

1999

ANNUAL VISITOR RESEARCH REPORT



DBEDT

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

S T A T E O F H A W A I I

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INTRODUCTION

The year 1999 was one of change for the collection and presentation of visitor statistics. First, the Hawaii Tourism Authority (HTA) was formed and developed a strategic plan that focused marketing efforts on more specific geographical areas. Eight major geographical markets were specified and the Convention Center was also established as a focus for marketing efforts. In order to support the HTA's marketing plan, visitor statistics needed to be refined and supplemented to provide adequate data on these specific markets.

Second, the Legislature assigned to the Department of Business, Economic Development and Tourism (DBEDT) the responsibility for gathering tourism statistics and providing them to both the HTA and the public. The Research and Economic Analysis Division (READ) was delegated responsibility to organize a tourism research and statistics program, building on the dedicated work over many decades of the Hawaii Visitors and Convention Bureau's Research Department. READ undertook an extensive review of visitor data sources and methodology. In order to provide the HTA with marketing data relevant to its market focus, new sources of statistics were developed and changes in methodology and presentation of the data were made. This process included a complete review of previous data sources and methodologies and extensive consultation with researchers and other users of visitor statistics.

The result is a more comprehensive set of statistics about Hawaii's visitors that better meets the HTA's marketing needs and also provides researchers and other users with more information about visitors than has previously been available. However, the increase in detail and comprehensiveness has required some reorganization of the way statistics are presented. This report provides updated statistics on visitors through 1999 based on new data collection methods and categories of presentation. Some discussion of the revisions is provided to help the reader better understand the differences between new and previous categories. For a more extensive discussion of the differences and rationale behind the changes, the reader is referred to the upcoming November 2000 issue of the DBEDT publication *Hawaii's Economy*. The publication will also be placed on the Department's web site at <http://www.hawaii.gov/dbedt>.

Major Market Areas (MMA)

The first difference most users of visitor statistics will notice is a change from the broader categories of *Eastbound* and *Westbound* directions of visitor travel to *Major Market Areas*, or MMAs. This reorganization follows the HTA's segmentation of the world into specific geographical markets that will be targeted with marketing efforts to make the State more globally competitive. The MMA's are:

1. U.S. West – Pacific and Mountain 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

By default, the 9th area consolidates all other geographical areas.

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.

A final area of special marketing emphasis is the new convention center.

10. Hawaii Convention Center

Domestic-International vs. Eastbound-Westbound

The second major difference is the organization of overall visitor data into *Domestic* and *International* points of origin, replacing the former breakdown of *Eastbound* and *Westbound* directions of travel. (The new, Domestic-International breakdown has been recalculated backwards to 1951 in order to provide a consistent, long-term time series of data for research purposes.)

The previous segmentation of visitors into two major directions of travel, Eastbound and Westbound, was based on sources of data available when the categories were first established many decades ago. The Westbound category included arrivals from the major foreign market of Canada along with arrivals from the U.S. mainland. Eastbound included flights from Asia, the Pacific Islands, Australia and New Zealand.

The market-specific focus of the HTA has required READ to develop better data on the residence of visitors. The best source for data on the residence of foreign visitors is the Immigration and Naturalization Service (INS), which monitors the status of persons entering the U.S. from foreign countries. However, the INS does not maintain information on whether Canadian visitors have arrived on Eastbound or Westbound flights. This made the previous, Eastbound-Westbound distinction difficult to maintain. The new Domestic-International categories, on the other hand, reflect the two major sources of data --INS for counts of visitors from foreign points of origin and domestic in-flight survey results for domestic points of origin.

Other Changes

In addition to a reorganization of the statistics, revisions were also made to past data. New information from the U.S. Customs Service has been used to improve the distinction between visitors and returning residents aboard international flights. This information was used to revise 1998 and 1999 visitor counts. New information from the INS was also used to revise counts for individual countries. Historical data were adjusted to be consistent with the new methodologies.

SUMMARY OF 1999 VISITORS TO HAWAII

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OVERVIEW

The contrast between strong U.S. economic growth and uncertainty in the Japanese economy in 1999 continued to be reflected in the visitor statistics for Hawaii's three largest MMAs --U.S. West, U.S. East and Japan. Other Asian economies began to see improved rates of economic growth in 1999, enough to show increased visitor days over 1998 but not enough to meet or exceed 1998 spending levels. The Canadian market performed very well in 1999 in terms of both expenditures and visitor presence.

Visitors spent approximately \$10.3 billion in 1999, virtually unchanged from the previous year (-0.3%). Despite a 4.5 percent increase in total visitor days, overall expenditures were held back by a decline in average daily spending.

Total Expenditures

Significant increases in expenditures by visitors from the U.S. West, U.S. East, and Canada in 1999 were countered by a sharp decline in expenditures by Japanese visitors. The U.S. West became the largest market in terms of expenditures, accounting for nearly 30 percent of the total. The sharp increase in expenditures by the U.S. East market pushed them ahead of the Japan market, into second place. Japanese expenditures followed in 3rd place, continuing a declining trend over the past few years. These three MMA's accounted for 79.1 percent of all expenditures in the visitor industry for 1999.

Visitor Days

The *Visitor days* statistic is calculated by multiplying visitor arrivals by the average length of stay and is a more comprehensive measure of visitor presence in Hawaii than arrivals. A 2.2 percent increase in both visitor arrivals and length of stay pushed total visitor days up sharply over 1998. Canada saw the sharpest increase (31.1%), largely due to increasing lengths of stay. A drop in arrivals from Japan pulled total Japanese visitor days down by nearly 9 percent.

U.S. West visitors made up the largest share (37.3%) of visitor days due to the large number of visitors and relatively long stays. Although there were fewer visitors from the U.S. East than from Japan, U.S. East ranked second in visitor days (27.3%) because of their long length of stay (10.27 days). Japanese visitor days comprised 17.3 percent of the total, while Canadians accounted for nearly 6 percent of total visitor days.

Per Person Per Day Spending

Overall average spending per person per day fell by nearly 5 percent in 1999. Only the U.S. West and Canadian visitors spent significantly more per day in 1999 than in 1998; all others either spent essentially the same amount or less.

Despite the sharp decline (-11.8%) in the average Japanese per person per day spending, the Japanese still had the highest rate at \$227.30 per day. Oceania followed at \$194.20

per day, and Other Asia at \$192.70 per day. The Europeans, U.S. West, and Canadian visitors spent the least per day at \$135.40, \$135.60 and \$143.10, respectively. These figures do not include spending on airfare to and from Hawaii.

Per Person Per Trip Spending

Spending per person per trip also declined, but thanks to increasing lengths of stay, the decline was less than for per day spending.

Given their long average length of stay, Canadian visitors spent the most per trip, \$1,897.20 on average. This was closely followed by U.S. East visitors at \$1,708.00. U.S. West and Japanese visitors spent the least per trip.

Island Visitations

Island of Oahu: Oahu saw a 9.5 percent increase in total visitor days for 1999 (TABLE 4), with the largest increase coming from the international segment (12.1%).

International visitor arrivals actually declined by 7.0 percent. However, this decline was more than offset by a 20.5 percent increase their average length of stay -- nearly an entire extra day. Domestic visitor days increased 7.6 percent in 1999 with both the number and length of stay contributing to the increase. Oahu hosted nearly 73 percent of all international visitor days in the state for 1999 but only 39 percent of domestic visitor days. The number of visitors on Oahu for the average day in 1999 (the *average daily visitor census*) was 79,497 (TABLE 6).

Islands of Maui, Molokai and Lanai: Maui Island's count of visitor days for 1999 increased 3.7 percent. The increase was solely based on increasing arrivals from the domestic market (6.2%) which offset a decline in international visitor days of 8.9 percent. Maui Island's average daily visitor census was 41,918. The island accounted for more than a quarter of total visitor days spent in Hawaii and more than 30 percent of all domestic visitor days. In fact, domestic visitors spent more days on Maui (7.20) than on any other island.

Data for Molokai and Lanai showed declines in domestic and international visitor days for both islands in 1999. However, it must be noted that the margin of survey error for those two islands is quite high.

Island of Hawaii: After posting strong growth in 1998, visitor days on the island of Hawaii fell 5.2 percent in 1999. Length of stay for both domestic and international visitors declined for Hawaii Island in 1999. The only increasing category was a 1.7 percent increase in arrivals for the domestic market. The average daily visitor census was 22,736. Hawaii has the largest proportion of international visitor days among the neighbor islands, 20.1 percent of the total compared to 14.7 percent and 9.0 percent respectively for Maui and Kauai.

Island of Kauai: Visitor days increased 1.7 percent on Kauai in 1999 as a healthy, 8.5 percent increase in domestic visitor days was swamped by a 37.7 percent decline in the international count of visitor days. The drop in international visitor days came largely from declines in Japanese and Canadian visitor days. Kauai accounted for 14.1 percent of the State's total domestic visitor days, but only 3.5 percent of international visitor days. The average daily visitor census was 18,214.

Monthly Visitation Pattern

July was the busiest month in 1999, with an average of 188,059 visitors present per day. December, the peak month in 1998, ranked fourth busiest in 1999 probably due to Y2K concerns. In general, the winter months (December, January and February) and the late summer months (July and August) handled the most visitors.

Visitor Characteristics

First-time/repeat: First-time visitor arrivals increased by nearly 5 percent in 1999, boosting the share of this market to 41.1 percent of total arrivals (TABLE 2). The share of first-time visitors was larger in the international market (50.2%) as compared to the domestic market (35.8%). The average number of trips for all visitors was approximately 4. The heaviest repeater market was the U.S. West in which 75.3 percent of visitors indicated that they had been to Hawaii before (TABLE 13). Japan, other Asia, and Europe MMAs had more first-time than repeat visitors.

Meetings, Conventions and Incentive Travel: In 1999, 484,751 visitors came to Hawaii to attend meetings, conventions or were on incentive trips, up 7.3 percent from 1998 (TABLE 2). A strong 17.2 percent increase in Conventions and Conferences in this category offset a 14.7 percent decline in Incentive travel. Most of the increase in the category can be traced to conventions and conferences from the domestic market. The domestic growth was due to a myriad of smaller events and a few large events including the October 1999 American Dental Association Convention. However, the highest percent increase was registered by the International Conventions and Conferences subcategory, which increased 23.4 percent from 1998.

Honeymooners: Romance continued to provide an important reason for travel to Hawaii, with 661,767 visitors arriving here on their honeymoon or for weddings. The 11.6 percent increase over the previous year was primarily driven by the strong international market.

Cruises: Nearly 90,000 visitors flew here to board cruise ships. The bulk of the cruise passengers came from the domestic market. In addition to the visitors that flew here to board a cruise ship, another 44,755 arrived here on foreign cruise ships.

TABLE 1: Summary of Visitor Statistics: 1999 vs. 1998

CATEGORY AND MMA	1999	1998	(%) Change
TOTAL EXPENDITURES (\$mil.)	10,279.7	10,309.2	-0.3%
U.S. West	3,040.9	2,736.9	11.1%
U.S. East	2,735.4	2,591.1	5.6%
Japan	2,359.2	2,932.5	-19.5%
Canada	479.6	346.2	38.5%
Europe	296.5	422.4	-29.8%
Oceania	182.7	185.7	-1.6%
Other Asia	174.5	191.7	-9.0%
Latin America *	29.4	27.8	5.9%
Other	545.8	476.0	14.7%
Supplemental business	435.7	398.9	9.2%
TOTAL VISITOR DAYS	60,020,237	57,446,913	4.5%
U.S. West	22,412,942	20,663,240	8.5%
U.S. East	16,378,572	15,495,022	5.7%
Japan	10,377,326	11,374,984	-8.8%
Canada	3,351,926	2,556,955	31.1%
Europe	2,189,957	2,210,728	-0.9%
Oceania	941,145	964,632	-2.4%
Other Asia	905,320	858,790	5.4%
Latin America *	170,268	212,533	-19.9%
Other	3,292,779	3,110,029	5.9%
VISITOR ARRIVALS	6,741,037	6,595,790	2.2%
U.S. West	2,308,836	2,125,993	8.6%
U.S. East	1,601,238	1,508,698	6.1%
Japan	1,825,588	2,004,354	-8.9%
Canada	252,777	232,592	8.7%
Europe	183,868	182,766	0.6%
Oceania	111,205	107,116	3.8%
Other Asia	129,564	114,480	13.2%
Latin America *	17,305	21,379	-19.1%
Other	310,656	298,412	4.1%
AVERAGE LENGTH OF STAY	8.90	8.71	2.2%
U.S. West	9.71	9.72	-0.1%
U.S. East	10.23	10.27	-0.4%
Japan	5.68	5.68	0.2%
Canada	13.26	10.99	20.6%
Europe	11.91	12.10	-1.5%
Oceania	8.46	9.01	-6.0%
Other Asia	6.99	7.50	-6.9%
Latin America *	9.84	9.94	-1.0%
Other	10.60	10.42	1.7%
PER PERSON PER DAY SPENDING (\$)	171.3	179.5	-4.6%
U.S. West	135.7	132.5	2.4%
U.S. East	167.0	167.2	-0.1%
Japan	227.3	257.8	-11.8%
Canada	143.1	135.4	5.7%
Europe	135.4	191.1	-29.1%
Oceania	194.2	192.5	0.9%
Other Asia	192.7	223.2	-13.7%
Latin America *	172.8	130.7	32.2%
Other	165.7	153.1	8.3%
PER PERSON PER TRIP SPENDING (\$)	1,524.9	1,562.9	-2.4%
U.S. West	1,317.1	1,287.3	2.3%
U.S. East	1,708.3	1,717.4	-0.5%
Japan	1,292.3	1,463.1	-11.7%
Canada	1,897.2	1,488.5	27.5%
Europe	1,612.7	2,311.2	-30.2%
Oceania	1,643.2	1,733.3	-5.2%
Other Asia	1,346.8	1,674.5	-19.6%
Latin America *	1,700.3	1,299.2	30.9%
Other	1,756.8	1,595.2	10.1%

* Latin America MMA contains data on visitors from domestic cities only.

Source: DBEDT

TABLE 2: Summary of Visitor Characteristics: 1999 vs. 1998

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	60,020,237	57,446,913	4.5%	43,069,177	40,904,938	5.3%	16,951,060	16,541,975	2.5%
Total Visitors	6,741,037	6,595,790	2.2%	4,255,621	4,014,140	6.0%	2,485,416	2,581,650	-3.7%
PARTY SIZE									
One	1,237,647	1,308,504	-5.4%	900,349	881,400	2.1%	337,298	427,104	-21.0%
Two	2,951,430	2,891,693	2.1%	2,032,272	1,923,358	5.7%	919,158	968,336	-5.1%
Three or more	2,551,959	2,395,593	6.5%	1,323,000	1,209,382	9.4%	1,228,959	1,186,211	3.6%
Avg Party Size	2.10	2.01	4.6%	1.94	1.87	3.9%	2.46	2.23	10.1%
VISIT STATUS									
First-Time	2,769,507	2,641,577	4.8%	1,522,276	1,449,367	5.0%	1,247,231	1,192,210	4.6%
Repeat	3,971,530	3,954,213	0.4%	2,733,345	2,564,773	6.6%	1,238,185	1,389,440	-10.9%
Average # Trips	4.09	4.10	-0.2%	4.70	4.67	0.7%	3.04	3.21	-5.2%
TRAVEL METHOD									
Group Tour	1,521,707	1,638,532	-7.1%	387,342	391,892	-1.2%	1,134,365	1,246,640	-9.0%
Package	3,209,746	2,905,639	10.5%	1,520,407	1,491,705	1.9%	1,689,339	1,413,934	19.5%
Group Tour & Pkg	1,318,506	1,218,579	8.2%	309,916	314,120	-1.3%	1,008,590	904,459	11.5%
True Independent	3,327,741	3,264,691	1.9%	2,657,788	2,442,187	8.8%	669,953	822,503	-18.5%
ISLANDS VISITED									
Oahu	4,560,142	4,601,834	-0.9%	2,347,040	2,222,551	5.6%	2,213,101	2,379,283	-7.0%
Maui County	2,347,002	2,304,115	1.9%	1,866,531	1,776,165	5.1%	480,471	527,950	-9.0%
...Maui	2,278,933	2,243,912	1.6%	1,813,488	1,725,134	5.1%	465,446	518,779	-10.3%
...Molokai	69,657	75,245	-7.4%	59,685	62,563	-4.6%	9,972	12,682	-21.4%
...Lanai	94,546	97,434	-3.0%	80,434	82,385	-2.4%	14,112	15,048	-6.2%
Kauai	1,089,289	1,078,400	1.0%	929,657	881,571	5.5%	159,632	196,828	-18.9%
Big Island	1,307,720	1,340,767	-2.5%	942,359	927,037	1.7%	365,361	413,731	-11.7%
...Hilo	429,781	413,935	3.8%	298,094	292,847	1.8%	131,686	121,087	8.8%
...Kona	1,093,524	1,137,993	-3.9%	815,881	809,424	0.8%	277,643	328,569	-15.5%
LENGTH OF STAY									
Oahu (days)	6.36	5.76	10.5%	7.12	6.98	1.9%	5.57	4.62	20.5%
Maui (days)	6.71	6.58	2.1%	7.20	7.12	1.0%	4.84	4.76	1.6%
Molokai (days)	4.98	5.61	-11.3%	5.07	5.37	-5.5%	4.42	6.83	-35.4%
Lanai (days)	4.34	4.75	-8.6%	4.12	4.48	-8.0%	5.56	6.19	-10.1%
Kauai (days)	6.10	6.06	0.7%	6.51	6.33	2.9%	3.74	4.87	-23.2%
Big Island (days)	6.35	6.53	-2.8%	7.04	7.34	-4.2%	4.56	4.71	-3.2%
...Hilo (days)	4.24	4.67	-9.2%	4.46	4.61	-3.3%	3.76	4.83	-22.2%
...Kona (days)	5.92	6.00	-1.2%	6.50	6.74	-3.6%	4.22	4.15	1.6%
Statewide (days)	8.90	8.71	2.2%	10.12	10.19	-0.7%	6.82	6.41	6.4%
ACCOMMODATIONS									
Hotel	4,612,702	4,562,655	1.1%	2,581,579	2,445,157	5.6%	2,031,123	2,117,497	-4.1%
...Hotel Only	4,286,278	4,226,439	1.4%	2,321,714	2,188,177	6.1%	1,964,564	2,038,262	-3.6%
Condo	1,326,734	1,350,362	-1.7%	1,046,359	1,025,681	2.0%	280,375	324,681	-13.6%
...Condo Only	1,115,262	1,130,491	-1.3%	884,467	860,019	2.8%	230,795	270,472	-14.7%
Apartment	80,654	84,495	-4.5%	64,650	63,789	1.3%	16,004	20,706	-22.7%
Bed & Breakfast	96,388	86,189	11.8%	61,709	59,427	3.8%	34,679	26,761	29.6%
Cruise Ship	89,971	89,667	0.3%	82,575	79,470	3.9%	7,396	10,197	-27.5%
Friends or Relatives	551,572	554,859	-0.6%	476,356	451,904	5.4%	75,216	102,955	-26.9%
PURPOSE OF TRIP									
Pleasure (Net)	5,464,560	5,400,169	1.2%	3,275,236	3,090,475	6.0%	2,189,324	2,309,694	-5.2%
...Honeymoon	661,767	592,758	11.6%	266,304	254,510	4.6%	395,463	338,248	16.9%
MC&I (Net)	484,751	451,713	7.3%	384,171	351,887	9.2%	100,580	99,826	0.8%
.....Convention/Conf.	300,241	256,193	17.2%	247,556	213,505	15.9%	52,685	42,687	23.4%
.....Corp. Meetings	98,653	95,524	3.3%	79,792	75,759	5.3%	18,861	19,765	-4.6%
.....Incentive	91,511	107,343	-14.7%	61,412	68,017	-9.7%	30,099	39,326	-23.5%
Other Business	215,634	208,822	3.3%	183,546	179,107	2.5%	32,088	29,714	8.0%
Visit Friends/Relatives	406,468	422,778	-3.9%	350,874	339,500	3.4%	55,594	83,278	-33.2%
Government/Military	94,137	64,891	45.1%	62,511	57,202	9.3%	31,626	7,690	311.3%
Attend School	21,099	17,051	23.7%	12,067	11,102	8.7%	9,032	5,949	51.8%
EXPENDITURES									
Total Expenditures (\$ mil.)	10,279.7	10,309.2	-0.3%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	171.3	179.5	-4.6%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,524.9	1,562.9	-2.4%	NA	NA	NA	NA	NA	NA

NA: Not available.

Source: DBEDT

TABLE 3: Visitor Characteristics: 1999 vs. 1998
(% of Total)

1999 & 1998 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	1999	1998	1999	1998	1999	1998
Total Visitors	6,741,037	6,595,790	4,255,621	4,014,140	2,485,416	2,581,650
PARTY SIZE						
One	18.4%	19.8%	21.2%	22.0%	13.6%	16.5%
Two	43.8%	43.8%	47.8%	47.9%	37.0%	37.5%
Three or more	37.9%	36.3%	31.1%	30.1%	49.4%	45.9%
Avg Party Size	2.10	2.01	1.94	1.87	2.46	2.23
VISIT STATUS						
First-Time	41.1%	40.0%	35.8%	36.1%	50.2%	46.2%
Repeat	58.9%	60.0%	64.2%	63.9%	49.8%	53.8%
Average # Trips	4.09	4.10	4.70	4.67	3.04	3.21
TRAVEL METHOD						
Group Tour	22.6%	24.8%	9.1%	9.8%	45.6%	48.3%
Package	47.6%	44.1%	35.7%	37.2%	68.0%	54.8%
Group Tour & Pkg	19.6%	18.5%	7.3%	7.8%	40.6%	35.0%
True Independent	49.4%	49.5%	62.5%	60.8%	27.0%	31.9%
ISLANDS VISITED						
Oahu	67.6%	69.8%	55.2%	55.4%	89.0%	92.2%
Maui County	34.8%	34.9%	43.9%	44.2%	19.3%	20.5%
...Maui	33.8%	34.0%	42.6%	43.0%	18.7%	20.1%
...Molokai	1.0%	1.1%	1.4%	1.6%	0.4%	0.5%
...Lanai	1.4%	1.5%	1.9%	2.1%	0.6%	0.6%
Kauai	16.2%	16.3%	21.8%	22.0%	6.4%	7.6%
Big Island	19.4%	20.3%	22.1%	23.1%	14.7%	16.0%
...Hilo	6.4%	6.3%	7.0%	7.3%	5.3%	4.7%
...Kona	16.2%	17.3%	19.2%	20.2%	11.2%	12.7%
ACCOMMODATIONS						
Hotel	68.4%	69.2%	60.7%	60.9%	81.7%	82.0%
...Hotel Only	63.6%	64.1%	54.6%	54.5%	79.0%	79.0%
Condo	19.7%	20.5%	24.6%	25.6%	11.3%	12.6%
...Condo Only	16.5%	17.1%	20.8%	21.4%	9.3%	10.5%
Apartment	1.2%	1.3%	1.5%	1.6%	0.6%	0.8%
Bed & Breakfast	1.4%	1.3%	1.5%	1.5%	1.4%	1.0%
Cruise Ship	1.3%	1.4%	1.9%	2.0%	0.3%	0.4%
Friends or Relatives	8.2%	8.4%	11.2%	11.3%	3.0%	4.0%
PURPOSE OF TRIP						
Pleasure (Net)	81.1%	81.9%	77.0%	77.0%	88.1%	89.5%
...Honeymoon	9.8%	9.0%	6.3%	6.3%	15.9%	13.1%
MC&I (Net)	7.2%	6.8%	9.0%	8.8%	4.0%	3.9%
.....Convention/Conf.	4.5%	3.9%	5.8%	5.3%	2.1%	1.7%
.....Corp. Meetings	1.5%	1.4%	1.9%	1.9%	0.8%	0.8%
.....Incentive	1.4%	1.6%	1.4%	1.7%	1.2%	1.5%
Other Business	3.2%	3.2%	4.3%	4.5%	1.3%	1.2%
Visit Friends/Relatives	6.0%	6.4%	8.2%	8.5%	2.2%	3.2%
Government/Military	1.4%	1.0%	1.5%	1.4%	1.3%	0.3%
Attend School	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%

Source: DBEDT

TABLE 4: Visitor Days by Island: 1999 vs. 1998

	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
TOTAL STATE	60,020,237	57,446,913	4.5%	43,069,177	40,904,938	5.3%	16,951,060	16,541,975	2.5%
OAHU	29,016,511	26,507,564	9.5%	16,700,484	15,521,832	7.6%	12,316,027	10,985,733	12.1%
MAUI COUNTY	16,057,004	15,645,201	2.6%	13,683,405	12,995,030	5.3%	2,373,599	2,650,171	-10.4%
MAUI	15,299,907	14,760,423	3.7%	13,048,864	12,290,073	6.2%	2,251,043	2,470,350	-8.9%
MOLOKAI	346,826	422,437	-17.9%	302,780	335,776	-9.8%	44,047	86,661	-49.2%
LANAI	410,270	462,341	-11.3%	331,762	369,181	-10.1%	78,509	93,160	-15.7%
KAUAI	6,647,963	6,536,868	1.7%	6,051,448	5,579,291	8.5%	596,515	957,577	-37.7%
BIG ISLAND	8,298,758	8,757,279	-5.2%	6,633,839	6,808,785	-2.6%	1,664,919	1,948,494	-14.6%
HILO	1,823,057	1,934,521	-5.8%	1,328,468	1,349,711	-1.6%	494,589	584,810	-15.4%
KONA	6,475,701	6,822,758	-5.1%	5,305,372	5,459,073	-2.8%	1,170,330	1,363,684	-14.2%

Source: DBEDT

TABLE 5: Visitor Days by Month: 1999 vs. 1998

	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JANUARY	5,572,576	5,370,977	3.8%	3,859,508	3,733,968	3.4%	1,713,068	1,637,009	4.6%
FEBRUARY	4,998,165	4,824,140	3.6%	3,399,031	3,327,522	2.1%	1,599,132	1,496,618	6.8%
MARCH	5,142,171	4,953,051	3.8%	3,543,106	3,502,439	1.2%	1,599,065	1,450,611	10.2%
APRIL	4,330,560	4,453,853	-2.8%	3,157,947	3,291,046	-4.0%	1,172,614	1,162,808	0.8%
MAY	4,288,806	4,180,819	2.6%	3,177,925	3,028,615	4.9%	1,110,883	1,152,204	-3.6%
JUNE	5,178,165	4,907,805	5.5%	3,938,501	3,719,394	5.9%	1,239,666	1,188,411	4.3%
JULY	5,829,823	5,339,987	9.2%	4,260,970	3,873,706	10.0%	1,568,850	1,466,281	7.0%
AUGUST	5,408,720	5,151,563	5.0%	3,890,960	3,605,228	7.9%	1,517,764	1,546,335	-1.8%
SEPTEMBER	4,371,295	4,083,329	7.1%	3,047,218	2,799,425	8.9%	1,324,080	1,283,905	3.1%
OCTOBER	4,911,186	4,340,742	13.1%	3,593,007	3,168,040	13.4%	1,318,177	1,172,702	12.4%
NOVEMBER	4,632,346	4,403,472	5.2%	3,316,616	3,069,593	8.0%	1,315,730	1,333,878	-1.4%
DECEMBER	5,356,424	5,437,174	-1.5%	3,884,389	3,785,962	2.6%	1,472,033	1,651,213	-10.9%
TOTAL	60,020,237	57,446,913	4.5%	43,069,177	40,904,938	5.3%	16,951,060	16,541,975	2.5%

Source: DBEDT

TABLE 6: Average Daily Census by Island: 1999 vs. 1998

	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
TOTAL STATE	164,439	157,389	4.5%	117,998	112,068	5.3%	46,441	45,320	2.5%
OAHU	79,497	72,623	9.5%	45,755	42,526	7.6%	33,743	30,098	12.1%
MAUI COUNTY	43,992	42,864	2.6%	37,489	35,603	5.3%	6,503	7,261	-10.4%
MAUI	41,918	40,440	3.7%	35,750	33,671	6.2%	6,167	6,768	-8.9%
MOLOKAI	950	1,157	-17.9%	830	920	-9.8%	121	237	-49.2%
LANAI	1,124	1,267	-11.3%	909	1,011	-10.1%	215	255	-15.7%
KAUAI	18,214	17,909	1.7%	16,579	15,286	8.5%	1,634	2,623	-37.7%
BIG ISLAND	22,736	23,993	-5.2%	18,175	18,654	-2.6%	4,561	5,338	-14.6%
HILO	4,995	5,300	-5.8%	3,640	3,698	-1.6%	1,355	1,602	-15.4%
KONA	17,742	18,692	-5.1%	14,535	14,956	-2.8%	3,206	3,736	-14.2%

Source: DBEDT

TABLE 7: Average Daily Census by Month: 1999 vs. 1998

	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JANUARY	179,761	173,257	3.8%	124,500	120,451	3.4%	55,260	52,807	4.6%
FEBRUARY	178,506	172,291	3.6%	121,394	118,840	2.1%	57,112	53,451	6.8%
MARCH	165,876	159,776	3.8%	114,294	112,982	1.2%	51,583	46,794	10.2%
APRIL	144,352	148,462	-2.8%	105,265	109,702	-4.0%	39,087	38,760	0.8%
MAY	138,349	134,865	2.6%	102,514	97,697	4.9%	35,835	37,168	-3.6%
JUNE	172,606	163,594	5.5%	131,283	123,980	5.9%	41,322	39,614	4.3%
JULY	188,059	172,258	9.2%	137,451	124,958	10.0%	50,608	47,299	7.0%
AUGUST	174,475	166,179	5.0%	125,515	116,298	7.9%	48,960	49,882	-1.8%
SEPTEMBER	145,710	136,111	7.1%	101,574	93,314	8.9%	44,136	42,797	3.1%
OCTOBER	158,425	140,024	13.1%	115,903	102,195	13.4%	42,522	37,829	12.4%
NOVEMBER	154,412	146,782	5.2%	110,554	102,320	8.0%	43,858	44,463	-1.4%
DECEMBER	172,788	175,393	-1.5%	125,303	122,128	2.6%	47,485	53,265	-10.9%
TOTAL	164,439	157,389	4.5%	117,998	112,068	5.3%	46,441	45,320	2.5%

Source: DBEDT

VISITOR STATISTICS BY MAJOR MARKET AREAS

1999 ANNUAL VISITOR RESEARCH REPORT

DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
S T A T E O F H A W A I I

TABLE 8. 1999 Visitor Days by Month and MMA

1999	US EAST				EUROPE MMA				OCEANIA MMA				
	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
TOTAL													
Jan	1,731,207	1,747,737	891,584	573,483	68,663	9,073	65,448	2,609	14,434	160,226	52,692	17,863	70,556
Feb	1,591,131	1,528,814	892,364	452,972	58,044	9,198	68,453	3,180	10,253	149,128	36,450	17,072	53,522
Mar	1,674,094	1,559,791	908,831	445,455	68,164	9,405	80,163	3,654	11,275	172,666	52,334	12,629	64,963
Apr	1,683,541	1,194,740	727,056	222,796	68,611	10,305	57,053	3,878	12,889	152,737	45,601	18,036	63,637
May	1,695,377	1,192,140	742,631	110,362	57,214	8,612	68,576	4,157	13,756	152,315	50,589	19,125	70,125
Jun	2,214,707	1,460,256	796,695	107,133	66,521	12,487	51,222	4,490	13,399	148,119	58,186	25,972	84,158
Jul	2,347,029	1,511,879	956,267	159,146	84,019	18,854	64,207	7,961	22,010	197,051	91,446	40,477	131,923
Aug	2,272,490	1,175,555	1,107,716	137,684	92,237	21,159	76,005	19,764	10,043	223,208	52,604	31,296	83,900
Sep	1,535,103	1,068,285	1,020,940	117,870	100,460	10,969	90,596	6,212	20,465	228,702	61,294	35,961	97,255
Oct	1,752,135	1,366,096	765,933	273,204	96,362	15,289	90,939	6,881	23,373	232,845	85,847	23,961	109,808
Nov	1,816,038	1,141,506	820,302	322,431	84,249	11,015	68,862	4,130	17,047	185,303	42,846	15,778	58,624
Dec	2,100,091	1,431,774	747,007	429,391	71,788	13,120	76,935	7,524	18,290	187,658	39,143	13,533	52,676
TOTAL	22,412,942	16,378,572	10,377,326	3,351,926	916,331	149,491	858,460	74,441	191,235	2,189,957	669,031	272,114	941,145
DOMESTIC													
Jan	1,677,265	1,701,883	22,815	69,274	52,581	7,980	55,052	1,984	11,829	129,425	20,860	9,569	30,429
Feb	1,539,196	1,491,064	33,719	53,204	43,020	7,067	59,741	2,376	8,782	120,987	8,565	3,518	12,083
Mar	1,630,244	1,523,001	41,315	40,005	51,661	7,728	70,303	2,772	10,013	142,477	7,757	3,568	11,325
Apr	1,641,615	1,144,208	24,014	38,134	60,018	9,319	50,690	3,236	11,520	134,783	14,954	6,841	21,796
May	1,637,846	1,156,816	23,530	27,672	49,112	7,420	64,858	3,664	12,551	137,605	12,931	8,862	19,793
Jun	2,118,337	1,413,123	33,839	22,146	58,890	10,573	48,623	3,790	12,363	134,239	14,202	8,990	23,192
Jul	2,260,529	1,469,573	32,521	35,321	70,431	16,417	60,643	6,380	20,208	174,079	18,122	9,308	27,430
Aug	2,211,508	1,138,111	34,283	28,344	76,660	19,384	71,257	16,065	12,955	196,320	14,082	11,978	26,060
Sep	1,508,676	1,036,433	31,425	24,322	91,692	10,120	84,397	5,185	19,217	210,611	20,033	11,685	31,717
Oct	1,723,049	1,341,693	23,996	38,171	74,698	13,867	83,727	5,483	21,787	199,561	23,593	8,072	31,665
Nov	1,766,793	1,105,697	23,234	36,825	73,598	9,877	62,279	3,240	15,246	164,240	15,530	6,175	21,706
Dec	2,013,358	1,356,768	24,871	62,720	58,211	11,547	70,247	6,726	17,157	163,888	13,488	4,811	18,299
TOTAL	21,728,417	15,878,369	349,562	476,137	760,572	131,299	781,815	60,901	173,628	1,908,215	184,116	91,377	275,494
INTERNATIONAL													
Jan	53,942	45,854	868,769	504,209	16,082	1,093	10,396	625	2,605	30,801	31,832	8,295	40,127
Feb	51,935	37,749	858,645	399,768	15,023	2,130	8,712	805	1,471	28,141	27,885	13,553	41,439
Mar	43,850	36,789	867,515	405,449	16,504	1,682	9,860	882	1,262	30,189	44,577	9,061	53,638
Apr	41,926	50,532	703,043	184,663	8,593	986	6,364	642	1,369	17,954	30,647	11,194	41,841
May	57,530	35,324	719,101	82,690	8,102	1,192	3,718	493	1,205	14,710	37,658	12,674	50,332
Jun	96,370	47,133	762,856	84,987	7,631	1,914	2,600	699	1,036	13,880	43,984	16,982	60,966
Jul	86,500	42,306	923,746	123,826	13,587	2,437	3,564	1,581	1,802	22,972	73,324	31,169	104,493
Aug	60,982	37,443	1,073,433	109,340	15,576	1,775	4,748	3,699	1,088	26,887	38,522	19,318	57,840
Sep	26,427	31,852	989,515	93,548	8,768	849	6,199	1,028	1,248	18,091	41,261	24,277	65,537
Oct	29,086	24,403	741,937	235,032	21,664	1,423	7,212	1,398	1,586	33,284	62,254	15,889	78,143
Nov	49,245	35,809	797,068	285,606	10,651	1,138	6,583	890	1,801	21,062	27,316	9,603	36,918
Dec	86,733	75,007	722,137	366,671	13,577	1,572	6,688	798	1,133	23,770	25,656	8,722	34,377
TOTAL	684,526	500,202	10,027,764	2,875,790	155,758	18,192	76,644	13,541	17,607	281,742	484,915	180,737	665,652

Source: DBEDT

TABLE 8. 1999 Visitor Days by Month and MMA (continued)

1999	OTHER ASIA MMA					LATIN AMERICA MMA			TOTAL			
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA MMA	ARGENTINA	BRAZIL		MEXICO	TOTAL LATIN AMERICA MMA	OTHER MMA
Jan	10,063	6,135	26,542	16,321	18,591	77,652	4,493	10,779	4,423	19,695	300,436	5,572,575
Feb	9,298	10,327	23,512	4,380	30,619	78,137	4,560	7,957	3,214	15,731	236,364	4,998,163
Mar	11,152	8,384	25,416	3,157	17,555	65,664	4,193	4,662	4,099	12,954	237,754	5,142,170
Apr	11,697	6,004	13,993	1,258	24,690	57,641	3,637	3,912	3,386	10,935	217,477	4,330,561
May	15,610	8,165	19,311	2,797	30,193	76,076	4,339	6,437	4,671	15,448	234,334	4,288,807
Jun	13,025	12,728	17,314	5,850	28,286	77,204	2,391	4,819	4,594	11,804	278,092	5,178,167
Jul	17,085	16,601	37,829	3,871	43,334	118,720	1,563	8,116	6,483	16,163	391,642	5,829,820
Aug	18,493	7,174	24,900	3,997	25,662	80,227	1,043	4,472	4,992	10,507	317,439	5,408,724
Sep	13,991	5,197	15,279	2,578	18,748	55,792	2,500	7,111	3,167	12,778	234,573	4,371,298
Oct	18,035	6,272	18,560	5,232	19,713	67,813	3,450	8,157	5,793	17,400	325,951	4,911,184
Nov	20,330	4,143	12,223	4,665	21,963	63,323	2,151	4,669	4,548	11,368	213,452	4,632,345
Dec	24,245	8,837	27,142	9,306	17,542	87,071	2,503	7,898	5,085	15,486	305,267	5,356,422
TOTAL	183,025	99,968	262,021	63,412	296,894	905,320	36,824	78,989	54,456	170,268	3,292,779	60,020,237
DOMESTIC												
Jan	7,146	3,006	5,361	2,737	2,362	20,612	4,493	10,779	4,423	19,695	188,110	3,859,508
Feb	5,873	1,723	4,744	702	2,577	15,619	4,560	7,957	3,214	15,731	117,427	3,399,031
Mar	9,643	1,163	2,839	418	2,122	16,186	4,193	4,662	4,099	12,954	125,598	3,543,106
Apr	9,759	2,241	4,183	330	2,883	19,396	3,637	3,912	3,386	10,935	123,067	3,157,947
May	13,505	2,593	6,242	532	5,111	27,982	4,339	6,437	4,671	15,448	131,233	3,177,925
Jun	9,392	2,588	6,090	897	3,145	22,112	2,391	4,819	4,594	11,804	159,709	3,938,501
Jul	11,018	2,086	9,794	1,122	4,635	28,654	1,563	8,116	6,483	16,163	216,702	4,260,970
Aug	13,889	3,005	6,729	963	5,405	29,992	1,043	4,472	4,992	10,507	215,834	3,890,960
Sep	10,379	2,300	3,068	425	2,171	18,343	2,500	7,111	3,167	12,778	172,914	3,047,218
Oct	11,534	1,738	5,357	1,017	2,154	21,800	3,450	8,157	5,793	17,400	195,671	3,593,007
Nov	14,964	1,560	3,934	572	3,311	24,341	2,151	4,669	4,548	11,368	162,413	3,316,616
Dec	22,220	3,801	5,575	1,892	2,598	36,087	2,503	7,898	5,085	15,486	192,914	3,884,389
TOTAL	139,323	27,804	63,916	11,606	38,474	281,124	36,824	78,989	54,456	170,268	2,001,591	43,069,177
INTERNATIONAL												
Jan	2,917	3,129	21,181	13,584	16,228	57,040	NA	NA	NA	NA	112,325	1,713,068
Feb	3,425	8,604	18,768	3,678	28,042	62,518	NA	NA	NA	NA	118,937	1,599,132
Mar	1,509	7,221	22,577	2,739	15,433	49,478	NA	NA	NA	NA	112,156	1,599,065
Apr	1,937	3,763	9,810	928	21,807	38,245	NA	NA	NA	NA	94,410	1,172,614
May	2,105	5,572	13,070	2,265	25,082	48,094	NA	NA	NA	NA	103,101	1,110,883
Jun	3,634	10,141	11,224	4,953	25,140	55,092	NA	NA	NA	NA	118,382	1,239,666
Jul	6,067	14,516	28,035	2,749	38,699	90,066	NA	NA	NA	NA	174,940	1,568,850
Aug	4,604	4,169	18,170	3,034	20,257	50,234	NA	NA	NA	NA	101,605	1,517,764
Sep	3,612	2,897	12,211	2,153	16,576	37,449	NA	NA	NA	NA	61,659	1,324,080
Oct	6,501	4,534	13,203	4,215	17,559	46,012	NA	NA	NA	NA	130,280	1,318,177
Nov	5,365	2,583	8,289	4,093	18,651	38,982	NA	NA	NA	NA	51,038	1,315,730
Dec	2,025	5,036	21,567	7,414	14,944	50,985	NA	NA	NA	NA	112,354	1,472,033
TOTAL	43,702	72,164	198,104	51,806	258,419	624,196	NA	NA	NA	NA	1,291,188	16,951,060

