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HAWAII VISITOR ARRIVALS ACHIEVED NEW RECORD FOR JANUARY TOTAL VISITOR EXPENDITURES ROSE 2.9 PERCENT TO \$1.5 BILLION

HONOLULU – Total visitor arrivals to the Hawaiian Islands in January 2016 achieved a new record for the month with 720,997 visitors, a growth of 6.2 percent compared to January 2015, according to preliminary statistics released today by the Hawaii Tourism Authority (HTA). This record total for January extended to 11 consecutive months that total visitor arrivals for Hawaii have exceeded previous monthly records.

There were 239,844 visitors in Hawaii on any given day (average daily census¹) in January 2016, increasing 2.9 percent from a year ago with total visitor days² also growing by 2.9 percent. With the exception of Canadian visitors, the average length of stay by visitors from most markets was shorter than in January 2015.

Arrivals on airlines rose (+6% to 709,985), as growth from U.S. West (+6%), U.S. East (+10.1%), Japan (+6.4%), and from all other international markets (+12.8%) more than offset fewer visitors from Canada (-11.8%). Arrivals by cruise ships increased (+18.9% to 11,012) compared to last January.

Total visitor expenditures rose 2.9 percent (+40.8 million) to \$1.5 billion in January 2016. Visitor expenditures increased from U.S. West (+7.7%), U.S. East (+3.2%) and all other international markets (+12.1%), but declined from Canada (-15%) and Japan (-4.1%). Statewide average daily spending of \$196 per person was unchanged from January 2015, as higher spending by U.S. West visitors balanced lower spending by U.S. East, Japanese and Canadian visitors.

Among the four larger Hawaiian Islands, visitor arrivals increased on O'ahu (+8.2%) but there was no growth in visitor expenditures (-0.2%) compared to January 2015. On Maui, visitor arrivals (+1%) and visitor expenditures (+6.5%) both increased. Hawaii Island also saw growth in both visitor arrivals (+3.8%) and visitor expenditures (+7.7%). Despite fewer visitors on Kauai (-2.7%) there was a slight increase in visitor expenditures (+0.6%) for the month.

There were 1,021,988 total air seats to the Hawaiian Islands in January 2016, up 2.1 percent from a year ago. Growth in scheduled seats from Other Asia (+22.5%), Oceania (+7.1%), U.S. West (+3.7%), U.S. East (+2.8%) and Canada (+0.8%) offset a 6.9 percent drop in seats from Japan.

January 2016 Highlights – Arrivals by Air:

- **U.S. West:** Growth in arrivals (+6% to 255,255 visitors) and higher daily spending (+6.4% to \$172 per person) contributed to a 7.7 gain in visitor expenditures to \$454.1 million. Arrivals from the Pacific (+6%) and Mountain (+4.1%) regions increased compared to January 2015. There were more visitors from Alaska (+10.3%), California (+7.1%), Washington (+4.8%), Nevada (+9.9%) and Arizona (+9.5%).

¹ Average daily census includes arrivals by airlines and by cruise ships.

² Aggregate number of days stayed by all visitors.

January 2016 Arrivals at a Glance

CATEGORY AND MMA	Jan 2016P	Jan 2015P	% change	Jan 2016P	Jan 2015P	% change
TOTAL EXPENDITURES (\$mil.)	1,460.8	1,420.0	2.9	1,460.8	1,420.0	2.9
Total by air	1,456.3	1,416.8	2.8	1,456.3	1,416.8	2.8
U.S. West	454.1	421.5	7.7	454.1	421.5	7.7
U.S. East	405.8	393.2	3.2	405.8	393.2	3.2
Japan	162.7	169.7	-4.1	162.7	169.7	-4.1
Canada	159.4	187.6	-15.0	159.4	187.6	-15.0
All Others	274.3	244.8	12.1	274.3	244.8	12.1
Visitor arrivals by cruise ships	4.4	3.1	41.3	4.4	3.1	41.3
TOTAL VISITOR DAYS	7,435,149	7,225,013	2.9	7,435,149	7,225,013	2.9
Total by air	7,386,957	7,179,663	2.9	7,386,957	7,179,663	2.9
U.S. West	2,645,879	2,613,908	1.2	2,645,879	2,613,908	1.2
U.S. East	2,013,810	1,884,130	6.9	2,013,810	1,884,130	6.9
Japan	684,172	652,734	4.8	684,172	652,734	4.8
Canada	954,547	1,059,543	-9.9	954,547	1,059,543	-9.9
All Others	1,088,549	969,347	12.3	1,088,549	969,347	12.3
Visitor arrivals by cruise ships	48,192	45,350	6.3	48,192	45,350	6.3
VISITOR ARRIVALS	720,997	678,870	6.2	720,997	678,870	6.2
Total by air	709,985	669,612	6.0	709,985	669,612	6.0
U.S. West	255,255	240,905	6.0	255,255	240,905	6.0
U.S. East	162,383	147,423	10.1	162,383	147,423	10.1
Japan	118,849	111,714	6.4	118,849	111,714	6.4
Canada	63,798	72,343	-11.8	63,798	72,343	-11.8
All Others	109,700	97,227	12.8	109,700	97,227	12.8
Visitor arrivals by cruise ships	11,012	9,258	18.9	11,012	9,258	18.9
AVERAGE LENGTH OF STAY	10.31	10.64	-3.1	10.31	10.64	-3.1
Total by air	10.40	10.72	-3.0	10.40	10.72	-3.0
U.S. West	10.37	10.85	-4.5	10.37	10.85	-4.5
U.S. East	12.40	12.78	-3.0	12.40	12.78	-3.0
Japan	5.76	5.84	-1.5	5.76	5.84	-1.5
Canada	14.96	14.65	2.2	14.96	14.65	2.2
All Others	9.92	9.97	-0.5	9.92	9.97	-0.5
Visitor arrivals by cruise ships	4.38	4.90	-10.7	4.38	4.90	-10.7
PER PERSON PER DAY SPENDING (\$)	196.5	196.5	0.0	196.5	196.5	0.0
Total by air	197.1	197.3	-0.1	197.1	197.3	-0.1
U.S. West	171.6	161.3	6.4	171.6	161.3	6.4
U.S. East	201.5	208.7	-3.5	201.5	208.7	-3.5
Japan	237.9	260.0	-8.5	237.9	260.0	-8.5
Canada	167.0	177.0	-5.7	167.0	177.0	-5.7
All Others	252.0	252.5	-0.2	252.0	252.5	-0.2
Visitor arrivals by cruise ships	91.8	69.1	32.9	91.8	69.1	32.9
PER PERSON PER TRIP SPENDING (\$)	2,026.0	2,091.7	-3.1	2,026.0	2,091.7	-3.1
Total by air	2,051.2	2,115.9	-3.1	2,051.2	2,115.9	-3.1
U.S. West	1,779.1	1,749.8	1.7	1,779.1	1,749.8	1.7
U.S. East	2,498.7	2,667.4	-6.3	2,498.7	2,667.4	-6.3
Japan	1,369.4	1,519.4	-9.9	1,369.4	1,519.4	-9.9
Canada	2,498.7	2,592.7	-3.6	2,498.7	2,592.7	-3.6
All Others	2,500.3	2,517.6	-0.7	2,500.3	2,517.6	-0.7
Visitor arrivals by cruise ships	401.9	338.4	18.8	401.9	338.4	18.8

P=Preliminary data.

