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Visitor Arrivals (4.4 Million), Expenditures (\$7.7 Billion) Increased in First Half of 2016 June 2016 Arrivals Up 4.2 Percent, Expenditures Gained 4.3 Percent

HONOLULU – For the first half of 2016, total visitor arrivals to the Hawaiian Islands increased 3.3 percent to 4,415,801 visitors, while visitor expenditures rose 1.6 percent to \$7.7 billion, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Through the first six months of 2016, growth in visitors from U.S. West (+4.3%), U.S. East (+4.1%), Japan (+1.6%) and All Other International markets (+9.7%) offset fewer visitors from Canada (-11.6%) compared to 2015. Visitor expenditures increased from U.S. West (+5% to \$2.7 billion), U.S. East (+3.3% to \$2 billion) and All Other International markets (+6% to \$1.5 billion), but declined from Canada (-17.7% to \$551.5 million) and Japan (-4.3% to \$936.5 million).

For the four larger Hawaiian Islands in the first half of 2016, Maui (+3%), Oʻahu (+2.9%) and Hawaiʻi Island (+0.9%) saw growth in visitor arrivals, while Kauaʻi (-0.1%) was similar to last year. Visitor expenditures increased on Maui (+4% to \$2.3 billion) and Hawaiʻi Island (+9.1% to \$1 billion), showed no growth on Kauaʻi (-0.2% to \$820.8 million), and declined on Oʻahu (-1.5% to \$3.5 billion).

For the month of June 2016, total visitors rose 4.2 percent with growth in arrivals by airlines (+4.1% to 798,663) and cruise ships (+221.9% to 1,600) compared to June 2015. Total visitor days¹ increased 3.9 percent. There were more visitors from U.S. West (+5.4%), Japan (+0.9%) and All Other International markets (+12.6%), no growth in visitors from U.S. East (-0.2%), and fewer visitors from Canada (-4.5%).

Total visitor expenditures for June 2016 rose 4.3 percent to \$1.4 billion versus June 2015. Visitor spending increased from U.S. West (+10.3% to \$566.9 million) and from All Other International markets (+6.3% to \$250.2 million), but declined from U.S. East (-1.5% to \$385 million), Japan (-2.2% to \$166.3 million) and Canada (-2.2% to \$31.4 million).

Statewide average daily spending of \$193 per person (+0.4%) in June 2016 was similar to last year, as higher spending by visitors from U.S. West (+4.8%) and Canada (+4.5%) offset lower spending by visitors from U.S. East (-2.3%), Japan (-1.9%) and All Other International markets (-3.2%).

All four larger Hawaiian Islands recorded growth in visitor arrivals and visitor expenditures in June 2016 compared to June 2015.

Growth in total air seats to the Hawaiian Islands in June 2016 was flat (+0.1% to 1,047,738) versus June 2015. Growth from Other Asia markets (+26.6%), Oceania (+3.6%) and U.S. West (+1.2%) offset declines in scheduled seats from U.S. East (-10.5%) and Japan (-4.7%).

¹ Aggregate number of days stayed by all visitors.

June 2016 Arrivals at a Glance

	June 2016 A					
CATEGORY AND MMA	June 2016p	June 2015P	% change	YTD 2016p	YTD 2015p	% change
TOTAL EXPENDITURES (\$mil.)	1,400.4	1,342.5	4.3	7,706.3	7,587.0	1.6
Total by air	1,399.8	1,342.3	4.3	7,684.8	7,568.6	1.5
U.S. West	566.9	514.0	10.3	2,744.2	2,614.4	5.0
U.S. East	385.0	390.7	-1.5	1,985.7	1,922.1	3.3
Japan	166.3	170.1	-2.2	936.5	978.3	-4.3
Canada	31.4	32.2	-2.2	551.5	669.9	-17.7
All Others	250.2	235.4	6.3	1,466.9	1,383.8	6.0
Visitor arrivals by cruise ships	0.6	0.2	259.9	21.5	18.4	17.0
TOTAL VISITOR DAYS	7,253,394	6,984,033	3.9	40,080,837	39,195,617	2.3
Total by air	7,245,327	6,981,908	3.8	39,819,929	38,921,158	2.3
U.S. West	3,425,109	3,252,967	5.3	16,516,903	16,080,548	2.7
U.S. East	1,940,373	1,923,637	0.9	10,041,522	9,704,944	3.5
Japan	669,058	671,157	-0.3	3,989,015	3,929,229	1.5
Canada	198,357	211,992	-6.4	3,525,557	3,972,804	-11.3
All Others	1,012,430	922,155	9.8	5,746,932	5,233,633	9.8
Visitor arrivals by cruise ships	8,067	2,125	279.6	260,908	274,459	-4.9
VISITOR ARRIVALS	800,263	767,905	4.2	4,415,801	4,276,004	3.3
Total by air	798,663	767,408	4.1	4,359,246	4,216,392	3.4
U.S. West	362,653	343,941	5.4	1,796,089	1,722,508	4.3
U.S. East	186,346	186,795	-0.2	967,914	929,980	4.1
Japan	117,057	116,063	0.9	693,057	682,087	1.6
Canada	17,866	18,715	-4.5	269,867	305,431	-11.6
All Others	114,742	101,894	12.6	632,318	576,387	9.7
Visitor arrivals by cruise ships	1,600	497	221.9	56,555	59,612	-5.1
Visitor arrivals by cruise ships	1,000	437	221.3	30,333	33,012	-5.1
AVERAGE LENGTH OF STAY	9.06	9.09	-0.3	9.08	9.17	-1.0
Total by air	9.07	9.10	-0.3	9.13	9.23	-1.0
U.S. West	9.44	9.46	-0.1	9.20	9.34	-1.5
U.S. East	10.41	10.30	1.1	10.37	10.44	-0.6
Japan Japan	5.72	5.78	-1.2	5.76	5.76	-0.0
Canada	11.10	11.33	-2.0	13.06	13.01	0.4
All Others	8.82	9.05	-2.0 -2.5	9.09	9.08	0.4
Visitor arrivals by cruise ships	5.04	4.28	-2.5 17.9	9.09 4.61	4.60	0.1
Visitor arrivals by cruise ships	5.04	4.20	17.9	4.01	4.60	0.2
PER PERSON PER DAY SPENDING (\$)	193.1	192.2	0.4	192.3	193.6	-0.7
· · · · · · · · · · · · · · · · · · ·			0.4			-0.7
Total by air	193.2	192.3		193.0	194.5	
U.S. West	165.5	158.0	4.8	166.1	162.6	2.2
U.S. East	198.4	203.1	-2.3	197.8	198.1	-0.2
Japan	248.6	253.4	-1.9	234.8	249.0	-5.7
Canada	158.5	151.7	4.5	156.4	168.6	-7.2
All Others	247.1	255.3	-3.2	255.2	264.4	-3.5
Visitor arrivals by cruise ships	71.4	75.3	-5.2	82.5	67.0	23.1
PER PERSON PER TRIP SPENDING (\$)	1,749.9	1,748.3	0.1	1,745.2	1,774.3	-1.6
Total by air	1,752.7	1,749.2	0.2	1,762.9	1,795.0	-1.8
U.S. West	1,563.2	1,494.3	4.6	1,527.9	1,517.8	0.7
U.S. East	2,065.9	2,091.4	-1.2	2,051.6	2,066.8	-0.7
Japan	1,420.7	1,465.6	-3.1	1,351.2	1,434.3	-5.8
	1 750 0	1,718.5	2.4	2,043.5	2,193.4	-6.8
Canada	1,759.8	1,710.5	2.7	2,040.0	_,	
Canada All Others	2,180.3	2,310.6	-5.6	2,319.8	2,400.9	-3.4

P=Preliminary data.

Source: Haw ai'i Tourism Authority

Other Highlights:

- **U.S. West:** Through the first half of 2016, visitor arrivals increased from the Pacific region (+4.7%) and Mountain region (+2.2%) compared to a year ago. In June 2016, growth in arrivals from the Pacific region (+6.2%) was led by increases from Alaska (+17%) and California (+6.5%). From the Mountain region (+1.6%), more visitors came from Arizona (+2.2%), Colorado (+1.2%) and Utah (+1.6%).
- **U.S. East:** In the first half of 2016, visitor arrivals increased from all U.S. East regions, highlighted by growth from the two largest regions, South Atlantic (+5.4%) and East North Central (+2%). Visitor arrivals from U.S. East were flat in June 2016.
- Canada: June 2016 was the ninth consecutive month of declines in visitor arrivals and visitor
 expenditures from Canada, as the country's economic challenges continued to impact travel to
 Hawai'i.
- MCI: Through the first six months of 2016, total meetings, conventions and incentives (MCI) visitors dropped slightly (-0.7% to 279,673 visitors) compared to 2015. Total MCI visitors that came in June 2016 declined (-24.8% to 38,088) versus June 2015. Of note, the total number of convention visitors dropped significantly (-41.3% to 16,329) compared to June 2015 when a large international convention took place attended by more than 17,000 delegates.
- **Honeymoon:** In the first half of 2016, the total number of honeymoon visitors declined (-2.6% to 272,928) versus 2015. However, honeymoon visitors in June 2016 increased (+14.3% to 60,393) compared to June 2015, driven by growth from Japan (+14.6% to 25,390), U.S. West (+12.3% to 11,071) and U.S. East (+2.9% to 9,286).
- **Get Married:** For the first six months of 2016, the total number of visitors who came to the Hawaiian Islands to get married declined (-8.4% to 51,419) compared to last year. In June 2016, fewer visitors came to Hawai'i to get married (-3.7% to 10,004) versus June 2015. The Japan market, which comprises the largest share (37%) of visitors for this segment, has been decreasing over the past eight months (-2.2% to 3,920 in June 2016).

Highlights from All Other Markets:

- **Australia:** Through the first half of 2016, visitor arrivals rose (+2.8% to 157,744) versus 2015. In June 2016, visitor arrivals also grew (+3.9% to 30,786) compared to June 2015.
- **New Zealand:** Visitor arrivals declined (-2.5% to 27,291) through the first half of 2016 compared to last year. However, arrivals increased in June 2016 (+2.2% to 7,454) versus June 2015.
- China: Visitor arrivals totaling 91,781 for the first half of 2016, was virtually unchanged from a year ago. Arrivals increased in June 2016 (+9.1% to 18,658) compared to June 2015.
- **Korea:** Visitor arrivals increased both year-to-date (+17.7% to 104,383) and in June 2016 (+29.4% to 17,779) versus last year, boosted by air service added in December 2015.
- **Taiwan:** Visitor arrivals decreased slightly (-0.8% to 8,672) through the first half of 2016 compared to 2015. Arrivals rose in June 2016 (+1.7% to 2,090) year-over-year.
- **Europe:** Visitor arrivals declined both year-to-date (-5.8% to 58,641) and in June 2016 (-17.1% to 9,491) from the United Kingdom, France, Germany, Italy and Switzerland versus last year.
- Latin America: Visitor arrivals decreased both in the first half of 2016 (-5.8% to 12,969) and in June 2016 (-15.3% to 1,670) from Mexico, Brazil and Argentina compared to last year.

