): Derived from the Domestic In-flight and International Departure surveys which sampled only visitor arrivals by air. This figure represented an estimate of visitors staying on cruise ships. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and cruise ship passenger counts.

Cruise Ships, Foreign Flagged: These ships were not considered Hawai'i businesses and therefore on-ship spending were not included in the reported visitor expenditures.

Cruise Ship, U.S. Flagged: The *Pride of America* which is home-ported in Hawai'i was considered a Hawai'i business. Therefore, visitor expenditures for this ship included both on-ship and on-shore spending.

Daily Census: Average number of visitors present on a single day.

Domestic: Visitor who arrived on flights from the U.S. mainland. Total domestic arrivals included U.S. residents and foreign residents who came to Hawai'i on flights from the U.S. mainland. A foreign resident arriving on flights from the U.S. mainland was counted as a domestic visitor.

Expenditures: The U.S. dollar amount spent in Hawai'i attributed to a visitor. Included direct spending by visitors while in Hawai'i as well as any prepaid package purchased before arrival. Expenditure data does not include transpacific air costs to and from Hawai'i, commissions paid to travel agents or portions of the package in another state or country.

Expenditures, Total by Island: Included on-ship spending on U.S. flagged cruise ships. The expenditures were allocated to each island in proportion to visitor days.

Per Person Per Day (PPPD) Expenditures, by Island: The denominator was air and cruise visitor days by island.

Expenditures, Cruise Visitor: Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard the U.S. flagged cruise ship included spending on ship

because the U.S. flagged cruise ship was considered a Hawai'i business. Visitors onboard foreign flagged cruise ships reported only on island expenditures.

Group Tour: Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit. For Japanese visitors, company-paid incentive travels were included in this category.

In-transit, International:

- True Transit: Passengers who clear U.S. Immigration and Customs at Honolulu International Airport and then proceed to another city.
- Bonded transit: Passengers who are held in a sterile lounge area and reboard an aircraft without being processed by either U.S. Immigration or Customs.

In-Transit, Domestic:

- U.S. to Foreign: Passengers who arrive at Honolulu International Airport from the Mainland or the Neighbor Islands and reboard an aircraft destined for a foreign country (without leaving Honolulu International Airport).
- Neighbor Island to Mainland: Passengers who arrived at Honolulu International Airport from a Neighbor Island airport and reboard an aircraft destined for the Mainland (without leaving Honolulu International Airport).

Intended Residents: Air passengers who are intending to move to Hawai'i and seek long-term residence for at least one year. Students or military members have often classified themselves in this category.

International: Visitor who arrived on flights from U.S. territories and foreign countries. A U.S. visitor who arrived on flight from a foreign country was counted as an international visitor.

Length of Stay: Average numbers of days visitors were present, including the day of arrival and of departure.

Major Market Areas (MMAs): Visitors were classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands and other U.S. territories

Market Penetration: Number of visitors from a given Metro Area (CBSA) divided by the population of that area. Reported as the rate per 1,000 visitors.

MC&I (Net): Visitors whose reasons for traveling were for corporate meetings, conventions, or incentives, or any combination of these reasons. If a visitor selected two or more sub-categories within the MC&I category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the MC&I category.

Package: Visitors who purchased a packaged trip which included at least air-tickets and accommodations.

Passengers: The total number of people on a flight or on a cruise, including visitors and Hawai'i residents.

Pleasure (Net): Visitors whose reasons for traveling were for vacation, honeymoon, or to get married, or any combination of these reasons. If a visitor selected two or more sub-categories within the pleasure category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

Returning Hawai'i Residents: These air passengers are Hawai'i residents who are returning to the islands after travelling out of state for various purposes (pleasure, MCI, friends/family, school, etc.).

True Independent: Visitors who were not part of a tour group and did not purchase their air-tickets and accommodations as a package.

Seats, Scheduled: Total number of seats, on all flights reported by DIIO, arriving into Hawai'i.

Seats, Charter: Number of seats, on all flights not reported by DIIO but reported on the state monthly.

Seats, Total: Total number of seats, on all flights arriving into Hawai'i. The sum of Scheduled and Charter seats.

Supplemental Business Expenditures: Additional business expenditures spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space, equipment rentals, transportation, etc.). As of 2012, these figures were calculated using the Destination Marketing Association International (DMAI) Event Impact Calculator (EIC).

