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HTA Release (18-76)

## **Hawai'i Visitor Statistics Released for September and First Three Quarters of 2018**

**HONOLULU** – Visitors to the Hawaiian Islands spent a total of \$1.28 billion in September 2018, an increase of 6.4 percent compared to a year ago, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Visitor spending increased from U.S. West (+2.5% to \$460.2 million), U.S. East (+7.9% to \$297.3 million) and All Other International Markets (+20.5% to \$297.9 million) in September, while spending by visitors from Canada (\$43 million) was virtually unchanged from last year. Spending by visitors from Japan declined (-4.1% to \$179.9 million) year-over-year.

Total visitor arrivals grew to 724,863 (+3.5%) in September compared to a year ago, with total visitor days<sup>1</sup> increasing by 5.8 percent. The average daily census<sup>2</sup>, or number of visitors on any given day in September, was 209,432, up 5.8 percent compared to last year.

More visitors came from U.S. East (+12.0%) and U.S. West (+5.0%) and All Other International Markets (+1.9%), while fewer visitors arrived from Canada (-6.2%) and Japan (-4.0%).

In September, O'ahu recorded increases in both visitor spending (+12.2% to \$638.9 million) and visitor arrivals (+3.1% to 462,079) versus a year ago. Kaua'i also realized growth in visitor spending (+21.5% to \$153.8 million) and visitor arrivals (+4.1% to 102,041). Visitor spending on Maui was comparable to a year ago (+0.4% to \$334.4 million) while visitor arrivals increased (+5.9% to 212,357). The island of Hawai'i recorded decreases in both visitor spending (-14.1% to \$140.5 million) and visitor arrivals (-14.0% to 102,635).

A total of 1,020,217 trans-Pacific air seats served the Hawaiian Islands in September, up 10.3 percent year-over-year. Growth in scheduled seats from Oceania (+18.4%), U.S. West (+10.3%), Japan (+9.8%), U.S. East (+8.5%) and Canada (+4.2%) offset fewer seats from Other Asia (-4.7%).

### Visitor Results Year-to-Date Through Three Quarters of 2018

Year-to-date through September, visitors to the Hawaiian Islands spent a total of \$13.62 billion in the first three quarters of 2018, an increase of 9.8 percent compared to the same period last year.

Hawai'i's four largest visitor markets, U.S. West (+10.5% to \$4.97 billion), U.S. East (+9.4% to \$3.54 billion), Japan (+2.2% to \$1.75 billion) and Canada (+7.4% to \$801.3 million) all reported growth in visitor spending in the first three quarters versus the same period last year. Combined visitor spending from All Other International Markets also increased (+15.8% to \$2.53 billion).

Total visitor arrivals rose to 7,492,138 (+6.5%) in the first three quarters, comprised of arrivals by air service (+6.7% to 7,415,711) and cruise ships (-11.8% to 76,427) compared to a year ago. Visitor arrivals by air increased from U.S. West (+9.6% to 3,140,814), U.S. East (+8.4% to 1,665,821), Canada (+4.0% to 382,394) and All Other International Markets (+6.8% to 1,050,723), but declined from Japan (-1.9% to 1,175,960).

<sup>1</sup> Aggregate number of days stayed by all visitors.

<sup>2</sup> Average daily census is the average number of visitors present on a single day.

All of the Hawaiian Islands realized growth in visitor spending and visitor arrivals in the first three quarters compared to last year.

A total of 10,009,326 trans-Pacific air seats served the Hawaiian Islands in the first three quarters, an increase of 9.2 percent year-over-year.

### Other Highlights:

- **U.S. West:** In September, growth in visitor arrivals from the Mountain region (+13.1%) was led by increases from Utah (+34%) and Colorado (+9.7%). For the Pacific region (+3.1%), more visitors came from Washington (+12.0%) and Oregon (+7.7%). Visitor stays increased in rental homes (+25.1%) and condominiums (+6.2%) but decreased in hotels (-1.1%) compared to a year ago.

Through the first three quarters, visitor arrivals increased from the Mountain (+12.8%) and Pacific (+9.1%) regions compared to the same period from last year, boosted by growth from Utah (+19.7%), Colorado (+14.7%), Oregon (+12.0%), Arizona (+9.8%), Washington (+9.7%) and California (+8.7%). Daily spending averaged \$177 per person in the first three quarters, up from \$174 per person, versus a year ago. Lodging, food and beverage, and transportation expenses all increased while shopping expenses dropped slightly.