Source:Haw aii Tourism Authority

- **U.S. East:** Arrivals increased (+10.1% to 162,383 visitors) as did visitor expenditures (+3.2% to \$405.8 million) despite lower daily spending (-3.5% to \$202 per person) and a shorter length of stay. All U.S. East regions showed growth in arrivals compared to January 2015. Arrivals from the two largest regions, South Atlantic and East North Central, rose 13.5 percent and 7.2 percent, respectively.
- **Japan:** Arrivals grew 6.4 percent to 118,849 visitors. However, lower daily spending (-8.5% to \$238 per person) and a shorter length of stay caused a decline in visitor expenditures (-4.1% to \$162.7 million).
- **Canada:** Decreased arrivals (-11.8% to 63,798 visitors) and lower daily spending (-5.7% to \$167 per person) resulted in a drop in visitor expenditures (-15.0% to \$159.4 million). In recent months, weakness in the Canadian economy and devaluation of the Canadian dollar have impacted Canadian travel demand for Hawai'i overall. Arrivals on international flights rose slightly (+1%), while significantly fewer Canadian visitors came to Hawai'i on domestic flights (-44.1%) compared to January 2015. Flying directly from Canada has become more cost effective, while there are fewer cost advantages of crossing the Canadian border to take domestic flights.
- **MCI:** A total of 58,237 visitors came for meetings, conventions and incentives (MCI), up 13.7 percent from January 2015. There was growth in all three MCI segments: convention (+17.7%), corporate meetings (+1.5%) and incentives (+8.2%). There was strong growth in Japanese incentive visitors (+55.2% to 10,921), boosted by more groups of incentive travelers from the automotive and manufacturing industries who came in January 2016. There have been 13 months of year-over-year growth in Japanese incentive visitors.
- **Honeymoon:** Fewer visitors came to honeymoon (-12.9% to 39,316) in January 2016, as a result of declines in this market segment from Japan (-5.5% to 18,165), U.S. West (-6.4% to 5,822), U.S. East (-24.7% to 4,510) and Canada (-21.4% to 1,105).
- **Accommodations:** More U.S. West visitors in January 2016 stayed in hotels (+7.3% to 125,055), as well as alternative accommodations, such as rental homes (+10.5% to 26,648) and bed and breakfast properties (+19.2% to 3,604), compared to a year ago. More U.S. East visitors stayed in hotels (+9.5% to 95,037), condominiums (+14% to 28,081), with friends and relatives (+10.7% to 18,994) and in rental homes (+17.4% to 13,680) than in January 2015. Among Japanese visitors, stays in hotels (+6.9% to 103,792) and timeshare properties (+14.6% to 4,777) increased but usage of condominium properties (-2.5% to 11,209) declined.

Highlights from All Other Markets:

Estimated visitor arrivals on airlines from developing international markets grew (+12.8% to 109,700), with increases realized in both visitor days (+12.3% to 1,088,549 days) and visitor expenditures (+12.1% to \$274.3 million) in January 2016.

- **Oceania:** Visitor arrivals rose (+2.2% to 32,422) in January 2016, boosted by growth from Australia (+2.6% to 28,437). Arrivals from New Zealand of 3,985 visitors (-0.3%) were similar to a year ago.
- **Other Asia:** Visitor arrivals were up 13.5 percent compared to January 2015. Arrivals from Korea grew (+20.5% to 21,909 visitors), supported by new air service out of Seoul. Arrivals from China (+2.8% to 10,801) and Taiwan (+1.3% to 1,181) also increased.
- **Europe:** Visitor arrivals from the Europe major market area (United Kingdom, France, Germany, Italy and Switzerland) increased (+4.9% to 7,968), compared to January 2015.

January 2016 Island Highlights

CATEGORY AND ISLAND	Jan 2016P	Jan 2015P	% change	Jan 2016P	Jan 2015P	% change
TOTAL EXPENDITURES (\$mil.)	1,460.8	1,420.0	2.9	1,460.8	1,420.0	2.9
Total by air	1,456.3	1,416.8	2.8	1,456.3	1,416.8	2.8
O'ahu	601.6	602.5	-0.2	601.6	602.5	-0.2
Maui	479.5	450.2	6.5	479.5	450.2	6.5
Moloka'i	4.0	4.4	-8.5	4.0	4.4	-8.5
Lāna'i	1.7	6.5	-74.7	1.7	6.5	-74.7
Kaua'i	153.3	152.4	0.6	153.3	152.4	0.6
Haw aii Island	216.3	200.9	7.7	216.3	200.9	7.7
Visitor arrivals by cruise ships	4.4	3.1	41.3	4.4	3.1	41.3
TOTAL VISITOR DAYS	7,435,149	7,225,013	2.9	7,435,149	7,225,013	2.9
Total by air	7,386,957	7,179,663	2.9	7,386,957	7,179,663	2.9
O'ahu	3,192,325	3,016,729	5.8	3,192,325	3,016,729	5.8
Maui	2,038,760	2,011,053	1.4	2,038,760	2,011,053	1.4
Moloka'i	39,233	36,628	7.1	39,233	36,628	7.1
Lāna'i	14,826	17,504	-15.3	14,826	17,504	-15.3
Kaua'i	855,018	864,203	-1.1	855,018	864,203	-1.1
Haw aii Island	1,246,795	1,233,545	1.1	1,246,795	1,233,545	1.1
Visitor arrivals by cruise ships	48,192	45,350	6.3	48,192	45,350	6.3
VISITOR ARRIVALS	720,997	678,870	6.2	720,997	678,870	6.2
Total by air	709,985	669,612	6.0	709,985	669,612	6.0
O'ahu	433,507	400,560	8.2	433,507	400,560	8.2
Maui	213,784	211,579	1.0	213,784	211,579	1.0
Moloka'i	5,426	6,032	-10.1	5,426	6,032	-10.1
Lāna'i	4,271	5,690	-24.9	4,271	5,690	-24.9
Kaua'i	95,042	97,702	-2.7	95,042	97,702	-2.7
Haw aii Island	135,105	130,100	3.8	135,105	130,100	3.8
Visitor arrivals by cruise ships	11,012	9,258	18.9	11,012	9,258	18.9
AVERAGE LENGTH OF STAY	10.31	10.64	-3.1	10.31	10.64	-3.1
Total by air	10.40	10.72	-3.0	10.40	10.72	-3.0
O'ahu	7.36	7.53	-2.2	7.36	7.53	-2.2
Maui	9.54	9.50	0.3	9.54	9.50	0.3
Moloka'i	7.23	6.07	19.1	7.23	6.07	19.1
Lāna'i	3.47	3.08	12.8	3.47	3.08	12.8
Kaua'i	9.00	8.85	1.7	9.00	8.85	1.7
Haw aii Island	9.23	9.48	-2.7	9.23	9.48	-2.7
Visitor arrivals by cruise ships	4.38	4.90	-10.7	4.38	4.90	-10.7
PER PERSON PER DAY SPENDING (\$)	196.5	196.5	0.0	196.5	196.5	0.0
Total by air	197.1	197.3	-0.1	197.1	197.3	-0.1
O'ahu	188.4	199.7	-5.6	188.4	199.7	-5.6
Maui	235.2	223.9	5.1	235.2	223.9	5.1
Moloka'i	101.8	119.2	-14.6	101.8	119.2	-14.6
Lāna'i	111.4	372.6	-70.1	111.4	372.6	-70.1
Kaua'i	179.3	176.3	1.7	179.3	176.3	1.7
Haw aii Island	173.5	162.8	6.6	173.5	162.8	6.6
Visitor arrivals by cruise ships	91.8	69.1	32.9	91.8	69.1	32.9
PER PERSON PER TRIP SPENDING (\$)	2,026.0	2,091.7	-3.1	2,026.0	2,091.7	-3.1
Total by air	2,051.2	2,115.9	-3.1	2,051.2	2,115.9	-3.1
O'ahu	1,387.7	1,504.1	-7.7	1,387.7	1,504.1	-7.7
Maui	2,242.8	2,127.8	5.4	2,242.8	2,127.8	5.4
Moloka'i	736.2	723.6	1.7	736.2	723.6	1.7
Lāna'i	386.6	1,146.2	-66.3	386.6	1,146.2	-66.3
Kaua'i	1,613.0	1,559.8	3.4	1,613.0	1,559.8	3.4
Haw aii Island	1,601.2	1,543.9	3.7	1,601.2	1,543.9	3.7
Visitor arrivals by cruise ships	401.9	338.4	18.8	401.9	338.4	18.8

P=Preliminary data.

