

# HAWAII TOURISM

AUTHORITY



2016 Annual Visitor  
Research Report

## ABOUT THIS REPORT

The 2016 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2016 and a comprehensive comparison with 2015 visitor data. Included in this report are characteristics and expenditures data from visitors who came to Hawai'i by air or by cruise ships. Visitor statistics are categorized by Hawai'i's Major Market Areas (MMA), by select countries, purpose of trip, accommodation type, first-time or repeat visitor status and by island. Statistics about visitor room inventory, hotel occupancy, room rates and air seat capacity are also included.

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. George Szigeti. This report was prepared by Jennifer Chun, Minh-Chau Chun and Lawrence Liu.

STR Inc. provided hotel occupancy and room rate statistics.

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To download this report, go to: [www.hawaiiitourismauthority.org/research/reports/annual-visitor-research](http://www.hawaiiitourismauthority.org/research/reports/annual-visitor-research) and click on [2016 Annual Research Report \[pdf\]](#).

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

2016 statistics presented in this report are the final numbers and reflect data from the National Travel and Tourism Office, actual air fares and updated reports from airlines and cruise ships.

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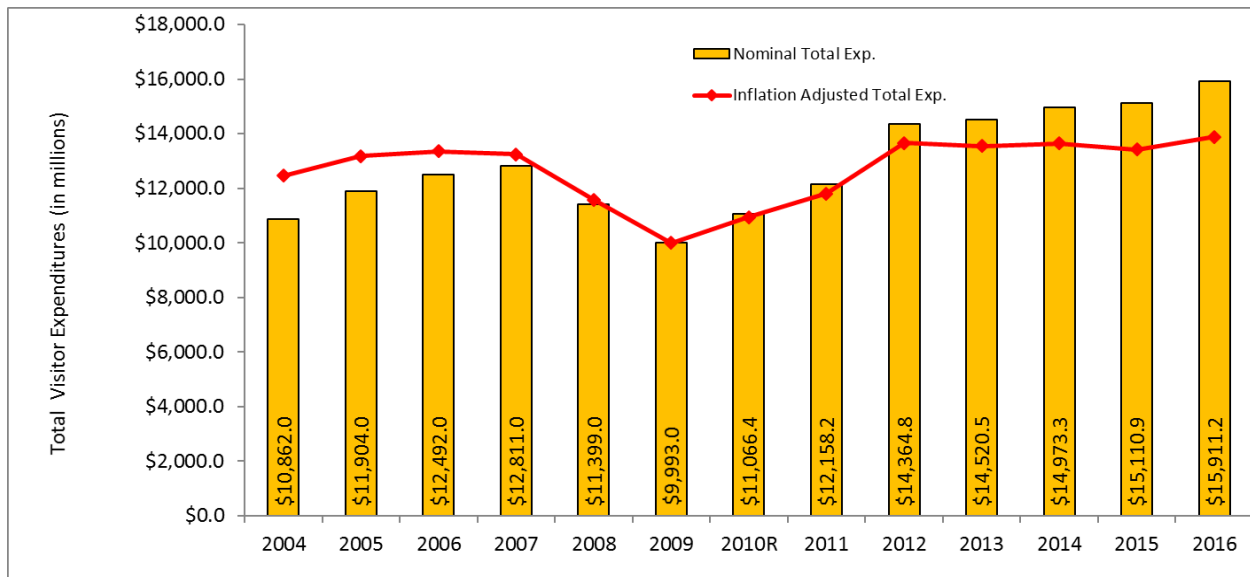
# SUMMARY OF 2016 VISITORS TO HAWAI'I

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## ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

Hawai'i's tourism industry achieved new records in total visitor spending and visitor arrivals in 2016, marking the fifth consecutive year of record growth in both categories. Total spending by visitors to the Hawaiian Islands increased 5.3 percent to a new high of \$15.91 billion. When adjusted for inflation, total visitor spending was up 3.5 percent from 2015 (Figure 1). A total of 8,934,277 visitors came by air or by cruise ships to the state, up 2.9 percent from the previous record of 8,679,564 visitors in 2015. Total visitor days rose 2 percent compared to last year. The average spending per day by these visitors (\$197 per person) was also higher than a year ago (\$191 per person).

**Figure 1: Total Visitor Spending: Nominal & Real  
2004 - 2016**



Note: Implicit price deflator (2009=100)

Source: 2016 State of Hawai'i Data Book Table 7.35.

Arrivals by airlines grew 3 percent to 8,821,802 visitors. Additionally, there were 112,475 visitors who came to the islands by cruise ships<sup>1</sup>, but this was down 3.5 percent from 2015, due to fewer out-of-state cruise ships that visited the islands (Table 89).

### Total Spending by Category:

- Lodging, the largest spending category by all visitors to Hawai'i, increased 6.1 percent to \$6.73 billion and comprised 42.3 percent of total visitor spending in 2016 (Table 69).
- Food and beverage, the second largest category, rose 6.4 percent to \$3.27 billion or 20.6 percent of total visitor spending.
- Shopping expenses of \$2.24 billion was up 1.5 percent from 2015.
- Spending on transportation (+11.4% to \$1.54 billion) and entertainment and recreation (+5.8% to \$1.41 billion) also increased from the previous year.
- Supplemental business spending of \$118.1 million was a decrease of 11.9 percent compared to 2015. These are additional business expenses spent locally on conventions and corporate meetings

<sup>1</sup> Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.



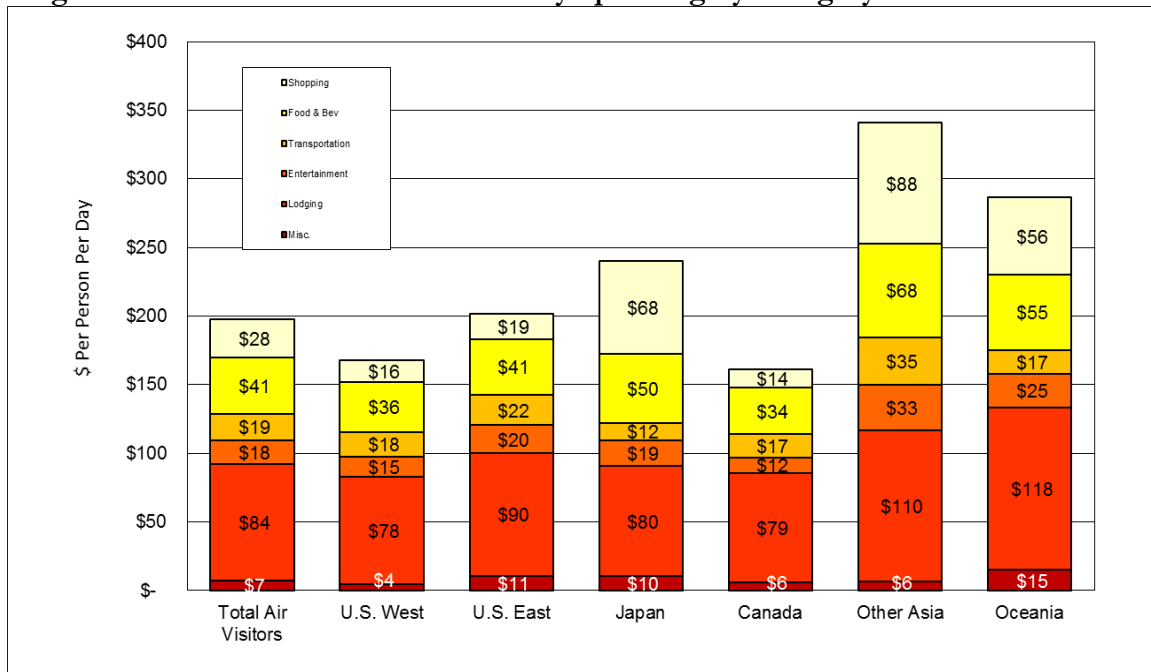
by out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

## VISITORS (ARRIVALS BY AIR)

Spending by air visitors to the islands rose 5.5 percent to \$15.75 billion in 2016, boosted by growth in arrivals (+3% to 8,821,802 visitors) and higher daily spending (+3.4% to \$198 per person) (Tables 1 and 70).

The average daily census showed that December was the busiest month for air visitors in 2016 (253,576 visitors per day) and in 2015 (248,617 visitors per day) (Table 7). The average party size was 2.20 visitors, similar to the previous year (Table 2).

**Figure 2: 2016 Air Visitor Personal Daily Spending by Category and Selected MMA**



- In 2016, air visitors spent more on lodging (\$84 per person per day), food and beverage (\$41), transportation (\$19) and entertainment and recreation (\$18) compared to the prior year. Daily spending on shopping (\$28) was similar to 2015 (Figure 2, Table 70).
- Lodging was the largest daily expense for most visitor markets except for Chinese visitors who spent more on shopping (Table 80).

# AIR VISITORS (BY MAJOR MARKET AREAS)

Figure 3: Four Largest Markets' Share of Total Visitor Spending 2007 - 2016

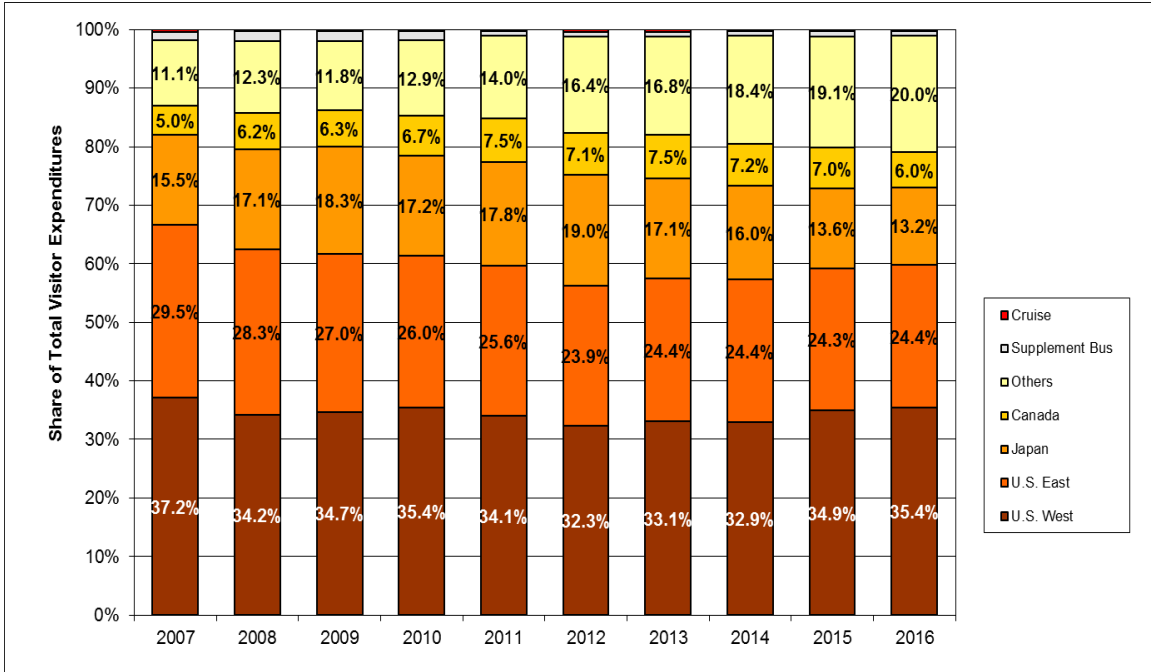
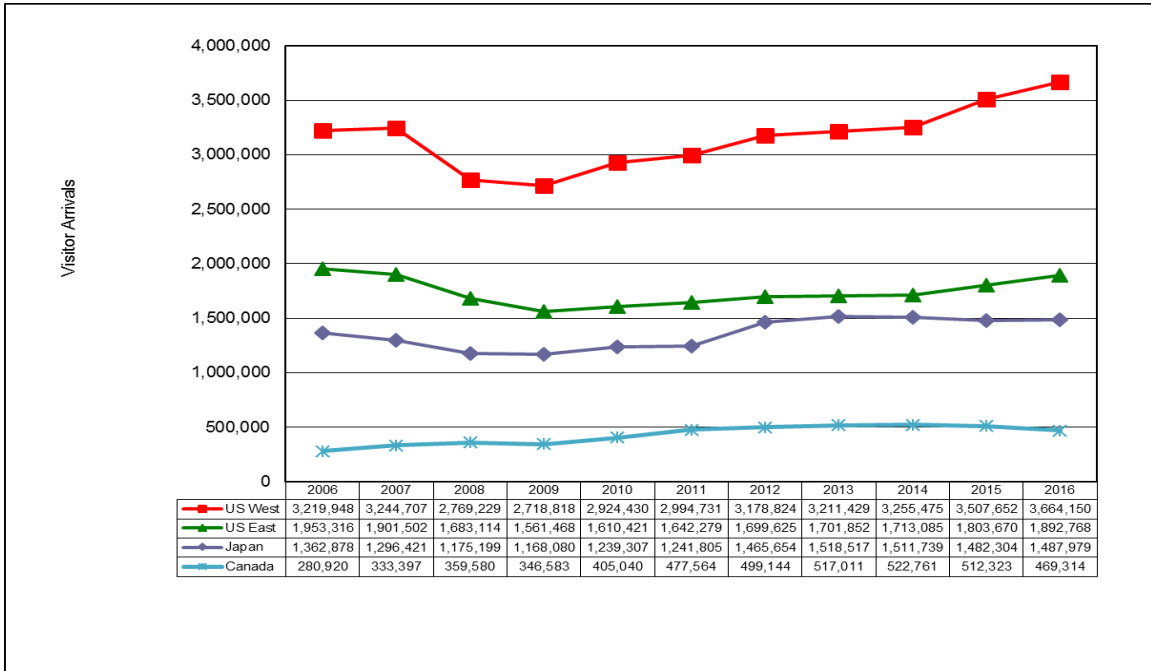


Figure 4: Visitor Arrivals from Four Largest Markets (by Air) 2006 - 2016



## U.S. WEST

Air seat capacity from the U.S. West increased 1.5 percent to 7,324,285 seats in 2016 and comprised 60.9 percent of total air seats to the Hawaiian Islands, up from 60.5 percent in 2015 (Table 94).

The U.S. West continued to be Hawai'i's largest market in terms of visitor spending, visitor days and visitor arrivals. In 2016, visitor spending rose 6.8 percent to \$5.63 billion. U.S. West air visitors' share of total visitor spending (35.4%) was up from 2015 (34.9%) (Figure 3, Tables 1).

- Daily spending increased to \$168 per person, from \$162 last year (Figure 2, Table 71).
- U.S. West visitors spent more on lodging (\$78), food and beverage (\$36), transportation (\$18), and entertainment and recreation (\$15) while shopping expenses (\$16) were similar to 2015.
- Arrivals grew 4.5 percent to 3,664,150 visitors and visitor days rose 3 percent from a year ago (Figure 4, Table 13).
- This market continued to have the highest percentage of repeat visitors (81%) among all the MMAs.
- True independent travelers comprised 81.4 percent of U.S. West visitors in 2016.
- O'ahu hosted 42.8 percent of U.S. West visitors, 35.9 percent went to Maui, 17.8 percent went to the island of Hawai'i and 16.9 percent went to Kaua'i. Arrivals to these four islands increased compared to 2015.
- These visitors stayed the longest on the island of Hawai'i (8.72 days), followed by Kaua'i (8.42 days) and Maui (8.41 days).
- Half (50.1%) of U.S. West visitors stayed in hotels, 21.2 percent stayed in condominiums, 12.1 percent stayed in timeshares, 11.9 percent stayed with friends or relatives and 10.2 percent stayed in rental homes. More U.S. West visitors stayed in rental homes (+7.4%) and hotels (+5.4%) but fewer stayed in timeshares (-1.1%) compared to last year.
- Eight out of ten U.S. West visitors in 2016 came to vacation (80.4%), 10.7 percent came to visit friends and relatives, 3.9 percent came for meetings, conventions and incentives (MCI) and 2.9 percent came to honeymoon. There were fewer U.S. West MCI visitors (-2.5%) compared to 2015.
- Over half (52.6%) of U.S. West visitors in 2016 were females. The largest age group was between 41 to 59 years old (26.7%), followed by 25 to 40 years old (23.7%) and those 60 years and older (19.6%) (Table 36).
- California, the largest single state contributor, saw a 5.5 percent growth in arrivals to 2,095,908 visitors. There were also more visitors from Washington (+4.1% 509,849 visitors), Oregon (+4.9% to 223,210 visitors), Arizona (+5.4% to 175,945 visitors) and Colorado (+3.9% 154,498 visitors) (Table 17) compared to 2015.
- In terms of average daily census, June was the busiest month for U.S. West visitors in 2016, followed by July and December.

## U.S. EAST

Air capacity from U.S. East dropped slightly (-0.5%) to 923,602 seats in 2016, and accounted for 7.7 percent of total air seats to Hawai'i (Table 94).

Spending by U.S. East visitors gained 5.8 percent from 2015 to \$3.89 billion. U.S. East's share of total visitor expenditures (24.4%) was up slightly from last year (24.3%). Daily spending by these visitors rose to \$202 per person, from \$198 in 2015 (Figure 3, Tables 1).

- Lodging expenses increased to \$90 per person in 2016 (Figure 2, Table 72).
- These visitors also spent more on food and beverage (\$41) and transportation (\$22), while their entertainment and recreation (\$20) and shopping (\$18) expenses were similar to the previous year.
- Arrivals and visitor days increased 4.9 percent and 3.8 percent, respectively. Of the 1,892,768 U.S. East visitors in 2016, 58.5 percent were repeat visitors to Hawai'i (Figure 3, Table 15).
- Over half of U.S. East visitors went to O'ahu (58.5%), 37 percent visited Maui, 22.1 percent visited the island of Hawai'i and 18.8 percent visited Kaua'i. All four larger islands experienced growth in U.S. East visitors compared to 2015.
- U.S. East visitors stayed the longest on Maui (7.93 days) followed by the island of Hawai'i (7.50 days) and O'ahu (7.14 days).
- Three out of four U.S. East visitors came to vacation (74.2%), 11.6 percent came to visit friends and relatives, 7.3 percent came for MCI purposes and 4.8 percent came to honeymoon. Fewer U.S. East visitors came for MCI purposes (-5.6%) compared to a year ago.
- In 2016, 77.8 percent of U.S. East visitors were true independent travelers, similar to last year (77.6%).
- The majority of U.S. East visitors stayed in hotels (61.1%), while some stayed in condominiums (14.6%), with friends or relatives (12.3%), in timeshares (10%) and in rental homes (9%). Usage of rental homes by U.S. East visitors rose 13.2 percent from 2015. More visitors also stayed in hotels (+5.3%) and condominiums (+4.3%).
- There were more female (52.6%) than male (47.4%) visitors in 2016. The largest age group comprised of those between 41 to 59 years (28.7%), followed by those between the ages 25 to 40 (23.5%) and those 60 years and older (21.3%) (Table 36).
- There were more visitors from Texas (+3.1% to 263,905 visitors), Illinois (+2.5% to 136,783), New York (+8.2% to 137,307 visitors) and Florida (+6.5% to 114,345 visitors) compared to 2015 (Table 17).
- In 2016, January was the busiest month for U.S. East visitors based on average daily census, followed by June and December.

## JAPAN

Air capacity from Japan declined 5.8 percent to 1,835,718 seats. This represented 15.3 percent of total air seats to the islands in 2016, down from 16.3 percent in the previous year. Japan continued to rank third in visitor spending, visitor days and arrivals.

In 2016, visitor spending increased 2.1 percent to \$2.10 billion, boosted by higher daily spending (+1.7% to \$240 per person). Despite this growth, Japanese visitors' share of total spending decreased to 13.2 percent, the lowest in the last ten years (Figure 3). Visitor arrivals (+0.4% to 1,487,979 visitors) and visitor days (+0.4%) were comparable to 2015 (Tables 1).

Daily lodging expenses of \$80 was up slightly from \$79 in 2015.

- Daily shopping expenses was also higher (\$68) compared to last year (\$66). Japanese visitors spent over three times more per day than U.S. West, Canadian or European visitors.
- Food and beverage (\$50), entertainment and recreation (\$19) and transportation (\$12) expenses were about the same as last year.
- Of the total Japanese visitors in 2016, 61.8 percent had been to Hawai'i before, compared to 60.7 percent in the previous year (Table 20).
- Nearly all Japanese visitors went to O'ahu (96.9%), 9.6 percent visited the island of Hawai'i, 3.6 percent visited Maui and 1.5 percent visited Kaua'i. Japanese arrivals increased on the island of Hawai'i (+1.7%) but declined on Kaua'i (-10.6%) and Maui (-7.9%) compared to 2015.
- Japanese visitors stayed the longest on O'ahu (5.51 days), followed by the island of Hawai'i (3.66 days) and Maui (3.44 days).
- The majority of Japanese visitors came on packaged trips (65.5%), but this was down compared to 2015 (68.4%). True independent travelers (29.8%) comprised a higher percentage compared to the prior year (27.7%).
- While hotels continued to be the primary choice for lodging, used by 84.7 percent of Japanese visitors in 2016, growth in hotel stays was slight (+0.7%) compared to 2015. More Japanese visitors stayed in timeshares (+6.3%), rental homes (+8.6%) and bed and breakfast properties (+9.8%) than last year.
- Two thirds of the Japanese visitors in 2016 came to vacation (66.1%), 15.3 percent came honeymoon, 8.5 percent for MCI purposes and 2.4 percent came to get married. Fewer Japanese visitors came to get married (-10%) but more came for MCI purposes (+13.1%) than in 2015.
- There continued to be more female (58.4%) than male (41.6%) visitors from Japan. The largest age group was between 25 to 40 years old (36%). The second largest age group were those between 41 to 59 years (25.3%), followed by those over 60 years old (19.1%) (Table 36).
- Arrivals from Kanto (includes Tokyo), the largest source of Japanese visitors to Hawai'i, rose 17.1 percent to 703,155 visitors in 2016. Arrivals from Kyushu (+28.3% to 107,243), Tohoku (+31.5% to 80,882) and Chugoku (+2.1% to 57,496) also increased. However, there were fewer visitors from Kinki (-14.6% to 238,488), Chubu (-27.2% to 210,589) and Hokkaido (-15% to 45,531) compared to last year (Table 21).
- Based on average daily census, the busiest month for Japanese visitors in 2016 was August, followed by September and July.

## CANADA

Air capacity from Canada grew slightly (+0.7%) to 462,845 seats in 2016, with more seats to Honolulu (+1.1%) and Kahului (+4.2%) but fewer seats to Līhu‘e (-15%) and Kona (-6.8%). Similar to a year ago, seats out of Canada comprised 3.9 percent of total air seats to the state in 2016.

Spending by Canadian visitors, Hawai‘i’s fourth largest visitor market, decreased 9.3 percent to \$954.9 million in 2016. Canadian visitors’ share of total spending dropped to 6 percent from 7 percent in 2015. Arrivals declined 8.4 percent to 469,314 visitors and visitor days dropped 9.1 percent. Daily visitors spending of \$161 per person was about the same as last year (Figure 3, Table 1).

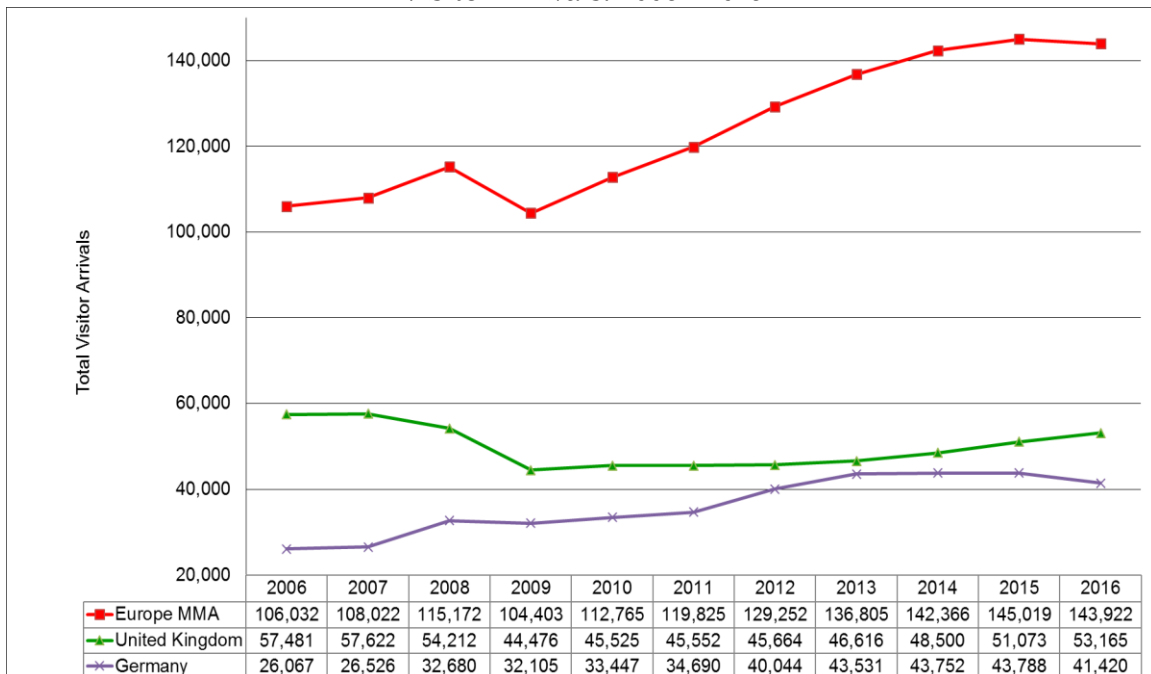
- Their lodging (\$79) and food and beverage (\$34) expenses were higher than 2015 but spending on shopping (\$14) declined. (Figure 2, Table 74)
- Three out of four Canadian visitors (74.5%) flew direct from international ports while the remainder arrived on flights from the U.S. mainland (Table 22).
- Repeat visitors comprised 65.9 percent of Canadian visitors in 2016.
- Direct air service contributed to more Canadians visiting to Maui (51.6% of Canadian visitors) than O‘ahu (39.6% of Canadian visitors).
- Canadian visitors spent the most time on Maui (11.21 days), then the island of Hawai‘i (10.18 days) and Kaua‘i (9.13 days).
- The majority Canadian visitors were true independent travelers (78.8%) similar to 2015 (79.1%).
- Nearly half (44.1%) of Canadian visitors stayed in hotels, 37.5 percent stayed in condominiums, 11 percent stayed in rental homes, 10.3 percent stayed in timeshares and 5.1 percent stayed with friends or relatives.
- Most Canadian visitors in 2016 came to vacation (90.4%), 3.7 percent came for MCI purposes, 3.5 percent came to visit friends and relatives, and 2.9 came to honeymoon. There was a sharp decrease in Canadian MCI visitors (-22.8%), due to fewer conventions visitors compared to 2015.
- Those between 41 to 59 years old were the largest age group (30.6%) of Canadian visitors in 2016, followed by those between 25 to 40 years (23.6%) and over 60 years old (20.9%). There were more female (53.8%) than male (46.2%) Canadian visitors (Table 36).
- In 2016, the largest group of Canadian visitors was from British Columbia (42.2% or 198,059 visitors), followed by Ontario (23.9% or 112,385), Alberta (18.3% or 85,908), Quebec (7.8% or 36,721), Saskatchewan (2.7% or 12,732) and Manitoba (2.2% or 10,301) (Table 23).
- January was the busiest month in 2016, followed by March and February.

## EUROPE

Total visitor spending by Europe MMA increased 4.8 percent to \$353.4 million in 2016, boosted by higher daily spending (+6.9% to \$190 per person). Arrivals of 143,922 visitors (-0.8%) was a slight drop from the previous year (Table 1).

- These visitors spent more on lodging (\$88), food and beverage (\$37) and shopping (\$18), but less on transportation (\$26) and entertainment and recreation (\$15) compared to 2015 (Table 75).
- There were more visitors from United Kingdom (+4.1%) and Switzerland (+1%) but fewer visitors from Germany (-5.4%), Italy (-3.3%) and France (-2.8%) than a year ago (Table 11 and Table 12).
- The majority of European visitors (77.7%) came on domestic flights (Table 24).
- The largest age group for European visitors was between 25 to 40 years (33%), followed by those 41 to 59 years (27.7%) and those over 60 years old (14.1%). Over half (52.1%) of the visitors were females (Table 36).
- August, July and September were the busiest months for European visitors in 2016.

**Figure 5: Europe MMA, UK & Germany  
Visitor Arrivals: 2006 - 2016**



### Visitors from United Kingdom

Visitors from the United Kingdom (U.K.) comprised the largest share (36.9%) of the European market with 53,165 visitors (Table 11 and Table 12).

- Seven out of ten U.K. visitors in 2016 were first timers (69%), compared to 65.4 percent last year (Table 25).
- The majority of U.K. arrivals visited O‘ahu (72.2%), 33.6 percent visited Maui, 26.7 visited the island of Hawai‘i and 14.1 percent visited Kaua‘i.

- U.K. visitors stayed the longest on Maui (7.52 days), followed by the island of Hawai'i (7.34 days) and O'ahu (7.22 days).
- The percentage of true independent travelers (57.5%) from the U.K. were down slightly compared to 2015 (58.3%).
- Three out of four U.K. visitors stayed in hotels (74.9%). Some stayed in condominiums (10.7%), with friends or relatives (7.5%), in rental homes (6.9%), or in timeshares (3.2%). Stays in bed and breakfast properties (+51.8%) rose significantly and usage of hotels (+6.9%) also increased. Fewer U.K. visitors stayed in rental homes (-20.5%), and in timeshares (-13.5%) than in 2015.
- Nearly 75 percent of U.K. visitors in 2016 came to vacation, 10.7 percent came honeymoon, 8.1 percent came to visit friends and relatives, and 5.4 percent came for MCI purposes.

### **Visitors from Germany**

- Germany accounted for the second largest share of European visitors (28.8%) in 2016. Arrivals decreased 5.4 percent from 2015 to 41,420 visitors (Table 11 and Table 12). These visitors stayed an average 14.81 days, the longest among all visitor groups.
- There were fewer first-time visitors (68.4%) compared to 2015 (70.8%) (Table 26).
- Two out of three German visitors went to O'ahu (67.6%), 55.2 percent went to Maui, 40.9 percent went to the island of Hawai'i and 31.4 percent went to Kaua'i.
- The average length of stay was the longest on Maui (8.38 days), followed by the island of Hawai'i (8.10 days) and O'ahu (6.98 days).
- A greater percentage of German visitors were true independent travelers (71.1%) compared to the previous year (68.9%).
- The majority of German visitors stayed in hotels (63.4%), some stayed in rental homes (12.5%), condominiums (12.2%), with friends or relatives (8.8%) or in bed and breakfast properties (8.5%). Usage of condominiums (+5.7%) and rental homes (+3.5%) increased but stays in hotels (-9.9%) declined compared to 2015.
- Eight out of ten German visitors in 2016 came to vacation, 7.9 percent came honeymoon, 7.6 percent came to visit friends and relatives, and 5.5 percent came for MCI purposes.

## **OCEANIA**

Air capacity from Oceania rose 2.3 percent from 2015 to 514,641 seats. Growth in seats from Melbourne (+23.6%) and Sydney (+1.4%) offset fewer seats from Brisbane (-10.7%) Australia. Seats from Auckland, New Zealand also increased (+7.3%) compared to 2015. Oceania seats comprised 4.3 percent of total air capacity, up slightly from a year ago (4.2%).

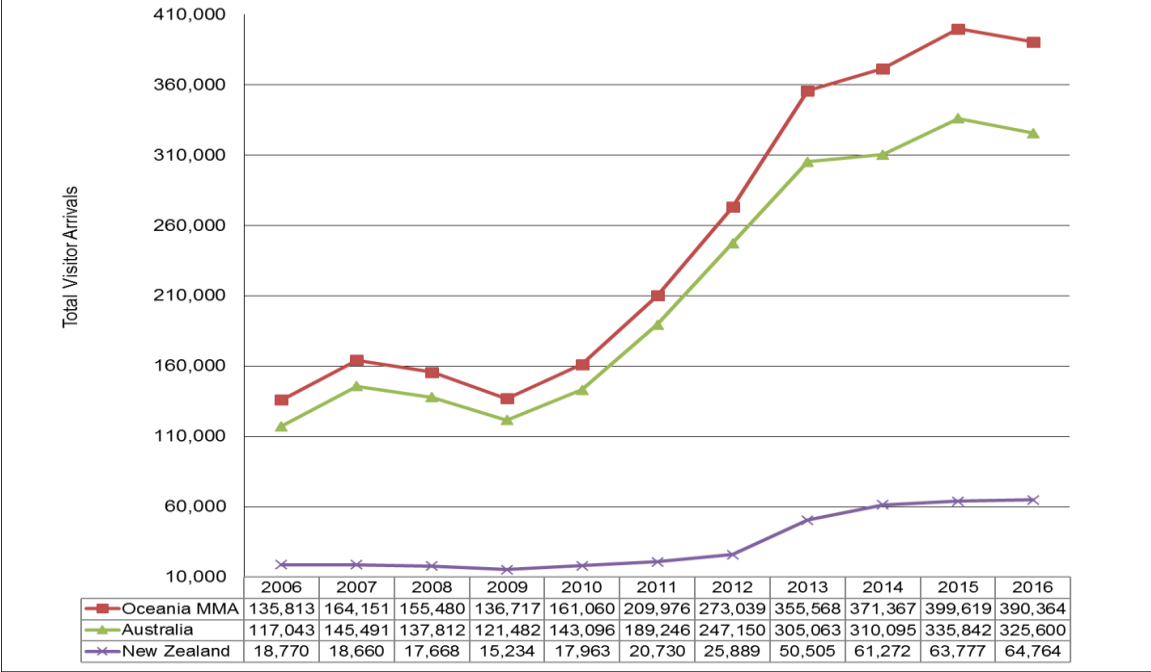
Total spending by visitors from Oceania gained 6.9 percent to \$1.07 billion in 2016, bolstered by higher daily spending (+9% to \$286 per person). Arrivals decreased 2.3 percent to 390,364 visitors. (Figure 6, Table 1)

- These visitors spent more on lodging (\$118), shopping (\$56), food and beverage (\$55), and entertainment and recreation (\$25) while transportation expenses (\$17) were similar to 2015 (Table 76).
- Visitors from Australia accounted for 83.4 percent of all visitors from Oceania, while 16.6 percent were from New Zealand (Table 11).



- Those between 41 to 59 years old (32.3%), between 25 to 40 years (23.4%) and those over 60 years old (20.1%) were the three largest age groups from Oceania. Over half (56.4%) of the visitors were females (Table 36)
- September was the busiest month for visitors from Oceania in 2016, followed by June and July.

**Figure 6: Oceania MMA  
Visitor Arrivals: 2006 - 2016**



**Visitors from Australia**

- Arrivals from Australia declined 3 percent to 325,600 visitors in 2016 (Table 28). These visitors stayed an average 9.46 days.
- Their daily spending rose to \$293 per person from \$264 per person in 2015 (Table 83).
- Their lodging (\$121), food and beverage (\$57), entertainment and recreation (\$26) and transportation (\$17) expenses were higher than 2015, but their shopping expenses (\$56) declined.
- Most Australian visitors went to O’ahu (97%) while 19 percent went to Maui, 15 went to the island of Hawai’i and 8.5 percent went to Kaua’i (Table 28).
- These visitors spent the most time on O’ahu (7.81 days), followed by Maui (4.66 days) and the island of Hawai’i (4.20 days).
- Over half of Australian visitors in 2016 were first-timers (53.9%), similar to last year.
- A lower percentage of Australian visitors (56.5%) were true independent travelers compared to 2015 (60%)
- Most Australian visitors in 2016 stayed in hotels (88.9%), some stayed in condominiums (8.6%) and rental homes (4.3%).
- Australian visitors primarily came to vacation (88.4%), 4.8 percent came honeymoon, 2 percent came to visit friends and relatives, and 1.8 percent came for MCI purposes. There was a sharp decline in Australian honeymoon visitors (-12.4%) compared to 2015.

## Visitors from New Zealand

- Arrivals from New Zealand increased 1.5 percent to 64,764 visitors in 2016 (Table 29). The average length of stay was 10.15 days, up from 9.54 days last year.
- Daily spending by these visitors increased to \$263 from \$227 in 2015 (Table 84).
- These visitors spent more on lodging (\$108), shopping (\$57), food and beverage (\$48), entertainment and recreation (\$23) and transportation (\$17) compared to the previous year.
- Nearly half of the visitors in 2016 were first-timers (49.6%) (Table 29).
- Most New Zealand visitors went to O‘ahu (95.4%), 17.6 percent went to Maui, 12.2 went to the island of Hawai‘i and 6.2 percent went to Kaua‘i.
- These visitors spent the most time on O‘ahu (8.43 days), followed by Maui (5.95 days), Kaua‘i (5.55 days) and the island of Hawai‘i (5.51 days).
- There were more true independent travelers (65.4%) from New Zealand compared to 2015 (62.2%).

## OTHER ASIA

Air capacity from Other Asia climbed 19.9 percent to 575,244 seats. Seats from Seoul, South Korea rose significantly (+26.2%), boosted by a low-cost airline that began services in late December 2015. There was growth in total seats from China (+11%) with more seats out of Shanghai offsetting fewer seats from Beijing. Seats out of Taipei, Taiwan also increased (+1.4%) from 2015. Other Asia seats accounted for 4.8 percent of total air seats in 2016, up from 4 percent in the previous year.

Spending by visitors from Other Asia jumped 18.8 percent from 2015 to \$1.07 billion. Arrivals increased 13.9 percent to 448,414 visitors and visitor days rose 18.6 percent (Figure 7, Table 1). Daily per person spending of \$341 was similar to last year.

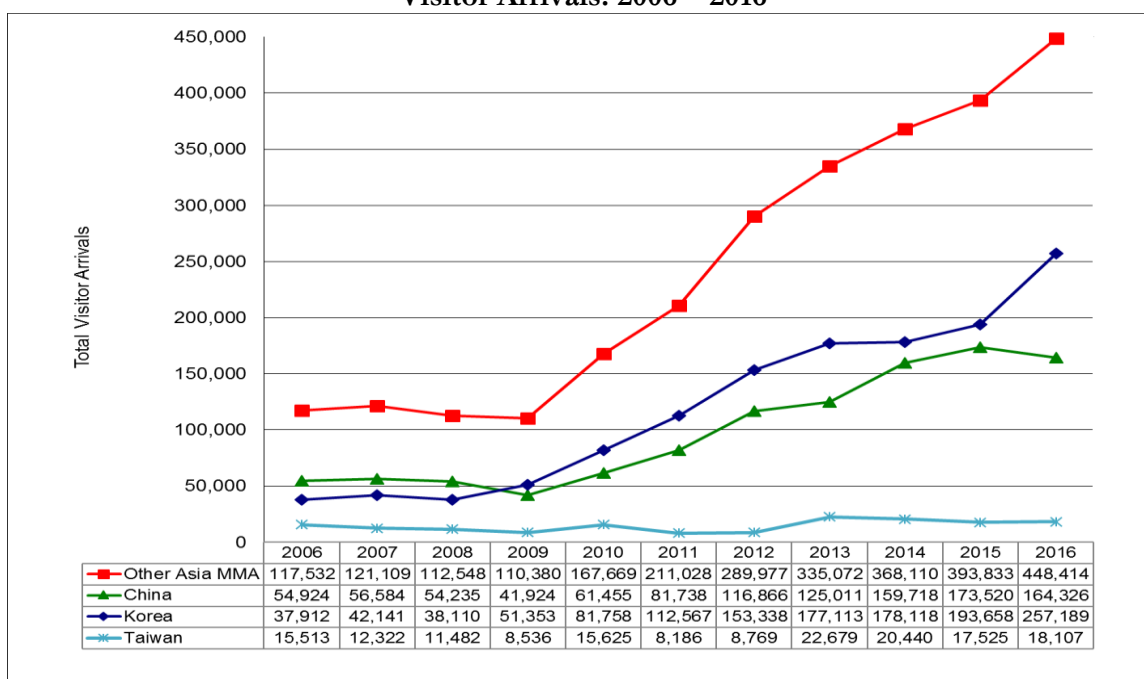
- These visitors spent more on lodging (\$110), food and beverage (\$68), transportation (\$35) and entertainment and recreation (\$33) but less on shopping (\$88) compared to 2015 (Table 77).
- Close to 90 percent of visitors from Other Asia flew directly from international airports while the remainder (12.6%) arrived via U.S. mainland airports (Table 30).
- The largest age group of visitors from Other Asia was 25 to 40 years old (47.8%), followed by those between 41 to 59 years (25.5%) and those over 60 years old (11.5%). There were more female (54.6%) than male (45.4%) visitors from this market in 2016 (Table 36).
- Visitors from Korea (57.4%) and China (36.6%) accounted for the two largest shares of total arrivals from Other Asia (Table 11).
- In 2016, February was the busiest month for visitors from Other Asia, followed by January and August.

## Visitors from Korea

- Arrivals from Korea jumped 32.8 percent to 257,189 visitors, supported by increased air service. Visitor days climbed 37.5 percent compared to 2015 (Table 31).
- These visitors spent \$316 per person daily, up from \$294 last year (Table 81).
- Lodging, the largest expense, rose to \$113 from \$94 in 2015.
- Their spending on food and beverage (\$75), transportation (\$28) and entertainment and recreation (\$28) also increased while shopping expenses (\$70) were lower compared to last year.
- Among Korean visitors in 2016, 82.2 percent were first-time visitors (Table 31).

- Nearly all Korean visitors went to O‘ahu (98.2%), 19 percent went to Maui, 8 percent went to the island of Hawai‘i and 3 percent went to Kaua‘i.
- Among the four larger islands, the average length of stay was the longest on O‘ahu (6.28 days), followed by the island of Hawai‘i (4.26 days) and Maui (2.93 days).
- A higher percentage of Korean visitors in 2016 were true independent travelers (46.3%) compared to 2015 (38.5%).
- Over half of the Korean visitors in 2016 came to vacation (54.8%), 39.5 percent came to honeymoon, 2.4 percent came for MCI purposes 2.1 percent to get married and 1.7 percent came to visit friends and relatives. Significantly more Korean visitors came to vacation (+56.3%) and to honeymoon (+14.4%) compared to 2015.

**Figure 7: Other Asia MMA  
Visitor Arrivals: 2006 – 2016**



### Visitors from China

- In 2016, arrivals from China decreased 5.3 to 164,326 visitors, but the average length of stay was longer than the previous year (+4.7% to 6.59 days). The net result was a slight drop in visitor days (-0.8%) (Table 32).
- Although daily spending by Chinese visitors of \$385 per person was lower than 2015 (\$392) it continued to be the highest among all visitor groups (Table 80).
- Chinese visitors continued to spend nearly twice as much on shopping compared to their Japanese counterparts even though their shopping expenses (\$116) decreased from 2015 (\$160).
- This group spent more lodging (\$108), food and beverage (\$63), transportation (\$45) and entertainment and recreation (\$42) than a year ago.
- Eight out of ten Chinese visitors in 2016 were first-time visitors (83.8%) to Hawai‘i (Table 32).
- Most Chinese visitors went to O‘ahu (95.4%), 28.4 percent went to the island of Hawai‘i, 17.6 percent went to Maui and 2.7 percent went to Kaua‘i.

- These visitors stayed the longest on O‘ahu (5.25 days), followed by Kaua‘i (3.32 days) and Maui (3.31 days).
- While the majority of Chinese visitors continued to purchase packaged trips and group tours, there was a higher percentage of true independent travelers (31%) in 2016 than in the prior year (27%).
- Most Chinese visitors stayed in hotels (89.5%), some stayed in condominiums (10%), in rental homes (3%) or with friends or relatives (2.3%).
- Over 80 percent of Chinese visitors in 2016 came to vacation (84.9%), 5.5 percent came to honeymoon, 5.2 percent came for MCI purposes and 2.1 percent came to visit friends and relatives.

### **Visitors from Taiwan**

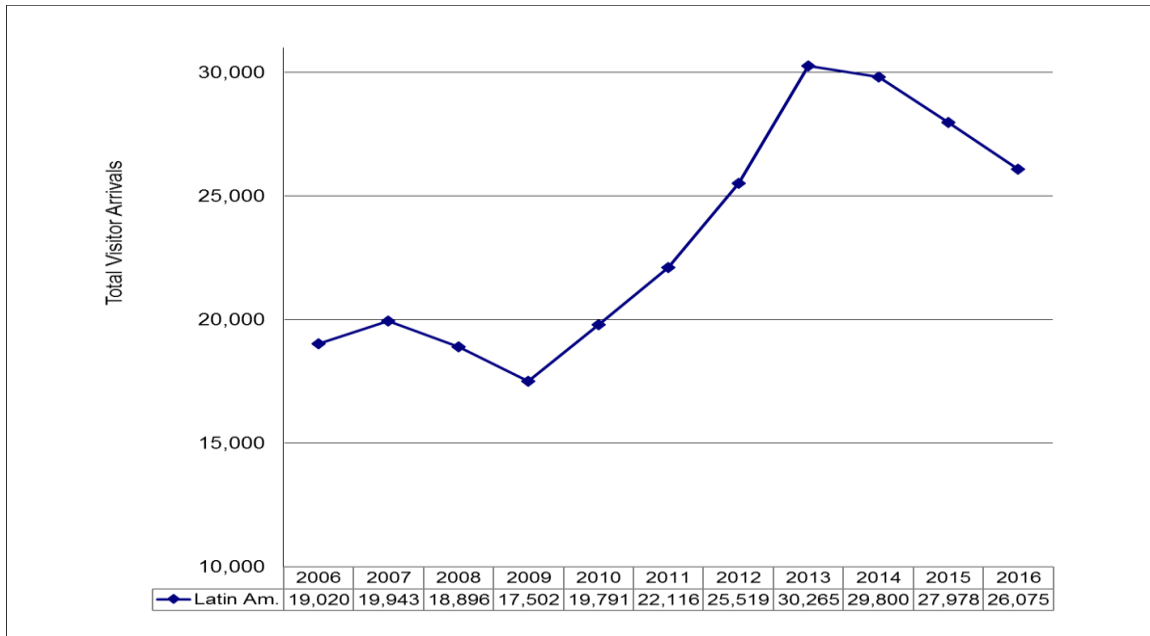
- Arrivals from Taiwan grew 3.3 percent to 18,107 visitors in 2016 and visitor days increased 3.2 percent from the previous year (Table 33).
- These visitors spent more on a daily basis (\$265 per person) compared to 2015 (\$222) (Table 82).
- Lodging, their largest expense, increased to \$79 from \$67 last year.
- Their spending on shopping (\$73), food and beverage (\$54), entertainment and recreation (\$27) and transportation (\$25) also increased from a year ago.
- Six out of ten Taiwanese visitors in 2016 were first timers (59.2%) to Hawai‘i.
- A higher percentage of Taiwan visitors in 2016 were true independent travelers (57.1%), compared to the prior year (54.5%).
- Most of the Taiwanese visitors went to O‘ahu (89%), 33.2 percent went to the island of Hawai‘i, 18.9 percent went to Maui and 4.1 percent went to Kaua‘i.
- The majority of Taiwanese visitors stayed in hotels (74.2%), some stayed in condominiums (12.3%), with friends or relatives (11.8%) or in rental homes (2.9%).
- More than half of Taiwanese visitors in 2016 came to vacation (55.5%), 17.4 percent came to honeymoon, 16.3 percent came for MCI purposes and 10.6 percent came to visit friends and relatives.

## **LATIN AMERICA**

Total spending by visitors from Latin America MMA decreased 29.2 percent to \$56.5 million. Arrivals declined 6.8 percent to 26,075 visitors, while visitor days dropped 6.2 percent compared to 2015. Daily spending (\$187 per person) was also lower compared to the prior year (\$247 per person) (Figure 8, Table 1).

- These visitors spent more on shopping (\$34) but less on lodging (\$66), food and beverage (\$33), transportation (\$23) and entertainment and recreation (\$17) compared to 2015 (Table 78).
- Visitors from Brazil accounted for 39.1 percent of Latin America MMA in 2016, followed by visitors from Mexico (36.6%) and Argentina (24.3%) (Table 11).
- First-timers comprised 71 percent of Latin American visitors compared to 69.9 percent last year (Table 34).
- A higher percentage of Latin American visitors were true independent travelers (64.9%) than in 2015 (63.2%).
- Three out of four visitors from this market went to O‘ahu (75%), 40.6 percent went to Maui, 23.6 percent went to the island of Hawai‘i and 13.9 percent went to Kaua‘i.

**Figure 8: Latin America MMA  
Visitor Arrivals: 2006 - 2016**



- The majority stayed in hotels (70.1%), 11.2 percent stayed in rental homes, 9 percent stayed with friends or relatives, and 7.5 percent stayed in condominiums.
- The largest age group for visitors from Latin America was those 25 to 40 years old (33.4%), followed by those between 41 to 59 years (26%) and those over 60 years old (12.1%). There were more female (52.5%) than male (47.5%) visitors in 2016 (Table 36).

## AIR VISITORS (BY SEGMENT)

### TRAVEL METHODS

- A slightly higher percentage of total air visitors in 2016 were true independent travelers (68.2%) compared to the prior year (67.2%) (Tables 2 and 3).
- True independent travelers comprised the majority of the visitors from U.S. West (81.4%), U.S. East (77.8%), Canada (78.8%), Europe (65%), Latin America (64.9%) and New Zealand (65.4%), and about half of visitors from Taiwan (57.1%) and Australia (56.5%).
- A smaller percentage of Korean (46.3%), Chinese (31%) and Japanese (29.8%) visitors in 2016 made their own travel arrangements. Most of these visitors purchased group tours or packaged trips.
- Japanese visitors who came on group tours in 2016 spent \$253 per person. Daily spending by group tour visitors from U.S. East and U.S. West was \$237 and \$231, respectively (Table 87).
- In comparison, Japanese (\$238), U.S. East (\$193) and U.S. West (\$166) visitors who made their own travel arrangements spent less.

## PURPOSE OF TRIP

### Honeymoon

In 2016, there were 599,740 visitors who came to honeymoon in the islands, up 2 percent from last year. Honeymooners comprised 6.8 percent of total air visitors to Hawai'i, similar to 2015 (6.9%) (Tables 2 and 37).

- The largest percentage of honeymoon visitors continued to be from Japan (38%) and the second largest share was from U.S. West (17.9%). There have been double-digit growth in honeymoon visitors from Korea over the last two years. In 2016, a 14.4 percent increase in honeymooners boosted Korea's share (16.9%) of this segment past U.S. East (15.2%).
- Honeymoon visitors stayed an average 7.46 days in 2016.
- Seven out of ten (74.9%) honeymooners were first-time visitors to the state.
- The majority purchased packaged trips (62%), while 4.7 percent purchased group tours. Only 37.6 percent made their own travel arrangements.
- The majority visited O'ahu (78.2%), 26.1 percent visited Maui, 13.1 percent visited the island of Hawai'i and 11.7 percent visited Kaua'i.
- Nine out of ten honeymooners stayed in hotels (88.9%). Some visitors also stayed in condominiums (6.7%), timeshare properties (3.4%), and rental homes (3.4%).
- Daily spending by Japanese honeymoon visitors was \$330 in 2016 (\$323 in 2015). U.S. East honeymoon visitors spent \$283 (\$280 in 2015) while U.S. West honeymooners spent \$231 (\$211 in 2015) (Table 87).

### Get Married

There were 103,376 visitors who came to get married in 2016, a decrease of 6 percent from the prior year. This segment accounted for 1.2 percent of total air visitors to the state, similar to 2015 (1.3%) (Tables 2 and 38).

- Japanese visitors comprised 35.2 percent of visitors who came to get married, down from 2015 (36.8%). Shares of U.S. West (33% vs. 31.3% in 2015), U.S. East (16.8% vs. 15.7% in 2015) were higher compared to last year.
- In 2016, there were slightly more first-time visitors (50.2%) than repeat visitors (49.8%) who came to get married in the islands.
- Over half (53%) of those who came to get married made their own travel arrangements, 46 percent purchased packaged trips and 6.6 percent purchased group tours.
- The average travel party size was 2.24 people, similar to 2015.
- Seven out of ten (70.3%) visitors from this segment went to O'ahu, 27.5 percent visited Maui, 12.8 percent visited the island of Hawai'i and 11.4 percent visited Kaua'i.
- The average length of stay dropped to 8.37 days, from 8.53 days in 2015. The majority (74.6%) stayed in hotels, 13.6 percent stayed in condominiums, 9.6 percent stayed in rental homes, and 4.5 percent stayed in timeshares.

## Meetings, Conventions and Incentives (MCI)

A total of 485,194 visitors came for meetings, conventions and incentives in 2016, a decrease of 2.7 percent from a year ago (Table 39). The average length of stay was 7.27 days, compared to 7.54 days in 2015. MCI visitors comprised 5.5 percent of total air visitors in 2016, down from 5.8 percent last year (Tables 2 and 39).

- Visitors from U.S. West (29.8%, unchanged from 2015) and U.S. East (28.3% vs. 29.2% in 2015) accounted for the two largest shares of MCI visitors. For the Japanese market, strong growth in incentive visitors boosted the share of this segment to 26 percent from 22.4 percent in 2015.
- Two out of three (64.4%) MCI visitors have been to the islands before.
- Over half (53.1%) of MCI visitors made their own travel arrangements rather than purchasing packaged trips (36.1%) or group tours (33.7%).
- The majority MCI visitors went to O‘ahu (60.6%), 27.9 percent visited Maui, 19.7 percent visited the island of Hawai‘i and 9.5 percent visited Kaua‘i.
- Most MCI visitors stayed in hotels (90.3%) while 6.9 percent stayed in condominiums.
- MCI visitors from Japan (\$250), U.S. East (\$235) and U.S. West (\$208) spent more compared to Japanese (\$221), U.S. East (\$195) and U.S. West (\$169) pleasure visitors (Table 87).

## Visiting Friends or Relatives

There were 722,681 visitors who came to see friends or relatives, up slightly (+0.7%) from 2015 (Table 40). These visitors accounted for 8.2 percent of all visitors to Hawai‘i. The average length of stay was 11.53 days, slightly shorter than last year (11.61 days). (Tables 2 and 40).

- U.S. West had the largest share of this segment (54.4%) followed by U.S. East (30.4%) Japan (3.2%) and Canada (2.3%).
- Eight out of ten visitors (79.6%) from this segment were repeat visitors to Hawai‘i.
- Most of the visitors made their own travel arrangements (90.9%).
- The majority visited O‘ahu (69.4%), 19.1 percent visited Maui, 18.4 percent visited the island of Hawai‘i and 10.3 percent visited Kaua‘i.
- The average party size was 1.76 persons, similar to 2015.
- Six out of ten (60.7%) visitors stayed with friends or relatives, 26.9 percent stayed in hotels, 10.7 percent stayed in condominiums, 8.2 percent stayed in rental homes, and 4.6 percent stayed in timeshares.

## FAMILY VISITORS

In 2016, there were 2,308,936 visitors who came with children 17 years and under (family visitors), which was a 3.6 percent increase from the prior year (Table 41). This group comprised 26.2 percent of air visitors, similar to 2015 (26%).

- The majority (70.7%) of visitors have been to Hawai‘i before (71% in 2015).
- Many family visitors made their own travel arrangements (70.5%) rather than purchased group tours (4.7%) or packaged trips (28.3%).
- Six out of ten family visitors (61.4%) were on O‘ahu, 29.2 percent went to Maui, 16 percent went to the island of Hawai‘i and 11.8 percent went to Kaua‘i.
- The average party size was 3.85 persons, similar to 2015.

- Six out of ten visitors stayed in hotels, 19.9 percent stayed in condominiums, 10 percent were in timeshares, 9.4 percent stayed in rental homes and 6.4 percent stayed with friends or relatives.
- More family visitors stayed in bed and breakfasts (+14%) and in rental homes (+8.7%) compared to 2015. Stays in hotels (+3.9%) and condominiums (+2.3%) also increased.

## ACCOMMODATIONS

The majority of air visitors in 2016 stayed in hotels (62.4%), similar to the prior year (62.2%). Condominiums (17.2%) were the second most popular choice for lodging followed by timeshares (9.1%), friends or relatives (8.9%) and rental homes (7.7%). Stays in rental homes (+6.9%), hotels (+3.4%) and with friends or relatives (+2.7%) increased but usage of bed and breakfasts (-2.6%) and timeshares (-1.2%) declined compared to 2015. (Table 2).

- Typically, U.S. West, U.S. East and Japanese air visitors who stayed in hotels spent more per person per day than those who stayed in condominiums, timeshare properties or with friends and relatives (Table 87).
- In 2016, Japanese air visitors who stayed in hotels spent \$264 per day, compared to U.S. East visitors at \$242 and U.S. West visitors at \$212 (Table 87).
- Japanese visitors who stayed in condominiums spent \$170 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$190 and \$166, respectively.
- Visitors from Japan who used timeshare properties spent \$134. U.S. East timeshare visitors spent \$150 per person, while U.S. West timeshare visitors spent \$128 per person.

### Hotel-Only

In 2016, there were 4,803,345 visitors who stayed exclusively in hotels, up 3.2 percent from last year. The average length of stay was 7.18 days. Hotel-only visitors comprised 54.4 percent of total air visitors to Hawai'i (Table 42).

- The majority (72.2%) came to vacation, 10.4 percent came to honeymoon, 8.4 percent came for MCI purposes and 2.6 percent came to visit friends or relatives.
- Repeat visitors comprised 58 percent of hotel-only visitors, similar to 2015 (57.9%).
- Over half of hotel-only visitors made their own travel arrangements (51.7%) while 46 percent purchased packages.
- O'ahu had the most number of hotel-only visitors at 73.3 percent, followed by Maui with 23.8 percent, the island of Hawai'i with 13.5 percent and Kaua'i with 8.1 percent.

### Condo-Only

There were 1,181,576 visitors who stayed entirely in condominiums (+0.1%), comparable to 2015. These visitors stayed an average of 11.11 days in 2016, much higher than those who used only hotels (Table 43).

- The majority of these visitors had been to Hawai'i before (80.3%) with an average of 6.72 trips to the islands.
- Eight out of ten visitors (84.1%) were true independent travelers.
- Most of these visitors (90.2%) came to vacation, 4 percent came to visit friends or relatives, 2.1 percent came to honeymoon and 1.6 percent came for meetings, conventions and incentives.
- Maui had the largest share of condo-only visitors at 49.6 percent, followed by O'ahu (30.7%), Kaua'i (14.9%) and the island of Hawai'i (14.5%).



## **Timeshare-Only**

The number of visitors who stayed exclusively in timeshare properties dropped slightly (-0.7%) compared to 2015. These 621,816 visitors stayed an average of 9.83 days (Table 44), similar to last year.

- Most of these visitors (94.6%) came to vacation, 2.6 percent came to visit friends or relatives and 2.3 percent came to honeymoon.
- Most were true independent travelers (91.6%) and 84.3 percent were repeat visitors to Hawai'i.
- Maui had a 35.4 percent share of timeshare-only visitors, followed by O'ahu with 34.9 percent, Kaua'i with 25.3 percent, and the island of Hawai'i with 18 percent.

## **Rental Home-Only**

There were 473,593 visitors who stayed entirely in rental homes, which was a 5.6 percent increase from 2015. Their average length of stay was 10.38 days, down from last year (10.82 days) (Table 45).

- Seven out of ten were repeat visitors to the state. Most were true independent travelers (92.9%).
- The majority (86%) came to vacation, 7.2 percent came to visit friends or relatives and 2.3 percent came to honeymoon.
- O'ahu had largest percentage of rental home-only visitors (43.8%), followed by the island of Hawai'i (24%), Maui (22.2%) and Kaua'i (21.5%).

## **Bed & Breakfast-Only**

The number of visitors who stayed exclusively in bed and breakfast properties rose 12.6 percent from 2015. These 32,593 visitors stayed an average of 9.59 days in 2016 (9.91 days in 2015) (Table 45).

- Over half of them were repeat visitors (55.3%) to Hawai'i, while most (90.5%) were true independent travelers.
- Eight out of ten (78.4%) came to vacation, 8.9 percent came to visit friends or relatives and 7.4 percent came to honeymoon.
- O'ahu had the highest share of bed & breakfast-only visitors at 52.5 percent, followed by Maui with 28.8 percent, the island of Hawai'i with 27.6 percent and Kaua'i with 14.4 percent.

## **FIRST-TIME/REPEAT VISITORS**

### **First-Time Visitors**

There were 3,040,435 first-time visitors in 2016, up 3.2 percent from the previous year. First-time visitors comprised 34.5 percent of total air visitors to the state. Their average length of stay was 8.24 days, similar to 2015 (Table 47).

- First-time visitors accounted for 19 percent of U.S. West, 41.5 percent of U.S. East, 38.2 percent of Japanese and 341.1 percent of Canadian visitors in 2016. In contrast, first-timers comprised the majority of visitors from the emerging markets: Other Asia (81.2%), Latin America (71%), Europe (70.8%), and Oceania (53.2%).
- Many domestic first-time visitors (67.4%) made their own travel arrangements while only 37.1 percent of international first-time visitors were independent travelers.

- Three out of four (75%) first-time visitors stayed in hotels, 11 percent stayed in condominiums, 7.3 percent stayed in rental homes, 5.8 percent stayed with friends or relatives, and 4.3 percent stayed in timeshares. More first-time visitors used rental homes (+11%) than in 2015.
- The majority of first-time visitors went to O‘ahu (74.8%), followed by Maui (28%), island of Hawai‘i (18%) and Kaua‘i (11.6%).
- Seven out of ten (71%) came to vacation, 14.8 percent came to honeymoon, 5.7 percent came for meetings, conventions and incentives and 4.9 percent came to see friends and relatives.
- First-time visitors from the top three markets (U.S. West, U.S. East and Japan) in 2016 spent more on a daily basis than those who have been to Hawai‘i before (Table 87).
- Japanese first-time visitors spent \$268 per person, compared to \$226 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$210, while repeat visitors spent \$194.
- U.S. West first-time visitors spent \$176 versus \$170 for repeat visitors.

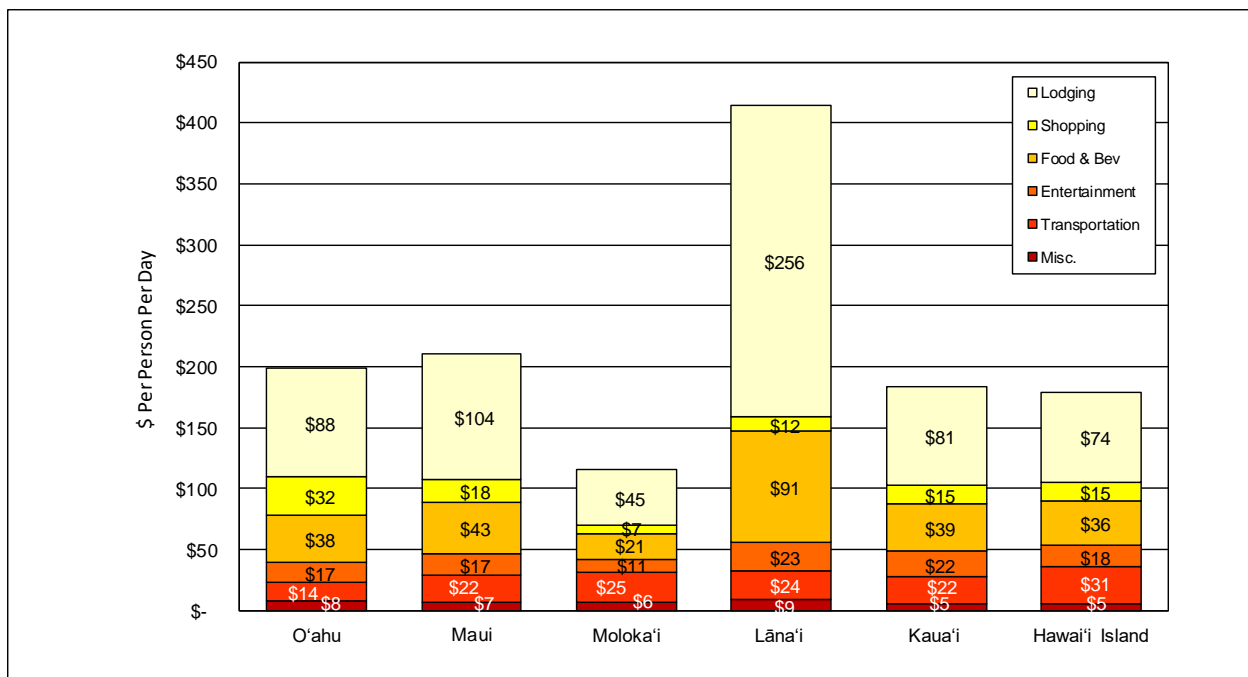
### **Repeat Visitors**

In 2016, there were 5,781,367 repeat visitors to the islands, up 2.9 percent from a year ago. Repeat visitors accounted for 65.5 percent of air visitors to the state. Their average length of stay was 9.45 days (9.56 days in 2015) (Table 48).

- The largest percentage of repeat visitors in 2016 continued to be from U.S. West (81%), followed by Canada (65.9%), Japan (61.8%) and U.S. East (58.5%).
- Three out of four repeat visitors (75.4%) made their own travel arrangements.
- The average number of trips for a repeat visitor was 7.19 trips, similar to 2015.
- Over half (55.7%) of repeat visitors stayed in hotels, 20.5 percent stayed in condominiums, 11.6 percent stayed in timeshares, 10.5 percent stayed with friends or relatives and 7.9 percent stayed in rental homes.
- More than half (54.9%) of all repeat visitors in 2016 went to O‘ahu, 30.8 percent visited Maui, 17.3 percent went to the island of Hawai‘i and 14.5 percent went to Kaua‘i.
- The majority of repeat visitors (79.2%) came to vacation, 9.9 percent visited friends or relatives, and 5.4 percent came for meetings, conventions, and incentives.

## AIR VISITORS (BY ISLANDS)

Figure 9: 2015 Visitor Personal Daily Spending by Category and Island

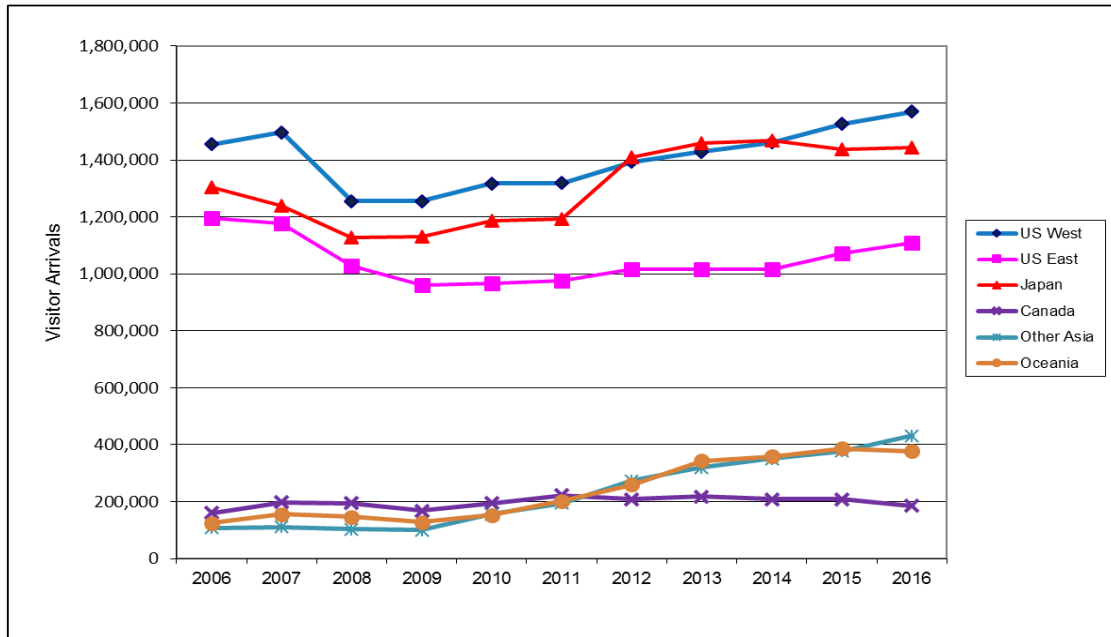


### O'AHU

Of the \$15.75 billion in total spending by air visitors in 2016, \$7.34 billion (-0.4%) were spent on O'ahu, similar to the previous year. Arrivals by air to O'ahu increased 2 percent to 5,447,229 visitors and visitor days rose 1.5 percent from 2015. However, daily spending on O'ahu (\$199 per person) was down from last year (\$202 per person) (Tables 1 & 56).

- Lodging continued to be largest expense for visitors on all islands. O'ahu visitors spent slightly less on lodging (\$88) than in 2015 (\$89) (Figure 9, Table 85).
- Visitors to O'ahu continued to spend the most per day on shopping (\$32 per person) compared to the other islands. However, shopping expenses decreased from last year (\$34 per person).
- In 2016, the average daily census indicated that 101,006 visitors were on O'ahu on any given day, up 1.2 percent from the previous year (Table 6).
- The U.S. markets continued to have the most visitors to O'ahu. Arrivals from U.S. West grew 2.9 percent to 1,569,790 visitors, while U.S. East arrivals rose 3.3 percent to 1,107,818 visitors (Tables 67 & 68). There were more domestic visitors from Dallas (+11.3%), New York (+6.4%), Phoenix (+3.3%), Portland (+4.7%), San Francisco (+10.2%) and San Jose (+8.5%) compared to 2015 (Table 51 and Table 52).
- Japanese arrivals to O'ahu of 1,442,192 visitors (+0.4%) were comparable to 2015 (Figure 10, Tables 67 and 68)
- Arrivals from Canada decreased 11 percent to 185,680 visitors.
- Oceania arrivals dropped 2.4 percent to 377,479 visitors. There were fewer visitors from Australia (-3.2%) but more visitors from New Zealand (+1.9%) compared to last year.

**Figure 10: O‘ahu Visitor Arrivals by Selected MMA  
2006 – 2016**



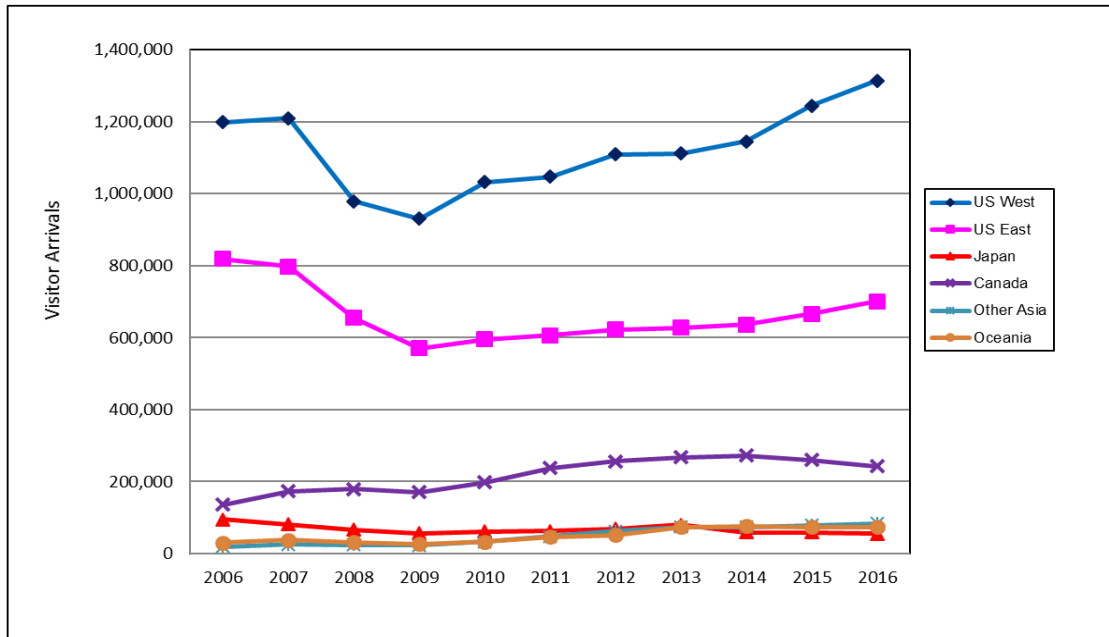
- Arrivals from Other Asia grew 14.3 percent to 432,197 visitors, boosted by a significant growth from Korea (+33.5% to 252,467) which offset fewer visitors from China (-5.3% to 156,799).
- Arrivals from Europe declined 2.7 percent to 103,118 visitors. Growth in arrivals from United Kingdom (+4%) were offset by decreased arrivals from Germany (-8.6%) France (-7.3%) and Switzerland (-3.2%).
- The majority (71.6%) of O‘ahu visitors came to the state for a vacation, 9.6 percent came to visit friends or relatives, 8.6 percent came to honeymoon, and 5.4 percent came for meetings, conventions, and incentives.

## MAUI

Spending by air visitors to Maui gained 10.1 percent to \$4.52 billion in 2016, boosted by growth in arrivals (+3.7% to 2,634,237 visitors) and visitor days (+3.1%). Daily spending on Maui (+6.8% to \$211 per person) was also higher compared to 2015 (Tables 1 & 58).

- Maui visitors’ daily lodging expenses increased to \$104 per person from last year (\$96) and was second highest, behind Lāna‘i visitors (Figure 9, Table 85).
- Maui visitors spent more on food and beverage (\$43), transportation (\$22), and entertainment and recreation (\$17) than in 2015 while shopping expenses (\$18) were about the same.
- Six out of ten visitors (63.9%) stayed exclusively on Maui while the rest visited other islands (Table 58).
- The average daily census on Maui rose 2.8 percent to 58,599 visitors in 2016 (Table 6).

**Figure 11: Maui Visitor Arrivals by Selected MMA  
2006 – 2016**



- Repeat visitors comprised 67.6 percent of Maui visitors in 2016, similar to the prior year.
- The majority of Maui visitors made their own travel arrangements (74.8%).
- The largest share of visitors to Maui in 2016 was from U.S. West (49.9%), followed by U.S. East (26.6%), Canada (9.2%), Other Asia (3.2%), Oceania (2.8%), Europe (2.4%) and Japan (2.1%) (Table 67).
- Arrivals from U.S. West and U.S. East increased 5.6 percent and 5.2 percent, respectively. There were more visitors from Chicago (+2.2%), Dallas (+5.8%), Los Angeles (+4.7%), Minneapolis (+8.1%), New York (+7.5%), Phoenix (+4.6%), Portland (+5.7%), San Francisco (+13.3%) and San Jose (+7.6%) (Table 51 and Table 52).
- There were fewer visitors from Japan (-7.9%) and Canada (-6.9%) and no growth in visitors from Oceania (-0.3%) compared to 2015 (Tables 67 & 68).
- Arrivals from Other Asia to Maui rose 6.8 percent, with increases from Korea (+11.6%) and China (+3.6%).
- Over half (55.7%) of visitors who went to Maui stayed in hotels while in the state, 28.7 percent stayed in condominiums, 11.2 percent stayed in timeshares, 6.8 percent stayed in rental homes and 6.1 percent stayed with friends or relatives. Usage of rental homes (+10%) rose significantly compared to 2015 (Table 58).
- The majority (84.1%) of Maui visitors came to the state for a vacation, 5.9 percent came to honeymoon, 5.2 percent came to visit friends or relatives, and 5.1 percent came for meetings, conventions, and incentives.

## MOLOKA‘I<sup>2</sup>

Spending by air visitors to Moloka‘i dropped 2.6 percent to \$32.9 million in 2016, largely due to lower daily spending (-2.3% to \$115 per person) compared to the prior year. Growth in visitor days was flat (-0.3%) as decreased arrivals (-9% to 58,932 visitors) were offset by a longer average length of stay (+9.6% to 4.84 days) (Tables 1 & 59).

- Moloka‘i visitors in 2016 spent less on lodging (\$45), transportation (\$25) and food and beverages (\$21) but more on and entertainment and recreation (\$11) than a year ago (Figure 9, Table 85).
- Most of those who visited Moloka‘i also went to other islands, while only 13.1 percent stayed exclusively on Moloka‘i.
- The average daily census showed 779 visitors (-0.5%) per day in 2016 (Table 6).
- U.S. West (42.4%) and U.S. East (25.5%) continued to be the two largest visitor markets to Moloka‘i (Table 67).
- The majority of those who went to Moloka‘i in 2016 were repeat visitors (65.9%) to the state.
- Seven out of ten visitors (72.4%) to Moloka‘i were independent travelers while the remainder purchased group tours (7.1%) or package trips (25.1%).

## LĀNA‘I<sup>3</sup>

Visitor spending on Lāna‘i doubled from last year to \$91.7 million in 2016, and arrivals increased 7.9 percent to 63,024 visitors. Most of the hotel rooms on the island reopened after being closed for renovations during the second half of 2015. Daily spending rose to \$415 per person (\$263 per person in 2015) and remained the highest compared to the other islands. (Tables 1 & 60).

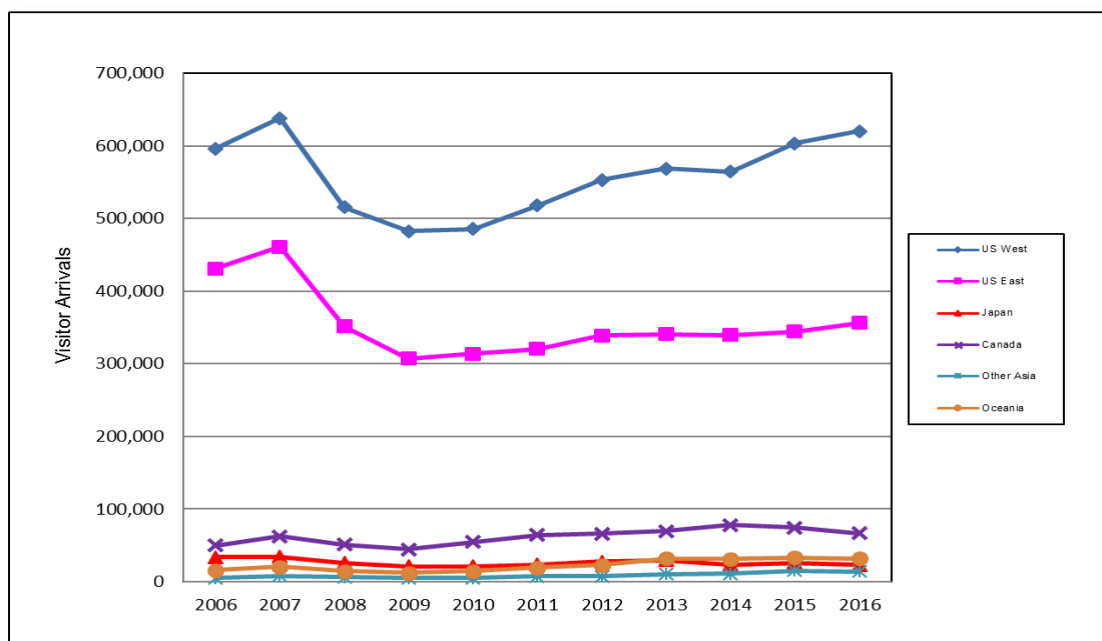
- Lāna‘i visitors in 2016 continued to spend the most on lodging at \$256 per person, up sharply from \$152 per person in 2015.
- Food and beverage expenses (\$91) rose significantly while transportation (\$24), entertainment and recreation (\$23) and shopping (\$12) expenses also increased (Figure 9, Table 85).
- Only 15.7 percent of these visitors spent their entire time on Lāna‘i while the majority visited other islands.
- The average daily census showed 604 visitors on Lāna‘i on any given day in 2016, compared to 446 visitors last year (Table 6).
- The largest group of visitors to Lāna‘i were from U.S. West (41.2%), followed by U.S. East (32.3%), Canada (6.4%) (Table 67).
- More repeat visitors (62.5%) than first-timers (37.5%) went to Lāna‘i.

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<sup>2</sup>Small sample size for Lāna‘i and Moloka‘i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

## KAUA‘I

**Figure 12: Kaua‘i Visitor Arrivals by Selected MMA  
2006 – 2016**



Spending by air visitor to Kaua‘i rose 8 percent to \$1.67 billion in 2016. Arrivals grew 1.2 percent to 1,187,269 visitors and visitor days increased 1.5 percent from 2015. Daily spending (\$184 per person) was also higher compared to last year (\$173 per person) (Tables 1 & 61).