- **U.S. East:** In September, visitor arrivals increased from every region compared to a year ago. Visitor stays increased in rental homes (+37.7%), condominiums (+17.5%) and hotels (+5.7%) compared to last September.

In the first three quarters, visitor arrivals increased from all regions versus last year, highlighted by growth from the two largest regions, East North Central (+9.8%) and South Atlantic (+9.4%). Average daily spending rose to \$213 per person (+2.2%). Lodging and transportation expenses increased, while shopping expenses were down slightly from a year ago.

- **Japan:** In September, a contributing factor to the decreases in visitor spending and visitor arrivals was Typhoon Jebi, which struck Japan on September 4 and resulted in the closure of Kansai International Airport for nearly two weeks and cancellation of 80 scheduled flights to Hawai'i. During that period, 50 unscheduled flights to Hawai'i from Narita and Nagano airports were added to accommodate passengers.

Visitor stays declined in timeshares (-28.0%), condominiums (-4.7%) and hotels (-2.2%) in September, while stays in rental homes (+37.0%) and with friends and relatives (+17.9%) increased compared to a year ago.

Through the first three quarters, daily visitor spending rose to \$248 per person (+4.0%). Lodging and transportation expenses were higher than a year ago, but spending declined for shopping, food and beverage, and entertainment and recreation.

- **Canada:** In September, visitor stays increased in condominiums (+22.3%) and rental homes (+6.0%) but declined in hotels (-15.2%) and timeshares (-5.1%) versus last year.

During the first three quarters, average daily spending by visitors increased to \$170 per person (+4.4%). Lodging, transportation and shopping expenses increased, while spending on entertainment and recreation was lower compared to the first three quarters of last year.

- **MCI:** In September, a total of 30,458 visitors came to the Hawaiian Islands for meetings, conventions and incentives (MCI), a decrease of 1.5 percent year-over-year. Through the first three quarters, total MCI visitors declined (-1.4% to 369,093) compared to a year ago. More

visitors came to attend conventions (+1.0% to 187,651) but fewer came for corporate meetings (-8.5% to 62,798) or traveled on incentive trips (-0.9% to 130,760).

- **Honeymoon:** In September, honeymoon visitors to the Hawaiian Islands declined (-12.8% to 50,899) overall due to decreases from Japan (-9.7% to 14,690), U.S. West (-8.1% to 12,524) and U.S. East (-6.0% to 10,564). In the first three quarters, the total number of honeymoon visitors was down (-5.3% to 391,639) versus last year.
- **Get Married:** In September, the number of visitors coming to Hawai'i to get married decreased overall (-4.2% to 8,452), with fewer visitors from U.S. West (-3.1% to 3,382) and Japan (-3.7% to 2,184) offsetting the increase in visitors from U.S. East (+18.8% to 1,587). During the first three quarters, a total of 75,888 visitors (-0.8%) came to Hawai'i to get married.

### Highlights from All Other Markets:

- **Australia:** In September, visitor arrivals increased (+4.5% to 34,190) year-over-year. During the first three quarters, arrivals were up (+1.0% to 244,048) versus the same period last year. Daily visitor spending was higher (+1.6% to \$277 per person) compared to the same period last year. Spending increased for lodging, as well as entertainment and recreation, but dropped slightly for shopping.
- **New Zealand:** Supported by an increase in air service, visitor arrivals rose in both September (+35.5% to 8,054) and the first three quarters (+21.8% to 64,815).
- **China:** Visitor arrivals declined in both September (-12.5% to 10,750) and through the first three quarters (-6.8% to 114,132) compared to a year ago. Daily spending by visitors increased to \$355 per person (+12.2%) in the first three quarters versus last year and continued to be the highest of Hawai'i's visitor markets. Spending was higher in all categories (lodging, shopping, food and beverage, entertainment and recreation) compared to last year.
- **Korea:** Visitor arrivals decreased in both September (-18.3% to 17,963) and the first three quarters (-1.1% to 178,158) versus last year. Daily spending was higher (+12.7% to \$289 per person) in the first three quarters, with increases realized in lodging, food and beverage, shopping, and entertainment and recreation expenses.
- **Taiwan:** Visitor arrivals declined in September (-2.4% to 1,461) and through the first three quarters (-6.2% to 13,301) versus last year.
- **Europe:** Visitor arrivals from the United Kingdom, France, Germany, Italy and Switzerland dropped slightly in September (-0.8% to 14,251), but continued to show an increase for the first three quarters (+4.3% to 110,878) compared to a year ago.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina declined in September (-1.6% to 1,689) but rose over the first three quarters (+11.8% to 20,212) versus last year.