NA: Not available.
Source: DBEDT

TABLE 9. 1998 Visitor Days by Month and MMA

1998	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA			
Jan	1,632,902	1,627,793	962,209	396,309	63,934	10,227	75,758	6,874	24,468	181,261	101,353	32,858	134,211			
Feb	1,456,916	1,446,346	1,025,951	363,254	67,624	11,408	63,065	6,077	10,251	158,424	62,060	18,871	80,931			
Mar	1,608,836	1,473,060	1,007,416	330,835	61,901	9,652	83,951	3,962	15,125	174,590	30,844	11,820	42,664			
Apr	1,765,900	1,203,524	810,589	145,867	67,745	11,522	66,758	2,136	14,496	162,657	62,579	28,661	91,240			
May	1,578,913	1,104,144	858,250	92,626	62,705	9,033	71,182	2,228	16,241	161,388	41,857	29,558	71,414			
Jun	2,033,029	1,411,213	854,315	68,147	60,521	10,349	50,276	2,999	13,201	137,346	41,337	41,915	83,252			
Jul	2,080,210	1,357,519	1,085,953	91,174	76,127	20,169	79,353	7,364	24,182	207,194	48,007	41,729	89,736			
Aug	2,020,613	1,195,058	1,135,410	107,049	79,458	21,201	80,846	19,471	13,574	214,551	39,815	36,128	75,943			
Sep	1,361,001	991,840	1,046,212	74,097	98,618	9,756	83,291	4,698	19,258	215,622	49,994	28,226	78,220			
Oct	1,613,607	1,175,545	795,591	165,205	84,912	13,002	79,383	3,796	19,334	200,427	49,670	23,692	73,362			
Nov	1,586,429	1,069,252	840,872	315,091	85,755	9,924	82,378	4,035	17,445	199,536	39,702	15,798	55,500			
Dec	1,924,885	1,439,727	952,217	407,302	83,584	11,910	72,877	9,899	19,462	197,733	67,044	21,115	88,159			
TOTAL	20,663,240	15,495,022	11,374,984	2,556,955	892,883	148,154	889,117	73,539	207,035	2,210,728	619,509	345,123	964,632			
DOMESTIC																
Jan	1,593,088	1,594,947	37,366	100,143	47,375	8,491	63,783	5,779	17,291	142,720	26,329	10,448	36,777			
Feb	1,425,926	1,420,333	39,130	126,940	46,426	9,973	54,153	5,327	8,505	124,384	10,814	5,947	16,761			
Mar	1,562,712	1,440,856	54,182	106,299	47,729	6,906	72,981	3,092	12,964	143,672	10,649	6,255	16,904			
Apr	1,727,838	1,166,213	28,556	44,486	55,531	60,227	1,762	13,096	140,945	15,329	7,171	22,500				
May	1,550,412	1,074,853	27,198	44,659	49,554	7,303	65,742	1,731	14,631	138,960	12,545	8,742	21,286			
Jun	1,991,227	1,341,411	32,987	32,345	50,723	8,848	45,680	2,449	12,203	119,903	11,569	11,219	22,788			
Jul	2,033,049	1,294,180	37,339	44,391	63,602	17,553	74,392	5,463	21,977	182,987	19,855	16,497	36,352			
Aug	1,971,088	1,090,266	38,391	41,683	67,610	18,612	75,728	15,835	12,334	190,120	14,711	19,160	33,871			
Sep	1,347,865	978,819	30,172	29,006	88,089	8,958	78,570	3,863	18,426	197,906	15,674	7,962	23,636			
Oct	1,590,228	1,119,396	25,467	41,624	73,609	10,951	70,681	2,569	18,182	175,992	19,886	8,004	27,890			
Nov	1,553,918	1,054,292	31,268	47,591	69,961	8,463	70,718	3,035	16,222	168,388	13,918	7,470	21,388			
Dec	1,873,593	1,363,343	39,983	64,059	68,262	9,827	66,703	8,151	18,038	170,981	12,336	7,530	19,867			
TOTAL	20,220,943	14,938,909	422,039	723,228	728,472	126,202	799,358	59,055	183,869	1,896,957	183,616	116,404	300,020			
INTERNATIONAL																
Jan	39,814	32,847	924,843	296,166	16,559	1,737	11,975	1,094	7,176	38,541	75,024	22,410	97,434			
Feb	30,990	26,013	986,821	236,314	21,198	1,435	8,913	749	1,746	34,040	51,246	12,924	64,170			
Mar	46,124	32,204	953,235	224,536	14,172	2,745	10,970	870	2,162	30,919	20,195	5,565	25,760			
Apr	38,062	37,312	782,032	101,381	12,214	1,194	6,531	374	1,400	21,712	47,250	21,490	68,740			
May	28,502	29,290	831,052	47,967	13,151	1,730	5,440	497	1,610	22,428	29,312	20,816	50,128			
Jun	41,801	69,802	821,328	35,802	9,798	1,502	4,596	550	998	17,443	29,768	30,696	60,464			
Jul	47,161	63,339	1,048,614	46,782	12,524	2,616	4,961	1,902	2,205	24,207	28,152	25,232	53,384			
Aug	49,525	104,792	1,097,019	65,365	11,848	2,589	5,117	3,636	1,241	24,431	25,104	16,968	42,072			
Sep	13,137	13,021	1,016,040	45,091	10,529	798	4,721	835	832	17,716	34,320	20,264	54,584			
Oct	23,379	56,150	770,124	123,582	11,303	2,051	8,702	1,227	1,152	24,435	29,784	15,688	45,472			
Nov	32,511	14,960	809,604	267,499	15,794	1,471	11,660	1,000	1,222	31,148	25,784	8,328	34,112			
Dec	51,292	76,384	912,234	343,242	15,322	2,084	6,174	1,748	1,424	26,752	54,708	13,585	68,293			
TOTAL	442,297	556,113	10,952,944	1,833,726	164,411	21,951	89,759	14,484	23,166	313,772	435,893	228,719	664,613			

Source: DBEDT

TABLE 9. 1998 Visitor Days by Month and MMA (continued)

1998	OTHER ASIA MMA										LATIN AMERICA MMA			OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS			
Jan	16,351	30,279	16,780	5,940	41,603	110,953	6,556	14,149	2,931	23,636	301,703	5,370,977			
Feb	8,577	10,359	6,396	4,151	18,890	48,373	3,708	11,070	4,356	19,134	224,811	4,824,140			
Mar	10,078	12,010	10,712	1,709	18,769	53,277	2,480	6,841	3,732	13,053	249,319	4,953,051			
Apr	14,927	11,647	10,769	1,959	15,077	54,380	3,495	7,356	5,463	16,314	203,383	4,453,853			
May	20,715	14,959	10,538	4,742	20,037	70,992	3,913	8,830	5,263	18,006	225,086	4,180,819			
Jun	25,113	9,370	12,605	5,799	19,451	72,338	1,746	6,694	3,340	11,781	236,384	4,907,805			
Jul	21,323	21,749	31,028	2,310	26,967	103,378	1,839	11,206	6,970	20,015	304,808	5,339,987			
Aug	17,503	18,870	19,296	2,429	20,806	78,904	2,522	7,036	6,002	15,561	308,475	5,151,563			
Sep	13,393	10,403	14,945	4,052	12,365	55,158	2,882	9,733	5,280	17,895	243,286	4,083,329			
Oct	19,478	13,500	14,641	4,086	12,940	64,646	3,070	8,367	3,604	15,040	237,319	4,340,742			
Nov	27,539	4,879	16,895	2,683	12,629	64,626	2,964	7,199	2,783	12,947	259,218	4,403,472			
Dec	20,414	10,741	20,562	5,258	24,791	81,765	3,205	19,284	6,662	29,151	316,236	5,437,174			
TOTAL	215,411	188,768	185,168	45,119	244,324	858,790	38,382	117,766	56,385	212,533	3,110,029	57,446,913			
DOMESTIC															
Jan	9,093	4,826	4,419	506	3,452	22,296	6,556	14,149	2,931	23,636	182,996	3,733,968			
Feb	6,235	3,797	1,839	568	4,786	17,224	3,708	11,070	4,356	19,134	137,690	3,327,522			
Mar	7,965	2,859	3,023	174	3,643	17,664	2,480	6,841	3,732	13,053	147,098	3,502,439			
Apr	11,238	2,586	3,004	348	2,902	20,079	3,495	7,356	5,463	16,314	124,115	3,291,046			
May	14,983	2,968	3,070	585	4,316	25,923	3,913	8,830	5,263	18,006	127,318	3,028,615			
Jun	18,627	1,687	3,170	545	3,722	28,198	1,746	6,694	3,340	11,781	138,753	3,719,394			
Jul	15,074	3,897	7,584	288	4,671	31,513	1,839	11,206	6,970	20,015	193,879	3,873,706			
Aug	9,401	3,928	6,168	228	7,501	27,225	2,522	7,036	6,002	15,561	197,025	3,605,228			
Sep	8,797	2,796	3,904	983	3,045	19,526	2,882	9,733	5,280	17,895	154,601	2,799,425			
Oct	13,754	4,071	2,837	707	3,155	24,522	3,070	8,367	3,604	15,040	147,882	3,168,040			
Nov	21,683	1,805	2,984	373	2,447	29,292	2,964	7,199	2,783	12,947	150,509	3,069,593			
Dec	16,338	2,275	5,438	1,394	2,607	28,050	3,205	19,284	6,662	29,151	196,934	3,785,962			
TOTAL	153,187	37,494	47,886	6,700	46,245	291,512	38,382	117,766	56,385	212,533	1,898,797	40,904,938			
INTERNATIONAL															
Jan	7,258	25,454	12,360	5,434	38,151	88,657	NA	NA	NA	NA	118,708	1,637,009			
Feb	2,342	6,562	4,557	3,583	14,104	31,148	NA	NA	NA	NA	87,122	1,496,618			
Mar	2,113	9,151	7,689	1,535	15,126	35,614	NA	NA	NA	NA	102,221	1,450,611			
Apr	3,689	9,060	7,765	1,611	12,176	34,302	NA	NA	NA	NA	79,268	1,162,808			
May	5,732	11,991	7,468	4,157	15,721	45,069	NA	NA	NA	NA	97,768	1,152,204			
Jun	6,486	7,683	8,989	5,254	15,729	44,140	NA	NA	NA	NA	97,631	1,188,411			
Jul	6,249	17,853	23,444	2,022	22,296	71,864	NA	NA	NA	NA	110,929	1,466,281			
Aug	8,102	14,943	13,128	2,202	13,305	51,679	NA	NA	NA	NA	111,451	1,546,335			
Sep	4,595	7,607	11,042	3,069	9,320	35,632	NA	NA	NA	NA	88,685	1,283,905			
Oct	5,725	9,430	11,804	3,379	9,785	40,123	NA	NA	NA	NA	89,438	1,172,702			
Nov	5,857	3,074	13,911	2,310	10,182	35,334	NA	NA	NA	NA	108,709	1,333,878			
Dec	4,076	8,467	15,124	3,864	22,184	53,715	NA	NA	NA	NA	119,302	1,651,213			
TOTAL	62,224	131,274	137,282	38,419	198,079	567,277	NA	NA	NA	NA	1,211,231	16,541,975			

NA: Not available.
Source: DBEDT

TABLE 10. 1999 Visitor Arrivals by Month and MMA

1999	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		TOTAL MMA
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	EUROPE	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA			
Jan	150,392	143,722	147,894	35,868	5,883	846	4,704	337	775	12,544	6,380	2,004	8,384			
Feb	162,045	145,661	159,762	34,703	6,335	880	4,831	411	746	13,203	4,666	1,241	5,907			
Mar	180,497	162,763	160,717	35,832	6,644	901	5,927	393	909	14,774	6,103	1,738	7,842			
Apr	187,170	131,122	132,994	19,449	6,946	951	4,682	452	1,098	14,129	5,718	2,533	8,250			
May	185,646	123,967	134,905	9,970	5,798	849	5,584	453	1,001	13,684	6,427	2,718	9,145			
Jun	221,951	139,470	144,504	8,526	6,187	862	4,125	497	1,070	12,742	6,590	3,925	10,515			
Jul	238,249	146,368	169,732	12,044	7,161	1,434	4,642	719	1,811	15,767	6,978	3,996	10,974			
Aug	244,210	116,600	182,380	12,140	8,777	1,720	5,853	1,943	1,183	19,475	6,711	3,761	10,472			
Sep	166,834	109,779	174,180	9,714	9,448	1,008	7,245	496	1,605	19,802	8,547	3,724	12,272			
Oct	183,535	140,977	137,086	21,260	8,972	1,232	7,343	619	1,809	19,974	9,072	3,030	12,102			
Nov	190,788	114,556	151,027	25,458	8,059	1,015	4,757	357	1,251	15,438	6,112	2,409	8,521			
Dec	196,981	126,252	130,405	27,816	5,129	936	4,535	575	1,162	12,338	5,565	1,256	6,820			
TOTAL	2,308,836	1,601,238	1,825,588	252,777	85,339	12,635	64,228	7,249	14,417	183,868	78,869	32,336	111,205			
DOMESTIC																
Jan	142,529	136,092	3,063	4,326	4,487	744	3,957	256	635	10,079	3,000	1,001	4,001			
Feb	154,474	139,380	4,882	4,210	4,403	676	4,216	307	639	10,241	1,180	379	1,559			
Mar	174,105	156,642	5,978	3,573	4,973	740	5,198	298	740	12,016	1,173	494	1,667			
Apr	181,598	122,714	3,533	3,581	5,556	860	4,160	377	981	11,934	2,306	1,087	3,393			
May	177,260	118,089	3,504	2,570	4,788	731	5,281	399	913	12,112	1,895	863	2,758			
Jun	207,903	131,628	4,080	1,834	5,233	730	3,916	420	987	11,286	1,955	1,323	3,278			
Jul	225,640	139,329	4,184	2,806	6,003	1,249	4,384	576	1,663	13,875	2,496	1,255	3,751			
Aug	235,320	110,370	4,336	2,617	7,295	1,576	5,487	1,579	1,091	17,028	1,903	1,350	3,253			
Sep	162,982	104,479	4,230	2,117	8,456	930	6,749	414	1,507	18,056	2,840	1,346	4,186			
Oct	179,295	136,917	3,264	3,147	7,303	1,117	6,761	493	1,686	17,360	3,641	1,094	4,735			
Nov	183,606	108,598	3,472	2,962	6,250	910	4,302	280	1,119	12,861	2,138	1,111	3,249			
Dec	183,699	113,364	2,821	4,095	4,224	824	4,141	514	1,090	10,793	1,483	417	1,900			
TOTAL	2,208,409	1,517,603	47,348	37,836	68,971	11,088	58,552	5,912	13,117	157,640	26,011	11,720	37,731			
INTERNATIONAL																
Jan	7,863	7,630	144,831	31,542	1,396	102	747	81	140	2,465	3,380	1,003	4,383			
Feb	7,571	6,281	154,880	30,493	1,932	204	615	104	107	2,962	3,486	862	4,348			
Mar	6,392	6,121	154,739	32,259	1,671	161	729	95	102	2,758	4,930	1,244	6,175			
Apr	6,112	8,408	129,461	15,868	1,390	91	522	75	117	2,195	3,412	1,446	4,857			
May	8,386	5,878	131,401	7,400	1,010	118	303	54	88	1,572	4,532	1,855	6,387			
Jun	14,048	7,842	140,424	6,692	954	132	209	77	83	1,456	4,635	2,602	7,237			
Jul	12,609	7,039	165,548	9,238	1,158	185	258	143	148	1,892	4,482	2,741	7,223			
Aug	8,890	6,230	178,044	9,523	1,482	144	366	364	92	2,447	4,808	2,411	7,219			
Sep	3,852	5,300	169,950	7,597	992	78	496	82	98	1,746	5,707	2,378	8,086			
Oct	4,240	4,060	133,822	18,113	1,669	115	582	126	123	2,614	5,431	1,936	7,367			
Nov	7,182	5,958	147,555	22,496	1,809	105	455	77	132	2,577	3,974	1,298	5,272			
Dec	13,282	12,888	127,584	23,721	905	112	394	61	72	1,545	4,082	839	4,920			
TOTAL	100,427	83,636	1,778,240	214,941	16,368	1,547	5,676	1,337	1,300	26,228	52,858	20,616	73,474			

Source: DBEDT

TABLE 11: 1998 Visitor Arrivals by Month and MMA

1998	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA			
Jan	145,787	131,433	174,221	31,935	5,266	864	5,422	452	1,272	13,276	7,728	2,675	10,402			
Feb	145,840	132,915	183,803	31,492	6,052	1,012	4,589	519	781	12,952	4,336	1,424	5,760			
Mar	167,054	148,006	177,125	31,427	5,696	882	5,976	401	1,127	14,081	5,519	1,818	7,338			
Apr	200,331	129,873	144,904	14,432	6,562	1,073	5,761	285	1,191	14,872	5,867	2,471	8,339			
May	173,454	118,458	155,175	10,505	5,817	916	5,934	251	1,291	14,209	5,357	3,784	9,141			
Jun	202,416	139,929	151,292	6,529	5,454	796	4,301	305	1,191	12,047	5,402	5,275	10,677			
Jul	208,320	133,301	188,770	8,842	6,571	1,488	5,461	678	2,117	16,314	6,215	5,226	11,441			
Aug	217,307	119,949	184,323	10,095	7,766	1,881	6,109	1,922	1,214	18,893	5,056	4,039	9,095			
Sep	152,532	103,861	183,638	7,315	8,804	821	6,698	472	1,713	18,509	6,616	3,803	10,419			
Oct	172,390	119,387	143,788	16,124	8,519	1,236	6,874	452	1,544	18,624	7,032	3,278	10,311			
Nov	165,055	107,408	152,128	29,179	7,199	734	5,635	395	1,242	15,206	5,332	1,981	7,313			
Dec	175,505	124,178	165,187	34,717	6,072	967	4,781	623	1,340	13,783	5,288	1,593	6,881			
TOTAL	2,125,993	1,508,698	2,004,354	232,592	79,778	12,670	67,540	6,756	16,022	182,766	69,748	37,368	107,116			
DOMESTIC																
Jan	139,151	124,594	3,851	6,097	3,902	745	4,371	380	899	10,297	3,560	1,430	4,989			
Feb	141,966	128,246	5,361	8,608	4,155	912	3,774	455	648	9,943	1,489	706	2,195			
Mar	161,085	141,773	7,988	8,301	4,392	699	4,865	313	966	11,234	1,480	705	2,186			
Apr	190,554	122,766	3,890	4,012	5,379	971	5,147	235	1,076	12,808	2,492	936	3,429			
May	167,856	110,470	3,928	4,843	4,597	775	5,357	195	1,163	12,087	1,693	1,182	2,875			
Jun	194,623	125,969	4,358	2,760	4,571	666	3,955	249	1,101	10,542	1,681	1,438	3,119			
Jul	201,925	121,846	5,252	4,029	5,490	1,309	5,091	503	1,924	14,316	2,696	2,072	4,768			
Aug	208,021	106,699	5,841	3,512	6,608	1,688	5,645	1,563	1,103	16,608	1,918	1,918	3,836			
Sep	146,561	99,520	4,676	2,562	7,864	757	6,299	388	1,639	16,948	2,326	1,270	3,596			
Oct	167,715	114,504	3,695	3,490	7,385	1,061	6,031	306	1,452	16,234	3,309	1,317	4,627			
Nov	160,674	102,128	4,569	3,220	5,873	635	4,759	297	1,155	12,720	2,109	940	3,049			
Dec	167,811	116,248	4,568	3,969	4,959	834	4,257	513	1,242	11,805	1,579	672	2,251			
TOTAL	2,047,943	1,414,765	57,977	55,403	65,175	11,052	59,550	5,398	14,367	155,542	26,332	14,587	40,919			
INTERNATIONAL																
Jan	6,636	6,839	170,370	25,838	1,364	119	1,051	72	373	2,979	4,168	1,245	5,413			
Feb	3,874	4,669	178,442	22,884	1,897	100	815	64	133	3,009	2,847	718	3,565			
Mar	5,969	6,233	169,137	23,126	1,304	183	1,111	88	161	2,847	4,039	1,113	5,152			
Apr	9,777	7,107	141,014	10,420	1,183	102	614	50	115	2,064	3,375	1,535	4,910			
May	5,599	7,988	151,247	5,662	1,220	141	577	56	128	2,122	3,664	2,602	6,266			
Jun	7,793	13,960	146,934	3,769	883	130	346	56	90	1,505	3,721	3,837	7,558			
Jul	6,395	11,455	183,518	4,813	1,081	179	370	175	193	1,998	3,519	3,154	6,673			
Aug	9,286	13,250	178,482	6,583	1,158	193	464	359	111	2,285	3,138	2,121	5,259			
Sep	5,971	4,340	178,962	4,753	940	64	399	84	74	1,561	4,290	2,533	6,823			
Oct	4,676	4,883	140,093	12,634	1,134	175	843	146	92	2,390	3,723	1,961	5,684			
Nov	4,381	5,280	147,559	25,959	1,326	99	876	98	87	2,486	3,223	1,041	4,264			
Dec	7,694	7,929	160,619	30,748	1,113	133	524	110	98	1,978	3,709	921	4,630			
TOTAL	78,050	93,933	1,946,377	177,189	14,603	1,618	7,990	1,358	1,655	27,224	43,416	22,781	66,197			

Source: DBEDT

TABLE 11: 1998 Visitor Arrivals by Month and MMA (continued)

1998	OTHER ASIA MMA						LATIN AMERICA MMA			TOTAL		
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO		TOTAL LATIN AMERICA MMA	
Jan	1,656	3,108	1,698	1,069	5,533	13,065	625	1,331	326	2,282	25,193	547,595
Feb	1,424	1,279	1,022	363	2,795	6,883	403	1,145	504	2,052	21,493	543,190
Mar	1,827	1,299	1,308	380	2,933	7,747	288	667	384	1,339	23,593	577,709
Apr	1,772	1,671	967	366	2,325	7,102	356	793	558	1,707	22,170	543,729
May	2,432	2,248	1,664	558	2,924	9,826	302	786	620	1,708	23,345	515,821
Jun	3,256	1,656	1,669	820	3,121	10,523	180	623	375	1,178	22,847	557,438
Jul	3,436	3,153	2,623	435	3,492	13,139	194	1,214	855	2,263	29,963	612,354
Aug	2,236	2,282	2,577	278	3,435	10,807	204	741	677	1,622	30,547	602,638
Sep	2,332	1,172	1,390	306	2,277	7,477	187	956	598	1,741	24,364	509,857
Oct	3,110	1,359	1,810	418	2,288	8,985	363	1,043	457	1,862	24,942	516,413
Nov	3,832	757	1,943	458	1,989	8,980	399	725	368	1,492	24,292	511,052
Dec	2,549	1,031	2,207	725	3,435	9,948	241	1,224	668	2,133	25,664	557,995
TOTAL DOMESTIC	29,863	21,016	20,877	6,176	36,549	114,480	3,740	11,250	6,388	21,379	298,412	6,595,790
Jan	921	495	447	91	464	2,419	625	1,331	326	2,282	15,281	308,962
Feb	1,035	469	294	50	393	2,241	403	1,145	504	2,052	13,164	313,776
Mar	1,444	309	369	39	497	2,658	288	667	384	1,339	13,920	350,483
Apr	1,334	371	270	65	431	2,472	356	793	558	1,707	13,529	355,166
May	1,759	446	485	69	536	3,295	302	786	620	1,708	13,205	320,266
Jun	2,415	298	479	77	446	3,716	180	623	375	1,178	13,411	359,675
Jul	2,429	565	641	54	705	4,394	194	1,214	855	2,263	19,058	377,853
Aug	1,201	475	824	26	774	3,299	204	741	677	1,622	19,510	368,949
Sep	1,532	315	363	74	413	2,697	187	956	598	1,741	15,483	293,785
Oct	2,196	410	351	72	331	3,360	363	1,043	457	1,862	15,542	331,029
Nov	3,017	280	343	64	326	4,031	399	725	368	1,492	14,104	305,987
Dec	2,040	218	584	192	408	3,443	241	1,224	668	2,133	15,982	328,210
TOTAL INTERNATIONAL	21,324	4,652	5,449	873	5,726	38,023	3,740	11,250	6,388	21,379	182,189	4,014,140
Jan	735	2,613	1,251	978	5,069	10,646	NA	NA	NA	NA	9,913	238,633
Feb	389	810	728	313	2,402	4,642	NA	NA	NA	NA	8,329	229,414
Mar	383	990	939	341	2,436	5,089	NA	NA	NA	NA	9,673	227,226
Apr	438	1,300	697	301	1,894	4,630	NA	NA	NA	NA	8,641	188,563
May	673	1,802	1,179	489	2,388	6,531	NA	NA	NA	NA	10,140	195,555
Jun	841	1,358	1,190	743	2,675	6,807	NA	NA	NA	NA	9,436	197,763
Jul	1,007	2,588	1,982	381	2,787	8,745	NA	NA	NA	NA	10,904	234,501
Aug	1,035	1,807	1,753	252	2,661	7,508	NA	NA	NA	NA	11,036	233,689
Sep	800	857	1,027	232	1,864	4,780	NA	NA	NA	NA	8,882	216,072
Oct	914	949	1,459	346	1,957	5,625	NA	NA	NA	NA	9,400	185,384
Nov	815	477	1,600	394	1,663	4,949	NA	NA	NA	NA	10,187	205,065
Dec	509	813	1,623	533	3,027	6,505	NA	NA	NA	NA	9,682	229,785
TOTAL	8,539	16,364	15,428	5,303	30,823	76,457	NA	NA	NA	NA	116,223	2,581,650

NA: Not available.
Source: DBEDT

TABLE 12: Visitor Arrivals by Month and MMA: 1999 vs. 1998
(% Change)

1999 vs. 1998	US WEST		US EAST		JAPAN		CANADA		EUROPE MMA				TOTAL		OCEANIA MMA	
	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA			
TOTAL																
Jan	3.2%	9.3%	-15.1%	12.3%	11.7%	-2.1%	-13.2%	-25.6%	-39.1%	-5.5%	-17.4%	-25.1%	-19.4%			
Feb	11.1%	9.6%	-13.1%	10.2%	4.7%	-13.1%	5.3%	-20.9%	-4.5%	1.9%	7.6%	-12.9%	2.5%			
Mar	8.0%	10.0%	-9.3%	14.0%	16.7%	2.1%	-0.8%	-2.0%	-19.3%	4.9%	10.6%	-4.4%	6.9%			
Apr	-6.3%	1.0%	-8.2%	34.8%	5.9%	-11.4%	-18.7%	58.3%	-7.9%	-5.0%	-2.6%	2.5%	-1.1%			
May	7.0%	4.7%	-13.1%	-5.1%	-0.3%	-7.3%	-5.9%	80.3%	-22.5%	-3.7%	20.0%	-28.2%	0.0%			
Jun	9.7%	-0.3%	-4.5%	30.6%	13.4%	8.3%	-4.1%	63.0%	-10.2%	5.8%	22.0%	-25.6%	-1.5%			
Jul	14.4%	9.8%	-10.1%	36.2%	9.0%	-3.6%	-15.0%	6.1%	-14.4%	-3.4%	12.3%	-23.5%	-4.1%			
Aug	12.4%	-2.8%	-1.1%	20.3%	13.0%	-8.5%	-4.2%	1.0%	-2.6%	3.1%	32.7%	-6.9%	15.1%			
Sep	9.4%	5.7%	-5.2%	32.8%	7.3%	22.8%	8.2%	5.0%	-6.3%	7.0%	29.2%	-2.1%	17.8%			
Oct	6.5%	18.1%	-4.7%	31.9%	5.3%	-0.3%	6.8%	37.0%	17.2%	7.2%	29.0%	-7.6%	17.4%			
Nov	15.6%	6.7%	-0.7%	-12.8%	11.9%	38.3%	-15.6%	-9.7%	0.8%	1.5%	14.6%	21.6%	16.5%			
Dec	12.2%	1.7%	-21.1%	-19.9%	-15.5%	-3.2%	-5.1%	-7.7%	-13.3%	-10.5%	5.2%	-21.2%	-0.9%			
TOTAL	8.6%	6.1%	-8.9%	8.7%	7.0%	-0.3%	-4.9%	7.3%	-10.0%	0.6%	13.1%	-13.5%	3.8%			
DOMESTIC																
Jan	2.4%	9.2%	-20.5%	-29.0%	15.0%	-0.2%	-9.5%	-32.7%	-29.3%	-2.1%	-15.7%	-30.0%	-19.8%			
Feb	8.8%	8.7%	-8.9%	-51.1%	6.0%	-25.9%	11.7%	-32.6%	-1.4%	3.0%	-20.7%	-46.3%	-29.0%			
Mar	8.1%	10.5%	-25.2%	-57.0%	13.2%	5.8%	6.8%	-4.7%	-16.4%	7.0%	-20.8%	-29.9%	-23.7%			
Apr	4.7%	0.0%	-9.2%	-10.7%	3.3%	-11.4%	-19.2%	60.1%	-8.8%	-6.8%	-7.5%	16.1%	-1.0%			
May	5.6%	6.9%	-10.8%	-46.9%	4.2%	-5.6%	-1.4%	104.5%	-21.5%	0.2%	11.9%	-27.0%	-4.1%			
Jun	6.8%	4.5%	-6.4%	-33.5%	14.5%	9.6%	-1.0%	68.6%	-10.3%	7.1%	16.3%	-8.0%	5.1%			
Jul	11.7%	14.3%	-20.3%	-30.4%	9.4%	-4.6%	-13.9%	14.6%	-13.6%	-3.1%	-7.4%	-39.4%	-21.3%			
Aug	13.1%	3.4%	-25.8%	-25.5%	10.4%	-6.6%	-2.8%	1.0%	-1.1%	2.5%	-0.8%	-29.6%	-15.2%			
Sep	11.2%	5.0%	-9.5%	-17.4%	7.5%	22.8%	7.1%	6.6%	-8.0%	6.5%	22.1%	6.0%	16.4%			
Oct	6.9%	19.6%	-11.7%	-9.8%	-1.1%	5.3%	12.1%	61.3%	16.1%	6.9%	10.0%	-16.9%	2.3%			
Nov	14.3%	6.3%	-24.0%	-8.0%	6.4%	43.3%	-9.6%	-5.8%	-3.1%	1.1%	1.4%	18.2%	6.6%			
Dec	9.5%	-2.5%	-38.2%	3.2%	-14.8%	-1.2%	-2.7%	0.2%	-12.2%	-8.6%	-6.1%	-37.9%	-15.6%			
TOTAL	7.8%	7.3%	-18.3%	-31.7%	5.8%	0.3%	-1.7%	9.5%	-8.7%	1.3%	-1.2%	-19.7%	-7.8%			
INTERNATIONAL																
Jan	18.5%	11.6%	-15.0%	22.1%	2.3%	-14.3%	-28.9%	11.9%	-62.5%	-17.2%	-18.9%	-19.4%	-19.0%			
Feb	95.4%	34.5%	-13.2%	33.2%	1.9%	103.7%	-24.6%	62.2%	-19.5%	-1.6%	22.4%	20.1%	22.0%			
Mar	7.1%	-1.8%	-8.5%	39.5%	28.2%	-12.0%	-34.4%	7.6%	-36.8%	-3.1%	22.1%	11.8%	19.8%			
Apr	-37.5%	18.3%	-8.2%	52.3%	17.5%	-10.8%	-15.0%	49.6%	1.3%	6.3%	1.1%	-5.8%	-1.1%			
May	49.8%	-26.4%	-13.1%	30.7%	-17.2%	-16.7%	-47.5%	-4.0%	-31.5%	-25.9%	23.7%	-28.7%	1.9%			
Jun	80.3%	-43.8%	-4.4%	77.6%	8.0%	1.7%	-39.5%	38.4%	-8.1%	-3.3%	24.6%	-32.2%	-4.2%			
Jul	97.2%	-38.5%	-9.8%	91.9%	7.1%	3.6%	-30.4%	-18.4%	-23.1%	-5.3%	27.4%	-13.1%	8.2%			
Aug	-4.3%	-53.0%	-0.2%	44.7%	28.0%	-25.2%	-21.2%	1.3%	-17.5%	7.1%	53.2%	13.7%	37.3%			
Sep	-35.5%	22.1%	-5.0%	59.8%	5.5%	21.9%	24.2%	-2.4%	32.3%	11.8%	33.0%	-6.1%	18.5%			
Oct	-9.3%	-16.8%	-4.5%	43.4%	47.1%	-34.5%	-30.9%	-13.9%	9.4%	9.4%	45.9%	-1.3%	29.6%			
Nov	63.9%	12.8%	0.0%	-13.3%	36.4%	5.9%	-48.1%	-21.6%	51.8%	3.7%	23.3%	24.7%	23.6%			
Dec	72.6%	62.5%	-20.6%	-22.9%	-18.7%	-15.6%	-24.8%	-44.5%	-26.5%	-21.9%	10.0%	-9.0%	6.3%			
TOTAL	28.7%	-11.0%	-8.6%	21.3%	12.1%	-4.4%	-29.0%	-1.5%	-21.4%	-3.7%	21.7%	-9.5%	11.0%			

Source: DBEDT

TABLE 12: Visitor Arrivals by Month and MMA: 1999 vs. 1998 (continued)
(% Change)

1999 vs. 1998	OTHER ASIA MMA					LATIN AMERICA MMA					OTHER MMA	TOTAL	
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA			
TOTAL													
Jan	1.0%	-71.8%	118.1%	-63.1%	-46.0%	-26.2%	-22.6%	-28.6%	31.8%	-18.3%	2.0%	-2.1%	
Feb	3.4%	36.9%	212.9%	54.8%	76.6%	73.2%	37.1%	-32.6%	-17.0%	-15.1%	-1.8%	2.4%	
Mar	5.9%	-29.3%	152.7%	29.8%	2.3%	24.6%	51.4%	-28.0%	43.2%	9.5%	-1.8%	3.3%	
Apr	4.8%	-49.6%	134.7%	-36.2%	60.5%	25.8%	-14.9%	-47.5%	-16.9%	-30.7%	5.8%	-3.0%	
May	-16.5%	-43.5%	73.0%	-16.4%	52.3%	12.9%	59.8%	-13.9%	-19.2%	-2.8%	0.8%	-0.4%	
Jun	-42.6%	-19.1%	61.8%	-13.0%	42.5%	5.2%	18.9%	-13.4%	21.3%	2.6%	9.5%	3.2%	
Jul	-41.6%	-41.0%	94.8%	-5.1%	44.5%	9.9%	-9.6%	-33.4%	-19.1%	-26.0%	6.3%	4.7%	
Aug	4.2%	-37.2%	55.5%	30.4%	3.5%	8.2%	-36.9%	-39.2%	-21.4%	-31.4%	4.0%	4.5%	
Sep	16.1%	-26.2%	72.8%	20.3%	28.4%	23.9%	34.7%	-22.9%	-31.3%	-19.6%	4.8%	3.7%	
Oct	-12.9%	-23.6%	78.2%	36.3%	-21.5%	3.9%	-26.3%	-24.4%	50.3%	-6.4%	20.1%	7.7%	
Nov	-17.3%	-19.4%	28.4%	69.1%	37.9%	9.0%	-47.0%	-47.2%	50.1%	-23.1%	2.4%	6.0%	
Dec	45.3%	-20.2%	79.9%	58.8%	-10.3%	28.0%	-47.8%	-53.1%	-39.1%	-48.1%	-3.7%	-3.4%	
TOTAL	-8.0%	-35.1%	88.1%	5.3%	16.8%	13.2%	-2.9%	-32.6%	-4.6%	-19.1%	4.1%	2.2%	
DOMESTIC													
Jan	12.4%	-34.0%	36.6%	-27.6%	-39.1%	-4.0%	-22.6%	-28.6%	31.8%	-18.3%	2.8%	3.6%	
Feb	-21.0%	-36.4%	119.6%	81.2%	-5.4%	-0.8%	37.1%	-32.6%	-17.0%	-15.1%	-10.4%	5.3%	
Mar	9.3%	-42.4%	0.0%	67.8%	-27.3%	-4.0%	51.4%	-28.0%	43.2%	9.5%	-4.8%	5.9%	
Apr	2.1%	-12.7%	102.9%	-6.2%	0.1%	10.3%	-14.9%	-47.5%	-16.9%	-30.7%	-1.8%	-3.2%	
May	-23.0%	-16.8%	46.9%	29.2%	-3.3%	-7.6%	59.8%	-13.9%	-19.2%	-2.8%	1.6%	4.4%	
Jun	-51.6%	21.4%	84.8%	41.3%	-12.8%	-21.6%	18.9%	-13.4%	21.3%	2.6%	16.5%	5.6%	
Jul	-46.7%	-47.2%	32.9%	121.1%	-15.8%	-28.1%	-9.6%	-33.4%	-19.1%	-26.0%	9.2%	9.9%	
Aug	36.7%	-17.7%	19.7%	233.7%	-11.2%	14.9%	-36.9%	-39.2%	-21.4%	-31.4%	10.7%	8.3%	
Sep	19.5%	-9.2%	16.8%	-17.9%	-5.4%	11.0%	34.7%	-22.9%	-31.3%	-19.6%	9.9%	8.1%	
Oct	-17.3%	-31.2%	83.7%	53.4%	-3.4%	-5.6%	-26.3%	-24.4%	50.3%	-6.4%	30.2%	11.7%	
Nov	-22.6%	-27.9%	93.7%	49.5%	26.2%	-8.0%	-47.0%	-47.2%	50.1%	-23.1%	14.5%	9.7%	
Dec	51.5%	11.3%	25.4%	21.7%	-14.7%	35.0%	-47.8%	-53.1%	-39.1%	-48.1%	-2.3%	3.0%	
TOTAL	-9.4%	-23.4%	48.1%	36.0%	-10.8%	-2.0%	-2.9%	-32.6%	-4.6%	-19.1%	6.8%	6.0%	
INTERNATIONAL													
Jan	-13.3%	-78.9%	147.3%	-66.4%	-46.6%	-31.3%	NA	NA	NA	NA	0.7%	-9.5%	
Feb	68.3%	79.3%	250.5%	50.6%	90.1%	108.9%	NA	NA	NA	NA	11.8%	-1.7%	
Mar	-6.9%	-25.2%	212.8%	25.5%	8.3%	39.5%	NA	NA	NA	NA	2.4%	-0.8%	
Apr	13.1%	-60.1%	147.0%	-42.6%	74.2%	34.1%	NA	NA	NA	NA	17.9%	-2.8%	
May	0.5%	-50.1%	83.7%	-22.8%	64.7%	23.3%	NA	NA	NA	NA	-0.2%	-8.4%	
Jun	-16.9%	-28.0%	52.6%	-18.6%	51.7%	19.8%	NA	NA	NA	NA	1.2%	-1.3%	
Jul	-29.2%	-39.6%	114.9%	-23.1%	59.8%	29.0%	NA	NA	NA	NA	1.2%	-3.7%	
Aug	-33.4%	-42.3%	72.3%	9.4%	7.8%	5.2%	NA	NA	NA	NA	-7.8%	-1.4%	
Sep	9.4%	-32.4%	92.6%	32.5%	35.9%	31.2%	NA	NA	NA	NA	-4.2%	-2.2%	
Oct	-2.2%	-20.4%	76.9%	32.7%	-24.6%	9.6%	NA	NA	NA	NA	3.4%	0.4%	
Nov	2.7%	-14.5%	14.3%	72.3%	40.2%	22.9%	NA	NA	NA	NA	-14.3%	0.4%	
Dec	20.7%	-28.7%	99.5%	72.1%	-9.7%	24.3%	NA	NA	NA	NA	-6.1%	-12.5%	
TOTAL	-4.7%	-38.5%	102.2%	0.2%	22.0%	20.7%	NA	NA	NA	NA	-0.1%	-3.7%	

NA: Not available.
Source: DBEDT

VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

1999 ANNUAL VISITOR RESEARCH REPORT

DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
S T A T E O F H A W A I I

VISITOR CHARACTERISTICS BY MMA

U.S. West

As the largest of the MMAs in terms of total expenditures, visitor days, and visitor arrivals, the U.S. West continued to be Hawaii's core market with healthy growth in 1999. Spending per person per day increased by 2.4 percent to \$136 per day. Still, that level remains among the lowest of all the MMAs. Length of stay was relatively flat at 9.71 days. Among other highlights in the U.S. West:

- Although it remains a heavy repeat market with 75.3 percent of visitors having visited more than once, the U.S. West also saw a sizable increase in first-time visitors (7.2%).
- As in previous years, approximately half of these visitors go to Oahu, and the other half exclusively stay on the neighbor islands.
- Fewer U.S. West travelers came on group tours in 1999, but travel packages and independent travel grew.
- Only 53.9 percent of U.S. West visitors stayed in hotels in 1999, while 29.4 percent stayed in condominiums.
- Convention travel from the U.S. West market increased by 17.0 percent over 1998, making it one of the fastest growing segments of travel to Hawaii from the market.
- U.S. West visitor arrivals tend to peak in the summer and moderate during the winter months.

Almost all of Hawaii's 2.3 million U.S. West visitors arrive from domestic points of origin. Only about 100,000 arrive from international points. California's 1.36 million visitors dominate the U.S. West visitor count at 61.1 percent of the market. Washington and Oregon are the next largest with approximately 300,000 and 150,000 visitors, respectively. California is also the largest single state market accounting for 31.9 percent of domestic visitors and 20.9 percent of total visitors to Hawaii.

U.S. East

A strong growth in arrivals for the U.S. East (6.1% over 1998), coupled with a long length of stay (10.23 days) and relatively high expenditures per day (\$167 per visitor) pushed the U.S. East market past Japan and into second place for total expenditures in Hawaii for 1999.

In addition:

- Growth in U.S. East convention travel was especially high, up 21.2 percent from 1998.
- Nearly half of U.S. East visitors were first-timers in 1999. Moreover, the rate of growth for U.S. East first-time visitors was faster than for repeat visitors (6.7% vs. 5.6%).
- The increase in U.S. East visitors was felt on all islands particularly the neighbor islands. Nevertheless, Oahu still hosted 60.7 percent of U.S. East visitors.

- U.S. East visitors are more likely than their U.S. West counterparts to stay at hotels.
- U.S. East visitors are more or less evenly spaced throughout the year except for slightly higher proportions in the winter and summer months.

The U.S. East's 1.6 million visitors are also predominantly from domestic points of origin, with only about 83,000 arriving on international flights. The largest sub-market in the U.S. East is the East-North-Central Region (375,000 visitors). This area includes Illinois, Indiana, Michigan, Ohio, and Wisconsin. Strong arrivals were also seen in the Mid-Atlantic Region (New Jersey, New York and Pennsylvania) and the West-South-Central-Region (including Texas among others). Both the South Atlantic and the West-North-Central Regions registered more than 10 percent growth for 1999.

Japan

Total Japanese visitor expenditures fell in 1999 due to declines in both arrivals and daily visitor spending. The length of stay held steady at 5.68 days. With the decline, Japan slipped to third largest among the MMAs in terms of total expenditures. However, the Japanese were still the highest spenders per day at \$227 per visitor.

