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HTA Release (16-25)

Total Visitor Arrivals Increased 3.4 Percent in April 2016; Visitor Expenditures Declined 1.1 Percent

HONOLULU – In April 2016, total visitor arrivals to the Hawaiian Islands increased 3.4 percent from a year ago to 700,573 visitors, according to preliminary statistics released today by the Hawaii Tourism Authority (HTA). Total visitor days¹ rose 1.8 percent compared to April 2015.

The growth in visitor arrivals in April was boosted by international visitors arriving by air (+6% to 218,487) and from visitors who came on cruise ships (+85.3% to 22,902). Partially contributing to the growth in cruise visitors was a shift in ship schedules, as several ships that came in March and May of 2015 switched to an April itinerary in 2016.

Visitor arrivals by air increased (+1.8% to 677,671), driven by growth in Japanese visitors (+4.5% to 100,512) many of whom came during the last week of April 2016 for Golden Week. Arrivals from other international markets (+14.3% to 108,106) also increased compared to April 2015. However, there was no growth in arrivals from U.S. West (-0.5% to 294,264) and U.S. East (-0.2% to 133,262), and arrivals from Canada declined (-8.6% to 41,527).

Lower average daily spending (-2.8% to \$191 per person) in April 2016 resulted in a drop in total visitor expenditures (-1.1% to \$1.1 billion). Visitor expenditures declined from Canada (-15.5% to \$74.4 million) and from other international markets (-7.1% to \$241.2 million). For the Japan market, although daily spending was down (-5.3%) in April 2016, growth in arrivals boosted visitor expenditures (+3.6% to \$138.2 million).

Higher daily spending among U.S. East visitors (+8.7%) contributed to a gain in visitor expenditures (+6.8% to \$265.5 million) in April 2016. Daily spending by U.S. West visitors in April was comparable (+0.5%) to last year, but visitor expenditures declined (-1.5% to \$417.7 million).

Among the four larger Hawaiian Islands, visitor arrivals increased for O'ahu (+2%) and Maui (+4.5%) but visitor expenditures declined for O'ahu (-5.8%) and Maui (-2.8%) in April 2016 compared to last year. Hawaii Island had a small growth in arrivals (+0.8%) but a notable gain in visitor expenditures (+13.1%). Arrivals to Kauai were unchanged while visitor expenditures increased (+6.2%) in April year-over-year.

Growth in total air seats to the Hawaiian Islands in April 2016 was flat (-0.5% to 975,737) compared to last year. Declines in scheduled seats from Japan (-6.8%), Canada (-2%) and U.S. West (-1.2%) offset increases from Other Asia markets (+26.9%) and Oceania (+9.1%).

¹ Aggregate number of days stayed by all visitors.

Year-to-Date 2016

In the first four months of 2016, total visitor arrivals (+3.5% to 2,896,625) and visitor expenditures (+1.8% to \$5.1 billion) surpassed the same period last year. There were more visitors from U.S. West (+4.2%), U.S. East (+6%), Japan (+2.6%) and all other international markets (+10.4%), which offset the decline in arrivals from Canada (-11.5%).

Gains in visitor expenditures from U.S. West (+5.1% to \$1.7 billion), U.S. East (+5.7% to \$1.3 billion) and other international markets (+6.9% to \$977.2 million) offset losses from Canada (-18.7% to \$481.4 million) and Japan (-3.2% to \$615.2 million).

Visitor arrivals in the first four months of 2016 increased on O'ahu (+3.1%), Maui (+2.6%) and Hawai'i Island (+1%) but declined on Kaua'i (-1.2%) compared to the same period in 2015.

Visitor expenditures for the first four months of 2016 increased on Maui (+3.4% to \$1.6 billion) and Hawai'i Island (+10.9% to \$712.3 million). Kaua'i's visitor expenditures (+0.2% to \$538.2 million) were comparable to last year while visitor expenditures on O'ahu (-1.1% to \$2.2 billion) declined.

Other Highlights:

- **U.S. West:** Growth in arrivals from U.S. West was flat in April 2016, following 21 consecutive months of increases. From the Pacific region, there were more visitors from Alaska (+6.6%) and Oregon (+1.1%), but no growth in arrivals from California (-0.4%). From the Mountain region, more visitors came from Arizona (+4.7%) and Colorado (+6.5%) but fewer came from Nevada (-3%) and Utah (-9.1%). Through the first four months of 2016, arrivals increased from both the Pacific region (+4.6%) and Mountain region (+1.9%) compared to the same period last year.
- **U.S. East:** After six straight months of increases, arrivals from U.S. East were flat in April 2016. For the first four months of 2016, all U.S. East regions showed year-over-year increases in arrivals, highlighted by growth from the two largest regions, South Atlantic (+7.8%) and East North Central (+2.9%).
- **Japan:** Golden Week is a string of four holidays that occurs from April 29 through May 5 each year. In April 2016, the combination of holidays and weekend days created a longer than normal vacation period that was favorable to long-haul destinations like Hawai'i. Japanese visitors started to arrive from April 25. There were significantly more Japanese visitors who stayed in timeshare properties (+49.7%) compared to a year ago. Fewer Japanese visitors purchased group tours (-9.6% to 21,383) and packaged trips (-2.9% to 66,707) in April while more made their own travel arrangements (+18.5% to 29,209) compared to last year. This was the twelfth straight month of double-digit growth for free and independent travelers from Japan.
- **MCI:** Visitors who came to Hawai'i for meetings, conventions and incentives (MCI) in April 2016 increased (+7.4% to 47,686) versus last year. More visitors came for corporate meetings (+5.4% to 10,201) and incentive trips (+13.7% to 23,371), but fewer came for conventions (-3.2% to 16,065). Incentive visitors from Japan (+41.4%) were up considerably from last April and have shown continuous growth for the last 15 months. MCI visitors also increased from U.S. West (+8.7% to 15,695) and Canada (+44.3% to 1,831), offsetting a decline from U.S. East (-15.4% to 13,910). For the first four months of 2016, total MCI visitors increased (+5.1% to 199,595) compared to the previous year.