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year. Air Visitors were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors by cruise ships were calculated by subtracting Hawai'i resident from counts of passengers who came to Hawai'i aboard foreign flagged cruise ships.

SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

Air Traffic Summary Report: All domestic and international airlines with flights to the Hawaiian Islands are required to complete this report of airline passenger counts and in-transit counts and submit them to the Department of Transportation – Airports Division, by the 10th of each month with data for the previous month.

Summary of International Travel to the United States report: The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. U.S. Office of Travel and Tourism Industries (OTII) manages the program. The monthly reports provided counts of international visitors to Hawai‘i by their country of residence. The reports also identified those simply passing through Hawai‘i (in-transit). Canadian and U.S. residents were not included in these counts.

International Intercept Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport, the Kahului Airport on Maui, the Kona International Airport, and the Līhu‘e Airport on Kaua‘i. In 2014, a total of 62,964 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription. The 2014 International Intercept Survey form is included in Appendix B.

Domestic Survey: The domestic survey form is on the reverse side of the Hawai‘i State Department of Agriculture’s mandatory Plants and Animals declaration form. The dual-sided forms were distributed to passengers on all flights from the U.S. mainland to Hawai‘i every day of the year. In 2014, there were 3,154,708 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. Some characteristics of respondents were attributed to non-respondents using ascription. The 2014 Domestic Survey form is included in Appendix B.

Island Visitor Survey: Surveys were conducted at departure area of the airports on all the islands. In 2014, 31,435 completed survey forms were received from Honolulu International Airport for O‘ahu specific data, 9,369 completed forms received from Maui, 987 forms from Moloka‘i, 1,118 forms from Lāna‘i, 11,509 forms from Kaua‘i, 5,375 forms from Hilo, and 12,139 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures. The 2014 Island Visitor Survey form is included in Appendix B.

Cruise Visitor Survey: The Cruise visitor survey forms are distributed to all cabins on passenger ships in Hawaii during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2014, a total of 23,790 completed forms were processed for cruise visitor information. The 2014 Cruise Survey form is included in Appendix B.

Cruise Ship Passenger Counts Report: All cruise ships which entered Honolulu, Hilo, Kona, Lahaina, Kahului and Nawiliwili Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. HTA obtained monthly passenger counts from these harbors and estimated counts for other harbors based on this information. The HTA figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

Visitor Plant Inventory Survey: The purpose of this survey is to compile an accurate annual assessment of existing and planned visitor accommodations for the State of Hawai'i by island, location, property type (hotel, condo-hotel, bed and breakfast, individual vacation units, rental house, hostels, timeshare, and apartment-hotel), and class of units (standard, budget, deluxe, luxury).

To access the report online,

visit: www.hawaiiourismauthority.org/research/reports/visitor-plant-inventory/

Hospitality Advisors LLC Hawai'i Hotel Flash Report: A survey compiled in conjunction with STR, Inc. and Hospitality Advisors. Source of hotel occupancy rate, average daily room rate and revenue per available room.

Air Seat Statistics: Since 2013, HTA has used airline schedules from Diio Mi as the source of its data on scheduled air seats. Diio Mi is an online database of airline industry data used by airlines, airports and destination marketing organizations across the U.S.

Daily Passenger Counts: published by the Department of Business, Economic Development and Tourism daily, these are counts of passengers on domestic and international flights, (excludes flights from Canada).

Visitor Satisfaction Survey (VSAT): This post trip survey collects data on visitors' satisfaction with Hawai'i as a vacation destination, their willingness to return to the islands, activities they participated in, their trip planning, and their visitor profile. In 2014, 18,611 completed survey forms were collected from U.S. West, U.S. East, Japanese, Canada, Europe and Oceania. U.S. samples were drawn from In-flight forms used in the Domestic Survey. Japanese samples were drawn from departure survey forms used in the International Intercept Survey. Canada, Europe and Oceania samples were drawn from both In-flight forms and departure survey forms. VSAT Survey forms are mailed to selected visitors at least once a week. Included on the survey form and cover letter was a website address which gave visitors the option to fill out the survey online.