Source:Haw aii Tourism Authority

- **Latin America:** Visitor arrivals from the Latin America market (Mexico, Brazil and Argentina) declined (-7% to 2,846) from last January.

Island Highlights:

- **O'ahu:** Visitor arrivals increased (+8.2% to 433,507) in January 2016 and visitor days rose (+5.8%) compared to last January. However, lower daily spending (-5.6% to \$188 per person) resulted in no growth in visitor expenditures (-0.2% to \$601.6 million). There were more visitors from Japan (+6% to 115,327), U.S. West (+9.5% to 110,187) and U.S. East (+13.2% to 88,303) but fewer visitors from Canada (-14.1% to 22,842).
- **Maui:** Visitor arrivals (+1% to 213,784) and visitor days (+1.4%) both increased in January 2016. Visitor expenditures grew (+6.5% to \$479.5 million), bolstered by higher daily spending (+5.1% to \$235 per person). Growth in arrivals from U.S. West (+2.4% to 88,096) and U.S. East (+5.5% to 61,285) offset declines from Canada (-9.8% to 33,448) and Japan (-7.2% to 5,430). There was more Japanese day trip visitors to Maui (+29.2% to 2,623) compared to last January.
- **Kaua'i:** Visitor arrivals (-2.7% to 95,042), and visitor days (-1.1%) declined in January 2016. Visitor expenditures showed a slight gain (+0.6% to \$153.3 million), boosted by higher daily spending (+1.7% to \$179 per person). Increased visitors from U.S. West (+1.1% to 41,527) and U.S. East (+5.2% to 33,007) were offset by fewer visitors from Canada (-12.7% to 9,754) and Japan (-6.8 to 2,079). More Japanese visitors took day trips to Kaua'i (+26.8% to 1,508) compared to a year ago.
- **Hawai'i Island:** Visitor arrivals (+3.8% to 135,105) and visitor days (+1.1%) increased in January 2016. Combined with higher daily spending (+6.6% to \$174 per person), visitor expenditures rose 7.7 percent to \$216.3 million. Arrivals from U.S. West rose (+4.7% to 51,453), continuing a trend of consecutive year-over-year growth since January 2015. Increased direct air service from U.S. West cities to Kona has supported this growth. Arrivals from U.S. East rose (+10% to 39,682), but arrivals from Canada (-17.4% to 12,530) and Japan (-2.5% to 11,115) declined. Significantly more visitors from Japan stayed exclusively on Hawai'i Island (+39.1% to 2,516) than in January 2015.

Air Seats to Hawai'i (Table 9, page 22):

- In January 2016, total seat capacity to the Hawaiian Islands rose (+2.1% to 1,021,988) from the year prior with growth from all major airports: Honolulu (+0.5%), Kahului (+1.8%), Kona (+15.2%), Hilo (+35.6%) and Līhu'e (+5.4%). There were more scheduled seats (+2.3% to 1,016,099) but fewer chartered seats (-25.3% to 5,889) compared to January 2015.
- Scheduled seats from U.S. West grew (+3.7%). Increased service from Anchorage (+31.8%), Oakland (+8.8%), Portland (+5.3%), San Diego (+13.3%), San Francisco (+18.1%) and Seattle (+10.6%) compensated for decreased service from Denver (-31.4%) Los Angeles (-1.1%), Phoenix (-2.5%) and San Jose (-4.5%).
- Scheduled seats from U.S. East increased (+2.8%). New seasonal service out of Minneapolis offset fewer seats from Chicago (-17.2%) and Dallas (-7.5%).
- Scheduled seats from Canada (+0.8%) increased slightly compared to January 2015. Growth in seats from smaller seasonal routes from Toronto (+51.1%), Edmonton (+34.2%) and Calgary (+12.3%) balanced a drop in seats from Vancouver (-4.8%).
- Scheduled seats from Oceania grew (+7.1%) in January 2016. There were more seats from Melbourne (+53.1%), Sydney (+1.6%) and Brisbane (+1.3%) compared to last January. In addition, seats out of Auckland increased (+6.8%).

- Scheduled seats from Other Asia markets climbed (+22.5%). Total seats from China increased (+15%) as a result of more seats out of Beijing and Shanghai. Seats out of Taipei grew (+1.1%). Seats from Seoul increased (+27.8%) from last January, boosted by new service from a low cost airline, which started operating in Hawai'i in late December 2015.

Cruise Ship Visitors (Table 8, page 21):

- Arrivals by cruise ships increased (+18.9% to 11,012) in January 2016 compared to a year ago. Six out-of-state cruise ships came in January 2016, with several being larger in capacity than the seven ships that came in January 2015 with 9,258 visitors.
- In total, the number of cruise visitors rose (+7.6% to 22,355) in January 2016 (arrivals by cruise ships and by air to board cruise ships in Hawai'i).

About the Hawai'i Tourism Authority

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

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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Current monthly visitor statistics and other tables referenced in this release can be viewed at <http://www.hawaii tourism authority.org/research/>.

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TABLE 1. TOTAL VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	709,985	669,612	6.0	709,985	669,612	6.0
Domestic	454,938	432,363	5.2	454,938	432,363	5.2
International	255,047	237,249	7.5	255,047	237,249	7.5
VISITOR DAYS	7,386,957	7,179,663	2.9	7,386,957	7,179,663	2.9
AVERAGE DAILY CENSUS	238,289	231,602	2.9	238,289	231,602	2.9
TOTAL AIR SEATS	1,021,988	1,001,101	2.1	1,021,988	1,001,101	2.1
TOTAL LOAD FACTOR (%)	82.9	81.0	2.3	82.9	81.0	2.3
ISLANDS VISITED						
O'ahu	433,507	400,560	8.2	433,507	400,560	8.2
O'ahu only	327,235	293,192	11.6	327,235	293,192	11.6
O'ahu one day or less	17,592	17,344	1.4	17,592	17,344	1.4
Kaua'i	95,042	97,702	-2.7	95,042	97,702	-2.7
Kaua'i only	50,231	50,212	0.0	50,231	50,212	0.0
Kaua'i one day or less	9,248	9,438	-2.0	9,248	9,438	-2.0
Maui County	216,913	215,350	0.7	216,913	215,350	0.7
Maui	213,784	211,579	1.0	213,784	211,579	1.0
Maui only	133,277	130,722	2.0	133,277	130,722	2.0
Maui one day or less	13,628	13,987	-2.6	13,628	13,987	-2.6
Moloka'i *	5,426	6,032	-10.1	5,426	6,032	-10.1
Moloka'i only *	855	788	8.5	855	788	8.5
Moloka'i one day or less*	2,500	2,903	-13.9	2,500	2,903	-13.9
Lāna'i *	4,271	5,690	-24.9	4,271	5,690	-24.9
Lāna'i only *	491	584	-15.9	491	584	-15.9
Lāna'i one day or less*	2,546	3,353	-24.1	2,546	3,353	-24.1
Hawai'i Island	135,105	130,100	3.8	135,105	130,100	3.8
Kona side	115,389	110,234	4.7	115,389	110,234	4.7
Hilo side	47,022	47,089	-0.1	47,022	47,089	-0.1
Hawai'i Island only	68,364	63,399	7.8	68,364	63,399	7.8
Hawai'i Island one day or less	9,610	11,316	-15.1	9,610	11,316	-15.1
Any Neighbor Island	382,750	376,420	1.7	382,750	376,420	1.7
NI only	276,478	269,052	2.8	276,478	269,052	2.8
O'ahu & NI	106,272	107,369	-1.0	106,272	107,369	-1.0
Any one island only	580,453	538,896	7.7	580,453	538,896	7.7
Multiple Islands	129,533	130,716	-0.9	129,533	130,716	-0.9
Avg. Islands Visited	1.25	1.27	-1.8	1.25	1.27	-1.8
Average Length of Stay in Hawai'i	10.40	10.72	-3.0	10.40	10.72	-3.0
ACCOMMODATIONS						
Plan to stay in Hotel	435,766	411,349	5.9	435,766	411,349	5.9
Hotel only	379,063	356,808	6.2	379,063	356,808	6.2
Plan to stay in Condo	129,210	127,091	1.7	129,210	127,091	1.7
Condo only	99,758	99,018	0.7	99,758	99,018	0.7
Plan to stay in Timeshare	62,378	59,344	5.1	62,378	59,344	5.1
Timeshare only	48,109	44,916	7.1	48,109	44,916	7.1

