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HTA Release (16-61)

Visitor Spending Increased 10.4 Percent to Record \$1.2 Billion for September

IUCN, Other Conventions Contributed to Strong Showing in September

HONOLULU – Total visitor spending in the Hawaiian Islands increased 10.4 percent to \$1.2 billion in September 2016, setting a new record for the month of September and making it the fourth straight month of year-over-year increases, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Visitor spending in September 2016 shot up from U.S. East (+29% to \$272.7 million), rose dramatically from All Other International Markets (+13.7% to \$295.7 million), and showed solid growth from U.S. West (+2.8% to \$364 million), Japan (+3.4% to \$191.9 million), and Canada (+5.5% to \$39.2 million) compared to September 2015.

Statewide average daily spending rose to \$203 per person (+4.6%) in September 2016, as visitors from most markets spent more on a daily basis, including Canada (+11.1%), U.S. East (+9.6%), Japan (+3%), U.S. West (+0.6%), and All Other International Markets (+0.9%) versus the year prior.

Total visitor arrivals to the Hawaiian Islands also set a new record for the month of September with 666,605 visitors in September 2016, a 3 percent increase from a year ago. September marked 20 consecutive months of year-over-year growth in arrivals, extending a streak from February 2015. Total visitor days¹ rose by 5.6 percent.

A total of 656,729 visitors arrived on airlines (+5.3%), while 9,875 visitors came to Hawai'i via cruise ships (-57.6%). Leading the growth in air arrivals were visitors from U.S. East (+19% to 127,077), All Other International Markets (+6.6% to 126,594), and U.S. West (+3.1% to 249,795), which offset fewer visitors coming from Canada (-3.4% to 19,940) and Japan (-1.6% to 133,623).

Meetings, conventions and incentives (MCI) business was exceptional for Hawai'i in September 2016, highlighted by the IUCN World Conservation Congress (9,000+ delegates) and CPCU convention of insurance underwriters (11,000+ delegates). The Hawai'i Tourism Conference, other conventions, and a strong increase in incentive visitors also contributed significantly to the boost in visitor growth from MCI business.

In September 2016, all four larger Hawaiian Islands saw growth in visitor arrivals and expenditures compared to last September.

Total air capacity to Hawai'i rose slightly (+0.6% to 887,846 seats) in September 2016 compared to the year prior. Growth in scheduled seats from Other Asia (+20.1%), Oceania (+6.6%), U.S. East (+2.2%), and U.S. West (+1.6%) offset declines from Canada (-7.8%) and Japan (-7.4%).

¹ Aggregate number of days stayed by all visitors.

Year-to-Date 2016

Through the first nine months of 2016, total visitor arrivals (+2.6% to 6,698,545) and visitor spending (+3.7% to \$11.6 billion) exceeded the same period last year. Arrivals increased from U.S. West (+4.1%), U.S. East (+3.5%), and All Other International Markets (+6.5%), but declined from Canada (-8.9%). Year-to-date growth in arrivals from Japan (+0.3%) was flat compared to 2015.

There were gains in visitor spending from U.S. West (+5.4% to \$4.1 billion), U.S. East (+5.7% to \$2.9 billion), and All Other International Markets (+6.6% to \$2.3 billion), but no growth from Japan (+0.3% to \$1.5 billion), and a decrease in spending by visitors from Canada (-13.2% to \$689.7 million).

Through September 2016, visitor arrivals increased for Maui (+3.7%), O'ahu (+2.1%), and the island of Hawai'i (+1.3%) while growth for Kaua'i (+0.2%) was similar to last year. Visitor spending grew for Maui (+9.3% to \$3.4 billion), the island of Hawai'i (+9.2% to \$1.5 billion), and Kaua'i (+7.7% to \$1.2 billion), but declined for O'ahu (-2.1% to \$5.4 billion).

Other Highlights:

- **MCI:** Total visitors who came to Hawai'i in September 2016 for meetings, conventions and incentives (MCI) doubled (+98.4% to 49,000) compared to the year prior. Convention visitors from U.S. East nearly tripled, while growth was also excellent from Japan (+83.6%), and U.S. West (+35.1%) to more than offset the decline from Canada (-21.6%). The 2016 IUCN World Conservation Congress, which was held in the United States for the first time, brought more than 9,000 delegates from 190 countries, including heads of state and government officials. The 2016 CPCU convention of insurance underwriters brought more than 11,000 delegates, with most coming from the mainland U.S. The Hawai'i Tourism Conference attracted over 2,000 attendees, nearly a quarter of whom were from out of state. In addition, incentive travel to Hawai'i almost doubled in the month of September (+93.6% to 12,671). Year-to-date through September 2016, total MCI visitors increased (+3.2% to 384,121) from the same period last year.
- **U.S. West:** More visitors came from the Pacific region (+3.2%) in September 2016 compared to the previous year, led by California (+3.6%) and Alaska (+2.7%). Arrivals also increased from the Mountain region (+2.8%), led by Nevada (+10.3%) and Utah (+9.1%). Year-to-date through September 2016, arrivals grew from both the Pacific region (+5.1%) and Mountain region (+2.8%) compared to the same period last year.
- **U.S. East:** In September 2016, all seven U.S. East regions reported increased visitor arrivals, highlighted by strong growth from the two largest regions, East North Central (+5.5%) and South Atlantic (+17%). For the first nine months of 2016, visitor arrivals were up from all U.S. East regions compared to a year ago.
- **Japan:** Contributing to the drop in arrivals from Japan (-1.6%) in September 2016 were fewer air seats compared to the year prior. Over the last few months, many airlines have reconfigured their aircrafts to provide more premium economy seats, but this has reduced the overall seat inventory. Limited air seats and high load factors impacted booking to Hawai'i in September 2016. Despite decreased arrivals, visitor days (+0.4%) was comparable to last year, boosted by a longer average length of stay (+2% to 5.93 days).
- **Canada:** September 2016 marked 12 consecutive months of declines in visitor arrivals from Canada. September is typically the second slowest month of travel from Canada to the Islands, following June. The country's economic challenges continued to impact travel to Hawai'i.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals in September 2016 (-2.3% to 39,525) declined year-over-year for the first time in four months. Through the first nine months of 2016 visitor arrivals exceeded the same period last year (+2.1% to 255,336). Year-to-date, daily spending rose to \$275 per person from \$267 per person for the same period last year.
- **New Zealand:** Visitor arrivals have increased year-over-year for the last four months, with growth reflected in September 2016 (+11.2% to 8,423). Arrivals have also grown year-to-date (+2.1% to 50,428).
- **China:** Growth in visitor arrivals have fluctuated throughout the year. In September 2016, arrivals increased (+4.1% to 16,552) but year-to-date, arrivals were down slightly (-1.2% to 138,141). Daily visitor spending year-to-date in 2016 was down compared to last year (-6.1% to \$367 per person), but China continued to be the highest of all visitor markets.
- **Korea:** Visitor arrivals have increased every month year-over-year. Arrivals rose by double-digits in both September 2016 (+21.7% to 17,473) and year-to-date 2016 (+19% to 159,003). Visitors spent more on a daily basis year-to-date (\$289 per person) compared to 2015 (\$285 per person).
- **Taiwan:** Visitor arrivals in September 2016 (+0.4% to 1,315) and through the first nine months of 2016 (+0.5% to 13,556) were similar to last year.
- **Europe:** Total combined visitor arrivals from the United Kingdom, France, Germany, Italy, and Switzerland increased in September 2016 (+5.2% to 15,564) but declined through the first nine months (-2.5% to 109,488) year-over-year.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in September 2016 (-1% to 1,867) and for the first nine months (-7.6% to 19,699) compared to last year.