April 2016 Arrivals at a Glance

CATEGORY AND MMA	2016P	2015P	% CHANGE	YTD 2016P	YTD 2015P	% CHANGE
TOTAL EXPENDITURES (\$mil.)	1,145.4	1,157.8	-1.1	5,128.3	5,038.2	1.8
Total by air	1,137.0	1,153.9	-1.5	5,111.2	5,024.6	1.7
U.S. West	417.7	424.2	-1.5	1,738.0	1,653.1	5.1
U.S. East	265.5	248.5	6.8	1,299.3	1,229.2	5.7
Japan	138.2	133.4	3.6	615.2	635.8	-3.2
Canada	74.4	88.1	-15.5	481.4	592.3	-18.7
All Others	241.2	259.7	-7.1	977.2	914.2	6.9
Visitor arrivals by cruise ships	8.4	3.8	119.2	17.1	13.7	24.9
TOTAL VISITOR DAYS	5,998,573	5,891,503	1.8	26,698,712	26,149,331	2.1
Total by air	5,886,933	5,836,322	0.9	26,492,755	25,937,095	2.1
U.S. West	2,561,975	2,614,367	-2.0	10,402,070	10,194,797	2.0
U.S. East	1,251,791	1,273,921	-1.7	6,544,785	6,277,096	4.3
Japan	603,034	550,938	9.5	2,664,747	2,606,312	2.2
Canada	503,751	552,073	-8.8	3,092,822	3,471,819	-10.9
All Others	966,382	845,023	14.4	3,788,330	3,387,071	11.8
Visitor arrivals by cruise ships	111,640	55,181	102.3	205,958	212,236	-3.0
VISITOR ARRIVALS	700,573	677,754	3.4	2,896,625	2,798,427	3.5
Total by air	677,671	665,393	1.8	2,851,017	2,750,399	3.7
U.S. West	294,264	295,683	-0.5	1,128,254	1,083,016	4.2
U.S. East	133,262	133,509	-0.2	625,331	589,767	6.0
Japan	100,512	96,177	4.5	462,035	450,450	2.6
Canada	41,527	45,422	-8.6	230,223	260,257	-11.5
All Others	108,106	94,601	14.3	405,174	366,910	10.4
Visitor arrivals by cruise ships	22,902	12,361	85.3	45,608	48,028	-5.0
AVERAGE LENGTH OF STAY	8.56	8.69	-1.5	9.22	9.34	-1.4
Total by air	8.69	8.77	-1.0	9.29	9.43	-1.5
U.S. West	8.71	8.84	-1.5	9.22	9.41	-2.1
U.S. East	9.39	9.54	-1.6	10.47	10.64	-1.7
Japan	6.00	5.73	4.7	5.77	5.79	-0.3
Canada	12.13	12.15	-0.2	13.43	13.34	0.7
All Others	8.94	8.93	0.1	9.35	9.23	1.3
Visitor arrivals by cruise ships	4.87	4.46	9.2	4.52	4.42	2.2
PER PERSON PER DAY SPENDING (\$)	191.0	196.5	-2.8	192.1	192.7	-0.3
Total by air	193.1	197.7	-2.3	192.9	193.7	-0.4
U.S. West	163.0	162.3	0.5	167.1	162.1	3.0
U.S. East	212.1	195.1	8.7	198.5	195.8	1.4
Japan	229.2	242.1	-5.3	230.9	244.0	-5.4
Canada	147.7	159.5	-7.4	155.7	170.6	-8.8
All Others	249.6	307.4	-18.8	257.9	269.9	-4.4
Visitor arrivals by cruise ships	75.5	69.7	8.4	82.8	64.3	28.7
PER PERSON PER TRIP SPENDING (\$)	1,635.0	1,708.3	-4.3	1,770.4	1,800.4	-1.7
Total by air	1,677.8	1,734.2	-3.3	1,792.8	1,826.8	-1.9
U.S. West	1,419.5	1,434.8	-1.1	1,540.5	1,526.3	0.9
U.S. East	1,992.4	1,861.5	7.0	2,077.8	2,084.3	-0.3
Japan	1,375.1	1,386.9	-0.9	1,331.6	1,411.5	-5.7
Canada	1,791.4	1,938.7	-7.6	2,091.1	2,275.8	-8.1
All Others	2,230.8	2,745.4	-18.7	2,411.7	2,491.5	-3.2
Visitor arrivals by cruise ships	368.1	311.1	18.3	374.0	284.3	31.5

P=Preliminary data.

Source:Haw ai'i Tourism Authority

- **Honeymoon:** More visitors came to the Hawaiian Islands to honeymoon in April 2016 (+7% to 46,454) than a year ago, the first increase in honeymoon visitors in the past 12 months. The Japanese market, which comprised nearly 40 percent of the honeymoon segment, increased (+2.9% to 18,361), as did honeymoon visitors from U.S. East (+11.6% to 6,141). However, in the first four months of 2016, the total number of honeymoon visitors was down compared to last year (-8.9% to 157,758).

Highlights from All Other Markets:

- **Australia:** Supported by growth in air seats, visitor arrivals grew in April 2016 (+13% to 27,230) and in the first four months (+3.6% to 94,949).
- **New Zealand:** Visitor arrivals increased in April 2016 (+2.1% to 5,318), but declined year-to-date versus 2015 (-1.8% to 14,353).
- **China:** Visitor arrivals dropped in April 2016 (-4.1% to 12,248) and through the first four months compared to last year (-2.9% to 54,256).
- **Korea:** Visitor arrivals increased in April 2016 (+7.1% to 16,102) and year-to-date (+16.6% to 69,701) boosted by air service added in December 2015
- **Taiwan:** Visitor arrivals grew in April 2016 (+2.2% to 1,044), but were down slightly year-to-date compared to 2015 (-0.8% to 5,130).
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland declined slightly in April 2016 (-0.8% to 10,501) and through the first four months (-0.9% to 38,153).
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in April 2016 (-9.7% to 1,911) and in the first four months compared to last year (-3.4% to 9,077).

Island Highlights – April 2016:

- **O'ahu:** Visitor arrivals (+2%) and visitor days (+1.5%) increased in April 2016 compared to last year. However, lower daily visitor spending (-7.2% to \$191 per person) resulted in a loss in visitor expenditures for the month (-5.8% to \$524.2 million). There were more visitors from Japan (+4.3%), but fewer visitors from U.S. West (-3.2%) and Canada (-12.3%) than a year ago.
- **Maui:** Despite growth in arrivals (+4.5%) and visitor days (+1.1%), decreased daily spending (-3.8% to \$205 per person) led to a drop in visitor expenditures (-2.8% to \$333.5 million). Increases in arrivals from U.S. West (+3.6%), U.S. East (+3.1%) and Japan (+5.1%) offset fewer visitors from Canada (-10.5%).
- **Hawai'i Island:** There was a slight increase in visitor arrivals (+0.8%) in April 2016, but a shorter length of stay (-2.3%) caused a drop in visitor days (-1.6%). The average daily spending by these visitors was much higher than last year (+14.9% to \$183 per person) and contributed to a growth in visitor expenditures (+13.1% to \$147.6 million). There were more visitors from U.S. East (+3%) and Japan (+6.3%), but fewer visitors from U.S. West (-2.6%) and Canada (-11.6%). A larger number of Japanese visitors stayed exclusively on Hawai'i Island (+32.9% to 1,589) compared to last April.
- **Kaua'i:** While there was no change in visitor arrivals and little growth in visitor days (+0.5%), higher daily spending (+5.6% to \$183 per person) led to a gain in visitor expenditures (+6.2% to \$123.8 million) in April 2016. There were more Japanese visitors (+48.8%), but fewer visitors from Canada (-2.7%) compared to April 2015.

April 2016 Island Highlights

CATEGORY AND ISLAND	2016P	2015P	% CHANGE	YTD 2016P	YTD 2015P	% CHANGE
TOTAL EXPENDITURES (\$mil.)	1,145.4	1,157.8	-1.1	5,128.3	5,038.2	1.8
Total by air	1,137.0	1,153.9	-1.5	5,111.2	5,024.6	1.7
O'ahu	524.2	556.6	-5.8	2,234.6	2,259.3	-1.1
Maui	333.5	343.0	-2.8	1,597.4	1,544.4	3.4
Moloka'i	1.9	1.6	18.9	10.5	13.4	-21.7
Lāna'i	5.9	5.6	4.0	18.2	27.7	-34.3
Kaua'i	123.8	116.6	6.2	538.2	537.2	0.2
Haw aii Island	147.6	130.5	13.1	712.3	642.6	10.9
Visitor arrivals by cruise ships	8.4	3.8	119.2	17.1	13.7	24.9
TOTAL VISITOR DAYS	5,998,573	5,891,503	1.8	26,698,712	26,149,331	2.1
Total by air	5,886,933	5,836,322	0.9	26,492,755	25,937,095	2.1
O'ahu	2,740,914	2,700,188	1.5	11,789,677	11,517,916	2.4
Maui	1,629,599	1,611,769	1.1	7,417,636	7,217,311	2.8
Moloka'i	17,244	18,867	-8.6	112,905	112,168	0.7
Lāna'i	17,453	14,569	19.8	69,404	65,304	6.3
Kaua'i	675,292	671,745	0.5	3,017,970	2,979,796	1.3
Haw aii Island	806,431	819,184	-1.6	4,085,163	4,044,600	1.0
Visitor arrivals by cruise ships	111,640	55,181	102.3	205,958	212,236	-3.0
VISITOR ARRIVALS	700,573	677,754	3.4	2,896,625	2,798,427	3.5
Total by air	677,671	665,393	1.8	2,851,017	2,750,399	3.7
O'ahu	408,388	400,378	2.0	1,707,870	1,655,799	3.1
Maui	211,255	202,220	4.5	862,769	841,054	2.6
Moloka'i	4,333	4,055	6.9	21,354	24,254	-12.0
Lāna'i	5,927	5,021	18.0	19,929	23,213	-14.1
Kaua'i	92,530	92,524	0.0	372,911	377,322	-1.2
Haw aii Island	117,123	116,243	0.8	512,094	506,946	1.0
Visitor arrivals by cruise ships	22,902	12,361	85.3	45,608	48,028	-5.0
AVERAGE LENGTH OF STAY	8.56	8.69	-1.5	9.22	9.34	-1.4
Total by air	8.69	8.77	-1.0	9.29	9.43	-1.5
O'ahu	6.71	6.74	-0.5	6.90	6.96	-0.8
Maui	7.71	7.97	-3.2	8.60	8.58	0.2
Moloka'i	3.98	4.65	-14.5	5.29	4.62	14.3
Lāna'i	2.94	2.90	1.5	3.48	2.81	23.8
Kaua'i	7.30	7.26	0.5	8.09	7.90	2.5
Haw aii Island	6.89	7.05	-2.3	7.98	7.98	0.0
Visitor arrivals by cruise ships	4.87	4.46	9.2	4.52	4.42	2.2
PER PERSON PER DAY SPENDING (\$)	191.0	196.5	-2.8	192.1	192.7	-0.3
Total by air	193.1	197.7	-2.3	192.9	193.7	-0.4
O'ahu	191.3	206.1	-7.2	189.5	196.2	-3.4
Maui	204.6	212.8	-3.8	215.4	214.0	0.6
Moloka'i	112.1	86.1	30.1	92.9	119.5	-22.2
Lāna'i	336.4	387.6	-13.2	261.8	423.5	-38.2
Kaua'i	183.4	173.6	5.6	178.3	180.3	-1.1
Haw aii Island	183.1	159.3	14.9	174.4	158.9	9.8
Visitor arrivals by cruise ships	75.5	69.7	8.4	82.8	64.3	28.7
PER PERSON PER TRIP SPENDING (\$)	1,635.0	1,708.3	-4.3	1,770.4	1,800.4	-1.7
Total by air	1,677.8	1,734.2	-3.3	1,792.8	1,826.8	-1.9
O'ahu	1,283.7	1,390.2	-7.7	1,308.4	1,364.5	-4.1
Maui	1,578.5	1,695.9	-6.9	1,851.5	1,836.3	0.8
Moloka'i	446.0	400.7	11.3	491.1	552.5	-11.1
Lāna'i	990.7	1,124.5	-11.9	911.9	1,191.3	-23.5
Kaua'i	1,338.2	1,260.1	6.2	1,443.2	1,423.6	1.4
Haw aii Island	1,260.6	1,122.7	12.3	1,391.0	1,267.6	9.7
Visitor arrivals by cruise ships	368.1	311.1	18.3	374.0	284.3	31.5