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	10,042	10,940	-8.2	10,042	10,940	-8.2
Friends/Relatives	64,173	59,736	7.4	64,173	59,736	7.4
Bed & Breakfast	9,794	8,327	17.6	9,794	8,327	17.6
Rental House	56,396	50,912	10.8	56,396	50,912	10.8
Hostel	6,089	6,706	-9.2	6,089	6,706	-9.2
Camp Site, Beach	4,507	5,656	-20.3	4,507	5,656	-20.3
Other	13,328	10,647	25.2	13,328	10,647	25.2
PURPOSE OF TRIP						
Pleasure (Net)	575,648	554,500	3.8	575,648	554,500	3.8
Honeymoon/Get Married	43,132	49,981	-13.7	43,132	49,981	-13.7
Honeymoon	39,316	45,157	-12.9	39,316	45,157	-12.9
Get Married	6,867	8,917	-23.0	6,867	8,917	-23.0
Pleasure/Vacation	536,587	509,749	5.3	536,587	509,749	5.3
Mtgs/Conventions/Incentive	58,237	51,205	13.7	58,237	51,205	13.7
Conventions	34,653	29,433	17.7	34,653	29,433	17.7
Corporate Meetings	9,218	9,082	1.5	9,218	9,082	1.5
Incentive	15,734	14,540	8.2	15,734	14,540	8.2
Other Business	23,537	24,314	-3.2	23,537	24,314	-3.2
Visit Friends/Rel.	55,306	53,213	3.9	55,306	53,213	3.9
Govt/Military	8,919	8,475	5.2	8,919	8,475	5.2
Attend School	3,681	3,468	6.1	3,681	3,468	6.1
Sport Events	14,596	7,056	106.9	14,596	7,056	106.9
TRAVEL STATUS						
First Timers (%)**	32.4	30.9	1.5	32.4	30.9	1.5
Repeaters (%)**	67.6	69.1	-1.5	67.6	69.1	-1.5
Average # of Trips	5.36	5.47	-2.1	5.36	5.47	-2.1
Group Tour	52,335	55,857	-6.3	52,335	55,857	-6.3
Non-Group	657,651	613,755	7.2	657,651	613,755	7.2
Package Trip	202,442	201,689	0.4	202,442	201,689	0.4
No Package	507,543	467,923	8.5	507,543	467,923	8.5
Net True Independent	495,437	456,971	8.4	495,437	456,971	8.4
Ave. Age	47	47	0.0	47	47	0.0
Ave. Party Size	2.09	2.08	0.3	2.09	2.08	0.3

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

Source: Hawai'i Tourism Authority

Collaboration of the following agencies are gratefully acknowledged: Airlines, State Department of Agriculture - Plant Quarantine Branch, State Department of Transportation - Airport Division, and U.S. Department of Homeland Security, Bureau of Customs & Border Protection - Honolulu office.

TABLE 2. DOMESTIC VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
DOMESTIC VISITORS	454,938	432,363	5.2	454,938	432,363	5.2
DOMESTIC VISITOR DAYS	5,181,599	5,126,474	1.1	5,181,599	5,126,474	1.1
DOMESTIC AVERAGE DAILY CENSUS	167,148	165,370	1.1	167,148	165,370	1.1
DOMESTIC AIR SEATS	683,836	660,312	3.6	683,836	660,312	3.6
DOMESTIC LOAD FACTOR (%)	83.3	83.7	-0.5	83.3	83.7	-0.5
ISLANDS VISITED						
O'ahu	220,855	203,796	8.4	220,855	203,796	8.4
O'ahu only	158,474	143,607	10.4	158,474	143,607	10.4
O'ahu one day or less	14,008	14,256	-1.7	14,008	14,256	-1.7
Kaua'i	80,256	79,512	0.9	80,256	79,512	0.9
Kaua'i only	45,762	44,689	2.4	45,762	44,689	2.4
Kaua'i one day or less	5,183	6,027	-14.0	5,183	6,027	-14.0
Maui County	164,156	161,722	1.5	164,156	161,722	1.5
Maui	161,396	158,472	1.8	161,396	158,472	1.8
Maui only	108,017	106,408	1.5	108,017	106,408	1.5
Maui one day or less	6,077	6,231	-2.5	6,077	6,231	-2.5
Moloka'i *	4,272	5,072	-15.8	4,272	5,072	-15.8
Moloka'i only *	758	690	9.8	758	690	9.8
Moloka'i one day or less*	1,572	2,342	-32.9	1,572	2,342	-32.9
Lāna'i *	3,348	4,467	-25.1	3,348	4,467	-25.1
Lāna'i only*	424	512	-17.1	424	512	-17.1
Lāna'i one day or less*	1,809	2,471	-26.8	1,809	2,471	-26.8
Hawai'i Island	99,608	95,408	4.4	99,608	95,408	4.4
Kona side	87,209	83,069	5.0	87,209	83,069	5.0
Hilo side	31,994	31,812	0.6	31,994	31,812	0.6
Hawai'i Island only	59,489	55,793	6.6	59,489	55,793	6.6
Hawai'i Island one day or less	3,499	3,977	-12.0	3,499	3,977	-12.0
Any Neighbor Island	296,464	288,756	2.7	296,464	288,756	2.7
NI only	234,084	228,567	2.4	234,084	228,567	2.4
O'ahu & NI	62,380	60,189	3.6	62,380	60,189	3.6
Any one island only	372,924	351,701	6.0	372,924	351,701	6.0
Multiple Islands	82,014	80,662	1.7	82,014	80,662	1.7
Avg. Islands Visited	1.25	1.26	-1.0	1.25	1.26	-1.0
Average Length of Stay in Hawai'i	11.39	11.86	-3.9	11.39	11.86	-3.9
ACCOMMODATIONS						
Plan to stay in Hotel	242,089	227,633	6.4	242,089	227,633	6.4
Hotel only	202,445	187,882	7.8	202,445	187,882	7.8
Plan to stay in Condo	89,358	89,369	0.0	89,358	89,369	0.0
Condo only	70,649	69,561	1.6	70,649	69,561	1.6
Plan to stay in Timeshare	48,424	49,176	-1.5	48,424	49,176	-1.5
Timeshare only	37,643	37,191	1.2	37,643	37,191	1.2

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	8,751	9,087	-3.7	8,751	9,087	-3.7
Friends/Relatives	54,086	52,656	2.7	54,086	52,656	2.7
Bed & Breakfast	6,940	6,455	7.5	6,940	6,455	7.5
Rental House	57,344	49,967	1476.5	547,197	482,784	1334.2
Hostel	4,034	4,980	-1899.5	42,895	43,800	-206.7
Camp Site, Beach	3,742	4,220	-1131.6	42,166	41,607	134.4
Other	10,335	10,118	214.6	109,938	101,721	807.8
PURPOSE OF TRIP						
Pleasure (Net)	356,961	346,471	3.0	356,961	346,471	3.0
Honeymoon/Get Married	14,087	15,882	-11.3	14,087	15,882	-11.3
Honeymoon	11,866	13,674	-13.2	11,866	13,674	-13.2
Get Married	3,025	3,226	-6.3	3,025	3,226	-6.3
Pleasure/Vacation	345,725	334,165	3.5	345,725	334,165	3.5
Mtgs/Conventions/Incentive	38,802	36,224	7.1	38,802	36,224	7.1
Conventions	27,942	24,954	12.0	27,942	24,954	12.0
Corporate Meetings	8,481	7,796	8.8	8,481	7,796	8.8
Incentive	3,602	4,801	-25.0	3,602	4,801	-25.0
Other Business	22,551	22,768	-1.0	22,551	22,768	-1.0
Visit Friends/Rel.	47,178	45,929	2.7	47,178	45,929	2.7
Govt/Military	7,856	7,410	6.0	7,856	7,410	6.0
Attend School	2,216	2,925	-24.2	2,216	2,925	-24.2
Sport Events	11,129	5,447	104.3	11,129	5,447	104.3
TRAVEL STATUS						
First Timers (%)**	25.3	24.7	0.7	25.3	24.7	0.7
Repeaters (%)**	74.7	75.3	-0.7	74.7	75.3	-0.7
Average # of Trips	6.37	6.45	-1.2	6.37	6.45	-1.2
Group Tour	14,818	14,707	0.8	14,818	14,707	0.8
Non-Group	440,120	417,656	5.4	440,120	417,656	5.4
Package Trip	76,424	74,507	2.6	76,424	74,507	2.6
No Package	378,515	357,856	5.8	378,515	357,856	5.8
Net True Independent	372,908	352,927	5.7	372,908	352,927	5.7
Ave. Age of Party Head	49	49	-0.5	49	49	-0.5
Ave. Party Size	1.87	1.88	-0.8	1.87	1.88	-0.8