Island Highlights – September 2016:

- **O‘ahu:** Visitor arrivals (+4.3%) and visitor days (+5.9%) increased in September 2016 versus last year and contributed to growth in visitor spending (+2.6% to \$579.6 million). Average daily spending of \$206 per person (-3.1%) was lower in September 2016 than the year prior. Increased arrivals from U.S. East (+19.8%) and U.S. West (+1.4%), offset declines from Canada (-1.5%) and Japan (-1.2%).
- **Maui:** Growth in visitor arrivals (+10.1%) and visitor days (+7.5%), combined with higher daily spending (+12.6% to \$217 per person), contributed to a sizeable gain in visitor expenditures (+21.1% to \$312.7 million) in September 2016. More visitors arrived from U.S. East (+20.3%), U.S. West (+4.6%) and Japan (+4.3%), but fewer visitors came from Canada (-2%).
- **Island of Hawai‘i:** Increases in visitor arrivals (+11.1%), visitor days (+11.6%), and average daily spending (+4.8% to \$180 per person) contributed to a gain in visitor expenditures (+16.9% to \$141.7 million) compared to September 2015. More visitors came from U.S. East (+20.5%), Japan (+6.1%) and U.S. West (+2.1%), which offset fewer visitors from Canada (-7.5%).
- **Kaua‘i:** Visitor arrivals (+4.6%) and visitor days (+3.4%) increased in September 2016 compared to last year. Increased arrivals from U.S. East (+16.2%) and U.S. West (+3.6%), offset declines from Japan (-27.7%) and Canada (-14.9%). Much higher daily visitor spending (+18.5% to \$192 per person) contributed to a significant increase in visitor spending (+22.5% to \$121 million).

Air Seats to Hawai'i:

- Total air seats to Hawai'i in September 2016 rose slightly (+0.6% to 887,846) from a year ago. The number of scheduled seats increased (+0.7% to 881,971) but charter seats declined (-14.2% to 5,875). There was growth in total seats to Kahului (+4.1%) and Kona (+3.7%), but fewer seats to Hilo (-5%) and Līhu'e (-0.7%). Growth in total seats to Honolulu (-0.3%) was flat.
- Scheduled seats from U.S. West grew (+1.6%) in September 2016 year-over-year. Growth in seats from Denver (+30%), Salt Lake City (+10%) and San Francisco (+13.4%), offset decreases from Las Vegas (-3.8%), Oakland (-7.6%) and Portland (-4.5%).
- Seat capacity from U.S. East increased (+2.2%) in September 2016, due to a doubling of seats from Washington D.C. and more seats from New York JFK (+11.1%) and Newark (+11.1%).
- Scheduled seats from Japan dropped (-7.4%) in September 2016 due to fewer seats from Osaka (-18.2%), Nagoya (-16.1%), Fukuoka (-12%), Haneda (-7.4%) and Narita (-2.2%).
- Scheduled seats from Canada decreased (-7.8%) in September 2016 compared to the year prior due to fewer seats from Vancouver.
- Scheduled seats from Oceania rose (+6.6%) in September 2016 compared to the year prior. There were more seats from Brisbane (+2.6%), Melbourne (+35.8%) and Auckland (+18.7%).
- Air capacity from Other Asia was up significantly (+20.1%) in September 2016 versus last year. Seats increased (+25.4%) from Seoul, South Korea. Seats from China also grew with more seats from Shanghai (+50%) offsetting fewer seats from Beijing (-6.2%). Seats out of Taipei declined (-11.1%) from a year ago.
- Year-to-date through September 2016, total air capacity into the Hawaiian Islands saw a marginal increase (+0.9% to 9,093,058 seats) from the same period last year. There was growth in air seats to Kona (+5.4%), Līhu'e (+4.5%) and Kahului (+3%), but Honolulu (-0.4%) and Hilo (-0.3%) remained flat compared to last year.

Cruise Ship Visitors:

- In September 2016, five out-of-state cruise ships brought 8,992 visitors to Hawai'i compared to 13 ships that came in September 2015 with 24,165 visitors. A shift in itineraries accounted for some of this decrease as several ships that came last September will instead arrive in October 2016. Additionally, a popular cruise ship that came in September 2015 is on rotation to come to Hawai'i every other year.
- Arrivals by air to board cruise ships also declined (-22.4%). In addition to visitors who toured the Islands on the Hawai'i home-ported cruise ship, two out-of-state cruise ships in September 2015 had turnaround tours in Honolulu. These 2,400 visitors flew into Honolulu got on the ships, toured the Islands, then left with the ships to the next port.
- Year-to-date through September 2016, a total of 69,266 visitors arrived in Hawai'i aboard 36 out-of-state cruise ships, which was less (-19.2% to 85,767) than the number of visitors who arrived on 49 cruise ships over the same timeframe last year. Through September 2016, total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) decreased (-16.8% to 150,925) from a year ago.