June 2016 Island Highlights

	Julie 2010 Island Highlights									
CATEGORY AND ISLAND	June 2016p	June 2015P	J	YTD 2016p	YTD 2015p	% change				
TOTAL EXPENDITURES (\$mil.)	1,400.4	1,342.5	4.3	7,706.3	7,587.0	1.6				
Total by air	1,399.8	1,342.3	4.3	7,684.8	7,568.6	1.5				
Oʻahu	674.1	654.4	3.0	3,479.5	3,532.2	-1.5				
Maui	389.2	366.7	6.1	2,308.2	2,219.4	4.0				
Moloka'i	2.2	3.0	-27.0	15.9	18.7	-15.0				
Lānaʻi	8.8	4.8	84.5	34.3	36.0	-4.6				
Kaua'i	157.1	148.9	5.5	820.8	822.1	-0.2				
Haw ai'i Island	168.4	164.7	2.2	1,026.0	940.2	9.1				
Visitor arrivals by cruise ships	0.6	0.2	259.9	21.5	18.4	17.0				
TOTAL VISITOR DAYS	7,253,394	6,984,033	3.9	40,080,837	39,195,617	2.3				
Total by air	7,235,394	6,981,908	3.8	39,819,929	38,921,158	2.3				
Oʻahu	3,428,500	3,305,816	3.7	18,216,043	17,772,734	2.5				
Maui Malakaii	1,889,119	1,815,606	4.0	10,890,358	10,572,441	3.0				
Moloka'i	17,996	23,714	-24.1	150,084	154,563	-2.9				
Lāna'i	19,056	14,294	33.3	106,033	93,425	13.5				
Kauaʻi	874,054	821,676	6.4	4,578,752	4,504,370	1.7				
Haw ai'i Island	1,016,601	1,000,802	1.6	5,878,659	5,823,625	0.9				
Visitor arrivals by cruise ships	8,067	2,125	279.6	260,908	274,459	-4.9				
VISITOR ARRIVALS	800,263	767,905	4.2	4,415,801	4,276,004	3.3				
Total by air	798,663	767,408	4.1	4,359,246	4,216,392	3.4				
Oʻahu	495,632	479,300	3.4	2,655,031	2,580,071	2.9				
Maui	239,022	229,233	4.3	1,314,726	1,275,922	3.0				
Moloka'i	4,886	6,855	-28.7	30,938	36,048	-14.2				
Lāna'i	5,185	5,975	-13.2	31,118	34,531	-9.9				
Kaua'i	114,358	107,966	5.9	582,911	583,399	-0.1				
Haw ai'i Island	141,364	137,720	2.6	767,421	760,687	0.9				
Visitor arrivals by cruise ships	1,600	497	221.9	56,555	59,612	-5.1				
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AVERAGE LENGTH OF STAY	9.06	9.09	-0.3	9.08	9.17	-1.0				
Total by air	9.07	9.10	-0.3	9.13	9.23	-1.0				
Total by air Oʻahu	9.07 6.92	9.10 6.90	-0.3 0.3	9.13 6.86	9.23 6.89	-1.0 -0.4				
Total by air Oʻahu Maui	9.07 6.92 7.90	9.10 6.90 7.92	-0.3 0.3 -0.2	9.13 6.86 8.28	9.23 6.89 8.29	-1.0 -0.4 0.0				
Total by air Oʻahu Maui Molokaʻi	9.07 6.92 7.90 3.68	9.10 6.90 7.92 3.46	-0.3 0.3 -0.2 6.5	9.13 6.86 8.28 4.85	9.23 6.89 8.29 4.29	-1.0 -0.4 0.0 13.1				
Total by air Oʻahu Maui Molokaʻi Lānaʻi	9.07 6.92 7.90 3.68 3.68	9.10 6.90 7.92 3.46 2.39	-0.3 0.3 -0.2 6.5 53.6	9.13 6.86 8.28 4.85 3.41	9.23 6.89 8.29 4.29 2.71	-1.0 -0.4 0.0 13.1 25.9				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi	9.07 6.92 7.90 3.68 3.68 7.64	9.10 6.90 7.92 3.46 2.39 7.61	-0.3 0.3 -0.2 6.5 53.6 0.4	9.13 6.86 8.28 4.85 3.41 7.85	9.23 6.89 8.29 4.29 2.71 7.72	-1.0 -0.4 0.0 13.1 25.9 1.7				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island	9.07 6.92 7.90 3.68 3.68 7.64 7.19	9.10 6.90 7.92 3.46 2.39 7.61 7.27	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0	9.13 6.86 8.28 4.85 3.41 7.85 7.66	9.23 6.89 8.29 4.29 2.71 7.72 7.66	-1.0 -0.4 0.0 13.1 25.9 1.7				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi	9.07 6.92 7.90 3.68 3.68 7.64	9.10 6.90 7.92 3.46 2.39 7.61	-0.3 0.3 -0.2 6.5 53.6 0.4	9.13 6.86 8.28 4.85 3.41 7.85	9.23 6.89 8.29 4.29 2.71 7.72	-1.0 -0.4 0.0 13.1 25.9 1.7				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island	9.07 6.92 7.90 3.68 3.68 7.64 7.19	9.10 6.90 7.92 3.46 2.39 7.61 7.27	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0	9.13 6.86 8.28 4.85 3.41 7.85 7.66	9.23 6.89 8.29 4.29 2.71 7.72 7.66	-1.0 -0.4 0.0 13.1 25.9 1.7				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1				
Total by air O'ahu Maui Moloka'i Lāna'i Kaua'i Haw ai'i Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$)	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2				
Total by air O'ahu Maui Moloka'i Lāna'i Kaua'i Haw ai'i Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air Oʻahu	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04 193.1 193.2 196.6 206.0	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2 192.3 197.9 202.0	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5 -0.7 2.0	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61 192.3 193.0 191.0 211.9	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60 193.6 194.5 198.7 209.9	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7 -0.8 -3.9 1.0				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air Oʻahu Maui Molokaʻi	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04 193.1 193.2 196.6 206.0 119.9	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2 192.3 197.9 202.0 124.6	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5 -0.7 2.0 -3.8	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61 192.3 193.0 191.0 211.9 106.1	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60 193.6 194.5 198.7 209.9 121.2	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7 -0.8 -3.9 1.0				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air Oʻahu Maui Molokaʻi Lānaʻi	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04 193.1 193.2 196.6 206.0 119.9 462.7	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2 192.3 197.9 202.0 124.6 334.3	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5 -0.7 2.0 -3.8 38.4	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61 192.3 193.0 191.0 211.9 106.1 323.9	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60 193.6 194.5 198.7 209.9 121.2 385.4	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7 -0.8 -3.9 1.0 -12.5 -15.9				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04 193.1 193.2 196.6 206.0 119.9 462.7 179.8	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2 192.3 197.9 202.0 124.6 334.3 181.2	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5 -0.7 2.0 -3.8 38.4 -0.8	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61 192.3 193.0 191.0 211.9 106.1 323.9 179.3	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60 193.6 194.5 198.7 209.9 121.2 385.4 182.5	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7 -0.8 -3.9 1.0 -12.5 -15.9 -1.8				
Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04 193.1 193.2 196.6 206.0 119.9 462.7 179.8 165.6	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2 192.3 197.9 202.0 124.6 334.3 181.2 164.5	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5 -0.7 2.0 -3.8 38.4 -0.8 0.7	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61 192.3 193.0 191.0 211.9 106.1 323.9 179.3 174.5	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60 193.6 194.5 198.7 209.9 121.2 385.4 182.5 161.4	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7 -0.8 -3.9 1.0 -12.5 -15.9 -1.8 8.1				
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Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER DAY SPENDING (\$) Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw aiʻi Island Visitor arrivals by cruise ships PER PERSON PER TRIP SPENDING (\$) Total by air Oʻahu Maui Molokaʻi Lānaʻi Kauaʻi Haw ai'i Island Visitor arrivals by cruise ships PER PERSON PER TRIP SPENDING (\$) Total by air Oʻahu Maui Molokaʻi Lānaʻi	9.07 6.92 7.90 3.68 3.68 7.64 7.19 5.04 193.1 193.2 196.6 206.0 119.9 462.7 179.8 165.6 71.4 1,749.9 1,752.7 1,360.2 1,628.2 441.5 1,700.5	9.10 6.90 7.92 3.46 2.39 7.61 7.27 4.28 192.2 192.3 197.9 202.0 124.6 334.3 181.2 164.5 75.3 1,748.3 1,749.2 1,365.3 1,599.6 431.2 799.7	-0.3 0.3 -0.2 6.5 53.6 0.4 -1.0 17.9 0.4 0.5 -0.7 2.0 -3.8 38.4 -0.8 0.7 -5.2 0.1 0.2 -0.4 1.8 2.4 112.6	9.13 6.86 8.28 4.85 3.41 7.85 7.66 4.61 192.3 193.0 191.0 211.9 106.1 323.9 179.3 174.5 82.5 1,745.2 1,762.9 1,310.5 1,755.6 514.6 1,103.8	9.23 6.89 8.29 4.29 2.71 7.72 7.66 4.60 193.6 194.5 198.7 209.9 121.2 385.4 182.5 161.4 67.0 1,774.3 1,795.0 1,369.0 1,739.5 519.9 1,042.6	-1.0 -0.4 0.0 13.1 25.9 1.7 0.1 0.2 -0.7 -0.8 -3.9 1.0 -12.5 -15.9 -1.8 8.1 23.1 -1.6 -1.8 -4.3 0.9 -1.0 5.9				

P=Preliminary data.

Source: Haw ai'i Tourism Authority

Island Highlights – June 2016:

- **O'ahu:** Visitor arrivals (+3.4%) and visitor days (+3.7%) were up in June 2016 compared to June 2015 and contributed to the growth in visitor expenditures (+3% to \$674.1 million). Daily spending dropped slightly (-0.7% to \$197 per person) from a year ago. Increased arrivals from U.S. West (+4.3%), Japan (+1%) and Canada (+5.6%) offset a decline from U.S. East (-2.3%).
- Maui: Growth in arrivals (+4.3%) and visitor days (+4%), combined with higher daily spending (+2% to \$206 per person) led to a gain in visitor expenditures (+6.1% to \$389.2 million) in June 2016. There were more visitors from U.S. West (+6.9%) but fewer visitors from U.S. East (-1.3%), Japan (-12.3%) and Canada (-6.4%) compared to June 2015.
- **Hawai'i Island:** Visitor arrivals (+2.6%) and visitor days (+1.6%) rose in June 2016 compared to June 2015. Slightly higher average daily spending (+0.7% \$166 per person) also contributed to a growth in visitor expenditures (+2.2% to \$168.4 million). There were more visitors from U.S. West (+5.8%) and U.S. East (+0.8%) but fewer visitors from Japan (-14.7%) and Canada (-29.4%).
- **Kaua'i:** Increases in visitor arrivals (+5.9%) and visitor days (+6.4%) boosted visitor expenditures (+5.5% to \$157.1 million) in June 2016 versus last year. Daily spending was down slightly (-0.8% to \$180 per person). There were more U.S. West (+6.8%) and U.S. East (+7.3%) visitors but fewer visitors from Japan (-10.2%) and Canada (-10.7%) compared to June 2015.