To access the 2014 Visitor Satisfaction and Activities report online in August 2015,

visit: www.hawaiiourismauthority.org/research/reports/visitor-plant-inventory/

APPENDIX B

DOMESTIC IN-FLIGHT SURVEY

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
TAGALOG Ang pormalayng ito ay dapat sagutin bago mag "landing" ang eroplano. Kung hindi niyo maunsa ang pormalayong ito, mangyari po lamang na humingi sa "flight attendant" na isang pormalayng sa wikang tagalog.
JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を借して下さい。
KOREAN 착륙하기 전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
CHINESE 请在下机前填写完毕这份表格。如看不懂此表，请向乘务员索取一份中文表格。



STATE OF HAWAII Department of Agriculture PLANTS AND ANIMALS DECLARATION FORM MANDATORY DECLARATION



FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS

ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM. Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawai'i is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|---|--|
| <input type="checkbox"/> Fresh Fruit & Vegetables | <input type="checkbox"/> Soil, Growing Media, Sand, etc. |
| <input type="checkbox"/> Cut Flowers & Foliage | <input type="checkbox"/> Live Seafood (lobsters, clams, oysters, etc.) |
| <input type="checkbox"/> Rooted Plants & Plant Cuttings, or Algae | <input type="checkbox"/> Cultures of Bacteria, Fungi, Viruses, or Protozoa |
| <input type="checkbox"/> Raw or Propagative Seeds or Bulbs | <input type="checkbox"/> Insects, Live Fishes, Amphibians, etc. |

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|--------------------------------|--|
| <input type="checkbox"/> Dogs | <input type="checkbox"/> Reptiles (Turtles, Lizards, Snakes, etc.) |
| <input type="checkbox"/> Cats | <input type="checkbox"/> Other Animals |
| <input type="checkbox"/> Birds | |

If you are traveling with any **LIVE ANIMALS**, you must **NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING**. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.
(Items meeting State requirements will be inspected and released.)

1 _____ 3 _____
2 _____ 4 _____

Origin (State or Country) of above items _____

Full Name (Print)			
Home Address			
City	State	Zip	
Hawai'i Address or Name of Hotel/Lodging			
Island	Phone No.	No. in Party	
Name of Airline/Ship	Flight No.	Date of Arrival	


Signature _____ Date _____ 24661

HTA Form Rev. 04-23-2013 Printed in U.S.A.

See Reverse Side



DOMESTIC IN-FLIGHT SURVEY (BACK)



STATE OF HAWAII

HAWAII TOURISM AUTHORITY

Aloha! On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawaii experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

TO BE COMPLETED BY: Returning Hawaii residents, those moving to Hawaii, frequent or repeat visitors to Hawaii and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.) ●

(Fill out one form per party/family)

1. The total number of people (including myself) covered by this form is:
 1 2 3 4 5 6 7 8 9 10 >10

2. I am a:
 Visitor to Hawaii.
 Intended resident moving to Hawaii for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)
 Returning Hawaii resident.
 Number of nights away from Hawaii:
 NIGHTS
 (ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawaii is my:
 1st 5th
 2nd 6 to 10th
 3rd More than 10th
 4th

4. Altogether, I/we will be in the Hawaiian Islands for:
 A few hours only. (STOP HERE)
 One night or more.
 NIGHTS
 (CONTINUE TO QUESTION 5.)

5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).

Plan to visit	# of nights
<input type="radio"/> O'ahu (Includes Waikiki and Honolulu)	<input type="text"/> <input type="text"/>
<input type="radio"/> Maui	<input type="text"/> <input type="text"/>
<input type="radio"/> Molokai	<input type="text"/> <input type="text"/>
<input type="radio"/> Lanai	<input type="text"/> <input type="text"/>
<input type="radio"/> Kona (Big Island of Hawaii)	<input type="text"/> <input type="text"/>
<input type="radio"/> Hilo (Big Island of Hawaii)	<input type="text"/> <input type="text"/>
<input type="radio"/> Kauai	<input type="text"/> <input type="text"/>

6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7]

Are you or any member of your party planning on attending any events at the Hawaii Convention Center?
 Yes No

7. On this trip, I am a member of an organized tour group:
 Yes No

8. I am on a pre-paid package trip that includes at least airfare and lodging:
 Yes No

9. Where will you stay while in Hawaii? (mark all that apply)
 Hotel Cruise Ship
 Condominium Friends or Relatives
 Rental House Hostel
 Timeshare Unit Camp Site, Beach
 Bed & Breakfast Other (please specify): _____