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.hawaiitourismauthority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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September 2016 Arrivals at a Glance

| CATEGORY AND MMA | 2016P | 2015 | % change | YTD 2016P | YTD 2015 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,168.1 | 1,058.4 | 10.4 | 11,606.9 | 11,197.3 | 3.7 |
| Total by air | 1,163.6 | 1,048.3 | 11.0 | 11,579.7 | 11,168.7 | 3.7 |
| U.S. West | 364.0 | 354.0 | 2.8 | 4,137.7 | 3,925.0 | 5.4 |
| U.S. East | 272.7 | 211.3 | 29.0 | 2,924.4 | 2,767.6 | 5.7 |
| Japan | 191.9 | 185.7 | 3.4 | 1,523.9 | 1,519.6 | 0.3 |
| Canada | 39.2 | 37.1 | 5.5 | 689.7 | 794.9 | -13.2 |
| All Others | 295.7 | 260.1 | 13.7 | 2,304.0 | 2,161.7 | 6.6 |
| Visitor arrivals by cruise ships | 4.5 | 10.1 | -55.3 | 27.2 | 28.6 | -4.9 |
| TOTAL VISITOR DAYS | 5,753,659 | 5,450,738 | 5.6 | 60,246,572 | 59,038,687 | 2.0 |
| Total by air | 5,699,116 | 5,332,590 | 6.9 | 59,921,256 | 58,646,614 | 2.2 |
| U.S. West | 2,217,283 | 2,168,205 | 2.3 | 24,992,896 | 24,311,001 | 2.8 |
| U.S. East | 1,260,701 | 1,070,280 | 17.8 | 14,669,452 | 14,243,787 | 3.0 |
| Japan | 792,553 | 789,678 | 0.4 | 6,519,953 | 6,514,204 | 0.1 |
| Canada | 219,290 | 230,818 | -5.0 | 4,356,022 | 4,790,036 | -9.1 |
| All Others | 1,209,288 | 1,073,609 | 12.6 | 9,382,933 | 8,787,586 | 6.8 |
| Visitor arrivals by cruise ships | 54,543 | 118,148 | -53.8 | 325,316 | 392,073 | -17.0 |
| VISITOR ARRIVALS | 666,605 | 647,201 | 3.0 | 6,698,545 | 6,526,473 | 2.6 |
| Total by air | 656,729 | 623,899 | 5.3 | 6,629,279 | 6,440,706 | 2.9 |
| U.S. West | 249,795 | 242,170 | 3.1 | 2,741,331 | 2,632,231 | 4.1 |
| U.S. East | 127,077 | 106,802 | 19.0 | 1,432,534 | 1,383,987 | 3.5 |
| Japan | 133,623 | 135,796 | -1.6 | 1,106,491 | 1,102,864 | 0.3 |
| Canada | 19,640 | 20,324 | -3.4 | 343,211 | 376,857 | -8.9 |
| All Others | 126,594 | 118,807 | 6.6 | 1,005,711 | 944,767 | 6.5 |
| Visitor arrivals by cruise ships | 9,875 | 23,302 | -57.6 | 69,266 | 85,767 | -19.2 |
| AVERAGE LENGTH OF STAY | 8.63 | 8.42 | 2.5 | 8.99 | 9.05 | -0.6 |
| Total by air | 8.68 | 8.55 | 1.5 | 9.04 | 9.11 | -0.7 |
| U.S. West | 8.88 | 8.95 | -0.9 | 9.12 | 9.24 | -1.3 |
| U.S. East | 9.92 | 10.02 | -1.0 | 10.24 | 10.29 | -0.5 |
| Japan | 5.93 | 5.82 | 2.0 | 5.89 | 5.91 | -0.2 |
| Canada | 11.17 | 11.36 | -1.7 | 12.69 | 12.71 | -0.1 |
| All Others | 9.55 | 9.04 | 5.7 | 9.33 | 9.30 | 0.3 |
| Visitor arrivals by cruise ships | 5.52 | 5.07 | 8.9 | 4.70 | 4.57 | 2.7 |
| PER PERSON PER DAY SPENDING (\$) | 203.0 | 194.2 | 4.6 | 192.7 | 189.7 | 1.6 |
| Total by air | 204.2 | 196.6 | 3.9 | 193.2 | 190.4 | 1.5 |
| U.S. West | 164.2 | 163.3 | 0.6 | 165.6 | 161.4 | 2.5 |
| U.S. East | 216.3 | 197.5 | 9.6 | 199.4 | 194.3 | 2.6 |
| Japan | 242.2 | 235.1 | 3.0 | 233.7 | 233.3 | 0.2 |
| Canada | 178.7 | 160.8 | 11.1 | 158.3 | 165.9 | -4.6 |
| All Others | 244.5 | 242.3 | 0.9 | 245.6 | 246.0 | -0.2 |
| Visitor arrivals by cruise ships | 82.5 | 85.3 | -3.3 | 83.6 | 73.0 | 14.6 |
| PER PERSON PER TRIP SPENDING (\$) | 1,752.3 | 1,635.3 | 7.2 | 1,732.7 | 1,715.7 | 1.0 |
| Total by air | 1,771.8 | 1,680.2 | 5.4 | 1,746.8 | 1,734.1 | 0.7 |
| U.S. West | 1,457.3 | 1,461.8 | -0.3 | 1,509.4 | 1,491.1 | 1.2 |
| U.S. East | 2,146.1 | 1,978.8 | 8.5 | 2,041.4 | 1,999.7 | 2.1 |
| Japan | 1,436.3 | 1,367.1 | 5.1 | 1,377.2 | 1,377.9 | 0.0 |
| Canada | 1,995.0 | 1,826.6 | 9.2 | 2,009.6 | 2,109.3 | -4.7 |
| All Others | 2,335.9 | 2,189.6 | 6.7 | 2,290.9 | 2,288.1 | 0.1 |
| Visitor arrivals by cruise ships | 455.5 | 432.3 | 5.4 | 392.7 | 333.6 | 17.7 |

P=Preliminary data.