### Island Highlights:

- **O'ahu:** In September, visitor spending increased 12.2 percent to \$638.9 million, boosted by higher daily spending (+4.1% to \$207 per person) and growth in visitor days (+7.8%). Visitor arrivals were up (+3.1% to 462,079), with growth from U.S. East (+12.2%) and U.S. West (+7.5%) offsetting fewer visitors from Canada (-14.1%) and Japan (-3.1%). The average daily census rose 7.8 percent to 102,938 visitors in September. In the first three quarters, both visitor

spending (+9.4% to \$6.21 billion) and visitor arrivals (+4.6% to 4,478,639) increased compared to last year.

- **Maui:** In September, visitor spending of \$334.4 million (+0.4%) was similar to a year ago. Visitor days grew (+10.1%) but daily spending was lower (-8.9% to \$206 per person) versus a year ago. Visitor arrivals increased (+5.9% to 212,357), with growth from Canada (+14.1%), Japan (+11.5%), U.S. East (+6.5%) and U.S. West (+3.6%). The average daily census increased 10.1 percent to 54,049 visitors in September. Through the first three quarters, both visitor spending (+11.8% to \$3.88 billion) and visitor arrivals (+7.8% to 2,217,043) exceeded last year's results.
- **Island of Hawai'i:** In September, visitor spending declined (-14.1% to \$140.5 million) due to lower daily spending (-7.5% to \$182 per person) and decreased visitor days (-7.2%) versus last year. Visitor arrivals were down (-14.0% to 102,635), with fewer visitors from Canada (-34.3%), Japan (-29.5%), U.S. East (-15.4%) and U.S. West (-6.5%). Fewer visitors (-27.2%) took day trips compared to a year ago. The average daily census decreased 7.2 percent to 25,671 visitors in September. For the first three quarters, continued growth was realized in both visitor spending (+5.1% to \$1.84 billion) and visitor arrivals (+0.6% to 1,321,174) compared to last year.
- **Kaua'i:** In September, visitor spending increased (+21.5% to \$153.8 million), bolstered by higher daily spending (+15.5% to \$215 per person) and growth in visitor days (+5.1%) compared to last year. Visitor arrivals also increased (+4.1% to 102,041), with more visitors from Japan (+34.3%), U.S. East (+5.4%) and U.S. West (+5.1%) offsetting fewer visitors from Canada (-1.2%). The average daily census rose 5.1 percent to 23,868 visitors in September. Through the first three quarters, both visitor spending (+12.4% to \$1.55 billion) and visitor arrivals (+9.0% to 1,053,299) increased versus the same period last year.

### **Air Seats to Hawai'i:**

In September, total trans-Pacific air seat capacity serving the Hawaiian Islands rose to 1,020,217 seats (+10.3%), boosted by growth both in seats (+9.3% to 1,005,112) from scheduled flights and seats (+175.0% to 15,105) from charter flights compared to a year ago. There were more seats serving Kona (+34.8%), Līhu'e (+29.5%), Kahului (+16.3%) and Honolulu (+5.1%), which offset fewer seats serving Hilo (-8.7%)

- Scheduled air seats from the U.S. West market grew in September (+10.3%) versus last year boosted by new daily service added from Long Beach (+5,670 seats, started June 1, 2018) and increased service from Denver (+107.2%), Portland (+27.8%), Seattle (+26.2%), San Diego (+22.4%) and San Francisco (+15.8%).
- Scheduled air seats from the U.S. East market increased in September (+8.5%) compared to a year ago. Growth in air seats from Chicago (+23.3%), Dallas (+21.5%) and Newark (+12.1%) offset fewer seats from Atlanta (-16.0%) and Washington, D.C. (-11.6%).
- Scheduled air seats from Japan increased in September (+9.8%), with added service from Osaka (+51.0%), Sapporo (+7.3%) and Haneda (+4.0%) offsetting fewer seats from Fukuoka (-15.4%) and Nagoya (-9.0%).
- Scheduled air seats from Canada grew (+4.2% to 17,922) in September, with more seats from Vancouver to Honolulu compared to a year ago.
- Scheduled air seats from Oceania rose in September (+18.4%) largely due to more seats being added from Auckland (+68.1%) and Sydney (+7.4%).