10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)
 Honeymoon Other Business
 To Get Married Visiting Friends or Relatives
 Pleasure/Vacation Government or Military Business
 Convention/Conference To Attend School
 Corporate Meeting Sports Event
 Incentive Trip Other (please specify): _____

11. What is your age:

12. What is your gender:
 Male Female

13. Of the people covered by this form (NOT including yourself), how many are:

	# Males	# Females	# Males	# Females
12 yrs. or under	<input type="text"/>	<input type="text"/>	25 to 40 yrs.	<input type="text"/>
13 to 17 yrs.	<input type="text"/>	<input type="text"/>	41 to 59 yrs.	<input type="text"/>
18 to 24 yrs.	<input type="text"/>	<input type="text"/>	60 or more	<input type="text"/>
TOTAL		<input type="text"/>	<input type="text"/>	<input type="text"/>

14. I am a resident of:

U.S.A. (provide Zip Code below)

Canada (provide postal code below)
 -


All other countries (provide postal code below)

Argentina
 Australia
 Brazil
 China
 France
 Germany
 Hong Kong
 Italy
 Japan
 Korea
 Mexico
 New Zealand
 Philippines
 Singapore
 Switzerland
 Taiwan
 United Kingdom
 Other (please specify) _____


15. E-mail Address (to participate in a follow-up survey):

HTA Form Rev. 04-23-2013 Printed in U.S.A. 24661

●●○○○○ **Mahalo (thank you) and Aloha!**
 We welcome you to our home and hope you enjoy your stay with us.



INTERNATIONAL INTERCEPT SURVEY



HAWAII TOURISM AUTHORITY

INT'L

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (●) or print 1 2 clearly. We greatly appreciate your assistance. *Mahalo!*
Your answers will be kept strictly confidential and will be tabulated for research purposes only.

[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]

1. The total number of people (including myself) covered by this form is: persons

2. I am a:
 Visitor to Hawai'i [CONTINUE TO QUESTION 3]
 Hawai'i resident, to be away for night(s) [ANSWER QUESTIONS 9 - 13a ONLY]

3. Altogether, I was in the Hawaiian Islands for:
 A few hours only [STOP HERE] night(s) [CONTINUE TO QUESTION 4]
 Including this trip, how many times have you visited Hawai'i? times
 I came on this trip as a member of an organized tour group:
 Yes No
 I came on a prepaid package trip that included at least airfare and lodging:
 Yes No
 Please mark (●) if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed <small>(write "0" if day-only trip)</small>
O'ahu	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Maui	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Molokai	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Lana'i	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Kona <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Hilo <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Kaua'i	<input type="radio"/>	<input type="text"/> <input type="text"/> <input type="text"/>

8. Where did you stay while in Hawai'i? (Mark all that apply)
 Hotel
 Condominium
 Rental House
 Timeshare Unit
 Bed & Breakfast
 Cruise Ship
 Friends or Relatives
 Hostel
 Camp site, Beach
 Other (please specify) _____

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i?
Do not write in this box. For Internal Use Only

9. The primary reason for this trip was: [RESIDENTS - MARK (●)]
PURPOSE OF THIS TRIP
 Honeymoon
 To get married
 Pleasure/Vacation
 Convention/Conference
 Corporate meeting
 Incentive trip
 Other business
 Visiting friends or relatives
 Government or military business
 To attend school
 Sports events
 To attend a wedding
 Other (please specify) _____

10. What is your age?
 years old

11. What is your gender? Male Female

12. Of the people covered by this form (not including yourself), how many were:

	Number of Males	Number of Females
12 years or under	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

13. I am a resident of:
 U.S.A. Argentina
 Australia Japan
 Korea Brazil
 Mexico New Zealand
 China Philippines
 France Singapore
 Germany Switzerland
 Hong Kong Taiwan
 Italy United Kingdom
 Canada Other _____

13a. Please specify zipcode/postal code:
USA Zipcode:
Canada Postal Code: -
Other Country Postal Code:

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

YOUR NAME: _____

HOME ADDRESS: _____

ZIPCODE/ POSTAL CODE: _____

EMAIL ADDRESS: _____

DEPARTING HAWAII

Day / Month / Year
 / /

Flight No. _____ Name of Airline: _____

FOR INTERNAL USE ONLY
Airline Code

ARRIVAL IN HAWAII

Day / Month / Year
 / /

Flight No. _____ Name of Airline: _____

FOR INTERNAL USE ONLY
Airline Code

CONTINUE ON THE OTHER SIDE 1965494031


INTERNATIONAL INTERCEPT SURVEY (BACK)