Air Seats to Hawai'i (Table 9, page 23):

In the first half of 2016, total air capacity into the Hawaiian Islands grew (+1.5% to 6,043,902 seats). All major airports saw growth in air seats: Kona (+6%), Līhu'e (+3.1%), Kahului (+2.5%), Hilo (+1.9%) and Honolulu (+0.7%) compared to the first half of 2015.

In June 2016, there was no growth in total seat capacity (+0.1% to 1,047,738 seats) to Hawai'i from June 2015. The number of scheduled seats was comparable to last year (+0.3% to 1,041,365), while charter seats declined (-17.5% to 6,373). There were more seats to Līhu'e (+3.2%), Kahului (+1.7%) and Kona (+1.2%) but fewer seats to Hilo (-5.6%) and Honolulu (-0.7%).

- Scheduled seats from U.S. West increased (+1.2%) in June 2016 compared to June 2015.
 Growth in seats from Anchorage (+25%), Oakland (+14.6%), San Diego (+4.3%) and Seattle (+6%) offset decreases from Denver (-3.6%), Los Angeles (-0.7%), Phoenix (-1.6%), and San Jose (-3.4%).
- Seat capacity from U.S. East declined (-10.5%) in June 2016 versus the year prior, as a result of fewer seats from Chicago (-32%), Atlanta (-22.1%) and Dallas (-4.9%).
- Scheduled seats from Oceania rose (+3.6%) in June 2016 from June 2015. There were more seats from Melbourne (+10.6%) and Brisbane (+4%) offsetting slightly fewer seats from Sydney (-0.8%). Seats from Auckland also increased (+11.8%).
- Air capacity from Other Asia markets increased (+26.6%) in June 2016. Seats from Seoul, South Korea increased (+25.7%), boosted by a low-cost airline that began service in late December 2015. Seats from China also grew significantly (+31.4%) primarily due to increased service from Shanghai. Additionally, seats out of Taipei were up (+12.5%) compared to last year.

Cruise Ship Visitors (Table 8, page 22):

- In the first half of 2016, there were 56,555 visitors who entered Hawai'i aboard 29 out-of-state cruise ships, which was less (-5.1%) than the 59,612 visitors who came on 34 cruise ships over the same timeframe last year. For the first half of 2016, total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) was down from a year ago (-11.9% to 107,126).
- June through August is a typically slower period for out-of-state cruise ships coming to Hawai'i. In June 2016, two out-of-state cruise ships brought 1,600 visitors into Hawai'i, compared to one ship with 497 visitors that came in June 2015. Total cruise visitors increased (+7.8% to 11,357) versus June 2015.

About the Hawai'i Tourism Authority

The <u>Hawai'i Tourism Authority</u> 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.hawaiitourismauthority.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.hawaiitourismauthority.org/research/.

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TABLE 1. TOTAL VISITORS BY AIR

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	798,663	767,408	4.1	4,359,246	4,216,392	3.4
Domestic	573,892	555,332	3.3	2,960,608	2,873,095	3.0
International	224,771	212,076	6.0	1,398,638	1,343,297	4.1
VISITOR DAYS	7,245,327	6,981,908	3.8	39,819,929	38,921,158	2.3
AVERAGE DAILY CENSUS	241,511	232,730	3.8	218,791	215,034	1.7
TOTAL AIR SEATS	1,047,738	1,046,299	0.1	6,043,902	5,951,947	1.5
TOTAL LOAD FACTOR (%)	91.3	88.2	3.5	85.1	83.9	1.4
ISLANDS VISITED						
O'ahu	495,632	479,300	3.4	2,655,031	2,580,071	2.9
O'ahu only	370,755	355,274	4.4	2,026,021	1,946,209	4.1
O'ahu one day or less	19,854	20,734	-4.2	102,567	107,696	-4.8
Kaua'i	114,358	107,966	5.9	582,911	583,399	-0.1
Kaua'i only	61,243	57,045	7.4	322,863	314,126	2.8
Kaua'i one day or less	9,847	10,644	-7.5	51,757	63,003	-17.9
Maui County	242,415	233,255	3.9	1,337,816	1,298,212	3.1
Maui	239,022	229,233	4.3	1,314,726	1,275,922	3.0
Maui only	149,953	142,147	5.5	853,993	812,167	5.1
Maui one day or less	11,975	13,414	-10.7	70,917	81,100	-12.6
Moloka'i *	4,886	6,855	-28.7	30,938	36,048	-14.2
Moloka'i only *	422	658	-35.8	4,084	4,237	-3.6
Moloka'i one day or less*	2,720	4,054	-32.9	14,384	20,175	-28.7
Lāna'i *	5,185	5,975	-13.2	31,118	34,531	-9.9
Lānaʻi only *	779	385	102.3	4,883	3,213	52.0
Lānaʻi one day or less*	2,652	4,362	-39.2	16,881	22,736	-25.8
Hawai'i Island	141,364	137,720	2.6	767,421	760,687	0.9
Kona side	120,764	116,646	3.5	655,672	644,567	1.7
Hilo side	52,069	49,875	4.4	272,094	277,642	-2.0
Hawai'i Island only	65,635	64,470	1.8	387,365	373,380	3.7
Hawai'i Island one day or less	9,460	11,074	-14.6	57,428	66,302	-13.4
Any Neighbor Island	427,908	412,135	3.8	2,333,225	2,270,183	2.8
NI only	303,031	288,109	5.2	1,704,215	1,636,321	4.1
O'ahu & NI	124,877	124,026	0.7	629,010	633,862	-0.8
Any one island only	648,787	619,978	4.6	3,599,209	3,453,332	4.2
Multiple Islands Avg. Islands Visited	149,876 1.25	147,431 1.26	1.7 -0.6	760,037 1.23	763,060 1.25	-0.4 -1.2
Average Length of Stay in Hawai'i	9.07	9.10	-0.3	9.13	9.23	-1.0
ACCOMMODATIONS						
Plan to stay in Hotel	494,394	472,804	4.6	2,691,095	2,610,547	3.1
Hotel only	429,540	408,810	5.1	2,357,969	2,010,347	3.7
Plan to stay in Condo	137,771	135,185	1.9	765,910	759,981	0.8
Condo only	106,346	103,863	2.4	603,383	596,338	1.2
Plan to stay in Timeshare	77,534	77,451	0.1	388,591	388,615	0.0
Timeshare only	59,425	59,479	-0.1	302,570	298,303	1.4

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

		JUNE		YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (see the set)						
ACCOMMODATIONS (continued)	44.000	44.040	0.7	F7.000	70.740	40.0
Cruise Ship	11,620	11,940	-2.7	57,089	70,716	-19.3
Friends/Relatives	69,798	69,227	0.8	395,999	380,051	4.2
Bed & Breakfast	6,596	6,872	-4.0	49,934	50,447	-1.0
Rental House	66,794	61,348	8.9	343,721	316,137	8.7
Hostel	5,232	5,282	-0.9	31,135	35,110	-11.3
Camp Site, Beach	4,552	3,853	18.1	27,309	28,812	-5.2
Private Room in Private Home**	5,140	NA	NA	16,562	NA	NA
Shared Room/Space in Private Home**	1,233	NA	NA	3,652	NA	NA
Other	10,826	12,151	-10.9	65,247	65,462	-0.3
PURPOSE OF TRIP						
Pleasure (Net)	666,327	635,292	4.9	3,596,364	3,496,040	2.9
Honeymoon/Get Married	65,928	58,777	12.2	302,715	311,505	-2.8
Honeymoon	60,393	52,836	14.3	272,928	280,186	-2.6
Get Married	10,004	10,393	-3.7	51,419	56,125	-8.4
Pleasure/Vacation	606,123	581,885	4.2	3,323,034	3,219,265	3.2
Fleasure/vacation	000,123	301,003	4.2	3,323,034	3,219,203	3.2
Mtgs/Conventions/Incentive	38,088	50,636	-24.8	279,673	281,557	-0.7
Conventions	16,329	27,819	-41.3	128,806	133,434	-3.5
Corporate Meetings	5,270	5,448	-3.3	48,496	50,392	-3.8
Incentive	17,374	18,120	-4.1	111,424	108,862	2.4
Other Business	19,860	19,013	4.5	131,030	136,618	-4.1
Visit Friends/Rel.	67,393	66,177	1.8	363,087	350,466	3.6
Gov't/Military	9,303	7,751	20.0	49,720	50,280	-1.1
Attend School		•	95.7	13,642	12,826	6.4
	3,091	1,579		,	,	_
Sport Events Other	3,763 22,209	2,342 20,485	60.7 8.4	34,448 109,768	26,879 101,855	28.2 7.8
TRAVEL STATUS						
% First Timers ***	35.5	36.0	-0.5	34.4	34.3	0.1
% Repeaters ***	64.5	64.0	0.5	65.6	65.7	-0.1
Average # of Trips	4.8	4.8	-1.2	5.0	5.0	-0.1
Group Tour	60,796	64,767	-6.1	337,152	357,106	-5.6
Non-Group	737,867	702,642	5.0	4,022,094	3,859,286	4.2
Package Trip	251,166	247,102	1.6	1,306,386	1,326,945	-1.5
No Package	547,497	520,306	5.2	3,052,860	2,889,447	5.7
140 I donage	347,487	320,300	5.2	3,032,000	2,003,447	5.7
Net True Independent	534,136	509,320	4.9	2,975,915	2,821,128	5.5
Ave. Age	45	45	-0.1	46	45	0.2
Ave. Party Size	2.39	2.40	-0.2	2.19	2.20	-0.2

^{**} Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

^{***} Change represents absolute change in rates rather than percentage change in rate. Source: Hawai'i Tourism Authority