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
INTERNATIONAL VISITORS	255,047	237,249	7.5	255,047	237,249	7.5
INTERNATIONAL VISITOR DAYS	2,205,358	2,053,188	7.4	2,205,358	2,053,188	7.4
INTERNATIONAL AVERAGE DAILY CENSUS	71,141	66,232	7.4	71,141	66,232	7.4
INTERNATIONAL AIR SEATS	338,152	340,789	-0.8	338,152	340,789	-0.8
INTERNATIONAL LOAD FACTOR (%)	82.1	75.8	8.3	82.1	75.8	8.3
ISLANDS VISITED						
O'ahu	212,652	196,764	8.1	212,652	196,764	8.1
O'ahu only	168,760	149,584	12.8	168,760	149,584	12.8
O'ahu one day or less	3,585	3,088	16.1	3,585	3,088	16.1
Kaua'i	14,786	18,190	-18.7	14,786	18,190	-18.7
Kaua'i only	4,469	5,522	-19.1	4,469	5,522	-19.1
Kaua'i one day or less	4,066	3,411	19.2	4,066	3,411	19.2
Maui County	52,757	53,627	-1.6	52,757	53,627	-1.6
Maui	52,387	53,108	-1.4	52,387	53,108	-1.4
Maui only	25,260	24,313	3.9	25,260	24,313	3.9
Maui one day or less	7,551	7,756	-2.6	7,551	7,756	-2.6
Moloka'i *	1,154	961	20.1	1,154	961	20.1
Moloka'i only *	97	98	-0.6	97	98	-0.6
Moloka'i one day or less*	928	561	65.6	928	561	65.6
Lāna'i *	923	1,223	-24.5	923	1,223	-24.5
Lāna'i only*	67	72	-7.1	67	72	-7.1
Lāna'i one day or less*	736	882	-16.5	736	882	-16.5
Hawai'i Island	35,497	34,692	2.3	35,497	34,692	2.3
Kona side	28,181	27,164	3.7	28,181	27,164	3.7
Hilo side	15,027	15,277	-1.6	15,027	15,277	-1.6
Hawai'i Island only	8,875	7,605	16.7	8,875	7,605	16.7
Hawai'i Island one day or less	6,111	7,339	-16.7	6,111	7,339	-16.7
Any Neighbor Island	86,287	87,665	-1.6	86,287	87,665	-1.6
NI only	42,395	40,485	4.7	42,395	40,485	4.7
O'ahu & NI	43,892	47,180	-7.0	43,892	47,180	-7.0
Any one island only	207,528	187,195	10.9	207,528	187,195	10.9
Multiple Islands	47,519	50,054	-5.1	47,519	50,054	-5.1
Avg. Islands Visited	1.24	1.29	-3.2	1.24	1.29	-3.2
Average Length of Stay in Hawai'i	8.65	8.65	-0.1	8.65	8.65	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	193,677	183,716	5.4	193,677	183,716	5.4
Hotel only	176,619	168,926	4.6	176,619	168,926	4.6
Plan to stay in Condo	39,853	37,721	5.7	39,853	37,721	5.7
Condo only	29,110	29,457	-1.2	29,110	29,457	-1.2
Plan to stay in Timeshare	13,954	10,169	37.2	13,954	10,169	37.2
Timeshare only	10,466	7,725	35.5	10,466	7,725	35.5

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,290	1,853	-30.4	1,290	1,853	-30.4
Friends/Relatives	10,087	7,080	42.5	10,087	7,080	42.5
Bed & Breakfast	2,855	1,872	52.5	2,855	1,872	52.5
Rental House	8,566	9,148	-636.3	85,576	69,987	2227.4
Hostel	1,612	1,988	-1892.7	20,373	17,010	1977.1
Camp Site, Beach	1,297	1,087	1936.3	9,832	7,786	2628.4
Other	2,893	1,507	9195.9	18,192	10,628	7117.7
PURPOSE OF TRIP						
Pleasure (Net)	218,687	208,030	5.1	218,687	208,030	5.1
Honeymoon/Get Married	29,045	34,100	-14.8	29,045	34,100	-14.8
Honeymoon	27,450	31,483	-12.8	27,450	31,483	-12.8
Get Married	3,842	5,691	-32.5	3,842	5,691	-32.5
Pleasure/Vacation	190,862	175,585	8.7	190,862	175,585	8.7
Mtgs/Conventions/Incentive	19,435	14,980	29.7	19,435	14,980	29.7
Conventions	6,711	4,479	49.8	6,711	4,479	49.8
Corporate Meetings	737	1,286	-42.7	737	1,286	-42.7
Incentive	12,131	9,739	24.6	12,131	9,739	24.6
Other Business	986	1,545	-36.2	986	1,545	-36.2
Visit Friends/Rel.	8,128	7,284	11.6	8,128	7,284	11.6
Govt/Military	1,063	1,066	-0.3	1,063	1,066	-0.3
Attend School	1,465	543	169.5	1,465	543	169.5
Sport Events	3,467	1,609	115.5	3,467	1,609	115.5
TRAVEL STATUS						
First Timers (%)**	45.1	42.4	2.8	45.1	42.4	2.8
Repeaters (%)**	54.9	57.6	-2.8	54.9	57.6	-2.8
Average # of Trips	3.56	3.70	-3.8	3.56	3.70	-3.8
Group Tour	37,516	41,150	-8.8	37,516	41,150	-8.8
Non-Group	217,531	196,099	10.9	217,531	196,099	10.9
Package Trip	126,019	127,182	-0.9	126,019	127,182	-0.9
No Package	129,028	110,067	17.2	129,028	110,067	17.2
Net True Independent	122,529	104,043	17.8	122,529	104,043	17.8
Ave. Age of Party Head	44	43	1.1	44	43	1.1
Ave. Party Size	2.48	2.44	1.6	2.48	2.44	1.6