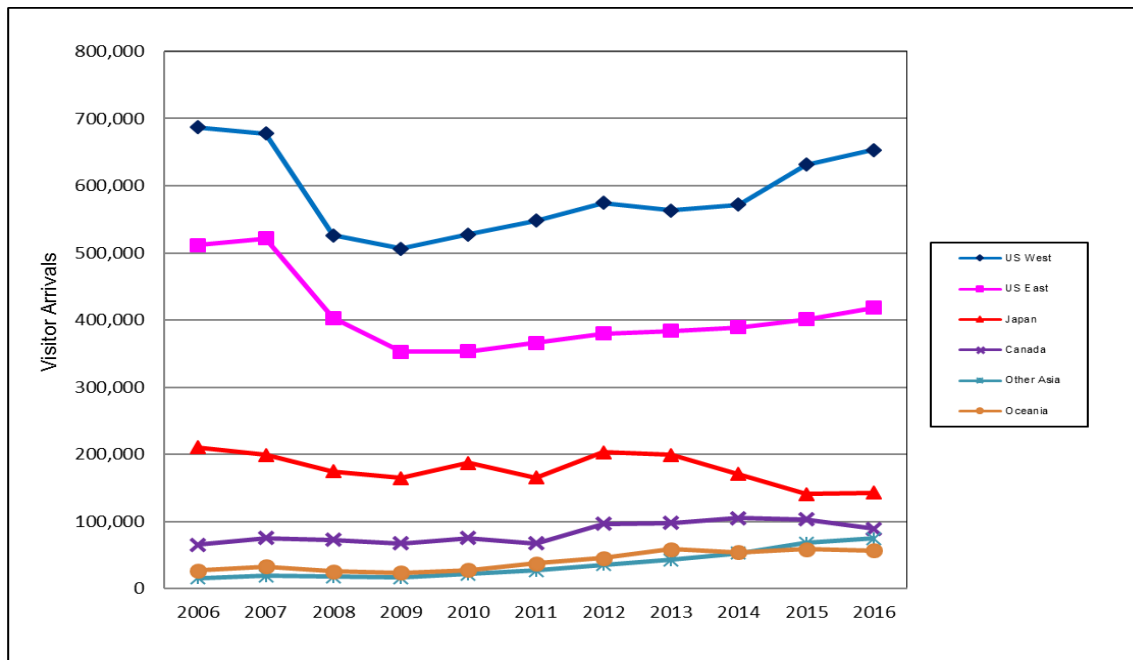
- Kaua‘i visitors in 2016 spent more on lodging (\$81), food and beverages (\$39), transportation (\$22) and entertainment and recreation (\$22), while shopping expenses (\$15) were similar to a year ago (Figure 9, Table 85).
- Over half (54.4%) of these visitors stayed on Kaua‘i exclusively.
- The average daily census increased 1.3 percent to 24,842 visitors per day (Table 6).
- U.S. West (52.2%) continued to have the largest share of visitors to Kaua‘i, followed by U.S. East (30%), Canada (5.6%), Europe (2.7%), Oceania (2.7%), Japan (1.9%) and Other Asia (1.2%) (Tables 67 & 68).
- Among the top four visitor markets, U.S. West (+2.7%) and U.S. East (+3.6%) arrivals to Kaua‘i increased, but arrivals from Japan (-10.6%) and Canada (-10.5%) declined compared to 2015.
- There were also fewer visitors from Other Asia (-9.4%), Europe (-4.9%) and Oceania (-3.2%).
- Repeat visitors comprised 70.4 percent of Kaua‘i visitors in 2016, similar to last year.
- The majority of visitors who went to Kaua‘i were independent travelers (78.7%).
- Half (50.5%) of those who visited Kaua‘i stayed in hotels while in the state. Some stayed in condominiums (22%), timeshares (18%), and rental homes (13.3%).
- Most of the visitors were in the state for a vacation (84.9%), 6.3 percent visited friends or relatives, 5.9 percent honeymooned, and 3.9 percent came for meetings, conventions, and incentives.

## THE ISLAND OF HAWAI‘I

Spending by air visitors on the island of Hawai‘i increased 13.9 percent to \$2.09 billion in 2016. Arrivals were up 2.3 percent to 1,549,943 visitors and visitor days rose 1.7 from 2015. Daily spending (\$180 per person) was also higher compared to last year (\$160 per person) (Tables 1 & 62).

- These visitors spent more on lodging (\$74), food and beverage (\$36), transportation (\$31), entertainment and recreation (\$18) and shopping (\$15) than in 2015 (Figure 9, Table 85).
- Nearly half (49%) of these visitors spent all their time on the island of Hawai‘i.
- The average daily census grew 1.4 percent to 31,845 visitors present on any given day (Table 6).

**Figure 13: Island of Hawai‘i Visitor Arrivals by Selected MMA  
2006 – 2016**



- The largest group of visitors to the island of Hawai‘i continued to be from U.S. West (42.1%), followed by U.S. East (27%), Japan (9.2%), Canada (5.8%), Other Asia (4.8%), Oceania (3.7%) and Europe (3.1%) (Tables 67 and 68).
- Arrivals from U.S. West (+3.5%) and U.S. East (+4.2%) increased compared to 2015, with more visitors from Los Angeles (+4.8%), Minneapolis (+11.4%), New York (+7.3%) Portland (+3.4%) and Seattle (+6.2%) (Table 51 and Table 52).
- Arrivals from Japan (+1.7%) increased but arrivals from Canada (-13.7%) declined from last year.
- Among the emerging markets, there were significantly more visitors from Korea (+33.9%). Arrivals from Taiwan (+9.6%) and China (+3%) also increased, but arrivals from Oceania (-3.3%) and Europe (-2.6%) declined.
- Of the visitors to island of Hawai‘i in 2016, 64.7 percent have been to the state before while 35.3 percent were first-time visitors.
- The majority of the visitors to island of Hawai‘i made their own travel arrangements (73%) instead of purchasing group tours (6.7%) or package trips (25.2%).



- Six out of ten (59.4%) visitors to the island of Hawai'i stayed in hotels while in the state. Some visitors stayed in condominiums (17.8%), rental homes (12.5%), timeshares (10.3%) and with friends or relatives (10%).
- The majority (80.7%) of the visitors came to the state for a vacation, 8.6 percent came to visit friends or relatives, 6.2 percent for meetings, conventions and incentives and 5.1 percent to honeymoon.

### **Island of Hawai'i (Hilo Side)**

There were 550,524 air visitors to Hilo (-0.2%) in 2016, comparable to the previous year (Table 63).

- The average daily census showed 6,306 visitors present, up 2 percent from 2015.
- U.S. West (33.9%) continued to be the largest group of visitors to Hilo, followed by U.S. East (30.2%), Japan (8.5%), Other Asia (6.2%), Oceania (5.9%), Canada (5.4%) and Europe (4.5%) (Table 67 & 68).
- More than half (55.4%) were repeat visitors to the state and 69.4 percent were true independent travelers. Only 8.8 percent purchased group tours while 28.3 percent purchased package trips.
- Two out of three visitors to Hilo stayed in hotels (63.8%), 16 percent stayed on cruise ships, 14.8 percent stayed in rental homes, 13.5 percent stayed in condominiums, 12.7 percent stayed with friends or relatives, and 5.8 percent stayed in timeshares while in the state.

### **Island of Hawai'i (Kona Side)**

Arrivals by air to Kona increased 2.9 percent to 1,325,981 visitors in 2016 (Table 64).

- The average daily census rose 1.2 percent to 25,539 visitors.
- A breakdown by visitor markets to Kona showed 43.7 percent from U.S. West, 26.9 percent from U.S. East, 8.2 percent from Japan, 6.1 percent from Canada, 4.5 percent from Other Asia and 3.5 percent from Oceania (Table 67).
- Two out of three visitors (65.9%) to Kona in 2016 have been to the state before.
- More visitors made their own travel arrangements (73.7%) than purchased group tours (6.1%) or package trips (24.6%).
- Six out of ten visitors to Kona stayed in hotels, 19 percent stayed in condominiums, 12.3 percent stayed in rental homes, 11.3 percent stayed in timeshares, 8.9 percent stayed with friends or relatives, and 6.8 percent stayed on cruise ships while in the state.

## SEASONALITY BY ISLAND

The average daily census statewide indicated that there were 217,675 visitors on any given day in 2016, up 1.7 percent from a year ago. Average daily census showed increases on Maui (+2.8%), the island of Hawai'i (+1.4%), Kaua'i (+1.3%), O'ahu (+1.2%) and Lāna'i (+35.4%) and no growth in Moloka'i (-0.5%). In 2016, the busiest month statewide was December with 253,576 visitors per day. However, peak months varied by island (Tables 6, 7 and 50).

- **O'ahu:** In 2016, July was the busiest month on O'ahu with 114,871 visitors daily, followed by December (114,557 visitors daily) and June (113,959 visitors daily).
- **Maui:** The most popular months on Maui in 2016 were December (69,571 visitors daily), January (67,950 visitors daily) and July (65,941 visitors daily).
- **Island of Hawai'i:** December (41,416 visitors daily) was the busiest month on the island of Hawai'i in 2016, followed by January (40,781 visitors daily) and February (34,468 visitors daily).
- **Kaua'i:** The busiest month for visitors to Kaua'i in 2016 was July (29,200 visitors daily), followed by June (29,173 visitors daily) and January (28,102 visitors daily).
- **Lāna'i:** December was the heaviest traffic on Lāna'i with 810 visitors daily, followed by March (658 visitors) and June (633 visitors).
- **Moloka'i:** January (1,176 visitors daily) was the peak month on Moloka'i followed by December (980 visitors daily) and March (957 visitors daily).

## CRUISE VISITORS

Spending from visitors who came by cruise ships in 2016 increased 3.3 percent to \$39.6 million. Fewer tours from out-of-state cruise ships resulted in a 3.5 percent drop in arrivals to 112,475 visitors<sup>3</sup>. However, a longer average length of stay (+7.9% to 4.95 days) contributed to a 4.2 percent growth in visitor days (Tables 1, 89 and 90).

Another 114,464 visitors (-8.7%) flew to the state and boarded cruise ships in Hawai'i after their arrival. In all, there were 226,939 total cruise visitors in 2016, down 6.2 percent from last year (Table 89).

Total spending by all cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships) decreased 2.8 percent to \$391.6 million in 2016 (Table 91). Spending by cruise visitors from U.S. East (-3.1% to \$209.4 million), U.S. West (-1% to \$68.4 million), and Canada (-12.4% to \$37.5 million) declined compared to 2015.

### Island Visitation

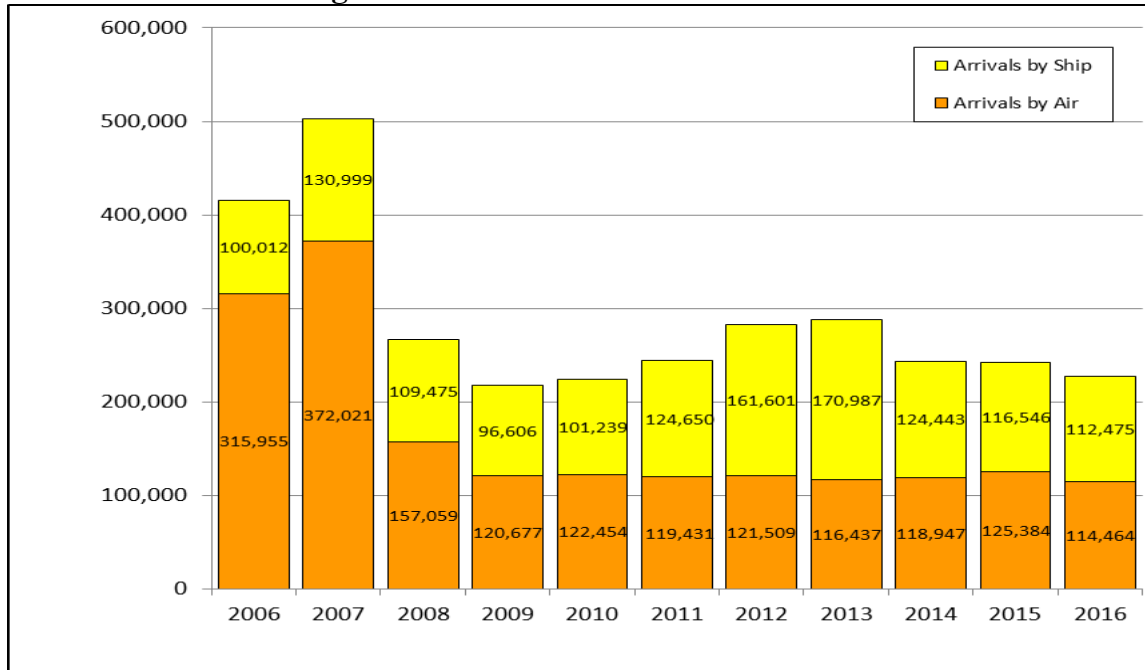
There were 230,602 total cruise passengers in 2016. Most of whom were visitors (98.5% or 226,939) while 1.5 percent or 3,663 were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (99.8%) of the cruise passengers visited O'ahu, 95.3 percent visited Maui, 93.2 percent visited the island of Hawai'i, and 86.3 percent visited Kaua'i. In addition to their cruise itinerary, 5,052 passengers visited Lāna'i and 3,523 visited Moloka'i.

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<sup>3</sup> Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

**Figure 14: Cruise Visitors to Hawai'i: 2006 – 2016**



- In terms of cruise visitors, the largest group was from U.S. East (37.9% of total cruise visitors), followed by visitors from U.S. West (26.8%), Oceania (13.1%), Canada (10.2%), Europe (3.6%) and other markets (8.5%).
- Over half (55%) of all cruise visitors have been to the islands before while 45 percent came for the first time. There were more first-timers among European (78.7%), U.S. East (55.5%) and Oceania (51.8%) cruise visitors. In contrast, repeat visitors comprised a larger percentage of cruise visitors from U.S. West (80%) and Canada (56%).
- Most (85.7%) of the visitors in 2016 cruised the islands for leisure, 8.8 percent visited friends or relatives and 2.4 percent were on their honeymoon.

### **Length of Stay and Type of Accommodation**

The average length of stay by all cruise visitors in 2016 was 7.93 days compared to 7.84 days in 2015. Cruise visitors in 2016 spent an average of 5.50 days aboard ship touring the islands and 1.18 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.25 days in Hawai'i before their cruise.

- Cruise visitors from Oceania in 2016 spent the most time in the islands at 8.69 days, down from 9.41 days in 2015. Their average length of cruise in 2016 was 5.36 days and these visitors also spent 1.92 days on shore after their cruise was over.
- The average length of stay by U.S. East visitors was 8.64 days, similar to 2015. In 2016, these visitors spent 6.09 days on ship and .93 days were spent post-cruise.
- The average length of stay by Canadian visitors was 7.81 days, compared to 7.53 days in 2015. In 2016, these visitors spent 5.30 days on ship and 1.34 days were spent after cruise.
- European cruise visitors stayed 7.37 days in 2016 (5.53 days in 2015). They spent 5.33 days on ship and .99 of a day in Hawai'i post cruise.

- Cruise visitors from U.S. West in 2016 stayed an average 6.90 days (6.82 in 2015), the shortest among the visitor groups. Their average length of cruise was 4.96 days and these visitors also spent 1.14 days on shore post cruise.
- Half (50.8%) of the cruise visitors in 2016 stayed in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (4.1%), timeshares (3.7%) and staying with friends or relatives (2%).

## Daily Spending

Cruise visitors in 2016 spent an average of \$218 per person per day statewide, compared to \$212 in 2015. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i home-ported ship which was considered as a Hawai'i business (Table 92).

- The statewide figure of \$218 also included \$133 in visitor spending that was spent on board U.S. flagged Hawai'i home-ported ship or which cruise package expenditures could not be allocated to a specific expenditure category.
- Spending by cruise visitors on O'ahu was the highest among the four major islands at \$118, up from \$116 in 2015.
- Daily cruise visitor spending on Maui (\$71) declined from last year (\$73).
- Daily cruise visitor spending on the island of Hawai'i (\$67) was also down compared to 2015 (\$69).
- Daily cruise visitor spending on Kaua'i rose slightly to \$61 from \$60 last year.

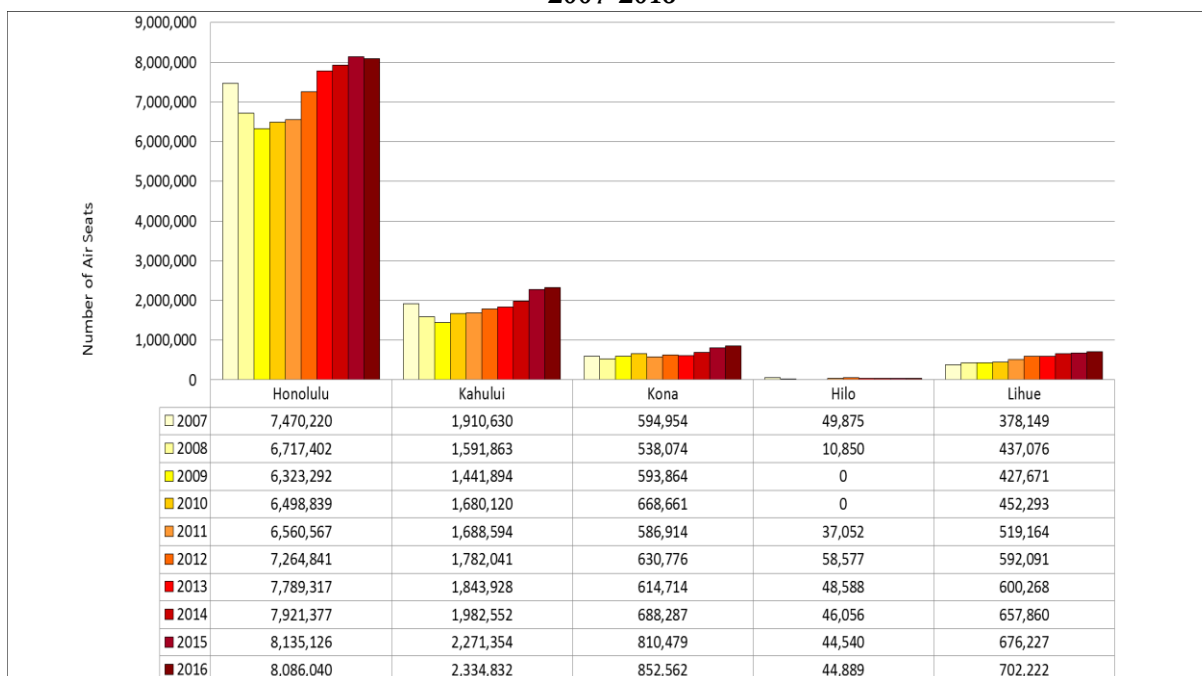
## TOTAL AIR SEATS OPERATED TO HAWAI'I

A record total of 12,020,545 air seats (+0.7%) served the Hawaiian Islands in 2016. Growth in scheduled seats from Other Asia (+19.9%), Oceania (+2.3%), U.S. West (+1.5%) and Canada (+0.7%) offset fewer seats from Japan (-5.8%) and U.S. East (-0.5%) (Table 93).

- There was a marginal drop in air capacity to the Honolulu International Airport (-0.6% to 8,086,040 total seats) compared to 2015. Growth in scheduled air seats from Other Asia climbed 19.9 percent, boosted by increased air service from Seoul. There were also more seats from U.S. East (+2.5%), Oceania (+2.3%) and Canada (+1.1%), but fewer seats from Japan (-5.9%) and U.S. West (-1.3%) than in the previous year (Tables 94 & 95).
- Air capacity to Kahului airport rose 2.8 percent to 2,334,832 seats in 2016. Seats from U.S. West were up 4.5 percent, with increased service from Denver, Los Angeles, San Diego and San Francisco. Seats from U.S. East dropped 16.9 percent, as a result of reduced service from Chicago and Dallas. There were more seats out of Canada (+4.2%) from Calgary, Edmonton and Vancouver compared to 2015.
- Seat capacity to the Kona International airport grew 5.2 percent to 852,562. There were more seats from U.S. West (+5.2%), particularly from Bellingham, Oakland, San Diego and Seattle. The U.S. East added 3,553 seats with the launch of the Dallas to Kona route in late 2016. Additionally, non-stop flights from Japan returned after a six-year absence with the launch of direct service from Haneda to Kona in December 2016 (+1,470 seats).
- Seats to Hilo airport from Los Angeles rose slightly from 2015 (+0.8% to 44,889 seats).

- Air capacity to the Lihue airport grew 3.8 percent to 702,222 seats in 2016. Seats from U.S. West were up 4.8 percent due to increased service out of Los Angeles and Oakland. However, seats out of Canada declined 15 percent from last year due to reduced service from Vancouver.

**Figure 15: Air Seats Operated to Hawai'i by Island  
2007-2016**



## HOTEL OCCUPANCY AND ROOM RATE

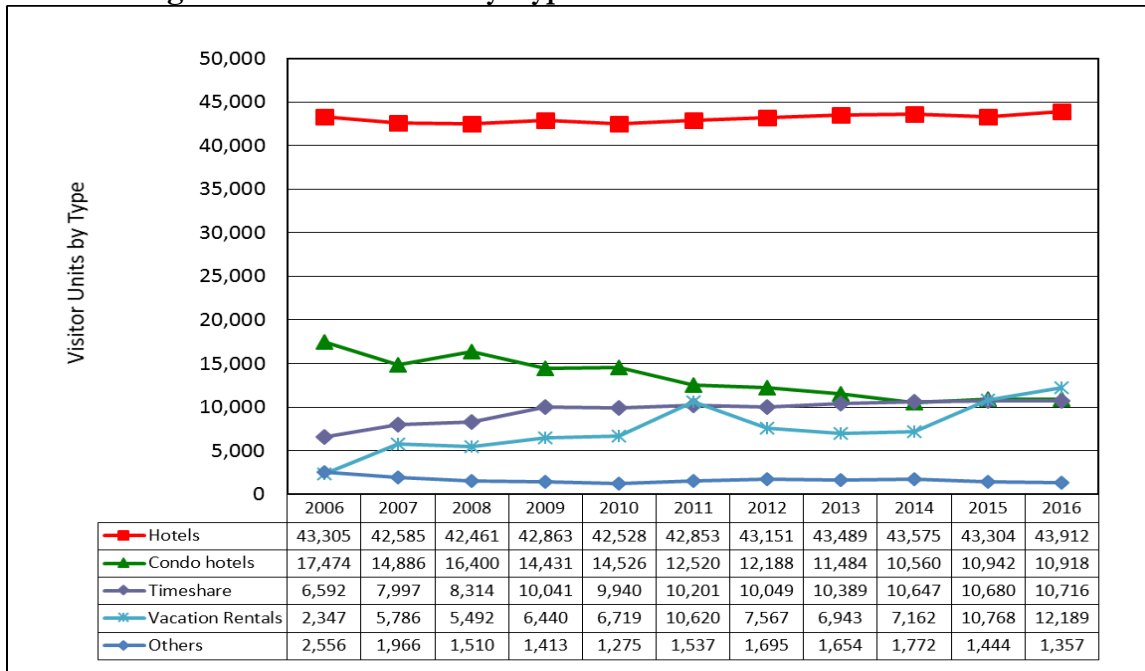
The statewide hotel occupancy rate for 2016 rose to 79.1 percent from 78.7 percent last year, supported by growth in visitor arrivals. Occupancy rates on O'ahu (-0.9 points to 84.2%) dropped slightly, while occupancy rates on Maui (+1.4 points to 75.8%), Kaua'i (+1.4 points to 72.6%) and the island of Hawai'i (+2.9 points to 68.7%) were higher compared to 2015 (Tables 96 to 100).

The statewide average room rate rose to \$254.84 from \$244.55 in 2015, with increases from all four larger islands. Maui's room rate remained the highest at \$332.52 (+4.7%). Room rates on Kaua'i at \$253.25 (+4.4%) was second highest, followed by the island of Hawai'i at \$242.42 (+4.4%). O'ahu's room rate remained the lowest at \$227.51 (+3.6%).

## VISITOR PLANT INVENTORY

From HTA's 2016 Visitor Plant Inventory report (VPI)<sup>4</sup>, there were 79,092 lodging units available for short-term rental by Hawai'i visitors, which represented an increase of 2.5 percent (+1,954 units) compared to 2015. Most of the gains were in vacation rental units (+1,421) and hotels (+608) units (Tables 101 to 104).

**Figure 16: Visitor Units by Type of Accommodations: 2006 – 2016**



The large majority of the lodging supply in the state was made up by hotels (55.5%) with 43,912 units. The number of hotel units rose 1.4 percent from 2015 due to hotel properties reopening after renovation or redevelopment. 59.6 percent of all hotel rooms were located on O'ahu (26,152).

Vacation Rentals increased 13.2 percent to 12,189 units and comprised 15.4 percent of all lodging units in 2016. Vacation Rental include condominium units, houses, villas, cottages, and private and shared rooms. While many new Vacation Rental properties and units were identified in 2016, the increase in Vacation Rental units was mainly due to a greater effort in surveying AOOU managers located in resort areas.

Condo Hotels were the third largest property type in 2016 (13.8%) with 10,918 visitor units. Condo Hotels consist of individually deeded condominium units but provide hotel-like services such as a front desk and often daily housekeeping service. The overall number of Condo Hotel units decreased slightly (-0.2%). Most of the State's Condo Hotel supply was on O'ahu (4,379 units) and Maui (4,317).

There were 10,716 timeshare units (+0.3%) in 2016, representing 13.5 percent of the State's lodging units. The majority of Hawai'i's timeshare supply is located on O'ahu and Maui. Both islands have nearly a third of the state's total timeshare units (29.8% and 29.5% share, respectively).

<sup>4</sup> The 2016 Visitor Plant Inventory is posted on the HTA website: [www.hawaiiitourismauthority.org/research/reports](http://www.hawaiiitourismauthority.org/research/reports)

# VISITOR SATISFACTION

Visitor satisfaction levels are an important indicator of visitor industry performance, providing feedback on how well services are delivered and how well those services fulfill visitors' expectations. High satisfaction encourages return trips to Hawai'i and results in a higher likelihood to recommend Hawai'i as a vacation destination. This section examined the first four questions from the 2016 Visitor Satisfaction and Activity survey (VSAT). Beginning in 2016, Chinese and Korean visitors were surveyed about their satisfaction with Hawai'i through intercept interviews conducted at the Honolulu International Airport.

## Overall Ratings of Most Recent Vacation to Hawai'i

The majority of respondents in 2016 continued to give high marks for their overall experience in Hawai'i.

- In 2016, 88.2 percent of U.S. West respondents gave “excellent”<sup>5</sup> rating to their overall trip to the islands, up from 84.5 percent in the previous year.
- Excellent ratings by U.S. East respondents (90.3%) were similar to 2015 (88.1%).
- Excellent ratings by Japanese respondents improved 8.2 points to 77.9 percent in 2016.
- Ratings by Canadian (+4.4 points to 88%) and Oceania (+4.8 points to 81.6%) respondents were also higher than in 2015, while ratings by European respondents (+0.6 points to 88.7%) were similar to last year.
- Eight out of ten Korean (77.7%) and Chinese (76.5%) respondents in 2016 gave excellent ratings to their trip to Hawai'i.

## Meeting Visitors' Expectations

Visitors' evaluation of their trip is influenced not only by the nature of the service they receive, but also by their needs, motivations, and interests. Overall, Hawai'i's ability to exceed expectations remained quite strong. In 2016, very few respondents from U.S. West (2.7%), U.S. East (2.7%), Japan (2.3%), Canada (2.3%), Europe (2.7%), Oceania (4.4%), Korea (3.2%) and China (6.7%) said that Hawai'i “did not meet” their expectations.

- A higher percentage of respondents from U.S. West (+3.6 points to 41.7%), U.S. East (+4.2 points to 53.3%) and Canada (+4.4 points to 45.6%) felt their trip exceeded their expectations compared to 2015.
- Ratings by Japanese respondents rose 4.6 points to 39 percent.
- Ratings by visitors from Oceania (+2.4% to 39.2%) and Europe (+1.1% to 53%) were about the same compared to last year.
- Over half of Korean respondents (55.2%) in 2016 said Hawai'i exceeded their expectations.
- Chinese visitors were more critical about Hawai'i than other visitor groups. Only 15.6 percent of the respondents felt that Hawai'i exceeded their expectations while 77.7 percent said the trip met their expectations.

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<sup>5</sup> Excellent ratings are the sum of responses for ratings of 7 and 8 on an 8-point scale.

## Likelihood to Recommend Hawai'i

Highly satisfied visitors are more likely to recommend their vacation destination to their friends and family. The majority of visitors surveyed in 2016 said they would very likely recommend Hawai'i to others.

- Nine out of ten U.S. West (89.5%), U.S. East (87.9%) and Canadian (89.9%) respondents in 2016 would very likely recommend Hawai'i. These ratings have been relatively consistent over the last five years.
- Slightly above 80 percent of respondents from Europe (84.4%) and Oceania (80.8%) would very likely recommend Hawai'i. Their ratings in 2016 were similar to year ago.
- Japanese visitors' ratings have been hovering near 80 percent. Ratings in 2016 (78.3%) improved 2.8 points from 2015.
- In 2016, 83.2 percent of Korean respondents and 65.9 percent of Chinese respondents would very likely recommend Hawai'i to their friends and relatives.

## Likelihood to Revisit Hawai'i

Each visitor's decision to return to Hawai'i is influenced by a variety of factors: positive experiences during their most recent trips, a desire for new experiences, amount of time available, financial considerations, and other commitments. Likelihood to revisit Hawai'i is an indicator of future demand and changes in desires. The percentage likely to return was closely correlated to distance from Hawai'i.

- U.S. West respondents continued to show the highest overall willingness to revisit Hawai'i. Ratings in 2016 of 79.3 percent were consistent with last year.
- Ratings by Canadian (+6.2 points to 67.5%) and Oceania (+6.8 points to 59.7%) improved compared to 2015.
- Similar to last year, over half of U.S. East (58.5%) and Japanese (54.5%) in 2016 indicated that they would return to the islands.
- With the long distance and no direct flights to Hawai'i, European visitors continued to show the lowest percentage of likelihood to return (45%).
- Eight out of ten Korean respondents and 52 percent of Chinese respondents in fourth quarter 2016 said that they would very likely revisit Hawai'i in the next five years.



**ANNUAL VISITOR RESEARCH REPORT**  
**TABLES**

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**Table 1: Summary of Visitor Statistics  
2016 vs. 2015**

TOTAL EXPENDITURES (\$mil.)	2016	2015	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>15,911.2</b>	<b>15,110.9</b>	<b>5.3</b>
Visitor expenditure by air	15,753.5	14,938.5	5.5
Visitor expenditure by cruise ships	39.6	38.4	3.3
Supplemental business (all MMAs)	118.1	134.1	-11.9

MMA (Air & Ship)	2016	2015	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>15,793.1</b>	<b>14,976.9</b>	<b>5.4</b>
<b>Visitor arrivals by air</b>	<b>15,753.5</b>	<b>14,938.5</b>	<b>5.5</b>
U.S. West	5,634.1	5,275.7	6.8
U.S. East	3,889.4	3,674.6	5.8
Japan	2,095.9	2,052.7	2.1
Canada	954.9	1,053.2	-9.3
Europe	353.4	337.2	4.8
Oceania	1,070.4	1,001.3	6.9
Other Asia	1,073.6	903.9	18.8
Latin America	56.5	79.8	-29.2
Other	625.1	560.1	11.6
<b>Visitor arrivals by cruise ships</b>	<b>39.6</b>	<b>38.4</b>	<b>3.3</b>
<b>TOTAL VISITOR DAYS</b>	<b>80,225,407</b>	<b>78,620,086</b>	<b>2.0</b>
<b>Visitor arrivals by air</b>	<b>79,669,135</b>	<b>78,086,081</b>	<b>2.0</b>
U.S. West	33,552,091	32,561,688	3.0
U.S. East	19,283,520	18,580,408	3.8
Japan	8,722,235	8,685,616	0.4
Canada	5,926,189	6,520,761	-9.1
Europe	1,860,887	1,897,157	-1.9
Oceania	3,736,542	3,810,265	-1.9
Other Asia	3,151,235	2,656,624	18.6
Latin America	302,638	322,634	-6.2
Other	3,133,799	3,050,930	2.7
<b>Visitor arrivals by cruise ships</b>	<b>556,271</b>	<b>534,005</b>	<b>4.2</b>
<b>VISITOR ARRIVALS</b>	<b>8,934,277</b>	<b>8,679,564</b>	<b>2.9</b>
<b>Visitor arrivals by air</b>	<b>8,821,802</b>	<b>8,563,018</b>	<b>3.0</b>
U.S. West	3,664,150	3,507,652	4.5
U.S. East	1,892,768	1,803,670	4.9
Japan	1,487,979	1,482,304	0.4
Canada	469,314	512,323	-8.4
Europe	143,922	145,019	-0.8
Oceania	390,364	399,619	-2.3
Other Asia	448,414	393,833	13.9
Latin America	26,075	27,978	-6.8
Other	298,817	290,621	2.8
<b>Visitor arrivals by cruise ships</b>	<b>112,475</b>	<b>116,546</b>	<b>-3.5</b>

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

**Table 1: Summary of Visitor Statistics (continued)**

MMA (Air & Ship)	2016	2015	(%) Change
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>8.98</b>	<b>9.06</b>	<b>-0.9</b>
<b>Visitor arrivals of stay by air</b>	9.03	9.12	-1.0
U.S. West	9.16	9.28	-1.4
U.S. East	10.19	10.30	-1.1
Japan	5.86	5.86	0.0
Canada	12.63	12.73	-0.8
Europe	12.93	13.08	-1.2
Oceania	9.57	9.53	0.4
Other Asia	7.03	6.75	4.2
Latin America	11.61	11.53	0.6
Other	10.49	10.50	-0.1
<b>Visitor arrivals of stay by cruise ships</b>	4.95	4.58	7.9
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>196.9</b>	<b>190.5</b>	<b>3.3</b>
<b>Visitor arrivals by air</b>	197.7	191.3	3.4
U.S. West	167.9	162.0	3.6
U.S. East	201.7	197.8	2.0
Japan	240.3	236.3	1.7
Canada	161.1	161.5	-0.2
Europe	189.9	177.7	6.9
Oceania	286.5	262.8	9.0
Other Asia	340.7	340.3	0.1
Latin America	186.7	247.4	-24.5
Other	199.5	183.6	8.7
<b>Visitor arrivals by cruise ships</b>	71.2	71.8	-0.8
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,767.7</b>	<b>1,725.5</b>	<b>2.4</b>
<b>Visitor arrivals by air</b>	1,785.7	1,744.5	2.4
U.S. West	1,537.6	1,504.0	2.2
U.S. East	2,054.9	2,037.3	0.9
Japan	1,408.6	1,384.8	1.7
Canada	2,034.7	2,055.8	-1.0
Europe	2,455.6	2,325.0	5.6
Oceania	2,742.0	2,505.5	9.4
Other Asia	2,394.2	2,295.2	4.3
Latin America	2,167.1	2,853.1	-24.0
Other	2,092.1	1,927.4	8.5
<b>Visitor arrivals by cruise ships</b>	352.4	329.2	7.0

Table 1: Summary of Visitor Statistics (continued)

ISLAND (Air & Ship)	2016	2015	(%) Change
<b>TOTAL EXPENDITURES (\$mil, AIR + SHIP)</b>	<b>15,793.1</b>	<b>14,976.9</b>	<b>5.4</b>
Total by air	15,753.5	14,938.5	5.5
O'ahu	7,340.3	7,366.5	-0.4
Maui	4,523.4	4,108.9	10.1
Moloka'i	32.9	33.7	-2.6
Lāna'i	91.7	42.9	113.7
Kaua'i	1,671.4	1,548.0	8.0
Hawai'i Island	2,093.8	1,838.5	13.9
<b>Visitor arrivals by cruise ships</b>	<b>39.6</b>	<b>38.4</b>	<b>3.3</b>
<b>TOTAL VISITOR DAYS</b>	<b>80,225,407</b>	<b>78,620,086</b>	<b>2.0</b>
Total by air	79,669,135	78,086,081	2.0
O'ahu	36,968,064	36,420,503	1.5
Maui	21,447,140	20,798,172	3.1
Moloka'i	285,221	285,991	-0.3
Lāna'i	221,145	162,933	35.7
Kaua'i	9,092,351	8,954,641	1.5
Hawai'i Island	11,655,215	11,463,840	1.7
<b>Visitor arrivals by cruise ships</b>	<b>556,271</b>	<b>534,005</b>	<b>4.2</b>
<b>VISITOR ARRIVALS</b>	<b>8,934,277</b>	<b>8,679,564</b>	<b>2.9</b>
Total by air	8,821,802	8,563,018	3.0
O'ahu	5,447,229	5,339,912	2.0
Maui	2,634,237	2,540,162	3.7
Moloka'i	58,932	64,767	-9.0
Lāna'i	63,024	58,390	7.9
Kaua'i	1,187,269	1,173,752	1.2
Hawai'i Island	1,549,943	1,514,973	2.3
<b>Visitor arrivals by cruise ships</b>	<b>112,475</b>	<b>116,546</b>	<b>-3.5</b>
<b>AVERAGE LENGTH OF STAY</b>	<b>8.98</b>	<b>9.06</b>	<b>-0.9</b>
Total by air	9.03	9.12	-1.0
O'ahu	6.79	6.82	-0.5
Maui	8.14	8.19	-0.6
Moloka'i	4.84	4.42	9.6
Lāna'i	3.51	2.79	25.7
Kaua'i	7.66	7.63	0.4
Hawai'i Island	7.52	7.57	-0.6
<b>Visitor arrivals by cruise ships</b>	<b>4.95</b>	<b>4.58</b>	<b>7.9</b>
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>196.9</b>	<b>190.5</b>	<b>3.3</b>
<b>Total by air</b>	<b>197.7</b>	<b>191.3</b>	<b>3.4</b>
O'ahu	198.6	202.3	-1.8
Maui	210.9	197.6	6.8
Moloka'i	115.2	118.0	-2.3
Lāna'i	414.6	263.3	57.4
Kaua'i	183.8	172.9	6.3
Hawai'i Island	179.6	160.4	12.0
<b>Visitor arrivals by cruise ships</b>	<b>71.2</b>	<b>71.8</b>	<b>-0.8</b>
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,767.7</b>	<b>1,725.5</b>	<b>2.4</b>
<b>Total by air</b>	<b>1,785.7</b>	<b>1,744.5</b>	<b>2.4</b>
O'ahu	1,347.5	1,379.5	-2.3
Maui	1,717.2	1,617.6	6.2
Moloka'i	557.8	521.0	7.1
Lāna'i	1,454.8	734.8	98.0
Kaua'i	1,407.7	1,318.9	6.7
Hawai'i Island	1,350.9	1,213.5	11.3
<b>Visitor arrivals by cruise ships</b>	<b>352.4</b>	<b>329.2</b>	<b>7.0</b>

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

**Table 2: Summary of Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	8,821,802	8,563,018	3.0	5,968,779	5,782,140	3.2	2,853,023	2,780,878	2.6
VISITOR DAYS	79,669,135	78,086,081	2.0	57,810,695	56,949,633	1.5	21,858,441	21,136,447	3.4
AVERAGE DAILY CENSUS	217,675	213,934	1.7	157,953	156,026	1.2	59,723	57,908	3.1
<b>ISLANDS VISITED</b>									
O'ahu	5,447,229	5,339,912	2.0	2,913,562	2,868,749	1.6	2,533,667	2,471,163	2.5
O'ahu only	4,139,493	4,038,993	2.5	2,098,751	2,061,135	1.8	2,040,743	1,977,858	3.2
O'ahu one day or less	209,583	216,599	-3.2	179,153	182,434	-1.8	30,430	34,165	-10.9
Kaua'i	1,187,269	1,173,752	1.2	1,050,577	1,028,294	2.2	136,691	145,458	-6.0
Kaua'i only	645,779	629,600	2.6	615,215	597,943	2.9	30,564	31,657	-3.5
Kaua'i one day or less	104,246	123,080	-15.3	65,679	73,803	-11.0	38,567	49,276	-21.7
Maui County	2,678,089	2,579,311	3.8	2,207,858	2,115,934	4.3	470,232	463,377	1.5
Maui	2,634,237	2,540,162	3.7	2,171,914	2,083,999	4.2	462,323	456,163	1.4
Maui only	1,683,204	1,597,116	5.4	1,491,887	1,414,007	5.5	191,317	183,109	4.5
Maui one day or less	137,397	152,279	-9.8	75,050	77,472	-3.1	62,348	74,807	-16.7
Moloka'i *	58,932	64,767	-9.0	44,203	49,843	-11.3	14,728	14,924	-1.3
Moloka'i only *	7,696	7,726	-0.4	6,909	6,994	-1.2	787	732	7.6
Moloka'i one day or less *	28,513	34,975	-18.5	18,571	23,456	-20.8	9,942	11,519	-13.7
Lāna'i *	63,024	58,390	7.9	49,299	44,333	11.2	13,725	14,057	-2.4
Lāna'i only *	9,910	5,591	77.3	9,242	5,193	78.0	668	398	67.7
Lāna'i one day or less *	33,717	38,561	-12.6	22,550	26,511	-14.9	11,167	12,049	-7.3
Hawai'i Island	1,549,943	1,514,973	2.3	1,187,740	1,154,201	2.9	362,203	360,772	0.4
Kona side	1,325,981	1,288,021	2.9	1,035,424	1,003,389	3.2	290,558	284,632	2.1
Hilo side	550,524	551,764	-0.2	396,360	389,408	1.8	154,164	162,356	-5.0
Hawai'i Island only	759,017	729,540	4.0	688,621	657,780	4.7	70,396	71,760	-1.9
Hawai'i Island one day or less	115,629	123,265	-6.2	45,798	50,060	-8.5	69,831	73,205	-4.6
Any Neighbor Island	4,682,309	4,524,025	3.5	3,870,029	3,721,004	4.0	812,280	803,020	1.2
NI only	3,374,573	3,223,106	4.7	3,055,217	2,913,390	4.9	319,356	309,715	3.1
O'ahu & NI	1,307,736	1,300,919	0.5	814,811	807,614	0.9	492,924	493,305	-0.1
Any one island only	7,245,100	7,008,566	3.4	4,910,626	4,743,052	3.5	2,334,475	2,265,514	3.0
Multiple Islands	1,576,702	1,554,452	1.4	1,058,154	1,039,088	1.8	518,548	515,364	0.6
Avg. Islands Visited	1.24	1.25	-0.7	1.24	1.25	-0.6	1.23	1.25	-0.8
<b>Average Length of</b>									
Stay in Hawai'i	9.03	9.12	-1.0	9.69	9.85	-1.7	7.66	7.60	0.8
O'ahu	6.79	6.82	-0.5	7.23	7.33	-1.4	6.28	6.22	0.8
Maui	8.14	8.19	-0.6	8.32	8.42	-1.2	7.31	7.12	2.7
Moloka'i	4.84	4.42	9.6	5.52	5.12	7.9	2.79	2.06	35.0
Lāna'i	3.51	2.79	25.7	3.96	3.18	24.3	1.91	1.56	22.4
Kaua'i	7.66	7.63	0.4	7.93	7.96	-0.4	5.59	5.30	5.4
Hawai'i Island	7.52	7.57	-0.6	8.35	8.47	-1.5	4.81	4.67	3.1
Hilo	4.19	4.09	2.5	4.90	4.86	0.8	2.37	2.24	6.0
Kona	7.05	7.15	-1.4	7.70	7.86	-2.1	4.74	4.64	2.2
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	5,502,947	5,322,571	3.4	3,258,527	3,138,003	3.8	2,244,420	2,184,567	2.7
Hotel only	4,803,345	4,656,465	3.2	2,742,043	2,633,121	4.1	2,061,302	2,023,344	1.9
Plan to stay in Condo	1,520,162	1,505,768	1.0	1,108,225	1,102,907	0.5	411,937	402,861	2.3
Condo only	1,181,576	1,180,114	0.1	876,142	871,308	0.6	305,435	308,805	-1.1
Plan to stay in Timeshare	798,503	807,944	-1.2	650,132	662,035	-1.8	148,371	145,909	1.7
Timeshare only	621,816	626,356	-0.7	506,232	515,224	-1.7	115,584	111,132	4.0
Cruise Ship	120,868	138,065	-12.5	100,478	112,068	-10.3	20,390	25,997	-21.6
Friends/Relatives	784,885	763,965	2.7	697,641	679,457	2.7	87,244	84,508	3.2
Bed & Breakfast	93,350	95,809	-2.6	71,697	72,821	-1.5	21,653	22,988	-5.8
Rental House	679,484	635,846	6.9	586,710	548,826	6.9	92,774	87,020	6.6
Hostel	62,265	63,747	-2.3	43,991	42,955	2.4	18,275	20,792	-12.1

**Table 2: Summary of Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	50,639	52,410	-3.4	41,079	42,247	-2.8	9,560	10,163	-5.9
Private Room in Private Home**	63,465	NA	NA	33,500	NA	NA	29,965	NA	NA
Shared Room/Space in Private Home**	17,328	NA	NA	11,376	NA	NA	5,952	NA	NA
Other	128,772	128,559	0.2	106,966	110,187	-2.9	21,806	18,371	18.7
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	7,338,059	7,120,061	3.1	4,914,524	4,762,556	3.2	2,423,536	2,357,505	2.8
Honeymoon/Get Married	659,138	650,568	1.3	267,555	268,923	-0.5	391,582	381,644	2.6
Honeymoon	599,740	588,236	2.0	228,554	228,711	-0.1	371,186	359,525	3.2
Get Married	103,376	109,921	-6.0	53,484	55,991	-4.5	49,892	53,930	-7.5
Pleasure/Vacation	6,739,100	6,536,063	3.1	4,689,088	4,541,287	3.3	2,050,012	1,994,776	2.8
Mtgs/Conventions/Incentive	485,194	498,771	-2.7	305,460	322,721	-5.3	179,734	176,050	2.1
Conventions	231,194	263,556	-12.3	182,861	198,049	-7.7	48,332	65,507	-26.2
Corporate Meetings	80,552	81,764	-1.5	72,414	71,360	1.5	8,138	10,404	-21.8
Incentive	188,747	171,087	10.3	63,072	67,181	-6.1	125,675	103,907	21.0
Other Business	255,919	257,097	-0.5	237,903	239,163	-0.5	18,017	17,934	0.5
Visit Friends/Rel.	722,681	717,411	0.7	637,769	638,926	-0.2	84,912	78,485	8.2
Govt/Military	94,105	90,513	4.0	80,886	78,121	3.5	13,219	12,392	6.7
Attend School	28,091	27,637	1.6	13,842	16,451	-15.9	14,249	11,186	27.4
Sport Events	89,744	90,477	-0.8	65,021	57,937	12.2	24,723	32,540	-24.0
Other	434,311	422,980	2.7	210,694	192,317	9.6	223,618	230,663	-3.1
<b>TRAVEL STATUS</b>									
% First Timers ***	34.5	34.4	0.1	29.0	28.9	0.1	46.0	45.9	0.1
% Repeaters ***	65.5	65.6	-0.1	71.0	71.1	-0.1	54.0	54.1	-0.1
Average # of Trips	5.1	5.1	-0.2	5.8	5.8	-0.2	3.5	3.5	-0.6
Group Tour	625,461	665,019	-5.9	192,172	191,485	0.4	433,289	473,533	-8.5
Non-Group	8,196,341	7,897,999	3.8	5,776,607	5,590,655	3.3	2,419,734	2,307,345	4.9
Package Trip	2,659,773	2,676,355	-0.6	1,201,825	1,189,600	1.0	1,457,948	1,486,756	-1.9
No Package	6,162,029	5,886,662	4.7	4,766,954	4,592,540	3.8	1,395,075	1,294,122	7.8
Net True Independent	6,012,593	5,752,441	4.5	4,702,415	4,529,639	3.8	1,310,177	1,222,802	7.1
Ave. Age	45	45	-0.3	46	46	-0.3	43	43	0.8
Ave. Party Size	2.20	2.19	0.7	2.08	2.07	0.8	2.53	2.51	0.9

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA= Not applicable

Source: Hawai'i Tourism Authority

**Table 3: Summary of Visitor Characteristics Percentage of Total (Arrivals by Air)  
2016 vs. 2015**

	TOTAL		DOMESTIC		INTERNATIONAL	
	2016	2015	2016	2015	2016	2015
VISITOR ARRIVALS	8,821,802	8,563,018	5,968,779	5,782,140	2,853,023	2,780,878
VISITOR DAYS	79,669,135	78,086,081	57,810,695	56,949,633	21,858,441	21,136,447
AVERAGE DAILY CENSUS	217,675	213,934	157,953	156,026	59,723	57,908
<b>ISLANDS VISITED</b>						
O'ahu	61.7%	62.4%	48.8%	49.6%	88.8%	88.9%
O'ahu only	46.9%	47.2%	35.2%	35.6%	71.5%	71.1%
O'ahu one day or less	2.4%	2.5%	3.0%	3.2%	1.1%	1.2%
Kaua'i	13.5%	13.7%	17.6%	17.8%	4.8%	5.2%
Kaua'i only	7.3%	7.4%	10.3%	10.3%	1.1%	1.1%
Kaua'i one day or less	1.2%	1.4%	1.1%	1.3%	1.4%	1.8%
Maui County	30.4%	30.1%	37.0%	36.6%	16.5%	16.7%
Maui	29.9%	29.7%	36.4%	36.0%	16.2%	16.4%
Maui only	19.1%	18.7%	25.0%	24.5%	6.7%	6.6%
Maui one day or less	1.6%	1.8%	1.3%	1.3%	2.2%	2.7%
Moloka'i *	0.7%	0.8%	0.7%	0.9%	0.5%	0.5%
Moloka'i only*	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Moloka'i one day or less*	0.3%	0.4%	0.3%	0.4%	0.3%	0.4%
Lāna'i *	0.7%	0.7%	0.8%	0.8%	0.5%	0.5%
Lāna'i only*	0.1%	0.1%	0.2%	0.1%	0.0%	0.0%
Lāna'i one day or less*	0.4%	0.5%	0.4%	0.5%	0.4%	0.4%
Hawai'i Island	17.6%	17.7%	19.9%	20.0%	12.7%	13.0%
Kona side	15.0%	15.0%	17.3%	17.4%	10.2%	10.2%
Hilo side	6.2%	6.4%	6.6%	6.7%	5.4%	5.8%
Hawai'i Island only	8.6%	8.5%	11.5%	11.4%	2.5%	2.6%
Hawai'i Island one day or less	1.3%	1.4%	0.8%	0.9%	2.4%	2.6%
Any Neighbor Island	53.1%	52.8%	64.8%	64.4%	28.5%	28.9%
NI only	38.3%	37.6%	51.2%	50.4%	11.2%	11.1%
O'ahu & NI	14.8%	15.2%	13.7%	14.0%	17.3%	17.7%
Any one island only	82.1%	81.8%	82.3%	82.0%	81.8%	81.5%
Multiple Islands	17.9%	18.2%	17.7%	18.0%	18.2%	18.5%
Avg. Islands Visited	1.24	1.25	1.24	1.25	1.23	1.25
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	62.4%	62.2%	54.6%	54.3%	78.7%	78.6%
Hotel only	54.4%	54.4%	45.9%	45.5%	72.2%	72.8%
Plan to stay in Condo	17.2%	17.6%	18.6%	19.1%	14.4%	14.5%
Condo only	13.4%	13.8%	14.7%	15.1%	10.7%	11.1%
Plan to stay in Timeshare	9.1%	9.4%	10.9%	11.4%	5.2%	5.2%
Timeshare only	7.0%	7.3%	8.5%	8.9%	4.1%	4.0%
Cruise Ship	1.4%	1.6%	1.7%	1.9%	0.7%	0.9%
Friends/Relatives	8.9%	8.9%	11.7%	11.8%	3.1%	3.0%
Bed & Breakfast	1.1%	1.1%	1.2%	1.3%	0.8%	0.8%
Rental House	7.7%	7.4%	9.8%	9.5%	3.3%	3.1%
Hostel	0.7%	0.7%	0.7%	0.7%	0.6%	0.7%

**Table 3: Summary of Visitor Characteristics Percentage of Total (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL		DOMESTIC		INTERNATIONAL	
	2016	2015	2016	2015	2016	2015
Camp Site, Beach	0.6%	0.6%	0.7%	0.7%	0.3%	0.4%
Private Room in Private Home**	0.7%	0.0%	0.6%	0.0%	1.1%	0.0%
Shared Room/Space in Private Home**	0.2%	0.0%	0.2%	0.0%	0.2%	0.0%
Other	1.5%	1.5%	1.8%	1.9%	0.8%	0.7%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	83.2%	83.1%	82.3%	82.4%	84.9%	84.8%
Honeymoon/Get Married	7.5%	7.6%	4.5%	4.7%	13.7%	13.7%
Honeymoon	6.8%	6.9%	3.8%	4.0%	13.0%	12.9%
Get Married	1.2%	1.3%	0.9%	1.0%	1.7%	1.9%
Pleasure/Vacation	76.4%	76.3%	78.6%	78.5%	71.9%	71.7%
Mtgs/Conventions/Incentive	5.5%	5.8%	5.1%	5.6%	6.3%	6.3%
Conventions	2.6%	3.1%	3.1%	3.4%	1.7%	2.4%
Corporate Meetings	0.9%	1.0%	1.2%	1.2%	0.3%	0.4%
Incentive	2.1%	2.0%	1.1%	1.2%	4.4%	3.7%
Other Business	2.9%	3.0%	4.0%	4.1%	0.6%	0.6%
Visit Friends/Rel.	8.2%	8.4%	10.7%	11.0%	3.0%	2.8%
Govt/Military	1.1%	1.1%	1.4%	1.4%	0.5%	0.4%
Attend School	0.3%	0.3%	0.2%	0.3%	0.5%	0.4%
Sport Events	1.0%	1.1%	1.1%	1.0%	0.9%	1.2%
Other	4.9%	4.9%	3.5%	3.3%	7.8%	8.3%
<b>TRAVEL STATUS</b>						
% First Timers ***	34.5	34.4	29.0	28.9	46.0	45.9
% Repeaters ***	65.5	65.6	71.0	71.1	54.0	54.1
Average # of Trips	5.06	5.07	5.80	5.81	3.50	3.52
Group Tour	7.1%	7.8%	3.2%	3.3%	15.2%	17.0%
Non-Group	92.9%	92.2%	96.8%	96.7%	84.8%	83.0%
Package Trip	30.1%	31.3%	20.1%	20.6%	51.1%	53.5%
No Package	69.9%	68.7%	79.9%	79.4%	48.9%	46.5%
Net True Independent	68.2%	67.2%	78.8%	78.3%	45.9%	44.0%
Ave. Age	45	45	46	46	43	43
Ave. Party Size	2.2	2.2	2.1	2.0	2.5	2.5

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable



**Table 4: Visitor Days by Island (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
TOTAL STATE	79,669,135	78,086,081	2.0	57,810,695	56,949,633	1.5	21,858,441	21,136,447	3.4
O'AHU	36,968,064	36,420,503	1.5	21,064,065	21,038,028	0.1	15,904,000	15,382,475	3.4
MAUI COUNTY	21,953,505	21,247,096	3.3	18,506,578	17,948,613	3.1	3,446,927	3,298,484	4.5
MAUI	21,447,140	20,798,172	3.1	18,067,414	17,552,378	2.9	3,379,726	3,245,794	4.1
MOLOKA'I	285,221	285,991	-0.3	244,177	255,188	-4.3	41,044	30,803	33.2
LĀNA'I	221,145	162,933	35.7	194,987	141,047	38.2	26,158	21,887	19.5
KAUAI	9,092,351	8,954,641	1.5	8,328,189	8,183,081	1.8	764,162	771,560	-1.0
HAWAII ISLAND	11,655,215	11,463,840	1.7	9,911,863	9,779,912	1.3	1,743,352	1,683,928	3.5
HILO	2,307,979	2,256,113	2.3	1,942,628	1,892,997	2.6	365,351	363,116	0.6
KONA	9,347,235	9,207,726	1.5	7,969,235	7,886,915	1.0	1,378,001	1,320,812	4.3

**Table 5: Visitor Days by Month (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JANUARY	7,404,468	7,186,748	3.0	5,177,396	5,145,692	0.6	2,227,072	2,041,056	9.1
FEBRUARY	6,311,992	6,138,434	2.8	4,405,545	4,269,490	3.2	1,906,447	1,868,944	2.0
MARCH	6,863,235	6,846,372	0.2	4,847,432	4,842,583	0.1	2,015,803	2,003,789	0.6
APRIL	5,865,373	5,836,905	0.5	4,142,321	4,228,364	-2.0	1,723,052	1,608,541	7.1
MAY	6,061,561	6,031,520	0.5	4,618,664	4,566,630	1.1	1,442,898	1,464,890	-1.5
JUNE	7,235,519	7,094,010	2.0	5,628,353	5,557,622	1.3	1,607,166	1,536,387	4.6
JULY	7,561,516	7,516,378	0.6	5,766,500	5,687,281	1.4	1,795,016	1,829,097	-1.9
AUGUST	6,766,547	6,663,657	1.5	4,818,551	4,776,783	0.9	1,947,997	1,886,873	3.2
SEPTEMBER	5,685,918	5,332,590	6.6	4,009,404	3,768,327	6.4	1,676,514	1,564,262	7.2
OCTOBER	6,057,459	5,884,940	2.9	4,379,694	4,329,824	1.2	1,677,765	1,555,116	7.9
NOVEMBER	5,994,696	5,847,414	2.5	4,239,022	4,179,799	1.4	1,755,673	1,667,614	5.3
DECEMBER	7,860,852	7,707,113	2.0	5,777,813	5,597,236	3.2	2,083,039	2,109,877	-1.3
<b>TOTAL</b>	<b>79,669,135</b>	<b>78,086,081</b>	<b>2.0</b>	<b>57,810,695</b>	<b>56,949,633</b>	<b>1.5</b>	<b>21,858,441</b>	<b>21,136,447</b>	<b>3.4</b>

**Table 6: Average Daily Census by Island (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
TOTAL STATE	217,675	213,934	1.7	157,953	156,026	1.2	59,723	57,908	3.1
O'AHU	101,006	99,782	1.2	57,552	57,638	-0.1	43,454	42,144	3.1
MAUI COUNTY	59,982	58,211	3.0	50,564	49,174	2.8	9,418	9,037	4.2
MAUI	58,599	56,981	2.8	49,365	48,089	2.7	9,234	8,893	3.8
MOLOKA'I	779	784	-0.5	667	699	-4.6	112	84	32.9
LĀNA'I	604	446	35.4	533	386	37.9	71	60	19.2
KAUA'I	24,842	24,533	1.3	22,755	22,419	1.5	2,088	2,114	-1.2
HAWAII ISLAND	31,845	31,408	1.4	27,082	26,794	1.1	4,763	4,614	3.2
HILO	6,306	6,181	2.0	5,308	5,186	2.3	998	995	0.3
KONA	25,539	25,227	1.2	21,774	21,608	0.8	3,765	3,619	4.0

**Table 7: Average Daily Census by Month (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JANUARY	238,854	231,831	3.0	167,013	165,990	0.6	71,841	65,841	9.1
FEBRUARY	217,655	219,230	-0.7	151,915	152,482	-0.4	65,740	66,748	-1.5
MARCH	221,395	220,851	0.2	156,369	156,212	0.1	65,026	64,638	0.6
APRIL	195,512	194,564	0.5	138,077	140,945	-2.0	57,435	53,618	7.1
MAY	195,534	194,565	0.5	148,989	147,311	1.1	46,545	47,255	-1.5
JUNE	241,184	236,467	2.0	187,612	185,254	1.3	53,572	51,213	4.6
JULY	243,920	242,464	0.6	186,016	183,461	1.4	57,904	59,003	-1.9
AUGUST	218,276	214,957	1.5	155,437	154,090	0.9	62,839	60,867	3.2
SEPTEMBER	189,531	177,753	6.6	133,647	125,611	6.4	55,884	52,142	7.2
OCTOBER	195,402	189,837	2.9	141,280	139,672	1.2	54,121	50,165	7.9
NOVEMBER	199,823	194,914	2.5	141,301	139,327	1.4	58,522	55,587	5.3
DECEMBER	253,576	248,617	2.0	186,381	180,556	3.2	67,195	68,061	-1.3
<b>TOTAL</b>	<b>217,675</b>	<b>213,934</b>	<b>1.7</b>	<b>157,953</b>	<b>156,026</b>	<b>1.2</b>	<b>59,723</b>	<b>57,908</b>	<b>3.1</b>

**Table 8: Visitors Staying Overnight or Longer (Arrivals by Air)  
1955 – 2016**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1955	109,663	20.3	91,712	18.7	17,951	29.3
1956	133,667	21.9	102,328	11.6	31,338	74.6
1957	168,652	26.2	126,816	23.9	41,836	33.5
1958	171,367	1.6	128,241	1.1	43,126	3.1
1959	242,994	41.8	196,731	53.4	46,263	7.3
1960	296,249	21.9	235,262	19.6	60,986	31.8
1961	319,476	7.8	208,387	-11.4	111,089	82.2
1962	361,812	13.3	231,308	11.0	130,504	17.5
1963	428,690	18.5	287,405	24.3	141,286	8.3
1964	563,412	31.4	419,280	45.9	144,132	2.0
1965	686,314	21.8	539,211	28.6	147,103	2.1
1966	834,732	21.6	629,564	16.8	205,168	39.5
1967	1,124,012	34.7	828,849	31.7	295,163	43.9
1968	1,313,706	16.9	952,821	15.0	360,885	22.3
1969	1,526,074	16.2	1,121,714	17.7	404,360	12.0
1970	1,745,904	14.4	1,273,639	13.5	472,265	16.8
1971	1,817,941	4.1	1,363,081	7.0	454,860	-3.7
1972	2,233,627	22.9	1,682,285	23.4	551,342	21.2
1973	2,622,376	17.4	1,942,714	15.5	679,662	23.3
1974	2,804,394	6.9	2,036,203	4.8	768,191	13.0
1975	2,818,082	0.5	2,028,068	-0.4	790,014	2.8
1976	3,213,249	14.0	2,327,399	14.8	885,850	12.1
1977	3,413,095	6.2	2,508,472	7.8	904,623	2.1
1978	3,676,967	7.7	2,766,012	10.3	910,955	0.7
1979	3,966,192	7.9	2,888,521	4.4	1,077,671	18.3
1980	3,928,789	-0.9	2,793,101	-3.3	1,135,688	5.4
1981	3,928,906	0.0	2,778,566	-0.5	1,150,340	1.3
1982	4,227,733	7.6	3,072,543	10.6	1,155,189	0.4
1983	4,356,317	3.0	3,219,219	4.8	1,137,098	-1.6
1984	4,827,884	10.8	3,499,419	8.7	1,328,466	16.8
1985	4,843,414	0.3	3,522,126	0.6	1,321,288	-0.5
1986	5,569,067	15.0	4,063,928	15.4	1,505,138	13.9
1987	5,770,585	3.6	4,040,204	-0.6	1,730,381	15.0
1988	6,101,483	5.7	4,041,878	0.0	2,059,605	19.0
1989	6,488,422	6.3	4,339,507	7.4	2,148,915	4.3
1990	6,723,531	3.6	4,315,161	-0.6	2,408,370	12.1
1991	6,518,460	-3.1	4,068,508	-5.7	2,449,952	1.7
1992	6,473,669	-0.7	3,791,945	-6.8	2,681,724	9.5
1993	6,070,995	-6.2	3,570,059	-5.9	2,500,936	-6.7
1994	6,364,674	4.8	3,813,279	6.8	2,551,395	2.0
1995	6,546,759	2.9	3,743,474	-1.8	2,803,285	9.9
1996	6,723,141	2.7	3,794,113	1.4	2,929,028	4.5
1997	6,761,135	0.7	3,890,798	2.5	2,870,337	-2.0
1998	6,595,790	-2.4	4,014,140	3.2	2,581,650	-10.1
1999	6,741,037	2.2	4,255,621	6.0	2,485,416	-3.7
2000	6,948,595	3.1	4,446,936	4.5	2,501,659	0.7
2001	6,303,791	-9.3	4,224,321	-5.0	2,079,470	-16.9
2002	6,389,058	1.4	4,358,850	3.2	2,030,208	-2.4
2003	6,380,439	-0.1	4,531,289	4.0	1,849,150	-8.9
2004	6,912,094	8.3	4,892,960	8.0	2,019,134	9.2
2005	7,416,574	7.3	5,313,281	8.6	2,103,293	4.2
2006	7,528,106	1.5	5,550,125	4.5	1,977,981	-6.0
2007	7,496,820	-0.4	5,582,530	0.6	1,914,290	-3.2
2008	6,713,436	-10.4	4,901,893	-12.2	1,811,543	-5.4
2009	6,420,448	-4.4	4,672,001	-4.7	1,748,447	-3.5
2010R	6,916,894	7.7	4,957,352	6.1	1,959,542	12.1
2011	7,174,397	3.7	5,127,291	3.4	2,047,106	4.5
2012	7,867,143	9.7	5,403,025	5.4	2,464,118	20.4
2013	8,003,474	1.7	5,405,300	0.0	2,598,174	5.4
2014R	8,196,342	2.4	5,486,059	1.5	2,710,283	4.3
2015	8,563,018	4.5	5,782,140	5.4	2,780,878	2.6
2016	8,821,802	3.0	5,968,779	3.2	2,853,023	2.6



**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued**  
2016

2016	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
TOTAL	106,807	3,517	209,221	2,204	9,944	331,693	11,509	15,812	6,218	33,538	279,096	7,404,468				
Jan	130,923	4,241	171,733	1,905	15,352	324,154	9,265	13,367	4,382	27,014	228,388	6,311,992				
Feb	66,941	3,445	104,567	2,618	9,876	187,447	6,262	7,856	7,330	21,448	235,838	6,863,235				
Mar	80,906	1,835	119,132	2,604	9,011	213,489	6,879	7,420	5,784	20,084	225,938	5,865,373				
Apr	102,506	3,148	119,390	2,992	10,580	238,615	5,732	9,581	5,781	21,094	237,310	6,061,561				
May	104,249	4,186	122,063	3,125	14,955	248,579	4,578	7,164	7,519	19,262	275,605	7,235,519				
Jun	110,444	6,122	162,161	3,487	14,068	296,282	6,356	10,259	15,689	32,305	326,357	7,561,516				
Jul	98,377	4,871	183,124	2,788	12,555	301,716	4,231	7,178	8,386	19,796	307,652	6,766,547				
Aug	81,682	1,631	147,996	2,513	14,757	248,579	4,480	8,908	6,923	20,311	245,676	5,685,918				
Sep	89,344	2,491	180,965	1,749	11,351	285,901	4,764	10,098	7,238	22,100	279,709	6,057,459				
Oct	42,293	1,575	158,344	2,180	9,529	213,921	2,658	8,433	5,894	16,984	210,426	5,994,696				
Nov	67,988	3,591	171,064	6,303	11,915	260,861	11,438	25,489	11,776	48,703	281,805	7,860,852				
Dec	1,082,459	40,653	1,849,761	34,468	143,895	3,151,235	78,153	131,565	92,920	302,638	3,133,799	79,669,135				
<b>DOMESTIC</b>	12,854	2,253	6,504	874	905	23,390	11,336	15,447	5,444	32,227	196,972	5,177,396				
Jan	21,001	2,379	5,729	372	988	30,469	9,033	12,727	4,186	25,946	162,507	4,405,545				
Feb	15,789	2,514	4,555	655	948	24,460	6,157	7,521	7,053	20,731	162,291	4,847,432				
Mar	14,540	1,212	4,237	979	954	21,923	6,519	7,183	5,116	18,819	146,245	4,142,321				
Apr	31,071	2,189	5,626	1,237	1,189	41,311	5,572	9,299	5,687	20,558	167,557	4,618,664				
May	33,509	2,314	4,196	1,349	1,236	42,604	4,413	6,919	7,202	18,534	206,712	5,628,353				
Jun	21,963	3,464	5,585	1,635	1,589	34,237	6,274	9,994	14,869	31,137	250,235	5,766,500				
Jul	18,614	2,499	5,127	853	1,459	28,553	4,179	6,984	7,499	18,662	200,224	4,818,551				
Aug	17,043	887	3,692	413	953	22,989	4,405	8,643	6,871	19,919	173,015	4,009,404				
Sep	20,398	1,224	4,051	602	980	27,256	4,688	9,832	6,847	21,367	181,636	4,379,694				
Oct	13,889	1,211	4,409	590	1,324	21,422	2,476	8,074	5,576	16,126	143,852	4,239,022				
Nov	21,776	1,952	5,058	1,237	830	30,853	11,375	24,519	10,725	46,620	214,081	5,777,813				
Dec	242,447	24,098	58,768	10,797	13,355	349,466	76,427	127,142	87,077	290,646	2,205,326	57,810,695				
<b>INTERNATIONAL</b>	93,952	1,264	202,717	1,330	9,040	308,303	173	365	774	1,311	82,125	2,227,072				
Jan	109,922	1,862	166,003	1,533	14,364	293,684	233	640	195	1,068	65,881	1,906,447				
Feb	51,152	931	100,013	1,963	8,928	162,987	105	335	277	717	73,546	2,015,803				
Mar	66,366	623	114,895	1,625	8,058	191,566	360	237	668	1,265	79,694	1,723,052				
Apr	71,435	959	113,764	1,755	9,391	197,304	160	282	94	536	69,754	1,442,898				
May	70,741	1,872	117,867	1,776	13,719	205,975	165	245	318	728	68,893	1,607,166				
Jun	88,481	2,658	156,576	1,852	12,479	262,046	83	265	820	1,167	76,121	1,795,016				
Jul	79,763	2,371	177,997	1,935	11,096	273,163	53	194	887	1,134	107,428	1,947,997				
Aug	64,639	744	144,304	2,100	13,804	225,590	75	265	52	392	72,661	1,676,514				
Sep	68,946	1,267	176,914	1,146	10,371	258,645	76	267	391	734	98,073	1,677,765				
Oct	28,404	364	153,936	1,590	8,205	192,499	182	359	318	858	66,574	1,755,673				
Nov	46,212	1,639	166,006	5,066	11,085	230,007	63	970	1,050	2,083	67,724	2,083,039				
Dec	840,012	16,554	1,790,992	23,670	130,539	2,801,769	1,726	4,423	5,843	11,993	928,473	21,858,441				

**Table 10: Visitor Days Growth by Month and MMA**  
 % change 2016 vs. 2015

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>	1.9	7.1	2.0	-10.4	8.4	-4.6	-7.1	21.1	-7.4	-1.3	-1.4	4.2	-0.7			
Jan	6.0	5.2	-1.0	-12.0	3.2	-16.8	-11.1	-2.3	8.8	-5.3	-3.6	-27.8	-6.4			
Feb	3.2	5.5	-2.7	-14.2	-32.0	-29.2	-3.8	-2.7	-4.4	-17.7	-2.7	-6.2	-3.1			
Mar	-1.5	-3.8	10.2	-10.3	40.3	4.6	17.9	24.1	11.3	22.3	23.2	5.5	20.1			
Apr	2.7	3.6	-0.1	-20.5	13.2	-10.1	-19.2	-15.5	-6.5	-6.3	-7.7	-9.2	-8.0			
May	4.8	2.9	0.7	-8.6	5.8	-16.9	-15.8	-33.0	-20.5	-15.3	-7.6	9.5	-4.5			
Jun	3.5	-1.9	-5.6	-3.9	5.8	-12.1	1.9	-18.1	7.1	-0.2	-6.0	12.7	-1.9			
Jul	1.9	2.7	-1.7	-6.5	7.1	4.9	-11.4	3.5	9.1	0.4	-16.4	2.7	-12.5			
Aug	3.7	19.6	-0.7	-6.7	9.2	-6.1	7.2	11.4	10.2	7.0	-7.9	23.0	-2.9			
Sep	4.7	-1.2	0.1	-6.2	-1.2	15.6	0.8	10.3	1.1	2.6	-6.7	8.8	-4.3			
Oct	1.5	5.4	8.7	-0.5	-4.7	-37.0	-7.4	-9.3	-1.0	-10.2	-4.0	36.0	1.1			
Nov	4.0	4.0	-0.3	-4.5	4.9	-33.6	0.8	-9.8	7.6	-4.0	1.7	12.4	3.2			
Dec	3.0	3.8	0.4	-9.1	3.3	-10.8	-4.0	-3.6	1.9	-1.9	-3.8	8.1	-1.9			
<b>TOTAL</b>	1.9	7.4	15.3	-42.2	5.9	9.3	-5.9	21.8	-9.3	-0.3	-14.5	-2.1	-12.7			
<b>DOMESTIC</b>	6.5	7.7	-4.7	-49.8	6.8	-14.8	-14.4	-9.7	14.9	-5.0	-13.7	-10.9	-13.2			
Jan	4.5	4.1	-29.1	-52.5	11.2	-38.6	-9.7	2.3	-16.6	-7.3	-17.3	-44.8	-22.6			
Feb	-1.1	-0.8	-29.2	-37.4	-13.4	-6.6	7.5	23.1	11.8	-0.2	-1.8	-30.8	-8.3			
Mar	3.3	3.6	-16.9	-35.7	-10.1	-7.9	-17.0	-17.2	-2.2	-11.8	-12.1	-15.1	-12.6			
Apr	4.2	0.7	-5.1	-18.0	-17.6	-33.4	-19.6	-32.4	-13.4	-20.8	-18.6	-28.1	-20.5			
May	3.5	-0.2	-12.2	-5.5	-5.9	-9.6	-6.5	-18.7	13.1	-3.6	-13.5	-25.3	-16.1			
Jun	2.8	1.0	-15.6	-9.5	-2.0	-6.8	-15.3	12.9	13.9	-3.5	-14.0	6.9	-10.3			
Jul	2.3	17.9	-26.3	-4.1	-0.2	10.6	10.8	4.3	21.2	8.5	-21.3	-7.8	-19.4			
Aug	4.2	-1.2	-23.9	-3.5	-12.2	8.6	1.1	5.3	1.3	-1.7	-14.5	-26.9	-16.9			
Sep	2.0	3.4	-14.2	-7.8	16.0	11.7	-5.8	-9.9	7.9	3.6	-23.7	36.1	-13.2			
Oct	4.3	5.0	-7.6	-9.6	-2.2	-26.8	-5.0	-8.9	19.2	-3.2	-8.8	-5.8	-8.3			
Nov	3.2	3.8	-14.3	-28.0	-3.4	-8.9	-6.5	-2.3	6.0	-3.5	-14.8	-14.7	-14.8			
Dec	3.2	3.8	-14.3	-28.0	-3.4	-8.9	-6.5	-2.3	6.0	-3.5	-14.8	-14.7	-14.8			
<b>INTERNATIONAL</b>	5.5	3.2	1.9	3.2	26.6	-27.0	-15.9	13.6	8.5	-6.9	2.4	6.6	2.9			
Jan	-20.9	-38.0	-0.9	4.0	-10.1	-20.9	15.0	163.8	-26.2	-6.8	-2.6	-30.2	-5.7			
Feb	-42.3	50.4	-2.5	2.9	-82.0	-11.5	36.9	-26.2	357.5	-45.4	-1.3	0.4	-1.1			
Mar	-18.3	-53.5	10.6	-3.4	433.9	17.9	57.7	29.8	8.0	110.4	27.3	14.0	25.1			
Apr	-38.6	4.2	0.1	-9.0	141.3	-12.8	-32.2	-0.2	-27.8	17.8	-7.2	-8.2	-7.3			
May	34.0	69.0	0.7	-4.0	76.5	11.2	3.2	-38.2	-58.9	10.2	-6.0	15.9	-2.1			
Jun	2.5	-24.4	-5.5	-2.7	98.9	-17.1	99.2	-13.3	-32.4	19.7	-4.5	20.5	1.0			
Jul	-35.5	39.8	-1.6	-4.2	80.2	51.1	36.3	-48.6	-23.5	28.8	-16.7	2.2	-12.8			
Aug	904.1	402.8	-0.5	-8.2	109.2	-28.3	-29.5	175.9	-49.0	-2.5	-5.2	27.9	0.3			
Sep	57.0	0.0	0.3	-8.1	95.1	31.2	-2.0	75.5	-0.5	32.6	-5.2	17.8	-1.8			
Oct	-13.5	75.6	8.9	2.9	-53.7	-76.5	-17.8	-6.1	-53.9	-52.5	-1.8	36.0	2.8			
Nov	-12.2	-25.6	-0.2	-2.6	49.4	-40.4	36.7	-18.6	-67.6	-7.3	2.7	15.0	4.5			
Dec	-5.3	2.9	0.5	-0.3	36.2	-14.0	14.2	-14.0	-26.1	5.7	-2.1	12.4	0.2			

**Table 10: Visitor Days Growth by Month and MMA continued**  
 % change 2016 vs. 2015

%change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER					
<b>TOTAL</b>																
Jan	44.6	7.9	64.3	6.7	11.9	54.0	46.6	-40.4	7.6	-16.5	7.3	3.0				
Feb	-17.2	28.9	69.2	-46.1	2.8	15.2	81.5	1.9	12.2	22.1	19.1	2.8				
Mar	-7.2	24.2	21.3	7.5	-10.7	7.3	52.0	-20.7	-28.9	-11.8	11.2	0.2				
Apr	5.2	-28.4	19.8	-37.4	15.5	11.8	85.5	-19.6	-26.1	-3.3	5.9	0.5				
May	0.0	-13.7	19.0	-15.5	-8.9	7.6	15.5	-33.8	-24.0	-22.0	-3.8	0.5				
Jun	5.0	-3.8	16.9	-22.1	-2.4	9.3	19.4	-28.0	0.8	-12.5	-12.5	2.0				
Jul	7.9	35.5	31.3	21.3	-4.4	19.5	26.2	-31.3	-6.5	-12.1	-3.5	0.6				
Aug	-5.6	24.7	63.4	-1.6	-13.9	27.0	-1.4	-28.7	-16.1	-18.7	11.3	1.5				
Sep	-9.7	-42.5	61.3	-3.6	50.5	25.9	-6.1	-8.3	20.5	0.4	15.0	6.6				
Oct	17.0	-13.3	52.8	-31.0	34.2	37.0	14.6	-10.9	38.7	6.7	8.7	2.9				
Nov	-14.5	-30.5	17.3	-39.4	-4.7	6.8	-19.0	5.4	16.5	4.0	-6.5	2.5				
Dec	-20.4	1.6	17.8	-5.4	-2.9	3.1	-5.8	0.6	5.8	0.2	-6.6	2.0				
<b>TOTAL</b>	-0.8	2.1	37.5	-15.6	3.2	18.6	23.5	-19.1	-4.0	-6.2	2.7	2.0				
<b>DOMESTIC</b>																
Jan	-17.1	-5.3	-18.1	10.6	1.3	-15.0	48.1	-40.1	-2.1	-17.4	0.2	0.6				
Feb	-13.2	47.1	27.3	-49.0	-13.8	-5.3	79.0	1.2	14.3	21.9	6.1	3.2				
Mar	-28.7	38.4	-7.0	-46.5	-46.4	-23.2	52.8	-18.4	-25.1	-8.5	2.3	0.1				
Apr	-12.1	2.0	-34.5	-1.5	49.4	-15.1	86.8	-16.0	-31.1	-3.3	3.4	-2.0				
May	-26.8	-13.9	-5.6	-18.1	-30.0	-23.7	17.6	-32.3	-13.9	-18.0	-2.5	1.1				
Jun	-3.7	-17.6	-25.9	-24.2	-24.3	-8.7	17.9	-26.7	1.2	-8.7	-10.0	1.3				
Jul	-5.3	32.4	-26.0	31.5	5.2	-5.2	30.2	-29.8	-10.0	-12.5	0.8	1.4				
Aug	-31.8	9.1	-13.7	-10.6	31.8	-24.0	-1.2	-28.6	-19.2	-19.9	-3.6	0.9				
Sep	-9.0	-35.3	-30.7	-42.3	-22.9	-16.0	-3.4	-8.3	24.2	2.1	6.5	6.4				
Oct	-26.6	-32.8	-16.0	-34.4	27.2	-24.6	19.6	-9.5	32.8	7.2	-6.6	1.2				
Nov	-14.2	-33.7	-12.4	9.1	115.1	-11.5	-22.9	6.5	18.6	4.1	-8.0	1.4				
Dec	-18.6	-21.0	-4.2	-35.6	-28.5	-17.9	11.4	-0.2	-2.0	2.0	-4.0	3.2				
<b>TOTAL</b>	-18.0	-2.6	-15.3	-19.0	-5.8	-16.2	28.1	-18.4	-5.3	-5.4	-1.7	1.5				
<b>INTERNATIONAL</b>																
Jan	61.0	43.6	69.8	4.3	13.1	64.1	-12.7	-49.3	255.7	15.5	29.3	9.1				
Feb	-17.9	11.4	71.2	-45.4	4.2	17.9	292.4	16.4	-19.2	25.5	70.9	2.0				
Mar	2.3	-2.7	23.0	62.3	-3.9	14.1	18.1	-51.6	-68.7	-57.0	37.6	0.6				
Apr	9.9	-54.6	23.6	-48.6	12.5	16.0	65.7	-64.9	67.4	-2.0	10.8	7.1				
May	18.8	-13.2	20.5	-13.6	-5.3	17.7	-29.6	-61.5	-90.7	-72.8	-6.7	-1.5				
Jun	9.6	21.5	19.4	-20.4	0.2	14.0	81.3	-51.8	-6.6	-22.5	-19.1	4.6				
Jul	11.8	39.7	35.0	13.6	-5.5	23.7	-62.0	-61.3	217.8	0.7	-15.3	-1.9				
Aug	3.6	46.7	67.7	3.0	-17.7	36.5	-11.4	-32.6	24.5	7.0	56.7	3.2				
Sep	-9.9	-49.3	67.0	11.1	61.0	32.6	-63.8	-8.1	-75.9	-44.9	41.9	7.2				
Oct	41.9	20.3	55.7	-29.1	34.9	49.9	-67.9	-43.9	530.4	-5.2	56.3	7.9				
Nov	-14.7	-17.0	18.4	-48.0	-12.6	9.3	163.3	-13.9	-11.7	1.5	-3.3	5.3				
Dec	-21.2	54.2	18.7	6.8	-0.2	6.7	-96.7	23.8	455.8	-28.4	-13.9	-1.3				
<b>TOTAL</b>	5.6	9.9	40.4	-14.0	4.2	25.1	-52.2	-35.1	19.6	-21.7	15.0	3.4				