<p>14. On this trip, I first arrived at:</p> <p><input type="radio"/> Honolulu International Airport</p> <p><input type="radio"/> Kona International Airport</p> <p><input type="radio"/> Maui Airport</p> <p><input type="radio"/> Kauai Airport</p> <p><input type="radio"/> Other (please specify) _____</p> <p>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <hr/> <p>16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e.</p> <p>IF NOT, please skip to Question 17.</p> <p>a. How much did the package trip cost? (please specify currency)</p> <p> <input type="text"/> , <input type="text"/> , <input type="text"/> <input type="radio"/> US \$ <input type="radio"/> name of _____ <input type="radio"/> currency: _____ </p> <p>b. What did the package trip include? (Mark all that apply)</p> <p> <input type="radio"/> Airfare (to and from Hawai'i) <input type="radio"/> Breakfast <input type="radio"/> Airfare (inter-island) <input type="radio"/> Inter-island cruise (not including dinner/sunset cruise) <input type="radio"/> Lunch/Dinner <input type="radio"/> Rental Car <input type="radio"/> Tours/attractions <input type="radio"/> Lodging (hotel, condo, etc.) <input type="radio"/> Trip to another state/country <input type="radio"/> Other (please specify) _____ </p> <p>c. Name of the package: _____</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin-left: 300px;">DO NOT WRITE IN THESE BOXES</div> <p>d. Number of nights in Hawai'i covered by it: <input type="text"/> night(s)</p> <p>e. Number of people covered by amount in Q16a above: <input type="text"/> persons</p> <hr/> <p>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? (please specify currency)</p> <p> <input type="text"/> , <input type="text"/> , <input type="text"/> <input type="radio"/> US \$ <input type="radio"/> name of _____ <input type="radio"/> currency: _____ </p>	<p>18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.) Absolutely no personal information will be shared.</p> <p>How many people are you reporting for? <input type="text"/> persons (specify total number of people)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">18a. Lodging (hotel, condo, B&B, hostel, etc., including tips).....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">18b. Total Food and Beverage.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">In restaurants, bars and other eating places.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Dinner shows/dinner cruises.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Groceries/snacks.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">18c. Total Entertainment and Recreation.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Attractions/entertainment.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Recreation/Sports (e.g. golf, tennis, snorkeling, hiking).....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Other activities & tours.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">18d. Total Transportation.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Inter island airfare.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Bus, taxi, trolley, etc.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Rental car/mopeds.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Other expenses (gasoline, parking, etc.).....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">18e. Total Shopping.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Fashion and clothing.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Jewelry/watches.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Cosmetics/perfumes.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Leather goods (belts, wallets, handbags, etc.).....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Hawai'i food products to take home (fruits, nuts, coffee etc.).....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Souvenirs.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">18f. Other Spending.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Electronics.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Health/Wellness.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Household Items.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Art and Collectibles.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">Other, please specify below.....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> <tr> <td style="padding: 2px;">18. TOTAL for Question 18 (18a-18f).....</td> <td style="padding: 2px;">US\$ <input type="text"/> , <input type="text"/></td> </tr> </table>	18a. Lodging (hotel, condo, B&B, hostel, etc., including tips).....	US\$ <input type="text"/> , <input type="text"/>	18b. Total Food and Beverage.....	US\$ <input type="text"/> , <input type="text"/>	In restaurants, bars and other eating places.....	US\$ <input type="text"/> , <input type="text"/>	Dinner shows/dinner cruises.....	US\$ <input type="text"/> , <input type="text"/>	Groceries/snacks.....	US\$ <input type="text"/> , <input type="text"/>	18c. Total Entertainment and Recreation.....	US\$ <input type="text"/> , <input type="text"/>	Attractions/entertainment.....	US\$ <input type="text"/> , <input type="text"/>	Recreation/Sports (e.g. golf, tennis, snorkeling, hiking).....	US\$ <input type="text"/> , <input type="text"/>	Other activities & tours.....	US\$ <input type="text"/> , <input type="text"/>	18d. Total Transportation.....	US\$ <input type="text"/> , <input type="text"/>	Inter island airfare.....	US\$ <input type="text"/> , <input type="text"/>	Bus, taxi, trolley, etc.....	US\$ <input type="text"/> , <input type="text"/>	Rental car/mopeds.....	US\$ <input type="text"/> , <input type="text"/>	Other expenses (gasoline, parking, etc.).....	US\$ <input type="text"/> , <input type="text"/>	18e. Total Shopping.....	US\$ <input type="text"/> , <input type="text"/>	Fashion and clothing.....	US\$ <input type="text"/> , <input type="text"/>	Jewelry/watches.....	US\$ <input type="text"/> , <input type="text"/>	Cosmetics/perfumes.....	US\$ <input type="text"/> , <input type="text"/>	Leather goods (belts, wallets, handbags, etc.).....	US\$ <input type="text"/> , <input type="text"/>	Hawai'i food products to take home (fruits, nuts, coffee etc.).....	US\$ <input type="text"/> , <input type="text"/>	Souvenirs.....	US\$ <input type="text"/> , <input type="text"/>	18f. Other Spending.....	US\$ <input type="text"/> , <input type="text"/>	Electronics.....	US\$ <input type="text"/> , <input type="text"/>	Health/Wellness.....	US\$ <input type="text"/> , <input type="text"/>	Household Items.....	US\$ <input type="text"/> , <input type="text"/>	Art and Collectibles.....	US\$ <input type="text"/> , <input type="text"/>	Other, please specify below.....	US\$ <input type="text"/> , <input type="text"/>	18. TOTAL for Question 18 (18a-18f).....	US\$ <input type="text"/> , <input type="text"/>
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Int'l Q4 2014