TABLE 2. DOMESTIC VISITORS BY AIR

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
DOMESTIC VISITORS	573,892	555,332	3.3	2,960,608	2,873,095	3.0
DOMESTIC VISITOR DAYS	5,627,755	5,470,548	2.9	28,821,407	28,434,156	1.4
DOMESTIC AVERAGE DAILY CENSUS	187,592	182,352	2.9	158,359	157,095	0.8
DOMESTIC AIR SEATS	763,408	765,278	-0.2	4,148,724	4,085,084	1.6
DOMESTIC LOAD FACTOR (%)	93	90	3.1	87	87	0.7
ISLANDS VISITED						
O'ahu	286,247	280,374	2.1	1,442,957	1,406,681	2.6
O'ahu only	201,990	197,935	2.0	1,050,490	1,015,434	3.5
O'ahu one day or less	17,158	17,289	-0.8	86,871	92,265	-5.8
Kaua'i	103,803	98,202	5.7	510,149	506,195	0.8
Kaua'i only	60,140	56,470	6.5	302,481	294,449	2.7
Kaua'i one day or less	6,562	6,404	2.5	32,914	38,715	-15.0
Maui County	211,584	203,765	3.8	1,087,916	1,056,255	3.0
Maui	208,741	201,171	3.8	1,069,754	1,038,146	3.0
Maui only	140,088	135,173	3.6	743,484	710,901	4.6
Maui one day or less	6,982	6,737	3.6	37,822	39,851	-5.1
Moloka'i *	3,760	4,161	-9.6	23,141	28,332	-18.3
Moloka'i only*	422	639	-33.9	3,718	3,899	-4.6
Moloka'i one day or less*	1,869	1,908	-2.1	9,690	14,460	-33.0
Wordkar one day or less	1,009	1,300	-2.1	3,030	14,400	-33.0
Lāna'i *	4,483	3,562	25.9	24,374	26,192	-6.9
Lānaʻi only *	772	364	112.1	4,513	3,052	47.9
Lāna'i one day or less*	2,114	2,139	-1.2	11,567	15,609	-25.9
Hawai'i Island	112,849	108,579	3.9	585,070	578,604	1.1
Kona side	98,558	94,706	4.1	510,502	503,136	1.5
Hilo side	37,684	35,792	5.3	192,434	194,701	-1.2
Hawai'i Island only	62,501	60,139	3.9	346,926	336,947	3.0
Hawai'i Island one day or less	4,459	4,580	-2.6	23,434	26,373	-11.1
Any Neighbor Island	371,902	357,398	4.1	1,910,118	1,857,661	2.8
NI only	287,645	274,959	4.6	1,517,651	1,466,414	3.5
O'ahu & NI	84,257	82,439	2.2	392,467	391,247	0.3
Any one island only	465,914	450,720	3.4	2,451,612	2,364,682	3.7
Multiple Islands	107,978	104,613	3.2	508,996	508,413	0.1
Avg. Islands Visited	1.25	1.25	0.1	1.23	1.25	-1.0
Average Length of						
Stay in Hawai'i	9.81	9.85	-0.5	9.73	9.90	-1.6
	0.01	0.50	0.0	30	0.50	
ACCOMMODATIONS	200 400	007.504		4 005 500	4.555.500	
Plan to stay in Hotel	308,182	297,501	3.6	1,605,523	1,555,532	3.2
Hotel only	255,886	247,925	3.2	1,355,424	1,301,945	4.1
Plan to stay in Condo	111,204	108,964	2.1	560,271	561,443	-0.2
Condo only	86,515	85,116	1.6	445,550	441,949	0.8
Plan to stay in Timeshare	68,808	69,312	-0.7	320,005	325,648	-1.7
Timeshare only * Sample sizes for Moloka'i and Lāna'i are relat	52,857	53,165	-0.6	249,733	250,854	-0.4

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	9,793	9,326	5.0	48,546	57,089	-15.0
Friends/Relatives	64,037	62,545	2.4	349,860	339,652	3.0
Bed & Breakfast	5,330	5,160	3.3	37,295	37,801	-1.3
Rental House	60,450	55,600	8.7	292,489	269,657	8.5
Hostel	3,268	3,109	5.1	292,469	209,037	-8.5
		3,160	12.8	21,230	23,224	-8.9
Camp Site, Beach	3,564			•		
Private Room in Private Home**	1,823	NA	NA	1,991	NA	NA NA
Shared Room/Space in Private Home**	741	NA	NA	787	NA	NA
Other	10,087	10,213	-1.2	58,569	57,001	2.8
PURPOSE OF TRIP						
Pleasure (Net)	487,439	468,015	4.2	2,419,336	2,351,612	2.9
Honeymoon/Get Married	26,512	25,266	4.9	115,706	124,473	-7.0
Honeymoon	22,347	21,470	4.1	96,631	104,659	-7.7
Get Married	5,628	5,234	7.5	26,583	28,124	-5.5
Pleasure/Vacation	464,967	446,776	4.1	2,324,257	2,252,475	3.2
Mtgs/Conventions/Incentive	19,709	27,538	-28.4	178,727	190,322	-6.1
l -		•		-		
Conventions	12,157	18,766	-35.2	101,233	104,576	-3.2
Corporate Meetings	4,607	4,550	1.3	43,709	45,208	-3.3
Incentive	3,499	4,871	-28.2	41,401	50,178	-17.5
Other Business	18,595	17,505	6.2	122,572	126,762	-3.3
Visit Friends/Rel.	60,572	60,096	0.8	318,875	313,048	1.9
Gov't/Military	7,686	6,806	12.9	41,553	42,162	-1.4
Attend School	990	916	8.1	6,345	8,346	-24.0
Sport Events	2,626	1,381	90.2	25,232	20,289	24.4
Other	21,078	19,105	10.3	101,542	96,663	5.0
TRAVEL STATUS						
% First Timers ***	30.0	30.7	-0.7	28.5	28.2	0.3
% Repeaters ***	70.0	69.3	0.7	71.5	71.8	-0.3
Average # of Trips	5.4	5.4	1.1	5.8	5.8	0.0
O	40.007	00.500	40.0	407440	440.504	
Group Tour	18,297	20,533	-10.9	107,142	112,521	-4.8
Non-Group	555,595	534,799	3.9	2,853,465	2,760,574	3.4
Package Trip	126,082	126,670	-0.5	591,402	589,882	0.3
No Package	447,810	428,662	4.5	2,369,206	2,283,213	3.8
Net True Independent	442,327	422,623	4.7	2,334,214	2,247,960	3.8
Ave. Age of Party Head	45	46	-0.5	47	47	-0.2
Ave. Party Size	2.34	2.34	0.3	2.05	2.06	-0.4

^{**} 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.

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
INTERNATIONAL VISITORS	224,771	212,076	6.0	1,398,638	1,343,297	4.9
INTERNATIONAL VISITOR DAYS	1,617,572	1,511,360	7.0	10,998,522	10,487,002	4.3
INTERNATIONAL AVERAGE DAILY CENSUS	53,919	50,379	7.0	60,431	57,939	1.5
INTERNATIONAL AIR SEATS	284,330	281,021	1.2	1,895,178	1,866,863	3.3
INTERNATIONAL LOAD FACTOR (%)	87	83	4.8	81	78	0.0
ISLANDS VISITED						
O'ahu	209,385	198,926	5.3	1,212,074	1,173,389	4.8
O'ahu only	168,765	157,339	7.3	975,531	930,775	1.7
O'ahu one day or less	2,696	3,446	-21.8	15,696	15,431	0.0
Kaua'i	10,555	9,764	8.1	72,762	77,204	3.6
Kaua'i only	1,103	575	91.7	20,382	19,677	-22.4
Kaua'i one day or less	3,286	4,240	-22.5	18,843	24,288	0.0
Maui County	30,831	29,489	4.6	249,899	241,957	3.0
Maui	30,281	28,062	7.9	244,971	237,777	9.1
Maui only	9,864	6,974	41.5	110,509	101,266	-19.8
Maui one day or less	4,992	6,676	-25.2	33,095	41,249	0.0
,						
Moloka'i *	1,126	2,693	-58.2	7,797	7,715	8.0
Moloka'i only *	0	19	-100.0	366	338	-17.9
Moloka'i one day or less*	851	2,146	-60.3	4,694	5,715	0.0
Lānaʻi *	702	2,413	-70.9	6,744	8,340	129.8
Lānaʻi only *	6	21	-69.3	370	161	-25.4
Lāna'i one day or less*	538	2,224	-75.8	5,314	7,127	0.0
Hawai'i Island	28,515	29,141	-2.1	182,351	182,083	2.6
Kona side	22,205	21,940	1.2	145,170	141,431	-4.0
Hilo side	14,385	14,083	2.1	79,660	82,941	11.0
Hawai'i Island only	3,134	4,330	-27.6	40,439	36,433	-14.9
Hawai'i Island one day or less	5,001	6,494	-23.0	33,994	39,929	0.0
Any Neighbor Island	56,006	54,737	2.3	423,107	412,522	9.8
NI only	15,386	13,150	17.0	186,564	169,908	-2.5
O'ahu & NI	40,620	41,587	-2.3	236,543	242,614	5.4
Any one island only	182,872	169,258	8.0	1,147,597	1,088,650	-1.4
Multiple Islands	41,899	42,818	-2.1	251,041	254,647	-1.7
Avg. Islands Visited	1.25	1.28	-2.3	1.23	1.26	0.0
Average Length of						
Stay in Hawai'i	7.20	7.13	1.0	7.86	7.81	0.0
ACCOMMODATIONS						
Plan to stay in Hotel	186,212	175,303	6.2	1,085,572	1,055,015	3.1
Hotel only	173,654	160,886	7.9	1,003,572	972,279	3.6
Plan to stay in Condo	26,568	26,221	1.3	205,639	198,538	2.2
Condo only	19,831	18,748	5.8	157,833	154,389	8.9
Plan to stay in Timeshare	8,726	8,138	7.2	68,586	62,968	11.4
Timeshare only	6,568	6,314	4.0	52,837	47,449	0.0

^{*} 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.)

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,827	2,614	-30.1	8,543	13,626	14.2
Friends/Relatives	5,761	6,682	-13.8	46,140	40,399	-0.1
Bed & Breakfast	1,266	1,711	-26.0	12,639	12,646	0.0
Rental House	6,344	5,748	10.4	51,232	46,480	0.0
Hostel	1,965	2,173	-9.6	9,879	11,886	0.0
Camp Site, Beach	988	692	42.7	5,938	5,361	104.9
Private Room in Private Home**	3,317	NA	NA	14,571	NA	
Shared Room/Space in Private Home**	492	NA NA	NA NA	2,865	NA	
Other	739	1,938	-61.9	6,678	8,461	2.8
PURPOSE OF TRIP						
Pleasure (Net)	178,888	167,277	6.9	1,177,027	1,144,428	-11.3
Honeymoon/Get Married	39,416	33,511	17.6	187,009	187,032	3.3
Honeymoon	38,046	31,366	21.3	176,297	175,527	0.0
Get Married	4,376	5,159	-15.2	24,836	28,001	10.6
Pleasure/Vacation	141,156	135,109	4.5	998,777	966,790	-4.5
		,		,	,	
Mtgs/Conventions/Incentive	18,380	23,098	-20.4	100,946	91,236	19.3
Conventions	4,172	9,053	-53.9	27,573	28,859	0.0
Corporate Meetings	663	899	-26.2	4,787	5,184	-14.2
Incentive	13,874	13,249	4.7	70,023	58,684	18.2
Other Business	1,265	1,509	-16.2	8,458	9,856	62.8
Visit Friends/Rel.	6,822	6,081	12.2	44,212	37,418	39.9
Gov't/Military	1,617	946	71.0	8,167	8,118	0.0
Attend School	2,101	664	216.6	7,297	4,481	0.0
Sport Events	1,137	961	18.3	9,217	6,590	0.0
Other	1,131	1,380	-18.0	8,226	5,192	-0.4
TRAVEL STATUS						
% First Timers ***	49.5	49.8	-0.3	46.8	47.1	0.0
% Repeaters ***	50.5	50.2	0.3	53.2	52.9	-6.0
Average # of Trips	3.0	3.3	-9.6	3.4	3.4	6.4
Group Tour	42,499	44,234	-3.9	230,009	244,586	-3.0
Non-Group	182,272	167,842	8.6	1,168,629	1,098,711	12.8
Package Trip	125,084	120,432	3.9	714,984	737,063	12.0
No Package	99,687	91,644	8.8	683,654	606,234	0.0
Net True Independent	91,809	86,697	5.9	641,701	573,168	-0.1
Not true independent	31,009	00,037	5.9	071,701	373,100	-0.1
Ave. Age of Party Head	43	43	1.2	43	43	0.0
Ave. Party Size	2.52	2.55	-1.4	2.49	2.49	0.0