P=Preliminary data.

Source:Haw aii Tourism Authority

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

There was no growth in total seat capacity (-0.5% to 975,737 seats) to the Hawaiian Islands in April 2016. Scheduled seats dropped slightly (-0.6% to 968,487) while charter seats increased (+3.3% to 7,250) compared to April 2015. The number of seats to Kahului (+1%) rose slightly and seat capacity to Kona (+0.3%) in April was similar to last year, but seats to Hilo (-10.4%), Līhu'e (-1.8%) and Honolulu (-0.9%) declined.

- Scheduled seats from U.S. West declined (-1.2%) in April 2016. Growth in seats from Denver (+12.9%), Oakland (+4.9%), San Diego (+2.9%) and San Francisco (+6.9%) was offset by fewer seats from Las Vegas (-4.5%), Los Angeles (-4%), Phoenix (-8.5%), Portland (-7.1%), San Jose (-4.3%) and Seattle (-1.4%).
- Seat capacity from U.S. East (-0.5%) saw little change from April 2015. There were more seats from Chicago (+2.9%) and New York City's JFK Airport (+33.3%), but fewer seats from Dallas (-8.5%) and Washington D.C. (-37.5%).
- Scheduled seats from Canada declined (-2%). Growth in seats from Calgary (+15.5%) and Edmonton (+26.6%) was offset by fewer seats from Vancouver (-5.2%).
- Scheduled seats from Oceania increased from April 2015 (+9.1%). There were more seats from Brisbane (+12.3%), Melbourne (+36.1%) and Sydney (+5.3%), along with an increase in seats from Auckland (+3%).
- Air capacity from Other Asia markets rose compared to a year ago (+26.9%). Seats from Seoul, South Korea increased (+35.4%), boosted by a low-cost airline that began service in late December 2015. Seats from China grew (+18.7%) due to increases from Beijing and Shanghai. Seats out of Taipei were down (-11.1%).
- For the first four months of 2016, total air capacity into Hawai'i grew (+2.3% to 4,016,935 seats). All major airports saw growth in air seats: Honolulu (+1.2%), Kahului (+2.9%), Kona (+9.3%), Hilo (+5.4%) and Līhu'e (+4.4%) compared to the first four months of 2015.

Cruise Ship Visitors (Table 8, page 22):

- Ten out-of-state cruise ships came in April 2016 carrying 22,902 visitors to the islands, compared to the six ships that came last April with 12,361 visitors. Shifts in itineraries from two cruise ships partially contributed to this increase.
- In the first four months of 2016, 45,608 visitors entered Hawai'i on 23 out-of-state cruise ships. This was fewer (-5%) than the 48,028 visitors who came on 27 cruise ships in the first four months of 2015.
- In April 2016, total cruise visitors (arrivals by cruise ships and by air to board the Hawai'i home-ported cruise ship) increased (+42.5% to 34,141). However, for year-to-date 2016, the number of total cruise visitors continued to be down from last year (-12.6% to 77,268). The Hawai'i home-ported cruise ship was in dry dock for four weeks in March and February 2016, which also contributed to the decline.

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.hawaiiauthority.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.hawaiiauthority.org/research/>.

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TABLE 1. TOTAL VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	677,671	665,393	1.8	2,851,017	2,750,399	3.7
Domestic	459,184	459,312	0.0	1,887,048	1,828,686	3.2
International	218,487	206,081	6.0	963,969	921,713	4.6
VISITOR DAYS	5,886,933	5,836,322	0.9	26,492,755	25,937,095	2.1
AVERAGE DAILY CENSUS	196,231	194,544	0.9	218,948	216,142	1.3
TOTAL AIR SEATS	975,737	980,893	-0.5	4,016,935	3,925,246	2.3
TOTAL LOAD FACTOR (%)	80.8	78.9	2.4	83.1	82.5	0.7
ISLANDS VISITED						
O'ahu	408,388	400,378	2.0	1,707,870	1,655,799	3.1
O'ahu only	311,473	306,642	1.6	1,310,272	1,251,696	4.7
O'ahu one day or less	17,663	15,746	12.2	65,324	69,478	-6.0
Kaua'i	92,530	92,524	0.0	372,911	377,322	-1.2
Kaua'i only	51,605	51,994	-0.7	211,467	205,563	2.9
Kaua'i one day or less	9,300	10,632	-12.5	31,849	40,760	-21.9
Maui County	214,909	205,434	4.6	878,780	856,039	2.7
Maui	211,255	202,220	4.5	862,769	841,054	2.6
Maui only	138,961	134,825	3.1	571,271	542,421	5.3
Maui one day or less	11,289	11,323	-0.3	45,022	53,267	-15.5
Moloka'i *	4,333	4,055	6.9	21,354	24,254	-12.0
Moloka'i only *	579	698	-17.0	3,148	2,999	5.0
Moloka'i one day or less*	2,454	1,812	35.4	9,140	13,170	-30.6
Lāna'i *	5,927	5,021	18.0	19,929	23,213	-14.1
Lāna'i only *	981	533	84.1	3,201	2,339	36.9
Lāna'i one day or less*	3,492	2,900	20.4	10,682	14,795	-27.8
Hawai'i Island	117,123	116,243	0.8	512,094	506,946	1.0
Kona side	99,840	98,404	1.5	438,062	430,016	1.9
Hilo side	44,001	42,797	2.8	175,576	182,282	-3.7
Hawai'i Island only	58,069	58,342	-0.5	269,322	255,619	5.4
Hawai'i Island one day or less	9,667	10,236	-5.6	38,666	44,350	-12.8
Any Neighbor Island	366,198	358,751	2.1	1,540,744	1,498,703	2.8
NI only	269,283	265,015	1.6	1,143,146	1,094,601	4.4
O'ahu & NI	96,915	93,736	3.4	397,598	404,102	-1.6
Any one island only	561,667	553,033	1.6	2,368,682	2,260,636	4.8
Multiple Islands	116,004	112,360	3.2	482,334	489,763	-1.5
Avg. Islands Visited	1.24	1.23	0.5	1.23	1.25	-1.6
Average Length of Stay in Hawai'i	8.69	8.77	-1.0	9.29	9.43	-1.5
ACCOMMODATIONS						
Plan to stay in Hotel	425,071	417,045	1.9	1,749,911	1,696,663	3.1
Hotel only	370,498	362,016	2.3	1,533,752	1,476,902	3.8
Plan to stay in Condo	117,574	118,124	-0.5	515,405	512,805	0.5
Condo only	93,177	95,080	-2.0	408,393	404,179	1.0
Plan to stay in Timeshare	62,913	63,612	-1.1	245,498	242,167	1.4
Timeshare only	49,766	49,608	0.3	190,921	183,462	4.1