- Scheduled air seats from Other Asia markets decreased in September (-4.7%) year-over-year. There were fewer seats from Seoul (-8.6%) and Beijing (-2.2%), which offset growth in seats from Shanghai (+1.3%) and Taiwan (+12.1%).

In the first three quarters, total trans-Pacific air seat capacity statewide increased to 10,009,326 (+9.2%), with all major islands reporting growth in air seats compared to last year.

- Air seat capacity to Kona rose (+35.1%) in the first three quarters from a year ago boosted by the launch of direct service from Tokyo's Narita Airport in September 2017, and the addition of seats from Vancouver, Canada. Carriers expanded domestic air service from Dallas, Denver, Los Angeles, San Francisco, San Jose, San Diego and Portland.
- Air seat capacity to L̄hu'e increased (+34.1%) in the first three quarters compared to last year, boosted by additional service from Dallas, Denver, Los Angeles, San Francisco, San Jose, Portland and Seattle.
- Air seat capacity to Hilo grew (+21.1%) in the first three quarters due to flights being added from Los Angeles.
- Air seat capacity to Kahului rose (+13.8%) in the first three quarters, boosted by added service from Chicago, Dallas, Denver, Portland, Salt Lake City, San Diego and San Francisco.

#### **Cruise Ship Visitors:**

- In September, four out-of-state cruise ships brought 9,672 visitors to Hawai'i compared to the four ships and 9,712 visitors of a year ago. Visitor arrivals by air service to board cruise ships in Hawai'i decreased 2.9 percent. Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) declined in September (-1.8% to 20,953) compared to last year.
- In the first three quarters, a total of 76,427 visitors entered Hawai'i aboard 42 out-of-state cruise ships, which compares to 86,613 visitors on 47 cruise ships during the same period last year. Visitor arrivals via air service to embark cruise ships in Hawai'i also decreased (-1.7% to 94,618). Total cruise visitors (arrivals by cruise ships and by air to board cruise ships) declined (-6.5% to 171,045) compared to a year ago.

#### **Technical Notes:**

**Final 2017 Statistics:** 2017 visitor data presented in this news release are the final numbers and reflect data from updated reports from airlines and cruise ships. These statistics are published in the HTA 2017 Annual Visitor Research Report which is posted on the HTA website:

<https://www.hawaiiitourismauthority.org/research/annual-visitor-research-reports/>

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Tables of preliminary 2018 visitor characteristic and expenditure statistics including data presented in the news release; detailed monthly visitor characteristics data tables by visitor market and by island; fact sheets with visitor statistics and economic data for the State of Hawai'i and selected visitor markets; have been posted on the Hawai'i Tourism Authority website:

<https://www.hawaiiitourismauthority.org/research/monthly-visitor-statistics/>

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

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SEPTEMBER 2018 ARRIVALS AT A GLANCE