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air)  
2016**

2016	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>	256,674	171,361	115,455	62,427	2,942	1,176	2,401	507	949	7,975	28,409	3,572	31,981			
Jan	262,379	154,299	116,771	57,059	3,015	1,562	2,787	445	890	8,699	16,491	1,771	18,262			
Feb	317,529	181,776	125,308	65,100	3,652	1,982	3,360	429	1,109	9,532	20,703	2,662	23,365			
Mar	296,852	132,356	101,087	40,571	5,865	1,544	3,494	422	1,356	12,682	30,381	5,130	35,511			
Apr	303,704	155,527	113,024	21,134	4,096	1,423	3,373	594	1,312	10,798	30,243	5,325	35,568			
May	360,698	188,522	118,078	17,231	3,859	1,489	2,418	783	1,114	9,663	28,451	7,029	35,480			
Jun	367,610	186,648	125,234	25,310	5,682	2,848	3,613	1,161	2,966	16,270	27,155	8,272	35,427			
Jul	324,957	152,592	153,725	27,351	6,793	3,005	4,771	3,264	1,655	19,489	25,231	6,705	31,936			
Aug	254,694	129,641	132,217	19,244	5,968	1,779	4,868	1,229	1,853	15,697	36,530	7,976	44,506			
Sep	285,837	127,605	132,597	27,205	4,490	2,080	4,467	966	1,758	13,762	31,468	6,199	37,667			
Oct	295,213	127,555	129,851	43,742	3,052	1,368	2,888	398	980	8,685	23,063	4,867	27,930			
Nov	338,002	184,884	124,631	62,940	3,750	1,759	2,979	870	1,312	10,670	27,476	5,258	32,733			
Dec	3,664,150	1,892,768	1,487,979	469,314	53,165	21,014	41,420	11,068	17,255	143,922	325,600	64,764	390,364			
<b>DOMESTIC</b>	249,626	156,769	541	11,438	2,328	657	2,011	435	771	6,202	7,067	1,158	8,225			
Jan	256,693	147,653	647	10,017	2,294	885	2,342	379	758	6,658	2,014	335	2,349			
Feb	310,802	171,441	714	12,227	2,873	466	2,535	354	891	7,119	2,217	343	2,560			
Mar	290,477	128,276	473	6,539	3,043	764	2,391	328	1,082	7,609	4,421	786	5,207			
Apr	299,543	151,098	729	7,425	3,214	737	2,821	512	1,119	8,403	4,796	883	5,679			
May	350,394	177,389	678	4,711	2,946	589	1,945	674	967	7,121	4,102	821	4,923			
Jun	355,253	175,591	682	9,753	4,479	1,730	3,070	972	2,673	12,924	5,636	1,269	6,905			
Jul	320,334	141,399	952	11,459	5,643	2,234	4,321	2,847	1,499	16,545	4,140	990	5,130			
Aug	249,275	126,480	795	6,825	5,068	1,084	4,418	1,101	1,732	13,403	7,015	1,285	8,300			
Sep	281,630	124,531	653	11,181	3,766	1,295	3,957	844	1,625	11,488	5,628	1,123	6,751			
Oct	284,277	119,142	594	12,688	2,424	590	2,486	310	884	6,693	2,881	687	3,568			
Nov	328,919	177,975	972	15,358	2,644	694	2,474	740	1,180	7,732	3,164	603	3,766			
Dec	3,577,224	1,797,746	8,431	119,621	40,723	11,724	34,772	9,496	15,182	111,897	53,080	10,281	63,361			
<b>INTERNATIONAL</b>	7,048	14,592	114,914	50,989	614	519	390	72	178	1,773	21,342	2,414	23,756			
Jan	5,686	6,646	116,124	47,042	721	677	445	66	132	2,041	14,477	1,436	15,913			
Feb	6,727	10,335	124,594	52,873	779	516	825	75	218	2,413	18,486	2,319	20,805			
Mar	6,375	4,080	100,614	34,032	2,822	780	1,103	94	274	5,073	25,960	4,344	30,304			
Apr	4,161	4,429	112,295	13,709	882	686	552	82	193	2,395	25,447	4,442	29,889			
May	10,304	11,133	117,400	12,520	913	900	473	109	147	2,542	24,349	6,208	30,557			
Jun	12,357	11,057	124,552	15,557	1,203	1,118	543	189	293	3,346	21,519	7,003	28,522			
Jul	4,623	11,193	152,773	15,892	1,150	771	450	417	156	2,944	21,091	5,715	26,806			
Aug	5,419	3,161	131,422	12,419	900	695	450	128	121	2,294	29,515	6,691	36,206			
Sep	4,207	3,074	131,944	16,024	724	785	510	122	133	2,274	25,840	5,076	30,916			
Oct	10,936	8,413	129,257	31,054	628	778	402	88	96	1,992	20,182	4,180	24,362			
Nov	9,083	6,909	123,659	47,582	1,106	1,065	505	130	132	2,938	24,312	4,655	28,967			
Dec	86,926	95,022	1,479,548	349,693	12,442	9,290	6,648	1,572	2,073	32,025	272,520	54,483	327,003			



Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued  
2016

2016	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA		
<b>TOTAL</b>												
Jan	13,419	358	24,223	372	1,508	39,880	949	1,234	637	2,820	23,295	711,868
Feb	18,122	426	22,634	234	1,934	43,350	808	1,107	453	2,368	22,371	685,557
Mar	9,418	362	15,942	281	1,140	27,144	537	567	826	1,930	24,296	775,981
Apr	13,062	262	17,998	390	1,320	33,031	593	718	634	1,944	23,344	677,378
May	20,164	450	17,777	343	1,500	40,234	581	811	687	2,078	25,329	707,394
Jun	18,298	486	18,420	425	1,834	39,463	382	610	658	1,650	27,310	798,095
Jul	15,982	624	23,137	346	1,752	41,841	547	908	1,550	3,006	31,138	832,486
Aug	13,281	453	21,421	288	1,540	36,983	344	607	814	1,765	26,823	775,621
Sep	12,720	216	21,623	246	1,530	36,336	390	683	770	1,843	23,525	657,703
Oct	14,265	354	25,353	271	1,337	41,580	474	911	783	2,167	24,821	693,242
Nov	6,992	209	23,660	399	1,157	32,418	243	579	533	1,355	20,455	687,204
Dec	8,603	312	24,999	686	1,554	36,154	481	1,459	1,209	3,149	26,110	819,274
<b>TOTAL</b>	<b>164,326</b>	<b>4,511</b>	<b>257,189</b>	<b>4,280</b>	<b>18,107</b>	<b>448,414</b>	<b>6,328</b>	<b>10,194</b>	<b>9,554</b>	<b>26,075</b>	<b>298,817</b>	<b>8,821,802</b>
<b>DOMESTIC</b>												
Jan	1,970	200	890	106	114	3,280	926	1,161	542	2,629	15,910	454,620
Feb	3,575	230	682	45	128	4,660	777	1,027	429	2,233	15,585	446,494
Mar	2,191	235	677	91	148	3,343	523	510	792	1,825	16,524	526,556
Apr	2,842	157	582	115	148	3,843	545	639	552	1,735	15,072	459,231
May	6,245	295	765	109	180	7,594	561	764	640	1,964	17,272	499,705
Jun	6,397	246	618	157	159	7,577	360	561	619	1,540	19,620	573,953
Jul	3,917	347	659	185	179	5,287	536	863	1,468	2,868	23,427	592,692
Aug	3,227	290	669	108	147	4,441	337	574	723	1,634	19,559	521,453
Sep	3,380	121	579	66	133	4,280	380	638	744	1,762	16,754	427,874
Oct	4,234	173	673	90	127	5,297	455	861	735	2,050	17,559	461,141
Nov	2,155	157	643	81	144	3,181	230	518	494	1,242	13,924	445,309
Dec	2,690	169	624	140	113	3,736	472	1,362	1,080	2,914	18,379	559,752
<b>TOTAL</b>	<b>42,823</b>	<b>2,619</b>	<b>8,063</b>	<b>1,292</b>	<b>1,721</b>	<b>56,519</b>	<b>6,101</b>	<b>9,478</b>	<b>8,818</b>	<b>24,396</b>	<b>209,585</b>	<b>5,968,779</b>
<b>INTERNATIONAL</b>												
Jan	11,449	158	23,333	266	1,394	36,600	23	73	95	191	7,385	257,248
Feb	14,547	196	21,952	189	1,806	38,690	31	80	24	135	6,786	239,063
Mar	7,227	127	15,265	190	992	23,801	14	57	105	105	7,772	249,425
Apr	10,220	105	17,416	275	1,172	29,188	48	79	82	209	8,272	218,147
May	13,919	155	17,012	234	1,320	32,640	20	47	47	114	8,057	207,689
Jun	11,901	240	17,802	268	1,675	31,886	22	49	39	110	7,690	224,142
Jul	12,065	277	22,478	161	1,573	36,554	11	45	82	138	7,711	239,794
Aug	10,054	163	20,752	180	1,393	32,542	7	33	91	131	7,264	254,168
Sep	9,340	95	21,044	180	1,397	32,056	10	45	26	81	6,771	229,829
Oct	10,031	181	24,680	181	1,210	36,283	19	50	48	117	7,262	232,101
Nov	4,837	52	23,017	318	1,013	29,237	13	61	39	113	6,531	241,895
Dec	5,913	143	24,375	546	1,441	32,418	9	97	129	235	7,731	259,522
<b>TOTAL</b>	<b>121,503</b>	<b>1,892</b>	<b>249,126</b>	<b>2,988</b>	<b>16,386</b>	<b>391,895</b>	<b>227</b>	<b>716</b>	<b>736</b>	<b>1,679</b>	<b>89,232</b>	<b>2,853,023</b>

**Table 12: Visitor Arrivals Growth by Month and MMA**  
 % change 2016 vs. 2015

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
<b>TOTAL</b>	5.6	9.0	3.4	-12.4	15.4	-1.2	0.0	16.9	0.4	6.1	2.8	-10.3	1.2			
Jan	8.1	8.0	1.7	-11.2	8.7	-7.5	0.0	-2.3	-3.3	-3.0	-7.6	-18.4	-8.7			
Feb	3.0	6.9	-1.9	-15.0	25.7	-26.7	-1.3	-4.0	2.4	-14.8	-5.7	-17.7	-7.2			
Mar	-0.4	-2.9	5.2	-9.9	35.5	-13.9	23.9	25.2	14.1	21.1	26.3	-1.3	21.4			
Apr	3.6	1.7	-2.2	-19.3	-5.9	-11.1	-20.3	-3.9	-7.0	-11.6	-5.9	-12.3	-6.9			
May	5.1	2.1	1.8	-7.0	-4.8	-13.8	-20.2	-32.7	-22.0	-15.3	-3.8	-3.4	-3.7			
Jun	5.9	-0.4	-5.2	-5.0	4.3	2.1	-6.1	-8.5	4.6	0.5	-6.7	13.2	-2.7			
Jul	3.2	4.8	0.4	-2.3	6.4	1.1	-13.4	-0.2	13.7	-0.5	-7.6	2.0	-5.7			
Aug	5.2	21.4	-2.6	-5.3	8.4	8.0	6.2	1.6	0.4	6.1	-9.7	5.3	-7.3			
Sep	6.1	-0.9	0.6	-6.8	-2.4	23.3	-0.2	4.2	2.0	2.6	0.2	5.0	1.0			
Oct	2.8	7.2	7.8	1.6	12.1	6.6	-4.8	-6.3	-3.1	2.5	-7.5	29.9	-2.6			
Nov	6.0	7.5	-2.0	-0.5	9.1	-7.5	-10.4	-2.4	5.9	-1.2	-6.9	10.9	-4.4			
Dec	4.5	4.9	0.4	-8.4	4.1	-2.8	-5.4	-3.3	1.0	-0.8	-3.0	1.5	-2.3			
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>			
<b>DOMESTIC</b>	6.8	10.4	-20.5	-43.7	12.8	1.3	0.0	21.6	-1.3	5.5	-12.3	-1.7	-10.9			
Jan	8.9	10.5	-2.2	-48.9	8.4	-6.8	-13.6	-1.7	-1.6	-3.9	-10.7	-16.1	-11.5			
Feb	5.3	5.1	-18.7	-51.8	7.8	-39.7	-9.9	-0.9	0.2	-5.0	-15.0	-37.9	-19.0			
Mar	0.7	0.9	-21.4	-33.2	-12.2	-10.9	4.7	25.2	16.6	-2.4	-1.4	-27.7	-6.5			
Apr	4.2	3.0	-5.6	-35.1	-11.2	-10.0	-19.5	-5.2	-6.0	-13.2	-4.5	-15.2	-6.3			
May	5.2	0.7	-14.2	-20.2	-14.1	-40.1	-24.1	-33.5	-19.1	-22.5	-20.7	-31.7	-22.8			
Jun	5.1	1.8	-12.6	-7.5	-3.4	-5.4	-7.6	-9.6	12.2	-2.4	-13.7	-18.0	-14.5			
Jul	4.8	2.8	-13.2	-5.0	2.1	-1.6	-13.3	1.2	18.0	-1.9	-12.2	-1.4	-10.3			
Aug	3.2	19.1	-9.3	-7.4	3.2	6.3	8.0	0.6	9.9	5.6	-19.0	-7.9	-17.5			
Sep	6.4	-0.1	-14.3	-1.7	-6.8	16.7	-0.4	0.0	5.1	-0.2	-16.7	-21.6	-17.6			
Oct	2.7	5.1	-14.7	-3.3	9.0	11.0	-4.4	-9.3	4.3	2.3	-19.9	9.8	-15.5			
Nov	6.1	8.6	-4.8	-6.1	-5.3	-22.7	-10.3	-4.4	11.8	-6.6	-12.9	-11.7	-12.7			
Dec	4.9	5.3	-12.3	-26.7	-1.9	-7.6	-7.6	-3.7	5.2	-3.6	-13.7	-15.4	-14.0			
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>			
<b>INTERNATIONAL</b>	-23.9	-3.9	3.5	0.0	26.6	-4.2	4.3	-5.3	8.5	8.0	9.1	-13.9	6.2			
Jan	-18.2	-28.5	1.8	5.3	9.6	-8.0	6.7	-5.7	-12.0	0.3	-7.1	-19.0	-8.3			
Feb	-48.0	49.3	-1.8	3.2	-65.4	-9.4	39.1	-16.7	12.4	-34.7	-4.5	-13.5	-5.6			
Mar	-34.1	-55.6	5.3	-3.4	227.0	-16.6	105.8	25.3	5.0	90.0	32.6	5.6	27.9			
Apr	-25.4	-28.4	-2.1	-6.9	20.7	-12.2	-24.0	5.1	-12.3	-5.6	-6.1	-11.7	-7.0			
May	3.3	30.5	1.9	-0.8	46.1	21.1	1.1	-26.8	-36.9	14.6	-0.2	2.2	0.2			
Jun	34.4	-26.0	-5.1	-3.3	48.7	16.5	3.4	-2.1	-35.5	13.8	-4.7	21.6	0.7			
Jul	-50.6	37.4	0.5	-0.2	34.2	9.7	-14.9	-9.0	-16.1	7.7	-6.6	2.6	-4.8			
Aug	876.4	420.8	-2.6	-4.1	50.5	10.8	-9.1	10.3	-55.4	8.9	-7.1	8.3	-4.6			
Sep	-10.2	-26.4	0.7	-10.0	30.0	36.0	1.4	47.0	-24.9	19.9	4.9	13.5	6.2			
Oct	5.9	50.0	7.9	3.8	25.9	3.5	-7.2	6.0	-41.5	3.2	-5.4	33.9	-0.4			
Nov	4.1	-14.9	-2.0	1.5	71.5	6.0	-10.8	10.2	-28.3	16.7	-6.0	14.7	-3.2			
Dec	-10.6	-1.9	0.5	0.2	29.9	4.0	7.8	-1.1	-22.0	10.7	-0.7	5.5	0.3			

**Table 12: Visitor Arrivals Growth by Month and MMA continued**  
 % change 2016 vs. 2015

% change	OTHER ASIA MMA											LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS					
<b>TOTAL</b>	28.1	25.3	33.4	9.7	29.5	31.1	44.1	-32.0	15.3	-6.8	13.7	5.3					
Jan	-18.0	10.1	63.3	-24.0	13.3	13.0	100.9	-7.1	6.7	17.3	13.6	4.9					
Feb	-9.3	13.4	25.4	-13.3	-10.6	8.5	21.6	-29.8	-9.4	-10.7	11.2	1.0					
Mar	2.5	-16.3	19.9	5.5	29.0	12.1	77.9	-14.5	-32.0	-7.7	11.0	1.4					
Apr	7.5	-7.8	17.4	-24.8	-0.8	10.7	26.8	-26.3	-17.9	-13.2	4.8	0.9					
May	7.3	2.3	34.2	-7.7	-10.7	16.9	21.5	-28.2	-18.0	-16.1	-10.5	2.7					
Jun	0.8	34.8	47.8	1.1	-2.2	22.6	12.7	-40.2	-10.1	-19.4	-2.3	2.1					
Jul	-19.6	15.2	42.3	-10.7	-6.5	9.0	23.4	-33.8	-2.9	-13.2	1.1	2.4					
Aug	-20.0	-31.0	50.6	-14.6	16.8	13.0	-12.6	-15.4	21.9	-2.2	7.1	5.4					
Sep	6.1	6.2	39.2	-19.3	4.4	23.7	28.8	-3.6	30.8	13.4	1.1	3.5					
Oct	-19.4	-22.7	16.8	17.7	-2.4	5.5	-10.6	5.6	-9.1	-3.6	-1.2	4.2					
Nov	-25.9	-21.4	16.2	-15.1	-1.4	0.7	-17.7	-9.9	6.2	-5.7	-4.2	3.3					
Dec	-5.3	1.7	32.8	-8.8	3.3	13.9	25.5	-21.3	-4.2	-6.8	2.8	3.0					
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>					
<b>DOMESTIC</b>	<b>-8.9</b>	<b>41.1</b>	<b>-7.6</b>	<b>1.7</b>	<b>-1.7</b>	<b>-5.9</b>	<b>45.0</b>	<b>-32.5</b>	<b>16.4</b>	<b>-6.9</b>	<b>5.0</b>	<b>4.9</b>					
Jan	-9.2	20.5	-3.7	-51.1	-8.9	-8.1	96.1	-8.8	10.7	16.9	8.4	6.2					
Feb	-43.3	3.4	4.2	-31.6	-40.8	-34.8	20.9	-31.3	-6.1	-9.6	4.6	1.6					
Mar	-10.5	-1.1	-40.5	28.1	70.3	-14.4	75.1	-15.8	-36.7	-10.6	4.9	-0.2					
Apr	-12.6	-15.5	-11.0	-43.8	-20.8	-13.4	29.0	-24.5	-6.3	-7.7	2.0	2.0					
May	7.8	-15.7	-29.0	-7.8	-27.1	1.2	19.5	-28.9	-17.5	-16.3	-12.2	1.9					
Jun	-11.4	41.1	-32.4	38.9	20.2	-10.7	15.7	-39.9	-10.4	-19.0	-1.1	2.9					
Jul	-31.2	11.0	-8.9	-16.6	4.1	-25.5	23.6	-33.9	-0.9	-12.7	-1.0	3.0					
Aug	-8.5	-21.0	-5.1	-8.6	-30.8	-9.4	-10.6	-16.0	24.3	-1.2	6.6	6.7					
Sep	-19.1	-20.0	-3.7	-23.6	9.6	-17.0	32.3	-3.1	29.5	13.9	-4.6	3.0					
Oct	-22.4	-11.0	0.1	14.1	43.3	-15.6	-13.1	3.9	-7.0	-4.0	-4.6	2.5					
Nov	-26.3	-37.2	-17.5	-33.7	-21.7	-25.8	9.1	-10.7	0.5	-3.9	-3.0	5.4					
Dec	-15.5	-2.3	-14.7	-14.9	-8.6	-14.6	29.3	-21.8	-3.5	-6.1	-0.2	3.2					
<b>TOTAL</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>					
<b>INTERNATIONAL</b>	<b>-35.7</b>	<b>-43.3</b>	<b>-0.8</b>	<b>-15.8</b>	<b>-67.0</b>	<b>-20.7</b>	<b>81.8</b>	<b>84.6</b>	<b>128.9</b>	<b>101.0</b>	<b>-30.7</b>	<b>-0.3</b>					
Jan	91.9	98.0	-3.0	8.5	1.2	33.9	-60.0	100.0	94.7	62.7	-19.3	3.9					
Feb	18.3	-17.1	3.2	25.7	-37.5	4.1	28.6	22.2	78.9	44.4	-24.7	3.3					
Mar	8.2	-3.7	6.1	31.5	-11.9	6.2	120.0	76.1	-29.9	14.7	-23.0	1.1					
Apr	20.3	-68.0	8.0	-38.8	13.7	10.9	283.3	41.9	316.2	152.4	-2.1	9.1					
May	26.1	4.6	-3.6	-12.7	10.5	8.1	85.7	-1.6	126.1	37.0	42.8	1.3					
Jun	-11.4	-18.1	8.3	-4.1	-11.7	-2.2	340.0	26.2	41.0	45.0	20.7	4.8					
Jul	6.9	-16.5	14.9	6.0	-2.3	10.2	100.0	-12.7	194.6	71.6	13.6	3.0					
Aug	1.8	-12.6	-1.1	22.0	-0.9	0.3	133.3	2.1	50.0	30.8	12.7	-0.5					
Sep	4.4	-7.9	10.2	4.8	2.3	7.9	71.4	-1.7	-35.4	-6.7	-5.9	0.1					
Oct	-15.7	-6.0	48.8	-8.2	9.3	25.0	0.0	-2.0	61.8	21.7	-9.3	3.4					
Nov	12.0	-42.3	28.0	10.4	22.7	22.3	2940.0	-10.5	50.0	103.3	-7.1	2.8					
Dec	-1.1	7.7	35.2	-5.9	4.8	19.6	-30.2	-14.5	-12.0	-16.0	10.8	2.6					

**Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	3,664,150	3,507,652	4.5	3,577,224	3,410,437	4.9	86,926	97,215	-10.6
VISITOR DAYS	33,552,091	32,561,688	3.0	32,928,470	31,902,853	3.2	623,621	658,835	-5.3
AVERAGE DAILY CENSUS	91,672	89,210	2.8	89,968	87,405	2.9	1,704	1,805	-5.6
ISLANDS VISITED									
O'ahu	1,569,790	1,525,939	2.9	1,497,386	1,448,717	3.4	72,404	77,222	-6.2
O'ahu only	1,251,290	1,206,143	3.7	1,191,693	1,148,133	3.8	59,597	58,009	2.7
O'ahu one day or less	71,529	72,508	-1.3	66,762	66,746	0.0	4,767	5,762	-17.3
Kaua'i	619,976	603,519	2.7	611,603	592,980	3.1	8,373	10,538	-20.6
Kaua'i only	447,742	431,874	3.7	444,695	429,440	3.6	3,047	2,434	25.2
Kaua'i one day or less	25,185	30,381	-17.1	23,707	27,209	-12.9	1,477	3,171	-53.4
Maui County	1,336,006	1,263,378	5.7	1,317,978	1,236,955	6.6	18,027	26,423	-31.8
Maui	1,313,895	1,244,689	5.6	1,297,072	1,218,266	6.5	16,823	26,423	-36.3
Maui only	1,052,522	986,935	6.6	1,043,543	972,904	7.3	8,979	14,031	-36.0
Maui one day or less	33,073	35,545	-7.0	29,388	29,466	-0.3	3,685	6,079	-39.4
Moloka'i *	24,975	26,145	-4.5	23,435	25,274	-7.3	1,540	871	76.7
Moloka'i only *	4,747	4,671	1.6	4,747	4,671	1.6	0	0	NA
Moloka'i one day or less *	9,848	11,774	-16.4	9,014	10,903	-17.3	834	871	-4.3
Lāna'i *	25,945	22,422	15.7	24,853	21,964	13.2	1,093	459	138.2
Lāna'i only *	5,762	3,405	69.3	5,762	3,405	69.3	0	0	NA
Lāna'i one day or less *	11,971	12,983	-7.8	11,057	12,636	-12.5	914	347	163.7
Hawai'i Island	653,300	631,224	3.5	645,219	618,230	4.4	8,080	12,995	-37.8
Kona side	579,532	558,937	3.7	573,336	547,776	4.7	6,196	11,160	-44.5
Hilo side	186,709	181,429	2.9	182,720	174,809	4.5	3,990	6,620	-39.7
Hawai'i Island only	464,020	442,902	4.8	462,343	439,374	5.2	1,677	3,528	-52.5
Hawai'i Island one day or less	21,311	23,765	-10.3	19,286	20,962	-8.0	2,025	2,804	-27.8
Any Neighbor Island	2,412,860	2,301,509	4.8	2,385,531	2,262,304	5.4	27,329	39,206	-30.3
NI only	2,094,360	1,981,713	5.7	2,079,838	1,961,720	6.0	14,522	19,993	-27.4
O'ahu & NI	318,500	319,796	-0.4	305,693	300,584	1.7	12,808	19,212	-33.3
Any one island only	3,226,084	3,075,930	4.9	3,152,784	2,997,927	5.2	73,300	78,003	-6.0
Multiple Islands	438,066	431,722	1.5	424,439	412,510	2.9	13,626	19,212	-29.1
Avg. Islands Visited	1.15	1.16	-0.6	1.15	1.15	-0.4	1.25	1.32	-5.7
Average Length of Stay in Hawai'i									
O'ahu	9.16	9.28	-1.4	9.21	9.35	-1.6	7.17	6.78	5.9
Maui	7.22	7.28	-0.8	7.30	7.40	-1.4	5.61	4.99	12.4
Moloka'i	8.41	8.48	-0.9	8.43	8.54	-1.2	6.37	5.98	6.5
Lāna'i	5.95	5.58	6.6	6.08	5.74	5.9	3.94	1.00	294.0
Kaua'i	4.09	3.39	20.7	4.20	3.43	22.6	1.49	1.49	0.1
Kaua'i	8.42	8.44	-0.3	8.44	8.49	-0.6	6.44	5.36	20.1
Hawai'i Island	8.72	8.84	-1.4	8.75	8.93	-2.0	6.02	4.42	36.3
Hilo	5.30	5.29	0.3	5.33	5.39	-1.0	3.90	2.65	47.1
Kona	8.12	8.26	-1.8	8.15	8.36	-2.5	5.34	3.57	49.5
ACCOMMODATIONS									
Plan to stay in Hotel	1,835,921	1,741,974	5.4	1,782,727	1,680,171	6.1	53,194	61,804	-13.9
Hotel only	1,574,681	1,488,603	5.8	1,526,442	1,434,251	6.4	48,239	54,352	-11.2
Plan to stay in Condo	775,191	758,192	2.2	762,340	743,653	2.5	12,851	14,540	-11.6
Condo only	638,721	622,907	2.5	627,969	612,243	2.6	10,751	10,665	0.8
Plan to stay in Timeshare	443,522	448,539	-1.1	436,548	440,485	-0.9	6,974	8,054	-13.4
Timeshare only	354,949	359,476	-1.3	348,857	352,481	-1.0	6,092	6,996	-12.9
Cruise Ship	25,608	31,050	-17.5	25,365	28,419	-10.7	243	2,631	-90.8
Friends/Relatives	435,328	422,311	3.1	424,075	410,085	3.4	11,253	12,226	-8.0
Bed & Breakfast	34,691	35,684	-2.8	34,114	33,531	1.7	576	2,153	-73.2
Rental House	373,150	347,517	7.4	367,778	341,738	7.6	5,372	5,779	-7.0
Hostel	19,922	18,297	8.9	18,864	17,884	5.5	1,058	413	156.0

**Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	23,636	24,293	-2.7	22,681	22,865	-0.8	955	1,428	-33.1
Private Room in Private Home**	20,077	NA	NA	18,682	NA	NA	1,396	NA	NA
Shared Room/Space in Private Home**	6,277	NA	NA	6,111	NA	NA	166	NA	NA
Other	64,072	65,155	-1.7	62,794	64,315	-2.4	1,278	839	52.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,055,254	2,927,726	4.4	2,988,736	2,848,979	4.9	66,518	78,746	-15.5
Honeymoon/Get Married	133,703	134,391	-0.5	130,103	130,901	-0.6	3,599	3,490	3.1
Honeymoon	107,591	108,615	-0.9	104,975	105,525	-0.5	2,616	3,091	-15.4
Get Married	34,067	34,448	-1.1	32,811	33,742	-2.8	1,257	705	78.2
Pleasure/Vacation	2,945,472	2,820,413	4.4	2,882,206	2,744,195	5.0	63,267	76,218	-17.0
Mtgs/Conventions/Incentive	144,691	148,434	-2.5	142,749	142,767	0.0	1,942	5,667	-65.7
Conventions	86,920	90,948	-4.4	86,458	87,540	-1.2	463	3,407	-86.4
Corporate Meetings	37,994	37,329	1.8	37,647	36,183	4.0	347	1,146	-69.8
Incentive	25,057	25,785	-2.8	23,843	24,672	-3.4	1,214	1,114	9.0
Other Business	149,620	149,403	0.1	147,766	147,960	-0.1	1,854	1,442	28.5
Visit Friends/Rel.	393,331	393,141	0.0	383,970	382,338	0.4	9,361	10,804	-13.4
Govt/Military	33,208	32,398	2.5	31,833	31,458	1.2	1,375	940	46.2
Attend School	8,786	8,947	-1.8	7,440	8,947	-16.8	1,346	0	0.0
Sport Events	36,571	33,156	10.3	36,490	32,810	11.2	81	347	-76.7
Other	133,692	119,467	11.9	125,206	115,631	8.3	8,487	3,836	121.2
<b>TRAVEL STATUS</b>									
% First Timers ***	19.0	18.8	0.2	19.0	18.7	0.3	18.3	21.0	-2.7
% Repeaters ***	81.0	81.2	-0.2	81.0	81.3	-0.3	81.7	79.0	2.7
Average # of Trips	7.0	7.0	-0.6	7.0	7.0	-0.7	6.6	6.4	2.9
Group Tour	63,133	64,081	-1.5	61,527	59,573	3.3	1,606	4,508	-64.4
Non-Group	3,601,016	3,443,571	4.6	3,515,696	3,350,864	4.9	85,320	92,707	-8.0
Package Trip	652,594	640,889	1.8	642,335	622,217	3.2	10,260	18,672	-45.1
No Package	3,011,555	2,866,763	5.1	2,934,889	2,788,220	5.3	76,666	78,543	-2.4
Net True Independent	2,983,359	2,838,902	5.1	2,906,861	2,762,318	5.2	76,498	76,584	-0.1
Ave. Age	46	46	-0.2	46	46	-0.2	48	47	2.5
Ave. Party Size	2.17	2.15	0.7	2.17	2.15	1.0	2.15	2.33	-7.9

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)  
2016 vs. 2015**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC COAST</b>	<b>196,600</b>	<b>205,847</b>	<b>243,402</b>	<b>240,545</b>	<b>233,880</b>	<b>284,795</b>	<b>297,861</b>	<b>276,923</b>	<b>206,008</b>	<b>221,860</b>	<b>233,415</b>	<b>269,471</b>	<b>2,910,610</b>
Alaska	11,385	9,529	10,437	6,034	5,635	3,601	3,000	3,313	3,166	5,775	7,901	11,867	81,644
California	123,678	124,930	162,739	160,512	174,316	228,007	246,695	215,665	158,170	160,582	159,070	181,544	2,095,908
Oregon	19,700	19,618	24,142	16,807	16,571	17,899	15,000	17,653	13,874	17,376	21,657	22,915	223,210
Washington	41,838	51,770	46,085	57,193	37,358	35,289	33,166	40,292	30,798	38,127	44,786	53,146	509,849
<b>MOUNTAIN</b>	<b>53,026</b>	<b>50,846</b>	<b>67,400</b>	<b>49,931</b>	<b>65,663</b>	<b>65,599</b>	<b>57,392</b>	<b>43,411</b>	<b>43,267</b>	<b>59,770</b>	<b>50,862</b>	<b>59,448</b>	<b>666,614</b>
Arizona	10,355	10,120	16,162	12,037	21,109	20,379	18,636	11,661	13,542	17,775	11,102	13,068	175,945
Colorado	11,684	11,585	16,281	11,966	14,141	14,896	12,927	9,161	9,873	14,388	12,302	15,292	154,498
Idaho	5,419	4,927	6,023	3,467	3,793	4,254	2,779	2,632	2,334	3,504	5,302	4,606	49,040
Montana	3,404	3,497	3,735	2,439	1,802	1,695	969	1,132	898	1,740	1,996	2,729	26,037
Nevada	7,536	6,557	9,258	6,922	8,427	9,971	10,176	8,764	7,295	8,373	7,538	8,816	99,633
New Mexico	1,782	1,725	2,344	1,655	3,428	2,684	2,402	1,623	1,688	2,101	1,820	2,450	25,700
Utah	11,917	11,595	12,035	10,675	12,262	10,970	8,972	8,042	7,327	11,261	9,917	11,444	126,416
Wyoming	929	840	1,561	770	700	750	530	395	311	629	886	1,044	9,344
<b>TOTAL U.S. WEST</b>	<b>249,626</b>	<b>256,693</b>	<b>310,802</b>	<b>290,477</b>	<b>299,543</b>	<b>350,394</b>	<b>355,253</b>	<b>320,334</b>	<b>249,275</b>	<b>281,630</b>	<b>284,277</b>	<b>328,919</b>	<b>3,577,224</b>

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

**Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	1,892,768	1,803,670	4.9	1,797,746	1,706,781	5.3	95,022	96,889	-1.9
VISITOR DAYS	19,283,520	18,580,408	3.8	18,517,739	17,836,477	3.8	765,781	743,930	2.9
AVERAGE DAILY CENSUS	52,687	50,905	3.5	50,595	48,867	3.5	2,092	2,038	2.7
ISLANDS VISITED									
O'ahu	1,107,818	1,072,333	3.3	1,027,579	984,668	4.4	80,239	87,665	-8.5
O'ahu only	701,938	677,524	3.6	646,196	615,498	5.0	55,742	62,026	-10.1
O'ahu one day or less	94,412	95,891	-1.5	91,878	92,455	-0.6	2,534	3,437	-26.3
Kaua'i	356,523	344,210	3.6	345,260	333,456	3.5	11,263	10,753	4.7
Kaua'i only	141,135	134,181	5.2	137,801	131,815	4.5	3,334	2,366	40.9
Kaua'i one day or less	35,819	40,216	-10.9	34,387	36,792	-6.5	1,432	3,424	-58.2
Maui County	712,079	676,007	5.3	689,058	657,815	4.7	23,021	18,191	26.6
Maui	700,281	665,964	5.2	677,455	647,773	4.6	22,826	18,191	25.5
Maui only	363,743	338,697	7.4	355,499	335,749	5.9	8,244	2,948	179.7
Maui one day or less	38,607	40,248	-4.1	36,009	36,683	-1.8	2,598	3,565	-27.1
Moloka'i *	15,028	18,996	-20.9	14,833	17,599	-15.7	195	1,396	-86.0
Moloka'i only *	1,674	1,789	-6.4	1,674	1,789	-6.4	0	0	NA
Moloka'i one day or less *	7,300	10,442	-30.1	7,300	9,219	-20.8	0	1,223	-100.0
Lāna'i *	20,340	17,727	14.7	19,430	17,145	13.3	910	583	56.1
Lāna'i only *	2,826	1,383	104.4	2,826	1,383	104.4	0	0	NA
Lāna'i one day or less *	10,005	11,262	-11.2	9,095	10,679	-14.8	910	583	56.1
Hawai'i Island	418,011	400,979	4.2	404,511	385,009	5.1	13,500	15,970	-15.5
Kona side	356,232	336,814	5.8	345,243	327,641	5.4	10,990	9,172	19.8
Hilo side	166,083	168,661	-1.5	159,133	155,766	2.2	6,950	12,895	-46.1
Hawai'i Island only	173,669	161,501	7.5	172,265	158,517	8.7	1,404	2,984	-52.9
Hawai'i Island one day or less	23,238	24,249	-4.2	20,701	21,794	-5.0	2,537	2,455	3.3
Any Neighbor Island	1,190,829	1,126,146	5.7	1,151,549	1,091,283	5.5	39,280	34,863	12.7
NI only	784,949	731,336	7.3	770,167	722,113	6.7	14,783	9,224	60.3
O'ahu & NI	405,880	394,809	2.8	381,383	369,170	3.3	24,497	25,640	-4.5
Any one island only	1,384,986	1,315,073	5.3	1,316,262	1,244,751	5.7	68,724	70,323	-2.3
Multiple Islands	507,782	488,596	3.9	481,484	462,030	4.2	26,298	26,566	-1.0
Avg. Islands Visited	1.38	1.40	-1.0	1.38	1.40	-0.9	1.36	1.39	-2.3
Average Length of Stay in Hawai'i	10.19	10.30	-1.1	10.30	10.45	-1.4	8.06	7.68	5.0
O'ahu	7.14	7.17	-0.4	7.22	7.30	-1.1	6.13	5.73	7.0
Maui	7.93	7.97	-0.5	8.00	8.04	-0.5	5.79	5.43	6.7
Moloka'i	5.06	4.22	19.9	4.90	4.46	9.8	17.00	1.12	1,412.3
Lāna'i	3.55	2.86	24.4	3.67	2.92	25.8	1.00	1.00	0.0
Kaua'i	7.11	7.08	0.5	7.14	7.11	0.4	6.31	5.96	5.8
Hawai'i Island	7.50	7.51	-0.2	7.59	7.62	-0.5	4.90	4.78	2.6
Hilo	4.32	4.21	2.7	4.40	4.30	2.2	2.65	3.13	-15.4
Kona	6.78	6.83	-0.7	6.86	6.91	-0.8	4.35	3.92	10.9
ACCOMMODATIONS									
Plan to stay in Hotel	1,157,236	1,099,078	5.3	1,091,727	1,027,589	6.2	65,510	71,489	-8.4
Hotel only	939,675	892,822	5.2	889,333	831,457	7.0	50,342	61,365	-18.0
Plan to stay in Condo	277,006	265,681	4.3	261,700	254,255	2.9	15,306	11,426	34.0
Condo only	191,746	186,539	2.8	185,168	179,294	3.3	6,578	7,245	-9.2
Plan to stay in Timeshare	189,257	188,372	0.5	180,859	182,412	-0.9	8,398	5,960	40.9
Timeshare only	139,275	138,606	0.5	132,976	133,509	-0.4	6,298	5,097	23.6
Cruise Ship	62,729	69,166	-9.3	61,579	67,703	-9.0	1,150	1,463	-21.4
Friends/Relatives	233,052	222,955	4.5	221,465	215,279	2.9	11,588	7,676	51.0
Bed & Breakfast	23,848	24,324	-2.0	22,986	22,514	2.1	862	1,810	-52.4
Rental House	170,090	150,277	13.2	161,676	145,590	11.0	8,414	4,686	79.6
Hostel	11,691	12,711	-8.0	10,769	10,715	0.5	922	1,996	-53.8

**Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	11,284	12,432	-9.2	11,079	11,319	-2.1	204	1,113	-81.7
Private Room in Private Home**	10,800	NA	NA	8,376	NA	NA	2,424	NA	NA
Shared Room/Space in Private Home**	3,819	NA	NA	3,283	NA	NA	536	NA	NA
Other	35,037	37,307	-6.1	33,622	34,182	-1.6	1,416	3,125	-54.7
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,492,780	1,422,020	5.0	1,417,224	1,342,119	5.6	75,557	79,901	-5.4
Honeymoon/Get Married	102,464	99,903	2.6	100,128	95,019	5.4	2,336	4,883	-52.2
Honeymoon	90,995	88,832	2.4	89,501	84,179	6.3	1,494	4,653	-67.9
Get Married	17,360	17,283	0.4	16,080	16,539	-2.8	1,281	744	72.0
Pleasure/Vacation	1,403,998	1,338,239	4.9	1,330,582	1,262,193	5.4	73,416	76,047	-3.5
Mtgs/Conventions/Incentive	137,349	145,486	-5.6	133,046	141,224	-5.8	4,303	4,262	1.0
Conventions	80,207	86,872	-7.7	78,645	84,321	-6.7	1,562	2,551	-38.8
Corporate Meetings	29,396	29,187	0.7	28,795	29,187	-1.3	601	0	0.0
Incentive	34,285	36,252	-5.4	31,951	34,542	-7.5	2,335	1,710	36.5
Other Business	77,430	76,747	0.9	75,634	74,870	1.0	1,796	1,878	-4.3
Visit Friends/Rel.	220,037	217,166	1.3	209,326	208,314	0.5	10,711	8,852	21.0
Govt/Military	47,330	44,890	5.4	43,931	41,500	5.9	3,399	3,390	0.3
Attend School	4,762	4,542	4.9	3,833	4,465	-14.2	929	77	1113.7
Sport Events	19,548	16,740	16.8	19,548	16,264	20.2	0	476	-100.0
Other	74,241	62,572	18.6	68,585	58,568	17.1	5,657	4,005	41.3
<b>TRAVEL STATUS</b>									
% First Timers ***	41.5	40.9	0.6	41.5	40.7	0.8	41.2	43.2	-2.1
% Repeaters ***	58.5	59.1	-0.6	58.5	59.3	-0.8	58.8	56.8	2.1
Average # of Trips	4.1	4.2	-1.0	4.2	4.2	-1.2	3.6	3.5	2.0
Group Tour	84,623	81,159	4.3	82,236	75,162	9.4	2,388	5,997	-60.2
Non-Group	1,808,144	1,722,511	5.0	1,715,510	1,631,618	5.1	92,634	90,892	1.9
Package Trip	395,364	379,904	4.1	378,494	360,735	4.9	16,870	19,170	-12.0
No Package	1,497,403	1,423,765	5.2	1,419,252	1,346,046	5.4	78,152	77,719	0.6
Net True Independent	1,471,734	1,399,790	5.1	1,394,368	1,322,880	5.4	77,366	76,910	0.6
Ave. Age	47	47	-1.1	47	47	-0.9	46	47	-3.9
Ave. Party Size	1.97	1.95	0.9	1.96	1.94	0.8	2.31	2.20	4.9

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable









**Table 19: Market Penetration for Top U.S. CBSA (Arrivals by Air)  
2016**

RANK	METRO AREA	2016	2015	% CHNG	Population (1000) <sup>1</sup>	Est. 2016 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	616,949	602,222	2.4	13,310	46.4
2	San Francisco-Oakland-Hayward CA	478,987	438,626	9.2	4,679	102.4
3	Seattle-Tacoma-Bellevue WA	334,959	321,661	4.1	3,799	88.2
4	San Diego-Carlsbad CA	193,664	187,765	3.1	3,318	58.4
5	San Jose-Sunnyvale-Santa Clara CA	191,957	180,272	6.5	1,979	97.0
6	Portland-Vancouver-Hillsboro OR-WA	167,192	159,510	4.8	2,296	72.8
7	New York-Newark-Jersey City NY-NJ-PA	163,886	152,180	7.7	20,154	8.1
8	Sacramento--Roseville--Arden-Arcade CA	137,091	129,343	6.0	2,296	59.7
9	Phoenix-Mesa-Scottsdale AZ	134,075	127,486	5.2	4,662	28.8
10	Riverside-San Bernardino-Ontario CA	122,358	115,222	6.2	4,528	27.0
11	Chicago-Naperville-Elgin IL-IN-WI	114,303	111,094	2.9	9,513	12.0
12	Dallas-Fort Worth-Arlington TX	97,797	90,382	8.2	7,233	13.5
13	Denver-Aurora-Lakewood CO	88,759	84,544	5.0	2,853	31.1
14	Washington-Arlington-Alexandria DC-VA-MD-WV	85,859	80,823	6.2	6,132	14.0
15	Las Vegas-Henderson-Paradise NV	69,798	67,200	3.9	2,156	32.4
16	Houston-The Woodlands-Sugar Land TX	68,102	69,660	-2.2	6,772	10.1
17	Minneapolis-St. Paul-Bloomington MN-WI	61,794	57,246	7.9	3,551	17.4
18	Anchorage AK	52,675	51,243	2.8	403	130.9
19	Salt Lake City UT	52,563	50,953	3.2	1,186	44.3
20	Atlanta-Sandy Springs-Roswell GA	49,047	44,191	11.0	5,790	8.5
21	Oxnard-Thousand Oaks-Ventura CA	47,308	45,926	3.0	850	55.7
22	Boston-Cambridge-Newton MA-NH	46,749	43,398	7.7	4,794	9.8
23	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	42,377	42,201	0.4	6,071	7.0
24	Santa Rosa CA	36,215	33,386	8.5	503	72.0
25	Detroit-Warren-Dearborn MI	32,299	30,116	7.2	4,298	7.5
26	Austin-Round Rock TX	30,446	28,676	6.2	2,056	14.8
27	Miami-Fort Lauderdale-West Palm Beach FL	29,236	27,415	6.6	6,066	4.8
28	Stockton-Lodi CA	26,824	24,937	7.6	734	36.6
29	Provo-Orem UT	26,587	26,072	2.0	603	44.1
30	Vallejo-Fairfield CA	26,521	23,865	11.1	440	60.2
31	Ogden-Clearfield UT	25,587	25,101	1.9	654	39.1
32	St. Louis MO-IL	25,436	24,418	4.2	2,807	9.1
32	Santa Cruz-Watsonville CA	25,137	23,890	5.2	275	91.5
34	Boise City ID	24,462	22,317	9.6	691	35.4
35	Kansas City MO-KS	23,834	22,776	4.6	2,105	11.3
36	Spokane-Spokane Valley WA	23,764	23,556	0.9	557	42.7
37	Baltimore-Columbia-Towson MD	23,130	21,875	5.7	2,799	8.3
38	San Antonio-New Braunfels TX	22,699	22,158	2.4	2,430	9.3
39	Fresno CA	22,373	20,589	8.7	980	22.8
40	Tucson AZ	22,319	21,142	5.6	1,016	22.0
41	Reno NV	21,502	20,337	5.7	458	47.0
42	Santa Maria-Santa Barbara CA	20,521	20,388	0.7	446	46.0
43	Tampa-St. Petersburg-Clearwater FL	18,163	16,977	7.0	3,032	6.0
44	Bremerton-Silverdale WA	18,101	17,848	1.4	265	68.4
45	Modesto CA	17,073	15,331	11.4	542	31.5
46	Orlando-Kissimmee-Sanford FL	16,974	16,237	4.5	2,441	7.0
47	Eugene OR	16,769	16,371	2.4	370	45.4
48	Olympia-Tumwater WA	16,729	16,062	4.1	275	60.8
49	Virginia Beach-Norfolk-Newport News VA-NC	16,699	15,648	6.7	1,727	9.7
50	Salem OR	16,669	15,675	6.3	418	39.9
51	Cincinnati OH-KY-IN	16,667	14,915	11.7	2,165	7.7
52	Colorado Springs CO	16,653	17,036	-2.3	712	23.4
53	Salinas CA	16,360	15,658	4.5	435	37.6
54	Indianapolis-Carmel-Anderson IN	15,702	15,013	4.6	2,004	7.8
55	San Luis Obispo-Paso Robles-Arroyo Grande CA	15,661	14,453	8.4	283	55.4
56	Charlotte-Concord-Gastonia NC-SC	15,381	14,071	9.3	2,474	6.2
57	Bellingham WA	15,361	14,421	6.5	217	70.9
58	Pittsburgh PA	14,690	14,023	4.8	2,342	6.3
59	Bakersfield CA	14,461	14,529	-0.5	885	16.3
60	Cleveland-Elyria OH	13,738	13,463	2.0	2,056	6.7

<sup>1</sup> Based on 2016 population estimates

Source: Hawai'i Tourism Authority, Department of Business, Economic Development and Tourism, and U.S. Bureau of the Census.

**Table 20: Japan MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	1,487,979	1,482,304	0.4	8,431	9,618	-12.3	1,479,548	1,472,686	0.5
VISITOR DAYS	8,722,235	8,685,616	0.4	61,633	71,912	-14.3	8,660,602	8,613,704	0.5
AVERAGE DAILY CENSUS	23,831	23,796	0.1	168	197	-14.5	23,663	23,599	0.3
<b>ISLANDS VISITED</b>									
O'ahu	1,442,192	1,436,749	0.4	7,295	8,486	-14.0	1,434,897	1,428,263	0.5
O'ahu only	1,285,915	1,277,528	0.7	6,585	7,513	-12.4	1,279,331	1,270,015	0.7
O'ahu one day or less	7,763	10,256	-24.3	168	295	-43.1	7,595	9,961	-23.8
Kaua'i	22,977	25,702	-10.6	429	487	-11.9	22,548	25,215	-10.6
Kaua'i only	2,100	2,979	-29.5	190	194	-1.9	1,909	2,785	-31.4
Kaua'i one day or less	14,302	15,495	-7.7	88	126	-30.3	14,214	15,369	-7.5
Maui County	55,225	61,003	-9.5	776	927	-16.3	54,449	60,076	-9.4
Maui	54,298	58,941	-7.9	740	892	-17.0	53,558	58,050	-7.7
Maui only	9,941	10,934	-9.1	410	425	-3.5	9,531	10,510	-9.3
Maui one day or less	19,108	19,533	-2.2	110	108	2.7	18,998	19,426	-2.2
Moloka'i *	1,410	1,967	-28.3	26	27	-3.6	1,384	1,940	-28.7
Moloka'i only *	32	37	-14.2	3	4	-25.5	29	33	-12.7
Moloka'i one day or less *	925	1,165	-20.6	13	7	74.6	912	1,157	-21.2
Lāna'i *	1,101	1,301	-15.4	28	27	4.1	1,073	1,272	-15.6
Lāna'i only *	31	164	-81.1	2	15	-85.4	29	149	-80.7
Lāna'i one day or less *	852	1,026	-16.9	8	6	18.7	844	1,019	-17.2
Hawai'i Island	143,002	140,634	1.7	869	951	-8.6	142,133	139,683	1.8
Kona side	109,180	106,072	2.9	720	725	-0.6	108,460	105,347	3.0
Hilo side	46,975	46,436	1.2	259	386	-33.0	46,716	46,050	1.4
Hawai'i Island only	30,326	28,360	6.9	439	422	4.2	29,887	27,938	7.0
Hawai'i Island one day or less	32,160	32,313	-0.5	53	84	-36.6	32,107	32,228	-0.4
Any Neighbor Island	202,064	204,775	-1.3	1,846	2,105	-12.3	200,217	202,671	-1.2
Ni only	45,787	45,555	0.5	1,136	1,132	0.4	44,651	44,423	0.5
O'ahu & Ni	156,276	159,221	-1.8	710	973	-27.0	155,566	158,248	-1.7
Any one island only	1,328,345	1,320,002	0.6	7,629	8,572	-11.0	1,320,716	1,311,430	0.7
Multiple Islands	159,634	162,302	-1.6	802	1,045	-23.3	158,832	161,256	-1.5
Avg. Islands Visited	1.12	1.12	-0.4	1.11	1.13	-1.5	1.12	1.12	-0.4
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	5.86	5.86	0.0	7.31	7.48	-2.2	5.85	5.85	0.1
O'ahu	5.51	5.50	0.3	6.24	6.25	-0.2	5.51	5.49	0.3
Maui	3.44	3.58	-3.9	7.17	8.25	-13.1	3.39	3.51	-3.4
Moloka'i	1.79	1.84	-3.0	3.19	8.35	-61.7	1.76	1.75	0.5
Lāna'i	1.53	1.91	-19.8	4.51	6.86	-34.2	1.45	1.79	-19.1
Kaua'i	2.44	2.53	-3.2	9.23	7.34	25.8	2.32	2.43	-4.8
Hawai'i Island	3.66	3.60	1.7	7.66	7.89	-2.9	3.63	3.57	1.8
Hilo	1.91	1.89	1.1	8.02	7.59	5.5	1.87	1.84	1.9
Kona	3.97	3.94	0.6	6.36	6.30	1.0	3.95	3.93	0.7
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	1,260,010	1,250,653	0.7	6,016	7,070	-14.9	1,253,994	1,243,583	0.8
Hotel only	1,218,677	1,215,681	0.2	5,626	6,615	-15.0	1,213,051	1,209,067	0.3
Plan to stay in Condo	161,789	166,871	-3.0	1,101	1,191	-7.5	160,688	165,680	-3.0
Condo only	129,277	137,015	-5.6	906	981	-7.6	128,371	136,034	-5.6
Plan to stay in Timeshare	84,921	80,071	6.1	335	354	-5.3	84,586	79,716	6.1
Timeshare only	68,914	64,826	6.3	208	273	-23.9	68,706	64,553	6.4
Cruise Ship	1,931	2,825	-31.6	47	72	-34.5	1,884	2,753	-31.6
Friends/Relatives	16,132	17,587	-8.3	793	796	-0.4	15,340	16,791	-8.6
Bed & Breakfast	2,011	1,832	9.8	60	85	-29.2	1,951	1,747	11.7
Rental House	4,992	4,599	8.6	404	309	30.8	4,588	4,290	6.9
Hostel	1,235	1,351	-8.6	140	165	-15.0	1,095	1,186	-7.7

**Table 20: Japan MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	524	173	203.7	35	43	-17.4	489	130	277.0
Private Room in Private Home**	3,464	NA	NA	49	NA	NA	3,416	NA	NA
Shared Room/Space in Private Home**	1,231	NA	NA	28	NA	NA	1,203	NA	NA
Other	4,159	3,056	36.1	139	158	-12.4	4,021	2,897	38.8
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,209,988	1,196,852	1.1	6,772	7,701	-12.1	1,203,216	1,189,151	1.2
Honeymoon/Get Married	239,588	241,529	-0.8	843	1,206	-30.1	238,745	240,323	-0.7
Honeymoon	227,731	227,321	0.2	791	1,171	-32.5	226,940	226,150	0.3
Get Married	36,396	40,448	-10.0	89	56	57.9	36,307	40,392	-10.1
Pleasure/Vacation	983,907	967,553	1.7	6,010	6,588	-8.8	977,897	960,965	1.8
Mtgs/Conventions/Incentive	126,145	111,568	13.1	390	455	-14.3	125,755	111,114	13.2
Conventions	18,706	23,741	-21.2	173	189	-8.5	18,533	23,552	-21.3
Corporate Meetings	2,968	3,098	-4.2	140	184	-23.8	2,828	2,914	-3.0
Incentive	105,831	86,469	22.4	120	105	14.9	105,711	86,364	22.4
Other Business	6,020	6,552	-8.1	412	472	-12.6	5,607	6,081	-7.8
Visit Friends/Rel.	22,995	23,091	-0.4	843	965	-12.7	22,152	22,126	0.1
Govt/Military	671	771	-13.0	133	103	29.1	538	668	-19.5
Attend School	9,200	7,011	31.2	61	93	-34.2	9,139	6,919	32.1
Sport Events	17,743	24,056	-26.2	91	100	-9.4	17,652	23,956	-26.3
Other	175,664	193,464	-9.2	311	360	-13.8	175,354	193,103	-9.2
<b>TRAVEL STATUS</b>									
% First Timers ***	38.2	39.3	-1.1	27.0	28.9	-2.0	38.3	39.4	-1.1
% Repeaters ***	61.8	60.7	1.1	73.0	71.1	2.0	61.7	60.6	1.1
Average # of Trips	4.1	4.0	1.3	6.3	6.1	3.5	4.1	4.0	1.4
Group Tour	315,543	349,244	-9.6	917	980	-6.5	314,626	348,264	-9.7
Non-Group	1,172,436	1,133,060	3.5	7,514	8,638	-13.0	1,164,922	1,124,422	3.6
Package Trip	974,119	1,014,330	-4.0	2,122	2,511	-15.5	971,998	1,011,819	-3.9
No Package	513,860	467,974	9.8	6,310	7,107	-11.2	507,550	460,867	10.1
Net True Independent	443,843	410,272	8.2	6,011	6,744	-10.9	437,833	403,528	8.5
Ave. Age	43	43	0.8	42	41	2.1	43	43	0.8
Ave. Party Size	2.69	2.66	0.8	1.70	1.72	-1.5	2.69	2.67	0.8

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 21: International Japanese MMA Visitor Characteristics by Region  
2016**

JAPAN BY REGION									
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	210,589	238,488	80,882	703,155	57,496	28,544	107,243	45,531	7,619
<b>PARTY SIZE</b>									
One	10,302	11,741	3,916	39,377	2,697	1,976	5,167	2,371	712
Two	88,832	94,562	32,730	272,657	25,585	12,284	43,678	18,942	1,938
Three or more	111,614	132,114	44,237	390,872	29,307	14,341	58,410	24,248	4,937
Avg Party Size	2.71	2.72	2.80	2.65	2.68	2.57	2.76	2.70	2.87
<b>VISIT STATUS</b>									
First-Time	95,062	84,043	41,060	224,665	28,678	14,403	56,029	18,695	4,088
Repeat	117,042	153,676	40,882	473,792	29,519	14,506	52,787	26,968	3,655
Average # of Trips	3.70	4.35	3.34	5.07	3.24	3.05	3.20	4.25	3.63
<b>TRAVEL METHOD</b>									
Group Tour	52,508	45,488	25,172	130,094	14,169	9,148	24,560	10,588	2,899
Package	149,415	152,456	61,749	434,013	40,148	20,179	77,312	31,915	4,810
Group Tour & Pkg	40,522	37,173	19,824	101,985	10,172	6,850	18,239	7,735	2,408
True Independent	50,164	77,140	14,573	238,587	13,631	6,282	24,161	10,957	2,338
<b>ISLANDS VISITED</b>									
O'ahu	205,413	229,763	79,070	678,666	56,234	27,747	105,831	44,744	7,428
Maui County	7,689	8,424	3,423	26,120	2,570	979	3,649	1,331	263
...Maui	7,517	8,387	3,431	25,609	2,451	964	3,602	1,334	263
...Moloka'i	326	35	22	795	0	54	152	0	0
...Lāna'i	265	37	22	532	124	37	56	0	0
Kaua'i	3,794	4,117	1,018	11,308	690	353	1,107	41	119
Hawai'i Island	20,440	25,711	6,270	68,937	6,319	2,566	7,650	2,757	1,485
...Hilo	7,751	7,264	2,948	21,519	2,410	854	2,480	735	755
...Kona	14,779	20,414	3,760	54,072	4,682	1,879	5,850	2,187	839
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.24	5.61	5.15	5.74	5.34	5.46	5.34	5.83	5.94
Maui (days)	2.95	3.46	3.00	3.77	2.19	2.68	3.08	3.15	3.24
Moloka'i (days)	1.24	6.00	1.00	2.15	0	1.00	1.13	0	0
Lāna'i (days)	1.67	1.46	1.00	1.33	1.00	1.00	1.00	0	0
Kaua'i (days)	2.89	2.03	1.73	2.24	1.96	1.78	2.33	1.00	5.63
Hawai'i Island (days)	3.28	3.68	2.81	3.99	3.74	2.94	3.05	4.42	3.04
...Hilo (days)	1.53	1.69	2.23	2.07	2.27	1.92	1.24	1.12	2.20
...Kona (days)	3.74	4.04	2.97	4.26	3.89	3.15	3.46	5.19	3.42
Statewide (days)	5.60	5.98	5.40	6.12	5.77	5.69	5.62	6.09	6.60
<b>ACCOMMODATIONS</b>									
Hotel	188,121	196,959	74,890	576,613	49,675	25,832	95,424	40,031	6,449
...Hotel Only	183,572	190,420	74,122	553,721	48,240	25,272	93,382	38,301	6,022
Condo	16,919	27,072	4,248	90,588	5,987	1,949	8,489	4,609	828
...Condo Only	13,343	21,348	3,588	72,861	4,750	1,356	7,063	3,446	617
Timeshare	8,811	17,648	2,492	45,130	2,520	1,163	4,431	2,259	131
...Timeshare Only	7,185	14,428	2,073	36,864	2,230	808	3,599	1,404	115
Rental House	301	846	43	2,583	360	70	153	155	77
...Rental House Only	150	757	0	1,407	220	66	82	102	73
hostel	69	229	0	606	67	0	60	24	40
camping	263	0	0	69	114	0	0	43	0
Private Room in Private Home	406	716	101	1,670	19	19	462	21	0
Shared Room Space in Private Home	302	205	0	432	16	0	140	0	108
Bed & Breakfast	126	211	378	1,001	0	23	212	0	0
Cruise Ship	234	326	72	1,016	110	0	88	38	0
Friends or Relatives	1,506	1,958	525	8,534	436	491	988	468	434
Other accommodation	676	596	14	1,441	43	14	199	32	0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	165,667	193,792	59,814	594,592	45,064	20,111	83,852	35,336	4,988
....Vacation	124,479	159,757	43,859	511,712	31,767	13,597	60,123	28,237	4,365
....Honeymoon	42,857	33,015	17,536	79,246	14,382	6,894	24,908	7,331	772
....Getting Married	5,654	6,738	1,830	15,539	1,871	805	2,888	937	44
MC&I (Net)	21,715	18,536	12,853	45,753	5,831	5,054	10,009	4,753	1,252
....Convention/Conf.	2,767	3,199	945	7,603	768	575	1,188	1,054	435
....Corp. Meetings	460	229	83	1,474	95	0	443	0	42
....Incentive	18,668	15,499	12,014	37,052	5,007	4,521	8,460	3,743	749
Other Business	112	831	229	2,752	517	187	763	50	166
Visit Friends/Relatives	2,037	3,187	698	11,580	684	358	1,772	748	1,087
Government/Military	0	0	29	360	0	0	89	60	0
Attend School	2,657	1,336	863	3,495	127	316	162	159	24
Sport Events	4,111	2,755	639	7,800	313	574	980	438	41
other purpose	27,860	31,884	12,505	67,082	7,973	4,011	16,763	6,436	840
Average Age	44	46	44	45	45	44	45	45	44

**Table 22: Canada MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	469,314	512,323	-8.4	119,621	163,277	-26.7	349,693	349,046	0.2
VISITOR DAYS	5,926,189	6,520,761	-9.1	1,487,379	2,066,414	-28.0	4,438,810	4,454,347	-0.3
AVERAGE DAILY CENSUS	16,192	17,865	-9.4	4,064	5,661	-28.2	12,128	12,204	-0.6
<b>ISLANDS VISITED</b>									
O'ahu	185,680	208,542	-11.0	50,023	68,237	-26.7	135,656	140,304	-3.3
O'ahu only	122,315	135,083	-9.5	29,995	42,347	-29.2	92,321	92,736	-0.4
O'ahu one day or less	8,582	9,983	-14.0	3,872	5,315	-27.2	4,710	4,668	0.9
Kaua'i	66,873	74,710	-10.5	23,734	30,536	-22.3	43,139	44,173	-2.3
Kaua'i only	32,312	35,832	-9.8	12,109	15,588	-22.3	20,203	20,245	-0.2
Kaua'i one day or less	6,497	8,165	-20.4	1,568	2,590	-39.5	4,929	5,574	-11.6
Maui County	244,851	262,271	-6.6	48,336	70,114	-31.1	196,515	192,158	2.3
Maui	242,371	260,290	-6.9	47,735	69,277	-31.1	194,636	191,012	1.9
Maui only	178,208	188,459	-5.4	29,051	44,297	-34.4	149,156	144,162	3.5
Maui one day or less	7,238	10,060	-28.1	1,674	2,495	-32.9	5,563	7,565	-26.5
Moloka'i *	4,441	4,714	-5.8	904	1,649	-45.2	3,537	3,065	15.4
Moloka'i only *	665	598	11.3	151	191	-21.2	515	407	26.5
Moloka'i one day or less *	2,543	2,378	6.9	380	836	-54.6	2,163	1,542	40.3
Lāna'i *	4,029	4,006	0.6	913	1,428	-36.1	3,116	2,577	20.9
Lāna'i only *	530	310	71.0	143	112	27.2	387	198	95.8
Lāna'i one day or less *	2,642	2,643	0.0	493	916	-46.1	2,149	1,727	24.4
Hawai'i Island	89,287	103,511	-13.7	35,625	44,287	-19.6	53,663	59,225	-9.4
Kona side	81,381	94,916	-14.3	32,448	40,641	-20.2	48,933	54,275	-9.8
Hilo side	29,592	35,900	-17.6	11,600	14,485	-19.9	17,992	21,415	-16.0
Hawai'i Island only	48,493	53,731	-9.7	21,044	25,315	-16.9	27,449	28,417	-3.4
Hawai'i Island one day or less	3,489	3,824	-8.8	716	1,223	-41.5	2,773	2,601	6.6
Any Neighbor Island	346,998	377,240	-8.0	89,626	120,930	-25.9	257,372	256,310	0.4
NI only	283,634	303,782	-6.6	69,597	95,040	-26.8	214,037	208,742	2.5
O'ahu & NI	63,364	73,459	-13.7	20,029	25,890	-22.6	43,335	47,568	-8.9
Any one island only	382,524	414,013	-7.6	92,492	127,849	-27.7	290,032	286,164	1.4
Multiple Islands	86,790	98,310	-11.7	27,129	35,428	-23.4	59,661	62,882	-5.1
Avg. Islands Visited	1.26	1.28	-1.3	1.33	1.32	0.7	1.24	1.26	-1.7
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	12.63	12.73	-0.8	12.43	12.66	-1.8	12.69	12.76	-0.5
O'ahu	8.92	9.02	-1.1	7.81	8.22	-5.0	9.33	9.41	-0.8
Maui	11.21	11.12	0.8	10.38	10.66	-2.6	11.41	11.29	1.1
Moloka'i	4.74	4.93	-3.9	7.10	5.53	28.3	4.14	4.61	-10.3
Lāna'i	2.91	2.80	3.7	3.81	2.90	31.2	2.64	2.75	-3.9
Kaua'i	9.13	8.98	1.7	9.25	9.31	-0.6	9.06	8.75	3.6
Hawai'i Island	10.18	10.05	1.3	10.44	10.61	-1.6	10.01	9.63	4.0
Hilo	4.13	3.68	12.3	4.66	4.43	5.1	3.79	3.17	19.7
Kona	9.67	9.57	1.1	9.80	9.98	-1.9	9.59	9.26	3.6
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	207,116	223,837	-7.5	54,392	73,069	-25.6	152,725	150,769	1.3
Hotel only	157,920	167,621	-5.8	39,974	53,620	-25.4	117,946	114,001	3.5
Plan to stay in Condo	176,209	197,336	-10.7	37,467	55,970	-33.1	138,742	141,366	-1.9
Condo only	144,332	161,939	-10.9	29,582	44,819	-34.0	114,749	117,120	-2.0
Plan to stay in Timeshare	48,503	54,264	-10.6	12,714	17,362	-26.8	35,789	36,902	-3.0
Timeshare only	36,420	38,720	-5.9	9,408	12,894	-27.0	27,012	25,826	4.6
Cruise Ship	7,974	10,863	-26.6	3,804	5,354	-29.0	4,170	5,509	-24.3
Friends/Relatives	23,786	26,626	-10.7	7,573	9,618	-21.3	16,214	17,008	-4.7
Bed & Breakfast	7,013	9,181	-23.6	2,257	3,187	-29.2	4,756	5,994	-20.7
Rental House	51,505	58,403	-11.8	15,812	20,905	-24.4	35,693	37,498	-4.8
Hostel	6,341	7,281	-12.9	2,495	2,811	-11.2	3,846	4,470	-14.0



**Table 22: Canada MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	5,485	5,985	-8.4	1,863	2,241	-16.9	3,622	3,744	-3.2
Private Room in Private Home**	4,632	NA	NA	1,007	NA	NA	3,625	NA	NA
Shared Room/Space in Private Home**	1,156	NA	NA	353	NA	NA	802	NA	NA
Other	6,058	6,396	-5.3	1,819	2,410	-24.5	4,238	3,987	6.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	436,912	475,286	-8.1	110,316	150,911	-26.9	326,596	324,375	0.7
Honeymoon/Get Married	15,449	17,928	-13.8	4,746	6,272	-24.3	10,703	11,655	-8.2
Honeymoon	13,595	15,265	-10.9	4,306	5,440	-20.8	9,289	9,826	-5.5
Get Married	2,600	3,808	-31.7	635	1,183	-46.3	1,965	2,626	-25.2
Pleasure/Vacation	424,058	461,198	-8.1	106,349	146,022	-27.2	317,709	315,176	0.8
Mtgs/Conventions/Incentive	17,417	22,561	-22.8	4,586	7,809	-41.3	12,831	14,752	-13.0
Conventions	11,297	16,770	-32.6	2,983	5,772	-48.3	8,315	10,998	-24.4
Corporate Meetings	2,450	2,706	-9.5	721	974	-26.0	1,729	1,732	-0.2
Incentive	4,206	4,257	-1.2	1,027	1,366	-24.8	3,179	2,891	10.0
Other Business	3,582	4,945	-27.6	1,485	2,277	-34.8	2,096	2,668	-21.4
Visit Friends/Rel.	16,633	20,137	-17.4	5,718	7,693	-25.7	10,915	12,443	-12.3
Govt/Military	753	1,383	-45.6	433	550	-21.2	320	834	-61.7
Attend School	481	1,262	-61.9	168	300	-43.9	312	963	-67.5
Sport Events	3,267	4,762	-31.4	1,433	1,676	-14.5	1,834	3,087	-40.6
Other	10,193	11,701	-12.9	2,147	2,985	-28.1	8,046	8,716	-7.7
<b>TRAVEL STATUS</b>									
% First Timers ***	34.1	33.8	0.2	39.5	37.1	2.5	32.2	32.3	-0.1
% Repeaters ***	65.9	66.2	-0.2	60.5	62.9	-2.5	67.8	67.7	0.1
Average # of Trips	4.0	4.1	-0.6	4.3	4.4	-0.9	3.9	3.9	0.5
Group Tour	9,020	11,935	-24.4	2,944	4,375	-32.7	6,075	7,560	-19.6
Non-Group	460,294	500,388	-8.0	116,676	158,902	-26.6	343,618	341,486	0.6
Package Trip	96,600	103,318	-6.5	23,099	32,034	-27.9	73,501	71,284	3.1
No Package	372,713	409,006	-8.9	96,521	131,243	-26.5	276,192	277,762	-0.6
Net True Independent	369,705	405,253	-8.8	95,435	129,828	-26.5	274,269	275,425	-0.4
Ave. Age	47	48	-1.8	46	46	-1.0	48	49	-1.9
Ave. Party Size	2.22	2.19	1.3	2.03	2.05	-0.9	2.30	2.27	1.2

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 23: Canada MMA Visitor Characteristics by Province**  
**2016**

	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
<b>Visitor Counts</b>	469,314	86,250	198,848	10,342	2,493	1,722	1,111	3,688	112,833	452	36,867	12,782	1,925
<b>PARTY SIZE</b>													
One	57,198	9,458	20,353	1,168	249	136	167	642	16,799	78	6,967	930	253
Two	208,724	37,248	85,464	5,524	1,517	1,136	348	2,204	51,295	221	16,068	6,866	833
Three or more	203,392	39,550	93,047	3,648	727	450	596	841	44,729	153	13,827	4,986	839
Avg Party Size	2.20	2.27	2.30	2.12	2.12	2.09	2.27	1.89	2.09	2.01	1.98	2.30	2.17
<b>VISIT STATUS</b>													
First-Time	159,832	23,701	39,343	4,163	1,584	1,092	249	1,965	58,739	290	23,905	4,271	530
Repeat	309,481	62,535	159,433	6,180	912	632	861	1,724	54,145	162	12,992	8,511	1,394
Average # of Trips	4.04	4.36	5.16	3.51	2.21	2.54	4.79	2.41	2.63	2.18	2.03	4.37	4.28
<b>TRAVEL METHOD</b>													
Group Tour	9,020	803	2,869	103	105	36	12	30	3,914	9	984	114	40
Package	96,600	17,352	38,545	2,276	492	431	82	796	26,362	63	7,102	2,706	393
True independent	369,705	68,547	159,411	8,022	1,992	1,288	1,018	2,883	85,249	387	29,343	10,068	1,497
<b>ISLANDS VISITED</b>													
O'ahu	185,680	35,242	68,347	5,443	876	1,240	602	1,777	48,340	185	16,446	6,686	496
Maui County	244,851	34,911	106,141	4,477	1,515	920	450	1,780	65,905	202	22,586	4,755	1,208
...Maui	242,371	34,668	104,600	4,432	1,510	920	431	1,779	65,426	202	22,492	4,749	1,162
...Molokai	4,441	584	2,199	127	44	41	0	11	1,038	1	321	74	1
...Lana'i	4,029	545	1,553	235	10	41	19	18	1,193	0	220	141	53
Kauai	66,873	13,140	23,034	1,345	243	249	95	524	17,129	82	9,021	1,680	331
Hawai'i Island	89,287	17,943	29,706	1,635	579	441	190	838	24,689	69	10,566	2,326	304
...Hilo	29,592	3,962	8,552	547	214	303	47	378	9,526	19	5,322	593	129
...Kona	81,381	17,152	27,717	1,505	516	420	188	790	21,697	67	8,922	2,170	238
<b>LENGTH OF STAY</b>													
O'ahu (days)	8.92	9.70	9.27	12.54	8.53	8.39	11.35	8.38	7.30	9.41	7.39	13.57	7.84
Maui (days)	11.21	11.51	12.24	11.70	12.81	6.73	11.90	10.69	9.75	9.82	10.04	12.59	11.24
Molokai (days)	4.74	4.53	5.18	7.15	1.25	2.00	0.00	4.64	3.87	1.00	5.33	1.96	51.00
Lana'i (days)	2.91	2.74	3.33	1.18	3.44	2.00	7.00	2.30	3.13	0.00	2.47	1.08	1.00
Kauai (days)	9.13	10.45	10.24	8.84	8.16	3.34	7.57	6.86	7.49	8.56	7.70	10.33	9.51
Hawai'i Island (days)	10.18	12.31	11.34	11.14	8.34	6.24	10.19	9.20	8.08	9.27	8.22	11.83	11.75
...Hilo (days)	4.13	4.71	4.38	4.14	4.02	2.75	2.30	2.88	3.86	2.54	4.18	3.52	3.51
...Kona (days)	9.67	11.79	10.81	10.60	7.69	4.58	9.74	8.39	7.50	8.86	7.24	11.72	13.13
Statewide (days)	12.63	12.79	12.59	14.62	13.53	11.80	13.26	12.28	11.75	11.20	13.73	15.29	12.37
<b>ACCOMMODATIONS</b>													
Hotel	207,116	33,407	78,374	4,944	1,140	1,174	530	1,801	62,583	270	17,565	4,683	645
...Hotel Only	157,920	25,891	62,678	3,477	823	789	381	1,178	47,540	242	11,129	3,251	541
Condo	176,209	34,741	85,100	4,180	1,115	364	539	1,276	29,823	159	12,131	5,921	860
...Condo Only	144,332	29,225	73,825	3,152	861	245	442	932	21,327	138	8,288	5,108	789
Timeshare	48,503	10,940	20,775	1,002	252	102	86	367	11,293	8	1,735	1,838	105
...Timeshare Only	36,420	7,958	16,211	672	236	87	26	265	8,098	8	1,305	1,449	104
Rental House	51,505	10,145	18,782	750	124	185	62	389	13,893	30	5,670	1,275	199
Hostel	6,341	618	1,288	50	20	3	10	116	1,204	0	2,867	100	63
Camp Site	5,485	491	1,540	82	32	2	5	68	1,075	0	2,003	99	86
Private Room	4,632	840	1,774	36	88	7	1	5	1,057	0	766	14	45
Shared Room/Space	1,156	197	340	10	0	0	0	13	316	1	201	72	6
Bed & Breakfast	7,013	1,073	1,814	100	53	9	18	60	2,491	4	1,257	125	8
Cruise Ship	7,974	864	1,363	214	96	142	0	151	3,635	3	1,352	146	8
Friends or Relatives	23,786	4,219	9,370	828	52	100	44	232	6,247	12	2,085	492	103
<b>PURPOSE OF TRIP</b>													
Pleasure (Net)	436,912	80,645	187,702	9,499	2,305	1,634	1,038	3,380	102,143	432	34,480	11,881	1,774
....Vacation	424,058	78,962	184,273	9,077	2,236	1,456	1,031	3,246	96,647	382	33,474	11,533	1,743
....Honeymoon	13,595	1,817	3,774	472	83	91	14	126	5,565	50	1,183	387	32
....Get Married	2,600	375	819	13	33	88	0	37	986	0	167	72	10
MC&I (Net)	17,417	2,247	4,551	414	174	83	28	287	7,399	8	1,891	328	7
....Convention/Conf.	11,297	1,623	3,382	267	112	53	19	203	4,133	8	1,200	293	3
....Corp. Meetings	2,450	165	472	27	33	0	0	28	1,438	1	284	2	0
....Incentive	4,206	531	728	121	46	30	8	59	2,202	0	445	32	4
Other Business	3,582	504	1,385	37	36	24	7	39	1,183	6	346	13	1
Visit Friends/Relatives	16,633	2,748	6,199	370	22	32	33	153	5,070	2	1,442	484	79
Government/Military	753	48	245	28	1	0	0	59	262	1	83	26	0
Attend School	481	59	147	14	0	1	0	3	148	0	58	47	4
Sport Events	3,267	761	1,317	90	21	0	10	30	721	2	273	41	0
Other purpose	10,193	1,985	4,186	395	34	12	22	20	2,620	3	405	416	95
Average Age	47	47	48	47	49	49	44	49	46	48	42	49	48

**Table 23: Canada MMA Visitor Characteristics by Province continued  
2015R**

	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
<b>Visitor Counts</b>	512,323	116,387	219,041	12,370	2,541	2,013	1,065	3,251	105,620	813	32,297	15,013	1,912
<b>PARTY SIZE</b>													
One	63,008	13,051	23,097	1,309	356	268	150	544	15,545	132	6,852	1,420	284
Two	231,327	48,381	97,556	6,229	1,455	1,018	488	1,807	50,143	366	14,837	8,159	888
Three or more	217,988	54,957	98,391	4,833	729	728	427	900	39,930	315	10,605	5,434	740
Avg Party Size	2.19	2.29	2.26	2.20	2.04	2.08	2.14	1.91	2.09	2.03	1.90	2.19	2.09
<b>VISIT STATUS</b>													
First-Time	173,218	33,612	46,665	5,565	1,459	1,313	330	1,751	54,631	356	21,019	5,862	655
Repeat	339,105	82,781	172,407	6,804	1,081	700	735	1,500	50,967	457	11,266	9,150	1,257
Average # of Trips	4.07	4.07	5.16	3.96	2.38	2.22	4.20	2.78	2.64	2.25	2.09	3.28	4.65
<b>TRAVEL METHOD</b>													
Group Tour	11,935	1,357	2,642	200	296	132	13	175	4,878	42	1,286	889	24
Package	103,318	22,573	41,511	2,357	700	462	71	743	24,316	155	6,541	3,641	250
True independent	405,253	93,266	176,441	9,945	1,813	1,501	981	2,498	79,674	657	25,493	11,321	1,663
<b>ISLANDS VISITED</b>													
O'ahu	208,542	41,872	82,347	7,029	1,250	1,287	467	1,550	49,403	458	15,416	6,742	719
Maui County	262,271	53,177	109,804	5,233	1,267	900	441	1,661	61,298	415	20,077	7,131	868
...Maui	260,290	52,821	108,821	5,173	1,265	898	439	1,653	60,907	415	19,940	7,097	862
...Moloka'i	4,714	815	1,735	75	28	8	9	32	1,160	12	617	213	12
...Lana'i	4,006	833	1,175	90	25	7	2	82	1,233	44	313	193	9
Kaua'i	74,710	17,392	25,008	1,405	346	325	90	540	18,844	136	7,879	2,410	336
Hawai'i Island	103,511	25,172	33,900	2,395	829	446	278	693	25,320	237	10,314	3,593	333
...Hilo	35,900	6,200	9,646	826	408	220	38	349	11,187	170	5,689	1,079	88
...Kona	94,916	23,831	31,364	2,221	803	423	259	612	22,731	151	8,896	3,343	283
<b>LENGTH OF STAY</b>													
O'ahu (days)	9.02	9.69	9.50	11.96	7.16	10.38	8.88	9.47	7.38	15.66	7.59	10.69	9.49
Maui (days)	11.12	11.18	12.37	10.32	10.49	10.55	10.92	9.96	9.53	8.80	9.43	11.06	13.07
Moloka'i (days)	4.93	3.69	6.80	4.56	4.51	2.70	3.26	2.72	3.98	1.00	4.36	2.60	8.88
Lana'i (days)	2.80	3.87	3.29	2.80	2.80	2.34	1.00	2.87	2.18	1	1.69	1.74	3.04
Kaua'i (days)	8.98	10.42	10.28	8.06	5.84	5.40	12.71	9.99	6.84	6.46	7.11	8.97	12.90
Hawai'i Island (days)	10.05	11.70	11.35	10.47	9.21	7.14	10.57	9.22	7.59	5.79	7.67	10.56	12.77
...Hilo (days)	3.68	4.05	4.34	3.59	2.40	2.64	8.65	3.17	3.05	3.19	3.59	3.30	6.84
...Kona (days)	9.57	11.31	10.94	9.96	8.29	6.16	10.07	8.63	6.96	5.51	6.60	10.28	12.89
Statewide (days)	12.73	12.70	12.72	14.09	12.62	13.81	12.26	13.29	12.06	16.16	13.72	14.05	14.02
<b>ACCOMMODATIONS</b>													
Hotel	223,837	43,366	86,709	5,593	1,480	1,008	544	1,796	61,154	441	15,662	5,447	636
...Hotel Only	167,621	33,088	68,432	4,059	1,241	615	407	1,251	44,058	240	9,604	4,153	476
Condo	197,336	48,427	95,753	5,041	591	667	409	833	26,833	356	10,697	6,732	996
...Condo Only	161,939	40,908	83,076	4,082	474	410	306	645	18,377	240	7,017	5,646	758
Timeshare	54,264	13,654	23,203	1,335	249	230	63	346	11,349	61	1,688	1,939	147
...Timeshare Only	38,720	9,907	17,330	800	147	160	24	186	7,439	45	1,119	1,436	126
Rental House	58,403	16,235	20,599	1,270	161	261	176	399	12,808	41	4,521	1,687	242
Hostel	7,281	994	1,753	63	22	81	1	66	1,431	23	2,646	146	55
Camp Site	5,985	995	1,949	62	28	59	10	24	925	6	1,796	57	75
Bed & Breakfast	9,181	1,481	2,493	183	45	34	47	61	2,732	80	1,664	313	47
Cruise Ship	10,863	1,288	1,665	250	122	171	2	162	5,392	54	1,588	162	8
Friends or Relatives	26,626	5,412	10,201	649	164	169	21	241	6,851	44	2,179	630	66
<b>PURPOSE OF TRIP</b>													
Pleasure (Net)	475,286	109,288	206,067	11,334	2,237	1,832	988	2,847	94,498	740	29,521	14,099	1,835
....Vacation	461,198	106,239	201,851	11,041	2,167	1,710	971	2,727	89,801	725	28,475	13,679	1,813
....Honeymoon	15,265	3,293	4,514	287	78	124	15	130	5,059	16	1,173	483	95
....Get Married	3,808	1,075	1,468	104	25	30	2	13	796	0	176	44	75
MC&I (Net)	22,561	3,880	6,251	647	187	263	43	278	7,859	53	2,310	756	34
....Convention/Conf.	16,770	2,803	5,010	533	136	192	39	165	5,307	48	1,824	678	34
....Corp. Meetings	2,706	509	538	69	36	20	3	46	1,060	3	390	30	0
....Incentive	4,257	922	840	109	25	51	0	98	1,908	2	250	50	0
Other Business	4,945	906	1,866	110	51	0	1	59	1,399	5	449	72	29
Visit Friends/Relatives	20,137	3,740	7,756	522	125	44	18	236	5,507	63	1,508	569	49
Government/Military	1,383	294	450	64	1	1	0	27	432	3	86	26	0
Attend School	1,262	228	370	33	9	23	19	6	447	14	71	35	6
Sport Events	4,762	787	1,779	145	8	34	13	16	1,558	0	376	40	5
Average Age	47	47	48	49	47	48	46	50	47	50	43	50	45

Notes: 2015 statistics for Canada by Province published in the 2015 Annual Visitor Research Report were restated. The total number of Canadian visitors was unchanged.