In addition:

- A decline in repeat visitors pushed the share of first-time visitors to 51.5 percent of the Japan market.
- Nearly all Japanese (95.9%) visit Oahu and for 73 percent Oahu is the only island visited.
- Most Japanese visitors come on group or package tours.
- Close to 90 percent of Japanese visitors stay in hotels.
- An impressive 19.5 percent of Japanese visitors come here for a wedding or honeymoon. There were 15.9 percent more Japanese visitors here for that purpose than 1998, the only category in this market showing an increase in 1999.
- July, August, and September are the most popular months for Japanese visits.

Of the 1.8 million Japanese visitors to Hawaii, fewer than 50,000 arrived from domestic points of origin. Of those arriving on international flights, 65.7 percent were from three central Japan regions, Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya).

Canada

Hawaii experienced an exceptional year for tourism from Canadian in 1999. Increases in arrivals, average length of stay, and per person per day spending, drove up total expenditures in this market by 38.5 percent. Canadians, on average, stayed in Hawaii for 13.26 days, the longest among Hawaii's visitor groups. Average daily visitor spending increased by 5.7 percent but remained third lowest among the MMAs at \$143.

- A driving force for the overall increase in the Canadian market was the first-time visitor segment, which registered an 18.4 percent increase from 1998 and accounted for 41.6 percent of Canadian arrivals.
- True independents made up the largest component of these visitors.
- In contrast to the Japan market, more than 70 percent of Canadian visitors go to at least one neighbor island. About as many Canadians go to Maui as Oahu.
- About 60 percent of Canadians stayed in hotels, with 28.0 percent staying in condominiums.
- The Canadian visitor market is very seasonal. This is especially true for Canadians flying direct from Canada or from other international destinations. Hawaii sees relatively few Canadians from May through September.

While most Canadians flew into Hawaii direct from Canada or from other international destinations, a fair share (nearly 15 percent) flew to Hawaii from U.S. cities.

Europe

Although arrivals from Europe increased in 1999, total expenditures fell because of a sharp decline in spending per person per day. Europeans spent the least of all groups per day in 1999. Length of stay also dropped slightly, but still remained high at nearly 12 days.

- The majority of Europeans were first-time visitors, but a surprising 44.0 percent were repeat visitors. Europeans averaged two previous trips to Hawaii.
- Many Europeans made their travel arrangements independently, though a significant number purchased packages for at least their air and hotel arrangements.
- Nearly 65 percent of Europeans visited Oahu. Maui was the next most popular destination, capturing 41.0 percent of European visitors.
- Europeans primarily came to Hawaii for pleasure, but those who came for conventions increased by 15.4 percent in 1999.
- Approximately 70 percent of European visitors stayed at hotels.
- August, September, and October were the most popular months for Europeans (especially those from the United Kingdom and Germany).

The bulk of Europeans flew to Hawaii via U.S. cities. Germany and the United Kingdom make up 80 percent of the visitors from the Europe MMA.

Oceania — Australia and New Zealand

A decline in the average length of stay reduced the total expenditures of visitors from Australia and New Zealand slightly in 1999, despite an increase in arrivals. Nevertheless, this market remained a relatively high spending one (\$194.2 per person per day) and long-staying (8.46 days).

- The share of first-time visitors dropped dramatically from this market in 1999, although first-timers were still in the majority.

- True independents fell as a share of total while those on air and hotel packages increased.
- More than 85 percent of visitors from this region visited Oahu, but neighbor island travel has become more popular.
- The bulk of travelers from this market stayed in hotels.
- Most visitors came for pleasure, with sharp increases in honeymooners. All types of business travel also increased.
- June through October was the most popular period for travel to Hawaii.

Most Australian and New Zealand visitors came from international cities. Approximately 72 percent of this market were Australian residents.

Other Asia

Expenditures from the Other Asia MMA declined in 1999. In particular, there was a sharp drop in the average per person per day spending and length of stay. Arrivals, on the other hand, increased by 13.2 percent.

- The number of first-time visitors increased by 43.5 percent while repeat visitations fell. This boosted the share of first-time visitors to 71.2 percent for this MMA.
- Group tours and package trips were the most common form of travel for this group.
- Most of the visitors from this region spent their time in the State on Oahu only, but travel to Maui and the Big Island showed some growth.
- Hotels were by far the most prevalent form of accommodations for Other Asians.
- Honeymoon/weddings and meetings, conventions and incentives showed the largest increases, but the bulk of travelers came for pleasure.

The share of those coming from international points to Hawaii increased sharply in 1999, but a surprising 31.1 percent of the visitors from Other Asia came to Hawaii from a U.S. point of origin. The largest number of visitors in the other Asia MMA came from Taiwan (42,703). Korea was in second place (39,263) followed by China (27,466).

Latin America

Visitor expenditures of Latin Americans arriving on flights from the Mainland U.S. in 1999 increased despite a decline in the number of visitor days, arrivals and average length of stay in 1999. The compensating factor was spending per person per day, which rose dramatically for this MMA (32.2%), to \$172.80 in 1999.

- First-time visitors continued to be the majority among Latin Americans visiting Hawaii, although the share was down from 1998.
- Latin American visitors purchasing group or tour packages also declined from 1998.
- Oahu was the most popular Island for Latin American visits (72.6%) followed by Maui and the Big Island.
- The majority of visitors from this MMA (73.1%) stayed in hotels.

- Pleasure trips continued to be the primary purpose of travel for visitors from this market (79.5%), and 10.2 percent of Latin American visitors were on their honeymoon.

There were no respondents from Latin America in DBEDT's survey of international travelers. Therefore, visitor characteristics from Latin America arriving on international flights were not available. Other sources indicate that there were a small number of international travelers from this MMA. However, they have been included in Other MMA due to the lack of more specific information such as length of stay, etc.

TABLE 13: U.S. West MMA Visitor Characteristics: 1999 vs. 1998

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL*		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	22,412,942	20,663,240	8.5%	21,728,417	20,220,943	7.5%	684,526	442,297	54.8%
Total Visitors	2,308,836	2,125,993	8.6%	2,208,409	2,047,943	7.8%	100,427	78,050	28.7%
PARTY SIZE									
One	450,920	441,387	2.2%	430,747	419,143	2.8%	20,173	22,244	-9.3%
Two	1,021,846	945,012	8.1%	980,528	916,288	7.0%	41,318	28,724	43.8%
Three or more	836,069	739,594	13.0%	797,133	712,512	11.9%	38,936	27,081	43.8%
Avg Party Size	1.96	1.94	1.2%	1.97	1.94	1.6%	1.88	2.06	-8.7%
VISIT STATUS									
First-Time	570,653	532,257	7.2%	549,022	508,919	7.9%	21,631	23,337	-7.3%
Repeat	1,738,183	1,593,736	9.1%	1,659,387	1,539,023	7.8%	78,796	54,713	44.0%
Average # Trips	5.81	5.75	1.1%	5.78	5.77	0.2%	6.46	5.22	23.8%
TRAVEL METHOD									
Group Tour	143,518	143,709	-0.1%	135,837	136,182	-0.3%	7,681	7,526	2.0%
Package	793,770	738,865	7.4%	752,938	723,572	4.1%	40,832	15,294	167.0%
Group Tour & Pkg	113,841	114,131	-0.3%	106,160	107,147	-0.9%	7,681	6,984	10.0%
True Independent	1,485,389	1,356,484	9.5%	1,425,794	1,294,271	10.2%	59,595	62,214	-4.2%
ISLANDS VISITED									
Oahu	1,141,244	1,049,019	8.8%	1,053,796	975,485	8.0%	87,448	73,534	18.9%
Maui County	925,455	866,983	6.7%	899,498	848,724	6.0%	25,957	18,259	42.2%
...Maui	898,354	840,035	6.9%	872,397	822,474	6.1%	25,957	17,561	47.8%
...Molokai	25,203	27,334	-7.8%	25,203	26,636	-5.4%	0	698	-100.0%
...Lanai	30,942	32,525	-4.9%	30,942	32,525	-4.9%	0	0	NA
Kauai	440,118	417,724	5.4%	440,118	414,965	6.1%	0	2,759	-100.0%
Big Island	463,736	443,129	4.7%	446,917	435,118	2.7%	16,819	8,011	109.9%
...Hilo	128,309	119,304	7.5%	115,331	116,227	-0.8%	12,979	3,077	321.8%
...Kona	396,362	389,701	1.7%	392,522	384,767	2.0%	3,840	4,934	-22.2%
LENGTH OF STAY									
Oahu (days)	7.14	6.90	3.3%	7.27	7.10	2.4%	5.51	4.32	27.6%
Maui (days)	7.75	7.67	1.0%	7.86	7.75	1.5%	4.16	4.36	-4.6%
Molokai (days)	6.36	6.24	1.9%	6.36	6.26	1.7%	0.00	5.56	-100.0%
Lanai (days)	4.78	4.89	-2.2%	4.78	4.89	-2.2%	0.00	0.00	NA
Kauai (days)	7.47	7.19	3.8%	7.47	7.21	3.6%	0.00	4.47	-100.0%
Big Island (days)	8.00	8.21	-2.6%	8.09	8.29	-2.4%	5.63	3.99	41.1%
...Hilo (days)	5.66	5.49	3.2%	5.66	5.50	2.9%	5.66	4.52	25.3%
...Kona (days)	7.34	7.61	-3.5%	7.55	7.71	-2.2%	5.54	3.66	51.3%
Statewide (days)	9.71	9.72	-0.1%	9.84	9.87	-0.4%	6.82	5.67	20.3%
ACCOMMODATIONS									
Hotel	1,243,674	1,148,864	8.3%	1,192,246	1,101,552	8.2%	51,428	47,312	8.7%
...Hotel Only	1,123,865	1,025,370	9.6%	1,072,437	982,152	9.2%	51,428	43,217	19.0%
Condo	678,888	669,753	1.4%	678,888	660,151	2.8%	0	9,602	-100.0%
...Condo Only	594,197	583,721	1.8%	594,197	574,119	3.5%	0	9,602	-100.0%
Apartment	29,386	26,749	9.9%	29,386	26,749	9.9%	0	0	NA
Bed & Breakfast	40,175	28,270	42.1%	27,196	25,592	6.3%	12,979	2,678	384.6%
Cruise Ship	20,481	23,076	-11.2%	20,481	23,076	-11.2%	0	0	NA
Friends or Relatives	281,217	267,796	5.0%	269,210	252,033	6.8%	12,007	15,762	-23.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,819,173	1,670,219	8.9%	1,738,920	1,610,277	8.0%	80,254	59,942	33.9%
...Honeymoon	109,386	103,020	6.2%	109,386	103,020	6.2%	0	0	NA
MC&I (Net)	153,792	137,821	11.6%	153,792	137,278	12.0%	0	543	-100.0%
....Convention/Conf.	100,788	86,146	17.0%	100,788	85,603	17.7%	0	543	-100.0%
....Corp. Meetings	35,581	32,909	8.1%	35,581	32,909	8.1%	0	0	NA
....Incentive	19,040	20,639	-7.7%	19,040	20,639	-7.7%	0	0	NA
Other Business	111,760	101,310	10.3%	103,107	98,411	4.8%	8,652	2,899	198.5%
Visit Friends/Relatives	194,034	193,334	0.4%	190,194	184,841	2.9%	3,840	8,493	-54.8%
Government/Military	31,916	22,521	41.7%	24,236	22,521	7.6%	7,681	0	NA
Attend School	5,602	6,184	-9.4%	5,602	5,215	7.4%	0	968	-100.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,040.9	2,736.9	11.1%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	135.7	132.5	2.4%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,317.1	1,287.3	2.3%	NA	NA	NA	NA	NA	NA

NA: Not available.

* Sample sizes are small.

Source: DBEDT

TABLE 14: 1999 Domestic U.S. West MMA Visitor Arrivals by Month and State

REGION/STATE	JAN 115,365	FEB 123,950	MAR 133,001	APR 133,023	MAY 144,003	JUN 173,000	JUL 193,331	AUG 209,919	SEP 136,043	OCT 140,777	NOV 133,300	DEC 134,731	TOTAL 1,844,511
PACIFIC COAST													
Alaska	5,484	5,081	4,926	3,138	2,629	2,389	1,958	1,593	2,567	3,324	3,794	4,854	41,737
California	71,597	75,301	87,400	105,289	109,875	134,853	158,911	177,574	109,810	107,886	108,437	108,821	1,355,752
Oregon	13,984	15,715	18,147	10,973	10,608	12,152	10,426	9,880	8,594	10,859	12,390	13,492	147,220
Washington	24,300	29,853	24,578	34,423	20,973	23,664	22,256	20,872	17,672	24,708	28,879	27,624	299,802
MOUNTAIN													
Arizona	5,896	5,830	8,187	6,432	10,388	9,181	10,609	7,388	7,435	8,913	6,758	7,272	94,289
Colorado	7,455	7,528	12,097	7,270	8,608	9,057	7,811	6,363	6,088	9,292	8,225	8,424	98,218
Idaho	2,481	2,752	3,260	1,763	1,560	1,870	1,360	1,271	1,826	2,130	2,370	1,879	24,522
Montana	1,636	1,764	2,168	955	831	1,009	677	545	472	974	1,097	1,145	13,273
Nevada	3,341	3,622	3,971	3,926	3,854	4,571	4,397	3,745	3,356	4,140	4,131	3,718	46,772
New Mexico	1,496	1,295	2,106	1,377	1,770	2,074	2,036	1,286	1,292	1,674	1,734	1,663	19,803
Utah	4,426	5,188	6,436	5,642	5,881	6,632	4,925	4,533	3,547	4,924	5,250	4,251	61,635
Wyoming	433	543	830	408	282	452	276	270	324	471	542	555	5,386
TOTAL U.S. WEST													

Source: DBEDT

TABLE 15: U.S. East MMA Visitor Characteristics: 1999 vs. 1998

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL*		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	16,378,572	15,495,022	5.7%	15,878,369	14,938,909	6.3%	500,202	556,113	-10.1%
Total Visitors	1,601,238	1,508,698	6.1%	1,517,603	1,414,765	7.3%	83,636	93,933	-11.0%
PARTY SIZE									
One	345,274	350,876	-1.6%	326,533	313,269	4.2%	18,741	37,607	-50.2%
Two	844,314	802,649	5.2%	816,335	763,843	6.9%	27,979	38,806	-27.9%
Three or more	411,650	355,173	15.9%	374,734	337,653	11.0%	36,916	17,521	110.7%
Avg Party Size	1.83	1.80	2.1%	1.83	1.81	1.0%	1.96	1.61	22.0%
VISIT STATUS									
First-Time	771,246	722,951	6.7%	718,380	668,118	7.5%	52,866	54,832	-3.6%
Repeat	829,992	785,747	5.6%	799,223	746,646	7.0%	30,770	39,101	-21.3%
Average # Trips	3.44	3.47	-0.7%	3.45	3.46	-0.2%	3.24	3.58	-9.5%
TRAVEL METHOD									
Group Tour	183,171	177,559	3.2%	180,513	176,558	2.2%	2,658	1,001	165.7%
Package	572,894	547,859	4.6%	564,919	546,859	3.3%	7,975	1,001	697.1%
Group Tour & Pkg	152,897	148,416	3.0%	150,239	147,416	1.9%	2,658	1,001	165.7%
True Independent	998,070	928,424	7.5%	922,409	837,901	10.1%	75,661	90,524	-16.4%
ISLANDS VISITED									
Oahu	971,788	960,646	1.2%	933,609	872,045	7.1%	38,179	88,601	-56.9%
Maui County	796,618	739,475	7.7%	769,205	716,876	7.3%	27,413	22,599	21.3%
...Maui	776,418	720,552	7.8%	749,004	697,953	7.3%	27,413	22,599	21.3%
...Molokai	26,767	26,488	1.1%	26,767	26,488	1.1%	0	0	NA
...Lanai	41,385	40,268	2.8%	41,385	40,268	2.8%	0	0	NA
Kauai	405,308	377,022	7.5%	396,635	366,758	8.1%	8,673	10,264	-15.5%
Big Island	419,001	386,944	8.3%	389,495	377,837	3.1%	29,506	9,107	224.0%
...Hilo	175,489	140,668	24.8%	145,983	137,460	6.2%	29,506	3,208	819.8%
...Kona	343,705	333,673	3.0%	334,335	326,844	2.3%	9,370	6,829	37.2%
LENGTH OF STAY									
Oahu (days)	6.75	6.60	2.3%	6.85	6.82	0.5%	4.33	4.49	-3.5%
Maui (days)	6.33	6.26	1.1%	6.38	6.35	0.4%	4.99	3.42	45.8%
Molokai (days)	3.84	4.13	-7.0%	3.84	4.13	-7.0%	0.00	0.00	NA
Lanai (days)	3.47	3.72	-6.9%	3.47	3.72	-6.9%	0.00	0.00	NA
Kauai (days)	5.48	5.29	3.5%	5.49	5.34	2.9%	4.87	3.59	35.6%
Big Island (days)	5.81	6.17	-5.7%	5.85	6.20	-5.6%	5.27	4.84	8.9%
...Hilo (days)	3.55	3.75	-5.3%	3.42	3.72	-8.0%	4.22	5.35	-21.2%
...Kona (days)	5.27	5.57	-5.3%	5.33	5.60	-4.9%	3.32	3.94	-15.8%
Statewide (days)	10.23	10.27	-0.4%	10.46	10.56	-0.9%	5.98	5.92	1.0%
ACCOMMODATIONS									
Hotel	1,080,071	1,009,474	7.0%	1,027,205	960,760	8.2%	52,866	48,714	8.5%
...Hotel Only	960,898	893,645	7.5%	911,387	851,236	9.2%	49,510	42,409	16.7%
Condo	312,054	284,099	9.8%	289,957	280,752	2.8%	22,097	3,347	560.2%
...Condo Only	238,003	215,291	10.5%	224,578	215,291	3.5%	13,424	0	NA
Apartment	18,815	20,923	-10.1%	18,815	18,013	9.9%	0	2,910	-100.0%
Bed & Breakfast	24,222	24,918	-2.8%	24,222	22,509	6.3%	0	2,409	-100.0%
Cruise Ship	54,889	48,352	13.5%	54,889	48,352	-11.2%	0	0	NA
Friends or Relatives	157,863	164,339	-3.9%	152,547	144,978	6.8%	5,317	19,361	-72.5%
PURPOSE OF TRIP									
Pleasure (Net)	1,185,524	1,108,953	6.9%	1,123,287	1,045,171	8.0%	62,237	63,782	-2.4%
...Honeymoon	124,256	115,339	7.7%	118,940	111,141	6.2%	5,317	4,198	26.7%
MC&I (Net)	188,857	169,741	11.3%	183,540	168,495	12.0%	5,317	1,246	326.7%
.....Convention/Conf.	123,171	101,622	21.2%	117,854	101,264	17.7%	5,317	358	1386.2%
.....Corp. Meetings	34,616	33,138	4.5%	34,616	32,250	8.1%	0	888	-100.0%
.....Incentive	33,439	37,573	-11.0%	33,439	37,573	-7.7%	0	0	NA
Other Business	59,137	63,530	-6.9%	59,137	58,960	4.8%	0	4,570	-100.0%
Visit Friends/Relatives	121,118	129,707	-6.6%	121,118	114,898	2.9%	0	14,809	-100.0%
Government/Military	40,975	30,202	35.7%	31,605	28,448	7.6%	9,370	1,754	434.1%
Attend School	4,116	3,553	15.8%	4,116	3,220	7.4%	0	334	-100.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,735.4	2,591.1	5.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	167.0	167.2	-0.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,708.3	1,717.4	-0.5%	NA	NA	NA	NA	NA	NA

NA: Not available.

* Sample sizes are small.

Source: DBEDT

TABLE 16: 1999 Domestic U.S. East MMA Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	27,971	27,029	29,263	13,279	10,134	12,650	11,142	9,143	9,597	13,643	13,333	14,672	191,856
Iowa	5,071	3,197	2,997	1,579	967	1,329	1,246	1,074	1,009	1,606	1,942	1,755	23,772
Kansas	2,268	2,051	3,033	1,467	1,406	1,960	1,942	1,237	1,194	2,046	1,278	1,813	21,695
Minnesota	12,262	13,904	15,786	5,572	2,607	2,882	2,544	2,976	2,883	4,335	5,132	5,619	76,502
Missouri	4,726	4,231	4,518	3,022	3,667	4,775	3,942	2,829	3,430	3,904	2,999	3,236	45,279
Nebraska	1,807	1,863	1,630	945	1,034	1,030	966	668	694	1,076	1,144	1,342	14,199
N. Dakota	889	817	612	293	197	351	225	126	142	241	347	487	4,727
S. Dakota	948	966	687	401	256	323	277	233	245	435	491	420	5,682
W.S. CENTRAL	14,031	13,788	19,560	14,887	23,089	24,529	27,418	14,298	15,955	18,735	15,310	15,833	217,433
Arkansas	980	789	1,139	970	1,218	1,436	1,023	636	961	1,119	871	859	12,001
Louisiana	990	1,212	1,091	1,181	1,596	1,819	2,040	1,170	1,151	1,676	1,499	976	16,401
Oklahoma	1,644	1,608	1,803	1,522	2,449	2,373	2,773	1,215	1,498	1,664	1,603	1,750	21,902
Texas	10,417	10,179	15,527	11,214	17,826	18,901	21,582	11,277	12,345	14,276	11,337	12,248	167,129
E.N. CENTRAL	37,824	40,499	44,320	33,908	24,488	29,074	27,359	22,084	23,488	34,171	27,721	29,645	374,582
Illinois	13,468	12,199	15,808	10,297	8,924	10,520	9,737	9,285	8,930	11,795	10,549	11,163	132,675
Indiana	4,089	3,463	4,235	4,086	2,846	4,218	3,783	2,115	2,717	3,874	3,245	3,053	41,724
Michigan	7,886	10,523	8,742	8,511	5,216	4,992	4,761	3,921	4,650	7,485	5,511	6,748	78,946
Ohio	6,450	6,897	7,883	6,801	5,369	6,840	7,194	4,847	4,998	7,226	5,488	5,448	75,441
Wisconsin	5,931	7,417	7,652	4,213	2,133	2,504	1,884	1,916	2,193	3,791	2,928	3,233	45,795
E.S. CENTRAL	5,559	5,803	6,616	6,175	7,380	9,113	8,430	4,821	5,486	7,351	4,895	4,780	76,409
Alabama	1,332	1,062	1,595	1,294	1,877	2,240	2,054	1,132	1,280	1,744	1,201	935	17,746
Kentucky	1,506	1,561	1,564	1,772	1,653	2,047	2,142	1,257	1,333	1,931	1,095	1,289	19,150
Mississippi	491	543	763	782	946	996	760	471	595	864	479	402	8,092
Tennessee	2,230	2,637	2,694	2,327	2,904	3,830	3,474	1,961	2,278	2,812	2,120	2,154	31,421
NEW ENGLAND	8,319	10,050	9,802	9,933	6,913	6,657	7,716	7,746	7,008	9,438	6,721	6,901	97,204
Connecticut	2,021	2,335	2,731	2,573	1,903	2,041	2,656	2,349	1,968	2,405	1,869	1,802	26,653
Maine	704	911	770	972	410	367	272	326	413	549	502	467	6,663
Massachusetts	3,923	4,515	4,517	4,185	3,406	2,944	3,547	3,837	3,307	4,355	3,133	3,209	44,878
New Hampshire	805	1,022	971	918	523	655	533	476	631	1,016	592	641	8,783
Rhode Island	495	640	448	744	457	392	393	544	455	652	402	499	6,121
Vermont	371	627	365	541	214	258	315	214	234	461	223	283	4,106

Source: DBEDT

TABLE 16. 1999 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	18,258	20,128	21,028	18,356	18,752	17,882	24,482	26,063	17,930	23,714	16,855	17,808	241,256
New Jersey	4,701	5,307	5,311	5,629	5,266	4,763	7,127	7,982	5,071	6,574	4,888	4,187	66,806
New York	8,201	9,433	9,182	7,962	8,166	7,000	10,632	12,369	7,849	10,361	7,565	9,186	107,906
Pennsylvania	5,356	5,388	6,535	4,765	5,320	6,119	6,723	5,712	5,010	6,779	4,402	4,435	66,544
S. ATLANTIC	24,130	22,083	26,053	26,176	27,333	31,723	32,782	26,215	25,015	29,865	23,763	23,725	318,863
Delaware	417	312	423	506	338	339	368	352	366	525	279	293	4,518
Washington, D.C.	557	450	502	348	398	419	409	690	458	433	433	831	5,928
Florida	5,960	5,231	6,033	7,038	8,250	8,732	8,449	6,257	6,865	8,683	6,410	6,099	84,007
Georgia	3,350	3,947	4,168	5,205	4,653	5,931	6,112	4,120	4,669	4,451	3,507	3,912	54,025
Maryland	3,738	3,219	3,543	3,128	3,566	3,890	4,420	4,673	3,220	3,992	3,395	3,442	44,226
N. Carolina	2,820	2,557	3,449	3,310	3,463	4,379	3,972	2,293	2,852	3,908	2,669	3,176	38,848
S. Carolina	1,187	1,111	1,413	1,072	1,365	1,937	1,688	1,197	1,236	1,489	1,048	1,158	15,901
Virginia	5,593	4,761	5,767	5,023	4,869	5,518	6,733	6,368	4,945	5,857	5,691	4,558	65,683
West Virginia	508	495	755	546	431	578	631	265	404	527	331	256	5,727
TOTAL U.S. WEST	136,092	139,380	156,642	122,714	118,089	131,628	139,329	110,370	104,479	136,917	108,598	113,364	1,517,603

Source: DBEDT

TABLE 17: Domestic U.S. Visitors by State: 1992 - 1999

	1999	1998	1997	1996	1995	1994	1993	1992
PACIFIC COAST	1,844,511	1,705,992	1,663,760	1,633,730	1,608,710	1,656,930	1,528,300	1,584,230
Alaska	41,737	37,579	30,970	31,730	31,200	34,960	28,510	33,700
California	1,355,754	1,269,623	1,262,570	1,257,670	1,219,340	1,282,600	1,164,070	1,236,150
Oregon	147,220	128,510	121,700	111,970	110,240	98,950	94,270	85,290
Washington	299,802	270,279	248,520	232,360	247,930	240,420	241,450	229,090
MOUNTAIN	363,898	341,950	339,620	313,490	291,400	277,700	245,960	262,290
Arizona	94,289	89,333	85,600	80,390	73,630	68,740	56,910	71,080
Colorado	98,218	90,828	95,370	80,890	75,450	74,390	66,190	72,260
Idaho	24,522	21,092	20,940	21,360	19,570	19,140	18,000	15,350
Montana	13,273	12,269	11,690	11,590	11,330	11,680	10,100	9,000
Nevada	46,772	45,397	43,140	41,810	40,780	38,270	33,560	32,860
New Mexico	19,803	19,643	18,630	19,580	19,140	18,700	16,870	19,620
Utah	61,635	58,332	58,940	52,480	46,110	41,310	39,190	37,180
Wyoming	5,386	5,057	5,310	5,390	5,400	5,470	5,140	4,940
W.N. CENTRAL	191,856	172,518	166,100	167,450	172,390	167,440	147,090	163,250
Iowa	23,772	20,830	18,660	20,370	21,730	21,380	17,470	21,810
Kansas	21,695	20,182	19,740	19,320	19,990	20,690	17,780	22,840
Minnesota	76,502	66,034	63,310	62,570	67,000	57,170	55,440	50,280
Missouri	45,279	42,131	42,320	42,070	40,180	45,780	35,800	46,430
Nebraska	14,199	13,710	12,540	12,850	12,870	12,900	11,440	12,810
N. Dakota	4,727	4,819	4,800	4,750	5,110	4,560	4,230	4,250
S. Dakota	5,682	4,813	4,730	5,520	4,870	4,960	4,930	4,830
W.S. CENTRAL	217,433	208,235	191,440	179,870	170,920	175,400	163,750	179,980
Arkansas	12,001	11,022	10,220	9,810	9,390	10,900	9,140	9,800
Louisiana	16,401	15,593	14,180	14,300	13,400	13,950	13,360	13,950
Oklahoma	21,902	19,916	19,830	19,920	20,070	19,560	18,570	21,080
Texas	167,129	161,704	147,200	135,840	128,070	130,990	122,680	135,150
E.N. CENTRAL	374,582	358,967	334,600	337,980	334,320	339,040	296,920	327,830
Illinois	132,675	128,745	122,880	121,300	123,670	126,460	111,150	121,970
Indiana	41,724	40,563	38,890	37,430	36,130	38,040	30,580	36,450
Michigan	78,946	76,217	69,100	69,470	68,550	66,630	59,200	64,470
Ohio	75,441	70,824	64,980	68,240	65,770	69,630	60,990	68,030
Wisconsin	45,795	42,619	38,750	41,540	40,200	38,280	35,000	36,910
E.S. CENTRAL	76,409	71,242	67,500	67,920	67,930	68,470	62,220	64,920
Alabama	17,746	16,445	15,250	15,170	15,420	15,380	14,310	15,010
Kentucky	19,150	18,194	18,490	17,800	17,290	17,950	16,290	16,660
Mississippi	8,092	7,961	6,810	6,980	7,520	7,510	6,380	6,780
Tennessee	31,421	28,642	26,950	27,970	27,700	27,630	25,240	26,470
NEW ENGLAND	97,204	92,070	90,190	93,520	90,460	91,540	86,810	95,530
Connecticut	26,653	24,710	24,000	24,780	24,350	25,130	24,590	27,690
Maine	6,663	6,426	5,980	6,590	6,670	6,240	6,030	5,850
Massachusetts	44,878	43,867	44,200	45,540	43,560	43,720	41,130	45,540
New Hampshire	8,783	7,981	7,550	7,570	7,280	7,280	6,460	7,220
Rhode Island	6,121	5,690	5,190	5,250	5,040	5,710	5,530	5,740
Vermont	4,106	3,397	3,280	3,790	3,560	3,460	3,070	3,490
MID ATLANTIC	241,256	220,845	203,840	208,620	213,090	220,960	210,390	237,070
New Jersey	66,806	58,958	54,310	53,680	55,660	58,260	55,640	61,680
New York	107,906	102,379	94,920	98,370	99,910	102,780	98,190	111,730
Pennsylvania	66,544	59,508	54,610	56,570	57,510	59,920	56,560	63,660
S. ATLANTIC	318,863	290,888	270,350	272,510	256,060	264,150	237,300	260,010
Delaware	4,518	3,913	3,790	3,820	4,010	4,120	3,720	4,560
Washington, D.C.	5,928	5,945	5,460	8,890	6,270	6,590	5,990	6,220
Florida	84,007	77,474	70,550	70,290	67,900	69,600	63,160	69,520
Georgia	54,025	50,635	50,930	50,240	43,580	43,580	40,120	43,120
Maryland	44,226	40,298	38,260	38,540	37,710	39,000	34,900	39,300
N. Carolina	38,848	33,435	31,430	30,290	28,950	30,140	26,310	28,580
S. Carolina	15,901	14,666	13,130	13,580	11,960	12,790	10,890	11,950
Virginia	65,683	59,587	52,710	51,850	50,480	52,970	47,410	51,510
West Virginia	5,727	4,935	4,090	5,010	5,210	5,360	4,800	5,250
TOTAL	3,726,012	3,462,708	3,327,400	3,275,090	3,205,280	3,261,630	2,978,740	3,175,110

Source: DBEDT

TABLE 18: 1999 Domestic U.S. Visitor Characteristics by State

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	1,844,511	9.79	18,066,664	77.8%	53.2%	23.4%	48.3%	27.5%	6.6%	4.8%	1.28	5.98
Alaska	41,737	11.15	465,355	77.0%	47.3%	22.6%	37.5%	31.3%	7.5%	4.0%	1.27	6.06
California	1,355,752	12.61	17,101,045	77.9%	53.2%	23.4%	51.2%	25.4%	6.5%	5.0%	1.28	5.99
Oregon	147,220	9.29	1,368,289	76.5%	53.7%	25.3%	42.0%	31.8%	7.0%	4.4%	1.29	5.42
Washington	299,802	10.85	3,251,963	78.3%	54.2%	22.4%	39.6%	34.2%	6.5%	4.5%	1.27	6.18
MOUNTAIN	363,898	10.06	3,661,753	70.5%	47.5%	32.2%	50.0%	24.0%	9.0%	5.5%	1.40	4.76
Arizona	94,289	9.63	907,819	71.7%	50.0%	33.5%	51.6%	23.9%	8.7%	6.1%	1.40	4.57
Colorado	98,218	10.35	1,016,446	67.7%	52.9%	31.8%	48.6%	24.6%	9.6%	5.5%	1.44	4.80
Idaho	24,522	10.59	259,566	71.5%	49.7%	31.1%	46.9%	28.0%	10.2%	4.4%	1.36	4.70
Montana	13,273	11.34	150,541	69.7%	51.1%	35.4%	44.0%	29.0%	11.0%	4.9%	1.40	4.17
Nevada	46,772	10.03	469,270	76.1%	46.6%	26.9%	51.0%	21.8%	7.4%	5.8%	1.32	5.79
New Mexico	19,803	10.45	207,016	68.6%	46.3%	36.7%	50.2%	20.2%	9.8%	5.8%	1.45	4.20
Utah	61,635	9.55	588,798	69.4%	34.3%	32.7%	51.7%	23.4%	8.8%	5.1%	1.38	4.59
Wyoming	5,386	11.57	62,295	68.5%	46.3%	38.8%	46.2%	22.7%	8.9%	5.3%	1.44	4.27
WEST NORTH CENTRAL	191,856	10.70	2,053,746	60.8%	39.0%	44.0%	56.6%	19.0%	11.8%	6.0%	1.58	3.63
Iowa	23,772	10.37	246,608	59.0%	35.9%	49.3%	60.6%	16.9%	14.9%	6.2%	1.61	3.32
Kansas	21,695	9.90	214,695	60.0%	40.7%	45.1%	58.0%	16.9%	13.7%	6.3%	1.60	3.40
Minnesota	76,502	11.20	856,894	62.7%	40.7%	41.1%	54.4%	21.9%	9.9%	5.8%	1.53	3.90
Missouri	45,279	10.49	474,873	58.2%	37.0%	45.5%	56.7%	16.8%	11.1%	6.4%	1.65	3.44
Nebraska	14,199	10.12	143,658	62.6%	39.9%	42.6%	59.2%	17.7%	14.6%	5.4%	1.55	3.88
North Dakota	4,727	11.43	54,032	60.8%	35.9%	46.4%	53.9%	19.3%	12.0%	5.3%	1.51	3.48
South Dakota	5,682	11.09	62,987	61.9%	38.4%	47.0%	57.7%	18.4%	14.4%	5.7%	1.53	3.30
WEST SOUTH CENTRAL	217,433	9.42	2,048,088	62.1%	39.2%	44.1%	61.2%	14.7%	11.6%	6.7%	1.56	3.73
Arkansas	12,001	9.97	119,652	60.4%	35.1%	50.1%	56.3%	15.1%	12.6%	6.1%	1.62	3.30
Louisiana	16,401	9.79	160,556	58.2%	33.5%	54.5%	61.9%	11.8%	14.2%	7.2%	1.66	2.90
Oklahoma	21,902	9.77	214,072	63.0%	35.3%	44.4%	60.2%	15.6%	11.8%	5.1%	1.54	3.67
Texas	167,129	9.30	1,553,810	62.4%	40.5%	42.6%	61.6%	14.8%	11.3%	7.0%	1.55	3.85
EAST NORTH CENTRAL	374,581	10.75	4,027,638	55.3%	41.7%	47.1%	58.6%	17.5%	11.7%	7.7%	1.71	3.37
Illinois	132,675	10.42	1,382,225	59.0%	46.5%	41.4%	60.4%	18.1%	11.1%	8.1%	1.61	3.82
Indiana	41,724	10.41	434,441	55.8%	39.7%	50.2%	58.7%	17.4%	11.9%	6.8%	1.71	3.14
Michigan	78,946	11.39	898,916	52.2%	40.6%	50.0%	55.7%	18.4%	11.6%	8.4%	1.78	3.17
Ohio	75,441	10.56	796,564	52.3%	36.6%	51.6%	59.7%	15.1%	12.6%	7.8%	1.79	2.98
Wisconsin	45,795	11.26	515,493	54.6%	39.7%	48.6%	56.5%	18.5%	11.6%	6.2%	1.72	3.24
EAST SOUTH CENTRAL	76,409	9.61	734,613	56.8%	34.6%	51.4%	62.4%	13.4%	14.5%	6.7%	1.69	3.04
Alabama	17,746	9.32	165,306	57.2%	31.5%	52.3%	62.5%	11.6%	15.1%	5.8%	1.70	3.12
Kentucky	19,150	9.99	191,290	54.8%	35.5%	54.2%	62.1%	14.8%	13.0%	7.7%	1.71	2.92
Mississippi	8,092	9.30	75,263	58.8%	31.7%	53.1%	64.0%	12.1%	15.7%	6.2%	1.64	2.84
Tennessee	31,421	9.64	302,755	57.2%	36.6%	48.7%	62.2%	13.9%	14.8%	6.7%	1.68	3.13
NEW ENGLAND	97,204	11.59	1,126,595	54.7%	40.2%	47.9%	57.9%	14.3%	11.7%	9.7%	1.71	3.50
Connecticut	26,653	11.15	297,195	53.2%	41.7%	46.3%	61.9%	13.5%	12.0%	9.7%	1.74	3.60
Maine	6,663	13.37	89,099	59.0%	32.6%	49.4%	55.6%	13.9%	11.0%	5.9%	1.63	3.35
Massachusetts	44,878	11.46	514,201	54.1%	41.3%	48.4%	57.3%	14.6%	11.5%	11.0%	1.71	3.51
New Hampshire	8,783	11.82	103,786	57.7%	40.4%	46.9%	54.0%	14.6%	12.4%	8.0%	1.67	3.31
Rhode Island	6,121	11.22	68,689	55.3%	33.0%	49.6%	59.1%	13.2%	10.0%	9.5%	1.66	3.58
Vermont	4,106	13.06	53,621	57.6%	40.5%	50.7%	47.9%	18.1%	13.6%	4.9%	1.69	3.28
MIDDLE ATLANTIC	241,256	10.95	2,640,782	51.2%	38.2%	52.0%	63.5%	11.6%	10.9%	11.3%	1.78	3.14
New Jersey	66,806	10.83	723,300	49.4%	38.6%	51.6%	65.7%	11.0%	11.6%	12.1%	1.80	3.11
New York	107,906	11.09	1,196,340	51.4%	38.5%	52.1%	63.5%	11.5%	9.7%	12.4%	1.77	3.24
Pennsylvania	66,544	10.84	721,143	52.6%	37.6%	52.1%	61.0%	12.3%	12.1%	8.8%	1.79	3.01
SOUTH ATLANTIC	318,863	10.18	3,246,892	57.9%	34.5%	47.1%	60.7%	12.1%	13.6%	6.9%	1.67	3.57
Delaware	4,518	10.99	49,662	54.1%	38.7%	51.7%	56.9%	14.0%	13.3%	8.8%	1.75	3.16
D.C.	5,928	10.22	60,573	62.1%	37.7%	38.7%	61.7%	10.4%	14.8%	6.8%	1.54	4.40
Florida	84,007	10.44	876,775	55.1%	33.8%	47.6%	58.6%	11.3%	12.8%	6.6%	1.76	3.56
Georgia	54,025	9.43	509,259	56.8%	37.7%	48.0%	62.0%	14.3%	14.1%	7.6%	1.64	3.33
Maryland	44,226	10.31	455,969	59.0%	34.8%	46.6%	61.1%	11.8%	13.8%	6.8%	1.64	3.64
North Carolina	38,848	9.95	386,363	57.8%	36.7%	52.3%	62.0%	12.7%	14.6%	7.5%	1.65	3.05
South Carolina	15,901	10.66	169,431	56.1%	34.2%	51.4%	59.7%	12.6%	14.2%	7.2%	1.71	3.18
Virginia	65,683	10.33	678,458	61.9%	31.1%	41.6%	61.4%	10.9%	13.0%	6.2%	1.58	4.12
West Virginia	5,727	10.55	60,402	58.5%	32.1%	57.1%	61.5%	11.2%	15.0%	6.2%	1.66	2.96