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	14,040	12,701	10.5	32,877	45,117	-27.1
Friends/Relatives	55,299	56,165	-1.5	259,793	248,520	4.5
Bed & Breakfast	7,331	7,336	-0.1	35,232	35,724	-1.4
Rental House	48,240	46,709	3.3	226,683	207,985	9.0
Hostel	4,133	4,777	-13.5	21,336	24,762	-13.8
Camp Site, Beach	4,084	4,212	-3.0	18,608	20,963	-11.2
Other	12,556	9,242	35.8	53,728	43,677	23.0
PURPOSE OF TRIP						
Pleasure (Net)	559,644	551,027	1.6	2,353,522	2,288,670	2.8
Honeymoon/Get Married	51,267	48,335	6.1	175,880	192,569	-8.7
Honeymoon	46,454	43,425	7.0	157,758	173,177	-8.9
Get Married	8,090	8,865	-8.7	30,452	34,951	-12.9
Pleasure/Vacation	513,187	508,039	1.0	2,195,253	2,119,585	3.6
Mtgs/Conventions/Incentive	47,686	44,383	7.4	199,595	189,991	5.1
Conventions	16,065	16,602	-3.2	95,812	92,485	3.6
Corporate Meetings	10,201	9,675	5.4	35,663	36,757	-3.0
Incentive	23,371	20,553	13.7	74,361	69,409	7.1
Other Business	21,596	21,216	1.8	89,711	97,296	-7.8
Visit Friends/Rel.	53,525	53,063	0.9	229,658	222,897	3.0
Govt/Military	9,108	6,484	40.5	32,572	34,079	-4.4
Attend School	1,087	789	37.6	9,164	9,694	-5.5
Sport Events	4,931	4,212	17.1	27,240	21,450	27.0
Other	15,479	15,368	0.7	65,585	60,260	8.8
TRAVEL STATUS						
First Timers (%)**	35.1	34.4	0.6	33.3	32.9	0.4
Repeaters (%)**	64.9	65.6	-0.6	66.7	67.1	-0.4
Average # of Trips	5.0	5.1	-1.1	5.2	5.1	0.3
Group Tour	51,739	55,543	-6.8	217,440	228,029	-4.6
Non-Group	625,932	609,850	2.6	2,633,577	2,522,370	4.4
Package Trip	205,732	209,499	-1.8	831,015	848,820	-2.1
No Package	471,939	455,894	3.5	2,020,001	1,901,580	6.2
Net True Independent	460,438	445,883	3.3	1,970,797	1,856,828	6.1
Ave. Age	46	46	0.5	46	46	0.3
Ave. Party Size	2.13	2.20	-3.3	2.16	2.16	-0.3

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

Source: Hawai'i Tourism Authority

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

TABLE 2. DOMESTIC VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
DOMESTIC VISITORS	459,184	459,312	0.0	1,887,048	1,828,686	3.2
DOMESTIC VISITOR DAYS	4,141,906	4,211,524	-1.7	18,575,326	18,415,222	0.9
DOMESTIC AVERAGE DAILY CENSUS	138,064	140,384	-1.7	153,515	153,460	0.0
DOMESTIC AIR SEATS	656,525	665,099	-1.3	2,700,555	2,631,632	2.6
DOMESTIC LOAD FACTOR (%)	83.8	82.9	1.1	84.8	85.3	-0.6
ISLANDS VISITED						
O'ahu	219,189	222,643	-1.6	900,662	876,500	2.8
O'ahu only	159,773	164,805	-3.1	662,415	636,706	4.0
O'ahu one day or less	15,418	14,621	5.4	54,010	59,489	-9.2
Kaua'i	80,524	79,797	0.9	318,370	319,366	-0.3
Kaua'i only	47,914	48,712	-1.6	192,774	187,571	2.8
Kaua'i one day or less	6,837	5,641	21.2	19,152	24,183	-20.8
Maui County	175,874	168,530	4.4	691,327	672,808	2.8
Maui	172,946	166,085	4.1	679,160	660,212	2.9
Maui only	121,871	117,483	3.7	479,886	456,486	5.1
Maui one day or less	7,117	5,921	20.2	22,820	24,864	-8.2
Moloka'i *	3,444	3,257	5.7	15,280	20,085	-23.9
Moloka'i only *	481	568	-15.3	2,804	2,689	4.3
Moloka'i one day or less *	1,706	1,387	23.0	5,754	10,388	-44.6
Lāna'i *	4,279	3,763	13.7	15,257	18,463	-17.4
Lāna'i only *	894	504	77.5	2,944	2,204	33.5
Lāna'i one day or less *	1,987	1,773	12.1	7,017	10,922	-35.7
Hawai'i Island	89,405	88,141	1.4	381,426	378,966	0.6
Kona side	78,560	77,315	1.6	333,306	329,520	1.1
Hilo side	31,476	29,055	8.3	121,549	125,799	-3.4
Hawai'i Island only	51,830	52,816	-1.9	235,028	227,264	3.4
Hawai'i Island one day or less	3,929	3,557	10.5	14,293	17,263	-17.2
Any Neighbor Island	299,411	294,507	1.7	1,224,632	1,191,980	2.7
NI only	239,995	236,669	1.4	986,386	952,187	3.6
O'ahu & NI	59,417	57,838	2.7	238,247	239,793	-0.6
Any one island only	382,763	384,888	-0.6	1,575,851	1,512,921	4.2
Multiple Islands	76,422	74,424	2.7	311,197	315,765	-1.4
Avg. Islands Visited	1.24	1.23	1.1	1.22	1.24	-1.5
Average Length of Stay in Hawai'i	9.02	9.17	-1.6	9.84	10.07	-2.3
ACCOMMODATIONS						
Plan to stay in Hotel	255,782	256,483	-0.3	1,024,606	990,365	3.5
Hotel only	216,151	217,367	-0.6	867,290	827,541	4.8
Plan to stay in Condo	85,228	88,371	-3.6	360,478	364,615	-1.1
Condo only	68,789	70,953	-3.1	288,263	286,528	0.6
Plan to stay in Timeshare	52,126	52,769	-1.2	195,726	197,380	-0.8
Timeshare only	41,804	41,523	0.7	152,741	150,038	1.8

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	12,705	10,170	24.9	28,826	35,895	-19.7
Friends/Relatives	47,789	48,255	-1.0	224,746	219,928	2.2
Bed & Breakfast	5,601	5,193	7.9	25,709	26,923	-4.5
Rental House	40,129	39,077	2.7	185,695	172,386	7.7
Hostel	2,797	2,755	1.6	14,552	16,667	-12.7
Camp Site, Beach	2,845	2,822	0.8	14,278	16,681	-14.4
Other	8,439	7,712	9.4	38,107	37,743	1.0
PURPOSE OF TRIP						
Pleasure (Net)	374,329	375,822	-0.4	1,526,507	1,487,769	2.6
Honeymoon/Get Married	18,831	18,092	4.1	61,440	73,285	-16.2
Honeymoon	15,889	14,984	6.0	50,678	61,650	-17.8
Get Married	4,155	4,376	-5.1	14,843	16,771	-11.5
Pleasure/Vacation	358,803	361,104	-0.6	1,477,104	1,431,563	3.2
Mtgs/Conventions/Incentive	32,281	32,635	-1.1	134,469	136,336	-1.4
Conventions	12,960	12,977	-0.1	76,809	75,147	2.2
Corporate Meetings	9,206	8,558	7.6	32,496	33,010	-1.6
Incentive	11,964	13,196	-9.3	30,737	35,605	-13.7
Other Business	20,308	19,593	3.6	83,584	89,898	-7.0
Visit Friends/Rel.	44,538	45,727	-2.6	198,773	195,702	1.6
Govt/Military	6,495	5,783	12.3	26,922	27,900	-3.5
Attend School	762	648	17.5	4,470	6,547	-31.7
Sport Events	3,100	2,630	17.9	20,442	16,189	26.3
Other	14,652	14,901	-1.7	59,503	57,027	4.3
TRAVEL STATUS						
First Timers (%)**	28.8	28.0	0.9	27.0	26.5	0.5
Repeaters (%)**	71.2	72.0	-0.9	73.0	73.5	-0.5
Average # of Trips	5.8	5.9	-1.9	6.0	6.0	-0.3
Group Tour	19,414	20,552	-5.5	70,293	72,035	-2.4
Non-Group	439,771	438,760	0.2	1,816,755	1,756,651	3.4
Package Trip	98,726	101,257	-2.5	353,773	353,941	0.0
No Package	360,458	358,055	0.7	1,533,275	1,474,746	4.0
Net True Independent	354,398	351,825	0.7	1,509,566	1,451,384	4.0
Ave. Age of Party Head	47	47	0.0	47	47	-0.2
Ave. Party Size	2.00	2.06	-3.2	1.99	2.00	-0.7