**Table 24: Europe MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	143,922	145,019	-0.8	111,897	116,098	-3.6	32,025	28,921	10.7
VISITOR DAYS	1,860,887	1,897,157	-1.9	1,516,597	1,571,426	-3.5	344,290	325,730	5.7
AVERAGE DAILY CENSUS	5,084	5,198	-2.2	4,144	4,305	-3.8	941	892	5.4
<b>ISLANDS VISITED</b>									
O'ahu	103,118	105,998	-2.7	76,008	80,102	-5.1	27,110	25,896	4.7
O'ahu only	48,903	50,455	-3.1	34,724	38,315	-9.4	14,179	12,140	16.8
O'ahu one day or less	5,120	5,236	-2.2	4,164	4,157	0.2	956	1,080	-11.5
Kaua'i	31,772	33,406	-4.9	27,721	28,218	-1.8	4,051	5,188	-21.9
Kaua'i only	4,094	4,506	-9.2	3,980	4,506	-11.7	114	0	NA
Kaua'i one day or less	2,133	2,783	-23.4	1,667	1,981	-15.9	466	802	-41.9
Maui County	65,293	61,005	7.0	52,563	51,453	2.2	12,730	9,552	33.3
Maui	64,502	60,361	6.9	51,804	50,809	2.0	12,698	9,552	32.9
Maui only	19,503	16,935	15.2	15,775	15,115	4.4	3,728	1,820	104.8
Maui one day or less	3,084	2,514	22.7	1,946	2,022	-3.8	1,138	491	131.6
Moloka'i *	1,993	2,445	-18.5	1,970	2,101	-6.2	23	344	-93.2
Moloka'i only *	22	48	-54.2	22	48	-54.2	0	0	NA
Moloka'i one day or less *	630	942	-33.2	630	771	-18.3	0	172	-100.0
Lāna'i *	1,584	1,492	6.2	1,335	1,326	0.7	249	165	50.6
Lāna'i only *	109	46	137.4	109	46	137.4	0	0	NA
Lāna'i one day or less *	804	917	-12.3	587	751	-21.8	217	165	30.9
Hawai'i Island	48,481	49,755	-2.6	39,045	39,880	-2.1	9,436	9,875	-4.4
Kona side	39,479	41,319	-4.5	32,157	32,547	-1.2	7,322	8,772	-16.5
Hilo side	24,912	25,002	-0.4	17,988	18,439	-2.4	6,924	6,564	5.5
Hawai'i Island only	9,060	9,582	-5.4	8,639	9,080	-4.9	422	502	-16.0
Hawai'i Island one day or less	2,111	1,613	30.9	1,102	1,256	-12.3	1,009	357	182.5
Any Neighbor Island	95,019	94,564	0.5	77,173	77,783	-0.8	17,846	16,781	6.3
NI only	40,804	39,021	4.6	35,889	35,996	-0.3	4,915	3,025	62.5
O'ahu & NI	54,215	55,543	-2.4	41,284	41,787	-1.2	12,931	13,756	-6.0
Any one island only	81,690	81,571	0.1	63,248	67,109	-5.8	18,442	14,462	27.5
Multiple Islands	62,232	63,448	-1.9	48,649	48,989	-0.7	13,583	14,459	-6.1
Avg. Islands Visited	1.75	1.75	0.0	1.77	1.74	1.4	1.67	1.76	-5.2
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	12.93	13.08	-1.2	13.55	13.54	0.1	10.75	11.26	-4.5
O'ahu	7.35	7.68	-4.3	7.48	7.74	-3.4	7.01	7.50	-6.5
Maui	8.04	7.92	1.5	8.36	8.32	0.4	6.75	5.79	16.5
Moloka'i	4.59	3.84	19.5	4.54	4.23	7.4	9.00	1.50	499.6
Lāna'i	3.15	2.73	15.4	3.53	2.95	19.7	1.13	1.00	13.1
Kaua'i	6.28	6.34	-1.0	6.47	6.64	-2.5	4.94	4.71	4.9
Hawai'i Island	7.64	7.63	0.1	8.26	8.24	0.2	5.10	5.18	-1.5
Hilo	4.44	4.57	-2.9	4.97	5.08	-2.1	3.03	3.12	-2.7
Kona	6.58	6.43	2.5	7.24	7.22	0.3	3.70	3.50	5.9
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	100,707	102,621	-1.9	78,221	81,944	-4.5	22,486	20,677	8.7
Hotel only	77,247	81,653	-5.4	61,971	66,077	-6.2	15,277	15,576	-1.9
Plan to stay in Condo	15,696	14,948	5.0	11,023	11,742	-6.1	4,673	3,206	45.8
Condo only	7,974	8,016	-0.5	6,417	6,800	-5.6	1,557	1,216	28.1
Plan to stay in Timeshare	2,932	3,487	-15.9	2,607	3,061	-14.8	325	427	-23.9
Timeshare only	1,831	2,239	-18.2	1,750	2,097	-16.6	81	143	-43.1
Cruise Ship	3,658	3,146	16.3	3,201	3,005	6.5	457	141	224.0
Friends/Relatives	10,727	11,272	-4.8	8,910	9,339	-4.6	1,817	1,932	-6.0
Bed & Breakfast	9,012	9,806	-8.1	6,454	7,180	-10.1	2,558	2,626	-2.6
Rental House	15,213	15,773	-3.5	12,985	13,106	-0.9	2,228	2,667	-16.4
Hostel	8,810	8,769	0.5	5,254	5,091	3.2	3,556	3,678	-3.3

**Table24: Europe MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	3,769	3,409	10.6	2,289	2,406	-4.8	1,479	1,003	47.5
Private Room in Private Home**	5,566	NA	NA	2,436	NA	NA	3,130	NA	NA
Shared Room/Space in Private Home**	883	NA	NA	652	NA	NA	230	NA	NA
Other	3,233	4,059	-20.3	2,351	2,606	-9.8	882	1,453	-39.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	124,394	126,397	-1.6	97,118	100,023	-2.9	27,275	26,374	3.4
Honeymoon/Get Married	14,886	14,985	-0.7	12,440	13,429	-7.4	2,445	1,556	57.1
Honeymoon	14,075	13,855	1.6	11,668	12,585	-7.3	2,408	1,270	89.5
Get Married	1,253	1,654	-24.3	1,215	1,305	-6.9	38	348	-89.2
Pleasure/Vacation	111,150	113,107	-1.7	86,166	88,170	-2.3	24,983	24,937	0.2
Mtgs/Conventions/Incentive	8,086	9,246	-12.5	5,958	7,757	-23.2	2,129	1,489	43.0
Conventions	4,740	6,369	-25.6	3,312	5,296	-37.5	1,428	1,074	33.0
Corporate Meetings	1,317	1,296	1.6	1,221	1,054	15.8	96	243	-60.3
Incentive	2,381	1,834	29.8	1,732	1,661	4.2	649	173	276.2
Other Business	3,138	2,520	24.5	2,166	2,228	-2.7	972	293	232.1
Visit Friends/Rel.	10,698	9,508	12.5	7,621	8,349	-8.7	3,076	1,159	165.5
Govt/Military	435	630	-30.9	435	384	13.2	0	246	-100.0
Attend School	1,070	1,508	-29.1	978	996	-1.9	92	512	-82.0
Sport Events	2,845	2,641	7.7	2,551	2,402	6.2	294	239	22.9
Other	3,461	3,397	1.9	2,664	2,863	-7.0	797	534	49.2
<b>TRAVEL STATUS</b>									
% First Timers ***	70.8	68.9	2.0	69.1	68.6	0.5	77.1	70.0	7.1
% Repeaters ***	29.2	31.1	-2.0	30.9	31.4	-0.5	22.9	30.0	-7.1
Average # of Trips	2.2	2.4	-8.0	2.4	2.4	-2.2	1.6	2.3	-29.2
Group Tour	8,943	8,399	6.5	6,936	7,346	-5.6	2,007	1,053	90.6
Non-Group	134,979	136,620	-1.2	104,961	108,752	-3.5	30,018	27,868	7.7
Package Trip	46,608	47,850	-2.6	39,155	41,265	-5.1	7,452	6,586	13.2
No Package	97,314	97,169	0.1	72,742	74,833	-2.8	24,573	22,335	10.0
Net True Independent	93,533	94,079	-0.6	70,336	72,134	-2.5	23,197	21,945	5.7
Ave. Age	43	43	-0.1	43	43	-0.1	41	41	0.8
Ave. Party Size	1.84	1.80	2.0	1.81	1.80	0.5	1.99	1.83	8.5

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 25: United Kingdom Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	53,165	51,073	4.1	40,723	41,495	-1.9	12,442	9,578	29.9
VISITOR DAYS	574,105	555,929	3.3	447,293	462,856	-3.4	126,811	93,073	36.2
AVERAGE DAILY CENSUS	1,569	1,523	3.0	1,222	1,268	-3.6	346	255	35.9
<b>ISLANDS VISITED</b>									
O'ahu	38,401	36,934	4.0	27,436	28,306	-3.1	10,965	8,627	27.1
O'ahu only	22,815	22,085	3.3	16,489	17,460	-5.6	6,326	4,625	36.8
O'ahu one day or less	2,114	2,284	-7.4	1,828	1,673	9.3	286	611	-53.2
Kaua'i	7,478	7,482	-0.1	6,466	6,602	-2.1	1,012	880	15.0
Kaua'i only	1,905	1,895	0.5	1,791	1,895	-5.5	114	0	NA
Kaua'i one day or less	989	1,124	-12.1	811	904	-10.3	178	220	-19.4
Maui County	19,191	17,281	11.1	15,164	14,339	5.8	4,028	2,942	36.9
Maui	18,905	17,085	10.7	14,910	14,143	5.4	3,995	2,942	35.8
Maui only	7,525	6,567	14.6	6,351	5,909	7.5	1,174	658	78.5
Maui one day or less	1,227	1,189	3.1	1,000	929	7.7	226	260	-13.0
Moloka'i *	413	647	-36.1	413	445	-7.2	0	201	-100.0
Moloka'i only *	7	15	-56.9	7	15	-56.9	0	0	NA
Moloka'i one day or less *	211	269	-21.5	211	240	-12.2	0	28	-100.0
Lāna'i *	696	432	61.2	447	375	19.2	249	57	337.4
Lāna'i only *	51	21	137.8	51	21	137.8	0	0	NA
Lāna'i one day or less *	432	309	39.9	215	252	-14.5	217	57	280.2
Hawai'i Island	14,191	13,285	6.8	10,637	10,844	-1.9	3,554	2,441	45.6
Kona side	12,164	10,868	11.9	9,024	9,121	-1.1	3,140	1,747	79.7
Hilo side	6,925	5,643	22.7	4,149	4,179	-0.7	2,777	1,463	89.7
Hawai'i Island only	3,362	3,874	-13.2	3,295	3,610	-8.7	67	264	-74.8
Hawai'i Island one day or less	598	680	-12.1	554	579	-4.2	44	101	-57.0
Any Neighbor Island	30,350	28,988	4.7	24,233	24,035	0.8	6,116	4,953	23.5
NI only	14,763	12,373	19.3	13,287	11,451	16.0	1,477	922	60.1
O'ahu & NI	15,586	38,700	-59.7	10,947	30,044	-63.6	4,640	8,656	-46.4
Any one island only	35,664	34,459	3.5	27,984	28,911	-3.2	7,680	5,548	38.4
Multiple Islands	17,501	16,614	5.3	12,739	12,584	1.2	4,762	4,030	18.1
Avg. Islands Visited	1.51	1.49	1.4	1.48	1.46	1.2	1.59	1.58	0.5
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	10.80	10.88	-0.8	10.98	11.15	-1.5	10.19	9.72	4.9
O'ahu	7.22	7.43	-2.9	7.24	7.64	-5.2	7.16	6.76	5.9
Maui	7.52	7.72	-2.5	7.96	8.04	-1.0	5.87	6.15	-4.6
Moloka'i	4.17	3.56	17.1	4.17	4.33	-3.7	0	1.86	-100.0
Lāna'i	2.60	2.21	17.7	3.42	2.39	42.9	1.13	1.00	13.1
Kaua'i	6.30	6.49	-2.9	6.63	6.76	-2.0	4.17	4.40	-5.2
Hawai'i Island	7.34	7.36	-0.3	7.88	7.88	0.0	5.72	5.05	13.2
Hilo	3.90	4.39	-11.2	4.60	4.74	-3.1	2.86	3.39	-15.8
Kona	6.34	6.72	-5.6	7.18	7.20	-0.3	3.95	4.22	-6.4
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	39,816	37,244	6.9	30,369	30,306	0.2	9,447	6,937	36.2
Hotel only	32,361	31,449	2.9	25,550	25,864	-1.2	6,811	5,584	22.0
Plan to stay in Condo	5,701	5,704	-0.1	3,837	4,107	-6.6	1,864	1,597	16.7
Condo only	3,513	3,515	-0.1	2,636	2,756	-4.3	876	760	15.4
Plan to stay in Timeshare	1,709	1,975	-13.5	1,597	1,833	-12.9	112	143	-21.3
Timeshare only	1,234	1,473	-16.2	1,152	1,330	-13.4	81	143	-43.1
Cruise Ship	2,166	1,751	23.7	1,925	1,637	17.6	240	114	111.1
Friends/Relatives	3,999	3,922	2.0	3,017	3,196	-5.6	983	726	35.3
Bed & Breakfast	2,128	1,402	51.8	885	1,038	-14.8	1,244	364	241.9
Rental House	3,643	4,582	-20.5	3,471	3,755	-7.6	172	827	-79.2
Hostel	1,570	1,435	9.4	821	791	3.7	749	644	16.3

**Table 25: United Kingdom Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	364	348	4.6	306	303	0.9	58	45	29.2
Private Room in Private Home**	974	NA	NA	238	NA	NA	736	NA	NA
Shared Room/Space in Private Home**	119	NA	NA	62	NA	NA	56	NA	NA
Other	897	618	45.2	494	479	3.1	403	139	190.6
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	45,595	44,848	1.7	35,520	36,127	-1.7	10,075	8,721	15.5
Honeymoon/Get Married	5,986	5,837	2.6	4,720	5,162	-8.6	1,267	676	87.5
Honeymoon	5,687	5,507	3.3	4,458	4,831	-7.7	1,229	676	82.0
Get Married	432	468	-7.8	394	468	-15.8	38	0	0.0
Pleasure/Vacation	40,055	39,471	1.5	31,209	31,425	-0.7	8,846	8,046	9.9
Mtgs/Conventions/Incentive	2,871	3,272	-12.2	2,148	2,608	-17.6	724	664	9.0
Conventions	1,814	1,923	-5.6	1,194	1,674	-28.7	621	249	149.5
Corporate Meetings	502	713	-29.6	451	470	-4.2	52	243	-78.8
Incentive	671	752	-10.8	620	580	6.9	52	173	-70.2
Other Business	1,025	1,140	-10.1	974	898	8.5	52	243	-78.8
Visit Friends/Rel.	4,282	3,461	23.7	2,748	2,991	-8.1	1,534	470	226.4
Govt/Military	198	177	12.1	198	177	12.1	0	0	0.0
Attend School	94	336	-72.1	94	93	0.4	0	243	-100.0
Sport Events	716	669	7.0	538	604	-11.0	178	64	176.8
Other	1,410	1,054	33.8	800	746	7.2	610	308	98.1
<b>TRAVEL STATUS</b>									
% First Timers ***	69.3	65.4	3.9	66.9	66.0	0.9	77.1	62.8	14.3
% Repeaters ***	30.7	34.6	-3.9	33.1	34.0	-0.9	22.9	37.2	-14.3
Average # of Trips	2.3	2.6	-9.3	2.6	2.7	-2.9	1.4	2.1	-31.2
Group Tour	2,989	2,371	26.0	2,182	2,017	8.2	807	355	127.7
Non-Group	50,176	48,702	3.0	38,541	39,478	-2.4	11,635	9,223	26.1
Package Trip	21,545	20,724	4.0	18,071	18,332	-1.4	3,474	2,392	45.2
No Package	31,620	30,349	4.2	22,652	23,163	-2.2	8,968	7,186	24.8
Net True Independent	30,570	29,793	2.6	22,080	22,608	-2.3	8,490	7,186	18.1
Ave. Age	47	45	2.7	46	46	0.8	48	44	10.0
Ave. Party Size	1.92	1.89	1.5	1.91	1.88	1.5	1.98	1.95	1.2

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 26: Germany Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	41,420	43,788	-5.4	34,772	37,623	-7.6	6,648	6,165	7.8
VISITOR DAYS	613,563	638,858	-4.0	525,085	561,367	-6.5	88,478	77,490	14.2
AVERAGE DAILY CENSUS	1,676	1,750	-4.2	1,435	1,538	-6.7	242	212	13.9
<b>ISLANDS VISITED</b>									
O'ahu	28,013	30,656	-8.6	23,005	25,392	-9.4	5,008	5,264	-4.9
O'ahu only	9,709	11,735	-17.3	8,170	9,678	-15.6	1,539	2,057	-25.2
O'ahu one day or less	1,503	1,636	-8.1	1,095	1,249	-12.3	407	387	5.1
Kaua'i	13,010	13,852	-6.1	11,216	11,914	-5.9	1,794	1,938	-7.5
Kaua'i only	1,193	1,422	-16.0	1,193	1,422	-16.0	0	0	NA
Kaua'i one day or less	579	862	-32.8	437	533	-18.0	143	329	-56.7
Maui County	23,102	21,410	7.9	18,897	19,270	-1.9	4,205	2,140	96.5
Maui	22,864	21,193	7.9	18,659	19,053	-2.1	4,205	2,140	96.5
Maui only	5,764	4,687	23.0	4,463	4,342	2.8	1,301	345	277.3
Maui one day or less	801	702	14.1	476	552	-13.8	325	150	116.6
Moloka'i *	800	1,065	-24.8	777	921	-15.7	23	143	-83.7
Moloka'i only *	12	18	-30.9	12	18	-30.9	0	0	NA
Moloka'i one day or less *	194	426	-54.4	194	283	-31.2	0	143	-100.0
Lāna'i *	381	528	-27.8	381	446	-14.6	0	81	-100.0
Lāna'i only *	21	12	74.9	21	12	74.9	0	0	NA
Lāna'i one day or less *	173	327	-47.2	173	246	-29.7	0	81	-100.0
Hawai'i Island	16,952	18,271	-7.2	14,695	15,760	-6.8	2,257	2,510	-10.1
Kona side	13,894	15,057	-7.7	11,951	12,593	-5.1	1,943	2,465	-21.2
Hilo side	8,448	9,326	-9.4	7,166	7,690	-6.8	1,282	1,636	-21.6
Hawai'i Island only	3,006	3,136	-4.1	2,891	3,090	-6.4	115	46	151.7
Hawai'i Island one day or less	671	488	37.5	278	321	-13.3	392	167	135.3
Any Neighbor Island	31,711	32,053	-1.1	26,602	27,945	-4.8	5,109	4,108	24.4
Ni only	13,407	13,133	2.1	11,767	12,232	-3.8	1,640	901	82.1
O'ahu & Ni	18,304	18,920	-3.3	14,835	15,713	-5.6	3,470	3,207	8.2
Any one island only	19,705	21,009	-6.2	16,750	18,561	-9.8	2,955	2,448	20.7
Multiple Islands	21,715	22,780	-4.7	18,022	19,063	-5.5	3,693	3,717	-0.6
Avg. Islands Visited	1.98	1.95	1.3	1.98	1.95	1.2	2.00	1.96	2.0
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	14.81	14.59	1.5	15.10	14.92	1.2	13.31	12.57	5.9
O'ahu	6.98	7.38	-5.5	7.16	7.29	-1.8	6.15	7.82	-21.3
Maui	8.38	8.03	4.3	8.39	8.31	0.9	8.36	5.56	50.3
Moloka'i	4.61	3.71	24.2	4.48	4.13	8.3	9.00	1.00	800.0
Lāna'i	3.73	2.72	37.2	3.73	3.04	23.0	0	1.00	-100.0
Kaua'i	6.46	6.48	-0.2	6.55	6.79	-3.5	5.92	4.57	29.5
Hawai'i Island	8.10	8.06	0.5	8.55	8.38	2.1	5.18	6.11	-15.3
Hilo	4.78	4.78	0.0	5.05	5.19	-2.6	3.27	2.86	14.2
Kona	6.98	6.82	2.2	7.48	7.31	2.3	3.86	4.33	-10.8
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	26,274	29,159	-9.9	22,662	25,808	-12.2	3,613	3,351	7.8
Hotel only	18,487	22,077	-16.3	16,733	19,724	-15.2	1,754	2,352	-25.4
Plan to stay in Condo	5,057	4,783	5.7	3,944	4,158	-5.1	1,114	625	78.3
Condo only	2,024	2,316	-12.6	1,977	2,122	-6.8	47	194	-75.9
Plan to stay in Timeshare	776	722	7.4	564	677	-16.7	213	46	364.9
Timeshare only	312	391	-20.2	312	391	-20.2	0	0	NA
Cruise Ship	972	834	16.5	855	807	5.9	117	27	333.5
Friends/Relatives	3,628	3,993	-9.1	3,117	3,216	-3.1	511	777	-34.2
Bed & Breakfast	3,536	3,900	-9.3	2,866	3,320	-13.7	671	579	15.8
Rental House	5,170	4,997	3.5	4,582	4,494	1.9	589	502	17.2
Hostel	3,778	4,532	-16.6	2,455	2,401	2.2	1,323	2,130	-37.9



**Table 26: Germany Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	1,861	1,638	13.6	1,083	1,029	5.3	778	610	27.6
Private Room in Private Home**	2,221	NA	NA	1,218	NA	NA	1,003	NA	NA
Shared Room/Space in Private Home**	488	NA	NA	314	NA	NA	174	NA	NA
Other	1,357	1,252	8.4	878	1,009	-13.0	479	243	97.2
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	36,179	38,189	-5.3	30,174	32,397	-6.9	6,005	5,791	3.7
Honeymoon/Get Married	3,585	3,559	0.7	3,252	3,434	-5.3	333	125	166.6
Honeymoon	3,286	3,326	-1.2	2,953	3,201	-7.8	333	125	166.6
Get Married	524	529	-0.9	524	466	12.4	0	62	-100.0
Pleasure/Vacation	33,294	35,384	-5.9	27,622	29,655	-6.9	5,672	5,729	-1.0
Mtgs/Conventions/Incentive	2,264	2,459	-7.9	1,855	2,427	-23.6	409	31	1209.5
Conventions	1,143	1,663	-31.3	978	1,632	-40.0	165	31	428.4
Corporate Meetings	328	240	36.5	283	240	17.9	45	0	0.0
Incentive	905	613	47.6	661	613	7.9	244	0	0.0
Other Business	486	662	-26.6	486	639	-23.9	0	23	-100.0
Visit Friends/Rel.	3,131	3,417	-8.4	2,720	3,028	-10.2	410	389	5.4
Govt/Military	105	92	13.6	105	92	13.6	0	0	0.0
Attend School	235	216	8.6	221	216	2.5	13	0	0.0
Sport Events	896	850	5.3	849	803	5.7	47	47	-0.7
Other	1,259	1,356	-7.2	1,071	1,243	-13.8	187	112	66.8
<b>TRAVEL STATUS</b>									
% First Timers ***	68.4	70.8	-2.4	68.8	69.4	-0.6	66.3	79.3	-13.0
% Repeaters ***	31.6	29.2	2.4	31.2	30.6	0.6	33.7	20.7	13.0
Average # of Trips	2.3	2.3	0.0	2.3	2.3	-0.9	2.0	1.8	8.7
Group Tour	2,552	2,926	-12.8	2,359	2,864	-17.6	193	62	209.9
Non-Group	38,868	40,862	-4.9	32,412	34,759	-6.8	6,455	6,103	5.8
Package Trip	10,915	12,332	-11.5	10,003	11,684	-14.4	912	648	40.8
No Package	30,505	31,457	-3.0	24,769	25,939	-4.5	5,736	5,517	4.0
Net True Independent	29,451	30,191	-2.5	23,715	24,673	-3.9	5,736	5,517	4.0
Ave. Age	41	42	-2.5	42	43	-1.5	36	38	-5.7
Ave. Party Size	1.76	1.72	2.0	1.73	1.73	-0.1	1.99	1.69	17.6

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	390,364	399,619	-2.3	63,361	73,638	-14.0	327,003	325,981	0.3
VISITOR DAYS	3,736,542	3,810,265	-1.9	453,439	532,288	-14.8	3,283,103	3,277,977	0.2
AVERAGE DAILY CENSUS	10,209	10,439	-2.2	1,239	1,458	-15.0	8,970	8,981	-0.1
<b>ISLANDS VISITED</b>									
O'ahu	377,479	386,815	-2.4	59,282	68,909	-14.0	318,197	317,906	0.1
O'ahu only	271,897	282,319	-3.7	50,825	59,113	-14.0	221,072	223,205	-1.0
O'ahu one day or less	5,678	5,732	-0.9	1,866	2,012	-7.2	3,812	3,721	2.5
Kaua'i	31,842	32,904	-3.2	2,961	3,419	-13.4	28,881	29,485	-2.0
Kaua'i only	2,008	1,920	4.6	673	785	-14.2	1,335	1,136	17.6
Kaua'i one day or less	8,588	12,914	-33.5	545	762	-28.5	8,043	12,152	-33.8
Maui County	74,603	74,780	-0.2	7,474	8,808	-15.1	67,129	65,972	1.8
Maui	73,197	73,399	-0.3	7,355	8,653	-15.0	65,842	64,746	1.7
Maui only	6,359	5,677	12.0	1,952	2,325	-16.1	4,407	3,352	31.5
Maui one day or less	11,196	15,995	-30.0	706	836	-15.6	10,490	15,159	-30.8
Moloka'i *	4,913	4,457	10.2	214	205	4.5	4,699	4,252	10.5
Moloka'i only *	15	86	-82.2	15	13	17.3	0	73	-100.0
Moloka'i one day or less *	4,240	4,087	3.7	142	132	7.1	4,099	3,955	3.6
Lāna'i *	5,357	5,393	-0.7	192	182	5.6	5,164	5,210	-0.9
Lāna'i only *	14	19	-26.6	14	19	-26.6	0	0	0.0
Lāna'i one day or less *	4,781	4,934	-3.1	125	113	10.3	4,655	4,821	-3.4
Hawai'i Island	56,765	58,691	-3.3	4,631	5,237	-11.6	52,134	53,454	-2.5
Kona side	46,456	47,836	-2.9	3,774	4,172	-9.5	42,682	43,664	-2.3
Hilo side	32,715	35,423	-7.6	1,926	2,215	-13.0	30,789	33,208	-7.3
Hawai'i Island only	3,067	3,688	-16.9	1,045	1,173	-10.9	2,021	2,516	-19.6
Hawai'i Island one day or less	9,133	10,474	-12.8	564	681	-17.1	8,569	9,794	-12.5
Any Neighbor Island	118,467	117,300	1.0	12,537	14,524	-13.7	105,931	102,776	3.1
NI only	12,885	12,804	0.6	4,079	4,729	-13.7	8,806	8,075	9.1
O'ahu & NI	105,582	104,496	1.0	8,457	9,795	-13.7	97,125	94,701	2.6
Any one island only	283,360	293,709	-3.5	54,524	63,428	-14.0	228,836	230,281	-0.6
Multiple Islands	107,004	105,910	1.0	8,837	10,210	-13.4	98,167	95,700	2.6
Avg. Islands Visited	1.41	1.41	0.2	1.18	1.18	0.2	1.45	1.46	-0.3
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	9.57	9.53	0.4	7.16	7.23	-1.0	10.04	10.06	-0.2
O'ahu	7.91	8.03	-1.6	6.00	6.12	-2.0	8.26	8.45	-2.2
Maui	4.86	4.58	6.1	6.82	6.68	2.2	4.64	4.30	7.9
Moloka'i	1.48	1.54	-3.9	2.77	3.87	-28.2	1.42	1.43	-0.4
Lāna'i	1.23	1.26	-2.6	2.74	2.77	-1.3	1.17	1.21	-3.0
Kaua'i	4.18	3.68	13.7	5.90	5.88	0.3	4.00	3.42	17.0
Hawai'i Island	4.38	3.95	10.9	6.30	6.00	4.9	4.21	3.75	12.3
Hilo	1.91	1.91	0.2	4.15	3.66	13.3	1.77	1.79	-1.0
Kona	4.01	3.43	16.7	5.61	5.58	0.4	3.86	3.23	19.7
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	339,894	348,967	-2.6	54,586	63,730	-14.3	285,309	285,238	0.0
Hotel only	299,180	308,224	-2.9	51,650	60,580	-14.7	247,530	247,644	0.0
Plan to stay in Condo	38,637	37,647	2.6	3,520	4,102	-14.2	35,117	33,545	4.7
Condo only	22,375	21,764	2.8	2,750	3,208	-14.3	19,626	18,555	5.8
Plan to stay in Timeshare	9,160	10,205	-10.2	1,216	1,371	-11.3	7,944	8,834	-10.1
Timeshare only	5,747	5,848	-1.7	828	1,044	-20.6	4,919	4,805	2.4
Cruise Ship	10,700	11,381	-6.0	935	1,120	-16.5	9,764	10,260	-4.8
Friends/Relatives	9,229	9,033	2.2	2,019	2,310	-12.6	7,210	6,723	7.2
Bed & Breakfast	3,731	3,215	16.0	596	645	-7.6	3,135	2,570	22.0
Rental House	17,388	19,734	-11.9	2,431	2,696	-9.8	14,957	17,038	-12.2
Hostel	4,064	4,585	-11.3	791	906	-12.6	3,273	3,679	-11.0

**Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	1,366	711	92.1	164	152	7.8	1,203	560	114.9
Private Room in Private Home**	5,577	NA	NA	267	NA	NA	5,309	NA	NA
Shared Room/Space in Private Home**	770	NA	NA	83	NA	NA	688	NA	NA
Other	2,604	2,668	-2.4	552	545	1.4	2,052	2,124	-3.4
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	360,759	372,179	-3.1	59,540	69,218	-14.0	301,219	302,961	-0.6
Honeymoon/Get Married	18,561	21,704	-14.5	3,083	3,995	-22.8	15,478	17,709	-12.6
Honeymoon	17,474	20,567	-15.0	2,885	3,753	-23.1	14,589	16,814	-13.2
Get Married	1,729	2,080	-16.9	259	303	-14.3	1,470	1,777	-17.3
Pleasure/Vacation	343,572	352,119	-2.4	56,839	65,704	-13.5	286,733	286,415	0.1
Mtgs/Conventions/Incentive	7,608	8,214	-7.4	766	1,051	-27.1	6,842	7,163	-4.5
Conventions	5,187	5,872	-11.7	541	692	-21.8	4,646	5,179	-10.3
Corporate Meetings	604	927	-34.9	148	187	-21.1	456	740	-38.4
Incentive	1,946	1,663	17.0	131	205	-36.2	1,815	1,458	24.5
Other Business	1,863	1,492	24.9	615	846	-27.3	1,247	646	93.3
Visit Friends/Rel.	10,343	9,956	3.9	1,957	2,358	-17.0	8,387	7,598	10.4
Govt/Military	854	575	48.5	201	194	3.6	653	381	71.4
Attend School	202	389	-48.1	37	64	-42.3	165	325	-49.3
Sport Events	4,499	3,271	37.5	295	245	20.6	4,204	3,027	38.9
Other	13,836	14,586	-5.1	1,383	1,521	-9.1	12,453	13,065	-4.7
<b>TRAVEL STATUS</b>									
% First Timers ***	53.2	54.2	-0.9	44.2	45.6	-1.4	55.0	56.1	-1.1
% Repeaters ***	46.8	45.8	0.9	55.8	54.4	1.4	45.0	43.9	1.1
Average # of Trips	2.5	2.3	8.2	2.8	2.7	2.3	2.5	2.2	10.2
Group Tour	9,552	7,715	23.8	1,331	1,599	-16.8	8,222	6,116	34.4
Non-Group	380,812	391,903	-2.8	62,031	72,038	-13.9	318,781	319,865	-0.3
Package Trip	161,437	156,783	3.0	25,562	29,867	-14.4	135,876	126,915	7.1
No Package	228,927	242,836	-5.7	37,800	43,771	-13.6	191,127	199,066	-4.0
Net True Independent	226,420	241,090	-6.1	37,345	43,326	-13.8	189,075	197,764	-4.4
Ave. Age	46	45	2.4	46	46	0.9	46	45	2.8
Ave. Party Size	2.42	2.35	2.8	2.12	2.08	2.1	2.49	2.42	2.7

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 28: Australia Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	325,600	335,842	-3.0	53,080	61,491	-13.7	272,520	274,351	-0.7
VISITOR DAYS	3,079,043	3,202,041	-3.8	371,669	436,392	-14.8	2,707,374	2,765,648	-2.1
AVERAGE DAILY CENSUS	8,413	8,773	-4.1	1,015	1,196	-15.1	7,397	7,577	-2.4
<b>ISLANDS VISITED</b>									
O'ahu	315,682	326,169	-3.2	50,195	58,345	-14.0	265,487	267,824	-0.9
O'ahu only	225,746	237,130	-4.8	43,251	50,210	-13.9	182,496	186,919	-2.4
O'ahu one day or less	4,190	4,637	-9.6	1,541	1,728	-10.8	2,649	2,909	-8.9
Kaua'i	27,818	28,725	-3.2	2,217	2,498	-11.3	25,602	26,226	-2.4
Kaua'i only	1,539	1,504	2.3	427	459	-7.0	1,112	1,045	6.4
Kaua'i one day or less	7,646	10,943	-30.1	379	524	-27.7	7,267	10,418	-30.2
Maui County	62,887	62,904	0.0	5,916	6,968	-15.1	56,972	55,936	1.9
Maui	61,830	61,936	-0.2	5,820	6,828	-14.8	56,010	55,108	1.6
Maui only	4,832	4,429	9.1	1,436	1,629	-11.9	3,396	2,800	21.3
Maui one day or less	9,836	14,200	-30.7	615	713	-13.8	9,221	13,487	-31.6
Moloka'i *	4,047	3,149	28.5	152	181	-15.8	3,895	2,968	31.2
Moloka'i only *	10	13	-24.2	10	13	-24.2	0	0	NA
Moloka'i one day or less *	3,528	2,865	23.1	106	121	-13.1	3,422	2,744	24.7
Lāna'i *	4,432	4,478	-1.0	142	144	-1.5	4,290	4,334	-1.0
Lāna'i only *	14	15	-6.4	14	15	-6.4	0	0	NA
Lāna'i one day or less *	4,044	4,044	0.0	93	88	6.0	3,951	3,956	-0.1
Hawai'i Island	48,876	50,016	-2.3	3,728	4,184	-10.9	45,147	45,831	-1.5
Kona side	39,768	40,539	-1.9	3,046	3,306	-7.9	36,723	37,233	-1.4
Hilo side	28,509	30,557	-6.7	1,572	1,869	-15.9	26,937	28,688	-6.1
Hawai'i Island only	2,404	2,791	-13.9	792	806	-1.7	1,611	1,985	-18.8
Hawai'i Island one day or less	8,134	8,968	-9.3	472	550	-14.2	7,662	8,419	-9.0
Any Neighbor Island	99,853	98,712	1.2	9,829	11,280	-12.9	90,024	87,432	3.0
NI only	9,918	9,672	2.5	2,885	3,146	-8.3	7,033	6,527	7.8
O'ahu & NI	89,936	89,040	1.0	6,944	8,135	-14.6	82,991	80,905	2.6
Any one island only	234,545	245,882	-4.6	45,929	53,133	-13.6	188,615	192,749	-2.1
Multiple Islands	91,055	89,959	1.2	7,150	8,358	-14.4	83,905	81,602	2.8
Avg. Islands Visited	1.42	1.41	0.6	1.17	1.17	-0.1	1.47	1.47	0.2
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	9.46	9.53	-0.8	7.00	7.10	-1.3	9.93	10.08	-1.4
O'ahu	7.81	8.04	-2.9	5.96	6.05	-1.5	8.15	8.47	-3.8
Maui	4.66	4.39	6.1	6.55	6.46	1.5	4.46	4.14	8.0
Moloka'i	1.39	1.54	-9.8	2.37	3.55	-33.3	1.35	1.42	-4.7
Lāna'i	1.20	1.26	-5.2	2.97	2.74	8.4	1.14	1.22	-6.2
Kaua'i	3.98	3.62	9.9	5.65	5.59	1.0	3.84	3.44	11.7
Hawai'i Island	4.20	3.85	9.0	5.65	5.75	-1.9	4.08	3.68	10.9
Hilo	1.84	1.87	-1.4	3.47	3.53	-1.8	1.75	1.76	-0.8
Kona	3.84	3.34	14.9	5.12	5.28	-3.1	3.73	3.17	17.8
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	289,444	297,600	-2.7	46,733	54,412	-14.1	242,712	243,188	-0.2
Hotel only	257,240	264,081	-2.6	44,352	51,875	-14.5	212,888	212,205	0.3
Plan to stay in Condo	27,936	29,440	-5.1	2,535	2,873	-11.8	25,401	26,567	-4.4
Condo only	15,487	16,892	-8.3	1,964	2,214	-11.3	13,523	14,678	-7.9
Plan to stay in Timeshare	7,133	7,251	-1.6	854	973	-12.2	6,278	6,278	0.0
Timeshare only	4,747	4,049	17.2	582	748	-22.3	4,165	3,301	26.2
Cruise Ship	9,455	9,890	-4.4	823	994	-17.2	8,632	8,896	-3.0
Friends/Relatives	5,156	6,172	-16.5	1,272	1,453	-12.5	3,885	4,719	-17.7
Bed & Breakfast	2,626	2,714	-3.2	495	517	-4.3	2,131	2,197	-3.0
Rental House	14,083	16,166	-12.9	1,879	2,130	-11.8	12,204	14,037	-13.1
Hostel	3,006	3,842	-21.8	648	766	-15.4	2,358	3,076	-23.3

**Table28: Australia Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	877	615	42.8	112	88	27.0	765	526	45.4
Private Room in Private Home**	4,219	NA	NA	195	NA	NA	4,024	NA	NA
Shared Room/Space in Private Home**	552	NA	NA	54	NA	NA	498	NA	NA
Other	2,044	2,028	0.8	414	385	7.3	1,630	1,643	-0.7
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	303,108	313,439	-3.3	50,359	58,244	-13.5	252,749	255,196	-1.0
Honeymoon/Get Married	16,614	18,791	-11.6	2,704	3,472	-22.1	13,910	15,319	-9.2
Honeymoon	15,656	17,866	-12.4	2,543	3,298	-22.9	13,113	14,567	-10.0
Get Married	1,553	1,676	-7.3	212	221	-4.2	1,341	1,455	-7.8
Pleasure/Vacation	287,765	296,055	-2.8	47,957	55,147	-13.0	239,807	240,907	-0.5
Mtgs/Conventions/Incentive	5,973	6,460	-7.5	540	779	-30.7	5,433	5,682	-4.4
Conventions	4,019	4,845	-17.1	388	504	-23.0	3,631	4,342	-16.4
Corporate Meetings	489	630	-22.3	99	135	-26.6	390	495	-21.1
Incentive	1,569	1,223	28.2	101	164	-38.5	1,468	1,059	38.5
Other Business	1,347	1,002	34.4	436	592	-26.4	911	410	122.2
Visit Friends/Rel.	6,558	7,078	-7.4	1,306	1,526	-14.4	5,251	5,552	-5.4
Govt/Military	640	342	87.0	137	130	5.3	502	211	137.5
Attend School	167	112	49.2	26	36	-27.2	141	76	85.1
Sport Events	3,409	2,922	16.7	202	185	9.1	3,207	2,737	17.2
Other	11,745	12,685	-7.4	1,094	1,211	-9.6	10,651	11,474	-7.2
<b>TRAVEL STATUS</b>									
% First Timers ***	53.9	54.9	-0.9	45.0	46.5	-1.5	55.7	56.7	-1.1
% Repeaters ***	46.1	45.1	0.9	55.0	53.5	1.5	44.3	43.3	1.1
Average # of Trips	2.4	2.2	8.7	2.7	2.6	3.2	2.4	2.2	10.5
Group Tour	8,077	6,132	31.7	1,028	1,245	-17.4	7,049	4,886	44.3
Non-Group	317,523	329,710	-3.7	52,051	60,245	-13.6	265,471	269,465	-1.5
Package Trip	139,450	132,981	4.9	21,912	25,456	-13.9	117,538	107,525	9.3
No Package	186,150	202,861	-8.2	31,168	36,035	-13.5	154,982	166,826	-7.1
Net True Independent	184,080	201,413	-8.6	30,821	35,687	-13.6	153,259	165,726	-7.5
Ave. Age	46	45	2.9	46	45	1.1	46	44	3.3
Ave. Party Size	2.44	2.37	2.9	2.13	2.08	2.3	2.51	2.45	2.8

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 29: New Zealand Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	64,764	63,777	1.5	10,281	12,147	-15.4	54,483	51,630	5.5
VISITOR DAYS	657,498	608,224	8.1	81,770	95,895	-14.7	575,729	512,329	12.4
AVERAGE DAILY CENSUS	1,796	1,666	7.8	223	263	-15.0	1,573	1,404	12.1
<b>ISLANDS VISITED</b>									
O'ahu	61,797	60,646	1.9	9,087	10,564	-14.0	52,710	50,082	5.2
O'ahu only	46,150	45,189	2.1	7,574	8,903	-14.9	38,577	36,286	6.3
O'ahu one day or less	1,488	1,095	35.9	325	283	14.6	1,163	812	43.3
Kaua'i	4,023	4,179	-3.7	744	921	-19.2	3,279	3,259	0.6
Kaua'i only	470	416	12.9	247	326	-24.3	223	90	147.2
Kaua'i one day or less	942	1,971	-52.2	166	237	-30.1	776	1,734	-55.2
Maui County	11,716	11,875	-1.3	1,558	1,839	-15.3	10,158	10,036	1.2
Maui	11,366	11,463	-0.8	1,534	1,824	-15.9	9,832	9,638	2.0
Maui only	1,527	1,247	22.4	516	696	-25.8	1,011	552	83.2
Maui one day or less	1,360	1,795	-24.2	91	123	-25.9	1,269	1,672	-24.1
Moloka'i *	866	1,307	-33.8	61	24	159.1	805	1,284	-37.3
Moloka'i only *	5	73	-92.6	5	0	0.0	0	73	-100.0
Moloka'i one day or less *	712	1,222	-41.7	36	11	233.3	676	1,211	-44.2
Lāna'i *	924	915	1.1	50	38	32.7	874	876	-0.3
Lāna'i only *	0	4	-100.0	0	4	-100.0	0	0	NA
Lāna'i one day or less *	737	891	-17.3	32	26	25.0	705	865	-18.6
Hawai'i Island	7,890	8,675	-9.1	902	1,053	-14.3	6,987	7,623	-8.3
Kona side	6,688	7,297	-8.4	729	866	-15.9	5,959	6,431	-7.3
Hilo side	4,206	4,866	-13.6	354	346	2.3	3,852	4,520	-14.8
Hawai'i Island only	663	897	-26.1	253	366	-31.0	410	531	-22.8
Hawai'i Island one day or less	999	1,506	-33.6	92	131	-29.5	907	1,375	-34.0
Any Neighbor Island	18,614	18,588	0.1	2,708	3,244	-16.5	15,906	15,344	3.7
Ni only	2,968	3,132	-5.2	1,195	1,584	-24.6	1,773	1,548	14.5
O'ahu & Ni	15,646	15,457	1.2	1,513	1,660	-8.9	14,133	13,796	2.4
Any one island only	48,815	47,826	2.1	8,595	10,295	-16.5	40,221	37,531	7.2
Multiple Islands	15,949	15,951	0.0	1,687	1,852	-8.9	14,262	14,099	1.2
Avg. Islands Visited	1.34	1.37	-1.9	1.20	1.19	1.4	1.37	1.41	-3.0
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	10.15	9.54	6.5	7.95	7.89	0.7	10.57	9.92	6.5
O'ahu	8.43	7.99	5.5	6.20	6.48	-4.4	8.82	8.31	6.1
Maui	5.95	5.61	5.9	7.85	7.50	4.7	5.65	5.26	7.5
Moloka'i	1.91	1.54	23.8	3.79	6.30	-39.9	1.76	1.45	21.4
Lāna'i	1.37	1.25	9.8	2.08	2.90	-28.3	1.33	1.18	13.1
Kaua'i	5.55	4.03	37.6	6.64	6.65	-0.3	5.30	3.29	61.1
Hawai'i Island	5.51	4.53	21.8	8.98	6.97	28.8	5.07	4.19	20.9
Hilo	2.39	2.15	11.1	7.17	4.38	63.9	1.95	1.98	-1.6
Kona	5.00	3.95	26.7	7.64	6.73	13.5	4.68	3.58	30.9
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	50,450	51,368	-1.8	7,853	9,318	-15.7	42,597	42,050	1.3
Hotel only	41,940	44,143	-5.0	7,298	8,705	-16.2	34,643	35,439	-2.2
Plan to stay in Condo	10,701	8,206	30.4	985	1,229	-19.8	9,716	6,978	39.2
Condo only	6,889	4,871	41.4	786	994	-20.9	6,103	3,877	57.4
Plan to stay in Timeshare	2,027	2,953	-31.4	362	397	-9.0	1,666	2,556	-34.8
Timeshare only	1,001	1,799	-44.4	247	296	-16.5	754	1,503	-49.9
Cruise Ship	1,245	1,490	-16.4	112	126	-11.0	1,133	1,364	-17.0
Friends/Relatives	4,073	2,860	42.4	748	857	-12.7	3,325	2,004	66.0
Bed & Breakfast	1,105	501	120.4	101	128	-20.8	1,004	374	168.6
Rental House	3,305	3,568	-7.4	552	567	-2.5	2,753	3,001	-8.3
Hostel	1,058	742	42.6	143	140	2.7	915	603	51.8

**Table 29: New Zealand Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	489	97	405.6	51	63	-18.9	437	33	1215.9
Private Room in Private Home**	1,358	NA	NA	73	NA	NA	1,285	NA	NA
Shared Room/Space in Private Home**	219	NA	NA	29	NA	NA	190	NA	NA
Other	560	640	-12.6	139	159	-13.0	421	481	-12.4
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	57,651	58,740	-1.9	9,181	10,975	-16.3	48,470	47,765	1.5
Honeymoon/Get Married	1,947	2,913	-33.2	379	523	-27.6	1,568	2,389	-34.4
Honeymoon	1,818	2,701	-32.7	342	454	-24.7	1,476	2,247	-34.3
Get Married	176	404	-56.3	48	82	-41.8	129	322	-60.0
Pleasure/Vacation	55,807	56,064	-0.5	8,882	10,556	-15.9	46,925	45,508	3.1
Mtgs/Conventions/Incentive	1,636	1,753	-6.7	227	272	-16.8	1,409	1,481	-4.9
Conventions	1,168	1,026	13.8	153	189	-18.7	1,014	838	21.1
Corporate Meetings	114	297	-61.6	49	52	-7.0	66	245	-73.2
Incentive	377	439	-14.1	30	41	-26.9	348	398	-12.8
Other Business	515	489	5.3	179	254	-29.4	336	235	42.8
Visit Friends/Rel.	3,786	2,878	31.5	651	833	-21.9	3,135	2,046	53.3
Govt/Military	214	233	-8.0	64	64	0.1	151	169	-11.1
Attend School	35	277	-87.4	11	28	-61.6	24	249	-90.3
Sport Events	1,090	349	212.0	93	60	56.4	997	290	244.0
Other	2,091	1,901	10.0	288	310	-6.9	1,803	1,591	13.3
<b>TRAVEL STATUS</b>									
% First Timers ***	49.6	50.5	-0.9	40.0	40.8	-0.8	51.4	52.8	-1.3
% Repeaters ***	50.4	49.5	0.9	60.0	59.2	0.8	48.6	47.2	1.3
Average # of Trips	2.9	2.7	5.3	3.5	3.5	-0.5	2.8	2.6	8.3
Group Tour	1,475	1,584	-6.9	302	354	-14.6	1,173	1,230	-4.6
Non-Group	63,289	62,193	1.8	9,979	11,793	-15.4	53,310	50,400	5.8
Package Trip	21,987	23,802	-7.6	3,650	4,411	-17.3	18,337	19,390	-5.4
No Package	42,777	39,976	7.0	6,631	7,736	-14.3	36,146	32,240	12.1
Net True Independent	42,341	39,677	6.7	6,525	7,639	-14.6	35,816	32,038	11.8
Ave. Age	47	47	0.0	47	47	-0.1	47	47	0.1
Ave. Party Size	2.34	2.27	3.2	2.10	2.08	0.9	2.40	2.32	3.5

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	448,414	393,833	13.9	56,519	66,211	-14.6	391,895	327,622	19.6
VISITOR DAYS	3,151,235	2,656,624	18.6	349,466	417,161	-16.2	2,801,769	2,239,463	25.1
AVERAGE DAILY CENSUS	8,610	7,278	18.3	955	1,143	-16.5	7,655	6,136	24.8
<b>ISLANDS VISITED</b>									
O'ahu	432,197	378,110	14.3	51,047	60,209	-15.2	381,150	317,901	19.9
O'ahu only	300,681	255,982	17.5	42,026	49,568	-15.2	258,655	206,414	25.3
O'ahu one day or less	5,909	6,367	-7.2	2,421	3,035	-20.2	3,488	3,333	4.7
Kaua'i	13,805	15,232	-9.4	2,372	2,760	-14.1	11,433	12,472	-8.3
Kaua'i only	1,040	1,672	-37.8	732	799	-8.4	308	873	-64.7
Kaua'i one day or less	6,393	7,546	-15.3	512	670	-23.6	5,881	6,876	-14.5
Maui County	84,945	79,808	6.4	8,014	8,712	-8.0	76,932	71,096	8.2
Maui	83,435	78,134	6.8	7,711	8,469	-9.0	75,724	69,665	8.7
Maui only	5,567	5,109	9.0	2,266	2,289	-1.0	3,301	2,820	17.1
Maui one day or less	18,831	19,766	-4.7	1,278	1,451	-12.0	17,553	18,315	-4.2
Moloka'i *	2,416	2,860	-15.5	323	408	-20.9	2,093	2,452	-14.6
Moloka'i only *	298	252	18.0	54	34	61.2	244	219	11.4
Moloka'i one day or less *	1,707	2,332	-26.8	164	274	-40.0	1,543	2,058	-25.1
Lāna'i *	1,507	2,420	-37.7	287	311	-7.7	1,220	2,111	-42.2
Lāna'i only *	156	73	114.6	48	21	124.8	108	51	110.4
Lāna'i one day or less *	1,030	1,926	-46.5	165	219	-24.7	866	1,707	-49.3
Hawai'i Island	75,017	68,210	10.0	7,339	8,843	-17.0	67,679	59,366	14.0
Kona side	59,529	51,589	15.4	5,224	6,343	-17.6	54,304	45,247	20.0
Hilo side	34,326	31,954	7.4	3,624	4,099	-11.6	30,702	27,856	10.2
Hawai'i Island only	7,675	7,111	7.9	1,765	2,193	-19.5	5,910	4,918	20.2
Hawai'i Island one day or less	20,482	22,217	-7.8	1,000	1,392	-28.2	19,483	20,825	-6.4
Any Neighbor Island	147,733	137,851	7.2	14,493	16,643	-12.9	133,240	121,208	9.9
NI only	16,217	15,723	3.1	5,471	6,002	-8.8	10,745	9,721	10.5
O'ahu & NI	131,516	122,127	7.7	9,021	10,641	-15.2	122,495	111,486	9.9
Any one island only	315,418	270,200	16.7	46,891	54,904	-14.6	268,527	215,295	24.7
Multiple Islands	132,996	123,633	7.6	9,628	11,307	-14.9	123,368	112,327	9.8
Avg. Islands Visited	1.36	1.38	-2.0	1.22	1.22	-0.1	1.38	1.42	-2.8
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	7.03	6.75	4.2	6.18	6.30	-1.9	7.15	6.84	4.6
O'ahu	5.93	5.64	5.1	4.87	5.04	-3.5	6.07	5.75	5.5
Maui	3.16	3.02	4.8	5.86	5.51	6.3	2.89	2.72	6.3
Moloka'i	2.78	1.65	68.4	3.49	2.94	18.7	2.67	1.43	85.9
Lāna'i	3.92	1.72	127.4	3.15	3.43	-8.4	4.10	1.47	178.5
Kaua'i	3.44	3.16	8.7	5.56	6.04	-8.1	3.00	2.53	18.8
Hawai'i Island	3.55	3.39	4.7	5.54	5.41	2.4	3.33	3.09	7.9
Hilo	2.33	2.05	13.8	3.58	3.45	3.6	2.19	1.85	18.6
Kona	3.13	3.21	-2.6	5.30	5.31	-0.2	2.92	2.92	0.1
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	400,093	355,088	12.7	48,055	57,110	-15.9	352,038	297,978	18.1
Hotel only	367,654	331,053	11.1	45,336	53,845	-15.8	322,319	277,208	16.3
Plan to stay in Condo	35,328	28,541	23.8	1,959	2,332	-16.0	33,369	26,209	27.3
Condo only	18,528	14,758	25.5	1,405	1,621	-13.3	17,123	13,137	30.3
Plan to stay in Timeshare	2,699	3,941	-31.5	789	1,218	-35.2	1,910	2,723	-29.8
Timeshare only	1,573	1,879	-16.3	559	832	-32.9	1,015	1,047	-3.1
Cruise Ship	2,013	2,992	-32.7	490	666	-26.4	1,523	2,325	-34.5
Friends/Relatives	13,217	10,650	24.1	3,180	3,327	-4.4	10,037	7,323	37.1
Bed & Breakfast	7,782	5,827	33.5	1,042	1,232	-15.5	6,741	4,595	46.7
Rental House	16,376	12,095	35.4	2,663	2,854	-6.7	13,713	9,241	48.4
Hostel	1,991	2,611	-23.7	538	707	-23.9	1,452	1,904	-23.7



**Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	809	1,284	-37.0	505	764	-33.9	304	520	-41.5
Private Room in Private Home**	6,564	NA	NA	365	NA	NA	6,199	NA	NA
Shared Room/Space in Private Home**	1,511	NA	NA	116	NA	NA	1,395	NA	NA
Other	3,493	1,256	178.1	580	687	-15.5	2,913	570	411.5
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	414,246	357,482	15.9	49,951	58,374	-14.4	364,295	299,108	21.8
Honeymoon/Get Married	118,595	104,051	14.0	3,547	4,113	-13.8	115,048	99,938	15.1
Honeymoon	114,322	99,760	14.6	3,234	3,679	-12.1	111,089	96,081	15.6
Get Married	7,418	7,339	1.1	377	568	-33.6	7,041	6,771	4.0
Pleasure/Vacation	296,745	254,739	16.5	46,796	54,899	-14.8	249,949	199,840	25.1
Mtgs/Conventions/Incentive	18,665	24,236	-23.0	2,242	2,977	-24.7	16,423	21,259	-22.7
Conventions	8,384	13,017	-35.6	1,083	1,481	-26.8	7,301	11,536	-36.7
Corporate Meetings	2,175	3,075	-29.3	377	424	-11.0	1,798	2,651	-32.2
Incentive	8,473	8,539	-0.8	840	1,132	-25.8	7,632	7,407	3.0
Other Business	3,653	4,213	-13.3	1,184	1,698	-30.3	2,469	2,514	-1.8
Visit Friends/Rel.	10,491	8,267	26.9	3,153	3,111	1.4	7,339	5,156	42.3
Govt/Military	666	1,099	-39.4	413	494	-16.4	253	606	-58.2
Attend School	1,406	1,694	-17.0	228	215	6.1	1,179	1,480	-20.3
Sport Events	859	523	64.1	273	261	4.5	586	262	123.4
Other	7,217	5,708	26.4	1,145	1,408	-18.7	6,072	4,300	41.2
<b>TRAVEL STATUS</b>									
% First Timers ***	81.2	81.5	-0.3	69.2	70.9	-1.8	83.0	83.7	-0.7
% Repeaters ***	18.8	18.5	0.3	30.8	29.1	1.8	17.0	16.3	0.7
Average # of Trips	1.5	1.6	-4.7	2.7	2.5	6.6	1.4	1.4	-4.0
Group Tour	115,168	121,542	-5.2	23,979	28,029	-14.4	91,189	93,513	-2.5
Non-Group	333,245	272,291	22.4	32,539	38,181	-14.8	300,706	234,109	28.4
Package Trip	251,463	246,663	1.9	32,130	38,491	-16.5	219,333	208,172	5.4
No Package	196,950	147,170	33.8	24,388	27,720	-12.0	172,562	119,450	44.5
Net True Independent	187,004	137,263	36.2	21,027	23,556	-10.7	165,977	113,707	46.0
Ave. Age	39	38	1.1	41	40	2.2	39	38	1.3
Ave. Party Size	2.57	2.50	2.8	2.43	2.41	0.9	2.59	2.52	3.1

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 31: Korea Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	257,189	193,658	32.8	8,063	9,447	-14.7	249,126	184,211	35.2
VISITOR DAYS	1,849,761	1,345,225	37.5	58,768	69,392	-15.3	1,790,992	1,275,833	40.4
AVERAGE DAILY CENSUS	5,054	3,686	37.1	161	190	-15.5	4,893	3,495	40.0
<b>ISLANDS VISITED</b>									
O'ahu	252,467	189,159	33.5	7,081	8,274	-14.4	245,386	180,884	35.7
O'ahu only	185,149	132,091	40.2	5,985	7,154	-16.3	179,164	124,937	43.4
O'ahu one day or less	1,437	857	67.8	273	290	-5.8	1,165	567	105.4
Kaua'i	7,827	7,312	7.0	432	539	-20.0	7,395	6,773	9.2
Kaua'i only	278	445	-37.5	185	212	-13.0	93	233	-59.9
Kaua'i one day or less	4,651	4,463	4.2	84	115	-27.2	4,567	4,347	5.0
Maui County	49,122	44,273	11.0	1,115	1,257	-11.2	48,007	43,016	11.6
Maui	48,961	43,891	11.6	1,087	1,240	-12.4	47,874	42,651	12.2
Maui only	2,429	2,117	14.7	402	495	-18.8	2,027	1,622	25.0
Maui one day or less	9,205	9,309	-1.1	151	159	-5.3	9,055	9,150	-1.0
Moloka'i *	827	419	97.3	17	26	-33.2	810	394	105.8
Moloka'i only *	0	1	-100.0	0	1	-100.0	0	0	NA
Moloka'i one day or less *	639	368	73.8	13	18	-28.7	626	349	79.1
Lāna'i *	594	533	11.4	40	21	91.7	553	510	8.4
Lāna'i only *	3	7	-46.7	3	7	-46.7	0	0	NA
Lāna'i one day or less *	329	278	18.6	22	14	55.3	308	264	16.6
Hawai'i Island	20,674	15,439	33.9	835	881	-5.3	19,839	14,558	36.3
Kona side	16,315	10,742	51.9	699	700	-0.1	15,616	10,043	55.5
Hilo side	10,740	7,699	39.5	277	323	-14.2	10,462	7,376	41.8
Hawai'i Island only	1,747	1,548	12.9	311	336	-7.5	1,437	1,212	18.5
Hawai'i Island one day or less	4,557	4,347	4.8	79	93	-14.8	4,478	4,254	5.3
Any Neighbor Island	72,040	61,567	17.0	2,078	2,293	-9.4	69,962	59,274	18.0
Ni only	4,722	4,499	4.9	981	1,172	-16.3	3,740	3,327	12.4
O'ahu & NI	67,318	57,067	18.0	1,097	1,120	-2.1	66,221	55,947	18.4
Any one island only	189,607	136,209	39.2	6,886	8,205	-16.1	182,721	128,004	42.7
Multiple Islands	67,582	57,449	17.6	1,177	1,242	-5.2	66,405	56,207	18.1
Avg. Islands Visited	1.29	1.33	-2.8	1.18	1.16	1.3	1.29	1.33	-3.2
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	7.19	6.95	3.5	7.29	7.35	-0.8	7.19	6.93	3.8
O'ahu	6.28	6.05	3.8	5.84	6.04	-3.3	6.29	6.05	4.0
Maui	2.93	2.61	12.6	6.91	6.05	14.2	2.84	2.51	13.5
Moloka'i	4.15	1.48	180.7	2.50	1.94	29.1	4.19	1.45	188.9
Lāna'i	7.26	2.24	223.3	4.67	6.19	-24.6	7.45	2.07	259.8
Kaua'i	3.28	2.43	35.1	6.50	7.36	-11.7	3.09	2.04	51.9
Hawai'i Island	4.26	4.34	-1.8	8.25	8.82	-6.6	4.09	4.07	0.6
Hilo	2.36	2.13	10.7	4.45	4.30	3.4	2.30	2.03	13.1
Kona	3.85	4.71	-18.3	8.08	9.13	-11.5	3.66	4.40	-16.9
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	232,928	177,796	31.0	6,192	7,456	-17.0	226,736	170,340	33.1
Hotel only	218,139	168,344	29.6	5,848	7,025	-16.7	212,290	161,320	31.6
Plan to stay in Condo	15,985	11,377	40.5	495	525	-5.8	15,490	10,852	42.7
Condo only	8,185	5,766	41.9	377	375	0.6	7,808	5,391	44.8
Plan to stay in Timeshare	1,018	838	21.5	146	236	-37.9	872	602	44.8
Timeshare only	613	380	61.3	98	171	-42.8	515	209	146.7
Cruise Ship	676	729	-7.3	70	49	42.5	606	680	-10.9
Friends/Relatives	6,346	5,013	26.6	744	799	-7.0	5,602	4,213	33.0
Bed & Breakfast	4,439	2,134	108.0	101	104	-2.2	4,337	2,030	113.6
Rental House	10,349	5,438	90.3	390	484	-19.3	9,959	4,955	101.0
Hostel	628	1,012	-38.0	162	197	-17.8	466	815	-42.9

**Table 31: Korea Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	67	79	-15.7	35	29	20.9	31	50	-37.1
Private Room in Private Home**	2,020	NA	NA	58	NA	NA	1,963	NA	NA
Shared Room/Space in Private Home**	286	NA	NA	17	NA	NA	269	NA	NA
Other	1,073	319	236.7	157	150	4.9	916	169	441.7
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	244,910	181,827	34.7	6,655	7,816	-14.9	238,256	174,012	36.9
Honeymoon/Get Married	104,156	91,848	13.4	1,241	1,285	-3.4	102,915	90,563	13.6
Honeymoon	101,511	88,738	14.4	1,190	1,233	-3.5	100,321	87,505	14.6
Get Married	5,512	5,719	-3.6	64	57	11.9	5,448	5,662	-3.8
Pleasure/Vacation	141,019	90,207	56.3	5,446	6,583	-17.3	135,573	83,624	62.1
Mtgs/Conventions/Incentive	6,172	7,270	-15.1	396	425	-6.8	5,776	6,845	-15.6
Conventions	3,410	4,556	-25.2	208	207	0.4	3,202	4,348	-26.4
Corporate Meetings	302	316	-4.3	82	67	22.9	221	249	-11.5
Incentive	2,502	2,519	-0.7	128	157	-18.4	2,374	2,362	0.5
Other Business	854	913	-6.4	256	237	7.7	599	675	-11.3
Visit Friends/Rel.	4,324	3,504	23.4	759	806	-5.9	3,565	2,698	32.2
Govt/Military	315	252	24.9	168	122	38.5	147	131	12.3
Attend School	404	473	-14.6	38	52	-25.5	366	421	-13.2
Sport Events	206	135	52.4	55	53	4.1	151	82	83.3
Other	2,610	1,657	57.5	204	319	-36.1	2,407	1,339	79.8
<b>TRAVEL STATUS</b>									
% First Timers ***	82.2	82.6	-0.4	56.4	57.5	-1.1	83.0	83.9	-0.9
% Repeaters ***	17.8	17.4	0.4	43.6	42.5	1.1	17.0	16.1	0.9
Average # of Trips	1.4	1.5	-5.6	3.0	2.9	5.3	1.4	1.4	-4.6
Group Tour	35,237	32,105	9.8	1,442	2,054	-29.8	33,795	30,052	12.5
Non-Group	221,952	161,553	37.4	6,621	7,393	-10.4	215,331	154,159	39.7
Package Trip	134,086	116,155	15.4	2,730	3,482	-21.6	131,356	112,672	16.6
No Package	123,103	77,503	58.8	5,333	5,965	-10.6	117,770	71,539	64.6
Net True Independent	119,206	74,652	59.7	4,989	5,486	-9.1	114,217	69,166	65.1
Ave. Age	37	37	1.3	42	43	-0.9	37	37	1.7
Ave. Party Size	2.53	2.38	5.9	2.09	2.09	0.1	2.54	2.40	5.9

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 32: China Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	164,326	173,520	-5.3	42,823	50,682	-15.5	121,503	122,838	-1.1
VISITOR DAYS	1,082,459	1,091,274	-0.8	242,447	295,517	-18.0	840,012	795,756	5.6
AVERAGE DAILY CENSUS	2,958	2,990	-1.1	662	810	-18.2	2,295	2,180	5.3
<b>ISLANDS VISITED</b>									
O'ahu	156,799	165,632	-5.3	39,922	47,514	-16.0	116,878	118,117	-1.0
O'ahu only	101,203	109,858	-7.9	33,084	39,229	-15.7	68,119	70,629	-3.6
O'ahu one day or less	3,931	4,860	-19.1	1,854	2,385	-22.3	2,078	2,476	-16.1
Kaua'i	4,418	5,111	-13.6	1,342	1,455	-7.8	3,076	3,656	-15.9
Kaua'i only	497	540	-8.1	309	307	0.6	188	234	-19.4
Kaua'i one day or less	1,552	2,330	-33.4	319	389	-18.1	1,233	1,941	-36.5
Maui County	30,145	29,132	3.5	5,391	6,011	-10.3	24,754	23,121	7.1
Maui	28,899	27,899	3.6	5,164	5,819	-11.2	23,734	22,080	7.5
Maui only	1,604	1,863	-13.9	1,109	1,081	2.6	495	782	-36.7
Maui one day or less	8,628	9,358	-7.8	1,019	1,192	-14.4	7,608	8,167	-6.8
Moloka'i *	1,277	2,116	-39.6	262	334	-21.6	1,015	1,782	-43.0
Moloka'i only *	289	240	20.4	46	22	111.2	244	219	11.4
Moloka'i one day or less *	844	1,663	-49.2	140	230	-39.3	705	1,433	-50.8
Lāna'i *	819	1,715	-52.2	189	238	-20.8	630	1,477	-57.3
Lāna'i only *	137	37	267.0	28	11	162.1	108	26	309.9
Lāna'i one day or less *	649	1,514	-57.1	127	168	-24.8	522	1,345	-61.2
Hawai'i Island	46,642	45,304	3.0	5,470	6,698	-18.3	41,173	38,606	6.6
Kona side	37,728	35,261	7.0	3,709	4,627	-19.8	34,018	30,634	11.0
Hilo side	19,522	19,997	-2.4	2,901	3,286	-11.7	16,622	16,711	-0.5
Hawai'i Island only	4,220	4,503	-6.3	1,061	1,391	-23.7	3,159	3,112	1.5
Hawai'i Island one day or less	14,777	16,207	-8.8	819	1,137	-27.9	13,958	15,070	-7.4
Any Neighbor Island	63,123	63,662	-0.8	9,739	11,453	-15.0	53,384	52,209	2.3
Ni only	7,527	7,889	-4.6	2,901	3,168	-8.4	4,625	4,721	-2.0
O'ahu & NI	55,597	55,773	-0.3	6,838	8,285	-17.5	48,759	47,488	2.7
Any one island only	107,949	117,042	-7.8	35,636	42,041	-15.2	72,313	75,002	-3.6
Multiple Islands	56,376	56,478	-0.2	7,187	8,642	-16.8	49,190	47,836	2.8
Avg. Islands Visited	1.45	1.43	1.8	1.22	1.22	-0.2	1.53	1.51	1.5
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	6.59	6.29	4.7	5.66	5.83	-2.9	6.91	6.48	6.7
O'ahu	5.25	5.07	3.5	4.52	4.76	-4.9	5.50	5.20	5.8
Maui	3.31	3.29	0.4	5.34	4.98	7.2	2.87	2.85	0.6
Moloka'i	2.09	1.69	23.8	3.07	2.70	13.6	1.84	1.50	22.6
Lāna'i	1.61	1.51	7.2	2.52	3.48	-27.6	1.34	1.19	13.1
Kaua'i	3.32	3.43	-3.1	4.70	4.98	-5.5	2.72	2.82	-3.3
Hawai'i Island	3.10	2.99	3.8	4.90	4.72	3.8	2.86	2.69	6.5
Hilo	2.20	1.99	10.5	3.40	3.23	5.3	1.99	1.74	13.9
Kona	2.70	2.71	-0.6	4.56	4.54	0.5	2.49	2.44	2.4
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	147,029	158,344	-7.1	38,093	45,552	-16.4	108,936	112,791	-3.4
Hotel only	132,396	147,019	-9.9	36,146	43,146	-16.2	96,250	103,873	-7.3
Plan to stay in Condo	16,396	14,051	16.7	985	1,206	-18.3	15,412	12,845	20.0
Condo only	8,176	6,997	16.9	678	803	-15.6	7,498	6,194	21.1
Plan to stay in Timeshare	1,360	1,696	-19.8	432	664	-35.0	928	1,032	-10.0
Timeshare only	723	890	-18.8	322	439	-26.6	400	451	-11.3
Cruise Ship	1,047	1,204	-13.1	355	529	-32.9	692	675	2.5
Friends/Relatives	3,814	3,157	20.8	1,772	1,823	-2.8	2,042	1,334	53.1
Bed & Breakfast	2,616	2,697	-3.0	770	960	-19.8	1,846	1,736	6.3
Rental House	4,946	4,639	6.6	1,739	1,914	-9.2	3,207	2,725	17.7
Hostel	854	971	-12.0	270	373	-27.5	584	598	-2.3

**Table 32: China Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	609	986	-38.3	402	671	-40.0	206	315	-34.5
Private Room in Private Home**	3,681	NA	NA	253	NA	NA	3,428	NA	NA
Shared Room/Space in Private Home**	1,105	NA	NA	77	NA	NA	1,029	NA	NA
Other	1,839	558	229.7	301	345	-12.9	1,539	213	623.5
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	149,052	155,687	-4.3	38,809	45,807	-15.3	110,242	109,880	0.3
Honeymoon/Get Married	10,274	9,985	2.9	1,964	2,393	-17.9	8,310	7,592	9.5
Honeymoon	9,037	8,930	1.2	1,745	2,076	-15.9	7,291	6,854	6.4
Get Married	1,434	1,423	0.8	262	375	-30.2	1,172	1,048	11.8
Pleasure/Vacation	139,527	146,690	-4.9	37,175	43,907	-15.3	102,352	102,783	-0.4
Mtgs/Conventions/Incentive	8,520	12,384	-31.2	1,456	2,093	-30.4	7,064	10,291	-31.4
Conventions	3,011	5,213	-42.2	687	1,005	-31.6	2,324	4,208	-44.8
Corporate Meetings	863	2,000	-56.9	191	237	-19.6	672	1,763	-61.9
Incentive	4,900	5,411	-9.4	593	870	-31.9	4,307	4,541	-5.2
Other Business	1,860	2,783	-33.2	745	1,165	-36.0	1,114	1,618	-31.1
Visit Friends/Rel.	3,491	3,039	14.9	1,739	1,649	5.4	1,752	1,389	26.1
Govt/Military	216	623	-65.3	171	213	-19.8	46	410	-88.9
Attend School	875	595	47.1	157	100	56.6	717	494	45.1
Sport Events	507	164	209.2	162	111	46.6	345	53	547.7
Other	3,559	2,638	34.9	788	919	-14.3	2,772	1,719	61.2
<b>TRAVEL STATUS</b>									
% First Timers ***	83.8	84.2	-0.4	74.9	76.8	-1.9	86.9	87.2	-0.3
% Repeaters ***	16.2	15.8	0.4	25.1	23.2	1.9	13.1	12.8	0.3
Average # of Trips	1.5	1.6	-3.3	2.4	2.2	7.5	1.2	1.3	-6.8
Group Tour	77,719	87,924	-11.6	22,020	25,414	-13.4	55,698	62,510	-10.9
Non-Group	86,607	85,596	1.2	20,802	25,269	-17.7	65,805	60,328	9.1
Package Trip	107,530	120,168	-10.5	27,830	33,128	-16.0	79,700	87,040	-8.4
No Package	56,796	53,352	6.5	14,993	17,554	-14.6	41,803	35,798	16.8
Net True Independent	50,937	46,764	8.9	12,114	14,014	-13.6	38,823	32,750	18.5
Ave. Age	41	40	3.1	41	39	3.1	41	40	3.0
Ave. Party Size	2.73	2.72	0.4	2.61	2.57	1.3	2.78	2.78	0.0

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 33: Taiwan Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	18,107	17,525	3.3	1,721	1,883	-8.6	16,386	15,642	4.8
VISITOR DAYS	143,895	139,453	3.2	13,355	14,179	-5.8	130,539	125,274	4.2
AVERAGE DAILY CENSUS	393	382	2.9	36	39	-6.1	357	343	3.9
<b>ISLANDS VISITED</b>									
O'ahu	16,107	16,437	-2.0	1,409	1,615	-12.7	14,698	14,823	-0.8
O'ahu only	9,399	9,553	-1.6	1,056	1,228	-14.0	8,343	8,324	0.2
O'ahu one day or less	259	358	-27.7	99	134	-26.1	160	223	-28.6
Kaua'i	744	1,282	-41.9	111	116	-3.8	633	1,166	-45.7
Kaua'i only	47	104	-55.4	47	23	102.2	0	81	-100.0
Kaua'i one day or less	14	554	-97.5	14	26	-46.5	0	528	-100.0
Maui County	3,496	3,788	-7.7	352	339	3.8	3,144	3,449	-8.9
Maui	3,430	3,784	-9.4	341	335	1.9	3,088	3,449	-10.5
Maui only	464	418	11.0	135	130	4.3	329	288	14.1
Maui one day or less	814	794	2.5	35	37	-3.5	779	758	2.8
Moloka'i *	263	138	90.3	6	14	-54.8	257	124	106.6
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Moloka'i one day or less *	205	138	48.7	4	14	-69.8	201	124	62.0
Lāna'i *	9	28	-69.2	9	28	-69.3	0	0	NA
Lāna'i only *	6	0	NA	6	0	NA	0	0	NA
Lāna'i one day or less *	0	27	-100.0	0	27	-100.0	0	0	NA
Hawai'i Island	6,007	5,481	9.6	303	348	-13.1	5,704	5,133	11.1
Kona side	4,224	3,951	6.9	217	278	-22.1	4,007	3,673	9.1
Hilo side	3,342	3,280	1.9	137	151	-9.6	3,205	3,129	2.4
Hawai'i Island only	1,243	554	124.3	85	104	-19.0	1,158	450	157.5
Hawai'i Island one day or less	948	1,431	-33.8	51	75	-32.2	897	1,356	-33.9
Any Neighbor Island	8,708	7,973	9.2	665	655	1.5	8,043	7,318	9.9
Ni only	2,000	1,088	83.9	312	269	16.2	1,688	819	106.1
O'ahu & NI	6,708	6,885	-2.6	353	387	-8.6	6,354	6,498	-2.2
Any one island only	11,159	10,629	5.0	1,329	1,485	-10.5	9,830	9,144	7.5
Multiple Islands	6,948	6,896	0.8	392	398	-1.4	6,556	6,498	0.9
Avg. Islands Visited	1.47	1.55	-5.3	1.27	1.30	-2.9	1.49	1.58	-5.8
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	7.95	7.96	-0.1	7.76	7.53	3.1	7.97	8.01	-0.5
O'ahu	6.47	6.31	2.6	6.29	6.03	4.3	6.49	6.34	2.4
Maui	3.55	3.90	-9.1	5.99	6.03	-0.7	3.28	3.70	-11.3
Moloka'i	1.23	1.00	23.5	2.01	1.00	100.8	1.22	1.00	21.6
Lāna'i	6.25	1.12	459.8	6.25	1.12	459.8	0	0	NA
Kaua'i	3.51	2.47	42.0	6.29	4.90	28.3	3.02	2.23	35.4
Hawai'i Island	4.08	3.22	26.7	5.54	5.18	6.8	4.00	3.09	29.7
Hilo	2.74	1.91	43.3	3.56	3.61	-1.4	2.71	1.83	47.8
Kona	3.63	2.88	26.3	5.49	4.53	21.2	3.53	2.75	28.3
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	13,431	12,588	6.7	1,243	1,446	-14.1	12,188	11,142	9.4
Hotel only	11,235	10,333	8.7	1,118	1,309	-14.6	10,117	9,024	12.1
Plan to stay in Condo	2,229	1,775	25.6	113	75	51.6	2,115	1,700	24.4
Condo only	1,677	1,097	52.8	72	47	52.9	1,605	1,050	52.8
Plan to stay in Timeshare	115	961	-88.1	42	61	-31.6	73	900	-91.9
Timeshare only	98	314	-68.9	25	42	-41.1	73	272	-73.2
Cruise Ship	232	883	-73.7	22	21	7.0	210	862	-75.7
Friends/Relatives	2,145	1,685	27.3	167	196	-14.6	1,978	1,489	32.8
Bed & Breakfast	517	762	-32.2	66	70	-5.1	450	692	-34.9
Rental House	521	1,420	-63.3	133	85	56.6	388	1,335	-70.9
Hostel	450	309	45.3	57	50	15.1	393	260	51.1

**Table 33: Taiwan Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	88	164	-46.4	21	9	149.9	67	155	-57.2
Private Room in Private Home**	683	NA	NA	25	NA	NA	658	NA	NA
Shared Room/Space in Private Home**	102	NA	NA	4	NA	NA	98	NA	NA
Other	421	183	129.7	23	60	-61.8	398	124	222.1
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	13,508	12,430	8.7	1,355	1,341	1.1	12,152	11,090	9.6
Honeymoon/Get Married	3,526	1,859	89.7	159	186	-14.5	3,367	1,673	101.3
Honeymoon	3,157	1,845	71.2	135	171	-21.0	3,022	1,673	80.6
Get Married	450	59	663.7	29	59	-50.7	421	0	0.0
Pleasure/Vacation	10,048	10,589	-5.1	1,214	1,173	3.6	8,834	9,416	-6.2
Mtgs/Conventions/Incentive	2,947	3,917	-24.8	105	199	-47.6	2,842	3,717	-23.5
Conventions	1,646	2,891	-43.1	53	116	-54.8	1,593	2,775	-42.6
Corporate Meetings	791	678	16.7	33	57	-41.8	758	621	22.1
Incentive	561	363	54.4	21	41	-48.9	540	322	67.6
Other Business	608	292	108.7	72	92	-21.3	536	200	168.6
Visit Friends/Rel.	1,924	1,020	88.6	187	196	-4.7	1,737	824	110.8
Govt/Military	38	161	-76.6	38	122	-69.2	0	39	-100.0
Attend School	108	591	-81.7	18	27	-32.6	90	564	-84.0
Sport Events	22	44	-49.4	22	44	-49.4	0	0	0.0
Other	806	852	-5.4	48	45	6.8	757	806	-6.1
<b>TRAVEL STATUS</b>									
% First Timers ***	59.2	61.0	-1.8	46.5	48.2	-1.7	60.5	62.6	-2.1
% Repeaters ***	40.8	39.0	1.8	53.5	51.8	1.7	39.5	37.4	2.1
Average # of Trips	2.3	2.2	5.2	4.3	3.8	12.4	2.1	2.0	5.0
Group Tour	1,753	986	77.7	287	316	-9.0	1,466	671	118.5
Non-Group	16,355	16,539	-1.1	1,434	1,568	-8.5	14,920	14,971	-0.3
Package Trip	7,634	7,565	0.9	661	774	-14.5	6,973	6,792	2.7
No Package	10,474	9,960	5.2	1,060	1,110	-4.5	9,413	8,850	6.4
Net True Independent	10,346	9,550	8.3	973	999	-2.7	9,374	8,551	9.6
Ave. Age	40	40	-1.8	40	41	-2.1	40	40	-1.8
Ave. Party Size	2.30	2.20	4.8	1.88	1.89	-0.7	2.37	2.24	5.9