ISLAND SURVEY



HAWAII TOURISM

AUTHORITY

Island Survey

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (●) or print [1][2] clearly. We greatly appreciate your assistance. *Mahalo!*
Your answers will be kept strictly confidential and will be tabulated for research purposes only.

[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]
Please indicate your departure information:

Date: - -

Flight Number:

Airline:

1. The total number of people (including myself) covered by this form is: persons

2. You are a(an):
 Out-of-state or foreign visitor to this island. [Proceed to Q3]
 Hawaii resident visiting this island from another island. [Proceed to Q3]
 Resident of this island going on an out-of-island trip, to be away for nights. [Answer Questions 10-14 Only]
 Resident of this island moving to another island/state/country. [STOP. Please turn in your form]

3. On this trip, you were on this island for: [One answer only]
 Transit only (did not leave airport). [STOP. Please turn in your form]
 One-day trip and did not stay overnight [Proceed to Q4]
 Stayed at least one night. [Proceed to Q4]

4. Please mark if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed <small>(write "0" if day-only trip)</small>
O'ahu	<input type="radio"/>	<input type="text"/> <input type="text"/>
Maui	<input type="radio"/>	<input type="text"/> <input type="text"/>
Kaua'i	<input type="radio"/>	<input type="text"/> <input type="text"/>
Molokai	<input type="radio"/>	<input type="text"/> <input type="text"/>
Lana'i	<input type="radio"/>	<input type="text"/> <input type="text"/>
Kona <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	<input type="text"/> <input type="text"/>
Hilo <small>(Big Island of Hawai'i)</small>	<input type="radio"/>	<input type="text"/> <input type="text"/>
TOTAL NIGHTS ALL ISLANDS		<input type="text"/> <input type="text"/>

5a. Including this trip, how many times have you visited this island?

5b. Including this trip, how many times have you visited Hawai'i?

5c. [IF TWO OR MORE TRIPS TO HAWAII]
What year did you last visit Hawai'i?
Specify Year:

6. On this trip, you first arrived at:
 Honolulu International Airport
 Kona International Airport
 Maui Airport
 Kaua'i Airport
 Other (please specify) _____

7. You came on this trip as a member of an organized group tour:
 Yes No

8. You came on a pre-paid package trip that included at least airfare and lodging:
 Yes No

9. Where did you stay at while on this island? [Mark all that apply]

Hotel
 Condominium
 Rental House
 Timeshare Unit
 Bed & Breakfast
 Cruise Ship
 Friends or Relatives
 Hostel
 Camp Site, Beach
 Other (please specify) _____

9a. What is the name of the hotel/condominium you stayed at while on this island?