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	255,255	240,905	6.0	255,255	240,905	6.0
Domestic	249,239	236,058	5.6	249,239	236,058	5.6
International	6,016	4,847	24.1	6,016	4,847	24.1
VISITOR DAYS	2,645,879	2,613,908	1.2	2,645,879	2,613,908	1.2
AVERAGE DAILY CENSUS	85,351	84,320	1.2	85,351	84,320	1.2
ISLANDS VISITED						
O'ahu	110,187	100,589	9.5	110,187	100,589	9.5
O'ahu only	87,568	78,293	11.8	87,568	78,293	11.8
O'ahu one day or less	5,482	5,652	-3.0	5,482	5,652	-3.0
Kaua'i	41,527	41,074	1.1	41,527	41,074	1.1
Kaua'i only	29,347	28,549	2.8	29,347	28,549	2.8
Kaua'i one day or less	1,795	2,184	-17.8	1,795	2,184	-17.8
Maui County	89,566	87,730	2.1	89,566	87,730	2.1
Maui	88,096	86,040	2.4	88,096	86,040	2.4
Maui only	69,375	66,875	3.7	69,375	66,875	3.7
Maui one day or less	2,463	2,665	-7.6	2,463	2,665	-7.6
Moloka'i *	2,000	2,433	-17.8	2,000	2,433	-17.8
Moloka'i only *	437	419	4.4	437	419	4.4
Moloka'i one day or less *	613	1,068	-42.6	613	1,068	-42.6
Lāna'i *	1,408	2,074	-32.1	1,408	2,074	-32.1
Lāna'i only *	275	292	-5.6	275	292	-5.6
Lāna'i one day or less *	683	1,131	-39.6	683	1,131	-39.6
Hawai'i Island	51,453	49,156	4.7	51,453	49,156	4.7
Kona side	45,629	43,279	5.4	45,629	43,279	5.4
Hilo side	13,971	14,008	-0.3	13,971	14,008	-0.3
Hawai'i Island only	36,779	34,597	6.3	36,779	34,597	6.3
Hawai'i Island one day or less	1,551	1,702	-8.9	1,551	1,702	-8.9
Any Neighbor Island	167,686	162,612	3.1	167,686	162,612	3.1
NI only	145,068	140,315	3.4	145,068	140,315	3.4
O'ahu & NI	22,619	22,296	1.4	22,619	22,296	1.4
Any one island only	223,781	209,025	7.1	223,781	209,025	7.1
Multiple Islands	31,473	31,880	-1.3	31,473	31,880	-1.3
Avg. Islands Visited	1.15	1.17	-1.2	1.15	1.17	-1.2
Average Length of Stay in Hawai'i	10.37	10.85	-4.5	10.37	10.85	-4.5
ACCOMMODATIONS						
Plan to stay in Hotel	125,055	116,569	7.3	125,055	116,569	7.3
Hotel only	106,976	98,617	8.5	106,976	98,617	8.5
Plan to stay in Condo	55,172	54,614	1.0	55,172	54,614	1.0
Condo only	45,556	44,047	3.4	45,556	44,047	3.4
Plan to stay in Timeshare	28,102	27,953	0.5	28,102	27,953	0.5
Timeshare only	22,564	21,948	2.8	22,564	21,948	2.8

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

TABLE 4. TOTAL US WEST VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	2,023	2,178	-7.1	2,023	2,178	-7.1
Friends/Relatives	32,326	31,916	1.3	32,326	31,916	1.3
Bed & Breakfast	3,604	3,024	19.2	3,604	3,024	19.2
Rental House	26,648	24,122	10.5	26,648	24,122	10.5
Hostel	2,052	1,816	13.0	2,052	1,816	13.0
Camp Site, Beach	2,350	2,453	-4.2	2,350	2,453	-4.2
Other	5,973	5,418	10.2	5,973	5,418	10.2
PURPOSE OF TRIP						
Pleasure (Net)	203,807	194,682	4.7	203,807	194,682	4.7
Honeymoon/Get Married	7,267	7,568	-4.0	7,267	7,568	-4.0
Honeymoon	5,822	6,221	-6.4	5,822	6,221	-6.4
Get Married	1,839	1,845	-0.4	1,839	1,845	-0.4
Pleasure/Vacation	198,098	188,882	4.9	198,098	188,882	4.9
Mtgs/Conventions/Incentive	17,089	16,229	5.3	17,089	16,229	5.3
Conventions	12,146	11,363	6.9	12,146	11,363	6.9
Corporate Meetings	4,110	3,776	8.8	4,110	3,776	8.8
Incentive	1,368	1,643	-16.7	1,368	1,643	-16.7
Other Business	13,022	13,482	-3.4	13,022	13,482	-3.4
Visit Friends/Rel.	27,242	26,916	1.2	27,242	26,916	1.2
Govt/Military	3,019	2,997	0.7	3,019	2,997	0.7
Attend School	1,062	1,489	-28.7	1,062	1,489	-28.7
Sport Events	6,134	3,471	76.7	6,134	3,471	76.7
TRAVEL STATUS						
First Timers (%)**	16.6	15.9	0.7	16.6	15.9	0.7
Repeaters (%)**	83.4	84.1	-0.7	83.4	84.1	-0.7
Average # of Trips	7.58	7.66	-1.1	7.58	7.66	-1.1
Group Tour	4,327	4,295	0.7	4,327	4,295	0.7
Non-Group	250,928	236,610	6.1	250,928	236,610	6.1
Package Trip	36,154	34,608	4.5	36,154	34,608	4.5
No Package	219,100	206,296	6.2	219,100	206,296	6.2
Net True Independent	216,806	204,258	6.1	216,806	204,258	6.1
Ave. Age	48	48	0.0	48	48	0.0
Ave. Party Size	1.93	1.93	-0.1	1.93	1.93	-0.1

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	162,383	147,423	10.1	162,383	147,423	10.1
Domestic	156,868	143,695	9.2	156,868	143,695	9.2
International	5,515	3,728	47.9	5,515	3,728	47.9
VISITOR DAYS	2,013,810	1,884,130	6.9	2,013,810	1,884,130	6.9
AVERAGE DAILY CENSUS	64,962	60,778	6.9	64,962	60,778	6.9
ISLANDS VISITED						
O'ahu	88,303	78,002	13.2	88,303	78,002	13.2
O'ahu only	54,754	47,279	15.8	54,754	47,279	15.8
O'ahu one day or less	8,075	8,017	0.7	8,075	8,017	0.7
Kaua'i	33,007	31,383	5.2	33,007	31,383	5.2
Kaua'i only	13,979	12,778	9.4	13,979	12,778	9.4
Kaua'i one day or less	2,825	3,603	-21.6	2,825	3,603	-21.6
Maui County	62,291	59,298	5.0	62,291	59,298	5.0
Maui	61,285	58,065	5.5	61,285	58,065	5.5
Maui only	32,240	31,528	2.3	32,240	31,528	2.3
Maui one day or less	3,416	3,437	-0.6	3,416	3,437	-0.6
Moloka'i *	1,735	2,065	-16.0	1,735	2,065	-16.0
Moloka'i only *	247	218	13.3	247	218	13.3
Moloka'i one day or less *	781	1,045	-25.2	781	1,045	-25.2
Lāna'i *	1,578	1,882	-16.2	1,578	1,882	-16.2
Lāna'i only *	114	175	-34.5	114	175	-34.5
Lāna'i one day or less *	923	1,040	-11.2	923	1,040	-11.2
Hawai'i Island	39,682	36,061	10.0	39,682	36,061	10.0
Kona side	34,243	31,091	10.1	34,243	31,091	10.1
Hilo side	14,718	14,229	3.4	14,718	14,229	3.4
Hawai'i Island only	18,218	16,009	13.8	18,218	16,009	13.8
Hawai'i Island one day or less	1,633	1,727	-5.5	1,633	1,727	-5.5
Any Neighbor Island	107,629	100,144	7.5	107,629	100,144	7.5
NI only	74,080	69,421	6.7	74,080	69,421	6.7
O'ahu & NI	33,550	30,723	9.2	33,550	30,723	9.2
Any one island only	119,553	107,986	10.7	119,553	107,986	10.7
Multiple Islands	42,831	39,437	8.6	42,831	39,437	8.6
Avg. Islands Visited	1.39	1.41	-1.3	1.39	1.41	-1.3
Average Length of Stay in Hawai'i	12.40	12.78	-3.0	12.40	12.78	-3.0
ACCOMMODATIONS						
Plan to stay in Hotel	95,037	86,800	9.5	95,037	86,800	9.5
Hotel only	76,234	69,307	10.0	76,234	69,307	10.0
Plan to stay in Condo	28,081	24,643	14.0	28,081	24,643	14.0
Condo only	19,611	17,473	12.2	19,611	17,473	12.2
Plan to stay in Timeshare	18,431	17,678	4.3	18,431	17,678	4.3
Timeshare only	13,757	12,834	7.2	13,757	12,834	7.2