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	26,075	27,978	-6.8	24,396	25,980	-6.1	1,679	1,998	-16.0
VISITOR DAYS	302,638	322,634	-6.2	290,646	307,324	-5.4	11,993	15,309	-21.7
AVERAGE DAILY CENSUS	827	884	-6.5	794	842	-5.7	33	42	-21.9
<b>ISLANDS VISITED</b>									
O'ahu	19,545	21,550	-9.3	17,866	19,633	-9.0	1,679	1,917	-12.4
O'ahu only	11,103	12,781	-13.1	10,037	11,451	-12.4	1,066	1,330	-19.9
O'ahu one day or less	1,356	1,463	-7.3	1,294	1,403	-7.8	62	60	2.3
Kaua'i	3,612	3,871	-6.7	3,281	3,568	-8.0	331	303	9.3
Kaua'i only	617	670	-8.0	617	670	-8.0	0	0	NA
Kaua'i one day or less	732	787	-7.0	483	706	-31.6	249	81	207.7
Maui County	10,685	10,547	1.3	10,154	9,940	2.2	531	608	-12.6
Maui	10,585	10,444	1.4	10,054	9,836	2.2	531	608	-12.6
Maui only	3,594	3,226	11.4	3,594	3,226	11.4	0	0	NA
Maui one day or less	935	882	6.1	687	882	-22.1	249	0	NA
Moloka'i *	307	355	-13.6	245	355	-31.0	62	0	NA
Moloka'i only *	5	16	-66.4	5	16	-66.4	0	0	NA
Moloka'i one day or less *	168	210	-20.3	106	210	-49.6	62	0	NA
Lāna'i *	247	497	-50.3	247	237	4.4	0	261	-100.0
Lāna'i only *	41	15	174.1	41	15	174.1	0	0	NA
Lāna'i one day or less *	110	417	-73.6	110	156	-29.4	0	261	-100.0
Hawai'i Island	6,158	6,705	-8.2	5,971	6,305	-5.3	187	400	-53.2
Kona side	5,226	5,698	-8.3	5,039	5,299	-4.9	187	400	-53.2
Hilo side	2,742	2,929	-6.4	2,555	2,610	-2.1	187	319	-41.3
Hawai'i Island only	1,520	1,728	-12.0	1,520	1,728	-12.0	0	0	NA
Hawai'i Island one day or less	343	397	-13.7	343	397	-13.7	0	0	NA
Any Neighbor Island	14,973	15,197	-1.5	14,359	14,529	-1.2	613	668	-8.2
Ni only	6,530	6,428	1.6	6,530	6,347	2.9	0	81	-100.0
O'ahu & Ni	8,442	8,769	-3.7	7,829	8,182	-4.3	613	587	4.5
Any one island only	16,880	18,436	-8.4	15,814	17,106	-7.6	1,066	1,330	-19.9
Multiple Islands	9,196	9,542	-3.6	8,582	8,874	-3.3	613	668	-8.2
Avg. Islands Visited	1.55	1.55	0.0	1.54	1.54	0.4	1.66	1.75	-4.8
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	11.61	11.53	0.6	11.91	11.83	0.7	7.14	7.66	-6.8
O'ahu	7.38	7.77	-4.9	7.60	8.01	-5.1	5.09	5.29	-3.9
Maui	8.48	8.00	5.9	8.69	8.30	4.7	4.44	3.22	37.8
Moloka'i	2.93	4.87	-39.8	3.42	4.87	-29.9	1.00	0	NA
Lāna'i	4.19	1.85	125.9	4.19	2.79	49.9	0	1.00	-100.0
Kaua'i	5.86	5.20	12.7	6.25	5.25	19.1	1.99	4.60	-56.7
Hawai'i Island	7.39	7.29	1.4	7.56	7.51	0.7	2.00	3.89	-48.5
Hilo	3.93	3.62	8.7	4.15	3.79	9.4	1.00	2.18	-54.2
Kona	6.65	6.72	-1.1	6.86	7.07	-3.0	1.00	2.15	-53.4
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	18,272	19,935	-8.3	16,709	18,518	-9.8	1,563	1,417	10.3
Hotel only	15,716	17,567	-10.5	14,452	16,385	-11.8	1,265	1,182	7.0
Plan to stay in Condo	1,955	1,721	13.6	1,894	1,721	10.1	61	0	NA
Condo only	1,286	1,259	2.1	1,286	1,259	2.1	0	0	NA
Plan to stay in Timeshare	461	544	-15.3	461	544	-15.3	0	0	NA
Timeshare only	271	379	-28.5	271	379	-28.5	0	0	NA
Cruise Ship	1,210	1,185	2.1	1,023	1,185	-13.6	187	0	NA
Friends/Relatives	2,340	2,294	2.0	2,340	2,294	2.0	0	0	NA
Bed & Breakfast	419	546	-23.4	419	312	34.4	0	235	-100.0
Rental House	2,918	2,541	14.8	2,836	2,541	11.6	82	0	NA
Hostel	1,130	1,550	-27.1	1,097	969	13.2	34	581	-94.2



**Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	196	152	28.7	196	152	28.7	0	0	0.0
Private Room in Private Home**	291	NA	NA	241	NA	NA	51	NA	NA
Shared Room/Space in Private Home**	102	NA	NA	102	NA	NA	0	NA	NA
Other	375	531	-29.3	375	531	-29.3	0	0	0.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	22,106	23,556	-6.2	20,488	21,616	-5.2	1,618	1,940	-16.6
Honeymoon/Get Married	1,668	1,902	-12.3	1,600	1,902	-15.9	68	0	0.0
Honeymoon	1,545	1,782	-13.3	1,476	1,782	-17.2	68	0	0.0
Get Married	269	193	39.1	200	193	3.8	68	0	0.0
Pleasure/Vacation	20,663	21,879	-5.6	19,113	19,939	-4.1	1,550	1,940	-20.1
Mtgs/Conventions/Incentive	1,802	1,976	-8.8	1,802	1,918	-6.0	0	58	-100.0
Conventions	1,012	1,248	-18.9	1,012	1,190	-14.9	0	58	-100.0
Corporate Meetings	406	365	11.0	406	365	11.0	0	0	0.0
Incentive	548	492	11.4	548	492	11.4	0	0	0.0
Other Business	440	487	-9.6	440	487	-9.6	0	0	0.0
Visit Friends/Rel.	1,619	1,651	-1.9	1,619	1,651	-1.9	0	0	0.0
Govt/Military	162	186	-13.0	101	186	-45.7	61	0	0.0
Attend School	155	312	-50.4	155	312	-50.4	0	0	0.0
Sport Events	856	877	-2.4	856	877	-2.4	0	0	0.0
Other	620	713	-13.1	620	713	-13.1	0	0	0.0
<b>TRAVEL STATUS</b>									
% First Timers ***	71.0	69.9	1.1	70.4	69.5	1.0	79.5	75.1	4.3
% Repeaters ***	29.0	30.1	-1.1	29.6	30.5	-1.0	20.5	24.9	-4.3
Average # of Trips	2.1	2.1	-1.3	2.1	2.2	-1.7	2.0	1.9	3.1
Group Tour	2,154	2,408	-10.6	1,905	2,171	-12.2	249	237	5.0
Non-Group	23,922	25,570	-6.4	22,491	23,809	-5.5	1,430	1,761	-18.8
Package Trip	8,504	9,466	-10.2	7,922	8,485	-6.6	582	981	-40.7
No Package	17,571	18,512	-5.1	16,474	17,495	-5.8	1,097	1,017	7.9
Net True Independent	16,929	17,671	-4.2	15,894	16,655	-4.6	1,035	1,017	1.8
Ave. Age	43	42	1.5	43	43	0.9	40	36	9.7
Ave. Party Size	1.98	1.95	1.3	1.98	2.00	-1.0	2.02	1.49	35.7

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 35: Other MMA Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
VISITOR ARRIVALS	298,817	290,621	2.8	209,585	210,101	-0.2	89,232	80,520	10.8
VISITOR DAYS	3,133,799	3,050,930	2.7	2,205,326	2,243,778	-1.7	928,473	807,152	15.0
AVERAGE DAILY CENSUS	8,562	8,359	2.4	6,025	6,147	-2.0	2,537	2,211	14.7
<b>ISLANDS VISITED</b>									
O'ahu	209,411	203,877	2.7	127,076	129,789	-2.1	82,335	74,088	11.1
O'ahu only	145,451	141,178	3.0	86,671	89,196	-2.8	58,780	51,982	13.1
O'ahu one day or less	9,234	9,162	0.8	6,728	7,018	-4.1	2,507	2,144	16.9
Kaua'i	39,890	40,200	-0.8	33,217	32,869	1.1	6,673	7,331	-9.0
Kaua'i only	14,731	15,966	-7.7	14,418	14,147	1.9	313	1,819	-82.8
Kaua'i one day or less	4,598	4,793	-4.1	2,722	2,966	-8.2	1,876	1,826	2.7
Maui County	94,402	90,512	4.3	73,505	71,211	3.2	20,897	19,301	8.3
Maui	91,673	87,939	4.2	71,990	70,023	2.8	19,684	17,916	9.9
Maui only	43,768	41,145	6.4	39,798	37,677	5.6	3,970	3,468	14.5
Maui one day or less	5,327	7,737	-31.1	3,253	3,529	-7.8	2,074	4,207	-50.7
Moloka'i *	3,448	2,827	22.0	2,254	2,225	1.3	1,195	602	98.6
Moloka'i only *	237	229	3.8	237	229	3.8	0	0	NA
Moloka'i one day or less *	1,152	1,643	-29.8	821	1,103	-25.6	331	539	-38.6
Lāna'i *	2,914	3,133	-7.0	2,013	1,713	17.5	900	1,420	-36.6
Lāna'i only *	440	177	148.9	297	177	67.6	144	0	NA
Lāna'i one day or less *	1,522	2,454	-38.0	910	1,034	-12.0	613	1,420	-56.8
Hawai'i Island	59,921	55,263	8.4	44,531	45,459	-2.0	15,391	9,804	57.0
Kona side	48,966	44,840	9.2	37,482	38,245	-2.0	11,485	6,595	74.1
Hilo side	26,471	24,029	10.2	16,557	16,599	-0.3	9,914	7,430	33.4
Hawai'i Island only	21,186	20,937	1.2	19,560	19,980	-2.1	1,626	958	69.8
Hawai'i Island one day or less	3,361	4,412	-23.8	2,033	2,270	-10.5	1,328	2,142	-38.0
Any Neighbor Island	153,366	149,443	2.6	122,914	120,904	1.7	30,452	28,538	6.7
NI only	89,406	86,744	3.1	82,509	80,312	2.7	6,897	6,432	7.2
O'ahu & NI	63,960	62,699	2.0	40,405	40,593	-0.5	23,555	22,106	6.6
Any one island only	225,814	219,631	2.8	160,981	161,405	-0.3	64,833	58,226	11.3
Multiple Islands	73,004	70,990	2.8	48,604	48,696	-0.2	24,399	22,294	9.4
Avg. Islands Visited	1.36	1.35	0.7	1.34	1.34	-0.1	1.41	1.38	2.4
<b>Average Length of Stay in Hawai'i</b>									
Stay in Hawai'i	10.49	10.50	-0.1	10.52	10.68	-1.5	10.41	10.02	3.8
O'ahu	7.93	7.94	-0.2	7.61	7.76	-1.9	8.41	8.25	1.9
Maui	7.82	7.86	-0.5	8.22	8.39	-2.0	6.33	5.78	9.5
Moloka'i	3.80	3.67	3.5	4.90	4.33	13.0	1.72	1.21	42.8
Lāna'i	3.72	2.12	75.3	4.15	3.05	35.9	2.76	1.00	175.8
Kaua'i	6.80	7.20	-5.5	7.40	7.43	-0.5	3.83	6.13	-37.6
Hawai'i Island	7.71	7.87	-2.1	8.55	8.58	-0.4	5.27	4.58	15.0
Hilo	4.67	4.53	3.2	5.49	5.30	3.6	3.31	2.80	18.1
Kona	6.91	7.28	-5.1	7.73	7.90	-2.1	4.21	3.66	15.1
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	183,696	180,416	1.8	126,095	128,804	-2.1	57,601	51,613	11.6
Hotel only	152,595	153,241	-0.4	107,260	110,292	-2.7	45,335	42,949	5.6
Plan to stay in Condo	38,351	34,830	10.1	27,221	27,942	-2.6	11,130	6,888	61.6
Condo only	27,338	25,917	5.5	20,659	21,084	-2.0	6,679	4,833	38.2
Plan to stay in Timeshare	17,048	18,521	-8.0	14,603	15,227	-4.1	2,446	3,294	-25.8
Timeshare only	12,836	14,382	-10.8	11,375	11,715	-2.9	1,460	2,667	-45.2
Cruise Ship	5,045	5,459	-7.6	4,033	4,545	-11.3	1,011	914	10.6
Friends/Relatives	41,073	41,237	-0.4	27,287	26,407	3.3	13,786	14,830	-7.0
Bed & Breakfast	4,844	5,394	-10.2	3,770	4,136	-8.8	1,074	1,258	-14.6
Rental House	27,851	24,907	11.8	20,124	24,907	-19.2	7,726	5,821	32.7
Hostel	7,080	6,594	7.4	4,043	6,594	-38.7	3,038	2,886	5.3

**Table 35: Other MMA Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% CHANGE	2016	2015	% CHANGE	2016	2015	% CHANGE
Camp Site, Beach	3,571	3,971	-10.1	2,267	3,971	-42.9	1,303	1,665	-21.7
Private Room in Private Home**	6,492	NA	NA	2,077	NA	NA	4,415	NA	NA
Shared Room/Space in Private Home**	1,579	NA	NA	648	NA	NA	932	NA	NA
Other	9,741	8,130	19.8	4,734	4,754	-0.4	5,007	3,377	48.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	221,620	218,564	1.4	164,379	163,615	0.5	57,242	54,949	4.2
Honeymoon/Get Married	14,224	14,176	0.3	11,065	12,086	-8.4	3,159	2,090	51.1
Honeymoon	12,411	12,238	1.4	9,718	10,598	-8.3	2,693	1,640	64.2
Get Married	2,284	2,669	-14.4	1,818	2,102	-13.5	466	567	-17.8
Pleasure/Vacation	209,536	206,816	1.3	155,026	153,578	0.9	54,509	53,238	2.4
Mtgs/Conventions/Incentive	23,429	27,050	-13.4	13,921	16,763	-17.0	9,508	10,288	-7.6
Conventions	14,740	18,721	-21.3	8,655	11,569	-25.2	6,085	7,152	-14.9
Corporate Meetings	3,243	3,781	-14.2	2,959	2,802	5.6	284	978	-71.0
Incentive	6,019	5,796	3.9	2,880	3,006	-4.2	3,139	2,790	12.5
Other Business	10,173	10,737	-5.2	8,199	8,325	-1.5	1,974	2,412	-18.2
Visit Friends/Rel.	36,533	34,493	5.9	23,563	24,146	-2.4	12,971	10,347	25.4
Govt/Military	10,026	8,580	16.9	3,405	3,253	4.7	6,621	5,328	24.3
Attend School	2,030	1,972	2.9	943	1,060	-11.1	1,087	912	19.2
Sport Events	3,557	4,450	-20.1	3,485	3,303	5.5	73	1,147	-93.7
Other	15,387	11,373	35.3	8,635	8,270	4.4	6,752	3,103	117.6
<b>TRAVEL STATUS</b>									
% First Timers ***	46.1	46.3	-0.5	43.1	43.9	-1.9	53.0	52.4	1.3
% Repeaters ***	53.9	53.7	0.4	56.9	56.1	1.5	47.0	47.6	-1.4
Average # of Trips	4.2	4.3	-2.2	4.8	4.7	1.3	2.7	3.1	-11.0
Group Tour	17,325	18,535	-6.5	10,398	12,249	-15.1	6,928	6,286	10.2
Non-Group	281,492	272,085	3.5	199,188	197,852	0.7	82,304	74,234	10.9
Package Trip	73,082	77,152	-5.3	51,007	53,996	-5.5	22,076	23,157	-4.7
No Package	225,735	213,468	5.7	158,579	156,105	1.6	67,156	57,363	17.1
Net True Independent	220,065	208,120	5.7	155,138	152,198	1.9	64,927	55,922	16.1
Ave. Age	45	44	2.2	45	45	-0.2	44	40	7.7
Ave. Party Size	2.03	2.00	1.4	1.97	1.95	1.2	2.21	2.16	2.5

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

**Table 36: Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)  
(Arrivals by Air)  
2016**

Age	U.S. West		U.S. East		Japan		Canada		Europe		Total
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
<=12	6.9	7.1	4.8	5.1	4.1	4.2	5.6	5.6	3.7	3.8	7.5
13-17	3.3	3.6	3.2	3.7	1.0	1.4	2.8	3.3	2.9	3.2	6.1
18-24	4.0	5.0	4.2	5.3	2.7	6.1	3.1	4.4	5.0	6.5	11.6
25-40	11.0	12.7	11.1	12.4	14.9	21.2	10.4	13.2	15.5	17.6	33.0
41-59	12.7	14.0	13.7	15.0	10.3	15.0	14.1	16.5	13.4	14.3	27.7
>60	9.5	10.2	10.3	11.0	8.6	10.6	10.2	10.7	7.3	6.7	14.1
<b>Total</b>	47.4	52.6	47.4	52.6	41.6	58.4	46.2	53.8	47.9	52.1	100.0
<b>Visitors</b>	1,736,595	1,927,554	897,095	995,673	618,514	869,465	2,16,956	252,358	68,925	74,997	1,43,922

Age	Oceania		Other Asia		Latin America		Other		All Visitors		Total
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
<=12	4.4	5.0	4.1	4.2	5.0	5.2	5.2	5.4	5.5	5.8	11.3
13-17	2.3	3.3	1.3	1.2	3.4	3.6	2.7	3.4	2.7	3.1	5.8
18-24	3.5	5.7	1.7	2.8	4.9	6.4	4.0	5.3	3.7	5.2	8.9
25-40	10.0	13.4	21.8	26.0	16.1	17.4	13.3	14.9	12.4	15.0	27.4
41-59	13.6	18.7	11.2	14.3	12.4	13.6	14.2	15.7	12.6	14.8	27.4
>60	9.8	10.3	5.3	6.2	5.7	6.4	7.7	8.1	9.2	10.1	19.3
<b>Total</b>	43.6	56.4	45.4	54.6	47.5	52.5	47.2	52.8	46.1	53.9	100.0
<b>Visitors</b>	170,222	220,142	203,411	245,002	12,384	13,692	140,990	157,827	4,067,457	4,754,345	8,821,802

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

**Table 37: Honeymoon Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	4,471,287	4,392,460	1.8%	2,106,235	2,138,850	-1.5%	2,365,051	2,253,610	4.9%
Total Visitors	599,740	588,236	2.0%	228,554	228,711	-0.1%	371,186	359,525	3.2%
<b>PARTY SIZE</b>									
One	17,974	19,024	-5.5%	14,730	16,192	-9.0%	3,244	2,832	14.5%
Two	537,302	515,585	4.2%	187,111	182,476	2.5%	350,190	333,109	5.1%
Three or more	44,464	53,627	-17.1%	26,712	30,043	-11.1%	17,752	23,584	-24.7%
Avg Party Size	2.02	2.03	-0.6%	1.99	1.99	-0.1%	2.03	2.05	-1.0%
<b>VISIT STATUS</b>									
First-Time	448,998	434,482	3.3%	141,282	137,732	2.6%	307,716	296,750	3.7%
Repeat	150,742	153,754	-2.0%	87,272	90,979	-4.1%	63,470	62,775	1.1%
Average # of Trips	1.86	1.93	-3.8%	2.56	2.72	-5.7%	1.42	1.43	-0.5%
<b>TRAVEL METHOD</b>									
Group Tour	28,365	41,587	-31.8%	4,122	4,570	-9.8%	24,243	37,017	-34.5%
Package	371,617	375,128	-0.9%	80,554	80,886	-0.4%	291,063	294,242	-1.1%
Group Tour & Pkg	25,973	38,811	-33.1%	2,513	3,054	-17.7%	23,460	35,757	-34.4%
True Independent	225,730	210,332	7.3%	146,390	146,308	0.1%	79,340	64,023	23.9%
<b>ISLANDS VISITED</b>									
O'ahu	469,105	461,242	1.7%	106,431	110,124	-3.4%	362,674	351,118	3.3%
Maui County	157,611	154,277	2.2%	114,429	110,557	3.5%	43,182	43,720	-1.2%
...Maui	156,236	152,897	2.2%	113,382	109,503	3.5%	42,854	43,394	-1.2%
...Moloka'i *	2,813	3,336	-15.7%	2,207	2,601	-15.2%	606	735	-17.6%
...Lāna'i *	3,438	3,328	3.3%	2,814	2,623	7.3%	624	705	-11.5%
Kaua'i	70,229	66,651	5.4%	61,765	58,949	4.8%	8,463	7,702	9.9%
Hawai'i Island	78,519	77,313	1.6%	43,249	44,917	-3.7%	35,270	32,396	8.9%
...Hilo	30,345	28,011	8.3%	17,006	17,499	-2.8%	13,339	10,512	26.9%
...Kona	65,362	65,195	0.3%	37,782	38,894	-2.9%	27,580	26,300	4.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.66	5.62	0.6%	5.57	5.73	-2.8%	5.68	5.59	1.6%
Maui (days)	6.27	6.29	-0.3%	7.21	7.34	-1.8%	3.78	3.63	3.9%
Moloka'i (days)	2.58	2.72	-5.1%	2.93	3.04	-3.7%	1.32	1.58	-16.9%
Lāna'i (days)	2.45	1.93	27.0%	2.71	2.12	27.9%	1.28	1.22	4.4%
Kaua'i (days)	6.14	6.30	-2.6%	6.54	6.63	-1.4%	3.19	3.74	-14.7%
Hawai'i Island (days)	5.00	5.20	-3.9%	6.43	6.67	-3.6%	3.25	3.17	2.5%
...Hilo (days)	2.73	2.84	-4.1%	3.49	3.53	-1.2%	1.75	1.70	3.2%
...Kona (days)	4.74	4.95	-4.2%	5.79	6.11	-5.3%	3.31	3.22	2.6%
Statewide (days)	7.46	7.47	-0.2%	9.22	9.35	-1.5%	6.37	6.27	1.6%
<b>ACCOMMODATIONS</b>									
Hotel	533,004	515,427	3.4%	172,700	168,265	2.6%	360,304	347,162	3.8%
Hotel Only	497,887	481,613	3.4%	147,737	143,055	3.3%	350,150	338,557	3.4%
Condo	40,079	43,055	-6.9%	29,290	31,052	-5.7%	10,789	12,003	-10.1%
Condo Only	25,234	28,230	-10.6%	19,602	20,854	-6.0%	5,632	7,376	-23.6%
Timeshare	20,121	22,566	-10.8%	17,507	20,148	-13.1%	2,614	2,419	8.1%
Timeshare Only	14,113	15,579	-9.4%	12,346	14,255	-13.4%	1,767	1,324	33.5%
Rental House	20,415	21,328	-4.3%	17,677	18,028	-1.9%	2,738	3,300	-17.0%
Hostel	1,568	1,952	-19.7%	1,165	1,665	-30.0%	403	287	40.6%
Camp Site	2,548	2,938	-13.3%	2,273	2,676	-15.1%	275	262	5.1%
Private Room in Private Home**	3,039	NA	NA	1,660	NA	NA	1,379	NA	NA
Shared Room/Space in Private Home**	701	NA	NA	397	NA	NA	304	NA	NA
Bed & Breakfast	8,271	8,862	-6.7%	6,139	7,056	-13.0%	2,132	1,807	18.0%
Cruise Ship	5,558	6,415	-13.4%	4,413	4,988	-11.5%	1,145	1,427	-19.8%
Friends or Relatives	9,261	10,724	-13.6%	8,357	9,715	-14.0%	904	1,009	-10.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	599,740	588,236	2.0%	228,554	228,711	-0.1%	371,186	359,525	3.2%
....Vacation	45,280	50,940	-11.1%	29,882	34,591	-13.6%	15,398	16,349	-5.8%
....Honeymoon	599,740	588,236	2.0%	228,554	228,711	-0.1%	371,186	359,525	3.2%
....Get Married	43,977	47,590	-7.6%	14,482	15,779	-8.2%	29,495	31,811	-7.3%
MC&I (Net)	3,228	6,620	-51.2%	2,347	5,602	-58.1%	881	1,018	-13.4%
....Convention/Conf.	1,766	3,873	-54.4%	1,352	3,317	-59.3%	414	556	-25.5%
....Corp. Meetings	1,020	1,825	-44.1%	777	1,669	-53.5%	243	156	55.9%
....Incentive	1,166	2,551	-54.3%	942	1,985	-52.5%	224	566	-60.5%
Other Business	1,605	13,599	-88.2%	1,362	12,630	-89.2%	243	969	-74.9%
Visit Friends/Relatives	5,761	8,425	-31.6%	4,980	7,365	-32.4%	781	1,060	-26.3%
Government/Military	857	1,514	-43.4%	589	1,331	-55.8%	269	183	47.0%
Attend School	381	1,733	-78.0%	381	1,459	-73.9%	0	274	-100.0%
Sport Events	1,595	2,133	-25.2%	912	1,716	-46.9%	683	417	63.8%
Other purpose	7,419	9,743	-23.9%	2,306	3,305	-30.2%	5,113	6,438	-20.6%
Average Age	32	32	0.0%	35	36	-1.7%	31	31	1.0%

NA = Not applicable

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Source: Hawai'i Tourism Authority

**Table 38: Get Married Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	865,331	937,960	-7.7%	520,449	569,911	-8.7%	344,882	368,049	-6.3%
Total Visitors	103,376	109,921	-6.0%	53,484	55,991	-4.5%	49,892	53,930	-7.5%
<b>PARTY SIZE</b>									
One	7,330	7,914	-7.4%	6,415	6,800	-5.7%	915	1,114	-17.9%
Two	61,933	63,604	-2.6%	24,718	25,897	-4.6%	37,215	37,707	-1.3%
Three or more	34,113	38,403	-11.2%	22,350	23,294	-4.1%	11,762	15,109	-22.1%
Avg Party Size	2.24	2.27	-1.3%	2.23	2.23	0.1%	2.25	2.31	-2.7%
<b>VISIT STATUS</b>									
First-Time	51,874	54,439	-4.7%	19,486	19,667	-0.9%	32,388	34,773	-6.9%
Repeat	51,502	55,481	-7.2%	33,998	36,324	-6.4%	17,504	19,157	-8.6%
Average # of Trips	3.49	3.45	1.1%	4.69	4.71	-0.5%	2.21	2.15	2.9%
<b>TRAVEL METHOD</b>									
Group Tour	6,833	9,757	-30.0%	1,054	1,204	-12.5%	5,779	8,553	-32.4%
Package	47,580	53,030	-10.3%	11,468	12,697	-9.7%	36,113	40,333	-10.5%
Group Tour & Pkg	5,840	8,969	-34.9%	531	741	-28.3%	5,309	8,228	-35.5%
True Independent	54,803	56,102	-2.3%	41,493	42,830	-3.1%	13,309	13,272	0.3%
<b>ISLANDS VISITED</b>									
O'ahu	72,650	77,031	-5.7%	24,536	25,536	-3.9%	48,113	51,495	-6.6%
Mau'i County	28,763	29,985	-4.1%	23,492	23,829	-1.4%	5,271	6,157	-14.4%
...Mau'i	28,444	29,468	-3.5%	23,202	23,415	-0.9%	5,243	6,053	-13.4%
...Moloka'i *	694	870	-20.3%	622	722	-13.9%	72	148	-51.6%
...Lāna'i *	687	784	-12.5%	608	733	-17.0%	79	51	52.8%
Kaua'i	11,760	12,785	-8.0%	10,451	11,453	-8.7%	1,309	1,332	-1.8%
Hawai'i Island	13,208	14,823	-10.9%	8,805	10,172	-13.4%	4,403	4,651	-5.3%
...Hilo	4,725	4,701	0.5%	2,942	3,316	-11.3%	1,783	1,385	28.8%
...Kona	10,977	12,733	-13.8%	7,752	8,999	-13.9%	3,225	3,733	-13.6%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.47	6.42	0.8%	7.12	7.26	-2.0%	6.14	6.00	2.3%
Mau'i (days)	7.71	8.00	-3.6%	8.23	8.58	-4.1%	5.42	5.73	-5.4%
Moloka'i (days)	3.12	3.51	-11.0%	3.23	3.86	-16.3%	2.20	1.80	22.0%
Lāna'i (days)	2.92	2.71	7.5%	3.11	2.80	11.3%	1.39	1.51	-7.9%
Kaua'i (days)	7.48	7.92	-5.5%	7.83	8.08	-3.2%	4.74	6.51	-27.2%
Hawai'i Island (days)	6.33	6.83	-7.3%	7.85	8.46	-7.2%	3.28	3.26	0.8%
...Hilo (days)	3.35	3.98	-15.8%	4.19	5.03	-16.7%	1.98	1.49	33.0%
...Kona (days)	6.17	6.47	-4.7%	7.32	7.71	-4.9%	3.39	3.51	-3.4%
Statewide (days)	8.37	8.53	-1.9%	9.73	10.18	-4.4%	6.91	6.82	1.3%
<b>ACCOMMODATIONS</b>									
Hotel	77,084	82,884	-7.0%	31,016	32,240	-3.8%	46,068	50,644	-9.0%
Hotel Only	69,268	73,905	-6.3%	24,568	25,537	-3.8%	44,700	48,368	-7.6%
Condo	14,060	15,446	-9.0%	11,279	11,878	-5.0%	2,781	3,568	-22.0%
Condo Only	10,171	10,538	-3.5%	8,197	8,504	-3.6%	1,974	2,034	-3.0%
Timeshare	4,684	5,235	-10.5%	3,986	4,521	-11.8%	698	714	-2.2%
Timeshare Only	3,016	3,206	-5.9%	2,530	2,941	-14.0%	487	266	83.0%
Rental House	9,962	10,775	-7.5%	9,148	9,677	-5.5%	814	1,098	-25.9%
Hostel	695	733	-5.3%	605	509	18.9%	90	225	-60.1%
Camp Site	806	871	-7.4%	740	754	-1.8%	66	117	-43.8%
Private Room in Private Home**	524	NA	NA	319	NA	NA	204	NA	NA
Shared Room/Space in Private Home**	217	NA	NA	217	NA	NA	0	NA	NA
Bed & Breakfast	1,469	1,442	1.9%	1,149	1,236	-7.1%	320	206	55.5%
Cruise Ship	820	999	-17.9%	812	845	-4.0%	8	153	-94.7%
Friends or Relatives	5,057	5,247	-3.6%	4,533	4,791	-5.4%	523	456	14.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	103,376	109,921	-6.0%	53,484	55,991	-4.5%	49,892	53,930	-7.5%
.....Vacation	26,645	28,348	-6.0%	18,936	20,351	-7.0%	7,709	7,997	-3.6%
.....Honeymoon	43,977	47,590	-7.6%	14,482	15,779	-8.2%	29,495	31,811	-7.3%
...Get Married	103,376	109,921	-6.0%	53,484	55,991	-4.5%	49,892	53,930	-7.5%
MC&I (Net)	1,816	2,952	-38.5%	1,444	2,265	-36.2%	372	687	-45.9%
.....Convention/Conf.	999	1,745	-42.8%	885	1,283	-31.1%	114	462	-75.3%
.....Corp. Meetings	809	1,148	-29.5%	566	897	-36.9%	243	251	-2.9%
.....Incentive	723	1,541	-53.1%	709	1,172	-39.5%	14	369	-96.2%
Other Business	1,097	1,934	-43.3%	853	1,798	-52.5%	243	137	78.2%
Visit Friends/Relatives	3,798	4,814	-21.1%	3,549	4,514	-21.4%	249	300	-16.8%
Government/Military	488	1,214	-59.8%	488	777	-37.1%	0	437	-100.0%
Attend School	397	944	-58.0%	397	756	-47.5%	0	189	-100.0%
Sport Events	899	1,185	-24.2%	629	907	-30.6%	269	278	-3.3%
Other purpose	6,083	6,924	-12.1%	1,353	1,662	-18.6%	4,730	5,262	-10.1%
Average Age	38	37	2.1%	41	41	0.6%	35	34	3.2%

NA = Not applicable

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 39: Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	3,529,138	3,762,800	-6.2%	2,473,936	2,677,786	-7.6%	1,055,201	1,085,014	-2.7%
Total Visitors	485,194	498,771	-2.7%	305,460	322,721	-5.3%	179,734	176,050	2.1%
<b>PARTY SIZE</b>									
One	111,327	110,989	0.3%	79,112	81,406	-2.8%	32,214	29,583	8.9%
Two	181,951	195,693	-7.0%	143,187	150,532	-4.9%	38,764	45,161	-14.2%
Three or more	191,917	192,088	-0.1%	83,161	90,782	-8.4%	108,756	101,306	7.4%
Avg Party Size	2.01	2.00	0.6%	1.78	1.80	-1.0%	2.57	2.51	2.5%
<b>VISIT STATUS</b>									
First-Time	172,670	172,626	0.0%	92,993	97,149	-4.3%	79,677	75,476	5.6%
Repeat	312,524	326,145	-4.2%	212,467	225,571	-5.8%	100,057	100,574	-0.5%
Average # of Trips	4.36	4.36	-0.1%	5.15	5.07	1.7%	3.01	3.07	-2.0%
<b>TRAVEL METHOD</b>									
Group Tour	163,448	155,508	5.1%	44,148	50,204	-12.1%	119,300	105,304	13.3%
Package	175,049	180,636	-3.1%	73,844	81,863	-9.8%	101,205	98,773	2.5%
Group Tour & Pkg	110,848	109,699	1.0%	27,945	32,665	-14.4%	82,903	77,034	7.6%
True Independent	257,545	272,326	-5.4%	215,413	223,319	-3.5%	42,131	49,007	-14.0%
<b>ISLANDS VISITED</b>									
O'ahu	294,249	307,912	-4.4%	132,929	152,374	-12.8%	161,319	155,538	3.7%
Maui County	138,675	150,530	-7.9%	114,380	124,297	-8.0%	24,296	26,233	-7.4%
...Maui	135,411	148,109	-8.6%	111,550	122,463	-8.9%	23,861	25,646	-7.0%
...Moloka'i *	2,222	4,551	-51.2%	1,822	3,379	-46.1%	399	1,172	-65.9%
...Lāna'i *	4,648	4,588	1.3%	4,186	4,089	2.4%	461	500	-7.7%
Kaua'i	46,238	52,687	-12.2%	40,833	45,810	-10.9%	5,405	6,877	-21.4%
Hawai'i Island	95,346	90,971	4.8%	75,564	68,484	10.3%	19,782	22,487	-12.0%
...Hilo	23,091	25,470	-9.3%	14,997	16,570	-9.5%	8,093	8,900	-9.1%
...Kona	83,836	77,965	7.5%	68,492	60,823	12.6%	15,344	17,142	-10.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.49	5.69	-3.5%	6.00	6.17	-2.7%	5.07	5.22	-2.9%
Maui (days)	6.99	7.14	-2.1%	7.31	7.39	-1.1%	5.51	5.95	-7.3%
Moloka'i (days)	3.83	2.33	64.7%	4.24	2.58	64.0%	1.98	1.58	25.3%
Lāna'i (days)	4.54	2.44	86.5%	4.74	2.60	82.3%	2.80	1.11	151.1%
Kaua'i (days)	6.61	6.59	0.3%	6.96	6.93	0.5%	3.93	4.30	-8.6%
Hawai'i Island (days)	6.63	6.44	3.1%	7.27	7.25	0.4%	4.20	3.97	5.8%
...Hilo (days)	3.49	3.45	1.3%	4.52	4.32	4.6%	1.60	1.83	-12.7%
...Kona (days)	6.58	6.38	3.1%	7.03	6.98	0.7%	4.57	4.25	7.4%
Statewide (days)	7.27	7.54	-3.6%	8.10	8.30	-2.4%	5.87	6.16	-4.7%
<b>ACCOMMODATIONS</b>									
Hotel	438,043	442,592	-1.0%	267,702	280,367	-4.5%	170,341	162,226	5.0%
Hotel Only	405,115	403,336	0.4%	240,342	250,723	-4.1%	164,772	152,613	8.0%
Condo	33,396	40,476	-17.5%	24,866	27,520	-9.6%	8,530	12,956	-34.2%
Condo Only	18,777	22,343	-16.0%	13,294	14,649	-9.2%	5,483	7,694	-28.7%
Timeshare	10,407	14,881	-30.1%	8,958	12,111	-26.0%	1,449	2,769	-47.7%
Timeshare Only	5,631	7,361	-23.5%	4,697	6,113	-23.2%	933	1,248	-25.2%
Rental House	16,529	19,119	-13.5%	14,813	15,966	-7.2%	1,716	3,153	-45.6%
Hostel	3,127	4,386	-28.7%	2,349	3,180	-26.1%	778	1,206	-35.5%
Camp Site	2,010	3,456	-41.8%	1,663	2,899	-42.6%	348	557	-37.6%
Private Room in Private Home**	1,786	NA	NA	1,156	NA	NA	630	NA	NA
Shared Room/Space in Private Home**	743	NA	NA	527	NA	NA	216	NA	NA
Bed & Breakfast	4,840	7,599	-36.3%	4,020	5,845	-31.2%	820	1,754	-53.2%
Cruise Ship	1,999	4,692	-57.4%	1,789	4,009	-55.4%	210	684	-69.3%
Friends or Relatives	10,896	14,044	-22.4%	9,789	11,247	-13.0%	1,108	2,797	-60.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	133,802	145,299	-7.9%	104,117	112,154	-7.2%	29,685	33,145	-10.4%
....Vacation	131,701	140,681	-6.4%	102,658	108,456	-5.3%	29,042	32,225	-9.9%
....Honeymoon	3,228	6,620	-51.2%	2,347	5,602	-58.1%	881	1,018	-13.4%
...Get Married	1,816	2,952	-38.5%	1,444	2,265	-36.2%	372	687	-45.9%
MC&I (Net)	485,194	498,771	-2.7%	305,460	322,721	-5.3%	179,734	176,050	2.1%
....Convention/Conf.	231,194	263,556	-12.3%	182,861	198,049	-7.7%	48,332	65,507	-26.2%
....Corp. Meetings	80,552	81,764	-1.5%	72,414	71,360	1.5%	8,138	10,404	-21.8%
....Incentive	188,747	171,087	10.3%	63,072	67,181	-6.1%	125,675	103,907	21.0%
Other Business	8,558	12,181	-29.7%	7,705	10,387	-25.8%	853	1,794	-52.4%
Visit Friends/Relatives	8,354	8,985	-7.0%	7,598	8,391	-9.5%	756	594	27.3%
Government/Military	2,433	3,266	-25.5%	2,206	2,681	-17.7%	226	585	-61.3%
Attend School	788	2,176	-63.8%	760	1,415	-46.3%	28	761	-96.3%
Sport Events	1,590	2,345	-32.2%	1,325	1,823	-27.3%	265	522	-49.2%
Other purpose	2,976	3,603	-17.4%	2,338	2,818	-17.0%	638	785	-18.7%
Average Age	44	45	-1.5%	46	47	-1.1%	42	42	-1.9%

NA = Not applicable

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 40: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	8,331,431	8,326,325	0.1%	7,319,580	7,444,094	-1.7%	1,011,852	882,231	14.7%
Total Visitors	722,681	717,411	0.7%	637,769	638,926	-0.2%	84,912	78,485	8.2%
<b>PARTY SIZE</b>									
One	215,844	213,862	0.9%	193,642	194,750	-0.6%	22,201	19,112	16.2%
Two	264,486	264,567	0.0%	234,562	235,469	-0.4%	29,924	29,098	2.8%
Three or more	242,351	238,982	1.4%	209,565	208,707	0.4%	32,786	30,275	8.3%
Avg Party Size	1.76	1.76	0.1%	1.75	1.74	0.3%	1.87	1.91	-2.2%
<b>VISIT STATUS</b>									
First-Time	147,696	146,984	0.5%	124,832	126,000	-0.9%	22,864	20,984	9.0%
Repeat	574,984	570,427	0.8%	512,936	512,926	0.0%	62,048	57,501	7.9%
Average # of Trips	8.09	8.10	-0.1%	8.39	8.32	0.9%	5.80	6.29	-7.9%
<b>TRAVEL METHOD</b>									
Group Tour	8,644	10,529	-17.9%	5,104	5,110	-0.1%	3,539	5,419	-34.7%
Package	61,905	64,930	-4.7%	46,292	48,100	-3.8%	15,613	16,830	-7.2%
Group Tour & Pkg	4,678	4,862	-3.8%	2,226	2,198	1.3%	2,452	2,664	-8.0%
True Independent	656,810	646,814	1.5%	588,598	587,914	0.1%	68,212	58,899	15.8%
<b>ISLANDS VISITED</b>									
O'ahu	505,355	501,821	0.7%	433,869	435,158	-0.3%	71,486	66,663	7.2%
Mauie County	144,246	145,476	-0.8%	129,140	129,784	-0.5%	15,106	15,693	-3.7%
...Mauie	138,271	138,787	-0.4%	123,852	124,122	-0.2%	14,419	14,666	-1.7%
...Moloka'i *	7,476	7,413	0.9%	6,287	6,834	-8.0%	1,189	579	105.4%
...Lāna'i *	5,261	5,997	-12.3%	4,316	4,421	-2.4%	946	1,575	-40.0%
Kaua'i	74,310	76,633	-3.0%	68,883	69,832	-1.4%	5,427	6,801	-20.2%
Hawai'i Island	132,798	135,541	-2.0%	119,589	120,380	-0.7%	13,209	15,161	-12.9%
...Hilo	61,354	62,462	-1.8%	53,641	53,426	0.4%	7,713	9,036	-14.6%
...Kona	100,090	103,630	-3.4%	90,850	91,411	-0.6%	9,241	12,220	-24.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.48	9.45	0.3%	9.38	9.52	-1.4%	10.09	9.04	11.7%
Mauie (days)	9.97	10.01	-0.4%	10.01	10.15	-1.4%	9.56	8.75	9.3%
Moloka'i (days)	6.99	6.68	4.7%	7.02	7.05	-0.5%	6.87	2.28	202.2%
Lāna'i (days)	5.28	3.41	54.6%	4.90	4.15	18.0%	7.02	1.35	419.7%
Kaua'i (days)	9.53	9.40	1.4%	9.72	9.63	0.9%	7.15	7.07	1.1%
Hawai'i Island (days)	10.34	10.36	-0.1%	10.66	10.83	-1.6%	7.49	6.60	13.6%
...Hilo (days)	7.80	7.51	3.9%	8.16	8.13	0.4%	5.24	3.83	36.7%
...Kona (days)	8.94	9.02	-0.9%	9.21	9.51	-3.2%	6.34	5.35	18.4%
Statewide (days)	11.53	11.61	-0.7%	11.48	11.65	-1.5%	11.92	11.24	6.0%
<b>ACCOMMODATIONS</b>									
Hotel	198,585	194,720	2.0%	162,804	164,115	-0.8%	35,780	30,605	16.9%
Hotel Only	123,662	122,510	0.9%	98,600	101,439	-2.8%	25,062	21,071	18.9%
Condo	73,978	77,631	-4.7%	64,631	67,768	-4.6%	9,347	9,863	-5.2%
Condo Only	46,885	49,722	-5.7%	40,929	43,793	-6.5%	5,957	5,929	0.5%
Timeshare	30,106	32,964	-8.7%	27,497	29,118	-5.6%	2,609	3,846	-32.2%
Timeshare Only	16,181	18,454	-12.3%	14,760	16,323	-9.6%	1,421	2,131	-33.3%
Rental House	59,596	59,352	0.4%	54,294	53,852	0.8%	5,302	5,500	-3.6%
Hostel	5,774	5,390	7.1%	4,079	4,131	-1.3%	1,695	1,259	34.7%
Camp Site	7,248	8,290	-12.6%	6,476	6,877	-5.8%	772	1,413	-45.3%
Private Room in Private Home**	8,306	NA	NA	6,273	NA	NA	2,033	NA	NA
Shared Room/Space in Private Home**	2,848	NA	NA	2,146	NA	NA	702	NA	NA
Bed & Breakfast	8,498	8,867	-4.2%	7,552	7,440	1.5%	946	1,427	-33.7%
Cruise Ship	2,864	5,361	-46.6%	2,623	3,200	-18.0%	241	2,161	-88.8%
Friends or Relatives	444,214	438,403	1.3%	401,905	398,038	1.0%	42,309	40,365	4.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	255,719	263,188	-2.8%	225,944	234,444	-3.6%	29,775	28,744	3.6%
....Vacation	252,476	258,896	-2.5%	223,363	230,359	-3.0%	29,112	28,537	2.0%
....Honeymoon	5,761	8,425	-31.6%	4,980	7,365	-32.4%	781	1,060	-26.3%
...Get Married	3,798	4,814	-21.1%	3,549	4,514	-21.4%	249	300	-16.8%
MC&I (Net)	8,354	8,985	-7.0%	7,598	8,391	-9.5%	756	594	27.3%
....Convention/Conf.	5,492	5,640	-2.6%	4,891	5,275	-7.3%	601	365	64.6%
....Corp. Meetings	2,202	2,786	-21.0%	2,145	2,543	-15.6%	57	243	-76.6%
....Incentive	1,591	2,101	-24.3%	1,493	1,812	-17.6%	98	289	-66.1%
Other Business	14,985	17,943	-16.5%	14,672	17,066	-14.0%	313	877	-64.3%
Visit Friends/Relatives	722,681	717,411	0.7%	637,769	638,926	-0.2%	84,912	78,485	8.2%
Government/Military	3,087	4,212	-26.7%	2,777	3,539	-21.5%	310	673	-53.9%
Attend School	1,739	2,163	-19.6%	1,450	1,934	-25.0%	289	229	26.4%
Sport Events	4,662	4,660	0.1%	4,281	4,131	3.6%	381	529	-28.0%
Other purpose	18,505	19,468	-4.9%	16,426	16,743	-1.9%	2,078	2,725	-23.7%
Average Age	46	46	-0.2%	46	46	0.0%	47	48	-1.4%

NA = Not applicable

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.



**Table 41: Family Visitors Characteristics (Arrivals by Air)  
2016 vs. 2015**

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	20,055,996	19,444,782	3.1%	14,332,334	14,059,103	1.9%	5,723,662	5,385,679	6.3%
Total Visitors	2,308,936	2,228,799	3.6%	1,566,542	1,513,194	3.5%	742,394	715,604	3.7%
<b>PARTY SIZE</b>									
One	15,418	14,549	6.0%	15,384	14,465	6.3%	34	84	-59.4%
Two	133,960	128,296	4.4%	109,120	104,784	4.1%	24,841	23,512	5.7%
Three or more	2,159,558	2,085,953	3.5%	1,442,039	1,393,945	3.5%	717,519	692,009	3.7%
Avg Party Size	3.85	3.85	0.0%	3.70	3.70	-0.1%	4.23	4.23	0.1%
<b>VISIT STATUS</b>									
First-Time	675,706	647,365	4.4%	385,134	371,664	3.6%	290,571	275,701	5.4%
Repeat	1,633,230	1,581,434	3.3%	1,181,408	1,141,531	3.5%	451,822	439,903	2.7%
Average # of Trips	4.95	4.96	-0.3%	5.60	5.60	0.0%	3.58	3.62	-1.2%
<b>TRAVEL METHOD</b>									
Group Tour	109,603	131,333	-16.5%	29,459	29,299	0.5%	80,144	102,034	-21.5%
Package	653,539	652,401	0.2%	328,821	320,217	2.7%	324,718	332,184	-2.2%
Group Tour & Pkg	82,037	105,684	-22.4%	18,170	18,629	-2.5%	63,866	87,055	-26.6%
True Independent	1,627,830	1,550,749	5.0%	1,226,432	1,182,308	3.7%	401,399	368,441	8.9%
<b>ISLANDS VISITED</b>									
O'ahu	1,417,953	1,382,727	2.5%	718,544	705,619	1.8%	699,408	677,108	3.3%
Mauï County	681,267	646,405	5.4%	591,839	565,159	4.7%	89,428	81,246	10.1%
...Mauï	673,631	638,900	5.4%	585,530	559,467	4.7%	88,101	79,433	10.9%
...Moloka'i *	10,383	11,401	-8.9%	7,689	8,759	-12.2%	2,694	2,642	2.0%
...Lāna'i *	11,915	12,027	-0.9%	9,463	8,759	8.0%	2,453	3,269	-25.0%
Kaua'i	272,391	267,187	1.9%	248,612	242,945	2.3%	23,780	24,242	-1.9%
Hawai'i Island	368,346	356,531	3.3%	286,874	278,582	3.0%	81,472	77,950	4.5%
...Hilo	119,200	115,902	2.8%	83,881	81,594	2.8%	35,319	34,308	2.9%
...Kona	323,779	309,443	4.6%	256,350	248,371	3.2%	67,428	61,072	10.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.96	6.97	-0.2%	7.14	7.22	-1.1%	6.78	6.72	1.0%
Mauï (days)	7.89	7.92	-0.3%	8.20	8.30	-1.2%	5.83	5.20	12.0%
Moloka'i (days)	3.97	3.41	16.4%	4.74	4.10	15.6%	1.80	1.14	57.3%
Lāna'i (days)	3.30	2.61	26.5%	3.89	3.10	25.6%	1.01	1.30	-21.7%
Kaua'i (days)	7.82	7.75	1.0%	8.12	8.15	-0.4%	4.68	3.70	26.4%
Hawai'i Island (days)	7.20	7.30	-1.3%	8.04	8.17	-1.6%	4.27	4.21	1.4%
...Hilo (days)	3.67	3.79	-3.2%	4.42	4.44	-0.4%	1.90	2.26	-15.8%
...Kona (days)	6.84	6.99	-2.1%	7.55	7.70	-2.0%	4.16	4.10	1.4%
Statewide (days)	8.69	8.72	-0.4%	9.15	9.29	-1.5%	7.71	7.53	2.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,426,953	1,373,112	3.9%	862,657	822,899	4.8%	564,296	550,213	2.6%
Hotel Only	1,245,119	1,198,129	3.9%	732,500	696,391	5.2%	512,619	501,738	2.2%
Condo	458,594	448,285	2.3%	327,752	326,079	0.5%	130,842	122,205	7.1%
Condo Only	358,274	352,703	1.6%	262,770	261,565	0.5%	95,504	91,138	4.8%
Timeshare	231,051	233,191	-0.9%	178,448	181,722	-1.8%	52,603	51,469	2.2%
Timeshare Only	181,085	180,335	0.4%	138,880	142,218	-2.3%	42,205	38,117	10.7%
Rental House	216,542	199,232	8.7%	187,223	172,588	8.5%	29,319	26,644	10.0%
Hostel	4,844	4,472	8.3%	3,901	3,347	16.6%	943	1,125	-16.1%
Camp Site	6,230	8,435	-26.1%	5,398	5,902	-8.5%	832	2,533	-67.2%
Private Room in Private Home**	9,726	NA	NA	4,916	NA	NA	4,810	NA	NA
Shared Room/Space in Private Home**	2,371	NA	NA	1,470	NA	NA	901	NA	NA
Bed & Breakfast	12,593	11,051	14.0%	8,222	7,912	3.9%	4,370	3,139	39.2%
Cruise Ship	18,828	21,061	-10.6%	15,203	16,855	-9.8%	3,625	4,206	-13.8%
Friends or Relatives	148,189	145,483	1.9%	132,043	129,618	1.9%	16,146	15,865	1.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,084,414	2,004,785	4.0%	1,418,984	1,371,081	3.5%	665,430	633,705	5.0%
....Vacation	2,065,420	1,983,222	4.1%	1,405,729	1,357,095	3.6%	659,691	626,128	5.4%
....Honeymoon	17,023	20,367	-16.4%	11,082	12,700	-12.7%	5,941	7,667	-22.5%
....Get Married	14,240	16,473	-13.6%	12,017	12,936	-7.1%	2,223	3,537	-37.1%
MC&I (Net)	62,638	82,319	-23.9%	50,587	53,776	-5.9%	12,051	28,543	-57.8%
....Convention/Conf.	42,184	47,114	-10.5%	33,063	35,214	-6.1%	9,121	11,900	-23.4%
....Corp. Meetings	10,609	11,943	-11.2%	10,375	10,288	0.8%	234	1,655	-85.8%
....Incentive	12,140	26,349	-53.9%	9,444	10,692	-11.7%	2,696	15,656	-82.8%
Other Business	24,201	25,017	-3.3%	22,972	23,778	-3.4%	1,229	1,239	-0.8%
Visit Friends/Relatives	150,515	148,197	1.6%	130,689	131,259	-0.4%	19,826	16,938	17.0%
Government/Military	7,967	7,758	2.7%	5,726	5,787	-1.1%	2,242	1,971	13.7%
Attend School	6,315	4,617	36.8%	1,783	2,284	-22.0%	4,532	2,333	94.3%
Sport Events	17,765	16,146	10.0%	12,466	11,104	12.3%	5,299	5,042	5.1%
Other purpose	99,579	93,186	6.9%	40,065	36,501	9.8%	59,514	56,685	5.0%
Average Age	44	44	0.0%	44	44	-0.1%	44	44	0.4%

NA = Not applicable

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

**Table 42: Hotel-Only Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	34,498,033	33,486,784	3.0	21,531,351	20,802,748	3.5	12,966,682	12,684,036	-0.5
Total Visitors	4,803,345	4,656,465	3.2	2,742,043	2,633,121	4.1	2,061,302	2,023,344	1.9
<b>PARTY SIZE</b>									
One	599,744	581,099	3.2	485,235	469,240	0.6	114,509	111,859	-7.6
Two	2,032,958	1,991,912	2.1	1,104,683	1,063,966	2.6	928,275	927,946	-6.0
Three or more	2,170,643	2,083,454	4.2	1,152,126	1,099,915	9.0	1,018,518	983,539	3.0
Avg Party Size	2.25	2.25	0.4	2.07	2.07	1.7	2.55	2.53	2.2
<b>VISIT STATUS</b>									
First-Time	2,019,344	1,962,413	2.9	957,977	925,526	2.3	1,061,367	1,036,887	-3.4
Repeat	2,784,001	2,694,052	3.3	1,784,066	1,707,595	6.2	999,935	986,457	-0.3
Average # of Trips	4.00	4.00	0.0	4.77	4.78	1.4	2.98	2.99	2.8
<b>TRAVEL METHOD</b>									
Group Tour	546,479	586,472	-6.8	146,261	145,835	-2.3	400,217	440,638	-4.1
Package	2,207,752	2,216,644	-0.4	877,636	858,604	2.3	1,330,116	1,358,040	-7.7
Group Tour & Pkg	434,963	488,025	-10.9	104,570	104,370	-1.7	330,393	383,655	-7.2
True Independent	2,484,078	2,341,373	6.1	1,822,716	1,733,053	6.3	661,362	608,321	11.5
<b>ISLANDS VISITED</b>									
O'ahu	3,521,718	3,470,401	1.5	1,561,953	1,541,376	1.9	1,959,765	1,929,025	-1.9
Maui County	1,160,808	1,096,533	5.9	948,114	884,492	5.4	212,694	212,041	-5.1
...Maui	1,142,388	1,081,306	5.6	933,609	874,418	5.8	208,779	206,888	-6.0
...Moloka'i *	18,104	22,231	-18.6	12,122	14,340	4.4	5,981	7,891	42.1
...Lāna'i *	29,356	25,328	15.9	23,255	17,094	-31.4	6,101	8,234	30.3
Kaua'i	389,686	378,692	2.9	340,411	320,189	4.5	49,275	58,503	14.3
Hawai'i Island	649,341	638,335	1.7	447,918	432,003	7.1	201,424	206,333	-9.9
...Hilo	193,074	195,582	-1.3	112,759	109,509	3.5	80,315	86,073	-11.9
...Kona	543,205	527,403	3.0	391,365	375,959	7.9	151,840	151,444	-5.6
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.92	5.92	0.0	6.22	6.26	-0.2	5.69	5.65	2.0
Maui (days)	6.56	6.50	0.9	6.99	7.02	-0.4	4.61	4.32	1.0
Moloka'i (days)	2.57	2.43	5.8	3.16	2.96	0.9	1.37	1.46	10.4
Lāna'i (days)	3.49	2.40	45.1	3.99	2.88	-18.5	1.56	1.41	-25.1
Kaua'i (days)	6.10	5.99	1.9	6.49	6.47	-0.5	3.42	3.32	2.7
Hawai'i Island (days)	5.57	5.51	1.1	6.58	6.60	0.3	3.34	3.24	2.3
...Hilo (days)	3.00	2.86	5.0	3.92	3.79	-3.2	1.70	1.67	8.7
...Kona (days)	5.60	5.61	-0.3	6.40	6.48	0.8	3.52	3.47	-3.4
Statewide (days)	7.18	7.19	-0.1	7.85	7.90	-1.2	6.29	6.27	1.5
<b>ACCOMMODATIONS</b>									
Hotel Only	4,803,345	4,656,465	3.2	2,742,043	2,633,121	4.8	2,061,302	2,023,344	-1.9
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,964,443	3,835,371	3.4	2,233,303	2,142,049	5.5	1,731,140	1,693,321	-3.8
....Vacation	3,466,049	3,353,630	3.4	2,087,623	2,002,739	6.4	1,378,427	1,350,891	-3.1
....Honeymoon	497,887	481,613	3.4	147,737	143,055	-6.6	350,150	338,557	-6.6
....Get Married	69,268	73,905	-6.3	24,568	25,537	-14.9	44,700	48,368	5.3
MC&I (Net)	405,115	403,336	0.4	240,342	250,723	-1.8	164,772	152,613	28.6
....Convention/Conf.	179,251	197,957	-9.4	138,985	148,212	-2.6	40,266	49,745	27.7
....Corp. Meetings	65,492	65,620	-0.2	58,457	57,102	-4.9	7,035	8,518	-4.1
....Incentive	172,608	153,157	12.7	52,871	55,916	-1.1	119,737	97,241	35.0
Other Business	165,296	162,202	1.9	153,768	150,971	-1.7	11,528	11,231	-26.9
Visit Friends/Relatives	123,662	122,510	0.9	98,600	101,439	1.5	25,062	21,071	-18.6
Government/Military	68,194	64,473	5.8	59,499	56,268	3.6	8,695	8,205	30.5
Attend School	11,667	9,197	26.9	3,795	4,670	-33.0	7,872	4,527	216.4
Sport Events	52,928	54,140	-2.2	35,463	31,141	-20.9	17,464	22,998	-6.2
Other purpose	277,972	278,988	-0.4	95,844	84,093	14.0	182,127	194,895	-6.6
Avg of Age	44	44	0.3	45	45	0.1	42	42	1.7

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

**Table 43: Condo-Only Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	13,121,680	13,274,438	-1.2	9,682,478	9,884,127	-2.0	3,439,202	3,390,311	1.4
Total Visitors	1,181,576	1,180,114	0.1	876,142	871,308	0.6	305,435	308,805	-1.1
<b>PARTY SIZE</b>									
One	119,430	120,258	-0.7	99,537	99,472	0.1	19,893	20,786	-4.3
Two	463,327	456,190	1.6	361,330	358,249	0.9	101,997	97,941	4.1
Three or more	598,819	603,666	-0.8	415,274	413,588	0.4	183,544	190,078	-3.4
Avg Party Size	2.38	2.39	-0.3	2.29	2.29	0.1	2.67	2.70	-1.2
<b>VISIT STATUS</b>									
First-Time	233,314	239,656	-2.6	158,442	158,296	0.1	74,872	81,360	-8.0
Repeat	948,262	940,458	0.8	717,700	713,012	0.7	230,563	227,446	1.4
Average # of Trips	6.72	6.62	1.4	7.16	7.09	1.0	5.44	5.31	2.5
<b>TRAVEL METHOD</b>									
Group Tour	21,756	20,856	4.3	5,023	5,071	-1.0	16,734	15,785	6.0
Package	177,874	180,688	-1.6	113,355	116,076	-2.3	64,519	64,612	-0.1
Group Tour & Pkg	12,016	11,956	0.5	1,596	1,835	-13.0	10,421	10,121	3.0
True Independent	993,963	990,526	0.3	759,360	751,996	1.0	234,603	238,529	-1.6
<b>ISLANDS VISITED</b>									
O'ahu	363,210	369,751	-1.8	171,703	176,204	-2.6	191,507	193,547	-1.1
Maui County	590,991	583,404	1.3	486,519	475,757	2.3	104,471	107,647	-2.9
...Maui	585,478	578,015	1.3	481,693	471,069	2.3	103,785	106,947	-3.0
...Moloka'i *	8,548	9,551	-10.5	7,143	7,893	-9.5	1,405	1,658	-15.2
...Lāna'i *	7,231	7,658	-5.6	5,994	6,365	-5.8	1,237	1,293	-4.4
Kaua'i	175,793	174,367	0.8	158,390	158,838	-0.3	17,403	15,528	12.1
Hawai'i Island	171,289	176,547	-3.0	137,052	140,161	-2.2	34,237	36,386	-5.9
...Hilo	30,816	33,021	-6.7	22,393	23,007	-2.7	8,423	10,013	-15.9
...Kona	159,675	163,351	-2.3	129,599	132,374	-2.1	30,075	30,977	-2.9
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.25	9.28	-0.2	9.62	9.97	-3.5	8.92	8.64	3.2
Maui (days)	10.55	10.68	-1.2	10.16	10.38	-2.1	12.37	12.04	2.8
Moloka'i (days)	8.18	6.80	20.4	8.81	7.44	18.4	4.99	3.75	33.1
Lāna'i (days)	3.31	2.91	13.6	3.53	3.01	17.5	2.20	2.43	-9.4
Kaua'i (days)	9.82	9.82	0.0	9.84	9.92	-0.8	9.66	8.83	9.4
Hawai'i Island (days)	10.29	10.59	-2.8	10.90	11.31	-3.7	7.86	7.80	0.7
...Hilo (days)	3.98	4.19	-5.0	4.51	4.69	-3.9	2.59	3.05	-15.2
...Kona (days)	10.27	10.59	-3.1	10.74	11.16	-3.7	8.22	8.18	0.5
Statewide (days)	11.11	11.25	-1.3	11.05	11.34	-2.6	11.26	10.98	2.6
<b>ACCOMMODATIONS</b>									
...Condo Only	1,181,576	1,180,114	0.1	876,142	871,308	0.6	305,435	308,805	-1.1
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,091,513	1,088,682	0.3	811,596	806,516	0.6	279,917	282,166	-0.8
....Vacation	1,065,213	1,060,252	0.5	791,182	785,542	0.7	274,031	274,709	-0.2
....Honeymoon	25,234	28,230	-10.6	19,602	20,854	-6.0	5,632	7,376	-23.6
...Get Married	10,171	10,538	-3.5	8,197	8,504	-3.6	1,974	2,034	-3.0
MC&I (Net)	18,777	22,343	-16.0	13,294	14,649	-9.2	5,483	7,694	-28.7
....Convention/Conf.	12,426	15,046	-17.4	9,447	10,482	-9.9	2,980	4,564	-34.7
....Corp. Meetings	3,224	3,441	-6.3	2,907	2,995	-2.9	317	446	-29.0
....Incentive	3,547	4,536	-21.8	1,300	1,686	-22.9	2,246	2,850	-21.2
Other Business	22,217	25,201	-11.8	20,958	22,909	-8.5	1,259	2,292	-45.1
Visit Friends/Relatives	46,885	49,722	-5.7	40,929	43,793	-6.5	5,957	5,929	0.5
Government/Military	3,140	3,604	-12.9	2,616	3,367	-22.3	525	236	122.1
Attend School	2,785	4,224	-34.1	985	1,469	-32.9	1,800	2,755	-34.7
Sport Events	10,522	12,064	-12.8	7,789	8,458	-7.9	2,732	3,606	-24.2
Other purpose	40,704	39,192	3.9	23,243	22,190	4.7	17,462	17,002	2.7
Avg of Age	49	49	0.6	49	49	0.3	48	47	1.5

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

**Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	6,115,475	6,166,543	-0.8	5,035,873	5,145,601	-2.1	1,079,602	1,020,942	5.7
Total Visitors	621,816	626,356	-0.7	506,232	515,224	-1.7	115,584	111,132	4.0
<b>PARTY SIZE</b>									
One	52,586	53,078	-0.9	48,088	48,956	-1.8	4,498	4,122	9.1
Two	274,816	275,742	-0.3	235,312	238,537	-1.4	39,504	37,205	6.2
Three or more	294,413	297,536	-1.0	222,831	227,732	-2.2	71,583	69,804	2.5
Avg Party Size	2.37	2.38	-0.2	2.30	2.30	-0.1	2.79	2.84	-1.6
<b>VISIT STATUS</b>									
First-Time	97,636	100,447	-2.8	81,537	84,996	-4.1	16,098	15,451	4.2
Repeat	524,180	525,909	-0.3	424,694	430,228	-1.3	99,486	95,681	4.0
Average # of Trips	7.38	7.19	2.7	7.47	7.29	2.4	7.00	6.70	4.5
<b>TRAVEL METHOD</b>									
Group Tour	3,928	3,382	16.2	2,004	1,921	4.3	1,924	1,461	31.7
Package	49,423	51,949	-4.9	40,571	41,783	-2.9	8,853	10,166	-12.9
Group Tour & Pkg	1,084	856	26.7	491	566	-13.1	593	290	104.4
True Independent	569,549	571,882	-0.4	464,148	472,086	-1.7	105,401	99,796	5.6
<b>ISLANDS VISITED</b>									
O'ahu	216,948	216,988	0.0	129,868	136,669	-5.0	87,080	80,319	8.4
Maui County	221,970	226,744	-2.1	201,359	205,728	-2.1	20,611	21,016	-1.9
...Maui	220,036	224,556	-2.0	199,600	203,781	-2.1	20,436	20,775	-1.6
...Moloka'i *	3,080	3,100	-0.6	2,223	2,729	-18.5	857	371	131.0
...Lāna'i *	4,228	3,297	28.2	3,007	3,158	-4.8	1,221	139	777.7
Kaua'i	157,538	159,802	-1.4	147,119	149,387	-1.5	10,419	10,415	0.0
Hawai'i Island	111,754	108,918	2.6	91,600	90,862	0.8	20,154	18,057	11.6
...Hilo	17,584	19,488	-9.8	14,790	14,110	4.8	2,794	5,378	-48.0
...Kona	105,763	102,455	3.2	86,910	86,093	0.9	18,853	16,362	15.2
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.54	7.51	0.4	7.59	7.59	0.0	7.47	7.37	1.3
Maui (days)	9.29	9.30	-0.1	9.26	9.26	-0.1	9.58	9.63	-0.5
Moloka'i (days)	3.36	3.83	-12.2	3.87	3.67	5.5	2.05	5.04	-59.2
Lāna'i (days)	2.78	3.23	-13.9	3.41	3.24	5.1	1.22	2.88	-57.5
Kaua'i (days)	9.28	9.31	-0.3	9.30	9.28	0.2	9.02	9.73	-7.3
Hawai'i Island (days)	8.52	8.63	-1.3	8.90	8.96	-0.7	6.78	6.94	-2.3
...Hilo (days)	3.38	3.11	8.8	3.57	3.53	1.1	2.39	2.00	19.6
...Kona (days)	8.44	8.58	-1.6	8.78	8.88	-1.2	6.89	7.00	-1.6
Statewide (days)	9.83	9.85	-0.1	9.95	9.99	-0.4	9.34	9.19	1.7
<b>ACCOMMODATIONS</b>									
...Timeshare Only	621,816	626,356	-0.7	506,232	515,224	-1.7	115,584	111,132	4.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	601,398	606,005	-0.8	488,951	498,042	-1.8	112,447	107,963	4.2
....Vacation	588,148	592,011	-0.7	477,482	484,891	-1.5	110,666	107,120	3.3
....Honeymoon	14,113	15,579	-9.4	12,346	14,255	-13.4	1,767	1,324	33.5
....Get Married	3,016	3,206	-5.9	2,530	2,941	-14.0	487	266	83.0
MC&I (Net)	5,631	7,361	-23.5	4,697	6,113	-23.2	933	1,248	-25.2
....Convention/Conf.	2,871	4,323	-33.6	2,491	3,546	-29.8	380	777	-51.1
....Corp. Meetings	1,349	1,734	-22.2	1,296	1,712	-24.3	53	21	146.4
....Incentive	1,547	1,532	0.9	1,046	1,070	-2.2	500	463	8.2
Other Business	4,480	5,651	-20.7	4,378	5,548	-21.1	102	103	-1.0
Visit Friends/Relatives	16,181	18,454	-12.3	14,760	16,323	-9.6	1,421	2,131	-33.3
Government/Military	494	698	-29.2	494	603	-18.2	0	94	-100.0
Attend School	362	498	-27.3	211	458	-54.0	151	40	282.7
Sport Events	2,378	2,280	4.3	1,694	1,603	5.7	683	677	1.0
Other purpose	11,094	10,906	1.7	8,793	8,476	3.7	2,302	2,429	-5.2
Average Age	52	51	1.0	52	51	0.6	51	50	3.0

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

**Table 45: Rental House-Only Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	4,914,427	4,851,430	1.3	4,350,298	4,265,721	2.0	564,129	585,709	-3.7
Total Visitors	473,593	448,519	5.6	424,127	397,345	6.7	49,466	51,174	-3.3
<b>PARTY SIZE</b>									
One	68,456	65,071	5.2	63,164	59,048	7.0	5,293	6,024	-12.1
Two	157,847	151,609	4.1	142,666	135,243	5.5	15,182	16,366	-7.2
Three or more	247,289	231,838	6.7	218,298	203,055	7.5	28,991	28,784	0.7
Avg Party Size	2.30	2.30	0.3	2.28	2.28	0.1	2.54	2.48	2.6
<b>VISIT STATUS</b>									
First-Time	146,894	132,852	10.6	123,974	112,557	10.1	22,920	20,295	12.9
Repeat	326,699	315,667	3.5	300,153	284,788	5.4	26,546	30,879	-14.0
Average # of Trips	4.73	4.85	-2.6	4.96	5.08	-2.4	2.72	3.05	-11.0
<b>TRAVEL METHOD</b>									
Group Tour	4,609	4,820	-4.4	3,606	3,501	3.0	1,003	1,319	-24.0
Package	30,243	28,957	4.4	25,884	24,036	7.7	4,359	4,921	-11.4
Group Tour & Pkg	1,330	1,526	-12.8	875	1,068	-18.1	455	457	-0.4
True Independent	440,071	416,268	5.7	395,512	370,877	6.6	44,559	45,391	-1.8
<b>ISLANDS VISITED</b>									
O'ahu	207,432	195,633	6.0	179,322	166,074	8.0	28,110	29,560	-4.9
Maui County	108,198	100,166	8.0	94,698	86,579	9.4	13,500	13,587	-0.6
...Maui	105,283	96,939	8.6	91,928	83,480	10.1	13,355	13,460	-0.8
...Moloka'i *	3,267	3,745	-12.8	2,972	3,312	-10.3	295	433	-31.8
...Lāna'i *	2,408	2,701	-10.9	2,262	2,466	-8.3	146	235	-38.0
Kaua'i	101,980	102,106	-0.1	95,330	94,234	1.2	6,650	7,872	-15.5
Hawai'i Island	113,482	106,179	6.9	103,273	95,497	8.1	10,209	10,683	-4.4
...Hilo	36,894	34,755	6.2	32,881	29,986	9.7	4,013	4,768	-15.8
...Kona	96,715	89,949	7.5	88,036	80,642	9.2	8,679	9,308	-6.8
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.80	9.26	-5.0	8.74	9.27	-5.6	9.14	9.20	-0.6
Maui (days)	9.20	9.70	-5.1	9.06	9.58	-5.4	10.11	10.43	-3.1
Moloka'i (days)	6.32	6.19	2.2	6.49	6.74	-3.8	4.70	1.97	139.0
Lāna'i (days)	5.16	4.23	21.9	5.32	4.29	24.1	2.63	3.64	-27.8
Kaua'i (days)	9.39	9.53	-1.5	9.38	9.55	-1.8	9.42	9.19	2.5
Hawai'i Island (days)	9.97	10.30	-3.2	9.91	10.41	-4.8	10.55	9.30	13.4
...Hilo (days)	7.00	7.26	-3.6	7.08	7.74	-8.5	6.30	4.24	48.6
...Kona (days)	9.03	9.35	-3.5	8.98	9.45	-5.0	9.50	8.51	11.6
Statewide (days)	10.38	10.82	-4.1	10.26	10.74	-4.5	11.40	11.45	-0.4
<b>ACCOMMODATIONS</b>									
Rental House Only	473,593	448,519	5.6	424,127	397,345	6.7	49,466	51,174	-3.3
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	419,793	395,736	6.1	374,415	351,479	6.5	45,378	44,257	2.5
....Vacation	407,167	382,864	6.3	363,042	339,763	6.9	44,125	43,101	2.4
....Honeymoon	10,702	11,317	-5.4	9,536	10,082	-5.4	1,167	1,235	-5.5
...Get Married	6,265	6,767	-7.4	5,837	6,398	-8.8	428	369	16.0
MC&I (Net)	7,370	7,995	-7.8	6,672	6,870	-2.9	697	1,125	-38.0
....Convention/Conf.	4,905	5,329	-8.0	4,545	4,669	-2.7	360	660	-45.5
....Corp. Meetings	1,488	1,571	-5.3	1,480	1,467	0.9	7	104	-93.0
....Incentive	1,089	1,369	-20.4	759	927	-18.1	330	442	-25.3
Other Business	11,808	11,646	1.4	11,225	11,042	1.7	583	604	-3.4
Visit Friends/Relatives	34,123	35,957	-5.1	32,354	32,737	-1.2	1,769	3,219	-45.1
Government/Military	1,733	1,637	5.8	1,664	1,591	4.6	69	46	48.0
Attend School	1,481	2,164	-31.5	1,085	1,485	-26.9	396	679	-41.7
Sport Events	6,858	5,865	16.9	6,625	5,190	27.6	233	675	-65.4
Other purpose	18,844	19,269	-2.2	17,215	15,813	8.9	1,629	3,456	-52.9
Average Age	44	44	-1.2	44	44	-0.6	41	44	-7.5

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

**Table 46: Bed and Breakfast-Only Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Total Visitor Days	312,675	286,900	9.0	241,872	235,557	2.7	70,803	51,344	37.9
Total Visitors	32,593	28,939	12.6	25,308	23,622	7.1	7,285	5,318	37.0
<b>PARTY SIZE</b>									
One	7,240	7,332	-1.3	6,216	6,022	3.2	1,024	1,310	-21.8
Two	16,953	15,795	7.3	13,384	12,766	4.8	3,569	3,029	17.8
Three or more	8,400	5,812	44.5	5,708	4,833	18.1	2,692	979	175.0
Avg Party Size	1.84	1.73	6.0	1.76	1.73	1.7	2.15	1.74	24.1
<b>VISIT STATUS</b>									
First-Time	14,558	13,281	9.6	10,490	9,789	7.2	4,068	3,492	16.5
Repeat	18,035	15,659	15.2	14,817	13,833	7.1	3,217	1,826	76.2
Average # of Trips	3.82	3.77	1.5	4.03	4.18	-3.5	3.09	1.94	58.9
<b>TRAVEL METHOD</b>									
Group Tour	596	523	14.0	389	406	-4.2	207	117	76.9
Package	2,889	3,151	-8.3	2,432	2,063	17.9	457	1,088	-58.0
Group Tour & Pkg	390	243	60.4	183	158	15.4	207	85	144.2
True Independent	29,498	25,508	15.6	22,670	21,311	6.4	6,828	4,198	62.7
<b>ISLANDS VISITED</b>									
O'ahu	17,103	13,968	22.4	11,228	9,988	12.4	5,875	3,980	47.6
Maui County	9,552	8,819	8.3	8,082	7,747	4.3	1,470	1,072	37.1
...Maui	9,383	8,647	8.5	7,948	7,578	4.9	1,435	1,069	34.3
...Moloka'i *	311	307	1.3	270	294	-8.0	40	13	210.8
...Lāna'i *	159	204	-22.1	159	202	-21.3	0	2	-100.0
Kaua'i	4,691	4,792	-2.1	4,088	4,422	-7.6	603	370	62.9
Hawai'i Island	8,993	8,576	4.9	7,739	7,578	2.1	1,254	998	25.6
...Hilo	4,739	4,843	-2.1	4,062	4,069	-0.2	677	774	-12.5
...Kona	6,659	6,047	10.1	5,912	5,574	6.1	748	474	57.8
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.13	7.46	-4.4	6.88	7.17	-4.1	7.61	8.18	-7.0
Maui (days)	8.12	8.10	0.3	8.08	8.10	-0.3	8.37	8.10	3.3
Moloka'i (days)	4.34	4.34	0.0	4.11	4.28	-4.0	5.93	5.84	1.5
Lāna'i (days)	5.11	3.22	58.9	5.11	3.22	58.8	0	3.00	-100.0
Kaua'i (days)	7.50	7.58	-0.9	7.52	7.70	-2.3	7.43	6.15	20.8
Hawai'i Island (days)	8.59	8.68	-1.0	8.76	8.79	-0.3	7.50	7.78	-3.6
...Hilo (days)	5.78	6.20	-6.8	6.03	6.28	-4.0	4.28	5.78	-25.9
...Kona (days)	7.48	7.34	2.0	7.33	7.37	-0.6	8.69	6.94	25.2
Statewide (days)	9.59	9.91	-3.2	9.56	9.97	-4.2	9.72	9.66	0.7
<b>ACCOMMODATIONS</b>									
Bed & Breakfast	32,593	28,939	12.6	25,308	23,622	7.1	7,285	5,318	37.0
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	27,821	23,818	16.8	20,966	19,793	5.9	6,855	4,025	70.3
....Vacation	25,552	21,791	17.3	19,426	18,298	6.2	6,126	3,494	75.3
....Honeymoon	2,399	2,238	7.2	1,630	1,644	-0.8	769	594	29.4
...Get Married	538	364	47.9	285	307	-7.1	253	57	345.6
MC&I (Net)	1,072	872	22.9	739	805	-8.2	333	68	393.1
....Convention/Conf.	867	648	33.7	535	613	-12.7	332	35	846.2
....Corp. Meetings	94	157	-40.3	92	141	-35.0	2	15	-88.7
....Incentive	127	78	63.2	127	60	111.7	0	18	-100.0
Other Business	1,208	1,200	0.7	1,076	975	10.4	132	225	-41.4
Visit Friends/Relatives	2,885	2,887	-0.1	2,646	2,339	13.1	240	548	-56.2
Government/Military	173	161	7.6	152	141	7.5	21	19	8.8
Attend School	98	512	-80.9	98	96	2.3	0	416	-100.0
Sport Events	371	697	-46.7	333	296	12.5	38	401	-90.5
Other purpose	1,466	1,224	19.8	1,269	1,094	16.0	197	130	51.4
Average Age	42	43	-0.9	43	44	-1.2	39	38	3.2

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







**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air)  
2016 vs. 2015**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	711,868	676,221	5.3	454,620	433,291	4.9	257,248	242,930	5.9
FEB	685,557	653,652	4.9	446,494	420,485	6.2	239,063	233,167	2.5
MAR	775,981	767,989	1.0	526,556	518,204	1.6	249,425	249,785	-0.1
APR	677,378	667,787	1.4	459,231	460,032	-0.2	218,147	207,755	5.0
MAY	707,394	701,047	0.9	499,705	490,035	2.0	207,689	211,012	-1.6
JUN	798,095	776,972	2.7	573,953	563,332	1.9	224,142	213,640	4.9
JUL	832,486	815,600	2.1	592,692	576,263	2.9	239,794	239,337	0.2
AUG	775,621	757,539	2.4	521,453	506,339	3.0	254,168	251,200	1.2
SEPT	657,703	623,899	5.4	427,874	401,035	6.7	229,829	222,864	3.1
OCT	693,242	670,039	3.5	461,141	447,790	3.0	232,101	222,249	4.4
NOV	687,204	659,531	4.2	445,309	434,377	2.5	241,895	225,154	7.4
DEC	819,274	792,742	3.3	559,752	530,957	5.4	259,522	261,785	-0.9
TOTAL	8,821,802	8,563,018	3.0	5,968,779	5,782,140	3.2	2,853,023	2,780,878	2.6
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	433,868	405,600	7.0	220,906	205,248	7.6	212,962	200,353	6.3
FEB	413,384	400,686	3.2	214,691	201,519	6.5	198,693	199,166	-0.2
MAR	450,643	458,776	-1.8	246,036	250,627	-1.8	204,607	208,149	-1.7
APR	407,656	401,169	1.6	219,230	223,576	-1.9	188,426	177,593	6.1
MAY	449,777	447,537	0.5	256,080	250,902	2.1	193,696	196,635	-1.5
JUN	494,834	484,757	2.1	286,302	284,539	0.6	208,532	200,218	4.2
JUL	514,313	513,577	0.1	291,582	293,507	-0.7	222,731	220,071	1.2
AUG	495,518	489,423	1.2	260,981	254,465	2.6	234,536	234,957	-0.2
SEPT	432,533	413,826	4.5	216,232	204,588	5.7	216,301	209,238	3.4
OCT	435,330	429,361	1.4	218,039	223,753	-2.6	217,291	205,608	5.7
NOV	422,040	407,376	3.6	208,366	210,175	-0.9	213,674	197,202	8.4
DEC	497,335	487,824	1.9	275,117	265,850	3.5	222,218	221,974	0.1
TOTAL	5,447,229	5,339,912	2.0	2,913,562	2,868,749	1.6	2,533,667	2,471,163	2.5
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	96,331	97,695	-1.4	80,253	79,402	1.1	16,078	18,293	-12.1
FEB	88,315	86,270	2.4	74,563	74,233	0.4	13,752	12,037	14.2
MAR	96,535	103,457	-6.7	83,041	86,067	-3.5	13,494	17,390	-22.4
APR	93,001	93,008	0.0	80,531	79,994	0.7	12,471	13,013	-4.2
MAY	95,315	98,417	-3.2	87,981	88,854	-1.0	7,334	9,564	-23.3
JUN	114,323	110,805	3.2	103,811	100,979	2.8	10,512	9,826	7.0
JUL	119,871	116,421	3.0	110,241	106,688	3.3	9,630	9,733	-1.1
AUG	105,087	103,924	1.1	94,447	91,859	2.8	10,640	12,065	-11.8
SEPT	89,090	85,284	4.5	80,576	75,014	7.4	8,514	10,270	-17.1
OCT	93,992	91,860	2.3	84,382	82,376	2.4	9,610	9,484	1.3
NOV	87,342	82,979	5.3	76,562	73,388	4.3	10,779	9,591	12.4
DEC	108,067	103,632	4.3	94,190	89,440	5.3	13,877	14,192	-2.2
TOTAL	1,187,269	1,173,752	1.2	1,050,577	1,028,294	2.2	136,691	145,458	-6.0