Source:Haw aii Tourism Authority

September 2016 Island Highlights

| CATEGORY AND ISLAND | 2016P | 2015 | % change | YTD 2016P | YTD 2015 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,168.1 | 1,058.4 | 10.4 | 11,606.9 | 11,197.3 | 3.7 |
| Total by air | 1,163.6 | 1,048.3 | 11.0 | 11,579.7 | 11,168.7 | 3.7 |
| O'ahu | 579.6 | 565.1 | 2.6 | 5,384.0 | 5,502.0 | -2.1 |
| Maui | 312.7 | 258.3 | 21.1 | 3,362.2 | 3,075.9 | 9.3 |
| Moloka'i | 1.8 | 2.2 | -17.7 | 22.6 | 25.2 | -10.5 |
| Lāna'i | 6.8 | 2.7 | 147.1 | 61.6 | 32.1 | 91.7 |
| Kaua'i | 121.0 | 98.7 | 22.5 | 1,247.3 | 1,158.0 | 7.7 |
| Haw aii Island | 141.7 | 121.2 | 16.9 | 1,502.1 | 1,375.5 | 9.2 |
| Visitor arrivals by cruise ships | 4.5 | 10.1 | -55.3 | 27.2 | 28.6 | -4.9 |
| TOTAL VISITOR DAYS | 5,753,659 | 5,450,738 | 5.6 | 60,246,572 | 59,038,687 | 2.0 |
| Total by air | 5,699,116 | 5,332,590 | 6.9 | 59,921,256 | 58,646,614 | 2.2 |
| O'ahu | 2,809,375 | 2,653,024 | 5.9 | 28,027,831 | 27,426,100 | 2.2 |
| Maui | 1,441,050 | 1,340,906 | 7.5 | 16,045,321 | 15,547,121 | 3.2 |
| Moloka'i | 15,831 | 15,418 | 2.7 | 211,964 | 210,649 | 0.6 |
| Lāna'i | 16,426 | 9,140 | 79.7 | 158,340 | 125,574 | 26.1 |
| Kaua'i | 629,379 | 608,706 | 3.4 | 6,861,682 | 6,792,372 | 1.0 |
| Haw aii Island | 787,054 | 705,395 | 11.6 | 8,616,120 | 8,544,798 | 0.8 |
| Visitor arrivals by cruise ships | 54,543 | 118,148 | -53.8 | 325,316 | 392,073 | -17.0 |
| VISITOR ARRIVALS | 666,605 | 647,201 | 3.0 | 6,698,545 | 6,526,473 | 2.6 |
| Total by air | 656,729 | 623,899 | 5.3 | 6,629,279 | 6,440,706 | 2.9 |
| O'ahu | 431,705 | 413,826 | 4.3 | 4,101,118 | 4,015,351 | 2.1 |
| Maui | 195,063 | 177,153 | 10.1 | 1,992,700 | 1,921,601 | 3.7 |
| Moloka'i | 4,576 | 4,267 | 7.3 | 46,130 | 51,248 | -10.0 |
| Lāna'i | 5,285 | 3,659 | 44.4 | 47,503 | 47,079 | 0.9 |
| Kaua'i | 89,171 | 85,284 | 4.6 | 897,087 | 895,281 | 0.2 |
| Haw aii Island | 112,658 | 101,424 | 11.1 | 1,161,905 | 1,146,896 | 1.3 |
| Visitor arrivals by cruise ships | 9,875 | 23,302 | -57.6 | 69,266 | 85,767 | -19.2 |
| AVERAGE LENGTH OF STAY | 8.63 | 8.42 | 2.5 | 8.99 | 9.05 | -0.6 |
| Total by air | 8.68 | 8.55 | 1.5 | 9.04 | 9.11 | -0.7 |
| O'ahu | 6.51 | 6.41 | 1.5 | 6.83 | 6.83 | 0.1 |
| Maui | 7.39 | 7.57 | -2.4 | 8.05 | 8.09 | -0.5 |
| Moloka'i | 3.46 | 3.61 | -4.3 | 4.59 | 4.11 | 11.8 |
| Lāna'i | 3.11 | 2.50 | 24.4 | 3.33 | 2.67 | 25.0 |
| Kaua'i | 7.06 | 7.14 | -1.1 | 7.65 | 7.59 | 0.8 |
| Haw aii Island | 6.99 | 6.95 | 0.5 | 7.42 | 7.45 | -0.5 |
| Visitor arrivals by cruise ships | 5.52 | 5.07 | 8.9 | 4.70 | 4.57 | 2.7 |
| PER PERSON PER DAY SPENDING (\$) | 203.0 | 194.2 | 4.6 | 192.7 | 189.7 | 1.6 |
| Total by air | 204.2 | 196.6 | 3.9 | 193.2 | 190.4 | 1.5 |
| O'ahu | 206.3 | 213.0 | -3.1 | 192.1 | 200.6 | -4.2 |
| Maui | 217.0 | 192.7 | 12.6 | 209.5 | 197.8 | 5.9 |
| Moloka'i | 115.3 | 143.9 | -19.9 | 106.5 | 119.8 | -11.1 |
| Lāna'i | 412.5 | 300.0 | 37.5 | 388.8 | 255.7 | 52.0 |
| Kaua'i | 192.2 | 162.2 | 18.5 | 181.8 | 170.5 | 6.6 |
| Haw aii Island | 180.0 | 171.8 | 4.8 | 174.3 | 161.0 | 8.3 |
| Visitor arrivals by cruise ships | 82.5 | 85.3 | -3.3 | 83.6 | 73.0 | 14.6 |
| PER PERSON PER TRIP SPENDING (\$) | 1,752.3 | 1,635.3 | 7.2 | 1,732.7 | 1,715.7 | 1.0 |
| Total by air | 1771.8 | 1680.2 | 5.4 | 1746.8 | 1734.1 | 0.7 |
| O'ahu | 1342.5 | 1365.5 | -1.7 | 1312.8 | 1370.2 | -4.2 |
| Maui | 1603.2 | 1458.2 | 9.9 | 1687.2 | 1600.7 | 5.4 |
| Moloka'i | 398.8 | 519.9 | -23.3 | 489.6 | 492.5 | -0.6 |
| Lāna'i | 1282.0 | 749.5 | 71.0 | 1296.1 | 682.1 | 90.0 |
| Kaua'i | 1356.5 | 1157.4 | 17.2 | 1390.4 | 1293.5 | 7.5 |
| Haw aii Island | 1257.8 | 1194.8 | 5.3 | 1292.8 | 1199.3 | 7.8 |
| Visitor arrivals by cruise ships | 455.5 | 432.3 | 5.4 | 392.7 | 333.6 | 17.7 |

P=Preliminary data.