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

TABLE 5. TOTAL US EAST VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	5,775	6,017	-4.0	5,775	6,017	-4.0
Friends/Relatives	18,994	17,159	10.7	18,994	17,159	10.7
Bed & Breakfast	2,367	2,340	1.2	2,367	2,340	1.2
Rental House	13,680	11,657	17.4	13,680	11,657	17.4
Hostel	1,165	1,190	-2.1	1,165	1,190	-2.1
Camp Site, Beach	1,044	1,102	-5.3	1,044	1,102	-5.3
Other	3,624	3,371	7.5	3,624	3,371	7.5
PURPOSE OF TRIP						
Pleasure (Net)	122,099	113,236	7.8	122,099	113,236	7.8
Honeymoon/Get Married	5,114	6,652	-23.1	5,114	6,652	-23.1
Honeymoon	4,510	5,988	-24.7	4,510	5,988	-24.7
Get Married	950	1,204	-21.1	950	1,204	-21.1
Pleasure/Vacation	117,921	108,165	9.0	117,921	108,165	9.0
Mtgs/Conventions/Incentive	18,495	17,626	4.9	18,495	17,626	4.9
Conventions	13,375	11,985	11.6	13,375	11,985	11.6
Corporate Meetings	3,798	3,503	8.4	3,798	3,503	8.4
Incentive	1,897	2,783	-31.8	1,897	2,783	-31.8
Other Business	8,222	8,028	2.4	8,222	8,028	2.4
Visit Friends/Rel.	17,274	16,051	7.6	17,274	16,051	7.6
Govt/Military	4,596	4,080	12.6	4,596	4,080	12.6
Attend School	802	978	-18.0	802	978	-18.0
Sport Events	4,238	1,528	177.4	4,238	1,528	177.4
TRAVEL STATUS						
First Timers (%)**	34.2	33.2	1.0	34.2	33.2	1.0
Repeaters (%)**	65.8	66.8	-1.0	65.8	66.8	-1.0
Average # of Trips	5.01	5.13	-2.3	5.01	5.13	-2.3
Group Tour	8,017	7,910	1.4	8,017	7,910	1.4
Non-Group	154,366	139,513	10.6	154,366	139,513	10.6
Package Trip	28,515	28,783	-0.9	28,515	28,783	-0.9
No Package	133,868	118,640	12.8	133,868	118,640	12.8
Net True Independent	131,276	116,457	12.7	131,276	116,457	12.7
Ave. Age	50	51	-0.7	50	51	-0.7
Ave. Party Size	1.78	1.79	-0.5	1.78	1.79	-0.5

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	118,849	111,714	6.4	118,849	111,714	6.4
Domestic	541	687	-21.2	541	687	-21.2
International	118,308	111,027	6.6	118,308	111,027	6.6
VISITOR DAYS	684,172	652,734	4.8	684,172	652,734	4.8
AVERAGE DAILY CENSUS	22,070	21,056	4.8	22,070	21,056	4.8
ISLANDS VISITED						
O'ahu	115,327	108,843	6.0	115,327	108,843	6.0
O'ahu only	102,541	94,378	8.6	102,541	94,378	8.6
O'ahu one day or less	834	840	-0.8	834	840	-0.8
Kaua'i	2,079	2,230	-6.8	2,079	2,230	-6.8
Kaua'i only	91	102	-11.1	91	102	-11.1
Kaua'i one day or less	1,508	1,189	26.8	1,508	1,189	26.8
Maui County	5,508	6,019	-8.5	5,508	6,019	-8.5
Maui	5,430	5,854	-7.2	5,430	5,854	-7.2
Maui only	722	676	6.8	722	676	6.8
Maui one day or less	2,623	2,030	29.2	2,623	2,030	29.2
Moloka'i *	216	68	217.5	216	68	217.5
Moloka'i only *	1	1	2.8	1	1	2.8
Moloka'i one day or less *	215	67	220.9	215	67	220.9
Lāna'i *	138	198	-30.5	138	198	-30.5
Lāna'i only *	0	33	-100.0	0	33	-100.0
Lāna'i one day or less *	123	132	-6.8	123	132	-6.8
Hawai'i Island	11,115	11,398	-2.5	11,115	11,398	-2.5
Kona side	8,440	7,865	7.3	8,440	7,865	7.3
Hilo side	3,738	4,463	-16.2	3,738	4,463	-16.2
Hawai'i Island only	2,516	1,809	39.1	2,516	1,809	39.1
Hawai'i Island one day or less	2,670	3,451	-22.6	2,670	3,451	-22.6
Any Neighbor Island	16,308	17,336	-5.9	16,308	17,336	-5.9
NI only	3,522	2,871	22.7	3,522	2,871	22.7
O'ahu & NI	12,786	14,464	-11.6	12,786	14,464	-11.6
Any one island only	105,871	96,999	9.1	105,871	96,999	9.1
Multiple Islands	12,979	14,715	-11.8	12,979	14,715	-11.8
Avg. Islands Visited	1.13	1.15	-1.8	1.13	1.15	-1.8
Average Length of Stay in Hawai'i	5.76	5.84	-1.5	5.76	5.84	-1.5
ACCOMMODATIONS						
Plan to stay in Hotel	103,792	97,053	6.9	103,792	97,053	6.9
Hotel only	100,942	94,381	7.0	100,942	94,381	7.0
Plan to stay in Condo	11,209	11,495	-2.5	11,209	11,495	-2.5
Condo only	9,181	9,757	-5.9	9,181	9,757	-5.9
Plan to stay in Timeshare	4,777	4,167	14.6	4,777	4,167	14.6
Timeshare only	3,854	3,392	13.6	3,854	3,392	13.6

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

TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	230	252	-8.8	230	252	-8.8
Friends/Relatives	1,355	1,325	2.3	1,355	1,325	2.3
Bed & Breakfast	79	154	-49.0	79	154	-49.0
Rental House	320	94	240.2	320	94	240.2
Hostel	70	97	-28.2	70	97	-28.2
Camp Site, Beach	3	16	-80.9	3	16	-80.9
Other	347	119	190.4	347	119	190.4
PURPOSE OF TRIP						
Pleasure (Net)	96,707	93,471	3.5	96,707	93,471	3.5
Honeymoon/Get Married	19,105	20,718	-7.8	19,105	20,718	-7.8
Honeymoon	18,165	19,220	-5.5	18,165	19,220	-5.5
Get Married	2,983	3,670	-18.7	2,983	3,670	-18.7
Pleasure/Vacation	78,562	73,785	6.5	78,562	73,785	6.5
Mtgs/Conventions/Incentive	11,433	7,758	47.4	11,433	7,758	47.4
Conventions	396	624	-36.5	396	624	-36.5
Corporate Meetings	118	162	-27.1	118	162	-27.1
Incentive	10,921	7,038	55.2	10,921	7,038	55.2
Other Business	392	553	-29.1	392	553	-29.1
Visit Friends/Rel.	2,075	2,311	-10.2	2,075	2,311	-10.2
Govt/Military	56	11	407.9	56	11	407.9
Attend School	847	110	672.5	847	110	672.5
Sport Events	2,748	835	229.0	2,748	835	229.0
TRAVEL STATUS						
First Timers (%)**	41.0	37.4	3.6	41.0	37.4	3.6
Repeaters (%)**	59.0	62.6	-3.6	59.0	62.6	-3.6
Average # of Trips	3.86	4.37	-11.5	3.86	4.37	-11.5
Group Tour	26,733	30,051	-11.0	26,733	30,051	-11.0
Non-Group	92,116	81,663	12.8	92,116	81,663	12.8
Package Trip	85,697	83,407	2.7	85,697	83,407	2.7
No Package	33,152	28,307	17.1	33,152	28,307	17.1
Net True Independent	27,784	23,411	18.7	27,784	23,411	18.7
Ave. Age	43	44	-1.7	43	44	-1.7
Ave. Party Size	2.68	2.55	5.2	2.68	2.55	5.2