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
INTERNATIONAL VISITORS	218,487	206,081	6.0	963,969	921,713	4.6
INTERNATIONAL VISITOR DAYS	1,745,027	1,624,798	7.4	7,917,428	7,521,873	5.3
INTERNATIONAL AVERAGE DAILY CENSUS	58,168	54,160	7.4	65,433	62,682	4.4
INTERNATIONAL AIR SEATS	319,212	315,794	1.1	1,316,380	1,293,614	1.8
INTERNATIONAL LOAD FACTOR (%)	74.6	70.5	5.8	79.7	77.0	3.5
ISLANDS VISITED						
O'ahu	189,198	177,735	6.4	807,208	779,299	3.6
O'ahu only	151,700	141,837	7.0	647,857	614,990	5.3
O'ahu one day or less	2,245	1,124	99.7	11,314	9,988	13.3
Kaua'i	12,006	12,727	-5.7	54,541	57,956	-5.9
Kaua'i only	3,691	3,282	12.5	18,693	17,991	3.9
Kaua'i one day or less	2,463	4,991	-50.6	12,697	16,576	-23.4
Maui County	39,034	36,903	5.8	187,453	183,231	2.3
Maui	38,309	36,135	6.0	183,609	180,842	1.5
Maui only	17,090	17,341	-1.4	91,385	85,934	6.3
Maui one day or less	4,172	5,402	-22.8	22,203	28,403	-21.8
Moloka'i *	889	798	11.4	6,074	4,169	45.7
Moloka'i only *	98	130	-24.5	344	310	11.0
Moloka'i one day or less *	748	425	75.9	3,386	2,782	21.7
Lāna'i *	1,648	1,258	31.0	4,672	4,750	-1.7
Lāna'i only *	86	29	196.7	258	135	91.3
Lāna'i one day or less *	1,504	1,127	33.5	3,665	3,874	-5.4
Hawai'i Island	27,718	28,102	-1.4	130,668	127,980	2.1
Kona side	21,280	21,089	0.9	104,756	100,496	4.2
Hilo side	12,525	13,743	-8.9	54,026	56,483	-4.4
Hawai'i Island only	6,239	5,526	12.9	34,294	28,355	20.9
Hawai'i Island one day or less	5,738	6,679	-14.1	24,374	27,087	-10.0
Any Neighbor Island	66,787	64,244	4.0	316,112	306,723	3.1
NI only	29,289	28,346	3.3	156,761	142,414	10.1
O'ahu & NI	37,498	35,898	4.5	159,351	164,309	-3.0
Any one island only	178,904	168,145	6.4	792,831	747,715	6.0
Multiple Islands	39,583	37,936	4.3	171,138	173,998	-1.6
Avg. Islands Visited	1.2	1.2	-0.9	1.2	1.3	-1.8
Average Length of Stay in Hawai'i	7.99	7.88	1.3	8.21	8.16	0.6
ACCOMMODATIONS						
Plan to stay in Hotel	169,289	160,562	5.4	725,305	706,298	2.7
Hotel only	154,347	144,650	6.7	666,462	649,361	2.6
Plan to stay in Condo	32,347	29,753	8.7	154,927	148,189	4.5
Condo only	24,388	24,127	1.1	120,130	117,651	2.1
Plan to stay in Timeshare	10,788	10,843	-0.5	49,773	44,786	11.1
Timeshare only	7,962	8,085	-1.5	38,180	33,424	14.2

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,335	2,531	-47.3	4,051	9,222	-56.1
Friends/Relatives	7,509	7,910	-5.1	35,047	28,593	22.6
Bed & Breakfast	1,730	2,143	-19.3	9,524	8,801	8.2
Rental House	8,111	7,632	6.3	40,988	35,599	15.1
Hostel	1,335	2,023	-34.0	6,784	8,095	-16.2
Camp Site, Beach	1,239	1,390	-10.8	4,330	4,282	1.1
Other	4,116	1,531	168.9	15,621	5,934	163.3
PURPOSE OF TRIP						
Pleasure (Net)	185,314	175,206	5.8	827,015	800,901	3.3
Honeymoon/Get Married	32,435	30,243	7.2	114,440	119,284	-4.1
Honeymoon	30,566	28,441	7.5	107,080	111,527	-4.0
Get Married	3,936	4,489	-12.3	15,609	18,179	-14.1
Pleasure/Vacation	154,384	146,935	5.1	718,150	688,021	4.4
Mtgs/Conventions/Incentive	15,404	11,748	31.1	65,125	53,655	21.4
Conventions	3,105	3,626	-14.4	19,004	17,338	9.6
Corporate Meetings	995	1,117	-10.9	3,168	3,748	-15.5
Incentive	11,406	7,357	55.0	43,624	33,804	29.1
Other Business	1,288	1,623	-20.6	6,127	7,398	-17.2
Visit Friends/Rel.	8,987	7,336	22.5	30,885	27,194	13.6
Govt/Military	2,613	701	272.5	5,650	6,179	-8.6
Attend School	325	141	130.0	4,694	3,147	49.2
Sport Events	1,832	1,582	15.8	6,797	5,261	29.2
Other	827	467	77.1	6,082	3,232	88.2
TRAVEL STATUS						
First Timers (%)**	48.1	48.8	-0.7	45.7	45.8	0.0
Repeaters (%)**	51.9	51.2	0.7	54.3	54.2	0.0
Average # of Trips	3.4	3.3	5.2	3.5	3.4	3.1
Group Tour	32,325	34,991	-7.6	147,147	155,994	-5.7
Non-Group	186,162	171,090	8.8	816,822	765,719	6.7
Package Trip	107,006	108,242	-1.1	477,242	494,879	-3.6
No Package	111,481	97,839	13.9	486,727	426,834	14.0
Net True Independent	106,040	94,058	12.7	461,230	405,444	13.8
Ave. Age of Party Head	44	43	2.0	43	43	1.5
Ave. Party Size	2.4	2.5	-4.2	2.5	2.5	0.4