Source: DBEDT

TABLE 19: 1999 Market Penetration for Top U.S. MSAs

RANK	METRO AREA	1999	1998	% CHNG	1999 Population (1,000)	Est. 1999 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	557,758	519,847	7.29%	16,037	34.8
2	San Francisco/Oakland/San Jose, CA	480,573	455,862	5.42%	6,874	69.9
3	Seattle/Tacoma/Bremington, WA	223,486	201,211	11.07%	3,466	64.5
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	147,785	135,265	9.26%	20,197	7.3
5	Portland/Salem, OR/WA	113,377	100,308	13.03%	2,181	52.0
6	Chicago/Gary/Kenosha, IL/IN/WI	111,931	108,970	2.72%	8,886	12.6
7	San Diego, CA	110,144	102,352	7.61%	2,821	39.0
8	Washington/Baltimore, DC/MD/VA/WV	86,992	79,902	8.87%	7,359	11.8
9	Sacramento/Yolo, CA	72,733	66,391	9.55%	1,741	41.8
10	Dallas/Fort Worth, TX	71,359	68,816	3.69%	4,910	14.5
11	Denver/Boulder/Greeley, CO	69,160	63,325	9.22%	2,418	28.6
12	Phoenix/Mesa, AZ	68,183	64,443	5.80%	3,014	22.6
13	Minneapolis/Saint Paul, MN/WI	57,961	50,199	15.46%	2,872	20.2
14	Detroit/Ann Arbor/Flint, MI	48,943	48,541	0.83%	5,469	8.9
15	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	42,660	41,555	2.66%	5,667	7.5
16	Atlanta, GA	41,837	38,503	8.66%	3,857	10.8
17	Salt Lake City/Ogden, UT	40,591	39,789	2.01%	1,275	31.8
18	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	40,103	35,973	11.48%	5,999	6.7
19	Houston/Galveston/Brazoria, TX	38,920	39,304	-0.98%	4,494	8.7
20	Las Vegas, NV/AZ	31,856	30,079	5.91%	1,381	23.1
21	Saint Louis, MO/IL	26,735	24,965	7.09%	2,569	10.4
22	Anchorage, AK	23,871	21,605	10.49%	258	92.5
23	Cleveland/Akron, OH	21,107	19,271	9.53%	2,911	7.3
24	Kansas City, MO/KS	20,429	18,810	8.61%	1,756	11.6
25	Cincinnati/Hamilton, OH/KY/IN	18,529	17,028	8.81%	1,961	9.4
26	Santa Barbara/Santa Maria/Lompoc, CA	16,432	15,857	3.63%	391	42.0
27	Milwaukee/Racine, WI	15,690	14,929	5.10%	1,648	9.5
28	Miami/Fort Lauderdale, FL	15,665	14,653	6.91%	3,711	4.2
29	Fresno, CA	15,104	12,996	16.22%	880	17.2
30	Austin/San Marcos, TX	14,543	13,021	11.69%	1,146	12.7
31	Tucson, AZ	14,505	13,907	4.30%	804	18.0
32	Tampa/Saint Petersburg/Clearwater, FL	14,497	13,298	9.02%	2,278	6.4
33	Pittsburgh, PA	14,442	12,747	13.30%	2,331	6.2
34	Indianapolis, IN	14,100	14,290	-1.32%	1,537	9.2
35	Stockton-Lodi, CA	13,969	12,898	8.30%	563	24.8
36	Spokane, WA	13,877	12,100	14.68%	410	33.8
37	Eugene/Springfield, OR	13,435	11,605	15.77%	315	42.6
38	Salinas, CA	12,205	11,929	2.31%	372	32.8
39	Columbus, OH	12,180	11,605	4.96%	1,489	8.2
40	San Antonio, TX	12,135	11,311	7.28%	1,565	7.8
41	Norfolk/Virginia Beach/Newport News, VA/NC	11,803	10,609	11.26%	1,563	7.6
42	Reno, NV	11,652	11,912	-2.18%	320	36.4
43	Albuquerque, NM	11,325	10,672	6.12%	679	16.7
44	Orlando, FL	10,554	10,168	3.79%	1,535	6.9
45	Boise City, ID	10,281	8,120	26.61%	408	25.2
46	Provo/Orem, UT	10,105	9,138	10.58%	347	29.1
47	Nashville, TN	9,938	9,560	3.96%	1,172	8.5
48	Modesto, CA	9,927	9,116	8.89%	437	22.7
49	Raleigh/Durham/Chapel Hill, NC	9,768	8,539	14.40%	1,106	8.8
50	Colorado Springs, CO	9,763	9,699	0.66%	500	19.5
51	San Luis/Obispo/Atascadero/Paso Robles, CA	9,405	8,262	13.84%	237	39.7
52	Bakersfield, CA	9,306	8,526	9.15%	642	14.5
53	Charlotte/Gastonia/Rock Hill, NC/SC	8,916	7,479	19.21%	1,417	6.3
54	Grand Rapids/Muskegon/Holland, MI	8,782	7,865	11.65%	1,052	8.3
55	Oklahoma City, OK	7,881	7,092	11.12%	1,046	7.5
56	Hartford, CT	7,796	7,614	2.39%	1,148	6.8
57	Tulsa, OK	7,757	7,175	8.11%	786	9.9
58	Omaha, NE/IA	7,744	7,601	1.89%	699	11.1
59	Bellingham, WA	6,006	6,396	-6.10%	160	37.5

Source: DBEDT and U.S. Bureau of the Census

TABLE 20: Japan MMA Visitor Characteristics: 1999 vs. 1998

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	10,377,326	11,374,984	-8.8%	349,562	422,039	-17.2%	10,027,764	10,952,944	-8.4%
Total Visitors	1,825,588	2,004,354	-8.9%	47,348	57,977	-18.3%	1,778,240	1,946,377	-8.6%
PARTY SIZE									
One	190,523	275,786	-30.9%	12,900	15,109	-14.6%	177,623	260,676	-31.9%
Two	640,376	686,970	-6.8%	18,658	21,498	-13.2%	621,718	665,472	-6.6%
Three or more	994,688	1,041,598	-4.5%	15,789	21,369	-26.1%	978,899	1,020,228	-4.1%
Avg Party Size	2.61	2.35	11.4%	1.80	1.86	-3.0%	2.64	2.36	11.7%
VISIT STATUS									
First-Time	940,380	915,421	2.7%	18,201	23,881	-23.8%	922,179	891,540	3.4%
Repeat	885,190	1,088,933	-18.7%	29,130	34,096	-14.6%	856,060	1,054,837	-18.8%
Average # Trips	2.64	3.02	-12.6%	4.22	4.00	5.5%	2.60	2.99	-13.1%
TRAVEL METHOD									
Group Tour	1,043,613	1,201,003	-13.1%	10,776	14,740	-26.9%	1,032,836	1,186,264	-12.9%
Package	1,448,888	1,265,318	14.5%	16,472	21,638	-23.9%	1,432,416	1,243,679	15.2%
Group Tour & Pkg	925,263	865,348	6.9%	8,032	11,238	-28.5%	917,231	854,110	7.4%
True Independent	258,001	403,114	-36.0%	28,131	32,791	-14.2%	229,870	370,323	-37.9%
ISLANDS VISITED									
Oahu	1,752,551	1,950,068	-10.1%	39,403	48,417	-18.6%	1,713,149	1,901,651	-9.9%
Maui County	256,264	326,923	-21.6%	9,077	11,134	-18.5%	247,187	315,789	-21.7%
...Maui	250,941	324,292	-22.6%	8,641	10,648	-18.8%	242,300	313,644	-22.7%
...Molokai	3,755	2,613	43.7%	417	445	-6.3%	3,338	2,168	54.0%
...Lanai	4,062	4,672	-13.1%	412	559	-26.4%	3,650	4,113	-11.3%
Kauai	92,556	112,027	-17.4%	4,025	5,575	-27.8%	88,531	106,453	-16.8%
Big Island	220,983	318,171	-30.5%	5,891	6,908	-14.7%	215,092	311,263	-30.9%
...Hilo	49,839	65,612	-24.0%	1,897	2,251	-15.7%	47,942	63,361	-24.3%
...Kona	186,642	269,636	-30.8%	4,901	5,805	-15.6%	181,741	263,831	-31.1%
LENGTH OF STAY									
Oahu (days)	4.99	4.31	15.7%	5.85	5.57	5.0%	4.97	4.28	16.1%
Maui (days)	3.00	3.97	-24.5%	6.40	5.98	7.1%	2.87	3.90	-26.3%
Molokai (days)	2.71	5.30	-48.9%	6.85	9.72	-29.5%	2.19	4.39	-50.1%
Lanai (days)	3.09	3.79	-18.3%	3.96	6.02	-34.2%	3.00	3.49	-14.0%
Kauai (days)	2.01	4.00	-49.8%	5.54	6.13	-9.6%	1.85	3.89	-52.5%
Big Island (days)	3.05	3.76	-19.0%	6.29	6.79	-7.4%	2.96	3.70	-20.0%
...Hilo (days)	2.28	3.37	-32.3%	4.21	4.82	-12.7%	2.21	3.32	-33.6%
...Kona (days)	3.00	3.62	-17.2%	5.93	6.22	-4.6%	2.92	3.56	-18.1%
Statewide (days)	5.68	5.68	0.2%	7.38	7.28	1.4%	5.64	5.63	0.2%
ACCOMMODATIONS									
Hotel	1,617,677	1,766,010	-8.4%	35,534	44,413	-20.0%	1,582,143	1,721,598	-8.1%
...Hotel Only	1,584,941	1,722,026	-8.0%	34,217	42,797	-20.0%	1,550,724	1,679,229	-7.7%
Condo	183,786	226,530	-18.9%	6,852	8,415	-18.6%	176,934	218,115	-18.9%
...Condo Only	159,953	189,687	-15.7%	6,024	7,382	-18.4%	153,929	182,305	-15.6%
Apartment	5,003	5,854	-14.5%	707	739	-4.2%	4,295	5,116	-16.0%
Bed & Breakfast	6,668	5,116	30.3%	305	490	-37.8%	6,363	4,626	37.5%
Cruise Ship	1,433	2,737	-47.6%	191	341	-43.9%	1,242	2,396	-48.2%
Friends or Relatives	15,953	23,443	-31.9%	3,686	3,835	-3.9%	12,267	19,608	-37.4%
PURPOSE OF TRIP									
Pleasure (Net)	1,692,007	1,860,773	-9.1%	38,915	48,325	-19.5%	1,653,093	1,812,449	-8.8%
...Honeymoon	356,554	307,591	15.9%	5,365	6,524	-17.8%	351,189	301,067	16.6%
MC&I (Net)	48,561	65,875	-26.3%	2,957	3,433	-13.9%	45,604	62,442	-27.0%
.....Convention/Conf.	18,432	23,088	-20.2%	1,514	1,704	-11.2%	16,919	21,383	-20.9%
.....Corp. Meetings	9,062	11,907	-23.9%	958	1,077	-11.1%	8,105	10,830	-25.2%
.....Incentive	21,488	31,729	-32.3%	512	710	-27.9%	20,976	31,019	-32.4%
Other Business	6,742	8,516	-20.8%	1,554	1,933	-19.6%	5,188	6,583	-21.2%
Visit Friends/Relatives	24,414	29,084	-16.1%	3,270	3,487	-6.2%	21,144	25,597	-17.4%
Government/Military	1,243	1,958	-36.5%	403	443	-9.2%	840	1,515	-44.5%
Attend School	2,090	2,679	-22.0%	187	346	-45.9%	1,903	2,333	-18.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,359.2	2,932.5	-19.5%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	227.3	257.8	-11.8%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,292.3	1,463.1	-11.7%	NA	NA	NA	NA	NA	NA

NA: Not available.

Source: DBEDT

TABLE 21: 1999 Japan MMA Visitor Characteristics by Region

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
Visitor Counts	239,115	301,863	131,071	658,519	91,802	28,966	103,268	103,774	5,347	114,513
PARTY SIZE										
One	21,834	30,450	11,679	70,580	7,055	2,586	9,831	7,292	638	15,677
Two	85,654	107,428	50,490	218,270	32,608	11,658	35,906	37,818	1,370	40,510
Three or more	131,628	163,985	68,901	369,669	52,139	14,722	57,531	58,665	3,340	58,326
Avg Party Size	2.64	2.56	2.60	2.54	2.77	2.55	2.62	2.71	2.68	2.42
VISIT STATUS										
First-Time	133,652	154,803	78,225	282,526	57,376	18,582	61,390	61,553	3,873	70,200
Repeat	105,463	147,061	52,845	375,993	34,426	10,384	41,878	42,221	1,475	44,315
Average # Trips	2.20	2.69	2.21	3.14	1.98	1.96	2.29	2.05	1.52	1.99
TRAVEL METHOD										
Group Tour	138,008	177,381	73,404	362,650	58,369	19,099	66,543	62,868	3,387	71,128
Package	195,836	243,601	114,096	507,008	79,787	24,751	87,234	88,997	3,833	87,274
Group Tour & Pkg	121,476	157,286	66,714	323,459	53,853	16,943	59,396	55,994	2,689	59,420
True Independent	26,747	38,168	9,936	112,321	7,500	2,058	8,888	7,903	817	15,532
ISLANDS VISITED										
Oahu	231,598	290,155	127,754	630,846	89,450	27,596	100,988	100,359	5,220	109,184
Maui County	31,375	48,019	15,204	92,796	13,176	4,030	17,081	12,511	559	12,437
...Maui	31,132	47,206	15,010	90,575	13,176	4,030	16,417	12,243	559	11,953
...Molokai	370	387	193	1,363	131	17	641	82	0	156
...Lanai	109	1,129	29	1,572	25	0	136	214	0	436
Kauai	11,133	13,249	4,941	34,539	6,559	2,469	5,524	4,706	282	5,128
Big Island	25,350	33,170	12,832	99,613	11,866	2,568	9,009	7,920	490	12,276
...Hilo	4,838	8,357	3,991	18,124	3,739	656	3,422	1,969	317	2,530
...Kona	21,494	27,763	9,988	86,895	8,803	2,137	7,092	6,697	266	10,605
LENGTH OF STAY										
Oahu (days)	5.12	5.06	5.14	5.32	5.02	5.20	5.22	5.31	6.84	4.99
Maui (days)	3.02	3.31	2.38	3.46	2.30	2.75	2.30	2.81	2.70	3.64
Kauai (days)	1.80	2.02	1.48	2.12	1.61	1.97	2.37	1.74	5.73	2.34
Big Island (days)	2.70	3.06	2.12	3.59	2.08	2.66	2.51	2.34	3.38	4.32
...Hilo (days)	1.82	2.51	2.19	2.39	1.81	1.77	1.82	1.49	2.30	5.09
...Kona (days)	2.77	2.90	1.85	3.58	2.04	2.65	2.31	2.33	3.48	3.82
Molokai (days)	1.36	2.49	2.16	2.63	1.19	2.00	2.90	1.00	0.00	1.78
Lanai (days)	1.86	3.00	3.00	3.43	2.00	0.00	1.51	7.75	0.00	2.94
Statewide (days)	5.46	5.54	5.31	5.92	5.27	5.46	5.54	5.52	7.33	5.42
ACCOMMODATIONS										
Hotel	218,246	270,503	123,008	562,825	86,017	26,831	92,815	94,534	4,705	102,658
...Hotel Only	215,242	265,272	121,756	546,913	84,837	26,560	91,071	94,143	4,443	100,487
Condo	18,530	27,605	6,054	92,774	5,117	1,816	8,777	7,665	305	8,292
...Condo Only	17,047	24,348	5,694	79,314	4,394	1,695	7,763	7,487	43	6,146
Apartment	527	791	101	1,966	84	113	323	28	0	363
Bed & Breakfast	736	659	1,259	1,789	33	48	1,002	273	0	564
Cruise Ship	96	146	51	651	77	128	93	0	0	0
Friends or Relatives	1,064	1,786	715	6,089	518	71	602	212	433	778
PURPOSE OF TRIP										
Pleasure (Net)	224,569	279,048	124,066	610,575	85,831	27,152	96,007	97,703	4,355	103,786
...Honeymoon	58,953	65,100	31,063	97,794	21,581	7,972	21,860	20,564	779	25,524
MC&I (Net)	4,608	7,693	2,893	17,070	3,165	369	2,975	3,150	333	3,348
.....Convention/Conf.	1,304	2,089	968	8,268	1,134	160	468	1,546	67	914
.....Corp. Meetings	669	1,642	481	3,195	385	28	449	243	97	915
.....Incentive	2,635	4,116	1,444	5,849	1,646	180	2,057	1,362	169	1,518
Other Business	365	609	444	2,101	600	54	94	185	60	675
Visit Friends/Relatives	1,903	4,388	1,157	9,098	1,226	50	729	646	854	1,094
Government/Military	0	135	21	245	0	0	207	23	69	140
Attend School	181	130	0	994	109	0	109	74	108	199

Source: DBEDT

TABLE 22: 1998 Japan MMA Visitor Characteristics by Region

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
	Visitor Counts	252,375	386,699	78,288	823,044	70,543	32,450	157,795	96,656	6,302
PARTY SIZE										
One	36,669	50,597	13,670	102,772	9,313	5,324	20,800	14,461	810	6,261
Two	85,876	128,640	26,042	285,438	24,886	11,126	55,668	30,950	1,572	15,268
Three or more	129,831	207,462	38,576	434,834	36,343	16,000	81,327	51,244	3,919	20,696
Avg Party Size	2.37	2.36	2.22	2.34	2.35	2.21	2.35	2.32	2.58	2.13
VISIT STATUS										
First-Time	122,141	185,613	47,471	309,765	38,950	20,013	87,690	53,937	3,410	22,549
Repeat	130,234	201,086	30,817	513,279	31,593	12,437	70,105	42,719	2,892	19,677
Average # Trips	2.68	2.92	2.17	3.53	2.31	2.23	2.14	2.43	1.96	4.77
TRAVEL METHOD										
Group Tour	165,474	247,799	53,685	450,782	47,528	20,233	108,095	62,362	3,809	26,496
Package	155,425	255,757	57,356	501,829	47,347	23,229	102,895	76,894	2,152	20,796
Group Tour & Pkg	109,496	177,122	41,341	333,741	33,782	13,812	76,954	51,720	1,671	14,472
True Independent	40,972	60,264	8,589	204,121	9,450	2,801	23,759	9,119	2,012	9,237
ISLANDS VISITED										
Oahu	245,258	376,657	76,746	801,660	69,872	31,601	156,551	96,272	5,946	41,089
Maui County	36,730	69,824	8,786	139,074	13,530	3,484	20,009	15,418	914	8,018
...Maui	36,377	69,480	8,786	137,857	13,530	3,484	19,777	15,418	914	8,018
...Molokai	70	983	0	659	405	0	50	0	0	0
...Lanai	586	1,038	0	1,852	405	0	232	0	0	0
Kauai	14,605	21,847	3,403	47,540	3,420	3,256	7,869	2,066	307	2,140
Big Island	43,518	44,708	9,342	160,868	11,188	4,831	21,029	7,006	1,473	7,301
...Hilo	5,706	13,742	2,572	22,549	5,129	1,904	7,321	2,523	70	1,845
...Kona	38,853	33,916	7,327	146,227	6,863	3,757	15,281	4,567	1,402	5,638
LENGTH OF STAY										
Oahu (days)	3.95	4.19	3.95	4.30	4.11	4.32	4.09	4.50	4.50	4.11
Maui (days)	3.63	3.62	3.95	3.70	3.90	2.76	3.63	3.75	6.43	6.14
Molokai (days)	4.00	4.00	4.00	3.39	4.00	0.00	4.00	0.00	0.00	0.00
Lanai (days)	1.48	3.13	0.00	3.22	5.00	0.00	5.00	0.00	0.00	0.00
Kauai (days)	3.69	3.36	5.30	3.55	3.14	3.31	3.86	3.93	9.15	5.00
Big Island (days)	3.03	3.55	3.72	3.51	4.19	4.28	3.72	4.05	3.85	6.00
Hilo (days)	3.51	2.99	3.59	2.73	3.92	2.25	3.54	3.30	5.00	7.00
Kona (days)	2.88	3.47	3.48	3.44	3.89	4.36	3.42	4.39	3.80	5.00
Statewide (days)	5.37	5.48	5.30	5.88	5.29	5.30	5.36	5.70	6.43	5.77
ACCOMMODATIONS										
Hotel	232,060	354,036	73,636	696,301	63,298	31,134	142,949	88,440	4,960	34,782
...Hotel Only	227,491	347,861	73,636	670,939	63,016	31,134	140,554	86,039	4,621	33,938
Condo	18,578	28,712	3,171	133,236	6,322	1,316	12,415	8,784	643	4,939
...Condo Only	15,384	24,816	3,070	109,424	6,140	1,316	10,396	7,039	643	4,078
Apartment	1,159	991	266	1,363	0	0	1,251	0	0	86
Bed & Breakfast	155	1,219	133	1,787	52	0	1,048	182	0	50
Cruise Ship	81	1,975	0	270	0	0	70	0	0	0
Friends or Relatives	3,108	2,503	530	9,901	180	0	800	508	1,037	1,040
PURPOSE OF TRIP										
Pleasure (Net)	237,565	356,874	71,082	771,252	67,634	30,076	145,602	89,303	5,898	37,162
...Honeymoon	38,326	62,222	15,667	113,822	14,736	5,076	31,489	11,794	1,302	6,633
MC&I (Net)	6,945	15,071	3,471	22,210	1,539	803	6,352	4,613	0	1,438
.....Convention/Conf.	1,888	5,076	1,543	7,772	502	240	1,599	2,290	0	476
.....Corp. Meetings	1,108	2,078	140	4,553	167	254	1,346	475	0	708
.....Incentive	3,985	8,289	1,788	10,151	870	309	3,524	1,849	0	254
Other Business	1,022	683	353	3,399	135	507	238	0	0	246
Visit Friends/Relatives	3,665	3,342	1,454	13,853	169	578	742	481	816	498
Government/Military	357	85	0	537	84	0	253	199	0	0
Attend School	178	569	399	801	0	0	0	81	0	304

Source: DBEDT

TABLE 23: Canada MMA Visitor Characteristics: 1999 vs. 1998

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	3,351,926	2,556,955	31.1%	476,137	723,228	-34.2%	2,875,790	1,833,726	56.8%
Total Visitors	252,777	232,592	8.7%	37,836	55,403	-31.7%	214,941	177,189	21.3%
PARTY SIZE									
One	50,621	48,389	4.6%	8,743	12,832	-31.9%	41,878	35,557	17.8%
Two	132,684	119,590	10.9%	19,404	28,080	-30.9%	113,280	91,510	23.8%
Three or more	69,472	64,613	7.5%	9,690	14,491	-33.1%	59,783	50,122	19.3%
Avg Party Size	1.89	1.88	0.5%	1.81	1.82	-0.5%	1.90	1.90	0.2%
VISIT STATUS									
First-Time	105,392	89,003	18.4%	16,439	22,896	-28.2%	88,953	66,107	34.6%
Repeat	147,386	143,589	2.6%	21,397	32,507	-34.2%	125,989	111,082	13.4%
Average # Trips	4.19	4.61	-9.1%	4.07	4.31	-5.4%	4.21	4.71	-10.5%
TRAVEL METHOD									
Group Tour	27,141	25,299	7.3%	3,992	6,683	-40.3%	23,149	18,616	24.3%
Package	78,832	77,964	1.1%	11,247	18,657	-39.7%	67,585	59,307	14.0%
Group Tour & Pkg	21,581	20,404	5.8%	3,230	5,364	-39.8%	18,351	15,040	22.0%
True Independent	168,385	149,454	12.7%	25,827	35,348	-26.9%	142,559	114,106	24.9%
ISLANDS VISITED									
Oahu	135,927	124,659	9.0%	21,637	31,633	-31.6%	114,291	93,026	22.9%
Maui County	125,299	110,977	12.9%	17,439	25,364	-31.2%	107,860	85,613	26.0%
...Maui	121,747	106,286	14.5%	16,882	24,458	-31.0%	104,865	81,828	28.2%
...Molokai	3,983	6,907	-42.3%	575	1,343	-57.2%	3,408	5,564	-38.8%
...Lanai	5,527	7,960	-30.6%	798	1,446	-44.8%	4,729	6,514	-27.4%
Kauai	48,218	48,853	-1.3%	7,809	11,164	-30.0%	40,409	37,689	7.2%
Big Island	51,741	52,220	-0.9%	8,736	13,561	-35.6%	43,005	38,659	11.2%
...Hilo	17,066	18,280	-6.6%	2,799	4,636	-39.6%	14,267	13,644	4.6%
...Kona	44,264	45,221	-2.1%	7,499	11,906	-37.0%	36,765	33,315	10.4%
LENGTH OF STAY									
Oahu (days)	9.64	6.74	43.0%	9.02	8.64	4.3%	9.76	6.09	60.1%
Maui (days)	9.33	7.29	27.9%	8.80	8.63	2.0%	9.42	6.89	36.6%
Molokai (days)	8.34	10.41	-19.9%	8.02	14.38	-44.2%	8.39	9.45	-11.2%
Lanai (days)	7.69	8.94	-13.9%	5.54	11.77	-53.0%	8.06	8.31	-3.0%
Kauai (days)	7.15	6.36	12.5%	6.96	6.88	1.1%	7.19	6.20	15.9%
Big Island (days)	9.37	9.34	0.3%	7.91	9.26	-14.6%	9.66	9.36	3.2%
...Hilo (days)	6.51	6.21	4.8%	5.28	6.20	-14.9%	6.76	6.22	8.6%
...Kona (days)	8.44	8.27	2.0%	7.25	8.14	-10.9%	8.68	8.32	4.3%
Statewide (days)	13.26	10.99	20.6%	12.58	13.05	-3.6%	13.38	10.35	29.3%
ACCOMMODATIONS									
Hotel	151,573	139,108	9.0%	22,743	33,990	-33.1%	128,830	105,118	22.6%
...Hotel Only	135,654	117,432	15.5%	20,163	28,747	-29.9%	115,491	88,685	30.2%
Condo	70,861	69,127	2.5%	9,959	15,304	-34.9%	60,902	53,824	13.2%
...Condo Only	60,158	55,143	9.1%	8,449	11,954	-29.3%	51,709	43,189	19.7%
Apartment	4,673	9,043	-48.3%	743	2,287	-67.5%	3,930	6,756	-41.8%
Bed & Breakfast	5,346	7,487	-28.6%	773	1,881	-58.9%	4,574	5,606	-18.4%
Cruise Ship	5,236	7,216	-27.4%	945	2,062	-54.2%	4,292	5,154	-16.7%
Friends or Relatives	21,452	23,313	-8.0%	3,501	5,762	-39.2%	17,952	17,551	2.3%
PURPOSE OF TRIP									
Pleasure (Net)	204,995	185,470	10.5%	30,243	43,125	-29.9%	174,753	142,344	22.8%
...Honeymoon	16,687	17,615	-5.3%	2,447	4,174	-41.4%	14,241	13,441	6.0%
MC&I (Net)	26,753	24,589	8.8%	4,017	6,895	-41.7%	22,736	17,695	28.5%
.....Convention/Conf.	16,241	14,471	12.2%	2,416	4,126	-41.4%	13,826	10,345	33.6%
.....Corp. Meetings	5,869	5,570	5.4%	904	1,468	-38.4%	4,965	4,102	21.0%
.....Incentive	5,397	5,865	-8.0%	804	1,675	-52.0%	4,593	4,189	9.6%
Other Business	8,017	8,672	-7.6%	1,334	2,092	-36.2%	6,683	6,580	1.6%
Visit Friends/Relatives	13,650	14,835	-8.0%	2,277	3,665	-37.9%	11,373	11,170	1.8%
Government/Military	1,830	2,439	-25.0%	303	598	-49.2%	1,527	1,841	-17.1%
Attend School	1,290	1,547	-16.6%	202	408	-50.5%	1,088	1,139	-4.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	479.6	346.2	38.5%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	143.1	135.4	5.7%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,897.2	1,488.5	27.5%	NA	NA	NA	NA	NA	NA

NA: Not available.

Source: DBEDT

TABLE 24: Europe MMA Visitor Characteristics: 1999 vs. 1998

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	2,189,957	2,210,728	-0.9%	1,908,215	1,896,957	0.6%	281,742	313,772	-10.2%
Total Visitors	183,868	182,766	0.6%	157,640	155,542	1.3%	26,228	27,224	-3.7%
PARTY SIZE									
One	51,005	50,031	1.9%	43,985	42,542	3.4%	7,019	7,489	-6.3%
Two	90,000	91,924	-2.1%	77,546	78,360	-1.0%	12,454	13,564	-8.2%
Three or more	42,862	40,812	5.0%	36,108	34,641	4.2%	6,754	6,171	9.4%
Avg Party Size	1.72	1.71	0.3%	1.71	1.71	-0.1%	1.77	1.72	3.1%
VISIT STATUS									
First-Time	102,802	101,667	1.1%	85,116	86,479	-1.6%	17,686	15,188	16.4%
Repeat	81,065	81,100	0.0%	72,523	69,063	5.0%	8,542	12,036	-29.0%
Average # Trips	3.09	3.06	1.3%	3.25	3.05	6.6%	2.16	3.09	-30.2%
TRAVEL METHOD									
Group Tour	20,325	23,000	-11.6%	18,764	19,494	-3.7%	1,561	3,507	-55.5%
Package	71,833	77,346	-7.1%	62,723	65,870	-4.8%	9,110	11,476	-20.6%
Group Tour & Pkg	14,562	16,462	-11.5%	13,427	13,918	-3.5%	1,134	2,544	-55.4%
True Independent	106,271	98,755	7.6%	89,580	83,986	6.7%	16,691	14,769	13.0%
ISLANDS VISITED									
Oahu	118,776	115,373	2.9%	100,586	98,420	2.2%	18,190	16,953	7.3%
Maui County	77,517	81,623	-5.0%	69,072	70,097	-1.5%	8,445	11,526	-26.7%
...Maui	75,418	79,663	-5.3%	67,230	68,443	-1.8%	8,188	11,220	-27.0%
...Molokai	3,048	3,536	-13.8%	2,768	3,076	-10.0%	279	460	-39.3%
...Lanai	3,017	3,467	-13.0%	2,692	2,923	-7.9%	325	544	-40.3%
Kauai	39,984	41,925	-4.6%	35,337	36,491	-3.2%	4,647	5,434	-14.5%
Big Island	46,969	47,214	-0.5%	39,941	40,512	-1.4%	7,028	6,702	4.9%
...Hilo	16,994	19,997	-15.0%	14,293	14,128	1.2%	2,701	5,869	-54.0%
...Kona	39,745	37,056	7.3%	33,644	34,893	-3.6%	6,101	2,162	182.2%
LENGTH OF STAY									
Oahu (days)	8.18	8.08	1.2%	8.33	8.10	2.8%	7.35	7.99	-8.0%
Maui (days)	7.85	7.77	1.0%	7.96	7.76	2.6%	6.97	7.89	-11.6%
Molokai (days)	4.84	3.70	30.8%	4.95	3.71	33.5%	3.80	3.68	3.4%
Lanai (days)	4.34	3.94	10.1%	4.43	3.90	13.5%	3.61	4.17	-13.4%
Kauai (days)	6.27	6.36	-1.5%	6.36	6.37	0.0%	5.55	6.33	-12.3%
Big Island (days)	7.41	7.75	-4.3%	7.14	7.75	-7.9%	8.96	7.70	16.4%
...Hilo (days)	4.78	5.83	-17.9%	4.80	5.31	-9.6%	4.72	7.08	-33.4%
...Kona (days)	6.71	6.72	-0.1%	6.44	6.85	-6.0%	8.23	4.64	77.3%
Statewide (days)	11.91	12.10	-1.5%	12.10	12.20	-0.7%	10.74	11.53	-6.8%
ACCOMMODATIONS									
Hotel	127,115	128,015	-0.7%	108,975	108,976	0.0%	18,140	19,039	-4.7%
...Hotel Only	116,088	117,607	-1.3%	100,809	100,064	0.7%	15,280	17,543	-12.9%
Condo	23,794	23,702	0.4%	20,081	20,132	-0.3%	3,713	3,570	4.0%
...Condo Only	18,719	19,488	-3.9%	16,809	16,588	1.3%	1,911	2,899	-34.1%
Apartment	8,091	9,396	-13.9%	7,246	8,110	-10.7%	844	1,286	-34.3%
Bed & Breakfast	5,336	5,593	-4.6%	4,882	4,862	0.4%	454	731	-38.0%
Cruise Ship	1,816	1,899	-4.4%	1,719	1,614	6.5%	97	284	-66.0%
Friends or Relatives	16,438	16,804	-2.2%	14,936	14,164	5.4%	1,503	2,640	-43.1%
PURPOSE OF TRIP									
Pleasure (Net)	150,832	149,131	1.1%	127,904	127,514	0.3%	22,928	21,618	6.1%
...Honeymoon	12,652	13,508	-6.3%	11,572	11,625	-0.5%	1,080	1,883	-42.7%
MC&I (Net)	14,014	14,257	-1.7%	12,856	11,605	10.8%	1,158	2,652	-56.3%
.....Convention/Conf.	8,853	7,672	15.4%	8,073	6,305	28.0%	780	1,367	-42.9%
.....Corp. Meetings	2,505	3,577	-30.0%	2,324	2,847	-18.4%	180	730	-75.3%
.....Incentive	2,805	3,214	-12.7%	2,590	2,618	-1.1%	214	595	-64.0%
Other Business	5,716	5,899	-3.1%	5,290	4,847	9.1%	426	1,052	-59.5%
Visit Friends/Relatives	11,936	11,941	0.0%	10,645	10,114	5.3%	1,291	1,828	-29.4%
Government/Military	1,273	1,200	6.1%	1,185	1,022	15.9%	89	178	-50.2%
Attend School	645	595	8.3%	554	517	7.2%	91	78	15.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	296.5	422.4	-29.8%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	135.4	191.1	-29.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,612.7	2,311.2	-30.2%	NA	NA	NA	NA	NA	NA

NA: Not available.
Source: DBEDT

TABLE 25: Oceania MMA Visitor Characteristics: 1999 vs. 1998

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL*		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	941,145	964,632	-2.4%	275,494	300,020	-8.2%	665,652	664,613	0.2%
Total Visitors	111,205	107,116	3.8%	37,731	40,919	-7.8%	73,474	66,197	11.0%
PARTY SIZE									
One	27,450	20,132	36.4%	10,182	11,652	-12.6%	17,268	8,480	103.6%
Two	52,198	64,652	-19.3%	14,896	15,820	-5.8%	37,302	48,832	-23.6%
Three or more	31,556	22,332	41.3%	12,653	13,447	-5.9%	18,904	8,886	112.7%
Avg Party Size	1.96	1.89	3.9%	1.82	1.78	2.1%	2.03	1.95	4.2%
VISIT STATUS									
First-Time	58,856	70,054	-16.0%	18,173	20,205	-10.1%	40,682	49,849	-18.4%
Repeat	52,349	37,062	41.2%	19,558	20,714	-5.6%	32,791	16,348	100.6%
Average # Trips	2.76	2.19	26.5%	3.33	3.39	-1.8%	2.47	1.44	71.7%
TRAVEL METHOD									
Group Tour	9,026	2,921	209.0%	2,444	2,921	-16.3%	6,581	0	NA
Package	61,076	21,249	187.4%	18,653	20,092	-7.2%	42,423	1,158	3565.0%
Group Tour & Pkg	7,542	2,306	227.0%	1,973	2,306	-14.5%	5,569	0	NA
True Independent	48,645	85,224	-42.9%	18,606	20,185	-7.8%	30,038	65,040	-53.8%
ISLANDS VISITED									
Oahu	95,356	99,763	-4.4%	32,601	34,724	-6.1%	62,755	65,040	-3.5%
Maui County	23,587	14,372	64.1%	6,995	8,305	-15.8%	16,592	6,068	173.5%
...Maui	21,718	14,084	54.2%	6,756	8,017	-15.7%	14,962	6,068	146.6%
...Molokai	1,049	362	189.5%	284	362	-21.6%	765	0	NA
...Lanai	1,618	270	499.7%	333	270	23.4%	1,285	0	NA
Kauai	9,800	8,770	11.7%	3,137	3,447	-9.0%	6,662	5,323	25.2%
Big Island	15,999	6,751	137.0%	3,626	4,374	-17.1%	12,372	2,377	420.6%
...Hilo	4,830	3,868	24.9%	1,304	1,491	-12.5%	3,525	2,377	48.3%
...Kona	13,972	6,014	132.3%	2,942	3,637	-19.1%	11,030	2,377	364.1%
LENGTH OF STAY									
Oahu (days)	6.79	7.33	-7.3%	5.83	5.72	1.9%	7.29	8.18	-10.9%
Maui (days)	5.84	4.74	23.2%	6.17	5.54	11.4%	5.69	3.69	54.2%
Molokai (days)	2.56	5.85	-56.3%	2.91	5.85	-50.3%	2.43	0.00	na
Lanai (days)	5.56	6.05	-8.2%	4.95	6.05	-18.1%	5.71	0.00	NA
Kauai (days)	5.22	7.80	-33.0%	6.10	5.98	2.0%	4.81	8.97	-46.4%
Big Island (days)	6.50	14.05	-53.7%	6.11	7.44	-17.9%	6.62	26.20	-74.7%
...Hilo (days)	3.62	9.83	-63.1%	5.06	4.52	12.0%	3.09	13.16	-76.5%
...Kona (days)	6.19	9.44	-34.4%	5.29	7.10	-25.5%	6.43	13.04	-50.6%
Statewide (days)	8.46	9.01	-6.0%	7.30	7.33	-0.4%	9.06	10.04	-9.8%
ACCOMMODATIONS									
Hotel	92,830	79,313	17.0%	29,752	32,683	-9.0%	63,078	46,631	35.3%
...Hotel Only	86,357	77,125	12.0%	28,662	31,477	-8.9%	57,695	45,649	26.4%
Condo	6,740	13,595	-50.4%	2,241	2,745	-18.4%	4,499	10,850	-58.5%
...Condo Only	4,176	13,216	-68.4%	1,819	2,367	-23.2%	2,358	10,850	-78.3%
Apartment	4,324	1,611	168.3%	1,473	1,611	-8.6%	2,851	0	NA
Bed & Breakfast	1,458	543	168.7%	445	543	-18.0%	1,013	0	NA
Cruise Ship	445	147	201.9%	231	147	56.7%	214	0	NA
Friends or Relatives	5,915	8,946	-33.9%	2,776	2,812	-1.3%	3,139	6,134	-48.8%
PURPOSE OF TRIP									
Pleasure (Net)	97,652	95,229	2.5%	32,738	35,372	-7.4%	64,915	59,857	8.5%
...Honeymoon	5,395	2,223	142.7%	1,843	2,223	-17.1%	3,552	0	NA
MC&I (Net)	5,804	1,557	272.9%	1,766	1,557	13.4%	4,038	0	NA
.....Convention/Conf.	4,084	947	331.2%	1,193	947	26.0%	2,891	0	NA
.....Corp. Meetings	1,178	359	228.3%	384	359	7.1%	794	0	NA
.....Incentive	558	271	105.9%	204	271	-24.6%	354	0	NA
Other Business	2,082	1,142	82.4%	1,047	1,142	-8.3%	1,036	0	NA
Visit Friends/Relatives	3,865	8,443	-54.2%	1,664	2,103	-20.9%	2,202	6,340	-65.3%
Government/Military	394	425	-7.2%	278	425	-34.6%	116	0	NA
Attend School	218	108	102.8%	110	108	1.9%	109	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	182.7	185.7	-1.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	194.2	192.5	0.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,643.2	1,733.3	-5.2%	NA	NA	NA	NA	NA	NA

NA: Not available.

* Sample sizes are small.

Source: DBEDT

TABLE 26: Other Asia MMA Visitor Characteristics: 1999 vs. 1998

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	905,320	858,790	5.4%	281,124	291,512	-3.6%	624,196	567,277	10.0%
Total Visitors	129,564	114,480	13.2%	37,256	38,023	-2.0%	92,309	76,457	20.7%
PARTY SIZE									
One	22,321	30,656	-27.2%	9,950	9,320	6.8%	12,371	21,336	-42.0%
Two	36,232	39,262	-7.7%	9,744	9,424	3.4%	26,488	29,838	-11.2%
Three or more	71,011	44,562	59.4%	17,561	19,280	-8.9%	53,450	25,283	111.4%
Avg Party Size	2.73	2.00	36.6%	2.00	2.11	-5.3%	3.02	1.94	55.9%
VISIT STATUS									
First-Time	92,196	64,228	43.5%	23,125	24,002	-3.7%	69,071	40,226	71.7%
Repeat	37,368	50,252	-25.6%	14,130	14,022	0.8%	23,238	36,231	-35.9%
Average # Trips	2.19	2.73	-19.6%	2.91	2.83	2.8%	1.91	2.68	-28.9%
TRAVEL METHOD									
Group Tour	64,507	29,700	117.2%	12,437	12,558	-1.0%	52,070	17,141	203.8%
Package	81,093	56,685	43.1%	16,860	17,632	-4.4%	64,233	39,052	64.5%
Group Tour & Pkg	58,697	24,994	134.8%	9,532	9,685	-1.6%	49,165	15,309	221.1%
True Independent	42,662	52,991	-19.5%	17,491	17,456	0.2%	25,171	35,535	-29.2%
ISLANDS VISITED									
Oahu	116,306	100,250	16.0%	31,917	32,211	-0.9%	84,389	68,039	24.0%
Maui County	34,537	30,181	14.4%	9,057	10,200	-11.2%	25,480	19,981	27.5%
...Maui	32,567	29,122	11.8%	8,626	9,961	-13.4%	23,942	19,161	24.9%
...Molokai	2,455	2,182	12.5%	689	537	28.2%	1,767	1,645	7.4%
...Lanai	1,001	2,006	-50.1%	434	456	-5.0%	567	1,550	-63.4%
Kauai	6,621	11,102	-40.4%	3,655	4,655	-21.5%	2,965	6,448	-54.0%
Big Island	25,186	19,023	32.4%	5,447	6,144	-11.3%	19,739	12,878	53.3%
...Hilo	11,563	10,603	9.1%	2,092	2,296	-8.9%	9,471	8,307	14.0%
...Kona	19,463	11,906	63.5%	4,449	5,091	-12.6%	15,014	6,815	120.3%
LENGTH OF STAY									
Oahu (days)	5.74	5.54	3.6%	5.79	5.44	6.5%	5.72	5.59	2.3%
Maui (days)	3.23	4.24	-23.8%	4.84	4.82	0.4%	2.66	3.95	-32.7%
Molokai (days)	2.76	3.22	-14.3%	3.76	3.49	7.7%	2.37	3.13	-24.4%
Lanai (days)	5.19	3.90	33.1%	9.35	4.70	99.0%	2.00	3.66	-45.4%
Kauai (days)	3.97	5.55	-28.4%	4.62	5.70	-18.9%	3.17	5.44	-41.7%
Big Island (days)	3.73	5.41	-31.1%	5.71	6.16	-7.3%	3.19	5.06	-37.0%
...Hilo (days)	2.37	5.31	-55.3%	3.90	5.08	-23.3%	2.03	5.37	-62.1%
...Kona (days)	3.42	3.92	-12.8%	5.16	5.15	0.3%	2.91	3.01	-3.3%
Statewide (days)	6.99	7.50	-6.9%	7.55	7.67	-1.6%	6.76	7.42	-8.9%
ACCOMMODATIONS									
Hotel	102,308	85,155	20.1%	29,665	30,045	-1.3%	72,643	55,110	31.8%
...Hotel Only	98,149	82,256	19.3%	28,521	28,874	-1.2%	69,628	53,382	30.4%
Condo	6,359	7,644	-16.8%	2,683	3,206	-16.3%	3,676	4,438	-17.2%
...Condo Only	4,815	6,504	-26.0%	2,195	2,660	-17.5%	2,620	3,843	-31.8%
Apartment	2,147	2,256	-4.8%	666	785	-15.1%	1,481	1,472	0.6%
Bed & Breakfast	7,982	9,205	-13.3%	411	374	9.8%	7,571	8,831	-14.3%
Cruise Ship	1,555	639	143.4%	462	291	58.8%	1,093	348	214.2%
Friends or Relatives	7,485	10,231	-26.8%	3,201	3,408	-6.1%	4,284	6,823	-37.2%
PURPOSE OF TRIP									
Pleasure (Net)	97,131	90,539	7.3%	26,629	27,338	-2.6%	70,503	63,202	11.6%
...Honeymoon	18,960	12,713	49.1%	1,891	2,368	-20.1%	17,069	10,345	65.0%
MC&I (Net)	13,221	8,911	48.4%	3,892	4,158	-6.4%	9,329	4,753	96.3%
.....Convention/Conf.	5,345	3,724	43.5%	1,692	1,671	1.3%	3,653	2,053	77.9%
.....Corp. Meetings	3,339	2,040	63.7%	758	1,055	-28.1%	2,581	985	162.0%
.....Incentive	4,603	3,174	45.0%	1,507	1,450	4.0%	3,096	1,725	79.5%
Other Business	6,291	6,176	1.9%	3,171	3,274	-3.1%	3,120	2,902	7.5%
Visit Friends/Relatives	7,599	6,523	16.5%	2,708	2,445	10.7%	4,892	4,078	20.0%
Government/Military	979	653	49.9%	651	345	88.7%	327	308	6.4%
Attend School	1,080	678	59.3%	233	211	10.4%	847	467	81.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	174.5	191.7	-9.0%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	192.7	223.2	-13.7%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,346.8	1,674.5	-19.6%	NA	NA	NA	NA	NA	NA

NA: Not available.