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air) continued  
2016 vs. 2015**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	218,882	216,728	1.0	164,148	162,303	1.1	54,734	54,425	0.6
FEB	208,809	201,221	3.8	159,332	156,299	1.9	49,477	44,921	10.1
MAR	237,679	236,319	0.6	191,985	187,198	2.6	45,694	49,122	-7.0
APR	215,460	206,074	4.6	175,883	169,035	4.1	39,578	37,038	6.9
MAY	215,814	209,771	2.9	185,012	180,332	2.6	30,802	29,439	4.6
JUN	242,029	236,802	2.2	211,594	206,446	2.5	30,436	30,356	0.3
JUL	257,963	246,557	4.6	222,709	211,651	5.2	35,254	34,906	1.0
AUG	229,595	219,226	4.7	193,329	184,846	4.6	36,267	34,380	5.5
SEPT	197,719	179,692	10.0	164,678	151,390	8.8	33,041	28,301	16.7
OCT	209,872	193,491	8.5	175,803	164,694	6.7	34,069	28,797	18.3
NOV	200,238	197,550	1.4	165,229	156,339	5.7	35,009	41,211	-15.0
DEC	244,029	235,881	3.5	198,158	185,401	6.9	45,871	50,481	-9.1
<b>TOTAL</b>	<b>2,678,089</b>	<b>2,579,311</b>	<b>3.8</b>	<b>2,207,858</b>	<b>2,115,934</b>	<b>4.3</b>	<b>470,232</b>	<b>463,377</b>	<b>1.5</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	215,747	212,977	1.3	161,390	159,066	1.5	54,358	53,911	0.8
FEB	205,407	197,832	3.8	156,364	153,182	2.1	49,043	44,650	9.8
MAR	232,375	231,792	0.3	188,472	183,414	2.8	43,903	48,378	-9.2
APR	211,663	203,082	4.2	172,954	166,580	3.8	38,709	36,502	6.0
MAY	212,135	206,494	2.7	181,859	177,419	2.5	30,276	29,075	4.1
JUN	238,648	232,297	2.7	208,751	203,803	2.4	29,897	28,494	4.9
JUL	254,728	243,708	4.5	219,884	209,067	5.2	34,844	34,641	0.6
AUG	226,190	216,265	4.6	190,411	182,674	4.2	35,779	33,592	6.5
SEPT	194,517	177,153	9.8	162,313	149,506	8.6	32,204	27,647	16.5
OCT	206,507	191,102	8.1	172,866	162,577	6.3	33,641	28,526	17.9
NOV	196,946	194,885	1.1	162,366	154,218	5.3	34,580	40,668	-15.0
DEC	239,374	232,573	2.9	194,285	182,492	6.5	45,089	50,081	-10.0
<b>TOTAL</b>	<b>2,634,237</b>	<b>2,540,162</b>	<b>3.7</b>	<b>2,171,914</b>	<b>2,083,999</b>	<b>4.2</b>	<b>462,323</b>	<b>456,163</b>	<b>1.4</b>
MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	5,582	6,228	-10.4	4,272	5,083	-16.0	1,310	1,144	14.5
FEB	5,028	7,300	-31.1	3,833	6,136	-37.5	1,195	1,164	2.7
MAR	6,106	7,001	-12.8	3,733	5,698	-34.5	2,374	1,303	82.1
APR	4,398	4,100	7.3	3,444	3,309	4.1	954	791	20.6
MAY	4,693	4,960	-5.4	4,100	4,099	0.0	592	861	-31.2
JUN	4,831	6,893	-29.9	3,761	4,232	-11.1	1,070	2,661	-59.8
JUL	4,833	5,341	-9.5	4,067	4,094	-0.7	767	1,247	-38.5
AUG	4,937	5,158	-4.3	3,500	3,399	3.0	1,437	1,759	-18.3
SEPT	4,506	4,267	5.6	2,847	2,971	-4.2	1,659	1,296	28.0
OCT	4,237	4,054	4.5	3,502	3,387	3.4	735	667	10.3
NOV	4,032	3,921	2.8	3,246	3,043	6.7	786	878	-10.4
DEC	5,748	5,545	3.7	3,899	4,393	-11.2	1,849	1,152	60.5
<b>TOTAL</b>	<b>58,932</b>	<b>64,767</b>	<b>-9.0</b>	<b>44,203</b>	<b>49,843</b>	<b>-11.3</b>	<b>14,728</b>	<b>14,924</b>	<b>-1.3</b>
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	4,334	5,666	-23.5	3,347	4,452	-24.8	987	1,214	-18.7
FEB	4,150	6,342	-34.6	3,470	5,036	-31.1	681	1,307	-47.9
MAR	5,333	6,290	-15.2	4,162	5,216	-20.2	1,171	1,073	9.1
APR	6,086	4,774	27.5	4,279	3,784	13.1	1,807	990	82.6
MAY	5,827	5,280	10.4	4,634	4,180	10.9	1,193	1,100	8.4
JUN	5,127	6,402	-19.9	4,484	3,613	24.1	643	2,789	-76.9
JUL	5,054	4,099	23.3	4,332	3,548	22.1	722	550	31.2
AUG	6,147	4,567	34.6	4,412	3,101	42.3	1,735	1,466	18.4
SEPT	5,104	3,659	39.5	3,805	2,537	50.0	1,299	1,122	15.8
OCT	4,671	3,580	30.5	3,812	2,910	31.0	859	670	28.2
NOV	5,232	3,450	51.6	3,819	2,585	47.7	1,413	865	63.3
DEC	5,959	4,282	39.2	4,743	3,371	40.7	1,216	911	33.5
<b>TOTAL</b>	<b>63,024</b>	<b>58,390</b>	<b>7.9</b>	<b>49,299</b>	<b>44,334</b>	<b>11.2</b>	<b>13,725</b>	<b>14,057</b>	<b>-2.4</b>

**Table 49: Visitor Arrivals by Island and Month (Arrivals by Air) continued  
2016 vs. 2015**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	136,047	130,646	4.1	99,218	95,743	3.6	36,830	34,903	5.5
FEB	124,627	124,858	-0.2	90,783	91,102	-0.4	33,845	33,756	0.3
MAR	133,685	138,285	-3.3	101,646	105,160	-3.3	32,040	33,126	-3.3
APR	117,457	117,142	0.3	89,412	88,557	1.0	28,045	28,585	-1.9
MAY	114,173	116,589	-2.1	90,800	91,542	-0.8	23,373	25,047	-6.7
JUN	141,537	139,027	1.8	112,857	109,851	2.7	28,680	29,176	-1.7
JUL	148,112	148,574	-0.3	120,025	113,851	5.4	28,087	34,723	-19.1
AUG	132,884	130,351	1.9	99,176	99,391	-0.2	33,707	30,960	8.9
SEPT	111,355	101,424	9.8	81,153	73,943	9.8	30,202	27,481	9.9
OCT	121,281	115,229	5.3	93,064	89,167	4.4	28,216	26,062	8.3
NOV	113,824	109,178	4.3	88,030	83,824	5.0	25,793	25,355	1.7
DEC	154,960	143,670	7.9	121,576	112,072	8.5	33,384	31,598	5.7
<b>TOTAL</b>	<b>1,549,943</b>	<b>1,514,973</b>	<b>2.3</b>	<b>1,187,740</b>	<b>1,154,201</b>	<b>2.9</b>	<b>362,203</b>	<b>360,772</b>	<b>0.4</b>
HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	46,871	46,893	0.0	31,927	32,004	-0.2	14,944	14,889	0.4
FEB	40,858	43,486	-6.0	27,799	30,424	-8.6	13,059	13,062	0.0
MAR	42,468	50,160	-15.3	30,288	34,853	-13.1	12,181	15,308	-20.4
APR	43,517	42,681	2.0	31,479	29,320	7.4	12,038	13,361	-9.9
MAY	44,461	45,532	-2.4	33,203	33,366	-0.5	11,258	12,166	-7.5
JUN	52,054	50,243	3.6	37,688	36,261	3.9	14,366	13,983	2.7
JUL	51,874	54,643	-5.1	39,779	38,701	2.8	12,095	15,942	-24.1
AUG	47,938	46,841	2.3	34,233	33,719	1.5	13,705	13,121	4.4
SEPT	42,321	39,682	6.6	28,963	26,993	7.3	13,358	12,689	5.3
OCT	43,634	40,516	7.7	30,863	28,737	7.4	12,771	11,779	8.4
NOV	38,336	37,506	2.2	28,505	26,323	8.3	9,831	11,183	-12.1
DEC	56,192	53,579	4.9	41,633	38,707	7.6	14,559	14,872	-2.1
<b>TOTAL</b>	<b>550,524</b>	<b>551,764</b>	<b>-0.2</b>	<b>396,360</b>	<b>389,408</b>	<b>1.8</b>	<b>154,164</b>	<b>162,356</b>	<b>-5.0</b>
KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
JAN	116,621	111,285	4.8	86,832	83,265	4.3	29,789	28,020	6.3
FEB	107,073	106,516	0.5	79,291	79,007	0.4	27,782	27,509	1.0
MAR	114,227	117,783	-3.0	88,258	90,792	-2.8	25,970	26,992	-3.8
APR	100,828	99,853	1.0	78,566	77,588	1.3	22,263	22,265	0.0
MAY	96,978	98,272	-1.3	78,642	79,242	-0.8	18,335	19,030	-3.7
JUN	120,962	117,798	2.7	98,565	95,784	2.9	22,397	22,014	1.7
JUL	128,411	126,199	1.8	105,313	99,662	5.7	23,098	26,537	-13.0
AUG	113,258	111,612	1.5	86,290	86,553	-0.3	26,968	25,060	7.6
SEPT	94,851	84,935	11.7	70,366	63,409	11.0	24,485	21,527	13.7
OCT	102,969	98,348	4.7	80,961	78,147	3.6	22,009	20,201	8.9
NOV	98,667	94,005	5.0	77,446	73,833	4.9	21,221	20,172	5.2
DEC	131,135	121,415	8.0	104,894	96,109	9.1	26,242	25,306	3.7
<b>TOTAL</b>	<b>1,325,981</b>	<b>1,288,021</b>	<b>2.9</b>	<b>1,035,424</b>	<b>1,003,389</b>	<b>3.2</b>	<b>290,558</b>	<b>284,632</b>	<b>2.1</b>

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

**Table 50: Average Daily Census by Island and Month (Arrivals by Air)**  
2016

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>TOTAL</b>	102,021	94,847	99,080	90,483	96,215	113,959	114,871	109,258	93,293	90,865	91,754	114,557	101,006
Oahu	67,950	63,509	64,547	55,529	52,136	64,139	65,941	56,010	49,053	54,558	56,599	69,571	59,982
Maui County	66,031	62,025	62,932	54,366	50,959	62,908	64,771	54,707	47,992	53,302	55,184	67,781	58,599
....Maui	1,326	934	957	577	618	598	607	706	520	720	799	980	779
....Molokai	593	551	658	587	559	633	564	597	541	537	616	810	604
....Lānaʻi	28,102	24,831	24,686	22,565	22,096	29,173	29,200	24,094	21,028	22,112	22,046	28,031	24,842
Kauaʻi	40,781	34,468	33,082	26,935	25,088	33,913	33,908	28,914	26,156	27,867	29,425	41,416	31,845
Hawaiʻi Island	7,916	6,355	5,995	5,170	5,575	7,080	6,648	6,101	5,175	5,608	5,653	8,329	6,306
....Hilo	32,865	28,113	27,087	21,765	19,513	26,833	27,260	22,813	20,982	22,259	23,771	33,087	25,539
....Kona	238,854	217,655	221,395	195,512	195,534	241,184	243,920	218,276	189,531	195,402	199,823	253,576	217,675
<b>TOTAL DOM and INTL</b>	58,838	53,658	56,249	49,614	58,171	71,373	68,721	59,091	48,178	48,079	49,205	68,813	57,552
<b>DOMESTIC</b>	51,470	49,105	51,632	46,136	47,069	58,483	58,849	49,115	43,323	47,793	46,534	56,919	50,564
Oahu	49,943	47,805	50,378	45,113	45,984	57,335	57,761	48,076	42,399	46,646	45,251	55,343	49,365
Maui County	1,105	805	689	515	583	548	558	509	440	674	747	827	667
....Molokai	421	495	565	508	502	599	529	529	483	474	536	749	533
....Lānaʻi	23,756	21,586	21,478	20,083	21,284	27,542	27,957	22,754	19,930	21,081	20,349	25,079	22,755
Kauaʻi	32,950	27,566	27,009	22,244	22,465	30,214	30,490	24,477	22,215	24,327	25,212	35,570	27,082
Hawaiʻi Island	6,384	5,117	4,978	4,179	4,884	6,035	5,879	5,189	4,332	4,688	4,880	7,079	5,308
....Hilo	26,566	22,449	22,031	18,065	17,581	24,179	24,611	19,289	17,883	19,639	20,332	28,491	21,774
....Kona	167,013	151,915	156,369	138,077	148,989	187,612	186,016	155,437	133,647	141,280	141,301	186,381	157,953
<b>TOTAL DOMESTIC</b>	43,183	41,189	42,830	40,869	38,043	42,586	46,150	50,167	45,115	42,786	42,549	45,744	43,454
<b>INTERNATIONAL</b>	16,481	14,404	12,915	9,393	5,067	5,656	7,093	6,895	5,730	6,765	10,064	12,652	9,418
Oahu	16,087	14,220	12,554	9,252	4,974	5,573	7,009	6,631	5,593	6,656	9,932	12,438	9,234
Maui County	221	129	268	61	35	49	48	197	80	46	52	153	112
....Molokai	172	55	94	80	58	34	35	67	57	63	80	61	71
....Lānaʻi	4,346	3,245	3,207	2,482	812	1,630	1,243	1,340	1,097	1,031	1,696	2,952	2,088
Kauaʻi	7,831	6,902	6,073	4,692	2,623	3,699	3,418	4,437	3,941	3,540	4,213	5,847	4,763
Hawaiʻi Island	1,533	1,238	1,017	991	691	1,045	769	912	842	920	773	1,250	998
....Hilo	6,299	5,664	5,056	3,701	1,932	2,654	2,649	3,524	3,099	2,620	3,440	4,596	3,765
....Kona	71,841	65,740	65,026	57,435	46,545	53,572	57,904	62,839	55,884	54,121	58,522	67,195	59,723
<b>TOTAL INTL</b>													

**Table 51: Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air)  
2016**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Anchorage AK	52,675	25,600	15,009	14,445	682	270	5,875	12,740	3,110	11,689
Atlanta-Sandy Springs-Roswell GA	49,047	29,367	17,234	16,854	380	567	8,446	11,247	4,173	9,742
Austin-Round Rock TX	30,446	13,798	12,347	12,119	237	282	6,148	6,514	2,228	5,727
Bakersfield CA	14,461	6,584	5,113	5,053	76	85	2,302	2,471	755	2,136
Baltimore-Columbia-Towson MD	23,130	15,179	7,921	7,778	222	197	4,434	5,098	2,325	4,159
Bellingham WA	15,361	4,856	6,675	6,582	139	75	2,383	2,871	657	2,643
Boise City ID	24,462	9,526	8,746	8,626	190	172	4,751	5,012	1,430	4,544
Boston-Cambridge-Newton MA-NH	46,749	25,698	19,134	18,910	319	479	10,435	11,286	4,556	9,536
Bremerton-Silverdale WA	18,101	8,376	5,563	5,490	122	86	2,891	3,352	990	2,957
Charlotte-Concord-Gastonia NC-SC	15,381	8,790	6,147	6,039	121	210	3,057	3,721	1,443	3,199
Chicago-Naperville-Elgin IL-IN-WI	114,303	54,440	51,715	51,015	799	1,288	21,807	23,365	7,979	20,342
Cincinnati OH-KY-IN	16,667	9,561	6,921	6,827	137	150	3,566	4,008	1,705	3,406
Cleveland-Elyria OH	13,738	7,314	6,141	6,065	133	163	2,855	3,349	1,313	2,872
Colorado Springs CO	16,653	8,922	4,904	4,842	81	124	2,994	3,137	1,168	2,643
Dallas-Fort Worth-Arlington TX	97,797	49,025	40,355	39,804	624	1,019	16,888	17,237	5,970	14,879
Denver-Aurora-Lakewood CO	88,759	35,032	34,308	33,729	646	826	18,419	19,219	5,695	16,914
Detroit-Warren-Dearborn MI	32,299	16,744	14,875	14,696	258	291	6,637	7,335	2,655	6,400
Eugene OR	16,769	5,307	6,593	6,485	131	95	3,217	3,832	1,094	3,452
Fresno CA	22,373	9,684	8,860	8,755	131	184	3,488	3,623	1,199	3,106
Houston-The Woodlands-Sugar Land TX	68,102	39,546	24,176	23,809	434	625	11,970	13,876	5,537	11,741
Indianapolis-Carmel-Anderson IN	15,702	8,259	6,464	6,345	140	151	3,351	3,490	1,370	3,025
Kansas City MO-KS	23,834	12,003	9,399	9,245	152	316	4,581	4,971	1,831	4,343
Las Vegas-Henderson-Paradise NV	69,798	43,489	19,616	19,121	519	607	8,642	10,990	4,022	9,078
Los Angeles-Long Beach-Anaheim CA	616,949	285,729	217,750	214,261	3,231	4,565	99,512	101,319	28,069	88,797
Miami-Fort Lauderdale-West Palm Beach FL	29,236	18,284	11,697	11,507	249	389	5,696	7,534	3,398	6,454
Minneapolis-St. Paul-Bloomington MN-WI	61,794	28,170	25,374	25,005	497	511	12,181	14,186	4,311	12,606
Modesto CA	17,073	6,542	6,975	6,919	100	63	2,713	2,703	833	2,388
New York-Newark-Jersey City NY-NJ-PA	163,886	99,680	66,842	65,562	1,211	2,330	34,539	39,027	14,795	33,236
Ogden-Clearfield UT	25,587	12,495	8,037	7,872	175	210	5,793	3,830	1,175	3,448
Olympia-Tumwater WA	16,729	6,693	6,230	6,101	141	122	2,554	3,238	950	2,883
Orlando-Kissimmee-Sanford FL	16,974	10,771	5,996	5,891	128	193	3,013	3,748	1,472	3,276
Oxnard-Thousand Oaks-Ventura CA	47,308	18,243	18,021	17,781	280	382	9,578	8,177	2,166	7,322
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	42,377	25,075	17,477	17,196	409	394	9,007	10,296	4,300	8,665
Phoenix-Mesa-Scottsdale AZ	134,075	60,520	49,792	49,109	832	1,024	26,029	22,833	6,950	20,268
Pittsburgh PA	14,690	8,152	6,150	6,068	107	157	2,900	3,845	1,493	3,345
Portland-Vancouver-Hillsboro OR-WA	167,192	61,215	64,774	63,676	1,328	1,029	26,728	34,022	9,353	30,700
Provo-Orem UT	26,587	14,521	7,403	7,276	124	164	5,708	3,449	1,059	3,079
Reno NV	21,502	7,408	8,700	8,574	145	122	3,734	4,368	1,157	3,932
Riverside-San Bernardino-Ontario CA	122,358	58,177	42,138	41,567	652	888	19,787	20,105	6,098	17,425
Sacramento-Roseville--Arden-Arcade CA	137,091	51,503	57,897	57,086	1,034	981	23,585	21,265	5,801	18,977
Salem OR	16,669	6,518	6,420	6,303	148	89	2,688	3,365	959	2,971
Salinas CA	16,360	6,352	6,007	5,880	110	114	2,986	2,983	765	2,629
Salt Lake City UT	52,563	24,435	17,085	16,910	222	284	11,750	8,251	2,459	7,352
San Antonio-New Braunfels TX	22,699	14,470	6,531	6,385	215	243	3,322	4,219	1,682	3,529
San Diego-Carlsbad CA	193,664	88,323	61,763	60,683	1,147	1,343	37,470	33,763	9,961	30,080
San Francisco-Oakland-Hayward CA	478,987	198,255	184,119	181,618	2,502	3,196	73,698	79,835	21,379	70,853
San Jose-Sunnyvale-Santa Clara CA	191,957	78,990	76,862	76,119	906	1,164	28,391	31,323	8,797	27,998
San Luis Obispo-Paso Robles-Arroyo Grande CA	15,661	4,654	6,003	5,864	150	131	3,860	3,297	1,051	2,830
Santa Cruz-Watsonville CA	25,137	7,028	9,947	9,820	172	170	6,099	4,981	1,444	4,325
Santa Maria-Santa Barbara CA	20,521	7,724	7,104	6,982	103	143	4,599	3,924	1,141	3,487
Santa Rosa CA	36,215	10,697	14,891	14,655	276	252	7,314	7,282	1,949	6,572
Seattle-Tacoma-Bellevue WA	334,959	125,293	131,904	129,957	2,203	1,985	52,042	63,379	16,404	57,642
Spokane-Spokane Valley WA	23,764	7,939	10,009	9,842	202	204	3,952	4,586	1,088	4,209
St. Louis MO-IL	25,436	13,111	10,986	10,762	264	316	4,983	5,470	2,093	4,707
Stockton-Lodi CA	26,824	12,177	10,353	10,212	156	169	3,544	3,847	1,074	3,411
Tampa-St. Petersburg-Clearwater FL	18,163	11,412	6,479	6,386	181	200	3,420	4,443	1,873	3,804
Tucson AZ	22,319	9,906	7,703	7,560	190	198	4,734	4,743	1,646	4,122
Vallejo-Fairfield CA	26,521	12,629	9,516	9,381	144	169	3,656	3,885	1,203	3,337
Virginia Beach-Norfolk-Newport News VA-NC	16,699	12,999	3,647	3,576	113	116	2,344	2,693	1,247	2,134
Washington-Arlington-Alexandria DC-VA-MD-WV	85,859	57,713	25,724	25,160	701	763	14,343	18,153	7,671	14,733

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

**Table 52: Domestic U.S. Visitor Arrival Growth by Island and Top CBSA**  
**% change 2016 vs. 2015**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage AK	2.8	1.0	0.4	0.3	-6.4	-5.6	2.2	5.7	-1.3	6.2
Atlanta-Sandy Springs-Roswell GA	11.0	7.5	8.4	7.5	19.5	48.1	11.2	14.9	8.1	15.7
Austin-Round Rock TX	6.2	1.4	12.2	11.7	-11.9	6.5	4.1	1.8	-5.5	5.2
Bakersfield CA	-0.5	-0.3	0.4	1.0	-18.1	-43.7	-2.0	-4.4	-10.7	-3.0
Baltimore-Columbia-Towson MD	5.7	2.5	12.4	11.8	2.7	-1.0	13.9	4.3	6.9	2.8
Bellingham WA	6.5	-3.6	10.5	11.2	-12.2	-26.4	-0.3	19.4	9.2	20.6
Boise City ID	9.6	19.5	1.6	1.7	22.0	1.5	2.0	11.5	14.6	11.1
Boston-Cambridge-Newton MA-NH	7.7	6.8	11.5	11.8	-19.1	25.5	9.0	6.7	10.1	7.8
Bremerton-Silverdale WA	1.4	-3.4	5.1	5.6	7.4	8.1	0.8	4.8	5.2	5.3
Charlotte-Concord-Gastonia NC-SC	9.3	7.8	9.7	9.3	-2.0	40.4	8.1	10.6	0.3	12.1
Chicago-Naperville-Elgin IL-IN-WI	2.9	1.6	2.4	2.2	-25.2	11.6	3.7	0.7	-0.3	0.4
Cincinnati OH-KY-IN	11.7	12.3	8.9	9.3	-27.3	-7.2	7.5	10.3	13.2	9.8
Cleveland-Elyria OH	2.0	-1.4	2.3	2.7	-22.8	4.4	-1.8	0.5	-6.3	1.2
Colorado Springs CO	-2.3	-5.8	-0.8	0.4	-57.1	-20.7	-7.6	-1.4	6.4	-1.9
Dallas-Fort Worth-Arlington TX	8.2	11.3	6.1	5.8	-14.8	17.4	3.3	3.7	4.3	3.6
Denver-Aurora-Lakewood CO	5.0	1.9	5.0	4.7	-11.3	9.4	2.9	3.4	-3.6	2.5
Detroit-Warren-Dearborn MI	7.2	6.0	10.1	10.1	-21.5	-1.8	4.9	10.3	6.0	9.9
Eugene OR	2.4	-3.3	7.5	7.5	-6.0	-26.0	4.0	-1.0	-2.5	0.2
Fresno CA	8.7	6.8	15.1	15.0	9.1	35.7	9.4	2.7	18.8	0.3
Houston-The Woodlands-Sugar Land TX	-2.2	-2.0	-3.9	-4.0	-28.5	-1.9	-4.5	-5.7	-6.0	-6.0
Indianapolis-Carmel-Anderson IN	4.6	0.2	-0.1	-0.3	-26.9	15.0	11.1	5.5	8.1	7.7
Kansas City MO-KS	4.6	3.4	4.3	4.3	-4.3	22.8	9.3	5.3	11.0	5.2
Las Vegas-Henderson-Paradise NV	3.9	0.6	2.4	2.0	3.4	23.3	4.9	15.4	11.8	17.2
Los Angeles-Long Beach-Anaheim CA	2.4	-0.4	5.0	4.7	-10.7	33.0	2.6	4.8	2.4	5.5
Miami-Fort Lauderdale-West Palm Beach FL	6.6	8.0	2.9	2.6	-11.7	27.0	5.5	7.5	9.9	6.1
Minneapolis-St. Paul-Bloomington MN-WI	7.9	6.2	8.1	8.1	-11.8	-3.9	3.7	11.4	0.7	13.5
Modesto CA	11.4	17.0	12.8	13.0	-3.3	-22.6	6.9	2.3	17.3	1.3
New York-Newark-Jersey City NY-NJ-PA	7.7	6.4	7.9	7.5	-22.8	56.9	9.3	7.3	3.2	7.4
Ogden-Clearfield UT	1.9	-3.8	4.1	3.6	-10.9	43.2	1.0	17.3	9.9	20.7
Olympia-Tumwater WA	4.1	5.1	6.4	6.3	9.1	6.0	0.7	3.2	3.0	3.2
Orlando-Kissimmee-Sanford FL	4.5	3.6	-0.9	-1.0	-24.1	0.0	-2.3	-1.8	-15.6	3.4
Oxnard-Thousand Oaks-Ventura CA	3.0	-1.3	3.9	3.8	5.2	40.6	7.3	2.2	1.8	3.9
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	0.4	0.4	-0.2	-0.4	-12.3	-17.4	-1.6	-1.5	-0.2	-3.2
Phoenix-Mesa-Scottsdale AZ	5.2	3.3	4.5	4.6	-23.5	-11.5	6.4	2.8	-2.1	4.4
Pittsburgh PA	4.8	0.5	2.8	3.0	-56.1	0.1	-1.0	5.2	-8.1	7.2
Portland-Vancouver-Hillsboro OR-WA	4.8	4.7	5.6	5.7	-0.1	6.6	3.9	3.4	8.0	3.5
Provo-Orem UT	2.0	-2.2	4.0	3.9	-16.5	19.2	4.0	11.0	4.3	13.9
Reno NV	5.7	6.5	4.1	4.1	0.3	-18.9	7.6	0.5	-2.0	1.4
Riverside-San Bernardino-Ontario CA	6.2	4.3	6.0	6.0	2.2	20.3	5.9	12.2	14.4	11.9
Sacramento--Roseville--Arden-Arcade CA	6.0	5.5	6.6	6.4	11.6	24.9	4.5	4.1	-1.2	5.0
Salem OR	6.3	12.8	6.5	6.6	11.2	-24.9	9.3	-3.8	3.7	-5.6
Salinas CA	4.5	5.1	7.9	7.9	-19.0	-4.0	4.1	-2.2	-12.6	-1.3
Salt Lake City UT	3.2	2.9	-2.3	-1.9	-28.9	-20.4	3.2	10.4	-0.3	12.0
San Antonio-New Braunfels TX	2.4	2.5	0.7	0.5	12.0	33.6	-5.0	5.8	-0.1	6.7
San Diego-Carlsbad CA	3.1	1.4	1.2	1.1	-6.7	8.1	1.4	10.6	9.3	12.1
San Francisco-Oakland-Hayward CA	9.2	10.2	13.4	13.3	-7.3	28.8	2.7	0.9	6.3	0.2
San Jose-Sunnyvale-Santa Clara CA	6.5	8.5	7.6	7.6	-20.8	16.7	3.3	-0.9	0.1	-0.6
San Luis Obispo-Paso Robles-Arroyo Grande CA	8.4	3.2	12.8	12.4	5.0	20.5	8.1	5.5	14.1	1.4
Santa Cruz-Watsonville CA	5.2	6.7	12.2	12.3	-14.3	30.0	3.4	-4.3	-6.2	-5.8
Santa Maria-Santa Barbara CA	0.7	-6.7	5.6	5.6	-28.0	5.3	-1.1	3.0	7.4	3.0
Santa Rosa CA	8.5	12.9	6.5	6.3	-2.4	17.5	8.1	6.2	6.4	6.2
Seattle-Tacoma-Bellevue WA	4.1	1.0	6.6	6.4	-3.3	14.7	2.4	6.2	10.6	6.4
Spokane-Spokane Valley WA	0.9	-1.4	4.5	4.4	-12.4	18.4	-6.6	0.5	-3.2	0.6
St. Louis MO-IL	4.2	-1.2	9.4	8.9	6.9	16.2	0.7	4.1	-1.2	5.3
Stockton-Lodi CA	7.6	8.1	9.3	9.0	8.4	3.6	3.5	6.1	-2.2	8.7
Tampa-St. Petersburg-Clearwater FL	7.0	3.9	8.8	9.2	3.8	3.5	-0.2	8.1	1.9	9.0
Tucson AZ	5.6	1.8	5.4	5.3	11.0	56.3	7.1	11.2	7.3	11.6
Vallejo-Fairfield CA	11.1	12.2	11.9	11.6	13.1	22.0	9.5	10.0	28.9	8.2
Virginia Beach-Norfolk-Newport News VA-NC	6.7	7.5	-0.9	-0.7	-17.4	2.9	5.2	3.7	2.7	2.0
Washington-Arlington-Alexandria DC-VA-MD-WV	6.2	6.4	7.1	6.5	4.1	24.4	3.2	4.4	8.8	1.7

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

**Table 53: Domestic U.S. Visitor Arrivals by Island and State of Residence  
2016**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Alabama	21,021	13,566	6,661	6,523	163	219	3,634	4,530	1,956	3,857
Alaska	81,644	38,226	23,310	22,357	1,194	502	9,925	20,604	5,496	18,855
Arizona	175,945	79,462	63,819	62,856	1,186	1,388	34,830	31,501	9,903	27,814
Arkansas	14,120	8,108	5,003	4,918	119	140	2,474	3,229	1,272	2,777
California	2,095,908	892,836	777,904	766,720	11,763	14,600	348,805	351,674	98,728	310,453
Colorado	154,498	61,397	57,771	56,747	1,228	1,413	33,085	34,258	10,875	30,008
Connecticut	26,756	15,604	10,872	10,686	244	334	5,449	6,743	2,475	5,835
Delaware	5,269	3,278	2,096	2,054	60	48	1,045	1,281	555	1,070
Florida	114,345	72,719	41,148	40,413	1,012	1,352	22,021	28,440	12,349	24,357
Georgia	65,628	40,310	22,439	21,939	541	761	11,205	15,069	5,754	13,011
Idaho	49,040	18,560	17,559	17,264	414	359	9,871	10,370	2,837	9,437
Illinois	136,783	68,003	61,038	60,204	1,028	1,542	26,327	27,842	9,915	24,136
Indiana	41,097	22,657	16,535	16,210	396	397	8,060	9,103	3,651	7,803
Iowa	25,266	13,451	10,310	10,169	211	268	4,873	5,690	2,099	4,928
Kansas	25,007	12,592	10,010	9,841	184	310	5,042	5,054	1,988	4,391
Kentucky	19,431	11,490	7,583	7,455	216	199	3,571	4,421	1,895	3,730
Louisiana	18,227	11,316	6,560	6,422	171	200	3,373	3,773	1,807	3,207
Maine	8,123	4,540	2,615	2,556	68	62	1,653	1,909	777	1,571
Maryland	50,995	33,317	16,874	16,541	460	504	9,427	11,417	5,094	9,314
Massachusetts	58,487	32,161	23,775	23,486	409	621	12,801	14,013	5,689	11,865
Michigan	67,845	35,004	29,408	29,006	609	676	14,554	16,045	6,097	13,858
Minnesota	81,029	37,178	32,871	32,402	665	658	16,050	19,383	5,973	17,185
Mississippi	8,433	5,542	2,646	2,609	53	94	1,388	1,983	807	1,701
Missouri	46,433	24,486	18,551	18,192	420	562	8,638	10,057	3,832	8,633
Montana	26,037	8,881	9,353	9,159	248	179	5,704	6,268	1,697	5,670
Nebraska	19,122	9,609	7,524	7,422	132	181	3,642	4,242	1,511	3,726
Nevada	99,633	54,128	31,306	30,626	745	794	14,036	17,099	5,653	14,562
New Hampshire	10,142	5,827	3,803	3,733	91	90	2,211	2,327	1,042	1,920
New Jersey	72,318	44,444	31,105	30,536	600	964	15,675	17,519	6,914	14,946
New Mexico	25,700	11,897	8,204	8,055	243	183	5,793	5,767	2,197	4,896
New York	137,307	83,389	53,461	52,422	1,098	1,871	28,443	32,883	12,916	27,832
North Carolina	52,078	31,029	18,866	18,519	466	647	9,784	12,819	5,287	10,783
North Dakota	8,041	4,006	3,033	2,987	86	48	1,473	1,897	592	1,677
Ohio	69,642	39,139	29,375	28,931	609	828	14,510	17,087	7,170	14,582
Oklahoma	27,554	14,722	9,856	9,695	192	247	5,306	5,127	2,013	4,378
Oregon	223,210	77,648	85,985	84,379	1,885	1,400	38,588	48,235	13,336	43,468
Pennsylvania	71,528	42,767	28,735	28,269	709	785	14,835	17,979	7,665	15,213
Rhode Island	6,361	4,106	2,243	2,204	50	72	1,229	1,290	546	1,079
South Carolina	22,743	14,501	7,859	7,704	208	271	4,297	5,362	2,246	4,601
South Dakota	8,650	4,341	3,226	3,171	78	50	1,449	2,064	657	1,781
Tennessee	36,055	21,640	13,025	12,799	270	379	6,485	8,276	3,285	7,107
Texas	263,905	144,339	97,307	95,753	1,841	2,651	45,837	50,447	18,916	43,251
Utah	126,416	62,175	38,994	38,383	648	801	28,228	19,150	5,769	17,099
Vermont	5,245	2,535	1,842	1,785	62	48	1,187	1,303	591	1,016
Virginia	85,562	59,505	24,253	23,797	681	692	13,936	17,463	7,473	14,217
Washington	509,849	188,696	200,468	197,328	3,770	3,124	80,636	97,970	25,490	89,041
Washington, D.C.	10,571	6,582	3,298	3,209	81	107	2,004	2,324	947	1,874
West Virginia	5,863	3,979	1,794	1,765	40	46	845	1,226	502	1,043
Wisconsin	50,762	25,798	21,458	21,126	510	508	10,529	12,894	4,875	10,987
Wyoming	9,344	3,480	3,305	3,197	111	111	2,103	2,323	739	2,032

**Table 54: Domestic U.S. Visitor Arrival Growth by Island and State of Residence**  
**% change 2016 vs. 2015**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	14.1	8.1	21.1	21.1	-7.2	3.0	9.6	21.7	6.2	23.8
Alaska	2.3	1.7	0.0	-0.1	0.5	-4.6	-1.2	3.8	0.0	4.4
Arizona	5.4	3.2	5.1	5.3	-19.0	-4.9	6.5	3.8	-1.1	5.4
Arkansas	7.2	6.5	1.1	0.8	-15.1	-1.1	2.9	10.5	-6.6	15.4
California	5.5	4.3	7.6	7.4	-8.2	21.8	3.4	3.9	4.5	4.0
Colorado	3.9	0.8	5.4	5.3	-14.0	5.8	0.5	3.1	0.2	3.2
Connecticut	9.0	9.2	7.0	6.7	-4.5	52.2	2.1	10.1	2.6	12.5
Delaware	-7.1	-8.6	-5.2	-5.4	7.4	-36.2	-12.4	-10.2	-17.5	-11.8
Florida	6.5	6.2	3.2	2.9	-13.8	4.4	2.4	8.2	3.5	9.0
Georgia	9.9	6.0	8.5	7.9	-0.4	38.8	11.5	15.0	6.1	16.7
Idaho	4.9	8.3	3.4	3.5	7.5	-7.1	-0.4	4.4	2.0	4.4
Illinois	2.5	2.0	2.6	2.4	-21.4	15.1	2.9	-1.3	-1.8	-1.6
Indiana	3.1	1.5	-1.3	-1.6	-19.6	-6.9	1.7	2.4	-2.7	2.7
Iowa	-0.9	-0.1	0.9	1.2	-34.1	8.3	-5.7	-3.7	-1.9	-2.4
Kansas	0.5	-0.7	-2.9	-3.2	-18.9	14.2	8.6	-2.6	2.4	-1.7
Kentucky	4.9	3.3	2.5	2.3	2.5	-17.2	-1.9	7.8	0.1	7.6
Louisiana	-3.4	-2.6	-3.4	-3.8	-13.6	-13.2	-4.6	-12.6	-11.3	-11.7
Maine	6.8	4.1	6.4	6.0	-29.2	-6.1	1.8	7.7	-4.6	8.6
Maryland	4.3	1.5	8.6	8.2	-3.5	8.0	6.7	3.5	7.1	1.0
Massachusetts	8.4	8.0	10.5	10.8	-19.2	23.5	5.7	6.9	9.0	7.8
Michigan	4.4	3.2	5.2	5.4	-23.1	0.3	3.0	6.3	4.6	6.9
Minnesota	7.4	4.2	6.7	6.6	-18.2	-5.8	4.9	15.7	4.5	17.6
Mississippi	3.1	1.8	3.7	3.9	-42.5	29.3	19.5	27.0	5.0	34.2
Missouri	4.6	0.8	8.5	8.5	-4.4	15.3	1.5	3.6	1.3	4.4
Montana	1.6	1.0	-2.1	-1.9	-23.8	-21.8	-2.3	7.4	7.1	6.5
Nebraska	10.1	5.8	12.2	12.5	-30.5	4.2	6.8	11.0	7.1	12.0
Nevada	4.6	1.8	3.1	2.9	1.6	9.7	6.6	10.4	7.3	11.5
New Hampshire	6.3	5.7	10.7	10.5	-18.4	-18.3	7.0	3.6	10.7	5.4
New Jersey	3.3	2.1	3.3	2.7	-18.9	40.1	4.3	3.1	-0.5	3.0
New Mexico	2.0	-0.4	4.7	6.1	-22.3	-11.2	5.9	10.0	14.0	11.5
New York	8.2	6.7	8.1	7.8	-21.9	51.0	9.0	7.5	3.5	7.6
North Carolina	7.3	5.3	8.7	8.4	1.1	15.6	7.0	8.2	4.5	7.9
North Dakota	-1.3	-9.1	0.4	1.1	-14.3	-47.7	7.1	15.7	7.7	16.4
Ohio	5.7	3.5	6.9	7.1	-23.0	22.5	1.9	5.8	4.6	6.2
Oklahoma	2.6	2.5	-2.7	-2.9	-24.8	-16.4	10.0	-1.0	-5.0	-1.8
Oregon	4.9	4.6	5.6	5.6	-2.9	1.4	4.5	4.1	6.9	3.8
Pennsylvania	3.0	2.0	1.2	1.1	-16.3	6.3	2.2	-0.6	-1.9	-1.4
Rhode Island	5.0	4.3	8.3	7.9	-17.9	65.9	-0.7	-2.7	-10.8	0.6
South Carolina	8.7	8.9	5.7	5.8	21.3	12.7	10.1	12.5	8.9	13.0
South Dakota	7.6	7.5	5.7	6.0	-4.2	-34.9	-4.9	1.3	3.3	-1.6
Tennessee	7.7	6.9	1.8	1.4	-21.7	-3.3	2.3	6.8	-2.2	8.4
Texas	3.1	3.7	2.4	2.1	-14.3	13.1	-0.6	-0.3	-0.8	0.1
Utah	3.0	0.5	1.0	1.0	-18.8	1.0	3.8	11.1	2.8	13.9
Vermont	1.2	1.8	5.5	4.4	-9.5	11.9	-1.5	-1.6	1.1	-7.3
Virginia	6.9	7.9	5.7	5.7	-6.5	10.0	4.2	3.5	3.8	2.6
Washington	4.1	1.2	7.3	7.2	-0.1	10.5	1.7	4.5	7.8	4.6
Washington, D.C.	7.1	9.3	8.9	7.5	-5.8	37.2	3.6	6.8	19.5	2.7
West Virginia	4.0	10.1	-8.2	-8.0	-22.9	-38.8	-12.7	3.4	-11.6	3.8
Wisconsin	11.6	9.6	10.9	11.2	-20.4	16.4	3.1	15.5	13.3	14.4
Wyoming	-4.0	-8.8	-2.2	-3.0	4.4	5.0	-8.4	0.9	7.1	-1.8



**Table 55: Domestic U.S. Visitor Length of Stay (in days) by Island and State  
(Arrivals by Air)  
2016**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	10.06	7.61	7.39	4.36	3.37	7.02	7.33	3.82	6.68
Alaska	11.71	8.52	10.96	11.03	5.19	10.61	12.80	7.80	11.72
Arizona	9.43	7.27	8.39	4.88	4.42	8.19	8.12	4.70	7.52
Arkansas	10.00	7.13	8.01	3.08	2.97	7.35	7.76	4.50	6.96
California	8.67	7.00	7.97	4.84	4.03	8.13	8.12	5.14	7.57
Colorado	10.17	7.38	8.85	6.74	4.52	8.70	9.13	5.77	8.33
Connecticut	11.07	7.56	8.13	4.98	3.76	7.14	7.44	4.75	6.58
Delaware	11.35	7.55	8.29	5.56	4.06	7.91	7.20	3.82	6.64
Florida	10.55	7.48	7.64	4.58	3.94	6.40	7.14	4.18	6.21
Georgia	9.79	7.29	7.46	4.15	3.54	6.42	7.19	4.39	6.38
Idaho	10.09	7.90	8.94	7.00	4.62	8.95	9.72	5.26	9.10
Illinois	10.10	6.76	8.40	4.74	3.82	7.34	7.62	4.06	7.12
Indiana	10.37	7.12	8.34	6.16	4.12	7.16	7.48	4.05	6.83
Iowa	10.57	7.16	8.39	4.65	3.26	7.82	7.97	4.35	7.35
Kansas	9.81	6.96	8.12	4.18	3.77	7.53	7.49	3.93	6.84
Kentucky	10.41	7.33	7.84	4.44	3.49	6.74	7.67	4.64	6.73
Louisiana	9.72	7.25	7.17	4.15	3.23	6.33	7.01	3.95	6.02
Maine	12.18	9.21	9.09	9.62	3.04	9.09	9.44	6.71	8.15
Maryland	10.30	7.48	7.60	4.87	3.59	6.80	7.19	4.52	6.34
Massachusetts	10.94	7.29	8.36	3.93	3.58	7.55	7.73	4.71	6.88
Michigan	11.25	7.35	8.72	7.34	3.36	7.69	8.36	4.80	7.56
Minnesota	10.97	7.25	9.28	7.04	3.43	8.44	9.11	5.41	8.40
Mississippi	9.57	7.31	6.95	5.23	3.52	5.99	6.61	3.86	5.87
Missouri	9.97	7.07	8.15	5.06	3.87	7.21	7.47	4.14	6.87
Montana	10.92	7.69	9.80	8.87	4.28	9.41	11.11	5.90	10.51
Nebraska	10.09	6.93	8.28	4.20	4.53	7.67	8.38	4.89	7.56
Nevada	9.50	7.71	8.46	6.83	5.29	8.05	8.65	5.78	7.91
New Hampshire	11.74	7.94	9.17	5.30	4.26	8.14	8.47	5.11	7.49
New Jersey	10.42	6.65	7.51	4.34	3.98	6.51	6.85	3.86	6.25
New Mexico	10.35	7.47	8.81	7.04	2.63	8.81	9.19	5.72	8.26
New York	10.42	6.97	7.66	5.22	3.88	6.68	7.46	4.57	6.69
North Carolina	10.41	7.67	7.61	3.75	3.18	6.72	7.31	4.23	6.61
North Dakota	10.62	7.11	8.90	5.96	3.39	8.45	9.09	6.08	8.14
Ohio	10.53	6.87	8.03	4.65	3.25	6.83	7.48	4.20	6.70
Oklahoma	9.74	7.31	8.05	4.38	3.12	7.90	7.65	4.28	6.99
Oregon	9.99	7.69	9.32	7.82	4.44	9.25	9.69	5.69	9.01
Pennsylvania	10.81	7.29	7.84	4.74	3.99	6.76	7.39	4.27	6.58
Rhode Island	10.85	7.92	8.29	3.86	3.53	6.91	7.19	4.88	6.12
South Carolina	10.88	8.05	7.74	3.65	3.91	6.81	7.46	4.42	6.54
South Dakota	11.09	7.77	9.37	10.06	1.94	8.40	9.40	5.59	8.83
Tennessee	10.05	7.30	7.57	4.46	3.74	6.75	7.41	4.21	6.68
Texas	9.29	6.97	7.60	4.04	3.62	7.18	7.36	4.18	6.75
Utah	9.36	7.61	8.31	4.16	4.63	8.18	8.05	4.77	7.41
Vermont	12.02	8.17	10.14	6.62	6.59	9.56	9.34	6.69	8.08
Virginia	10.42	7.96	7.65	4.99	3.15	7.12	7.49	4.61	6.78
Washington	9.95	7.99	9.34	7.48	4.22	9.16	9.62	5.39	9.04
Washington D.C.	9.63	6.84	7.48	4.92	5.98	7.33	7.33	4.59	6.77
West Virginia	10.51	7.94	7.92	4.68	4.00	7.33	7.76	4.70	6.85
Wisconsin	11.01	7.04	8.71	5.75	3.37	7.81	8.24	4.56	7.65
Wyoming	10.62	7.81	9.15	6.84	3.32	8.83	9.94	6.05	9.16

**Table 56: O'ahu Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	36,968,064	36,420,503	1.5	21,064,065	21,038,028	0.1	15,904,000	15,382,475	3.4
VISITOR ARRIVALS	5,447,229	5,339,912	2.0	2,913,562	2,868,749	1.6	2,533,667	2,471,163	2.5
AVERAGE DAILY CENSUS	101,006	99,782	1.2	57,552	57,638	-0.1	43,454	42,144	3.1
TOTAL AIR SEATS	8,086,040	8,135,126	-0.6	4,654,463	4,692,921	-0.8	3,431,577	3,442,205	-0.3
ISLANDS VISITED									
O'ahu	5,447,229	5,339,912	2.0	2,913,562	2,868,749	1.6	2,533,667	2,471,163	2.5
O'ahu only	4,139,493	4,038,993	2.5	2,098,751	2,061,135	1.8	2,040,743	1,977,858	3.2
Kaua'i	388,633	399,063	-2.6	295,456	296,760	-0.4	93,177	102,302	-8.9
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	751,234	755,705	-0.6	496,405	496,157	0.0	254,829	259,548	-1.8
Maui	731,403	736,286	-0.7	482,719	482,391	0.1	248,684	253,896	-2.1
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	33,278	38,100	-12.7	21,201	25,264	-16.1	12,077	12,836	-5.9
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	30,019	32,452	-7.5	19,095	19,905	-4.1	10,924	12,548	-12.9
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	642,006	643,209	-0.2	365,017	367,711	-0.7	276,989	275,498	0.5
Kona side	505,760	501,717	0.8	292,495	294,285	-0.6	213,265	207,433	2.8
Hilo side	327,799	337,646	-2.9	190,917	195,137	-2.2	136,882	142,509	-3.9
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	1,307,736	1,300,919	0.5	814,811	807,614	0.9	492,924	493,305	-0.1
NI only	0	0	0.0	0	0	0.0	0	0	0.0
Oahu & NI	1,307,736	1,300,919	0.5	814,811	807,614	0.9	492,924	493,305	-0.1
Any one island only	4,139,493	4,038,993	2.5	2,098,751	2,061,135	1.8	2,040,743	1,977,858	3.2
Multiple Islands	1,307,736	1,300,919	0.5	814,811	807,614	0.9	492,924	493,305	-0.1
Avg. Islands Visited	1.34	1.35	-0.8	1.41	1.42	-0.7	1.25	1.27	-1.0
Average Length of Stay on O'ahu	6.79	6.82	-0.5	7.23	7.33	-1.4	6.28	6.22	0.8
ACCOMMODATIONS									
Plan to stay in Hotel	4,007,366	3,934,655	1.8	1,886,827	1,863,768	1.2	2,120,539	2,070,887	2.4
Hotel only	3,521,718	3,470,401	1.5	1,561,953	1,541,376	1.3	1,959,765	1,929,025	1.6
Plan to stay in Condo	558,705	556,733	0.4	279,318	285,420	-2.1	279,386	271,314	3.0
Condo only	363,210	369,751	-1.8	171,703	176,204	-2.6	191,507	193,547	-1.1
Plan to stay in Timeshare	309,755	313,694	-1.3	196,529	204,601	-3.9	113,226	109,092	3.8
Timeshare only	216,948	216,988	0.0	129,868	136,669	-5.0	87,080	80,319	8.4
Cruise Ship	113,214	128,157	-11.7	93,417	102,968	-9.3	19,797	25,190	-21.4
Friends/Relatives	524,942	515,801	1.8	454,329	446,007	1.9	70,613	69,793	1.2
Bed & Breakfast	52,654	50,243	4.8	34,841	34,597	0.7	17,813	15,646	13.9
Rental House	332,963	306,550	8.6	268,956	249,092	8.0	64,007	57,459	11.4
Hostel	43,564	46,166	-5.6	28,882	29,007	-0.4	14,682	17,159	-14.4
Camp Site, Beach	24,629	26,324	-6.4	18,735	19,542	-4.1	5,894	6,782	-13.1
Private Room in Private Home**	44,417	NA	NA	18,465	NA	NA	25,952	NA	NA
Shared Room/Space in Private Home**	11,717	NA	NA	6,441	NA	NA	5,276	NA	NA
Other	80,461	79,144	1.7	62,843	64,759	-3.0	17,618	14,385	22.5
PURPOSE OF TRIP									
Pleasure (Net)	4,371,872	4,286,972	2.0	2,232,178	2,205,799	1.2	2,139,694	2,081,174	2.8
Honeymoon/Get Married	506,122	499,790	1.3	124,465	128,200	-2.9	381,657	371,590	2.7
Honeymoon	469,105	461,242	1.7	106,431	110,124	-3.4	362,674	351,118	3.3
Get Married	72,650	77,031	-5.7	24,536	25,536	-3.9	48,113	51,495	-6.6
Pleasure/Vacation	3,902,814	3,827,385	2.0	2,128,198	2,101,059	1.3	1,774,616	1,726,327	2.8
Mtgs/Conventions/Incentive	294,249	307,912	-4.4	132,929	152,374	-12.8	161,319	155,538	3.7
Conventions	124,326	157,028	-20.8	86,467	104,247	-17.1	37,860	52,781	-28.3
Corporate Meetings	40,001	41,635	-3.9	34,764	33,812	2.8	5,237	7,823	-33.1
Incentive	136,728	116,648	17.2	16,832	19,468	-13.5	119,896	97,179	23.4

**Table 56: O‘ahu Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

O‘AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	179,443	179,266	0.1	165,406	164,153	0.8	14,037	15,113	-7.1
Visit Friends/Rel.	505,355	501,821	0.7	433,869	435,158	-0.3	71,486	66,663	7.2
Gov't/Military	87,074	79,905	9.0	73,958	69,425	6.5	13,117	10,479	25.2
Attend School	23,850	21,598	10.4	10,248	11,510	-11.0	13,601	10,089	34.8
Sport Events	63,157	62,570	0.9	40,881	33,636	21.5	22,276	28,935	-23.0
Other	340,798	335,169	1.7	127,426	113,242	12.5	213,372	221,927	-3.9
<b>TRAVEL STATUS</b>									
% First Timers ***	41.7	41.7	0.1	36.3	36.3	0.0	48.0	47.9	0.1
% Repeaters ***	58.3	58.3	-0.1	63.7	63.7	0.0	52.0	52.1	-0.1
Average # of Trips	4.41	4.43	-0.4	5.25	5.24	0.1	3.45	3.48	-0.9
Group Tour	547,354	586,432	-6.7	129,999	129,003	0.8	417,355	457,429	-8.8
Non-Group	4,899,876	4,753,480	3.1	2,783,564	2,739,746	1.6	2,116,312	2,013,734	5.1
Package Trip	2,041,983	2,079,133	-1.8	648,255	658,880	-1.6	1,393,729	1,420,253	-1.9
No Package	3,405,246	3,260,779	4.4	2,265,308	2,209,870	2.5	1,139,938	1,050,910	8.5
Net True Independent	3,286,995	3,156,633	4.1	2,227,280	2,172,496	2.5	1,059,715	984,137	7.7
Ave. Age of Party Head	44	44	-0.2	45	45	-0.4	43	43	0.8
Ave. Party Size	2.21	2.20	0.8	1.98	1.97	0.8	2.57	2.54	1.1

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 57: Maui County Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	21,953,505	21,247,096	3.3	18,506,578	17,948,613	3.1	3,446,927	3,298,484	4.5
VISITOR ARRIVALS	2,678,089	2,579,311	3.8	2,207,858	2,115,934	4.3	470,232	463,377	1.5
AVERAGE DAILY CENSUS	59,982	58,211	3.0	50,564	49,174	2.8	9,418	9,037	4.2
TOTAL AIR SEATS	2,334,832	2,271,354	2.8	2,124,832	2,069,804	2.7	210,000	201,550	4.2
<b>ISLANDS VISITED</b>									
O'ahu	751,234	755,705	-0.6	496,405	496,157	0.0	254,829	259,548	-1.8
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	303,324	312,060	-2.8	247,146	248,339	-0.5	56,178	63,721	-11.8
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	2,678,089	2,579,311	3.8	2,207,858	2,115,934	4.3	470,232	463,377	1.5
Maui	2,634,237	2,540,162	3.7	2,171,914	2,083,999	4.2	462,323	456,163	1.4
Maui only	1,683,204	1,597,116	5.4	1,491,887	1,414,007	5.5	191,317	183,109	4.5
Moloka'i *	58,932	64,767	-9.0	44,203	49,843	-11.3	14,728	14,924	-1.3
Moloka'i only *	7,696	7,726	-0.4	6,909	6,994	-1.2	787	732	7.6
Lāna'i *	63,024	58,390	7.9	49,299	44,334	11.2	13,725	14,057	-2.4
Lāna'i only *	9,910	5,591	77.3	9,242	5,193	78.0	668	398	67.7
Hawai'i Island	356,553	361,053	-1.2	266,621	269,088	-0.9	89,932	91,965	-2.2
Kona side	301,097	303,470	-0.8	225,992	226,900	-0.4	75,105	76,570	-1.9
Hilo side	203,090	215,178	-5.6	145,639	152,071	-4.2	57,451	63,107	-9.0
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	2,678,089	2,579,311	3.8	2,207,858	2,115,934	4.3	470,232	463,377	1.5
NI only	1,926,856	1,823,606	5.7	1,711,453	1,619,777	5.7	215,403	203,829	5.7
Oahu & NI	751,234	755,705	-0.6	496,405	496,157	0.0	254,829	259,548	-1.8
Any one island only	1,700,811	1,610,433	5.6	1,508,038	1,426,194	5.7	192,772	184,239	4.6
Multiple Islands	977,279	968,878	0.9	699,819	689,740	1.5	277,459	279,138	-0.6
Avg. Islands Visited	1.56	1.59	-1.9	1.48	1.51	-1.6	1.90	1.94	-2.4
Average Length of Stay on Maui County	8.20	8.24	-0.5	8.38	8.48	-1.2	7.33	7.12	3.0
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	1,490,172	1,419,474	5.0	1,198,836	1,132,112	5.9	291,336	287,362	1.4
Hotel only	1,160,808	1,096,533	5.9	948,114	884,492	7.2	212,694	212,041	0.3
Plan to stay in Condo	764,769	752,852	1.6	612,424	600,766	1.9	152,346	152,085	0.2
Condo only	590,991	583,404	1.3	486,519	475,757	2.3	104,471	107,647	-2.9
Plan to stay in Timeshare	296,866	303,829	-2.3	265,900	272,562	-2.4	30,967	31,266	-1.0
Timeshare only	221,970	226,744	-2.1	201,359	205,728	-2.1	20,611	21,016	-1.9
Cruise Ship	99,976	113,864	-12.2	81,631	90,252	-9.6	18,346	23,612	-22.3
Friends/Relatives	166,672	163,475	2.0	146,437	142,251	2.9	20,236	21,225	-4.7
Bed & Breakfast	37,799	40,597	-6.9	29,481	31,205	-5.5	8,319	9,392	-11.4
Rental House	184,413	167,193	10.3	152,953	140,170	9.1	31,460	27,023	16.4
Hostel	25,312	23,257	8.8	17,302	16,533	4.7	8,010	6,725	19.1
Camp Site, Beach	19,567	18,406	6.3	14,105	14,297	-1.3	5,462	4,109	32.9
Private Room in Private Home**	19,861	NA	NA	10,124	NA	NA	9,737	NA	NA
Shared Room/Space in Private Home**	4,960	NA	NA	3,143	NA	NA	1,817	NA	NA
Other	29,872	29,654	0.7	23,703	25,243	-6.1	6,169	4,412	39.8
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,402,734	2,305,646	4.2	1,978,006	1,886,762	4.8	424,727	418,884	1.4
Honeymoon/Get Married	177,256	174,075	1.8	130,739	126,900	3.0	46,516	47,176	-1.4
Honeymoon	157,611	154,277	2.2	114,429	110,557	3.5	43,182	43,720	-1.2
Get Married	28,763	29,985	-4.1	23,492	23,829	-1.4	5,271	6,157	-14.4
Pleasure/Vacation	2,246,941	2,154,555	4.3	1,866,124	1,780,103	4.8	380,817	374,452	1.7
Mtgs/Conventions/Incentive	138,675	150,530	-7.9	114,380	124,297	-8.0	24,296	26,233	-7.4
Conventions	71,040	84,854	-16.3	60,579	69,333	-12.6	10,462	15,522	-32.6
Corporate Meetings	28,837	30,222	-4.6	26,571	27,138	-2.1	2,266	3,084	-26.5
Incentive	45,203	43,656	3.5	32,952	34,670	-5.0	12,251	8,987	36.3

**Table 57: Maui County Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	58,936	62,118	-5.1	55,807	58,636	-4.8	3,129	3,482	-10.1
Visit Friends/Rel.	144,246	145,476	-0.8	129,140	129,784	-0.5	15,106	15,693	-3.7
Gov't/Military	5,812	7,886	-26.3	5,193	6,768	-23.3	619	1,118	-44.6
Attend School	2,902	5,234	-44.5	2,252	3,198	-29.6	650	2,036	-68.0
Sport Events	15,840	18,805	-15.8	13,066	14,924	-12.4	2,774	3,882	-28.5
Other	79,392	73,598	7.9	60,752	56,508	7.5	18,640	17,090	9.1
<b>TRAVEL STATUS</b>									
% First Timers ***	32.3	24.1	8.2	29.6	29.3	0.3	45.1	0.4	44.6
% Repeaters ***	67.7	58.1	9.6	70.4	70.7	-0.3	54.9	0.6	54.4
Average # of Trips	5.22	5.23	-0.3	5.64	5.66	-0.5	3.25	3.26	-0.1
Group Tour	104,071	109,967	-5.4	69,622	70,516	-1.3	34,449	39,451	-12.7
Non-Group	2,574,018	2,469,344	4.2	2,138,236	2,045,418	4.5	435,783	423,926	2.8
Package Trip	641,817	640,486	0.2	500,742	484,775	3.3	141,075	155,711	-9.4
No Package	2,036,272	1,938,824	5.0	1,707,116	1,631,159	4.7	329,157	307,665	7.0
Net True Independent	2,004,634	1,907,236	5.1	1,683,776	1,607,678	4.7	320,858	299,558	7.1
Ave. Age of Party Head	47	47	-0.3	47	47	-0.5	45	45	0.2
Ave. Party Size	2.23	2.21	1.0	2.20	2.18	1.1	2.38	2.35	1.3

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 58: Maui Island Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	21,447,140	20,798,172	3.1	18,067,414	17,552,378	2.9	3,379,726	3,245,794	4.1
VISITOR ARRIVALS	2,634,237	2,540,162	3.7	2,171,914	2,083,999	4.2	462,323	456,163	1.4
AVERAGE DAILY CENSUS	58,599	56,981	2.8	49,365	48,089	2.7	9,234	8,893	3.8
TOTAL AIR SEATS	2,334,832	2,271,354	2.8	2,124,832	2,069,804	2.7	210,000	201,550	4.2
<b>ISLANDS VISITED</b>									
O'ahu	731,403	736,286	-0.7	482,719	482,391	0.1	248,684	253,896	-2.1
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	297,266	305,784	-2.8	242,455	243,078	-0.3	54,811	62,707	-12.6
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	2,634,237	2,540,162	3.7	2,171,914	2,083,999	4.2	462,323	456,163	1.4
Maui	2,634,237	2,540,162	3.7	2,171,914	2,083,999	4.2	462,323	456,163	1.4
Maui only	1,683,204	1,597,116	5.4	1,491,887	1,414,007	5.5	191,317	183,109	4.5
Moloka'i *	36,566	41,500	-11.9	26,816	30,792	-12.9	9,749	10,708	-9.0
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	40,789	41,202	-1.0	30,108	30,455	-1.1	10,681	10,745	-0.6
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	348,305	353,293	-1.4	260,099	262,378	-0.9	88,206	90,915	-3.0
Kona side	294,192	297,134	-1.0	220,659	221,451	-0.4	73,533	75,683	-2.8
Hilo side	199,252	211,890	-6.0	143,129	149,267	-4.1	56,123	62,623	-10.4
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	2,634,237	2,540,162	3.7	2,171,914	2,083,999	4.2	462,323	273,054	69.3
NI only	1,902,834	1,803,875	5.5	1,689,195	1,601,608	5.5	213,639	0	0.0
Oahu & NI	731,403	736,286	-0.7	482,719	482,391	0.1	248,684	273,054	-8.9
Any one island only	1,683,204	1,597,116	5.4	1,491,887	1,414,007	5.5	191,317	183,109	4.5
Multiple Islands	951,033	943,046	0.8	680,027	669,992	1.5	271,006	273,054	-0.7
Avg. Islands Visited	1.55	1.58	-1.9	1.48	1.50	-1.6	1.89	1.94	-2.5
Average Length of Stay on Maui	8.14	8.19	-0.6	8.32	8.42	-1.2	7.31	7.12	2.7
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	1,466,165	1,399,378	4.8	1,179,782	1,117,663	5.6	286,384	281,715	1.7
Hotel only	1,142,388	1,081,306	5.6	933,609	874,418	6.8	208,779	206,888	0.9
Plan to stay in Condo	756,065	744,982	1.5	605,380	593,838	1.9	150,684	151,144	-0.3
Condo only	585,478	578,015	1.3	481,693	471,069	2.3	103,785	106,947	-3.0
Plan to stay in Timeshare	293,800	300,679	-2.3	263,192	269,718	-2.4	30,608	30,961	-1.1
Timeshare only	220,036	224,556	-2.0	199,600	203,781	-2.1	20,436	20,775	-1.6
Cruise Ship	99,637	113,306	-12.1	81,333	89,866	-9.5	18,304	23,440	-21.9
Friends/Relatives	159,458	156,534	1.9	139,993	135,706	3.2	19,465	20,828	-6.5
Bed & Breakfast	37,089	39,806	-6.8	28,864	30,491	-5.3	8,225	9,315	-11.7
Rental House	178,180	161,959	10.0	148,177	135,161	9.6	30,003	26,798	12.0
Hostel	25,016	22,822	9.6	17,020	16,168	5.3	7,996	6,654	20.2
Camp Site, Beach	19,130	17,833	7.3	13,694	13,751	-0.4	5,436	4,082	33.2
Private Room in Private Home**	18,579	NA	NA	9,866	NA	NA	8,713	NA	NA
Shared Room/Space in Private Home**	4,836	NA	NA	3,019	NA	NA	1,817	NA	NA
Other	27,758	28,180	-1.5	22,549	23,858	-5.5	5,209	4,322	20.5
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,369,053	2,276,169	4.1	1,950,971	1,862,503	4.7	418,082	413,665	1.1
Honeymoon/Get Married	175,687	172,295	2.0	129,498	125,542	3.2	46,188	46,752	-1.2
Honeymoon	156,236	152,897	2.2	113,382	109,503	3.5	42,854	43,394	-1.2
Get Married	28,444	29,468	-3.5	23,202	23,415	-0.9	5,243	6,053	-13.4
Pleasure/Vacation	2,214,618	2,126,528	4.1	1,840,119	1,756,879	4.7	374,499	369,649	1.3
Mtgs/Conventions/Incentive	135,411	148,109	-8.6	111,550	122,463	-8.9	23,861	25,646	-7.0
Conventions	70,045	83,648	-16.3	59,685	68,383	-12.7	10,360	15,265	-32.1
Corporate Meetings	28,077	29,699	-5.5	25,822	26,636	-3.1	2,255	3,063	-26.4
Incentive	43,550	42,874	1.6	31,622	34,197	-7.5	11,929	8,677	37.5

**Table 58: Maui Island Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	56,467	60,166	-6.1	53,502	56,744	-5.7	2,965	3,422	-13.3
Visit Friends/Rel.	138,271	138,787	-0.4	123,852	124,122	-0.2	14,419	14,666	-1.7
Gov't/Military	5,457	7,416	-26.4	4,867	6,298	-22.7	590	1,118	-47.2
Attend School	2,672	5,027	-46.8	2,119	3,086	-31.3	553	1,941	-71.5
Sport Events	15,186	18,133	-16.3	12,412	14,407	-13.8	2,774	3,726	-25.5
Other	77,365	71,382	8.4	59,028	54,964	7.4	18,337	16,419	11.7
<b>TRAVEL STATUS</b>									
% First Timers ***	32.4	32.0	0.4	29.7	29.3	0.3	45.1	44.2	0.9
% Repeaters ***	67.6	68.0	-0.4	70.3	70.7	-0.3	54.9	55.8	-0.9
Average # of Trips	5.20	5.21	-0.4	5.61	5.64	-0.5	3.23	3.25	-0.8
Group Tour	100,517	107,161	-6.2	67,717	69,350	-2.4	32,800	37,811	-13.3
Non-Group	2,533,720	2,433,000	4.1	2,104,197	2,014,648	4.4	429,523	418,352	2.7
Package Trip	633,208	631,076	0.3	495,312	479,883	3.2	137,896	151,194	-8.8
No Package	2,001,029	1,909,085	4.8	1,676,602	1,604,116	4.5	324,427	304,969	6.4
Net True Independent	1,970,817	1,878,238	4.9	1,654,124	1,581,166	4.6	316,693	297,072	6.6
Ave. Age of Party Head	47	47	-0.4	47	47	-0.5	45	45	-0.2
Ave. Party Size	2.23	2.23	0.1	2.20	2.20	0.1	2.38	2.36	1.1

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 59: Moloka'i Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	285,221	285,991	-0.3	244,177	255,188	-4.3	41,044	30,803	33.2
VISITOR ARRIVALS	58,932	64,767	-9.0	44,203	49,843	-11.3	14,728	14,924	-1.3
AVERAGE DAILY CENSUS	779	784	-0.5	667	699	-4.6	112	84	32.9
TOTAL AIR SEATS	0	0	0.0	0	0	0.0	0	0	0.0
<b>ISLANDS VISITED</b>									
O'ahu	33,278	38,100	-12.7	21,201	25,264	-16.1	12,077	12,836	-5.9
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	17,649	19,452	-9.3	11,108	13,206	-15.9	6,541	6,246	4.7
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	58,932	64,767	-9.0	44,203	49,843	-11.3	14,728	14,924	-1.3
Maui	36,566	41,500	-11.9	26,816	30,792	-12.9	9,749	10,708	-9.0
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	58,932	64,767	-9.0	44,203	49,843	-11.3	14,728	14,924	-1.3
Moloka'i only *	7,696	7,726	-0.4	6,909	6,994	-1.2	787	732	7.6
Lāna'i *	13,834	16,951	-18.4	8,848	11,337	-22.0	4,986	5,613	-11.2
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	21,594	23,657	-8.7	13,694	16,303	-16.0	7,901	7,354	7.4
Kona side	19,194	21,236	-9.6	11,907	14,017	-15.1	7,287	7,219	0.9
Hilo side	16,623	17,700	-6.1	9,730	11,572	-15.9	6,893	6,128	12.5
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	58,932	64,767	-9.0	44,203	49,843	-11.3	14,728	14,924	-1.3
NI only	25,654	26,667	-3.8	23,003	66,146	-65.2	2,652	4,215	-37.1
Oahu & NI	33,278	38,100	-12.7	21,201	16,303	30.0	12,077	10,708	12.8
Any one island only	7,696	7,726	-0.4	6,909	6,994	-1.2	787	732	7.6
Multiple Islands	51,236	57,041	-10.2	37,295	42,849	-13.0	13,941	14,192	-1.8
Avg. Islands Visited	3.09	3.16	-2.2	2.85	2.94	-3.3	3.80	3.87	-1.7
Average Length of Stay on Moloka'i	4.84	4.42	9.6	5.52	5.12	7.9	2.79	2.06	35.0
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	30,700	35,802	-14.3	21,578	24,565	-12.2	9,121	11,236	-18.8
Hotel only	18,104	22,231	-18.6	12,122	14,340	-15.5	5,981	7,891	-24.2
Plan to stay in Condo	14,439	15,554	-7.2	11,549	12,921	-10.6	2,889	2,633	9.7
Condo only	8,548	9,551	-10.5	7,143	7,893	-9.5	1,405	1,658	-15.2
Plan to stay in Timeshare	5,161	5,678	-9.1	3,949	4,950	-20.2	1,212	728	66.6
Timeshare only	3,080	3,100	-0.6	2,223	2,729	-18.5	857	371	131.0
Cruise Ship	4,809	5,987	-19.7	3,108	3,863	-19.5	1,701	2,124	-19.9
Friends/Relatives	8,879	8,946	-0.8	7,594	8,260	-8.1	1,285	686	87.3
Bed & Breakfast	1,908	2,569	-25.7	1,790	2,330	-23.2	118	239	-50.6
Rental House	8,268	7,987	3.5	6,292	7,037	-10.6	1,976	950	107.9
Hostel	1,306	1,588	-17.7	955	1,420	-32.8	351	168	109.8
Camp Site, Beach	1,169	1,554	-24.8	1,011	1,442	-29.8	158	113	40.1
Private Room in Private Home**	1,595	NA	NA	400	NA	NA	1,195	NA	NA
Shared Room/Space in Private Home**	199	NA	NA	199	NA	NA	0	NA	NA
Other	2,629	2,429	8.2	1,589	2,280	-30.3	1,040	148	600.6
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	49,347	52,789	-6.5	36,262	40,249	-9.9	13,085	12,540	4.3
Honeymoon/Get Married	3,246	3,932	-17.4	2,597	3,089	-15.9	649	843	-23.0
Honeymoon	2,813	3,336	-15.7	2,207	2,601	-15.2	606	735	-17.6
Get Married	694	870	-20.3	622	722	-13.9	72	148	-51.6
Pleasure/Vacation	46,843	49,731	-5.8	34,375	37,992	-9.5	12,468	11,738	6.2
Mtgs/Conventions/Incentive	2,222	4,551	-51.2	1,822	3,379	-46.1	399	1,172	-65.9
Conventions	1,123	2,981	-62.3	1,006	2,408	-58.2	117	573	-79.6
Corporate Meetings	491	659	-25.5	491	638	-23.1	0	21	-100.0
Incentive	739	1,192	-38.0	456	612	-25.5	283	580	-51.3



**Table 59: Moloka'i Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	2,236	2,937	-23.9	2,168	2,882	-24.8	68	55	23.9
Visit Friends/Rel.	7,476	7,413	0.9	6,287	6,834	-8.0	1,189	579	105.4
Gov't/Military	633	859	-26.3	483	825	-41.5	151	34	347.4
Attend School	405	465	-12.9	292	365	-19.9	112	100	12.2
Sport Events	962	1,196	-19.5	903	788	14.7	59	408	-85.5
Other	2,329	4,054	-42.5	2,132	2,403	-11.3	198	1,651	-88.0
<b>TRAVEL STATUS</b>									
% First Timers ***	34.1	35.3	-1.2	31.8	31.4	0.5	40.9	48.6	-7.7
% Repeaters ***	65.9	64.7	1.2	68.2	68.6	-0.5	59.1	51.4	7.7
Average # of Trips	5.79	5.59	3.6	5.96	5.91	0.8	5.29	4.53	16.9
Group Tour	4,183	5,289	-20.9	2,388	2,575	-7.3	1,796	2,714	-33.8
Non-Group	54,748	59,478	-8.0	41,816	47,268	-11.5	12,932	12,210	5.9
Package Trip	14,767	16,517	-10.6	8,370	9,720	-13.9	6,397	6,797	-5.9
No Package	44,165	48,250	-8.5	35,833	40,123	-10.7	8,331	8,127	2.5
Net True Independent	42,671	46,749	-8.7	34,788	39,163	-11.2	7,883	7,586	3.9
Ave. Age of Party Head	51	50	2.1	50	49	0.6	53	51	5.1
Ave. Party Size	2.03	1.98	2.2	1.92	1.93	-0.3	2.44	2.19	11.7

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 60: Lāna'i Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	221,145	162,933	35.7	194,987	141,047	38.2	26,158	21,887	19.5
VISITOR ARRIVALS	63,024	58,390	7.9	49,299	44,334	11.2	13,725	14,057	-2.4
AVERAGE DAILY CENSUS	604	446	35.4	533	386	37.9	71	60	19.2
TOTAL AIR SEATS	0	0	0.0	0	0	0.0	0	0	0.0
ISLANDS VISITED									
O'ahu	30,019	32,452	-7.5	19,095	19,903	-4.1	10,924	12,548	-12.9
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	19,163	20,566	-6.8	12,422	13,504	-8.0	6,741	7,062	-4.5
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	63,024	58,390	7.9	49,299	44,334	11.2	13,725	14,057	-2.4
Maui	40,789	41,202	-1.0	30,108	30,457	-1.1	10,681	10,745	-0.6
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	13,834	16,951	-18.4	8,848	11,338	-22.0	4,986	5,613	-11.2
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	63,024	58,390	7.9	49,299	44,333	11.2	13,725	14,057	-2.4
Lāna'i only *	9,910	5,591	77.3	9,242	5,193	78.0	668	398	67.7
Hawai'i Island	21,937	24,119	-9.0	14,441	15,999	-9.7	7,497	8,120	-7.7
Kona side	19,846	22,109	-10.2	12,886	14,346	-10.2	6,960	7,763	-10.3
Hilo side	16,367	18,089	-9.5	9,601	10,848	-11.5	6,766	7,241	-6.5
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	63,024	58,390	7.9	49,299	44,334	11.2	13,725	14,057	-2.4
NI only	33,006	25,939	27.2	30,205	60,333	-49.9	2,801	3,312	-15.4
Oahu & NI	30,019	32,452	-7.5	19,095	15,999	19.3	10,924	10,745	1.7
Any one island only	9,910	5,591	77.3	9,242	5,193	78.0	668	398	67.7
Multiple Islands	53,114	52,799	0.6	40,057	39,141	2.3	13,057	13,658	-4.4
Avg. Islands Visited	3.00	3.32	-9.7	2.72	3.06	-10.9	3.97	4.14	-3.9
Average Length of Stay on Lāna'i	3.51	2.79	25.7	3.96	3.18	24.3	1.91	1.56	22.4
ACCOMMODATIONS									
Plan to stay in Hotel	40,611	35,747	13.6	30,685	24,602	24.7	9,927	11,145	-10.9
Hotel only	29,356	25,328	15.9	23,255	17,094	36.0	6,101	8,234	-25.9
Plan to stay in Condo	10,521	11,239	-6.4	8,606	9,253	-7.0	1,915	1,986	-3.6
Condo only	7,231	7,658	-5.6	5,994	6,365	-5.8	1,237	1,293	-4.4
Plan to stay in Timeshare	5,903	5,189	13.8	4,402	4,903	-10.2	1,501	286	424.9
Timeshare only	4,228	3,297	28.2	3,007	3,158	-4.8	1,221	139	777.7
Cruise Ship	6,338	6,428	-1.4	3,307	4,058	-18.5	3,031	2,369	27.9
Friends/Relatives	6,034	6,068	-0.6	5,213	5,405	-3.6	822	663	23.9
Bed & Breakfast	1,291	1,666	-22.5	1,139	1,548	-26.4	152	118	29.5
Rental House	4,445	4,832	-8.0	4,073	4,357	-6.5	372	475	-21.7
Hostel	1,027	1,173	-12.4	726	1,030	-29.6	302	142	111.8
Camp Site, Beach	935	1,158	-19.3	852	1,104	-22.8	82	55	51.1
Private Room in Private Home**	379	NA	NA	318	NA	NA	61	NA	NA
Shared Room/Space in Private Home**	142	NA	NA	99	NA	NA	43	NA	NA
Other	1,250	1,774	-29.5	1,139	1,557	-26.8	111	217	-48.8
PURPOSE OF TRIP									
Pleasure (Net)	52,903	48,092	10.0	40,586	36,226	12.0	12,317	11,866	3.8
Honeymoon/Get Married	3,831	3,857	-0.7	3,142	3,101	1.3	690	756	-8.8
Honeymoon	3,438	3,328	3.3	2,814	2,623	7.3	624	705	-11.5
Get Married	687	784	-12.5	608	733	-17.0	79	51	52.8
Pleasure/Vacation	49,845	45,007	10.7	38,135	33,897	12.5	11,710	11,110	5.4
Mtgs/Conventions/Incentive	4,648	4,588	1.3	4,186	4,089	2.4	461	500	-7.7
Conventions	1,420	2,662	-46.6	1,275	2,422	-47.4	145	240	-39.4
Corporate Meetings	1,159	835	38.9	1,116	826	35.1	43	8	407.2
Incentive	2,442	1,503	62.5	2,169	1,236	75.4	273	267	2.4

**Table 60: Lāna'i Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	2,755	2,555	7.8	2,568	2,496	2.9	187	59	216.1
Visit Friends/Rel.	5,261	5,997	-12.3	4,316	4,421	-2.4	946	1,575	-40.0
Gov't/Military	396	709	-44.1	396	700	-43.4	0	9	-100.0
Attend School	238	381	-37.6	216	360	-40.2	22	21	6.7
Sport Events	364	613	-40.6	353	432	-18.4	12	181	-93.5
Other	2,406	2,987	-19.5	1,995	1,938	2.9	411	1,049	-60.8
<b>TRAVEL STATUS</b>									
% First Timers ***	37.5	39.7	-2.2	33.5	33.3	0.2	52.0	60.0	-8.0
% Repeaters ***	62.5	60.3	2.2	66.5	66.7	-0.2	48.0	40.0	8.0
Average # of Trips	5.13	4.83	6.2	5.48	5.34	2.7	3.87	3.22	20.1
Group Tour	5,266	4,444	18.5	3,787	2,860	32.4	1,479	1,583	-6.6
Non-Group	57,759	53,947	7.1	45,513	41,473	9.7	12,246	12,473	-1.8
Package Trip	16,842	18,373	-8.3	11,028	10,667	3.4	5,815	7,706	-24.5
No Package	46,182	40,017	15.4	38,272	33,666	13.7	7,910	6,351	24.6
Net True Independent	44,343	39,088	13.4	36,967	32,828	12.6	7,376	6,260	17.8
Ave. Age of Party Head	49	49	0.8	48	49	-1.1	52	49	6.3
Ave. Party Size	2.05	2.07	-0.8	2.00	1.98	1.1	2.31	2.40	-3.8