** 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

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	294,264	295,683	-0.5	1,128,254	1,083,016	4.2
Domestic	289,924	290,493	-0.2	1,105,243	1,062,162	4.1
International	4,340	5,190	-16.4	23,011	20,854	10.3
VISITOR DAYS	2,561,975	2,614,367	-2.0	10,402,070	10,194,797	2.0
AVERAGE DAILY CENSUS	85,399	87,146	-2.0	85,968	84,957	1.2
ISLANDS VISITED						
O'ahu	122,275	126,261	-3.2	478,893	467,307	2.5
O'ahu only	98,169	101,672	-3.4	389,013	373,550	4.1
O'ahu one day or less	5,925	5,619	5.5	21,375	23,387	-8.6
Kaua'i	50,234	49,994	0.5	182,557	180,594	1.1
Kaua'i only	36,518	36,906	-1.1	134,568	129,226	4.1
Kaua'i one day or less	2,594	2,587	0.3	7,638	9,960	-23.3
Maui County	110,735	106,580	3.9	403,082	384,132	4.9
Maui	108,805	105,024	3.6	395,918	376,967	5.0
Maui only	88,558	85,158	4.0	322,074	298,965	7.7
Maui one day or less	2,914	2,625	11.0	10,094	11,894	-15.1
Moloka'i *	1,880	1,852	1.5	8,172	10,409	-21.5
Moloka'i only *	346	419	-17.4	1,866	1,758	6.1
Moloka'i one day or less *	836	740	13.0	2,724	5,193	-47.5
Lāna'i *	2,361	2,012	17.3	7,574	9,087	-16.6
Lāna'i only *	488	362	34.7	1,730	1,410	22.7
Lāna'i one day or less *	1,181	957	23.4	3,532	5,205	-32.2
Hawai'i Island	51,441	52,808	-2.6	209,060	206,632	1.2
Kona side	46,022	46,725	-1.5	185,827	182,342	1.9
Hilo side	14,479	14,585	-0.7	57,391	59,215	-3.1
Hawai'i Island only	37,090	38,037	-2.5	154,388	148,430	4.0
Hawai'i Island one day or less	1,968	2,308	-14.8	6,792	8,532	-20.4
Any Neighbor Island	196,095	194,012	1.1	739,241	709,466	4.2
NI only	171,989	169,423	1.5	649,361	615,709	5.5
O'ahu & NI	24,106	24,589	-2.0	89,880	93,756	-4.1
Any one island only	261,169	262,554	-0.5	1,003,638	953,339	5.3
Multiple Islands	33,095	33,129	-0.1	124,616	129,677	-3.9
Avg. Islands Visited	1.15	1.14	0.2	1.14	1.16	-1.6
Average Length of Stay in Hawai'i	8.71	8.84	-1.5	9.22	9.41	-2.1
ACCOMMODATIONS						
Plan to stay in Hotel	148,994	150,280	-0.9	564,271	540,914	4.3
Hotel only	128,820	129,029	-0.2	486,500	460,586	5.6
Plan to stay in Condo	64,713	65,923	-1.8	244,587	239,592	2.1
Condo only	54,308	54,679	-0.7	203,330	195,206	4.2
Plan to stay in Timeshare	36,862	37,572	-1.9	123,838	122,446	1.1
Timeshare only	30,036	30,331	-1.0	99,223	96,053	3.3

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

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

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	3,215	3,006	7.0	6,865	10,534	-34.8
Friends/Relatives	31,024	31,136	-0.4	137,285	136,052	0.9
Bed & Breakfast	2,855	2,698	5.8	12,861	13,646	-5.8
Rental House	28,121	27,573	2.0	117,597	108,475	8.4
Hostel	1,262	1,218	3.6	6,781	7,491	-9.5
Camp Site, Beach	1,617	2,232	-27.6	8,572	10,277	-16.6
Other	4,953	4,849	2.2	22,412	22,000	1.9
PURPOSE OF TRIP						
Pleasure (Net)	246,028	248,779	-1.1	928,258	893,004	3.9
Honeymoon/Get Married	9,685	9,842	-1.6	31,567	38,161	-17.3
Honeymoon	7,739	7,703	0.5	24,677	30,956	-20.3
Get Married	2,577	2,870	-10.2	9,020	9,886	-8.8
Pleasure/Vacation	238,251	241,268	-1.3	903,405	864,406	4.5
Mtgs/Conventions/Incentive	15,695	14,444	8.7	63,019	63,234	-0.3
Conventions	7,360	6,707	9.7	36,481	36,683	-0.5
Corporate Meetings	4,749	4,189	13.4	16,579	16,361	1.3
Incentive	4,433	4,313	2.8	12,385	13,286	-6.8
Other Business	12,963	12,595	2.9	51,758	55,326	-6.4
Visit Friends/Rel.	28,039	29,373	-4.5	118,124	118,886	-0.6
Govt/Military	2,513	2,241	12.2	10,690	11,523	-7.2
Attend School	437	350	24.9	2,412	3,490	-30.9
Sport Events	2,209	1,945	13.5	12,049	10,376	16.1
Other	9,149	9,480	-3.5	36,109	34,053	6.0
TRAVEL STATUS						
First Timers (%)**	18.7	18.7	0.1	17.8	17.6	0.1
Repeaters (%)**	81.3	81.3	-0.1	82.2	82.4	-0.1
Average # of Trips	6.9	7.0	-1.1	7.2	7.1	0.5
Group Tour	6,921	7,274	-4.8	22,725	24,102	-5.7
Non-Group	287,342	288,410	-0.4	1,105,529	1,058,914	4.4
Package Trip	53,545	56,081	-4.5	182,443	180,218	1.2
No Package	240,719	239,602	0.5	945,812	902,798	4.8
Net True Independent	237,911	236,995	0.4	935,808	892,224	4.9
Ave. Age	47	47	0.1	47	47	0.2
Ave. Party Size	2.1	2.2	-3.1	2.1	2.1	-0.5

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	133,262	133,509	-0.2	625,331	589,767	6.0
Domestic	128,256	128,367	-0.1	604,186	571,980	5.6
International	5,006	5,142	-2.6	21,145	17,787	18.9
VISITOR DAYS	1,251,791	1,273,921	-1.7	6,544,785	6,277,096	4.3
AVERAGE DAILY CENSUS	41,726	42,464	-1.7	54,089	52,309	3.4
ISLANDS VISITED						
O'ahu	77,154	76,692	0.6	346,242	324,645	6.7
O'ahu only	48,912	49,703	-1.6	223,757	206,250	8.5
O'ahu one day or less	8,119	7,350	10.5	29,287	31,519	-7.1
Kaua'i	25,128	25,294	-0.7	114,476	114,389	0.1
Kaua'i only	9,607	10,079	-4.7	49,415	47,035	5.1
Kaua'i one day or less	3,631	2,883	26.0	10,188	12,740	-20.0
Maui County	53,186	51,382	3.5	238,732	231,454	3.1
Maui	52,215	50,663	3.1	234,356	227,201	3.1
Maui only	27,476	27,041	1.6	130,849	124,823	4.8
Maui one day or less	3,848	2,916	31.9	12,069	12,386	-2.6
Moloka'i *	1,162	1,102	5.5	5,589	7,597	-26.4
Moloka'i only *	110	123	-10.2	743	730	1.8
Moloka'i one day or less *	681	513	32.9	2,518	4,256	-40.8
Lāna'i *	1,730	1,464	18.2	6,615	7,458	-11.3
Lāna'i only *	332	103	221.6	1,015	647	57.0
Lāna'i one day or less *	830	668	24.1	3,190	4,459	-28.5
Hawai'i Island	30,057	29,179	3.0	139,082	133,772	4.0
Kona side	25,840	25,480	1.4	119,220	114,545	4.1
Hilo side	13,396	11,827	13.3	51,640	53,062	-2.7
Hawai'i Island only	11,951	12,764	-6.4	64,680	59,672	8.4
Hawai'i Island one day or less	1,803	1,518	18.8	6,790	7,800	-12.9
Any Neighbor Island	84,350	83,807	0.6	401,574	383,517	4.7
NI only	56,108	56,818	-1.2	279,089	265,122	5.3
O'ahu & NI	28,242	26,989	4.6	122,485	118,395	3.5
Any one island only	98,388	99,813	-1.4	470,459	439,157	7.1
Multiple Islands	34,874	33,696	3.5	154,871	150,610	2.8
Avg. Islands Visited	1.41	1.38	1.8	1.35	1.38	-2.1
Average Length of Stay in Hawai'i	9.39	9.54	-1.6	10.47	10.64	-1.7
ACCOMMODATIONS						
Plan to stay in Hotel	85,200	86,935	-2.0	378,940	361,612	4.8
Hotel only	69,220	72,118	-4.0	311,465	294,949	5.6
Plan to stay in Condo	16,687	16,645	0.3	94,345	88,064	7.1
Condo only	11,814	11,637	1.5	67,344	61,561	9.4
Plan to stay in Timeshare	13,518	13,890	-2.7	64,683	63,993	1.1
Timeshare only	10,230	10,456	-2.2	48,372	46,601	3.8