Source:Haw aii Tourism Authority

VISITORS BY CRUISE SHIPS

| | SEPTEMBER | | | YEAR-TO-DATE | | |
|-------------------------------|-----------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| VISITOR DAYS | 157,279 | 236,242 | -33.4 | 1,215,151 | 1,430,113 | -15.0 |
| TOTAL VISITORS | 18,867 | 34,890 | -45.9 | 150,925 | 181,361 | -16.8 |
| ARRIVED BY SHIP | 9,875 | 23,302 | -57.6 | 69,266 | 85,767 | -19.2 |
| ARRIVED BY AIR | 8,992 | 11,588 | -22.4 | 81,660 | 95,594 | -14.6 |
| NUMBER OF SHIP ARRIVALS | 5 | 13 | -61.5 | 36 | 49 | -26.5 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 18,867 | 33,803 | -44.2 | 150,925 | 178,760 | -15.6 |
| Kaua'i | 16,429 | 28,206 | -41.8 | 126,919 | 155,617 | -18.4 |
| Maui County | 18,741 | 33,039 | -43.3 | 143,143 | 172,758 | -17.1 |
| Maui | 18,741 | 33,039 | -43.3 | 143,143 | 172,758 | -17.1 |
| Moloka'i | 247 | 487 | -49.3 | 1,993 | 2,058 | -3.2 |
| Lāna'i | 314 | 701 | -55.2 | 2,972 | 3,256 | -8.7 |
| Hawai'i Island | 18,867 | 31,533 | -40.2 | 140,326 | 167,535 | -16.2 |
| Average Islands Visited | 3.89 | 3.66 | 6.3 | 3.75 | 3.75 | 0.1 |
| AVERAGE LENGTH OF STAY | | | | | | |
| Days in Hawai'i before Cruise | 1.26 | 0.87 | 44.1 | 1.35 | 1.36 | -0.2 |
| Days in Hawai'i during Cruise | 5.91 | 4.84 | 22.0 | 5.66 | 5.37 | 5.3 |
| Days in Hawai'i after Cruise | 1.17 | 1.06 | 10.8 | 1.04 | 1.16 | -10.1 |
| Total days in Hawai'i | 8.34 | 6.77 | 23.1 | 8.05 | 7.89 | 2.1 |
| ACCOMMODATIONS | | | | | | |
| Hotel | 10,239 | 7,151 | 43.2 | 84,330 | 86,765 | -2.8 |
| Hotel only | 9,274 | 5,627 | 64.8 | 76,575 | 77,355 | -1.0 |
| Condo | 984 | 1,110 | -11.3 | 6,117 | 7,384 | -17.2 |
| Condo only | 382 | 683 | -44.1 | 2,017 | 2,649 | -23.9 |
| Timeshare | 715 | 1,709 | -58.2 | 5,840 | 6,979 | -16.3 |
| Timeshare Only | 364 | 1,259 | -71.1 | 2,481 | 3,370 | -26.4 |
| Bed & Breakfast | 163 | 361 | -54.8 | 1,074 | 1,253 | -14.3 |
| Bed & Breakfast only | 59 | 7,561 | -99.2 | 280 | 7,810 | -96.4 |
| Friends & relatives | 499 | 726 | -31.2 | 3,352 | 3,677 | -8.9 |
| Other accommodation | 477 | 1,121 | -57.5 | 3,328 | 5,573 | -40.3 |
| Accommodation (NET) | 11,695 | 16,395 | -28.7 | 93,920 | 105,610 | -11.1 |
| Cruise only | 7,172 | 18,495 | -61.2 | 57,005 | 75,751 | -24.7 |
| TRAVEL STATUS | | | | | | |
| % First timers | 50.0 | 43.1 | 6.8 | 48.6 | 45.4 | 3.2 |
| % Repeat visitors | 50.0 | 52.2 | -2.2 | 51.4 | 53.7 | -2.3 |

NA = Not applicable

Source: Hawai'i Tourism Authority

Nonstops Seats to Hawaii by Port of Entry and MMA

| SEPTEMBER | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|------------------|----------------|----------------|--------------|----------------|----------------|--------------|----------------|----------------|-------------|---------------|---------------|------------|--------------|--------------|-------------|---------------|---------------|-------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| TOTAL | 887,846 | 882,341 | 0.6 | 634,972 | 636,895 | -0.3 | 157,706 | 151,505 | 4.1 | 48,082 | 46,369 | 3.7 | 3,604 | 3,794 | -5.0 | 43,482 | 43,778 | -0.7 |
| SCHEDULES | 881,971 | 875,492 | 0.7 | 629,312 | 630,046 | -0.1 | 157,706 | 151,505 | 4.1 | 47,867 | 46,369 | 3.2 | 3,604 | 3,794 | -5.0 | 43,482 | 43,778 | -0.7 |
| CHARTERS | 5,875 | 6,849 | -14.2 | 5,660 | 6,849 | -17.4 | | | | 215 | 0 | NA | | | | | | |
| US TOTAL | 598,853 | 589,543 | 1.6 | 352,885 | 352,057 | 0.2 | 150,800 | 144,889 | 4.1 | 48,082 | 45,697 | 5.2 | 3,604 | 3,794 | -5.0 | 43,482 | 43,106 | 0.9 |
| SCHEDULES | 593,783 | 584,059 | 1.7 | 348,030 | 346,573 | 0.4 | 150,800 | 144,889 | 4.1 | 47,867 | 45,697 | 4.7 | 3,604 | 3,794 | -5.0 | 43,482 | 43,106 | 0.9 |
| CHARTERS | 5,070 | 5,484 | -7.5 | 4,855 | 5,484 | -11.5 | | | | 215 | 0 | NA | | | | | | |
| US WEST | 526,691 | 518,408 | 1.6 | 288,044 | 288,334 | -0.1 | 143,694 | 137,477 | 4.5 | 47,867 | 45,697 | 4.7 | 3,604 | 3,794 | -5.0 | 43,482 | 43,106 | 0.9 |
| Anchorage | 3,260 | 3,423 | -4.8 | 3,260 | 3,423 | -4.8 | | | | | | | | | | | | |
| Denver | 11,672 | 8,976 | 30.0 | 10,320 | 7,520 | 37.2 | 676 | 728 | -7.1 | 676 | 728 | -7.1 | | | | | | |
| Las Vegas | 23,246 | 24,168 | -3.8 | 23,246 | 24,168 | -3.8 | | | | | | | | | | | | |
| Los Angeles | 185,768 | 187,118 | -0.7 | 98,290 | 101,451 | -3.1 | 44,141 | 43,159 | 2.3 | 19,663 | 19,461 | 1.0 | 3,604 | 3,794 | -5.0 | 20,070 | 19,253 | 4.2 |
| Oakland | 29,391 | 31,819 | -7.6 | 10,256 | 10,844 | -5.4 | 12,218 | 12,660 | -3.5 | 3,503 | 5,160 | -32.1 | | | | 3,414 | 3,155 | 8.2 |
| Phoenix | 30,894 | 30,570 | 1.1 | 17,546 | 18,220 | -3.7 | 6,392 | 6,460 | -1.1 | 3,384 | 2,470 | 37.0 | | | | 3,572 | 3,420 | 4.4 |
| Portland | 21,298 | 22,294 | -4.5 | 14,289 | 15,285 | -6.5 | 7,009 | 7,009 | 0.0 | | | | | | | | | |
| Sacramento | 12,660 | 12,660 | 0.0 | 7,770 | 7,770 | 0.0 | 4,890 | 4,890 | 0.0 | | | | | | | | | |
| Salt Lake City | 5,742 | 5,220 | 10.0 | 5,742 | 5,220 | 10.0 | | | | | | | | | | | | |
| San Diego | 23,490 | 23,164 | 1.4 | 13,058 | 12,895 | 1.3 | 5,542 | 5,542 | 0.0 | 2,119 | 1,956 | 8.3 | | | | 2,771 | 2,771 | 0.0 |
| San Francisco | 90,423 | 79,767 | 13.4 | 46,918 | 40,414 | 16.1 | 30,030 | 23,990 | 25.2 | 7,481 | 8,517 | -12.2 | | | | 5,994 | 6,846 | -12.4 |
| San Jose | 27,853 | 28,577 | -2.5 | 10,775 | 10,829 | -0.5 | 12,008 | 12,660 | -5.2 | 2,299 | 2,317 | -0.8 | | | | 2,771 | 2,771 | 0.0 |
| Seattle | 60,994 | 60,652 | 0.6 | 26,574 | 30,295 | -12.3 | 20,788 | 20,379 | 2.0 | 8,742 | 5,088 | 71.8 | | | | 4,890 | 4,890 | 0.0 |
| US EAST | 67,092 | 65,651 | 2.2 | 59,986 | 58,239 | 3.0 | 7,106 | 7,412 | -4.1 | | | | | | | | | |
| Atlanta | 8,790 | 9,304 | -5.5 | 8,790 | 9,304 | -5.5 | | | | | | | | | | | | |
| Chicago | 10,320 | 10,095 | 2.2 | 10,320 | 10,095 | 2.2 | | | | | | | | | | | | |
| Dallas | 19,646 | 20,492 | -4.1 | 12,540 | 13,080 | -4.1 | 7,106 | 7,412 | -4.1 | | | | | | | | | |
| Houston | 10,320 | 10,320 | 0.0 | 10,320 | 10,320 | 0.0 | | | | | | | | | | | | |
| New York JFK | 8,820 | 7,938 | 11.1 | 8,820 | 7,938 | 11.1 | | | | | | | | | | | | |
| Newark | 7,260 | 6,534 | 11.1 | 7,260 | 6,534 | 11.1 | | | | | | | | | | | | |
| Washington D.C. | 1,936 | 968 | 100.0 | 1,936 | 968 | 100.0 | | | | | | | | | | | | |