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 61: Kaua'i Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	9,092,351	8,954,641	1.5	8,328,189	8,183,081	1.8	764,162	771,560	-1.0
VISITOR ARRIVALS	1,187,269	1,173,752	1.2	1,050,577	1,028,294	2.2	136,691	145,458	-6.0
AVERAGE DAILY CENSUS	24,842	24,533	1.3	22,755	22,419	1.5	2,088	2,114	-1.2
TOTAL AIR SEATS	702,222	676,227	3.8	674,670	643,809	4.8	27,552	32,418	-15.0
ISLANDS VISITED									
O'ahu	388,633	399,063	-2.6	295,456	296,760	-0.4	93,177	102,302	-8.9
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	1,187,269	1,173,752	1.2	1,050,577	1,028,294	2.2	136,691	145,458	-6.0
Kaua'i only	645,779	629,600	2.6	615,215	597,943	2.9	30,564	31,657	-3.5
Maui County	303,324	312,060	-2.8	247,146	248,339	-0.5	56,178	63,721	-11.8
Maui	297,266	305,784	-2.8	242,455	243,078	-0.3	54,811	62,707	-12.6
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	17,649	19,452	-9.3	11,108	13,206	-15.9	6,541	6,246	4.7
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	19,163	20,566	-6.8	12,422	13,505	-8.0	6,741	7,062	-4.5
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	229,339	239,630	-4.3	181,098	185,631	-2.4	48,241	53,999	-10.7
Kona side	200,476	208,591	-3.9	158,168	160,683	-1.6	42,308	47,908	-11.7
Hilo side	148,958	161,533	-7.8	112,521	119,516	-5.9	36,437	42,017	-13.3
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	1,187,269	1,173,752	1.2	1,050,577	430,351	144.1	136,691	113,801	20.1
NI only	798,636	774,689	3.1	755,121	0	0.0	43,515	0	0.0
Oahu & NI	388,633	399,063	-2.6	295,456	430,351	-31.3	93,177	113,801	-18.1
Any one island only	645,779	629,600	2.6	615,215	597,943	2.9	30,564	31,657	-3.5
Multiple Islands	541,490	544,152	-0.5	435,362	430,351	1.2	106,128	113,801	-6.7
Avg. Islands Visited	1.80	1.84	-2.0	1.71	1.73	-1.4	2.53	2.60	-2.5
Average Length of Stay on Kaua'i	7.66	7.63	0.4	7.93	7.96	-0.4	5.59	5.30	5.4
ACCOMMODATIONS									
Plan to stay in Hotel	599,467	591,204	1.4	514,860	495,261	4.0	84,608	95,943	-11.8
Hotel only	389,686	378,692	2.9	340,411	320,189	6.3	49,275	58,503	-15.8
Plan to stay in Condo	260,976	257,132	1.5	226,877	227,404	-0.2	34,099	29,728	14.7
Condo only	175,793	174,367	0.8	158,390	158,838	-0.3	17,403	15,528	12.1
Plan to stay in Timeshare	213,835	217,446	-1.7	197,729	201,535	-1.9	16,106	15,911	1.2
Timeshare only	157,538	158,465	-0.6	147,119	149,387	-1.5	10,419	9,078	14.8
Cruise Ship	88,825	99,328	-10.6	71,813	79,293	-9.4	17,012	20,035	-15.1
Friends/Relatives	84,529	80,449	5.1	77,191	73,972	4.4	7,338	6,477	13.3
Bed & Breakfast	20,515	23,255	-11.8	17,802	19,100	-6.8	2,714	4,156	-34.7
Rental House	157,600	154,549	2.0	142,049	139,207	2.0	15,551	15,342	1.4
Hostel	11,874	11,612	2.3	9,000	8,559	5.2	2,874	3,053	-5.9
Camp Site, Beach	16,371	17,525	-6.6	13,367	13,573	-1.5	3,004	3,952	-24.0
Private Room in Private Home**	11,128	NA	NA	7,021	NA	NA	4,107	NA	NA
Shared Room/Space in Private Home**	3,040	NA	NA	2,187	NA	NA	853	NA	NA
Other	18,350	18,108	1.3	15,884	15,571	2.0	2,466	2,537	-2.8
PURPOSE OF TRIP									
Pleasure (Net)	1,075,262	1,059,411	1.5	951,643	930,287	2.3	123,619	129,124	-4.3
Honeymoon/Get Married	77,223	74,730	3.3	68,205	66,225	3.0	9,017	8,504	6.0
Honeymoon	70,229	66,651	5.4	61,765	58,949	4.8	8,463	7,702	9.9
Get Married	11,760	12,785	-8.0	10,451	11,453	-8.7	1,309	1,332	-1.8
Pleasure/Vacation	1,008,099	996,171	1.2	892,886	874,636	2.1	115,213	121,535	-5.2
Mtgs/Conventions/Incentive	46,238	52,687	-12.2	40,833	45,810	-10.9	5,405	6,877	-21.4
Conventions	27,948	30,655	-8.8	25,324	27,242	-7.0	2,624	3,413	-23.1
Corporate Meetings	8,985	9,891	-9.2	8,314	9,560	-13.0	671	331	102.8
Incentive	11,321	14,628	-22.6	9,147	11,306	-19.1	2,174	3,322	-34.6

**Table 61: Kaua'i Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	26,001	27,505	-5.5	24,817	25,880	-4.1	1,184	1,625	-27.1
Visit Friends/Rel.	74,310	76,633	-3.0	68,883	69,832	-1.4	5,427	6,801	-20.2
Gov't/Military	6,584	6,852	-3.9	5,863	5,496	6.7	721	1,356	-46.8
Attend School	1,876	2,162	-13.2	1,283	1,714	-25.1	593	448	32.3
Sport Events	5,198	5,090	2.1	4,687	3,881	20.8	511	1,210	-57.8
Other	33,410	33,282	0.4	28,476	27,643	3.0	4,935	5,639	-12.5
<b>TRAVEL STATUS</b>									
% First Timers ***	29.6	29.8	-0.2	28.0	28.1	-0.1	41.7	42.1	-0.4
% Repeaters ***	70.4	70.2	0.2	72.0	71.9	0.1	58.3	57.9	0.4
Average # of Trips	5.40	5.36	0.7	5.61	5.59	0.4	3.74	3.72	0.6
Group Tour	45,720	54,928	-16.8	34,284	36,760	-6.7	11,437	18,169	-37.1
Non-Group	1,141,549	1,118,824	2.0	1,016,294	991,535	2.5	125,255	127,289	-1.6
Package Trip	239,736	249,410	-3.9	193,741	199,368	-2.8	45,995	50,042	-8.1
No Package	947,532	924,342	2.5	856,836	828,926	3.4	90,696	95,415	-4.9
Net True Independent	934,271	909,058	2.8	845,289	817,530	3.4	88,982	91,527	-2.8
Ave. Age of Party Head	48	48	-0.4	48	48	-0.5	49	49	0.1
Ave. Party Size	2.15	2.14	0.6	2.13	2.12	0.8	2.31	2.31	0.1

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 62: Hawai'i Island Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	11,655,215	11,463,840	1.7	9,911,863	9,779,912	1.3	1,743,352	1,683,928	3.5
VISITOR ARRIVALS	1,549,943	1,514,973	2.3	1,187,740	1,154,201	2.9	362,203	360,772	0.4
AVERAGE DAILY CENSUS	31,845	31,408	1.4	27,082	26,794	1.1	4,763	4,614	3.2
TOTAL AIR SEATS	897,451	855,019	5.0	861,493	818,030	5.3	35,958	36,989	-2.8
<b>ISLANDS VISITED</b>									
O'ahu	642,006	643,209	-0.2	365,017	367,711	-0.7	276,989	275,498	0.5
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	229,339	239,630	-4.3	181,098	185,631	-2.4	48,241	53,999	-10.7
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	356,553	361,053	-1.2	266,621	269,088	-0.9	89,932	91,965	-2.2
Maui	348,305	353,293	-1.4	260,099	262,378	-0.9	88,206	90,915	-3.0
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	21,594	23,657	-8.7	13,694	16,303	-16.0	7,901	7,354	7.4
Moloka'i only*	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	21,937	24,119	-9.0	14,441	15,998	-9.7	7,497	8,120	-7.7
Lāna'i only*	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	1,549,943	1,514,973	2.3	1,187,740	1,154,201	2.9	362,203	360,772	0.4
Kona side	1,325,981	1,288,021	2.9	1,035,424	1,003,389	3.2	290,558	284,632	2.1
Hilo side	550,524	551,764	-0.2	396,360	389,408	1.8	154,164	162,356	-5.0
Hawai'i Island only	759,017	729,540	4.0	688,621	657,780	4.7	70,396	71,760	-1.9
Any Neighbor Island	1,549,943	1,514,973	2.3	1,187,740	496,421	139.3	362,203	289,011	25.3
NI only	907,937	871,764	4.1	822,723	2,308,403	-64.4	85,214	721,544	-88.2
Oahu & NI	642,006	643,209	-0.2	365,017	496,421	-26.5	276,989	289,011	-4.2
Any one island only	759,017	729,540	4.0	688,621	657,780	4.7	70,396	71,760	-1.9
Multiple Islands	790,925	785,433	0.7	499,118	496,421	0.5	291,807	289,011	1.0
Avg. Islands Visited	1.81	1.85	-1.8	1.70	1.73	-1.9	2.18	2.21	-1.1
Average Length of Stay on Hawai'i Island	7.52	7.57	-0.6	8.35	8.47	-1.5	4.81	4.67	3.1
<b>ACCOMMODATIONS</b>									
Plan to stay in Hotel	920,583	898,783	2.4	648,588	630,402	2.9	271,995	268,381	1.3
Hotel only	649,341	638,335	1.7	447,918	432,003	3.7	201,424	206,333	-2.4
Plan to stay in Condo	275,854	275,117	0.3	207,804	210,714	-1.4	68,050	64,403	5.7
Condo only	171,289	176,547	-3.0	137,052	140,161	-2.2	34,237	36,386	-5.9
Plan to stay in Timeshare	159,915	157,892	1.3	131,539	130,876	0.5	28,376	27,016	5.0
Timeshare only	111,754	108,918	2.6	91,600	90,862	0.8	20,154	18,057	11.6
Cruise Ship	94,757	107,864	-12.2	77,209	85,053	-9.2	17,548	22,811	-23.1
Friends/Relatives	155,656	155,565	0.1	142,390	138,025	3.2	13,266	17,540	-24.4
Bed & Breakfast	45,423	47,541	-4.5	35,468	36,276	-2.2	9,955	11,265	-11.6
Rental House	194,150	179,083	8.4	166,785	154,272	8.1	27,365	24,811	10.3
Hostel	17,312	18,244	-5.1	12,396	12,244	1.2	4,916	6,000	-18.1
Camp Site, Beach	15,975	16,827	-5.1	12,936	13,493	-4.1	3,040	3,333	-8.8
Private Room in Private Home**	21,960	NA	NA	10,788	NA	NA	11,172	NA	NA
Shared Room/Space in Private Home**	5,791	NA	NA	3,363	NA	NA	2,428	NA	NA
Other	34,195	31,514	8.5	27,637	27,789	-0.5	6,558	3,725	76.1
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,325,416	1,304,253	1.6	1,002,420	982,425	2.0	322,997	321,828	0.4
Honeymoon/Get Married	85,888	85,455	0.5	49,128	51,542	-4.7	36,760	33,913	8.4
Honeymoon	78,519	77,313	1.6	43,249	44,917	-3.7	35,270	32,396	8.9
Get Married	13,208	14,823	-10.9	8,805	10,172	-13.4	4,403	4,651	-5.3
Pleasure/Vacation	1,250,549	1,231,791	1.5	962,001	941,655	2.2	288,548	290,136	-0.5
Mtgs/Conventions/Incentive	95,346	90,971	4.8	75,564	68,484	10.3	19,782	22,487	-12.0
Conventions	56,290	53,751	4.7	47,559	42,305	12.4	8,731	11,446	-23.7
Corporate Meetings	17,177	15,511	10.7	15,324	14,035	9.2	1,852	1,476	25.5
Incentive	25,485	25,448	0.1	15,999	15,299	4.6	9,486	10,149	-6.5

**Table 62: Hawai'i Island Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	45,942	48,125	-4.5	43,300	44,769	-3.3	2,642	3,356	-21.3
Visit Friends/Rel.	132,798	135,541	-2.0	119,589	120,380	-0.7	13,209	15,161	-12.9
Gov't/Military	5,526	6,504	-15.0	5,206	5,846	-10.9	320	658	-51.3
Attend School	5,306	5,809	-8.6	3,762	4,177	-9.9	1,544	1,632	-5.4
Sport Events	22,189	20,774	6.8	18,953	16,206	16.9	3,236	4,568	-29.2
Other	54,802	49,707	10.3	38,416	36,324	5.8	16,386	13,383	22.4
<b>TRAVEL STATUS</b>									
% First Timers ***	35.3	35.1	0.2	31.4	31.3	0.1	48.1	47.2	0.9
% Repeaters ***	64.7	64.9	-0.2	68.6	68.7	-0.1	51.9	52.8	-0.9
Average # of Trips	5.08	5.11	-0.6	5.61	5.62	-0.2	3.33	3.46	-3.6
Group Tour	104,298	114,527	-8.9	51,842	53,288	-2.7	52,456	61,239	-14.3
Non-Group	1,445,645	1,400,446	3.2	1,135,898	1,100,914	3.2	309,747	299,533	3.4
Package Trip	390,614	400,622	-2.5	234,382	238,674	-1.8	156,232	161,949	-3.5
No Package	1,159,328	1,114,351	4.0	953,358	915,528	4.1	205,971	198,823	3.6
Net True Independent	1,131,155	1,085,989	4.2	934,587	897,526	4.1	196,568	188,463	4.3
Ave. Age of Party Head	48	48	-0.5	48	48	-0.3	46	47	-1.0
Ave. Party Size	2.15	2.13	0.8	2.07	2.05	0.6	2.50	2.43	3.0

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 63: Hilo Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	2,307,979	2,256,113	2.3	1,942,628	1,892,997	2.6	365,351	363,116	0.6
VISITOR ARRIVALS	550,524	551,764	-0.2	396,360	389,408	1.8	154,164	162,356	-5.0
AVERAGE DAILY CENSUS	6,306	6,181	2.0	5,308	5,186	2.3	998	995	0.3
TOTAL AIR SEATS	44,889	44,540	0.8	44,889	44,540	0.8	0	0	0.0
ISLANDS VISITED									
O'ahu	327,799	337,646	-2.9	190,917	195,137	-2.2	136,882	142,509	-3.9
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	148,958	161,533	-7.8	112,521	119,516	-5.9	36,437	42,017	-13.3
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	203,090	215,178	-5.6	145,639	152,071	-4.2	57,451	63,107	-9.0
Maui	199,252	211,890	-6.0	143,129	149,267	-4.1	56,123	62,623	-10.4
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	16,623	17,700	-6.1	9,730	11,572	-15.9	6,893	6,128	12.5
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	16,367	18,089	-9.5	9,601	10,848	-11.5	6,766	7,241	-6.5
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	550,524	551,764	-0.2	396,360	389,408	1.8	154,164	162,356	-5.0
Kona side	326,563	324,812	0.5	244,044	238,596	2.3	82,519	86,216	-4.3
Hilo side	550,524	551,764	-0.2	396,360	389,408	1.8	154,164	162,356	-5.0
Hawai'i Island only	177,144	167,011	6.1	164,070	152,115	7.9	13,074	14,896	-12.2
Any Neighbor Island	550,524	551,764	-0.2	396,360	237,292	67.0	154,164	162,356	-5.0
NI only	222,725	214,118	4.0	205,443	778,815	-73.6	17,282	99,733	-82.7
Oahu & NI	327,799	337,646	-2.9	190,917	237,292	-19.5	136,882	62,623	118.6
Any one island only	177,144	167,011	6.1	164,070	152,115	7.9	13,074	14,896	-12.2
Multiple Islands	373,380	384,753	-3.0	232,290	237,292	-2.1	141,091	147,461	-4.3
Avg. Islands Visited	2.29	2.35	-2.8	2.18	2.25	-3.3	2.58	2.60	-1.1
Average Length of Stay in Hilo	4.19	4.09	2.5	4.90	4.86	0.8	2.37	2.24	6.0
ACCOMMODATIONS									
Plan to stay in Hotel	351,240	351,849	-0.2	227,639	226,038	0.7	123,601	125,810	-1.8
Hotel only	193,074	195,582	-1.3	112,759	109,509	3.0	80,315	86,073	-6.7
Plan to stay in Condo	74,127	72,387	2.4	49,759	50,521	-1.5	24,367	21,866	11.4
Condo only	30,816	33,021	-6.7	22,393	23,007	-2.7	8,423	10,013	-15.9
Plan to stay in Timeshare	31,726	34,025	-6.8	26,329	26,003	1.3	5,397	8,023	-32.7
Timeshare only	17,584	19,488	-9.8	14,790	14,110	4.8	2,794	5,378	-48.0
Cruise Ship	88,203	99,942	-11.7	71,332	78,936	-9.6	16,871	21,006	-19.7
Friends/Relatives	70,055	70,191	-0.2	61,930	60,169	2.9	8,125	10,021	-18.9
Bed & Breakfast	30,147	32,054	-6.0	22,682	23,382	-3.0	7,465	8,672	-13.9
Rental House	81,746	75,319	8.5	66,777	61,439	8.7	14,969	13,880	7.8
Hostel	10,297	11,863	-13.2	7,230	7,380	-2.0	3,068	4,483	-31.6
Camp Site, Beach	9,835	10,081	-2.4	7,476	7,949	-6.0	2,359	2,132	10.6
Private Room in Private Home**	12,188	NA	NA	5,273	NA	NA	6,915	NA	NA
Shared Room/Space in Private Home**	3,437	NA	NA	1,590	NA	NA	1,847	NA	NA
Other	16,459	14,923	10.3	12,432	12,284	1.2	4,028	2,639	52.6
PURPOSE OF TRIP									
Pleasure (Net)	469,954	471,632	-0.4	333,121	327,563	1.7	136,833	144,070	-5.0
Honeymoon/Get Married	32,725	30,365	7.8	18,774	19,473	-3.6	13,952	10,893	28.1
Honeymoon	30,345	28,011	8.3	17,006	17,499	-2.8	13,339	10,512	26.9
Get Married	4,725	4,701	0.5	2,942	3,316	-11.3	1,783	1,385	28.8
Pleasure/Vacation	442,198	446,178	-0.9	318,110	312,521	1.8	124,088	133,657	-7.2
Mtgs/Conventions/Incentive	23,091	25,470	-9.3	14,997	16,570	-9.5	8,093	8,900	-9.1
Conventions	13,378	15,730	-15.0	10,402	11,196	-7.1	2,976	4,534	-34.4
Corporate Meetings	2,989	3,524	-15.2	2,754	3,063	-10.1	235	461	-49.1
Incentive	7,387	7,096	4.1	2,478	3,160	-21.6	4,909	3,935	24.7



**Table 63: Hilo Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	17,080	18,700	-8.7	15,952	16,996	-6.1	1,128	1,705	-33.8
Visit Friends/Rel.	61,354	62,462	-1.8	53,641	53,426	0.4	7,713	9,036	-14.6
Gov't/Military	3,132	3,324	-5.8	2,838	3,107	-8.7	294	217	35.2
Attend School	2,802	3,101	-9.6	1,728	2,036	-15.1	1,073	1,065	0.8
Sport Events	5,499	4,437	23.9	4,481	2,942	52.3	1,018	1,495	-31.9
Other	23,648	22,060	7.2	16,297	15,342	6.2	7,350	6,718	9.4
<b>TRAVEL STATUS</b>									
% First Timers ***	44.6	44.4	0.1	40.5	40.5	-0.1	55.0	53.7	1.3
% Repeaters ***	55.4	55.6	-0.1	59.5	59.5	0.1	45.0	46.3	-1.3
Average # of Trips	4.06	4.05	0.2	4.49	4.48	0.2	2.93	3.00	-2.5
Group Tour	48,622	55,307	-12.1	24,472	25,759	-5.0	24,150	29,548	-18.3
Non-Group	501,902	496,457	1.1	371,888	363,648	2.3	130,014	132,809	-2.1
Package Trip	156,025	165,304	-5.6	87,021	91,805	-5.2	69,003	73,499	-6.1
No Package	394,500	386,460	2.1	309,339	297,603	3.9	85,161	88,857	-4.2
Net True Independent	381,803	372,872	2.4	301,101	289,420	4.0	80,702	83,452	-3.3
Ave. Age of Party Head	48	14	237.9	48	0	0.0	47	48	-1.8
Ave. Party Size	2.17	2.09	3.7	2.09	1.98	5.8	2.50	2.42	3.4

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

**Table 64: Kona Visitor Characteristics (Arrivals by Air)  
2016 vs. 2015**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
VISITOR DAYS	9,347,235	9,207,726	1.5	7,969,235	7,886,915	1.0	1,378,001	1,320,812	4.3
VISITOR ARRIVALS	1,325,981	1,288,021	2.9	1,035,424	1,003,389	3.2	290,558	284,632	2.1
AVERAGE DAILY CENSUS	25,539	25,227	1.2	21,774	21,608	0.8	3,765	3,619	4.0
TOTAL AIR SEATS	852,562	810,479	5.2	816,604	773,490	5.6	35,958	36,989	-2.8
ISLANDS VISITED									
O'ahu	505,760	501,717	0.8	292,495	294,285	-0.6	213,265	207,433	2.8
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	200,476	208,591	-3.9	158,168	160,683	-1.6	42,308	47,908	-11.7
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	301,097	303,470	-0.8	225,992	226,900	-0.4	75,105	76,570	-1.9
Maui	294,192	297,134	-1.0	220,659	221,451	-0.4	73,533	75,683	-2.8
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	19,194	21,236	-9.6	11,907	14,017	-15.1	7,287	7,219	0.9
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	19,846	22,109	-10.2	12,886	14,346	-10.2	6,960	7,763	-10.3
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	1,325,981	1,288,021	2.9	1,035,424	1,003,389	3.2	290,558	284,632	2.1
Kona side	1,325,981	1,288,021	2.9	1,035,424	1,003,389	3.2	290,558	284,632	2.1
Hilo side	326,563	324,812	0.5	244,044	238,596	2.3	82,519	86,216	-4.3
Hawai'i Island only	693,809	667,955	3.9	629,360	601,960	4.6	64,449	65,995	-2.3
Any Neighbor Island	1,325,981	1,288,021	2.9	1,035,424	401,429	157.9	290,558	284,632	2.1
NI only	820,221	786,304	4.3	742,928	2,006,778	-63.0	77,293	208,949	-63.0
Oahu & NI	505,760	501,717	0.8	292,495	401,429	-27.1	213,265	75,683	181.8
Any one island only	693,809	667,955	3.9	629,360	601,960	4.6	64,449	65,995	-2.3
Multiple Islands	632,172	620,066	2.0	406,063	401,429	1.2	226,109	218,637	3.4
Avg. Islands Visited	1.78	1.82	-1.8	1.67	1.70	-1.8	2.18	2.22	-1.5
Average Length of Stay in Kona	7.05	7.15	-1.4	7.70	7.86	-2.1	4.74	4.64	2.2
ACCOMMODATIONS									
Plan to stay in Hotel	778,579	754,515	3.2	566,121	548,582	3.2	212,458	205,933	3.2
Hotel only	543,205	527,403	3.0	391,365	375,959	4.1	151,840	151,444	0.3
Plan to stay in Condo	251,788	250,971	0.3	192,266	194,832	-1.3	59,522	56,139	6.0
Condo only	159,675	163,351	-2.3	129,599	132,374	-2.1	30,075	30,977	-2.9
Plan to stay in Timeshare	149,533	146,825	1.8	123,241	122,298	0.8	26,292	24,528	7.2
Timeshare only	105,763	102,455	3.2	86,910	86,093	0.9	18,853	16,362	15.2
Cruise Ship	89,573	101,516	-11.8	72,827	79,378	-8.3	16,746	22,138	-24.4
Friends/Relatives	117,759	117,788	0.0	108,734	104,885	3.7	9,025	12,903	-30.1
Bed & Breakfast	36,494	37,683	-3.2	28,578	28,762	-0.6	7,916	8,922	-11.3
Rental House	162,567	150,350	8.1	140,682	129,111	9.0	21,886	21,239	3.0
Hostel	13,675	13,786	-0.8	9,430	9,099	3.6	4,245	4,687	-9.4
Camp Site, Beach	13,067	13,419	-2.6	10,351	10,562	-2.0	2,715	2,857	-4.9
Private Room in Private Home**	17,625	NA	NA	8,648	NA	NA	8,977	NA	NA
Shared Room/Space in Private Home**	4,663	NA	NA	2,741	NA	NA	1,921	NA	NA
Other	27,151	23,908	13.6	21,421	21,058	1.7	5,730	2,850	101.1
PURPOSE OF TRIP									
Pleasure (Net)	1,149,396	1,124,615	2.2	887,593	868,963	2.1	261,803	255,652	2.4
Honeymoon/Get Married	71,775	72,359	-0.8	43,033	44,786	-3.9	28,742	27,574	4.2
Honeymoon	65,362	65,195	0.3	37,782	38,894	-2.9	27,580	26,300	4.9
Get Married	10,977	12,733	-13.8	7,752	8,999	-13.9	3,225	3,733	-13.6
Pleasure/Vacation	1,086,913	1,063,460	2.2	852,230	833,389	2.3	234,683	230,072	2.0
Mtg/Conventions/Incentive	83,836	77,965	7.5	68,492	60,823	12.6	15,344	17,142	-10.5
Conventions	50,573	46,475	8.8	42,768	37,126	15.2	7,805	9,349	-16.5
Corporate Meetings	15,629	13,561	15.2	13,933	12,465	11.8	1,696	1,097	54.6
Incentive	20,952	21,310	-1.7	14,834	14,035	5.7	6,118	7,275	-15.9

**Table 64: Kona Visitor Characteristics (Arrivals by Air) continued  
2016 vs. 2015**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2016	2015	% Change	2016	2015	% Change	2016	2015	% Change
Other Business	36,305	37,856	-4.1	34,354	35,411	-3.0	1,951	2,445	-20.2
Visit Friends/Rel.	100,090	103,630	-3.4	90,850	91,411	-0.6	9,241	12,220	-24.4
Gov't/Military	3,431	4,429	-22.5	3,405	3,819	-10.8	26	609	-95.7
Attend School	3,732	4,256	-12.3	2,836	2,991	-5.2	896	1,266	-29.2
Sport Events	19,857	18,275	8.7	17,019	14,619	16.4	2,838	3,655	-22.4
Other	43,150	38,193	13.0	31,065	29,289	6.1	12,085	8,903	35.7
<b>TRAVEL STATUS</b>									
% First Timers ***	34.1	33.8	0.3	30.5	30.4	0.1	47.0	45.9	1.1
% Repeaters ***	65.9	66.2	-0.3	69.5	69.6	-0.1	53.0	54.1	-1.1
Average # of Trips	5.17	5.24	-1.2	5.67	5.70	-0.4	3.40	3.62	-6.2
Group Tour	80,955	87,520	-7.5	44,466	45,538	-2.4	36,489	41,982	-13.1
Non-Group	1,245,026	1,200,501	3.7	990,958	957,851	3.5	254,069	242,650	4.7
Package Trip	326,599	332,068	-1.6	207,471	210,719	-1.5	119,128	121,349	-1.8
No Package	999,382	955,953	4.5	827,953	792,670	4.5	171,430	163,283	5.0
Net True Independent	976,872	933,214	4.7	811,905	777,343	4.4	164,967	155,870	5.8
Ave. Age of Party Head	48	10	361.7	48	0	0.0	46	47	-1.3
Ave. Party Size	2.11	2.15	-1.6	2.00	2.08	-4.0	2.49	2.41	3.1

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

\*\* Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

NA = Not applicable

Table 65: Visitor Days by Island and MMA (Arrivals by Air)  
2016

2016	U.S. WEST MMA			U.S. EAST MMA		JAPAN MMA	CANADA MMA	EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA		
<b>TOTAL</b>	11,337,400	7,913,196	186,941	5,552,442	7,951,946	1,656,866	277,125	121,359	195,405	54,866	109,514	758,269	2,463,999	521,173	2,985,171		
Oahu	11,046,102	5,552,442	186,941	5,552,442	7,951,946	1,656,866	142,173	52,343	191,629	45,729	86,760	518,632	288,195	67,578	355,772		
Mau	148,531	75,983	2,522	75,983	2,522	21,054	1,726	930	3,689	406	2,408	9,159	5,617	1,652	7,269		
Molokai	106,121	72,271	1,684	72,271	1,684	11,714	1,811	507	1,423	376	874	4,990	5,315	1,266	6,581		
Lānaʻi	5,218,590	2,534,998	56,175	2,534,998	56,175	610,265	47,101	19,765	84,078	11,073	37,369	199,386	110,770	22,328	133,098		
Kauaʻi	5,695,347	3,134,629	522,967	3,134,629	522,967	909,332	104,169	51,637	137,340	16,042	61,263	370,451	205,148	43,502	248,651		
Hawaiʻi Island	990,333	718,135	89,569	718,135	89,569	122,230	27,002	18,909	40,410	4,818	19,355	110,494	52,520	10,042	62,562		
...Hilo	4,705,013	2,416,495	433,398	2,416,495	433,398	787,102	77,167	32,728	96,930	11,224	41,907	259,957	152,629	33,460	186,089		
...Kona	33,552,091	19,283,520	8,722,235	19,283,520	8,722,235	5,926,189	574,105	246,541	613,563	128,491	298,187	1,860,887	3,079,043	657,498	3,736,542		
<b>STATE</b>	10,931,246	7,421,136	45,503	7,421,136	45,503	390,606	198,610	64,826	164,601	45,031	95,280	568,348	299,176	56,345	355,522		
Oahu	10,938,880	5,420,222	5,302	5,420,222	5,302	495,458	118,714	36,195	156,480	43,874	77,648	432,911	38,142	12,045	50,187		
Mau	142,465	72,668	83	72,668	83	6,417	1,726	930	3,479	406	2,408	8,948	361	233	593		
Molokai	104,492	71,361	127	71,361	127	3,475	1,530	507	1,423	376	874	4,708	421	105	526		
Lānaʻi	5,164,671	2,463,931	3,960	2,463,931	3,960	219,464	42,883	16,288	73,457	10,247	36,488	179,362	12,521	4,937	17,458		
Kauaʻi	5,646,715	3,068,421	6,657	3,068,421	6,657	371,959	83,831	39,120	125,646	15,727	57,995	322,320	21,048	8,104	29,153		
Hawaiʻi Island	974,790	699,738	2,075	699,738	2,075	54,067	19,073	10,919	36,217	4,719	18,558	89,486	5,455	2,537	7,992		
...Hilo	4,671,925	2,368,683	4,582	2,368,683	4,582	317,892	64,758	28,201	89,429	11,008	39,437	232,834	15,593	5,567	21,160		
...Kona	32,928,470	18,517,739	61,633	18,517,739	61,633	1,487,379	447,293	157,866	525,085	115,661	270,692	1,516,597	371,669	81,770	453,439		
<b>INTERNATIONAL</b>	406,154	492,061	7,906,443	492,061	7,906,443	1,266,260	78,515	56,533	30,804	9,834	14,234	189,921	2,164,822	464,828	2,629,650		
Oahu	107,222	132,220	181,639	132,220	181,639	2,221,499	23,459	16,147	35,149	1,854	9,112	85,721	250,052	55,533	305,585		
Mau	6,066	3,315	2,439	3,315	2,439	14,637	0	0	211	0	0	211	5,257	1,419	6,676		
Molokai	1,628	910	1,558	910	1,558	8,239	282	0	0	0	0	282	4,894	1,161	6,055		
Lānaʻi	53,918	71,067	52,215	71,067	52,215	390,801	4,218	3,477	10,621	826	881	20,024	98,249	17,391	115,640		
Kauaʻi	48,632	66,209	516,310	66,209	516,310	537,373	20,337	12,517	11,694	315	3,268	48,131	184,100	35,398	219,498		
Hawaiʻi Island	15,543	18,397	87,493	18,397	87,493	68,163	7,929	7,990	4,193	99	797	21,007	47,065	7,505	54,569		
...Hilo	33,089	47,812	428,816	47,812	428,816	469,210	12,409	4,527	7,501	216	2,470	27,123	137,035	27,893	164,928		
...Kona	623,621	765,781	8,660,602	765,781	8,660,602	4,438,810	126,811	88,674	88,478	12,830	27,496	344,290	2,707,374	575,729	3,283,103		
<b>STATE</b>	406,154	492,061	7,906,443	492,061	7,906,443	1,266,260	78,515	56,533	30,804	9,834	14,234	189,921	2,164,822	464,828	2,629,650		

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

**Table 65: Visitor Days by Island and MMA (Arrivals by Air) continued  
2016**

2016	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS				
Oahu	823,529	25,571	1,584,687	22,777	104,232	2,560,795	32,194	70,010	42,101	144,305	1,660,116	36,968,064				
Maui	95,590	6,655	143,615	5,963	12,168	263,991	32,881	29,941	26,911	89,733	716,569	21,447,140				
Molokai	2,669	149	3,436	128	325	6,707	296	343	261	900	13,096	285,221				
Lānaʻi	1,322	165	4,309	59	54	5,907	263	271	501	1,035	10,841	221,145				
Kauaʻi	14,686	3,013	25,669	1,499	2,610	47,477	4,643	9,661	6,848	21,152	271,210	9,092,351				
Hawaiʻi Island	144,663	5,100	88,045	4,043	24,507	266,358	7,876	21,340	16,299	45,514	461,967	11,655,215				
...Hilo	42,888	1,795	25,308	982	9,167	80,141	2,038	5,178	3,563	10,779	123,738	2,307,979				
...Kona	101,775	3,305	62,737	3,060	15,340	186,217	5,837	16,162	12,736	34,735	338,229	9,347,235				
STATE	1,082,459	40,653	1,849,761	34,468	143,895	3,151,235	78,153	131,565	92,920	302,638	3,133,799	79,669,135				
<b>DOMESTIC</b>																
Oahu	180,481	12,747	41,335	5,014	8,867	248,443	31,132	65,772	38,860	135,764	967,497	21,064,065				
Maui	27,585	5,137	7,511	2,876	2,045	45,154	32,629	29,879	24,869	87,376	591,923	18,067,414				
Molokai	805	138	43	128	13	1,126	296	281	261	838	11,038	244,177				
Lānaʻi	475	154	188	34	54	904	263	271	501	1,035	8,358	194,987				
Kauaʻi	6,309	2,609	2,809	750	700	13,177	4,232	9,599	6,661	20,492	245,673	8,328,189				
Hawaiʻi Island	26,792	3,314	6,882	1,996	1,677	40,662	7,876	21,340	15,925	45,140	380,837	9,911,863				
...Hilo	9,865	910	1,234	472	487	12,968	2,038	5,178	3,376	10,592	90,920	1,942,628				
...Kona	16,927	2,404	5,648	1,524	1,190	27,694	5,837	16,162	12,549	34,548	289,917	7,969,235				
STATE	242,447	24,098	58,768	10,797	13,355	349,466	76,427	127,142	87,077	290,646	2,205,326	57,810,695				
<b>INTERNATIONAL</b>																
Oahu	643,048	12,824	1,543,351	17,764	95,365	2,312,352	1,062	4,238	3,240	8,541	692,619	15,904,000				
Maui	68,005	1,519	136,103	3,087	10,122	218,837	253	62	2,042	2,356	124,646	3,379,726				
Molokai	1,864	11	3,393	0	312	5,581	0	62	0	62	2,058	41,044				
Lānaʻi	847	11	4,121	25	0	5,003	0	0	0	0	2,483	26,158				
Kauaʻi	8,376	405	22,861	749	1,910	34,300	411	62	187	660	25,537	764,162				
Hawaiʻi Island	117,871	1,785	81,163	2,046	22,830	225,696	0	0	374	374	81,130	1,743,352				
...Hilo	33,023	885	24,074	510	8,681	67,172	0	0	187	187	32,818	365,351				
...Kona	84,848	901	57,089	1,537	14,149	158,523	0	0	187	187	48,312	1,378,001				
STATE	840,012	16,554	1,790,992	23,670	130,539	2,801,769	1,726	4,423	5,843	11,993	928,473	21,858,441				

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

Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air)  
% change 2016 vs. 2015

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA					
<b>TOTAL</b>																		
O'ahu	2.1	2.9	0.7	-11.9	1.0	-13.6	-13.6	-7.0	-4.0	-6.9	-6.1	7.5	-3.9					
Maui	4.6	4.6	-11.5	-6.1	7.8	-0.1	12.6	2.6	9.8	8.5	6.0	5.0	5.8					
Molokai	1.8	-5.2	-30.5	-9.5	-25.1	-19.2	-6.6	-11.4	56.9	-2.6	16.0	-18.0	6.0					
Lāna'i	39.7	42.8	-32.1	4.3	89.7	25.1	-0.9	13.8	-7.7	22.5	-6.1	10.9	-3.3					
Kaua'i	2.5	4.1	-13.4	-9.0	-2.9	-16.1	-10.6	-0.6	-5.9	10.0	6.4	32.5	10.0					
Hawai'i Island	2.1	4.1	3.4	-12.6	6.5	-11.6	-3.4	2.9	-2.4	7.3	6.6	10.7	7.3					
...Hilo	3.2	1.1	2.3	-7.4	8.9	-9.3	22.8	-3.4	-3.2	-7.4	-8.0	-4.0	-7.4					
...Kona	1.9	5.0	3.6	-13.3	5.7	-12.8	-11.5	6.1	-2.1	13.3	12.7	16.1	13.3					
STATE	3.0	3.8	0.4	-9.1	3.3	-10.8	-4.0	-3.6	1.9	-1.9	-3.8	8.1	-1.9					
<b>DOMESTIC</b>																		
O'ahu	1.9	3.2	-14.2	-30.4	-8.1	-11.9	-11.0	-12.3	1.4	-8.3	-15.3	-17.7	-15.7					
Maui	5.2	4.0	-27.9	-32.9	4.4	-6.9	-1.2	8.8	8.7	2.4	-13.5	-12.0	-13.1					
Molokai	-1.8	-7.5	-63.1	-29.7	-10.6	-19.2	-8.7	-11.4	56.9	0.7	-43.8	55.7	-25.0					
Lāna'i	38.8	42.6	-35.8	-16.2	70.4	25.1	5.0	24.1	-7.7	20.5	6.8	-6.2	3.9					
Kaua'i	2.5	3.9	10.9	-22.8	-4.0	-1.2	-9.1	-7.0	6.3	-4.3	-10.4	-19.4	-13.1					
Hawai'i Island	2.3	4.5	-11.2	-20.8	-1.9	-8.6	-4.8	4.9	8.8	-1.9	-12.6	10.4	-7.2					
...Hilo	3.5	4.4	-29.3	-15.8	-3.8	-22.3	-9.3	34.9	12.9	-4.5	-17.4	67.7	-1.5					
...Kona	2.0	4.6	0.3	-21.6	-1.4	-1.9	-2.9	-4.2	7.0	-0.9	-10.8	-4.5	-9.2					
STATE	3.2	3.8	-14.3	-28.0	-3.4	-8.9	-6.5	-2.3	6.0	-3.5	-14.8	-14.7	-14.8					
<b>INTERNATIONAL</b>																		
O'ahu	5.4	-2.1	0.8	-4.1	34.6	-15.5	-25.1	28.3	-29.2	-2.2	-4.6	11.7	-2.1					
Maui	-32.2	33.9	-10.9	3.0	29.6	19.5	195.3	-56.3	20.4	54.9	9.7	9.6	9.7					
Molokai	596.1	111.2	-28.3	3.6	-100.0	NA	47.0	NA	NA	-59.2	25.1	-23.9	10.0					
Lāna'i	138.5	56.1	-31.8	16.3	394.7	NA	-100.0	-100.0	NA	70.3	-7.1	12.8	-3.8					
Kaua'i	-4.6	10.8	-14.9	1.1	9.1	-50.9	19.8	-39.2	-73.1	-18.1	9.0	62.1	14.6					
Hawai'i Island	-15.3	-13.2	3.6	-5.8	64.8	-19.7	-23.8	-80.6	-47.6	-5.9	9.3	10.8	9.5					
...Hilo	-11.4	-54.4	3.4	0.6	59.7	17.7	-10.5	-76.8	-77.9	2.6	-6.8	-16.1	-8.2					
...Kona	-17.0	32.9	3.6	-6.6	68.3	-48.6	-29.7	-82.0	-6.1	-11.6	16.2	21.3	17.0					
STATE	-5.3	2.9	0.5	-0.3	36.2	-14.0	14.2	-14.0	-26.1	5.7	-2.1	12.4	0.2					

NA = Not Applicable

**Table 66: Visitor Days Growth by Island and MMA (Arrivals by Air) continued**  
 % change 2016 vs. 2015

%change	OTHER ASIA MMA										LATIN AMERICA MMA					OTHER MMA		TOTAL	
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	MMA	TOTAL VISITOR DAYS	OTHER	TOTAL VISITOR DAYS				
<b>TOTAL</b>																			
Oahu	-2.0	23.3	38.5	-2.0	0.5	20.1	15.7	-24.6	-9.8	-13.8	2.6	1.5							
Maui	4.0	-3.3	25.6	-26.5	-17.6	11.9	30.6	-12.4	11.0	7.3	3.7	3.1							
Molokai	-25.3	-43.2	453.7	5.5	135.0	42.2	-61.6	-48.8	-10.4	-48.0	26.3	-0.3							
Lānaʻi	-48.8	-46.3	260.1	4.7	72.7	41.6	51.4	-19.2	21.6	12.4	63.0	35.7							
Kauaʻi	-16.3	-39.7	44.6	-68.2	-17.5	-1.4	39.3	-9.7	12.6	5.2	-6.2	1.5							
Hawaiʻi Island	6.8	-23.0	31.5	-12.3	38.9	15.2	31.7	-10.5	-14.6	-6.9	6.2	1.7							
...Hilo	7.8	4.9	54.3	-29.8	46.0	22.3	27.3	7.2	-14.3	1.8	13.7	2.3							
...Kona	6.4	-32.7	24.1	-4.7	35.0	12.4	33.3	-14.9	-14.7	-9.3	3.7	1.5							
STATE	-0.8	2.1	37.5	-15.6	3.2	18.6	23.5	-19.1	-4.0	-6.2	2.7	2.0							
<b>DOMESTIC</b>																			
Oahu	-20.1	10.5	-17.2	-23.5	-9.0	-18.2	24.0	-25.5	-11.3	-13.7	-3.9	0.1							
Maui	-4.8	4.1	0.1	-10.7	1.2	-3.2	32.5	-10.2	4.8	7.0	0.8	2.9							
Molokai	-11.0	-32.0	-13.8	347.1	-9.3	-6.1	-61.6	-58.0	-10.4	-51.6	14.4	-4.3							
Lānaʻi	-42.6	226.9	33.9	92.5	72.7	-14.9	51.4	-19.2	231.7	56.7	59.8	38.2							
Kauaʻi	-12.9	-31.3	-29.3	-31.6	23.5	-21.0	27.0	1.2	12.9	9.5	0.6	1.8							
Hawaiʻi Island	-15.3	-21.7	-11.5	-17.1	-7.1	-15.0	39.8	-9.8	-11.7	-4.6	-2.4	1.3							
...Hilo	-7.0	-9.3	-11.3	-22.0	-10.8	-8.4	42.8	7.2	-7.1	7.1	3.3	2.6							
...Kona	-19.4	-25.5	-11.6	-15.5	-5.5	-17.8	38.8	-14.2	-12.9	-7.7	-4.1	1.0							
STATE	-18.0	-2.6	-15.3	-19.0	-5.8	-16.2	28.1	-18.4	-5.3	-5.4	-1.7	1.5							
<b>INTERNATIONAL</b>																			
Oahu	4.7	39.3	41.0	6.4	1.5	26.5	-60.9	-6.9	12.5	-15.8	13.3	3.4							
Maui	8.1	-22.1	27.4	-36.9	-20.6	15.6	-53.7	-93.1	291.6	20.5	20.3	4.1							
Molokai	-30.2	-81.6	494.5	-100.0	151.2	58.7	NA	NA	NA	NA	183.5	33.2							
Lānaʻi	-51.7	-95.8	290.2	-35.0	NA	60.9	NA	NA	-100.0	-100.0	74.9	19.5							
Kauaʻi	-18.7	-66.4	65.8	-79.3	-26.5	8.9	NA	-94.9	3.4	-52.6	-43.2	-1.0							
Hawaiʻi Island	13.6	-25.2	37.2	-7.1	44.1	23.1	-100.0	-100.0	-64.1	-75.9	80.5	3.5							
...Hilo	13.3	25.2	60.4	-35.7	51.4	30.7	-100.0	NA	-64.1	-73.1	57.6	0.6							
...Kona	13.7	-46.4	29.2	9.0	40.0	20.1	-100.0	-100.0	-64.1	-78.2	100.4	4.3							
STATE	5.6	9.9	40.4	-14.0	4.2	25.1	-52.2	-35.1	19.6	-21.7	15.0	3.4							

NA = Not Applicable

Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air)  
2016

2016	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA			
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA-LIA	NEW ZEALAND	TOTAL OCEANIA				
<b>TOTAL</b>																	
Oahu	1,569,790	1,107,818	1,442,192	185,680	38,401	16,546	28,013	7,923	12,234	103,118	315,682	61,797	377,479				
Maui	1,313,895	700,281	54,298	242,371	18,905	7,038	22,864	5,783	9,912	64,502	61,830	11,366	73,197				
Molokai'i	24,975	15,028	1,410	4,441	413	190	800	130	459	1,993	4,047	866	4,913				
Lāna'i	25,945	20,340	1,101	4,029	696	138	381	109	260	1,584	4,432	924	5,357				
Kaua'i	619,976	356,523	22,977	66,873	7,478	3,367	13,010	2,087	5,830	31,772	27,818	4,023	31,842				
Hawaii'i Island	653,300	418,011	143,002	89,287	14,191	7,409	16,952	2,483	7,447	48,481	48,876	7,890	56,765				
...Hilo	186,709	166,083	46,975	29,592	6,925	4,528	8,448	1,153	3,858	24,912	28,509	4,206	32,715				
...Kona	579,532	356,232	109,180	81,381	12,164	5,301	13,894	1,981	6,139	39,479	39,768	6,688	46,456				
STATE	3,664,150	1,892,768	1,487,979	469,314	53,165	21,014	41,420	11,068	17,255	143,922	325,600	64,764	390,364				
<b>DOMESTIC</b>																	
Oahu	1,497,386	1,027,579	7,295	50,023	27,436	8,367	23,005	6,447	10,753	76,008	50,195	9,087	59,282				
Maui	1,297,072	677,455	740	47,735	14,910	4,363	18,659	5,254	8,618	51,804	5,820	1,534	7,355				
Molokai'i	23,435	14,833	26	904	413	190	777	130	459	1,970	152	61	214				
Lāna'i	24,853	19,430	28	913	447	138	381	109	260	1,335	142	50	192				
Kaua'i	611,603	345,260	429	23,734	6,466	2,570	11,216	1,831	5,638	27,721	2,217	744	2,961				
Hawaii'i Island	645,219	404,511	869	35,625	10,637	4,552	14,695	2,267	6,895	39,045	3,728	902	4,631				
...Hilo	182,720	159,133	259	11,600	4,149	2,091	7,166	1,054	3,528	17,988	1,572	354	1,926				
...Kona	573,336	345,243	720	32,448	9,024	3,758	11,951	1,765	5,660	32,157	3,046	729	3,774				
STATE	3,577,224	1,797,746	8,431	119,621	40,723	11,724	34,772	9,496	15,182	111,897	53,080	10,281	63,361				
<b>INTERNATIONAL</b>																	
Oahu	72,404	80,239	1,434,897	135,656	10,965	8,179	5,008	1,476	1,482	27,110	265,487	52,710	318,197				
Maui	16,823	22,826	53,558	194,636	3,995	2,675	4,205	528	1,294	12,698	56,010	9,832	65,842				
Molokai'i	1,540	195	1,384	3,537	0	0	23	0	0	23	3,895	805	4,699				
Lāna'i	1,093	910	1,073	3,116	249	0	0	0	0	249	4,290	874	5,164				
Kaua'i	8,373	11,263	22,548	43,139	1,012	798	1,794	257	192	4,051	25,602	3,279	28,881				
Hawaii'i Island	8,080	13,500	142,133	53,663	3,554	2,857	2,257	216	552	9,436	45,147	6,987	52,134				
...Hilo	3,990	6,950	46,716	17,992	2,777	2,436	1,282	99	331	6,924	26,937	3,852	30,789				
...Kona	6,196	10,990	108,460	48,933	3,140	1,543	1,943	216	479	7,322	36,723	5,959	42,682				
STATE	86,926	95,022	1,479,548	349,693	12,442	9,290	6,648	1,572	2,073	32,025	272,520	54,483	327,003				

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



Table 67: Visitor Arrivals by Island and MMA (Arrivals by Air) continued  
2016

2016	OTHER ASIA MMA										LATIN AMERICA MMA			OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER				
<b>TOTAL</b>	156,799	3,498	252,467	3,325	16,107	432,197	4,719	8,322	6,504	19,545	209,411	5,447,229			
Oahu	28,899	1,009	48,961	1,137	3,430	83,435	3,262	3,408	3,915	10,585	91,673	2,634,237			
Maui	1,277	36	827	13	263	2,416	75	138	94	307	3,448	58,932			
Moloka'i	819	53	594	32	9	1,507	71	70	106	247	2,914	63,024			
Lāna'i	4,418	455	7,827	361	744	13,805	781	1,410	1,421	3,612	39,890	1,187,269			
Kaua'i	46,642	915	20,674	779	6,007	75,017	1,062	2,502	2,594	6,158	59,921	1,549,943			
Hawaii'i Island	19,522	471	10,740	251	3,342	34,326	507	1,078	1,156	2,742	26,471	550,524			
...Hilo	37,728	630	16,315	632	4,224	59,529	851	2,101	2,274	5,226	48,966	1,325,981			
...Kona	164,326	4,511	257,189	4,280	18,107	448,414	6,328	10,194	9,554	26,075	298,817	8,821,802			
<b>STATE</b>	39,922	1,768	7,081	867	1,409	51,047	4,492	7,606	5,768	17,866	127,076	2,913,562			
<b>DOMESTIC</b>	5,164	698	1,087	420	341	7,711	3,211	3,347	3,496	10,054	71,990	2,171,914			
Oahu	262	25	17	13	6	323	75	76	94	245	2,254	44,203			
Maui	189	42	40	7	9	287	71	70	106	247	2,013	49,299			
Moloka'i	1,342	344	432	142	111	2,372	699	1,348	1,234	3,281	33,217	1,050,577			
Lāna'i	5,470	437	835	295	303	7,339	1,062	2,502	2,407	5,971	44,531	1,187,740			
Kaua'i	2,901	183	277	125	137	3,624	507	1,078	969	2,555	16,557	396,360			
Hawaii'i Island	3,709	350	699	249	217	5,224	851	2,101	2,087	5,039	37,482	1,035,424			
...Hilo	42,823	2,619	8,063	1,292	1,721	56,519	6,101	9,478	8,818	24,396	209,585	5,968,779			
...Kona	116,878	1,730	245,386	2,458	14,698	381,150	227	716	736	1,679	82,335	2,533,667			
<b>STATE</b>	23,734	311	47,874	716	3,088	75,724	51	62	419	531	19,684	462,323			
<b>INTERNATIONAL</b>	1,015	11	810	0	257	2,093	0	62	0	62	1,195	14,728			
Oahu	630	11	553	25	0	1,220	0	0	0	0	900	13,725			
Maui	3,076	111	7,395	218	633	11,433	82	62	187	331	6,673	136,691			
Moloka'i	41,173	479	19,839	484	5,704	67,679	0	0	187	187	15,391	362,203			
Lāna'i	16,622	287	10,462	126	3,205	30,702	0	0	187	187	9,914	154,164			
Kaua'i	34,018	279	15,616	383	4,007	54,304	0	0	187	187	11,485	290,558			
Hawaii'i Island	121,503	1,892	249,126	2,988	16,386	391,895	227	716	736	1,679	89,232	2,853,023			
...Hilo	121,503	1,892	249,126	2,988	16,386	391,895	227	716	736	1,679	89,232	2,853,023			
...Kona	121,503	1,892	249,126	2,988	16,386	391,895	227	716	736	1,679	89,232	2,853,023			
<b>STATE</b>	121,503	1,892	249,126	2,988	16,386	391,895	227	716	736	1,679	89,232	2,853,023			

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

Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air)  
% change 2016 vs. 2015

% change	U.S. WEST MMA				U.S. EAST MMA				JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA			
	US WEST	US WEST	US EAST	US EAST	JAPAN	JAPAN	CANADA	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA						
<b>TOTAL</b>	2.9	5.6	3.3	0.4	0.4	-11.0	4.0	-7.3	-8.6	0.2	-3.2	-2.7	-2.4	-3.2	1.9	-2.4							
Oahu	2.9	5.6	3.3	0.4	0.4	-11.0	4.0	-7.3	-8.6	0.2	-3.2	-2.7	-2.4	-3.2	1.9	-2.4							
Maui	5.6	5.6	5.2	-7.9	-7.9	-6.9	10.7	-3.9	7.9	0.2	10.3	6.9	3.5	-0.2	-0.8	-0.3							
Molokai'i	-4.5	-4.5	-20.9	-26.3	-26.3	-5.8	-36.1	-1.5	-24.8	-8.2	15.1	-18.5	8.3	28.5	-33.8	10.2							
Lāna'i	15.7	15.7	14.7	-15.4	-15.4	0.6	61.2	7.9	-27.8	-13.5	-6.5	6.2	15.1	-1.0	1.1	-0.7							
Kaua'i	2.7	2.7	3.6	-10.6	-10.6	-10.5	-0.1	-13.8	-6.1	5.1	-5.6	-4.9	4.0	-3.2	-3.7	-3.2							
Hawai'i Island	3.5	3.5	4.2	1.7	1.7	-13.7	6.8	-11.4	-7.2	-6.3	3.6	-2.6	2.8	-2.3	-9.1	-3.3							
...Hilo	2.9	2.9	-1.5	1.2	1.2	-17.6	22.7	-5.5	-9.4	-0.4	-5.6	-0.4	11.7	-6.7	-13.6	-7.6							
...Kona	3.7	3.7	5.8	2.9	2.9	-14.3	11.9	-27.0	-7.7	-11.9	4.4	-4.5	13.1	-1.9	-8.4	-2.9							
STATE	4.5	4.5	4.9	0.4	0.4	-8.4	4.1	-2.8	-5.4	-3.3	1.0	-0.8	13.7	-3.0	1.5	-2.3							
<b>DOMESTIC</b>																							
Oahu	3.4	3.4	4.4	-14.0	-14.0	-26.7	-3.1	-11.0	-9.4	-2.4	-2.4	-5.1	11.7	-14.0	-14.0	-14.0							
Maui	6.5	6.5	4.6	-17.0	-17.0	-31.1	5.4	-4.7	-2.1	3.5	8.3	2.0	11.7	-14.8	-15.9	-15.0							
Molokai'i	-7.3	-7.3	-15.7	-3.6	-3.6	-45.2	-7.2	-1.5	-15.7	-8.2	15.1	-6.2	8.3	-15.8	159.1	4.5							
Lāna'i	13.2	13.2	13.3	-2.4	-2.4	-36.1	19.2	7.9	-14.6	10.3	-6.5	0.7	15.1	-1.5	30.8	5.3							
Kaua'i	3.1	3.1	3.5	-11.9	-11.9	-22.3	-2.1	-3.3	-5.9	4.0	6.7	-1.8	4.0	-11.3	-19.2	-13.4							
Hawai'i Island	4.4	4.4	5.1	-8.6	-8.6	-19.6	-1.9	-7.1	-6.8	2.8	11.7	-2.1	2.8	-10.9	-14.3	-11.6							
...Hilo	4.5	4.5	2.2	-33.0	-33.0	-19.9	-0.7	-13.2	-6.8	13.7	9.1	-2.4	9.1	-15.9	2.3	-13.0							
...Kona	4.7	4.7	5.4	-0.6	-0.6	-20.2	-1.1	-5.9	-5.1	-3.7	13.1	-1.2	13.1	-7.9	-15.9	-9.5							
STATE	4.9	4.9	5.3	-12.3	-12.3	-26.7	-1.9	-7.6	-7.6	-3.7	5.2	-3.6	13.7	-13.7	-15.4	-14.0							
<b>INTERNATIONAL</b>																							
Oahu	-6.2	-6.2	-8.5	0.5	0.5	-3.3	27.1	-3.2	-4.9	13.5	-34.2	4.7	11.7	-0.9	5.2	0.1							
Maui	-36.3	-36.3	25.5	-7.7	-7.7	1.9	35.8	-2.7	96.5	-23.7	25.8	32.9	8.3	1.6	2.0	1.7							
Molokai'i	76.7	76.7	-86.0	-28.7	-28.7	15.4	-100.0	NA	-83.7	NA	NA	-93.2	8.3	31.2	-37.3	10.5							
Lāna'i	138.2	138.2	56.1	-15.6	-15.6	20.9	337.4	NA	-100.0	-100.0	NA	50.6	15.1	-1.0	-0.3	-0.9							
Kaua'i	-20.6	-20.6	4.7	-10.6	-10.6	-2.3	15.0	-36.2	-7.5	13.4	-78.6	-21.9	6.7	-2.4	0.6	-2.0							
Hawai'i Island	-37.8	-37.8	-15.5	1.8	1.8	-9.4	45.6	-17.5	-10.1	-51.3	-45.7	-4.4	11.7	-1.5	-8.3	-2.5							
...Hilo	-39.7	-39.7	-46.1	1.4	1.4	-16.0	89.7	2.4	-21.6	-57.1	-61.2	5.5	11.7	-6.1	-14.8	-7.3							
...Kona	-44.5	-44.5	19.8	3.0	3.0	-9.8	79.7	-52.8	-21.2	-48.1	-45.1	-16.5	13.1	-1.4	-7.3	-2.3							
STATE	-10.6	-10.6	-1.9	0.5	0.5	0.2	29.9	4.0	7.8	-1.1	-22.0	10.7	13.7	-0.7	5.5	0.3							

NA = Not Applicable

**Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued**  
 % change 2016 vs. 2015

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL				
<b>TOTAL</b>																
Oahu	-5.3	8.1	33.5	-8.8	-2.0	14.3	27.5	-23.3	-7.1	-9.3	2.7	2.0				
Maui	3.6	-14.5	11.6	-17.6	-9.4	6.8	33.7	-22.0	7.7	1.4	4.2	3.7				
Moloka'i	-39.6	-56.7	97.3	-87.6	90.3	-15.5	-10.3	-19.3	-6.8	-13.6	22.0	-9.0				
Lāna'i	-52.2	-45.8	11.4	-29.6	-69.2	-37.7	7.2	-25.0	-68.6	-50.3	-7.0	7.9				
Kaua'i	-13.6	-36.1	7.0	-55.6	-41.9	-9.4	35.1	-26.9	4.1	-6.7	-0.8	1.2				
Hawaii'i Island	3.0	-21.2	33.9	-5.3	9.6	10.0	23.5	-14.1	-11.6	-8.2	8.4	2.3				
...Hilo	-2.4	-7.8	39.5	-46.2	1.9	7.4	23.5	-8.8	-13.4	-6.4	10.2	-0.2				
...Kona	7.0	-31.7	51.9	-11.3	6.9	15.4	22.3	-13.7	-11.5	-8.3	9.2	2.9				
STATE	-5.3	1.7	32.8	-8.8	3.3	13.9	25.5	-21.3	-4.2	-6.8	2.8	3.0				
<b>DOMESTIC</b>																
Oahu	-16.0	0.6	-14.4	-17.3	-12.7	-15.2	33.1	-24.6	-6.4	-9.0	-2.1	1.6				
Maui	-11.2	7.7	-12.4	-1.8	1.9	-9.0	37.5	-18.9	3.6	2.2	2.8	4.2				
Moloka'i	-21.6	9.1	-33.2	11.1	-54.8	-20.9	-10.3	-55.4	-6.8	-31.0	1.3	-11.3				
Lāna'i	-20.6	208.5	77.6	-2.1	-69.2	-7.2	7.2	-25.0	38.2	4.5	17.5	11.2				
Kaua'i	-7.8	-22.9	-20.0	-29.8	-3.8	-14.1	20.9	-20.0	-5.4	-8.0	1.1	2.2				
Hawaii'i Island	-18.3	-24.7	-5.3	-12.1	-13.1	-17.0	32.4	-11.6	-9.9	-5.3	-2.0	2.9				
...Hilo	-11.7	-5.4	-14.2	-12.9	-9.6	-11.6	43.9	-8.8	-9.8	-2.1	-0.3	1.8				
...Kona	-19.8	-27.0	-0.1	-3.7	-22.1	-17.6	33.4	-10.7	-9.6	-4.9	-2.0	3.2				
STATE	-15.5	-2.3	-14.7	-14.9	-8.6	-14.6	29.3	-21.8	-3.5	-6.1	-0.2	3.2				
<b>INTERNATIONAL</b>																
Oahu	-1.0	17.0	35.7	-5.4	-0.8	19.9	-30.2	-5.3	-12.0	-12.4	11.1	2.5				
Maui	7.5	-41.6	12.2	-24.7	-10.5	8.7	-51.7	-74.6	60.7	-12.6	9.9	1.4				
Moloka'i	-43.0	-81.6	105.8	-100.0	106.6	-14.6	NA	NA	NA	NA	98.6	-1.3				
Lāna'i	-57.3	-87.0	8.4	-35.0	NA	-42.2	NA	NA	-100.0	-100.0	-36.6	-2.4				
Kaua'i	-15.9	-58.4	9.2	-64.2	-45.7	-8.3	NA	-74.6	210.2	9.3	-9.0	-6.0				
Hawaii'i Island	6.6	-17.8	36.3	-0.6	11.1	14.0	-100.0	-100.0	-28.3	-53.2	57.0	0.4				
...Hilo	-0.5	-9.3	41.8	-61.0	2.4	10.2	-100.0	NA	-28.3	-41.3	33.4	-5.0				
...Kona	11.0	-36.9	55.5	-15.6	9.1	20.0	-100.0	-100.0	-28.3	-53.2	74.1	2.1				
STATE	-1.1	7.7	35.2	-5.9	4.8	19.6	-30.2	-14.5	-12.0	-16.0	10.8	2.6				

NA = Not Applicable

**Table 69: Total Visitor Expenditures by Category**  
**(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)**  
**2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>15,911.2</b>	<b>15,110.9</b>	<b>5.3</b>
<b>Total Food and beverage</b>	<b>3,271.2</b>	<b>3,075.3</b>	<b>6.4</b>
Restaurant food	2,230.8	2,063.1	8.1
Dinner shows and cruises	319.9	298.1	7.3
Groceries and snacks	720.5	714.1	0.9
<b>Entertainment &amp; Recreation</b>	<b>1,414.5</b>	<b>1,337.1</b>	<b>5.8</b>
<b>Total Transportation</b>	<b>1,543.2</b>	<b>1,385.0</b>	<b>11.4</b>
Interisland airfare	282.6	227.6	24.2
Ground transportation	155.9	136.1	14.5
Rental vehicles	1,020.4	932.0	9.5
Gasoline, parking, etc.	84.2	89.3	-5.7
<b>Total Shopping</b>	<b>2,244.8</b>	<b>2,211.9</b>	<b>1.5</b>
Fashion and clothing	860.5	844.3	1.9
Jewelry and watches	286.8	293.3	-2.2
Cosmetics, perfume	103.6	113.5	-8.7
Leather goods	320.6	310.5	3.2
Hawai'i food products	318.0	301.9	5.3
Souvenirs	355.4	348.4	2.0
<b>Lodging</b>	<b>6,731.1</b>	<b>6,343.7</b>	<b>6.1</b>
<b>All other expenses 1/</b>	<b>588.3</b>	<b>623.9</b>	<b>-5.7</b>
<b>Supplemental business</b>	<b>118.1</b>	<b>134.1</b>	<b>-11.9</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 70: Total Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>197.7</b>	<b>191.3</b>	<b>3.4</b>
<b>Total Food and beverage</b>	<b>41.0</b>	<b>39.3</b>	<b>4.3</b>
Restaurant food	27.9	26.4	5.8
Dinner shows and cruises	4.0	3.9	4.0
Groceries and snacks	9.0	9.0	-0.2
<b>Entertainment &amp; Recreation</b>	<b>17.6</b>	<b>17.0</b>	<b>3.8</b>
Attractions/entertainment	5.6	5.3	5.3
Recreation	6.0	5.9	1.2
Other activities & tours	6.1	5.8	5.1
<b>Total Transportation</b>	<b>19.3</b>	<b>17.7</b>	<b>9.2</b>
Interisland airfare	3.5	3.0	18.5
Ground transportation	1.9	1.7	11.6
Rental vehicles	12.8	11.8	8.3
Gasoline, parking, etc.	1.1	1.2	-9.2
<b>Total Shopping</b>	<b>28.0</b>	<b>28.2</b>	<b>-0.6</b>
Fashion and clothing	10.7	10.8	-0.2
Jewelry and watches	3.6	3.7	-4.1
Cosmetics, perfume	1.3	1.5	-11.8
Leather goods	4.0	4.0	-0.7
Hawai'i food products	4.0	3.8	3.9
Souvenirs	4.4	4.4	1.5
<b>Lodging</b>	<b>84.5</b>	<b>81.2</b>	<b>4.0</b>
<b>All other expenses 1/</b>	<b>7.4</b>	<b>8.0</b>	<b>-7.6</b>

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

Does not include Supplemental business expenditures

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

**Table 71: U.S. West MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>%change</b>
<b>GRAND TOTAL</b>	<b>167.9</b>	<b>162.0</b>	<b>3.6</b>
<b>Total Food and beverage</b>	<b>36.2</b>	<b>34.5</b>	<b>4.8</b>
Restaurant food	22.9	21.8	5.2
Dinner shows and cruises	3.6	3.4	6.2
Groceries and snacks	9.6	9.3	3.3
<b>Entertainment &amp; Recreation</b>	<b>14.7</b>	<b>14.1</b>	<b>4.4</b>
Attractions/entertainment	3.6	3.4	4.7
Recreation	6.3	6.2	2.4
Other activities & tours	4.8	4.5	6.9
<b>Total Transportation</b>	<b>18.1</b>	<b>16.3</b>	<b>11.4</b>
Interisland airfare	2.5	1.8	39.0
Ground transportation	0.7	0.7	9.0
Rental vehicles	13.9	12.7	9.2
Gasoline, parking, etc.	1.1	1.2	-6.3
<b>Total Shopping</b>	<b>16.2</b>	<b>16.3</b>	<b>-0.6</b>
Fashion and clothing	6.2	6.1	3.1
Jewelry and watches	2.6	2.9	-10.9
Cosmetics, perfume	0.3	0.4	-8.1
Leather goods	0.8	0.8	-6.3
Hawai'i food products	2.5	2.5	1.4
Souvenirs	3.7	3.6	2.4
<b>Lodging</b>	<b>78.4</b>	<b>76.3</b>	<b>2.8</b>
<b>All other expenses <sup>1/</sup></b>	<b>4.3</b>	<b>4.5</b>	<b>-5.4</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-  
Note: Sums may not add up to total due to rounding.

**Table 72: U.S. East MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>201.7</b>	<b>197.8</b>	<b>2.0</b>
<b>Total Food and beverage</b>	<b>40.7</b>	<b>40.0</b>	<b>1.6</b>
Restaurant food	27.7	27.3	1.2
Dinner shows and cruises	4.8	4.5	6.1
Groceries and snacks	8.3	8.2	0.3
<b>Entertainment &amp; Recreation</b>	<b>20.3</b>	<b>19.5</b>	<b>4.1</b>
Attractions/entertainment	5.5	5.6	-1.4
Recreation	7.1	6.6	6.8
Other activities & tours	7.7	7.3	5.9
<b>Total Transportation</b>	<b>22.0</b>	<b>20.1</b>	<b>9.6</b>
Interisland airfare	4.9	3.8	27.2
Ground transportation	1.1	1.0	12.7
Rental vehicles	14.7	13.9	6.2
Gasoline, parking, etc.	1.3	1.4	-8.1
<b>Total Shopping</b>	<b>18.5</b>	<b>18.6</b>	<b>-0.6</b>
Fashion and clothing	6.7	6.7	-0.3
Jewelry and watches	3.1	3.2	-3.1
Cosmetics, perfume	0.4	0.4	-6.7
Leather goods	0.7	0.5	46.2
Hawai'i food products	2.7	2.7	1.5
Souvenirs	4.8	5.1	-4.7
<b>Lodging</b>	<b>89.6</b>	<b>87.4</b>	<b>2.5</b>
<b>All other expenses 1/</b>	<b>10.6</b>	<b>12.1</b>	<b>-12.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 73: Japan MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>240.3</b>	<b>236.3</b>	<b>1.7</b>
<b>Total Food and beverage</b>	<b>50.4</b>	<b>49.9</b>	<b>1.1</b>
Restaurant food	37.6	37.3	0.8
Dinner shows and cruises	4.0	3.9	1.5
Groceries and snacks	8.9	8.7	2.2
<b>Entertainment &amp; Recreation</b>	<b>19.0</b>	<b>18.7</b>	<b>1.3</b>
Attractions/entertainment	6.0	6.0	0.4
Recreation	4.1	4.0	2.3
Other activities & tours	8.9	8.7	1.3
<b>Total Transportation</b>	<b>12.3</b>	<b>12.0</b>	<b>1.9</b>
Interisland airfare	2.0	2.0	-0.5
Ground transportation	6.0	5.8	3.1
Rental vehicles	4.0	3.9	3.2
Gasoline, parking, etc.	0.3	0.4	-15.1
<b>Total Shopping</b>	<b>68.0</b>	<b>65.5</b>	<b>3.8</b>
Fashion and clothing	18.1	18.2	-0.3
Jewelry and watches	6.7	5.8	16.5
Cosmetics, perfume	3.8	3.5	8.2
Leather goods	18.5	17.6	4.8
Hawai'i food products	13.9	13.6	2.2
Souvenirs	7.1	6.9	2.5
<b>Lodging</b>	<b>80.1</b>	<b>79.3</b>	<b>1.0</b>
<b>All other expenses 1/</b>	<b>10.4</b>	<b>10.8</b>	<b>-3.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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



**Table 74: Canada MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>%change</b>
<b>GRAND TOTAL</b>	<b>161.1</b>	<b>161.5</b>	<b>-0.2</b>
<b>Total Food and beverage</b>	<b>33.8</b>	<b>33.0</b>	<b>2.3</b>
Restaurant food	19.4	18.7	4.1
Dinner shows and cruises	3.0	3.0	-0.2
Groceries and snacks	11.3	11.3	-0.1
<b>Entertainment &amp; Recreation</b>	<b>11.8</b>	<b>12.4</b>	<b>-4.7</b>
Attractions/entertainment	3.8	3.9	-2.7
Recreation	4.5	5.0	-9.1
Other activities & tours	3.5	3.5	-0.7
<b>Total Transportation</b>	<b>16.8</b>	<b>17.1</b>	<b>-2.0</b>
Interisland airfare	1.7	1.7	-1.8
Ground transportation	0.9	0.9	-7.0
Rental vehicles	13.0	13.1	-0.4
Gasoline, parking, etc.	1.2	1.4	-14.5
<b>Total Shopping</b>	<b>13.5</b>	<b>14.9</b>	<b>-9.3</b>
Fashion and clothing	6.9	7.8	-10.9
Jewelry and watches	1.6	1.8	-16.2
Cosmetics, perfume	0.2	0.3	-24.2
Leather goods	0.5	0.5	-4.8
Hawai'i food products	1.7	1.7	-4.6
Souvenirs	2.6	2.7	-1.6
<b>Lodging</b>	<b>79.3</b>	<b>78.2</b>	<b>1.4</b>
<b>All other expenses 1/</b>	<b>5.9</b>	<b>5.8</b>	<b>0.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-  
Note: Sums may not add up to total due to rounding.

**Table 75: Europe MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>189.9</b>	<b>177.7</b>	<b>6.9</b>
<b>Total Food and beverage</b>	<b>36.9</b>	<b>35.4</b>	<b>4.1</b>
Restaurant food	27.3	22.0	24.0
Dinner shows and cruises	2.6	3.3	-19.2
Groceries and snacks	7.0	10.2	-31.5
<b>Entertainment &amp; Recreation</b>	<b>14.8</b>	<b>16.2</b>	<b>-8.9</b>
Attractions/entertainment	5.3	4.6	16.1
Recreation	5.3	6.2	-15.5
Other activities & tours	4.2	5.4	-22.6
<b>Total Transportation</b>	<b>26.1</b>	<b>26.6</b>	<b>-2.0</b>
Interisland airfare	7.3	7.7	-5.1
Ground transportation	3.3	2.7	24.3
Rental vehicles	14.3	15.1	-5.8
Gasoline, parking, etc.	1.2	1.2	6.4
<b>Total Shopping</b>	<b>18.2</b>	<b>16.2</b>	<b>12.3</b>
Fashion and clothing	10.5	7.7	36.7
Jewelry and watches	4.2	2.2	87.5
Cosmetics, perfume	0.5	0.9	-50.9
Leather goods	0.2	0.8	-68.7
Hawai'i food products	1.0	1.3	-27.3
Souvenirs	1.8	3.2	-43.8
<b>Lodging</b>	<b>88.2</b>	<b>77.2</b>	<b>14.2</b>
<b>All other expenses 1/</b>	<b>5.8</b>	<b>6.0</b>	<b>-3.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 76: Oceania MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>286.5</b>	<b>262.8</b>	<b>9.0</b>
<b>Total Food and beverage</b>	<b>54.9</b>	<b>50.4</b>	<b>9.0</b>
Restaurant food	39.8	36.6	8.7
Dinner shows and cruises	5.3	4.9	8.9
Groceries and snacks	9.8	8.9	10.1
<b>Entertainment &amp; Recreation</b>	<b>24.8</b>	<b>24.2</b>	<b>2.5</b>
<b>Attractions/entertainment</b>	11.3	10.6	6.8
<b>Recreation</b>	4.4	5.0	-11.1
<b>Other activities &amp; tours</b>	9.1	8.6	5.0
<b>Total Transportation</b>	<b>17.2</b>	<b>16.6</b>	<b>3.7</b>
<b>Interisland airfare</b>	4.5	4.5	-0.8
Ground transportation	3.8	4.0	-5.3
Rental vehicles	8.2	7.3	12.4
Gasoline, parking, etc.	0.7	0.8	-4.1
<b>Total Shopping</b>	<b>56.4</b>	<b>54.1</b>	<b>4.2</b>
<b>Fashion and clothing</b>	35.9	34.2	5.2
Jewelry and watches	4.8	5.0	-2.9
Cosmetics, perfume	4.8	5.1	-4.4
Leather goods	5.1	4.7	9.3
Hawai'i food products	1.3	1.3	0.0
Souvenirs	4.3	3.9	10.1
<b>Lodging</b>	<b>118.3</b>	<b>104.2</b>	<b>13.5</b>
<b>All other expenses 1/</b>	<b>14.8</b>	<b>13.2</b>	<b>12.0</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 77: Other Asia MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>340.7</b>	<b>340.3</b>	<b>0.1</b>
<b>Total Food and beverage</b>	<b>68.0</b>	<b>60.7</b>	<b>12.1</b>
Restaurant food	56.7	47.3	20.0
Dinner shows and cruises	4.5	5.6	-19.7
Groceries and snacks	6.8	7.8	-12.9
<b>Entertainment &amp; Recreation</b>	<b>33.5</b>	<b>30.4</b>	<b>10.0</b>
Attractions/entertainment	22.1	19.5	13.6
Recreation	7.2	7.0	3.2
Other activities & tours	4.2	4.0	4.0
<b>Total Transportation</b>	<b>34.5</b>	<b>29.2</b>	<b>18.2</b>
Interisland airfare	9.4	9.9	-5.6
Ground transportation	7.1	4.4	61.8
Rental vehicles	16.8	13.6	23.2
Gasoline, parking, etc.	1.2	1.2	-3.5
<b>Total Shopping</b>	<b>88.0</b>	<b>116.9</b>	<b>-24.7</b>
Fashion and clothing	32.6	39.6	-17.5
Jewelry and watches	9.8	16.5	-41.0
Cosmetics, perfume	7.5	13.4	-44.0
Leather goods	26.1	34.1	-23.6
Hawai'i food products	7.1	7.6	-6.5
Souvenirs	5.0	5.7	-12.2
<b>Lodging</b>	<b>110.3</b>	<b>89.8</b>	<b>22.8</b>
<b>All other expenses 1/</b>	<b>6.4</b>	<b>13.2</b>	<b>-51.9</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 78: Latin America MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>186.7</b>	<b>247.4</b>	<b>-24.5</b>
<b>Total Food and beverage</b>	<b>33.5</b>	<b>49.2</b>	<b>-31.9</b>
Restaurant food	22.4	30.3	-26.1
Dinner shows and cruises	5.0	7.1	-30.6
Groceries and snacks	6.1	11.7	-47.9
<b>Entertainment &amp; Recreation</b>	<b>16.7</b>	<b>25.7</b>	<b>-35.0</b>
Attractions/entertainment	5.6	9.9	-43.8
Recreation	5.1	6.8	-24.7
Other activities & tours	6.1	9.1	-33.1
<b>Total Transportation</b>	<b>22.8</b>	<b>29.2</b>	<b>-22.0</b>
Interisland airfare	4.7	8.7	-45.7
Ground transportation	1.1	2.3	-49.6
Rental vehicles	15.4	17.1	-10.1
Gasoline, parking, etc.	1.6	1.1	35.0
<b>Total Shopping</b>	<b>34.1</b>	<b>29.7</b>	<b>15.0</b>
Fashion and clothing	13.4	17.5	-23.3
Jewelry and watches	11.2	1.9	504.0
Cosmetics, perfume	1.3	1.9	-28.2
Leather goods	0.2	0.6	-67.4
Hawai'i food products	2.0	2.3	-11.0
Souvenirs	5.9	5.5	5.9
<b>Lodging</b>	<b>66.2</b>	<b>96.2</b>	<b>-31.2</b>
<b>All other expenses 1/</b>	<b>13.5</b>	<b>17.4</b>	<b>-22.6</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 79: Other MMA Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>199.5</b>	<b>183.6</b>	<b>8.7</b>
<b>Total Food and beverage</b>	<b>41.1</b>	<b>38.3</b>	<b>7.4</b>
Restaurant food	30.6	27.1	12.9
Dinner shows and cruises	4.2	3.6	17.6
Groceries and snacks	6.4	7.7	-16.9
<b>Entertainment &amp; Recreation</b>	<b>16.7</b>	<b>15.9</b>	<b>5.3</b>
Attractions/entertainment	6.4	5.8	10.3
Recreation	3.8	5.2	-26.6
Other activities & tours	6.5	4.9	33.2
<b>Total Transportation</b>	<b>22.4</b>	<b>19.7</b>	<b>13.7</b>
Interisland airfare	5.0	4.6	8.9
Ground transportation	2.5	2.0	27.0
Rental vehicles	13.8	11.3	21.9
Gasoline, parking, etc.	1.1	1.8	-40.4
<b>Total Shopping</b>	<b>39.6</b>	<b>32.2</b>	<b>22.8</b>
Fashion and clothing	18.1	17.5	3.2
Jewelry and watches	2.4	1.4	71.4
Cosmetics, perfume	2.2	1.7	30.4
Leather goods	4.3	4.1	6.4
Hawai'i food products	6.3	3.6	75.3
Souvenirs	6.3	4.0	58.5
<b>Lodging</b>	<b>72.6</b>	<b>72.5</b>	<b>0.1</b>
<b>All other expenses 1/</b>	<b>7.0</b>	<b>4.9</b>	<b>42.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

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

**Table 80: China Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>384.7</b>	<b>392.0</b>	<b>-1.9</b>
<b>Total Food and beverage</b>	<b>62.9</b>	<b>55.6</b>	<b>13.1</b>
Restaurant food	52.8	42.3	24.7
Dinner shows and cruises	4.3	5.5	-22.6
Groceries and snacks	5.8	7.7	-24.6
<b>Entertainment &amp; Recreation</b>	<b>42.1</b>	<b>35.0</b>	<b>20.2</b>
Attractions/entertainment	35.4	27.0	31.1
Recreation	2.9	4.1	-30.5
Other activities & tours	3.9	3.9	-1.0
<b>Total Transportation</b>	<b>44.7</b>	<b>33.0</b>	<b>35.6</b>
Interisland airfare	13.9	12.8	8.1
Ground transportation	14.8	6.4	133.1
Rental vehicles	14.7	12.4	18.3
Gasoline, parking, etc.	1.3	1.3	-3.6
<b>Total Shopping</b>	<b>115.8</b>	<b>160.0</b>	<b>-27.6</b>
Fashion and clothing	46.0	54.6	-15.7
Jewelry and watches	20.3	31.6	-35.7
Cosmetics, perfume	12.6	22.4	-43.5
Leather goods	24.8	38.0	-34.8
Hawai'i food products	7.2	8.0	-11.0
Souvenirs	4.9	5.3	-8.7
<b>Lodging</b>	<b>108.5</b>	<b>86.3</b>	<b>25.7</b>
<b>All other expenses 1/</b>	<b>10.6</b>	<b>22.1</b>	<b>-51.9</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Sums may not add up to total due to rounding.

**Table 81: Korea Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>%change</b>
<b>GRAND TOTAL</b>	<b>316.4</b>	<b>293.9</b>	<b>7.7</b>
<b>Total Food and beverage</b>	<b>74.5</b>	<b>66.5</b>	<b>12.1</b>
Restaurant food	62.2	52.9	17.6
Dinner shows and cruises	4.8	5.8	-17.7
Groceries and snacks	7.6	7.8	-3.1
<b>Entertainment &amp; Recreation</b>	<b>28.1</b>	<b>26.3</b>	<b>6.8</b>
Attractions/entertainment	14.0	13.1	6.2
Recreation	10.0	9.4	6.3
Other activities & tours	4.1	3.7	9.9
<b>Total Transportation</b>	<b>28.2</b>	<b>25.7</b>	<b>9.7</b>
Interisland airfare	6.2	7.1	-12.1
Ground transportation	2.4	2.5	-6.6
Rental vehicles	18.4	15.0	23.1
Gasoline, parking, etc.	1.1	1.1	2.5
<b>Total Shopping</b>	<b>69.9</b>	<b>77.2</b>	<b>-9.5</b>
Fashion and clothing	24.3	25.2	-3.7
Jewelry and watches	3.7	3.7	1.1
Cosmetics, perfume	4.1	5.9	-29.9
Leather goods	25.6	30.4	-15.7
Hawai'i food products	7.2	6.6	9.3
Souvenirs	5.0	5.5	-8.7
<b>Lodging</b>	<b>112.9</b>	<b>93.5</b>	<b>20.7</b>
<b>All other expenses 1/</b>	<b>2.8</b>	<b>4.7</b>	<b>-40.6</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Sums may not add up to total due to rounding.



**Table 82: Taiwan Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>264.9</b>	<b>221.8</b>	<b>19.4</b>
<b>Total Food and beverage</b>	<b>53.7</b>	<b>42.8</b>	<b>25.5</b>
Restaurant food	46.2	33.5	37.6
Dinner shows and cruises	4.8	2.2	112.3
Groceries and snacks	2.8	7.0	-60.3
<b>Entertainment &amp; Recreation</b>	<b>27.1</b>	<b>21.7</b>	<b>24.7</b>
Attractions/entertainment	23.1	13.5	71.0
Recreation	2.8	1.7	61.2
Other activities & tours	1.2	3.0	-60.4
<b>Total Transportation</b>	<b>25.3</b>	<b>24.0</b>	<b>5.7</b>
Interisland airfare	5.6	11.0	-49.1
Ground transportation	2.0	2.6	-23.2
Rental vehicles	15.0	9.2	63.2
Gasoline, parking, etc.	2.7	1.2	131.6
<b>Total Shopping</b>	<b>73.1</b>	<b>59.3</b>	<b>23.3</b>
Fashion and clothing	20.3	19.0	6.6
Jewelry and watches	1.7	0.8	122.3
Cosmetics, perfume	7.0	2.9	138.8
Leather goods	27.7	15.1	83.5
Hawai'i food products	7.9	13.0	-39.4
Souvenirs	8.5	8.5	0.6
<b>Lodging</b>	<b>79.5</b>	<b>66.6</b>	<b>19.3</b>
<b>All other expenses 1/</b>	<b>6.2</b>	<b>7.4</b>	<b>-16.4</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Sums may not add up to total due to rounding.