Source: DBEDT

TABLE 27: Latin America MMA Visitor Characteristics: 1999 vs. 1998

LATIN AMERICA	DOMESTIC		
	1999	1998	% Change
Total Visitor Days	170,268	212,533	-19.9%
Total Visitors	17,305	21,379	-19.1%
PARTY SIZE			
One	4,191	4,882	-14.2%
Two	8,254	9,674	-14.7%
Three or more	4,860	6,822	-28.8%
Avg Party Size	1.81	1.87	-3.1%
VISIT STATUS			
First-Time	11,034	14,535	-24.1%
Repeat	6,272	6,844	-8.4%
Average # Trips	2.45	2.30	6.4%
TRAVEL METHOD			
Group Tour	2,279	3,198	-28.7%
Package	7,474	9,943	-24.8%
Group Tour & Pkg	1,792	2,344	-23.6%
True Independent	9,344	10,577	-11.7%
ISLANDS VISITED			
Oahu	12,560	16,005	-21.5%
Maui County	7,740	10,137	-23.6%
...Maui	7,670	10,049	-23.7%
...Molokai	191	350	-45.4%
...Lanai	175	326	-46.3%
Kauai	2,430	3,255	-25.4%
Big Island	3,229	3,858	-16.3%
...Hilo	1,042	1,362	-23.5%
...Kona	2,707	3,217	-15.9%
LENGTH OF STAY			
Oahu (days)	7.13	6.90	3.4%
Maui (days)	6.22	5.95	4.5%
Molokai (days)	2.47	2.70	-8.6%
Lanai (days)	2.58	3.14	-17.8%
Kauai (days)	5.31	5.58	-4.9%
Big Island (days)	5.94	5.94	-0.1%
...Hilo (days)	4.04	3.45	16.8%
...Kona (days)	5.53	5.10	8.5%
Statewide (days)	9.84	9.94	-1.0%
ACCOMMODATIONS			
Hotel	12,652	16,623	-23.9%
...Hotel Only	12,024	15,818	-24.0%
Condo	2,149	2,246	-4.3%
...Condo Only	1,848	1,867	-1.0%
Apartment	409	493	-17.0%
Bed & Breakfast	233	243	-4.4%
Cruise Ship	277	461	-39.9%
Friends or Relatives	1,417	1,406	0.8%
PURPOSE OF TRIP			
Pleasure (Net)	13,762	17,561	-21.6%
...Honeymoon	1,764	1,885	-6.4%
MC&I (Net)	1,942	2,124	-8.6%
.....Convention/Conf.	1,209	1,484	-18.5%
.....Corp. Meetings	358	364	-1.7%
.....Incentive	412	312	32.3%
Other Business	458	482	-5.1%
Visit Friends/Relatives	777	810	-4.1%
Government/Military	84	109	-22.9%
Attend School	87	67	29.9%
EXPENDITURES			
Total Expenditures (\$ mil.)	29.4	27.8	5.9%
Per Person Per Day (\$)	172.8	130.7	32.2%
Per Person Per Trip (\$)	1,700.3	1,299.2	30.9%

Source: DBEDT

TABLE 28: Other MMA Visitor Characteristics: 1999 vs. 1998

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	3,292,779	3,110,029	5.9%	2,001,591	1,898,797	5.4%	1,291,188	1,211,231	6.6%
Total Visitors	310,656	298,412	4.1%	194,494	182,189	6.8%	116,162	116,223	-0.1%
PARTY SIZE									
One	95,342	86,365	10.4%	53,117	52,651	0.9%	42,225	33,714	25.2%
Two	125,518	131,954	-4.9%	86,902	80,368	8.1%	38,616	51,586	-25.1%
Three or more	89,796	80,093	12.1%	54,475	49,170	10.8%	35,320	30,923	14.2%
Avg Party Size	1.71	1.73	-1.0%	1.76	1.73	2.0%	1.62	1.73	-6.2%
VISIT STATUS									
First-Time	116,948	131,462	-11.0%	82,785	80,332	3.1%	34,163	51,130	-33.2%
Repeat	193,708	166,950	16.0%	111,709	101,858	9.7%	81,999	65,093	26.0%
Average # Trips	5.02	4.35	15.4%	4.41	4.35	1.3%	6.05	4.35	39.0%
TRAVEL METHOD									
Group Tour	28,128	32,143	-12.5%	20,299	19,558	3.8%	7,829	12,585	-37.8%
Package	93,887	110,410	-15.0%	69,122	67,442	2.5%	24,765	42,968	-42.4%
Group Tour & Pkg	22,334	24,173	-7.6%	15,532	14,702	5.6%	6,802	9,471	-28.2%
True Independent	210,975	179,666	17.4%	120,606	109,673	10.0%	90,369	69,993	29.1%
ISLANDS VISITED									
Oahu	215,634	186,050	15.9%	120,933	113,610	6.4%	94,701	72,440	30.7%
Maui County	99,983	123,443	-19.0%	78,448	75,329	4.1%	21,536	48,115	-55.2%
...Maui	94,100	119,829	-21.5%	76,281	73,130	4.3%	17,819	46,698	-61.8%
...Molokai	3,206	5,470	-41.4%	2,791	3,325	-16.1%	415	2,146	-80.7%
...Lanai	6,819	5,938	14.8%	3,263	3,611	-9.6%	3,556	2,327	52.8%
Kauai	44,255	57,720	-23.3%	36,510	35,261	3.5%	7,745	22,459	-65.5%
Big Island	60,877	63,457	-4.1%	39,078	38,724	0.9%	21,799	24,733	-11.9%
...Hilo	24,649	34,241	-28.0%	13,354	12,996	2.8%	11,295	21,245	-46.8%
...Kona	46,664	41,571	12.3%	32,882	33,265	-1.1%	13,782	8,306	65.9%
LENGTH OF STAY									
Oahu (days)	8.73	7.22	20.9%	7.57	7.29	3.8%	10.21	7.10	43.8%
Maui (days)	7.01	7.26	-3.3%	7.13	7.21	-1.1%	6.52	7.33	-11.1%
Molokai (days)	4.83	6.10	-20.9%	5.17	5.87	-11.9%	2.50	6.46	-61.3%
Lanai (days)	5.27	6.79	-22.4%	4.93	6.52	-24.4%	5.58	7.21	-22.6%
Kauai (days)	6.07	6.29	-3.6%	6.45	6.23	3.6%	4.24	6.39	-33.7%
Big Island (days)	7.07	7.26	-2.6%	7.06	7.24	-2.5%	7.10	7.30	-2.7%
...Hilo (days)	4.79	5.92	-19.1%	4.99	4.76	4.7%	4.57	6.63	-31.1%
...Kona (days)	6.69	6.21	7.8%	6.36	6.57	-3.1%	7.49	4.77	57.0%
Statewide (days)	10.60	10.42	1.7%	10.29	10.42	-1.3%	11.12	10.42	6.7%
ACCOMMODATIONS									
Hotel	184,802	190,093	-2.8%	122,807	116,117	5.8%	61,995	73,976	-16.2%
...Hotel Only	168,304	175,160	-3.9%	113,495	107,011	6.1%	54,809	68,149	-19.6%
Condo	42,104	53,664	-21.5%	33,550	32,729	2.5%	8,554	20,935	-59.1%
...Condo Only	33,394	45,575	-26.7%	28,549	27,792	2.7%	4,845	17,784	-72.8%
Apartment	7,807	8,168	-4.4%	5,204	5,002	4.0%	2,603	3,167	-17.8%
Bed & Breakfast	4,969	4,813	3.2%	3,243	2,934	10.5%	1,726	1,879	-8.1%
Cruise Ship	3,839	5,141	-25.3%	3,380	3,126	8.1%	459	2,015	-77.2%
Friends or Relatives	43,831	38,581	13.6%	25,084	23,506	6.7%	18,747	15,075	24.4%
PURPOSE OF TRIP									
Pleasure (Net)	203,483	222,293	-8.5%	142,840	135,791	5.2%	60,643	86,502	-29.9%
...Honeymoon	16,114	18,864	-14.6%	13,097	11,549	13.4%	3,016	7,315	-58.8%
MC&I (Net)	31,807	26,838	18.5%	19,409	16,342	18.8%	12,398	10,496	18.1%
....Convention/Conf.	22,117	17,040	29.8%	12,817	10,402	23.2%	9,300	6,639	40.1%
.....Corp. Meetings	6,145	5,660	8.6%	3,908	3,430	14.0%	2,237	2,231	0.3%
.....Incentive	3,769	4,567	-17.5%	2,903	2,769	4.8%	866	1,798	-51.8%
Other Business	15,431	13,095	17.8%	8,449	7,967	6.1%	6,982	5,129	36.1%
Visit Friends/Relatives	29,076	28,100	3.5%	18,223	17,138	6.3%	10,853	10,962	-1.0%
Government/Military	15,443	5,383	186.9%	3,767	3,290	14.5%	11,676	2,093	457.8%
Attend School	5,970	1,641	263.8%	976	1,011	-3.4%	4,994	630	692.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	545.8	476.0	14.7%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	165.7	153.1	8.3%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,756.8	1,595.2	10.1%	NA	NA	NA	NA	NA	NA

NA: Not available.
Source: DBEDT

ISLAND SUPPLEMENT

1999 ANNUAL VISITOR RESEARCH REPORT

DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
S T A T E O F H A W A I I

TABLE 29: Visitor Arrivals by Island and Month: 1999 vs. 1998

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	535,994	547,595	-2.1%	319,980	308,962	3.6%	216,014	238,633	-9.5%
FEB	556,051	543,190	2.4%	330,510	313,776	5.3%	225,541	229,414	-1.7%
MAR	596,706	577,709	3.3%	371,255	350,483	5.9%	225,451	227,226	-0.8%
APR	527,235	543,729	-3.0%	343,941	355,166	-3.2%	183,294	188,563	-2.8%
MAY	513,608	515,821	-0.4%	334,407	320,266	4.4%	179,201	195,555	-8.4%
JUN	574,999	557,438	3.2%	379,758	359,675	5.6%	195,241	197,763	-1.3%
JUL	641,092	612,354	4.7%	415,222	377,853	9.9%	225,870	234,501	-3.7%
AUG	629,858	602,638	4.5%	399,434	368,949	8.3%	230,424	233,689	-1.4%
SEPT	528,769	509,857	3.7%	317,458	293,785	8.1%	211,311	216,072	-2.2%
OCT	555,963	516,413	7.7%	369,866	331,029	11.7%	186,097	185,384	0.4%
NOV	541,609	511,052	6.0%	335,753	305,987	9.7%	205,856	205,065	0.4%
DEC	539,154	557,995	-3.4%	338,038	328,210	3.0%	201,116	229,785	-12.5%
TOTAL	6,741,037	6,595,790	2.2%	4,255,621	4,014,140	6.0%	2,485,416	2,581,650	-3.7%
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	355,080	388,519	-8.6%	167,211	169,965	-1.6%	187,869	218,553	-14.0%
FEB	376,176	382,940	-1.8%	177,982	169,415	5.1%	198,194	213,525	-7.2%
MAR	392,906	392,838	0.0%	197,175	184,469	6.9%	195,731	208,369	-6.1%
APR	345,482	361,311	-4.4%	184,085	185,290	-0.7%	161,397	176,021	-8.3%
MAY	342,432	356,712	-4.0%	185,301	176,039	5.3%	157,130	180,673	-13.0%
JUN	392,014	388,100	1.0%	214,961	204,546	5.1%	177,053	183,554	-3.5%
JUL	438,001	439,223	-0.3%	230,916	217,894	6.0%	207,085	221,329	-6.4%
AUG	427,390	418,599	2.1%	218,681	203,323	7.6%	208,709	215,276	-3.1%
SEPT	381,745	371,064	2.9%	182,186	165,965	9.8%	199,559	205,099	-2.7%
OCT	377,567	351,449	7.4%	213,706	182,657	17.0%	163,861	168,792	-2.9%
NOV	365,544	355,801	2.7%	183,699	173,686	5.8%	181,845	182,115	-0.1%
DEC	365,803	395,277	-7.5%	191,136	189,301	1.0%	174,667	205,977	-15.2%
TOTAL	4,560,142	4,601,834	-0.9%	2,347,040	2,222,551	5.6%	2,213,101	2,379,283	-7.0%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	79,862	74,768	6.8%	65,490	57,894	13.1%	14,373	16,874	-14.8%
FEB	87,418	82,890	5.5%	71,841	63,897	12.4%	15,577	18,993	-18.0%
MAR	93,052	91,661	1.5%	76,756	72,148	6.4%	16,296	19,513	-16.5%
APR	88,834	90,301	-1.6%	76,773	74,183	3.5%	12,061	16,118	-25.2%
MAY	87,642	92,272	-5.0%	77,148	74,541	3.5%	10,493	17,732	-40.8%
JUN	91,202	97,335	-6.3%	81,634	82,440	-1.0%	9,568	14,895	-35.8%
JUL	105,538	102,066	3.4%	95,313	88,395	7.8%	10,225	13,671	-25.2%
AUG	100,203	95,101	5.4%	86,610	81,781	5.9%	13,593	13,320	2.1%
SEPT	85,031	86,651	-1.9%	72,333	72,846	-0.7%	12,697	13,805	-8.0%
OCT	107,185	95,458	12.3%	91,459	79,684	14.8%	15,725	15,774	-0.3%
NOV	86,075	83,517	3.1%	69,876	66,874	4.5%	16,199	16,644	-2.7%
DEC	77,247	86,379	-10.6%	64,423	66,889	-3.7%	12,824	19,489	-34.2%
TOTAL	1,089,289	1,078,400	1.0%	929,657	881,571	5.5%	159,632	196,828	-18.9%

Source: DBEDT

TABLE 29: Visitor Arrivals by Island and Month: 1999 vs. 1998 (continued)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	186,079	182,711	1.8%	139,723	132,828	5.2%	46,356	49,882	-7.1%
FEB	204,590	195,793	4.5%	150,884	143,487	5.2%	53,706	52,306	2.7%
MAR	217,027	210,893	2.9%	171,679	161,560	6.3%	45,347	49,334	-8.1%
APR	193,055	204,786	-5.7%	154,648	162,962	-5.1%	38,406	41,825	-8.2%
MAY	182,092	184,151	-1.1%	146,689	145,400	0.9%	35,404	38,751	-8.6%
JUN	203,457	195,299	4.2%	170,079	162,234	4.8%	33,378	33,065	0.9%
JUL	226,363	208,998	8.3%	186,387	165,687	12.5%	39,975	43,311	-7.7%
AUG	216,054	204,970	5.4%	175,591	160,532	9.4%	40,463	44,439	-8.9%
SEPT	167,386	165,026	1.4%	135,735	129,482	4.8%	31,651	35,544	-11.0%
OCT	204,048	186,777	9.2%	169,513	150,045	13.0%	34,535	36,732	-6.0%
NOV	179,477	175,265	2.4%	141,948	130,336	8.9%	37,530	44,930	-16.5%
DEC	167,374	189,445	-11.7%	123,654	131,613	-6.0%	43,721	57,831	-24.4%
TOTAL	2,347,002	2,304,115	1.9%	1,866,531	1,776,165	5.1%	480,471	527,950	-9.0%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	179,873	176,904	1.7%	135,098	128,033	5.5%	44,776	48,871	-8.4%
FEB	195,615	187,940	4.1%	145,908	136,929	6.6%	49,707	51,010	-2.6%
MAR	211,353	204,206	3.5%	167,084	156,128	7.0%	44,269	48,078	-7.9%
APR	187,863	200,098	-6.1%	150,270	159,197	-5.6%	37,593	40,901	-8.1%
MAY	177,249	180,250	-1.7%	142,432	141,906	0.4%	34,817	38,343	-9.2%
JUN	198,093	191,719	3.3%	166,210	158,917	4.6%	31,883	32,802	-2.8%
JUL	220,481	204,188	8.0%	182,405	161,950	12.6%	38,076	42,238	-9.9%
AUG	211,973	200,916	5.5%	171,880	156,724	9.7%	40,094	44,192	-9.3%
SEPT	162,944	161,408	1.0%	131,940	126,287	4.5%	31,004	35,121	-11.7%
OCT	197,445	182,392	8.3%	164,503	145,953	12.7%	32,942	36,438	-9.6%
NOV	174,380	170,065	2.5%	137,059	125,875	8.9%	37,321	44,191	-15.5%
DEC	161,664	183,827	-12.1%	118,701	127,235	-6.7%	42,963	56,592	-24.1%
TOTAL	2,278,933	2,243,912	1.6%	1,813,488	1,725,134	5.1%	465,446	518,779	-10.3%
MOLO-KAI	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	6,184	7,086	-12.7%	4,899	5,575	-12.1%	1,285	1,510	-14.9%
FEB	6,626	7,997	-17.1%	5,442	6,081	-10.5%	1,184	1,915	-38.2%
MAR	5,579	7,061	-21.0%	4,745	5,591	-15.1%	834	1,471	-43.3%
APR	5,515	5,744	-4.0%	4,872	4,689	3.9%	644	1,056	-39.0%
MAY	4,940	6,809	-27.5%	4,522	5,233	-13.6%	418	1,575	-73.5%
JUN	6,244	5,356	16.6%	4,696	4,974	-5.6%	1,547	383	304.3%
JUL	5,167	5,741	-10.0%	4,710	5,363	-12.2%	457	378	21.1%
AUG	5,460	5,031	8.5%	4,831	4,616	4.6%	629	415	51.7%
SEPT	4,962	4,735	4.8%	4,618	3,895	18.6%	344	841	-59.1%
OCT	7,856	6,197	26.8%	6,355	5,680	11.9%	1,500	517	190.4%
NOV	5,170	6,324	-18.3%	4,683	5,187	-9.7%	487	1,137	-57.2%
DEC	5,956	7,164	-16.9%	5,314	5,678	-6.4%	642	1,486	-56.8%
TOTAL	69,657	75,245	-7.4%	59,685	62,563	-4.6%	9,972	12,682	-21.4%
LANAI	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	7,275	8,261	-11.9%	6,316	6,378	-1.0%	959	1,883	-49.0%
FEB	11,388	9,573	19.0%	7,507	7,874	-4.7%	3,881	1,698	128.5%
MAR	8,375	10,234	-18.2%	7,343	8,281	-11.3%	1,032	1,952	-47.1%
APR	8,563	7,774	10.2%	7,279	7,271	0.1%	1,284	503	155.2%
MAY	6,430	7,894	-18.5%	6,008	6,965	-13.7%	422	928	-54.5%
JUN	7,356	5,848	25.8%	6,828	5,535	23.4%	529	313	68.8%
JUL	8,485	7,542	12.5%	6,521	6,246	4.4%	1,964	1,296	51.6%
AUG	6,340	7,006	-9.5%	5,790	6,453	-10.3%	550	553	-0.5%
SEPT	6,402	7,285	-12.1%	5,391	5,995	-10.1%	1,011	1,290	-21.6%
OCT	10,432	8,746	19.3%	9,171	7,884	16.3%	1,261	862	46.2%
NOV	6,881	8,220	-16.3%	6,328	6,577	-3.8%	553	1,643	-66.4%
DEC	6,618	9,053	-26.9%	5,952	6,926	-14.1%	666	2,127	-68.7%
TOTAL	94,546	97,434	-3.0%	80,434	82,385	-2.4%	14,112	15,048	-6.2%

Source: DBEDT

TABLE 29: Visitor Arrivals by Island and Month: 1999 vs. 1998 (continued)

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	107,398	112,387	-4.4%	76,951	75,496	1.9%	30,447	36,891	-17.5%
FEB	109,680	125,136	-12.4%	77,832	80,026	-2.7%	31,848	45,111	-29.4%
MAR	120,691	119,166	1.3%	87,864	83,793	4.9%	32,828	35,373	-7.2%
APR	104,983	104,532	0.4%	77,728	77,433	0.4%	27,255	27,100	0.6%
MAY	99,275	106,872	-7.1%	69,623	77,219	-9.8%	29,652	29,653	0.0%
JUN	107,754	107,043	0.7%	79,550	76,831	3.5%	28,203	30,212	-6.7%
JUL	123,918	118,566	4.5%	91,216	82,373	10.7%	32,702	36,193	-9.6%
AUG	109,662	117,962	-7.0%	79,440	74,963	6.0%	30,222	42,999	-29.7%
SEPT	94,778	100,661	-5.8%	65,719	68,799	-4.5%	29,060	31,862	-8.8%
OCT	123,641	108,504	14.0%	91,645	82,358	11.3%	31,996	26,145	22.4%
NOV	102,176	104,022	-1.8%	74,147	71,393	3.9%	28,029	32,628	-14.1%
DEC	103,762	115,917	-10.5%	70,644	76,354	-7.5%	33,119	39,564	-16.3%
TOTAL	1,307,720	1,340,767	-2.5%	942,359	927,037	1.7%	365,361	413,731	-11.7%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	33,530	32,971	1.7%	22,570	21,562	4.7%	10,960	11,409	-3.9%
FEB	34,589	38,107	-9.2%	23,362	23,220	0.6%	11,227	14,886	-24.6%
MAR	41,137	35,728	15.1%	27,518	25,089	9.7%	13,620	10,638	28.0%
APR	36,791	32,396	13.6%	26,039	22,679	14.8%	10,752	9,716	10.7%
MAY	34,709	35,693	-2.8%	22,185	27,153	-18.3%	12,524	8,540	46.7%
JUN	34,508	33,211	3.9%	24,864	25,537	-2.6%	9,644	7,675	25.7%
JUL	42,000	35,920	16.9%	28,337	27,544	2.9%	13,663	8,376	63.1%
AUG	32,783	31,161	5.2%	23,911	22,359	6.9%	8,872	8,803	0.8%
SEPT	30,513	30,963	-1.5%	21,312	22,120	-3.7%	9,200	8,843	4.0%
OCT	40,940	35,635	14.9%	32,841	26,710	23.0%	8,099	8,925	-9.3%
NOV	30,766	34,485	-10.8%	23,075	22,465	2.7%	7,690	12,020	-36.0%
DEC	37,515	37,664	-0.4%	22,079	26,409	-16.4%	15,436	11,255	37.1%
TOTAL	429,781	413,935	3.8%	298,094	292,847	1.8%	131,686	121,087	8.8%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
JAN	90,462	96,523	-6.3%	66,948	66,901	0.1%	23,514	29,622	-20.6%
FEB	93,642	107,299	-12.7%	68,274	70,831	-3.6%	25,367	36,468	-30.4%
MAR	99,477	100,813	-1.3%	75,469	73,657	2.5%	24,007	27,157	-11.6%
APR	88,848	88,199	0.7%	68,876	68,372	0.7%	19,971	19,827	0.7%
MAY	81,127	90,437	-10.3%	59,797	67,331	-11.2%	21,331	23,106	-7.7%
JUN	88,882	90,238	-1.5%	68,662	66,333	3.5%	20,220	23,905	-15.4%
JUL	101,334	100,278	1.1%	78,793	70,429	11.9%	22,541	29,848	-24.5%
AUG	91,739	102,708	-10.7%	68,423	65,583	4.3%	23,315	37,125	-37.2%
SEPT	79,738	83,983	-5.1%	56,672	59,126	-4.2%	23,066	24,857	-7.2%
OCT	107,029	93,124	14.9%	79,986	72,323	10.6%	27,043	20,801	30.0%
NOV	88,288	87,367	1.1%	64,113	62,925	1.9%	24,175	24,442	-1.1%
DEC	82,959	97,027	-14.5%	59,867	65,615	-8.8%	23,092	31,412	-26.5%
TOTAL	1,093,524	1,137,993	-3.9%	815,881	809,424	0.8%	277,643	328,569	-15.5%

Source: DBEDT

TABLE 30: 1999 Average Daily Census by Island and Month

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	87,049	83,477	76,978	65,911	67,571	85,130	91,819	86,430	77,216	72,584	74,110	85,574	79,497
Maui County	47,286	51,107	47,045	41,727	36,247	46,228	49,996	46,472	34,999	42,404	41,361	43,342	43,992
....Maui	44,975	48,300	44,890	39,846	34,574	44,360	47,767	44,702	33,454	40,230	39,414	40,773	41,918
....Molokai	1,288	1,203	920	786	759	886	819	839	689	1,098	858	1,263	950
....Lanai	1,023	1,604	1,235	1,095	913	982	1,410	931	856	1,075	1,089	1,305	1,124
Kauai	18,159	18,794	17,448	16,498	16,302	18,632	22,168	20,284	16,003	18,193	17,704	18,305	18,214
Big Island	27,267	25,128	24,405	20,215	18,229	22,616	24,076	21,289	17,492	25,245	21,237	25,567	22,736
....Hilo	5,801	4,984	5,278	4,152	4,304	5,360	6,110	5,016	3,977	4,133	4,266	6,481	4,995
...Kona	21,465	20,144	19,126	16,064	13,924	17,256	17,966	16,272	13,515	21,111	16,971	19,086	17,742
TOTAL DOM and INT'L	179,761	178,506	165,876	144,352	138,349	172,606	188,059	174,475	145,710	158,425	154,412	172,788	164,439
DOMESTIC													
Oahu	47,384	43,195	40,774	37,956	41,132	52,989	53,208	50,167	42,091	43,843	42,139	53,678	45,755
Maui County	38,718	41,434	39,380	35,732	32,104	41,531	43,562	39,945	30,792	36,932	34,982	34,914	37,489
....Maui	36,727	39,259	37,783	34,164	30,546	39,854	42,000	38,480	29,385	35,006	33,143	32,789	35,750
....Molokai	1,098	1,060	664	679	699	769	758	696	655	996	812	1,076	830
....Lanai	892	1,116	932	889	859	908	803	769	752	929	1,027	1,049	909
Kauai	16,183	16,606	15,479	15,060	15,297	17,764	20,642	18,416	14,877	16,442	15,570	16,520	16,579
Big Island	22,215	20,159	18,661	16,517	13,980	19,000	20,040	16,987	13,814	18,687	17,863	20,191	18,175
....Hilo	4,366	3,706	3,525	2,756	2,761	4,128	4,507	3,659	3,068	3,395	3,434	4,341	3,640
...Kona	17,849	16,453	15,136	13,762	11,220	14,872	15,533	13,329	10,746	15,292	14,429	15,850	14,535
TOTAL DOMESTIC	124,500	121,394	114,294	105,265	102,514	131,283	137,451	125,515	101,574	115,903	110,554	125,303	117,998
INTERNATIONAL													
Oahu	39,665	40,282	36,205	27,955	26,439	32,141	38,611	36,263	35,124	28,740	31,971	31,896	33,743
Maui County	8,569	9,673	7,666	5,995	4,143	4,697	6,435	6,527	4,208	5,472	6,379	8,428	6,503
....Maui	8,248	9,041	7,107	5,682	4,029	4,506	5,767	6,223	4,069	5,224	6,271	7,985	6,167
....Molokai	190	143	256	107	60	117	61	143	34	102	46	187	121
....Lanai	131	488	303	207	54	74	607	162	104	146	62	257	215
Kauai	1,975	2,188	1,969	1,438	1,005	869	1,526	1,868	1,126	1,751	2,134	1,785	1,634
Big Island	5,051	4,970	5,744	3,698	4,248	3,616	4,037	4,302	3,678	6,558	3,374	5,376	4,561
....Hilo	1,435	1,279	1,754	1,396	1,544	1,232	1,604	1,358	909	738	832	2,140	1,355
...Kona	3,616	3,691	3,990	2,302	2,704	2,384	2,433	2,944	2,770	5,820	2,542	3,237	3,206
TOTAL INT'L	55,260	57,112	51,583	39,087	35,835	41,322	50,608	48,960	44,136	42,522	43,858	47,485	46,441

Source: DBEDT

TABLE 31: 1998 Average Daily Census by Island and Month

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	81,029	72,571	68,462	65,362	63,332	77,528	83,708	80,273	67,021	62,267	66,220	83,239	72,623
Maui County	46,697	49,972	47,637	44,939	36,415	43,461	44,515	43,067	33,564	39,321	40,195	44,967	42,864
....Maui	43,992	45,524	43,487	43,104	34,504	41,726	42,659	41,378	31,896	37,393	37,787	42,083	40,440
....Molokai	1,515	2,012	1,682	833	878	920	983	663	711	951	1,218	1,573	1,157
....Lanai	1,190	2,437	2,468	1,002	1,032	815	873	1,026	957	978	1,189	1,311	1,267
Kauai	16,798	18,909	17,755	17,451	15,589	20,283	20,916	18,965	15,979	17,156	17,005	18,172	17,909
Big Island	28,734	30,838	25,921	20,710	19,529	22,322	23,119	23,875	19,547	21,279	23,362	29,014	23,993
...Hilo	5,874	7,198	5,514	3,832	4,285	5,464	5,309	5,147	4,296	4,509	5,285	6,998	5,300
....Kona	22,860	23,640	20,408	16,878	15,244	16,857	17,809	18,728	15,251	16,770	18,078	22,017	18,692
TOTAL DOM and INT'L	173,257	172,291	159,776	148,462	134,865	163,594	172,258	166,179	136,111	140,024	146,782	175,393	157,389
DOMESTIC													
Oahu	45,881	41,288	39,239	39,350	37,331	48,864	49,221	46,303	35,896	37,005	38,776	50,800	42,526
Maui County	38,055	40,811	38,944	38,173	31,192	38,942	38,073	35,908	27,992	33,216	31,869	34,388	35,603
....Maui	36,059	37,232	35,905	36,661	29,609	37,341	36,425	34,471	26,622	31,535	30,102	32,311	33,671
....Molokai	1,097	1,693	1,228	632	684	845	922	567	598	836	859	1,129	920
....Lanai	898	1,886	1,811	880	899	755	726	870	772	844	909	948	1,011
Kauai	13,789	14,842	14,619	15,204	13,673	17,942	19,049	16,771	14,096	14,685	13,901	14,816	15,286
Big Island	22,726	21,899	20,180	16,974	15,502	18,232	18,615	17,315	15,331	17,289	17,774	22,124	18,654
...Hilo	3,936	4,071	3,835	2,741	3,053	4,269	4,259	3,703	2,912	3,136	3,311	5,135	3,698
....Kona	18,789	17,829	16,345	14,233	12,449	13,963	14,357	13,613	12,419	14,153	14,463	16,989	14,956
TOTAL DOMESTIC	120,451	118,840	112,982	109,702	97,697	123,980	124,958	116,298	93,314	102,195	102,320	122,128	112,068
INTERNATIONAL													
Oahu	35,148	31,283	29,224	26,012	26,001	28,664	34,487	33,970	31,126	25,262	27,444	32,438	30,098
Maui County	8,642	9,162	8,693	6,766	5,224	4,519	6,442	7,159	5,572	6,106	8,326	10,579	7,261
....Maui	7,933	8,292	7,582	6,443	4,895	4,384	6,234	6,907	5,274	5,857	7,686	9,772	6,768
....Molokai	417	319	455	201	195	75	61	96	113	115	360	444	237
....Lanai	292	550	657	122	133	60	147	156	185	133	281	363	255
Kauai	3,009	4,067	3,136	2,247	1,916	2,341	1,867	2,194	1,883	2,471	3,105	3,357	2,623
Big Island	6,008	8,939	5,741	3,736	4,028	4,089	4,503	6,559	4,216	3,990	5,588	6,891	5,338
...Hilo	1,937	3,127	1,679	1,091	1,232	1,195	1,051	1,444	1,384	1,373	1,974	1,863	1,602
....Kona	4,071	5,812	4,062	2,645	2,796	2,894	3,453	5,115	2,832	2,616	3,614	5,028	3,736
TOTAL INT'L	52,807	53,451	46,794	38,760	37,168	39,614	47,299	49,882	42,797	37,829	44,463	53,265	45,320

Source: DBEDT

TABLE 32: 1999 Domestic Visitor Arrivals by Island from Top U.S. MSAs

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Albuquerque	11,325	6,237	4,775	4,606	191	234	2,861	2,322	962	1,965
Anchorage	23,871	12,801	8,266	7,863	476	153	3,527	5,504	1,569	4,705
Atlanta	41,837	25,456	21,367	20,832	681	1,134	10,158	9,578	3,408	8,132
Austin	14,543	7,705	7,123	6,880	247	447	4,055	3,506	1,275	2,994
Bakersfield	9,306	4,870	3,849	3,790	78	132	1,934	1,597	519	1,343
Bellingham	6,006	2,657	2,463	2,345	117	124	1,226	1,149	339	953
Boise	10,281	4,837	4,574	4,464	141	148	2,182	2,260	591	1,999
Boston	42,660	24,935	22,739	22,133	714	1,150	12,288	11,416	4,133	9,784
Charlotte	8,916	5,364	4,746	4,616	126	273	2,182	2,343	855	1,978
Chicago	111,931	57,243	63,056	61,383	1,723	3,018	29,423	26,266	7,917	23,197
Cincinnati	18,529	11,491	10,979	10,807	339	579	5,406	5,010	2,169	4,242
Cleveland	21,107	13,155	11,604	11,359	322	519	6,055	5,664	2,094	4,961
Colorado Springs	9,763	5,786	3,618	3,507	109	150	2,032	2,137	716	1,811
Columbus	12,180	7,617	6,614	6,480	228	289	3,353	3,426	1,510	2,942
Dallas	71,359	40,376	34,273	33,384	849	1,825	17,481	14,933	5,155	12,756
Denver	69,160	31,591	32,193	31,245	1,051	1,333	17,579	16,579	4,799	14,741
Detroit	48,943	28,881	28,301	27,743	925	1,432	15,078	13,446	5,587	11,477
Eugene	13,435	6,583	5,273	5,091	207	189	2,721	3,159	1,022	2,679
Fresno	15,104	7,285	6,350	6,179	182	187	2,946	2,942	745	2,564
Grand Rapids	8,782	5,272	5,027	4,897	188	220	2,723	2,437	883	2,131
Hartford	7,796	4,817	4,259	4,143	172	205	2,357	2,234	849	1,935
Houston	38,920	24,011	17,801	17,153	632	1,077	9,644	8,842	3,134	7,536
Indianapolis	14,100	8,036	7,896	7,713	267	350	3,814	3,718	1,489	3,236
Kansas City	20,429	12,082	9,883	9,627	349	640	5,095	4,937	1,798	4,277
Los Angeles	557,758	273,986	235,159	228,803	5,176	8,835	104,763	102,296	89,258	25,805
Las Vegas	31,856	18,423	11,803	11,403	406	529	5,548	6,408	1,957	5,431
Miami	15,665	10,158	7,726	7,535	338	467	3,920	4,462	1,472	3,895
Milwaukee	15,690	9,156	8,549	8,343	292	435	4,526	4,538	1,643	4,009
Minneapolis	57,961	33,703	27,587	26,868	738	1,005	12,701	12,771	3,851	11,211
Modesto	9,927	4,348	4,202	4,112	80	105	1,809	1,626	417	1,441
Nashville	9,938	5,963	5,138	5,013	157	280	2,350	2,465	899	2,163
New York	147,785	88,739	82,276	79,939	2,157	4,914	45,625	41,166	12,946	35,970
Norfolk	11,803	8,939	4,095	3,948	244	281	2,387	2,464	1,069	2,123
Oklahoma City	7,881	5,016	3,379	3,261	152	191	1,578	1,721	561	1,471
Omaha	7,744	4,228	3,727	3,606	122	199	1,613	1,886	529	1,641
Orlando	10,554	6,703	5,499	5,391	213	376	2,863	2,807	1,055	2,409
Philadelphia	40,103	23,644	21,950	21,375	786	1,422	11,580	11,567	4,213	10,071
Phoenix	68,183	33,767	29,598	28,724	855	1,318	15,078	15,044	4,041	13,423
Pittsburgh	14,442	9,139	7,918	7,765	266	483	4,107	4,072	1,696	3,555
Portland	113,377	52,309	45,637	44,055	1,440	1,386	21,274	24,736	5,639	22,165
Provo	10,105	7,312	2,989	2,912	104	78	2,014	1,383	464	1,221
Raleigh	9,768	5,651	5,098	5,006	143	218	2,604	2,590	1,046	2,160
Reno	11,652	5,032	4,740	4,638	96	160	2,133	2,808	557	2,531
Sacramento	72,733	32,000	29,478	28,703	797	835	15,219	13,841	3,379	12,382
Saint Louis	26,735	16,910	13,555	13,096	528	828	6,673	6,738	2,753	5,696
Salinas	12,205	5,492	4,747	4,586	118	171	2,366	2,536	638	2,200
Salt Lake City	40,591	25,963	15,598	15,269	325	432	8,124	6,043	1,693	5,179
San Antonio	12,135	7,988	4,910	4,779	115	240	2,640	2,570	1,003	2,190
San Diego	110,144	56,351	42,624	41,239	1,299	1,648	23,356	21,574	5,640	19,023
San Francisco	480,573	212,061	190,691	184,677	4,971	6,332	97,356	99,051	23,726	87,659
San Luis/Obispo	9,405	3,906	3,817	3,708	125	115	2,195	2,061	474	1,881
Santa Barbara	16,432	7,127	6,855	6,627	246	242	3,787	3,386	885	2,966
Seattle	223,486	101,834	91,613	88,858	2,482	2,514	40,945	44,717	11,117	39,231
Spokane	13,877	6,424	5,798	5,620	183	150	2,731	3,012	695	2,649
Stockton	13,969	6,979	5,228	5,078	176	191	2,380	2,491	629	2,208
Tampa	14,497	9,634	7,160	6,963	398	494	4,197	4,343	1,935	3,631
Tucson	14,505	7,447	6,019	5,789	260	264	3,532	3,865	1,327	3,301
Tulsa	7,757	4,763	3,517	3,397	116	161	1,808	1,824	737	1,450
Washington D.C.	5,929	3,695	2,501	2,403	100	163	1,438	1,357	472	1,150

Source: DBEDT

TABLE 33: 1999 Domestic U.S. Visitor Arrivals by Island and State of Residence

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	17,746	12,157	8,515	8,317	366	584	4,192	4,624	2,005	3,926
Alaska	41,737	22,001	14,184	13,397	856	315	6,691	9,912	3,037	8,410
Arizona	94,288	47,152	40,261	39,055	1,254	1,707	21,085	21,601	6,332	18,934
Arkansas	12,000	7,784	5,733	5,565	278	407	2,680	2,720	1,206	2,289
California	1,355,754	635,026	552,579	536,507	13,880	19,351	268,807	264,020	65,976	232,165
Colorado	98,217	46,263	44,411	43,080	1,557	1,904	24,938	23,619	7,114	20,772
Connecticut	26,652	15,544	14,409	13,959	446	894	7,995	7,503	2,459	6,585
Delaware	4,518	2,771	2,450	2,397	97	127	1,300	1,235	501	1,066
Florida	84,007	55,631	41,250	40,014	2,110	2,896	23,135	24,407	9,989	20,787
Georgia	54,024	33,674	27,109	26,428	926	1,496	13,224	12,865	4,685	10,909
Idaho	24,520	12,342	10,236	9,885	390	368	5,233	5,147	1,311	4,563
Illinois	132,674	70,927	73,236	71,336	2,140	3,338	34,512	30,900	9,972	27,061
Indiana	41,726	25,177	22,863	22,364	760	1,054	10,880	11,087	4,464	9,727
Iowa	23,773	15,232	10,979	10,629	521	531	5,589	5,850	2,277	5,023
Kansas	21,694	12,863	10,372	10,096	328	569	5,411	5,434	1,854	4,731
Kentucky	19,149	12,350	10,369	10,187	335	434	4,697	4,776	1,946	4,068
Louisiana	16,400	10,901	7,844	7,616	309	499	3,790	4,109	1,659	3,505
Maine	6,664	4,489	2,924	2,827	162	129	1,627	1,646	691	1,396
Maryland	44,225	28,844	19,907	19,259	719	1,193	11,004	11,655	4,399	9,949
Massachusetts	44,879	26,327	24,186	23,565	767	1,239	13,115	11,942	4,526	10,073
Michigan	78,946	46,900	44,875	43,925	1,522	2,201	24,010	22,088	8,828	18,964
Minnesota	76,501	45,377	35,947	35,018	1,026	1,303	16,516	17,442	5,383	15,226
Mississippi	8,092	5,526	3,812	3,746	127	224	1,651	1,973	768	1,631
Missouri	45,279	28,523	22,119	21,531	883	1,352	11,060	11,491	4,600	9,850
Montana	13,274	6,491	5,871	5,708	230	217	2,706	3,203	932	2,751
Nebraska	14,199	8,536	6,642	6,383	267	297	2,979	3,533	1,180	3,025
Nevada	46,772	24,976	17,864	17,325	540	722	8,184	9,985	2,692	8,652
New Hampshire	8,783	5,233	4,261	4,144	149	195	2,438	2,519	890	2,198
New Jersey	66,805	41,037	37,603	36,711	966	2,066	20,615	19,030	6,339	16,505
New Mexico	19,802	10,632	8,506	8,210	375	458	4,796	4,294	1,704	3,615
New York	107,906	66,386	58,992	57,388	1,759	3,404	32,023	29,608	10,168	25,631
North Carolina	38,848	24,602	18,807	18,371	639	987	9,548	10,121	4,112	8,452
North Dakota	4,726	3,032	1,964	1,909	58	63	1,056	1,030	383	867
Ohio	75,441	47,864	42,071	41,207	1,470	2,063	21,364	20,781	8,638	17,938
Oklahoma	21,901	14,163	9,368	9,073	370	431	4,688	4,910	1,848	4,043
Oregon	147,221	68,112	58,536	56,566	1,893	1,781	28,423	33,158	8,144	29,510
Pennsylvania	66,545	41,554	36,339	35,419	1,443	2,317	18,895	19,680	7,804	17,144
Rhode Island	6,120	4,099	2,898	2,808	83	106	1,576	1,464	621	1,155
South Carolina	15,901	10,457	7,914	7,706	336	535	3,891	4,298	1,809	3,610
South Dakota	5,681	3,498	2,619	2,547	89	121	1,179	1,281	487	1,060
Tennessee	31,422	19,905	15,768	15,387	558	913	7,884	8,009	3,111	6,931
Texas	167,131	99,365	77,288	75,011	2,379	4,377	40,471	37,060	13,335	31,604
Utah	61,634	40,466	22,646	22,156	541	674	12,389	9,059	2,666	7,796
Vermont	4,107	2,444	1,906	1,853	100	100	1,181	1,242	547	1,005
Virginia	65,683	45,251	26,389	25,575	1,136	1,561	14,925	15,649	6,315	13,132
Washington	299,803	137,444	122,269	118,468	3,546	3,336	55,729	61,480	15,043	54,089
Washington, D.C.	5,929	3,695	2,501	2,403	100	163	1,438	1,357	472	1,150
West Virginia	5,727	3,890	2,760	2,686	121	123	1,259	1,416	643	1,166
Wisconsin	45,796	27,599	24,215	23,640	923	1,093	12,841	12,758	5,069	10,952
Wyoming	5,387	2,890	2,137	2,039	141	110	1,139	1,439	380	1,265