^{**} 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. Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

		JUNE		YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	362,653	343,941	5.4	1,796,089	1,722,508	4.3
Domestic	350,348	332,673	5.3	1,755,111	1,684,758	4.2
International	12,305	11,268	9.2	40,978	37,750	8.6
VISITOR DAYS	3,425,109	3,252,967	5.3	16,516,903	16,080,548	2.7
AVERAGE DAILY CENSUS	114,170	108,432	5.3	90,752	88,843	2.1
ISLANDS VISITED						
O'ahu	158,531	151,955	4.3	774,848	751,737	3.1
O'ahu only	123,234	118,617	3.9	621,781	596,981	4.2
O'ahu one day or less	6,978	6,322	10.4	34,857	35,783	-2.6
Kaua'i	63,112	59,104	6.8	297,230	291,578	1.9
Kaua'i only	44,458	42,318	5.1	215,335	207,898	3.6
Kaua'i one day or less	2,527	2,351	7.5	12,809	15,396	-16.8
Maui County	132,446	123,908	6.9	648,244	614,871	5.4
Maui	130,797	122,315	6.9	637,407	604,367	5.5
Maui only	103,435	96,612	7.1	513,000	478,205	7.3
Maui one day or less	2,609	2,764	-5.6	16,368	18,053	-9.3
Water one day or lead	2,000	2,704	0.0	10,000	10,000	0.0
Moloka'i *	2,026	2,190	-7.5	12,583	14,812	-15.0
Moloka'i only*	299	434	-31.2	2,518	2,590	-2.8
Moloka'i one day or less*	970	866	12.0	4,893	7,139	-31.5
Lānaʻi *	2,465	1,789	37.8	12,607	13,054	-3.4
Lāna'i only *	448	280	60.0	2,675	1,988	34.6
Lāna'i one day or less*	1,159	1,005	15.3	6,034	7,541	-20.0
Hawai'i Island	63,468	59,971	5.8	321,013	316,285	1.5
Kona side	56,703	52,994	7.0	284,981	279,108	2.1
Hilo side	17,915	16,995	5.4	90,256	91,423	-1.3
Hawai'i Island only	43,578	41,321	5.5	231,016	223,631	3.3
Hawai'i Island one day or less	2,053	1,757	16.9	10,978	12,310	-10.8
Any Neighbor Island	239,419	225,325	6.3	1,174,308	1,125,526	4.3
NI only	204,122	191,987	6.3	1,021,241	970,771	5.2
O'ahu & NI	35,297	33,338	5.9	153,067	154,756	-1.1
Any one island only	315,452	299,582	5.3	1,586,324	1,511,293	5.0
Multiple Islands	47,200	44,360	6.4	209,765	211,214	-0.7
Avg. Islands Visited	1.16	1.16	0.3	1.14	1.16	-1.0
Average Length of						
Stay in Hawai'i	9.44	9.46	-0.1	9.20	9.34	-1.5
ACCOMMODATIONS	470 400	407.400		000 770	054070	
Plan to stay in Hotel	179,423	167,129	7.4	896,776	854,379	5.0
Hotel only	152,560	140,961	8.2	772,163	728,183	6.0
Plan to stay in Condo	80,101	77,155	3.8	386,899	378,114	2.3
Condo only	65,377	62,768	4.2	320,361	309,275	3.6
Plan to stay in Timeshare	48,072	48,777	-1.4	209,415	211,181	-0.8
Timeshare only	38,095	38,360	-0.7	167,958	167,468	0.3

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

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

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	2,437	2,254	8.1	11,542	15,808	-27.0
Friends/Relatives	39,510	38,626	2.3	214,417	210,503	1.9
Bed & Breakfast	2,439	2,272	7.3	18,311	18,885	-3.0
Rental House	38,789	36,667	5.8	185,913	171,862	8.2
Hostel	1,549	1,355	14.3	9,944	10,431	-4.7
Camp Site, Beach	2,153	1,672	28.8	12,929	13,960	-7.4
Private Room in Private Home**	1,608	NA NA	NA	1,899	NA	
Shared Room/Space in Private Home**	431	NA	NA	623	NA	N/
Other	5,851	5,979	-2.1	34,516	33,160	4.1
PURPOSE OF TRIP						
Pleasure (Net)	310,842	296,674	4.8	1,488,093	1,431,488	4.0
Honeymoon/Get Married	13,695	12,195	12.3	59,199	63,327	-6.5
Honeymoon	11,071	9,859	12.3	46,979	50,987	-7.9
Get Married	3,448	3,115	10.7	16,203	16,707	-3.0
Pleasure/Vacation	299,716	286,718	4.5	1,440,720	1,382,260	4.2
Mtgs/Conventions/Incentive	9,737	11,167	-12.8	85,117	86,712	-1.8
Conventions	6,199	7,435	-16.6	49,252	49,807	-1.1
Corporate Meetings	2,455	2,260	8.6	22,317	22,358	-0.2
Incentive	1,372	1,700	-19.3	16,871	18,455	-8.6
Other Business	11,577	10,814	7.1	76,272	78,489	-2.8
Visit Friends/Rel.	37,440	36,492	2.6	191,690	190,867	0.4
Go√t/Military	3,873	3,214	20.5	17,460	17,794	-1.9
Attend School	1,852	478	287.0	4,590	4,391	4.6
Sport Events	1,674	787	112.7	15,162	12,924	17.3
Other	12,260	11,251	9.0	61,717	57,965	6.5
TRAVEL STATUS						
% First Timers ***	20.2	20.9	-0.7	19.1	18.9	-
% Repeaters ***	79.8	79.1	0.7	80.9	81.1	-0.2
Average # of Trips	6.4	6.5	-1.6	6.9	6.9	-0.3
Group Tour	7,038	6,166	14.1	35,589	38,008	-6.4
Non-Group	355,615	337,776	5.3	1,760,501	1,684,500	4.5
Package Trip	75,187	71,961	4.5	317,590	310,165	2.4
No Package	287,466	271,980	5.7	1,478,500	1,412,343	4.7
Net True Independent	285,219	269,642	5.8	1,463,590	1,396,570	4.8
Ave. Age	45	45	-0.2	46	46	0.0
Ave. Party Size	2.46	2.47	-0.6	2.14	2.15	-0.4

^{**} Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Source: Hawai'i Tourism Authority

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

TABLE 4. TOTAL US EAST VISITORS BY AIR

		JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE	
TOTAL VISITORS	186,346	186,795	-0.2	967,914	929,980	4.1	
Domestic	177,371	176,850	0.3	932,655	897,140	4.0	
International	8,975	9,945	-9.8	35,259	32,840	7.4	
VISITOR DAYS	1,940,373	1,923,637	0.9	10,041,522	9,704,944	3.5	
AVERAGE DAILY CENSUS	64,679	64,121	0.9	55,173	53,618	2.9	
ISLANDS VISITED							
O'ahu	112,667	115,300	-2.3	552,381	532,447	3.7	
O'ahu only	68,246	69,830	-2.3	350,609	335,203	4.6	
O'ahu one day or less	9,631	9,745	-1.2	47,032	49,086	-4.2	
Kaua'i	36,940	34,413	7.3	181,561	178,626	1.6	
Kaua'i only	14,070	12,148	15.8	74,689	70,596	5.8	
Kaua'i one day or less	3,915	4,023	-2.7	17,972	20,831	-13.7	
Maui County	70,674	71,492	-1.1	370,048	360,923	2.5	
Maui	69,717	70,642	-1.3	363,813	354,988	2.5	
Maui only	33,919	33,440	1.4	194,796	187,245	4.0	
Maui one day or less	3,860	4,512	-14.5	20,185	21,207	-4.8	
Moloka'i *	1,340	2,210	-39.3	8,194	11,202	-26.9	
Moloka'i only *	94	166	-43.5	944	1,009	-6.4	
Moloka'i one day or less*	720	1,451	-50.4	3,921	6,541	-40.0	
Lānaʻi *	1,675	2,050	-18.3	10,219	11,031	-7.4	
Lānaʻi only *	258	69	276.3	1,525	844	80.7	
Lānaʻi one day or less*	796	1,525	-47.8	5,034	6,940	-27.5	
Hawai'i Island	42,751	42,412	0.8	215,381	209,137	3.0	
Kona side	36,119	35,884	0.7	183,939	178,337	3.1	
Hilo side	18,433	17,411	5.9	84,885	84,928	-0.1	
Hawai'i Island only	15,251	15,945	-4.3	92,617	88,047	5.2	
Hawai'i Island one day or less	2,223	2,498	-11.0	11,286	12,592	-10.4	
Any Neighbor Island	118,100	116,965	1.0	617,305	594,777	3.8	
NI only	73,679	71,495	3.1	415,533	397,533	4.5	
O'ahu & NI	44,422	45,470	-2.3	201,772	197,244	2.3	
Any one island only	131,838	131,596	0.2	715,181	682,943	4.7	
Multiple Islands	54,508	55,199	-1.3	252,733	247,037	2.3	
Avg. Islands Visited	1.42	1.43	-0.5	1.38	1.40	-1.4	
Average Length of							
Stay in Hawai'i	10.41	10.30	1.1	10.37	10.44	-0.6	
ACCOMMODATIONS							
Plan to stay in Hotel	111,462	113,013	-1.4	584,619	569,088	2.7	
Hotel only	87,863	90,024	-2.4	475,747	462,167	2.9	
Plan to stay in Condo	29,683	30,229	-1.8	146,330	139,487	4.9	
Condo only	20,120	20,879	-3.6	103,323	97,596	5.9	
Plan to stay in Timeshare	20,196	19,204	5.2	100,573	99,192	1.4	
Timeshare only	14,426	13,980	3.2	74,504	72,805	2.3	