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

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

| SEPTEMBER | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------|----------------|----------------|--------------|----------------|----------------|--------------|--------------|--------------|------------|----------|------------|---------------|------|------|-------|----------|------------|---------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| INTERNATIONAL | 288,993 | 292,798 | -1.3 | 282,087 | 284,838 | -1.0 | 6,906 | 6,616 | 4.4 | 0 | 672 | -100.0 | | | | 0 | 672 | -100.0 |
| SCHEDULES | 288,188 | 291,433 | -1.1 | 281,282 | 283,473 | -0.8 | 6,906 | 6,616 | 4.4 | 0 | 672 | -100.0 | | | | 0 | 672 | -100.0 |
| CHARTERS | 805 | 1,365 | -41.0 | 805 | 1,365 | -41.0 | | | | | | | | | | | | |
| JAPAN | 154,877 | 167,234 | -7.4 | 154,877 | 167,234 | -7.4 | | | | | | | | | | | | |
| Fukuoka | 4,972 | 5,650 | -12.0 | 4,972 | 5,650 | -12.0 | | | | | | | | | | | | |
| Nagoya | 12,548 | 14,962 | -16.1 | 12,548 | 14,962 | -16.1 | | | | | | | | | | | | |
| Osaka | 24,600 | 30,090 | -18.2 | 24,600 | 30,090 | -18.2 | | | | | | | | | | | | |
| Sapporo | 3,367 | 3,367 | 0.0 | 3,367 | 3,367 | 0.0 | | | | | | | | | | | | |
| Tokyo HND | 23,370 | 25,230 | -7.4 | 23,370 | 25,230 | -7.4 | | | | | | | | | | | | |
| Tokyo NRT | 86,020 | 87,935 | -2.2 | 86,020 | 87,935 | -2.2 | | | | | | | | | | | | |
| CANADA | 16,800 | 18,226 | -7.8 | 9,894 | 10,266 | -3.6 | 6,906 | 6,616 | 4.4 | 0 | 672 | -100.0 | | | | 0 | 672 | -100.0 |
| Vancouver | 16,800 | 18,226 | -7.8 | 9,894 | 10,266 | -3.6 | 6,906 | 6,616 | 4.4 | 0 | 672 | -100.0 | | | | 0 | 672 | -100.0 |
| OTHER ASIA | 48,254 | 40,166 | 20.1 | 48,254 | 40,166 | 20.1 | | | | | | | | | | | | |
| Beijing | 7,140 | 7,614 | -6.2 | 7,140 | 7,614 | -6.2 | | | | | | | | | | | | |
| Seoul | 30,738 | 24,509 | 25.4 | 30,738 | 24,509 | 25.4 | | | | | | | | | | | | |
| Shanghai | 7,920 | 5,280 | 50.0 | 7,920 | 5,280 | 50.0 | | | | | | | | | | | | |
| Taipei | 2,456 | 2,763 | -11.1 | 2,456 | 2,763 | -11.1 | | | | | | | | | | | | |
| OCEANIA | 45,282 | 42,461 | 6.6 | 45,282 | 42,461 | 6.6 | | | | | | | | | | | | |
| Auckland | 9,258 | 7,800 | 18.7 | 9,258 | 7,800 | 18.7 | | | | | | | | | | | | |
| Brisbane | 8,683 | 8,459 | 2.6 | 8,683 | 8,459 | 2.6 | | | | | | | | | | | | |
| Melbourne | 5,025 | 3,700 | 35.8 | 5,025 | 3,700 | 35.8 | | | | | | | | | | | | |
| Sydney | 22,316 | 22,502 | -0.8 | 22,316 | 22,502 | -0.8 | | | | | | | | | | | | |
| OTHER | 22,975 | 23,346 | -1.6 | 22,975 | 23,346 | -1.6 | | | | | | | | | | | | |
| Apia | 820 | 656 | 25.0 | 820 | 656 | 25.0 | | | | | | | | | | | | |
| Christmas Island | 371 | 610 | -39.2 | 371 | 610 | -39.2 | | | | | | | | | | | | |
| 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 | 5,119 | 5,582 | -8.3 | 5,119 | 5,582 | -8.3 | | | | | | | | | | | | |
| Nadi | 680 | 656 | 3.7 | 680 | 656 | 3.7 | | | | | | | | | | | | |
| Pago Pago | 2,331 | 2,331 | 0.0 | 2,331 | 2,331 | 0.0 | | | | | | | | | | | | |
| 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