9b. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?
 Yes No

10. The primary reason for the trip to this island was: [Residents -- Mark Purpose of Trip]
 To get married
 Honeymoon
 To attend a wedding
 Pleasure/Vacation
 Convention/Conference
 Corporate meeting
 Incentive trip
 Other business
 Visiting friends or relatives
 Government or military business
 To attend school
 Sporting events
 Other (please specify) _____

11. What is your age? years old

12. What is your gender?
 Male Female

13. Of the people covered by this form (NOT including yourself), how many are:

	Number of Males	Number of Females
12 years or under	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

14. You are a resident of:
 U.S.A. → (specify zip code)
 Argentina
 Australia
 Brazil
 Canada → - (specify postal code)
 China (PRC)
 France
 Germany
 Hong Kong
 Italy
 Japan → - (specify postal code)
 Korea
 Mexico
 New Zealand
 Philippines
 Singapore
 Switzerland
 Taiwan
 United Kingdom
 Other (please specify) _____

9038150679

CONTINUE TO OTHER SIDE →

ISLAND SURVEY (BACK)

<p>15. Was this trip to this island a day-only trip or did you stay at least one night?</p> <p><input type="radio"/> Day-only trip <input type="radio"/> Stayed at least one night</p> <p>16. Did you come to this island on a pre-paid package trip (including at least airfare and any of the following)?</p> <p><input type="radio"/> Yes [IF YES, CONTINUE] <input type="radio"/> No [IF NO, SKIP TO QUESTION 17a]</p> <p>a. What did your package include? Please mark ALL that apply:</p> <p><input type="radio"/> Airfare (to and from Hawai'i) <input type="radio"/> Airfare (inter-island) <input type="radio"/> Inter-island cruise <input type="radio"/> Trip to another state/country _____ (specify) <input type="radio"/> Rental car <input type="radio"/> Breakfast <input type="radio"/> Lunch/Dinner <input type="radio"/> Lodging <input type="radio"/> Tours/Attractions <input type="radio"/> Other (please specify): _____</p> <p>b. How much did your package cost? US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p>c. Number of nights covered by it: <input type="text"/> <input type="text"/></p> <p>d. Number of people covered by amount in Q16b above: <input type="text"/> <input type="text"/></p> <p>e. Name of the package: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="font-size: small; text-align: center;">DO NOT WRITE IN THESE BOXES</p> <p>f. Name of travel company: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="font-size: small; text-align: center;">DO NOT WRITE IN THESE BOXES</p> <p>g. Did your package include a stay on:</p> <p><input type="radio"/> This island only <input type="radio"/> Multiple Hawaiian islands</p>	<p>18. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expenses and airfare in Questions 16 and 17). Of this amount, how much did you spend for: Absolutely no personal information will be shared.</p> <p>How many people are you reporting for? <input type="text"/> <input type="text"/> persons [SPECIFY NUMBER OF PEOPLE]</p> <p style="text-align: center; border: 1px solid black; padding: 2px;">"Amount spent on THIS ISLAND ONLY"</p> <p>18a. Lodging (hotel, condo, B&B, incl. tips) ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p>18b. Total Food and Beverage ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">In restaurants, bars and other eating places ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Dinner shows/ Dinner cruises ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Groceries/snacks ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p>18c. Total Entertainment and Recreation ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Attractions ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Recreation/Sports (e.g. golf, tennis, snorkeling, hiking) ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Other activities & tours ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p>18d. Total Ground Transportation ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Ground transportation (buses, taxis, trolleys) ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Rental car/moped ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Other transportation costs (gas, parking) ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p>18e. Total Shopping ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Fashion and clothing ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Jewelry/watches ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Cosmetics/perfumes ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Leather goods (belts, wallets, handbags, etc.) ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Hawai'i food products (fruits, nuts, & coffee, etc.) ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Souvenirs ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p>18f. Other Spending</p> <p style="padding-left: 20px;">Electronics ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Health/Wellness ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Household Items ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Art and Collectibles ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">Other, please specify below ----- US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p> <p style="padding-left: 20px;">_____</p> <p style="text-align: center; border: 1px solid black; padding: 2px;">SUM OF Q18a-Q18f US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/></p>
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1105150676

Mahalo (Thank You)! Please return your completed survey to the interviewer.