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

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

	JUNE			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	6,669	6,921	-3.6	31,554	36,426	-13.4
Friends/Relatives	22,497	22,217	1.3	119,050	112,501	5.8
Bed & Breakfast	1,953	2,014	-3.1	12,667	13,319	-4.9
Rental House	18,951	16,626	14.0	86,158	73,153	17.8
Hostel	837	1,259	-33.6	5,811	6,930	-16.1
Camp Site, Beach	1,238	1,028	20.4	6,273	6,576	-4.6
•		,			6,576 NA	
Private Room in Private Home**	1,336	NA	NA	1,632		NA NA
Shared Room/Space in Private Home**	500	NA	NA	518	NA	NA
Other	3,451	3,837	-10.1	19,526	19,097	2.2
PURPOSE OF TRIP						
Pleasure (Net)	153,062	151,693	0.9	760,313	729,050	4.3
Honeymoon/Get Married	10,463	10,170	2.9	43,884	46,837	-6.3
Honeymoon	9,286	9,026	2.9	38,319	41,131	-6.8
Get Married	1,735	1,700	2.0	8,542	8,905	-4.1
Pleasure/Vacation	143,935	142,912	0.7	723,358	691,106	4.7
Natura (Carrier at in a ray / In a santii ur	7.040	44.000	44.7	70.000	00.005	44.0
Mtgs/Conventions/Incentive	7,918	14,328	-44.7	78,699	89,305	-11.9
Conventions	4,699	9,547	-50.8	43,136	46,356	-6.9
Corporate Meetings	1,755	1,947	-9.9	17,927	19,643	-8.7
Incentive	1,672	3,194	-47.7	21,137	28,183	-25.0
Other Business	6,288	6,154	2.2	40,199	41,920	-4.1
Visit Friends/Rel.	21,286	21,584	-1.4	112,214	107,893	4.0
Gov't/Military	4,103	3,581	14.6	24,698	23,050	7.1
Attend School	758	292	159.7	2,454	2,599	-5.6
Sport Events	670	476	40.7	7,793	5,346	45.8
Other	7,301	6,434	13.5	32,512	30,312	7.3
TRAVEL STATUS						
% First Timers ***	44.1	45.6	-1.5	40.7	40.5	0.2
% Repeaters ***	55.9	54.4	1.5	59.3	59.5	-0.2
Average # of Trips	3.7	3.7	2.1	4.2	4.2	0.2
Group Tour	7,287	9,288	-21.5	48,202	52,598	-8.4
Non-Group	179,058	177,507	0.9	919,712	877,382	4.8
Package Trip	41,637	44,507	-6.4	204,248	208,537	-2.1
No Package	144,709	142,288	1.7	763,666	721,443	5.9
Net True Independent	142,452	139,703	2.0	748,987	706,814	6.0
Ave. Age	46	46	0.0	48	48	-0.4
Ave. Party Size	2.23	2.25	-0.9	1.95	1.96	-0.5

^{**} 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. Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

		JUNE		YEAR-TO-DATE						
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE				
TOTAL VISITORS	117,057	116,063	0.9	693,057	682,087	1.6				
Domestic	678	795	-14.7	3,781	4,426	-14.6				
International	116,379	115,268	1.0	689,276	677,661	1.7				
VISITOR DAYS	669,058	671,157	-0.3	3,989,015	3,929,229	1.5				
AVERAGE DAILY CENSUS	22,302	22,372	-0.3	21,918	21,708	1.0				
ISLANDS VISITED										
O'ahu	114,099	112,992	1.0	672,140	666,269	0.9				
O'ahu only	101,282	97,471	3.9	598,851	587,542	1.9				
O'ahu one day or less	456	1,630	-72.0	3,394	5,264	-35.5				
Kaua'i	2,346	2,611	-10.2	11,192	12,121	-7.7				
Kaua'i only	133	43	209.5	1,069	765	39.7				
Kaua'i one day or less	1,548	1,969	-21.4	7,210	7,821	-7.8				
Maui County	4,900	5,847	-16.2	28,348	30,766	-7.9				
Maui	4,663	5,318	-12.3	27,775	29,390	-5.5				
Maui only	739	592	24.8	4,635	3,773	22.9				
Maui one day or less	2,023	2,368	-14.6	10,853	11,256	-3.6				
Moloka'i *	315	704	-55.3	949	1,484	-36.0				
Moloka'i only *	0	17	-100.0	30	19	59.8				
Moloka'i one day or less*	125	175	-28.7	646	755	-14.4				
Lānaʻi *	0	44	-100.0	514	793	-35.2				
Lānaʻi only *	0	15	-100.0	28	58	-50.9				
Lāna'i one day or less*	0	15	-100.0	412	628	-34.4				
Hawai'i Island	10,973	12,871	-14.7	65,300	64,885	0.6				
Kona side	8,146	9,432	-13.6	48,864	46,664	4.7				
Hilo side	4,083	4,780	-14.6	22,223	24,393	-8.9				
Hawai'i Island only	1,606	1,990	-19.3	13,430	9,622	39.6				
Hawai'i Island one dayor less	2,381	3,512	-32.2	15,610	17,051	-8.4				
Any Neighbor Island	15,775	18,592	-15.2	94,206	94,544	-0.4				
NI only	2,958	3,071	-3.7	20,917	15,818	32.2				
O'ahu & NI	12,817	15,521	-17.4	73,289	78,726	-6.9				
Any one island only	103,760	100,127	3.6	618,044	601,779	2.7				
Multiple Islands	13,297	15,936	-16.6	75,013	80,308	-6.6				
Avg. Islands Visited	1.13	1.16	-2.4	1.12	1.14	-1.2				
Average Length of										
Stay in Hawai'i	5.72	5.78	-1.2	5.76	5.76	-0.1				
ACCOMMODATIONS										
Plan to stay in Hotel	101,953	100,728	1.2	596,720	587,082	1.6				
Hotel only	99,112	98,344	0.8	580,883	572,291	1.5				
Plan to stay in Condo	11,883	11,345	4.7	68,360	69,222	-1.2				
Condo only	9,415	9,293	1.3	56,084	57,521	-2.5				
Plan to stay in Timeshare	4,811	4,861	-1.0	33,137	30,628	8.2				
Timeshare only	3,992	4,025	-0.8	27,274	24,744	10.2				

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

TABLE 4. TOTAL JAPAN VISITORS BY AIR (CONT.)

		JUNE		,	YEAR-TO-DATE	
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	314	292	7.3	1,075	1,733	-38.0
Friends/Relatives	923	1,372	-32.8	7,404	7,878	-6.0
Bed & Breakfast	923	91	3.1	717	881	-18.6
Rental House	257	255	0.7	1,934	1,750	10.5
Hostel	135	110	22.3	609	577	5.5
Camp Site, Beach	0	3	-100.0	365	102	259.1
Private Room in Private Home**	96	NA	NA	1,546	NA	NA NA
Shared Room/Space in Private Home**	18	NA	NA	431	NA	NA
Other	42	82	-48.6	1,145	1,514	-24.3
PURPOSE OF TRIP						
Pleasure (Net)	85,778	83,430	2.8	555,344	549,545	1.1
Honeymoon/Get Married	26,558	23,503	13.0	119,391	121,248	-1.5
Honeymoon	25,390	22,155	14.6	113,045	113,617	-0.5
Get Married	3,920	4,009	-2.2	18,313	21,548	-15.0
Pleasure/Vacation	60,477	61,003	-0.9	442,149	434,293	1.8
Mtgs/Conventions/Incentive	14,912	14,282	4.4	67,495	53,954	25.1
Conventions	2,418	2,671	-9.5	9,245	6,313	46.4
Corporate Meetings	195	338	-42.3	1,453	1,305	11.4
Incentive	12,564	11,332	10.9	57,556	46,624	23.4
Other Business	303	560	-45.9	2,404	3,011	-20.2
Visit Friends/Rel.	2,047	1,596	28.3	10,800	10,852	-0.5
Govt/Military	106	101	5.0	317	241	31.4
Attend School	174	442	-60.6	3,946	3,103	27.1
Sport Events	129	793	-83.7	6,103	4,289	42.3
Other	616	1,090	-43.5	3,286	2,525	30.1
TRAVEL STATUS						
% First Timers ***	41.2	40.9	0.2	40.5	41.5	-0.9
% Repeaters ***	58.8	59.1	-0.2	59.5	58.5	0.9
Average # of Trips	3.7	3.8	-2.6	3.9	3.9	0.1
Group Tour	30,870	33,283	-7.3	164,667	175,057	-5.9
Non-Group	86,187	82,780	4.1	528,390	507,029	4.2
Dookogo Trip	92 222	02 044	0.6	475.026	402 704	26
Package Trip	82,333	82,844	-0.6	475,936	493,794	-3.6
No Package	34,724	33,219	4.5	217,121	188,293	15.3
Net True Independent	27,662	29,118	-5.0	181,700	162,519	11.8
Ave. Age	44	44	-0.3	43	43	1.1
Ave. Party Size	2.61	2.66	-1.9	2.68	2.65	1.5

^{**} 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. Source: Hawai'i Tourism Authority

TABLE 4. TOTAL CANADA VISITORS BY AIR

		JUNE		YEAR-TO-DATE						
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE				
TOTAL VISITORS	17,866	18,715	-4.5	269,867	305,431	-11.6				
Domestic	4,711	5,903	-20.2	52,366	93,140	-43.8				
International	13,155	12,812	2.7	217,501	212,291	2.5				
VISITOR DAYS	198,357	211,992	-6.4	3,525,557	3,972,804	-11.3				
AVERAGE DAILY CENSUS	6,612	7,066	-6.4	19,371	21,949	-11.7				
ISLANDS VISITED										
O'ahu	9,886	9,363	5.6	103,314	119,611	-13.6				
O'ahu only	6,587	5,792	13.7	70,070	80,775	-13.3				
O'ahu one day or less	386	388	-0.4	4,331	5,355	-19.1				
Kaua'i	2,190	2,453	-10.7	38,905	44,207	-12.0				
Kaua'i only	480	813	-40.9	20,427	22,814	-10.5				
Kaua'i one day or less	297	239	24.2	3,972	4,891	-18.8				
Maui County	8,642	9,083	-4.8	137,779	152,721	-9.8				
Maui	8,479	9,058	-6.4	136,408	151,454	-9.9				
Maui only	5,412	5,863	-7.7	103,212	113,499	-9.1				
Maui one day or less	239	388	-38.4	4,055	5,615	-27.8				
Moloka'i *	314	146	116.0	2,603	2,817	-7.6				
Moloka'i only*	6	7	-11.5	395	439	-10.1				
Moloka'i one day or less*	285	108	163.3	1,516	1,413	7.3				
Lāna'i *	100	216	-53.8	2,411	2,596	-7.1				
Lāna'i only *	20	9	116.9	317	181	75.1				
Lāna'i one day or less*	45	170	-73.7	1,586	1,731	-8.4				
Hawai'i Island	2,945	4,171	-29.4	50,865	62,670	-18.8				
Kona side	2,662	3,565	-25.3	46,772	57,730	-19.0				
Hilo side	1,344	1,769	-24.0	16,002	20,710	-22.7				
Hawai'i Island only	1,022	1,757	-41.8	29,638	34,880	-15.0				
Hawai'i Island one day or less	77	157	-51.0	1,857	2,293	-19.0				
Any Neighbor Island	11,279	12,922	-12.7	199,797	224,656	-11.1				
NI only	7,980	9,352	-14.7	166,554	185,820	-10.4				
O'ahu & NI	3,299	3,570	-7.6	33,244	38,836	-14.4				
Any one island only	13,528	14,242	-5.0	224,059	252,587	-11.3				
Multiple Islands	4,337	4,473	-3.0	45,808	52,844	-13.3				
Avg. Islands Visited	1.34	1.36	-1.4	1.24	1.26	-1.2				
Average Length of										
Stay in Hawai'i	11.10	11.33	-2.0	13.06	13.01	0.4				
ACCOMMODATIONS										
Plan to stay in Hotel	9,763	9,353	4.4	115,637	131,007	-11.7				
Hotel only	7,604	7,106	7.0	89,302	98,644	-9.5				
Plan to stay in Condo	5,455	5,874	-7.1	102,386	120,250	-14.9				
Condo only	4,028	4,687	-14.1	85,208	99,750	-14.6				
Plan to stay in Timeshare	1,479	1,390	6.3	29,003	31,563	-8.1				
Timeshare only	923	1,050	-12.1	21,950	22,062	-0.5				

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

TABLE 4. TOTAL CANADA VISITORS BY AIR (CONT.)