CATEGORY AND MMA	2018P	2017	% change	YTD 2018P	YTD 2017	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,284.3</b>	<b>1,207.4</b>	<b>6.4</b>	<b>13,620.6</b>	<b>12,410.0</b>	<b>9.8</b>
Total by air	1,278.4	1,202.1	6.3	13,592.0	12,378.2	9.8
U.S. West	460.2	448.9	2.5	4,973.9	4,501.1	10.5
U.S. East	297.3	275.5	7.9	3,538.5	3,234.6	9.4
Japan	179.9	187.5	-4.1	1,751.3	1,713.9	2.2
Canada	43.0	43.0	0.0	801.3	746.3	7.4
All Others	297.9	247.2	20.5	2,527.0	2,182.2	15.8
Visitor arrivals by cruise ships	5.9	5.3	10.2	28.6	31.8	-10.0
<b>TOTAL VISITOR DAYS</b>	<b>6,282,960</b>	<b>5,938,223</b>	<b>5.8</b>	<b>66,904,056</b>	<b>62,870,426</b>	<b>6.4</b>
Total by air	6,228,729	5,878,399	6.0	66,575,103	62,489,095	6.5
U.S. West	2,562,671	2,443,134	4.9	28,052,635	25,910,866	8.3
U.S. East	1,363,788	1,211,148	12.6	16,618,418	15,527,423	7.0
Japan	780,846	813,099	-4.0	7,054,068	7,181,429	-1.8
Canada	237,300	250,350	-5.2	4,714,480	4,582,876	2.9
All Others	1,284,123	1,160,667	10.6	10,135,503	9,286,502	9.1
Visitor arrivals by cruise ships	54,231	59,824	-9.3	328,953	381,331	-13.7
<b>VISITOR ARRIVALS</b>	<b>724,863</b>	<b>700,475</b>	<b>3.5</b>	<b>7,492,138</b>	<b>7,037,493</b>	<b>6.5</b>
Total by air	715,191	690,763	3.5	7,415,711	6,950,879	6.7
U.S. West	295,303	281,260	5.0	3,140,814	2,865,284	9.6
U.S. East	138,734	123,867	12.0	1,665,821	1,536,037	8.4
Japan	131,920	137,416	-4.0	1,175,960	1,198,288	-1.9
Canada	21,566	22,989	-6.2	382,394	367,854	4.0
All Others	127,667	125,231	1.9	1,050,723	983,417	6.8
Visitor arrivals by cruise ships	9,672	9,712	-0.4	76,427	86,613	-11.8
<b>AVERAGE LENGTH OF STAY</b>	<b>8.67</b>	<b>8.48</b>	<b>2.2</b>	<b>8.93</b>	<b>8.93</b>	<b>0.0</b>
Total by air	8.71	8.51	2.3	8.98	8.99	-0.1
U.S. West	8.68	8.69	-0.1	8.93	9.04	-1.2
U.S. East	9.83	9.78	0.5	9.98	10.11	-1.3
Japan	5.92	5.92	0.0	6.00	5.99	0.1
Canada	11.00	10.89	1.0	12.33	12.46	-1.0
All Others	10.06	9.27	8.5	9.65	9.44	2.2
Visitor arrivals by cruise ships	5.61	6.16	-9.0	4.30	4.40	-2.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>204.4</b>	<b>203.3</b>	<b>0.5</b>	<b>203.6</b>	<b>197.4</b>	<b>3.1</b>
Total by air	205.2	204.5	0.4	204.2	198.1	3.1
U.S. West	179.6	183.7	-2.2	177.3	173.7	2.1
U.S. East	218.0	227.5	-4.2	212.9	208.3	2.2
Japan	230.4	230.6	-0.1	248.3	238.7	4.0
Canada	181.2	171.8	5.5	170.0	162.9	4.4
All Others	232.0	213.0	8.9	249.3	235.0	6.1
Visitor arrivals by cruise ships	108.3	89.1	21.5	87.0	83.4	4.3
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,771.7</b>	<b>1,723.7</b>	<b>2.8</b>	<b>1,818.0</b>	<b>1,763.4</b>	<b>3.1</b>
Total by air	1,787.5	1,740.2	2.7	1,832.9	1,780.8	2.9
U.S. West	1,558.5	1,595.9	-2.3	1,583.6	1,570.9	0.8
U.S. East	2,143.2	2,224.1	-3.6	2,124.2	2,105.8	0.9
Japan	1,363.7	1,364.5	-0.1	1,489.3	1,430.3	4.1
Canada	1,993.8	1,870.9	6.6	2,095.5	2,028.9	3.3
All Others	2,333.5	1,973.9	18.2	2,405.0	2,219.0	8.4
Visitor arrivals by cruise ships	607.0	548.7	10.6	374.4	367.1	2.0

P=Preliminary data.