Source: DBEDT

**TABLE 34: 1999 Domestic U.S. Visitor Arrivals by Island and State of Residence
(% of Total)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	0.5%	0.6%	0.5%	0.5%	0.7%	0.8%	0.5%	0.6%	0.8%	0.5%
Alaska	1.1%	1.1%	0.9%	0.8%	1.6%	0.4%	0.8%	1.2%	1.2%	1.2%
Arizona	2.5%	2.4%	2.4%	2.4%	2.4%	2.4%	2.5%	2.6%	2.4%	2.6%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.5%	0.6%	0.3%	0.3%	0.5%	0.3%
California	36.4%	32.0%	33.1%	33.1%	26.7%	26.8%	32.1%	31.6%	25.2%	31.9%
Colorado	2.6%	2.3%	2.7%	2.7%	3.0%	2.6%	3.0%	2.8%	2.7%	2.9%
Connecticut	0.7%	0.8%	0.9%	0.9%	0.9%	1.2%	1.0%	0.9%	0.9%	0.9%
Delaware	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%
Florida	2.3%	2.8%	2.5%	2.5%	4.1%	4.0%	2.8%	2.9%	3.8%	2.9%
Georgia	1.4%	1.7%	1.6%	1.6%	1.8%	2.1%	1.6%	1.5%	1.8%	1.5%
Idaho	0.7%	0.6%	0.6%	0.6%	0.8%	0.5%	0.6%	0.6%	0.5%	0.6%
Illinois	3.6%	3.6%	4.4%	4.4%	4.1%	4.6%	4.1%	3.7%	3.8%	3.7%
Indiana	1.1%	1.3%	1.4%	1.4%	1.5%	1.5%	1.3%	1.3%	1.7%	1.3%
Iowa	0.6%	0.8%	0.7%	0.7%	1.0%	0.7%	0.7%	0.7%	0.9%	0.7%
Kansas	0.6%	0.6%	0.6%	0.6%	0.6%	0.8%	0.6%	0.6%	0.7%	0.7%
Kentucky	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%
Louisiana	0.4%	0.5%	0.5%	0.5%	0.6%	0.7%	0.5%	0.5%	0.6%	0.5%
Maine	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.2%	1.5%	1.2%	1.2%	1.4%	1.6%	1.3%	1.4%	1.7%	1.4%
Massachusetts	1.2%	1.3%	1.4%	1.5%	1.5%	1.7%	1.6%	1.4%	1.7%	1.4%
Michigan	2.1%	2.4%	2.7%	2.7%	2.9%	3.0%	2.9%	2.6%	3.4%	2.6%
Minnesota	2.1%	2.3%	2.2%	2.2%	2.0%	1.8%	2.0%	2.1%	2.1%	2.1%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%
Missouri	1.2%	1.4%	1.3%	1.3%	1.7%	1.9%	1.3%	1.4%	1.8%	1.4%
Montana	0.4%	0.3%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%
Nebraska	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.5%	0.4%
Nevada	1.3%	1.3%	1.1%	1.1%	1.0%	1.0%	1.0%	1.2%	1.0%	1.2%
New Hampshire	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
New Jersey	1.8%	2.1%	2.3%	2.3%	1.9%	2.9%	2.5%	2.3%	2.4%	2.3%
New Mexico	0.5%	0.5%	0.5%	0.5%	0.7%	0.6%	0.6%	0.5%	0.7%	0.5%
New York	2.9%	3.3%	3.5%	3.5%	3.4%	4.7%	3.8%	3.5%	3.9%	3.5%
North Carolina	1.0%	1.2%	1.1%	1.1%	1.2%	1.4%	1.1%	1.2%	1.6%	1.2%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Ohio	2.0%	2.4%	2.5%	2.5%	2.8%	2.9%	2.6%	2.5%	3.3%	2.5%
Oklahoma	0.6%	0.7%	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.7%	0.6%
Oregon	4.0%	3.4%	3.5%	3.5%	3.6%	2.5%	3.4%	4.0%	3.1%	4.1%
Pennsylvania	1.8%	2.1%	2.2%	2.2%	2.8%	3.2%	2.3%	2.4%	3.0%	2.4%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
South Carolina	0.4%	0.5%	0.5%	0.5%	0.6%	0.7%	0.5%	0.5%	0.7%	0.5%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%
Tennessee	0.8%	1.0%	0.9%	0.9%	1.1%	1.3%	0.9%	1.0%	1.2%	1.0%
Texas	4.5%	5.0%	4.6%	4.6%	4.6%	6.1%	4.8%	4.4%	5.1%	4.3%
Utah	1.7%	2.0%	1.4%	1.4%	1.0%	0.9%	1.5%	1.1%	1.0%	1.1%
Vermont	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%
Virginia	1.8%	2.3%	1.6%	1.6%	2.2%	2.2%	1.8%	1.9%	2.4%	1.8%
Washington	8.0%	6.9%	7.3%	7.3%	6.8%	4.6%	6.7%	7.4%	5.8%	7.4%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Wisconsin	1.2%	1.4%	1.5%	1.5%	1.8%	1.5%	1.5%	1.5%	1.9%	1.5%
Wyoming	0.1%	0.1%	0.1%	0.1%	0.3%	0.2%	0.1%	0.2%	0.1%	0.2%

Source: DBEDT

TABLE 35: 1999 Domestic U.S. Visitor Length of Stay by Island and State of Residence

Domestic Flights	TOTAL	OAHU	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	9.32	6.18	5.23	2.79	2.79	4.69	5.01	3.02	4.36
Alaska	12.61	8.70	9.89	11.83	5.82	10.31	12.45	8.68	11.53
Arizona	9.63	6.87	7.13	4.10	3.32	6.56	6.93	4.29	6.47
Arkansas	9.97	6.94	6.14	2.45	2.32	4.87	5.94	3.97	4.96
California	9.29	6.99	7.50	5.94	4.58	7.15	7.62	5.43	7.12
Colorado	10.35	6.87	7.66	4.98	4.28	7.01	7.27	4.45	6.74
Connecticut	11.15	6.82	6.75	3.19	3.85	5.54	6.05	3.19	5.70
Delaware	10.99	6.74	6.77	2.86	2.84	5.44	5.21	3.04	4.61
Florida	10.44	6.93	5.74	3.75	3.38	4.73	5.39	3.17	4.80
Georgia	9.43	6.15	5.95	3.25	3.17	5.14	5.13	3.11	4.72
Idaho	10.59	7.46	8.08	5.96	4.60	7.29	8.57	5.21	8.17
Illinois	10.42	6.59	6.96	4.35	3.47	5.81	6.09	3.53	5.65
Indiana	10.41	6.55	6.29	3.33	2.73	5.29	5.58	3.03	4.97
Iowa	10.37	6.69	6.36	5.06	3.19	5.67	6.41	3.46	5.90
Kansas	9.90	6.62	6.40	2.46	3.51	5.43	5.78	3.11	5.42
Kentucky	9.99	6.24	5.90	4.23	3.32	5.09	5.36	2.62	5.04
Louisiana	9.79	7.09	5.42	3.44	4.48	4.57	5.04	2.86	4.56
Maine	13.37	9.67	6.87	6.09	3.87	6.86	7.77	5.08	6.65
Maryland	10.31	7.09	5.98	4.17	3.63	5.51	5.66	3.45	5.10
Massachusetts	11.46	7.32	6.85	3.90	3.45	5.84	6.01	3.87	5.39
Michigan	11.39	6.64	6.76	3.94	3.43	5.51	6.20	3.35	5.67
Minnesota	11.20	7.28	7.73	5.48	4.58	6.78	7.24	4.16	6.82
Mississippi	9.30	6.90	5.16	3.69	3.99	4.91	4.88	2.79	4.59
Missouri	10.49	7.03	6.50	3.79	3.84	5.23	5.71	3.15	5.20
Montana	11.34	7.35	8.39	6.28	4.05	7.35	9.71	6.88	8.97
Nebraska	10.12	6.73	6.78	6.90	3.39	5.45	6.64	3.26	6.48
Nevada	10.03	8.02	7.38	5.32	4.80	6.93	7.95	6.02	7.31
New Hampshire	11.82	7.59	7.07	4.09	3.52	6.54	6.45	3.85	5.83
New Jersey	10.83	6.42	6.14	2.84	3.26	5.39	5.75	3.61	5.25
New Mexico	10.45	7.37	7.43	4.56	4.22	6.76	7.20	4.47	6.45
New York	11.09	6.91	6.30	3.39	3.62	5.42	5.86	3.60	5.34
North Carolina	9.95	6.70	5.91	3.82	3.63	5.34	5.74	3.81	5.02
North Dakota	11.43	8.36	7.45	5.12	3.78	7.57	6.67	2.80	6.70
Ohio	10.56	6.47	6.21	3.23	3.04	4.90	5.26	2.92	4.68
Oklahoma	9.77	6.82	6.27	3.62	3.55	5.63	6.42	4.35	5.81
Oregon	10.85	7.62	8.87	7.96	7.63	8.47	9.41	7.11	8.61
Pennsylvania	10.84	6.94	5.97	3.72	3.09	5.08	5.51	3.05	4.94
Rhode Island	11.22	7.54	6.73	4.74	3.40	5.92	5.77	3.26	5.56
South Carolina	10.66	7.34	5.64	4.63	2.76	5.73	5.04	2.80	4.60
South Dakota	11.09	7.26	7.08	9.10	3.81	6.91	7.55	4.43	7.08
Tennessee	9.64	6.17	5.80	3.73	3.35	5.09	5.37	3.18	4.78
Texas	9.30	6.51	5.94	3.61	3.44	5.51	5.52	3.29	5.08
Utah	9.55	7.02	6.89	4.62	3.33	6.72	6.87	4.73	6.37
Vermont	13.06	7.96	8.02	4.68	3.01	6.82	8.31	6.44	6.76
Virginia	10.33	7.53	6.01	3.54	3.17	5.36	5.84	3.67	5.19
Washington	11.15	8.16	9.19	7.84	5.73	8.88	9.37	6.50	8.85
Washington, D.C.	10.22	7.31	6.17	7.67	6.34	6.43	5.61	3.68	5.11
West Virginia	10.55	7.28	5.89	2.53	10.87	5.30	5.17	3.22	4.50
Wisconsin	11.26	6.97	6.63	3.68	3.28	5.76	6.35	3.61	5.73
Wyoming	11.57	8.55	7.39	5.04	3.49	7.36	8.78	5.54	8.32

Source: DBEDT

TABLE 36: Oahu Visitor Characteristics: 1999 vs. 1998

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	29,016,511	26,507,564	9.5%	16,700,484	15,521,832	7.6%	12,316,027	10,985,733	12.1%
Total Visitors	4,560,142	4,601,834	-0.9%	2,347,040	2,222,551	5.6%	2,213,101	2,379,283	-7.0%
PARTY SIZE									
One	896,154	942,068	-4.9%	584,532	574,234	1.8%	311,622	367,834	-15.3%
Two	1,864,056	1,892,312	-1.5%	1,076,310	1,019,662	5.6%	787,746	872,650	-9.7%
Three or more	1,799,932	1,764,030	2.0%	686,198	628,655	9.2%	1,113,733	1,135,375	-1.9%
Avg Party Size	2.09	2.01	4.0%	1.84	1.79	3.0%	2.36	2.22	6.1%
VISIT STATUS									
First-Time	2,098,529	2,072,422	1.3%	971,254	931,295	4.3%	1,127,275	1,141,128	-1.2%
Repeat	2,461,612	2,525,515	-2.5%	1,375,786	1,291,256	6.5%	1,085,826	1,234,260	-12.0%
Average # Trips	3.77	3.72	1.2%	4.51	4.48	0.7%	2.98	3.01	-1.2%
TRAVEL METHOD									
Group Tour	1,331,413	1,462,282	-8.9%	252,728	253,927	-0.5%	1,078,685	1,208,355	-10.7%
Package	2,442,010	2,189,581	11.5%	874,526	855,168	2.3%	1,567,484	1,334,413	17.5%
Group Tour & Pkg	1,166,012	1,088,005	7.2%	204,917	205,047	-0.1%	961,096	882,958	8.8%
True Independent	1,952,386	2,033,623	-4.0%	1,424,703	1,316,840	8.2%	527,682	716,783	-26.4%
ISLANDS VISITED									
Oahu	4,560,141	4,601,834	-0.9%	2,347,040	2,222,551	5.6%	2,213,101	2,379,283	-7.0%
Maui County	1,049,968	1,128,133	-6.9%	712,260	690,290	3.2%	337,708	437,843	-22.9%
...Maui	1,017,598	1,101,517	-7.6%	690,175	670,325	3.0%	327,424	431,192	-24.1%
...Molokai	45,706	49,668	-8.0%	37,618	39,753	-5.4%	8,088	9,915	-18.4%
...Lanai	49,002	52,010	-5.8%	40,115	41,639	-3.7%	8,887	10,371	-14.3%
Kauai	532,380	566,557	-6.0%	413,609	403,337	2.5%	118,771	163,220	-27.2%
Big Island	704,584	793,680	-11.2%	430,498	428,931	0.4%	274,087	364,749	-24.9%
...Hilo	292,170	298,339	-2.1%	193,447	191,999	0.8%	98,723	106,339	-7.2%
...Kona	568,042	648,325	-12.4%	359,435	361,882	-0.7%	208,608	286,443	-27.2%
Oahu Only	2,917,116	2,861,640	1.9%	1,294,883	1,209,846	7.0%	1,622,233	1,651,795	-1.8%
LENGTH OF STAY									
Oahu (days)	6.36	5.76	10.5%	7.12	6.98	1.9%	5.57	4.62	20.5%
Maui (days)	4.40	4.55	-3.3%	4.85	4.81	0.8%	3.44	4.13	-16.8%
Molokai (days)	3.73	4.48	-16.8%	3.70	3.97	-6.7%	3.85	6.53	-41.1%
Lanai (days)	3.31	3.93	-15.7%	3.19	3.42	-6.8%	3.84	5.95	-35.4%
Kauai (days)	4.01	4.36	-8.0%	4.40	4.38	0.5%	2.65	4.31	-38.6%
Big Island (days)	4.20	4.78	-12.1%	4.71	5.11	-7.7%	3.39	4.39	-22.8%
...Hilo (days)	2.90	3.38	-14.2%	2.89	2.92	-1.0%	2.92	4.22	-30.7%
...Kona (days)	3.70	3.91	-5.2%	4.09	4.17	-1.8%	3.04	3.58	-15.2%
Statewide (days)	8.51	8.30	2.5%	10.25	10.30	-0.5%	6.66	6.42	3.6%
ACCOMMODATIONS									
Hotel	3,445,490	3,512,749	-1.9%	1,590,135	1,520,279	4.6%	1,855,355	1,992,470	-6.9%
...Hotel Only	3,199,939	3,267,775	-2.1%	1,405,780	1,338,021	5.1%	1,794,159	1,929,753	-7.0%
Condo	561,777	605,457	-7.2%	356,292	347,296	2.6%	205,485	258,161	-20.4%
...Condo Only	422,107	453,868	-7.0%	252,455	239,090	5.6%	169,652	214,778	-21.0%
Apartment	52,043	54,849	-5.1%	39,431	37,829	4.2%	12,613	17,020	-25.9%
Bed & Breakfast	60,078	55,439	8.4%	31,284	31,839	-1.7%	28,795	23,600	22.0%
Cruise Ship	79,719	78,429	1.6%	73,146	69,879	4.7%	6,574	8,550	-23.1%
Friends or Relatives	388,378	405,271	-4.2%	325,851	311,076	4.7%	62,526	94,194	-33.6%
PURPOSE OF TRIP									
Pleasure (Net)	3,658,182	3,772,203	-3.0%	1,723,644	1,637,382	5.3%	1,934,538	2,134,822	-9.4%
...Honeymoon	503,726	459,354	9.7%	133,005	129,274	2.9%	370,721	330,080	12.3%
MC&I (Net)	258,123	246,923	4.5%	180,632	159,730	13.1%	77,491	87,193	-11.1%
...Convention/Conf.	165,141	140,266	17.7%	126,622	103,919	21.8%	38,519	36,347	6.0%
...Corp. Meetings	51,386	53,035	-3.1%	36,366	36,071	0.8%	15,020	16,964	-11.5%
...Incentive	44,066	57,190	-22.9%	19,391	21,763	-10.9%	24,675	35,427	-30.3%
Other Business	162,304	159,879	1.5%	134,081	132,681	1.1%	28,223	27,198	3.8%
Visit Friends/Relatives	296,182	315,299	-6.1%	248,636	239,767	3.7%	47,545	75,532	-37.1%
Government/Military	83,808	57,130	46.7%	55,607	50,345	10.5%	28,200	6,785	315.6%
Attend School	16,105	13,010	23.8%	8,591	7,538	14.0%	7,514	5,472	37.3%

Source: DBEDT

TABLE 37: Maui County Visitor Characteristics: 1999 vs. 1998

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	16,057,004	15,645,201	5.4%	13,683,405	12,995,030	5.3%	2,373,599	2,650,171	-10.4%
Total Visitors	2,347,002	2,304,115	1.9%	1,866,531	1,776,165	5.1%	480,471	527,950	-9.0%
PARTY SIZE									
One	372,415	368,086	1.2%	307,386	303,231	1.4%	65,029	64,855	0.3%
Two	1,179,260	1,174,942	0.4%	967,414	923,732	4.7%	211,846	251,210	-15.7%
Three or more	795,327	748,249	6.3%	591,731	549,203	7.7%	203,596	199,046	2.3%
Avg Party Size	2.09	2.02	3.6%	2.05	1.97	4.4%	2.23	2.19	1.9%
VISIT STATUS									
First-Time	960,971	954,644	0.7%	730,455	702,885	3.9%	230,515	251,759	-8.4%
Repeat	1,386,014	1,332,631	4.0%	1,136,059	1,073,279	5.8%	249,956	259,352	-3.6%
Average # Trips	4.01	3.94	1.6%	4.19	4.16	0.6%	3.31	3.21	3.1%
TRAVEL METHOD									
Group Tour	362,402	385,073	-5.9%	186,120	183,249	1.6%	176,283	201,824	-12.7%
Package	1,063,753	1,028,112	3.5%	776,545	765,385	1.5%	287,208	262,727	9.3%
Group Tour & Pkg	311,143	307,707	1.1%	154,050	151,687	1.6%	157,093	156,020	0.7%
True Independent	1,231,989	1,197,766	2.9%	1,057,917	978,355	8.1%	174,072	219,411	-20.7%
ISLANDS VISITED									
Oahu	1,049,968	1,128,133	-6.9%	712,260	690,290	3.2%	337,708	437,843	-22.9%
Maui County	2,347,002	2,304,115	1.9%	1,866,531	1,776,165	5.1%	480,471	527,950	-9.0%
...Maui	2,278,933	2,243,912	1.6%	1,813,488	1,725,134	5.1%	465,446	518,779	-10.3%
...Molokai	69,657	75,245	-7.4%	59,685	62,563	-4.6%	9,972	12,682	-21.4%
...Lanai	94,546	97,434	-3.0%	80,434	82,385	-2.4%	14,112	15,048	-6.2%
Kauai	417,742	444,006	-5.9%	363,131	359,022	1.1%	54,611	84,984	-35.7%
Big Island	411,892	446,711	-7.8%	337,822	344,823	-2.0%	74,070	101,887	-27.3%
...Hilo	192,880	215,113	-10.3%	152,084	154,073	-1.3%	40,796	61,040	-33.2%
...Kona	344,327	360,314	-4.4%	292,248	299,574	-2.4%	52,079	60,740	-14.3%
Maui Only	1,032,424	934,772	10.4%	904,063	838,224	7.9%	128,361	96,548	33.0%
Molokai Only	10,119	9,462	7.0%	9,252	8,685	6.5%	867	776	11.7%
Lanai Only	13,675	12,019	13.8%	11,050	10,778	2.5%	2,625	1,240	111.7%
LENGTH OF STAY									
Oahu (days)	4.34	4.19	3.4%	4.48	4.43	1.2%	4.03	3.82	5.5%
Maui (days)	6.71	6.58	2.1%	7.20	7.12	1.0%	4.84	4.76	1.6%
Molokai (days)	4.98	5.61	-11.3%	5.07	5.37	-5.5%	4.42	6.83	-35.4%
Lanai (days)	4.34	4.75	-8.6%	4.12	4.48	-8.0%	5.56	6.19	-10.1%
Kauai (days)	3.87	3.94	-1.7%	3.99	4.00	-0.3%	3.09	3.68	-16.0%
Big Island (days)	4.23	4.63	-8.6%	4.30	4.74	-9.2%	3.94	4.29	-8.1%
...Hilo (days)	2.59	2.85	-9.3%	2.43	2.60	-6.8%	3.19	3.49	-8.5%
...Kona (days)	3.62	3.68	-1.5%	3.71	3.77	-1.7%	3.15	3.23	-2.5%
Statewide (days)	10.02	9.97	0.6%	10.59	10.75	-1.5%	7.84	7.35	6.6%
ACCOMMODATIONS									
Hotel	1,500,735	1,508,280	-0.5%	1,132,906	1,076,452	5.2%	367,829	431,829	-14.8%
...Hotel Only	1,319,829	1,328,264	-0.6%	982,419	927,750	5.9%	337,409	400,513	-15.8%
Condo	674,953	658,970	2.4%	590,944	579,402	2.0%	84,009	79,568	5.6%
...Condo Only	552,771	539,503	2.5%	490,463	477,930	2.6%	62,307	61,574	1.2%
Apartment	28,176	31,143	-9.5%	24,171	25,345	-4.6%	4,005	5,798	-30.9%
Bed & Breakfast	38,241	36,074	6.0%	28,447	27,658	2.9%	9,794	8,416	16.4%
Cruise Ship	71,666	67,539	6.1%	66,614	63,558	4.8%	5,052	3,982	26.9%
Friends or Relatives	143,360	140,521	2.0%	128,726	123,205	4.5%	14,633	17,316	-15.5%
PURPOSE OF TRIP									
Pleasure (Net)	1,973,905	1,960,830	0.7%	1,554,517	1,490,961	4.3%	419,388	469,868	-10.7%
...Honeymoon	232,905	237,132	-1.8%	157,497	149,905	5.1%	75,407	87,227	-13.6%
MC&I (Net)	198,243	182,763	8.5%	176,278	151,433	16.4%	21,965	31,331	-29.9%
...Convention/Conf.	122,230	108,241	12.9%	109,713	89,334	22.8%	12,517	18,907	-33.8%
...Corp. Meetings	39,592	35,791	10.6%	35,563	30,678	15.9%	4,030	5,113	-21.2%
...Incentive	39,226	40,751	-3.7%	33,396	34,132	-2.2%	5,830	6,618	-11.9%
Other Business	56,787	54,415	4.4%	50,824	50,154	1.3%	5,963	4,261	40.0%
Visit Friends/Relatives	99,939	103,505	-3.4%	90,209	88,850	1.5%	9,730	14,655	-33.6%
Government/Military	13,852	9,525	45.4%	8,629	8,244	4.7%	5,223	1,280	307.9%
Attend School	4,910	4,576	7.3%	3,164	2,995	5.6%	1,746	1,581	10.5%

Source: DBEDT

TABLE 38: Maui Island Visitor Characteristics: 1999 vs. 1998

Maui Island	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	15,299,907	14,760,423	3.7%	13,048,864	12,290,073	6.2%	2,251,043	2,470,350	-8.9%
Total Visitors	2,278,933	2,243,912	1.6%	1,813,488	1,725,134	5.1%	465,446	518,779	-10.3%
PARTY SIZE									
One	357,869	355,332	0.7%	295,932	292,023	1.3%	61,936	63,309	-2.2%
Two	1,145,014	1,141,372	0.3%	938,642	894,762	4.9%	206,372	246,610	-16.3%
Three or more	776,051	734,955	5.6%	578,913	538,349	7.5%	197,137	196,606	0.3%
Avg Party Size	2.10	2.02	3.6%	2.06	1.97	4.4%	2.24	2.19	2.1%
VISIT STATUS									
First-Time	943,569	940,273	0.4%	717,477	690,938	3.8%	226,092	249,335	-9.3%
Repeat	1,335,348	1,287,727	3.7%	1,095,994	1,034,196	6.0%	239,354	253,532	-5.6%
Average # Trips	3.93	3.88	1.2%	4.13	4.09	0.9%	3.14	3.17	-1.0%
TRAVEL METHOD									
Group Tour	356,192	379,264	-6.1%	181,482	179,390	1.2%	174,710	199,874	-12.6%
Package	1,046,661	1,010,337	3.6%	762,153	751,065	1.5%	284,508	259,272	9.7%
Group Tour & Pkg	306,302	303,599	0.9%	150,545	148,881	1.1%	155,756	154,718	0.7%
True Independent	1,182,382	1,157,106	2.2%	1,020,398	942,762	8.2%	161,984	214,344	-24.4%
ISLANDS VISITED									
Oahu	1,017,598	1,101,517	-7.6%	690,175	670,325	3.0%	327,424	431,192	-24.1%
Maui County	2,278,933	2,243,912	1.6%	1,813,488	1,725,134	5.1%	465,446	518,779	-10.3%
...Maui	2,278,933	2,243,912	1.6%	1,813,488	1,725,134	5.1%	465,446	518,779	-10.3%
...Molokai	37,830	46,704	-19.0%	33,607	36,983	-9.1%	4,224	9,721	-56.5%
...Lanai	55,379	64,495	-14.1%	51,578	54,757	-5.8%	3,801	9,738	-61.0%
Kauai	406,401	432,630	-6.1%	353,395	349,395	1.1%	53,007	83,235	-36.3%
Big Island	397,349	431,720	-8.0%	325,469	332,623	-2.2%	71,880	99,097	-27.5%
...Hilo	187,911	209,389	-10.3%	147,729	149,388	-1.1%	40,182	60,001	-33.0%
...Kona	332,324	348,002	-4.5%	282,063	289,607	-2.6%	50,261	58,395	-13.9%
Maui Only	1,032,424	934,772	10.4%	904,063	838,224	7.9%	128,361	96,548	33.0%
LENGTH OF STAY									
Oahu (days)	4.29	4.16	3.1%	4.42	4.38	1.0%	3.99	3.80	5.0%
Maui (days)	6.71	6.58	2.1%	7.20	7.12	1.0%	4.84	4.76	1.6%
Molokai (days)	3.20	4.08	-21.5%	2.99	3.53	-15.1%	4.88	6.20	-21.3%
Lanai (days)	3.05	3.49	-12.6%	2.90	3.14	-7.7%	5.15	5.48	-6.0%
Kauai (days)	3.82	3.88	-1.5%	3.94	3.93	0.1%	3.08	3.66	-16.0%
Big Island (days)	4.16	4.46	-6.9%	4.20	4.60	-8.6%	3.95	4.02	-1.7%
...Hilo (days)	2.53	2.70	-6.4%	2.35	2.45	-4.0%	3.19	3.33	-4.4%
...Kona (days)	3.55	3.59	-1.3%	3.62	3.68	-1.7%	3.15	3.16	-0.3%
Statewide (days)	9.97	9.90	0.7%	10.53	10.67	-1.3%	7.75	7.33	5.8%
ACCOMMODATIONS									
Hotel	1,457,843	1,468,771	-0.7%	1,099,780	1,044,436	5.3%	358,063	424,335	-15.6%
...Hotel Only	1,282,763	1,294,132	-0.9%	954,180	900,422	6.0%	328,583	393,710	-16.5%
Condo	664,253	646,945	2.7%	580,364	568,528	2.1%	83,888	78,417	7.0%
...Condo Only	544,556	530,668	2.6%	482,579	469,814	2.7%	61,977	60,854	1.8%
Apartment	27,229	30,227	-9.9%	23,500	24,579	-4.4%	3,729	5,647	-34.0%
Bed & Breakfast	36,086	34,274	5.3%	26,885	26,168	2.7%	9,201	8,105	13.5%
Cruise Ship	70,151	66,431	5.6%	65,299	62,558	4.4%	4,852	3,873	25.3%
Friends or Relatives	133,965	132,437	1.2%	121,036	115,741	4.6%	12,928	16,695	-22.6%
PURPOSE OF TRIP									
Pleasure (Net)	1,922,713	1,914,984	0.4%	1,515,288	1,452,852	4.3%	407,424	462,131	-11.8%
...Honeymoon	230,076	233,439	-1.4%	154,645	147,071	5.1%	75,431	86,368	-12.7%
MC&I (Net)	191,210	176,586	8.3%	169,917	145,911	16.5%	21,293	30,675	-30.6%
...Convention/Conf.	118,688	105,103	12.9%	106,583	86,347	23.4%	12,104	18,755	-35.5%
...Corp. Meetings	37,287	33,874	10.1%	33,417	29,211	14.4%	3,871	4,662	-17.0%
...Incentive	37,959	39,451	-3.8%	32,223	32,934	-2.2%	5,736	6,516	-12.0%
Other Business	53,475	51,792	3.2%	48,252	47,792	1.0%	5,223	4,000	30.6%
Visit Friends/Relatives	94,358	98,142	-3.9%	85,351	83,778	1.9%	9,007	14,365	-37.3%
Government/Military	12,852	8,856	45.1%	8,150	7,716	5.6%	4,702	1,140	312.4%
Attend School	4,665	4,427	5.4%	2,952	2,874	2.7%	1,714	1,553	10.3%

Source: DBEDT

TABLE 39: Molokai Visitor Characteristics: 1999 vs. 1998

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	346,826	422,437	-17.9%	302,780	335,776	-9.8%	44,047	86,661	-49.2%
Total Visitors	69,657	75,245	-7.4%	59,685	62,563	-4.6%	9,972	12,682	-21.4%
PARTY SIZE									
One	15,708	15,667	0.3%	13,457	14,069	-4.4%	2,251	1,598	40.9%
Two	35,994	42,612	-15.5%	31,672	34,518	-8.2%	4,322	8,094	-46.6%
Three or more	17,954	17,912	0.2%	14,556	13,975	4.2%	3,399	3,936	-13.7%
Avg Party Size	1.86	1.83	1.7%	1.85	1.79	3.1%	1.96	2.03	-3.7%
VISIT STATUS									
First-Time	28,884	31,864	-9.4%	23,224	24,434	-4.9%	5,660	7,430	-23.8%
Repeat	40,772	45,044	-9.5%	36,461	38,129	-4.4%	4,312	6,915	-37.6%
Average # Trips	4.64	4.45	4.3%	4.67	4.66	0.2%	4.45	3.41	30.7%
TRAVEL METHOD									
Group Tour	11,543	9,464	22.0%	8,124	7,669	5.9%	3,419	1,796	90.4%
Package	27,171	28,079	-3.2%	22,514	24,293	-7.3%	4,657	3,786	23.0%
Group Tour & Pkg	9,940	7,892	25.9%	6,949	6,471	7.4%	2,991	1,421	110.4%
True Independent	40,883	45,544	-10.2%	35,996	37,023	-2.8%	4,886	8,521	-42.7%
ISLANDS VISITED									
Oahu	45,706	49,668	-8.0%	37,618	39,753	-5.4%	8,088	9,915	-18.4%
Maui County	69,657	75,245	-7.4%	59,685	62,563	-4.6%	9,972	12,682	-21.4%
...Maui	37,830	46,704	-19.0%	33,607	36,983	-9.1%	4,224	9,721	-56.5%
...Molokai	69,657	75,245	-7.4%	59,685	62,563	-4.6%	9,972	12,682	-21.4%
...Lanai	18,876	24,873	-24.1%	17,312	19,185	-9.8%	1,564	5,688	-72.5%
Kauai	29,131	32,296	-9.8%	25,772	28,372	-9.2%	3,359	3,925	-14.4%
Big Island	31,975	35,453	-9.8%	27,901	31,139	-10.4%	4,074	4,314	-5.5%
...Hilo	22,414	25,452	-11.9%	19,837	22,357	-11.3%	2,577	3,095	-16.7%
...Kona	27,628	30,972	-10.8%	24,184	27,394	-11.7%	3,445	3,579	-3.7%
Molokai Only	10,119	9,462	7.0%	9,252	8,685	6.5%	867	776	11.7%
LENGTH OF STAY									
Oahu (days)	6.46	5.88	9.8%	6.31	6.28	0.6%	7.12	4.29	66.2%
Maui (days)	5.18	5.08	2.0%	4.83	5.27	-8.3%	8.00	4.38	82.6%
Molokai (days)	4.98	5.61	-11.3%	5.07	5.37	-5.5%	4.42	6.83	-35.4%
Lanai (days)	3.79	4.75	-20.3%	3.52	4.05	-13.2%	6.79	7.11	-4.5%
Kauai (days)	3.89	4.31	-9.9%	3.62	4.04	-10.4%	5.95	6.28	-5.2%
Big Island (days)	6.19	8.81	-29.7%	5.58	6.81	-18.0%	10.39	23.24	-55.3%
...Hilo (days)	4.15	4.63	-10.5%	3.27	4.23	-22.7%	10.91	7.54	44.7%
...Kona (days)	3.99	4.35	-8.4%	3.76	4.14	-9.2%	5.61	5.97	-6.1%
Statewide (days)	15.04	15.47	-2.8%	15.15	16.16	-6.3%	14.36	12.07	19.0%
ACCOMMODATIONS									
Hotel	37,092	42,567	-12.9%	30,129	32,454	-7.2%	6,963	10,112	-31.1%
...Hotel Only	26,479	31,433	-15.8%	20,558	22,232	-7.5%	5,921	9,201	-35.6%
Condo	15,233	16,191	-5.9%	14,057	14,986	-6.2%	1,176	1,205	-2.4%
...Condo Only	11,235	11,290	-0.5%	10,271	10,644	-3.5%	964	646	49.3%
Apartment	1,732	1,548	11.9%	1,331	1,360	-2.2%	401	187	114.1%
Bed & Breakfast	2,614	3,327	-21.4%	2,214	2,937	-24.6%	400	390	2.4%
Cruise Ship	9,838	10,954	-10.2%	9,608	10,375	-7.4%	230	579	-60.2%
Friends or Relatives	9,474	8,816	7.5%	8,163	8,395	-2.8%	1,311	421	211.2%
PURPOSE OF TRIP									
Pleasure (Net)	55,885	60,472	-7.6%	47,674	49,826	-4.3%	8,211	10,646	-22.9%
...Honeymoon	4,150	9,158	-54.7%	3,372	3,498	-3.6%	779	5,659	-86.2%
MC&I (Net)	3,829	3,956	-3.2%	3,359	3,144	6.8%	470	812	-42.2%
...Convention/Conf.	2,434	2,244	8.4%	2,190	2,064	6.1%	244	181	35.0%
...Corp. Meetings	843	687	22.6%	669	604	10.7%	174	83	109.5%
...Incentive	600	1,225	-51.0%	548	582	-5.8%	52	643	-92.0%
Other Business	3,294	2,874	14.6%	2,824	2,699	4.6%	470	174	169.6%
Visit Friends/Relatives	5,807	6,072	-4.4%	5,253	5,867	-10.5%	553	205	170.0%
Government/Military	923	1,411	-34.6%	781	1,004	-22.2%	142	407	-65.1%
Attend School	700	661	5.9%	369	353	4.7%	331	308	7.4%

Source: DBEDT

TABLE 40: Lanai Visitor Characteristics: 1999 vs. 1998

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	410,270	462,341	-11.3%	331,762	369,181	-10.1%	78,509	93,160	-15.7%
Total Visitors	94,546	97,434	-3.0%	80,434	82,385	-2.4%	14,112	15,048	-6.2%
PARTY SIZE									
One	17,542	19,288	-9.1%	14,662	15,454	-5.1%	2,881	3,834	-24.9%
Two	53,406	55,254	-3.3%	47,522	49,156	-3.3%	5,884	6,098	-3.5%
Three or more	23,598	22,397	5.4%	18,251	17,775	2.7%	5,347	4,622	15.7%
Avg Party Size	1.93	1.85	4.0%	1.92	1.85	3.9%	1.98	1.89	4.7%
VISIT STATUS									
First-Time	34,865	38,504	-9.5%	30,727	32,388	-5.1%	4,138	6,116	-32.3%
Repeat	59,681	58,067	2.8%	49,707	49,997	-0.6%	9,974	8,070	23.6%
Average # Trips	5.03	4.70	7.0%	4.53	4.54	-0.2%	7.86	5.56	41.6%
TRAVEL METHOD									
Group Tour	15,366	16,493	-6.8%	13,430	13,260	1.3%	1,936	3,233	-40.1%
Package	35,992	39,464	-8.8%	32,195	33,813	-4.8%	3,798	5,651	-32.8%
Group Tour & Pkg	12,923	13,079	-1.2%	11,319	10,839	4.4%	1,604	2,240	-28.4%
True Independent	56,110	54,501	3.0%	46,129	46,096	0.1%	9,982	8,405	18.8%
ISLANDS VISITED									
Oahu	49,002	52,010	-5.8%	40,115	41,639	-3.7%	8,887	10,371	-14.3%
Maui County	94,546	97,434	-3.0%	80,434	82,385	-2.4%	14,112	15,048	-6.2%
...Maui	55,379	64,495	-14.1%	51,578	54,757	-5.8%	3,801	9,738	-61.0%
...Molokai	18,876	24,873	-24.1%	17,312	19,185	-9.8%	1,564	5,688	-72.5%
...Lanai	94,546	97,434	-3.0%	80,434	82,385	-2.4%	14,112	15,048	-6.2%
Kauai	31,939	39,392	-18.9%	29,740	31,848	-6.6%	2,199	7,544	-70.9%
Big Island	34,558	42,796	-19.2%	32,305	35,091	-7.9%	2,253	7,704	-70.8%
...Hilo	22,151	28,164	-21.4%	20,368	22,283	-8.6%	1,783	5,881	-69.7%
...Kona	30,559	37,130	-17.7%	28,523	30,874	-7.6%	2,036	6,256	-67.5%
Lanai Only	13,675	12,019	13.8%	11,050	10,778	2.5%	2,625	1,240	111.7%
LENGTH OF STAY									
Oahu (days)	5.32	5.41	-1.6%	5.14	5.33	-3.7%	6.16	5.72	7.6%
Maui (days)	5.84	5.81	0.5%	5.33	5.59	-4.6%	12.69	7.04	80.3%
Molokai (days)	3.78	6.26	-39.5%	3.42	4.46	-23.2%	7.74	12.31	-37.1%
Lanai (days)	4.34	4.75	-8.6%	4.12	4.48	-8.0%	5.56	6.19	-10.1%
Kauai (days)	3.57	4.30	-16.9%	3.31	3.65	-9.1%	7.05	7.04	0.1%
Big Island (days)	5.82	8.38	-30.5%	4.86	5.49	-11.5%	19.61	21.54	-9.0%
...Hilo (days)	3.75	4.43	-15.4%	2.80	3.64	-23.0%	14.59	7.44	96.2%
...Kona (days)	3.74	4.24	-11.9%	3.50	3.86	-9.3%	7.02	6.11	14.9%
Statewide (days)	13.04	13.42	-2.8%	12.69	13.86	-8.5%	15.03	11.00	36.7%
ACCOMMODATIONS									
Hotel	63,040	64,682	-2.5%	53,656	54,905	-2.3%	9,385	9,776	-4.0%
...Hotel Only	52,520	52,708	-0.4%	43,988	44,216	-0.5%	8,532	8,492	0.5%
Condo	14,334	15,997	-10.4%	13,041	14,037	-7.1%	1,293	1,960	-34.0%
...Condo Only	10,743	10,826	-0.8%	9,659	9,866	-2.1%	1,084	960	12.9%
Apartment	899	1,173	-23.4%	733	991	-26.1%	166	182	-8.8%
Bed & Breakfast	1,674	2,286	-26.8%	1,501	1,956	-23.3%	173	330	-47.5%
Cruise Ship	12,604	13,595	-7.3%	12,140	12,763	-4.9%	464	832	-44.2%
Friends or Relatives	7,130	7,648	-6.8%	6,242	6,886	-9.4%	888	762	16.5%
PURPOSE OF TRIP									
Pleasure (Net)	74,365	76,361	-2.6%	63,120	65,172	-3.1%	11,245	11,189	0.5%
...Honeymoon	6,963	8,153	-14.6%	6,120	6,582	-7.0%	844	1,571	-46.3%
MC&I (Net)	11,674	10,973	6.4%	10,890	9,732	11.9%	784	1,241	-36.8%
...Convention/Conf.	5,942	5,265	12.9%	5,530	4,903	12.8%	412	362	13.7%
...Corp. Meetings	3,348	2,784	20.2%	3,071	2,263	35.7%	277	521	-46.8%
...Incentive	2,621	3,276	-20.0%	2,486	2,836	-12.3%	134	440	-69.5%
Other Business	3,177	3,367	-5.6%	2,552	3,139	-18.7%	625	227	174.7%
Visit Friends/Relatives	4,833	4,877	-0.9%	4,340	4,524	-4.1%	493	353	39.6%
Government/Military	1,118	1,115	0.2%	672	659	2.0%	446	456	-2.3%
Attend School	422	672	-37.1%	278	281	-1.0%	144	391	-63.1%