		JUNE		,	YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE	
ACCOMMODATIONS (continued)							
Cruise Ship	105	282	-62.6	3,732	6,090	-38.7	
Friends/Relatives	1	_	-31.2	14,269	*	-36. <i>1</i> -7.5	
	1,126 252	1,635	-31.2		15,433	-7.5 -24.3	
Bed & Breakfast		416	-39.5 -17.8	4,210	5,562	_	
Rental House	1,765 512	2,146		29,684	35,532	-16.5	
Hostel	- I	576	-11.1	3,505	4,274	-18.0	
Camp Site, Beach	289	309	-6.3	2,783	3,168	-12.1	
Private Room in Private Home**	439	NA	NA	1,742	NA	NA	
Shared Room/Space in Private Home**	27	NA	NA	442	NA	NA	
Other	241	423	-43.0	2,656	3,813	-30.3	
PURPOSE OF TRIP							
Pleasure (Net)	15,948	16,288	-2.1	251,009	283,045	-11.3	
Honeymoon/Get Married	1,207	1,108	8.9	6,837	8,391	-18.5	
Honeymoon	1,088	902	20.6	5,684	7,064	-19.5	
Get Married	135	322	-58.1	1,530	2,020	-24.3	
Pleasure/Vacation	14,845	15,374	-3.4	245,546	276,852	-11.3	
Mtgs/Conventions/Incentive	623	1,192	-47.7	12,927	15,613	-17.2	
Conventions	359	874	-58.9	8,457	11,251	-24.8	
Corporate Meetings	116	178	-35.1	1,751	1,898	-7.7	
Incentive	162	167	-3.1	3,144	3,108	1.2	
Other Business	233	167	39.4	2,005	3,239	-38.1	
Visit Friends/Rel.	660	1,313	-49.7	9,124	11,506	-20.7	
Gov't/Military	64	56	13.8	277	754	-63.3	
Attend School	116	55	112.9	360	586	-38.6	
Sport Events	54	64	-15.8	1,028	2,461	-58.2	
Other	216	290	-25.4	2,355	3,457	-31.9	
TD AVEL CTATUS							
TRAVEL STATUS	45.4	45.0	0.0	20.5	24.7	0.0	
% First Timers ***	45.4	45.3	0.2	32.5	31.7	0.8	
% Repeaters ***	54.6	54.7	-0.2	67.5	68.3	-0.8	
Average # of Trips	3.1	3.3	-4.2	4.2	4.1	0.6	
Group Tour	426	540	-21.2	5,365	8,301	-35.4	
Non-Group	17,440	18,175	-4.0	264,503	297,130	-11.0	
Package Trip	4,455	4,662	-4.4	54,083	63,482	-14.8	
No Package	13,411	14,053	-4.6	215,785	241,948	-14.8	
110 I ackage	13,411	14,000	-4.0	210,700	241,340	-10.0	
Net True Independent	13,319	13,840	-3.8	214,115	239,368	-10.5	
Ave. Age	42	44	-5.7	48	49	-2.7	
Ave. Party Size	2.20	2.07	6.4	2.21	2.19	0.9	

^{**} 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. Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

		JUNE		Y	EAR-TO-DAT	ATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE		
VISITOR DAYS	111,413	110,154	1.1	809,321	948,036	-14.6		
TOTAL VISITORS	11,357	10,538	7.8	107,126	121,621	-11.9		
ARRIVED BY SHIP	1,600	497	221.9	56,555	59,612	-5.1		
ARRIVED BY AIR	9,758	10,041	-2.8	50,570	62,009	-18.4		
NUMBER OF SHIP ARRIVALS	2	1	100.0	29	34	-14.7		
ISLANDS VISITED								
O'ahu	11,357	10,538	7.8	107,125	120,109	-10.8		
Kaua'i	10,533	10,538	0.0	88,166	103,446	-14.8		
Maui County	11,357	10,538	7.8	100,413	115,815	-13.3		
Maui	11,357	10,538	7.8	100,413	115,815	-13.3		
Molokaʻi	54	65	-17.2	1,467	1,228	19.4		
Lāna'i	108	36	202.4	2,338	2,024	15.5		
Hawai'i Island	11,357	10,538	7.8	97,463	112,416	-13.3		
Average Islands Visited	3.9	4.01	-1.7	3.7	3.74	-1.0		
AVERAGE LENGTH OF STAY								
Days in Hawai'i before Cruise	2.06	2.04	0.5	1.19	1.29	-7.4		
Days in Hawai'i during Cruise	6.66	6.86	-2.9	5.41	5.35	1.1		
Days in Hawaiʻi after Cruise	1.09	1.55	-29.5	0.95	1.16	-17.7		
Total days in Hawaiʻi	9.81	10.45	-6.2	7.55	7.80	-3.1		
ACCOMMODATIONS								
Hotel	8,971	8,413	6.6	55,142	60,542	-8.9		
Hotel only	8,347	7,761	7.5	49,686	53,973	-7.9		
Condo	366	537	-31.8	4,009	5,257	-23.7		
Condo only	25	293	-91.3	1,061	1,555	-31.8		
Timeshare	420	657	-36.1	3,958	4,398	-10.0		
Timeshare Only	155	356	-56.4	1,565	1,726	-9.3		
Bed & Breakfast	22	45	-51.1	826	754	9.6		
Bed & Breakfast only	17	15	8.6	198	204	-2.8		
Friends & relatives	402	137	194.2	2,291	2,422	-5.4		
Other accommodation	56	216	-74.0	2,478	3,671	-32.5		
Accommodation (NET)	9,511	9,310	2.2	61,526	68,532	-10.2		
Cruise only	1,846	1,228	50.3	45,599	53,089	-14.1		
TRAVEL STATUS								
% First timers	51.2	50.0	1.2	47.0	45.1	1.9		
% Repeat visitors	48.8	50.0	-1.2	53.0	54.9	-1.9		

Source: Hawai'i Tourism Authority

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA

JUNE	SI	ATEWIDE		нс	NOLULU		K	AHULUI			KONA		HILO			LĪHU'E		
JUNE	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
TOTAL	1,047,738	1,046,299	0.1	695,272	700,179	-0.7	203,681	200,336	1.7	76,554	75,610	1.2	4,218	4,466	-5.6	67,832	65,708	
SCHEDULES	1,041,365	1,038,573	0.3	689,392	692,980	-0.5	203,369	199,809	1.8	76,554	75,610	1.2	4,218	4,466	-5.6	67,832	65,708	3.2
CHARTERS	6,373	7,726	-17.5	5,880	7,199	-18.3	312	527	-40.8									
US TOTAL	763,408	765,278	-0.2	418,238	427,034	-2.1	196,385	193,852	1.3	76,735	74,914	2.4	4,218	4,466	-5.6	67,832	65,012	4.3
SCHEDULES	757,299	758,448	-0.2	412,622	420,731	-1.9	196,073	193,325	1.4	76,554	74,914	2.2	4,218	4,466	-5.6	67,832	65,012	4.3
CHARTERS	6,109	6,830	-10.6	5,616	6,303	-10.9	312	527	-40.8	181	0	NA						
US WEST	677,446	669,276	1.2	346,476	351,519	-1.4	182,366	173,365	5.2	76,554	74,914	2.2	4,218	4,466	-5.6	67,832	65,012	4.3
Anchorage	4,890	3,912	25.0	4,890	3,912	25.0												
Bellingham	652	978	-33.3	652	978	-33.3												
Denver	14,883	15,437	-3.6	10,320	9,795	5.4	3,887	4,914	-20.9	676	728	-7.1						
Las Vegas	25,338	24,816	2.1	25,338	24,816	2.1												
Los Angeles	253,967	255,824	-0.7	125,308	128,847	-2.7	63,844	61,252	4.2	32,124	34,013	-5.6	4,218	4,466	-5.6	28,473	27,246	4.5
Oakland	45,334	39,543	14.6	16,005	13,238	20.9	13,150	12,660	3.9	8,784	8,418	4.3				7,395	5,227	41.5
Phoenix	49,506	50,330	-1.6	24,314	24,870	-2.2	10,716	11,020	-2.8	5,640	5,700	-1.1				8,836	8,740	1.1
Portland	22,962	22,349	2.7	15,301	14,688	4.2	7,661	7,661	0.0									
Sacramento	12,660	12,660	0.0	7,770	7,770	0.0	4,890	4,890	0.0									
Salt Lake City	7,830	7,830	0.0	7,830	7,830	0.0												
San Diego	27,728	26,587	4.3	13,710	13,547	1.2	6,683	6,520	2.5	2,771	2,119	30.8				4,564	4,401	3.7
San Francisco	109,026	109,381	-0.3	52,528	56,694	-7.3	36,913	30,613	20.6	11,127	12,456	-10.7				8,458	9,618	-12.1
San Jose	30,569	31,638	-3.4	12,839	12,694	1.1	12,660	12,660	0.0	2,136	3,513	-39.2				2,934	2,771	5.9
Seattle	72,101	67,991	6.0	29,671	31,840	-6.8	21,962	21,175	3.7	13,296	7,967	66.9				7,172	7,009	2.3
US EAST	79,853	89.172	-10.5	66,146	69.212	-4.4	13,707	19,960	-31.3									
	8,790	11,280	-22.1		11,280	-4.4 -22.1	13,707	19,900	-31.3									
Atlanta				8,790			4.070	0.000	00.0									
Chicago	11,696	17,200	-32.0	10,320	10,320 13,952	0.0	1,376	6,880	-80.0 -5.7									
Dallas Houston	25,707	27,032 10,320	-4.9 0.0	13,376	13,952	-4.1 0.0	12,331	13,080	-5.7									-
New York JFK	10,320	- ,		10,320	10,320 8,820													-
	8,820	8,820	0.0	8,820 7.260	7,260	0.0												
Newark	7,260	7,260	0.0	,		0.0												-
Washington D.C.	7,260	7,260		7,260	7,260										II			<u> </u>