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

| SEPTEMBER YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|------------------|------------------|------------------|--------------|------------------|------------------|--------------|------------------|------------------|--------------|----------------|----------------|--------------|---------------|---------------|----------------|----------------|----------------|--------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| TOTAL | 9,093,058 | 9,007,574 | 0.9 | 6,100,233 | 6,122,216 | -0.4 | 1,768,347 | 1,717,488 | 3.0 | 650,118 | 616,953 | 5.4 | 33,117 | 33,224 | -0.3 | 541,243 | 517,693 | 4.5 |
| SCHEDULES | 9,019,855 | 8,932,769 | 1.0 | 6,030,969 | 6,053,791 | -0.4 | 1,765,888 | 1,712,968 | 3.1 | 649,192 | 615,808 | 5.4 | 32,961 | 33,224 | -0.8 | 540,845 | 516,978 | 4.6 |
| CHARTERS | 73,203 | 74,805 | -2.1 | 69,264 | 68,425 | 1.2 | 2,459 | 4,520 | -45.6 | 926 | 1,145 | -19.1 | 156 | 0 | #DIV/0! | 398 | 715 | -44.3 |
| US TOTAL | 6,308,493 | 6,218,826 | 1.4 | 3,519,232 | 3,534,091 | -0.4 | 1,611,361 | 1,570,088 | 2.6 | 623,868 | 588,588 | 6.0 | 33,117 | 33,224 | -0.3 | 520,915 | 492,835 | 5.7 |
| SCHEDULES | 6,257,264 | 6,159,676 | 1.6 | 3,471,942 | 3,481,321 | -0.3 | 1,608,902 | 1,565,568 | 2.8 | 622,942 | 587,443 | 6.0 | 32,961 | 33,224 | -0.8 | 520,517 | 492,120 | 5.8 |
| CHARTERS | 51,229 | 59,150 | -13.4 | 47,290 | 52,770 | -10.4 | 2,459 | 4,520 | -45.6 | 926 | 1,145 | -19.1 | 156 | 0 | NA | 398 | 715 | -44.3 |
| US WEST | 5,569,973 | 5,459,250 | 2.0 | 2,884,726 | 2,906,879 | -0.8 | 1,508,827 | 1,439,584 | 4.8 | 622,942 | 587,443 | 6.0 | 32,961 | 33,224 | -0.8 | 520,517 | 492,120 | 5.8 |
| Anchorage | 56,072 | 46,129 | 21.6 | 43,032 | 34,882 | 23.4 | 8,150 | 6,683 | 22.0 | 4,890 | 4,564 | 7.1 | | | | | | |
| Bellingham | 26,243 | 28,255 | -8.0 | 17,441 | 19,723 | -11.6 | 8,802 | 8,802 | 0.0 | | | | | | | | | |
| Denver | 124,130 | 124,529 | -0.3 | 78,331 | 81,837 | -4.3 | 31,772 | 26,273 | 20.9 | 11,154 | 11,752 | -5.1 | 0 | 0 | | 2,873 | 4,667 | -38.4 |
| Las Vegas | 219,246 | 223,728 | -2.0 | 219,246 | 223,728 | -2.0 | 0 | 0 | | 0 | 0 | | 0 | 0 | | 0 | 0 | |
| Los Angeles | 1,924,156 | 1,952,904 | -1.5 | 995,324 | 1,031,879 | -3.5 | 448,726 | 459,224 | -2.3 | 227,759 | 228,255 | -0.2 | 32,961 | 33,224 | -0.8 | 219,386 | 200,322 | 9.5 |
| Oakland | 324,920 | 299,318 | 8.6 | 111,887 | 102,409 | 9.3 | 115,978 | 115,206 | 0.7 | 54,674 | 50,459 | 8.4 | 0 | 0 | | 42,381 | 31,244 | 35.6 |
| Phoenix | 377,098 | 384,751 | -2.0 | 191,662 | 195,847 | -2.1 | 82,296 | 85,354 | -3.6 | 48,128 | 48,070 | 0.1 | 0 | 0 | | 55,012 | 55,480 | -0.8 |
| Portland | 237,216 | 234,712 | 1.1 | 131,918 | 130,392 | 1.2 | 76,773 | 74,654 | 2.8 | 17,604 | 18,908 | -6.9 | 0 | 0 | | 10,921 | 10,758 | 1.5 |
| Sacramento | 115,628 | 115,206 | 0.4 | 70,966 | 70,707 | 0.4 | 44,662 | 44,499 | 0.4 | 0 | 0 | | 0 | 0 | | 0 | 0 | |
| Salt Lake City | 68,904 | 68,643 | 0.4 | 68,904 | 68,643 | 0.4 | 0 | 0 | | 0 | 0 | | 0 | 0 | | 0 | 0 | |
| San Diego | 225,789 | 214,411 | 5.3 | 121,306 | 120,849 | 0.4 | 54,931 | 50,856 | 8.0 | 21,027 | 14,507 | 44.9 | 0 | 0 | | 28,525 | 28,199 | 1.2 |
| San Francisco | 928,220 | 853,161 | 8.8 | 453,173 | 431,896 | 4.9 | 315,832 | 249,096 | 26.8 | 96,085 | 107,867 | -10.9 | 0 | 0 | | 63,130 | 64,302 | -1.8 |
| San Jose | 260,801 | 271,186 | -3.8 | 103,541 | 103,026 | 0.5 | 111,716 | 115,206 | -3.0 | 19,953 | 27,526 | -27.5 | 0 | 0 | | 25,591 | 25,428 | 0.6 |
| Seattle | 681,550 | 642,047 | 6.2 | 277,995 | 291,061 | -4.5 | 209,189 | 203,731 | 2.7 | 121,668 | 75,535 | 61.1 | 0 | 0 | | 72,698 | 71,720 | 1.4 |
| US EAST | 687,291 | 700,426 | -1.9 | 587,216 | 574,442 | 2.2 | 100,075 | 125,984 | -20.6 | | | | | | | | | |
| Atlanta | 80,508 | 90,562 | -11.1 | 80,508 | 90,562 | -11.1 | | | | | | | | | | | | |
| Chicago | 104,209 | 126,367 | -17.5 | 91,481 | 93,687 | -2.4 | 12,728 | 32,680 | -61.1 | | | | | | | | | |
| Dallas | 206,395 | 218,654 | -5.6 | 119,048 | 125,350 | -5.0 | 87,347 | 93,304 | -6.4 | | | | | | | | | |
| Houston | 94,256 | 92,141 | 2.3 | 94,256 | 92,141 | 2.3 | | | | | | | | | | | | |
| Minneapolis | 21,271 | 0 | | 21,271 | 0 | | | | | | | | | | | | | |
| New York JFK | 80,464 | 72,272 | 11.3 | 80,464 | 72,272 | 11.3 | | | | | | | | | | | | |
| Newark | 65,824 | 65,098 | 1.1 | 65,824 | 65,098 | 1.1 | | | | | | | | | | | | |
| Washington D.C. | 34,364 | 35,332 | -2.7 | 34,364 | 35,332 | -2.7 | | | | | | | | | | | | |