**Table 83: Australia Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>293.2</b>	<b>264.1</b>	<b>11.0</b>
<b>Total Food and beverage</b>	<b>57.0</b>	<b>53.1</b>	<b>7.4</b>
Restaurant food	41.9	38.5	8.8
Dinner shows and cruises	5.5	5.4	2.8
Groceries and snacks	9.6	9.2	3.8
<b>Entertainment &amp; Recreation</b>	<b>25.5</b>	<b>24.5</b>	<b>4.2</b>
Attractions/entertainment	11.9	10.9	8.8
Recreation	4.2	4.8	-11.5
Other activities & tours	9.4	8.8	7.1
<b>Total Transportation</b>	<b>17.4</b>	<b>15.7</b>	<b>11.0</b>
Interisland airfare	4.4	4.3	2.1
Ground transportation	3.8	3.8	1.0
Rental vehicles	8.5	6.9	22.6
Gasoline, parking, etc.	0.8	0.7	4.5
<b>Total Shopping</b>	<b>56.2</b>	<b>58.3</b>	<b>-3.6</b>
Fashion and clothing	34.7	35.8	-3.1
Jewelry and watches	5.2	5.7	-9.3
Cosmetics, perfume	4.6	5.5	-16.2
Leather goods	5.7	5.4	4.2
Hawai'i food products	1.2	1.3	-9.3
Souvenirs	4.8	4.5	6.8
<b>Lodging</b>	<b>121.5</b>	<b>99.0</b>	<b>22.7</b>
<b>All other expenses 1/</b>	<b>15.6</b>	<b>13.5</b>	<b>15.5</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Sums may not add up to total due to rounding.

**Table 84: New Zealand Air Visitor Personal Daily Spending  
by Category in Dollars  
2016 vs. 2015**

<b>Expenditure Type</b>	<b>2016</b>	<b>2015</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>262.8</b>	<b>227.3</b>	<b>15.6</b>
<b>Total Food and beverage</b>	<b>48.0</b>	<b>46.7</b>	<b>2.8</b>
Restaurant food	32.9	34.0	-3.1
Dinner shows and cruises	4.5	3.4	30.0
Groceries and snacks	10.7	9.3	14.1
<b>Entertainment &amp; Recreation</b>	<b>22.7</b>	<b>19.3</b>	<b>17.8</b>
Attractions/entertainment	9.7	6.9	39.2
Recreation	4.8	5.1	-5.3
Other activities & tours	8.2	7.2	13.5
<b>Total Transportation</b>	<b>16.6</b>	<b>15.3</b>	<b>8.7</b>
Interisland airfare	4.6	4.1	13.6
Ground transportation	3.9	4.2	-7.3
Rental vehicles	7.3	6.3	15.5
Gasoline, parking, etc.	0.8	0.7	15.2
<b>Total Shopping</b>	<b>57.0</b>	<b>55.1</b>	<b>3.5</b>
Fashion and clothing	39.5	39.8	-0.8
Jewelry and watches	3.8	3.1	23.8
Cosmetics, perfume	5.2	4.8	9.2
Leather goods	3.6	3.1	14.8
Hawai'i food products	1.6	1.8	-6.5
Souvenirs	3.3	2.5	28.7
<b>Lodging</b>	<b>107.5</b>	<b>86.3</b>	<b>24.5</b>
<b>All other expenses 1/</b>	<b>11.0</b>	<b>4.7</b>	<b>135.0</b>

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.  
Sums may not add up to total due to rounding.

**Table 85: Air Visitor Personal Daily Spending  
by Category and Island in Dollars  
2016**

<b>Expenditure Type</b>	<b>O'ahu</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Kaua'i</b>	<b>Hawai'i Island</b>
<b>GRAND TOTAL</b>	<b>198.6</b>	<b>210.9</b>	<b>115.2</b>	<b>414.6</b>	<b>183.8</b>	<b>179.6</b>
<b>Total Food and beverage</b>	<b>38.2</b>	<b>42.7</b>	<b>21.1</b>	<b>90.7</b>	<b>38.9</b>	<b>36.3</b>
Restaurant food	25.8	27.4	7.9	80.3	24.3	24.2
Dinner shows and cruises	4.2	4.8	0.4	0.7	4.1	2.1
Groceries and snacks	8.2	10.5	12.8	9.7	10.5	10.1
<b>Entertainment &amp; Recreation</b>	<b>17.1</b>	<b>17.4</b>	<b>10.6</b>	<b>23.1</b>	<b>21.9</b>	<b>18.2</b>
<b>Total Transportation</b>	<b>14.5</b>	<b>22.4</b>	<b>24.9</b>	<b>23.6</b>	<b>22.1</b>	<b>30.5</b>
Interisland airfare	1.9	3.5	7.8	11.3	4.6	9.9
Ground transportation	1.9	0.6	0.4	3.6	0.3	0.7
Rental vehicles	9.8	17.1	15.5	8.3	16.4	18.0
Gasoline, parking, etc.	0.9	1.1	1.2	0.3	0.9	2.0
<b>Total Shopping</b>	<b>32.1</b>	<b>17.9</b>	<b>7.2</b>	<b>12.2</b>	<b>15.0</b>	<b>15.2</b>
Fashion and clothing	12.0	7.3	1.9	9.7	5.8	5.6
Jewelry and watches	3.8	2.9	2.1	0.5	2.7	2.1
Cosmetics, perfume	1.5	0.5	0.0	0.1	0.3	0.3
Leather goods	4.1	0.9	0.0	0.4	0.2	0.3
Hawai'i food products	3.2	2.0	1.6	0.4	2.1	3.5
Souvenirs	7.4	4.2	1.6	1.1	4.0	3.4
<b>Lodging</b>	<b>88.2</b>	<b>103.7</b>	<b>45.0</b>	<b>255.6</b>	<b>80.7</b>	<b>74.1</b>
<b>All other expenses 1/</b>	<b>8.4</b>	<b>6.8</b>	<b>6.5</b>	<b>9.5</b>	<b>5.3</b>	<b>5.3</b>

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

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

**Table 86: Air Visitor Personal Daily Spending Growth  
by Category and Island  
% change 2016 vs. 2015**

<b>Expenditure Type</b>	<b>O'ahu</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Kaua'i</b>	<b>Hawai'i Island</b>
<b>GRAND TOTAL</b>	<b>-1.8</b>	<b>6.8</b>	<b>-2.3</b>	<b>57.4</b>	<b>6.3</b>	<b>12.0</b>
<b>Total Food and beverage</b>	<b>-3.2</b>	<b>6.7</b>	<b>-3.8</b>	<b>55.4</b>	<b>7.1</b>	<b>13.0</b>
Restaurant food	-2.2	7.8	-24.5	61.2	8.4	15.1
Dinner shows and cruises	-8.1	10.7	584.3	138.2	11.6	-0.3
Groceries and snacks	-3.5	2.1	12.5	17.4	2.6	11.2
<b>Entertainment &amp; Recreation</b>	<b>0.6</b>	<b>7.2</b>	<b>40.8</b>	<b>15.4</b>	<b>10.1</b>	<b>7.0</b>
<b>Total Transportation</b>	<b>-1.5</b>	<b>13.9</b>	<b>-22.1</b>	<b>58.7</b>	<b>13.8</b>	<b>28.1</b>
Interisland airfare	-3.4	33.8	-19.1	54.2	52.9	39.9
Ground transportation	-0.1	6.1	-54.7	81.7	-21.1	40.0
Rental vehicles	0.8	11.7	-22.4	62.1	8.4	23.6
Gasoline, parking, etc.	-19.7	1.6	-16.3	-16.9	-10.8	14.1
<b>Total Shopping</b>	<b>-5.6</b>	<b>1.3</b>	<b>0.6</b>	<b>8.4</b>	<b>2.4</b>	<b>10.0</b>
Fashion and clothing	-7.3	3.8	-6.1	34.8	-1.8	16.0
Jewelry and watches	-9.0	-18.0	157.0	-31.4	0.2	19.6
Cosmetics, perfume	-9.9	-5.7	-67.3	-65.7	-21.8	62.6
Leather goods	-1.5	33.4	-65.2	4362.7	18.1	28.7
Hawai'i food products	-3.1	1.8	-21.8	-70.8	2.8	15.1
Souvenirs	-3.1	9.4	-27.5	-37.7	12.2	-10.0
<b>Lodging</b>	<b>-1.0</b>	<b>7.5</b>	<b>-2.3</b>	<b>68.6</b>	<b>4.7</b>	<b>9.0</b>
<b>All other expenses 1/</b>	<b>5.0</b>	<b>-8.8</b>	<b>91.6</b>	<b>30.2</b>	<b>-4.4</b>	<b>-4.9</b>

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

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

**Table 87: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics  
(in Dollars, 2016 vs. 2015)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2016	2015	2016	2015	2016	2015
<b>ALL VISITORS</b>	<b>167.9</b>	<b>162.0</b>	<b>201.7</b>	<b>197.8</b>	<b>240.3</b>	<b>236.3</b>
Group tour status:						
Organized group tour	231.1	230.8	236.8	253.2	253.5	248.3
Individually arranged	166.2	160.1	193.6	188.3	238.2	233.2
Arrived on package tour:						
Yes	186.3	183.4	226.6	229.0	268.9	260.0
No	161.8	155.6	186.1	180.5	187.9	186.3
Accommodations:						
Hotel	212.1	205.3	242.5	243.5	263.8	257.8
Condo	166.0	161.3	190.0	183.2	169.8	174.2
Guests of friends and relatives	79.0	72.9	77.7	75.0	89.1	100.3
Timeshare	127.8	128.8	150.6	148.8	134.1	127.7
Previous visits:						
First trip	175.6	169.5	209.9	207.3	267.6	259.7
Repeat visitors	169.8	160.6	194.2	190.3	225.8	223.4
Purpose of trip:						
Pleasure	169.1	163.1	195.4	192.8	220.9	217.2
Business, meetings, Conventions, incentive	208.4	204.8	235.1	237.9	249.6	250.7
Honeymoon	231.2	211.2	283.5	280.1	330.1	323.0

**Table 88: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending  
2016**

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON		TOTAL		
					PER DAY PERSONAL SPENDING \$	TOTAL PERSONAL SPENDING \$	SUPPLEMENTAL BUSINESS SPENDING \$	TOTAL SPENDING \$	
<b>Convention/Conference</b>	<b>223,151</b>								<b>\$549,946,269</b>
Party Size	1.85								
Delegates	120,636	4.0	4.3	8.3	\$241.6	\$242,024,344	\$104,544,760	\$346,569,104	
Companions	102,515	4.0	4.3	8.3		\$203,377,165		\$203,377,165	
<b>Corporate Meeting</b>	<b>77,513</b>								<b>\$169,113,582</b>
Party Size	1.65								
Delegates	46,905	3.0	4.5	7.5	\$267.0	\$94,196,863	\$13,582,639	\$107,779,502	
Companions	30,608	3.0	4.5	7.5		\$61,334,080		\$61,334,080	
<b>Incentive</b>	<b>184,530</b>								<b>\$253,730,735</b>
Party Size	2.51								
Delegates	73,484			6.0	\$239.8	\$104,965,444		\$104,965,444	
Companions	111,046			6.0		\$148,765,292		\$148,765,292	
<b>MCI TOTAL</b>						<b>\$854,663,187</b>	<b>\$118,127,399</b>	<b>\$972,790,586</b>	

**Table 89: Cruise Ship Visitors  
2016**

2016	SHIP ARRIVALS FROM OUT-OF-STATE <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	7	11,675	11,372	12	23,047	7.52	173,313
FEBRUARY	2	4,801	4,499	4	9,300	7.23	67,219
MARCH	5	6,876	4,578	7	11,454	7.28	83,342
APRIL	10	22,840	11,239	15	34,079	6.96	237,203
MAY	4	9,347	9,153	8	18,500	8.18	151,246
JUNE	2	1,605	9,753	6	11,358	9.81	111,471
JULY	1	952	12,396	6	13,348	10.38	138,501
AUGUST	1	1,883	9,699	5	11,582	9.60	111,175
SEPTEMBER	5	9,884	8,992	9	18,876	8.57	161,691
OCTOBER	11	23,769	11,263	16	35,032	6.65	232,813
NOVEMBER	5	9,906	9,288	9	19,194	7.83	150,265
DECEMBER	4	8,937	12,232	9	21,169	8.56	181,154
<b>TOTAL</b>	<b>57</b>	<b>112,475</b>	<b>114,464</b>	<b>106</b>	<b>226,939</b>	<b>7.93</b>	<b>1,799,392</b>

<sup>1/</sup> Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.

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

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

**Table 90: Cruise Ship Visitor Growth  
% change 2016 vs. 2015**

2016 vs 2015	SHIP ARRIVALS FROM OUT-OF-STATE <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	0.0	26.1	-1.3	0.0	10.9	-13.4	-3.9
FEBRUARY	-66.7	-59.0	-46.9	-60.0	-53.9	8.0	-50.2
MARCH	-37.5	-53.2	-47.9	-41.7	-51.2	6.0	-48.3
APRIL	66.7	84.8	-3.1	36.4	42.2	-8.6	30.0
MAY	-33.3	-15.7	-20.8	-27.3	-18.3	0.2	-18.2
JUNE	100.0	222.9	-2.9	20.0	7.8	-6.1	1.2
JULY	-50.0	-66.6	26.6	0.0	5.5	23.4	30.2
AUGUST	0.0	0.0	-20.7	0.0	-5.3	-12.0	-16.7
SEPTEMBER	-61.5	-57.6	-22.4	-52.6	-45.9	26.5	-31.6
OCTOBER	37.5	34.3	0.3	23.1	21.1	-5.7	14.1
NOVEMBER	66.7	56.6	3.8	28.6	25.7	3.8	30.5
DECEMBER	33.3	32.3	27.3	28.6	29.4	-5.4	22.4
<b>TOTAL</b>	<b>-9.5</b>	<b>-3.5</b>	<b>-8.7</b>	<b>-10.2</b>	<b>-6.2</b>	<b>1.1</b>	<b>-5.2</b>

<sup>1/</sup> Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.

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

NA = Not applicable

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

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



**Table 91: Total Cruise Ship Passengers by MMA  
2016**

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total Passengers
<b>Total Passengers</b>	226,939	60,927	85,902	23,134	29,650	8,123	19,203	3,663	230,602
<b>Island Visitation (Number of Passengers)</b>									
Oahu	226,592	60,869	85,721	23,076	29,635	8,123	19,168	3,663	230,255
Kauai'i	195,902	52,166	79,099	20,813	21,833	6,957	15,034	3,452	199,354
Mau'i County	216,250	58,076	84,281	22,350	27,284	7,889	16,369	3,596	219,846
Mau'i	216,250	58,076	84,281	22,350	27,284	7,889	16,369	3,596	219,846
Moloka'i	3,523	1,486	892	211	299	125	509	0	3,523
Lāna'i	5,052	2,063	1,471	459	489	126	444	0	5,052
Hawai'i Island	211,448	57,118	83,211	21,910	25,574	7,551	16,083	3,521	214,969
<b>Purpose of Trip (Number of Passengers)</b>									
Honeymoon	5,379	1,192	1,840	732	483	542	590	52	5,431
Get Married	865	252	184	102	182	52	93	0	865
Attend Wedding	1,720	450	437	239	421	75	100	0	1,720
Convention / Conference	1,765	299	807	216	248	47	147	0	1,765
Business	2,633	1,069	859	237	149	44	277	82	2,715
Visit Friends or Relatives	19,864	8,666	7,473	1,370	789	196	1,369	971	20,835
Play Golf	3,611	952	1,441	387	399	87	347	101	3,712
Leisure	194,583	49,194	73,612	20,346	27,597	7,260	16,575	2,599	197,182
<b>Type of Accommodation Before or After Cruise (Number of Passengers)</b>									
Hotel	115,340	20,573	54,529	10,725	16,676	3,639	9,198	51	115,391
Hotel only	103,768	16,443	50,915	8,915	15,632	3,434	8,427	51	103,819
Condo	9,369	3,158	2,804	1,690	912	266	541	20	9,389
Condo only	3,259	970	1,195	567	257	126	143	20	3,279
Timeshare	8,287	3,287	3,447	648	490	14	402	15	8,302
Timeshare Only	3,526	1,197	1,636	185	292	7	210	0	3,526
Cruise only	100,090	36,494	26,469	11,311	12,220	4,297	9,298	3,517	103,607
Bed & Breakfast	1,395	365	472	175	124	48	213	15	1,410
Bed & Breakfast only	412	116	117	57	65	33	24	0	412
Friends & relatives	4,545	1,995	1,767	245	160	27	352	75	4,620
Other accommodation	2,556	874	838	347	213	59	225	0	2,556
<b>Average Length of Stay (days)</b>									
Total Length of Stay in Hawai'i	7.93	6.90	8.64	7.81	8.69	7.37	8.03	6.69	7.91
LOS in Hawai'i Before Cruise	1.25	0.81	1.62	1.17	1.41	1.05	1.22	0.00	1.23
LOS in Hawai'i During Cruise	5.50	4.96	6.09	5.30	5.36	5.33	5.58	6.69	5.52
LOS in Hawai'i After Cruise	1.18	1.14	0.93	1.34	1.92	0.99	1.23	0.00	1.16
<b>Type of Visitors</b>									
First Timers	102,021	12,185	47,706	10,172	15,346	6,396	10,205	NA	NA
Repeat Visitors	124,920	48,742	38,196	12,963	14,304	1,727	8,999	NA	NA
<b>Expenditures</b>									
Total Expenditures (\$mil)	391.6	68.4	209.4	37.5	NA	NA	NA	NA	NA
PPPD ( All visitors, \$)	217.6	162.8	282.1	207.5	NA	NA	NA	NA	NA
PPPD (On domestic ships, \$)	283.1	266.3	331.2	293.1	NA	NA	NA	NA	NA
PPPD (On foreign ships, \$)	71.3	63.3	76.0	56.3	NA	NA	NA	NA	NA

NA = Not Applicable

Table 92: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars  
2016

Expenditure Type	State	%Change	O'ahu	%Change	Maui	%Change	Kaua'i	%Change	Hawai'i Island	%Change
<b>Total per person per day spending</b>	<b>217.6</b>	<b>2.5</b>	<b>118.1</b>	<b>2.1</b>	<b>71.3</b>	<b>-1.9</b>	<b>60.8</b>	<b>1.2</b>	<b>67.3</b>	<b>-2.8</b>
<b>Lodging</b>	<b>17.9</b>	<b>-3.8</b>	<b>36.9</b>	<b>-0.9</b>	<b>8.9</b>	<b>-7.1</b>	<b>8.6</b>	<b>6.7</b>	<b>7.5</b>	<b>-10.9</b>
<b>Food &amp; beverages</b>	<b>11.5</b>	<b>-1.1</b>	<b>19.9</b>	<b>-0.7</b>	<b>9.0</b>	<b>1.8</b>	<b>5.7</b>	<b>3.2</b>	<b>6.5</b>	<b>-3.8</b>
Restaurant	8.3	2.0	14.7	0.8	6.4	3.6	3.9	7.6	4.6	8.0
Dinner shows	1.1	-14.5	2.2	-9.8	0.8	-21.4	0.8	-6.6	0.3	-36.1
Groceries/snacks	2.0	-4.3	3.0	-0.8	1.8	10.1	1.0	-3.9	1.6	-22.2
<b>Entertainment and Recreation</b>	<b>2.9</b>	<b>-24.3</b>	<b>4.4</b>	<b>-20.7</b>	<b>2.0</b>	<b>-30.4</b>	<b>1.9</b>	<b>-37.2</b>	<b>2.4</b>	<b>-14.4</b>
<b>Shore Tour</b>	<b>22.4</b>	<b>0.8</b>	<b>17.2</b>	<b>7.9</b>	<b>21.5</b>	<b>-6.8</b>	<b>26.8</b>	<b>1.5</b>	<b>26.9</b>	<b>-0.8</b>
<b>Total Transportation</b>	<b>7.9</b>	<b>5.0</b>	<b>11.3</b>	<b>1.1</b>	<b>7.1</b>	<b>6.7</b>	<b>5.1</b>	<b>9.8</b>	<b>5.9</b>	<b>14.2</b>
Inter-island airfare	1.5	2.0	1.6	-14.9	1.4	13.1	1.3	22.4	1.3	9.9
Ground transportation	2.6	15.7	5.0	13.2	1.5	21.9	0.9	19.2	1.9	29.9
Rental car/moped	3.3	0.9	4.1	-3.7	3.7	1.1	2.6	4.5	2.3	9.5
Other transportation	0.4	-9.0	0.7	-5.0	0.4	-8.6	0.3	-12.7	0.3	-13.5
<b>Total Shopping</b>	<b>18.9</b>	<b>3.9</b>	<b>25.0</b>	<b>9.7</b>	<b>19.9</b>	<b>5.3</b>	<b>10.6</b>	<b>1.7</b>	<b>15.2</b>	<b>-9.2</b>
Fashion & clothing	7.3	14.9	10.6	21.3	8.2	23.4	3.8	1.3	4.4	-7.3
Jewelry/watch	3.8	-11.7	5.0	-10.7	4.8	-5.3	2.1	-8.6	2.2	-29.6
Cosmetics/perfumes	0.6	5.9	1.2	47.3	0.7	-21.2	0.2	2.8	0.2	-52.5
leather goods	0.8	-0.2	0.7	-4.2	0.7	24.3	0.1	8.4	1.5	-7.9
Hawai'i food products	2.1	10.5	2.6	14.9	1.4	0.5	1.3	26.2	2.5	6.2
Souvenirs	4.3	0.7	5.0	5.4	4.1	-5.1	3.1	1.6	4.3	-2.3
<b>All other spending outside ship</b>	<b>3.0</b>	<b>13.6</b>	<b>3.4</b>	<b>16.6</b>	<b>2.9</b>	<b>2.9</b>	<b>2.2</b>	<b>5.4</b>	<b>3.0</b>	<b>27.2</b>
<b>Unallocated and on ship spending 1/</b>	<b>133.2</b>	<b>4.3</b>								

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

**Table 93: Total Air Seats Operated To Hawai'i  
2016 vs. 2015**

	STATEWIDE		HONOLULU		KAHALUI		KONA		HILO		LIHUE	
	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015
<b>TOTAL SEATS</b>	<b>12,020,545</b>	<b>11,937,726</b>	<b>8,086,040</b>	<b>8,135,126</b>	<b>2,334,832</b>	<b>2,271,354</b>	<b>852,562</b>	<b>810,479</b>	<b>44,889</b>	<b>44,540</b>	<b>702,222</b>	<b>676,227</b>
Scheduled Seats	11,927,024	11,833,440	7,997,193	8,039,005	2,332,192	2,265,402	851,473	808,981	44,889	44,540	701,277	675,512
Charter seats	93,521	104,286	88,847	96,121	2,640	5,952	1,089	1,498			945	715
		%Chge		%Chge		%Chge		%Chge		%Chge		%Chge
		0.7	-0.6	2.8	2.9	5.2	5.3	0.8	0.8	0.8	0.8	3.8
		-10.3	-7.6	-55.6	-27.3							3.8
												32.2

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

**Table 94: Domestic Air Seats Operated To Hawai'i  
2016 vs. 2015**

	STATEWIDE		HONOLULU		KAHALUI		KONA		HILO		LIHUE	
	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016	2015
<b>DOMESTIC SEATS</b>	<b>8,315,458</b>	<b>8,224,564</b>	<b>4,654,463</b>	<b>4,692,921</b>	<b>2,124,832</b>	<b>2,069,804</b>	<b>816,604</b>	<b>773,490</b>	<b>44,889</b>	<b>44,540</b>	<b>674,670</b>	<b>643,809</b>
Scheduled Seats	8,247,887	8,145,436	4,591,566	4,621,958	2,122,192	2,063,852	815,515	771,992	44,889	44,540	673,725	643,094
Charter seats	67,571	79,128	62,897	70,963	2,640	5,952	1,089	1,498			945	715
		%Chge		%Chge		%Chge		%Chge		%Chge		%Chge
		1.1	-0.8	2.7	2.8	5.6	5.6	0.8	0.8	0.8	0.8	4.8
		1.3	-0.7	2.8	2.8	5.6	5.6	0.8	0.8	0.8	0.8	4.8
		-14.6	-11.4	-55.6	-27.3							32.2
<b>US West</b>	<b>7,324,285</b>	<b>7,217,348</b>	<b>3,803,944</b>	<b>3,853,180</b>	<b>1,989,765</b>	<b>1,904,542</b>	<b>811,962</b>	<b>771,992</b>	<b>44,889</b>	<b>44,540</b>	<b>673,725</b>	<b>643,094</b>
...Anchorage	72,889	66,504	53,312	48,411	11,982	10,921	7,605	7,172				
...Bellingham	32,619	39,935	17,441	25,428	13,906	14,507	1,272	0 NA				
...Denver	167,608	158,160	109,979	104,210	36,335	30,797	15,717	15,951			5,577	7,202
...Las Vegas	291,137	297,479	291,137	297,479								
...Los Angeles	2,525,189	2,541,330	1,310,590	1,358,011	600,975	590,630	288,294	288,998	44,889	44,540	280,441	259,151
...Oakland	414,320	393,196	145,206	135,443	153,147	154,625	67,309	65,364			48,658	37,764
...Phoenix	493,574	503,861	252,010	258,297	110,700	114,512	60,228	60,386			70,636	70,666
...Portland	321,116	323,294	176,344	176,105	102,175	101,875	26,544	28,851			16,053	16,463
...Sacramento	154,252	154,030	94,794	94,535	59,458	59,495						
...Salt Lake City	94,964	92,628	94,964	92,628								
...San Diego	296,613	285,632	161,365	161,426	72,001	67,808	27,463	21,027			35,784	35,371
...San Francisco	1,219,739	1,145,676	600,895	582,950	403,513	333,855	130,925	144,913			84,406	83,958
...San Jose	344,179	357,418	135,960	135,384	147,609	154,030	26,508	34,100			34,102	33,904
...Seattle	896,076	858,205	359,947	382,873	277,964	271,487	160,097	105,230			98,068	98,615
<b>US East</b>	<b>923,602</b>	<b>928,088</b>	<b>787,622</b>	<b>768,778</b>	<b>132,427</b>	<b>159,310</b>	<b>3,553</b>	<b>0 NA</b>				
...Atlanta	107,464	117,518	107,464	117,518								
...Chicago	144,801	164,471	123,129	123,535	21,672	40,936						
...Dallas	272,323	283,836	158,015	165,462	110,755	118,374	3,553	0 NA				
...Houston	125,904	123,789	125,904	123,789								
...Minneapolis	36,590	10,622	36,590	10,622								
...New York JFK	108,850	98,866	108,850	98,866								
...Newark	86,772	87,362	86,772	87,362								
...Washington D.C.	40,898	41,624	40,898	41,624								

NA = Not Applicable

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

Table 95: International Air Seats To Hawai'i  
2016 vs. 2015

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
<b>INTERNATIONAL SEATS</b>	<b>3,705,087</b>	<b>3,713,162</b>	<b>-0.2</b>	<b>3,431,577</b>	<b>3,442,205</b>	<b>-0.3</b>	<b>210,000</b>	<b>201,550</b>	<b>4.2</b>	<b>35,958</b>	<b>36,989</b>	<b>-2.8</b>	<b>27,552</b>	<b>32,418</b>	<b>-15.0</b>	<b>27,552</b>	<b>32,418</b>	<b>-15.0</b>
Scheduled Seats	3,679,137	3,688,004	-0.2	3,405,627	3,417,047	-0.3	210,000	201,550	4.2	35,958	36,989	-2.8	27,552	32,418	-15.0	27,552	32,418	-15.0
Charter seats	25,950	25,158	3.1	25,950	25,158	3.1												
Japan	1,835,718	1,949,420	-5.8	1,834,248	1,949,420	-5.9				1,470	0	NA						
...Fukuoka	61,683	69,131	-10.8	61,683	69,131	-10.8												
...Nagoya	168,074	198,659	-15.4	168,074	198,659	-15.4												
...Osaka	305,997	366,283	-16.5	305,997	366,283	-16.5												
...Sapporo	40,663	40,404	0.6	40,663	40,404	0.6				1,470	0	NA						
...Tokyo-HND	302,433	324,345	-6.8	300,963	324,345	-7.2												
...Tokyo-NRT	956,868	950,598	0.7	956,868	950,598	0.7												
<b>Canada</b>	<b>462,845</b>	<b>459,636</b>	<b>0.7</b>	<b>190,805</b>	<b>188,679</b>	<b>1.1</b>	<b>210,000</b>	<b>201,550</b>	<b>4.2</b>	<b>34,488</b>	<b>36,989</b>	<b>-6.8</b>	<b>27,552</b>	<b>32,418</b>	<b>-15.0</b>	<b>27,552</b>	<b>32,418</b>	<b>-15.0</b>
...Calgary	49,795	43,969	13.3	10,339	8,121	27.3	98,456	35,848	10.1									
...Edmonton	14,574	12,582	15.8				14,574	12,582	15.8									
...Toronto 1/	8,742	8,680	0.7	8,742	8,680	0.7												
...Vancouver	387,524	391,183	-0.9	169,514	168,656	0.5	155,970	153,120	1.9	34,488	36,989	-6.8	27,552	32,418	-15.0	27,552	32,418	-15.0
...Victoria	2,210	3,222	-31.4	2,210	3,222	-31.4												
<b>Other Asia</b>	<b>575,244</b>	<b>479,662</b>	<b>19.9</b>	<b>575,244</b>	<b>479,662</b>	<b>19.9</b>												
...Beijing	88,306	89,472	-1.3	88,306	89,472	-1.3												
...Seoul	375,920	297,964	26.2	375,920	297,964	26.2												
...Shanghai	78,610	60,918	29.0	78,610	60,918	29.0												
...Taipei	32,408	31,308	3.5	32,408	31,308	3.5												
<b>Oceania</b>	<b>514,641</b>	<b>503,300</b>	<b>2.3</b>	<b>514,641</b>	<b>503,300</b>	<b>2.3</b>												
...Auckland	100,462	93,600	7.3	100,462	93,600	7.3												
...Brisbane	90,268	101,079	-10.7	90,268	101,079	-10.7												
...Melbourne	60,970	49,314	23.6	60,970	49,314	23.6												
...Sydney	262,941	259,307	1.4	262,941	259,307	1.4												
<b>Other</b>	<b>290,689</b>	<b>295,986</b>	<b>-1.8</b>	<b>290,689</b>	<b>295,986</b>	<b>-1.8</b>												
...Apia	8,692	8,862	-1.9	8,692	8,862	-1.9												
...Christmas	6,169	6,466	-4.6	6,169	6,466	-4.6												
...Guam	125,904	125,560	0.3	125,904	125,560	0.3												
...Majuro	26,062	24,609	5.9	26,062	24,609	5.9												
...Manila	68,221	75,774	-10.0	68,221	75,774	-10.0												
...Nadi	8,720	8,242	5.8	8,720	8,242	5.8												
...Pago Pago	31,339	30,303	3.4	31,339	30,303	3.4												
...Papeete	15,582	16,170	-3.6	15,582	16,170	-3.6												

NA = Not Applicable  
Source: Scheduled seats from Dilo M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division  
1/ 2015 Toronto Canada seats were revised from the 2015 Annual Visitor Research Report. Totals remain unchanged.

**Table 96: State Hotel Occupancy and Room Rate  
2016 vs. 2015**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2016	2015	Absolute Change	2016	2015	% Change	2016	2015	% Change
JANUARY	80.3	77.3	3.0	256.99	254.31	1.1	206.35	196.64	4.9
FEBRUARY	83.4	82.8	0.6	261.53	254.37	2.8	218.17	210.70	3.5
MARCH	78.9	79.9	-1.0	257.61	248.25	3.8	203.30	198.32	2.5
APRIL	76.8	74.8	2.1	239.99	236.18	1.6	184.36	176.55	4.4
MAY	75.8	76.4	-0.6	228.84	224.06	2.1	173.55	171.20	1.4
JUNE	80.0	81.8	-1.8	253.34	245.17	3.3	202.69	200.54	1.1
JULY	82.6	81.2	1.4	273.66	260.45	5.1	226.14	211.57	6.9
AUGUST	80.4	80.5	-0.1	264.72	251.90	5.1	212.90	202.76	5.0
SEPTEMBER	78.5	76.4	2.1	235.55	218.01	8.0	184.81	166.45	11.0
OCTOBER	78.5	78.2	0.3	232.41	222.42	4.5	182.52	173.90	5.0
NOVEMBER	75.5	76.1	-0.7	239.10	226.40	5.6	180.43	172.32	4.7
DECEMBER	78.9	78.9	0.1	308.98	288.01	7.3	243.80	227.11	7.3
<b>TOTAL</b>	<b>79.1</b>	<b>78.7</b>	<b>0.4</b>	<b>254.84</b>	<b>244.55</b>	<b>4.2</b>	<b>201.64</b>	<b>192.39</b>	<b>4.8</b>

Source: STR, Inc.

**Table 97: O'ahu Hotel Occupancy and Room Rate  
2016 vs. 2015**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2016	2015	Absolute Change	2016	2015	% Change	2016	2015	% Change
JANUARY	83.9	80.8	3.1	225.98	221.54	2.0	189.57	179.08	5.9
FEBRUARY	86.6	86.4	0.1	223.08	215.57	3.5	193.10	186.34	3.6
MARCH	81.9	83.4	-1.6	211.96	207.53	2.1	173.52	173.12	0.2
APRIL	81.5	79.3	2.2	207.00	201.83	2.6	168.71	160.11	5.4
MAY	82.5	84.2	-1.7	210.46	204.90	2.7	173.58	172.51	0.6
JUNE	85.7	89.5	-3.8	229.61	225.83	1.7	196.85	202.11	-2.6
JULY	88.4	87.8	0.6	250.31	237.23	5.5	221.28	208.33	6.2
AUGUST	86.7	88.1	-1.4	243.73	231.62	5.2	211.28	204.01	3.6
SEPTEMBER	85.8	86.2	-0.4	227.81	211.42	7.8	195.47	182.19	7.3
OCTOBER	84.1	86.7	-2.7	218.24	214.08	1.9	183.50	185.69	-1.2
NOVEMBER	80.9	83.8	-3.0	218.32	212.73	2.6	176.56	178.33	-1.0
DECEMBER	82.8	87.0	-4.1	256.95	246.41	4.3	212.87	214.31	-0.7
<b>TOTAL</b>	<b>84.2</b>	<b>85.1</b>	<b>-0.9</b>	<b>227.51</b>	<b>219.62</b>	<b>3.6</b>	<b>191.56</b>	<b>192.56</b>	<b>-0.5</b>

Source: STR, Inc.

**Table 98: Maui Hotel Occupancy and Room Rate  
2016 vs. 2015**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2016	2015	Absolute Change	2016	2015	% Change	2016	2015	% Change
JANUARY	76.8	76.6	0.1	333.63	343.84	-3.0	256.15	263.54	-2.8
FEBRUARY	79.9	80.0	-0.1	360.62	353.04	2.1	288.07	282.28	2.1
MARCH	80.1	79.4	0.7	364.54	352.83	3.3	291.98	280.01	4.3
APRIL	77.2	73.5	3.6	316.30	318.77	-0.8	244.09	234.45	4.1
MAY	72.3	71.2	1.1	282.62	282.20	0.1	204.38	200.97	1.7
JUNE	75.9	76.7	-0.8	327.57	310.37	5.5	248.74	238.17	4.4
JULY	76.3	75.7	0.6	354.89	335.76	5.7	270.90	254.26	6.5
AUGUST	74.9	73.9	1.0	334.58	316.90	5.6	250.77	234.19	7.1
SEPTEMBER	72.8	68.3	4.4	272.76	251.28	8.6	198.51	171.73	15.6
OCTOBER	74.2	71.9	2.4	278.46	253.93	9.7	206.73	182.50	13.3
NOVEMBER	73.5	72.4	1.1	299.00	270.59	10.5	219.70	195.78	12.2
DECEMBER	75.3	72.4	2.9	455.49	403.33	12.9	343.02	292.10	17.4
<b>TOTAL</b>	<b>75.8</b>	<b>74.3</b>	<b>1.4</b>	<b>332.52</b>	<b>317.58</b>	<b>4.7</b>	<b>251.90</b>	<b>236.09</b>	<b>6.7</b>

Source: STR, Inc.

**Table 99: Kaua'i Hotel Occupancy and Room Rates  
2016 vs. 2015**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2016	2015	Absolute Change	2016	2015	% Change	2016	2015	% Change
JANUARY	77.9	74.7	3.3	258.40	238.12	8.5	201.39	177.76	13.3
FEBRUARY	82.2	81.2	1.0	262.91	241.33	8.9	215.99	195.89	10.3
MARCH	71.6	73.7	-2.1	258.78	238.70	8.4	185.34	176.00	5.3
APRIL	67.3	69.2	-1.9	243.76	239.18	1.9	164.16	165.58	-0.9
MAY	67.3	68.1	-0.8	233.55	230.61	1.3	157.18	157.04	0.1
JUNE	72.5	72.8	-0.3	254.18	245.19	3.7	184.28	178.49	3.2
JULY	78.7	74.9	3.8	278.11	262.37	6.0	218.95	196.53	11.4
AUGUST	74.5	72.1	2.4	257.36	257.32	0.0	191.86	185.65	3.3
SEPTEMBER	70.6	65.8	4.8	231.66	217.96	6.3	163.50	143.45	14.0
OCTOBER	71.0	68.4	2.6	233.53	224.39	4.1	165.88	153.51	8.1
NOVEMBER	66.8	65.0	1.8	222.86	227.38	-2.0	148.76	147.74	0.7
DECEMBER	71.9	68.3	3.6	295.48	283.70	4.2	212.39	193.69	9.7
<b>TOTAL</b>	<b>72.6</b>	<b>71.1</b>	<b>1.4</b>	<b>253.25</b>	<b>242.60</b>	<b>4.4</b>	<b>183.81</b>	<b>172.57</b>	<b>6.5</b>

Source: STR, Inc.

**Table 100: Hawai'i Island Hotel Occupancy and Room Rates  
2016 vs. 2015**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2016	2015	Absolute Change	2016	2015	% Change	2016	2015	% Change
JANUARY	74.1	67.1	7.0	257.74	245.19	5.1	190.91	164.46	16.1
FEBRUARY	78.3	75.4	2.9	251.55	256.15	-1.8	196.99	193.11	2.0
MARCH	70.3	71.2	-0.9	251.53	243.06	3.5	176.81	173.16	2.1
APRIL	64.0	63.2	0.8	240.98	233.52	3.2	154.13	147.58	4.4
MAY	61.1	61.3	-0.3	213.91	204.76	4.5	130.60	125.61	4.0
JUNE	68.7	67.1	1.6	230.65	221.47	4.1	158.43	148.52	6.7
JULY	72.5	69.8	2.7	240.21	236.44	1.6	174.14	164.92	5.6
AUGUST	68.2	68.1	0.1	246.96	235.47	4.9	168.49	160.36	5.1
SEPTEMBER	63.2	58.5	4.7	208.20	191.73	8.6	131.56	112.16	17.3
OCTOBER	68.0	62.3	5.7	216.82	205.92	5.3	147.50	128.31	15.0
NOVEMBER	62.3	59.9	2.4	237.59	210.89	12.7	148.04	126.41	17.1
DECEMBER	73.1	65.0	8.1	298.31	288.50	3.4	218.13	187.57	16.3
<b>TOTAL</b>	<b>68.7</b>	<b>65.7</b>	<b>2.9</b>	<b>242.42</b>	<b>232.20</b>	<b>4.4</b>	<b>166.44</b>	<b>152.57</b>	<b>9.1</b>

Source: STR, Inc.

**Table 101: Visitor Plant Inventory – Existing Inventory by Island and Property  
2016 vs. 2015**

ISLAND	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
HAWAII ISLAND	Apartment/ Hotel	2	2	0
	Bed & Breakfast	65	57	8
	Condominium Hotel	15	13	2
	Hostel	3	3	0
	Hotel	32	29	3
	Vacation Rental Unit	343	426	-83
	Timeshare	17	17	0
	Other	11	14	-3
	<b>Total</b>	<b>488</b>	<b>561</b>	<b>-73</b>
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	11	12	-1
	Condominium Hotel	21	22	-1
	Hostel	0	0	0
	Hotel	14	15	-1
	Vacation Rental Unit	290	265	25
	Timeshare	19	21	-2
	Other	3	4	-1
<b>Total</b>	<b>358</b>	<b>339</b>	<b>19</b>	
MAUI	Apartment/ Hotel	0	2	-2
	Bed & Breakfast	46	36	10
	Condominium Hotel	52	58	-6
	Hostel	3	3	0
	Hotel	35	31	4
	Vacation Rental Unit	376	602	-226
	Timeshare	22	25	-3
	Other	2	4	-2
<b>Total</b>	<b>536</b>	<b>761</b>	<b>-225</b>	
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	14	18	-4
	Timeshare	1	1	0
	Other	0	0	0
<b>Total</b>	<b>18</b>	<b>22</b>	<b>-4</b>	
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	2	2	0
	Vacation Rental Unit	2	1	1
	Timeshare	0	0	0
	Other	0	0	0
<b>Total</b>	<b>4</b>	<b>3</b>	<b>1</b>	
O'AHU	Apartment/ Hotel	2	3	-1
	Bed & Breakfast	26	26	0
	Condominium Hotel	27	29	-2
	Hostel	6	6	0
	Hotel	70	64	6
	Vacation Rental Unit	156	328	-172
	Timeshare	17	19	-2
	Other	4	4	0
<b>Total</b>	<b>308</b>	<b>479</b>	<b>-171</b>	
STATEWIDE	Apartment/ Hotel	4	7	-3
	Bed & Breakfast	149	132	17
	Condominium Hotel	117	124	-7
	Hostel	12	12	0
	Hotel	153	141	12
	Vacation Rental Unit	1,181	1,640	-459
	Timeshare	76	83	-7
	Other	20	26	-6
<b>State Total</b>	<b>1,712</b>	<b>2,165</b>	<b>-453</b>	



**Table 102: Visitor Plant Inventory – Existing Inventory by Island and Unit  
2016 vs. 2015**

ISLAND	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
HAWAII ISLAND	Apartment/ Hotel	36	36	0
	Bed & Breakfast	269	289	-20
	Condominium Hotel	613	620	-7
	Hostel	24	24	0
	Hotel	6,614	6,564	50
	Vacation Rental Unit	1,943	1,766	177
	Timeshare	1,728	1,663	65
	Other	122	123	-1
	<b>Total</b>	<b>11,349</b>	<b>11,085</b>	<b>264</b>
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	52	56	-4
	Condominium Hotel	1,536	1,387	149
	Hostel	0	0	0
	Hotel	2,654	2,667	-13
	Vacation Rental Unit	1,546	1,800	-254
	Timeshare	2,628	2,632	-4
	Other	28	40	-12
	<b>Total</b>	<b>8,444</b>	<b>8,582</b>	<b>-138</b>
MAUI	Apartment/ Hotel	15	25	-10
	Bed & Breakfast	187	189	-2
	Condominium Hotel	4,317	4,534	-217
	Hostel	48	53	-5
	Hotel	8,245	8,142	103
	Vacation Rental Unit	5,469	4,773	696
	Timeshare	3,160	3,227	-67
	Other	24	29	-5
	<b>Total</b>	<b>21,465</b>	<b>20,972</b>	<b>493</b>
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	73	73	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	101	108	-7
	Timeshare	7	7	0
	Other	0	0	0
	<b>Total</b>	<b>182</b>	<b>189</b>	<b>-7</b>
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	247	247	0
	Vacation Rental Unit	5	5	0
	Timeshare	0	0	0
	Other	0	0	0
	<b>Total</b>	<b>252</b>	<b>252</b>	<b>0</b>
O'AHU	Apartment/ Hotel	48	55	-7
	Bed & Breakfast	43	48	-5
	Condominium Hotel	4,379	4,328	51
	Hostel	235	235	0
	Hotel	26,152	25,684	468
	Vacation Rental Unit	3,125	2,316	809
	Timeshare	3,193	3,151	42
	Other	225	241	-16
	<b>Total</b>	<b>37,400</b>	<b>36,058</b>	<b>1,342</b>
STATEWIDE	Apartment/ Hotel	99	116	-17
	Bed & Breakfast	552	583	-31
	Condominium Hotel	10,918	10,942	-24
	Hostel	307	312	-5
	Hotel	43,912	43,304	608
	Vacation Rental Unit	12,189	10,768	1,421
	Timeshare	10,716	10,680	36
	Other	399	433	-34
	<b>State Total</b>	<b>79,092</b>	<b>77,138</b>	<b>1,954</b>

**Table 103: Visitor Plant Inventory - Class of Units by Island  
2016 vs. 2015**

ISLAND	CLASS	PERCENT OF TOTAL UNITS <sup>[1]</sup>		
		2016 <sup>[2]</sup>	2015 <sup>[3]</sup>	CHANGE FROM 2015
HAWAII ISLAND	Budget (Up to \$100)	8.9	9.9	-1.0
	Standard (\$101 to \$250)	27.0	32.9	-5.9
	Deluxe (\$251 to \$500)	43.5	36.5	7.0
	Luxury (Over \$500/Night)	20.6	20.6	0.0
	Total	100.0	99.9	
KAUAI	Budget (Up to \$100)	2.1	2.7	-0.6
	Standard (\$101 to \$250)	31.8	33.7	-1.9
	Deluxe (\$251 to \$500)	29.7	26.6	3.1
	Luxury (Over \$500/Night)	36.4	37.0	-0.6
	Total	100.0	100.0	
MAUI	Budget (Up to \$100)	1.6	1.9	-0.3
	Standard (\$101 to \$250)	18.7	19.2	-0.5
	Deluxe (\$251 to \$500)	23.4	25.2	-1.8
	Luxury (Over \$500/Night)	56.3	53.8	2.5
	Total	100.0	100.0	
MOLOKAI	Budget (Up to \$100)	6.7	6.2	0.5
	Standard (\$101 to \$250)	88.9	85.6	3.3
	Deluxe (\$251 to \$500)	4.4	8.2	-3.8
	Luxury (Over \$500/Night)	0.0	0.0	0.0
	Total	100.0	100.0	
LANAI	Budget (Up to \$100)	0.0	0.0	0.0
	Standard (\$101 to \$250)	4.5	4.5	0.0
	Deluxe (\$251 to \$500)	26.3	26.3	0.0
	Luxury (Over \$500/Night)	69.2	69.2	0.0
	Total	100.0	100.0	
OAHU	Budget (Up to \$100)	2.8	3.1	-0.3
	Standard (\$101 to \$250)	28.6	32.2	-3.6
	Deluxe (\$251 to \$500)	39.2	36.1	3.1
	Luxury (Over \$500/Night)	29.4	28.6	0.8
	Total	100.0	100.0	
STATEWIDE	Budget (Up to \$100)	3.5	3.8	-0.3
	Standard (\$101 to \$250)	26.4	29.4	-3.0
	Deluxe (\$251 to \$500)	35.4	32.6	2.8
	Luxury (Over \$500/Night)	34.6	34.1	0.5
	Total	100.0	100.0	

<sup>[1]</sup> Totals may not sum to 100% due to rounding.

<sup>[2]</sup> Based on 46,551 units (58.9 percent of the total units in 2016) for which information on the class of units was available.

<sup>[3]</sup> Based on 44,519 units (57.7 percent of the total units in 2015) for which information on the class of units was available.

**Table 104: Visitor Plant Inventory - Available Units by County  
1965 – 2016**

YEAR	STATE TOTAL	% CHANGE	HAWAII ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1965	12,903		865		776		1,231		10,031	
1966	14,827	14.9	1,387	60.3	860	10.8	1,497	21.6	11,083	10.5
1967	17,217	16.1	1,790	29.1	1,115	29.7	1,714	14.5	12,598	13.7
1968	18,657	8.4	2,188	22.2	1,260	13.0	2,043	19.2	13,166	4.5
1969	22,801	22.2	2,480	13.3	1,914	51.9	2,415	18.2	15,992	21.5
1970	26,923	18.1	3,166	27.7	2,565	34.0	2,743	13.6	18,449	15.4
1971	32,289	19.9	3,435	8.5	2,628	2.5	3,695	34.7	22,531	22.1
1972	35,797	10.9	4,241	23.5	2,719	3.5	4,095	10.8	24,742	9.8
1973	36,608	2.3	4,796	13.1	2,629	-3.3	4,075	-0.5	25,108	1.5
1974	38,675	5.6	5,234	9.1	2,868	9.1	5,208	27.8	25,365	1.0
1975	39,632	2.5	5,348	2.2	3,102	8.2	5,830	11.9	25,352	-0.1
1976	42,648	7.6	6,045	13.0	3,520	13.5	7,232	24.0	25,851	2.0
1977	44,986	5.5	5,929	-1.9	3,657	3.9	8,037	11.1	27,363	5.8
1978	47,070	4.6	6,002	1.2	3,786	3.5	8,736	8.7	28,546	4.3
1979	49,832	5.9	6,093	1.5	4,202	11.0	9,472	8.4	30,065	5.3
1980	54,246	8.9	5,889	-3.3	4,322	2.9	9,701	2.4	34,334	14.2
1981	56,769	4.7	6,705	13.9	4,738	9.6	11,359	17.1	33,967	-1.1
1982	57,968	2.1	7,167	6.9	5,147	8.6	12,162	7.1	33,492	-1.4
1983	58,765	1.4	7,469	4.2	4,193	-18.5	12,749	4.8	34,354	2.6
1984	62,448	6.3	7,149	-4.3	5,313	26.7	13,138	3.1	36,848	7.3
1985	65,919	5.6	7,511	5.1	5,656	6.5	14,152	7.7	38,600	4.8
1986	66,308	0.6	7,280	-3.1	5,922	4.7	14,096	-0.4	39,010	1.1
1987	65,318	-1.5	7,328	0.7	5,956	0.6	13,849	-1.8	38,185	-2.1
1988	69,012	5.7	8,823	20.4	7,180	20.6	15,168	9.5	37,841	-0.9
1989	67,734	-1.9	8,161	-7.5	7,398	3.0	15,708	3.6	36,467	-3.6
1990	71,266	5.2	8,952	9.7	7,546	2.0	17,869	13.8	36,899	1.2
1991	72,275	1.4	9,383	4.8	7,567	0.3	18,702	4.7	36,623	-0.7
1992	73,089	1.1	9,170	-2.3	7,778	2.8	19,290	3.1	36,851	0.6
1993	69,502	-4.9	9,140	-0.3	4,631	-40.5	19,127	-0.8	36,604	-0.7
1994	70,463	1.4	9,595	5.0	5,870	26.8	18,804	-1.7	36,194	-1.1
1995										
1996	70,288	-0.2	9,558	-0.4	6,760	15.2	17,824	-5.2	36,146	-0.1
1997	71,025	1.0	9,913	3.7	6,589	-2.5	18,552	4.1	35,971	-0.5
1998	71,480	0.6	9,655	-2.6	6,969	5.8	18,650	0.5	36,206	0.7
1999	71,157	-0.5	9,815	1.7	6,872	-1.4	18,609	-0.2	35,861	-1.0
2000	71,506	0.5	9,774	-0.4	7,159	4.2	18,270	-1.8	36,303	1.2
2001	72,204	1.0	9,944	1.7	7,202	0.6	18,234	-0.2	36,824	1.4
2002	70,783	-2.0	9,297	-6.5	7,037	-2.3	17,992	-1.3	36,457	-1.0
2003	70,579	-0.3	9,478	1.9	7,257	3.1	18,303	1.7	35,541	-2.5
2004	72,176	2.3	9,857	4.0	8,105	11.7	18,445	0.8	35,769	0.6
2005	72,307	0.2	10,940	11.0	8,221	1.4	19,220	4.2	33,926	-5.2
2006	72,274	0.0	10,831	-1.0	8,266	0.5	19,571	1.8	33,606	-0.9
2007	73,220	1.3	11,061	2.1	8,692	5.2	19,879	1.6	33,588	-0.1
2008	74,177	1.3	11,240	1.6	9,203	5.9	19,653	-1.1	34,081	1.5
2009	75,188	1.4	11,541	2.7	9,469	2.9	20,151	2.5	34,027	-0.2
2010	74,988	-0.3	11,479	-0.5	9,344	-1.3	20,383	1.2	33,782	-0.7
2011	77,731	3.7	11,113	-3.2	9,872	5.7	21,745	6.7	35,001	3.6
2012	74,650	-4.0	10,594	-4.7	8,289	-16.0	20,441	-6.0	35,326	0.9
2013	73,959	-0.9	10,903	2.9	8,675	4.7	18,691	-8.6	35,690	1.0
2014	73,716	-0.3	10,666	-2.2	8,492	-2.1	18,694	0.0	35,864	0.5
2015	77,138	4.6	11,085	3.9	8,582	1.1	21,413	14.5	36,058	0.5
2016	79,092	2.5	11,349	2.4	8,444	-1.6	21,899	2.3	37,400	3.7

NA: Not Available.

\* HVCB did not conduct an update survey in 1995

**Table 105: Overall Rating of Most Recent Vacation to Hawai‘i  
(Percentage of 2016 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Excellent	88.2	90.3	77.9	88.0	88.7	81.6	76.5	77.7
Above Average	10.6	8.9	20.9	11.2	10.8	16.7	21.2	21.5
Below Average	1.0	0.7	0.9	0.7	0.4	1.6	2.0	0.6
Poor	0.1	0.1	0.3	0.0	0.1	0.2	0.3	0.2

**Table 106: Expectations of Vacation  
(Percentage of 2016 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Exceeded your expectations	41.7	53.3	39.0	45.6	53.0	39.2	15.6	55.2
Met your expectations	55.5	44.1	58.7	52.1	44.3	56.4	77.7	41.6
Did not meet your expectations	2.7	2.7	2.3	2.3	2.7	4.4	6.7	3.2

**Table 107: Likelihood to Recommend Hawai‘i  
(Percentage of 2015 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Very likely	89.5	87.9	78.3	89.9	84.4	80.8	65.9	83.2
Somewhat likely	9.2	10.4	19.9	8.6	13.5	15.9	25.1	14.9
Not too likely	1.0	1.5	1.5	1.2	2.0	2.5	7.9	1.8
Not at all likely	0.3	0.2	0.2	0.3	0.1	0.9	1.2	0.2

**Table 108: Likelihood to Revisit Hawai‘i in the Next 5 Years  
(Percentage of 2015 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Very likely	79.3	58.5	54.5	67.5	45.0	59.7	52.3	79.7
Somewhat likely	15.4	26.2	31.3	22.2	31.6	27.1	31.5	15.2
Not too likely	4.2	12.2	12.6	8.3	18.3	10.3	14.2	4.0
Not at all likely	1.1	3.1	1.6	2.0	5.1	2.9	2.0	1.1

## APPENDIX A

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# TECHNICAL NOTES

## DEFINITIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

**Group Tour:** Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit.

**In-transit, International:**

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

**In-Transit, Domestic:**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



## SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

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

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

**International Intercept Survey:** Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport, the Kahului Airport on Maui, the Kona International Airport, and the Līhu'e Airport on Kaua'i. In 2016, a total of 61,123 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription. The 2016 International Intercept Survey form is included in Appendix B.

**Domestic Survey:** The domestic survey form is on the reverse side of the Hawai'i State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided forms were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2016, there were 3,420,531 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. Some characteristics of respondents were attributed to non-respondents using ascription. The 2016 Domestic Survey form is included in Appendix B.

**Island Visitor Survey:** Surveys were conducted at departure area of the airports on all the islands. In 2016, 32,662 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 17,432 completed forms received from Maui, 944 forms from Moloka'i, 873 forms from Lāna'i, 11,706 forms from Kaua'i, 5,392 forms from Hilo, and 12,950 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures. The 2016 Island Visitor Survey form is included in Appendix B.

**Cruise Visitor Survey:** The Cruise visitor survey forms are distributed to all cabins on passenger ships in Hawaii during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2016, a total of 13,100 completed forms were processed for cruise visitor information. The 2016 Cruise Survey form is included in Appendix B.

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

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

To access the report online,  
visit: [www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/](http://www.hawaii tourism authority.org/research/reports/visitor-plant-inventory/)

**Hawai'i Hotel Performance Data:** STR, Inc. is the source of hotel occupancy rate, average daily room rate and revenue per available room data.

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

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

**Visitor Satisfaction Survey (VSAT):** This post trip survey collects data on visitors' satisfaction with Hawai'i as a vacation destination, their willingness to return to the islands, activities they participated in, their trip planning, and their visitor profile. Survey forms were mailed to a sample of visitors from U.S. West, U.S. East, Japanese, Canada, Europe, and Oceania after they returned home from their trip to Hawai'i. Respondents completed forms and returned them in postage-paid envelopes. English and Japanese-speaking respondents were also given the option of filling out the VSAT questionnaire online. Those who provided e-mail addresses were sent an e-mail invitation with the link to the survey.

U.S. samples were drawn from In-flight forms used in the Domestic Survey. Japanese samples were drawn from departure survey forms used in the International Intercept Survey. Canada, Europe and Oceania samples were drawn from both In-flight forms and departure survey forms. In 2016, 20,442 completed survey forms were collected by mail or via on-line from U.S. West, U.S. East, Japanese, Canada, Europe and Oceania visitors. Another 2,060 survey forms were collected from Chinese and Korean visitors through intercept surveys the at Honolulu International Airport.

To access the 2016 Visitor Satisfaction and Activities report online in November 2016,  
visit: [www.hawaii tourism authority.org/research/reports/](http://www.hawaii tourism authority.org/research/reports/)

## APPENDIX B

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# DOMESTIC IN-FLIGHT SURVEY

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



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



FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS

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

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

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

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

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

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

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

- Dogs
- Cats
- Birds
- Reptiles (Turtles, Lizards, Snakes, etc.)
- Other Animals

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

NONE OF THE ABOVE

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

1 \_\_\_\_\_ 3 \_\_\_\_\_  
 2 \_\_\_\_\_ 4 \_\_\_\_\_

Origin (State or Country) of above items \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_ 58844

HTA Form Rev. 02-01-2016 Printed in U.S.A.

See Reverse Side



# DOMESTIC IN-FLIGHT SURVEY (BACK)



## STATE OF HAWAII

HAWAII TOURISM AUTHORITY

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

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

(Fill out one form per party/family)

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

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

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

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

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

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

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

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

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

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

**9. Where will you stay while in Hawaii? (mark all that apply)**  
 Hotel  Friends or Relatives  
 Condominium  Hostel  
 Rental House  Camp Site, Beach  
 Timeshare Unit  Private Room in Private Home  
 Bed & Breakfast  Shared Room/Space in Private Home  
 Cruise Ship  Other (please specify): \_\_\_\_\_

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

**11. What is your age:**

**12. What is your gender:**  
 Male  Female

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

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

**14. I am a resident of:**

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

1

2

3

4

5

6

7

8

9

0

Canada (provide postal code below)  
  -

**All other countries (provide postal code below)**

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

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

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58844



**Mahalo (thank you) and Aloha!**

**We welcome you to our home and hope you enjoy your stay with us.**



# INTERNATIONAL INTERCEPT SURVEY



INT'L

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

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

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

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

3. Altogether, I was in the Hawaiian Islands for:  
 A few hours only [STOP HERE]  
  night(s) [CONTINUE TO QUESTION 4]

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

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

6. I came on a prepaid package trip that included at least airfare and lodging:  
 Yes  No

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

	Visited	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
Maui	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
Moloka'i	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
Lāna'i	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
Kona (Big Island of Hawai'i)	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
Hilo (Big Island of Hawai'i)	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
Kaua'i	<input type="radio"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>

8. Where did you stay while in Hawai'i? (Mark all that apply)

- Hotel
- Condominium
- Rental House
- Timeshare Unit
- Bed & Breakfast
- Cruise Ship
- Friends or Relatives
- Hostel
- Camp site, Beach
- Private Room in Private Home
- Shared Room/Space in Private Home
- Other (please specify) \_\_\_\_\_

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i? (Internal Use)

9. The primary reason for this trip was: [RESIDENTS - MARK (●) PURPOSE OF THIS TRIP]

- To get married
- Honeymoon
- To attend a wedding
- Pleasure/Vacation
- Convention/Conference
- Corporate meeting
- Incentive/Reward Travel
- Company Trip
- Other Business
- Visit friends or relatives
- Government or military business
- To attend school
- Sports Event/Group (Participant/Spectator)
- School Group
- Event/Concert/Festival (Participant/Spectator)
- Other (please specify) \_\_\_\_\_

10. What is your age?   years old

11. What is your gender?  Male  Female

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

	Number of Males	Number of Females
12 years or under	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
13 to 17 years	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
18 to 24 years	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
25 to 40 years	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
41 to 59 years	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
60 or more years	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>
<b>TOTAL</b>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>	<input style="width: 20px; height: 15px;" type="text"/> <input style="width: 20px; height: 15px;" type="text"/>

13. I am a resident of:

- U.S.A.
- Australia
- Korea
- Mexico
- China
- France
- Germany
- Hong Kong
- Italy
- Canada
- Argentina
- Japan
- Brazil
- New Zealand
- Philippines
- Singapore
- Switzerland
- Taiwan
- United Kingdom
- Other \_\_\_\_\_

13a. Please specify zipcode/postal code:

USA Zipcode.....

Canada Postal Code.....   -

Other Country Postal Code

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

**YOUR NAME:** \_\_\_\_\_

**HOME ADDRESS:** \_\_\_\_\_

**ZIPCODE/ POSTAL CODE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**DEPARTING HAWAII'**

Day  / Month  / Year

Flight No.

Name of Airline: \_\_\_\_\_

FOR INTERNAL USE ONLY  
Airline Code

**ARRIVAL IN HAWAII'**

Day  / Month  / Year

Flight No.

Name of Airline: \_\_\_\_\_

FOR INTERNAL USE ONLY  
Airline Code

CONTINUE ON THE OTHER SIDE 7070485292

# INTERNATIONAL INTERCEPT SURVEY (BACK)

<p><b>14. On this trip, I first arrived at:</b></p> <p> <input type="radio"/> Honolulu International Airport    <input type="radio"/> Kaua'i Airport  <input type="radio"/> Kona International Airport    <input type="radio"/> Other (please specify) _____  <input type="radio"/> Maui Airport         </p> <p><b>15. On this trip, did you or any member of your family/party attend any events at the Hawai'i Convention Center?</b></p> <p><input type="radio"/> Yes    <input type="radio"/> No</p> <p><b>16. Overall, how would you rate this current trip to Hawai'i?</b></p> <table style="width: 100%; text-align: center;"> <tr> <td>Excellent</td> <td>Above Average</td> <td>Below Average</td> <td>Poor</td> </tr> <tr> <td>8 <input type="radio"/></td> <td>7 <input type="radio"/> 6 <input type="radio"/></td> <td>5 <input type="radio"/> 4 <input type="radio"/></td> <td>3 <input type="radio"/> 2 <input type="radio"/> 1 <input type="radio"/></td> </tr> </table> <p><b>17. Would you say this trip to Hawai'i...?</b></p> <p> <input type="radio"/> Exceeded your expectations  <input type="radio"/> Met your expectations  <input type="radio"/> Did not meet your expectations         </p> <p><b>18. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?</b></p> <p> <input type="radio"/> Very Likely    <input type="radio"/> Not Too Likely  <input type="radio"/> Somewhat Likely    <input type="radio"/> Not Likely At All         </p> <p><b>19. How likely are you to return to visit Hawai'i in the next five years?</b></p> <p> <input type="radio"/> Very Likely    <input type="radio"/> Not Too Likely  <input type="radio"/> Somewhat Likely    <input type="radio"/> Not Likely At All         </p> <p><b>20. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 20a-20e. IF NOT, please skip to Question 21.</b></p> <p><b>20a. How much did the package trip cost?</b> (please specify currency)</p> <p> <input type="text"/> , <input type="text"/> , <input type="text"/>   <input type="radio"/> US \$    <input type="radio"/> name of currency: _____  <input type="radio"/> currency: _____         </p> <p><b>20b. What did the package trip include? (Mark all that apply)</b></p> <p> <input type="radio"/> Airfare (to and from Hawai'i)    <input type="radio"/> Lunch/Dinner  <input type="radio"/> Breakfast    <input type="radio"/> Rental Car  <input type="radio"/> Airfare (inter-island)    <input type="radio"/> Tours/Attractions  <input type="radio"/> Inter-island cruise (not including dinner/sunset cruise)    <input type="radio"/> Lodging (hotel, condo, etc.)  <input type="radio"/> Trip to another state/country  <input type="radio"/> Other (please specify) _____         </p> <p><b>20c. Name of the package:</b> _____ <span style="border: 1px solid black; padding: 2px;">(Internal Use)</span></p> <p><b>20d. Number of nights in Hawai'i covered by it:</b> _____ night(s)</p> <p><b>20e. Number of people covered by amount in Q20a above:</b> _____ persons</p> <p><b>21. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)?</b> (please specify currency)</p> <p> <input type="text"/> , <input type="text"/> , <input type="text"/>   <input type="radio"/> US \$    <input type="radio"/> name of currency: _____  <input type="radio"/> currency: _____         </p>	Excellent	Above Average	Below Average	Poor	8 <input type="radio"/>	7 <input type="radio"/> 6 <input type="radio"/>	5 <input type="radio"/> 4 <input type="radio"/>	3 <input type="radio"/> 2 <input type="radio"/> 1 <input type="radio"/>	<p><b>22. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 20 and 21. Please round to the nearest dollar.) Absolutely no personal information will be shared.</b></p> <p>How many people are you reporting for? <input type="text"/> persons (specify total number of people)</p> <p><b>22a. Lodging (hotel, condo, B&amp;B, hostel, etc., including tips).....</b> US\$ <input type="text"/> , <input type="text"/></p> <p><b>22b. Total Food and Beverage.....</b> US\$ <input type="text"/> , <input type="text"/></p> <p>In restaurants, bars and other eating places..... US\$ <input type="text"/> , <input type="text"/></p> <p>Dinner shows/dinner cruises..... US\$ <input type="text"/> , <input type="text"/></p> <p>Groceries/snacks..... US\$ <input type="text"/> , <input type="text"/></p> <p><b>22c. Total Entertainment and Recreation.....</b> US\$ <input type="text"/> , <input type="text"/></p> <p>Attractions/entertainment..... US\$ <input type="text"/> , <input type="text"/></p> <p>Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$ <input type="text"/> , <input type="text"/></p> <p>Other activities &amp; tours..... US\$ <input type="text"/> , <input type="text"/></p> <p><b>22d. Total Transportation.....</b> US\$ <input type="text"/> , <input type="text"/></p> <p>Inter island airfare..... US\$ <input type="text"/> , <input type="text"/></p> <p>Bus, taxi, trolley, etc..... US\$ <input type="text"/> , <input type="text"/></p> <p>Rental car/mopeds..... US\$ <input type="text"/> , <input type="text"/></p> <p>Other expenses (gasoline, parking, etc.)..... US\$ <input type="text"/> , <input type="text"/></p> <p><b>22e. Total Shopping.....</b> US\$ <input type="text"/> , <input type="text"/></p> <p>Fashion and clothing..... US\$ <input type="text"/> , <input type="text"/></p> <p>Jewelry/watches..... US\$ <input type="text"/> , <input type="text"/></p> <p>Cosmetics/perfumes..... US\$ <input type="text"/> , <input type="text"/></p> <p>Leather goods (belts, wallets, handbags, etc.)..... US\$ <input type="text"/> , <input type="text"/></p> <p>Hawai'i food products to take home (fruits, nuts, coffee etc.)..... US\$ <input type="text"/> , <input type="text"/></p> <p>Souvenirs..... US\$ <input type="text"/> , <input type="text"/></p> <p><b>22f. Other Spending</b></p> <p>Electronics..... US\$ <input type="text"/> , <input type="text"/></p> <p>Health/Wellness..... US\$ <input type="text"/> , <input type="text"/></p> <p>Household Items..... US\$ <input type="text"/> , <input type="text"/></p> <p>Art and Collectibles..... US\$ <input type="text"/> , <input type="text"/></p> <p>Other, please specify below..... US\$ <input type="text"/> , <input type="text"/></p> <p><b>22. TOTAL for Question 22 (22a-22f).....</b> US\$ <input type="text"/> , <input type="text"/></p>
Excellent	Above Average	Below Average	Poor						
8 <input type="radio"/>	7 <input type="radio"/> 6 <input type="radio"/>	5 <input type="radio"/> 4 <input type="radio"/>	3 <input type="radio"/> 2 <input type="radio"/> 1 <input type="radio"/>						

9572485291

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

Int'l 2016Q1

# ISLAND SURVEY



Island Survey

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

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

Please indicate your departure information:

Date:   -   -

Flight Number:

DO NOT WRITE IN THESE BOXES

Airline: \_\_\_\_\_

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

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

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

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

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

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

5b. Including this trip, how many times have you visited **HAWAII**?.....

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

Specify Year:

1178648421

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

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

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

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

- Hotel
- Condominium
- Rental House
- Timeshare Unit
- Bed & Breakfast
- Cruise Ship
- Friends or Relatives
- Hostel
- Camp Site, Beach
- Private Room in Private Home
- Shared Room/Space in Private Home
- Other (please specify) (Internal Use)

9a. What is the name of the hotel/condominium you stayed at while on **this island**? (Internal Use)

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

10. The **primary** reason for the trip to **this island** was: **[Residents -- Mark Purpose of Trip]**

- To get married
- Honeymoon
- To attend a wedding
- Pleasure/Vacation
- Convention/Conference
- Corporate meeting
- Incentive/Reward Travel
- Company Trip
- Other Business
- Visit friends or relatives
- Government or military business
- To attend school
- Sports Event/Group (Participant/Spectator)
- School Group
- Event/Concert/Festival (Participant/Spectator)
- Other (please specify) (Internal Use)

11. What is your age?   years old

12. What is your gender?  
 Male  Female

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

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

14. You are a resident of:  
 U.S.A.....     (specify zip code)

- Argentina
- Australia
- Brazil
- Canada...   -   (specify postal code)
- China (PRC)
- France
- Germany
- Hong Kong
- Italy
- Japan...    -    (specify postal code)
- Korea
- Mexico
- New Zealand
- Philippines
- Singapore
- Switzerland
- Taiwan
- United Kingdom
- Other (please specify) (Internal Use)

CONTINUE TO OTHER SIDE →



# ISLAND SURVEY (BACK)

<p>15. Was this trip to <b>this island</b> a day-only trip or did you stay at least one night?  <input type="radio"/> Day-only trip    <input type="radio"/> Stayed at least one night</p> <p>16. Did you come to this island on a pre-paid package trip (including at least airfare and any items in Q16a)?  <input type="radio"/> Yes... [IF YES, CONTINUE TO Q16a]  <input type="radio"/> No... [IF NO, SKIP TO Q17a]</p> <p>16a. What did your package include? <b>Please mark ALL that apply:</b></p> <table style="width: 100%; border: none;"> <tr> <td><input type="radio"/> Airfare (to and from Hawai'i)</td> <td><input type="radio"/> Rental car</td> </tr> <tr> <td><input type="radio"/> Airfare (inter-island)</td> <td><input type="radio"/> Lunch/Dinner</td> </tr> <tr> <td><input type="radio"/> Inter-island cruise</td> <td><input type="radio"/> Lodging</td> </tr> <tr> <td><input type="radio"/> Breakfast</td> <td><input type="radio"/> Tours/Attractions</td> </tr> <tr> <td><input type="radio"/> Trip to another state/country (specify) _____</td> <td><input type="radio"/> Other (please specify): _____</td> </tr> </table> <p>16b. How much did your package cost?..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/></p> <p>16c. Number of nights covered by it:..... <input style="width: 40px;" type="text"/></p> <p>16d. Number of people covered by amount in Q16b above:..... <input style="width: 40px;" type="text"/></p> <p>16e. Name of the package: _____ (Internal Use)</p> <p>16f. Name of travel company: _____ (Internal Use)</p> <p>16g. Did your package include a stay on:  <input type="radio"/> This island only    <input type="radio"/> Multiple Hawaiian islands</p> <p>17a. Did you arrive on <b>this island</b> on a transpacific flight or an inter-island flight?  <input type="radio"/> Transpacific flight    <input type="radio"/> Inter-island flight</p> <p>17b. How much did you pay for your flight (if not included as part of a package)?</p> <ul style="list-style-type: none"> <li>• Transpacific flight (round-trip)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/></li> <li>• Inter-island flight (one-way)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/></li> </ul> <p>18. Overall, how would you rate this current trip to <b>this island</b>?</p> <table style="width: 100%; border: none; text-align: center;"> <tr> <td>Excellent</td> <td>Above Average</td> <td>Below Average</td> <td>Poor</td> </tr> <tr> <td>8 <input type="radio"/></td> <td>7 <input type="radio"/></td> <td>6 <input type="radio"/></td> <td>5 <input type="radio"/></td> </tr> <tr> <td></td> <td>4 <input type="radio"/></td> <td>3 <input type="radio"/></td> <td>2 <input type="radio"/></td> </tr> <tr> <td></td> <td></td> <td>1 <input type="radio"/></td> <td></td> </tr> </table> <p>19. Would you say this trip to <b>this island</b>....?  <input type="radio"/> Exceeded your expectations  <input type="radio"/> Met your expectations  <input type="radio"/> Did not meet your expectations</p> <p>20. How likely are you to recommend <b>this island</b> as a vacation place to your friends and relatives?  <input type="radio"/> Very Likely    <input type="radio"/> Not Too Likely  <input type="radio"/> Somewhat Likely    <input type="radio"/> Not Likely At All</p> <p>21. How likely are you to return to visit <b>this island</b> in the next five years?  <input type="radio"/> Very Likely    <input type="radio"/> Not Too Likely  <input type="radio"/> Somewhat Likely    <input type="radio"/> Not Likely At All</p>	<input type="radio"/> Airfare (to and from Hawai'i)	<input type="radio"/> Rental car	<input type="radio"/> Airfare (inter-island)	<input type="radio"/> Lunch/Dinner	<input type="radio"/> Inter-island cruise	<input type="radio"/> Lodging	<input type="radio"/> Breakfast	<input type="radio"/> Tours/Attractions	<input type="radio"/> Trip to another state/country (specify) _____	<input type="radio"/> Other (please specify): _____	Excellent	Above Average	Below Average	Poor	8 <input type="radio"/>	7 <input type="radio"/>	6 <input type="radio"/>	5 <input type="radio"/>		4 <input type="radio"/>	3 <input type="radio"/>	2 <input type="radio"/>			1 <input type="radio"/>		<p>22. How much did you spend in total on non-packaged items while on <b>this island</b>? (NOT including packaged expenses and airfare in Questions 16 and 17). Of this amount, how much did you spend for: <b>Absolutely no personal information will be shared.</b>          How many people are you reporting for? <input style="width: 40px;" type="text"/> persons          [SPECIFY NUMBER OF PEOPLE]</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">22a. Lodging (hotel, condo, B&amp;B, incl. tips)..... US\$</td> <td style="text-align: right; padding: 2px;"><input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;">22b. Total Food and Beverage.... 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US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	22c. Total Entertainment and Recreation..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Attractions..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Other activities & tours..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	22d. Total Ground Transportation..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Ground transportation (buses, taxis, trolleys)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Rental car/moped..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Other transportation costs (gas, parking)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	22e. Total Shopping..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Fashion and clothing..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Jewelry/watches..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Cosmetics/perfumes..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Leather goods (belts, wallets, handbags, etc.)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Hawai'i food products (fruits, nuts, & coffee, etc.)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Souvenirs..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	22f. Other Spending	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Electronics..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Health/Wellness..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Household Items..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Art and Collectibles..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	Other, please specify below..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>	<b>SUM OF Q22a-Q22f... US\$</b>	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>
<input type="radio"/> Airfare (to and from Hawai'i)	<input type="radio"/> Rental car																																																																																		
<input type="radio"/> Airfare (inter-island)	<input type="radio"/> Lunch/Dinner																																																																																		
<input type="radio"/> Inter-island cruise	<input type="radio"/> Lodging																																																																																		
<input type="radio"/> Breakfast	<input type="radio"/> Tours/Attractions																																																																																		
<input type="radio"/> Trip to another state/country (specify) _____	<input type="radio"/> Other (please specify): _____																																																																																		
Excellent	Above Average	Below Average	Poor																																																																																
8 <input type="radio"/>	7 <input type="radio"/>	6 <input type="radio"/>	5 <input type="radio"/>																																																																																
	4 <input type="radio"/>	3 <input type="radio"/>	2 <input type="radio"/>																																																																																
		1 <input type="radio"/>																																																																																	
"Amount spent on THIS ISLAND ONLY"																																																																																			
22a. Lodging (hotel, condo, B&B, incl. tips)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
22b. Total Food and Beverage.... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
In restaurants, bars and other eating places..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Dinner shows/ Dinner cruises..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Groceries/snacks..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
22c. Total Entertainment and Recreation..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Attractions..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Other activities & tours..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
22d. Total Ground Transportation..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Ground transportation (buses, taxis, trolleys)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Rental car/moped..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Other transportation costs (gas, parking)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
22e. Total Shopping..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Fashion and clothing..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Jewelry/watches..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Cosmetics/perfumes..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Leather goods (belts, wallets, handbags, etc.)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Hawai'i food products (fruits, nuts, & coffee, etc.)..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Souvenirs..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
22f. Other Spending	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Electronics..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Health/Wellness..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Household Items..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Art and Collectibles..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
Other, please specify below..... US\$	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		
<b>SUM OF Q22a-Q22f... US\$</b>	<input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/>																																																																																		

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

NI 2016Q1

# CRUISE SURVEY



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

**Cruise Start Date:**  
  -   -    
 Month Day Year

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

2. I am a:  
 Visitor to Hawai'i  
 Resident of Hawai'i (GO TO Q7)

3. Including this trip, I have made:  
  trips to Hawai'i in my lifetime

4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise.....

During this cruise.....

Expect to spend after this cruise.....

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

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hawai'i Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lāna'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="radio"/>	<input type="radio"/>
Condominium	<input type="radio"/>	<input type="radio"/>
Timeshare unit	<input type="radio"/>	<input type="radio"/>
Bed & breakfast	<input type="radio"/>	<input type="radio"/>
Friends or relatives	<input type="radio"/>	<input type="radio"/>
Other, specify:	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>	<input type="text"/>

0780565865

7. How much did you pay for your cruise package?  
 US\$   ,

7a. Was this a gift or paid by someone else other than yourself?  
 Yes  No

7b. Package details:  
 Number of nights covered:    
 Number of people covered by (\$) amount:

8. What was included in the cruise package you purchased when booking your cruise to Hawai'i? (Please mark (•) all that apply)

Airfare (Transpacific)   (Number of round-trip flights)

Airfare (Inter island)   (Number of one-way flights)

Non-cruise lodging   (Number of nights)

Additional vacation stop to other location (aside from Hawai'i)

Meals on shore   (Number of meals)

Rental car   (Number of days)

None of the above

9. I am a resident of:

U.S.A.        
 (specify zip code)

- Canada  United Kingdom
- Japan  Germany
- Korea  France
- Taiwan  Switzerland
- Hong Kong  Australia

Other (specify)

10. Did you do any of the following on this trip to Hawai'i?

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

11. What is your age?   years old

12. What is your gender?  
 Male  Female

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

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
10 - 19	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
20 - 29	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
30 - 39	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
40 - 49	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
50 - 59	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

14. Overall, how would you rate this current trip to Hawai'i?

Excellent Above Average Below Average Poor  
 8  7  6  5  4  3  2  1  0

15. Would you say this trip to Hawai'i...?

- Exceeded your expectations
- Met your expectations
- Did not meet your expectations

16. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?

- Very Likely
- Somewhat Likely
- Not Too Likely
- Not Likely At All

17. How likely are you to return to visit Hawai'i in the next five years?

- Very Likely
- Somewhat Likely
- Not Too Likely
- Not Likely At All

CONTINUE TO OTHER SIDE →

## CRUISE SURVEY (BACK)

**FOR ALL PARTS OF QUESTION 18:**  
**DO NOT** include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.

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

18.1. Including yourself, how many people does this expenditure cover?

Of this total amount (Q18), how much was spent for:

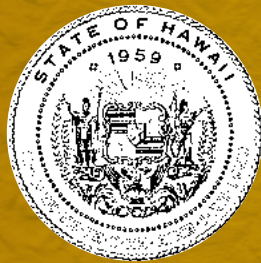
	ON SHIP (IN US\$)	O'AHU (IN US\$)	MAUI (Maui/Moloka'i/Lana'i) (IN US\$)	KAUAI (IN US\$)	HAWAI'I ISLAND KONA (IN US\$)      HILO (IN US\$)	
18a. Lodging (hotel, condo, B&B, hostel , etc., including tips) .....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
18b. Total Food and Beverage.. <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
In restaurants, bars and other eating places.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Dinner shows/dinner cruises....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Groceries/snacks.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
18c. Total Entertainment and Recreation. ....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
18d. Total Shore Tours.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
18e. Total Transportation.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Inter island airfare.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Bus, taxi, trolley, etc.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Rental car/mopeds.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Other expenses (gasoline, parking, etc.).....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
18f. Total Shopping..... <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Fashion and clothing.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Jewelry/watches.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Cosmetics/perfumes.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Leather goods (belts, wallets, handbags, etc.).....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Hawai'i food products to take home (fruits, nuts, coffee, etc.)	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Souvenirs.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
18g. Other Spending	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Electronics.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Health/wellness.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Household items.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Art and collectibles.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Other.....	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>
Please specify:.....						

Cruise Domestic  
2016Q1

NAME OF CRUISE SHIP: \_\_\_\_\_

DO NOT WRITE  
IN THESE BOXES

2635565866



# HAWAII TOURISM

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AUTHORITY

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