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continued)
HONOLULU KAHULUI KONA

t						ops seat	s to Hawaii		na wwa		eu)							
JUNE		ATEWIDE			NOLULU			AHULUI			KONA			HILO		LĪHU'E		
	2016	2015	%Chge	2016		%Chge	2016		%Chge		2015	%Chge	2016		%Chge	2016		%Chge
INTERNATIONAL	284,330	281,021	1.2	277,034	273,145	1.4	7,296	6,484	12.5	0	696	-100.0	0	0	NA	0		-100.0
SCHEDULES	284,066	280,125	1.4	276,770	272,249	1.7	7,296	6,484	12.5	0	696	-100.0				0	696	-100.0
CHARTERS	264	896	-70.5	264	896	-70.5												
JAPAN	151,987	159,487	-4.7	151,987	159,487	-4.7												
Fukuoka	4,972	4,746	4.8	4,972	4,746	4.8												
Nagoya	14,962	15,512	-3.5	14,962	15,512	-3.5												
Osaka	27,690	31,770	-12.8	27,690	31,770	-12.8												
Sapporo	3,367	3,108	8.3	3,367	3,108	8.3												
Tokyo HND	26,010	26,910	-3.3	26,010	26,910	-3.3												
Tokyo NRT	74,986	77,441	-3.2	74,986	77,441	-3.2												
CANADA	18,258	18,280	-0.1	10,962	10,404	5.4	7,296	6,484	12.5	0	696	-100.0				0	696	-100.0
Vancouver	18,258	18,280	-0.1	10,962	10,404	5.4	7,296	6,484	12.5	0	696	-100.0				0	696	-100.0
OTHER ASIA	46,113	36,434	26.6	46,113	36,434	26.6												
Beijing	6,666	6,609	0.9	6,666	6,609	0.9												
Seoul	28,764	22,881	25.7	28,764	22,881	25.7												
Shanghai	7,920	4,488	76.5	7,920	4,488	76.5												
Taipei	2,763	2,456	12.5	2,763	2,456	12.5												
OCEANIA	42,817	41,332	3.6	42,817	41,332	3.6												
Auckland	8,654	7,740	11.8	8,654	7,740	11.8												
Brisbane	8,348	8,028	4.0	8,348	8,028	4.0												
Melbourne	4,355	3,939	10.6	4,355	3,939	10.6												
Sydney	21,460	21,625	-0.8	21,460	21,625	-0.8												
OTHER	24,891	24,592	1.2	24,891	24,592	1.2												
Apia	656	656	0.0	656	656	0.0												
Christmas Island	610	610	0.0	610	610	0.0												
Guam	10,320	10,320	0.0	10,320	10,320	0.0												
Majuro	2,158	2,015	7.1	2,158	2,015	7.1												
Manila	5,924	6,304	-6.0	5,924	6,304	-6.0												
Nadi	680	662	2.7	680	662	2.7												
Pago Pago	3,367	2,849	18.2	3,367	2,849	18.2												
Papeete	1,176	1,176	0.0	1,176	1,176	0.0												

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continued)

JUNE YTD	STATEWIDE				ONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
JUNE TID	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	
TOTAL	6,043,902	5,951,947	1.5	4,032,984	4,005,897	0.7	1,198,952	1,170,152	2.5	441,901	416,989	6.0	20,051	19,678	1.9	349,833	339,231	3.1	
SCHEDULES	5,996,695	5,904,973	1.6	3,989,345	3,965,303	0.6	1,196,493	1,165,632	2.6	441,371	415,844	6.1	20,051	19,678	1.9	349,435	338,516	3.2	
CHARTERS	47,207	46,974	0.5	43,639	40,594	7.5	2,459	4,520	-45.6	530	1,145	-53.7				398	715	-44.3	
																		l	
US TOTAL	4,148,724	4,085,084	1.6	2,319,254	2,314,309	0.2	1,064,082	1,043,624	2.0	415,832	,		,	19,678		329,505	-	4.1	
SCHEDULES	4,111,485		1.7		2,277,965	0.3	,,.		2.2	-,			20,051	19,678	1.9	329,107		4.2	
CHARTERS	37,239	42,724	-12.8	33,671	36,344	-7.4	2,459	4,520	-45.6	711	1,145	-37.9				398	715	-44.3	
US WEST	3,653,801				1,901,470	-0.4	995,023	956,988	4.0		389,717		20,051	19,678	1.9	329,107	315,896	4.2	
Anchorage	42,706	35,534	20.2	29,666	24,287	22.1	8,150	6,683	22.0	4,890	4,564	7.1							
Bellingham	26,243	28,525	-8.0	17,441	19,723	-11.6	8,802	8,802	0.0									1	
Denver	81,497	90,767	-10.2	46,683	52,989	-11.9	22,984	23,725	-3.1	8,957	9,386	-4.6				2,873	4,667	-38.4	
Las Vegas	144,400	147,474	-2.1	144,400	147,474	-2.1												1	
Los Angeles	1,223,654		-1.3	645,183	667,676	-3.4	279,157	287,394	-2.9	_	-		20,051	19,678	1.9	, -		10.3	
Oakland	199,096	185,124	7.5	71,342	63,434	12.5	75,589	76,382	-1.0	33,657	28,191	19.4				18,508	17,117	8.1	
Phoenix	250,246	255,473	-2.0	126,098	128,129	-1.6	55,412	57,614	-3.8	34,028	34,580	-1.6				34,708	35,150	-1.3	
Portland	168,336	165,575	1.7	85,695	83,749	2.3	54,116	52,160	3.8	17,604	18,908	-6.9				10,921	10,758	1.5	
Sacramento	76,804	76,382	0.6	47,138	46,879	0.6	29,666	29,503	0.6										
Salt Lake City	47,502	47,241	0.6	47,502	47,241	0.6													
San Diego	144,462	135,040	7.0	80,077	79,783	0.4	35,045	31,133	12.6	13,366	8,313	60.8				15,974	15,811	1.0	
San Francisco	607,701	556,577	9.2	296,173	279,080	6.1	209,037	167,443	24.8	65,381	72,954	-10.4				37,110	37,100	0.0	
San Jose	170,337	177,391	-4.0	66,640	65,893	1.1	73,707	76,382	-3.5	12,875	18,327	-29.7				17,115	16,789	1.9	
Seattle	470,817	442,876	6.3	190,461	195,133	-2.4	143,358	139,767	2.6	83,534	55,001	51.9				53,464	52,975	0.9	
																		1	
US EAST	457,684	458,611	-0.2	391,084	376,495	3.9	66,600	82,116	-18.9										
Atlanta	53,326	58,096	-8.2	53,326	58,096	-8.2												1	
Chicago	69,809	82,904	-15.8	59,833	62,264	-3.9	9,976	20,640	-51.7										
Dallas	135,544	145,188	-6.6	78,920	83,712	-5.7	56,624	61,476	-7.9										
Houston	62,608	60,493	3.5	62,608	60,493	3.5												$oxed{oxed}$	
Minneapolis	21,271	0	NA	21,271	0	NA													
New York JFK	53,416	46,106	15.9	53,416	46,106	15.9												$oxed{oxed}$	
Newark	43,560	43,560	0.0	43,560	43,560	0.0													
Washington D.C.	18,150	22,264	-18.5	18,150	22,264	-18.5													

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continued)

JUNE YTD	STATEWIDE		HONOLULU			KAHULUI			KONA			HILO			LĪHU'E			
JOINE TTD	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge	2016	2015	%Chge
INTERNATIONAL	1,895,178	1,866,863	1.5	1,713,730	1,691,588	1.3	134,870	126,528	6.6	26,250	26,127	0.5	0	0	NA	20,328	22,620	-10.1
SCHEDULES	1,885,210	1,862,613	1.2	1,703,762	1,687,338	1.0	134,870	126,528	6.6	26,250	26,127	0.5				20,328	22,620	-10.1
CHARTERS	9,968	4,250	134.5	9,968	4,250	134.5												
JAPAN	902,396	957,852	-5.8	902,396	957,852	-5.8												
Fukuoka	29,606	34,779	-14.9	29,606	34,779	-14.9												
Nagoya	89,519	101,597	-11.9	89,519	101,597	-11.9												
Osaka	157,695	191,679	-17.7	157,695	191,679	-17.7												
Sapporo	20,202	19,943	1.3	20,202	19,943	1.3												
Tokyo HND	154,726	162,725	-4.9	154,726	162,725	-4.9												
Tokyo NRT	450,648	447,129	0.8	450,648	447,129	0.8												
CANADA	292,299	284,746	2.7	110,851	109,471	1.3	134,870	126,528	6.6	26,250	26,127	0.5				20,328	22,620	-10.1
Calgary	38,807	33,993	14.2	8,505	6,831	24.5	30,302	27,162	11.6									
Edmonton	13,002	10,350	25.6				13,002	10,350	25.6									
Toronto	8,178	7,560	8.2	8,178	7,560	8.2												
Vancouver	230,102	230,531	-0.2	91,958	92,768	-0.9	91,566	89,016	2.9	26,250	26,127	0.5				20,328	22,620	-10.1
Victoria	2,210	2,312	-4.4	2,210	2,312	-4.4												
OTHER ASIA	286,539	226,163	26.7	286,539	226,163	26.7												
Beijing	44,907	42,546	5.5	44,907	42,546	5.5												
Seoul	188,924	140,570	34.4	188,924	140,570	34.4												
Shanghai	37,488	27,390	36.9	37,488	27,390	36.9												
Taipei	15,220	15,657	-2.8	15,220	15,657	-2.8												
OCEANIA	258,350	244,912	5.5	258,350	244,912	5.5												
Auckland	46,228	45,102	2.5	46,228	45,102	2.5												
Brisbane	48,994	50,271	-2.5	48,994	50,271	-2.5												
Melbourne	31,825	23,028	38.2	31,825	23,028	38.2												
Sydney	131,303	126,511	3.8	131,303	126,511	3.8												
OTHER	145,626	148,940	-2.2	145,626	148,940	-2.2												
Apia	4,264	4,598	-7.3	4,264	4,598	-7.3												
Christmas Island	3,172	3,172	0.0	3,172	3,172	0.0												
Guam	62,608	62,264	0.6	62,608	62,264	0.6												
Majuro	12,948	11,935	8.5	12,948	11,935	8.5												
Manila	35,102	40,234	-12.8	35,102	40,234	-12.8												
Nadi	4,348	3,966	9.6	4,348	3,966	9.6												
Pago Pago	15,540	14,245	9.1	15,540	14,245	9.1												
Papeete	7,644	8,526	-10.3	7,644	8,526	-10.3												

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