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

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

| SEPTEMBER YTD | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------|------------------|------------------|-------------|------------------|------------------|-------------|----------------|----------------|------------|---------------|---------------|-------------|------|------|-------|---------------|---------------|--------------|
| | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge | 2016 | 2015 | %Chge |
| INTERNATIONAL | 2,784,565 | 2,788,748 | -0.2 | 2,581,001 | 2,588,125 | -0.3 | 156,986 | 147,400 | 6.5 | 26,250 | 28,365 | -7.5 | | | | 20,328 | 24,858 | -18.2 |
| SCHEDULES | 2,762,591 | 2,773,093 | -0.4 | 2,559,027 | 2,572,470 | -0.5 | 156,986 | 147,400 | 6.5 | 26,250 | 28,365 | -7.5 | | | | 20,328 | 24,858 | -18.2 |
| CHARTERS | 21,974 | 15,655 | 40.4 | 21,974 | 15,655 | 40.4 | | | | | | | | | | | | |
| JAPAN | 1,373,213 | 1,476,713 | -7.0 | 1,373,213 | 1,476,713 | -7.0 | | | | | | | | | | | | |
| Fukuoka | 46,556 | 53,311 | -12.7 | 46,556 | 53,311 | -12.7 | | | | | | | | | | | | |
| Nagoya | 131,296 | 152,881 | -14.1 | 131,296 | 152,881 | -14.1 | | | | | | | | | | | | |
| Osaka | 232,555 | 287,657 | -19.2 | 232,555 | 287,657 | -19.2 | | | | | | | | | | | | |
| Sapporo | 30,562 | 30,303 | 0.9 | 30,562 | 30,303 | 0.9 | | | | | | | | | | | | |
| Tokyo HND | 227,274 | 243,569 | -6.7 | 227,274 | 243,569 | -6.7 | | | | | | | | | | | | |
| Tokyo NRT | 704,970 | 708,992 | -0.6 | 704,970 | 708,992 | -0.6 | | | | | | | | | | | | |
| CANADA | 347,415 | 342,176 | 1.5 | 143,851 | 141,553 | 1.6 | 156,986 | 147,400 | 6.5 | 26,250 | 28,365 | -7.5 | | | | 20,328 | 24,858 | -18.2 |
| 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 | 285,218 | 287,961 | -1.0 | 124,958 | 124,850 | 0.1 | 113,682 | 109,888 | 3.5 | 26,250 | 28,365 | -7.5 | | | | 20,328 | 24,858 | -18.2 |
| Victoria | 2,210 | 2,312 | -4.4 | 2,210 | 2,312 | -4.4 | | | | | | | | | | | | |
| OTHER ASIA | 429,018 | 357,833 | 19.9 | 429,018 | 357,833 | 19.9 | | | | | | | | | | | | |
| Beijing | 66,384 | 67,815 | -2.1 | 66,384 | 67,815 | -2.1 | | | | | | | | | | | | |
| Seoul | 280,328 | 219,938 | 27.5 | 280,328 | 219,938 | 27.5 | | | | | | | | | | | | |
| Shanghai | 59,104 | 46,134 | 28.1 | 59,104 | 46,134 | 28.1 | | | | | | | | | | | | |
| Taipei | 23,202 | 23,946 | -3.1 | 23,202 | 23,946 | -3.1 | | | | | | | | | | | | |
| OCEANIA | 393,931 | 372,227 | 5.8 | 393,931 | 372,227 | 5.8 | | | | | | | | | | | | |
| Auckland | 75,202 | 69,966 | 7.5 | 75,202 | 69,966 | 7.5 | | | | | | | | | | | | |
| Brisbane | 74,667 | 74,777 | -0.1 | 74,667 | 74,777 | -0.1 | | | | | | | | | | | | |
| Melbourne | 46,565 | 34,909 | 33.4 | 46,565 | 34,909 | 33.4 | | | | | | | | | | | | |
| Sydney | 197,497 | 192,575 | 2.6 | 197,497 | 192,575 | 2.6 | | | | | | | | | | | | |
| OTHER | 219,014 | 224,144 | -2.3 | 219,014 | 224,144 | -2.3 | | | | | | | | | | | | |
| Apia | 6,560 | 6,730 | -2.5 | 6,560 | 6,730 | -2.5 | | | | | | | | | | | | |
| Christmas Island | 4,611 | 4,880 | -5.5 | 4,611 | 4,880 | -5.5 | | | | | | | | | | | | |
| Guam | 94,256 | 93,912 | 0.4 | 94,256 | 93,912 | 0.4 | | | | | | | | | | | | |
| Majuro | 19,588 | 18,135 | 8.0 | 19,588 | 18,135 | 8.0 | | | | | | | | | | | | |
| Manila | 51,888 | 58,990 | -12.0 | 51,888 | 58,990 | -12.0 | | | | | | | | | | | | |
| Nadi | 6,558 | 6,098 | 7.5 | 6,558 | 6,098 | 7.5 | | | | | | | | | | | | |
| Pago Pago | 24,087 | 23,0 | | | | | | | | | | | | | | | | |

NOTE: HTA is removing the tables of basic characteristics data for Total, U.S. West, U.S. East, Japan, and Canada from inclusion in the monthly visitor statistics news release.

These tables are available for viewing online at HTA's website:

www.hawaiitourismauthority.org/research/research/visitor-highlights/

File name: September 2016 Table [xls]

The following statistics are also available in the Visitor Highlight section:

Daily Passenger Counts

Island Highlights 2016

Visitor Expenditures by Category

Visitor Arrivals by Country by MMA

Fact Sheets and Visitor Statistics by Major Market Areas can be viewed at:

www.hawaiitourismauthority.org/research/reports/major-market-areas/