Source: DBEDT

TABLE 41: Kauai Visitor Characteristics: 1999 vs. 1998

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	6,647,963	6,536,868	1.7%	6,051,448	5,579,291	8.5%	596,515	957,577	-37.7%
Total Visitors	1,089,289	1,078,400	1.0%	929,657	881,571	5.5%	159,632	196,828	-18.9%
PARTY SIZE									
One	176,953	180,908	-2.2%	156,274	154,890	0.9%	20,679	26,018	-20.5%
Two	587,402	580,454	1.2%	509,622	488,768	4.3%	77,780	91,686	-15.2%
Three or more	324,934	304,595	6.7%	263,762	237,913	10.9%	61,172	66,683	-8.3%
Avg Party Size	2.03	1.96	3.2%	2.00	1.92	4.4%	2.18	2.18	0.3%
VISIT STATUS									
First-Time	441,439	432,267	2.1%	357,467	342,195	4.5%	83,972	90,071	-6.8%
Repeat	647,850	629,346	2.9%	572,190	539,376	6.1%	75,660	89,970	-15.9%
Average # Trips	3.89	3.92	-0.7%	4.05	4.07	-0.5%	2.97	3.24	-8.2%
TRAVEL METHOD									
Group Tour	161,775	184,200	-12.2%	96,431	93,948	2.6%	65,344	90,252	-27.6%
Package	450,114	448,755	0.3%	355,585	350,305	1.5%	94,529	98,450	-4.0%
Group Tour & Pkg	137,404	150,398	-8.6%	79,403	78,771	0.8%	58,002	71,627	-19.0%
True Independent	614,803	595,381	3.3%	557,043	515,627	8.0%	57,760	79,753	-27.6%
ISLANDS VISITED									
Oahu	532,380	566,557	-6.0%	413,609	403,337	2.5%	118,771	163,220	-27.2%
Maui County	417,742	444,006	-5.9%	363,131	359,022	1.1%	54,611	84,984	-35.7%
...Maui	406,401	432,630	-6.1%	353,395	349,395	1.1%	53,007	83,235	-36.3%
...Molokai	29,131	32,296	-9.8%	25,772	28,372	-9.2%	3,359	3,925	-14.4%
...Lanai	31,939	39,392	-18.9%	29,740	31,848	-6.6%	2,199	7,544	-70.9%
Kauai	1,089,289	1,078,400	1.0%	929,657	881,571	5.5%	159,632	196,828	-18.9%
Big Island	286,716	307,379	-6.7%	241,349	242,024	-0.3%	45,367	65,355	-30.6%
...Hilo	153,240	170,103	-9.9%	124,649	122,634	1.6%	28,591	47,470	-39.8%
...Kona	241,107	251,182	-4.0%	210,497	213,569	-1.4%	30,610	37,613	-18.6%
Kauai Only	375,082	339,554	10.5%	345,639	312,532	10.6%	29,443	27,022	9.0%
LENGTH OF STAY									
Oahu (days)	4.52	4.31	4.8%	4.32	4.31	0.2%	5.21	4.31	20.8%
Maui (days)	4.35	4.35	0.1%	4.47	4.49	-0.4%	3.56	3.74	-4.7%
Molokai (days)	3.35	4.13	-18.9%	3.11	3.42	-9.1%	5.14	9.20	-44.2%
Lanai (days)	3.03	3.67	-17.4%	2.94	3.23	-9.0%	4.25	5.50	-22.7%
Kauai (days)	6.10	6.06	0.7%	6.51	6.33	2.9%	3.74	4.87	-23.2%
Big Island (days)	4.37	5.70	-23.3%	4.39	4.83	-9.1%	4.27	8.94	-52.2%
...Hilo (days)	2.60	2.81	-7.6%	2.41	2.43	-0.8%	3.39	3.79	-10.4%
...Kona (days)	3.58	3.76	-5.0%	3.60	3.69	-2.2%	3.38	4.20	-19.6%
Statewide (days)	11.05	10.77	2.6%	11.43	11.55	-1.0%	8.81	7.27	21.1%
ACCOMMODATIONS									
Hotel	660,812	662,881	-0.3%	538,703	512,775	5.1%	122,109	150,107	-18.7%
...Hotel Only	543,461	548,829	-1.0%	435,688	412,627	5.6%	107,773	136,202	-20.9%
Condo	302,369	307,163	-1.6%	274,532	277,119	-0.9%	27,837	30,044	-7.3%
...Condo Only	233,107	235,692	-1.1%	214,152	214,994	-0.4%	18,955	20,698	-8.4%
Apartment	14,388	14,903	-3.5%	12,518	13,384	-6.5%	1,871	1,519	23.1%
Bed & Breakfast	27,114	25,006	8.4%	22,641	22,267	1.7%	4,473	2,739	63.3%
Cruise Ship	64,432	60,636	6.3%	60,696	57,161	6.2%	3,736	3,475	7.5%
Friends or Relatives	78,779	79,098	-0.4%	73,882	69,478	6.3%	4,897	9,620	-49.1%
PURPOSE OF TRIP									
Pleasure (Net)	930,597	932,702	-0.2%	792,470	756,984	4.7%	138,127	175,717	-21.4%
...Honeymoon	103,232	99,589	3.7%	84,747	81,271	4.3%	18,485	18,318	0.9%
MC&I (Net)	70,013	58,384	19.9%	63,845	51,985	22.8%	6,168	6,399	-3.6%
...Convention/Conf.	45,306	33,035	37.1%	41,528	30,480	36.2%	3,778	2,555	47.9%
...Corp. Meetings	13,558	12,056	12.5%	12,535	10,709	17.1%	1,023	1,347	-24.1%
...Incentive	12,138	14,543	-16.5%	10,720	11,786	-9.0%	1,419	2,757	-48.5%
Other Business	26,853	26,347	1.9%	25,196	25,130	0.3%	1,657	1,217	36.1%
Visit Friends/Relatives	52,687	55,226	-4.6%	49,167	47,963	2.5%	3,520	7,263	-51.5%
Government/Military	7,518	6,790	10.7%	6,330	6,125	3.3%	1,187	664	78.7%
Attend School	4,294	1,857	131.2%	1,863	1,371	35.9%	2,431	486	400.0%

Source: DBEDT

TABLE 42: Hawaii (Big Island) Visitor Characteristics: 1999 vs. 1998

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	8,298,758	8,757,279	-5.2%	6,633,839	6,808,785	-2.6%	1,664,919	1,948,494	-14.6%
Total Visitors	1,307,720	1,340,767	-2.5%	942,359	927,037	1.7%	365,361	413,731	-11.7%
PARTY SIZE									
One	233,354	229,516	1.7%	181,766	185,618	-2.1%	51,588	43,898	17.5%
Two	632,062	649,536	-2.7%	486,328	481,974	0.9%	145,734	167,562	-13.0%
Three or more	442,304	450,082	-1.7%	274,265	259,445	5.7%	168,038	190,636	-11.9%
Avg Party Size	2.06	2.04	0.8%	1.96	1.88	4.1%	2.32	2.40	-3.5%
VISIT STATUS									
First-Time	501,584	498,612	0.6%	333,138	333,193	0.0%	168,446	165,418	1.8%
Repeat	806,136	827,860	-2.6%	609,221	593,843	2.6%	196,915	234,017	-15.9%
Average # Trips	4.25	4.17	1.8%	4.68	4.58	2.3%	3.13	3.27	-4.4%
TRAVEL METHOD									
Group Tour	269,784	330,801	-18.4%	114,174	118,313	-3.5%	155,609	212,488	-26.8%
Package	552,433	555,010	-0.5%	333,678	350,135	-4.7%	218,756	204,875	6.8%
Group Tour & Pkg	231,313	235,393	-1.7%	94,012	96,962	-3.0%	137,302	138,431	-0.8%
True Independent	716,816	689,818	3.9%	588,519	555,041	6.0%	128,297	134,777	-4.8%
ISLANDS VISITED									
Oahu	704,584	793,680	-11.2%	430,498	428,931	0.4%	274,087	364,749	-24.9%
Maui County	411,892	446,711	-7.8%	337,822	344,823	-2.0%	74,070	101,887	-27.3%
...Maui	397,349	431,720	-8.0%	325,469	332,623	-2.2%	71,880	99,097	-27.5%
...Molokai	31,975	35,453	-9.8%	27,901	31,139	-10.4%	4,074	4,314	-5.5%
...Lanai	34,558	42,796	-19.2%	32,305	35,091	-7.9%	2,253	7,704	-70.8%
Kauai	286,716	307,379	-6.7%	241,349	242,024	-0.3%	45,367	65,355	-30.6%
Big Island	1,307,720	1,340,767	-2.5%	942,359	927,037	1.7%	365,361	413,731	-11.7%
...Hilo	429,781	413,935	3.8%	298,094	292,847	1.8%	131,686	121,087	8.8%
...Kona	1,093,524	1,137,993	-3.9%	815,881	809,424	0.8%	277,643	328,569	-15.5%
Big Island Only	452,212	395,312	14.4%	365,556	350,241	4.4%	86,656	45,071	92.3%
LENGTH OF STAY									
Oahu (days)	4.56	4.18	9.1%	4.64	4.65	-0.3%	4.43	3.61	22.5%
Maui (days)	4.15	4.20	-1.3%	4.31	4.39	-1.9%	3.43	3.57	-4.1%
Molokai (days)	3.45	4.81	-28.2%	3.26	3.92	-16.9%	4.78	11.21	-57.3%
Lanai (days)	3.30	3.92	-15.7%	3.10	3.45	-10.0%	6.14	6.05	1.6%
Kauai (days)	3.69	3.86	-4.4%	3.82	3.90	-2.0%	2.99	3.71	-19.4%
Big Island (days)	6.35	6.53	-2.8%	7.04	7.34	-4.2%	4.56	4.71	-3.2%
...Hilo (days)	4.24	4.45	-4.9%	4.44	4.41	0.5%	3.78	4.55	-17.0%
...Kona (days)	5.91	5.70	3.6%	6.47	6.44	0.6%	4.24	3.90	8.8%
Statewide (days)	10.68	10.48	1.9%	11.81	12.00	-1.6%	7.78	7.09	9.7%
ACCOMMODATIONS									
Hotel	862,715	929,543	-7.2%	575,150	577,036	-0.3%	287,565	352,507	-18.4%
...Hotel Only	729,286	793,634	-8.1%	468,641	468,947	-0.1%	260,645	324,687	-19.7%
Condo	262,383	279,082	-6.0%	219,995	228,912	-3.9%	42,388	50,171	-15.5%
...Condo Only	190,919	198,598	-3.9%	165,823	168,978	-1.9%	25,097	29,620	-15.3%
Apartment	15,456	15,094	2.4%	12,525	12,916	-3.0%	2,932	2,178	34.6%
Bed & Breakfast	41,953	36,428	15.2%	28,198	26,633	5.9%	13,755	9,794	40.4%
Cruise Ship	67,009	63,388	5.7%	62,797	59,424	5.7%	4,212	3,964	6.2%
Friends or Relatives	120,787	116,639	3.6%	106,784	102,674	4.0%	14,003	13,965	0.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,051,301	1,098,122	-4.3%	739,232	720,002	2.7%	312,068	378,120	-17.5%
...Honeymoon	97,340	107,580	-9.5%	47,301	46,870	0.9%	50,039	60,710	-17.6%
MC&I (Net)	113,595	118,274	-4.0%	96,028	102,176	-6.0%	17,567	16,098	9.1%
...Convention/Conf.	73,329	69,942	4.8%	62,347	63,009	-1.1%	10,982	6,933	58.4%
...Corp. Meetings	20,737	21,957	-5.6%	18,269	19,990	-8.6%	2,468	1,967	25.5%
...Incentive	20,615	28,955	-28.8%	16,511	20,918	-21.1%	4,103	8,037	-48.9%
Other Business	41,061	39,676	3.5%	36,874	36,634	0.7%	4,187	3,042	37.6%
Visit Friends/Relatives	80,904	83,831	-3.5%	71,530	70,404	1.6%	9,374	13,427	-30.2%
Government/Military	8,741	7,577	15.4%	6,490	6,602	-1.7%	2,251	975	131.0%
Attend School	6,039	3,670	64.5%	3,086	3,106	-0.7%	2,953	564	423.7%

Source: DBEDT

TABLE 43: Hilo Visitor Characteristics: 1999 vs. 1998

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	1,823,057	1,934,521	-5.8%	1,328,468	1,349,711	-1.6%	494,589	584,810	-15.4%
Total Visitors	429,781	413,935	3.8%	298,094	292,847	1.8%	131,686	121,087	8.8%
PARTY SIZE									
One	95,183	85,795	10.9%	67,213	68,285	-1.6%	27,970	17,510	59.7%
Two	205,528	206,752	-0.6%	156,952	153,322	2.4%	48,576	53,430	-9.1%
Three or more	129,070	112,062	15.2%	73,929	71,240	3.8%	55,140	40,822	35.1%
Avg Party Size	1.92	1.90	1.4%	1.85	1.79	3.0%	2.10	2.15	-2.5%
VISIT STATUS									
First-Time	197,703	189,657	4.2%	132,099	128,543	2.8%	65,604	61,114	7.3%
Repeat	232,078	213,125	8.9%	165,995	164,304	1.0%	66,082	48,821	35.4%
Average # Trips	3.80	3.77	1.0%	3.95	3.99	-1.1%	3.48	3.23	7.8%
TRAVEL METHOD									
Group Tour	107,961	114,084	-5.4%	54,021	52,485	2.9%	53,940	61,599	-12.4%
Package	186,700	185,882	0.4%	122,074	122,613	-0.4%	64,626	63,269	2.1%
Group Tour & Pkg	91,285	93,337	-2.2%	46,522	45,408	2.5%	44,763	47,929	-6.6%
True Independent	226,405	207,129	9.3%	168,521	162,981	3.4%	57,884	44,148	31.1%
ISLANDS VISITED									
Oahu	292,170	298,339	-2.1%	193,447	191,999	0.8%	98,723	106,339	-7.2%
Maui County	192,880	215,113	-10.3%	152,084	154,073	-1.3%	40,796	61,040	-33.2%
...Maui	187,911	209,389	-10.3%	147,729	149,388	-1.1%	40,182	60,001	-33.0%
...Molokai	22,414	25,452	-11.9%	19,837	22,357	-11.3%	2,577	3,095	-16.7%
...Lanai	22,151	28,164	-21.4%	20,368	22,283	-8.6%	1,783	5,881	-69.7%
Kauai	153,240	170,103	-9.9%	124,649	122,634	1.6%	28,591	47,470	-39.8%
Big Island	429,781	413,935	3.8%	298,094	292,847	1.8%	131,686	121,087	8.8%
...Hilo	429,781	413,935	3.8%	298,094	292,847	1.8%	131,686	121,087	8.8%
...Kona	219,679	213,104	3.1%	171,616	175,234	-2.1%	48,063	37,869	26.9%
LENGTH OF STAY									
Oahu (days)	4.77	4.81	-0.8%	4.81	4.93	-2.4%	4.69	4.60	2.0%
Maui (days)	3.38	3.57	-5.4%	3.50	3.64	-3.9%	2.95	3.41	-13.6%
Molokai (days)	3.57	5.01	-28.7%	3.21	3.98	-19.2%	6.33	12.46	-49.2%
Lanai (days)	3.28	3.92	-16.4%	2.97	3.27	-9.3%	6.84	6.37	7.4%
Kauai (days)	2.92	3.33	-12.2%	3.04	3.12	-2.5%	2.40	3.87	-38.0%
Big Island (days)	5.75	7.97	-27.9%	6.40	7.68	-16.7%	4.27	8.66	-50.7%
...Hilo (days)	4.24	4.67	-9.2%	4.46	4.61	-3.3%	3.76	4.83	-22.2%
...Kona (days)	3.28	3.79	-13.3%	3.41	3.56	-4.3%	2.83	4.83	-41.4%
Statewide (days)	11.11	11.25	-1.2%	12.68	13.07	-3.0%	7.56	6.83	10.6%
ACCOMMODATIONS									
Hotel	267,617	266,601	0.4%	173,624	173,690	0.0%	93,993	92,911	1.2%
...Hotel Only	201,910	205,349	-1.7%	122,509	122,363	0.1%	79,401	82,987	-4.3%
Condo	56,092	56,169	-0.1%	43,319	45,361	-4.5%	12,773	10,808	18.2%
...Condo Only	33,329	34,767	-4.1%	28,016	27,859	0.6%	5,313	6,908	-23.1%
Apartment	6,628	5,592	18.5%	5,267	4,740	11.1%	1,361	851	59.9%
Bed & Breakfast	25,226	21,298	18.4%	16,599	15,701	5.7%	8,627	5,596	54.2%
Cruise Ship	57,307	54,172	5.8%	54,016	51,320	5.3%	3,291	2,851	15.4%
Friends or Relatives	50,438	52,995	-4.8%	43,502	44,301	-1.8%	6,936	8,695	-20.2%
PURPOSE OF TRIP									
Pleasure (Net)	335,301	334,760	0.2%	231,721	228,464	1.4%	103,580	106,296	-2.6%
...Honeymoon	27,535	26,464	4.0%	13,630	13,983	-2.5%	13,904	12,481	11.4%
MC&I (Net)	24,922	20,049	24.3%	19,010	17,097	11.2%	5,912	2,952	100.2%
...Convention/Conf.	17,649	12,704	38.9%	13,389	11,154	20.0%	4,259	1,550	174.8%
...Corp. Meetings	4,059	3,775	7.5%	3,277	3,220	1.8%	782	555	41.0%
...Incentive	3,275	4,263	-23.2%	2,476	3,032	-18.3%	799	1,232	-35.1%
Other Business	16,732	15,613	7.2%	14,221	14,624	-2.8%	2,511	990	153.7%
Visit Friends/Relatives	34,550	38,026	-9.1%	30,816	30,992	-0.6%	3,735	7,034	-46.9%
Government/Military	4,549	3,949	15.2%	3,274	3,364	-2.7%	1,275	585	118.1%
Attend School	4,147	1,992	108.2%	1,533	1,526	0.5%	2,614	466	461.3%

Source: DBEDT

TABLE 44: Kona Visitor Characteristics: 1999 vs. 1998

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	1999	1998	% Change	1999	1998	% Change	1999	1998	% Change
Total Visitor Days	6,475,701	6,822,758	-5.1%	5,305,372	5,459,073	-2.8%	1,170,330	1,363,684	-14.2%
Total Visitors	1,093,524	1,137,993	-3.9%	815,881	809,424	0.8%	277,643	328,569	-15.5%
PARTY SIZE									
One	184,761	187,342	-1.4%	149,233	154,272	-3.3%	35,528	33,070	7.4%
Two	540,170	558,054	-3.2%	424,620	425,104	-0.1%	115,550	132,950	-13.1%
Three or more	368,593	389,443	-5.4%	242,028	230,048	5.2%	126,565	159,395	-20.6%
Avg Party Size	2.07	2.06	0.9%	1.98	1.90	4.3%	2.34	2.44	-4.0%
VISIT STATUS									
First-Time	407,260	406,451	0.2%	282,642	286,754	-1.4%	124,618	119,697	4.1%
Repeat	686,264	727,475	-5.7%	533,239	522,670	2.0%	153,025	204,805	-25.3%
Average # Trips	4.27	4.21	1.3%	4.68	4.55	2.8%	3.06	3.37	-9.2%
TRAVEL METHOD									
Group Tour	219,350	268,523	-18.3%	99,113	104,477	-5.1%	120,237	164,046	-26.7%
Package	469,056	469,127	0.0%	293,923	311,502	-5.6%	175,133	157,626	11.1%
Group Tour & Pkg	190,058	187,233	1.5%	82,008	86,116	-4.8%	108,050	101,116	6.9%
True Independent	595,176	587,131	1.4%	504,854	479,136	5.4%	90,322	107,994	-16.4%
ISLANDS VISITED									
Oahu	568,042	648,325	-12.4%	359,435	361,882	-0.7%	208,608	286,443	-27.2%
Maui County	344,327	360,314	-4.4%	292,248	299,574	-2.4%	52,079	60,740	-14.3%
...Maui	332,324	348,002	-4.5%	282,063	289,607	-2.6%	50,261	58,395	-13.9%
...Molokai	27,628	30,972	-10.8%	24,184	27,394	-11.7%	3,445	3,579	-3.7%
...Lanai	30,559	37,130	-17.7%	28,523	30,874	-7.6%	2,036	6,256	-67.5%
Kauai	241,107	251,182	-4.0%	210,497	213,569	-1.4%	30,610	37,613	-18.6%
Big Island	1,093,524	1,137,993	-3.9%	815,881	809,424	0.8%	277,643	328,569	-15.5%
...Hilo	219,679	213,104	3.1%	171,616	175,234	-2.1%	48,063	37,869	26.9%
...Kona	1,093,524	1,137,993	-3.9%	815,881	809,424	0.8%	277,643	328,569	-15.5%
LENGTH OF STAY									
Oahu (days)	4.43	4.08	8.6%	4.51	4.51	0.0%	4.29	3.53	21.6%
Maui (days)	4.24	4.33	-1.9%	4.31	4.39	-1.9%	3.86	3.99	-3.1%
Molokai (days)	3.45	4.58	-24.8%	3.25	3.61	-10.0%	4.83	12.02	-59.8%
Lanai (days)	3.31	3.93	-15.6%	3.17	3.45	-7.9%	5.26	6.30	-16.5%
Kauai (days)	3.73	4.02	-7.3%	3.77	3.89	-3.1%	3.47	4.79	-27.5%
Big Island (days)	6.59	6.89	-4.4%	7.04	7.46	-5.6%	5.27	5.49	-4.0%
...Hilo (days)	2.88	3.29	-12.7%	2.70	2.84	-5.0%	3.52	5.40	-34.9%
...Kona (days)	5.92	6.00	-1.2%	6.50	6.74	-3.6%	4.22	4.15	1.6%
Statewide (days)	10.78	10.58	1.9%	11.68	11.88	-1.7%	8.15	7.38	10.4%
ACCOMMODATIONS									
Hotel	725,597	790,728	-8.2%	501,180	508,452	-1.4%	224,417	282,276	-20.5%
...Hotel Only	612,935	674,070	-9.1%	408,150	413,442	-1.3%	204,785	260,628	-21.4%
Condo	236,260	253,768	-6.9%	201,385	210,464	-4.3%	34,875	43,305	-19.5%
...Condo Only	174,105	180,435	-3.5%	152,890	156,243	-2.1%	21,216	24,192	-12.3%
Apartment	12,102	12,765	-5.2%	10,112	10,960	-7.7%	1,990	1,805	10.2%
Bed & Breakfast	34,837	27,797	25.3%	22,812	22,163	2.9%	12,025	5,633	113.5%
Cruise Ship	60,453	57,323	5.5%	56,963	53,695	6.1%	3,490	3,628	-3.8%
Friends or Relatives	90,816	86,071	5.5%	80,863	78,111	3.5%	9,953	7,960	25.0%
PURPOSE OF TRIP									
Pleasure (Net)	895,771	939,601	-4.7%	651,255	637,769	2.1%	244,516	301,832	-19.0%
...Honeymoon	81,438	93,147	-12.6%	41,787	41,636	0.4%	39,651	51,512	-23.0%
MC&I (Net)	100,534	108,815	-7.6%	86,710	94,442	-8.2%	13,824	14,373	-3.8%
...Convention/Conf.	64,523	64,157	0.6%	55,972	58,154	-3.8%	8,551	6,004	42.4%
...Corp. Meetings	18,199	19,970	-8.9%	16,392	18,378	-10.8%	1,807	1,592	13.5%
...Incentive	18,864	27,142	-30.5%	15,376	19,534	-21.3%	3,487	7,608	-54.2%
Other Business	31,063	30,971	0.3%	28,720	28,590	0.5%	2,344	2,381	-1.6%
Visit Friends/Relatives	59,845	61,119	-2.1%	53,342	52,722	1.2%	6,504	8,397	-22.5%
Government/Military	6,233	5,709	9.2%	4,558	4,867	-6.4%	1,675	842	99.0%
Attend School	2,709	2,670	1.5%	2,163	2,275	-4.9%	546	394	38.4%

Source: DBEDT

TABLE 45: 1999 Visitor Days by Island and MMA

1999	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA	
	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA		
Maui	8,142,834	6,561,528	8,743,247	1,310,514	469,705	66,602	336,021	28,783	70,176	971,288	448,239	199,085	647,324		
Molokai	6,965,477	4,914,635	751,811	1,136,129	204,022	41,373	258,667	27,247	60,725	592,035	94,072	32,851	126,923		
Lanai	160,411	102,887	10,173	33,200	4,581	1,429	6,909	206	1,630	14,755	1,231	1,455	2,686		
Kauai	147,979	143,566	12,567	42,513	5,618	719	5,498	109	1,148	13,091	6,093	2,898	8,990		
Big Island	3,287,063	2,220,599	185,866	344,953	97,580	16,798	106,244	8,151	21,840	250,613	36,932	14,252	51,184		
...Hilo	3,709,179	2,435,358	673,661	484,618	134,824	22,569	145,120	9,946	35,715	348,174	82,464	21,573	104,038		
...Kona	726,051	623,437	113,806	111,159	29,454	5,029	34,074	3,028	8,131	81,313	12,809	4,691	17,500		
STATE	2,983,128	1,811,921	559,856	373,458	105,369	17,540	111,047	6,917	25,987	266,861	69,655	16,883	86,538		
STATE	22,412,942	16,378,572	10,377,326	3,351,926	916,331	149,491	858,460	74,441	191,235	2,189,957	669,031	272,114	941,145		
DOMESTIC															
Maui	7,661,051	6,396,059	230,442	195,117	386,648	58,359	305,582	23,535	63,490	837,614	123,449	66,568	190,017		
Molokai	6,857,443	4,777,758	55,286	148,523	184,994	36,407	235,976	22,332	55,247	534,956	29,548	12,169	41,717		
Lanai	160,411	102,887	2,856	4,612	4,394	1,284	6,338	175	1,502	13,692	660	166	826		
Kauai	147,979	143,566	1,631	4,420	5,106	629	5,059	88	1,038	11,919	974	675	1,649		
Big Island	3,287,063	2,178,340	22,303	54,348	86,218	14,909	97,131	6,700	19,889	224,828	13,588	5,534	19,122		
...Hilo	3,614,470	2,279,760	37,043	69,117	93,212	19,711	131,730	8,071	32,481	285,205	15,897	6,265	22,162		
...Kona	652,624	498,963	7,987	14,767	21,935	4,354	30,946	2,494	8,843	68,572	4,480	2,124	6,604		
STATE	2,961,846	1,780,798	29,057	54,350	71,278	15,356	100,783	5,577	23,639	216,633	11,418	4,141	15,559		
STATE	21,728,417	15,878,369	349,562	476,137	760,572	131,299	781,815	60,901	173,628	1,908,215	184,116	91,377	275,494		
INTERNATIONAL															
Maui	481,783	165,468	8,512,804	1,115,396	83,057	8,243	30,440	5,248	6,686	133,674	324,790	132,517	457,307		
Molokai	108,034	136,878	696,526	987,606	19,028	4,966	22,691	4,915	5,478	57,079	64,524	20,683	85,206		
Lanai	0	0	7,317	28,589	187	145	571	32	128	1,063	571	1,289	1,860		
Kauai	0	0	10,936	38,093	512	90	439	21	111	1,172	5,119	2,222	7,341		
Big Island	0	42,259	163,563	290,605	11,362	1,888	9,113	1,451	1,971	25,785	23,344	8,718	32,062		
...Hilo	94,709	155,598	636,618	415,501	41,612	2,859	13,391	1,874	3,234	62,969	66,567	15,309	81,876		
...Kona	73,427	124,474	105,819	96,393	7,520	675	3,127	534	885	12,741	8,330	2,567	10,896		
STATE	21,282	31,124	530,799	319,108	34,092	2,184	10,263	1,340	2,349	50,228	58,237	12,742	70,979		
STATE	684,526	500,202	10,027,764	2,875,790	155,758	18,192	76,644	13,541	17,607	281,742	484,915	180,737	665,652		

Source: DBEDT

TABLE 45: 1999 Visitor Days by Island and MMA (continued)

1999	OTHER ASIA MMA							LATIN AMERICA MMA					OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS		
	125,678	71,188	199,152	47,697	224,053	667,768	17,115	45,615	26,876	89,605	1,882,404	29,016,511		
Molokai	23,065	12,722	34,448	7,884	27,172	105,291	14,501	17,652	15,519	47,672	659,933	15,299,907		
Lanai	1,591	1,212	710	72	3,185	6,770	112	277	84	473	15,471	346,826		
Kauai	1,671	2,127	360	71	960	5,188	144	96	212	452	35,924	410,270		
Big Island	10,906	2,531	6,735	2,806	3,314	26,293	2,136	6,231	4,532	12,900	268,492	6,647,963		
...Hilo	20,114	10,189	20,616	4,882	38,209	94,010	2,815	9,118	7,233	19,166	430,554	8,298,758		
...Kona	5,911	2,564	4,537	709	13,702	27,423	416	2,218	1,570	4,203	118,165	1,823,057		
	14,203	7,625	16,079	4,173	24,507	66,587	2,399	6,900	5,663	14,963	312,389	6,475,701		
STATE	183,025	99,968	262,021	63,412	296,894	905,320	36,824	78,989	54,456	170,268	3,292,779	60,020,237		
DOMESTIC														
Mau	93,986	14,881	42,272	8,431	25,176	184,747	17,115	45,615	26,876	89,605	915,832	16,700,484		
Molokai	19,056	4,599	10,196	1,565	6,309	41,724	14,501	17,652	15,519	47,672	543,786	13,048,864		
Lanai	1,145	1,045	215	22	162	2,589	112	277	84	473	14,434	302,780		
Kauai	1,618	2,023	129	22	263	4,055	144	96	212	452	16,090	331,762		
Big Island	8,794	1,652	3,773	613	2,062	16,894	2,136	6,231	4,532	12,900	235,649	6,051,448		
...Hilo	14,725	3,605	7,331	954	4,501	31,116	2,815	9,118	7,233	19,166	275,800	6,633,839		
...Kona	4,806	952	1,304	124	968	8,154	416	2,218	1,570	4,203	66,595	1,328,468		
	9,919	2,653	6,027	830	3,533	22,962	2,399	6,900	5,663	14,963	209,205	5,305,372		
STATE	139,323	27,804	63,916	11,606	38,474	281,124	36,824	78,989	54,456	170,268	2,001,591	43,069,177		
Mau	31,691	56,307	156,880	39,266	198,877	483,022	NA	NA	NA	NA	966,573	12,316,027		
Molokai	4,010	8,123	24,252	6,320	20,863	63,567	NA	NA	NA	NA	116,148	2,251,043		
Lanai	446	167	495	50	3,024	4,181	NA	NA	NA	NA	1,037	44,047		
Kauai	53	104	231	49	697	1,133	NA	NA	NA	NA	19,833	78,509		
Big Island	2,112	879	2,962	2,193	1,252	9,399	NA	NA	NA	NA	32,843	596,515		
...Hilo	5,389	6,584	13,285	3,928	33,708	62,894	NA	NA	NA	NA	154,754	1,664,919		
...Kona	1,106	1,612	3,232	586	12,734	19,269	NA	NA	NA	NA	51,570	494,589		
	4,284	4,972	10,053	3,343	20,974	43,625	NA	NA	NA	NA	103,184	1,170,330		
STATE	43,702	72,164	198,104	51,806	258,419	624,196	NA	NA	NA	NA	1,291,188	16,951,060		

NA: Not available.

TABLE 46: 1998 Visitor Days by Island and MMA

1998	U.S. WEST		U.S. EAST		JAPAN	CANADA	EUROPE MMA					TOTAL
	U.S. WEST MMA	U.S. WEST	U.S. EAST MMA	U.S. EAST	JAPAN MMA	CANADA MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	EUROPE MMA
Maui	7,242,749	6,342,038	8,410,571	840,373	449,155	57,523	28,816	326,536	28,816	70,286	932,318	
Molokai	6,446,680	4,512,726	1,287,096	775,229	203,698	46,957	29,064	266,669	29,064	72,906	619,294	
Lanai	170,652	109,504	13,851	71,874	4,531	663	323	6,261	323	1,315	13,093	
Kauai	159,072	149,987	17,701	71,126	5,600	998	649	5,225	649	1,192	13,664	
Big Island	3,005,280	1,995,030	447,879	310,687	102,810	15,154	7,423	120,413	7,423	20,869	266,669	
...Hilo	3,638,808	2,385,738	1,197,884	487,665	127,088	26,859	7,263	164,014	7,263	40,466	365,690	
...Kona	652,883	527,873	221,413	113,594	43,395	5,873	2,536	53,941	2,536	10,805	116,551	
STATE	2,985,925	1,857,865	976,471	374,071	83,693	20,986	4,727	110,073	4,727	29,661	249,139	
STATE	20,663,240	15,495,022	11,374,984	2,556,955	892,883	148,154	73,539	889,117	73,539	207,035	2,210,728	
DOMESTIC												
Maui	6,925,226	5,944,289	269,626	273,380	368,294	49,697	23,388	292,699	23,388	62,872	796,950	
Molokai	6,370,094	4,435,331	63,625	211,040	165,672	40,325	23,288	236,909	23,288	64,624	530,818	
Lanai	166,772	109,504	4,327	19,312	3,588	481	254	5,925	254	1,152	11,399	
Kauai	159,072	149,987	3,365	17,016	4,389	868	506	4,592	506	1,042	11,397	
Big Island	2,992,944	1,958,150	34,159	76,851	83,609	11,917	5,898	112,061	5,898	18,802	232,286	
...Hilo	3,606,835	2,341,647	46,937	125,629	102,921	22,914	5,722	147,173	5,722	35,377	314,106	
...Kona	638,987	510,707	10,855	28,735	25,036	3,007	1,370	39,187	1,370	6,403	75,004	
STATE	2,967,848	1,830,941	36,082	96,894	77,885	19,906	4,351	107,986	4,351	28,974	239,102	
STATE	20,220,943	14,938,909	422,039	723,228	728,472	126,202	59,055	799,358	59,055	183,869	1,896,957	
INTERNATIONAL												
Maui	317,523	397,749	8,140,946	566,993	80,862	7,826	5,428	33,838	5,428	7,414	135,368	
Molokai	76,586	77,394	1,223,472	564,189	38,027	6,631	5,776	29,759	5,776	8,282	88,476	
Lanai	3,880	0	9,524	52,562	943	182	70	336	70	163	1,694	
Kauai	0	0	14,336	54,111	1,211	130	143	634	143	150	2,268	
Big Island	12,336	36,879	413,720	233,835	19,201	3,237	8,352	8,352	1,525	2,068	34,383	
...Hilo	31,973	44,091	1,150,947	362,036	24,168	3,945	16,840	16,840	1,541	5,090	51,584	
...Kona	13,896	17,166	210,558	84,859	18,360	2,866	14,753	14,753	1,166	4,402	41,547	
STATE	18,077	26,925	940,389	277,177	5,808	1,079	2,087	89,759	2,087	375	10,037	
STATE	442,297	556,113	10,962,944	1,833,726	164,411	21,951	14,484	89,759	14,484	23,166	313,772	

Source: DBEDT

TABLE 46: 1998 Visitor Days by Island and MMA (continued)

1998	OCEANIA MMA				OTHER ASIA MMA							LATIN AMERICA MMA	OTHER MMA	TOTAL
	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA	CHINA KONG	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	TOTAL LATIN AMERICA MMA	OTHER			
Maui	469,271	262,600	730,871	128,793	94,342	116,626	30,116	185,874	555,752	110,038	1,342,855	26,507,564		
Molokai	44,738	22,083	66,821	33,823	23,140	31,422	7,857	27,347	123,589	59,558	869,430	14,760,423		
Lanai	1,186	936	2,121	1,066	1,104	1,064	17	3,774	7,025	947	33,369	422,437		
Kauai	941	692	1,633	461	4,936	611	232	1,578	7,818	1,022	40,319	462,341		
Big Island	44,953	23,414	68,367	22,351	14,942	15,376	2,438	6,502	61,610	18,113	363,233	6,536,868		
...Hilo	59,420	35,399	94,819	28,917	30,303	20,069	4,460	19,249	102,997	22,854	460,822	8,757,279		
...Kona	23,947	14,079	38,025	12,882	21,221	13,310	3,113	5,783	56,310	5,093	202,780	1,934,521		
STATE	35,473	21,321	56,794	16,034	9,082	6,758	1,347	13,465	46,688	17,761	258,043	6,822,758		
STATE	619,509	345,123	964,632	215,411	168,768	185,168	45,119	244,324	858,790	212,533	3,110,029	57,446,913		
DOMESTIC														
Maui	120,838	77,851	198,690	92,377	21,261	30,681	4,660	26,122	175,102	110,038	828,531	15,521,832		
Molokai	28,916	15,503	44,419	24,480	5,296	7,947	1,060	9,197	47,980	59,558	527,208	12,290,073		
Lanai	1,186	936	2,121	694	304	285	4	588	1,875	947	19,518	335,776		
Kauai	941	692	1,633	334	1,373	150	37	252	2,145	1,022	23,545	369,181		
Big Island	13,119	7,490	20,609	15,108	3,159	3,769	328	4,177	26,541	18,113	219,638	5,579,291		
...Hilo	18,616	13,932	32,548	20,194	6,101	5,053	611	5,910	37,869	22,854	280,357	6,808,785		
...Kona	3,406	3,335	6,741	6,762	1,097	913	119	2,776	11,667	5,093	61,922	1,349,711		
STATE	15,210	10,597	25,807	13,432	5,005	4,140	492	3,133	26,202	17,761	218,436	5,459,073		
STATE	183,616	116,404	300,020	153,187	37,494	47,886	6,700	46,245	291,512	212,533	1,898,797	40,904,938		
INTERNATIONAL														
Maui	347,433	184,749	532,181	36,417	73,081	85,945	25,455	159,752	380,650	NA	514,324	10,985,733		
Molokai	15,822	6,580	22,402	9,342	17,844	23,475	6,797	18,150	75,609	NA	342,222	2,470,350		
Lanai	0	0	0	372	800	778	12	3,187	5,150	NA	13,851	86,661		
Kauai	0	0	0	127	3,563	461	195	1,326	5,672	NA	16,774	93,160		
Big Island	31,834	15,924	47,758	7,243	11,783	11,607	2,110	2,325	35,069	NA	143,596	957,577		
...Hilo	40,804	21,467	62,271	8,722	24,201	15,016	3,849	13,339	65,128	NA	180,465	1,948,494		
...Kona	20,541	10,743	31,284	6,120	20,124	12,398	2,994	3,007	44,643	NA	140,858	584,810		
STATE	20,264	10,724	30,988	2,602	4,077	2,618	855	10,332	20,485	NA	39,607	1,363,684		
STATE	435,893	228,719	664,613	62,224	131,274	137,282	38,419	198,079	567,277	NA	1,211,231	16,541,975		

NA: Not available.