Source:Haw aii Tourism Authority

SEPTEMBER 2018 ISLAND HIGHLIGHTS

CATEGORY AND ISLAND	2018P	2017	% change	YTD 2018P	YTD 2017	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,284.3</b>	<b>1,207.4</b>	<b>6.4</b>	<b>13,620.6</b>	<b>12,410.0</b>	<b>9.8</b>
Total by air	1,278.4	1,202.1	6.3	13,592.0	12,378.2	9.8
O'ahu	638.9	569.4	12.2	6,213.3	5,680.6	9.4
Maui	334.4	333.2	0.4	3,879.1	3,468.7	11.8
Moloka'i	4.4	2.4	84.2	28.5	25.3	12.8
Lāna'i	6.4	6.8	-6.4	80.2	73.6	9.0
Kaua'i	153.8	126.6	21.5	1,548.4	1,377.1	12.4
Haw ai'i Island	140.5	163.6	-14.1	1,842.4	1,752.8	5.1
Visitor arrivals by cruise ships	5.9	5.3	10.2	28.6	31.8	-10.0
<b>TOTAL VISITOR DAYS</b>	<b>6,282,960</b>	<b>5,938,223</b>	<b>5.8</b>	<b>66,904,056</b>	<b>62,870,426</b>	<b>6.4</b>
Total by air	6,228,729	5,878,399	6.0	66,575,103	62,489,095	6.5
O'ahu	3,088,150	2,864,079	7.8	30,804,976	28,926,561	6.5
Maui	1,621,476	1,472,344	10.1	17,730,507	16,405,001	8.1
Moloka'i	17,572	17,467	0.6	208,324	201,998	3.1
Lāna'i	15,351	13,907	10.4	192,215	155,413	23.7
Kaua'i	716,044	681,046	5.1	7,837,040	7,253,315	8.0
Haw ai'i Island	770,135	829,555	-7.2	9,802,041	9,546,808	2.7
Visitor arrivals by cruise ships	54,231	59,824	-9.3	328,953	381,331	-13.7
<b>VISITOR ARRIVALS</b>	<b>724,863</b>	<b>700,475</b>	<b>3.5</b>	<b>7,492,138</b>	<b>7,037,493</b>	<b>6.5</b>
Total by air	715,191	690,763	3.5	7,415,711	6,950,879	6.7
O'ahu	462,079	448,059	3.1	4,478,639	4,281,962	4.6
Maui	212,357	200,599	5.9	2,217,043	2,057,439	7.8
Moloka'i	4,644	5,419	-14.3	44,759	43,498	2.9
Lāna'i	5,008	4,964	0.9	56,479	47,768	18.2
Kaua'i	102,041	97,997	4.1	1,053,299	966,113	9.0
Haw ai'i Island	102,635	119,345	-14.0	1,321,174	1,313,454	0.6
Visitor arrivals by cruise ships	9,672	9,712	-0.4	76,427	86,613	-11.8
<b>AVERAGE LENGTH OF STAY</b>	<b>8.67</b>	<b>8.48</b>	<b>2.2</b>	<b>8.93</b>	<b>8.93</b>	<b>0.0</b>
Total by air	8.71	8.51	2.3	8.98	8.99	-0.1
O'ahu	6.68	6.39	4.6	6.88	6.76	1.8
Maui	7.64	7.34	4.0	8.00	7.97	0.3
Moloka'i	3.78	3.22	17.4	4.65	4.64	0.2
Lāna'i	3.07	2.80	9.4	3.40	3.25	4.6
Kaua'i	7.02	6.95	1.0	7.44	7.51	-0.9
Haw ai'i Island	7.50	6.95	8.0	7.42	7.27	2.1
Visitor arrivals by cruise ships	5.61	6.16	-9.0	4.30	4.40	-2.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>204.4</b>	<b>203.3</b>	<b>0.5</b>	<b>203.6</b>	<b>197.4</b>	<b>3.1</b>
Total by air	205.2	204.5	0.4	204.2	198.1	3.1
O'ahu	206.9	198.8	4.1	201.7	196.4	2.7
Maui	206.3	226.3	-8.9	218.8	211.4	3.5
Moloka'i	250.4	136.8	83.1	137.0	125.3	9.3
Lāna'i	413.7	488.0	-15.2	417.4	473.6	-11.9
Kaua'i	214.8	185.9	15.5	197.6	189.9	4.1
Haw ai'i Island	182.4	197.2	-7.5	188.0	183.6	2.4
Visitor arrivals by cruise ships	108.3	89.1	21.5	87.0	83.4	4.3
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,771.7</b>	<b>1,723.7</b>	<b>2.8</b>	<b>1,818.0</b>	<b>1,763.4</b>	<b>3.1</b>
Total by air	1,787.5	1,740.2	2.7	1,832.9	1,780.8	2.9
O'ahu	1,382.7	1,270.8	8.8	1,387.3	1,326.6	4.6
Maui	1,574.9	1,661.2	-5.2	1,749.7	1,685.9	3.8
Moloka'i	947.5	440.8	114.9	637.5	581.7	9.6
Lāna'i	1,268.0	1,367.1	-7.2	1,420.5	1,540.9	-7.8
Kaua'i	1,507.3	1,292.2	16.6	1,470.0	1,425.4	3.1
Haw ai'i Island	1,368.7	1,370.9	-0.2	1,394.6	1,334.5	4.5
Visitor arrivals by cruise ships	607.0	548.7	10.6	374.4	367.1	2.0

P=Preliminary data.

Source:Haw ai'i Tourism Authority