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

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

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	7,691	6,189	24.3	18,322	22,308	-17.9
Friends/Relatives	14,323	14,566	-1.7	76,321	71,720	6.4
Bed & Breakfast	1,702	1,647	3.3	8,503	9,460	-10.1
Rental House	10,178	8,598	18.4	53,828	45,131	19.3
Hostel	757	732	3.4	4,154	4,784	-13.2
Camp Site, Beach	821	648	26.6	4,017	4,429	-9.3
Other	2,758	2,367	16.5	12,941	12,308	5.1
PURPOSE OF TRIP						
Pleasure (Net)	101,534	101,294	0.2	484,804	457,860	5.9
Honeymoon/Get Married	6,895	6,274	9.9	22,664	26,799	-15.4
Honeymoon	6,141	5,505	11.6	19,456	23,419	-16.9
Get Married	1,213	1,194	1.6	4,906	5,375	-8.7
Pleasure/Vacation	95,700	96,106	-0.4	466,246	437,175	6.6
Mtgs/Conventions/Incentive	13,910	16,441	-15.4	60,998	63,020	-3.2
Conventions	4,446	5,517	-19.4	34,240	32,864	4.2
Corporate Meetings	3,785	4,047	-6.5	13,620	14,417	-5.5
Incentive	6,538	8,118	-19.5	15,820	19,463	-18.7
Other Business	6,165	5,855	5.3	27,635	29,753	-7.1
Visit Friends/Rel.	14,276	14,941	-4.4	70,556	67,396	4.7
Govt/Military	4,554	3,273	39.1	16,412	15,165	8.2
Attend School	187	163	14.5	1,377	2,021	-31.9
Sport Events	622	444	40.1	6,792	4,313	57.5
Other	9,149	9,480	-3.5	36,109	34,053	6.0
TRAVEL STATUS						
First Timers (%)**	44.3	43.3	1.0	38.1	37.4	0.7
Repeaters (%)**	55.7	56.7	-1.0	61.9	62.6	-0.7
Average # of Trips	3.8	3.8	-0.8	4.4	4.5	-0.5
Group Tour	8,295	9,675	-14.3	33,805	35,003	-3.4
Non-Group	124,967	123,834	0.9	591,526	554,764	6.6
Package Trip	33,075	34,565	-4.3	126,095	127,475	-1.1
No Package	100,187	98,944	1.3	499,236	462,292	8.0
Net True Independent	97,826	96,380	1.5	489,062	452,521	8.1
Ave. Age	48	48	0.0	49	49	-0.5
Ave. Party Size	1.8	1.9	-3.0	1.9	1.9	-0.5

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	100,512	96,177	4.5	462,035	450,450	2.6
Domestic	473	609	-22.3	2,375	2,853	-16.8
International	100,039	95,568	4.7	459,660	447,597	2.7
VISITOR DAYS	603,034	550,938	9.5	2,664,747	2,606,312	2.2
AVERAGE DAILY CENSUS	20,101	18,365	9.5	22,023	21,719	1.4
ISLANDS VISITED						
O'ahu	98,232	94,180	4.3	447,869	440,273	1.7
O'ahu only	87,309	84,346	3.5	399,323	389,019	2.6
O'ahu one day or less	467	459	1.8	2,554	3,177	-19.6
Kaua'i	1,703	1,144	48.8	6,895	7,297	-5.5
Kaua'i only	127	97	30.0	841	624	34.9
Kaua'i one day or less	872	711	22.6	4,285	4,364	-1.8
Maui County	3,417	3,212	6.4	18,229	20,407	-10.7
Maui	3,360	3,197	5.1	17,909	19,760	-9.4
Maui only	336	605	-44.5	2,822	2,357	19.7
Maui one day or less	962	1,046	-7.9	7,131	7,477	-4.6
Moloka'i *	74	96	-22.6	592	587	0.7
Moloka'i only *	0	1	-100.0	30	2	1302.8
Moloka'i one day or less *	73	93	-21.0	518	419	23.6
Lāna'i *	245	62	292.8	513	711	-27.8
Lāna'i only *	28	2	1201.9	28	36	-21.2
Lāna'i one day or less *	201	58	247.0	411	612	-32.9
Hawai'i Island	9,163	8,620	6.3	44,024	42,391	3.9
Kona side	6,338	6,016	5.3	32,636	30,272	7.8
Hilo side	3,455	3,378	2.3	14,724	16,250	-9.4
Hawai'i Island only	1,589	1,195	32.9	9,493	6,186	53.5
Hawai'i Island one day or less	2,651	2,062	28.6	10,692	10,709	-0.2
Any Neighbor Island	13,203	11,831	11.6	62,712	61,430	2.1
NI only	2,280	1,996	14.2	14,166	10,177	39.2
O'ahu & NI	10,923	9,834	11.1	48,546	51,253	-5.3
Any one island only	89,389	86,248	3.6	412,538	398,224	3.6
Multiple Islands	11,123	9,929	12.0	49,497	52,226	-5.2
Avg. Islands Visited	1.12	1.12	0.6	1.12	1.13	-1.2
Average Length of Stay in Hawai'i	6.00	5.73	4.7	5.77	5.79	-0.3
ACCOMMODATIONS						
Plan to stay in Hotel	85,875	83,227	3.2	398,272	388,434	2.5
Hotel only	83,465	81,470	2.4	388,020	378,901	2.4
Plan to stay in Condo	9,424	9,475	-0.5	45,030	46,294	-2.7
Condo only	7,295	7,898	-7.6	37,203	39,195	-5.1
Plan to stay in Timeshare	5,997	4,006	49.7	21,207	17,802	19.1
Timeshare only	4,592	3,072	49.5	17,112	14,446	18.4

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

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

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	102	204	-50.1	582	1,350	-56.9
Friends/Relatives	1,425	1,199	18.9	5,195	5,267	-1.4
Bed & Breakfast	149	40	269.2	506	594	-14.7
Rental House	264	402	-34.3	1,384	931	48.6
Hostel	92	81	14.0	325	426	-23.6
Camp Site, Beach	44	46	-5.7	209	92	126.4
Other	621	93	565.7	2,412	1,359	77.5
PURPOSE OF TRIP						
Pleasure (Net)	81,654	77,098	5.9	381,965	374,828	1.9
Honeymoon/Get Married	19,516	19,178	1.8	73,822	76,200	-3.1
Honeymoon	18,361	17,841	2.9	69,750	71,065	-1.9
Get Married	2,881	3,768	-23.5	10,906	13,797	-21.0
Pleasure/Vacation	63,080	58,832	7.2	311,864	302,325	3.2
Mtgs./Conventions/Incentive	8,891	6,344	40.1	38,333	28,655	33.8
Conventions	613	454	35.0	3,554	2,607	36.3
Corporate Meetings	205	172	18.8	746	800	-6.8
Incentive	8,102	5,729	41.4	34,107	25,432	34.1
Other Business	496	485	2.3	1,823	2,002	-8.9
Visit Friends/Rel.	1,629	1,339	21.6	6,980	7,700	-9.4
Govt/Military	22	0	0.0	186	92	101.9
Attend School	259	75	245.3	3,332	2,175	53.2
Sport Events	1,571	1,553	1.2	4,947	3,269	51.3
Other	9,149	9,480	-3.5	36,109	34,053	6.0
TRAVEL STATUS						
First Timers (%)**	39.1	41.3	-2.3	41.3	42.1	-0.8
Repeaters (%)**	60.9	58.7	2.3	58.7	57.9	0.8
Average # of Trips	4.2	3.9	9.1	3.8	3.8	1.2
Group Tour	21,383	23,657	-9.6	105,066	111,940	-6.1
Non-Group	79,129	72,519	9.1	356,969	338,509	5.5
Package Trip	66,707	68,729	-2.9	319,402	331,520	-3.7
No Package	33,805	27,447	23.2	142,632	118,929	19.9
Net True Independent	29,209	24,655	18.5	121,593	102,835	18.2
Ave. Age	44	44	1.2	43	42	1.1
Ave. Party Size	2.6	2.7	-4.2	2.7	2.7	2.9