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	63,798	72,343	-11.8	63,798	72,343	-11.8
Domestic	11,451	20,501	-44.1	11,451	20,501	-44.1
International	52,347	51,842	1.0	52,347	51,842	1.0
VISITOR DAYS	954,547	1,059,543	-9.9	954,547	1,059,543	-9.9
AVERAGE DAILY CENSUS	30,792	34,179	-9.9	30,792	34,179	-9.9
ISLANDS VISITED						
O'ahu	22,842	26,596	-14.1	22,842	26,596	-14.1
O'ahu only	15,059	17,143	-12.2	15,059	17,143	-12.2
O'ahu one day or less	1,088	1,043	4.3	1,088	1,043	4.3
Kaua'i	9,754	11,178	-12.7	9,754	11,178	-12.7
Kaua'i only	4,790	5,790	-17.3	4,790	5,790	-17.3
Kaua'i one day or less	1,135	823	37.9	1,135	823	37.9
Maui County	33,780	37,438	-9.8	33,780	37,438	-9.8
Maui	33,448	37,082	-9.8	33,448	37,082	-9.8
Maui only	25,177	27,502	-8.5	25,177	27,502	-8.5
Maui one day or less	947	909	4.2	947	909	4.2
Moloka'i *	792	735	7.9	792	735	7.9
Moloka'i only *	129	138	-6.0	129	138	-6.0
Moloka'i one day or less*	487	300	62.6	487	300	62.6
Lāna'i *	690	585	18.0	690	585	18.0
Lāna'i only *	80	63	28.2	80	63	28.2
Lāna'i one day or less*	521	349	49.1	521	349	49.1
Hawai'i Island	12,530	15,167	-17.4	12,530	15,167	-17.4
Kona side	11,494	14,088	-18.4	11,494	14,088	-18.4
Hilo side	3,830	4,263	-10.2	3,830	4,263	-10.2
Hawai'i Island only	7,336	8,592	-14.6	7,336	8,592	-14.6
Hawai'i Island one day or less	401	380	5.6	401	380	5.6
Any Neighbor Island	48,739	55,200	-11.7	48,739	55,200	-11.7
NI only	40,956	45,747	-10.5	40,956	45,747	-10.5
O'ahu & NI	7,783	9,453	-17.7	7,783	9,453	-17.7
Any one island only	52,572	59,228	-11.2	52,572	59,228	-11.2
Multiple Islands	11,226	13,115	-14.4	11,226	13,115	-14.4
Avg. Islands Visited	1.25	1.26	-0.6	1.25	1.26	-0.6
Average Length of Stay in Hawai'i	14.96	14.65	2.2	14.96	14.65	2.2
ACCOMMODATIONS						
Plan to stay in Hotel	26,365	29,555	-10.8	26,365	29,555	-10.8
Hotel only	20,266	21,916	-7.5	20,266	21,916	-7.5
Plan to stay in Condo	24,220	28,877	-16.1	24,220	28,877	-16.1
Condo only	20,114	23,490	-14.4	20,114	23,490	-14.4
Plan to stay in Timeshare	7,592	7,785	-2.5	7,592	7,785	-2.5
Timeshare only	5,896	5,377	9.7	5,896	5,377	9.7

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

TABLE 7. TOTAL CANADA VISITORS BY AIR (CONT.)

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	978	856	14.2	978	856	14.2
Friends/Relatives	3,019	4,029	-25.1	3,019	4,029	-25.1
Bed & Breakfast	1,056	1,381	-23.5	1,056	1,381	-23.5
Rental House	7,778	9,065	-14.2	7,778	9,065	-14.2
Hostel	927	1,103	-16.0	927	1,103	-16.0
Camp Site, Beach	652	699	-6.7	652	699	-6.7
Other	1,029	685	50.3	1,029	685	50.3
PURPOSE OF TRIP						
Pleasure (Net)	59,568	66,898	-11.0	59,568	66,898	-11.0
Honeymoon/Get Married	1,311	1,684	-22.1	1,311	1,684	-22.1
Honeymoon	1,105	1,406	-21.4	1,105	1,406	-21.4
Get Married	240	381	-37.1	240	381	-37.1
Pleasure/Vacation	58,506	65,588	-10.8	58,506	65,588	-10.8
Mtgs/Conventions/Incentive	4,459	3,639	22.5	4,459	3,639	22.5
Conventions	3,691	2,955	24.9	3,691	2,955	24.9
Corporate Meetings	481	391	23.1	481	391	23.1
Incentive	437	408	7.1	437	408	7.1
Other Business	394	588	-33.1	394	588	-33.1
Visit Friends/Rel.	1,762	2,825	-37.6	1,762	2,825	-37.6
Gov't/Military	25	83	-70.3	25	83	-70.3
Attend School	42	108	-61.3	42	108	-61.3
Sport Events	339	896	-62.2	339	896	-62.2
TRAVEL STATUS						
First Timers (%)**	29.7	28.4	1.3	29.7	28.4	1.3
Repeaters (%)**	70.3	71.6	-1.3	70.3	71.6	-1.3
Average # of Trips	4.61	4.44	4.0	4.61	4.44	4.0
Group Tour	1,435	2,374	-39.5	1,435	2,374	-39.5
Non-Group	62,363	69,968	-10.9	62,363	69,968	-10.9
Package Trip	11,434	13,623	-16.1	11,434	13,623	-16.1
No Package	52,364	58,719	-10.8	52,364	58,719	-10.8
Net True Independent	51,830	58,276	-11.1	51,830	58,276	-11.1
Ave. Age	49	50	-2.3	49	50	-2.3
Ave. Party Size	2.09	2.09	0.0	2.09	2.09	0.0

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	January			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
VISITOR DAYS	172,576	174,416	-1.1	172,576	174,416	-1.1
TOTAL VISITORS	22,355	20,775	7.6	22,355	20,775	7.6
ARRIVED BY SHIP	11,012	9,258	18.9	11,012	9,258	18.9
ARRIVED BY AIR	11,343	11,517	-1.5	11,343	11,517	-1.5
NUMBER OF SHIP ARRIVALS	6	7	-14.3	6	7	-14.3
ISLANDS VISITED						
O'ahu	22,355	20,775	7.6	22,355	20,775	7.6
Kaua'i	19,278	18,916	1.9	19,278	18,916	1.9
Maui County	21,000	19,506	7.7	21,000	19,506	7.7
Maui	21,000	19,506	7.7	21,000	19,506	7.7
Moloka'i	222	249	-10.7	222	249	-10.7
Lāna'i	405	367	10.2	405	367	10.2
Hawai'i Island	19,351	20,235	-4.4	19,351	20,235	-4.4
Average Islands Visited	3.7	3.85	-4.1	3.7	3.85	-4.1
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.24	1.41	-12.5	1.24	1.41	-12.5
Days in Hawai'i during Cruise	5.41	5.76	-6.0	5.41	5.76	-6.0
Days in Hawai'i after Cruise	1.07	1.23	-12.5	1.07	1.23	-12.5
Total days in Hawai'i	7.72	8.40	-8.0	7.72	8.40	-8.0
ACCOMMODATIONS						
Hotel	11,998	11,084	8.2	11,998	11,084	8.2
Hotel only	10,725	9,810	9.3	10,725	9,810	9.3
Condo	936	1,030	-9.1	936	1,030	-9.1
Condo only	237	267	-11.6	237	267	-11.6
Timeshare	762	802	-5.0	762	802	-5.0
Timeshare Only	328	336	-2.4	328	336	-2.4
Bed & Breakfast	203	213	-4.7	203	213	-4.7
Bed & Breakfast only	51	30	72.1	51	30	72.1
Friends & relatives	469	532	-11.8	469	532	-11.8
Other accommodation	760	828	-8.2	760	828	-8.2
Accommodation (NET)	13,483	12,669	6.4	13,483	12,669	6.4
Cruise only	8,872	8,106	9.5	8,872	8,106	9.5
TRAVEL STATUS						
% First timers	48.9	47.9	1.0	48.9	47.9	1.0
% Repeat visitors	51.1	52.1	-1.0	51.1	52.1	-1.0

Source: Hawai'i Tourism Authority