NI A Q4 2014

CRUISE SURVEY



HAWAII

TOURISM AUTHORITY

Aloha. On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawaii experience remains the best it can be. Please fill in the appropriate bubble or print clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. *Mahalo!*

Cruise Start Date:

	-		-	
Month		Day		Year

1. The total number of people (including myself) covered by this form is:
(Fill out one form per party/family)

		persons
--	--	---------

2. I am a:

- Visitor to Hawaii
 Resident of Hawaii

3. Including this trip, I have made:

		trips to Hawaii in my lifetime
--	--	--------------------------------

4. Please indicate the number of nights you have spent in Hawaii on this trip...

Before starting this cruise

--	--

During this cruise

--	--

Expect to spend after this cruise

--	--

TOTAL NIGHTS IN HAWAII
(Before, during and after cruise)

--	--

5. Please indicate where you spent your nights in Hawaii on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Molokai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Excluding the nights spent on this cruise ship, where did you stay in Hawaii on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="radio"/>	<input type="radio"/>
Condominium	<input type="radio"/>	<input type="radio"/>
Timeshare unit	<input type="radio"/>	<input type="radio"/>
Bed & breakfast	<input type="radio"/>	<input type="radio"/>
Friends or relatives	<input type="radio"/>	<input type="radio"/>
Other, specify: _____	<input type="radio"/>	<input type="radio"/>
DO NOT WRITE IN THESE BOXES		

7. While you were on your cruise, did you purchase any shore tours in Hawaii?

- Yes No

8. What was included in the cruise package you purchased when booking your cruise to Hawaii?
(Please mark (x) all that apply)

- Airfare (Inter island)

	(Number of one-way flights)
--	-----------------------------
- Non-cruise lodging

	(Number of nights)
--	--------------------
- Meals on shore

	(Number of meals)
--	-------------------
- Rental car

	(Number of days)
--	------------------
- None of the above

9. I am a resident of:

- U.S.A.

--	--	--	--

(specify zip code)
- Canada United Kingdom
 Japan Germany
 Korea France
 Taiwan Switzerland
 Hong Kong Australia
 Other (specify)

--	--

10. Did you do any of the following on this trip to Hawaii?

- Go on honeymoon
 Get married
 Attend a wedding
 Attend a Convention/Conference
 Conduct some business
 Visit friends or relatives
 Play golf

11. What is your age?

--	--

 years old

12. What is your gender?
 Male Female

13. Of the people covered by this form (including yourself), how many were:

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years		
10 - 19		
20 - 29		
30 - 39		
40 - 49		
50 - 59		
60 or more		
TOTAL		

4378098908

CONTINUE TO OTHER SIDE →

CRUISE SURVEY (BACK)

FOR ALL PARTS OF QUESTION 14:
 DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please *estimate* your expenses for your total time in Hawai'i and write your answers below.

14. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)

US\$,

14.1 Including yourself, how many people does this expenditure cover?

Of this total amount (Q14), how much was spent for:

	O'AHU (IN US\$)		MAUI (Maui/Molokai/Lanai) (IN US\$)		KAUA'I (IN US\$)		BIG ISLAND OF HAWAI'I KONA (IN US\$) HILO (IN US\$)	
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14a. Lodging (total bill of hotel, condo, B&B, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14b. Total Food and Beverage	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• In restaurants and other eating places	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Dinner shows/cruises	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Groceries/snacks	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14c. Total Entertainment and Recreation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14d. Total Shore Tours	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14e. Total Transportation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Inter-island airfare	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Ground transportation (buses, taxis, trolleys)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Rental car/moped	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Other transportation costs (gas, parking)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14f. Total Shopping	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Fashion and clothing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Jewelry/watch	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Cosmetics/perfumes	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Leather goods (belts, wallets, handbags, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Hawai'i food products (fruits, nuts, coffee)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Souvenirs	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14g. All other spending outside of the ship: (please specify for each island visited)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

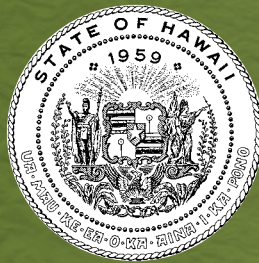
DO NOT WRITE IN THESE BOXES

NAME OF CRUISE SHIP: _____

CRUISE INT'L

CABIN NUMBER (OPTIONAL): PLEASE FILL-IN CABIN NUMBER TO APPLY FOR PRIZE DRAWING.

3273098901



HAWAII TOURISM

AUTHORITY

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hawaii tourism authority.org