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL CANADA VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
TOTAL VISITORS	41,527	45,422	-8.6	230,223	260,257	-11.5
Domestic	6,538	9,863	-33.7	40,232	75,703	-46.9
International	34,989	35,559	-1.6	189,991	184,554	2.9
VISITOR DAYS	503,751	552,073	-8.8	3,092,822	3,471,819	-10.9
AVERAGE DAILY CENSUS	16,792	18,402	-8.8	25,561	28,932	-11.7
ISLANDS VISITED						
O'ahu	15,985	18,219	-12.3	82,087	97,962	-16.2
O'ahu only	10,865	12,513	-13.2	55,732	66,731	-16.5
O'ahu one day or less	922	946	-2.5	3,535	4,292	-17.6
Kaua'i	6,216	6,387	-2.7	34,098	38,038	-10.4
Kaua'i only	3,517	3,186	10.4	19,221	20,531	-6.4
Kaua'i one day or less	666	901	-26.1	3,192	4,152	-23.1
Maui County	21,106	23,557	-10.4	117,864	130,456	-9.7
Maui	20,868	23,314	-10.5	116,790	129,302	-9.7
Maui only	15,792	17,488	-9.7	90,215	98,546	-8.5
Maui one day or less	729	915	-20.3	3,041	4,518	-32.7
Moloka'i *	352	310	13.7	2,162	2,440	-11.4
Moloka'i only *	80	122	-34.7	362	405	-10.8
Moloka'i one day or less*	210	107	95.9	1,195	1,153	3.6
Lāna'i *	404	235	71.8	2,095	2,128	-1.5
Lāna'i only*	65	36	82.2	281	160	76.2
Lāna'i one day or less*	278	115	141.9	1,365	1,418	-3.7
Hawai'i Island	7,565	8,562	-11.6	44,515	53,678	-17.1
Kona side	6,976	7,942	-12.2	41,084	49,723	-17.4
Hilo side	2,467	3,452	-28.5	13,032	16,962	-23.2
Hawai'i Island only	4,329	4,274	1.3	27,357	30,841	-11.3
Hawai'i Island one day or less	243	446	-45.4	1,431	1,857	-22.9
Any Neighbor Island	30,663	32,909	-6.8	174,491	193,526	-9.8
NI only	25,542	27,203	-6.1	148,136	162,294	-8.7
O'ahu & NI	5,121	5,706	-10.3	26,355	31,231	-15.6
Any one island only	34,648	37,618	-7.9	193,167	217,215	-11.1
Multiple Islands	6,879	7,804	-11.9	37,056	43,042	-13.9
Avg. Islands Visited	1.24	1.26	-1.4	1.22	1.24	-1.6
Average Length of Stay in Hawai'i	12.13	12.15	-0.2	13.43	13.34	0.7
ACCOMMODATIONS						
Plan to stay in Hotel	18,779	18,985	-1.1	94,595	108,255	-12.6
Hotel only	14,428	14,528	-0.7	72,612	81,192	-10.6
Plan to stay in Condo	14,545	18,004	-19.2	91,016	106,023	-14.2
Condo only	12,263	15,723	-22.0	76,246	88,401	-13.7
Plan to stay in Timeshare	4,313	5,365	-19.6	25,158	27,763	-9.4
Timeshare only	3,385	4,044	-16.3	19,149	19,173	-0.1

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

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

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
ACCOMMODATIONS (continued)						
Cruise Ship	1,003	1,395	-28.1	2,762	5,053	-45.3
Friends/Relatives	2,792	2,030	37.6	11,902	12,331	-3.5
Bed & Breakfast	752	650	15.8	3,571	4,760	-25.0
Rental House	3,862	4,253	-9.2	26,149	30,506	-14.3
Hostel	422	474	-11.0	2,671	3,174	-15.9
Camp Site, Beach	594	524	13.3	2,235	2,571	-13.1
Other	640	466	37.2	3,535	3,178	11.2
PURPOSE OF TRIP						
Pleasure (Net)	38,179	42,597	-10.4	215,879	243,389	-11.3
Honeymoon/Get Married	852	1,065	-19.9	4,414	6,348	-30.5
Honeymoon	785	931	-15.7	3,616	5,347	-32.4
Get Married	101	232	-56.7	1,082	1,541	-29.8
Pleasure/Vacation	37,491	41,714	-10.1	212,477	238,811	-11.0
Mtgs/Conventions/Incentive	1,831	1,268	44.3	10,789	12,274	-12.1
Conventions	425	546	-22.1	7,071	9,203	-23.2
Corporate Meetings	406	263	54.3	1,499	1,489	0.7
Incentive	1,073	585	83.5	2,597	2,059	26.2
Other Business	311	371	-16.4	1,485	2,811	-47.2
Visit Friends/Rel.	1,783	1,781	0.1	7,835	9,104	-13.9
Govt/Military	75	40	85.4	190	667	-71.6
Attend School	24	40	-40.6	230	479	-52.1
Sport Events	233	81	186.0	927	2,193	-57.7
Other	9,149	9,480	-3.5	36,109	34,053	6.0
TRAVEL STATUS						
First Timers (%)**	37.3	34.9	2.4	30.5	29.8	0.8
Repeaters (%)**	62.7	65.1	-2.4	69.5	70.2	-0.8
Average # of Trips	3.9	4.0	-3.0	4.3	4.3	0.0
Group Tour	1,159	808	43.4	4,419	6,867	-35.6
Non-Group	40,368	44,614	-9.5	225,803	253,390	-10.9
Package Trip	9,641	10,656	-9.5	44,598	52,160	-14.5
No Package	31,887	34,767	-8.3	185,625	208,096	-10.8
Net True Independent	31,562	34,503	-8.5	184,198	206,079	-10.6
Ave. Age	48	49	-1.6	49	50	-2.5
Ave. Party Size	2.1	2.2	-4.5	2.2	2.2	0.5

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	APRIL			YEAR-TO-DATE		
	2016P	2015P	% CHANGE	2016P	2015P	% CHANGE
VISITOR DAYS	233,419	177,332	31.6	549,425	653,037	-15.9
TOTAL VISITORS	34,141	23,957	42.5	77,268	88,434	-12.6
ARRIVED BY SHIP	22,902	12,361	85.3	45,608	48,028	-5.0
ARRIVED BY AIR	11,239	11,596	-3.1	31,659	40,406	-21.6
NUMBER OF SHIP ARRIVALS	10	6	66.7	23	27	-14.8
ISLANDS VISITED						
O'ahu	34,141	23,957	42.5	77,267	86,922	-11.1
Kaua'i	24,699	18,244	35.4	62,190	70,870	-12.2
Maui County	29,277	23,957	22.2	70,555	84,038	-16.0
Maui	29,277	23,957	22.2	70,555	84,038	-16.0
Moloka'i	507	305	66.2	1,212	900	34.6
Lāna'i	899	535	68.2	1,884	1,645	14.5
Hawai'i Island	32,534	21,824	49.1	70,536	80,695	-12.6
Average Islands Visited	3.6	3.71	-3.6	3.7	3.68	-0.1
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	0.82	1.42	-42.1	1.04	1.21	-13.6
Days in Hawai'i during Cruise	5.15	5.15	0.0	5.16	5.08	1.6
Days in Hawai'i after Cruise	0.86	0.83	3.8	0.91	1.10	-17.5
Total days in Hawai'i	6.84	7.40	-7.6	7.11	7.38	-3.7
ACCOMMODATIONS						
Hotel	13,644	9,260	47.3	35,467	39,084	-9.3
Hotel only	12,103	7,989	51.5	31,364	34,362	-8.7
Condo	1,152	1,075	7.2	2,872	3,854	-25.5
Condo only	278	189	46.7	676	939	-28.0
Timeshare	1,082	990	9.3	2,823	2,711	4.1
Timeshare Only	460	446	3.3	1,095	963	13.7
Bed & Breakfast	246	126	95.9	654	586	11.7
Bed & Breakfast only	63	45	38.5	150	131	14.6
Friends & relatives	619	595	4.0	1,476	1,963	-24.8
Other accommodation	726	560	29.8	2,125	2,795	-24.0
Accommodation (NET)	15,421	10,881	41.7	39,957	44,655	-10.5
Cruise only	18,720	13,076	43.2	37,311	43,779	-14.8
TRAVEL STATUS						
% First timers	45.1	44.1	1.0	45.3	43.6	1.7
% Repeat visitors	54.9	55.9	-1.0	54.7	56.4	-1.7

Source: Hawai'i Tourism Authority