Source: DBEDT

TABLE 47: 1999 Visitor Arrivals by Island and MMA

1999	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA				OCEANIA MMA				
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Maui	1,141,244	971,788	1,752,551	135,927	57,676	7,795	40,858	4,023	8,424	118,776	67,347	28,009	95,356
Molokai	898,354	776,418	250,941	121,747	28,967	4,782	31,081	3,544	7,044	75,418	15,787	5,931	21,718
Lanai	25,203	26,767	3,755	3,983	1,063	258	1,342	96	288	3,048	548	501	1,049
Kauai	30,942	41,385	4,062	5,527	1,389	233	1,110	51	235	3,017	1,192	426	1,618
Big Island	440,118	405,308	92,556	48,218	15,897	2,411	17,130	1,269	3,276	39,984	7,240	2,559	9,800
...Hilo	463,736	419,001	220,983	51,741	18,314	3,141	20,059	1,502	3,951	46,969	12,551	3,448	15,999
...Kona	128,309	175,489	49,839	17,066	6,472	1,056	7,292	568	1,606	16,994	3,786	1,043	4,830
STATE	396,362	343,705	186,642	44,264	15,477	2,736	17,015	1,194	3,323	39,745	10,981	2,991	13,972
	2,308,836	1,601,238	1,825,588	252,777	85,339	12,635	64,228	7,249	14,417	183,868	78,869	32,336	111,205
DOMESTIC													
Maui	1,053,796	933,609	39,403	21,637	45,515	6,857	37,256	3,295	7,663	100,586	22,455	10,146	32,601
Molokai	872,397	749,004	8,641	16,882	25,410	4,181	28,339	2,885	6,413	67,230	4,718	2,038	6,756
Lanai	25,203	26,767	417	575	980	227	1,218	79	263	2,768	218	66	284
Kauai	30,942	41,385	412	798	1,226	204	1,009	41	212	2,692	262	71	333
Big Island	440,118	396,635	4,025	7,809	13,568	2,121	15,631	1,041	2,977	35,337	2,283	854	3,137
...Hilo	446,917	389,495	5,891	8,736	14,121	2,745	18,258	1,220	3,597	39,941	2,670	956	3,626
...Kona	115,331	145,983	1,897	2,799	4,801	920	6,644	466	1,463	14,293	890	414	1,304
STATE	392,522	334,335	4,901	7,499	11,782	2,390	15,484	966	3,022	33,644	2,209	733	2,942
	2,208,409	1,517,603	47,348	37,836	68,971	11,088	58,552	5,912	13,117	157,640	26,011	11,720	37,731
INTERNATIONAL													
Maui	87,448	38,179	1,713,149	114,291	12,161	938	3,601	729	761	18,190	44,892	17,863	62,755
Molokai	25,957	27,413	242,300	104,865	3,557	600	2,741	659	630	8,188	11,069	3,893	14,962
Lanai	0	0	3,338	3,408	83	31	124	17	25	279	330	435	765
Kauai	0	0	3,650	4,729	163	29	101	10	23	325	930	355	1,285
Big Island	0	8,673	88,531	40,409	2,330	290	1,499	229	299	4,647	4,957	1,705	6,662
...Hilo	16,819	29,506	215,092	43,005	4,194	396	1,801	282	355	7,028	9,881	2,492	12,372
...Kona	12,979	29,506	47,942	14,267	1,671	136	648	102	143	2,701	2,896	629	3,525
STATE	3,840	9,370	181,741	36,765	3,695	346	1,532	228	300	6,101	8,772	2,258	11,030
	100,427	83,636	1,778,240	214,941	16,368	1,547	5,676	1,337	1,300	26,228	52,858	20,616	73,474

Source: DBEDT

TABLE 47: 1999 Visitor Arrivals by Island and MMA (continued)

1999		OTHER ASIA MMA						LATIN AMERICA MMA						OTHER MMA		TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	OTHER MMA	TOTAL VISITORS			
	24,185	11,122	35,439	5,510	40,050	116,306	2,644	5,818	4,098	12,560	215,634	4,560,142				
Molokai	4,978	2,502	10,921	1,585	12,581	32,567	1,904	3,209	2,557	7,670	94,100	2,278,933				
Lanai	675	138	338	71	1,233	2,455	45	88	58	191	3,206	69,657				
Kauai	313	197	176	71	244	1,001	45	49	81	175	6,819	94,546				
Big Island	2,686	923	1,253	715	1,044	6,621	482	1,114	833	2,430	44,255	1,089,289				
...Hilo	3,883	2,200	3,904	963	14,236	25,186	534	1,332	1,364	3,229	60,877	1,307,720				
...Kona	1,504	681	1,819	266	7,293	11,563	134	496	412	1,042	24,649	429,781				
STATE	3,268	1,890	2,863	833	10,609	19,463	461	1,112	1,134	2,707	46,664	1,093,524				
	27,466	13,629	39,263	6,503	42,703	129,564	3,631	7,577	6,097	17,305	310,656	6,741,037				
DOMESTIC																
Molokai	17,024	2,903	6,754	1,017	4,219	31,917	2,644	5,818	4,098	12,560	120,933	2,347,040				
Lanai	3,978	1,025	1,829	311	1,482	8,626	1,904	3,209	2,557	7,670	76,281	1,813,488				
Kauai	446	126	53	21	42	689	45	88	58	191	2,791	59,685				
Big Island	254	85	48	21	26	434	45	49	81	175	3,263	80,434				
...Hilo	1,987	387	658	155	468	3,655	482	1,114	833	2,430	36,510	929,657				
...Kona	2,855	562	988	194	849	5,447	534	1,332	1,364	3,229	39,078	942,359				
STATE	1,097	195	346	54	399	2,092	134	496	412	1,042	13,354	298,094				
	2,401	465	773	172	639	4,449	461	1,112	1,134	2,707	32,882	815,881				
STATE	19,325	3,562	8,072	1,188	5,107	37,256	3,631	7,577	6,097	17,305	194,494	4,255,621				
INTERNATIONAL																
Molokai	7,160	8,219	28,685	4,493	35,831	84,389	NA	NA	NA	NA	94,701	2,213,101				
Lanai	1,000	1,477	9,091	1,274	11,099	23,942	NA	NA	NA	NA	17,819	465,446				
Kauai	229	12	285	51	1,191	1,767	NA	NA	NA	NA	415	9,972				
Big Island	59	112	128	51	217	567	NA	NA	NA	NA	3,556	14,112				
...Hilo	699	536	595	559	576	2,965	NA	NA	NA	NA	7,745	159,632				
...Kona	1,029	1,638	2,916	770	13,386	19,739	NA	NA	NA	NA	21,799	365,361				
STATE	407	486	1,472	212	6,894	9,471	NA	NA	NA	NA	11,295	131,686				
	867	1,425	2,090	661	9,970	15,014	NA	NA	NA	NA	13,782	277,643				
STATE	8,141	10,067	31,191	5,314	37,596	92,309	NA	NA	NA	NA	116,162	2,485,416				

NA: Not available.
Source: DBEDT

TABLE 48: 1998 Visitor Arrivals by Island and MMA

1998	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	TOTAL EUROPE MMA			
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA
Maui	1,049,019	960,646	1,950,068	124,659	53,010	42,098	3,850	8,987	115,373
Molokai	840,035	720,552	324,292	106,286	29,265	32,494	3,667	8,614	79,663
Lanai	27,334	26,488	2,613	6,907	1,155	1,714	101	359	3,536
Kauai	32,525	40,268	4,672	7,960	1,438	1,311	132	349	3,467
Big Island	417,724	377,022	112,027	48,853	16,676	18,247	1,224	3,360	41,925
...Hilo	443,129	386,944	318,171	52,220	17,326	20,756	1,254	4,313	47,214
...Kona	119,304	140,668	65,612	18,280	7,484	8,919	578	1,764	19,997
STATE	389,701	333,673	269,636	45,221	12,976	16,592	926	3,551	37,056
	2,125,993	1,508,698	2,004,354	232,592	79,778	67,540	6,756	16,022	182,766
DOMESTIC									
Maui	975,485	872,045	48,417	31,633	43,306	6,405	37,559	8,074	98,420
Molokai	822,474	697,953	10,648	24,458	23,923	4,825	29,060	2,934	68,443
Lanai	26,636	26,488	445	1,343	935	165	1,577	81	3,076
Kauai	32,525	40,268	559	1,446	1,165	207	1,138	104	2,923
Big Island	414,965	366,758	5,575	11,164	13,660	1,956	16,873	3,026	36,491
...Hilo	435,118	377,837	6,908	13,561	14,118	3,064	18,485	986	40,512
...Kona	116,227	137,460	2,251	4,636	4,786	820	6,809	355	14,128
STATE	384,767	326,844	5,806	11,906	11,877	2,823	15,972	832	34,893
	2,047,943	1,414,765	57,977	55,403	65,175	11,052	59,550	5,398	155,542
INTERNATIONAL									
Maui	73,534	88,601	1,901,651	93,026	9,704	1,023	4,539	774	16,953
Molokai	17,561	22,599	313,644	81,828	5,342	798	3,435	733	11,220
Lanai	698	0	2,168	5,564	219	43	137	21	460
Kauai	0	0	4,113	6,514	273	30	172	28	544
Big Island	2,759	10,264	106,453	37,689	3,015	463	1,374	248	5,434
...Hilo	8,011	9,107	311,263	38,659	3,208	501	2,270	269	6,702
...Kona	3,077	3,208	63,361	13,644	2,697	433	2,111	224	5,869
STATE	4,934	6,829	263,831	33,315	1,099	187	620	94	2,162
	78,050	93,933	1,946,377	177,189	14,603	1,618	7,990	1,358	27,224

Source: DBEDT

TABLE 48: 1998 Visitor Arrivals by Island and MMA (continued)

1998	OCEANIA MMA			OTHER ASIA MMA										LATIN AMERICA MMA	OTHER MMA	TOTAL
	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA MMA	TOTAL LATIN AMERICA MMA	OTHER	TOTAL	OTHER MMA	TOTAL VISITORS		
Maui	65,448	34,316	99,763	25,801	17,219	17,285	5,230	34,715	100,250	16,005	186,050	119,829	4,601,834			
Molokai	7,742	6,343	14,084	6,723	5,673	5,782	1,667	9,278	29,122	10,049	119,829	5,470	2,243,912			
Lanai	178	185	362	360	298	302	15	1,207	2,182	350	5,470	5,938	75,245			
Kauai	151	118	270	264	544	221	109	869	2,006	326	5,938	5,938	97,434			
Big Island	5,683	3,087	8,770	3,800	2,628	2,048	526	2,101	11,102	3,255	57,720	63,457	1,078,400			
...Hilo	4,340	2,412	6,751	4,430	3,607	2,985	1,116	6,885	19,023	3,858	63,457	34,241	1,340,767			
...Kona	2,503	1,365	3,868	2,292	2,668	2,134	838	2,670	10,603	1,362	34,241	41,571	413,935			
3,886	2,128	6,014	3,107	1,740	1,301	452	5,306	11,906	21,379	298,412	6,595,790	2,222,551				
STATE	69,748	37,368	107,116	29,863	21,016	20,877	6,176	36,549	114,480	21,379	298,412	6,595,790	2,222,551			
DOMESTIC																
Maui	22,098	12,626	34,724	18,458	3,774	4,526	749	4,704	32,211	16,005	113,610	73,130	1,725,134			
Molokai	5,541	2,476	8,017	4,861	1,297	1,510	247	2,046	9,961	10,049	73,130	3,325	62,563			
Lanai	178	185	362	260	83	85	4	105	537	350	3,325	3,611	82,385			
Kauai	151	118	270	198	138	59	23	38	456	326	3,611	3,611	881,571			
Big Island	2,242	1,205	3,447	2,674	610	541	71	759	4,655	3,255	35,261	38,724	927,037			
...Hilo	2,795	1,580	4,374	3,193	828	775	166	1,182	6,144	3,858	38,724	12,996	292,847			
...Kona	958	533	1,491	1,263	332	239	44	419	2,296	1,362	12,996	33,265	809,424			
2,327	1,310	3,637	2,640	686	142	655	142	968	5,091	3,217	182,189	4,014,140				
STATE	26,332	14,587	40,919	21,324	4,652	5,449	873	5,726	38,023	21,379	182,189	4,014,140	2,379,283			
Maui	43,350	21,690	65,040	7,343	13,445	12,759	4,480	30,011	68,039	NA	72,440	46,698	518,779			
Molokai	2,201	3,867	6,068	1,862	4,376	4,272	1,421	7,231	19,161	NA	46,698	2,146	12,682			
Lanai	0	0	0	100	215	217	11	1,102	1,645	NA	2,146	2,327	15,048			
Kauai	0	0	0	66	406	162	86	831	1,550	NA	2,327	22,459	196,828			
Big Island	3,441	1,882	5,323	1,126	2,018	1,507	454	1,342	6,448	NA	22,459	24,733	413,731			
...Hilo	1,545	832	2,377	1,237	2,778	2,210	950	5,702	12,878	NA	24,733	21,245	121,087			
...Kona	1,545	832	2,377	1,029	2,336	1,895	794	2,252	8,307	NA	21,245	8,306	328,569			
1,559	818	2,377	468	1,054	646	310	4,338	6,815	76,457	NA	8,306	116,223	2,581,650			
STATE	43,416	22,781	66,197	8,539	16,364	15,428	5,303	30,823	76,457	NA	116,223	2,581,650	2,581,650			

NA: Not available.
Source: DBEDT

VISITOR EXPENDITURES BY CATEGORY

1999 ANNUAL VISITOR RESEARCH REPORT

VISITOR EXPENDITURES BY CATEGORY

Although total visitor arrivals and visitor days increased in 1999, total visitor expenditures in the State remained about the same at \$10.3 billion for the year. Due to some changes in methodology, the 1999 categories of entertainment, transportation and “all other” spending are not comparable to 1998 data (see footnote on TABLE 49). For categories that are comparable, declines occurred in food and shopping with the others showing some increases.

Lodging showed a 1.8 percent increase. This increase was consistent with slight increases in both the average hotel occupancy rate and the average daily room rate in 1999. Excluding supplemental business spending, lodging accounted for a little more than 30 percent of the total expenditures of visitors.

The overall declines in the food and shopping categories were very modest. However, there was a significant decline in the fashion component of shopping that can partly be attributed to the Japan market.

Visitor Spending Patterns by Major MMAs

Domestic U.S. West. Spending per day for Domestic U.S. West visitors (\$140) declined slightly between 1998 and 1999. The composition of spending shifted noticeably however, with more money allocated to food and shopping and less spent on lodging. Lodging accounted for about one-third of the expenditures of these visitors and shopping about 16 percent. Domestic U.S. West visitors spent more on eating and drinking than on shopping.

Domestic U.S. East. Domestic U.S. East visitors spending per day (\$177) increased from 1998 with the composition of spending changing. In contrast to their counterparts from the western states, U.S. East visitors spent more on lodging in 1999 (up 12%). About 38 percent of daily per person spending by U.S. East visitors was on lodging. Shopping for fashion declined by nearly 15 percent to slightly more than \$20 per day.

International Japanese. International Japanese visitor spending fell by 12 percent in 1999 but was still a relatively high, \$230 per day. Declines occurred in most categories, but the drop was especially felt in shopping, which makes up more than a third of daily expenditures by this market. Despite the drop in shopping expenditures, the Japanese spent roughly three times as much per day shopping than visitors from the U.S. Japanese daily visitor spending on lodging put that market between the amounts spent by the U.S. West and U.S. East markets. Total per day spending on food for Japanese visitors was similar to the other two major MMAs.

Technical Notes

It must be noted that total lodging expenditures from the visitor surveys are higher than total revenues based on the transient accommodations tax. The lodging expenditures reported by visitors include taxes and tips, and may also include other purchases at the hotel. They also included payments for short-term rent of apartments and houses that may not be covered by the TAT. Timeshare visitors, who do not purchase lodging, were most likely included in condominium visitors, which may slightly overstate total lodging expenditures. Surveys in 2000 included timeshare as an option and should address this overstatement in the future. For both 1999 and 1998, total expenditures take into account the 16 percent of domestic and 9 percent of international visitors who did not stay at hotels during their vacation in Hawaii.

Due to a methodological change in 1999, some of the data are not comparable across categories between 1999 and 1998. In particular, tour packages purchased in Hawaii were not allocated across categories and now appear in the miscellaneous category. Thus the miscellaneous category is relatively high in 1999 as compared to 1998 while other categories, including entertainment and transportation are relatively low. This change is significantly more important in Japanese expenditures where tours are more widely used. Also, subcategories in shopping may have been affected by the inclusion of an "Other Shopping" subcategory in 1999.

TABLE 49: Visitor Expenditures by Category: 1999 vs. 1998
(in millions of dollars)

Expenditure Type	1999 ^{2/}	1998 ^{2/}	% change
GRAND TOTAL	10,279.70	10,309.2	-0.3%
Total Food & Beverage	1,909.8	1,976.5	-3.4%
Food at restaurant	1,235.7	1,205.3	2.5%
Dinner shows	NA	214.4	NA
Dinner or lunch cruise	NA	186.5	NA
Night clubs/bars	NA	88.3	NA
Groceries	NA	282.0	NA
Total Entertainment ^{1/}	642.3	868.4	NC
Attractions	358.2	529.0	NC
Sports	201.0	240.1	NC
Other entertainment	83.1	99.2	NC
Total Transportation ^{1/}	962.5	1,282.0	NC
Inter-island travel	251.0	341.7	NC
Ground transportation	135.4	353.2	NC
Rental vehicles	442.4	383.4	NC
Gasoline	NA	45.8	NA
Parking expense	NA	26.6	NA
Sightseeing tours	NA	131.3	NA
Total Shopping	2,291.4	2,306.3	-0.6%
Total Fashion	1,427.3	1,800.9	-20.7%
Clothing	642.1	788.1	-18.5%
Jewelry and watches	365.8	398.7	-8.3%
Cosmetics and perfumes	70.1	107.4	-34.7%
Leather goods	171.9	370.9	-53.6%
Other fashion items	NA	135.7	NA
Total Agriculture	137.5	153.1	-10.2%
For use in Hawaii	NA	25.7	NA
To bring home	NA	41.2	NA
As gifts for others	NA	86.2	NA
Total Souvenirs	475.2	352.4	34.8%
Total Other shopping	251.5	NA	NA
Total Communications	40.7	37.2	9.6%
Total Personal Services	84.4	73.3	15.2%
Beauty/barber/laundry, etc.	30.4	20.2	50.0%
Sundries/drugs/tips	54.0	53.0	1.9%
Total Lodging	3,093.5	3,037.7	1.8%
All Other/Miscellaneous ^{1/}	819.4	329.0	NC
Supplemental Business Spending	435.7	398.9	9.2%

NC: Not comparable.

1/ Prior to 1999, the value of inter-island tour packages purchased in Hawaii by international visitors was reallocated, mainly to entertainment and transportation. Due to methodological considerations the value of these packages has not been reallocated at this time for 1999 and rather is contained in the "ALL Other/Miscellaneous" category. For this reason the affected categories are not comparable between these two years.

2/ NA (Not applicable) Reflects a change in the questionnaire for 1999.

Source: DBEDT

**TABLE 50: Domestic U.S. West Personal Daily Spending by Category:
1999 vs. 1998 (in dollars)**

Expenditure Type	1999	1998	% change
GRAND TOTAL	139.8	140.4	-0.4%
Total Food & Beverage	32.3	29.4	10.1%
Food at restaurant	19.8	18.0	10.6%
Dinner shows and cruises	6.0	4.9	22.3%
Dinner shows	3.7	2.9	24.3%
Dinner or lunch cruise	2.4	2.0	19.4%
Night club/bars	2.0	1.3	52.3%
Groceries	4.4	5.2	-14.2%
Total Entertainment	10.7	12.4	-13.6%
Attractions	6.6	7.0	-4.9%
Sports	3.4	4.3	-20.6%
Other entertainment	0.7	1.1	-41.2%
Total Transportation	15.4	21.1	-27.3%
Interisland travel	3.8	5.3	-27.5%
Ground transportation	7.7	6.2	23.8%
Rental vehicles	2.2	8.2	-73.3%
Gasoline	1.0	1.0	-3.5%
Parking expense	0.7	0.5	51.5%
Total Shopping Expenditures	22.5	18.9	19.0%
Total Fashion	15.5	12.4	25.0%
Fashion and clothing	8.7	7.2	20.6%
Clothing (casual)	7.2	6.3	15.0%
Clothing (designer wear)	1.5	0.9	58.8%
Jewelry and watches	4.8	3.3	43.4%
Cosmetics and perfumes	0.2	0.2	4.2%
Leather goods	0.2	0.4	-47.5%
Other fashion items	1.6	1.2	26.6%
Total Agriculture	1.8	1.9	-1.7%
For use in Hawaii	0.4	0.3	26.5%
To bring home	0.5	0.6	-19.8%
As gifts for others	0.9	0.9	0.1%
Total Souvenirs	5.2	4.7	11.4%
Total Communications	0.6	0.5	20.2%
Total Personal Services	1.6	1.1	39.2%
Beauty/barber/laundry, etc.	0.4	0.4	-1.3%
Sundries/drugs/tips	1.1	0.7	64.6%
Total Lodging ^{1/}	46.6	52.8	-11.6%
Tour pak not allocated/Miscellaneous	10.1	4.1	143.8%

1/ This category only applies to visitors staying in hotels and condominiums.

Source: DBEDT

**TABLE 51: Domestic U.S. East Personal Daily Spending by Category:
1999 vs. 1998 (in dollars)**

Expenditure Type	1999	1998	% change
GRAND TOTAL	176.8	175.5	0.8%
Total Food & Beverage	36.4	35.5	2.5%
Food at restaurant	22.8	21.9	4.1%
Dinner shows and cruises	7.4	7.6	-2.7%
Dinner shows	4.2	3.9	5.2%
Dinner or lunch cruise	3.2	3.7	-11.3%
Night club/bars	2.5	2.1	17.5%
Groceries	3.7	3.9	-4.7%
Total Entertainment	13.9	15.7	-11.2%
Attractions	7.8	9.2	-15.3%
Sports	5.5	5.1	7.6%
Other entertainment	0.7	1.5	-51.1%
Total Transportation	18.2	21.9	-16.7%
Interisland travel	4.6	5.6	-17.0%
Ground transportation	9.2	6.4	43.1%
Rental vehicles	2.5	8.0	-69.2%
Gasoline	1.0	1.1	-9.2%
Parking expense	0.9	0.8	22.2%
Total Shopping Expenditures	28.7	31.7	-9.7%
Total Fashion	20.3	23.8	-14.6%
Fashion and clothing	11.7	14.9	-21.6%
Clothing (casual)	9.7	13.1	-25.7%
Clothing (designer wear)	2.0	1.9	7.1%
Jewelry and watches	6.2	6.1	0.6%
Cosmetics and perfumes	0.3	0.3	8.1%
Leather goods	0.5	0.9	-40.6%
Other fashion items	1.6	1.5	2.9%
Total Agriculture	2.0	1.8	10.9%
For use in Hawaii	0.3	0.3	-19.9%
To bring home	0.7	0.6	21.6%
As gifts for others	1.0	0.9	16.0%
Total Souvenirs	6.4	6.2	3.6%
Total Communications	1.1	0.7	55.5%
Total Personal Services	2.0	1.3	47.9%
Beauty/barber/laundry, etc.	0.9	0.4	152.6%
Sundries/drugs/tips	1.0	1.0	7.3%
Total Lodging ^{1/}	66.1	59.1	11.8%
Tour pak not allocated/Miscellaneous	10.4	9.5	9.6%

1/ This category only applies to visitors staying in hotels and condominiums.

Source: DBEDT

**TABLE 52: International Japanese Personal Daily Spending by Category:
1999 vs. 1998 (in dollars)**

Expenditure Type	1999 ^{3/}	1998 ^{3/}	% change
GRAND TOTAL	229.9	261.0	-11.9%
Total Food & Beverage	34.1	42.8	-20.4%
Food at restaurant	14.2	26.7	-46.7%
Dinner shows and cruises	9.1	9.4	-2.6%
Dinner shows	NA	4.2	NA
Dinner or lunch cruise	NA	5.1	NA
Night club/bars	NA	0.8	NA
Groceries	3.8	6.0	-37.2%
Other food expenditures	7.0	NA	NA
Total Entertainment ^{1/}	4.4	18.1	NC
Attractions	1.4	10.8	NC
Sports	0.7	4.2	NC
Other entertainment	2.3	3.1	NC
Total Transportation ^{1/}	9.8	25.0	NC
Interisland travel	4.9	7.8	NC
Ground transportation	1.9	14.2	NC
Rental vehicles	2.1	2.8	NC
Gasoline	0.4	0.2	NC
Parking expense	NA	0.1	NA
Other transportation expenditures	0.6	NA	NA
Total Shopping Expenditures	83.2	98.7	-15.7%
Total Fashion ^{2/}	49.1	83.0	-40.9%
Fashion and clothing	21.1	26.3	-19.5%
Clothing (casual)	NA	17.0	NA
Clothing (designer wear)	NA	9.3	NA
Jewelry and watches	9.1	15.2	-40.2%
Cosmetics and perfumes	4.5	7.6	-41.2%
Leather goods	14.4	27.9	-48.6%
Other fashion items	NA	6.0	NA
Total Agriculture	2.7	5.9	-54.1%
For use in Hawaii	NA	0.8	NA
To bring home	NA	1.1	NA
As gifts for others	NA	4.0	NA
Other shopping ^{2/}	15.9	NA	NA
Total Souvenirs	15.5	9.7	59.7%
Total Communications	NA	0.6	NA
Total Personal Services	NA	1.7	NA
Beauty/barber/laundry, etc.	NA	0.2	NA
Sundries/drugs/tips	NA	1.4	NA
Total Lodging	60.3	66.3	-9.0%
Tour pak not allocated/Miscellaneous ^{1/}	38.2	7.9	385.4%

NC: Not comparable.

1/ See footnote on Table 49.

2/ Some of the differences may be due to changes in the questionnaire in 1999.

3/ NA (Not applicable) Reflects a change in the questionnaire for 1999.

Source: DBEDT

VISITOR PLANT INVENTORY

1999 ANNUAL VISITOR RESEARCH REPORT

TABLE 53: 1999 Visitor Plant Inventory - Existing Inventory by Island and Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	% CHANGE FROM 1998
OAHU	APARTMENT/ HOTEL	16	652	
	BED & BREAKFAST	14	35	
	CONDOMINIUM HOTEL	31	3,905	
	HOSTEL	5	209	
	HOTEL	78	30,641	
	INDIVIDUAL VACATION UNIT	35	167	
	OTHER	15	252	
	TOTAL	194	35,861	-1.0%
HAWAII	BED & BREAKFAST	43	154	
	CONDOMINIUM HOTEL	31	2,075	
	HOSTEL	2	7	
	HOTEL	32	7,045	
	INDIVIDUAL VACATION UNIT	31	331	
	OTHER	13	203	
	TOTAL	152	9,815	1.7%
KAUAI	BED & BREAKFAST	30	105	
	CONDOMINIUM HOTEL	40	3,001	
	HOSTEL	1	40	
	HOTEL	15	3,364	
	INDIVIDUAL VACATION UNIT	133	304	
	OTHER	19	58	
	TOTAL	238	6,872	-1.4%
MAUI	APARTMENT/ HOTEL	5	58	
	BED & BREAKFAST	27	125	
	CONDOMINIUM HOTEL	105	7,991	
	HOSTEL	2	44	
	HOTEL	27	8,583	
	INDIVIDUAL VACATION UNIT	47	327	
	OTHER	18	554	
	TOTAL	231	17,682	-0.2%
MOLOKAI	BED & BREAKFAST	1	1	
	CONDOMINIUM HOTEL	5	231	
	HOTEL	3	222	
	OTHER	2	104	
	TOTAL	11	558	-2.1%
LANAI	BED & BREAKFAST	1	3	
	HOTEL	3	363	
	INDIVIDUAL VACATION UNIT	2	3	
	TOTAL	6	369	0.0%
STATE TOTAL		832	71,157	-0.5%

Source: DBEDT

TABLE 54: 1999 Visitor Plant Inventory - Class of Units by Island

ISLAND	CLASS	AVAILABLE UNITS	PERCENT	NUMBER RESPONDING
OAHU	BUDGET (UP TO \$100)	9,896	28.1%	
	STANDARD (\$101 TO \$250)	17,280	49.0%	
	DELUXE (\$251 TO \$500)	7,295	20.7%	
	LUXURY (OVER \$500/NIGHT)	772	2.2%	
	TOTAL	35,243	100.0%	180
HAWAII	BUDGET (UP TO \$100)	1,971	20.2%	
	STANDARD (\$101 TO \$250)	4,169	42.7%	
	DELUXE (\$251 TO \$500)	2,974	30.4%	
	LUXURY (OVER \$500/NIGHT)	660	6.8%	
	TOTAL	9,774	100.0%	141
KAUAI	BUDGET (UP TO \$100)	1,202	17.8%	
	STANDARD (\$101 TO \$250)	3,001	44.5%	
	DELUXE (\$251 TO \$500)	2,348	34.8%	
	LUXURY (OVER \$500/NIGHT)	188	2.8%	
	TOTAL	6,740	100.0%	130
MAUI	BUDGET (UP TO \$100)	3,315	19.0%	
	STANDARD (\$101 TO \$250)	6,578	37.6%	
	DELUXE (\$251 TO \$500)	6,556	37.5%	
	LUXURY (OVER \$500/NIGHT)	1,023	5.9%	
	TOTAL	17,473	100.0%	208
MOLOKAI	BUDGET (UP TO \$100)	122	27.9%	
	STANDARD (\$101 TO \$250)	212	48.4%	
	DELUXE (\$251 TO \$500)	104	23.7%	
	LUXURY (OVER \$500/NIGHT)	0	0.0%	
	TOTAL	438	100.0%	10
LANAI	BUDGET (UP TO \$100)	12	3.3%	
	STANDARD (\$101 TO \$250)	5	1.4%	
	DELUXE (\$251 TO \$500)	174	47.2%	
	LUXURY (OVER \$500/NIGHT)	178	48.2%	
	TOTAL	369	100.0%	6
STATE TOTAL		70,037		675

NOTE: Based on 675 properties for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total due to rounding error.

Source: DBEDT

TABLE 55: Visitor Plant Inventory - Available Units by County

YEAR	STATE TOTAL	OAHU		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

NA: Not available.

*No survey was conducted in 1995.

Source: DBEDT and Hawaii Visitors & Convention Bureau

HOTEL OCCUPANCY AND CRUISE SHIP DATA

1999 ANNUAL VISITOR RESEARCH REPORT

DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
S T A T E O F H A W A I I

TABLE 56: State Hotel Occupancy Rate: 1999 vs. 1998

State	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change ^{1/}	1999	1998	% Change	1999	1998	% Change
January	71.8	74.0	-2.2	133.43	135.36	-1.4	95.80	100.17	-4.4
February	83.2	82.6	0.6	134.55	136.21	-1.2	111.95	112.51	-0.5
March	76.0	75.6	0.4	134.55	135.98	-1.1	102.26	102.80	-0.5
April	68.8	70.4	-1.6	132.17	131.06	0.8	90.93	92.27	-1.4
May	65.1	66.6	-1.5	125.37	123.01	1.9	81.62	81.92	-0.4
June	69.1	69.1	0.0	125.96	124.16	1.4	87.04	85.79	1.4
July	74.9	73.5	1.4	130.31	126.29	3.2	97.60	92.82	5.1
August	77.1	75.2	1.9	134.44	131.62	2.1	103.65	98.98	4.7
September	72.9	69.9	3.0	123.28	119.95	2.8	89.87	83.85	7.2
October ^{2/}	73.7	71.2	2.5	126.90	121.74	4.2	93.53	86.68	7.9
November ^{2/}	71.9	67.3	4.6	124.31	120.93	2.8	89.38	81.39	9.8
December ^{2/}	61.1	63.4	-2.3	152.64	140.56	8.6	93.26	89.12	4.7
TOTAL	72.1	71.6	0.6	131.49	128.91	2.0	94.85	92.25	2.8

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 57: Oahu Hotel Occupancy Rate: 1999 vs. 1998

Oahu	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change ^{1/}	1999	1998	% Change	1999	1998	% Change
January	71.9	76.9	-5.0	111.40	121.88	-8.6	80.10	93.73	-14.5
February	82.6	84.6	-2.0	108.62	119.99	-9.5	89.72	101.51	-11.6
March	73.1	73.3	-0.2	105.70	114.98	-8.1	77.27	84.28	-8.3
April	66.7	69.0	-2.3	106.62	110.69	-3.7	71.12	76.38	-6.9
May	64.5	66.8	-2.3	106.39	107.20	-0.8	68.62	71.61	-4.2
June	69.1	69.8	-0.7	105.09	108.65	-3.3	72.62	75.84	-4.2
July	73.8	75.5	-1.7	106.10	109.86	-3.4	78.30	82.94	-5.6
August	75.2	74.7	0.5	112.24	115.37	-2.7	84.40	86.18	-2.1
September	74.2	72.0	2.2	105.23	105.63	-0.4	78.08	76.05	2.7
October ^{2/}	72.4	68.8	3.6	109.15	107.02	2.0	79.02	73.63	7.3
November ^{2/}	73.1	69.6	3.5	104.69	103.71	0.9	76.53	72.18	6.0
December ^{2/}	65.2	67.4	-2.2	118.63	114.38	3.7	77.35	77.09	0.3
TOTAL	71.8	72.4	-0.6	108.32	111.61	-2.9	77.79	80.77	-3.7

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 58: Maui Hotel Occupancy Rate: 1999 vs. 1998

Maui	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change ^{1/}	1999	1998	% Change	1999	1998	% Change
January	76.2	72.3	3.9	160.97	157.13	2.4	122.66	113.60	8.0
February	89.6	81.8	7.8	169.77	168.26	0.9	152.11	137.64	10.5
March	87.2	82.1	5.1	167.78	169.52	-1.0	146.30	139.18	5.1
April	78.3	76.8	1.5	161.58	163.65	-1.3	126.52	125.68	0.7
May	70.5	67.5	3.0	146.08	146.00	0.1	102.99	98.55	4.5
June	73.5	71.8	1.7	153.31	150.58	1.8	112.68	108.12	4.2
July	80.4	71.4	9.0	161.91	152.60	6.1	130.18	108.96	19.5
August	83.1	77.0	6.1	162.72	159.31	2.1	135.22	122.67	10.2
September	73.2	69.1	4.1	144.53	143.91	0.4	105.80	99.44	6.4
October ^{2/}	80.0	76.4	3.6	149.14	140.70	6.0	119.31	107.49	11.0
November ^{2/}	75.0	69.0	6.0	149.66	144.28	3.7	112.25	99.55	12.7
December ^{2/}	61.3	64.6	-3.3	197.24	170.11	15.9	120.91	109.89	10.0
TOTAL	77.4	73.3	4.0	160.39	155.50	3.1	124.08	114.01	8.8

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 59: Kauai Hotel Occupancy Rate: 1999 vs. 1998

Kauai	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change 1/	1999	1998	% Change	1999	1998	% Change
January	60.0	56.7	3.3	146.27	134.39	8.8	87.76	76.20	15.2
February	74.4	67.7	6.7	149.66	136.07	10.0	111.35	92.12	20.9
March	75.2	69.3	5.9	144.99	136.78	6.0	109.03	94.79	15.0
April	69.8	68.1	1.7	146.54	135.30	8.3	102.28	92.14	11.0
May	69.8	60.4	9.4	140.14	131.65	6.4	97.82	79.52	23.0
June	68.2	68.5	-0.3	141.22	135.00	4.6	96.31	92.48	4.1
July	77.9	70.3	7.6	143.38	138.54	3.5	111.69	97.39	14.7
August	77.1	74.1	3.0	138.84	144.37	-3.8	107.05	106.98	0.1
September	74.2	65.6	8.6	139.56	135.96	2.6	103.55	89.19	16.1
October ^{2/}	75.4	71.4	4.0	140.81	138.37	1.8	106.17	98.80	7.5
November ^{2/}	68.0	63.5	4.5	139.68	133.86	4.3	94.98	85.00	11.7
December ^{2/}	53.8	53.2	0.6	168.34	157.68	6.8	90.57	83.89	8.0
TOTAL	70.3	65.7	4.6	144.95	138.16	4.9	101.93	90.82	12.2

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 60: Hawaii (Big Island) Hotel Occupancy Rate: 1999 vs. 1998

Big Island	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	1999	1998	% Change 1/	1999	1998	% Change	1999	1998	% Change
January	73.0	76.6	-3.6	158.61	147.40	7.6	115.79	112.91	2.5
February	81.3	85.5	-4.2	158.06	146.30	8.0	128.50	125.09	2.7
March	68.9	78.2	-9.3	170.32	155.53	9.5	117.35	121.62	-3.5
April	60.1	66.6	-6.5	161.81	150.11	7.8	97.25	99.97	-2.7
May	54.3	68.4	-14.1	151.63	141.45	7.2	82.34	96.75	-14.9
June	61.7	62.5	-0.8	148.62	134.46	10.5	91.70	84.04	9.1
July	67.4	70.8	-3.4	157.98	143.50	10.1	106.48	101.60	4.8
August	73.7	74.9	-1.2	165.48	137.37	20.5	121.96	102.89	18.5
September	65.8	66.4	-0.6	148.30	124.67	19.0	97.58	82.78	17.9
October ^{2/}	67.0	71.3	-4.3	143.26	128.72	11.3	95.98	91.78	4.6
November ^{2/}	64.6	59.2	5.4	146.82	141.32	3.9	94.85	83.66	13.4
December ^{2/}	51.2	54.5	-3.3	212.93	190.44	11.8	109.02	103.79	5.0
TOTAL	65.8	69.6	-3.8	160.32	145.11	10.5	105.41	100.96	4.4

1/ Change represents absolute change in rates rather than percentage change in rates.

2/ Data for these months are preliminary.

Source: Smith Travel Research, PricewaterhouseCoopers L.L.P., and Hospitality Advisors L.L.C.

TABLE 61: 1999 Visitor Arrivals by Cruise Ships

1999	STATE	OAHU	MAUI	KAUAI	BIG ISLAND	# OF SHIP ARRIVALS ^{1/}	AVERAGE LENGTH OF STAY	TOTAL VISITOR DAYS
January	4,662	4,650	6,130	2,277	4,465	8	2.50	11,655
February	2,652	2,652	1,414	1,414	1,414	2	6.50	17,238
March	3,580	3,580	1,532	1,785	1,806	4	3.50	12,530
April	10,669	8,738	8,342	8,342	10,273	8	8.25	88,019
May	1,601	3,511	3,442	6,408	1,201	3	3.33	5,337
June	0	0	0	0	0	0	0.00	0
July	338	338	338	317	317	1	7.00	2,366
August	0	0	0	0	0	0	0.00	0
September	5,546	1,984	3,655	3,655	5,546	3	10.70	59,342
October	10,972	12,828	11,353	11,387	9,219	7	7.70	84,484
November	2,397	4,097	4,459	1,176	4,470	2	5.00	11,985
December	2,338	2,338	1,175	2,334	3,508	3	4.67	10,911
TOTAL	44,755	44,716	41,840	39,095	42,219	41	6.79	303,867

1/ Some ships came multiple times.

Note: a. Maui and Kauai numbers are DBEDT estimates based on ship schedule and passenger counts for Honolulu Harbor and Hilo Harbor.

b. If a ship came at the end of the month, passenger count is included in the state figure for the month. Island visitation may be counted in the following month.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

TABLE 62: 1998 Visitor Arrivals by Cruise Ships

1998	STATE	OAHU	MAUI	KAUAI	BIG ISLAND	# OF SHIP ARRIVALS ^{1/}	AVERAGE LENGTH OF STAY	TOTAL VISITOR DAYS
January	3,422	3,422	0	2,822	1,992	5	3.04	10,411
February	1,674	1,674	0	1,674	0	1	2.00	3,348
March	1,765	1,765	0	463	463	3	2.67	4,707
April	6,374	4,713	4,645	4,717	6,379	6	6.17	39,306
May	2,865	4,531	5,005	6,999	6,507	5	6.40	18,336
June	375	375	0	0	375	1	2.00	750
July	0	0	0	0	0	0	0.00	0
August	0	0	0	0	0	0	0.00	0
September	5,687	5,687	5,687	5,687	5,099	6	6.20	35,259
October	8,879	8,879	8,879	7,395	8,879	8	7.40	65,705
November	5,175	5,123	5,156	5,123	5,175	5	5.20	26,910
December	4,726	3,905	3,721	4,726	5,439	6	6.83	32,294
TOTAL	40,942	40,074	33,093	39,606	40,308	46	5.79	237,027

1/ Some ships came multiple times.

Note: a. Maui and Kauai numbers are DBEDT estimates based on ship schedule and passenger counts for Honolulu Harbor and Hilo Harbor.

b. If a ship came at the end of the month, passenger count is included in the state figure for the month. Island visitation may be counted in the following month.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

APPENDIX

1999 ANNUAL VISITOR RESEARCH REPORT

SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report come from ten sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the U.S. Immigration and Naturalization Service (INS),
3. International visitor counts by visa type from the INS, Honolulu office,
4. U.S. Customs declaration forms,
5. An International Intercept Survey at the Honolulu International Airport,
6. A Domestic in-flight survey of passengers on flights originating in the Mainland U.S.,
7. Honolulu International Airport billing records,
8. A Visitor Expenditure Survey for domestic visitors,
9. Honolulu and Hilo Harbor cruise ship passenger counts, and
10. A Visitor Plant Inventory survey (refer to DBEDT's 1999 Visitor Plant Inventory Report).

Act 156 of the 1998 Hawaii State Legislature created the Hawaii Tourism Authority (HTA) and reassigned the responsibility for compiling and maintaining official visitor statistics to the Department of Business, Economic Development, and Tourism (DBEDT). The HTA's draft strategic plan formulated a new marketing strategy based on ten Major Marketing Areas (MMAs). The more targeted approach to marketing required changes in the visitor research program. Additionally, new sources of data allowed for further refinements.

The most visible change in the visitor data for most Users has been a switch from compiling visitor arrivals and related characteristics on an Eastbound/Westbound direction-of-travel basis to a Domestic/International point-of-origin basis. This switch was made necessary by the adoption of INS data as the primary source of information on foreign arrivals. Additionally, new data sources provide more reliable estimates of the newly established MMAs, returning U.S. residents and Canadian visitors. All attempts have been made to make data comparable across years.

Airline Passenger Counts

Every airline (both chartered and scheduled) reports passenger counts each month to DBEDT. Those passenger counts provide the total number of arriving passengers. Visitor counts are derived by subtracting the estimated in-transit passengers, returning Hawaii residents, and intended residents as measured by the U.S. Customs Declaration Forms and domestic in-flight surveys.

U.S. INS, Washington, D.C.

Monthly reports from the Washington, D.C. offices of the U.S. Immigration and Naturalization Service, provide counts of international visitors to Hawaii by their country of residence. The reports also identify those simply passing through Hawaii. Canadian and U.S. residents are not included in these counts.

U.S. INS, Honolulu

Monthly reports from the INS Honolulu office provide counts of Canadian visitors and U.S. citizens coming on flights from international cities.

U.S. Customs Declaration Forms

All Customs Declaration Forms are systematically pulled for 10 days in each month to determine the number of returning Hawaii residents on international flights. The forms are also used to determine the city of residence of those living on the U.S. mainland. (This survey does not collect names or addresses or other personally identifying information.)

International Intercept Survey

The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport. In 1999, a total of 40,885 such surveys were completed and processed.

Domestic Survey

The domestic survey form is on the reverse side of the Hawaii State Department of Agriculture's mandatory declaration form. The dual-sided form is distributed to passengers on all flights from the mainland U.S. to Hawaii every day of the year. Hawaii-bound air carriers from the U.S. mainland reported carrying 5,088,781 passengers in 1999, excluding in-transit passengers who are only in Hawaii for a few hours. In 1999, there were 1,523,268 usable forms collected and processed. Each form represented an average party of 2.1 visitors, for a total of 3,198,863 surveyed passengers, which accounted for 62.9 percent of total passengers. The characteristics of respondents were attributed to non-respondents as well. All Usable forms were optically scanned and tabulated to produce the results presented here.

Honolulu International Airport Billing Records

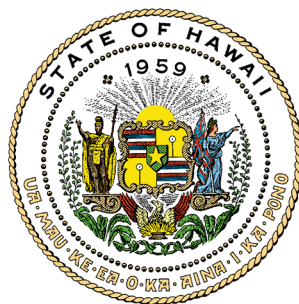
The billings records show the number of passengers on flights from Canada who were pre-cleared in Canada and not included in the INS, Honolulu reports.

Domestic Visitor Expenditure Survey

Approximately 2,000 surveys a month are sent to the place of accommodation of domestic visitors to obtain daily expenditure patterns. Only visitors who stay at least four days are selected. In the past, the survey was sent to hotels and condominiums only. Beginning in 1999, the survey was sent to all types of accommodations. In 1999, there were 3,088 Usable forms collected and processed.

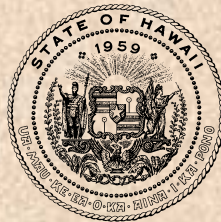
Honolulu and Hilo Harbor Cruise Passenger Counts

All cruise ships entering Honolulu Harbor and Hilo Harbor report passenger counts to the Department of Transportation, Harbors Division. DBEDT estimates counts for Maui and Kauai based on this information. The DBEDT numbers specifically look at the number of passengers arriving in the state on cruise ships. Visitors flying to Hawaii and then boarding the cruise vessel are captured in the surveys of air passengers.



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